

Layalina Usability Study

University of North Texas

TECM 5900

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Executive Summary

A multiphase study of Layalina's website was conducted to assess the overall usability of the site. A survey of 10 potential customers was conducted to gain insight into their views of your site. I conducted an interview with 2 additional customers to get more specific information about user opinions of Layalina's website.

Based on this combined information, I created two personas to serve as representations of your customers. With these personas, I created 4 journey maps to better understand the user experience. Following this, a digital card sort was distributed to 12 participants to better understand if user expectations matched the current construction of Layalina's menu. I conducted a heuristic evaluation from the perspective of one of the personas to gain insight into the general usability of your site. Finally, moderated and unmoderated think aloud protocols were conducted to understand how users of your website think through the completion of common tasks.

The results of the study indicate that users of your site like the menu offerings that you have and appreciate the clear pricing of items. Problems were discovered with cluttered backgrounds and difficult to read fonts. Participants in the study indicated that multiple spelling problems created an unprofessional view of the site. An issue with broken links was also noted, specifically a problem with the link for your daily special. While users liked the array of menu offerings, navigation through the menu was difficult because of so many choices. The lack of a drop-down navigation tool when using the menu was a frequently noted problem.

Administrators of your site would be encouraged to correct spelling mistakes, clear up cluttered backgrounds, simplify the fonts used throughout the site, fix broken links, and create a drop-down navigation tool for the restaurant's menu. Correcting these issues would greatly improve the user experience and should improve business overall.

Introduction

This report describes the results of a study of [Layalina's website](#). The results of the study indicate that while users were pleased with your menu offerings and clear display of prices, they experienced issues with legibility and numerous spelling errors on the site. Users reported problems with broken links and despite the positive opinion of the menu offerings, indicated that the lengthy scroll to view the menu was problematic. These problems could be corrected if the administrators of your site would correct spelling mistakes, replace hard to read fonts and cluttered backgrounds, fix broken links, and create a drop-down menu to ease navigation.

Methodology

I conducted a study of Layalina's website using several different methods of assessment. To start, I distributed a survey to 10 potential visitors to your site (Appendix A). The participants ranged in age from 20 – 74 years old. Eight of the participants identified as female and two identified as male. Nine of the participants identified as Caucasian while one user indicated Hispanic ethnicity. Participants were presented with a total of 18 questions about the website, their dining habits, and basic demographic information.

I conducted two interviews with typical users to gain additional information about your site (Appendix B). Participants in this portion of the study ranged in age from 24 – 29 years old. One of the participants identified as male and the other participant was female. The male identified his ethnicity as Caucasian and the female noted her ethnicity as Asian. The interviews consisted of 13 questions about using the website as well as dining habits and demographic data.

The next phase of the evaluation involved the creation of two personas (Appendix C). The personas represent the average visitor to your site based on the information from the interviews and surveys. Using the personas, I created 4 journey maps (Appendix D) to model the experience of these users. The journey maps represent the user's experience from first visiting your site through placing an order or planning a visit to the restaurant.

To assess the construction of the menu layout, I used a digital card sort with 12 participants. I created a series of cards that represented the menu offerings on your site (Appendix E). The participants then sorted these into categories that made sense to them. This helped me to better understand if the construction of your menu meets the expectations of users.

For the next part of the study, I performed an evaluation using Xerox heuristics (Appendix F). The heuristics allowed me to view your site with considerations to consistency, design, and user interactions. Each criterion was judged based on a simple yes/no or not applicable assessment and was done from the viewpoint of one of the personas.

Finally, to understand the actual thought process of a user to your site, I created a think aloud protocol (Appendix G). This protocol was distributed to five users and performed both as a moderated and unmoderated think aloud. The participants ranged in age from 22 – 56 years old with three of the participants identifying as male and two as female. Participants were given a series of three tasks to perform on the site and asked to describe their thoughts as they completed each one.

Findings

While there were positive aspects noted by the results of the card sort and supported by the heuristic evaluation as well as the think aloud, several issues were also discovered. These could hinder the experience of visitors to your site and ultimately impact potential customers as well.

The construction of your menu was widely considered a positive aspect of Layalina's website. All the participants in the think aloud were able to find menu items as part of the assigned tasks. Construction

of the menu also coincided with the results of the card sort meaning that visitors to the site find that the menu is organized in a way that makes sense and is therefore easy to use. For example, user expectation about how salads are organized matched the way that they are presented on the site. This is indicated in the similarity matrix shown in Figure 1.

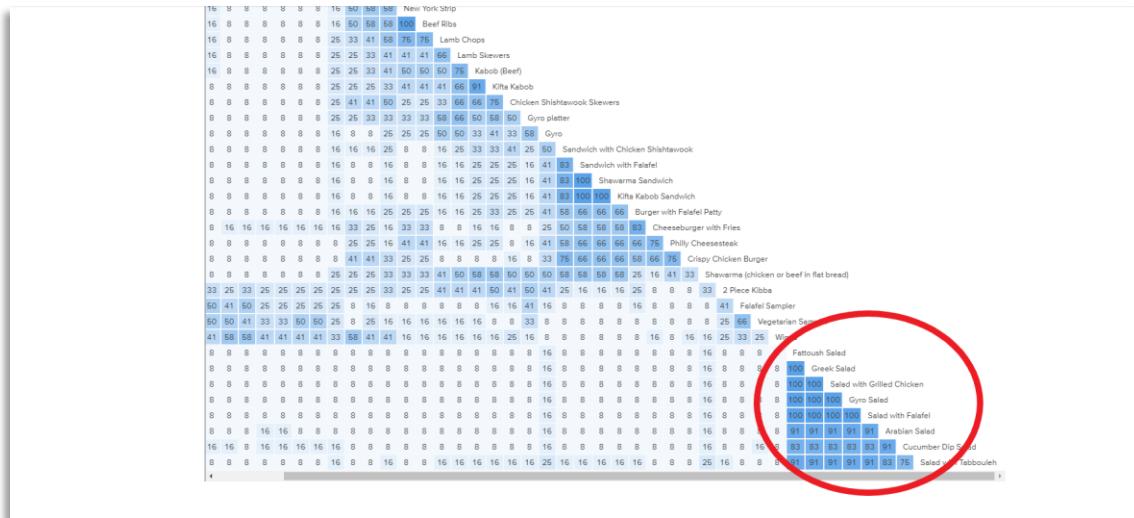


Figure 1 - Card sort results regarding menu items

Figure 2 shows how you have these dishes presented on your site. Comparing this image with the above similarity matrix indicates that this portion of the site meets user expectations and makes finding items much easier.

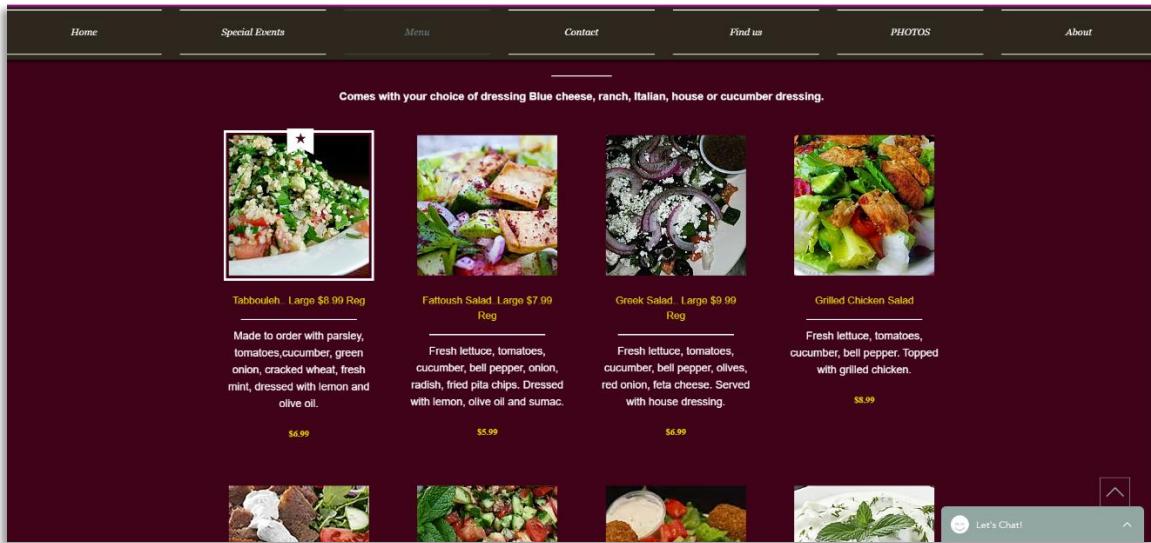


Figure 2 - Menu showing grouping of salads

As well as the general construction of the menu, visitors to the site indicated that they liked the fact that prices for the items were easy to find. Both interview participants and 60% of those in the think aloud commented on how simple it was to find pricing for each item on your menu. This is shown in Figure 3.

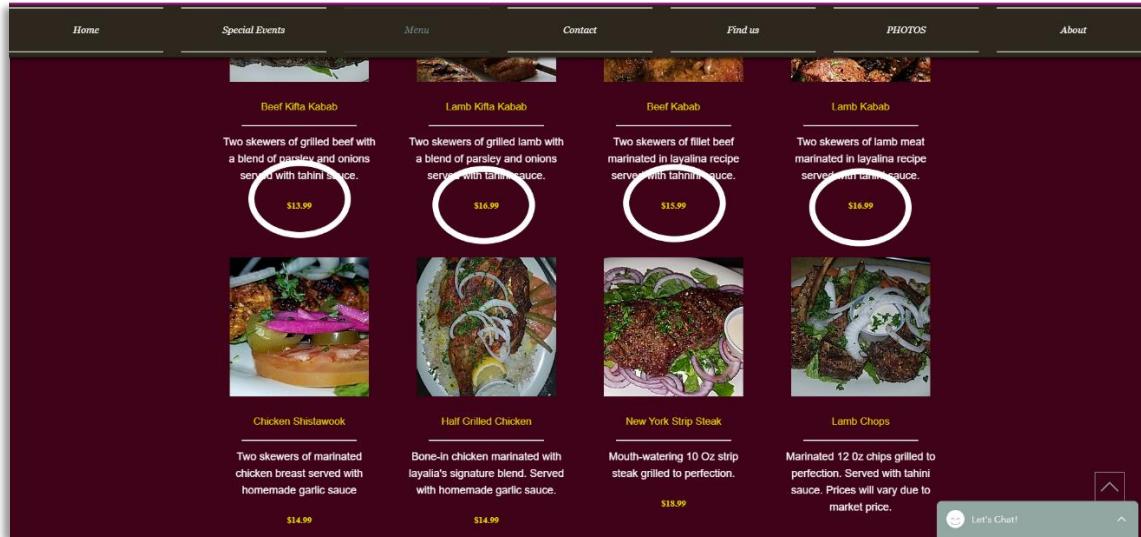


Figure 3 - Consistent pricing on menu items

While the menu organization may be considered a success, there were issues with mistakes in individual menu items as well as other wording on your site. All the participants in the think aloud protocol mentioned a misspelling in some part of the site. This was also noticed during all the journey maps. Figure 4 provides a link to one of the unmoderated think aloud participants noting an issue with the menu.

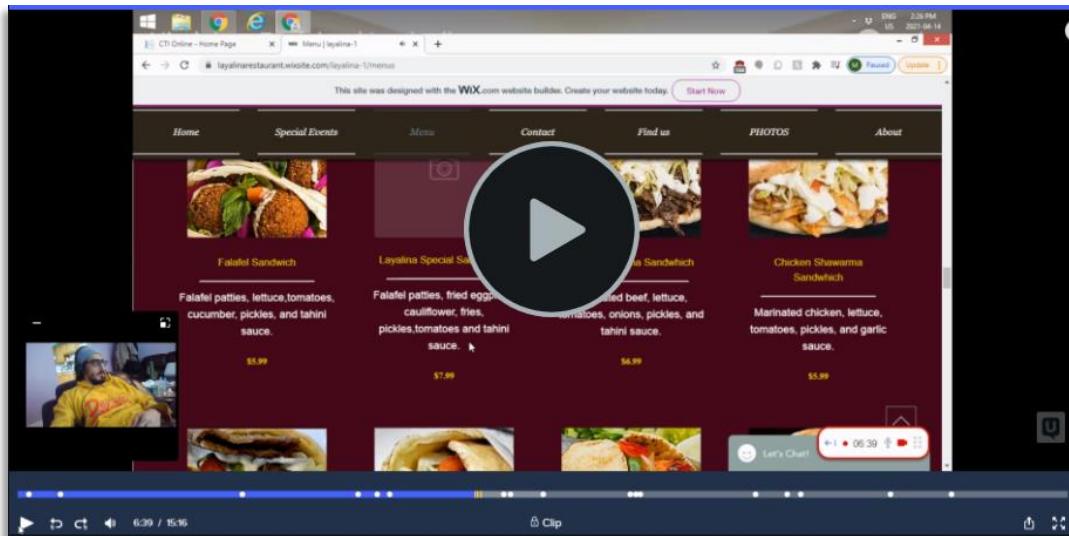


Figure 4 - Link to unmoderated think aloud video

Additional misspellings were found on the menu landing page. As is shown in figure 5, two prominent mistakes are visible.



Figure 5 - Misspelled words on menu page

A simple way to correct the spelling mistakes would be to copy the text and paste it into Microsoft Word or Google Docs. The spellcheck function in either of these programs should be able to catch the mistakes and allow you to correct the errors. This will greatly improve the professional appearance of the site.

Broken links caused a significant problem for several users. While your site indicates that the restaurant offers a daily special, the link for it only takes the user back to the main menu. No additional information about a special was provided. All five of the participants in the think aloud noted this as well as both people that I interviewed. It was also mentioned as part of one of the journey maps. The link for this is shown in Figure 6.



Figure 6 - Broken link represented by "Today's Special" icon

A related issue occurs on the same page.

Correcting this error can be handled in several different ways. If you are providing a daily special, then you will need to fix the link so that it takes the user to the actual item being offered. Another option would be to remove the link completely if you are not offering a daily special. Either way will allow you to provide users with a more polished website that can better represent the quality of your offerings.

Users that I interviewed and those participating in the think aloud indicated that they found aspects of your site dated and difficult to read. Comments seemed to focus on the homepage, specifically the portion of the page below the fold. Figure 7 provides a video link in which a think aloud participant details issues he has with this portion of the site.



Figure 7 - Video link discussing homepage issues

The blue font on the maroon background caused issues for 60% of the think aloud participants and was mentioned by both people that I interviewed. This was also indicated as a problem in the heuristic evaluation. Graphics at the top of the homepage make it easy to overlook one of your main selling points, the fact that you offer halal meats. This is shown in Figure 8.



Figure 8 - Difficult to see halal icon on homepage

Modern website design includes the use of ample white space and consistent use of fonts. This makes images and text more legible, can help highlight important features, and provides users with a more satisfying experience on your site. In the case of the halal icon, Layalina is one of only three restaurants in the Denton area that offer halal dishes. Creating a homepage with ample white space and then emphasizing the fact that you offer halal cuisine would be a benefit to the Muslim community and would ultimately improve business.

Layalina offers a wide variety of cuisine. While this is a positive, it can be problematic for users looking through your menu. With so many dishes offered, it takes users a significant amount of scrolling to get through your entire menu. The heuristic evaluation noted this issue with usability, and it was also mentioned in both interviews, one of the journey maps, and in 80% of the think alouds. Hovering over the menu tab unfortunately does not initiate a dropdown. I have shown this in Figure 9.

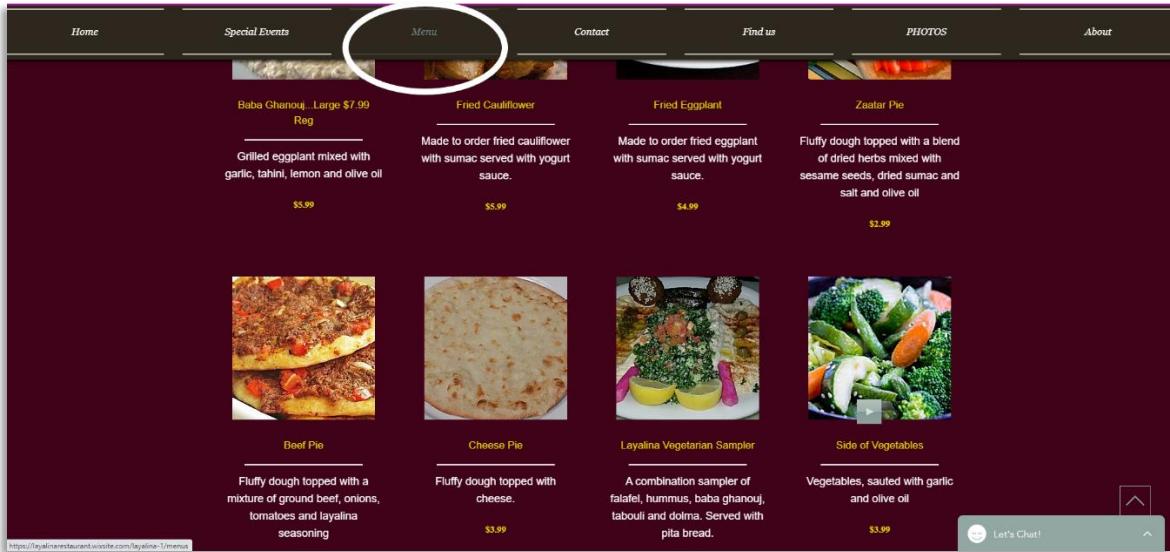


Figure 9 - No dropdown with cursor on menu tab

Creating a dropdown menu which would allow users to go directly to specific categories would give users a much more pleasing experience. For example, results of the survey indicate that 75% of participants grouped skewers and kabobs together. This is shown in the dendrogram in Figure 10.

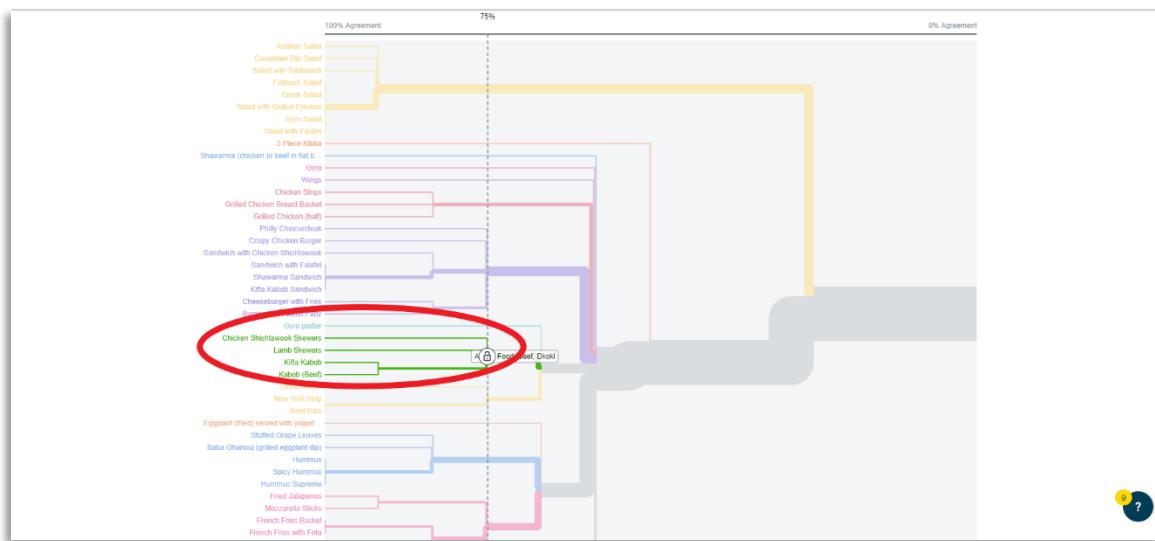


Figure 10 - Results of grouping in card sort

By placing these terms together in a dropdown menu and using a consistent naming system, users would be able to find related dishes that they might otherwise overlook. This might allow users to discover new menu items and expose them to the wide array of cuisine that you offer.

Conclusion

This report describes the results of a multipart study of [Layalina's website](#). Participants in the study stated that they enjoyed your menu offerings but had issues with navigating through your menu and frequent misspellings. The participants stated that the use of multiple fonts and cluttered backgrounds created legibility issues for your site. Broken links and a lack of a drop-down navigation tool for the menu also negatively affected user opinions of your site.

Administrators of your site should correct spelling mistakes, minimize the use of different fonts and cluttered backgrounds, fix broken links, and incorporate a drop-down navigation tool for your menu. Correcting these issues combined with the fact that your restaurant is one of only three restaurants in the Denton area that offers halal cuisine would greatly improve the perception of your business and increase profitability.

Appendix A

Survey Questions

Demographics

This survey consists of 18 questions relating to the Layalina website as well as dining preferences and basic demographic information. A total of 10 people took part in this survey. Most survey participants, 60%, stated that they were 46 years old or older while 30% of participants stated that they were 31 – 45 years old. Only one participant fell into the 16 – 30 age group. Of the respondents, 80% identified as female and 20% identified as male. The ethnic breakdown was overwhelmingly Caucasian with 90% of respondents falling into this group. One participant identified as Latino or Hispanic.

Summary of Results

Most respondents had a favorable first impression of your website. 70% of participants stated that they “somewhat liked” your website. This was a positive since this was the first visit to the site for 90% of participants. Most of the respondents thought that the pages were easy to navigate and that images used on your site were useful. When asked about the unprompted music playing on the site, 70% disliked this with 20% stating that they disliked it a great deal. Another issue discovered in the survey dealt with ordering food. Most respondents, 60%, indicated that they prefer to order directly from a website, something that your site currently does not offer.

Layalina Website Usability Survey

Start of Block: Default Question Block

Q2 [Layalina Restaurant](#)

After clicking the link and looking at the website, what is your first impression of Layalina's website?

- Strongly like (1)
- Somewhat like (2)
- Neither like nor dislike (3)
- Somewhat dislike (4)
- Strongly dislike (5)

Q8 Have you visited Layalina's website before?

- Yes (15)
- Maybe (16)
- No (17)

Q4 Were you able to navigate to other pages easily?

- Definitely yes (1)
- Probably yes (2)
- Might or might not (3)
- Probably not (4)
- Definitely not (5)

Q5 Were the images on the site useful?

- Extremely useful (1)
- Very useful (2)
- Moderately useful (3)
- Slightly useful (4)
- Not at all useful (5)

Q7 Were images used on the menu relevant?

- Extremely relevant (1)
- Very relevant (2)
- Moderately relevant (3)
- Slightly relevant (4)
- Not at all relevant (5)

Q9 What is your opinion of unprompted music playing on a website?

- Like a great deal (1)
- Like somewhat (2)
- Neither like nor dislike (3)
- Dislike somewhat (4)
- Dislike a great deal (5)

Q10 How familiar are you with Mediterranean and Middle-Eastern cuisine?

- Extremely familiar (1)
- Very familiar (2)
- Moderately familiar (3)
- Slightly familiar (4)
- Not familiar at all (5)

Q20 Does the menu offer sufficient options?

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

Q14 What did you like most about the website? (Please choose all that apply)

- Design of the website (1)
- Selection of menu items (2)
- Prices of menu items (3)
- Description of menu items (4)
- Restaurant offers halal dishes (5)
- Images used (6)
- Other (7)

Q15 What did you like the least about the website? (Please choose all that apply)

- Design of the website (1)
- Selection of menu items (2)
- Prices of menu items (3)
- Description of menu items (4)
- Restaurant offers halal dishes (5)
- Images used (6)
- Other (7)

Q11 How often do you dine in a restaurant?

- Daily (1)
- 4-6 times a week (2)
- 2-3 times a week (3)
- Once a week or less (4)
- Never (5)

Q12 How often do you order take-out or curbside delivery?

- Daily (1)
- 4-6 times a week (2)
- 2-3 times a week (3)
- Once a week or less (4)
- Never (5)

Q13 How often do you order delivery from local restaurants (Doordash, Uber Eats, etc)?

- Daily (1)
- 4-6 times a week (2)
- 2-3 times a week (3)
- Once a week or less (4)
- Never (5)

Q16 What is your preference when ordering take-out/curbside pickup or delivery?

- Call the restaurant to place the order (1)
- Order directly from the website (2)
- Place the order at the restaurant (3)
- No preference (4)

Q21 What dietary restrictions do you have? (Please choose all that apply)

- Lactose intolerant (Dairy free) (1)
- Celiac disease (Gluten free) (2)
- Vegan/Vegetarian (3)
- Halal (4)
- Kosher (5)
- Peanut allergy (6)
- Soy allergy (7)
- Diabetic (8)
- None (9)

Q17 What is your age?

- 0-15 (1)
- 16-30 (2)
- 31-45 (3)
- 46+ (4)
- Prefer not to say (5)

Q18 How would you describe your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q19 Please specify your ethnicity

- African-American (1)
- Asian (2)
- Caucasian (3)
- Latino or Hispanic (4)
- Native American (5)
- Pacific Islander or Native Hawaiian (6)
- Two or more (7)
- Unknown (8)
- Prefer not to say (9)

End of Block: Default Question Block

Appendix B

Interview Questions

Demographics

This interview consisted of 13 questions and focused on the Layalina website, individual dining habits, and additional demographic information. I interviewed two people, one identifying as male and another identifying as female. One participant was 29 years old and the other was 24 years old. The male stated that he is of Caucasian ethnicity and the female participant was Asian. Both participants indicated that they had dietary restrictions including lactose intolerance and the need to eat halal foods.

Summary of Results

Both respondents stated that your site was easy to navigate but was not visually appealing. They also expressed frustration with the long scroll needed to look at the entire menu. While both subjects stated that they liked having the pictures, they were frustrated that many of the photos appeared to be stock photos or pictures were simply missing in several instances. I asked the participants to rate your site on a scale of 1 – 10. One person gave the site a 4 and the other a score of 6 resulting in an average of 5. One respondent said that they would not want to stay on your site for long and the other stated that your site looked like a “rushed Word document.” Both participants stated that they dine out approximately once each week and order delivery 1 – 2 times each week.

Interview Questions – Usability Project

Nathan Forshage

TECM 5900

Introduction

Hi, how are you doing? I'm going to ask you some questions about the website of a local restaurant. If you would, could you please pull up the site on your computer? [Layalina Restaurant](#)

1. Have you ever visited Layalina's website before?
2. How do you feel about the design of the site's homepage?
3. What are your impressions of the menu page?
4. What interests you about the website/restaurant?
5. What are two things you like about the menu page?
6. What are two things you would change?
7. What did you like most about the website in general?
8. What did you like least?
9. How could the site be improved (layout, design, pricing, etc.)?
10. What score (1-10) would you give the website?
11. How often do you go out to eat?
12. How often do you order take-out/curbside or delivery?
13. How often do you eat at or get food from restaurants on the square?

Demographics:

Gender	Age	Ethnicity	Dietary restrictions
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Appendix C

Personas



Mark Hoeger

"I just don't like going out if I don't have to. Delivery is safer, and I don't have to deal with traffic."

Bio
Mark was born in Denton, TX but has lived in Washington and Idaho as well, but his family returned to Denton when Mark was in middle school. Mark earned a BA in mathematics and returned to UNT for his master's degree. He works as a tutor for several hours each day including weekends. Online gaming with friends is how he spends most of his free time, but he also performs a livestream baking show most Sundays. Mark is single and prefers to order delivery from local restaurants.

Age: 27
Marital status: Single
Children: None
Undergraduate study: Math
Occupation: Grad student
Location: Denton, TX
Income: \$30,000

Technology & Information Sources
Mark's favorite site is Reddit. He subscribes to a number of gaming and news subreddits. Most of his online purchases are through Amazon, but he will order from Target on occasion. In addition to the news subreddits, Mark listens to NPR.

Favorite brands
Amazon, Sony, Games Workshop

Goals / Needs
Mark wants to teach math at the university level.
He is an introvert that does not like to go out unless it is necessary.
Although he can cook, Mark prefers to order delivery and admits he probably spends too much of his budget on restaurant meals.

Ideal experience
Mark likes reliable, quick service from local restaurants. He tends to stick with businesses that he knows well.
When ordering online, he will often keep track of where the driver is going and when the estimated arrival is so that his online games are rarely interrupted.

Pain points
Inability to order online
Lack of selection/options
Price vs value



Barbara Altenworth

"We are always so busy with soccer and baseball, and tournament weekends are the worst. Having a nice family night out means so much."

Bio
Barbara is a high school diagnostician. She has worked in education for 22 years. The first 12 years of her career were spent as a middle school and high school math teacher, but she decided to move into counseling following the birth of her second child. Barbara has been married to Ray, a high school football coach, for 17 years. The family lives in a small neighborhood in Krum, TX. Weekends are spent taking her children to soccer or baseball games. Unless they are attending tournaments, the family likes to go out to eat Saturday evenings. They typically prefer the atmosphere of The Square in downtown Denton.

Age: 44
Marital status: Married
Children: 2
Undergraduate study: Education
Occupation: Diagnostician
Location: Krum, TX
Income: \$64,000

Technology & Information Sources
Barbara's favorite sites are Pinterest, Etsy, and Facebook. She posts on Facebook, but does not use it for news. It is used mainly to keep in touch with friends and family. Barbara watches local news and reads the local newspaper online.

Favorite brands
Target, Betsey Johnson, Old Navy, Pinterest

Ideal experience
Barbara wants to enjoy time with her family. With her husband coaching and the kids involved in weekend sports, they do not have much time to spend together. Having an environment where they can relax and connect with one another is crucial.

Goals / Needs
Barbara's weekends are busy with activities for her children, so dining out is a time to reconnect and relax.
She likes to support local businesses.
When dining out, she needs a restaurant that offers a variety of foods since her children can be picky.

Pain points
Lack of selection
An atmosphere that is not family friendly
Feeling rushed or hurried

Appendix D

Journey Maps

Phase of journey	Motivation		Browses Website					Places Order through Grubhub		
Actions	Mark Hoeger wants to have dinner delivered		Visits Layalina's website → Clicks on menu tab → Looks for ordering online → Returns to homepage					Searches homepage and Contact links → Clicks on Tripadvisor logo → Orders through Grubhub		
Information and Touchpoints	Mark is single and lives alone	Mark is a grad student	Layalina website	Clicks menu tab	Scrolls through menu	Looks for delivery or ordering online	Homepage search	Clicks Contact links	Tripadvisor links to Grubhub	
Thoughts	I'm supposed to meet friends online and don't have time to go out for food.	I want something different for dinner	They have a good selection	Their prices aren't bad	I don't know what some of these dishes are	Do they offer delivery? Did I miss it?	Why don't they just have an online order form?	I have to go through Tripadvisor??	Finally I'll order through Grubhub	
Feelings		Happy - looking forward to gaming with friends		Confused - Do they even offer online ordering? What about delivery?				Irritated - This should be much easier. I should be able to order from their site.		
Pain Points	Complicated delivery options	Usual restaurant fare	Unwanted music	They have lots of spelling mistakes on the site	Limited time	This is too complicated	No link for Grubhub/DoorDash on the site			
Expectations	Affordable food	Good selection	Quick delivery	Clear online ordering process	Real images of dishes offered	Quick, cheap delivery	Good value			

Phase of journey	Motivation		Browses Website					Leaves Without Purchasing		
Actions	Barbara Altenworth wants to have dinner delivered		Visits Layalina's website → Clicks on menu tab → Looks for ordering online → Returns to homepage					Searches homepage → Clicks on Contact tab → Leaves site, orders from somewhere else		
Information and Touchpoints	Barbara is married with 2 children	She works as a high school diagnostician	Layalina website	Clicks menu tab	Scrolls through menu	Looks for delivery or ordering online	Homepage search	Clicks through tabs	Nothing starting online delivery	
Thoughts	We've had a long week, and I want something easy for dinner	I don't want to go out and don't want to cook.	They have a good selection	Their prices aren't bad	Can I order online?	Do they offer delivery? Did I miss it?	This shouldn't be complicated	Why don't they have order online even for pick-up?	I don't have time for this	
Feelings		Tired - There was a lot of running around this weekend. I'm tired.		Confused - Do they even offer online ordering? What about delivery?				Irritated - I'll just order from somewhere else		
Pain Points	Complicated delivery options	I don't want to spend a lot.	Unclear delivery options	No ordering online	That music is loud. Why does it keep playing?	No option for ordering online	Not clear if they offer delivery			
Expectations	Affordable food	Good selection	Quick delivery	Online ordering	A delivery option	Affordable delivery fee	Getting food delivered to the house	A simple ordering process		

Phase of journey	Motivation		Browses Website				Makes Dinner Plans		
Actions	Mark Hoeger wants to have a dinner out with friends		Visits Layalina's website	Checks hours of operation	Clicks on the menu tab	Scrolls through menu	Googles some of the food terms	Narrows choices down so he isn't rushed	Makes dinner plans with friends
Information and Touchpoints	Mark is single and lives alone	He is a grad student	Layalina website	Checks hours on main page	Clicks menu tab	Scrolls through menu	Narrows his choices to a few entrees	Compares prices on dishes that interest him	Texts friends about time to meet
Thoughts	We should go to The Square	I want a relaxed place to hang out	They offer halal! That's good for one of my friends	They're on the square!	I'd like to know what the special is	A lot of scrolling	I guess I can Google some of these terms	There are a few things I might want.	I'm looking forward to dinner out
Feelings		Happy to be going out to dinner with his friends Nervous because he usually stays home		Happy with the selection		Confused with menu choices		Happy to spend time with his friends	
Pain Points	I don't like surprises so I want to see what they offer	I don't want to spend a lot	Loud music that I didn't start	Spelling mistakes are annoying	Broken/non-functioning links	It's tough to read some of the stuff on the site	What's the special? It just goes back to the homepage		
Expectations	Comfortable atmosphere	Affordable	Good selection	Lots of choices for his group	Everyone should be able to afford dinner here	It says they have a lounge so it should be laid back	A few dishes that interest him	Fresh food	

Phase of journey	Motivation		Browses Website				Makes Dinner Plans		
Actions	Barbara Altenworth wants to have a dinner out with her family		Visits Layalina's website	Checks hours of operation	Clicks on the menu tab	Scrolls through menu	Has husband look at site	Has kids look over choices	Makes dinner plans with family
Information and Touchpoints	Barbara is married with 2 children	She works as a high school diagnostican	Layalina website	Checks hours on main page	Clicks menu tab	Scrolls through menu	Narrows her choices to a few entrees	Gets input from husband	Sets time for family to go
Thoughts	I want something affordable and healthy	I want a so eat something different but think has to be stuff for my kids	Their meat is hormone free!	Halal, that's interesting.	What is shishawook?	The prices aren't bad	They have stuff that my kids should eat	There is a lot of fried food	I'm looking forward to dinner out
Feelings		Happy to be going out to dinner with her family		Happy with the selection			Excited to have found a restaurant they all should enjoy		
Pain Points	It shouldn't cost a lot to feed the family	My kids are picky eaters	So many spelling errors	No kids' menu?	Why is that music playing?	I wish they had a kids' menu	I wish they had actual pictures of their food		
Expectations	Affordable food	Good selection	Healthy options	Healthy food	Chance to try something different	Good prices	A family dinner that we can all enjoy	Getting to try something different	

Appendix E

Card Sort

Demographics

The card sort consisted of 45 different cards based on your menu offerings. A total of 12 people participated in the card sort with ages ranging from 22 – 74 years old. Most respondents (8) identified as female and 4 identified as male.

Summary of Results

The results of the card sort indicated that the basic structure of Layalina's menu matched user expectations. For example, salads were grouped together in a way that matched the current layout from 75% - 100%. The results for sandwiches were similar ranging from 66% - 100%. Results for items that are listed as appetizers were also like the current menu format. Based on the results of the card sort, I believe that the grouping of items on your menu matches user expectations.

List of cards

Cards used for the card sort are in the following PDF.



Card Sort cards.pdf

Card Sort – Similarity Matrix

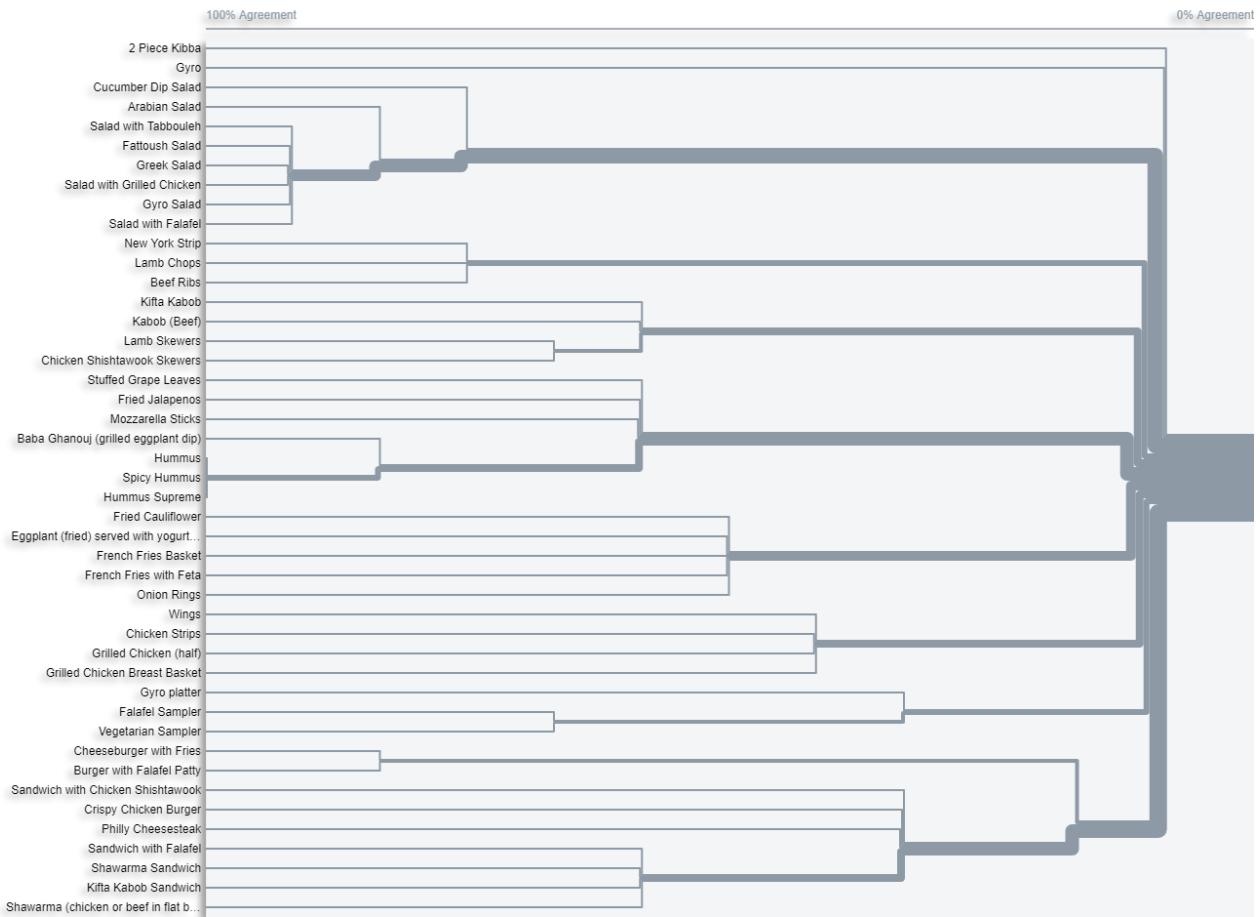
Similarity matrix ⓘ

Add a note

Hummus																																								
100	Spicy Hummus																																							
100	100	Hummus Supreme																																						
83	83	83	Baba Ghanouj (grilled eggplant dip)																																					
75	75	75	83	Stuffed Grape Leaves																																				
58	58	58	66	Fried Jalapenos																																				
66	66	66	58	91	Mozzarella Sticks																																			
33	33	33	25	25	66	French Fries Basket																																		
33	33	33	25	58	66	100	French Fries with Feta																																	
33	33	33	41	41	75	66	83	83	Onion Rings																															
33	33	33	41	50	66	58	75	75	91	Fried Cauliflower																														
33	33	33	50	41	50	41	50	50	66	Eggplant (fried) served with yogurt sauce																														
8	8	8	8	25	25	25	25	25	33	Chicken Strips																														
8	8	8	8	16	8	8	8	8	16	83	Grilled Chicken Breast Basket																													
8	8	8	8	16	8	8	8	8	25	75	83	Grilled Chicken (half)																												
8	8	8	8	16	8	8	8	8	16	50	58	58	New York Strip																											
8	8	8	8	16	8	8	8	8	16	50	58	100	Beef Ribs																											
8	8	8	8	16	8	8	8	8	25	33	41	58	75	75	Lamb Chops																									
8	8	8	8	16	8	8	8	8	25	25	33	41	41	41	66	Lamb Skewers																								
8	8	8	8	16	8	8	8	8	25	25	33	41	50	50	50	75	Kabob (Beef)																							
8	8	8	8	8	8	8	8	8	25	25	25	33	41	41	41	66	91	Kifts Kabob																						
8	8	8	8	8	8	8	8	8	25	41	41	50	25	25	33	66	66	75	Chicken Shishawook Skewers																					
8	8	8	8	8	8	8	8	8	25	25	33	33	33	58	66	50	58	50	Gyro platter																					
8	8	8	8	8	8	8	8	8	16	8	8	25	25	25	50	50	33	41	33	Gyro																				
8	8	8	8	8	8	8	8	8	16	16	16	25	8	8	16	25	33	41	25	50	Sandwich with Chicken Shishawook																			
8	8	8	8	8	8	8	8	8	16	8	8	16	25	25	25	16	41	83	Sandwich with Falafel																					
8	8	8	8	8	8	8	8	8	16	8	8	16	25	25	25	16	41	83	100	Shawarma Sandwich																				
8	8	8	8	8	8	8	8	8	16	8	8	16	25	25	25	16	41	83	100	100	Kifts Kabob Sandwich																			
8	8	8	8	8	8	8	8	8	16	16	16	25	25	25	33	58	66	66	66	Burger with Falafel Patty																				
8	8	8	8	8	16	16	16	16	16	16	16	25	25	25	16	41	58	66	66	66	83	Cheeseburger with Fries																		
8	8	8	8	8	8	8	8	8	25	25	25	16	41	41	16	25	25	8	16	41	75	Philly Cheesesteak																		
8	8	8	8	8	8	8	8	8	25	41	41	33	25	25	8	16	33	75	66	66	66	66	75	Crispy Chicken Burger																
8	8	8	8	8	8	8	8	8	25	25	25	33	33	33	41	50	58	58	50	50	58	58	25	16	41	33	Shawarms (chicken or beef in flat bread)													
41	41	41	33	33	25	25	25	25	25	25	25	33	25	25	25	41	41	41	50	41	41	25	16	16	25	8	8	8	33	2 Piece Kibba										
68	58	58	50	50	41	50	25	25	25	25	25	25	33	25	25	16	41	41	16	41	16	41	16	8	8	8	8	8	41	Falafel Sampler										
33	33	33	41	50	50	41	33	33	50	50	25	8	25	16	16	16	16	16	8	8	33	8	8	8	8	8	8	25	66	Vegetarian Sampler										
41	41	41	41	41	58	58	41	41	41	41	41	33	58	41	41	16	16	16	16	16	16	25	16	8	8	8	16	8	16	25	33	25	Wings							
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	Fattoush Salad				
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	100	Greek Salad			
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	100	100	Salad with Grilled Chicken		
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	100	100	100	Gyro Salad	
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	100	100	100	100	Salad with Falafel
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	91	91	91	91	Arabian Salad
8	8	8	8	16	16	8	16	16	16	16	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	83	83	83	83	Cucumber	
8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	16	8	8	16	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	91	91	91	91	Sala

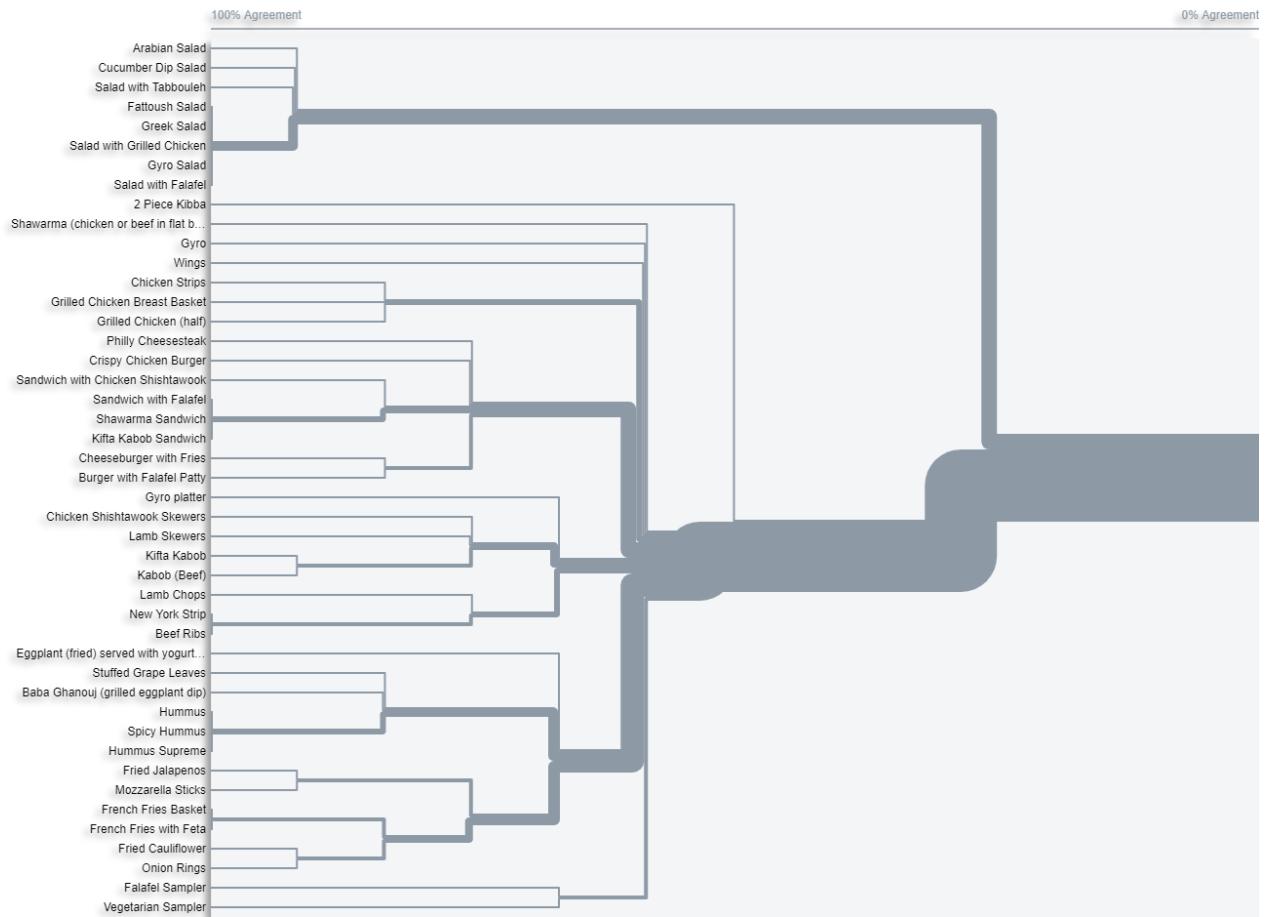
Card Sort – Dendrogram

Actual Agreement Method



Card Sort – Dendrogram

Best Merge Method



Appendix F

Expert Evaluation

Persona

Mark Hoeger

Bio
Mark was born in Denton, TX but has lived in Washington and Idaho as well, but his family returned to Denton when Mark was in middle school. Mark earned a BA in mathematics and returned to UNT for his master's degree. He works as a tutor for several hours each day including weekends. Online gaming with friends is how he spends most of his free time, but he also performs a livestream baking show most Sundays. Mark is single and prefers to order delivery from local restaurants.

Age: 27
Marital status: Single
Children: None
Undergraduate study: Math
Occupation: Grad student
Location: Denton, TX
Income: \$30,000

Technology & Information Sources
Mark's favorite site is Reddit. He subscribes to a number of gaming and news subreddits. Most of his online purchases are through Amazon, but he will order from Target on occasion. In addition to the news subreddits, Mark listens to NPR.

Favorite brands
Amazon, Sony, Games Workshop

Goals / Needs
Mark wants to teach math at the university level.
He is an introvert that does not like to go out unless it is necessary.
Although he can cook, Mark prefers to order delivery and admits he probably spends too much of his budget on restaurant meals.

Ideal experience
Mark likes reliable, quick service from local restaurants. He tends to stick with businesses that he knows well.
When ordering online, he will often keep track of where the driver is going and when the estimated arrival is so that his online games are rarely interrupted.

Pain points
Inability to order online
Lack of selection/options
Price vs value

Heuristics Used

Xerox heuristics were used for the expert evaluation. For a complete list of the criteria, please see the following PDF.



Xerox Heuristics.pdf

Summary of Results

There were no major issues with a few of the categories assessed, but significant problems were discovered with regards to consistency and standards. This included the loud, unprompted music, problems with the use of color and fonts, and a lack of consistency in photos across the system. I found additional problems with the overall aesthetic and a lack of minimalist design. The lack of white space was another issue noted in the evaluation.

Appendix G

Think Aloud Protocol

Demographics

The think aloud consisted of 2 moderated think aloud participants and 3 unmoderated think aloud users. It should be noted that due to limitations with [Usertesting.com](https://www.usertesting.com), I was only able to obtain partial demographic information for the three unmoderated think aloud participants.

Participants in the think aloud ranged from 22 – 56 years old with an average age of 34.2 years old. Three of the participants identified as male and two identified as female. Both moderated think aloud participants have bachelor's degrees while the female participant also has two master's degrees. The female user indicated that she was married. The moderated think aloud participants stated that they dined out or ordered delivery approximately once per week.

Protocol Description

The think aloud consisted of three tasks, post task summary, and post-test summary. The first task asked users to investigate the daily specials on your website. A second task required users look at the different sandwich offerings that your site has. Finally, the third task had users look for information on catering. Follow up questions for each task asked users how simple the task was to complete and how confident they were that the completed the tasks successfully. Post-test questions focused on what users liked most and least about your site and asked them to describe their overall experience.

The full think aloud protocol follows the summaries on this page.

Summary of Results

All the participants in the think aloud reported usability issues with your site. Everyone in the think aloud viewed your menu offerings favorably. The most frequent complaint, however, dealt with misspellings on the site. These were noted primarily on the menu page and were most noted during task two when participants had to find different sandwiches. Most participants, 80%, noted that some of the aspects of the site were difficult to read. This was pointed out specifically with the halal symbol on the homepage. None of the users completed the first task successfully due to the broken link for the daily specials. Three of the five participants indicated that they did not like the use of multiple fonts and colors, and 80% of participants indicated that the site looked unprofessional.

Think Aloud Protocol

Demographics

What is your gender?

- A) Male
- B) Female
- C) _____
- D) Prefer not to answer

What is your age?

- A) 18-30 years old
- B) 31-45 years old
- C) 46-60 years old
- D) Prefer not to answer

Are you Hispanic, Latino, or of Spanish origin?

- A) Yes
- B) No
- C) Prefer not to answer

How would you describe yourself?

- A) American Indian or Alaska native
- B) Asian
- C) Black or African American
- D) Native Hawaiian or Pacific Islander
- E) White
- F) Multiple ethnicities
- G) Prefer not to answer

What is your highest level of education you have completed?

- A) Less than a high school diploma
- B) High school degree or equivalent
- C) Some college, no degree
- D) Associate degree
- E) Bachelor's degree
- F) Master's degree
- G) Doctorate
- H) Professional degree (MD, DDS, DVM)
- I) Trade school

Are you married?

- A) Yes
- B) No
- C) Prefer not to answer

Typically, how often do you go out to eat or order delivery?

- A) More than once a week
- B) Once a week
- C) Less than once a week

Thank you for your answers!

Front page assessment –

Launch URL: <https://layalinarestaurant.wixsite.com/layalina-1>

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative. Please walk me through your thought processes as you view the website.

You can scroll if you want to, but please don't click on anything yet.

Please take 3-5 minutes to scroll through the site and make observations

Task Activities

Thanks. Now I'm going to ask you to try doing some specific tasks.

I'm also going to ask you to do these tasks without using Search. I'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help me if you can try to think out loud as you go along.

Tasks for Layalina

Task 1-

You are interested in today's specials. How do go about finding that information?

Comments:

Post-task assessment questions- How easy was this task? How confident are you that you completed the task successfully?

Task 2 -

The restaurant offers a number of sandwiches including vegetarian choices. You want to see what they look like. Please talk through your process of finding these and what the different options are.

Comments:

Post-task assessment questions- How easy was this task? How confident are you that you completed the task successfully?

Task 3 -

You are throwing a party and want to use the restaurant to cater it. How would you do this?

Comments:

Post-task assessment questions- How easy was this task? How confident are you that you completed the task successfully?

Post Test Assessment

What was easy about using the website?

What was difficult about using the website?

What did you like most about the website?

What did you like least about the website?

How would you describe the overall experience with the website?

Final thoughts?