



CUE-9
Review of U-Haul.com
Final Report

Team U

May 2011

- **Executive Summary**
- Project Background
 - ◆ Objectives of the study
 - ◆ Our approach
- Usability testing
 - ◆ Task success
 - ◆ Pre-test interview
 - ◆ Usability issues and recommendations
 - ◆ Post-test interview
- Summary & Next Steps

Executive Summary (1)



- The objective of this project is to determine the user experience provided by the U-Haul site, focusing particularly on its usefulness and usability. **57%** of all attempted tasks were completed with full success.
- The testing was conducted using remote, unmoderated sessions, using the [usertesting.com](https://www.usertesting.com) service.
- The testing analysis was conducted in **May 2011**.
- **5 participants** were recruited to represent prospective U-Haul customers.

Key findings:

- The overall task success rate was **71%** (average across all attempted tasks).
- **57%** of all attempted tasks were completed with full success.
- **23%** of all attempted tasks were either completed failed or the user mentioned that they would have given up.
- The site was generally well received and the processes proved intuitive and usable.
- There were a number of usability issues identified that had a negative affect on the overall user experience.

Executive Summary (2)



Key issues:

- There is inconsistency in the way some information is displayed throughout the site, for example; contact details, dealer ratings and some terminology.
- Some of the rates caused confusion, as it was not always clear what was included and what was not. Some rates were also not shown, causing further confusion.
- The site impaired the user's ability to move back through the journey at various places, e.g. returning to a results list from a listing detail page, or returning to the rental process from a contextual FAQ page.
- At various places in the rental process, additional options were offered to the user, e.g. supplies and tools. Although this was welcomed, the benefit was diminished by the fact that many of the options were pre-selected and often got accidentally added to the shopping cart.

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Objectives of the study



The objective of this project is to determine the user experience provided by the U-Haul site, focusing particularly on its usefulness and usability. Specifically, we aim to determine:

- Can the users locate U-Haul dealers in a local area?
- Can the users accurately find and purchase the correct combination of products and services to meet their needs?
- Can the users find content that informs their rental/purchasing decision?

Our approach



- The testing was conducted using remote, unmoderated sessions, using the [usertesting.com](https://www.usertesting.com) service.
- The testing analysis was conducted in **May 2011**.
- **5 participants** were recruited to represent prospective U-Haul customers.
- Test participants adopted a “think aloud” protocol to enable deeper insight into thought and decision processes
- Each task was retrospectively given a success score between 0% and 100% (this was determined by the tester and not supplied by the user)
- Each reported issue includes practical recommendations for changes and future work based around test objectives.

Recruitment



- The following participants were recruited for this study

Participant	Sex - Age	Occupation	Web savvy
U1	M-24	Missionary	Average
U2	M-52	Small business manager	Average
U3	F-62	Retired. Formerly television news producer, then licensed paralegal.	Average
U4	F-36	Housewife	Average
U5	M-31	Sales and marketing	Average

Task list (1)



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.

An overview of the **tasks**:

- **Task 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
Success: Find total price including any additional fees and charges.
- **Task 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?
Success: Find answer to question in FAQs
- **Task 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.
Success: Find monthly cost of suitable storage unit near home

Task list (2)



- **Task 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.
Success: Find phone number for pick-up location used in task 1
- **Task 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.
Success: Purchase boxes and rent dolly and moving blankets.
- **Task 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?
Success: Confirm that damage is covered by coverage policy
- **Task 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.
Success: Find closest suitable pick-up location to given address.

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Completion Rates



Task Completion

Each step/task that a participant undertook was given a completion score based on the following scale:

- **100%** - Participant completed the task/step to the desired success state with minimal deviations
- **75% - 25%** - Participant completed task/step to varying levels of success with increasing confusion or deviation from task
- **0%** - Participant failed to complete the task or were under the impression they had completed the task when they had not. Participant may have indicated that outside of the test environment, they would have given up on the task.

Completion Rates/Task ratings - Overall



Task Completion

- All participants attempted all 7 tasks
- 35 tasks were attempted in total across all participants
- The overall task success rate was **71%** (average across all attempted tasks)
 - ◆ **20 task-attempts (57% of total)** were completed successfully to the agreed end-point (100%)
 - ◆ **7 task-attempts (20% of total)** were completed with either partial success (25%-75%)
 - ◆ **8 task-attempts (23% of total)** was not successfully completed (either incorrectly completed, or the participant gave up) (0%)

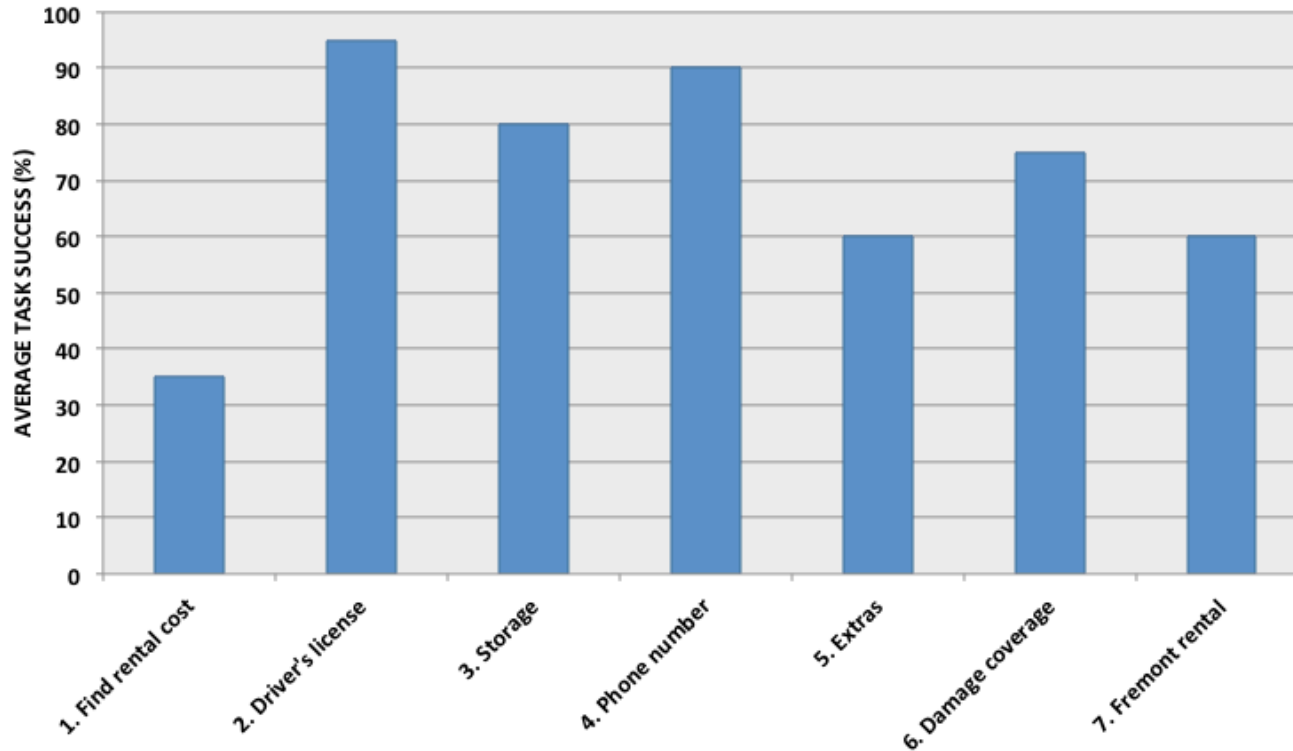
Task Success: Could they do it? (1)



TASK	SUCCESS RATES (%)						
	U1	U2	U3	U4	U5	Average	
	1. Find rental cost	75	0	0	0	100	35
	2. Driver's license	100	100	100	75	100	95
	3. Storage	100	0	100	100	100	80
	4. Phone number	100	75	100	100	75	90
	5. Extras	25	100	75	0	100	60
	6. Damage coverage	75	100	100	100	0	75
	7. Fremont rental	100	100	0	0	100	60

- On task 1 many users used the headline rate, without progressing further to determine the total rate (including any taxes & fees)
- On task 5, many users purchase the dolly and/or the blankets, rather than renting them.
- On task 7, the score was brought down by two participants failing to find the correct location.

Task Success: Could they do it? (2)



- On task 1 many users used the headline rate, without progressing further to determine the total rate (including any taxes & fees)
- On task 5, many users purchase the dolly and/or the blankets, rather than renting them.
- On task 7, the score was brought down by two participants failing to find the correct location.

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Pre-test questionnaire



All participants were asked about their knowledge of U-Haul:

- **U1** - is familiar with U-Haul. Has used the website to find the price of a tow dolly. It turned out to be too expensive.
- **U2** – is familiar with U-Haul. Rented a U-Haul truck and a trailer years ago. Has not used the U-Haul website.
- **U3** - has rented U-Haul truck twice to help friends move and once for herself to move some furniture because it was a little cheaper than what the furniture store wanted to deliver it
- **U4** - is very familiar with U-Haul. They have moved many, many times using Uhaul trucks. They have also rented a climate-controlled storage facility from U-Haul.
- **U5** - knows U-Haul well. Sees their trucks in many places. Rented a truck from them about 7 years ago, cross-town rental. Does not recall if he used the website 7 years ago.

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Ranking of Usability Issues



Issues are identified and advice given on resolving problems. The issues have been classified as follows:

Rating	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.

Home page (1)



U-HAUL Your moving and storage resource.

[Sign in / look up order](#) [View shopping cart](#)

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

Search

In-Town moves from
\$19⁹⁵
Plus mileage



Rental trucks and trailers

Get rates, availability and deals in your area.

Pickup date

mm/dd/yyyy



Pickup location

Zip/postal code or city, state

Dropoff location ☒ Same as pickup

Zip/postal code or city, state

Get rates

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

FREE
month

Self-storage

Get your first month free with any one-way truck or trailer rental at participating locations.

U-Box portable storage

Fill up our new moving pods and we'll store them or move them to your new place.



Moving Helpers®

View customer-rated movers in your area.

Loading
Packing
Driving
Cleaning

Moving supplies

Get **free standard shipping** on all orders over \$25.



[Boxes](#)
[Tape](#)
[Packing supplies](#)
[Hitches & towing](#)

Rentals

[Moving trucks](#)
[Trailers & towing](#)
[U-Box moving containers](#)
[Dollies & furniture pads](#)
[Carpet cleaners](#)
[Damage coverage](#)
[U Car Share](#)

Storage

[Self-storage units](#)
[U-Box portable storage](#)
[Storage for your business](#)
[Locks & supplies](#)
[Storage trucks](#)
[Student storage & shipping](#)

Products and services

[Boxes & packing supplies](#)
[Trailer hitches](#)
[Propane & grilling](#)
[Moving Help®](#)
[Used trucks for sale](#)
[Box exchange](#)

Company info

[About U-Haul](#)
[Media & Public Relations](#)
[Social media directory](#)
[SuperGraphics](#)
[Career opportunities](#)
[Business services](#)
[Become a Dealer](#)
[Supply & purchasing](#)

Customer service

[Sign in / look up order](#)
[Contact us](#)
[Frequently asked questions](#)

[Investing](#)
[Common Stock](#)
[Preferred Stock](#)
[U-Haul Investors Club](#)

Clear services (P)

The home page provides a clear description of key services.

FAQs (I)

The FAQs were used extensively and would benefit from a prominent location in the main top nav.



Recommendation: Include an FAQ link in the top navigation.

Home page (2)



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

Trucks Trailers Storage Boxes & packing supplies Locations



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



Rental trucks and trailers

Get rates, availability and deals in your area.

Pickup date

Pickup location

Dropoff location ☒ Same as pickup




Self-storage

Get your first month free with any one-way truck or trailer rental at participating locations.

[U-Box portable storage](#)


Fill up our new moving pods and we'll store them or move them to your new place.



Moving Helpers

View customer-rated movers in your area.

Loading
Packing
Driving
Cleaning



Moving supplies

Get **free standard shipping** on all orders over \$25.

[Boxes](#)
[Tape](#)
[Packing supplies](#)
[Hitches & towing](#)

Rentals	Storage	Products and services	Company info	Customer service
Moving trucks Trailers & towing U-Box moving containers Dollies & furniture pads Carpet cleaners Damage coverage U Car Share	Self-storage units U-Box portable storage Storage for your business Locks & supplies Storage trucks Student storage & shipping	Boxes & packing supplies Trailer hitches Propane & grilling Moving Help Used trucks for sale Box exchange	About U-Haul Media & Public Relations Social media directory SuperGraphics Career opportunities Business services Become a Dealer Supply & purchasing	Sign in / look up order Contact us Frequently asked questions Investing Common Stock Preferred Stock U-Haul Investors Club

Cart link (C)

The shopping cart label/icon does not provide any indication of the number of items currently added, which resulted in a number of users being unsure if items were currently in the cart.

Recommendation: Include number of items in cart in brackets after text, e.g. "Shopping Cart (3)"

Holding text (C)

The location fields contain 'holding text', that provides some guidance on the type of entry required. Because this text disappears when the user clicks on the field, the user loses this guidance and this caused occasional hesitation as they worked out the type/format of data to enter.

Recommendation: Remove from within the field and locate under the field in small font.

Truck rental (1)



Flexible location fields (P)

The location fields are flexible and deal with a variety of input formats.

Drop-off location (C)

Currently the user cannot select the drop-off location field until the "Same as pickup" check-box is un-checked. This caused some very slight hesitation.

Recommendation: Enable the drop-off field if the user clicks on it, unchecking the "Same as pickup" field at the same time.

Rental trucks and trailers

Get rates, availability and deals in your area.

Pickup date

05/24/2011



Pickup location

Darlington Rd. in Pittsburgh, P

Dropoff location



Same as pickup

Emerson St. in Denver, CO 80

Get rates ►

Truck rental (2)



Mileage (I)

When renting a truck with different pick-up and drop-off locations, it would be useful to provide an approximate mileage between the two locations so users could compare this distance with the distance covered by the rental cost.

Well-located FAQs (P)

The rental FAQs are well located within the context of the rental process.

Return from FAQ (B)

If the user enters the rental FAQs from within the rental process, there is no easy way to return to the rental process (users resorting to the browser back button).

Recommendation: Include a link on the FAQ page to allow the user to return to the process from which they came.

Rates (A)

The rates shown in the truck booking process do not include taxes and fees, though this is not made clear, leading some users to believe this was the total price.

Recommendation: Include note under each price clarifying that this figure does not include fees & taxes.

Rates for Pittsburgh, PA to Denver, CO on 5/24/2011

[Frequently asked rental questions](#)



Trucks



Trailers



Vehicle towing



Truck and towing



Truck and trailer

All rates include up to 6 days of use and 1715 miles.

10' truck



Studio/Apartment

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

\$1,115.00

[Continue](#)

14' truck



Apartment up to 2 bedrooms

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

\$1,165.00

[Continue](#)

Truck rental (3)



Rates for Pittsburgh, PA to Denver, CO on 5/24/2011

[Frequently asked rental questions](#)



Trucks



Trailers



Vehicle towing



Truck and towing



Truck and trailer

All rates include up to 6 days of use and 1715 miles.

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

Indication of capacity (I)

In the same way that storage units utilise a graphic to give an indication of storage space - a similar approach to better describe the truck capacity would prove useful.

Recommendation: Use a similar graphical approach to the storage units, e.g. showing a truck loaded with common items, e.g. sofa, bed, fridge, boxes, etc.

Truck rental (4)



Map (P)

The inclusion of a map to show the proximity of U-Haul locations to a given point helps the user to quickly determine the most appropriate location for them, taking into account different routes.

Update Map (B)

The location map features an input field and button where the user can enter a new address and update the map. However, its prominent location and labeling convinced a number of users to re-enter the address in this field before continuing, despite the correct location already being shown on the map.

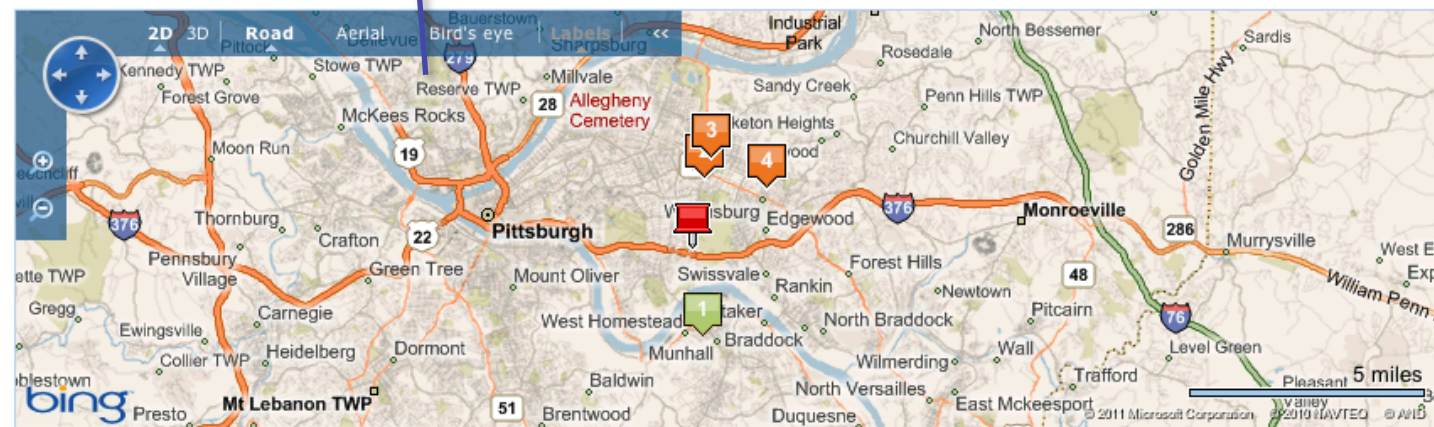
Recommendation: Replay the current location to the user in the map title and change field text to “New address”.

Select pickup location and time

Your address

Update map

✓ Your reservation is guaranteed or we will give you \$50. [Learn more](#)



Truck rental (5)



Contact number missing (A)

The contact number for a location is inconsistently displayed: The numbers are generally shown in the results from a location search but are missing when viewing pickup locations during the rental booking process.

Recommendation: Ensure that location details are displayed consistently in all areas of the site and that the contact number is always shown. If no number is available then this should be noted.

Direct contact details provided (P)

Direct contact details are provided for locations.



[U-Haul at Washington Blvd](#)

1052 Washington Blvd
(N Of Penn Av)
Pittsburgh, PA 15206

(412) 361-5580

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

2



U-Haul at Washington Blvd

1052 Washington Blvd
N Of Penn Av
Pittsburgh, PA 15206 809

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

\$1,165.00

Continue

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

Truck rental (6)



Return to results list (B)

When viewing the details of a specific dealer, there is no easy way to return to the results list (users resorting to the browser back button).

Recommendation: Provide a “Return to results” link in top-left corner between the top nav and the location details panel.

U-HAUL *Your moving and storage resource.*

Trucks

Trailers

Storage

Boxes & packing supplies

Locations



U-Haul at Washington Blvd

Address

[1052 Washington Blvd](#)
[\(N Of Penn Av\)](#)
[Pittsburgh, PA 15206](#)

(412) 361-5580

Hours

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

Equipment

Moving supplies

Trailer hitches

Propane

Get truck and trailer rental rates

Truck rental (7)



Coverage payment (C)

Although it is assumed that the coverage price shown is a one-off payment, it is not 100% clear that this is not a per-day amount.

Recommendation: Clarify by adding “(one-time payment)” below price.

Damage protection

Credit cards and most auto insurance policies do not cover damage or theft to rental equipment, even if they cover damage to rental cars. As a result, we proudly offer protection packages to relieve you of responsibility for damage to our equipment. Please choose one.

Truck rental coverage

- ☒ **Safemove®** **\$105.00**
Most popular
Covers damage and theft of U-Haul trucks, damage to your belongings and includes medical/life protection for you and your passenger. *Up to \$80,000 in potential benefits.*
- ☐ **Super Safemove®** **\$203.00**
Covers everything Safemove does, plus you receive \$1,000,000 in liability coverage for damage you cause to other vehicles or property if you are in an accident. *Up to \$1,000,000 in potential benefits.*
- ☐ **Immediately reimburse U-Haul for damage.**
The rental truck you have selected has an approximate value of: \$27,012 USD.
Credit cards and most auto insurance policies do not cover damage to rental trucks.

Continue ►

Truck rental (8)



Additional items (P)

The rental process provides the user with useful additional items for consideration, to rent or purchase, e.g. dollies, boxes, etc. which significantly reduced the task time on occasions and helped to increase user trust in the site.

Opt-out approach to rental (A)

During the truck rental process, additional rental items, such as the dollies and the furniture pads are automatically added to the rental, unless the user resets quantities to zero. This 'opt-out' approach caused significant confusion and annoyance, though most users realised what was had happened and could rectify.

Recommendation: Set all item quantities to zero to avoid accidental rental.

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

Truck rental (9)



Pre-selected items (B)

The "other customers needed" list of packing supplies included pre-filled quantities for many items. This caused some users to add items to their cart that they did not want/need and caused others to slow down as they zeroed out unwanted items.

Recommendation: Set all item quantities to zero to avoid accidental addition to cart.

Customers who rented a 14' truck needed:

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

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

Total: \$164.19

Add to cart

Storage rental (1)



Clear feature listing (P)



The storage unit descriptions provide clear, bulleted feature listings.

Difficult to compare rates (B)

The initial storage provider list provides no indication of rates, e.g. "Rates from n", meaning that the only way to compare rates is to check each provider in turn, which will prove time-consuming.

Recommendation: Include an indication of rates, e.g. "Rates from n" on the results page.

Self-storage locations in or near Pittsburgh, PA 15217

1		COMPASS SELF STORAGE #251 6921 Fifth Avenue Pittsburgh, PA 15208 (412) 441-6666 ★★★★★ 4 reviews	Rooms Inside Storage	Features Boxes and Moving Supplies Truck and Trailer Rentals Climate Controlled Storage Low cost tenant insurance Fenced/Walled Perimeter	View rates
	View photos Driving directions 1.5 miles				
2		GUARDIAN STORAGE SOLUTIONS 1002 E. Waterfront Drive Munhall, PA 15120 (866) 608-5303	Rooms Outside Drive Up Storage Inside Storage	Features Boxes and Moving Supplies Truck and Trailer Rentals Climate Controlled Storage Low cost tenant insurance Onsite fax and photocopy	View rates
	View photos Driving directions 2.2 miles				

Storage rental (2)



Effective use of graphics (P)

The use of pictures for key products, e.g. trucks, storage units, boxes, etc. does an effective job of describing the product to the user.

Storage calculator (I)

Some users requested some form of storage calculator, to help them calculate the size of storage unit or truck that they would need given the items they had to store.



Inside Storage

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



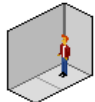
5' x 5' x 10'

\$51.00
per month

Move-in date

Continue ►

2nd floor interior
Miscellaneous storage (Up to 2 rooms)



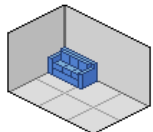
10' x 5' x 10'

\$78.00
per month

Move-in date

Continue ►

2nd floor interior
1-2 Bedroom Home (Up to 1,200 sq. ft.)



10' x 15' x 10'

\$188.00
per month

Move-in date

Continue ►

1st floor interior climate controlled
2-3 Bedroom Home (1,600 - 2,000 sq. ft.)

Enabled continue button (C)

The add to cart buttons ("Continue" in this example) are enabled at all times, even if pre-requisite information, e.g. rental date, has not been entered, causing error messages.

Recommendation: Only enable the continue/add-to-cart button when all requisite information has been provided.



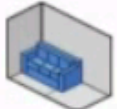
Storage rental (3)



Confusing rates (A)

Some storage locations show their rates as \$0, causing significant confusion and making the user question if this was free storage related to the truck rental.

Recommendation: Ensure all rates are accurately displayed. If a zero rate is accurate then clearly communicate to the user the reason behind this.

	5' x 5' x 8' 1st floor interior Miscellaneous storage (Up to 2 rooms)	\$0.00 per month	Move-in date <input type="text"/>	<input type="button" value="Add to cart"/>
	5' x 5' x 4' 1st floor interior Miscellaneous storage (Up to 2 rooms)	\$0.00 per month	Move-in date <input type="text"/>	<input type="button" value="Add to cart"/>
	5' x 10' x 8' 1st floor interior 1-2 Bedroom Home (Up to 1,200 sq. ft.)	\$0.00 per month	Move-in date <input type="text"/>	<input type="button" value="Add to cart"/>

Locations (1)



Location box (C)

The find location box is not wide enough to display a full (street, town, state, zip) address.

Recommendation: Increase the width to accommodate an average (street, town, state, zip) address format.

Information retention (P)

The key fields across the site, e.g. location, retain the last entered information.

Find a U-Haul location

Darlington Rd. in Pittsburgh, PA

Find locations

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 |

Locations (2)



No distance shown (B)

The location search results are sorted by distance but do not display the results' distances from the searched location on certain pages: The distances are shown for the storage providers, but not for u-haul locations.

Recommendation: Display the distance from the provided location.

Diverse locations (C)

The U-Haul locations appear very diverse, which caused slight confusion for users, who appeared to expect branded U-Haul agents, but also found results for more unlikely locations such as food marts and auto repair shops.

Recommendation: Describe the location's association with U-Haul, e.g. Main dealer, associated dealer, etc.

Sort by: Distance

Rank	Location Name	Address	Hours	Features	Price	Reviews
1	U-Haul at Washington Blvd	1052 Washington Blvd N Of Penn Av Pittsburgh, PA 15206 809	Mon-Thur: 8 am - 6 pm Fri: 7 am - 8 pm Sat: 7 am - 7 pm Sun: 9 am - 6 pm	Free towing inspection Propane pay at pump 24 hour dropoff	\$1,165.00	94 reviews
2	Homestead Food Mart	238 E 8th Ave Homestead, PA 15120 809	Mon-Sat: 12 pm - 9 pm Sun: Closed	24 hour dropoff	\$1,165.00	3 reviews
3	Angels Self Storage	8030 Bennett St Pittsburgh, PA 15221 809	Mon-Sat: 10 am - 5:30 pm Sun: Closed (On call)	24 hour dropoff	\$1,165.00	

Dealer reviews (C)

The approach to dealer reviews seems inconsistent, with many locations having no review/rating displayed.

Recommendation: Consistently show ratings. If not ratings have been received for a particular dealer, mention this.

Moving supplies (1)



Terminology (C)

Some terminology is inconsistent throughout the site, for example the "Utility Dolly" on one page is referred to as a "Hand Truck" on another.

Recommendation: Where at all possible, use consistent terminology throughout the site.

Renting vs. Buying (B)

Some items can be rented or purchased, e.g. furniture pads and utility dollies. However, it was not always clear to the user whether they were renting or purchasing, or how to choose the alternate option.

Recommendation: Clearly state whether an item is for rental or sale. Also, when an equivalent item can be rented/purchased, provide a link to that item.

Social network links (C)

The social networking links appear overused and are of questionable benefit to the user.

Recommendation: Determine a social networking strategy for the site and only show social links when there is a clear user benefit, otherwise they only serve to clutter the page.

Hand Truck

Price: \$39.95

☐ Ship this ☒ Pick up in store

U-Haul at Washington Blvd

Only 1 left in stock - Order now

[Change location](#)

Quantity 1

Add to cart

[Share](#) | [f](#) [t](#) [t](#)

Moving supplies > [Moving/lifting tools](#) > Hand Truck

SAVE YOUR BACK!
REDUCE LOAD/UNLOAD TIME BY 50%



Moving supplies (2)



No link to rental (B)

The "Dollies, hand trucks, furniture pads and waterbed pumps" page provided no clear link to rent the items described.

Recommendation: Provide links here to allow the user to add these items to their cart.

Dollies and furniture pads



Move like a pro! Save time and prevent damage to your belongings by renting our dollies, hand trucks and furniture pads.

All U-Haul dollies, hand trucks and furniture pads are **available to rent individually** at any of our [U-Haul locations](#) or add them to any [U-Haul moving equipment online reservation](#).



Utility dolly (Hand truck)

Ideal for moving apartments, the best choice for moving boxes, appliances, furniture and more.

Lightweight and easy to use.

- Climbs up and down stairs
- One hand maneuverability
- Easy to use on ramps
- Cuts loading time by 50%
- Large, soft non-mar tires

In-town rental, only \$7

One-way rental, only \$10

Shopping Cart (1)



Rental equipment



[14' truck](#)

\$1,165.00

(Due in store)

Pick up

6/15/2011

[U-Haul at Washington Blvd](#)

Drop off

6/21/2011

Denver, CO

[Damage coverage](#)

\$105.00

(Due in store)

Safemove®

[Additional rentals](#)

\$0.00

(Due in store)

None selected

[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 ►

Environmental fee (P)

In the cart, the environmental fee line item is hyperlinked so the user can find out more.

Extra fees (C)

Listing extra fees, e.g. environmental fee, separately caused some annoyance and, in some cases, meant that some users missed it.

Recommendation: Consider rolling extra fees into the rental fee where possible.

No total rental cost (B)

In a rental-only scenario, the total amount payable on pick-up is not shown - the cart only shows that there is nothing payable today. This forces the user to calculate the total themselves from the line items.

Recommendation: Show total due on pick-up as well as total due today.

Shopping Cart (2)



Rental equipment



[14' truck](#)

\$1,165.00

(Due in store)

Pick up

6/15/2011

[U-Haul at Washington Blvd](#)

Drop off

6/21/2011

Denver, CO

[Damage coverage](#)

\$105.00

Safemove®

(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 ►

Editing items (B)

It is not clear how to edit the items or quantities in the cart, particularly the "Additional rentals".

Recommendation: Include an (edit) link next to those items that link to another page in order to edit.

Handling fee (B)

The "Handling Fee" (storage rentals) offers no explanation for its purpose or inclusion, causing some confusion. It was also unclear if this was a one-off fee or a monthly recurring fee.

Recommendation: Include contextual help for this item, in the same way as with the environmental fee. Also make it clear if this is a recurring fee.

Handling fee

\$6.95

Shopping Cart (3)



Deleting items (C)

The process for deleting an item from the cart was not always obvious. This appears to be mainly problematic when a quantity is also shown, as users attempt to set the quantity to 0.

Recommendation: Consider replacing the trash icon with a slightly larger, higher contrast icon. Also allow the users to set the quantity to zero to remove the item.





Changing page content (C)

When items are removed from the cart, the content on the left of the page changes, which some users found slightly disorientating.

Recommendation: Keep the rest of the page content consistent when performing operations on the shopping cart.

Moving supplies

(Pick up at U-Haul at Washington Blvd)

	Small Moving Box	<input type="text" value="14"/>	\$23.80
	Medium Moving Box	<input type="text" value="20"/>	\$41.40
	Large Moving Box	<input type="text" value="8"/>	\$24.00
	Shorty Wardrobe® Box	<input type="text" value="2"/>	\$15.90

Deleting items (C)

When deleting an item from the cart, the remove and cancel buttons are given equal visual prominence, resulting in momentary hesitation and occasional mis-clicks.

Recommendation: Have a prominent Remove button and a more subtle cancel button/link.

Are you sure you want to remove all your rental equipment items?

Cancel

Remove

Checkout (1)



Useful summary (P)

The checkout page provides a useful summary, confirming the key points of the rental and the 'next steps'.

Contradictory information (C)

The summary indicates that the user will be contacted to arrange a pick-up location, despite this already having been selected by the user. This caused some confusion.

Recommendation: Ensure that choices made by the user during the rental/purchase process are reflected accurately in this summary.

Order summary

- You are reserving a **14' truck** on Wednesday, June 15, 2011. Your preferred pickup location is **U-Haul at Washington Blvd**. A local U-Haul representative will contact you by 6pm on Tuesday, June 14, 2011 to schedule you at the most convenient location with available equipment.
- You can pick up your **moving supplies** at **U-Haul at Washington Blvd** any time during normal business hours.
- You have a **storage** move-in date of 5/26/2011 at ***Stor-All Storage**.

Checkout (2)



No progress wheel (C)

Some transactional steps (e.g. searching) display a 'progress wheel' while the website fetches information, while others (e.g. checkout) do not. This inconsistency risks causing confusion or concern that the site is not responding.

Recommendation: Ensure that any processing/transaction time when the user is unable to interact with the site, is communicated in a clear and consistent manner.

No return to cart (B)

Once in the check-out process, there is no easy way to return to the shopping cart (users resorting to the browser back button).

Recommendation: Provide the user with a route back to the basket. Ideally, the checkout should be part of a progress display at the top of the page, which can be used to navigate back to previous steps in the process.

Checkout

All fields are required, unless indicated otherwise.

Billing info

First name

Last name

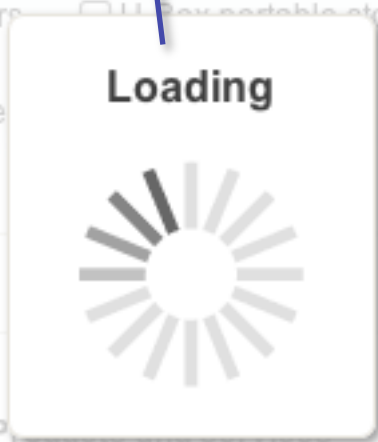
Credit card

Billing address

Apt or suite #

CSC [What's this?](#)

Expiration



FAQ (1)



U-HAUL

Your moving and storage resource.

Sign in / look up order

View shopping cart

TrucksTrailersStorageBoxes & packing suppliesLocations

Search

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

Contact us

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 need?

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?

What type of gas is used for your trucks and approximately how many miles per gallon should I expect?

In the event that I have trouble with the equipment, what should I do?

Do I need to stop at the weigh stations?

Can I take a U-Haul truck across the U.S./Canadian border?

What does U-Haul do with the money collected as an environmental fee?

How will I know where to drop off my equipment?

How much gas needs to be in the tank when I return a truck?

Is my reservation guaranteed?

How can I modify or cancel an existing reservation?

How do I get a copy of my receipt?

What hours are you open?

Below are our most common business hours, however, be sure to check our [location finder](#) for the most up-to-date and accurate hours and to find locations that offer [after hours equipment drop off](#).

Centers (Company stores)

Independent dealers

Mon - Thurs 7am - 7pm

Varies

Friday 7am - 8pm

Varies

Extensive FAQs (C)

The FAQ section contains considerable content, split over several sub-sections, which can make it difficult to find the correct information.

Recommendation: Provide a search function for the FAQs, e.g. “Type in your question...”, to save the user having to parse the entire list.

Insurance coverage (1)



Exclusions

All exclusions are explained in the Rental Contract and Document Holder.

*New York locations have a \$150 Damage Waiver deductible with Safemove and Super Safemove ®.

Safemove and Super Safemove ® are subject to exclusions set forth in the U-Haul rental contract addendum.

Safemove and Super Safemove ® are not available for U-Haul pick-up and van rentals. Ask your representative about our Collision Damage Waiver(CDW).

Super Safemove ® is not available in all states and is not available in Canada. Ask your local representative for details. Due to the reason of increased repair costs, Safemove, Safetow and Super Safemove ® rates are often times dynamic and vary from city to city.

Safemove, Super Safemove ®, CDW and Safetow will not cover theft of your rented U-Haul equipment if, in fact, it is determined that neglect played a role in its disappearance, and at no time will Safemove, Super Safemove or Safetow cover theft of your owned motor vehicle, accessories, or personal contents in the towed trailer or rented truck.

Mechanical damage including damage to the transmission or drive train as the result of attempting to rock the truck back and forth when stuck in the ice, mud or snow, is specifically excluded with Safemove, Super Safemove coverage. In the event you experience this situation, please call 1-800-528-0355 for assistance. For a list of other exclusions, see the rental contract addendum and certificate provided with your rental contract. These programs may or may not be in excess of what your current insurer already provides. Please check with your insurer to see if your insurance will cover rental trucks and trailers.

The purchase of Safemove and Super Safemove ® is not required in order to rent a U-Haul truck or trailer but **many personal auto policies do not cover rental truck or trailer rentals**. However, your personal insurance policy providing coverage on an owned automobile, or other personal policy, may provide additional coverage, and to the extent, ALI may provide a duplication of coverage. You should check with your insurance carrier prior to your rental.

The protection afforded by ALI (if it is accepted), is primary to your own policies. See ALI policy for exclusions.

Super Safemove ®; an additional liability coverage, should there happen to be a bodily injury or property damage claim made against you during the course of your U-Haul rental. Super Safemove ® also provides a damage waiver, cargo protection and medical life protection for "all around" coverage. You and authorized drivers are covered while driving your U-Haul rental truck within the United States and Canada, but only if the truck is rented and returned in the United States. ALI safeguards your personal insurance policy for the first \$1,000,000 of losses. Your personal auto policies may or may not cover rental trucks. Your policy should be thoroughly checked for the terms and conditions associated with rental trucks. If you are not sure of the extent of your policy's coverage, ask your insurance agent or your insurance company (U-Haul representatives and agents are not qualified to evaluate the adequacy of your personal auto policy). **No credit card companies cover rental trucks**. As with any policy, you should check the extent of the coverage carefully with the card issuer. All exclusions, terms and conditions are stated in the policy; it is important that you read the policy carefully.

The additional liability coverage portion of Super Safemove is subject to the terms and conditions, benefits and exclusions as set forth in this [Ace American Insurance Company policy](#) and the [Texas Amendatory](#).

Repwest Insurance Company is a United States insurance company incorporated under the laws of the State of Arizona and is licensed to sell insurance products in all states and the District of Columbia, excluding Hawaii and Canada. All products are not offered in all states. Please refer to the product pages for applicable states of coverage. The descriptions of Repwest Insurance Company's insurance products and services on this World Wide Web site are provided for your general information. The insurance products and services are subject to the terms and conditions of the policies issued. Please review your policy when received for complete information. Product availability varies by state. Republic Western Insurance Company makes no representation that the content provided is applicable or appropriate for use in other locations.

Safemove, Safestor and Safetow are subject to exclusions set forth in the U-Haul rental and storage rental contract. Safemove, Safestor and Safetow are not liability insurance and each is optional. Some portions of these protection packages are underwritten in the USA by Repwest Insurance Company, Phoenix, Arizona. In Canada, some portions are underwritten by Chubb Insurance Company. In Hawaii, some portions are underwritten by National Union Fire Insurance Company, Pittsburgh, Pennsylvania. Customers owning real or personal property may have policies that provide similar coverage elements (check your policies). Any questions, call 1-800-528-0463, ext. 672102. To report claims, call: 1-800-528-7134, To report a claim in Canada, call: 1-800-661-1069 and to speak to a licensed agent in Canada, please call: 1-888-736-7223.

Dense text (C)

The details of the insurance coverage are provided as dense blocks of text, making it more difficult for users to parse and find the information they are looking for.

Recommendation: Where possible, use bullets, tables or graphs to convey the information as these are far quicker and easier to read and understand.

Search (1)



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](#)



[Quilted Pads](#) - \$14.95

Heavy duty quilted furniture pad is ideal for preventing nicks and scratches while moving or storing valuables.

[Moving supplies](#) > [Protective stuff](#)

[Moving supplies](#)

[Dollies, hand trucks, furniture pads and waterbed pumps](#)

Our additional rental items help make your move easier and protect your personal belongings.

[Exchange post](#) - Beverly, MA 01915

[Exchange posts](#)

moving boxes available - various sized moving boxes and some packing material

[Read more](#)

Search results (B)

The search results do not always adequately explain their relevance, i.e. why that particular result has been returned for a given set of search criteria.

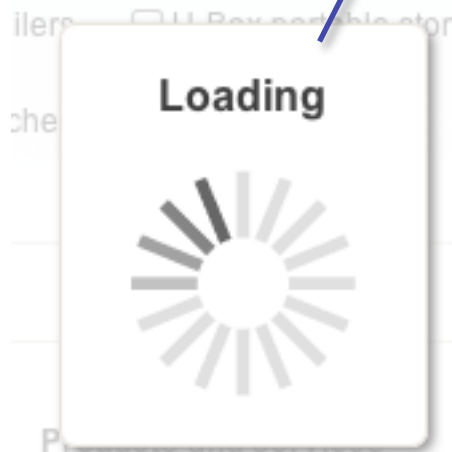
Recommendation: Always explain to the user why particular results have been returned, ideally by providing a description of the result (as has been done here) and highlighting the search term within this.)

Misc (1)



Stalling progress wheel (X)

On some occasions the 'progress wheel' froze during an operation, leaving the user unclear as to whether or not the operation had failed or was still in progress.



- Executive Summary
- Project Background
 - ◆ Objectives of the study
 - ◆ Our approach
- **Usability testing**
 - ◆ Task success
 - ◆ Pre-test interview
 - ◆ Usability issues and recommendations
 - ◆ **Post-test interview**
- Summary & Next Steps

Post-test interview (1)



What did you like most about U-Haul's website?

- It was pretty easy to use **(U1)**
- The top menu bar made it extremely easy to navigate to the type of rental that you want and the location search made it easy to find the nearest location. I also liked the speed of the website. **(U2)**
- When I clicked on a link, I had an expectation of what I would see on the next page. U-Haul's website delivered what I expected to see, so it made navigation of the site extremely easy. Also, when asked to do another task, each link was where I expected to find it. I didn't have to search for anything. There was something fun about going through the different steps to complete each task. I found the site very enjoyable. **(U3)**
- I most liked that the site was easy to navigate and finding what I was looking for was almost always quick and straight forward. I liked that I was walked step by step through the process of renting a truck and choosing all of the extra options. I liked that there were maps of U-Haul locations as well as photos and driving directions. I liked all of the extras I was offered links to such as help moving and storage units. **(U4)**
- I liked the homepage set up and design. I felt like it was very easy to start looking for prices and information. **(U5)**

Post-test interview (2)



What is most in need of improvement?

- Finding out if I'm liable if my truck gets vandalized. **(U1)**
- The FAQs need to be on top of each page, not in very small print on the bottom of the page. When going through the checkout process and adding supplies/boxes I should not have to delete items that I did not select as was the case when I wanted boxes. It appears that your site automatically includes some supplies. **(U2)**
- I would have appreciated exact mileage from the zipcode or exact address I entered to each pick-up or drop-off location. Having a little more clarity on what will fit in each truck would be helpful. Instead of simply saying, fits 1-2 bedroom apartment, if it could show me a photo, drawing, or description of all of the items that would be expected from a 1-2 apartment that would fit in each size truck. **(U4)**
- I think the one thing that would have helped me the most was a numbered/steps section that told me what was happening during the reservation process. e.g. 1. Look for trucks/rates. 2. Cover Your Rental 3. Order Supplies 4. Find Storage 5. Review 6. Confirm. This would have given me more confidence in understanding that I was moving through the process appropriately and that I would have opportunities to make important selections in the process. **(U5)**

Post-test interview (3)



What is most in need of improvement?

- I ran into a bit of a problem in the storage section (I believe it was Task #3). The page seems to freeze, and you can see in the video how I tried to work around the situation two or three times. It finally worked, but I'm not sure what caused the site to hang up at that point. I'd like to see an icon on each page that indicates the page is loading. It was on some, but not all pages. There were a few times that I wasn't sure if my click had "gone through" or if I needed to click a link or button again. I'd love to see a calculator in the storage section where I could enter the size and number of boxes I need to store and it would generate a suggested size of storage compartment. Even though the square footage of each unit is listed, I'm terrible with math and had to guess at the size I needed. It would be helpful to have this in the truck rental section, too. (If it is there, I didn't notice it....) Also, on the page where I was ordering boxes, there were pre-populated numbers for accessories that I didn't need. I'd like to see those boxes left blank so the user can fill in what they need. - I had to go back and edit my cart to remove a furniture dolly that I didn't need. First, I looked for an edit button on the shopping cart, but didn't find one. I finally figured out that if I clicked on the link for the accessories, it would take me to the page and I could change the number there...but if someone didn't try clicking on that link, they might close out their order and leave the site. (You can see in the video where I attempted to find an "edit cart" button.) **(U3)**

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Summary of findings



- The site was generally well-received and users found the journeys to be intuitive and usable.
- There is inconsistency in the way some information is displayed throughout the site, for example; contact details, dealer ratings and some terminology.
- Some of the rates caused confusion, as it was not always clear what was included and what was not. Some rates were also not shown, causing further confusion.
- The site impaired the user's ability to move back through the journey at various places, e.g. returning to a results list from a listing detail page, or returning to the rental process from a contextual FAQ page.
- At various places in the rental process, additional options were offered to the user, e.g. supplies and tools. Although this was welcomed, the benefit was diminished by the fact that many of the options were pre-selected and often got accidentally added to the shopping cart.

Next Steps



- **Address the issues in priority order** starting with the **High (A) and Medium (B) Severity** issues, then as many of the Low (C) severity issues as time and resource allow.
- Once fixed, the revised application should be **evaluated again**, either by direct testing or, at minimum, a short expert evaluation, to ensure changes have been implemented, issues removed and no new issues have been introduced.
- Future development should follow an **iterative user centred design** approach to eliminate usability and accessibility issues cost-effectively during development and ensure the user experience of the finished service will help to identify this site as a quality service from a trusted brand.