

Unmoderated Remote Usability Test

wunderground.com

Dave Bartkowiak | dbartkow@kent.edu

Nov. 12, 2016

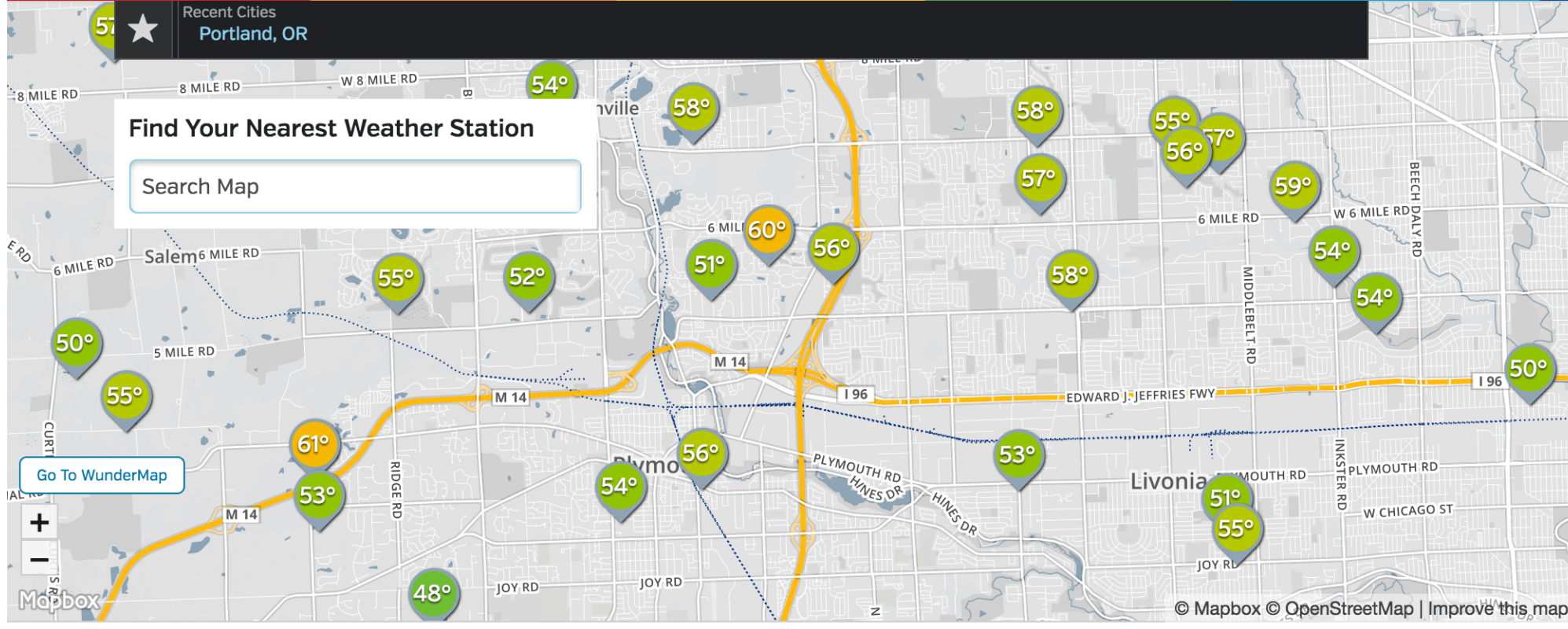


THE BIG PENN




STEAK, 1000 ISLAND,
LETTUCE, AMERICAN CHEESE,
PICKLES, ONIONS


report this ad



Livonia, MI


 Coventry Gardens


57°F



58° | 34°

Feels like 57°

 0%



35° 30° 33° 50° 56° 56° 47° 43° 40°

12AM Nov 13 6AM NOON EST 6PM 12AM Nov 14

Full Forecast

Track Your Weather

[More Maps](#)





2016 DODGE JOURNEY R/T AWD

Lease for **\$189** a month
36 months
\$2,060 Due at lease signing. No security deposit required+
LEGAL

BUILD & PRICE

VIEW INCENTIVES

[report this ad](#) | [why ads?](#)

Help Make Wunderground.com better!

Please take a moment to help us improve our website. We've made a new feature changes and would like to know what you think about it.

There's no right or wrong answers and it will only take five minutes of your time.

Thanks for your feedback!

Help Us!

Before we begin

Please provide your full name and email

Next

The Tasks

Task 1:

You are planning a fall weekend trip to Portland, Oregon and you need to know what kind of clothes to pack. Use wunderground.com to view this upcoming weekend's weather forecast for Portland.

Task 2:

You're planning to go for a run today but you don't know if it's going to rain. Go to wunderground.com and check the radar in your area.

Task 3:

It rained a lot yesterday in your hometown and you're wondering how much it actually rained -- in terms of inches. Go to wunderground.com and find the rainfall total for yesterday in your hometown.

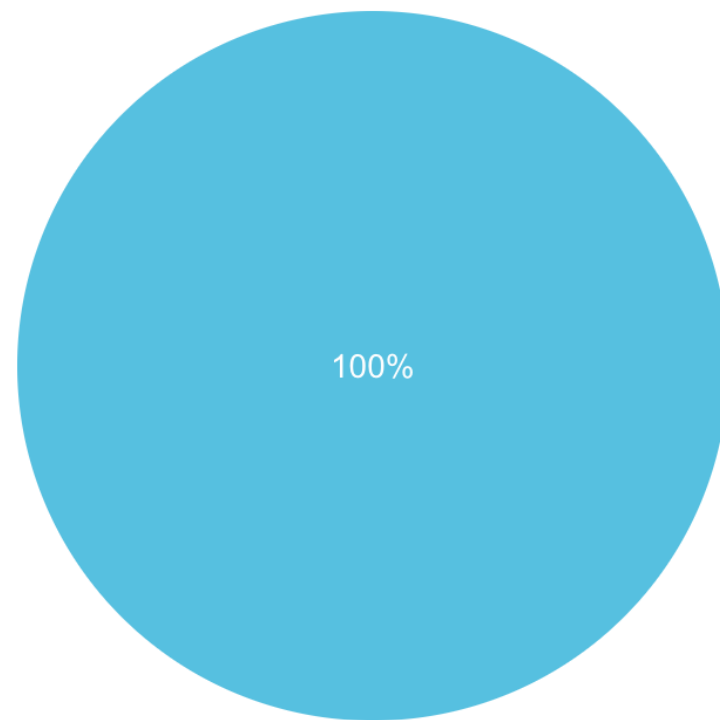
Test Goals

- Find out overall usability of wunderground.com
- Find out if specific high-level tasks can be completed
- Find out if radar is working/how users interact with it
- Learn more about users

All tasks completed successfully ...

Were you able to complete this task?

● Yes

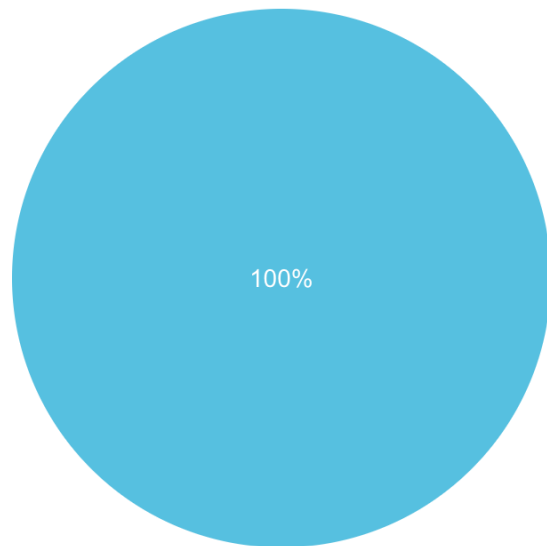


... by all 6 participants

About the participants

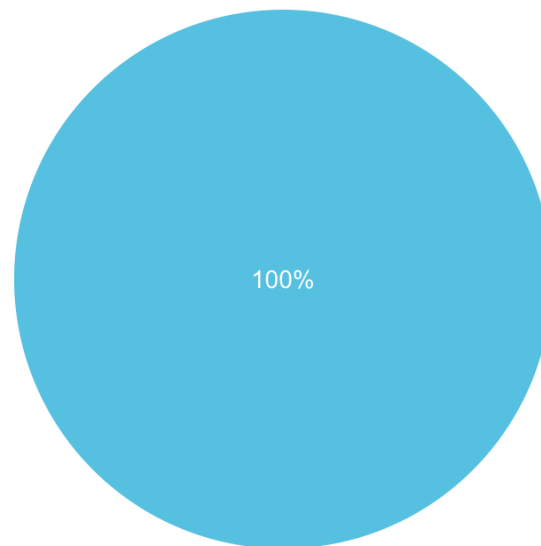
Have you ever looked up a weather forecast online?

● Yes



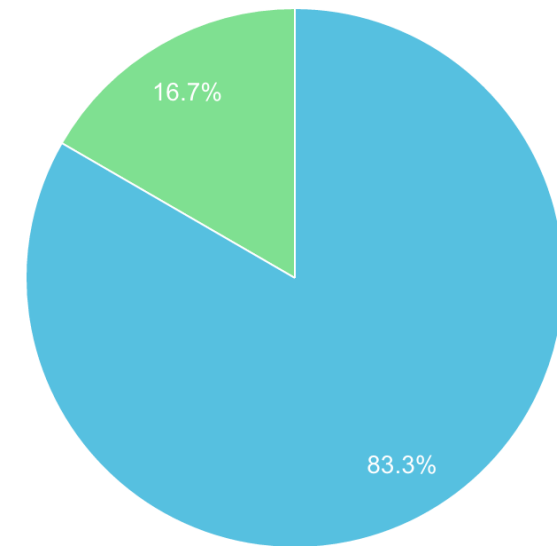
Have you ever viewed live radar online?

● Yes



Have you ever looked up weather data online?

● Yes
● No





How did you go about looking up weather online?



“I generally NOAA.gov, just go there and put in my zip code.”

“Downloaded waether.com app to my phone. Also used the standard weather app on iPhone. Use weather.com when using desktop.”

“Used weather.com.”

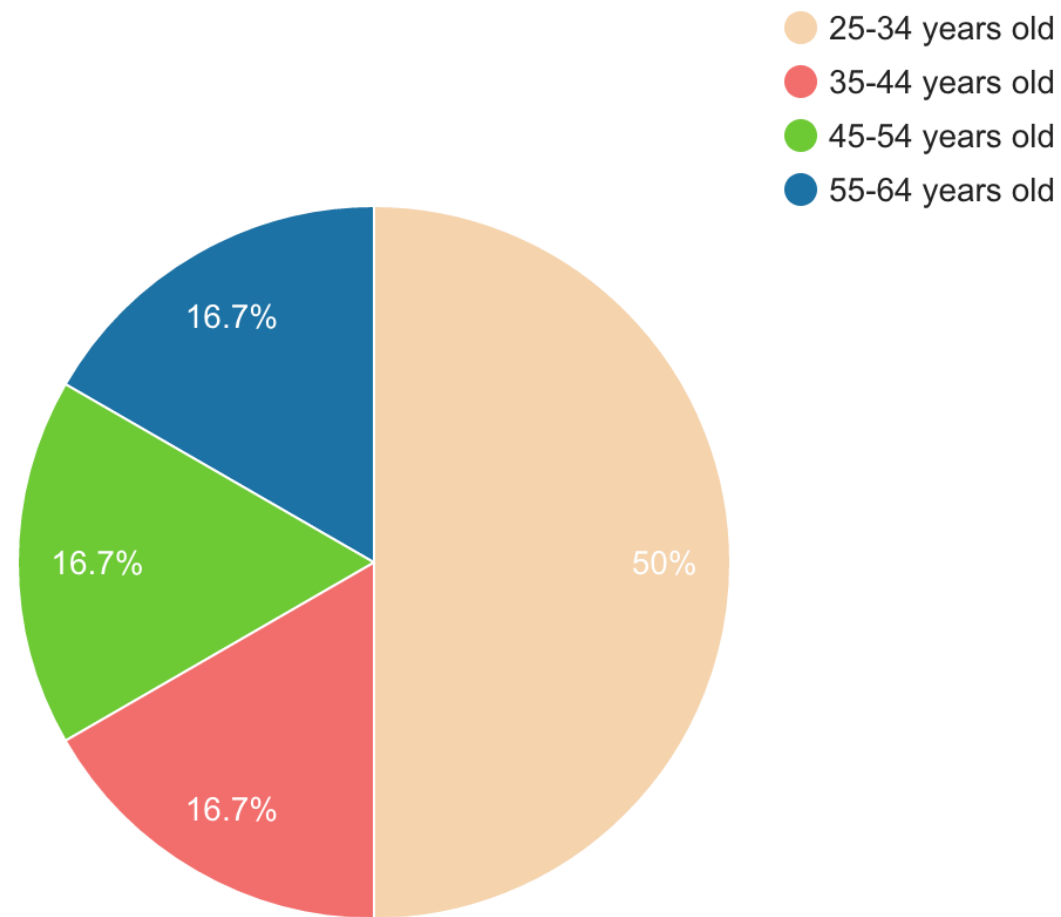
“Using the default app on my smartphone.”

“Went to weather.com or to the local news stations like Channel 3 (WKYC) or Fox 8 in the Cleveland area.”

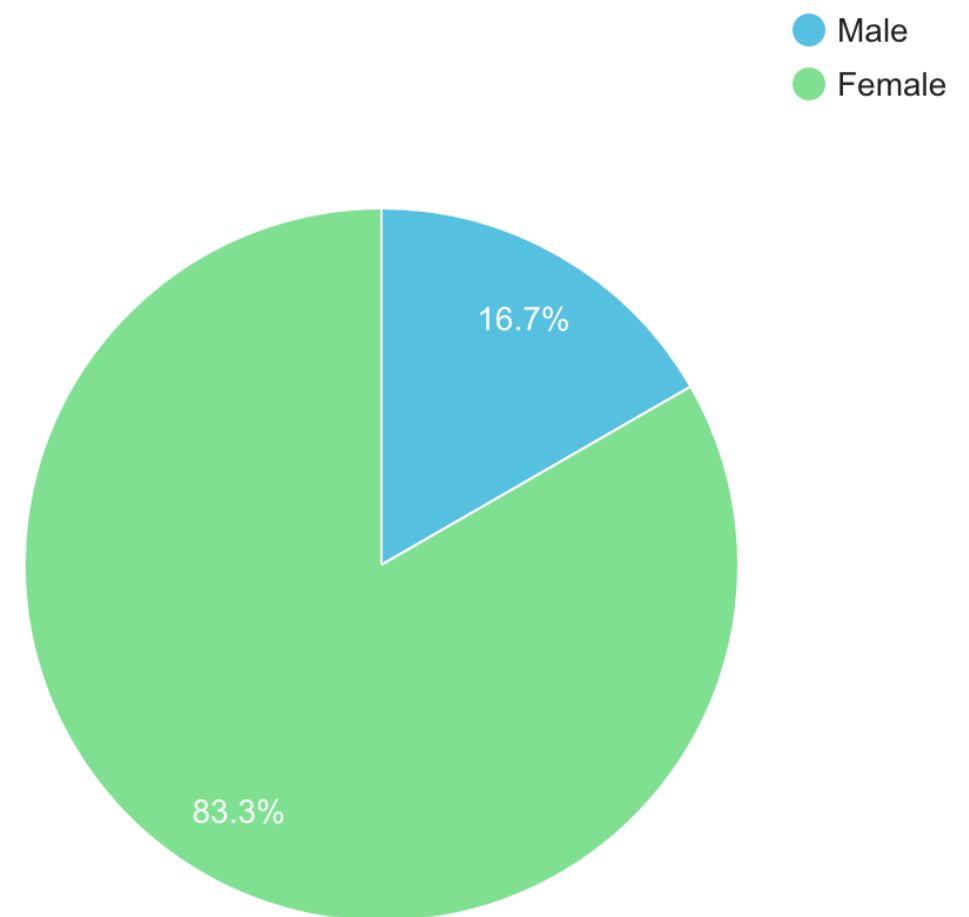
“I've used my iPhone app--built in.”

Women ages 25-64

What is your age?



What is your gender?



Geographic locations searched:

1. Portland, OR
2. Tucson, AZ
3. Arizona
4. Columbus, OH
5. Washington Twp., NJ
6. Binghamton, NY
7. Bolton Field, OH
8. Munising, MI
9. Knight Ridge, IN
10. Kent, OH
11. Ravenna, OH
12. Dayton, OH
13. Hoogemeeden, Netherlands
14. Au Train, MI (couldn't find)*

All pages visited (25):

Imported
Prototype

Portland, OR (97201) Forecast...

↑ 6 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:34 avg time on page

Imported
Prototype

Tucson, AZ (85701) Forecast | ...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:08 avg time on page

Imported
Prototype

Arizona Weather Forecast fro...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:47 avg time on page

Imported
Prototype

Weather History for Eelde, Ne...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:13 avg time on page

Imported
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:10 avg time on page

Imported
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:11 avg time on page

Imported
Prototype

November Weather for Tucso...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:29 avg time on page

Imported
Prototype

Weather History for Tucson D...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:32 avg time on page

Imported

Prototype

Columbus, OH (43222) Foreca...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:14 avg time on page

Imported

Prototype

Washington Township, NJ (07...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:11 avg time on page

Imported

Prototype

Binghamton, NY Regional Rad...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:18 avg time on page

Imported

Prototype

Weather History for Bolton Fi...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:08 avg time on page

Imported

Prototype

Weather Forecast & Reports - ...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:37 avg time on page

Imported

Prototype

Washington Township, New J...

↑ 1 respondent(s)
↓ 1 respondent(s) dropped
⌚ 0:22 avg time on page

Imported

Prototype

Columbus, OH (43222) Foreca...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:19 avg time on page

Imported

Prototype

Weather History for Bolton Fi...

↑ 1 respondent(s)
↓ 1 respondent(s) dropped
⌚ 0:11 avg time on page

Imported

Prototype

Weather History for Ravenna, ...

↑ 1 respondent(s)
↓ 1 respondent(s) dropped
⌚ 0:22 avg time on page

Imported

Prototype

Cleveland Radar | Weather Un...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:48 avg time on page

Imported

Prototype

Tucson, AZ (85701) Forecast | ...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 1:08 avg time on page

Imported

Prototype

Weather History for Tucson D...

↑ 1 respondent(s)
↓ 1 respondent(s) dropped
⌚ 0:12 avg time on page

Imported

Prototype

Dayton, OH Regional Radar | ...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:32 avg time on page

Imported

Prototype

Indianapolis Radar | Weather ...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:23 avg time on page

Imported

Prototype

Hoogemeeden, Netherlands (...)

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:08 avg time on page

Imported

Prototype

Hoogemeeden, Netherlands F...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:11 avg time on page

Imported

Prototype

Columbus, OH (43212) Foreca...

↑ 1 respondent(s)
↓ 0 respondent(s) dropped
⌚ 0:22 avg time on page

The Tasks

Task 1:

You are planning a fall weekend trip to Portland, Oregon and you need to know what kind of clothes to pack. Use wunderground.com to view this upcoming weekend's weather forecast for Portland.

Task 2:

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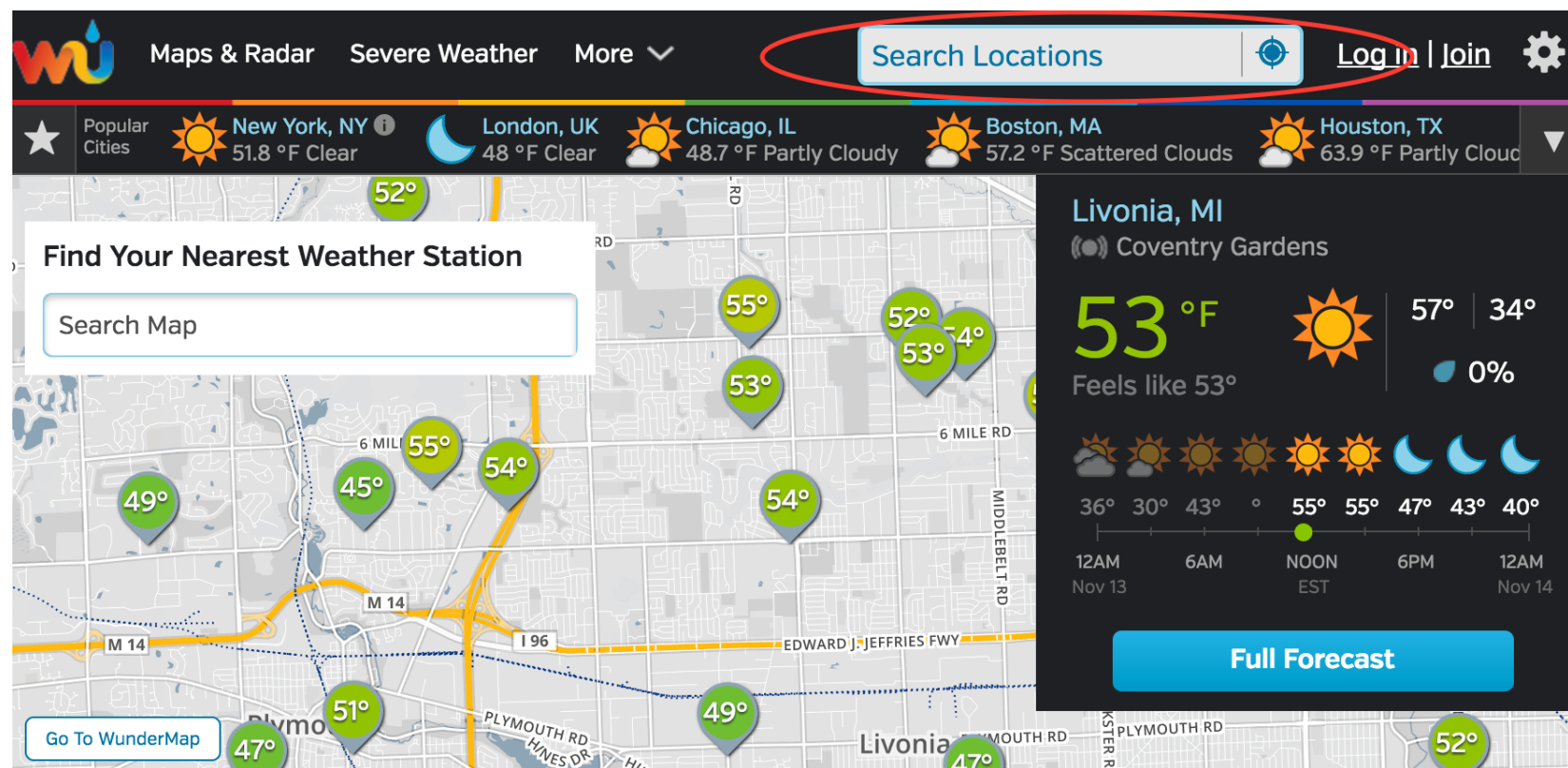
Task 3:

It rained a lot yesterday in your hometown and you're wondering how much it actually rained -- in terms of inches. Go to wunderground.com and find the rainfall total for yesterday in your hometown.

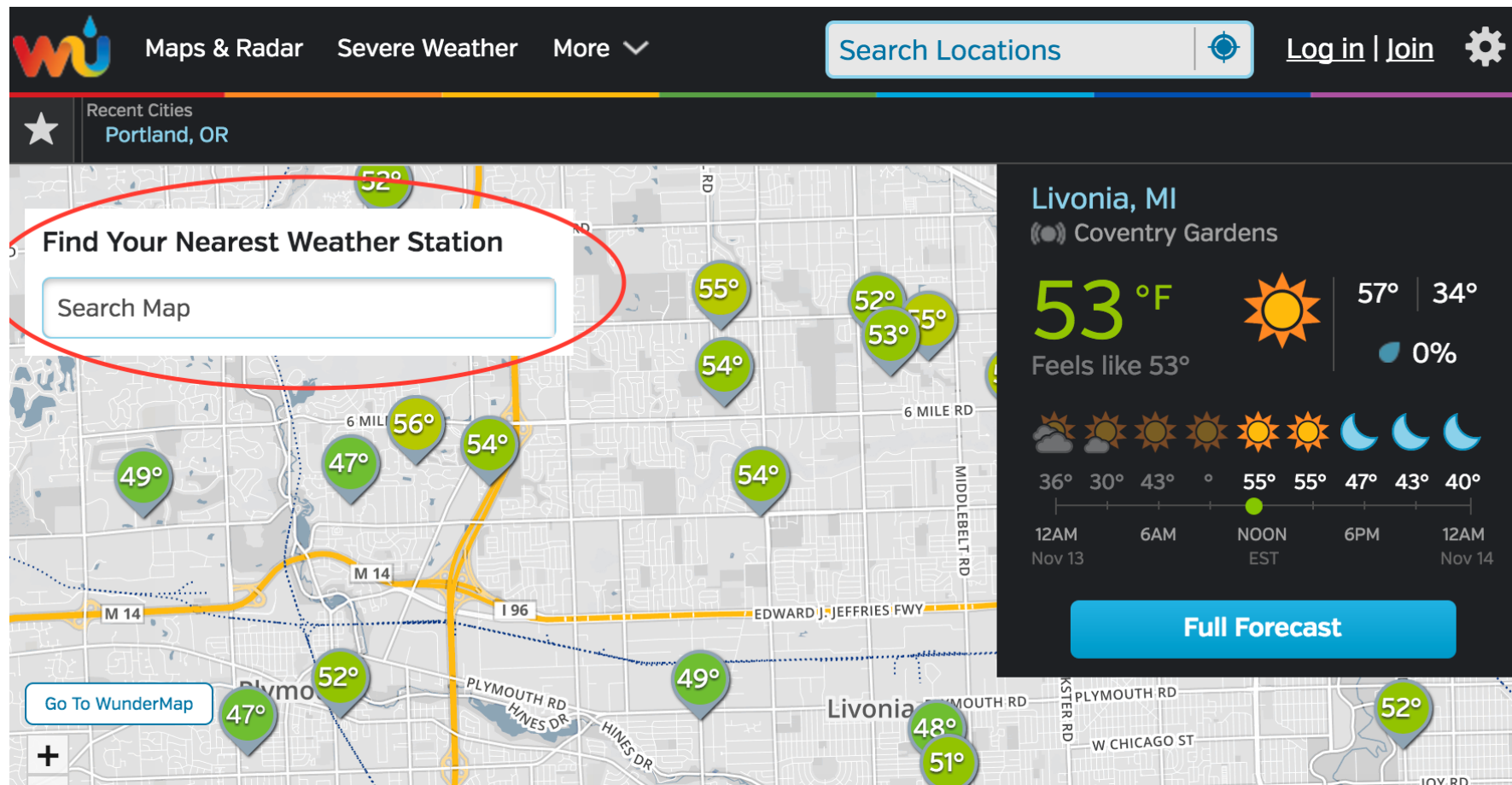
Task 1 Findings

You are planning a fall weekend trip to Portland, Oregon and you need to know what kind of clothes to pack. Use wunderground.com to view this upcoming weekend's weather forecast for Portland.

Participants all used “search locations” to find city



Some hesitation



2 of 6 participants first thought “find your nearest weather station” was where to search for a city

“Search map” seems misleading to them

From the think aloud:



“Find the nearest weather station?”

The other 4 went straight to “Search locations

The screenshot displays the WunderMap website interface. At the top, the navigation bar includes the WunderMap logo, links for "Maps & Radar", "Severe Weather", and "More", a "Search Locations" input field (highlighted with a red oval), and links for "Log in" and "Join". Below the navigation bar, a "Popular Cities" section shows weather for New York, NY (51.8 °F Clear), London, UK (48 °F Clear), Chicago, IL (48.7 °F Partly Cloudy), Boston, MA (57.2 °F Scattered Clouds), and Houston, TX (63.9 °F Partly Cloudy). The main content area features a map of Livonia, MI, with a "Find Your Nearest Weather Station" overlay containing a "Search Map" input field. The map shows various temperature markers (e.g., 49°, 51°, 52°, 53°, 54°, 55°). On the right, a detailed weather forecast for Livonia, MI (Coventry Gardens) is shown, including the current temperature (53 °F), feels like temperature (53°), and a 6-hour forecast (36°, 30°, 43°, 55°, 55°, 47°) for Nov 13 and Nov 14. A "Full Forecast" button is located at the bottom of the forecast panel.

Search Locations

Log in | Join

Popular Cities

- New York, NY 51.8 °F Clear
- London, UK 48 °F Clear
- Chicago, IL 48.7 °F Partly Cloudy
- Boston, MA 57.2 °F Scattered Clouds
- Houston, TX 63.9 °F Partly Cloudy

Find Your Nearest Weather Station

Search Map

Livonia, MI
Coventry Gardens

53 °F
Feels like 53°

57° | 34°
0%

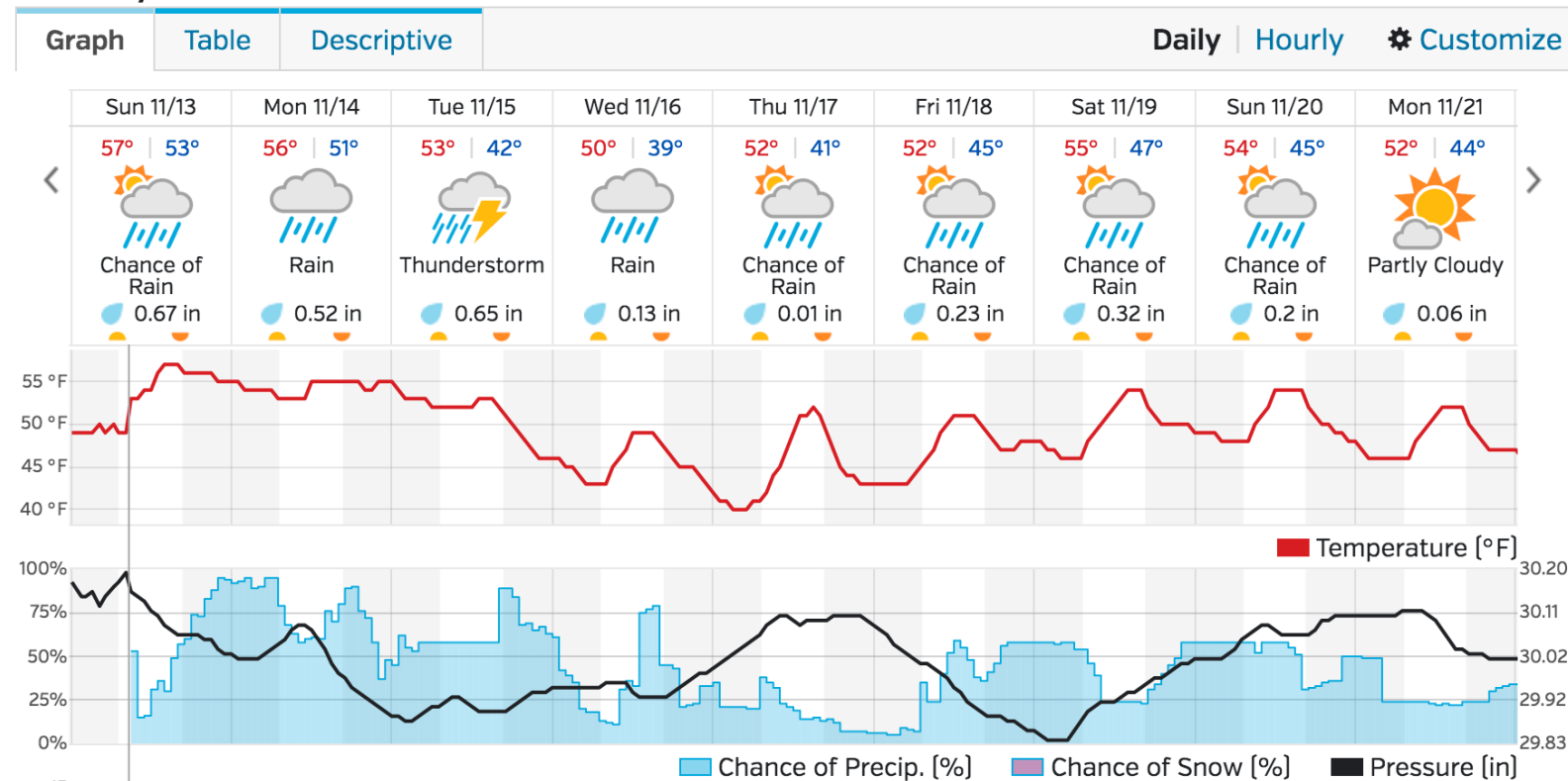
36° 30° 43° 55° 55° 47° 43° 40°
12AM 6AM NOON 6PM 12AM
Nov 13 EST Nov 14

Full Forecast

Go To WunderMap

Once on the city's weather page, participants all scrolled down to 10-forecast

10-Day Weather Forecast



This is where they found the forecast for the upcoming weekend



More from the Task 1 think aloud:

“Oh, here it is, the 10-day forecast ... and I think now I am done.”

“Find your nearest weather station? ... a little confused for a minute there.”

“Find the nearest weather station?”

Task 2 Findings

You're planning to go for a run today but you don't know if it's going to rain. Go to wunderground.com and check the radar in your area.

Majority of participants (3 of 6) clicked on “Full Forecast” for area

The screenshot displays the Weather Underground website interface. The top navigation bar includes links for Maps & Radar, Severe Weather, News & Blogs, Photos & Video, Activities, and More. A search bar labeled "Search Locations" is present, along with "Log in" and "Join" links. The main content area features a map of Livonia, MI, with various temperature markers (e.g., 57°, 60°, 58°, 62°, 54°, 55°, 56°, 59°) indicating current conditions across the area. A sidebar on the left offers a "Find Your Nearest Weather Station" search. The right sidebar provides a detailed forecast for Livonia, MI, including the current temperature (58°F), feels like temperature (58°F), and a 12-hour forecast. A red circle highlights the "Full Forecast" button in the forecast panel. Below the forecast, an advertisement for "dyson pure hot+cool link" is visible, claiming to "Remove allergens and pollutants from" the air.

Weather Underground
Maps & Radar | Severe Weather | News & Blogs | Photos & Video | Activities | More

Search Locations | Log in | Join

Recent Cities: Portland, OR

Find Your Nearest Weather Station
Search Map

Livonia, MI
Coventry Gardens

58°F
Feels like 58°

59° | 34°
0%

36° 33° 36° 56° 57° 47° 43° 40°
12AM Nov 13 6AM NOON EST 6PM 12AM Nov 14

Full Forecast

dyson pure hot+cool link
Removes allergens and pollutants from

Some confusion

Are these the same?



WU Maps & Radar Severe Weather More Log in | Join



Recent Cities
Portland, OR

Livonia, MI

Coventry Gardens | Report | Change Station

Forecast History Calendar Rain / Snow Health

Elev 676 ft 42.40 °N, 83.37 °W | Updated 13 sec ago

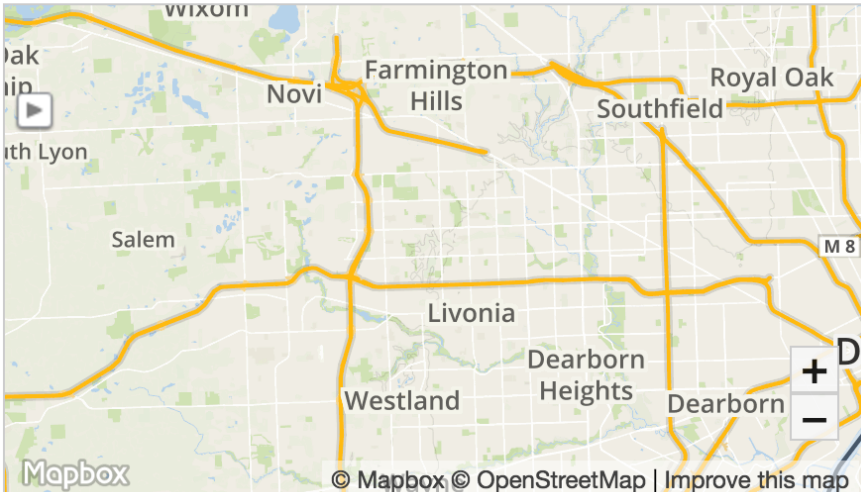
 Clear 60.0 °F Feels Like 60.0 °F  Wind from WSW 4.0

Today is forecast to be **WARMER** than yesterday.

| Today | Yesterday |
|----------------------|-------------------------|
| High 58 Low 34 °F | High 52.8 Low 24.6 °F |
| 0% Chance of Precip. | Precip. 0 in |

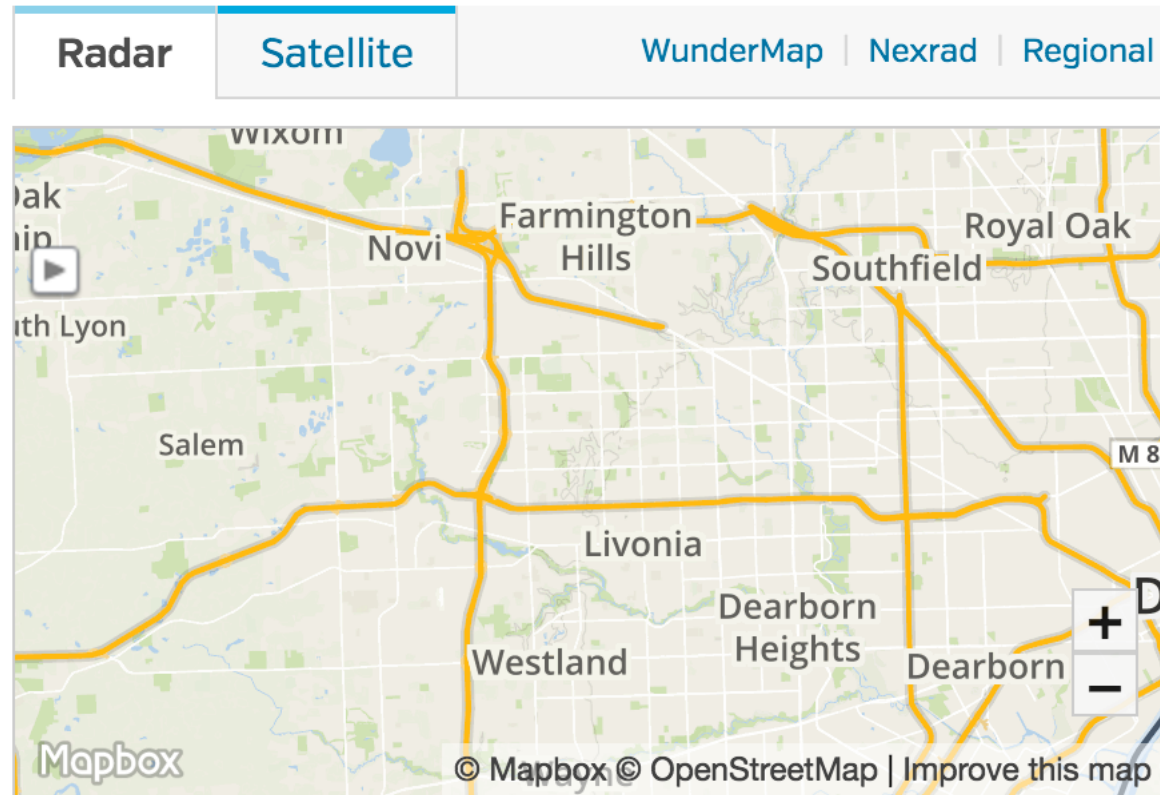
[More Conditions](#)

Radar Satellite WunderMap Nexrad Regional



Mapbox © Mapbox © OpenStreetMap | Improve this map

And where is the radar key?





From Task 2 think aloud:

“OK, that doesn’t do anything.” — in reference to radar map


“Here’s the radar, I’m not 100 percent sure what it means”

“I’m not really sure what this means? Does the green and yellow mean clouds, and which direction are they going? I guess those are clouds. It doesn’t say which direction they are going.”

“Expect it to be somewhere in (full forecast) ...”

Task 3 Findings

It rained a lot yesterday in your hometown and you're wondering how much it actually rained -- in terms of inches. Go to wunderground.com and find the rainfall total for yesterday in your hometown.



WEATHER UNDERGROUND

Maps & RadarSevere WeatherNews & BlogsPhotos & VideoActivitiesMore

Search Locations

Log in | Join

Recent Cities
Portland, OR


Livonia, MI

Coventry Gardens | Report | Change Station

© 1:40 PM EST on November 13, 2016 [GMT -0500]


ForecastHistoryCalendarRain / SnowHealth

Elev 676 ft 42.40 °N, 83.37 °W | Updated 6 sec ago



Clear

59.7 °F



N
7

Wind from SSW

Feels Like 60.0 °F

Today is forecast to be **WARMER** than yesterday.

Today
High 58 | Low 34 °F
0% Chance of Precip.


Yesterday
High 52.8 | Low 24.6 °F
Precip. 0 in

Pressure 30.1 in
Visibility 10.0 miles
Clouds Clear
Dew Point 27 °F
Humidity 29%
Rainfall 0.00 in
Snow Depth Not available.

Sun & Moon
7:22 am
5:12 pm
Waxing Gibbous, 99% visible

METAR KDTW 131753Z 23012KT 10SM CLR
12/M01 A3013 RMK AO2 SLP206 T01221006
10122 21006 58025

RadarSatelliteWunderMapNexradRegional



Mapbox © Mapbox © OpenStreetMap | Improve this map

Show Webcam

Where is it?

Participants had to find “history”

Livonia, MI ★ 🏠

📍 Coventry Gardens | [Report](#) | [Change Station](#) ▼



[Forecast](#) **History** [Calendar](#) [Rain / Snow](#) [Health](#)

Elev 676 ft 42.40 °N, 83.37 °W | Updated 1 min ago



Clear

60 °F

Feels Like 59.7 °F



Wind from SW

Today is forecast to be **WARMER** than yesterday.

Today

High 58 | Low 34 °F

0% Chance of Precip.

Yesterday

High 52.8 | Low 24.6 °F

Precip. 0 in

[More Conditions](#)

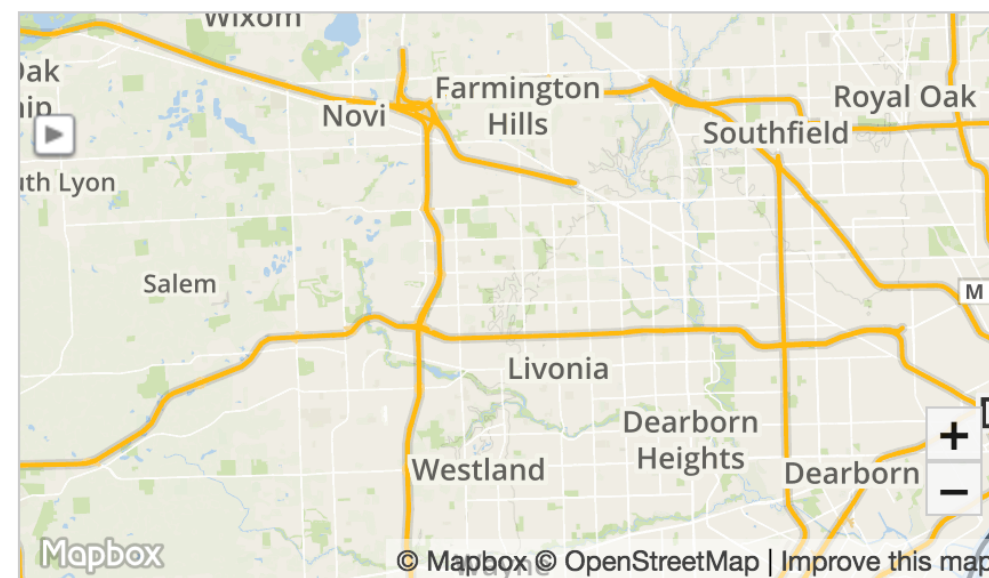
[Radar](#)

Satellite

[WunderMap](#)

[Nexrad](#)

[Regional](#)



☐ Show Webcams

Change date

Detroit, MI  

 [Detroit Metro Wayne County](#)

- Forecast
- History**
- Calendar
- Rain / Snow
- Health

Weather History for KDTW - November, 2016

Change the Weather History Date:

November

12

2016

View

Saturday, November 12, 2016

« Previous Day

Next Day »

- Daily
- Weekly**
- Monthly
- Custom

| | Actual | Average | Record |
|------------------|--------|---------|--------|
| Temperature | | | |
| Mean Temperature | 40 °F | 43 °F | |

Then scrolled down ...

| | | | |
|-----------------------------|---------|---------|----------------|
| Precipitation | | | |
| Precipitation | 0.00 in | 0.10 in | 1.59 in [1992] |
| Month to date precipitation | 1.01 | 1.09 | |
| Year to date precipitation | 31.49 | 29.31 | |



From Task 3 think aloud:

“I want to see history ...”

“I do think it’s a bit strange because it says history, but shows you today, but then I can change the date.”

“It was odd that the precipitation showed on the calendar view, but not in the daily history page. I remember it rains a small bit last night, and that showed correctly in the calendar view 0,03 , but history showed 0.00.”

Is there anything else you'd like to tell us about your experience with wunderground.com?

"The website feels a little busy, there is a lot of text and lots of clickables, it's a bit overwhelming."

"Site was visually busy."

"Lot's of add's that take up much space and there is not a very clear visual hierarchy. It's hard to tell what the headings are and which are new parts or belong to a section. Also strange is the "history" function, because it stars with showing the details of today instead of any day in the past."

Preliminary recommendations:

- Find what's unique about wunderground.com
- Clean up homepage
- Offer one search bar on homepage
- Make radar clearer, and offer map key
- Conduct user research
- Conduct bigger usability test
- Offer more-specific, deeper tasks