User Testing and Report

Team 49

AI: yinyifa

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Demographics:

Participant #	Age	Occupation	Annual Income	Marital Status
Participant 1	24	Software Developer	$110,000	Single
Participant 2	37	Pediatrician	$100,000	Married
Participant 3	21	Full-time Student	$10,000	In a relationship
Participant 4	21	Consultant	$80,000	Single
Participant 5	22	Full-time Student	$0	In a relationship
Participant 6	22	Full-time Student	$0	Single

Observations:

Participant #	Observations:

Participant 1	- Overall great platform, just a few minor changes to make when it comes to the layout of some of the buttons. - The profile icon should consist of a layout with a drop-down menu listed things to adjust within profile settings. - Card info or payment methods should be encrypted securely in case of breach. - There should be a way to book multiple cars at once with the same drivers info - Select certain pick up and drop off locations - Main Menu page is a little scattered and should be refined a bit - Personalization is huge, be able to configure profiles in unique ways
Participant 2	- Laid out very clear cut, make sure to add easy functions for the driver's registration page. - Perhaps think about adding a camera feature that would allow you to capture all the driver's info in one go. - The date range set up is perfect. Will the SS # do a soft pull on credit? Or will the driver's credit run? - Have a send a gift option that will allow you to send a means of transportation for a guest or friend - Have a settings option to perhaps lay functions out in the way in which the user would like - Maybe also think about having a help tab that allows the user to learn how to operate the application to its fullest ability - Log in screen is perfect
Participant 3	- Hard for the user to find what they were looking for because they had to go through many different pages of drawings - Buttons to get to different places at the bottom of the screen were small

	- Filled out information to create an account but didn't know how to submit info or then sign in - Confused on how to cancel service and wasn't able to complete task
Participant 4	- Participant struggled to look through all of the drawings for what button they were looking for - Button missing to submit account info - Didn't know what screen they should use to change location - Confused on why they would need to send a message to the vehicle agency
Participant 5	-When you sign up there is a + that just says profile, was unsure what that meant. The password box doesn't say password under it. No button when you finish creating an account. -Login was simple, no problems. -Was unsure how to set location at first, search icon should be labeled to say location. -Calendar was obvious for date selection. -Was confused with book now and fleet, chose fleet to view cars but was unsure what book now would do. -Menu on bottom difficult to read, could still find what she was looking for. -Account icon was easily recognized. -No button to get to messages, was confused. -Reservation history didn't seem like a clear choice to cancel a reservation. -Feedback page had no buttons and didn't resemble any other page, couldn't do anything on that page.
Participant 6	-Creating an account was easy, no button to finish creating the account. -Had no problem with login. -He said the search menu should be labeled with location. -Found calendar easily. -Chose fleet to view cars, but was confused about what would happen when you click book now.

	-Menu on bottom was hard to read. -Account icon was found easily. -Wasn't sure how to get to messages. -Didn't consider reservation history to cancel a current reservation. -He said the feedback page didn't have any buttons or anything, couldn't do anything.

Problems & Positives:

      One of the main problems our group encountered with user testing was confusion between fleet and book now, the functionality of the buttons, and leave a review page. When the participant was asked to browse vehicles they didn't know if they should choose the "fleet" button or the "book now" button. The participants expressed to us that they thought that these buttons would have the same functionality. Essentially in our low fidelity mockup these buttons did do similar things. Fleet viewed all the vehicles the application offered and book now had the functionality to specify certain locations, dates, and prices. We took these comments and issues into consideration and decided to change it for our high fidelity mockups. We are going to combine the two buttons into one.

      The main problem for the functionality was that some of the button descriptions weren't clear. For instance, when user tried to click on the button, the user had no idea what the button does. Another problem was when user was trying to book the car, the user had no idea which buttons to press to book the car. When user tried to book a car from the system, the user was confused on whether the user needed to press the select button or the book button. In addition to the user's confusion in booking the vehicle, the user was also confused with the membership button on the page. Users were confused with the membership tab on the screen because there were both profile and membership tab, which made confusions for the users. The users also no buttons to get into the messaging, when the messaging option was clearly indicated. The users also had trouble finding the messaging between the driver tab when the messaging button was clearly indicated. In addition, the user was confused on cancelling reservation button and the outcome of the buttons. For instance, when the user tried to find a way to cancel the reservation, then user would freeze and would not know how to cancel the reservation.

      We received some great positive feedback from our participants which included, easy navigation and making the booking process simpler. Our participants loved that renting a car was easy and all in one application because they didn't have to call and talk to someone. They liked the layout of the buttons at the bottom for the most part, the only thing they wished to see were bigger buttons that were easier to read. Overall, from our user testing we received great criticism and feedback that we can further implement into high fidelity mockups.

Changes:

      When we were going through our user testing there were some features that we decided to get rid of, change, and add. The first screen we chose to get rid of was the organize client information screen. Our group thought that this screen provided unnecessary information to the user and cluttered up the application. We also chose to get rid of the feature of in app messaging. Our users were confused as to why they would need to contact the agency and how this worked. Instead of in app messaging we decided to add an information tab to the vehicle

posting that users can view when they are booking or after they have booked. This information tab will have the vehicle's rental company name, address, phone number, and email. This way if the client needs to contact the rental company for any reason they can do so on their own means. This will also create less unnecessary notifications for the user.

Many of the users were confused about book now and fleet. We are thinking about combining these two features into one so it is less confusing. When users click on book now they will be able to see all of the cars that are offered on the Vicci Transport application. Then at the top of the screen there will be three different bars, location, date, and price range, that the user can adjust to their liking. Once a user changes the constraints the fleet will adjust and users can look or select cars. We thought the location of these items were not in a great spot so for our high-fidelity mockups we are thinking about doing a hamburger menu to free up the screen.

Finally, for the notifications that the users will be receiving we forgot to create a place to store them in our low fidelity mockups. When users receive notifications they will be notified in their home screen but then there needs to be a place for that notification information to go. We had the idea of creating a bell on the screen that the users could tap on to see a list of unread notifications. Once the users views an unread notification it will be deleted so that the application does not get cluttered.

Script for testing:
1. Create your account
2. Login
3. Set current location
4. Set date
5. Browse vehicle for dates and locations
6. Look at your reservation history
7. View your account
8. Send a message to the vehicle agency
9. Cancel service
10. Leave a review on your experience with a vehicle