

Addendum

Evaluation criteria

The author defines a usability problem as any element in a user's experience that causes hesitation during the completion of a reasonable task.

Resources

Date	Activity	Hours
4/30/2011	Preparing for the evaluation <i>Visited www.uhaul.com and read past CUE reports.</i>	3
5/3/2011	Watching videos and taking notes	8
5/4/2011	Watching videos and taking notes <i>The first 5 hours were spent watching videos while the remaining 3 were spent organizing notes.</i>	8
5/5/2011	Watching videos and taking notes <i>Standardized notes.*</i>	4
5/6/2011	Watching videos and taking notes <i>Standardized notes.*</i>	2
5/9/2011	Writing the report <i>1.5 hours were spent rating and grouping findings.</i>	2
5/10/2011	Writing the report	1
5/11/2011	Writing the report	1
5/12/2011	Writing the report	2
5/13/2011	Writing the report	6
5/19/2011	Writing the report	1
Total		38

* Standardizing notes was a task specific to CUE-9 and not something the author would typically do. Time was spent assigning unique identifiers to each finding and listing the sequence in which each finding was discovered.

Comments on evaluation

This evaluation was conducted in line with how the author would normally conduct an evaluation, with the exception of task completion.

If a task is designed to end with the participant obtaining a specific piece of information, like a 'yes/no' answer, a dollar amount or a product name the author would request that the participant verbalize their answer for purposes of aiding in the final evaluation of test task success/failure.

Follow-up questions

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

I was very familiar with U-Haul before the announcement.

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

I was very familiar with U-Haul's website before the announcement.

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

I have rented a car just once, but have rented a moving truck twice.

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

I have rented a car on the web just once. I have rented a moving truck on the web twice.

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

Approximately one hour.

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

I paused the videos countless times. It took me 16 actual hours to get through three hours and five minutes worth of recorded video. I never watched a video in its entirety without pausing several times.

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, countless times. I watched several parts several times. The parts were usually no longer than a minute because I was looking for a quote from the participant or a specific action that led to the eventual failure of a task.

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?

Yes, see 'Comments on evaluation'.