

## Team D addendum

### Evaluation criteria

The specified severity codes focus on time (delays and hesitations), but small increases in time are generally less severe for consumer web sites than for professional applications. In my view problems that can prevent users from obtaining the most appropriate results (without necessarily being a catastrophe) are more important.

I have classified these as Z. Some are also B or C. But I am not sure how you want “pure” Zs classified?

I would also normally prioritize results by cost benefit: so small problems that are easy to fix could for example have a higher priority than large problems that are very difficult to fix.

I chose not to report 2 or 3 very minor inconveniences.

It was not clear to me whether I was expected to use the recorded data on estimated difficulty and confidence (not questions that I normally ask).

### Resources used

Preparing and carrying out tasks online	01:00
Watching videos and taking notes	08:39
Writing report (and further analysis)	11:20
<b>Subtotal</b>	<b>20:59</b>
Preparing results and addendum	06:25
<b>Total</b>	<b>27:24</b>

Some of the work was done in odd moments, so the time recording is not perfect.

### Comments on the evaluation

I generally have the opportunity to compare notes with a second evaluator and often the client. This not only gives a better insight, but I can focus on issues that are most relevant to the client’s business, and the client can help differentiate between bugs and intended features!

I can also normally ask the participant questions after the session (including questions of interest to the client). The moderator in this session did not appear to have a clear briefing as to what issues were potentially important, so that some participants encountered features almost by chance.

## Other information

Participant M3 appeared to lose confidence in the site when she found that the cart contained items she had not asked for. Presumably the moderator had forgotten to clear the cache after a previous session.

I only approximately managed to follow: "Findings must also be numbered to show the order in which you found them." I initially produced a list of significant events on the tape in tape sequence (rather than the sequence in which I found them). I then went through gradually building up a list of problems in the report based on this data, sometimes going back to the tape for clarification. I have included the approximate sequence in which I documented the findings.

I believe that I have found 90% of the significant problems, and would be surprised if I had not found at least 80% (despite previous research that tells me that I am probably wrong on this!).

## Additional questions

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

Not familiar.

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

Not familiar.

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

50

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

45

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

45 min

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

25

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?

Mainly searched to review individual events that I did not fully understand, but I also viewed most of Task 5 again for each participant, to better understand the different experiences of each participant.





As my style of reporting relies heavily on quotes and screen images, I sometimes had to go back to get these if not originally noted. (I find it quicker and easier to report the participant's words in relation to screenshots than try to explain it all in my words.).

Every time I went back to the tape I gained a better insight into what was causing the problems, and in total added about 5 more. If I went right through the tapes again I expect I would identify a few more problems (maybe 2 or 3?).

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?

I would ask why participants missed certain features or simpler ways of doing things, and discuss how these could be made clearer. Other questions would include, how important would it be to have better information on insurance, did participants expect to obtain a final solution online, or were they expecting a call back from U-Haul?

## Annex: Timesheet

Day	Start	Finish	Preparing and carrying out tasks online	Watching videos and taking notes	Writing report (and further analysis)	Preparing results and addendum
12	20:30	21:30	01:00			
14	09:40	09:48		00:08		
	10:08	12:20		02:12		
	16:56	17:15		00:19		
	18:35	18:50		00:15		
	20:00	20:45		00:45		
	21:23	21:30		00:07		
	22:00	23:00		01:00		
16	11:50	12:10		00:20		
	18:42	19:00		00:18		
17	06:30	07:15		00:45		
	09:00	10:15		01:15		
	17:30	18:45		01:15		
28	17:45	18:35			00:50	
29	08:00	10:00			02:00	
30	06:50	07:50			01:00	
	08:25	09:05			00:40	
	09:15	10:30			01:15	
	11:30	12:30			01:00	
	13:45	14:25			00:40	
	14:35	17:00			02:25	
	17:30	19:00			01:30	
	20:00	20:15				00:15
31	07:00	07:20				00:20
	08:20	08:30				00:10
	09:00	11:00				02:00
	11:20	15:00				03:40
Total		27:24 	01:00 	08:39 	11:20 	06:25
Subtotal		20:59				