

Research plan - Mileage Vault & IA Subscription

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Research Objectives:

We intend to conduct usability testing into current mileage vault within SIXT+ app. The research objectives are:

- Discovering the current needs for mileage and the mileage vault.
- Understand the critical issues users face while reporting user mileage for extra miles

Audience:

- Types of users:
 1. Non corporate users - 10 participants
 2. Location: Germany
- Age: 22 - 65 years of age

Journey

Journey 1: On boarding

Selecting a car & configuring mileage - we will keep both desktop and mobile web journeys

Journey 2 & : In life

Adding mileage and calculating extra miles needed - we will test current experience and test new subscription home page to see if this helps understanding

Other areas of interest:

- Booking confirmation page
- Booking confirmation email
- Pickup reminder email
- How and where users are informed of the app for in life
- when users download the app
- Enter your mileage reminder email

Product & research questions

Journey	Research Questions
Journey 1: On boarding - Mobile & Desktop 1. Find out about subscription 2. Find a car 3. Configure car	Subscription Home Page 1. Does the page explain subscription 2. What do you think about this? 3. Please find a car you like: I. You need a car in the next 2 weeks - or as soon as you can - please find a day that's good for you. II. You have a monthly budget of 700\$ III. You drive approx 250 Km per week IV. Where would you pick it from? Configuring the car Step 1 : Choosing the KM 1. Understanding price and exact cost 2. Going over selected Km I. How will they make sure they don't II. Is it better to go over or subscribe to a higher Km - when can they do that/can you do this? 3. Price overview Step2: Individualize subscription 1. What do you think about the options? 2. Please make the subscription to your needs 3. What works well? 4. What doesn't work so well?

	5. Is there anything missing? Step 3: Creating an account 1. What do they think about their step? 2. Was it a surprise? 3. What did they expect to do? 4. Was there any missing information? 5. Do they have everything they need to continue? 6. What other questions? 7. Gmail: sixt.plusfjnjn password: frngvgvg Personal & Payment information 1. "Only 2 more steps" what do they think the steps were? 2. What do they think? 3. Is there anything they wouldn't enter? 4. How would you modify your subscription? Choose mileage plan - Do users understand how extra mileage is added, removed and displayed when configuring their subscription? 1. The amount to pay for each mileage package charges as the users selects a package - is this helpful? Does it cause any misunderstanding? 2. Do users understand that, the mileage plan can be changed via app later once they have the car during the subscription? 3. Do user understand the extra mileage costs? 4. Do users understand that unused Kms are carried forward to next month? Booking confirmation page - displayed once a booking has been confirmed 1. Do users see/notice/ use the app promotional banner on this page to manage their subscription 2. What do users expect to see here? Does the information fit the purposes? 3. Do users understand that their subscription can be changed via the app later once they have picked up their car? Booking confirmation email 1. Does the email contain the information necessary? 2. What do users expect to see here? Does the information fit the purpose? 3. Are there any steps when receiving this email?
Journey 2: Reporting mileage - current design	Report mileage email - received 5 days before car collection 1. Do users understand what they need to do with this email? 2. Do users click to report their mileage? 3. Is there anything missing in this email to help email to help users on their journey? Reporting Mileage app - My current subscription page 1. Getting started with the app - downloading and finding subscription I. Can users log in easily & find their subscription? Manage mileage - Month 1 - entering mileage at the end of the month 1. Do users understand the information provided on the Manage Mileage screen? 2. Are the help tips helpful? 3. What information is the most important? 4. Do users understand what the Mileage Vault is? 5. Do users understand why the mileage displayed is larger than the mileage contracted (and have added a bonus mileage) 6. Do users understand the term odometer, if not what other language can be used? 7. Can users report their mileage? 8. Enter mileage I. Do users understand the help " Why do I need to enter the mileage"? Checking mileage early - Month 2 - Users have a long trip coming up they want to be able to check how many miles they have left ● Manage mileage 1. When users want to check how many miles they have left, what do they do? I. Do they enter their odometer reading? II. Do they guess? 2. If users understand they don't have enough mileage left, what do they do? I. Do they try and change their current plan to increase their mileage? II. Do they estimate how much it will cost them? I. How do they do this? iii. What kind of trade do users make when understanding their mileage usage?