# Comparative User testing analysis

# User summary

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **User** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| **Gender** | Male | Male | Female | Female | Female | Female | Female | Female |
| **Age** | 20’s | 30’s | 30’s | 20’s | 50’s | 50’s | 20’s | 20’s |
| **Technical Ability** | Mid-high | Mid | Mid-high | Mid | mid | mid | Mid-high | Mid-high |
| **Website order** | RME  first | Zillow First | RME First | Zillow First | RME First | Zillow First | RME First | Zillow First |

|  |  |
| --- | --- |
| **Technical level** | **Technical lever of users (%)** |
| Low | 0 |
| Low-Mid | 0 |
| Mid | 50 |
| Mid-High | 50 |
| High | 0 |

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| **Gender** | **User gender (%)** |
| Male | 25 |
| Female | 75 |

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| --- | --- |
| **Age** | **User age (%)** |
| 20’s | 50 |
| 30’s | 25 |
| 40’s | 0 |
| 50’s | 25 |
| 60’s | 0 |

# RME

### Please search for rental properties in Baltimore.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 15.14 (slow typer, may not be truly reflective) | 1 | “Looks great” |
| 2 | 3.57 | 1 | “Makes sense” |
| 3 | 16.33 (slow typer) | 1 | “I think it’s good, I like the white space. I like how it is set out with the same details. It’s nice that the price is in bold.”  “Might be better if there was uniformity in terms of the photographs, all outdoor pictures as the first pictures” |
| 4 | 3.96 | 1 | “Layout is nice”. |
| 5 | 10.71 | 1 | “Very good, 1 on the scale of 1 -5” |
| 6 | 7.34 | 1 | “Good layout, I can visually see the rentals and I can keep going up [pagination] very easily. There seems to be a lot of properties in the area but it’s ok”.  “Again, if I were to rent a property in Maryland, I wouldn’t know which property you’re referring to, [property image has multiple properties in it] and that could put me off”. |
| 7 | 6.85 | 1 | “Looks like a very comprehensive layout”.  “It would be good to have an option to have more properties on the layout because I hate going to the next page”. |
| 8 | 4.65 | 1 | “Very nice layout, it’s a good overview, you can see some details”. |

### Can you swap to map view.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 2.61 | 1 | “it’s great” |
| 2 | INVALID -> user clicked without prompt | Estimate -> 1 | N/A |
| 3 | 3.76 | 1 | “Easy enough. I assume these dots are locations. I think these [numbers] are just clustering the rental properties”. |
| 4 | 2.28 | 1 | “I don’t really know what the numbers mean”. |
| 5 | 29.46 | 2 | “Good layout” \*Initial confusion from user about where map view was |
| 6 | 3.54 | 2 | “I like the way you can zoom in and zoom out. I’m not sure about the cut off point for the border. This appears to be rectangle grey, but the other one [on Zillow], a blue outline was useful”.  “The icon for the map is good but you could [instead] put in a little icon as a map of the world”. |
| 7 | 2.44 | 1 | “I think it’s nice”. |
| 8 | 1.16 | 1 | “I like it, the map is a bit confusing at first, but it also lists the results, you can also zoom in and view the properties which is good”. |

### Using the map, select a property to view.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 7.45 | 1 | N/A |
| 2 | 10.61 (user browsed map before choosing point) | 1 | “Not much here [to comment on] but it makes sense” |
| 3 | 1.72 | 1 | “Good layout” |
| 4 | 2.77 | 1 | N/A |
| 5 | 2.64 | 1 | N/A |
| 6 | 29.44 | 4 | \*Initial user confusion. User clicked the numbers which filtered the results grid below, User thought that was what tester meant before being corrected.  “Half the room is sliced off [referring to image]”.  “It’s interesting the way there’s transport there, which I like [on quick view property], I’d like to see more features”. |
| 7 | INVALID – user clicked without prompting | Estimate -> 1 | “The information looks a bit imbalanced, with the information being kept to one side of the page [quick view card]” |
| 8 | 1.95 | 1 | “It doesn’t have a lot of information”.  “It’s weird to have the close button up here [upper right-hand corner], it might be more intuitive for me to have it [close icon] somewhere on the popup [\*user also gesturing next to upper right corner of the quick view]”. |

### Please select the property to view in greater detail.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | INVALID -> user clicked without prompt | Estimate -> 1 | “great” |
| 2 | 1.29 | 2 | “It [website] doesn’t prompt you that you can click into it [property card]. The only thing that suggested to me that you could click there was that it [mouse] switches to the hand. Have a prompt saying, ‘Click to view’ or something like that”. |
| 3 | 1.02 | 1 | “Oh, that’s clever [neighbourhood scores]”. |
| 4 | 1.29 | 1 | “I like that you have more pictures, and you can click view on map so you can check... I wouldn’t change anything about the layout”. |
| 5 | INVALID -> user clicked without prompt | Estimate -> 1 | “Very good” |
| 6 | 4.96 | 4 | “If I saw an underlining link, or if it said details on a tab with a link, I would have known what to do. I just chanced clicking on the [property card]”.  “It [the property] mentions 2 bathrooms, I’d like to see images. What kind of a bathroom is it, is it an ensuite?”  \*User was clicking on tags before realising further details below. |
| 7 | INVALID -> user didn’t navigate to property details using the map, done using results grid below (5.85) | 1 | “Very good layout, you also have the bedrooms bathrooms and can view [the property] on the map”. |
| 8 | INVALID -> user clicked without prompt | 3 \*based on user comments | “It’s not super clear that you can click on it [quick view property card] to view what it looks like. Maybe have a link to it [property details] so that you know you can click on it and be directed to the property”.  “[The layout] is good. You see greater detail on the area”. |

### What do you think neighbourhood service scores are?

\*Note: potentially bias question => “Do you think they are useful”

|  |  |  |
| --- | --- | --- |
| **User** | **Neighbourhood service score meaning** | **Comments** |
| 1 | “Amenities around the neighbourhood” | “Yes [they are useful] but I would make them smaller” |
| 2 | “This would be a rating for how close, or how much is available within a certain area” | \*Didn’t say however body language, tone, and comment indicates yes.  “People in this area are very fit, I wouldn’t be moving here”. |
| 3 | “Probably a summary of these metrics that you have put in.” | “Yes, they’re useful”. |
| 4 | INVALID - \* user commented whilst browsing the layout of the page | “Oh, that’s good”. |
| 5 | \*User initially didn’t know, had to click into details to figure them out. | \*User kept clicking details rather than down arrow.  “Yes, they’re useful”. |
| 6 | “They seem to be giving [rating] that appears to be out of 5 but it doesn’t tell me 1 – 5. They’re rating it very highly”. | \*User had some difficulty finding the meaning until spotting ‘details on the service scores.’  \*User would like to know how the scores were collected to validate.  “These are very useful; I like to see what amenities are there”. |
| 7 | “It’s good but not completely comprehensive in what relation it’s scores are”. | “What is the best [score]. The scale isn’t completely clear”.  “It’s definitely helpful especially for students, like transport depending for who you are Generally it’s good indicators”. |
| 8 | “I would say it compares the properties available and then, based on that gives you a ranking on where the property is compared to the other ones. E.g., Transport, does it have good public transport connections. Does it have lots of emergency services nearby”. | “Yes, I think it’s useful if you are looking for a house you would want to know how good it is to live there and how comfortable”.  “I’m a bit confused because it says it’s a score and the better one’s are a lower score, right? [\*Tester clarifies] Ok, maybe one annotation, change the colour because green indicates good, red indicates bad. I would use colours that don’t have any meaning”. |

### What do you think crime safety rating means?

|  |  |  |
| --- | --- | --- |
| **User** | **Crime safety rating meaning** | **Comments** |
| 1 | “I don’t know, there is still some ambiguity, but I’d say 3/5 rating seems like it’s pretty good” | “Consistent with the scoring for the rest of them”  “green also points to the fact that that would be a good score. I would say the colour and score takes some of the ambiguity out of it.” |
| 2 | “A higher safety score indicates a lower crime rate” | “A crime safety rating ooh, nice” |
| 3 | N/A | “Yes, that’s useful”. |
| 4 | INVALID - \* user commented whilst browsing the layout of the page | “That’s good, I haven’t noticed that on other things [websites] before”. |
| 5 | “Ranking crime safety, so this [property neighbourhood] is quite safe”. | “Yes, that’s useful”. |
| 6 | “It indicates a lower crime rate; I don’t know what that is based off”. | “Yes [that’s useful] definitely. They are giving a very good neighbourhood score but a 50% crime safety, why is that? I would question that, what’s the issue going on there”. |
| 7 | “As it says, if there is a low score there is a high crime”. | “I assume it’s in relation to everything else, I don’t know if it’s based on an official score or if it’s also in relation to anything else”.  “Crime safety score is useful especially if you’re moving to a new city or neighbourhood, it’s a good indicator for where you want to live or not”. |
| 8 | “I would say it describes how safe it is to walk around in the area and how comfortable people are living that neighbourhood. What the crime rate is there is probably statistics behind it from local authorities to track the crime rate”. | “Yes, I think it’s always good to know if you’re safe in your neighbourhood. Cheaper accommodation is also in less safe neighbourhoods but if you are on a budget and still want to be in a safe neighbourhood, I think this is really a good metric to track that as well”. |

### Would you change anything about this layout?

|  |  |
| --- | --- |
| **User** | **Comments** |
| 1 | \*Apart from changing scores to be smaller, no comment from user. |
| 2 | N/A |
| 3 | “You could add a tutorial on how to go through the website maybe?”.  “And a front facing image of the property for uniformity if you could”. |
| 4 | N/A |
| 5 | N/A |
| 6 | N/A |
| 7 | “Maybe add a tab to explain the scores”. |
| 8 | “I don’t know if it would make sense to have a quick summary of these scores at the top [of the property details page] so you don’t have to scroll down all the way. If you are comparing properties, for me anyway, it is always easier to see things in one glance, then if I decide I like it, I’ll scroll down to see more details”. |

### Can you favourite this property?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 2.69 | 1 | “If there was a half, I would give it a ½, super easy”.  “I love the fact that when you scroll down it, like, your actions stay on the screen, it’s super useful [referencing sticky favourited button on property detail page”. |
| 2 | 2.57 | 1 | N/A |
| 3 | 3.47 | 1 | N/A |
| 4 | 7.17 | 1 | \*User was distracted by viewing the pictures |
| 5 | 13.94 | 2 | \*User didn’t see sticky favourited button from bottom of the page and scrolled up. Didn’t immediately see the favourite button below image carousel |
| 6 | 3.66 | 1 | N/A |
| 7 | 1.77 | 1 | N/A |
| 8 | 1.61 | 1 | N/A |

### Can you apply to this property?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 10.42 | 1 | N/A |
| 2 | 15.17 (user typed longer message) | 1 | N/A |
| 3 | 12.76 | 1 | N/A |
| 4 | 8.35 | 1 | \*User confused as to why details not gathered for application -> tester explained that it was not live functionality. |
| 5 | 2.60 | 1 | \*User didn’t type message  “Already seen that it was beside the one you just asked [favourites button] so maybe 2”. |
| 6 | 2.66 | 1 | \*User didn’t type message  “What does apply mean? You’re applying for what making a booking? To rent/ buy the property”.  “If I submit to this property, would it fall into a dark-hole, or would I get an email back?” |
| 7 | 12.76 | 1 | N/A |
| 8 | 18.56 (user typed message) | 1 | “Very small field to type into, I would expect more details to be put in”. |

### Can you please locate your favourited properties?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 10.64 | 2 | “This is what I do for a living……. It might be worth considering putting that on the nav bar [next to FAQ button]”. |
| 2 | 7.99 | 1 | “This one says account menu [referring to profile bubble next to FAQ page]”. |
| 3 | 4.49 | 1 | “I would probably get confused between this [nav bar] and this [browser search bar]”.  “If there was a G here [account menu] or an A for the user initials or for account”.  “There is a hover button though so that’s good” |
| 4 | 11.55 | 1 | \*Initial confusion by user on where to look, they didn’t offer further comment. |
| 5 | 14.57 | 2 | \*Initial confusion by user but no comment. |
| 6 | 15.38 | 3 | \*User scrolling page before deciding to look in main menu.  “I really like it [the layout]”. |
| 7 | 5.17 | 1 | N/A |
| 8 | 6.63 | 2 | “It might be easier to have it in the bar [nav bar] directly [\*user gesturing to right side of logo]”.  “[The layout] is very neat and tidy, you can see what you’ve saved but again, [on the left] I would maybe add a map so you can see where the property is located”. |

### Can you please locate your applications properties?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 3.73 | 1 | N/A |
| 2 | 3.59 | 1 | “Straightforward [layout]”. |
| 3 | 3.55 | 1 | “Seems pretty clear [layout]”.  “The photographs are all quite similar, in terms of the quality, so it implies a quality website” |
| 4 | 4.29 | 1 | N/A |
| 5 | 4.06 | 1 | “It’s easy but only because I know what’s in my main menu”.  “Layout for application page = 1, very good”. |
| 6 | 11.14 | 3 | \*User browsing alternate pages before going to main menu.  “[The layout] is a bit confusing. From one [property] it’s an outdoor view [thumbnail image], but this one [property] gives me an indoor view. Either give me in and out or just one [view]. It’s a bit confusing”. |
| 7 | 2.96 | 1 | “Quite blank [empty space] but very comprehensive”. |
| 8 | 2.94 | 1 | “[The layout is] very neat and clean, and as I mentioned earlier [as with favourited properties], having a map on the left” |

### Going back to browse, can you apply some filters?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 31.32 [User didn’t realise you could scroll down on filters] | 2 | \*Due to scroll issue on filters. |
| 2 | 18.71 | 1 | N/A |
| 3 | 15.13 | 1 | N/A |
| 4 | 10.69 | 1 | “I think that it could have more filters [\*user unsure what additional filters would be -> perhaps tags?]”. |
| 5 | 26.19 | 1 | N/A |
| 6 | 22.88 | 2 | N/A |
| 7 | 19.71 | 1 | N/A |
| 8 | 15.14 | 1 | N/A |

### Can you save your search?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 1.76 | 1 | N/A |
| 2 | 1.34 | 1 | N/A |
| 3 | 1.14 | 1 | N/A |
| 4 | 2.19 | 1 | N/A |
| 5 | 2.97 | 1 | N/A |
| 6 | 2.14 | 1 | N/A |
| 7 | 2.16 | 1 | “It would be good if after saving that search, the save search button filled in/ turned blue”. |
| 8 | 2.37 | 1 | N/A |

Can please locate your saved searches?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 6.68 | 1 | N/A |
| 2 | 3.20 | 1 | N/A |
| 3 | 2.20 | 1 | N/A |
| 4 | 4.17 | 1 | N/A |
| 5 | 1.52 | 1 | \*User already clicked into main menu |
| 6 | 4.96 | 2 | “Bit repetitive… ” \*Previous user data hadn’t been cleared, confusing current user “… I like it [the layout]”. |
| 7 | 6.16 | 1 | N/A |
| 8 | 2.46 | 1 | “Now that I know how to handle the main menu, I think it’s [navigation] has become really easy because it’s just the menu and you can find everything in the menu”.  “The layout of the page I would say is fine but then looking at the search itself, I think it looks very empty, it doesn’t have a heading or any description to it, it just gives you what you put in. Also, I put just a flat and that information is also not here. It could have more detail”. |

### How would you view that saved search?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | INVALID – user clicked without prompting | Estimate -> 1 | N/A |
| 2 | 0.76 | 1 | N/A |
| 3 | 0.50 | 1 | N/A |
| 4 | 2.34 | 1 | N/A |
| 5 | 2.93 | 1 | N/A |
| 6 | 9.08 | 2 | N/A |
| 7 | INVALID – user clicked without prompting | Estimate -> 1 | N/A |
| 8 | 2.43 | 1 | “You instinctively click on the box”. |

### Please return to saved searches and delete that saved search.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time** | **Ranking** | **Comments** |
| 1 | 2.19 | 1 | N/A |
| 2 | 1.87 | 1 | N/A |
| 3 | 1.02 | 1 | N/A |
| 4 | 1.25 | 1 | “That deleted so quickly”. |
| 5 | 1.79 | 2 | “The bin could be a bit bigger and a bit more obvious”. |
| 6 | 3.66 | 2 | N/A |
| 7 | 2.02 | \*User didn’t explicitly say but base on comment -> 1 or 2 | “Oh now it’s getting tricky… maybe not so tricky”. |
| 8 | 2.23 | 1 | “The bin is always delete”. |

### General comments about the website.

**USER 1 ->**

“The ‘Sign out’ button [in the main menu] looks like a call to action. When I open your main menu, it looks like the first thing you want me to do is sign out”.

“I might move my favourites to here [next to FAQ button on nav menu]”

“It looks pretty clean”.

“Pagination, I feel like because you have so many pages, you should put an input field into here [… for pagination continuation] so users can just type 53 enter and it takes them to page 53”.

“OMG you guys have TOC’s”.

“This is class, you should copyright this”.

**USER 2 ->**

“Cool”

\*General happy noises

**USER 3 ->**

“It’s clean, got a lot of white space, makes it clear what you’re supposed to be clicking on”.

“The images are good quality which makes me think it’s a good quality website”.

“The only thing I might consider is changing the colour of this banner [Nav bar] to distinguish between the top banner [browser search]”.

“Adding some sort of tutorial at the start”.

**USER 4 ->**

“I like it, very nice”.

\*General happy noises.

**USER 5 ->**

“I really like the layout. I think maybe main menu could be more descriptive, you were guiding me to the things so the only options I have is main menu, so you’re saying, ‘How do you filter it’ and I immediately see filter”.

“I do use these sites because I might have to go see properties and things, so I do know what’s likely to be in there [filters] but if you were new to them, I’m not sure you’d know what filter was”.

“Website not too cluttered… it’s simple, I think that’s a good thing”.

\*Save search toast not noticeable.

\*User suggesting that upon saving a search, the main menu expands automatically to show My Corner to the user.

\*User suggested having tooltip for main menu

\*User suggested addition to filter tooltip “Open and Edit Search Filters e.g., Price”.

\*User suggested “Save Search according to filter”.

**USER 6 ->**

“I liked it, I like the simplicity. I feel like the more tabs you have on the one page and the more links, the better for ease of connecting in and out of screens”.

“If there was a blue outline of the house that I’m renting [on the images] it would be very useful”.

“Loved the features and amenities and the fact that you also got a grading from the locals giving you a sense on what it’s like to live there”.

“I don’t understand what Apply now means, does that mean I’m interested in buying this property”.

“Part of my challenged in any website is navigation, it’s due to my age, I’m not technically that savvy but I work every day in technology. A person coming in with no technical savviness could find this difficult and challenging to navigate and there’s a market there for people of my age group”.

“[On My Profile preferences] I would be interested in parks, Pilates and clothing shops.”

“My profile suggests personal contacts, all about me, it’s odd to put it [My preferences] there”.

**USER 7 ->**

N/A

**USER 8 ->**

N/A

# Zillow

### Enter Baltimore into the search.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 6.44 | 1 | “Layout = 3, could be better”.  “Over cognitive load”. [very busy/ overwhelming] |
| 2 | 5.40 | 1 | “Makes sense to me”.  “Don’t like the colour of these purple things [map points] but that’s a personal preference thing”.  “It’s responsive”. |
| 3 | 5.17 | 1 | “Very cluttered, I understand it though”. |
| 4 | 7.03 | 2 | \*Page took longer to load then user expected.  “The map is handy I guess because it shows you where [properties are] in relation to other things”. |
| 5 | 5.77 | 1 | “Good layout”. |
| 6 | 10.09 | 2 | “It’s ok you can see the range that you are going to be viewing”. |
| 7 | 7.01 | 1 | “I liked the autocomplete stuff”.  “It feels more cluttered, I’m seeing the map immediately”. |
| 8 | 11.49 | 1 | “I think it’s good that the map is on the side and the [properties] are next to it, and Baltimore is [area] is highlighted so you know where the properties are ”. |

### [OPTIONAL -> Only if “For Sale” properties displaying] Can you change the results to For Rent.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | N/A | N/A | N/A |
| 2 | N/A | N/A | N/A |
| 3 | N/A | N/A | N/A |
| 4 | N/A | N/A | N/A |
| 5 | N/A | N/A | N/A |
| 6 | N/A | N/A | N/A |
| 7 | 24.89 | 2 | \*wasn’t immediately clear to the user however user expected themselves to see the correct filter.  “There should have been a heading instead of a filter.” |
| 8 | \*\*\*INVALID -> user already looking at For Rent, this question was unnecessary | \*\*\* | \*\*\* |

### Using the map, select a property to view.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 13.80 | 3 | “Honestly, it wasn’t super obvious what a property was, like I’m just seeing 1.4K what does that mean?!”  “What the hell was 1.2K, like I get that it was a piece of information… but I’d just rather it be a house icon or a 1.2K with a dollar sign. Make it obvious to me what it is”. |
| 2 | 9.61 | 1 | N/A |
| 3 | 11.11 | 1 | N/A |
| 4 | 3.54 | 1 | “There’s so many there, it may be hard to [view], some of them are on top of each other”. |
| 5 | 2.48 | 1 | N/A |
| 6 | 8.59 | 2 | “It’s okay”. |
| 7 | 3.02 | 1 | “It’s looks more cramped but has more detail, bedrooms bathrooms, square feet”.  “I also think its good to see when the thing [property] was posted”. |
| 8 | 2.49 | 3 | \*INVALID -> feedback applying to “For Sale not For Rent” |

### Please select the property to view in greater detail.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | INVALID – user clicked without prompt | Estimate -> 1 | N/A |
| 2 | INVALID – user clicked without prompt | Estimate -> 1 | N/A |
| 3 | 0.88 | 1 | N/A |
| 4 | 2.32 | 1 | N/A |
| 5 | INVALID – user clicked without prompt | Estimate -> 1 | N/A |
| 6 | 30.03 | 4 | \*User had confusion about viewing property in greater detail, kept swapping between points on map. |
| 7 | 3.93 | 1 | \*User initially clicked ‘…’ before clicking card  “I like that you don’t have to leave the page to view it”.  “It’s a lot of information, maybe a bit too much”.  “There should be a description of the property, [without description] I would think it’s a bit shady”. |
| 8 | INVALID – user used grid to view property. | INVALID | INVALID |

### Would you change anything about this layout?

|  |  |
| --- | --- |
| **User** | **Comments** |
| 1 | “There could be a little less information. What does ‘5 bd and 3 ba’ mean? 3 bs means 3 full baths but what does bd mean [no tooltip]”. |
| 2 | “Makes sense, quite naturally intuitive”. |
| 3 | “It would be better if they had the address going down [instead of across]”.  “[in terms of layout] I would give it a 2, just because it is so cluttered” |
| 4 | “There’s only one picture which isn’t great, I would want to see a picture of everything. I’m not going to bother going to look at a place if I can’t see the full thing online”. |
| 5 | “It’s okay, maybe a bit cluttered”.  “I would get rid of this mapping area while I’m looking at this [Property details are a modal]”. |
| 6 | “It’s okay, I can’t see which 2 bedroomed apartment it is. It seems to be a townhouse for rent, I can’t see on the page where the townhouse is immediately, so I wonder is it in the corner?”  “What I like is that it tells me the features”. |
| 7 | “I don’t get [understand] the frequently asked questions, it implies questions that people have asked about the property itself”.  “Also having a description, as I mentioned”.  “Comprehensively list the key features”. |
| 8 | INVLIDATED -> user looking at “For Sale” properties layout slightly different to “For Rent” properties. |

### Can you save this property?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 3.58 | 1 | N/A |
| 2 | 2.56 | 1 | N/A |
| 3 | 3.65 | 2 | “[2] because I am slightly overwhelmed and then I saw it”. |
| 4 | 3.80 | 1 | N/A |
| 5 | 4.44 | 2 | \*Possibly due to the cluttered nature of page as user mentioned earlier. |
| 6 | 7.87 | 2 | \*User moved curser around page before finding search button. |
| 7 | \*\*\* | \*\*\* | \*INVALID -> Property viewed on card was nested, confusing user. Used grid view to save a property. |
| 8 | 3.65 | 1 | N/A |

### Can you apply to this property, do not actually submit the application?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 4.20 | 1 | N/A |
| 2 | 1.94 | 1 | N/A |
| 3 | 1.30 | 1 | N/A |
| 4 | 1.92 | 1 | “I know that sometimes when you do these things, this is an American/ Canadian website so I don’t know if you would need to have an American/ Canadian phone number”. |
| 5 | N/A | N/A | N/A |
| 6 | 3.53 | 1 | N/A |
| 7 | 2.74 | 1 | N/A |
| 8 | INVALID -> user browsing for sale not for rent | INVALID | INVALID |

### Can you please locate your saved properties?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 50+ Tester indicated correct location | 5 | “Whoever’s idea that was should be fired on the spot” [referring to profile picture drop down menu].  “All this information here [amenity summary] could be available in the actual thing [in property details] but overall, I’d say 2, it’s not terrible” |
| 2 | 16.59 | 2 (user did hover over various elements before trying the profile icon) | “It’s not intuitive for a lot of people that that is where you would go… A lot of people, like my dad wouldn’t have a clue where to find that [saved homes]. That’s just a logo on a website to him, it doesn’t have a hover over [tooltip]” |
| 3 | 6.58 | 2 | “I had to click out of that screen [property details] and also why is it this icon?!... I always prefer initials [for profile]” |
| 4 | 25+ Tester indicated correct location | 5 | N/A \*user searched around whole page, can infer that they didn’t realise the profile picture hid the saved homes. |
| 5 | \*\*See [locate your saved searches] | \*\* | \*\* |
| 6 | 50+ Tester indicated correct location | 5 | “I had to click out of it [property details card] … that’s a bit annoying”.  “[Layout] not great to be honest, I can’t see my saved property and it’s asking me to compare. I’d like to see visually my saved property under my saved homes, that would be nice”. |
| 7 | 2.55 | 1 | “Good layout compared to the other thing [quick view] I saw before”. |
| 8 | 8.51 | 3 | “In the screen before [quick view properties] you had the heart, but you didn’t have the heart to get to here [saved homes page]”.  “Nice layout, you can filter it, and see the overview of the property again”. “Maybe because you have some space on the left, you could put the map again and see where the [saved] properties are”. |

### Going back to browse, can you apply some filters?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 26.06 | 3 | “What is ‘More’? More what? More wine?” |
| 2 | 26.81 | 1 | N/A |
| 3 | 8.24 | 1 | N/A |
| 4 | 17.12 | 2 | N/A |
| 5 | 46.52 | 3 | \*User applied all filters available -> time much longer than other users. |
| 6 | 54.96 | 4 \*ranking may be due to user not knowing how to get back to the browsing page. | \*User applied all filters available -> time longer than other users |
| 7 | 11.81 | 1 | N/A |
| 8 | 25.36 | \*based on user fluidity on filter application Estimate -> 1 | N/A |

### Can you save your search?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 1.89 | 1 | N/A |
| 2 | 1.98 | 1 | N/A |
| 3 | 1.91 | 1 | N/A |
| 4 | 6.33 | 1 | \*Some confusion, reloading the page showed ‘1 Saved Home’ briefly confusing user. |
| 5 | 1.99 | 1 | N/A |
| 6 | 2.96 | 3 | N/A |
| 7 | 2.23 | 1 | N/A |
| 8 | 1.90 | 1 | N/A |

### Can you please locate your saved searches?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 6.76 | 2 | “If I was doing this for the first time, I would say 5” |
| 2 | 6.39 | 1 | “If you had asked me the first time around, it would have been 2 but now that I know where it is 1”. |
| 3 | 4.23 | 1 | “Now that I know [where it is] it is easy”. |
| 4 | 4.43 | 1 | “It’s very easy only because I learned from the previous time. If I was doing this initially it would still be a 5”. |
| \*5 | \*4.59 | \*4 | \*User clicked on shortcut for 1 saved home on Zillow search results page.  User accidentally answered locate your saved properties instead of the Q asked which was locate saved searches. |
| 6 | 34.40 | 4 | \*User navigated a lot of the website before seeing the correct location. |
| 7 | 41.89 | 4 | “I had to click something unrelated to get there [saved searches]”. |
| 8 | 35+ Tester indicated correct location | 5 | “It’s not very intuitive going to saved homes and then going to saved searches”.  “It’s [saved searches page] a bit bland but it does include all the information that I added”.  “I would like some icons maybe because right now it’s just listing what I put and I also put houses [filter] but I can’t see that here anywhere”. |

### How would you view that saved search?

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 4.86 | 1 | N/A |
| 2 | 2.39 | 1 | N/A |
| 3 | 3.54 | 1 | N/A |
| 4 | 3.57 | 1 | N/A |
| 5 | \*\*INVALID\*\* | \*\*INVALID\*\* | \*\*INVALID\*\* |
| 6 | 17.96 | 5 | \*User tried to edit search before landing clicking correct area. |
| 7 | 4.57 | 1 | N/A |
| 8 | 6.11 | 3 | “Header was a bit too small” |

### Please return to saved searches and delete that saved search.

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Time (seconds)** | **Ranking** | **Comments** |
| 1 | 11.44 | 1 | “Asking them [the user] for confirmation before delete is pretty good” |
| 2 | 11.46 | 1 | N/A |
| 3 | 11.71 | 1 | N/A |
| 4 | 11.47 | 1 | N/A |
| 5 | \*\*INVALID\*\* | \*\*INVALID\*\* | \*\*INVALID\*\* |
| 6 | 21.80 | 4 | \*User saved additional search before locating saved searches for deletion. |
| 7 | 16.30 | N/A | N/A |
| 8 | 8.81 | 1 | “Now that I know where saved searches are, it was very easy”. |

### General comments about the website.

**USER 1 ->**

“I mean it’s pretty basic but the fact that they hid a whole group of key functionalities behind a cat is bonkers”.

**USER 2 ->**

“Currency option for international buyers. But nothing really that I would change”.

**USER 3 ->**

“I think it’s good that they have a person on the banner [homepage picture] because it’s a psychological thing, you see yourself in it and she looks really chuffed. I think it would be good to have a human or picture of some sort at some point on the website [RME] apart from just of the buildings”.

“This [Zillow] is definitely a more cluttered website but I think it’s not overly difficult to navigate, but it is visually more cluttered once you start going into the searches”.

**USER 4 ->**

N/A

**USER 5 ->**

\*\*NOTE: some questions not answered or answered incorrectly. Saved searches never located, saved homes was.

“Where to find the saved searches wasn’t obvious at all”.

“It’s okay to find your way through it but it’s very cluttered”.

“Remove all filters and save this search are not very clear”.

“It’s very easy to have something on [filters] and not realise”.

“They don’t do virtual tours, that’s not very good”.

“Change filter then have one apply button rather than having multiple”.

**USER 6 ->**

“I liked the drop-down filter so that I could narrow the window for which I’m interested”.

“I liked the blue border around the map to see the area I’m most interested in”.

“I generally found the system to be difficult to navigate, particularly finding my saved searches”.

“I didn’t find the whole website very appealing, a lot of flipping in and out between screens. It would be great to have it all in the one place, one visual on one page”.

“Have tabs of all the things that would be of interest [rather] than going out and back [etc.]”.

“When I clicked on the property [details], I could see the square footage, but I couldn’t determine where the townhouse was in the full building. An outline, like a blue outline, would have been nice to show whether it was a corner townhouse, was it on the side, that would’ve been useful”.

“I think the schools is a really good idea [on the map], and maybe having more amenities. I can see parks and schools, and I can see heavy populated areas. Have some other filters that would show areas of interest (sports churches banks) especially on the peripheries. Have I access to buses, to train stations [etc], rather than having to go into the centre. It might put me off, the travel time”.

“This is very Canadian, [e.g.,] high school elementary, this wouldn’t be applicable in my home country”.

**USER 7 ->**

“Some things they [Zillow] had was good like email subscriptions for when you save homes to get updates”.

“Good that you can change the map boundaries for the area you search in, that’s a nice feature”.

**USER 8 ->**

N/A

# Which do you prefer, Zillow or RME and why?

|  |  |  |
| --- | --- | --- |
| **User** | **RME/Zillow** | **Comment** |
| 1 | RME | “Zillow UI teams are not super agile because people are already so used to how the site has worked… They [Zillow] are very cautious toward changing stuff”. |
| 2 | Zillow | “Zillow is a more aesthetically polished website. Zillow is designed to look like a fully-fledged professional ‘Market ready’ product”. |
| 3 | RME | “RME is less crazy [cluttered] but I do really like having a person on the banner [homepage image]” |
| 4 | RME | “I think the map was easier to look at and it just seems like it’s quicker to find things. I don’t like the Zillow logo or name; I’d think they were a pillow manufacturer. Whereas RME it’s clear what this is for. They both do the same thing but this one is catching my eye more”. |
| 5 | RME | “[RME was] less cluttered, simpler in general” |
| 6 | N/A | \*User did not specify however, based on general feedback and comments, user may prefer RME. |
| 7 | N/A | \*User didn’t specify. |
| 8 | N/A | \*User didn’t specify. |