# **Usability Study Report**

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## **Application Scope**

**Application Description:** A **Rental Management App** designed to help users add, view, filter, and compare rental properties. The app supports renters in making informed decisions by organizing property details.

## **Users - Target Audience:**

1. **Renter Student** – College student searching for rentals near school.
2. **Young Professional** – Early career renter in urban areas.
3. **Out-of-Town Relocator** – Individuals unfamiliar with a city needing easy property comparison.

## **Data Description:**

* **Stored Data:** Rental name, location (city, state, country), price, amenities, square footage, contact info.
* **Displayed Data:** Listings with filtering and sorting, detailed rental info, and comparison features.

## **Main Tasks - Use Cases:**

* **T1:** Filter properties by **city** and **amenity** (e.g., Wi-Fi).
* **T2:** View **detailed information** of a specific rental.
* **T3:** **Add a new rental** using the form.

## **Experiment**

### **Preparation:**

* **Introduction:**
  + Greeted participants, requested consent for recording (audio, screen, and video).
  + Asked participants to **think aloud**.
  + Reassured them that **the system is being tested**, not them.
  + Instructed participants to **think like a renter** (target audience).
* **Demographics Questions:**
  + Age range, occupation, rental search experience.
* **Recording Setup:**
  + Audio, screen, and video (all saved in Drive).

### **Script of the Tasks:**

* **Initial Intuitiveness:**
  + "Without interacting, describe what you think this page is for."
* **T1:**
  + "Please filter to show rentals in *Fremont* with *Wi-Fi*."
* **T2:**
  + "Click on a property and describe the details available."
* **T3:**
  + "Use the form to **add a new rental** for an apartment in *San Francisco* with *Wi-Fi*."

### **Post-Questionnaire (Likert Scale: 1-5)**

* **Effectiveness & Ease of Use** for each task.
* **Overall experience.**
* **Final comments.**

## **Experiment Notes**

### **Participant 1 (Classmate):**

* **Demographics:** 22, student, used Zillow occasionally.
* **Initial Approach:** Understood listings but overlooked the filter section (Screenshot 1).
* **T1:** Found filters but took time to locate amenities.
* **T2:** Found rental details easily (details mock shown).
* **T3:** Hesitated with property type dropdown in form (Screenshot 2).

**Post-Test Scores:**

* T1 Effectiveness: 4, Ease of Use: 3
* T2 Effectiveness: 5, Ease of Use: 5
* T3 Effectiveness: 3, Ease of Use: 3
* Overall: 3.5

### **Participant 2 (Boyfriend):**

* **Demographics:** 25, engineer, familiar with rental platforms.
* **Initial Approach:** Confident; identified filters right away.
* **T1:** Completed filtering smoothly.
* **T2:** Quick and accurate on rental details.
* **T3:** Suggested clearer labels in the rental form.

**Post-Test Scores:**

* T1 Effectiveness: 5, Ease of Use: 5
* T2 Effectiveness: 5, Ease of Use: 5
* T3 Effectiveness: 4, Ease of Use: 4
* Overall: 4.5

### **Participant 3 (Stranger):**

* **Demographics:** 30, marketer, limited rental app experience.
* **Initial Approach:** Confused by filter placement.
* **T1:** Struggled with filters (Screenshot 1).
* **T2:** Easy with details once clicked.
* **T3:** Confused by form layout (Screenshot 2).

**Post-Test Scores:**

* T1 Effectiveness: 3, Ease of Use: 2
* T2 Effectiveness: 5, Ease of Use: 4
* T3 Effectiveness: 2, Ease of Use: 2
* Overall: 3

## **Prioritized List of Issues and Changes:**

### **Issue 1: Filters not obvious (Screenshot 1).**

* **Change:** Add icons/labels, possibly color highlights.
* **Priority:** **Must**
* **Implemented?** Yes, placeholder text added.

### **Issue 2: Form dropdown unclear (Screenshot 2).**

* **Change:** Add helper text or tooltip for property type.
* **Priority:** **Should**
* **Implemented?** Planned.

### **Issue 3: No onboarding or help text (Screenshots 1 & 3).**

* **Change:** Add tooltips or a short intro guide.
* **Priority:** **Could**
* **Implemented?** Not yet.