

Evaluating the usability of a car rental website by conducting a usability study

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1. Conclusion

The project was a success for many reasons. The first reason why it was a success is because all of the objectives and the overarching aim were achieved. Another reason why the project was successful is because it met all of the requirements for the website. The results of the usability study show that the participants had a positive experience with the website, and they thought that the website had good usability.

2. Introduction

The project being conducted is about assessing the usability of a car rental website by carrying out a usability study. Usability is extremely important when developing a website. A literature review will be conducted to help gather requirements and ideas for the car rental website being developed. A survey will then be conducted to gather requirements for the car rental website. The website will then be implemented. Once the website has been implemented, a usability study and a questionnaire will be carried out on ten participants to evaluate the usability of the website and to find out how good the users' experience was with the website.

3. Aim and Objectives

Aim:

To develop a fully functional car rental website and to carry out a usability study to see if the website has good usability

Objectives:

1. Carry out a survey to gather requirements for the website
2. Develop a car rental website
3. Carry out a usability study to test the usability of the website

4. Literature Review

A literature review was carried out to help gather ideas and requirements for the car rental website being developed.

Existing car rental websites were looked at to see what features they have that could be included on the website being developed.

A summary table was developed to see which features were found on which websites. This helped to see which features needed to be implemented on the website being developed.

Website Name	Website Features				
	Navigation Menu	Login Page	Clickable Social Media Icons	Contact Page	Live Chat
Enterprise.co.uk	YES	YES	YES	YES	YES
Europcar.co.uk	YES	YES	NO	YES	YES
Thrifty.co.uk	YES	YES	YES	YES	NO
Daysrental.co.uk	YES	NO	YES	YES	YES
Swanseaminibus.co.uk	YES	YES	YES	YES	NO
Hertz.co.uk	YES	YES	YES	YES	YES
Qualityvehiclehire.co.uk	YES	NO	YES	YES	NO

Research papers were then looked at to see if they contained any information that could help with the development of the website.

5. Research & Development Methodologies

The research methodology that was chosen was a survey. This is because it was able to be sent to multiple people at the same time which helped to gather the requirements for the website quickly and easily. The development methodology that was chosen was the waterfall methodology as it has five stages. These are requirements, design, implementation, testing, and deployment. These stages fit well with the development of the project which is why it was chosen

Software:

Notepad++
phpMyAdmin
XAMPP

Hardware:

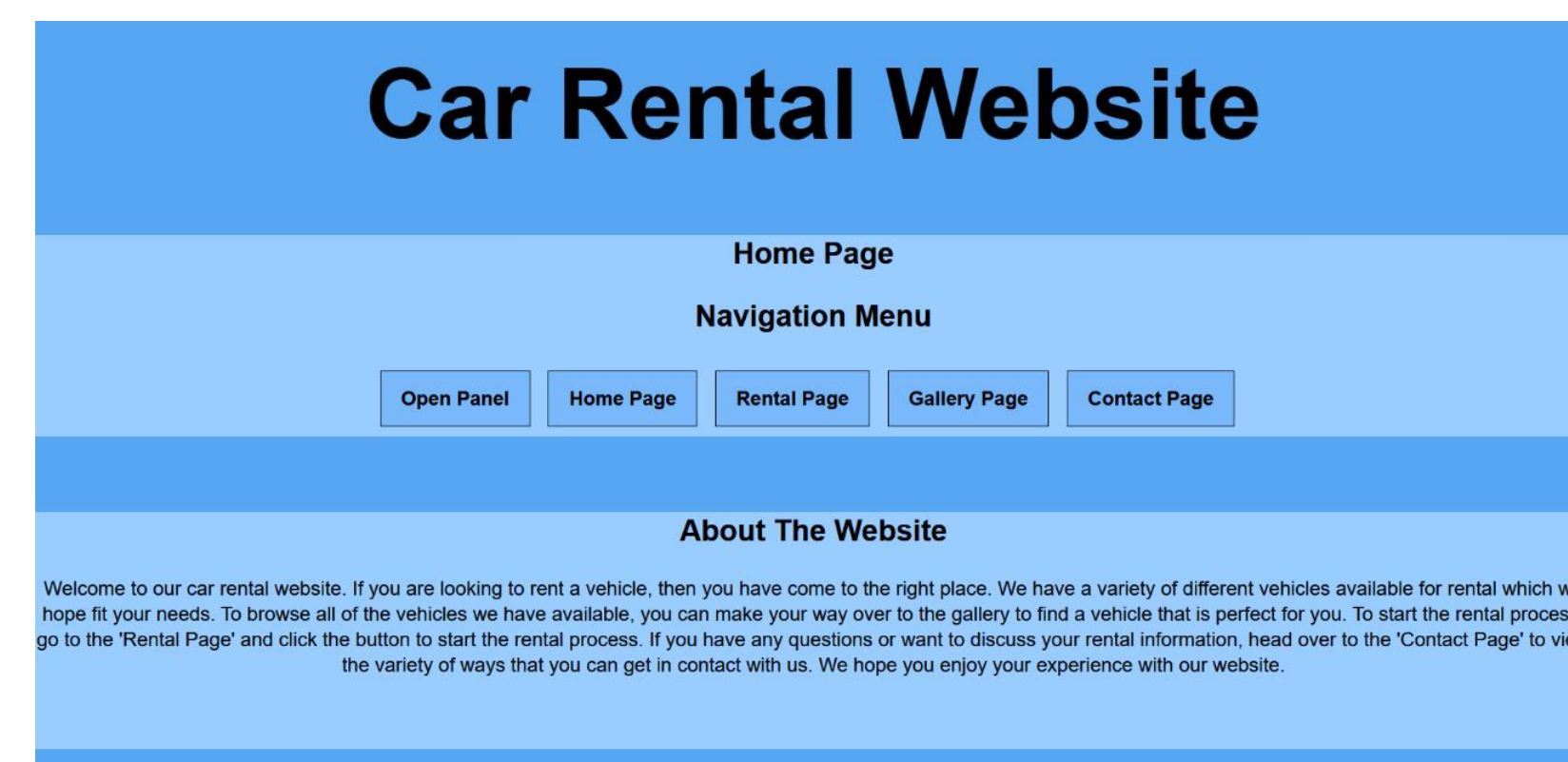
Computer

Programming Languages:

HTML
PHP

6. Design & Implementation

A survey was created to gather the requirements for the car rental website. There were 47 responses to the survey. These responses were analysed to gather a list of requirements for the website. The website and database were then designed based on the requirements that were gathered. Once the design phase had finished, the implementation phase started. The website and database were both implemented based on the designs and requirements that were previously gathered. This is the Home Page from the car rental website after it was implemented.



8. References

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5. Rolf Molich, Tomer Sharon et al, "Rent a Car in Just 0, 60, 240 or 1,217 Seconds? - Comparative Usability Measurement, CUE-8," JOURNAL OF USABILITY STUDIES, vol. 6, no. 1, pp. 8-24, November 2010.

7. Usability Study

After the website had been implemented, a usability study was conducted. Ten participants would be given four tasks to complete and they would be timed to see how long the tasks take them. They would be asked for a comment after completing the task. Below is one participants usability study.

Participant: 1 Gender: Male Age: 44		
Tasks	Time To Complete	Comment
Task 1: Rent a Ford Focus with the fuel type 'Diesel'.	2 minutes 31 seconds	Straight forward process. No issues.
Task 2: Rent an Audi TT which was manufactured in 2017.	2 minutes 10 seconds	Good layout so it is easy to follow the rental process. No issues.
Task 3: In the 'Gallery' page, find the Nissan Qashqai with the Details ID '25'.	40 seconds	Cars are in order of Details ID, so it was easy to find. No issues.
Task 4: Find the Email address for the car rental website.	15 seconds	Contact page is easy to get to, so it was easy to find. No issues.

After completing the usability study, the participants filled in a questionnaire containing ten questions about their experience with the website. This would help to find out if the website had good usability. The results of the usability study and questionnaire show that younger people completed the tasks quicker than older people. All of the participants were able to carry out their tasks. The results also show that the website met all of the requirements. The results from the usability study and questionnaire were expected as the website had good usability and the users had a good user experience with the website.