

Description of Usability Criteria

A usability problem is any problem, large or small, that impedes or prevents a user from completing a task and reaching a desired goal.

Resources Used

Note: I recorded my hours worked, but not the dates on which I performed the work.

	Start Time	End Time	Total Time (Minutes)
Preparing for the Evaluation	1:50	2:25	30
Preparing for the Evaluation	2:40	3:00	20
Reviewing Video/Taking Notes	3:00	4:10	70
Reviewing Video/Taking Notes	4:30	5:00	30
Reviewing Video/Taking Notes	7:30	8:30	60
Reviewing Video/Taking Notes	8:30	9:30	60
Reviewing Video/Taking Notes	6:30	7:15	45
Reviewing Video/Taking Notes	2:00	4:00	120
Reviewing Video/Taking Notes	10:30	11:00	30
Reviewing Video/Taking Notes	11:30	12:00	30
Reviewing Video/Taking Notes	12:30	1:00	30
Reviewing Video/Taking Notes	10:15	11:00	45
Reviewing Video/Taking Notes	1:15	2:45	90
Reviewing Video/Taking Notes	4:50	5:00	10
Reviewing Video/Taking Notes	5:25	6:50	105
Reviewing Video/Taking Notes	8:40	10:00	100
Reviewing Video/Taking Notes	9:00	11:00	120
Reviewing Video/Taking Notes	10:15	11:15	60
Editing Spreadsheet	5:00	6:00	60
Editing Spreadsheet	10:00	12:00	120
Editing Spreadsheet	7:00	9:00	120
Editing Spreadsheet	5:30	6:30	60
Writing the Report	7:00	8:00	60
Writing the Report	8:30	9:30	60
Writing the Report	12:00	2:00	120
Writing the Report	7:00	11:00	240
Total: Preperation (Hours, Rounded)	1:00		
Total: Reviewing Video/taking Notes (Hours, Rounded)	17:00		
Total: Editing Spreadsheet (Hours, Rounded)	6:00		
Total: Writing the Report (Hours, Rounded)	8:00		
Grand Total (Hours, Rounded)	32:00		

How Realistic is the Evaluation

The evaluation itself was 100% realistic compared to the usability evaluations I ordinarily perform. When writing reports “for real” as part of my current job level of detail varies depending on the needs of the project and the resources available. Level of detail varies from a bulleted list of usability issues to a PowerPoint with embedded video clips. We occasionally produce written reports of this type, but not very often. My department identifies usability issues, but we do not rate the severity of the issues.

Other

The manner in which the usability test was conducted was significantly different from the manner in which I typically carry out my usability tests and this may have had an impact on the scope of issues I was able to identify. I do not do task based tests. I try to take as naturalistic approach as possible. If I was writing the test plan for this usability test I would have tried to recruit people who had used a similar web site in the last six months and had them perform their same tasks on www.uhaul.com.

There were points within the study where I would have let participants proceed naturalistically rather than intervening to try and get the participant back on track. An example of this was when Participant 5 did not enter the specified destination location because he left “Same as pickup location” checked. I would have let him proceed to see if any interesting issues were revealed. The facilitator intervened and had him correct the “error”.

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

I had heard of the company before the announcement that it would be used in CUE-9.

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

I was not at all familiar with the U-Haul website. I had never used or even visited the site prior to CUE-9.

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

I have only personally rented a car twice. I have used a rental car four additional times, but in those cases, someone else rented the car – my wife, or an Admin at work.

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

I have never rented a car on the web.

5. How much time did you spend analyzing [U-Haul.com](https://www.uhaul.com) before you watched the first video?

Approximately 30 minutes.

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

12 times per task, per participant.

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?

Yes. I watched each segment once or twice. The length varied, but it was usually only 5-10 seconds. Usually when I did this it was to confirm what someone had entered in a text field or to clarify a specific action they had taken. Segments were a minute or longer when I was confirming interesting comments from a participant, and it depended on how verbose the participant was.

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?

There were two burning, and related, questions I would have asked them. I would have asked them if they realized that when they were selecting items on the “Other users who rented...” form if they realized that they were purchasing, not renting, those items. I also would have asked them if they realized that, after selecting items on “Additional rental items” and on “Other users who rented...” if they realized that duplicate items were displayed in the shopping cart.

I would have asked them for feedback about how we could improve the site on specific issues. For example:

- Participants who were confused about which link to press when searching for liability information in Task 6
- Alternatives to having the “same as pickup” checkbox being selected by default
- Alternative types of “help” for presenting formats for entering location information when entering information in text boxes
- Ways to improve the interaction with the location map
- Ways to improve the estimation of the correct size truck or storage facility to rent.