

Note Taking

the **inn** thing - Project 3

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Abstract

Two participants took part in a usability test in order to further understand user goals and behaviours, as well as any potential pain points. The interview prior to the usability test was useful in contextualising user's prior hotel booking goals and habits.




Objectives

Take detailed notes of the recordings of two usability tests, focussing on their goals, behaviours, context, positive interactions and pain points.

Usability Tests

- Book a hotel room for self and partner for 1 week in Barcelona using the Barceló Hotel Group app.
- Book a hotel room for self and friend for 1 weekend in London using the The Doyles Collection app.

Key

-  Positive comments or interactions by the user
-  Negative comments or pain points
-  Context or behaviours

User 1

Contextual Information

Gender: Male

Occupation: Civil Servant

Location: Dublin, Republic of Ireland

Preferred devices: Mobile phone and laptop

Preferred apps: Livescore, weather and news apps

Usual booking behaviours

- Predominantly books family holidays
- Has recently booked Ireland, Lanzarote, Poland and mainland Spain
- Habitually books online through aggregator sites such as booking.com, Trivago and loveholidays, with no preference

Most recent booking behaviours

- User booked a holiday back in February to Lanzarote for 2 adults and 2 children through Alpha Rooms.
- A small deposit paid which was refundable - this was important to the user 'especially in the current climate'. He since cancelled the holiday in November and lost €1 which was appreciated.
- Important booking criteria - reliability through a known brand with no big up front payment and free cancellation.
- Important hotel criteria - value for money, location of the hotel and child friendly facilities.
- User also adds that they check ratings and reviews prior to booking.

Usability Test 1

Barceló Hotel Group

User goals:

Book a double hotel room in Barcelona for self and partner
The flights are booked from June 12th until June 19th

Booking criteria:

Must include breakfast,
Be located in the heart of the city, near the seaside
Payment on arrival
Free cancellation if needed

Homepage

- User responds to 'book my room' CTA on home screen
- User appears to be gripped by 'enticing' home screen and 'immediately put in holiday mode' due to appealing images
- He goes to search and select and types in 'Barcelona' which presents him with five options to choose from

Search Results

- User scrolls further to find that there are four hotels located in Barcelona and begins to read the options
- He seems unsure of the locations of the hotels and wonders if he would have to go back a page to filter his results. He says that he assumes 'Occidental Atenea Mar' would indicate 'water' but this is purely guesswork
- He decides to go back a page and scrolls down to note 'City Hotels' and 'All Inclusive Hotels' in the themed scrollable list, but isn't sure if they're offering Barcelona in this.
- He checks the main menu and states 'nothing there is sticking out that allows me to put in the proximity of where I want to be'
- He is concerned that he is running the risk of booking somewhere far from where he wants to stay
- It isn't clear to the user how to filter by location, so decides the best course of action is to click each hotel individually - 'as the only way'

Barceló Raval

- User selects Barceló Raval hotel and doesn't mention location again
- He notes that it's 'a bit slow' to click through the months to select the desired dates
- The first thing he notices is the price is displayed in GDP and is unsure if this is converted later on into euros
- User reads aloud his booking and clicks 'book' CTA when he is happy with his this
- He notes for a second time that the price is displayed in GDP
- He seems pleased with the addition of the Tripadvisor review, he would always check this before booking so this would seem to be positive

- ✓ • User likes the look of the hotel from the images on offer,- 'it looks lovely, modern' it looks to be in the heart of the city but unsure as to where, again this is guesswork
- ✗ - • User doesn't notice the location pin icon underneath the TripAdvisor review, or the 'map' tab
- ✓ • He clicks 'rooms' CTA and makes note of the 'free cancellation' offer which is important to him
- ✓ • User selects the Deluxe Barcelona City Views CTA and notes that 'its all very easy to navigate'
- ✓ • He reads aloud 'free cancellation...which is really good, no prepayment which is excellent'
- He notices the inclusion of breakfast and seems happy with his booking.
- ✓ • He states again that free cancellation is important in the current climate, and is happy with this feature
- ✓ - • User is asked to add an extra on to his booking, and selects a massage package with no difficulties before finding the CTA to continue and complete his booking.

Summary

- ✓ • A good experience, easy to navigate
- ✗ • Date selection - a little slow, would prefer to enter specific dates or have a scroll feature for ease
- ✗ • Extras - a negative feature for the user, gives the impression they're trying to get money of the user, would rather decide this on arrival
- ✗ • Location - would have had to have done research ahead of time with regards to location, user made selection based on assumptions from the images
- ✓ • 'There was nothing there I was surprised to see'

Usability Test 2

The Doyle Collection

User goals:

Book a twin hotel room in London for self and friend

No flights booked, must be 2nd or 3rd Friday in April to return the following Monday

Booking criteria:

Preferably include breakfast,

No particular area in London

Homepage

- User selects The Marleybone hotel from an image list on the homepage and clicks the 'book now' CTA
- He states that the calendar scroll is 'much easier' for date selection
- He selects both the check in and check out date on the check in calendar, missing the CTA to confirm the first date
- He then changes his mind and describes date selection as 'challenging' - taking two attempts to select the desired dates

Room Selection

- User clicks the 'check availability' CTA and skips past the description of the hotel as he is drawn to the rates and offers
- He checks the details of the rates for two of the twin hotel rooms and decides upon the cheaper of the two, noting that it has breakfast included
- 'Seasonal Offer' is selected by the user

Summary

- User found it slightly harder to navigate
- Date selection - user struggled with entering the check in and check out dates individually and would have preferred a feature like Barceló app. He says 'whereas with the first one you could put in the two dates at the same time...I nearly put in the wrong dates because of that'.
- Location - User was pleased with the description of the hotel and its location, stating, 'it gave you a better description of where it was...straight away I knew where it was'
- Expected to see - User seemed put off by there not having reviews or ratings on this app. He commented that 'TripAdvisor is huge now...again I'd do my homework on it before I booked it...whereas the other one straight away I could see through a trusted pilot'

User 2

Contextual Information

Gender: Male

Occupation: Account Manager

Location: Dublin, Republic of Ireland

Preferred devices: Mobile phone, laptop and desktop

Preferred apps: News apps (The Irish Times), Spotify, Netflix

Standard booking behaviours

- Has recently booked America (Florida and New Orleans), Bahamas, England, Scotland, Wales and Berlin, one of which for business, the rest for leisure
- Typically uses aggregator sites as a search engine of sorts in order to find hotels, then contacts the hotel directly to double check deals
- Has utilised Trivago and [hotels.com](https://www.hotels.com) but [booking.com](https://www.booking.com) is preferred because of the loyalty scheme they offer

Most recent booking behaviours

- Booked three nights in Edinburgh for self and girlfriend for her birthday through [booking.com](https://www.booking.com)
- Searched accommodation in the area within price range and location
- Location is important to the user, as is good transport links
- User searched for a particular point of interest (Edinburgh Castle) in aggregator site and selected hotel that the best room with breakfast included
- User utilises images and amenities in his research and prefers hotels that have a contemporary aesthetic.
- Concerns: no concerns, user has never had a bad experience with [booking.com](https://www.booking.com), has used it for travelling many times. One time the booking was cancelled by hotel and it was refunded instantly.
- When organising a stag party for 15 people, user rang accommodation who said they paid [booking.com](https://www.booking.com) a percentage of the price. Likes to support local business so uses aggregator as a search engine and contacts hotel directly.

Usability Test 1

Barceló Hotel Group

User goals:

Book a double hotel room in Barcelona for self and partner

The flights are booked from June 12th until June 19th

Booking criteria:








Must include breakfast,

Be located in the heart of the city, near the seaside




Payment on arrival

Free cancellation if needed





Homepage

-  • User clicks 'book my room' CTA and assumes this would take him to a search engine
-  • He seems pleased by the attractive images - 'encouraging you to think ahead to your destination'
-  • User describes it as a standard search engine that you would see on most websites
-   • User searches Barcelona and decides the Moroccan hotels in the list are unnecessary and seems confused by this; 'I'm not sure why there is two Moroccan options...if I'm searching by Barcelona, it's not really necessary for me to see 6 hotels available in Morocco'.
-   • User notices 'beach' as a theme but offers 78 hotels and would assumed this means worldwide, so selects Barcelona as a narrower search

Date Selection

-   • User comments 'I assume I can't do it any quicker' as he interacts with date selection, clicking through each month in turn.
-  • He clicks through the months on the date selection to June and describes the experience as 'like with any calendar on any website' with regards to selecting the check in and check out date
- He assumes it will offer four hotels in Barcelona on the results page

Search Results

-  • User is instantly drawn to the TripAdvisor reviews - 'the reviews, the 4.5/5...the first thing that caught my eye'
-  • User seems happy with the images of the hotels on offer, 'the first one looks quite nice... the images always grab me'
-  • User is unsure of the compare tab and says 'at the top I can compare maybe?'
-  • He assumes there is a filter function but clicks the map CTA to see that there are two hotels close to the seaside and selects Occidental Atenea Mar

Occidental Atenea Mar

- ✗ - • User reads the offer to join Barceló and seems confused by this, assuming you had to be a member initially.
- ✗ • It was unclear to the user at first that it was a pop-up advertisement and says 'I didn't actually see the X... I don't have to sign up to it'
- ✓ - • User scrolls but can't see the options he is searching for until a room is selected. He describes the process as 'very straight forward'
- ✓ • He chooses the 'Superior Room' that satisfies the conditions of free cancellation, breakfast included and no pre-payment needed.
- ✓ • User lands on the 'add on' experiences page. He adds the package to the booking, 'very straightforward, simply clicking it, the one you want, and adding it to your existing booking'.
- ✓ • He confirms he is happy with this selection and accepts the confirmation.
- User assumes the next page will have a total price, and is happy that the total has been updated.

Summary

- ✓ • User enjoyed this experience, and could see himself using the app, he comments that it is 'very user friendly'
- ✓ • Homepage - user enjoyed the visually appealing action images on the home page of beautiful locations
- ✗ • Hotel search - user found the results confusing due to the inclusion of hotels outside of Barcelona. He felt it unnecessary and gratuitous. He did also state that the search engine was very simple and straight forward.
- ✓ • Extras - a positive feature for the user, saying he had 'never seen it before'.
- ✗ ✓ • Information - user found everything he was looking for, apart from information about the hotel itself, but admits that he completed the process swiftly enough that he might have missed it.

Usability Test 2

The Doyle Collection

User goals:

Book a twin hotel room in London for self and friend

No flights booked, must be 2nd or 3rd Friday in April to return the following Monday

Booking criteria:

Preferably include breakfast,

No particular area in London

Homepage

- ✔ • User clicks 'explore' CTA and comments that he is greeted with 'lots of nice images of different hotels'
- ✔ • He easily locates 3 hotels in London and selects Kensington as it is an area that he knows.
- ✔ • User notice the image scrolling feature and comments that it is 'encouraging you to swipe across'. He enjoys browsing images when booking a room.
- ✔ • He compares this function to [booking.com](https://www.booking.com) but suggests that it is more intuitive on this app, it is 'more modern'.
 - User finds further information about the hotel and notices details of the location and address. He seems happy about this.
- • User is confused by the + CTA at first and clicks on it after being prompted to do so. He was initially unsure if it was to add additional rooms or hotels. The CTA reveals restaurants and hotel offers.
- • The user missed the 'offer details' drop down and so the promotions are unclear to the user, he says 'it doesn't really show me what the promo is'.
- ✘ — • User has difficulties entering the dates at first before realising it is a scrollable calendar, 'it could be very simple, but it doesn't seem that easy to move'.
- ✘ • It is unclear too the user that check in and check out dates are to be selected individually, 'oh, you have to do it for both of them'.
- ✘ • User understands that the dates are to be selected separately and suggests 'maybe could've been on the one, it doesn't need to be two separate calendars', he admits he didn't notice it initially.

Room Selection

- ✔ • He likes the description upon selecting a classic twin bed hotel room. He reads the description in full, and says that he likes that it is at the top, he does not want to 'scroll down to the bottom to see 15 lists'.
- ✘ — • User would expect to see information about the price and does not notice the 'rate details' drop down CTA and instead continues with the booking.
- ✘ — • Breakfast inclusion is unclear to the user, he goes back a page to clarify this in the rate details drop down CTA.

Summary

- ✔ • User enjoyed the overall experience of this app, he suggested it was a 'nicer', 'more upmarket' and 'high end' app.
- ✔ • Images - user enjoyed the amount of images on offer, he says 'the hotel was kind of selling itself'.
- ✘ • Promotions - user did not notice the promotional add ons as easily with this app, but assumes that these would be offered on arrival.
- • Date selection - user found the overall app experience to be intuitive, but the date selection was confusing for him, 'it's also very user friendly apart from that one calendar thing'.
- ✘ • Information - user enjoyed the amount of information available about the hotel room, but would have appreciated more information on the booking details and pricing structures of the room.