

Marina Murray

Car Rental - Mobile App

Project: Note-Taking

Summary

In a UX design project aimed at improving car rental apps for a summer break in London, the first interviewee provided valuable insights into her experience with the Sixt app. She found the app reasonably easy to navigate but had trouble locating the additional driver option, suggesting the need for an improved page layout. Filter settings, which were on the left side, didn't stand out, and the sort and filter features could be more prominent. However, she praised the app's selection of cars and the clarity of information regarding fuel and extras, though she disliked the background colour.

On the other hand, the Green Motion app left her feeling uneasy due to the absence of the company's logo or name on any page, raising suspicions about its legitimacy. The lack of automatic cars for rent in London further deterred her trust. Nevertheless, she appreciated the app's clear and minimalist design, as well as the two free extras offered with the premium plus upgrade.

In the second interview regarding the Sixt app, the interviewee expressed a positive experience, describing it as user-friendly. She appreciated the transparency in knowing exactly which car she was renting. However, she raised a concern about the app's charge for email receipts.

When it came to the Green Motion app in the second interview, the interviewee found it user-friendly with all the necessary information displayed on the initial screen. She liked the availability of different upgrades but was frustrated that the drop-off menu was not immediately visible.

Overall, these interviews shed light on key usability issues and strengths of the Sixt and Green Motion car rental apps, offering valuable feedback for enhancing the user experience.

Usability test - User 1

Name: Mary

Location: Dublin

Work: Frontline health care

Access to internet: Home/ Work

Devices at work: Laptop/ Desktop

Devices at home: Personal phone

Frequently accessed apps: WhatsApp,

Instagram, Irish Times, GE, Taxi apps in general,

SuperValu and Aldi/Lidl to get notifications of

sale

User's Car Rental Experience

Reasons for Renting Cars:

- Leisure, emergencies, and family visits.
- Preference for car rental websites like Hertz over mobile apps.

Factors Influencing Decisions:

- Reputation of the rental service.
- Transparent credit card charges.
- Clear information on additional costs and add-ons.
- Clarity in pricing and upfront knowledge of expenses.

Positive Experience in New Zealand:

- Emphasis on cleanliness, especially during the summer.
- Appreciated being informed about cleanliness standards.
- Reassured by the presence of a pick-up/drop-off person who inspected the car.

Overall Rental History:

- Revolves around convenience, transparent pricing, and a positive experience.
- Prefers rental websites.
- Values transparency, cleanliness, and hassle-free rental processes.

User 1 - Task 1 (Sixt App)

Positive Interactions

Pain Interactions

Observations

User Quotes

Scenario:

The scenario for the test's purpose is the following:

- The user was planning a summer road trip to England with a friend.
- The road trip will commence and conclude in London.
- The user require a rental car with an automatic transmission.

Task 1: Rental Car Selection (App 1 - Sixt)

Home Page

13:28: The app test started, and "London Gatwick" appeared.

13:48: The calendar was accessed.

14:01: The "Show Offer" option was selected. The user noted that the background colour was very orange, which made the white text stand out, but the black letters did not.

Results Page

14:38: The user pressed "sort" and chose the Renault Clio, then switched to manual to change it to automatic and clicked "more."

15:09: The user expressed uncertainty about finding an automatic car easily, saying, "Not sure where I can get an automatic car without too much looking."

15:17: The user opted for an Audi car, based on her past experience with their automatic vehicles.

15:25: She was unsure whether to go back to find an automatic car or continue exploring other options.

15:30: The user noticed a filter option on the top left and clicked it, resulting in 20 offers.

15:48: She commented that the filter was not immediately noticeable, and the orange background was glaring. She also mentioned not understanding its sorting mechanism.

16:11: She suggested that placing the filter on the right top side could help users notice it more quickly.

16:35: Her car selection was influenced by what she considered a safe choice for navigating London's motorways based on her previous experiences.

17:04: She chose the VW Golf with automatic transmission.

Booking Summary

17:07: Two payment options were presented: "Pay at the counter" with a £2.01 deduction, and "Pay online." The user was unsure about the £2.01 deduction and assumed it was an additional charge because "Pay now" was stated as a money-saving option.

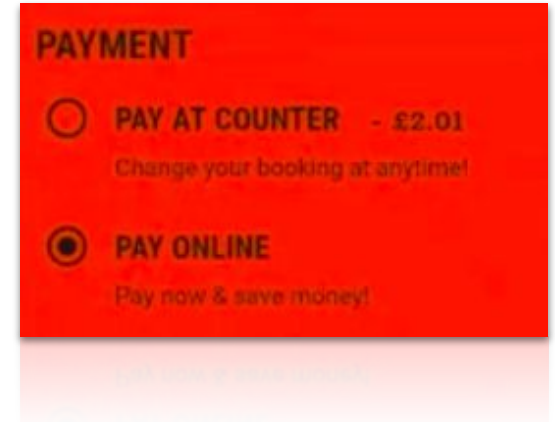
17:25: The user tapped the three dots on the right-hand side to access more information about the car.

17:55: After comparing the prices, she opted to pay at the counter (£232.94) because she preferred discussing the car with staff in person.

18:34: She was surprised that "Pay at the counter" was not more expensive, especially considering the "Pay online" options "Pay now and save money" message. The "-" symbol confused her.

19:08: The user noticed the price breakdown, which was significant when compared to other websites' prices.

19:37: She expected to see additional costs and read them out loud.



User 1 - Task 1 (Sixt App)

Positive Interactions

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Observations

User Quotes

Booking Summary

20:01: She was uncertain about "miles" and considered looking it up.

20:11: The term "Currently responsible..." puzzled her, so she selected it to avoid financial responsibility.

20:49: She viewed "Interior protection" as subjective, as cleanliness standards vary.

21:00: She thought roadside protection should be included in the car rental contract and explored it further to understand the coverage.

21:28: The user commented that the add-ons substantially increased the total cost.

21:36: She contemplated adding an extra driver for convenience during long drives.

22:27: She decided against adding prepaid fuel, as she could fill the tank herself.

22:34: The user considered receiving the receipt by mail but noticed a £4 charge and chose not to add it.

22:51: After reviewing all the extras, the user concluded the app test.

Conclusion: User Feedback

23:07: In the interview, the user was asked if she liked or disliked any aspects of the process.

- **Positive experiences:** The user found the app reasonably easy and quick to navigate. She appreciated the clarity of options (fuel type, etc.) and the wide car selection.
- **Negative experiences:** The user missed the additional driver and had to go back again. The filter could be on the right side, the user comment that you see much info on the results page and the sort and filter didn't stand out.
- **Observation:** The user suggested that the filter and sort options could be more visible.

24:20: In the interview, the user was asked if anything she were surprised to see?

The user found it was easier than she thought and the app told her enough without telling too much. Information was conceived and didn't confuse the user. **"I thought would be easier on the phone, I didn't imagine it to be as easy on the phone."** Given she mostly used more websites.

User 1 - Task 2 (Green Motion App)

Positive Interactions

Pain Interactions

Observations

User Quotes

Scenario:

The scenario for the test's purpose is the following:

- The user planned to start your road trip from London next summer.
- The user wanted to return home from a different airport.
- The user required a rental car with an automatic transmission.

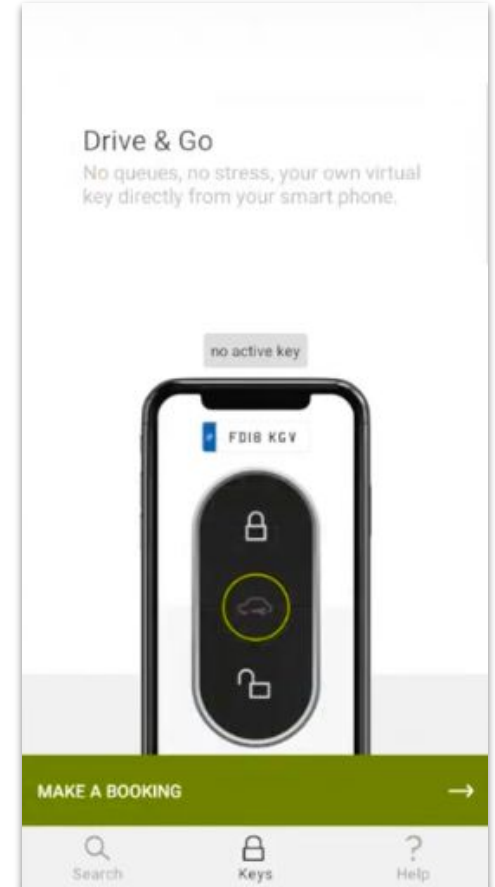
Homepage

25:57: The homepage did not display any company identification, which could be problematic if the user forgot the company she was using.

26:22: The user selected the location and verified the information with the interviewer.

27:20: She noticed the "search" tab at the bottom left "keys" and read out the message.

27:30: The "Help" option was clicked, and the user read out the contact information before returning to the homepage.



User 1 - Task 2 (Green Motion App)

Positive Interactions

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Observations

User Quotes

Results page

27:56: She applied filters for vehicle type, automatic transmission, and 2 drivers, but upon resetting and retrying, no results were displayed.

28:35: Frustrated, the user returned to edit her selections on the homepage. However, she was dissatisfied with the process.

29:05: The interviewer pointed out the app's lack of clarity in communicating the unavailability of automatic cars.

29:11: The user expressed a desire for clearer feedback.

29:16: She attempted to search for automatic cars again but received no results.

29:34: Despite selecting "automatic," the results page displayed only manual cars, causing confusion.

29:49: She was confused now, she hit automatic and brought her back to the results page only manual cars.

User 1 - Task 2 (Green Motion App)

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User Quotes

Results page

30:04: She selected a Peugeot car, which indicated "manual or similar models," in hopes of finding automatic options.

30:16: Returning to the homepage, the user lost her input data.

30:47: The user felt impatience, frustration, and guilt due to the inability to complete the task.

31:11: She attempted "automatic" filters again without success.

31:20: The interviewer acknowledged the app's confusion and asked how the user would feel if she couldn't book an automatic car.

31:55: The user expressed frustration and stated she would seek alternatives on other websites, citing the app's lack of clarity and uncertainty about the company's identity.

32:23: The Interviewer asked for the purpose of the test, let's assume an automatic car was your preference but you can drive a manual car and you decide to go for a manual. So now if you want to upgrade your package, how would you go about doing that?

User 1 - Task 2 (Green Motion App)

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User Quotes

Upgrade Package

32:23: The user observed "upgrade the product" options beneath each car.

32:47: She selected Sierra Leon and read out the upgrade package options.

33:08: The security deposit of £50 puzzled her, and she assumed it was an additional cost. She couldn't access an explanation for "free cancellation."

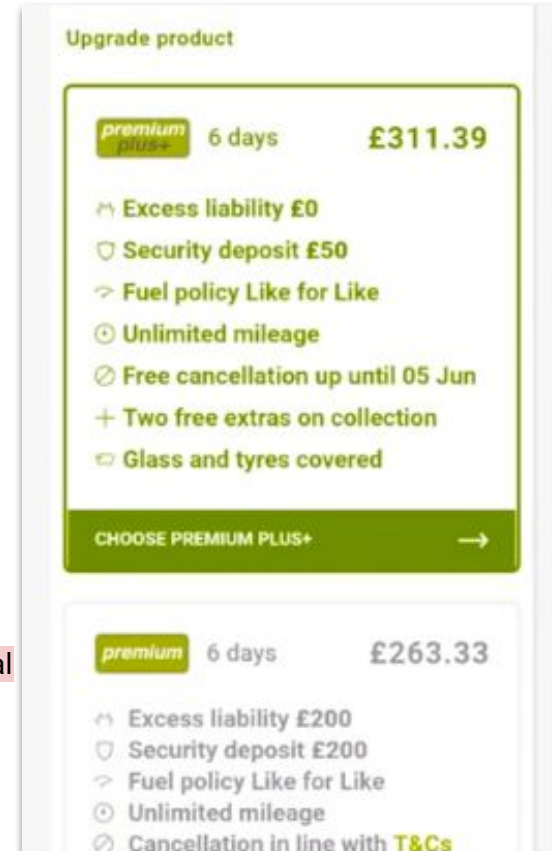
33:21: She chose "Premium Plus."

33:26: The term "CDW with excess" was unclear, and she would consider researching it.

33:38: The user appreciated the two free extras and selected an additional driver and satellite navigation.

33:56: She was uncertain about the "green heart donation" and speculated it related to environmental initiatives.

34:04: The user proceeded to complete the booking, expressing concerns about the app's lack of branding.



User 1 - Task 2 (Green Motion App)

Positive Interactions

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Observations

User Quotes

Conclusion: User Feedback

34:30: In the interview, the user's experience was discussed.

- **Positive experiences:** The user liked the white/green background and the clear design of the cars, which was easy on the eyes. She appreciated the two free extras in the upgrade package.
- **Negative experiences:** She felt frustrated and suspicious due to the lack of a company name or logo. The inability to find an automatic car in London raised doubts about the app's credibility.

Usability test - User 2

Name: Sarah

Location: Malahide, Dublin

Work: Gas Network Ireland

Access to internet: Home/ Work

Devices at work: Laptop

Devices at home: Personal phone

Frequently accessed apps: WhatsApp,

Instagram, Gmail, Revolut and Online Bank

User's Car Rental Experience

Why Renting Cars:

- Stolen car, used insurance for leisure travel to Spain.
- Car breakdown in Australia, rented for work.

Purpose of Rental:

- Recent leisure rental in Spain, contact delivered car at airport.
- Rented in Ireland before Spain trip, size and Citroen preferred.
- Trusted contact in Spain; no price comparison.
- No concerns except driving on the opposite side in Spain.

Countries Rented In:

- Ireland, Australia and Spain

Rental Method:

- Airport pickup preferred.
- Consistent use of trusted contact in Spain.
- Stolen car incident: Picked up car in Swords; no app or online option then.

User 2 - Task 1 (Sixt App)

Positive Interactions

Pain Interactions

Observations

User Quotes

Scenario:

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- The road trip will commence and conclude in London.
- The user require a rental car with an automatic transmission.

Task 1: Rental Car Selection (App 1 - Sixt)

Home Page

12:28: Confirmed the dates, times, and location with the interviewer.

12:48: Inquired if she could choose any time, and the interviewer confirmed that any time was acceptable.

13:10: Clicked on "Show Station" (initially unsure what "station" meant; clicked because it seemed like the next step, although not entirely clear in her mind).

13:55: Scrolled down and became confused because she didn't understand what the results for "Show Station" meant.

14:10: Found "Gatwick" and clicked on it.

Results Page

14:29: Tapped on the filter for an automatic car, her initial choice, and confirmed with the interviewer all the criteria she needed.

15:00: Scrolled through all the results, assuming they were all the available automatic cars. She appreciated having pictures of the cars because she struggles with car names and relies on visuals.

15:28: Clicked on the Citroen C3 Aircross to access more information.

15:46: Read aloud the information available about the car.

16:01: Clicked for more detailed information about the car, providing an overview.

16:29: If satisfied with the car, she would likely proceed with online payment or return to explore other prices.

17:08: Decided to book the Citroen C3 due to the reasonable price.

17:32: Tapped on "Price Breakdown" to review the details.

17:55: Clicked "Continue" to proceed with online payment.

Extras Page

17:49: Included mileage and wondered if it covered the mileage in the price but wasn't sure.

18:04: Assumed "Protect Your Rent" referred to insurance.

18:17: Uncertain whether satnav was included as an extra or required an additional payment.

18:45: If she wanted to add her friend as an extra driver, she clicked on the "Additional Driver" section.

18:50: Clicked to add a driver and adjusted the count from 0 to 1 before updating the extras.

19:07: To receive a receipt by mail (she read "email"), she would need to pay extra.

19:22: Content with the extras, she clicked "Continue."

19:30: Completed the test.

Conclusion: User Feedback

19:47: Overall, her experience was positive. The app was user-friendly, straightforward, but some features were not entirely clear. She indicated a need to read more to understand the potential benefits better. The presence of car pictures was particularly appreciated, as it helped her identify the car types.

- **Negative Experience:** The only issue she mentioned was the unexpected extra charge for receiving a receipt by mail, which could be perceived as a negative aspect.
- **Positive Experience:** She liked the user-friendly interface, especially the inclusion of car pictures and having car information on the first screen.
- **Surprise:** She was surprised by the additional charge for receiving a receipt by mail, which she considered a potential negative aspect. She also expressed that she personally wouldn't pay for satnav, opting for Google Maps instead.

User 2 - Task 2 (Green Motion App)

Positive Interactions

Pain Interactions

Observations

User Quotes

Scenario:

The scenario for the test's purpose is the following:

- The user planned to start your road trip from London next summer.
- The user wanted to return home from a different airport.
- The user required a rental car with an automatic transmission.

Home Page

22:18: Accessed the menu (three lines) and found the options for login/register but returned to the home page since it didn't display the drop-off location. She suggested that the three lines might offer more options.

23:51: Initially selected "Gatwick" as there was only a login option, and the drop-off location appeared later. Wondered if Gatwick was a popular location because only three drop-off options were shown but was pleased to find her destination available.

25:00: Wondered if her options would be limited if her destination wasn't available as a drop-off point.

Negative Experience: She found the appearance of the drop-off option slightly confusing and suggested that having both pickup and drop-off options initially might improve user experience.

User 2 - Task 2 (Green Motion App)

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Observations

User Quotes

25:33: Noticed the age range option for drivers and wondered if it would result in a higher cost for drivers under 30. Found the 18-30 age gap confusing but didn't consider it a significant issue.

Negative Experience: The age range option was somewhat confusing to her, although it didn't deter her.

26:17: Pressed the "Search" button.

Results Page

26:38: Similar to the other app, this one provided more comprehensive information on car options, a feature she appreciated. All the relevant information was available on the front page.

27:25: Accessed the menu (three lines) to filter for an automatic car but received no results.

27:45: She mentioned that if she were adamant about an automatic car, she might consider switching to another company. However, if manual and automatic were both acceptable, she would continue with the selection.

28:27: Reacted positively to not finding automatic car results, attributing it to high demand during the booking period.

Negative Experience: She considered the absence of automatic cars reasonable due to high demand during the booking period, which didn't overly frustrate her.

User 2 - Task 2 (Green Motion App)

Positive Interactions

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Observations

User Quotes

Upgrade Package

28:50: To upgrade a car package, she intended to check the filter but couldn't find the option. Clicked on a car and saw the "Upgrade Product" option.

30:00: Initially thought upgrading the product would provide access to all available options. Scrolled down and noticed several different upgrade options but found them not immediately obvious.

31:30: Chose the premium option due to its cancellation policy, fuel policy, and unlimited mileage, which she found appealing.

Positive Experience: She expressed satisfaction with the available upgrade options, especially the comprehensive overview. She appreciated the flexibility in selecting different packages to suit individual preferences.

32:22: Read aloud the overview and admitted not knowing what "CDW with excess" meant. Noticed the option to add "Risk Reduction" but wasn't sure about its purpose.

33:09: To add a friend as a driver, she clicked the square box, which turned green. Confirmed she was happy with her selections and would proceed.

33:30: Completed the user test.

User 2 - Task 2 (Green Motion App)

Positive Interactions

Pain Interactions

Observations

User Quotes

Conclusion: User Feedback

33:30: Overall, she found the app user-friendly. Her only suggestion was to display both pickup and drop-off options upfront, making the process even more straightforward. She praised the inclusion of car pictures, clear icons for manual, petrol, etc., and the option to select different packages, including the ability to add extras.

Positive Experience: She liked having car pictures and all car information on the first screen. The icons that indicated manual, petrol, etc., were appreciated. She also highlighted the availability of different packages and the option to add extras.

Surprise: Nothing particularly surprised her, and she felt the app was user-friendly throughout the process.