

U-Haul Usability Evaluation

Team W

Moderated Sessions

Executive Summary

- Overall participants liked the website and felt confident when completing tasks
- The website performs very well when participants are completing a task in the prescribed order. Any deviation causes issues and frustration (e.g., navigating away from a page and back clears out any edits made)
- Most participants do not like that items are pre-filled for rental/purchase. Making the suggestion is nice, but do not make them edit the numbers – start from zero.
- The shopping cart should be reorganized so it is easier to browse, right now the different sections are causing participants to make errors
- The FAQs were very appreciated by participants

What We Did

- In March 2011, five participants came into a usability lab to perform tasks on the live www.uhaul.com website
- All participants were familiar with U-Haul
- Participants were asked to complete 7 tasks on the website while thinking aloud (tasks are referenced in Appendix)

Screenshots from U-Haul website with observations and comments.

U-HAUL *Your moving and storage resource.*

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

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



In-Town moves from
\$19⁹⁵
Plus mileage



[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

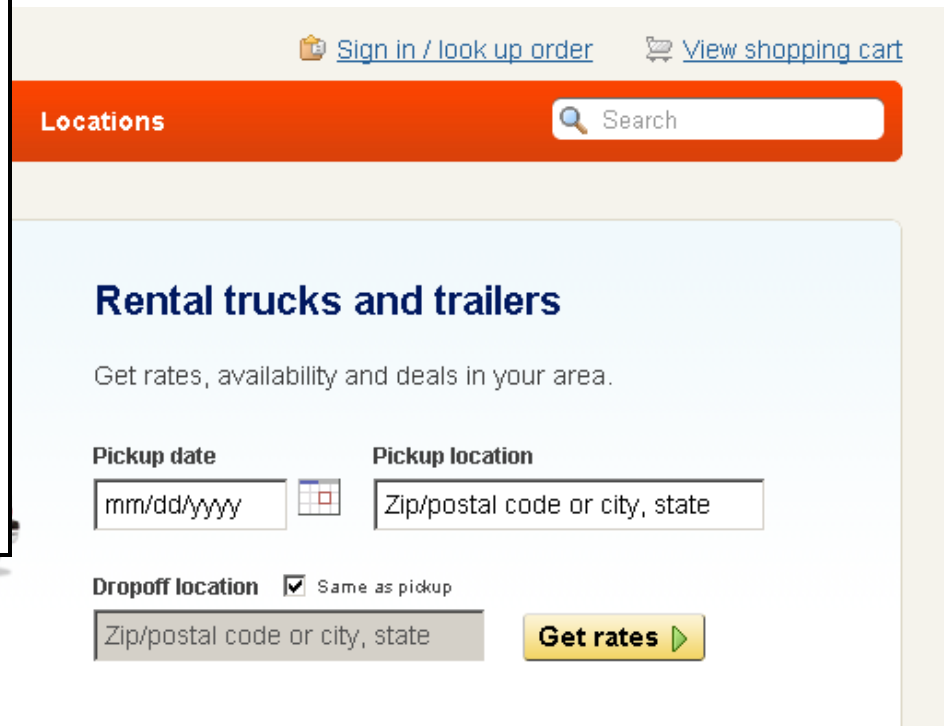
☒ Same as pickup

Get rates 

Screenshots from U-Haul website with observations and comments.

- Two participants were slowed down because they could not type into the Dropoff location field (W-01)
- One participant accidentally ordered a one way truck. *Could be a result of the grayed out box.* (W-46)
- One participant had an issue with the calendar – month to month arrows did not show up until he typed in a number (W-21)

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




The screenshot shows the U-Haul website interface. At the top, there are links for "Sign in / look up order" and "View shopping cart". Below this is a red "Locations" bar with a search input field. The main content area is titled "Rental trucks and trailers" and includes the text "Get rates, availability and deals in your area." The form contains fields for "Pickup date" (with a calendar icon), "Pickup location" (with a placeholder "Zip/postal code or city, state"), and "Dropoff location" (with a checked checkbox for "Same as pickup" and a placeholder "Zip/postal code or city, state"). A yellow "Get rates" button is located at the bottom right of the form.

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

Locations


Rental trucks and trailers

Get rates, availability and deals in your area.

Pickup date 

Pickup location

Dropoff location ☒ Same as pickup

Get rates 

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 ►

17' truck



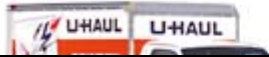
Home up to 2 bedrooms

- Inside dimensions: 16'9" x 7'8" x 7'2" (LxWxH)
- Door opening: 7'3" x 6'5" (WxH)
- Deck height: 2'10"

\$1,213.00

Continue ►

10' truck



Studio/Apartment

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

\$1,115.00

Continue ►

• Most participants noticed the dimensions and relation to home building size – but many didn't trust the suggestions. (W-02)

• One participant is surprised that U-Haul does not want to know how long he needs the truck for, he then sees the link.

2 bedrooms

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

\$1,165.00

Continue ►

17' truck



Home up to 2 bedrooms

- Inside dimensions: 16'9" x 7'8" x 7'2" (LxWxH)
- Door opening: 7'3" x 6'5" (WxH)
- Deck height: 2'10"

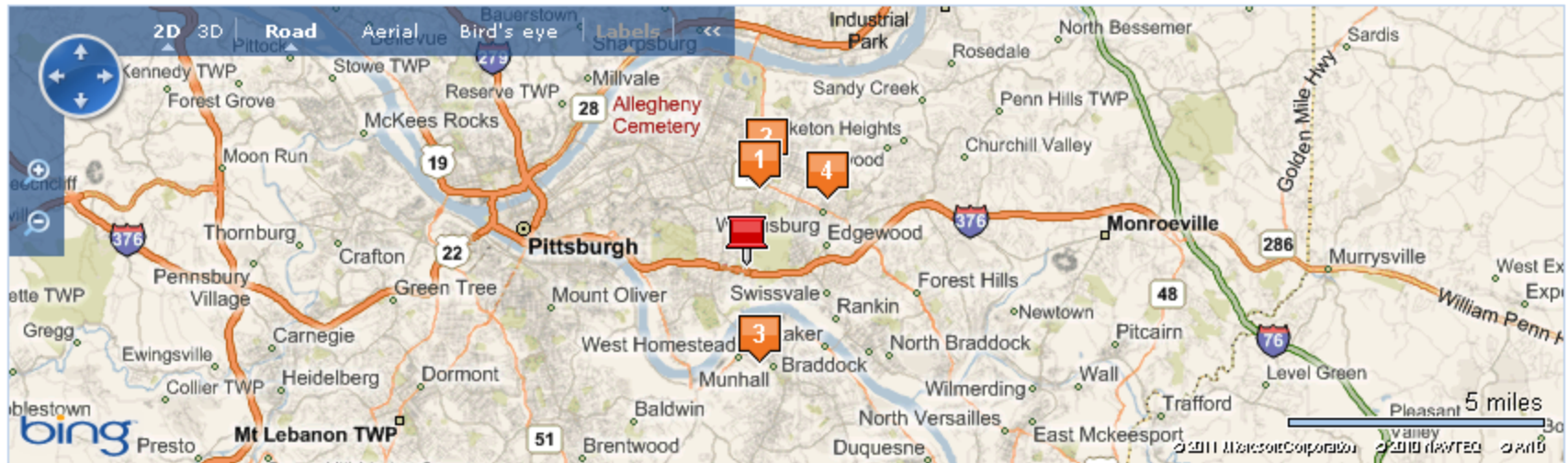
\$1,213.00

Continue ►

Select your preferred pickup location

darlington rd. pittsburgh, p

Update map



1



Compass Self Storage

6921 5th Ave
Pittsburgh, PA 15208 809

Hours

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

\$1,165.00

Continue ▶

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

★★★★★ [4 reviews](#)

2



U-Haul at Washington Blvd

Hours

Mon-Thur: 7 am - 7 pm

Features

✓ Free towing inspection

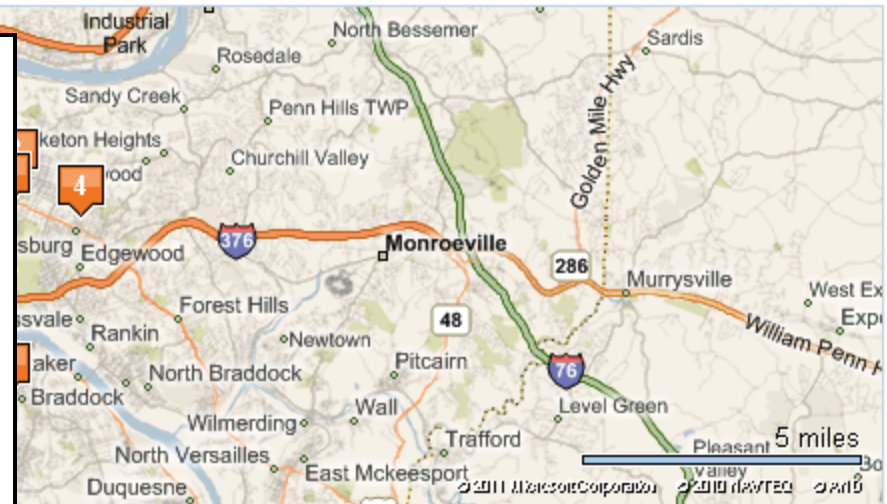
\$1,165.00

Select your preferred pickup location

darlington rd. pittsburgh, pa

Update map

- Participants mentioned that they like having the explanation of the input in the address field, but once you click it disappears. (W-03) *Consider- putting help text outside of the input field*
- One participant mistyped the address in the search field and when she went back to edit it erased everything (W-05)
- Four participants tried to scroll down the page but zoomed on the map instead (W-04) *Consider- only zoom when the map is in focus*
- Participants like having the reviews and features at each location available on this page (W-06)



\$1,165.00

10:30 am - 5 pm

10:30 am - 6 pm

10:30 am - 2 pm

Continue

Features

\$1,165.00

10:30 am - 7 pm

✓ Free towing inspection

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 ►

Damage protection

- No major comments on this area.
- Participants were not given instructions regarding insurance – people either chose SafeMove or no coverage

...e or theft to rental equipment, even if they cover damage to rental
...ou of responsibility for damage to our equipment. Please choose

... belongings and includes medical/life

\$105.00

Most popular

... protection for you and your passenger. Up to \$50,000 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 ►

Additional rental items

- Most participants did not like have the item amounts pre-filled. Only M1 remarked that they liked it (W-07)
- 2 participants skipped editing the Furniture Pads and were surprised when they were in the cart

es and furniture pads. **Any selected items will be with your**

Utility Dolly

\$10.00 each

1 ▼

Appliance Dolly

\$12.00 each

0 ▼



Furniture Dolly

\$10.00 each

1 ▼



Furniture Pads

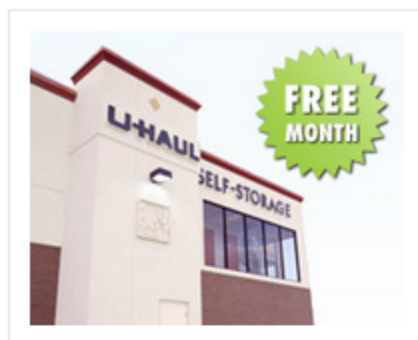
\$10.00 per dozen

2 dozen ▼

Continue ►

? Have questions or need help? [Chat live with a reservation specialist.](#)

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:


☐ 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](#) >

Rental equipment

 [14' truck](#) **\$1,165.00**
(Due in store)

Pick up
6/14/2011
[U-Haul at Washington Blvd](#)

Drop off
6/20/2011
Denver, CO

[Damage coverage](#) **\$105.00**
Safemove® (Due in store)

[Additional rentals](#) **\$40.00**
(Due in store)
1 Utility Dolly
1 Furniture Dolly
2 Dozen Furniture Pads

[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](#) >

location.



Need extra space?

- Clean, dry & secure facilities

access

online

[locations](#) >>

[p. pack](#) \$8.80
each

[per Tape](#) \$3.85
each

[nife](#) \$2.79
each


\$7.95
each

[n\)](#) \$3.95
each

[Add to cart](#) >

- Participants do not like that these are pre-filled.
- Participants want a clear all button.
- One participant thought that they items were in his cart but he hadn't actually added them.
- The organization of the shopping cart was difficult to browse and caused participants to overlook errors.
- Getting back to the Additional Rentals is very difficult – only one participant realized that he could click the link in the shopping cart to get back. Everyone else that didn't add those items the first time ended up buying them.

Rental equipment

 [14' truck](#) **\$1,165.00**
(Due in store)

Pick up
6/14/2011
[U-Haul at](#)
[Washington Blvd](#)

Drop off
6/20/2011
Denver, CO

[Damage coverage](#) **\$105.00**
Safemove® (Due in store)

[Additional rentals](#) **\$40.00**
(Due in store)
1 Utility Dolly
1 Furniture Dolly
2 Dozen Furniture
Pads

[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](#) >

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](#)

 **U-Haul news:** [U-Haul to Honor state of Minnesota with Newest SuperGraphic](#)

- FAQs were really useful for participants but they seem to be buried on the bottom of the page
(*Note: just an observation – no participants had difficulty*)
- Only one participant used the FAQ link from the top of the page

[U Car Share](#)

[Shipping](#)

and services

[Loading supplies](#)

[es](#)

[grilling](#)

[@](#)

[for sale](#)

[ge](#)

Company info

[About U-Haul](#)

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[SuperGraphics](#)

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Investing

[Common Stock](#)

[Preferred Stock](#)

[U-Haul Investors Club](#)

 **U-Haul news:** [U-Haul to Honor state of Minnesota with Newest SuperGraphic](#)



Get your
first month
FREE*

Find self-storage locations

denver, co

Find locations

Show locations that have:

- ☐ 24-hour unit access
- ☐ Outdoor drive-up storage
- ☐ Climate-controlled units
- ☐ RV and boat storage

U-Box portable storage

We deliver U-Box portable storage containers to your home, you fill them up and we'll store them in our secure warehouse or move them to your new place.



Your full address

Address, city, state and zip/px

Ex.: 1234 E. Main St. Anytown, US 55555

Get U-Box rates 

Get your

Storage locations

- Two participants typed the address into the U-Box storage area because after scrolling down on the page that was all they saw. Both realized their mistake on their own.

Find locations

that have:

☐ Outdoor drive-up storage

☐ RV and boat storage

U-Box portable storage

We deliver U-Box portable storage containers to your home, you fill them up and we'll store them in our secure warehouse or move them to your new place.



Your full address

Address, city, state and zip/px

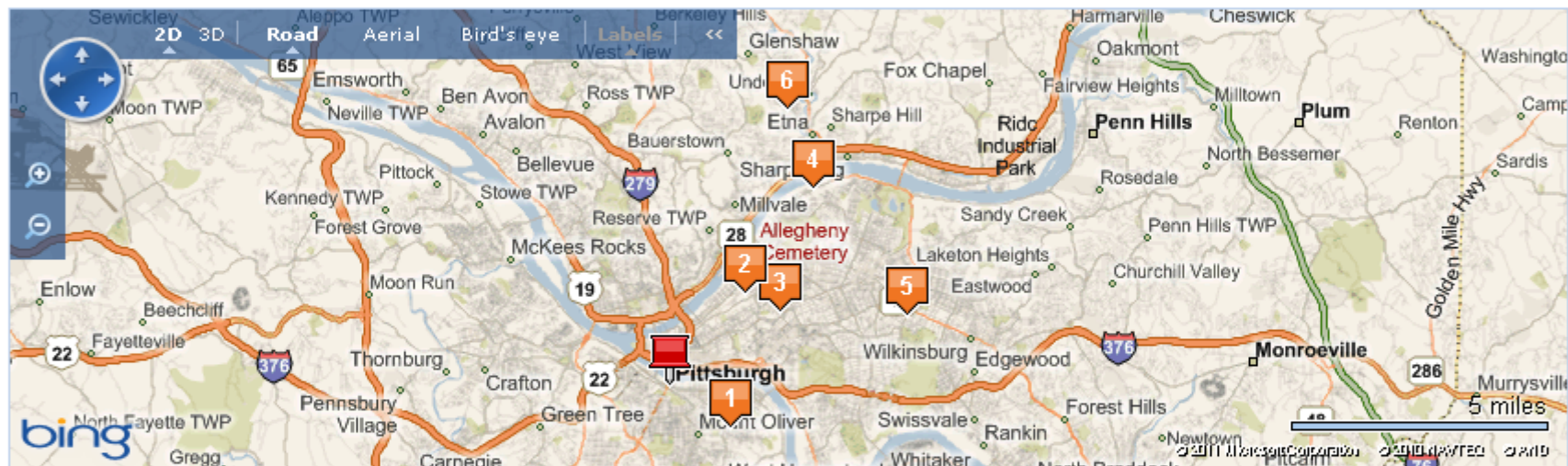
Ex.: 1234 E. Main St. Anytown, US 55555

Get U-Box rates

Self-storage Pittsburgh PA

pittsburgh, pa

[Find locations](#)



Self-storage locations in or near Pittsburgh, PA

1



[View photos](#)

STOREXPRESS

200 South 22nd Street
Pittsburgh, PA 15203

(412) 431-5625

Rooms

Inside Storage
Wine Storage

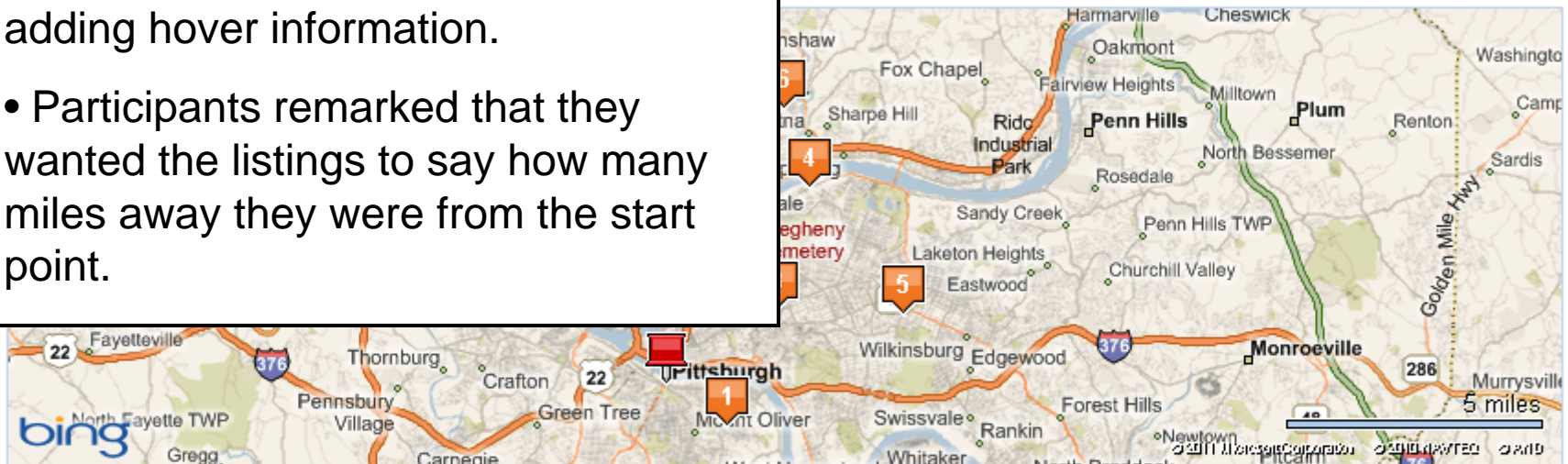
Features

Boxes and Moving Supplies
Climate Controlled Storage
Deliveries Accepted
Wine Storage

[View rates](#) 

- At least 1 participant was unsure what the pin meant. He suggested adding hover information.
- Participants remarked that they wanted the listings to say how many miles away they were from the start point.

[Find locations](#)



Self-storage locations in or near Pittsburgh, PA

1



[View photos](#)

STOREXPRESS

200 South 22nd Street
Pittsburgh, PA 15203

(412) 431-5625

Rooms

Inside Storage
Wine Storage

Features

Boxes and Moving Supplies
Climate Controlled Storage
Deliveries Accepted
Wine Storage

[View rates](#) 

Available rooms (all room sizes are approximate)

[Outside Drive Up Storage](#)

[Inside Storage](#)

- Participants had no trouble navigating to Inside Storage, but none used the link.

- Participants appreciated having the drawings for scale purposes.

Outside Drive Up Storage

sessions is to drive right up to the front door of your room. Wide both convenience and security.

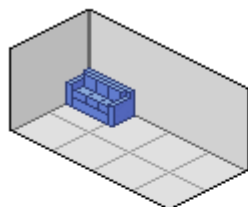
\$156.00
per month

Move-in date



Continue ▶

2-3 Bedroom Home (1,000 - 2,000 sq. ft.)



10' x 20' x 10'

\$188.00
per month

Move-in date



Continue ▶

outside drive up storage
4 Bedroom Home or larger (2,000 sq. ft. & above)

10' x 25' x 10'

\$209.00
per month

Move-in date



Continue ▶

outside drive up storage
4 Bedroom Home or larger (2,000 sq. ft. & above)

10' x 30' x 10'

\$230.00
per month

Move-in date

Damage coverage programs

[Share](#) | [Facebook](#) [Twitter](#) [LinkedIn](#) [Pinterest](#)

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

Mobile storage

Apartment renter

move
liability for
use
al

gross

h
pick up the



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).

Collision Damage Waiver (CDW)

- Frees you of responsibility for any "accidental damage" to the rental truck
- No deductible*
- Subject to [exclusions](#)

[View a Safemove policy](#)

[View explanation of Safemove features](#)

Cargo coverage

- Covers damage to your goods from collision, fire, upset, windstorm and overturn of the rental truck
- **One-way Rental**, up to \$25,000 of coverage
- **In-town Rental**, up to \$15,000 of coverage
- \$100 deductible
- Coverage is for actual cash value and is subject to [exclusions](#)

Medical & Life coverage

- Provides you and your passengers with up to \$1,000 of coverage towards medical bills, in case of an accident
- Provides you and your passenger with life coverage in the case of a fatality
- **Lessee loss of life**, up to \$25,000 of coverage
- **Passenger loss of life**, up to \$15,000 of

• Participants were able to find this area of the site very easily but most were not satisfied that they found the right answer.

• Unclear is participants saw the Chat with a Specialist link – no one commented on it though most said they would want to call U-Haul

Appendix

(materials shown to participants)

Background Information

- 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.

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 and write down the answer on the paper provided.

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?

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 and write it down.

Task 4

- You have a few questions that the U-Haul website hasn't answered. Please find the phone number for U-Haul pickup location closest to the couple's home on Darlington Rd. in Pittsburgh, PA

Task 5

- The couple has decided to rent the truck. Please book the truck you find 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.

Task 6

- During the move, an unknown person scratched the truck in several places, probably with a knife. A mechanic has estimated that the repairs 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?

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.