City Cycles
Usability Test

How often do you say you use the computer daily?
I tend to use my phone more often than I use my computer. I only use my computer on the weekends.

How often do you use your computer for leisure?
90% for leisure

So take a look at this page and tell me based on this, what kind of services do you think this website is and who is it?
It seems like it's a bike rental service, just from the look of it, I think that's it's kind of like hip or hipster. Possibly maybe having something to do with, the bike is vintage so I think, I feel like it's for cool people.

And do you know whose website is it? City Cycles.

And what kind of service do they offer?
Bike rentals, like it feels like it's a specialty bike, like some kind of cool hipster bike or vintage bike or something.

If you wanted to do a bike rental with them, tell me, how do you think you would you do that on this website?

I'm assuming I would go to bike reservations.

Question 3: So can you go ahead and make that next step?

OK

What's your initial take on this page?

$25 an hour?! I don't know why that seems kind of high but maybe I'm just cheap?

Does the page make sense to you?: Sure

So if you wanted to continue the reservation, could you tell me and show me how you'd complete and confirm that this has been done?

Like go through the steps of reserving a bike?

Yes

I'd probably go to the "reserve a bike", I'd click on the drop down that says select bike, and enter in all my dates and contact info.

But I would like to scroll through and see the different types of bikes. Because I notice that there's regular bike rental for $25 and there's specialty bikes. I'd like to know what the specialty bikes are all about.

What would your next step be for completing the bike reservation?

At the end I'd click "click to reserve" after putting in all the data.

OK, can you go ahead and do that?

Sure can.

So, what do you make of this page?

I might be turning into a millennial, but I'm all like man there is a lot of text. I feel like having some much text to read through, I already want to check out. Where as like the bullet points at the top, like the kind of more spaced out like quick reference seems like, I'm like, oh there's my confirmation number, or there's bla bla bla happening down at the bottom.

So what's happening on this page, what is it?

So, it's telling me my confirmation number, so that I can pick up my bike and it's telling me what I need to bring in order to get the bike and it's telling me all the stuff that's included in my rental, where to drop off and pick up and the cancellation policy.

Was that your first reaction of this page?

Yeah, I assumed that after I reserved it that I would see a confirmation number and had I keyed in all my info that it would have summarized what I had booked and how much it was, basically, like I expected this page to be like a receipt.

Magic wand question: If tomorrow you came back to this website and there was one change that you saw that delighted you, what would that be? What would you like to see?

I think it would be like to see what all the bikes were they had, because I think it would be really fun to shop the bikes, you can kind of imagine yourself like "oh my god i'm on a pink bike and it glitters", you know.

Could you go back to the homepage?

User clicks the logo

I noticed that your initial reaction was to hit the bike reservation in the navigation bar, is there a reason why you didn't select the button on the homepage?

No I saw it, but at the time I was reading what was happening up above. But I like the fact that it exists in two places. It kind of gives you, like an out in case you didn't notice it on the bottom, you know to look for it on the top.

Conclusion

Thank you so much for all of your valuable feedback today.

Do you have any questions for me?

No, but back to your question before, about what change might delight me, it's almost back to that bike reservation thing that I had to think about it for a second, oh I want to go back to home what am I going to hit and I was debating between the about us and the icon. I'm almost torn between about it being "about us" or "home".

Regarding what we looked at, did you have any additional thoughts about anything I might not have asked you about?
Just that, I don't think I would book anything over the phone anymore because I don't trust people with my credit card information so I would definitely do this online, and definitely would want to see a gallery of bike images.