

**Heuristic Evaluation  
and Cognitive Walkthrough  
Food.com**

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## The Application

We will test the usability of the website Food.com, by ordering a meal from a local restaurant for home delivery.

## The User Profile

Our users are familiar with the Windows/GUI environment. They are familiar with using their web browser and at least somewhat familiar with navigating the Web. They have ordered food for delivery before, but never online. They have never used this site before, but they saw an ad for it and are willing to give it a try. They are trying to order dinner for two from Jade East, a Chinese restaurant. They want to order appetizers, a chicken entree, a beef entree, and some kind of fried rice. It's 4pm and they want to order now for delivery later at dinnertime.

## The Heuristic Evaluation

### Page 1 - Homepage

*Visibility of system status* OK

*Match between system and the real world* OK

*User control and freedom* OK

*Consistency and standards* OK

#### *Error prevention*

- Entering a “#” in the address field causes an error. Many users commonly enter their street address as “625 W. Wrightwood #312” to refer to apartment #312. Instead, one needs to use “Apt. 312”. I found this error right away because I always use a “#” before my apartment number. (See the problem with this error message below in “Help users recognize, diagnose, and recover from errors”)

#### *Recognition rather than recall*

- Should entering an address be required? If users want "Take Out" why do they need to enter a street address? A city name and state or zip code would work better. Also, do they want the user's address or the restaurant's address? This is unclear.

*Flexibility and efficiency of use* OK

- Members can login and don't have to enter address again, etc.

#### *Aesthetic and minimalist design*

- The login name and password to the right might distract new users who might think that they have to enter that information also. This is unclear. The two forms are too close together.

#### *Help users recognize, diagnose, and recover from errors*

- Entering a “#” sign in the address field (see above) produces this error message: “Address is not a valid alphanumeric character”. This is not a very specific message. What part of the address is wrong? It doesn't provide enough clues.

*Help and documentation* OK

## Page 2 - Restaurants

### *Visibility of system status*

- The user comes to this restaurant finding page after filling out a form on the first page. The user may wonder what happened to the information they submitted. First they were filling out a form, now they are browsing restaurants. They may wonder, “Did I come to the right page?”

### *Match between system and the real world*

- The links to the restaurant menus have several different names. Some are called “menus”, some are “Waitre D’ Menu”, and some are “Room Service Menu”. “Menu” is a familiar term. But what is a “Waitre D’ Menu”? And does a “Room Service Menu” mean that the restaurant is located in a hotel and only hotel guests can order from it? Are these three types of menus different in some way? How? Do they limit what restaurants I can choose from? Restaurants in the real world just have menus.

### *User control and freedom:*

- The “back” button on the browser won’t let you go back to the home page from the first restaurant page (in Netscape). It just keeps taking you back to the first restaurant page. You have to press back twice quickly to override this.

### *Consistency and standards*

- The “Refine Your Search” controls at the top of the page don’t operate the conventional way a user would expect these controls to work. You can set the “Choose a cuisine” menu to look at all Chinese restaurants in your area. The next choice, “select a service” is already set on “delivery” (or “takeout”) from the choice you made on the first page. Pressing “Go” brings up a list of Chinese restaurants that deliver. All this works well. But if you decide you want to “Refine your search” by looking at takeout Chinese restaurants, you change the service menu to “takeout” and leave “Chinese” in the cuisine menu. Then you press “Go”. The user would expect to get a list of all Chinese takeout restaurants. Instead it resets the cuisine to “All restaurants” and shows you all takeout restaurants in the area. You have to then select “Chinese” again in the cuisine menu and press “Go” to get a list of Chinese takeout restaurants. The same thing happens if you then decide you want to change the “Travel distance” selection and press “Go”. It resets the cuisine selection to “All restaurants” within your travel distance that have takeout service.
- The restaurant logo is not linked. This convention usually brings users to an informational page about the restaurant.
- Restaurants beginning with “THE” are alphabetized by “THE”. Such as “THE Rosebud”, “THE Garage”, etc. It is a common standard to ignore words like “THE” when alphabetizing.

### *Error prevention*

- The alphabetic navigation links are small and close together, which could cause problems with users accidentally clicking on the wrong one.

### *Recognition rather than recall*

OK

### *Flexibility and efficiency of use*

- There is no search capability. It is all browsing

### *Aesthetic and minimalist design*

- After entering information on the Home Page, we are brought to a listing of 118 restaurants. There could have been a way to refine the search, with a keyword, or restaurant type (Chinese).
- It is difficult to tell how to place an order, are they open or closed, and where the menu is. This could all be simplified with two buttons, Place Order and View Menu.

*Help users recognize, diagnose, and recover from errors*    OK

### *Help and documentation*

- There is a small help link, but it leads to a general FAQ, which may or may not be helpful for all questions.

## **Page 3 - Menu**

### *Visibility of system status*

- On the right rail of this page there is a “Your Order” sidebar. This should detail the specifics of the order, and keep a running order total. When ordering Sweet and Sour Chicken and Vegetable Fried Rice, the sidebar reads "1 Sweet & Sour" "1 Vegetable". It is not clear if I ordered Sweet and Sour Chicken and Fried Rice at all.
- The “Set Order Time” area is easy to miss. This makes it easy to set an invalid delivery time and continue without realizing it.

### *Match between system and the real world:*

- In the “Set Order Time” section, what is meant by make it for later? If you set a time of 7:00pm, is that when they will begin to make it, or is that when it will be delivered?
- Next to each menu item is the term “Serving” and a price. What does “Serving” mean? It may be unclear to users what the restaurant means by “Serving”.
- It is not clear from the menu which meats (beef, pork, or chicken) are available for which entrees. In fact there is no mention of any specific meat on the first page of the menu. Are all three meats available for each entrée? Most Chinese menus are categorized by the type of meat first, then the type of preparation is chosen. Not the other way around.
- Most Chinese restaurants also include white rice with the entrees. Do these entrees come with any rice? This is not mentioned anywhere.
- The sizes of 16 oz. and 32 oz. may not be very meaningful to some users. How many people does each size serve? This would be more helpful.

### *User control and freedom*

- When you go into edit mode for an item, there is no option to change an item to another selection. If I am editing an appetizer item, I can’t select a different appetizer instead. I can only make changes to that item or remove it from my order. Then I have to add another item. It involves some extra steps.
- It seems like there are a lot of steps in removing an item from an order.
- There is no clear exit from this Edit/Remove page. Luckily, the Back button is supported.

### *Consistency and standards*

- In the menus, the food names are a link. Many users might think that this link would lead to a description of the item. Common Web conventions would lead many users to look for a button or link that says “Add to cart”, “Add this item to order”, etc. It may not be intuitive to click on the item name to add that item to the order.
- On the right sidebar, the Continue to Checkout button is listed before the Set Order Time. This can be missed, and is not in a logical order.
- After selecting an item from the drop-down menu, we are required to click GO before the menu selections page will update. This is an extra step since most conventions will allow the page to dynamically change as the user selects different items from the menu. This also relates to flexibility and efficiency of use.

### *Error prevention*

- Users can change the order time without realizing that they have to click the “Set Order Time” button afterwards. The order time won’t update until the button is clicked.
- Nothing prevents users from entering delivery dates when the restaurant is closed. This only gives an error message after the user has pressed “Continue to Checkout”. Why should delivery dates be available in the drop down menu, if those dates are when the restaurant is closed?
- The delivery time defaults to the most recent half-hour. Often, the current time has already passed the default time, and it even defaults to the current time and date when the restaurant is closed. This will produce an error message when the user continues to checkout.

### *Recognition rather than recall*

OK

### *Flexibility and efficiency of use*

- If you want two orders of egg rolls, with one vegetable and one shrimp and pork, you have to order each separately. You can’t just click on egg rolls, input 2 for the number of orders, and then select one of each kind. This slows down the process a little.

### *Aesthetic and minimalist design*

OK

### *Help users recognize, diagnose, and recover from errors*

- It is easy to make an error in setting the delivery time in the “Set Order Time” area without realizing it until later. The error could be clearer, perhaps displayed in red. To recover from this, the user has to scroll back down to the bottom of the page. It does not immediately prompt the user for a new delivery time.

### *Help and documentation*

OK

## **Page 4 – Order Summary**

### *Visibility of system status*

OK

### *Match between system and the real world*

OK

### *User control and freedom*

OK

### *Consistency and standards*

- On this order summary page it says “Delivering to: Address not set yet”. The users already gave their address on the first page. Why doesn’t the system have

- their address and display it here? This appears to be an error, and there are no links or fields here to provide an address. In fact, there are more steps in the order process, in which the address information will be entered, but the user might not realize that at this step. The last button on this page is “Submit Order” which gives the impression that this is the last step.
- This page asks for credit card information before asking for address, phone number, and specific delivery instructions. On most e-commerce sites, giving credit card information is the very last step. Can the user still cancel after giving credit card information? Also there is not the customary security message on this page.
  - In the order summary, most of the items are listed as the item, then the variety. For example, “Egg Rolls: Shrimp and Pork” or “Curry: Chicken”. But the fried rice is listed in the opposite order as “Pork: Fried Rice”. This is inconsistent.

*Error prevention*

- Clicking the “Submit Order” button crashed my browser (Netscape 4.7) on three different trials, losing all my order information and requiring me to start all over again. It wasn’t a problem with Internet Explorer 5.0. But it would be impossible for me to use the site if I only had Netscape. (Major problem)
- There appears to be no error checking in the credit card fields. I entered obviously fake information (letters mixed with numbers in the credit card number field, an expiration date of 12/99, etc.) and it let me go on through the next few pages and place my order without any error messages.

*Recognition rather than recall*

OK

*Flexibility and efficiency of use*

- The edit order button is all the way at the bottom of the page, instead of just below the order summary.

*Aesthetic and minimalist design*

OK

Help users recognize, diagnose, and recover from errors

- A user can enter obviously bad information without getting any error messages.
- Clicking on “Submit Order” gave the error message “The order is to be ready later, but the future date has not been set.” I already entered my delivery time, so this makes no sense. How would one correct this error?

*Help and documentation:*

- The help is hard to find and provides only a FAQ, which is of limited help for only the most common questions.

**Page 5 – Become a Member**

*Visibility of system status*

OK

*Match between system and the real world*

OK

*User control and freedom*

OK

*Consistency and standards*

OK

*Error prevention*

OK

*Recognition rather than recall*

- It asks for address information that the user already gave on the first page. Can’t these fields already be filled in?

*Flexibility and efficiency of use*

- Having to provide all this information slows down an already long process. Although providing this information will make future orders much easier and quicker by storing this information.

*Aesthetic and minimalist design* OK

*Help users recognize, diagnose, and recover from errors* OK

*Help and documentation* OK

**Page 6 – Finalize Address**

*Visibility of system status*

- There is not enough indication that this is the last step in the process of ordering. When the “Continue” button is pressed, the order is processed, but there is no way of knowing this. It doesn’t let the user know that this is their last chance to back out of the order. The word “Continue” seems to imply that more steps will follow.

*Match between system and the real world* OK

*User control and freedom*

- When the “Continue” button is pressed, the order is processed. There is no way to cancel the order. There has to be a last step in which the order is finally placed, but the user isn’t given enough information to know that this is that last step (this is related to visibility above).
- If it is possible to place an order several days in advance, is it possible to change or cancel the order? There is not any clear way to do this.

*Consistency and standards* OK

*Error prevention*

- There is no check by the system for obviously incorrect input by the user (letters for the credit card number, expired dates, etc.). It allows the order to be processed anyway.

*Recognition rather than recall* OK

*Flexibility and efficiency of use* OK

*Aesthetic and minimalist design* OK

*Help users recognize, diagnose, and recover from errors* OK

*Help and documentation* OK

**The Cognitive Walkthrough**

*Task description*

Our users are trying to order dinner for two from Jade East, a Chinese restaurant. They want to order a large order of Kung Pao chicken. It's 4pm and they want to order now for delivery later at 7pm.

*Actions*

Home page

1. Enter address
2. Select delivery from menu
3. Click on “Find Restaurant” button

#### Restaurant list

4. Click “J” on alphabetic menu
5. Click on dinner menu link for Jade East

#### Menu pages

6. Select “Chicken, beef, or pork” from “SELECT” list
7. Click “Go” button
8. Find Kung Pao chicken and click on its’ link
9. Click the radio button for size “32 oz.” and click radio button to select “chicken”
10. Click “Add to my order”
11. Click “Make it for later” radio button and set time in select menus
12. Click “Set Order Time” button
13. Click “Continue to checkout” button

#### Checkout page

14. Review order
15. Select payment type “cash” from the “payment method” list
16. Click on “Submit Order” button

#### *Walkthrough of actions*

#### Homepage

1. Enter address

**Will the user try to achieve the right effect?**

Yes, because the “Order Meals Online” area is very visible with labels, the number 1, and instructions (“Enter your complete address”). Although other users ordering take out may be confused by having to enter a full address.

**Will the user know that the correct action is available?**

Yes, the area is well labeled. It uses conventional Web form elements to enter information.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes. They will see their address information in the form boxes.

2. Select delivery from menu

**Will the user try to achieve the right effect?**

Yes, it is well labeled and makes sense.

**Will the user know that the correct action is available?**

Yes, it is well labeled and uses a standard pull down menu.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, it is well labeled and uses a standard pull down menu.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, “delivery” is selected in the menu window.

3. Click on “Find Restaurant” button

**Will the user try to achieve the right effect?**

Maybe, the button is placed at the bottom of the three steps, so it seems to be the next step. “Find Restaurant” makes sense in terms of what the user wants to do next. But the “name” and “password” fields to the right may confuse the user into thinking that he has to enter information there as well.

**Will the user know that the correct action is available?**

Maybe, the button is in an obvious position to be the last step in the process, but the user may see the “name” and “password” fields and think that that is the next step.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, from past experience with forms and submit buttons, this appears to be the next step in the process.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, it takes the user to the restaurant page, which matches the button label “Find a restaurant”.

Restaurant list

4. Click “J” on alphabetic menu

**Will the user try to achieve the right effect?**

Yes, the user will recognize this as a list of restaurants. To find Jade East, he will click “next”, click “J”, or narrow the search to Chinese restaurants. Either way, he will realize that this is an alphabetic list and that he needs to find his restaurant that starts with a J.

**Will the user know that the correct action is available?**

Yes, the letters and “Next” link are underlined, which is a recognizable signal of a link. “Restaurants found: 102” shows that there are more restaurants available than shown on this page. The user will know that Jade East will be on another page.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes. The concept of an alphabetic list by restaurant name is intuitive, so the alphabetic letter links make sense. Although he may overlook the alphabetical links and use the “Next” links or refine the search to Chinese restaurants instead.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, clicking on the link takes the user to the next page. If he has clicked on the “J”, he will see Jade East at the top of the page. If he clicks on next, the names of the restaurants have increased in alphabetic order, he will know that he is getting closer to the J’s.

5. Click on dinner menu link for Jade East

**Will the user try to achieve the right effect?**

No, not at first. Clicking on the restaurant name would be the most intuitive thing to do, but the menus are the only links at each restaurant listing. Looking at a menu makes sense at this step. The user knows he wants dinner, but the difference between “dinner menu” and “lunch menu” may be confusing.

**Will the user know that the correct action is available?**

No, the user would expect to click on the restaurant name at first. But, eventually he would find the “view menu” link and “Dinner” would make sense for what he wants.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Eventually he will find the link, since there are only two links for this listing. But the links may be hard to find at first. “View menu” is a clear description of what will come next, although the difference between “lunch” and “dinner” may cause some confusion.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, the link leads to the menu page.

Menu pages

6. Select “Chicken, beef, or pork” from “SELECT” list

**Will the user try to achieve the right effect?**

Yes, he will want to see the chicken entrees on the menu. It is clear that not all menu items are listed on this page.

**Will the user know that the correct action is available?**

Yes, the “Select” menu arrow shows that there are more listings than appetizers. It indicates that there are other menu categories. “Chicken, beef, or pork” seems like a good description of what our user wants.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, clicking on “Chicken, beef, or pork” highlights that category, but does not make any changes in the menu. Although the user may think that this is the kind of menu that directly links to another page when the selection is made.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

No, the “Chicken, beef, or pork” is highlighted in the window, but nothing else changes. According to common Web standards, the user may think that making a selection in the menu would update the page, but nothing happens. It provides feedback that the selection has been made, but not the expected feedback of updating the information.

7. Click “Go” button

**Will the user try to achieve the right effect?**

No, at first, the user may not know that he has to press the “Go” button to see the chicken entrees. He may think that selecting “chicken” in the drop down menu would automatically update the page. Eventually he would realize that it is necessary to click the “Go” button also.

**Will the user know that the correct action is available?**

Yes, it is clear that pressing “Go” is the next step after nothing happens from selecting “chicken” in the menu.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, after just selecting “chicken” does not change the menu, the user will realize that the button should be pressed.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, this links to the menu page with the chicken entrees displayed.

8. Find Kung Pao chicken and click on its’ link

**Will the user try to achieve the right effect?**

Yes, the user sees the varieties and is trying to find “Kung Pao” in the list.

**Will the user know that the correct action is available?**

The “Kung Pao” link is easily visible, but the user may be looking for an “add to order button”. He might not realize that he has to click on the link to place the order.

**Will the user be able to find the action and know that it will achieve the needed effect?**

It is easy to find the “Kung Pao” link, but the user might think that that would lead to more information about the item. He may look for a “add to order button” instead. It may not be intuitive to order an item by clicking on its name as a link. But that is the only action available for “Kung Pao”, so eventually he would click on it.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, it brings up the “Options” page with “Selection: Kung Pao”

9. Click the radio button for size “32 oz.” and click radio button to select “chicken”

**Will the user try to achieve the right effect?**

Yes, because the system gives a choice of two sizes and type of meat. This makes sense as something the restaurant would ask.

**Will the user know that the correct action is available?**

Yes, both selections are clearly visible and labeled.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, both sections use standard radio buttons.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, the radio buttons for “32 oz.” and “chicken” have a dot in the center, indicating that they are selected.

10. Click “Add to my order” button

**Will the user try to achieve the right effect?**

Yes, this is the logical next step. It is labeled well, “Add to my Order” is what the user wants to do.

**Will the user know that the correct action is available?**

Yes, it is at the bottom of the form, clearly visible as the next step.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, it is labeled “Add to my order”, which is intuitive to the user’s goals.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, there is feedback, but it is not very clear that the right order has been made. Clicking the button brings back the menu page with the order updated in the “Your Order” section in the right column. But “1 Kung Pao” is listed with the price. It does not mention the details of the type of meat or size ordered.

11. Click “Make it for later” radio button and set time in select menus

**Will the user try to achieve the right effect?**

No, the user does want to order for delivery later at 7pm, but he may not realize that he has to do this at this step. He might just miss this area and click the “Continue to checkout” button.

**Will the user know that the correct action is available?**

Possibly not. The area to set the order time could easily be overlooked, since it is below the “continue to checkout” button. The user may overlook this step and press “continue to checkout”. It may not be intuitive to set the order time at this step in the process. Or it would be easy to forget about the timing at this point.

**Will the user be able to find the action and know that it will achieve the needed effect?**

No, “Continue to checkout” seems like the next step. If the user does see this area, “Make it for later” makes sense, and setting the time is intuitive and follows GUI conventions. But what is the meaning of “make it for later”? If the user sets a time for 7pm, is that when they will start to make it, or is that when it will be delivered?

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, the “Make it for later” radio button is selected and the time is set in the menu windows.

12. Click “Set Order Time” button

**Will the user try to achieve the right effect?**

Maybe, it is possible that this step could be overlooked. The user has already set the time and now wants to proceed to checkout. The user might assume that clicking the checkout button would complete the time setting process.

**Will the user know that the correct action is available?**

Maybe, the button is right below the time settings, but it is possible that the user might overlook this or think that the time will be set when he presses “Continue to checkout”.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Maybe, the labeling “Set order time” isn’t very good. The user might think, “what does that mean, I just set the time in the menus? What will clicking this button lead to? Another form to set the time?” Below this button it does say “Order time: not set yet”, but that is in very small print that is easy to overlook. Continue To Checkout seems more logical here, but “Set Order Time” is supposed to be the next step. Continue to Checkout also implies that the user will be able to set the order time there.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

The user will get very little feedback. Clicking the button appears to take the user back to the same exact page. The user has to scroll down towards the bottom of the page to notice the small print that the time has now been set.

13. Click “Continue to checkout” button

**Will the user try to achieve the right effect?**

Yes, they have no more items to order. They can see the details of their order. “Continue to checkout” is a good label that describes what they want to do.

**Will the user know that the correct action is available?**

Yes, the button is visible under the details of their order and is well labeled.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, the user will eventually find it, although it is small and hidden on the right of the page. It appears below the order summary. It is well labeled and is intuitively the next step in the ordering process.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, it takes the user to the checkout page.

**Checkout page**

14. Review order

**Will the user try to achieve the right effect?**

Yes, the order details are presented at the top of the page. The user will want to make sure that the order is correct.

**Will the user know that the correct action is available?**

Yes, this is very visible and well labeled.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, but if the order is not correct, there are no nearby controls to correct it. It is difficult to figure out how to correct the order from this page.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, the user will review the order and confirm that it is or is not what he wants.

15. Select payment type “cash” from the “payment method” list

**Will the user try to achieve the right effect?**

Yes, selecting a payment method is obviously the next step in the process. It is well labeled and easy to understand.

**Will the user know that the correct action is available?**

Yes, “specify payment method” labels this section well. The user would assume that cash would be an option.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Maybe not. “Cash” is one option in a list of credit card names. It could be missed in this list if the user assumes that this is only a list of credit card types. If “cash” were found then selecting it in the menu would be intuitive.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

Yes, if “cash” is found, then it is highlighted in the window of the menu.

16. Click on “Submit Order” button

**Will the user try to achieve the right effect?**

Yes, the user will skip over the other fields that are not relevant to cash. “Submit order” is what the user wants to do.

**Will the user know that the correct action is available?**

Yes, the “Submit order” button is very visible at the bottom of the page. Its very well labeled.

**Will the user be able to find the action and know that it will achieve the needed effect?**

Yes, it is intuitively labeled.

**After the action is taken, will the user receive feedback that the action has been successfully completed?**

No, clicking “Submit Order” takes the user to the “Become a member” page. Most users would expect some sort of confirmation message (or e-mail) that their order had been placed. They may wonder whether their order has been placed already, or if they have been sent to the wrong page. Other vital information such as a phone number has not been given yet. This seems like an interruption in the order flow, without enough explanation of why this information is being requested now.

## **The Recommendations**

Listed by priority from 1 (most important) to 13 (least important)

### **1. Improve the ordering process and give the users a better indication of where they are in the process**

This is a very confusing ordering process that needs to be improved. A better ordering of the steps in the process and more indication of where the users are in that process would greatly improve it. Some of these improvements are:

- Take the “Set Order Time” process off the “Menu” page and give it its own page between the menu page and the “Order Summary” page. The menu page would only include the buttons “Edit/Review Order” and “Continue to checkout”. Clicking “Continue to checkout” would bring up the “Set Order Time” page.
- Use the term “continue” on all buttons between pages to indicate that there is another page in the process. The last button to actually submit the order should be labeled “Submit Order”. There should be a clear indication that this is the last step in the process.
- Give the users a better indication of where they are in the process and what information will be coming up next. Give comments such as, “You’re not done yet...” Lead them through the process.
- After submitting the order, there needs to be a "Congratulations" screen that lists the phone number of the restaurant, instructions and links for canceling or changing the order, and possibly even some sort of order confirmation number.

### **2. Create better error checking for the credit card fields and other information.**

It is possible to enter letters and numbers in the credit card field, and it will accept the order with no error messages. It also will allow an expired credit card date. This is important because of the impact that inputting an error would have on an order, for both the customer, the restaurant, and for Food.com. Most e-commerce sites have error checking capability for forms. There is no reason Food.com couldn't have this also.

**3. Correct the alphabetization problem of putting restaurants beginning with “The” in the T section.**

Not only does this confuse customers, but it looks very amateurish on the part of Food.com. It should be easy to alphabetize titles by ignoring “The”.

**4. On the review order screen, provide easy to find links to change the order and change the delivery or pick-up time.**

It's also important that these links be placed next to their respective sections. This would prevent users from having to go back through the pages to make changes to their order. It allows them to make changes easily and quickly.

**5. In the “payment methods” section, have radio buttons to select cash or credit, and have only credit card names to select in the drop-down menu.**

Cash should not be an option in the drop down menu.

**6. Fix the “Refine Your Search” controls at the top of the restaurant listings page**

If a user is looking at Chinese restaurants that deliver and he decides he wants to look at **takeout** Chinese restaurants, he changes the service menu to “takeout” and leaves “Chinese” in the cuisine menu. Then he presses “Go”. The user would expect to get a list of all Chinese takeout restaurants. Instead it resets the cuisine to “All restaurants” and shows you all takeout restaurants in the area. The user has to then select “Chinese” again in the cuisine menu and press “Go” to get a list of Chinese takeout restaurants. The same thing happens if he then decides he wants to change the “Travel distance” selection and press “Go”. It resets the cuisine selection to “All restaurants” within the travel distance that have takeout service. This should be corrected to work the way most users would expect. If you select Chinese and takeout and press “Go”, you should always get a list of Chinese takeout restaurants.

**7. On the “Become a Member” page, have the address information filled in already from the address information provided by the user on the home page.**

Do not ask the users to enter information that they have previously entered. Provide it for them, and they can decide to use the same address or enter a different one.

**8. Allow “#” to be entered in the address field on the Home page**

Many people enter apartment numbers with a “#” sign in front instead of “Apt.”. This produces a confusing error. The form should recognize this symbol and allow users to enter it.

**9. Eliminate the “Go” button on the menu pages.**

Have the drop down menus select the menu category and update the page to that particular category.

**10. Make all the menu names for each restaurant the same.**

On the restaurants page, change the terms “Waitre D’ Menu” and “Room Service Menu”. These terms don’t mean anything to most people or they just confuse things. Just use “lunch” or “dinner” menu only.

**11. Instead of clicking on item names in the menus, have buttons next to the item names that say “Add to order”.**

The “Add to order” button would link to the options pages for each item. Most web shoppers are familiar with this convention. An item name as a link suggests that clicking on it will give a description of the item. It is not the usual way of ordering something online.

**12. In the restaurant list, make the logos and the restaurant names links.**

This would adhere more closely to common Web conventions that logos and names are usually links.

**13. In the “Set order time” process, change the term “Make it for later” to something more understandable.**

Instead of using the vague term “Make it for later”, use the term “Delivery/Pick-up Time” to indicate more specifically the time it will be ready. If you set the “Make it for later” time for 7pm, is that when they will start to make it, or is that the time it will be ready?