MOUNTHOLYOKE

User Experience Testing: Menus

Project Goal

To improve the [menus website](#) which is used primarily by Mount Holyoke students. Make the discovery process more user friendly and visually consistent with other Mount Holyoke service points.

Background

Methodology

- Initial survey was circulated to gather information about user patterns and to recruit users for in person testing
- Collected 47 student survey responses
- Selected 12 students for ¾ hour in person testing sessions
- One moderator administered the questions
- Moderator worked from a script for consistency across sections
- Three sessions were conducted with a few days in between so issues could be fixed prior to the next session
- Three data collectors documented quantitative and qualitative information
- Each session include seven task based scenarios to measure key performance areas
- At the conclusion of each task, the student filled out a form to self-evaluate their performance
- Data from the initial survey, google analytics, and the test session has been compiled, analyzed and visualized in this report.

Key Statistics

- Students access menus most often through a mobile phone
  - Survey report: 56%
  - Google Analytics: 72%
- Users view the website 2-3 times per day to make dining selections.
  - Google Analytics:
    - Unique sessions per day average is 2,428
    - Pageviews per day average is 9,536

Key performance areas that were measured

- Allergies / Dietary requirements - Is it accessible and easy to find/use?
- Calories / Nutrition needs - Is it accessible and understandable?
- Search / refine search - how they use it / if they use it?

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- Navigation - Easy to change date / change station / find dining services / return home?
- Device - Accessible and Usable on a phone / desktop / tablet?
- Visual Cues - Icons: is the meaning clear?
- Header and Footer - Considering the implementation of MHC content - will they use?
- Physical Data - Hours and Schedule information - readable, easy to recognize?
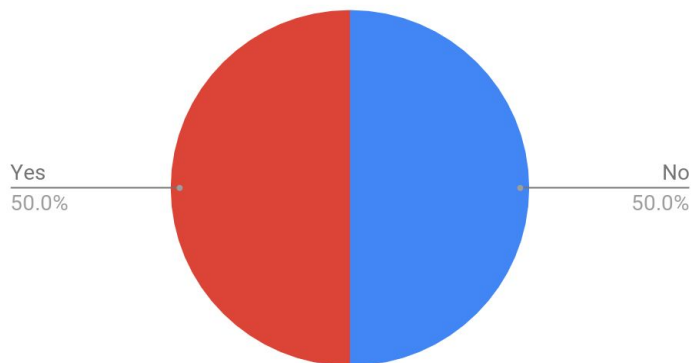- Announcements - Noticable, how to use?

Student Profiles

Forty seven students filled out a survey that captured information about their usage of the menus website.

Allergies / Dietary requirements

Of the 50 students polled, 50% claimed to have an allergy or dietary requirement.

Participants with an allergy or dietary requirement
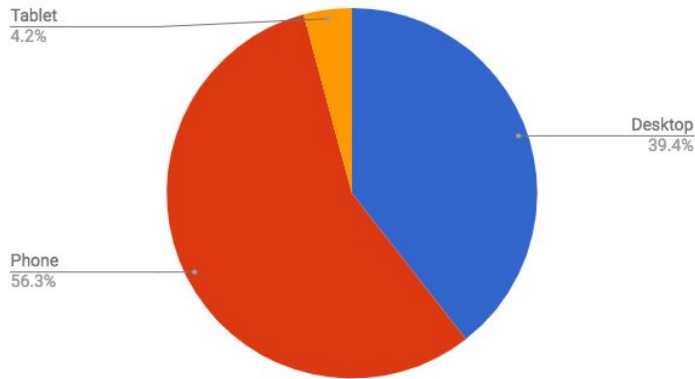

Yes
50.0%

No
50.0%

Device

According to the polled students, 56% use the website most often on a phone, while 39% use a desktop computer. Only 4% access the site with a tablet.
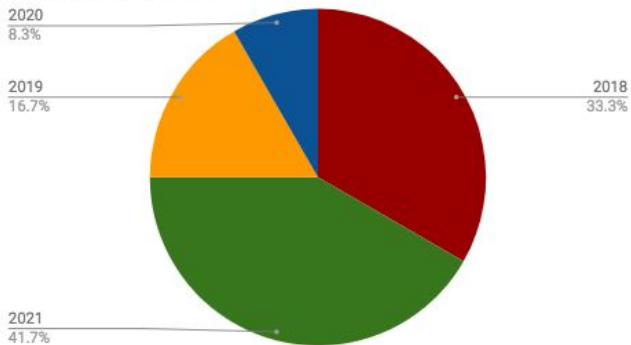
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Normal use by device

Tablet
4.2%

Desktop
39.4%

Phone
56.3%

Graduation Year

To ensure we tested a range of students, we made sure to include a sample from each class.

Participants by Class Year

2020
8.3%

2019
16.7%

2018
33.3%

2021
41.7%

Student Self Evaluation - Success Perception

We requested that each student fill out an evaluation after each task they were asked to complete to better understand their perception of success. Below is a chart that presents the students perception of success for each task. On average, the success rating for completion of all required tasks is 92%.

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Task Success Rates
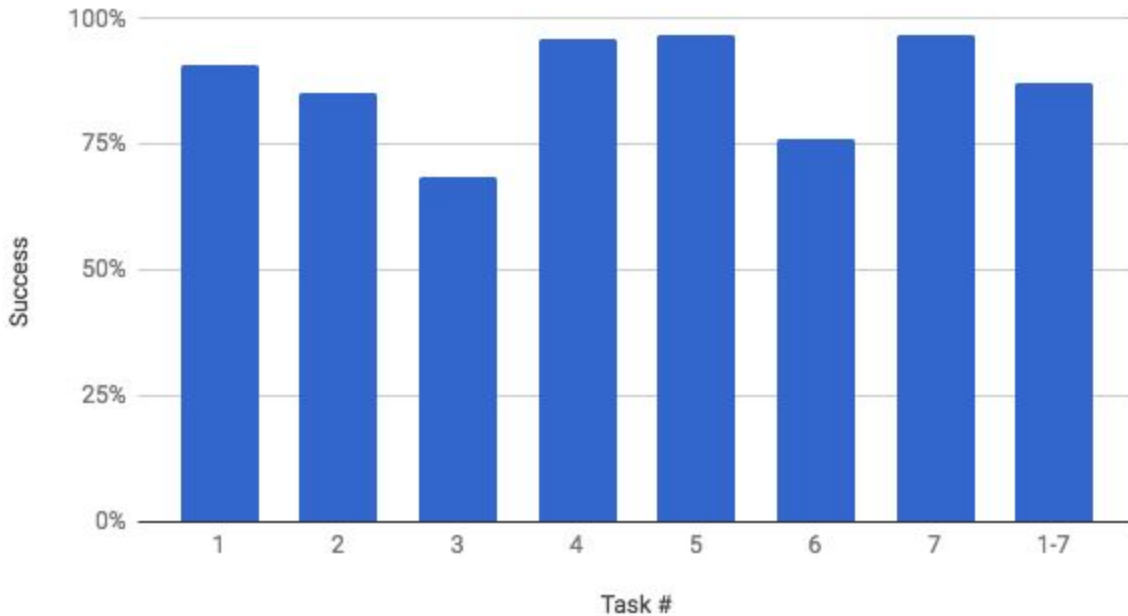
Key Findings:

1. Mobile friendly interface increases engagement.

> Students prefer to look at dining options while on the go using their mobile device. The old website was not mobile friendly and required scrolling and zooming to use. With the new mobile friendly website we are seeing a marked increase and retention in mobile users supporting the move into a responsive design.

New Website

| Mobile	Desktop	Tablet
72.6%	26.3%	1.1%
↑0.5%	↓0.4%	↓0.1%

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Validation of Finding:
Decreased bounce rate from 65% to 20% and increased mobile usage by 10%.

2. Clear labeling of recipes with allergens and dietary requirements simplifies decision making and increases efficiency.

Why you should care: 50% of students who reported an allergy or dietary restriction in our original poll.

In the original website allergens were not listed in the recipes. The only method for a user to view food "safe" for them to eat was to use the filter. In the new website, we added iconography for allergens and dietary requirements while retaining filter functionality. Increased efficiency via scanning to quickly identify food users can safely eat.
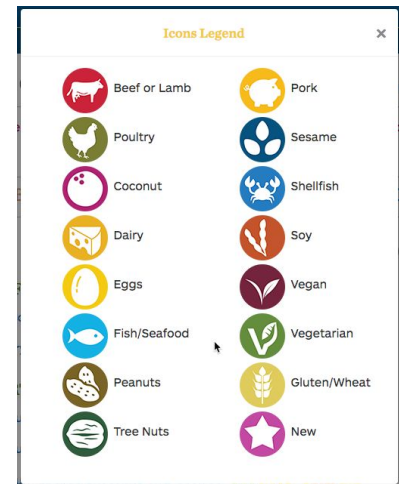
Result: 100% Success rate of students being able to identify the allergen.

Quote from student:

"I was able to answer all of my questions by looking at the icons that are pretty well placed."

3. Students primarily discover content on the homepage using the following key elements:
    a. Food Stations: Designed a grid to align and simplify the discover of each station that is responsive to different device viewports.
    b. Meal Hours*: Added the meal hours to the homepage so the user can scan what is currently open.
    c. Opening and Closing Schedule*: Added a schedule link under the search to highlight the dining schedule during breaks.
    d. Search: Prominently placed both in desktop and mobile views.
    e. Announcements: Added a space above the main content to highlight both global and station specific announcements. These can be toggled open and closed by using the icon in the menu.

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*In the past, students would often Google to find the schedule and the meal hours which added more complexity to their discovery process. Since the launch, there has been a **65% decrease in searches for station hour**. (Date range: September 12-18th 2016 / 2017)

General Usability Points

1. Students respond better to tabs that breakup meal periods into breakfast, lunch and dinner because they are only looking for food options in a specific timeframe. It lowers the cognitive load and speeds up the selection process.
2. All students were comfortable using the search feature. However, due to vendor related build, search is taking between 15 seconds and a minute to return results which is too long for a student to wait.
3. All students identified the refine search feature and were able to use it easily.
4. Within the refine search feature, on mobile, there was a problem with 'all days' being pre-selected requiring a student to deselect it before seeing the results for one day.
5. Announcements are now placed above content on a global and station based level making it easier for students to see.

Issues discovered & fixed

Pilot test - day 1

- Search Menus text in search box - Not clear you could search for food. Changed to I want to eat...
- Ingredients Legend was misleading - student thought she could see ingredients there. Changed to Icon Legend.

Official testing - day 2

- Students cannot locate the dining hall break hours. Add "Schedule" link to left sidebar.
- See Today's Menu overlapped on the station names in the tablet view, decreased the font size and line height.
- Some data was not populating correctly, specifically if a student clicked on a recipe view for a date in the future, and then clicked to see the nutrition calculator view, the date would reset to today. Fixed.

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Official testing - day 3

- Removed *, **, ***, >, # from recipe titles using regular expressions (these denoted vegan and vegetarian in the past and were manually added in the CMS. They are confusing to the legibility of the page now that we've added icons.
- On the inner pages, date selection was not obvious on desktop due to padding. Tighten spacing in sidebar so dates move up into the visible area of the viewport window.
- Salad bar length was a consistent complaint since the ingredients are the same every day. Added a script that wraps this section into an accordion (dropdown when clicked). Now you can see the feature of the day on a regular laptop without scrolling.
- Remove the table row hover on the nutrition calculator page as it was obscuring the fact that you could click on the recipe name to see the ingredients.
- Almost all students had trouble finding the ingredients. Add a link to the recipe title listed within each station. This completely resolved the problem.
- Search results appeared to be incomplete because pagination was not clearly marked. Added "< Previous" and "Next >"
- Add homepage link to the word Nourish.
- Lunch time frame should end earlier than 4pm (Blanchard's lunch end) as students plan for dinner in advance and would like the dinner tab to auto open by 2:30pm.
- Approximately half of the students clicked the Gear and Calculator Icon to set filters or see the nutrition calculator. Added the link to the icon.
- Hindu students would like to see Lamb and Beef separated for religious reasons. Created a lamb icon and updated recipes in the system.
- The hours PDF for breaks should display in the browser instead of automatically downloading. Changed link to the main www.mtholyoke.edu webpage where they can see the hours.

Issues Remaining

- All food labeled with Vegan should also be labeled Vegetarian. All students faced with the "You are a vegetarian and only want to see food you can eat" filtered to show Vegetarian options, they did not also click the Vegan option.
- Search is taking too long.

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- Filters normally work to limit what you see to what you check (think Amazon - click the brand you want to see). Our allergen filter hides what you check. All students of Eastern descent clicked in this manner. An option for fixing this would be to emphasis that you are "hiding your selections".
- Students had a very difficult time reading the chart for when food would be served during Thanksgiving. Dining services should update this diagram to make it more user friendly.
- Students who were first year used the topbar link to Moodle and MyMountHolyoke. Returning students used a browser to access these services. A common suggestion was to change the color of the top bar to something that characterizes it as being unique in function from the main college website so that students knew it was something different. One student felt that the links were not useful as she has Moodle open on her phone at all times.