

Tuesday, 17. October 2023

Note-taking : car rental desktop usability tests

Test 1 - Task 1: SIXT website



Screen in which the user is located.



When the user succeeded in the task, and didn't confronted any roadblocks.



When the user confronted any roadblocks or pain-points during the task.



Observation or highlight.



Time-slot in which the behaviour/quote was recorded.

“Quotes” - quotes from the user will be marked in italic format and with quotes marks.

Initial Task: type onto the search bar on the browser the site of the rental service.

The user is asked from the moderator to type in the url of the website for sixt.co.uk

The user quickly typing it in and understanding the task.

There was no Google search and no use of “www.”

The user clicks “continue” in the cookies popup without really giving much notice to it.

The Task

Driving to England with a friend. Start in London and finish in London. The car needs to be automated.

Pick up and return at London Gatwick . 7th June to the 13th June.

“My eye is drawn to the search bar...to the ‘find a location’ “

“I want to get to details that are important to me as quickly as possible. I probably wouldn't click on the ads underneath. I probably type in the location as quickly as I could and the dates etc. just to see what's available”

The user, as said by his words, is clicking immediately on the location search bar.

The user is expecting to have a list of stations shown to him when he writes the city where he wishes to travel : *“I am typing London as a location and I am presuming that it will give some sort of drop-down options “*



Homepage



16:34



The user is succeeding in the first part of the task and manage to choose from the drop-down menu, after typing in ‘London’ in the search bar, the Gatwick London station.



16:40



There is a check-box that is asking if the return and pickup are the same. The user is making sure that it's actually what he needs : *"return and pickup location which is right"*



The user is then proceeding to the pickup date, he clicks on the date and calendar opens up. When being asked from the moderator about his opinion regarding the calendar, then the user responds: *"it's easy enough to navigate"*



17:02



The user mentions that it's a bit of a 'pain' that in some calendars you have to click through the months when you wish to find a date in a different year. *"If I was looking to book in December next year just means that I would have to click 12-13 times to go across. There probably some other ways to navigate"*



17:48



The user succeeds in yet another part of the task, which is choosing the date in the calendar.



The user is thinking out loud about how he will be probably be calculating the time of the landing and to coordinate it with the pickup.



18:02



The user to be not so decisive with the terminology of the CTA, after he gives all the necessary information. The term "show offers" had him doubt for a second. *"To proceed I suppose I am showing offers"*



18:20



After being asked from the moderator regarding the usability of the search so far, then the user replies that: *"yeah it was intuitive. I just typed 'Lond..' and it gave me all the options for London...found Gatwick very easy. Calendar was easy enough to use"*



Search results / car selection page



19:56



Knowing that his task is to choose a car which has automatic gear, the user is *"drawn away"* to using the filter bar, right on top of the variety of vehicles, and he uses the toggle button to filter the search for only automated vehicles. *"The bar (filter bar) where it said it confirms the number of offers, the vehicle type, automatic. It gives you four other options on this page to pull in the search a little bit. We did say it was gonna be an automated car, so I'm starting to be drawn to that straight away"*




20:22




Even though it was not part of the task, the user mentions that he would naturally check out the other available filter options on the filter bar, just to see what else is available.


 **20:34**

 The user starts fiddling around with the other filter options and opt to choose 'sedan' as a vehicle type for him. After seeing the search results that he receives (9 of 41 offers), the user is stomped by the results that he receives, because only four results are showing at the top of the page, which follows by an ad: *"maybe slightly confusing with the banner ad going across, because I'm not sure if I should be scrolling right or scrolling down... I start to saying to myself 'am i missing something' but then you figure it out quite quickly "*


 **23:34**

 After being asked from the moderator: "what would be your natural inclination to do now" The user mentioned that he would probably click on one of the vehicle icons in order to get more information regarding the package and what's included in the price.


 **24:23**

 There is actually a moment in during the process, in which the user accidentally clicked on one the vehicle images, which showed more details about the car, which produced also the "ad" that was shown to the user during the mark I made at 20:34. At the current time, the user is trying to click on the the car but supposedly nothing happens, but actually by clicking again the user closed the previous pop-up screen that the opened by accident earlier. So I don't know if I would put it as a failure from the site, but still it made the user pretty frustrated.


 **24:55**

 The user clicks on the image of his desired vehicle again, and then the additional information pops up again. The user is confused because he clicked on the image of the BMW and gets an image of a Mercedes instead. The user understand that underneath the name of the vehicle it states "or similar" which suggests that I may not be the car that he initially chose.

 **26:23**


 The user starts to compare the prices of the types of vehicles and to see which one fits best his price range

 **28:18**

 After being asked from the moderator about his next move, the user starts contemplating between the "pay online" option, which saves a *"couple of quids"*, and the "pay later" option which gives a bit more flexibility. The user successfully chooses a type of model and to pay for it online.

Upgrades page

 **29:29**

 Basically the next page where the user is at, is the page where the user is given the option to upgrade his plan and to add extra features to it, i.e child seat or advanced insurance plan. *"It looks like a formalised way of sort of confirming the booking...it gives me a breakdown of what's included in it"*

For the user it may seem like a confirmation page, but it's basically an upgrade page, which shows that the information wasn't presented so clearly if the user didn't get it at first.



30:05



The user clicks on the "price details" button located above the price, which shows what the price included.



30:32



The user is asked what does "loss damage waiver" means, as it presented as one of the perks in the package.
By the doubt and hesitation that the user presented, it doesn't really show that he fully understood what it meant.



31:16



Next question being asked from the moderator was if the user understands what "unlimited miles" means, and the user showed understanding of that term.



31:47



At this point the moderator reminds the user that part of the task is that there is an additional driver, meaning that he's driving with another person.
The moderator asks him to add another driver, which the user does quite easily.
He scrolls down and chooses successfully the additional driver.



33:35



To satisfy his curiosity, the user clicks on "show more extras" just see what else is in there.



34:15



The user successfully add all the extras that he needed and clicks on continue

Sum-up

From the overall experience, the user had a fairly easy experience with the website:

"I thought it was pretty straightforward"

"It looked slick and easy enough to navigate"

"I think it was quite simple. My eyes were drawn immediately to the search bar"

With that being said, the user main pain point was apparently the issue with the false image of the car:

"Probably started to slow down when i was selecting the vehicle... I had BMW in my head.. I was clicking on the BMW, it was bringing me to the BMW section but the background was a Mercedes"

Test 1 - Task 2: Green Motion website



Screen in which the user is located.



When the user succeeded in the task, and didn't confronted any roadblocks.



When the user confronted any roadblocks or pain-points during the task.



Observation or highlight.



Time-slot in which the behaviour/quote was recorded.

“Quotes” - quotes from the user will be marked in ***italic*** format and with quotes marks.

The Task

The car needs to be automated.

Pick up at London Gatwick on the 7th of June and return to Heathrow on the of 13th June.



Homepage



The user points out from first impression that the page is *“a bit busy. There's a lot going on”*



40:40



The user points out that the things on the right side of the page might be ads, but for his purpose, it's not really relevant, and what he really want to focus on is the booking.
“I might want to read about it after or at the next page, but initially i just want to start and see what's available “



41:18



The user is drawn into pushing “United Kingdom “ as his preferred location, as it was given by the task.

User successfully clicks on the “united kingdom” and clicks the initials of the pick up and drop off stations.




42:53



The user is getting confused here, because he wasn't sure if the month that he selected was the right one, which led him to hesitate and to contemplate if he gave the right month.


“I wouldn't have been confident that I've selected June there and that”

 **43:45**

 The user contemplates regarding the promo code, and advise that there should be one available in order to convince him better, or that he would make a Google search just to see if there's a promo code available.


"It's probably a missed opportunity if they had a promo code in brackets that said 10% or 15% or something like that."

 **45:05**

 The user clicks on the "search" button.
The user then receives an error message that informs him that exceeded the amount of maximum days for a rental.

The user is obviously embarrassed and laughed at himself, but there is an obvious failure in the way that the calendar of the search box in general presented the information. What happened in fact is that the user chose pick up at June 7th 2021 and drop off at June 2022.


 **45:44**

 The user successfully clicks on the "search" button, after giving the current dates, and is being transferred to the next screen.




Car + Package selection page


 **46:05**

 The user clicks "dismiss" on the popup cookie in the bottom right side of the page because it's *"sort of affects the viewing"*


 **46:53**

 The user starts to scroll and look around the page, in order to understand it. It seems like he's taking a lot of time to understand what's going on on the page. He is mentioning that probably the top green box is a promoted vehicle with a package, and the rest of the vehicles on the page are probably set by ascending prices.

 **47:56**

 When being asked about the "go contactless" and the meaning of it, the user takes some time to contemplate. Overall there is a sense of understanding, and it would be something that will be appealing to him, but still it doesn't *"catch him"*.

 **48:49**

 The user is prompted to find the automated transmission option, as it is part of the task to be completed.

The user is the quickly and successfully manages to go up the page to the filter and filter only the automated vehicles.



50:03



The user is asked which package will he choose, the user says that he would probably go with the premium.



52:07



The user successfully chooses a car he likes and the package he would go with it.



Booking summary page



52:14



The user is being asked what does he see on the page, and the user responds very positively and mentions how much he likes these types of pages and why: *“i like these kind of pages because it puts in a nutshell everything you signed up for. It’s quite succinct. It’s also quite official. You know that will proceed from here to the payment page”*



53:25



The user is being asked to add an additional driver, as mentioned in the task. The user finds the additional driver option in the extras section quite quickly and effectively, and successfully adds another driver to the package.



54:22



When asked about extra things that he might want to add regarding this page, the user mentions how he would like to have another solution to the price being shown at the bottom of the page, and maybe have it presented at the top.

Sum up

From what the user summed up in the end, following the questions of the moderator, the user made it very obvious that something in the site (SIXT) appealed more to him:

“Probably found it a little more confusing particularly on the first page, in comparison to the previous site that i used, it was very busy when i landed of it first of all. It was quite a lot going on, and just on the left side. I think if it was on the right side of the page then you’ll be drawn into it”

“The site seems a bit more basic then the SIXT one. The SIXT one looked a bit warmer.”

The main pain point that user could recalled was again the upgrade page, when it wasn’t so transparent the matter of the price:

“When it came to adding that additional driver etc. just without having to scroll from off the screen... i think that would have been handy to have “

Test 2 - Task 1: SIXT website



Screen in which the user is located.



When the user succeeded in the task, and didn't confronted any roadblocks.



When the user confronted any roadblocks or pain-points during the task.



Observation or highlight.



Time-slot in which the behaviour/quote was recorded.

“Quotes” - quotes from the user will be marked in ***italic*** format and with quotes marks.

The Task

Driving to England with a friend. Start in London and finish in London. The car needs to be with automatic transmission.

Pick up and return at London Gatwick . 7th June to the 13th June, 2021.



Homepage



21:42



The user is engaged and analysing the front page in a straightforward manner. She is describing basically everything she sees above the fold, which inc. cars/vans, dates, location etc.



She decides to first engage with the currency and switch it to Euro. She does it effortlessly with no blocks.



22:24



The user decides first to scroll down the page and see what's beyond the fold, instead of going directly to the search function. She explains that she would normally just go straight to the search bar.



22:49



When asked from the moderator if she understand what the sandwich menu stands for, she answers that she knows it as a navigation menu from prior experience.




23:18




The user runs effortlessly through the search option. She types the name of the

location she need, gets the result, click on it, moves on to dates that she was given. She doesn't confront any roadblocks. Her only contemplation is regarding the hour of the pickup, which she tries to rationally think what would be best for her.

 When asked about the importance of the hours, she gives her opinion that maybe it has to do with paying for extra hours.


 **24:46**

 The moderator brings attention to the user regarding the pickup and drop off stations, and how they should be the same.

The user is not entirely certain if the stations are the same:

"i would hoping that it's around the same location if it's both London Gatwick, but no I don't know if it's the exact same place"


 **25:05**

 The user successfully clicks on the "show offers" button and is transferred to the next screen.




Car selection page


 **25:10**

 The user spots immediately the filter on top of the page and understand how the filter might affect her search and benefit with it.


One of the filter options is the "automatic only" toggle button which is part of the task that was given.

"Some of these filters I normally like to check these out because they can make a big difference to your search"

 **25:30**

 Another filter option, which is more of a personalised option, that the user chooses to use is the "driver age", which from a drop-down menu she chooses her range.


 **25:40**

 The user then moves on to filter out the number of seats (at least 5)
Then she chooses the filter the price from the cheapest to the most expensive.


 **26:50**

After she filters the search to her liking, the user scrolls down to see all the different types of can, even though she specifies that she doesn't really care which car.


 **27:12**

 The user mentions that she normally would clear the filter options, just to see if she is still getting the lowest price, which she finds out that it doesn't really matter.


 **27:55**

-  The user clicks on the cheapest vehicle to see the complete description of the offer. She was very confident that when she clicks on the car, then something will happen.
"They kind of just pop out there"

 **29:11**

-  The user clicks on "price details" which is located next to the total. In the price details she finds the sentence "premium location fee" not so clear and ambiguous. This fee is added extra to the rental period.
"The premium location fees in my head I am saying because it London but I mean it is a bit ambiguous there. You don't really know what that means."


 **30:35**

-  The user successfully clicks on the "select" button in the offer, then she is transferred to the next screen.





Protection and extras page


 **32:10**

-  Same at the user before, this user didn't understand what "loss damage waver" means.

 **32:35**


-  When asked to add an extra driver, as one of the criteria states, she immediately spots the "additional driver" card, and on the popup window she chooses 1 extra driver.


 **35:30**

-  After going through the rest of the extras, the user stumbles upon the option to have your receipt sent by mail (post), which she was a bit thrown back, because she thought it was included. But basically it just meant per regular mail and not email.

 **36:45**

The user clicks on the price details again, which is located next to the total amount. There's a popup that opens that shows exactly what she will be paying for. She reviews her fees one more time before she decides to continue.

 **37:07**

-  The user successfully clicks on the the continue button in order to proceed to the next screen, which is the payment page.



Payment page



37:30



The user is asked to browse through the page to see if the information is clear and understandable. All and all she finds the information relatively clear.

She finds the information regarding the types of cards that are accepted to be ambiguous, because it's not so clear which one are actually being accepted.

She scrolls further down the payment page and sees that she can gather extra info about the Gatwick station when she clicks on the "i" icon.

A popup shows all the information about the station, including hours and ways to get there.

Sum up

From her overall experience, the user finds the booking experience to be fairly straightforward and easy. The only remark she had regarding that, was that there're no comparison between the other competitors, so she would have to do that herself.

She would, if she insists, take a deeper look at the "premium location fees", just to understand what they mean.

The filter options and the navigation stood out in her eyes:

"I really liked how easy the filter bar was. I felt like it was really good. Navigation was very easy"

The user mentions that some of the things she misses is having a Google map location of the pickup station, and to know which card type is acceptable before you give your card information.

One thing that surprised her was the additional driver, mainly because she never used it before.

"I was surprised to see the additional driver fees"

Test 2 - Task 2: Greenmotion website



Screen in which the user is located.



When the user succeeded in the task, and didn't confronted any roadblocks.



When the user confronted any roadblocks or pain-points during the task.



Observation or highlight.



Time-slot in which the behaviour/quote was recorded.

“Quotes” - quotes from the user will be marked in italic format and with quotes marks.

The Task

Travelling with a friend. The car needs to be automated.

Pick up at London Gatwick on the 7th of June and return to Heathrow on the of 13th June.



Homepage



44:20



The user is mentioning upfront that she already sees the “pickup location” on top of the search box on the left side of the page, but still she decides to have a look around the page and see what's under the fold and what else is on the page.

Same as the previous user, she is also not 100% sure what the “contactless car rental” means, which is presented as a service in one of the card above the fold, but obviously it's not so clear.



45:13



After contemplating on the website, the user starts working on her task and clicks on “United Kingdom “ button, which is located in the search box, because that's where she needs to give her pickup station name.



She then proceeds to type the 3 letters of the pickup station (Gatwick), which she selects from a drop-down menu.

And then she continues to choose a different drop-off station which is London Heathrow.




The search box location for her was easy to find.
“Straight there, straight in front of you”.

 **46:35**


The user successfully clicks on the “search” button which is located on the bottom of the search box, and proceeds to the next page.


Vehicle + package selection page

 **47:28**


 After scrolling down and up the page, to see what’s on it, the user decides to click on the “filter” icon button which is located at the top right of the page.

Her first click is to change the currency to Euro.

 After that she changes the transmission to automatic, which is one of the criterias on the task.

 When asked about which package would she choose for her rental, the user takes a long time to answer and you can see that she is getting stressed by the different options and meanings of each criteria:

“I’m starting to get a little foggy at this stage with this. This is a lot of information to take in”

 **52:00**

 The user successfully picks the premium package and proceeds to the next screen.

Booking summary

52:42

After being asked to add the additional driver, which is another criteria on the task, the user scrolls down the page and quickly finds the additional driver car under the title “optional extras”

The user was not so sure as to where the extra driver was calculated because of a different terminology.

“It’s not so transparent because they could have just said ‘additional driver’ instead of extra pay”

53:25

The user successfully clicks on the “proceed” button at the end of the page, and being transferred to the next page.



Payment page

53:44

At the payment page, the user is going through the page and admits that she is not comfortable in giving away her payment details because she doesn't feel confident with the package she chose:

" i will probably go back and look probably go through this [premium package] in more detail, but as i said i feel a bit confused."

Sum up

From what I gathered in the overall sense from the 2nd test of the 2nd user, was that her experience from the second car rental service was less good than the one from the first. She was confronted many times with the prices and the general terms, and the general feel of the 2nd website was not as intuitive as the 1st site.

"I definitely found this one more confusing and i feel like there's more hidden charges in this one for some reason. I really don't even feel comfortable knowing what size of engine is here"

"I'll probably take this information away and asks someone else about their opinion about it"

"I liked the drop-off pickup which was kinda easy to do"

"The filtering weren't as intuitive"

"I liked when they have these click tiles that you can go into [and get more information]"

"Cancellation in line with the T&Cs... You're clicking on things here and you have no idea what you're signing up to"

"The security deposit was quite high"