

Courier's Usability Assessment

A case of Wolt Partner App, Finland

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Degree programme Information and Communication Technology (BITE 14)	
Report/thesis title Courier's Usability Assessment, Wolt Partner App, Finland	Number of pages and appendix pages 39 + 2
<p>The Objective of this research was to find out Couriers users experience with the Wolt partner Application with in the Helsinki Region and to understand what conditions and situations these couriers undergo to perform their job using this App. A number of questions were tested to verify how users feel using this app some of which are; the app is a quick site, easy to use (users friendly), beautifully design app, very efficient, allow for rapid recovery, easy to remember, tasks are completed easily, easy to find buttons, ready help available, the is clear communication and available feedback, error correction and prevention, consistency, easy to navigate, visibility recognition and continuous update and improvement.</p> <p>The theoretical framework was based on literature of Introduction to Usability, Users experience. The empirical studies was conducted through well-structured questions which were asked to couriers during testing of the app as they were working using the wolt app. the research method use was both qualitative and quantitative with additional information gathered from wolt management, their website and other internet sources.</p> <p>The finding indicate shows that the app is well liked by couriers, easy to use, consistent, effctive, users friendly, less streeful perform its purpose for which is was make absolutely well. Couriers are satisfy with the app however this are certain improvement they would love to see in the future. they intend to see features that can help they locate othe couriers, park easily, rduce ticket fines, amd know the exact moments when food is ready at the resturants</p> <p>In conclusion there is always a room for improvement of the app mostly due to the rapid and short life cycle of app in this new technological times and the rapid expansion of the company world wide, therefore this conduct has to conduct regular user experiece research to keep them aware of users desire and update the app to remain obsolute in the market and compete better with the highly competative tech market</p>	
Keywords Couriers users experience, Wolt app, Usability testing.	

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1 Introduction

We all have witness in the 21th century the transforming from human base oriented to digital base oriented world in all works of life. The world has become a global village. Businesses, institutions, government and private people have all moved toward innovation as the prime to success in a competitive world. IT is at the forefront of the world, so too is the labor force been forced to keep up with the millions of high skill job and the ordinary man in the street been left with performing basic day to day function via new technology. There has been a rapid change in innovation in the last decade, we have a circle of two and a half years in which new innovation are been developed in order to improve or basically made existed innovations invalid.(The Statistical Portal, 2017). This can be seen with the production of new phones and mobile devices every year.

As the world has moved from desktop to laptops and finally to smartphone so too is the changed in applications that were been used on those devices. In this thesis the focus is on the application used in mobile devices and the case is wolt partner app. This research will find out the usability and satisfaction of the couriers using the wolt app in their daily working sessions within the Helsinki Area. It will look on User experience of Wolt Partner App which is how the system works for example the effectiveness of the app, efficiency, upcoming short falls and problems encountered by couriers, finally it will look on the satisfactory level of the users.

A regular smart phone user demands more from operators, provider every day for increase internet speed from 4G to 5G. They want new apps to perform new functions, they want updates and upgrade to be able to do more with their devices, it's the same with users of the wolt app, they want to be able to perform more functions with the app for example they want to see 10 or more tasks at once, couriers can only complete one task even though they can see more than one task on their screen, they want to see the full details of the customers, their addresses, the restaurant and the food details, the food the customer order, the complete process from when customer order the food, the restaurant that accepts the order, the time with it took place, the time when the restaurant prepares the food, when its ready, the map from the restaurants to the customer and the location of customer. They want to be able to call, chat with all parties involve that is the office of wolt, the restaurant, the customer and even their fellow colleagues couriers. The demand for new function is high and comes every working day as they get stuck in traffic, family issues, bad work, delay or any obstruction that come their ways therefore, the developers have to keep up with this changes in order to have a valid and accepted app.

Any app that doesn't function well or fulfil the needs of the users leads to low productivity, less enthusiasm, reluctant to use the app, stress and anger with the app, less motivation, confusion and errors, dislike of app, more challenges to the office, increases expense, reduces work contribution and finally add more problem to the management.(Forsyth 2002, 3).

This research will find how, why usability is vital in mobile app today and how satisfied users are with the app. It will tell us what makes an app more usable than others, how effective, consistent and efficient than that of its competitors and why we must focus on usability.

1.1 Background of case company Wolt

Wolt Enterprise Oy is a food delivery company with the Headquarter in Helsinki, Finland. Wolt is partnering with over 600 restaurants in Helsinki, Stockholm and Tallinn. The company operates in four cities in Finland which are Helsinki, Tampere, Turku and Espoo. Wolt has more than 800 workers which includes full time employees in the IT department, Management and couriers of which some are partnering contractors while others are free lancers. Wolt is mainly an IT company which runs on various application software to deliver food to customers, the delivery started in November 2015 and has expanded to various cities in Europe. The annual turnover is more than a million euro however, Wolt is a young company which is rapidly growing.

The CEO is the head of the company, there is a marketing manager in the different countries and regions, the android manager, IOS manager, stack manager, data manager, operations manager in the different countries, launchers, and dispatchers. Wolt partner has three different apps been used in coordination to deliver food to customers' homes and acceptable location like railway stations, open parks and other renown places in the city, that is an app for customers, restaurants and couriers. However this thesis will examine the couriers app which is been use by couriers who serve as a middle man between the office, restaurants and customers. The couriers app which is a mobile app is been used by couriers who delivery food to customers. Building an app in a competitive market is a difficult thing to do bearing in mind that customers prefer a simple, easy to navigate and efficient app. These features give the company a competitive edge over rivals, the customers in this case called the courier should be able to enjoy the friendliness of the mobile app, that is the support system to make it easy to use and understand, users experience should be optimize which intend will increase efficiency, effectiveness and productivity of the app which is the goal of all app developers. The more customers are satisfy the better for the company and its objectives.

1.2 Research objectives

The purpose of this research is to find out users experience and level of satisfaction from wolt couriers who are using Wolt mobile app call Wolt partner app in delivering food within the Helsinki region. The result of the finding will tell us how the users feel about the app, what needs to be improved, how satisfied are they, why this app is better than that of its competitors like Foodora, this research hope to give a clear picture to the management of wolt what needs to be done to improve the usability of the wolt partner app, increase performance and adapt to new ways of users experience to satisfy its couriers.

The vision is simple; improve users experience (updating), easy app navigation, easy floor of communication, reliability, consistency, feedback and moreover a friendly environment. It is my desire that the result will produce a clear reason with respect to couriers' satisfaction level.

1.3 Research problem

Wolt Helsinki has more than two hundred couriers who deliver food to homes, offices, parks and so on via bicycles, scooters, mobs and cars. The couriers work round the week depending on the shifts availability from the app, couriers work sometimes up to twelve hours in a day, the is a rush hour during the week from twelve am to five pm, a rush is when that are so many orders that couriers are working non-stop and are in a rush to deliver. In such times it requires that the app work smoothly and consistently in order to maximize profitability and also satisfy the couriers optimism of the app. Working with your mobile device for eight to ten hours daily, using an app that is crafted just for your working functions, an app that is still a work in progress with regular updates to remove bugs, increase numbers of users daily, with an objective to become one of the bests in the world, the work of the developer is to try and make it simple to use and to work smoothly. To do this there should be a constant search for solution, this above reasons are what this research will be all about, to find out the answer for the following questions;

How to make wolt partner app more users friendly?

How to make the app interactive and problem solving tool/ feedback?

How to make it effective, efficient and consistent when operational?

What can be done to increase interaction between the app and couriers?

How satisfied are couriers with the app and its updates?

What steps need to be done to improve the app?

1.4 Research limitations and target group

This research will be conducted only on wolt couriers who delivery food in Helsinki region in Finland, this couriers are in three main categories, those on car, bike/scooter and bicycle. This has limited the research to a narrow scope of employees. It is also limited to only one app which is the wolt partner app that is used by couriers only bearing in mind that wolt has many apps for example the app used by customers is different from that used by restaurants owners and that used by couriers. Therefore the research is not about wolt as a company, the usability and satisfaction of wolt apps, it just one of wolts' app that is been used by the couriers. This research will be conducted on about 200 couriers at a bare minimum knowing fully well that wolt has around 300 couriers in Helsinki alone as compare to more than 1500 couriers in Finland, Sweden and Estonia.

This target group will be given questionnaires in English as the company's working language is English, these questionnaires will be answered by the couriers, I will analyze the answers and a conclusion will be drawn in to express further improvement of the users experience and satisfaction of the wolt partner app.. (Hello Sir the couriers are already using the app for many months now, how can I perform usability testing of the app? Or should I narrow down the questions in the research problem section above?)

2 Users Experience (Usability)

Users experience or usability is a coined as term to describe how a system can be used. (Jacob Nielsen, 2012). In this case it describe how easy a mobile app can be use, how users can navigate the system, what difficulties they face and ways to bridge these difficulties. This is very important because it helps the developer, coders, maintainer to find out what the users' needs are, how they want the system to work and look so that the developer can make more improvement to optimize the system and satisfy the users desire.

Usability is creating a user's friendly interface that helps couriers to utilize the wolt app effectively, with an approximation of 2.32 billion people using a smartphone worldwide in 2017 which surpass the number of users of desktop since 2014 with an estimate of 2.87 billion in 2020. (The Statistical Portal 2017). Mobile device is the digital transformation that will shape the future of the digital world therefore mobile apps are the working tools in the future as we are at a point when the mobile phone will be use to essentially do anything possible for example using apps to work in the office, open and ventilate our homes, driver our cars, use as the new ATM, basically mobile will perform all the necessary functions of a man. (The statistics Portal, 2017).

Usability is the first thing that come in mind before developing any app, certain questions comes in mind; how will the app function, how can the developer make it easy to use, easy to learn how to use and interact with the app, easy to follow up with the process of performing a function, how can it fulfill customer's needs, how to reduce confusion, errors, improve correction and feedbacks. (F. Bentley and Ed. Barrett, 2012). All the above questions must be answered in order to produce a reliable and effective app. This makes usability an essential tool in user research in building the right design for the correct users and the right location. (J Nielsen, 1993).

Effectiveness, efficiency and reliability: how can the app perform the said function it was made for, how fast and accurate with respect to time can those tasks be performed and can the user rely on the app to perform the same tasks numerous time when needed.

Learnability: how good and easy we can play with the device and learn how to use it with less difficulties.

Satisfaction: users need to be satisfied with what they see, how they used the app and the end result of the task perform.

Memorability: users can remember how to navigate the app and how the system works any time they open the said app. Usability is defined as allowing a person with an average ability and experience to utilize an app or a system that works well and it's easy to use, it's the satisfaction of users to an app like the Wolt partners app. (F. Bentley and Ed. Barrett, 2012).

Errors: Man is always making error and from that corrections are made to take us a step forward, this is a usual phenomenon on inventions, this is the same with app, when couriers mistakenly press the wrong button that could cause huge problems for example pressing the completion button for a task when the task has not been completed. Therefore it is crucial for systems to minimize errors and recover from it with just a simple return button. (Donald A. Norman, 2002, 105).

Perter Merville also summary this in a concept illustrated using the honeycomb describing usability in a balance dimension shown below. (2004).

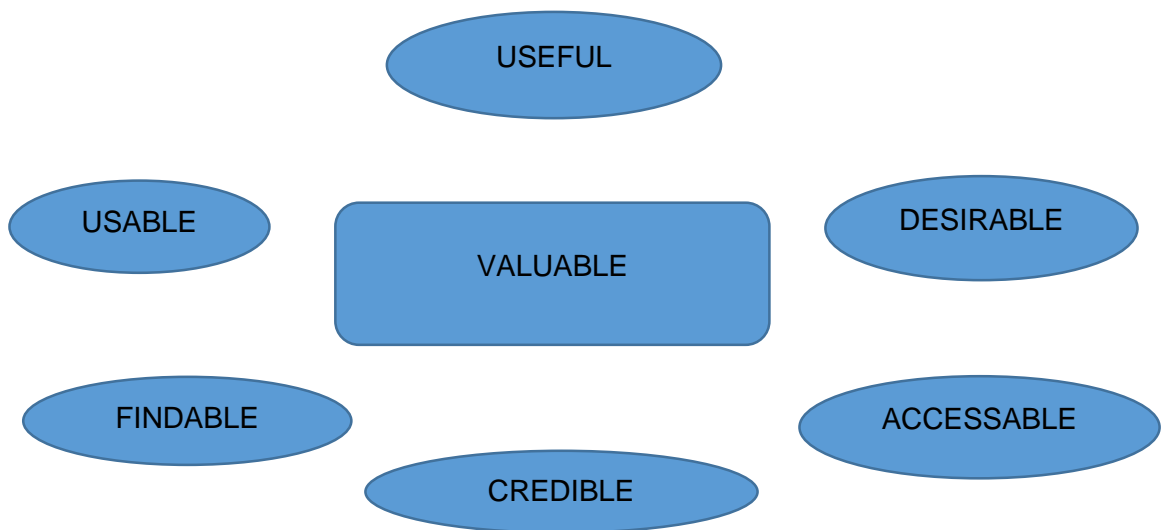


Figure 1: Honeycomb, Usability in a balance dimension.

Usability evaluation enables us to compare the product (Wolt partner app vs. similar competitors' offers like the Foodora app, to test its user-quality in an unbiased way and to understand how successfully it meets the predefined characteristics and schedule. This is the essence of the direct goal. Usability evaluation based on international ISO (International Organization for Standardization) standards helps to measure the product's user-quality so that to ensure its meeting the global standards. (International Organization for Standardization 2011-17).

2.1 Background of usability

The word usability started coming to the IT world in the early 60s during the transition from command base system to cursor functions during the windows revolution. As engineers and developers were looking for better ways to place the user as the main focus of their development. Increasing users interaction with devices and making it easy to user where the core of developers mindset, it is the transfer of attention from the back-end to the front-end users. Xerox Corporation was one of the first early bird to understand the important of usability with the development of the Xerox 8010 information system in 1981. This was one of the first commercially produced GUI computer with a bitmapped display interface, folders, icon, mouse, Ethernet networking, file servers, print server and email system. This system help users via the difficult command line from Microsoft which in turn increase user's involvement and owning of personal computers. (UXPA International, 2012).

The steam of usability continued to grow as the number of developers increases and the concern to allow users interact with the computer easy became at the fore front of

innovation. After the creation of the World Wide Web, user's centered design and testing for new innovations was the focus in order to be competitive with other developers.

Today the world is a global village, innovation, technology and especially mobile devices innovation has grown in geometric progression with a circle of new inventions every year a good example is the open competition between Samsung Galaxy series and the iPhone series. The priority now is the user and to get the user your product need to be usable in other words user's centered design is the key to any good device. From devices innovation has moved a step forward to application software on those devices be it a tablet, desktop, laptop and so on. Lots of research and studies are being conducted on ways to make applications as simple and as friendly as possible in a more effective and efficient way. In today's tech world apps success is mostly based on the usability of the app rather than the multi-function ability. In this case I will be looking at the steps Wolt took in order to make its partner app usable.

2.2 The importance of usability in application software

A company is in need of a mobile software application it wants to put in the market, the company knows what they want with respect to the product. Deliberation and brainstorming of ideas have already been made. The needs of the company has been reached to achieve the objectives from such app. Now the management look for a suitable developer who has been informed of what is wanted from him/her. The developer takes hundreds of hours coding, an application software is design and put to use. It's a flashy, nice, colorful and attractive design, just what the company wanted, same as was in the prototype, everybody is happy, the app is launched and the customers start using it, a month is gone all the parties are happy for this endeavor, there is traffic and then suddenly customers starts complaining. (Nielsen Norman Group, 2017).

The management is surprised why customers are complaining because management thinks the app is good and the developer has done everything humanly possible to give them a going workable app, to this effect the management start to find out the main reason of customers complaints knowing so well that the customer is the King, the app was made for them and not the management. The result is out and majority of the complaints is that the app is unusable, that is difficult to use, difficult to navigate the app, difficult to understand the functions, hard to do anything and most of all get the result the customer is looking for, in other words customers are not satisfied with the app. The management and the developer cannot figure out why the customers are not satisfied with the app. At this point you can see why usability is a very important and an integral part of any software application design and development.

It has been well understood that the average user of mobile devices or internet is the ordinary person whose purpose is to find information, use certain functions to buy, sell, provide or receive information, however the developers of these apps make a common mistake of thinking these users are as vested with the IT as they are. The developer should be in the user's shoe before coding these apps and the only way to do that is integrate users experience to the services the app provide by adopting users to the mobile app. You have to know what the user want, find ways to exactly that so that the user is satisfy with the outcome of the services after use. (Alison 99, 34-37).

Usability is the extent to which a product such as the wolt mobile partner app can be used by a specific users for example a customer who wants to order food to achieve his/her goal by ordering food via the wolt app effectively, efficiently and to satisfy the customer after the process is ended. Online sales is the new trend in the 21th century, people are very busy and find it easy to shop while relaxing at home rather than getting via the congested road traffic to shopping centers and mall, 50% of all online sales are lost due to customers not been able to find the correct product (Gartner Group) this is where usability counts, if apps are well tailored to fix customers usability needs it will be easy and effective for customers to find what they want. The law of e-commerce says if a customer can't find the product they want then the customer can't buy the product, therefore if wolt app doesn't make it easy for customers to find the food or restaurants they want they will not order for food or for the right food which will lead to less satisfaction and intend customer might switch to their competitors.

It is obvious that if the user get what they want that is, the app perform the function or needs of the user, the app become more popular and the number of users increases as we have seen with wolt partner app that has become more popular and has many customers than its competitor Foodora who was the first in the Finnish market, of course other factors are in play however the effectiveness and efficiency of the app plays a vital role in customer satisfaction.

Usability is visible in every product just like the wolt app but we don't see it, all the things we see touch and use for example the TV remote, the door lock the car radio and so on are usable in their own form but we don't put much interest on them we only recognizes it until something goes wrong. (Donald A. Norman, 2002, 17-22). It is also difficult to measure the gains from usability when every app runs smoothly however a bad design or difficult to use app damages can be measured in term of the loss of money spent in developing that app. To measure usability the best method defined by the ISO is based on specific users not just anybody, it will make the measurement heavily on user oriented because some changes can be enjoyed by some users but can result to irritation for others.

2.3 Importance of usability

A well design app with users centered design as main focus will produce certain benefits and advantages to the app with respect to users and competitiveness:

Follow a logical sequence

Less content management time

High conversion rate

Fault tolerance

Meets business objectives

Easy updates

Comfort to use

Doesn't waste any resources

Enjoy the application

Provide positive and successful brand image

Get good feedback

Feel good to use again

Quick responses

Always available

usability is not only base on users satisfaction, yes the customer is the king, however if the company's objectives are met at the same time with high satisfaction level of users then usability has been bestly or probably used as they are dependent on each other.(Nielsen 2005; Colony 2006).

ISO defined usability as the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use in this case the use of mobile device app called the wolt partner app use in delivery food to customers in Europe, case country Finland

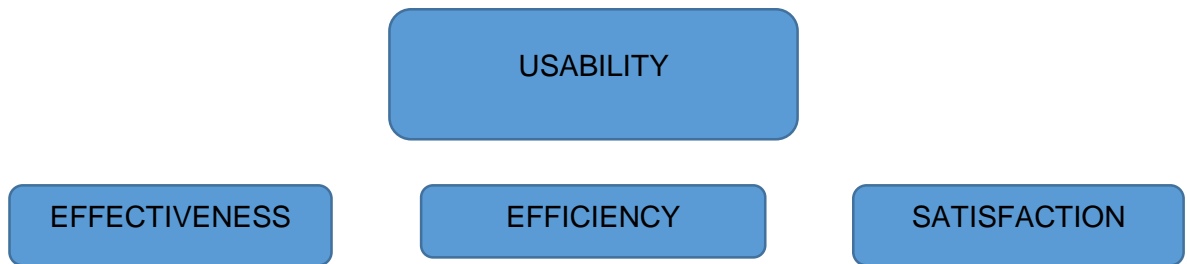


Figure 2: Description of the definition of usability by ISO.

2.4 Usability Evaluation

There are many ways to evaluate usability in products, however in this case just two methods will be discussed in theoretical term:

Qualitative method using experts evaluation of product which is been the measurement of solutions applied for development of users interface and identifying the weaknesses of those products and their impact on users experience. The result might call for the redevelopment or the complete change of product and a change in strategic

Quantitative method evaluate of similar product by testing in a repeated manner to have large quantitative of data that can be compared to enable expertise to determine if the product is the same, better or worse

Testing measure the actual usability of the product such as the effectiveness, the efficiency and level of satisfaction of the product , it also find and see the short comes of the product during the testing process, it gives a precise quantitative assessment. The above mention methods of evaluation should be applied in building a new product to improve on the old.

In evaluating users experience and satisfaction of wolt partner app, first thing to do is to profile a target audience which I have identify as the wolt couriers employees in the Helsinki region of Finland. This group will provide feedback about their usage of this app as they work with it on a daily bases, such information will then be analyze to present an argument on what can be done to either improve nor keep the users experience in the same functional goals. This target group includes people of different gender, age, education, income, past experience with the old Onfleet app before the development of the new wolt partner app, and some workers also work with wolt competitor Foodora where comparism can be made on both apps and finally the users have three different categories of couriers that is those on bicycles, scooters and cars.

The main goal of this thesis is to find out user experience on the wolt partner app therefore as a result various scenarios of the product application by concrete users in concrete contexts is needed.

User interaction with a product can be visually represented by the following diagram (according to ISO-9241):

USERS AND GOALS

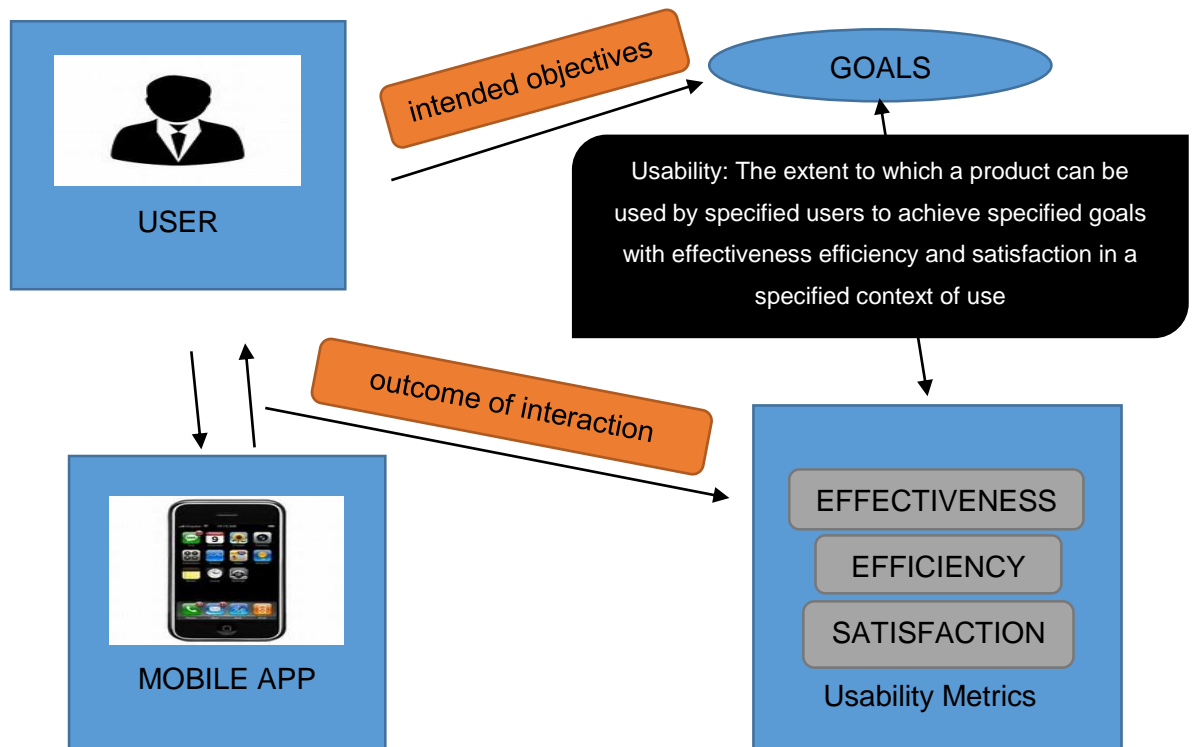


Figure 3: Users and goals describe by ISO.

Obviously, product usage by unspecified users or in unspecified contexts might result in failure to achieve goals sought by such users by means of the product, or in improper product operation. Now you are ready to start usability-test designed to gauge product usability comprising the following parameters: Effectiveness, Efficacy, and Satisfaction. (ISO-9241).

Effectiveness is the accuracy and completeness of user goal achievement in this case is the process by which couriers receive a task from the office via their smartphone to the partner app, they accept the task, click on the address where to get the food, follow the map go to the restaurant on time, get the food, click on complete to indicate to the office that they have the food, then click the address of the customer, follow the map, delivery

the food, finally click complete task and then can take the next task. The above process need to be timely and effective which is the goal of the couriers any delay, freeze of app, errors or difficulties is term as a usability problem. Effectiveness can be calculated as percentage of users successfully achieving their goals vs. the total number of users either achieve their goals or fail to achieve them.

Efficiency is the resources spent by the user in order to ensure accurate and complete achievement of the goal in the case of couriers is a smartphone, 4g internet and a wolt partner app available in the Apple store or the Android Play store. The key behind app performance is the continues updates where bugs are removed, other functions add, links added to make it easy to use and continues maintenance by the technical team at the office. All the user need is to click and navigate, so the key measured resource normally is time spent by user in order to achieve the goals, thus Efficiency can be calculated as user Effectiveness divided by the time spent by user. The physical meaning of the relative expert efficiency is the measure of potential efficiency relative to actual system efficiency with regards to its user effectiveness. (ISO)

Satisfaction is the comfort, relevance and reliability achieved after performing the needed processes the users has to perform using the application. The result of the process can be satisfactory or not in contracts to efficiency and effectiveness, satisfaction aims at the subjective thoughts of the user. This can be measured via a formally questionnaires which will be done in this thesis using satisfaction scale. This questionnaire contains a number of statements reflecting subjective user's opinion on interaction with the product.

Satisfaction is the internal state of mind which determine the result received or gotten from the task perform by using a specific product like the wolt app for a specific function, the higher the effectiveness and efficiency of the process the higher the satisfaction level. Satisfaction comes from an interdependence factors which are influence by an individual, these factors are job related, reward related, management related and social related, however this thesis will deliberate on work related factor.

2.5 Job related satisfaction

A well developed and well design app helps to motivate workers which increase the level of motivation. Motivation is a psychological concept related to the strength and direction of behavior. People have different ways of been motivated for example the easy flow of information and communication from top to bottom in the management structure, in the case of wolt it can be the availability of live chat space or immediate response to couriers in time of crises, these factors or development will influence the couriers motivation thereby affecting job satisfaction. Emotional reactions to working experience while using

the application are inevitable, couriers level of job satisfaction are form from this experiences. Attitudes are influence by the job itself that is the used of this application' the couriers expectation of this app greatly determine his/her interpretation and evaluation of the users experience. (Robert P. 1991, 118)

The wellbeing of employees is directly proportional to job satisfaction therefore a stress up couriers who is disturb because of failure of the app, freeze, malfunction or technical errors will demotivate couriers in other word decreases satisfaction. Job satisfaction also play an important role in the retention of workers or the attraction of new workers, an easy, effective and efficient app makes life easy for couriers, an easy to use app attracts more users therefore, if attributes are found in the wolt partner app it will only increase satisfaction in the organization as a whole. (Robert P. 1991, 119).

Workers can be motivated to reach a certain desirable high when performing their functions or task but if they find a barrier to reach this high they either remove it or find a substitute in the place of wolt app they can choice their competitors if they think wolt app is a bad product. This happens when the worker is unable to perform basic functions that the app was supposed to perform.

3 Research Methodology

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

3.1 Quantitative and Qualitative research methodology

Quantitative analysis is the process of gathering and analyzing data that can be express in numerical form that is expression in numbers. Quantitative research involves data that is measurable and can include statistical result, financial data or demographic data which is a deductive view of the relationship between theory and research. (Bryam & Bel 2003, 68).

Qualitative research study things in their natural setting, attempting to make sense of it or to interpret phenomena in terms of the meanings people bring to them. The intension of this research is to penetrate to the deeper significance that the subject of the research ascribe to the topic being researched. It involves an interpretive, naturalistic approach to the subject matter and gives priority to what the data contribute to important research questions or existing information which is an inductive view of the relationship between theory and research. (Denzin 1994).

This thesis is conducted using both methodology point of view, however more emphasis has been put on the quantitative research method. The qualitative part of the research was an interview with the app Launcher who has previously held the position of the Field Operation manager someone who was directly in charge of overseeing the couriers. His new position as the launcher of the Wolt partner's app also gives him an in-depth and a better understanding of the application. This interview covered the general scope of the company, the short history of the company, the way forward, recruitment, the organizational structure, number of personnel's, multicultural background and its importance on the company, the fact that the official business language is English shows the internationalization of the company, the mission and goals of the company, its strategy, the SWOT and how management tries to solve them. This interview questions were sent to the launcher Tony Hokanen by mail which were answered and returned.

On the other hand the quantitative research is a well-structured questionnaire to all the couriers in Helsinki and its environs which allowed them to express their opinions about the usability of the app, the general performance of the app, difficulties and problems that arise using the app and their level of satisfaction with the application.

3.2 Research instrument/ questionnaire and data collection.

This is a well-structured questionnaire that will be used to perform usability testing of the Wolt app with the couriers using this app. The questionnaire has three different sections, the first part is the background such as gender, age, experience, income and more, the second part contains 41 direct questions regarding the app which users will disagree, neutral or agree, the third part has 10 open-ended questions and there are some few at the moment questions during each testing section with couriers which are not in the questionnaire but will be analyzed in the result of this testing.

A total number of fifty couriers were selected for this testing of Wolt application, the testing took place during their working hours and lasted for ten to fifteen minutes as they were using the product to perform their various tasks in different times, different areas of the city of Helsinki, different weather and with some using android operating system while others had the IOS. (The entire survey questionnaire is seen in appendix 1)

The usability testing took two weeks during which couriers within Helsinki were contacted during working hours as they are using the App to answer the questionnaire and any other question during the testing period. Primary data was collected from the respondents of this testing, secondary data from Wolt website, textbooks on usability and knowledge from users centered design course in ICT. All respondents were relaxed and in good frame of mind as they completed this process that will help improve the quality of the product and meet customers' needs and satisfaction.

The findings from the interview were then compared to the response of the couriers from the questionnaire to evaluate if the employees were in the same terms and reasoning with the management, to find out if they had differences in their thoughts about the working condition, new app and environment, if they think different about how quick and easy to use the app is, how efficient and effective to navigate and use the app, is it easy to remember the route, is the consistency with the app, is it easy to identify problems, complete a task, is the a rapid error recovery mechanism put in place, better assistance (feedback) for help, clear hierarchical standard that are satisfactory to couriers and what were their suggestions and recommendations to improve those differences. The couriers had some differences intern of age, gender, culture, longevity of services, motivation and level of satisfaction. In order to know why the is a different in response from the different group and what are the factors influences this them, the response from the management and couriers were analyzed and recommendations made to improve the system so as to increase the quality of the product, reduce cost, satisfy users, reduce stress,

4 Result and Analysis

These is the response from the 50 couriers who took part in the testing of the Wolt partner app, these selected users know this app, have already been using it for some time now, however apps like this need constant improvement to meet the needs of its growing customers base therefore the should be constant updates to accommodate new functions, features and users desire to want more from the already good product. The response will be presented and analyze below;

4.1 Age, gender and nationality

Eighty percent of the couriers are between the ages of 16-25 years while 20 percent are above 25years of age. The is a vast gender inequality with only two women out of 50 respondents took part in this testing, this may be due to the type of job which is predominantly been carried out by men. There is also a lack of Finns in the delivery sector of Wolt who were supposed to use this app, only 4 Finns out of the 50 couriers are part of the testing the rest of the participants are immigrants. The differences in age, gender and nationality is important in analyzing the test and also for the company to target future users of the delivery app. The age dimension is of great important as IT products are in high use by customers of mostly young and working class of age, making it easy to target the age group of 16-40 as a range of Wolt delivery app users.

4.2 Means of distribution, income and working experience

Just two couriers in this test use bicycle to deliver food with Wolt app, the other 48 are using car, this case help to show the different in navigating the road with a bicycle while using the app and doing same in a car. At this time of the season it's difficult to work with a bicycle which is the

reason for the numbers of riders, it was clear that ninety percent of couriers earn between one thousand five hundred to two thousand five hundred euro in a month while less than five percent earned below one thousand euro and the rest above two thousand five hundred euro. eighty percent of the worker or couriers have been working for more than a year which is very important to the usability testing of this app, these couriers have experience with the old app called Onfleet which was not owned by Wolt, it was part of an integrated app with many other apps used at the beginning of the company to run the operation of the delivery food in Helsinki, This led to the birth of the Wolt partners app therefore majority of couriers can testify if Wolt app is an improvement from the Onfleet app and also can suggest objectively to any further improvement till date.

The increase in demand for Wolt services has rapidly increases the desire to meet up with customer's needs, this high traffic and increase working hours have giving couriers the voice of demanded a better, smooth running and consistent app that can with stand constant changes and improving needed.

4.3 Results from questionnaire direct questions

The total number of respondents for this direct questions from the questionnaire were fifty couriers;

Couriers Questionnaires

	Agree	Neutral	Disagree
1. Do you know what the Wolt app does	50	-	-
2. Is it better than the previous Onfleet app	40	10	-
3. Did you have a need for this new app	50	-	-
4. Did the new Wolt partner app solve the old problems	50	-	-
5. Is it up to expectation both in look/style/function/fond	50	-	-
6. Do you understand what Wolt partner app does	50	-	-
7. Are features missing/out of place/ unnecessary	40	10	-
8. Does the App do what it's supposed to do	50	-	-
9. Do you think the product design matches the purpose	41	-	9
10. What is the first thing you would want to do on this app, Can you do it	50	-	-
11. When trying to perform/complete a task do you get confuse	-	-	50
12. Can users find what they are looking for	50	-	-
13. Is the app easy to navigate	50	-	-
14. Do couriers feel this app was made for them	50	-	-
15. Do couriers get adequate support from support system	50	-	-

16. Is it easy to drop feedback/phone/chat with support team	50	-	-
17. Can errors/app freeze/malfunction be easily corrected	50	-	-
18. Do you think more needs to be done to improve Wolt app	50	-	-
19. Is the app secured and safe with protective information	-	50	-
20. Is the app users friendly	50	-	-
21. Are the terms and conditions fair	4	46	-
22. Does using other windows/tabs affect app performance	40	10	-
23. Do you understand the primary/secondary navigation	50	-	-
24. Is the app providing the right level of product information details	5	45	-
25. Can you use the control features on the app easily	50	-	-
26. Can key tasks be completed without unanswered questions	50	-	-
27. Can you locate key buttons/actions when processing tasks	50	-	-
28. Do the load page cause any issues with users experience	50	-	-
29. Is the app flexible enough	50	-	-
30. Can the app run for ten hours plus smoothly	50	-	-
31. Do updates fulfill users experience	50	-	-
32. Do you feel tense/stress using this app at rush hours	-	10	40
33. Have you participated in anyways to improve the app	50	-	-
34. Do you think your input has been taking into consideration/useful	50	-	-
35. I feel motivated about using the Wolt partner app	50	-	-
36. I am satisfied with my Wolt Partner App	35	10	5
37. I am satisfied with the updates and improvement of the app	50	-	-
38. I am satisfied with the internal communication using Wolt App	50	-	-
39. I have confidence using Wolt app with oppose to competitors	50	-	-
40. Wolt partner app is the best in Finland	50	-	-
41. More can be done to compete globally	50	-	-

Figure 4. Questionnaire to couriers using Wolt App.

Question 1: Do you know what the Wolt app does; Everyone using this app knows the function of it because before you download the couriers app, you go through a training session where you are told the functions of the app, how to use it, where to download it, when to use it,

how to solve basic problems that may arise, who to contact for help and more. Most couriers confirm that via what of mouth they understood the purpose of the app before getting to sit at the official or formal lecture of its purpose.

Question 2: Is it better than the previous Onfleet app; Everyone who had the old Onfleet app said the new Wolt app is an extra ordinary improvement to the old app in all ways, those who don't know about the old app still think this present app works well and that should be the reason why the old one is not in used, however everyone understand that the changes are not that vast thought Wolt app is more efficient. Below you can see the Onfleet app icon, Wolt partner app icon and the biggest competitor of Wolt in Finland Foodora app icon with Wolt app having the highest rating amongst all.

Wolt, Onfleet and Foodora delivery Apps

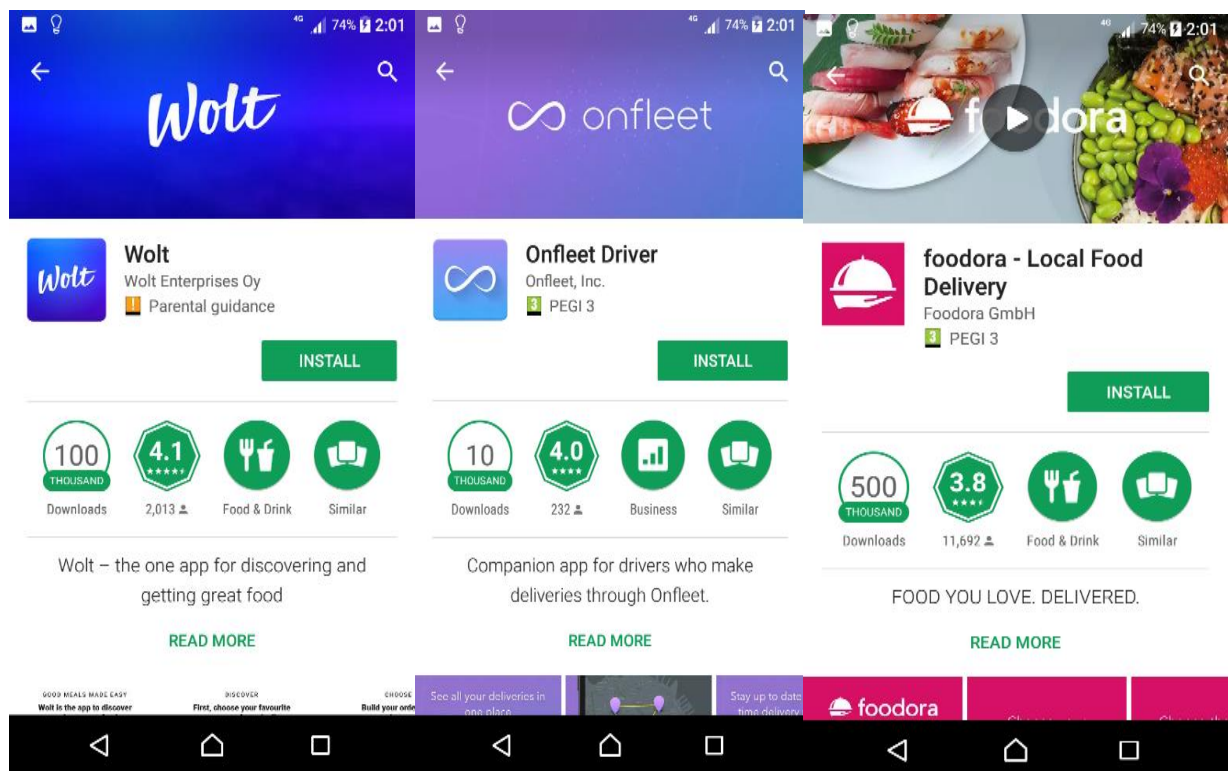


Figure 5. The three competitive Apps discusses in this research.

Question 3: Did you have a need for this new app; All respondents said yes to this question as they think this app is simple, efficient, clear and easy to use with respect to the old app, they also think addition functions to this app such as the online chat, directed call to customers and office from the app, more information concerning delivery on the app has improve the system and will continue to do so since the architects of the Wolt app are in Finland rather than the Onfleet app that was integrated in the system with fixed functions. There are two other apps When I Work and Attendance and Schedule which were used together with the Onfleet app that have

all been integrated into the Wolt Partner app which has reduces the use of many apps at the same time, that helps run down battery, difficult to use, crash the phone and stress couriers.

Question 4: Did the new Wolt Partner App solved the old problems; All respondents who have used both apps agree with the fact that the new Wolt app is better than the old Onfleet in many ways for example the outlook of the new app carries all needed short cut such as availability, previous task, new task, support while the old had only the current task.

Front screen Onfleet, Wolt Apps

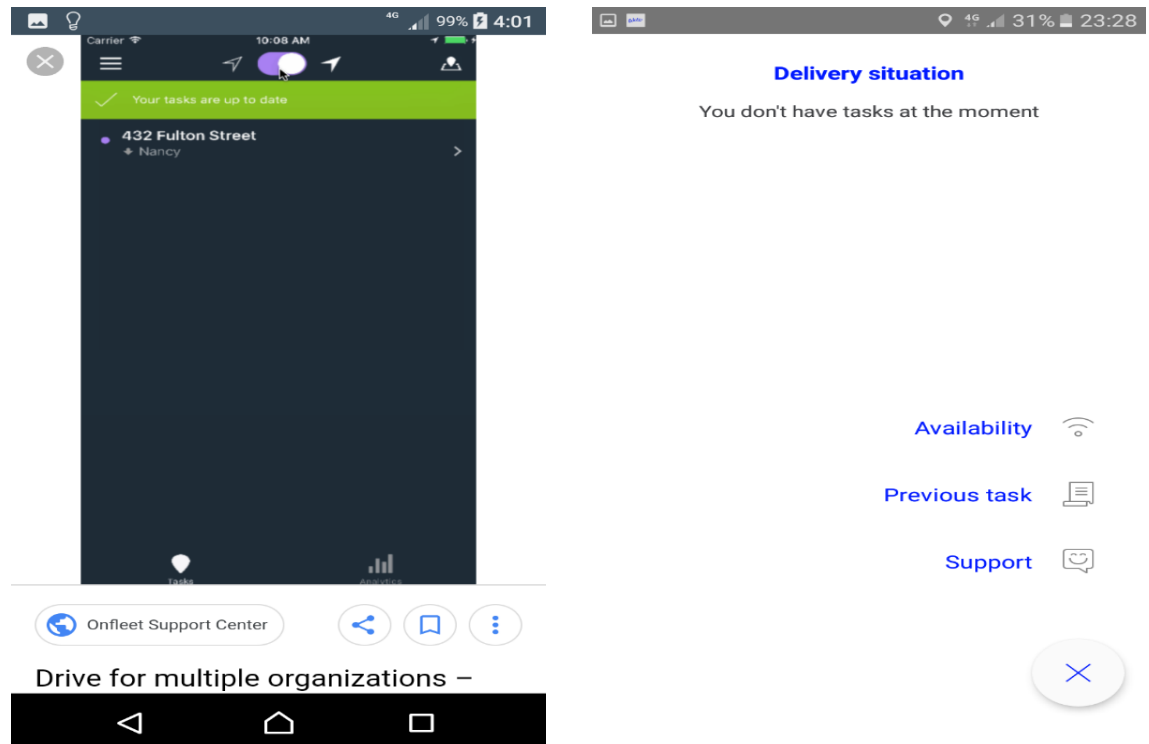


Figure 6. First screen page when sign in to both Onfleet and Wolt Apps.

Question 5: Is it up to expectation both in look/style/function/fond; One hundred percent of the respondents agree that the new app has all the quality, look, style simple and clear users language, standard and consistency, great visibility recognition, error prevention, correction and error message easily understood, easy navigation and return button, feedback clear communication and help. The fond size is visible, it functions well and has only crash once for about five hours since the release of this app. With the new app also you can see your income after completing a task therefore you know your finances which helps motive workers more as some might continue working longer just to meet individual targets.

Courier's delivery statistics

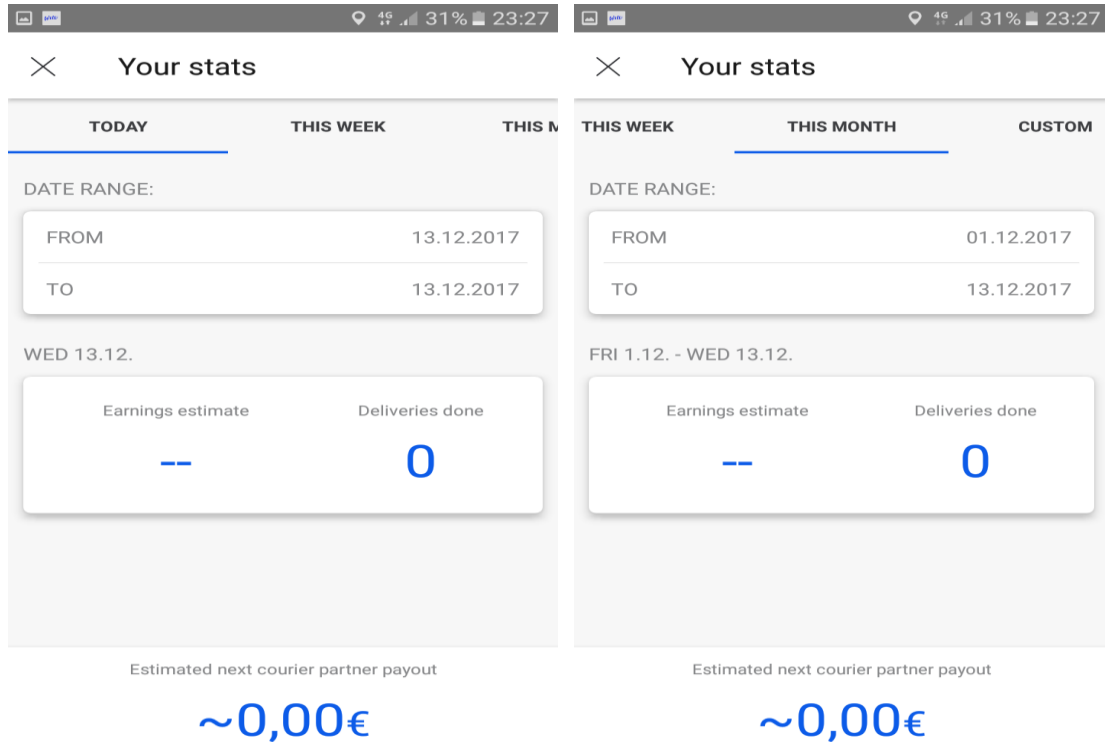


Figure 7. Couriers daily, week, monthly estimated earnings and number of tasks done.

Question 6: Do you understand what Wolt partner app does; The awareness of this app has quadrupled in Helsinki, all respondents understand that this app is used as a means to deliver food to customers, it helps connect couriers to the Wolt office, to restaurants and to customers. This triangle relationship is possible via this app. The purpose is to make delivery easier and better with just a touch.

Question 7: Are features missing/out of place/ unnecessary; Ninety percent of respondents said the features are in place and the changes from the old app to Wolt partner app is an improvement, important features like statistics on tasks, income, direct online chat have been added all of which were missing from the Onfleet app and of which are very necessary. Couriers also indicated that feedback has been responded to as new updates of the app are frequently made to add or remove unnecessary features that couriers find not needed in the app likewise new features are added to improve the app.

Question 8: Does the App do what it's supposed to do; All respondents confirm the app performs the function it was made to carry out and it does so with consistency, easily, accurately and reliably. The couriers are highly satisfied with the Wolt partner app and the direction of the modification that has been made so far since the introduction of the new app. It consumes less battery, it functions smoothly and it is customer friendly.

Question 9: Do you think the product design matches the purpose; Eighty two percent of respondents say the app design serve the purpose that it was intended to perform however the other eighteen percent thinks the app should have more attractive and visual look, because they feel the fond and color of the main page should be bigger and brighter, they complaint that the background color is white and to them it is not too clear during sunny days. They enjoy the fact the buttons are findable and the is a clear hierarchy in the structure however, they would love to see improvement in the part of audio voice directives which can tell the name of the restaurants and the area whenever they click the next task, this will help them to use the navigate less so while working which is the biggest consumer of phone battery.

Question 10: What is the first thing you would want to do on this app, Can you do it; the majority of respondents say the first thing is to sign in to the app immediately they open the app. This function is well efficient and takes just a click or a touch to sign in to the Wolt app, just as you open the app it shows your location, then a touch you are signed in and ready to work, from the pictures below you can see the first page showing offline and the second showing available, looking for a task. Immediately you open the app, you see update messages about work and any information you have missed for example, the weather situation or the opening of a new restaurants or road blockage.

Updated front screen of Wolt App

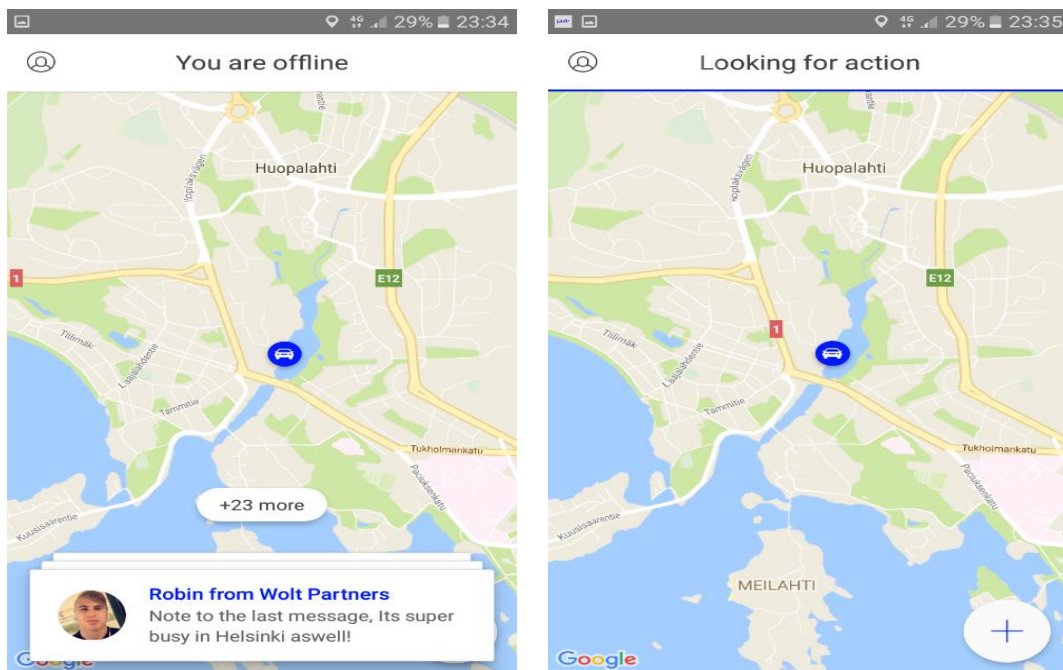


Figure 8. Login/logoff screen, location/message/updates of Wolt App.

Question 11: when trying to perform/ complete a task do you get confuse; all respondents disagree, stating that the app is easy to use, easy to remember, clear and simple procedures of which after doing it once it's difficult to get confuse and with just one touch you can go back to the beginning of the task or recover the previous page. There is an instant chat forum with at least three employees available during working time to help couriers who are confused or lose during navigation of the app, though it is rare and unknown of any courier who is confuse or cannot perform their task.

Online chat screen Wolt App

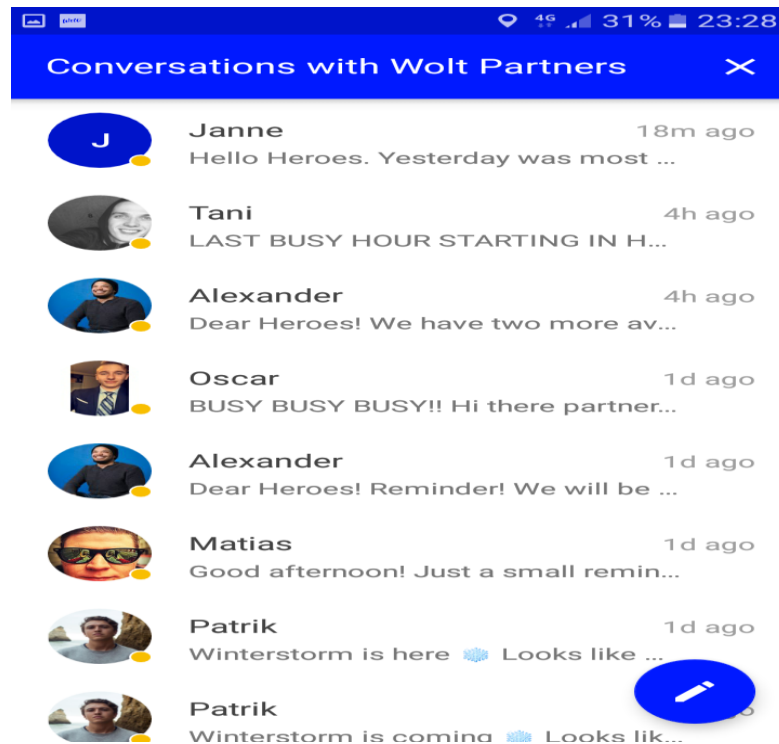


Figure 9. Help desk/Assistant direct online chat between dispatchers and couriers.

Question 12: Can users find what they are looking for; this app has just one basic function to help couriers deliver food from restaurants to customers. All respondents say this app perform this function smoothly and consistently 99.9% of the time and the rest of the 0.001% of the time when there is a glitch the support team and helpdesk is there to help couriers go through it with little or no stress. Respondents believe that the app can only get better since there is updates as couriers comment on any possible problem they encounter during work while using the app.

Comment screen on Wolt App

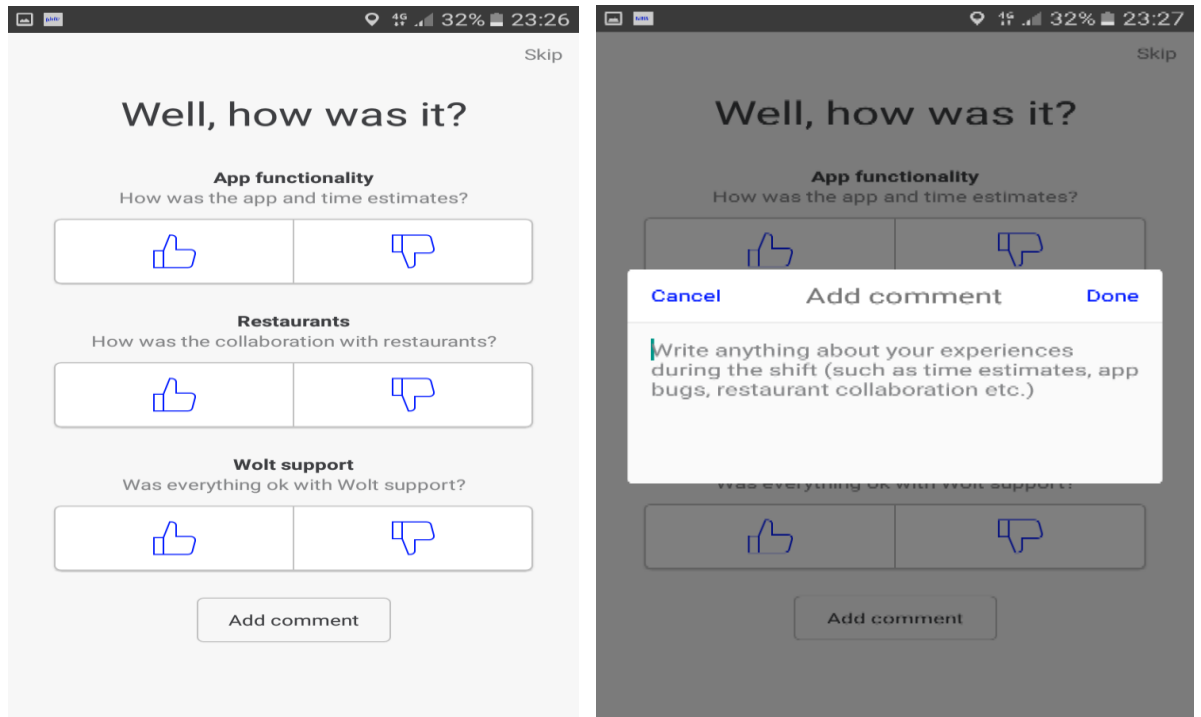


Figure 10. Comment about app function, restaurant collaboration and wolt support.

Question 13: Is the app easy to navigate; all respondents say the app is as easy to navigate as it gets, that it is clear and simple to use with clear structure of hierarchy, buttons in right places with instructions on how to use the app it direct users on the next step to take, with reverse button to go back to previous page if confused or needed to touch a different button, the is also rapid recovery from errors that help couriers to take away the fear factor of messing up their task as they can easy go back to the beginning and start all over again. The slide buttons are mostly used instead of the touch buttons, their help couriers to manipulate the phone and app easier.

Question 14: Do couriers feel this app was made for them; couriers think it serve their purpose and it's the best in the market for the purpose of the app. They say its smooth functioning, consistent and effective for the purpose of delivering food to customer and with the help of the IT department it only gets better daily with the improvement and development of new updates, addition functions just to motivates and excite couriers to be more attached to the app. Couriers see their income directly from the app, get alert messages even when offline about busy hours and places where they can run to and work to make extra money.

Question 15: Do couriers get adequate support from support system; all respondents said they have enough support from the system, there is the automatic support system from the app to solve frequent and simple problems that show up from the app, the is the instant online chat where couriers can message for help from the office at any time during working hours and also

there is a phone number to call when in need of other help or to solve situations that are part of the delivery process for example dispute with restaurant owner, customer, car accident or any other unforeseen circumstances.

Question 16: Is it easy to drop feedback/phone/chat with support team; just with a touch couriers are connected to support team and vice versa. Because couriers locations are been track by the app when online, couriers are been monitor by dispatchers in case of couriers using the wrong route, delays, suddenly go offline while on a task, the dispatchers would call the courier to check if things are okay or help him/her to the correct route or destination without the courier asking for help. All couriers agree that it is easy to drop a feedback, make a call or chat with the support system.

Question 17: Can errors/app freeze/malfunction be easily corrected; respondents all agree that errors are easily been corrected with just a touch on the app it takes you back to the previous page or back to beginning of task. The new Wolt app rarely freezes except it's due to the quality of the couriers phone, however there has been a malfunction of the app once since the development, the app was down for five hours and disrupted hundreds of deliveries. Apart from this incident the app has worked smoothly for more than a year since introduced to the public, on the other hand using the Onfleet app there were frequent glitches on a daily basis due to the incapacity of Wolt having total control of the app and lack of smooth integration of five to six different apps that were used then to perform the same function which the Wolt partner app presently performs.

Question 18: Do you think more needs to be done to improve Wolt app; all respondents agree that more needs to be done but without specification, they think more has already been done since the introduction of the app via updates, however they also believe that just like every other app or product it has to be innovative in strategy, meaning the company has to continuously think on ways to improve the app, add new functions, improve the design, redesign the app, make it more comfortable. Some respondents' specifically Finns would love to see the app in Finnish language also. The business language of Wolt is English and the app is written and uses English as the working language, however Finns working as couriers would prefer to be able to use Finnish or Swedish language as their working language so they hope the app can carry more languages in the nearest future.

Question 19: Is the app secured and safe with protective information; couriers were neutral on this question because they are not sure about the safety of their information as they cannot verify this from anywhere except from the word of mouth by the company and the agreement on the app that stipulates that all personal information are kept confidential, secure and safe. There has not been any breach of the app or scandal to think otherwise, also there is a strong law on privacy of individual record breach in Finland that will hold and punish a company for any such breach which makes couriers feel the law is on their side should in case of hacking or leak of personally information.

Question 20: Is the app users friendly; the app is users friendly as any software can be, with very visible interface, friendly graphics, very easy to use, fast to remember the step, easy to correct errors, interactive, in just five minutes any average person can use the app, well-structured and easy to navigate around using the app, clear instruction on what to do next. All respondents think the app is users friendly but would like to see addition feature for example audio directives and other audio or video interaction features to make couriers life easier.

Question 21: Are the terms and conditions fair; ninety two percent of couriers where neutral on this question they said they rarely read this terms and conditions and if they do they don't complete it, however they accept the terms except for the four Finnish couriers which is eight percent who said they read it and think its other with respect to both parties secure of working documents, information and use of app.

Question 22: Does using other gadgets/tabs affect app performance; a big majority of respondents ninety percent said they haven't used other gadgets with the Wolt partner app except for their mobile phones however the few that have said they found no different or effect in the running of the app. Mobile phones are the most suitable gadgets to perform such function but sometimes seven inches or less tablet are also convenience. Couriers manipulate their gadgets while driving/riding therefore the gadget she be of good size and portable.

Question 23: Do you understand primary and secondary navigation; All respondents agree with this question that they know all the steps to take or buttons to slide and touch in order to start Wolt app and run it effectively, the primary steps for example opening the app and go online in search of task is that simple, you can get the with just a slide and a touch. Secondary navigation for example checking customer's details, food items details are also done with a click or touch. Below are some pictures of the secondary navigation steps.

Customer's information

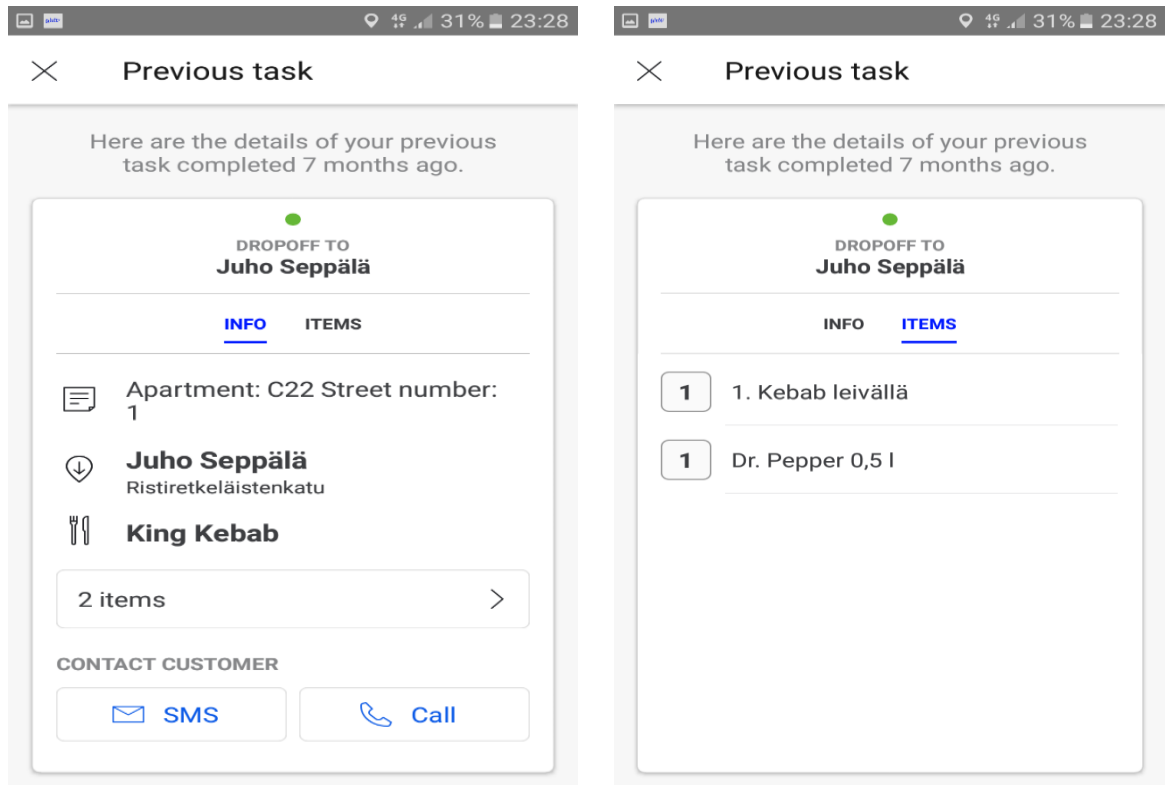


Figure 11. Customer's info and food item details.

Question 24: Is the app providing the right level of product information details; ninety per cent of respondents were neutral on this question, they said they didn't understand or care much about the product information what they deem necessary is that the product works smoothly, efficiently and consistent. The other ten percent agree that they feel Wolt is providing them with all needed information regarding the product and believe the company follows the rules since it is run by Finns who are known to be honest in nature.

Question 25: Can you use the control features on the app easily; All respondents agree to this point that the app is well structured that the features are easily reachable, visible, clickable and touchable, the site is quick and smooth.

Question 26: Can key tasks be completed without unanswered questions; Yes the main job which is open a task or order, accept the order, drive to the restaurant location, confirm pickup of food, drive to customer address, confirm delivery works perfectly well all the time even in the highest rush hours where the demand for delivery is high and couriers have multiple tasks. All respondents agree to this fact.

Question 27: Can you locate key buttons/actions when processing task; just like in question 25 all respondents agree that it is easy to locate key buttons and perform key functions of the app without any stress or constraints either during driving or riding as they carry out their jobs and

complete tasks some of them perform thirty tasks per day for six or seven days a week and for month without difficulties.

Question 28: Do the load page causes any issues with users experience; not at all says respondents but for the quality of user's phones, network provider. The app loads quick and fast, it takes seconds to sign in at any place, any time except for the internet strength which sometimes slow down the loading of the app page. Testing the app myself multiple times and performing all the necessary functions and task with the app I can also confirm that it works smoothly and fast and it is better than the app of its biggest competitor in Finland which is the Foodora app, that can be seen by the number of users and customers Wolt has in Finland which has made Foodora to relocate all office work back to Germany.

Question 29: Is the app flexible enough; all respondents agree that the app is flexible, that the underlying architecture was built to adapt to all IOS and Android platforms which carried ninety five percent of all mobile devices. This app can be downloaded in other gadgets. Respondents also think help for the online chat, comment page, direct call are some of the factors that makes this app flexible.

Active support respondents

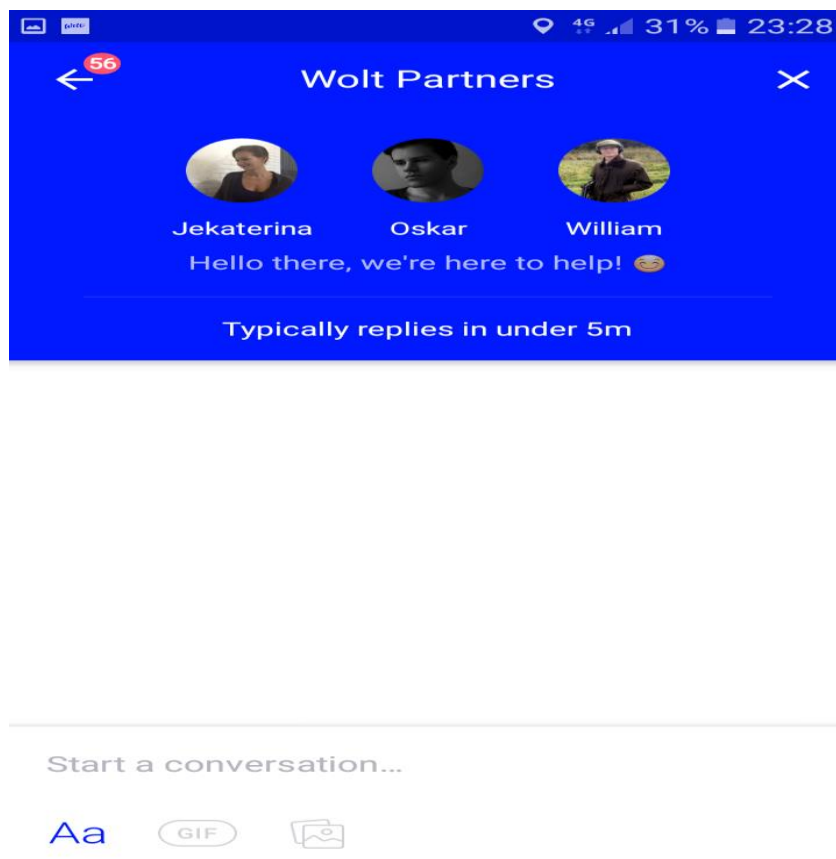


Figure 12. Online despatchers help desk to couriers.

Question 30: Can the app run for ten hours plus smoothly; All respondents agree to this question as it is their usual routine to work 10 hours or more every day, six or seven days a week for more than a year now. They haven't had any issues using this app for plus ten hours in a day, the only concern is usually using a phone for hours run downs the battery, however the Wolt app has less size 18.24m in memory than the previous Onfleet app with 25.97mb and with the old system the was additional four or five other apps needed to work with at the same time.

Question 31: Do updates fulfill users experience; All respondents said updates are improving the system and fulfill their needs however few thinks that those updates are to frequent and too often. They understand the need for improvement since the company is new but think the company is doing too much so soon. On the other hand management believe that the rapid expansion of the app worldwide needs constant changes, improvement, to better suit the capacity, the expanding number of restaurants, customers and couriers as Wolt has move from European expansion in to the USA market.

Question 32: Do you feel tense/stress using this app at rush hours; forty couriers responded that they don't have stress or major issues with the app if compared to the Onfleet which they said used to stress them up, put them under tense pressure and worries but not anymore due to many reasons; they said the are many couriers now which has reduce the work load they use to have during rush, the new Wolt app work smoothly well that they don't have concerns about the app anymore, the interaction between restaurants and couriers has improve, couriers and customers chat and call has increased which has reduce confusion and delay as most couriers enjoy and uses the app without fear or redundancy. Ten of the couriers where neutral on this question reason been that they were not familiar with the Onfleet app.

Question 33 Have you participated in anyways to improve the app; all respondents said they have been of meaningful importance in improving Wolt app, as they gave many different ways they participated in improving the app; some of those ways are, through small coordinated group choosing by the office, general meetings with couriers, questionnaire sent to couriers, feedback and comments from couriers, phone and chat interviews with some couriers when needed and general suggestion from individual couriers.

Question 34: Do you think your input has been taking into consideration/useful; All respondents believe they are been heard, they feel as part of the company, they think majority of their suggestions are been heard. They said they have grown with the company and thinks the management pays great attention to them and wants to satisfy couriers at all cost as they see them as the backbone/ engine of the company. A common example giving by couriers is their continues cry for a better pay which has finally been restructured with couriers believing now that the job is worth the salary they receive and are satisfied with the income they get.

Question 35: I feel motivated about using the Wolt partner app; yes was the answer from all couriers, as a working tool they find little or no problem using this app and are pleased with the improvement so far, the app is not the greatest tool but as compared to the Onfleet app and that

of Wolt competitor Foodora, Wolt app is far advance and perform the task it was made for perfectly, efficiently, consistently and fast. The app has perfect the objective it was made for, its rapidly growing and moving to international markets.

Question 36: I am satisfied with my Wolt Partner App; respondents gave many different reasons why they are satisfy with the app some of the reasons had nothing to do what the app but instead it was about the working conditions of the company ten percent of the respondents said they were not fully satisfied with the company because they want addition features in which they can know if the restaurant have already prepared the food before the can go inside or the restaurant should also know that the courier is already the so that they could be ready to receive the courier of which the company thinks it will add stress to the restaurant and increase their work load. The management believe the restaurant are not ready for that at this stage of the growth, however seventy percent agree that they are very satisfied with the app and more happy with the financial part of the development where you can see you money while you work and they look forward to a feature where you can receive your money anytime you want to for example, after a task or your daily shift you can withdraw you money and not only at the middle or end of month. Twenty percent of couriers were neutral on this question unable to say if they are satisfied or not.

Question 37: I am satisfied with the updates and improvement of the app; As mention many times respondents are satisfied with the app thought there are still little issues they think should be done of which are not the core objectives of the app or its functioning engine, this additional features are just features that will enhance and help couriers performance their jobs easily and make their working life less stressful.

Question 38: I am satisfied with the internal communication using Wolt App; communication style in Wolt is flat which means decision are been made very quick, the couriers all agree that the communication tools are many and key to their work as they can communicate easily with the office, restaurant and customers with just a touch on their phones and the respond is fast within seconds. There are direct phone numbers, instant chat, comment and feedback platform to communicate with the office and other actors in this triangle system of work which involve Wolt office, couriers, customers and the restaurants

Question 39: I have confidence using Wolt app with oppose to competitors; All respondents agree on this point, Wolt app is the best in Finland, however the is only one serious competitor call Foodora and they have moved they central dispatching office from Helsinki back to Germany which is their head quarter due to reduction of customers and fierce competition from Wolt who has taking more than 50% of Foodora customers in Finland. In other countries there are other apps that are been used to perform the same function and so the level of competition is higher.

Question 40: Wolt partner app is the best in Finland; Yes, absolutely yes, agreed all respondents as the company has won all major business awards in Finland and Scandinavia in 2016 as best startup in Finland, best IT company, Best Nordic start up and more.

Question 41: More can be done to compete globally; all respondents agreed that more can be done and more has already been done. The company has already gone international in many European countries however they are on the verge of starting in the USA as the preparatory stage is already been carried out. The more they expand to other countries the bigger their customer base, restaurants and couriers, therefore the company had to increase its capacity to call all these users and allow the apps to work smoothly, there are many different challenges in languages, task, app modification or adaptation to new markets. The IT department and management must survey, test app before launching. The app will be well known in the future as it moves from one country to another in different continents.

4.4 Open ended questions

I have the opportunity to personally interviewing fifteen of the couriers who answered this questionnaire to share their opinions by answering the ten open ended questions regarding this app. This questions permit the couriers to express themselves lengthily. Below are the response to those questions.

- **What would you change about the Wolt partner App;** eleven of the couriers will like to see a new feature that will show them when the food is ready at the restaurant so that they will know when to leave their cars to enter the restaurant. This is because they face parking issues in the cities, it's difficult to find parking space and also there is an increase in tickets fine giving to couriers by the city workers, couriers feel that rather than going to wait inside the restaurant and sometimes get a fine, it is better for them to know exactly when the food is ready so that they can just pop in and out of the restaurant in order to avoid fines. However a co-founder of the company J.M a.k.a Juha Mäki said they are looking at such features in the future but for now it is going to pile up pressure to the restaurant which to them the restaurant are not ready for such stress. The other four couriers think that Wolt should add a feature to track customers position because some customers give wrong addresses or are not at their home address which is giving to their profile and they still find it difficult to text couriers their where about because to them texting a stranger is wired.
- **What made this App better than that of its competitor Foodora;** all couriers think the app works faster, smoother, consistently and reliably, six of the couriers have also work with Foodora and they think the Wolt app is rapidly adapting to customers and couriers needs. They believe Wolt is constantly improving the app and they understand what the Finnish market wants rather than Foodora which is a customize app to fix all, Wolt is

been tailors to fix various market and countries. Customers have also made comment to couriers positively about the Wolt app in compare to Foodora app. Another sign of Wolt app superiority is the fact that Foodora has transfer its head office back to Germany and has down size its operation in Finland due to lack of customers. Their offices have been closed, number of workers drastically reduced, dispatchers' office send back to Germany because Wolt have taking almost all the Finnish customers.

- **What are the major issues/problems users experience while using Wolt partner App;** all 15 couriers said the major issues is the issuing of task automatically by the computer, they complain that when the computer give task it doesn't do it accurately like the human dispatchers because a couriers can be next to a restaurant but the computer will give the task to another courier who is far from the restaurant and vice versa. Couriers don't understand what criteria the computer uses to distribute tasks. Also the computer can give a courier three tasks while another courier is close by without any task. The app has once crash for five hours during a rush hour which was terrible as couriers had to make calls to the office to receive customers address to deliver food and to complete the tasks they already had. Some few couriers complain about frequent updates which changes graphics and other virtual of the app however they do understand that the purpose of this is to improve the app to help easy their users' experience.

- **How credible is the Wolt brand? How does the credibility affected the users experience of the Wolt partner App;** all respondents think the branding of Wolt has been excellent for many reasons, firstly because Wolt has taking over Finland in food delivery bearing in mind that competitors like Foodora where in the market first but Wolt now controls more than three quarter of the market, secondly the has been a move of many couriers from Foodora to Wolt, seven of the interviewed couriers had first work for Foodora before moving to Wolt. Couriers said it is difficult to see Foodora couriers in the city any more but on the other hand there are Wolt couriers everywhere and the number keeps increasing. The app is known everywhere in Scandinavia and the rating is 4.1. Wolt is one of the fastest growing company in Scandinavia and has won many start-up awards with its growth rate about to double by the end of 2018 due to expansion in the EU and USA. Statistics and feedback from customers have shown increasing satisfaction regarding Wolt app and the improvement it has made in the space of two years. Below are some feedback about Wolt app taking from Google store where this app is be downloaded.

Wolt is the one app for discovering and getting great food in your city.

** Apple Editors' Choice winner.

** Wired award as one of the hottest startups in Europe two years in a row.

400,000+ users. Available in Denmark, Sweden, Finland and Estonia with around 1,000 restaurants and over 1 000 partnering Wolt couriers.

Find the best restaurants in town, send your order with a couple taps only. Choose between delivery, picking it up yourself or eating at the table.

You'll get minute-by-minute updates as your order progresses and arrives to you.

Wolt support will have your back in every situation and all the way from 10 am to 10 pm through live chat.

We add restaurants weekly and expand our delivery area as demand grows.

Share your Wolt code to earn credits and free deliveries!

Also, do check out our Facebook groups Wolt & Venner in Denmark, Wolt & Vänner in Sweden, Wolt & Friends in Finland and Wolt & Tähed in Estonia for all the latest updates and to speak with our friendly folks who are just dying to hear your feedback!

Why use Wolt?

All of us eat 2–5 times a day. Wolt is here to make that experience ever more delightful. Using Wolt gives you more time to do the things you love. Trust us: it's awesome for those busy office lunches or lazy Sunday hangovers.

Happy Wolting!

REVIEW FROM VLADIMIRS SILINS

Vladimirs Silins

Estimated time before order may increase up to x2 after order is placed. That's not really nice. But the rest is pretty much convenient.

REVIEWS Write a Review

Rating 4.1

Views 2,067 total

Laurynas Letkauskas February 27, 2018

Wolt came to Kaunas. So used their promo code and got 6euros for a first order. It seems you can only redeem the promo money only when you order to your home. When I came to pick up the order at the restaurant myself, money was already redeemed from my bank account. Very displeased

mindaugas slikas March 1, 2018

Kelis menesius vezet i lazdynus, buvo super, dabar visų geriausių kavinių pristatymus užrauket. Sveikinu, gaunat 1.

S kim February 22, 2018

Great app, everything has worked very smoothly! Register with code DRWC to get 3 free deliveries

Laima Z. February 23, 2018

Extremely unresponsive customer service

Modestas R February 22, 2018

Great service!

Martin Toniste February 1, 2018

Get 3 free deliveries with QEP8 Good app

WHAT'S NEW

Polishing things here and there. Few of the bigger improvements in this release include the new way of showing those important messages and notifications to you and making the address selection more accurate and easier to use.

Oh, and the Wolt is now available in Lithuanian!

ADDITIONAL INFORMATION

Updated

March 2, 2018

Installs

100,000 - 500,000

Requires Android

4.4 And up

Offered By

Wolt Enterprises Oy

Developer

[Visit website](#)

[Email support@wolt.com](mailto:support@wolt.com)

[Privacy Policy](#)

- **How can you describe the app in one word;** these are the description the couriers gave, awesome, smooth, effective, amazing, fast, excellent, good, nice, user-friendly, professional, great

- **How long are you willing to spend on a particular process before getting bore/frustrated to leave;** All respondents said as fast as possible, seconds and they believe Wolt app allows them to perform their functions as fast as they click each button or icon because they easily understand the structure and steps from beginning to end therefore it's easy to perform the task the app was made for. Thirteen of the respondents said maximum 5 second in a process before they feel it's time to get to the next step. five of the fifteen respondents also said the process can also be slow depending on the phone and network provider, also not forgetting the number of apps running at the same time on you device, sometimes the problems encountered are not from the app but from the phones.
- **How adaptive/easy it is to drive/ride/bike while using Wolt app;** unfortunately all the couriers on this interview are driving car and do not understand the difficulties face by riders and cyclers. They say driving while using the app becomes easy and unnoticeable after using the app for a couple of months.it is important to note that it is the first thirty seconds and the last thirty second that drivers manipulate their phones the rest of the trip is using the navigator to direct couriers to restaurant or customers which to most is a usual phenomenon.
- **Is the visual/audio/video contents clearer/brighter and biggest enough for a moving couriers;** All respondents are satisfied with design, visual, audio and video content of the app, though some suggested different colors and bigger font size, however the overall remarks is positive. They are aware of the continuous updates to better the above qualities and at the same time feel they can also tailor certain functions like brightness and back ground on their phone that will improve the overall quality of the app. they firmly agreed that the app is users friendly, feels comfortable, clear, and visible and appealing.
- **What, if anything would make you want to stop using this app;** the respondents gave a short list of different things they would like to see changed or adjust in minimize ways for example some respondents think messages, updates on the app should be reduce because they receive more than fifteen messages a day from the office during work, they want to be able to choice their own task or from the available tasks, these things can only some time stress couriers but none of them will make couriers to stop using the app. You cannot be a courier for Wolt without this app so it's a compulsory tool and the main working tool for this delivery job.

- **Any suggestions how to improve the app;** a couple of suggestions spring up during this short interview, they are as follows; to increase the time line for updates, they feel the app updates are very frequent, however I made them understood that management has said this is due to expansion to new areas and increase in demand plus Wolt is a new growing company that has to continue to develop. They suggested that couriers should actively be involve in these development for example be part of the development of new features but I made them to understand that some of their colleagues are randomly been chosen to do so of which four of the interviewed couriers had be part of such process. They suggest an instant pay process feature were you can cash out your money after each task if you which to do so and the management is looking into that already. They suggested a new feature to identify fellow couriers' location that is for couriers to know the position of other couriers so as to choice where to position themselves, such a request will be pass to management.

4.5 Summary of findings

The finding of this research has indicated that the worker or couriers of Wolt are satisfied and happy with the Wolt partner app, reasons been that, the app is a quick site, easy to use, users friendly, well design app, efficient, allow for rapid recovery, easy to remember, tasks are completed easily, easy to find buttons, ready help available, the is clear communication with despatchers, restaurants and available feedback, error correction and prevention, consistency, easy to navigate, visibility recognition and continuous update and improvement of the App.

Couriers have come to believing in the application as they see it every day for weeks and months without any problem, it is a reliable working tool (app), they are satisfied with been part of the reason for this improvement as their complaints, feedback, comments are been adhere too. They like the direction the company is moving towards with respect to the development of the app. They understand Wolt is a new growing company with lots of improvement to be done, adjustment and innovation still to take place within the company, however they see the steps Wolt has taken to surpass its competitors to make their app better which leave couriers with nothing but hope for a better future and great app in time to come.

On the other hand there are things the company still has to fix and some worries from couriers regarding the ability for a courier to identify the location of other couriers, couriers want to know when the food is ready in the restaurants, they want to follow the process so that they will be able to leave they cars and enter the restaurant only want the food is ready, this will help them reduce their parking fines and penalty in the city, they want to be able to cash out their salaries every time they deem it necessary.

Wolt management is doing their best to deal with these issues for example they talk with couriers mostly those who have worked with the company for a longer period when they want to introduce new features. They acknowledge the fact that feedbacks and comment from couriers are taken into consideration and are used in most part to improve the system. Mr. Juha Mäki in an interview says couriers are like the engine of the company therefore they are treated with all attention they deserved if not the whole process may short down, diminish the goal the company has set. They believe couriers are enthusiastic with the updates of the app and improvement so far and think they are highly satisfied with the way forward of which I can attest to that from the interview I had with couriers. There are still gaps for improvement and the company is looking forward to the new innovative challenges of the future.

5 Conclusion and Recommendation

This research was conducted to find out users experience of the Wolt partner App been used by Wolt couriers in the Helsinki region. The research need to know the following, how users friendly is the app, the overall experience, where the frustration lies, if couriers are comfortable using this app, where they struggle, what they love. These are the major questions the research has to answer in order to achieve the objectives of this research. Answered to this question will help the company reduce cost, better satisfy couriers, redesign a better product, reduce stress and make the app users friendly. To find a solution to these questions, a well-structured questionnaire base on forty one questions to choice to agree, disagree or be neutral and ten open-ended questions for fifty couriers to answer. All responded to the questionnaires, fifteen other couriers had a short interview of ten minutes each, information and materials were also collected from the Wolt office and their website, a short interview of one of Wolt worker H. Tony who is the launcher of the company, additional materials received from the company were all analyzed and a conclusion was made.

It was clear that the couriers were satisfied with the new app and its features as an overwhelming majority are happy with the application and the direction the company is going regarding updates and additional features even though as humans are needs and wants are also in a surplus because we always demand more from the product. Couriers did express the important of the app to their job, what they loved about the app, the differences and advancement from the old Onfleet app and where they struggled using this app. Over all the couriers view this app as satisfactory on problem solving, style, fond and function of the app, the purpose of the app as per the objective has been met, very few features missing which are additional need of the couriers but not of great importance to the management, couriers enjoy the performance of the app, the navigation is clear and simple, feedback is open and easy to use, the app is super friendly, key buttons easily located, users experience is close to one hundred percent compared to the old app and

the competitors app users by Foodora, the app is very flexible as corrections can be made easy or return to start, updates are frequent even though some couriers felt it was too frequent, little of no stress during heavy traffic hours at rush, couriers are very confident using the Wolt app without fear of any major breach or disruption but the other hand few complaints or improvement needed to be made on suggestions of new features where couriers can locate each other, see when food is ready before stepping in the restaurant, Finnish couriers would love to see or use the app in Finnish and not only in English the business language used by Wolt.

To conclude Wolt has done a great job with the new app and its feature to serve the purpose of the couriers, they have made the app users friendly and the experience by the couriers is satisfactory, they enjoy using the app and feel stress less, no struggle navigation and perform their function with efficiency. This came through the problems and difficulties they encountered with the previous Onfleet app, the integration of the Onfleet and different apps like When I work, Slack and Work schedule apps just to perform the same function the new wolt app performs. The breakdown of the various app, the inability by Wolt to tailor those apps to suit its customers as they were only renting those apps to perform the delivery job. However with their own app Wolt Partner App they can tailor it for different markets, add more features if need. Thought improvement still needs to be made due to the fast manner in which the information technology industries is moving, apps need to be updated frequently to meet the needs of the ever increasing growing demand of users and markets, new features needs to be added to improve the performance of couriers as demanded by the couriers such as features to locate other couriers in order to know where to wait for a task and to see when for is ready at restaurant rather than going in to a restaurant to ask if the food is ready.

5.1 Interpretation of the findings

It is overwhelmingly clear that couriers users experience with the Wolt app is positive, they enjoy using the app, The app is reliable, efficient, consistent, effective and most of all users friendly. The research found out that there is still room for improvement as Wolt is a young and fast growing company with lots of changes, different demands to suit different purposes, however, couriers felt conformable testing the app and are satisfied with the updates seen with regards to their constant input giving via feedback and comments to the company. The new app occupied lesser memory space, works freely, unnecessary features are removes, error correction clear, communication channel clear, problems easily identify, assistant and help ready. Couriers demand for more features to help facilitated their job however the Wolt management thinks with time those feature will be available but as of now they have other priorities and far more important issues at stake.

For now the Wolt app is the best in the Finnish market, the app is rapidly expanding to other markets in Europe and the USA with little or no major problem in sight therefore the company should continue with the good work and keep improving the app as it meets new challenges. Couriers like and enjoy the app, this will continue for as long as updates are been made and suggestions are been listen to.

5.2 Implications and Suggestions

To conclude I would say the result has shown that most of the respondents are happy with the Wolt app, the fond, style, navigation, color, functions, display, where buttons and slide are kept, they are happy with the features and improvement updates made. Couriers are enthusiastic about the future using the Wolt partner app, they believe it can only get better but there are certain issues which need more attention from the management for example the line of communication between couriers and top management, that will help to smooth and facility courier's better and also increase their ability to be more effective and efficient.

There are some features couriers thinks need to be added to the app in order to help them avoid ticket fines with regards to parking in the city center, feature to help them see other couriers so as to position themselves well in the city, to know when the food is ready at the restaurant before they can go in to get the food and the improvement of already existing feature which will help them know the exact time the food is ready at the restaurants

According to couriers response and analyses from the results, it is suggested that the management should consider the following: Improve on the channel to transmit and receive information from top to bottom and vice versa in other to better understand couriers needs as can be seen, couriers still have lots of feature they want to see on the app and have proposes should via text messages, chat, comment and discussion with dispatchers, using the Finnish and Swedish language as a working language on the app is also an important suggestion from the Finnish couriers who believe they will enjoy the app better if it is in the original native languages. Couriers want to be able to cash in any time they want during or after any shift or task and are looking forward to management to improve the app with should features. I will suggest that the management should continue to listen couriers and other stakeholders to improve this app as they expand in the future.

Couriers believe in the Wolt management which is a good thing, this trust can be put into use wisely by conducting regular meetings with couriers to ask them what they want and the company validated that trust by providing the needs of the couriers. Wolt has a flat management system which is also good for the couriers, it is easy to get to management therefore courier have the opportunity that many international companies don't afford to

their workers therefore using it efficiently to seek for needs will be a good thing for couriers who are doing their best at it.

5.3 Reliability and validity

Reliability is the extent to which a measurable procedure yields the same result, whenever the same research is carried out. It means the same result can be acquired each time the research is been repeated. The secondary materials used in this research were carefully chosen from known researches that have been conducted in the same field of study in order to have a reliable guide to produce a similar outcome in the empirical result. The result of this study is an overview of users experience working with a mobile application called Wolt Partner use in Helsinki region to deliver food to customers.

Validity is the extent to which the research or study gives the right answer, it is the best available approximation to the truth or falsity of a given inference, proportion or conclusion. The theoretical and empirical materials should be connected and on the same line. The research questionnaire was design to suit the research problem which is based on the usability of the application by Wolt couriers. The questionnaire were written in plain, clear and simple English to help the respondents to understand the question very well in order not to have any misunderstanding in interpreting the questions that could lead to fault or unreliable answers. (Jerome Kirk et al 1986, 19).

5.4 Suggestion for further research

This is the first time a research on users experience has been conducted using the Wolt app from outside the company, that is a research that is not done by the company herself, the number of respondents were only 50 out of more than five hundred couriers that works for Wolt, therefore the scope of the research is small, Lots of information were gather from the respondents with respect to their opinions on what the company should do to further improve the app. I suggest that the management should allow outsiders and other students to conduct similar researches time to time to give them another perspective on users experience and also for the scope to be widen to target a larger number of couriers Bearing in mind that the company is rapidly expanding around the world, such researches which are vital to users of the app should be conducted constantly to help develop or

redesign a better product for couriers which will suit their working condition and time to better satisfy Wolt end users. Users experience is a prominent integral part of product development which should be paid more attention to said Juha Mäki as users are the reason why the app was developed. I look forward to see many of such researches been done with the same product to help both the company and its couriers.

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Appendix 1

A STUDY OF USABILITY AND CUSTOMER SATISFACTION OF WOLT PARTNER APP BY WOLT COURIERS IN HELSINKI

Background information – the information will be treated confidential and will be treated statistically

Age	<input type="checkbox"/> 16-25	<input type="checkbox"/> 26-35	<input type="checkbox"/> 36+
Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female	
Nationality at birth	<input type="checkbox"/> Finnish	<input type="checkbox"/> Foreigner	Specify-----

Income (Euro) /month	<input type="checkbox"/> Under 1000 <input type="checkbox"/> 1000 -1500 <input type="checkbox"/> 1500 - 2000 <input type="checkbox"/> 2000 - 2500 <input type="checkbox"/> More
Years in Finland (if foreigner)	<input type="checkbox"/> under 1 year <input type="checkbox"/> 1 - 3 years <input type="checkbox"/> 4-7 years <input type="checkbox"/> over 7 years
Education	-----
Status of the contract	<input type="checkbox"/> Part Time <input type="checkbox"/> Full Time <input type="checkbox"/> Contractor/partner
Working Experience in Wolt	<input type="checkbox"/> 0 - 1 year <input type="checkbox"/> 1-2 years <input type="checkbox"/> +2 years
Means for distribution	<input type="checkbox"/> car <input type="checkbox"/> Scooter/mob <input type="checkbox"/> bicycle
Working experience in other food delivery companies	<input type="checkbox"/> ----- -----

To what extent you agree or disagree with the following statements regarding the Wolt partner app.				
		Disagree	Neutral	Agree
1. Do you know what this app does	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Is it better than the previous Onfleet app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Did you have a need for this new app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Did the new app Wolt partner app solve the old problems				
5. Is it up to expectation both in look/style/function/fond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Do you understand what Wolt partner app does	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Are features missing/out of place/ unnecessary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Does the App do what it's supposed to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. Do you think the product design matches the purpose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. What is the first thing you would want to do on this app, Can you do it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. When trying to perform/complete a task do you get confuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. Can users find what they are looking for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. Is the app easy to navigate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
14. Do couriers feel this app was made for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
15. Do couriers get adequate support from support system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16. Is it easy to drop feedback/phone/chat with support team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17. Can errors/app freeze/malfunction be easily corrected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18. Do you think more needs to be done to improve Wolt app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19. Is the app secured and save with protective information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20. Is the app users friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
21. Are the terms and conditions fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
22. Does using other windows/tabs affect app performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
23. Do you understand the primary/secondary navigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
24. Is the app providing the right level of product information details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
25. Can you use the control features on the app easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

26. Can key tasks be completed without unanswered questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Can you locate key buttons/actions when processing tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Do the load page cause any issues with users experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Is the app flexible enough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Can the app run for ten hours plus smoothly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Do updates fulfill users experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Do you feel tense/stress using this app at rush hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Have you participated in anywhere to improve the app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. Do you think you input has been taking into consideration/useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. I feel motivated about using the Wolt partner app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. I am satisfied with my Wolt Partner App	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. I am satisfied with the updates and improvement of the app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. I am satisfied with the internal communication using Wolt App	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. I have confidence using Wolt app with oppose to competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40. Wolt partner app is the best in Finland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. More can be done to compete globally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Open questions – If you need more space use a separate paper

1. What would you change about the Wolt partner App?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. What made this App better than that of its competitor Foodora?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
3. What are the major issues/problems users experience while using Wolt partner App?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
4. How credible is the Wolt brand? How the credibility does affected the user's experience of the Wolt partner App?	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

<p>5. How can you describe this App in one word?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>6. How long are you willing to spend on a particular process before getting bore/frustrated or consider to leave?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>7. How adaptive/easy it is to drive/ride/bike while using Wolt App?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>8. Is the visual/audio/video contents clearer/brighter and biggest enough for moving couriers?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>9. What, if anything would make you want to stop using this app?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>10. Any suggestions how to improve the app?</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Thank for your help!!!