



Dutch Bros

Usability Test

This document was completed as a group consisting of:

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Team Members: Charles Miller and Dreyke Boone

GIT 340 Information Design and Usability

Professor Dirks

June 13, 2020

Introduction

The [Dutch Bros](#) coffee company was founded by two brothers, Dane and Travis Boersma, in 1992.

Dutch Bros ecommerce site is used for consumers to:

- Shop
- Find Locations
- View Menu
- View Dutch Bros Story
- Find News and Events
- Learn about Coffee
- Learn about the Dutch Bros Foundation

Methodology

The following pages are the materials needed for the usability test Dutch Bros 1 team will be using to evaluate the website of Dutch Bros.

The materials will be broken into:

- [Pre-test Questionnaire](#)
- [Scenarios/Tasks](#)
- [Post-Test Questionnaire](#)
- [Observation Sheet](#)

Pre-Test Questionnaire

The pre-test questionnaire are demographic-type questions will help assess the experience level of each participant as it relates to Dutch Bros website.

1. What is your age?

- ☐ 18-24 years old
- ☐ 25-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ 50 years or older

2. Have you ever visited the Dutch Bros website?

- ☐ Yes
- ☐ No

3. What is your first impression of the site?

- ☐ Cluttered
- ☐ Basic
- ☐ Fun and inviting
- ☐ Interesting
- ☐ Professional
- ☐ Lack of search bar

4. What is your employment status?

- ☐ Student
- ☐ Full time employed
- ☐ Part-time employed
- ☐ Retired
- ☐ Other: _____

5. What is your experience with computers?

- ☐ Beginner
- ☐ Intermediate
- ☐ Advanced

6. How often do you use the internet?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly

7. How many hours a day do you spend on the internet?

- ☐ 0-2 Hours
- ☐ 2-4 Hours
- ☐ 4-6 Hours
- ☐ 6-8 Hours
- ☐ 8+ Hours

8. What device do you use to access the internet?

- ☐ Cell Phone
- ☐ Laptop
- ☐ Tablet
- ☐ Gaming System

Scenarios/Tasks

There are four scenarios with coinciding tasks that relate to the usability issues that exist with the Dutch Bros Website. Each participant will go through each scenario.

Scenario 1: You are shopping for a gift for a friend's birthday. He already has a black stainless-steel mug from Dutch Bros but would like to find something similar to accompany the mug he already has.

Task 1: Use dutchbros.com to find a black stainless steel mug

Task 2: Navigate to the page that contains similar products to the black stainless-steel mug

Scenario 2: You are working from home the next six months and have decided to purchase ground coffee from Dutch Bros. You've also decided it's important to know a bit more about Dutch Bros before completing any purchase.

Task 1: Add three bags of Private Reserve to your shopping cart

Task 2: View the shopping cart. Remove 1 bag from the shopping cart

Task 3: Find out when Dutch Bros was founded

Scenario 3: You are considering adding a gift card alongside the mug for your friend's birthday gift.

Task 1: Add a \$50 gift card to your shopping cart

Task 2: Remove the gift card from your shopping cart

Scenario 4: You are taking a trip out to Salem, Oregon in a few months and want to stop by a Dutch Bros location to try out their coffee.

Task 1: Find out if there are any Dutch Bros in Salem, Oregon

Task 2: Find and use the menu to explore what drinks you may want to try

Post-Test Questionnaire

The post-test questionnaire is given to the participant after they have completed the scenarios and tasks. The questionnaire allows for the participant to give their opinion about the website features as it related to the scenarios.

1. Did you find the Dutch Bros web store easy to navigate?

☐ Yes

☐ No

2. How would you describe your overall experience with DutchBros.com?

3. What did you like the most about DutchBros.com compared to other coffee websites?

4. What did you like the least?

5. On a scale from 1 to 5 (1=not at all likely), (5=very likely), how likely are you to recommend DutchBros.com to a friend?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

6. On a scale from 1 to 5 (1=not likely at all), (5=very likely), how likely are you to shop at DutchBros.com?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7. How frequently would you visit DutchBros.com?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently

8. Were you able to find similar products easily?

- ☐ Yes
- ☐ No

9. Were you able to easily locate the year Dutch Bros was founded?

- ☐ Yes
- ☐ No

10. Was the menu easy to navigate?

☐ Yes

☐ No

11. Did the menu make the drinks look appealing?

☐ Yes

☐ No

12. Did you have any issues with navigating through the website?

☐ Yes

☐ No

13. If yes, please explain the issues with navigation of the website.

Observation Sheet

Scenario 1: The participant is shopping for a gift for a friend's birthday. He already has a black stainless-steel mug from Dutch Bros but would like to find something similar to accompany the mug he already has. The participant should use dutchbros.com to find a black stainless steel mug and then navigate to the page that contains similar products to the black stainless-steel mug

Comments & Observations:

Scenario 2: The participant is working from home the next six months and have decided to purchase ground coffee from Dutch Bros. They've also decided it's important to know a bit more about Dutch Bros before completing any purchase. The participant should add three bags of Private Reserve to your shopping cart. Then, view the shopping cart and remove 1 bag from the shopping cart. The additional task will be to find out when Dutch Bros was founded by navigating back to the home page and then going 'Our Story' tab.

Comments & Observations:

Scenario 3: The participant is considering adding a gift card alongside the mug for their friend's birthday gift. The participant adds a \$50 gift card to their shopping cart and then removes the gift card from their shopping cart.

Comments & Observations:

Scenario 4: The participant is taking a trip out to Salem, Oregon in a few months and wants to stop by a Dutch Bros location to try out their coffee. The participant will find out if there are any Dutch Bros in Salem, Oregon and then find and use the menu to explore what drinks you may want to try.

Comments & Observations:

Conclusion

These questionnaires will be used in the usability test for Dutch Bros website.



Findings Report

Project Manager:

Mackenzie Radice

Team Members:

Charles Miller and Dreyke Boone

GIT 340 Information Design
and Usability

Professor Dirks

June 20, 2020

Overview

- Background
- Methodology
- User Personas
- Results
- Recommendations



Who is Dutch Bros?



Founded in Southern Oregon in 1992



Dutch Bros strives to be a force for good through outstanding customer service and killer coffee.



Every cup of Dutch Bros. coffee is handcrafted — roasted by hand in the Pacific Northwest, blended by hand and then ground and pulled by hand, *ristretto*-style

Executive Summary



Test Goals

Review how users use the shopping feature on the website and how the user uses the menu feature on Dutch Bros website

The tests were to review the issues on DutchBros.com and improve the website



Nature of Test

One-hour sessions with 6 participants with a series of scenarios, tasks, and questions



Results

Users did not enjoy the two separate sites once clicking the shop now area

Users thought the menu did not describe the beverages well



Recommendations

The shopping tab should be in the same webpage as the rest of the website

The menu should be more descriptive to users that are unknown with Dutch Bros Coffee

Suggestions should be added for merchandise



Reasoning

Users of DutchBros.com tend to be new to the company and are curious of what the menu entails and want something that is straight forward and easy to understand

Data Sources

Interviews

Heuristic Evaluation

Scenarios

Methodology

Based on the Survey and the Heuristic Evaluation, our main areas of focus for the usability test were to focus on:

- Shopping for products
- Menu
- Finding locations
- Knowledge of the company

These areas created the scenarios and tasks used during the usability test



Heuristic Evaluation

- Each team member completed their own
- The average score of the evaluation was 76%

The Heuristic followed these Criteria

Home Page

Task Orientation

Navigation & IA

Forms & Data Entry

Trust & Credibility

Writing & Content Quality

Page Lay out & Visual Design

Search

Help, Feedback & Error Tolerance

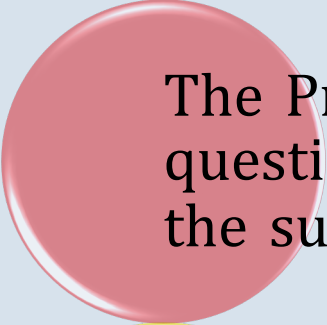
Usability Test

The usability test used a specific set of questions to assist us in determining the general consumer of Dutch Bros Coffee to find what issues may lie within the website.

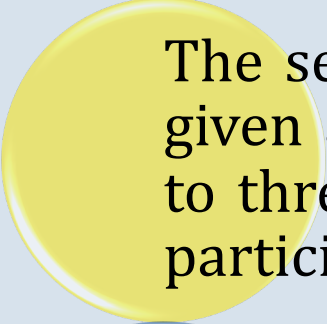
The usability test was taken by six participants in person and moderated. Each Participant had one-hour to complete the test.

Their demographics and responses to scenarios and tasks will be analyzed for both qualitative and quantitative data which will allow us to determine if it is user error or a common flaw.


Usability Test



The Pre-test Questionnaire contains basic demographic questions to give us an idea of the participants knowledge on the subject.



The second stage is the scenarios where the participant will be given an idea of why they are about to complete the next two to three tasks. Each task will be timed and any comments the participant made are recorded in the notes section.



The final stage is the Post-test Questionnaire which will tell us their thoughts on the website as a whole. Questions will be asked regarding what they like and don't like.

Personas

Ashton Vargas



Photo by kyryll ushakov on Unsplash

ABOUT

Age: 27

Gender: Male

Education: Bachelor's Degree

Work: Bartender

Outgoing

Extrovert

Sociable

Cultured

Confident

Adventurous

PERSONALITY

Likes: Responsibly sourced coffee, whiskey, history

Dislikes: Bad energy, traffic, baking

Communication Style: In-person, verbal

TECHNICAL

Computer Skills: Somewhat computer savvy, has an iPad and iPhone

Internet Use: Uses internet daily, looking up cocktails and researching

Websites frequently visited: Google, Starbucks, Instagram, YouTube, Reddit

KNOWLEDGE BASE

Topic Knowledge: Advanced

Key Reasons: Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company

Key Needs: Find a location, learn about the company, view menu

NARRATIVE

Ashton Vargas is a 27-year-old bartender who is always on the go.

Whether it is

to an early morning gm session or a late shift at the bar, caffeine is a must.

With Ashton's sociable lifestyle and interest in responsibly sourced coffee, he is always on the lookout for the next best blend.

Bianka Weeks



Photo by Victoria Heath on Unsplash

ABOUT

Age: 53

Gender: Female

Education: Master's Degree

Work: Program Manager

Introvert

Self-sufficient

Observant

Excitable

Focused

PERSONALITY

Likes: Typically makes coffee at home, prefers black coffee, bike rides

Dislikes: Storytelling, horror films, small spaces

Communication Style: Written

TECHNICAL

Computer Skills: Computer novice, owns a desktop, laptop, and Samsung

Internet Use: Uses internet daily, mostly uses internet for work to manage teams

Websites frequently visited: Google, Yahoo, Project Cub!cle, Slack

KNOWLEDGE BASE

Topic Knowledge: Intermediate

Key Reasons: Order coffee beans, find a location, learn about the company

Key Needs: A feature where you can see the coffee maker you have, select the type of k-cup you use with ease

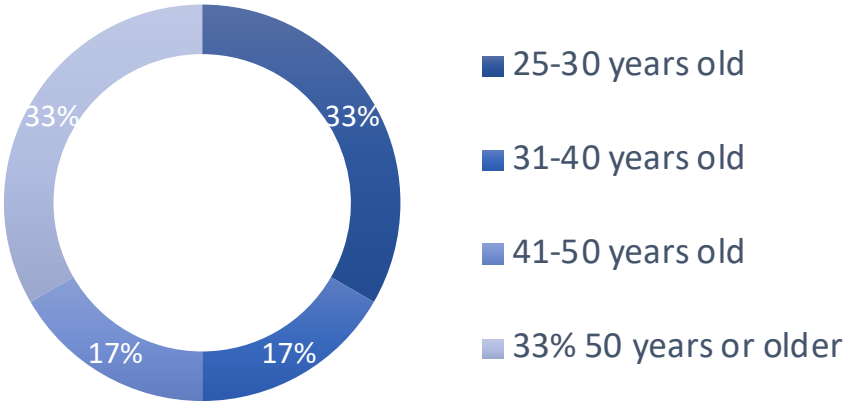
NARRATIVE

Bianka Weeks is a 53-year-old Program Manager who strives for nothing less than excellence. To Bianca, there is nothing better than waking up to a fresh pot of coffee before her early morning bike ride to another productive day at the office. When not stressing over the multiple programs she manages, she can also be found curled up on the couch reading a good book.

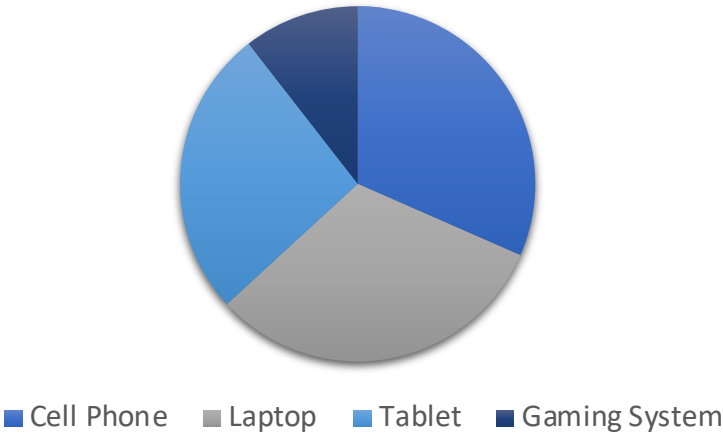
Results

	Visited the site before?	Employment Status	Internet Usage	Daily Internet Usage (Hours)
Participant 1	Yes	Full time employed	Daily	6-8 hours
Participant 2	No	Full time employed	Daily	8+ hours
Participant 3	No	Full time employed	Daily	2-4 hours
Participant 4	No	Student, Full time employed	Daily	4-6 hours
Participant 5	No	Full time employed	Daily	2-4 hours
Participant 6	No	Full time employed	Daily	4-6 hours

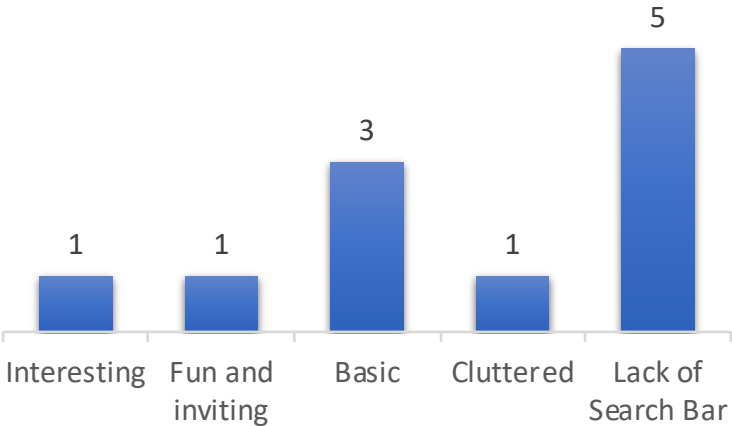
Age Distribution



Device Used to Access the Internet



Participants First Impression of the Site



Findings

Scenario 1

You are shopping for a gift for a friend's birthday. He already has a black stainless-steel mug from Dutch Bros but would like to find something similar to accompany the mug he already has.

Tasks

- Use dutchbros.com to find a black stainless-steel mug
- Navigate to the page that contains similar products to the black stainless-steel mug

50%

of participants did not select the Shop Now button and thought the mug could be found by searching the Menu.

100%

of participants completed all the tasks successfully.

“

The design of the filter is good, the shade of blue and being in the middle of the page makes it easy to find

- Participant 1

Why are the sites two different pages?

– Participant 4

”

Scenario 1

Overall

- Participants tried searching the menu first instead of clicking Shop Now
- Participants didn't like having two different tabs open after clicking Shop Now

Number of participants: 6

Percent successful: 100%

Participant 1 could not find the 'Shop Now' button initially. Thought the Shop Now button would be listed in the menu. Thought the filter was "stupid proof". Noted that the design was good and the shade of blue and being in the middle of the screen made it easy to find

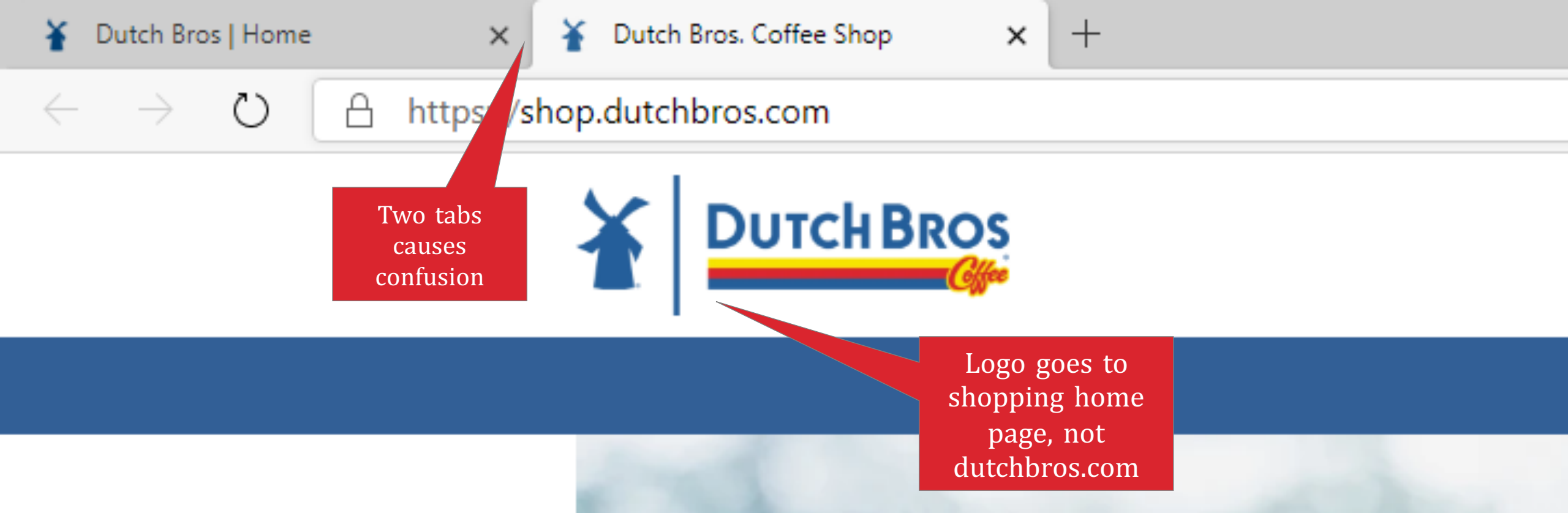
Participant 2 went to the hamburger menu first, then selected "Menu" first. Thought the Shop Now button wasn't obvious. Liked that a new page opened when clicking Shop Now

Participant 3 searched the menu first, thought using the search there could be used to find a mug. Didn't like that there was two different sites. "Why are the sites two different themes?"

Participant 4 didn't like pop-ups. "Why are the sites two different pages?" Frustrated when no suggestions

Participant 5 completed this scenario with no issue.

Participant 6 completed this scenario with no issue.



Scenario 2

You are working from home the next six months and have decided to purchase ground coffee from Dutch Bros. You've also decided it's important to know a bit more about Dutch Bros before completing any purchase.

Tasks

1. Add three bags of Private Reserve to your shopping cart
2. View the shopping cart. Remove 1 bag from the shopping cart
3. Find out when Dutch Bros was founded

Scenario 2

Overall

- Participants didn't like having to manually enter the amount to update their shopping cart
- There was some confusion in trying to go back to dutchbros.com, users tried clicking home and the logo to no success.

Number of participants: 6

Percent successful: 83%

Participant 1 experienced confusion when trying to decide whether to select Shop Now and Coffee in the menu. Didn't like that there was no feedback that the coffee was added to the shopping cart. The fact that there is no Remove button is antiquated, entering a number is extra work. Compared shopping experience to other ecommerce sites like Amazon.

Participant 2 Completed the first task with no issue. Didn't like typing in the amount to update the cart.

Participant 3 Participant clicked home three time to go back to dutchbros.com. This Participant did like the fact they could type in the quantity in the cart.

Participant 4 Felt there was a lot going on in the side panel. Did not go back to dutchbros.com to find the about you, instead went to the bottom of the shopping page.

Participant 5 completed the first task with no issue. Some confusion around clicking the logo to go back to the Home page, instead the it takes the Participant to the main shopping page.

Participant 6 had no issue with the first task but failed to complete the second task. Didn't recognize that the shopping page opened to a new tab.

DUTCHBROS. COFFEE GIFT CARDS

\$ 45.00 ~~\$-50.00~~

AMOUNT

\$5.00

\$10.00

\$25.00

\$50.00

\$100.00

PRODUCT DETAILS

All gift cards are 10% off until further notice! #dutchluv

Looking for the perfect gift? Dutch Bros. Gift Cards always make a great present!

Includes FREE Standard Mail shipping!

[Check your Gift Card Balance Here](#)

FREE GIFT CARD SHIPPING DETAILS

QUANTITY


-

3

+

ADD TO CART

+/- buttons used to
adjust quantity

Product	Price	Qty	Total
 Dutch Bros. Coffee Gift Cards - \$50.00 Remove	\$ 45.00 \$-50.00	2	\$ 135.00

Scenario 3

You are considering adding a gift card alongside the mug for your friend's birthday gift.

Tasks

1. Add a \$50 gift card to your shopping cart
2. Remove the gift card from your shopping cart

Type to
update
quantity

Scenario 3

Overall

- Participants didn't notice the Remove button and/or didn't think it was clickable

Number of participants: 6
Percent successful: 100%

Participant 1 Completed task with no issue. Did find that there was a remove button, but called out that it wasn't obvious and didn't look clickable

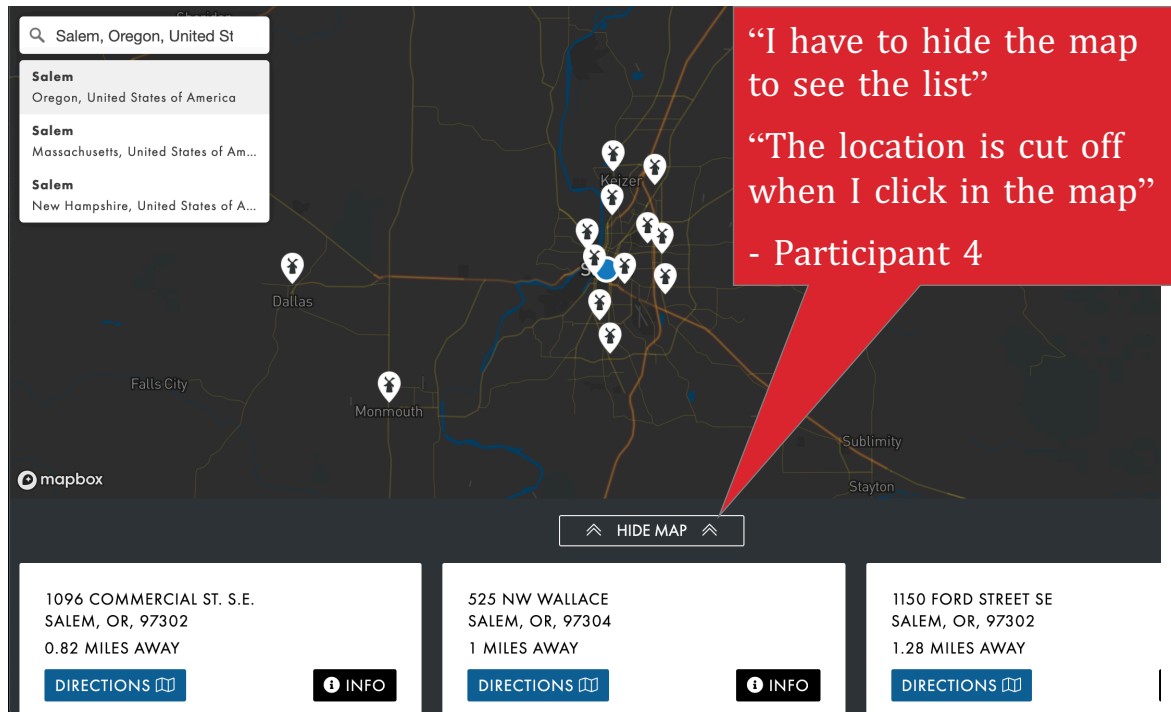
Participant 2 Thought it was strange that Paypal was bigger than more "modern" payment methods

Participant 3 completed this scenario successfully. Participant did randomly click words to see if they would lead anywhere.

Participant 4 Didn't notice the discount and searched for the remove button on the right side of the screen first.

Participant 5 completed this scenario without any noted issues.

Participant 6 typed "0" and Update Cart instead of the Remove button.



Scenario 4

You are taking a trip out to Salem, Oregon in a few months and want to stop by a Dutch Bros location to try out their coffee.

Tasks

1. Find out if there are any Dutch Bros in Salem, Oregon
2. Find and use the menu to explore what drinks you may want to try

Scenario 4

Overall

- Participants seem to have found this scenario to be the easiest to complete.
- The menu didn't provide details about each drink which was specifically called out by the participants.

Number of participants: 6
Percent successful: 100%

Participant 1 Found this scenario to be the easiest to navigate. Could tell this was the bread & butter of the site. Noted that some menu items didn't have explanations as to what they are.

Participant 2 Participant did experience slowness when loading the map. Didn't know what certain items were, wanted a general description to what certain things are

Participant 3 Questioned again why there are two sites for the company. Couldn't search the whole site to find what they need. Disappointed that the "you may also like" was empty

Participant 4 Names of drinks were confusing. Wanted more descriptors for the menu items. Search bar resulted in too many drinks with unclear descriptions

Participant 5 liked the auto populating search bar when searching locations. Completed this scenario with no issues.

Participant 6 completed this scenario with no noted issues.

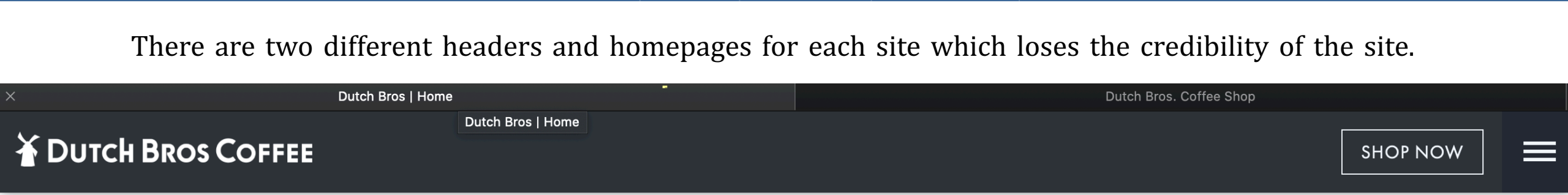
Recommendations

- Shopping should be on the same site
- More descriptive menu
- Links should stand out compared with other text on the site
- Ability to update the amount in the cart by clicking +/- buttons
- Search bar on the home page to help users
- Add “You may also like” to merchandise



Shopping should be on the same site

There are two different headers and homepages for each site which loses the credibility of the site.



The screenshot displays two different website headers side-by-side. The left header is dark grey with a white 'X' icon, the text 'Dutch Bros | Home', a small yellow dot, and the Dutch Bros logo with the text 'DUTCH BROS COFFEE'. The right header is also dark grey but features the text 'Dutch Bros. Coffee Shop' and a 'SHOP NOW' button. A hamburger menu icon is visible on the far right.

The image illustrates two different ways to present a list of resources on a website. On the left, a dark sidebar contains a 'RESOURCES' header and a list of links: Growth Opportunities, Employment, Internships, Digital Newsroom, Privacy Policy, Terms of Service, and Gift Cards. On the right, a light-colored page features a 'RESOURCES:' header and a list of links: About Us, Contact Us, Shipping Info, Gift Card Balance, Returns & Exchanges, Privacy Policy, and Terms of Service. A blue button at the bottom right of the right layout contains a left-pointing arrow and the text 'Return to dutchbros.com'.

RESOURCES

- Growth Opportunities
- Employment
- Internships
- Digital Newsroom
- Privacy Policy
- Terms of Service
- Gift Cards

Having two different resources also loses credibility for the site.

RESOURCES:

- About Us
- Contact Us
- Shipping Info
- Gift Card Balance
- Returns & Exchanges
- Privacy Policy
- Terms of Service

◀ Return to dutchbros.com

More Descriptive Menu



< HOT >


AMARETTO
ALMOND, CHERRY

DutchBros.com has few descriptive words to enhance the beverages that are offered.

Menu / Hot Coffees / Caffè Latte


Caffè Latte

Our dark, rich espresso balanced with steamed milk and a light layer of foam. A perfect milk-forward warm-up.

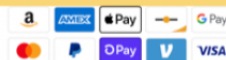
 Select a store to view availability

Starbucks.com describes each part of the drink to allow the user to imagine the flavor of the beverage.

MY CART

Product	Price	Qty	Total
 Private Reserve - Ground Remove	\$ 15.95	1	\$ 15.95

SUBTOTAL \$15.95

[Continue Shopping](#)[Update Cart](#)[Check Out](#)[shop Pay](#)[Apple Pay](#)[PayPal](#)[amazon pay](#)


Please leave special instructions below:



Free shipping on orders \$60 or more!

[Account](#) [My Cart: \(1\)](#)[HOME](#)[COFFEE](#)[DRINKWARE](#)[ACCESSORIES](#)

MY CART

Product	Price	Qty	Total
 Private Reserve - Ground Remove	\$ 15.95	1 UPDATE REMOVE	\$ 15.95

SUBTOTAL \$15.95

[Continue Shopping](#)[Update Cart](#)

Links should stand out compared with other text on the site

- Add up and down arrows to update quantity
- Move the remove button under the numeral number
- Change the colors to show they are clickable

Real Fruit Mixers

UNREAL? NO.
So Real!



SO FRESH, SO REAL!

Splash into summer with our Real Fruit Mixers!
Available at all locations for a limited time only.

[EXPLORE THE MENU](#)

Search bar on the home page to help users

- Remove the shop now button
- Add a collapsible search bar on the heading and remove the shop now button.

Move the Shop
now button
from the
heading into
the
navigational
menu.



LOCATIONS

MENU

OUR STORY

NEWS & EVENTS

COFFEE

THE DUTCH BROS FOUNDATION

Shop Now

Add “You may also like” to merchandise.

Such as whole bean coffee or similar mugs in different colors.



SLAY THE DAY STAINLESS STEEL MUG - BLACK

\$ 16.95

PRODUCT DETAILS

- 12 oz.
- Double-wall insulated stainless steel construction
- Convenient push lid

Care Instructions:

Hand wash recommended

QUANTITY

- 1 +

ADD TO CART

SHIPPING INFO

RETURNS & EXCHANGES

You May Also Like



Single-Serve DB Cups

From \$ 10.00 - \$ 120.00



Private Reserve 12 oz. Can

\$ 12.95



Private Reserve

\$ 15.95



Decaffeinated

\$ 15.95

OR

You May Also Like



Love The Grind Stainless Steel Mug - Pink

\$ 16.95




1992 Stainless Steel Mug - Purple

\$ 16.95



Wavy Slay The Day Stainless Steel Mug - Yellow

\$ 16.95



Thank you for joining us today!

- We are happy with the results from the heuristic evaluation, survey, and usability test.
- With these few recommendations, the site will have increased traffic count leading to a larger customer base.
- These website adjustments will increase sales of whole bean coffee, merchandise and hand-crafted beverages at each location!

What questions do you have for us?