

InstaCar | P2P Car Sharing

Introduction

All the five users were able to list their car on the 'InstaCar' market place without any major surprises. Three participants were men and the other two were women. Three of these participants were initial participants of my user research for this project while the other two were new.

Two of the participants did the usability testing in front of me on my phone where I could observe what they were doing including their gestures and reactions. The other three did it online via Zoom. I took notes while the participants navigated through creating an account and listing their car.

Task: List your car on the 'InstaCar' market place: create an account and follow the steps to list your car

Summary of the feedback

The feedback I received could be summarized into three categories:

1. Usability feedback
 2. Functionality feedback
 3. Technical feedback
- It would be good to know up front if the car is eligible for the 'InstaCar' market place or not, so I do not have to go through all the steps to eventually know that my car is ineligible. That would be frustrating and annoying.
 - Participants noted that some screens could be combined like the 'VIN number' with the 'Car information'.
 - They liked the fact that the cars information was automatically retrieved from the DMV database after entering the VIN number and all they had to do was to check whether the information was accurate.
 - They thought that adding their driver's license information was an added step but was necessary for safety and security reasons.
 - The participants felt that adding the driver's license information added to the 'Peace of mind' knowing that the company is doing background checks before approving the listing.
 - Some of the participants noted that the radio buttons are normally used for single selection and should be replaced with check boxes for multiple selection.
 - A few participants were car geeks so they liked that they could add comprehensive details about their car to let the guest know what was special about their vehicle.
 - The participants liked the fact that they could had the option of uploading the photos of their car right from the cell phone using its camera or upload photos from their computer.
 - All the participants liked the progress shown at the top which clearly indicated which stage they were on and how much was remaining.
 - All the participants really liked the 'Estimator' which gave them an idea of how much they could possibly earn from their car by listing it on the 'InstaCar' market place.
 - All the participants also liked the 'Peace of Mind' section right at the start that laid out how the company was always there for them and how they were in control.
 - Participants also liked that the insurance partner was mentioned front and center and they had the option of using their own insurance or going with InstaCar's insurance partner.