

U-HAUL WEBSITE USABILITY EVALUATION

RENTING, STORAGE, INSURANCE,
SUPPORT, BRAND, AND UP-SELLING

5/31/2011

Team M, CUE-9

Executive Summary

- In April 2011, the U-Haul website was tested by 5 consumers in unmoderated think-aloud sessions to evaluate the ease of use of several features including storage rental, and add-on items.
- High level findings included that the participants were pleased with features such as the 5-star ratings and reviews, the ability to compare sites, the graphics on the storage unit sizes, and the ability to see alternatives on the maps. In addition, the U-Haul brand locations were preferred by some participants over sites that just carried the products.
 - ▣ Participants had difficulty with several tasks:
 - Determining what the insurance actually covers
 - Estimating the storage unit size that would meet their needs
 - Determining what size truck to rent
 - Renting add-on items such as dollies outside the default task flow
 - Determining the total price of their move with U-Haul

Agenda

- Goals
- Tasks
- Participants
- Findings
- Recommendations
- Next Steps

Goals

Evaluate the usability of the following features of the U-Haul.com website:

- ▣ Are users confused about how to price a rental? A storage unit?
- ▣ How do users react to the insurance options? Do they understand the coverage?
- ▣ How do users feel about the presentation of items for purchase or for rent?
- ▣ How effective is the shopping cart content? Are users confused by when they need to pay for items?
- ▣ Do users value the star ratings? U-Haul brand?
- ▣ How do users feel about the targeted FAQ and search result pages?
- ▣ Does our online documentation help prevent calls to the service center? Can they determine how to reach out to the U-Haul vendor nearest them?

Tasks

1. Get the price of a 1-way move across country
2. Find a specific piece of information in the FAQ
3. Determine the size and cost of a storage unit needed to hold specific items
4. Find the phone number of a U-Haul location
5. Book the truck (and insurance), adding rental items and purchased items
6. Determine insurance coverage
7. Find the U-Haul location nearest you

Participants

Participant ID	Gender	Age	Occupation	Web-savvy
U1	Male	24	Missionary	Average
U2	Male	52	Small business manager	Average
U3	Female	62	62 Retired. Formerly television news producer, then licensed paralegal.	Average
U4	Female	36	Housewife	Average
U5	Male	31	Sales and marketing	Average

Findings



Getting Started


U-HAUL *Your moving and storage resource.*

[Sign in / look up order](#) [View shopping cart](#)

Trucks Trailers Storage Boxes & packing supplies Locations

Search

In-Town moves from
\$19⁹⁵
Plus mileage



[Trucks](#), [trailers](#), [towing](#), [cargo vans](#), [pickups](#) and [U-Boxes](#)

Rental trucks and trailers

Get rates, availability and deals in your area.

Pickup date
6/4/2011


Pickup location
15217

Dropoff location
80218

☐ Same as pickup

Get rates

**FREE
month**



Self-storage

Get your first month free with any one-way truck or trailer rental at participating locations.



[U-Box portable storage](#)

Fill up our new moving pods and we'll store them or move them to your new place.

Moving Helper

View customer-rated moving services in your area.

- Loading
- Packing
- Driving
- Cleaning



[Packing supplies](#)
[Hitches & towing](#)

4 of the 5 participants started their price check with the home page. 1 participant went to Trucks.

Choosing a Truck

2 participants didn't trust that the website had calculated the mileage correctly and said they wanted to verify it



Trucks



and trailer

 All rates include up to 6 days of use and 1715 miles.

10' truck



Studio/Apartment

- Inside dimensions: 9'11" x 6'4" x 6'2" (LxWxH)
- Door opening: 5'11" x 5'7" (WxH)
- Deck height: 2'5"

Participants struggled to determine which size truck was most appropriate for a 3 room apartment

\$1,115.00

[Continue](#)

14' truck



Apartment up to 2 bedrooms

- Inside dimensions: 14'6" x 7'8" x 7'2" (LxWxH)
- Door opening: 7'3" x 6'5" (WxH)
- Deck height: 2'10"

One participant suggested that the description should specify the total number of rooms, not bedrooms

\$1,165.00

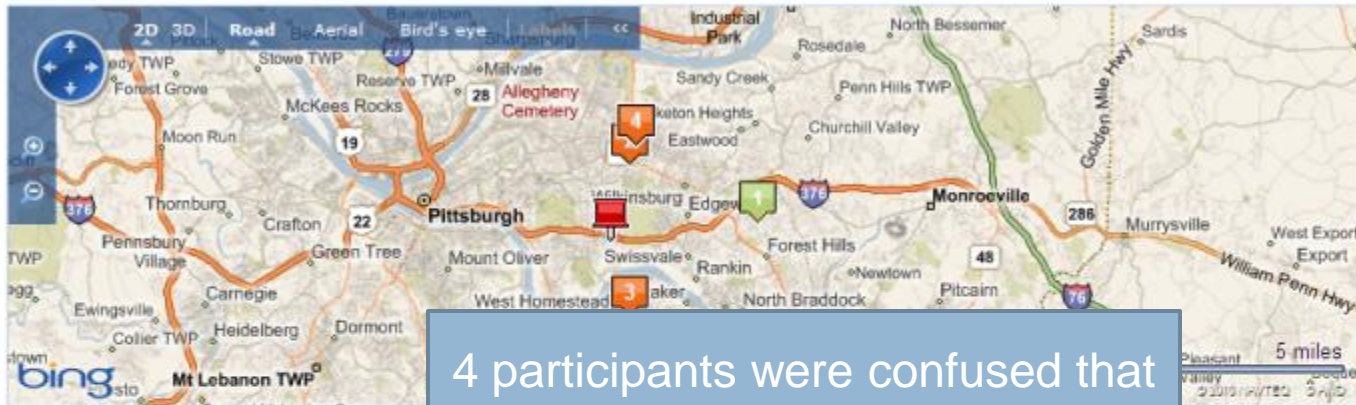
[Continue](#)

Location Selection

Select pickup location and time

Update map

✓ Your reservation is guaranteed or we will give you \$50. [Learn more](#)



Closest location with a 10' truck on



Jp Tyke Auto

2531 Greensh
Pittsburgh



[View photos](#)
[Driving directions](#)

4 participants were confused that the distance to the U-Haul locations was not specified.

U4, "I would love to see how many miles it is from the zip code or address that I put in" "I don't know how I could make a decision without that information"

\$1,115.00

Continue


4:00 PM

9:00 PM

Location Selection

All 5 participants scrolled down the to compare the options . Attributes of interest included price, location, and reviews

2




Compass Self Storage
6921 5th Ave
Pittsburgh, PA 15208
[View photos](#)
[Driving directions](#)
★★★★★ [6 reviews](#)

The equipment selected is not available at this location at this time.

If you select this location we will do our best to accommodate your preference, but you may have to contact us to schedule your exact pickup location and time.

3



Homestead Food Mart
238 E 8th Ave
Homestead, PA 15120
[View photos](#)
[Driving directions](#)
★★★★★ [6 reviews](#)


The equipment selected is not available at this location at this time.

If you select this location we will do our best to accommodate your preference, but you may have to contact us to schedule your exact pickup location and time.

\$1,115.00

[continue](#)

4



U-Haul at Washington Blvd
1052 Washington Blvd
N Of Penn Av
Pittsburgh, PA 15206
[View photos](#)
[Driving directions](#)
★★★★★ [120 reviews](#)

The equipment selected is not available at this location at this time.

If you select this location we will do our best to accommodate your preference, but you may have to contact us to schedule your exact pickup location and time.

\$1,115.00

[continue](#)

[View more locations](#)

Ratings and reviews affected at least 4 of the participants decisions

U-Haul branded locations were perceived by at least 2 participants as preferable

Insurance Coverage

U-HAUL Your moving and storage resource.

[Sign in / look up order](#) [View shopping cart](#)

Trucks Trailers Storage Boxes & packing supplies Locations

Damage protection

Credit cards and most auto insurance policies do not cover damage or theft to rental equipment or cars. As a result, we proudly offer protection packages to relieve you of responsibility for damage or theft.

Truck rental coverage

<input checked="" type="radio"/> Safemove®	Covers damage and theft of U-Haul trucks, damage to your belongings and includes medical/life protection for you and your passenger. <i>Up to \$80,000 in potential benefits.</i>	\$105.00 Most popular
<input type="radio"/> Super Safemove®	Covers everything Safemove does, plus you receive \$1,000,000 in liability coverage for damage you cause to other vehicles or property if you are in an accident. <i>Up to \$1,000,000 in potential benefits.</i>	\$203.00
<input type="radio"/> Immediately reimburse U-Haul for damage.	The rental truck you have selected has an approximate value of: \$21,245 USD. Credit cards and most auto insurance policies do not cover damage to rental trucks.	

Continue ▶

All 5 participants took the default insurance coverage, yet 3 of them could find out what the coverage included, when they needed to

Insurance Coverage

equipment

In fact, many personal auto policies exclude coverage for rental vehicles with a gross vehicle weight rating of 9,000 lbs or higher.

Purchasing rental protection is optional and can be done anytime at the dispatch location. If you wish to add Safemove or Super Safemove® coverage after you pick up the equipment, just stop by the U-Haul location that you rented your equipment at and tell them you want it added to your contract. The truck will be subject to an inspection.

Unlike some truck rental companies, you have an option to choose any of our protection packages and are not required to provide proof of insurance to rent our equipment.

[Get truck rates and availability](#)



Safemove®

Safemove provides protection for the U-Haul rental truck.

Collision Damage Waiver (CDW)

- Frees you of responsibility for any "accidental damage" to the rental truck
- No deductible*
- Subject to [exclusions](#)

 [View a Safemove policy](#)

 [View explanation of Safemove features](#)

Super Safemove®

4 of the 5 participants explored the exclusions, one looked at the 2nd PDF link, and several looked in the FAQ.

U5 was more confused *after* reading these pages than before. U4 was put off by the legal jargon.

engers).

erage

passengers with up
towards medical bills.

passenger with life
of a fatality

to \$25,000 of

up to \$15,000 of

Insurance Coverage

U-HAUL *Your moving and storage resource.*[Sign in / look up order](#)[View shopping cart](#)

TrucksTrailersStorageBoxes & packing suppliesLocations

Search

Damage coverage programs

U-Haul offers the most affordable coverage programs for customers who rent U-Haul equipment.

Truck rentalTrailer and towing


After spending time looking in the FAQ and on this page for coverage details, 2 participants said they would call U-Haul to have their questions answered

Truck rental coverage

U-Haul offers two levels of coverage for truck rental customers: Safemove and Super Safemove®, which protects you from financial responsibility for any damages to the equipment. **Damage coverage is essential because credit cards and car insurance do not typically cover our rental equipment.**

In fact, many personal auto policies exclude coverage for rental vehicles with a gross vehicle weight rating of 9,000 lbs or higher.

Purchasing rental protection is optional and can be done anytime at the dispatch location. If you wish to add Safemove or Super Safemove® coverage after you pick up the equipment, just stop by the U-Haul location that you rented your equipment at and tell them you want it added to your contract. The truck will be subject to an inspection.



Additional rental items

Additional rental items

Save time and prevent damage to your belongings by renting dollies and equipment at the time of pick up.



Utility Dolly
\$10.00 each

 ▼

Appliance Dolly
\$12.00 each

 ▼

Furniture Dolly
\$10.00 each

 ▼

Furniture Pads
\$10.00 per dozen

 ▼

Continue ►

1 participant who was ready to book found the default values helpful

This step got in the way of 3 participants who were just trying to get a total price on the move because they had to change the default values to 0

Shopping cart

Total price didn't exist. 4 participants looked for a total price in the shopping cart and order summary. 1 erroneously thought he'd found it, 3 did not. As a result, it had to be calculated by the participants.

Up-selling of packing materials was confusing; 3 people changed all the default quantities to 0

<input type="radio"/> Shipped to your door	<input checked="" type="radio"/> Pick up at Washington Blvd
<input type="text" value="10"/> Small Moving Box \$1.70 each	<input type="text" value="1"/> Packing Paper (10lb. pack) \$8.80 each
<input type="text" value="14"/> Medium Moving Box \$2.35 each	<input type="text" value="2"/> Box / Packaging Paper Tape (55 yard roll) \$3.85 each
<input type="text" value="5"/> Large Moving Box \$3.00 each	<input type="text" value="1"/> Box Makers With Knife \$2.79 each
<input type="text" value="1"/> Shorty Wardrobe® Box \$7.95 each	<input type="text" value="2"/> Furniture Pad \$7.95 each
<input type="text" value="1"/> Enviro-Bubble® Small Bubble (150' x 12") \$19.95 each	<input type="text" value="1"/> Mattress Bag (Queen) \$3.95 each

Total: \$131.94

Add to cart ►

Rental equipment

 [10' truck](#) **\$1,115.00**
(Due in store)

Pick up
6/4/2011
[U-Haul at Washington Blvd](#)

Drop off
6/10/2011
Denver, CO

[Damage coverage](#) **\$105.00**
Safemove® (Due in store)

[Additional rentals](#) **\$20.00**
1 Utility Dolly (Due in store)
1 Dozen Furniture Pads

[Environmental Fee](#) **\$5.00**
(Due in store)

Due today: \$0.00

All rates are in US dollars and do not include sales tax or shipping unless otherwise noted.

Check out ►

Shopping cart

location.

Need extra space?


Several participants had trouble finding the equipment to rent. U1 purchased items he didn't intend to, after 6 minutes of trying to rent.

Another purchased items she could have rented. U4-"I'm really surprised that I couldn't find a dolly and pads that I could rent" ... "maybe U-Haul doesn't rent those"

5	Large Moving Box	\$3.00 each	1	Box Makers With Knife	\$2.79 each
1	Shorty Wardrobe® Box	\$7.95 each			
1	Enviro-Bubble® Small Bubble (150" x 12")	\$19.95 each			

Some items you paid for now, some later

Rental equipment

 [10' truck](#) **\$1,115.00**
(Due in store)

Pick up
6/4/2011
[U-Haul at Washington Blvd](#)

Drop off
6/10/2011
Denver, CO

[Damage coverage](#) **\$105.00**
Safemove®
(Due in store)

[Additional rentals](#) **\$20.00**
(Due in store)
1 Utility Dolly
1 Dozen Furniture Pads

[Environmental Fee](#) **\$5.00**
(Due in store)

One-time fees were not described

Due today: \$0.00

All rates are in US dollars and do not include sales tax or shipping unless otherwise noted.

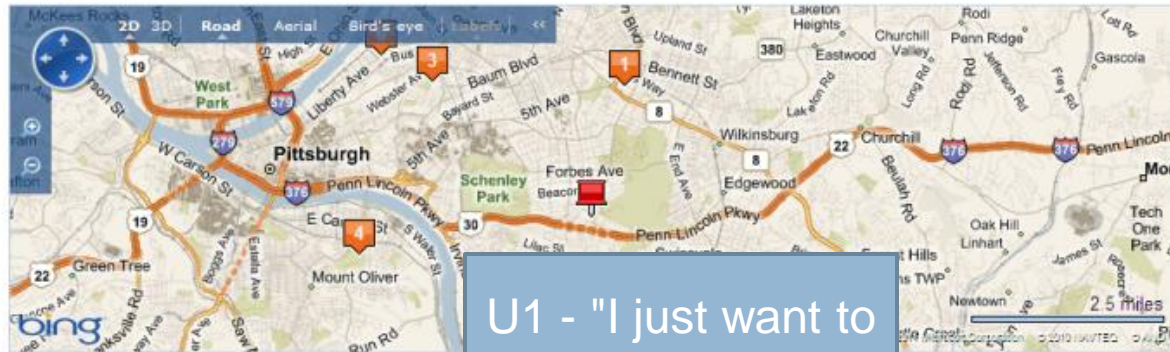
Check out ▶

Storage Units

Self-storage Pittsburgh PA 15217


15217

Find locations



Self-storage locations in or near Pi

- 1**



COMPASS SELF STORAGE #251


6921 Fifth Avenue
Pittsburgh, PA 15208

(412) 441-6666

★★★★★ 6 reviews

[View photos](#)
[Driving directions](#)

1.75 miles
- 2**



GUARDIAN STORAGE SOLUTIONS

1002 E. Waterfront Drive

U1 - "I just want to have a 'show me the cheapest one' option" "Maybe I can say 'this is the size I need -- find me the cheapest one within a reasonable driving distance'"

View rates

View rates

5/31/2011

Storage Units

Available rooms (all room sizes are approximate)



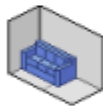
Inside Storage

Security does not just mean alarms, locks, and cameras. Inside self-storage offers twice the protection of outside storage.



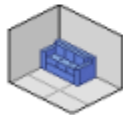
5' x 5' x 8'

1st floor interior
Miscellaneous storage (Up to 2 rooms)



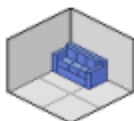
5' x 10' x 8'

1st floor interior
1-2 Bedroom Home (Up to 1,200 sq. ft.)



8' x 10' x 8'

1st floor interior
1-2 Bedroom Home (Up to 1,200 sq. ft.)



10' x 10' x 8'



1st floor interior
2-3 Bedroom Home (1,200 - 1,600 sq. ft.)

3 participants had significant trouble calculating the correct storage unit size


U3-"18"x18"x16" is not real large so what I'm doing is I'm thinking that if I turn this sofa up on it's side, that's about the size of a refrigerator, and I'm just guestimating 'can I fit these boxes in?' because I don't know how to figure square footage and these tell me how many square feet are available in the storage, but I'm clueless unless I went to Google or found a calculator online. I'm clueless as to which storage I need"

FAQs

U-HAUL *Your moving and storage resource.*

 [Sign in / look up order](#)  [View shopping cart](#)

TrucksTrailersStorageBoxes & packing suppliesLocations

 Search

Frequently asked questions

[Truck rentals](#)[SIRIUS XM Satellite Radio](#)[Trailer/towing rentals](#)[Truck sales](#)[Storage](#)[U-Box®](#)[Damage coverage](#)[Moving supplies](#)[Moving Help®](#)[Website](#)

Related links

[Truck rates and availability](#)

Truck rentals

- [What hours are you open?](#)
- [How do I locate my neighborhood U-Haul location?](#)
- [How old do I need to be to rent equipment from U-Haul?](#)
- [Do I need a special driver's license?](#)
- [If I don't know my exact move date, can I still get a rate quote?](#)
- [Can I get my In-Town rental for more than 24hrs?](#)
- [Why aren't the rates for some equipment quoted to me online?](#)
- [How are U-Haul truck rates determined?](#)
- [Why is U-Haul giving me more days in my one-way rental than I expected?](#)
- [Can I purchase additional days on my one-way move?](#)
- [Can I purchase additional miles on my one-way move?](#)
- [Do you need a credit card to reserve or rent equipment?](#)
- [Can I use a debit card to reserve or rent equipment?](#)
- [Do I have to pay a deposit when renting a U-Haul truck?](#)
- [Can I pay in full for a family member?](#)

All participants located the FAQ (some from the top page link, some from the bottom), and answered the licensing question correctly.

Locations

Find a U-Haul location

15217 **Find locations**

Show locations that have:

- ☐ Trucks ☐ Self-storage ☐ Carpooling
- ☐ Trailers ☐ U-Box portable storage ☐ Truck
- ☐ Hire ☐ Moving

U-Haul locations in or near Pittsburgh

Sort by: Distance

Compass Self Storage
(U-Haul Neighborhood Dealer)
6921 5th Ave
Pittsburgh, PA 15208
(412) 432-7916
★★★★★ 6 reviews

[View photos](#)
[Driving directions](#)
[View website](#)

Services
Trucks: [Get rates](#)
Trailers: [Get rates](#)
Self-storage: [Get rates](#)
Moving supplies: [Buy online](#)

[Show map of locations](#)

Participants wanted to see the locations on the map

Participants had difficulty finding the Locations tab.

Search results for trucks and storage units didn't include the phone number

Questions Answered

- Are users confused about how to price a rental? A storage unit?
- How do users react to the insurance options? Do they understand the coverage?
- How do users feel about the presentation of items for purchase or for rent?
- How effective is the shopping cart content? Are users confused by when they need to pay for items?
- Do users value the star ratings? U-Haul brand?
- How do users feel about the targeted FAQ and search result pages?
- Does our online documentation help prevent calls to the service center? Can they determine how to reach out to the U-Haul vendor nearest them?

Positive Findings

- All participants easily found the links to the FAQs and had no trouble finding the answer to the license question under FAQs
- All participants made use of the maps when comparing options.
- All participants did scroll down to compare prices, locations and reviews
- 4 participants valued the presence of the [higher] star ratings
- 2 participants valued U-Haul location more than the off-brand vendors
- 2 participants were pleased that the truck rental page "retained her information" -- the addresses and dates
- 2 participants appreciated the visuals of the items inside the storage units and the graphic of the person shown in the small unit icon
- 2 participants easily added the dolly, blankets and boxes during the truck rental task flow

Recommendations

Priority	Description	Recommendation	Location
High	Participants don't understand what the purchased insurance actually covers	Re-format coverage and exclusions into bulleted lists; Don't use legal jargon	Damage coverage
High	Participants have a very hard time estimating the storage unit size that would meet their needs	Provide more user assistance	Self Storage location details page
High	Participants are unsure what size truck to rent	Specify how many rooms each truck will hold in addition to or instead of the number of bedrooms	Trucks tab
High	Inability to locate rental items leads to inadvertent or unnecessary purchases.	Add options to rent, not just purchase from the shopping cart	Shopping cart
High	Total price is not displayed during the checkout process and had to be calculated by the user	Include the complete list of items purchased, rented, and final cost	Shopping cart, Order Summary

Recommendations

Priority	Description	Recommendation	Location
Medium	Up-sell process for items to rent or purchase is confusing	Put the purchased items into another page in the flow, and make it clearer that users can opt out.	Additional rental items, Shopping cart
Medium	Participants are concerned that the site is incorrectly calculating the mileage and therefore overcharging	Add a link to display the map, so they can check it in place	Select your preferred pickup location
Medium	Participants don't notice the Location tab at the top	Add a link for location at the bottom of the page as well	Top Nav
Low	Participants were not sure what location the giant thumbtack/pin was (address or zip code) or how far away the locations were	Display the distance "from" the specified location, like the Self-storage results page	Select your preferred pickup location, Location
Low	Participants have no trouble finding the phone number for the closest location, once they locate the locations tab, but didn't find the number on the search results pages for trucks or storage units.	Add the phone number to all results pages	All location search results

Next Steps

- Work with PM and development to prioritize changes
- Design alternatives
- Validate that the new designs address the issues with users

Questions?



???

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RENTING, STORAGE, INSURANCE,
SUPPORT, BRAND, AND UP-SELLING

5/31/2011

Team M, CUE-9