



Komeeda

USABILITY TESTING REPORT

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EXECUTIVE SUMMARY

Komeeda is an innovative food event startup that offers unique food experiences for its customers. We set out to conduct user testing for Komeeda so that we could identify and find solutions for usability issues on their website, Komeeda.com. Our goal with this study was to provide Komeeda with recommendations that would help communicate Komeeda's concept, organize event details in an effective and accessible manner, and get potential customers excited about Komeeda's event offerings.

We conducted a six-person **Moderated In-Person Usability Test** of Komeeda's website to carry out our project. We created a screener questionnaire to collect participants for our target user age group, location, food event interest, frequency of dining out, food app use, and comfort level eating with new people. Komeeda provided two current customers for this test, so our questionnaire was sent out on social media to collect four new users to participate in our sessions. Four tasks were created for our tests, two for mobile and two for desktop, which we followed up with post-task and post-test questions. Following our test sessions, we analyzed the users' comments and reactions to come up with the following five recommendations:



Recommendation #1
Improve overall usability of the 'Referrals' feature



Recommendation #2
Match system behavior with users' expectations in the 'What you get' section



Recommendation #3
Add a tagline to the homepage to effectively communicate Komeeda's Concept



Recommendation #4
Include Series description and individual taglines on Series page



Recommendation #5
Make Event details page more effective and persuasive

These recommendations will solve users' initial confusion over Komeeda's concept, 'Events' vs 'Series' distinction, discoverability of the 'Referrals' feature, and some interaction design issues. We believe that the implementation of these recommendations in future updates to Komeeda.com will greatly enhance the usability of the online experience for both new and current customers.

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INTRODUCTION



As an innovative and community-orientated food event startup, **Komeeda** deserves a website that is free from usability issues and provides customers with an enjoyable digital experience. Komeeda is based in New York City and provides opportunities for chefs and food adventurers to connect over meals, festivals, and food competitions. Komeeda’s website, Komeeda.com, includes ticket sales for these events as well as company details, event menus, information about Komeeda chefs, and more.

For this study, a team of three students from Pratt Institute - **Sanchit Kumar**, **Elise Fu**, and **Matt Bishop** - conducted **six moderated in-person user tests** to identify usability issues on Komeeda.com. For this user testing method, we employed a “**Think-Aloud**” standard for our participants so that they could speak freely about tasks as they completed them (Nørgaard & Hornbæk, 2006, p. 209). Screen recordings were captured using QuickTime and notes were taken during the sessions. Our team compiled and analyzed the results and came up with five design recommendations based on our findings.

In the sections that follow, we lay out the **methodology** of our moderated in-person user testing, present our **key findings**, and share our five design **recommendations**. We hope that these recommendations can be used to make Komeeda’s already appealing site even more attractive and easy to use for its valuable customers.

METHODOLOGY

Moderated in-person user testing is the gold-standard of usability research. This methodology allows for the highest assurance of identifying usability issues within a digital interface when compared to other research methods, such as the cognitive walkthrough and heuristic evaluation methods. In fact, research suggests that just having four to five participants of a target user profile will expose the majority of usability issues (Rubin & Chisnell, 2011, p. 126). While it is the most time-consuming and costly way to identify usability issues, the results of such an undertaking are invaluable to the successful restructuring of any digital interface. As discussed in the Introduction section, we utilized a “Think-Aloud” method for our sessions so that users would feel as comfortable as possible sharing their thoughts about Komeeda’s site as they completed each task. Our user test plan is provided below, but please refer to Appendix I for a complete version of our testing protocol.

Test Plan

Carry out the following tasks with two for mobile and two for desktop for each test session, switching the order for every user:

Tasks for Current Customer:

1. In your own words, please describe what Komeeda is.
2. You’re planning a night out with a friend. Use the website to book two seats for this outing.
3. You are looking for a food competition, find one that is under \$30 on the website and check out the event information.
4. Login to your account. Find the promo code to refer a friend to join Komeeda.

Tasks for New User:

1. Take a minute to explore the website, and tell us what Komeeda is about.
2. You’re planning a night out with a friend and want to eat. Find out what upcoming events available, and find the one interests you the most to book two seats and attend.
3. You are looking for a food competition. Please find one using the website that is under \$30 and check out the event information
4. Sign up with Komeeda - Invite a friend with your referral code.

Refer to Appendix I for post-task questions and post-test questions.

Participant Recruitment

Moderated in-person user testing involves five major steps: determining a target user base, collecting test participants, creating a test scenario, conducting user tests, and analyzing test data. In this study, we spoke with Jabber Al-Bihani, co-founder of Komeeda, and looked over information that he sent us to come up with a target user base. We came up with the following target user profile:

- Interested in new food experiences
- Frequently eats out for meals
- Lives in or near New York City
- Primarily 25+ years old
- Comfortable meeting and eating with new people
- Utilizes apps or websites to search for new restaurants or food events

From this, we created the following questions for a user screening questionnaire to sort through potential test participants:

- Gender
- Age
- Do you live in or around NYC?
- Do you attend food festivals or events?
- How often do you go out to eat?
- How comfortable are you meeting up and eating with new people?
- How do you search for new restaurants and food events?
- Please list any food apps that you currently use.
- What do you value most about restaurants or food events?
- Name
- Email
- Contact Number

We assembled this screening questionnaire in Google Forms (<https://goo.gl/ZbgQmU>) and sent out on Facebook, with a mention of a \$10 MetroCard, provided by Pratt Institute, and a \$10 Komeeda credit, provided by Komeeda, and received twenty responses. From those responses, we chose 4 people that reflected a range of genders, ages, sites used to find food events and restaurants while staying within our target user profile. We also included two returning customers of Komeeda that were recruited by Jabber Al-Bihani. We then scheduled all of our user tests and prepared for the sessions. With this collection of six users, we hoped to find usability issues that pertained to both first-time users and returning customers of Komeeda.

We proceeded to create a test scenario based on our client's goals and our knowledge of usability design and testing. For each session, we set out to have one moderator and one to two note takers (depending on the availability of each team member). The following is our moderator script that includes language used during our test as well as all of the steps taken during each session:

User Testing Sessions

We recruited 2 current customers and 4 new users to participant user testing in total. One moderator was responsible for moderating the user testing session, and the other one or two researchers observed and took notes. Each user took 2 tasks on desktop and 2 tasks on mobile and answered post-task and post-test questions (Appendix I). Each session took around 30 minutes, and the screen and voices were recorded.

User	User Type	Date	Task1	Task2	Task3	Task4
#1	Current Customer	Nov 15	Desktop	Desktop	Mobile	Mobile
#2	New User	Nov 17	Mobile	Mobile	Desktop	Desktop
#3	New User	Nov 18	Desktop	Desktop	Mobile	Mobile
#4	New User	Nov 18	Mobile	Mobile	Desktop	Desktop
#5	Current Customer	Nov 21	Desktop	Desktop	Mobile	Mobile
#6	New User	Nov 29	Mobile	Mobile	Desktop	Desktop



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FINDINGS & RECOMMENDATIONS

Key Strengths –

- All users praised site aesthetics
- Images of food were powerful hooks
- Users highly excited about Komeeda’s events



Key Improvement Areas –

- Users need more details about Komeeda’s concept
- Users were confused about ‘Events’ vs. ‘Series’
- Most users unaware of the ‘Referrals’ feature
- A few interaction design issues identified



Overall Metrics –

Issue	Number of Users	Percentage
Needed more details about Komeeda	6	100%
Not sure what Series are	3	50%
Liked site aesthetics	6	100%
Had trouble finding or understanding referral code	4	66.67%
Wants "share" button	3	50%
Wanted event detail changes	5	83.33%
Expected pictures to be clickable	5	83.33%

What we heard –

"The site is very **visually appealing!**"

"**Good pictures of food** make me want to go more!"

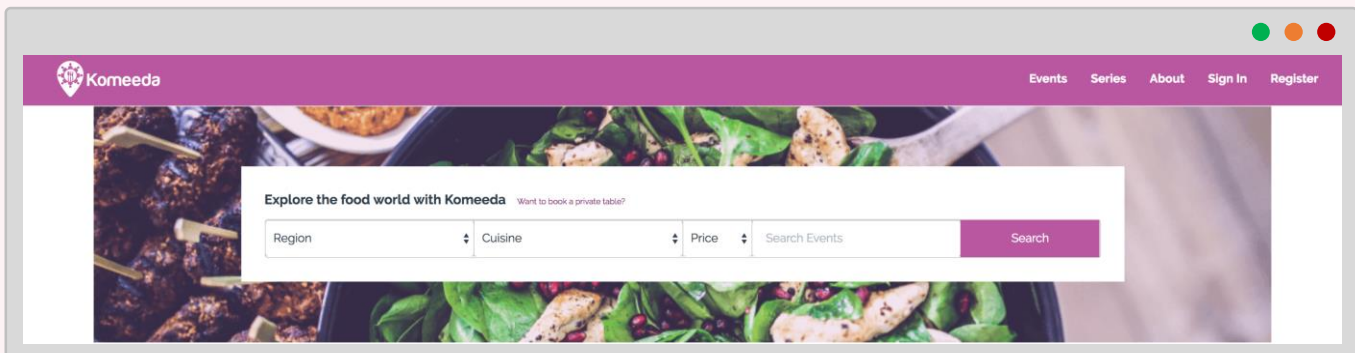
"This website is **pretty visual** and **straightforward.**"



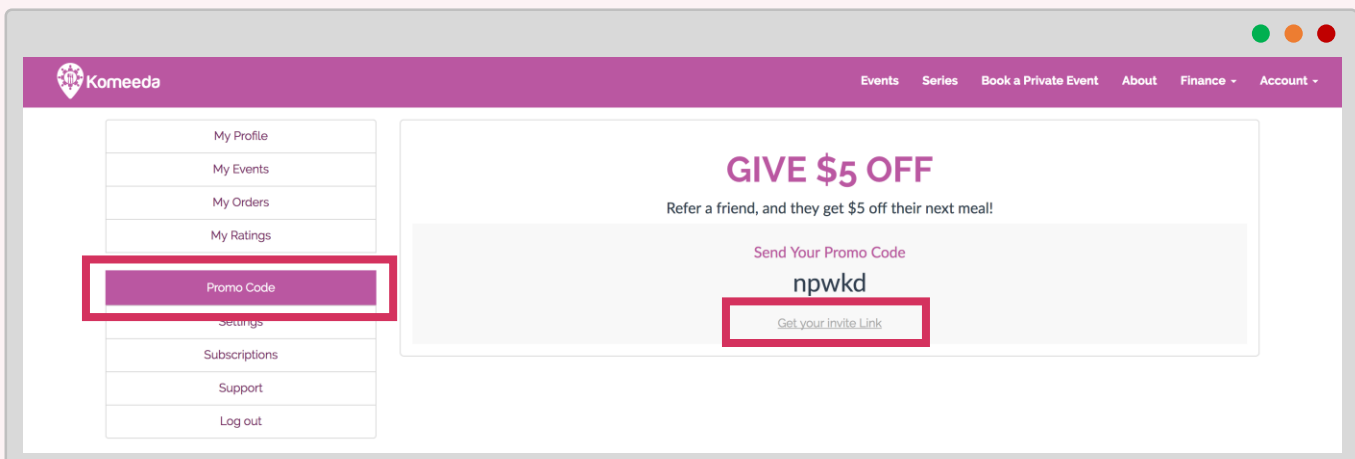
Recommendation #1: Improve overall usability of the 'Referrals' feature

The Problem

Considering that referrals programs are extremely useful in helping a company's user base grow rapidly, we planned a part of our study to focus on Komeeda's own implementation of referrals. All users were extremely pleased that Komeeda had a referrals feature, but it was found that five out of six struggled to locate it on the website. Some users also did not know that the feature existed until the study was conducted, indicating that from a usability standpoint, the feature suffers from poor discoverability. Furthermore, the study also revealed that users found the interactions involved in the referral code sharing process, a little confusing. This was mostly due to the fact that obtaining the referral code was a two-step process. Three users also specifically mentioned that they too would like to have an incentive for referring a friend, as the current implementation of the feature only offers a discount for the person who the referral code is being sent to. Another important finding unearthed from our study was the fact that users would like to have options to share the referral codes via various channels such as email, SMS or social media to cater to varying user behavior.



Above: Referral not highlighted on the homepage

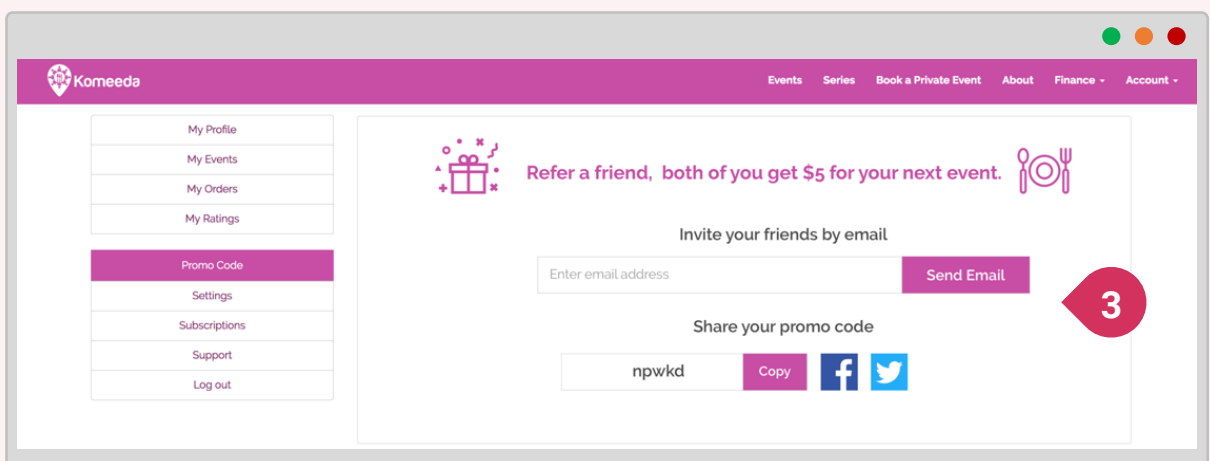
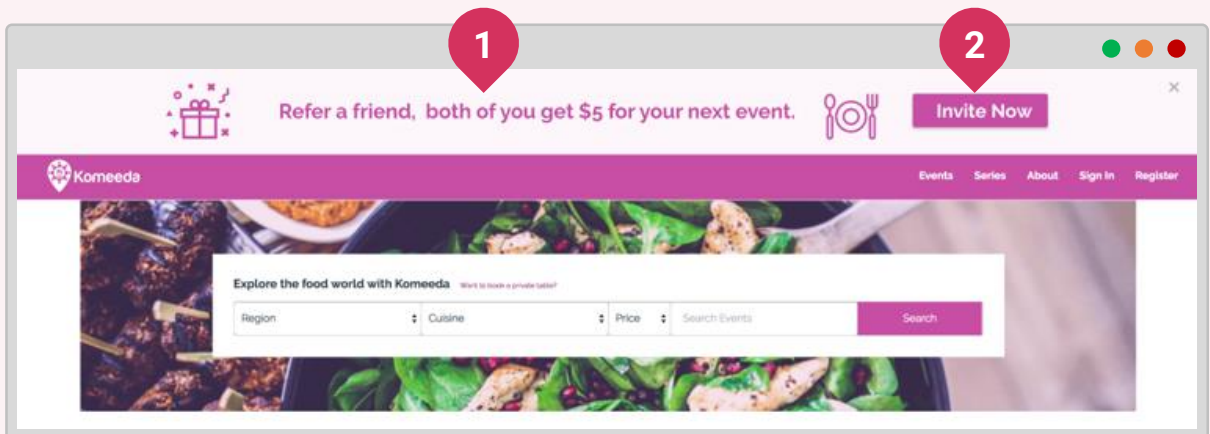


Above: Deeply buried referral code section + 2 step process

Our Recommendation

We recommend the following changes to the interface for improved usability:

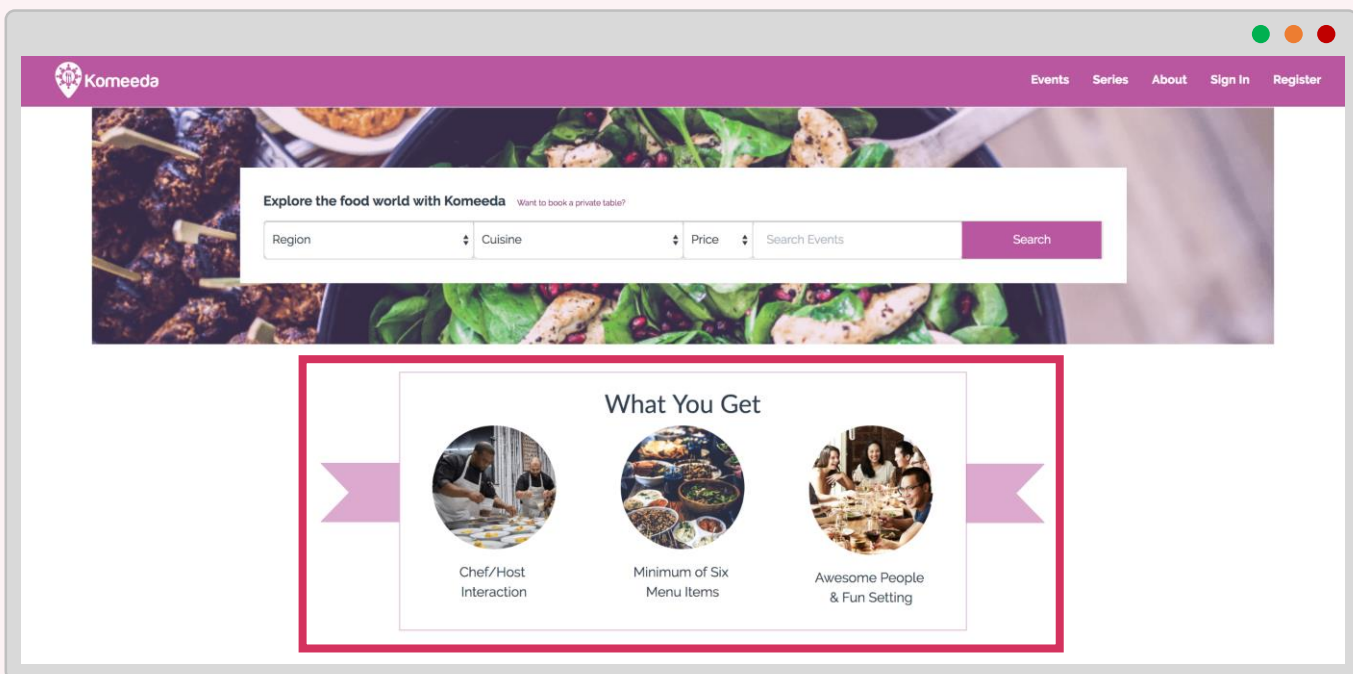
- 1 From a User Experience standpoint, it is essential to motivate users to perform actions which are vital for the growth of the business. Therefore, we recommend adding an incentive for the user, in addition to the discount given to the person they are sending the referral code to. This will act as a motivating factor for users to refer more friends, that will increase the user base for Komeeda.
- 2 Also, in order to improve the discoverability of the referrals feature, we recommend making this section more prominent and placing it in more accessible places, such as the Homepage in the form of a banner at the top. This would then become more eye-catching, thereby improving the discoverability. Like many other websites, it would also be a good idea to promote the referrals concept via emails sent to the existing users.
- 3 Finally, we also recommend improving the overall usability of this feature by adding multiple channels for sharing the referral code and reducing the number of steps required to successfully make a referral by automating the supporting text that goes along with a referral message.



Recommendation #2: Match system behavior with users' expectations in the 'What you get' section

The Problem

Through our usability study, we found that while most users loved the visual imagery used all over the website, three out of six users specifically mentioned that they expected the images under the 'What you get' section to be interactive. Our team also observed that a user attempted to tap on the images within the 'What you get' section, and later realized that there was no interaction possible. This behavior is also partially due to the fact that the three sub-parts of the 'What you get' section were not clear enough for the users, with two users mentioning the need for more descriptive text, which caused them attempt to tap or click for more information.



Above: Users expected 'what you get' images to be interactive

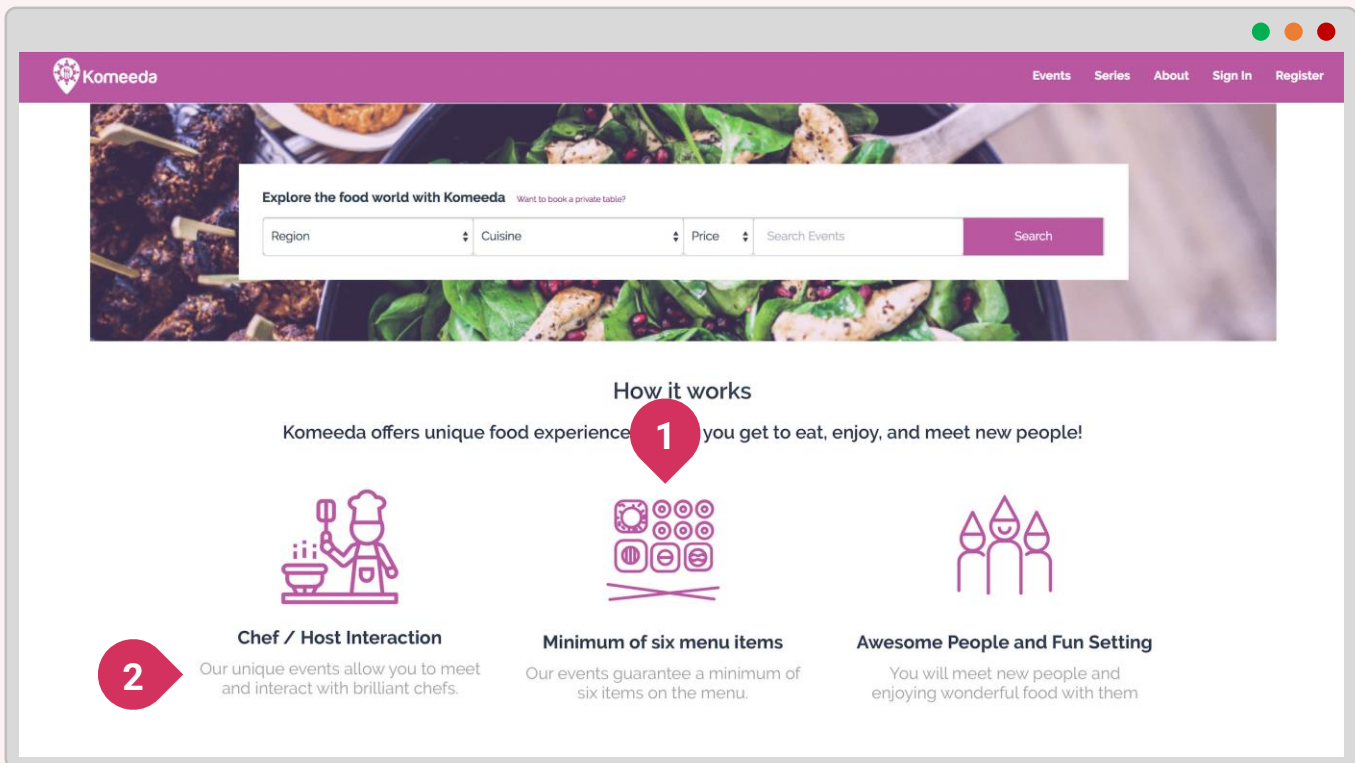


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Our Recommendation

We recommend the following changes to the interface for improved usability:

- 1 The Komeeda website is image-rich and has a lot of interactive user interface elements that make use of pictures to draw users' attention. This strategy works extremely well, but it molds the users' expectations in such a way that they expect other similar images used on the website to be interactive as well. The best way to tackle such usability issues is to create a match between the system and users' expectations. Therefore, in order to remedy this pain point, we recommend replacing the static images used within the 'What you get' section, with icons that convey the same meaning.
- 2 We would also recommend adding more descriptive text underneath each of the three subsections to help users develop a better understanding of 'What you get'.

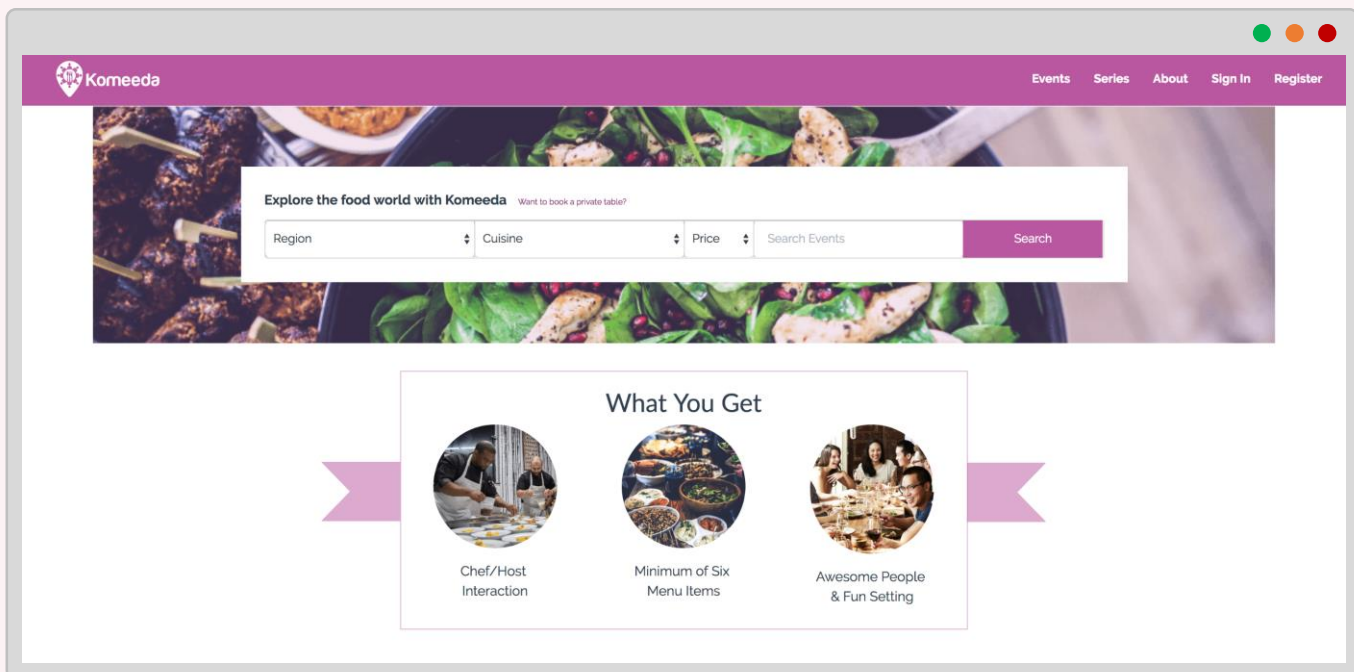


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Recommendation #3: Add a tagline to the homepage to effectively communicate Komeeda's concept

The Problem

While users seemed excited about Komeeda's offerings, they were a bit confused about what exactly Komeeda is. Users generally seemed to understand that food events were important, but all six users that participated in our study either expressed confusion about the company's mission or said that they wanted more general information about Komeeda upfront. One user exclaimed, "the site should say 'who we are,' 'what we are,' and 'why we do this,'" demonstrating that this information was missing from her first contact with Komeeda's website. We observed that users had to discover what Komeeda is on their own either by going to Komeeda's About page or undertaking significant exploration on the site. The homepage, in particular, is lacking a clear enough signifier to the company's mission, so we came up with a solution to correct this.



Above: Komeeda's full concept not clear on the homepage



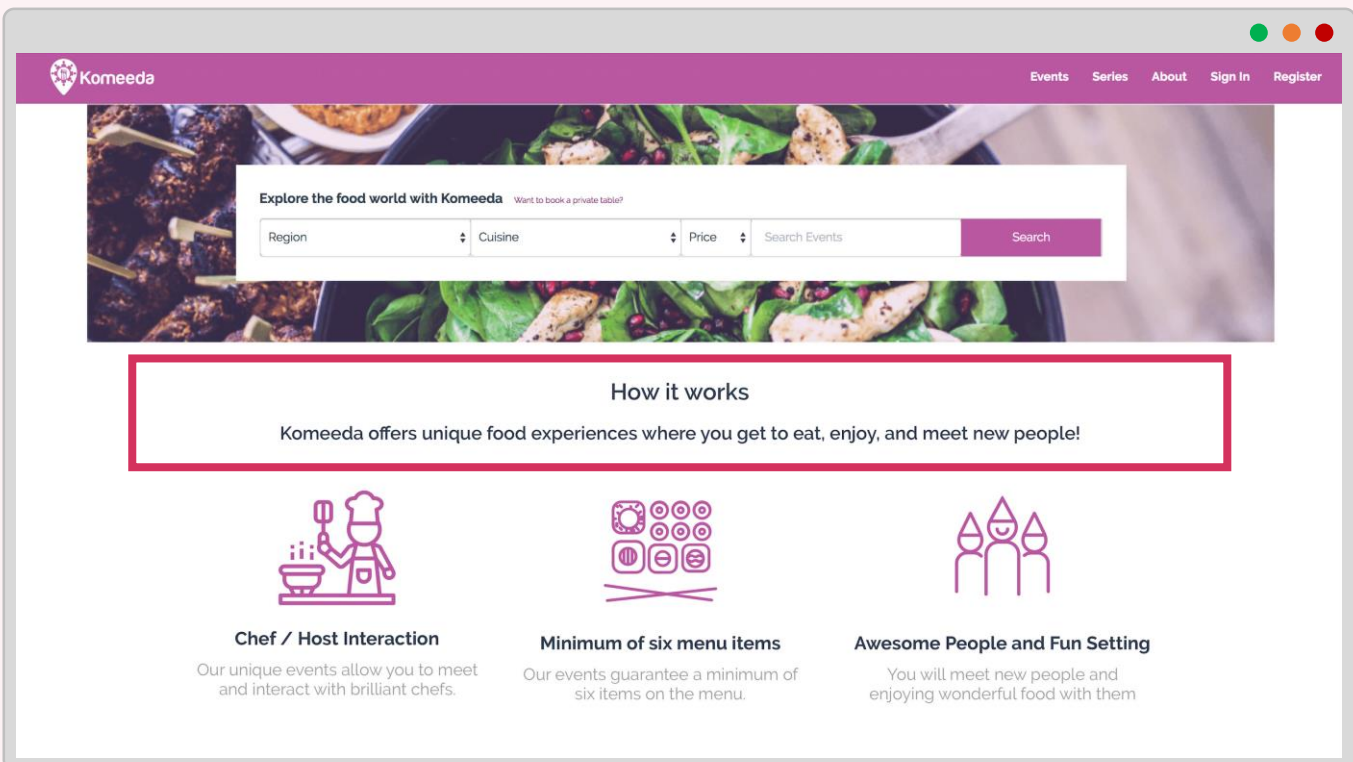
Continue

Our Recommendation

We recommend the following changes to the interface for improved usability:

Add a powerful tagline on Komeeda's homepage that summarizes, in one or two sentences, exactly what Komeeda is about. This should be placed on the homepage so that first-time users do not spend any additional time discovering the company's mission. In order to stay consistent across desktop and mobile interfaces, we recommend placing this tagline directly below the "What You Get" label so that it is always visible on the first screen of the site on every device without requiring any scrolling to read it. The text should be vibrant and alluring so that a user will not miss it. Example taglines are follows:

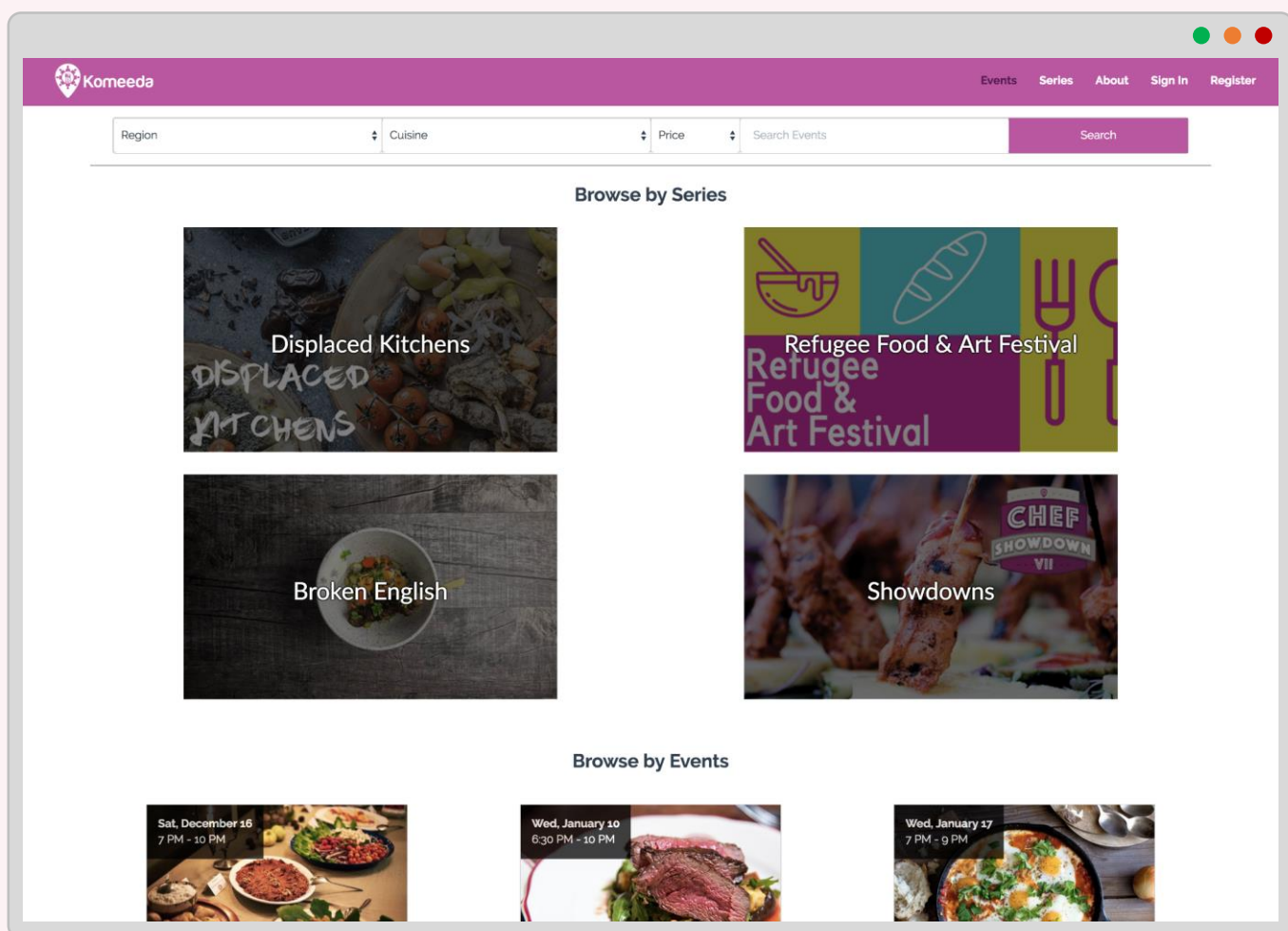
- "Komeeda offers you unique food experiences by combining innovative restaurants, top-tier chefs, and delicious meals. Come join our Kommunity!"
- "Komeeda offers unique food experiences where you get to eat, enjoy, and meet new people!"
- "All-inclusive meals with unique twists – try one of our great events to experience what Komeeda is all about!"
- "Eat, enjoy, and come together with our unique food experiences!"



Recommendation #4: Include Series description and individual taglines on Series page

The Problem

Our test participants were very interested in the series that Komeeda has to offer, but only after they understood what they were. Users had trouble discerning what the difference was between the Events and Series options on the site's main menu, and we believe that this might have to do with a lack of explanation about the series on Komeeda's site during initial contacts. Even after clicking on the Series menu button, 50% of our test users did not understand or expressed confusion about series offerings. One user added, "'Displaced Kitchens' doesn't make sense to me." and "I don't know how 'Broken English' relates to food." We identified two opportunities for improvement in response to this.

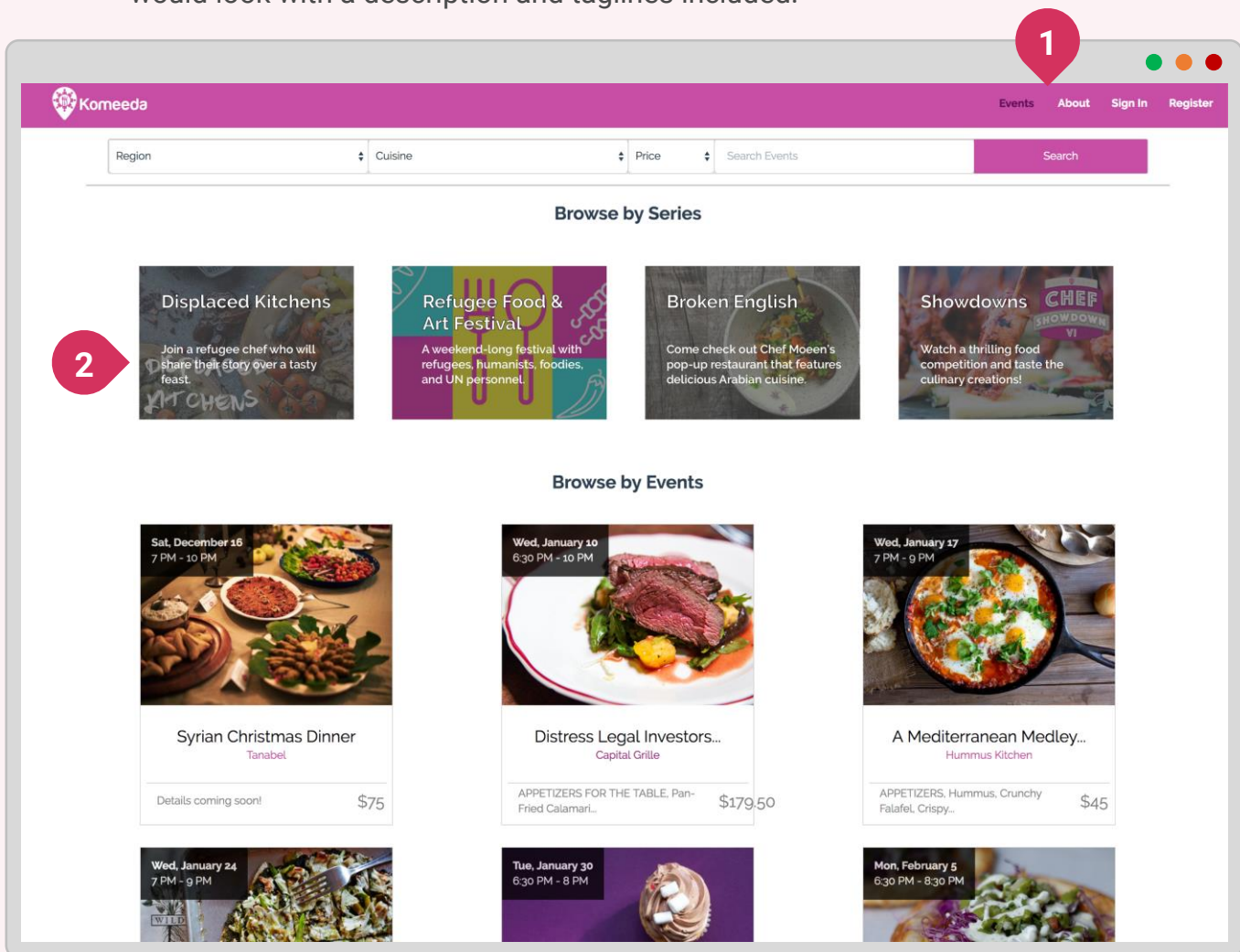


Above: Users were confused about series and what each of them meant

Our Recommendation

We recommend the following changes to the interface for improved usability:

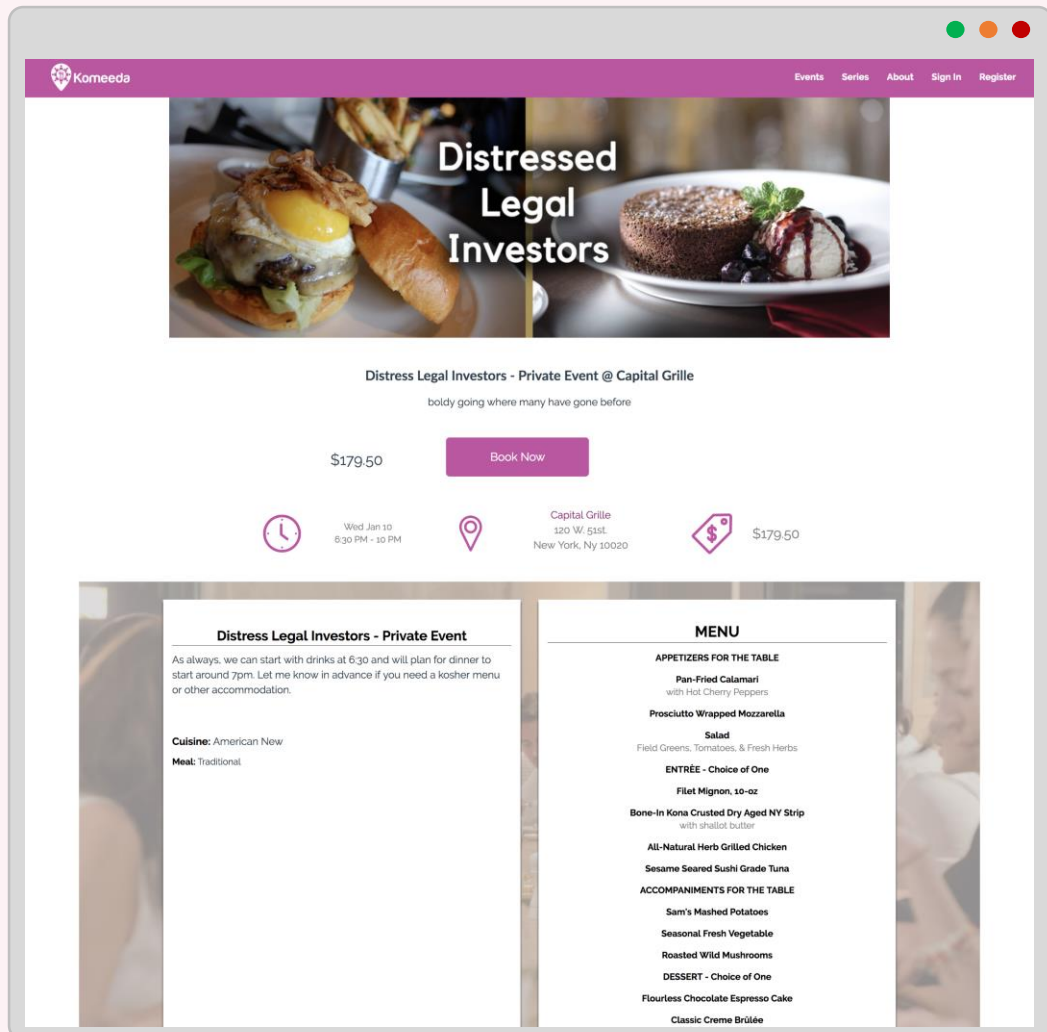
- 1 Remove the Series option in the navigation menu and add its contents to the Events page
- 2 Add specific taglines for individual series offerings. Similar to the taglines used in our last recommendation, one or two sentences should be included underneath each series offering so that users do not have to click on them to understand what they are about. Unlike the last recommendation, however, these taglines should be in a smaller font size and less vibrant than the series titles themselves. In the image below, we demonstrate how the Series page would look with a description and taglines included:



Recommendation #5: Make Event details page more effective and persuasive

The Problem

The Komeeda website has exciting event listings, and the beautiful imagery that is accompanied by each listing is able to captivate the users and draw them in. However, through our study, we found that once the users got excited about a certain event and clicked or tapped on it, they expected to find more concise and effective details about their selection. Five out of six users pointed out that the event description was either too wordy or difficult to locate. Some users also mentioned that the description did not fully explain all the unique aspects of various events. Five users also expressed the need to learn more about chefs that would be a part of the events. The ability to share events with friends, along with a clearer way to understand the location of the venue through a mini map-like interface were some more features requested by users to enhance the event details page.

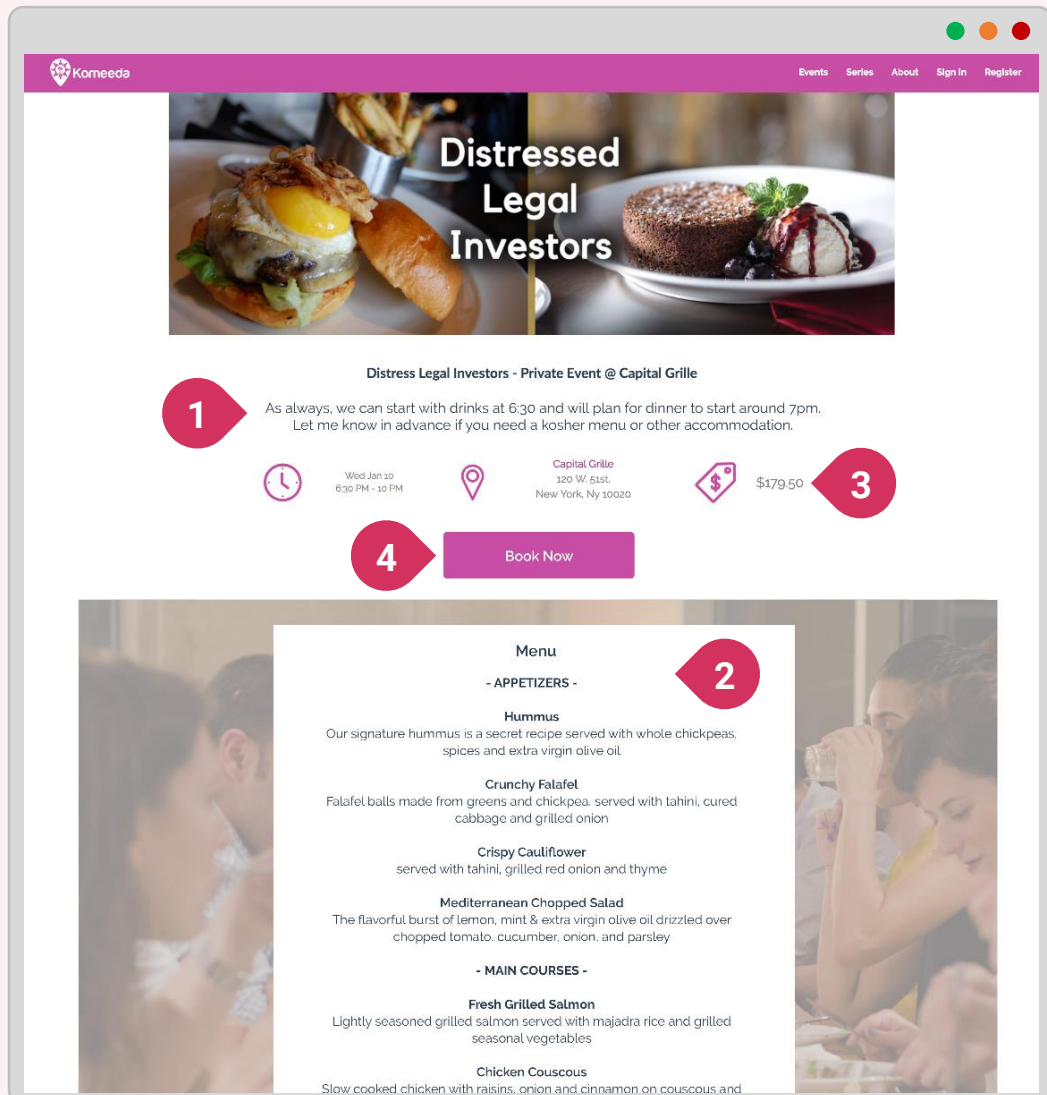


Above: Users expected a more effective event details page

Our Recommendation

We recommend the following changes to the interface for improved usability:

- 1 Move the event description from next to the menu to directly underneath the event title, so that users can get a quick and clear idea about the event. This will also improve the readability of the menu, especially on mobile devices as the need to scroll will be eliminated.
- 2 Remove the price mentioned on the left side of the 'Book Now' button, while keeping the price with the accompanying icon as is, so as to avoid redundancy.
- 3 Place the 'Book Now' button under the three icons, so users can take actions after they see the basic information about the events.



CONCLUSION

Users overall praised the **visual appeal** of Komeeda.com, with comments about the **good use of color** and **pictures** to make events and food offerings seem particularly **enticing**. However, our test users had trouble with some navigation and clarity issues when it came to locating and understanding certain information about specific events, series, the referral code, and Komeeda's mission. Based on these findings and our usability expertise, we formulated the following **recommendations** to effectively soothe the users' pain points:



Recommendation #1
Improve overall usability of the 'Referrals' feature



Recommendation #2
Match system behavior with users' expectations in the 'What you get' section



Recommendation #3
Add a tagline to the homepage to effectively communicate Komeeda's Concept



Recommendation #4
Include Series description and individual taglines on Series page



Recommendation #5
Make Event details page more effective and persuasive

We believe that implementing a plan to respond to these five recommendations will **solve the major usability issues** that we identified in this study. Komeeda's site is already very appealing to both new and old users, so following our suggestions could make an already enjoyable Komeeda experience even better.



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REFERENCES

Nørgaard, M., & Hornbæk, K. (2006). What Do Usability Evaluators Do in Practice? An Explorative Study of Think-Aloud Testing. Proceedings of the 6th ACM Conference on Designing Interactive systems - DIS 06, 209-218.
doi:10.1145/1142405.1142439

Rubin, J., & Chisnell, D. (2011). Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (2nd ed.). Indianapolis, IN: John Wiley & Sons, Inc.



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APPENDICES

Appendix I – User Testing Protocol

Before the Session -

Arrive early and set up the testing environment:

1. Set up QuickTime recordings on computer and create new project
2. Organize and arrange all necessary documents and materials:
 - a) Two pens or pencils and paper for the participant
 - b) Copy of printed Consent Form
 - c) Printed Moderator script
 - d) Paper and pen for your notes if necessary (other group members will be primary note takers)
 - e) Laptop and phone with charger (if needed)
3. Open Google Chrome:
 - a) Clear the browser history and cache
 - b) Open all necessary links in different tabs:
 - I. Komeeda website: <http://www.Komeeda.com/>
 - II. Pre-Test Questionnaire (for old customers)
4. Greet your participant!

Introduction & Informed Consent

Thank you for attending this user test. We are students of Pratt Institute who are working on a usability project and we are meeting interesting people like you to help us.

In our study, we will be asking you to perform some tasks on a website that we selected for our project. We will also be recording you as well as your screen for the purpose of our research.

All of your information and recordings will be kept completely confidential and will only be used for our research, that's our promise to you. Your name and contact information will not be revealed in our final report.

Also, do what comes naturally to you, as this is just a study and not a test of you. There is no right or wrong way of performing any task in this study. If at any point, you wish to take a break or stop, feel free to let us know.

Please review and sign the consent form.

Appendix I – User Testing Protocol

Pre-Test (for old customers)

We would like to learn a little bit more about you so we want you to take a few minutes to fill out a brief questionnaire. While you are free to answer as many or as few questions as you desire, under no penalty, we ask you to provide as many responses as possible, since your confidential data will assist test conductors with obtaining the optimal test data for thorough analysis. Please complete this questionnaire.

Shall we begin?

[Start recording]

Tasks:

1. Take a minute to explore the website, and tell us what Komeeda is about. If old customer: In your own words, please describe what Komeeda is.
2. You're planning a night out with a friend and want to eat. Find out what upcoming events available, and find the one interests you the most to book two seats and attend.
3. You are looking for a food competition. Please find one using the website that is under \$30 and check out the event information
4. Sign up with Komeeda - Invite a friend with your referral code. If old customer: Refer a friend and find a Komeeda event that you have attended in the past.

Post-Task Questions:

Task 1

1. How confident do you feel about your understanding of what Komeeda is?
2. How can we help you have a better understanding of Komeeda? (If not confident.)

Task 2

1. How easy was this task to perform? Why?
2. Would you hypothetically go ahead with the purchase? If not, why? If yes, what motivated you?

Task 3

1. How easy was this task to perform? Why?
2. How easy was it to understand what the event was about?
3. What other information are you expecting to see that are not there?

Task 4

1. How easy was this task to perform? Why?
2. How comfortable would you be in registering with your social media account?
3. Would you feel comfortable sharing your other social handles on Komeeda?
4. What would drive you to invite your friends to be a part of the Komeeda family?

Appendix I – User Testing Protocol

Post-Test Questions:

1. How would you rate the overall appearance of the website on a scale from 1 to 5? (1 = very bad, 5 = very good.) Why?
2. Did you find anything frustrating? If so, what frustrated you most about this site?
3. If you had a magic wand, how would you improve this site?
4. What did you like about the site?
5. How likely are you to recommend this site to a friend or colleague (0=Not at all likely to 10=Very Likely)?
6. How would you compare the desktop and mobile experience?
7. If you had a good experience with Komeeda, how can we keep you to keep coming back to the website?

Debrief

We really appreciate your time and feedback. Please remember that all the information you provided to us will remain anonymous and confidential and will not be shared with anyone outside of the research team (us, our professor, and our client).

If you think of any other questions or comments, please feel free to contact us. Thanks again for your time!

[Stop recording]

After the Session

[Talk with the evaluation team and make a list of all the problems we observed during the session. Problems will include things the participant said and things they did that were unexpected or incorrect.]

Following the completion of the test sessions, our team compiled our findings, created tables of comments and major usability complaints and compliments, and discussed how to move forward. We identified five areas for opportunity on the site based on the study. From this, we came up with five usability design recommendations and created mockups to illustrate our recommendations.



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Appendix II – Overall Users Feedback

User 1:

1. Likes logo placement
2. Likes colors and overall design
3. Wants more customer testimonials
4. User said that she will use friend referral code in the future
5. User only recently discovered the private table/events option: would like this to be customizable through checkboxes (either for specific foods or event types, or for rating scales how important certain event aspects are). This could be useful for work or organization parties.

User 2:

1. 2.5/3. Layout is funny, but good overall.
2. Not very frustrating, but purpose is vague (except under “About Us”). User recommends putting a short blurb underneath the search bar on the desktop version. (User noted: “looks like it caters to a diverse population.”)
3. No other suggestions besides layout. The site is already “visually appealing.”
4. User like the bright colors and pictures.
5. 2.5/3 to recommend to a friend. User finds that this site has a “very specific purpose” and would only recommend it when she wants to find a friend to go to an event with
6. User prefers mobile version since it is straightforward and has a good layout
7. Would come back to use a promotion or to check out an event with a friend (after having a good experience). User would like a newsletter or alerts for certain food types or event locations (she feels that she would interact more if she could set her preferences and the site alerts her for specific events)

User 3:

1. 4-overall, it is clean, only thing don't like is register page is too bright. It's a very nice website.
2. Only frustrating is signing up, but that's because myself don't remember password, but the error didn't mention what problem to solve
3. A very easy website to learn and browser
4. Recommend to friends, 10, really interested
5. Mobile and desktop, prefer desktop over mobile, because mobile is small screen, so I need to put phone closer. They look pretty much the same.
6. Don't have suggestions for mobile
7. How to keep you back: more choice of the events. See there are a lot of events in the past, so that's good. Like it that people can see what events in the past.
8. No questions, really cool site.

Appendix II – Overall Users Feedback

User 4:

1. Overall appearance, 3.5, standard to be a website having new service, like it is simple, but it took me a long time to get the concept of the website, after browsing
2. Frustration, not that many events are offered, if there are only 2-3 menu will be a little confused
3. If there are a lot of upcoming events, I don't see the point of showing past event, but I think it is reasonable
4. I will try to let people know the concept on home page, and show some example and events on the homepage
5. I will try the concept before recommending to friends, 7, because I think people will be interested
6. Desktop-mobile, desktop is simple, and able to do the same thing on phone, probably use the phone more, because it is simple, show the detail
7. What brings you back, unique experience, different from I go to restaurant, that's why I will try the website, not only know you will meet a lot people, also know how you will get to taste and more about food

User 5:

1. Solid 4 on appearance, almost a 5
2. Finding the competition was a little frustrating
3. Make the website less clunky, as it is very segmented
4. She loves the images / visuals. She likes the color scheme.
5. Events are mostly clear
6. Would highly recommend a
7. She wants an incentive to refer friends, that would motivate her to come back.
8. She suggests to have something like Komeeda ambassadors.
9. She also suggests to have a Komeeda Community Facebook group to make sure people stay in touch and also spread the word and get connected with new people, make new friends.
10. At the bottom of the home page, you see community members but you can't really do anything with those.
11. She thinks mobile is crucial.



Continue

Appendix II – Overall Users Feedback

User 6

1. Overall appearance from 1 to 5 (5 being good). User rated it 4.5. Consistent between mobile and desktop. Likes how it's image oriented with descriptions. Image is very important for a website about food. "Good pictures of food make me want to go more"
2. Promo code part was frustrating as well as finding food competition.
3. Didn't like how filters looked, and it's the first thing she saw. Would like to see list of events first to get excited. "Get me excited." Add better navigation (add subsections) - thought type of events were links.
4. User likes the images and the menus. Likes how time, place, and price were clearly listed. (Did not like that she couldn't invite friends while signing up for an event - wants share button here)
5. 7 out of 10. "Not a lot of information on the site yet." Would recommend to a friend if she found a specific event that she thinks a friend would like (would not share event, she'd share event...would need site to be very unique to recommend the site...she feels that there are a lot of sites like it online)
6. Like that mobile can focus on one thing at a time. Too much information side by side on desktop. Add more images on desktop (add "slideshow")
7. Feature or email events would help. Or if she learned more at the event itself.

--- Thank You! ---