

Usability Test for EnterpriseCarShare.com

Test Preparation

As I prepared myself to perform the usability tests for EnterpriseCarShare.com, I made myself familiar with the tasks that I would be asking my testers to be performing. To do this, I did the tasks myself in order to have accurate information going into the field tests. I started this test on my couch at my house around 5 p.m. one day. The shades were open and the lights were off. The room was filled with natural sunlight and the TV was tuned into ESPN. As I started the test on my school-issued computer using Google Chrome with the Grammarly, Honey, and Bitmoji plug-ins. I was connected to the standard Suddenlink high-speed internet package.

When I went to EnterpriseCarShare.com, I surveyed the site before I took part in the tasks. The site is very sleek and has a lot of information as you scroll. Right as the page loads there isn't a lot of information so you have to scroll down to find out more about car share and its services. I thought there could be more information on the initial load screen.

The first task asked me to determine the size of Enterprise CarShare's presence at Saint Louis University and how many cars seem to be available. I scrolled down the page to "*Find your university or business,*" and typed in "*Saint*" and a drop-down menu came up and I clicked "*Saint Louis University.*" Once the page loaded, I scrolled down to the interactive map that had the dots of the location. I hovered over the dots and noticed I could click on them so clicked them. When I clicked them a menu came up showing me — what I assumed to be — the cars available at that location.

After clicking on the two green dots and seeing the cars I was able to determine that Enterprise Car Share had two stations on Saint Louis University's campus and they had a total of three cars.

The second task asked to find the cost of a vehicle for three hours on the weekend that you plan to drive for 100 miles. As I was already on the Saint Louis University page I scrolled slightly down to "*Saint Louis University Student Fees and Rates.*" There was a chart that had rates for standard class vehicles. The standard application was waived because of a promotion they were doing. The annual membership fee was at a discount for \$10. On the chart was the price of an hourly rate (\$7) and the daily (\$62) along with the overnight fee (\$35, 6 p.m. - 8 a.m.). I found out that the first 200 miles are included in your rental. I calculated the price with the hourly fee $\$7 \times 3$ hours for \$21. Then I added on the yearly fee for a total for \$10.

For the third task, it asked if it was possible if a parent could pay for vehicle usage, how the vehicle was paid for, and where and how you could track your reservation history. During this task, I struggled to find the answers at first. I read all the panels after scrolling down from the pricing chart and didn't see anything in the text about this information. I scrolled past the videos thinking that I didn't really want to watch them, but I realized that was probably where the information was since I couldn't find it in the text. When I got back to the video panel, I clicked the "*Rental*" tab in the bottom bar and played the video. During this video, I gathered the information that every time a car is used it is charged to the credit card on file for the user. Along with the video said that the card on file must match the name of the account, so, therefore, it is not possible to use your parent's card for the file. After watching this video I was still unclear on the reservation history so I clicked on the "*Reservation*" tab at the bottom of the

video player. This brought up the video of how to reserve a car with the service. I couldn't find the exact answer but I assumed that it was in your account page.

For the final task of the test, I searched for the liability responsibilities if the vehicle is damaged. Luckily for me, I remembered seeing the liability information underneath the pricing chart so I scrolled up from the videos to this section of the site and discovered For members 18-20 who do not have their own insurance, Enterprise CarShare will extend liability protection up to the state minimum required amount. For 21 and older, Enterprise CarShare will extend liability protection up to the state minimum required amount.

Choosing Participants

Tester 1: Tara Forte-Garcia, female, 21

My first tester, Tara Forte-Garcia, makes a good tester because she is graduating in May with a bachelor's in public relations and will be moving to Orlando, Florida, for a job at Disney Land. Tara is originally from Kansas City. She was interested in car sharing because she is moving there via air travel and will not have her car in Orlando. Tara was unfamiliar with Enterprise CarShare but knew a small amount about the car share industry as a whole. She said she knew some friends who use ZipCar around Kansas City and she had looked into ZipCar before. Tara claimed that she spent an average of 25 hours a week online with an 80/20 split between social media and surfing.

Environment for Tester 1: I conducted the test in a comfortable location for the participant, so I went to her apartment and asked where she spent the most time on the internet surfing and doing homework. This is important because I wanted to see what actually happens

when people are on our site when there is no one like myself around. She told me her living room couch was where most of her work was done so we chose this location. The blinds were open in the room and the overhead lights were off. Both of her roommates were in the room during the test and she said it was normal that all three of them would do homework in the same room. I liked the roommates being there because it provided a natural distraction for the testee. Tara was using the school issued laptop for this test with Google Chrome equipped with the Honey add-on. Her computer was connected to the standard CenturyLink internet service.

Tester 2: Kieran Brennan, male, 21

My second tester, Kieran Brennan, makes a good tester because he provides a large contrast to Tara. Kieran is a junior elementary education major from Marshall, Missouri and had never heard about the car-sharing service industry until my test. He contrasts from Tara because he is from a town of around 12,000 people and Tara is from a city of almost 500,000 inhabitants. Kieran provided a lack of knowledge on the car-sharing that came in handy when testing. He said he spends around 30 hours a week on the internet with a 90/10 split between social media and plain surfing the web.

Environment for Tester 2: Just like for the first test, I knew the importance of finding a comfortable location for the participant. It creates the type of results we can't find in a lab setting. I asked him where most of his surfing is done and he said the desk in his room so we went into there. The room was poorly lit with only a lamp on and it was in the late afternoon with the blinds of his windows closed. The only distraction present was his phone, which his girlfriend kept sending him texts during the test. This provided a "real world" type atmosphere

when surfing the site. Kieran was using the school issued laptop with Google Chrome and the Grammarly plug-in. His computer was connected to the standard SuddenLink internet connection.

Test Results

Initial Site Thoughts: For Tara, her initial site reaction was positive. She was a fan of the first thing you see is become a member. Kieran thought they should provide a little more information on the landing page before just directing people to become a member. Both participants thought the page looked slick. Tara asked if the site was designed on Wix and I said that I highly doubted it. Kieran didn't like the idea of how much scrolling you had to do to find out information. Overall, both of my testers said the site was visually appealing and looked "easy to use" and were excited about the tasks.

Task 1: *Determine the size of Enterprise CarShare's presence at Saint Louis University:*

Do they have a service there? How many cars seem available?

	<i>Tester 1</i>	<i>Tester 2</i>	<i>Average</i>
Satisfaction	4	5	4.5
Success Rate	100%	100%	100%

Highlights: For this task, the testers started at the homepage and took two different routes to get to the answer. Both of my participants were able to find the correct answers but there were problems. After I asked Tara to look around the site, she remembered seeing an "STL" button right under the main loading page so she clicked on that button. It took her to the

St. Louis city car-sharing options. Kieran took a completely different route from the main loading screen. He clicked “*menu*” in the top right corner and then clicked “*Universities.*” It then took him to the University Car Sharing page where he then clicked on “*Find a university.*” This took him down to the search bar where typed “st” and nothing came up, so he then typed “saint” and he got to the university page. In Tara’s scenario, she was able to see the map of St. Louis and zoomed into the campus area. When Kieran arrived it was already zoomed into the campus. Both participants took exception to how many steps it took to find the page/area. The final problem was the lack of clarity on the map. Both testers were able to find the number of cars but they both implied they stumbled across that information by just messing with the map.

Biggest Problem: I would say the biggest problem is the organization of information between the cities and universities on the home page. Tara clicked the “*STL*” thinking that it would give her more information about the university when she went to the page. On the home page, if they expect to have a heavy college presence, should present both categories with dropdown selection menus. Having just the cities where the services are in confused Tara and thought it was all in one page. This would also eliminate the problem with taking too many steps to find the university you are looking for.

Alignment to Heuristic: The heuristic this aligns with is “recognition rather than recall.” This falls into this category because the current layout of the site forces the user to remember the steps to get to the right university pages. If they switched to two dropdown menus in the same location as the cities currently are, it would minimize the user’s memory load by making actions and options visible

Task 2: Determine the total cost of securing a vehicle for 3 hours on a weekend that you plan to drive the vehicle about 100 miles.

	<i>Tester 1</i>	<i>Tester 2</i>	<i>Average</i>
Satisfaction	5	5	5
Success Rate	0%	100%	50%

Highlights: This second task proved to be more difficult for Tara than it did for Kieran. Since Kieran was already on the SLU page, he was able to calculate the proper amount of daily time and fees involved with renting the car. Tara, on the other hand, found the rates for the St. Louis service. There were no fees on the chart that St. Louis had, but SLU had fees and annual cost. Kieran explained that while he thought it was displayed fine, he would have like to see something interactive with the prices. He also wished that the prices were one of the first things he saw as he came to the SLU landing page. Tara complained that she had to calculate the total and said, “why doesn’t it have something that will figure this out for you.”

Biggest Problem: The biggest problem I found with task two was the presentation of the pricing chart. While the current one serves its purpose, adding an interactive calculator where you can put in the time of day you’d like the car, what kind of car, how many hours you’d like it for and the area you’ll be renting from would prevent the user from having to calculate the price themselves. Plus this is a great module to get users to compare areas along with different types of cars and time ranges. When analyzing ZipCar’s website I came across a similar function that captivated me. This helps the user find the information out with ease.

Estimate your trip cost

How much does a Zipcar cost in St. Louis, MO? Estimate the cost of your next trip below.

Select your trip type to get started.

The screenshot shows a user interface for estimating a Zipcar trip cost. It includes three main sections: 'Choose a car' with radio buttons for 'Economy' (selected) and 'SUV'; 'Select a trip' with radio buttons for '1-hour errand' (selected), '1-day road trip', '3-hour shopping trip', and '2-day weekend getaway'; and a slider for 'How far are you going? (180 miles included per day)' with a value set at 100 miles. To the right, the 'Estimated trip cost' is displayed as '\$9' with a green 'View plans' button below it. A small note at the bottom right states 'Gas and insurance included.'

Alignment to Heuristic: The heuristic this aligns with is “aesthetic and minimalistic design.” This aligns with this heuristic because the calculator is something that will be aesthetically pleasing where you can plug in numbers with sliders and buttons. It will also show users the information when they need it. If they are not looking for prices, they do not have to mess with the calculator module, but if they are looking for that information they can find it with ease with this module.

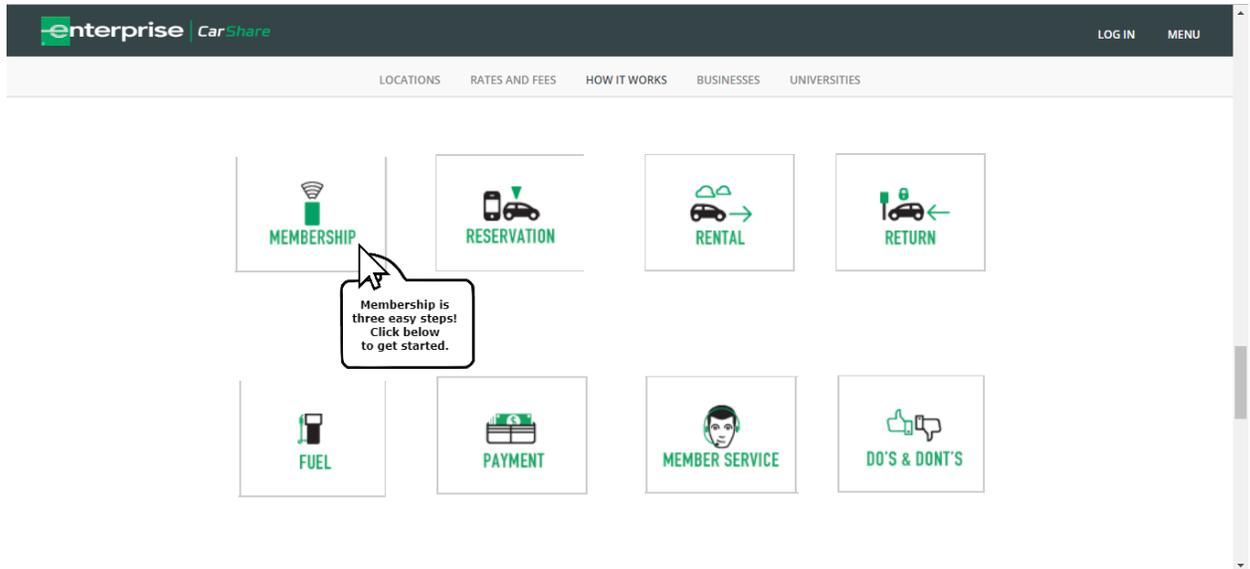
Task 3: *Assume your parents will be paying for your vehicle usage. Is this possible? How will your account be charged each time you use a vehicle? How and where will you track your vehicle reservation history?*

	<i>Tester 1</i>	<i>Tester 2</i>	<i>Average</i>
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Satisfaction	3	1	2
Success Rate	50%	0%	25%

Highlights: For the third task, my participants ran into multiple problems. Kieran couldn't find the information I was asking for so he stopped the task and asked what was next. He neglected the fact the videos on the page held valuable information. Tara also did not want to watch the videos she said, "I'll watch those later," but never came back to watch them. When Tara was searching for the answer she noticed under the pricing chart was a section that said "*Member Eligibility*" with three bullet points. She noticed that the last point on the list said, "valid major credit card in your name." From that information, she gathered that you could not have your parents pay for your vehicle usage because the card has to match your name. I gave Tara 50% because she just assumed that the rental history was on your log in screen when you have an account.

Biggest Problem: The biggest problem in the task was the hidden information in the videos. Both of my testers did not feel the need to watch the videos and thought they were a waste of time. The information in these videos is vital information that users need to know. I recommend that they do a tile set up with the same titles they have for the videos, but when you drag your cursor over the tile, the information in the video in text form comes up. My testers both expressed the displeasure in taking time out to watch a video. Although they may be short, people trying to find information don't want to find the information only through video. Below is a visual of my proposed idea.



Alignment to Heuristic: The heuristic this aligns with is “help and documentation.” This aligns with this heuristic because it is necessary to add extra documentation to these areas to explain all the information. These are very vital areas to the carsharing business and they need to be explained where a user finds delight in getting the information. The current way of the videos does not explain the system very well or conveniently. With this fix it allows the users to tangibly see the information so they can absorb the information at their own rate and go back to reference if they need to. This will help the user complete their task in a timely matter while having a delightful experience in the process.

Task 4: *Determine the liability responsibilities if the vehicle you use is damaged while you are using it.*

	<i>Tester 1</i>	<i>Tester 2</i>	<i>Average</i>
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Satisfaction	5	5	5
Success Rate	100%	100%	100%

Highlights: This task was probably the easiest of the four. Right underneath both charts—no matter if it was St. Louis or SLU—had the liability information underneath the pricing chart. The two testers really had no problem with this test and thought that it was too easy. While they didn't have a problem, I did.

Biggest Problem: The biggest problem I had with this feature is the laziness in presenting it. All the text says is, "Enterprise CarShare will extend liability protection up to the state minimum required amount." The website should know what city and state we are looking at and should have the numbers for the state minimum on the page. This is forcing the user to do more work than they need to do. By introducing this information, users will have a better idea of what the liability coverage at SLU would be.

Alignment to Heuristic: The heuristic this aligns with is "match between system and real world." While this doesn't have to do with web speak, this aligns with this heuristic because the website uses the legal jargon when explaining the liability coverage. They can easily fix this problem by watering down the language for the average college student and putting in actual figures to help the user get a better idea of what kind of coverage they are about to get into

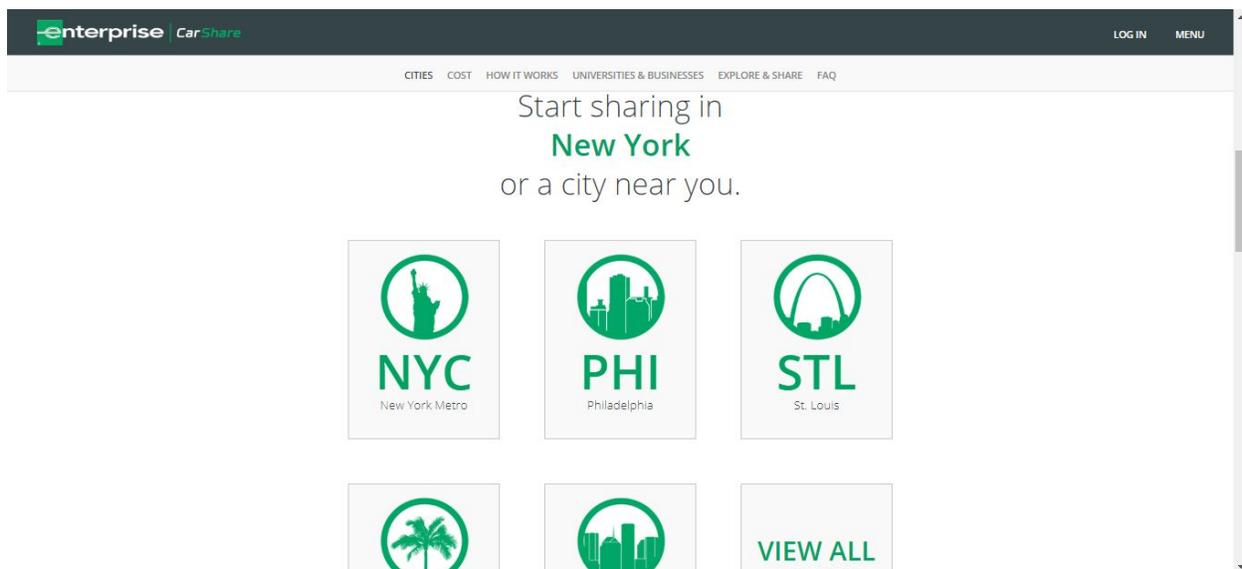
Final Site Thoughts: Overall, both of my testers were satisfied with their overall experience for the site. I asked Tara if she was likely to use it again because she would be moving to Florida and she said depending on the locations she would try and use it when she was down there. Kieran said while he thought the site was "fairly easy" to navigate but said he was

“unlikely” to reuse the service because he already has a car and so does his girlfriend. Kieran and Tara’s knowledge levels about car sharing didn’t seem to affect how they found the information.

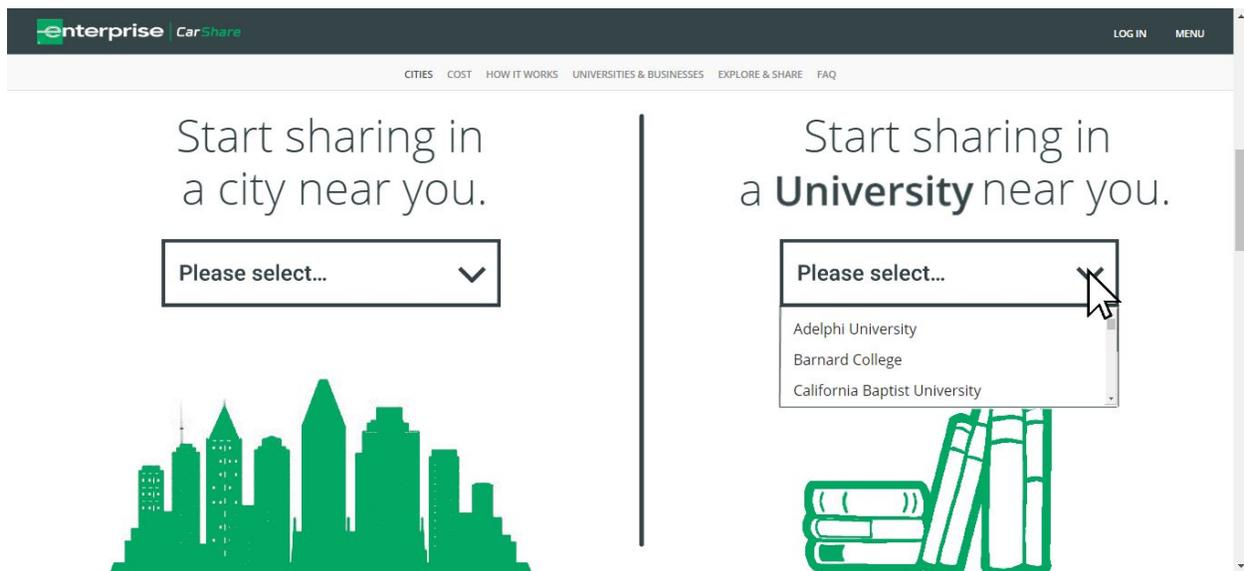
Recommendation to Improve User Experience

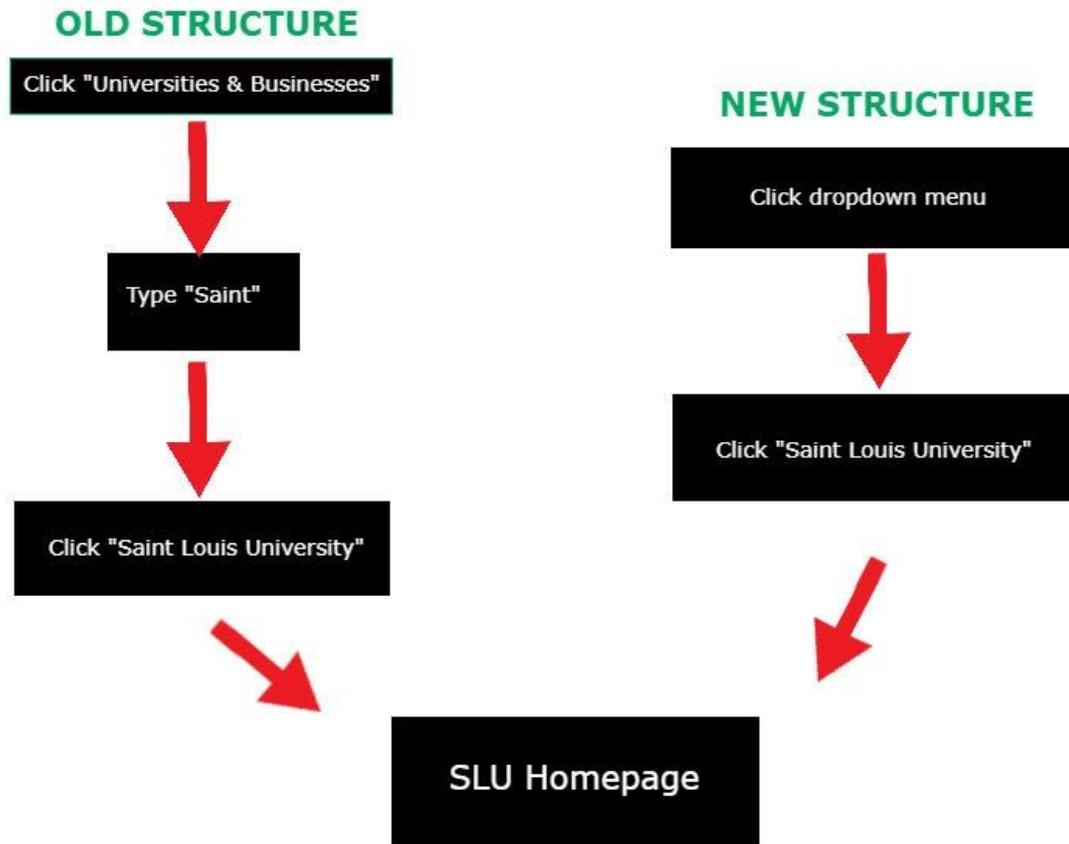
Single Problem Being Fixed: Out of the four biggest problems of the tasks, the one I recommend to fix is the problem from task one. My two test takers did not like the fact only cities were listed and they did not include a university list on the homepage.

Problem Improvement: The way I will fully fix this problem is by putting two separate dropdown selection menus on the front page. I will divide the page in half and have half of the screen occupied by the city dropdown selections and the other half by the universities. Below is how the page looks currently. As you can see you can only select different city tiles and there is no mention of universities within the cities. The only way to find a university is to scroll down to the “*Find a university*” tab and type in the name of the university.



My proposed fix will take out the city tiles and add the option for a university selection. As you can see in the fix below, I got rid of the tiles of the few cities that were featured and put a dropdown selection menu. I also added the column on the right side about the universities. The dropdown menu features all the university programs that Enterprise CarShare has around the country. The second thing I did was add some more art to make it visually appealing to the user and distinguish between the two panels.





By making the university information more accessible, this should cut out unnecessary steps in the process of getting into the university pages — as seen in the flow chart above. This recommendation not only will make the site run better but will give the user a delightful experience, which is what user experience is all about.