



Usability Test Report

Team 21 *Evie 2: Electric Subaru*
Abbey, Ethan, Isak

Meet The Team

Isak

- Junior in Product Design
- Contact: winte915@umn.edu

Abbey

- Senior in Technical Writing and Communications
 - Contact: brady396@umn.edu

Ethan

- Junior in Technical Writing and Communications
- Contact: hagel083@umn.edu

Client Goals

1. What's the **first impression** for new visitors? Could they **understand the differences** between our services clearly, and be able to pick the better one according to their goals and purposes?
2. How's the newly integrated Wiki page working for users, is it as **helpful and accessible** as it could be? Are there improvements that could be made with the search function?
3. What could **existing members** use the website for? How can we make the website **more appealing** for the active users to browse on?

Background Questionnaire & Responses

4 out of 5 participants took a **preliminary survey** to gather information on their **transportation habits**.

0 out of 4

reported using a carshare service before.*



3 out of 4

commute **under 3 times** a week.

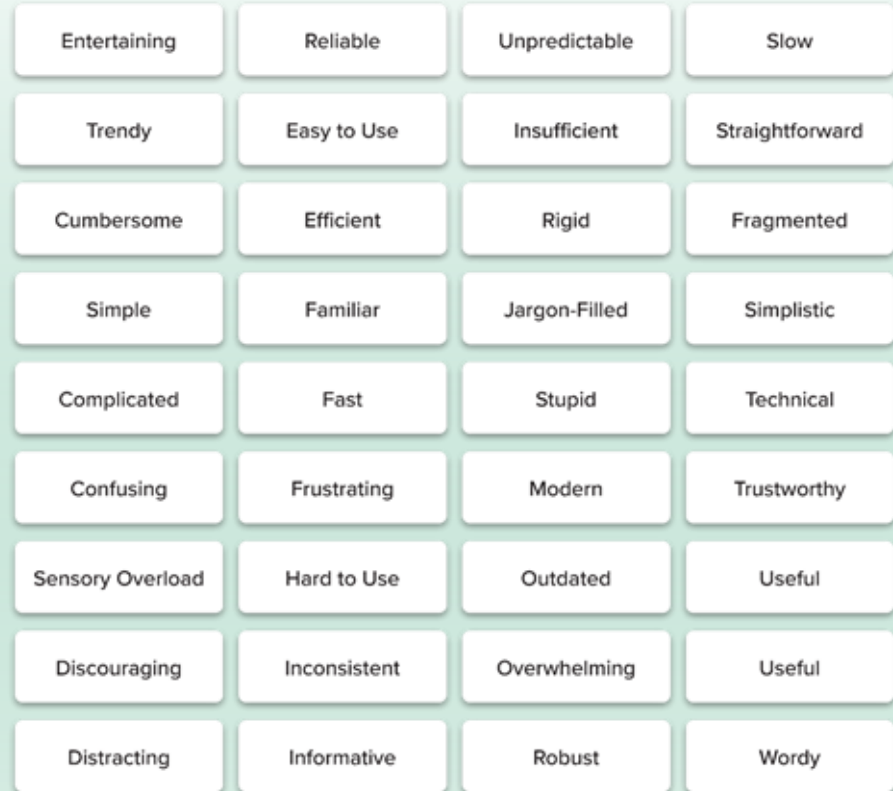


*Participant 3 reported Uber as a carshare service.

Product Reaction Cards

Product Reaction Cards are a tool used in the field of Computer Science to **understand the desirability** and **user experience** of a product.

Participants were asked to **pick 5 words** to describe their experience with the HOURCAR suite of websites.



Scenario 1

Scenario 1 asked participants to **research HOURCAR's services**, find the **best membership plan** for a given demographic, and start the **registration process**.

It was designed to **mimic the discovery of Evie's website** as a new user, but we also pushed them to research HOURCAR

You are **researching car rentals** for an upcoming road trip and find the **Evie homepage**. You decide to use a carshare service. You are a 26-year-old factory worker who **made \$42,000 last year**, and you have no children.

Determine what **both Evie and HOURCAR are** and how they work.

Find the **best membership plan** for this scenario.

Navigate to the **registration page** for the chosen service.

Scenario 1

Scenario 1 asked participants to **research HOURCAR's services**, find the **best membership plan** for a given demographic, and start the **registration process**.

It was designed to **mimic the discovery of Evie's website** as a new user, but we also pushed them to research HOURCAR

Post-Task Questions

1. Describe Evie in your own words
2. Describe HOURCAR in your own words
3. Which service would you use for a road trip?
4. What does this form do when you press submit?
5. How did you locate membership plan information?

Scenario 2

Scenario 2 was designed for participants to select the most **appropriate service in a real-world scenario.**

This scenario functioned as a **'knowledge check,'** this provided a deeper understanding of how **participants conceptualized each service.**

You took the bus to a grocery store in Midway, Saint Paul. As you're leaving, you realize you bought too much to bring home on the bus. You decide to **use a carshare service to get home with your groceries.**

Use the website to **decide whether Evie or HOURCAR** is the better option for this trip.

Scenario 2

Scenario 2 was designed for participants to select the most **appropriate service in a real-world scenario**.

This scenario functioned as a **'knowledge check,'** this provided a deeper understanding of how **participants conceptualized each service**.

Post-Task Questions

1. What makes that service the best option for this scenario?
2. How did you locate this information?
3. Do you feel confident in this decision?

Scenario 3

Scenario 3 tested how participants **navigated the wiki** while looking for specific, not-so-salient information in a realistic situation.

The information we requested is on several pages, but is never prominently shown.

You are driving an electric Evie rental. The car is running low on battery outside of the Twin Cities, and you can't make it to your destination without charging. **You pull up to a third-party charger.**

Determine how to pay for and start the charge using the information on the website.

Scenario 3

Scenario 3 tested how participants **navigated the wiki** while looking for specific, not-so-salient information in a realistic situation.

The information we requested is on several pages, but is never prominently shown.

Post-Task Questions

1. Would you feel confident starting this charge?
2. How did you locate this information?

Scenario 4

Scenario 4 was designed as a **stress test**, to test the navigability of the HOURCAR suite of sites during a **high-stress and high-stakes situation**.

Participants were asked to find an insurance card within a 1 minute time limit.

You got into a **minor collision** while driving an Evie rental car!

You have **one minute to find the insurance information** for the rental.

Scenario 4

Scenario 4 was designed as a **stress test**, to test the navigability of the HOURCAR suite of sites during a **high-stress and high-stakes situation**.

Participants were asked to find an insurance card within a 1 minute time limit.

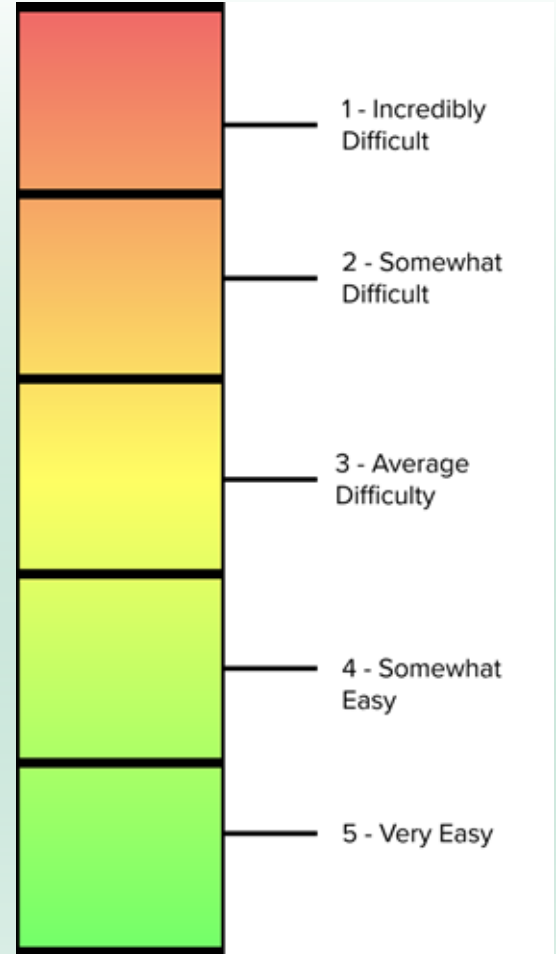
Post-Task Questions

1. How did you locate this information?

Post - Task Ratings

After each scenario, participants were asked to **rate the difficulty of each task on a scale of 1 - 5.**

This provides us with a **consistent, quantitative basis** to measure their responses and gather data.



Scenario 1 Key Findings

With an average task completion rate of **46%**, **three out of five participants** could not give a satisfactory definition of both services.

We believe our participants' inability to provide an accurate description of the **differences between HOURCAR and Evie** demonstrates a **lack of clear information** regarding the topic.

1 out of 5

Understood the differences between the two services **within a minute**



6 Minutes

The average time on task for scenario 1. This is almost double the length of the second longest scenario.

Scenario 1 Sticking Points

- 4 out of 5 participants spent a minute or more looking through the Wiki for plan information, rather than scrolling to the “Pick a Plan & Hit the Road,” section on the main Evie homepage.
- The main eviecarshare.com page includes very little description of Evie’s relationship with HOURCAR, aside from a small piece of text which is overshadowed by the rate comparisons above it
- 3 out of 5 participants showed initial confusion at the “round-trip,” and “one-way,” distinction.

The screenshot displays three carshare plans on the Evie website. The 'Standard Rates' section includes the 'Everyday Plan' and the 'Backup Plan'. The 'Discounted Rates' section includes the 'Student Plan' and the 'Access Plan'. Each plan card lists its name, a brief description, pricing details, and a 'JOIN' button. The 'Everyday Plan' is described as 'Our Standard Plan for 1+ Trips/Month' and lists rates such as '\$1 Start Trip', '30¢ / Minute', '\$14.27 / Hour', '\$121.85 / Day', '200 Miles / Trip / Day', and '66¢ / Additional Mile'. The 'Backup Plan' is for 'When you Need a Carshare Break' and lists rates like '\$1 Start Trip', '46¢ / Minute', '\$21.96 / Hour', '\$187.46 / Day', '10 Miles / Trip / Day', and '\$1.01 / Mile'. The 'Student Plan' is for 'Discounted Rates: Campus ID Required' and is 'Great for students, faculty, and staff at all colleges and universities'. The 'Access Plan' is for 'Discounted Rates: Self-Certification Required' and provides 'discounted rates to low-wealth households'. All plans mention a 'One-Time, Non-Refundable \$15 Registration Fee Required'.

Plan Name	Description	Start Trip	Minute	Hour	Day	Trip / Day	Additional Mile	Registration Fee
Everyday Plan	Our Standard Plan for 1+ Trips/Month	\$1	30¢	\$14.27	\$121.85	200 Miles	66¢	One-Time, Non-Refundable \$15
Backup Plan	When you Need a Carshare Break	\$1	46¢	\$21.96	\$187.46	10 Miles	\$1.01	One-Time, Non-Refundable, \$15
Student Plan	Discounted Rates: Campus ID Required							
Access Plan	Discounted Rates: Self-Certification Required							

Scenario 2 Key Findings

Despite only **60%** of participants identifying the correct service **100%** of participants felt confident in their decision.

This **misalignment** is problematic and could lead to **increased strain on customer service** and **potential refunds**.

3 out of 5 participants **correctly identified Evie** as the best option.



5 out of 5 participants **rated the ease of the task as 4 or higher**.



All participants were confident in their answers.

Scenario 3 Key Findings

2 out of 5

found the **correct information**



1 out of 5

felt **confident** in their answer



Fueling
How to Charge
General Charging
Charging Cards Available
Evie Carshare at EV Spot Chargers
Electric HOURCAR Chargers and Evie Loop Chargers
Confirm Vehicle Charging
Charging Troubleshooting and Tips
Fueling with Gas

Most participants made heavy use of the Wiki's **sidebar.**

This is hidden on mobile.

Information about **EV Spot Chargers** was confusing:


- P1 believed that ending a trip at an EV Spot Charger would *cost* an additional \$4
- P3 believed that charging would start automatically at all chargers



Scenario 3 Sticking Points

- The *Charging, Parking, & Insurance Included* grabbed the attention of 3 participants. Two clicked the *Review Rates* button, misleading them and causing one to give up.
- The *Recharging an Evie* callout contains the correct information. However, two participants partially read it before considering it irrelevant and moving on.
- The *EV Road Trip Tips* page is exhaustingly long. Two participants clicked on it, but couldn't find information on it.

Charging, Parking, & Insurance Included



Pay only for the time you use Evie, we take care of the rest.

One-way trips let you start your day in Dinkytown and end it in Frogtown. Leave the car at any authorized parking location and be on your merry way.

Evie is charged on the EV Spot Chargers, providing over 280 renewably-powered on-street charging spaces across Saint Paul and Minneapolis.

REVIEW RATES

Recharging an Evie

Ending an Evie Carshare Charge gives you \$4 of drive credit. It's not required to end at a charging station, but there's convenient locations throughout the Home Area. If you need to charge mid-trip, you can do so with the provided cards in the glove compartment or email us receipts for chargers not covered by the included cards.



Scenario 4 Key Findings

2 out of 5
navigated to the Wiki first



1 out of 5
located the insurance information
within the allotted time



4 out of 5
used the 'Legal Stuff' Wiki page

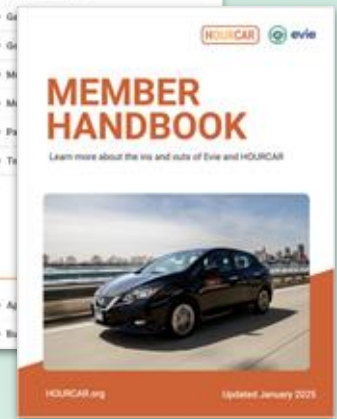
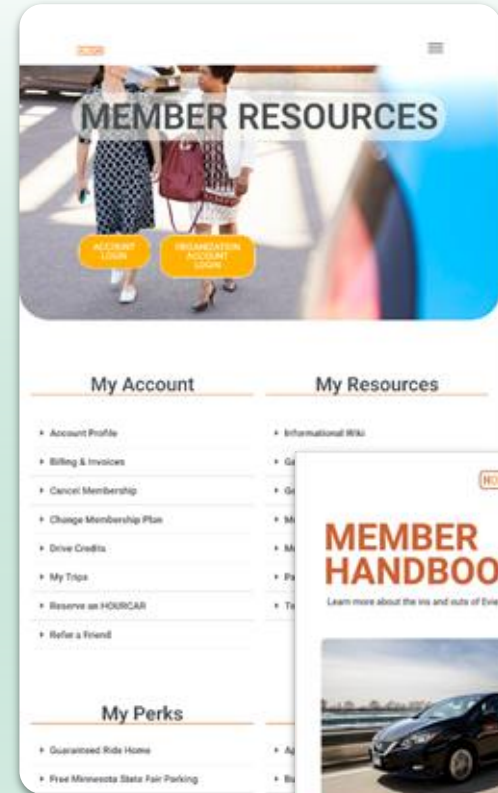


1 out of 5
located the "What to do in a Crash"
page on the Wiki.

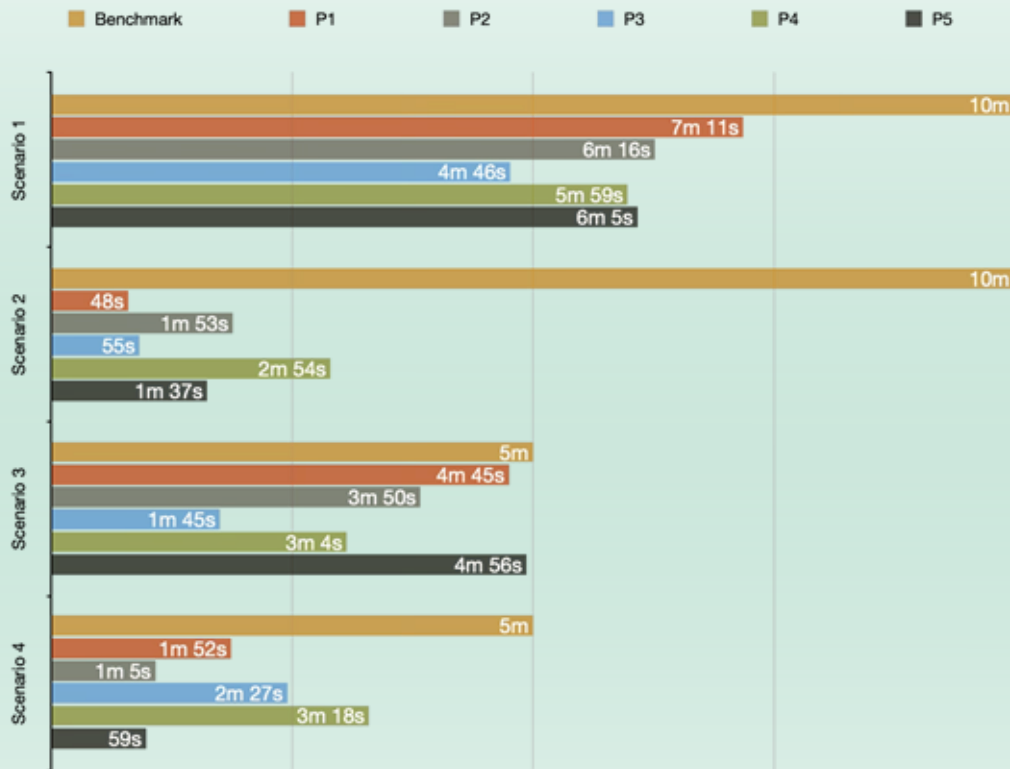


Scenario 4 Sticking Points

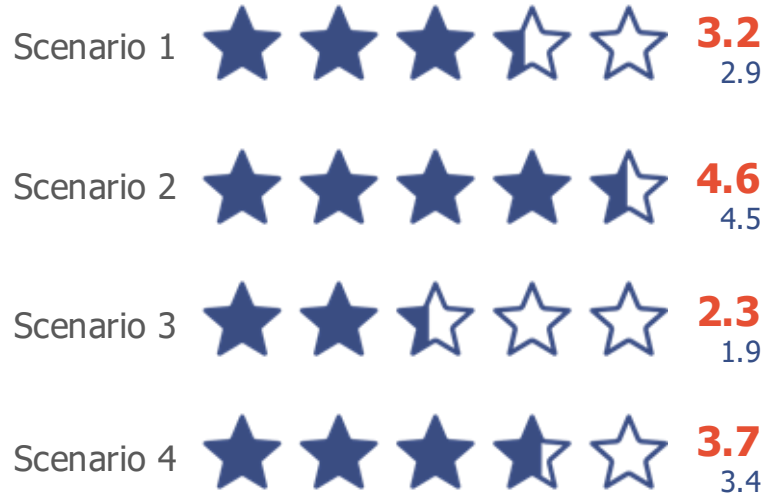
- **P3** got stuck on the *Member Resources* page and skimmed the handbook before backtracking.
 - Note: This page seems like it was almost entirely replaced by the Wiki
- **P4** got misled by the *Charging, Parking, and Insurance Included* heading again, clicked the button below it, and went to the plan comparison page before backtracking.



Time to Completion



Post-Task Ratings



Average
excl. P2

Scenario 2 was rated the easiest task, but only 3 participants answered correctly.

Participant 2 seemed to believe we had developed the site and avoided negative feedback to please us. Their primary feedback shouldn't necessarily be taken at face value.

Product Reaction Cards

Top Selected Words:

Confusing

Informative

Modern

Fragmented

Wordy

Complicated

59%

of all selected words were positive

41%

were positive excl. Participant 2

Debriefing Interview Questions

1. What was your **first impression** of the site? Did that impression **change** while you were using the site?
2. Was it made clear **what** Evie and HOURCAR were, how they **relate**, and how they **differ**?
3. Was it easy to choose a **membership plan**?
4. Was the Wiki **easy to find**? Could you **find** the information you were looking for? Is it **understandable**? How **confident** are you finding information on it?
5. Are you **more or less inclined** to use HOURCAR services? If you were **unsure** about something, would you **feel confident** finding what you need?
6. If you could **change anything** about these websites, what would it be?

Debriefing Interview

First Impression

“It felt very... cool and modern on the front page, then once you get into the other pages, it gets into ... technical details”

Distinction of Evie & HOURCAR

- Felt clearly communicated
- Liked color contrast of Evie & HOURCAR
- Wishes “the hub location” of HOURCAR was more clear

Wiki Page

- Felt they had to use a mix of both the Evie homepage and Wiki to find information
- Their confidence in using the wiki “depends on the task”

Confidence in HOURCAR services

- More inclined to use HOURCAR, noting its utility as a backup to public transit
- Would feel confident in finding information, but it might take “a little bit of pandering around the website”

Debriefing Interview

First Impression

Strong branding and color scheme gave them a positive impression. As they browsed the site, some information was “a bit wordy”.

Wiki Page

- “Took a while to scroll through... trying to digest what each [service] was about”
- Felt confident finding information on Wiki

Distinction of Evie & HOURCAR

- Said there was a “clear difference” between Evie & HOURCAR
- Defined Evie as being unable to leave home area
- Expressed interest in an alternative membership plan

Confidence in HOURCAR services

- More inclined to use HOURCAR services
- Said they were confident in customer support, but didn’t seem confident in finding information themselves.

Debriefing Interview

First Impression

Evie homepage immediately drew their interest. They “faded in and out of understanding what [they were] ... theoretically paying for”.

Distinction of Evie & HOURCAR

- Hinted that the distinction felt unclear.
- During scenario 2, when we asked them to select a service, it felt a little clearer.

Wiki Page

- “I wish I found the Wiki earlier”
- If they needed information, they “assume it would be buried deep within” it
- Not entirely confident finding information

Confidence in HOURCAR services

- Couldn't gauge their interest in personally using HOURCAR services because carshare is a new concept to them.
- Would not feel confident using sign-up page

Debriefing Interview

First Impression

“Not [quite] underwhelming and not completely outdated” but “weird”. Inconsistent and visually uneasy.

“Felt like something out of a ... pretty good project in an [undergrad] UX class”

Wiki Page

- Easy to find, but “not at first”
- Hero section draws interest, but leaves out information only in the Wiki
- Simply laid out, not overdesigned, but “crammed together”

Distinction of Evie & HOURCAR

- Felt distinction between services is clear.
- “One of the best features ... is when you’re comparing the [rates] between the two”
- Visual similarity between Evie & HOURCAR site made comparing them difficult otherwise

Debriefing Interview

First Impression

“Professional” but “tacky”. Evie felt “commercial”, “sterile”, and “inaccessible” as service.

Their impression improved somewhat as they used the site.

Wiki Page

- Easy to find, not easy to use
- “Small text was jarring” and layout “didn’t feel helpful”
- Similarly worded headings had them circling around the Wiki

Distinction of Evie & HOURCAR

- Felt clear, but needed time to read through the pages.
- The name *HOURCAR* threw them off since its name implies a shorter trip length.

Confidence in HOURCAR services

- More inclined to use HOURCAR services
- Would feel uncomfortable finding information

Conclusion

What's the first impression for new visitors?

All visitors started by reading the **hero section**, which was **polarizing**. Some complemented its strong branding as "cool" and "modern", while others called it "tacky", "weird", and "sterile".

Can users understand the differences between our services?

No.

Three out of five participants couldn't accurately define or distinguish Evie and HOURCAR when specifically asked to research both.

Conclusion

How is the new Wiki page working for users?

It's a **step in the right direction** over the FAQ page, but it **needs improvement**. Participants found it early-on, but only because it's the only source of basic information. Dense text, misleading links, and confusing headers led our participants down frustrating rabbit holes.

Are there improvements that could be made to the search function?

None of our participants used the search function. We recommend improving other aspects of the site *first*. (More on that soon).

- Recommendation 1 -

Intentionally organize site content and implement more clear and deliberate phrasing.

Our participants were **all first-time users**. Their conceptualization of HOURCAR services was primarily **reliant on the description on the Wiki homepage**.

Quick Start Guide

This guide provides the basics for any HOURCAR or Evie Carshare trip. Explore this Wiki to dig deeper into any topic or reach out to our Member Services team with questions.

- **H** HOURCAR trips are **round-trip**. They start and end at the same hub location, and you schedule how long you'll need the car.
- **E** Evie Carshare trips are **one-way**. They can start and end anywhere within our Home Area, and are first come first served.

H "HOURCAR is a **longer term plan** for **bigger distances**." - P2

"HOURCAR is a different **plan for road trips**." - P5

e I] would use **Evie for road trip**." -P3

"If I [wanted to] do a **real quick trip with Evie**." - P2

- Recommendation 1 -

Intentionally organize site content and implement more clear and deliberate phrasing.

- 1. Choose a pair of identifying phrases**, we recommend 'round-trip/one-way' as 'hub-based/free-floating' created additional confusion.
- 2. Implement these phrases** throughout the HOURCAR suite of sites, particularly on each homepage and any product comparison charts.

- Recommendation 2 -

Make a graphic table that clearly differentiates services on the homepage.

2 out of 5

participants could sufficiently define & distinguish both services when specifically asked to research them



“Comparison is one of the most critical activities users perform on the web. In many cases, it’s a necessary step before your site visitors will perform a desired action, like buying your product, signing up for membership, contacting you, or requesting a quote.”

Nielsen Norman (Moran & Dykes, 2024)



Our participants used **mental models from other shared mobility services** like Lime and Uber, but this led to **flawed definitions.**

The lack of comparison between Evie and HOURCAR threw off our participants

“I don’t know as much about HOURCAR... because what I see here is Evie” -P1

“[HOURCAR] is like the type of trip you purchase with the car?” -P3

“This looks like the same [website] ... I wonder if it’s the same service” -P4

- Recommendation 2 -

Make a graphic table that clearly differentiates services on the homepage.

- 1. Make a clear and direct comparison between Evie and HOURCAR.** Use colors, branding, and graphics to clearly communicate it.
- 2. Compare, contrast, and highlight advantages over conceptually similar services** like Lime scooters and traditional rentals.
- 3. Prominently feature this comparison** on the homepage, not just the Wiki. Use it to explain each service.

- Recommendation 3 -

Be upfront and consistent about where links lead before users click on them

"[I] had to backtrack because the **heading text** was **confusing**."

-P4

"Yes, but it **doesn't reveal itself well**. The button doesn't scream, 'I hold all the information.'"

-P3 when asked, **"Was the wiki page easy to find?"**

3 out of 5

Described Evie as either 'confusing,' or 'complicated.'.



Of the four main links in the Evie website header, two lead to the wiki, one leads to a separate page, and another scrolls the user further down.

"Users should not have to wonder whether **different words, situations, or actions** mean the same thing. Follow platform and industry conventions."

-Jakob Nielsen

- Recommendation 3 -

Be upfront and consistent about where links lead before users click on them

1. Use a system to **visually differentiate links** based on where they send the user.
2. Separate by **color, location on page**, or other **visual markers**
3. Sections that **mirror each other visually**, such as the *Ride Easy, Drive Evie* section and the *Charging, Parking, & Insurance Included*, should have their respective **links lead to a similar outcome**

- Recommendation 4 -

Create a prominently featured categorical index of Wiki content.

"Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility."

-Jakob Nielsen

"Not easy to use, text too small layout was consistent in an unhelpful way"

-P5

2 out of 5

Described the Wiki as difficult to

navigate



HOURCAR and Evie Wiki index



HOURCAR and Evie Wiki

Home Membership Fueling Trips

Home

Quick Start Guide

Service Area Map

Pricing Overview

Legal Stuff

Welcome

Say Hello to

We're introducing

Primary Tabs

Sidebar

- Recommendation 4 -

Create a prominently featured categorical index of Wiki content.

1. Create **one larger section of tabs** to click through, rather than four separate headings
2. Restructure the Wiki to have **areas of similar information** visually closer to one another
3. Include a **description of the Wiki layout** at the top of the page

- Recommendation 5 -

Make the search function more useful, prominent, and universally accessible.

Zero participants

used the provided search function, meaning they didn't identify it as a resource. This could mean:

- They didn't believe it would be useful
- They didn't notice it
- Other content grabbed their attention

Search acts as an "escape hatch when users are stuck in navigation"

Search should be **"available from every page on the site;** you cannot predict where users will be when they decide they are lost"

"Search lets users control their own destiny and assert independence from websites' attempt to direct [them]"

- Jakob Nielsen (2001b)



Search will not fix a website's usability problems.

Quite the opposite: it requires users to recall or forage for keywords and is mentally taxing to use. It's incredibly **difficult to implement well**, yet it's often seen as a silver bullet.

Many users will not use it, so it **should not be relied on.**

(Rosenfeld & Morville, 1998)

- Recommendation 5 -

Make the search function more useful, prominent, and universally accessible.

- 1. Prominently put the search function on every page**, including the homepage.
- 2. Implement semantic search suggestions with autocomplete** to replace the current search results modal. Allow users to recognize the queries they want to make.
- 3. Move results to a separate landing page** to give more space to results, better align with users' expectations of a search function, and allow for longer compute & loading times.
- 4. Implement a relevance model and/or tagging system.** Increase the odds of similarly-worded or natural language queries returning usable results. Make sure the most relevant pages are at the top of the search results.
- 5. Focus on improving navigability *first***, then improve search as a secondary feature.

↓ Scroll To: [Services](#) [Pricing](#) [Locations](#)

[Support](#)

[Account](#)



Your keys to the Twin Cities

Evie and HOURCAR are non-profit carshare services: offering the flexibility of car ownership without the never-ending expense. Just walk up and drive off. We'll take care of the rest.

What is Evie and HOURCAR?

Evie, Evie Loop, and HOURCAR are short-term car rentals, only without the hassle of traditional car rental. Over 300 vehicles are available to drive around the Twin Cities metro.



Bike & Scooter Share

(ex. Lime, Spin)

Traditional Car Rental

(ex. Enterprise, Turo)

What is Evie and HOURCAR?

Evie, Evie Loop, and HOURCAR are short-term car rentals, only without the hassle of traditional car rental. Over 300 vehicles are available to drive around the Twin Cities metro.

		 	Bike & Scooter Share <small>(ex. Lime, Spin)</small>	Traditional Car Rental <small>(ex. Enterprise, Turo)</small>
Ideal Trip	One Way Trips can be started and ended in different places in a home area.	Round Trip Trips need to be started and ended at the same hub.	One Way Trips start and stop at different places, but stay within a home area.	Round Trip Trips need to be started and ended at the same location.
Parking Included <small>More info</small>	✓ In Specified Spaces	✗ State Parks Included	✓	✗
Fuel Included <small>More info</small>	✓	✓	✓	✗
Insurance Included <small>More info</small>	✓	✓	✗	✗
Location Type	Free-floating Vehicle locations change as people drive them.	Hub Based Vehicle are available at one of our many hubs.	Free-floating Vehicle locations change as people drive them.	Fixed Location Vehicles return to a single brick-and-mortar location.
Reserved? <small>More info</small>	Unreserved Hold for up to 15 min, Rent for up to 3 days.	Reserved Reserve up to 3 days.	Unreserved Hold for up to 10 min.	Reserved
Fuel Type	⚡ Electric	⚡ Gas Evie Loop HOURCAR	⚡ Electric	⚡ 🛢️ Varies





Support Wiki

🔍 What can we help you find?

Membership

- [How to Join](#)
- [Membership Qualifications](#)
- [Plans & Rates](#)
- [Change Plans](#)
- [Close Your Account](#)
- [Ground Rules](#)
- [Add a Go-To Card](#)

Starting a Trip

- [Choose a service](#)
- [Selecting a car](#)
- [Reserve HOURCAR & Evie Loop](#)
- [Hold an Evie](#)
- [Unlock a car](#)

Fueling & Charging

[EV Fuel Network](#)

Driving

- [Vehicle-specific information](#)
- [What to do in a crash](#)
- [Insurance Information](#)
- [If a car won't start](#)
- [Request roadside assistance](#)
- [Tips for electric road trips](#)

Vehicle Information

Have any questions?

Not sure where to start?

How did you build your scenarios?

Did the participants give any suggestions?

How might existing members use the website?

How would you change this test in the future?

What should we test in the future?

Were you surprised by anything?