



# Dutch Bros Coffee



Data Analysis



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# Executive Summary

## Goals

To recommend usability improvements and solutions based on errors revealed through user testing data analysis.

Determine the demographic and target audience

Evaluate and identify usability issues

Implement task-based user testing

## Tests

Demographic research

- Target User Data
- User needs
- 3 Personas

Heuristic Evaluation

- 4 Evaluations
- Reveal issues and errors

User Testing

- 4 Scenarios
- 8 Participants
- Observational Interviews

## Results

62%

of participants didn't enjoy navigating the website due to the difficulty of finding information

87%

of participants found drink ingredients and dairy alternatives difficult

62%

of participants didn't notice the web store opening in a new tab but those that did felt "annoyed" as result

## Recommendations

Product expansion to include ingredients

Menu restructure with photos

Combine external shopping site

Include and define search bar

New top bar navigation

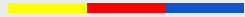
A decorative horizontal bar with a yellow segment on the left, a red segment in the middle, and a blue segment on the right, positioned above the title.

# Introduction

# Problem:

Dutch Bros website presents several hindrances to the user experience.





# Objective:

To recommend usability improvements and solutions based on errors revealed through user testing data analysis.

- ★ Determine the demographic and target audience for Dutch Bros Website
- ★ Evaluate and identify usability issues to formulate user testing scenarios
- ★ Implement task based user testing to reveal problems and deliver recommendations.

# Methodology:

- ★ Research Methods
- ★ Scenarios/Questions
- ★ Data Analysis
- ★ Testing Procedure





# Research Methods



## Demographic Research

- ❖ 20-30 age range ,
- ❖ Tech and Medical Professionals
- ❖ Social Media, News, Email.
- ❖ Feedback and Design Suggestions

Three Personas Created: Eddie, Minami, Lynn



## Heuristic Evaluation

- ❖ 4 Evaluations, 5 Categories, 123 Guidelines
- ❖ Average Score of 83
- ❖ Most Severe and Frequent Errors:
  - Drink Menu Navigation
  - Search Option
  - Product Page Details (reviews and shipping)
  - Credibility ( physical address)
  - Site Map



# Methodology- Scenarios and Questions

## Pre-test questions:

- Determine basic demographic range of users
- See common patterns of users

## Scenario Goals:

- Purchase Coffee
- Browse Menu
- Search Location
- Career Inquisition

## Post-test questions:

- Follow up to expand on experience from user
- Get testimonial reaction and suggestions
- Allows the user to describe specifically any likes or dislikes



# Methodology - Testing

8

Subjects  
Tested

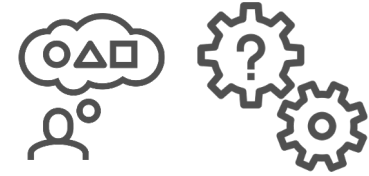
## Data Collected:

- Demographic Data in Pre-Test Questions
- Time of task completion
- Pathway of each task
- Qualitative observations by researcher
- Facial expressions
- Follow up comments





# Methodology - Testing



## Testing Process:

- ❖ Website interface was open to homepage
- ❖ User followed each prompt while thinking out loud explaining their movements
- ❖ Tester observed with written notes of user behavior
- ❖ User path way interaction with interface observed
- ❖ Pre and Post Questions



## Data Analysis:

- ❖ User's data was entered into a form database
- ❖ Demographic quantitative data charted
- ❖ Qualitative observational data was compared to see patterns
- ❖ Team met to summarize and analyze results



# Results

/Usability Test Results

/Participant Data Collected



## Results - Pre-test Questionnaire

38

average age of participants

22

average age of started drinking coffee

75%

of participants prefer app over websites.

62%

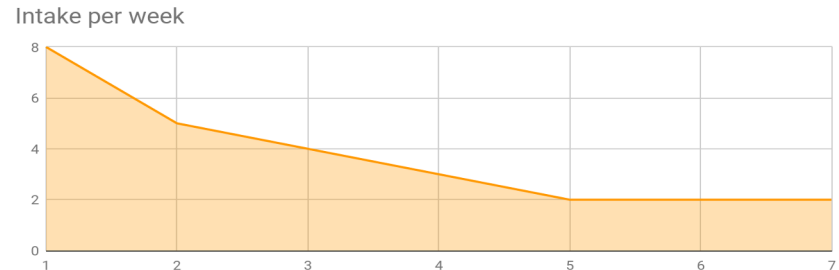
of participants brew coffee at home.

75%

of participants prefer brand over location.

75%

of participants visited Dutch Bros website prior to conducting the usability survey





# Scenario 1

## Tasks

- Add coffee bag and accessory to cart
- Ensure total under \$30
- Checkout Items





## Scenario 1 - Results

**3:13 min**

average completion time

**Home -> Shop -> Item -> Shop ->  
Item -> Checkout**

average path

**8/8**

success rate

## Observations



- ★ Easy to locate Dutch Bros shop location
- ★ Store opens in new tab
- ★ Participants noted no gift cards
- ★ Price was noted high among participants
- ★ Mugs received mixed opinion



## Scenario 2

### Tasks

- Locate Black Forest Latte webpage
- Identify ingredients
- Locate non-dairy options
- Try to find oat milk option





## Scenario 2 - Results

4:04 min

average completion time

Home -> Menu -> Latte -> Black  
Forest -> Menu -> Home -> FAQ

average path

7/8

success rate

## Observations



- ★ Easy to Black Forest drink web page
- ★ Participants unsure of ingredients on web page
- ★ Participants identified Non-Dairy list in FAQ
- ★ Participants felt frustrated/annoyed



## Scenario 3

### Tasks

- Locate nearest location
- Identify Caramel Mocha based on description
- Locate reviews





## Scenario 3 - Results

3:02 min

average completion time

Home -> Location -> Menu ->  
Dutch Freeze -> Social Media  
average path

7/8

success rate

## Observations



- ★ Easy to find Dutch Bros locations
- ★ Participants mention not enough photos
- ★ Participants note lack of noticeable search-bar
- ★ Participants found reviews on social media outside of Dutch Bros website



## Scenario 4

### Tasks

- Locate headquarters address
- Identify open positions
- Apply for position





## Scenario 4 - Results

2:53 min

average completion time

Home -> Employment -> Job  
Description -> Job Application  
average path

8/8

success rate

## Observations



- ★ Navigation/sidebar caused participants to not locate employment page immediately
- ★ Location of headquarters not immediately clear among participants
- ★ When selecting open positions, participants noted the web page stated they are no longer available



## Results - Post-test Questionnaire

87%

of participants found drink ingredients and dairy alternatives difficult

62%

of participants didn't enjoy navigating the website due to the difficulty of finding information

0%

of participants discovered reviews on both the drinks and store front. Participants trust reviews on third-party locations

62%

of participants didn't notice the web store opening in a new tab but those that did felt "annoyed" as result

100%

of participants found the specified drink based on description



# Recommendations

## Ingredient Listings

Specify what is in each drink and to create transparency between your company and the customers. Potential customers with dietary concerns and other vegetarian diets were unable to distinguish what was in each drink.

## Photo Orientated Menu

Showcase photos of each drink upfront rather than have customers navigate to specific pages. Eliminating the search journey can create a more memorable experience when searching for favorites.





# Recommendations Continued

## Combine the Main Site with the Shop

For better usability and to remove extra resources, combine both sites that caters to our fast paced lifestyle. This removes customer frustrations who were separated from their initial goal when diverted to separate page.

## Search Option

Including a consistent search bar to the site provides a usable function for quick answers. This would eliminate customer frustrations that are looking for direct answers.

## Navigation Bar

Redesign a new navigation bar throughout the site that would bring the site together in a more organized manner. Many customers want quick answers and having a side navigation bar creates confusion and delay.



# Conclusion

- Determine the Dutch Bros Coffee demographic and target audience first
- Implement task-based user testing to evaluate and identify usability issues
- Recommend embedding photos within menus, combining the shop and main site, include ingredients and redesign the navigation and search bar

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Thank you.