

Holly Copeland's written content for the "Results" and "Recommendations" pages in our presentation for Assignment 6

Results

Several users were involved in the User Testing Phase. These are areas users had problems with during testing:

- Every user I saw in the test was confused by the merchandise link going to a separate website. This included users with a diverse spectrum of age, gender, computer usage, and occupation. Even an IT professional in the user testing was apparently confused by the transition from taco bell.com to the taco bell merchandise website. Users successfully completed the first task of locating the taco bell merchandise link, but then tried to create an account for taco bell.com on the taco merchandise website (separate website).
 - Users did not notice they were actually on a different website until I told them.
 - Users were not able to log into taco bell.com with the account they created on the taco bell merchandise website.
- Users had some difficulty logging into taco bell.com with their Facebook accounts. They did not have as much difficulty creating an account with their e-mail account as they did with logging in with a Facebook account.
 - Users could not easily switch from the default Facebook account of the primary computer user stored in cookies to their own Facebook account. Users had to either delete the cookies or go to Facebook.com, log out, and then log into their own account on Facebook.com in order to be able to switch accounts to log into taco bell.com.
- Some users complained some information was difficult to find (for the following items):
 - The nutritional information link at the bottom of the menu is too small
 - Contact phone numbers for Taco Bell Headquarters or help lines is too hard to find. (The form and the numbers for individual stores were not difficult, just a phone number for general help or to contact the headquarters).
- The nutritional info could be displayed and organized better
 - Some users commented nutritional info link on the "Food" page menu is too small
 - A user suggested the nutritional info for a food item should be listed on the page for the food item when you click the food item before adding it to your cart. He said that's where he would expect nutritional info to be and looked there first before finding the "View Nutritional Information" link on the "food" page menu.
 - Users said they liked the Nutrition Calculator page (link on the nutrition page at the bottom of the site near "Gift Cards", "Contact Us", "About Us", "Careers", and "FAQ") better than the Nutritional Information page (link at the bottom of the "Food" page menu).
 - The Nutrition Calculator allows more detailed and specific information about the nutritional details of a particular menu item (especially with customizations).
 - The Nutrition Calculator page is also easier to navigate because the drop down menu on the left side helps narrow down options without presenting every item on the menu at once (overwhelming the viewer) and makes it so the viewer has to scan through less items and information to find the menu item they are looking for.
 - I suspect the "Full Nutritional Info" page could still offer the advantage of letting viewers compare items on the menu side by side to compare certain nutritional aspects, like calories, for example.
 - There is no link from the "Full Nutrition Info" page to the "Nutrition Calculator" or visa versa.

Recommendations

- Integrate taco bell.com with the taco bell merchandise website.
 - Either they should both be one site, or they should both be linked together so it's possible to navigate back to the taco bell.com website or homepage from the taco bell merchandise website.
 - Either they should be one site, or the account log in should be the same for both sites. It confuses users when they create an account for one site (eg: the taco bell merchandise website), but then they can't log into taco bell.com with the same account they created on the taco bell merchandise

website.

- Users commented that they would like to be able to add merchandise and food into the same cart for checkout ins of having both websites/checkouts separate.
- Add the option to switch Facebook accounts before logging into taco bell.com with Facebook so it's easier and more efficient for users to switch to the right Facebook account when they log into taco bell.com with Facebook.
- Nutritional Information Design and Organization:
 - Put nutritional information for the specific menu item on the page for that menu item. It would be even better if it also had the ability to show the nutritional information with modifications to the menu item like the nutritional calculator does.
 - Link the "Full Nutritional Info" page and the "Nutrition Calculator" together to make it easier for customers to navigate to either one depending on what they want to view.
 - Improve the visibility of the link to the "Full Nutritional Info" page currently displayed on the "Food" page menu. Visibility could be improved by making the button larger, more visible, and have graphics with icons similar to the design for the icons of the other menu buttons.
 - It might also be good to add a link to the "Nutrition Calculator" on the "Food" page menu close to the link to the "Full Nutritional Info" page.
- There should be phone numbers listed for the corporate headquarters or at least a general help/questions/customer support line that is easy to find and not hidden in the footer some place obscure and hard to find on the website.