

## ApexCars.Net Application Usability Test

### **Participant 1 (ApexCars.Net employee)**

*Task: Find two different models/makes of car and compare their prices*

The first participant navigated the application smoothly and quickly. Being a younger employee at the age of 24, the participant appreciated the consistency between page layouts and information placement. More specifically with headings and subheadings. There was no difficulty in finding two different vehicles of interest. The frustration came from the lack of any ability to view the two vehicles side by side. The application is working like a search engine. Dropdown menus and checkboxes help finding a vehicle, but the customer is then forced to either write down the information about the car they like or memorize it before they look at another vehicle and compare. For this participant it was easy to remember the small features she enjoys about the car; however, if she were seriously considering purchasing a vehicle she would like to physically look at her options side by side. Creating a compare function would make this process much simpler. Another potential solution would be a favorites page that shows the vehicles you tagged as a favorite.

**Questions Asked:** Once the prices are compared, is there any other information you'd want to see? If so, what information?

**Participant Response:** "Absolutely. Realistically for me I cannot afford a new car so I must purchase a used car. Purchasing a used car is a risk. Show me who the previous owner was and their driving background."

## **Participant 2 (Matthew Kolling, customer)**

*Task: Schedule an appointment and call to confirm appointment with service department*

This participant, similar to the first, found navigation to be quite simple. The crucial information is available on all pages making it easy to contact and find. There were a few mistakes with the layout of the information itself from page to page. Depending on what page you were on, the contact button and locate button switched sides more than once. This will be an issue for customers being that consistency with layout keeps them feeling safe navigating the application. The more the user feels this, the more loyal they will be (more inclined to return). The participant had issues finding a number specifically for the service department. They were forced to call the front desk of the business which could not confirm their appointment. That is the responsibility of the service department. Other issues were focused on the information required for scheduling an appointment. Most customers, including participant 2, do not know what is wrong with their vehicle so they do not know what type of appointment to schedule. Service department employees have had trouble with this in the past. For example, most customer's associate car problems with a certain noise. They then have to communicate this noise the car is making to a worded form that can be understood by the mechanic so he can know what to fix. In order to streamline this process, the application should remove the "Requested Service" fill in bar and replace it with the ability for the customer to type whatever they want.

**Questions Asked:** Can you cancel or reschedule an appointment comfortably?

**Participant Response:** "No, I called front desk when I needed to reach the service department."

### **Participant 3 (Alex Christensen, customer)**

*Task: Find a vehicle of your liking and calculate payments*

Participant three's task revolves around the idea to let customers know a roughly estimated value of the car they are purchasing and whether or not they will be able to buy it. After navigating the site for a while the participant was unable to find some of the information about the car she needed to use the calculating payment function. Much like participant one's suggestion to be able to compare vehicles side by side, there needs to be a button on every car's profile allowing customers to go straight to calculating the payments function. In doing so most of the information would have already been there.

**Questions Asked:** What was the most difficult aspect of the task?

**Participant Response:** "The most difficult aspect of the task was having to remember vehicle price and interest rate before actually being able to use the calculating payment page. I want that information already filled out for me after I find the car I like."