

Meeting notes

Participant 1: observation was recorded and transcribed for analysis. Key takeaways from the observation were written and reported in Assignment 1. Written notes were not taken during the observation process to ensure that the participant felt comfortable completing the tasks.

Participant 1 was recruited via a personal network connection, and the observation took place in person at the participant's usual location. The observation lasted 30 minutes, and Participant 1 was asked follow-up questions about their experience of using the car rental websites and comments about the process.

Participant 2: Age between 18 - 25, power user for tested rent-a-vehicle website Hertz

Enterprise website - Task 1 - Rent a car	Emotion	Comments
→ Frustrated about leisure and business coupons even though websites gives		→ Had to choose location twice Would like to move straight to car page)
→ Based on experience, change would cause discomfort, however due to the good rates offered by the company		Step 1 - Edit (Itinerary) → Text his sandy on point in car details, cars arranged in increasing size
→ Happy with the fact that the website process stayed the same from the first site		→ Car recos based on previous travels approx. price displayed alongside daily rates
→ Sad with the fact that customer service often		→ Continue buttons @ top & bottom in tab 3

- Tab under which policies are present feels ui interactive & useless
- Physical customer office requests call C's sometimes of info
- App skips tab of adding location, webpage down if
- Important info displayed & changeable on website not so on app
- App process extremely linear, can't jump to first step
- Qualification & Requirements

Emotion	Comments
→ Angry with the fact that situation in volvo released car which resulted in long call with call customer service	→ Important information displayed & top across all steps & can be changed @ any time
	→ All policies about car insurance and rental policies are placed in tabs to choose insurance & attachments
	→ They are still available on site in the Support section

Task 2 - Large vehicles (Enterprise)
Like semi-truck & pick-up

Emotion	Comments
→ Irritated cuz even though it showed that vehicles were available	→ Heavy vehicles rentals not immediately visible (Navbar)
→ Happy with the fact that it takes you to step 2 directly	→ Rent → Rent a box van or truck)
→ Annoyed with fact that vehicle didn't show as per size, even when selected	→ Compared to other sites like Enterprise, it seems pretty weak
	→ Wants a filter immediately visible for sorting by price

Participant 3:

The observation took place in the participant's bedroom around 1 p.m. and lasted approximately 15 minutes. The participant, a male in his early 20s, is currently an undergraduate student. In the past, he has rented cars for travel and relocation purposes. Using his desktop, he initiated his search with Google, then navigated through various car rental sites, evaluating different pickup and return locations. He entered essential details such as the pickup and return dates and his age and then compared the available vehicle classes by prices and his needs. During the whole process, the participant spent a significant amount of time comparing prices and weighing the convenience of the pickup and drop-off locations. He expressed dissatisfaction upon encountering unexpected additional fees at the final checkout page, which were not disclosed earlier in the booking process.

Participant 4:

- will do this at 7pm-9pm - in bed room - searched up google - stake holder ↳ tourist ↳ people who are moving ↳ people who have a license but no car - typed "rental car in la" ↳ looked through searched selection ↳ then pressed enter - then searched 'best car rentals in la' - doesn't know rental sites - looked at reddit to see which is the best	- looking though sorting trough capacity. - filling out the filter. - confused on the price - looked at the second result - went back to <u>turo</u> to check the price - cliched on view deals on kayak took her to economy bookings -went back and forth with <u>turo</u> with the price - looked at pick up instructions in economy bookings. ↳ looked at location, hours. ↳ looking through the car details - added road side assistance feature for additional money - clicked continue to book - checked the price, details to make sure everything is correct.	- Checked sort button and applied low to high cost. - Checked at more sort by features. - confused on the distance included feature. - thinks it looks like airbnb but for cars. ↳ makes it easier to see where to rent and how much. ↳ likes the look of the U I - clicked on the first car result - figured out it is people renting at their own cars.
- read through/ searched to see what was mentioned. - <u>alot</u> are saying <u>turo</u> - looked up <u>turo</u> since multiple people mentioned it. -clicked the first result for <u>turo</u> on google - scrolling though the sites to see what thy are offering -went back to reddit to check other sites. - sticking with <u>turo</u> since <u>alot</u> of people are mentioning it. - went to <u>turo</u> and clicked where, date. → clicked search Button	- entered drivers detail ↳ name, email, code ↳ agreed with agreements ↳ didn't agree to sign up emails, didn't want the spam. - then clicked continue to book -then entered credit card payment * doesn't care it took her to a different site ↳ cause it warned her that she was going to a different site. - Knows <u>uhaul</u> - went to google to search <u>uhaul</u> - went to <u>uhaul</u> moving truck rental. - entered pick up location and Drop off location and date then looked at the sizes of the truck	↳ not sure so looked it up on google. ↳ found out it was. -checked rating, trips how many the car has made - Saw that the car is on sale - clicked on pickup & return location to see where - looked at distance - looked at description - doesn't like the gas is premium - thinks she can get better

Participant 5:

Participant is a 21yr old student and falls under the category of having a driving license but no car. CI happened at the participant's location. The time was 9:15am at the start of CI. Physical environment included the user sitting on a sofa in the living room in a quiet ~~an~~ environment. There were no other people except for the participant and me. Hence no interruptions during the study.

Intent: Rent a car in LV

Task 1: You have gone to LV & wanted to rent a car to visit diff locations. How will you rent?

- ^{opens google} user mostly takes flight for LV as it is far & books it at least a month before
- User searches for nearest car rentals at LV airport
- Clicks on the expedia page
- Enters details like pick up ^{& time} date, drop off ^{& time} date, loc

& searches

- Goes through the list of cars & selects a SUV
- Checks the description of the car & selects it
- On the next page, the user enters his personal details, adds rental car protection
- He then enters card details to book the car.

Task 2: You got a co-op for 6 months & moved to SF
How do you plan to move the luggage?

- The user searches for 'packers & movers info' in google.

Intent: Move luggage to SF

- Enters zipcode

- Gives details like

- What kind of move do you need (out of state)
- Where are you moving to? (San Francisco)
- What is the size of your move (1 bedrm)
- Do you need items moved up or down floors at your current loc? If so, how many floors (None)
- Do you need any special items moved? (large appliances)
- Do you need any assistance preparing for your move? (e.g. furniture disassembly, packing items into boxes, etc.) [Not sure]
- Are there any other details would you like to share?
- When do you require this service? [I'm flexible]
- In what loc do you need the service? [14623]
- Enters mail & phone number.
- Receives a mail that request has been sent

Task 3: In a few days there is fall break, as you have only a driving license, how do you plan to rent a car here if you want to go out?

Intent: Rent a car here in ROC

- Open google
- Search enterprise
- Enter zip code
- Enter pick up time, date & return time date, age
 - Goes through all the available loc & selects a nearby loc
- Goes through list of cars available & selects an SUV
- Enters the contact details & reserves the car

* Feels that renting a ^{vehicle} car online is better as he can reserve the vehicle before instead of going to the location and selecting a car. This saves a lot of time & the user can book the vehicle in his free time.

- * Sometimes the user faced a problem that when he books the car online, that won't be available after going to the location
- * If the car rental prices are high in Rochester, the user would go to Buffalo to rent the vehicle.