Web Site Usability Assessment and Analysis

Enterprise Rent-A-Car

EXECUTIVE SUMMARY

Through anecdotal evidence and empirical research, a company's web site is one of the most important information distribution and marketing communication platforms from which prospective customers learn about services provided. Moreover, a business web site not only plays an important role in communicating key data points to a potential customer, it conveys the organization's brand and personality using design, interface and overall management of content.

Enterprise Rent-A-Car has elected to participate in this study with the goal of understanding how their current framework and content may be improved in the context of marketing and clean user experience. Although a company's web site is an important medium for many key stakeholders and audiences, for this particular study, we have focused on Enterprise's primary audience, the car-renting casual user.

The information in this document researches and analyzes the following attributes of the Enterprise web site from the needs of the casual car renter:

- Ease of a simple rental.
- Accessibility of promotions (ease of use, clarity of terms).
- Ability to modify and cancel reservations.
- Error recovery and tolerance.
- User assistance tools, including help, language selectors, and contact information.
- Presentation of important information, both at the global level and at the rental process level.

Through both primary and independent research, we find that the Enterprise site performs the central task of simple rental admirably. None of our testing showed problems with the basic task. It was when we began to add complexity to the scenario that issues began to emerge. Promotional paths seemed to cause the most amount of difficulty, with users backtracking, and several giving up entirely on the promo itself. Location of rental policy information was another prime difficulty, with many users stating that they would abandon the website and simply call the company directly. Finally, reservation modifications were somewhat difficult for several of our users, with a variety of issues presenting.

From the positive side of our research, as stated, the primary rental task was simple and easily completed by our user pool. In addition, the user assistance tools of language selection and time slot adjustment to fit location hours were well received, and performed satisfactorily.

The primary recommendation from the research team is to provide better access to information at an early point in the rental process. Several users complained that their choices had been "forgotten" or "skipped" at various stages of the rental process, when it was simply a matter of the site recognizing the invalid data provided for the rental in question. Help functions need to be improved as well, allowing a user to return to an open reservation, and increasing the utility of suggested keywords. Finally, information available on the rental form in terms of policies is offered too late in the process, and is not called out well. This information needs to be redesigned, with notices available earlier to

inform the user that terms and conditions of rental will alter based on dates, location, and other variables in the rental agreement.

METHODOLOGY

The findings and information contained in this document are derived from the following methodology:

1. Team A independently reviews and analyses the Enterprise web site: the purpose of this action was to make initial assumptions regarding the web site and analyze the site against best practices learned work in the industry. The assumptions from this initial analysis were used to determine hypothesis on the strengths and weaknesses of the current processes in place. This review was conducted with the primary research on tasks and concerns provided by CUE.
2. Synthesize both initial analysis and prior research into problem areas and tasks for usability testing: the purpose of this step in the methodology was to prepare the tasks, questions and scenarios for usability testing. Although the team understands the best practices of web site design and usability, it is imperative that the hypotheses are tested within the demographic that the Enterprise web site is communicating with.
3. Usability testing: the purpose of this task is to both test out the hypotheses created during the initial site assessment, and to uncover both negatives and positives regarding the current Enterprise web site. The process of usability testing is to walk a sample of users through different scenarios and tasks on the www.enterprise.edu web site. Each task and process is observed and documented so common threads and outcomes can be identified as both pain points and user benefits.

    a. Below is key information regarding the usability testing process and the sample used:
    b. Site: www.enterprise.edu
    c. Sample: 5 drivers who travel semi-regularly
    d. Age: 25-26
    e. Average internet usage of 2-4 hours a day
    f. 4 of 5 have rented a car in the last 6 months
    g. 5 of 5 have made an online purchase in the last 6 months
    h. 1 of 5 have been to the www.enterprise.edu web site before
    i. 5 of 5 using Mozilla Firefox on Windows XP
    j. All have awareness of Enterprise Rent-a-Car
    k. Average amount of time in usability study was .5 hour
    l. Each participant went through 5 scenarios
    m. Location: individually tested at a workstation
    n. Note taker and facilitator were present at each task

4. This usability testing process is commonly used across many industries. Again, the purpose of this step in the methodology is to identify both positive attributes and problem areas of the www.enterprise.edu site.
5. Second independent analysis of the Enterprise web site: the purpose of this step is to independently assess the site using the information gathered from the usability testing. Using the notes and observations, members of Team A validated or discredited findings based on their ability to reproduce and further analyze key findings of the usability testing. Moreover, the team reviewed initial observations to further validate their credibility.

MAJOR FINDINGS

Using all the information collected from the independent and primary research, the team synthesized the most important findings and organized them into summary topics for Enterprise's review. Although not every outcome of the analysis is documented below, the major findings below reflect the issues that require the most immediate attention. For Enterprise's record, the notes taken from the usability testing are appended to this document.

Major Finding #1: Policy information and specifics are not clearly communicated to users making reservations

Although this was an original hypothesis of the initial review of the site, it was reinforced through the usability testing. The primary source of policy information is the Verify Information page, which contains the specifics of the rental (rate, time, etc), as well as any policy information specific to that rental. Users tended to skim all content on this page, looking only at the far right and left columns containing the specifics of their rental.

This was particularly noticeable during Scenario 4, which was designed to test a user's ability to find specific information and restrictions on drivers for the vehicle rented. None of our users were successful in finding anything they considered a policy or restriction, even though the first paragraph on the Important Information section of the Verify Your Information page clearly spelled out several age restrictions on rentals.

On balance, this particular problem was the greatest difficulty for our testers, causing the most frustration and premature test conclusions.

Major Finding #2: Promotional deals did not visually differentiate well from the main user path once entered. Further, details of the promotion (notably restrictions) were not clearly stated.

Users who entered the Weekend Getaway promotional path from the main Enterprise page were greeted with a brief explanation of the terms of the deal on a clearly differentiated page. However, several users expressed confusion when they clicked through to begin the booking process, as they were returned to another search page that looked almost exactly the same as the main page. The user had effectively entered the promo path, but there was no clear notice that they were moving forward.

Users also tripped over the fact that the dates we provided in the scenario did not match with the parameters of the deal. This was done deliberately to see if users would find information on the deal regarding availability. Users received errors when using the provided dates (an expected behavior), but they felt the reason they got the error to be unclear. This is in contrast to another scenario where a deliberate error condition was set (Scenario 2), where the web site was helpful and fully explained the error to the user, even going so far as to suggest alternatives to bypass the problem.

Major Finding #3: Help functions did not return results that were useful to participants, and were disruptive to rental process

The help function provides a safety net in web applications, a place where a user can turn if they are confused about the application or are in need of additional information. In this case, the users who

turned to help to find information on additional drivers per Scenario 4 were entirely unsuccessful. Not only did their searches for "restrictions" and "drivers" not return meaningful results, the suggested replacement terms ("second driver", "other driver", etc) returned no results at all. While this may have been influenced by the users' selection of search category, the net result was a feeling that help was not particularly useful. Some quotes include:

- "Nothing really helpful"
- "Text is really small....I don't want to read through all this."

In addition, users who accessed help had difficulty returning to their reservation. Accessing the help function effectively derailed these users from their use of the application, exacerbating their feelings of frustration.

Major Finding #4: Modifying/Cancellation functions are not as obvious as they need to be on the home page

Several of our users experienced difficulty finding the "modify an existing reservation" link at the bottom of the main search form. This trouble effectively prevented them from using the website to cancel a reservation. Both users who experienced the issue expected to access an account of some sort, ala Expedia, Travelocity, and Orbitz. This may indicate a growing usage pattern among heavy internet users.

The primary culprit, however, appeared to simply be that our users missed the link entirely, possibly associating it with the Coupon field directly above it. Our own research indicates that keeping a link next to a form field is generally a way of visually associating explanatory data with that field (like the Airport Code Finder link above the Airport Code field on the same page). This, combined with it's simple text treatment, caused our users to ignore the link altogether. One participant also made mention of their trigger word "Cancel" not being present.

Major Finding #5: Promotional e-mail was skipped in every rental scenario that was completed.

This may be a result of the heavy internet usage of our test pool, but we found that not a single user left the promotional follow up mail options checked.

- "No thanks, I don't want to be spammed"

Even knowing that they would be canceling the reservations after the testing, even using test e-mail addresses, our users specifically deactivated this item. This seems to indicate a general reluctance to receive this sort of e-mail communication after a very quick and simple transaction of the type that Enterprise excels in.

Major Finding #6: Airport code listing was not always effective in assisting users in finding their airport.

Several users experienced difficulty when presented with an airport they did not know the code for (Scenario 1, Washington Dulles). The users' attempted scanning by airport name, not knowing the exact name of the airport (terms included Dulles and Fairfax Dulles). Scanning took several minutes,

and the users evinced frustration during the search. Users who knew the code immediately, or who did not use the code finder but simply typed in the city and state had a smoother experience overall.

Major Finding #7: Site "global navigation" is really more of a portal system, linking several subsites together.

While we did not have a scenario to test this explicitly, as per the parameters of the study, we felt it important to mention that the global navigation used on the site at the top of the page is not useful as a navigational tool. While it does link several subsites in the Enterprise family together, it is not effective as an aid in navigating any one of those sites. Effectively, in the primary rental car site, it's dead space, and users quickly learned to ignore it. While the lack of navigation is not a major hindrance for this section of the site, it could be a problem on other, more hierarchically organized subsites.

CURRENT SITE POSITIVES

Although the team and participants found areas for improvement, both parties identified some positives regarding the current web site. Below is a list of positive outcomes, comments and attributes from the independent and primary research:

1. Simple initial rental process. Given that the user knows an airport code or has a clear idea of the name of the airport being traveled to, the rental process was exceedingly easy, and was completed for most users inside of 4 minutes.
2. The main promotional ad on the home page was found quickly and easily when users were asked to track down a specific promotion.
3. The language selector and help tools were both clearly visible to all users and were clicked with no hesitation when the scenario called for it.

This is just a sample of the some of the positive feedback the Enterprise web site received. In the testing notes, stakeholders can review the notes and comments to learn of other positive experiences gained through the web site.

RECOMMENDATIONS

The Enterprise web site excels at its core competency of simple rental service. However, it suffers when complexity is added to the mix, something that happens when out-of-bounds like promotional deals are used. To make the site a more enjoyable experience, from a potential customer's perspective, Enterprise should consider the following recommendations:

Recommendation #1: Redesign the Main Page Search

The main search area works very well, no question. However, the page is quite tight, and several users complained that it was "cluttered". There is a lot happening in a very small space. This issue also contributed to the difficulties with canceling reservations some users experienced. A more open plan, with important tools like Reservation Modification treated in a more separated way would lessen the clutter.

In addition, our team noted the massive amount of textual content "below the fold" on a 1024x768 monitor screen. The links at the bottom of the search, combined with the lack of graphical treatment,

cause what we call a "scrollstopper", a point on the page where the user doesn't have an indication that there is more to see below the fold. Extending the primary content containers to encompass this content would help lead the user's eye lower on the page, thereby preventing the scrollstopper effect.

Finally, the global navigation area needs to be re-assessed. Because its use is limited to non-existent once the main page of the Enterprise site is left, a different graphical treatment may need to be used.

Recommendation #2: Redesign the Verify Your Information page

A critical fix, this could be accomplished fairly easily. Removing the all-caps treatment of content would be a good starting point, as would expanding the columns and allowing the content some breathing room. Right now, the content invites skimming, which is not a good practice on a page that is the primary (and only) source of information on the particulars of the rental agreement (including terms and conditions). The use of a stronger color could assist in the leading the visitor's eye to the most important pieces of content on the page, with lighter tones and white in the areas that are read less frequently ---the goal, to break up one large page of solid content into smaller visual areas to make viewing and scanning simpler and quicker.

Recommendation #3: Clearer indications when a user is on a promotional path, and what that path entails.

Users who have entered a promo path are taken back to a clone of the main search page with no real indication that the promotion had been selected. Some additional treatment, perhaps a header, an additional color, or other called out notice, would assist the user with a feeling of confidence that they had in fact accessed the right area of the site.

Further, content related to specific terms and conditions that are common error points should be noted clearly on the search page. This should lower the number of error conditions that the user generates on search, thereby increasing their satisfaction level. Interface tricks with Javascript, etc, could also be used to limit options available to promo deals, or to catch potential issues prior to form submission.

Recommendation #4: Improve the utility of the Airport Code Finder

Most of our users were frequent Expedia users, and some noted that they'd never had a difficulty finding airport codes with that service. Part of the ease-of-use of Expedia's site is its Javascript-driven code assistant. Simply type part of the airport name into the departure box, and a dropdown of possible matches appear for your convenience. This is a trick replicated in several other services, including Gmail and Yahoo Mail. Right now, the code finder Enterprise uses is too separated from the actual search itself, and does not provide any real help in the event that the user does not know the precise name of the airport in question.

Appendix – Usability Tasks

Scenario 1

You are going to the corporate office in Fairfax, VA in October.

You are flying into Dulles Airport at 6:00 am on Oct 2 and flying back at 6:00 pm on Oct 5.

You need to rent a car for this trip. Please book a reservation for a Full Size Vehicle for your trip.

Note: please use the word "test" as your last name when making this reservation.

Scenario 2

You need to fly in to Pasco, Washington for a one day trip tomorrow, arriving at 5:30 AM, and departing at 6:00PM..

Book a car rental reservation for this trip. You are interested in an SUV.

Note: please use the word "test" as your last name when making this reservation.

Scenario 3

You just found out that your trip to the corporate office in October (from Scenario 1) has been canceled.

You need to cancel your car reservation that you recently made.

Scenario 4

You will be spending time in Hawaii with your family. You have a weekend trip to the island of Maui on Fri October 6 until Sunday October 8. You have heard there is a promotion going on at enterprise.com for 50% off Weekend Rentals and you are interested in taking advantage of this promotion.

Book a car reservation for this trip.

You are also interested in finding out if there are any restrictions for who can drive the car.

Note: please use the word "test" as your last name when making this reservation.

Scenario 5

You are a Spanish speaker interested in renting a car in Los Angeles (flying into LAX). You speak limited English. Find a tool to assist you in your search.

Note: please use the word "test" as your last name when making this reservation.

Post Interview questions:
- What are your overall impressions of the Enterprise Web Site?
- Do you have any recommendations to improve the experience?
- What did you like about the Enterprise site?
- How does this site compare to others you've used to book rental cars?
- Would you come back to the Enterprise site the next time you needed to rent a car?

Appendix – Usability Data

Subject: Paul:
Age: 36
Male
1 rental in 6 months,
heavy internet user
Purchased online in last 6 months

Sc1: Time elapsed: 4 minutes
- Airport cide entered: Dulles (airport locatons only)
- Dates: typed in dates
  - "Who knows how long they (date picker) will take to load up?"
- Searched
  - Scans business hours, evinces confusion "Hours aren't noting dates I selected?"
  - Verifies price
  - Continue booking
    - Renters details filled
      - "Not sure on phone format...do they care if I put dashes?"
    - Killed promo mail
      - "No thanks, I don't want to be spammed"
    - Skipped optional questions
    - Continue booking
      - Review result form, scanning column in turn
        - "Dates are on the left, but 4 day item on the right doesn't show them."
      - Booking verified
        - Test complete.

Sc2: Time elapsed: 3 minutes
- Airport code: Pasco, wa (airport loc only)
- Dates: typed in
- Search
  - User evnincd frustration at hours, did not understand why screen was presented
    - "Oh, I see...times are wrong. This won't work for me"
    - Facilitator reset expectation and test continues
  - Notes time was reset to first available
  - Click Continue
    - Class selection screen appears
      - "Why did this show up?"
      - "Seems to have forgotten my choice (from the search)....oh, I see. Sold out."
    - Selects minivan
      - Test completed.

Sc3: time elapsed: 2 minutes
- Scans global navigation, lingering on rent a car
- Finds modify reservation link
  - Uses res # to cancel

- - ▪ Normally would expect site to remember rentals, store items. If had to, would print receipt.
  - o Cancels res
    - ▪ Test complete

Sc4: Time elapsed 5 minutes
- Uses banner to start promo path
  - o Scans text header
  - o Starts booking process
    - ▪ Airport code: Maui, Hi (airport only)
    - ▪ Dates: Uses picker since unsure of weekend dates
    - ▪ Care type: Premium
    - ▪ User elects to right-click on terms and conditions to open a new window, gets same page back.
    - ▪ Clicks again and finally receives terms and conditions window.
      - • Scans text, finds days for use, class of car are invalid, but does not see rental policy information
        - o "Where are the policies?"
      - • Scans all links on site page,
      - • User, evinces frustration
        - o "Would call for information and policies, and says he'd complete res via the phone call, abandoning internet res.

Sc5: Time elapsed: < 1 minute
- User immediately uses language tool.
- Trigger to select: Language

Closers:
Overall: 5 of 10. screens are cluttered, not easy to read. Hours for business could have used dates (specifics of rental didn't seem clear enough)

Recommend: Better highlights on relevant screen information.

Likes: Search was simple, fairly smart. Liked the airport only option. Easy to get started

Compare Uses expedia regularly, but not for car rental. Compared to other sited used, seems pretty average

Comeback: Would prefer corporate site.

Other

Subject: Tony:
Age: 27
Male
3 rental in 6 months,
heavy internet user

Purchased online in last 6 months

Sc1 Time: 2 minutes
- Airport code: IAD
- Dates: Used date picker
- Searched
    - Verifies price
        - "Ouch..."
    - Continues with booking
        - Fills renter details
        - Kills promo mailing
        - Skips additional details
        - Continure booking
            - Scans "fine print" on verify information
            - Continure booking
                - Test complete

Sc2: time: 3 minutes
- Code: Pasco, Wa (airport only)
- Dates: Date picker
- Note: uSer enters time off of flights given for easier pick up and drop off of car
- Search
    - Error on entry time: user satisfied with site adjustment to Pasco hours
        - SUV sold out, user elects to look for another location.
        - Backs to Search
            - Unchecks airport only
            - Scans each location, but no SUVs.
                - Finally settles on Fullsize.
                    - Test complete
                    - Note: User did NOT realize that they had not reselected an airport location prior to choosing final car type...thought he'd selected airport locaton.

Sc3: time: 1 minute
- User scans site for log in link
- Expressed need to log into "account" to see past res.
- Clicks expresspass login
    - Scans for username and password
    - Says password forgotten
    - Tries to use email from prior res, bt received error.
    - User states that he would call to cancel reservation
    - Goes to contact us
        - Finds contact number
        - Follow up: User was looking for "account" on main page
            - Did not see modify link at all
                - "poorly placed"
                - "Should be at top of page"
        - test complete

Sc4: time 5 min
- Click Banner ad
- Scans text, terms
- Click book
    - Airport code: Maui, Hi
    - Dates: typed dates
    - Class: Standard
    - Searches
        - User received expected error, elects to change travel dates to match promo.
        - Updates via search
            - User selects offsite location (participating),
                - Scans terms and conditions scanning for restriction policy
                - Clicks Help
                    - Searchs for second driver, no result
                    - Searches for driver (in future rental category, suggested term): no result
                    - Decides to call in for more information,
                        - User would stay on site until call was completed (note, would run afoul of session timeout problem and would lose reservation to this point).
                        - Test complete

Sc5 time < 1 min
- User immediately uses language tool.
- Trigger to select: Language

Closers:
Overall: fairly straightforward, not much "passthrough"

Recommend: Help not useful, search terms suggested did not return results

Likes-

Compare: Easier than expedia, a little more information upfront than others

Comeback: Would return if good deals were offered, tends to go with cheapest option.

Other

Subject: Jeremy:
Age: 25
Male
0 rental in 6 months,
heavy internet user
Purchased online in last 6 months

Sc1 time; 3 min

- Airport: IAD
- Dates: typed
- Search
    - User scans lieft primary
    - Continue booking
        - User fills rental infor
        - Kills promo mail
        - Fills optional information
            - "Reduces time at the counter, as it says right here"
        - Did no fill in first name, receives error
        - Repairs
        - Continues
            - Checks if upgrades are allowed, does not follow link
            - Finishes booking
                - Test completes

Sc2: time: 2 min
- Airport code: Pasco, Wa
- Dates: types
- Search
    - Sees error on time, per expectation: satisfied with site reset to first available
    - Clicks continue
        - SUVs sold out
        - Selects minivan
            - Test completes

Sc3: time 1 min
- User scans for a "log in" link
- Evinces expectation that they should log in.
- Bypassses expresspass log in link
- User states that they would call,
- Clicks contact us for information
    - Folllowup: User was expecting a callout to edit reservation
    - Shown modif link: user did not trigger on link
        - User says they associated link with Coupon field
            - Test complete

Sc4: time 3 min
- User notes "Rental Policies are not clearly stated" (had looked for these on a prior occasion)
- Does not click banner.
    - "Deals are usually applied automatically"
- Airrport: Maui, Hawaii
- Dates: typed
    - Selected onsite rental option
        - User notes that price was not updated per expectation,
    - Backs to main search (back button)
        - Notes Dates did not qualify
            - "Small type on banner, and deal wasn't added automatically"
        - Proceeds with rental normally, ignoring all other promos

- Test complete

Sc5 time <1 min
- User immediately uses language tool.
- Trigger to select: Language
    o "It's right at the top!"

Closers:
Overall: Neutral on site, would have liked more info on policies

Recommend: Char with a representative

Likes: Race points promo!

Compare: Uses expedia, likes increased functionality

Comeback: given strict timeframes, yes (assuming one-ways not a factor)

Other: Does not like date picker (I know my date, why click more times?"

Subject: Erin:
Age: 25
Female
2 rental in 6 months,
heavy internet user
Purchased online in last 6 months

Sc1 time: 5 minutes
- Airport code: clicks airport link
    o Clicks D, does not see Dulles
    o Clicks W for Washington, does not see airport
- Airport code: Dulles Airport (typed)
- Dates: Typed in
- Search
    o Verify location, car, rates, times
    o Contines
        ▪ Filles rental info
        ▪ Kills promo mail
        ▪ Skips additional information
        ▪ Continue
            • Verifies left column infor, skims remainder
            • Books
                o Test complete

Sc2: Test 4 min
- Airport code; Pasco, Washington
- Dates: via picker
- Searchj

- o Expcted error received. Satisfied with site reset to first available.
- o Continue
  - ▪ Notes vehicle choice was lost (SUV was sold out)
    - • "Said I didn't choose, buy it was really sold out"
    - • "Would have been nice to know earlier"
  - ▪ Selects minivan
    - • Test complete

Sc3 time: 1 min
- • Clicks modify reservation link
  - o Used res number provided to cancel
    - ▪ "I don't write these down normally...I wait for email"
  - o Cancels successfully
    - ▪ Test complete

Sc4 time 6 min
- • Clicks ad
  - o Scans header text
  - o Clicks book now
    - ▪ Airport: Maui, Hi
    - ▪ Dates: typed in
    - ▪ Search
      - • Expected error received: Dates incorrect.
      - • Views terms and conditions "skimming" for information
        - o User elects to bail from promo, and books normally
          - ▪ Selects offsite location
          - ▪ Selects standard size car
            - • Scans renrtal formfor restrictions,
            - • Fills out form, skipping optionals and killing promo
              - o Scans important information block
              - o Clicks on otional protection items in sequence
                - ▪ "Oh, this is the same thing" post second click
              - o User states would book, then call as a follow up for further policy information.
                - ▪ Test complete

Sc5 2 minutes
- • Trugger: language options
- • Scans global
- • Scans search
- • Scnas bottom lines
- • Sees top selector and completes task
  - o "Once I saw it, sure, but it didn't jump out"

Closers:
Overall: "Not bad...I liked it,"

Recommend: Be nice to see pictures of cars earlier, rates earlier

Likes: easy to search on city, classes of car

Compare: Uses Orbitz for rate comparison, but not much other direct compaison

Comeback: "yeah, I'd use it again"

Other

Subject: Scott:
Age: 25
Male
2 rental in 6 months,
heavy internet user
Purchased online in last 6 months

Sc1 time 7 minutes
- User typed in Virginia into airport code
- Typed in dates
  - o User had several difficulties selecting airport, finally after several false starts finding Washington in code listing.
- Search:
  - o Verifies dates
  - o Continues
    - ▪ Fills rental form
    - ▪ Skips promo
    - ▪ Skips optionals
    - ▪ Continue
      - • Scans verify info text
        - o "This looks way too cluttered"
      - • Continue
        - o Test complete

Sc2 time 3 minures
- Airport: Pasco, Washington
- Dates typed
- Search/
  - o Expected error returned:
  - o satisfied with site suggestion on time after reading error messages
    - ▪ User had already selected Full size (SUV was not specificed for this test)
    - ▪ Test completed.

Sc3 time: 2 min
- Scans page, finds, modify existing res link
  - o Fills in res #

- ▪ "I don't normally write these down"
  - o Handles cancellation
    - ▪ Test complete

Sc4 time 8 min
- Clicks banner
  - o Scans text
  - o Book now
    - ▪ Airport code: Hawaii
    - ▪ Dates: tpyed
      - • User receives date error, a expected
        - o "Can't take advantage orf promo,I guess"
      - • Elecrs to book normally
        - o User presented with list of locations, but none for Maui
        - o Uses Back button to return to Search (promo version)
          - ▪ Search for Maui, same dates
          - ▪ Selects onsite after booking normally
          - ▪ Selects compact car
            - • Fills rental, skipping promo and optional
              - o Views verify information
                - ▪ "See if any policy stuff is on receipt"
              - o Reads, sees nothing.
              - o Clicks help.
                - ▪ Looks at initial data, "nothing really helpful"
                - ▪ Search for restrictions, age restrictions, no useful results.
                - ▪ "text us really small...I don't wan to read the results"
                - ▪ User notes frustration
                - ▪ "I would forget the restriction stuff, maybe call later".
                - ▪ Attempts to pick up earlier res, but shows hesitation,, frustration.
                - ▪ "Now I;m completely lost."
                - ▪ Test ends.

Sc5: Was not asked.

Closers:
Overall: Lots of text, lots of clutter. A little overloaded
"My eyes went to the center (of the verify info page), but I'm supposed to look left".

Recommend: Wanted to put in city, but it didn't help me find my airport mvery well"

Likes: Easy to do simple searches

Compare: Uses expdia: expedia was "better...not so much extra information'

Comeback; Doesn't think he'd come back.

Other: user dislikes date picker from previous exp on other sites, does not trust them.

Web Site Usability Addendum

Enterprise Rent-A-Car

METHODOLOGY

The findings and information contained in this document are derived from the following methodology:

1. Team A independently reviews and analyses the Enterprise web site: the purpose of this action was to make initial assumptions regarding the web site and analyze the site against best practices learned work in the industry. The assumptions from this initial analysis were used to determine hypothesis on the strengths and weaknesses of the current processes in place. This review was conducted with the primary research on tasks and concerns provided by CUE.
2. Synthesize both initial analysis and prior research into problem areas and tasks for usability testing: the purpose of this step in the methodology was to prepare the tasks, questions and scenarios for usability testing. Although the team understands the best practices of web site design and usability, it is imperative that the hypotheses are tested within the demographic that the Enterprise web site is communicating with.
3. Usability testing: the purpose of this task is to both test out the hypotheses created during the initial site assessment, and to uncover both negatives and positives regarding the current Enterprise web site. The process of usability testing is to walk a sample of users through different scenarios and tasks on the www.enterprise.edu web site. Each task and process is observed and documented so common threads and outcomes can be identified as both pain points and user benefits.

   a. Below is key information regarding the usability testing process and the sample used:
   b. Site: www.enterprise.edu
   c. Sample: 5 drivers who travel semi-regularly
   d. Age: 25-26
   e. Average internet usage of 2-4 hours a day
   f. 4 of 5 have rented a car in the last 6 months
   g. 5 of 5 have made an online purchase in the last 6 months
   h. 1 of 5 have been to the www.enterprise.edu web site before
   i. 5 of 5 using Mozilla Firefox on Windows XP
   j. All have awareness of Enterprise Rent-a-Car
   k. Average amount of time in usability study was .5 hour
   l. Each participant went through 5 scenarios
   m. Location: individually tested at a workstation
   n. Note taker and facilitator were present at each task

4. This usability testing process is commonly used across many industries. Again, the purpose of this step in the methodology is to identify both positive attributes and problem areas of the www.enterprise.edu site.
5. Second independent analysis of the Enterprise web site: the purpose of this step is to independently assess the site using the information gathered from the usability testing. Using the notes and observations, members of Team A validated or discredited findings based on their ability to reproduce and further analyze key findings of the usability testing. Moreover, the team reviewed initial observations to further validate their credibility.

RESOURCES USED

A listing of hours is provided below.

Date	Member 1	Member 2
9/19	4	4
9/20	8	6
9/22	4	-
9/23	2	2
9/25	8	6
Total	**26**	**18**

COMMENTS ON EVALUATION EXERCISE

The main difference between this exercise and one of our normal usability studies is that we did not interview the stakeholders at Enterprise. Generally, we would conduct research into the goals of the site, its primary audience, and the perceived issues that the current web site is experiencing. Much of this information was provided to us at the outset, which gave us a good starting point. Other than that, the size of our data pool was the only real variant from one of our normal tests. Ordinarily, we would get at least 5 more participants, and we would attempt to ensure a better spread on internet usage and overall age.

COMMENTS ON THE WEBSITE

ID	Severity	ROI	Description	Recommendation
A-01	B	CM	Visibility, readability. Rental policy information and specifics are not clearly communicated to users making reservations	Minor redesign of Verify Information page could result in better readability
A-02	C	RM	Visibility, affordance. Promotional deals did not visually differentiate well from the main user path once entered	A new clearer design, possibly a header/color change and some instructional text once the user has entered the promo path should reaffirm user choice.
A-03	C	CM	Visibility Further, details of the promotion (notably restrictions) were not clearly stated.	A new clearer design, possibly a header/color change and some instructional text once the user has entered the promo path should reaffirm user choice.

A-04	C	EM	Site tools Help functions did not return results that were useful to participants, and were disruptive to rental process	Better search results, and a clearer return path to ongoing reservations would make the user have more confidence about breaking out of the reservation process.
A-05	B	CH	Readability Modifying/Cancellation functions are not as obvious as they need to be on the home page	Moving the link for modifying reservations to a more prominent location, and treating it in a graphical will make this item more accessible.
A-06	B	EM	Ease of Use Airport code listing was not always effective in assisting users in finding their airport.	Adding a better search function for codes, or better yet, an inline Ajax search helper would speed users who may not know the exact name of their airport.
A-07	I	RM	Navigation Site "global navigation" is really more of a portal system, linking several subsites together.	Navigation for this site is not all that useful. It should be moved to a less prominent location, or the site should be rearchitected to leverage a global navigation system in a more effective manner.
A-08	P		Ease of use The rental process was exceedingly easy, and was completed for most users inside of 4 minutes	
A-09	P		Visibility The main promotional ad on the home page was found quickly and easily when users were asked to track down a specific promotion	
A-10	P		Site tools Language selector and help tools were both clearly visible to all users and were clicked with no hesitation when the scenario called for it	
A-11	I	CM	Readability A prominent link to INTERNATIONAL rentals may work better than the links to the individual countries listed in the search area.	

A-12	I	EL	Design Scrollstoppers on the homepage are apparent below the green and below the set of footer links	
A-13	B	RH	Browser Issue Rent a Car/Corporate Accounts area is broken on Mac/Safari	

Team B

Team B used a combination of expert review and a three task, four user, think out loud testing methodologies.

Approximately 24 hours were used to complete this study.

This study varied from a typical study in the following ways:
- Team B usually uses 8 users for think out loud studies
- Team B usually writes up to 12 tasks for think out lout studies
- A set of baseline key metrics are usually taken for:
    - Time to compete a task
    - Number of keystrokes used
    - Number of mouse clicks
    - Number of windows popped open
- The baseline metrics are generated by someone who knows how to complete a task without any interruption. The baselines are compared to averages and presented to clients as part of the findings report.
- Tasks are generally reviewed with clients prior to testing
- A survey is conducted to ensure clients understand what visitors use their web site for

Team B

Task 1

You are about to surprise your wife and three kids with a trip to DisneyWorld in Orlando, Florida over the upcoming holiday (Columbus Day) weekend. You will need a minivan for the weekend. You will be arriving at the airport on October 6 at 8:30 am and wish to return the car on October 10 at 10:00 am. You know you're flying on Delta Airlines, but do not have the flight information handy.

Other information:
You are 38 years old.
Your name is: Pat Test
Your e-mail account is pat20910test@yahoo.com
e-mail account PW is winnie

Perform this task until you feel you've either completed it or can not complete it.
_____

Task 2

You live in Washington DC. It is supposed to be a beautiful weekend and you want to take a road trip to the Eastern Shore for relaxation. Rather than take your minivan, you want to drive a convertible. A friend has told you about a special that Enterprise is running and you want to see if you can take advantage of the reduced rates and find a sporty convertible at a reasonable price.

Perform this task until you feel you've either completed it or can not complete it.

_____

Task 3

You are about to take a business trip to Chicago, Il and will need a car while in town. You need to impress your clients that you're a successful business owner so you are not looking for the cheapest or smallest car, but one that will provide room for your four clients, not give the impression that you're cheap, but not go over the top either. You're arriving in Chicago O'Hare on November 5 and leaving the same day. You will arrive at 7:30am and return the car at 8:00pm.

Other information:
You are 38 years old.
Your name is: Pat Test
Your e-mail account is pat20910test@yahoo.com
e-mail account PW is winnie

Perform this task until you feel you've either completed it or can not complete it.
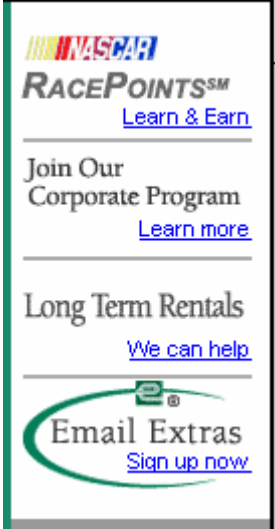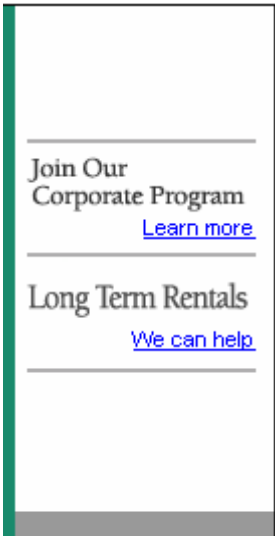
Team B

** You've just realized that your trip in Chicago is on December 5th, please make the necessary changes in your reservation. All else remains the same.

STOP until you've completed the above task.

** You just heard from your client and they are not going to be in town on December 5 and would like to postpone your visit indefinitely. Please cancel your reservation.

Team B

ID	Severity	ROI	Description	Recommendation
B-01	P		Initially eye is drawn to center area titled: Create a Car Rental Reservation in the US	
B-02	C	RM	There are many navigation items presented – perhaps too many	Reduce the number of links by focusing on key audience types
B-03	I	RM	The call to action for setting up an account, seems week – expresslane	By reducing other links, make this link more prominent
B-04	I	CL	The BBBOnline Reliability Program icon seems to just hang there – as if the designers didn't know where else to stick it	Get rid of this icon
B-05	P		It is clear where you should start and where you should look if your primary task is to rent a car	
B-06	P		The Show airport locations only check box will be very helpful to users	
B-07	I	EM	There is nothing about this page that tells me *who* Enterprise is. In other words, there is nothing special about this car rental company or site as it compares to other sites viewed. Other sites include: Hertz, National, and Alamo.	Create better imagery and copy text to give the site an appropriate voice and look and feel
B-08	I	EM	Initial adjectives to describe the site are: pale, green, busy.	Refresh the design
B-09	I	EM	My thoughts about the company behind this site are: travel-industry related, dull, and perhaps a bit frenetic	Refresh the design
B-10	C	EH	As a consumer, I didn't understand the Manage Your Fleet top level nav.	Redesign the initial entry screen so visitors are driven to a solution to their needs – versus scanning the site for relevant links.

Team B
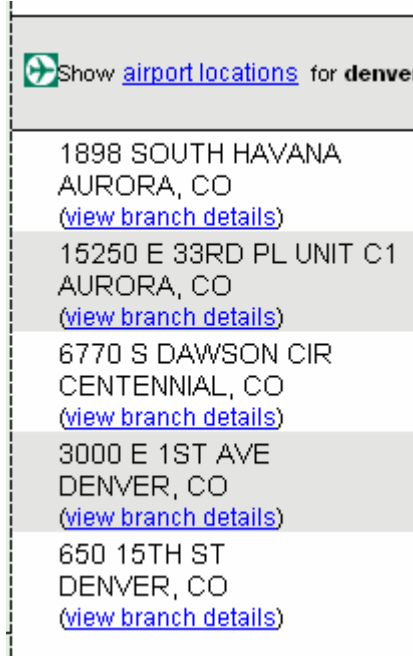
B-11	I		When you select Canada, left hand nav items are replaced with blank areas. It seems to me like images, at the least, should replace these items if they are not available or relevant to Canadian rentals US Canada	Replace empty space with country-specific
B-12	P		It is very helpful that the End Date changes to be the same as the Start Date when selecting **Dates & Times**.	

Team B

B-13	I	CL	If you're looking for a car class not listed, it would be helpful to have a "Don't see what you're looking for? Call 800-555-5555 or some number where the user could get help.	Add text with a phone number directing users where to get help.
B-14	C	CL	Date interface is inconsistent, Month is drop-down, Day is type-in. Users may assume they need to use the calendar to pick the date.	Change the date interface to be a drop down box as well.
B-15	I	CL	Modify an Existing Reservation does not seem like it belongs at the end of the rental process data input screen.	Remove the link from this area.

B-16	I	EM	I would prefer to start the user session off with a "What do you want to do?" type of questioning.
			• Do you want to:
			  o Rent a car?
			  o In which of the following countries?
			  o Modify or cancel an existing reservation?
			  o Come to work for a great company?
			  o Buy a car?
			  o Manage your fleet?
			  o Learn more about Enterprise?
				Redesign the entry page to the site to allow the user to select what their task is so relevant links are most prominent.

B-17	C	?	The Airport wizard is helpful, however, it would not allow me to resize	Allow users control of their window sizes
B-18	C	CL	Airport Wizard: I do not understand what "Flying general aviation?" means – not knowing if it applies to me or not.	Re-label this link appropriately

Team B

B-19	B	CL	Airport Wizard: When I click W for Washington, DC. I am only presented with Washington, VA. That confuses me. I've never heard of Washington, VA and if I am traveling to Washington, DC, via DCA or IAD, I expect to see Washington, DC, not Washington, VA. Same thing for Cincinnati OH – which is listed as Cincinnati, KY.	Re-label the cities correctly.
B-20	C	CL	Home Page: As presented in my browser, the bottom of the screen appears as though it is the bottom of the site – with the common text links. However, there is much more content underneath these links.	Create a visual cue that there is more content below the text links.
B-21	I	CL	Email Extras – I wasn't sure what this was until I clicked on it. Could it be labeled Discounts and Coupons to make it clearer to the user what they will find under this link and perhaps garner a better response rate? Users may shy away from things that suggest they will receive more e-mail.	Re-label this link.
B-22	B	?	Using the date selection calendars, I can select an End date that occurs before my Start date. I am used to dates that aren't valid being un-clickable.	Review code for this tool and correct issue. Do not allow dates prior to the Start date to be selected.
B-23	P		Rental process: Entering initial data is easy and clear.	

Team B

B-24	C	ML	View branch details – when clicking on this I expected a new window to open up with details about the branch. ![branch details screenshot: Show airport locations for denver 1898 SOUTH HAVANA AURORA, CO (view branch details) 15250 E 33RD PL UNIT C1 AURORA, CO (view branch details) 6770 S DAWSON CIR CENTENNIAL, CO (view branch details) 3000 E 1ST AVE DENVER, CO (view branch details) 650 15TH ST DENVER, CO (view branch details)]	Recode this link to pop open a new window with just branch information on it.
B-25	C	CL	"see details" when looking at car options would be more helpful, to me, if it popped open a new window versus replacing the current content. Or if there was a tool to allow me to compare the cars I select with some type of selection tool.	Recode this link to pop open a new window.
B-26	I	CL	The % Complete indicator is easy to miss all together. Is there room for that between the top level nav and the information screen?	Give this indicator more prominence and space
B-27	C	CL	When asked for my credit card, I am accustomed to putting in the number as well as the type. Particularly for reservations. When the next screen was presented, and I was able to "book it now," I was surprised since I hadn't entered any financial information. I found the confirmation screen useful and clear.	Write some text letting users know you do not require

Team B

B-51	C		Subject 1 didn't like the date selection tool varied from drop down to type in.	Covered before
B-28	C	CL	Subject 1 didn't notice the sold out notice.	Change the color of this text to RED
B-29	P		Subject 2 noticed the sold out notice immediately.	
B-30	C	CL	Subject 2 would call the phone number listed to find out if they will pick him up at the airport.	Make the options for what to do when your desired location is sold out clearer
B-31	C		Subject 3 wanted a scroll down for the month date (1 through 31) when selecting dates	Covered before
B-32	A		Subject 3 did not select Airport Only and quit when he saw the airport location was sold out. He said he would call or look for some customer service number to find out what he should do to get a car there.	
B-33	A	CL	Subject 4 would start using another car rental site as soon as he saw they were sold out.	See B-30
B-34	C		Subject 1 didn't see the specials offer on the right hand side of the page. [note: task included finding a special]	I don't think you can make it any clearer that there is a special – however, maybe making it available farther into the site as well will help.
B-35	C	RM	Subject 2 found the weekend special offer on the right hand side of page after he had already filled in the car rental information. When he clicked on it he was confused because he felt like it merely returned him to the home page.	The way specials are promoted and used needs to be redesigned.
B-36	C	RM	Subject 2 didn't see a convertible option so he selected Show All and hoped to find one. When presented with the list of locations he was annoyed that none of the 14 locations were participating in the 50% Off Weekend Special.	See B-35

Team B

B-37	A		Subject 3 did not see the specials offer on the right hand side of the page.	
B-38	A		Subject 3 was frustrated there was no way to see if Enterprise rents convertibles as part of its luxury class.	
B-39	P		Subject 4 started with the 50% Off link on the right hand side of the page.	
B-40	B	RL	Subject 4 assumed a convertible is a premium car.	Is it possible to add a link that says – don't' see the car you're looking for? Call Us at ….
B-41	C	CL	Subject 1 liked missed the print confirmation button the first time around.	I felt like there wasn't much you can do to change this one. Perhaps move the list of links or minimize them so Print stands out better.
B-42	P		Subject 1 liked the confirmation detail page with the map.	
B-43	C	CL	Subject 2 was confused of the difference between Premium and Luxury cars when presented in the drop down box.	Rename Premium to Unusual or an adjective that is not so close to Luxury
B-44	C	EL	Subject 2 wanted a tool where he could sort location results – for example, list results based on their distance from O'Hare.	I am not sure how often users need to soft locations.
B-45	I	CL	All Subjects by-passed the option information while filling out the Renter's Details screen. Not paying attention to the fact that it will save them time.	Highlight that the information is being collected for their benefit by reducing time at the counter.
B-46	C		Subject 2 was confused that no credit card number was requested.	
B-47	P		Subject 2 found it very easy to change an existing reservation. He quickly found the change date option on the left hand nav. However, he missed the Vehicle Class change option.	
B-48	C	CL	Apply Changes confused Subject 2. He felt that it was a software term not a term used when thinking about reservations.	Rename link to "Change Reservation"

Team B

B-52	B	CL	Subject 3 was not able to change the dates for his reservation easily. Based on his review of the screen, he was going to book the reservation over again and just get a new reservation number. After further review, he found the modify reservation correctly.	Don't rent to Subject 3.
B-49	P		Subject 3 used his e-mail confirmation to cancel his reservation and found it easy to use.	
B-50	P		Subject 4 was able to compete all parts of Task 3 with ease.	

Enterprise.com Reservations

An Examination

by Team C

For:

User Interface 11

Boston, Massachusetts

Contents

Enterprise.com Reservations

Executive Summary

As far as the customer is concerned, the interface is the product.

-- Jef Raskin

The Team C user experience group conducted a usability evaluation of the Enterprise.com reservations system in September 2006.   The evaluation was conducted in response to a request from Enterprise.com, and presented as an exercise for the **User Interface 11 Conference** in October, 2006.

Four participants were asked to perform a series of tasks on the reservations system located on Enterprise.com. A pilot test was conducted prior to the evaluation. Three participants were observed using Morae ™ usability testing software in a usability lab located in xxx. One international participant was recorded remotely using UserVue ™ remote user observation Web service.

The four participants attempted to complete up to seven tasks involving the reservation of a vehicle. A facilitator sitting with the participant conducted the test, and at least one other person observed and logged in another room. The participants were encouraged to use the "think-aloud" protocol. Each participant was debriefed, and completed the SUS ™ customer satisfaction survey when the evaluation was completed.

In general, most participants were successful with basic reservations. Several issues confounded participants during the evaluation, including:

- Inability to use the browser's Back button without error, forcing them to start over,
- Missing location information,
- Missing pick-up information, and
- Poor error messaging.

Participants had trouble identifying the cause of error conditions when attempting to take advantage of promotions or discounts. Participants had difficulty understanding the various "home" pages on the site, and our Canadian participant had difficulty determining how to make a reservation for travel in the US after reserving in Canada.

Problems with the layout and design of the site made reading and understanding reservations difficult. Large blocks of text were presented in all capitals, making it difficult to scan and read. The various text treatments (up to 24 on one page) also made comprehension difficult. The many text treatments compete for the customer's attention.

Errors are not prevented and they are not explained properly. Participants too frequently found themselves looking at an error screen, trying to identify the problem. Some even questioned why they had been allowed to make the selections in error in the first place.

In all, while it is possible to rent a vehicle from Enterprise.com, often the customer has to strongly motivated to wade through the current process, especially if their rental is not the only true supported path in the transaction. To maximize the online customer base, it should be easy to find a rental and pick it up in the customer's desired location – all using the Enterprise.com site.

Enterprise.com Reservations

Introduction

The Enterprise.com Product

Enterprise Rent-A-Car is a nationally recognized car rental company that specializes in neighborhood-based rentals. The phrase "We'll pick you up" has become so well known that several participants in our evaluation recognized it and even suggested that they would take advantage in the given scenario.

At the request of the study sponsors, the vehicle reservation system on the Enterprise.com Web site was evaluated.   Sponsors indicate that the typical Web site user is between the ages of 24 and 70. The typical customer is comfortable using the Internet to make car rental reservations or making purchases online. The objective of the reservation system is to allow the customer to make a reservation at one of 6000 locations in the US, Canada, the UK, Ireland or Germany. However, the company specializes in rental service to locals who need a vehicle because of the temporary loss of their own, often due to repair or accident. The company and the online system also support travelers as a secondary user group.

Even while Enterprise.com enjoys a strong reputation for customer service, participants struggled with a site that seemed designed to force them to support the Enterprise business model, rather than the participants' own goals.

Test Objectives

The test's objective was to identify usability problems with the online reservation system. Participants were able to review locations, classes of available vehicles, and finalize reservations online.   The evaluation included one participant making reservations in another country (Canada), using a coupon, using a promotion, attempting a one-way rental and making reservations at a busy airport location.

Method

Participants

Four participants were tested. The Canadian participant participated remotely, and certain tasks were reconfigured to meet the user experience of Canadian consumers. Each of the participants was screened for experience using the Internet, making purchases or travel reservations online. All participants were of an age that car rentals would be permitted. Three participants were seasoned travelers, and the fourth was experienced using technology, the Internet and making online purchases. Ages ranged from 23 to above 56.   All participants met the criteria indicated by the study sponsors.   There is confidence that chosen participants reflect the actual population of Enterprise.com customers.

The evaluators also recorded an "optimal path" participant to indicate the shortest and best path through each task – this recording was used for comparison during data analysis and used the US task set described below.

	Experience with Technology	Experience with car rentals	Age	Gender
Participant 1	Very Experienced	Very Experienced	Age above 24	M
Participant 2	Experienced	Not Experienced	Age above 24	F
Participant 3	Very Experienced	Experienced	Age above 24	F
Participant 4	Very Experienced	Very Experienced	Age above 21 but below 24	M

Enterprise.com Reservations

Context of Product Use in the Test

Tasks

Participants were asked to perform the tasks in the context of several scenarios. All were told their vehicle required a repair that would last more than two weeks. Several of the tasks also had "sub-scenarios."

Scenario:

Your car has broken down, and will require about two weeks to repair. You are going to be traveling in the next month, and you know you'll need a rental vehicle. You decide to check Enterprise to check prices and perhaps make a reservation.

For US participants:

1. Open a browser. Find the Enterprise Web site.

2. Reserve a mid size vehicle next Monday morning returning that afternoon from the Lansing airport.

3. Cancel reservation.

4. You have a coupon to rent a vehicle. The code is ETBX6F. Reserve a vehicle to pick up from Lansing, Michigan at 6:30 a.m. next Thursday. You will be driving the vehicle to Cleveland, Ohio and returning at 7 p.m.

5. You notice that there is a weekend special on the home page. You have a long weekend at Disney with the family coming up. You want to reserve a minivan. View the available vehicles for pick up from Orlando September 29 at 8 a.m. for that special rate.

6. You plan to fly out from a different city near your folks in Sarasota. Check the rates leaving the minivan on Oct. 2 at Tampa. Is it possible to leave the minivan at a different location? How?

7. Reserve a minivan from Orlando on September 29 at 8 a.m., to be returned on October 2 at Orlando for that Weekend special.

For Canadian participants:

1. Open a browser. Find the Enterprise Web site.

2. Reserve a mid size vehicle next Monday morning returning that afternoon from the Sault Ste Marie office.

3. Cancel that reservation.

4. Reserve a vehicle to pick up from the location nearest you to drive to Cleveland, Ohio, US next Thursday at 6:30 a.m. Return the vehicle at 7 p.m.

5. You notice that there is a weekend special on the home page. You have a long weekend at Disney with the family coming up. You want to reserve a minivan. View the available vehicles for pick up from the Orlando, FL, US airport on September 29 at 8 a.m. for that special rate.

6. You plan to fly out from a different city near your folks in Sarasota, FL. Check the rates leaving the minivan on Oct. 2 at Tampa. Is it possible to leave the minivan at a different location? How?

7. Reserve a minivan from Orlando on September 29 at 8 a.m., to be returned on Oct. 2 at Orlando to take advantage of that weekend special.

These tasks, designed by the TSC User Experience Research Group based on input from the study sponsor, were selected to:
- Simulate real-life situations that these individuals might encounter,
- Examine the more complex transactions that the reservations system offers, such as coupons and promotions, and
- Force the participant to encounter errors. Participants were instructed to adjust the task as they imagine that they might actually do if they were in that situation.

Participants were also instructed to use certain recognizable data, including "Test" for the last name, *n*.test@testmail.com for their email address, a specific credit card, etc.

Test Facility

The usability lab in the Team C offices in xxx features a quiet office setting with a configuration that includes a computer, a 19-inch CRT monitor, speakers, mouse and camera, all sitting on an office style desk with a comfortable desk chair. The computer has Morae™ software, so that the camera digitally records the participants' faces while Morae records the desktop and other computer activity. The computer is a Dell Optiplex with Windows XP. Participants were offered a choice of browsers including Internet Explorer 6.0 or Firefox 1.5.

Test Administrator Tools

Test administrators used beta versions of two products: Morae version 2.0 and their newest product, UserVue remote user observation application. Both products included the following markers to log the observed data:

Start Task
End Task
Quote, user comment
Error
User needs help
Observation
User prompted
Bug

Morae Manager was used to produce the metric data included in this report, including Time on Task, Success Rate, and Satisfaction ratings.

Enterprise.com Reservations

Experimental Design

The test was designed to reflect real life scenarios that the typical Enterprise.com customer might encounter. The Web site offered certain promotions, which were included into the test design, along with a coupon that customers might encounter. However, because the tasks were designed to produce obstacles and errors, the participants were also asked to adjust their tasks based on what they might do if they found themselves in that situation. That might include abandoning the task altogether.

The following metrics were measured.

1. Time on Tasks in Common

    a. By Mean Task

    b. By Detail Tasks in Common

    c. By Mean Participant

    d. By Details for Participants

2. Success of Tasks in Common

    a. By Mean Task

    b. By Detail Tasks

    c. By Mean Participant

    d. By Details for Participants

3. Success of Task 4 for US Participants

4. Satisfaction as measured by SUS

It should be noted that Task 4 was configured differently for the Canadian participant, and was not included as a valid measure against the Task 4 that other participants encountered. Therefore, analysis of Task 4 was broken out separately for US participants.

Procedure

For purposes of the test, control variables included the Web site design itself, the promotions offered, the coupon and other elements needed to complete the task. Independent variables include the change in scenario for our international participant and the permission each participant was given to adjust their task success based on what he or she might decide to do if they had actually experienced this scenario and task. This was designed to account for variability in human behavior in the consumer population.

There was no time limit for tasks.

The test protocol required that the administrator provide non-directional guidance. The participant could ask a question, but the administrator would provide only enough guidance to prompt the

Enterprise.com Reservations

participant to make a decision about his or her next choice. Participants that indicated that they would not proceed in a real-life situation were not encouraged to continue the testing task.

The standard user testing protocol was employed, including

1. Greeting the participant
2. Introducing the test following a general script
3. Advising the participant of his or her rights and signing a model release and disclosure agreement
4. Asking the participant to follow the think-aloud protocol
5. Completing the test
6. Conducting a debrief following the test
7. Completion of the satisfaction survey, and
8. Thanking the participant for his or her participation

A copy of the introduction script, disclosure agreement can be found in the appendices.

Enterprise.com Reservations

Results

Findings Summary

A detailed report of Findings is located in Appendix A "Report of Findings." The findings are summarized as follows:

Positive findings

Calendar control

All participants used the calendar control to choose a date. Participants stated that they used the calendar control frequently, and preferred it to manual typing.

Summary of charges

All participants knew their total charges before making a reservation.

Confirmation page

All participants knew that they had received a confirmation of their reservation when they saw this page. The text, including a prominent confirmation number, provided confidence that the transaction was complete

Areas for Improvement

Help customers understand where they are on the site
- **Provide contextual clues**

Participants frequently found themselves in unexpected locations within the Web site, as compared to their expectations. Navigation and information changed on pages they felt were familiar, creating confusion. It was not understood that there was a different path for promotions, or coupons, or for international travel.

- **Provide better navigation back to the main home page**

Participants were confused by the essentially similar home pages. The Weekend Special start page was very similar to the Dot com home page which was essentially similar to any one of the International home pages. The differences in these pages were not recognized and therefore caused enough frustration for some participants to suggest they would look elsewhere.

Help customers make their reservations more easily
- **Don't punish the customer**

Customers cannot fulfill their goals without performing acrobatics. Preventable error messages are encountered often. Participants reported a negative emotional reaction – mostly frustration – at the tone and flow of error messages. It was not immediately evident what was wrong – only that they had done something wrong. Some questioned why they couldn't have been prevented from making the error in earlier activities. This is particularly

true when the customer uses the Back button in their browser, as well as when entering invalid selections in the reservation block.

■ **Help customers understand their errors**

No participant understood exactly what to fix when he or she encountered an error. Neither the error nor the fix was explicitly stated – either on the error screen – or on the screen where the error could be fixed. It was necessary to return to an earlier screen for some errors, while errors of date and time could sometimes be fixed with a widget on the error screen.

■ **Remember reservation information**

Participants expressed frustration at having to reenter the information on the "home" page following an error.

■ **Help customers understand what's available to them**

Most errors could have been prevented if the site was effective at explaining customer options and preventing the customer from selecting an error before receiving the error page.

Do not force customers to conform to a business model

The Enterprise business model specializes in neighborhood-based car rentals. The model involves the customer receiving the rental at a local office, and returning it to that office. The travel customer is a secondary market, with emphasis on airport travel and off-hours pick-ups and returns. One-way rentals are not generally encouraged, and not supported except in three states. There is considerable variation in hours, rules and procedures from state to state and office to office.

The Web site clearly has been designed to account for the business need to support the variation in neighborhood offices and rentals. The design anticipates the customers' need only for that type of rental in a moderately successful manner, but makes any variation – including its own promotions and discounts – punishingly difficult.

Design for the customers' goals, not the business model. By making any task but the straightforward neighborhood rental difficult, customers with any variation in this path are encouraged to look elsewhere -- and several of our participants said they would.

Typography

Poor typography and content

A series of typography and information design problems made pages difficult to read and digest.

■ **Too many fonts**

As many as 24 or more separate type treatments were seen on a single page. This had the effect of overwhelming the reader.

■ **Lack of white space**

White space helps readers organize material. Type was often crunched together, requiring readers to work hard to distinguish ideas.

- **Red text**

  The use of red text provokes an emotional reaction in most English-speaking readers. It is also considered an access problem for readers with red-green color impairment, which is thought to number as many as one in eight males.

- **All caps**

  The use of all caps in any online text is considered the equivalent of shouting. Its use also provokes an emotional reaction in most English-speaking readers.

- **Organization of ideas**

  Organize ideas to make it easy for customers to scan. Within one jumbled all-caps paragraph, text was observed to discuss one idea, quickly jump to another, and return to a similar thread as the first.

- **Jargon**

  Speak the users' language. The term "One-Way Rental" is not familiar to many. Customers discovering information about one-way rentals on the site missed this information, in part because the term was unfamiliar to them.

Improve workflow for correcting or changing reservations in progress

- **Workflow varied based on the type of error participants encountered**

  Prevent the customer from making an error whenever possible. If an error can not be prevented, help customers understand not only what error was made, but also where and how to correct that error. In the evaluation participants sometimes were directed to correct time that did not fit a rental location on the page where the error occurred, other times they needed to return to a page that contained the reservation block to make the change.

Detailed Findings

See Report of Findings, Appendix A.

Enterprise.com Reservations

Data Analysis

A. Performance Measures
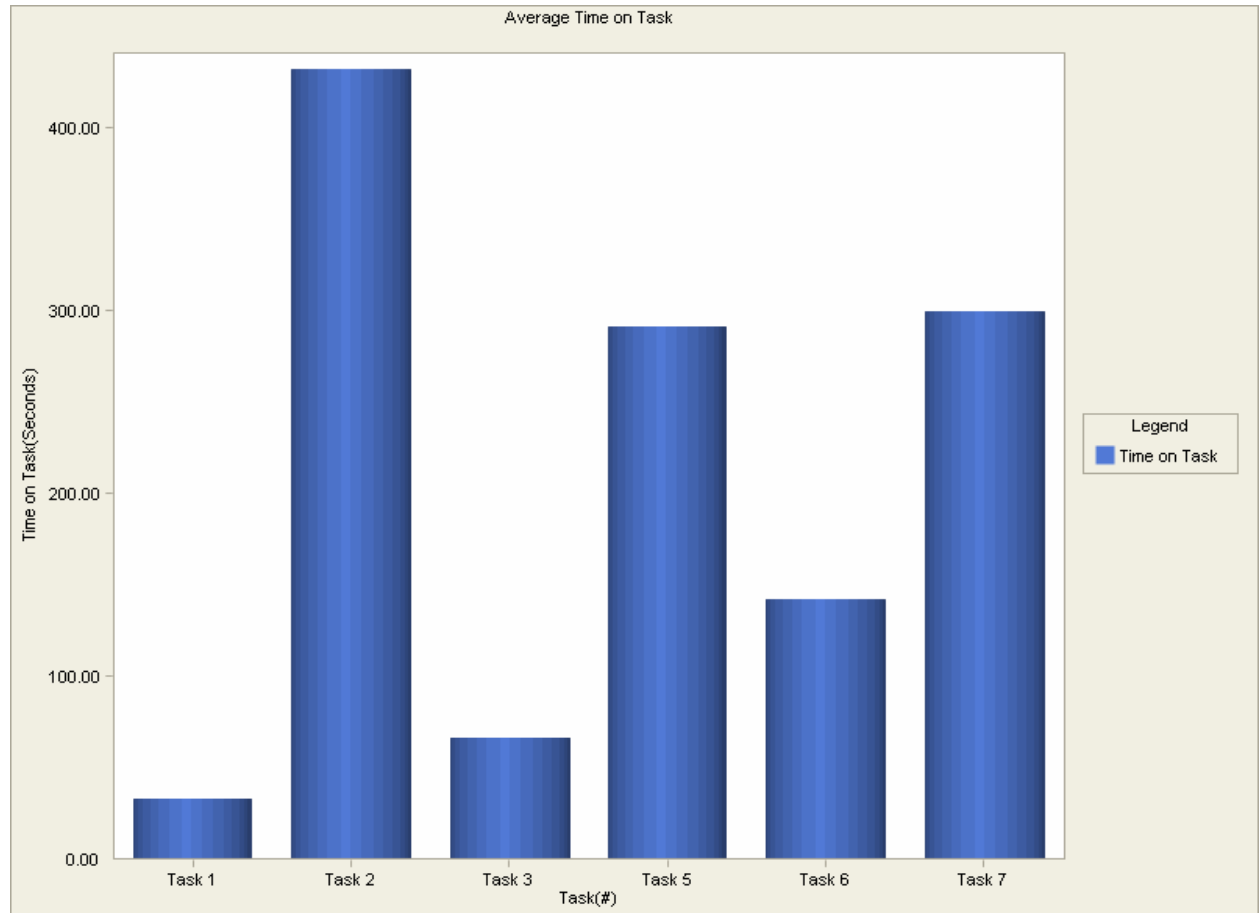
Mean Time on Task(Seconds)

	Task 1	Task 2	Task 3	Task 5	Task 6	Task 7
Enterprise1	27.6	604.78	49.79	284.61	185	587.19
Enterprise4	20.21	735.41	94.41	469.19	147.12	148.19
Canada	5.05	567.66	125.01	340.1	171.75	454.84
Enterprise3	102.98	123.56	34.84	248.76	114.19	216.39
Enterprise optimal path	4.7	128.91	23.83	112.16	91.64	90.75
Minimum	4.7	123.56	23.83	112.16	91.64	90.75
Maximum	102.98	735.41	125.01	469.19	185	587.19
Mean	32.11	432.06	65.57	290.96	141.94	299.47

Enterprise.com Reservations

		286.0				
Standard Dev.	40.83	6	42.72	130.36	38.95	212.29

Detailed Time on Task(Seconds) for Common Tasks

	Task 1	Task 2	Task 3	Task 5	Task 6	Task 7
Enterprise1	27.6	604.78	49.79	284.61	185	587.19
Enterprise4	20.21	735.41	94.41	469.19	147.12	148.19
Canada	5.05	567.66	125.01	340.1	171.75	454.84
Enterprise3	102.98	123.56	34.84	248.76	114.19	216.39
Enterprise optimal path	4.7	128.91	23.83	112.16	91.64	90.75
Minimum	4.7	123.56	23.83	112.16	91.64	90.75
Maximum	102.98	735.41	125.01	469.19	185	587.19
Mean	32.11	432.06	65.57	290.96	141.94	299.47
Standard Dev.	40.83	286.06	42.72	130.36	38.95	212.29

B. Effectiveness Measures

Participant Score by Task
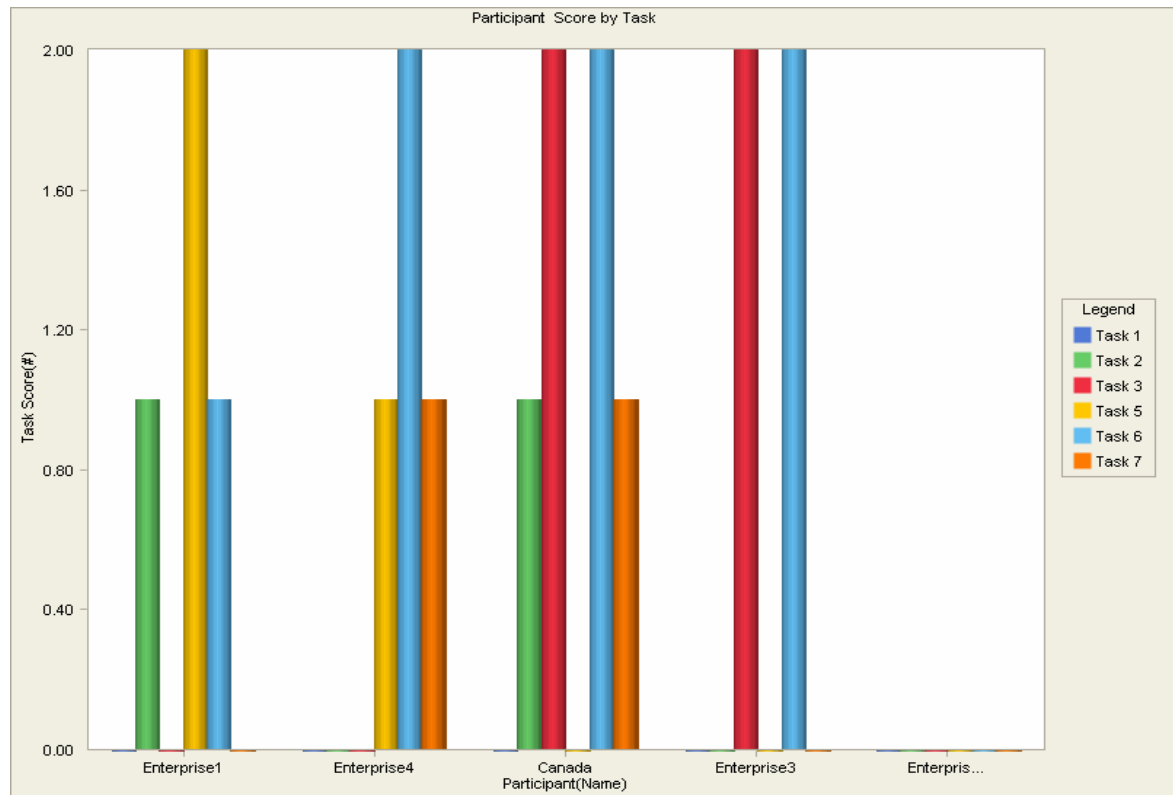
Legend:
0 – Completed with Ease
1 – Completed with Difficulty
2 – Did not Complete

Success Scores by Participant

	Task 1	Task 2	Task 3	Task 5	Task 6	Task 7
Enterprise1	0	1	0	2	1	0
Enterprise4	0	0	0	1	2	1
Canada	0	1	2	0	2	1
Enterprise3	0	0	2	0	2	N/A
Enterprise optimal path	0	0	0	0	0	0
Minimum	0	0	0	0	0	0
Maximum	0	1	2	2	2	1
Mean	0	0.4	0.8	0.6	1.4	0.5
Standard Dev.	0	0.55	1.1	0.89	0.89	0.58

Enterprise.com Reservations

Legend:
0 – Completed with Ease
1 – Completed with Difficulty
2 – Did not Complete

Participant Score by Task

	Task 1	Task 2	Task 3	Task 5	Task 6	Task 7
Enterprise1	0	1	0	2	1	0
Enterprise4	0	0	0	1	2	1
Canada	0	1	2	0	2	1
Enterprise3	0	0	2	0	2	N/A
Enterprise optimal path	0	0	0	0	0	0
Minimum	0	0	0	0	0	0
Maximum	0	1	2	2	2	1
Mean	0	0.4	0.8	0.6	1.4	0.5
Standard Dev.	0	0.55	1.1	0.89	0.89	0.58

Enterprise.com Reservations

C. Satisfaction
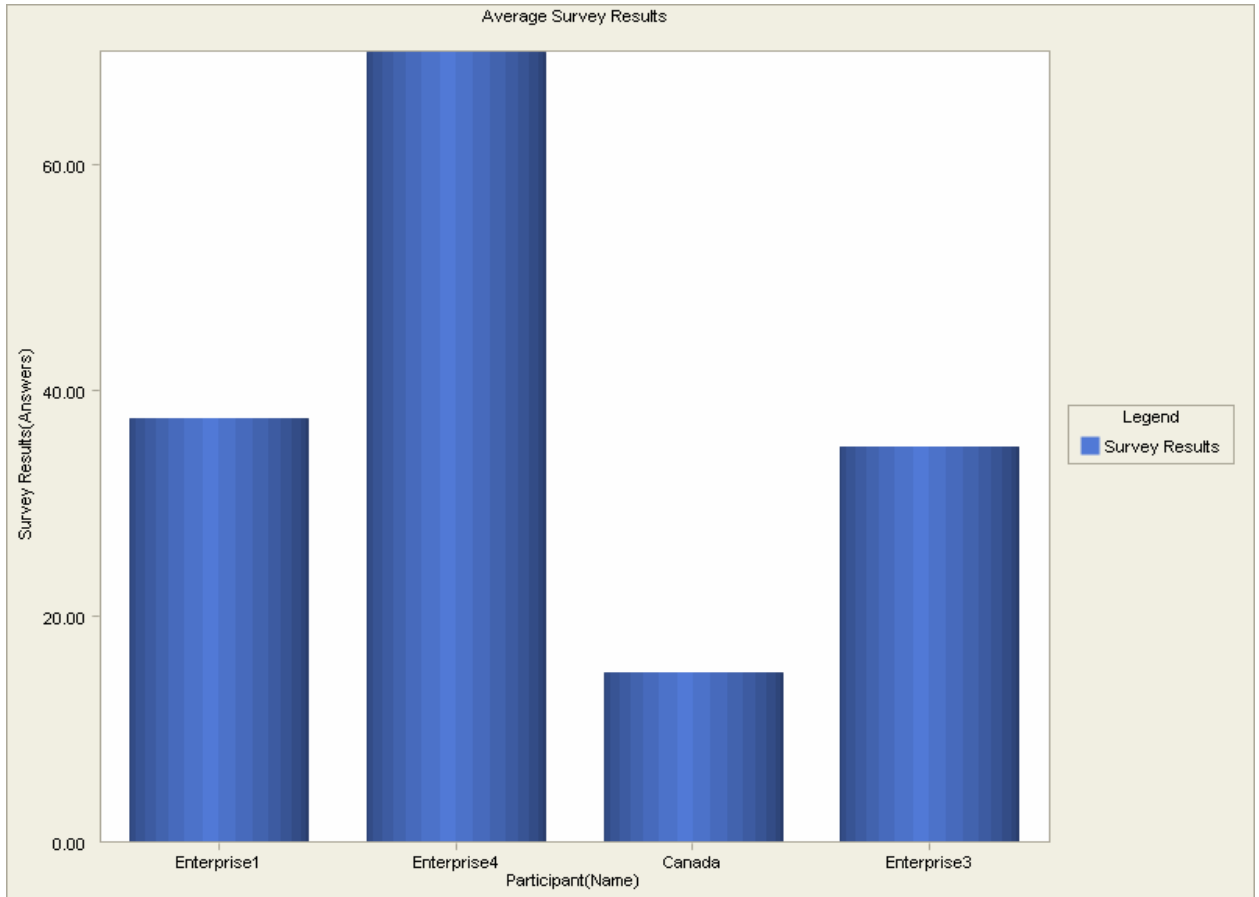
SUS Survey Results	Enterprise 1	Enterprise 4	Canada	Enterprise 3
I think that I would like to use this system frequently	2	3	1	2
I found the system unnecessarily complex	3	2	5	3
I thought that the system was easy to use	2	3	1	2
I think that I would need the support of a technical person to be able to use this system	1	1	1	1
I found the various functions in this system were well integrated	1	3	1	2
I thought there was too much inconsistency in this system	4	2	5	4
I would imagine that most people would learn to use this system very quickly	2	3	1	2
I found the system very cumbersome to use	3	1	5	4
I felt very confident using the system	2	4	1	1
I needed to learn a lot of things before I could get going with this system	3	2	3	3

Appendices

Appendix A. Report of Findings (included)
Appendix B. Release Agreement
Appendix C. Introduction Script

Enterprise.com Reservations

Understanding Your Participation

Please read this page carefully.

Team C User Experience Group is asking you to participate in a product design activity. By participating in this activity, you will help us improve our products.

We will observe you and record information about how you work. We may also ask you to fill out questionnaires and answer interview questions. We will record your comments and actions using written records (electronic or paper) and video recordings.

By signing this form, you give your permission for Team C to use:

- your recorded voice (if you do not consent to this, initial here _____)
- verbal statements (if you do not consent to this, initial here _____)
- session recording (if you do not consent to this, initial here _____)
- videotape (if you do not consent to this, initial here _____)

This data will be used for the purposes of evaluating the service and showing the results of these evaluations and may appear on Team C's website, blog or newsletter and/or other publications. Your full name will not be used during any presentation of the results of this study.

Any information you acquire about the companies and the software is confidential and proprietary and is being disclosed to you only so you may participate in this evaluation. By signing this form, you agree not to talk about the company or software to anyone. You may tell them that you helped to evaluate a Web site.

You may withdraw from the evaluation at any time. If, at any time, you need a break, please inform the test facilitator immediately. If you have questions, you may ask at any time. Dependent upon the study parameters, we may not be able to answer.

If you agree with these terms, please indicate your agreement by signing below.

Name (Printed): _____

Signature: _____

Date: _____

Enterprise.com Reservations

Introduction Script

Thank you for agreeing to participate in our evaluation of a major car rental company's Web site. We are here to help them optimize the design of their site.

I'm going to give you a scenario, and a series of tasks. Please read the scenario out loud, and then each task. Perform each task the way you think you would if you were actually performing this task.

I'm going to ask you to talk out loud while you think about how to accomplish the task.   (notepad demo)

Feel free to ask questions of me. Depending on the question, I may or may not be able to answer you. You are free to leave at any time.   If you need a break for any reason, please feel free to ask. Do you need anything right now to make you comfortable?

Please remember that we are testing the design, not you or your performance. We also need your honest input, so please feel free to tell us what you think, not what you think we want to hear.

I'm going to ask you to fill out a quick profile about yourself and then we will begin.

Do you have any questions for me?

Debrief

What did you find easiest to do?

What did you find the hardest?

During the study, I noted that you…
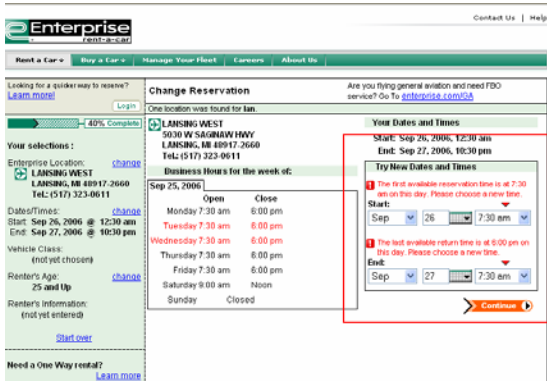
Enterprise.com Reservations

Report of Findings

Team C
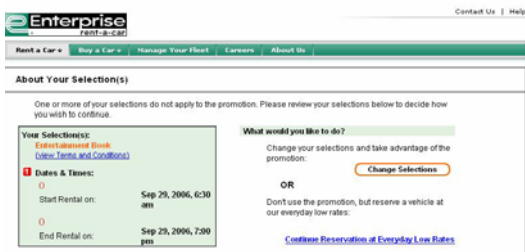
Appendix A

Findings
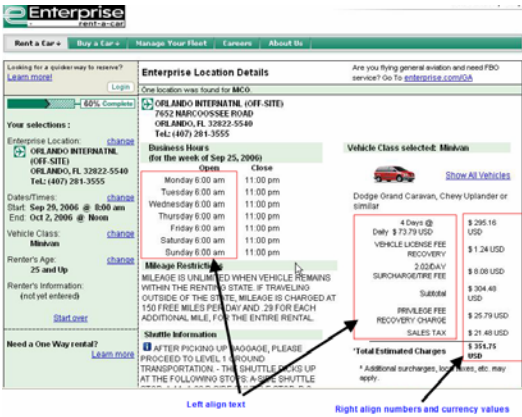
ID	Severity	ROI	Description	Recommendation
C-01	A	EH	Customers learned that there were problems with selections made in the reservation block only after they made their selections. Our participants were annoyed and frustrated that they had to correct their selections after making them, rather than having the site help them. For example, pick up times were restricted to business hours at locations - customers needed to know if they needed to alter reservation times. Bottom line: people shouldn't have to change plans to reserve a car. Errors were handled inconsistently. For time-based errors, customers could fix the error on the right side of the error message screen. All other errors could be fixed only by using the reservations panel on one of the "home" pages. Image 1 – Change Reservation Page Image 1a – Reservations Panel with Error Indication If the Enterprise policy is that customers can only pick up vehicles during regular business hours, then those hours should be stated plainly in the reservation process.	Prevent errors and frustration early. Filter the selections in the reservation block based on what the customer selects. When possible, filter dates and times based upon the location selected. If the customer does not pick a specific location, filter using the available dates and times for all possible locations. i.e. do not show 24 hours in the time selection if none of the possible locations are open 24 hours a day, similarly don't allow customers to select Sunday, if none of the possible locations are open on Sunday. See also Recommendation C-14

ID	Severity	ROI	Description	Recommendation
C-02	A	EH	Customers often got lost in the various "home" pages -- or at least what they perceived as home pages -- in the site. When looking at promotions, customers were stuck in a "home" page for a promotion, where navigation and reservation options were often different than on the "main" home page. This was especially notable if the customer navigates to another country's (in our case, Canada's) home page. Links back to the "main home" page appeared at the bottom of the reservation block, but took the participant to different pages depending on activity. Clicking the Enterprise logo returned the participant to the main home page – as expected -- unless the customer was within a promotion, in which case they were brought to the home page for the promotion. It was very difficult for our Canadian participant to puzzle through returning from the Canadian site back to the state where she could make a reservation in the US. It was not clear how to return to the "main home" page, and more than one participant did not see the link in the reservation block. Image 2 – Main Home Image 2a- Not Main Home	Make it clear to customers where they are on the site and how to return to other parts of the site. Provide a visual indication that they have moved from one site to another. Customers should know when they have moved from one "site" to another (to a country site or to a promo site). It should not be hard for customers to reserve a vehicle outside of their selected country, as people often travel for pleasure or work to other countries. This is particularly true in between the US and Canada for customers in states such as Michigan and Washington State, due to their proximity to Canada.
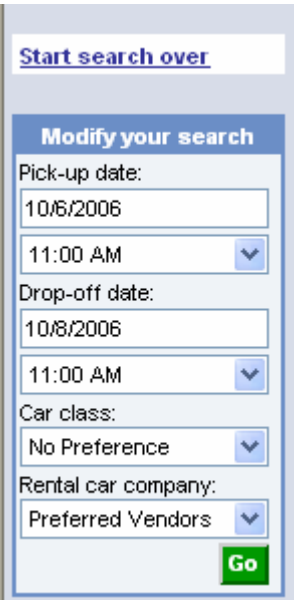
ID	Severity	ROI	Description	Recommendation
C-03	A	RH	Fees included with the cost of the rental were not clear. Fees varied based on pick up location, age of driver, etc. Participants stated they did not have any information about the fees or why they had been assessed, making participants less confident about the transaction. Charges and fees added up to more time than customer perceived as their rental period. They did not receive any information that explained these inconsistencies. They might have been due to their selections of pick up and drop off times, however, and could be corrected to optimize the reservation. Taxes and airport surcharges often included even when not at an airport location.	Provide links to information about fees and why they are being charged. In that information, customers should also be able to understand why there is a mismatch between their perceived rental period and the rental period calculated by the Web site. Create a more cohesive view of all information in a transaction-like flow.
C-04	A	RH	Most participants remarked that they would like the site to remember the information they typed in when returning to the home page.	When customers return to the home page, even when using a link to home remember their rental information.
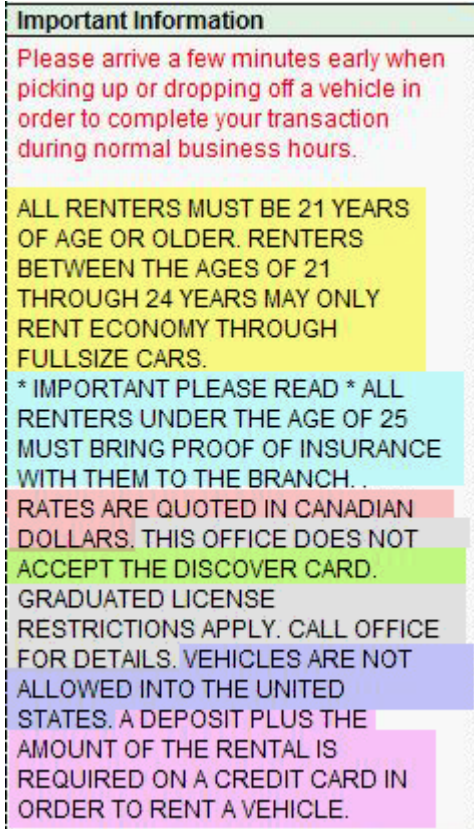
ID	Severity	ROI	Description	Recommendation
C-05	A	RH	The "About Your Selections" error page displayed frequently, but it was unclear what errors produced that page and what the customer needed to do to correct them. Image 3 – About Your Selections page In this case above, only parentheses and a red exclamation appear to indicate the problem, with explanation. The text on this page always states: *"One or more of your selections do not apply to the promotion. Please review your selections below to decide how you wish to continue."* The same problem was seen when the customer returns to the reservation block, with even more inconsistency: Sometimes the parentheses did not appear in red and/or the exclamation point icon did not appear. All of our pariticipants were not sure how to correct this error: Image 3a – Error on Reservation Block	When displaying an error, follow best practices and guidelines for writing error messages: - State the problem that produced the error - State how the customer can fix the error See "Error Message Guidelines" - http://www.useit.com/alertbox/20010624.html Always include information in the parentheses on both the error page and the reservation block. Limit selections to those that apply to the promotion.
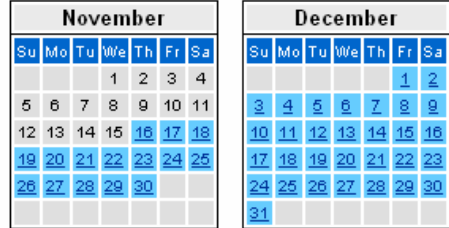
ID	Severity	ROI	Description	Recommendation
C-06	A	RM	Our participants could not find a way to use the coupon code provided. Restrictions prevented them from completing the reservation, but they did not have that information early enough to prevent errors and frustration. The same reaction was seen with the Weekend Promotion restrictions.	Identify restrictions early in reservation process. Let customers know restrictions before they get deep into reservations.
C-07	A / T	EH	Participants were not clear how to make changes to a reservation in progress. Most chose to use the Back button to make changes. Participants typically used the back button to review something on a previous page or to make a change on a previous page. Use of the back button produced a startling time out error. While it seemed to be designed this way, the experience was frustrating and annoying to participants, ultimately forcing them to return to the home page and start over.	Trap for use of the Back button when possible, and allow customers to back up within the reservation process using the Back button. Make navigation through the reservation process easier and allow customers to change relevant information on their current page. This would reduce the number of times customers would want to hit the back, button as well. Keep information relevant to the transaction near the focus of the user's activity.

ID	Severity	ROI	Description	Recommendation
C-08	B	CH	The labels in the reservation block are not grammatically parallel. Rent a car in: Location… Date & Times	Use a consistent model for the field labels in the reservation block. Consider the following: Rent a car in: Pick up from (Enter a **City…)** From: Start End OR (this option would require putting the step numbers closer to the step label) Rent a car in: 1 – Enter Pickup Location 2 – Select Dates and Times
C-09	B	CH	Text should follow standards for alignment and justification, based on the information in the text. Image 4 – Text Alignment Example	For example, cost information should be right justified so that digits line up correctly. $ 1.25 $ 15.76 NOT $ 1.25 $ 15.76 Numbers should always be right justified; text left justified. Centering text is generally bad as it is hard to read. Centered text should be avoided.
C-10	B	CH	Text was often displayed in block of all capital letters. The use of all caps is hard for customers to read and scan.	DO NOT DISPLAY TEXT IN ALL CAPS. It is hard for people to read and process text in all caps. It is also difficult to scan. Little if any text should display in all caps – use sentence case for blocks of information text and field labels. Title case can be used for page and section titles.
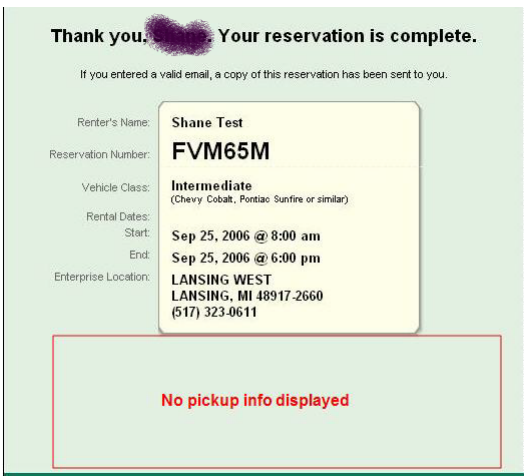
ID	Severity	ROI	Description	Recommendation
C-11	B	EH	The term "one-way rental" was not understood to be the information for leaving the vehicle at a different location. Customers were frustrated by the fact that there was no way to request a one-way rental on the site. It was difficult to learn that one-way rentals are available only in three states. Customers did not want to interrupt the reservation process to call Customer Service. The policy of one-way rentals within a metro area was seen as a sort of double-speak that did not make sense.	Use your customer's language. Clarify the policy. Include support for one-way rentals on the site or make it more obvious what the policy is on the reservation block. Participants expected to see a place to enter a return location in the reservation block or within the reservation process.
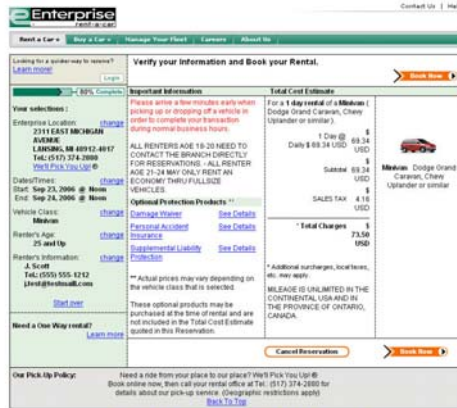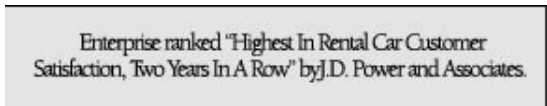
ID	Severity	ROI	Description	Recommendation
C-12	B	RH	The Web site remembered a customer's rental information when they use the "change" links in the left column of the site. However, participants were somewhat "blind" to the design; only one of our participants noticed and used the "change" links.	The change links need to display in the main user path on the page, or the information in the left column should not appear as display-only information. Keep the relevant transaction information near the user's focus on that screen.

Image 5 - Example from Enterprise.com

Other travel type-sites allow customers to change the information directly in this panel, rather than taking them to another page to make that change. Including the date / time picker, class selection list, location selection list, age selection list on this page would be more useful than links to a change page.

Image 5a - Example from Expedia.com

ID	Severity	ROI	Description	Recommendation
C-13	B	RH	The text displayed in all caps on the site often contained a variety of information organized in what seemed to be a scattershot way – such as on the "Verify your Information and Book your Rental" page and on the "Selected Vehicle" page. This information was presented in a single block and often contained important information the customer needed to understand the terms of their rental. Occasionally, more than one idea is presented in this block – particularly in the Important Information section of the "Verify…" page. One participant likened the text to the voice on a car commercial that provides all the disclaimers too quickly to be understood. **Important Information** Please arrive a few minutes early when picking up or dropping off a vehicle in order to complete your transaction during normal business hours. ALL RENTERS MUST BE 21 YEARS OF AGE OR OLDER. RENTERS BETWEEN THE AGES OF 21 THROUGH 24 YEARS MAY ONLY RENT ECONOMY THROUGH FULLSIZE CARS. * IMPORTANT PLEASE READ * ALL RENTERS UNDER THE AGE OF 25 MUST BRING PROOF OF INSURANCE WITH THEM TO THE BRANCH. . RATES ARE QUOTED IN CANADIAN DOLLARS. THIS OFFICE DOES NOT ACCEPT THE DISCOVER CARD. GRADUATED LICENSE RESTRICTIONS APPLY. CALL OFFICE FOR DETAILS. VEHICLES ARE NOT ALLOWED INTO THE UNITED STATES. A DEPOSIT PLUS THE AMOUNT OF THE RENTAL IS REQUIRED ON A CREDIT CARD IN ORDER TO RENT A VEHICLE. Image 6 – Large Block of ALL CAPS text –Each color represents a different idea. Sometimes, these important blocks of text were missing altogether, such as pick up information. However, the introductory text that would have preceded it appeared with no explanation.	If more than one piece of information is displayed in a block, make that information a new paragraph. A screenshot illustrates this problem (each color block represents a different piece of information). If information will be missing, remove the introductory text or provide other guidance.

ID	Severity	ROI	Description	Recommendation
C-14	B	RH	There are two links shown when selecting the Weekend Special: "Book now" and "terms and conditions." Both links go to the terms and conditions page and requires another click to take customers to the reservation page that allows the Weekend special promotion. Once on the promo reservation page, dates and times were not restricted to let customers take advantage of the promotion. Enterprise.com instead made the customer take a trial-by-error approach to finding appropriate dates, times and locations to take advantage of the promotion. Most participants failed to be able to use a coupon on the site and were frustrated enough when using the weekend special that most considered giving up and using another rental company.	Help customers take advantage of promotions and specials by letting them know what is available to them. Travel and airline sites often handle this by restricting what's available to the customer and only displaying available dates. Image 7 – Restricted Calendar In this case, dates in gray are not available, those in blue are. This provides a clear visual indication of the options available to the customer.
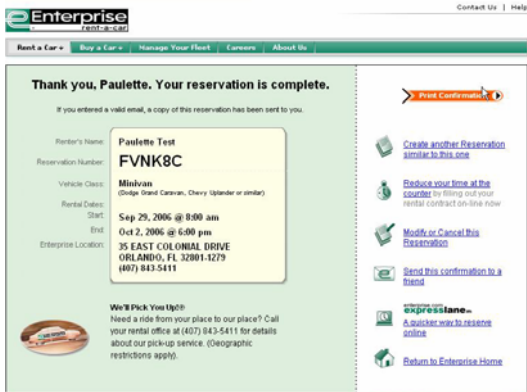
ID	Severity	ROI	Description	Recommendation
C-15	B	RH	Entriprise.com uses as many as 24 text treatments on various pages. This creates visual noise, and makes it harder for participants to find, read and understand information. Text treatments included: ▪ Font type ▪ Font size ▪ Bold text ▪ All upper case ▪ Alignment ▪ Color Each red circle indicates a text change on the home page (there are 24). See Appendix for larger version of this image and other examples. Image 8 – Too Many Text Treatments	Reduce the number of text treatments and use other visual cues to chunk up information such as background color, creating discrete information blocks, etc.
C-16	B	RH	The types of cars in each class were not what three of four participants anticipated. Some classes listed more that one make / model. There were more classes than expected and cars were not categorized as expected. Three of four participants wanted to know what the car classes where before they made their reservation. Two of our participants were very tall and specifically said they would not fit in some of the cars listed. One participant uses a wheel chair and also needed to know exactly which vehicle was available.	Customers need a clear understanding of what they are renting. Provide customers with a way of selecting a specific vehicle during the rental process Research what customers expect from various car classes and name them appropriately to avoid loss of trust.
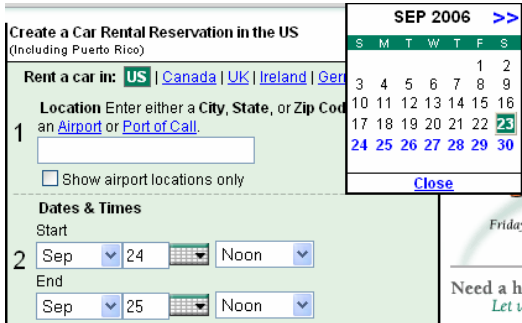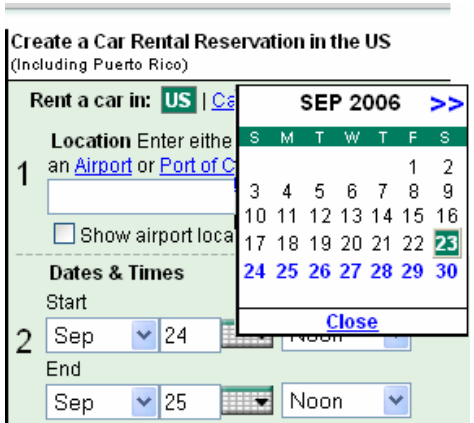
ID	Severity	ROI	Description	Recommendation
C-17	B	RH	Participants were surprised when they selected a Start date and time for their rental, and the End date and time set to the same date and time as the Start. This seemed illogical to them, as they would never start and end a rental at the same time. In fact, if a customer proceeds with this selection it produces an error. The system should not put the customer in an error state.	Choose more logical defaults when advancing the End date and time. These defaults might be based on the average time customers rent vehicles or a more arbitrary selection, such as eight or 24 hours. The default should not put the customer into an error state.
C-18	B	RH	Participants were not always able to find out how to pick up their car based on the information in the reservation process. Sometimes information is presented on the confirmation page about picking up the vehicle, and sometimes it is not. Image 9 – Pickup Information Included Image 9a – No Pickup Information Included	Always provide information to the customer about how to pick up their vehicle.

ID	Severity	ROI	Description	Recommendation
C-19	B	RH	One participant was only able to see information about their pickup location when canceling – pick-up information was not integrated into the reservation process.	Better-integrate pick-up information into reservation process. Customers should always know how to pick up their car by the time their reservation is complete, especially for a neighborhood rental.
C-20	B	RM	The three to four column format used on the reservation process pages divided information up in a way that did not make sense to participants. This format also causes visual noise and disconnects what participants deem important and related information. Image 10 – Four Column Page	Review the type of information that a renter needs. Redesign that information, and make certain that it is consistent. Use plain, understandable language and a logical information design for Web pages and transactions.
C-21	C	CM	Some of the more stylized serif fonts used on the site are hard to read in the font size used be default. 	Use a font and font size that is legible online.

ID	Severity	ROI	Description	Recommendation
C-22	C	CM	Participants were annoyed that they had to opt-out of receiving email from Enterprise. All called it spam, even those who said they often would opt-in if they are interested in making future purchases. One participant indicated she would definitely not opt-in because of their experience on the Enterprise.com site. Another participant indicated that asking to opt-in before completing his reservation was "inappropriate."	Consider having "no" as the default option rather than requiring customers to opt out. Consider moving this selection to the end of the reservation process to reduce the negative reaction and support customer trust.
C-23	C	CM	No participants saw the "All Classes" link on the "Vehicle Details" page, yet most were interested in the cars available to them in various classes.	Move the link to view other classes closer to the main focus on the page (near the image of the selected vehicle class or the "Select and continue" links. Consider a different link title, such as "upgrade vehicle" or "Show all vehicles"
C-24	C	EM	Choosing an upgrade could negate the special rate the customer originally chose, even when invited to upgrade.	Inform customers on the page where the upgrade is first offered if selecting that upgrade will negate the promotion they selected.
C-25	C	RH	There were many opportunities when customers would call Customer Service because they could not complete their task on the Web site, including: - Canceling a reservation - Making a one-way reservation - Using a coupon - Using the weekend special promotion - Needing specific vehicle types In particular, one-way reservations and requesting a specific vehicle were not supported. Only one participant, determined to mimic her own real-life experience, found the "Modify" link on the home page – others used the Modify link on the confirmation page to cancel their reservation.	Provide a clear path to customers for typical tasks.

ID	Severity	ROI	Description	Recommendation
C-26	C	RL	Links did not indicate if they open a new page or not. Customers lacked confidence to explore because they felt they might lose previous work. One participant was reluctant to click the links to insurance information, as she was concerned that it would have an impact on her current reservation.	Help customers understand that informational links – such as information about insurance – open a new window by including an icon or other indication.
C-27	C	CH	The list of Airports on the reservation home page did not contain the airport location that participants were instructed to use. (In this case, Lansing, Michigan or LAN.) This significantly reduced confidence in the site early in the transaction.	Place a priority on updating lists and other reservation support links so that information is consistent and customers are confident in their transaction.
C-28	C	RM	There was a mismatch between what was presented in the Reservation block and what customers expected. Our participants expected the reservation block to be that – it says "Rent a car…" in the title of the block. Enterprise uses that block as a search for available rentals at a specific location.	There are several options for this issue: Make it clearer that this block is for searching using a different label "Find available rentals" Split these tasks – don't display all of this information on one page.
C-29	I	CH	Several participants felt that the option to upgrade came too late in the registration process.	Explicitly provide the option to upgrade, instead of linking to other car classes.
C-30	I	RH	When customers were looking for ways to take advantage of a promotion, often the airport locations did not participate in the promotions. There was no way for them to discover which locations closets to the airport might let them take advantage of the special.	Consider including information about how far each location is from the closest airport – especially in major markets.
C-31	I	RM	Participants wanted to know what rates they would be charged for various car classes.	Display rate info with car classes – at least a range of rates or a way to get rates with the list of car classes.

ID	Severity	ROI	Description	Recommendation
C-32	P	CH	Calendar controls were easy to use the participants remarked liking the ability to select dates from this type of control.	Keep the calendar control
C-33	P	CH	For basic reservations that fit the Enterprise business model and don't try to take advantage of any promotions, the reservation process is simple and easy to follow for all participants.	Keep elements of base model in reservation block, such as location field, calendar controls, etc.
C-34	P	CH	Participants liked the confirmation page Image 11 – Confirmation Page	The information available on the confirmation page is useful, keep at least that information available to the customer.
C-35	P	CH	Customers appreciated the summary of charges and the detail of charges available.	Keep the line-item details for charges available.

ID	Severity	ROI	Description	Recommendation
C-36	T	CM	Calendar controls display far away from the calendar field. Image 12 – Calendar Control Display Bug	The calendar control should appear to replace the menu button that use click to display the control. Image 12a – Calendar Control Displayed Normally
C-37	T	RH	One participant cancelled a reservation, but when going back to cancel another, found a reservation she thought she cancelled.	Fix cancellation process so that cancelled reservations are really cancelled.
C-38	T	RM	Participants were not able to find the airport specified in our task using the "Choose an airport" list, however when they searched using the city name, they got what appears to be the airport location for which they were looking. This may be a bug, or as designed, it is not clear to customers what is contained in the airport list.	Include all airports in the Choose an airport list, or make it clearer when a location is near an airport, rather than at an airport.

Images

Image 1 – Change Reservation Page (back)

Image 1a – Reservations Panel with Error Indication (back)

Image 2 – Main Home ([back])

Image 2a – Not Main Home (back)

Image 3 – About Your Selections page ([back](#))

Image 4 – Text Alignment Example (back)

Image 8 – Too Many Text Treatments (note each different treatment is indicated with a number on the above screenshot) (back)

Thank you, ███. Your reservation is complete.

If you entered a valid email, a copy of this reservation has been sent to you.

Renter's Name: **Shane Test**

Reservation Number: **FVM8JD**

Vehicle Class: **Minivan**
(Dodge Grand Caravan, Chevy Uplander or similar)

Rental Dates:

Start: **Sep 29, 2006 @ 8:00 am**

End: **Oct 2, 2006 @ Noon**

Enterprise Location: **ORLANDO INTERNATNL (OFF-SITE)**
ORLANDO, FL 32822-5540
(407) 281-3555

Location Information:
AFTER PICKING UP BAGGAGE, PLEASE
PROCEED TO LEVEL 1 GROUND
TRANSPORTATION. - THE SHUTTLE PICKS UP
AT THE FOLLOWING STOPS: A-SIDE SHUTTLE
STOP: A-11, A-22 B-SIDE SHUTTLE STOP: B-9,
B-31

Image 9 – Pickup Information Included

Image 9a – No Pickup Information Included ([back])

Enterprise rent-a-car

| Rent a Car ↓ | Buy a Car ↓ | Manage Your Fleet | Careers | About Us |

Looking for a quicker way to reserve?
Learn more!
[Login]

Your selections :

Enterprise Location: change
   2311 EAST MICHIGAN
   AVENUE
   LANSING, MI 48912-4017
   Tel.: (517) 374-2880
   We'll Pick You Up! ®

Dates/Times: change
Start: **Sep 23, 2006 @ Noon**
End: **Sep 24, 2006 @ Noon**

Vehicle Class: change
   Minivan

Renter's Age: change
   25 and Up

Renter's Information: change
   J. Scott
   Tel.: (555) 555-1212
   j.test@testmaill.com

Start over

- - - - - - - - - - - - - - - - - -

Need a One Way rental?
Learn more

80% Complete

Verify your Information and Book your Rental.

Book Now ▶

| **Important Information** | **Total Cost Estimate** |

Please arrive a few minutes early when picking up or dropping off a vehicle in order to complete your transaction during normal business hours.

ALL RENTERS AGE 18-20 NEED TO CONTACT THE BRANCH DIRECTLY FOR RESERVATIONS. - ALL RENTER AGE 21-24 MAY ONLY RENT AN ECONOMY THRU FULLSIZE VEHICLES.

**Optional Protection Products **

Damage Waiver   See Details

Personal Accident   See Details
Insurance

Supplemental Liability   See Details
Protection

** Actual prices may vary depending on the vehicle class that is selected.

These optional products may be purchased at the time of rental and are not included in the Total Cost Estimate quoted in this Reservation.

For a **1 day rental** of a **Minivan** (Dodge Grand Caravan, Chevy Uplander or similar).

1 Day @ $
Daily $ 69.34 USD   69.34 USD

Subtotal $ 69.34 USD

SALES TAX $ 4.16 USD

* Total Charges $ 73.50 USD

* Additional surcharges, local taxes, etc. may apply.

MILEAGE IS UNLIMITED IN THE CONTINENTAL USA AND IN THE PROVINCE OF ONTARIO, CANADA.

Minivan   Dodge Grand Caravan, Chevy Uplander or similar

[Cancel Reservation]   **Book Now ▶**

Our Pick-Up Policy: Need a ride from your place to our place? We'll Pick You Up! ®
Book online now, then call your rental office at Tel.: (517) 374-2880 for
details about our pick-up service. (Geographic restrictions apply)
Back To Top

Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Print a Receipt | Help
Travel Agent | Site Map | Mobility Devices

International Car Rental Sites:
Car Rental US | Car Rental Canada | Car Rental UK
Car Rental Ireland | Car Rental Germany

Enterprise Rent-A-Car Privacy Policy | Terms and Conditions | © 2006 Enterprise Rent-A-Car Company. Patent Pending

Image 10 – Four Column Page (back)

Image 11 – Confirmation Page (back)

Resources used

		September 2006			Day Week **Month** Next 4 Days Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4 **2 hours** **2 hours**	5	6	7	8	9
10	11	12	13 **2 hours** **1 hour**	14	15 **4 hours** **2 hours**	16
17	18 **2 hours** **2 hours**	19	20 **4 hours** **4 hours**	21 **4 hours** **4 hours**	22 **6 hours** **6 hours**	23
24	25 **6 hours** **6 hours**	26	27	28	29	30

Total: 57 hours.

Usability Evaluation Report / Addendum

www.enterprise.com

Team: D

Usability Evaluation Report

Usability evaluation reports are done in a two step process in our company. First of all, processes are designed by us internally and are reviewed by me personally. Secondly, for main sections and processes we are doing rechecks and "real" usability evaluations by external partners like university institutes, who are using questioners, video tapes and mouse tracking software in their interviews of the target groups.

I decided to check and enhance my evaluation skills in that workshop and therefore I concentrated myself on step 1 in our company, the review of the system by myself. To be honest, as I work close together with our internal designer and development team, my reports do not have any specific form and detailed descriptions etc. In my reports the problems and recommendations are listed and afterwards they are directly explained to our designer and development team.

A usability evaluation report from my side can be compared to the addendum, as this includes also the severity, description and recommendation column. As a consequence, I did not split up my results in two different reports but included them in the addendum section.

Addendum

1. **Method.**
   All the evaluation and comments on the website are done by myself and even I do not want to call myself a usability expert, the method I used can be best described as an expert usability analysis.

   I made this evaluation on two different locations, one at home via ADSL connection and the other one in our company, which is connected directly via two 10 mbit cables to the internet.

2. **Resources used for the evaluation (person hours).**
   The tests have been made at the beginning of September and the evaluation including this report took me approximately 6-7 hours.

3. Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.

As I do no professional evaluations for other companies, it is quite a realistic review, which I also do for our internal system.

4. Comments on the Website.

In general, I was concentrating my evaluation more on problems than on positive aspects. Although the reservation process is done well by enterprise.com, my results sound quite critical.

ID	Severity	ROI	Description	Recommendation
D-01	C	EL	General Layout: I was not aware immediately, that I am in the search area for renting a car. I had to look twice, to get that information via the header.	The close relationship between the selected Header menu item and the content should not be separated through a white field between these two areas.
D-02	C	CM	General: Lot of text is included in some pages (reservation page,…), sometimes I do not see the really important things and get lost.	In some cases it would be useful to use only some short text blocks, which catch the interest of the reader, in combination with a "detail" link could reduce that amount of text on one page.
D-03	C	CL	General – Translation: Not all text blocks or items are translated into German (like "Renter's Details" on the page of the credit card data input.	Details zum Autoverleih
D-04	C or B	CL	General - Translation: "Reservierung abbrechen" for cancellation is the wrong phrase. The user is misled.	"Stornieren" or "Stornierung durchführen"
D-05	B	EM	Reservation process: Why does the "one way rental" not work via the internet platform?	I think, this sort of reservation is quite important for car rentals, isn't it?
D-06	C	CL	Search Page: Selection of the Start Date changes the End Date to the same day and time – does not really make sense.	Selection of Start-Date should immediately change the End-Date to the most common rental period.

Team D

D-07	C	CL	Search Page - Calendar: Orientation on the calendar application is not easy. Weekends are not highlighted.	Background colour of weekends should be different to Mo-Fr. English format of the calendar (starting with Sunday) is not common for most Europeans and in German a different format should be used (starting the week with Monday).
D-08	C	CL	Search Page - Calendar: Orientation on the calendar application is not easy. The starting day (Sunday) of the week is not common for most Europeans like Germans, Austrians, ….	Using different calendar formats dependent on the selected language.
D-09	C	CL	Search Page - Calendar: Orientation on the calendar application is not easy. Reopening a calendar a second time the selected day is not marked.	The actual day should be marked and also the selected day should be marked in a different way, to give the user a faster orientation.
D-10	P		Search Page – Car rental class: Choose a car rental class ➔ a list of cars with picture gives a nice feeling of the car, which can be rented.	
D-11	C	CM	Search Page – Car rental class: Choose a car rental class ➔ the list of cars should include more information, because most car models used in US are not known in Europe.	Information needed like: • for how many people can the car be used • how much suite cases can be loaded in the car • amount of doors • specific facilities like air condition, seat for babies, kids available,… The page "rent a car – vehicle" would be better, but should be smaller from its size.
D-12	P		Result page: The partition of the result page in an area for the used search criterions and the result list and information in the content area helps the user to start new searches with slightly changes very quickly.	

D-13	C	RL	Result page: For new users like me, who do not know the site and the partition of the result page, I fade out the search criterion area and I wondered, if the system did the right search, when I saw different dates of the opening hours of the rental location.	
D-14	B	CL	Result page: If an own area is provided for the used search criterions, it is not useful, to integrate new criterions, which have not been on the search page itself like "one way usage of cars". I saw this possibility after three reservations.	One way usage of cars must be included on the search page or if not, than this criterion must be included in the content area of the result page.
D-15	B	CL	Result Page back to Search Page: The back button looses all options, which have been selected for the search process. Start over button was recognised too late for the back link.	The browser back button should work properly.
D-16	C	CM	Result Page: A search for a car rental for 5 days and 4 hours leads to a week price information on the result page. I did not want to rent a car for 7 days. Therefore I was guessing, that the system counted the best price. As I was not sure, I did some more different searches to be sure, that there was no price counting problem in the system.	Searching for the best price is a nice feature – but I would expect to get the information, that 1 week is cheaper than 5 days an 4 hours for instance.
D-17	B	CM	Reservation Workflow: A search for a car of a compact class leads to a result page with the price information for that type of class at a specific location. If I change the selection of the car (for instance to intermediate) and I go on with the process, I immediately come to the page, where I have to fill in my name and type of credit card. But I have never seen, what I have to pay for the new class of car.	After changing the selection of the car, the system should return to the result page with the price information of the new car type.

Team D

D-18	B	RL	Reservation Workflow: Back Button on the selection page of the new car type is missing. Would not be a big problem, if the session time out time would be longer. Especially, in the case of making a new selection of a car and coming on the booking form page leads me to go back 2 steps by using the back button of the browser. Back again on the result page I decide to continue the booking process with my first car selection, but this page will lead always to an error page.	Back links on pages help or the technical system must be improved.
D-19	B	EM	Reservation Workflow: No additional products like baby seats etc. can be booked. Only important for families!	For a family it would be useful, that additional products like baby seat, etc. can be booked or reserved on the web site.
D-20	B	CM	Reservation Workflow: On the one hand, a reservation without credit card information is pleasant, on the other hand, the reservation is not trustworthy for me. Can I really trust on my reservation or will I arrive at the airport without getting a car?	Both, using a clear comment on that issue or using a deposit during the reservation process would increase my confidence in the reservation process.
D-21	C	CL	Reservation Workflow: On the page with the booking forms, telephone number is a MUST criterion whereas email address can be included.	By including my email address into the booking form, I have some extra services available like getting the reservation number, if I have lost it. I think, the user should have to fill in the telephone number or the email address as a MUST criterion.
D-22	C	RL	Reservation Workflow: The scale with the percentage of the reservation workflow is a nice feature, but to inaccurate.	The single steps of the reservation process should be clear for the end user. Especially the last step, before I have finished my reservation should be marked as the final step and not as 80% is finished of the reservation process.
D-23	C	CL	The price information of the reserved car is missing on the final page of the booking process.	The price of the reserved car should be included.
D-24	P		Confirmation Page with a map and weather information for reservations within the next few days is a very good service.	

Team D

D-25	C	CL	The telephone number gets lost on the booking form page, if I click on the modify / cancellation button. Why?	The telephone number should be stored.
D-26	P		Action button (like search, booking) in a specific colour tells the user immediately, where the process continues.	
D-27	P		Cancellation process and confirmation was clear and easy to use.	
D-28	P		Performance of the system was good at home and at the office. For connectivity information see paragraph "Method".	

Usability Review

September 2006

Creation Date: September 2006

Author
Author Title
Author Company
Company Address 1
City, State Zip

email address
Phone number

Table of Contents

Overview

Purpose and Scope

This document captures the observations and recommendations resulting from usability assessment focusing on user experience for renting a car on-line. The assessment was conducted as a heuristic evaluation based on the input of 3 usability professionals from the company team during September of 2006.

Method

This usability assessment is a Heuristic Review conducted as a collaborative inspection method where a group of usability engineers, working independently, reviewed the site using the same inspection criteria. The usability lead combined the results, reviewed the recommendations and a comprehensive list of recommendations is put forth to the product team in the form of this document.

The heuristics used for this review take into account recognized heuristics in the field and experiences based on past in-house usability assessments for the consumer marketplace.

This document contains a section of recommendations, a work sheet that identifies examples and ratings of issues and sample screens reflective of those viewed during the review process.

Questions and comments should be directed to <author>, <email>, <phone number>. A soft copy of this document can be found at <location>.

Audience

The information contained in this document is available to all Enterprise employees but is of greatest interest to people responsible for the consumer on-line car rental experience.

The information is proprietary and confidential to Enterprise Rent-A-Car

Executive Summary

The site is tuned to the primary task of identifying and renting a car from a specific location for a specific time period. Additionally, the home page clearly calls out specials that may be of high interest to the target user.

Secondary tasks such as log in, sign up, cancel, view reservations and modify reservations are hidden by the strength of the reservation process.

Several pages suffer from information density particularly the home page and the verification page. In most cases the information is useful but needs to be laid out differently to be identifiable by the user.

A comprehensive user experience can be achieved by grouping key decision controls at the top of the screen so that a user can quickly locate all task options. Common methods for giving high level user options can be presented as tabs, buttons, menus or links. The controls for making a reservation should be maintained as the default task.

Supporting tools are made available to the user but are difficult to find. Key examples are Help, Modify Reservation and change language.

The work flow for the site is linear and logical for the tasks, particularly make a reservation. The dependence on the browser back button for stepping backward in a task is logical but the site often fails if the user has used this control.

Team E

Recommendations

Home Page

Description	Recommendation
The log in and Sign up buttons are difficult to find both because of button size and placement.	Place log in controls on the home page rather than requiring the user navigate to another page. Increase the visibility of the sign up control and benefits.
The change language control is a very nice feature but difficult to find. The position with global nav controls makes it a hidden feature.	Position this control this control under the primary navigation bar (rent a Car, Buy a Car, etc.). Placement near the country control will be useful for international travelers.
The 'front and center' placement of the reservation form allows for quick access the primary task. Placement of the Modify Existing Reservation link is counterintuitive. The user is apt to recognize the form as a starting point and look elsewhere for a method to modify or cancel a reservation.	Place controls for Modify, View (or confirm), Cancel at the top of the primary workspace below the navigation bar.
The ability to switch between supported countries is quick and easy on the home page. It is complicated by the airport selection box, however. This tabbed control allows the user to switch countries again and to select a location from within the new country. Unfortunately, the new country is not reflected on the home page.	If the user selects a new country from within the select airport control, update the rent a car form appropriately. If this is not technically feasible remove the tabs from the pop up.
The show airport locations only link is confusing in the context.	Move this check box to the Airport pop up box.
There is a tremendous amount of information below the footer. The footer convention usually indicates the bottom of the page and may cause users to miss information.	Move footer below informational section.
The system is dependent on the browser back button for navigation but stability of the site is compromised when it is used.	Integrate Back capabilities into the pages. Common design and this capability is to include a back link on the page.

Team E

Location selection

When specifying a location the selection (such as LAX) screen is clear and contains appropriate information. When the results return a list of locations to choose from the information is harder to read and parse through. The ledger ruling helps to distinguish between choices but the location text is so tight that the text forms a visual column on the left that is hard to scan.	Increase the space between each row in the table.
When the location results are returned with multiple choices the information is presented as text. For any user traveling from out of town this presentation may be very limited in its helpfulness. Additionally, the list can be long (ex 32 options in the greater LA area). The list was presented in sets of 5 which requires quite a bit of clicking a navigation to review all choices,	Present multiple options on a map as the default view. Support a method for additional information such as street address and hours of operation, and more info in a roll over or similar control. Allow for a list view for users who are familiar with the area. Add a control that allows the user to specify the number of locations that they would like to see at one time. In addition to next and previous controls in the pagination widget, allow for quick navigation to the beginning and end of the list.
The progress meter is nice in that it is both a visual and a percentage representation; however the increments do not seem to be reflective of the steps. For example, one pass through the reservation flow showed a jump from 20% to 60% as the result of a single mouse click.	
Clicking the We'll Pick You Up link refreshes the screen but does not make the text any more obvious.	Move this information to a pop up window as for other 'on demand' links such as learn more.
The Pick up policy text is centered.	All paragraph text should be left aligned as a paragraph.
Error messages are easily identified and appropriately placed.	

Vehicle Details

Selected vehicle information is shown as centered text.	Left align test for easy scanning.
The price quote is important information that users should be very happy to see.	

Renter's Details

Reduce you time at the rental counter and Additional Information appear to be one in the same thing.	Move Additional Information above the Continue button. Leave fields optional.
The additional Information form is difficult to read. The field labels are hard to scan because of label alignment.	Move filed label to appear above the field. Increase space between the fileds. Show fields in natural reading order (ex City and State on the same line.

Verify Your Information
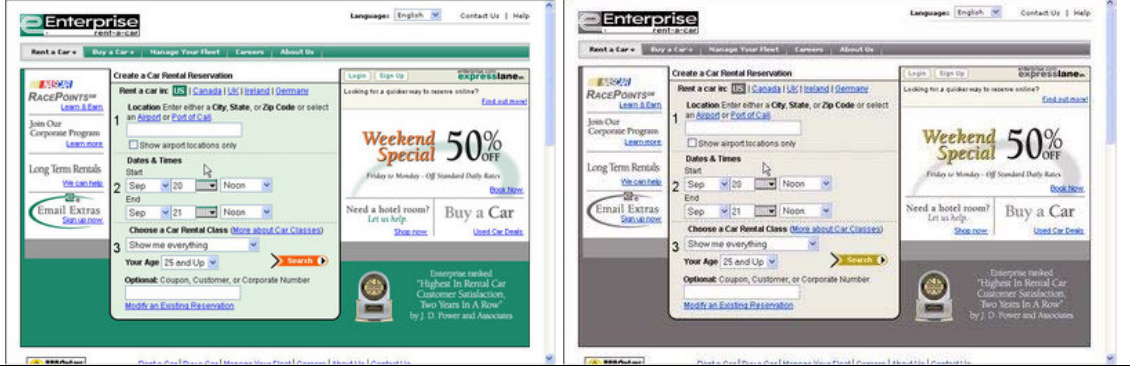
The column format shown on this page is difficult for reading	Treat the page as a top to bottom summary of the transaction.
Text is shown as all upper case in many sections.	Use initial cap/lower case text conventions in all sections of the screen.

Team E

Heuristic Worksheet

Heuristic	Rating[1]	Comments	Notes
Visualness			
Can the user identify key controls	3	It is easy to immediately to identify how to rent a car. All other controls are much harder to identify – Log In, Sign Up, Modify a Reservation are all very difficult to find. It is not apparent how to Cancel a reservation. The link hidden on the homepage under the Choose a Rental Car Class – embedded in the form is a link that says "Modify Existing Reservation" appears to be the only entrée to this functionality but is not intuitive. Users may be inclined to walk away from a reservation than searching out cancel functionality.	Group the controls for user tasks in a central and common location. Recommended tasks for this set include Create Account, Log In/Out, View Reservations, New Reservation. Create Account should not be shown once a user logs in.
Can the user distinguish between states of the control	3	There are many links to allow for changing, continuing, logging in, etc. Learn more links and start over are easily identified. Progress indicator shows both a visual representation of where the user is in the process as well as a numeric indicator – nice combination. The Select buttons on the Vehicle	Standardize the appearance of the select buttons or clarify the message attempting to be conveyed by the variation.

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[1] Rating is based on a scale of one to five where 1 is unacceptable and 5 is very acceptable

		Selection page are presented using two different styles for no apparent reason.	
If color is being used to distinguish between controls, can users identify these differences?	4	Color and visual design help the search criteria area to stand out & indicate what needs to be filled in. Action controls are shown in orange and are clear to see, against the primary palette of green, white and black.	
Are the color distinctions usable by persons with Deuteranope color blindness (simulated using Vischeck http://www.vischeck.com/vischeck/vischeckImage.php)	4	The screen regions, primary controls and highlighted specials are still distinguishable once the deuteranope simulation is applied. 	
Layout			
Does the placement of graphical and data entry assets, have a logical and identifiable flow	4	For the majority of main tasks it seemed easy to find the information. It is clear how to change the search criteria. Outside of the search form, the home page is dense and difficult to scan for secondary information beyond making a reservation. Page density is less of an issue on subsequent pages creating a less overwhelming experience once navigating within the site. Login is very small and goes unnoticed. The user is never explicitly invited to create an account. There are references	Increase the visibility of the 'Create Account' option and give higher profile to the log in button and account benefits. The ability to make a reservation without formally creating an account should be maintained.

		to "Reduce Your Time at the Checkout Counter" and a very small sign up button on the home page but neither of these attract the users' attention. These features are both advantageous to the returning user and should be given higher profile.	
Does positioning of graphics and interactive controls support the task at hand	3	The reservation form is front and center and supportive of the primary task. Alternative ways to rent cars appear below the fold and may be missed by many users. The "Modify an existing reservation" link is place at the bottom of the reservation/search form. This placement is not intuitive and easily overlooked. The Modify task is a branch on the decision tree that is usually made at the same level as Create and Cancel i.e. I approach the site to Reserve, View (or Confirm), Modify or Cancel. The location section of the search results list is dense and a little difficult to read. The ledger banding helps to define rows but there needs to more blank space between each row. The information presented in the search results table does not help users who are unfamiliar the area make appropriate selections. A search for airports in the LA area returned 32 potential locations shown in groups of 5. for a user to scan the available locations requires many clicks to see all options. The location section of the search results	Maintain the 'front and center' approach to reserving a car but place controls for alternate tasks at the beginning of the flow so that users can easily identify and switch to other flows. Include proximity information in the search results. Use a map based indicator as the default for selecting locations. Include dynamic rollover to present addresses for location details. Additional useful information to display includes store hours and a link to driving directions. The ledger banding on the search results page helps to define rows but there needs to more blank space between each row. Allow users to specify many search results they would like to have displayed at a time to reduce navigation overload.

		list is dense and a little difficult to read. The information presented in the table does not help users who are unfamiliar the area make appropriate selections. A search for airports in the LA area returned 32 potential locations shown in groups of 5. Scanning the list for an appropriate and available location requires many clicks to see all options. The "Additonal Information" on the "Renters Details" form appears below the fold and is easily missed.	
Is text placed and set for readability and comprehension	3	"Vehicle details" and "Pick up policy" text are shown as a paragraph of centered text.	All general reading information should be left aligned. If the available countries change in the future, the reading direction for the supported countries should addressed at that time.
Terminology			
Is the language and terminology appropriate to the domain	4	Phrasing is supportive of a general population.	.
Feedback			
Is the user able to identify interactive controls	3	While many controls are identifiable, not all are clear in purpose. For example, the 'show airport locations only' checkbox does not clearly indicate that it will filter the results. This is particularly confusing when used in conjunction with the airport location (rather than a city/town location).	Move this checkbox to the airport selection screen.
Is the user able to complete a task with confidence	3	Supporting features of the primary task such as "Pick up Policy", "Save time at the counter" are difficult to identify. The user is able to complete the reservation task but overall satisfaction with the	Place informational messages such as "Pick up Policy" at the top of the page or next to the control used to call the information.

		Enterprise experience may be compromised.	
		If the user does notice the control for information on the "Pick up policy", the text appears below the reservation form and is easily missed.	
Is the user warned if there is a conflict or an action has failed	3	The site does provide alerts and warnings but the solutions are often not obvious or satisfying. For example 1) The user is warned when a vehicle is not available but the solution is not satisfying. The user is offered some alternatives however, if a user needs a van in LA on the 28, alternative vehicles may not be useful. 2) The user is alerted when a location will not be open on the desired return date but the controls presented to resolve the problem are not well placed. The user is directed to select a new date which is often not possible because of travel restrictions. A control to select a nearby location is available but not placed near the warning message.	
Messaging			

Is the user able to get information and instruction when desired	2	The amount of information on the reservation page is overwhelming. It is, however, useful – how to get from the airport to the enterprise location, how much the car will be, information on any restrictions there may be on mileage, etc. All are all important but presentation and layout should be reconsidered.	Use a dynamic expand/collapse control that will allow the user to expose (and print) the information of interest to them. Use upper/lower case text. Integrate the car graphic into the body of the text to free up the space held in the 3rd column.
Internationalization			
Is the site localizable	4	The ability to dynamically switch languages is quick and easy. The placement of this control might easily be overlooked as is placed outside of the primary task space.	Move language control to be placed with country controls allowing the user to control the entire working environment in a single location on the screen.
Does the site allow internationalization	4	The site provides access to reservations tools for other countries in a very high profile position. The links for specific countries implies business availability.	
Consistency			
Are tools and controls laid out in a consistent and predictable fashion	3	Information related to the users reservation criteria stays on the left, and primary workspace contains information and controls necessary for the task at hand. "On demand" messages accessed through links (such as "Pick up Policy") are not shown in the same relative positions. In some cases messages are shown in pop up boxes and in some cases the messages are placed on entirely different parts of the screen.	Standardize messaging presentation for 'on demand' messages accessed through links. The pop up box used in some cases are effective and would be an appropriate method to standardize on.

Do tools and controls behave consistently within the site	2	The presentation of results and messaging seemed inconsistent when searching in different cities. A search in LA turned up alternatives when the requested vehicle was not available however a search in Boston showed the vehicle not available and no alternatives.	
Assistance			
Does the system contain Help or access to similar supporting materials	2	Links on specialized items (Port of Call) lead right to the data, not to help which is good. Help is hard to find and is a FAQ with promotional information (NASCAR). This method does not help the user understand how to use the site. For example, a simple search using the term Cancellation returned 0 results.	Develop a Help system that addresses user key tasks rather than promotions and sales.
Are Tips provided in the work context	4	There are See Details and Learn more links.	
Navigation			
Do the workflows and connection of pages make sense to the users.	3	Navigation in general appears be reasonably well organized and intuitive. A key issue comes up when selecting an airport location. After selecting a country such as Canada on the reservation form and then clicking the airport link, a dialog box opens. This box contains a tabbed control for all available countries, allowing the user to change countries dynamically. If the user selects Amarillo TX, the airport is updated on the reservation form but the country still shows Canada.	Reset the country on the reservation to match any changes that user makes will working with the "Select Airport" window. Remove the country tabs from the "Select Airport" dialog box.

Is there a Natural workflow?	5	Yes. The primary task flow is progressive and easily navigated.	
Are there clear connections and routing to "go back", "to forward", "to get out"?	2	The back navigation is dependent on the browser, which is easily understood by many general internet users. Unfortunately, there appear to be some stability issues when the user has used the back button causing the system to fail during subsequent tasks. (ex. View help, return to reservation form, click Airport link and the following error message appears: **" Our Apologies** - We cannot complete your current transaction because the page you are trying to access is no longer available. This problem can occur because the system cannot always retrieve page content if the browser's back button is used to access previously viewed pages. Please return to the Enterprise home page and start your reservation again or give us a call at 1-800-rent-a-car (1-800-736-8222) and let us help you book a reservation. "	If the site is going to use the browser back button as its primary form of navigation, system reliability needs to be improved. Alternatively, an integrated back control, such as a back link in the upper right of the page, could be developed to reduce unintended consequences.
Is the site free of "dead ends" (i.e. the user does not understand what has happened or what they should do next?)	4	The Reservation Form ended with appropriate options for continuing with tasks on the site.	
Domain Knowledge			
Does the system support, extend, supplement or enhance the user's skills, background knowledge and expertise?	3	It is very straight forward to find and rent a car.	Maps and other visual tools would help the user who is traveling to better understand how Enterprise services can be best used at their destination.

Team E

Appendix A – Key Screens

Home

Page 14 of 19

Team E

Search Results/Location

Team E

Search Results/Vehicle

Page 16 of 19

Team E

Renters Details

Contact Us | Help

Rent a Car ↓ | **Buy a Car** ↓ | **Manage Your Fleet** | **Careers** | **About Us**

Looking for a quicker way to reserve?
Learn more!

Login

60% Complete

Your selections :

Enterprise Location: change
**8949 VENICE BLVD
LOS ANGELES, CA 90034-3327
Tel.: (310) 842-6622**
We'll Pick You Up! ®

Dates/Times: change
Start: **Nov 2, 2006 @ Noon**
End: **Nov 3, 2006 @ Noon**

Vehicle Class: change
Standard

Renter's Age: change
25 and Up

Renter's Information:
(not yet entered)

Start over

- - - - - - - - - - - - - - - - -

Need a One Way rental?
Learn more

Renter's Details:

🔒 Your information will be submitted over a secure connection.

* Indicates Required Field

Renter's Details:

	First:	Last:
* Renter's Name:		

* Home Phone Number:
(Include Country Code if applicable)

Renter's Email:
(to send you a confirmation)

* Credit Card Type: Select a Credit Card ▾   What about debit cards and other forms of payment?

Enterprise Rent-A-Car, or one of its partners, may use your e-mail address to send special promotions and information to you. For more information, please see our Privacy Policy.

○ No, don't send any special offers to my e-mail address.

◉ Yes, I would like Enterprise Rent-A-Car to send special offers to my e-mail address.

○ Yes, I would like Enterprise Rent-A-Car and its partners to send special offers to my e-mail address.

By choosing "Yes", any information you provide while visiting the Enterprise websites may be used by Enterprise in future marketing programs.

Continue now with your reservation or enter additional information to **reduce your time at the rental counter.**

Continue ▶

Additional Information (Optional).
You may start filling in your contract here now and save time at the rental counter.

Street Address 1:
Street Address 2:
City:
State/Province/Region/County:
Zip/Postal Code:
Country: United States ▾
Work Phone:
Other Phone:

Driver's License

License Number:

Issued by State/Province:
(if applicable)   Select a State/Province ▾

Expiration Date: mm / dd / yyyy
(if applicable)

Date of Birth: mm / dd / yyyy

Continue ▶

Our Pick-Up Policy: Need a ride from your place to our place? We'll Pick You Up! ®
Book online now, then call your rental office at Tel.: (310) 842-6622 for
details about our pick-up service. (Geographic restrictions apply)
Back To Top

Rent a Car | Buy a Car | Manage Your Fleet | Careers | About Us | Contact Us
Reservation | Vehicles | Locations | Corporate Accounts | Print a Receipt | Help
Travel Agent | Site Map | Mobility Devices

International Car Rental Sites:
Car Rental US | Car Rental Canada | Car Rental UK
Car Rental Ireland | Car Rental Germany

Enterprise Rent-A-Car Privacy Policy | Terms and Conditions | © 2006 Enterprise Rent-A-Car Company. Patent Pending

Preview

Confirmation

Team E Addendum

1.   Method.

This usability assessment was conducted as a Heuristic Review. It was set up as a collaborative inspection method where a group of 3 usability engineers, working independently, reviewed the site using the same inspection criteria. The usability lead combined the results, reviewed the recommendations and a comprehensive list of recommendations is put forth to the product team in the form of this document.

The heuristics used for this review take into account recognized heuristics in the field and experiences based on past in-house usability assessments for the consumer marketplace.

2.   Resources used for the evaluation (person hours).

Test preparation – 4 hours
Review – 12 hours (3 people @ 4 hours each)
Consolidation – 8 hours
Report Writing – 8 hours
Total estimated time investment 32 hours

3.   Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.

The method and report form were very much exactly what we would do in the work place.
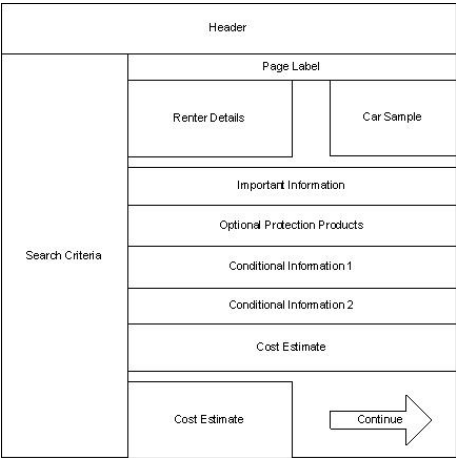
The results are in keeping with the information we would normally surface and share back with the product teams but, after reviewing the report, I can see that the thing that is missing is depth of findings. Many of the comments and observations are cosmetic or superficial. This may result from lack of contact with the product team – under normal circumstances we would develop a plan and work with the product team to determine goals, understand system limitations and capabilities, etc.

4. Comments on the Website.

ID	Severity	ROI	Description	Recommendation
E-01	B	RM	The log in and Sign up buttons are difficult to find both because of button size and placement.	Place log in controls on the home page rather than requiring the user navigate to another page. Increase the visibility of the sign up control and benefits.
E-02	C	CM	The change language control is a very nice feature but difficult to find. The position with global nav controls makes it a hidden feature.	Position this control this control under the primary navigation bar (rent a Car, Buy a Car, etc.). Placement near the country control will be useful for international travelers.
E-03	A	RH	The 'front and center' placement of the reservation form allows for quick access the primary task. Placement of the Modify Existing Reservation link is counterintuitive. The user is apt to recognize the form as a starting point and look elsewhere for a method to modify or cancel a reservation.	Place controls for Modify, View (or confirm), Cancel at the top of the primary workspace below the navigation bar.
E-04	B	EM	The ability to switch between supported countries is quick and easy on the home page. It is complicated by the airport selection box, however. This tabbed control allows the user to switch countries again and to select a location from within the new country. Unfortunately, the new country is not reflected on the home page.	If the user selects a new country from within the select airport control, update the rent a car form appropriately.

If this is not technically feasible remove the tabs from the pop up. |
| E-05 | B | CH | The show airport locations only link is confusing in the context. | Move this check box to the Airport pop up box. |
| E-06 | C | CH | There is a tremendous amount of information below the footer. The footer convention usually indicates the bottom of the page and may cause users to miss information. | Move footer below informational section. |

E-07	C	RH	When specifying a location the selection (such as LAX) screen is clear and contains appropriate information. When the results return a list of locations to choose from the information is harder to read and parse through. The ledger ruling helps to distinguish between choices but the location text is so tight that the text forms a visual column on the left that is hard to scan.	Increase the space between each row in the table.
E-08	**B**	**EH**	When the location results are returned with multiple choices the information is presented as text. For any user traveling from out of town this presentation may be very limited in its helpfulness. Additionally, the list can be long (ex 32 options in the greater LA area). The list was presented in sets of 5 which requires quite a bit of clicking a navigation to review all choices,	Present multiple options on a map as the default view. Support a method for additional information such as street address and hours of operation, and more info in a roll over or similar control. Allow for a list view for users who are familiar with the area. Add a control that allows the user to specify the number of locations that they would like to see at one time. In addition to next and previous controls in the pagination widget, allow for quick navigation to the beginning and end of the list.
E-09	**C**		The progress meter is nice in that it is both a visual and a percentage representation; however the increments do not seem to be reflective of the steps. For example, one pass through the reservation flow showed a jump from 20% to 60% as the result of a single mouse click.	
E-10	**B**	**RH**	Clicking the We'll Pick You Up link refreshes the screen but does not make the text any more obvious.	Move this information to a pop up window as for other 'on demand' links such as learn more.
E-11	**C**	**CM**	The Pick up policy text is centered.	All paragraph text should be left aligned as a paragraph.
E-12	C	CM	Selected vehicle information is shown as centered text.	Left align test for easy scanning.

E-13	P		The price quote is important information that users should be very happy to see.	
E-14	B	CM	Reduce you time at the rental counter and Additional Information appear to be one in the same thing.	Move Additional Information above the Continue button. Leave fields optional.
E-15	B	RM	The additional Information form is difficult to read. The field labels are hard to scan because of label alignment.	Move field label to appear above the field. Increase space between the fileds. Show fields in natural reading order (ex City and State on the same line.
E-16	B	EM	The column format shown on this page is difficult for reading	Treat the page as a top to bottom summary of the transaction.
E-17	C	CH	Text is shown as all upper case in many sections.	Use initial cap/lower case text conventions in all sections of the screen.
E-18	A	EH	The system is dependent on the browser back button for navigation but stability of the site is compromised when it is used.	Integrate Back capabilities into the pages. Common design and this capability is to include a back link on the page.

Team F

I. Enterprise Evaluation Report: Team F

1. Summary
We conducted usability tests during the week of Sept. 11, 2006 to identify problems in Enterprise's online reservation application for casual (non-corporate) customers renting vehicles in other countries. Five persons ages 30 to 55 who have occasionally reserved cars online were recruited from our company for this usability test. All had neutral or positive attitudes toward Enterprise. The testing focused on navigation, clarity of information/instruction, ability to overcome obstacles already identified by Enterprise, and customer satisfaction with the online process.

All testers had problems trying to reserve cars. Some, but not all, of the problems were directly related to reserving a car in another country. At some point, each tester became temporarily stuck on a page (stuck = multiple blind clicks to get to a desired screen) or was forced to start over after getting an error message. Two testers became so frustrated that they would have stopped if they were making an actual reservation.

Inconsistencies and lack of confidence in the navigation caused much of the frustration. Even in the third task, some testers still were having problems with the basic steps (location and car selection). When not sure about location, several testers assumed they could call Enterprise to pick them up from a train station or elsewhere.

When asked if they would make a real reservation with Enterprise, most said they'd call Enterprise rather than trying the online application again. Only one said she would try the Web site.

2. Facilitor/Moderator and Observers
Moderator: xxx, Web Operations/User Experience
Observer/notetaker: xxxx , User Experience.

3. Methodology
In our reports, the methodology is explained at this point. For the conference project, that section is in the Addendum.

4. Test scenarios
These are the basic scenarios. I have not included the full script here.

The focus was on making reservations for car rental in other countries. This is not an ideal test because the testers weren't familiar with the foreign cities and none spoke

German. This test applies to U.S. residents making reservations in another country, but doesn't identify potential problems for a customer residing in another country.

TASK 1
You have recently moved to central Munich. Over Christmas, relatives will be visiting. You need to rent vehicle big enough for 5 adults. The ideal dates that you'd like are Dec. 23 to 26.

(Known obstacle: Locations are closed Dec. 26.)

Other steps given at appropriate point during task 1:
1. Change the return date to Dec. 27.
2. What would you do if you had a question about your reservation at this point?
3. Complete the reservation. Close. Return to home page.
4. Could someone in Germany use this site? What if only spoke German?
5. Then, return and cancel the reservation.

TASK 2
You're going to Vancouver, B.C. on Amtrak, and want to rent a car for a short holiday to explore the area. You need a car for two adults and an infant, and you're looking for the best deal. Price matters to you. Your travel dates are Sept. 22-26. (Friday to Tuesday)

(Known obstacle: Have to start process by clicking specials box; no information on car seats.)

Other steps given at appropriate point during task 2:
1. What about reserving a child seat?
2. May need to ask if he/she has the best deal.
3. Go back and modify this reservation (larger or smaller car)

TASK 3
You're going to Glasgow on business with two co-workers. You need a vehicle for the three adults, luggage, and several boxes of sales materials. You'd like a 4X4. Your business trip is the week of Oct. 16-20.

(Known obstacle: No 4x4 available; no one-way trip allowed.)

Other steps given at appropriate point during task 3:
1. You remember that two of you will be driving. Is that extra?
2. You want to check if you can drive to London and leave the vehicle there.

5. Key Findings

Home page lacks focus, structure.
Most testers commented that the home page was too busy. Testers saw the reservation form and essentially ignored everything else. They thought the other material didn't pertain to making a simple reservation. For the customer, this means they miss the country selection and the possible discounts. For Enterprise, this means that the promotions and other material are ignored.

Casual user tossed in with everyone else
The casual user must navigate through a mish-mash of promotional material aimed at all types of customers. The new customer also doesn't know what services are available, and those links have insider names (Email extras, expresslane, etc.). For example, if the user can find the FAQ page, one of the top tabs goes to "My Questions" – which turns out to an e-mail form for users who have already created an account. On the e-mail form, there is a static reference to "My Stuff," but no explanation of what or where that is.

Obscure process to get a "deal"
Testers thought the special rate on the home page was an ad. And, of course, they didn't realize they had to start on that box in order to get the special. Once the testers restarted the reservation in that box, they couldn't easily tell how much they were saving. They also had no simple way of finding out other ways to save money.

Reservation steps not in clear sequence
The location field on home page looks like it's step 1, which contributes to the testers overlooking the language and country menus. Also, the sequence numbers are centered in each area of the reservation form, but users don't tend to look at the area above the number. Instead, the natural inclination is to start beside the number.

Location options were confusing
Testers didn't understand the terms used above the location field. Several thought the location field was just for airports. Some clicked on "general aviation" to see what that was (and then got stuck). No one knew what "Port of call" was.

Location didn't offer sufficient help
The testers weren't familiar with the foreign cities where they were renting, and the maps and addresses weren't helpful. Since they often hadn't entered the country, it took a few steps for them to figure out the problem and how to choose the country. Using the back button often led to errors or just getting stuck/lost.

None of the test subjects found the general locations search, although they used the airport search in some cases. In a staff test, when a major city was entered, that city showed up 9th on the list, below suburban locations.

Car selection mix of links/menus is confusing
This is what Enterprise is all about, yet the car selection area on home page is confusing. There are three types of navigation to get more information about the cars: a link, drop-

down menu, and search button. Each has a different label, but it's not clear what the difference is between the three.

In addition to the three choices mentioned above, the car selection area on the home page seems to contain two unrelated areas – the age menu and the coupon field. Graphically, they seem to be part of the car selection area. Will the customer get a different set of cars based on the age range or coupon number entered?

Lack of useful and consistent car information
There wasn't enough information for most testers to make a decision, and the car listing pages were inconsistent. For example, within one list, the detail on one car stated the number of passengers, but other cars on that same list didn't have that information. Some lists included daily rate and total rate; other pages just had the weekly rate. Most testers didn't see that there were different lists for manual and automatic transmissions. The home page information (scrollable) about rental car classes was vague promotional information that used useless terms like "roomy" and "perfect for road trips."

Easy to miss critical information
Only one tester noticed the first message that a location was closed Dec. 26. Other users looped through a series of pages before discovering there was a problem, or what the problem was. (Then, some weren't pleased about being changed an extra day after changing the return to Dec. 27.)

Process sequence not clear
Testers didn't see a way to track where they were in the process. Some testers made a selection, went to the next screen, and didn't realize that the initial selection hadn't actually been entered. (Example: On the home page, if you continue make a car selection without first choosing a location, the car selection hasn't really been entered although you can move to another screen.) This is noted in the left column, but most testers didn't see that information.

Strange variations on navigation graphics
There is no standard navigation throughout the process. The arrow-like graphics used for page-to-page navigation have different labels and designs. Those include "search," "view rates," and "continue," and "continue reservation." The "search" arrow is used on the home page as the only way to get to the next screen, even though that page requests various types of information that may, or may not, have been filled in.

Drop-down menu for car rentals is odd experience
The reservation section on the home page is a different design/experience than the screens accessed through the "Rent a car" menu in the top bar. It isn't clear why these have different design/navigation.

Also, none of the testers found that drop-down menu. One reason may be because it's a different title ("Rent a car") than the home page's main reservation area ("Create a Car Rental Reservation").

Not clear how to return to previous pages
Testers often got stuck on a page where they didn't intend to go and then use the browser back button. If this is done a few times, the testers got an error page and had to start over. Testers didn't see the optional navigation – the left nav (used by a couple) and the "rent a car" drop-down menu (no one used). However, those links would take you to a type of area but not necessarily a previous page.

Difficult to find additional information
Testers didn't use the Help or Site map links to look for additional information. They assumed that if it wasn't in the main part of the "Verify your information" page, it wasn't available online. On the FAQ page, the list of questions is in no useful order. It's very difficult to read. And why is the NASCAR item No. 1?

On home page, only one tester discovered that the page scrolled to additional information. The page has two graphic indicators that what you see on the screen is all there is: The color "barrier" area across the bottom with the JD Powers promo, and the links that look like a footer.

E-mail means English only
If you choose German language and select "Kontakt" (Contact Us), the page is in German except for the "E-mail an Enterprise" link (odd phrase), which goes to an English language e-mail form. Also, for the US, there is a Spanish phone line but you apparently can't submit an e-mail in Spanish (or make a reservation in Spanish).

E-mail forces you to "Create Account"
After you submit, you get message that you'll get an answer within two business days. Not very customer friendly – tell people that upfront. (However, no testers found the e-mail when asked to contact the company about an issue. All would call.)

"Verify Your Information" page difficult to read
This is a very dense page, with little structure. The text in all-caps is very difficult to read. If you're returning when the location is closed, you may just get red highlight here advising you to return before the location closes.

 Sloppy editing
In some places, question marks appear for apostrophes (coding issue). "One way" is hyphenated sometimes, and not hyphenated in other places. The site doesn't seem to have a standard way to use capitalization.

6. Recommendations
These are included in the Addendum.

II. Addendum for Team F

1. Method

We used volunteer test subjects who met general criteria. The moderator – the person responsible for this report – also did an evaluation of the site before and after the test sessions.

The moderator spent about three hours using the site to become familiar with it, to evaluate what the strong and weak points were, and to write a testing script. The script needed to expose testers to the areas that appeared to need improvement, and to have enough flexibility that it would bring up other potential issues to address.

The moderator tested the script by using the note taker as the initial test subject. This helped the note taker become familiar with the site, and also helped to fine-tune the script.

The sessions were conduced in our computer lab or in an office. The moderator and note taker were in the same room as the test subject. At the beginning of each test session, the moderator ad the note taker (usually, there also are two other observers) introduced themselves. Each person's role was explained. Then the test subject was asked about his or her general background and computer use. This helped in evaluating how familiar the tester was with online applications, and helped put the subject at ease.

The moderator gave each tester a short explanation of why the test was being conducted, using neutral language about the Enterprise site. The tester was told that the session would take 45 minutes to an hour. The ground rules were explained, including that the moderator was the only person who would talk with the test subject during the three tasks. The verbal instructions emphasized that there was no right or wrong action. The tester was asked to think aloud as he or she went through each step in the tasks.

The scenario for each task was explained (one task at a time), and the key points – travel dates, number of passengers, etc. – were written so that the tester wouldn't have to remember all the details. The moderator used a written script so that instructions were the same each time. At certain points in the task, the moderator would give the test subject a required step, such as to find out a piece of supplemental information or to go back and cancel a reservation. The note taker had a script with spaces to fill in each action by the tester and to record comments.

After the three tasks were completed, the moderator asked follow-up questions about the Enterprise system and for the tester's suggestions to improve that process. Then note taker had an opportunity to ask questions, such as to clarify anything that happened during the session.

After the tester left, the moderator and note taker briefly discussed the session. The note taker typed up the actions/comments.

Team F

2. Resources (people hours)

Date	Team members	Hours	Task
9/1	**Moderator**	**2**	**Initial review of site, competitors**
9/5	**Moderator**	**2**	**More review and draft script**
9/6	**Moderator**	**1**	**Recruit testers**
9/7	**Moderator**	**1**	**More scheduling**
9/8	**Moderator**	**2**	**Initial "test run" with note taker; refine script**
9/8	**Note taker**	**2**	**Go through test and help with final script**
9/11	**Moderator**	**1**	**Test session**
9/11	**Note taker**	**1 1/2**	**Test session and type notes**
9/11	**Moderator**	**1**	**2nd test session**
9/11	**Note taker**	**1 1/2**	**2nd test session and type notes**
9/12	**Moderator**	**1**	**Test session**
9/12	**Note taker**	**1 1/2**	**Test session**
9/13	**Moderator**	**1**	**Test session**
9/13	**Note taker**	**1 1/2**	**Test session**
9/14	**Moderator**	**1**	**Test session**
9/14	**Note taker**	**1 1/2**	**Test session**

9/21	Moderator	1	Start reviewing test results
9/23	Moderator	3	More review and start evaluation
9/24	Moderator	5	Write report and recommendations
9/25	Moderator	2	Finish report
TOTAL		33 1/2	

3. Compare to our normal usability testing

This process is very different than our standard practice. There was a lack of staff collaboration because of major projects underway. Only two persons were involved in this work, and the primary person did much of the work outside of normal work hours.

However, we believe we have developed a good process for our usability testing and those basic practices were used here.

The key differences with this testing process are:
1. Only a moderator and note taker were involved. Usually, there also would be two to three other observers.
2. The test subjects would be our external customers, and would be recruited by another department within our company, based on our criteria. They would each receive a $50 stipend.
3. We were testing an application we hadn't created. This means that we weren't nearly as familiar with what we were testing. All staff participants would have been involved in the development of the pages/application being tested.
4. In an actual report, we would include the typed comments from all test subjects plus an abbreviated summary of comments. Because of time constraints, that wasn't done for this test.
5. There was no follow-up meeting. Our practice is for everyone involved in the testing to discuss the findings after the report is written and to collaborate on the recommendations. The discussion would include design, editors, technical staff, and "customers" (the department for which the page/application was developed).

4. Comments on Web site.

ID	Severity	ROI	Description -- Team F	Recommendations -- Team F
F-01	B	CH	Testers didn't see country menu. Testers went directly to the location field and entered a foreign city. Only saw country menu when couldn't continue to an Enterprise location.	Move country menu to the "location" area, making it the first step.
F-02	B	CM	Testers didn't see language menu.	Move the language menu to a position next to the location menu.
F-03	A	RM	Users overwhelmed by amount of information on the home page. Testers didn't look at other material that might be helpful (country menu or special deals) because there was so much material competing for their attention.	Make the rental form the main focus by better page organization. Organize and streamline the supplemental links by customer type -- an area for "regular" customers and an area for corporate customers.
F-04	B	RM	Reservation form is messy to read. Different types of navigation, boxes, fields and labels are used. Some field labels are followed by explanation; others are followed by links.	Use one editorial and graphic standard in how fields are presented.
F-05	C	CH	Instructions for location field are confusing. Users don't know what "Port of call" is. Many were confused by airport reference.	Instructions should just be: "Enter a city, airport code, or zip code." Put links to airport and "sea ports" below the field. Remove the check box for airport and use the airport link instead.

Team F

F-06	B	RM	Location field needs supporting information. Need links to supplemental information. If a city is misspelled there is no easy-to-find list of all city with Enterprise locations.	Have a link, placed by location field, to list of cities in that country. Have same style of link to list of airports in that country, with airport code.
F-07	C	RM	Give better weight to location search list. A major city entered in search box came up as #9, below suburban locations.	The entered city should appear at top of list.
F-08	A	RH	"Specials" box looks like ad. No participants clicked on specials when asked to look for the best deal. All thought it was a static ad. Most recalled seeing it but only went back to home page when prompted to find a deal.	Offer specials as part of the regular reservation sequence. User should have opportunity to select a special deal after choosing a location and dates and before making car selection. This can be done on a reservation screen: They would not have to start over in the specials box.
F-09	C	RM	On home page, the coupon/code field isn't helpful for new customers. New users didn't know what to enter; some tried entering AAA. Not clear exactly what this field is.	Group all special/coupsons in same place in the reservation sequence. Offer links explaining what coupons/discounts are accepted.
F-10	B	RM	Car selection links/menus are confusing. This area has three kinds of navigation: a text link, drop-down menu, and search button. Users had no idea what the difference was among those links.	Make the links the same type, and clearly label what the information will be.

Team F

F-11	B	RH	Offer consistent car details. Within a list, different cars have different types of information.	Beef up the car details where information is missing, especially how many passengers a car will hold.
F-12	B	RM	Error messages should be easy to see and understand. If you choose date or time when location is closed, the "verify information" screen may just have a message highlighted about returning car on time.	Error messages should have larger type than the surrounding page and state what needs to be changed (and how to return to a screen to make a change).
F-13	C	CM	Have consistent types of navigation. A variety of arrow styles and labels are used for continuing to next screen. Arrow labels include "search," "view rates," "continue," and "continue with reservation."	Use the same navigation and label to move through the screens. Make it clear if you have completed an area and are moving to the next, or are just looking at more selections within one area.
F-14	A	EH	No clear how to return to a previous page. Frustrated users rely on back button; don't see options.	Add navigation links in the left nav column, perhaps replacing the "change" links. Also, consistent "back" and "next" links through the pages.
F-15	B	RM	Difficult to find additional information. Users didn't find the FAQ or help links at the page bottom.	Split help topics into categories, and put links in the left nav column and at bottom of each screen.
F-16	C	RM	"Verify Your Information" page is too dense.	Make style changes. Add subheadings on page, change all-caps to sentence case style, move some information to secondary pages.

Team F

F-17	C	RM	E-mail form forces you to "create an account" Users hit this snag after they've written the e-mail	If you need an account to write an e-mail, that should be stated in the first step.
F-18	B	RM	Not clear if e-mail accepted in other languages. If you have selected German as the language, the link is in German but the form is in English.	If e-mail must be sent in English, clearly state this.
F-19	C	RL	The "Rent a car" drop-down menu has different screens than the main reservation form sequence. Users didn't notice the drop-down; staff doesn't see apparent reason for the different screens.	These should match. Make the screens consistent, and change the form title to "Rent a car in US," etc.
F-20	C	CM	Sloppy editing on site. In some places, question marks appear for apostrophes (coding issue). "One way" is hyphenated sometimes, and not hyphenated in other places. The site doesn't seem to have a standard way to use capitalization (which should be avoided).	Adhere to a standard editing style.

Team F

F-21	B	CM	Car selection -- most testers overlooked auto/manual choice Most didn't notice the transmission default/choice until a few steps later in the process, if at all.	Make it clearer that this a required step by putting line above the radio buttons: "Choose type of transmission" Also, F-24 change will help the transmission field stand out more. (Need more information: Are different car lists displayed, based on age? Or does age menu affect price?)
F-22	P		Car selection – testers liked seeing both day and total rate Testers liked the car price screens that displayed both the day rate and their total rate.	
F-23	B	EH	Car selection – testers didn't always get a screen showing both the day and total rate Testers liked the car price screens that displayed both the rates in both ways.	On all car screens listing price, provide day and total rate. For day rate, the breakdown would include any variance: 1 day at weekend rate 2 days at weekday rate
F24	C	CM	Age field – position on home page screen in the car selection area looks like an after-thought. (Then may appear on subsequent screen with location fields.) Most users saw age field, but the placement adds to the messy look of the initial car selection fields on home page.	Make this field a separate step on the initial screen on home page.

Team F

F-25	C	RM	Don't know what additional fees may be added at time of rental. It was difficult to find links to relevant information, such as if there was a fee for 2nd drivers, cost of supplemental insurance and when to request it, and if child seats were available. Testers' motivation was to just finish the task. Hard to gauge how uncertainty would affect actual reservation completion.	On the "verify information" page, offer link to FAQ that is limited to information that is relevant at this point in process.
F-26	C	CM	JD Powers promotional line seems "defensive" at top of a location screen Testers didn't comment on this, but the site should be designed so that customers like it – and don't need to be told that someone else liked it.	Limit this promotion to home page. Don't use on subsequent pages in the header area. Add the years when JD Powers said it was highly rated. If not in the last few years, delete this promotion and put more effort into improving customer service.

Expert evaluation and usability testing for Enterprise Rent-A-Car

Team G
25th September 2006

Overview

- ❯ Overall, the site provides a simple and intuitive process for booking a car
- ❯ In it's present state, it would benefit greatly from many small tweaks and some significant redesign efforts

Some good points – there are more but the focus was to look for issues with the booking engine
- ❯ A simplistic site, with good deals and other offerings besides car rental
- ❯ Good access to reservation process immediately on the home page
- ❯ Short booking process, with minimal personal data requirements needed to process the booking

Main issues and recommendations
- ❯ Full scope of the site could be made more prominent on the home page
- ❯ The home page reservation form would benefit from a redesign/refresh to aid ease of use and understanding
- ❯ It is easy to lose entered data – when going Back through the process or amending an error
- ❯ Form error handling could be improved – error solution needs to be addressed
- ❯ Special offer deals need to be enhanced and more closely associated with car reservation
- ❯ Widespread and inconsistency with visual presentation among the different elements of a page – such that ease of use is compromised, confusion sets in, or features missed completely
- ❯ Key features such as One-way, or Express Lane are ignored due to poor visibility and grouping
- ❯ Summary panel lacks association with booking process and is largely overlooked
- ❯ Cancellation process from the home needs to be improved – and the amendment process more intuitive

Usability comments

ID	Severity	ROI	Description	Recommendation
G_01	C	CH	Consistency and standards (home page) Professionalism and trust issues arise upon presentation of home page – poor formatting and structure, particularly of the booking engine, lacks visual appeal	Reformat the booking engine (an example is shown) to make form filling intuitive and quick, and encourage interaction – labelling and alignment issues are primary concerns
G_02	B	CH	Aesthetic design and standards (home page) Poor execution of tabbing metaphor results in navigation bar being visually disassociated from the main page	Model the tabbing metaphor more realistically to enhance the correlation with main page. Display submenu items horizontally underneath the bar to enhance continuity and association (thus removing the roll over menu), (example shown)
G_03	C	CH	Visibility (home page) Good credibility building with 'award', but gets ignored due to poor visibility	Enhance this feature through visual segmentation, colour and form
G_04	C	CH	Match between system and real world (home page) Command option labels - Match users goals, not the process to get to the goals	Change from Search to 'Book a car', on the home page
G_05	C	CH	Visibility (home page) Main page elements fit well in the page, however on a standard 1024/768 screen lower elements sit below the fold, thus get ignored	If these links are essential, then add visual distinction (lines, colour) to draw attention down the page
G_06	C	CH	Aesthetic design and standards; (home page) alignment and labelling: Poor alignment of labels with data fields slows down the interaction process	Reformat booking form (an example is given) to speed interaction and make process quicker – use unambiguous labelling and ensure titles are aligned correctly
G_07	P/C	CH	Error recovery (home page) Good error recognition when an incorrect location or date was entered, with good labelling, but lack of direction on error recovery	Show users how to recover from the error made, give an example and show how they can amend the problem
G_09	C	CH	Consistency (location correction page) Numbered labelling conflicts with the home page system, causing confusion	Keep structuring systems consistent across the site, ensure they all use the same numbering or lettering elements

G_10	B	CH	Aesthetic design and standards (home page) Unusual layout makes it difficult to understand what the left hand side (LHS) summary panel is for and how it associates with the booking process	Add a clear and unambiguous title the summary section to indicate its purpose and functionality
G_11	B	CH	Aesthetic design and visibility (home page) Heavy line visually separates the special offer from the reservation process, making it look completely separate and non-related to a booking	Visually associate the offer with the booking process, rather than distinguishing it! Use colour and form to highlight its association
G_12	C	RM	Visibility and standards (home page) Express Lane? – the description below it does not associate itself with Express Lane due to the segmentation afforded by the line! Ambiguous labelling fails to signpost effectively, and poor layout renders the feature to be overlooked	Use unambiguous and obvious labelling – add roll over functionality to add further, more descriptive detail
G_13	C	CH	Consistency and standards (home page) Ineffective grouping of page elements make it easy for users to overlook items, or disregard them due to irrelevance, e.g. grouping special offers with hotel offers and buy a car, and choosing a car class	Use colour and form to distinguish hotel and car purchase from rental offers, and to emphasise their value. Use strong calls to action to encourage exploration and enhance their visibility among competing information
G_14	B	CH	Visibility and clarity (home page) Poor labelling leads to offer frequently being overlooked. 50% off of what?? There is no clear indication that this applies to car rental	Use clear headings and descriptive text to explain purpose and application of offer
G_15	B	CH	Speak the users' language (home page) Ambiguity in language resulted in confusion with the location selection at the start of the process	Structure more effectively by adding clear titles; consider labelling as a first requirement '1', and visually segment to highlight its position and purpose in the process
G_16	B	CH	(home page) Lack of clarity within the Coupon/Car class section fails to effectively identify the purpose of these fields – too much info is competing for user attention and is getting confused with the simple requirement of car class choice!	Distinguish more effectively by adding a title to the data field, 'Coupon', and add visual formatting to separate from the Car rental Class
G_17	P		Car rental class options were simple and intuitive to use	
G_18	B	RH	User control (home page)	Provide a separate data field to enter

			It is not clear how to select different pick up/drop off locations	different data into these fields, examples are shown
G_19	B	CH	Visual presentation (home page) Poor visual presentation of offers failed to distinguish it from other elements in the page	Format the RHS of the page effectively and draw the user to the offers section, use direct and descriptive labels to help attract attention
G_21	C	RH	User control and visibility (offers page) Selection of an offer takes the user away from the booking engine and their booking Show the detail of the offer, monetary value, how it applies and how the user can take advantage of it	Where possible, keep the user within their booking – provide roll over functionality to give more detail. If a separate page is required, transfer user detail over to remind them of their entries
G_22	B	CH	Useful information (offers page) Offer detail does little in describing the actual detail of the offer	Avoid blocks of text and effectively group info together to highlight key details
G_23	B	RH	Recognition rather than recall (home page) Lack of visual feedback when an offer is selected causes confusion	Reinforce users selection by highlighting their choice, and show the savings that are being made
G_24	C	CH	System feedback (home page) Reinforce users' selection – particularly when they have selected an offer!	Remind users of their selection – when an offer is selected, highlight this on the booking form
G_25	A	RH	Recovery from errors (home page) Error messages direct participants to the problem, but fail to provide a solution – this resulted in continuous errors with 5 participants as they could not easily understand how to resolve the problem	Provide suggestions on how to resolve the problem – if space is limited provide a tool that uses roll over functionality that provides the recommended alternative
G_26	A	RH	Visibility of system status Removing data when going back through the process caused frustration and confusion	The application should never cause the loss of data! + the back button, and continue buttons, should function as expected. Ensure the system remembers pre-existing data
G_27	P/C	CH	(location correction page) Good error message to highlight mistake… though grammatically incorrect – '…in **the** Germany'	Correct the grammatical error – remove 'the'
G_28	B	CH	System error (location correction page) Previously entered data can disappear when making amendments to locations	Ensure the system remembers user data
G_29	B	CH	System response (locations page) Amendments made within the LHS panel	Avoid changing the appearance of pages – keep things consistent across the site

			can result in the home page changing visually – causing confusion	
G_30	A	RH	System response Manipulating the LHS panel can result in the system reporting an error, and forces you to start the booking process from scratch… losing ALL pre-entered data!	Ensure the system remembers all pre existing data – if there is risk of timing out, or similar, provide a warning message that warns the loss of data if page not refreshed…
G_31	C	CH	Visibility, keeping user informed (About your selections) Once an error has been made, with regard to a special offer, a separate page appears showing the erroneous data. This is confusing as you are taken to an unfamiliar layout, that is separate from the form just being manipulated… and what to do next is not clear	Keep error messages to the place where they have occurred, avoid removing the user from the process
G_32	A	RH	Recovery from errors (About your selections) In some instances the user is taken away from problem to a separate page – poor guidance on what to do next causes frustration and repeated back and forth between pages	Keep error messages to where the problem occurred – and provide a solution to the problem, or show an example of how it can be rectified
G_33	P		(About your selections) Error messages are highlighted in red and positioned next to the erroneous data	
G_34	P		(locations listing) Listings are clear and indicative of content and what is provided – good detail is shown, e.g. location address, tel no	
G_35	P		Useful information (locations listing) Branch details are easy to locate and selection of information intuitive	
G_36	B	RH	Control (locations listing) No tools are provided to manipulate results listings – this can result in users searching through pages and pages of unavailable locations!	Provide sort tools that can manipulate listings to show, distance, availability etc
G_37	P		Useful information (locations listing) Good, clear display of telephone number of location – participants commented on the availability of this info	
G_38	P		Useful information (locations listing)	

			Good use of colour to distinguish branches	
G_39	P		Useful information (locations listing) Clear identification of branch details link	
G_40	C	RH	User control (locations listing) Map provides a useful feature to the branch details, however consider adding step by step directions also	Similar to the feature seen on Multimap – consider adding a Directions tool
G_41	C	CH	Visibility (locations listing) Pick up policy lacks visibility in the page, due to its positioning below the fold	This is a key feature, bring this higher in the page – even add to the locations details to highlight its presence
G_42	C	RM	Match to real world (car selection) Prices presented in $'s is slightly confusing	Present prices in £'s aswell, or consider a currency converter
G_43	P		Useful information and keeping users informed (car selection) Good summary of car availability, allowing users to scan down the list efficiently. Good use of images to show example cars, pricing also displayed clearly and succinctly.	
G_44	P		Efficiency of use (Renters details) Simple minimal data requirements for confirming a booking – only requests name email and tel no. and credit card type	
G_45	B	CH	Visibility and control (Renters details) Formatting of labels on Renters info form lacks clarity, and tel number causes some confusion, as many people do not know their country code	Provide an example of telephone code to show what is expected, consider providing a drop down tool that allows users to select their country
G_46	B	RM	Visibility (Renters details) Bold horizontal lines visually separate the Additional optional info from the data entry form above, thus it gets completely ignored	Restructuring the 'renters details' form, providing meaningful labels and effective formatting will help bring these elements higher up in the page and guide attention through to these optional elements, without intruding too much on the process
G_47	C	CH	Keeping the user informed, Visibility (Renters details) LHS panel provides a good summary, but lacks distinction within the page. One way rental seems redundant at this stage of the process?	Enhance the visibility of One way link, by introducing earlier on in the process, and improving its appearance

G_48	B	RH	Useful information (Renters details) Up-selling opportunities are not taken advantage of at this key stage of the process	Roof rack, baby seats, additional mileage, additional driver, larger car etc should be placed within this key space – give users the opportunity to choose further options at the final booking stage … or, force the users to make a decision on upgradeable choices earlier on
G_49	B	CH	Visibility and control (Renters details) *Additional surcharges on the verification page caused worry for many users – any additional costs should be spelled out clearly and stated upfront	State what additional charges may be incurred, if this detail exists within the T's&C's then provide a link that takes them to this info
G_50	C	CH	(Renters details) Good, clear call to action (Book now button), but the duplication at the top of the page seems redundant	Remove the button at the top of the page
G_51	C	CH	Visibility Summary info is useful, however participants were not observed to pay significant attention to this part of the page	Make this section more visually appealing, use images where necessary (image of the chosen car), and highlight key detail – Alamo demonstrate this well, see report – consider putting price in here too, this will provide good strong visual feedback
G_52	C	CH	Help info (confirmation page) Print option is not immediately obvious to locate	Improve association of the print button with the verification box to enhance its appearance
G_54	B	CH	Cross selling (confirmation page) Cross selling opportunities are poorly displayed due to them being pushed down below the fold of the page	Rather than pushing below the fold of the page, position these items so that they follow on from the confirmation section, guide attention through to these elements and encourage curiosity
G_56	C	RH	Useful information (LHS summary panel) A key feature – Quick way to reserve – is poorly positioned and lacks distinction within the page	Position more prominently within the section, use colour and form to highlight its presence and add clear labelling to invite users to explore
G_57	P		(LHS summary panel) Good visibility of links that support editing of booking, at any stage	
G_58	P		(LHS summary panel) Good positioning of location address – this is easy for users to spot and easy to copy down	

G_60	A	RH	Help, visibility, recognition (home page/Cancellation) Cancellation process caused some problems due to the links poor visibility within the page – participants struggled to locate it, expecting something in the main navigation bar	Remove from the booking form and position at the very beginning as a clear button, or consider placing in the navigation bar, 'Modify/Cancel your reservation
G_61	A	CH	Visibility (home page/Cancellation) The modify link is too closely associated with the coupon data field and thus is easily overlooked	Instead of a text link, change to a clear and obvious button – similar to other command options
G_62	A	CH	Visibility (home page/Cancellation) Poor grouping of elements results in confusion and misinterpretation – this is the wrong position and presentation of a Cancellation option.	Cancel should not be grouped with other elements within the booking form – re-position to the side, or above the form, as a separate entity
G_63	P		Control (home page/Cancellation) Subsequent pages signpost the cancellation process well	
G_65	B	RH	(Renters details/Cancellation) Home telephone number is never saved; each time you want to modify an element you have to re-enter this info. This behaviour was also observed during 4 cancellations – no indication of cancellation, and no guidance on how to cancel from this point… 3 participants needed prompting from this page	Ensure the system remembers entered data – do not lose user entries!
66	B	CH	Control (Renters details/Cancellation) Manipulating the summary panel causes confusion and disorientation – it is not clear what you can/cant modify, telephone number keeps erasing and it is not clear how to add additional options, such as driver/baby seat	Reformat and structure the summary panel more effectively. Use colour and images to attract attention and clear calls to action to describe and direct manipulation. See Alamo e.g.

Findings and Recommendations

✓ This is a good point
✗ This is an issue
↘ This is a recommendation
This is also a recommendation

Screen shots have been used to illustrate the good points and potential issues – along with recommendations and example solutions

(ID number) These are comments identified through the expert evaluation
Severity rating

Recommendations for improvement/maintenance

This is a positive point

(ID number) This is a usability issue that needs resolving
Severity rating

(ID number) This is a severe usability issue that needs resolving
Severity rating

This is a participant quote
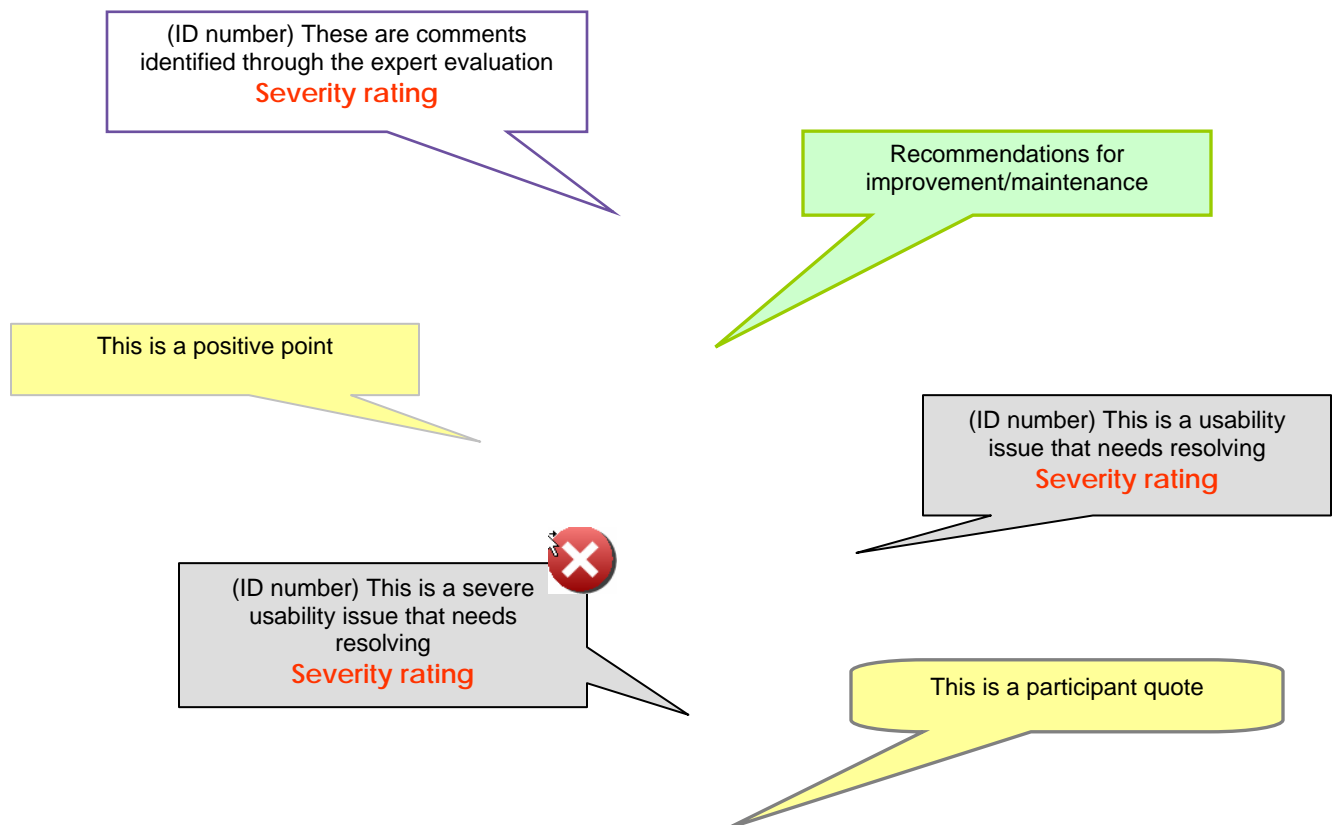
Home Page

✓ Strong navigational cues (global navigation bar) help communicate the primary proposition, i.e. to rent a car

✗ …but, the full scope of the site fails to come across sufficiently (02, **C**)

  o The ability to buy a car here, or manage corporate services is not effectively communicated

↘ The home page could benefit from a brief explicit description of surrounding services

↘ In addition to car rental cues, provide strong 'Buy a Car' signposting, and also 'Fleet Management', within the page to show that you are **not just** car rentals

(G_01) Professionalism and trust issues arise on presentation of the home page – formatting looks sloppy and lacks visual appeal… the booking engine can seem like a popup ad. **C**

(G_02) Strong navigation bar, but poor execution of tabbing metaphor; this design results in visual disassociation with main page, and poor communication on scope of site. **B**

Model the tabbing metaphor more realistically to enhance the correlation with main page. Display submenu items horizontally underneath the bar to enhance continuity and association (thus removing the roll over menu).

(G_02.2) It's good that fields are not left empty, but are pre-populated with current dates – once start date changes, end date automatically changes to match. **P**

Remove redundant self-referential link

(G_06) Good use of headings, but poor alignment with data fields causes confusion. **Be direct and 'actionable' with labels and headings, e.g. Create a car reservation → 'Book a car'**

(G_03) Good credibility building but lacks visibility within the page. **Enhance this feature through visual segmentation, colour and form C**

(G_04) Are users searching or finding? Match the users goals, not the process to get to goals… **Search → Book a car C**

(G_05) The position of the page fold on standard 1024x768 resolution makes it appear that there is nothing below the fold – make sure that some content sits across the fold so that users know it's there – draw attention down towards the bottom of the page **C**

Apple demonstrates an excellent example of the tabbing metaphor

Sub menu items are shown below the main menu items, and strong visual feedback reinforces sense of place
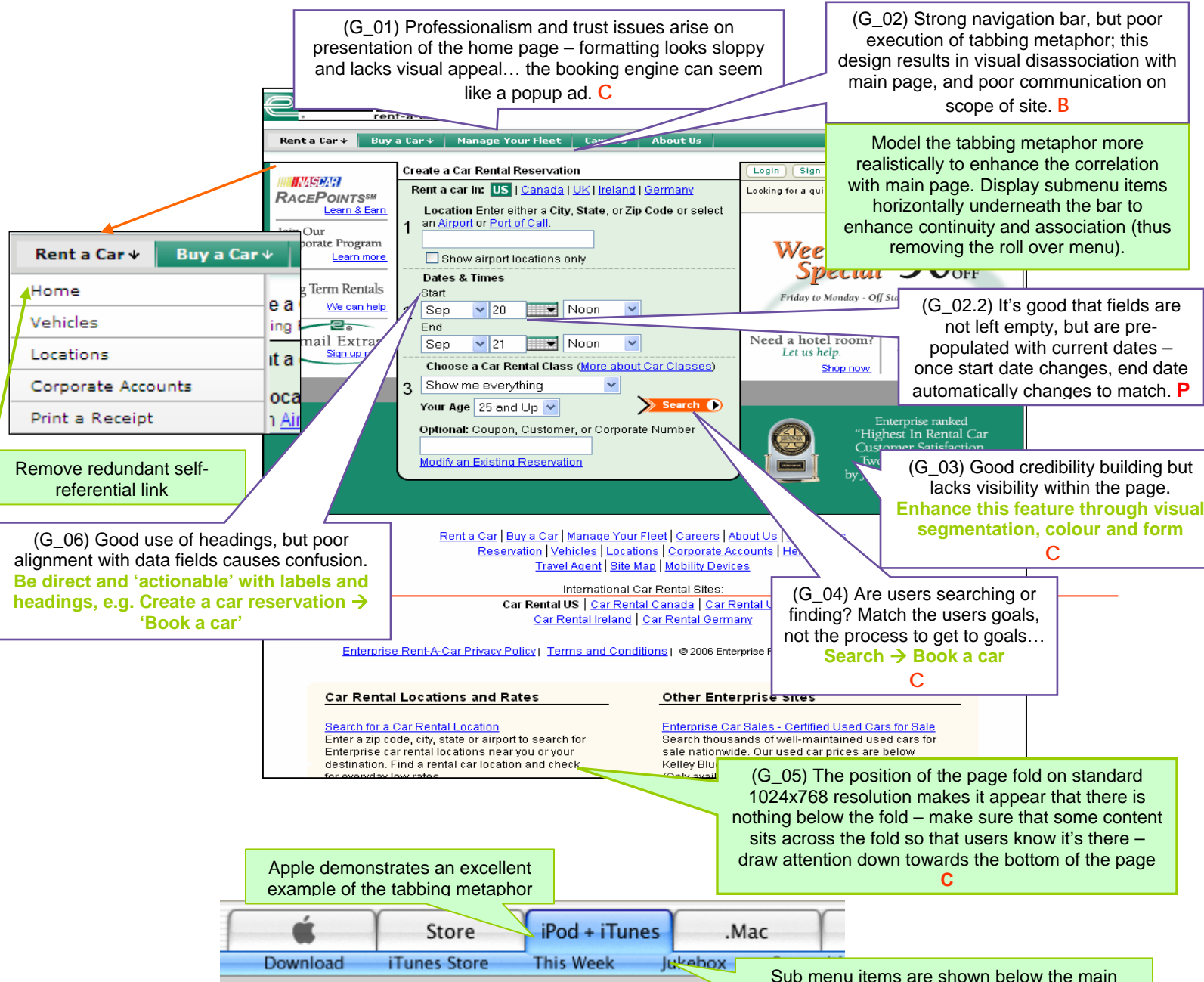
Create clear groups – reduce perception of clutter and complexity (could reintroduce the numbers, could enhance the group labels with graphic design)

Clarify the entry options

Expose the function clearly – if not possible for space (US) then use bold link and create a popup with the title attribute:

City or **postcode** or airport or port of call

Enhance UK

Save space – make look

Consider an option here that allows the choice of different drop off location

Clarify the items by using a non ambiguous label

Create a Car Rental Reservation in the

Rent a car in: US | Canada | **UK** | Ireland | Germany

Location Enter either a **City** or **Post Code** or select
1   an Airport.
heathrow
☐ Show airport locations only

Dates & Times
Start
2   Sep ▾ 22 ▾ 🔳 Noon ▾
End
Sep ▾ 23 ▾ 🔳 Noon ▾

Choose a Car Rental Class (More about Car Classes)
⦿ Show Manual only   ○ Show Automatic only
3   Show me everything ▾
Your Age 25 and Up ▾   Search ▶
View Age Policies
Optional: Coupon, Customer Number

Modify an Existing Re

Rent a car in: US | Canada | **UK** | Ireland | Germany
UK location
City or **postcode** or **airport** [airport selector]
Pick up: [   ]
☐ Show airport locations only

Dates & times:
Pick up: Sep ▾ 22 ▾ 🔳 Noon ▾
Drop off: Sep ▾ 23 ▾ 🔳 Noon ▾

Type of car [more about car classes]:
○ Show Manual only   ○ Show Automatic only
Car Type: Show all types of car ▾
Your age [age policies]: 25 and Up ▾   Sear
Optional
Coupon or **customer number**
[ ]

800 x 600
cut off

Distinguish optional – but ensure it peeks above the fold

Include the text above

Move to top left area and make button like to enhance

(G_07) Good error recognition – consider stronger error recovery in the form of suggested locations – e.g. Google: 'did you mean ..... '
P

This form comes up even if you leave the location blank.

(G_08) This message assumes that you don't understand how to choose a location on the original form. It could have simply been the case that you have left the location field blank by accident. **This could be an optional help facility.**
C

Looking for a quicker way to reserve?
Learn more!
[Login]

⬛⬛⬛— 20% Complete

Your selections :

Enterprise Location:
(not yet chosen)

Dates/Times: change
Start: Sep 24, 2006 @ Noon
End: Sep 25, 2006 @ Noon

Vehicle Class:
(not yet chosen)

Renter's Age: change
25 and Up

Renter's Information:
(not yet entered)

Start over

Need a One Way rental?
Learn more

How to find an Enterprise location

ℹ We could not find a location for **new yok** in the U
Either select a different Country, or modify your sea

To find an Enterprise location:

* Indicates required field.
① Select a * Country:
US | Canada | UK | Ireland | Germany

② Search by one of the following ways:
* ZIP Code (ex. "63144"),
or
* City, ST (ex. "St Louis, MO"),
or
* Airport Code (Find airport code)

new yok

③ * Your Age
25 and Up

(G_09) It is confusing how these numbers fit with the numbering on the original form – this is all part of choosing a location which was step 1 on the original form. But, selecting a country was not labelled as a step on the original form. **C**

(G_10) Unusual layout makes it difficult to understand what this side panel is for. It needs a clear label
B

Google™   new yok   [Search]
Search: ⦿ the web ○ pages from the UK

Web

Top **New** York Flights
www.americanairlines.co.uk   Up to 40% off published fares with America Direct. More

Did you mean: new **york**

↘ A useful tool that allows users to narrow down their search, especially useful if visiting a new country, is illustrated by Europcar below

Radio buttons are provided for users to refine their search as needed – these are great, easy options that explicitly allow users (especially those unaware of particular locations) to just choose from airport or city/railway locations rather than long lists of unknown places

Pick Up

1 ⌄ Oct 2005 ⌄ ▦ 12 ⌄ : 00 ⌄

○ Airports ○ Cities & Railways ⊙ All

--- Please select a location --- ⌄

To select other countries / destinations **CLICK HERE**

Return

3 ⌄ Oct 2005 ⌄ ▦ 12 ⌄ : 00 ⌄

○ Airports ○ Cities & Railways ⊙ All

--- Please select a location --- ⌄

To select other countries / destinations **CLICK HERE**

Special Offers and right hand side (RHS) elements

✘ **Weak visual cues** and structuring result in their poor visibility, thus additional revenue opportunities are poorly executed (B)
  o There is no clear division between car rental offers and other elements positioned on the right hand side

(G_12) Express Lane? – the description below does not associate itself with Express Lane due to the segmentation afforded by the line!
Ambiguous labelling fails to signpost effectively, and poor layout renders the feature to be overlooked
C

(G_11) Heavy line visually separates the special offer from the reservation process. B

Visually associate the offer with the booking process, rather than distinguishing it!

Reposition this feature and associate more closely with the booking process; this could be in the form of a simple button, 'Express Lane Member', where roll over functionality can provide a short description for those unfamiliar with the feature

(G_14) 50% off of what? No example is given, no figures are shown and it lacks detail on how the offer applies to car hire
C

Show examples to entice the user and grab attention, provide short examples on how the offer applies, e.g:
'Renting an economy car…? Save £50 by renting over the weekend'.

Use buttons and strong calls to action to provide efficient navigation,
'Save up to £XX', 'Book a **weekend** car rental'

(G_13) Grouping with rental special offers does not communicate their presence or purpose well. **B**

User colour and form to distinguish from rental offers, and to emphasise their value. Use strong calls to action to encourage exploration and enhance their visibility among competing information

⬂ Add a title to the Offers section to define its purpose, e.g.:
  o 'Hot deals', 'Offers of the week'
  o Consider **simple** images to add interest and attract attention
⬂ Organise and structure these elements more effectively – Use colour and strong labelling to enhance the appearance of these additional features, and associate more closely with the car reservation process.
Use strong calls to action to encourage exploration and communicate elements – utilise buttons, that afford pressing

User testing; start of reservation process

✓ The majority of participants (13) successfully completed the first stage of the booking process from the home page

✓ The home page provides a clear and obvious start to the reservation process, and data requirements follow logically in order

✗ …However, **poor labelling fails to distinguish data elements sufficiently**, which ultimately resulted in a slow start to the process and misinterpretation at certain stages (G_15, **B**)

    o 2 participants struggled to begin the process immediately due to ambiguous terminology and instruction

    o The combination of 'Rent a car in…' and 'Enter a state or zip code' caused confusion; Due to the phrases used, participants were unclear as to whether they were using the right site, e.g. zip code is American terminology therefore wanted to change the Rental location to UK

(G_15) Ambiguity in language resulted in confusion with subsequent location requirement. **B**

Structure more effectively by adding clear titles; consider labelling as a first requirement '1', and visually segment to highlight its position and purpose in the process

"…but what if I want to drop off my car at a different location to the one I collected it from?" P11

Provide a drop off data field that is pre-populated with users entered pick up location, e.g. Holiday Autos, see below, or tick box feature similar to Avis:

☐ I plan to return the car to a different location

Radio button and airport link was understood by all users, and used in most instances

Consider changing labels to be more meaningful, e.g. pick up, drop off, and position in line with fields

(G_17) Car rental class options were simple and intuitive to use. **P**

But again, poor formatting sees misalignment of labels – ensure labels are strongly associated with data fields

(G_16) Lack of clarity within this section fails to effectively identify the purpose of these fields – too much info is required here and is getting confused with the simple requirement of car class choice! **B**

Distinguish more effectively by adding a title to the data field, 'Coupon', and add visual formatting to separate from the Car rental Class

➘ Present an **explicit start to the process** through effectively highlighting each section and presenting clear and meaningful labels adjacent to, and within close proximity to the data fields, e.g. see example below…

✖ 2 participants were unsure as to how they could pick up and drop off their car at different locations – only pick up option is provided (G_18, **B**)

➘ Provide a second data field that specifies the **drop off location**. To make the process more efficient, pre-populate the drop off box with pick up location detail once complete – as seen on Alamo

    o An alternative would be to provide a radio button, ☐ I plan to return the car to a different location

    o Holiday Autos presents another good example of how to structure a simple, basic data entry page for the very beginning of the search process

Clear pick up and drop off location data fields and labels

Getting a Special offer

✖ **Poor visual presentation and distinction** resulted in the majority of participants (5/8) failing to notice the offer at all, or only recognising under significant prompting (19, **B**)
- o Visually, the offer banner **disassociates itself from the booking process**
- o Moreover, a **special offer was not expected so early in the process**. Rather, they were expecting to be notified at a later stage in the process, e.g. when selecting the car, or specific location,
  - ▪ **e.g. when selecting locations… 'If you choose a non-airport location you could save \$xx off your booking'**

✖ **Lack of explicit detail** also causes confusion, as there is no direct association to what the offer applies to, e.g. locations, type of car, or any monetary value – this is only indicated on the subsequent page, but not explicitly (G_20, **B**)

Eye tracking data supports our observations and reveals the disparity of attention between the booking engine and right hand side (RHS)

"…I didn't see the special offers there at the start – but I didn't expect to see them there! P14

(G_20) The offer's closer association with hotel bookings and buying a car implicitly group it to non-relevant detail, which often resulted in users disregarding the RHS altogether. **B**

Group items more effectively, and enhance the association of the special offer with the booking engine. Visually separate the hotel and buy a car banners, and section by themselves. Structure the offer with the relevant booking element to enhance its visibility, e.g. the offer is related to weekend dates, so position in line with date and time data fields – use colour and form to draw the eye towards the deal

Mean gaze time across all participants upon first presentation of the home page

The graph shows how participants fail to engage with the special offer and instead focus primarily on the booking

Mean fixation duration (ms)

25000.00
20000.00
15000.00
10000.00
5000.00
0.00

Booking engine | RHS, inc offer | Special offer banner | LHS panel
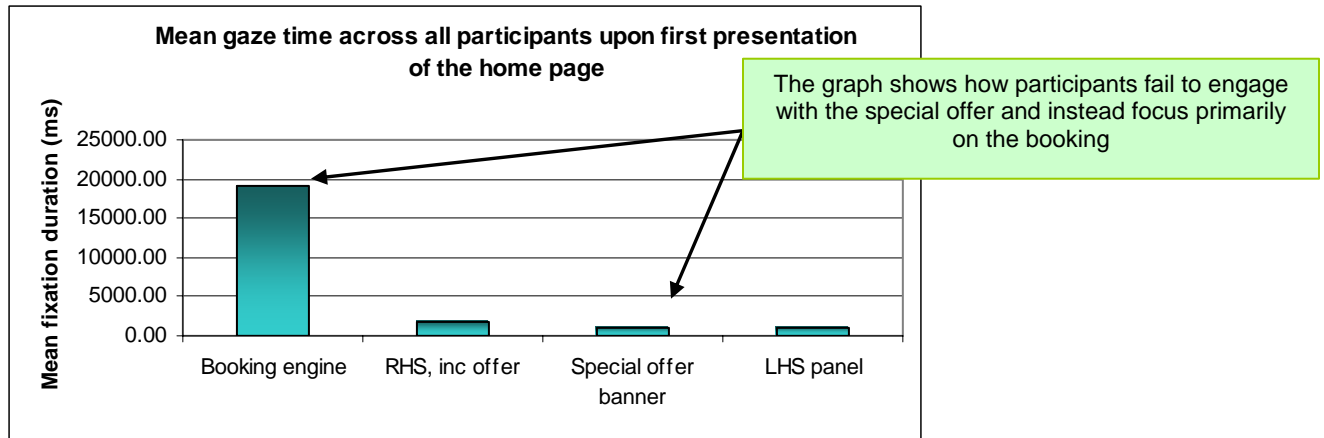
↘ Enhance the visibility of the offers by showing specific **examples of savings** available and grouping the items more effectively
 o Show monetary examples to grab attention and encourage exploration
 o State, in brief, how the offer applies, e.g. weekends, economy cars – use images where possible
 o Use colour and form to distinguish from other elements within the page and to associate more effectively with the booking engine

Red Hot From Avis
→ Save Up To $25 off Weekly Rentals
→ September Specials
→ Explore Europe and Save

AVIS ESCAPE RATES
Rentals as low as
$32.99 weekend day
$239 weekly rentals
RESERVE NOW ▶

RENT AT ANY NEIGHBORHOOD LOCATION AND SAVE UP TO
25% OFF
PLUS, RENT FOR 3 DAYS OR MORE AND GET A
$25 GIFT CARD
RESERVE NOW ▶

More Special Deals From Avis! Go

Avis display offers in a well structured, eye catching format – Offers are clearly grouped together, example prices are shown along with how they apply, i.e. weekend or weekly deals, and clear calls to action direct users through to the offer description

Aggregated hotspot data demonstrates participants scanning behaviour when looking at offer detail – attention is directed to moving through the process, as opposed to reading the small print

"…But there's no guidance on how the offer applies P8

✖ **Offer detail does little in describing actual credentials of the offer** (G_22, **B**)
  o Only in the small print of the T's & C's does it outline how the offer applies to bookings – and participants were observed to rarely look at the T's & C's in detail, resulting in frequent and frustrating errors
↘ **Group essential information into smaller chunks**, to aid scanning behaviour
  o Rather than a block of text, bullet point key details, such as 3-day rental from Friday to Monday, up to a full size car, rentals must take place before 5/23/07
  o Use images and monetary value to attract and hold attention
✖ The **lack of visual feedback** upon selection of the weekend offer fails to indicate any such selection on subsequent process (G_23, **B**)
  o Participants are taken back to the home page, unexpectedly, and there is no indication that an offer has been selected

The disparate clustering of eye tracking data illustrates participants' confusion when returning to the home page – attention is heavily focused on the primary data elements, looking for reinforcement that an offer has been selected

Once an offer has been selected, show the user their selection – strong feedback will reinforce the users' choice and make them feel confident in their booking

  o

(G_24) Throughout the process of booking an offer, there is little feedback provided to reinforce their selection
C

Only the presentation of a 'special' button indicates the availability of an offer – but it is not clear what the 'special' is, or how it applies
C

Where total price is displayed, show the amount of saving that has been made, e.g.
Before discount; $38.94, after 50% discount $19.47
You have saved a total of … $XXX
Reinforce their saving!

Remind users of their selections – if they have selected an offer, shown how it applies, reinforce their selection throughout the whole process and show the saving that they are making

Error Messages, error recovery and system response

(G_25) Error messages direct participants to the problem, but fail to provide a solution – this resulted in continuous errors with 5 participants as they could not easily understand how to resolve the problem. **A**

Provide suggestions on how to resolve the problem – if space is limited provide a tool that uses roll over functionality that provides the recommended alternative

(G_26) Removing previously entered data, such as location or resetting dates was annoying and frustrating – 2 participants actually wanted to give up! **A**

Ensure the system remembers entered data, do not remove from system during an error or when Back button is pressed

Consider a drop down tool, similar to Alamo, which presents a list of next available locations

- ✘ **5/8 participants were observed to continually experience errors with their special offer booking, due to incorrect entry of dates, or a wrong location** (G_25, **A**)
    - o It was unclear as to what the problem was and how to resolve it – no suggestions are provided as to how to avoid the problem, e.g. nearest location
- ↘ Upon selection of an offer, **provide strong visual feedback** in the booking engine to indicate that an alternative booking is being made – use colour and labelling to show the saving and highlight the requirements to fit the booking
    - o E.g. 'You have selected a weekend offer…'
    - o 'offer applies from Friday to Monday'
    - o 'make a 50% saving on any vehicle under Full size'
- ↘ Where errors occur, **provide a solution to the problem**, e.g.
    - o If a location is unavailable, provide a listing of available locations that are ordered in terms of distance from original location

(G_27) Good error message to highlight mistake…
though grammatically incorrect – '…in **the** Germany'
P

(G_28) But…upon changing the country
selection – previously entered data disappears!
B

How to find an Enterprise location

ⓘ We could not find a location for **new york** in the Germany
Either select a different Country, or modify your search.

To find an Enterprise location:

* Indicates required field

① Select a * Country:
US | Canada | UK | Ireland | **Germany**

② Search by one of the following ways:
* Airport Code (Find airport code)
[new york]   ☐ Show airport locations only

③ * Your Age
[25 and Up ▾]

➤ **Search** ◑

Loses my data

How to find an Enterprise location

You can find an Enterprise location by selecting a country and then entering ei
city name and province/state, or an airport code.

To find an Enterprise location:

* Indicates required field.
① Select a * Country:
US | Canada | UK | Ireland | Germany

② Search by one of the following ways:
* ZIP Code (ex. "63144"),
or
* City, ST (ex. "St Louis, MO"),
or
* Airport Code (Find airport code)
[   ]   ☐ Show airport locations only

③ * Your Age
[25 and Up ▾]

➤ **Search** ◑

(G_29) When using the LHS panel to change some of
the elements, sometimes the home page screen will
change visually and remove previously viewed
elements, such as the offers
B

This behaviour is disorienting and unexpected –
keep consistency across the site. Take the user to
the Find a location page rather than disrupting user
expectations

Looking for a
Learn more!

▰▰▱▱ 20% Complete

Your selections :

Enterprise Location:
(not yet chosen)

Dates/Times: change
Start: Sep 27, 2006 @ Noon
End: Sep 30, 2006 @ Noon

Vehicle Class:
(not yet chosen)

Renter's Age: change
25 and Up

Renter's Information:
(not yet entered)

Start over

Need a One Way rental?
Learn more

Your Location Search for new york

Locations   Locatio

✈ Show airport locations for new york only

1502 FRANKLIN ST. N.E.   Veh
WASHINGTON, DC   Ava
(view branch details)

✈ NEWARK INTL A/P (OFF-
SITE)
NEWARK, NJ
(view branch details)

375 E HARMON AVE   Veh
LAS VEGAS, NV   Ava
(view branch details)

733 CENTRAL AVE.   Veh
ALBANY, NY   Ava
(view branch details)

657 64TH STREET   Veh
BROOKLYN, NY   Ava
(view branch details)

Buy a Car ▾ | Manage Your Fleet | Careers | About Us

Create a Car Rental Reservation in the US
(Including Puerto Rico)

Rent a car in: US | Canada | UK | Ireland | Germany

Location Enter either a City, State, or Zip Code or select
an Airport or Port of Call.
1
[new york]
☐ Show airport locations only

Dates & Times
Start
2 [Sep ▾] [27] [▦] [Noon ▾]
End
[Sep ▾] [30] [▦] [Noon ▾]

Choose a Car Rental Class (More about Car Classes)
3 [Show me everything ▾]
Your Age [25 and Up ▾]   ➤ **Search** ◑

Optional: Coupon, Customer, or Corporate Number
[   ]

Modify an Existing Reservation

Helpful Hints:

1. When searching for locations, try the
following formats:
• Zip Code (example: "63144"),
or
• City, ST (example: "St. Louis, MO"),
or
• Airport Code (example: STL)

2. When searching for a city, you'll find more
targeted results by including the city and
state abbreviation (St. Louis, MO).

3. For a list of airport codes, click on the
blue Airport link.

(G_30) Manipulating the LHS panel can result in the system reporting
an error, and forces you to start the booking process from scratch…
losing ALL pre-entered data!
Ensure the system remembers all pre existing data – if there is risk of
timing out, or similar, provide a warning message that warns the loss
of data if page not refreshed…
A

This presents a good example of a warning message

❓ Your session will expire in 5 minutes. Do you want to reload the pa[   ] prevent losing your work?

[OK]   [Cancel]

(G_31) Once an error has been made, with regard to a special offer, a separate page appears showing the erroneous data. This is confusing as you are taken to an unfamiliar layout, that is separate from the form just being manipulated… and what to do next is not clear **C**

(G_32) These two sections look visually separate and therefore interrupt the understanding and resolution of the problem occurring **A**

Avoid this situation altogether by removing this page from the process, and keeping error messages to the home page, or where the problem has occurred

"…but it's not giving me any idea on participating locations – this is very annoying! P8

✓ Error messages are highlighted in red and positioned next to the erroneous data labels (G_33, **P**)

✗ Though errors are highlighted in red, it is not immediately clear why the error has occurred (25, **A**)
  - o A separate instruction on the right hand side of the page distinguishes itself too much from the error highlight on the left hand side resulting in confusion on error recovery

✗ No recommendations are provided to resolve the problem of an unavailable location
  - o When this situation occurs, **present a solution to the problem, e.g. nearest available location**

✗ Error recovery observed within the system caused much frustration (G_32, **A**)
  - o **5 participants were observed to become particularly frustrated with the system** after repeated back and forth movements from the home page and error message page

↘ Keep error messages within the booking engine on the home page – where the error occurs – avoid separating from the booking process under current manipulation
  - o **Ensure error messages are informative and diagnostic of the problem** that occurred, where possible give examples to demonstrate a solution
    - ▪ E.g. unavailable pick up location: suggest nearest locations to the desired location, order locations in terms of distance
  - o **Use icons to highlight error** within the page and ensure that error message is placed where the error has occurred
  - o Provide easy access to T's and C's; this could be in the form of a text link within the offer banner, but ensure this link is visible and accessed easily

Selecting a location

✓ Location listing presents a clear structure of locations, indicating clearly what pick up branches are available (G_34, **P**)
  o Branch details are easy to locate and selection of location is intuitive (G_35, **P**)

(G_36) No tools are available to manipulate the results in any way – Airport locations tool is good, and useful – however nothing is available to sort the list in terms of distance, or availability. **B**

Poor visibility of Next 5 resulted in many users not noticing that more options were available

Participants became quickly frustrated when listings could not be sorted in terms of availability

Improve association of airport sort tool, and Next 5 links, by positioning more closely to the listing and removing visual separation of heavy lines

How many in total? How many per page? **Provide this useful information (see how the big search engines do it)**

(G_39) Clear display of branch details link. **P**

(G_37) Good display of tel no.

(G_38) Good, visual distinction between different branches. **P**

Enhance visibility of icons through use of colour and form – and provide roll over functionality to describe their purpose. Consider also, showing distance in this column, as an option

Improve navigational efficiency by sorting the list to show available cars first, 'not available' cars last

Improve association of command button with location text, and enhance meaning of label, e.g. 'select branch', or 'book location'

✗ But the listing does not present a logical order, or provide a way to sort the list in any way, e.g. alphabetically, distance etc (G_36, **B**)
  o Airport filter does provide a useful option, however only 3 participants actively used the tool
  o Icons are a good way to help identify particular info, e.g. airport locations, but they should be easy to identify amongst surrounding info
  o The listing is limited to only 5 locations per page, therefore avoiding long pages of branches, however it is not clear that there are other locations available too – under Next 5 link – only 2 participants noticed and used this link, but still commented on a tool that could sort the list to show just available locations

Although participants recognised the map link, nobody was observed to actually access and view the map

(G_40) Map provides good detail on location, with zoom in/out features, however **what about directions?? P**

Add icons to the links to enhance their appearance, for example magnifying glasses with + and -

(G_40.1) Does show the location on the map, but a poor small indicator. Make the indicator more prominent – add a call out box to highlight location. **C**

(G_41) No participants were observed to notice the Pick up Policy – its positioning below the fold of the page results in its presence being ignored. **C**

This is a useful tool and a distinguishing feature among competitors! Utilise this to your advantage and present more prominently within the booking process, e.g. on the home page, or during Renters Details, presented as a simple tick box

(G_37.1) Selecting Airport locations brings up all airport locations… but also an additional link – once this link is selected there is no way of returning to the original booking form… only by resetting the site, and clearing cookies, can you start the process again

A

Show airport locations for new york only

Your Airport Location Search for new york

Locations 1 - 4 of 4
<Previous | Next>

Airport Locations	Loca...atus
Show all Locations for **new york** only	Are you flying general aviation and need FBO service? Go To enterprise.com/GA

reserve?

...ain

Complete

change

loon
loon

NEWARK INTL A/P (OFF-SITE) NEWARK, NJ (view branch details)	Vehicles Available	Select
BUFFALO AIRPORT (IN TERMINAL) BUFFALO, NY (view branch details)	Vehicles Available	Select

Rent a Car ↓ | Buy a Car ↓ | Manage Your Fleet | Careers | ...ut Us

Create a Car Rental Reservation in the US
(Including Puerto Rico)

Your General Aviation Connection

Make A Reservation

Find The Nearest Enterprise Location

See A Listing Of All FBOs

We're Always On Your Radar

Rent a car in: **US** | Canada | UK | Ireland | Germany

1 Location Enter an Airport Code.

Dates & Times
Start
2 Sep ▾ 26 📅 Noon ▾
End
Sep ▾ 27 📅 Noon ▾

Choose a Car Rental Class (More about Car Classes)
3 Show me everything ▾
Your Age 25 and Up ▾

Search ▶

Login | Sign Up

enterprise.com
expresslane.sm

Looking for a quicker way to reserve online?
Find out more!

Pilots & Passengers Expect The Highest Level Of Service...

And That's What You'll Find At Enterprise.

Selecting a car

Eye tracking demonstrates participants gaze behaviour and how their search path is mainly focused on car images

(G_42) Prices shown in $'s can cause frustration and misunderstanding. **C**

Support users decision making - show pricing in £'s in addition to $'s (relative to where user is from), or provide a currency converter tool

Good clear description of branch details, outlining opening times and providing map details. Consider highlighting closed times in red

(G_43) Good summary of car availability, allowing users to scan down the list efficiently. Good use of images to show example cars, pricing also displayed clearly and succinctly. **P**

Consider something like this…

Alamo display car detail well by showing the image, and summary features

Consider adding a summary key similar to this example to add interest and outline car features, without having to enter another page for a full description

Something to consider for the future, are 'pay now/later' options – incentivising users to pay now for a discount encourages exploration and guides the user through to making the booking

Renters Details

✓ Simple, minimal data requirements for making a booking (G_44, **P**)
  o Only requesting the *type* of credit card improves process efficiency

(G_47) LHS panel provides a good summary, but lacks distinction within the page. One way rental seems redundant at this stage of the process? **C**

Attention is strongly attending to the data entry form

(G_45) Formatting of data labels with fields will improve overall look and manipulation of the form – absence of any help or example data for tel no can confuse users. **C**

With little attention participants easily recognised which option to select

(G_46) Bold horizontal lines visually separate this optional info from the data entry form above, thus it gets completely ignored. **B**

Restructuring the 'renters details' form, providing meaningful labels and effective formatting will help bring these elements higher up in the page and guide attention through to these optional elements, without intruding too much on the process

Mean fixation count across all particiapants
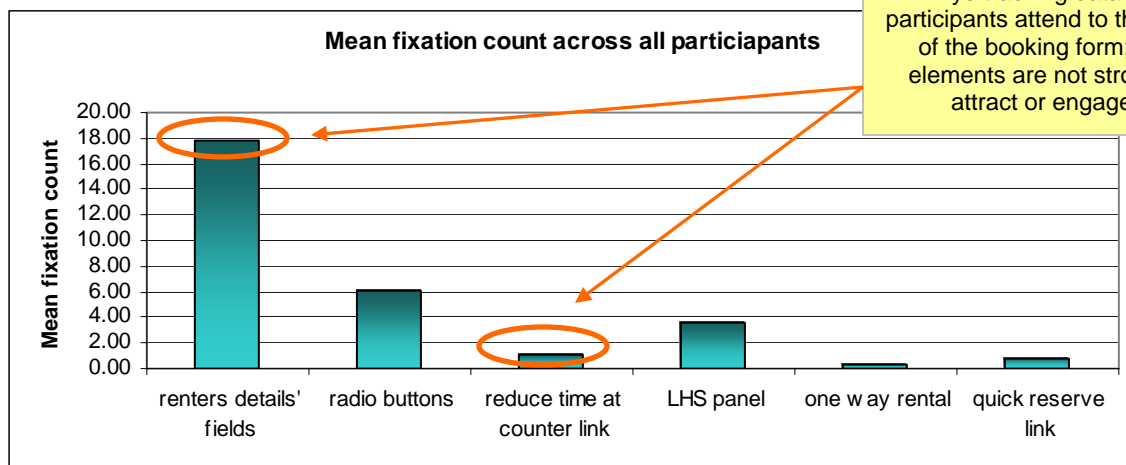
Eye tracking data shows how participants attend to the key elements of the booking form; surrounding elements are not strong enough to attract or engage attention

✗ 3 participants experienced problems when entering in their telephone number (i.e. were not aware of their country code), and 6 more participants entered their number incorrectly (i.e. without country code) (G_45, **C**)

✖ Only 2 participants noticed the optional additional information options below the fold of the page
  o Due to its positioning the majority of participants failed to notice this useful feature (G_46, **B**)

↘ Support data entry through effective formatting and form structure
  o Position field labels next to, and in line with, the data field
  o Provide a tool that allows the user to search for their country code
  o Pre-populate fields with example data, e.g. +44

↘ Restructuring the form will bring the optional info higher up within the page, and therefore improve its visibility
  o Using meaningful and obvious headings will also help to highlight this section and draw attention to these additional elements
  o Remove bold horizontal lines to avoid separating information that could be beneficial to the user – provide them with the choice, don't hide the option from them

- ✗ No major problems were experienced with pricing being displayed in $'s, however 3 participants spontaneously responded negatively to the absence of GBP or a currency converter
- ✗ 2 participants wanted the option to upgrade their booking to include an additional driver, or see what upgrade options were available (G_48, **B**)
  - o Both participants failed to find how to do this on the site
- ✗ 3 participants wanted further verification on the additional surcharges and taxes that may apply (G_49, **B**)
  - o The appearance of this as a note, with no further information did not instil confidence, and participants were requesting verification on this
- ↘ Consider presenting pricing figures in host countries currency, or provide a link to a currency converter

↘ Where surcharges or taxes apply, give detail on how they apply and the costs they will/may incur as a result

↘ Utilise up-selling opportunities – at this key stage of the process present users with options to upgrade their car, or request additional drivers/roof racks etc

Alamo illustrate a good summary section down the left hand side of the page which remains static throughout the process – use of image attracts attention and guides attention through the rest of the summary

Up-selling examples…

Good clear breakdown of booking detail

Holiday Autos also provide an extremely good example of how to present up-selling opportunities at this key stage, with clear and obvious signposting, strong calls to action and explicit illustration of what is on offer – a feature that is very hard to ignore!

Similarly, another good example of how to present and encourage users to explore further opportunities – information is presented explicitly, no hidden extras (!) and users can simply add their desired amounts as they wish

Reservation Complete

✓ Good brief summary of booking, and clear indication of reservation number (G_51, **P**)

(G_55) Would be even better if there was detail on when this booking information would be needed e.g. am I supposed to quote this in all correspondence, do I need to bring the booking number with me when I pick up the car?? **C**

(G_52) Print button can be easily missed in this position Improve association of Print feature with confirmation box. **C**

Change to more meaningful, descriptive label, e.g. 'Directions', or, 'How to find us'

(G_53) Capital letters does not support scanning behaviour. **C**

Use lower case when providing instruction, and use bullets where appropriate to guide scanning patterns through the information

(G_54) Cross selling opportunities are poorly executed – 0 participants recognised these features. **C/B**

Rather than pushing below the fold of the page, position these items so that they follow on from the confirmation section, guide attention through to these elements and encourage curiosity

✖ Location information loses its presence among competing information, due to poor labelling, formatting and position
- o Although not a critical concern during this booking, 3 participants commented on the absence of specific direction on where to collect their car from
- o Others, would simply rely upon airport signage at their destination to direct them to the appropriate place

↘ Support the user after they have made booking
- o Provide good detailed directions on how to locate the office, include a map where applicable
- o Position Print tool closer to the confirmation section – do not make the user search for this option
- o Tell the user what will happen next, e.g. confirmation email
- o Guide attention to additional sales elements, e.g. hotel room, by placing these banners in a more obvious and meaningful position – under the directions text
  - ▪ Use colour and form to encourage exploration of these additional elements

Summary information panel

Although no negative responses were received in relation to the LHS summary panel, its presentation could be improved to support interaction and navigation through the process

Eye tracking results supports our observations and illustrate how participants failed to engage with the LHS panel throughout each stage of the booking process

Eye gaze fixation time shows the difference in magnitude between visual engagement and disengagement with the key elements of the page

(G_56) This is a key feature that frequent visitors should be taking advantage of! However, it does not stand out enough to attract attention, nor does it have the right labelling to indicate feature contents correctly **C**
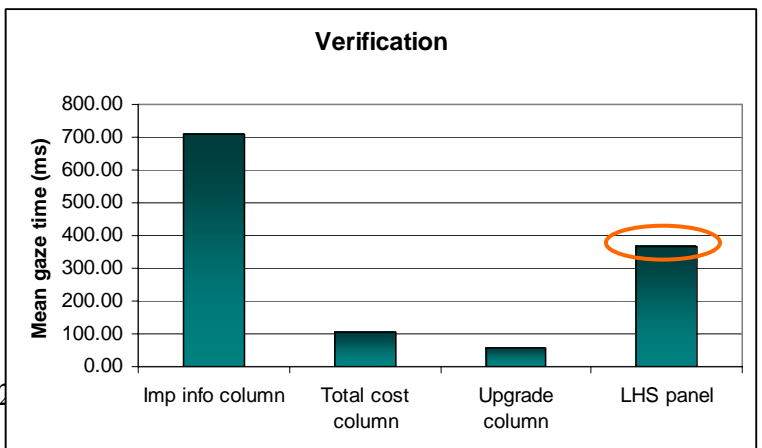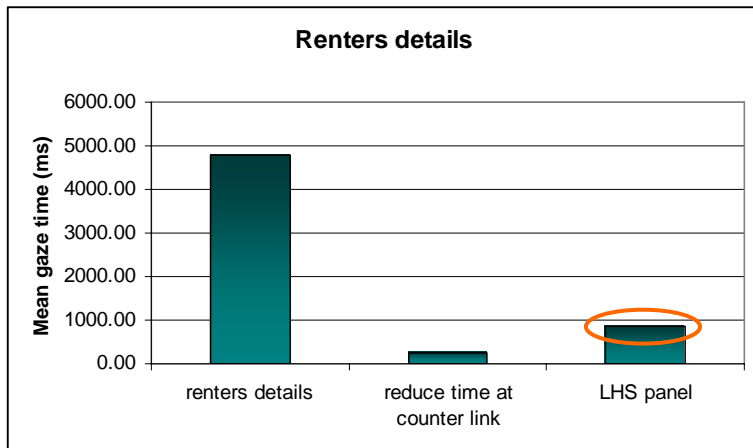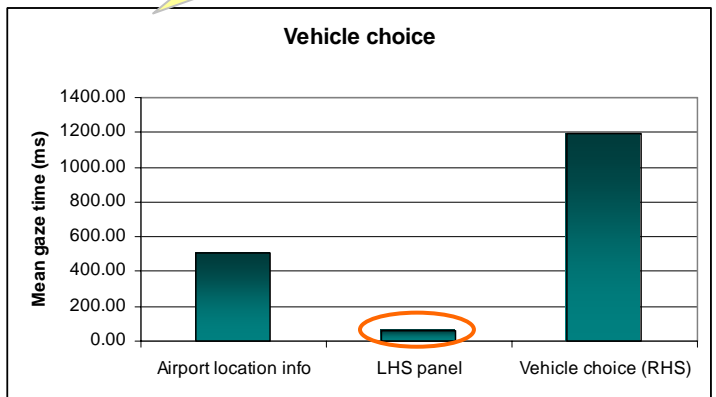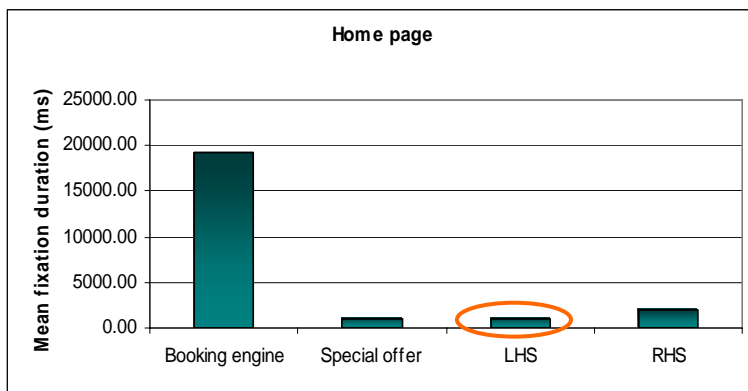
Looking for a quicker way to reserve?
Learn more!
Login

40% Complete

Your selections :

Enterprise Location: change
1502 FRANKLIN ST. N.E.
WASHINGTON, DC 20018-
2039
Tel.: (202) 269-0300
We'll Pick You Up! ®

Dates/Times: change
Start: Sep 25, 2006 @ Noon
End: Sep 26, 2006 @ Noon

Vehicle Class:
(not yet chosen)

Renter's Age: change
25 and Up

Renter's Information:
(not yet entered)

Start over

Need a One Way rental?
Learn more

(G_57) Good visibility of links that support editing of booking, at any stage **P**

(G_58) Good that address info is there. **P**

(G_59) Wrong position for this link! This is quite a key requirement when making a booking – reconsider its value; perhaps this should be repositioned on the home page, within the booking engine, **B**

Your Car

Mini
3-Door/Manual/No Air

Ford KA 1.0
or similar
<< EDIT CAR SELECTION

Pickup:
Oxford (OXFC71)
29 September 2006
12:00 PM

Dropoff:
Oxford (OXFC71)
04 October 2006
12:00 PM

<< EDIT TRIP INFORMATION

Estimated Total = £115.00 GBP

Step 3: Select rental options an

Rate - Mini (GBP)
(1) Time & Distance (£97.87/Week)
Contract I.D. 5007173
Inclusive Rate Items
Damage Liability Wai
Theft Liability Waiver
Vehicle License Fee 1.07gbp/day
Value Added Tax (17.50%)
Guaranteed Base Rate
Unlimited Miles
For information on coverage products,
All rates include minimum Third P

Primary Driver ❓
⦿ Of age primary driver (25 or older)
◯ Underage primary driver (age 23
◯ Underage primary driver (age 21
For information on age requi

Additional Drivers ❓
Rentals that require Additional Drive
or via Online O

Additional Items ❓
Additional Items are subje
[0 ▾] Child/toddler Seat(£20.00/Rental

Calculate Estimated Total

Alamo displays a good summary of booking info on the LHS of the page. Images are used effectively; key information is highlighted in coloured text and strong calls to action support editing and verification.

Cancellation process

✖ **6 participants struggled to cancel their booking immediately**, while 2 participants failed to locate the cancel option completely (G_60, **A**)
   o It was commonly expected to find a Cancel button across the global navigation bar, at the top of the booking engine or below amongst the bottom links
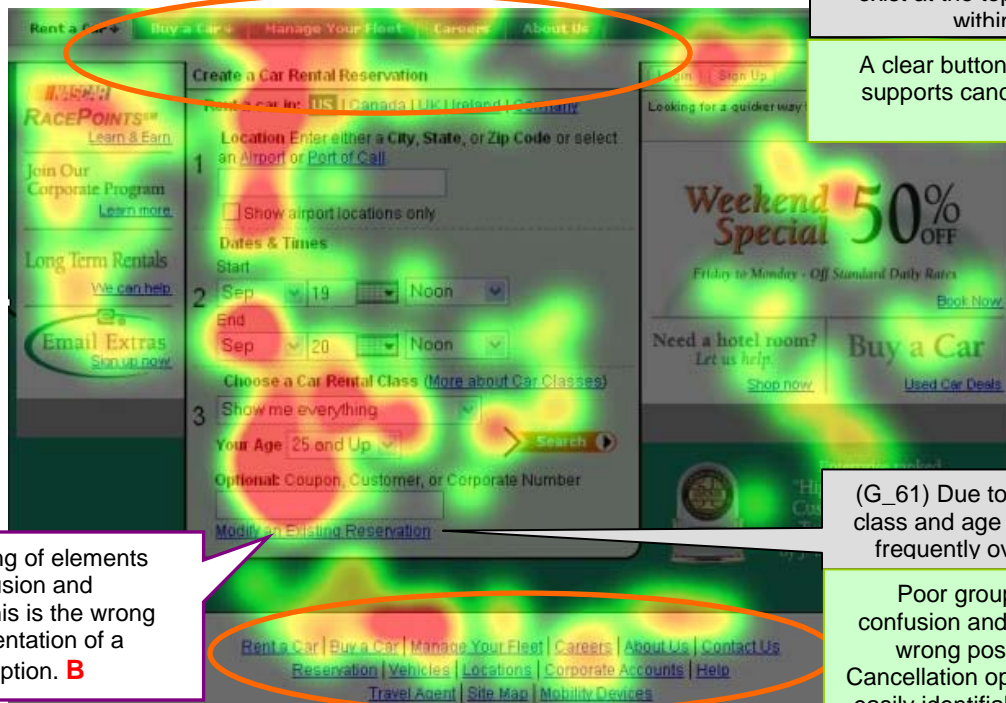
Eye tracking data reflects participants expectations that a cancellation button would exist at the top of the booking engine, or within the bottom links

A clear button should be presented that supports cancellation or modification of booking

(G_62) Poor grouping of elements results in confusion and misinterpretation – this is the wrong position and presentation of a Cancellation option. **B**

(G_61) Due to its close association with car class and age selection, the Modify link was frequently overlooked by participants. **B**

Poor grouping of elements results in confusion and misinterpretation – this is the wrong position and presentation of a Cancellation option – Provide buttons that are easily identifiable as cancellation options yet do not distract from the booking process

Alamo
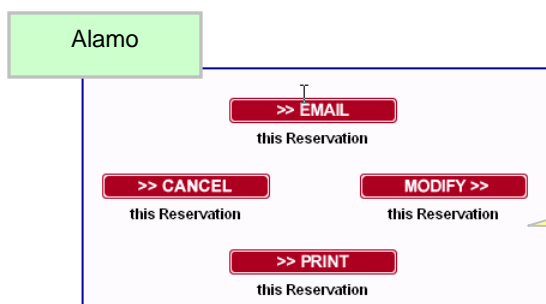
Strong calls to action, options are easily identifiable and their purpose immediately obvious

Avis provide clear signposting to modify / cancel options

Avis

⬎ Consider an option at the very beginning of the process,
   o Book a car || Modify an existing reservation
⬎ Provide obvious labelling that unambiguously describes the purpose of the button

✓ Subsequent pages signpost the cancellation process well with clear and obvious calls to action directly indicating the cancellation procedure (G_63, **P**)
   o The process is quick and simple, with only the reservation number and name required
   o Cancellation is verified in 3 easy steps – and participants felt confident that their booking had been cancelled

Clear signposting through the cancellation process. Once participants got past the home page the process was clear

Rather than displaying the entire verification page, present just the summary information – remind users of the key elements of the booking – avoid information overload

Good instruction on how to locate your reservation

Good back up option if reservation number forgotten

Rent a Car ▾ | Buy a Car ▾ | Manage Your Fleet | Careers | About Us

Looking for a quicker way to reserve?
Learn more!

[Login]

Modifying Reservation #FVQ6KJ

Modify Here

Enterprise Location: change
1502 FRANKLIN ST. N.E.
WASHINGTON, DC 20018-2039
Tel.: (202) 269-0300
We'll Pick You Up! ®

Dates/Times: change
Start: Sep 26, 2006 @ Noon
End: Sep 27, 2006 @ Noon

Vehicle Class: change
Economy

Renter's Age: change
25 and Up

Renter's Information: change
S S
test@bunnyfoot.com

Need a One Way rental?
Learn

Renter's Details:

Your information will be submitted over a secure connection.

Indicates Required Field

Renter's Details:
First: Last:
* Renter's Name: S   S
* Home Phone Number:
(Include Country Code if applicable)

Renter's Email: test@bunnyfoot.com
(to send you a confirmation)

* Credit Card Type: American Express ▾   What about deb... ...ther payment?

Enterprise Rent-A-Car, or one of its partners, may use your e-mail address to send special promoti... information to you. For more information, please see our Privacy Policy.
○ No, don't send any special offers to my e-mail address.
⊙ Yes, I would like Enterprise Rent-A-Car to send special offers to my e-mail address.
○ Yes, I would like Enterprise Rent-A-Car and its partners to send special offers to my e-mail address.

By choosing "Yes", any information you provide while visiting the Enterprise websites may be used by E... future marketing programs.

Continue now with your reservation or enter additional information
to reduce your time at the rental counter.

[Continue ▶]

...al Information (Optional).
...rt filling in your contract here now and save time at the rental counter.

(G_64) Confusing guidance on what you can or can't modify. It says 'Modify here' on the left but it is then unclear about what will happen if you modify items on the right of the page. **B**

(G_65) Home telephone number is never saved; each time you want to modify an element you have to re-enter this info. This behaviour was also observed during 4 cancellations – no indication of cancellation, and no guidance on how to cancel from this point… 3 participants needed prompting from this page. **B**

(G_66) Where can you add another driver or a car seat!! You can change the vehicle class and driver info but there is no where to add options such as extra drivers and car seats. **B**

Expert evaluation and usability testing for Enterprise Rent-A-Car

Team G - Addendum

Method

A discount combined usability test was conducted for this project, incorporating:

Heuristic Evaluation

3 usability specialists examined the interface and judged the site's compliance with recognised usability principles. The evaluation revealed aspects of good, as well as poor, usability practice.

The report identifies quick wins that could lead to immediate low cost improvements in the current site, as well as longer term improvements to make including the effort required to implement the improvements.

Mass User testing with eye tracking and PEEP

Mass user testing, based in an Internet Café rather than a dedicated lab, is a method for obtaining quantitative data across a larger population of participants. Using this procedure the tests are much shorter in duration (up to 20 minutes maximum of actual website testing), and therefore a reduced number of tasks can be performed.

An in-street recruiter targeted passers by and requested their participation in the test – each consenting participant was matched against specific demographic criteria, and if suitable participated in the test. Demographic criteria specified: must have rented a car at least once in the last 2 years, are competent internet and computer users and between 25-70 years old.

The **advantages** with this type of testing include:

- Tests are much shorter in length therefore a greater number of people can be tested in one day (approximately 15 participants)

- Quantitative data can be obtained

- Definitive data on comparative designs can be determined from the larger user sample

User testing

Participants performed two main tasks, exploring the user interface and navigation of the website. Each participant was eye-tracked whilst performing the tests on the website. During interaction, the eye tracker recorded eye gaze fixation, gaze trace and fixation count data. The participant was left alone while undertaking their tasks, with little or no interaction/guidance from the moderator. The moderator watched the participants' interaction from a dual screen nearby – where the participant's journey and eye tracking data could be viewed, independently. Once the tasks were complete, the moderator conducted a post experience eye tracked protocol with the participant.

Post Experience Eyetrack Protocal (PEEP)

Following completion of the set tasks, the participant's eyetracking was played back to them. During this time they were asked to talk through what they were thinking during interaction and any problems or difficulties that arose. Participants were also probed for problems and recommendations for change.

Participants

15 participants took part in the study: 10 male, 5 female
Mean age: 32 years old
7 participants had made a booking within the last year, 4 within the last 6 months and 5 within the last 3 months

15 participants were randomly assigned to 2 conditions:
- Make a reservation; followed by cancel a reservation
- Make a reservation through a promotional offer; followed by cancel a reservation

Participants were required to make a reservation over a weekend period at a New York airport location. For those using an offer, LAX was the desired location.

Testing time took approximately 20 minutes to complete. This included an introduction to the study and calibration of the eye tracker, individual task completion, Post Experience Eye tracked Protocol and a debrief.

The total duration of the project totalled 4 days:
Half a day of individual expert evaluations
1 day to consolidate and write up results
1 day of user testing
1.5 days of data analysis and write up of results

Resources used for the evaluation

3 usability specialists took part in the expert evaluation
1 usability specialist conducted the testing

Realism of the evaluation

The approach to this project was to keep it as realistic as possible. We have combined an expert evaluation with user testing in an attempt to provide a 'discount' usability evaluation and thus elicit key detail from two distinct methodologies under short timescales.

In normal circumstances we would provide individual reports highlighting key problems followed by recommendations. In between the expert evaluation the user testing we

would expect a design iteration so that we could user test the suggested changes, and save time. Also, an additional observer would participate in the user testing. Thus, in terms of time scales we would expect to carry out 2 studies and produce 2 reports in under 2 weeks.

However, the structure of this report has worked well. The three evaluators identified some problems that weren't experienced by the participants, and the issues we identified in the expert evaluation have been supported by the user testing findings and also eye tracking data. Moreover, the post task discussion elicited key issues with the participants and also identified main areas for improvement and recommendations.

Overall, this study worked extremely well under the circumstances.

Usability Comments

A = red; Critical problem

ID	Severity	ROI	Description	Recommendation
G-01	C	CH	Consistency and standards (home page) Professionalism and trust issues arise upon presentation of home page – poor formatting and structure, particularly of the booking engine, lacks visual appeal	Reformat the booking engine (an example is shown) to make form filling intuitive and quick, and encourage interaction – labelling and alignment issues are primary concerns
G-02	B	CH	Aesthetic design and standards (home page) Poor execution of tabbing metaphor results in navigation bar being visually disassociated from the main page	Model the tabbing metaphor more realistically to enhance the correlation with main page. Display submenu items horizontally underneath the bar to enhance continuity and association (thus removing the roll over menu), (example shown)
G-03	C	CH	Visibility (home page) Good credibility building with 'award', but gets ignored due to poor visibility	Enhance this feature through visual segmentation, colour and form
G-04	C	CH	Match between system and real world (home page) Command option labels - Match users goals, not the process to get to the goals	Change from Search to 'Book a car', on the home page
G-05	C	CH	Visibility (home page) Main page elements fit well in the page, however on a standard 1024/768 screen lower elements sit below the fold, thus get ignored	If these links are essential, then add visual distinction (lines, colour) to draw attention down the page
G-06	C	CH	Aesthetic design and standards; (home page) alignment and labelling: Poor alignment of labels with data fields slows down the interaction process	Reformat booking form (an example is given) to speed interaction and make process quicker – use unambiguous labelling and ensure titles are aligned correctly
G-07	P/C	CH	Error recovery (home page) Good error recognition when an incorrect location or date was entered, with good labelling, but lack of direction on error recovery	Show users how to recover from the error made, give an example and show how they can amend the problem
G-08	C	CH	Consistency (location correction page) Numbered labelling conflicts with the home page system, causing confusion	Keep structuring systems consistent across the site, ensure they all use the same numbering or lettering elements

G-09	B	CH	Aesthetic design and standards (home page) Unusual layout makes it difficult to understand what the left hand side (LHS) summary panel is for and how it associates with the booking process	Add a clear and unambiguous title the summary section to indicate its purpose and functionality
G-10	B	CH	Aesthetic design and visibility (home page) Heavy line visually separates the special offer from the reservation process, making it look completely separate and non-related to a booking	Visually associate the offer with the booking process, rather than distinguishing it! Use colour and form to highlight its association
G-11	C	RM	Visibility and standards (home page) Express Lane? – the description below it does not associate itself with Express Lane due to the segmentation afforded by the line! Ambiguous labelling fails to signpost effectively, and poor layout renders the feature to be overlooked	Use unambiguous and obvious labelling – add roll over functionality to add further, more descriptive detail
G-12	C	CH	Consistency and standards (home page) Ineffective grouping of page elements make it easy for users to overlook items, or disregard them due to irrelevance, e.g. grouping special offers with hotel offers and buy a car, and choosing a car class	Use colour and form to distinguish hotel and car purchase from rental offers, and to emphasise their value. Use strong calls to action to encourage exploration and enhance their visibility among competing information
G-13	B	CH	Visibility and clarity (home page) Poor labelling leads to offer frequently being overlooked. 50% off of what?? There is no clear indication that this applies to car rental	Use clear headings and descriptive text to explain purpose and application of offer
G-14	B	CH	Speak the users' language (home page) Ambiguity in language resulted in confusion with the location selection at the start of the process	Structure more effectively by adding clear titles; consider labelling as a first requirement '1', and visually segment to highlight its position and purpose in the process
G-15	B	CH	(home page) Lack of clarity within the Coupon/Car class section fails to effectively identify the purpose of these fields – too much info is competing for user attention and is getting confused with the simple requirement of car class choice!	Distinguish more effectively by adding a title to the data field, 'Coupon', and add visual formatting to separate from the Car rental Class
G-16	P		Car rental class options were simple and intuitive to use	
G-17	B	RH	User control (home page) It is not clear how to select different pick	Provide a separate data field to enter different data into these fields, examples are shown

			up/drop off locations	
G-18	B	CH	Visual presentation (home page) Poor visual presentation of offers failed to distinguish it from other elements in the page	Format the RHS of the page effectively and draw the user to the offers section, use direct and descriptive labels to help attract attention
G-19	C	RH	User control and visibility (offers page) Selection of an offer takes the user away from the booking engine and their booking Show the detail of the offer, monetary value, how it applies and how the user can take advantage of it	Where possible, keep the user within their booking – provide roll over functionality to give more detail. If a separate page is required, transfer user detail over to remind them of their entries
G-20	B	CH	Useful information (offers page) Offer detail does little in describing the actual detail of the offer	Avoid blocks of text and effectively group info together to highlight key details
G-21	B	RH	Recognition rather than recall (home page) Lack of visual feedback when an offer is selected causes confusion	Reinforce users selection by highlighting their choice, and show the savings that are being made
G-22	C	CH	System feedback (home page) Reinforce users' selection – particularly when they have selected an offer!	Remind users of their selection – when an offer is selected, highlight this on the booking form
G-23	A	RH	Recovery from errors (home page) Error messages direct participants to the problem, but fail to provide a solution – this resulted in continuous errors with 5 participants as they could not easily understand how to resolve the problem	Provide suggestions on how to resolve the problem – if space is limited provide a tool that uses roll over functionality that provides the recommended alternative
G-24	A	RH	Visibility of system status Removing data when going back through the process caused frustration and confusion	The application should never cause the loss of data! + the back button, and continue buttons, should function as expected. Ensure the system remembers pre-existing data
G-25	P/C	CH	(location correction page) Good error message to highlight mistake… though grammatically incorrect – '…in **the** Germany'	Correct the grammatical error – remove 'the'
G-26	B	CH	System error (location correction page) Previously entered data can disappear when making amendments to locations	Ensure the system remembers user data
G-27	B	CH	System response (locations page) Amendments made within the LHS panel can result in the home page changing	Avoid changing the appearance of pages – keep things consistent across the site

			visually – causing confusion	
G-28	A	RH	System response Manipulating the LHS panel can result in the system reporting an error, and forces you to start the booking process from scratch… losing ALL pre-entered data!	Ensure the system remembers all pre existing data – if there is risk of timing out, or similar, provide a warning message that warns the loss of data if page not refreshed…
G-29	C	CH	Visibility, keeping user informed (About your selections) Once an error has been made, with regard to a special offer, a separate page appears showing the erroneous data. This is confusing as you are taken to an unfamiliar layout, that is separate from the form just being manipulated… and what to do next is not clear	Keep error messages to the place where they have occurred, avoid removing the user from the process
G-30	A	RH	Recovery from errors (About your selections) In some instances the user is taken away from problem to a separate page – poor guidance on what to do next causes frustration and repeated back and forth between pages	Keep error messages to where the problem occurred – and provide a solution to the problem, or show an example of how it can be rectified
G-31	P		(About your selections) Error messages are highlighted in red and positioned next to the erroneous data	
G-32	P		(locations listing) Listings are clear and indicative of content and what is provided – good detail is shown, e.g. location address, tel no	
G-33	P		Useful information (locations listing) Branch details are easy to locate and selection of information intuitive	
G-34	B	RH	Control (locations listing) No tools are provided to manipulate results listings – this can result in users searching through pages and pages of unavailable locations!	Provide sort tools that can manipulate listings to show, distance, availability etc
G-35	P		Useful information (locations listing) Good, clear display of telephone number of location – participants commented on the availability of this info	
G-36	P		Useful information (locations listing) Good use of colour to distinguish branches	

G-37	P		Useful information (locations listing) Clear identification of branch details link	
G-38	C	RH	User control (locations listing) Map provides a useful feature to the branch details, however consider adding step by step directions also	Similar to the feature seen on Multimap – consider adding a Directions tool
G-39	C	CH	Visibility (locations listing) Pick up policy lacks visibility in the page, due to its positioning below the fold	This is a key feature, bring this higher in the page – even add to the locations details to highlight its presence
G-40	C	RM	Match to real world (car selection) Prices presented in $'s is slightly confusing	Present prices in £'s aswell, or consider a currency converter
G-41	P		Useful information and keeping users informed (car selection) Good summary of car availability, allowing users to scan down the list efficiently. Good use of images to show example cars, pricing also displayed clearly and succinctly.	
G-42	P		Efficiency of use (Renters details) Simple minimal data requirements for confirming a booking – only requests name email and tel no. and credit card type	
G-43	B	CH	Visibility and control (Renters details) Formatting of labels on Renters info form lacks clarity, and tel number causes some confusion, as many people do not know their country code	Provide an example of telephone code to show what is expected, consider providing a drop down tool that allows users to select their country
G-44	B	RM	Visibility (Renters details) Bold horizontal lines visually separate the Additional optional info from the data entry form above, thus it gets completely ignored	Restructuring the 'renters details' form, providing meaningful labels and effective formatting will help bring these elements higher up in the page and guide attention through to these optional elements, without intruding too much on the process
G-45	C	CH	Keeping the user informed, Visibility (Renters details) LHS panel provides a good summary, but lacks distinction within the page. One way rental seems redundant at this stage of the process?	Enhance the visibility of One way link, by introducing earlier on in the process, and improving its appearance
G-46	B	RH	Useful information (Renters details) Up-selling opportunities are not taken advantage of at this key stage of the	Roof rack, baby seats, additional mileage, additional driver, larger car etc should be placed within this key

			process	space – give users the opportunity to choose further options at the final booking stage … or, force the users to make a decision on upgradeable choices earlier on
G-47	B	CH	Visibility and control (Renters details) *Additional surcharges on the verification page caused worry for many users – any additional costs should be spelled out clearly and stated upfront	State what additional charges may be incurred, if this detail exists within the T's&C's then provide a link that takes them to this info
G-48	C	CH	(Renters details) Good, clear call to action (Book now button), but the duplication at the top of the page seems redundant	Remove the button at the top of the page
G-49	C	CH	Visibility Summary info is useful, however participants were not observed to pay significant attention to this part of the page	Make this section more visually appealing, use images where necessary (image of the chosen car), and highlight key detail – Alamo demonstrate this well, see report – consider putting price in here too, this will provide good strong visual feedback
G-50	C	CH	Help info (confirmation page) Print option is not immediately obvious to locate	Improve association of the print button with the verification box to enhance its appearance
G-51	B	CH	Cross selling (confirmation page) Cross selling opportunities are poorly displayed due to them being pushed down below the fold of the page	Rather than pushing below the fold of the page, position these items so that they follow on from the confirmation section, guide attention through to these elements and encourage curiosity
G-52	C	RH	Useful information (LHS summary panel) A key feature – Quick way to reserve – is poorly positioned and lacks distinction within the page	Position more prominently within the section, use colour and form to highlight its presence and add clear labelling to invite users to explore
G-53	P		(LHS summary panel) Good visibility of links that support editing of booking, at any stage	
G-54	P		(LHS summary panel) Good positioning of location address – this is easy for users to spot and easy to copy down	
G-55	A	RH	Help, visibility, recognition (home page/Cancellation)	Remove from the booking form and position at the very beginning as a

			Cancellation process caused some problems due to the links poor visibility within the page – participants struggled to locate it, expecting something in the main navigation bar	clear button, or consider placing in the navigation bar, 'Modify/Cancel your reservation
G-56	A	CH	Visibility (home page/Cancellation) The modify link is too closely associated with the coupon data field and thus is easily overlooked	Instead of a text link, change to a clear and obvious button – similar to other command options
G-57	A	CH	Visibility (home page/Cancellation) Poor grouping of elements results in confusion and misinterpretation – this is the wrong position and presentation of a Cancellation option.	Cancel should not be grouped with other elements within the booking form – re-position to the side, or above the form, as a separate entity
G-58	P		Control (home page/Cancellation) Subsequent pages signpost the cancellation process well	
G-59	B	RH	(Renters details/Cancellation) Home telephone number is never saved; each time you want to modify an element you have to re-enter this info. This behaviour was also observed during 4 cancellations – no indication of cancellation, and no guidance on how to cancel from this point… 3 participants needed prompting from this page	Ensure the system remembers entered data – do not lose user entries!
G-60	B	CH	Control (Renters details/Cancellation) Manipulating the summary panel causes confusion and disorientation – it is not clear what you can/cant modify, telephone number keeps erasing and it is not clear how to add additional options, such as driver/baby seat	Reformat and structure the summary panel more effectively. Use colour and images to attract attention and clear calls to action to describe and direct manipulation. See Alamo e.g.

Usability Test Report: Enterprise Rent-A-Car Web Site

Team H

Executive Summary

Team H conducted a usability test of the web site www.Enterprise.com in September 2006. The primary purpose of the test was to assess the usability of the current reservation process for renting cars.

Positive aspects about www.Enterprise.com:

- The reservation process is easy to complete.

- The reservation cancellation process is easy to follow.

- Most users found it easy to change an existing reservation.

- Users liked many of the features offered by Enterprise (i.e., weekend specials, photo of the car type).

- Some of the top words that users used to describe the site include, business-like, useful, and organized.

Improvement areas for www.Enterprise.com:

- **Layout:** The location of some of the items on the screen took a while for participants to find, for example, the modify link and promotions. Most of the participants felt overwhelmed with the amount of information displayed on some of the screens. Screen layout presented a problem to participants when the information they were looking for was below the fold. There are no clear indications that the page scrolled to additional information.

- **Invisible icons/misleading labels and descriptions:** Many of the participants did not see the icons or selections intended to make the reservation process easier. In addition, some of the button names confused participants and they were unable to follow the flow of the screens.

- **Navigation:** Enterprise's car rental home page has multiple processes start from the same screen. It was not clear to participants that they could start a different process from the same place they created the reservation. Enterprise does not allow the customer to select the reason they came to the web site and walk them through the process. It also does not recognize the country of origin of the customer and customize their pages to that origin.

- **Customer data:** If a user makes a mistake or needs to make a change, the system does not retain the info and forces the user to reenter data.

- **Error Messages and Recovery:** The display of error messages is non-existent, not prominently displayed, displayed inappropriately and/or poorly written. The message text is often misleading and, in some cases, error recovery does not exist. Users are often required to start the process from the beginning. Users also often timed out within a short period.

Table of Contents

Enterprise Rent-A-Car Web Site Usability Test

Purpose

The primary purpose of this usability test is to assess the usability of the Enterprise Rent-A-Car web site for typical online customers. The usability test focused on participants meeting the following goals:

- Completing a simple reservation successfully
- Easily modifying an existing reservation
- Easily taking advantage of Enterprise's weekend specials
- Recovering from a reservation error
- Locating and canceling an existing reservation
- Easily using the web site to book a car rental in another country

Method

Team H conducted the test on September 11 - 13 with eight participants. Seven participants have rented a car in the last two years and four have previously rented a car using a web site.

A Team H member acted as the test moderator. Another member acted as a note taker. All tests were conducted face-to-face using the think-aloud testing method. Each test took between 45 minutes and an hour.

The usability test consisted of three phases:

- *Interview* – Test participants completed a pre-test questionnaire. We gathered the following details about the participants.
  - > Age group
  - > Computer skills
  - > Internet use for non-work related activities
  - > Internet shopping
  - > Use of the internet to make travel arrangements
  - > If they rented a car in the last two year. If so, how many times.
  - > If they have ever used the internet to reserve a rental car
- *Solving test tasks* – We asked test participants to complete five tasks using the Enterprise Rent-A-Car web site. We asked test participants to think aloud and to comment on the web site while they were completing the tasks.
- *Debriefing* – At the end of the session, the moderator asked test participants questions to assess their satisfaction with the web site. This included selecting words they used to describe the design of the site and the processes they completed.

Test Equipment and Environment

The participants sat in front of a computer with the Enterprise web site displayed. The moderator sat next to the participant and asked the participant to complete five tasks using the web site. The trained observer sat in the same room as the moderator and the participants. The observer used TechSmith's Morae® to observe the participants' mouse movements. At the end of the process, the test participants answered several post-test questions.

Test Participant Profiles

Participants met the following requirements:

- Are between the ages of 25 and 70 years of age

- Have household incomes of at least $35,000

- Have used the internet to make travel arrangements

- Have rented a car at least once in the last 2 years

- Are competent internet and computer users

- Have rented a car less than 6 times per year

Age Group	Computer Skills	Non-work internet use per week (in hours)	Shop on the internet?	Made travel arrangements using internet	Rented a car the last two years?	Rented a car using the internet
26-35	Advanced	1-5	Yes	No	Yes	Yes
51-65	Advanced	6-20	Yes	Yes	Yes	Yes
18-25	Advanced	1-5	Yes	Yes	Yes	No
36-50	Advanced	6-20	Yes	Yes	No	No
36-50	Intermediate	6-20	Yes	Yes	Yes	No
36-50	Expert	> 40	Yes	Yes	Yes	Yes
51-65	Advanced	6-20	Yes	Yes	Yes	Yes
36-50	Intermediate	1-5	Yes	Yes	Yes	No

Task Scenario Summary

The participants sat in front of a computer with the Enterprise Rent-A-Car web site displayed. The test moderator asked the participants to complete several tasks using the web site. At the end of the test, the participants answered several post-test questions. A trained observer scored and recorded the participants' ease of completing each task then calculated the average score for each task.

The participants were given the following scenarios and asked to complete related tasks.

1. Your boss just informed you that he/she signed you up to attend a conference in San Francisco. The company travel department made the travel arrangements for you. However, when you got your itinerary, you realized that you need to rent a car. According to company policy, you can rent an intermediate car (or lower). Enterprise Rent-A-Car is the company-preferred vendor. Use the Enterprise web site to reserve a car at the airport.

2. After you made your reservation, you called your friend in San Francisco to let him know you're going to be in town. He suggested that you extend your visit and stay for the weekend. You need to update your travel plans. How would you update your car rental reservation to include a larger car for you and your friend?

3. You are going to England on September 22 for the weekend. You want to rent a mid-sized car that has an automatic transmission. You will be picking up the car at the Liverpool airport. You need to return the car on September 25. You also want to see if there are any specials for that weekend. Rent your car.

4. You are going to a New Years Eve bash in the city and you want to rent a luxury car for you and a couple of friends. You really want to arrive in style to this party and are willing to spend any amount as long as you and your friends arrive in your luxury car. You want to rent the car from a location closest to your home in Budd Lake. Rent your car.

5. You called your friends to tell them about the car you rented for New Year's. Coincidentally, they had rented a car too!!! Cancel your New Year's reservation.

Score Summary

The test moderator and a trained observer rated the ease participants were able to complete tasks using the following scale.

Rating	Description	Range	Median
Easy	Passed with no assistance. Very little hesitation.	3.3 – 4.0	3.65
Some Difficulty	Completed the task with little or no assistance from the test facilitator – seemed unsure at times, but did not get any help.	2.5 – 3.2	2.85
Difficult	Completed the task but needed strong hints or some help from the facilitator.	1.7 – 2.4	2.05
Fail	Could not complete the task and had to bail out, or thought they completed the task successfully.	1.0 – 1.6	1.3

Participant	1	2	3	4	5	6	7	8	Average
Test Questions									
Rent a car for your business trip	4	3	4	3	2	4	2	3	**3.13**
Change Reservation Details	3	4	4	3	4	4	3	4	**3.63**
Rent a car for your trip using a promotion	1	2	2	1	3	3	1	3	**2.00**
Rent a Car for your New Years Party	2	4	3	1	4	3	3	1	**2.63**
Cancel Reservation	4	4	4	4	4	4	4	4	**4.00**
Participant's Average	**2.80**	**3.40**	**3.40**	**2.40**	**3.40**	**3.60**	**2.60**	**3.00**	**3.08**

Solving Test Tasks

After the participants completed the tasks, we evaluated the scores and the observations, and identified issues using the following categories:

	Good	We recommend this approach.
	Good idea	The test participant made a suggestion that could lead to a significant improvement of the user experience.
	Minor problem	An issue caused test participants to hesitate for a few seconds.
	Serious problem	An issue delayed test participants in their use of the web site for 1 to 5 minutes, but eventually they were able to continue. The issue caused occasional "catastrophes."
	Critical problem	An issue caused frequent catastrophes. A catastrophe is a situation where the web site "wins" over the test participant. That is, it is a situation where the test participant cannot solve a reasonable task or one that causes the test participant great irritation.

Findings and Recommendations

After completing the usability tests, we analyzed the issues that the tests uncovered and considered recommendations to help improve the usability of the site. This section outlines our findings and recommendations.

Create a Car Rental Reservation

How to Begin

All participants easily recognized that the *Create a Car Rental Reservation* was the place to begin their car rental reservation.

Enter a Location

When renting from an airport, five participants used the *Airport* link or selected *Show airport locations only* and had very little or no difficulty reserving a car from the airport. When renting from a non-airport location, all participants were able to enter the location without problems.

Rent a car in: **US** | Canada | UK | Ireland | Germany

Location Enter either a **City**, **State**, or **Zip Code** or select an Airport or Port of Call.

☐ Show airport locations only

Users who used the airport link or checked *Show airport locations only*, had very little or no difficulty reserving a car from the airport.

Enter Date and Time

Participants did not have trouble entering the date and time. However, if the participant navigated to the UK site and back to the US site, the time drop down periodically displayed military time. The test participants were not comfortable entering military time.

Recommendation:

Give users an option for *Country of Residence* in addition to the current *Language* option.

Choose a Car Rental Class

All participants had trouble determining which car class to select. The car class types were not meaningful to the participants. Participants clicked *More about Car Classes* and used the pictures in the description to help them determine which car to select.

"These classes are not meaningful."

Looking for a mid-sized car: "Is mid-sized the same as standard?"
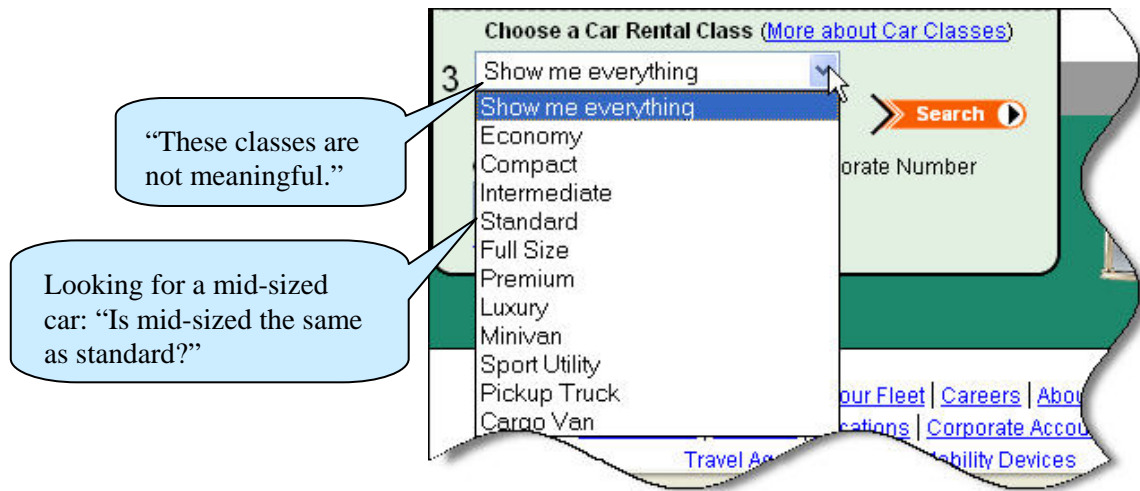
Recommendations:

- Consider doing some research to determine what to label to use for the car classes. The participants relied on the pictures of the cars and the description in the *More about Car Classes* link to make a decision. Also, you may want to add graphics and a description where users are asked to select the car. For example:
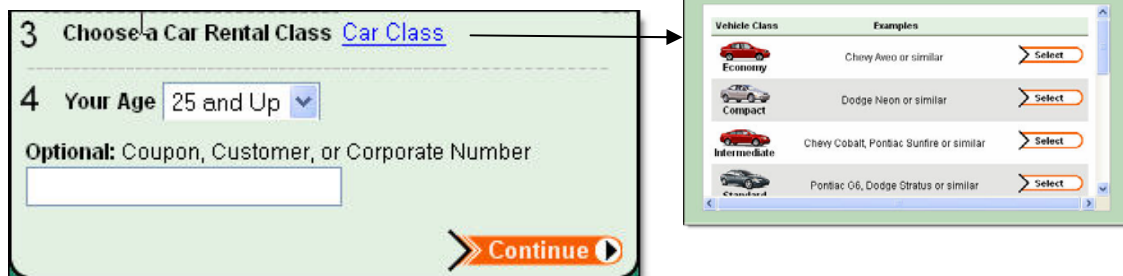
- Another option is to remove the car class section from the *Create a Car Rental Reservation* form and present it in the subsequent pages. For example, the workflow can be:
Enter reservation information->Select the car->Review reservation details->Enter personal information->Confirmation number.

Continuing to the Next Step

Two participants did not understand how to move to the next step. They thought the search was part of choosing a car rental class.

"How do I move on?"

Recommendations:

- Rename the search button Continue or Next.
- Move the button to the bottom of the form.

Select a Vehicle Class Window

Participants used the *More about Car Classes* link frequently. They used the pictures in the description to help them determine which car to select. The pictures were particularly helpful in determining the size of the car.

Modify an Existing Reservation

Five participants had trouble finding the *Modifying an Existing Reservation* link. The Modify link is at the bottom of the *Create a Car Rental Reservation* form. Participants were expecting the modify or change button/link next to the *Create a Car Rental Reservation* title at the top.

When canceling, participants clicked *Modifying an Existing Reservation* but were not sure that they could cancel using this link. Participants were expecting to see the word cancel.

"Off the bat, I don't know where to go. I would expect it to be on top."

"It's a little obscure there. That's not at all where I was looking for it."

Two participants thought about clicking login to retrieve their reservation information. Many online shopping sites require users to login to track their order.

Two participants wanted to click *Login* to retrieve their reservation.

Recommendations:

- Move the *Modifying an Existing Reservation* link to the top of the form.
- Rename the link: View, Modify, or Cancel.

Example of View, Modify, Cancel at the top of a reservation form

Selecting a Location

Find an Airport Location

The three participants that did not use the airport link or did not select *Show airport locations only*, had difficulty determining which locations were airports on the subsequent pages. The location information does not always include the word airport in the location title and very few users noticed the airport icon next to the location. One participant scrolled through the list of locations including the airport and said,"I don't see the airport." Another participant actually selected *Show airport locations* only and was unsure that the location displayed on the next page was in fact an airport.

> Participants did not know that SFO AP meant San Francisco Airport.

> Participants did not notice the airport icon.

Recommendation:

Always use the word airport as part of the location information; for example, instead of SFO AP, use SFO Airport or San Francisco (SFO) Airport.

Your Selections - Vehicle Class

When participants entered a vehicle class on the *Create a Car Rental Reservation* form, the vehicle class that they selected does not display in the *Your Selections* pane. However, it does display on the right with the *Pick a Location* information, which led to confusion. Participants knew they selected a vehicle class on the *Create a Car Rental Reservation* and did not understand why *Your selections* displayed: (not yet chosen). Participants were concerned that they did not reserve the car.

> Vehicle Class displays

> Vehicle Class displays: (not yet chosen)

Recommendation:

If a user makes a selection, be sure to retain the data and display it consistently.

Select a Location

When participants were looking for a location closest to their home, multiple locations displayed. None of the participants knew which location was the closest. One participant said she would have to go to Mapquest.com to check the distance from each location to her home.

Recommendations:

- The Enterprise web site offers distance information when users click *Change* next to location. Use this model for all location pages.
- Include a link to a map.

Vehicle Details

Allow Users to Select a Vehicle

Participants liked the picture of the car so that they can see what type of vehicle they were renting. However, three participants wanted to select the actual car from a list; for example, a Mustang convertible or a Range Rover.

Location Details

A lot of Information on the Screen

All participants took a while to scan the *Location Details* page. Three participants noted that there was a lot to read, "The screen is overwhelming; I don't know where to look." Two participants said that initially, they did not see the *Your Selections* on the left.

Recommendations:

- Use mixed case for all text. Words that are in all caps can be overwhelming and difficult to read.

- Because some participants initially skipped-over the *Your selections* pane, move the pricing details closer to *Your selections*. In addition, move the reservation information to the right; participants tended to focus attention in the direction they were moving. In this case, the *Continue* button constantly brings the eye to the right.

- Participants were overwhelmed with the amount of information on the screen, use links instead of displaying the information on the page.

- Review the purpose of this page. Participants were using it as a confirmation page to check location, dates, and price. Consider removing it from the flow. For example, your flow can be: Enter reservation information->Review reservation details->Enter personal information->Confirmation number.

Daily vs. Weekly Rates

Two participants were confused about the daily vs. weekly rates. When these participants selected a 5-day period, they were charged a weekly rate. The participants wanted to know why they were not charged the daily rate. In addition, they were wondering if the weekly rate was cheaper than the daily rate or if they were being forced to pay a higher price because they are renting the car for a long time.

"How do I view a daily rental? There is nothing here to compare weekly vs. daily."

"Why are they charging me for a week, not daily?"

Recommendation:

Include an explanation for the weekly rate. The weekly rate is cheaper than the daily rate; emphasize this discount. For example, put an asterisk next to it and include an explanation at the bottom.

Show All Vehicles Link

The participants that wanted to select a specific car expected the *Show All Vehicles* to display a list of specific cars in the selected class.

Recommendation:

The Enterprise web site uses a clear label for viewing other vehicle classes. To better meet user expectations, use the *Vehicles Detail* page as your model to view other vehicle classes:

Use this model to display other vehicle classes.

Renter's Details

Reduce Your Time at the Rental Counter

More than half the participants selected the *Reduce your time at the rental counter* link. However, participants, initially, did not realize that the screen scrolled down. One participant entered information incorrectly in the *Reduce your time at the rental counter* section; he clicked continue; and the error was displayed at the top of the page. It is not obvious that there is any information below the *Continue* button and therefore, he could not figure out the problem. He was unable to proceed until the moderator told him to scroll. He explained to the moderator that he expected the link to go to a new page.

> An error message displays but all the information in view is entered correctly. It is not clear that there is information below the *Continue* button.

Recommendations:

- The *Reduce your time at the rental counter* link should open a new window or continue to the next page.

- Another option is to change the location of the error message. The error message should be right above the fields for reducing your time at the rental counter.

Verify Your Information and Book Your Rental

A lot of Information on the Screen

All participants took a while to scan the verification page. Three participants noted that there was a lot to read.

Recommendations:

Note: For an example, refer to the recommendations for the *Location Details* page.

- Use mixed case for all text. Words that are in all caps can be overwhelming and difficult to read.

- Because some participants initially skipped-over the *Your selections* pane, move the pricing details closer to *Your selections*. In addition, move the reservation information to the right; participants tended to focus attention in the direction they were moving. In this case, the *Continue* button constantly brings the eye to the right.

- Participants were overwhelmed with the amount of information on the screen, use links instead of displaying the information on the page.

Changing Reservation Details

Your Selections Pane

All participants were able to use the *Your Selections* pane to modify their reservation.

Show Nearest Locations Link

When participants were trying to find a location that was open on a specific day, they used the *Show nearest locations* link. The participants expected the list to show nearest locations to the city/town they had originally entered. However, the site displays locations closest to the branch you had originally selected. For example, if a participant entered Budd Lake, NJ as the location, two Enterprise locations display: Montville and Hackettstown. If the participant selected Hackettstown, and then decided he wanted to use a different location, he clicked *Show nearest locations*. The nearest locations page displayed the nearest locations to Hackettstown and not Budd Lake. Participants expected the list to display nearest locations to Budd Lake. In addition, if participants clicked locations (to see which ones were open for a specific date) they lost track of the original locations.

Recommendation:

Show nearest locations should display a list of locations that are closest to the city, town, or airport that the user entered.

Navigation Buttons

The participants modified their reservations throughout the test. For example, the moderator asked the participants to change the dates/times and vehicle class. Participants were supposed to click *Continue* after changing the dates and time before they could make any other changes. However, three participants did not click *Continue*. Participants thought that the *Continue* would bring them to the next step, but they were not ready to move to the next step; they still needed to change the vehicle class. They clicked change next to the vehicle class and changed the vehicle. When reviewing their reservation details, the participants did not understand why the correct dates do not display.

Participants were supposed to click Continue before making any other changes.

Recommendation:

Apply Changes and *Continue* buttons are used inconsistently throughout the site, which leads to confusion. Use consistent buttons for navigating forward and consistent buttons for making changes. For example, use *Apply Changes* for changes and *Continue* for moving to the next

step.

Using a Promotion

Promotions for Various Countries

Two participants assumed that the promotion displayed on the homepage applied to all countries. It is not clear that the promotion applied to the United States only.

Recommendation:

Create a promotions section on the home page where various promotions display and include links for more information or additional specials.

Specials for various countries.

Link for more deals

Find the Promotion

All participants had trouble finding the promotion. Participants commented that the promotions were not in view; they were not in their primary working area. Participants were also expecting to enter their information and to be prompted with the appropriate promotions.

Recommendations:

- Use vibrant colors to grab the user's attention.
- Promote on subsequent pages.
- Make it obvious that a promotion is being applied; for example, do the following: ~~39.99~~ per day **Now 26.20 per day!**
- Include a Specials link or button the on the reservation form (in the primary working area).

Reentering info

All participants entered their rental information in the *Create a Car Rental Reservation* form before they noticed the promotion. The participants who noticed the promotion, clicked *Book Now* and were prompted to reenter all the information again. Participants found this very frustrating, "I got to do this again?"; "I'm really annoyed I have to enter all this stuff again."

Recommendation:

Retain the information that the user enters.

Booking with the Special

When participants clicked *Book Now*, they were not sure if they were getting the special. There is no clear indicator on the page.

Participants entered the vehicle class and some vehicle classes did not qualify for the promotion. Two participants found this frustrating. One participant was not able to determine which car is applicable to the special and said, "I am so frustrated; I would go to another car rental company." Another user suggested filtering the vehicle class drop down menu to include qualifying vehicles only.

"I'm not sure if I am getting the special price because I am reentering."

Weekend Special displays, but there is no visual indicator to let the user know that the special is applied to the reservation.

Recommendation:

- Include a heading on the reservation form that lets the user know that the form they are filling out applies to the special.

- The form should restrict users from selecting information that does not coincide with the rules of the promotion.

- The US site applies specials automatically even if you do not select the promotion on the homepage. However, the UK site does not. The Enterprise web site needs to work consistently from country to country. The UK site should follow the US model.

Booking in Another Country

Automatic vs. Manual

Two participants did not notice the automatic vs. manual radio buttons on the UK site. They assumed that all cars were automatic.

Recommendation:

Include a heading for options so that users do not miss the automatic and manual options.

Heading for Manual vs. Automatic

Reentering Information

When participants entered information in the US site and realized they needed to switch to the UK site, they had to reenter all the reservation information.

Recommendation:

Retain the information that the user enters.

Country Links

After selecting the promotion in the UK site, participants wanted to get back to the US site. The *US* link at the top of the form was not displayed. Participants clicked the enterprise logo, and *Home* from the Rent a car drop down and were not able to get back to the US site. After hunting for a while, participants either closed the browser window to "reset" the site or found the *Main Home Page* link.

Recommendation:

Always display links for all the countries.

When the participants were renting a car from the UK site, they indicated that they did not know how much the car cost because the rates were not in dollars. One participant suggested a currency converter.

Error Messages and Notifications

Back Button Error

All participants used the *Back* button throughout the site and received the back button error. One participant did not read the whole error message and did not realize that the Back button was the problem.

Recommendations

- Provide a way for users to navigate throughout your site without relying on the browser back button. For example, you can use Continue and Previous as your navigation.
- Keep error messages short and concise. Users do not like to read and if there is too much text, they will skip right over the important details. For example:

   Back Button Error

   We are unable to complete your request because of a Back button error. Do not use the browser Back button to navigate through this site.

   We apologize for any inconvenience.

Time-Out Error

In some instances, participants received the time-out error and felt that they did not have enough time to make appropriate decisions.

Recommendation:

Sites that contain or gather sensitive information time-out after a certain period of time. The Enterprise web site does not include sensitive information. Consider lengthening the time that the site is available before it times out.

After Hours Return Service

More than half the participants received the *After-Hours Return Service* message; However, there were no instructions on how to return the car after hours. The participants felt uncomfortable reserving the car without knowing the after hours policies.

After-hours information is missing

Some participants reviewed the branch details. The branch details were also missing the after hours information.

After-hours information is missing

Recommendation:

Include the after hours information or prevent users from selecting a time when the branch is closed.

Booking Limitations Error

One participant was under the age limit for a luxury car. However, she did not realize that she was under the limit until she reviewed the confirmation screen. She clicked *Book Now* anyway and was given a confirmation number. She was shocked that the site allowed her to book even though she was clearly under the limit. She expressed that she would be upset if she got to the rental counter and they told her that she could not rent the car.

"I would expect something to prevent me from completing the steps."

Recommendations:

- Do not allow ineligible users to book a car reservation.
- Be sure to stop users from booking as soon as they enter ineligible information.

Post-Test Survey

The moderator asked participants questions about their experience using the Enterprise Rent-A-Car web site.

What Do You Like Best?

The participants' comments are as follows:

- "Canceling is easy and booking was straight forward and easy."

- "Seems Logical"

- "Everything you need is on the homepage to start"

- "The car details on the US site - snapshot of everything. The orange buttons; the colors are easy on the eyes."

- "Several countries at the top. Liked the organization of the reservation form. Liked airport locations; thought the port of call was cool"

- "On different web sites it is hard to find the airport code; this was easy. I liked that I can just click and scroll to get the airport code." (Doesn't have to type)

- "Create was fairly simple to use; easy. Liked that I can filter by airport. Wizard seems straight-forward. Countries were helpful."

- "Pictures of the cars to select from. Pretty easy to rent a car."

What Did You Like Least

The participants' comments are as follows:

- "A lot of info on the verification page, too much info. Search button threw me off. I thought it was a search for cars and not to continue."

- "I couldn't use the promotion where I wanted to do it. Lack of mile indicator."

- "Leave the last dates entered - don't go back to default. Couldn't figure out how to get back to original nearest location. Weekend special should be offered multiple times."

- "System doesn't retain the data I entered. Difficult to tie the discount to the reservation. Not intuitive. From a customer perspective, the homepage menu options are not applicable. A lot of stuff on the homepage that I don't need."

- "I was so focused on center of page, wouldn't look to the right for the weekend special. Should add it to the bottom of the form because that is the flow of the eyes. Colors are dull and the special should "pop-out" more."

- "Didn't like military time or going back to US from UK. I didn't realize I was still in the UK site when I clicked home. The nearest location link does not refer you to the nearest location that you originally entered."

- "I would have liked to choose a specific car and not just the class. Too difficult to change; modify link should be at the top of the form; it's buried. Too narrowly focused on reservation area; I missed the left. Changes didn't always take, had to do it again. Wasn't clear that there was info below the fold."

- "Getting special was kloogy. Didn't like changing to military time and getting back to the US. Wanted to be able to see a picture of the cars listed in box 3. I didn't like the error messages for dates and time that the branches are opened."

What Features or Aspects of This Web Site are Most Valuable to You?

- The participants' comments are as follows:

- "Back Button, Info about car classes, change reservation, try to make it easy"

- "Ease to modify. Straightforward"

- "Can do what's needed pretty quickly and easily."

- "Not really anything."

- "Country choice, liked that the countries are organized at the top. Contact info in two places."

- "Specials are nice."

- "Pricing and types of cars."

- "Picture of the car and the specials."

What Changes or Additional Features Would You Suggest for This Web Site?

- "Change the search and filter franchises that are open during time selected."

- "Display promotions in more than one place. Show the miles from/to a location."

- "Verification info too much. Weekend special process."

- "Some hyperlinks could stand out more and be in a better location. Switching back and forth between US and UK. When you click home, you should go back to the US site. An option for "home country""

- "Make the special stand out more - different color and location. Warnings should be more prominent and sooner and you shouldn't be allowed to complete a reservation if your profile does not meet the criteria (ie age)"

- "Because you're main focus is in the middle, you don't notice the side items. The stuff on the left looked like partner information. There should be a prominent home option and at the bottom with the other links. Thought promotion should be by the coupon input box."

- "Jump to first error field (personal info screen). Assumed all cars would be automatic. Didn't think."

- "Select a car and then automatically show specials (had to go back)"

Ratings

The ratings are on scale from 1 to 5, where 1 indicates a positive response and 5 indicates a negative response.

Participants	1	2	3	4	5	6	7	8	Average
Survey Questions									
Ease of use	3	4	4	2	4	4	4	3.5	**3.56**
How well the site meets your needs?	1	5	4	3	4	5	4	4	**3.75**
Visual appearance	4	3	3	3	3	3	3	3	**3.13**
Would you recommend this site?	2	5	4	3	4	4	4	3	**3.63**

Participant's Average	2.50	4.25	3.75	2.75	3.75	4.00	3.75	3.38	3.52

Desirability Scale

The desirability scale measures the intangible aspects of a user's experience such as "fun," "enjoyment," or whether the product is desirable enough to use. Participants selected words from an alphabetized list that they would use to describe the Enterprise Rent-A-Car web site. The following chart shows the results. Out of the eight most commonly selected words, 50% are negative: Busy, Cluttered, Frustrating, and Misleading; approximately 40% are positive: Organized, Useful, Business-like; and approximately 10% is neutral: Ordinary.

	1	2	3	4	5	6	7	8	Totals
Ordinary		x	x	x	x			x	5
Business-like		x	x			x		x	4
Busy →	x	x	x		x				4
Cluttered →		x	x	x	x				4
Frustrating →	x			x			x	x	4
Misleading →	x			x	x		x		4
Organized		x	x		x	x			4
Useful			x		x	x		x	4
Confusing	x			x			x		3
Efficient			x			x	x		3
Professional			x			x	x		3
Relevant		x	x		x				3
Usable			x		x	x			3
Valuable			x		x	x			3
Clean						x		x	2
Complex	x		x						2
Contradictory				x			x		2
Easy to use			x		x				2
Familiar			x		x				2
Illogical	x			x					2
Intuitive			x			x			2
Overwhelming	x		x						2
Predictable		x	x						2
Straight Forward			x		x				2
Time-Saving					x	x			2
Appealing	x								1
Clear					x				1
Convenient			x						1
Dated								x	1
Effortless			x						1
Flexible			x						1
Hard to Use				x					1
Helpful					x				1
Inviting						x			1
Non-intuitive							x		1
Simplistic				x					1
Stressful								x	1
Understandable			x						1
Unpredictable				x					1
Vague							x		1

Boring									**0**
High quality									**0**
Inadequate									**0**
Incomprehensible									**0**
Ineffective									**0**
Innovative									**0**
Intimidating									**0**
Irrelevant									**0**
Meaningful									**0**
Not Valuable									**0**
Poor quality									**0**
Powerful									**0**
Too Technical									**0**
Unattractive									**0**
Undesirable									**0**

Next Steps

Based on the users that we observed during the usability test, we recommend the following next steps:

- Modify the design based on users' feedback and suggested recommendations.
- Test versions of the redesign with users during development.
- Re-test after enhancements are made to ensure changes do not negatively affect user experience.

Usability Test Report Addendum:
Enterprise Rent-A-Car Web Site

Team H

Method

Team H conducted a usability test of the website www.Enterprise.com in September 2006 using the think-aloud protocol and a post-test session debriefing. The moderator sat next to the participant and the observer used a separate laptop with Morae software to observe and note comments.

We recruited test participants from one department using a questionnaire (SurveyMonkey) to determine if their profile fit the one described in the *Usability Evaluation Scenario*. Most participants met the following requirements:

- Between the ages of 25 and 70 years of age (7 out of 8 participants)
- Household incomes are at least $35,000
- Have used the internet to make travel arrangements (7 out of 8 participants)
- Rented a car at least once in the last 2 years (7 out of 8 participants)
- Are competent internet and computer users
- Have rented a car less than 6 times per year
- All participants use the internet to shop

Resources used for the evaluation

Each test ran approximately 1 hour. We spent a half hour at the conclusion of each test to assess the results. Total hours spent on the execution of the test and team debriefing is 8 hours. The test schedule was:

Time	Monday	Tuesday	Wednesday
9:30	Participant 1	Participant 4	Participant 7
11:00			Participant 8
1:30	Participant 2	Participant 5	
3:00	Participant 3	Participant 6	

Evaluation comments

The usability test performed on www.Enterprise.com is identical to those our team regularly performs on company applications and websites.

Website comments

ID	Severity	ROI	Description	Recommendation
H-01	P		**How to begin** All participants easily recognized that the *Create a Car Rental Reservation* was the place to begin their car rental reservation.	
H-02	P		**Renting from a non-airport location** When renting a car from a non-airport location, all participants were able to enter the location without problems.	
H-03	T	RH	**Enter date and time** When participants navigated to the UK site and back to the US site, the time drop down periodically displayed military time. The test participants were not comfortable entering military time.	Give users an option for *Country of Residence* in addition to the current *Language* option.
H-04	C	RH	**Choose a car rental class** All participants had trouble determining which car class to select. The car class types were not meaningful to the participants. Participants clicked *More about Car Classes* and used the pictures in the description to help them determine which car to select.	Consider doing some research to determine what to label to use for the car classes. The participants relied on the pictures of the cars and the description in the *More about Car Classes* link to make a decision. Also, you may want to add graphics and a description where users are asked to select the car. Another option is to remove the car class section from the *Create a Car Rental Reservation* form and present it in the subsequent pages. For example, the workflow can be: Enter reservation information->Select the car->Review reservation details->Enter personal information->Confirmation number.

ID	Severity	ROI	Description	Recommendation
H-05	B	CH	**Continuing to the next step** Two participants did not understand how to move to the next step from the car rental form. They thought the search button was to choose a car rental class.	Rename the search button *Continue* or *Next*. Move the button to the bottom of the form.
H-06	P		***Select a Vehicle Class* window** Participants used the *More about Car Classes* link frequently. They used the pictures on the *Select a Vehicle Class* window to help them determine which car to select. The pictures were particularly helpful in determining the size of the car.	
H-07	B	CH	**Modify an existing reservation** Five participants had trouble finding the *Modifying an Existing Reservation* link. The link is at the bottom of the *Create a Car Rental Reservation* form. Participants were expecting a modify or change button/link to be next to the *Create a Car Rental Reservation* title at the top. Two participants thought about clicking login to retrieve their reservation information. Many online shopping sites require users to login to track their order.	Move the *Modifying an Existing Reservation* link to the top of the form. Rename the link: View, Modify, or Cancel.
H-08	B	CH	**Cancel an existing reservation** When canceling a reservation, participants clicked *Modifying an Existing Reservation* but were not sure that they could cancel using this link. Participants were expecting to see the word cancel.	Rename the link: View, Modify, or Cancel.

ID	Severity	ROI	Description	Recommendation
H-09	B	CM	**Find an airport location** 5 out of 8 participants used the *Airport* link or selected *Show airport locations only* and had very little or no difficulty reserving a car from the airport. The three participants that did not use the airport link or did not select *Show airport locations only*, had difficulty determining which locations were airports on the subsequent pages. The location information does not always include the word airport in the location title and very few users noticed the airport icon next to the location. One participant scrolled through the list of locations including the airport and said, "I don't see the airport." Another participant actually selected *Show airport locations only* and was unsure that the location displayed on the next page was in fact an airport.	Always use the word airport as part of the location information; for example, instead of SFO AP, use SFO Airport or San Francisco (SFO) Airport.
H-10	T	RM	**Your Sections – Vehicle Class** When participants entered a vehicle class on the *Create a Car Rental Reservation* form, the vehicle class that they selected does not display in the *Your Selections* pane. However, it does display on the right with the *Pick a Location* information, which led to confusion. Participants knew they selected a vehicle class on the *Create a Car Rental Reservation* and did not understand why *Your selections* displayed: (not yet chosen). Participants were concerned that they did not reserve the car.	If a user selects a car, retain the data and display it consistently.
H-11	C	EH	**Select a location** When participants were looking for a location closest to their home, multiple locations displayed. None of the participants knew which location was the closest. One participant said she would have to go to Mapquest.com to check the distance from each location to her home.	• The Enterprise web site offers distance information when users click *Change* next to location. Use this model for all location pages. • Include a link to a map

ID	Severity	ROI	Description	Recommendation
H-12	I	EL	**Allow users to select a vehicle** Participants liked the picture of the car so that they can see what type of vehicle they were renting. However, three participants wanted to select the actual car from a list, for example, a Mustang convertible or a Range Rover.	
H-13	B	RH	**Too much information on the screen** All participants took a while to scan the *Location Details* page. Three participants noted that there was a lot to read, "The screen is overwhelming; I don't know where to look." Two participants said that initially, they did not see the *Your Selections* on the left.	▪ Use mixed case for all text. Words that are in all caps can be overwhelming and difficult to read. ▪ Because some participants initially skipped-over the *Your selections* pane, move the pricing details closer to *Your selections*. In addition, move the reservation information to the right; participants tended to focus attention in the direction they were moving. In this case, the *Continue* button constantly brings the eye to the right. ▪ Participants were overwhelmed with the amount of information on the screen, use links instead of displaying the information on the page. ▪ Review the purpose of this page. Participants were using it as a confirmation page to check location, dates, and price. Consider removing it from the flow. For example, your flow can be: Enter reservation information->Review reservation details->Enter personal information->Confirmation number.

ID	Severity	ROI	Description	Recommendation
H-14	C	CH	**Daily vs. Weekly rates** Two participants were confused about the daily vs. weekly rates. When these participants selected a 5-day period, they were charged a weekly rate. The participants wanted to know why they were not charged the daily rate. In addition, they were wondering if the weekly rate was cheaper than the daily rate or if they were being forced to pay a higher price because they are renting the car for a long time.	Include an explanation for the weekly rate. The weekly rate is cheaper than the daily rate; emphasize this discount. For example, put an asterisk next to it and include an explanation at the bottom.
H-15	C	RM	**Show all vehicles link** The participants that wanted to select a specific car expected the *Show All Vehicles* to display a list of specific cars in the selected class.	The Enterprise web site uses a clear label for viewing other vehicle classes. To meet user expectations, use the *Vehicles Detail* page as your model to view other vehicle classes.
H-16	B	RH	**Reduce your time at the rental counter** More than half the participants selected the *Reduce your time at the rental counter* link. However, participants, initially, did not realize that the screen scrolled down. One participant entered information incorrectly in the *Reduce your time at the rental counter* section; he clicked continue; and the error was displayed at the top of the page. It is not obvious that there is any information below the *Continue* button and therefore, he could not figure out the problem. He was unable to proceed until the moderator told him to scroll. He explained to the moderator that he expected the link to go to a new page.	▪ The R*educe your time at the rental counter* link should open a new window or continue to the next page. ▪ Another option is to change the location of the error message. The error message should be right above the fields for reducing your time at the rental counter.

ID	Severity	ROI	Description	Recommendation
H-17	C	RH	**Too much information on the screen** All participants took a while to scan the verification page. Three participants noted that there was a lot to read.	▪ Use mixed case for all text. Words that are in all caps can be overwhelming and difficult to read. ▪ Because some participants initially skipped-over the *Your selections* pane, move the pricing details closer to *Your selections*. In addition, move the reservation information to the right; participants tended to focus attention in the direction they were moving. In this case, the *Continue* button constantly brings the eye to the right. ▪ Participants were overwhelmed with the amount of information on the screen, use links instead of displaying the information on the page.
H-18	P		**Your selection page** All participants were able to use the *Your Selections* pane to modify their reservation.	

ID	Severity	ROI	Description	Recommendation
H-19	B	EH	**Show nearest locations link** When participants were trying to find a location that was open on a specific day, they used the *Show nearest locations* link. The participants expected the list to show nearest locations to the city/town they had originally entered. However, the site displays locations closest to the branch originally selected. For example, if a participant entered Budd Lake, NJ as the location, two Enterprise locations displayed - Montville and Hackettstown. If the participant selected Hackettstown, and then decided he wanted to use a different location, he clicked *Show nearest locations*. The nearest locations page displayed the nearest locations to Hackettstown and not Budd Lake. Participants expected the list to display nearest locations to Budd Lake. In addition, if participants clicked locations (to see which ones were open for a specific date) they lost track of the original locations.	*Show nearest locations* should display a list of locations that are closest to the city, town, or airport that the user entered.
H-20	A	RH	**Navigation buttons** The participants modified their reservations throughout the test. For example, the moderator asked the participants to change the dates/times and vehicle class. Participants were supposed to click *Continue* after changing the dates and time before they could make any other changes. However, three participants did not click *Continue*. Participants thought that the *Continue* would bring them to the next step, but they were not ready to move to the next step; they still needed to change the vehicle class. They clicked change next to the vehicle class and changed the vehicle. When reviewing their reservation details, the participants did not understand why the incorrect dates displayed.	Apply Changes and Continue buttons are used inconsistently throughout the site, which leads to confusion. Use consistent buttons for navigating forward and consistent buttons for making changes. For example, use *Apply Changes* for changes and *Continue* for moving to the next step.

ID	Severity	ROI	Description	Recommendation
H-21	C	RH	**Promotion for various countries** Two participants assumed that the promotion displayed on the homepage applied to all countries. It is not clear that the promotion applied to the United States only.	Create a promotions section on the home page where various promotions display and include links for more information or additional specials.
H-22	A	RH	**Find the promotion** All participants had trouble finding the promotion. Participants commented that the promotions were not in view; they were not in their primary working area. Participants were also expecting to enter their information and to be prompted with the appropriate promotions.	▪ Use vibrant colors to grab the user's attention. ▪ Promote on subsequent pages. ▪ Make it obvious that a promotion is being applied; for example, do the following: 39.99 per day **Now 26.20 per day!** ▪ Include a Specials link or button the on the reservation form (in the primary working area).
H-23	A	EH	**Re-entering information** All participants entered their rental information in the *Create a Car Rental Reservation* form before they noticed the promotion. The participants who noticed the promotion, clicked *Book Now* and were prompted to reenter all the information again. Participants found this very frustrating, "I got to do this again?"; "I'm really annoyed I have to enter all this stuff again."	Retain the information that the user enters.

ID	Severity	ROI	Description	Recommendation
H-24	A	EH	**Booking with the special** When participants clicked Book Now, they were not sure if they were getting the special. There is no clear indicator on the page. Participants entered the vehicle class and some vehicle classes did not qualify for the promotion. Two users found this frustrating. One user was not able to determine which car is applicable to the special and said, "I am so frustrated; I would go to another car rental company." Another user suggested filtering the vehicle class drop down menu to include qualifying vehicles only.	▪ Include a heading on the reservation form that lets the user know that the form they are filling out applies to the special. ▪ The form should restrict users from selecting information that does not coincide with the rules of the promotion. ▪ The US site applies specials automatically even if you do not select the promotion on the homepage. However, the UK site does not. The Enterprise web site needs to work consistently from country to country. The UK site should follow the US model.
H-25	B	CH	**Automatic vs. manual** Two participants did not notice the automatic vs. manual radio buttons on the UK site. They assumed that all cars were automatic.	Include a heading for options so that users do not miss the automatic and manual options.
H-26	B	RH	**Re-entering information** When participants entered information in the US site and realized they needed to switch to the UK site, they had to reenter all the reservation information.	Retain the information that the user enters.
H-27	C	CM	**Country links** After selecting the promotion in the UK site, participants wanted to get back to the US site. The *US* link at the top of the form did not display. Participants clicked the enterprise logo, and *Home* from the Rent a car drop down and were not able to get back to the US site. After hunting for a while, participants either closed the browser window to "reset" the site or found the *Main Home Page* link.	Always display links for all the countries.

ID	Severity	ROI	Description	Recommendation
H-28	I	RH	**Currency converter** When the participants were renting a car from the UK site, they indicated that they did not know how much the car cost because the rates were not in dollars. One participant suggested a currency converter.	
H-29	A	EH	**Back button error** All participants used the *Back* button throughout the site and received the back button error. One participant did not read the whole error message and did not realize that the Back button was the problem.	▪ Provide a way for users to navigate throughout your site without relying on the browser back button. For example, you can use Continue and Previous as your navigation. ▪ Keep error messages short and concise. Users do not like to read and if there is too much text, they will skip right over the important details. For example: **Back Button Error** We are unable to complete your request because of a Back button error. Do not use the browser Back button to navigate through this site. We apologize for any inconvenience.
H-30	C	CH	**Time-out error** In some instances, participants received the time-out error and felt that they did not have enough time to make appropriate decisions.	Sites that contain or gather sensitive information time-out after a certain period of time. The Enterprise web site does not include sensitive information. Consider lengthening the time that the site is available before it times out.

ID	Severity	ROI	Description	Recommendation
H-31	B	CH	**After hours return service** More than half the participants received the *After-Hours Return Service* message; However, there were no instructions on how to return the car after hours. The participants felt uncomfortable reserving the car without knowing the after hours policies. Some participants reviewed the branch details. The branch details were also missing the after hours information.	Include the after hours information or prevent users from selecting a time when the branch is closed.
H-32	A	RH	**Booking limitations error** One participant was under the age limit for a luxury car. However, she did not realize that she was under the limit until she reviewed the confirmation screen. She clicked *Book Now* anyway and received a confirmation number. She was shocked that the site allowed her to book even though she was clearly under the limit. She expressed that she would be upset if she got to the rental counter and they told her that she could not rent the car.	▪ Do not allow ineligible users to book a car reservation. ▪ Be sure to stop users from booking as soon as they enter ineligible information.

Usability Evaluation – Enterprise.com

Table of Contents

Usability Testing Methodology

- Conducted four 30 minute, one-on-one sessions.
- Participants were pre-screened to meet specific criteria:
    - o Must use internet on a regular basis (subjective self-assessment)
    - o Must have experience renting a vehicle for work or personal use
    - o Mix of ages, ethnicity and education levels
- Participants were run through three distinct scenarios, designed to "get them in character", and produce situations that will test the client's key design priorities.
- Testing took place in a conference room within our offices, on a Windows XP SP2 computer with IE 7.0 and Firefox 1.5 available.
- No recording software/equipment was used in this test, due to time/cost constraints.

Results Summary

 Scenario 1:

Description:

"You need to reserve a minivan for a group day trip next Thursday to a company facility a few hours away. You are planning to leave first thing in the morning (7am), pick up your coworkers at the office, and all ride together to a location 2 hours away, with plans to return by early evening (5pm). Since you are so far from the airport, you decide to try Enterprise Rent-A-Car because you have seen that they have locations throughout the city, and that might be more convenient."

Key Evaluation Points:

- Test overall reservation process
- Observe error/alert reactions
    - May run up against location hours issues
    - May see vehicle availability problems

Observations/Results:

- Users liked that they could start reserving a car on the home page:
    - All participants were immediately able to initiate their reservation.
    - One user commented that the pickup/drop-off time drop-downs were "a little confusing", given their length and the need to scroll.
    - One user commented that he liked that he could easily "tab" from field to field in the form.
- Some users ran into issues when trying to select a location to rent from:
    - One user entered "Chesterfield, VA", a suburb of Richmond, VA, and was told that a location could not be found. She was able to enter her zipcode and see a list of locations without difficulty.
    - Users expressed interest in seeing all of the nearby locations on a map – some of the addresses didn't give a clear idea of where exactly the location was.
    - One user tried to schedule the pickup for 7pm, and clicked on several locations before discovering that only airport locations were open at this time.
    - One user clicked on the "view nearest locations" link at the top of the location information page, expecting to go back to the list of locations. Instead, the list of stores was newly generated; centered on the location originally viewed.
    - No link on the location detail page to get back to the list.
- Vehicle selection was clear and easy for all participants:
    - All participants were able to choose their minivan from the list without any problems.
    - Users liked that rates were clearly labeled.

- o One user did comment that he "selected minivan on the homepage – why didn't it remember what I wanted?"
- The final screen prior to booking has a lot of information, but users didn't read most of it:
    - o Most admitted that they just scanned the page for important details (final cost, location, date).
    - o One user (who made the reservation through the airport location) was disappointed that the page didn't give more detail on how to get to the location, where to park her car, where in the airport complex the office is located, etc.
    - o Some users noticed that cost data was not presenting properly ("$" above the price). This may have been a Firefox issue.
- Confirmation page scored well with users:
    - o Users described the page as "clean", with easy to see info.
    - o Printable confirmation page was also a plus.
    - o One user indicated that he would have liked to have a map with directions, a wider view, or multiple views.
    - o One user got "stuck" on the printable page – she couldn't find a link on the page to go back to the Enterprise site.
- Cancellation was accomplished by all users without issue:
    - o Link from the E-mail confirmation was easy to follow.
    - o One click cancellation was considered a great feature.

<u>Scenario 2:</u>

Description:

"You are heading out of town this weekend, and heard from a friend that Enterprise Rent-A-Car has a 50% off deal for weekend rentals, so you decide to check them out. You are traveling with 2 others, so space for 3 is one concern. You are also planning to head out on Friday evening, and be back in town by Sunday night (~8pm)."

Key Evaluation Points:

- Test promotional reservation process
- Test alert/error recovery related to promotion rules/restrictions (scenario will result in an error, since the user will be trying to schedule through Sunday evening, but the promo requires a rental from Friday to Monday)

Observations/Results:

- All users were able to locate the promotional link on the homepage without prompting.
- Users were a little confused by the promotion page:
  - One user clicked on the "Terms and Conditions" link, and was confused when the page didn't change (the link goes to the paragraph at the bottom of the page).
  - Another user didn't understand why he had to choose the promo reservation link vs. the "book at everyday low rates" link.
- Users had different reactions when they encountered the staged error with trying to schedule the rental through Sunday evening:
  - One user opened a new window and price the regular rate through Sunday vs. the promo rate through Monday. Upon seeing that the promo rate was lower, even with the extra day, he indicated that he would still use the promo.
  - The rest abandoned the promo, and continued with the normal reservation. This resulted in some frustration for all – 2 users said that if the promo didn't work out they would likely go to a travel site to compare rates from other companies.

Scenario 3:

Description:

"You are planning a trip to visit friends in Australia, and will need a car while there. You plan to arrive on November 5th at around 11am local time in Sydney, and will be staying in the country until November 19th, when you will be flying out at 4:15pm. It will just be you, your spouse/significant other, and your luggage, and you are on a pretty tight budget (those plane tickets are expensive!). You have used Enterprise Rent-A-Car in the past and had a good experience, so you decide to give them a try first."

Key Evaluation Points:

- Test alert/error recovery related to attempting to make a reservation for an area where Enterprise does not currently do business

Observations/Results:

- This one was easy – all users were able to figure out within a few minutes that Enterprise did not have locations in Australia:
  - 3 of the four entered some variation of "Sydney, AU", and were able to quickly ascertain that Australia was not in the list of covered countries.
  - One user Googled the airport code for Sydney before trying to enter it, but came to the same conclusion.

Findings & Recommendations

All users agreed at the end of their sessions that the reservation process met or exceeded their expectations on ease of use, time required to complete tasks, and presentation of information.

Reservation Process Findings:

- In the reservation process, users liked:
    - Clean look and feel
    - Vehicle selection process (use of images)
    - Clear rate structure/presentation
    - Clear confirmation page
    - Very easy edit/cancellation options
- Opportunity areas within the reservation process include:
    - Potentially enhancing location information and selection
        - Consider increasing location lookup functionality to include cities/states near locations (default zips for these cities?)
        - Consider messaging on the location list page to flag locations where the reservation will not work (due to hours, availability, etc)
        - Consider offering a graphical/map-based presentation of nearby locations, with location details linked to a key at the bottom of the page
    - Potentially enhancing navigation elements:
        - Make it easier to go forward and backward through the process
        - Consider putting some peripheral information (location details, terms & conditions) in a new window, to preserve reservation process flow
    - Consider enhancing location-specific information
        - Provide detailed/dynamic maps and directions
        - For airport locations, consider providing parking/access information and fees for reference

Promotion Test Findings:

- In the promotion scenario, users liked that the promotional offer was easy to find (right on the homepage)
- Opportunity areas within the promotional offerings include:
    - Better integration with reservation process or messaging – if you have to choose a path to only redeem the promotion, then default to requirements to pickup/drop-off days
    - Error/Alert recovery opportunities include:
        - Recommend changes that will result in a successful reservation, and show a quote based on those changes
        - Show non-promo price for requested rental, as an option

Other Findings:

- Error recovery for attempted reservations in areas not served by Enterprise was successful
- Users were also asked how they would normally make a rental car reservation before and after the session:
    o All indicated that they usually go through a corporate travel coordinator for work travel, and use online travel sites (Expedia, Travelocity (2), AAA, or Priceline) for personal travel
    o After the session, 2 indicated that they would consider using the Enterprise site for personal car rentals in the future

Usability Study Addendum

Enterprise.com

Method

- Conducted four 30 minute, one-on-one sessions.
- Participants were pre-screened to meet specific criteria:
  - Must use internet on a regular basis (subjective self-assessment)
  - Must have experience renting a vehicle for work or personal use
  - Mix of ages and education levels
- Participants were run through three distinct scenarios, designed to "get them in character", and produce situations that will test the client's key design priorities.
- Testing took place in a conference room within our offices, on a Windows XP SP2 computer with IE 7.0 and Firefox 1.5 available.
- No recording software/equipment was used in this test, due to time/cost constraints.

Resources used for the evaluation (person hours).

9/20 – 2 hours developing scenarios and recruiting for testing
9/21 – 4 hours for setup and conducting testing
9/25 – 2 hours compiling results
9/27 – 2 hours assembling workshop deliverables

Total – 10 Hours

Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.

This test was representative of our methodology, but differed from our normal testing in a few key ways, due to time/resource constraints:

- We typically recruit 6-8 participants through professional recruiters, but only used 4 internally recruited participants for this test

- We also typically contract with an offsite lab facility with AV and software recording equipment

- Our analysis and presentation is usually aided by reviewing the recordings and incorporating them into the presentation. This is by far the most time-consuming aspect of our studies.

- Our reports are also usually done in PowerPoint, with graphic elements supplementing the findings.

Comments on the Website.

ID	Severity	ROI	Description	Recommendation
J-01	P		Site had good aesthetic appeal to all users	
J-02	P		Very easy edit/cancellation options	
J-03	C	CL	Some city/state combinations result in an unsuccessful location search	Add all US cities/zips to database, and return locations closest to entered city
J-04	A	RM	Locations are shown in the process that can not accommodate the requested reservation (availability, hours)	Add messaging to the locations list to indicate that the location cannot fulfill a specific request, based on pickup time or vehicle type.
J-05	B	RM	Locations within a city/metro area are shown in a list, but the address and distance aren't always enough to determine the best location	Add a map page for cities/metros that will flag all locations, and link to details for each
J-06	B	CM	Users had trouble navigating back in the process at some points	Incorporate standard navigation elements (next page/previous page, etc) within the reservation process.

J-07	C	CL	Some peripheral content was difficult to access without taking unwanted steps (location hours/directions) or was linked within the page	Provide peripheral content (disclaimers, store info, etc) in new windows or elements on the page to preserve the user's primary objective momentum
J-08	A	RM	Locations in difficult areas to locate or in logistically challenging locations (airports) do not provide enough detail on how to get there or how to coordinate parking, etc.	Provide more robust mapping/directions for each location, along with location-specific details on where the location is and where to park (if in an airport)
J-09	A	EH	Promotions often include restrictions, but reservation requests can be made that do not comply with those restrictions, causing confusion/frustration	Restrict reservation options to those allowed by the promotion, or enhance the alert screen for invalid requests to show examples of valid variations of the current request along with non-promo pricing for the requested dates.
J-10	P		Promotion information was easy to locate	
J-11	P		Vehicle type selection process was easy to use, with images for each type.	
J-12	B		On final screen of reservation process, dollar signs showed above the price, confusing some users.	
J-13	P		Rates for different vehicle types were clearly displayed, and easy to understand.	
J-14	P		Error recovery from trying to make a reservation in a country where Enterprise does not have locations was easy and clear	

Reserving Cars on Enterprise.com

Team K

Executive Summary

Finding problems on a web site is not difficult, even for users. We found no problems on Enterprise.com that could not be found on most – if not all – rental web sites.

All users indicated either directly or implicitly (by not stating the negative) that Enterprise.com was a serviceable site that they would use again. This doesn't always happen by any means. Users are sparing with their approval in general – they seem to think that indicating any sort of approval for the site – such as NOT saying that they wouldn't come back – should be sufficient. In other words, the users we sampled found Enterprise.com an acceptable site that they had no real objection to.

The majority of the problems we found had to do with the complexity (for Enterprise) of something that should be simple (for the customer). At many decision points, the information the customer needed to make the right decision was not readily visible – in some cases difficult to locate – although it was on the site, and findable.

Enterprise.com (like other rental sites) would like to streamline and simplify the rental process, but every customer knows (or soon discovers) that the deal is really about not only a car they are getting sight unseen, but also – to go with it - a contract that has to be signed and marked in three to nine different places, each with money consequences.

Customers know that there is a wealth of detail (and potential cost) behind each mark they make – and they want easy access to it. The main issues we saw on the site revolved around providing that access at the right moment for the user.

Recommendations:
The first priority in improving customers' experience with Enterprise is to ensure that all aspects of the experience are working at least at baseline level. To do that, we recommend that Enterprise employees:
- Fix the bugs (there is a table of bugs). We assume that you have already determined the value of the site working correctly.
- Provide better hotline numbers and support generally for web reservations. (Dedicated numbers not only on the site but throughout your organization). The single hotline enquiry generated by this study was handled in an off-putting manner indicating that some Enterprise employees consider web customers somebody else's problem.

To make Enterprise.com decidedly better than its peers, we recommend that Enterprise.com employees:
- Rework the page design around each point where the customer makes a decision so that all necessary information is available without the customer losing position (see Information accessibility table). Problem example: The user who wanted to rent a car at an airport in Mexico. If she hasn't already determined that there isn't an office in Mexico, she needs to learn that at that moment.
- Rework the stages of the decision so that all options available at each point are visible (see Decision flow table). Problem example: The user who wanted a rental car brought to him – just like you do in the ads. He couldn't figure out where to start.

We have provided a list of problems and observations which illustrate these issues and which might serve as a starting point for a design upgrade.

Users and Experts

This is an unusual study, augmenting an expert review with a brief remote usability test series of ten users. ("Instructions to Users" in Appendix A shows how the test was run). With any report of this type, it makes sense for the reader to ask, "How good is this data? Why should I trust it, and the recommendations based on it?"

The standard expert review relies for its authority on the capability and experience of the reviewers who carry it out (in this case, there were three expert reviewers who each conducted his/her own review separately). However, the scope (and validity for users) of problems they find is limited by the difficulty of simultaneously scanning for violations of usability principles and, at the same time, maintaining the point of view of a customer/user. Rather than simply attempting to perform this mental balancing act ourselves, we asked users to "try out" the parts of enterprise.com under study and report back.

Specific benefits of the user responses are evident from the content of their responses, which you can see in the tables that are included in this document:
- Many more paths and options were examined than Team K would have been able to cover. This resulted in the discovery of a number of unique problem areas.
- Problems were identified and described by users who are intent on making reservations rather than finding problems. For this reason, users give a better reading on which issues present genuine obstacles and tend to ignore textbook problems which, albeit real, don't get in their way. This helps us ground our evaluation of the importance of one problem against another to actually serving the customer.

Finally, enlisting ten users allows us to say something that no expert reviewer is able to say, that ten users tried our site and, even though they found problems, all ten found it serviceable, were able to complete their tasks, and would continue to use www.enterprise.com.

All of the users who participated in our study fit Enterprise's desired user profile. Because the company was targeting a fairly broad demographic segment, it was easy for us to recruit from our friends and family and find the appropriate type of user.

We solicited a mix of usability specialists and non-usability specialists so that we could capitalize on the expertise those usability specialists would bring to the table while also using the real-world knowledge and experience of people who just want to rent cars. This mix also allowed us to investigate whether the kinds of results gleaned from usability specialists (ourselves included) actually provided greater detail or value than that from non-usability specialists who are in Enterprise's target audience.

Because our method of user recruitment involved self-selection on the users' part, we could not guarantee that we recruited non-US customers. We did not solicit the involvement of anyone living outside the United States, though our user base did include people interested

in and experienced with traveling abroad. Additionally, one of the authors of this report who performed one of our expert evaluations was born and raised in Italy.

Table B1 in the Appendix gives the screening information for the users, as well as some characterizing quotes.
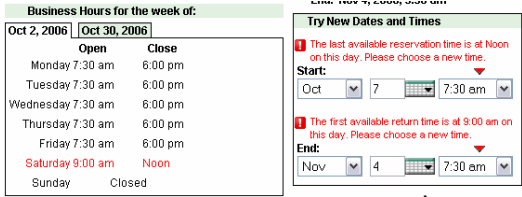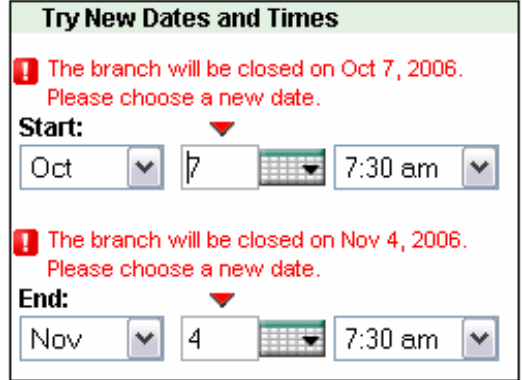
Detailed Observations/Recommendations

We have divided our recommendations into categories, since they are best understood as representative samples of classes of problems with similar means of treatment and similar levels of importance in a business sense. Because there are many comments, we have devised a system that we hope will help you understand the document and prioritize your design decisions effectively:

- Within the categories, we have indicated those issues which we feel are critical by preceding the heading with asterisks and enlarging the font size for that row; when deciding in which order to address these issues, we recommend that you attack those issues first.
- When multiple users mentioned the same issue, the heading for that issue is highlighted. Often, multiple mentions indicated to us that the issue was a priority, but not in every case.
- Comments from non-usability specialists are called out by headings in *italics*. All others came from usability specialist reviews. We don't think you should make a distinction when deciding which issues to address, but in some cases it's interesting to note what people in your user demographic, without design expertise, noticed and commented on.
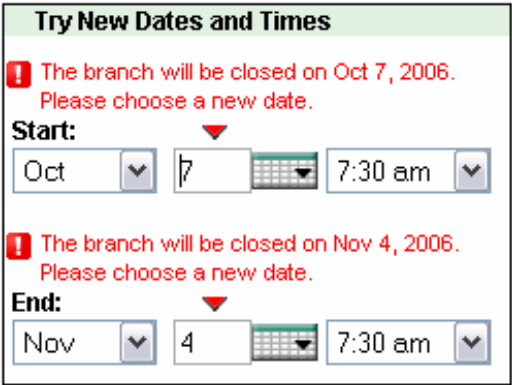
Don't Break This: These observations represent parts of your site which are working well. Be careful not to break them if and when you fix other problems or upgrade the design (we've indicated that they're high-priority to remind you):
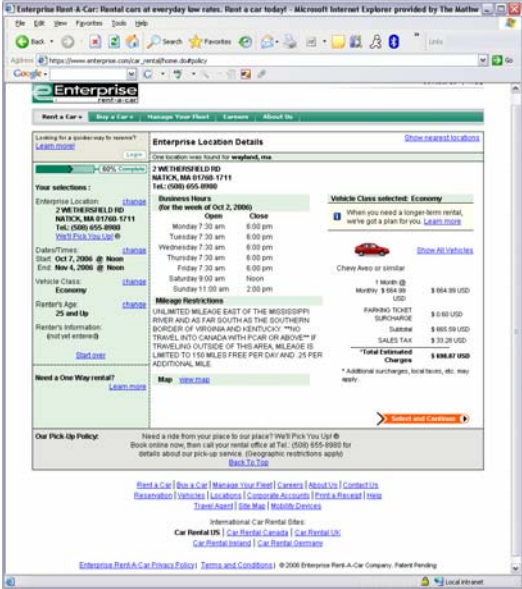
Positive Finding	Url
***When to Enter Address Data** I like that they give me an option to enter address info now or at the rental counter – allowing me to make either the web part of the pick up part faster.	
**Selection of the location I like the menu for selecting an airport by city or by airport name. Also the top alphabetical menu to filter the city I am searching allows me to retrieve my search very efficiently.	
**Selection of the location I loved the "we will pick you up" option near the rental location. After reviewing the available location I would realize that the location is really not good and I would rather be picked up.	
**Manage reservations	
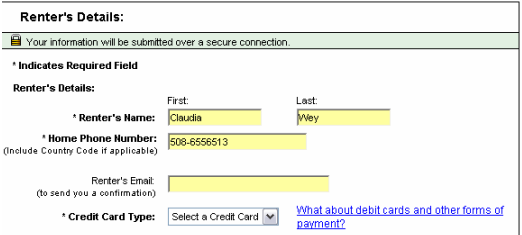
I love the way I can easily cancel or edit my reservation, both following the link in the confirmation e-mail and selecting the link "Modify an Existing Reservation".	
Searching by Zip Code In more searching in the site, I came across this area of the site, which DOES let one search by zip code.	http://www.enterprise.com/car_rental/worldLocationSearch.do
Selection of date and time: Pick-up and Drop-off Times It is great that when I try to change the pick-up and drop-off times it tells me what the office hours are!	
Selection of date and time It is great that when I try to schedule a pick-up out of the office hour the site clearly advises me of the error. Business Hours for the week of: Oct 2, 2006 | Oct 30, 2006 Open Close Monday 7:30 am 6:00 pm Tuesday 7:30 am 6:00 pm Wednesday 7:30 am 6:00 pm Thursday 7:30 am 6:00 pm Friday 7:30 am 6:00 pm Saturday 9:00 am Noon Sunday Closed End: Nov 4, 2006, 5:30 am **Try New Dates and Times** The last available reservation time is at Noon on this day. Please choose a new time. Start: Oct 7 7:30 am The first available return time is at 9:00 am on this day. Please choose a new time. End: Nov 4 7:30 am	
Selection of date and time: Pick-Up Location Closed I have selected a pick-up and drop-off date when my pick-up location was closed. When I select the pick-up location, very clear feedback of my error was shown on the selected date, telling me what the problem was and suggesting what to do to correct it. That is great! **Try New Dates and Times** The branch will be closed on Oct 7, 2006. Please choose a new date. Start: Oct 7 7:30 am The branch will be closed on Nov 4, 2006. Please choose a new date. End: Nov 4 7:30 am	

Show Stoppers: These problems are critical because 1) they encourage users to leave the site, and 2) each was found by several of our small number of users We recommend that this set of usability issues be addressed first.

(Some of the problems that we categorized as bugs in a later table are also show stoppers.)

Problem	Reason it was a problem	Possible solution
Selection of date and time: Changing Times Without Notification I have selected a pick-up and drop-off date when my pick-up location was closed. When I select the pick up location very clear feedback of my error was shown on the selected date, telling me what the problem was and suggesting what to do to correct it. *Try New Dates and Times* ⚠ The branch will be closed on Oct 7, 2006. Please choose a new date. **Start: Oct ▾ │ 7 │ ▦ │ 7:30 am ▾ ⚠ The branch will be closed on Nov 4, 2006. Please choose a new date. **End:** Nov ▾ │ 4 │ ▦ │ 7:30 am ▾	The only problem is that the system has now changed my drop-off and pick up time without advising me of the change. I may change my date without realizing that the time is not the one that I originally entered.	Add a message or a graphical affordance that warns me that the pick-up and drop-off time are changed Or: Preserve the date I have entered.
Selection of different drop-off location Let's assume that I want to schedule pick up in one location and the drop-off in a different location. How do I do that? The system forces me to have a drop-off schedule that is compatible with the business hours of my pick-up location.	This may force me to reserve the car by phone – in case that my drop-off time is not compatible with the pick-up location, but it is indeed compatible with the actual drop-off location.	Allow users to specify a drop-off location that is different from the pick-up location.
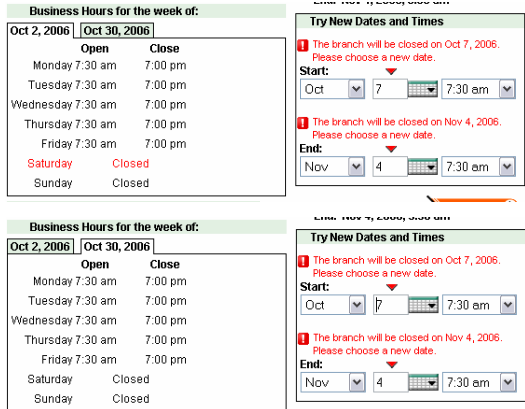
Selection of different drop-off location Couldn't find a way to select a drop-off location that was different from my pick-up location.	If I am a user that needs a drop-off location that is different to a pick-up location, I would look for this option in another car rental service.	Allow having a note field where the user can add additional needs as different drop off location. Add also something in the page like: "Have a special request (i.e. car seat or different drop off location)? Add them in the Special request section at the end of the reservation." Allow drop off location to be different from pick up location.
Selection of the location: Broken Link? If the entire window is visible when I click on "We will pick you" nothing happens. Initially I completely missed and I thought the link was broken. 	If I really needed to be picked up my only solution was to call the rental place and try to solve the problem.	The information about pick up should be more visible. It could appear in a pop-up window, or could appear in the area below the link I pressed.
**Vehicle selection: Number of Seats When I select a car I would like to know something about available seats. Let's assume we are a family of 5 on a small budget. Which car could I rent? The information on the seating is available only	I couldn't find a way around this problem. I would need to call on the phone to straighten out my doubts.	Add seating information when listing car details.

in few cars when reading the details.		
**Vehicle selection: Trunk Capacity Even on details page for car classes, no indication of car's seating or trunk capacity	Helps to know because user may be renting car for something like driving others around or buying furniture.	Indicate seating and trunk capacity.
Vehicle selection: Confusing Notification I get a sold-out message even if I try to rent a vehicle-type in a location where this vehicle type is never available. The system suggested me to try new dates. 	I get the sold-out message for every date I tried (even 1 year from now) that make me guess that the real reason is: "vehicle–type not available at the selected location". This guess required lots of unsuccessful and frustrating attempts and may lead me to try using a different rental service.	If the problem is "Car not available in this location" state this clearly in the message.
Renter's Details Not Verified In the page where I am asked to enter renter's information there is no verification (asking me to enter twice) of my home phone number or e-mail address. I may enter inadvertently wrong data and I wouldn't get any confirmation of my rental reservation. 	If user may type the wrong e-mail address and complete the reservation expecting a confirmation e-mail. He will be very confused when not receiving a confirmation e-mails and miss important information.	Crucial information as phone number and/or e-mail address should be entered twice to verify its validity. User may rely on the confirmation e-mail that contains exact dates and hours of the reservation.

**Cancelled reservation not reported In addition to the form I filled out perhaps you should know the following: I did cancel the reservation promptly after I completed the form. I then got an e-mail from Enterprise confirming my cancellation. A few hours later I received another e-mail confirming that reservation. I replied to their "confirmation" e-mail stating that I wanted to cancel it. They replied with a web site address which asked for password, etc., etc. I think this process was totally unnecessary and quite an inconvenience so I did not bother to try to figure it out.	I wanted to be sure this reservation was cancelled so I called the phone # for Enterprise at JFK (where I reserved the car). They were most unhelpful & referred me to an 800 number which was also most unhelpful. I can only assume this will not be charged to me as the web site only asked what kind of credit card I would be using (Visa) but did not ask for the credit card number.	Provide a valid and useful phone number on email correspondence where users can get help with issues not easily solved via email or web.
**Cancelled reservation not reported I made a reservation, then cancelled it, then tried to look it up again and I found it. It was not obvious to me whether or not it was cancelled or still active. I saw a summary of all my reservation details with no other info and no clear way to change it.	Unclear info, not sure if the action I asked for was completed or not. Reservation number "FVJTRC ."	Clearly state in display of a reservation what its status is and how to change that status.
Special needs: No Way to Reserve Car Seat If I have to travel with a baby I would need to call to add a car seat to my reservation. Other rental services allow reserving a car seat as well.	I once switched to a different car rental service simply because the one I was visiting didn't allow me to reserve a car-seat.	Allow having a note field where the user can add additional needs as car rental reservation. Add also something in the page like: "Have a special request (i.e. car seat or DVD player)? Add them in the Special request section at the end of the reservation." Add a car seat reservation.

Poor Functional Design: Areas in which the site appears to be functioning as designed, but not working properly for the customers. Because these issues may be perceived as bugs by users, we recommend that they be addressed to reiterate that the site and the brand are of high quality.

Problem	Reason this is a problem	Solution or alternative
Corporate accounts was accessed by an "Apply Now" link off Rent a Car menu (instead of "Rent Now") http://www.enterprise.com//car_rental/corporateclass Intro.do	I thought this would take me to enter a reservation screen for corporate accounts.	Make sure wording of link matches eventual page that it leads to, and that links (and subsequent pages) are available for common user needs, in language that is understandable to users.
Date Not Refreshed in Left Nav Panel When you change date (for example, if you've selected a pick up or drop off date when that branch is closed), it immediately changes in the calendar tool, but not in the left nav panel where your reservation is tallied. You have to hit "continue" for your changes to register there.	The app's out of synch, and so if I get distracted while making a reservation (if the phone rings, as it often does) I too easily lose track of what's going o n.	Include an "Apply" button that transfers users' data from calendar to reservation summary, so that they get visual confirmation of whether or not they have executed a command.
Selection of the location: Pick-Up/Drop-Off Time Couldn't filter location by pick-up/drop-off time.	If for example for me it was essential to start the rental on October 2nd and end on November 4th, I had to select a few rental places near my area before finding one that was opened on the day-time I needed.	Allow to filter the location by selected dates.
Entering End Dates Earlier Than Start Dates When picking start/end dates, if I have already selected a start date, start the calendar for the end date at that date (to prevent me from setting start date later than the end date). I managed to do this and got a red error.	When possible, prevent user from making mistakes.	This date/time must occur after the start date/time. Please correct the date or time.

Problem	Reason this is a problem	Solution or alternative
Selection of date and time: Rendering of Dates I select start and end dates that are closure dates for the pick-up. In the business hours window the system highlights in red the incompatibility with the start date, but it doesn't do the same for the end date – when I select the second tab Saturday appears in black fonts.		Also in the second tab show in red the text of the selected day.
No Credit Card Number Validation Entered "test" in all credit card screen data fields in browser window *and was allowed to proceed.*	Bad error-checking/field validation	Should validate one field at a time for errors.
Calendar pops up in bad location. (Noticed both by specialist and user) It should be right next to where I clicked. (Browser: Safari)	Just irritating.	Calendar should pop up as close to the button/link that calls it as possible, without obscuring relevant information.

Selection of Date and Time: Calendar Pops Up in Bad Location When opening the pop-up calendar from the editing date page it appears in a wrong position covered by the top toolbar – the days are not visible. 	The pop-up calendar tells me the date, but doesn't tell me the day of the week I am selecting. That seems to be essential information to consider, since the office hours change on different days. I had to open a separate calendar to see if the day I was renting (September 23rd) was a Saturday or a Sunday.	Keep all site calendars in synch so that users don't have to look in multiple places to find data that is relevant at that moment.
Selection of the location: Hard to Pan Having the map of the location is nice but it is pretty hard to navigate without pan functionality. 	I also would need driving directions from my current location to really understand how to get there. To locate the rental place, I had to use an external map site or call the place and ask for directions.	Provide pan functionalities In addition to the embedded map provide a link to the MapQuest defaulting the address to the rental location – here the user will have all the functionalities (i.e. pan and driving directions)
***Site times out too soon** The site "times out" sometimes when you use the back button. http://www.enterprise.com/car_rental/branchDetails.do	Show stopper; have to start the process all over again.	Increase amount of time before timing out I many users get distracted mid-task.
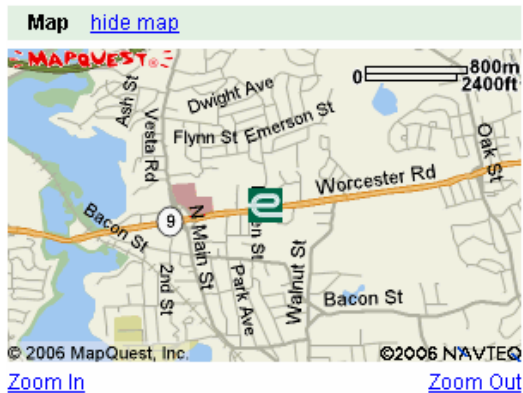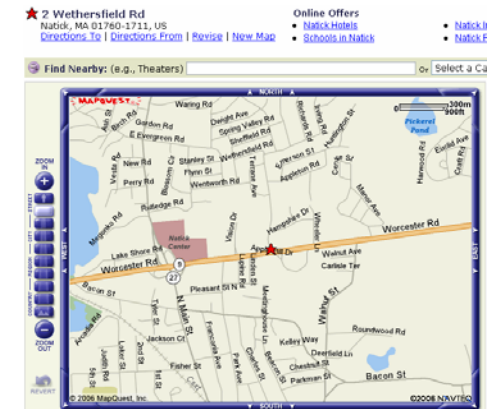
Special needs: International Drivers Licenses Assuming I live in Italy and I am renting a car from Boston airport. At the end of the rental the system was allowing me to enter my driver license information, but I could only select among US states.	I was uncertain if my license number would have been accepted.	I would clarify in the "Issued by State/Province" that this is "Only applicable to US residents."
Selection of date and time: Drop Down Off the Clock When I select start and end times that are not compatible with the selected location the system provides me the message, but the value that it displays in the drop-down menu is confusing. The message here tells me that the "last available reservation time is at Noon" and the time displays "7:30am", so I am not sure what is wrong here – 7:30am is before noon.	The message implies that I am trying to reserve a car after the closing, while the real problem is that I am trying to reserve the car before the opening! The message is misleading. The problem is that I have selected a time before the opening and the message should be: "the first available time is at 9:00"	If selecting a pick up time before the opening business hours the message should say something like: "The first available reservation time is …. Please choose a new time"

		When switching tabs the system should not reset user inputs
Selection of date and time: Rental Office Hours I selected times that are incompatible with the office hours of the selected location. I then correct start and end time to be 9:00am. , and then select the second tab to verify that my selection is compatible. When switching to the second tab the system resets my changes. 		
Search for Available dates I got into a state where I couldn't find any available dates for the Boston airport. I wasn't sure if this was true or if it was a bug. I kept trying a lot of different dates in October. http://www.enterprise.com/car_rental/ourApologies.do?selectLink=changeDateTime&transactionId=WebTransaction10	I couldn't find a car to rent *on the day I wanted*.	Suggest the next available date or show a day by day availability calendar (like booking a room at an inn).
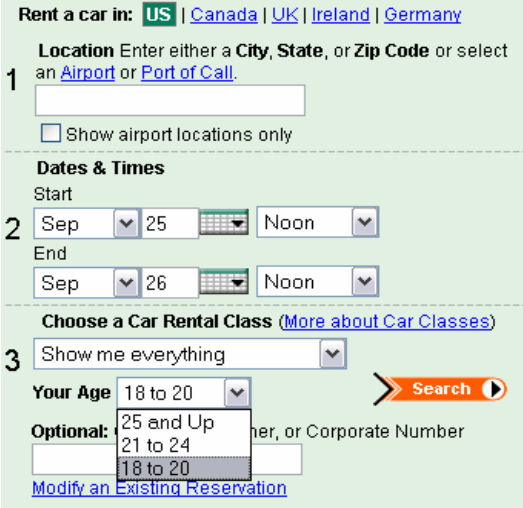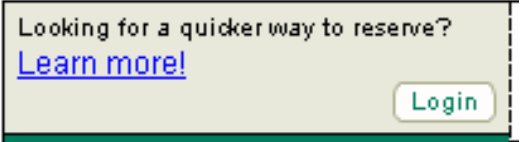
Accessibility of Information: These observations represent points when users needed information (which was on the site) but could neither see it nor reach it easily. Because the information was often available, these issues are not of the highest priority, though we have bolded the ones where information seemed not to be available. We recommend that they be fixed to differentiate Enterprise in terms of service excellence.

Problem	Reason this is a problem	Solution or alternative
***No Prices for Optional Protection** When on the final page before booking a car rental, the quote does not include the price for optional protections like damage waivers and supplemental insurance. There are links to explain what these are, but there isn't a feature that allows me to select one to see what it will cost. https://www.enterprise.com/car_rental/verify.do?transactionId=WebTransaction9	As a buyer, I want to know what my final charges will be before I rent the car online. I can't compare the total cost, including damage waivers and insurance, with other rental car companies if Enterprise does provide the cost information to me.	Allow the user to select one or more insurance products and provide the user with a new cost estimate.
Unclear information On the description of one of the cars I found: MILEAGE IS UNLIMTED WHEN VEHICLE REMAINS IN VIRGINIA, WASHINGTON DC, NORTH CAROLINA, KENTUCKY, MARYLAND TENNESSEE, OHIO, PENNSYLVANIA, NEW JERSEY, DELAWARE, SOUTH CAROLINA AND GEORGIA. IF TRAVELING OUTSIDE OF THESE STATES, MILEAGE IS CHARGED AT 150 MILES FREE PER DAY, AND .20 CENTS FOR EACH ADDITIONAL MILE.	How on earth do they know if I travel outside of these 12 states? Will they really enforce this? If I drive to Florida and back will they know?	Explain how Enterprise assesses where the car has been, even if it's just that "You'll be asked where you plan to drive the car when you pick it up."
***Car Descriptions Inadequate** How to tell the difference between Economy and Compact cars? On the site it looks like the only difference is the presence of AM/FM Stereo, but I find this hard to believe. (They are even the same price, but listed separately.)	Not providing enough info to help user make right decision.	Provide as much detail as possible to differentiate one class of cars from another.

** *"Hidden" Fees Not Explained* In the rate info: 4 Days @Daily $ 17.95 USD $ 71.80 USD VEHICLE LICENSE RECOVERY FEE $ 1.20 USD CUSTOMER FACILITY CHARGE $ 8.00 USD ETC. ETC. What are all these fees – "Vehicle License recovery fee", "customer facility charge", "Concession Recovery fee"? How do I find out what these fees are?	Unclear info for customers, additional "hidden" fees make me mad after they've shown me a low rate per day.	When listing fees, clearly indicate when there will be additional fees on top of those displayed and explain, perhaps via pop-up window, what these fees are and why they are assessed. Be as clear as possible about exactly how much the customer should expect to pay, and what variable affect that.
** *"Hidden" Fees Not Explained* – each gives a range, plus the ** note by the link I clicked to get to this page tells me the charges might be different based on the type of car I rent (how different? Minor difference? Order of magnitude different?) https://www.enterprise.com/car_rental/protectionpackages.do	Unclear info; doesn't support user's decision making. I always want to know the details of these costs when I rent a car and it's always impossible to get or trust until you show up at the counter	When listing fees, clearly indicate when there will be additional fees on top of those displayed and explain, perhaps via pop-up window, what these fees are and why they are assessed. Be as clear as possible about exactly how much the customer should expect to pay, and what variable affect that.
***Insufficient Information on Expresslane* Not enough info for me to decide whether to sign up for expresslane or not – I looked at the info page, but I couldn't tell what benefit I'd really get and didn't want to create username without knowing more. (The online form was pretty fast – not sure how much faster they can make it and that's what expresslane promises.) https://www.enterprise.com/car_rental/personalizationInfo.do?transactionId=WebTransaction27	Not enough info to help- users make decisions	Make sure that text explaining the Expresslane program clearly lists customer benefits and reasons for signing up. What's the difference being a member and not?

International Availability Not Part of Site Design Apparently, Enterprise is not available in Mexico. The first thing I tried was entering an airport code in Mexico and I got a list of 3 airports in the US that were not matches. http://www.enterprise.com/car_rental/home.do	I wanted to search for a rental car in Mexico. There was no warning that they don't serve the airport I chose, just a list of 3 unrelated airports. I had to look around to figure out that they seem to break the US, Canada, UK Ireland, and Germany into different search links. I assume countries not listed aren't served, but I'm not even sure.	The site could be aware of airport codes for airports they don't serve and give a nice explanation/warning when someone tries to search for a car at that airport.
Age Limits Poorly Handled I tried to rent a van declaring to be 18-21 years old and I got this message. The problem seems that could be solved by choosing a different rental location. Is that true? I didn't find a way to select a rental location that was allowing me to rent a car due to my declared age.	If the rental is never available for my declared age, why I even am able to select that age group in the first place? If the restriction applies only to not military that should be clarify in the drop down menu when I select the age group. This would definitely make me choose another rental service.	Since I am not clear on the general rental age-restrictions versus location age-restrictions I am not sure what to suggest. If I am never able to rent a car when I am 18-20 do not allow me to select this option. If the 18-20 option is available only for military personnel then in the drop down menu write "18 to 20 (only military personnel)" If there are actual locations where I can rent a car at 18 years old then list the locations here, allow me to filter somehow this locations. In general add more specific explanations for this limitation.
Age Limits Poorly Handled Site allows me to enter 18-20 as my age, but when I search, I get this "Our Apologies Many of our locations have age restrictions. For our underage customers Unfortunately, due to your age we will be unable to rent you a vehicle. Etc. etc. and then a segue to information for Military Personnel which seems wholly irrelevant.	Why even let an 18-20 try to search if this is true? Not preventing user error	Remove 18-20 form the age drop down; add a link with more info for 18-20 year old military personnel somewhere.

Login: Does Not Accelerate Reservation *Looking for a quicker way to reserve?* *Learn more!* *Login* The layout suggest that "Login" is related to speed up my reservation time, but if I press the button there is no "sign up" functionality in the login page. *Please Enter Your User Name and Password* *Back to Home Page* *Enter Your Login Information* *User Name:* *Password:* *Forgot your username and password?* *Remember me when I visit the enterprise.com rental site. What's this?* *(If you check this box you will not have to manually login next time you visit our site)* *Login*	If I don't have an account I wouldn't know how to set up one.	In the login dialog add a link to sign-up functionalities "don't have an account? – sign up now"
The User Isn't Always the Customer Assuming that I was renting the car for someone else I wasn't initially clear if that was at all possible. The site assumes that renters and drivers are the same person.	I then guessed that driver information can be provided at check-in time if different from renter's one *(but I wasn't sure).*	Add a note explaining that if driver is different from renter, driver information should be provided at check-in time. Allow to specify a driver name that is different from the renter name (may require to change data-base structure)
**User Can't Find Information About Car Pickup I thought enterprise was the car rental company who would come pick you up (I think TV told me that); however, I can't find any information about the pick up program at all.	(If this is true) site is missing info on a major feature.	Maintain cross-channel consistency; reinforce on the web site what customers have come to expect from seeing or hearing the commercials.
No way to search site (to find things like the pick up program)	Missing needed functionality	Add a way of seeing all information available on site (a search engine or site map, for example).

		Allow to filter dates by car availability
Vehicle Selection: Finding Alternate Dates When Sold Out If I run into a sold-out situation the system suggests to try new dates. 	This is great except that it is not really very useful. The change-date screen doesn't give me any indication on what dates are available .I had to try many different dates hoping to guess the right one (or call their phone number I guess). 	

Decision Flow: These observations identify points where users expected to find choices or options available which were not. They are grouped roughly by stage of the process. Again, these issues are not of the highest priority, but some could be perceived as bugs, and we have bolded these. These issues, like those in the previous group, if addressed, could allow Enterprise to differentiate itself from other car rental sites in terms of service excellence.

Problem	Reason this is a problem	Solution or alternative
Entered Data Not Retained After completing form on home page, I got an error saying there was no "Andover, MA" in "Canada." I had forgotten to switch countries before searching. When I switched to US, my "Andover, MA" entry disappeared. car_rental/noMatches.do	There's not much likelihood that everything user entered is wrong, so don't erase the original entry. Let the user tweak it appropriately.	Don't clear all fields.
**The "We'll pick you up" hyperlink appears to not be working (On reservation details pages, left hand column)	It's an anchor link on a fairly short page, so the page doesn't move when you click it. If user doesn't notice the details at the bottom of the page, they might think the link is broken.	Either remove the link or make it open a pop-up window.
**_Selection of Vehicle Improperly Triggered_ Clicking on "vehicle details" for any vehicle class causes the reservation details section on the left to indicate that user has selected that vehicle, which is false; the user is simply exploring the details of that vehicle. /car_rental/carDetails.do	If user notices this change on the left, s/he could think that the site has recorded incorrect information about his/her reservation and get nervous.	Don't show a vehicle class selection on the left until a user has clicked the "select and continue" button on the right.
**Confirmation email for change to reservation doesn't indicate what was changed. (Email)	It's good that it lists out the reservation but it would be nice if it showed what had actually been changed, so the user can remember and confirm that he did the right thing.	Indicate what has changed about the reservation as well as what the current info is.
**Not clear on the home page that one-way rentals are allowed only in major cities – and not all cities. You have to get to the point of booking the reservation before you see a link to learn about one-way rentals. The link is not easily	If I knew up front that one-way rentals were not possible, I might not waste time with the site. Or if they are possible in the city I am renting, I want to know that right away. I also want to be able to	On the home page, make a one-way rental box checkable if the user enters the appropriate city or airport, otherwise have it grayed out. If the user checks the box, another box opens to allow the

visible, and when you read it, you find out you have to call somebody. https://www.enterprise.com/car_rental/home.do	make one-way rentals online if possible instead of calling.	user to enter the destination location.
"SHOW ALL Vehicles" Link is Misleading On the summary page, I clicked on "Show All Vehicles" to choose a different car. I expected to go back to the summary page after selecting a different model so I could see the price. http://www.enterprise.com/car_rental/home.do	I was trying to compare prices. I am not ready to pay and give info yet.	Recalculate prices after changing vehicle and take customer back to same page.
Bogus Reservations Trivially Easy The fact that it doesn't take a CC number for a reservation and allows me to completely reserve a car using fake name and email and little other info leads me to have little faith in the reservation. I would not be surprised to show up and have them not have a car for me.	Not establishing trust from users is bad. Might make me inclined to rent from another company to ensure I had a car waiting.	Be as clear as possible about the factors that will determine whether Enterprise will have the car I expect waiting for me when I expect it.
Bait and Switch I tried to book a special rate advertised on the front page (50% off weekends), entered my dates and all info, and then it told me the deal wasn't valid. " (Available at participating neighborhood locations only.)" https://www.enterprise.com/car_rental/intresImage.do?imageId=11085.2&key=995.en.US&page=home	Leads to user frustration when they have to enter all info before learning they can't have the deal.	Add a "Valid Locations" link to the promotion info page.
User Wants to Change Vehicle Type: Back Button Fails Before committing to a reservation I changed my mind about the vehicle type. I used my browser BACK button which seemed to confuse the site. I encountered an error and had to start over. error page link	Wastes time – have to start over.	Process feels like a multi-step wizard. Ideally, it would behave that way.
Local Rental Options Not Visible In the first step ("Create a Car rental reservation with us"), it asks for the Airport or Port of Call where I'll need the reservation. What if I need a rental for around-town, and may not pick it up at an airport? Does Enterprise even rent cars	Wasted my time and seemed like the company was dodging what could be a potential issue.	1. Communicate that a customer can ONLY get a car at an airport or port, or 2. Search by zip code or city name and have search results show where the customer can pick up a car.

outside of airports and ports? If they do not, I'd like that to be made clear, rather than have me search around looking for that piece of info. http://www.enterprise.com/car_rental/home.do		
Sessions Time Out Too Soon My session timed out very quickly just after getting to the main page – so, I went to enterprise.com, didn't do anything for 5 minutes, then filled in some info, and then my session timed out. http://www.enterprise.com/car_rental/home.do	It was just a personal bug more than anything…but it made me think that they hadn't thoroughly considered the user experience.	Increase the amount of time before session times out keeping in mind that users can get distracted or interrupted before completing a task.
Selection of the location: Changing Location Does Not Refresh Data Let's assume that for me it is essential to schedule pick-up and drop-off in days that are incompatible with the selected location. Once I see the error message I decide to change the location from the left panel. Once I do that the left panel still show me my previously selected location, now with incompatible dates and time selected but no warning message is now visible.	The left panel now is telling me that the location is selected, while the right panel is showing me a list of location to select. Do I have selected my location or not? When	Customer must know location before renting. Supply alternate locations to choose from e. g. within an xx-mile radius.
Help Does Not Explain How to Reserve With A Corporate Account Entered "How do I make a reservation for corporate accounts?" Enterprise.custhelp.com	Did not return a viable answer – closest topic was "How do I get a corporate class account?" Gave a phone # and link to corporate class page.	Need "smarter search" feature. Not bad, but not all that helpful because link took me back to page where I clicked Help in the first place.

Selection of the Location: What Is A Port? While in the airport I can either search by city or airport name, this is not available in the Ports menu. For example I tried to find a car rental near Boston port and I couldn't find it. I can only assume that is not available and I am not sure how to proceed if I need to rent a car from Boston port.	Boston has a nice harbor.	In the "near Ports" dialog clarify that these are the only rent-a-car locations. For other ports not listed suggest searching the nearest location by proximity to the specific address instead. Could be also useful to add a link to the closest location to the port.
Selection of the location: Changing Selection Does Not Refresh Data When I am first asked to select a rental location the list of locations show the distance from my zip code. After I selected a location, when I then try to change with a different one, the locations are now displayed with the distance from the previously selected location.	This not only is very confusing (I am really interested into the distance from the place I am, and not from the last location selected), but it also cause the list to always change according to the last location selected.	Always show then distance from the user specified location and not from the last selected rental location
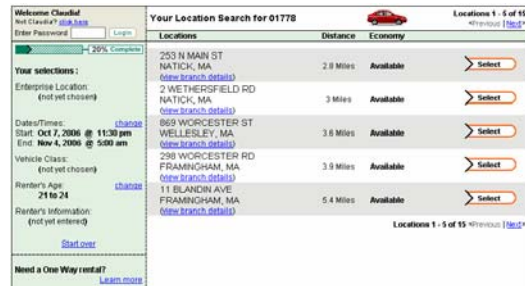
Selection of the location: Airport Code
When I search a car rental by location I cannot filter the airports and there is no support for choosing a Airport code

.
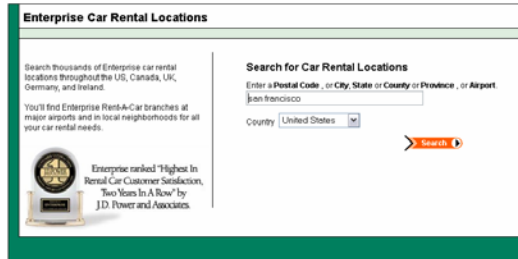
Also in the result window there is no way to filter the airport only
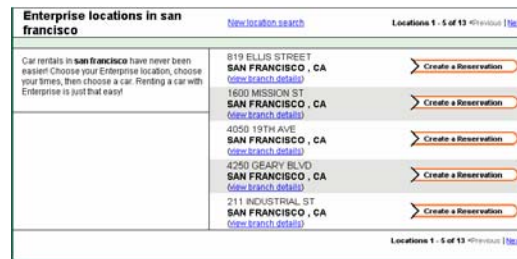
Airport should be a link to the same "Choose a US Airport" window as it is from the Home page.
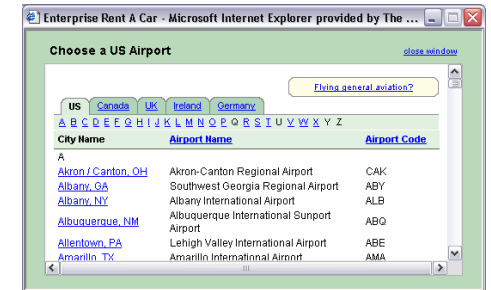
In addition it could show the same "Show airport locations" filter that I see when selecting location from the Home page
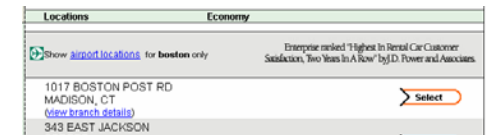
Selection of date and time: Business Hours
My dates are October 7th and November 4th, but the system hours tab shown October 2nd and October 30th. It took me few seconds to realize that I had to verify the business hours for November 4th in the tab labeled October 30th
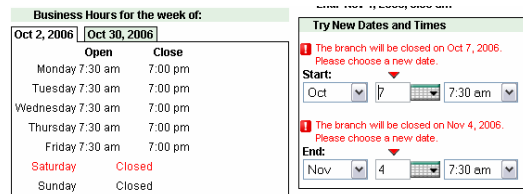
Name the tabs with the selected dates to facilitate the user to retrieve the tab for the specific selection and show in the tab the dates in addition to the days.

Vehicle selection: Selection Not Confirmed I have selected all the information – including the vehicle class – in the main page. I assumed I forgot it in the main page and when press the back button I lost all my information. After few attempts I realized that the vehicle class has been chosen but will be confirmed only after I select the rental location.	When I press search the summary tells me that the vehicle class has not jet been chosen. 	Preserve the selected vehicle class in the summary information and add something like "select location to confirm availability" Preserve the selected vehicle class in the summary information. If the vehicle is not available in the selected rental location, require to change the location or the vehicle then (as the system does when trying to rent a cargo van at san Francisco airport)
Login: Status Unclear I left the computer for a while, when I access again I saw that. I am not sure if I am logged in or not.	It looks like it recognize my name, but it is still asking for password and show me the login button. Not sure what state I am in.	Add a small explanation that clarifies my status, something like: "Claudia – Please, enter your password to complete the login" Keep the user logged in unless he explicitly logs out. This suggestion may have adverse effect on the security of the reservation.
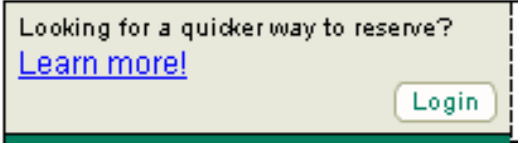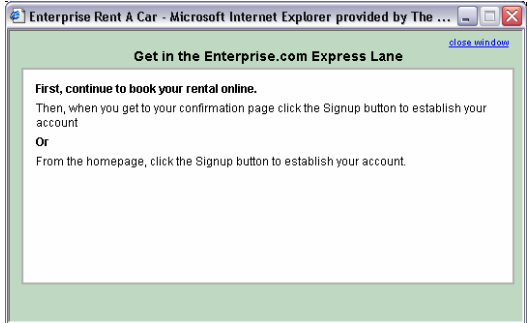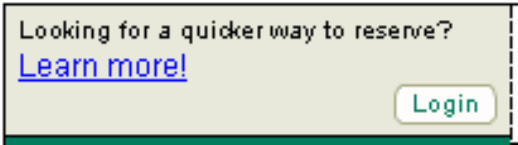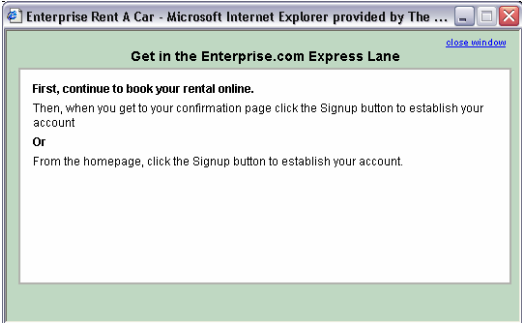
Login: Too Much Information The information under "Looking for a quicker way to reserve? Learn more!" is misleading.	The suggested actions will in fact require me more time for the current reservation and speed up future reservations. 	The message should be: "Looking for a quicker way to reserve next time?"
Login: Establishing Account Resets Selections When opening the Learn More dialog (trying to expedite my reservation time) I am suggested to go back to the homepage to establish my account. 	The only way I found to do that is selecting Home from the top menu or pressing the back button. Both these actions reset my selections. The surprising thing is that when I complete the login my previously entered data reappeared as by miracle.	Remove from the dialog the suggestion to go to the home-page. When pressing the back button or selecting the Home menu preserve the user inputs Provide a "sign up" link from the current page and suggest signing up from this page instead.

Login: Login Without Account?
Let's assume I need to use my mother's computer to reserve a car, but I don't have an enterprise log-in. When I login to the side I read: "Not Claudia? Click here"

When I click on the link I now see a log-in page but no option for signing in or for proceeding without an account.

After some hesitation I eventually pressed the back button and realized that I was now signed off, but that was a little surprising.

When user selects "click here" the system should simply log out and show the Login Sign Up buttons

The user can easily log-in with a new account if he has one.

Look and Feel: These observations pinpoint areas where the site was felt to be visually unappealing or cluttered. (Only user comments are included in this section). These issues are low priority, not because they are unimportant, but because they are less likely than the others to interrupt the users' tasks or keep them from completing a reservation. These issues do contribute to the users' experience, so they are worth addressing.

Problem	Reason this is a problem	Solution or alternative
Doesn't Understand Menu Rent a car and menu – don't understand why home is first menu option/car_rental/home.do	Thought vehicle or location should be first choice	Reorder menu options in order of task importance
Visually Cluttered Create a car rental reservation in the US on home page is too busy, cluttered and sandwiched between ads. (Home page)	They are trying to sell me something at the same time I'm trying to make a reservation	Make reserving a car the #1 priority and minimize/eliminate distractions.
Hard to Locate Login for Corporate Accounts Already have an account? Make a reservation (Option) / car rental/corporateclassIntro.do	Buried in small print when it should be more prominent	Make login for corporate account more prominent.
Text in All Caps Hard to Read The text explaining the insurance coverage is in ALL CAPS. https://www.enterprise.com/car_rental/protectionpackages.do	On second look, a price range is given for 2 of 3 types of insurance when I look at the details explaining the insurance, but the numbers are buried in a lot of TEXT IN ALL CAPS (also a problem as this is hard to read), and I still don't know the exact price. Hard to read the text or pick out specific details.	Don't use all caps, and highlight the numbers (like price and amount of coverage).
Progress Bar Useless, Distracting The progress bar is useless, and distracting. http://www.enterprise.com/car_rental/home.do	Distracting to the eyes. Just more clutter to tire me out.	Highlight steps at top of page; kill progress bar.
Abbreviations Cryptic and Unnecessary When I search for a car to pick up at the Lynchburg airport it shows me cars available at "LYN APT (IN TERMINAL)" – it seems like it would be clearer to just spell out Lynchburg Airport – there seems to be no reason for the conservation of letters.	LYN APT is not natural language for users of the site.	Spell it out!
Paging on Search By Zip Awkward and Unnecessary Search by zip shows 15 locations, only 5 at a time. https://www.enterprise.com/car_rental/worldLocationSearch.do	Underutilizing screen real estate and ability to scroll down.	There is lots of extra room on my screen, why not show all 15 rather than making me click "Next 5" twice?

"Reservation" link in footer of all pages — wasn't clear Not sure if this was a link to make a reservation or find/edit an existing reservation. (turns out it links to the make reservation page)	Link destination not obvious	Add words to links to make them clearer: "Make a new reservation" and "Find an existing reservation" are clearer than "Reservation."
General: Font Size Maybe hard especially in today high resolution screen to read the small font size and more important to press very small buttons.		Increasing the size of the text and in particular the size of the buttons. I would assume that this may be a pretty expensive change, since it would require a full redesign of the web-site.
Manage reservations: Required Fields Unclear In the page "Find a Reservation" a text tells me that "All fields required" but there is no explanation that this is connected to the symbol. Also the layout doesn't highlight what is the portion of the dialog that is in "Or". 	Does the red text apply also if I retrieve a reservation using my e-mail address?	The layout of the dialog should clarify that the top message is global to the dialog and that the " All fields required" text apply only to the first section of the Or
A User's General Impression On the home page, the first step is not easy to see…I "get" that the middle column is to make a reservation after I've looked at the site for a bit…maybe it's just my ADD, but words like, "Rent a car in", "Location", "Dates and times", etc should be in a bigger font. There's a lot of text on this page, and it's all in the same font — so, not only is it not pretty to look at, but my pea brain doesn't intuitively see where I can begin taking an action. Quite honestly, my eye goes to the only real visual on the page, which is the NASCAR logo … and then of course, all I can think of is, "Hmmm, NASCAR" and I start clicking around, which is weird because I don't even like nascar, and all of a sudden, I think maybe I should join this nascar program…so maybe they're achieving their purpose in getting losers like me to get sidetracked by the shiny object…	Once again, it's just something that I find annoying…it again is an indicator that they haven't gone to any lengths to make this customer-friendly. The site is, I guess, generally customer-friendly, but it's customer-friendly in a way that a receptionist says, "Hello, sir, how may I help you". I prefer it when the receptionist says, "Boy, it looks like you have your hands full…let me grab that bag for you. oh, and would you like a cup of coffee?"…now, if a Web site had that going on, I'd probably never look elsewhere.	Try to keep advertising distinctly separate from site content so that users can focus on their tasks without distraction.

Bug List: We interpreted these observations to be cases where the code in place was not working as intended; these should therefore be fixed. (No recommendations are included with bugs – the general recommendation is, "Fix it.") These are all in bold and with asterisks, because we recommend that all bugs be addressed to reinforce the message that the site and brand are of high quality.

Bug	Reason this is a problem
**Print page truncated features column http://www.enterprise.com//car_rental/showVehicles.do	I want features to do side-by-side comparison
**"Switch to French" Broken Switching languages to French doesn't change the language of the form from English (Home Page)	It's not in French
**Unable to access chart showing different vehicles after earlier problem http://www.enterprise.com/car_rental/home.do.	Broken work flow – wasted time.
**Date Change Does Not Refresh When you change date (for example, if you've selected a pick up or drop off date when that branch is closed) it immediately changes in the calendar tool, but not in the left nav panel where your reservation is tallied. You have to hit "continue" for your changes to register there. www.enterprise.com/car_rental/location.do?transactionid=WebTransactio n9&ViewselectedLocationId	The app's out of synch, and so if I get distracted while making a reservation (if the phone rings, as it often does) I too easily lose track of what's going o n.
End Dates Before Start Dates Allowed Dates & Times section when searching for car should not allow user to enter an end date from the calendar that is before the **start date http://www.enterprise.com/car_rental/home.do	This will cause an error when user hits submit. Better to prevent the error.
**Select Button Doesn't Always Paint Sometimes the "Select" button for cars did not paint making me think that I couldn't select that vehicle. http://www.enterprise.com/car_rental/home.do	Some of the buttons would paint sometimes making it look like only some of the cars were selectable.

**Vehicle selection "More about car classes" the window that appears is not resizable, even if it shows the resizable symbol in the right bottom corner.	I had to try resizing few times and believed my mouse was not properly working before realizing it was simply not working as excepted *Note: I guess part of the problem was fixed while I was working on this report because when I went back to take a screen shot of the problem the resize symbol wasn't visible any more.*
**Unable to access chart showing different vehicles after earlier problem. http://www.enterprise.com/car_rental/home.do	Broken work flow – wasted time.

Appendix A: Instructions to Users

Below is the Word document we sent to the __ who took part in out "User Review" of the reservation capability of Enterprise.com.
The actual contacts were more informal and varied ranging from phone conversations to brief email invitations. The invitations to take part were in general quite relaxed, and about __ times as many forms were sent out as were filled out and returned.
A table containing some additional comments from users is included on page __.

Your General Mission
Please help us evaluate the usability of the Enterprise car-rental web site, www.enterprise.com.

We are interested in understanding your perception of this web site. If you've ever rented a car, and particularly if you've reserved your rental car online, and/or rented from Enterprise, you understand what the site is supposed to allow you do, and what you want or need to do when you visit a site like this.

Please draw on that previous experience and take up to an hour (though less time is fine) to visit the site and interact with it in a way that's representative of how you've used rental-car sites in the past, or for something you know you'll need to do in the near future.

Why We're Asking You To Do This
You can skip this section and move on to "Your Specific Assignment" if you're not interested; we've included it for the insatiably curious.

We're participating in a study called the Comparative Usability Evaluation, which has been conducted five times previously by a Danish usability consultant named Rolf Molich. In Rolf's own words, "The main purposes of the CUE studies are to collect data on
- how usability professionals carry out usability evaluations in practice
- to compare the effectiveness and efficiency of the various approaches used
- to use these results to advise the usability community on quality approaches to usability evaluation."

As researchers participating in this study, we are evaluating similarities and differences between usability evaluations conducted by usability professionals and non-usability professionals. Because of that, we're not interested in each participant's identity, just whether or not each participant has ever worked as a usability professional.

Your Specific Assignment
When you go to the Enterprise web site, please use the attached worksheet to record any issues you encounter that undermine your experience with the site. Examples of problems include (but are not limited to) misspellings, grammatical errors, technical difficulties like File Not Found errors, unexpected pages or information, confusing instructions, etc. Please understand that there are no intentional problems included on the site and you are not being tested to see if you find all or "the right" problems. It's possible that you won't find any issues with the site. If there is anything that you consider a problem and/or that you would want the site's owners to know about and fix, please include it in the table.

We are most interested in your description of each issue (including the URL where you found it, if applicable), and the reason that issue presented a problem for you. If you also would like to include a potential solution or alternative to the problem you saw, please do so.

Focus only on the car rental aspects of the site. Don't bother with the parts of the site devoted to car sales, the Enterprise fleet or the corporate program.

Please be aware:

The Enteprise.com site is fully operational. Reservations are live and should be made with care.

- Please **cancel** any reservations that you make within 24 hours (if you don't intend to use them)

- Include the word "test" in the last name when making reservations (if you are just playing around and don't intend to honor your reservation). Note that you'll still need to cancel the reservation if you don't intend to use it.

Finally, after you have recorded all the issues you can find, go back through the worksheet and put a grade in the "Grade" column. You should do this step last so that you can consider each issue in the context of all the others. Please use the following criteria when assigning grades to the issues.

- *A = Critical problem.*
  Causes frequent catastrophes. A catastrophe is a situation where you cannot complete a reasonable task or where the website annoys you considerably.

- *B = Serious problem.*
  Delays you in using the website for some minutes, but eventually allows you to continue. Causes occasional "catastrophes."

- *C = Minor problem.*
  Causes you to hesitate for some seconds.

- *T = Bug.*
  The website works in a way that's clearly not intended. This includes spelling errors, dead links, scripting errors, etc.

When You've Completed the Assignment
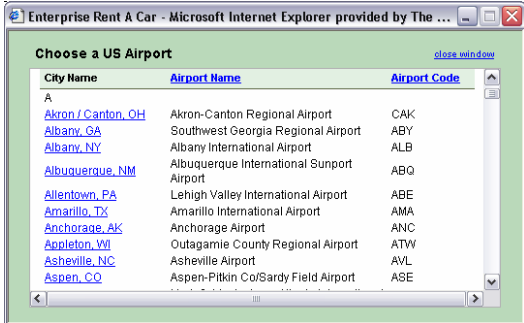Please return your completed table in either hardcopy or as an email attachment to one of us:

Team K: (our email addresses)

The Worksheet

Please answer a few questions so that we have a sense of your background:

About you:
Have you ever used the Internet to make a purchase?   Yes   No

If yes, have you made an online purchase in the last month?   Yes   No

Team K: Appendix A

Have you ever reserved a rental car online?   Yes   No

If yes, have you reserved a car online in the last month?   Yes   No

Have you ever worked as a usability professional, interaction
designer, user-centered designer, or user-experience professional? Yes   No

Please use this table to record any problems you experience on the web site www.enterprise.com. Use only as many rows as you need, but feel free to add more if necessary. Columns marked with asterisks (**) are most important to us.

Grade: A B C T*	Problem*	URL where first encountered	Reason this is a problem*	Solution or alternative

Appendix B: Users and User Responses

Table B gives users responses to the five screening questions, and space for comments and user quotes.

Table B – User Profiles, Quotes, and Comments

User Code	Bought on Internet?	Purchased in last month?	Reserved car online?	Reserved recently?	Usability Professional	Comments influencing use or further usage of enterprise.com
U1	Y	Y	Y	N	N	I, myself, had no problem with this site which would cause me to not use it in the future.
U2	Y	Y	N	-	N	They are trying to sell me something at the same time I'm trying to make a reservation *(Referring to the cluttered appearance on the home page)*
U3	Y	Y	Y	N	N	I use this site frequently, and have never adjusted to this behavior. It's so fast and sudden that sometimes I (wrongly) assume that the tool is broken. *(Referring to the "popping" of the calendar popup)*
U4	Y	Y	Y	Y	Y	As a buyer, I want to know what my final charges will be before I rent the car online. I can't compare the total cost, including damage waivers and insurance, with other rental car companies if Enterprise does provide the cost information to me.
U5	Y	Y	Y	N	Y	I have to start all over now.
U6	Y	Y	Y	N	Y	The fact that it doesn't take a CC number for a reservation and allows me to completely reserve a car using fake name and email and little other info leads me to have little faith in the reservation. I would not be surprised to show up and have them not have a car for me.
U7	Y	N	Y	N	N	Basically the site worked for me.
U8	Y	N	N	N	Y	Couldn't really find any problems *(and listed none)*
U9	Y	Y	Y	N	N	In all honesty, the site is pretty well-done - efficient, works well, navigation is good, blah, blah, blah…but I'm a picky guy and I had some nits with it. Boring, Sidney, boring…I get it, their color is green. But this page (and really, the whole site) is just bland and looks like it's a rental agency for Century 21 real estate salesmen. Same font, two colors, lots of dialog boxes…bland, bland, bland. Give me something I can dance to. And I hate to say it, but take that BBB Online logo off the bottom. Does anyone care? I'll choose Enterprise if they can get me a sweet car at a great price…I just assume that they're not crooks and won't steal my online info, so the BBB thing goes without saying…I dunno, maybe not. Maybe my mom thinks that's nifty, but if she thought it was nifty, she might rhyme that with "Thrifty" and you don't want people going there.
U10	Y	Y	Y	Y	N	[The site] worked pretty well up until I tried to change my reservation location - got this note:

						"Our Apologies We cannot complete your current transaction because the page you are trying to access is no longer available. This problem can occur because the system cannot always retrieve page content if the browser's back button is used to access previously viewed pages. Please return to the Enterprise home page and start your reservation again or give us a call at1-800-rent-a-car (1-800-736-8222) and let us help you book a reservation. Go to Enterprise Home Thank you, Harry. Your reservation is complete. If you entered a valid email, a copy of this reservation has been sent to you."

Team K: Addendum

1. Method.

The study material was put together from three expert reviews carried out by team members. In addition, we composed a "task" which was essentially modeled on our approach to the expert review, and circulated it via email, as described in the appendix, to a group of colleagues and acquaintances, using this information to "norm" our own responses. (User responses were tabulated, weighted, and considered separately from expert responses.)

We found this method useful for evaluating this site, and would use it again for a similar product under similar circumstances, but would allot more time for collecting and analyzing the results. Putting together results from three separate expert reviews was cumbersome enough, but adding still more data from ten users – each with his/her own quirky reporting style – made synthesizing and analyzing the data time consuming and difficult. Although we are pleased with the scope of the results and the wealth of data this provides Enterprise, we feel they could have been presented in the final report in a more easily digestible manner.

Another drawback of our avalanche of data is that time constraints prevented us from being able to consider ROI for all of our non-author users' issues. We wish we could have included all of the data points we received in this addendum, included our guess at the ROI of the fix, and compared our perceived ROI of the issues we found in our expert reviews with those found by our volunteer users. Perhaps we can try that in a future CUE study. We will know how to budget our time better then.

2. Resources used for the evaluation (person hours).

Activity	K1	K2	K3	Total
Planning the Study	1	1	1	3
Composing the Questionnaire	0.5		1	1.5
Tabulating User Responses	2		0	2
Analyzing User Responses	1		1	2
Expert Reviews		7.5	1	8.5
Writing the Report	3		2	5
Writing the Addendum	1		2	3
Formatting @#$%&^* Word Tables	4		2	6

3. Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.

The method used in this report is similar to the work that we do normally, in

that we have internal users (employees) review (and bash) proposed designs and changes before showing them to external users either in beta releases or usability testing. Rightly or wrongly, many designs and changes do not survive this phase. In the realm of the expert review, this process, in a larger sense, helps the reviewer "think more like a user" – that is – getting at user's views of what is irritation and what is truly obstructive or off-putting. As you will note, the user responses are rich in commentary which is in many cases more valuable than the specific observations.

Regarding the format of the report, more often than not in our work, we don't write reports. Some of the reasons for that include:
- Because we work side-by-side with development teams (not as consultants), our colleagues are usually with us during every part of the process, so a report isn't necessary. It would be redundant.
- Although we'd often like to write a report as a historical reference, resource constraints dictate that we move on to other, higher priority projects.
- Shorthand typically suffices. Handing off an Excel spreadsheet of user observations to our developers is often enough. We wouldn't do that for a project like this, though, since the people at Enterprise don't know our process.

We don't advocate skipping the report in general, but it's the reality of our situation; we didn't want our work for this study to be like that. Instead, we produced a report that we felt was appropriate to this project, based on consulting reports one of our team members wrote a few years ago when he had clients similar to Enterprise.

4. **Comments on the Website.**
We have modified the severity categories since we are doing an expert evaluation:

- *Critical problem.*
Causes frequent catastrophes. A catastrophe is a situation where the website "wins" over the test participant, i.e. a situation where the test participant cannot solve a reasonable task or where the website annoys the test participant considerably.
Category code A

- *Serious problem.*
Delays test participants in their use of the website for some minutes, but eventually allows them to continue. Causes occasional "catastrophes".
Category code B.

- *Minor problem.*
Causes test participants to hesitate for some seconds. Causes irritation for

comment suggesting preference of an alternative website with this feature.
Category code C.

- *Good idea.*
  A suggestion that could lead to a significant improvement of the user experience.
  Category code I.

- *Positive finding.*
  This approach is recommendable and should be preserved.
  Category code P

- *Bug.*
  The website works in a way that's clearly not in accordance with the design specification. This includes spelling errors, dead links, scripting errors, etc.
  Category code T.
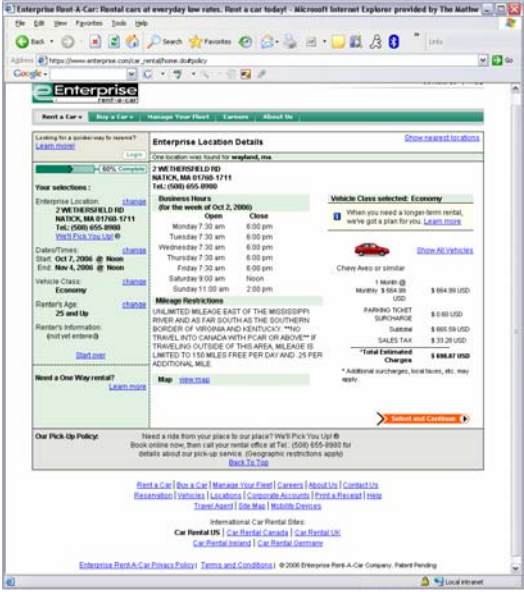
We used the ROI categories prescribed in the workshop instructions:
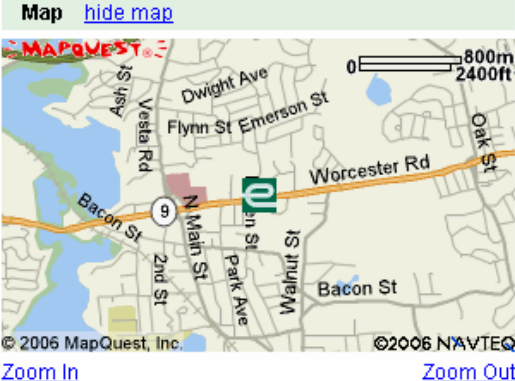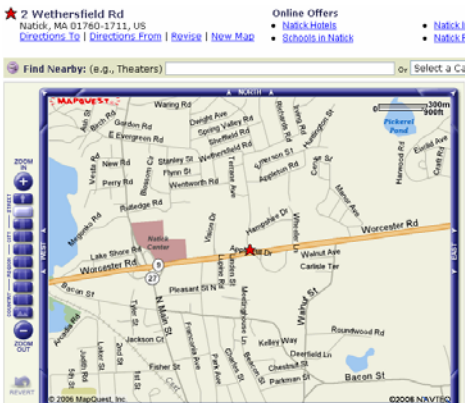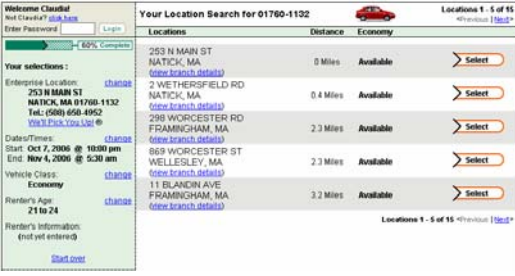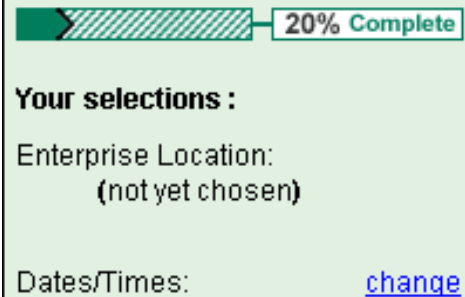
ROI categories	High return	Medium return	Low return
Cheap	**CH**	**CM**	**CL**
Reasonable	**RH**	**RM**	**RL**
Expensive	**EH**	**EM**	**EL**

Team K
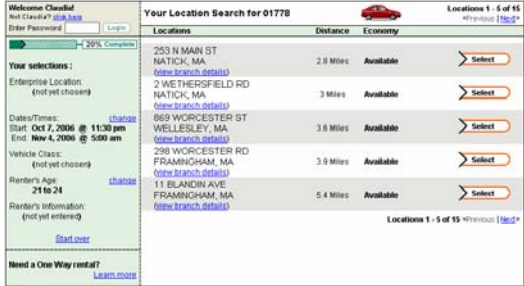
ID	Severity	ROI	Description	Recommendation
K-01	B	CM	**Clarify location options** Option for local rental (not at airport) is not visible on home page. (And that's what the ads are all about.) At the moment, this option is 1) Hidden in a group of similar links, which are 2) below a "false bottom" – a set of links which usually signals the bottom of a page, and 3) below the fold for larger text size settings.	Include this option visibly on the home page e.g. "Rent a car: US (<u>Airport</u>, <u>Port of Call</u>, <u>At Home</u>)"
K-02	B	CM	**Car descriptions need more info** Car class pop- up window describes cars only by brand names. Users may be more familiar with attributes of car – number of doors, seating capacity, trunk capacity – than brand names.	Provide attributes in addition to brand names.
K-03	C	CM	**Faulty form logic** After completing form on home page, I got an error saying there was no "Andover, MA" in "Canada." I had forgotten to switch countries before searching. When I switched to US, my "Andover, MA" entry disappeared. There's not much likelihood that everything user entered is wrong, so don't erase the original entry. Let the user tweak it appropriately.	Don't clear all fields.
K-04	B	CM	**Car descriptions need more info** Even on details page for car classes, no indication of car's seating or trunk capacity. Helps to know because user may be renting car for something like driving others around or buying furniture.	Indicate seating and trunk capacity.
K-05	B	RM	**Use anchor links with caution** The "We'll pick you up" hyperlink appears to not be working It's an anchor link on a fairly short page, so the page doesn't move when you click it. If user doesn't notice the details at the bottom of the page, they might think the link is broken.	Either remove the link or make it open a pop-up window.
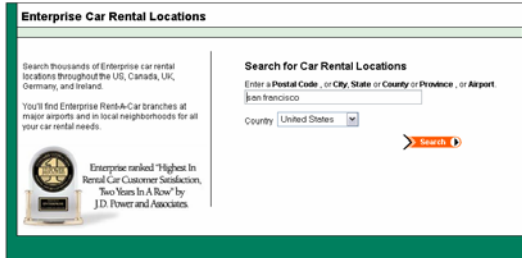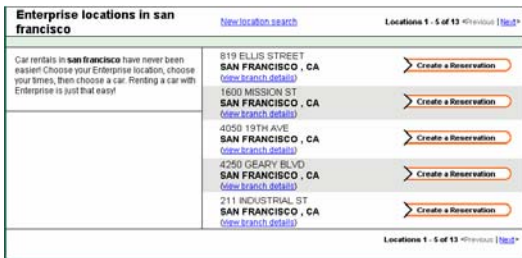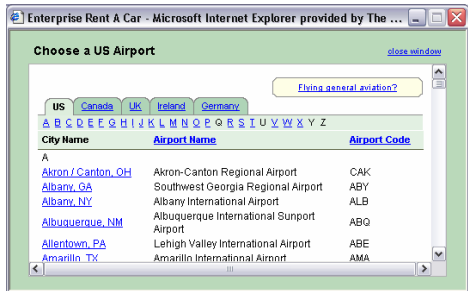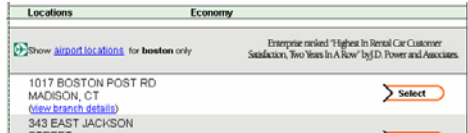
K-06	B	RH	**Synchronize the summary with the details** Clicking on "vehicle details" for any vehicle class causes the reservation details section on the left to indicate that user has selected that vehicle, which is false; the user is simply exploring the details of that vehicle. If user notices this change on the left, s/he could think that the site has recorded incorrect information about his/her reservation and get nervous.	Don't show a vehicle class selection on the left until a user has clicked the "select and continue" button on the right.
K-07	C	EL	**Investigate value of mouse-overs** The mouse-overs for the first two tabs were difficult to notice. They took a long time to come up, so I didn't notice they were there at first, and the affordance of the down-arrow struck me as non-standard.	Use a more conventional affordance for a cascading menu (a little triangle is more common), and test for responsiveness.
K-08	T or A	RH	**French language option isn't working well** Switching languages to French doesn't change the language of the form from English. It's not in French	This may be a bug because the other languages do bring up the appropriate language in the form. If not, it's a showstopper for a French-speaker.
K-09	C	RM	**Check language in auto-emails** Confirmation email for change to reservation doesn't indicate what was changed. It's good that it lists out the reservation but it would be nice if it showed what had actually been changed, so the user can remember and confirm that he did the right thing.	Indicate what has changed about the reservation as well as what the current info is.
K-10	B	RM	**Check language in auto-emails** Enterprise counter location in confirmation email isn't clear. It says," COUNTER IN TERMINAL. PLEASE PROCEED TO THE SHUTTLE SERVICE AREA OUTSIDE OF BAGGAGE CLAIM. TERMINAL 1-DOOR 1E TERMINAL 2-DOOR 2D TERMINAL 3-DOOR 3H" It sounds like the counter is in the terminal but I need to take a shuttle to get there (doesn't make sense). Also, the wording about the doors takes a few readings to understand.	This information should be written very clearly for travelers who are visiting unfamiliar airports.
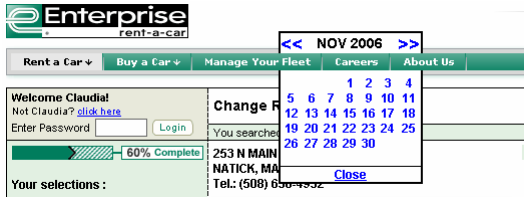
Team K

K-11	C	CM	**Selection of the location**	CM
		EH	While in the airport I can either search by city or airport name, this is not available in the Ports menu. For example I tried to find a car rental near Boston port and I couldn't find it. I can only assume that is not available and I am not sure how to proceed if I need to rent a car from Boston port.	In the "near Ports" dialog clarify that these are the only rent-a-car locations. For other ports not listed suggest searching the nearest location by proximity to the specific address instead. EH Could be also useful to add a link to the closest location to the port.
K-12	C	CH	**Selection of the location** I was searching for Boston in the locations near ports but I had to read all the labels before realizing that they where listed alphabetically according to a horizontal layout. This is also somehow inconsistent with the Airport selection where the airport are listed in a vertical layout	List the Ports in a vertical layout.

Team K

K-13	P		**Selection of the location** I like the menu for selecting an airport by city or by airport name. Also the top alphabetical menu to filter the city I am searching allow to retrieve my search very efficiently	
K-14	P		**Selection of the location** I loved the "we will pick you up" option near the rental location. After reviewing the available location I would realize that the location is really not good and I would rather be picked up.	
K-15	A	MH	**Selection of the location** If the entire window is visible when I click on "We will pick you" nothing happens. Initially I completely missed and I thought the link was broken. If I really needed to be picked up my only solution was to call the rental place and try to solve the problem.	MH The information about pick up should be better visible. It could appear in a pop-up window, or could appear in the area below the link I pressed
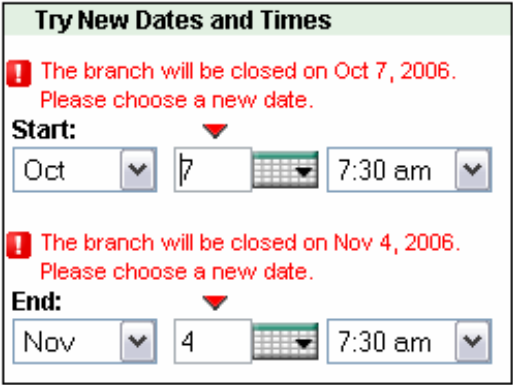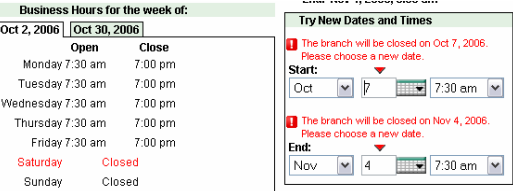
K-16	B	RL	**Selection of the location**	RL
		RM	Having the map of the location is nice but it is pretty hard to navigate without pan functionality. I also would need driving direction from my current location to really understand how to get there. To locate the rental place I had to use an external map site or call the place and ask for directions.	Provide pan functionalities RM In addition to the embedded map provide a link to the MapQuest defaulting the address to the rental location – here the user will have all the functionalities (i.e. pan and driving directions)
K-17	B	RH	**Selection of the location** Let's assume that for me is essential to schedule pick-up and drop-off in days that are incompatible with the selected location. Once I see the error message I decide to change the location from the left panel. Once I do that the left panel still show me my previously selected location, now with incompatible dates and time selected but no warning message is now visible. The left panel now is telling me that the location is selected, while the right panel is showing me a list of location to select. Do I have selected my location or not?	RH When

Team K
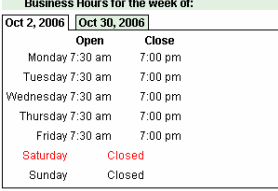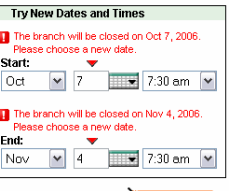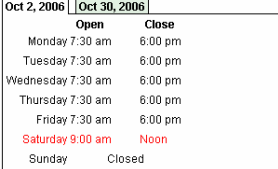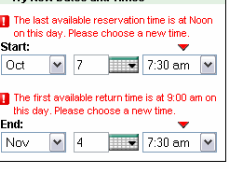
K-18	C	EH	**Selection of the location** Couldn't filter location by pick-up drop-off time. If for example for me was essential to start the rent on October 2nd and end on November 4th, I had to select few rental places near my area before finding one that was opened in the day-time I needed	EH Allow to filter the location by selected dates
K-19	B	RH	**Selection of the location** When I am first asked to select a rental location the list of locations show the distance from my zip code. After I selected a location, when I then try to change with a different one, the locations are now displayed with the distance from the previously selected location. This not only is very confusing (I am really interested into the distance from the place I am, and not from the last location selected), but it also cause the list to always change according to the last location selected. 	RH Always show then distance from the user specified location and not from the last selected rental location

Team K

K-20	A	RM	**Selection of the location**	RM
		EH	Couldn't find a way to select a drop-off location that was different from my pick up location. If I am user that needs a drop-off location that is different to a pick-up location I look for this option in other car rental service.	Allow having a note field where the user can add additional needs as different drop off location. Add also something in the page like: "Have a special request (i.e. car seat or different drop off location)? Add them in the Special request section at the end of the reservation." EH Allow drop off location to be different from pick up location
K-21	B	CH	**Selection of the location**	CH
		EH	When I search a car rental by location I cannot filter the airports and there is no support for choosing a Airport code Also in the result window there is no way to filter the airport only. 	Airport should be a link to the same "Choose a US Airport" window as it is from the Home page. EH In addition it could show the same "Show airport locations" filter that I see when selecting location from the Home page

Team K
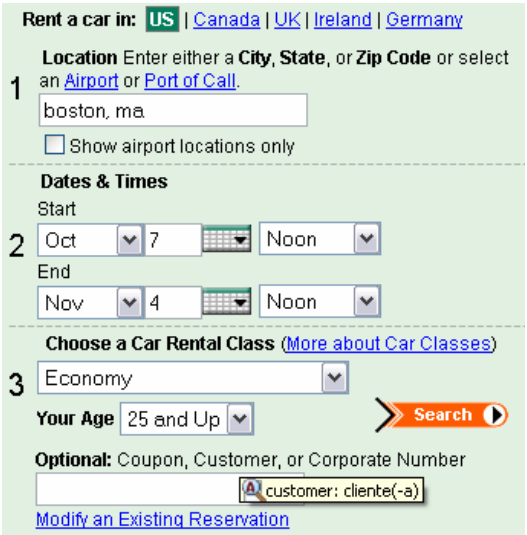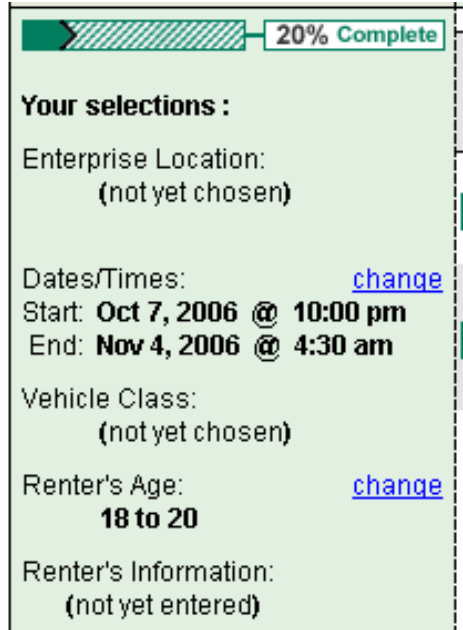
K-22	A	EH	**Selection of the location** Let's assume that I want to schedule pick up in one location and the drop-off in a different location. How do I do that? The system forces me to have a drop-off schedule that is compatible with the business hours of my pick-up location. This may force me to reserve the car by phone – in case that my drop-off time is not compatible with the pick-up location, but it is indeed compatible with the actual drop-off location.	EH Allow to specify a drop-off location that is different from the pick-up location
K-23	P		**Selection of date and time** It is great that when I try to change the pick-up and drop off times it tells me what the office hours are!	
K-24	T		**Selection of date and time** When opening the pop-up calendar from the editing date page it appears in a wrong position covered by the top toolbar – the day are not visible. The pop-up calendar tell me the dated, but don't tell me the day of the week I am selecting, that seems to be an essential information to consider, since the office hours change on different days. I had to open a separate calendar to see if the day I was renting (September 23rd) was a Saturday or a Sunday.	

Team K

| K-25 | P | | **Selection of date and time**

It is great that when I try to schedule a pick-up out of the office hour the site clearly advise me of the error.

 | |
| K-26 | P | | **Selection of date and time**

I have selected a pick-up and drop off date when my pick-up location was closed. When I select the pick up location a very clear feedback of my error was showed on the selected dated, telling me what the problem was and suggesting me what to do to correct it. That is great!

 | |

Team K

K-27	A	CL	**Selection of date and time**	CL
		RH	I have selected a pick-up and drop off date when my pick-up location was closed. When I select the pick up location a very clear feedback of my error was showed on the selected dated, telling me what the problem was and suggesting me what to do to correct it. The only problem is that the system has now changed my drop-off and pick up time without advising me of the change. I may change my date without realizing that the time is not the one that I originally entered. 	Add a message or a graphical affordance that warns me that the pick-up and drop-off time are changed RH Preserve the date I have entered
K-28	C	RH	**Selection of date and time** My dates are October 7th and November 4th, but the system hours tab shown October 2nd and October 30th. It took me few seconds to realize that I had to verify the business hours for November 4th in the tab labeled October 30th 	RH Name the tabs with the selected dates to facilitate the user to retrieve the tab for the specific selection and show in the tab the dates in addition to the days.

Team K

K-29	C	CH	**Selection of date and time** I select start and end dates that are closure dates for the pick-up. In the business hours window the system highlights in red the incompatibility with the start date, but it doesn't do the same for the end date – when I select the second tab Saturday appears in black fonts. 	CH Also in the second tab show in red the text of the selected day
K-30	C	CH	**Selection of date and time** When I select start and end times that are not compatible with the selected location the system provides me the message, but the value that it displays in the drop-down menu is confusing. The message here tells me that the "last available reservation time is at Noon" and the time displays "7:30am", so I am not sure what is wrong here – 7:30am is before noon. The message implies that I am trying to reserve a car after the closing, while the real problem is that I am trying to reserve the car before the opening! The message is misleading. The problem is that I have selected a time before the opening and the message should be: "the first available time is at 9:00" 	CH If selecting a pick up time before the opening business hours the message should say something like: "The first available reservation time is …. Please choose a new time"

Team K

K-31	C	RH	**Selection of date and time** I selected times that are incompatible with the office hours of the selected location. I then correct start and end time to be 9:00am. , and then select the second tab to verify that my selection is compatible. When switching to the second tab the system resets my changes.	RH When switching tabs the system should not reset user inputs
K-32	C	RM	**Vehicle selection** "More about car classes" the window that appears is not resizable, even if it sows the resizable symbol in the right bottom corner. I had to try resizing few times and believed my mouse was not properly working before realizing it was simply not working as excepted. *Note: I guess part of the problem was fixed while I was working on this report because when I went back to take a screen shot of the problem the resize symbol wasn't visible any more.*	RM "More about car classes" window should be resizable
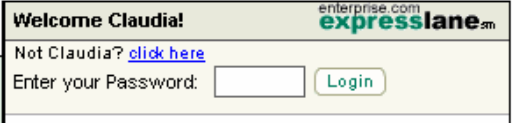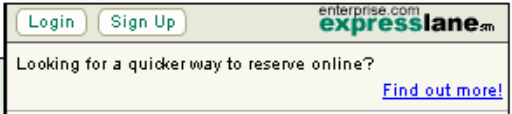
Team K

K-33	B	LM	**Vehicle selection**	LM
		RH	I have selected all the information – including the vehicle class – in the main page.	Preserve the selected vehicle class in the summary information and add something like "select location to confirm availability"
				RH
				Preserve the selected vehicle class in the summary information. If the vehicle is not available in the selected rental location, require to change the location or the vehicle then (as the system does when trying to rent a cargo van at san Francisco airport)
			When I press search the summary tells me that the vehicle class has not jet been chosen.	
			I assumed I forgot it in the main page and when press the back button I lost all my information.	
			After few attempts I realized that the vehicle class has been chosen but will be confirmed only after I select the rental location.	

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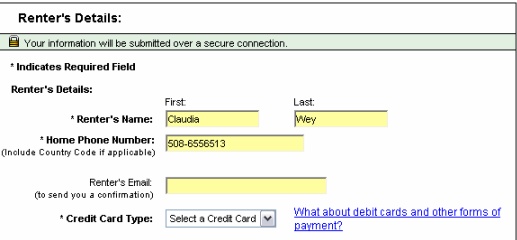
K-34	A	CH	**Vehicle selection**	CH
			When I select a car I would like to know something about available seats. Let's assume we are a family of 5 on a small budget. Which car could I rent? The information on the seating is available only in few cars when reading the details. I couldn't find a way around this problem. I would need to call on the phone to straight out my doubts.	Add seating information when listing car details
K-35	A	CH	**Vehicle selection** I get a sold-out message even if I try to rent a vehicle-type in a location where this vehicle type is never available. The system suggested me to try new dates. I get the sold-out message for every date I tried (even 1 year from now) that make me guess that the real reason is: "vehicle –type not available at the selected location". This guess required me lots of unsuccessful and frustrating attempts and may lean me to try using a different rental service.	CH If the problem is "Can not available in this location" state this clearly in the message

Team K
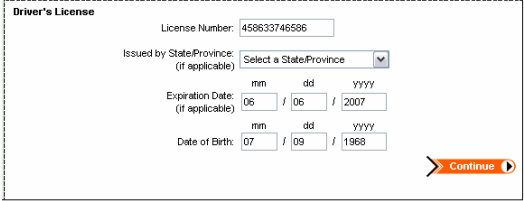
K-36	C	CH	**Login** The information under "Looking for a quicker way to reserve? Learn more!" is misleading. The suggested actions will in fact requite me more time for the current reservation and speed up future reservations.	The message should be: "Looking for a quicker way to reserve next time?"

| K-37 | C | CL RM RH | **Login**

Looking for a quicker way to reserve? **Learn more!** [Login]

When opening the Learn More dialog (trying to expedite my reservation time) I am suggested to go back to the homepage to establish my account.

Enterprise Rent A Car - Microsoft Internet Explorer provided by The ... close window
Get in the Enterprise.com Express Lane
First, continue to book your rental online.
Then, when you get to your confirmation page click the Signup button to establish your account
Or
From the homepage, click the Signup button to establish your account.

The only way I found to do that is selecting Home from the top menu or pressing the back button.

Both these actions reset my selections.

The surprising thing is that when I complete the login my previously entered data reappeared as by miracle. | CL

Remove from the dialog the suggestion to go to the home-page.

RM

When pressing the back button or selecting the Home menu preserve the user inputs

RH

Looking for a quicker way to reserve? **Learn more!** [Login] [Sign Up]

Provide a "sign up" link from the current page and suggest signing up from this page instead. |

Team K

K-38	B	CL	**Login**	CL
			Looking for a quicker way to reserve? Learn more! Login	In the login dialog add a link to sign-up functionalities "don't have an account? – sign up now"
			The layout suggest that "Login" is related to speed up my reservation time, but if I press the button there is no "sign up" functionality in the login page. If I don't have an account I wouldn't know how to set up one.	
			Please Enter Your User Name and Password Back to Home Page / Enter Your Login Information / User Name: / Password: / Forgot your username and password? / Remember me when I visit the enterprise.com rental site. What's this? / (If you check this box you will not have to manually login next time you visit our site) / Login	
K-39	B	CM RH	**Login**	CM
			Welcome Claudia! Not Claudia? click here Enter Password [ ] Login	Add a small explanation that clarify my status, something like: "Claudia – Please, enter your password to complete the login"
			I left the computer for a while, when I access again I saw that. I am not sure if I am logged in or not. It looks like it recognize my name, but it is still asking for password and show me the login button. Not sure what states I am in.	RH
				Keep the user logged in unless he explicitly logs out. This suggestion may have adverse effect on the security of the reservation.

Team K

K-40	B	CH	**Login** Let's assume I need to use my mother computer to reserve a car, but I don't have an enterprise log-in. When I login to the side I read: "Not Claudia? Click here" When I click on the link I now see a log-in page but no option for signing in or for proceeding without an account. After some hesitation I eventually pressed the back button and realized that I was now signed off, but that was a little surprising.	CH When user selects "click here" the system should simply log out and show the Login Sign Up buttons The user can easily log-in with a new account if he has one.

Team K

K-41	A	CH	**Renter's details**	CH
			In the page where I am asked to enter renter's information there is no verification (asking me to enter twice) of my home phone number or e-mail address. I may enter inadvertently wrong data and I wouldn't get any confirmation of my rental reservation.	Crucial information as phone number and/or e-mail address should be entered twice to verify its validity. User may rely on the confirmation e-mail that contains exact dates and hours of the reservation.
			If user may type the wrong e-mail address and complete the reservation expecting a confirmation e-mail. He will be very confused when not receiving a confirmation e-mails and miss important information	
K-42	C	CM EH	**Special needs**	CM
			Assuming that I was renting the car for someone else I wasn't initially clear if that was at all possible.	Add a note explaining that if driver is different from renter, driver information should be provided at check-in time.
			The site assumes that renters and drivers are the same person.	EH
			I then guessed that driver information can be provided at check-in time if different from renter's one.	Allow to specify a driver name that is different from the renter name (may require to change data-base structure)

Team K

K-43	C	CM	**Special needs**	CM
			Assuming I live in Italy and I am renting a car from Boston airport.	I would clarify in the "Issued by State/Province" that this is "Only applicable to US resident"
			Ad the end of the rental the system was allowing me to enter my driver license information, but I could only select among US states	
			Driver's License / License Number: 458633746586 / Issued by State/Province: (if applicable) Select a State/Province / Expiration Date: (if applicable) mm 06 / dd 06 / yyyy 2007 / Date of Birth: mm 07 / dd 09 / yyyy 1968 / Continue	
			I was uncertain if my license number would have been accepted.	
K-44	A	RM	**Special needs**	RM
		EH	If I have to travel with a baby I would need to call to add a car seat to my reservation. Other rental services allow reserving a car seat as well.	Allow having a note field where the user can add additional needs as car rental reservation. Add also something in the page like: "Have a special request (i.e. car seat or DVD player)? Add them in the Special request section at the end of the reservation."
			I once switched to a different car rental service simply because the one I was visiting didn't allow me to reserve a car-seat.	EH
				Add a car seat reservation

Team K

K-45	A	CH	**Special needs**	Since I am not clear on the general rental age-restrictions versus location age-restrictions I am not sure what to suggest.
		EH	I tried to rent a van declaring to be 18-21 years old and I got this message.	
				If I am never able to rent a car when I am 18-20 do not allow me to select this option (CH)
			Our Apologies	
			Many of our locations have age restrictions.	If the 18-20 option is available only for military personnel then in the drop down menu write
			For our underage customers	
			Unfortunately, due to your age we will be unable to rent you a vehicle. Thank you for choosing Enterprise Rent-A-Car and we look forward to serving you in the future.	"18 to 20 (only military personnel)" (CH)
			For military personnel	
			If you are military personnel on travel orders, please call the rental office directly for a reservation. To contact this location, please call Tel. (508) 650-4952.You may also try the national reservation number at 1-800-Rent-A-Car (1-800-736-9222).	If there are actual locations where I can rent a car at 18 years old then list the locations here, allow me to filter somehow this locations. (EH)
			▶ Go to Enterprise Home	
			The problem seems that could be solved by choosing a different rental location. Is that true? I didn't find a way to select a rental location that was allowing me to rent a car due to my declared age.	In general add more specific explanations for this limitation.
			If the rental is never available for my declared age, why I even am able to select that age group in the first place?	
			If the restriction applies only to not military that should be clarify in the drop down menu when I select the age group.	
			This would definitely make me choose another rental service.	

Team K

K-46	C	EL	**General** Maybe hard especially in today high resolution screen to read the small font size and more important to press very small buttons.	EL Increasing the size of the text and in particular the size of the buttons. I would assume that this may be a pretty expensive change, since it would require a full redesign of the web-site.
K-47	P		**Manage reservations** I love the way I can easily cancel or edit my reservation, both following the link in the confirmation e-mail or selecting the link "Modify an Existing Reservation"	
K-48	C	CH	**Manage reservations** In the page "Find a Reservation" a text tells me that "All fields required" but there is no explanation that this is connected to the symbol. Also the layout doesn't highlight what is the portion of the dialog that is in "Or". Does the red text apply also if I retrieve a reservation using my e-mail address? 	CH The layout of the dialog should clarify that the top message is global to the dialog and that the " All fields required" text apply only to the first section of the Or

Evaluation
Enterprise Rent-A-Car
Web Site

by
Team N

September 2006

Overview

- **Evaluation Method**

- **Goals and Background**

- **Results (Strengths & Areas of Improvement)**

- **Recommendations**

Overview: Evaluation Method

- Conducted a Heuristic Evaluation or Expert Review of Enterprise Site

- Three members of our user experience team each reviewed a different task

- Fourth member of the team compiled all of the test results

Goals of the Evaluation

- Conduct a comprehensive evaluation of Enterprise Rent-A-Car site

- Conduct several tasks:
  - Rent a car in the U.S. (Los Angeles, CA)
  - Rent a car at a U.S. airport (LAX, Los Angeles, CA)
  - Rent a car in another country (London's Heathrow airport, UK)

- Discover site strengths and areas for improvement

- Uncover areas of opportunities for Enterprise Rent-A-Car

Overview of Test Findings

- **Strengths:**
  - Overall it was relatively easy to book a reservation
  - Site offers time-saving opportunities
  - Inclusion of a progress bar
  - Price breakdown: by day, subtotal, and sales tax listed separately
  - Credibility logo on the Home page (i.e., BBB online endorsement)
  - Helpful content on the error pages
  - Thorough "Contact Us" section

Overview of Test Findings

- ## Areas of Improvements:

    - ### Text
        - It is hard to read important policy information presented in ALL CAPITAL LETTERS

    - ### Intimidating & aggressive color of error text (red)

    - ### Same Text Color
        - The same red colored text was used for Error messaging, Business Hours and command buttons, which is confusing.

    - ### Unclear action items
        - Both buttons and links are used to take the user to approximately the same page.

    - ### Confusing design & meaning of site buttons

    - ### Communication
        - The time-saving opportunities offered take more time to understand than they actually save.

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Overview of Test Findings

- ## Areas of Improvements:

  - Too much "industry" jargon throughout the site

  - Overall Site Design.
    - Aesthetic design is not inviting and looks unprofessional

  - Confusing progress bar

  - Session times out too quickly

  - Not enough system feedback

  - Confusing layout of forms

  - Unclear presentation of optional services

  - Irrelevant information (vehicles that are not available)

  - Lack of error prevention

Area of Improvement: Text

- **Problem:**
  - Text in ALL CAPITAL LETTERS is very hard to read.

  - This is especially true for important polices, which are presented in long paragraph format.

  - Text is not consistent or scannable.

- **Suggested Solution:**
  - Display all blocks of text (especially policy information) in sentence case.

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Area of Improvement: Error Text Color

- ## Problem:
  - Intimidating & aggressive color of error text (red).

- ## Suggested Solution:
  - Change the color of the error text to something more subdued and not as intimidating.

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Area of Improvement: Same Text Color

- ## Problem:
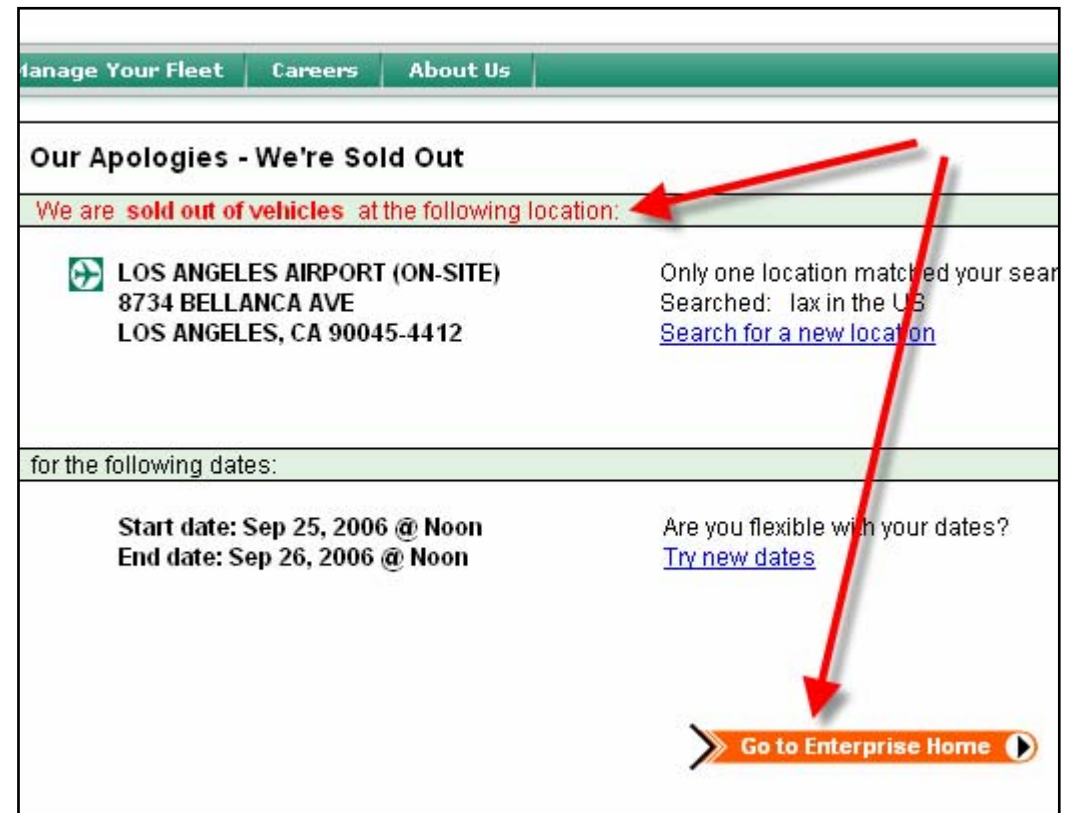 - The same red colored text was used for Error messaging, Business Hours and command buttons, which is confusing.

- ## Suggested Solution:
  - Ensure that the color used for error text is limited only to errors messaging. No other text or controls throughout the site should be the same color as the error text.

Area of Improvement: Buttons & Links

■ Problem: Unclear action items
- There are both buttons and links that take the user to approximately the same page.
- Which one to choose is confusing because it is not clear how the two are different.

■ Suggested Solution:
- Clarify each action item so that the user can accurately predict the outcome.

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Area of Improvement: Button Design

- Problem:
  - Confusing design & meaning of site buttons
    - Buttons do not always signify a call to action.
    - Site uses buttons for navigation, which is confusing.

- Suggested Solutions:
  - Redesign all buttons to signify a call to action.
  - Use buttons for a call to action and links for navigation.

Area of Improvement: Communication

■Problem:

- The time-saving opportunities offered take more time to understand than they actually save.

- Site does not communicate to users that information entered will be retained and not re-requested at the car rental counter.

■Suggested Solutions:

- Clarify the benefits of providing extra information and move it to a part of the process where doesn't interfere with completing the reservation.

- Reassure users that information entered will be retained for future use.

Continue now with your reservation or enter additional information to **reduce your time at the rental counter.**

> Continue

Additional Information (Optional).
You may start filling in your contract here now and save time at the rental counter.

Street Address 1:

Street Address 2:

City:

State/Province/Region/County:

Zip/Postal Code:

Country: United States

Work Phone:

Other Phone:

Driver's License

License Number:

Issued by State/Province: Select a State/Province
(if applicable)

Expiration Date: mm / dd / yyyy
(if applicable)

Date of Birth: mm / dd / yyyy

> Continue

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Area of Improvement: Industry Jargon

■ **Problem:**
  ■ Too much "industry" jargon throughout the site.

■ **Suggested Solution:**
  ■ Speak the user's language.
  ■ Replace jargon with user-friendly terms and images when possible.

Area of Improvement: Overall Site Design

■ **Problem:**

- Aesthetic design is not inviting and looks unprofessional.

■ **Suggested Solution:**

- Hire a professional Graphic Designer to do a visual overhaul on the site.

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Area of Improvement: Progress Bar

- ## Problem:
  - Confusing progress bar.
  - It provided percentages that did not change as you moved forward through the task – it did not accurately reflect status.

- ## Suggested Solution:
  - Fix the progress bar so it accurately reflects the stage the user is in – it should never stay the same from one step to another.

Area of Improvement: Length of Session

- ## Problem:
  - Session times out too quickly.

- ## Suggested Solution:
  - Extend session time or have it not expire at all.

Our Apologies

We cannot complete your current transaction because the page you are trying to access is no longer available. This problem can occur because the system cannot always retrieve page content if the browser's back button is used to access previously viewed pages.

Please return to the Enterprise home page and start your reservation again or give us a call at 1-800-rent-a-car (1-800-736-8222) and let us help you book a reservation.

Go to Enterprise Home ►

Area of Improvement: System Feedback

- **Problem:**
  - Not enough system feedback.
  - The feedback does not match the information the system already had about my query.
  - It does not include additional surcharges, local taxes, etc., when the system could and should provide the user with this information.

- **Suggested Solution:**
  - Include all local information, rather than providing generic feedback.

Area of Improvement: Forms Layout

■ **Problem:**
- Confusing layout of forms.
- Some forms were chunked into an illogical format, where the task flow was not succinct and seemed disjointed.

■ **Suggested Solutions:**
- The entire form should be presented as one.
- Display succinct number of steps, rather than a disjointed left-to-right table.

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Area of Improvement: Clear presentation of optional services

■ **Problem:**
- Site shows optional services, but does not allow users to select them online.
- Instead, the user must choose this option at a branch.

■ **Suggested Solution:**
- Do not show services online that users do not have access to.
- Either show these services and provide them, or do not show them at all.

Optional Protection Products **

Damage Waiver   See Details

Personal Accident   See Details
Insurance / Personal
Effects Coverage

Supplemental Liability   See Details
Protection

** Actual prices may vary depending on the vehicle class that is selected.

These optional products may be purchased at the time of rental and are not included in the Total Cost Estimate quoted in this Reservation.

Area of Improvement: Display relevant information

■ **Problem:**

- Irrelevant information is displayed (vehicles which are unavailable are shown).

- User feedback about what cars are available is not immediately clear.

■ **Suggested Solution:**

- Display only relevant or available information from the very beginning of users' session.

Area of Improvement: Error Prevention

- ## Problem:
  - Lack of error prevention.
  - Users do not realize that clicking the browser's Back button will result in an error.

- ## Suggested Solution:
  - Make the browser's Back button functional.
  - Allow users to move freely through the site by using the Back button.
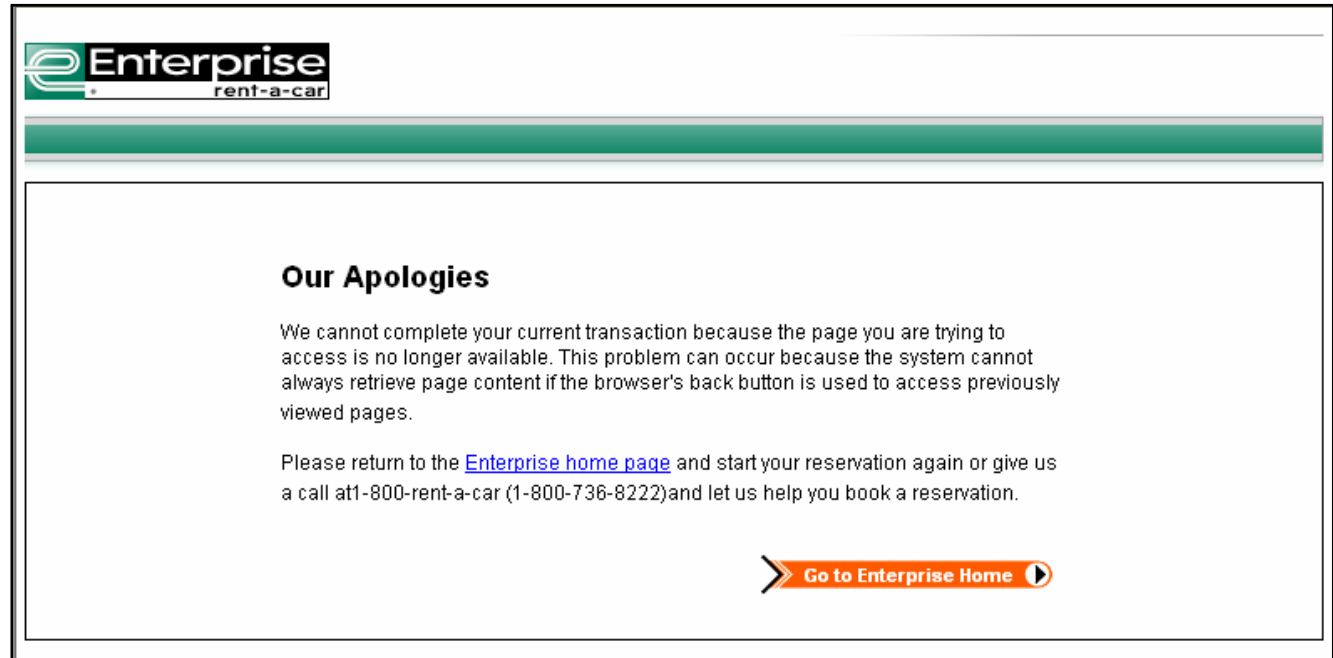
Heuristic Evaluation of

Enterprise Rent-A-Car

by

Team N

September 2006

Usability Evaluation Report

Please see attached Power Point presentation.

Addendum

1.Method

To evaluate the Enterprise.com website, we conducted a heuristic evaluation or expert review. Our evalution was scenario-based, in which three members of our user experience team each reviewed a different one of the top three tasks requested by the Enterprise usability team.

During the exercise, each reviewer evaluated the web site, based on recognized best practices, while keeping a log of all observations. The main intent was to identify areas of strength and areas with possible difficulties that users of the site may have with the user interface. A fourth member of the team compiled the results of the first three, and wrote the resulting report. Due to time and resource constraints, we did not conduct the fourth task.

In the course of our user experience research, we regularly conduct both expert reviews as well as high-fidelity usability tests. We find experts reviews to be just as insightful as high-fidelity usability tests in finding potential problems on a website. In addition, we feel that expert reviews provide a much greater return on investment in terms of simply unearthing problems on a website, as they are not difficult to set up and are relatively inexpensive.

The main benefit of high-fidelity usability tests, in our experience, is to bring to light and convince other teams (especially executives) of the reality and validity of the problems users encounter on our websites. Since this particular exercise does not require us to persuade other parties on the legitimacy of our findings, we did not find it necessary to conduct high-fidelity usability tests.

2. Resources used for the evaluation

Reviewer A: 2 hours

Reviewer B: 4 hours

Reviewer C: 4 hours

Reviewer D: 4 hours

Revierwer E: 1 hour

3. Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.

We would more commonly employ a high-fidelity usability test for an evaluation of this sort on our own website, for the above-mentioned reasons. Moreover, we regularly evaluate our own website, although our reports are not as formal or as long as this one. We typically report results in Power Point format, and present them to key stakeholders in small meetings. In additon, we require all potential employees to carry out heuristic evaluations of our own website. Finally, we do conduct expert reviews of competitor sites to ensure we are staying on the cutting edge of the market place.

4. Comments on the Website

Task #1: Rent a car in the U.S.

Scenario: Rent a car at the dealer.

The following are the data that were entered to get started:

- Location: Los Angeles, CA 90064
- Start Date: September 18, 2006. Time: 5pm
- End Date: September 21, 2006. Time: 5pm
- Car Size: Standard

ID	Severity	ROI	Description	Recommendation
N-01	P		Clear Display of Main Information. Primary purpose of the site (renting a car) is clearly visible. The information is located in the center of the page.	
N-02	P		Clear Display of the Selected Country. I can easily see that the US is highlighted and it is not clickable so I can not run in circles. (It is good either way, if the US is already selected because it is the most frequently-used location, or because you sniffed my IP address and determined I am currently in the US).	
N-03	C	CH	Unclear Location Option. I choose to enter my zip code, but then I realize that because I work on one side of a major street right at the edge of a zip code, I am not sure if the rental place is in my zip code or a different one. I decide to try my zip code anyway, hoping that it will show me a selection of locations near by.	Allow users to just type the zip code and not have to worry what location that zip code comes up with. The system should figure out if it is an airport, port of call, or some other place.
N-04	C	RM	Unclear "Date & Times" Field. As I start to enter the dates, I do not understand why the month is a dropdown menu but the date is in a text field. Why does the calendar widget appear so far away from where I have just clicked? The calendar icon does not really look like a calendar to me.	Allow users to choose the car by the number of days.
N-05	C	RM	Cumbersome time widget. The Time widget is very long, and requires one to do a lot of unnecessary scrolling.	Split the time dropdown into three parts, so the list is not as long. E.g., have 1-12 in the first one,:00 and :30 in the second one, and AM and PM in the third one. Should a user choose Noon or Midnight, the other fields can be disabled so the user can not "break it."

N-06	C	CM	Speak the users' language. Vehicle class is not the language used by laymen. When it comes to picking my car size, I never remember what all the different choices mean.	Show a little picture of each car with a radio button. Since customers might expect the exact car they see on this page, you can use illustrations instead of photos.
N-07	B	EH	Provide more helpful and relevant information on search results page On "search results page" there are 5 of 15 locations (it would have been just easy to display all of them). I looked for one on Olympic Blvd, but there are actually two. I have no idea what part of the zip code the distances are measured from so I do not know if I the one I want is at 11151 W Olympic, or 12101 Olympic.	Show cross-streets to help identify the actual location closest to me. Even a little map with the cross-streets marked would be great. Giving me an opportunity to tell you more about the location I am interested in on this page would be helpful, too.
N-08	B	RL	Loss of user-provided data. On the previous page I clicked Vehicle Class: Standard, but on this page it says "not yet chosen." That is very frustrating. It also does not have a "change" link like the other "selections" do.	Save all user entered data, so that users do not have to enter information several times.
N-09	P		Good visual feedback. Progress meter. I like that it shows me 20% complete.	
N-10	P		Page loaded quickly. I decided to click "view branch details." I was impressed with how quickly the page loaded. (I'm not normally impressed by such things and this makes me wonder if the site was loading more slowly before.)	
N-11	B	CM	Unclear how "Lost data has returned". Now suddenly on this page you remember that I selected Vehicle Class: Standard both in the left-hand progress area and the right hand "details" area.	Always retain users' data.

N-12	I	RM	Missed opportunity to offer additional service/convenience to the user.	Show prices for cars up and down one class so I can see how much I care about this particular vehicle class. Since, for this particular rental I am not comparison shopping—someone else is footing the bill so I want the most convenient rental I can get.
N-13	C	EM	Unclear estimate. It is unclear what additional surcharges are and how much they cost: local taxes, etc.	Provide more accurate estimates, especially since the system should know where I am renting, and which things are applicable. Also, this would be a great page to tell me about your fuel policy.
N-14	A	RH	Error page. As I went to complete the transaction I received some kind of error page: "Our apologies we cannot complete your current transaction because the page you are trying to access is no longer available. This problem can occur because the system cannot always retrieve page content if the browser's back button is used to access previously viewed pages. Please return to the Enterprise home page and start your reservation again or give us a call at1-800-rent-a-car (1-800-736-8222) and let us help you book a reservation." This is very frustrating because I am just about ready to give you my credit card and now I regret I might have to start all over again.	Eliminate all error pages, and/or provide more helpful error messages that explain how to recover from an error.
N-15	A	RH	Error page. I hit the back button praying you will remember my info (which you do!) but when I click "Select and Continue" the error persists. So I start over again...	Eliminate all error pages, and/or provide more helpful error messages that explain how to recover from an error.
N-16	B	RL	Unclear progress meter bar. On this page the progress meter was at 60%. I am now on the Renter's Details page and the progress meter still reads 60%. Which page was really at 60%?	Provide a more helpful progress meter bar.

N-17	I	CL	"Forced choices" frustrate users. When you automatically opt users in and force them to find the opportunity to opt out of marketing email you breed a sense of distrust.	Start users with the opt-out status, the ones who genuinely want your marketing email will select it on their own.
N-18	C	CL	Unclear Steps. I see a link that says "Continue now with your reservation or enter additional information to reduce your time at the rental counter." Being a text link, I have no idea if I am going to be taken off the current page or not.	Explore other ways of presenting "Additional Information" field. One idea would be to automatically take the user to the additional info screen and then make the page optional once they are there. Imply that they can save time at the rental counter on THAT page or that they can provide it when they pick up the car if they want.
N-19	C	CL	Hard to see "Additional Information" header. The jump-link takes me down and obscures the "Additional Information" header. So essentially, I never see it.	The anchor tag should be immediately ABOVE the khaki-colored banner which indicates which Additional Information the user will enter.
N-20	I	EM	Unable to order "Optional Protection Products" It's great to see "Optional Protection products", but I can not actually order them on this page.	Display the exact price for "Option Protection Products", especially since the system knows what vehicle class I have selected and where I am renting the car. You have attempted to save me time by letting me enter in more info online, why not also save me the feeling of a used-car salesman experience at your rental counter and let me choose my insurance and damage waivers online.

N-21	P		Great confirmation page. The confirmation page seems to have all the information I need on screen.	One of your trademarks is: "We'll pick you up!" service. Is this service free? If it is, you really should tell users who might be interested in it but don't want to pay extra for it. In the right-hand column, the first link is "Create another Reservation similar to this one" but I'm much more likely to be interested in saving more time by filling out my rental contact online. This should be first and maybe even located in the green section of the page with the confirmation for maximum visibility. I've already given you all the information that is available for me to enter on this page, why are you showing it to me?

Task #2: Rent a car in another country.

Scenario: Rent a car in London, UK airport location.

The following are the data that were entered to get started:

- Location: London, UK (Heathrow Airport office location)
- Start Date: September 21, 2006. Time: Noon
- End Date: September 24, 2006. Time: Noon
- Car Size: Class A, Economy

ID	Severity	ROI	Description	Recommendation
N-22	A	RH	Session times out too quickly. A user's session times out too quickly.	Provide users with a longer session time, so that they do not lose all of the information due to a short session time. Allow users to save their information and return to it when they come back to the site.
N-23	P		Visibility. Helpful enumeration of steps. Users appreciate the clear enumeration of steps (1, 2, & 3) on the Home page.	
N-24	P		Visibility. Credibility. Users appreciate seeing logos associated with credibility (ex. BBB Online) on the Home page.	
N-25	P		Visibility. Security. Users appreciate seeing secure transaction (lock) icon on top of the page, which reassures them that their transaction will be safe.	
N-26	B	CM	Need a better, more visible, and easier to understand progress-bar. Progress bar is not visible on the pages after the Home page. It is hard to tell what the percentage means in relation to how many steps one has left.	Make the progress bar more visible. Most users are accustomed to seeing the progress bar in the middle of the page in steps instead of percentages. (Ex. Step 1 out of 6). This provides users with an idea how many steps they have left to compete the transaction.
N-27	C	CM	Unclear what steps to take on the 2nd page. It is unclear what steps/action one should take on the 2nd page (after the Home page), since there is a lot of information everywhere.	Display only the cars that one should select in the middle (center) of this page. Remove business office hours from the middle, since it distracts from what one should do on this page. Move business office hours to the left hand column. Combine the hours with the office location.

N-28	C	RM	Unavailable cars. Users do not appreciate seeing lots of unavailable cars. It is frustrating to be shown something that you can't select. Additionally, it turns the activity from a simple selection task into vigilance task (since users have to look through all of the cars, both available and unavailable) and sort out which ones they can choose.	Display only available cars that users can choose from.
N-29	C	CH	Irrelevant business hours. Users get presented with irrelevant business hours for a different work week (not the one that specified) for Enterprise office.	Display relevant office hours for the specified travel week.
N-30	B	CH	Unclear "Home Phone" Country Code One has to know the country for this section, and there is no way to find that information on the Enterprise site.	Display a link to country codes that one can look through, so that it is easier to fill in "home phone number" section.
N-31	C	CH	Hard to read "Important Information" section in All Caps. It is hard to read "Important Information" section (which is about 2 paragraphs long) in all capital letters.	Display "Important Information" in sentence case, so that it is easier to read.
N-32	C	CH	Unclear presentation of "Total Cost Estimate" section Total Cost estimate is not presented in a clear and organized matter.	Display "Total Cost Estimate" section in a table format, so that it is easer to tell how much everything cost.
N-33	B	RH	Unclear "Verification" step It is hard to tell how many steps are left from the progress bar on the "Verification" step, since it says 80% compete. So does that mean there are 2 or 1 more steps in the reservation process?	Emphasize "Verification" step more clearly. Specifically state that this is the last step before booking. For e.g., Step 5 out of 6.

N-34	C	CH	"Type of car" information section takes up too much space. The type of car that one selects is displayed in its own column, which takes up too much of page's real estate. Thus not enough emphasis is place on the most important information on this page "Total Cost Estimate".	Combine the type of car selected with the total cost estimate. Display the type of car information in a smaller table, so that the most important information on this page "Total Cost Estimate" is more clearly and prominently displayed.
N-35	A	CH	Unclear "Cancel Reservation" procedure. It is hard to tell if the reservation has been cancelled properly. When attempting to cancel my reservation I received a page that says: "Your reservation is complete". So what does that mean? Has it been cancelled, or not?	Display a page that says: "Your reservation has been cancelled". Clearly state that one took the appropriate action to cancel the reservation.
N-36	P		Confirmation of Reservation. Users like the "Reservation is Complete" page. Especially the way it is presented (information displayed in different colors and in chunks). They also like seeing the Reservation Number, and ability to Print the Confirmation.	
N-37	P		Visibility of other options on the "Reservation is Complete" page Users like other options that one can take on this page (i.e. "Modify or Cancel this Reservation," etc).	
N-38	C	CM	Cluttered "Print the Confirmation" Page This page is hard to read, since it has a lot of information in all capital letters.	Present this page in an easy to read "printable" format. Highlight the most important information: "Total Cost Estimate". Present information in a table, and in chunks. Also display information in mixed case letters, so that it is easier to read.

N-39	C	CH	Unclear buttons It is hard to tell if the buttons are really buttons throughout the Enterprise site since they do not look like buttons. The buttons look different from what users are accustomed to.	Display all action buttons (ex. Cancel Reservation) as real buttons. Users are accustomed to seeing buttons that signify action, thus display them as solid color buttons with text on them.

Task #3: Rent a car at the airport (domestic).

Scenario: Rent a car at the Los Angeles International airport.

The following are the data that were entered to get started:
- Location: Los Angeles, CA (LAX office location)
- Start Date: September 29, 2006. Time: 12 AM
- End Time: September 30, 2006. Time: 12 AM
- Car Size: Minivan

ID	Severity	ROI	Description	Recommendation
N-40	C	CH	Unprofessional Aesthetic Design – Home Page Design looks "clunky" and "unprofessional" and does not flow well. Does not look like an established car rental agency.	Hire a professional Graphic Designer to do a visual overhaul on the site.
N-41	B	RM	Hard to find "Modify an Existing Reservation" link. Textual Layout – Home Page The "Modify an Existing Reservation" link was difficult to find. It is very out of place at the bottom of the table.	Move the "Modify an Existing Reservation" link to the Global Navigation on the top, as it should be grouped with like controls.
N-42	C	CH	Unclear Button. Control Recognition – Home page The "Search" button seems out of place and does not seem like a command button, due to its visual design. I did not recognize it as being a button.	Redesign the Search button to look like a true command button, and move it to the bottom of the form so users know it is the last step to this page.
N-43	C	CH	Unclear use of colors. Error Text "We're Sold Out Page". The error text "We are sold out of vehicles at the following location:" is a jarring and offensive red, which seems to be the same color as the command button at the bottom. Using the same color confuses two concepts – errors and submission, and is uncomfortable.	Change the color of the error text to something more subdued, and change the color and design of the command button to be more standard.
N-44	C	CH	Confusing metaphors. Command Button – We're Sold Out Page. The "Go to Enterprise Home" button is the same style as the submit button from the previous page. However, the buttons should be a call for action, while links are navigation. This confuses two metaphors.	Change all navigation to be links and not buttons.

N-45	C	CH	Confusing error and use of color. Error Text – Change Reservation Page When I tried to change my reservation and entered dates into the calendar, an error popped up saying "The end date and time must occur at least two hours after the start date and time. Please correct the date and time." The color of this text is the same as the Business Hours on the left side of the table, which makes me unsure of where my error actually is.	Ensure that the color of error text is limited only to the error text itself. No other text or controls throughout the site should be the same color as the error text.
N-46	C	CM	Confusing Page Layout – Select Your Vehicle Page The chunking of the form into 3 vertical sections is very confusing. The "Your Selections" table on the left should not be separated from the vehicles section on the right. Moreover, the information in the middle (Business Hours and Shuttle Information) seems very out of place, as it is not action-oriented and disrupts the form's task flow. This information should instead be below the form.	The entire form should be presented as one, succinct number of steps, rather than a disjointed left-to-right table.
N-47	C	CM	Inconsistent Fonts – Select Your Vehicle Page The Fonts are very inconsistent throughout this page. For example, the "Looking for a quicker way to reserve?" text is smaller than the "Learn More" link. It seems as if the style sheets were blindly applied without any further editing and only serves to accentuate the unprofessionalism of this site.	Choose consistent, readable fonts and ensure they are applied uniformly to all pages via style sheet.
N-48	C	CM	Unscannable text: Select Your Vehicle Page I did not understand what was showing in the green pane on the left because the information is not visually scannable. The text is formatted poorly - labels are not bolded, sections are not visually separated from each other (such as Vehicle Class and Renter's age), and there are no gridlines to separate each line from each other.	Apply standard styles to text in tables. Bold labels, align text properly, and use gridlines or alternating colors to separate rows from each other.

N-49	B	RM	**Missing User Feedback – Select Your Vehicle Page** There is no message to immediately tell me that the minivan I requested is sold out. I have to look through the vehicles to see that it is sold out, and this is cumbersome and frustrating.	Provide immediate feedback to alert users when vehicles are sold out. Then, give them the option to select an alternative.
N-50	C	CH	**Missing Expected Information – Vehicle Details Page** I would like to see the gas mileage of my chosen vehicle, but it is not displayed.	Display information that users expect, such as gas mileage.
N-51	C	RM	**Cluttered Textual Layout – Vehicle Details Page** The features of the vehicle should be bulleted to better separate them from each other. Currently, it looks like the lines are running into each other.	Increase spacing between each line.
N-52	C	CH	**Unclear Help and Documentation– Vehicle Details Page** The disclaimer (* Additional surcharges, local taxes, etc. may apply.) does not have a link that leads to additional information about what actually constitutes an additional charge. I want to see what examples of additional charges are, as I am nervous about hidden fees.	Include contextual page-level help throughout the site.
N-53	A	RM	**Error Prevention - Renter's Details Page** I clicked the browser's "Back" button and then tried to resubmit the form, and I got an error. This is very frustrating, because the error tells me I have to start all over again. At this point, I would give up and go to another site.	Warn users that clicking the browser's "Back" button will result in error or just enable it.

09/25/06

Enterprise Rent-A-Car

Usability Report

Created by Team O (Oscar)

Introduction

This report documents the methods and results of a usability evaluation of the commercial website for Enterprise Rent-A-Car. The study was performed at the request of Rolf Molich for the 2006 User Interface Interface 11 conference.

1.) Method

We used a traditional one-on-one evaluator-participant usability study method to test the website. Each participant filled out a standard consent form (Appendix A) notifying them of their rights as a human subject participant. The consent form covered the goal of the study, the fact that they were not being studied and there were no wrong answers, the permission to stop at any time without recourse, and an explicit agreement that we could record them with video and audio and use those recordings for both project and demonstration purposes.

Participants met with an evaluator either in their own home, or in a quiet conference room at their place of business. The hardware used was a modern Dell laptop with a 17" screen at 1024x768 resolution running Windows XP. They used an attached two-button mouse. The screen and mouse movements were captured using TechSmith's Morae usability software. Although the software allows for networked remote viewers, due to time constraints this feature was not used. Video was fed into Morae via a USB Logitech webcam mounted to the lid of the laptop. Participants were able to see their video image before the session started. The video image was hidden when the recording started.

Several use cases and user profiles were considered for the study, but due to the short amount of time, only the use case of a driver who's car has recently been in an accident and is in for repairs was used. This allowed us to use anyone with a car as a representative user.

The evaluator read from a script (Section 7) to keep all information during the study consistent. The evaluator offered no help during the study, but did remind the participants to think out loud, or to explain why they had made a certain choice or why they seemed to be hesitating before acting. The evaluator did not take notes during the sessions. The recordings were all brought into Morae and analyzed for similarities.

2.) Evaluator Time Log (Personal Hours)

Two evaluators worked on this task. Evaluator One spent four hours creating and documenting user profiles and use case scenarios on day one, two hours creating tasks and writing the script on day 2, and two hours running three participants. Evaluator Two spent one hour running two participants, and 6 hours evaluating and

documenting results.

Sept 14	Choose Usability Method
Sept 15–18	Evaluator One writes up user profiles and script for usability test.
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Sept 23	Evaluator Two compiles data for report.
Sept 25	Formatting and final touches put on Usability report and Addendum.
	Submit report.

3.) User Profile

Replacement Car Shopper: This user has recently had their car damaged in an accident and been told by their auto mechanic to rent a car from Enterprise. This user likes to compare prices, and since she'll already be having to pay for the car repair, she doesn't want to spend too much on her replacement rental car.

4.) Use Case

You just found out that your recently damaged car needs to be in the shop for three days (starting today) and you need to find a rental car. The shop recommended Enterprise, but you have also heard good things about Budget, so you'd like to make sure you're getting a good value for your money.

5.) Task Description

a. Shop for a car that is similar to your current car and compare prices for a three-day rental from Budget and from Enterprise. Choose the location closest to your house.

b. Select a car, time and location at enterprise.com. Once a price quote is generated, use budget.com and do the same.

c. Make a reservation at Enterprise (even if it turns out to be more expensive).

d. Cancel the reservation.

6.) Participants

Five people (two women and three men) aged 23-36 agreed to do the study. Three had recently rented cars using the internet, one had rented a car several years ago, and one had not rented a car. All were computer users (2-10 hours per day) and all were comfortable purchasing things on-line.

7.) Script

Thanks for agreeing to help with our study today. To start things off I have a consent form that I'd like you to look over and sign. Any time we collect personal information about someone we use this form so you know what's going to happen and what your rights are before we start. It mostly says that we are studying the web site, and we are not studying you. You can't do anything wrong, and we value your opinions so tell us everything you're thinking. The form also lets you know that you can stop any time you like. We'd like to use a videocamera and voice recording today so we can better evaluate your reactions and comments later. The form asks if you will allow us to capture video and audio or not, and then if you allow us to, it asks if we can use the video for demonstrations about usability testing, or if only the project team can see it.

[allow time to read over and sign form]

So, what we're going to do today is check out some websites that you might use to rent a car for yourself. What kind of car do you drive?

OK, well, I'm sorry to tell you that your [car] was in a pretend accident today and the pretend mechanic is going to have it in the shop until [date three days from now]. They told you that they don't have a loaner car but you could get one from Enterprise Rent-a-Car's website.

Now, you're a savvy shopper, so you want to compare prices with Budget first, right? :)

So I'll be giving you some tasks to do, and as you do them I'd love it if you could think out loud about what you see and what you are doing. It's kind of weird at first but you'll get used to it. And remember, there is no right answer to these tasks; however you do it is the right way. My job is to watch how you do it so I can help make the product better.

Before we get started, I'd like to know a little about your past experiences.
1. How long has it been since you last rented a car?
2. Did you rent on-line?
3. Are you comfortable purchasing things on-line?
4. How many hours a day (or days a week) do you use a computer?

OK, task #1: Open up your internet browser and go to enterprise.com. Find the price of renting a car that is comparable to your [car] from today until the [date three days from now]. Choose the pick up location nearest to your house. Remember to think out loud as you go.

#2. Now find the price for the same thing at budget.com.

#3. Make a reservation at Enterprise (even if it's more expensive). Use any name you like, but be sure the last name is "Test".

#4. Cancel the reservation

Questions: What did you really like about Enterprise's web site?
Was there anything you liked better at Budget?
Anything you can think of that you'd like Enterprise to know to help them improve?

That's all I have for today. Thanks for your time!

8.) Comments on the Website

Description	Recommendation
Useful. Choose car rental dates from either a drop down or calendar.	
A calendar takes longer to load/view but, associates the day with the date visually.	
Calendar/dates interface was similar to purchasing airline tickets.	
Vehicle sold out appeared when the actual problem was that the participant selected a past date from the form on the first page (first step of the process).	Error validation on the homepage should warn a user if they have selected a start date & time in the past.
Once **mini-van** was selected on the home page as the **vehicle class**, that information showed up in the top portion of the second page, but the side status information showed that the vehicle class was not yet chosen. This caused confusion.	Show the vehicle class status on the second page to match the vehicle they have selected, as indicated at the top of the screen.
Form data was saved when the participant made and error, and returned to the home page via the back button.	
Large images of cars on budget rental site are very enticing. (Autumn Savings with Mini-van picture.)	Add some pre-packaged offers to the homepage.

Airport locations were ignored due to perception that airports are busier than other rental locations. Our participants selected a rental location further from her house so that she wouldn't have to go to the airport.	Maybe consider always placing the airport locations at the bottom, or in a designated area.
Printing the confirmation page was confusing due to Microsoft error appearing on browser window. "This page contains secure and non-secure items. Are you sure you want to display non-secure items?" The user clicked on the **more info** link, the help window popped under the main window leaving the participant confused.	Push all of the images of vehicles to the secure server.
Selecting a vehicle class seemed unclear and caused hesitation and guessing.	The participant indicated that they could easily associate a vehicle class if they were given car examples. Premium (ie. Dodge Charger)
Car choices were made based on what a participant had driven before, or what they were familiar with.	Possibly save a users preferences and provide them offers/specials based on those preferences.
Time selection must occur at least 2 hours in advance in order to reserve vehicle. If participant gets this error, the resets time, then fills out form, they could get the error again.	When the user resets their time take the time it will take them to fill out the reservation into consideration FOR them. Maybe add 15 additional minutes when they reset the time. Maybe provide them with an opportunity to readjust this time again at the end of the process?
Only being able to choose a vehicle class, not a specific model of vehicle, was frustrating to the participant.	Display examples of vehicles in various classes, note that not all vehicles are available at all locations.
Difficulty finding modify/cancel reservation.	Move cancel option closer to order area as to associate it with the reservation.
Prices weren't immediately clear – did they indicate daily rental price, or total rental price? What did the two different prices mean?	If the price is a complex calculation, some additional information explaining what the various prices mean would be helpful. An image, or more >> link.
Verify page was confusing and cluttered. Lots of important text, all appearing to have the same importance due to cluttered state.	Move content around in order of priority. Shorten content and allow window to scroll. Provide links to details further down the page.
Red error message wasn't apparent, or clear to participant when incorrect dates were entered on the homepage. The following screen was too cluttered.	Frame the error message in a box with an error/alert type symbol.

Specific information on available cars didn't appear accessible from front page.	Participant wanted to rent a wagon, how does he/she find out if enterprise rents wagons? What is the most comparable car they offer? Maybe provide a link near the vehicle class selection with details about makes/ models offered per class.
One participant expressed liking steps rather than percentage for progress indication.	This tells her exactly how many steps/pages she needs to complete in order to complete he rental reservation. Percentages of progress don't tell her how many steps she can anticipate, only how much she has accomplished.
Modify/cancel icon was unclear and difficult to locate.	Modify and cancel should be part of the order process, closer to the order information, and should be two separate buttons/functions. Maybe a review/modify reservation with an option to cancel.
Participant was under 25, and didn't see 25 and up as a selection on the home page. Participant was surprised at the end of the process to see that her price had to be significantly modified.	Maybe give 3 process steps a bit more room visually and separate them more.
Car total vs car total per day was confusing across multiple car sites and made cost comparison difficult.	
Application timed out at enterprise while the participant was comparing prices at budget. The participant was frustrated, but happy that the website saved all of her information.	
Expected **print this** function to be located closer to verification on the screen. Participant was confused about what might print and how it might look.	Offer a Print this confirmation link closer to the actual confirmation and maybe a print/preview option with a link that prints the page but first displays only the printed portion of the page, like a print preview.
Navigation is simple and easy to follow.	
Enjoys pictures of cars. Helps categorize which car belongs in which category.	
Liked seeing car pictures one step earlier at budget.	
Liked simple, less cluttered interface at budget better than enterprise.	Overall interface could benefit from removing any extra information not critical to the rental reservation process. Budget has a very streamlined interface.

Expected to see coupon code near end of ordering/processing.	
Confirmation screen was clean, clear and easy to understand.	
Size and clarity of pictures at Budget were helpful.	
Month control too close to date text input. Two participants clicked the month control when they intended to change the date.	Create space between the two controls, consider a pull down control for date.

9) Video Taped Sessions
A highlight video showing these interactions is available.

09/25/06

Enterprise Rent-A-Car

Addendum

Introduction

This report documents the methods and results of a usability evaluation of the commercial website for Enterprise Rent-A-Car. The study was performed at the request of Rolf Molich for the 2006 User Interface Interface 11 conference.

1.) Method

We used a traditional one-on-one evaluator-participant usability study method to test the website. Each participant filled out a standard consent form (Appendix A) notifying them of their rights as a human subject participant. The consent form covered the goal of the study, the fact that they were not being studied and there were no wrong answers, the permission to stop at any time without recourse, and an explicit agreement that we could record them with video and audio and use those recordings for both project and demonstration purposes.

Participants met with an evaluator either in their own home, or in a quiet conference room at their place of business. The hardware used was a modern Dell laptop with a 17" screen at 1024x768 resolution running Windows XP. They used an attached two-button mouse. The screen and mouse movements were captured using TechSmith's Morae usability software. Although the software allows for networked remote viewers, due to time constraints this feature was not used. Video was fed into Morae via a USB Logitech webcam mounted to the lid of the laptop. Participants were able to see their video image before the session started. The video image was hidden when the recording started.

Several use cases and user profiles were considered for the study, but due to the short amount of time, only the use case of a driver who's car has recently been in an accident and is in for repairs was used. This allowed us to use anyone with a car as a representative user.

The evaluator read from a script (Appendix B) to keep all information during the study consistent. The evaluator offered no help during the study, but did remind the participants to think out loud, or to explain why they had made a certain choice or why they seemed to be hesitating before acting. The evaluator did not take notes during the sessions. The recordings were all brought into Morae and analyzed for similarities.

2.) Evaluator Time Log (Personal Hours)

Two evaluators worked on this task. Evaluator One spent four hours creating and documenting user profiles and use case scenarios on day one, two hours creating tasks and writing the script on day 2, and two hours running three participants. Evaluator Two spent one hour running two participants, and 6 hours evaluating and

documenting results. [Rolf Molich: A total of 15 hours]

Sept 14	Choose Usability Method
Sept 15–18	Evaluator One writes up user profiles and script for usability test.
Sept 19	Arranging technology, planning for equipment use.
Sept 20	Evaluator One lead first evaluation.
Sept 21	Evaluator One and Evaluator Two each lead 2 evaluations.
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Sept 23	Evaluator Two compiles data for report.
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	Submit report.

3.) Realistic Comparison of Evaluation Methods

The primary difference for this study from our typical situation was the limited amount of time we had to work on the project. We had to conduct these studies outside of our regular work schedule and October 29 is the end of our fiscal year. These two factors meant that pulling this test together was a challenge to do in our spare time, under many year end fiscal deadlines.

The limited amount of time also meant that we had
This limited the number of tasks each participant tested, the number of use cases used, and the number and variety of participants. We normally would have run about three tasks with three participants per use case, and would have used three use cases. The participants would have varied more in their computer experience and ages. We also would have used the Morae remote viewer software to allow two other evaluators watch the live sessions and make comments. One reviewer would have looked for positive experiences including good quotes, and the other would be looking for negative experiences and quotes. These remote markings are automatically stored with the participant's electronic record and make for quicker summary reporting.

4.) Comments on the Website

Comments on the website are listed below.

ID	Severity	ROI	Description	Recommendation
O-01	P		Useful. Choose car rental dates from either a drop down or calendar.	

O-02	P		A calendar takes longer to load/view but, associates the day with the date visually.	
O-03	I		Calendar/dates interface was similar to purchasing airline tickets.	
O-04	T	RH	Vehicle sold out appeared when the actual problem was that the participant selected a past date from the form on the first page (first step of the process).	Error validation on the homepage should warn a user if they have selected a start date & time in the past.
O-05	T	RH	Once **mini-van** was selected on the home page as the **vehicle class**, that information showed up in the top portion of the second page, but the side status information showed that the vehicle class was not yet chosen. This caused confusion.	Show the vehicle class status on the second page to match the vehicle they have selected, as indicated at the top of the screen.
O-06	P		Form data was saved when the participant made and error, and returned to the home page via the back button.	
O-07	I	CH	Large images of cars on budget rental site are very enticing. (Autumn Savings with Mini-van picture.)	Add some pre-packaged offers to the homepage with images of cars in them.
O-08	C	RM	Airport locations were ignored due to perception that airports are busier than other rental locations. Our participants selected a rental location further from her house so that she wouldn't have to go to the airport.	Maybe consider always placing the airport locations at the bottom, or in a designated area.
O-09	T	RH	Printing the confirmation page was confusing due to Microsoft error appearing on browser window. "This page contains secure and non-secure items. Are you sure you want to display non-secure items?" The user clicked on the **more info** link, the help window popped under the main window leaving the participant confused.	Push all of the images of vehicles to the secure server.
O-10	B	CH	Selecting a vehicle class seemed unclear and caused hesitation and guessing.	The participant indicated that they could easily associate a vehicle class if they were given

				car examples. Premium (ie. Dodge Charger)
O-11	P		Car choices were made based on what a participant had driven before, or what they were familiar with.	Possibly save a users preferences and provide them offers/specials based on those preferences.
O-12	B	CM	Time selection must occur at least 2 hours in advance in order to reserve vehicle. If participant gets this error, then resets time, then fills out form, they could get the error again.	When the user resets their time take the time it will take them to fill out the reservation into consideration FOR them. Maybe add 15 additional minutes when they reset the time. Maybe provide them with an opportunity to readjust this time again at the end of the process?
O-13	C	RH	Only being able to choose a vehicle class, not a specific model of vehicle, was frustrating to the participant.	Display examples of vehicles in various classes, note that not all vehicles are available at all locations.
O-14	C	CM	Difficulty finding modify/cancel reservation.	Move cancel option closer to order area as to associate it with the reservation.
O-15	B	RH	Prices weren't immediately clear – did they indicate daily rental price, or total rental price? What did the two different prices mean?	If the price is a complex calculation, some additional information explaining what the various prices mean would be helpful. An image, or more >> link.
O-16	B	RH	Verify page was confusing and cluttered. Lots of important text, all appearing to have the same importance due to cluttered state.	Move content around in order of priority. Shorten content and allow window to scroll. Provide links to details further down the page.
O-17	A	CH	Red error message wasn't apparent, or clear to participant when incorrect dates were entered on the homepage. The following screen was too cluttered.	Frame the error message in a box with an error/alert type symbol.
O-18	I	CM	Specific information on available cars didn't appear accessible from front page.	Participant wanted to rent a wagon, how does he/she find out if enterprise rents wagons? What is the most comparable car they offer? Maybe provide a link near the vehicle class selection with details about makes/ models offered per

				class.
O-19	I	CM	One participant expressed liking steps rather than percentage for progress indication.	This tells her exactly how many steps/pages she needs to complete in order to complete he rental reservation. Percentages of progress don't tell her how many steps she can anticipate, only how much she has accomplished.
O-20	C	CM	Modify/cancel icon was unclear and difficult to locate.	Modify and cancel should be part of the order process, closer to the order information, and should be two separate buttons/functions. Maybe a review/modify reservation with an option to cancel.
O-21	C	CM	Participant was under 25, and didn't see 25 and up as a selection on the home page. Participant was surprised at the end of the process to see that her price had to be significantly modified.	Maybe give 3 process steps a bit more room visually and separate them more.
O-22	C	RM	Car total vs car total per day was confusing across multiple car sites and made cost comparison difficult.	Clearly indicate on all prices "per day" or "your total"
O-23	P		Application timed out at enterprise while the participant was comparing prices at budget. The participant was frustrated, but happy that the website saved all of her information.	
O-24	I		Expected **print this** function to be located closer to verification on the screen. Participant was confused about what might print and how it might look.	Offer a Print this confirmation link closer to the actual confirmation and maybe a print/preview option with a link that prints the page but first displays only the printed portion of the page, like a print preview.
O-25	P		Navigation is simple and easy to follow.	
O-26	P		Enjoys pictures of cars. Helps categorize which car belongs in	

			which category.	
O-27	C	CH	Liked seeing car pictures one step earlier at budget.	Images could be presented to choose from, similar to the way budget does it.
O-28	C	EH	Liked simple, less cluttered interface at budget better than enterprise.	Overall interface could benefit from removing any extra information not critical to the rental reservation process. Budget has a very streamlined interface.
O-29	I		Expected to see coupon code near end of ordering/processing.	
O-30	P		Confirmation screen was clean, clear and easy to understand.	
O-31	I	RH	Size and clarity of pictures at Budget were helpful.	
O-32	C	RH	Month control too close to date text input. Two participants clicked the month control when they intended to change the date.	Create space between the two controls, consider a pull down control for date.

5) Video Tapes
Electronic files were captured using Morae, and will be sent out today or tomorrow.

Consent for Observation, Video, or Audio Recording

"Enterprise Rent-A-Car Study"

You are being invited to participate in a usability study designed to provide information about the usability of the Enterprise Rent-A-Car website. This usability study is being conducted by xxx and yyy of zzz for the User-Centered Design Team.   If you have questions or concerns regarding your rights as a participant, you may contact the www at (000) 000-0000. You should understand the conditions of participation before signing this consent. You are free to ask questions at any time.

- The purpose of this observation, video, or audiotaping is to provide information about the usability of the Enterprise Rent-A-Car website

- The usability study is designed to get your comments on the website only. **It is not designed to test or evaluate you or your capabilities.**

- Others, like yourself, may be asked to participate because we need feedback from more than one person.

- Your participation will benefit Enterprise Rent-A-Car and the User-Centered Design Team.

- The risk to you involves the possible loss of privacy or the feeling that you might be pressured into participating.

- If you choose to participate, you will be asked to use the Enterprise web site. Project staff will observe your activities; they may take notes, video, and audiotape your responses.

- *If you consent, your video may be used in demonstrations, training, and will be combined with data from others and may be published; your identity will be revealed, however, no personal data about you will be released.* You may review the video before it is used or released. You can request the results of your participation. You may ask to review them with the coordinator.

- Your participation will take approximately 15 minutes to complete, including scheduled breaks.

- You will not be paid for your participation. The only cost to you will be the time it takes to complete this activity.

- Your participation is entirely voluntary. **You are free to withdraw at any time without repercussions of any kind, simply by informing the evaluation coordinator.**

<u>**Authorization:**</u> ***This activity has been explained to me and my questions have been answered to my complete satisfaction. I understand that I will receive a fully signed copy of this consent and am free to ask questions or may withdraw my consent to participate at any time without repercussion. I understand that nothing in this consent is intended to preempt any Federal, state, or local laws regarding informed consent. I freely and voluntarily consent to participate in this activity under the following conditions.***

Mark one only

❑ I consent to audio and/or videotaping. I understand that my voice and videotaped pictures may be used in demonstrations, training, and publications.

❑ I consent to audio and/or videotaping but I <u>DO NOT</u> consent to the audio and/or videotapes being used in demonstrations, training, and publications

❑ I DO NOT consent to audio or videotaping.

Participant: _____ Signature: _____Date: _____

Coordinator: _____ Signature: _____ Date: _____

Team P

Executive Summary.
Overall the Enterprise Car Rental was quick and easy to use. Reserving a car was very straight forward with only a few recommendations for change. User especially liked the fact that they could reserve a car with out having to input their credit card number.
Adding a minimum amount of white space on the initial inquiry form would help to clarify screen. Highlighting the airport only check box so that it standout, all three users we tested, missed this check box. Calendar function should be anchored off of the calendar icon.

Approach
Have users run through these series of tasks.

1. Make a simple successful reservation (variations: at the airport or at a non-airport location.)

2. Make a reservation that results in an error or an alert.
    Does the site allow for successful error or alert recovery?

3. Cancel a reservation

4. Make a reservation from a promotion

Method
Thinking-aloud protocol
During the course of this usability test, the test users are asked to verbalize their thoughts, feelings, and opinions while they were completing the tasks assigned to them. This form of testing is very useful in capturing a wide range of cognitive activities. In our testing we applied the critical response variation of thinking-aloud protocol, we asked the test users to speak out loud during their assigned tasks

Test Participant Profiles

Business traveler
Brett
Travels for business propose 90% of the time. Brett's travel is limited to business travel, since Brett has two young children, which has limited his personal travel for the last three years.
Motivation:
Brett looks to reserve a car for business travel as quickly as possible.

Frequent traveler
Jeremy
Jeremy and his wife are both avid scuba divers, and travel at least four times a year. Jeremy is always looking for the best deal and will frequently change his hotel and rental car reservations, while finalizing their plans.
Motivation:
Jeremy is looking for flexibility.

Vacation traveler
Susan
Travels once a year for an extended vacation. Susan usually goes on this trip with her girlfriends, who prefer to book their travel through a travel broker. Susan likes to have more control of her travel will book her rental car herself since she likes to have a luxury while on vacation.
Motivation:
Susan is looking for the most options, she is looking to drive a car would not normally drive, while on vacation.

Team P

Findings for – www.enterprise.com

ID	Severity	ROI	Description	Recommendation
P-01	B	RH	Modify link on the homepage is difficult to locate.	Make modify a button so that it is easier to see when scanning page.
P-02	B	CH	When clicking on a promotion banner, the marketing text doesn't offer much additional information.	Add promotional description at the top of the page
P-03	B	RH	Confusion with the three day/four day rental	Explain this upfront, Add error check on dates when choosing date. Highlight a three day period on the calendar.
P-04	C	RM	When you do accept the promotion after the second screen, you basically go back to the homepage (with minor revisions) to make the reservation.	The different visual treatment or added a dynamic message
P-05	B	CM	The Airport Locations Only checkbox on the homepage is not easily noticed.	Highlight this choice in the design, most users did not see this check box.
P-06	B	RH	Reservation screen cramped does not have clear hierarchy, hard to scan	Add white space between input fields.
P-07	I	CM	Picking vehicle	Select and choose button on select a car should be closer to the vehicle.
P-08	C	CM	Entering Renters Name screen Renters Name should be header and not a label, first name last name labeling positions unclear.	Move renters name label above input fields align first name and last name to the left of the input field.
P-09	C	RH	Confirm Screen is hard to scan, a lot of information is presented all with the same importance.	Redesign page, bring to front important information.
P-10	B	CH	Dollar sign is not lined up properly with values.	Format html cells to allow proper aliment.
P-11	B	CH	Important information is presented in all capital letters making it harder to read	Use upper and lower case, bring up font size if needed. Add line breaks.
P-12	B	RM	Optional Protection Products link for product name and see details links, two links placed next to each other both going to the same page.	Better visual treatment along with short description would enhance these offerings.
P-13	C	RM	Modify screen choices are all grouped together with no link to edit within each grouping.	Should follow design of verify screen, but have an edit button with in each group
P-14	B	CH	Error page no hierarchy error message is in all capital letters making it hard to read.	Use upper and lower case, add light background color to highlight changes.

Team P

P-15	B	CH	Email opt out. This item blends into the overall page and does not appear as a user choice. The default is set to agree to accept email this will effect the user's experience.	Indent opt out add light color behind to make it stand out.
P-16	C	CH	Calendar function pops up in an odd manor Not easy to find on screen once it is launched.	Calendar function should be anchored off of the calendar icon.

Addendum

In addition to the evaluation report, please submit a separate addendum with the following information. If some of this information appears in your usability evaluation report, please repeat it in the addendum.

1. **Method.**
   Thinking-aloud protocol
   During the course of this usability test, the test users are asked to verbalize their thoughts, feelings, and opinions while they were completing the tasks assigned to them. This form of testing is very useful in capturing a wide range of cognitive activities. In our testing we applied the critical response variation of thinking-aloud protocol, we asked the test users to speak out loud during their assigned tasks.
   User were recruited by their internet experience, along with having booked a rental car in the past.

2. **Resources used for the evaluation (person hours).**

   xxx. tester reviewed site and materials, writing test script and conducting user test sessions. 10hr

   yyy. reviewed test report, writing report 8hr

3. **Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.**

   This test was a scaled down version of what we would typically perform, due to time and resource constraints.

4. **Comments on the Website.**
   Overall we thought this site worked relatively well. There where not show stopping errors. Most of the issues found can be fixed with some minor design tweaks.