

INFM 605 USERS AND USE CONTEXTS

Usability testing products:

Carlease:

<https://carlease.com>

Ling's Cars

<http://www.lingscars.com>

- Aditya Bhat
- Phaneendra Kumar
- Sanjna Srivatsa

COMPARISON OF HEURISTICS

HEURISTICS	Carlease.com	Lingscars.com
Functional Visibility	<ul style="list-style-type: none">• Visible structure with available feedback• User can understand the browse and learn the functionality quickly	<ul style="list-style-type: none">• Visually unappealing and inconsistent• Links are badly placed and some links do no work• Functional links often misinterpreted as ads due to bad design
Ambiguity	<ul style="list-style-type: none">• Can predict outcome of a click• Easy to the eye• Clear and intuitive placement of content	<ul style="list-style-type: none">• Cannot expect the outcome of a click• Clunky and inconsistent - different pages are of different designs• Content placement is non intuitive and unnecessary elements block visibility of required content

COMPARISON OF HEURISTICS

HEURISTICS	Carlease.com	Lingscars.com
Design for intended users	<ul style="list-style-type: none">• Website designed for all kinds of users• First time users can navigate easily	<ul style="list-style-type: none">• Takes much longer to familiarise oneself with the website• Repeated users also were observed to get lost navigating
Design for errors	<ul style="list-style-type: none">• The default Error messages are appropriately set for each website which users can understand and correct.	<ul style="list-style-type: none">• The error messages do not suggest what is the error and solution to the error.• Ambiguous usage of language.

INTENDED USER PROFILES:

Functionality of Websites: Leasing a car

Environment: Browsers on desktops, laptops or smart phones

User criteria: (Collection of users with the criteria described below)

- Repeated users of car leasing websites
- Different educational backgrounds such as website developers, college and high school students, computer engineers, librarian, teacher/professor etc.
- Minimal or zero access/experience with online car leasing websites
- Men and women across different age groups such as higher age teens (above 18 Years), between 20 and 30 Years, 30 to 45 years, 45 and above.

TEST PROCESS:

Activities:

- Briefed the users about the process before the Usability testing.
- Allowed users to navigate through the websites before testing.
- Performed Interrupted task based usability testing with four tasks.
- Users were asked to fill the SUS form after testing each website.
- Ensured four users accessed carlease.com first while the rest five users accessed the lingscars.com first.
- To remove bias, we requested four users to test lingscars.com first while the rest five users were asked to try carlease.com first.

USER SAMPLE:

1. We primarily chose users from different age groups, genders, educational background from Maryland, Virginia and District of Columbia.

The users were selected based on

- Users who are interested in cars and are aware of the specifications of different model types.
- Users who are students and may require to lease a car in the near future.
- Users who have friends/family/relatives who lease cars often or may need to lease a car in the near future.
- Users who had less or no experience dealing with online car leasing websites.

DEPENDENT AND INDEPENDENT VARIABLES:

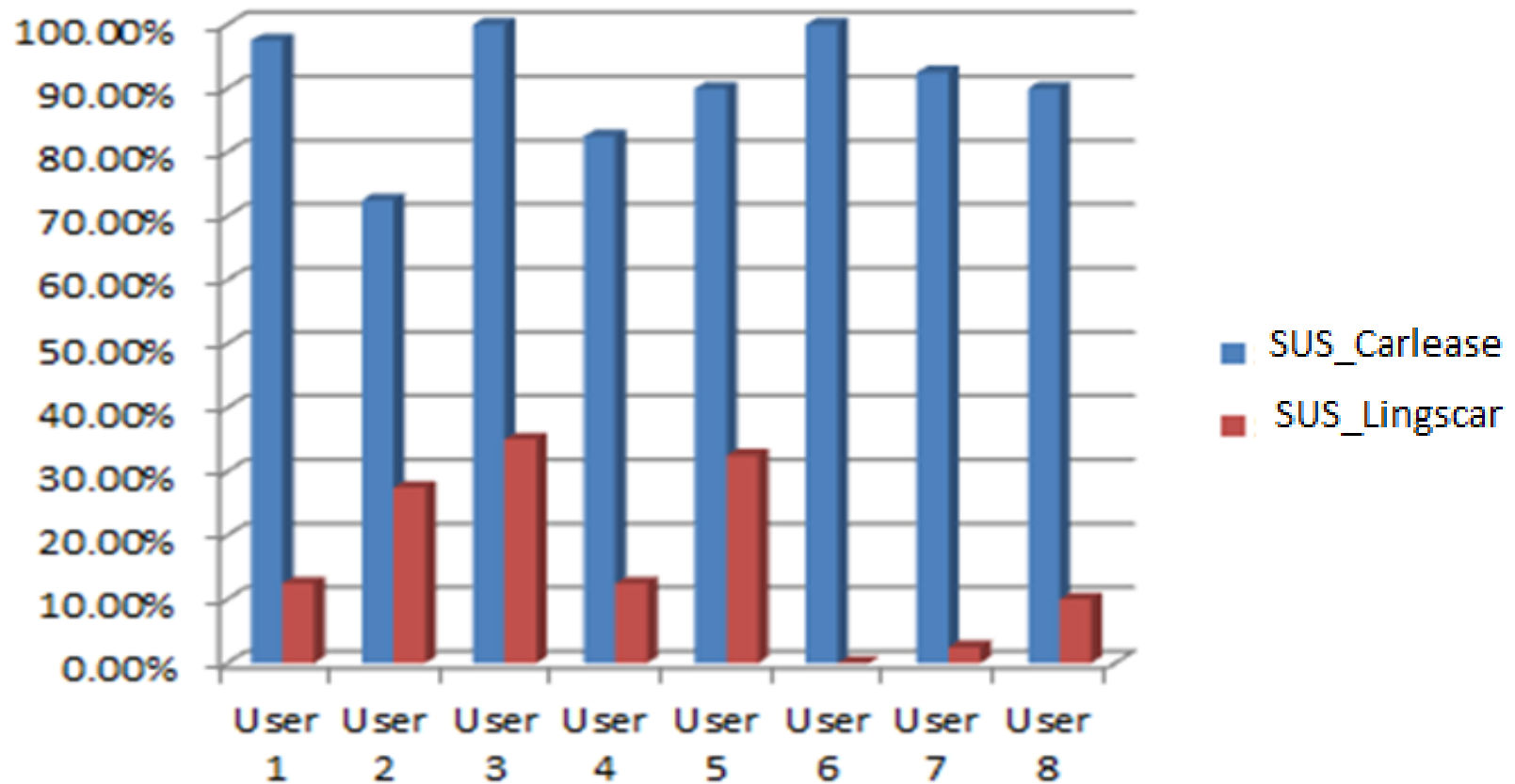
Dependent Variable: Variables that we can measure, some of the dependent variables identified during the usability testing were :

- Number of errors
- Success Rate
- User Satisfaction
- Completion time for each task

Independent Variable: Independent variables are the variables that can be controlled and manipulated, the independent variables identified during the usability testing were:

- Age/Gender/Educational Background of Participants
- Websites for testing
- Testing environment (Location and device)

SUS FORM SCORES: A STATISTICAL REPRESENTATION:



TASKS SELECTED FOR TESTING

1. Navigate to the page where all the cars can be viewed to get a quote
 - This is a primary and important task for all car leasing websites.
2. Get a quote on BMW 2 series convertible
 - After choosing a model, this task is anticipated.
3. Contact the company's team
 - This is not a critical task, but helps understanding how comfortable the users feel navigating through the websites.
4. Find FAQs page
 - This is expected to be a frequently visited section by most users.

OBSERVATIONS

Users behavior:

1. Frustration, confusion and misinterpreting content was noticed among users while accessing lingscars.com .
2. Users were comfortable while navigating carlease.com. Users appreciated parallax design and content while using the website.

SUS:

1. Although each website rating was taken immediately after the user tested the website, we sensed a halo/reverse halo effect in the rating and oral feedback.

OBSERVATIONS

Based on our evaluation, we believe that carlease.com will outperform the limgscars.com. According to the evaluation, some of the aspects which distinguishes the two websites are:

Discoverability and Efficiency of the User::

carlease.com - Users were not only able to find all tabs and links to complete the task in very less time due to discoverability but also were able to navigate through the website to find most available functionality, the Tab/ links are Cleary named and users could identify how to navigate to perform the task.

limgscars.com - Users were not able to complete most of task due to unclear functionalities and encountered difficulty because there was just too much content and the layout and design was unstructured .Users struggled to identify the path to complete the task.

OBSERVATIONS

Functional usage and task completion:

Carlease.com - Users were able perform the task with little difficulty and quickly.

lingscars.com - Users were looking for appropriate link throughout the website for a given task before identifying the location, some of the users could not locate right link even when the information was there on the screen. Due to bad design most users avoided clicking on links assuming the element to be stimulate some sort of malware or mistook it to be an advertisement.

HYPOTHESIS:

Aesthetics and Color as a vital interface element:

carlease.com- The background color and text color are pleasing, professional and clear.

lingscars.com- Users had difficulty in reading the text on the Buttons/Links due to camouflaging Button color. Certain text has been given different colors, but users were not sure what the usage of distinct colors meant. Some users felt that the website did not look professional or even real

Consistency:

carlease.com - The look and feel of the website is consistent across the website, users could clearly distinguish between links to external website and part of the website.

lingscars.com- Users could not distinguish between external links and part of the website due to inconsistent look and feel, users skipped looking through a tab due to missing image for a button.

Explorable Interfaces and Visibility:

carlease.com- Users could use the quick search to perform the task.

lingscars.com -No alternative like search is provided by the website to look for what is needed, users are trapped in a single path for each task.

HYPOTHESIS

Human Interface Objects:

carlease.com - The Website consists of objects that represented the Human interface objects like the button, a looking glass for search, Hyperlinks in distinct color.

lingscars.com-The website consisted of certain text that did not resemble a link or a button, but when users hovered over the text by mistake the cursor turned active indicating the text to be a hyperlink.

Learnability:

carlease.com- Users were able to learn the website by quickly going through the website and get acquainted, as they kept working on the tasks it got easier to complete the task.

lingscars.com- Users had difficulty despite going through the website prior to the testing and had difficulty in completing the task with every new task.

HYPOTHESIS SUMMARY:

	Carlease	lingscar
Accessibility	Very bad	Good
Functional sustainability	Very Bad	Good
Functional discoverability	Difficult	Good (especially because of search option)
Ease of learning	Bad	Good
Ease of use	Difficult	Good
Ease of recall	Difficult	Good
Safety	NA	NA
Subjective preference	NA	NA

HYPOTHESIS SUMMARY:

	Carlease		lingscar	
	Hypothesis	Conclusion	Hypothesis	Conclusion
Accessibility	Very bad	NA	Good	NA
Functional sustainability				
Functional discoverability	Difficult	Not as bad as assumed	Good	Good
Ease of learning	Difficult	Difficult	Good	Good
Ease of use	Difficult	Difficult	Good	Good
Ease of recall	Difficult	Moderate	Good	Good
Safety	NA	NA	NA	NA
Subjective preference	NA	NA	NA	NA

TEST RESULTS

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- Users found carlease.com quite easy to use and were able to complete tasks within few clicks. We found the lack of breadcrumbs slowing the process of backtracking
 - User's initial response to lingscars.com was overwhelm. There were just way too many components for the user to comprehend and cope with. Some found the website content funny.
 - Users faced several problems during the process of testing, most of which was what we had expected them to run into.
 - The few users who had not used carleasing websites before (based on the pre-task interviews), were able to use carlease.com easily.
 - Users felt that lingscars.com was badly designed and unprofessional.

THANK YOU!!!
