

Addendum Team P

1) Description of Evaluation Criteria

A usability problem is an occurrence that prevents or delays a motivated user from completing a task.

I reserve the label of Critical Problem to those instances in which users give up on a task, cannot complete a task despite being given ample time, or believe they have completed the task but have either not or have given an inadequate solution to the task.

Serious Problems are those problems that impede a user's completion of a task to strong degree. This may involve users exploring dead-end pathways, having problems with navigation, not understanding content, struggling with architecture, or other similar issues. Despite delays and struggles, the user completes the task.

Minor Problems are those that cause the users pause, but from which the users can quickly recover, even if they initially select a less than ideal pathway.

I do not consider user experience to be an aspect of usability evaluation. While user experience can flavor a usability evaluation, I do not think that usability evaluation should assess user experience unless that is a stated goal of the testing situation.

2) Resources used for CUE-9 in person hours

Day 1		
Time	Activity	Additional
5 hours	Preparing for the evaluation	Downloading videos and finding appropriate software to view videos
4 hours	Watching videos and taking notes	Initial viewing of videos; take general notes on issues mentioned in tests
Day 2		
Time	Activity	Additional
6 hours	Watching videos and taking notes	Careful viewing of videos; noting quotations and time stamps; filling in spreadsheet; careful assessment of both task completion and finding severity.
3 hours	Writing the report	Aggregate findings; determine reasonable categories of findings; write the report; proof report; write addendum

3) Comments on the evaluation

The scenario and the tasks are comparable to the tasks I normally carry out. For an evaluative testing such as this, I usually have a clearer idea of what the goal of the study is so I can more appropriately address specific issues and pay attention to particular items. In formative testing, we usually test for broader usability issues.

Also, when I write the report, I usually have a clearer idea of who the primary audience of the report will be, their familiarity with usability, and their familiarity to the project.

1. How familiar were you with the company U-Haul before we announced that we would use it for CUE-9?
Decently familiar. I have used u-haul in the past to move and have helped people move who have rented u-hauls. In recent years, I have found better quality trucks with u-haul competitors. I have actually rented a truck from the Washington Blvd location in Pittsburgh when I lived there some years ago.

2. How familiar were you with U-Haul's website before we announced that we would use it for CUE-9?
Not familiar. When I booked previously, I went to the rental location in person some weeks before I moved. About three years ago I did some comparison shopping between u-haul and Penske, but found a better deal for a long-haul move with Penske.

3. Approximately how many times have you rented a car?
20 (a car, not a rental truck)

4. Approximately how many times have you rented a car on the web?
15 (a car, not a rental truck)

5. How much time did you spend analyzing U-Haul.com before you watched the first video?
None. I wasn't sure if the test was analyzing an existing site or a developmental site. I did not want to have preconceived notions if the test site was different than the existing site. If I had known they were one in the same, I would have likely spent 10 minutes quickly assessing the website to get my own bearings.

6. Approximately how many times did you pause the videos to deliberate or catch up with your notes?
Approximately 15 times per video.

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?
I watched each video in its entirety twice. There were certain portions (maybe 1-2 per video) of each video that I watched 2-3 times to try to get a clearer idea of what the participant was trying to express.

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 pointed questions about flaws they noticed. While some participants said things such as, "I would have liked to have seen X," others just said, "I find X confusing." For example, a couple users mentioned hoping that their items would be retained in their shopping cart. I would have asked a deliberate follow-up along the lines of, "You mentioned concern about having your items stay in the cart as you navigated the site. How could the website have done a better job to help you have confidence that the items would have stayed in your cart?"