Evaluation - Usability Testing with Morae

Assignment #3

IST 649, HUMAN COMPUTER INTERACTION
Assignment #3: Evaluation - Usability Testing with Morae

1) Website Overview:

Website URL: http://www.makemytrip.com/

Snapshot:

Description:

a) MakeMyTrip Inc. is an online travel company.

b) The company provides online travel services including flight tickets, domestic and international holiday packages, hotel reservations, rail and bus tickets.

c) There are many secondary features also like route planner, booking cancellation, check flight status features which are provided by ‘Make My Trip’.

d) MakeMyTrip was launched in the US market in 2000 to cater to the overseas Indian community for their US-to-India travel needs.

2. Evaluation Purpose & Use Case Scenarios:

a) Make my trip is a huge website with en-number of products and services. The purpose of my evaluation was to analyze if the website fulfills the following HCI concerns:

- If the system is easy to use
• If the system is easy to remember on how to use
• If the system is aesthetically pleasing and engaging
• If the system supports individual’s task
• If the system is trustworthy and satisfying

b.1) First Use Case: The first use case is to find the a trip to Singapore which is more than $1000 or Rs.60,000.

b.2) Second Use Case: The second use case is to book the tickets for the same trip in the month of June

3. Recruitment:
I classified my user into gender, age bracket, and nationality. I chose to classify my users in order to analyze the website depending on the type of user and thus perform in depth analysis.

1) User 1: My second user is a girl named ‘Neha Deshpande’ who is in the age bracket of (20-25) years and is an Indian by nationality

2) User 2: My third user is a girl named ‘Neha Patkar’ who is in the age bracket of (25-30) years and is an Indian by nationality

3) User 3: My first user is a guy named ‘Theo’ who is in the age bracket of (25-30) years and is an American by nationality

4. Data Collection
I selected the users and asked their consent if they were ready to do the analysis. After asking their consent I met them as per their availability and asked them to perform the task which was then recorded by using Morae Recorder. The data was collected in the form of video. I then analyzed the video using Morae Manager.

I first picked up a website which was

5. Analysis
I analyzed the system by scrutinizing the task performed by three user

Task 1: The first use case is to find the a trip to Singapore which is more than $1000 or Rs.60,000.

User 1: The user 1 took 2 minutes and 1 second to complete the task one. The user took more time to complete the task 1 as compared to the other user because the system failed to respond to the users query for about 40 seconds. Also the following observations were made:

• The user selected a wrong function i.e. ‘Flights’ instead of ‘Holidays’. It was only after I prompted that the user realized about the error.
• The user selected the ‘International’ option and then typed ‘Singapore’. The additional feature provided by the system was observed by the user
• Also the user was given an option by the system to select the departure city
• The User was quite excited to perform the task

User 2: The user 2 took 1 minute 52 seconds to complete the task one. Following observations were made:

• The user dint select the ‘International’ option. Rather the user selected ‘Singapore’ option from the domestic tab.
• The user selected wrong city
• Unlike user 1 here the system dint ask user 2 to select departure city. There was an inconsistency
• The user selected wrong package i.e. the user selected $600 package whereas the task was to select package of ‘$1000’ and above
• I had to prompt the user that there was an error in the selection of the package
• Since the user knew about the software and its purpose she was quite comfortable doing the analysis

User 3: The User 3 took 1 minute 14 seconds to complete the task 1. Following observations were made:

• Like user 2, user 3 also dint use ‘International’ tab.
• The user selected the budget tab which helped him to narrow down the search for a budget above $1000

Task 2: The second use case is to book the tickets for the same trip in the month of June

User 1: The user 1 took 34 seconds to complete the task. Following observations were made:

• There were no errors made by the user
• The user dint select the booking option which was present on the main page. (Source: http://www.makemytrip.com/holidays/international/search?depCity=&isDestHoliday=true&selectedTabName=&dest=Singapore&intid=searchwidget_landing_Singapore_noteme). Rather she went one more page down and then booked the dates

User 2: The user 2 took 50 seconds to complete the task. Following observations were made:

• The user selected wrong option/tab for booking the dates

User 3: The user 2 took 35 seconds to complete the task. Following observations were made:

• The user couldn’t find the tab/option to book the tickets. The user needed help to find one.
6. Results/Findings

Following are the results:

Snapshot of the Videos:

User 1:

![User 1 video snapshot]

User 2:

![User 2 video snapshot]
1) **Average Count of Markers by Task**

During the analysis I marked following instances

a) Error made by the user

b) Users needed help

c) Users were prompted by the user

d) Unique observation

As observed from the graph the average count of Markers are higher for the task one because users faced more issues in finding the right section and completing the task as compared to task. Further information on the errors or difficulties faced is given in the second section.
2) Error Rate:

As seen from the graph the error rate for the ‘task 1’ is more as compared to ‘Task 2’. Following could be the reason:

1) Within the holiday section the link ‘International’ wasn’t prominent to the user. Hence they missed out on clicking the link. Also there are moving videos on the page which distracts the user’s attention and diverts them from their assigned or desired task

2) When the user goes one level down (http://www.makemytrip.com/holidays/international/search?depCity=&isDestHoliday=true&selectedTabName=&dest=Singapore&intid=searchwidget_landing_Singapore_notheme ) the system provides many functionalities like ‘Budget’, ‘Duration’, Rating’. But since these inks are not prominent users fails to recognize them and they have to manually look at all the options available

3) Also near every deal there is an icon

![specific date in mind?](image)

This icon helps the user to select the date. Like reason 2, since the links are not prominent it is mostly overlooked by the user. Though the website is designed considering user’s ease, all its functionalities are not properly used because they are not prominent
3) System Usability Scale

This was accessed in the usability survey. The system usability scale is not 100% because of following reasons:

- The links are not prominent
- The animation or moving videos diverts user attention
- The system is not consistent
- The users took time to figure out where the links were
7. Recommendations

The website is very well structured. Though it is easy to use once learnt it loses its points in usefulness as it doesn’t not support the task of first time users. This could be improved by making the links more prominent and making the website aesthetically pleasing. The other recommendations are as follow:

- The tasks failed in the ‘Lexical’ part. It is essential that the links are present in different color so that it catches user’s attention.
- Instead of moving video, a link should be present which will play only if a user wants it.

8. Reflection of this Exercise

This exercise helped me expand my knowledge on userability. It helped me in understanding how important it is to segment the target audience and to make a website which fulfills the needs of the targeted audience. It also helped to understand it is not only important to have number of functionalities to ease the task of a user but it is also essential to place and design them so that they are catch the attention of user. This assignment also made me learn that the best userability testing can be done by breaking the website into various tasks and then analyzing it. This will give a better picture about how user friendly the website is and help one improve the design.