12 responses

Summary See complete responses

What is your initial impression of the site?
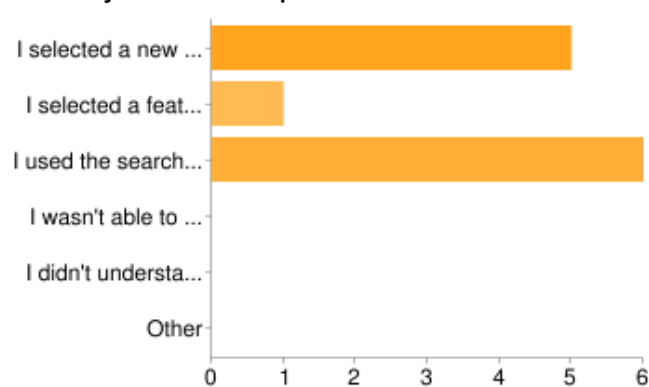

worst   best

1 - worst	**0**	0%
2	**0**	0%
3	**1**	8%
4	**8**	67%
5 - best	**3**	25%

Task: Finding a recipe

For your first task, I'd like you to find a recipe you might enjoy.
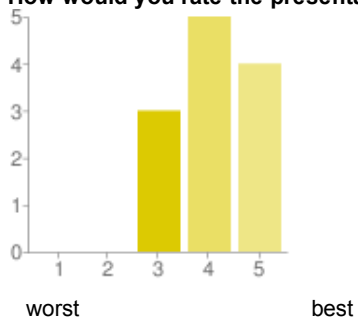
How did you find the recipe?

I selected a new recipe	**5**	42%
I selected a featured recipe	**1**	8%
I used the search function	**6**	50%
I wasn't able to find a recipe	**0**	0%
I didn't understand the instructions	**0**	0%
Other	**0**	0%

How difficult was it to navigate the site?
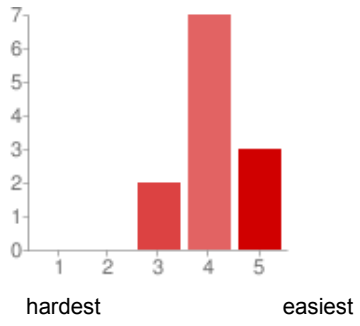
hardest   easiest

1 -	hardest	**0**	0%
2		**0**	0%
3		**2**	17%
4		**7**	58%
5 -	easiest	**3**	25%

How would you rate the presentation of the recipe?

worst   best

| 1 - worst | **0** | 0% |
2	**0**	0%
3	**3**	25%
4	**5**	42%
5 - best	**4**	33%

Is there anything specific that you didn't like with the recipe presentation?

 The text size is too small and elements and line spacing feels weird. Some text elements are cut off.   Awesome pawesome   Presentation looked good. Going back from the Amazon fresh links would take me back to the home page, however.   The font of the ingredients is too big. The picture of the recipe is too small so I couldn't really see the ingredients and the finished product. The directions should be in bullets instead so it's easier to see. The buttons and the drop down menu on the top don't work.   The site is really slow and the "search bar" is abnormally large.   "Holiday Recipes" button on the me   ...

Task: Using search

I'd now like you to use the search bar to find a recipe with a particular ingredient of your choosing in it (e.g. a tomato).

Did you experience any of the following issues?
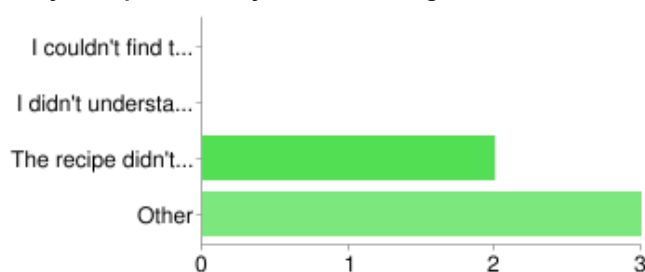
| I couldn't find the ingredient | **0** | 0% |
I didn't understand the instructions	**0**	0%
The recipe didn't contain the ingredient	**2**	40%
Other	**3**	60%

People may select more than one checkbox, so percentages may add up to more than 100%.

Which ingredient did you search for?

 orange juice   green pepper   Tom yum   Eggplant   Celery   Tomato   black olives   Avocado   No cheese in the

twice baked potatos - I thought it contained cheese??   panini   Black Bean Salsa Dip   Oil

How would you rate the auto-complete choices?

worst   best
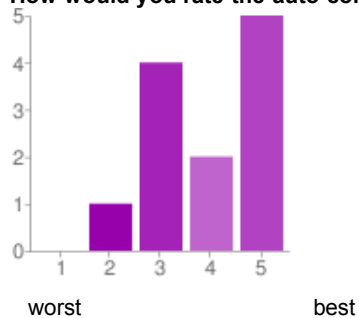
|		
1 - worst	**0**	0%
2	**1**	8%
3	**4**	33%
4	**2**	17%
5 - best	**5**	42%

Is there anything specific you'd like to say about the search feature?

The auto complete feature is confusing.   Cool   It would be nice to have a "partial" search, so searching for just 'celery' would bring me to a page with more recipe names containing celery.   snippets of description or tag along with possible matching recipes would be cool   It shouldn't be case sensitive   I like it.   dashes, probably should be ignored. Maybe suggestions other than name.

Task: Add Ingredients to Cart

Add all the ingredients for the linked recipe to your cart. Please visit http://fameme.com/freshipes/view.php?recipe=15371 to complete the task.

What issues did you have completing the task?
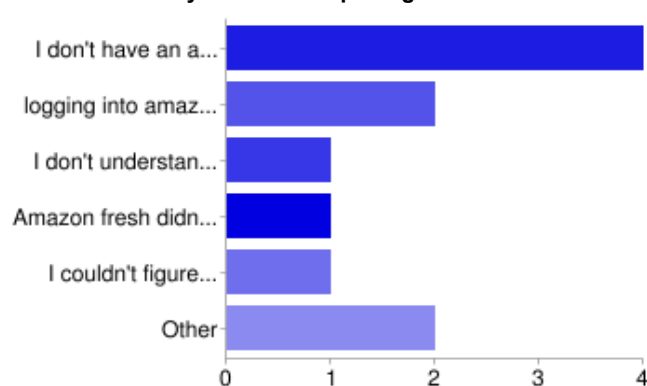
|		
I don't have an amazon account	**4**	
logging into amazon took me away from freshipes	**2**	
I don't understand the instructions	**1**	
Amazon fresh didn't have one or more ingredients	**1**	
I couldn't figure out the interface	**1**	
Other	**2**	

People may select more than one checkbox, so percentage may add up to more than 100%.
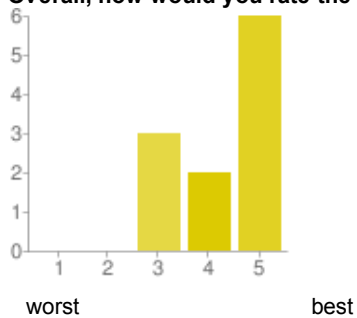
How would you rate your experience adding ingredients?
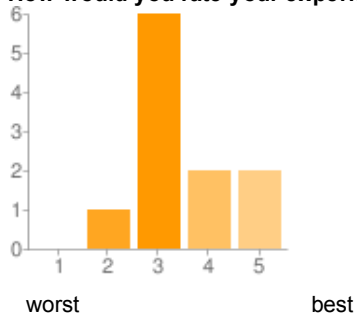
1 -	worst	**0**	0%
2		**1**	8%
3		**6**	50%
4		**2**	17%
5 -	best	**2**	17%

worst   best

Overall, how would you rate your experience with the site?
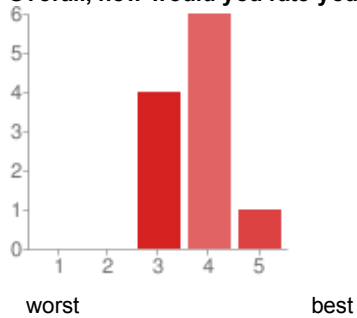
1 -	worst	**0**	0%
2		**0**	0%
3		**4**	33%
4		**6**	50%
5 -	best	**1**	8%

worst   best

Overall, how would you rate the visual appearance of the site?

1 -	worst	**0**	0%
2		**0**	0%
3		**3**	25%
4		**2**	17%
5 -	best	**6**	50%

worst   best

Is there anything you'd like to say?

There seems to be a lot of 'small' issues   The website is attractive with a clean and creative look. Everything is easy to find.   Good design, could use some refinement and slight bug fixes, but overall very good.   nice user interface and usability can be lot better with some improvements   When I click on the ingredients to purchase, the amazon website pop up and it covered the recipe page that I was on. This isn't good because I don't remember what I'm supposed to buy and the quantity of each ingredient that I need to purchase from Amazon. This slows down the process. Thank you!   Compared to other   ...