

ParkPoolr

WEBSITE USABILITY EVALUATION

Prepared by Kristofer J Kathmann

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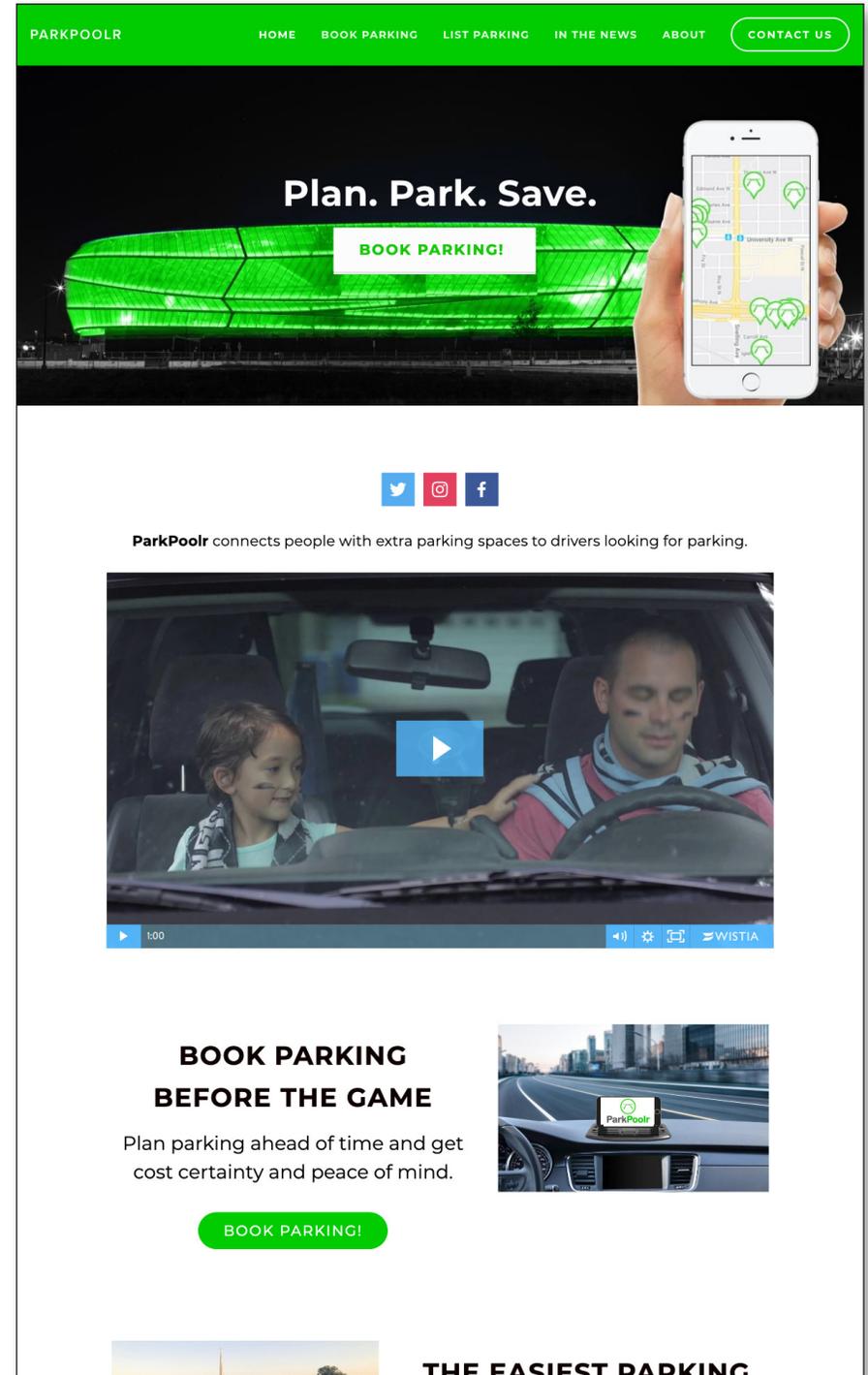
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Executive Summary

The research team determined that the ParkPoolr website is **somewhat functional** for both drivers and hosts. The concept is sound and **could provide significant value** to the business space of event parking.

However, **significant communication and usability issues** exist that may **negatively affect use** of the website and **inhibit customer retention**.

Findings and **recommendations to remedy** these issues are outlined in this report.

Evaluation Goals

The client presented three areas of research interest to the research team. After completion of an initial heuristic analysis, our research team determined that two other areas of interest should be focused on.

Client Goals

- **Improve speed and learnability** of the site (Provide insights into what feature and flow modifications would be ideal to prioritize before the app launch).
- **Improve retention rate** of the platform. (Users should want to use the site again).
- **Ensure low barrier to entry.** (Let users pre-book a spot with a license plate and card number).

Research Team Goals

- **Determine users' attitudes towards available payment options** (Venmo, Paypal, Amazon Wallet, check, cash payments on arrival, etc).
- **Determine users' attitudes about safety and security** (Lessors ratings/reviews, security iconography, background checks, screening, anonymity, etc)

Methodology

The research team approached the evaluation by first conducting a heuristic analysis to gain an initial understanding of the website's strengths and weaknesses. Then, research goals were formed and validated. Next, remote and in lab user testing was performed. Findings were recorded and an affinity diagram was created by the research team.

01. Heuristic Analysis
02. User Testing
03. Affinity Diagramming

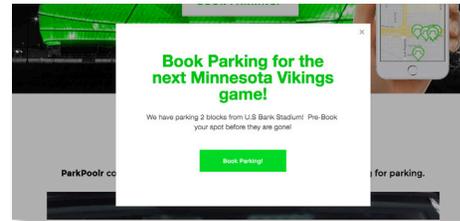
Methodology

01. Heuristic Analysis ¹

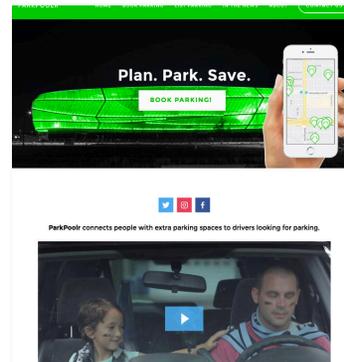
A heuristic analysis was performed by the design team to evaluate the website from an average user's perspective. Observations and problems encountered by the tester were noted. The items were then assigned to applicable digital product heuristics.

1. Heuristics are simply industry rules of thumb; in this case, they are rules of thumb for designing digital product interfaces. The set of 10 heuristics used for this analysis were developed by Nielsen Norman Group and are UX industry standard.

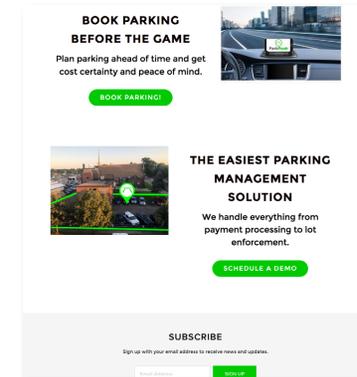
parkpool.com Heuristics Evaluation Prepared by Kris Kathmann



Modal dialog “Book Parking for the next Minnesota Vikings Game” tells what the site is used for. Not ready to book, so closed the window. “Book Parking!” language is good, but text is a bit small for a call to action. #8



I have been to Allianz stadium, so I can tell what the banner image is, but the green may be confusing to those that haven't (spaceship?). It does not match the MN Vikings modal language. I can see that it matches the website visual identity (green). #2 #8



“ParkPoolr connects people with extra parking spaces to drivers looking for parking.” What people? Homeowners and business owners? Maybe should say that. Drivers looking for parking where? At events? #8

“Book parking before the game. Plan parking ahead of time and get cost certainty and peace of mind.” Ok, I will! Descriptive. The image next to it doesn't communicate what the text is saying. Is it suggesting this is a navigation app? #2

“The easiest Parking management solution. We handle everything from payment processing to lot enforcement.” Ok, makes me want to learn more... Although it doesn't handle everything, so that's not true. Image is good.

Methodology

02. User Testing

Remote Testing

A total of **eight remote user tests** were performed by the research team. Voice and screen recordings were captured during the tests using join.me software. A draft testing script was used for the test. Pertinent findings were drawn from the tests and entered into a common Trello raw data board.

In-Lab Testing

Four in-lab user tests were performed. A moderator, dedicated note taker and the tester were situated in a conference room. In an adjoining room, an additional note taker and tech support staff observed the testing session through one-way glass, microphone and screen-mirrored monitors.

The moderator ran the tester through predetermined driver and host scenarios with information needed for the tests provided on reference note cards.

Screen, face and voice recordings were captured via the test laptop's built-in camera and microphone using Apple QuickTime software.



Methodology

03. Affinity Diagramming ¹

An affinity diagram was created by pulling pain points and problem areas from user test notes and writing them on sticky notes. The notes were arranged by scenario or website section. The notes were then synthesized by looking for common patterns.

Five main areas of concern emerged and were prioritized by severity. Additional, less severe issues were noted for inclusion in a final report.



1. An affinity diagram is an analytical tool used to organize many data points into subgroups with common themes or common relationships.

Findings & Remedies

Data synthesis through affinity diagramming revealed clear areas of concern, along with several additional findings of note. Findings are listed in order of severity.

- 01. Landing Page: Lack of Clarity**
- 02. Host Process Uncertainty**
- 03. Lack of Cancellation Function**
- 04. User Interface Issues**
- 05. Map & List View**
- 06. Additional Findings**

Findings & Remedies

01. Landing Page: Lack of Clarity

Most users indicated that, upon entering the landing page, they were not immediately able to discern the function of the website.

A Header banner does not effectively communicate site concept.

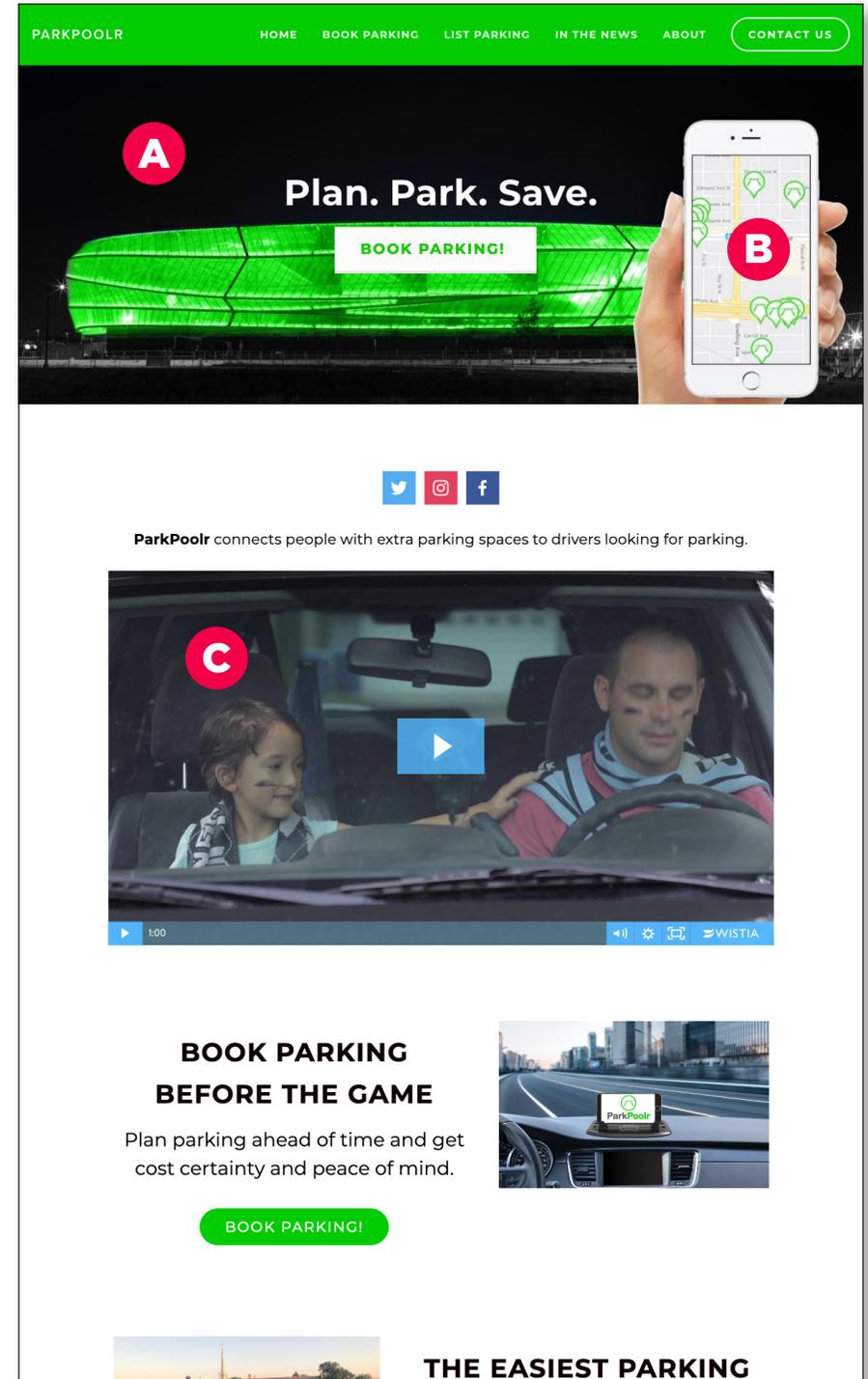
Remedy: Explore image and language options that communicate website goals.

B App image and Icon design confusing: *“The icons look like picnic tables.”*
“Do they have a smartphone app?”

Remedy: Explore icon design possibilities. Consider removing phone image until app is launched.

C Only 1 of 12 users played the informational video.

Remedy: Consider using above the fold screen area to communicate site goals with static content such as the two informational content blocks below the video.

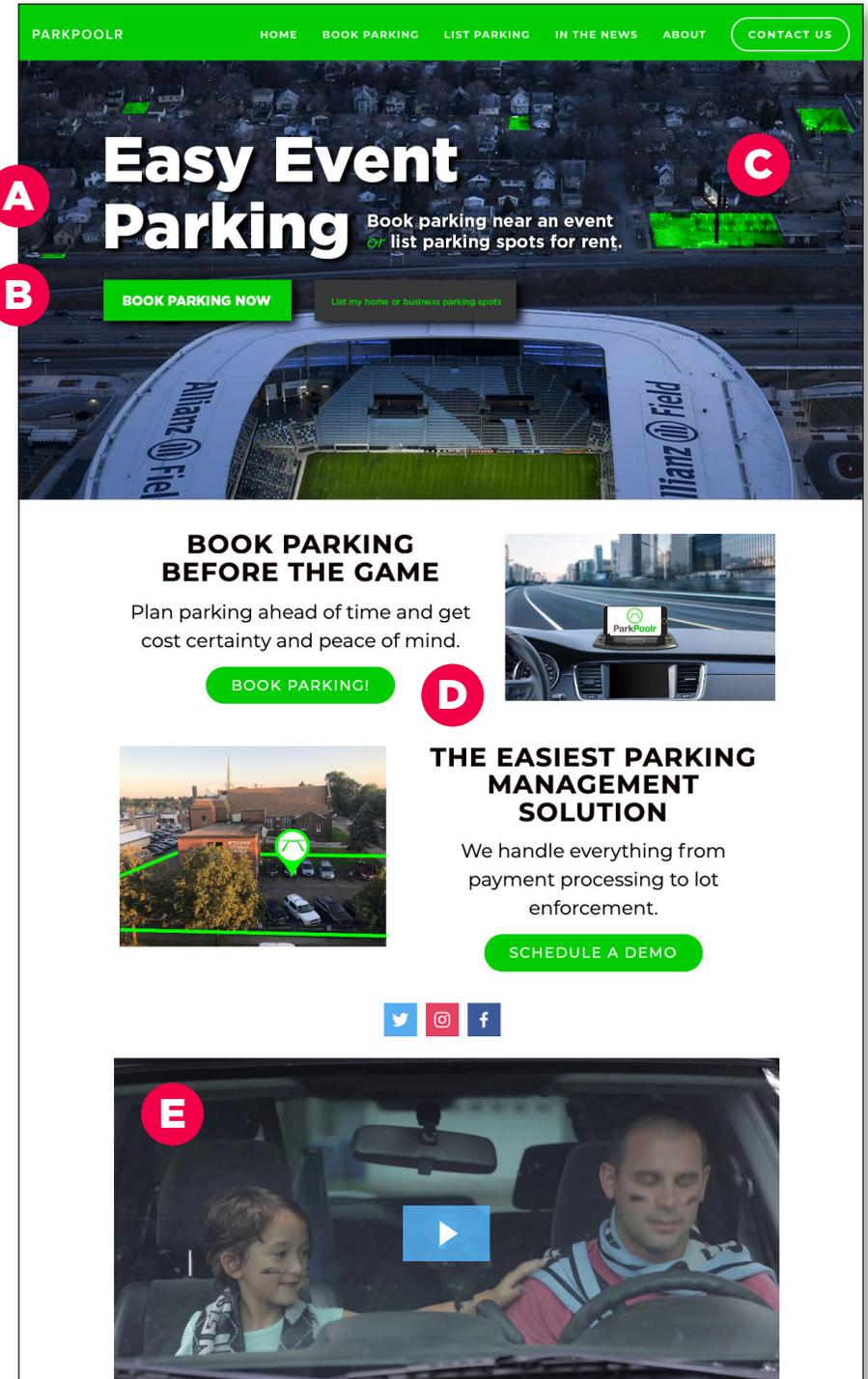


Findings & Remedies

01. Landing Page: Redesign

A landing page redesign concept was executed for consideration.

- A** A banner area with a straightforward headline and subhead describing the website's purpose.
- B** Prominent main action button for main user group (drivers), and secondary action button for secondary user group (hosts).
- C** A stadium overhead photo and superimposed/highlighted parking areas nearby strengthens the banner message.
- D** Current website assets are rearranged to further describe the site's purpose.
- E** The introduction video was moved to the bottom of the page. User testing indicated this video is very rarely viewed.



Findings & Remedies

02. Host Process Uncertainty

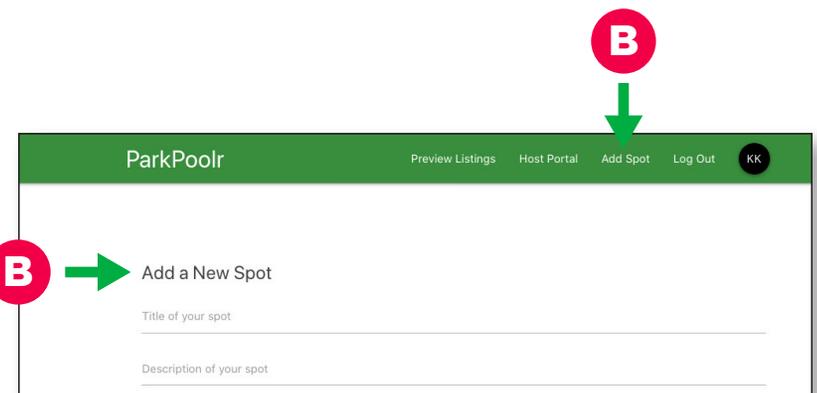
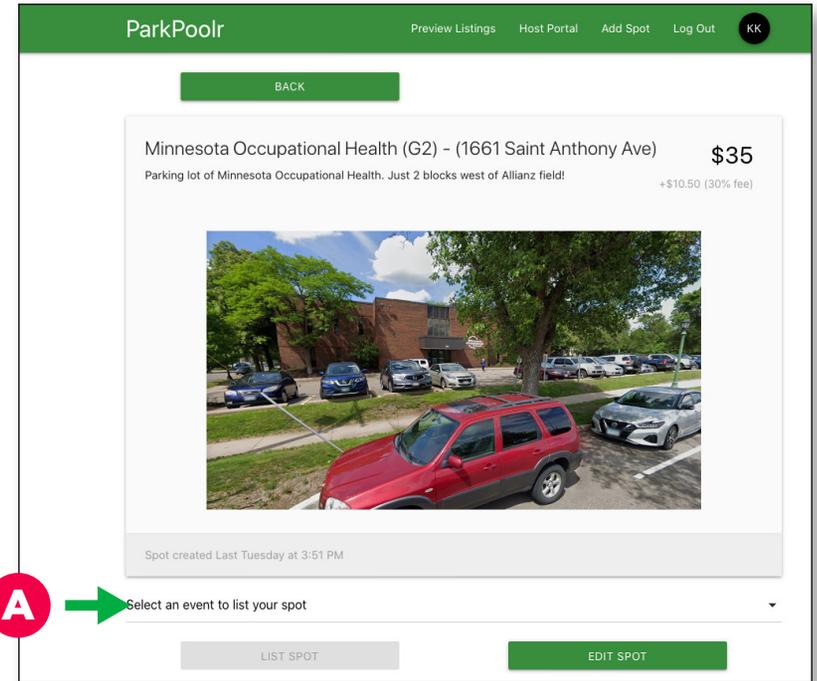
Host scenario users indicated that, although they were able to complete the process of listing parking spots, they did not feel confident that they had completed the tasks successfully.

A After submitting the “Add a spot” form, some users thought the listing process was complete. They did not click the newly created spot card to choose an event for the spot.

Remedy: Add a form field to choose an event on the “Add a spot” form. If the user wishes to enter an event later, add a “choose later” selection to the drop down list of events.

B Some users thought “Add Spot” and/or “Add a New Spot” meant one single spot, rather than all the spots in a lot. Some users thought they would have to complete 25 forms for 25 spots in their parking lot.

Remedy: Explore different language options for labels, links and buttons to clarify that the listing is for multiple spots.



Findings & Remedies

03. Lack of Cancellation Function

After completion of the driver scenario, users were prompted with a question about cancellation. The question was framed by asking them to consider what they would do if they had a conflict arise and wanted to cancel their reserved parking spot.

- All users were unable to cancel their parking spot using the website (expected).
- **All users verbally indicated that they would be upset when realizing they couldn't cancel.**
- Some users then tried to navigate the website to find cancellation policy information or methods to contact ParkPoolr to cancel. They were unable to find a phone number to call. Some felt the contact form would take too long to get a reply.
- **This issue would strongly negatively affect user's probability of using the website in the future.**

Remedy: Allow users to easily cancel their parking spot bookings, and/or provide a customer service phone number.

**“I can't cancel?
That would
piss me off.”**

- USER 9

Related Finding:

Users indicated that they strongly desire a confirmation email receipt and/or print receipt function when completing booking of a parking spot.

Findings & Remedies

04. User Interface Issues

A Back button position: Almost all users indicated the back button was missing (when at the top of the screen) or in the wrong spot. They expected the back button to be at the bottom left of the screen.

Remedy: Always position the back button at the bottom left.

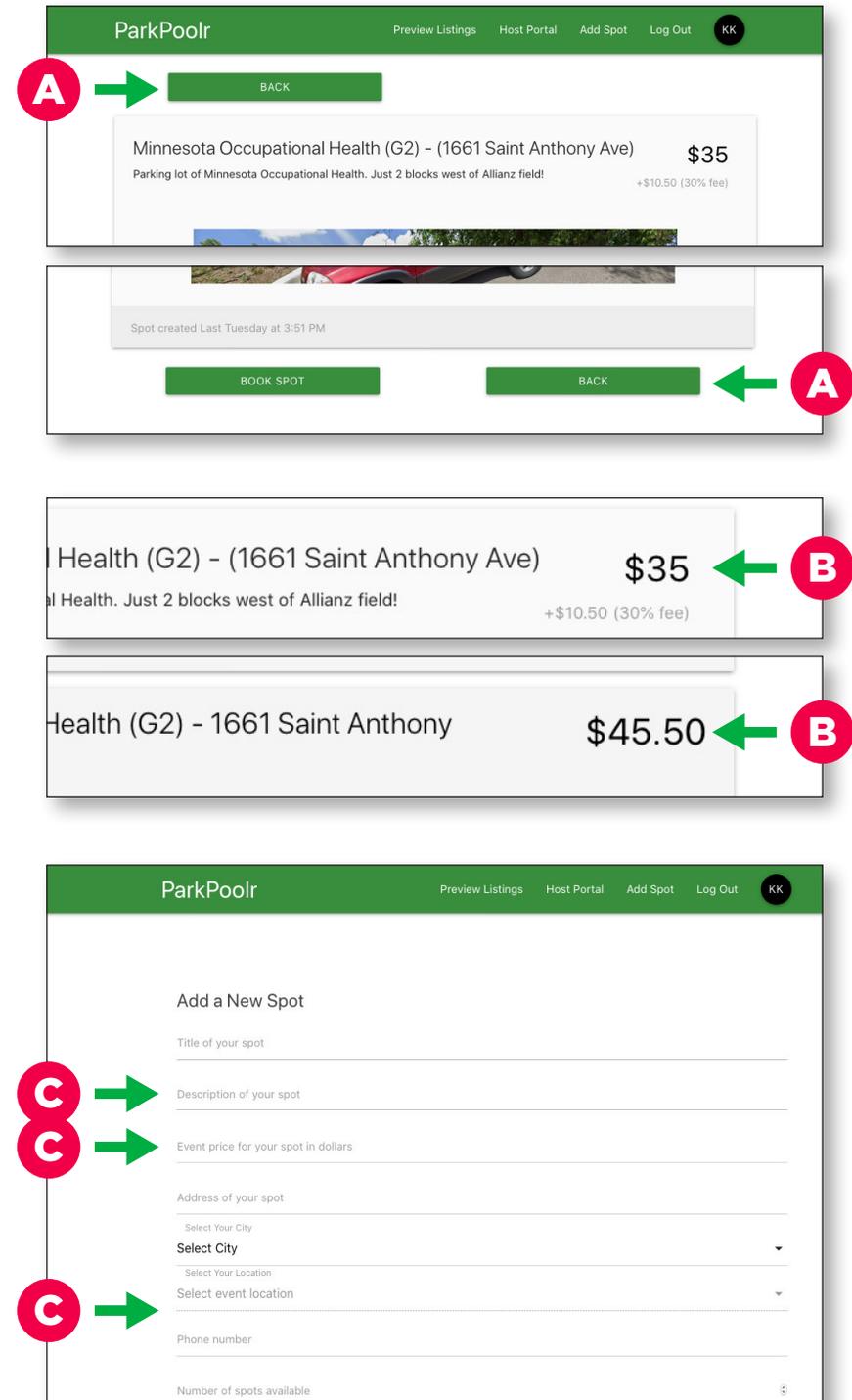
B Price consistency: Almost all users were confused when the price and fee were changed to display as combined, leading to uncertainty along the user journey.

Remedy: Display price consistently. Consider not showing the fee separately.

C Form language and validation: Most users reported minor pain points when filling out forms.

- “Description of parking spot” language unclear.
- Not sure whether to use dollar sign (\$), decimal, cents, etc in price entry field.
- Some lines did not turn green after selection (lists)

Remedy: Explore language and validation fixes.



Findings & Remedies

05. Map & List View ¹

The map and list view functionality were often mentioned by users as a point of confusion and frustration.

A Find parking button: After selecting event location and event, many users did not know they needed to click this button to show results.

Remedy: Automatically display results when any UI element is changed.

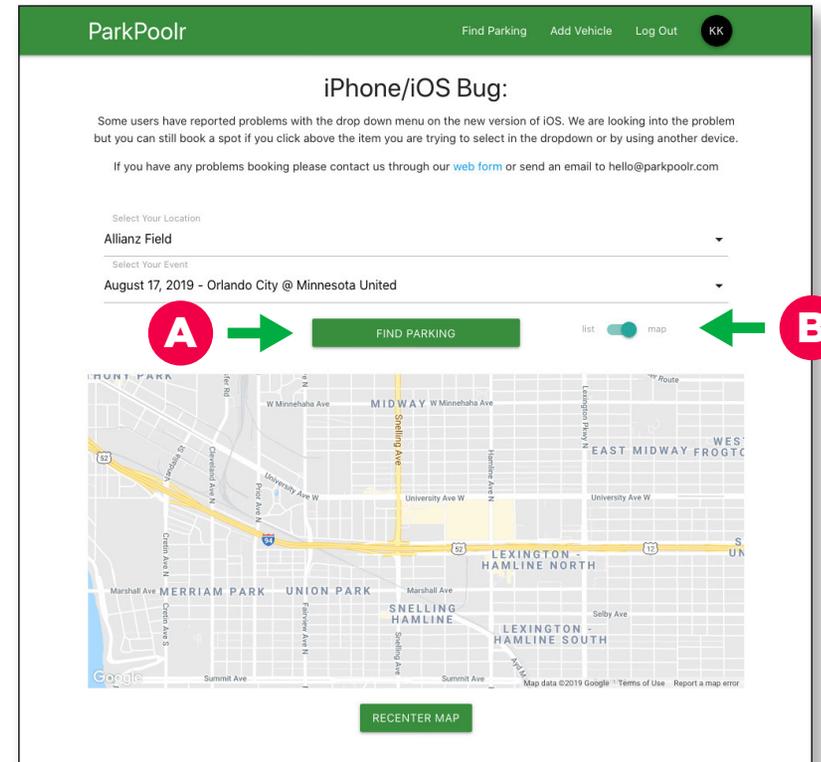
B Map/List toggle: Some users could not find this button, even when prompted to use list view.

Remedy: Experiment with UI design to make the two view options more apparent.

1. Since the map view was non-functional on the test site, findings are suspect. However the test team felt some issues were still worth reporting.

“I might just look for a parking meter at this point.”

- USER 9



Findings & Remedies

06. Additional Findings

Landing Page

- Some users found the modal **pop-up window annoying**, although the language may help communicate website function.

Driver Scenario

- Many users wondered why an **iOS bug message** appeared when using a desktop browser.
- Many users thought the **service fee was too high**.
- Some users who added a **vehicle were annoyed that their vehicle was not auto-selected** (they had to select it again from a drop down menu).
- Two users noted that there was **no organization to the list view** (order by price was expected).
- One user **didn't like having to create an account** before viewing parking listings.
- One user **did not like giving so much vehicle information**.

Host Scenario

- Many users thought that the **lack of precise location data created uncertainty** whether they listed their parking spot correctly.
- Some users felt that **parking spots should automatically be added to any upcoming events**, rather than manually select events.

Payment Methods *Additional research team goal*

- Users were **not overly concerned about the lack of payment methods** on the driver scenario.
- Host scenario users thought that **Venmo and Check payments were adequate** options. One user thought direct deposit would be ideal.

Security *Additional research team goal*

- The research team was **not able to accurately access user's attitudes towards physical location security** due to scope issues.