

Usability Test Report for www.uhaul.com

Prepared by Team O

Executive Summary

This is Team O's report of the usability test of www.uhaul.com, conducted for the CUE 9 workshop.

Positive Findings

- **Drop off and pickup location.** On the home page, it was easy for participants to select a date, drop off location, and pickup location for their rental.
- **Entering locations.** The system accepted address formats for drop off and pickup locations other than the format specified in the field help.
- **Fuzzy matching.** The system has good fuzzy matching. For example, when a participant searched for "moving blankets", the system correctly displayed the page with information for "furniture pads".
- **System feedback.** The system provides useful feedback, formatted as inline error messages. For example, participants liked how they were informed if they tried to rent a truck and a truck had already been rented.
- **Deleting items from the shopping cart.** The system provides an alternate method for deleting items from the shopping cart. There are trash can icons, but items can also be deleted by changing the quantity to zero.

Areas for Improvement

- **Confusing default settings.** Two of the participants did not notice that "Same as pickup" was the default setting for "Drop Off Location" on the home page.
- **Confusing/conflicting wording of FAQ links.** Two of the participants clicked the "Truck rental coverage" instead of "Damage coverage" when they were looking for liability for damage. "Damage coverage" would have provided a more direct path to the correct information.
- **Better explanations for pricing needed.** Participant 2 selected a self-storage facility for which the rental price was \$0.00. This was inconsistent with the other self-storage facilities listed in the system. The participant stated that he "wouldn't go this far". He would stop the search and check another web site or call U-Haul.
- **Clarification of difference between "Additional items for rent" and "Customers who rented..." needed.** It was unclear to at least three of the participants that the "Customers who rented..." form were items for purchase, not items for rent. This may cause users to unknowingly purchase equipment they think they are renting.
- **Changes to "Customers who rented..." form do not stick when a change is made to the shopping cart.** Two of the participants made changes to the form and then deleted an item from the shopping cart. This caused the form to reset to its default settings.

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Introduction

Pre Session

Before each session, the participant was asked several questions about their experience moving and about what they might do if they move in the future.

- **Question 1:** Have you moved in the last five years?
- **Question 2:** If you moved again, would you hire movers or move yourself?
- **Question 3:** Can you think of a service you might use?
- **Question 4:** Did you use the U-Hal site during your last move?

	Moved in Last 5 Years	Hire Movers/ Move Yourself	Service	Used U-Haul Site	Comments
P1	No	Hire Movers	U-Haul or Rider	Yes	"I may have used it once to pick up furniture, or I may have just called. -- I'm not sure. I may have clicked online and then called to do the rental. I don't think I did the rental online."
P2	Yes	Self	U-Haul	Yes	No big impressions of the site. He did encounter any major issues. "It was fairly straightforward."
P3	Yes	Self	U-Packit	No	<p>Within the last five years she moved on her own and "pretty much abandoned all my furniture and things like that". Before that I did the thing where you get a big box and you fill it and they come and pick it up. Either it's gone in a box by itself or I've moved everything in my car.</p> <p>When asked if she would rent a truck, she said she would do a web search, but "off the top of my head I there's U-Haul, but know, I can't think of any".</p> <p>On the U-Haul site, she'd expect to be able to see the types of trucks they had, pick a date, look at prices, look at locations, order boxes,</p>
P4	Yes	Self	U-Haul	Yes	I was picking the truck up when the store opened and the guy was 20 minutes late opening the store.
P5	No	Hire Movers	U-Haul or Rider	No	He would expect the web site to have a selection of vehicles to rent, selection of other materials, like boxes, etc., rates, able to book and reserve a truck, rent from one location, return it to another, "very similar to renting a car".

Severity Ratings

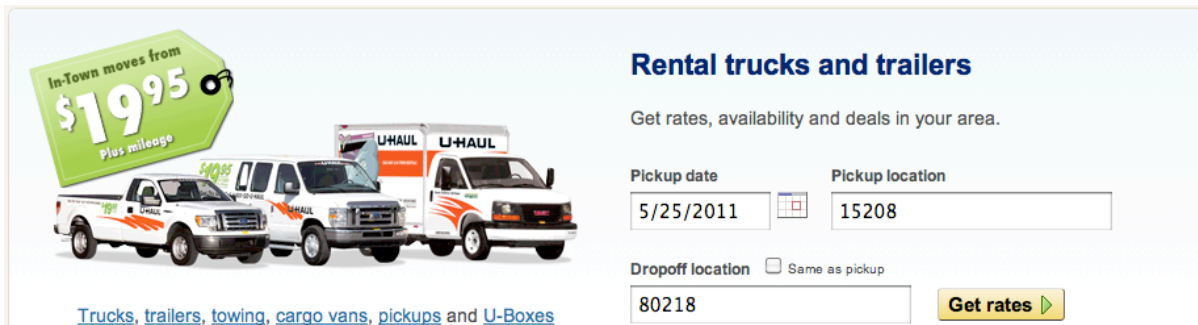
The following severity ratings were used to rate the usability issues:

Rating	Code	Description
Critical Problem	A	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.
Serious Problem	B	Delays test participants in their use of the website for some minutes, but eventually allows them to continue. Causes occasional “catastrophes”.
Minor Problem	C	Causes test participants to hesitate for some seconds.
Good Idea	I	A suggestion from a test participant that could lead to a significant improvement of the user experience.
Positive Finding	P	This approach is recommendable and should be preserved.
Bug	X	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.

Positive Experiences

The good news is that the site has many positive features that provided positive experiences for the participants.

Selecting Dates and Locations



Rental trucks and trailers

Get rates, availability and deals in your area.

Pickup date: 5/25/2011

Pickup location: 15208

Dropoff location: ☐ Same as pickup 80218

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


[Get rates](#)

- On the home page, it was easy for participants to locate where the drop-off and pickup information should be entered.
- On the home page, the date picker was easy to use.
- On the home page, it was easy for most participants to enter the drop-off and pickup information.
- For the drop-off location, the system was able to accept a format different from the format specified in the field. Participant 1 entered City, State, ZIP, the format specified in the field was ZIP or city and state. Participant 2 entered road, state, ZIP.

Addresses

- Entering a more exact address refines the results.
- The system will find a correct address even when the information that is entered includes a typo. Participant 1 entered “Pittsnugh, PA 15217”. This would still provide accurate results.

Reviews and Ratings



Compass Self Storage

6921 5th Ave
Pittsburgh, PA 15208

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

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

\$1,165.00

[Continue](#)

- Participant 1 and Participant 3 noticed and liked the reviews and ratings.

Fuzzy Matching


[Trucks](#) [Trailers](#) [Storage](#) [Boxes & packing supplies](#) [Locations](#)

moving blankets

Search results for *moving blankets*.

[Moving trucks, pickups and cargo vans](#)

U-Haul trucks are specially designed from the ground up to move families - not freight.



Furniture Pad - \$7.95

When moving furniture and appliances, there is nothing better to protect them than the original U-Haul Furniture Pad. Conveniently sized to cover most items with one pad to prevent nicks and scratches.


[Moving supplies > Protective stuff](#)

[Moving supplies](#)

- The system has good fuzzy matching. Participant 2 searched for “moving blankets” and the system displayed the page for “furniture pads”.

Truck and Storage Facility Descriptions

2



Compass Self Storage

6921 5th Ave
Pittsburgh, PA 15208

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

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

\$1,165.00

Continue ▶

- In general, the descriptions of the trucks and storage facilities seemed to be helpful to the participants.
- Participant 1 commented that she liked being able to see detailed information about the pickup locations.

Frequently Asked Questions

Frequently asked questions

- Truck rentals
- SIRIUS XM Satellite Radio
- Trailer/towing rentals

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?](#)


Frequently Asked Questions (FAQs) are helpful when links match what the user is looking for.

- Participant 1 reviewed the links in the footer and clicked “Frequently Asked Questions”. She noticed the link to “do I need a special driver's license?”. “I was wrong, that was easy. I found it right away.” Participant 1 started on the FAQ page and found a link to “Find Locations”. She entered the address and found the vendor information, including the phone number.
- Participant 2 thought it was going to be difficult to find out if a special driver’s license was needed, but he used to FAQ to find easily.

System Provides Useful Feedback

All rates include up to 6 days of use

10' truck



\$1,115.00

Continue

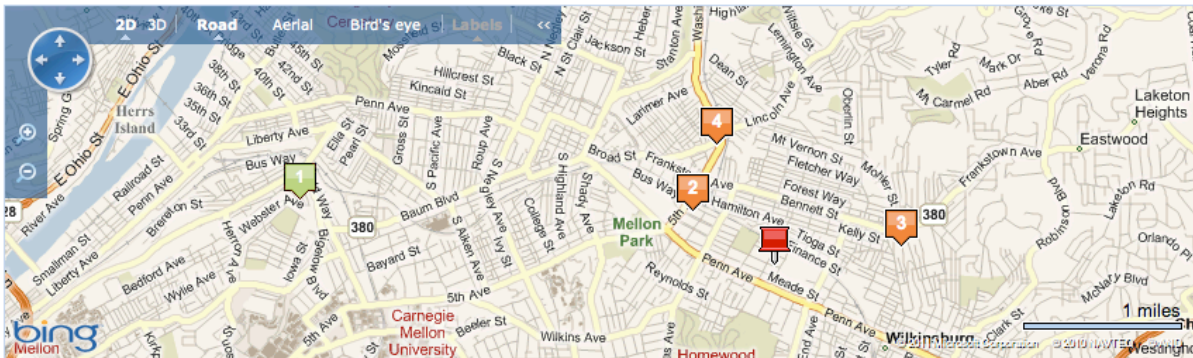
You currently have a 14' truck for Pittsburgh, Pennsylvania on 5/25/2011 in your cart. Continuing will remove this equipment and replace it with a 14' truck.

Cancel **OK**

- Door opening: 5'11" x 5'7" (WxH)
- Deck height: 2'5"

- Notification that a truck had already been rented was helpful to Participant 1. Participant 3 did not comment on the dialog, but did go back and check she selected the 14 foot truck. Participant 3 commented: “oh, this is nice”.
- When Participant 5 did not select a pickup time for the pickup up location, the system provided a helpful inline error message.

Location Map is Helpful



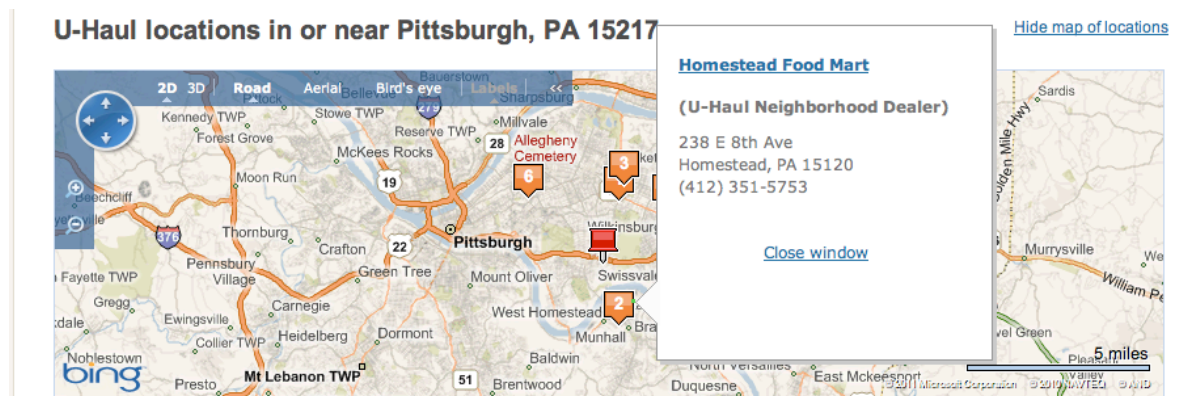
The participants all used the location map.

Participant 5 commented that he liked the interaction with the map showing the locations of available pickup locations.

On Error Recovery, Items Are Still Selected

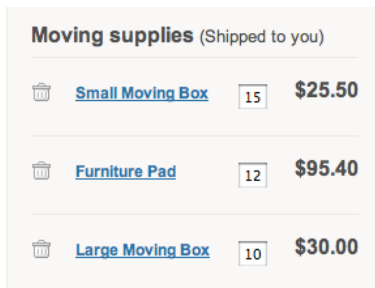
After he corrected the error of not entering a drop-off location, Participant 5 liked that the same 14 foot truck was still selected.

On Click Information for Map Locations is Helpful



Participant 5 was the only participant who figured out that if he clicks on a number on the location map useful information about the location displays. Other participants expected this to be a mouse over action. So this is also a usability issue. But still, the information itself is helpful.

Multiple Ways to Delete Items from Shopping Cart



The shopping cart includes trashcan icons for deleting items. But participant 5 deleted items by entering a quantity of 0. He commented that: “I like that when you delete things it disappears instead of leaving a zero on there”.

Usability Issues

Format of Embedded Help Is Inconsistent

Dropoff location <input checked="" type="checkbox"/> Same as pickup <input type="text" value="Zip/postal code or city, state"/>	<input type="text" value="Your address"/> <input type="button" value="Update map"/>
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- C** Participant 1 expected the “preferred pickup” field to have the same embedded form field help (ZIP or City and State) as the corresponding fields on the home page. She mentioned in her closing comments that it was unclear if they wanted the full address or just the ZIP code.

Recommendation

- Refer to the third recommendation in the next subsection.

Embedded Help May Not Be Helpful

Pickup date <input type="text" value="4/14/2011"/>	Pickup location <input type="text" value="15217"/>	Dropoff location <input checked="" type="checkbox"/> Same as pickup <input type="text" value="Zip/postal code or city, state"/>
---	---	--

- C** Participant 5 found it “confusing” that he was not given the opportunity to enter a more specific drop off location than Denver, Colorado. He may not have noticed that he could enter a ZIP/postal code or City, State.
- C** Embedded help disappears when “Dropoff location” is deselected.
- C** Embedded help disappears when the field is clicked. This was mentioned by Participant 1 and Participant 2. Participant 2 found it especially annoying.

Recommendation

- Do not use embedded help in any fields. Either use help icons, with help displaying asynchronously (without a page refresh) for each topic, or display the suggested format/help as text below the field.

Links to Additional Information May not be Helpful or Obvious.

14	Small Moving Box	\$1.70 each	1	Packing 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

- C** On the “Additional Items for Rent” screen, Participant 5 questioned if Furniture Pads were the same as Moving Blanket. If the participant had clicked the Quilted Pads link, he would have gotten more detailed information. If icons are used, they should be colored green or yellow and should have high saturation and brightness values. The help should display asynchronously (without a page refresh).

Recommendation

- Instead of using links to access additional information, use information icons. The icons should be colored green or yellow and the colors should have high saturation and brightness values. The help should display asynchronously (without a page refresh).

Poorly Designed Forms May Confuse and Delay Users

Billing info

First name	Last name	Credit card	Credit card number
<input type="text"/>	<input type="text"/>	<input type="text" value="Visa"/>	<input type="text"/>
Billing address	Apt or suite #	CSC What's this?	Expiration date
<input type="text"/>	<input type="text" value="If applicable"/>	<input type="text"/>	<input type="text" value="January (01)"/> <input type="text" value="2011"/>
City	State/province	Zip/postal code	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Phone number	Email address		
<input type="text"/>	<input type="text"/>		

How do you prefer to be contacted?

☒ Phone ☐ Email ☐ Text message

Order summary

- You are reserving a **14' truck** on Saturday, May 28, 2011. Your preferred pickup location is **Top Auto Service**. A local U-Haul representative will contact you by 6pm on Friday, May 27, 2011 to schedule you at the most convenient location with available equipment.

- C** Participant 5 went to the check out screen, expecting to see a summary of his transaction -- he did not see the information.
- B** The legal forms that cover damage to the truck are not designed in a manner that facilitates visual scanning to find desired information.

Recommendation

Conduct an additional study that focuses on the forms used within the system.

Default Selections May Delay Users

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

- B** Participant 1 did not initially notice that "Same as pickup" was selected for the dropoff location. Participant 5 did not notice this at all and left it checked; as a result, he never entered a drop off location until he was prompted to by the facilitator.
- C** On the "Additional rental items" screen and the "Other customers who rented" form, the preselected rental items delayed participants. Participant 1 and 3 had to deselect the items she didn't want. Participant 3 commented that "it's a little annoying that they are set at these automatic levels". Participant 3 also commented that "it's really not any of their business if move in a stupid manner, they're making me go through and delete everything is really a pain. When Participant 4 landed on the "Other customers who rented..." page he commented that "this is a little annoying because there's no way to clear it out".
- C** For self storage facilities, the location field defaults to the drop-off location specified for rental trucks and trailers on the home page. This may annoy users who want a self storage facility near another location.

Recommendations

- Make the default setting for "Same As Pickup" (used in destination fields) unselected.
- For the "Additional rental items" screen and the "Other customers who rented" form, make the default quantities for all items "0".
- For self storage facilities, do not use the drop-off location for rental trucks as the default location.

Estimating Sizes for Trucks and Self Storage Facilities May be Difficult for Users

10' truck



Studio/Apartment

\$1,115.00

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

Continue ►

14' truck



Apartment up to 2 bedrooms

\$1,165.00

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

Continue ►

17' truck



Home up to 2 bedrooms

\$1,213.00

- Inside dimensions: 16'9" x 7'8" x 7'2" (LxWxH)
- Door opening: 7'3" x 6'5" (WxH)
- Deck height: 2'10"

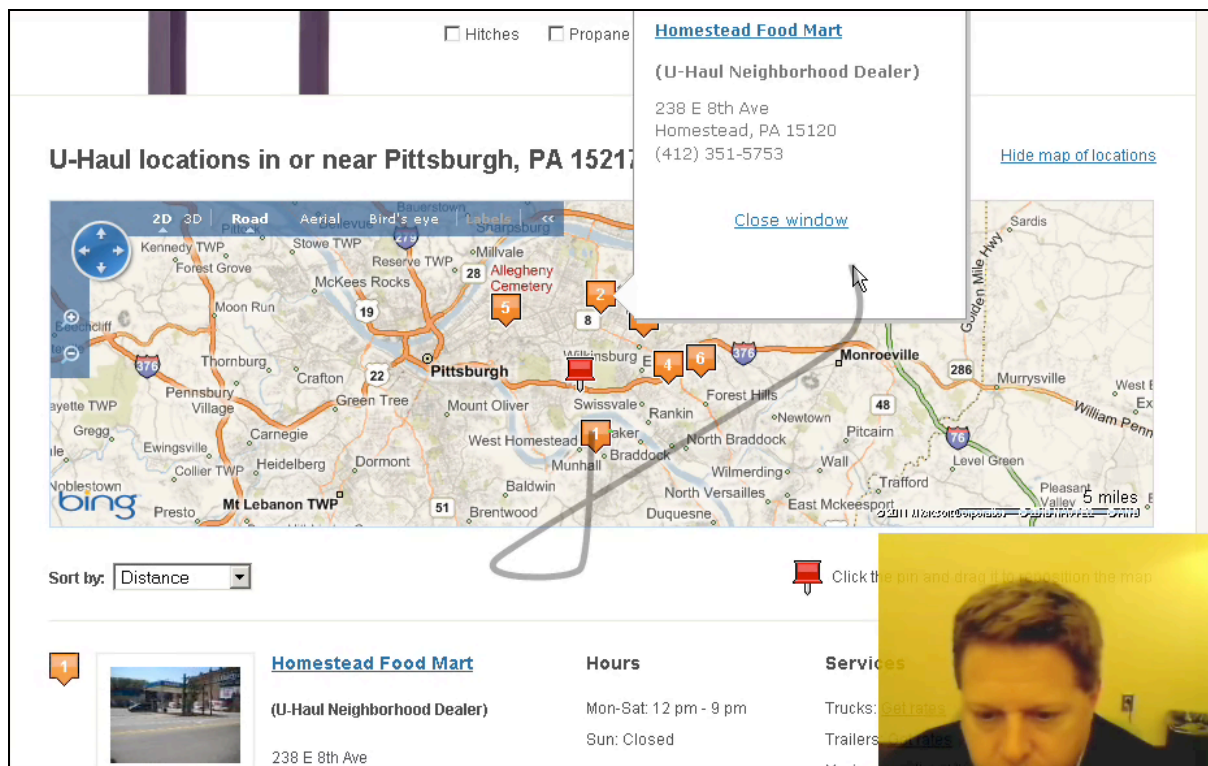
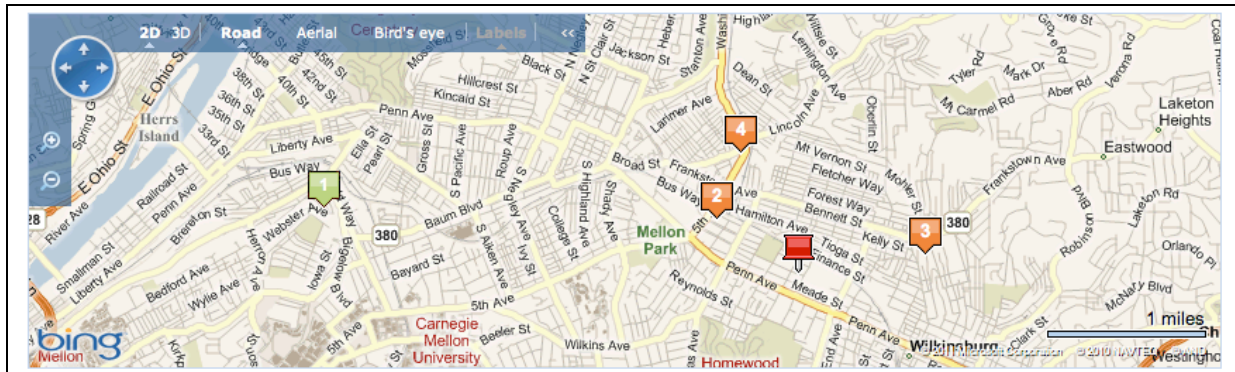
Continue ►

- C** Four of the participants (1, 2, 4, and 5) had trouble estimating what size truck to rent.
- C** The information provided for sizing options for self storage facilities may not help users to accurately select the option that best meets their needs.

Recommendation

- Provide a form that helps users to estimate the size of the truck or storage facility they want to rent by entering the sizes of the pieces they are storing/moving.

"Location Map" Functionality is Not Obvious



- C** Mouse wheel zooming in the location map for storage facilities may annoy users. When participant 4 landed on the storage facilities page he used the mouse wheel to scroll the page. Because the cursor happened to be over the map, the map unexpectedly zoomed in/out. The participant commented that that was annoying.
- C** Map symbols may not be understood by users. Participant 4 commented that if he were more familiar with the area he would pick one that was closer to their house. He apparently did not understand/noticed the push pin icon and the numbers that represented the location of the storage facilities on the map.
- C** Interaction With Map Locations Not Clear to Users. Participant 5 was the only participant who figured out that if he clicks on a number on the location map useful information about the location displays.
- C** When additional information for a map location is displayed, the box with the information is not aligned with the correct location.

Recommendations

- If possible, have the mouse pointer land along the right edge of the screen when going to a screen that includes the location map.
- For all cases where the location map displays, display a tooltip indicating the address when the pointer is positioned over the push in icon. The tool tip should display after a 500 MS delay.
- For all cases where the location map displays, display a tool tip (or enhanced tooltip) that includes the name of the facility, the address, and the contact information. The tool tip should display after a 500 MS delay.
- When displaying additional information on mouseover for a location, align the pointer on the information box with the associated location. (In the second example, the participant had clicked location 1.)

Navigation Paths Not Always Clear

Related links	<ul style="list-style-type: none">• Do I have to pay a deposit when renting a U-Haul truck?
Truck rates and availability	<ul style="list-style-type: none">• Can I pay in full for a family member?
Truck and trailer details	<ul style="list-style-type: none">• Can I pay with my credit card and have someone else pickup the equipment?
Truck rental coverage	<ul style="list-style-type: none">• Why is there a hold on my credit card and why does it take 3-5 business days to be removed?
Find a U-Haul location	<ul style="list-style-type: none">• My friend/relative is going to drive my U-Haul rental truck for me. Will I be responsible if they get into an accident?
Look up your order	<ul style="list-style-type: none">• How many people can ride in your trucks and are car seats safe?
Contact us	<ul style="list-style-type: none">• What type of gas is used for your trucks and approximately how many miles per gallon should I expect?

- A** System uses confusing/conflicting navigation links. Participant three wanted to return to the Additional Items For Rent screen to reselect the Utility Dolly. She clicked Moving and Lifting Tools in the left navigation. This brought her to a screen where she could purchase the item. She commented that she was at the point where she would dump her cache and start over. "somewhere in the process of deleting items from the shopping cart I lost the dolly".
- A** Participant three gave up on finding a self storage facility. She stated that "at this point I would give up on the U-Haul page and try to find this information on a more general search engine".
- A** Multiple destinations for "damage coverage" may confuse users. Participant 3 did not use the FAQ. She clicked "Trucks" in the horizontal navigation menu and then clicked "damage coverage options" on that page. This brought her to a page with links to legal documents, which did not clearly answer her questions. Participant 3 gave up, "I don't know that they are covered and I don't know that this is going to tell me." I'd call the "SafeMove company before I'd call U-Hall, or maybe look on the SafeMove website". "It's worth a call, I can't really figure it out."
- C** Meaning of links in horizontal navigation bar may not be intuitive to users. For Task 7, participant 4 initially clicked on "trucks", thinking he would be able to enter a location address for renting a truck. He quickly realized that the Location link was where he wanted to be. This was the only case where participants had a problem with the horizontal navigation.
- C** If you do not order accessories on the "Items for rent" screen and "Participants who rented" form, there is no clear path to screens where you can rent accessories. Participant 2 was able to order boxes, but not a utility dolly.
- C** It may not be obvious to all users that the FAQ is the place to find information about whether a special driver's license is needed. Participant 3 stated that she would click "Frequently

Asked Questions” if she needed to, but she checked to see if there was a more obvious way to find out whether a special driver's license was needed.

- C** Confusing links on the FAQ can cause users to follow an incorrect path. Participant 1 selected “Truck rental coverage” instead of “Damage coverage”. “Damage coverage” would have brought her to a FAQ page that (probably) would have answered her question directly (the third item in the list is “What happens if I damage the U-Haul rental equipment without purchasing the optional coverage?”). Selecting the link for “truck rental coverage” led her to a lengthy written explanation. She said she would read through it and then call U-Haul for the answer. Participant 4 scrolled the Truck Rental Coverage page but didn't find the information. He commented that he assumed that would be liable for the cost.

Recommendation

- Conduct an additional study (a card sort or other appropriate study) to identify confusing links and labels.

Ordering Accessories May Confuse and Deceive Users

14	Small Moving Box	\$1.70 each	1	Packing 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
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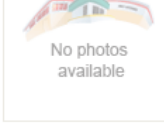

- X** Changes to default setting for “Customers who rented” form do not “stick” after participant deleted an item from the shopping cart. They appear to return to the default settings when the page refreshes. When she noticed this Participant 3 commented “oh look, it went back, that's really not good at all”. She later commented “if I were them i wouldn't do this, not only is it an unfriendly thing to do, I think it can get you in legal trouble, I would not pay for this and I would make a stink”. After she gave up and the facilitator prodded her to take another look at the shopping cart, she commented that she was not going to “touch the add to cart button” for the “Customers who rented” section, “that's a very scary button”, that section had returned to the default setting yet again for additional items to be rented. For Participant 4, this happened when he clicked the link for “Furniture Pads” for that item inside the box and then clicked the browser back button.
- C** System labels may not match how users are thinking of a product. Participant 4 wasn't sure if Furniture Pads were moving blankets. Participant 5 “guessed” that quilted pads were moving blankets. He said that he'd call to confirm. Recommendation: provide topic level help that explains what each product is. Also, use consistent photographs throughout the system. There are other entries for Furniture pads that have images that more closely look like “moving blankets”.
- B** It may not be intuitive to users that they can only select dollies and moving blankets in the context of the truck they rented. Participant 2 expected to be able to order these items independently of renting a truck.

- A** This was not noticed by any of the participants, but it was noticed by me, but not until participant 4. The difference between the "Additional Items for Rent" screen and the "Customers who rented an x foot truck" form is unclear and may cause users to purchase unwanted equipment. The "Additional Items for Rent" are clearly for rent. But it is unclear that the items on the "Customer who rented..." form are items for purchase. I only figured this out because I called U-Haul customer service for an explanation. You can only buy boxes. But you can buy or rent a utility dolly or furniture pads. The participants didn't realize the difference and reentered the dolly and the pads on the form. They didn't notice the difference in price and they didn't notice that items were entered twice in the shopping cart.
- B** After he corrected the "error" of not entering a drop-off location, Participant 5 assumed that all of the information for the truck he had previously entered was saved. He was surprised when he had to reenter the "extras".

Recommendations

- Correct the data entry on the "Customers's who rented form" so that when changes are made to the form and an item is deleted from the Shopping cart, the changes "stick".
- Speak the users' language -- use terminology that matches the user's terminology.
- When presenting additional accessories that are available for rent, make it an option to rent the accessories independently of renting a truck or storage facility.
- Change the title of the "Customers who rented" form to "Recommended products for purchase".
- When recovering from an error, all items rented/ordered before the error should carry over after the error is corrected.

Unnecessary Clicks for Desired Information May Annoy Users

  No photos available Driving directions 2.28 miles	STOR-ALL STORAGE 400 W Center Ave Denver, CO 80223 (303) 282-7770	Rooms Inside Storage	Features Boxes and Moving Supplies Climate Controlled Storage Low cost tenant insurance Document Storage Fenced/Walled Perimeter	View rates 
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- C** Users may be annoyed by having to click on specific self storage vendors in order to see prices. Participant 3 commented that "it doesn't tell me the rates right away, I have to go into each page and look at their little tabs. It's not that easy".

Recommendation

- Expose as much useful information on a page as possible. In the case of pricing for self-storage facilities, display the rates with the description of the facility. As an alternative, use Ajax and JavaScript to display the rate information without refreshing the screen and going to another page.

Unclear Pricing May Confuse Users

Customers who rented a 14' truck needed:

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

<input type="text" value="10"/> Small Moving Box	\$1.70 each	<input type="text" value="1"/> Enviro-Bubble® Large Bubble	\$19.95 each
<input type="text" value="10"/> Medium Box	\$2.35 each	<input type="text" value="1"/> Wrapping Paper	\$8.80 each
<input type="text" value="5"/> Large Box	\$3.00 each	<input type="text" value="2"/> Box / Packaging Paper Tape 65 yard roll	\$3.85 each
<input type="text" value="3"/> Extra Large Box	\$3.75 each	<input type="text" value="1"/> Box Markers With Knife	\$2.79 each
<input type="text" value="1"/> Shorty Wardrobe® Box	\$7.95 each	<input type="text" value="2"/> Quilted Pads	\$14.95 each

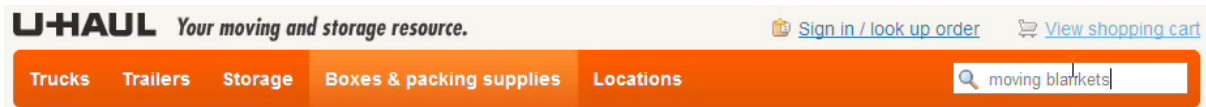
Total: \$143.84 [Add to cart](#)

- A** Participant 5 thought the total price he saw for the “Customers who rented” form (\$143.84) was the total price, including the truck. He did not figure this out until after the facilitator had him go back and enter a drop-off location. He commented “so that’s a little bit confusing to me”.
- C** The location of the total cost in the shopping cart may not be noticable. Participant 3 commented that the total was “not that conveniently located”.
- A** System displays price of \$0.00 for some self storage facilities. This was the case for the facility selected by Participant 2; this is inconsistent with other self storage facilities listed in the system. The participant eventually declared that he wouldn’t go this far. He would stop the search and check another web site for self storage vendors or call U-Hall. (I called U-Haul customer service about this. The rep told me that for some self storage facilities the price varies depending on the date. That's why the prices display as \$0.00. (Participant 2 surmised this.) So, this is not a bug, it's a usability issue.)

Recommendations

- For the total price on the “Customers who rented” form, label the price “Accessories Ordered Total”.
- Reorganize the shopping cart so that the information is in a logical, itemized list that leads to a grand total for all items purchased.
- When necessary, provide a “Pricing Options” button that will display and explain the pricing options for self storage facilities. The prices/explanation should display asynchronously.

Lack of "Noticeability" of Helpful Links May Delay and Confound Users



- C** The site search field may not be immediately noticeable. When looking for Moving Blankets, Participant 2 looked for a link that would take him to Moving Blankets. He finally searched for Moving Blankets, but it took him a one minute, eight seconds.
- C** "Sort by..." for locations may not be noticeable. Participant 4 found the locations near his address, but he did not notice the sort by distance. He commented that it would have been nice to see the mileage from the address for each facility.
- C** Participant 5 did not initially notice the link to display the location map, but he eventually found it.
- C** The trash can icons in the Shopping Cart may not be noticeable to all uses. Participant 5 deleted items from the shopping cart by entering "0" for the items' quantities.

Recommendations

- Move the search field to the left side of the header or leave it on the right side of the header and highlight with a fade in/fade out green or yellow background when the page refreshes. The background color should have high saturation and brightness values.
- Instead of using a drop-down list for the sort options, expose the sort options in a horizontal option list. Highlight the list with a green or yellow background; the background should have high saturation and brightness values.
- Always display the location map by default. Provide an option to hide the location map.
- Color the trash can icons green or yellow and use high saturation and brightness values.

Organization of Shopping Cart May Confuse Users

- A** Under the summary of rental equipment expenses, the participant wanted to cancel one of the charges, but she didn't see how to do that. "You can't tell here if you can wipe that away."
- C** When the contents of the shopping cart is displayed, the recommendations from "Customers who rented storage needed" may not be noticeable. In performing Task 5, Participant 2 did not use this section to order the additional items specified in the task. He clicked "Boxes and Packing Supplies" to order these items.
- B** When selecting extra rental items after clicking "Boxes and Packing Supplies" in the horizontal navigation many, it is unclear how to select a dolly and moving blankets. Participant 2 did not notice "additional rentals" in the shopping cart. He did select "large box" and "small box" in the shopping cart, but this took him to another screen where the shopping cart was not displayed.
- B** Participant 3 thought she had deleted the Utility Dolly from her shopping cart, but it turned out that it was in an unexpected location. She expected it to be listed with the other items under Moving Supplies, not higher up in the list under the link for Additional rentals. She started down this path when she deleted the Furniture Dolly from the cart; she did not order a furniture dolly, it was apparently added to the cart by the system. She finally noticed the utility dolly, but not until after she had stated that she was giving up and the facilitator prodeed her to take another lok at the shopping cart. "I may have succedded after all, but only after I through up my hands". Participant 3 also ended up thnking she had, in the end, rented all of the equipment, but she had not rented the 15 small moving boxes, but this may have gotten lost in the shuffle of of her other problems and her interactions with the facilitator. When the facilitor asked Participant 4 how many furniture pads/blankets he had ordered, he went back to the prior screen to confirm; he didn't comment, but he may not have noticed where this information was in the shopping cart. See issue P59.
- C** Participant 5 reviewed the shopping cart after task five. He commented that the total due today was confusing. He wasn't sure if the total due today""just correlated with the extra stuff he's getting, or if it includes the truck". He eventually realized it did not include the truck (he noticed the total for the truck was labeled "Due In Store", but he had to spend time thinking about it. He commented that "it's not really clear".

Recommendation

- Reorganize the shopping cart so that the information is in a logical, itemized list that leads to a grand total for all items purchased.

Poorly Organized Pages May Confuse Users

The screenshot shows a webpage for U-Haul storage. On the left, under the heading "U-Haul storage facility features", there is a bulleted list: "Clean, dry and [secure facilities](#)", "Open 7 days a week, evenings and holidays", "24-hour access at most locations", and "Climate control available". On the right, there is a yellow warning box that says "✖ Please enter complete address including street address, city, state/province and zip/postal code." Below this is a green box titled "Your full address" containing a text input field with "Pittsburgh, PA 15217" and a "Get U-Box rates" button. Below the input field is an example address: "Ex.: 1234 E. Main St. Anytown, US 55555".

- C** Having different types of storage options (self storage, portable storage, etc.) on the same page may confuse users. Participant 1 went to the correct page, but she initially was looking under U-Box rates – "oh no, I'm in the wrong spot". After scanning the page, participant 3 initially entered her ZIP code in the location field for portable storage, but she quickly realized this and entered her ZIP code in the correct field.

Recommendation

- Reorganize the page into a more logical order. Use anchor tags to help the user display the desired information.

Slow System Response Times Annoy Users

The screenshot shows a date picker interface for March 2011. It includes a "Pickup date" label, a "Zip/" label, and a calendar grid. The calendar grid shows days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates from 27 to 31. A mouse cursor is hovering over the date 25. The date 26 is highlighted in blue.

- C** When Participant 2 displayed the date picker for task one, it took 25 seconds for the "Month Change" arrows to display and another 13 seconds for the participant to notice them. He initially thought he was going to have to manually enter the desired month because it appeared there was no affordance for changing the month. He found this annoying.
- C** Slow system response times may annoy users. Participant 1 clicked Find Locations when the destination address was entered for a self storage unit. She had to wait for the the previous information to load (10+ seconds) before she could enter the correct location.

Trust Issues

- C** Non U-Haul facilities may cause users to lose trust in the system. Participant 3 commented that she didn't like the page. "It seems like if I was going to do this I would go to the U-Haul page to do it. I'd go to a different search engine. It's giving me local places that have nothing to do with U-Haul. I'm still going to have to do it all myself. I don't know how these are related to U-Haul."
- A** In her closing comments for Task 5, Participant 3 commented that "some of it was me being a little bit dense... I got really nervous there, I felt that they were trying to sell me stuff, and trying to get me to click on stuff accidentally, there were definitely points in this process where I'd call, or do it in person, or use a different web site, because this web site is really kind of skeazy."

Recommendation

- Provide a clear disclosure of why non U-Haul vendors are being used. For example, are they approved vendors. Let the users know that these vendors are "special".
- Do not try and up-sell the users. Make the default values on the "Customers who rented" form "0". Provide a link to display recommended quantities for each item on the form.

Unclear Descriptions May Mislead and Confuse Users

- You are reserving a **14' truck** on Thursday, April 14, 2011. A local U-Haul representative will contact you by 6pm on Wednesday, April 13, 2011 to schedule you at the most convenient location with available equipment.

- B** On the checkout screen, Participant 5 commented that he was confused because he didn't understand why a local U-Haul representative was going to contact him. He wondered if it was because he didn't check the original location. The participant went back and checked to make sure he had entered the correct information.
- C** It is unclear from the information presented for local U-Hal locations if they are pickup locations or not. Participant 3 was a little confused about this when she performed task 4 and she noticed the green checkmark for 24 hour dropoff, but no mention of pickup information, but she mentioned that "this seems OK".
- C** The yellow information box (All Rates Include Up To Six Days of Use and Up To 1715 Miles) does not provide clear information about extra charges that may be incurred. Participant 3 noticed this and commented that she may not need it that long -- she may have thought she could get a lower rate if she returned it sooner than six days. She estimated that she would only need it for three days and she wondered if there was a way to change the six days.
- C** Wording of "SafeMove" insurance options may be unclear to some users. Participant 3 thought SafeMove was an outside insurance company, and she stated that she would call the SafeMove company while performing task 6.

Recommendation

- Provide a more detailed summary of the order on the check out screen. Include an explanation of why the user will be contacted by a U-Haul representative.
- In the information for each facility, provide an explicit indication of whether you can use it for dropoffs and/or pickups.
- In the yellow information box, provide a clear disclosure of what the basis for the rate is, including what, if any, penalties may be applied.
- In the explanation of SafeMove, make it clear that this is insurance coverage offered by U-Haul. Something simple, like "SafeMove is U-Haul's xxxxx".

Unexpected Results Confuse and Annoy Users



- C** Participant 1 clicked in the Preferred Pickup location field to make and edit. "Just a little feedback, when you click on your pickup location and you want to make a change, it wipes everything out, so it doesn't really help you edit if you fat fingered something."

Recommendation

- When the field has been populated by a user, do not clear the field if the user clicks in the field again. Assume that the user wants to edit the existing content.

Suggestions

- I Participant 5 suggested that the shopping cart presentation could be clearer. He suggested itemizing the truck and all of the additional stuff he's buying. Group them by what items are due today, what items are being paid for at the store, and what the total balance is.
- I For task 1, participant 5 wondered why the prices listed for the different facilities were different for the same truck. He speculated that they may not all have the same truck available and they may be quoting prices for different sized trucks.
- I In the self-storage facility Participant 2 selected, the price/month for each option displayed as \$0.00. He did not get an actual price until he entered the dates. He suggested that the price/month should display for each option when they first display. If the price does change depending on the date, that information should be provided.
- I I derived this from Participant 1's comments. When maintain the original content when a user clicks in a field that already has a value entered. "When you click on the 'preferred locations' field to make a change, it wiped everything out. It doesn't if you fat finger something. It's kind of annoying. It took me three tries."
- I Participant 2 did not like that clicking in a location field cleared the instructions. He suggested that the format instructions should be displayed outside of the box.
- I On the map, Participant 2 did not like having to zoom in to confirm that the push pin was the address he entered. He suggested providing a tooltip that would display the address on mouseover of the push pin. Participant 5 assumed the push pin was the center of the ZIP code.
- I Participant 2 suggested that, on the Dollies and Furniture Pads screen, it would be nice to be able to select a dolly or furniture pads in the same way you can select moving boxes.
- I Participant 2 suggested that there should be an "obvious" way to order a dolly or moving blankets on the screen for a selected self storage facility.
- I While performing task 7, Participant 2 suggested that it would be helpful if the information for each shop that was listed as being near the specified address included how far the shop was from the address.
- I For a specific task, such as getting a price for a product, all paths should lead to the same destination. The path that participant 2 took to order a dolly and moving blankets helped him find the items, but the prices were different from the optimal destination. If he had gone to "Additional rental items", he would have found the correct dolly and it would have been less money.
- I Participant 3 indirectly suggested providing some kind of rate information on the storage facility home page. She commented on the fact that you had to click on a specific vendor to see rate information.
- I Participant three indirectly suggested that the shopping cart should be itemized. "I'm a little surprised this (the shopping cart, and specifically, additional rentals and other item)s weren't itemized, I think this is were I lost it". "I would have expected this to show up as line items."
- I Participant 4 suggested displaying the miles from the target location in the information for each facility.
- I Participant 5 suggested including locations and rates on the second screen. "I expected to find the specific U-Haul locations".
- I Architecture of the system may not match user's expectations. Participant 5 commented that he expected to be asked for the drop-off location after he was asked to select truck rental coverage and the accessories.

- I** During Task 4, Participant 5 commented that it was "interesting that the map didn't pop up here" when he clicked on Locations and entered a ZIP code. He did eventually notice the link to display the map. Recommendation: display the map to show available locations by default when a location is entered.
- I** This recommendation is coming from me, not the participant. Display the useful information for locations on the location map on mouseover, with a short delay (500 ms), rather than onclick.
- I** I'm deriving this suggestion from the Participant 5's comments while performing task 5, but he did not explicitly make the suggestion. The participant wondered if the Quilted Pad was the same as a Furniture Pad. Clicking on the link would have displayed information that would have answered the question, but the participant didn't click. Recommendation: have the information display on mouseover instead of on click, but implement a 500 ms delay for the mouseover. Or, provide an info icon that's colored with high saturation and brightness values.
- I** Participant 5 did not explicitly make this suggestion. I derived it from the way he deleted items from the shopping cart. Make the trash can icons in the shopping cart more noticeable by coloring them green or yellow, with a high saturation and brightness value.