

Addendum for Team H

Evaluation Criteria

In my review of the videos for the U-Haul site, I considered the following criteria in determining what constituted a usability problem:

- Would the problem lead the user to find another company; Lost revenue for U-Haul
- Task success – did the participant complete the task successfully.
- Hesitations or excessive search/understanding time
- Learnability – for a system that people might use a few times in their lifetimes, is the system geared toward first time users.
- Consistency in the interface – were objects or concepts referred to with consistency terminology
- Meaningfulness of the terminology – was the language in the user interface understood by the user
- Statements of frustration, annoyance, or anger
- Violation of a human factors or design principle (this might be something that is not mentioned by the participant, but would be a clear violation of an established human factors or design principle – for example, low contrast between text and background colors).
- Aspects of the study that might create artificial problems that would not be faced in real-world activities.
- The number of participants who encountered a problem and the analyst's belief about how the frequency of the problem with actual users.
- Whether a problem was local (isolated to one area of the site) or global (found in multiple places).

Resources Used for CUE-9

Date	Activity	Hours
April 16	Preparing for the evaluation; download materials, review procedures	4 hours
May 1	Watching videos and taking notes (videos 1, 2, and 3)	5 hours
May 7	Watching videos and taking notes (videos 4 and 5)	3 hours
May 21	Watching videos and taking notes (all videos, second pass); put notes in spreadsheet format	7 hours
May 22	Watching videos and taking notes (all videos, second pass); put notes in spreadsheet format	7 hours
May 22	Writing the report	3 hours
May 23	Writing the report	5 hours
May 28	Watching videos and taking notes; verifying times and checking issues	6 hours
May 29	Writing the report and addendum	4 hours

May 30	Writing the report and addendum and finalizing list of problems in the spreadsheet	10 hours
May 31	Write the report; clean up problem list	2 hours

Comments on the Evaluation

There were several issues that caused some concern during my evaluation:

- The scenario did not appear to be explained thoroughly and consistently to the participants. For example, they were asked to “help” their friends who wanted to move, but the degree and type of help was not clear. Where they actually doing the booking or relaying information to the friends who wanted to move? It felt like the ambiguity in the role-playing created some problems that would not occurred with a more realistic scenarios. During the session, people responded with comments that reflected different assumptions about their role. In general, the scenario seemed a bit forced and contrived.
- There was sometimes a problem hierarchy and what level of granularity was expected was not clear. For example, the participants struggled with the accessories because of multiple problems (zeroing out the fields was time consuming; removing items or going to another page would replace values in the accessories field).
- From the information we had, it was not exactly clear what constituted a “success”. For example, what was the “optimal” location given the information in the task? What was the appropriate size of storage for the task involving the fridge and 10 boxes?
- The facilitator sometimes forgot to ask a pre-task or post-task rating question and was not consistent in obtaining a single rating score.
- The facilitator generally did a reasonable job, but in some cases, provided an assist to the participants.
- There was not clear rule for determining when to end a task and no clear signal across participants about when they were actually done with the task.
- The severity scale has been used before I believe, but I have found it to be awkward and the descriptions of the problem categories not sufficient.

Other Comments

- During the evaluation, my PC was damaged by a lightning strike on my home and I was out of commission for about 10 days in the middle of May. I lost some of my notes and had to restart the work.
- At my company, we rarely have time to review tapes in detail. Most often, there is a debriefing after each test session and then a more general review at the end of the testing sessions to look

for general problems that emerged across sessions, but with more agile techniques, usability problems are generally put directly into a bug tracking database.

- My report listed the major usability problems. In my company, we would report problems and work with product design and development on the best solutions so no recommendations are listed.

1. How familiar were you with the company U-Haul before we announced that we would use it for CUE-9?

>> I have used U-haul before, but do not recall using the site.

2. How familiar were you with U-Haul's website before we announced that we would use it for CUE-9?

>> I don't recall using it; I have gone directly to a U-Haul store near my home when I needed a truck.

3. Approximately how many times have you rented a car?

>> Many dozens of times over my working life, though in the last few years, possibly 5-10 times for work and a few times when my car was in the repair shop.

4. Approximately how many times have you rented a car on the web?

>> I have rented a car on the Web at least a few times each year over the last few years and before that when I traveled more, dozens of times.

5. How much time did you spend analyzing U-Haul.com before you watched the first video?

>> I watched the videos first so my own impressions were not carried over to the first video. So, I guess that the answer here is zero since I didn't use the site until I had watched the videos.

6. Approximately how many times did you pause the videos to deliberate or catch up with your notes?

>> I didn't track this, but I paused many times to note the time of the event and also to review the details. I probably paused the videos over 100 times.

7. Did you watch all or parts of the videos several times? If yes, approximately how many times did you watch each part and how long were the parts of the videos that you watched several times?

>> Yes, I watched all the videos at least twice. I did a first pass with notes and then filled in some additional notes after that. I also watched parts of some videos multiple times, but did not track the number of times so I do not have a good answer for you here.

8. Were there any burning questions that you would have asked the test participants during or after the video recorded sessions if you had been moderating the sessions? If yes, what were they?

>> I would have asked them to describe what they believed their role was in the scenario. I felt that the moderator did not spell out the role clearly and this resulted in some serious artifacts. For example, was the participant supposed to actually be signing up the truck and paying and getting insurance? It seemed as though the scenario was fuzzy.

I would have like to go through the video using retrospective feedback from the participant.