

Protocol: Zillow Evaluation

Introduction

(Following informed consent...) Thank you for agreeing to participate. For the next 30 minutes, we will be looking at a website to gain insight into how you would use it and how to make it easier to use. Keep in mind though, that this is not a test of you, we are evaluating the website.

We will be video recording this interview for note-taking purposes so I can go back and review it in case I missed anything. At the end of the study, we will delete the recording. Your name and any other personal information will not be included in the notes and will be kept strictly confidential.

While you use the website, I would like to you “think out loud” and let me know what you are doing and thinking – what you like and dislike, what surprises or confuses you, and any other thoughts you have.

Do you have any questions before we begin?

Background

First, let me ask you a few questions about your previous experience finding a place to live.

1. Think back to when you found your current residence. How did you find it?

Websites:

Priorities:

2. (If has used websites) Are there any other features you would have liked to have to help you with your search?

Task 1

Now, I want you to imagine that you are looking for an apartment with no roommates. You want to live within easy walking distance of campus and you can't afford any more than \$900 a month. Walk me through how you would choose a place to live on this website and let me know when you have found your preferred home.

Note: order of navigation/features used AND mistakes or backtracking

Within 10 blocks / 1mi. of campus: ☐ Yes ☐ No

\$900 or under: ☐ Yes ☐ No

Task completed: ☐ Yes ☐ No

1. On a scale from 1-5, where 1 is "Very Difficult" and 5 is "Very Easy" how would you rate being able to use this website design to accomplish this task? Why?

Task 2

Imagine you have talked to a couple of your friends about living with them instead. See if you can find a place that would save you money by splitting rent in a place that would allow **all three of you to have your own rooms**.

After talking with your friends, they asked you to try to find a place that would allow their dog AND they want to avoid places that would require them to cross busy streets, in particular:

- Nord Avenue
- Walnut Avenue
- East Avenue
- W 8th Street
- W 9th Street
- Interstate 99

Note: order of navigation/features used AND mistakes or backtracking

3+ Bedrooms: ☐ Yes ☐ No

Pets Allowed: ☐ Yes ☐ No

Within Correct Region: ☐ Yes ☐ No

2. On a scale from 1-5, where 1 is “Very Difficult” and 5 is “Very Easy” how would you rate being able to use this website design to accomplish this task? Why?

Wrap-up

Now that you have used the website, I want to know more about your impressions of it. Overall, what did you **like most** about it?

What did you **dislike** the most about it?

Are there any **additional features** you would like for it to have?

Now, I'd like to look back at certain parts of the search tool and get your thoughts on them:

"More" –

Draw a shape –

Any other thoughts or comments?

Thank you again, your feedback will help the team improve the website!