

Assignment 4 Journal

My team-mates wrote a pre-test questionnaire, scenarios & Tasks, a post-test questionnaire, and then combined them all into 1 google docs. I also separately wrote my own series of scenarios, tasks, heuristic evaluation, and a few post-test questions. I accessed the google doc containing all the work my team mates did and expanded on the work they did by adding more scenarios, tasks, and post-test questions to gather broader and more comprehensive usability data.

The tasks and questions I came up with myself are listed below. I integrated the ones that were most useful into my group's document.

Scenarios and Tasks for Users

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. Answer these questions:

1. Were all of those pages easy to find? If not, which ones?

2. What made it the most difficult to find the information, pages, or items you were looking for?

d. Find the Nutrition Calculator

2. Part A: Find these menu items and add them to cart:

- * Nacho Fries
- * Variety Taco 12 Pack
- * Spicy Potato Soft Taco

Part B (Questions): Was it hard to find any of the items you were looking for? What did you like or dislike about navigating the menu?

3. Go to the checkout page and make sure the location closest to you is selected for pickup. (We will disable the ability for participants in the usability test to actually check out)

4. Part A: Create an account

Part B (Questions): Was any part of the account creation too difficult, inefficient, or confusing?

If so, Why?

5. Navigate back to the home page without pressing back from any page within the website.
Was that difficult in any way? Why?
6. On the “Stories” page, can you easily and efficiently find all the categories? (News, Innovation, Entertainment, How To, Eats, Live Mas Scholarship, Restaurants, Community)
Describe your experience navigating to any one of those categories:
7. 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:
8. Can you find the contact information you would need if you wanted to plan a taco bell wedding?
Please describe your experience trying to find it. Was it too difficult or frustrating or was it easy and efficient? What made it frustrating and what did you like about navigating to find this information?
9. Find the contact form on tacobell.com. Was it difficult to find? Is it easy to use? What comments do you have related to contacting someone from tacobell.com?
10. Do you have any comments about the design, ease of navigation, or ease of use of any feature on tacobell.com that have not been mentioned or addressed in any previous questions or tasks?

I also summarized my heuristic evaluation and moved it into a table so it's easier to read. It is included in the next few pages since it influenced my writing of my scenarios, tasks, and questions.

Holly Evaluation

Category	Rating	Comments
Feedback	2 - Minor	There should be some indication of which page the user is currently on in the navigation. (I would change the colors of the navigation link for page or section the current page belongs to.)
Metaphor	3 - Major	It doesn't really seem up to par with other sites that would match user/customer expectations. It does not scale as clean as most mobile friendly websites (competitor Taco Cabana for example). Stylistically, the design looks a little dated and faded (less vibrant and visually engaging). Images do not scale proportionately and are distorted when the size of the browser window is scaled down. It seems to be functional when viewed on my android, but it has catastrophic issues with its functionality when viewed in a scaled down browser window on my laptop, which makes me somewhat concerned it might not be as friendly on all small screen devices.
Navigation	3.5 - Medium High	When the site is viewed in a small browser window, several links and page elements align on top of each other and links don't work. The images also do not scale proportionately. This could effect view on some mobile and tablet devices. The organization of content and links could be vastly improved (I mentioned the "Food" and "Favorites" pages being repetitive, inconsistent, and unnecessary). It is also very hard to notice the option to purchase a gift card. This option should be accessible and available with all the other items available for purchase to simplify navigation of items available for purchase.
Consistency	2 - Minor	It seems inconsistent that the merchandising link goes to another site that looks like it had a different designer. There are graphics that have different shapes and feels on tacobell.com. Food and Favorites seem like they have similar enough content that they could be combined into one menu category with a more consistent design feel. (Food and Favorites seem repetitive and inconsistent).
Prevention	4 - Major	More difficult to navigate back to tacobell.com from the merchandise section since it's a completely different website, not integrated into the same site. It's good that the login informs users if they have not entered a valid entry for name or e-mail address. Most sites also have a section on the form to re-type their e-mail address when creating an account to prevent a typo creating the wrong e-mail address. Some people have also had issues logging into the site using their facebook page, which limits usability for some users.

Memory	1 - Good	It's at least not difficult to tell this is a tacobell brand website. The menu design is a bit awkward, but at least the icons describe what is on each section of the menu. All of the banners and links have relevant images and button designs that are not hard to recognize or understand. The only thing that is a little difficult to understand is the way the "Food" and "Favorites" navigation and links are organized, but that's more of an issue with consistency, navigation, and design than memory.
Efficiency	3 - Medium	Overall, the only thing that makes the site somewhat more difficult and less efficient to navigate is the organization of the content. The "Food" and "Favorites" Links should be combined into 1 menu page, not dispersed in 2 somewhat repetitive, yet inconsistently designed separate pages. It would also help improve navigation efficiency and reduce user confusion if the merchandise and tacobell.com sites were integrated into 1 website. Then the users could shop for, add to cart, and checkout both food and merchandise in one transaction instead of requiring them to use 2 websites. It might also confuse some customers if they click the merchandise link and it goes to a completely different site that does not have the option to go back to the homepage of tacobell.com.
Design	4 - Major	The "Order Online Now" banner underneath the image slider on the homepage looks like a link, but is not, which is weird because there are so many functional "Order Online Now" links in many other places on the site. I don't think the social media links are prominent enough. They are sort of hard to find.
Recovery	1.5- Very Minor	It's good that when a user tries to make an account with tacobell.com, the website tells them if they input an invalid entry for their name or e-mail address. It might be better if tacobell.com's user account creation would have a re-enter password part of the form to guard against typos messing up user's account passwords just in case.
Help	3 - Medium	For the most part, the website is self-explanatory, but for users who do need help or have an issue, it would help if there were more availability to make a phone call to an actual person for customer support. There is a form on a contact page that users could use for an inquiry, but forms are the most slow, inefficient, and somewhat frustrating method of contact. There are some e-mails and phone numbers listed in the footer of taco bell's website for scholarship information and also in the footer of the page about taco bell weddings, but the contact information is very small, hard to see, and listed very subtly in the footer near copyright information. It almost looks like taco bell was trying to hide phone numbers and e-mails and discourage users from contacting them by implementing a form as the primary method of contact.