

U-Haul.com Usability Review

Recommendations Report

► **May 2011**

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 - ▶ *Shopping Cart Summary* was less visible and other elements on the screen caused visual clutter and user confusion.
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Executive summary

▶ **Certified Usability Analyst evaluated usability studies performed on U-Haul.com**

- ▶ Purpose was to ensure that the website effectively met the needs of its target audiences
- ▶ Navigation, presentation, interaction, and content were evaluated based on observations of user behavior, industry best practices and the usability analyst's experience

▶ **Best practices are currently being utilized on the U-Haul website**

- ▶ Consistent look and feel
- ▶ Simple and clean homepage
- ▶ Top tasks shown up front
- ▶ Homepage images draw in user attention and elicit an emotional response

▶ **Top recommendations to improve the usability of the U-Haul website**

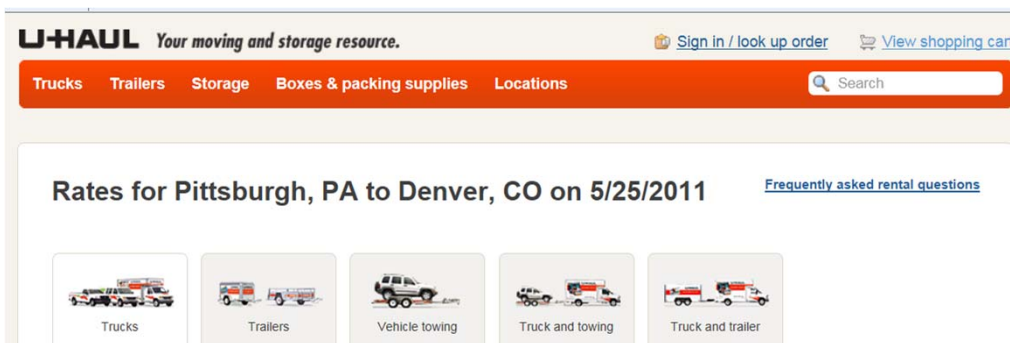
- ▶ Improve page layout groupings and instructions
- ▶ More evident language about Insurance/Damage Coverage
- ▶ Remove pre-populated amounts and adjust layout of recommended items
- ▶ Update layout of Shopping Cart to reduce confusion

▶ **This report details actionable ways to implement these recommendations as:**

- ▶ *Finding:* Observation noted by the usability analyst during user testing
- ▶ *Solution:* Recommendation that could be taken to fix or enhance the finding
- ▶ *Rationale:* Detailed recommendation about how the recommendation will work
- ▶ *Severity Rating:*
 - Critical – Causes frequent catastrophes and may cause a user to leave site completely
 - Serious – Delays the user, but with some hunting they can continue
 - Minor – Causes users to hesitate and to be unsure
 - Good idea – A suggestion that could lead to a significant improvement of the user experience
 - Positive finding – Approach is recommendable and should be preserved
 - Bug – An issue with the site to include spelling error, dead links scripting errors etc.

Site Elements the Users Reacted Positively To

- ▶ All users, when asked about what moving company would they consider using, said Uhaul. This means Uhaul's presence in the industry is well known.
- ▶ User's easily found the FAQ section and were able to complete their task through this section



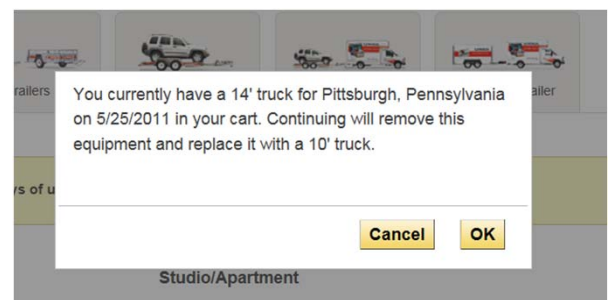
Customer service

[Sign in / look up order](#)

[Contact us](#)

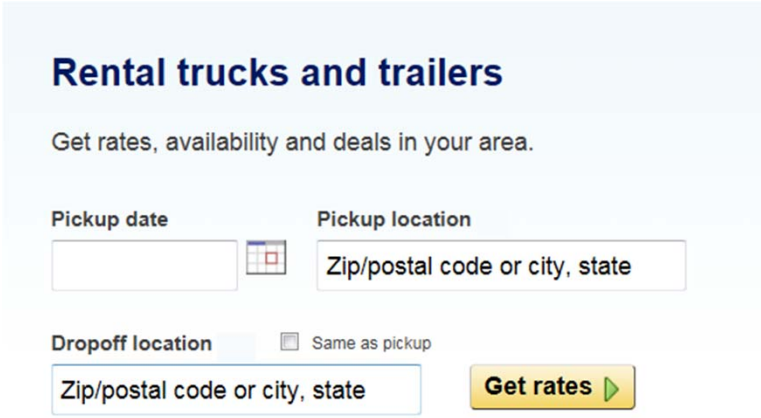
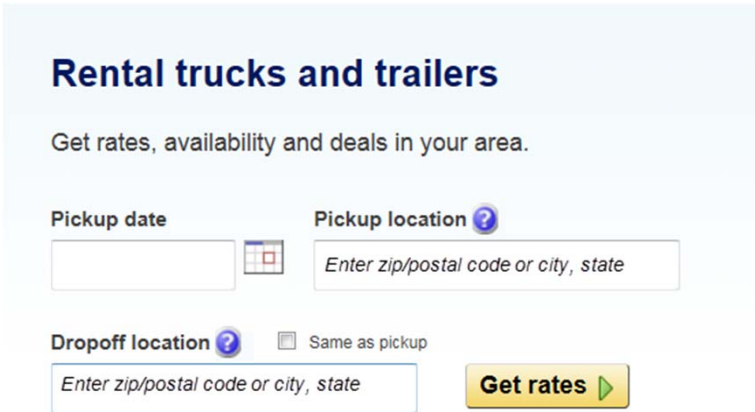
[Frequently asked questions](#)

- ▶ As a user moves around site, address and zip code information are saved and pre-populated when needed
- ▶ When items were set to zero in shopping cart, the items were removed
- ▶ Liked seeing pictures of the boxes and trucks to confirm they were making correct choice
- ▶ Site acknowledged when they had something similar in the shopping cart and would ask to verify before continuing



Improve page layout and instructions

Severity: Minor

| | |
|------------------|--|
| Finding | When entering in location information to rent a truck, confusion occurs when the instructions disappear when the data field is clicked into. |
| Solution | Provide a method to view instructions once you have clicked into the field. Use an action word when placing instructions in the text entry area. |
| Rationale | <p>By removing the instructions once the user selects the text entry box, several users paused and tried to recall what they needed to enter, the full address or city and state. By providing an additional way to view the instructions, a user will not have to guess what they should enter. In addition, adjusting the instructions in the text entry box with a verb will help guide a user in completing their activity.</p> <div></div> <p><i>Current view of text entry field on Uhaul.com</i></p> <div></div> <p><i>Updated view that includes a ? That will repeat the instructions listed in the text entry field. A verb is used in the instructions</i></p> |

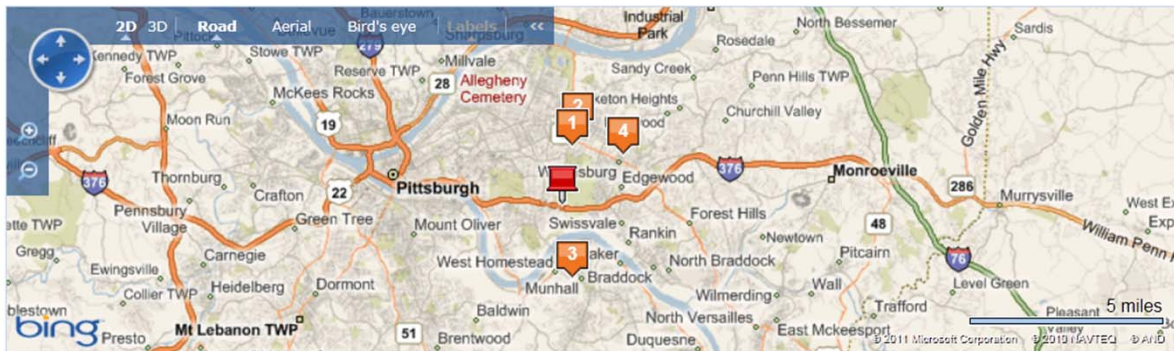
Improve page layout and instructions



Severity: Minor

| | |
|------------------|---|
| Finding | Relying solely on the map visual and ranked listing to know which location was closest to their entered address caused user hesitation. |
| Solution | Add in the actual distance from the address the user entered. |
| Rationale | Users like reassurance when making a decision. Although the current Uhaul site lists the locations in order of distance, it does not clearly state that the order is ranked by distance. During testing several users questioned which location was the closest to the address they entered. Some sites use a best practice of listing the exact distance from the entered location (seen below). This provides the user additional validation that they are making the best selection. |

Select your preferred pickup location

 Your address



| | | | |
|---|---|--|---|
| 1 |  <p>Compass Self Storage 6921 5th Ave Pittsburgh, PA 15208 809 Distance from: 4 miles ★★★★★ 4 reviews</p> <p>View photos Driving directions</p> | <p>Hours Mon-Wed: 10:30 am - 5 pm Thur-Sat: 9:30 am - 6 pm Sun: 10 am - 2 pm</p> | <p>\$1,115.00</p> <p><input type="button" value="Continue"/></p> |
| 2 |  <p>U-Haul at Washington Blvd 1052 Washington Blvd N Of Penn Av Pittsburgh, PA 15206 809 Distance from: 10 miles ★★★★★ 77 reviews</p> <p>View photos Driving directions</p> | <p>Hours Mon-Thur: 7 am - 7 pm Fri: 7 am - 8 pm Sat: 7 am - 7 pm Sun: 9 am - 5 pm</p> | <p>Features</p> <ul style="list-style-type: none"> ✓ Free towing inspection ✓ Propane pay at pump ✓ 24 hour dropoff <p>\$1,115.00</p> <p><input type="button" value="Continue"/></p> |

Result shows actual distance to the inputted address to provide the user validation of what location is closest to their entry.

Improve page layout and instructions

Severity: Serious

| | |
|------------------|---|
| Finding | Confusion about what size truck to select. |
| Solution | Provide inline help to provide users additional guidance on what size truck to select. |
| Rationale | During testing each of the users were not confident that they chose the correct size truck. The titling for each truck uses 'estimates' to help guide the user. For example, for the 17' truck, it states for a home up to 2 bedrooms. While this is helpful, this does not address the other rooms in the house. Users were confused whether the kitchen, bathroom, and living room were accounted in these estimates. By providing inline help, more of this explanation could be provided. |

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"

This truck can typically hold an apartment that has up to 2 bedrooms, including a living room, kitchen, and one bathroom. If you have oversized furniture

Continue ►

17' truck



Home up to 2 bedrooms ?

\$1,213.00

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

Continue ►

Example layout that shows how inline help can be provided to show additional explanation to assist in selecting the correct truck size. Note the language is draft.

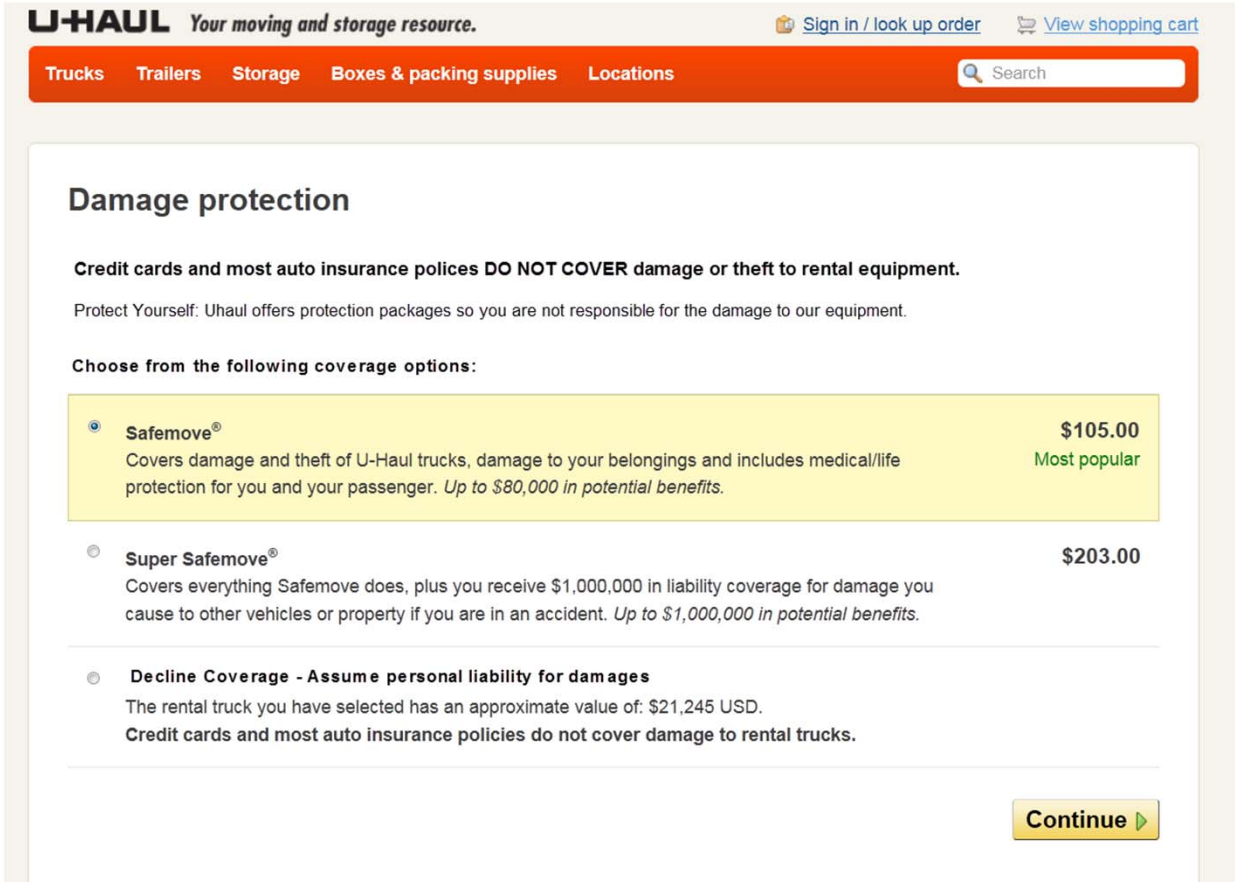
Improve page layout and instructions

Severity: Minor

| | |
|-----------|--|
| Finding | Difficulty getting back to entry fields to change the date and address for truck rental. |
| Solution | Provide a link that tells a user if they want to change their original entry data. |
| Rationale | <p>When making reservations users like to have the ability to change their input data so that they can compare prices against dates and locations. Providing easy access to change this information is important to gain trust with the user and make a positive user experience.</p> <div></div> <p>A simple link is provided to go back to the previous input screen to change data.</p> |

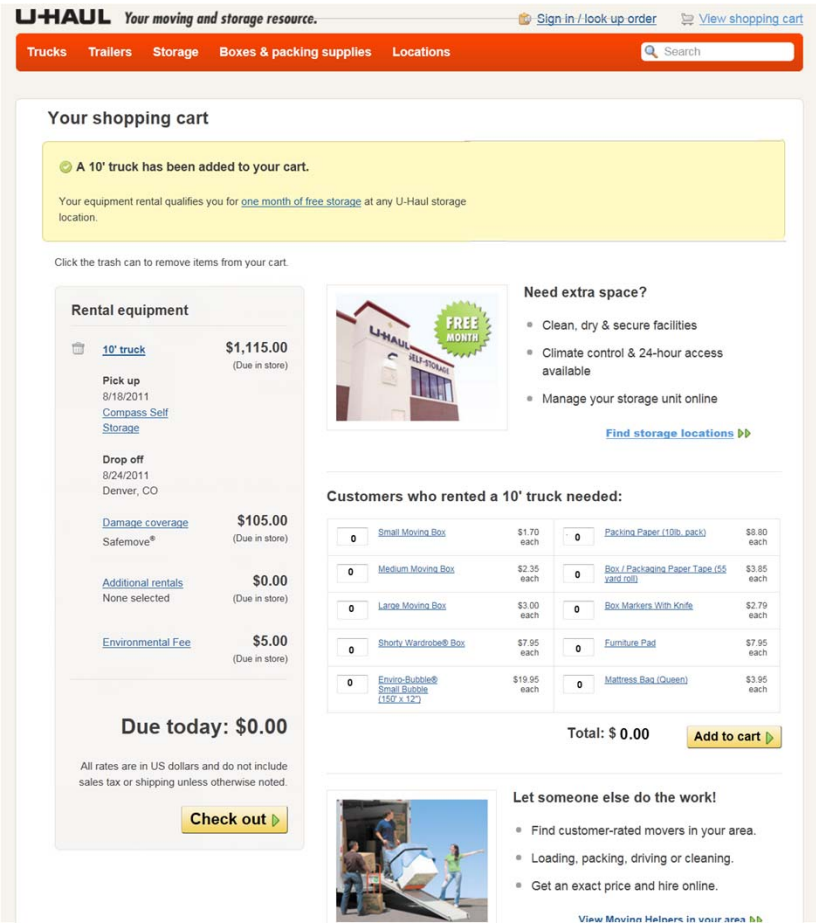
Plain language about Damage Coverage

Severity: Serious

| | |
|-----------|--|
| Finding | Lack of time and attention to the damage protection page. |
| Solution | <p>Provide an option that clearly states that they are DECLINING coverage</p> <p>Use font enhancements to state that credit cards and auto policies do not cover damage to rental equipment. Make it stand out</p> <p>Use active language to help make the user choose one of the protection plans</p> |
| Rationale | <p>Users tend to scan as they are reading pages. This page has good content, but the most important information is not highlighted and it blends into the flow of text. By using bolded and ALL CAPS text, a user can more easily scan the information and understand what the ramifications are to declining this coverage.</p> <p>By making the final option clearly state Declining Coverage – Assuming personal liability for damages more clearly tells a user what they are doing by opting out of the damage protection coverage.</p> <div><p><i>Mockup up of new proposed Damage Protection page</i></p></div> |

Adjust layout of pre-populated amounts & recommended items

Severity: Minor

| | |
|-----------|---|
| Finding | Prominence of the recommended items caused confusion to users and the prepopulated quantities were an annoyance. |
| Solution | Change page layout to shift focus of shopping cart and recommended items to better facilitate a more standard 'checking out' experience. |
| Rationale | <p>When users typically access a shopping cart they expect to clearly see what they have chosen to purchase. In the current layout, the actual summary is located in the far right with the majority of the focus on the recommended items for purchase. In our testing, users had a harder time orienting themselves to the page and understanding what was where. They liked having the recommended products listed, but were annoyed that they had so much prominence and that they were pre-populated.</p> <div><p>The shopping cart summary has been moved to the far left where it receives visual prominence. The values have been set to zero to allow user control in selecting items for purchase.</p></div> |

Adjust layout of pre-populated amounts & recommended items

Severity: Serious

| | |
|------------------|--|
| Finding | <i>Additional rental items</i> layout causes user frustration. |
| Solution | Do not default any items to quantities. Allow the user to make the decision of what and how many items they would like to select. Show all Additional Rental Items, and provide option to access items to buy (boxes, tape, etc.) |
| Rationale | <p>User were annoyed that certain items were pre-populated. In some cases users added items they did not intend to and were agitated when they looked into their cart and saw items they did not want. Some users even thought that they ‘magically’ appeared and didn’t even notice that they had added them. By providing the user the control to select quantities, the confusion will be removed.</p> <p>Provide access to rent or buy other additional items on one screen.. Although this screen shows only rental items, people are thinking about what they need holistically. Provide users the options to click into the items they can buy.</p> |

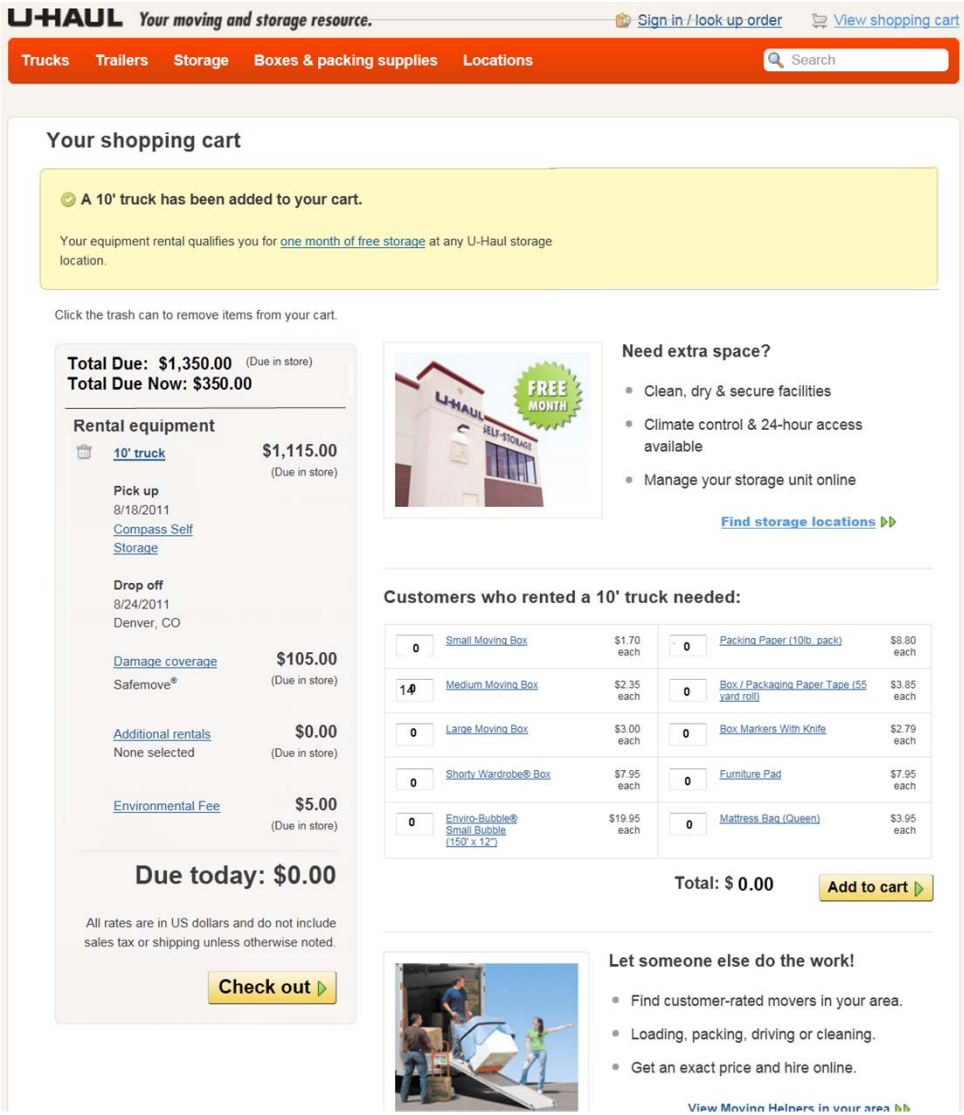
Update layout of Shopping Cart to reduce confusion

Severity: Serious

| | |
|------------------|---|
| Finding | Shopping cart total was difficult to find and understand. |
| Solution | Move <i>Shopping Cart Summary</i> to the left side. Provide a breakout up front of what total is due, and what is due now. |
| Rationale | Users expect to immediately see their <i>Shopping Cart Summary</i> and by moving this to the left portion of the screen, they will be more apt to scan this when they view the page. Users remarked that they were confused by the various totals within the page. By stating up front the total that are due, and what is due now, assist in letting a user understand what transactions are going to occur. |

Update layout of Shopping Cart to reduce confusion

Severity: Serious

| | |
|-----------|--|
| Finding | Shopping Cart Summary was less visible and other elements on the screen caused visual clutter and user confusion. |
| Solution | Move Shopping Cart Summary to the left side. Move recommended products and other 'add on' features to the right. |
| Rationale | <p>Give the items that the user expects to see the most attention. If you try to force items at a user or force them to find information their user experience will quickly deteriorate. Since the Shopping Cart is such an important step in making a sale, do not frustrate the user.</p>  <p>The mockup shows a redesigned U-Haul shopping cart page. At the top, there's a navigation bar with links for Trucks, Trailers, Storage, Boxes & packing supplies, and Locations, along with a search bar. Below this, a yellow banner announces 'A 10' truck has been added to your cart.' and mentions a 'one month of free storage' offer. The main content is divided into two columns. The left column, titled 'Your shopping cart', contains a summary of the rental: a 10' truck for \$1,115.00, with pickup on 8/18/2011 and drop-off on 8/24/2011 in Denver, CO. It also lists damage coverage (\$105.00), additional rentals (\$0.00), and an environmental fee (\$5.00). The total due today is \$0.00. A 'Check out' button is at the bottom. The right column, titled 'Need extra space?', lists benefits of U-Haul storage and provides a link to find storage locations. Below this, a section titled 'Customers who rented a 10' truck needed:' displays a grid of recommended items like moving boxes, packing paper, and furniture pads, each with a quantity selector and price. A 'Total: \$ 0.00' and 'Add to cart' button are at the bottom of this section. At the very bottom, a section titled 'Let someone else do the work!' suggests hiring movers, with a link to view moving helpers in the user's area.</p> |

Mockup up of new proposed layout for the Shopping Cart Summary page.

Additional Observations

▶ **Users rarely were confident that they got the correct answer**

- ▶ Even if the answer was cut and dry, users were more apt to give themselves a 6 in the confidence determination

▶ **Users routinely questioned themselves and their decisions**

- ▶ Users seem to have an innate 'distrust' of websites as providing authoritative information. Users routinely stated they would call 'just to make sure'.

▶ **All users recognized Uhaul as a leader in the industry**

- ▶ All users recognized Uhaul as a leader in their industry by answering the question, "what moving companies come to mind to rent trucks"

▶ **User confidence is a high priority for an online booking site**

- ▶ Shopping cart findings were rated as SERIOUS, because any confusion on this page may lead to a dropped sale and an unfulfilled shopping cart
- ▶ Confusion relating to ADDITIONAL ITEMS was rated as SERIOUS because when you cause a user to be frustrated they are more apt to try a different company if their experience is an agitated one

▶ **Provide users ability to compare**

- ▶ When selecting both storage and truck rentals, users voiced their desire to 'shop around' and get the best deal, best rating etc. User recommendation would be to allow a 'compare' features so you can made a better educated decision

▶ **Be as consistent as you can in your page layouts**

- ▶ The storage and truck rental pages had slightly different layouts, making them consistent would assist with the users overall experience with the site. Several of the users concern with the truck rental page would have been satisfied with existing features on the storage rental pages

Next steps

- ▶ **Determine the best strategy for implementation**

- ▶ Prioritize recommendations
- ▶ Identify and implement quick wins first to see immediate results

- ▶ **Collect feedback from users on a consistent basis**

- ▶ For example, a survey could pop up when a user clicks through several pages of the website (similar to the ASCII survey on many U.S. Government sites)

- ▶ **Incorporate user centered analysis and design into all future enhancements**

- ▶ Our User Experience Team can help you map out a strategy!