

# Usability Testing

Past Scoping Doc: [West\(Will\) Assignment 5: Design Prototyping](#)

[Figma Prototype](#)

## Broad Research Questions

1. What issues did you encounter when finding a carpool using our app?
2. What do you need for a better overall user experience on our carpooling app?
  - a. Redundant features, third party integrations, etc
3. What are some key features that you expected out of our carpooling app?
  - a. Search page elements, home page elements, etc
4. What are the key details that you're looking to get out of a carpool listing?

# Usability Testing Guide

## Before Participant Arrives

- Prepare the interview space
  - In-person Interviews: The chosen interview space should be quiet and comfortable to minimize distractions (e.g. classroom, conference room).
  - Virtual Interviews: Set up an online meeting, ensure that the interviewee receives the link, and make sure cameras and microphones are on.
- Review and familiarize yourself with the interview protocol
- Ensure that devices are charged and functioning correctly to prevent technological difficulties

## After Participant Arrives

- Greet participant upon arrival so they feel comfortable and welcomed
- Outline the structure of the interview and acquire the consent to record
- Begin recording

## Script:

Hello, (insert participant's name), thank you for participating in our research project.

My name is (insert interviewer's name), and I'll be your interviewer for today. The purpose of this interview is to enhance the usability of our app designed to address transportation challenges faced by students.

Before we begin, I just want to get your consent of this meeting being recorded. This recording is crucial for us to accurately capture your feedback and improve our app's usability. All data will be handled confidentially, and your privacy is of utmost importance to us.

[Participant's response] [Begin recording]

Thank you! Also, a quick reminder is that there are no right or wrong answers; we're interested in understanding your experience and encourage you to share any and all thoughts and opinions.

To kick things off, let's start with a couple of icebreaker questions to get a sense of your transportation experiences:

1. Can you share a bit about your usual commuting experience to UCLA? Any interesting or memorable moments that stand out?
2. What's something you find particularly interesting or challenging about transportation in your daily life?

[User shares]

Great, thank you for sharing! Now, let's proceed with a quick 5-minute interaction with our app. Feel free to explore around our prototype, and when you're done, let us know.

[User explores]

Alright, now that you are a little acquainted with our app and have an idea of what its overall goal is, we want you to give you a task

1. Start from the homepage
2. Go to the search page
3. Find a Carpool to the "Hammer Museum"
4. Coordinate a Carpool and register for one

Feel free to do whatever you need in order to comfortably use the app how you would use it if you downloaded it on your phone.

[User performs task]

Awesome! Thanks for participating. Now we'll begin the interview by asking a few questions regarding your experience and impressions of our app.

## Introductory Questions

1. Can you recall if you've ever used an application/social media platform to find a ride to an event? How about if you've ever wanted to offer an empty spot in your car to an event? How many times was that?
2. How often would you say you felt a rideshare/Uber/Lyft was too expensive? Has that ever resulted in you not going?
3. What do you think of when you think about a solution to finding rides to a place? Is it a mobile/website appearance? Is there money involved?
4. Do you use LA's public transport regularly? Are you comfortable using it alone, or would being in a group of people help with that?

## Key Questions

First off, let's start with some broader questions about our app:

1. What do you like about the UC Pool?
2. What do you dislike about the UC Pool?
3. What functionalities did you find most useful in the app?
4. How would you rate the overall usability of the app on a scale of 1-10?
5. What are your thoughts on the visual design of the app?
6. Do you currently use any carpooling services or apps to get rides? If so, what apps or services do you normally use?
7. What are some factors that make you choose one ridesharing/transit planning app over the other?
8. What are the safety features that you feel are most helpful?
9. What safety concerns would you still additionally have?
10. Have you carpoolled previously? What unexpected difficulties did you encounter?
11. How important do you think community engagement features (like forums, discussion boards, or user ratings) are in a carpooling app, based on your past experiences or preferences?

Let's move on to some questions about your interactions with the app:

1. What issues did you encounter while using our app to find a carpool or bus group?
2. Did the flow from one section of the app to another feel logical and intuitive?
3. Were there any settings or customization options within the app that you found particularly useful or lacking?
4. In your opinion, how seamlessly does the UC Pool app integrate with other transportation modes or apps you might use (e.g., public transit apps, ride-hailing services)?
5. What types of notifications would you like to see from the application?

6. Considering your daily routine, how much convenience does the UC Pool app add to your transportation needs compared to other available options?
7. What key aspects do you think of when you see the UC Pool search page?
8. How likely are you to recommend the UC Pool app to a friend or fellow student based on your experience today?

## *Tactful Communication Best Practices*

*Not an answer to the question or off track (restate question or redirect)*

- "That sounds like quite the experience! I'm curious, though, going back to our discussion about UC Pool, how does [Topic of Question] affect your process of getting a carpool?"
- "Sounds like an awesome story! I would love to hear all about it after the interview. However, let's circle back to our main topic. [Restate Question]"

*Move onto next question due to time constraints*

- "Absolutely, those were some great insights! Just to keep us on track, we have a few more things to cover. How about we dive into your thoughts on [New topic]?"
- "I appreciate your input! To make the most of our time, let's shift gears a bit. Can you tell me about [New Topic]?"

*Deflecting when question refers to interviewer*

- "That's an interesting question! I would love to answer that after the interview but my role here is to learn from your experiences, and I'm really curious to hear your thoughts. What do you think about [goal of question]?"

## Summary/Recap

"Thank you for attending our usability testing interview. It means a lot to us that we can gather first hand information on how we can better our product design. You will be able to access the interview recordings via Google Drive, and may ask additional follow-up questions after the interview/recording is over. Today, we discussed topics such as app features, the experience of carpooling, and the safety features in our application."

# Initial Plan For Usability Testing

## Usability Assessment Process:

Our three-step testing plan aims to gather comprehensive feedback on our app's design by obtaining different perspectives on transportation needs and assessing usability through common scenarios. By conducting both individual interviews and focus groups, our approach enables a thorough examination of user experience, facilitates improvements of our design, and ensures that our final product aligns with the diverse needs and references of our target users.

## Part 1: Interviews

Overview: In the first phase, we will conduct one-on-one interviews with UCLA students in a welcoming and distraction-free environment. Interviewees will be provided with consent for recording. Open ended questions will explore their transportation needs and ride-sharing experiences, and participants will engage in tasks based on common scenarios. The insights gathered will serve as a foundation for refining the app's design to better cater towards our user's preferences.

- Recruitment: 10-15 students currently attending UCLA. Diversity in participants' backgrounds (year, major, hometown, age, living situation, etc.) will be recruited to ensure varied perspectives.
- Setup: The one-on-one interviews will be conducted in a welcoming and comfortable environment (conference room, classroom, etc.) free of distractions. The interviewer will ask participants for consent to record the interview and will proceed if consent is granted.
- Structure: Participants will be told the purpose of the interview (gather feedback and improve app's usability), provided with an overview of the interview process, and asked to think aloud as they interact with the app.
- Questions: Participants will be asked open-ended questions about their transportation needs and ride-sharing experiences (e.g. What are your thoughts on Los Angeles public transportation? What are your means of transportation?)
- Scenarios: Participants will be presented with the app and asked to perform a task based on common scenarios (e.g. Try to find a ride to the Rose Bowl on November 18, 2023). Participants are encouraged to think aloud as they interact with the app and share their observations and challenges.
- Follow-up question: After interacting with the app, participants will be further questioned about their overall experience with the app.

## Part 2: Focus Group

Overview: After collecting insights from the initial interviews, the second phase of our usability testing aims to refine our app design based on the constructive feedback we obtained through the structured interviews. Interviewees from Part 1 will be asked to participate in a comprehensive focus group where they will engage with the updated app design, providing feedback on its usability and comparing it to the original version of the app. This collaborative evaluation of our design will ensure that our refinements align with user expectations and enhance the app's usability.

- Re-Assessment: App design will be altered and adjusted based on participant's feedback from the interview portion.
- Re-Engagement: Participants will be asked to come back (on a different day) for a focus group and presented with the updated app design.
- Interaction: Participants will interact with the updated app.
- Group discussion: Collectively, participants will be asked to compare the updated app to the old design and provide constructive feedback and suggestions.

## Part 3: Evaluation

Overview: The last phase of our usability testing process analyzes the feedback we accumulated from both the one-on-one interviews and the focus group to identify remaining issues and compile valuable suggestions from the differing perspectives of our participants. These insights will allow us to implement necessary changes to our design and further refine the overall user experience. This final step is essential in delivering an app that meets the expectations of UCLA students by fostering a user-centric and highly effective platform.

- Data analysis: Analyze the feedback from the interviews and focus groups, and identify common themes, issues, and suggestions.
- Iteration: Based on the data analysis, implement necessary changes to further refine and finalize the app design.

# Main Takeaways

## Interview 1

- Make the price function visible as it is one of the main points of information
- There are additional use cases to consider, such as implementing a notification system for new carpools that pop up for a destination of interest
- Largely positive feedback of the UC Pool app and value proposition so far
- An interest in making the mobile app social-networking friendly i.e. add friends on the app to further enhance the trust management aspect of it
  - A concern of safety is in the other passengers riding the carpool and their backgrounds, and having other “informal background checks” may be helpful such as other social media profiles, etc.

## Interview 2

- Living close to the UCLA campus removes the necessity to have access to a car
  - Riding with a friend with a car is much more preferred over taking public transit
  - E-scooters like Birds mitigate some of the inconveniences of not having a car
  - If there is a need to take public transit somewhere in Los Angeles, the general preference is to do it as a group rather than alone/independently
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- We should change up the example names/emoticons for the carpoolers on the ride information page since they are not very diverse
  - It may not be clear what the home page is
  - It may not be clear what the search page is
  - Pricing may be an important factor to regulate since what is considered expensive varies greatly from student to student
- 
- Ideal audience for UC Pool would be freshmen and sophomores
  - There is little hope finding a ride just by posting on social media
  - UC Pool is an opportunity for students to meet new people, explore Los Angeles, and establish a community
  - UCLA should subsidize transportation more for students in some capacity beyond public transit (compared to USC’s free shared Lyft program)
  - Mobile interface for UC Pool is preferred
  - More legitimacy for UC Pool if integrated into an existing UCLA app or affiliated with the university if a separate app
  - UC Pool should remove the safety concerns commonly associated with taking public transit alone



### **Interview 3**

- Navigating through the carpool section/feature could be more intuitive or better distinctions between the carpool and bus pool section could be useful.
- Details about driver and rider helps create a sense of safety and security between users.
- A huge draw for this app is the combination of public transportation options and carpool options.

### **Interview 4**

- Positive feedback on UC Pool's clarity of message and visual hierarchy.
- Desire for a specific dashboard for drivers and clear indications of pickup points.
- Emphasis on the usefulness of the Explore feature to motivate users and address the challenge of finding destinations.
- Importance placed on safety features, including driver ratings and reviews. A pin number is seen as a crucial safety measure.
- Concerns about rideshare costs, suggesting a need for transparent pricing information.

### **Interview 5**

- For a commuter, one often drives others for club events to carpool
- Doesn't use ridesharing often because they have their own car
- Thought that the design was at times cluttered
- Found advanced search, riding details (luggage, price per seat) most useful
- Struggled to pinpoint significant safety features; thought perhaps an alert system or more rider preferences would be helpful
- Brought up some rider safety concerns, such as if one of the riders says something "out of pocket", or if their political beliefs/identities were incompatible
- Brought up that it would be very useful for regular commuters to share gas, use the carpool lane, or even to find a ride if they happen to be unable to drive that day (sick or sleep-deprived)

### **Improvements to Make**

- Incorporate price somehow (perhaps estimated gas price if we want to take money off the site) because students seemed to find it important / prioritize price transparency
- Emphasize our safety features and further flesh out their designs as most interviewees were concerned and interested in safety. They suggested:
  - An "alert" button if something unsafe happened (we were workshopping this as well)
  - Rider preferences
  - Social media sites so people can do informal "vibe checks"
- Streamlining certain designs of the app

## **Future Steps**

- Check in with the interviewees after we've made our redesign changes. This can be either in a focus group, or a survey (keeping in mind that they might be busy with finals approaching)

# Usability Testing Interviews – Transcripts

## Interview 1: Rachel W.

*3rd year, B.S. Chemical Engineering, lives off-campus*

### Recording

### Icebreakers

1. Can you share a bit about your usual commuting experience to UCLA? Any interesting or memorable moments that stand out?
  - a. Use the bus, using the UCLA free card
2. What's something you find particularly interesting or challenging about transportation in your daily life?
  - a. Time, buses getting delayed

Notes from the user during quick 5-minute interaction with app:

- Where is the price of the rides?

### Introductory Questions

1. Can you recall if you've ever used an application/social media platform to find a ride to an event? How about if you've ever wanted to offer an empty spot in your car to an event? How many times was that?
  - a. Uber or Lyft
  - b. Whatsapp, chatting with friends
2. How often would you say you felt a rideshare/Uber/Lyft was too expensive? Has that ever resulted in you not going?
  - a. She has noted that at certain times in a day it gets pricier
  - b. Not necessarily stopped, but she saw that the prices are higher, decided to go to bus, but ended up being a lot longer
3. What do you think of when you think about a solution to finding rides to a place? Is it a mobile/website appearance? Is there money involved?
  - a. A mobile app
  - b. It would be fine to pay
4. Do you use LA's public transport regularly? Are you comfortable using it alone, or would being in a group of people help with that?
  - a. Use it regularly to go to school (apartment to school), but if going to places like Santa Monica would prefer to go in a group

## Key Questions

First off, let's start with some broader questions about our App:

1. What do you like about the UC Pool?
  - a. Design is nice
  - b. Easy to spot, where it says to hop in the car
  - c. Likes the idea of how do we get here, app - everything else is there
  - d. Convenience
2. What do you dislike about the UC Pool?
  - a. Price related to the cars - make it clear
3. What functionalities did you find most useful in the app?
  - a. Home page
  - b. Chat function
4. How would you rate the overall usability of the app on a scale of 1-10?
  - a. 9
5. What are your thoughts on the visual design of the app?
  - a. Liked the visual design
6. Do you currently use any carpooling services or apps to get rides? If so, what apps or services do you normally use?
  - a. No, but just use Uber, and other social media to chat with people she knows going to the same destination
7. What are some factors that make you choose one ridesharing/transit planning app over the other?
  - a. Convenience of app
  - b. Amount of users that use the app - if friends are using app
8. What are the safety features that you feel are most helpful?
  - a. Have ratings of drivers (background checks)
  - b. Ratings for users on the app, if you're sharing the ride
  - c. If they're a new user, other info on the user like an IG or smth
9. What safety concerns would you still additionally have?
  - a. Share ride feature in uber -> who are the people she's riding with
  - b. The strangers aspect - is it safe to ride with other people
10. Have you carpooled previously? What unexpected difficulties did you encounter?
  - a. Carpooling has been alright, but if everyone lives in different places, hard to coordinate how to pick up everyone but it's been fine
11. How important do you think community engagement features (like forums, discussion boards, or user ratings) are in a carpooling app, based on your past experiences or preferences?
  - a. Could be pretty influential - if user ratings are pretty high, you could be more geared to use the app - trust

Let's move on to some questions about your interactions with the app:

1. What issues did you encounter while using our app to find a carpool or bus group?
  - a. Clear
2. Did the flow from one section of the app to another feel logical and intuitive?
  - a. Quite intuitive
3. Were there any settings or customization options within the app that you found particularly useful or lacking?
  - a. Quite clear
  - b. Profile Page - link social media buttons
4. In your opinion, how seamlessly does the UC Pool app integrate with other transportation modes or apps you might use (e.g., public transit apps, ride-hailing services)?
  - a. It can fit in well, there are times when she's running late to a mandatory class, but walking would be too long, but using the bus would be too long
  - b. Go to a cafe to study
5. What types of notifications would you like to see from the application?
  - a. Input a schedule of certain places you go to throughout the week, a reminder that there's a carpool near you going to that place
6. Considering your daily routine, how much convenience does the UC Pool app add to your transportation needs compared to other available options?
  - a. It can add convenience to a medium extent
7. How likely are you to recommend the UC Pool app to a friend or fellow student based on your experience today?
  - a. Definitely
8. What key aspects do you think of when you see the UC Pool search page?
  - a. Have an interest question
  - b. If there's a networking aspect of the app, see where your friends are going

## Interview 2: Giancarlo R.

*4th year, B.S. Cognitive Science, lives off-campus*

[Giancarlo R. Interview \(Anna-Marie\).mp4](#)

*Hello, Giancarlo. Thank you for participating in our research project. My name is Anna Marie and I'll be your interviewer for today. The purpose of this interview is to enhance the usability of our app, designed to address transportation challenges faced by students. Before we begin, I just want to get your consent of this meeting being recorded. This recording is crucial for us to accurately capture your feedback and improve our apps usability, all data will be handled confidentially and your privacy is of utmost. Importance to us.*

Yeah, that's chill.

*Thank you. Also a quick reminder that there are no right or wrong answers. We're interested in understanding your experience and encourage you to share any and all thoughts and opinions. So to kick things off, let's start with a couple of icebreaker questions to get a sense of your transportation experiences.*

### Icebreakers

***So, can you share a bit about your usual commuting experience to UCLA and any interesting or memorable moments that stand out?***

Well, I live pretty close to campus, so I don't really necessarily have to use a car very often. I think if I do want to go into Los Angeles, public transportation is more so my way, or if a friend has a car. But, typically I don't like to go out of my way to ask friends for rides and things like that so, most of the time, I'm not going to lie, I'll use like scooters or like Birds. Very popular over here at UCLA. And yeah, you know usually, you either ask friends for a ride or scooter, not necessarily public transportation, but if necessary, but that mostly happens in its own group. I don't really like to use it alone.

***Great. And what's something you find particularly interesting or challenging about transportation in your daily life?***

I mean first off it's kind of expensive, like every bird ride in itself is like 5 bucks, even if it's like a small commute. Or you have to do like that \$5.00 deposit every time. So it's like a minimum of \$4.00 charge. That adds up. Asking friends for rides, you know, you kind of, uh, it's not fun all time. You don't want to be seen like a pest. So, usually what I'll do is try to organize a trip we can all do so that way it's kind of more inclusive rather than using other people. Um. What's the question again?

*No, that was good. We can move on. So thank you for sharing. So now we're going to proceed with the quick interaction with our app. So feel free to click around our prototype and just get a feeling for it. And when you're done, let us know and we can move on. And if you want, you can even share your screen so we can see what you're doing*

OK, I'll share my screen. Oh, can you allow me to share my screen?

*Oh yes. Alright, should be enabled now.*

OK. So as of right now I'm on the main catalogs. Create a trip, hop in a car.

I do have some risk-associated questions? Is that OK if I ask?

*We will get there. Don't you worry.*

So, I just look at what's going on.

*Yeah, just click around just so you know how to use it because we're going to go through a step by step in a second.*

Why am I looking at it if there's a step-by-step?

*Just get acquainted with it. When you're done, you can let me know and we can get started.*

OK. Pricing per seat. That's a lot of money. Luggage, trending destination. Beach cleanup. OK, marathons. Save the panda protest. Advanced search. OK. I think the feasibility for this would work if there's a lot of people on it, you know.

*Alright, let's go. And now that you're acquainted with our app and have an idea of what its overall goal is, we want to give you a task. So if you can navigate back to the home page for me.*

OK.

*And just show me how you would go to the search page from the homepage, yeah.*

Here? This the home page?

*No one more, one more, one more. From the very beginning. Nice. Alright, so from here, show me how you would get to the search page. Or, what you think the search page is? Whatever you think.*

Yeah. Yeah. So right here.

*Yeah, that's the home page. So, now go to the search page.*

Like, where would it be?

*Yeah, what do you think the search page is? Navigate to the search page.*

Is this a test?

*No, I'm just, I just want to see how you navigate our app.*

I'm used to like Safari and things like that where like the search is kind of up here.

*Right, so let's say.*

So on this app, you're asking me in this interface, where would I think it is?

*Yeah. So you just click through the app a little bit, right? So now you're at the home page. Now I want you to click to where you think you saw the search page.*

Where I think I saw it?

Yeah. What do you think the search page is? You have to go past the home page.

Ohh, these, yeah.

*What do you think is the search page? Yeah. All right, cool. Now, find the carpool that says to the Hammer Museum on the search page. Yeah, cool. All right, so now see if you can coordinate a carpool. So click on one. All right, so feel free to do whatever you need to do in order to be comfortable using the app, how you would use it if you download it on your phone, you can look around and read what it says, you can commentate on it if you see anything that sticks out.*

Why they all have white names?

*You know Joe Bruin is like the UCLA incognito name. There's also Josie Bruin. Anyways, OK, we'll take that into account. They all are white. Awesome. Alright, thank you so much for participating. Now we will begin the interview by asking a few questions regarding your experience and impressions of our app. So if you want, you can stop screen sharing. Great.*

## Introductory Questions

*So some introductory questions. **Can you recall if you've ever used an application or social media platform to find a ride to an event? How about if you've ever wanted to offer an empty spot in your car to an event? How many times was that?***

Well, I don't think I've ever opened up like, I mean I don't have a car myself, so I think especially being a freshman or sophomore, this would be a really great opportunity to meet new people. I've had experiences with other clubs in my time here at UCLA that carpooling is like a great way, especially in a very big group, to meet different people. I've never necessarily used social media myself to try to make a carpool, but I have seen others do it, and it's not as successful just because social media is so vast in itself. Like, if you want to use it for that one specific purpose or for one date, you have to be very organized. So I have no experience personally setting up a trip on social media for carpool. But I think having an app designated for it, especially for people in their freshman and sophomore years who are especially new to the LA area could really benefit from it just because it's a great way to meet new people and explore Los Angeles, which is very vast and very hard without a car. But, yeah, personally, I don't think I've ever organized or hopped in a carpool, but the ideas of carpools are a great way of having people establish a community.

*Great. Moving on, **how often would you say you felt a ride share an Uber or Lyft was too expensive and has that ever resulted in you not going to an event?***

That's a good one, you know. School across LA has a great program where it gives the free Lyfts to the students. So, like those who go to USC, for example, they get free Lyft for rideshare and programs like that. If it was subsidized, to a certain extent, that would always be cool out of our public university. But yeah, no, definitely like a shared ride I think on Uber only decreases by like a dollar. So let's say for example, your Uber is \$8 and you choose share ride. So, seven now. Now it's still pretty expensive depending on the distance, of course. I was kind of complaining earlier about \$4.00 Bird rides. So money for me I think is a very big implication. Yeah.



*Great. Alright. And **what do you think of when you think about a solution to finding rides to a place, do you think of a mobile or website appearance? Is there money involved? So, particularly for a solution geared towards students.***

Yeah, I'd say app. Mobile would definitely be best if you can somehow, like, making it its own app I feel to a certain extent would make it less credible, especially seeing as it is USC students, if I were to come here as a freshman, especially if I'm from like a very safe area like, you know, I'm going to be taking certain measures to not necessarily put myself in a risky situation. So say, for example, if there's UCLA app that, like let's say if it was like on our meal plan or if there's a meal app or something like that and you could organize something like that. If you're wanting like a congregated UCLA app, this kind of widget or application was added on to. I think the credibility behind that would kind of allow the apps to be used more. Having the app, in itself, you know, it would be great, and I mean like I said, I think it's best made for an application, as in on the App Store as an application, but having its own app kind of decreases its credibility, especially if it's not associated with UCLA. So I can see why a lot of people would be afraid of entering those spaces or those carpools if they didn't really know anybody and it's not backed by the university.

***Do you use LA's public transport regularly? Are you comfortable using it alone, or would you prefer being in a group of people? And would that help with your inclination to take LA public transit?***

I've used LA public transportation a few times, as in like the bus and train a couple times. Not always the biggest fan of it as being a male, I think for me it's much easier to handle these situations by myself compared to if you're female, you know, just because the same dangers don't present themselves for me. So I'm not necessarily that afraid. And I feel like I grew up in a very similar area to where like you see the scary people on these transportation systems, but I could very much see how that, or you know, public transportation itself is a big barrier for a lot of people because the associated risks with it. But yeah, I mean, I think you just always want to be safe.

*Great.*

## Key Questions

*So we're going to move on now to some key questions about our app. These are some pretty broad questions that feel free to keep your answers pretty succinct since you've only interacted with our app just some time ago. So yeah, just anything about your initial thoughts. So there are quite a few questions here, so feel free to just give us your initial thoughts. So, **what do you like about UC pool?***

I like the ability to meet new people and you know, explore LA. Myself. I'm from San Diego, so I've already had some experience with Los Angeles, but I think being able to show other people personally, from my experience, you know what Southern California has to offer and the beauty around it, has really made my experience at UCLA a lot more impactful. So I really like the idea of bringing people together in a sense as random. You could make friend groups out of it and things like that. I really like the idea of connecting people. Yeah.

***What do you dislike about our app UC pool?***

I'm afraid of, UC Pool I think is a great idea if it was, if it's not backed by the university to a certain extent or, yeah, I think my biggest concern would be to what extent? Am I risking like my life or jeopardizing my safety if I were to be doing these carpools like, I'm not sure. We haven't really talked about, like, risk measures or uh, like safety precautions or even then how you would handle a bad driver or bad participant but, as of right now, those are my concerns.

***What functionalities did you find most useful on the app?***

I like the interests. Like, being able to put the interest on the app of like where you like to go to because that's kind of like what the main events are, you know, like say for example my interests are football, museums and, I don't know, things like that, it'd be a lot easier to find people with common Interests, so that way you know you guys could all go and then potentially become friends. Like I said, if you're a freshman or sophomore, it's a great way to make new friends.

***Quick question, how would you rate the overall usability of the app on a scale of one to 10?***

Let me click through this for a second. I want to give you a good answer?

OK.

Sign up's chill. I'd say it's like a solid 8, 8 and a half max for me.

***So, what are your thoughts on the visual design of the app?***

A bit confused as to why green is being used mostly, I feel like if it's UC Pool, I mean I could get to a certain extent if it's not backed by the university, copyright or infringement or whatever, you know. But again, if I'm a student, I think I'd want to see more school associative colors so that way, to a certain extent, I'm not as worried, you know, that this is like its own app, because I've seen a lot of startups and applications on their own, you know, try to harvest the community at universities, but if it doesn't feel like it's a university thing, it's very easy to escape those lines.

***Do you currently use any carpooling? Services or apps to get rights? If so, what apps or services you normally use?***

I was going to help me out and. Have a guys. Home in USC. There we just use like the shared the shared list. I think that's the only like carpooling I've ever really done in the past couple. Of years.

***What are some factors that you make? What are the factors that make you choose one ridesharing or transit planning? App or the other?***

Definitely. I think the biggest thing for me is like, you know, if you're getting someone else's car, you want. To make sure you'll you'll be OK.

***What are the safety features that? You feel are going to be. Most helpful.***

How to report something? User perspective I think is very important, especially let's say for example when. You finish your. How was your lift or how was it? Potentially or. Well, actually. Like, yeah, we just like being social people. But you said, yeah, I would say the OR. Safety, safety, safety. Making sure drivers have licenses so you know if you're a driver you have to upload and and be verified as a driver. So. That'll be a. Little bit more work on the back. End.

But I think in order to make something like this successful have to be. Things happening. So uploading. These verification files so say for example no matter. Have to upload to do like a face scan or someone. ID and then you have to make sure you're the person signing on. Or let's say for example, anytime you do sign up for a carpool or anything like that, you have to type in a certain password. Every time.

And I. For me, because I'm I'm I'm friend with my friends sometimes. Like I think it'd be funny to sign my my friend up for like a you just see pool driving time. Just like to mess around. Be cool drunk 1 have. With him, but again. That could be easily mitigated by having you. Know your own password or seeing. Like, I mean it doesn't charge on your. Account you have to use your Apple Pay. Or anything like that, so having Apple. Available ID verification and face scans, driver license necessary necessary for drivers report a problem. To certain extent. I mean the corner the people is also important. I mean, I'm sure people fly twice and you know. In a car that I've just gone out. No one knows that. So I think. If you are going to. Be a driver to a certain extent. Your just signing South. That that becomes an issue. Where especially as. Person you want too much red tape in order to get on the app, but you want to get the purpose done in a safe way. So I think that in itself is a some sort of challenge. Those are, that's what. Pops in my head.

*Great. And you've kind of touched on this, but just any last thoughts on safety concerns you still additionally have you kind of mentioned that as a guy you don't have to worry too much about those kinds of things, but just in general, **are there any safety? Concerns** like come to come.*

To mind. I think I think on the other side, we got too it. Could be. Weird to say, for example, it's a 5A5 person car and one girl. That could. Be weird. So to a certain extent, maybe trying to balance. Just because you know for men, it's not necessarily the. But or winning, I feel like that would be a really big safety precaution, or even just like a social necessity just because you want to be packing cars. It's just using one girl who you know comfortable for us is bad because that's how a lot of things go. What do you say to Prakash here?Passion.

Listen. Nothing else comes to mind, we. Can move on, yeah.

No, nothing else.

*Great. We kind of already touched on this, but. If you have. **Carpooled previously, what unexpected difficulties that you would encounter or what unexpected difficulties do you expect to counter if if you try to find a carpool?***

You get really awkward if you don't know. The people so like. I know like in the. Shared lift, for example, what they do sometimes I. Mean it is lift though, but they'll have. Like tablets and everything like that. So it's. They're play games. Like what if the carpool? Car cool.

You're saying to come pool and. I know like there's already a a game set for you guys. I don't. Know some activity. Maybe. I'm not sure. OK. That's just from my experience and get awkward. Nice place to. If you just don't know. The people. I'm a very social person. So I can break the ice, but you kind of always hope that. You'll call in every car.

*Yeah, that sounds good. And last question for this section. **How important do you think community engagement features like a forum, a discussion board or like you were saying, user ratings are in a carpooling app and based based on your past experiences or preferences?***

What do you mean by phone? Like kind of like a discussion board where people can discuss the ride or discuss the event that they're going to, or just like a general forum or feed or people can discuss what whatever they want the. I think. The work should. Discussion board could be good in the way that. Like you know, I can post like, hey, really don't trip, post that and then that would definitely get people to go on it. But I feel like the future such as like feedback or ratings and things like that should be handled back end. Those are things you should be faring with. Dope strip. User because like say for example I drove. Like 3 people and they already make three stars. Like I don't want to see that. Maybe just the app tells me like hey. First off, yeah, but I don't know. Like you know something? Like that but. But yeah, I think to a certain extent. Showing that it could be a bad problem with some like this, but I think. The idea of like a. Discussion points for like you know again we're. Post but. Going around trusted people, it's almost like. I don't know, like for an example like hey, I do this annual trip every year and I'd like to invite, you know, like that. That'd be cool. Same thing on the. OK. So those were some great insights. Thanks so much. And just to keep us on track, we do have a few more things to cover.

So let's dive into your final thoughts about your interactions with the app.

*And like I said before, feel free to keep your answers concise or if you have any thoughts, we can definitely move on to. So **what issues did you encounter while using your app to find a carpool or a bus group, or what? What stuck out to you as a? Potential issue.***

No, no, I thought was pretty concise and efficient.

*All right. And **did the flow from one section of the app to another feel logical and intuitive? And were there? Any settings or customization options within the app that you found particularly useful or lacking?***

Like I had mentioned earlier, I think the interest is really useful. Pickles here you pullers near you. Very useful. Earlier, I think the interest is really slow, very slow. I appreciate that. Push it down. As for hacking. Potentially what we discussed earlier, like a discussion post. I do. Yeah, you have direct messaging as well.

*And in your opinion, how seamlessly does the UC pool app integrate with other transportation modes or apps that you use, like public transit apps or ride hailing services like Uber and Lyft?*

That's very, very easy. Because it's just, you know, when we trips for. Yourself. It's just like as. See you hop and. Soon as. On that, it's like where you're going. But yeah, I think I think. This at least the first year phase is phase like flying works. That's great. Great trip. Hop in a car, bus with others. I think that works perfectly, especially with the purpose of the app.

*Great. And how **what types of notifications would you like to see from this kind of application?***

Good question. Direct messages. You know, ask the people you know, because locations for certain things. Could be like don't allow. Couldn't allow, I would say definitely have the. Opportunity to. Notifications for for scenario if that's of interest and the ability to also block. Them if if you don't want that. Potentially to I mean say I'm like a frequent like just one spot left, yeah. Or whatever. Less than 40 hours on that thing of that. Eight or something like like.

*Nice and considering. Your daily routine. How much convenience would the UC pool app add to your transportation needs compared to the other available options?*

This is my current needs. OK, I think if it took away the fact. Then take bearing. They took away barrier for me to visit things. Show these. Like I mentioned earlier, very, very. Very much helpful. So that that would be cool. One thing for me having less people to go outside, this is always the goal to some. Extent pricing. Could be a lot better than having to buy. Birds multiple time. And then just also the self. Of being people and going around with them. Different people. It would be pretty cool.

***And what key? Aspects do you think when you see the search page? For UC pool. Or what sticks out to you? You kind of mentioned find a ride. Find a bus group is anything else. Stick out to you. It's OK. Yeah, OK. And finally, how likely are you to recommend the UC pool app to find a friend or to a friend or a fellow student based on your experience today?***

On the scale of 10. Probably 6. Just cause my concerns especially. Say for example I mean about a lot. Concerns for women like this would be something I'd be. More OK with sharing with another guy. Than with the girls because of the potential risks. Hard to mitigate that. The difference to the people. But I think. If those were to be mitigated that this. Would be a very recommendable job.

All right. Thank you so much for attending our usability testing interview. It means a lot to us that we can gather first hand information on how we can better our product design. You will be able to access the interview recordings via Google Drive and you may ask additional follow up questions. After the interview or recording is over and today we discussed topics such as features, the experience of carpooling and the safety features in our application. Thank you so. Much and have. A rest of your day.

Thank you.

## Usability Testing Interviews – Transcripts

### Interview 3: Jenny L.

*4rd year, B.S. Psychobiology, lives off-campus*

#### [Interview](#)

#### Icebreakers

3. Can you share a bit about your usual commuting experience to UCLA? Any interesting or memorable moments that stand out?
  - a. Didn't realize the Bruinbus existed for a while
  - b. Often walks to campus even though she owns a car and knows about the bus route

4. What's something you find particularly interesting or challenging about transportation in your daily life?
  - a. The Bruinbus is too crowded and pickup times are too spaced out

Notes from the user during quick 5-minute interaction with app:

- Took a while to figure out how to navigate through the bus pool section
- Failed the navigation task to carpool to the Hammer Museum (went to the bus pool instead)

## Introductory Questions

5. Can you recall if you've ever used an application/social media platform to find a ride to an event? How about if you've ever wanted to offer an empty spot in your car to an event? How many times was that?
  - a. Found this app unique in the sense that you can see what events are near you
6. How often would you say you felt a rideshare/Uber/Lyft was too expensive? Has that ever resulted in you not going?
  - a. Always!
  - b. Would skip an event if the Uber/Lyft is too expensive
7. Do you use LA's public transport regularly? Are you comfortable using it alone, or would being in a group of people help with that?
  - a. Would feel safer riding to a place in a group setting vs alone
  - b. Likes that the app gives you details about the passengers and driver

## Key Questions

First off, let's start with some broader questions about our App:

12. What functionalities did you find most useful in the app?
  - a. Information about who's driving and who's riding for safety reasons
  - b. Event search and discoverability
13. How would you rate the overall usability of the app on a scale of 1-10?
  - a. 10 - Likes how this app integrates public transportation with carpool functionalities.
14. What are your thoughts on the visual design of the app?
  - a. Simple and user friendly interface
15. Do you currently use any carpooling services or apps to get rides? If so, what apps or services do you normally use?
  - a. No, won't jump into a car unless she knows someone or knows they go to the same school
16. How important do you think community engagement features (like forums, discussion boards, or user ratings) are in a carpooling app, based on your past experiences or preferences?

- a. Thinks this feature is a high plus, would use this explore page when bored and wanting to go out/engage in community events

Let's move on to some questions about your interactions with the app:

- 9. What issues did you encounter while using our app to find a carpool or bus group?
  - a. Did not encounter issues
- 10. Did the flow from one section of the app to another feel logical and intuitive?
  - a. Yes, intuitive
- 11. Were there any settings or customization options within the app that you found particularly useful or lacking?
  - a. Didn't find anything lacking
  - b. Really liked the explore page
- 12. What types of notifications would you like to see from the application?
  - a. Notification for when the bus arrives
  - b. Notification for calling the driver/passenger
- 13. Considering your daily routine, how much convenience does the UC Pool app add to your transportation needs compared to other available options?
  - a. Much better, really likes how you can see both public transportation and carpool options so you can choose which one you'd rather use
- 14. How likely are you to recommend the UC Pool app to a friend or fellow student based on your experience today?
  - a. Very likely
  - b. Thinks it's a great service for UCLA students since many students often end up going to the same events

## Usability Testing Interviews – Transcripts

### Interview 4: Ernest S.

*4rd year, B.S. Statistics and Data Science, lives off-campus*

[Recording](#)

Hello, (insert participant's name), thank you for participating in our research project.

My name is (insert interviewer's name), and I'll be your interviewer for today. The purpose of this interview is to enhance the usability of our app designed to address transportation challenges faced by students.

Before we begin, I just want to get your consent of this meeting being recorded. This recording is crucial for us to accurately capture your feedback and improve our app's usability. All data will be handled confidentially, and your privacy is of utmost importance to us.

[Participant's response] [Begin recording]

Thank you! Also, a quick reminder is that there are no right or wrong answers; we're interested in understanding your experience and encourage you to share any and all thoughts and opinions.

To kick things off, let's start with a couple of icebreaker questions to get a sense of your transportation experiences:

1. Can you share a bit about your usual commuting experience to UCLA? Any interesting or memorable moments that stand out?  
Day to day basis, usually walking or BruinBus with the U2 route. Grab the nearest scooter if running out of time for 3-5 minutes
2. What's something you find particularly interesting or challenging about transportation in your daily life?  
Convenience. Walking sacrifices time. Bruinbus' nearest bus station requires you to walk also so either way we let go of some time. Least time consuming way is using Bird which requires a lot of money. Tradeoff between money and time

[User shares]

Great, thank you for sharing! Now, let's proceed with a quick 5-minute interaction with our app. Feel free to explore around our prototype, and when you're done, let us know.

[User explores]

Alright, now that you are a little acquainted with our app and have an idea of what its overall goal is, we want you to give you a task

1. Start from the homepage
2. Go to the search page
3. Find a Carpool to the "Hammer Museum"
4. Coordinate a Carpool and register for one

Feel free to do whatever you need in order to comfortably use the app how you would use it if you downloaded it on your phone.

[User performs task]



Awesome! Thanks for participating. Now we'll begin the interview by asking a few questions regarding your experience and impressions of our app.

## Introductory Questions

1. Can you recall if you've ever used an application/social media platform to find a ride to an event? How about if you've ever wanted to offer an empty spot in your car to an event? How many times was that?  
Uber or Lyft is the leading app in the industry. Seamless experience with Uber as a go-to. Easy to get a driver, clear to locate, and time estimates. Status and feedback is very clear. Even after ride has ended its also upfront about your experience and tips to drivers. Doesn't use it too much as homebody
2. How often would you say you felt a rideshare/Uber/Lyft was too expensive? Has that ever resulted in you not going?  
One problem that he had in the past. If the event is very urgent he would proceed regardless. One thing that may be useful is to have a knowledge of how the app counts the price so that they are transparent. Maybe they do provide it but it is not very clear.
3. What do you think of when you think about a solution to finding rides to a place? Is it a mobile/website appearance? Is there money involved?  
Mobile Oriented. We have to mobilize the rideshare experience as we can open it anywhere. It should be monetized with a rate because people are lending their car to provide their services. We need to incentivize these people.
4. Do you use LA's public transport regularly? Are you comfortable using it alone, or would being in a group of people help with that?  
Doesn't really matter. Already used to riding the bus. Maybe during night time or less populated locations, it would be nicer to have someone to go with you

## Key Questions

First off, let's start with some broader questions about our app:

1. What do you like about the UC Pool?  
Clear on the message it wants to send: Carpooling app  
Visual hierarchy is appreciated to make sure the user is not confused  
Idea is really good as people have not really explored
2. What do you dislike about the UC Pool?  
Not really much. **Need a specific dashboard for drivers to see the status of the car of bus group**  
No clear indication of where he can get picked up. Unclear if can do so through a message or anywhere else.

3. What functionalities did you find most useful in the app?  
Explore feature makes sure people using the app is motivated to go out. Getting to a place is a problem, but finding out where to go is also another. This can also boost some engagement.
4. How would you rate the app's overall usability on a scale of 1-10?  
Haven't experienced the app so can't really say. If people have friends won't use the app a lot.
5. What are your thoughts on the visual design of the app?  
Clear and knows what it wants to convey. Knows how to direct users to a specific page. Minimalistic. Icons can be more unified
6. Do you currently use any carpooling services or apps to get rides? If so, what apps or services do you normally use?  
Uber but hardly uses it
7. What are some factors that make you choose one ridesharing/transit planning app over the other?  
Didn't use lyft because haven't tried making an account. The reason to make a lyft account would maybe be for price. There is no specific reason to pick one over the other. Google maps > Apple maps
8. What are the safety features that you feel are most helpful?  
Getting to see the rating and amount of reviews is really important to measure credibility. Having a pin number is really important.
9. What safety concerns would you still additionally have?  
Can't really think of one. There are a lot of concerns
10. Have you carpooled previously? What unexpected difficulties did you encounter?  
No experience
11. How important do you think community engagement features (like forums, discussion boards, or user ratings) are in a carpooling app, based on your past experiences or preferences?  
User ratings and credibility of driver is very important to measure safety. Forums or boards are nice to have for the customers and customer experience team.

Let's move on to some questions about your interactions with the app:

1. What issues did you encounter while using our app to find a carpool or bus group?  
Specify the place where you want to get picked up

2. Did the flow from one section of the app to another feel logical and intuitive?  
Yes
3. Were there any settings or customization options within the app that you found particularly useful or lacking?  
Advanced search feature could be pretty useful. Not much lacking.
4. In your opinion, how seamlessly does the UC Pool app integrate with other transportation modes or apps you might use (e.g., public transit apps, ride-hailing services)?  
Has to be used in parallel with apps like google maps. Can use whatsapp integration to share location
5. What types of notifications would you like to see from the application?  
Notify whether a driver wants to go somewhere you want to. Suggest trending spots/events.
6. Considering your daily routine, how much convenience does the UC Pool app add to your transportation needs compared to other available options?  
Lives pretty nearby to the school so does not see this app being used very often. Can see a lot of people who live far using this app because this can be way cheaper. Social aspect
7. What key aspects do you think of when you see the UC Pool search page?  
Trending Destinations and search bar
8. How likely are you to recommend the UC Pool app to a friend or fellow student based on your experience today?  
Definitely would recommend as the app is unique and interesting. A lot of students do not have a car.

# Usability Testing Interviews – Transcripts

## Interview 5: Aireyon M.

*4th year, B.S. Marine Biology, long-distance commuter*

### [Interview](#)

#### Icebreakers

5. Can you share a bit about your usual commuting experience to UCLA? Any interesting or memorable moments that stand out?
  - a. Commute to and from home 20 min on a good day, an hour or more on a bad day, can't use the carpooling because normally doesn't have anyone to carpool with
  - b. Contributes to longer commute
6. What's something you find particularly interesting or challenging about transportation in your daily life?
  - a. In order to get to UCLA at a specific time you'll have to leave extra in advance
  - b. Often is extra late because of traffic, a big hindrance

Notes from the user during quick 5-minute interaction with app:

- Took a while to figure out how to navigate through the car pool section
- Failed to navigate to coordinate a carpool

#### Introductory Questions

8. Can you recall if you've ever used an application/social media platform to find a ride to an event? How about if you've ever wanted to offer an empty spot in your car to an event? How many times was that?
  - a. Uber / Lyft
  - b. Don't think they've ever used carpool
  - c. For clubs and gathering, they'll use google document
  - d. Used it "more than a handful"
9. How often would you say you felt a rideshare/Uber/Lyft was too expensive? Has that ever resulted in you not going?
  - a. A handful of times!
  - b. Don't use Uber and Lyft that much, but when they do it's expensive but kind of have to "cough out the money"
  - c. Uber hasn't stopped them from going to an event but stops them from going home (before they had a car) and would just stay on campus until they absolutely had to go home

10. What do you think of when you think about a solution to finding rides to a place? Is it a mobile/website appearance? Is there money involved?
  - a. Either would work
  - b. Money would be involved because of gas
11. Do you use LA's public transport regularly? Are you comfortable using it alone, or would being in a group of people help with that?
  - a. Doesn't use LA public transport anymore, but used to use it regularly (when they didn't have a car + with friends who also didn't have a car)
  - b. They know how to use it alone but don't like to use it alone for safety reasons
  - c. Can use it on their own if necessary but prefers a group

## Key Questions

First off, let's start with some broader questions about our App:

17. What functionalities did you find most useful in the app?
  - a. Helpful that everything is in the app
  - b. Not that you have to go out of the app to find stuff (maps, chat)
18. How would you rate the overall usability of the app on a scale of 1-10?
  - a. A bit "much", a little hectic
  - b. Can be a lot to take in
19. What functionalities did you find most useful in the app?
  - a. Thought advanced search for events was helpful
  - b. Messaging in the app → keeps everything organized so you don't have to keep making group chats
20. How would you rate the app's overall usability on a scale of 1-10?
  - a. Like a 7
21. What are your thoughts on the visual design of the app?
  - a. Very basic, in a good way
22. Do you currently use any carpooling services or apps to get rides? If so, what apps or services do you normally use?
  - a. Not currently using any
23. What are some factors that make you choose one ridesharing/transit planning app over the other?
  - a. Not currently using
24. What are the safety features that you feel are most helpful?

- a. Didn't really notice significant safety features outside of the rules and restrictions
25. What safety concerns would you still additionally have?
- a. As a smaller feminine person, using Uber with a larger person driving could be a risk
26. Have you carpooled previously? What unexpected difficulties did you encounter?
- a. If the driver or passengers are late
  - b. Not enough space in the car to accommodate everyone
27. How important do you think community engagement features (like forums, discussion boards, or user ratings) are in a carpooling app, based on your past experiences or preferences?
- a. Important, if everyone is different so someone can communicate if they tend to be late so they won't ride with someone who tends to be on time
  - b. What if someone says "out of pocket" things and makes someone uncomfortable, discussion forum would be good with that
  - c. Eg. If someone in the car was extremely conservative and another person was queer, there would be some level of discomfort
15. What issues did you encounter while using our app to find a carpool or bus group?
- a. Thought that "creating the carpool group" and the "carpool group" page was the same
  - b. Could be more organized, and accessible, also consider disabled users
16. Did the flow from one section of the app to another feel logical and intuitive?
- a. Yes, didn't consciously think that anything "didn't make sense"
  - b. Didn't really question it
  - c. Wasn't really on their mind
17. Were there any settings or customization options within the app that you found particularly useful or lacking?
- a. Useful: Pricing per seats + number of seats + luggage spots, advanced search, adding event → useful because it's organized
  - b. Safety features such as alert systems
  - c. Settings such as if women want to travel with other women, idea of more preferences for safety reasons
18. Considering your daily routine, how much convenience does the UC Pool app add to your transportation needs compared to other available options?
- a. Don't currently use other apps
  - b. Yes, they see themselves using this app at some point in time. Sometimes they don't feel like driving or can't drive (sleep deprived, sick)

- c. Significantly more convenient to have this app, also would cut down (gas) costs, and access to the carpool lane (helps them get to school quicker)
  - d. Mostly would just use it to get to campus
  - e. Hard to find people going the same time as you if you aren't connected
19. What key aspects do you think of when you see the UC Pool search page?
- a. Would just search for school, a spot on campus, or a parking structure
20. How likely are you to recommend the UC Pool app to a friend or fellow student based on your experience today?
- a. Has a friend that would like to go to many KPop events and hasn't gone because she lacks a ride
  - b. Would recommend this to people who don't have a ride but need one