Expert review of Domino's Pizza Nederland

By Team One, consisting of:
Evi Sijben, s4476727
Sébastiaan Versteeg, s4459636
Robin Tonen, s448668
Sjoerd Hemels, s4468430

Introduction

In this review, you will read our findings upon reviewing the Domin's Pizza Order App, which can be find in the Google Play Store under the name of "*Domino's Pizza Nederland* ". The developers name is "*Domino's Pizza Enterprises Unlimited* ". It has a rating of 3.3 stars out of 5. The purpose of this app is to for users to place an order at Domino's from their phone, without calling.

First off, we will briefly explain our choice of target audience, which will be expanded by multiple persona profiles. Afterwards, we will explain how we have done our research and along, give our findings, until we reach our conclusion. Afterwards, there will be a few suggestions to problems that desperately need fixing. At the end, one can find ,as appendices, the individual findings of our evaluators.

Target audience

The people who will order Domino's pizza the most, will most likely be people who suffice one of these features:

- Don't have the skills/abilities to cook
- Don't have the time to cook
- Don't have the sufficient tools to cook
- Genuinely like to eat a lot of fast food
- Too lazy to cook

Persona profiles

Ramon van Gastel

Gender: Male
Age: 20
Location: Nijmegen
Occupation: Student

Motivations
Ramon is very hungry, but he's too lazy to cook.He is also very busy procastinating, thus he doesn't have time to get some take out. he needs his dinner to be delivered to him. After recently eating pizza for the first time, he wants to get more experience eating well-flavored food and after searching in his app store, he found the Domino's order app.

Goals
- Needs food
- Doesn't want to leave his appartment
- Hoping to eat something delicious

Frustrations
- Always eating the same take-out
- Having too little time

Sharon Rock

Gender	Female
Age	22
Location	Amsterdam
Occupation	Interior designer

Motivations

Sharon likes to party. She invited her friends over to have a few drinks. After serving them and getting slightly drunk, they started to grow hungry. Because fast food counter the effects of alcohol, they decided to order pizza.

Goals
- Needs food
- Needs to feed her friends

Frustrations
- Cooking
- Asian food

Peter Rooster

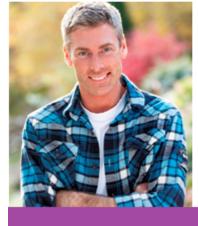|	
Gender	Male
Age	43
Location	Groningen
Occupation	Manager

Motivations

Peter just divorced from his wife. He got a new apartment because his wife won the house in the divorce battle. He doesn't have a kitchen and all of his goods are still unpacked, so he decides to order a pizza because he doesn't need to cook and there is no cutlery to be unpacked for eating pizza. Also because pizza understands.

Goals
- Getting food

Frustrations
- Unpacking his belongings
- His wife
- Cooking

Heuristic Evaluation

All authors of this paper have evaluated the app. We have developed multiple scenario's, which were done by multiple evaluators. The app was evaluated by the evaluators in separate rooms, in order to keep the influence of one another to a minimum. Due to one of the evaluators not having an android phone, two evaluators had to share a smartphone, but the evaluations were done at a different time, again to keep the influence to a minimum. The scenario's all end at the payment options since the evaluators felt they had no need of pizza. Since there was no research fund, all the evaluations end at the payment options. The scenario's do include using a voucher or coupon code though, for that option could be selected before actually paying.

The scenario's:
- Order a pizza hawaïï
- Make your own pizza in the "pizza chef" menu and order it
- Order any large pizza and use the voucher code 11075, in order to pay less
- Order a vegetarian pizza, by ordering a regular vegan pizza or making one yourself

Aggregate findings

- Minor issue: While the pizzas themselves are clearly labelled as being vegetarian, the ingredients are not. It took the user some time to individually assess each ingredient as being vegetarian or not. Since the user is already familiar with the symbols used on the previous page, they should be used here as well.
  This problem is relevant to all vegan users.
- Major Issue: The application crashes when selecting more than 11 ingredients. If the store cannot accept more than 11 ingredients per pizza, the user should be notified of this in favour of the application simply crashing.
  This is relevant to all users, but most likely the recently divorced man, since the others don't have the money for an euro per topping.
- Cosmetic Issue: The user has scrolled down to the bottom of the page to add their own ingredients. As the button to add the pizza is located in the dead centre of the page, it takes some time for the user to find it again.
  This is relevant for all personas.
- Minor issue: Application takes some time to load. This causes the user to accidentally press a button that hadn't loaded yet. While reversal of this mistake was simple, it could have been avoided by not loading a popup window while the user was already performing input.
  This is relevant for all personas.
- After clicking on the "nutrition information" button, the user goes to an incredibly unclear screen, instead of simple nutrition info.
  This is most relevant for the part girl, who will have to keep her friends and their special requests and allergies in mind when ordering pizza's.
- Minor issue: The user pressed the delete button instead of the edit button, it is too small on a smartphone screen
  This is relevant for all personas.
- Minor issue: ZIP-codes with spaces are not allowed in the input field. The Dutch way of writing a ZIP-code is without space, but is common to use one. Bonus orders are just popping up, but it looked like a selected pizza.
  This is relevant for all Dutch users.
- Major Issue: The application doesn't go back to the previous page.
  This is relevant for all users.

- Cosmetic Issue: The user can scroll anywhere on the page, but the topbar with the graphical back button is scrolling too! So he has to scroll back up top to go back if he can't use the physical button on the device.
  This is relevant for all users.
- Cosmetic issue: Gets an annoying pop-up every time he enters Pizza Chef while the same pop-up can easily be called again after clicking on the (?) button.
  This is most relevant for the recently divorced man, since the other two most likely will not take the time to make their own pizza and instead go for the easy, premade option.

Problem classification

1. The app crashes after adding 12 toppings instead of the allowed 11.
2. The app takes too long to load only a few options.
3. When pressed "back", doesn´t go to the previous page.
4. The delete button is too close to the edit button, sometimes ending in deleting the pizza instead of editing it. And since there is no button to confirm deleting it, one has to go completely back to re-order their pizza.
5. The same pop-up enters every time when one enters the pizza chef menu. This can easily be avoided the second time and the same pop-up is found under the (?) button, making it unnecessary to pop up the pop-up every time.
6. The app is unclear regarding which ingredients are vegan and what pizza or item has what nutrition.
7. There are scrolling issues in the app.
8. The user cannot enter zip codes with a space, even though that is very common in the Netherlands and the app is called "Domino's Pizza Nederland."

Conclusion

Even though there are a few problems with the app, it is still very usable. Some problems, although grave, will not happen very often, for instance entering 12 toppings on one pizza.

Suggestions

There are a lot of bugs that can be fixed very easily. The first problem that should be tackled should be the crashing of the app after adding 12 toppings. Another thing that should be fixed is the loading time. This will most certainly be a nuisance for every user and this can easily be fixed by making an app which does not ask the site every detail of every small thing. As for the delete and the edit buttons, there only has to be a pop-up asking the user if he is sure that he wants to delete the item from the list. The two buttons are not fat fingered often, but when they do, this is an easy fix. As for the pop-up in the pizza chef menu, that is of great nuisance to everyone who makes his/her own pizza. Again, it is an easy fix to only get the pop-up the first time you open that menu and there is no need for it to be opened every time, since one can very easily click on the (?) button and get the pop-up.

Appendix A; Robin Tonen

Evaluation Dominos Bestel App.

First Attempt:
* Store is still closed, user is prompted to place an order at a specified time.
* User scrolls down to find the 'Be The Chef' pizza.
* Slight confusion as to what ingredients are actually vegetarian.
* Attempting to choose more than 11 ingredients crashes the application, requiring a restart.
* User scrolls up and down a few times to find the option to add the pizza to the order.
* After adding a drink, the user arrives at the payment options. We break off the evaluation here to avoid accidentally actually ordering a pizza.

First Attempt problems:
* Minor issue: While the pizzas themselves are clearly labelled as being vegetarian, the ingredients are not. It took the user some time to individually assess each ingredient as being vegetarian or not. Since the user is already familiar with the symbols used on the previous page, they should be used here as well.
* Major Issue: The application crashes when selecting more than 11 ingredients. If the store cannot accept more than 11 ingredients per pizza, the user should be notified of this in favour of the application simply crashing.
* Cosmetic Issue: The user has scrolled down to the bottom of the page to add their own ingredients. As the button to add the pizza is located in the dead centre of the page, it takes some time for the user to find it again.

Second Attempt:
* User accidentally selected the wrong date for the pizza to be delivered. Selecting the correct date erases the time selection.
* User accidentally orders a 'Gyros Pizza' as it is currently a bonus offer.
* Item is immediately removed again by the user.
* The user continues by pressing 'volgende' twice. It takes several seconds to load and pass the 'specials & pasta' menu.
* Arriving at the payment options, we stop the evaluation once more.

Second Attempt Problems:
* Minor issue: Application takes some time to load. This causes the user to accidentally press a button that hadn't loaded yet. While reversal of this mistake was simple, it could have been avoided by not loading a popup window while the user was already performing input.
* Cosmetic issue: Even without a popup, loading takes some time. Going past a screen where none of the items are desired takes several seconds. This is long enough for the user to notice the applications lack of speed.

Appendix B; Evi Sijben

Minor problem:
Als ik bij de een bepaald product de nutritinal information wil zien, krijg ik allemaal pdf opties en als ik een van deze pdf's openen kom ik in een browser. Dit gedeelte van de app is erg onoverzichtelijk en omslachtig.

Major problem:
De app heeft vaak lang nodig om te laden. Dit is geen goede zaak.

Major problem:
Als ik meer dan elf ingredienten op mijn pizzachef pizza wil doen dan sluit de app af. Dit is erg vervelend omdat je dan weer vanaf begin af aan moet beginnen.

Appendix C; Sébastiaan Versteeg

Evaluation Dominos Bestel App.
First Attempt:
* User has problems finding a working ZIP-code.
* After reaching the order menu, the user seems confused what he can do now.
* When choosing the pizza's option, the user gets a notification. He's annoyed, since it shows a pizza he doesn't want.
* User presses the back button on the device to go back, but the app is not going back to the page where he just was.
* We break off the evaluation when the order is complete to avoid actual accidental orders.

First Attempt problems:
* Minor issue: ZIP-codes with spaces are not allowed in the input field. The Dutch way of writing a ZIP-code is without space, but is common to use one. Bonus orders are just popping up, but it looked like a selected pizza.
* Major Issue: The application doesn't go back to the previous page.
* Cosmetic Issue: The user can scroll anywhere on the page, but the topbar with the graphical back button is scrolling too! So he has to scroll back up top to go back if he can't use the physical button on the device.

Second Attempt:
* User successfully orders a pizza hawaii.
* User successfully orders a be the chef-pizza
* In the attempt to order a large pizza, the user forgot to make it large
* Item is accidentally removed instead of edited in the order overview.
* User successfully orders a large pizza using the coupon code
* (3x) Arriving at the payment options, we stop the evaluation once more.

Second Attempt Problems:
* Minor issue: The user pressed the delete button instead of the edit button, it is too small on a smartphone screen
* Cosmetic issue: The users notices that the application is slow, adding a simple pizza to the order takes too much time. There is a loading message, but it becomes annoying very quickly.

Appendix D; Sjoerd Hemels

Evaluation Domino's Pizza Order App

First Attempt:
*User opens app which takes a tad longer than he wanted too
*After entering the store, the app takes his time to load
* The order menu takes time to take in, to choose what he wants to do from all the options
* After opening the "Pizza Chef" option, user gets an explaining pop up.
* User decides to go back and order a regular pizza hawaïï
* User decides to open Pizza Chef again to take a self-made pizza as well
* User gets the same pop up
* User makes a pizza margarita
* Evaluation stops at payment options

First Attempt problems:
*Minor issue: App takes too long to load, annoying the user

Second Attempt:
* User opens app, which takes long to load (again)
* User opens Pizza Chef, gets the same annoying pop-up
* User decides to add all the toppings
* After trying to add a 12th topping, gets the notification that only 11 toppings can be added
* Clicks the "change selection" option, app crashes
* User goes to the same procedure, again getting the same annoying pop-up and the crash after
  wanting to change the selection

Second Attempt problems:
* Major issue: app crashes when one decides to change his selection after trying to add a 12th topping
* Minor issue: app takes long to load
* Cosmetic issue: Gets an annoying pop-up every time he enters Pizza Chef while the same pop-up
can easily be called again after clicking on the (?) button.