

Usability Evaluation of UHaul.com

Team G

CUE-9

May 29, 2011

Executive Summary

- Usability evaluation of Uhaul.com was conducted with 5 users who each performed 7 tasks.
- Most users were successful with most of their tasks. The primary usability issues encountered included:
 - Not understanding that the red pin on the maps marked their location.
 - Confusion about renting vs. buying items like furniture pads or dollies.
 - Annoyance at apparently needing to “zero out” pre-entered amounts for certain additional items.
 - Lack of clarity about what the SafeMove insurance actually covers.
 - Frustration by lack of phone numbers on the lists of nearest pickup locations.
 - Difficulty determining the size storage unit needed.

Method of Evaluation

- Five participants were recruited through UserTesting.com.
- Sessions were conducted on the live Uhaul.com site on 25 to 28 March 2011.
- Each participant was given seven tasks in the same order.
- Screen activity was recorded along with audio narration by the participants.

Participants

Participant ID	Session Length (mins)	Sex / Age	Occupation	Web Expertise
U1	30	M-24	Missionary	Average
U2	22	M-52	Small business manager	Average
U3	32	F-62	Retired. Formerly television news producer, then licensed paralegal.	Average
U4	41	F-36	Housewife	Average
U5	37	M-31	Sales and marketing	Average

All participants reported some level of familiarity with U-Haul.

Scenario

- 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.

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.

Sample Test Screen

The screenshot shows a web browser window displaying the U-Haul website. The browser's address bar shows 'www.uhaul.com'. The website's header includes the U-Haul logo and navigation links: Trucks, Trailers, Storage, Boxes & packing supplies, and Locations. A task overlay is positioned in the top right corner of the browser window. The task is titled 'Task 1 of 7' and contains the following text: '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.' Below this, a note states: 'Note: They are moving on April 14th from Darlington Rd. in Pittsburgh, PA 15217 to Emerson St. in Denver, CO 80218'. A 'Next Task' button with a green arrow is located to the right of the task text. A blue arrow points from a text box to this button. The main content area of the website features several promotional banners: 'In-Town moves from \$19.95 Plus mileage' with images of U-Haul trucks; 'Rental trucks and trailers' with a form for pickup date, location, and dropoff location, and a 'Get rates' button; 'Self-storage' with a 'FREE month' offer; 'Moving Helpers' with a list of services (Loading, Packing, Driving, Cleaning); and 'Moving supplies' with a list of items (Boxes, Tape, Packing supplies, Hitches & towing). The Windows taskbar at the bottom shows the time as 7:57 AM on 3/26/2011.

Task 1 of 7

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

Next Task →

Tasks were presented individually in this small window, which could be moved.

Positive Features

The screenshot shows two business listings. The first is 'Compass Self Storage' at 6921 5th Ave, Pittsburgh, PA 15208, with a 5-star rating and 5 reviews. The second is 'Homestead Food Mart' at 238 E 8th Ave, Homestead, PA 15120, also with a 5-star rating and 5 reviews. Both listings include a photo, a 'View photos' link, and a 'Driving directions' link.

Users seemed to like, and pay attention to, the reviews (star ratings) on the site.

At least one participant, upon seeing the moving box kits, commented that they seemed useful.

The screenshot shows the 'Rental trucks and trailers' section of the U-Haul website. It features a promotional banner for 'In-Town moves from \$19.95 plus mileage' and images of U-Haul trucks. Below the banner are input fields for 'Pickup date' (6/4/2011), 'Pickup location' (15217), and 'Dropoff location' (80218). A 'Get rates' button is visible. A link at the bottom reads 'Trucks, trailers, towing, cargo vans, pickups and U-Boxes'.

Users seemed to appreciate that the site remembered previous entries they had made (e.g., dates, locations).

The screenshot shows the 'U-Haul boxes' section, specifically 'Moving box kits, moving made easier®'. It includes a 'Printable packing planner' link and navigation links for 'Moving boxes', 'Shipping boxes', 'Search by size', and 'Buy, sell or trade used boxes'. A list of moving box kits is displayed with their prices and availability status:

Kit Name	Price	Availability
Apartment Kit	\$85.84	Available for pick up
1-2 Bedroom Kit®	\$189.99	Available for pick up
3-4 Bedroom Household Kit®	\$379.98	Available for pick up
4+ Bedroom Master Pak® Moving Kit	\$538.46	Available for pick up
Kitchen Packer Kit	\$102.95	Available for pick up
Student Mover Kit	\$94.44	Available for pick up

Positive Features (cont.)

✓ 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.

Need extra space?

- Clean, dry & secure facilities
- Climate control & 24-hour access available
- Manage your storage unit online

[Find storage locations](#) >>

Customers who rented a 14' truck needed:

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

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

Your shopping cart

Click the trash can to remove items from your cart.

Rental equipment

- [14' truck](#) \$1,100.00 (Due in store)
- Pick up**
6/4/2011
Pittsburgh, PA
- Drop off**
6/10/2011
Denver, CO
- Damage coverage**
None selected \$0.00 (Due in store)
- Additional rentals**
None selected \$0.00 (Due in store)
- Environmental Fee**
\$5.00 (Due in store)

At least one participant liked that moving boxes and other supplies were available here (although not the default amounts).

Some participants seemed to like the map of pickup locations (although they were unclear about the meaning of the red pin).

Select your preferred pickup location

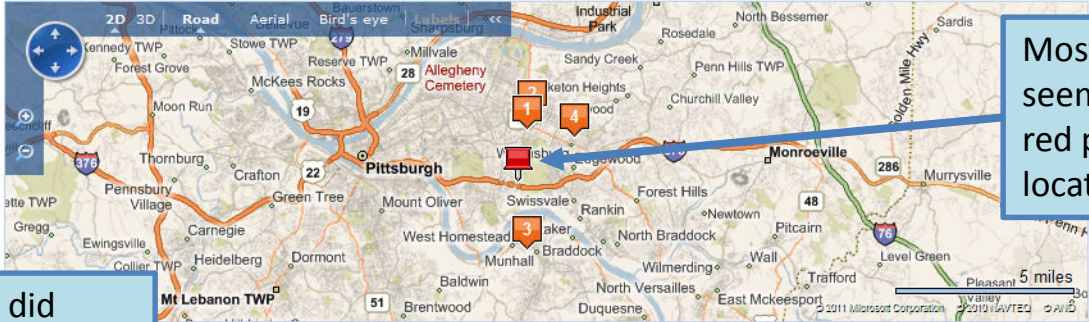
Darlington Rd., Pittsburgh, [Update map](#)

Meaning of Red Pin on Map

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

Trucks Trailers Storage Boxes & packing supplies Locations

Select your preferred pickup location [Update map](#)



Most participants did not seem to understand that the red pin marked their location.

Some participants did seem to like and make use of the map.

Compass Self Storage
6921 5th Ave
Pittsburgh, PA 15208 809
★★★★★ 5 reviews
[View photos](#)
[Driving directions](#)

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

\$1,165.00
[Continue](#)

U-Haul at Washington Blvd
1052 Washington Blvd
N Of Penn Av
Pittsburgh, PA 15206 809
★★★★★ 109 reviews
[View photos](#)
[Driving directions](#)

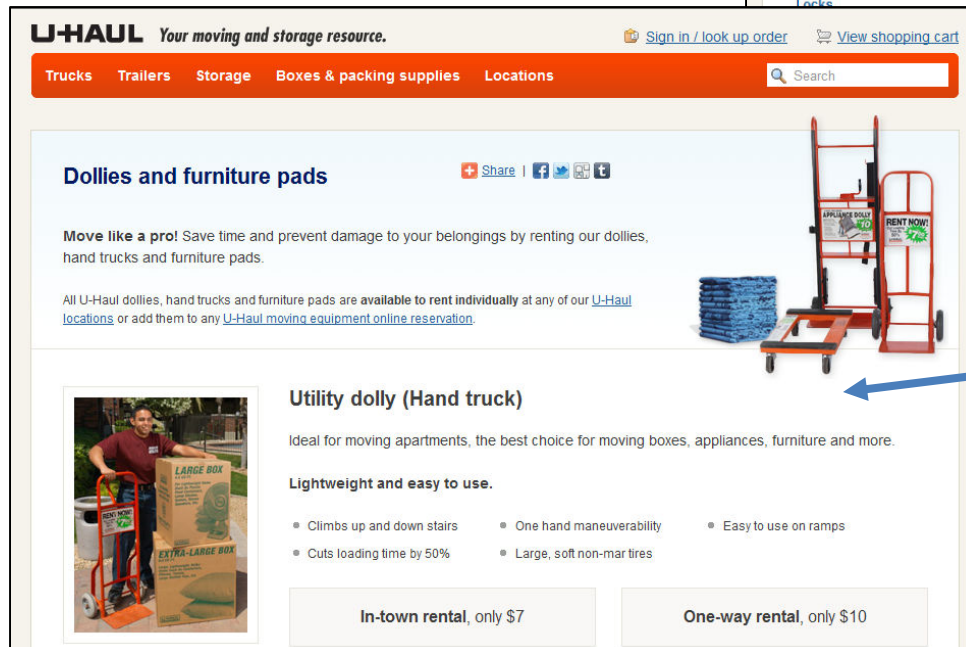
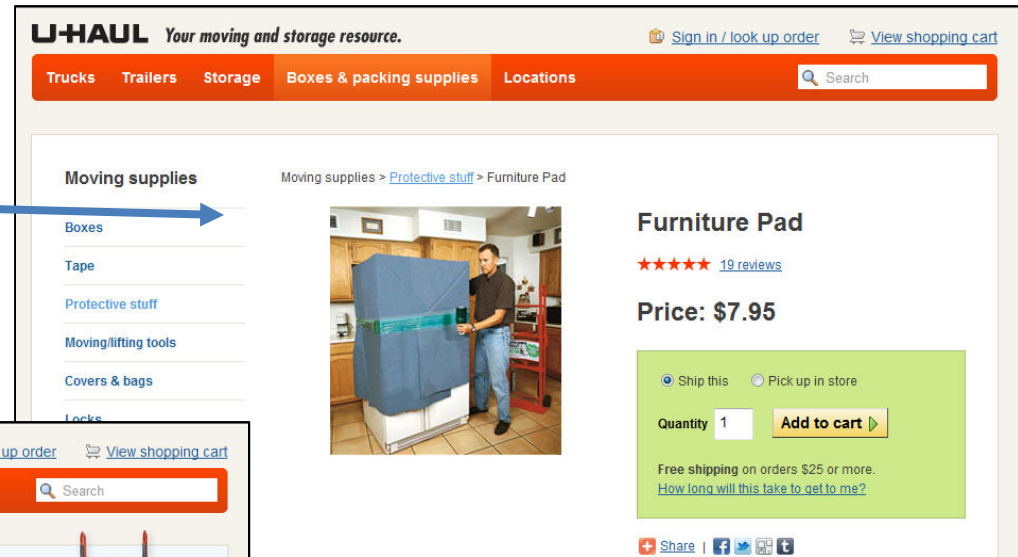
Hours
Mon-Thur: 7 am - 7 pm
Fri: 7 am - 8 pm
Sat: 7 am - 7 pm
Sun: 9 am - 5 pm

Features
✓ Free towing inspection
✓ Propane pay at pump
✓ 24 hour dropoff

In real-world use, the users are likely to be familiar with the area where they would be picking up, which might yield different use of the map.

Confusion about Renting vs. Buying

When trying to rent furniture pads or a dolly, some participants got to this page. First, it wasn't clear whether this is for rental or purchase. Most finally figured out it is for purchase, but that wasn't what they wanted.




Some participants got to this page, which talks about rental fees, but doesn't give any links for actually renting the items.

Having to Zero Out Defaults

Some participants were annoyed at having to “zero out” these default amounts before continuing.

✓ 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.



FREE MONTH

Need extra space?

- Clean, dry & secure facilities
- Climate control & 24-hour access available
- Manage your storage unit online

[Find storage locations >>](#)

Customers who rented a 14' truck needed:





14	Small Moving Box	\$1.70 each	1	Packing Paper (10lb. pack)	\$8.80 each
20	Medium Moving Box	\$2.07 each	2	Box / Packing 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 >](#)

Your summary

Click the trash icon to remove items from your cart.

Rentals

	Utility Dolly	\$10.00 each	1
	Appliance Dolly	\$12.00 each	0
	Furniture Dolly	\$10.00 each	1
	Furniture Pads	\$10.00 per dozen	2 dozen

[Continue >](#)

Drop off
6/10/2011
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)

Due today: \$0.00

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

[Check out >](#)

Additional rental items

Save time and prevent damage to your belongings by renting dollies and furniture pads. Any selected items will be with your equipment at the time of pick up.



Utility Dolly
\$10.00 each

1



Appliance Dolly
\$12.00 each

0



Furniture Dolly
\$10.00 each

1



Furniture Pads
\$10.00 per dozen

2 dozen

[Continue >](#)

Some participants felt like they had to “zero out” these amounts shown for moving boxes, etc, before clicking on “Check out” (assuming they would be automatically added).

Not Clear What Safemove Covers

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

Trucks Trailers Storage Boxes & packing supplies Locations

Damage coverage programs

U-Haul offers the most affordable coverage programs in the truck rental industry to relieve our customers of responsibility for damage to U-Haul equipment.

Truck rental Trailer and towing Self storage Mobile storage Apartment renter

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.

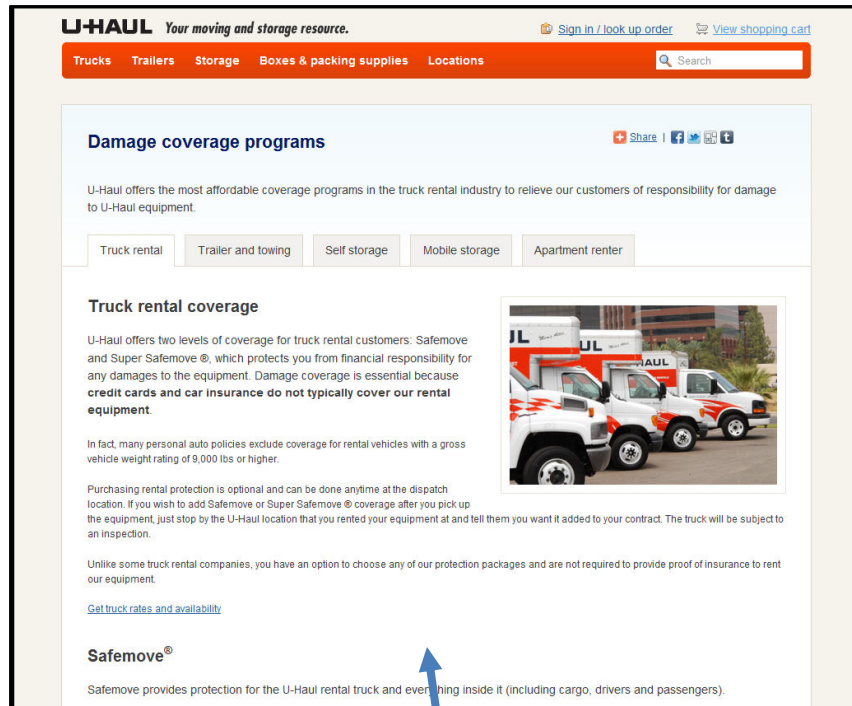
Purchasing rental protection is optional and can be done anytime at the dispatch location. If you wish to add Safemove or Super Safemove® coverage after you pick up the equipment, just stop by the U-Haul location that you rented your equipment at and tell them you want it added to your contract. The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

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 and everything inside it (including cargo, drivers and passengers).



Most participants had difficulty understanding what the Safemove insurance actually covers. At least one incorrectly assumed the \$150 deductible listed under Pickup Trucks applied to Safemove.

U-HAUL *TRUCK AND TRAILER RENTAL COVERAGE*




- Medical-Life Coverage**
Provides coverage for you and your passengers for medical bills.
- Cargo Coverage**
Protects your personal cargo in your truck.
- Towed Property Coverage**
Protects your personal automobile while being towed on a U-Haul® towing device or your personal property in your U-Haul trailer.
- Damage Waiver**
Covers damage, vandalism, and theft of rental equipment.
- Super Safemove (A.L.I.)**
Protects you for damages and injury you cause to other people and property.

SAFE MOVE **SUPER SAFE MOVE** **SAFETOW**

Participants who got to this PDF did not find it very useful.

No Phone #'s for Pickup Locations

1



Compass Self Storage
6921 5th Ave
Pittsburgh, PA 15208 809

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

Hours


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

★★★★★ 5 reviews

\$1,165.00

Continue

2



Homestead Food Mart
238 E 8th Ave
Homestead, PA 15120 809

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

Hours


Mon-Sat: 10 am - 9 pm
Sun: Closed

Features

✓ 24 hour dropoff

★★★★★ 5 reviews

3



U-Haul at Washington Blvd
1052 Washington Blvd
N Of Penn Av
Pittsburgh, PA 15206 809

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

Hours


Mon-Thur: 7 am - 7 pm
Fri: 7 am - 8 pm
Sat: 7 am - 7 pm
Sun: 9 am - 5 pm

Features

✓ Free towing inspection
✓ Propane pay at pump
✓ 24 hour dropoff

★★★★★ 113 reviews

4



Angels Self Storage
8030 Bennett St
Pittsburgh, PA 15221 809

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

Hours

Mon-Sat: 10 am - 5:30 pm
Sun: 10 am - 5 pm

Features

✓ 24 hour dropoff

\$1,165.00


Continue

Some participants were surprised and annoyed that the list of Pickup Locations did not include their phone numbers. Some clicked on the Driving directions link to see if it was there (which it's not).

Some participants contrasted this page with the listing of self-storage locations, which *does* include phone numbers.



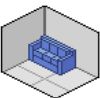
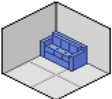
Confusion over Storage Sizes

Available rooms (all room sizes are approximate)



Inside Storage

Security does not just mean alarms, locks and cameras. It means security. Inside self-storage offers twice the protection and increased peace of mind.

	5' x 5' x 8' 1st floor interior Miscellaneous storage (Up to 2 rooms)	\$60.00 per month	Move-in date <input type="text"/>	<input type="button" value="Continue"/>
	5' x 10' x 8' 1st floor interior 1-2 Bedroom Home (Up to 1,200 sq. ft.)	\$75.00 per month	Move-in date <input type="text"/>	<input type="button" value="Continue"/>
	8' x 10' x 8' 1st floor interior 1-2 Bedroom Home (Up to 1,200 sq. ft.)	\$105.00 per month	Move-in date <input type="text"/>	<input type="button" value="Continue"/>
	10' x 10' x 8' 1st floor interior 2-3 Bedroom Home (1,200 - 1,600 sq. ft.)	\$130.00 per month	Move-in date <input type="text"/>	<input type="button" value="Continue"/>

Some participants had difficulty deciding what size storage unit they needed. Although most seemed to like the small graphics, they seemed to want to access some kind of calculator that would allow them to select a number of boxes, different items of furniture, etc.

Confusion over FAQs

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

Trucks Trailers Storage Boxes & packing supplies Locations

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 and trailer details
- Truck rental coverage
- Find a U-Haul location
- Look up your order

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 for my move?](#)
- [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?](#)
- [Can I pay with my credit card and have someone else pickup the equipment?](#)
- [Why is there a hold on my credit card and why does it take 3-5 business days to be removed?](#)
- [My friend/relative is going to drive my U-Haul rental truck for me. Will I be responsible if they get into an accident?](#)
- [How many people can ride in your trucks and are car seats safe?](#)

Some participants did not understand (or see) that the menu items on the left are for different sections of the FAQs. They were confused that they seemed to get different FAQs depending upon what page they accessed them from.

Visually tying the current section on the left to the list of FAQs on the right might help.

Additional Usability Issues

- The following are additional, less significant, usability issues identified:
 - One participant incorrectly assumed that the amount for the truck rental shown on the Trucks page or Select Pickup Location page was the total.
 - Some participants were annoyed at having to add the various parts of the truck rental price in their heads to get the total, on the Shopping Cart page (and that the total is not shown when checking out).
 - One part of site refers to "Utility Dolly (hand truck)" while another part just calls it "Hand truck", causing some minor confusion.
 - Minor confusion over "CSC" on Billing Info page.
 - Not clear to at least one participant that the input fields for Pickup and Dropoff locations can accept just a Zip code since that information disappears when they set focus to the field.
 - Participant missed the credit card fields on the Checkout/Billing Info page.
 - Map on Storage page showing "Most Locations in North America" is not clickable, although one user tried to click on it to choose location.
 - User clicked "Inside Storage" link on detailed page about storage facility not realizing that it was a link down the page to what she had already been looking at.
 - On detailed page about storage facility, clicked on "Continue" (or Add to Cart) button without first entering start date. Got error message.
 - User unclear about how to edit contents of Shopping Cart.
 - Minor confusion over the fact that he was told he should be on "u-haul.com" and he is apparently on "uhaul.com" (since it automatically redirects).
 - Users had trouble finding out about what will actually fit in the various size trucks. Wants more info.

Additional Usability Issues (cont)

- Additional usability issues (cont.):
 - Users unclear about mileage allowed for trip. How is that calculated? Could the trip be longer than that? Wants a mileage calculator.
 - User is worried about losing her place (info she has entered) in the rental process by going to look at FAQs.
 - User is unclear about the Handling Fee. Is it one-time or monthly? Wants more info.
 - When removing Medium Boxes from cart, user made wrong assumption about which button is which in the dialog box with "Cancel" and "Remove". Accidentally clicked on "Cancel" (the one on the left) when she meant to click on "Remove".
 - Users expect distances to be shown on the list of Pickup Locations when it is sorted by distance.
 - FAQs about Damage Coverage do not provide info the user wants.
 - User could not get to the "simple" page about the Damage insurance without going through the truck rental process again.
 - User expected to be able to click in Dropoff Location field without having to uncheck "Same as Pickup".
 - On the "Damage Protection" page (during the truck rental process), user wants more info on the coverages and costs (e.g., is it per day?)
 - User was confused by additional info listed on the left of the Shopping Cart page when it changed to show a different set of options after he zeroed out the boxes & supplies that were listed.
 - Most participants did not realize that you can get a free month of storage rental (at a U-Haul location) with the truck rental.

Suggestions for Improvement

- Participants in the study made the following suggestions for improving the site:
 - On the page listing Self-Storage results, it would be helpful to have a way of comparing the different places and seeing the cheapest one.
 - User wants Home button/tab at the top of all pages.
 - User wants FAQs link/tab at the top of all pages.
 - User wants selections across the top of the rental pages showing the different steps in the process and allowing you to jump back to a previous one.
 - User thinks it would be helpful to provide an "advanced search" option at the beginning of the truck rental process, to be able to specify more parameters.

Apparent Bugs

- Participants were confused by \$0.00 shown for Angels Self Storage.
- Searches for Self-storage Locations in Pittsburgh took an unusually long time. User assumed browser was hung.
- User did not get any feedback when she initially clicked the Continue button on the storage details page to select a storage space.