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Assignment 3: Screener and Tasks

Screening Candidates

Strategy Overview

The strategy behind this line of questioning is to initially disqualify candidates who will probably never use the system and gradually shifts to partition viable candidates into usage, expectation and experience tiers.

Specific purposes for question groups are as follows:

1. Disqualify candidates who will never use any takeout system.
2. Disqualify candidates who will never be a customer of the franchise.
3. Disqualify candidates who will probably never use the system directly and partition remaining candidates by experience level.
4. Partition candidates by expectations of an online ordering system (e.g., expectation of interactive vs static menus, delivery timers, etc).
5. Partition candidates by openness to using an online system over calling.
6. Partition candidates by cumulative online experience.

Questions

1. How often does your household order food to be delivered (phone or online)?

- Never (go to #1a)
- Rarely (every few months)
- Occasionally (every few weeks)
- Frequently (every few days)

1a. If not, why not?

- Don't like takeout (preference, special dietary needs, etc) **(**disqualifier**)**
- Process is too confusing
- Takes too much time
- Other

2. Have you ever ordered pizza from Papa Johns?

Yes

No (go to #2a)

2a. If not, would you?

Yes

No (*****disqualifier*****)

3. Are you the person who does the ordering?

Yes

No (go to #3a, #3b)

3a. If not, why not? (check all that apply)

Someone in my household is better at that kind of stuff

It's too confusing

I don't like using the phone

I don't like using the computer

Other

3b. If you are not the person who orders, would you do it if the problems from #3a were fixed?

Yes

No (*****probable disqualifier*****)

4. What types of food have you ordered for delivery before (phone or online)? (check all that apply)

Burgers

Chicken

Ethnic (e.g., Chinese, Indian, Italian, etc)

Pizza

Subs/Sandwiches

Other

5. Do you prefer to order food online or via telephone?

Online

Phone (go to #5a)

5a. If via telephone, why? (check all that apply)

I'd rather speak to a human being

Online is too confusing

Had a bad experience ordering online once

I pay cash

I don't own a computer

Other

6. Which of the following websites have you used in the past? (check all that apply)

- Amazon
- Barnes and Noble
- Bing
- eBay
- Facebook
- Google
- State Department of Motor Vehicles
- TurboTax
- Yahoo

Tasking Candidates

1. Identify the cheapest and the most expensive pizzas.

Tests the discoverability of menu items and pricing of normal items.

2. Find any special deals.

Tests the discoverability of special menu items.

3. Build a lunch order for 15 of your coworkers. Be creative with the toppings and don't forget to include enough sides and drinks for everyone!

This scenario is generic enough to be very close to the common use case. Tests (a) how effectively the menu design shows how many people can be fed with any individual item, (b) how well the system flows from item to item, and possibly many other things that don't immediately come to mind.

4. Try to apply a printed-out coupon code to the order.

Tests how easy it is to modify an existing order.

5. Check out without registering for an account.

Tests the effectiveness of the anonymous ordering workflow.

6. Reset browser session, build an order first, then register for an account and check out.

Tests for breaks in the conceptual model during user conversion (e.g., the site "forgets" what the customer was ordering after they register and sign in).

7. Reset browser session, build an order, give special instructions for cooking and delivery, then check out.

Tests for issues with an uncommon order customizations.

8. Reset browser session, then build an order for pickup.

Tests for issues with an uncommon delivery method.

9. Attempt to checkout with a payment method of cash.

Tests for issues with an uncommon payment method.

10. Reset browser session, then, given a coupon, build an order that takes advantage of it.

Tests how well the system points the user at the right items when building an order coupon-first.