

Screeners

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These are questions designed to narrow down participants to ensure they meet the novice user demographic for the Papa John's usability study.

1. Are you available to participate in an in-person moderated usability study?
 - Yes [continue]
 - No [terminate]

Reasoning and Use: The screener seeks to identify participants who are able to participate in a moderated usability study.

2. Do you or anyone in your household work for Papa John's International, Inc?
 - a. Yes [terminate]
 - b. No [continue]

Reasoning and Use: The study seeks only participants without any known bias toward Papa John's International, Inc. so termination of users who may have knowledge or pre-existing relationships with the company as they would not be good candidates for the study.

3. Are you able to operate a computer (laptop or desktop)?
 - Yes [continue]
 - No [terminate]

Reasoning and Use: The study seeks only participants who are able to use and operate a laptop or desktop computer. If the participant cannot operate a computer, they are not a good candidate for this study.

4. How often do you order food for takeout or delivery online?
 - At least once a week [continue]
 - At least once a month [continue]
 - At least once a year [continue]
 - Never, do not order food online [terminate]

Reasoning and Use: The study seeks only participants who order food online. If the participant does not order food online, they are not a good candidate for the study.

5. When you order food for delivery or takeout, have you ever ordered from a pizza restaurant or retailer?
 - a. Yes [continue]
 - b. No [terminate]

Reasoning and Use: The study seeks only participants who order pizza and would be potentially interested in using Papa John's web interface. If the participant does not order pizza, they are not a good candidate for this study.

6. How many times have you ordered pizza from an online retailer like PapaJohns.com or another pizza restaurant?
- a. No, never. [continue]
 - b. Yes, maybe 3–6 times a year. [continue]
 - c. Yes, maybe 6–12 times a year. [terminate]
 - d. Yes, quite frequently (12+ times a year) [terminate]

Reasoning and Use: The study targets novice or first-time users. If the participant has frequently ordered pizza from other retailers' websites, they are not a good candidate for this study.

7. Have you ever used the Papa John's website to order pizza and/or wings online?
- a. Yes [terminate]
 - b. No [continue]

Reasoning and Use: The study targets novice or first-time users. If the participant has used the Papa John's website before, they are not a good candidate for this study.

8. Please indicate your level of experience ordering food online:
- a. I have absolutely no experience ordering food online and or prefer to call the establishment or carry out. [continue]
 - b. I order food online sporadically (maybe 3–6 times a year) [continue]
 - c. I order food online regularly (maybe 6–12 times a year) [terminate]
 - d. I order food online frequently (maybe 12+ times a year) [terminate]

Reasoning and Use: The study targets novice or first-time users, users with too much experience ordering food online would not be within our target group and not good candidates for this study.

9. How many hours per day do you spend using your desktop or laptop computer?
- a. 0–3 hours per day [continue]
 - b. 4–6 hours per day [continue]
 - c. 7–9 hours per day [continue]
 - d. More than 9 hours per day [continue]

Reasoning and Use: This study seeks to understand more about users to identify patterns in ordering behavior and if technology usage has an impact on those behaviors.

10. What is your age range?
- a. 19 and under [continue]
 - b. 20 to 29 [continue]
 - c. 30 to 39 [continue]
 - d. 40 to 49 [continue]
 - e. 50 and over [continue]

Reasoning and Use: This study seeks to understand more about users to identify patterns in ordering behavior or website usage.