SCREENING QUESTIONS

Rationale:

In the project guide, questions have been raised about the usability and it's correlation to **age**.

Screen out:

Under 18 – may not have enough computer experience or meet the necessary age requirement for Papa Johns. Ordering with a credit card would be difficult. Papa John's Terms & Conditions state: *"The Platform sells products to adults, who can purchase with a credit card. If you are under 13, you may browse the Platform but you may not register an account, purchase goods or participate in any offers or promotions."*

Rationale:

This question is to gauge **expertise**.

Earlier iterations included: What is your expertise level in regard to computer usage? This question, however, relies on self-classification and may not be reliable. How many hours per day do you use a computer was also considered, however the answer is also difficult to gauge because "computer" means a variety of things today: mobile phones, tables, smartwatches, even refrigerator doors. The specific wording of the question, particular "for over an hour," will help to screen out people who only check their email and do not return their devices.

Screen out:

Never, **Less than once a week,** or **2 or 3 times a week**

1

What is your age group?

Choices:
Under 18
19-24
25-30
30-39
40-54
55+

2

How often do you use a computer for over an hour per day?

Choices:
Never
Less than once a week
2 or 3 times a week
4 or 5 times a week
Everyday

Rationale:

The study is focused on the **web version** of the Papa John's website only. Participants with multiple device choices, especially PC and Mac choices selected are preferred.
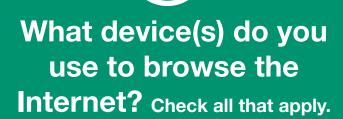
Screen out:
Mobile only

Rationale:

This question is to gauge **relevant experience** with online ordering.

Participant who have ordered food online may have more experience with the online ordering process.

Screen out:
Users who **do not order** food online

3

What device(s) do you use to browse the Internet? Check all that apply.

Choices:
PC Computer/laptop
Macintosh Computer/laptop
Tablet Device
(iPad, Kindle Fire, Samsung Galaxy Tab, etc)
Mobile Device
(Android phone, iPhone, Windows phone, etc)

4

Do you order food for takeout or delivery online?

Choices:
Yes
No

Rationale:

This question is to gauge **relevant experience** with online ordering.

Participants who have used these methods may be far more comfortable with the online ordering system. The familiarity may indicate advanced user skills.

Rationale:

This question is to gauge **consumer motivation**.

Participants who rarely order pizza will be screened out. While their insights may be valuable, they may not go through the whole process to order a pizza. They may find the task arduous and with little reward for their efforts. Creating an account with Papa John's may not be a goal for these users.

Screen out:
Never or **Once a month**

5

Have you utilized popular food ordering systems? Check all that apply.

Choices:
Grub Hub
Eat24
UberEats
DoorDash
ChowNow
Other (specify)

6

How often do you order pizza?

Choices:
Never
Once a month
Twice a month
3-5 times a month
Over 6 times a month

Rationale:

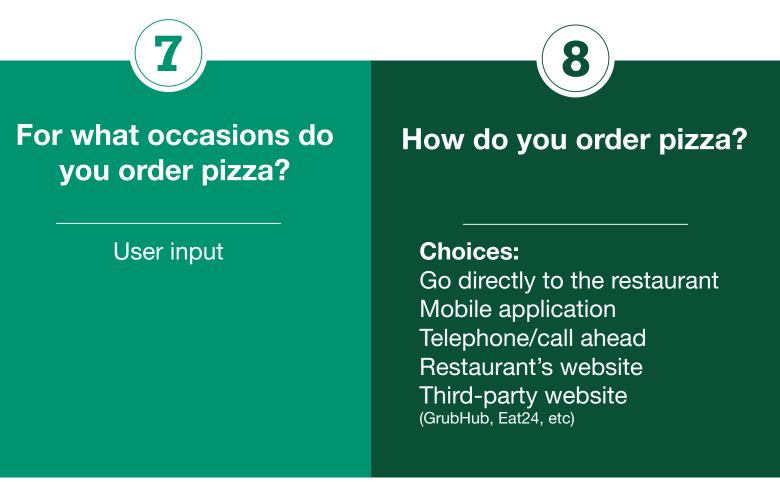This question is to gather **information** about **user behavior** and **motivation.**

Although participants who do not order pizza should be screened out prior to this question, this will ensure unqualified participants do not move forward in the testing.

Participants who order regularly may provide information about repetitive ordering habits while participants who order large orders for meetings, schools, or other large events may provide data about more complex orders.

Rationale:

This question is to gather **information** about **user behavior** and **motivation.**

Participants who utilize websites will be given preference. Those who telephone orders may be persuaded to utilize the restaurant's online ordering system.

7

For what occasions do you order pizza?

───────────────

User input

8

How do you order pizza?

───────────────

Choices:
Go directly to the restaurant
Mobile application
Telephone/call ahead
Restaurant's website
Third-party website
(GrubHub, Eat24, etc)

Rationale:
This question is to assess the costumer's need for **custom orders**.

Papa John's offers gluten free options, along with the ability to customize sauce type, amount of cheese, and other options which may be relevant to these participants. Their needs may represent a group of users who have unfulfilled needs when ordering food. Allergies and restrictions can cause a significant amount of stress, and having an online system which addresses these issues can be very helpful. The user may be confident their order was **recorded properly.**
Note: Adding "If so, explain" to the question was considered, however there is concern about privacy issues.

Rationale:
This question is to assess the customer's need for **custom orders**.

Preference will be given to some participants who will utilize the Create Your Own feature, specifically ones who create combo pizzas with toppings only on one side. These participants will be able to provide data to stakeholders about the ease-of-use concerning this feature.

9

Do you have any dietary restrictions which require special attention?

Choices:
Yes
No

10

How often do you order complex or customized pizzas?

Choices:
Never
Rarely
Frequently
All the time

TASKS & SCENARIOS

1 A Papa John's franchise just opened down the street from where you live. They provide delivery to your neighborhood. Starting at the **Google search page**, **find Papa John's** and **begin a pizza order** for delivery.

Task Rational:
This addresses the stakeholder's concern regarding **clarity** of the Papa John's home page. It will take the participant from the Google Search results and they will be confronted with the Papa John's homepage. Their choices from this stage will provide information about the organization and **navigability of the page**.

2 Imagine you are on vacation. Sounds great, right? Except it's raining. No one wants to venture out in the rain, so you utilize the resources given to you by the hotel and find out Papa John's will deliver to your room. You do not have a Papa John's back home, so everyone is excited to try something new. **Complete a pizza order as a guest.**

Task Rational:
The user will not create a customer account, as they do not have a local franchise at home. This task will provide information about the process for **non-account users**.

3 You have a group of friends over to catch your local NFL team take on the rival city. Everyone is famished, and **they don't just want pizza**. In fact, **wings** sound better than pizza. Wings with ranch dipping sauce. How would you go about ordering a **32-piece portion of Garlic Parm wings** with **Ranch sauce**?

Task Rational:
Papa John's offers more than just pizza. This task will provide information about **non-pizza based orders**. Specifically, if users are able to find the wings under the navigational menu listing of "Sides."

4 You daughter is having her first sleep over, and what kind of sleepover would it be without pizza? Her best friend, however, suffers from **celiac disease**. Order a pizza she would be able to enjoy with her friends.

Task Rational:
Papa John's offers **gluten free options**, and includes an **allergens guide** in the footer of their page. This task will provide information on finding these options.

5

You and a coworker have decided to split lunch – literally. **Order a pizza with meat toppings on one side and veggies on the other.**

Task Rational:
Stakeholders have requested data on the ease of **ordering combo pizzas**.

6

You want pizza, and you want it your way. Your way: **custom baked, custom cuts, and custom sauce. Order a pizza with all three options**.

Task Rational:
Papa John's offers some unique options to their customers, such has cutting the pizza into squares, no sauce, and "well-done" baking. This task will allow the user to **create a "non-traditional" pizza.**

7

Papa John's offers specially crafted pizzas with unique parings and tasty combinations. You've heard a lot about their **gourmet offerings**, especially the one with **spinach Alfredo sauce**. You really want to try this out for dinner tonight. **Complete and order with this premade pizza.**

Task Rational:
The main page of the Papa John's menu has a lot of great offerings, but it's very long and the none of the pizzas really stand out. This task will show if users are able to **navigate the lengthy menu offerings**.

8

Pizza and the MLB? Homerun! Your team is playing tonight. Investigate the Papa John's website to **locate MLB deals** to help you hit it out of the park.

Task Rational:

This task will gauge the user's ability to locate **promotional deals** offered during the **MLB** season.

9

No dinner is complete without dessert. **Add a dessert** to an order of pizza.

Task Rational:

This task will investigate the user's ability to **add a dessert** to their order. There are several methods for this task and the user's choice will determine which method is most successful.

10

Papa John's is known for its signature garlic butter sauce and the pepperoncini on the side. You want more! **Add two extra garlic sauce cups** and an e**xtra pepperoncini** to your order.

Task Rational:

There are several **extras users can add** to their order. This task will gauge the user's ability to locate both sauce and pepper additions to their order.