Learning About Users Report

Jessica Fisher

July 6, 2024

Table Of Contents

Executive Summary

This report is intended for the website designers of LSA Burger and outlines the survey and reaction card activity findings about how users interact with restaurant websites and ordering food online.

Two methodologies were performed to gather this information: a survey and a reaction card activity.

The findings indicate users have an overall positive feeling toward restaurant websites, yet almost half have not even visited their favorite restaurant's website. Furthermore, users that order food online prefer to use third-party ordering apps (i.e., Doordash and Ubereats) and a restaurant's app over an internet browser.

Specific suggestions for increasing accessibility and usability of LSA Burger's website can be found in the supplemental report titled "Learning About Products Report" by Jessica Fisher.

Introduction

This report is intended for the website designers of LSA Burger and outlines the survey and reaction card activity findings about how users interact with restaurant websites and ordering food online.

The goal of performing the methodologies outlined below is to highlight the findings related to users' experiences and reactions when interacting with restaurant websites and ordering food online.

The findings indicate users have an overall positive feeling toward restaurant websites, yet almost half have not even visited their favorite restaurant's website. Furthermore, users that order food online prefer to use third-party ordering apps (i.e., Doordash and Ubereats) and a restaurant's app over an internet browser.

Methodologies

I used a survey and a reaction card activity as my two methodologies to gain insight into users' experiences and reactions toward interacting with restaurant websites and food ordering apps.

I sent a Qualtrics survey to 21 potential users meeting the recruitment guidelines outlined below.

- Between the ages of 25 and 75
- Has experience ordering food online
- Enjoys eating burgers

The survey consisted of 27 questions that included display logic and piped text for personalization, multiple choice answers to provide tailored choices, and free-text fields to receive further, helpful input.

After finishing the survey, I asked the same 21 users surveyed to complete an unmoderated reaction card activity. I gave each user the same three scenarios and asked them to choose three to five words from the list (Appendix A: Reaction Words) that most closely associates with that scenario. The three scenarios given are outlined below.

1. Food ordering apps
2. Restaurant websites
3. Ordering food online

Out of the 21 users used for the survey and for the reaction card activity, 40% ranged from the ages of 36 to 45 years old and 90% were married.

Findings

The findings from the survey and the reaction card activity provided great insight into what users want when interacting with restaurant websites and ordering food online. Findings should be considered when evaluating LSA Burger's website.

Positive Result

When performing a reaction card activity with users of restaurant websites, the most common words used were helpful, accessible, familiar, and effective. Your website keeps on brand with the restaurant, so this cohesion is memorable.

Quick Fixes

Your design of LSA Burger's website creates an evocative reaction, and the theme is clear and unique. On a practical side though, 100% of users want to see a menu on a restaurant's website and LSA Burger's website does not currently offer a menu.

On the other hand, 45% of users say they have not even visited their favorite restaurant's website before, but 40% said if the restaurant offered coupons/specials, they would be more persuaded to dine there.

The correlation between providing incentives to visit a restaurant's website, providing a menu on the website, and generating more business because of these changes seems likely and evident.

Long-Term Goals

People want easy accessibility, which usually is executed via cell phones. Of the 21 users surveyed, 100% order food online from their cell phones.

Incorporating an online ordering system from LSA Burger's restaurant directly and creating accessibility via a third-party ordering app (i.e., Doordash and Ubereats) is essential. When surveyed which method is used to place an online order, 47% said a third-party ordering app, 32% said a restaurant's app, and 21% said an internet browser.

Because LSA Burger is a staple to downtown Denton, visitors and non-Dentonites may not know its popularity and charm. Creating exposure on third-party ordering apps may generate exposure, especially since 78% of users surveyed said their favorite feature of a third-party ordering app was browsing multiple restaurants.

Conclusion

This report was intended for the website designers of LSA Burger and outlined the survey and reaction card activity findings about how users interact with restaurant websites and ordering food online.

The goal of performing the methodologies outlined above was to highlight the findings related to users' experiences and thoughts surrounding restaurant websites and ordering food online.

The findings indicated users have an overall positive feeling toward restaurant websites, yet almost half had not even visited their favorite restaurant's website. Furthermore, users that ordered food online preferred to use third-party ordering apps (i.e., Doordash and Ubereats) and a restaurant's app over an internet browser.

Specific suggestions for increasing accessibility and usability of LSA Burger's website can be found in the supplemental report titled "Learning About Products Report" by Jessica Fisher.
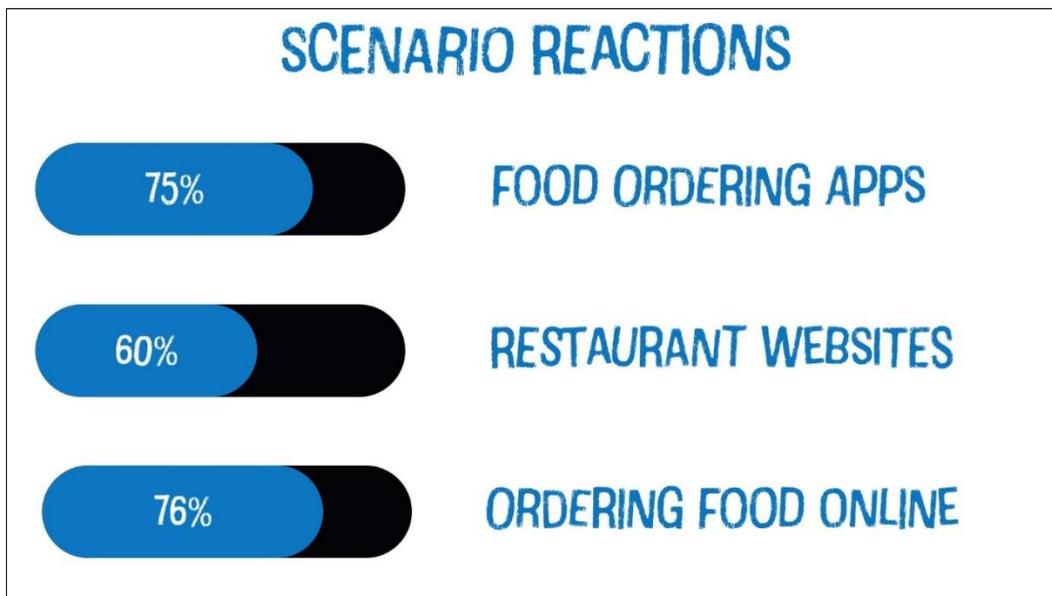
Appendices

Appendix A: Reaction Words

- Accessible
- Annoying
- Boring
- Clean
- Clear
- Complex
- Confusing
- Connected
- Consistent
- Convenient
- Dated
- Difficult
- Disconnected
- Disruptive
- Distracting
- Easy to use
- Effective
- Efficient
- Effortless
- Engaging
- Essential
- Expected
- Familiar
- Fast
- Flexible
- Friendly
- Frustrating
- Fun
- Hard to use
- Helpful
- High quality
- Impersonal
- Inconsistent
- Ineffective
- Intimidating
- Ordinary
- Organized
- Overwhelming
- Personal
- Powerful
- Professional
- Relevant
- Reliable
- Responsive
- Slow
- Stressful
- Time consuming
- Time saving
- Undesirable
- Usable

Appendix B: Survey Questions

1. How often do you dine out at a restaurant?
2. When dining out at a restaurant or ordering food online, how often do you order a burger to eat?
3. Which meal of the day do you typically dine in at a restaurant?
4. What is your favorite restaurant to dine in at?
5. Why is (piped text from question 4) your favorite restaurant to dine in at?
6. Rate your satisfaction level with your favorite dine in restaurant's website.
7. Do you visit a restaurant's website before dining there?
8. What information are you searching for when visiting a restaurant's website?
9. What feature of a restaurant's website do you find most helpful?
10. What feature of a restaurant's website do you find least helpful?
11. What is the likelihood of dining at a restaurant if their website is not helpful?
12. What features of a dine in restaurant make you return?
13. What features of a dine in restaurant prevent you from returning?
14. Do coupons or specials from a restaurant persuade you to eat there?
15. How often do you order food online?
16. Which device do you typically order food online?
17. Which method do you use to place an online order?
18. What features of a third-party ordering app do you prefer over a restaurant's app?
19. Which meal of the day do you typically order food online?
20. What is your favorite restaurant to order food online from?
21. Why is (piped text from question 20) your favorite restaurant to order food online from?
22. Rate your satisfaction with ordering food online from your favorite restaurant's app.
23. What is your age?
24. What city do you live in?
25. What is your employment status?
26. What is your marital status?
27. Is there anything else you wish to add before concluding this survey?

Appendix C: Collected Data

Helpful Website Features

Legend:
- Menu
- Navigation Bar
- Contact Information
- Other

Values shown: 75, 25, 5, 5

SCENARIO REACTIONS

- 75% FOOD ORDERING APPS
- 60% RESTAURANT WEBSITES
- 76% ORDERING FOOD ONLINE
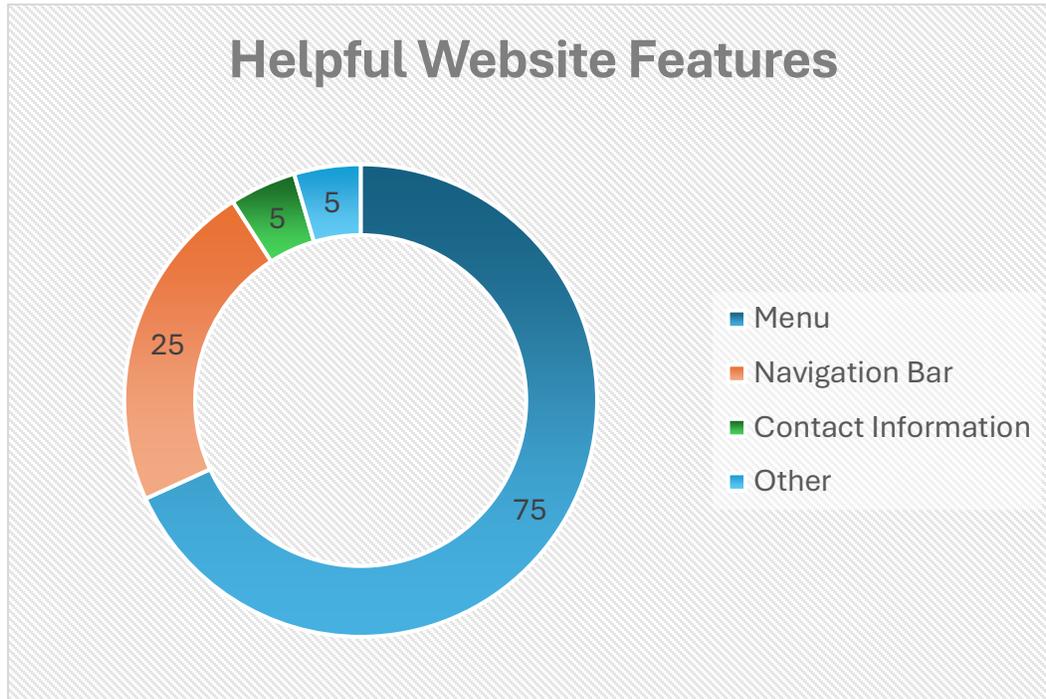
Appendix D: Persona

TOM MENDEZ
Desktop Publisher

Quote

I'm ready to try a new burger place.

Demographics

40

Married

Lives in Bartonville, TX.

Goals

Because Tom and his wife dine out a few times a week, their goal is to try a new burger restaurant; however, he likes to look up the menu before driving somewhere to dine in.

Frustrations

Tom's frustrations stem from a lack of menu, hours of operation, and/or location listed on a restaurant's website. This is especially important since it is a new restaurant to him.

Although he can become frustrated with the lack of information on a restaurant's website, it does not persuade or dissuade him from dining at that establishment.

Tom's ability to sense the restaurant's theme through their website is a helpful factor, too.

Appendix E: Journey Map

Stages	Exposure	Experiment	Purchase	Reflection
Goals	Discover more information about this new restaurant.	Order food online.	Purchase food online and have delivered.	Contemplates ordering food online from this new restaurant.
Info	Tom's wife enticed him to try a new burger restaurant.	Tom is willing to try a new restaurant but wants to stay home.	Tom finally discovered how to order food online from the restaurant.	The food was great, but Tom is unsure if the hassle was worth it.
Emotions	Curious	Confused / Frustrated	Satisfied	Put Off
Pain Points	No pain points at this stage.	Online ordering is not available on Doordash nor on restaurant website.	He had to input his information; Doordash already has his information saved.	The trouble of discovering how to order food online was off putting.