User Research Debrief

Bassett Street Brunch Club

I. Research methods background

1. In-person interview & Usability testing

Participants: 4 total, 1 male, 4 females

Age: 18 - 58

From where: 1 Madison local, 3 from other states

Visited the business: 1 have been to the business, 1 plan to go, 2 haven't

Task:

1. To brow homepage and identify function of the website.

2. To find special diet information from the website.

3. To find information about online order and finish order.

2. Mixed card sorting, online

Participants: 10 total

Age: 25 - 50

Experience: 8 out of 10 have visited similar website in last 2 years.

Task: To sort cards of website content into given categories. Customized categories were allowed.

3. Online review forum analysis

Analyzed review platform: Yelp, TripAdvisor customer reviews and profiles

Analysis target: customer profile (location, type of visit, career), keywords of business (for impression of brand)

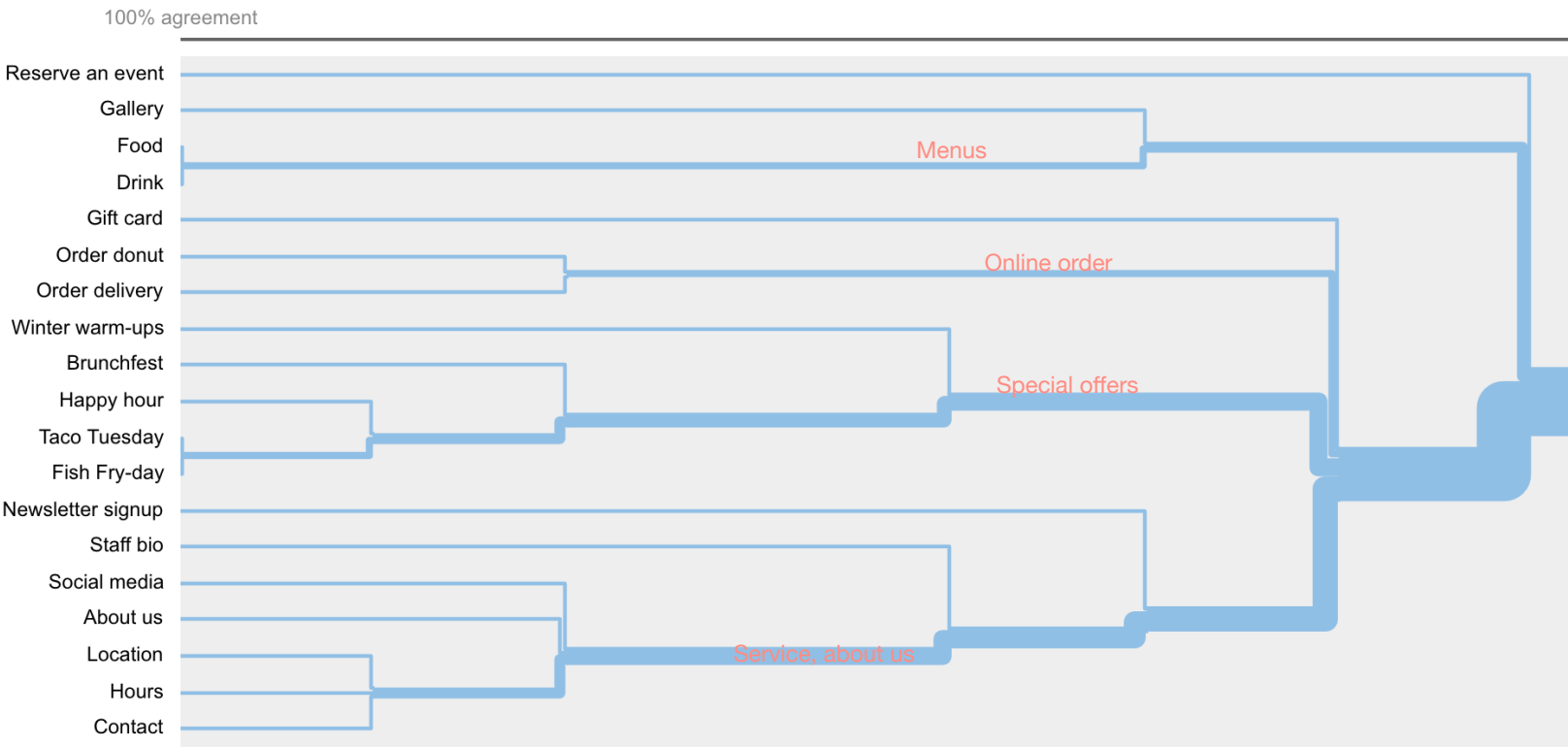## II. Pattern

1. In-person interview & Usability testing

• Users visited the website of restaurant mainly for location, menu, hours, and contact information.

• Typical impression of brunch/breakfast spot is warm, welcoming, comfortable and good food.

• The one who've been to the business has the impression of modern, cool, interesting design, good food.

2. Mixed card sorting, online

Common groups from users (more details next page):

• Service

• Menu

• Special offers

• About us / Contact us

• Order online

• Gallery

• Event planning

Card sorting results

100% agreement

Reserve an event
Gallery
Food
Drink
Gift card
Order donut
Order delivery
Winter warm-ups
Brunchfest
Happy hour
Taco Tuesday
Fish Fry-day
Newsletter signup
Staff bio
Social media
About us
Location
Hours
Contact

Menus
Online order
Special offers
Service, about us

Similar IAs: 8/9

6 groups submitted by participant #6

Special offers
Similar group labels
- Brunchfest
- Winter warm-ups
- Happy hour
- Taco Tuesday
- Fish Fry-day

Event planning
Similar group labels
- Reserve an event

Service
Similar group labels
About us
About
Contact Infor
- Contact
- Location
- Hours
- Staff bio
- About us
- Social media

Order online
Similar group labels
- Order donut
- Order delivery

Service
Similar group labels
- Gift card
- Newsletter signup

Gallery
Similar group labels
Menus
- Food
- Drink
- Gallery

Similar IAs: 1/9

8 groups submitted by participant #8

Event planning
Similar group labels
- Reserve an event

Order online
Similar group labels
- Order donut
- Order delivery

unsorted
Similar group labels
- Winter warm-ups

Menus
Similar group labels
- Food
- Drink
- Brunchfest
- Taco Tuesday
- Fish Fry-day

Service
Similar group labels
- Staff bio

Special offers
Similar group labels
- Gift card
- Happy hour

About Us
Similar group labels
- About us
- Gallery
- Social media
- Newsletter signup

Contact Us
Similar group labels
- Contact
- Location
- Hours

Similar IAs: 5/9

8 groups submitted by participant #1

Special offers
Similar group labels
- Brunchfest
- Winter warm-ups
- Happy hour
- Taco Tuesday
- Fish Fry-day

Menus
Similar group labels
- Food
- Drink

Order online
Similar group labels
- Gift card
- Order donut
- Order delivery

Contact
Similar group labels
- Contact
- Social media

About
Similar group labels
- Staff bio
- About us

Hours and location
Similar group labels
- Location
- Hours

Newsletter
Similar group labels
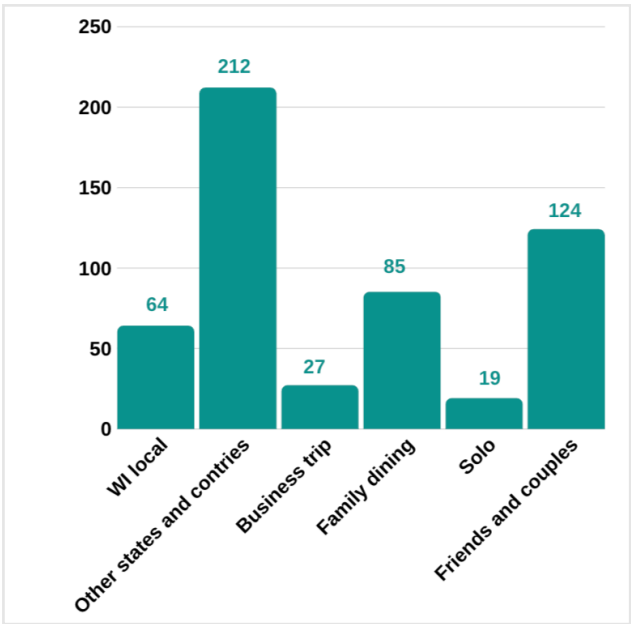- Reserve an event
- Newsletter signup
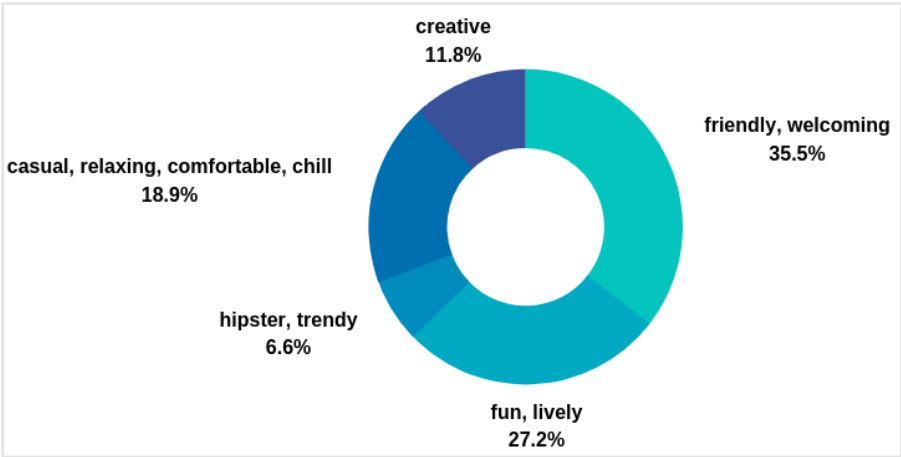
Photos
Similar group labels
- Gallery

3. Online review forum analysis

(Review customer profile [TripAdvisor])

(Atmosphere keywords search [Yelp])

Data are biased, since not all customers will use online review platforms, especially locals. But they reflect the information of the most possible visitor groups for the website, as they are the primary customer who use the internet more often regards of food and restaurant information.

Based on Customer review profiles from both TripAdvisor and Yelp, the customer types are **the mix of all ages and careers.**

Based on TripAdvisor reviews (279 in total):
 • most people are from other states or countries.
 • Popular types of customers are family, friends and couples.

Based on Yelp reviews (511 in total), the atmosphere-related keywords search has the following components:
 • friendly, welcoming (35.5%)
 • fun, lively (27.2%)
 • hipster, trendy (6.6%)
 • casual, relaxing, comfortable, chill (18.9%)

III. Pain points

Donut ordering function

1. Information overload

Text-heavy pages with overly complicated instructions for donut-ordering process:

Want donuts to go? Take advantage of Donut Drive-Up!

Picking up donuts is as easy as 1-2-3.
Orders must be placed by 8 pm the day before pick up please.

1. Click the "Order Online" button in the lower right corner of our website, then select Bassett Street Brunch Club >> Order for Later >> Choose a Date & Time >> Confirm & View Menu
2. Click on "Advance Donut Orders," then order your donuts by the half dozen or dozen!
3. Select "Donut Drive Up" or "I'll Pick My Donuts Up In Store"

If you're taking advantage of our easy Donut Drive-Up, simply drive up in the Hampton Inn roundabout and give us a call at
608-467-5051 ext. 2. We'll swing out and deliver the donuts right to your car!

Congrats! As you drive off in to the sunset, that warm, glowing feeling is you as you become a Donut Hero.

If you'd rather give us a ring to place your order, call us by 8 p.m. the day before pick up at 608-467-5051 ext. 2.

(Ordering instruction)

The list of donut flavors is extensive, but is overwhelming when lack of visual representations, aka photos / illustrations:

Try one of our EVERYDAY flavors
Glazed
Sprinkled
Chocolate Hazelnut
Maple Bacon

Every day we offer other fun flavors, too.
Here are some examples of what you might find in our rotating donut case:
Vanilla Glazed
Vanilla Glazed with Sprinkles
Chocolate Glazed
Chocolate Glazed with Sprinkles
Maple Bacon
Maple Pecan
Lemon Poppy Seed
Cinnamon Sugar
Blueberry Glazed
Blueberry Granola
Strawberry Glazed
Strawberry Granola
Chocolate Hazelnut
Oreo
Peanut Butter Chocolate
Chocolate Mint
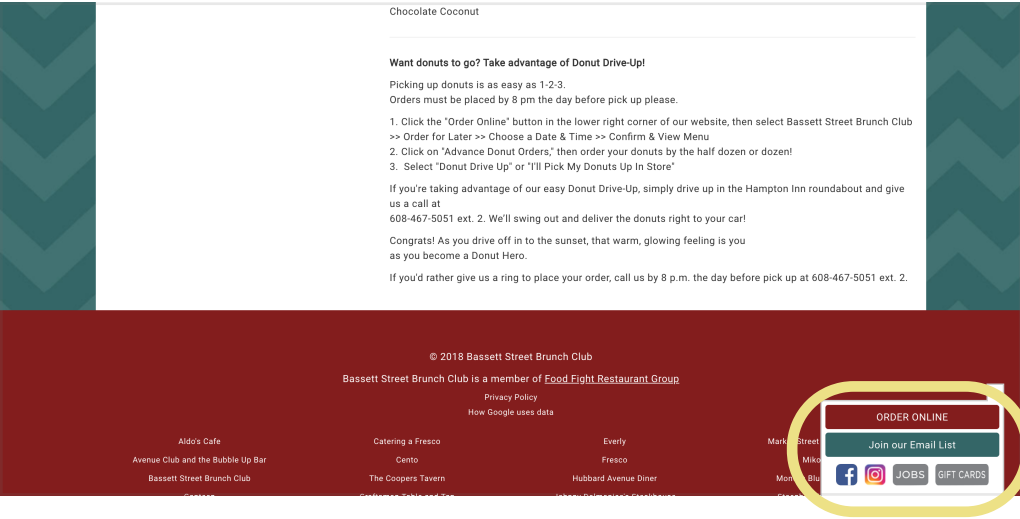Chocolate Coconut

(Donut flavors)

2. Hard to find Ordering CTA

Locate in the lower right corner of the page, as a floating window.
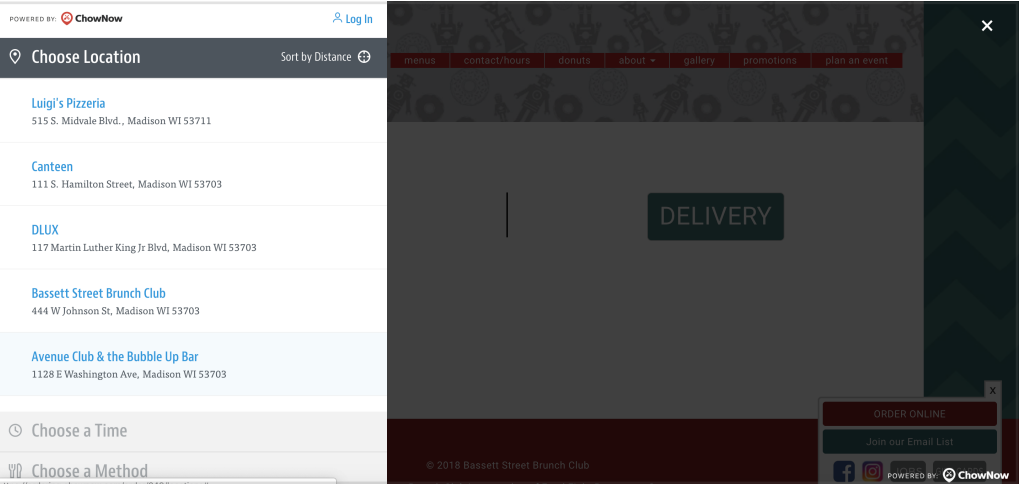
Lack of contrast with the background;

Too many CTAs in one box;

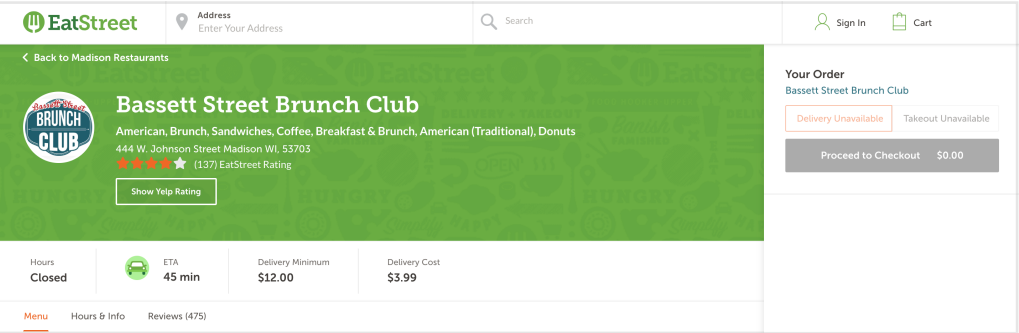Block users' view;

3. Inconsistent ordering method

The function of Carryout and Delivery are provided by 2 different food ordering service:

(Carryout window)

(Delivery window, opened in a separate page)
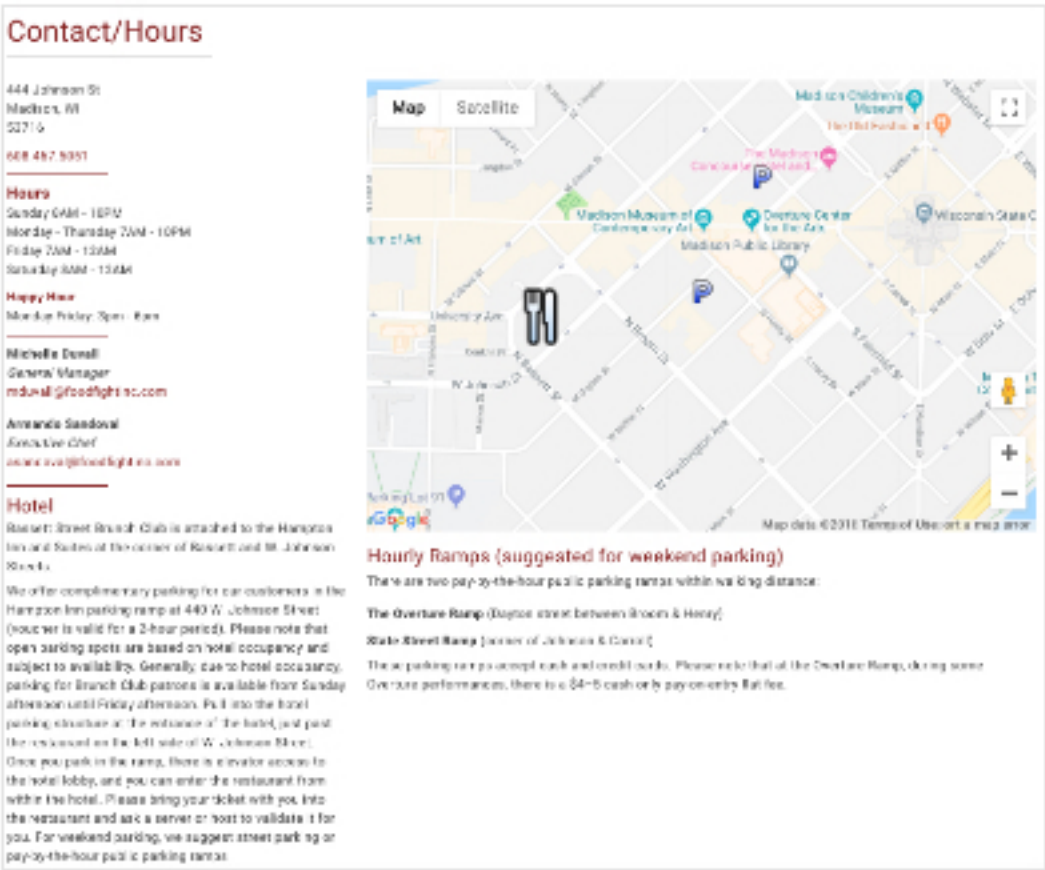
Information hierarchy

1. Ignored CTAs on homepage

Categories are lack of hierarchy, and CTAs are not clear to be seen:

2. Information overload on contact page

Address, map, hours, emails and hotel parking services are stacked together, making it hard to read and find specific information:

(Contact page with location & hours)

3. Unorganized menus

Menu items are not correctly categorized.

Coffee in "Food" section in stead of "Drink" section;

Vegetarian, vegan and gluten-free options are difficult to locate;

No allergy information;

Unclear asterisk（*）use:

(Menu items)

IV. Takeaway

• Key information of the business, including contact, location and hours need to be more obvious and easily available.

• Donut ordering CTA should be one of the primary CTA.

• Online order function should be consistent and easy to follow.

• Reorganize the text-heavy pages. Possibly reduce the amount of text.

• Add more visual elements for easy browsing.

• Recategorize contents based on common user patterns for easier navigation.

• Target users match the primary user profiles of popular review forum platforms.

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