FURLOCITY.COM

observational research: usability study findings
[APRIL 15, 2014]

"If we knew what it was we were doing, it would not be called research, would it ."

–Albert Einstein

PARTICIPANT RECRUITMENT CRITERIA

- Male or Female

- Dog and/or Cat Owner

- 18+/Adult

- Smartphone Owner

- Computer Owner

- Social Media Experience

- E-Commerce Experience

- Primary Pet Caretaker

PLANNING LOGISTICS

- 1 day of testing

- April 15, 2014

- 10 am - 7 pm

- Downtown San Diego

- 6 research sessions

- 1.5 hours per each session

"I believe in research, you cannot do enough research; believability comes of what's real."

–John Lasseter

LOGISTICS & PROTOCOLS

- Discount Usability Model

- Pre-Orientation Interview: 10 minutes

- Orientation: 5 minutes

  - Think Out Loud Protocol

- Scenario Testing: 50 minutes

  - Video & Audio Recordings

  - Active Intervention Protocol

- Post-scenario Interview: 20 minutes

"Design is not just what it looks like and feels like.
Design is how it works."

–Steve Jobs

EXPLORATORY SCENARIOS

- Your significant other just heard of a website called Furlocity. He (or she) wants you to check it out and find out more about the services offered. What now?

- A family emergency just arose and you need to leave town in a few hours. Your normal pet sitter is unavailable. You will be gone for 4 nights. You heard that Furlocity might be able to help. What now?

- Today if Friday and you found out that you have a new job that starts on Monday. You need someone to watch your fury children while you work. You need something that is inexpensive and fast. You arrive at Furlocity looking for help.

- Outside of boarding your pet, what else can you accomplish using Furlocity?

DIRECTED SCENARIOS

- Book a 3 night stay, starting this Friday, for all your pets using Furlocity.

- Cancel a trip you just booked using Furlocity.

- Change your contact information including your telephone number and e-mail address on Furlocity.

- Find all the previous purchases you have made over the past 6 months on Furlocity.

- You have a customer service issue with a purchase you made on Furlocity. How do you reach Furlocity.

PARTICIPANT SUMMARY

- "Taylor"
- Female
- Millennial
- Single
- Koda (D) & Aldo (C)
- Facebook
- Android

- "Kelly"
- Female
- Generation X
- Married - 2 Children
- Ruby (D)
- Facebook
- iOS

- "Jennifer"
- Female
- Generation X
- Single
- Piglet (D) & Gizmo (D)
- Facebook, Twitter & LinkedIn
- iOS

- "Kathryn"
- Female
- Baby Boomer
- Married - Adult Children
- Charlotte (D), Raji (D), Ziggy (D) & Lucky (C)
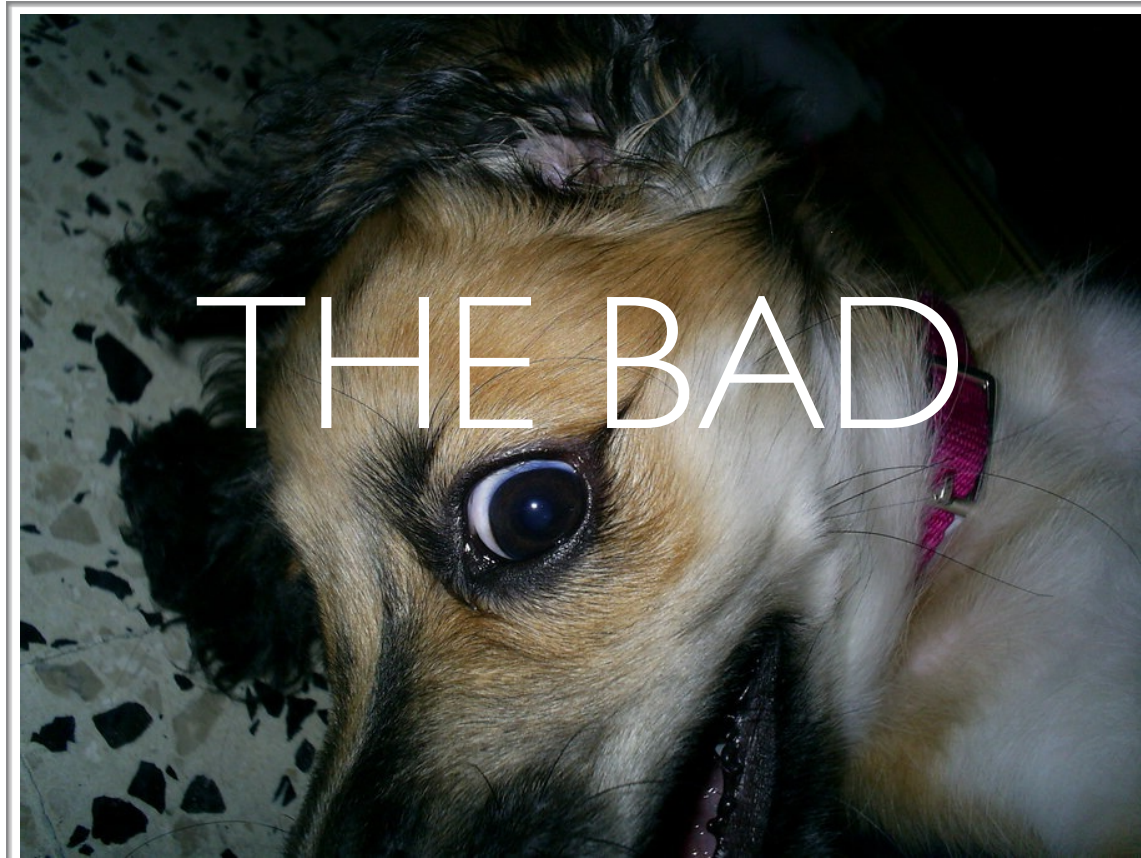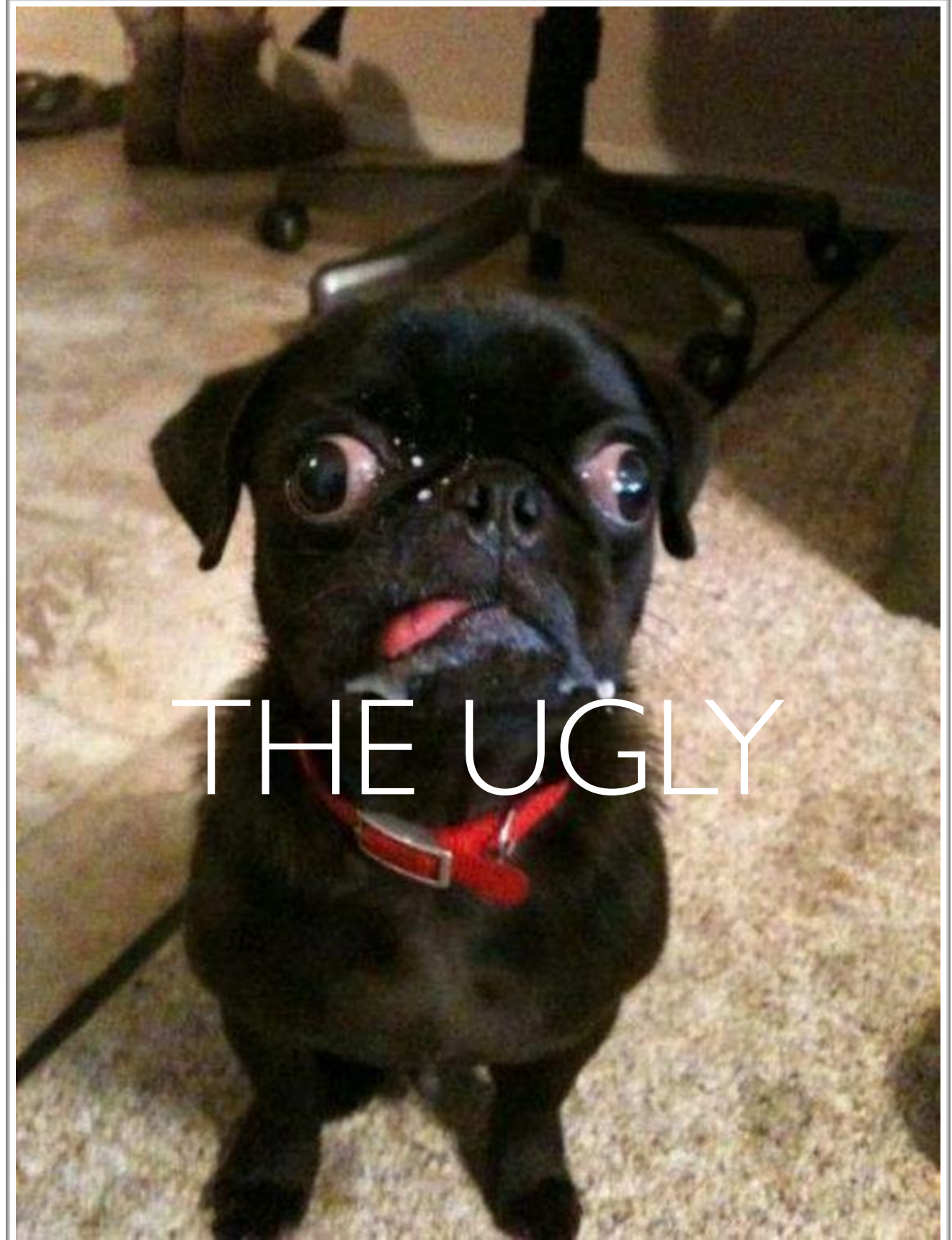- Facebook & Instagram
- iOS

- "Melissa"
- Female
- Generation X
- Married
- Chester (D)
- Facebook
- Android

- "Eila"
- Female
- Generation Y
- Single
- Ares (D) & Nova (C)
- Facebook & Tumblr
- Android

THE GOOD

THE BAD

THE UGLY

"Good design is good business."

–Thomas J. Watson

THE GOOD

Design Metaphor

Mental Model

Furlocity   Browse ▾   How It Works   24/7 Help   List Your Business   Login   Sign Up

Treat your pet to paradise.

I need a great [Pet Resort] Veterenarian

| Los Angeles, CA 📍 | 3/12/14 📅 | 3/16/14 📅 | 2 Dogs, 1 Cat ▾ | 1 room ▾ | **Find** |

MORE FILTERS ⊕

Bruno & Mark The Bulldog Briar, LA

Popular Pet Resorts near Los Angeles

≣ List   📍 Map

‹

♡

♡

♡

›

The Bulldog Briar $35

The Bulldog Briar $35

The Bulldog Briar $35

Show More

Relieve your anxiety.

Design is temporal. It lives at a certain moment in time and is evaluated against the backdrop of culture...

More

"It was nicer than our own home!"

Mary, San Diego, CA The Bulldog Briar

How does this work?

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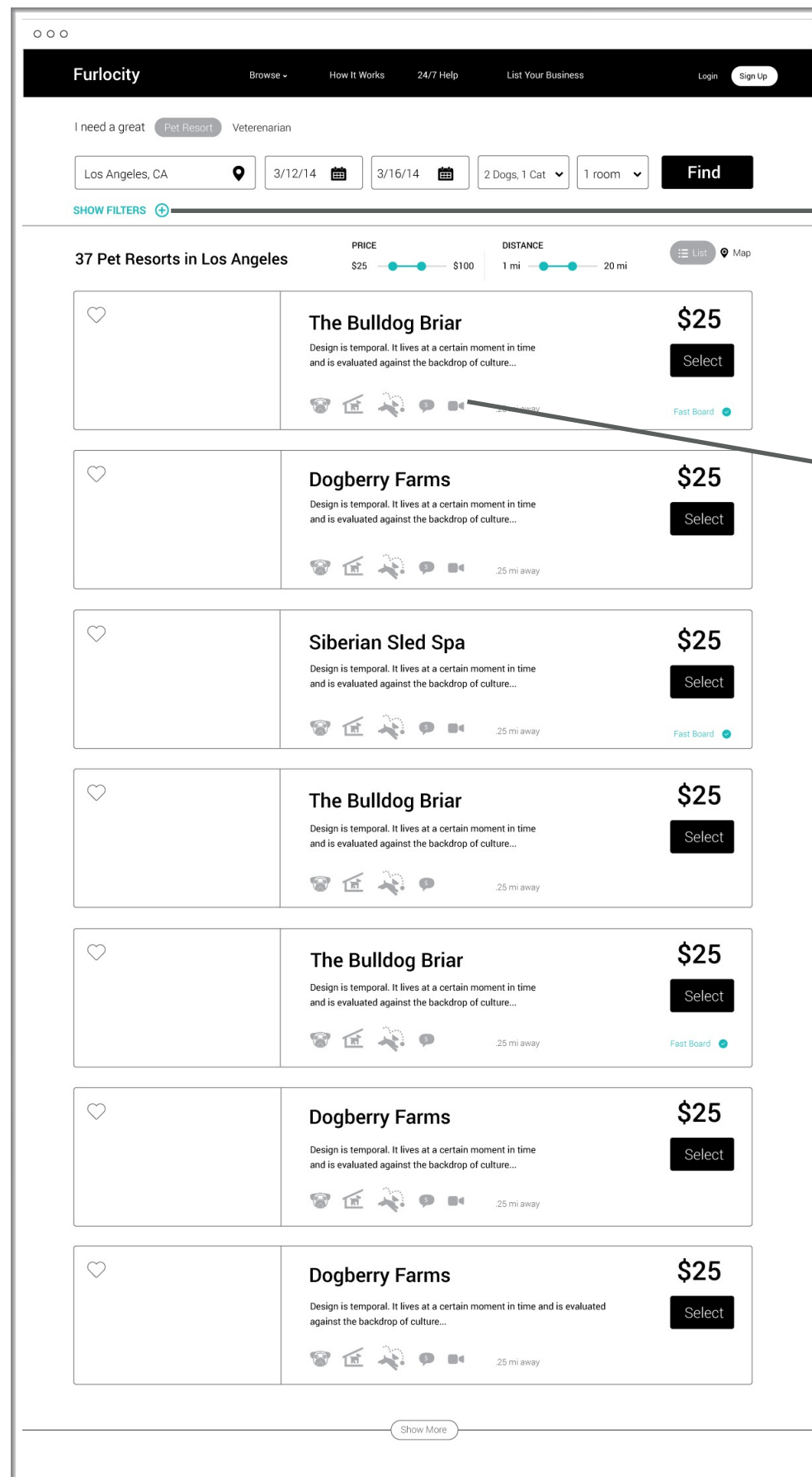
More

① — ② — ③

Not just anybody.

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More

Want to join Furlocity?

LIST MY BUSINESS

THE GOOD

Interaction Design

Iconography

THE GOOD

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‹ Back to Results

The Golden Paw
📍 5300 Grand Del Mar Court, San Diego, CA, 92130   ♡ Add to Favorites

$25-$45
per night

★ ★ ★ ★ ☆
Yelp Reviews

Specials
★ Free Grooming with 2 night stay
★ 75% off Multipet bookings!
Tweet this and recieve 10% off

Quick Guide
● No Temperment
● Vet on site
● Daycare
● Dogs, Cats, Exotics
● Multipet Rooms
● 20 years experience

The award-winning Camp Run-A-Mutt™ is a cage free doggie daycare and boarding facility featuring indoor and outdoor fun for your canine and boarding facility featuring indoor and outdoor & indoor and outdoor fun for your canine and boarding facility featuring indoor and outdoor...

SERVICES & AMENITIES / HOTEL POLICIES ⊕

Information Design

Select Room (1 of 3)
Select rooms for your pets and don't forget the fun stuff!   (You can assign pets to rooms during checkout.)

Cage Free Room
1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.
$25   Select

Luxury Room
1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.
$45   Select

Select Dog Room (2 of 3)
Select rooms for your pets and don't forget the fun stuff!   (You can assign pets to rooms during checkout.)

Cage Free Room
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$25   Select

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1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.
$45   Select

Select Cat Room (3 of 3)
Select rooms for your pets and don't forget the fun stuff!

Cage Free Room
1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.
$25   Select

Luxury Room
1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.
$45   Select

My Booking

Check In   3/12/14
Check Out   3/16/14
Pets   1 Cat, 3 Dogs
Dog Room 1   Cage Free $25
Dog Room 2
Cat Room

Total: $300 $100

● 75% off Multipet bookings!
● Free Grooming w/2 night stay

Book This Stay

Hours
Monday - Friday 6:30 AM - 7:30 PM
Saturday 8:00 AM - 5:00 PM C
losed Sunday (Daycare)

Our Guarantee
The award-winning Camp Run-A-Mutt™ is a cage free doggie daycare and boarding facility featuring indoor and outdoor fun for your canine companion in a fully. More

Workflow (Sequencing)

Recent Reviews

○ "It was nicer than our own home!"
Mary, San Diego, CA The Bulldog Briar
Yelp

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See all 56 reviews ⊕

THE GOOD

THE GOOD

"We learn from failure, not from success!"

–Bram Stroker

THE BAD

Furlocity   Browse ▾   How It Works   24/7 Help   List Your Business   Login   (Sign Up)

I need a great [Pet Resort] Veterenarian

| Los Angeles, CA ⦿ | 3/12/14 📅 | 3/16/14 📅 | 1 Dog ▾ | **Find Paradise** |

PET TYPES	TEMPERMENT	FILTER	SERVICES	FILTER
● Dogs	● None	○	● Grooming	● Grooming
○ Cats	○ Simple	○ Daycare	○ Daycare	○ Daycare
○ Exotics	○ Detailed	○ Vet in house	○ Vet in house	○ Vet in house

HIDE FILTERS ⊖

37 Pet Resorts in Los Angeles   PRICE $25 ●———● $100   DISTANCE 1 mi ●———● 20 mi   (≣ List   ⦿ Map)

Context

Terminology

The Bulldog Briar $25
Design is temporal. It lives at a certain moment in time
and is evaluated against the backdrop of culture...   **Select**
🐶 🏠 ✂ 💬 🎥   .25 mi away   Fast Board ●

Dogberry Farms $25
Design is temporal. It lives at a certain moment in time
and is evaluated against the backdrop of culture...   **Book**
🐶 🏠 ✂ 💬 🎥   .25 mi away

Siberian Sled Spa $25
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$25

✓ Selected

Make Their Stay Even More Fun!

⊙ Extra 2 ($10)   ⊕ Grooming ($10) ⌄   ⊕ Extra 2 ($10)   No Thanks

Luxury Room
1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.

$45   ⊕

Select

Select Dog Room (2 of 3)
Select rooms for your pets and don't forget the fun stuff! *(You can assign pets to rooms during checkout.)*

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Max Occupancy: 2 pets.

$25

Select

Luxury Room
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Max Occupancy: 2 pets.

$45

Select

Select Cat Room (3 of 3)
Select rooms for your pets and don't forget the fun stuff!

Cage Free Room
1 Double/Full Bed and is approximately 125 ft²/11 m².
Max Occupancy: 2 pets.

$25

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$45

Select

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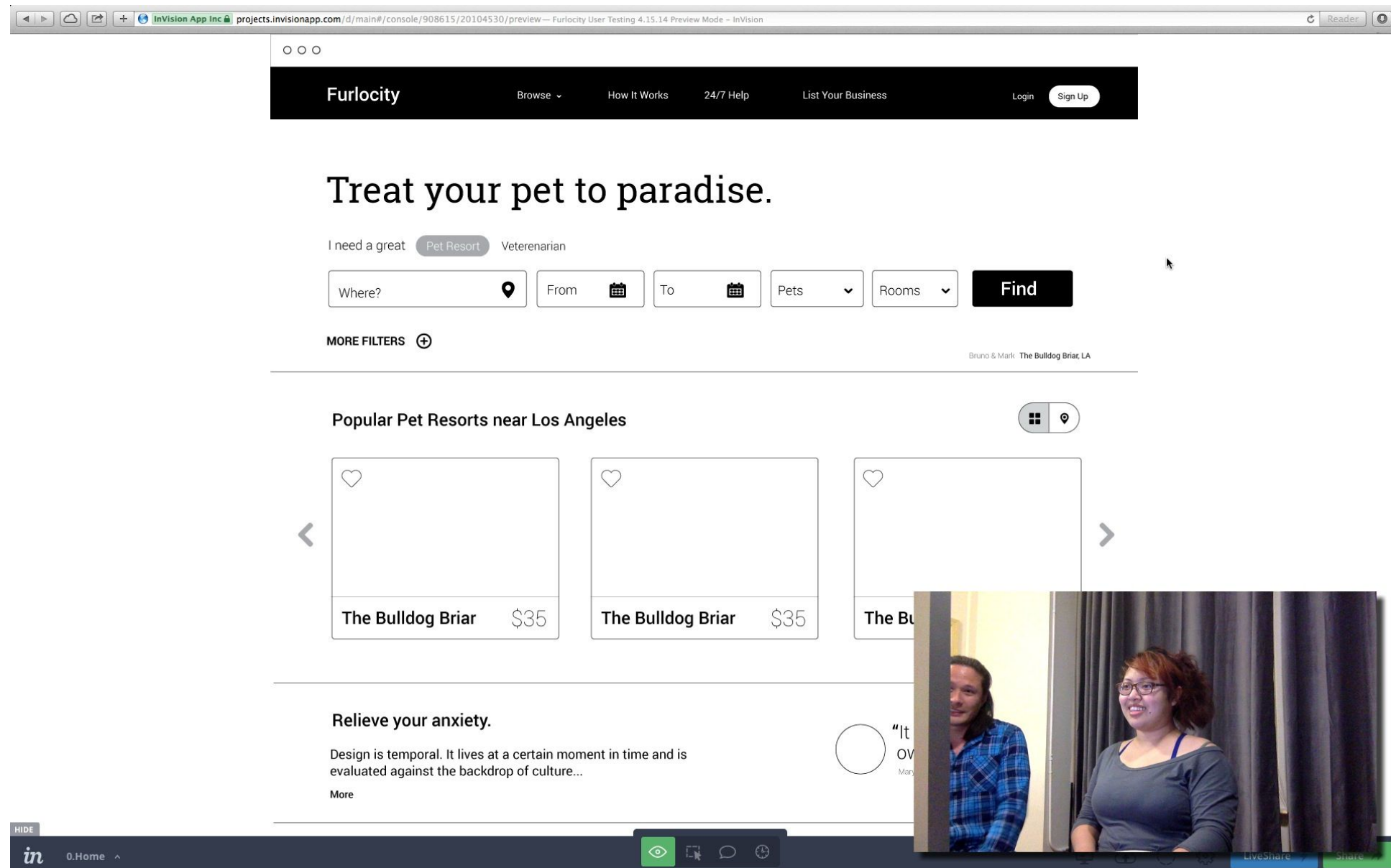
Clarity

Mapping

THE BAD

THE BAD

"What we've got here is failure to communicate."

–Cool Hand Luke (1967)

THE UGLY

Language/Messaging

Design Metaphor & Mental Model

Hidden Dependencies

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♡   ♡   ♡

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›

(Show More)

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Mary, San Diego, CA   **The Bulldog Briar**

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(LIST MY BUSINESS)

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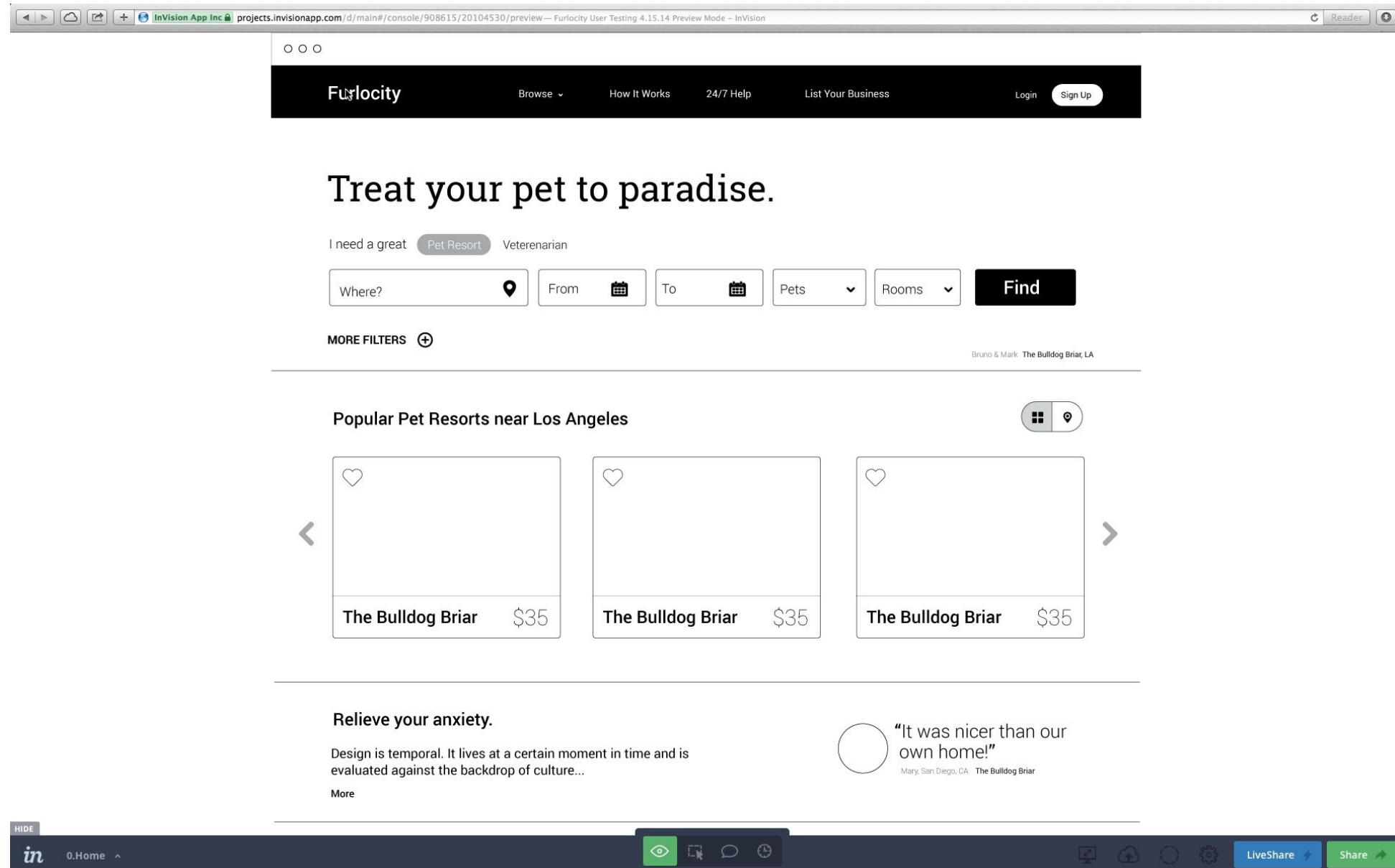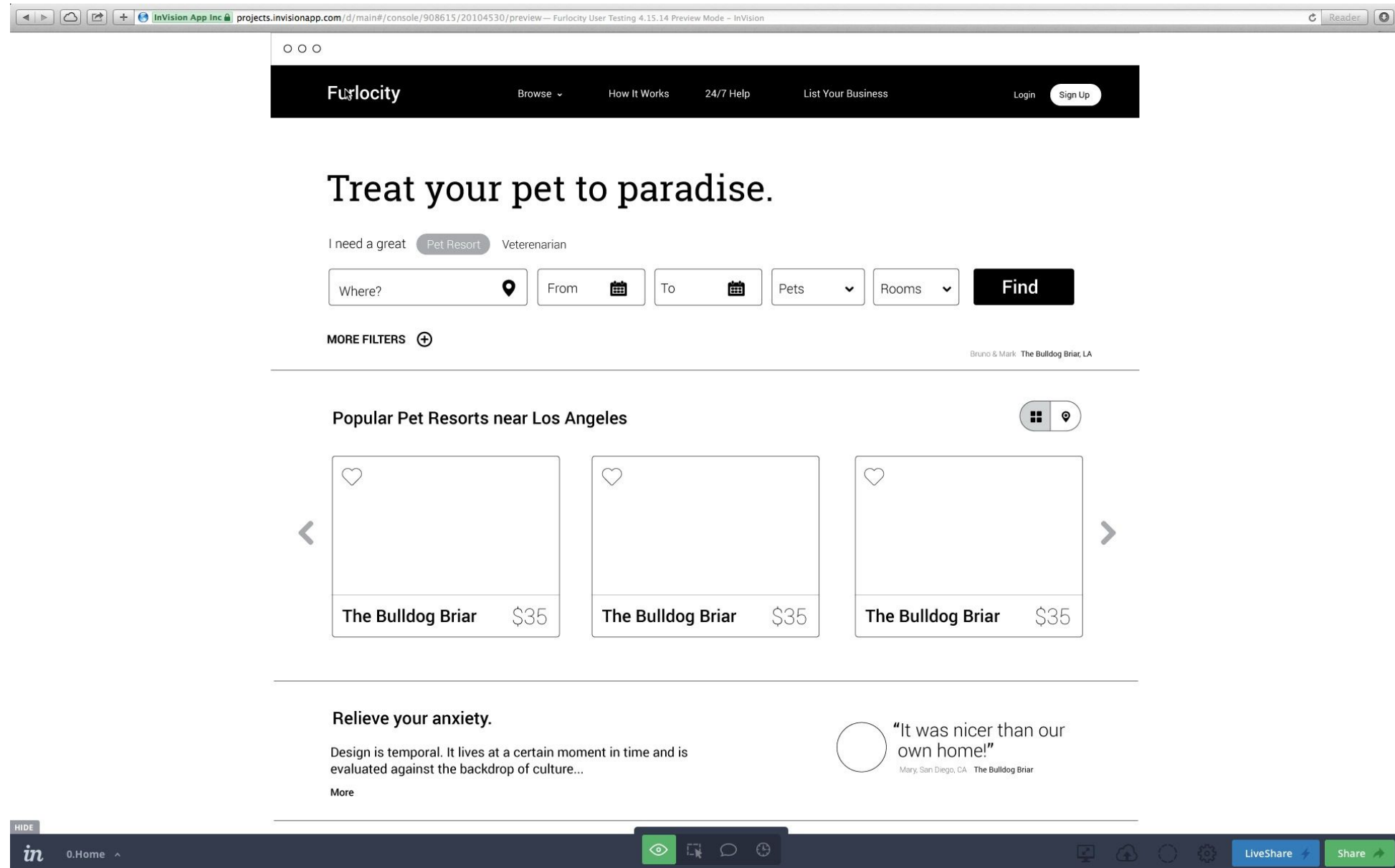
"Any fool can know. The point is to understand."
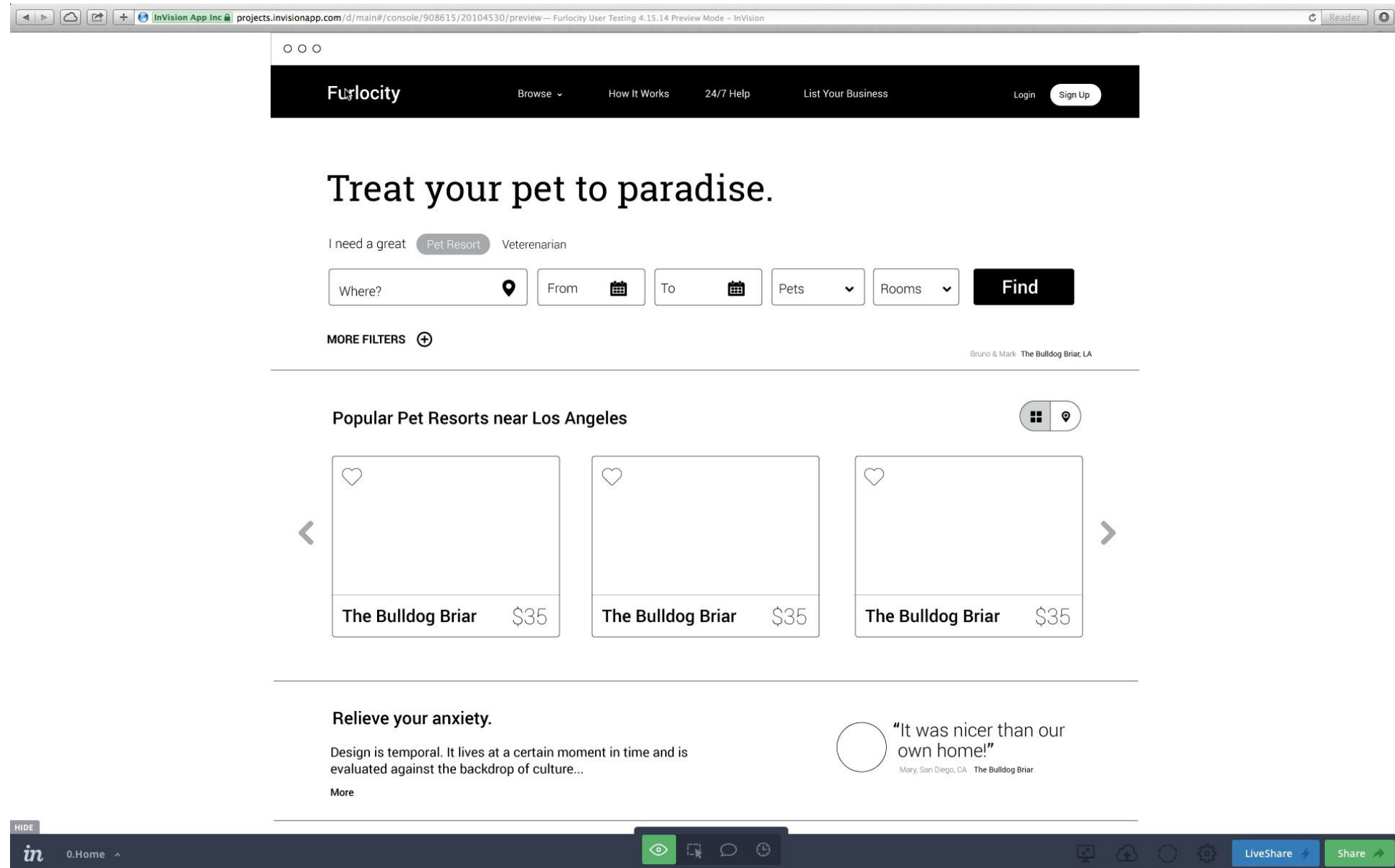

–Albert Einstein

COMMENTS WORTH SHARING

COMMENTS WORTH SHARING

COMMENTS NOT WORTH SHARING

"Tell me and I forget, teach me and I may remember, involve me and I learn."

–Benjamin Franklin

CONCERNS & POTENTIAL NEXT STEPS

- The taxonomy of filters

- Surfacing filters as decision criteria

- Language and messaging

- Information mapping and visibility

THE SCIENCE BEHIND DISCOUNT USABILITY

- Discount Inspection Methods

- Finding a place for discount usability engineering in agile development…

- Guerrilla HCI: Using discount usability engineering to penetrate…