

Usability Analysis of U-Haul.com Website:

Team N

Addendum

1. **Evaluation Criteria.** Usability problems were determined from viewing the five moderated user session videos. A usability problem was defined as anything which influenced the participants' task efficiency or task success. Verbal comments which reflected the site ease-of-use were also noted.
2. **Resources (person hours).** One person conducted this evaluation, as per the workshop instructions, between April 20, 2011 and May 22, 2011.
 - a. Preparation – 2 hours (download of materials; dry-run of tasks on site)
 - b. Watching videos/ notetaking – 8 hours
 - c. Writing report – 6 hours
3. **Comments on the evaluation.** This evaluation varied from the typical moderated usability evaluations we conduct in the following ways:
 - a. **Location of the moderator.** Our moderator is typically in the room with the participant. A second researcher observes in another room via Morae and logs time on task, pages traversed, first-click data, and subjective comments by the user. Online chat communication between the observer and moderator is used to follow-up on user behavior and comments and to enhance the information gathered from the moderation.
 - b. **Task order.** Tasks are typically randomized to avoid order effects. The exception to this would be tasks dependent on one another or tasks for which we want to measure learnability (pre/post).
 - c. **User Satisfaction.** Subjective satisfaction is collected using the System Usability Scale (SUS) at the end of a website usability test. This provides an overall satisfaction score between 0-100. In addition to the SUS, participants provide written comments regarding likes/dislikes. This is collected in addition to verbal comments.

- d. **Difficulty.** Perceived difficulty (and confidence) is captured after all tasks regardless of success. Participants are asked to provide a single number which corresponds to their rating (e.g. “5” instead of “5 or 6”).
- e. **“Intent to use” measure.** Participants are typically asked at the end of the usability test session to indicate how likely they would be to use the UHaul.com website if they were actually planning a move (on a 1-7 Likert scale). This would be followed up with an explanation of their rating.
- f. **Instructions.** We provide the same preliminary instructions to all participants including an explanation and example of “think-aloud” protocol, purpose of usability test, an emphasis that the website is being evaluated and not the participant, and general instructions on how the test will be run.
- g. **Pre-session maintenance.** Cache memory/click history is cleared in between participants so they are not provided cues (i.e., link history, default field values) from a previous test session.
- h. **Task Consistency.** Participants are asked to start each task from the Home page rather than where they left off on the previous task (though this can vary based on the test goals and tasks).
- i. **Report : Video demonstration of usability findings.** The Morae video is analyzed and video clips are generated which support the usability findings. Screen shots with call-outs explaining issues are typically included in the final report.
- j. **Report: Recommendations.** Typically, we include a recommendation for each usability problem along with suggested redesign mock-ups or examples of industry best practices (as appropriate).

POST-EVALUATION QUESTIONS FROM ROLF:

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

 >>>I was familiar with U-Haul as a company but not the website.
2. 2. How familiar were you with U-Haul's website before we announced that we would use it for CUE-9?

 >>>Not familiar – never used it.
3. Approximately how many times have you rented a car?

>>>Approximately 15 times.

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

>>>Approximately 10 times.

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

>>>About 1 hour.

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

>>>Many times per participant (I did not keep track).

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?

>>>Some parts were watched multiple times. Some of these parts were the length of the task; others were portions 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?

>>>1. Post-test: Would you use UHaul.com to plan a move in the future?

>>>2. I would have asked all participants to rate difficulty and confidence on every task, regardless of success.

>>>3. Post-test: I would have administered the SUS along with a written "What aspects of the site did you like the BEST and LEAST?" question.

>>>4. Post-test: I would have asked the participants to rate the site on trust and accuracy.

>>>5. Post-test: I would have had the moderator follow-up on specific difficulties each participant had. This would have been done after the entire test so as not to bias the participants' difficulty and confidence ratings.