
Participant 2 RAW DATA

Assignment 4

Group Taco Bell 1

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Pre-test questionnaire

· How old are you?

- 18-21

- 22-30

- 31-40

- 40+

· What is your gender?

-Male

-Female

-Other (specify)

· What race are you?

-White

-Black or African-American

-American Indian or Alaskan Native

-Asian

-Native Hawaiian or other Pacific islander

-From multiple races

-Other Race(specify)

· What is your highest education?

-Less than high school

-High School

-Some college no degree

-Associate's degree

-Bachelor Degree

-Graduate Degree

· How many times do you order take out a week?

-0

-1-2

~~-3-4~~

-5-7

· Most frequent take out spot?

-Taco Bell

-McDonald's

-Burger King

-Panda Express

-Chipotle

-Other(specify)

Scenarios

Scenario 1: The User really loves Taco Bell but has never visited the site. After talking with some friends, the User learned that they could order Taco Bell merchandise and create a tacobell.com account.

Task 1: Find where a user can buy Taco Bell merchandise

user started making account on facebook merchandise site instead of tacobell.com also can't login

Task 2: Create a tacobell.com account

w/ tacobellshop.com login @ tacobell.com

Task 3: Login to tacobell.com with a Facebook account

Questions for the user after completion of this task:

1. Was any part of the account creation too difficult, inefficient, or confusing?

2. If so, Why?
Not really, but I'm also in IT, so maybe I'm biased

Scenario 2: The user has never eaten at Taco Bell before. The user has special dietary restrictions and if Taco Bell offers meals that meet these restrictions, the user wants to place an online order for pickup.

Task 1: Search tacobell.com for food offerings to see what food is offered

could be more intuitive if nutritional info was on page for the actual item

Task 2: Find dietary and nutritional information

Task 3: Place an online order for pickup

Questions for the user about their experience:

Question 1. Was it hard to find any of the items you were looking for?

just the nutritional info

Question 2. What did you like or dislike about navigating the menu?

The nutritional info was all the way @ the bottom of page in fine print

Scenario 3: The user recently had a notable experience at one of the Taco Bell stores. The user wants to call the store manager and also make a comment to corporate. The user remembers the cross streets of the Taco Bell store they visited, but doesn't know any specific information about the stores phone number, address, or store number.

Task 1: Find the phone number of a specific store, knowing only its general location (cross streets, city, and/or zip code).

found phone #, address, but not store # on info page

Task 2: Find a 800 number to call, or a web form to complete to make a comment to corporate.

*found contact us, but not 800 #
won*

Scenario 4

The user wants to find information about several different topics for general information about the taco bell company, its history, and also is curious about the nutrition of his favorite menu item.

Task 1. Find information on tacobell.com about the following topics:

- ✓ a. Find the link to the Taco Bell Foundation information website
- ✓ b. Find the Nutrition Calculator
- ✓ c. Find the FAQ page
- ✓ d. Find the "Taco Bell History" page
- ~~e. Find the Nutrition Calculator~~

*all that stuff was easy to find
the foundation was a little tricky*

Post-test questionnaire:

· Please rate your experience with the navigation of the site:

-Extremely comfortable

-comfortable

-neutral

-not comfortable

-extremely confusing

· Do you feel comfortable with ordering via this website in the future?

-Absolutely

-Sometimes

-Maybe

-No

-Never will

· Was the topic on each page easy to follow/ understand what each section was about?

-Extremely easy to follow

-Understood most of the time

-Understood less than half the time

-Completely lost/ No Idea what the site was showing me

· While you were navigating tacobell.com, did you notice any of our social media links or the link to download the taco bell app? Please comment on your experience with noticing these features:

*I saw plenty of social media links,
but I think I glossed over the apps*

· Were the multimedia aspects of the website helpful?

-Yes

-No (Please state why?)

· Please rate your experience with tacobell.com on a scale from 1 – 10: (1=Worst website, 10=Best website ever)

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· Any Comments or concerns about the website and/or the software functionality you would like to add?

I just wish the nutrition info was easier to find