

# Usability Testing—Book a trip with Paddle Out

Paddle Out is a robust travel mobile app. Available in six languages, it allows visitors to book hotels, flights, rent cars, buy travel packages, rent equipment, track flights and more. Paddle Out is wildly popular among surfers, kayakers and outdoor adventurers.

## Task Scenarios:

- **Booking a Flight**

You live in San Francisco but want to attend a surfing contest that will take place in Oahu, Hawaii next week – from June 20th to 25th. Use Paddle Out to book a business class round-trip flight for that event.

- **Booking a Hotel**

You'll be in Durango Colorado next week – from June 20th to June 25th – for a fishing conference. Use Paddle Out to book a 4-star hotel for your stay.

- **Renting Equipment**

Next week you'll be visiting a friend in Aspen, Colorado for a backpacking trip. Use Paddle Out to book hiking and climbing equipment for the length of your stay.

- **Buying a Travel Package**

You and your girlfriend are planning to travel to Costa Rica the next summer for a surfing trip. Use Paddle Out to book a two-weeks travel package.

- **Booking a Group Package**

Your parent's 30th wedding anniversary is coming up this summer and you want to surprise them with your gift. Use Paddle Out to book them a week-long fishing trip in Yellowstone River, Montana.

- **Tracking a Flight**

Your daughter is flying to Denver, Colorado for a trip (her flight number is DA293), but the flight was delayed. Use Paddle Out to check if she is already on her way.

- **Finding Things to do in a City**

You'll be in Huntington Beach, California next week for a surfing trip with friends, but it's your first time visiting the city and you don't know anyone there. Use Paddle Out to find five different things to do in the city.

- **Managing a Past Reservation / Booking**

You stayed in a hotel in Moab, Utah last week for a bicycle manufacturers conference, but forgot to get a receipt and send it to your company. Use Paddle Out and retrieve the receipt for that reservation.

- **Contacting Customer Support**

You booked a trip to Haleakala National Park, in Maui for next week, but you received an email from the airline saying there was something wrong with your reservation. You are a bit confused and want to clarify the situation with the website where you booked the trip. Open Paddle Out and find their customer support phone number.

## Outcomes:

As a result, the research I collected provided useful information about the user's behavior on the app. I started with reviewing the recordings and pointing out the main usability problems of the application.

With the help of affinity mapping I was able to categorize problems into several groups: search/filter, cart edits, picture carousel, dropdown menus and content blocks.

By prioritizing the issues the tl decided which fixes are important to focus on first and I was able to create design prototypes that helped to solve the pain points.

The prototype was later tested with additional users to ensure the issues were resolved and there were no additional usability issues remaining.