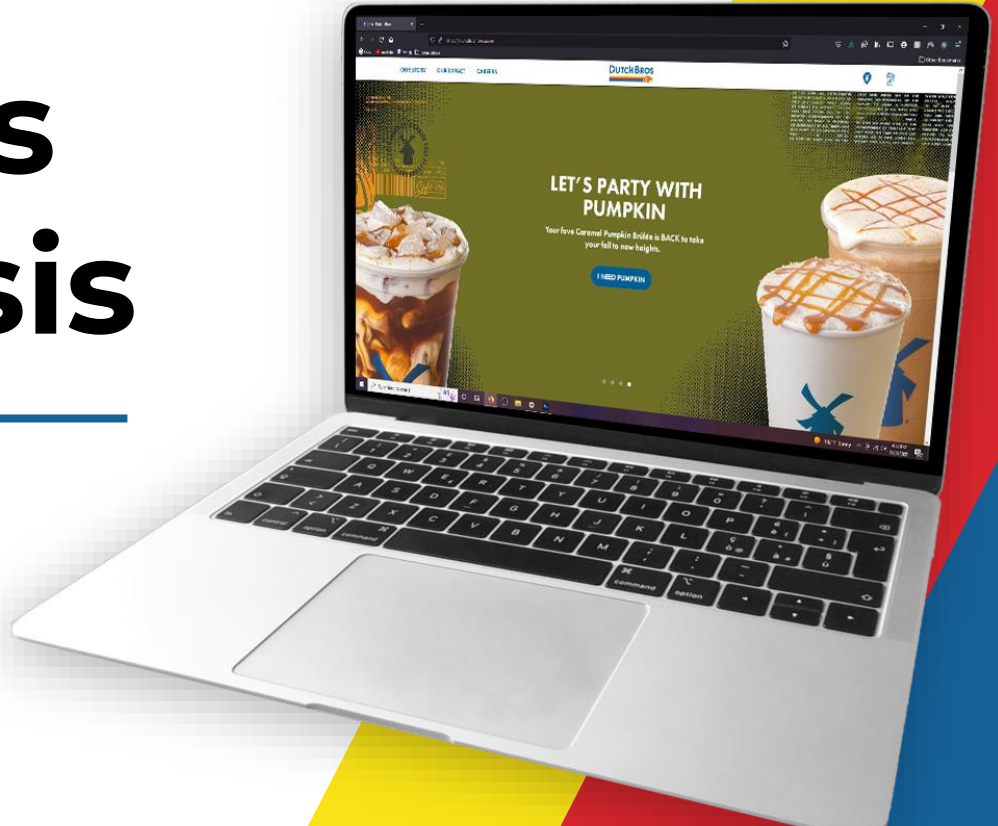




Dutch Bros Data Analysis

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Executive Summary

Goals:

- Identify issues with Dutch Bros' current web design application (accessibility, efficiency, findability, etc)
- Create solutions that derive from problems found via testing users
- Get to know the representative user's preferences through observable data

Recommendations:


- The addition of a menu filtering option
- Increase the size of the navigation bar at the top of the webpage
- Label the new header with the most popular webpages customers look for (e.g. shop, menu, and store locator)
- Format the Dutch shop to be parallel to the main webpage

Reasons:

- A menu filtering option will allow quick access to specific drink choices
- A larger navigation bar will be more proportionate to the rest of the webpage and be easier to locate
- Having the main pages linked/labeled at the top of the webpage will give user's the most efficient way to navigate to these pages
- Parallel formatting will decrease any unnecessary confusing for user's when navigating between pages.



Introduction



The screenshot shows the top navigation bar of the Dutch Bros website. It includes links for 'OUR STORY', 'OUR IMPACT', and 'CAREERS'. The Dutch Bros logo is centered. On the right, there are two icons: a location pin and a coffee cup. A red arrow points to the location pin icon, and a red box highlights both icons.

The Problem:

- Icons are currently being used to represent the menu and store locator which can be confusing for non-tech savvy individuals
- There is no drink filtering option available in the menu, which makes it difficult to find drinks efficiently
- Dutch shop is difficult to locate and is confusing to navigate once on the webpage

Methodology

Criteria

Pre-test: Demographic information
Post-test: qualitative and quantitative data based on scenario/task experience



Scenarios/ Tasks

1. You are visiting a friend in Placerville, California and want to visit Dutch Bros, but you don't know where the nearest location is.
 - Go to the Dutch Bros location finder.
 - Find address of store closest to Placerville
2. It's a hot summer day and you are looking for a refreshing fruity tea drink to cool you down
 - Go to the menu
 - Find a tea drink with fruit flavor
3. You want a new Dutch Bros water bottle to commemorate your trip to California.
 - Go to the store
 - Add the "Dutch flow insulated bottle-California" to your cart



Test Materials

1. Session script
2. Pre-test questionnaire
3. Observation sheet
4. Post-test questionnaire

Types of Data

Quantitative: Success rates;
Task time; Error count;
Demographic data
Qualitative: Pathways; voiced
issues/frustrations; additional
commentary, open-ended
questionnaire



Participants

6



Results

Participant 1 27 yrs

- ★ <1 mile from nearest Dutch Stand.
- ★ 7+ hrs a day on internet.
- ★ Confident with navigation skills.
- ★ Confident with Dutch Bros Website.



Participant 2 23 yrs

- ★ 1-10 mile(s) from nearest Dutch Stand.
- ★ 4-6 hrs a day on internet.
- ★ Somewhat confident with navigation skills.
- ★ Poor with Dutch Bros Website.



Participant 3 20 yrs

- ★ <1 mile from nearest Dutch Stand.
- ★ 7+ hrs a day on internet.
- ★ Confident with navigation skills.
- ★ Poor with Dutch Bros Website.



Participant 4 20 yrs

- ★ >10 miles from nearest Dutch Stand.
- ★ 7+ hrs a day on internet.
- ★ Confident with navigation skills.
- ★ Confident with Dutch Bros Website.



Participant 5 20 yrs

- ★ 1-10 mile(s) from nearest Dutch Stand.
- ★ 7+ hrs a day on internet.
- ★ Confident with navigation skills.
- ★ Poor with Dutch Bros Website.



Participant 6 22 yrs

- ★ 1-10 mile(s) from nearest Dutch Stand.
- ★ 4-6 hours hrs a day on internet.
- ★ Confident with navigation skills.
- ★ Poor with Dutch Bros Website.



DUTCH BROS
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Recommendations

Small Navigation Bar

Solution: Increase the size of the navigation bar and have a fresh eye catching design..

Quote - Participant 1

"Oh, I didn't even see that there... The standard icons made sense, but they could be a lot bigger. The navigation bar is very small compared to the rest of the website, so it could be doubled in size at least."

Non-filtered Drink Menu

Solution: Add a filter to the drink menu to improve navigation.

Quote - Participant 4

"I thought there would be some way to filter [the drinks], but when I didn't see it I scrolled down. It was right there, but I just didn't see it... Finding the fruity drink was frustrating because I thought there would be some kind of filter."

Bottom of The Screen Header

Solution: Move header to the top of website with the drink menu and location finder.

Quote - Participant 6

"If I didn't know that I had a navigation button at the bottom of the website, then I would have not been able to find anything. Dutch should have out another icon at the top of the website to help with navigation. Why is everything at the bottom?"

Unorganized Dutch Shop

Solution: Shop should be accessible on the main webpage. Have parallel formatting to ensure all merchandise is in one place.

Quote - Participant 2

"I did not like that the shop was at the bottom of the page. Typically companies will put links they do not care for the users to utilize at the bottom..."

Quote - Participant 4

"They should have all the items in that area instead of clicking."



Conclusion

The recommendations outlined will improve sales as well as customer satisfaction, meaning implementing these would be an overall win for Dutch Bros.

