
Test of www.U-Haul.com CUE-9 Team F Addendum

Written for CUE-9

May 2011

Written by Team F

Approach and evaluation criteria

Team F consists of one person.

I watched each usability test video and made notes while I watched. I frequently had to stop the video to catch up with my note taking. I sometimes backed up 10-20 seconds to check exactly what was happening and where the participant clicked, or to get a quote completely right. Analyzing a video in this way took more than twice the time of the video.

After watching all 5 videos, I read through my notes and highlighted interesting findings, both positive and negative. I selected problem findings solely based on the impact they had on participants, regardless of whether the participants were aware of the problem or not.

A usability problem to me is a problem that

- causes participants to misinterpret important information from the website
- causes participants to overlook options that are substantially cheaper than what is immediately visible
- delays several participants,
- delays one participant, if few other participants visited the page in question, and if the problem matches usability findings from other websites
- causes several participants to complain.

Resources used for CUE-9 in person hours.

Activity	Day	1	2	3	4	5	6	7	8	9	10	Total
Preparing for the evaluation		1										1
Watching videos and taking notes			1	2	2							5
Analyzing results						2½	1					3½
Writing the report							1	4	3	2½	1	11½
Writing addendum and transferring results to Excel spreadsheet (not part of ordinary test)										3		3
Total		1	1	2	2	2½	2	4	3	5½	1	24

Comments on the evaluation

This evaluation has been quite realistic, even though I did not speak to the test participants or to the client. In connection with my analysis of the finding *Adequate liability coverage included only in SuperSafemove* I contacted U-Haul.

Usually, I make notes while I moderate a usability test. This test differs from an ordinary usability test in that I was able to back up on the video to get the quotes absolutely right. Backing up sometimes revealed that the actual quote was different from my first impression. Backing up the video also

allowed me to understand subtle interactions better than if I had only observed test sessions in real time, for example how participants scrolled on pages with maps.

Because of the nature of this study I have refrained from any kind of expert review. If this had been a commercial usability test, I would probably have analyzed the performance of the search engine a bit more.

Questions from the Organizer

1. How familiar were you with the company U-Haul before we announced that we would use it for CUE-9?

- I had heard of them and seen their vans on the road.

2. How familiar were you with U-Haul's website before we announced that we would use it for CUE-9?

- I had never heard of their website.

3. Approximately how many times have you rented a car?

- About 15 times

4. Approximately how many times have you rented a car on the web?

- About 8 times.

5. How much time did you spend analyzing U-Haul.com before you watched the first video?

- 5 hours

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

- Many times (more than 10 times per video). The analysis of each video took 2 - 2.5 times as long as if I had played the video without pausing it.

7. Did you watch all or parts of the videos several times? If yes, approximately how many times did you watch each part and how long were the parts of the videos that you watched several times?

- I watched 2-5 parts of each video several times mostly to get a quote absolutely correct or to determine a quick sequence of clicks precisely. Each part was 20 seconds or less.

8. Were there any burning questions that you would have asked the test participants during or after the video recorded sessions if you had been moderating the sessions? If yes, what were they?

- No