



## Usability Study



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

# Meet the Team



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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

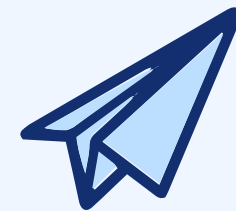
4 User Testing

5 Post-Test Questions

6 Post-Test Questionnaire

7 Debrief

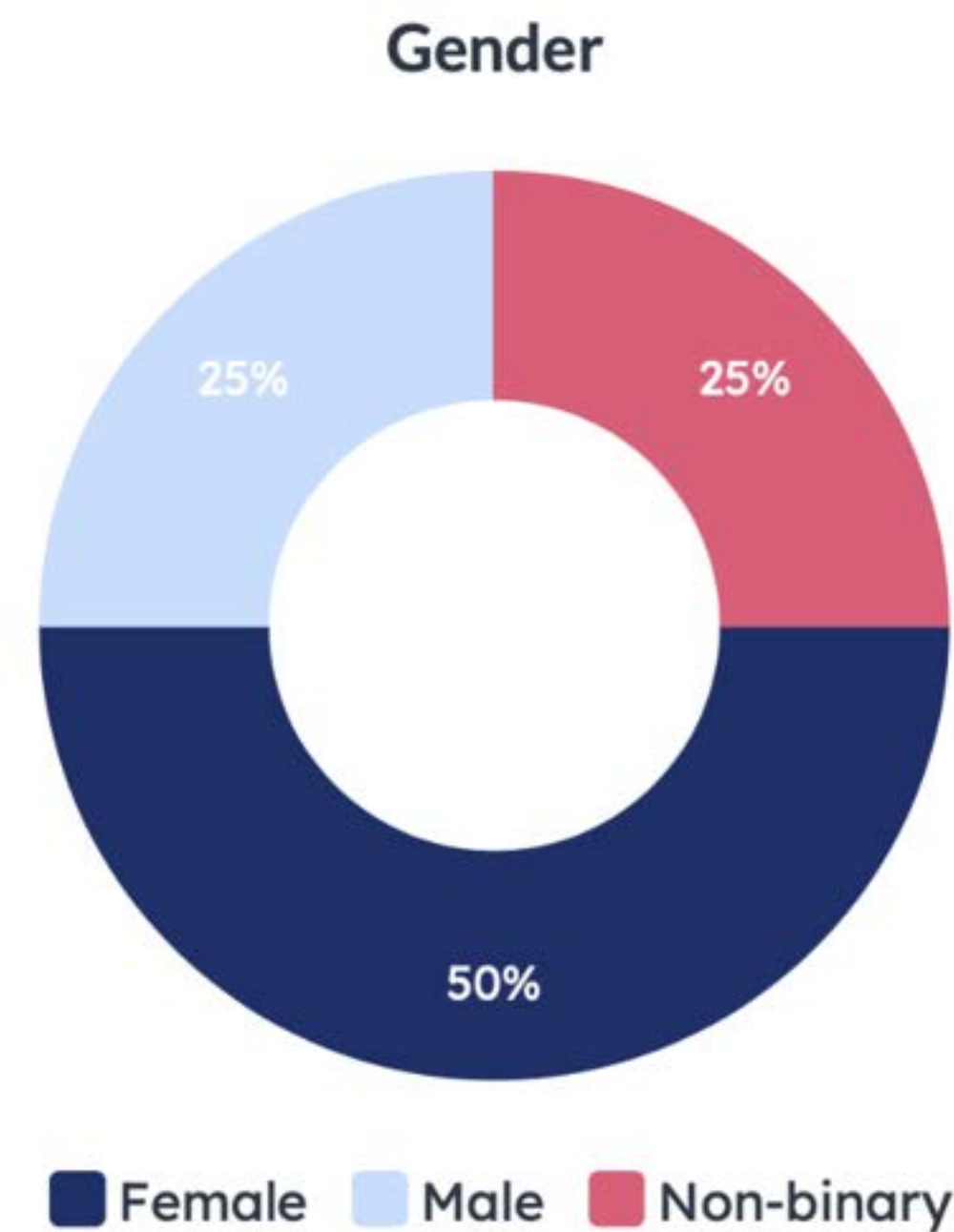
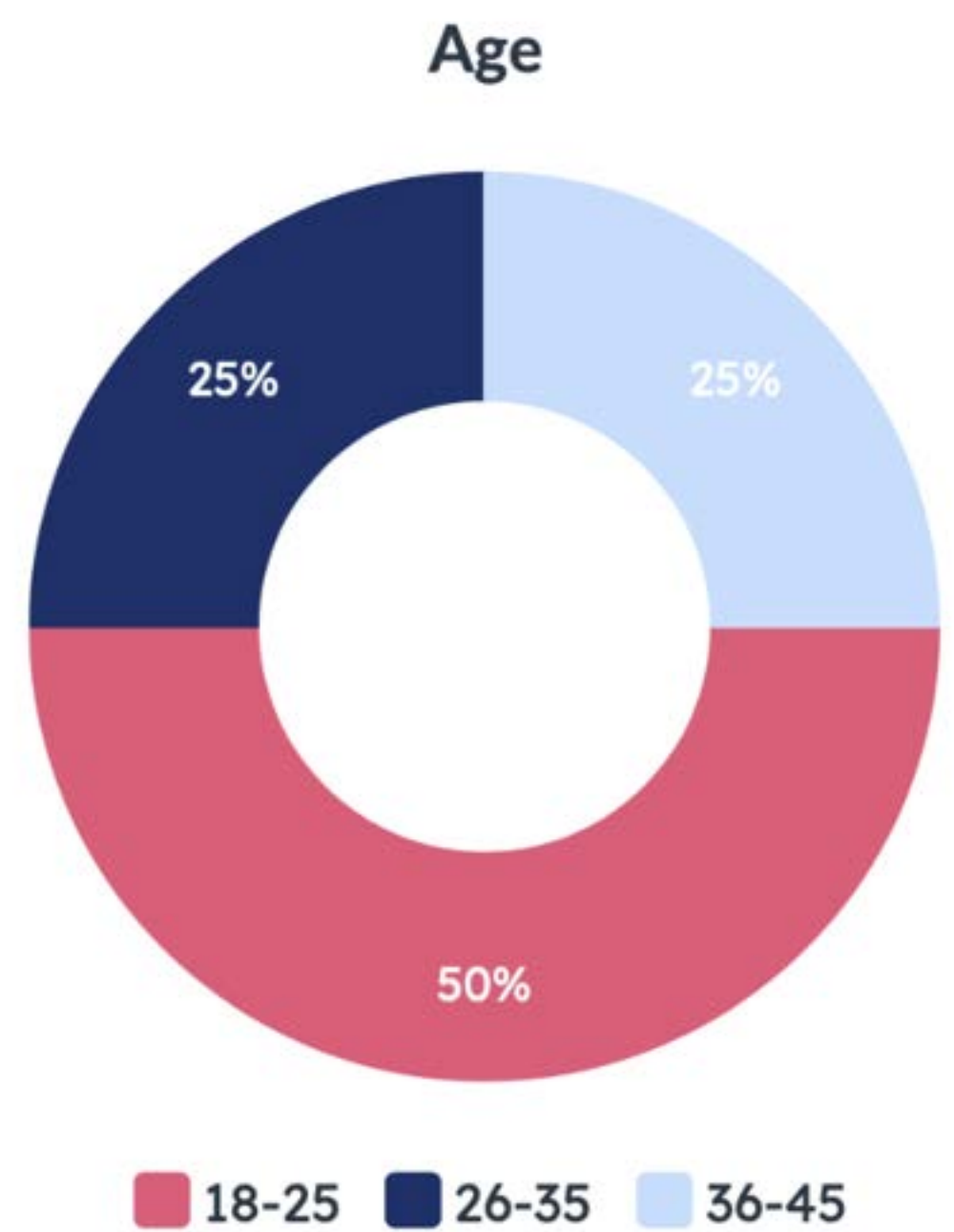
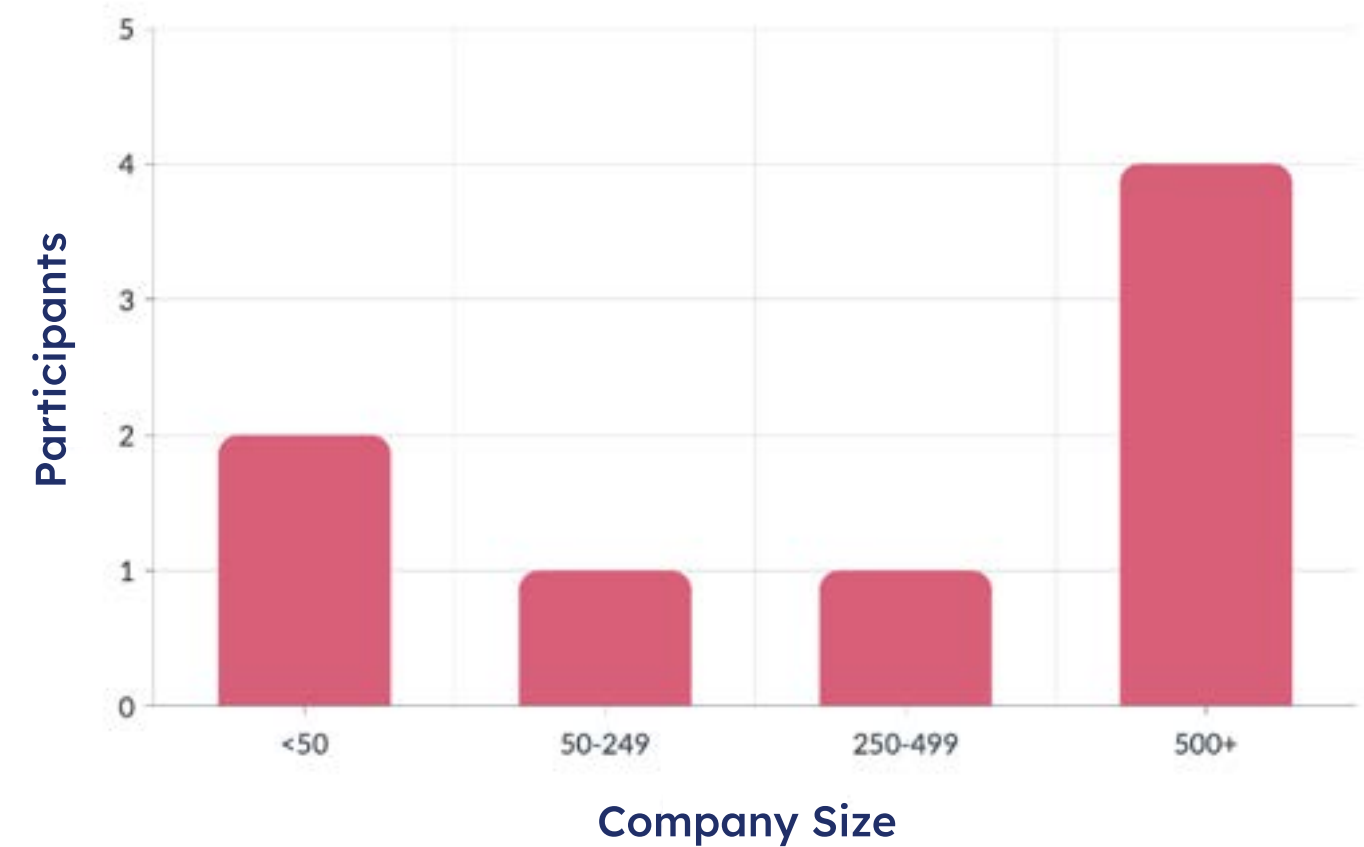
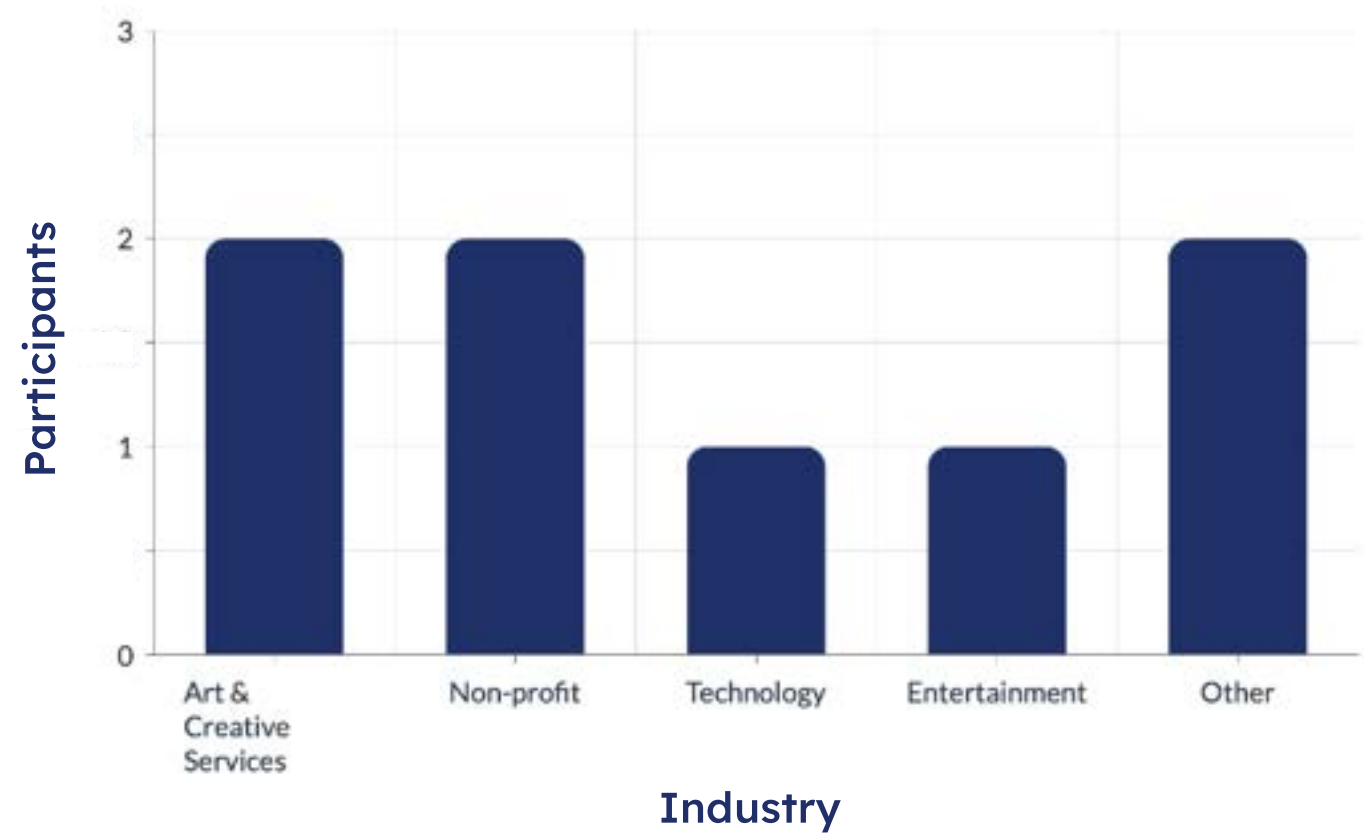
8 Data Analysis & Synthesis





# 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

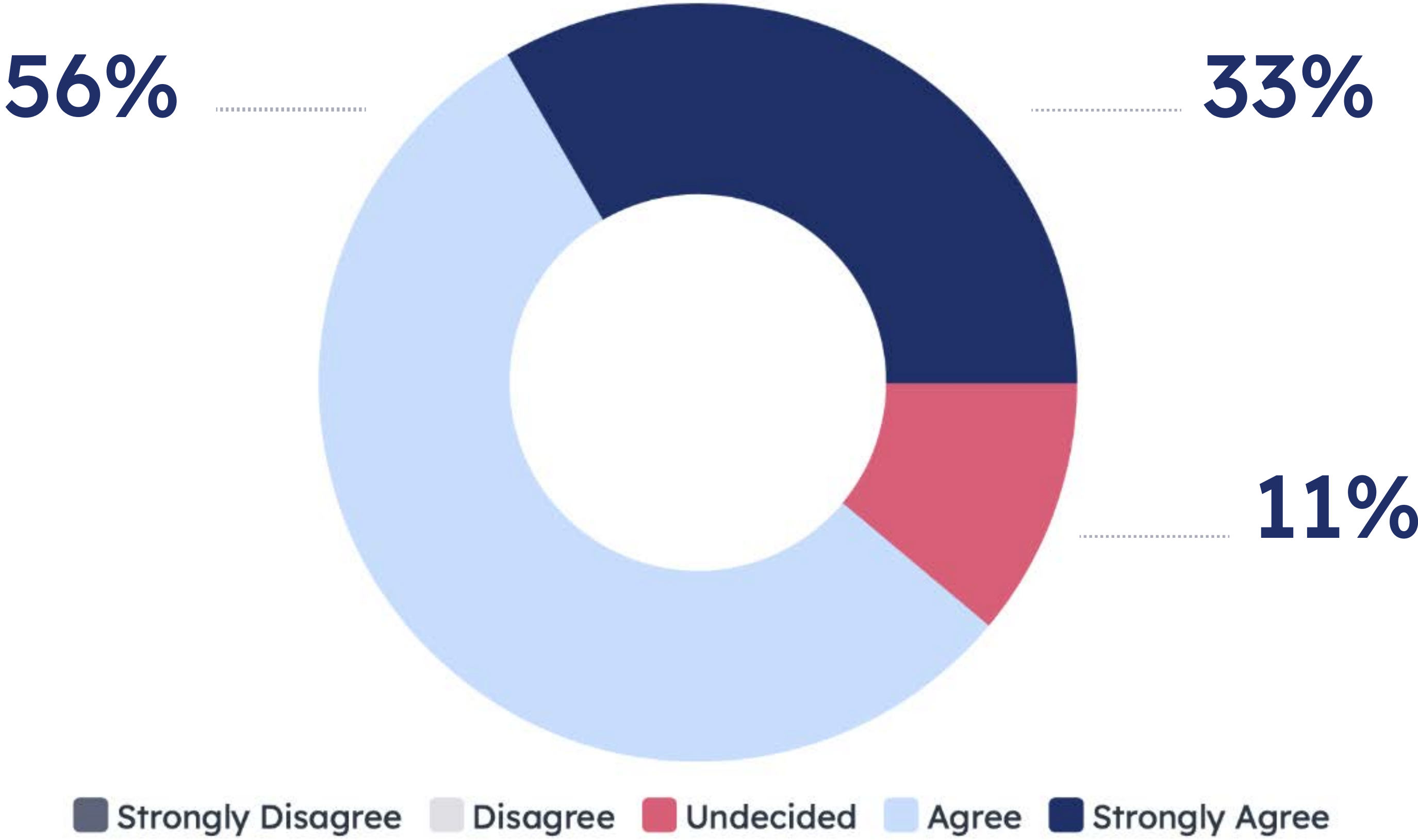


# 88%

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

Small	Medium	Large
		
Mobile phone, keys, envelopes. (Fits in a gift box)	Pair of shoes, laptop, tote bag. (Fits in a front seat)	Suitcase, garment bag, case of wine. (Fits in a car trunk)
- 0 +	- 0 +	- 0 +

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? \*

0

⚠ 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: DATE, WHERE, TIME, WHAT (highlighted with a red box), PAY, and REVIEW. Below the progress bar, the text "Almost done!" is followed by "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 quantity selector. The "Small" category is highlighted with a red box. Below the categories, there is a link "Need more space? Please contact us and we would be happy to accommodate van and multi-stop requests." The form then has two main sections: "What are you sending?\*" and "Special handling instructions". The "What are you sending?" section has a text input field and a "What is the estimated value of your shipment?\*" section with a dollar sign and a text input field. The "Special handling instructions" section has a text input field. At the bottom, there are "Back" and "Continue" buttons, and a price of "\$ 27.45\*". A disclaimer at the bottom states: "\*Not including tolls, parking fees, or extra charges. Please see our terms".

DATE WHERE TIME **WHAT** PAY REVIEW


**Almost done!**  
Choose the category that best describes your shipment

Small	Medium	Large
		
Mobile phone, keys, envelopes. Max. 10 × 13 × 3 in. (Fits in a gift bag or box)	Pair of shoes, laptop, tote bag. Max. 17 × 17 × 10 in. (Fits in a front seat)	Suitcase, garment bag, case of wine. 31 × 23 × 14 in. or larger (Fits in a car trunk)
- 0 +	- 0 +	- 0 +

Need more space? Please [contact us](#) and we would be happy to accommodate van and multi-stop requests.

What are you sending? \*  
Please provide details like dimensions, weight, etc.

Special handling instructions  
Please specify if the parcel is fragile, must be facing up, etc.

What is the estimated value of your shipment? \*  
\$   All orders are insured only against theft for \$100.00. Additional insurance is available by request. Please visit our [terms](#) page.

[Back](#) [Continue](#) \$ 27.45\*

\*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 shows a multi-step shipping form. The top navigation bar includes icons for DATE, WHERE (active), TIME, WHAT, PAY, and REVIEW. The main heading is "Pss... where to?" with 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 fields for "Pick-up Address" (with a placeholder "Enter complete address including zipcode"), "Apt/Floor (Avoid any issues by adding it)", "Sender's name" (filled with "John Doe"), and "Sender's phone number". Below these is a text area for "How should we access the pick-up location?" with the prompt "Is there a front desk, parking, mailroom, elevator, or anything else we should know about pick up?".

The Drop-off section includes fields for "Drop-off Address" (with a placeholder "Enter complete address including zipcode"), "Apt/Floor (Avoid any issues by adding it)", "Recipient's name" (filled with "Jane Smith"), and "Recipient's phone number" (with an "Ext" field). Below these is a text area for "How should we access the drop-off location?" with the prompt "Is there a front desk, parking, mailroom, elevator, or anything else we should know about drop off?".

A modal dialog is open on the right side, titled "Are you sure you want to continue without adding drop-off notes?". It contains a warning icon and text: "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." The modal has two buttons: "Go back to add notes" (blue) and "Continue without adding notes" (white). A "Close" link is in the top right corner of the modal.

At the bottom of the form, there are "Back" and "Continue" buttons, and a price display showing "\$ 0.00\*". A footnote at the very bottom states: "\*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

WHEN WHERE TIME HOW PAY REVIEW

It's all about timing

Pick-up time window

FROM 09 : 00 AM TO 12 : 00 PM

Delivery by

4 pm 6 pm 8 pm

\*Hours displayed in New York time

Need a rush order? Please [reach out](#) and we will try to accommodate your request.

< Back Continue \$ 21.23\*

\*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 displays a delivery order form with a progress bar at the top containing icons and labels 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 followed by the 'Pick-up time window' section, which shows a time range from 09:00 AM to 12:00 PM. The 'Deliver by' section shows a time of 06:00 PM. A dropdown menu is open for the 'Deliver by' time, listing options from 12:00 to 01:00 in 15-minute increments. A link for 'Need a rush order?' is visible. At the bottom, there are 'Back' and 'Continue' buttons, and a price of \$ 35.68\*.

WHEN WHERE TIME HOW PAY REVIEW

It's all about timing

Pick-up time window

09 : 00 AM — 12 : 00 PM

Deliver by

06 : 00 PM

12 : 00  
12 : 15  
12 : 30  
12 : 45  
01 : 00

Need a rush order? Please reach out and to accommodate your request.

\*Hours displayed in New York time (ET)

< Back Continue \$ 35.68\*

\*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

WHEN

WHERE

TIME

HOW

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

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 \* John Doe

Sender's phone number \* 123-456-7890 Ext

*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 0.000\*

# 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 image shows a multi-step form for booking a ride. At the top, a progress bar indicates the current step is 'WHERE' (marked with a red dot), with other steps being 'DATE', '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 Address' and 'Drop-off Address'. Each section has a text input field for the address, a dropdown menu for 'Apt/Floor', and fields for 'Sender's name' and 'Sender's phone number' (with an 'Ext' field). Below these are text areas for additional location information. A red dot on the left side of the form indicates the current step. At the bottom, there are 'Back' and 'Continue' buttons, and a price display showing '\$ 0.00\*'. A disclaimer at the very bottom states '\*Not including tolls, parking fees, or extra charges. Please see our [terms](#)'.

DATE WHERE TIME WHAT PAY REVIEW

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

Pick-up Address \*

144 W 14th St |

Select an address from the drop-down

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?

Please fill in all the [\*] required fields

< Back Continue \$ 0.00\*

\*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 \*

Sender's name \*

Sara Sarmiento-Acosta ✕

*Must contain only letters*

Sender's phone number \*



# #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.

**PICK-UP**

Sender's name \*

John Doe

Sender's phone number \*

## The Solution

- Add a field for an optional phone number extension.

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

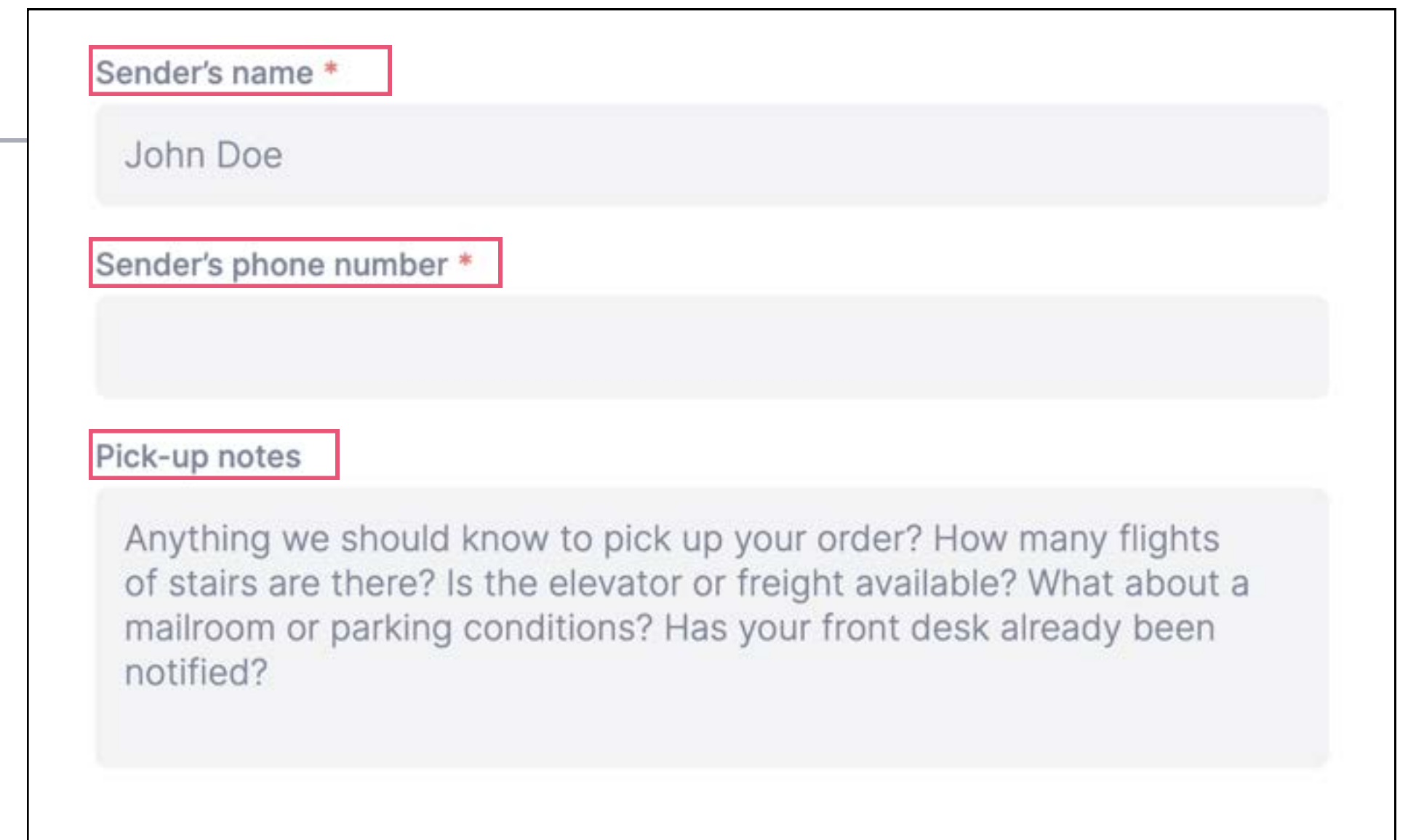
Field headings do not have enough contrast to meet accessibility standards.

## 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?

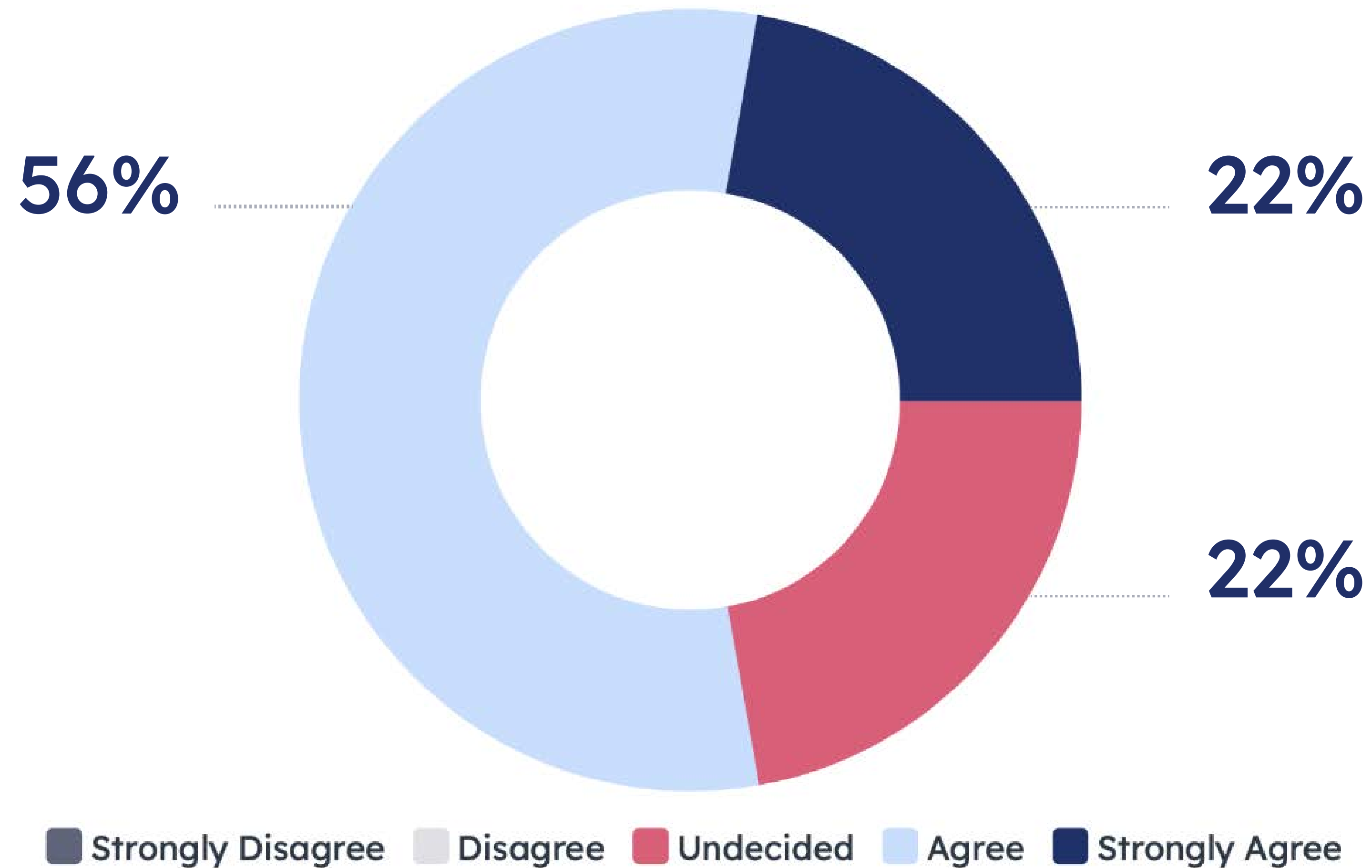


# Recommendations

- 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?

