



Onboarding

Usability Test

Users tested: 7

Dates: Jan 25th to Feb 19th, 2019



Test Plan

Objectives

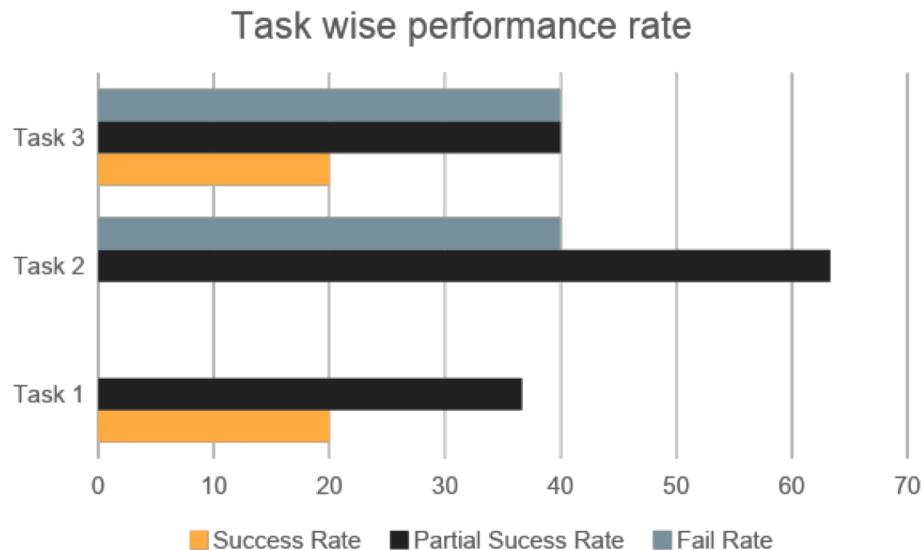
1. Obtain user feedback on the different functionalities present in the Futurestay's software.
2. Observe the users' pain points while using the software.
3. Come up with recommendations for the tech team to improve on the UI.

Tasks

1. Add property information to Futurestay
2. Check your property information
3. Do whatever to get the property live



Task performance rate

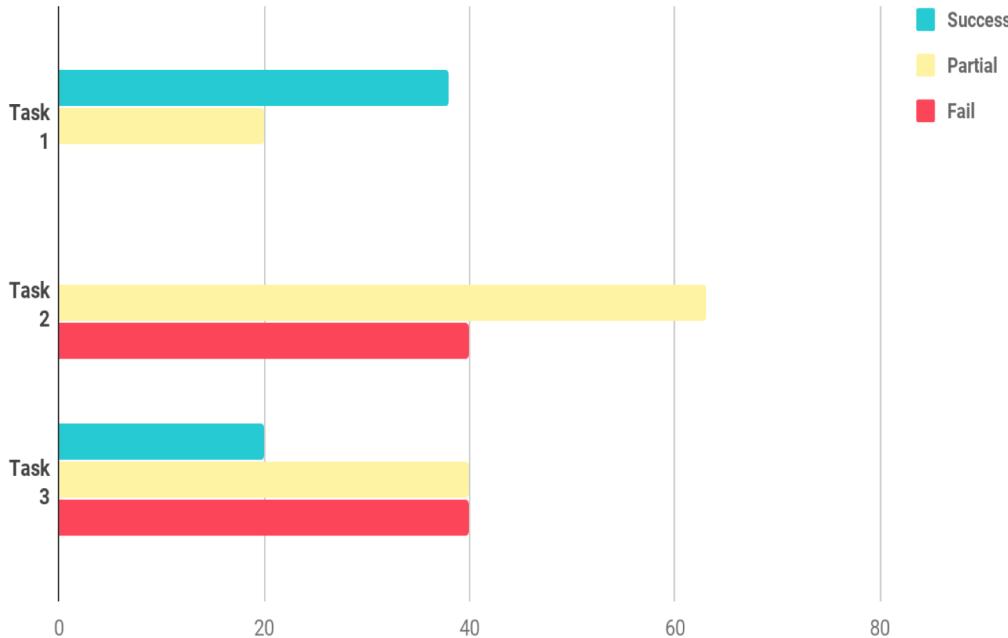


Highlights

- No fail rate in Task 1-“Add property information to Futurestay.”
- High partial success rate for all the tasks -- adding property info, check property info, and setting property live.
- Same fail rate and partial success rate for Task 3 - “Do whatever to get the property live.”



Task Wise Performance Rate



Highlights

- No fail rate in Task 1 - “Add property information to Futurestay.”
- High partial success rate for all the tasks
- Same fail rate and partial success rate for Task 3 - “Do whatever to get the property live”



Time on Task

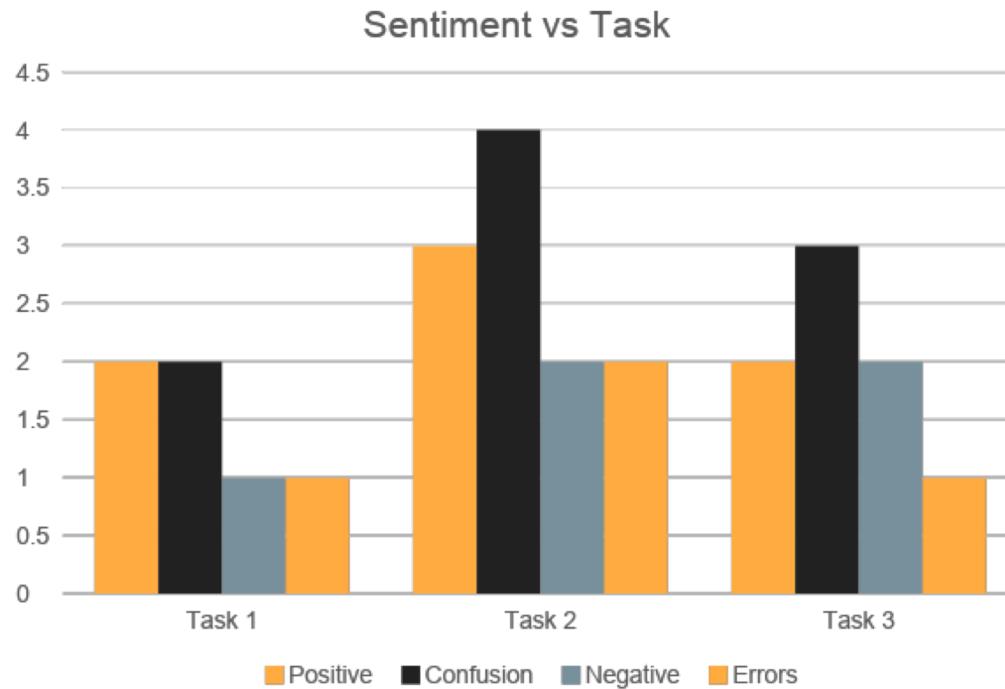


Highlights

- Too much time spent to understand the task description and updating property information page : Task 3 - “Do whatever to get the property live.”
- Prototype was confusing to use -- different placement of different option in the business



Sentiments vs Task



Highlights

- Displaying users' feedback per task
- Users' positive, negative, confused, feedback along with errors made by users

User pain points

- Avoid using jargons such as channel/dashboard
- Instead of channel maybe use website

The screenshot shows the Futurestay mobile sign-up process. On the left, there's a promotional banner for "futurestay" with the tagline "Seamlessly connect your business to global travelers". Below the banner are three achievement badges: "VRMA INNOVATOR OF THE YEAR", "BATTLE GROUND WINNER", and "TOP TRAVEL STARTUP 2018". On the right, the "Sign Up" form is displayed with fields for Name (Amy Pond), Email (amy.pond01@gmail.com), and Phone Number (9990099009). A yellow bar at the top right says "Add your property information to Futurestay" and "⚠ Don't forget to think out loud.". Below the form is a section asking if properties are on certain channels, with checkboxes for Booking.com (checked), HomeAway (checked), Airbnb (checked), VRBO (unchecked), TripAdvisor (unchecked), and Expedia (unchecked). At the bottom, there's a checkbox for "Agree to our terms and conditions" and a blue button "Connect to my Free Dashboard". A red callout bubble contains the text "What does a channel mean?". Another red callout bubble contains the text "What is a dashboard?". A small yellow emoji with a thinking expression is in the bottom right corner.

1 of 5 ►

Add your property information to Futurestay
⚠ Don't forget to think out loud.

Sign Up

Amy Pond

amy.pond01@gmail.com

9990099009

Do you have properties on any of these channels?

B. Booking.com  HomeAway  Airbnb

 VRBO  TripAdvisor  Expedia

Agree to our terms and conditions

Connect to my Free Dashboard

What does a channel mean?

What is a dashboard?

Handoff

Welcome to Futurestay!

It only takes a few minutes to set up your Dashboard. We will walk you through it.

Next



- Some PMs are not familiar (referred them as Bird's nest/ paperclip) with the Airbnb and HomeAway logos
- Can either be a label or a way you could the channel names come up while hovering on the mouse on the logos

1 Import

Automatically import your property. Don't worry, nothing is Live until you approve it!

2 Connect

Review and approve your imported properties. Once imported you can also connect them to any listing site you want!

Start



- Maybe adding info such as "Set up your Dashboard in just 2 steps;" "few minutes" may be misleading

User pain points

The screenshot shows a web browser window for 'Futurestay's Onboarding'. At the top, there is a navigation bar with a home icon, the text '/ Futurestay's Onboarding', and a URL 'com/step97/screen/53140107'. To the right of the URL is a user profile: 'zaraa03' with a 5-star rating, '36 - male - \$80,000 - \$99,999 - United States', and a 'Don't forget to think out loud' message. Below the navigation bar, it says '1 of 5'. The main content area has a title 'Import Properties' with a plus sign icon. To the right are two buttons: 'Finish later' (with a note 'Your progress will be saved') and 'Import to Dashboard'. A large text input field contains the placeholder 'Copy and paste one or more property URLs'. Below the input field is a note 'Psst! Importing from our partners gives best results!' followed by icons for Booking.com, Airbnb, and Expedia. To the right of the input field is a yellow circular emoji with a thinking hand inside. A red callout box with a black border and rounded corners is positioned over the text 'What is a dashboard?'.

What is a dashboard?

Where are your properties listed? ⓘ

Copy and paste one or more property URLs

Psst! Importing from our partners gives best results!

B. Airbnb Expedia

What is a dashboard?

- How does the property get imported?
- Can I add two or more URLs at a time?
- Confusing as the property already imported in the prototype

User pain points

The screenshot shows a user interface for importing properties. At the top left is a title 'Import Properties' with a gear icon. To the right are two buttons: 'Finish later' (with a note 'Your progress will be saved') and 'Import to Dashboard'. Below this is a large input field with the placeholder 'Where are your properties listed?'. Inside the input field, there's a sub-instruction 'Copy and paste one or more property URLs'. At the bottom of the input field, there's a note 'Psst! Importing from our partners gives best results!' followed by icons for Booking.com, HomeAway, and Airbnb.

- Apart from knowing where are their properties listed; we also want to ask them to add the property URL in simple text.
- What is the max limit of adding URLs, and would it show all the properties on the same page.
- So, “more” is how much much?

User pain points



◀ 1 of 5 ▶

Import Properties

Add your property information to Futurestay.
⚠ Don't forget to think out loud.

Finish later
Your progress will be saved

Import to Dashboard

Copy and paste one or more property URLs

Pssst! Importing from our partners gives best results!

Are these the properties you want to import?

Cozy 2 Bedroom Apartment
2 bedroom, 1 bathroom apt.

Happy Home on the...
2 bedroom, 1 bathroom apt.

 homeaway.com/listing/120495/cozy-2-bedroom-apartment

 airbnb.com/listing/120495/happy-home-on-the-beach

enu ◀/▶ Handoff 

-The word dashboard may be too loaded; we can only import one property at a time to the dashboard; but add several (more than one) properties on the “Import Properties” page.

Smart Connections

Bookings

B.

OFF

OFF

Completed Tasks

Guest Interactions

Number of Bookings

Upcoming Schedule

JAN Mon 21 TODAY JAN Tue 22 JAN Sat 26 JAN Sun 27

Your properties were imported

Go to Dashboard

Review imported properties

Activity

View All Activity

-Is it possible to have the snippet of the properties imported instead of FS logo

Smart Connections

Bookings

B.

OFF

Completed Tasks

Guest Interactions

Number of Bookings

Upcoming Schedule

JAN Mon 21 TODAY JAN Tue 22

JAN Sat 26 JAN Sun 27

Your properties were imported

Go to Dashboard

Review imported properties

-There should be a way to let the users know the properties imported; how many of their properties have they added info. about and how many do they need to add info.

-Say, if they have imported 10 properties, if they are adding info for the first property, then 1/10 properties they have added info

A panel headline missing?



A1
Happy Home with Furniture

Preview

- Prices and Stay Rules
- Photo Gallery
- Amenities
- Details and Description
- Rooms Details
- Address and Map
- Lease and Agreements
- Reviews

Set Live

Properties

Rates

Connections

Reservations

Web Build

Check your property information



Manage Pricing & Stay Rules

Base Nightly Rate (Required)

*Enter Base Nightly Rate (your target gross earnings)

USD 80.00

Listing Rate Displayed to Travelers as:

\$65.00 per night ✓

Full Rate Breakdown:

- our service markup (included in listing rate)
- credit card processing fee
- your payment (after credit card fee)

Online Payment

Deposits or Full Pay

Choose between req...
When a user pays a...
automatically change...
required to select th...

Pay in Full - Full B

Minimum/Maximum Stay Requirements

Check in and Check out

Save



- There should be a way to let the users know what is the panel.
- Obviously the \$80 and \$65 prices are wrong.

User pain points



A1
Happy Home with Furniture

Preview

Prices and Stay P
Photo Gallery
Amenities
Details and Desc
Rooms Details
Address and Map
Lease and Agreements
Reviews

Set Live

\$65.00 per night.

Full Rate Breakdown:

- our service markup (included in listing rate)
- credit card processing fee
- your payment (after credit card fee)

Online Payment

Deposits or Full Payment:
Choose between requiring a full payment or a deposit to book your property.
When a user pays a deposit, the remainder of their balance will be automatically charged to their credit card before their check-in date. They are required to select the date of the balance payment when booking.

Pay in Full - Full Balance Required to Book

Minimum/Maximum Stay Requirements

Check in and Check out

Save

U

Menu

U Handoff

-Why is the Set Live Option unavailable but present on this page?
-How is Save and Set Live different?



-Major issue, it was difficult for the users to figure out the difference between the two Save and Set Live



A1
Happy Home with Furniture

Preview

- ✓ Prices and Stay Rules
- ✓ Photo Gallery
- ✓ Amenities
- ✓ Details and Description
- ✓ Rooms Details
- ✓ Address and Map **Completed!**
- ✓ Lease and Agreements
- ✓ Reviews

Set Live
Complete property information before setting it Live

Your Property's Address, Display Settings & Privacy

Enter your property's full address: your address is not displayed to travelers until after a booking is completed, unless you choose to reveal it on map.

*Country: U.S. *Region: Florida Map & Streetview Display: Display Map and Street View on Property Page

*Street Address: 15th Street Apartment #: (optional) 553 Address Privacy: control how travelers see your property on

*City: Miami Zipcode/postcode: 33154

Control Where Your Property Displays on Map

Streetview: click to change view

Map: drag property icon to move location

Save

-Unsure why the “Completed” option is placed in an odd manner
-Is there a reason why only “Address and Map” and “Prices and Stay Rules” option is available on the prototype

User Feedback with quotes

- Positives : “I loved the website” (Beagleton) – clean, clutter free, good use of white-space, less crowded
- Negatives: “How to sign up” (Beagleton) or “How to set the property live” (Beagleton) – Unsure what is a dashboard; Set Live option present but unavailable; unhappy with the prototype
- Errors: “The prototype was misleading” (zaraa03, Beagleton, Atrium) – Prototype did not have lot of functionalities; task description as unclear; a section for property information with a headline would be nice.