Project 3 // Note Taking

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TASKS

For this project we will look at the usability test videos conducted with two users of mobile apps for the purposes of car rental.

From these recordings we will take detailed notes on :

- User behaviours
- Positive interactions.
- Pain points or negative experiences.

THE TESTS

The usability tests were conducted with Mary and Sarah, both of whom had different experiences with using mobile apps for the purposes of car rental. The tests lasted around 35 mins and covered a range of questions from the interviewer, with a screen share process allowing us to observe the user attempting to book a car through two different apps.

The process they used to navigate their way through this task is what we will focus on in this project.

TEST 1 - Mary (Healthcare Professional, based in Dublin)
TEST 2 - Sarah (Gas Networks Ireland worker, based in Dublin)

Both Mary and Sarah kindly gave us their time for these tests and allowed us to gain good insight through their reactions, questions and observations while using the mobile apps.

To highlight positive and negative reactions to the test, we will use the colours **GREEN** and **RED** respectively, when focusing on emotions, behaviours and pain points.

USER 1 - MARY

Mary detailed her online usage as follows:

- Work - desktop / laptop
- Home - mobile phone

Most used mobile apps included - WhatsApp, Instagram, Irish Times, RTE and online shopping apps like SuperValu, Lidl and Aldi.

Mary does not have a mobile app for car rental, as her need to rent a car is infrequent enough to not warrant any.

Car Rental Experience

Mary has mainly rented cars in the past for the purposes of leisure holidays, and when renting a car she is guided in her decision by :

- Convenience
- Reputation
- Dealing with someone face-to-face if possible
- Clarity of the 'add-on fees' the companies list on their app

(The rental apps she has exclusively used in the past have been Hertz and Thrifty).

TEST SCENARIO 1 (Mary)

Mobile App <mark>SIXT</mark>
Pickup / Drop off **London Gatwick / London Gatwick**
Date **June 7th - 13th**
Car type **Automatic**
Passengers **Mary + friend (2 adults)**

Navigation & Screens
- Once she began her search, Mary was able to navigate the first screen to input location, date and time before selecting 'SHOW OFFERS'
- ***"Ok so might hit on that"*** - confident response before next screen
- Mary was **disorientated** at the load up of the next screen, **complaining** that the background colour of orange was ***"too much, too orange"*** and therefore she had to adjust for a few seconds to all the options in front of her.
- ***"The small black writing is difficult to see, and my eye-sight is fine"***
- Having selected the button 'SORT' she was happy with the pre-selected list of cars being graded by 'lowest price first'
- ***"That would suit me just fine"***
- Mary chose two different vehicles but neither were automatic, so she began to question where, and how she could find an automatic vehicle.
- This was remedied when she chose the 'FILTER' button.
- Once she entered the test criteria, she was able to find a selection of vehicles **easily** and that **allowed her to focus** on brands she knew and **trusted**.

Vehicle Search

- Mary chose two different vehicles but neither were automatic, so she began to question where, and how she could find an automatic vehicle.
- Mary regarded safety as a big priority in this search, as a UK-based roadtrip would mean time spent on the motorway. Her vehicle choice was going to be based on this aspect.
- Having selected a vehicle, Mary began to choose from various options beginning with 'PAY AT THE COUNTER' which she cited as a preference, as she **valued the interaction with a person** for any questions she might have.
- She commented *"I feel somehow more reassured"* when thinking about a future interaction at the counter.
- She was **pleasantly surprised** that this option was cheaper than an immediate online payment. *"My experience is that when you do things in person, they are generally cheaper than online"*
- *"I would probably want to go for no financial responsibility"*
- Mary looked through two addons and was happy to select the cleaning option, but was disappointed with the 'ROADSIDE ASSISTANCE' option *"I would have expected that to be included in the price"*
- Through the insurance cover and add-on choices, there were mixed reactions such as the **negative feelings on the cost of additional driver**.

Overall User Experience

- Mary found the Sixt app to be a **clear and positive experience,** with her criteria being dealt with within a few short interactions on a low number of screens. *"I thought it was reasonably easy and quick to get around"*
- Mary could focus on the insurance, add-ons and tax aspects of car rental without any overriding negative emotions that might make her go to another app.
- *"I liked the clarity of giving me all the options"* and that *"it was concise, it told me enough without telling me too much"*

Conclusion

Mary had never used a phone to rent a car before and found it **much easier** than she had thought it was going to be. Her behaviour was reflected no frustration and when there was any confusion she was able to navigate around it in a few short interactions.

TEST SCENARIO 2 (Mary)

Mobile App **Green Motion**

Pickup / Drop off **London Gatwick / London Heathrow**

Date **June 7th - 13th**

Car type **Automatic**

Passengers **Mary + friend (2 adults)**

Navigation & Screens

- With no name or corporate branding on the home screen, Mary felt **immediately unsure** as to the validity of the app. She commented **"Oh, am I on it or is this a website?"**, and appeared **very unsure** as she began her search.
- Mary had never used an app to rent a car and **found the predictive text unhelpful** when adding a different drop off location to the criteria of her search.
- She was able to select her correct dates and times, and began to filter the vehicles for the automatic transmission she required.

Vehicle Search

- Her initial search for the automatic vehicle got a negative result, with nothing matching her criteria. This placed her at the beginning of the search again, ***"and I'm not really happy about that"*** where she performed the same clear input of details as before, and again got a negative result.

- *"I have no real idea why that didn't work out"*
- At this point she began to get **frustrated**, commenting **"I'm not sure why that is"**. There was no clear information as to how the search could be resolved, or what, if anything, she was doing wrong.
- Her feelings of **impatience and frustration were growing** over 3 more negative search results, and Mary now got the **feeling that she was doing something wrong** - not the app.
- *"I'm really finding this fiddly now, and I'm starting to get impatient"* and also *"it's not giving me any guidance as to why it's not working out"*
- These emotions were very visible in her expressions and body language, as her experience with the app was becoming completely negative.
- Asked how she felt about the way she was being treated by the app she said *"I'd go to another site, I'd just give up"*

Overall user experience
- This was ultimately a **negative experience** for Mary when clear instructions that she carried out patiently, received confusing and negative results.
- *"I found it really frustrating"*

Conclusion
- Emotion dominated this test, in a way that the first exercise hadn't.

USER 2 - SARAH

Sarah detailed her online usage as follows:

- Work - laptop

- [Home](#) - mobile phone

Most used mobile apps included - WhatsApp, Instagram, Gmail and banking / money apps such as Bank of Ireland and Revolut.

Sarah has never used a mobile app to rent a car.

Car Rental Experience

Sarah has rented many cars in the past, mostly for purposes of leisure when on holiday in Spain. Instead of booking a vehicle through a car rental firm, she deals directly with an agent in Spain who provides the car to her and her group at the airport.

When booking a car, Sarah has a preference for:

- Size
- Comfort
- 'Citroen' car brand - based on prior knowledge

TEST SCENARIO 1 (Sarah)

Mobile App **SIXT**

Pickup / Drop off **London Gatwick / London Gatwick**

Date **June 7th - 13th**

Car type **Automatic**

Passengers **Sarah + friend (2 adults)**

Screens & Navigation

- Sarah found the search process to be **easy to navigate**, and was able to fulfil her criteria without any problems.
- Sarah explained that she would check to make sure that she was ***"happy with the date and the time"*** before looking further down the screen at the 'SHOW STATIONS' button.
- She was unclear regarding the button SHOW STATIONS. She commented, ***"it might not be 100% clear to me what stations is".***
- However she would have selected the button anyway as it's ***"looks like the right thing to do"*** (from her experience of other non-related apps that require selection).

Vehicle Search

- Sarah **really appreciated** the images placed beside each vehicle to enable her choice, as she admitted to not having the knowledge of cars based on brand name alone. She said ***"it's very handy that the picture of the car is there too"***
- Finally she decided on a Citroen (based on her pre-referenced loyalty to that brand), and carefully read through the details of her selection before moving on.
- She appeared **comfortable** in this selection. When she went through the add-ons and insurance options, Sarah was **unclear** on all three add-ons that she encountered. Reading the terms **'Unlimited Mileage'**, **'Sat Nav'** and **'Protect Your Rental',** Sarah questioned all three, with only her own guesswork providing answers.

Overall User Experience

- Sarah found using the Sixt app to be a **positive experience**, completing her search with the help of clear images and helpful navigation.
- She made reference to it being an **easy process**.
- Her behaviour while using the app was very calm and at no stage did she appear unclear about either the process she had been asked to do, nor the search she had been asked to do.
- *"I thought overall it was easy to use, and very user-friendly"*

Conclusion

As someone who has never used a car rental app to book a vehicle, this process was both **simple and effective** for Sarah. A very positive experience.

TEST SCENARIO 2 (Sarah)

Mobile App **Green Motion**

Pickup / Drop off **London Gatwick / London Heathrow**

Date **June 7th - 13th**

Car type **Automatic**

Passengers **Sarah + friend (2 adults)**

Screens & Navigation

- Sarah began her search for location and then date / time. This **all flowed easily** for her and she was able to get to her vehicle search without any issues.
- This **allowed her emotion to be positive** when filtering for the vehicle.
- After listing Gatwick Airport as her pick up point, she was confused by the options given to her as possible drop-off points. Her criteria was to drop off at Heathrow Airport, she commented **"oh maybe they're the only two options"**, referring to both Heathrow, and Birmingham Airport

Vehicle Search

- As with our first user, Sarah was unable to find an automatic vehicle on her first attempt.
- Her instinct was to move on to another app (*admitted during the test*), but for our purposes she continued to search again, changing criteria to try and better the outcome.
- **"If I was dead set on an automatic car, I'd probably move on to another company".**
- She revealed no frustration at the lack of success, however was **confused** by the 'Cover / Add-On' options that did not make it obvious you had to scroll down for the full range available.

User Experience

- Sarah found the Green Motion app to be **very user friendly** and particularly enjoyed the way the vehicle images and information were neatly displayed together.

Conclusion

- Sarah **valued the ease of journey** through using this app and it kept her in a **positive mood**, even when her search yielded a negative result.
- The soft colours and icons **engaged her to persist** with the app.

OVERALL CONCLUSIONS

Through our test with both first-time car rental app users, we have concluded the following:

- On a smaller screen, the journey through an app has to be clear, simple and self-explanatory on every button, term and icon displayed.

- Our users began to get frustrated when sent back to either a previous screen, or right back to the beginning SO **keep the journey moving forward to maintain user engagement.**

- Laptops and desktops allow for two-handed navigation, whereas mobile apps are designed for one-finger inputting SO **allow the focus to be on non-cluttered pages, where the next step is clear both in information and user interaction.**

- Once impatience and frustration enter the booking process, it is almost impossible to reverse it SO **allow the user to feel in charge of each stage of booking, and to carry that feeling through to the payment stage. This will let the user feel that they understood the app and would likely use it again.**

- **Don't assume the user understands terms which the app / company clearly does.** They want to rent a car and understand there is insurance, add-ons etc to deal with, but if you make that the most confusing part of the process then the enjoyable early stages and positive engagement with the app, are lost.