Interview Notes:

Overall interest in the product seems positive with a few notable exceptions.

Personal safety was a main concern amongst the people I interviewed with a common question being, “How do I know it’s safe?”

Other notable questions from people were,

“How can I make sure the person will actually pick me up if they say they will?”

“Is it free to ride?”

“Where’s the rest of the website?”

“Can I change my password/home address/phone number?”

The funniest comment was, “…is this all you have right now?”

Everyone interviewed claimed to consider using the site but would rather have a more fully functional demo of what Guber can offer.

Based off usage I noted that people understand how to register and navigate our current layout but get confused when they try to test out getting a ride. I mentioned to every user before they tested the site that the notification feature of notifying drivers/riders had yet to be implemented but once they got to that point, they forgot what I had said and asked if they could test getting a ride.

One user actually mentioned there not being a terms of service after they registered and “liked that they didn’t have to check a little box thingy.”