Deliverable G - Project Documentation

ToolieShed

JUNE 13

Western Team
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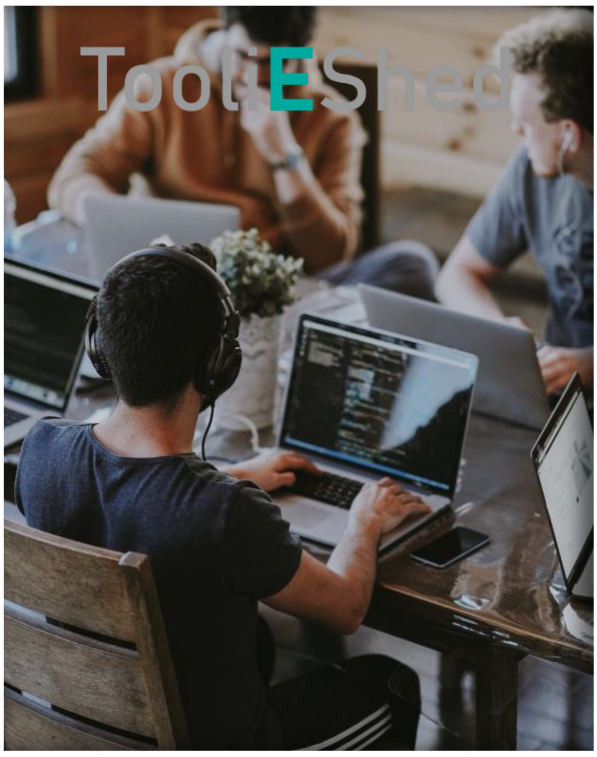
1. Presentation Materials



PROJECT OVERVIEW

PEER-TO-PEER PLATFORM

- Tool & appliance rental.
  - Facilitate connections.
  - Fee for transaction, 3-6%.
- Wireframes, Mockups, and Alpha
  - Azure, Sketch, Arcadier.
- Analysis for proprietary solution using Azure Services:
  - App service for front end SPA (using Angular or Svelte)
  - App service for .NET Core Web API
  - Azure SQL Database

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1. Presentation Materials (Cont.)

USER TESTING

PEER-TO-PEER PLATFORM

TASK 1 : Rent an Item

- Both test subjects were able to complete the “Rent an Item” task successfully.
- Users **confused by template task labels**: “Buy Now”, “Contact Seller”, “Service” instead of “Item”.
- **Lack of app feedback**, not clear which inputs are mandatory or if they are populated by default.

TASK 2: List an Item

- Both test subjects were able to complete the “List an Item” task successfully.
- Test subject 2 appreciated the ability to customize the rental time frame.
- Consistent with their feedback from task 1, test subjects provided feedback about the **unclear terminology and language** used.

Overall, both participants provided positive feedback about their experience with TooliEShed. They specifically liked the map implementation, and the reviews section.

Future iterations should include modifications to the language and terminology, user tasks and feedback.

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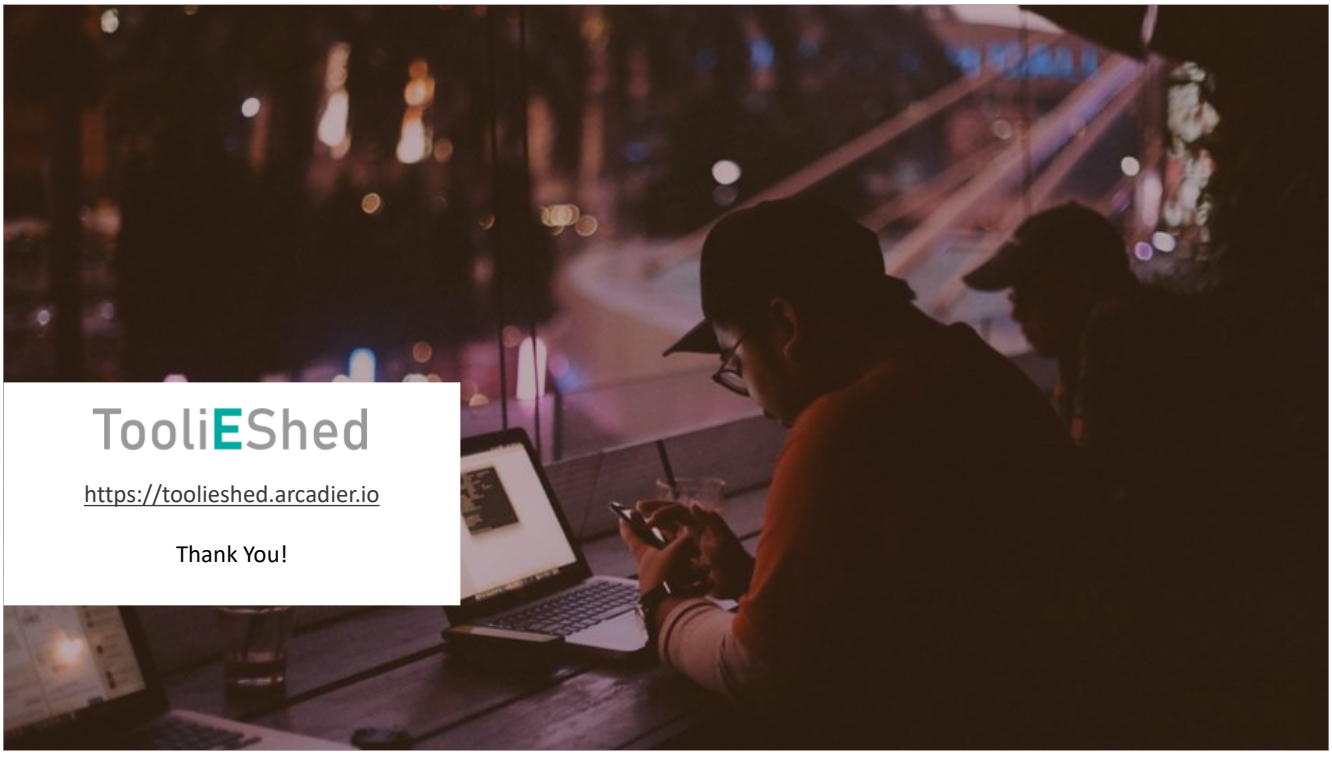

Project URLs:

Team Site: http://ectweb2.cs.depaul.edu/jpeart/
Project Site: https://toolieshed.arcadier.io/

2. Usability Testing

A modified usability test was conducted using the TooliEShed website. We asked a group of participants to complete two tasks within the website. The total time need to complete the usability test was 10 minutes per participant including the introduction and debrief at the conclusion of the test. The participant tasks were observed and success or failure points were noted. During the debrief we asked the participants several closing questions.

Usability Test Protocol

Procedure

Each participant was invited to participate in a 10 minute usability test conducted in a one-on-one (i.e. participant and TooliEShed usability researcher) environment. The usability test consisted of the following parts:

Introduction

Prior to initiating the test, each participant was introduced to the project and we explained what would be expected during the test

- Participants should attempt to complete each of the tasks without worrying about making a mistake
- Participants should think aloud - expressing his/her opinions whether positive or negative.

Usability Testing Tasks

The participants were asked to perform two tasks. The tasks were designed to simulate the experience that a user would have when interacting with the TooliEShed website.

- Participant Tasks / Use Cases

- Task 1: Rent an Item/Tool on the TooliEShed website
- Task 2: List an Item/Tool for rent on the TooliEShed website

Debrief / Closing

Once the participants have completed the above task, we asked several follow up questions to summarize their experience with the TooliEShed website.

Questions were as follows:

- What was your overall impression of the website after using it?
- Were either of the tasks particularly difficult for you to complete? If so, what made the task difficult?
- What did you like about the TooliEShed website? About the process of renting an item/tool? About listing an item/tool for rent?

Usability Test Evaluation Measures

Both qualitative and quantitative measures were used to determine the usability of the TooliEShed website.

Qualitative Measures included:

- Usability issues observed during the test tasks
- Participant comments during the test tasks
- Participant feedback/responses to the closing questions

Quantitative Measures included:

- Success/Failure for task completion
    - Success = Participant completed the task successfully
    - Struggled Success = Participant completed the task successfully within the allotted error rate (i.e. completes task with 3 or less errors), but had problems that the he/she overcame on their own.
    - Failure = Participant abandoned the task or failed to complete the task within the allotted error rate
- Number of errors

- The total number of errors that occured before the participant successfully completed the task

Usability Test Findings

Both participants completed Task 1 and Task 2 successfully within the margin of less than three errors.

During Task 1 (rent an item/tool on the TooliEShed website) participant 1 mentioned that she liked that there was a map widget on the product page that allowed her to see where she would need to go to pick-up her rented tool. However, she was a bit confused about the "Buy Now" button and actually said, "Am I supposed to buy this? I thought I was renting the tool?" Although participant 1 was able to successfully complete the task, future iterations need to take into consideration the language used on the button on the product screen. Rather than the button saying "Buy Now" we should rename it to "Rent Now."

Participant 2 also successfully completed the first task as well. He mentioned that he liked the idea of the Reviews section as this can help give more insight to the potential tool he's interested in renting. He also appreciated the "Contact Seller" feature noting that it would be important for him to get in touch with the tool owner if he has questions about the product they've listed. However, language and terminology were also brought up by participant 2, and he mentioned that the "Contact Seller" button should be renamed to "Contact Owner" or something similar.

Participant 2 also noted that it was a little confusing once he clicked the "Buy Now" button and was prompted with a pop-up asking him to select the pick-up method. At first he just clicked on the Checkout button, but was prompted with an error. Finally realizing that he needed to actually select the pick-up address and then click the checkout button allowed him to move forward with the task. Future iterations in this area of the website need to be more clear. As the address is already pre-populated in the pop-up, the pop-up should serve as a confirmation of the pickup address with no user action necessary except to proceed to the checkout. Or if there are multiple

options for pick-up locations, we shouldn't pre-populate the text field box so that the user can actually select which pick-up location they prefer and then proceed to the checkout.

Also, future iterations need to take into consideration the hover interaction on the pop-up screen as well. When participant 2 hovered over the Checkout box, it changed colors which possibly served as an indication that everything was correct. However, when clicking the checkout button an error message appeared as the pick-up address was not selected.

During Task 2 the participants were already logged into a test profile "seller" account which would allow them to complete the task of listing an item. Both participants talked-through the steps that they would take to list an item, and completed the task successfully. Although, both participants were successful both provided feedback based on terminology and language used on several of the screens they encountered.

Participant 1 noted that while the "Add Listing" button didn't cause confusion, it might have been better if it said something like "Add Item" or "Add Tool." Both participant 1 and 2 were slightly confused by the "Service Name" box mentioning that they weren't listing a service but rather an item or tool.

Participant 2 mentioned that he liked that he could control the duration of the rental period. As he was creating the listing he noticed that he could list an item for rent based on the hour, day, week, or monthly time frames or he had the option to create a custom time frame. But he went on to mention that the "Instant Buy" and "Negotiation" options were confusing. Recommendations would be to modify the language/terminology so that it's more clear as to what each option entails.

Overall, both participant 1 and 2 provided good feedback about their experience with the TooliEShed website. Future iterations for the website should include modification to language and terminology, hover interactions, and continue to improve the flow throughout the website.

3. Project Deliverables (High Level)

- Jim Peart - Bio, availability and team norms, market competition, rationale for using Internet solution, interface design, mockups, pro-forma budget, technical feasibility assessment of ecommerce platform short list, setup and configuration of Arcadier platform, class presentation and weekly deliverable website design and file transfer.
- Diana Speicher - Bio, availability and team norms, business models, information design, sketch concepts, wireframes, Axure prototyping, success metrics, usability testing and contributor of renter and owner content.
- Piero Rocca - Bio, availability and team norms, lead project manager, background, value proposition, market competition, site goals, system design, concept analysis, entity relationship diagram, database table design, executive summary and ecommerce platform assessment and contributor of renter and owner content.
- Gabriela Bazan - Bio, availability and team norms, multi-channel strategies, user personas, accommodating advertising, ecommerce platform assessment and contributor of renter and owner content.

4. Programming Responsibilities

As a team we chose a third-party ecommerce platform called Arcadier. It met most of out team project goals. It allowed us to ramp up quickly given the considerable time constraints. As most of the functionality was pre-built, our team focus was on setup, configuration, content creation and testing.

- Jim Peart - Lead programmer and content creation
- Diana Speicher - Usability testing and content creation
- Piero Rocca - Content creation and happy path testing
- Gabriela Bazan - Content creation and happy path testing