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## 4.5 CONDUCTING USABILITY TESTING

by Adam Beckovsky

# MODERATED IN-PERSON USABILITY TESTING SUMMARY

10-12<sup>TH</sup> JUNE 2019, HERTZ EUROPEAN SERVICE CENTER, DUBLIN, IRELAND

## EQUIPMENT

### Testing Equipment:

MacBook pro  
Sony Xperia XZ premium

### Accessory Equipment:

Microsoft Surface Go Tablet  
Rocketbook + Consent form

## PREPARATIONS

Room and Equipment has been tested in advance and DSLR camera has been replaced with build-in webcam on Macbook for recording to get better caption of facial expression and to generate less pressure. Test session was approximately 25 min long.

## TESTED SCENARIOS

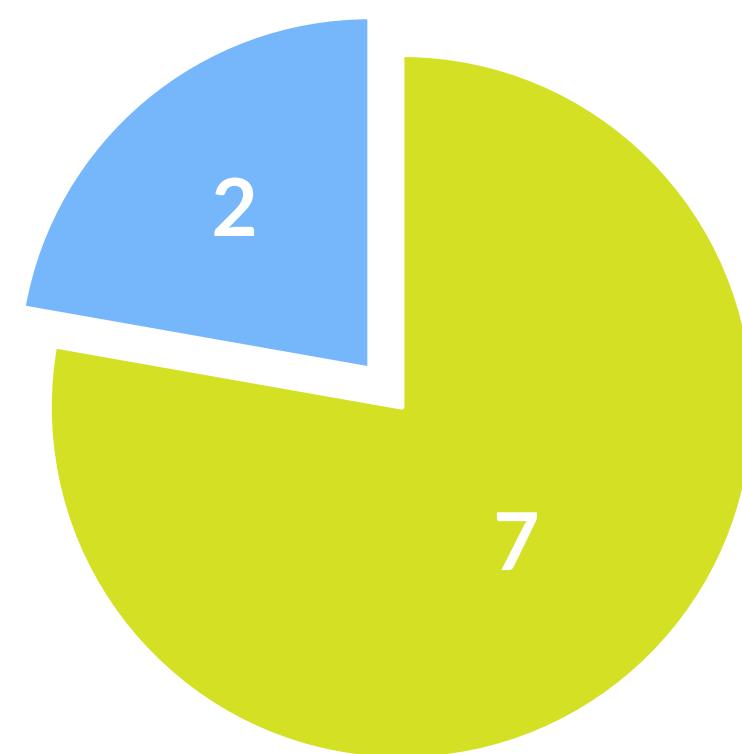
TASK 1: Congratulations! You have been successful and starting your new job soon. You have just received copy of your contract and link to **OFFICE QUEST** portal. Your very own personalized onboarding app to help you get ready for your new job ahead of time with offerings of great rewards along your onboarding journey. The link brings you to the app page with prefilled log-in details and one time password. Try to complete your onboarding.

TASK 2: You are strolling to city of Dublin and pass your favourite Brooks coffee shop. It is time to claim your free coffee from your first hunt.

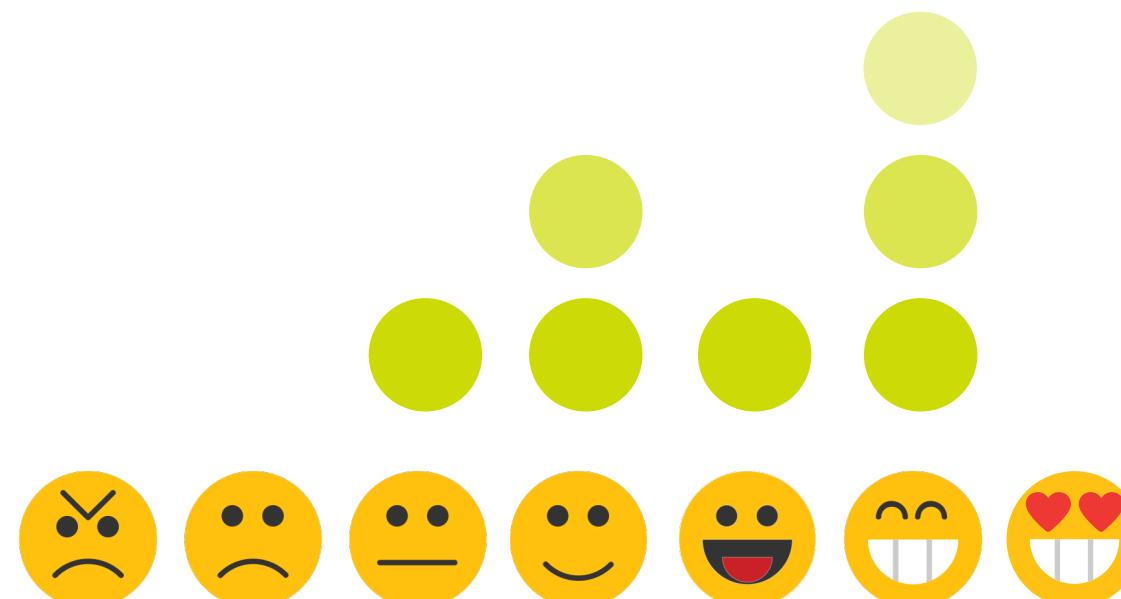
TASK 3: It is late evening and you are anxious about starting your new job in very large company. You would want to get to know some more people alike who would help you in your first days. Find and connect with some people who share the same passion for photography or cycling or being passionate about their work to help you in your first days.

## RECRUITED PARTICPANTS (9)

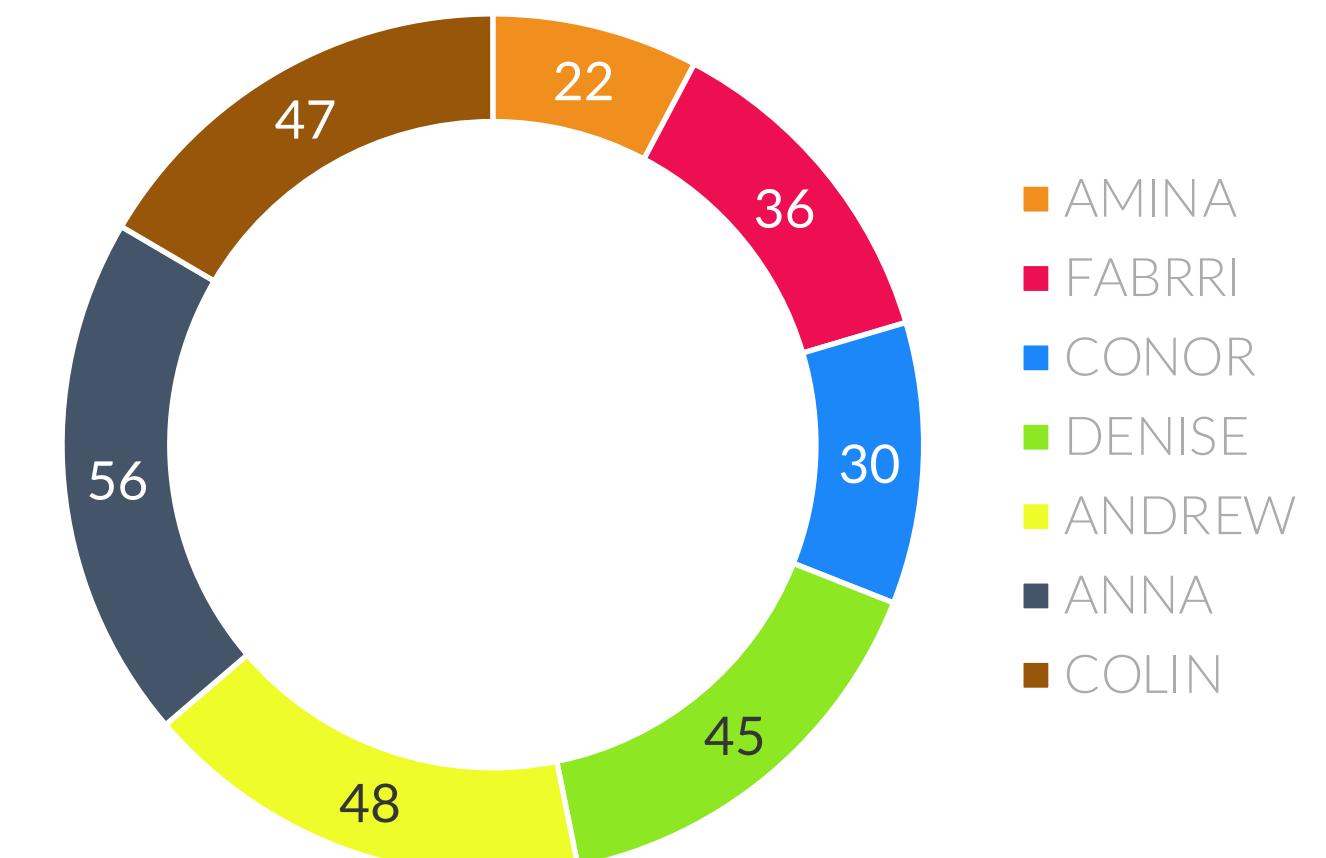
■ ATTENDED ■ NO SHOW



## EMOTION GRAPH



## DURATION (MIN)



## ABOUT

Existing employee who has recently changed a role. His initial orientation as new starter and one for his new role are both hit and miss effecting his motivation.

Conor has never taken part in usability testing however is very honest and direct providing constructive feedback.

## TASK 1

Bit confused with typing on prototype at start but after couple of seconds got used to this. No need for onboarding screen. Does not cause problems, but he always skips these, so it is waste of time.

Wow moment was reward for completing tasks.

## TASK 2

Very straight forward, completed within seconds, however struggling a bit to exit reward screen. Menu in top left is not intuitive.

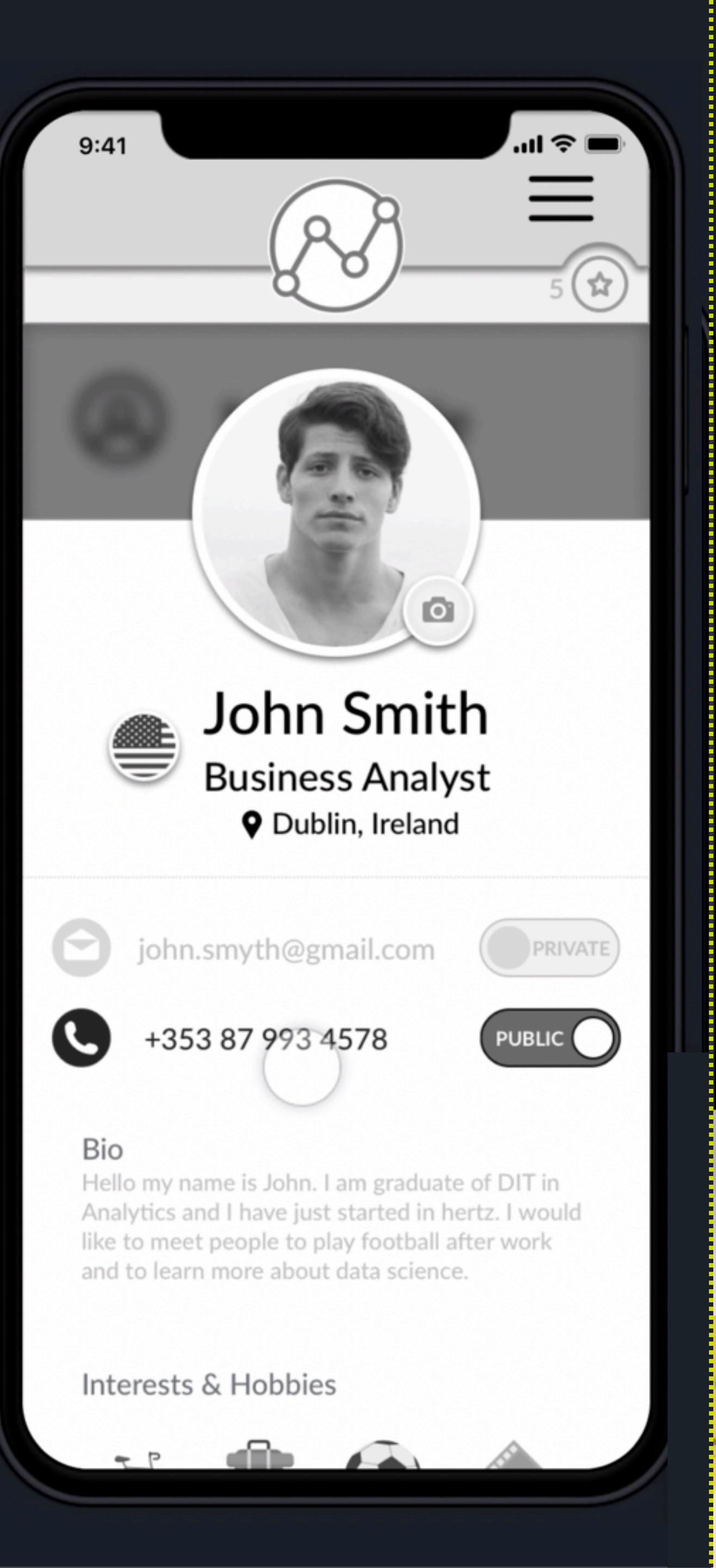
## TASK 3

Completed task, however surprised with scroll of only half of the screen. He would not use this feature directly to message, but more as info source so he can contact people later.

Question was asked around the icons and their meaning. E.g. is football icon for football or sports in general?

## CONCLUSIONS

Despite initial shyness, Conor has provided lot of valued insights and is clearly a user who want to have such app on his phone, however still needs some features polished, such as menu button, more verification for payment details, and option to know and link with his team before the start in new role.



# CONOR

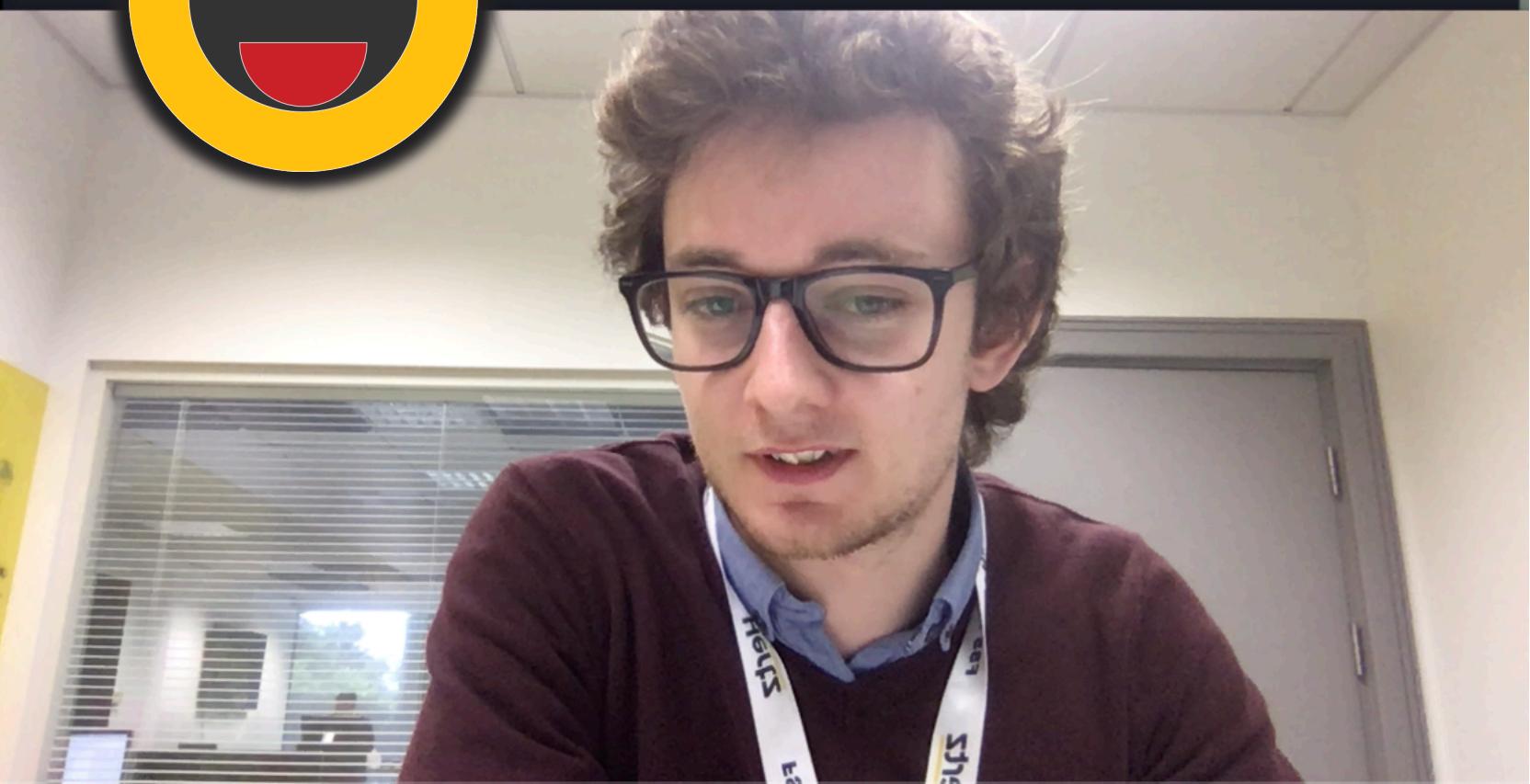
GENERAL ACCOUNTANT

Related proto-persona  
Nikolaj (Newbie)

*"It is so easy to use, I mean my 60 year old dad would manage"*

*"Of course, I would use this app!"*

*"Give me more rewards and I will do more"*



## ABOUT

Denise is an experienced IT manager who has recently joined Hertz. Her new starter experience is overall very good and professional and currently she does not have a need to change anything.

## TASK 1

Very straight forward task, completed with no assistance. Likes the progress bar at top. Rather than linear journey of tutorial she would like the flexibility to complete any task at any moment. E.g. first do trainings, and take my photo when I have a good day. Rewards are nice touch and would make her to come back to the app to use it if the rewards are useful.

## TASK 2

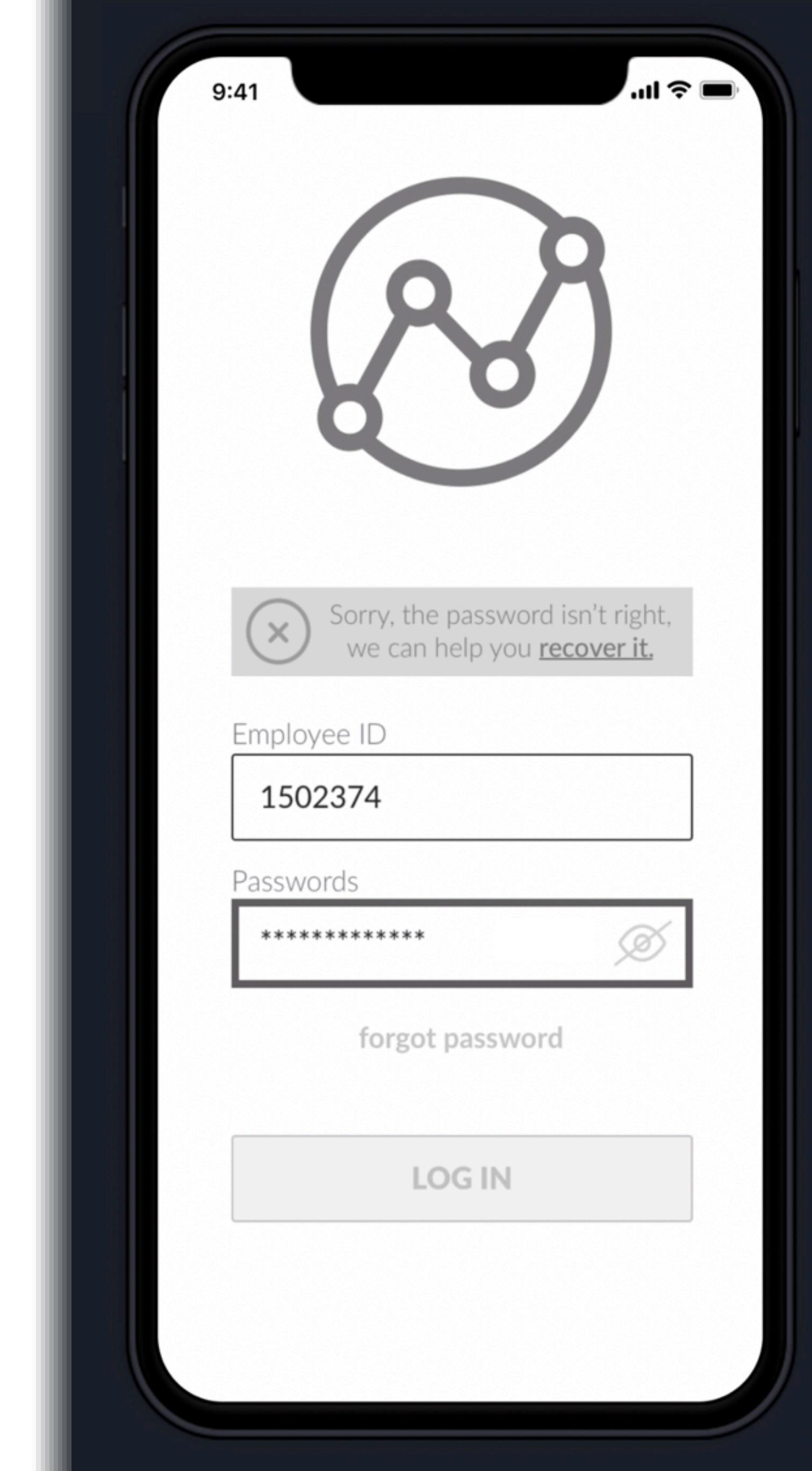
Very straight forward. However the title CLAIMED is misleading, she would prefer something like 1 LEFT or READY. But this is more cosmetic in her point of view.

## TASK 3

This task was carried out very fast with no assistance, however was of great concern to Denise. She would not want to share her details with anyone, except her team. She has no need to be contacted by other people and is bit concerned about people creeping up on her. Once she explored privacy setting she was bit more relieved, however she does not see a reason why would anybody use this feature.

## CONCLUSIONS

Denise took a very pragmatic approach and technical and systematic review on the app. The design and flow is very intuitive to her. Some minor recommendation on certain elements. Best feature of the app for her is to create own ID badge... she would mainly use this app prior to her start date, but once she starts she would engage with her team directly and would have no need for such app.



**DENISE**  
IT PROJECT MANAGER

Related proto-persona  
Fernanda (Professional)

*"I like it, but I don't think people would use it."*

*"Have you consulted developers?"*

*"The Idea has potential without a doubt, but can you deliver it?"*



## ABOUT

Andrew is very young yet experience software engineer. He has joined the company about 2 months ago. His new-starter experience is okay, since he has no other large company to compare with as he worked for start ups before. Overall he feels bit left out and lot of things have to be discovered on his own

## TASK 1

Andrew has completed all tasks and very pro-actively was sharing suggestions and recommendation as he got dragged more into it. He likes the progress bar on top, and loves simplistic logo. He would make the main logo as a home button, scrapped the menu icon and create home button in text. He also offered to help create animations for the logo and create some Easter eggs through the app to make it fun.

## TASK 2

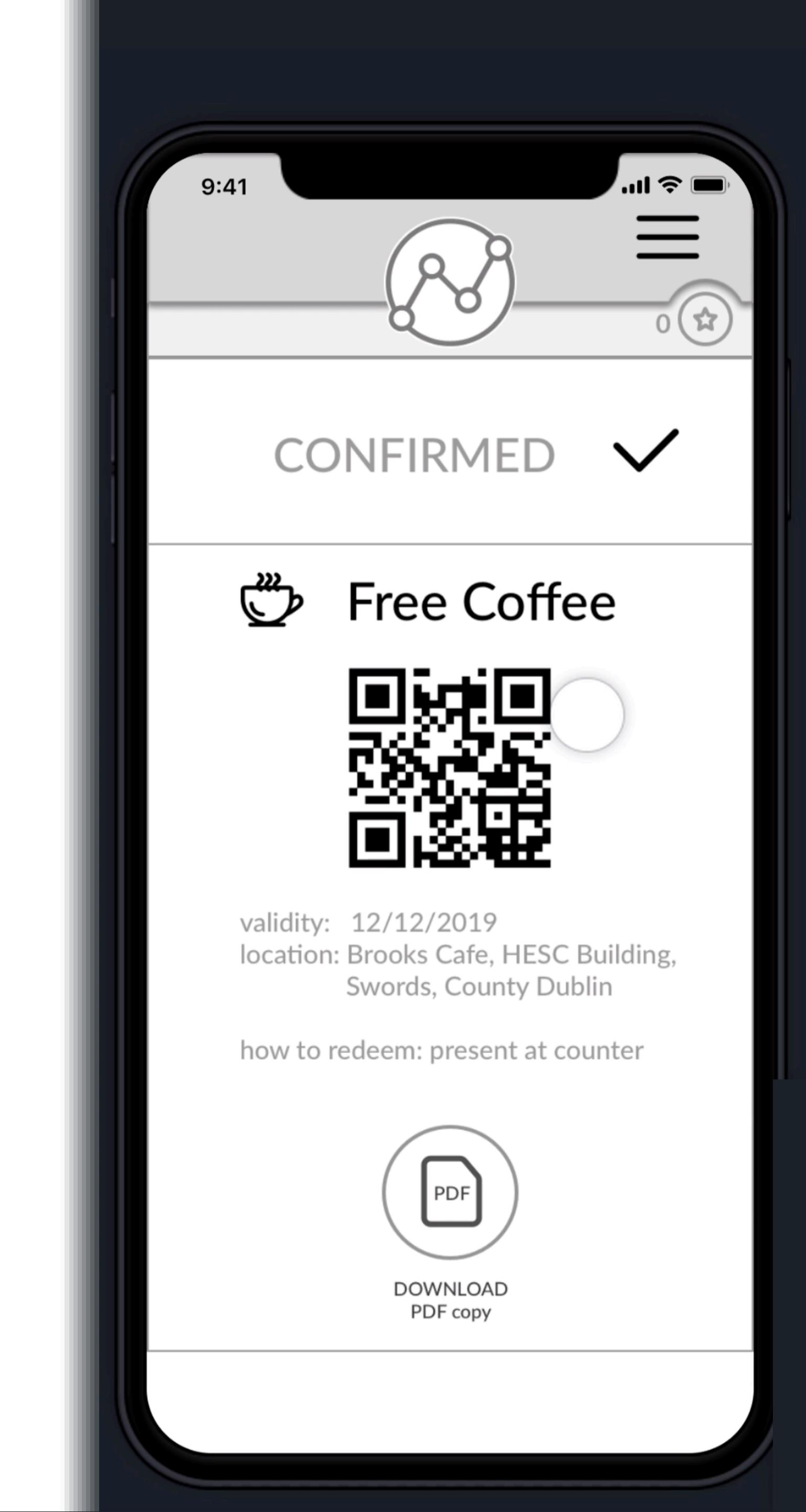
This tasks was completed in no time, however bit confused with CLAIMED sign on reward screen, and how to exit actual screen, on both instance he has provided a desired input he would expect, which is matching with feedbacks from others. This is something he really likes and eventually he spent scrolling through some other rewards and already started thinking how he will save up his points

## TASK 3

Andrew first clicked on explore hoping he would find new people there, but since it was not there, he went to networking section. He consider this esthetical glitch and would simple rename the section labels. Over all he loves this section and wants to add more to this so he can get to know more people. Since it is more professional media, he would use linked in as main point of contact.

## CONCLUSIONS

Very pleasant surprise, yet lot of constructive feedback and suggestions. Wants to be kept in loop in more testing and offered help for reviews from developers perspective. Promoter of this app however clearly this needs to be much more polished.



# ANDREW

SOFTWARE ENGINEER

Related proto-persona  
Peter (Graduate)

*"I love the logo, will there be animation or maybe hidden Easter eggs through out the app?"*

*"I like the fact that it is simple."*

*"How long do these tasks takes? And how long will be the videos?"*



## ABOUT

Anna is an intern from USA currently exploring other areas of work which she may want to pursue. She has started just 2 weeks ago. And her experience was big miss at start however has now improved mainly thanks to welcoming team members.

## TASK 1

Complete without help however lot of feedback on certain elements. On boarding, I always skip it. Colouring of buttons is misleading since text is more dark. She would like more verification on her bank details, since she is from US and IBAN is not so common for her. Some of the elements are aligned to left and some to centre and since she is detail oriented this is bit confusing.

## TASK 2

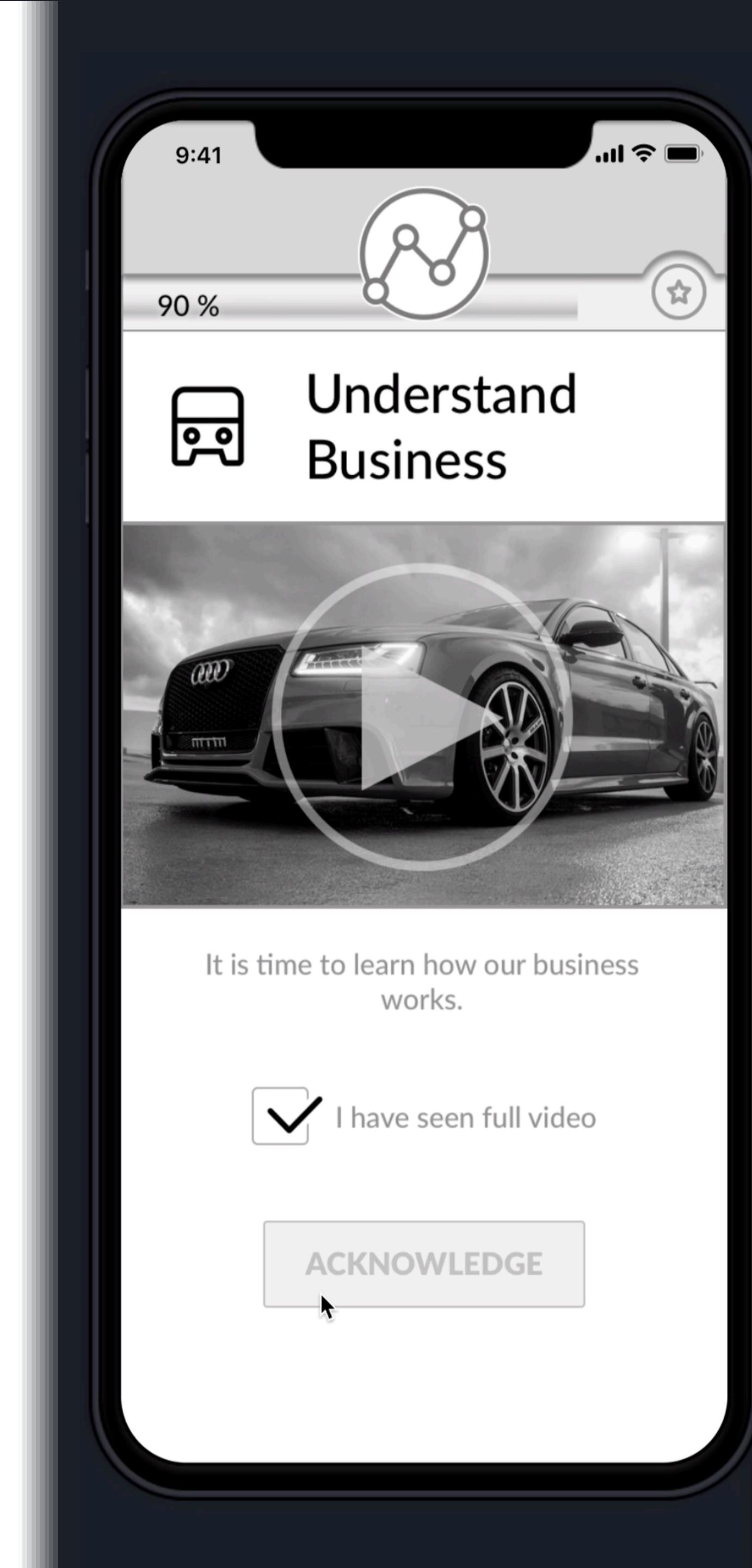
This task was completed very fast, however bit of hesitation when reward is shown as claimed. This for her means reward was already used. She would prefer to see 1 REMAINING or something similar. Since she is a student, this feature will definitely will make her come to back.

## TASK 3

At this stage Anna really liked the app and even more because of this feature. Coming from foreign country this is exactly what she needs. She would also include option to get to know her team. Minor suggestion recommended in terms of scrolling and layout which was good but not great.

## CONCLUSIONS

Anna is an ambassador for the web-app. She has enjoyed most of the features and also could apply them directly to her intern life. She wishes that this app was ready when she started. She has also voiced her interest in learning more about UX and shadow on further Usability Tests. She has provided more suggestion after the testing was done .



**ANNA**  
INTERNT IT

Related proto-persona  
Peter (Graduate)

*"I really wish I had this before I started."*

*"I hate ticking boxes, I just do, they are so bureaucratic and you want to make it fun, right?"*

*"Can I join as an observer for rest of your testing as an observer?"*



## ABOUT

Colin is a senior UX designer who has joined Hertz approximately 10 weeks ago. His new starter experience is nowhere close to his expectation however he is looking at as a learning curve and perfect experience how to succeed in corporate life.

## TASK 1

Completed with no help, however lot of designed focused suggestion such as misleading colour of CTA buttons. Menu button brings you to home screen and does not open menu. Quest title looks same as actual task, some pages feel scrollable but are not. In his own view, this is definitely app he wish he had and specially for bank detail set up which in his view could use bit more validation. "He doesn't mind doing things longer as long as they work"

## TASK 2

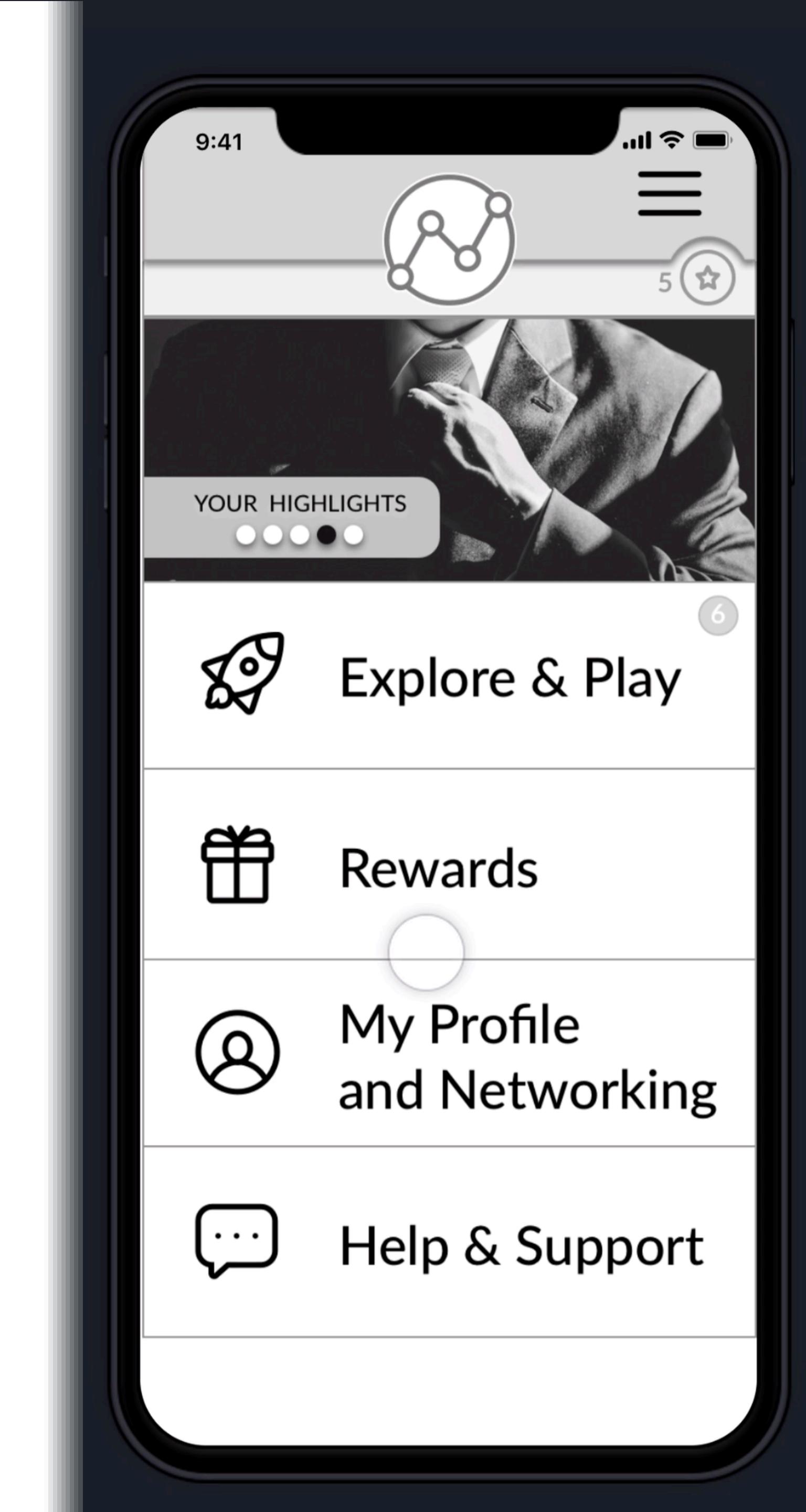
Colin would use it same way as Group-on. He tried to test the favourite feature but it didn't work (this was done by most users) Also bit confused by title "Claimed". He would rename it to something else, but can't think of the title. Also confused with exiting reward QR screen and suggested some sort of button or exit door in lower part of screen.

## TASK 3

Interesting feature and really like it. He would want to link with his team first. He would look at people in advance but he would not use this feature until he is actually working. He is bit confused with the texting icon as this does not correspond with any social app. Personally he would prefer link through work email or linked in only.

## CONCLUSIONS

Colin has been part of numerous usability testing and has taken a systematic approach talking through every single step, however solely from perspective of user and Graphic designer enthusiasm. Overall he would definitely use this app. In order to keep using it after first few weeks it has to be more polished



**COLIN**  
UX DESIGNER

Related proto-persona  
Fernanda (Professional)

*"Some text element are standing out more than actual buttons."*

*"It feels simple and neat, ... It looks great."*

*"The menu icon brings me to home page? That's odd, ... okay but odd."*



## ABOUT

Newest addition to Hertz. Fabbri is an intern from France. Shy and quiet concerned about voicing full opinions. He had no expectations at start and right now he is coming in morning and just waiting to leave at 5pm.

## TASK 1

Task was completed with no assistance. Onboarding was flicked through with no action required, it felt like tick box exercise. Fabbri was delighted to create his own ID card, because right now he is here just about a month and still waiting for his card. As for trainings and product knowledge he would like to know approximate duration.

True highlight were the rewards. He has immediately suggested being rewarded for linking Facebook or watching more videos, same as in games.

## TASK 2

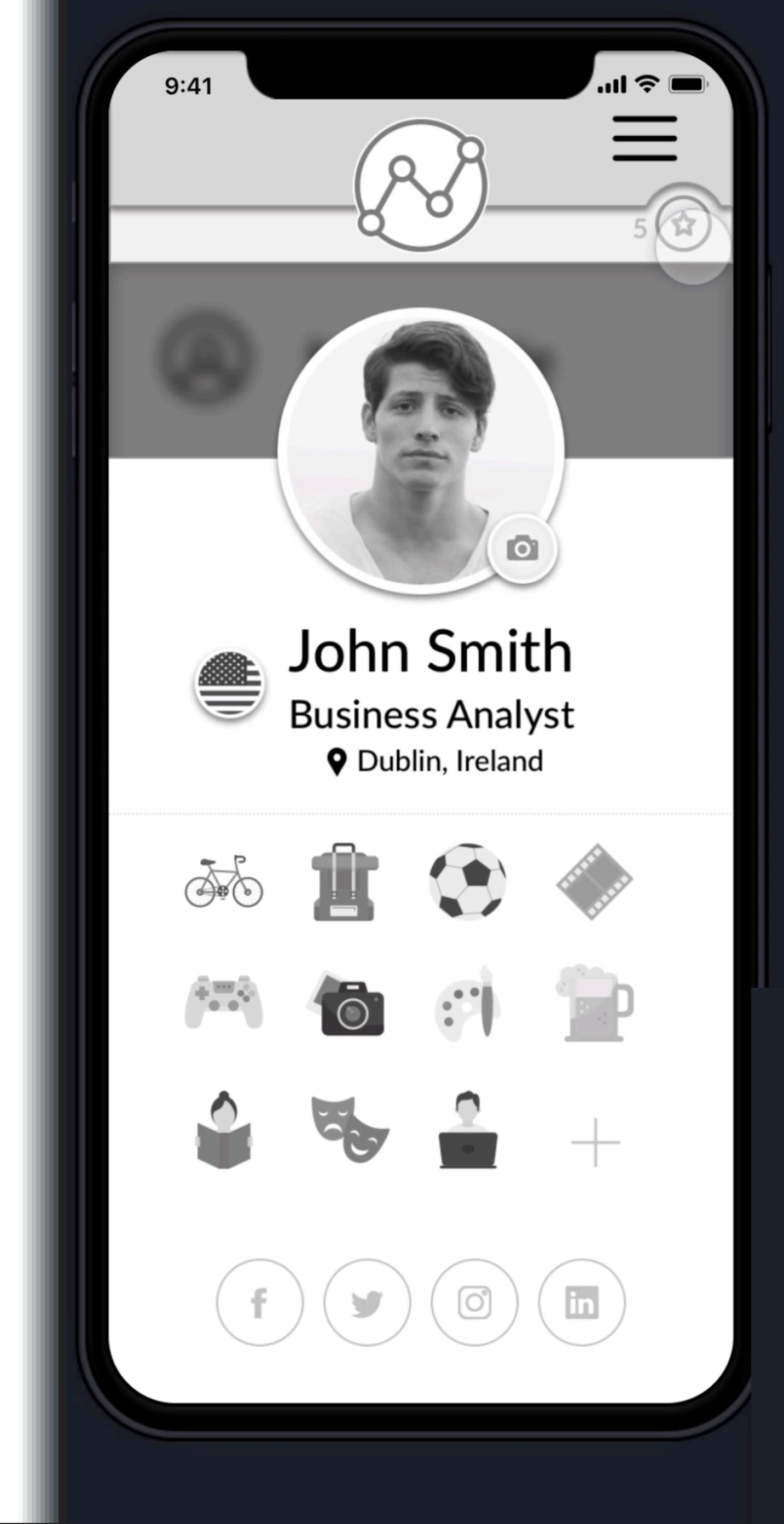
Very straight forward. But missing some indication in main dash that reward is ready.

## TASK 3

Scrolling of second part of screen is confusing. He would expect his name and location to scroll away as well. He likes the feature but is thinking that this would be more used as showing interest for dating. Suggested maybe button to block/hide or report users.

## CONCLUSIONS

Fabbri came as very shy guy, struggled to open up even after informal talk. He was bit intimidated by new environment. After starting to play with app he start to talk more, however has a bit of language barrier. Main reason why to use this app for him would be to learn about building, infrastructure and contact for help.



**FABBRI**  
INTERN FINANCE

Related proto-persona  
Nikolaj (Newbie)

*"Can I get reward if I link my Facebook with the app?"*

*"I love the design, font and icons."*

*"I am bit concern that people might want to use this as Tinder."*



## ABOUT

Born in Netherlands and recently relocated from UK, big PlayStation gamer.

Very new addition to the company, 8 weeks, and her experience with starting is huge miss. If it wasn't for her team she would be gone by now. Disappointed with HR and induction process.

## TASK 1

Completed without any support. Appreciated rewards and liked them. However any corporate tasks and videos would be skipped or fast forwarded unless they are mandatory. She also skipped onboarding, however highlighted misleading colouring of elements in some screens.

## TASK 2

Completed 100% right, no comments for further improvement and very well received. She would definitely use app like this.

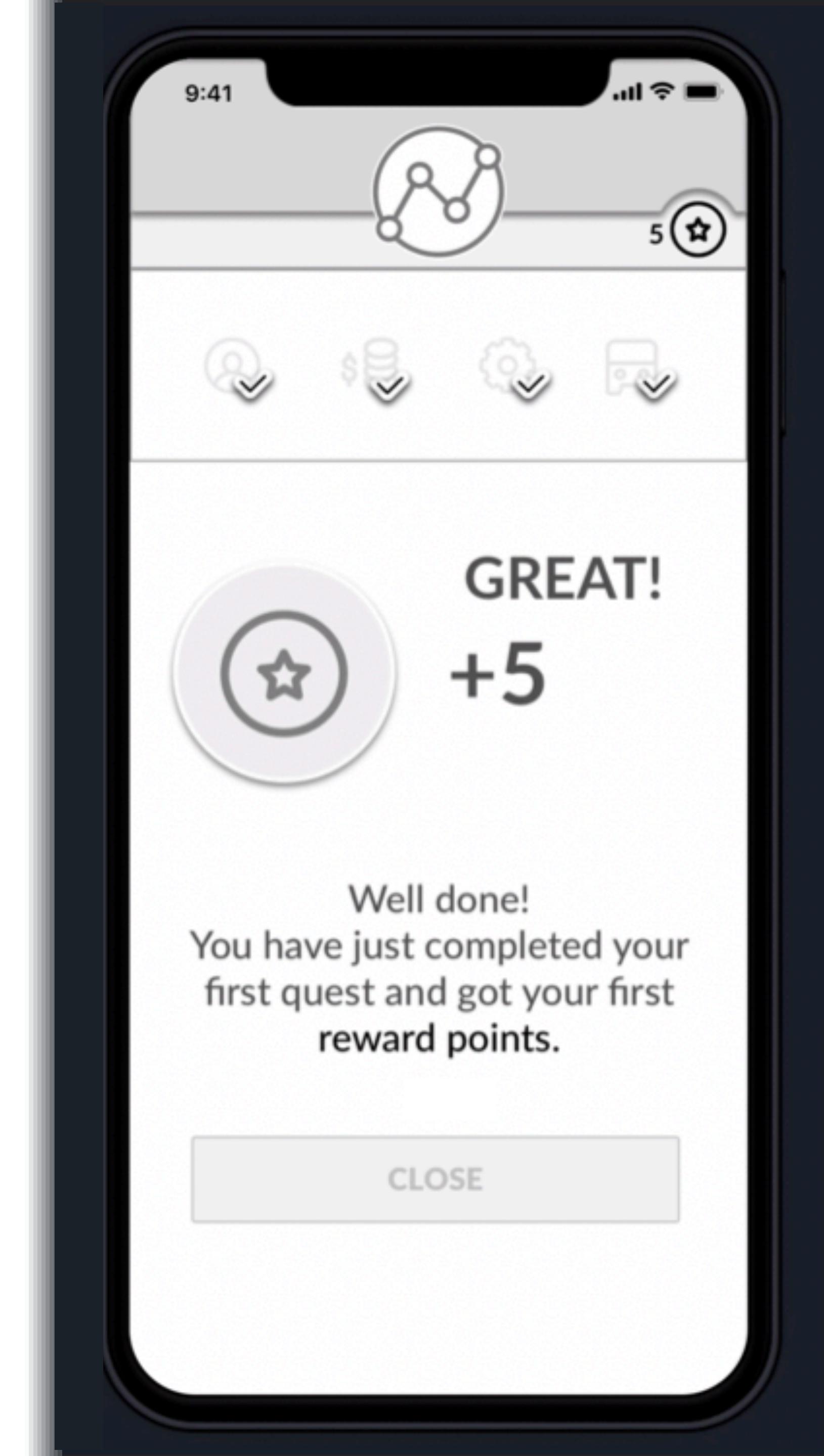
## TASK 3

Completed task within seconds with no additional help. Wanted to click on gaming icon out of interest. Even after completing task Amina was engaged with app and kept exploring on her own. Overall very fond and positive and keen to get hands on app asap.

## CONCLUSIONS

Very direct and honest approach. Definitely would be potential user of app once she starts working here. Stronger focus is on social aspect and rewards.

In her final review she has voiced a desire to expand use of app also for canteen... e.g menu, prices or possibility to pay through NFC technology.



**AMINA**  
COLLECTIONS AGENT NETHERLANDS

Related proto-persona  
Nikolaj (Newbie)

*"I wish I had this before."*

*"This sooo SUPEREASY to follow and use."*

*"Do you know what would be great? If you could use this to pay in canteen!"*



# FINDINGS & LEARNINGS

## :: PREPARATION

Test everything before sending out initial invites. My time estimate was quite off what was on invitations. Resulting in postponing some testing and adding extra day.

## :: EASE THE TENSION & GAIN TRUST

First time participant were bit concerned about being recorded and their thoughts disclosed to company. Spending sufficient time to gain trust and make them feel welcomed is a must and delivers so much needed input down the line. Measure your success through body language and eye contact prior start of testing session.

## :: EMBRACE THE SILENCE

When someone is thinking or just quiet, do not jump to question right away and put them on spot. Let them explore and come to full conclusion when the time is right. By listening you learn, by talking you repeat what you know.

## :: NOTHING IS JUST “GOOD”

When some one says it is good, it is not enough. Keep probing if this is polite answer or if it really is good ask questions such as: would they need it or really use it, how does it fit in their actual life.

## :: EMBRACE CONSTRUCTIVE CRITICSM

Purpose of testing is not to get best rating and seek validation but to put this through test of fire and find out what could go wrong. Hold emotions back when your product gets critical review and learn from it. If people feel say such things. There must be a reason.

## :: VALIDATION & REFINING

Ask participants at the end of the session once recording is done how did it feel, seek your personal feedback and stuff to change (e.g have water ready to drink since they can get thirsty) Don't forget to review your proto-persona and user flows regularly.