USABILITY TESTING

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Introduction

In this presentation we will conduct a usability test of the airbnb website. We will take a close look at the process of booking a stay from a guest's point of view.

Before we take a look at the report, we will define our purpose, scope, metrics and techniques.

We will end with analysing the findings and make our design recommendations.

Purpose

The purpose of this usability test is to experience the booking process from a guest's point of view.

Usability tests will help us see the website from a new perspective and get to pinpoint any issues there might be with the current design.

Scope

When looking at the process of finding and booking a stay, we will focus on the navigation, search and filtering functions. We will look for issues, such as missing elements, hard-to-find functions or other unclarities.

Metrics

Scope
- To test the booking system.
- To test the filtering system.
- To test the search system.
- To test the navigation.
- Uncover unmet user needs

Goal
- The main goal is to gain a deeper insight into how the users are utilizing the website and its functions.
- The goals is also to find where and how we could improve.

Metrics
- Time spent
- Errors done
- Success rate
- Overall satisfaction

Tasks
- Look for a cabin for two nights for two guests anywhere in California (any dates).
- Adhere to a budget of 1000 NOK.
- Find an entire place that has Wi-Fi and offers breakfast (if possible).
- Make sure that free cancellation of the booking is an option.

Methods and techniques

Screening
- After looking at the airbnb statistics, we see that 88% of the guests are under the age of 55, with an almost equal distribution between male and female.
- Our target will be anyone under 55 years.
- Participants need internet access.

Moderation
- We will be conducting remotely moderated usability tests. This means that we will be working together with the participant to conduct the usability test, online.

Techniques
- Concurrent Think Aloud
  - We will ask the participants to speak their mind while doing the tasks.
- Retrospective Probing
  - We will ask the participants to recap on the experience after the task is done.

Privacy
- We want the ensure the privacy of our participants, so we are handling all information according to GDPR.
- It's important that we are open about where, how and how long we will hold on to the information and the recordings.

Recruitment

We reached out to friends and family that fits the requirements, which is anyone under the age of 55 with a computer/laptop with internet access.

Due to not having incentives to give the participants, we wanted to make sure the test wasn't an inconvenience. We tried to limit length of the test without interfering with the result. We also did not require to use a camera during the test, as many people find it intimidating to be recorded.

However, if we had had money in the budget for incentive, we would give a 250NOK gift card to the participants.

Planning the script

We used <u>this template</u> provided in a previous lecture on Moodle as our script. Here you can see <u>our script</u>.

As we mentioned in the previous slides, we wanted to do *concurrent think aloud* in order to listen to the participants thoughts while they're finding suitable bookings. We also wanted to asked the participants to do *retrospective probing*, which is where we ask them for their thoughts now that they're done with the task.

Pilot test

When planning for the tests, we conducted a pilot test where we would test the time spent and look for other issues with our script.

In the pilot test we uncovered that searching for stays that was 1000NOK for 2 nights yielded no results together with the other criteria. We decided to increase the budget to 1000NOK per night. There where no other issues with the script and it worked technically well to do the test via Zoom. The pilot test took 25 minutes so we decided to allocate 30 minutes for the tests.

Ethical consideration

These tests would be recorded in order for is to analyse the results. We would be recording the participants voice and screen, and also store some information about the participants.

This would of course be handled according to GDPR with the consent form out participants. We have created <u>this consent</u> form in order to inform them of our intentions and how we would store their data. We made sure to inform the participants on what we would record and store, as well as what software we were using to conduct the remote, moderated test.

Analysing

We got together in order to analyse the usability tests we've conducted of the last days. We noted down some thoughts while watching and discussed them afterwards. This gave us some different perspectives on the tests.

We then went on to make the following participant cards, which is a summary of each of the tests.

PARTICIPANT 1

34 year old IT-consultant living in Klepp.
Loves music and spending time in his beautiful garden.
Frequent user of the airbnb website
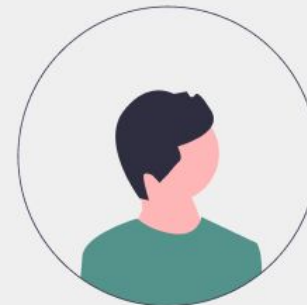
"I think its good compared to other sites"

"I like to use the map"

Did not like that the search did not show only filtered options. Felt that it was a bug.
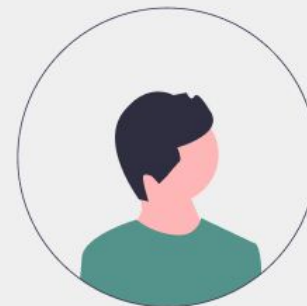
Booking task

Mostly successful

Easy booking

The participant did successfully manage to decide on a desired booking, however the participant failed to find something with free cancellation that also filled the other criterias.
Time spent on task: 10:45
Errors: 1

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PARTICIPANT 2

29 year old teacher living in Bryne with his son and girlfriend
Likes to sit on his porch with a sudoku book.
Has used the airbnb website maybe once.

"I thought it was a bit messy"

Blames his computer skills for most issues he encountered.

Booking task
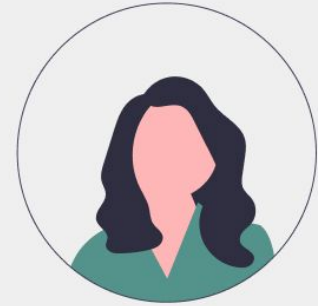
Mostly successful

The participant did successfully manage to decide on a desired booking, however the participant failed to book a cabin.
Time spent on task: 13:07
Errors: 1

Neither easy nor hard booking

Thinks the user friendliness is OK.

PARTICIPANT 3

22 year old student living in Oslo with her boyfriend.
Studies informatics and linguistics.
Has used the airbnb-website before.

"Are there nothing left, since its showing me booking outside my budget?"

"The flow of the filter menu was very pleasant. "

"Very quick and easy once I got the hang of the pricing."

Booking task

Mostly successful

Very easy booking

Excellent experience

The participant did successfully manage to decide on a desired booking, however the participant failed to book a cabin.
Time spent on task: 4:40
Errors: 1

Important occurrences

- All the participants were confused by the presentation of the prices.
- All the participant used the filter menu.

Insights

- The pricing was confusing for all the participants.
- The filter menu was easy to use.
- Participants got several extra tabs throughout the booking process.
- Participants were generally pleased with the experience, with the exception of the price.

What and why

Scope

- To test the booking system.
- To test the filtering system.
- To test the search system.
- To test the navigation
- To uncover any unmet user needs

Goals

- The main goal is to gain a deeper insight into how the users are utilizing the website and its functions.
- The goals is also to find where and how we could improve.

Findings

- Participants struggled with understanding the pricing on the website.
- Participants were confused when ads that didn't match their filters appears.
- Participants struggled to find the option for cabin.
- Participants ended up with many tabs.

Who

Demographic

- Anyone under the age of 55
- With a computer and internet access.

Who

- Participant 1 is a 34 year old IT-consultant living in Klepp.
- Participant 2 is a 29 year old teacher living in Bryne with his son and girlfriend
- Participant 3 is a 22 year old student living in Oslo with her boyfriend.

How

Task

- The task is to book accommodations through the airbnb-website. This has to a cabin that accommodate 2 people for 2 nights, with breakfast, free cancellations. The budget is 1000NOK per night.

Issues and feedback

Issues

- Showing different pricing was confusing and messy.
- Participants had troubles locating the "cabin" option, as it was not on the filter menu.

Feedback

- All listing should show on the map, not disappear when you zoom.
- The overall process was quick and easy.
- The filter menu had a good flow.

Recommendations

Sorted from most to least important
- The same price should show up on the search page and the accommodation page. Different prices confuses users.
- A filtered search should only show alternatives that are in line with the filters.
- The filter menu should include all types of property, not just the 4 most common.
- Automatically opening new pages in a new tab is confusing to the users.

Next steps

Our next steps is taking the findings, insights and general report into considerations. We used affinity mapping in order to sort through the most prominent findings in these tests, and pinpoint what and where the problems are.

Locating

Did not manage to filter out only cabins

Did not find "cabin"

Did not find "cabin"

Could not see the sum of his stay without scrolling all the way down on the listing page.

Did not immediately understand how to find the location searcher.

Especially breakfast was difficult to
find but Airbnb suggested alternatives without breakfast without telling Vegard that they did
not supply breakfast.

Did not find "cabin"

Behaviour

Used the map

Used the map to scroll through the alternatives

Systematic through filters

Used browser search filter - did not work

Did not immediately go for the filters, but instead looked in the listing for the info he needed.

Used the slider in other to search for price

Feedback

"messy"

Does not like that the not every listing shows on the map.

"The filter menu was very nice, I liked the flow and the suggestions it had."

"best option out there, but not perfect"

"confusing"

Quick and easy

Expectation

Confused over why the map/search did not show listings in her filtered price range.

Felt that the search does not work properly because it did not adhere to her filters properly.

Confused over why the price showed different on the search page and on the listing page.

Did not understand why the price is different

Design suggestions

- As mentioned, the different prices are confusing for the users. We recommend that <u>the total price is shown as default</u>, both in the result page and the ad page. But still show an explanation under the price, like in the current design.
- The filter should be absolute. If the users checks the box for breakfast, <u>it should only show ads that match with the filter.</u> If there aren't any suitable ads, ask the user if they would want ads without eg. breakfast instead.

Design suggestions

- There are many different housing types listed, but only 4 are shown in the filter menu. <u>The filter menu should show all the types of housing</u>.
- When users are pressing an ad, it will show in a new tab. This might confuse some of the users, and make it impossible to use the browsers "back"-button when they regret an action. Users will also end up with a maze of tabs after browsing for a few minutes. <u>All actions should be shown in the same tab.</u>

Appendix

Consentform

Spreadsheet of findings

Script

Affinity mapping

Sources

Noroff, School of Technology and Digital media (n.d.a) *Usability testing 2 - Module 1* https://noroff.bravais.com/s/ym6JuL73S3vNvVdUXnoh (17/04-2023)

Noroff, School of Technology and Digital media (n.d.a) *Usability testing 1 - Module 1* https://noroff.bravais.com/s/cHjHYSEwyZNTiSz6pxaa (17/4-2023)