Final Report

1 Objectives

B!ke2Go is a system which will offer easy access to bicycles for a cheap price. By incorporating both a website and app for renting, our users can have access to our service in whatever format serves their needs. By keeping the system and interface simple we hope to encourage people to try our system.

The main technology our system will incorporate is an app which will allow users to set up a profile, find locations, reserve bicycles, and set up a payment system. Google maps will be used for the location aspect of our app. To get in and out of the locations users can use key cards.

In the overall sense the app is pretty simple. After signing up, there is an account page to manage private details, a map page to locate bikes, and a bike reservation page. Throughout our development process, a lot of the focus and problems have revolved around navigating through these three main screens. The objective of this evaluation is to improve the interface. In particular, to lower the number of user clicks to navigate through these three places. We hope to learn what is intuitive and what is not. For example, at this point of development, I know from testing the app myself that it's unintuitive to get from bike reservations to the map page. Ideally, we want to make all navigation intuitive.

2 Method

Participants – A 20s female, University Student. Selection criterion was University student.

Tasks – Add Funds, Create Account, Reserve Bike, Cancel Reservation, Find Help Screen, Change Payment Method

Procedure – No practice time. No instructions given. All tasks were in the order mentioned above. The only information given ahead of time was the explanation that this is an app to rent a bike from a community bike app. The session lasted ~10 minutes.

Measures – quantitative: how many clicks each task took. Qualitative: open ended questions based on feedback from interviewee e.g. What did you find most intuitive? Which task were you most frustrated with?

Setting and Equipment – laptop in a quiet room. Ran our proto.io prototype

3 Results

Quantitative:

Task #1: Add Funds

Average 5.8 clicks

One of the highest click variability of all tasks

Task #2: Create Account

Average 3.6 clicks

Simple task. No surprises

Task #3: Reserve Bike

Average 10.8 clicks

One of the highest click variability and was one of the most unintuitive tasks for users

Task #4:Cancel a Reservation

Average 7.0 clicks

Although not as many clicks as reserve bike, was equally as unintuitive of a task as reserving a bike

Task #5: Find Help Screen

Average 1.4 clicks

Mostly easy to find

Task #6: Change Payment Method
Average 6.8 clicks

Feedback from my interviewee and others was that this was an intuitive feature

Qualitative:

During the 'canceling a reservation' task: “it doesn’t make sense to go through the account settings page to get to your reservations”.

4 Discussion

Finishing a payment, choosing bike types/prices/accessories and canceling reservations are all not actually implemented. This limits the task scenarios. If they were implemented, further testing into how users navigate to confirm screens from there could be tested.

The two most important experiment results were reserving a bike and canceling a reservation. The process of reserving a bike was confusing. It was the same page as canceling a reservation, and the user didn't identify betw een the two processes. For canceling a reservation, you first had to go through your account settings page, which users found unintuitive.

The most intuitive improvement to the prototype would be adding the same bar menu at the bottom of every screen. It would allow the user to instantly go to any of the three main screens: account details, locate bikes and reservation page.

Experimental objectives were met. There was a clear indication of two very unintuitive features, reserving a bike and canceling a bike.