# USABILITY TEST

*Nishiki Sushi Japanese Restaurant*

https://nishikisushi.ca/

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# INTRODUCTION

Nishiki is a Japanese Restaurant that has been operating in the lower mainland for several years. Currently, its website is powered by BCRestaurants.ca, the largest online restaurant directory in BC. However, after initially inspecting the website, our group noticed potential pain points that could hinder a user from having a pleasing experience when accessing the website.
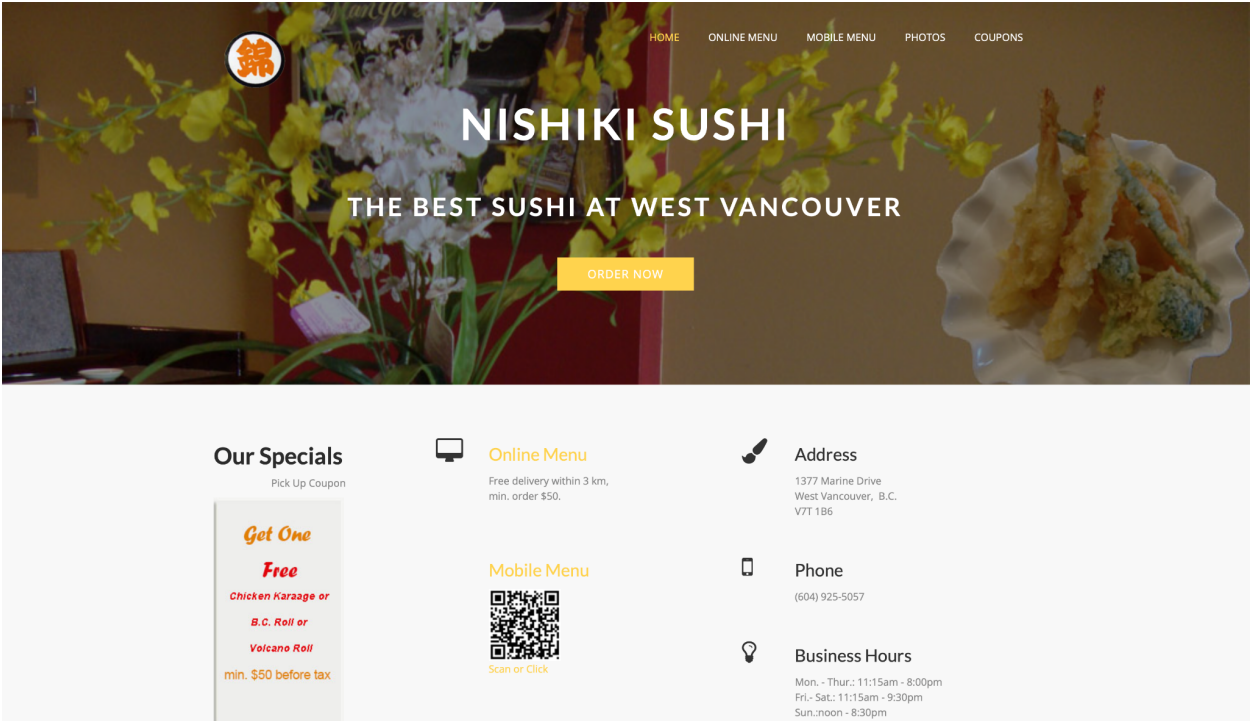


While portions of the website are functional, we recognized that there was room for improvement when it came to accessibility, feedback, navigation, and overall aesthetics.

After researching and making keen observations from our user testing, we were able to come up with a set of recommendations for improving Nishiki's website. Our overall goal was to boost user-friendliness by improving navigation and by making the website experience seamless from initial access to customer checkout.

# SUMMARY

After initially inspecting Nishiki's website, we discovered areas where its interface could be significantly improved. We saw how these areas were problematic and how they could be the root cause of several business problems.

We wanted to approach these problems by using a user-centered design methodology. Our process included the following, and was approached in a non-linear, iterative fashion:

| *ANALYZE* | *DEFINE* | *DESIGN* | *VALIDATE* |
|:---:|:---:|:---:|:---:|
| Research | Business Problems | Prototypes | Evaluate |
| Empathize | Solutions | Mockups | |
| | Hypothesis | | |
| | User Interviews | | |
| | State of Hypothesis | | |

Our team had initial assumptions; we asked questions such as "Who are the Nishiki's users?", and "In what contexts would they be using the website?" Our team intended to empathize with Nishiki's ideal users; we also considered developing a deeper understanding of our potential test subjects. Our team developed screener questions based on the:

A) The Likelihood of Use
B) Frequency of use
C) Domain Knowledge
D) Goal Priority

Our team also generated a list of hypotheses that contained our assumptions of how the

different functionalities of Nishiki's website can enhance the user experience when improved on. To test our hypotheses, we asked them to do 3 "think aloud" tasks, which concluded in the participants answering a SUS questionnaire:

A) To find and add Two (2) Lunch Set Gs and one order of Chicken Fried Rice to the Cart
B) To pay for the items in the cart
C) And to create an account

Each of our members took turns as moderators and observers. Data was collected and added to a rainbow sheet and it was confirmed the website needed improvements on:

A) Accessibility
B) Navigation
C) Labeling and Photo integration

A redesign was then executed using Adobe XD. Team members reviewed the design and provided feedback for further evaluation until the whole team was satisfied with the mockup.

## RESEARCHERS

### Alex Son

**UI/UX DESIGNER**
UI/UX Student at BCIT. His focus is on interface design to provide a positive experience for the users.

### Eunice Chung

**UX RESEARCHER**
Eunice is a UI/UX Student at BCIT. Her focus is on user research and analysis to help the team with user testing and reporting.

### Gerry Gaviola

**UX RESEARCHER**
UI/UX Student, Gerry's focus on documentation and analysis has helped the team look back at the data and recordings as vital references.

# Ramin Azmin

UI/UX DESIGNER

UI/UX is a UXUI designer at BCIT. His focus is on interface design to provide a positive experience for the users.

## BUSINESS PROBLEMS

To identify existing business problems, our team looked into existing Google and Yelp reviews. Likewise, we hypothesized frustrations that could arise with the website's current setup.

1. We have observed that Nishiki's website isn't generating enough takeout orders, which is causing a decrease in revenue.
2. We have observed that users leave the website due to the complicated nature of the website's layout.
3. We believe that there is not enough interest to order delivery due to several limitations including distance and price.
4. We have observed that Nishki isn't meeting delivery time estimates, which is causing a decline with repeat customers

## ASSUMPTIONS

Our team had several assumptions that we kept relevant to the business problems above. At the same time, we considered that our hypothesis were going to be based on them:

- Our customers need to visit the website on their phones, but the website is not mobile-responsive and the images are too big on the menu.
- Our customer needs to order takeout from a nearby restaurant after a long day at work.
- We believe the business will acquire most users through social media.
- We believe we will acquire customers that are living in the neighborhood that want to get free takeout delivery service.
- We believe highlighting the fact they offer free delivery within 3km can attract more orders.
- We believe a better ordering system can help decrease the number of incorrect orders.

- Incentives that are important are coupons and discounts that are exclusive to either takeout orders or dine-in orders.
- Our customers want to view the menu online when dining in.
- Our customers want the online ordering menu and the dine-in menu to look distinct from each other so as not to be confused with the functionalities.
- Majority of our users will be ordering food for delivery.
- There is a high bounce rate on Nishiki's website (desktop) due to usability issues.
- Most of the users who visit the website will be around the same area as the restaurant.

## BUSINESS AND WEBSITE GOALS

In order to better understand why we were rebuilding the website, our team sought to define and review the business goals and website goals. We recognized the fact that both user needs and business objectives need to be addressed. Since there was a scarcity of information in regard to the restaurant's mission and vision, our team put ourselves in the shoes of the stakeholders during the formulation of the following business goals:

1. To be able to increase revenue
2. To lessen customer frustration and allow them to make more informed purchasing decisions
3. To increase website sign-up rates

As UX/UI Researchers and Designers, our overall goal was to collect and interpret data in order for us to create actionable insights that would help in improving Nishiki's website. Specifically, our goals were:

1. To be able to gather, analyze, and interpret data for a better understanding of user needs
2. To utilize the user-centered design methodology in an iterative nonlinear fashion, and review our state of hypothesis
3. To provide UI/UX solutions to remedy user pain points

## HYPOTHESES

An initial analysis of the interface of Nishiki Sushi's website revealed certain areas that required further examination. To delve deeper into the effectiveness of the interface, we developed three hypotheses as guides to our subsequent research efforts.

These hypotheses served as a framework in allowing us to identify the strengths and weaknesses of the website. We wanted to test these in order for us to provide actionable insights which we could use to overall improve the user experience. Below are the three hypotheses that we wanted to test:

1. We believe that by improving the accessibility and local navigation of the menus, revenue will increase over time.
2. We believe that if product descriptions and images are clearer, and if order instructions are more apparent, then customers can make more informed purchasing decisions.
3. We believe sign-up rates will increase if customers ordering online can view the promotional incentives on the homepage.

## PARTICIPANTS

Our goal was to develop a deeper understanding of potential test subjects before executing a usability analysis. Although demographics were also put into consideration, our screener questions mostly revolved around the following:

### The Likelihood of Use

While avoiding revealing questions about the study and throwing some misdirection answers/options, ultimately, we wanted to screen users that visit restaurant websites when ordering food or checking the menu. We also factored in how much they were willing to spend on food deliveries.

**How much are you willing to spend in the following food ordering services?**

Legend: Less than $15 | $15 - $29 | $30 - $49 | $50 or more
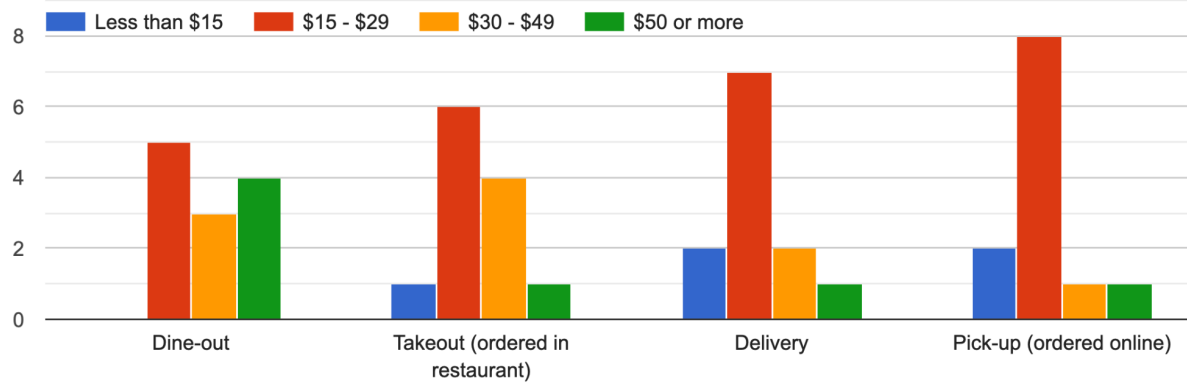
## Frequency of use

Our team also considered users that were most likely to use restaurant websites on a higher periodical basis.



**Which form of service do you use most frequently when ordering food? Please rank from 1 (most frequent) to 4 (least frequent).**

Legend: 1 - most frequent | 2 | 3 | 4 - least frequent
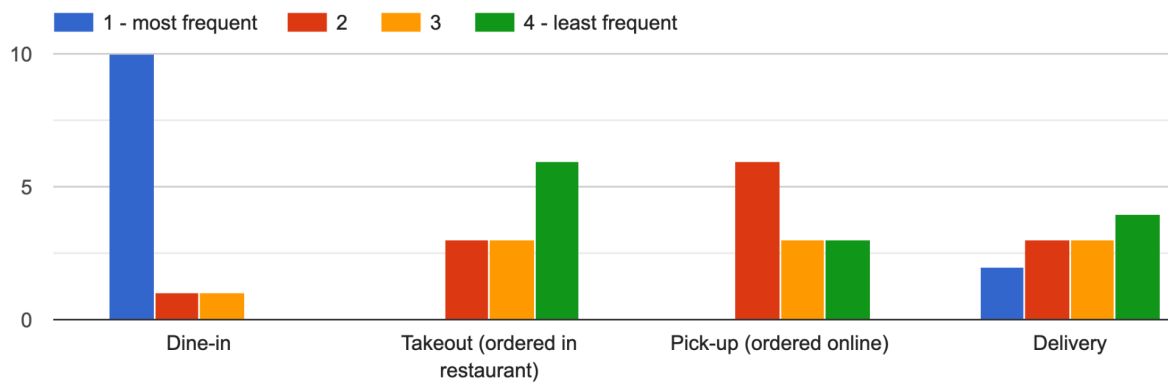
## Domain Knowledge

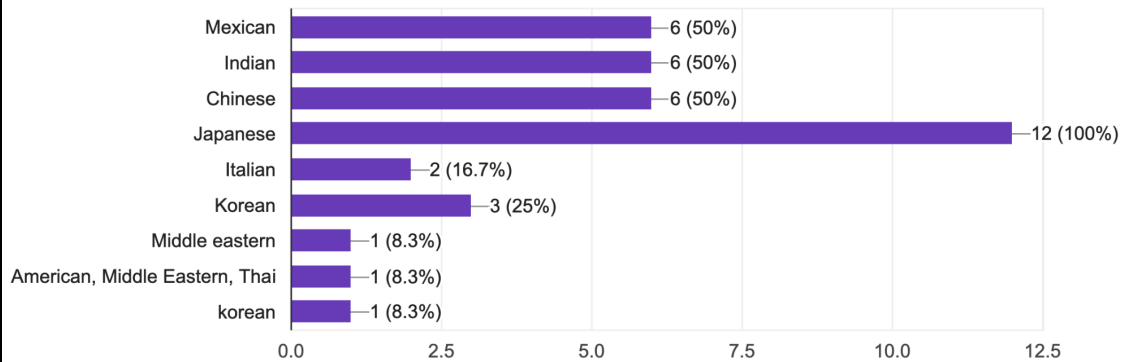Our users needed to be familiar with food-ordering websites.
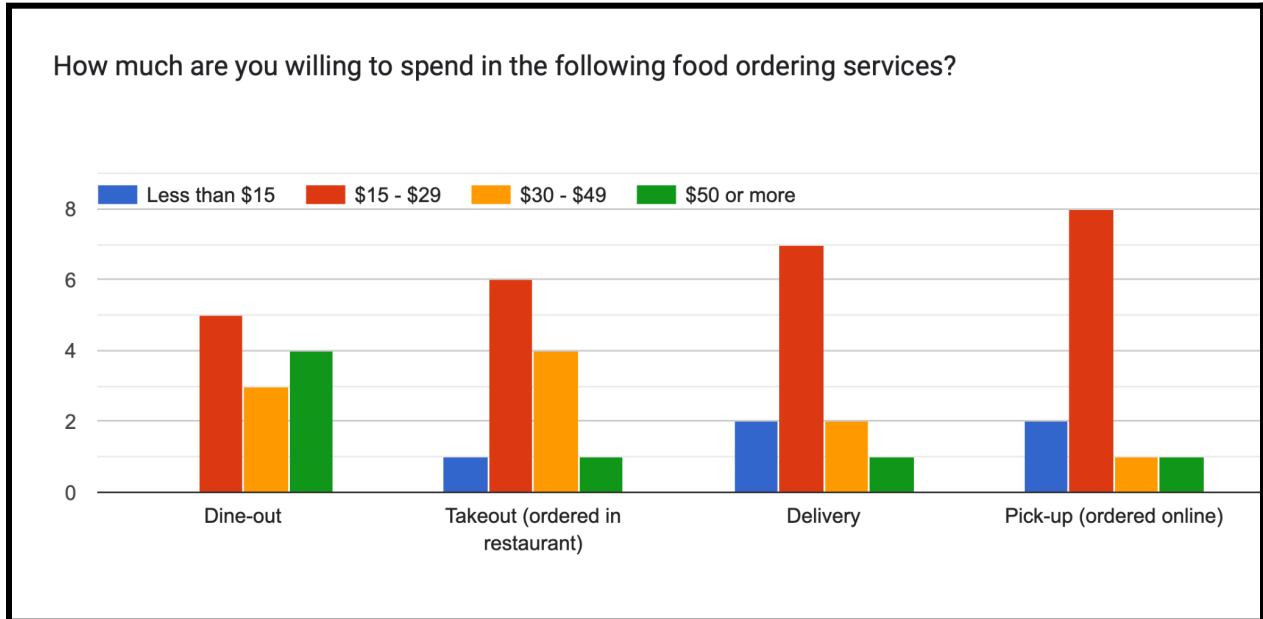


## Goal Priority

Our team also sought out users who valued restaurant websites that provided them with menu information, discounts, and pickup & delivery conveniences.  Also, we wanted to screen users that would typically go for traditional & international based cuisines. Nishiki Sushi, for instance, is considered a Japanese Cuisine
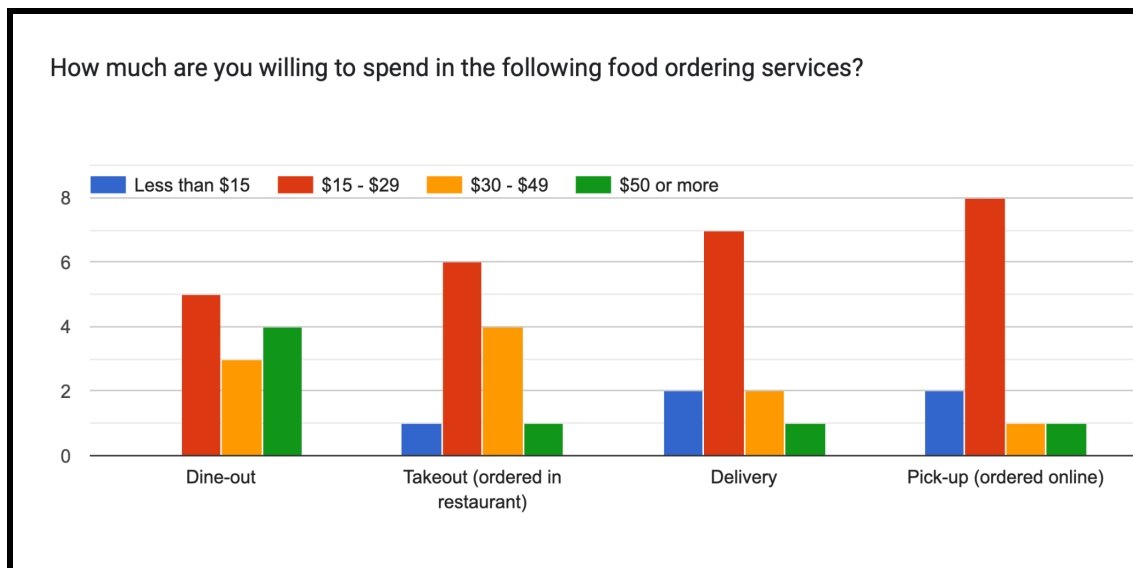
## When ordering food, which cuisine do you usually order from? You may choose more than one.
12 responses



| Cuisine | Responses |
|---|---|
| Mexican | 6 (50%) |
| Indian | 6 (50%) |
| Chinese | 6 (50%) |
| Japanese | 12 (100%) |
| Italian | 2 (16.7%) |
| Korean | 3 (25%) |
| Middle eastern | 1 (8.3%) |
| American, Middle Eastern, Thai | 1 (8.3%) |
| korean | 1 (8.3%) |

## What would make you want to sign up for an account on a restaurant's website?
12 responses

Verified user's recommendation and reviews (with images)

Mandatory or coupon

Discounts

If there are promotions

promo, points system, reward, nice if it is multiple resturants and easy to enroll program like body energy club

Clean and simple website design. Clear areas to examine menu and login.

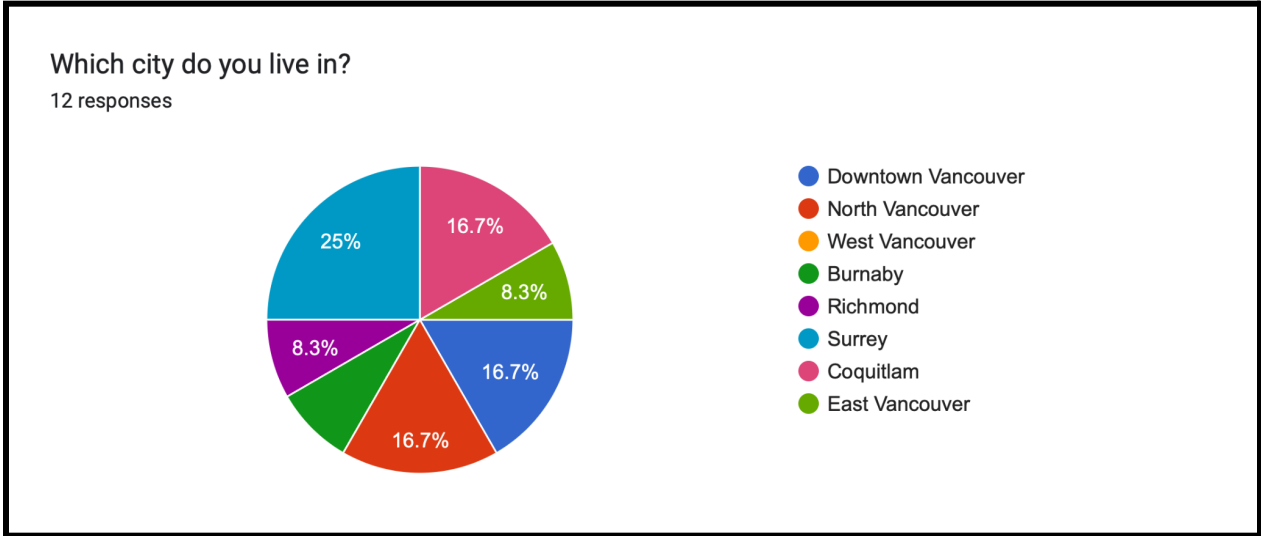If the restaurant tastes greats + offers rewards/promos

Perks

Weekly promos

a birthday discount/free birthday meal!

some sort of benefit like free food

Updated and consistently correct information (e.g. business hours and menu) and a rewards system.

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## Demographics

Realistically, we wanted to have participants that were in relatively close proximity to the restaurant, or those who found location distance as an important factor when seeking to buy food.

Which city do you live in?
12 responses

Downtown Vancouver
North Vancouver
West Vancouver
Burnaby
Richmond
Surrey
Coquitlam
East Vancouver

After much thought and careful consideration, we decided to facilitate our tests to the following participants:

### PARTICIPANT 1: SHAR

Male, 30-35, Dispensary Owner at Nimbus

### PARTICIPANT 2: ANGEL

Female, 25-30, UI Designer at BestBuy

### PARTICIPANT 4: ALI

Male, 30-35, Researcher at UBC

### PARTICIPANT 3: TOMMY

Male, 25-30, Front End Developer

# METHODOLOGY

In conducting this user research, we believed that it would be helpful to tackle our issues in a both qualitative and quantitative manner. This way we are able to gather data about our users' behaviors and attitudes by observing and listening to them directly and also gather quantifiable data through questionnaires and surveys.

First thing we did was to come up with a set of ideal users to narrow down the context of use. Having a set of ideal users enables us to generate user stories and user stories can further aid us in creating specific and targeted research for the store's issues.

## User Stories

We developed 3 user stories based on our assumptions to help us identify what our users want and why.

1. As a regular customer of Nishiki, I want to be able to check the website for any deals or new dishes so that I would know what to order before dining in.
2. As a local customer and a sushi lover, I'd like to be able to make an order online and pick it up from the restaurant.
3. As a user, I'd like to make a quick order online and have it delivered to my place.

## Screener Candidates and Questions

Each team member developed a set of screener questions (about 7-8 questions each). Thereafter, we proceeded to narrow it down to 8 total questions that would give us the most ideal candidates without providing specific information about the study.

We screened 12 participants in total and chose 4 ideal candidates based on elements such as proximity to store location, frequency of use, method of service (dine-in, pick up, delivery), and willingness to spend.

## Task Cards

Our team decided to develop 3 tasks that would demonstrate the usability issues of the system as well as test our hypotheses.

In order to do that, we believed that a user's journey from entering the homepage to ordering and purchasing the product is the most important aspect of our research. Therefore, we focused on the ordering and checkout process as our primary objective. We also thought creating an account should be the secondary objective in our analysis because some of our users would like to sign up for promotional purposes.

**3 tasks for users to complete:**

1. Look for Lunch Set G and then find Chicken Fried Rice. Add these items to the cart.

2.  Pay for the items that were added to the cart.
3.  Sign up for an account.

## Observation Methods & Analysis

We decided to use Zoom as the tool to observe our participants while they completed the tasks. Each participant was given a set of instructions on what is required of them to do during the test. Right after completing the tasks, users were directed to the System Usability Scale questionnaire to give their overall feedback on the experience.

We had a moderator running the test and two observers taking notes. Moderator's script is included below:

### MODERATOR'S SCRIPT

Hi, my name is [_____] and I'll be running this session with you today.

First of all, thanks for agreeing to come in. I really appreciate it. We should be here for about 15-20 minutes today.

If you don't mind, I'm going to read the next couple of things from my script to make sure I cover everything.

We are a group of students testing Nishiki Restaurant's website. We are keen to find out how users feel about using the site.

This isn't a test of you. There are no right or wrong answers. Instead, you are helping us inspect Nishiki's website. So, please be honest – you won't hurt anyone's feelings.

Today, we'll be working through some scenarios on the computer. If you need to take a break at any point, just let me know. If there are any questions that you don't want to answer, again, just let me know. Do you have any questions before we begin?

There's one thing you can do that will really help us go through the session today, and that is I'd like you to think out loud. By that, I mean while we are going through the website, I want you to tell me what you're thinking as you go along. For instance, if anything acts differently than you expected, or if you are trying to work out what to do next, say those things out loud.

I'm going to be giving you some tasks to complete on the website. I'd like you to go as far as you would if you were working on your own. I will be right here, but I might not be able to answer your questions. When you are done, say "I'm done" or "I would stop here."

OK, let's start. First off, do you mind sharing your screen with us? The second thing we'd like you

to do is read the task out loud and then go ahead and do what it says. [Participant begins].

## Rainbow Sheet Analysis

Prior to conducting the usability testing with our participants, we filled the rainbow sheet with our predetermined assumptions. While the users were going through the test and completing the tasks, our observers were filling in the necessary columns on the sheet.

Once we gathered all the data from our testing, we analyzed the results. The rainbow sheet analysis gave us a great understanding of what our users find frustrating or confusing or satisfying while going through the user journey.

Most notable findings:

- Issues finding buttons such as: Sign up, Sign in, or Cart
- Difficulty identifying UI elements
- Users did not use the main navigation system to move around pages
- Difficulty going back to the homepage when ordering
- Frustration around dysfunctional buttons and elements
- Issues with viewing the cart while ordering
- Lengthy checkout process



## System Usability Scale

We know that usability does not exist in any absolute sense, and it can only be defined with reference to a particular context. However, the SUS score can measure the usability of a system in a general yet reliable and valid way. We had our participants complete the

SUS questionnaire immediately after they completed their tasks on the website to get a better sense of what they felt about the overall experience.

Participants 1, 2, 3, and 4 scored 60, 47.5, 75, and 100 respectively, which equals a score of 70.

| | A | B | C | D | E |
|---|---|---|---|---|---|
| 1 | SUS CALCULATOR | | | | |
| 2 | | Set 1 | Set 2 | Set 3 | Set 4 |
| 3 | Ques 1 | 3 | 2 | 3 | 5 |
| 4 | Ques 2 | 2 | 4 | 1 | 1 |
| 5 | Ques 3 | 4 | 3 | 4 | 5 |
| 6 | Ques 4 | 2 | 2 | 1 | 1 |
| 7 | Ques 5 | 3 | 2 | 4 | 5 |
| 8 | Ques 6 | 3 | 4 | 2 | 1 |
| 9 | Ques 7 | 4 | 2 | 3 | 5 |
| 10 | Ques 8 | 3 | 2 | 3 | 1 |
| 11 | Ques 9 | 2 | 4 | 4 | 5 |
| 12 | Ques 10 | 2 | 2 | 1 | 1 |
| 13 | SUS SCORE | 60 | 47.5 | 75 | 100 |
| 14 | AVERAGE | 70.625 | | | |

As we know, the average SUS score is 68, which means BC Restaurant's score was slightly above average. A 70 SUS score can be interpreted as "good" or "acceptable".

However, this score also demonstrates that there are many possibilities in terms of improvement. In the next section, we will demonstrate how we made specific adjustments to improve usability.

# USER STUDY RESULTS

## OVERVIEW

The four user studies were all moderated and conducted via Zoom. Each user study had one moderator guiding the individual participant through each of the three tasks. Observers recorded notes on a spreadsheet using a system called the Rainbow Spreadsheet. It helps amalgamate and organize user data in one central place for ease of analysis. To minimize distraction and biased participant behaviour, observers did not turn on their cameras. All tests were recorded for future reference when we analyze and

record the data.

## TASK 1 RESULTS

**Task**
Look for Lunch Set G and then find Chicken Fried Rice. Add these items to the cart.

**Goal**
We wanted to see if the menu — the main purpose of the website — can be navigated with ease and find what they need efficiently without confusion.

**Result**
Before finding the Lunch Set G and Chicken Fried Rice on the menu, participants all navigated to the menu differently. On the homepage, there are 3 possible ways to get to the menu: the yellow "Order Now" CTA, the "Online Menu" global navigation label, and the "Mobile Menu" global navigation label. No one clicked on the "Mobile Menu" label, instead 50% of the participants clicked on the "Order Now" CTA, and 50% clicked on the "Online Menu" label. They all made their decision without much hesitation except for one participant who asked what the difference is between the "Online Menu" and "Mobile Menu".

Everyone had no problem adding the items to their cart, and they didn't have trouble finding them. However, the left vertical menu was only used once by one participant to find Chicken Fried Rice. Most participants commented on how there were no images for some menu items.

## TASK 2 RESULTS

**Task**: Pay for the items that were added to the cart.

**Goal**: We wanted to see whether or not the checkout process is streamlined.

**Result:** Everyone had trouble navigating to the homepage from the cart because the logo did not go back to the homepage. One participant couldn't go back to the homepage so they just went to the checkout stage directly from where they left off in task 1. Some participants who made it back to the homepage had to re-add their items to their cart because their items disappeared. When they clicked on the cart icon, it did not trigger anything and did not direct them to another page, so they got the idea that they have to re-add everything.

During the checkout process, a participant noticed there was no error state when filling out their information. A couple of participants tried clicking on "approximately ready at" thinking it was clickable, only to find out it was a false affordance. In general, they thought this was a complicated process because there were too many text fields to fill, also half of the participants fiddled with the "serve time" and "approximately ready at" options quite a bit.

## TASK 3 RESULTS

**Task**: Sign up for an account.

**Goal**: The sign-up and sign-in buttons are present in the utility navigation on the menu page, so we wanted to test if users noticed them.

**Result**: Participants tried looking for the sign-up button on the homepage but couldn't, however they all remembered seeing it on the menu page so they knew to navigate there. One participant mentioned they can't see themselves signing up for a restaurant so it was a bit strange for them. Some participants noticed typos on the sign-up page and that it didn't auto-correct the information they typed in. They also mentioned there was no drop-down menu for the province option.

## KEY FINDINGS

### State of Hypotheses

**Hypothesis 1:** We believe that by improving the accessibility and local navigation of the menus, revenue will increase over time.

This hypothesis is indeterminate because we require more time to test this. However, the local navigation on the left side was only used once by one participant. No one else scrolled through that local navigation while finding menu items in Task 1. If that was made more accessible, approachable, and obvious then it would have more utility. Over time, revenue should increase if menu categories in the local navigation are more apparent because then customers will find it easier to explore the menu and discover new foods. This should encourage customers to visit the restaurant again in the future to try something they saw on the menu during a previous visit, thus increasing revenue over time.

**Hypothesis 2**: We believe that if product descriptions and images are clearer, and if order instructions are more apparent, then customers can make more informed purchasing decisions.

This hypothesis is proven to be true. Adding relevant images to items on the menu and not just leaving them blank with a "no image available" label will improve the understandability and discoverability of menu items. Especially when not everyone understands every Japanese food terminology, images need to be relevant to provide meaning and help customers make informed decisions. Most participants wondered why some menu items don't have images and noticed the inconsistency of image styles.

When customers know what they are ordering by looking at relevant images, they might be more inclined to try something new on the menu, which should also increase revenue because customers might visit the restaurant again to try something else.

**Hypothesis 3**: We believe sign-up rates will increase if customers ordering online can view the promotional incentives on the homepage.

This hypothesis is proven to be true. All participants expected the sign-up button to also be on the homepage instead of just the "Online Menu" page. One participant mentioned it makes sense to sign-up when ordering online during the checkout process. To this participant's point, there was no prompt encouraging customers to sign-up at any given point, even at checkout; therefore sign-up rates would increase if there was just any sort of alert to create urgency to sign up for an account.

## RECOMMENDATIONS

After conducting our qualitative and quantitative analysis, we developed our prototype to better fulfill our users' wants and needs.

Each landing page was broken down to the current state, users' comments, and proposed solutions, to give us the ability to highlight the issues and propose a recommendation for each issue.

# Homepage

## Current State

- The main navigation contains too many options. As it currently stands, there is: Online Menu, Mobile Menu, Coupons and Photos.
- No account inquiries
- UI element for address is unfamiliar.
- The text in "order now" button turns invisible when users hover on it.
- There are sporadic mentions of their special deals. "our specials" section is not clickable

## User comments

- ❖ When users were asked to sign up as one of their tasks, they spent too much time trying to look for the option on the main page. They all preferred account inquiries to be displayed on the main page.
- ❖ Users mention "specials" when viewing the page but not quite intrigued by it.

## Proposed solution

- ★ Reduce the top navigation to online and mobile menu
- ★ Add an account button
- ★ Remove photos and coupons and place them in their dedicated spot
- ★ Replace the UI element for location and make it clickable so users can be directed to it on the map.
- ★ Make the "order now" button more distinguishable.
- ★ Have a single dedicated section for the specials below the main title so it is visible and intriguing for the user.
- ★ for the specials below the main title so it is visible to the user. Add a "claim coupon" button so users can click on it.

# Menu page

## Current State

- Unorganized page with pictures.
- Navigation on the top right-hand side is not distinct.
- Account inquiries are two separate buttons. Presented as "sign in" and "sign up"
- There is no button to take the user back to the homepage. The logo takes the user to a different page
- Restaurant's information is at the bottom of the page

- Cart is not interactive. No feedback when items are added

## User Comments

- ❖ Users had a hard time location specific lunch sets due to the confusing nature of the layout.
- ❖ Users were confused as to why the method of service is included in the item page. They prefer to choose the method during the checkout step.
- ❖ Some of the users used the side menu to add items and some of the users went back to the homepage to select more items. This step significantly increased the amount of time they spent selecting items.
- ❖ Users were not able to go back to the starting when they wanted to due to homepage options not being available.

## Proposed Solution

- ★ Reorganize the menu into a more modern version where users can view the items in each category. This way we can reduce steps of having the user view each category in a different page. With this restructuring, users are also able to see all the details of the item on the same page and add items to the cart. Presenting these options allow the user to view everything on one page and be able to edit their order all at once.
- ★ Reorganize the main navigation in a more obvious way. Add a different color to distinguish it from the background.
- ★ Create a single button for account inquiries instead of having two options and call it "Account".
- ★ Have the logo take the user back to the starting page.
- ★ Move the restaurant information details to the top below the title so it is visible to the user.
- ★ Make the cart button interactive so when customers choose an item, it shows up in the cart both in the top navigation menu and on the bottom right hand corner. Therefore, users know which items they are purchasing as they keep adding items to their cart.

# Checkout page

## Current State

- There are no navigational options available. There's only a home element presented that does not take the user back to homepage.
- Order details are presented at the bottom of the page and users cannot edit the

order if they want to.
- This page presents an option for users to choose the time they want their order to be ready at. However, the box is dysfunctional.
- Users are directed to another page to fill in the information for payment detail and purchasing their products.

## Users Comments

- ❖ Users did not know how to edit their order if they wanted to. No options to go back to the menu or cart.
- ❖ Users noticed that they can't edit the time for "Approx ready at".

## Proposed Solutions

- ★ Add Home, Online Menu, and account options for the users. This way they can go back to the starting page, go back to the menu if they want to, or be able to sign in or sign up.
- ★ Display the order details in a way that users will be able to edit the details if they want to.
- ★ Add payment details to the same page and give users the ability to pay for their order on the same page to reduce extra steps.

# Create an Account

## Current State

- BCRestaurants and Home buttons don't lead the users to anywhere.
- Home button is in orange and the rest of the buttons have no color. This can confuse the user that they are in "home" landing page.
- Boxes are presented in a linear fashion which elongates the page.

## User Comments

- ❖ Users generally did not have an issue with the registration process.
- ❖ Users did not use the "Enter your message" box.

## Proposed Solutions

- ★ Create a functional navigational system. Present an option for users to be able to go to homepage, view available restaurants on BCRestaurants and Deals
- ★ Rearrange the boxes so it consumes less space on the page and eliminates too

much scrolling.
★ Remove the "enter your message" box

# Website Screenshots & Recommendations

## Homepage
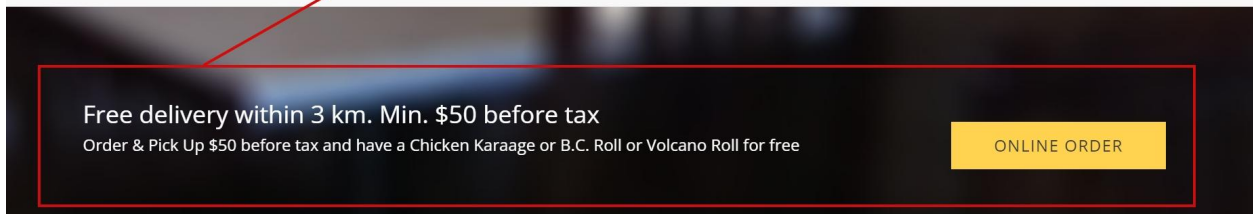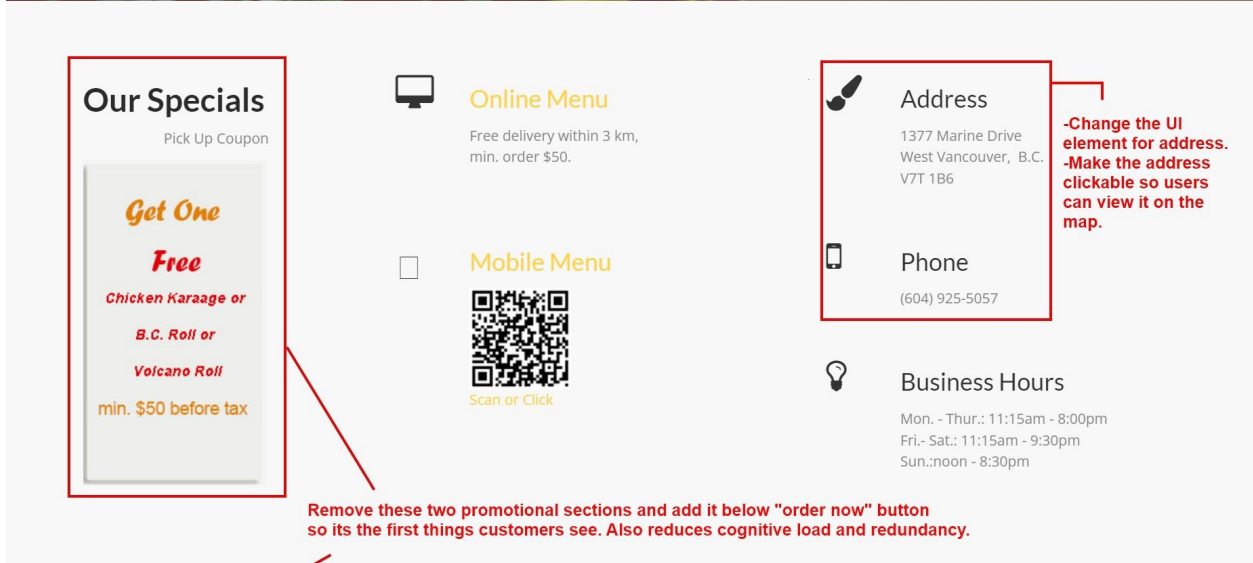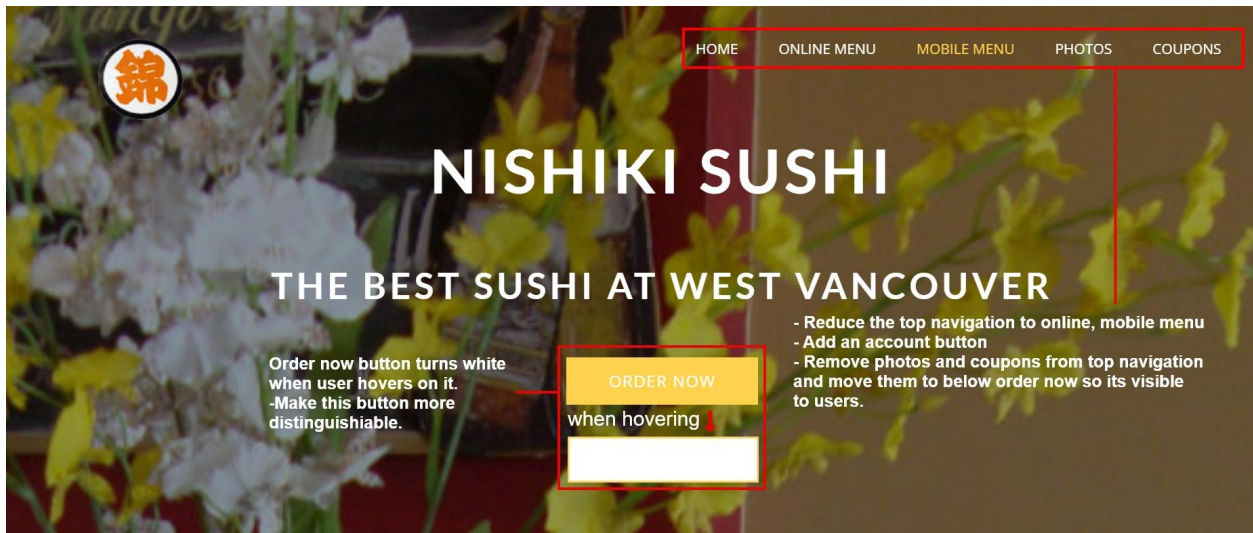
# Menu
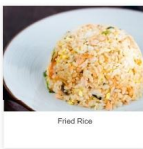
**Move here**

**Nishiki Sushi**

SignUp  SignIn  Cart

**Bring the business details below the title so its visible to users.**

Menu

Lunch Special · Lunch Set · Appetizers · Salad

Tempura · Sashimi · Aburi Sushi · Oshi Sushi

Special Roll · Sushi Nigiri · Veggie Sushi Roll · Maki Rolls

Termaki Cone · Ala Carte (With Ri... · Fried Rice · Hot Pot With Rice

Robata BBQ · Noodle · Donburi (Rice Bowl) · Bento Box  (No Disc..

Sushi Combo (No Di.. · Party Tray (No Dis.. · Desserts

⚠ Food Allergy Noctice

If you have any allergies, please notify upon ordering.

Business Hours

Mon: 11:30 TO 20:00 · Tue: 11:30 TO 20:00 · Wed: 11:30 TO 20:00 · Thu: 11:30 TO 20:00
Fri: 11:30 TO 21:00 · Sat: 11:30 TO 21:00 · Sun: 12:00 TO 20:30

Policy

Policy:
Free Delivery within 3km. Min delivery order $50. Get a FREE Chicken Karaage or BC Roll or Volcano Roll, if you order min. $50 before tax.

**Present users with reduced and more useful options.**
**- Replace "sign in" and "sign up" with "account".**
**- Add "home" button so users can go back to the initial page if needed.**
**-Make "cart" button interactive**

**Menu will be completely rearranged to give it a more modern look.**
**- Categories will be set out in a horizontal fashion which saves a lot of space and allows users to view all the items in that specific category.**
**- Each item will have all the item details. Users can choose the quantity by using the "+" and " - " button.**
**- Users can "Add to cart" on the same page which reduces an extra step for the checkout process.**

English 中文

MENU

LUNCH SPECIAL
LUNCH SET
APPETIZERS
SALAD
TEMPURA
SASHIMI
ABURI SUSHI
OSHI SUSHI
SPECIAL ROLL
SUSHI NIGIRI
VEGGIE SUSHI ROLL
MAKI ROLLS
TERMAKI CONE
ALA CARTE (WITH RI...
FRIED RICE
HOT POT WITH RICE

Nishiki Sushi

SignUp  SignIn  Cart

**Lunch Set**
(11:30am-4:00pm)

**Menu can be completely reorganized to significantly reduce extra steps. Menu will be rearranged horizontally. Items will include all the item details with the option of adding them to cart.**

| Nishiki Set | $22.25 |
| Set E | $18.75 |
| Set F | $19.99 |
| Set G | $21.00 |
| Saba Set | $18.75 |
| Tonkatsu Set | $19.95 |

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**- Navigation menu is not obvious. A tab will be created to separate it from the background.
- The "sign in" and "sign up" button will be reduced to "Account", which will have the have drop down function for "sign in" and "sign up.
- A "home" button will be created so users can go back to homepage when they want to.
- The cart button is currently inactive and dysfunctional. Cart will show the number of items when they are added.**

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English 中文

MENU

LUNCH SPECIAL
LUNCH SET
APPETIZERS
SALAD
TEMPURA
SASHIMI
ABURI SUSHI
OSHI SUSHI
SPECIAL ROLL
SUSHI NIGIRI
VEGGIE SUSHI ROLL
MAKI ROLLS
TERMAKI CONE
ALA CARTE (WITH

Nishiki Sushi

SignUp  SignIn  Cart

**Cart button remains inactive when an item is added to the cart. Cart button will display the number of items in it.**

**This logo does not function. All users were confused when asked to go back to homepage. Users will be directed to homepage.**

**Order Items**

| Item | QTY | AMT |
| --- | --- | --- |
| Set G | 1 | 21.00 ✕ |

○ Eat In  ○ Pick Up  ○ Delivery

**User is unable to add or subtract from the quantity when directed to this page.**

**Users are confused why they have to choose the method of service at this stage of the purchase. They prefer to have the option presented during checkout.**

**Total:**

| Total: | $21.00 |

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English 中文

MENU

LUNCH SPECIAL
LUNCH SET
APPETIZERS
SALAD
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SPECIAL ROLL
SUSHI NIGIRI
VEGGIE SUSHI ROLL
MAKI ROLLS
TERMAKI CONE
ALA CARTE (WITH RI...
FRIED RICE
HOT POT WITH RICE

Nishiki Sushi

SignUp  SignIn  Cart

**This page is completely removed**

Set G

**Description**
4pcs California Roll,3pcs Tuna Sashimi,2pcs Salmon Sashimi,2pcs Salmon Sushi,2pcs Tuna Sushi Salad,Rice,Appetizer,Tempura

Quantity:          Note:
1

Click the price button to order

Add : $21.00

23

# Checkout



Menu can be completely reorganized to significantly reduce extra steps. Menu will be rearranged horizontally. Items will include all the item details with the option of adding them to cart.

- Navigation menu is not obvious. A tab will be created to separate it from the background.
- The "sign in" and "sign up" button will be reduced to "Account", which will have the have drop down function for "sign in" and "sign up.
- A "home" button will be created so users can go back to homepage when they want to.
- The cart button is currently inactive and dysfunctional. Cart will show the number of items when they are added.



Cart button remains inactive when an item is added to the cart. Cart button will display the number of items in it.

This logo does not function. All users were confused when asked to go back to homepage. Users will be directed to homepage.

User is unable to add or subtract from the quantity when directed to this page.

Users are confused why they have to choose the method of service at this stage of the purchase. They prefer to have the option presented during checkout.



This page is completely removed

**-Replace this home button with the logo to keep the consistency.**

Click here to sign in or sign up

Your order dose not meet the minimum delivery amount. Please click button 'Back to Menu' to add more items.

**Order details**

**- the items in the cart will be displayed here.**
**By doing this, users can do a final check of their items and can edit the quantity if they want to, without going back to the item page.**

Customer Information

| First Name | First Name |
| Last Name | Last Name |
| Address | Address |
| City | City |
| Postal | postal code |
| Phone | phone number (10 digits) |
| eMail | email address |

**There is no navigational options available.**
**- Add the main navigation options.**
**- Add add store details which can be very helpful for the user during the checkout process.**

| Approx ready at | 14:18 - 14:38 |
| For specific time, check me | ☐ |
| Serve Date | mm/dd/yyyy 📅 |
| Serve Time | --:-- -- 🕐 |

**- "Approx ready at" does not function. Some users thought they could type in the time but were unable to.**
**- This whole section will be reduced to an option. if users want their order to be ready at a specific time, they can check the box and the option will appear.**

Notes:

**-This section will be replaced with payment options to reduce an extra step of opening another page.**
**-Order details will be moved to the top right hand side with the option of order editing.**

Order Information

| # | ITEM | QTY | AMOUNT |
|---|------|-----|--------|
| 1 | Set G @ GST: 5% | 1 | 21.00 |

| | | |
|---|---|---|
| SubTotal: | | 21.00 |
| GST(5%): | | 1.05 |
| Total: | | 22.05 |
| Tips: | Select tips below | |

○ No Tips　　● 10%　　○ 12%　　○ 15%　　○ 18%　　○ 20%　　○ 25%

*Delivery charge updates on your full address.*

**Order Policy:**
Free Delivery within 3km. Min delivery order $50. Get a FREE Chicken Karaage or BC Roll or Volcano Roll, If you order min. $50 before tax.

Selected Service: Delivery

Your order dose not meet the minimum amount for delivery.
Please click button 'Back to Menu' to add more items.

Add more　　　　Cancel

## Account

These two elements are not functional and don't lead to another page. therefore they will be given a destination.

**BC Restaurants** .ca

HOME  RESTAURANTS  COUPONS  SPECIALS

中文

Registration

......

First Name

Last Name

Address

City

Province/State

Canada

Postal code

Email Address

Phone

Enter your massage.

These elements have no function and serve no purpose. Therefore they will be removed.

This section is rearranged to make it easier for the user.
- Message section is removed
- Province will have a drop down menu

password

retype your password

Security Code:   9938 (Please type the numbers to the left box)

**Security & Privacy Policy:** Your privacy is of the utmost importance and BCRestaurants.ca makes every effort to respect it. You always control the information that you provide to BCRestaurants.ca and how it is used.

◯ Yes, I want to receive updates from BCRestaurants.ca for the latest coupons, contest information, events, and BCRestaurants.ca news.

◯ Yes, please provide my email address to BCRestaurants.ca suppliers - I want to receive their promotional newsletters.

◯ No thanks. I will check BCRestaurants.ca more here for updates.

Submit

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## High-Fidelity Prototype

The following link demonstrates the adjustments made based on our research and user comments. Prototyping was completed through Adobe XD.

**View prototype**:
https://xd.adobe.com/view/125cf817-64a0-45f2-8fb6-7fe51b5a8469-470f/

## CONCLUSION

The usability test of Nishiki Sushi shows that there are severe issues with the logic, functionality, and the lack of feedback on certain elements. There were a few problems

that all participants experienced problems with, including not being able to navigate back to the homepage, finding the sign-up button, and the lack of feedback and confusion during the checkout process. These problems relate to each of our three primary tasks. Our prototype addresses these issues and made improvements including:

- Making pertinent delivery and coupon information more visible on the homepage.
- Adding an "Account" navigation label with "Sign Up" and "Sign In" as sub-categories.
- Colour updates on the "Order Now" CTA on the homepage so that when it is hovered, the words are visible.
- The menu page now has an easily navigable local navigation across the top of the page instead of on the left side where it took too much screen real estate.
- Adding items to cart will trigger a modal providing feedback for users. As well, the cart icon at the top will show the amount of items added.
- Business hours are at the top of the page instead of the bottom so customers know when they can place an order.
- Checkout page has dine-in, pick-up, and delivery options higher at the page instead of hidden at the bottom.

Implementing the recommendations and continuing to work with users will give us the insights needed to continue improving the product. Not only will the updates improve user experience and make the website more user-friendly, but it will also improve business over time because the website will build trust and improve customer satisfaction.

To ensure a smooth implementation of the new website, onboard all employees and managers so that orders are not missed, and that in-store equipment corresponds to the new website.