

# Questionnaire survey

Car hire | Websites

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# The assignment

## Objectives

- 01** Learn more about the goals of people that use websites and apps relevant to your chosen case study: what they are trying to do, whether anything is preventing them from doing it, and what other features they would like to see
- 02** Learn how to create an online survey
- 03** Use the project materials to build your portfolio

## Tasks

- 01** Define your research objectives - what are you trying to learn from the survey?
- 02** Choose which survey tool you want to use
- 03** Create an online survey, following the guidelines from the video lesson and using our sample survey as a starting point.
- 04** Distribute the survey via email, LinkedIn or whatever channel is most appropriate for you.

# Method

## 01 Research objectives

Primary: To learn about hire website users' goals, whether they are able to achieve those goals and any barriers to success.

Secondary: To gather some data about the choices users make on car hire websites. Ordinarily these data may be available from analytics or market research, but not in this fictional project.

## 02 Survey tool

SurveyMonkey, an online survey tool. As my target audience is users of websites I am not worried about excluding those without access to the internet from the survey.

## 03 Survey questions

UXDI provided a list of sample survey questions. I designed three further questions (2, 6 and 7) and piloted these with two friends. For a bigger survey I would normally do a larger pilot.

## 04 Distribution

To a small sample of family and friends via WhatsApp and email.

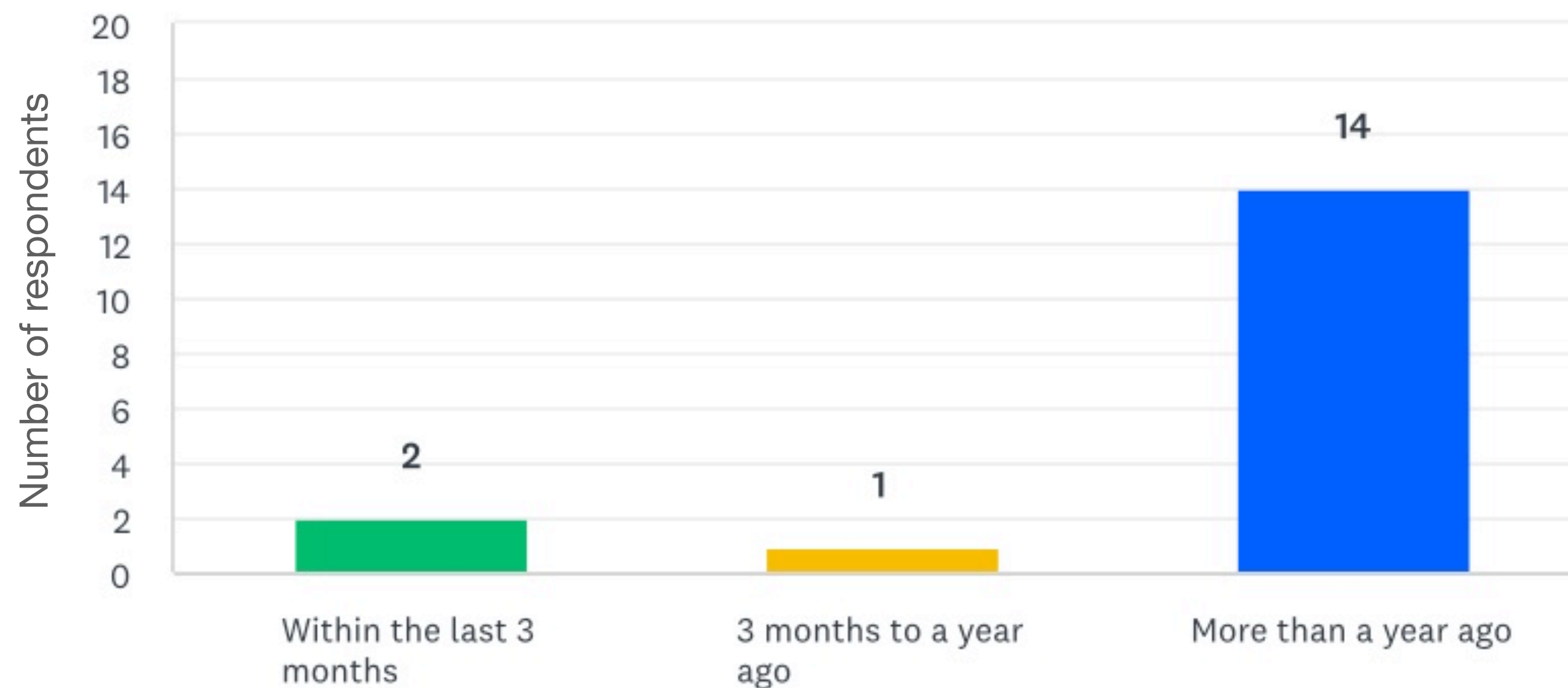
# 1. When was the last time you visited a car hire website?



**Purpose:** To understand how recent participants' experiences of car hire websites are, how fresh their memory might be, so that we can put the results in this context.

**Type:** Closed question, select one of three options

Answered: 17 Skipped: 2



## Interpretation

Two participants skipped this question - they had not used a website to hire a car. They completed the questionnaire despite the invitation saying 'Please could you complete this survey if you have hired a car online.'

The fact that, for the major of respondents, it has been more than a year since they hired a car online is not surprising due to a reduction in travel due to the pandemic.

**The implication is that many respondents may not have complete, accurate or detailed memories of their experience.**

We must interpret the data bearing this in mind.

## 2. What website did you use on that occasion?

**Purpose:** To contextualise responses about whether participants were able to complete their task and their suggestions for improvement.

**Type:** Closed question, free text

Booking site	Number of respondents
Airport website	1
Auto Europa	1
Avis	1
<a href="https://www.booking.com">booking.com</a>	1
EasyJet	1
Enterprise	4
EuroCar / Europa	2
Europcar	2
<a href="https://www.guidetoiceland.is">guidetoiceland.is</a>	1
Ryanair	1
Zest	1
Don't remember	1
Not a website	2

### Interpretation

There was a wide variety of responses here. **Enterprise was the most popular option selected and is worth visiting as part of this research.**

Interestingly, **some respondents used airline, airport or other booking sites which may act as aggregators.** This will affect how we interpret responses to the questions about price comparisons.

### 3. Why did you visit the car hire website that day? What were you trying to do during that visit?

Eg check prices, book a car, change details of a booking, etc.

**Purpose:** To understand users' goals when visiting car hire websites.

**Type:** Single select, three options

Purpose	Number of respondents
Book a car	9
Check prices and make a booking	4
Check prices	3
Book a van	1
Holiday	1



#### Interpretation

The vast majority of participants visited the site with a view to booking a car (or van). Some wanted to check prices and make a booking at the same time. A few people said they visited the site just to check prices.

**This means that the sites need to enable users to achieve two key goals:**

- 1. Checking prices of rental vehicles**
- 2. Booking a rental vehicle.**



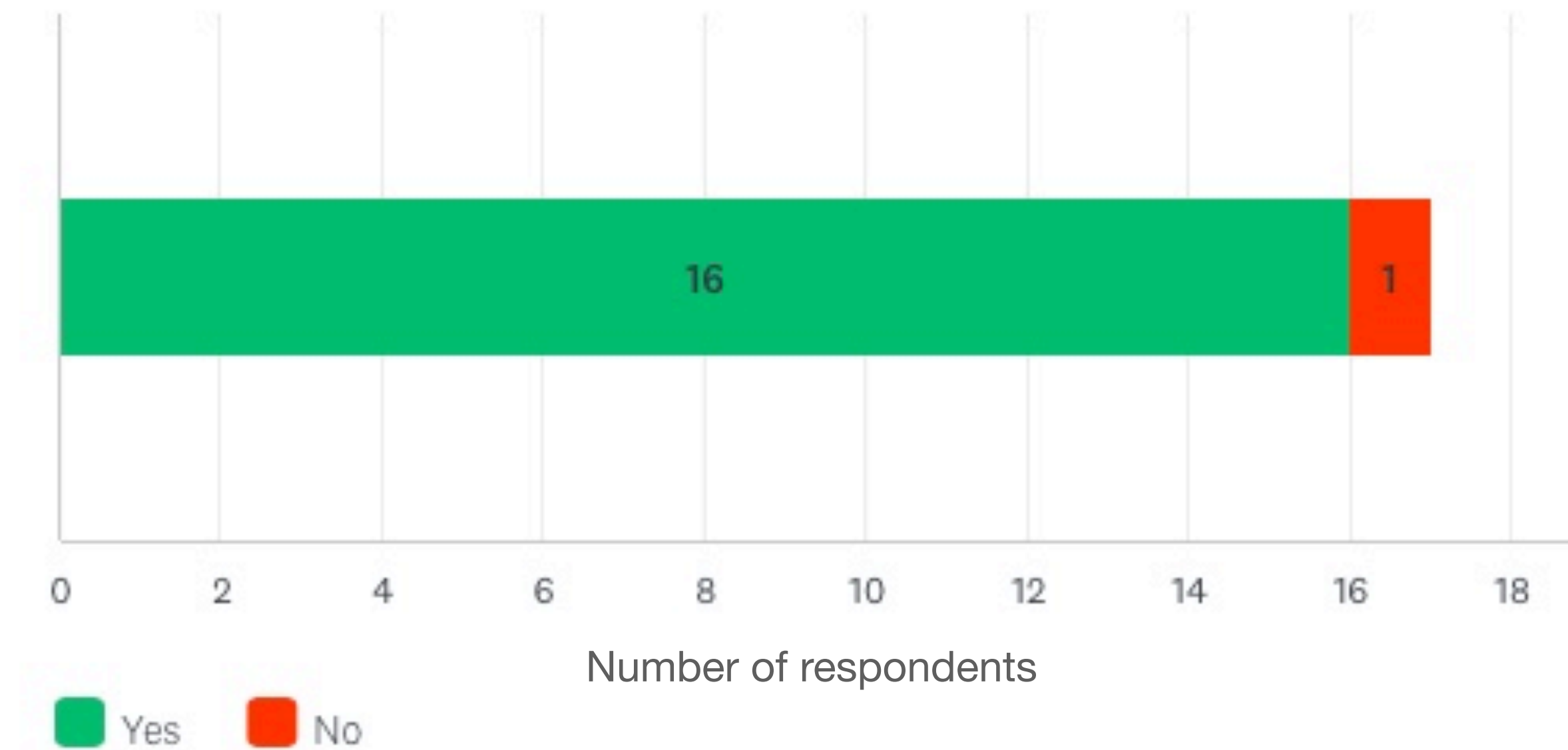
## 4. Were you able to complete your task during that visit to the site? If not, why not?



**Purpose:** To understand whether participants were able to achieve their goals on the website. If participants cannot achieve their goals this is a major red flag.

**Type:** Part 1: Closed question Single select, two options.

Answered: 17 Skipped: 2



### Interpretation

The vast majority of respondents were able to complete their task when they last visited a car hire website. **This is positive but it does not necessarily mean that the site was easy to use.**

The second part of this question revealed very little. The only respondent who needed to fill it in said “changed plans”. They had visited the Enterprise website to check prices. It is unclear whether they changed plans because of the design of the site, the car hire offering, or other factors to do with the trip.

## 5. What would you change about that website?



**Purpose:** To understand the factors that detracted from a positive user experience.

**Type:** Open question, free text

What to change	Number of respondents
Nothing	9
List of extras	1
Too many steps to make booking	1
Obscure about specific vehicle(s) being offered	1

### Interpretation

Given that participants last visited car hire websites more than a year ago it is unsurprising that four people skipped this question, and nine said 'nothing.' Rather than taking this to mean that most found the sites to be perfect, **we should take it to mean most participants did not identify an area for improvement.**

The three areas that were identified for improvement were:

- 1. The list of extras (unclear what should be improved) - Avis**
- 2. The number of steps it takes to make a booking - Ryanair**
- 3. Clarity about the specific vehicles being offered - Europcar**



# Thinking about the last time you hired a car online....

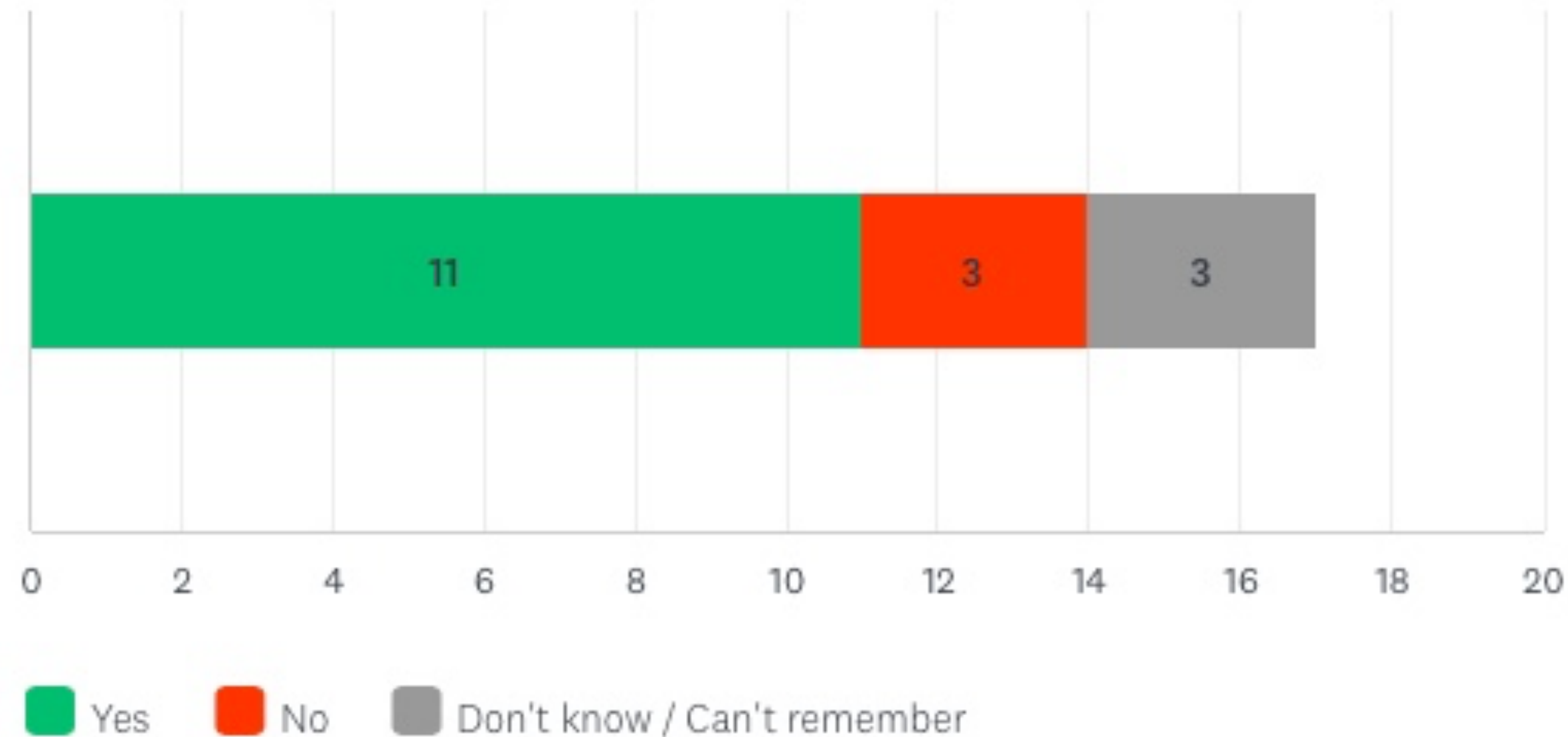
(If you have never hired a car online please go to the bottom of the page and click 'Submit')

## 6. Did you compare prices between sites?

**Purpose:** To understand the a little more about the user's broader goals and journey.

**Type:** Closed question, select one of three options.

Answered: 17 Skipped: 2



### Interpretation

More than half of the respondents said that they did compare prices between sites when they last hired a vehicle. Some could not remember and others said that they did not.

Of the six participants who said that they did not or didn't know/couldn't remember, four had visited a car rental aggregator site, which would have allowed a comparison of hire company offerings within one site.

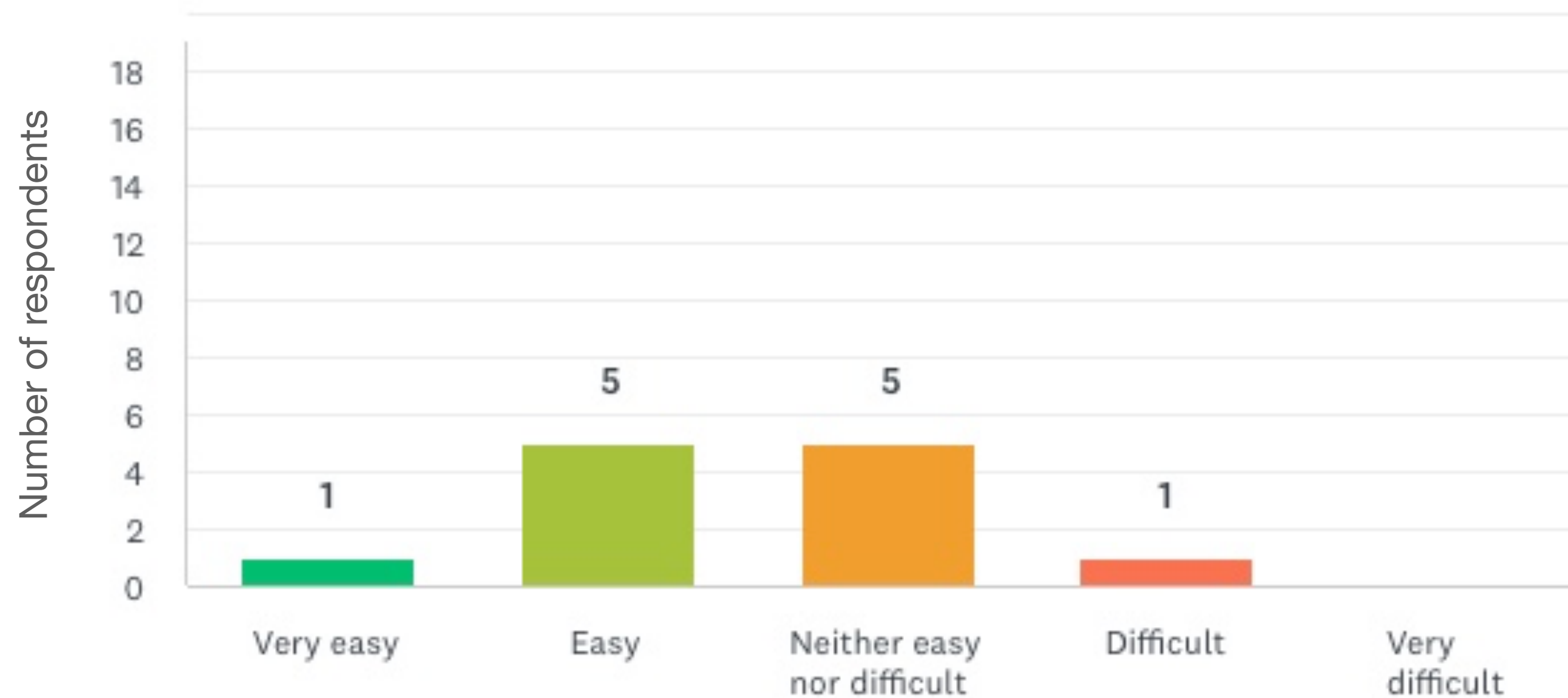
**Comparison is an important aspect of a user goal and, if companies are confident of their product/service, should be something that they facilitate.**

# If yes, how easy or difficult was it to compare prices between sites?

**Purpose:** To understand the ease with which participants achieved their goal of comparing prices between sites (if they did so).

**Type:** Closed question, select one of five options.

Answered: 12 Skipped: 7



## Interpretation

11 participants said that they did compare prices between sites when they last hired a car, however 12 people answered this question about the ease of comparing prices.

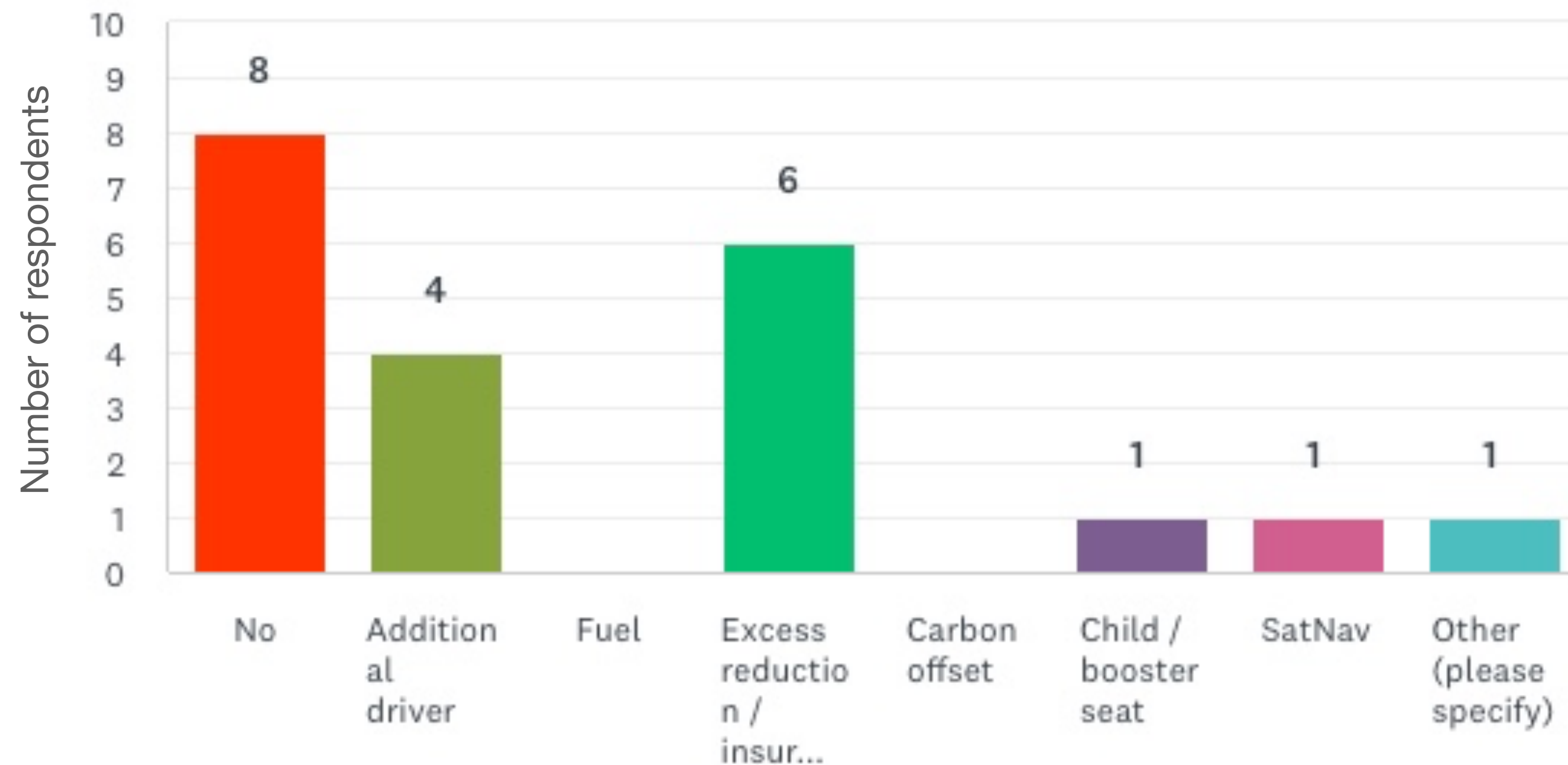
The results are positively skewed; **respondents tended to find it easy to compare prices.** Only one found it very easy to do so, and one found it difficult to do so.

## 7. Did you buy any of the following extras?

**Purpose:** To understand the extent to which participants chose to add products to the hire.

**Type:** Closed question, select multiple items from the list.

Answered: 17 Skipped: 2



### Interpretation

Most respondents simply hired the vehicle without adding any further products on to the hire. Further research could explore whether the design of the site/presentation of the options might be contributing to this.

Of those who did opt for additional products, insurance was the most common (6 respondents) and an additional driver was the second most common (4 respondents).

None of the participants chose the fuel or carbon offset options.

**Some of the common 'extras' are clearly an important part of the car hire offering to customers.**

# Conclusions

- 01 Respondents to this survey were not recent users of car hire sites and may not have complete or accurate memories of their experience.
- 02 The Enterprise website is worth visiting as part of this research as it was most frequently the last car hire site that participants had last visited (though responses to this question were diverse).
- 03 Some respondents used airline, airport or other booking sites which may act as aggregators.
- 04 Car hire sites need to enable users to achieve two key goals:
  - Checking prices of rental vehicles
  - Booking a rental vehicle.
- 05 Price comparison is an important aspect of a user goal and, if companies are confident of their product/service, should be something that they facilitate. **Respondents tended to find it easy to compare prices across sites.**
- 06 The vast majority of respondents were able to complete their task when they last visited a car hire website. This is positive but it does not necessarily mean that the site was easy to use.
- 07 Respondents identified three key area for improvement and it would be useful to visit the websites mentioned below to explore how they handle the aspects of the journey that users found problematic:
  - The number of steps it takes to make a booking - this was in relation to the Ryanair website**
  - Clarity about the specific vehicles being offered - in relation to the Europcar website**
  - The list of extras (unclear what should be improved) - in relation to the Avis website**
- 08 Some of the 'extras' are clearly an important part of the car hire offering to customers.



# Learning points

## 01 Survey tool

I have used SurveyMonkey in the past with corporate membership. The free package has significant limitations, such as:

- No question logic: I wanted to find out about people's last visit to a car hire website, and also about the last time they hired a car. If people had never visited a car hire website I could not route them to the second part of the survey.
- There are only 10 question blocks available, and text/instructions count towards this quota. was only able to include 7 questions (some with a 'please explain' component). I could not set the scene at the beginning or say 'thank you' at the end.
- Question types are not comprehensive. This wasn't a major issue this time.
- Users are unable to download the results to explore them in a spreadsheet and this made the analysis time consuming (though achievable for a small sample).

## 02 Survey design

On the whole there were no spurious answers to the questions, so I have no significant concerns about the design. Some respondents did answer questions that weren't relevant to them, eg when asked which car hire site they had last visited, they said they had not visited a website but hired it by phone. This is linked to the limitations of the free SurveyMonkey package.

One key issue with the survey is that I did not anticipate that some respondents would have visited aggregator sites, and some of the questions may not have been as clear for them (eg around comparison between sites).

## 03 Survey distribution

In general, distribution by WhatsApp and email worked, and I encouraged my contacts to pass it on to their contacts who may be able to help. Given more time and more effort the response rate could have been higher, but I am also wary of exhausting my friends' good will early on in the course.