

## **EVALUATION PLAN**

**Project:** ParkPoolr

**Team:** Eli Eijadi, Amanda Gunderson, Andy Hall, Lindsay Thron

**Date:** 11/21/19

### **MATERIALS:**

- Script (5 copies)
- Notetaking Sheets (10 copies)
- 2 Computer
- External Mouse
- Screen print-outs of each page
- Pens
- Notebook
- Charge cables: ALL
- Card sorting index cards: LINDSAY
- Phone to take photos: ALL
- Disinfectant wipes: AMANDA
- Dongle: ELI

### **HARDWARE SETUP:**

- Create guest account (optional)
- Set-up QuickTime Player for recording
- Test software & microphones, etc.
- Turn off notifications (do not disturb)
- Turn off Password auto-fills
- Turn off Credit Card auto-fills

### **TEST ENVIRONMENT SETUP:**

- Add reservable spots with better image

### **DURATION:**

20 minutes

[OPEN LINKS IN THREE TABS]

TAB 1: <https://www.parkpoolr.com/>

TAB 2: <https://parkpoolr-test.firebaseio.com/park>

TAB 2: <https://parkpoolr-test.firebaseio.com/host>

## **EVALUATION GOALS + INTENT:**

### GENERAL:

- Gain insight into user expectations at various stages of the primary tasks that pertain to finding or listing parking spots.
  - Does navigation and user flow make sense to user as driver?
  - Does navigation and user flow make sense to user as host?
- Identify user pain points that might be adversely affecting retention rates.
  - Perform card sort to gauge whether tasks are challenging or not.
- Investigate whether site hierarchy matches user expectations.
  - What do you notice first?

### DRIVER:

- Would a user add a vehicle outside of booking flow?

### HOST:

- See what user does when entering space title versus space description.

## **INTRO**

Hi, \_\_\_\_\_. Nice to meet you. My name is \_\_\_\_\_ and I'm going to be walking you through our session today.

We've asked you here today to use a website that's in development and we want to learn whether it works as intended. The session should take about 20 minutes.

During this session we're testing the site not you so you don't need to worry about making mistakes. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

As you use the site, I'm going to ask you to try to think out loud as much as possible; to say what you're looking at, what you're trying to do, and what you're thinking. It's great insight for us.

If you have any questions as we go along, just ask. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. And, if you need to take a break at any point, just let me know.

## **CONSENT**

With your permission, we're going to record this session with video, what happens on the screen and our conversation. The recording will be used to help the team improve the site, and it won't be seen by anyone except the people working on this project. There are also a few people from the team observing this session in another room.

Do I have your consent to make audio, screen recordings and recordings that include your face? "Thanks" OR "That's no problem."

[PROVIDE CONSENT FORM]

[START RECORDING AUDIO/VIDEO/SCREEN]

## 1.0 USER BACKGROUND OR CONTEXT QUESTIONS

Before we look at the site, I'd like to ask you just a few quick questions about yourself.

Do you go to sporting events or concerts? (For example: The State Fair, etc.) YES NO

How do you typically get to an event?

What has been your experience with share economy services such as AirBnB, VRBO?

## 2.0 CONTEXT SETTING (2:22)

Now I'd like to introduce you to ParkPoolr.

[OPEN TAB1] <https://www.parkpoolr.com/>

First, take a look at this page and tell me what you make of it. Look around and think out loud. You can scroll if you want to, but don't click on anything quite yet.

### 1.1 What strikes you? (3:15)

What does it look like you can you do here, what's it for?

The website we are evaluating today aims to simplify parking by allowing individuals to pre-book or host parking spots at ParkPoolr parking locations such as homes or businesses with empty lots in areas adjacent to event venues.

### 1.2 Knowing this, does anything change about your initial impressions of the site?

If you were a driver looking to book parking, what stands out to you?

Now, say you want to list a spot for others, what stands out to you?

Thank you for that.

### 3.0 DRIVER SCENARIO:

Now I'm going to have you imagine yourself in a specific scenario. Game day is coming up at Allianz Field & you're excited to see the match. The last time you drove your car to a game you had a hard time finding a parking spot. Recently a friend told you about Parkpoolr that helps event goers find parking. You've decided to give it a try.

How would you go about booking parking?

Because there aren't any events currently scheduled at Allianz Field, we're going to switch over to another page where we *can* make a reservation. I'll click over to it now.

[OPEN TAB 2] <https://parkpoolr-test.firebaseio.com/park>

Here's the information you'll need to get started.

[GIVE DRIVER INFO CARD]

**Task 3.1:** You're ready to book a parking spot for the upcoming game, but first you'll need to create an account. Pretend this is *your* personal info. How would you do that?

**Did creating your account go as you expected?**    Yes    No

**If not, what did you expect?**

[PROMPT TO SIGN UP]

[DIRECT USER TO BOOK PARKING]

**Task 3.2:** Perfect, next I'll need you to find a parking spot.  
Please remember to think out loud as you do so.

Since this is a prototype, the map functionality isn't complete yet. I'm going to have you switch over to the list view.

[ LIST VIEW]

[“THE BEST PARKING SPOT” OPTION]

After the spot is booked, ask for their feelings or understanding of the actions taken or next steps:

From 1 to 5, one being not confident to 5 being very confident. How would rate your confidence level of this booking?

**What do you see? Where would you go next? What are you feelings?**

**Is there other information that you’re expecting here?**

**Task 3.3:** Thanks, now I’d like you you add a vehicle so that the host knows what car to expect.

**How would you do that from here?**

Great, go ahead and click on that now. Here’s some info to use to fill out those fields.

[GIVE VEHICLE INFO CARD]

**Great, Do you have any reflections you’d like to share before submitting this form?**

Ok, please go ahead and add your vehicle..

**Task 3.4:** I’m going to have you follow the prompts to finalize your booking.

**What do you see here?**

**OK, and does what you’re seeing make sense to you?**

**What questions pop into your head as you look around?**

[GIVE CREDIT CARD INFO CARD]

Here's some credit card information for you to use. Please go ahead and enter this information and talk out loud as you do so. (9:57)

From 1 to 5, one being not confident to 5 being very confident. How would rate your confidence level at this point of the booking?

What do you expect at this point of your transaction?

**Would you use ParkPoolr again for the next event you need to find parking at?**

Thank you for that! Next, I'm going to present you with another scenario.

#### **4.0 HOST SCENARIO:**

For this scenario, imagine that your house is near Allianz Field. On game days, you've noticed that the street parking near your home is full during events. You just heard about ParkPoolr and you're interested in generating some extra cash by listing the space in your driveway as a place for people to park during events.

You're already a little bit familiar with ParkPoolr's interface, now we'd like you to list a parking spot.

[OPEN TAB 3] <https://parkpoolr-test.firebaseio.com/host> (12:05)

**Task 4.1:** What would you do next as someone who is going to list a parking spot? (12:30)

*At intermediate page, ask participant to provide feedback on what they see.*

[GIVE HOST INFO CARD]

Here's some information for you to use. Please talk me through as you list your parking spot.

From 1 to 5, one being not confident to 5 being very confident. How would rate your confidence level at this point of the booking?

## 5.0 CARD SORTING

### Final Task:

I have one more task before we complete our session. With the cards in front of you, please arrange the tasks from easiest to most difficult. If there's a task or aspect of a task that you'd like to add there are blank cards as well.

[Present cards. Have blank cards as well.]

### Tasks:

- Creating an Account
- Finding a Parking Spot
- Reserving Parking Spot
- Listing a Parking Spot
- Adding a Vehicle

(FOR REMOTE: 1=difficult, 5=easy)

[TAKE PHOTO OF CARDS]

[CHECK IN WITH TEAM]

## FINAL THOUGHTS / QUESTIONS

Do you have any final reflections regarding your experience with ParkPoolr that you'd like to share with the team?

[STOP RECORDING AUDIO/VIDEO/SCREEN]

## WRAP-UP

[LOG USER OUT]

**DRIVER INFO CARD:**

Email: prime1@gmail.com

Password: abc12345

First Name: Jamie

Last Name: Doe

Event Venue: Allianz Field

Event: August 17, 2019 - Orlando City @ Minnesota United

Make: Honda

Model: Accord

Color: Black

Year: 2019

License Plate: 123-ABC

Credit Card #: 4242 4242 4242 4242

Expiration date: 12/20

Zip Code: 11111

CVV: 524

## Note Taking Guide

Participant:

Date:

Moderator:

Notetaker:

Tech:

\*\*\*Reminder to take at least 1 photo during session of moderator.

	<b>Quotes, Time Stamps, Body Language, Task Completion:</b> 1 - With ease 2 - With help / questions 3 - Moderate difficulty 4 - Uncompleted
<b>1.0 - User Background/Context Questions</b>	
<b>2.0 - Home Page Feedback</b>	
<b>3.0 - Driver Scenario</b>	

<b>3.1 - Account Setup</b>	<b>1      2      3      4</b>
<b>3.2 - Reserve a Spot</b>	<b>1      2      3      4</b>
<b>3.3 - Add a Vehicle</b>	<b>1      2      3      4</b>
<b>3.4 Book a Spot / CC info</b>	<b>1      2      3      4</b>

<b>4.0 - Host Scenario</b>	<b>1      2      3      4</b>
<b>4.1 - Add a spot</b>	<b>1      2      3      4</b>