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# Papa John's Pizza Usability Study Results

# Table of Contents

- ▷ Executive Summary
- ▷ Website
- ▷ Methodology
- ▷ Participants
- ▷ List of Tasks
- ▷ Results & Recommendations

1.

# Executive Summary

# Executive Summary

**Overview:** Users ordering for delivery or pick-up often use the phone because they believe it is faster, especially for a highly-customized food like pizza. When they do order online, they often use aggregators like GrubHub or Seamless. To address this, we conducted a usability study to improve PapaJohns.com so that loyal customers have the best experience possible coming directly to the site.

**Research Methods:** Remote interviews with target users.



## Key Findings:

1. Users had trouble customizing their orders
2. Users could not figure out how to sign up for deals without signing up for an account
3. Users found the customer service options confusing and hard to navigate
4. Users thought the process was too time intensive



## Key Recommendations:

1. Improve customization with clear explanations of product options
2. Add option to sign up for deals without creating an account and promote broadly
3. Display customer service options prominently
4. Create incentives for first-time users to order delivery/pick-up on PapaJohns.com in the form of a deep discount or other promotion

2.

# Website

# Website

Users were asked to use PapaJohns.com to complete a list of tasks related to ordering pizza for delivery. They were guided to PapaJohns.com but not told where to navigate beyond that.

The image shows the top portion of the Papa John's website. At the top left is the Papa John's logo with "PIZZA" above it. To the right are navigation links: "START YOUR ORDER", a globe icon with "EN" and a dropdown arrow, "LOG IN" with a dropdown arrow, and "SIGN UP". Below the logo are menu items: "MENU", "SPECIALS", and "PAPA REWARDS". On the right side of the header is a promo code field with the placeholder text "Enter a promo code", an "APPLY" button, and a shopping cart icon with "\$0.00". Below the header is a large promotional banner for a pizza. The banner features a close-up of a pepperoni pizza being pulled apart. Overlaid on the pizza are three red banners with white text: "LIMITED TIME", "SHAQ-A-RONI XL PIZZA", and "EXTRA LARGE - EXTRA PEPPERONI - EXTRA CHEESE". At the bottom left of the banner are two buttons: "ORDER DELIVERY" and "ORDER CARRYOUT".

3.

# Methodology

# Research Method

## Method

Participants were asked a scripted series of questions based on usability concerns in an effort to understand the ease of placing orders and following up on them. The participants took part in an informal interview process of 25-45 minutes each.

Due to the COVID-19 pandemic, the interviews were a mix of in-person and remote using software such as Zoom and Google Meet.

## Artifacts

Researchers collected videos, screen grabs and notes throughout the process.

All of documents are available for review by stakeholders.

4.

# Participants

# Participants



**Jackie**  
75, Retiree

"Ordering pizza is pretty easy with the apps I use [like Seamless and Grubhub]"



**Eric**  
27, Software Engineer

"I felt very confused with the [Papa John's] complaint especially. Was it supposed to be that hard?"



**Emily**  
29, Communications Specialist

"Online ordering can be confusing because they don't always give you all the options or specials until [you've already customized your own pizza]"



**John**  
35, Graphic Designer

"It was pretty easy to get around – I like how they start you off with the 'create your own' right at the top"

5.

# List of Tasks

# Task One

We are going to be looking at papajohns.com web site. Even if you are not a Papa John's fan, imagine that the people you are with are fans of Papa John's and that is where you will be ordering the pizza. There are a bunch of people at this party and you need to order 3 pizzas. They are:

- Mushroom and pepperoni.
- Half onion and half sausage with light sauce.
- A specialty pizza, because you want some variety.

Tell me a little more about your experience ordering pizza from this site. Is it what you expected?

# Tasks Two & Three

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

6.

# Results & Recommendations

# Results & Recommendations - Synopsis

## THROUGHOUT OUR STUDY WE FOUND SOME COMMON THEMES

1. Users had trouble order “half and half” pizzas
2. Users did not always know the definitions of certain options on the menu
3. Users could not figure out how to sign up for deals without signing up for an account
4. Users found the customer service options confusing and hard to navigate
5. Users thought the process was too time intensive

In the following slides we will explore these in detail and lay out recommendations to address each point.

# Results & Recommendations - Major Takeaways

## USERS HAD TROUBLE ORDER “HALF AND HALF” PIZZAS

### CREATE YOUR OWN PIZZA

270 cal/slice, 8 slices

(1) Topping Added | [View all](#)

BASE CHEESE **MEATS** VEGGIES

Meats



Pepperoni  
+50 cal



Normal

Extra



Philly Steak  
+25 cal

### Findings

- Users were not used to the option showing up only \*after\* the topping was selected
- Users did not always understand the iconography on the site that denotes “left half” “whole pie” and “right half”

### Recommendations

- Replace iconography with text “left half” “whole pie” “right half.” To make remove for this, remove the “normal” and “extra” options and just make “extra” a check box
- Surface these options even before a user selects a topping

# Results & Recommendations - Major Takeaways

## USERS DID NOT ALWAYS KNOW THE DEFINITIONS OF CERTAIN OPTIONS ON THE MENU

### CREATE YOUR OWN PIZZA

270 cal/slice, 8 slices

(0) Toppings Added | [View all](#)

**BASE** CHEESE MEATS VEGGIES

Sauce

Cut

Normal Cut

Square Cut

Clean Cut

No Cut

### Findings

- Users were not always familiar with certain terminology on the site
- Terms like “clean cut” (pictured left) “epic stuffed crust” and more caused confusion
- Users did not always know what went into some specialty pizzas & did not want to click through to find out

### Recommendations

- Explain options in-line as much as possible. Add quick summaries lines to specialty pizza options
- For options with tight spacing, add hover state explainers

# Results & Recommendations - Major Takeaways

## USERS COULD NOT FIGURE OUT HOW TO EASILY SIGN UP FOR DEALS



### Findings

- 100% of our users could not figure out to sign up for deals without signing up for an account
- While we do want to encourage account creation, getting email addresses for direct marketing is valuable and should be encouraged

### Recommendations

- Add “sign up for deals” box to homepage that explains what users will receive in exchange for their email address (frequency, content, etc)
- Add “sign up for deals” option to rewards page

# Results & Recommendations - Major Takeaways

## USERS COULD NOT EASILY CONTACT CORPORATE CUSTOMER SERVICE

### CONTACT US

We want to hear from you

#### CUSTOMER FEEDBACK

Please let us know what you think about our products, organization or website by mailing us or by completing an Electronic Feedback Form. We welcome all of your comments and suggestions.

Feedback Form

Papa Chat

United Kingdom customer feedback, [click here](#).

For a listing of all International Papa John's, [click here](#).

If you are a corporate restaurant team member and would like to submit a concern, please contact your General Manager, Director of Operations or Human Resource Director (for contact information reference your team member handbook). If you are a franchise restaurant team member, please contact your franchisee to discuss any questions or concerns you have.

### Findings

- The majority of users interviewed had trouble locating customer service on the site
- If they did locate it, they were often confused by the options and did not see the phone number

### Recommendations

- Add “customer service” prompt higher on the page (not just in footer)
- On the customer service page, change “Papa Chat” to “Get Help Now”
- Show corporate customer service number high on page

“

*“I felt very confused with the complaint [process] especially. Was it supposed to be that hard?” - Eric*



# Results & Recommendations - Major Takeaways

## USERS THOUGHT THE PROCESS WAS TOO TIME INTENSIVE

### Findings

- Users often preferred to call their orders in to save time
- If they did order online, users often preferred to use Seamless or Grubhub as their information is saved there

### Recommendations

- Create incentives for first-time users to order delivery/pick-up on PapaJohns.com in the form of a deep discount or other promotion
- On subsequent visits, allow users to simply “add their previous order to cart” as most users get the same items regularly
- Add a “quick shop” option that doesn’t require users to go through several tabs, etc but just lays out the options on a single screen and allows them to click them on and off

# Thank You

## Any questions?

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