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PDUX Usability Tests – Hotel booking (Desktop)

Projet 3: Note-taking

Overview

Note-taking is often overlooked as a core skill for UX professionals but good notes are a fundamental part of your research. When taking notes your job is to highlight the key insights from the session: anything which will help you make decisions about your design later on.

This project is going to help you develop your note-taking skills, and the notes you take will be used during all subsequent projects. You can use any tool you wish but remember this project is not about design. Prioritize your notes rather than spending time creating a beautiful document.

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1. Usability Test: User 1

a) Profile overview: Noeleen

Background
- Is an administration manager
- Lives in Celbridge in Ireland
- Accesses the internet both at work and at home, mainly during lunch break
- Uses both PC and mobile phone to browse websites
- Visits websites to read breaking news, advertisements, Amazon and socials

Hotel booking experience
- Goes to hotel for 1 or 2 nights every month with her husband
- Has gone off the likes of the LivingSocial deals
- Always checks the hotel's own website
- Always uses websites like "booking.com" and "TripAdvisor" to compare prices and reviews
- Always rings the hotel directly to ask if they can match the price of booking.com/TripAdvisor
- Likes to see the difference in prices and options between rooms (in one page)
- Likes the option where you can pay for breakfast separately
- Likes to go back in hotels where she is assured it's going to be a nice stay (Faithlegg & Lyrath)
- Sometimes meets up halfway with friends from different parts of the country
- *"I rather pay a dearer price and have a nice experience"*

b) Task 1: Barcelo Hotel Group

Scenario: Book a week (June the 12th to June the 19th) in a hotel in Barcelona (close to the seaside) for 2 people, with breakfast included, with payment on the arrival and free cancellation.

Choosing the hotel
- Went directly in the menu Hotels > Beach
- Has taken **more than 3 minutes to complete the rapid search bar**
  - Was **unsure about what to put in the first field** of the search bar (hotels, destination)
  - Types "Barcelona" in the first field and clicks on "Adults only" option
  - 💡 **Would prefer a map to pinpoint the exact location**
  - Was **confused about not put in dates before the destination**
  - Was **unhappy about the really slow calendar month-to-month**
  - Checked the discounts
- **Stopped 5 seconds before realizing page had loaded with results**

- **Founds the results page clear with prices**
- **Likes to find TripAdvisors reviews**
- Went to *Map* to look for a hotel near the beach
- Didn't use any filter

Choosing the room
- 💡 **Would prefer have more options in onepage than scrolling down**
- Paid attention to the pictures a lot (photos of the room & hotel environment)
- Looked quickly at the reviews
- Always checks the description, the restaurant and facilities
- 💡 **Would love to see a tab "Local attractions"**

Booking the room
- Normally compares 2 or 3 hotels and picks between them
- Said she normally would join the Barcelo to receive a discount or to get special treats
- *"Is that just for the test site that it's taken so long or?"*

Booking the addons
- **Scrolled a long time before to find the addons she were looking for** (breakfast)
- **Said a lot of addons are useful**
- **Said the list of addons has to be more concise**
- 💡 **Would prefer to filter out the addons**
- Was **confused with the Double Bed option even with the description**
- Was **unsure in the process if she will get the option "*Free cancellation*" to complete her first goal**

Overall experience
- (Experience was) **"a little bit clunky"**
- U1 said she normally would be a little bit quicker.
- She's **still confused about the free cancellation option**. She is still **not ready to pay for it yet**.
- But nothing is missing as well.

c) Task 2: The Doyle Collection

Scenario: Book a twin room in a London hotel for a long weekend (the second or third weekend in April from Friday to Monday) for 2 people with breakfast included.

Choosing the hotel:
- **Finds the homepage lovely and wants to go there because of the pictures**
- **Likes the menu** (Hotels, Restaurants & Bars, Suites, Gift Vouchers, Slice of the City)
- Went into the menu and clicked on The Kensington hotel

- Clicked on the seasonal offer to check if dates corresponds
  - Ignored *See more details* button and clicked straight to *Book this offer* button
  - *"I can't leave a good deal behind"*
  - Is **annoyed she couldn't put the number of guests before launching the search**
  - **Understood the offer was not available for the chosen dates and move on**
- **Didn't find easily the way back to homepage to book a stay normally**
- 💡 **Expected a search bar for a room by going into the menu and clicking on "*The Kensington*"**
  - **Preferred this calendar to the other one because it is quicker to use**

Choosing the room:
- **Told straight away the first picture of the room is not great and the room looked very small**
- **Saw directly the classic twin but had a look on the others rooms**
- Would check if it's possible to have an extra bed in a superior room (to have a much bigger room)
  - **Expected more pictures to pop up**
  - Thinks it's important to have a coffee machine
  - Thinks it's lovely to have nice toiletries and amenities
  - Usually asks her husband to know if the size of the room is good or not because the numbers doesn't mean much for her
  - **Thinks it's brilliant to have a television with Chromecast**
  - **Thinks some services are a little outdated** (wifi, local calls)
  - *"At this stage I presume everywhere has wifi"*
  - Hesitated if they forgot bathrobe or if there might be an option to add it later

Booking the room:
- **Finds the cancellation policy**
- **Was confused about "Best flexible rate" → *"It's the same thing twice."***

Booking the addons:
- Ignored *"Personalize your stay"*
- 💡 **Expects to get a discount if she said she will eat at the hotel's restaurant**
- Ignored the scrolling list in *"Personalize your stay"*
- Was **confused because extras were missing to complete the task (breakfast, …)**

Overall experience:
- Preferred experience 2 to experience 1
- *"I just prefer the layout a little bit better"*
- Thinks experience 2 is more similar to websites that she would usually use (booking.com)
- 💡 **Would prefer having more pictures of the hotel and of the rooms or maybe a virtual tour**

2. Usability Test: User 2

a) Profile overview: Nicole

Background
- Is an IT account manager
- Living in Dublin
- Uses both PC and mobile phone
- Visits Google, LinkedIn, booking.com, Airbnb, Thomas (shopping) and the news

Hotel booking experience:
- Uses booking.com (with genius) and Airbnb over websites
- Loves to stay in hotels for travel purposes and for special occasions
- Stays in hotels with friends (70%) and sometimes for work with or without colleagues (30%)
- Loves to go on big trips and travels a lot
- Loves when it is quick and easy to book and accurate to pictures
- Always compares a lot with hotels options and pick the best deal
- Paid attention to facilities (swimming pool, jacuzzi) and breakfast and dinner to book a hotel
- Is concerned about get her money back in case of lockdown
- Usually rushes into things

b) <u>Task 1:</u> Barcelo Hotel Group

Scenario: Book a week (June the 12th to June the 19th) in a hotel in Barcelona (close to the seaside) for 2 people, with breakfast included, with payment on the arrival and free cancellation.

Choosing the hotel:
- Has chosen the first hotel of the list in the search bar hotels by typing *"Barcelona"*
- ***"I was expecting to see like a list of hotels"***
- **Gets a bit excited that shows you the weather**
- **Liked details about how far the airport is and what bus et metro stop are around**
- Evaluated the hotel through photos, location (map), transport immunities, airport services and feedback from customers
- Ignored the description
- **Was confused about how to find a hotel next to the beach**
- Always checks if there is a supermarket close by

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Positive interaction
Pain point
💡 **Suggestion**

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Choosing the room:
- Doesn't always get the standards
- Looked carefully at pictures of the room
- Always checks if there is a fridge, a coffee maker, an hairdryer and air con or heating
- Never checks the size of the room unless through pictures

Booking the room:
- **Pushed previous navigation to include breakfast and doubted if it was included or not**
- Ignored promo materials
- **Had some issues to change dates with the calendar jumping**
- *"I feel like it's happened so many times, I actually may just move on to a different website"*
- **Had to refresh the page**
- Was **confused about breakfast included or not**

Booking the addons:
- 💡 **Would prefer to know if breakfast is included or not before choosing the room and the dates**
- **Doesn't like to have a big list of addons just after choosing the room**
- Sometimes **hates when there are throwing more options on you and it takes longer to complete the process**
- Was **confused about the Double Bed option**
- Would only choose the airport/hotel transfer or a parking
- Was **confused about prices of some addons**

Overall experience:
- U2 was **annoyed not directly getting the info she needed to book the hotel before actually booking it**
- U2 was **confused about what was included or not in the booking** (breakfast, swimming pool)
- U2 **missed the information about transportation, check in and check out times and cleaning methods**

c) <u>Task 2:</u> The Doyle Collection

Scenario: Book a twin room in a London hotel for a long weekend (the second or third weekend in April from Friday to Monday) for 2 people with breakfast included.

Choosing the hotel:
- **Felt the first image was very classy and it looked really rich**
- **"It was kind of hard to see that the tops and the tasks wires"**
- **"I really like all of the images. They are really nice and it looks kind of a little bit more superior"**

Positive interaction
Pain point
💡 Suggestion

- 💡 **Would prefer a glimpse of the three hotels available in London instead of clicking on the first one by herself**
- 💡 **Would prefer an overview rather than going through all this thing and clicking back out**

Choosing the room:
- **Hates scrolling and would prefer filters to click on**
- Was **confused between twin rooms and twin beds**
- Was **confused about the exact same texts in "Best Flexible Rate"**
- **"I think this one is a lot more confusing than the last website"**
- **Was looking for the option to pay later**
- Was **unsure about what she was booking and what is included in the booking**
- **Clicked back to the homepage to see the second hotel**
- 💡 **Was expecting to see the price in the calendar to check if it is better to go the first weekend or next one**
- **Preferred the Marylebone hotel because it was cheaper**
- Always likes to pay there and then
- Would check the facilities after knowing prices and picking a room
- **Uses previous button to navigate through the website**

Booking the room:
- 💡 **Would prefer to have multiple photos to visualize the room (with furniture, view and rooms)**
- **Couldn't find the "Book now" button the second time**

Booking the addons:
- **Had no idea what "Personalize your stay" meant**

Overall experience:
- **Experience 2 seemed more classy**
- **but U2 had to do a lot of rooting around**
- U2 was **unsure about what she booked without any summary**
- U2 **didn't like the button "Book a stay" with this dropdown list of all hotels of the group**
- 💡 **U2 would prefer a quick overview to compare the three hotels in London and to place them on a map**

Positive interaction
Pain point
💡 **Suggestion**

3. Conclusion

There are the main points highlighted from these two usability tests so far as we are:
- Both users had difficulties to complete their task 1:
  - To find a hotel near the beach
  - To include a breakfast
  - To have a free cancellation plan
  - To pay on the arrival
  - (U2 had a lot of difficulties to change dates in the calendar)
- Both users had less difficulties to complete their task 2:
  - To include a breakfast
  - To be sure about what is included in the booking
- Both users are not convinced about the bookings they've made and are unsure about what is included in their bookings.

Since both tasks could not be completed, there is a lot of user experience work to be done so that these websites can fulfill their original function (booking a hotel) without confusing our users.

Positive interaction
Pain point
💡 Suggestion