

# Usability Testing Report

*KelleyBlueBook.com*

<http://www.kbb.com>

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## Executive Summary

A usability test was conducted for the Kelley Blue Book website, in order to determine user experience issues and provide a prioritized series of recommendations for resolving those issues.

Some of the most critical user experience issues identified through this testing included:

- Placement concerns for the car loans link.
- Difficulty in proceed through the site, slowing down user performance.
- Usability issues with the Price range slider tool in the Cars for Sale page; most users experienced difficulty using the adjustment tool.
- Location of necessary button on the Cars for Sale page (within the search function) users couldn't locate the button initially.
- Labeling caused confusion in searching for News; most users were perplexed by the terminology and placement.
- Obtuse button and link labeling; this led to doubt in whether users assumptions about how to continue through the site were valid.
- Provide additional section for non-automotive options of alternative vehicles and/or information about such vehicles available within the site.
- Search is irregularly placed on the site, cluttered with text inside; this confuses users as to its location and actual functionality.
- Difficulty scanning certain toggles and submenu options; color contrast created visual uncertainty for some users.

This report provides recommended solutions to these high-priority issues. Additional high-priority issues and a variety of lower-priority user experience concerns are also identified, with recommended courses of action indicated.

## Description of Test

Dates of testing:	01/22/2017 – 02/03/2017
Testing location:	Home office in Dexter, User's home's in Brighton, Coffee shop in Brighton
Number of users tested:	6
Length of each test:	One hour; some users went under an hour
Platforms tested on:	3 users were tested on Mac OS X, 3 users were tested on Windows 10
Browsers tested on:	All Mac users were tested on Google Chrome; Windows users tested on Google Chrome

## Priority Levels

The issues identified through usability testing are grouped into three levels of priority:

*High priority:* These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

*Medium priority:* Issues at this priority level are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues. If resources are available to address these issues, they should be addressed.

*Low priority:* Low priority issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

## Recommended Changes

### Labeling

#### *High Priority:*

- **Re-label the Awards & Top 10s global navigation to better identify the links within.** Five of six users tested experienced confusion and extended time searching when looking for articles on the site. Further recommendations are to:
  - **Separate ‘News’ links from the Awards & Top 10s Global Navigation.**
  - **Add ‘News’ menu button to the global navigation bar.** Misinterpretations of the category label made users unclear as to what navigation heading contained ‘news’ and greatly increased the time spent searching.

#### *Low Priority:*

- **Redesign the Motorcycle Values interface.** Every user experienced difficulty searching for recreational vehicles. Further recommendations are to:
  - **Separate ‘Personal Watercraft’ and ‘Snomobiles’ from ‘Motorcycle Values’.**
  - **Add ‘Recreational Vehicles’ section easily accessible to users.**
  - **Provide pictures of recreational vehicles listed on the site.** All users expected to see images of the products featured on the site. Without images to confirm users expectations, frustration was common.

## Location

### *High Priority:*

- **Move the global search function to the right of the global navigation.** All users expected search to be found to the right of the global navigation, instead of its current placement; centered just above the footer. Further recommendations are to:
  - **Remove 'Find car values or features' from search box.** The text caused users to not identify it as a global search function, but specific to the search terms specified inside the box.
- **Relocate the View button from the search preview selection section of the Cars for Sale page. Place the view button centered, at the bottom of the current search box.** Every user tested had difficulty finding the button to continue on through the site.

### *Medium Priority:*

- **Reorder the Research Tools sub navigation and Place the car loans link at the top of that menu.** All six users tested expressed confusion as to the 'obvious' location where to find loan information.

## Car Values Section

### *High Priority:*

- **Redesign the 'Price Range' slider in the Cars for Sale 'search preview'.** Most all users experienced initial difficulty in selecting a desired price range. Further recommendations are to:
  - **Move the 'Price Range' slider labels "Min" and "Max" to align with the slider bar edges.** The current offset in labeling left users unclear as to the functionality of the tool and the range they input.
- **Increase functionality of the Wear & Tear selection menus, within the Instant Cash Offer/ Condition area.** Forcing users to expand each menu caused frustration and discouraged use. One user abandoned the task completely in annoyance. Further recommendations are to:
  - **Add a 'hover' functionality.** Automatically expand the menu when users mouses over menu areas. If an item is selected, have the menu stay open until users continue on through to Instant Cash Offer.

### *Low Priority:*

- **Adjust the contrast on the 2016|2017 available years toggle button.** Some users struggled to properly identify which selection was being displayed, causing unnecessary, additional clicks.