



Usability Study



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INFO-644 Usability Theory & Practice | Pratt Institute, School of Information

Meet the Team



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2nd Semester



Mary Haws

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Agenda

- Project Goals and Scope
- Methodology
- Findings and Recommendations
- Other Adjustments
- Q&A



Project Goal

Evaluate the usability of the Airpals website's **Order flow** and gather feedback on user's expectations after placing an order.

Project Scope

The Scope

- Conduct 10 Moderated Remote Usability Tests
- Testing the main function of the website the 'Order' flow

Target Audience

- Creative or Business operational professionals

Timeframe

- 6 weeks (March-May 2023)

Methodology

Our Process

1 Recruitment

2 Consent Form

3 Pre-Test Questionnaire

4 User Testing

5 Post-Test Questions

6 Post-Test Questionnaire

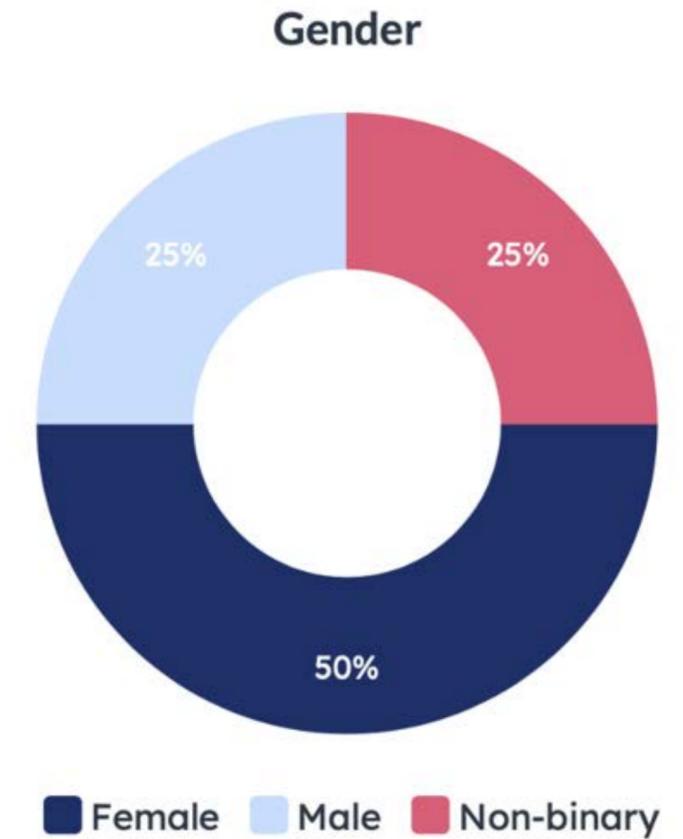
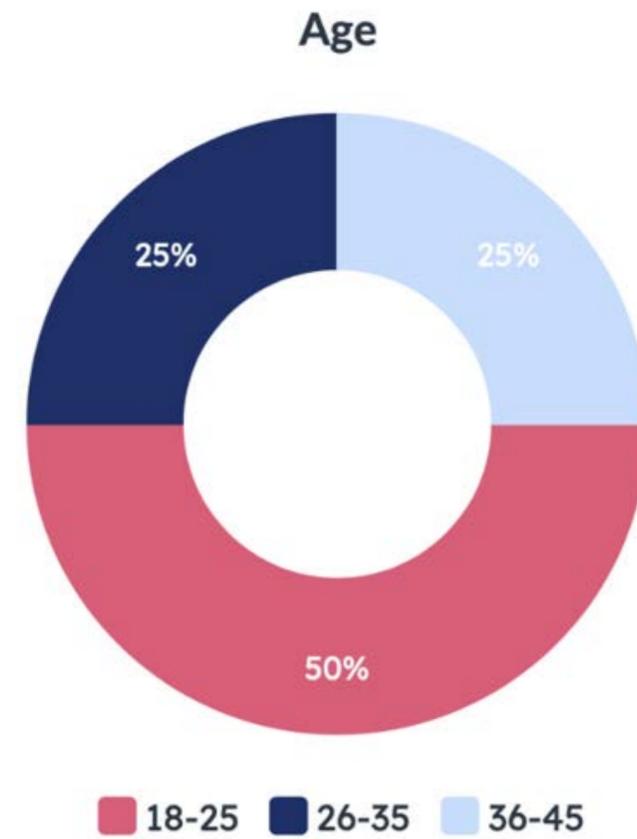
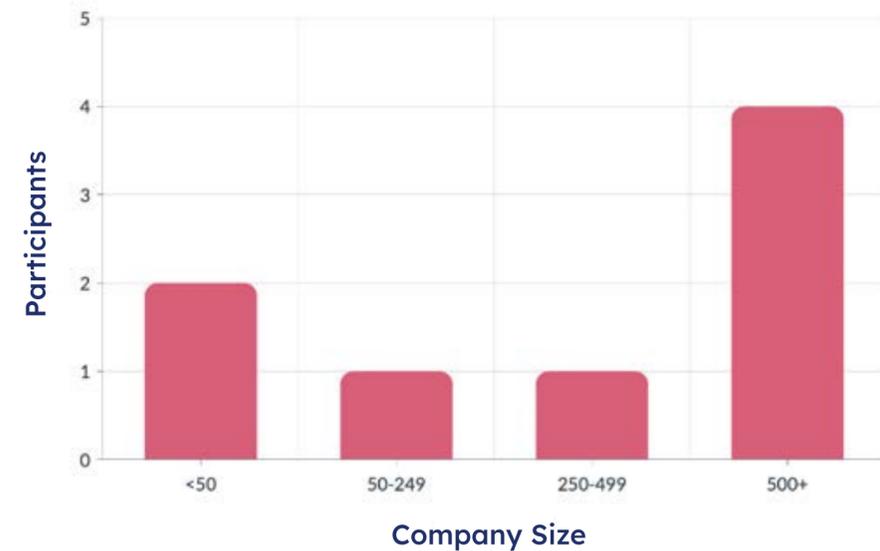
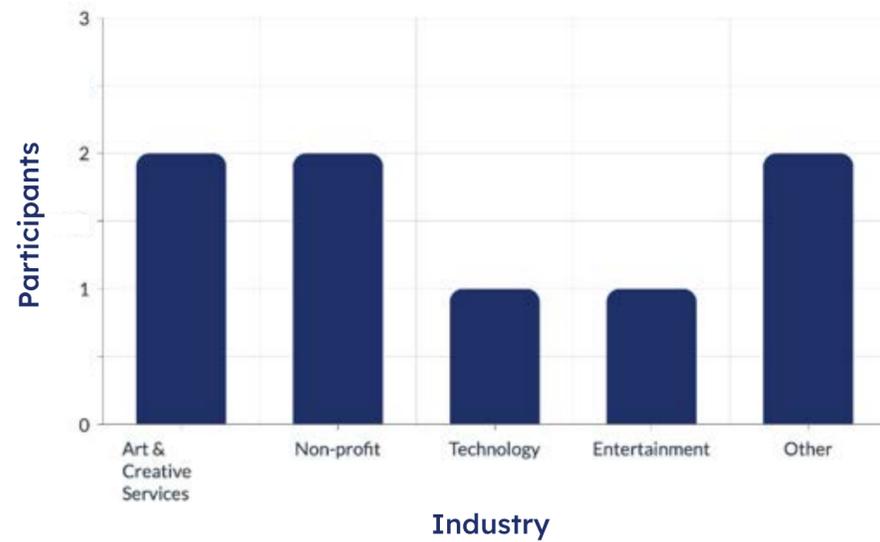
7 Debrief

8 Data Analysis & Synthesis



Methodology

Participant Demographics (8)



- 75% aged 18-35 & 25% 36-45
- 50% Female
- 50% from 500+ company size & 25% from <50 company size

Methodology

The Task

“Locate and complete the order form to send a package to me with delivery on the next business day. Remember to think about the last package you sent or one that you’ve sent before when filling out the form details.”

Findings

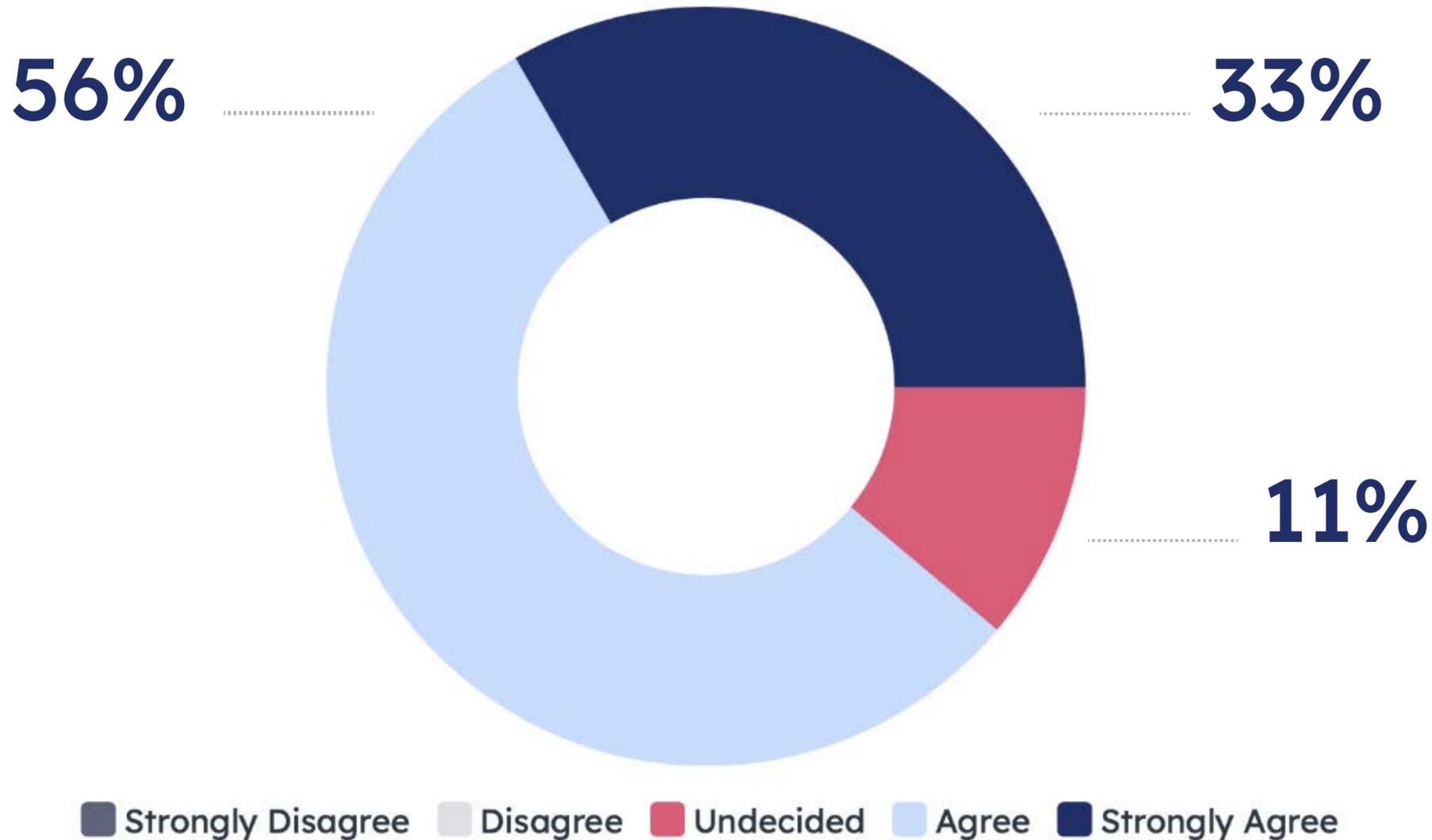


88%

of participants agreed
that the order form
was easy to complete.



I am satisfied with the amount of time it took to complete the order form.



75%

of participants agreed that they enjoyed using the Airpals interface.



“

I liked, from a design perspective, that it was very clean. It seemed, from the very beginning, pretty clear where I was supposed to go.

”



Problems & Recommendations

- 1 Streamline the flow for inputting parcel details
- 2 Clarify pick-up & drop-off instructions
- 3 Improve flexibility and consistency for time selection
- 4 Reinforce user control when editing order details
- 5 Increase error salience with more signifiers
- 6 Provide feedback and flexibility for address selection



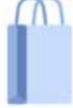
Recommendation #1

Streamline the flow for inputting parcel details.

The Problem

- 3 of 8 participants needed clearer details for shipment sizes
- The value field was difficult to interpret and complete for 4 of 8 participants
- The single field for item details and handling confused participants
- The page is long and led participants to miss or omit important item details

Almost done!
Choose the category that best describes your shipment

<p>Small</p>  <p>Mobile phone, keys, envelopes. (Fits in a gift box)</p> <p>— 0 +</p>	<p>Medium</p>  <p>Pair of shoes, laptop, tote bag. (Fits in a front seat)</p> <p>— 0 +</p>	<p>Large</p>  <p>Suitcase, garment bag, case of wine. (Fits in a car trunk)</p> <p>— 0 +</p>
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Need more space? Please [contact us](#) and we would be happy to accommodate van and multi-stop requests.

What is the value of your entire delivery? *

⚠ All orders are insured only against theft for \$100.00. Additional insurance is available by request. Please visit our [terms page](#).

Package and delivery Info

WHAT ARE YOU SENDING? *

Please provide details such as dimensions, weight, fragile item, must be facing up, etc.

Recommendation #1

Streamline the flow for inputting parcel details.

The Solution

- Add maximum dimensions to shipment size categories
- Add a “\$” before the value field and clarify the language
- Separate item description and special handling instructions to two fields
- Remove sender, recipient, and pick-up/drop-off notes to simplify to “What” page

The screenshot shows a shipping form with a progress bar at the top containing icons for DATE, WHERE, TIME, WHAT, PAY, and REVIEW. The 'WHAT' icon is highlighted with a red box. Below the progress bar, the text reads 'Almost done!' and 'Choose the category that best describes your shipment'. There are three columns for 'Small', 'Medium', and 'Large' categories, each with an icon, a list of items, maximum dimensions, and a note about fitting in a gift bag or box. The 'Small' category is highlighted with a red box. Below the categories, there is a note: 'Need more space? Please contact us and we would be happy to accommodate van and multi-stop requests.' The form then asks 'What are you sending?' with a text input field and a note: 'Please provide details like dimensions, weight, etc.'. Below this is a section for 'Special handling instructions' with another text input field and a note: 'Please specify if the parcel is fragile, must be facing up, etc.'. The next section asks 'What is the estimated value of your shipment?' with a text input field starting with a '\$' symbol and a note: 'All orders are insured only against theft for \$100.00. Additional insurance is available by request. Please visit our terms page.' At the bottom, there are buttons for '< Back' and 'Continue', and a price of '\$ 27.45*'. A note at the very bottom says '*Not including tolls, parking fees, or extra charges. Please see our terms'.

Recommendation #2

Clarify pick-up and drop-off instructions.

The Problem

- Recipient and sender information was expected alongside their addresses
- 4 of 8 participants skipped pick-up and drop-off notes on the lengthy “How” page
- Participants spent a while understanding the pick-up and drop-off notes fields
- The pop-up asks for both pick-up and drop-off notes even when participants included one of the two

WHEN WHERE TIME HOW PAY REVIEW

Pss... where to?
Enter the addresses to continue

Pick-up Address *

Enter complete address including zipcode

Apt/Floor (Avoid any issues by adding it)

Drop-off Address *

Enter complete address including zipcode

Apt/Floor (Avoid any issues by adding it)

[← Back](#) [Continue](#) \$ 0.00*

*Not including tolls, parking fees, or extra charges.
Please see our [terms](#)

Pick-up notes

Anything we should know to pick up your order? How many flights of stairs are there? Is the elevator or freight available? What about a mailroom or parking conditions? Has your front desk already been notified?

“

I already filled out the pick-up notes, so I'm not sure why this pop-up appeared.

”

Recommendation #2

Clarify pick-up and drop-off instructions.

The Solution

- Collect sender and recipient information alongside their addresses
- Move the pick-up and drop-off notes to the “Where” page
- Simplify the language for pick-up and drop-off instructions
- Pop-up should specify which field(s) (pick-up and/or drop-off notes) was left blank

The screenshot displays a mobile application interface for a delivery service, specifically the 'Where' page. At the top, a progress bar shows steps: DATE, WHERE (highlighted), TIME, WHAT, PAY, and REVIEW. The main heading is 'Pss... where to?' followed by the instruction 'Enter the addresses to continue'. The form is divided into two main sections: 'Pick-up' and 'Drop-off'. The 'Pick-up' section includes a text input for 'Pick-up Address *' with a placeholder 'Enter complete address including zipcode', a secondary input for 'Apt/Floor (Avoid any issues by adding it)', a 'Sender's name *' field containing 'John Doe', and a 'Sender's phone' field. Below this is a question: 'How should we access the pick-up location? Is there a front desk, parking, mailroom, elevator, or anything else we should know about pick up?' with a text area. The 'Drop-off' section follows a similar structure with 'Drop-off Address *', 'Apt/Floor', 'Recipient's name *' (Jane Smith), 'Recipient's phone number *' (with an 'Ext' field), and a question: 'How should we access the drop-off location? Is there a front desk, parking, mailroom, elevator, or anything else we should know about drop off?' with a text area. A modal dialog box is overlaid on the right, featuring a warning icon and the text: 'Are you sure you want to continue without adding drop-off notes? Please help us preventing mistakes or delays by providing details such as where is the freight entrance, how many flights of stairs, parking conditions, etc.' It has two buttons: 'Go back to add notes' (blue) and 'Continue without adding notes' (white). At the bottom of the app, there are 'Back' and 'Continue' buttons, and a price indicator '\$ 0.00*'. A disclaimer at the very bottom reads: '*Not including tolls, parking fees, or extra charges. Please see our [terms](#)'.

Recommendation #3

Improve flexibility and consistency of time selection.

The Problem

- Limited options for delivery deadline
- Default delivery deadline is at 8PM when most companies are closed
- The pickup dropdown looks like one dropdown instead of three, not sure where to click on

The screenshot shows a delivery booking interface with a progress bar at the top containing icons for WHEN, WHERE, TIME, HOW, PAY, and REVIEW. The 'TIME' step is currently active. Below the progress bar, the text 'It's all about timing' is displayed. The 'Pick-up time window' section features a 'FROM' field set to '09:00 AM' and a 'TO' field set to '12:00 PM'. A dropdown menu is open over the 'TO' field, showing options for '00', '15', '30', and '45'. Below this, the 'Delivery by' section has three buttons: '4 pm', '6 pm', and '8 pm', with '8 pm' being the selected option. A note states '*Hours displayed in New York time'. A link for 'Need a rush order? Please reach out and we will try to accommodate your request.' is present. At the bottom, there are 'Back' and 'Continue' buttons, and a price of '\$ 21.23*'. A disclaimer at the very bottom reads '*Not including tolls, parking fees, or extra charges. Please see our terms'.

“

Thinking back, it didn't seem to have provided me with too many options for time selection.

”

Recommendation #3

Improve flexibility and consistency of time selection.

The Solution

- Use dropdown instead of buttons for delivery deadline to offer more time options
- Set the default delivery deadline within working hours
- Align the dropdown style to text input fields, and provide specific clicking areas

The screenshot shows a delivery order form with a progress bar at the top containing icons for WHEN, WHERE, TIME, HOW, PAY, and REVIEW. The 'TIME' step is currently active. Below the progress bar, the heading 'It's all about timing' is displayed. The 'Pick-up time window' section shows a range from 09:00 AM to 12:00 PM, with the 12:00 PM button highlighted. The 'Deliver by' section shows a range from 06:00 PM to 12:00 PM, with a dropdown menu open showing options: 12:00, 12:15, 12:30, 12:45, and 01:00. A link for 'Need a rush order?' is visible. At the bottom, there are 'Back' and 'Continue' buttons, and a price of '\$ 35.68*'. A disclaimer at the bottom states '*Not including tolls, parking fees, or extra charges. Please see our terms'.

Recommendation #4

Reinforce user control when editing order details.

The Problem

- 2 out of 8 participants tried to edit order details on the review page and were navigated to the 'When' step of the form

The screenshot shows a delivery order review interface. At the top, a progress bar contains six steps: WHEN, WHERE, TIME, HOW, PAY, and REVIEW. The REVIEW step is highlighted with a red checkmark. Below the progress bar, the text reads: "Action Required: Your order was not submitted yet, please review your order details. After this step, you won't be able to make changes. You will need to contact us to modify your order." The main content is divided into two sections: "PICK-UP" and "DROP-OFF".

PICK-UP	
Address	123 W 56th St, New York, NY 10019, USA
Date	26/04/2023 11:00 AM - 1:00 PM Edit
Sender	John Wick
Phone	6463091589
Notes	Call the phone number when you reach here.

DROP-OFF	
Address	144 W 14th St, New York, NY 10011, USA
Date	26/04/2023 11:00 AM - 8:00 PM
Recipient	Lalita Chavan
Phone	6463091579

“

When I went back to edit the delivery time, I clicked edit and it brought me back to the very first screen of ‘when’ instead of bringing me back to the ‘time.’

”

Recommendation #4

Reinforce user control when editing order details.

The Solution

- Navigate to the specific step in the order form that needs to be edited instead of the form start page

DATE — **WHERE** — **TIME** — **WHAT** — **PAY** — **REVIEW**

Action Required
Your order was not submitted yet, please review your order details. After this step, you won't be able to make changes. You will need to contact us to modify your order.

PICK-UP	
Address	123 W 56th St, New York, NY 10019, USA
Date	26/04/2023 9:00 AM - 12:00 PM Edit
Sender	John Wick
Phone	6463091589
Notes	Call the phone number when you reach here.

PICK-UP	
Address	123 W 56th St, New York, NY 10019, USA
Date	04/26/2023
Time	9:00 AM - 12:00 PM Edit
Sender	John Wick
Phone	6463091589
Notes	Call the phone number when you reach here.

Recommendation #5

Increase error salience with more signifiers.

The Problem

- Participants found it difficult to notice the error messages displayed.
- 3 out of 8 participants were unable to notice the error messages immediately.

DROP-OFF

Recipient's name *

Bridget O'Keefe

Must contain only letters

Recipient's phone number *

12341234

Must be a valid US phone

Drop-off notes

Call the phone number when you reach here|

Please fill all [] required fields*

[← Back](#) [Continue](#) \$ 32.79*

“

When I couldn't submit the form because of the apostrophe in my name, if that error was much more visible on my screen that would be helpful because I thought my computer was frozen.

”

Recommendation #5

Increase error salience with more signifiers.

The Solution

- Increase the font size of error messages and highlight the fields to make them more evident.

Pick-up Address *

Enter complete address including zipcode 

Apt/Floor (Avoid any issues by adding it)

Sender's name *

Sender's phone number *

Must be a valid US phone

How should we access the pick-up location?
Is there a front desk, parking, mailroom, elevator, or anything else we should know about pick up?

Recommendation #6

Provide feedback and flexibility for address selection.

The Problem

- If you copy/paste an address in the address field, it disappears, and if you fully type out the address, the system automatically selects an address that is different than the address that was typed.
- Participants wanted to click on the field to highlight the text for editing, but you have to click the “x” first, which was not intuitive.

Pss... where to?
Enter the addresses to continue

Pick-up Address *

144 W 14

- 144 West 14th Street
New York, NY, USA
- 144 West 141st Street
New York, NY, USA
- 144 West 144th Street
New York, NY, USA
- 144 West 14th Street
Deer Park, NY, USA
- 144 East 14th Street
New York, NY, USA

← Back Continue ψ U.U.U *

Recommendation #6

Provide feedback and flexibility for address selection.

The Solution

- Clarify that users should select an address from the dropdown
- Allow users to edit the address text directly

The screenshot shows a multi-step booking process. At the top, a progress bar includes icons for DATE, WHERE, TIME, WHAT, PAY, and REVIEW. The current step is 'Pss... where to?' with the instruction 'Enter the addresses to continue'. A red dot on the progress bar and a dashed line point to the 'Pick-up Address' field, which contains '144 W 14th St |'. Below this field is a red annotation: 'Select an address from the drop-down'. The form also includes fields for 'Apt/Floor', 'Sender's name' (John Doe), 'Sender's phone number', and a text area for 'How should we access the pick-up location?'. The 'Drop-off Address' section follows, with a red dot on the progress bar pointing to the 'Drop-off Address' label. It includes fields for 'Drop-off Address', 'Apt/Floor', 'Recipient's name' (Jane Smith), 'Recipient's phone number', and a text area for 'How should we access the drop-off location?'. A red annotation at the bottom reads 'Please fill in all the [*] required fields'. At the bottom of the form, there is a '< Back' button, a 'Continue' button, and a price of '\$ 0.00*'. A disclaimer at the very bottom states '*Not including tolls, parking fees, or extra charges. Please see our [terms](#)'.



Other Adjustments

- 1 Special characters in names
- 2 Field for phone extension numbers
- 3 Date format
- 4 Color contrast



#1

The name fields do not accept special characters such as apostrophes and hyphens.

The Problem

- A participant with an apostrophe in their last name received an error code and was unable to continue to the next screen until the apostrophe was removed.

The Solution

- Allow special characters such as apostrophes and hyphens that are not uncommonly used in last names.

Sender's name *

Jane O'Neal ×

Must contain only letters

Sender's phone number *

[Empty phone number field]

This screenshot shows a form with two fields. The first field, labeled 'Sender's name *', contains the text 'Jane O'Neal' and has a small 'x' icon on the right. Below this field is a red error message: 'Must contain only letters'. The second field, labeled 'Sender's phone number *', is empty.

Sender's name *

Sara Sarmiento-Acosta ×

Must contain only letters

Sender's phone number *

[Empty phone number field]

This screenshot shows the same form as above, but the name field now contains 'Sara Sarmiento-Acosta'. The error message is no longer present, indicating that the system now accepts hyphens in names.

#2

There is no field for phone number extensions.

The Problem

- Users that using a work phone with an extension number have no field for the extension.

The Solution

- Add a field for an optional phone number extension.

PICK-UP

Sender's name *

Sender's phone number *

Apt/Floor (Avoid any issues by adding it)

Sender's name * Sender's phone number *

John Doe Ext

How should we access the pick-up location?
Is there a front desk, parking, mailroom, elevator, or anything else we should know about pick up?

Drop-off Address *

Enter complete address including zipcode

Apt/Floor (Avoid any issues by adding it)

Recipient's name * Recipient's phone number *

Jane Smith Ext

How should we access the drop-off location?
Is there a front desk, parking, mailroom, elevator, or anything else we should know about drop off?

#3

Day and month order in date does not follow US conventions.

The Problem

- On the review page, the date format is day/month/year. While this is common in the rest of the world, in the US the convention is month/day/year.

The Solution

- As this is a New York City based service, it should follow US convention: month/day/year

Action Required

Your order was not submitted yet, please review your order details. After this step, you won't be able to make changes. You will need to contact us to modify your order.

PICK-UP

Address	108 Weirfield St, Brooklyn, NY 11221, USA	
Date	25/04/2023	9:00 AM - 12:00 PM
Sender	Sara Sarmieno	
Phone	6095715280	

DROP-OFF

Address	144 E 14th St, New York, NY 10003, USA	
Date	25/04/2023	9:00 AM - 8:00 PM
Recipient	Jane Doe	
Phone	5267890770	

#4

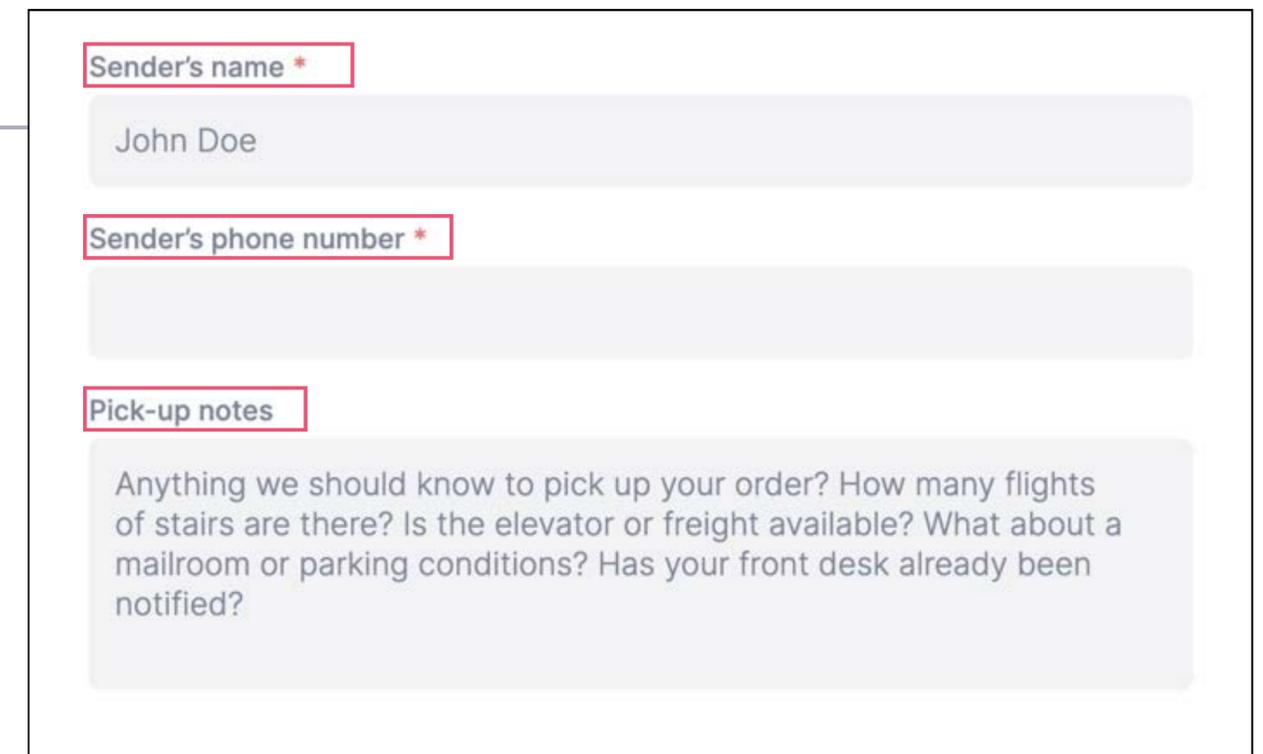
Field headings do not have enough contrast to meet accessibility standards.

The Problem

- Some participants felt the text did not have enough contrast against the background. The contrast ratio is 3.67:1, which does not meet the minimum ratio of 4.5:1 for users with visual impairments.

The Solution

- Make text darker to increase contrast and meet accessibility standards.



Sender's name *

John Doe

Sender's phone number *

Pick-up notes

Anything we should know to pick up your order? How many flights of stairs are there? Is the elevator or freight available? What about a mailroom or parking conditions? Has your front desk already been notified?

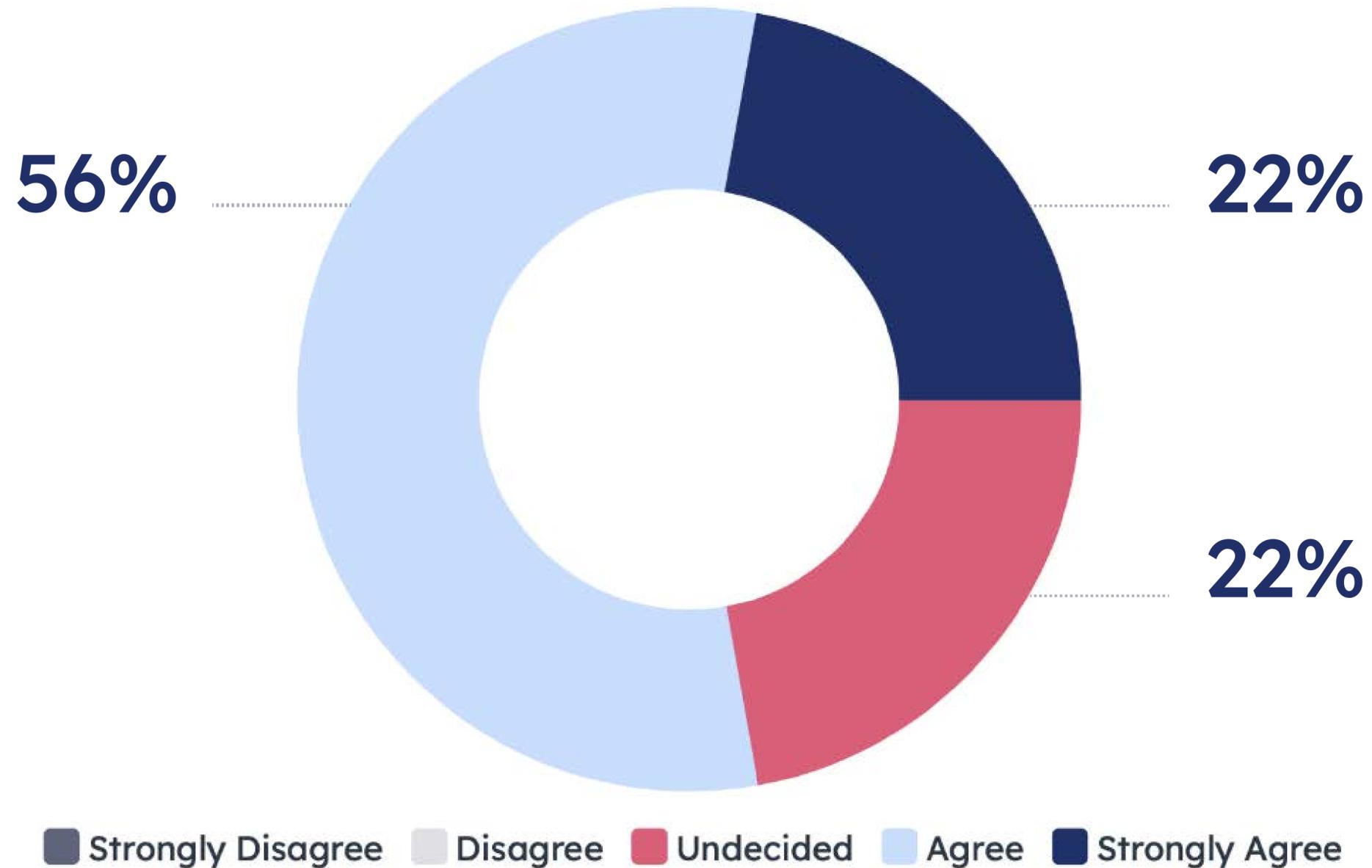


Recommendations

- 1 Streamline the flow for inputting parcel details
- 2 Clarify pick-up & drop-off instructions
- 3 Improve flexibility and consistency for time selection
- 4 Reinforce user control when editing order details
- 5 Increase error salience with more signifiers
- 6 Provide feedback and flexibility for address selection



I would be happy to use Airpals for work.



Thank you!

Questions?

