



tiy design

Car rental website

Usability testing script

1.0 Test preamble

This section serves as an aide mémoire to the team running tests and is essentially a checklist for the conduct of each test.

Instructions to the moderator are marked [*in italics*].

Welcome

- Thanks for helping out today.
- We have scheduled this session to run approximately 60 minutes.
- Before we start, I'll explain the setup and how the session works.

What we're doing today

- I'm responsible for conducting some customer research for a car rental website.
- We're trying to identify issues that could be fixed to make the website easier to use.
- To do that, we're talking to people like you, and based on your feedback we're hoping to pinpoint areas for improvement.

Room setup

- Let me explain the setup
- I'll be asking you questions and talking you through the tests
- We have a camera and a microphone to record what you do. We will record the session for note-taking purposes, but the footage will not be seen by anyone outside the team
- The session is divided into two parts:
 - First, we will ask you some general questions about your experience with booking hotel accommodation.
 - Then, we'll ask you to perform a few tasks on two hotel booking websites, and ask you some questions as you go.

A few things to keep in mind

- There are a few things to keep in mind that will help the tests run smoother...
- First, this session is called a usability test. But it's important to know that we're not testing you, we're testing the website. There are no right or wrong answers, there are no trick questions, and we're not trying to catch you out in any way. If you do come across problems, please understand that it's not your fault, it's the software's fault. And in fact, the more problems you find, the better we can fix them.
- Second, please be as candid as possible. If you don't like something, or think it's just plain silly, please say so. You won't hurt my feelings - I haven't been involved in the design of any of these screens.
- Third, as you navigate around the website, whatever is going through your head, please verbalise it. So, for example, if you're about to click on a button, say "I'm going to click here because I think it's going to take me to the next page". Or "I'm looking around the screen for the price". Basically, we want you to think aloud; it helps us write better notes. Also, if you could approach things slightly slower than you normally would, that would be really helpful. If you work your way around the site too fast, we might not be able to take notes quick enough. I'll remind you to think aloud and to slow down throughout the session.
- Finally, please feel free to ask any questions you like. It's a great way for us to understand your thoughts. But in order to keep the test as realistic as possible, I may not always answer your questions. Thanks for understanding.

Do you have any questions now before we begin?

2.0 Background questions

Before we start using the website, I'd just like to ask you some simple background questions, if that's okay?

Personal questions

- Occupation
- Where do you live?
- How do you access the internet?
- Home? Work? Phone?
- Do you own a laptop or desktop?
- Do you have broadband?
- Do you use website/apps on your laptop/smartphone?
- What sort of website/apps do you use?
- Please describe

Car rental website/app usage

- Why have you typically rented cars in the past?
- Business or leisure?
- What countries have you rented a car in?
- How did you rent a car - online, in the airport, or elsewhere?
- [If rented online:]
 - Which car rental websites have you used in the past?
 - Any preferred websites/apps?
- Describe the last time you rented a car.
 - What was the scenario?
 - Where were you travelling to?
 - When did you decide to rent a car?
- What was most important when renting the car?
 - The car make and model? Number of seats? Price? Anything else?
 - Try to describe how you came to make your selection.

- Did you compare car rental suppliers?
 - If not, why not?
 - If so, what did you compare?
 - Which websites/apps did you use?
- Did you have any particular worries or concerns when renting the car?
- Overall, how did you find the experience of renting the car?
- Is there anything you would do differently the next time?

3.0 Tasks

Task 1: Rental car selection (hertz.com)

For the purposes of the test, we'll assume the following:

- You are travelling to England with a friend for a road trip in the summer
- You plan to start and finish your road trip in Manchester
- You want to rent a car with automatic transmission

What we want you to do

- Visit website 1 – [hertz.com](https://www.hertz.com)
- Book a car with automatic transmission
- Your pickup point is London Heathrow & your return point is London Gatwick
- Your rental period is 5th November to 12th November
- Please show me what you would do

Homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?

Results page

- Describe what you see here
- How will you find a car with automatic transmission?
- What will you do next?
- [When car is selected] What would you do to find more information about the car?
- What will you do next?

Extras

- What do you see on this page?
- What does SuperCover mean?
- What does Premium Emergency Roadside Service mean?
- Suppose you want to add your friend as a driver. Please show me what you would do
- What will you do next?

[Stop at Personal Details page]

Conclusion

- Overall, what did you think of that experience?
- Was there anything you particularly liked or disliked about that process?
- Was there anything you expected to see but did not?
- Was there anything you were surprised to see?

Task 2: Rental car selection (europcar.com)

For the purposes of the test, we'll assume the following:

- You are travelling to England with a friend for a road trip in the summer
- You plan to start and finish your road trip in Manchester
- You want to rent a car with automatic transmission

What we want you to do

- Visit website 2 – europcar.co.uk
- Book a car with automatic transmission
- Your pickup point is London Heathrow & your return point is London Gatwick
- Your rental period is 5th November to 12th November
- Please show me what you would do

Homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?
- [When selecting location] What does the blue icon signify?

Results page

- Describe what you see here
- How will you find a car with automatic transmission?
- What will you do next?
- [When car is selected] What would you do to find more information about the car?

Extras

- What do you see on this page?
- What does EUROPDRIVE COVER mean?
- What are the differences between the basic & premium packages?
- Suppose you want to add your friend as a driver. Please show me what you would do
- What will you do next?
- Would you be confident going on to pay at this point?

[Stop at Personal Details page]

Conclusion

- Overall, what did you think of that experience?
- Was there anything you particularly liked or disliked about that process?
- Was there anything you expected to see but did not?
- Was there anything you were surprised to see?