Usability Findings Report

Presented By Lauren Buroker
For Michael Wilson

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I. Summary

A. Executive Summary of Evaluation Process

This report unveils the study of two competitive companies's research findings on methodology and user test results. After an initial usability inspection, the task selections and methodology were developed for the research study of this report.

Angie's List and Groupon both offer local services to users. Both offer many other aspects to the user, but for this series of tasks, user testers were directed to focusing strictly to *The Big Deal* in Angie's List and to *Home Services* for Groupon.

B. Overview of Application

Angie's List is a review based source for homeowners searching for local service providers. The Big Deal is space within AngiesList.com for discounted rates on local services available to users. The image on the left in **Figure B-01** is the home page to Angie's List. As you can see, The Big Deal is not easily found. User tests started at the home page for The Big Deal.
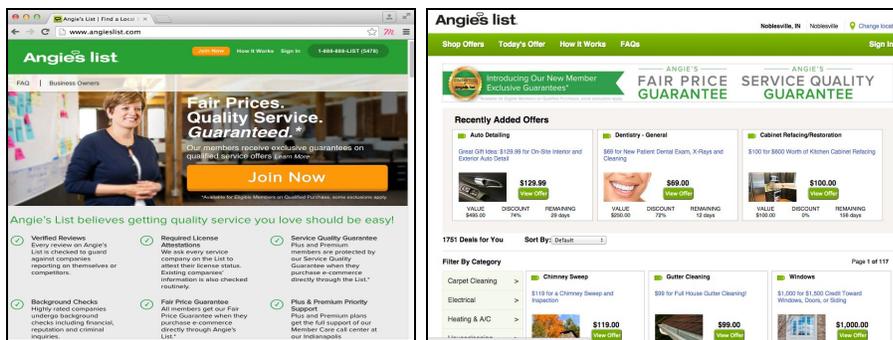

Figure B-01. *Angie's List home page (left). Angie's List Big Deal page (right).*

Groupon's Home Services offers coupons to locals for many services. The Groupon tests also started at the Home Services area of the website, as to create a fair perspective of time on task for the user, see **Figure B-02**.
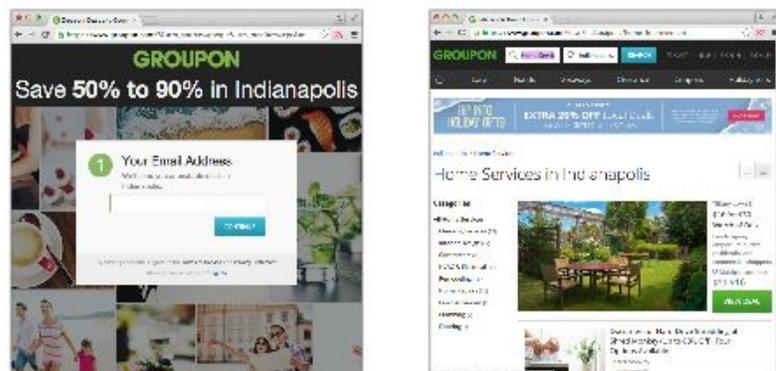

Figure B-02. *Groupon home page (left), Groupon Home Services page (right).*

II. Inspection Methods Used

A. User Demographics and Background

Based on Jakob Nielsen's research, five users were chosen deliberately. A selection of a well rounded group of educated, experienced and inexperienced individuals in relation to the context of the material. Ages of the testers range 30-58, who also average about 8 hours a week online outside of their work needs. Some users are familiar with the websites tested, have used similar products, or none of the above.

- 5 testers
- Ages 30-58 (3 males, 2 females)
- Average 8 hours a week online outside of work
- 2 users previously used both Angie's List and/or Groupon
  1 user had used groupon, but not Angie's List
  1 user used neither

B. User Demographics and Background

Quantitative data collected include task completion, time on task, ease of use, and the SUS questionnaire score.

- Task Completion
- Time On Task
- Ease of Use
- Post-Test Questionnaire, System Usability Scale

C. Summary of Tasks

All four tasks are completed on one website and then completed on the competitor's website, using a script to keep material consistent test-to-test.

1. Find a top rated service provider (best reviewed) for HVAC tune-up.
2. Find the best value of savings for a HVAC tune-up.
3. Purchase an HVAC tune-up.
4. Schedule appointment through the website.

III. Inspection Results
A. Task Descriptions

Task 1. *Find a top rated service provider (best reviewed) for HVAC tune-up.*

Though the amount of time on task are 13 seconds apart, 4 users based the Groupon service providers ratings on the number of coupons purchased, all went to the company website looking for a BBB or similar accreditation or license, 2 looked for additional reviews, one even commented on the Angie's List logo seen on the company website while performing the task for Groupon.

Time on Task

Angie's List Average Time = 54.5 seconds
Groupon Average Time = **67.3 seconds**

All five users were able to complete this task on their own using The Big Deal, however Groupon's tests all left the website to review the service providers external pages. Neither site featured a filter to sort results based on reviews/ratings, so as a recommendation, it would have been useful to have the additional filter option.

Task 2. *Find the best value of savings for a HVAC tune-up.*

This task was interesting in that "best value" was loosely interpreted. The Big Deal website offered a filter to sort results based on discount, where Groupon does not. Using Groupon, testers struggled with finding the best savings value, which was my intended objective for the task. Groupon displays the original price and the discounted price, but it doesn't clearly show a percent savings or

Time on Task

Angie's List Average Time = 20 seconds
Groupon Average Time = **40 seconds**

which coupon offers the highest percent discount to the user. All testers were able to easily select the cheapest selection on Angie's List and Groupon, but two users did not succeed without help or gave up by selecting the first offer without comparing discount value to the others.

Task 3. *Purchase an HVAC tune-up.*

Before reaching a paywall, users were able to select any HVAC Tune-up for purchase fairly quickly. In order to test past the paywall, the user must have membership to purchase any Big Deal offer from Angie's List. In order to create an accurate TOT comparative, the Groupon "purchase" timer ended after the user selected the "BUY" button. The Groupon page required little time to advance to a detailed shopping cart. Users didn't like the paywall prevented them from seeing a shopping cart or purchase the Big Deal. They also disliked the Groupon's preview didn't show the value of savings and they had to figure it out individually to find the good deals. All users were able to complete "purchase" with no help.

Task 4. *Schedule appointment through the website.*

Unfortunately, without calling the providers or having a membership, users are completely unable to preview appointment times within these two websites in order to accommodate the user's scheduled prior to purchasing. This was an unforeseen impediment on my part, causing all users to fail completion.

B. Task Completion Rates
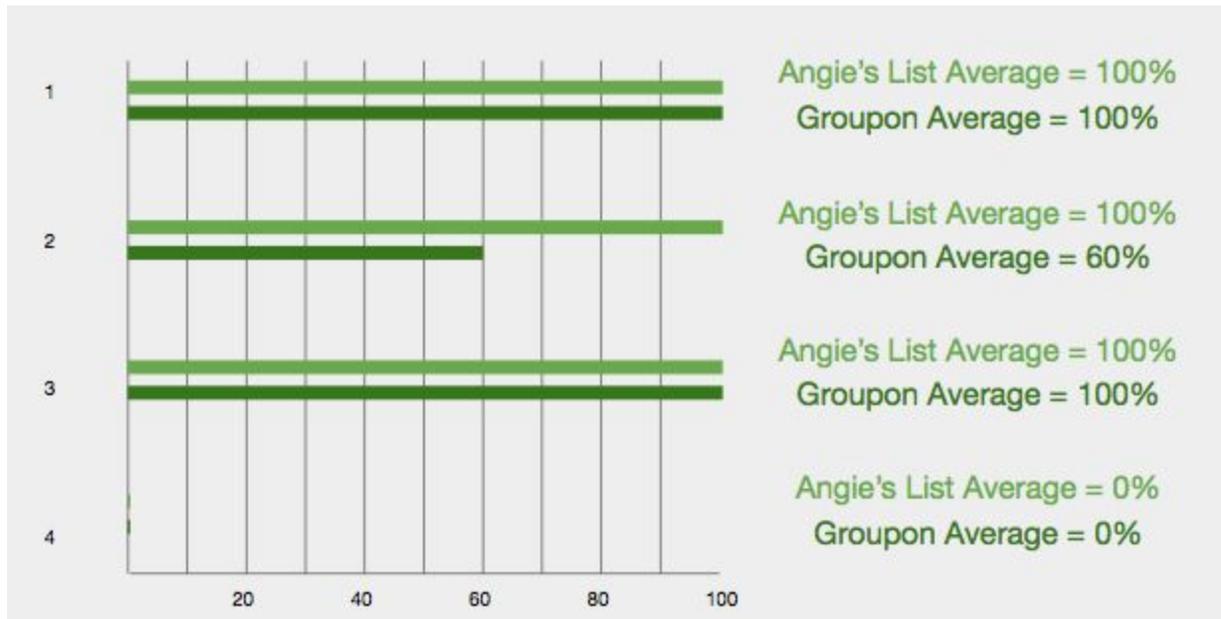
Tasks 1, 2, and 3 met 100% completion from testers on the Angie's List website for the Big Deal. Tasks 1 and 3 were also 100% competition for Groupon. Task 2 was only 60% completion for Groupon. Finally, task 4 failed completion on both Angie's List and Groupon web pages. All five testers made an attempt to schedule, but were quickly frustrated by the task and the website's limitation. Many service providers offer online scheduling, but neither Angie's List or Groupon offer these features within their websites.

C. SUS Results

Test Results here show that Groupon's SUS averaged lower than both the industry acceptable average and Angie's List score during this test. However, Angie's List was only one point over the acceptable average SUS.

Angie's List SUS Average: 69
Groupon SUS Average: **61.5**
Industry Acceptable Average: 68

D. Issues Found

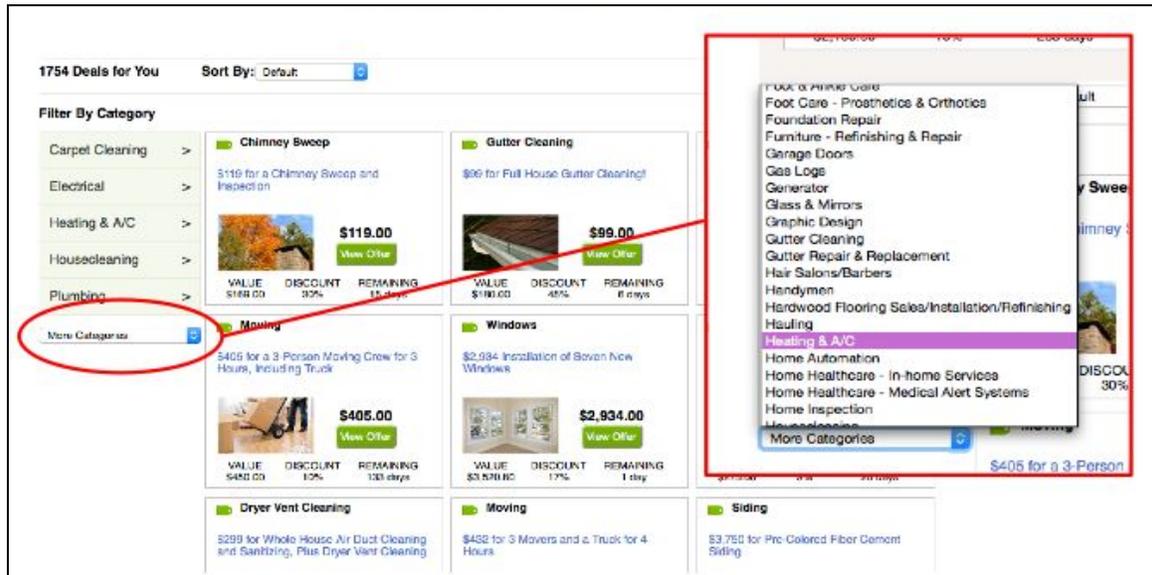**1. Search Options.** Menus versus Input

Figure D-01. *The search menu on Angie's List removed any search entry field, but instead had broad categories.*

I thought it was really interesting the older testers kept looking for a SEO on the Big Deal website, where there is none (see *Figure D-01*), just a detailed category menu. I imagine this would create a lot of issues with service providers getting locked into a category, rather than allowing SEO phrases to suggest to more users.

Recommendation: By adding a search input field, services may not get lost in category heads, creating more options for users.

2. Sorting Preferences.

Groupon's website created significant additional time delay in the user finding the best value of savings. See ***Figure D-02.***
Recommendation: By adding additional filters within a search, users will be able to clearly determine where their dollars stretch the furthest.
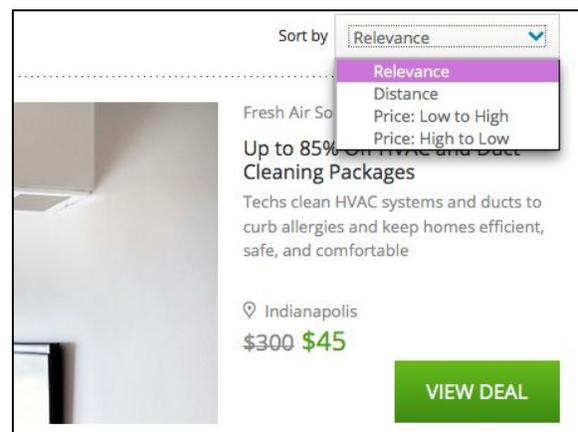
Figure D-02. *Groupon's filter drop-down menu.*

3. References, Rankings, Referrals.
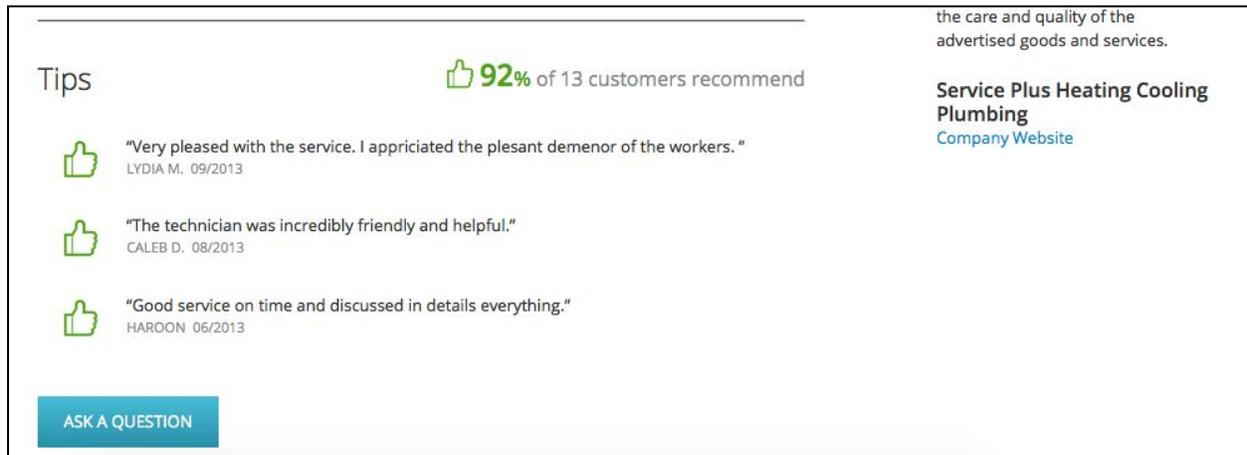
Figure D-03. This screen capture from Groupon shows an example of some reviews within the deal's page.

It wasn't simple for users to find highly reviewed service providers on Groupon. Sometimes the reviews didn't even exist, leaving the users to go to the company website, and even leading to competitor websites to find reviews!

Recommendation: By adding a rating system to the thumbnail view of the service, users would quickly be able to see the quality of service the company's reputation withholds. Additionally, adding search filter options would benefit the speed of the user's search for a highly ranked service provider.

IV. Appendices
A. Test Script

Welcome and Purpose

Thank you for coming in today. To give you a little more information about what you will be looking at, I'm going to take a few moments and give you time to ask any questions you might have before we get started. Today we are asking you to serve as an evaluator of a the Angie's List Big Deal website on laptop and compare to a Groupon's site, and to complete a set of tasks. Our goal is to see how easy or difficult you find the site to use.

Backround

Please tell us your name, your career field, and how long you have been in that role.
- Do you have any further experience with testing?
- Do you have any previous experience with Angie's List Big Deal website?
- Do you have any previous experience with Groupon's website?

Test Facilitator's Role

I will record your reactions and comments of the website you will view. I will also be taking notes and observing your interaction with the site as well.

During this session, I would like you to think aloud as you work to complete the tasks. I will not be able to offer any suggestions or hints, but from time to time, I may ask you to clarify what you have said or ask you for information on what you were looking for or what you expect to have happen.

Test Participant's Role

Today I am going to be asking you to look for some information on the site and tell me how easy or difficult it was to find the information. Please keep in mind, we are testing the design. We are not testing your performance. There is no right or wrong answer. If you have any questions, comments or areas of confusion while you are working, please let me know.

If you ever feel that you are lost or cannot complete a task with the information that you have been given, please let me know. I will ask you what you might do in a real-world setting and then either put you on the right track or move you on to the next scenario.

As you use the site, please do so as you would at home or your office. I would ask that you to try work through the tasks based on what you see on screen, but if you reach a point where you are not sure where or how to find something, please feel free to use 'Search'.

We will be recording this session for reference if needed. We are capturing your face, your voice and what you see on the screen. Your name will not be associated or reported with data or findings from this evaluation.

I may ask you other questions as we go and we will have wrap up questions at the end. Do you have any questions before we begin?

Tasks
Today, we are going to ask you to complete a handful of tasks on Angie's List Big Deal and Groupon's websites and to compare your experience on each site.

Scenario 1.
How do you usually purchase services for you home or lawn?

Let's say you need a heating and air unit tuned-up. How would go you about purchasing an HVAC inspection with Angie's List?

Browse service providers with Angie's List.
What do you think you'll need to do?

Is the route obvious or unexpected, in your opinion?

What is next?

On a scale of 1-5, rate the ease of finding a provider.

Compare service providers and special offers.
What do you think you'll need to do?

Is the route obvious or unexpected, in your opinion?

What is next?

On a scale of 1-5, rate how confident you are that you could complete this task

on your own.

Use the website to schedule an appointment for the HVAC unit to be tuned-up by Nov 14th.

What do you think you'll need to do?

Is the route obvious or unexpected, in your opinion?

What is next?

On a scale of 1-5, rate how easy it was to schedule appointment.

Scenario 2.

Browse service providers with Groupon.

What do you think you'll need to do?

Is the route obvious or unexpected, in your opinion?

What is next?

On a scale of 1-5, rate the ease of finding a provider.

Compare service providers and special offers.

What do you think you'll need to do?

Is the route obvious or unexpected, in your opinion?

What is next?

On a scale of 1-5, rate how confident you are that you could complete this task on your own.

Use the website to schedule an appointment for the HVAC unit to be tuned-up by Nov 14th.

What do you think you'll need to do?

Is the route obvious or unexpected, in your opinion?

What is next?

On a scale of 1-5, rate how easy it was to schedule appointment.

B. Questionnaire

<u>Questionnaire</u>

The following information is quantitative data for this study. Please respond to all the questions below:

Age:	Job:	Years' Experience:

1. Is the design of the service provided welcoming and easy to navigate?

2. Impressions and opinions of current services?

3. Opinions and views about specific suggestions for valued assistance currently missing?

4. Describe the overall design:

Place a cross at the point between the adjectives that reflects the extent to which you believe they describe the design. Please place only one cross between the marks on each line.

Annoying						Pleasing
Easy to Use						Difficult to Use
Value-for-Money						Expensive
Attractive						Unattractive
Secure						Not Secure
Helpful						Unhelpful
Hi-tech						Lo-tech
Robust						Fragile

	Inefficient						Efficient
	Modern						Dated