SCHOOLPOOL:
A carpool university program

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Describe the Study

PARTICIPANTS: 8 UVic students were tasked to log in and book a ride.

RESEARCH METHODS: ethnography and a post-study interview.
- **Ethnography**: to observe the users complete the tasks.
- **Interview**: to gather suggestions about overall experience.

PILOT TEST: think-aloud protocol to encourage participants to provide feedback while interacting with the prototype.
- The team took notes on areas such as login system, profile creation, ride booking information, and overall UI.
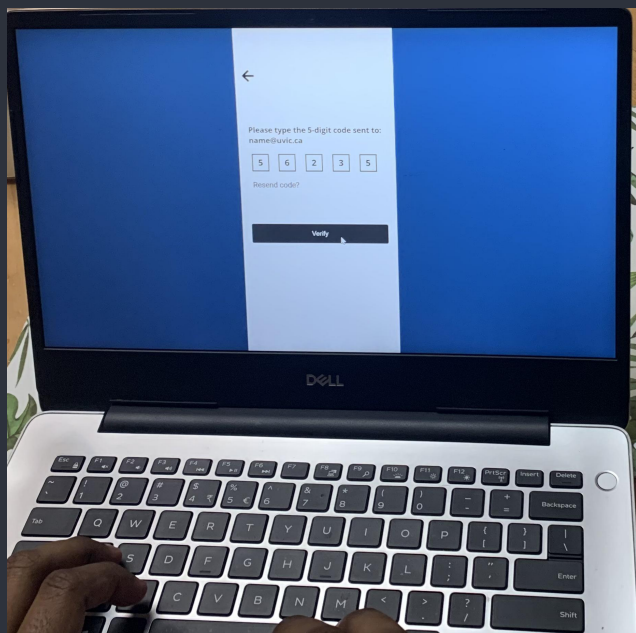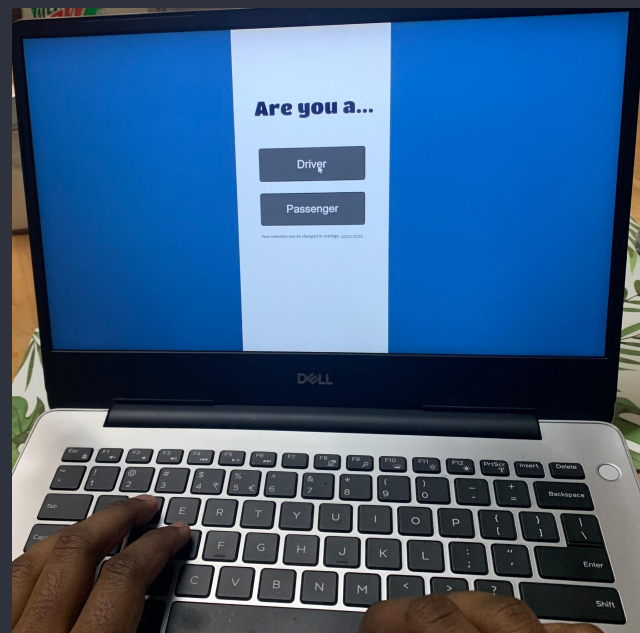
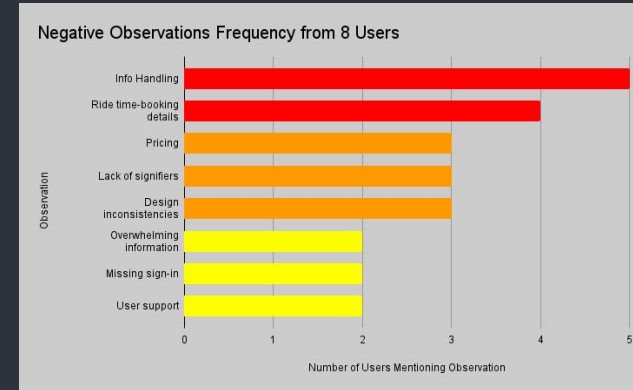1 0 1 1 0 1 1 0 1 1 0 1 1 0 0 1 1 0 1 1 0 1 1 0 1 1 0 1 1 1 0 1 1 0 1 1 0 1 1 1 1 1 0 1

Fig 1. Two-step verification


Fig 2. User making a selection

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Results

- Biggest Positive – Clean User Interface
  - All users mentioned something positive about the cleanness of the UI
  - "Process was straightforward" "No issues navigating"
- Biggest Negative – Info Handling
  - Mentioned by 5/8 users

Positive Observations Frequency from 8 Users

Negative Observations Frequency from 8 Users
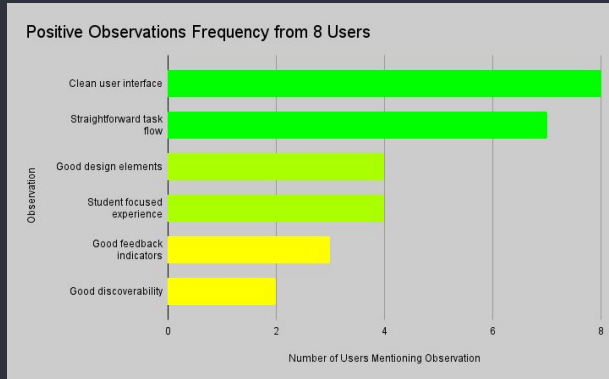
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Discussion

Main Points

- **A**ssigning information and organizing the carpool.
- Problems with registering and information overload expected.
- Problems with feedback, signifiers, and lack of discoverability were least expected.

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Limitations

Because the participants interacted a prototype, there were constraints regarding
- Functionality
- Interactivity
- Placeholder content

Which led to
- Inaccessible sections
- Unimplemented buttons
- Pre-filled text boxes

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Reflections

Overall the evaluation process was a success as we were able to confirm
- Viability of certain design decisions
- Identify elements of the user interface which need improvement
- Recognize potential additions to improve the interface

Possible biases that may have affected the results
- Observation bias
  - The presence of an evaluator during user sessions could have inadvertently affected participants' behavior and feedback.
  - Additionally, the personal relationship between the participants and the evaluator might have influenced their responses, potentially skewing the feedback
- Prior experience bias
  - Participants have likely used similar applications in the past leading to the participant drawing comparisons and assumptions which may not be applicable.

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