

Team U

CUE-9 Addendum

1. A description of your evaluation criteria

In my opinion, a usability problem is something that has a detrimental effect on the effectiveness or efficiency of a user journey, or the satisfaction the user has in that journey, i.e. it adversely affects the user's ability to complete their task without errors, in a reasonable time period, and with minimal confusion or frustration. I would add to this that, when carrying out a 'usability review' I usually also consider the wider user experience, i.e. as well as being usable, is the product/service offering the user something useful, and does it do so in a way that is compelling to the user and will encourage them to return.

2. Resources used for CUE-9 in person hours

Activity	Time taken in person hours
Review of materials and preparation for study	2 hours
Initial review of videos and note-taking	3 hours
Initial population of results spreadsheet	1 hour
Second review of videos, including recording timestamps	4 hours
Update of results spreadsheet	1 hour
Writing the report	5 hours

3. Comments on the evaluation

We do not usually use remote, unmoderated tests as the only method of gathering data, so this proved a different experience. I found it particularly constraining to be unable to probe the participant about comments that they had made or actions they had taken.

The other main difference was that we would usually include what we call "observed issues", i.e. usability issues that were not necessarily encountered by the participants during the testing, but were identified by the moderator as being potentially problematic, based on heuristics and/or moderator experience. This is then reported using a separate 'severity' rating. As this option was not available using the severity rating scale used here, it forced me to isolate only the issues that were actually identified by the user, either explicitly (encountered and mentioned), or implicitly (encountered but not mentioned).

Aside from that, the process of making notes, determining priorities (albeit using a different scale from usual) and writing up the findings was consistent with our usual methodology.

4. Other comments

I encountered problems with video U3, which appeared corrupted from 21 minutes. I was eventually able to get sound and video, albeit with occasional artifacting. I do not however believe that this had a significant effect on the ability to identify issues for that participant. Where the video problems caused any doubt about an issue, it was omitted from the results, unless corroborated by another participant.

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

Familiar with brand from time living in the US, but they do not have a presence in Europe. I have never had any direct contact with the company or their products/services.

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

Never seen or used it.

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

20

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

15

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

No time.

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

Approx 3-4 times per video.

11. 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 all videos twice, in their entirety. The first time to capture the issues and the second time to purely capture time-stamps for the issues.

12. 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?

I would have asked them to clarify their understanding of the tasks. For example, some participants saw the goal of the first task to be to find the "headline" rental charge, (i.e. minus any fees and taxes), while others saw it as finding the total "basket" figure including all charges. It was not clear from the task which was the case, which made assessing the accuracy of completion tricky.