

Final Tasks

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These tasks are designed to test the validity of the current design of the website for **novice users** in the Papa John's usability study.

1. While watching TV you saw an advertisement for Papa John's Pizza. They were advertising the ability to create a pizza with half the pizza with one group of toppings and half with another. Using your favorite web browser, *search for Papa John's and navigate to the homepage on their website.*

Task Goal and Reasoning: Ensure that the participant is able to easily reach the Papa John's website and that the homepage is optimized for search engines.

2. You have to work late at the office and there is a Papa John's around the corner that delivers. From the Papa John's homepage, *add one cheese pizza in your cart for delivery. Do not check out.*

Task Goal and Reasoning: Papa John's came to the web design firm with the concern that when a user searches for their website and goes to the homepage that it is unclear how to order a pizza. This will point to the ease of use for the Novice user on accomplishing the task of ordering their favorite pizza and adding it to the cart.

3. You are finished with adding items to the cart. Now take the steps to *checkout and complete your order. Do not create a user account.*

Task Goal and Reasoning: Complete a purchase as a guest user.

4. You have friends over on a Friday night and one friend likes pepperoni pizza and another friend likes onion pizza. *Start at Papa John's homepage and add a pizza that is half pepperoni and half onion to your cart.*

Task Goal and Reasoning: Ensure that the participant can understand how to order specialty and combo pizzas.

5. You want to make sure that the group has enough food to eat. *Add original breadsticks and Jalapeño Papa Bites to your order.*

Task Goal and Reasoning: Ensure the participant can modify an existing order and find and add items other than pizza from the menu to their cart.

6. One of your friends tells you that they are allergic to jalapenos. *Remove the Jalapeño Papa Bites from your cart.*

Task Goal and Reasoning: Ensure that the participant understands how to remove items that they do not want to order.

7. You are finished with adding items to your cart. Now take the steps to *checkout and complete your order*. This time, as you check out, *create an account and join the Papas Rewards*.

Task Goal and Reasoning: Ensure that the participant is able to sign up for a loyalty program account before completing the order and proceed to checkout afterward.

8. Once you've created an account, completed the checkout process, and placed your order, *log out of your account and/or close the confirmation page*. *Open a new tab or browser to the Papa John's homepage and take the steps to sign into the Papas Rewards account you just created*.

Task Goal and Reasoning: Ensure that the participant knows how to log into the loyalty program account they created for future orders.

9. You received a mailed advertisement to your home with a coupon for 20% off a medium pizza at Papa John's. *While signed into your account, create a new order and add a medium Super Hawaiian Pizza to your cart*.

Task Goal and Reasoning: Ensure that the participant understands how to choose an item that is eligible for a coupon or promotion.

10. Take the steps to *checkout and complete your third order*. *Enter the promotional code from the coupon to receive the discount*. *Sign out of your account when your order is completed*.

Task Goal and Reasoning: Ensure that the participant understands how to use a promotional code and receive the discount.