For the first prototype, the group used Wix.com to create a basic model of their desired website, which was developed from their initial conceptual design. The team wanted to determine whether the basic elements that were implemented are functioning in the desired manner in order for the team to proceed with the next prototype. The tests included aspects such as testing how potential clients reacted to the displays, their opinions on the navigation system, as well as the testing of several simple, yet crucial features. The team will use the feedback provided and the test results recorded to develop the subsequent prototype.

Prototype Testing Plan

Test ID	Test Objective (Why)	Description of Prototype used and of Basic Test Method (What)	Description of Results to be Recorded and how these results will be use (How)	Estimated Test duration and planned start date (When)
1	- Check to see if the colour scheme is pleasing to users - Test is for learning (what makes a website that is pleasing to users) - Test is for communication (users can specify what they prefer/say what is desirable) - Test is for de-risking (we can understand what users like, before we continue with the same colour scheme/layout)	- Physical and focused (Want to focus on displays and layout, we will be using the actual website for the test to maximize fidelity) - Research basic colour scheme of popular websites - Potential users will describe their thoughts on the website design	- User perceptions/reactions to the website displays - Important for end results as it determines if the website is attractive or not and if the team should change the design or keep it as is - Results will help to change aesthetics of website	- Website colour scheme needs to be picked before showing to users - Clients to review the features need to be chosen - Receiving client feedback is another dependency as it takes time for them to respond to the team members with their feedback - 3 to 4 days to research common colours, add them to the website as well as collect feedback
2	- Analyze complexity of website navigation - Test is for learning (users may find certain websites hard to navigate, therefore it can help us understand what is difficult to understand) - Test is for communication (users can specify which tasks are hard to accomplish/what is difficult to understand) - Test is for reducing risk (we can get a better understanding of how to display our website to ensure maximum task success before proceeding)	- physical and focused (want to focus on the navigation complexity, we will be using the actual website for the test to maximize fidelity) - Benchmark successful UIs - Potential users will navigate the website and try to accomplish a given task, they will describe the level of difficulty/ease	- User's ability to navigate the site - Time it takes for user to accomplish a given task - Results will help in organizing the layout of the website - Important since a design criteria is that the website needs to be easy to use	- Decision as to how to display all the features needs to be decided before collecting user feedback - Clients to test the prototype need to be chosen - Receiving client feedback is a dependency another as it takes time for them to respond to team members with feedback - 3 to 4 days to set up navigation tools and collect feedback

3	- Check if menu display functions properly - Test is for measuring derisking (want to make sure that this certain aspect functions properly before proceeding to more complex functions)	- Physical and focused (want to focus on menu selection, this will be done using the actual website to ensure maximum fidelity) - Using Wix, team members will try to click on every option from the drop down menu - Members will see if there desired pages are displayed	- Functionality of the menu display and its layout - Important since an easy to use menu bar is one of the design criteria - Should research general designs of menu bars to ensure easy use	- Menu bar needs to be set up before team members can test it - One day to set up and test
4	- Check if cart works (adds to cart, checkout button, calculate taxes, calculate total) - Test is for measuring derisking (want to make sure that this certain aspect functions properly before proceeding)	- Physical and focused (want to focus on doing one specific task for this feature using the actual website, this can also be described as analytical since there are calculations involved, but an actual mathematical simulation is not used) - Team members will use the Wix website to make a certain order using the cart feature - Members will note aspects such as if the cart is able to add/delete items, if the taxes are correct, if the calculated total is correct etc.	- Functionality of cart feature - Manual calculations of taxes and totals with the given taxes and totals on the website - Important since this is one of the requirements in the design criteria	- Shopping cart needs to be set up before testing - Chosen restaurant items should be included in order to be able to add things to the cart and make calculations - One day to set up and test
5	- Check to see if textboxes work (for signup page, login page, review section) - Test is for measuring derisking (want to make sure that this certain aspect functions properly before proceeding to more complex functions)	- Physical and focused (want to focus on functionality of the textboxes, - Team members will type in text into all the textboxes available on the Wix website and note if they are able to do so - Note if there are any limitations (character limits etc.)	- Functionality of textboxes - If there are character limits or if there are certain characters that cannot be entered - Important as the text box feature is in multiple pages	- Textboxes need to be placed on the desired pages before testing can begin - Some dependencies are the creation of certain pages as the textboxes need to be placed within these pages - 3-4 days to set up required pages, insert text boxes and test
6	- Check to see if review section is adequate	- Physical and focused (want to focus on one	- Functionality of the review section	- Review section needs to be set up before

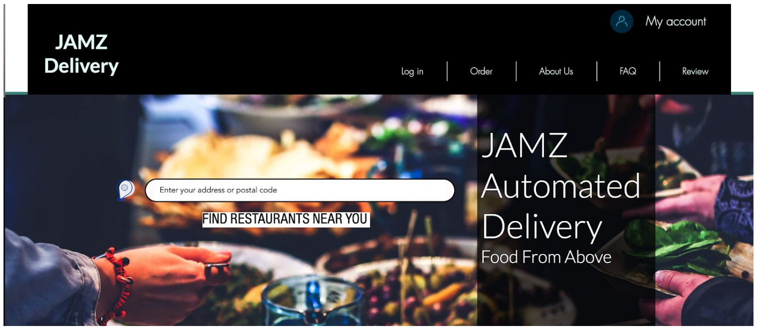
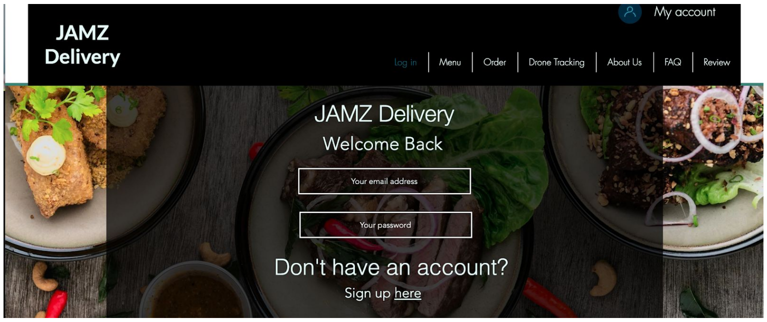
	(functions properly, customer is satisfied with what they are allowed to say) - Test is for measuring derisking (want to make sure that this certain aspect functions properly before proceeding)	aspect of the review page by using the actual website) - Team members will attempt to leave a rating using the rating method (out of 5 check marks) - Potential users will describe why they would/wouldn’t use this review sections	- User perceptions/reactions to the page - Important since many food delivery services have a lack of customer reviews or customers are not getting assistance, therefore this is a feature that should be improved upon - Benchmark existing review sections	testing can begin - Clients need to be chosen - Clients need to respond with their feedback before improvements can be made - 2-3 days to set up and receive client feedback
7	- Determine if the links/redirects work properly (link to login page, link to account, link to sign up etc.) - Test is for measuring derisking (want to make sure that this certain aspect functions properly before proceeding to more complex functions)	- Physical and focused (want to focus on the functionality of the links using the actual website) - Members will note what page each button takes them, and if it is the desired page	- Functionality of links and redirects - Important as there will be links and redirects in most pages	- Links/redirects need to be set up before testing can begin - Some dependencies are the creation of certain pages as the links would need to be placed within these pages - 3-4 days to set up additional pages, insert the links/redirects, and test

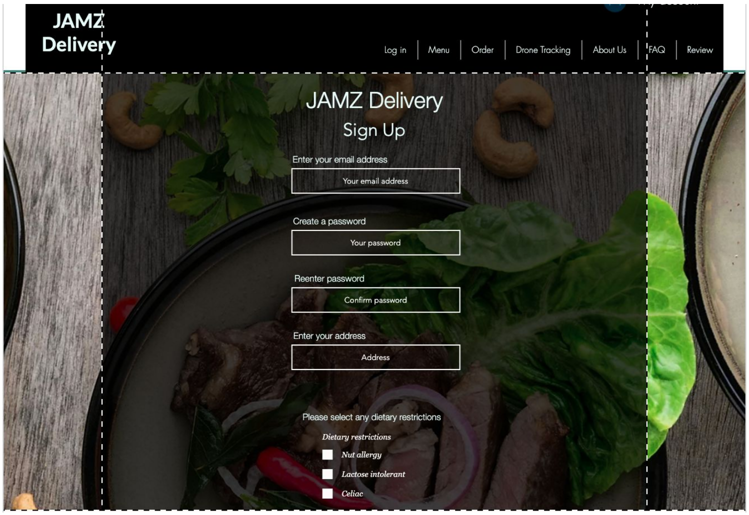
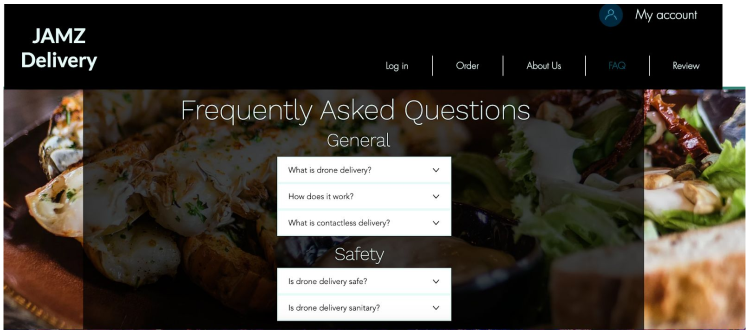
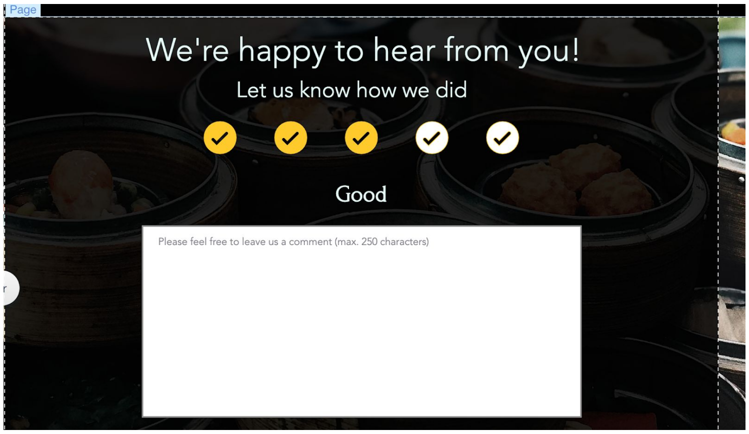
Stopping Criteria

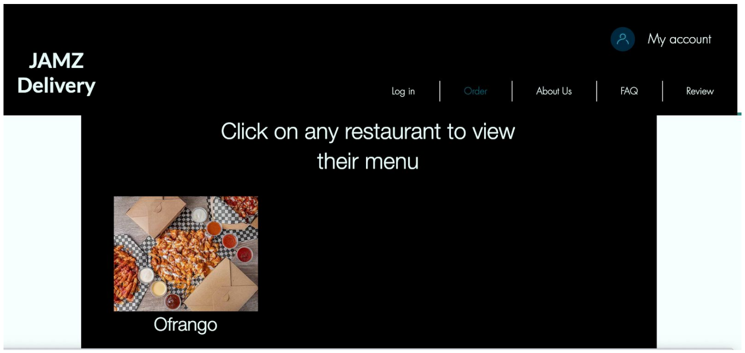
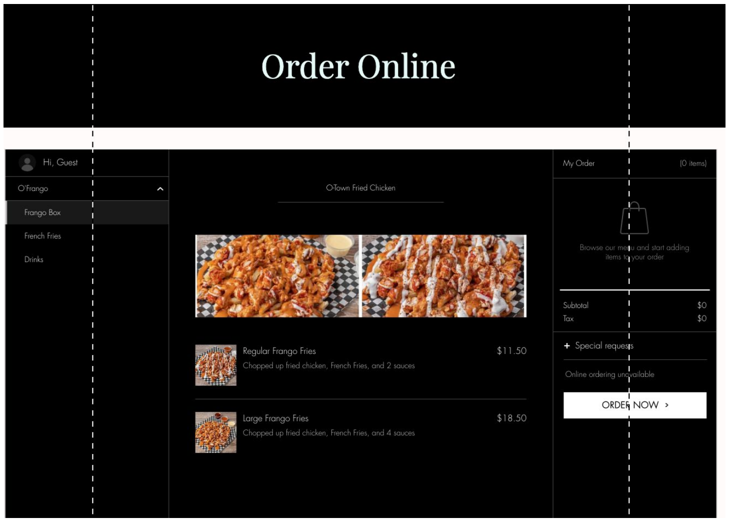
Test ID	Stopping Criteria
1 (Aesthetics)	- Potential clients are satisfied with the displays - Not too harsh on the eyes - Not too simple, but not too flashy - Potential clients find it aesthetically pleasing
2 (Navigation)	- Potential clients are able to complete a given task within an estimated time - Potential clients believe that the website is easy to navigate - Potential clients are able to navigate without much help from presenters
3 (Menu bar)	- Menu bar is able to take the user to the appropriate page - Menu bar has satisfactory labels (not too long, but should be descriptive enough) - Menu bar contains all the required pages
4 (Shopping cart)	- Shopping cart is displayed when a user places an order - Is able to calculate the user’s total - Is able to calculate the tax and additional fees

	- Gives the total in the right units (CAD) - Users may view what is inside the cart - Contains a checkout button
5 (Textboxes)	- Textboxes are in the required pages - Users are able to insert text into these boxes - The boxes have a correct character limit (ex. 250 characters, or no limit)
6 (Review page)	- Review page is satisfactory for potential clients - Potential clients believe that the review page will take their reviews into consideration - Review page has a functioning 5 star rating method
7 (Links/Redirects)	- The links/redirects are placed in the required locations - The links are able to redirect users to the correct page - Links/redirects and easy to notice by the user (ex. If insert a redirect when clicking on a certain image, the client should know to click on the image)

Model for Prototype 1 testing and customer feedback

 JAMZ Delivery My account Log in Order About Us FAQ Review Enter your address or postal code FIND RESTAURANTS NEAR YOU JAMZ Automated Delivery Food From Above	Homepage - Insert address bar - JAMZ description and slogan on page - Navigation bar at the top - Navigation includes “log in”, “order”, “about us”, “FAQ”, and “review” - Dark theme and minimalistic - Uses a mixture of black and shades of light blue to have simplicity factor and to have a subtle natural mapping to the real world (blue for the sky)
 JAMZ Delivery My account Log in Menu Order Drone Tracking About Us FAQ Review JAMZ Delivery Welcome Back Your email address Your password Don't have an account? Sign up here	Login page - Is accessed either through “my account” or “log in” in the menu bar - “Welcome Back” to indicate an existing user - Email and password input - Gives a clear link to a signup page

 JAMZ Delivery Log in Menu Order Drone Tracking About Us FAQ Review JAMZ Delivery Sign Up Enter your email address Your email address Create a password Your password Reenter password Confirm password Enter your address Address Please select any dietary restrictions *Dietary restrictions* ☐ *Nut allergy* ☐ *Lactose intolerant* ☐ *Celiac*	Sign up page - Can be accessed after clicking “log in” or “my account”, and then can be redirected to the sign up page - Requires an email, a password, and a confirmation password - Requires an address - Asks user for dietary restrictions - Can check off boxes labelled as “nut allergy”, “gluten allergy”, “lactose intolerant”
 My account JAMZ Delivery Log in Order About Us FAQ Review Frequently Asked Questions General What is drone delivery? How does it work? What is contactless delivery? Safety Is drone delivery safe? Is drone delivery sanitary?	FAQ page - Questions are separated by category (ex. “General”, “safety”, “ordering” etc.) - General questions are listed under these categories and when users hover over these boxes, the answer will show in a dropdown menu format
 We're happy to hear from you! Let us know how we did ✓ ✓ ✓ ✓ ✓ Good Please feel free to leave us a comment (max. 250 characters)	Review page - Uses positive phrasing to encourage users to leave reviews - Uses a 5 star method - When users hover over check marks, it shows them what rating they are giving (ex. Hovering over the third checkmark shows “good”, hovering over the fifth checkmark shows “love it!”) - Includes a textbox with a 250 character limit incase users have additional comments

 JAMZ Delivery My account Log in Order About Us FAQ Review Ofrango Click on any restaurant to view their menu	Restaurant page - Can be found when “order” is clicked in menu bar - Directs users to click on the image of a restaurant to display their menu - Has a preview of the food available at the restaurant (only one in the prototype I to get a sense of layout and functionality) - Displays restaurant image with the restaurant name - Clicking on image will direct to order page with the restaurant menu and the users are able to add items to their cart
 Order Online Hi, Guest O'Frango Frango Box French Fries Drinks O-Town Fried Chicken My Order (0 items) Subtotal $0 Tax $0 + Special requests ORDER NOW › Regular Frango Fries $11.50 Chopped up fried chicken, French Fries, and 2 sauces Large Frango Fries $18.50 Chopped up fried chicken, French Fries, and 4 sauces Browse our menu and start adding items to your order Online ordering unavailable	Order page - Displays the menu of each item of the chosen restaurant - Contains images for the food - Checkout and shopping cart are to the right - Users can see what they have placed into the cart - Users can see their total - Users can check out - Menu is divided into categories (ex. “fries”, “drinks” etc.)

Feedback

- Colour scheme is nice and simple
- Minimal displays
- Maybe tone down on certain pictures, can be overwhelming
- Mostly easy to navigate, maybe be more specific with the menu bar
- “Find restaurants near you” on homepage is slightly hard to read, make it clearer
- Might want to include a search bar to help with navigation
- Likes the 5 star rating method
- Should include a help section where users can send specific questions
- Should include a “submit” button for text inserts so that users know what they are entering is being submitted
- Could include a confirmation message that pops up after submitting a text, or some other type of indicator that the input was successful
- Loading time is not too slow
- FAQ section is a bit confusing, maybe exclude the drop down menu design
- For signup page, might be better to do a multistep process, which is what other delivery services use (ex. Enter email and password in one page, then enter address in another …)
- Be more specific with dietary restriction (ex. Instead of just saying nut allergies, include peanut, almond etc.)
- Include a signup page on the homepage so it is easier for new users
- Include disabilities/handicaps in the sign up page (wheelchair, visually impaired etc.)

- For restaurant selection page, be more specific when listing restaurants (ex. ETA, delivery fee, location, restaurant rating maybe)

Results

In conclusion, by using the test objectives table as well as the stopping criteria, team members were able to test certain functionalities of the website. The team attempted to make a basic model of the website that contained a certain degree of fidelity in order to achieve more accurate feedback and results, however, the team did not go too in depth with the functionalities in case users do not like a certain aspect, or if the function is not feasible, in order to save time and effort. The tests had several trials for each test objective, incase results varied from the device that is being used (ex. Mac vs. Windows). For the most part, the basic functions were able to perform the desired tasks. The menu display was satisfactory for team members, and they were able to take users to the desired page. The shopping cart feature was able to calculate the total as well as the taxes of an order, and users were able to switch between different categories of a restaurant menu based on the type of food. The textboxes in the required places all accepted text inputs and contained the right amount of characters, with character limits being respected. The links that would redirect a user to a different page on the website were placed in the appropriate places and functioned as required. From the customer feedback, it is known that there are many features to be improved upon. The potential clients found the website to be aesthetically pleasing to an adequate degree, but some texts were difficult to read and certain pictures seemed to make the website too crowded. The navigation was satisfactory to users, but there were still certain features that made the website slightly hard to understand. For example, when entering a comment in the review section, there should be some type of submit button or a confirmation message that pops up to signify to the user that their comment has been sent in. In using the results obtained, the team may proceed with testing more complex features in the website. With the customer feedback, the group will incorporate the feedback given to improve the website for the next prototype.