

Team M Addendum

My evaluation criteria

Essentially, I used the categories provided to describe observed clusters of observations. Some observations were problems, some were symptoms, others were patterns of behavior, and some were positive findings. In general, if a user took more than 2 tries to accomplish a task, that could be an issue. However, if only one user encountered that delay, then maybe not. Any and all observations, patterns, symptoms and positive findings were documented, but I then grouped them in order to rate them according to the scales provided. As a result, I have two sheets in my Excel – one for the 25 findings and another for the 77 observations.

Time on task

Preparation: 1 hour, 15 minutes

30 minutes, April 12, 2011 – Skimmed instructions and poked around the U-Haul website a bit

45 minutes, May 30, 2011 – Read through instructions and performed tasks myself

Watching videos and taking notes: 6 hours, 45 minutes

May 30th, 2011: 6 hours, 45 minutes

U1, 90 minutes

U2, 60 minutes

U3, 75 minutes

U4, 90 minutes

U5, 120 minutes

Writing the report: 5 hours

May 30th, 2011

Addendum, 30 minutes

PowerPoint, 4 hours, 45 minutes

May 31st, 2011

PowerPoint, 30 minutes

How this evaluation compares to normal evaluations

Design: This exercise differed in many ways from what I usually do. I have never before evaluated sessions that I did not moderate. I have never evaluated sessions where I had no input into the task development. And I have never evaluated unmoderated sessions.

Organization: In practice, I've used a variety of mechanisms to categorize problems, so while I hadn't used this scale before, adapting my findings to this scale was not stressful. That said, it did impact the presentation of my findings. My observations didn't fit neatly to the scale, so I had to group them to create clusters of observations, which I then categorized as findings, that could then be rated.

Content: Even though I prefer not to design, I normally take time to mock up at least a few design alternatives, to illustrate my recommendations, but in this case, I ran out of time.

Medium: Lastly, when I present findings, I do so in a meeting, usually with remote (and sometimes local) stakeholders. As part of that 60-minute presentation, I use heavily animated PowerPoint, to practice progressive disclosure and limit information overload. In this case, I was asked to deliver PDF, which I can generate from PowerPoint, but benefits not at all from the reason I use it.

Other

In some cases, the website was changing under the user sessions. In other words, it seemed that certain (the same) interactions provided different results in different sessions.

Additional Questions

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

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

Not at all

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

A dozen or so

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

Twice on my own, and more than ten via the travel agency at work

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

Not much – about an hour total. 30 minutes or so before getting into the tasks; from a heuristic point of view it looked pretty clean. Then I worked through the tasks, which took me another 30 minutes or so.

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

Too many to count

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 the beginnings of a few of them more than once, and think I watched all of U1 twice, but generally, I'd just back up and replay a segment on the videos that allowed me to do that (some did, some didn't)

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?

No – the participants were very experienced with the think-aloud protocol, and the online testing environment.