
Usability test of www.uhaul.com

May 2011

Written by Team B

Executive summary

This report documents the findings of a usability test of the website www.uhaul.com conducted in March 2011. The main purpose of the test was to assess the usability of the current website.

Positive aspects of www.uhaul.com:

- **Frequently asked questions design and content**
All test participants found the Frequently asked questions page helpful and easy to navigate. One participant easily completed a task that she initially thought would be difficult using the Frequently asked questions page and exclaimed, "That was really easy. I'm shocked!".
- **Relatable product size descriptions for trucks and storage rooms**
All test participants benefited from having the sizes of trucks and storage rooms translated into household sizes such as 'Apartment up to 2 bedrooms'. When selecting a storage room size test participants found the illustrations of common items inside a scale-model storage room especially helpful.
- **Large amount of useful information**
More than one participant liked the sheer amount of information and recommendations available on the website.

Improvement areas for www.uhaul.com:

- **Shopping cart page design**
The Shopping cart page was a major source of confusion and frustration for all test participants. Most catastrophes in this study centered on the design, layout and functionality of the Shopping cart page.
- **Damage coverage page**
Most test participants verbalized the correct answer to the 'Are your friends liable if someone else scratches the rental truck?' task before they even began, but the language on the Damage coverage page did not make them confident enough in their answer that they would not call U-Haul directly to confirm.
- **Bugs and user interface behavior**
Correcting the bugs and user interface behavior problems outlined in this report would greatly improve the usability of www.uhaul.com.

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1. Introduction

A usability test of the website www.uhaul.com was conducted in March 2011. Team B evaluated the usability test and wrote the following qualitative report based on that evaluation.

1.1 Purpose

The purpose of the test was to assess the usability of www.uhaul.com and to rank the severity of any usability problems discovered.

1.2 About the report

- Single quotes: The report includes language specific to the U-Haul website. This language is surrounded by '...'.
- Double quotes: The report contains several quotes from test participants. The quotes are sometimes a paraphrasing of what a participant said and are surrounded by "...".
- Recommendations for resolving a usability problem are made by the author following the explanation of each problem. For usability problems with more than one recommendation the recommendations are listed from simplest to most complex resolution as perceived by the author. For usability problems with more than one recommendation the final recommendation is the one the author feels would have the most positive impact.

2. Method

The test was carried out by an unknown third-party with five participants that all belong to the target group for the website. The profiles of the test participants appear in section 2.3. Participants were tested one by one. A usability professional acted as a moderator.

The usability test consisted of the following three phases:

Interview: Test participants were asked what methods they have used in the past to move their belongings from home to home. They were also asked to name a company they would research if they were planning to move in the near future. Finally, they were asked if they had ever used www.uhaul.com before and, if not, what they would expect from the website.

Solving test tasks: All test participants were asked to carry out the same seven tasks in the same order using the website.

After reading each task out loud participants were asked to rate how difficult they thought the task would be on a scale of one-seven with one being 'Very difficult' and seven being 'Very easy'.

Test participants were asked to think aloud and to comment on the website while they were carrying out their tasks.

Once the participant stated they had completed a task they were asked to rate the difficulty of the task on a scale of one to seven, with one being 'Very difficult' and seven being 'Very easy'.

Participants were then asked how confident they were that they completed the task successfully on a scale of one to seven with one being 'Not at all confident' and seven being 'Very confident'.

Debriefing: Test participants were asked about their general impression of the website and asked to explain their thought process and any struggle points noticed by the moderator during the solving of test tasks.

2.1 Discussion of method

The basis for this usability test is the recognized "think aloud" method. This method is described in several generally recognized books within the usability field, for example:

- *Brugervenligt webdesign* (User-friendly web design) by Rolf Molich (available in Danish only, published by Ingeniøren|Bøger 2000).
- *Usability Engineering* by Jakob Nielsen (Academic Press 1993, see also www.useit.com).

2.2 Equipment





The equipment used for this test was not reported by the test provider.




































2.3 Test participant profiles

Participant	Gender	Age	Occupation	Web experience
1	Female	35	Quality assurance	Average
2	Male	25	Education	Average
3	Female	35	Customer Experience	High
4	Male	35	Librarian	High
5	Male	45	Project manager	High


3. Test task results

The chart below lists all test tasks and all test participants. Each entry indicates how successful the test participant was in solving that particular task.

-  Solved without problems.
-  Solved with minor problems.
-  Solved, but serious problems arose which delayed the test participant or the test participant was not confident they had successfully completed the task.
-  The test participant did not solve the task or was confident they had solved the task after reaching a conclusion significantly different than the desired result.

Tasks*	Participants				
	1	2	3	4	5
1. Truck rental price quote					
2. Special driver's license needed?					
3. Storage rental price quote					
4. Find a phone number					
5. Rent a truck					
6. Damage liability					
7. Find a location					

* The full task descriptions appear in *Appendix A.2*.

Four of the seven test tasks produced an unusually high number of catastrophes (indicated by ) , namely tasks 1, 3, 4 and 5. These tasks are explained in more detail below:

Test task 1: Truck rental price quote

The author considers the result for this task a catastrophe if:

- The test participant never reached the shopping cart page which includes the 'Environmental fee' or;
- The test participant obtained an incorrect rental price quote.

See *Findings section 4.1*

* It's worth noting that none of the five participants verbally provided the total price (Rental rate plus Environmental fee) and that the site does not include tax costs, meaning that no user could ever get the total cost of a truck rental from the website.

Test task 3: Storage rental price quote

The author considers the catastrophes for this task to be the result of a bug. See *Findings section 4.2*

Test task 4: Find a phone number

The author considers the result for this task a catastrophe if the participant found a phone number of a location, but it was not the location closest to the address provided.

Test task 5: Rent a truck







The author considers the result for this task a catastrophe if:

- The test participant did not have all items specified in the task in their shopping cart, or had more items in their shopping cart than what was specified in the task or;
- The test participant's shopping cart contained identical items, one to be rented and one to be purchased.

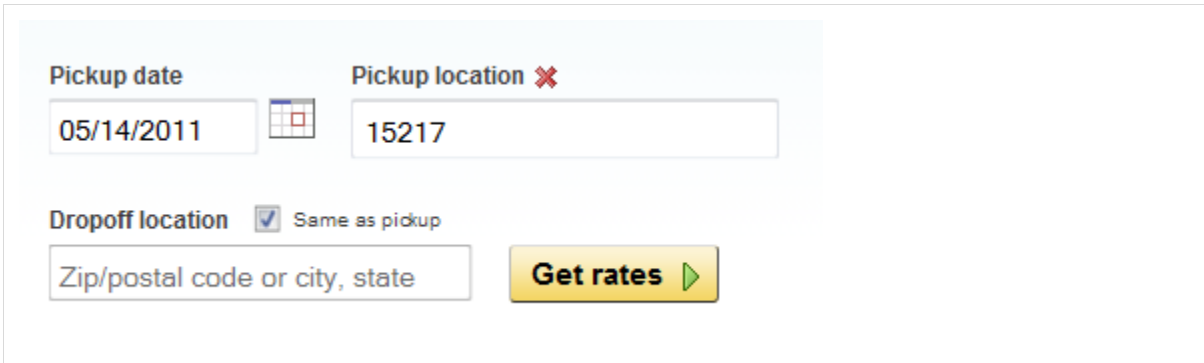
These catastrophes all centered on usability problems with the Shopping cart page. See *Findings section 4.3*

4. Findings

Findings are categorized by the author using the following ratings:

Icon	Rating code	Rating	Description
	P	Positive finding	This approach is recommendable and should be preserved.
	X	Bug	The website works in a way that's clearly not in accordance with the design specification. This includes spelling errors, dead links, scripting errors, etc.
	C	Minor problem	Causes test participants to hesitate for some seconds.
	B	Serious problem	Delays test participants in their use of the website for some minutes, but eventually allows them to continue. Causes occasional "catastrophes".
	A	Critical problem	Causes frequent catastrophes. A catastrophe is a situation where the website "wins" over the test participant – that is, a situation where the test participant cannot solve a reasonable task or where the website annoys the test participant considerably.
	I	Good idea	A suggestion from a test participant that could lead to a significant improvement of the user experience.

4.1 Truck rental



The screenshot shows a web form for truck rental. It includes fields for 'Pickup date' (05/14/2011), 'Pickup location' (15217), and 'Dropoff location' (with a checked 'Same as pickup' option). A red 'X' is next to the 'Pickup location' field, indicating a validation error. A 'Get rates' button is present.

Figure 1: Validation bug. A red 'X' persists despite a valid input.

- | | | | |
|--|---|------|---|
| | X | B-02 | A red 'X' appeared for one participant when the 'Pickup location' field was cleared and remained even after a valid input was entered. |
| | C | B-03 | Two of the five participants referred to truck length in inches, rather than feet. This may indicate the need to spell out (14 foot truck) or abbreviate (14 ft. truck) rather than use the current 14' truck.

Recommendation: Spell out 'foot' when referring to truck length. |
| | C | B-04 | One participant was unable to navigate the calendar control when the next/previous month navigation arrow images failed to load and had no alternative text assigned.

Recommendation: Apply alternative text to the images used for calendar controls. |
| | C | B-05 | Selecting 'Get rates' from a specific truck's detailed page does not provide rates for just that truck. Instead, it takes the user to the regular truck rental process with all truck prices listed rather than listing the rental price of the specific truck the user selected previously.

Recommendation: If a user enters the truck rental process via a particular truck's description page, bypass 'RatesTrucks.aspx' and go directly to the 'Pickup location' page. |

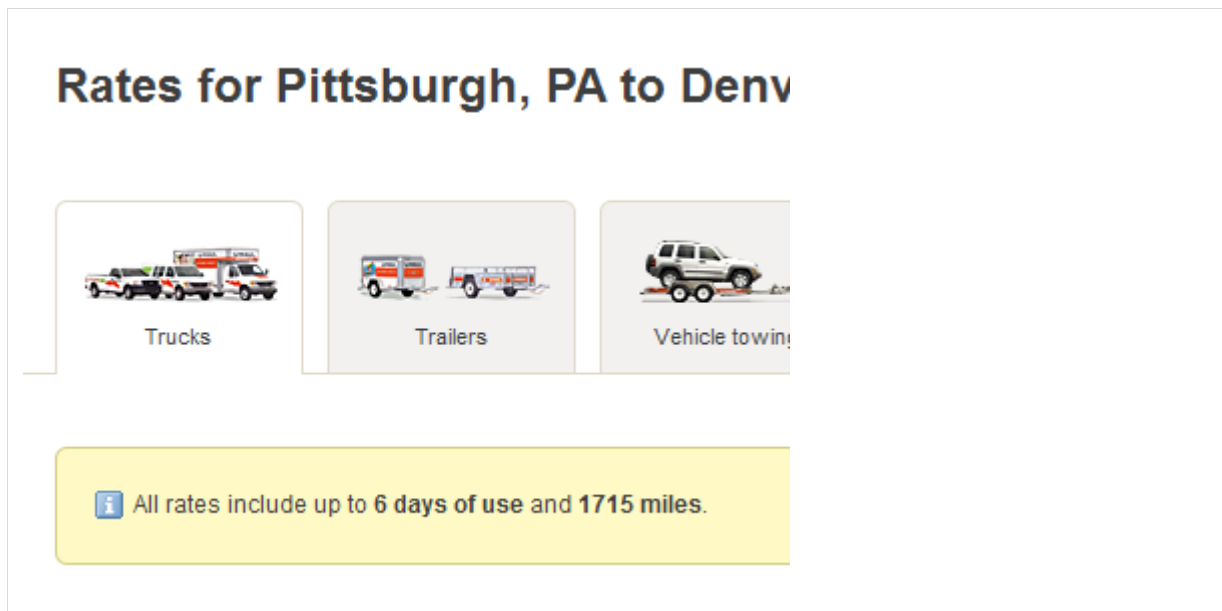





Figure 2: Allotted time and miles. The allotted time and miles lacks a good description of how those numbers were determined and whether or not they can be changed.

- | | | | |
|---|---|------|--|
|  | C | B-06 | <p>For the two participants that commented on the message stating allotted time and miles allowed for a long distance move, it was not clear that it was not editable or how those allotted numbers were determined.</p> <p>Recommendation: Explain how U-Haul arrived at the allotted time and miles and that it is not editable.</p> |
|  | C | B-07 | <p>For the one participant that commented on the pickup location labeled 'P' it was not clear that the location was not something U-Haul recommended, but rather was based on a choice previously made by the participant. It was also not clear what the 'P' stood for.</p> <p>Recommendation: Spell out the fact that the location is first on the list because it was selected by the user at some other point on the website.</p> |
|  | C | B-08 | <p>The details of each truck on the 'Truck rates' page can be overwhelming. Not wanting to "Do the math" participants preferred the house size descriptions. The detailed truck specifications got in the way for at least two of the five participants.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Downplay the actual dimensions of the trucks by hiding them behind a link or; • Enhance the room house size descriptions with illustrations similar to those on the storage room listings. |

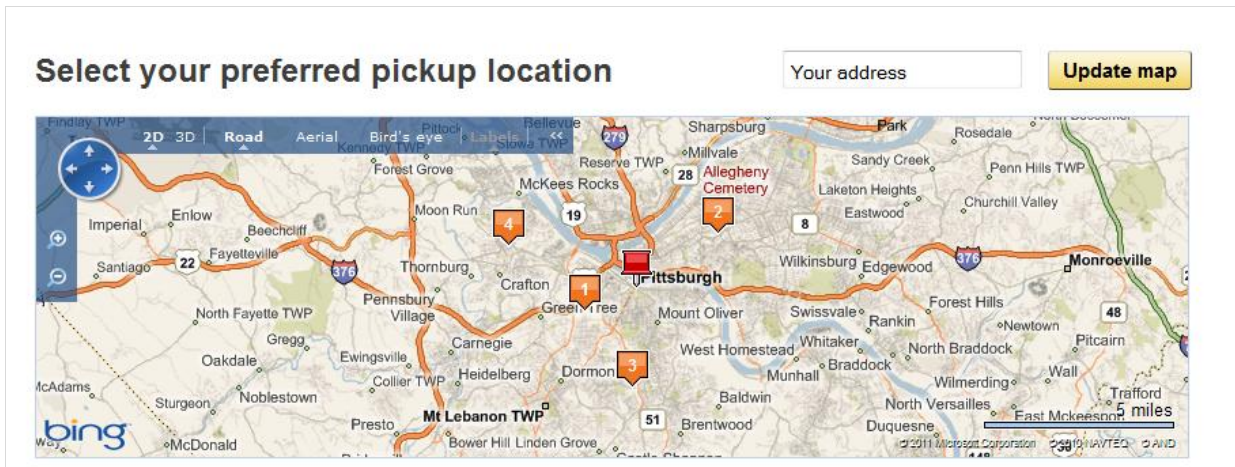


Figure 3: 'Select your preferred pickup location'. The heading and layout of this page led one participant to believe that address information was required in the 'Update map' field.



C

B-09

The 'Pickup location' page heading 'Select your preferred pickup location' led one participant to re-enter address information in the 'Update map' field despite the fact that results were already being shown below the map.

Recommendations:

- Reduce the size of the map so that search results are easily seen or;
- Hide the map by default, similar to the 'Locations' page or;
- Remove the 'Update address' feature and add the word 'below' to the page heading.

Figure 4: 'Pickup/Dropoff location' inputs. Having to uncheck the 'Same as pickup' input in order to enable the 'Dropoff location' caused hesitation by all participants and contributed to one catastrophe.




B

B-10


Two of the five participants attempted to click in the 'Dropoff location' field, which is disabled by the 'Same as pickup' checkbox by default. One participant skipped the field entirely and was confident he had gotten an accurate rental price, despite going down the wrong path.

Recommendations:

- Enable the input field when it's clicked or;
- Enable it by default and make it optional or;
- Add a 'Select your drop off location' step to the process so that all users can start their reservation process with just one input, Pickup location.

 B B-11 Defaulted values for 'Additional rental items' lead to the accidental addition of an item by one participant and another participant mentioned it was "annoying".

Recommendation: Set all values to zero by default.


 B B-12 Truck rentals are added to the shopping cart without any alert or confirmation displayed to the user. One participant had a truck in his shopping cart without ever seeing the 'Damage protection' or 'Additional rental items' pages.

Recommendations:

- Alert users as soon as something is added to their cart or;
- Do not add the rental truck to the shopping cart until all add-ons for the truck have been seen by the user.

Closest location with a 14' truck on 6/10/2011

1



Dependable Brakes Exh

1110 Saw Mill Run Blvd
S ON RT 51
Pittsburgh, PA 15226

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

★★★★★ [9 reviews](#)


Select your pickup time:

Morning	Afternoon	Evening
<input type="radio"/> 8:00 AM	<input type="radio"/> 12:00 PM	No availability.
<input type="radio"/> 9:00 AM	<input type="radio"/> 1:00 PM	
<input type="radio"/> 10:00 AM	<input type="radio"/> 2:00 PM	
<input type="radio"/> 11:00 AM	<input type="radio"/> 3:00 PM	
	<input type="radio"/> 4:00 PM	

\$19.95
plus \$0.99/mile

Continue ▶

2



Craig Elliott Auto

1507 Saw Mill Run Blvd
Rear
Pittsburgh, PA 15210

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

★★★★★ [1 reviews](#)

Select your pickup time:


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 will have to contact you to schedule your exact pickup location and time.

\$29.95
plus \$0.99/mile

Continue ▶

Figure 5: Different prices for the same truck? Listing different prices for the same sized truck without any explanation led one participant to draw his own conclusion about the difference.

 B B-13 One participant proceeded with a local move when attempting to get a truck rental price for a long distance move. On the local move 'Pickup location' page, the listing of different prices for the

same sized truck caused the participant to hesitate and question the results being displayed. It was not clear to the participant that all results were in fact for the same sized truck. The lack of an explanation for the price difference caused the participant to conclude that the more expensive listings were for a larger sized truck than what he searched for.

Recommendation: Make it clear that all results are for a 14' truck and that the cheaper price is a special offer.



B

B-14

For the one participant that encountered the local move 'Pickup location' page the pickup time he chose was not saved when the page reloaded after a separate drop-down selection for 'Time needed' was made.

Recommendation: Save inputs made by the user prior to reloading sections of the page.



B

B-15

One participant was confident he had completed the process of obtaining a rental price quote for a long distance move when, in fact, he had added a local move to his shopping cart.

Recommendation: It does not appear that anything would have stopped the user from picking up in Pittsburgh and dropping off in Denver even though he went down the local move path.

Add a 'Select your drop off location' step to the process so that all users can start their reservation process with just one input, 'Pickup location'.




B

B-16

The 'Order summary' on the 'Checkout' page is not specific enough about rental details. The one participant that saw this summary section (twice) remarked "Where will the truck be dropped off?" and "Why will someone call me if I selected a pickup location?"

Recommendation: Provide more details about the reservation the user has created in the 'Order summary' section including, where it will be dropped off and why they will be receiving a phone call to determine pickup location even though they selected a pickup location during the reservation process.

Rental equipment

[14' truck](#)

\$1,165.00
(Due in store)

Pick up
6/10/2011
Pittsburgh, PA

Drop off
6/16/2011
Denver, CO

[Damage coverage](#)

\$0.00
(Due in store)

[Additional rentals](#)

\$0.00
(Due in store)

[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 

Figure 6: Truck rental in shopping cart. The full price of a truck rental is not listed on the shopping cart page.

- ⊗ A B-17 The total cost of an equipment rental is not listed on the shopping cart page. None of the five participants accurately gave the full price of the truck rental. (Rental rate plus Environmental fee).

Recommendation: Include any fees in the rental price of the truck and list the total amount 'Due in store' in the shopping cart.

- ✖ A B-18 The 'Environmental fee' is only listed in the shopping cart which means participants were only able to get an accurate rental price if they reached the shopping cart page. When tasked with finding a truck quote, three of the five participants never reached the shopping cart page, but were confident they had found the rental price. In addition, the complete lack of tax costs on www.uhaul.com makes it impossible to get an accurate rental quote on the website entirely.

Recommendation: Include any fees in the rental price of the truck and include tax costs as part of a 'Due in store' total amount.

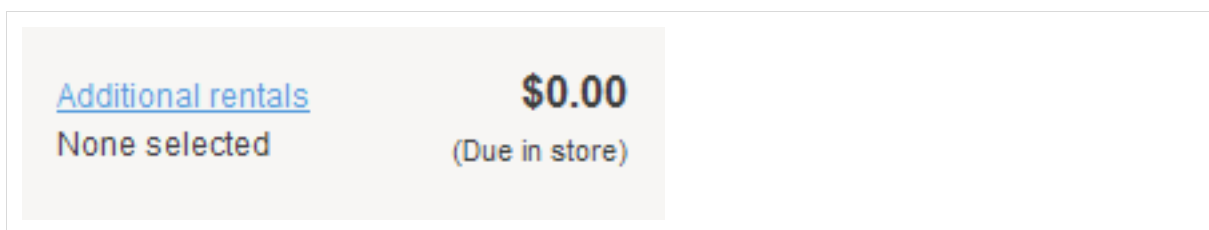


Figure 7: 'Additional rentals' not in shopping cart. Participants did not make the connection between 'Additional rentals' and dollies or furniture pads.

- ✖ A B-19 It was not immediately apparent to any user that rental items such as dollies and furniture pads can and must be added or removed by clicking 'Additional rental items' on the shopping cart page.

Recommendations:

- Make the ability to add items apparent with links like 'Add dollies and furniture pads' in place of 'None selected'.
- See also one participant's idea below.

- ℹ I B-01 One participant recommended that www.uhaul.com have the ability to add dollies to an order from the 'Dollies and furniture pads' page.

4.2 Storage rental



Figure 8: Storage room size illustration and description. The listing of household size and the illustrations of common items inside a scale-model storage room helped make storage room size selection easier for all participants.

- | | | | |
|---|---|------|--|
| ✔ | P | B-20 | <p>More than one participant mentioned they “don't want to do the math” when determining the storage room size needed. This task was made easier by the listing of the house size comparison in the storage room description (1 bedroom, 2 bedroom, etc.) and the made-to-scale illustrations of room capacity.</p> <p>Recommendation: There may be an opportunity to enhance the usefulness of the illustrations by providing a tool that allows users to place common items in a room to see if all items would fit.</p> |
| ⚙ | X | B-22 | <p>Animation that indicates information is loading on the ‘Storage’ page stops its motion even though it is still loading.</p> |
| ⚙ | X | B-23 | <p>Angels Self Storage in Pittsburgh, PA showed a price of \$0.00 per month for all storage rooms.</p> |
| ⚙ | X | B-24 | <p>The display of search results on the ‘Storage location’ page differ from results on the ‘Locations’ page. This inconsistency caused confusion for at least one of the five participants.</p> |
| ? | C | B-25 | <p>The validation error message for an invalid input in the ‘U-Box search’ field on the ‘Storage’ page is not visible after page reloads.</p> <p>Recommendation: If reloading a page with validation errors, make sure error messages are displayed near the top of the page.</p> |
| ? | C | B-26 | <p>No space is allotted for the eventual appearance of the map on the ‘Storage location’ page. The map taking just a few seconds more time to load than the content of the page interrupted the reading of storage location search results for two of the five participants.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Designate the height and width the map will eventually consume in the HTML so that when the map loads there is no shift of content or; • Hide the map by default as is done on the Locations page. |
| ⚠ | B | B-27 | <p>Two of the five participants attempted to search for storage using the ‘U-Box search’ field on the ‘Storage’ page.</p> |

Recommendation: Remove the 'U-Box search' field from the 'Storage' page.

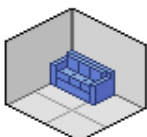
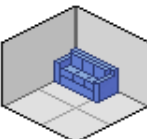
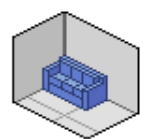
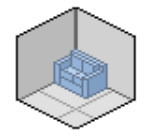
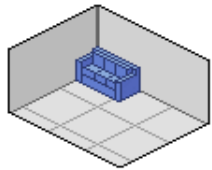

	9' x 10' x 8.3' 1st floor interior climate controlled 1-2 Bedroom Home (Up to 1,200 sq. ft.)
	10' x 10' x 8.3' 1st floor interior climate controlled 2-3 Bedroom Home (1,200 - 1,600 sq. ft.)
	7' x 10' x 8.3' 1st floor interior climate controlled 1-2 Bedroom Home (Up to 1,200 sq. ft.)
	8' x 8' x 8.3' 1st floor interior climate controlled 1-2 Bedroom Home (Up to 1,200 sq. ft.)
	12' x 15' x 8.3' 1st floor interior climate controlled 2-3 Bedroom Home (1,600 - 2,000 sq. ft.)
	5' x 5' x 8.3' 1st floor interior Miscellaneous storage (Up to 2 rooms)

Figure 9: Storage room sort. Storage rooms do not appear to be listed in any particular order. *This example was taken from Iron City Self Storage.*



B

B-28

Storage rooms do not appear to be listed in any immediately recognizable order leading some participants to abandon particular

locations and miss the 'Indoor storage' section completely.

Recommendation: Sort rooms by size, price or features explicitly indicating how the sort is ordered and allow users to re-sort.



B

B-29

One participant was confused by the listing of storage locations that are not U-Haul owned on the 'Storage search results' page. On the 'Locations' page some locations are designated as 'U-Haul Neighborhood Dealer'. The 'Storage search results' page does not list any such designations.

Recommendation: For non-U-Haul listings explain the relationship to U-Haul.



B

B-21

One participant remarked that comparing storage prices would be difficult because the user is required to click 'View rates' for each storage location they may be interested in and that perhaps rates should be listed on the 'Storage search results' page.

Recommendation: Consider displaying one or all storage room prices on the 'Storage search results' page or provide some method for comparing the prices of multiple locations.

4.3 Shopping cart

A 14' truck has been added to your cart.

Your equipment rental qualifies you for [one month of free storage](#) at any U-Haul storage location.

Your shopping cart

Click the trash can to remove items from your cart.

Rental equipment

14' truck **\$1,165.00**
(Due in store)

Pick up
6/14/2011
[U-Haul at Washington Blvd](#)

Drop off
6/20/2011
Denver, CO

[Damage coverage](#) **\$0.00**
None selected (Due in store)

[Additional rentals](#) **\$0.00**
None selected (Due in store)

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

Customers who rented a 14' truck needed:

☐ Shipped to your door
 ☒ Pick up at U-Haul at Washington Blvd

14	Small Moving Box	\$1.70 each	1	Wrapping Paper (10lb. pack)	\$8.80 each
20	Medium Moving Box	\$2.07 each	2	Box / Packaging Paper Tape (55 yard roll)	\$3.85 each
8	Large Moving Box	\$3.00 each	1	Box Markers With Knife	\$2.79 each
2	Shorty Wardrobe® Box	\$7.95 each	4	Furniture Pad	\$7.95 each
1	Enviro-Bubble® Small Bubble (150' x 12")	\$19.95 each	1	Mattress Bag (Queen)	\$3.95 each

Total: \$180.09
[Add to cart](#)

Figure 10: Shopping cart page. This page caused the most problems for the participants in this study. Participants thought the 'Moving supply upsell' was the shopping cart and that the total cost for the moving supplies was the total cost of the rental. When participants realized that the cart was in fact the smaller piece to the right they had a difficult time trying to determine what was in their cart, what their total price was and how to add/remove items.

- C B-31 The 'Add to cart' confirmation message remains on the shopping cart page long after the action has been performed and even after other actions like 'remove from cart' have been performed.

Recommendation: Maintain the 'Add to cart' confirmation message until the next action is taken. The next action could be the viewing of a new page or the removal of items. Create an 'Items removed from cart' confirmation message that follows the removal of items.

- B B-32 Removing unwanted items from the 'Moving supply upsell' on the shopping cart page requires zeroing out of each item individually. To get one item a user may have to zero out 11 input fields. This was a source of frustration for all participants that understood the moving supply upsell was not the shopping cart.

Recommendations:

- Start with all zeroes and allow the user to add quantities or;
- Hide the moving supply grid by default and start with a general listing of supplies available with an option for the user to 'See recommended products' or;
- Display a few individual items and allow them to be added one

at a time.

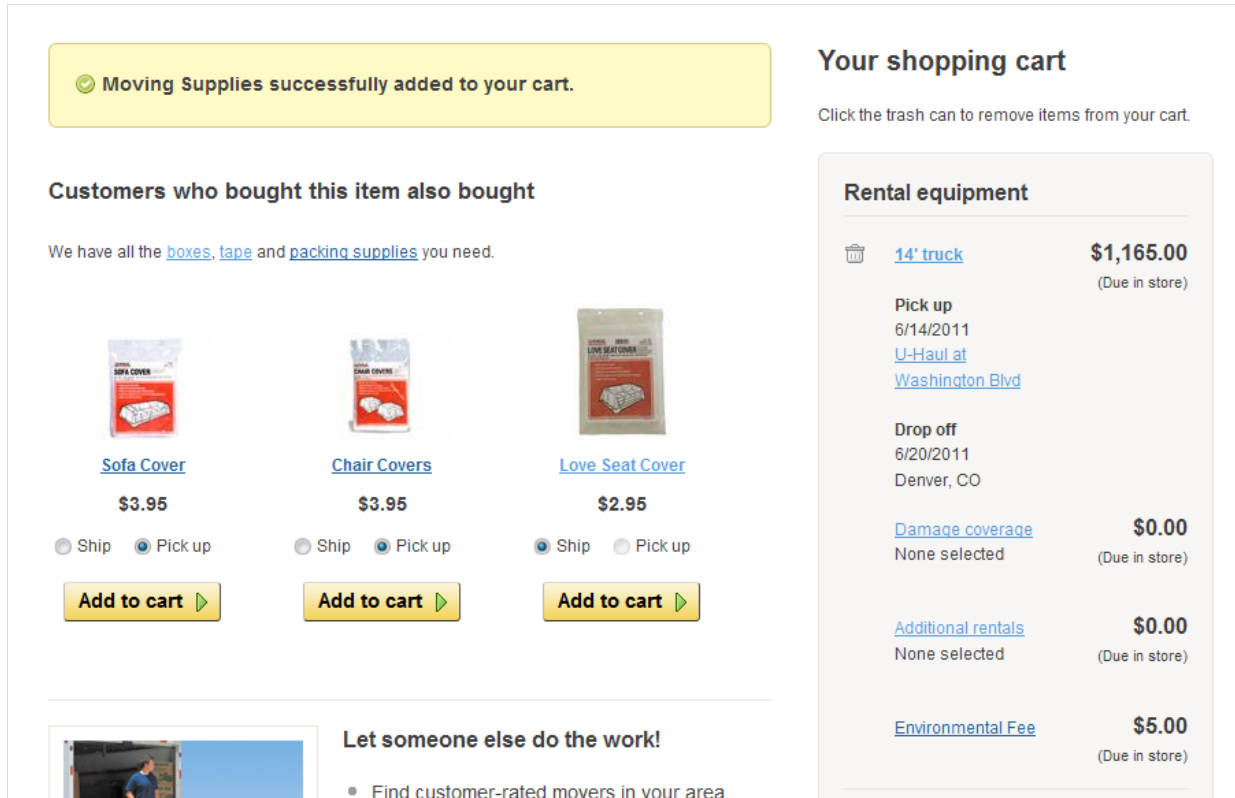


Figure 11: 'Add to cart' confirmation message. The 'Add to cart' confirmation message lacks details about exactly what was added.



B B-33

The 'Add to cart' confirmation message does not list all items added to cart. With a truck rental in the shopping cart there is no visual evidence (without scrolling) on the shopping cart page that indicates what items were successfully added to the cart.

Recommendations:

- List all products added in the 'Add to cart' confirmation message.
- See also one participant's idea below.



A B-34

The 'Moving supply upsell' on the shopping cart page looks and feels too much like it is the shopping cart. So much so that participants interacted with it as if it was the shopping cart.

Recommendations:

- Hide the Moving supply grid by default and start with a general listing of supplies available with an option for the user to 'See recommended products' or;
- Display a few individual items and allow them to be added one at a time or;

- Make the actual shopping cart the most prominent section of the Shopping cart page.
- See also one participant's idea below.



A

B-35

The 'Moving supply upsell' on the shopping cart page does not save inputs made by users. When participants left the shopping cart page after editing the moving supply quantities and not clicking 'Add to cart' all defaults were reset when they returned to the shopping cart page. Participants had to repeat the edits they made to the quantities.

Those participants that thought the moving supply upsell was the shopping cart thought all they needed to do was edit quantities in order to edit their shopping cart. These participants saw no need to click 'Add to cart' to save their changes since they thought it was the cart.

Recommendation: Save inputs made by the user prior to reloading sections of the page.



A

B-36

The upselling of identical items, one for rent and one for sale, resulted in participants adding both types accidentally.

Recommendation: If a user chooses to rent an item, do not upsell the actual purchase of the same item.




I

B-30

One participant recommended that www.uhaul.com should keep him on his current page when he adds an item to his shopping cart rather than re-direct him to the shopping cart page, losing his place on the website.

Recommendation: Test a version of the website that allows users to add an item to their cart without re-directing them to their shopping cart.

4.4 Locations



Find a U-Haul location



Show locations that have:

<input type="checkbox"/> Trucks	<input type="checkbox"/> Self-storage	<input type="checkbox"/> Carpet cleaners
<input type="checkbox"/> Trailers	<input type="checkbox"/> U-Box portable storage	<input type="checkbox"/> Truck sales
<input type="checkbox"/> Hitches	<input type="checkbox"/> Propane	<input type="checkbox"/> Moving supplies

U-Haul locations in or near Pittsburgh, PA 15217

[Show map of locations](#)

Sort by: Distance



Compass Self Storage

(U-Haul Neighborhood Dealer)

6921 5th Ave
Pittsburgh, PA 15208

(412) 432-7916

★★★★★ [1 reviews](#)

Hours

Mon-Wed: 10:30 am - 5 pm
Thur-Sat: 9:30 am - 6 pm
Sun: 10 am - 2 pm

Services

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

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

Figure 12: 'Locations' page search result.

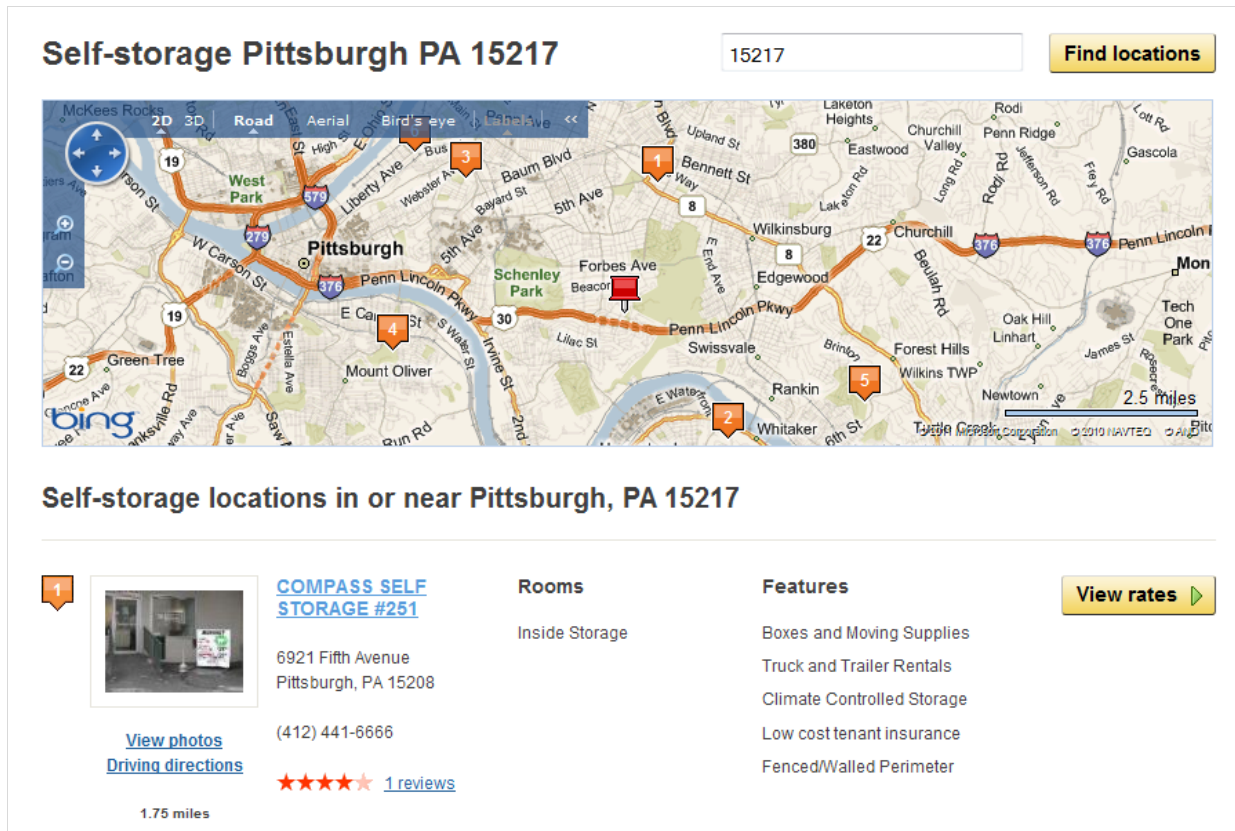





Figure 13: 'Storage' page search result.

- | | | | |
|---|---|------|---|
|  | X | B-24 | <p>The display of search results on the 'Storage location' page differ from results on the 'Locations' page. This inconsistency caused confusion for at least one of the five participants.</p> |
|  | X | B-38 | <p>The 'Locations' page does not pre-populate with previously entered location address information like other pages on the website do. This inconsistency did not lead to any significant problems, but it does not seem to align with the design specifications of the website.</p> |
|  | I | B-37 | <p>Two of the five participants recommended that www.uhaul.com show the distance in miles from the searched address to each location listed on the 'Locations' page search results. This feature is present on the 'Storage' page, but not the 'Locations' page.</p> <p>Recommendation: Make the look and feel of these two location search pages more consistent with what details are shown for each result and how the maps are displayed.</p> |

4.5 Damage coverage

Safemove®

Safemove provides protection for the U-Haul rental truck and everything inside it (including cargo, drivers and passengers).



Collision Damage Waiver (CDW)	Cargo coverage	Medical & Life coverage
<ul style="list-style-type: none">• Frees you of responsibility for any "accidental damage" to the rental truck• No deductible*• Subject to exclusions <p> View a Safemove policy</p> <p> View explanation of Safemove features</p>	<ul style="list-style-type: none">• Covers damage to your goods from collision, fire, upset, windstorm and overturn of the rental truck• One-way Rental, up to \$25,000 of coverage• In-town Rental, up to \$15,000 of coverage• \$100 deductible• Coverage is for actual cash value and is subject to exclusions	<ul style="list-style-type: none">• Provides you and your passengers with up to \$1,000 of coverage towards medical bills, in case of an accident• Provides you and your passenger with life coverage in the case of a fatality• Lessee loss of life, up to \$25,000 of coverage• Passenger loss of life, up to \$15,000 of coverage• Subject to exclusions

Figure 14: 'Safemove' explanation on the 'Damage coverage' page. All test participants would have benefited from having examples of what U-Haul means by 'accidental damage' listed out on this page.


What happens if I damage the U-Haul rental equipment without purchasing the optional coverage?

U-Haul will charge you for the damage you caused, plus lost rental revenue while the truck is being repaired as soon as you return it.

If I decline coverage, am I responsible for damage if someone hits me?

Yes, you are responsible for all damage, including vandalism, regardless of fault if you decline coverage.

Figure 15: 'Frequently asked questions' page for 'Damage coverage'. The language used to explain 'accidental damage' on the 'Frequently asked questions' page is clear and easy to understand.



Damage Waiver
Covers damage, vandalism, and theft of rental equipment.

Figure 16: 'Damage waiver' explanation on the PDF titled 'View explanation of Safemove features'. The language used to explain 'accidental damage' in the 'View explanation of Safemove features' is clear and easy to understand.



A



B-39

The 'Damage coverage' page lacks a clear definition of 'accidental




damage' and the financial responsibilities of customers that did purchase 'Safemove' versus customers that did not. The 'Frequently asked questions' section and the PDF titled 'View explanation of Safemove features' both do a better job of communicating these responsibilities than the actual 'Damage coverage' page content. All participants suspected they'd be liable for damages if 'Safemove' was not purchased, but none were made confident enough by the website that they wouldn't call to confirm.


Recommendation: Duplicate some of the language from the 'Frequently asked questions' page and the 'Safemove' explanation PDF on the 'Damage coverage' page and increase exposure of the damage coverage frequently asked questions on the 'Damage coverage' page.


4.6 Frequently asked questions

- 
P
B-40
All participants quickly found the 'Frequently asked questions' page and the answer to the question 'Do you need a special driver's license?'.
- 
P
B-41
Two of the five participants found the related links on the 'Frequently asked questions' page useful.

4.7 Sitewide

- 
X
B-44
The rental item is labeled as a 'Utility dolly', but when it's for sale, the same item, is labeled as a 'Hand truck'.
- 
X
B-45
All participants were shown the following spelling error: '1 reviews'.
- 
C
B-46
The loading screen's transparency allows users to see any possible mistakes they have entered, but offers no way to stop the loading process in order to make the necessary corrections.

Recommendation: Allow users to stop a loading screen.
- 
C
B-47
When maps with search results were shown all participants paused briefly to determine what the pushpin on the map indicated. This did not cause any catastrophes, but caused hesitation among all participants. One participant suggested a simple solution. See below.

Recommendation: See one participant's idea below.
- 
C
B-48
Two of the five participants referred to the 'Trucks' page as the 'main/home' page when in fact it is not.

Recommendation: This issue did not result in any catastrophes, but it may be a good idea to include an explicit 'Home' link in the header navigation.

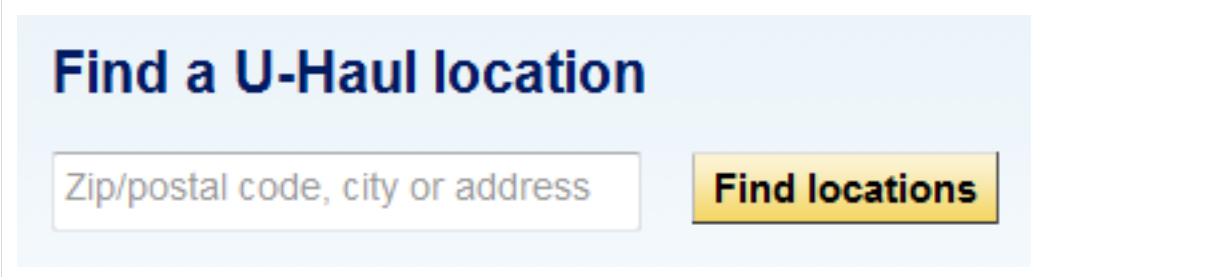






Figure 17: Input instructions on the 'Locations' page. Examples like this can be found on many pages on www.uhaul.com.

- | | | | |
|---|---|------|---|
|  | B | B-49 | <p>The instructions for proper input in address fields disappear when the input field receives focus. All participants encountered this issue and two of them commented on it.</p> <p>Recommendation: Move input instruction out of the input and into the input label or surrounding area including examples of acceptable inputs.</p> |
|  | B | B-50 | <p>Four of the five participants' use of the mouse scroll wheel changed the zoom of the map they were looking at unexpectedly.</p> <p>Recommendation: Disable the scroll wheel zooming functionality for all maps on www.uhaul.com.</p> |
|  | A | B-51 | <p>For four out of the five participants it was not clear that the website would accept a full address as an input and that it would alter the search results displayed.</p> <p>Recommendation: Communicate to users that the more information they enter in an address search field, the more refined their search results will be. Include examples of acceptable inputs along with the input instructions.</p> |
|  | I | B-43 | <p>Add information to the pushpin on maps with search results that indicates what the pushpin represents. (Example: 'Darlington Rd. Pittsburgh, PA 15217' or 'Center of 15217')</p> <p>Recommendation: Include a description of what the pushpins on maps represent either on hover or click.</p> |

Appendix A: Interview questions and test tasks

A.1 Pre-test interview

1. Have you moved at all in the last 5 years? If yes, did you hire movers or move yourself? If no, how likely would you be to hire movers versus move yourself, if you were moving?
2. If you weren't using a moving company what service or company would you use to rent a truck or trailer?
3. Have you ever used U-Haul's website before? If yes, what were your impressions of the website?

A.2 Test scenario and tasks

A.2.1 Test scenario

Your friends Mike and Anna are about to move from Pittsburgh, PA to Denver, CO. They have an apartment in Pittsburgh consisting of a living room, a bedroom, a kitchen, and a bathroom. They want to find the cheapest service for the move to Colorado. They expect to make the move themselves with some help from a few friends.

They are planning to move out on April 14th and they expect the trip to take 3 days.

The couple plans to return to Pittsburgh after 2 years so they want to rent a self storage unit in Pittsburgh for the stuff they don't need in Denver.

A.2.2 Test tasks

1. The couple needs a truck that is suitable for all the furniture and belongings in their 3 room apartment. Please find the total price the couple will have to pay for the truck.

Note: They are moving on April 14th from Darlington Rd. in Pittsburgh, PA 15217 to Emerson St. in Denver, CO 80218

2. Before you go any further, you want to check if Mike and Anna need a special driver's license to drive the truck across country. Where would you find that info?
3. They also need an indoor storage unit in Pittsburgh that can hold 10 moving boxes (18" x 18" x 16") and a large fridge. Find the per month cost of the storage.

4. You have a few questions that the U-Haul website hasn't answered. Please find the phone number for the U-Haul pickup location closest to the couple's home on Darlington Rd. in Pittsburgh, PA.
5. The couple has decided to rent the truck. Please book the truck you found the pricing for earlier. In addition, please order 20 large moving boxes, 15 small moving boxes, a utility dolly, and a dozen moving blankets.

Note: Please stop when you reach the "Billing Info" page. Do NOT submit the order.

6. During the move, an unknown person scratched the truck in several places, probably with a knife. An auto body technician has estimated that the repair will cost \$2,000. Since you helped the couple book the truck, they called to find out if they are liable for repair costs. And if so, how much will it cost?
7. You were impressed with U-Haul during your friends' move and you are considering U-Haul yourself. Find the nearest U-Haul pick-up/drop off to your home.

Note: You live at 48105 Warm Springs Blvd., Fremont, CA 94539.

After reading each of the following tasks out loud participants were asked to rate how difficult they thought the task would be on a scale of one to seven with one being 'Very difficult' and seven being 'Very easy'.

Test participants were asked to think aloud and to comment on the website while they were carrying out their tasks.

Once the participant stated they had completed a task they were asked to rate the difficulty of the task on a scale of one to seven, with one being 'Very difficult' and seven being 'Very easy'. Participants were then asked how confident they were that they completed the task successfully on a scale of one to seven with one being 'Not at all confident' and seven being 'Very confident'.

A.3 Post-test interview

1. Overall all what did you think of the U-Haul website?
2. Was there anything in particular that you liked about the U-Haul website?
3. Was there anything in particular that you did not like about the U-Haul website?
4. Do you have any other comments?
5. Participants were also asked to explain their thought process during struggle points noticed by the moderator during the solving of test tasks.

