



FareShare Usability Test Report

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Introduction

FareShare provides a mobile platform for drivers and riders to connect for carpooling. Unlike other ridesharing apps, FareShare is unique in that it matches users based on mutual interests and personalities. It hopes to promote regularly scheduled carpooling in an effort to reduce the amount of traffic, and make the experience of carpooling more pleasurable.

A usability test is intended to evaluate the effectiveness and overall experience of the driver and rider flow. Users are asked to complete a task based on a specific scenario, depending on whether they are asked to be a driver or a rider. This process allows the UX Design team to identify and solve user problems that were not accounted for, and constantly iterate and improve upon the prototype.

All three members of the UX team conducted a total of 8 usability tests using either a medium-fidelity or high-fidelity prototype of the FareShare mobile app. Each session captured the user's navigational choices, pleasure and pain points, and overall feedback.

Executive Summary

The FareShare UX team conducted a total of eight usability tests at the General Assembly campus in Santa Monica from October 12-18, 2018. Users included GA students and campus staff members, ranging in age from mid-20's through mid-40's. Each user has participated in some kind of a rideshare app or program or carpool in some capacity, and all users commute on a regular basis in Los Angeles.

Each test lasted between 15 and 25 minutes, and included a specific task (see *Methodology* below) and follow up questions. Each test was conducted through the InVision prototyping tool, either on a laptop computer or a mobile phone. Users were asked to narrate their thought process throughout the test, and all eight users were able to complete the task in a timely manner. Feedback was generally positive, though some users pointed out specific issues with the app (listed below).

The test identified some minor problems, including:

- Some users felt confused by the wording of some prompts or copy text during various phases of the flow
- There were too many buttons and notifications during the day-of-carpool flow
- Users who wanted to skip the compatibility questions did not see the skip button
- The wording of some buttons, especially during the day-of ride, was unclear to users
- The home page button was lacking a clear call to action
- Certain information was only accessible in pop up notifications, not on the app homepage

The following document provides a summary of the usability test findings, including test methodology, test notes, and recommendations for improvements.

Methodology

Sessions

Each session focused on a specific flow, from either the driver's or passenger's perspective. The initial onboarding process and compatibility questions were, however, the same for both types of users. The user was given one of the following scenarios to complete the task:

Rider Flow:

You need to find someone to carpool with who can drive you to work on Monday between 7:00-7:15 AM. Specifically, you want to be paired with someone who:

- *Doesn't smoke*
- *Doesn't have pets in their car*
- *Likes R&B and jazz*

Using the FareShare app, schedule a carpool for Monday that fits the criteria above.

Driver Flow:

You need to find someone to carpool with who can ride with you to work on Monday between 7:00-7:15 AM. Specifically, you want to be paired with someone who:

- *Doesn't smoke*
- *Doesn't have pets in their car*
- *Likes R&B and jazz*

Using the FareShare app, schedule a carpool for Monday that fits the criteria above.

The user was asked to "think out loud" throughout the process in order to give the test administrator the opportunity to understand their thought process as they went through the task. After the user had completed the task, they were asked questions about their overall experience using the app.

Below is a summary of the usability test notes for each session:

Rider Flow

Name: Megan	Commutes to and from school 5x/week
Notes <ul style="list-style-type: none">- Opted to sign up with Facebook- Didn't feel comfortable taking a photo- Didn't see the skip button in the preferences pages for onboarding	Recommended changes <ul style="list-style-type: none">- Make skip button more prominent- Take out sports preferences in onboarding- Make "I'm Here" button frozen (stays

<ul style="list-style-type: none"> - Wasn't sure why onboarding was asking her about what sports she liked - Did not know what to do when she got to the homepage; assumed it was a profile page - Likes that she is able to choose carpool match based on commonalities - Didn't see the "I'm Here" button in on route page 	<ul style="list-style-type: none"> - in same spot regardless of scrolling) - Add call-to-action buttons in homepage
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Quotes
 "I prefer to sign up with Facebook if I can because I'm lazy! I don't want to have to go in and put my email and all my info."
 "As a girl, I wouldn't want to put my face in a rideshare app."

<p>Name: Andres</p>	<p>Commutes to and from work 5x/week; Rideshare driver</p>
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<p>Notes</p> <ul style="list-style-type: none"> - Hates having to set up a bio - Initially understood "add additional routes" button as a way to add additional directions for getting to the same location - For destination, would like to have different options (e.g., local coffee shop he frequents) - Found homepage confusing (thought it was a way of setting up profile) - Didn't know what "pending" referred to - Wouldn't have done anything on app once he found out that driver was on the way - Wanted option to leave a note for driver once carpool was done 	<p>Recommended changes</p> <ul style="list-style-type: none"> - For preferences section in onboarding, have clear copy text explaining the advantage of being matched - Add call-to-action buttons in homepage - Change "pending" to "pending confirmation"
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Quotes
 "I hate having to set up my bio. I just like to plug and play. I don't want to have to write anything. Too much work!"
 "[The personalization] actually helps with pairing!"

Name: Brian	Commutes to and from work 5x/week; Rideshare rider
Notes <ul style="list-style-type: none"> - Liked that pick-up time allowed for a range - Choosing a non-smoking carpool match was important to him - Skip button was not visible 	Recommended changes <ul style="list-style-type: none"> - Move skip button to be below the main call-to-action button (as opposed to top right corner)
Quotes "It's early morning. I don't wanna have to chat with anyone."	

Name: Shadie	Commutes to and from work 5x/week; Rideshare rider
Notes <ul style="list-style-type: none"> - The preference icon is not clear - Like the chattiness feature, sometimes I like to talk, and sometimes I don't - Want to know if the car is clean or not - Like the music section but what about podcasts - Will there be other people in the car, how do I know if I'm the only person riding - Notification is confusing, she expects the notification to disappear and not be a call to action. 	Recommended changes <ul style="list-style-type: none"> - Eliminate "I'm Here" button - Add car information to the search result screen
Quotes: "If I'm running late, how do change my schedule for carpool"	

Name: Perry	Commutes to and from work 5x/week; Rideshare rider
Notes <ul style="list-style-type: none"> - Likes the onboarding process; it seems natural to him - Had questions on why he is being asked about his phone number in the very beginning - Questions about buttons (would it change if someone pressed on it?) 	Recommended changes <ul style="list-style-type: none"> - Addition of star rating system in the driver search result pages

Quotes: “The app feels natural and easy to use.”

Driver Flow

Name: Saif	Has carpooled to and from work in past; Rideshare rider
Notes <ul style="list-style-type: none">- Prefers Facebook login- Not sure what to do on the Your Rides dashboard- Felt that everything was expected; the process was quick and made sense	Recommended changes <ul style="list-style-type: none">- Add a call-to-action on the Your Rides dashboard- Check-box should be checked on “I agree to terms”- Feedback page: change “driver’s name” to “passenger”
Quotes “It doesn’t feel tedious. It’s not overly cumbersome.”	

Name: Christine	Commutes to and from work 5x/week; Rideshare rider
Notes <ul style="list-style-type: none">- Appreciates using email to sign in because she doesn’t trust social APIs- Liked “preferred pronouns”- Did not like having to take a photo so early on; it felt too soon, like she didn’t know what she was in for yet- The word “chatty” sounds judgmental- Music page is really pleasing, implies popularity of genres- Daily route and daily schedule was confusing<ul style="list-style-type: none">- Need to differentiate “route” from “schedule” more- Not initially clear that it is a 2-step process- The words “pick-up” time are specific to the rider, but not the driver (same on dashboard)- She did not understand that when she receives a “rider request” notification that she needs to accept or decline it	Recommended changes <ul style="list-style-type: none">- Make the photo after personality questions- Make the tone of the Daily Schedule/Route more conversational<ul style="list-style-type: none">- “What time are you leaving your house” vs. “Pick-up time”- Add Bank <i>Account</i> Information- Clarify the copy of the spots listed in notes- Include a notification saying that the rider has received the I’m Here message

<ul style="list-style-type: none"> - On ride profile page, the words “Pay \$5” are confusing <ul style="list-style-type: none"> - Does the driver pay \$5? - Does she earn \$5? - When it says “carpool at 7:05” does that mean leave the house or pick up rider at 7:05? - During ride, call/message buttons are missing <ul style="list-style-type: none"> - Does I’m Here button prompt to the rider? 	
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Quotes
“It’s complex. It can be friendlier by making it more conversational.” (referring to the daily route/schedule)

Name: Sheila	Commuter to and from work 5x/week; Rideshare rider
Notes <ul style="list-style-type: none"> - Liked being able to use a photo from library - Liked having the days of the week buttons when choosing schedule - Was unsure about why she needed to add bank account information - What does “15 rides” mean? <ul style="list-style-type: none"> - Taken? Given? - Not sure about “Begin ride” <ul style="list-style-type: none"> - Ride vs. carpool? - During the ride: a lot of buttons to have to push over and over 	Recommended changes <ul style="list-style-type: none"> - Provide an explanation as to why she needs to provide bank account information - Less buttons to have to push during the ride itself

Quotes: “The overall experience is good. It’s easy to use, and make sense.”

Results and Recommendations

Result	Recommendations
Users are reluctant to take photo during the onboarding process	<ul style="list-style-type: none"> ● Include the option to skip ● Provide explanation of why the photo is helpful ● Put it later in the flow, after the compatibility questions
The tone of the copy text feels formal and is sometimes confusing	<ul style="list-style-type: none"> ● We changed the wording to a conversational tone ● We included icons to make it feel less like a form ● We modified words that were specific to one flow to feel more neutral <ul style="list-style-type: none"> ○ (“What is your pick-up time?” to “When do you leave your house?”)
After onboarding, users were unsure of what to do next	<ul style="list-style-type: none"> ● We included two calls to action: <ul style="list-style-type: none"> ○ Find a Ride ○ Drive & Earn
Most users appreciated the compatibility questions	<ul style="list-style-type: none"> ● Many commented on the smoking/non-smoking as being most important ● The music genres is appealing because presents a lot of options in an easy to digest manner ● “Preferred Pronouns” feature is appreciated by several users
Users felt hampered by too many notifications and buttons during the ride	<ul style="list-style-type: none"> ● We reduced the number of buttons to be pushed during the ride ● We minimized the number of notifications the user gets ● We designed the ETA to be updated by the live map rather than a series of notifications ● We revised the wording of the buttons to be as clear as possible

Next Steps

The following is a list of features that were not included in the prototype, but could be included in future iterations.

- Design a more robust gamification system to offer incentives and keep drivers and riders invested in the app. This might help retain users in the long term. These should apply to both drivers and riders.
 - Badges
 - Milestones
 - Earn rewards
 - Internal rewards (“earn a free ride”)
 - External rewards (Amazon gift card)
- Based upon the mutual music preferences, incorporate a Spotify playlist that can be accessed through the app during the drive.
- Use social media platforms, such as Facebook and LinkedIn, to help users find common connections between people (“people you may know”). A theme we discovered in our research is that people will feel more comfortable being paired with a person if they have a pre-existing mutual connection.
- Incorporate a scalable compatibility range (“You have a 95% match”).
- Build a “Share This App” feature to allow users to pass the app on to other users.
- A time flexibility slider may allow people to easily show how flexible their pick-up and drop-off times are.
- A short (optional) general onboarding sequence to help users learn about the primary features of the app when they sign on for the first time

In addition to the features listed above, we can make the following recommendations based on our research findings:

- Additional usability testing will only help provide insight into how the app can be further improved.
- Partner with schools and businesses that already rely on rideshare apps to help people commute to and from their campus/building locations.
- A hybrid app will allow for a faster and more seamless transition from Android to iOS platforms.