

Filter Patterns Validation Study

Christopher Nixon

4/17/18

Methodology

10 participants

30 minute sessions

UserTesting.com Remote Moderated Study

Screen for upcoming trip

Had to have booked travel online in the last 12 months

Mobile Device only (iOS only to facilitate screen share software)

Live prototype with real data and categorizations for Las Vegas

Two variants:

- V1 – Yelp-like
- V2 – List of check boxes

Validate on:

- Understandability (Comprehension)
 - Do users recognize and understand how to interact with category and subcategory filters?
 - Do users understand what is going on?
 - Does the filtering mechanism make sense?
 - Does the filtering logic make sense?
- Usability
 - Are users able to interact with all touch targets?
 - Are touch targets large enough?
 - Is there comprehension of what is going on?
 - With V1, are they recognizing that they can scroll horizontally and that there are more categories and subcategories?
 - With V2, are they collapsing the filter pane or scrolling down? Is this burdensome?
 - With V2, is it burdensome to have to scroll back to the top of the page to change filters?
- Utility
 - Do the filters help the user make sense of what we have to offer in a destination?
 - Do the filters help the user narrow down to what they are looking for?
 - Are users expecting to apply multiple top level categories at once?

- Are users expecting to apply multiple subcategories at once from the same top level category?
- Are users expecting to apply multiple subcategories at once from multiple top level categories?
- Does the order they are shown change these expectations?

Things to look for:

- How do users use filters?
 - To make sense of the breadth (e.g. as a shortcut/icon to what types activities we have) or to narrow down quickly to something they already know they want?
 - If the latter, would a search box be better?
 - Do they like V1 better because it is easier to apply and unapply categories and subcategories quickly?
 - Do they like V2 because they can see all top level categories at once?
 - Do people think one has more or better categories?
 - Which one do they think represented the activities better?

Protocol

Greet participant

Explain overview of team and study

- Hi, I'm Chris Nixon, and I'm a User Experience Researcher at Expedia. I work on the Things to Do team, and we sell tours, activities, and concerts. Today we're just interested in seeing how you use two different prototypes for our website. Thank you for taking the time out of your day to help us out!

Ask about upcoming trip [get them into the mindset of planning activities]

- Where are you going?
- For how long?
- Did you plan any activities / what are you going to do there?
- Have you booked any activities yet?
- Why not? Do you usually do this in trip? When do you usually find things to do (use this in the scenario)?

Set up the scenario

- "Imagine you are going on a trip to Las Vegas; [insert scenario here; e.g. You've just landed and checked into your hotel, now you're trying to figure out what you want to do tomorrow]. You pull out your phone and go to Expedia, and search for Las Vegas."
- Ask them if they know anything about Las Vegas
- Ask them if there's anything they already are thinking about doing in Las Vegas.
- Open up the prototype (swap order shown to participants in each study).

- Explain to them that we're evaluating the prototypes and not them. There's no wrong answers or things they can do. Ask them to think out loud about what they're seeing and thinking.
 - Ask them to find an activity that looks interesting to them.
 - DO THEY BROWSE ALL OVER (not familiar) or do they look for a specific thing or type of things (familiar)?
 - Ask them to think out loud
 - Observe (note filter progression and whether or not they find something)
- 1) If they are just browsing at first, then after they are finished ask them to find a specific activity or specific type of activity

Swap to other variant and repeat

- Follow up with quick questions
 - What did they like about each one? Compare and contrast?
 - Any frustrations or nice things (delighters) about each one?
- Thank the participant for their time.

Note down:

- Which one helped them find what they were looking for faster or more easily (less steps or less time, least amount of frustration)
- Which was easier to use? Why?
- Which did they seem to enjoy more using? Why?

Analysis and Outcomes

Compare observations across participants, controlling for which variant was shown first, and accounting for familiarity with Las Vegas and things to do there.

Is one filter pattern clearly better than the other? Is each one better for certain types of users or behavior? What are the benefits of each design? What are the drawbacks?

Design implication recommendations.