Metz Website Usability Test Plan

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Purpose:
The Metz website is a significant website that makes the lives of students easier. It is supposed to allow users to see the food being served in the dining hall ahead of time so that they can determine if they would like to eat there rather than somewhere else. The purpose of testing this website is to evaluate its efficiency and usability, while discovering any issues with the system.

Problems:
- Menu does not update all the time
- Difficult to find foods for food restricted people
- Does not show current menu, only shows the week, takes up more time
- Does not show meal balance or flex balance
- Should have personalization
- Does not show any allergy indication on menu (Peanut)
- Menu for C-Store, Bishop Brews, etc. is not up to date

Groups of Users:
Subgroup:
We are testing students at LVC from any year that do not use the website often or have never used it before. All have different food preferences.

User Profile:
The target audience is students from any year that eat on campus at Lebanon Valley College. Also, faculty that eat on campus. Most students and faculty have busy schedules; therefore, the website should help them find food quickly.

Persona:
Name- Brad Wilkins
Occupation- Full-Time Student
Gender- Male
Age- 19
Major- Exercise Science
Interests- Football, Working Out
Restrictions- Vegan
Favorite Color- Blue

Bio-

Brad Wilkins is a full-time student at Lebanon Valley College. His heart belongs to football, so he's constantly busy working out and practicing. To help him plan out his meals, Brad would love to have a website that allows for him to see the menu for upcoming days. Plus, since he's vegan, Brad needs to know what the school is offering that falls within his dietary restrictions.

Goals-
- To manage his busy schedule
- Efficiently find food options that he can eat so he does not waste time
- Order food from the C-Store before practice
- Determine what he wants to eat before going to Metz

Frustrations-
- The current website does not show menu all the time
- The website makes it challenging to find the current menu of the day
- He rushes to practice because he cannot find vegan food fast enough
- He cannot order food

Quote-

"It would be fantastic if this website could assist me in finding food options specifically for vegans because it is currently very difficult."

Method: Discount Usability Testing

We will ask users to think out loud and complete tasks. We will record them using the morae recorder. Also, we will time them and discover how long it takes for them to complete tasks.

Test Goals:

Our goal is to determine the efficiency of the website and determine if user's goals are fulfilled.

Heuristic:
- Visibility:
  - The system needs to keep users informed about what is happening with feedback within an appropriate time.
- Discoverability:
  - The system should afford user ability to find elements of the site when they first encounter it.
- Consistency
  - The system needs to stay up to date with current meals in Mund and the labels they use on their food.

Task Scenarios:
- Go to Menu Website through MyLVC
  - Find what time lunch is on Sunday
- Find the menu for next meal
  - Find food that a vegan can eat for dinner
  - Find food for someone with a peanut allergy
- Find a meal plan for new students
  - Find how much a Platinum Plus meal plan costs
- Find Employment Opportunities
- Find the Dutchmen Den
  - Find the phone number for Dutchmen Den (C-Store)

Tentative Schedule
Tuesday, the 23rd from 9:00pm to 12:00am.
9:05 – 9:10: Participant 1
9:10 – 9:15: Participant 2
9:20 – 9:25: Participant 3
9:30 – 9:35: Participant 4
9:35 – 9:40: Participant 5
9:40 – 9:45: Participant 6
9:45 – 9:50: Participant 7

Location and Equipment
- Usability Lab
- Subject will sit at a desk with a laptop
- Morae Recorder
- Morae Observer

Summary:

Our Group tested the Metz website for Lebanon Valley College. The test was held on April 25th at 9:00 pm in the Usability Laboratory. We tested seven participants using a laptop and morae recorder. Our testing team included Alyssa Matheus as the observer, Adrian Glasymre as the moderator, and Parker Gallagher and Missael Roquez as note takers.

Results:

Pre-test Questionnaire-

How often do you use Metz's website?

Weekly 14.3%
Monthly 14.3%
Never 42.9%
Rarely 28.6%
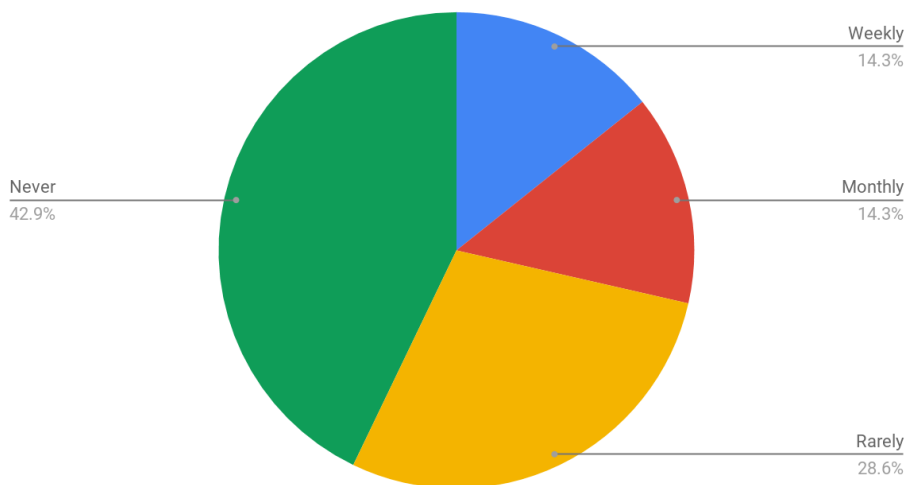
How often do you eat at metz:
- Average is 2-3 times a day

Do you think the website should show flex and meal balance?
- 5 yes
- 2 no

Who has food allergies from our testees:
- Blue cheese
- Peanuts
- Tree nuts
- Lactose
- Vegan/vegetarian
- Fruits/vegetables

Task Times and Averages-

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7			Average:
Task 1: Go to website	1:13	N/A	25 sec	28 sec	29 sec	32 sec	17 sec			34 sec
Task 2: Find Sunday	N/A	30 sec	24 sec	8 sec	56 sec	1:34	1:25			49.5 sec
Task 3: Find Next meal	29 sec	12 sec	26 sec	37 sec	25 sec	16 sec	21 sec			23.7 sec
Task 4: Find Vegan	2:01	2 min	28 sec	42 sec	41 sec	52 sec	31 sec			1:02
Task 5: Find Peanut	55 sec	1:03	47 sec	11 sec	1:06	53 sec	1 min			50.7 sec
Task 6: Find Meal Plan	47 sec	22 sec	45 sec	1:08	37 sec	33 sec	31 sec			40.4 sec
Task 7: Employment	15 sec	32 sec	30 sec	22 sec	19 sec	20 sec	15 sec			21.9 sec
Task 8: Dutch-Den	49 sec	33 sec	21 sec	28 sec	17 sec	34 sec	11 sec			27.6 sec

Observation Notes-

Participant 1

Category	Findings	Comment
Navigation	Relatively quick finding food and meal plan. Complete ease finding employment. Struggled finding Dutchmen Den.	
Visibility	Struggled to find menu and thought it was at the bottom.	"Menu is too small."
Discoverability	Had trouble finding LVC site and Metz. Did not find Sunday meal time.	

Category		
Other		

Participant 2

Category	Findings	Comment
Navigation	Ease getting to Metz site. Quickly found meal plans, dutchmen den, and employment	
Visibility	Hard time finding vegan food. Took long time to connect symbols to food.	
Discoverability	Could not find peanut-free food.	
Other	Confusion	"Yuhas Commons? I do not know why they call it that. It is known as the C-Store."

Participant 3

Category	Findings	Comment
Navigation	Found Metz site very quickly. Navigated menu symbols quickly. Left Metz site to find meal plans. Found employment and	

	Dutchmen Den quickly.	
Visibility	Could not find recent menu but quickly moved to previous menu.	
Discoverability		
Other	Claimed to see peanut free symbol when none is present on menu.	

Participant 4

Category	Findings	Comment
Navigation	Found Metz site quickly. Confused on where to find meal plan options. Confusion where to find employment. Found Dutchmen Den quickly.	
Visibility	Could not find Sunday meal times.	
Discoverability	Discovered purple symbol=vegan Very quick in finding peanut-free food.	
Other		

Participant 5

Category	Findings	Comment
Navigation	Found Metz site quickly. Found Dutchmen Den, Meal Plans, and Employment with ease.	
Visibility	Took long time to find Sunday menu.	
Discoverability	Found vegan food fast. Could not find peanut-free food.	
Other		

Participant 6

Category	Findings	Comment
Navigation	Opened menu and then exited to find Sunday meal. Found menu for previous week quickly. Found meal plan, employment, and Dutchmen Den with ease.	On Employment Page-"Do we have to submit this form?"
Visibility	Hard time reading what was vegan friendly.	
Discoverability	Did not understand how to find peanut friendly food.	
Other		

Participant 7

Category	Findings	Comment
Navigation	Found site through MyLVC.	
Visibility	Couldn't read menu.	"Menu is so small, how do I zoom in?"
Discoverability	Could not find food safe for peanut allergies.	
Other		

Errors-

Tasks	Number of Errors	Frequency Rate	Severity
Task 1: Go to Website	0	0%	4
Task 2: Find Sunday Lunch time	9	100%	1
Task 3: Find Next Meal	0	0%	4
Task 4: Find Vegan Meal	4	57%	2
Task 5: Find Peanut-Free Meal	3	43%	2
Task 6: Find meal plan	3	43%	2
Task 7: Find Employment Opportunities	1	14%	3
Task 8: Dutchmen Den	0	0%	4

Severity of Errors Scale
1 - High impact problems that occur frequently; major usability issue.
2 - Moderate to high impact problems that a occur at a moderate to high frequency.
3 - Low to moderate impact problems that occur at a low to moderate frequency; minor usability issue.
4 - No errors

The impact of errors is the level of difficulty it took for users to overcome this error. The frequency shows how often the error occurred. One of the tasks that had the highest impact and highest frequency was finding the Sunday lunch time because some participants did not overcome this issue at all and almost every participant had trouble completing the task. Finding a vegan meal occurred at a high frequency with a moderate impact, as it took users some time to eventually realize how the menu communicated vegan-friendly meals. Finding peanut-free meals and a meal plan errors also occurred at a moderate frequency with a moderate impact, as after a few tries, participants could overcome the issue. Finding employment opportunities was scored as a 3, due to its low amount of participants encountering the error and overcoming it quickly. Going to the website, finding the next meal, and finding the Dutchmen Den had no errors.

Analysis:

From the pre-test, we were able to understand the results of our participants more efficiently. We learned that many of them have never used the website before and often eat at Metz. Also, many of the participants had various food allergies and believe that they can find their flex and meal balance on the website. This belief is an issue because the website does not include any information about student's balances, so students would waste time looking.

We timed our participants for each task, and determined that on average, it took them the longest to find the meal times on Sunday, options for vegans, and options for those with peanut allergies. Many of the participants took 1 or 2 minutes to complete these task scenarios. This result means that the Metz website currently makes this important information difficult to find with small icons and poor placement. Many participants also gave up when trying to find peanut friendly food because the website currently does not provide an icon distinguishing that food from the rest. In the dining hall, there is a peanut-free icon that one of our participants with an allergy uses daily. However, this participant mistook an asterisk at the bottom that signifies raw food for the peanut friendly symbol. This means that the website's symbols do not clearly signify to users with severe allergies what food is safe for them to eat, and often affords user error.

Not only did participants give up when trying to find peanut-friendly food, but a participant also gave up when trying to find times for lunch on Sunday and many participants expressed confusion. Almost every participant made the error of looking at the menu for the times instead

of the homepage. From this data, we have concluded that the placement of the meal times underneath the menus on the homepage is difficult to see and is often missed.

When on the menu, many participants expressed frustration at the size of the menu and spent some of the task time trying to make it bigger. Some did not know how to enlarge the screen and we have concluded that this is a minor issue; however, it wastes time and makes it less efficient for users to see what they can eat.

A category that we tested was navigation, and participants were mostly quick to navigate the website. All but one user found the website in under 1 minute, and when on the website, many participants easily navigated where employment opportunities are found and where the Dutchman Den is found. Another category we tested was discoverability, and from our results of how quickly or not quickly participants completed tasks, we have concluded that the discoverability should be improved. It was difficult for users to find elements such as symbols and times when interacting with the website for the first time. Also, many users did not see "Meal Plans" in the navigation and often left the website to try to find them, in which the moderator had to intervene and provide assistance to the participant.

Lastly, we have determined that the consistency of the website is poor because the menus are not up to date and this issue could cause users to believe that Metz is serving a certain food when it is not. Users with busy schedules want to know what they are eating ahead of time so that they can be efficient with their time, but when they are thrown in a different direction from an incorrect and outdated menu, they are forced to waste time. This incorrect feedback also led us to conclude that the visibility of the website needs to be improved because it does not keep users informed on what is happening at the appropriate times.

Recommendations:

From our usability testing and analysis of our results, we found that the Metz website needs to integrate more Norman principles. For instance, the Metz website should include more signifiers to designate food restricted items, such as vegan-friendly meals. 43% of our participants had trouble finding peanut-free meals due to the site's lack of consistency with its icons at the bottom of the menu. Even our participant with a peanut allergy confused the icons, thus affording user error. An increase of signifiers could also be useful on the home page, as 100% of our participants could not easily find meal times for Sunday. The signifiers could be clearer and the visual hierarchy of Metz should be altered by moving the meal hours up for visibility and placing the menu below the meal category. The mappings of this site could also be improved in the menu itself, as many participants complained about the small size of the menu.

This caused the icons and meals to be extremely tiny, making it difficult for the participants to complete some tasks. We recommend that the menu be reconfigured to be a slideshow, allowing users to see the meals for each day rather than the entire week. We also found that 71% of our participants expected the site to show their flex balance and meal plan. Because of this, the Metz site should increase their affordances by including student's flex balance and meal plan. Ultimately, the Metz website could increase its usability by integrating more Norman concepts, such as signifiers, affordances, and better mappings.