

Richard Styring

PROJECT 3 - NOTE TAKING

2 Hotel Websites Tested on a Desktop Computer

2 Participants

Key:

Positive interaction

Negative interaction

Participant suggestion or thought

USABILITY TESTING 1

Background of participant 1

- Women, Occupation Manager.
- Lives in Kildare, Ireland.
- Uses desktop to book hotels but sometimes phone as well.
- Books a hotel once a month
- Prefers booking websites like 'Booking.com' and using 'Tripadvisor' for the reviews
- No longer likes using the website 'LivingSocial.ie' because the experiences she was buying were not offering any extra details such as hotel room slippers or upgrades on the menu.

Previous booking experiences of participant 1

- Last booked directly with the hotel website.
- P1 comments that they...
 - likes it when you can pick a date and see the room selections on one page.
 - likes the option to pay for breakfast separately.
 - likes it when she can clearly see the different deals such as weekend specials and spa days etc.
- When asked, their only concerns when booking new hotels was that they should have a good review on Tripadvisor as they may be meeting friends there.

HOTEL WEBSITE 1 (DESKTOP)

www.barcelo.com

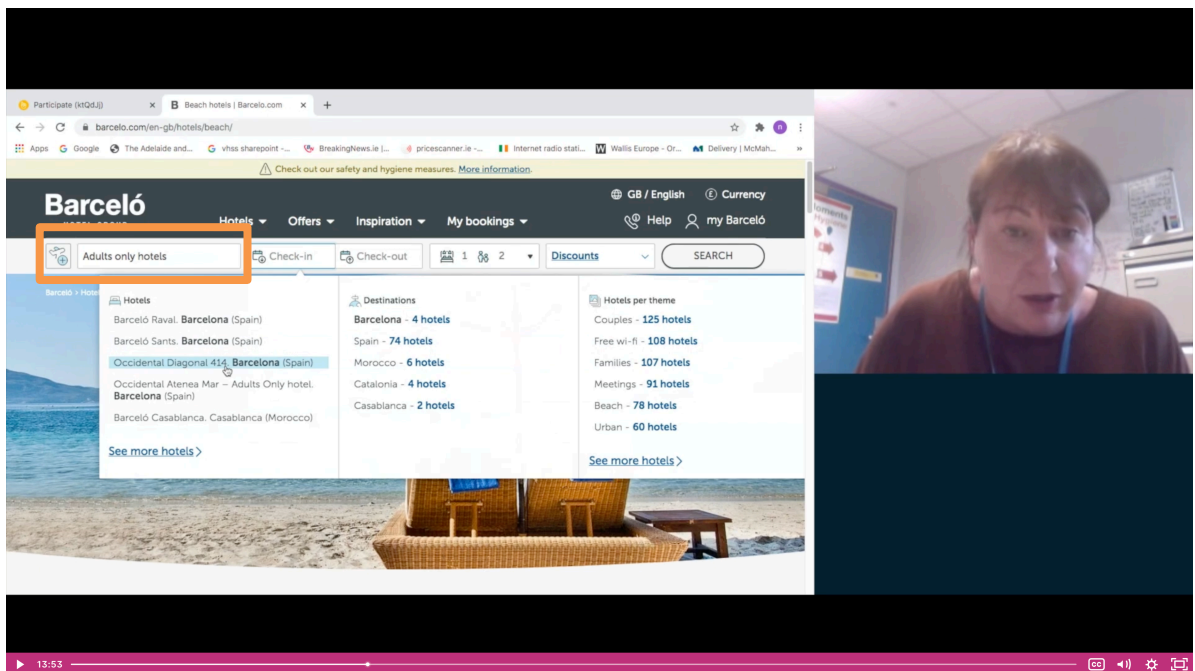
Booking Criteria

1. Barcelona centre near to the seaside.
2. Arriving 12 June > Leaving 19 June.
3. 2 people (partner).
4. Breakfast included.
5. Pay on arrival.
6. With the ability to cancel the room.

Home Page / Search

- P1 selects 'Hotels' from the main menu.
- Doesn't appear to notice the search facility further down the page.
- Clicks 'Beach' from menu.
- Types 'Barcelona' in the search field and a dropdown menu appears to offer different options.

- **13:53** Selects 'Adults Only' (Search field now displays only those words.)



- Selects the 'Check-in' field.
- P1 doesn't know which hotel to pick from the dropdown menu.
- **13:56** P1 notes *"I would like a little map to popup here... like on Tripadvisor"* to help select the hotel.
- Clicks back on the 'Check-in' field and the destination field goes blank.
- P1 seems confused and guesses that the website wants the hotel entered first.
- Starts the process again.
- Types 'Barcelona' in the search field.
- **15:17** P1 seems confused by the dropdown menu. *"I don't know whether I should be clicking or just looking"*.
- Selects 'Barcelona - 4 hotels'.
- P1 sees the calendar but doesn't seem clear what she has selected.
- Clicks through each month of the calendar. P1 says they prefer a 12-month calendar.
- Selects 12 June and clicks on the 'Check-out' field.
- Selects 19 June.
- P1 understands the 1 room, 2 people icons.
- Selects the 'Discount' button but doesn't really read the information displayed.
- Clicks 'Search' button.

Search Results Page

- P1 isn't clear that the results have appeared because of a large photo at the top.
- Scrolls to see results.
- P1 thinks the results are listed clearly. Likes the Tripadvisor scoring.
- Clicks on 'See Map' button.
- Selects hotel from the map.
- Clicks again to view further details of the hotel.

Hotel Page

- Scrolls down and clicks 'Read more+' to view more text about the hotel.
- When asked P1 states that they would normally look for photos of the pool and restaurant.
- Clicks 'Book' button.
- Popup appears with a deal offering 10% off to join as a member. **P1 says "I would definitely have that".**

Room Selection

- P1 can see the dates in the summary and seems happy.
- List of available rooms is displayed.
- **21:53** P1 doesn't like having to scroll through the rooms and prefers it when you can view them side by side. **"A lot of websites have it on one page... with the picture and it is easier to compare the prices."**
- Clicks 'Book Now' button.

Add-ons Page

- P1 states that she understands this is the add-on page.
- Moderator encourages P1 to scroll down the page to find the breakfast add-on.
- **Breakfast option appears at the bottom of a very long page of add-ons.**
- Clicks + button to add 2 breakfasts. Then clicks the update button.
- Moderator asks P1's thoughts on what they think the 'Double Bed' option is.
26:26 P1 is not clear.... **"Gosh I don't know, what does that mean?"**
- **26:56** P1 then states that; **"So far, before I go through all this... I would like to pick that it's free cancellation. I wouldn't bother going through all this unless it was free cancellation."** She likes how it is done on booking.com.
- Clicks 'Continue to book'.

SUMMARY OF WEBSITE 1 (P1)

P1 thought the experience was 'clunky'.

Negatives

- Search facility was confusing with too many options and a functionality that goes against the mental model.
- Calendar appeared slow to use.
- Large unnecessary image at the top of the search page.
- Some extras were unclear such as 'Double Bed'.
- No offer for free cancellation.
- Breakfast option hidden at the bottom of a long page.
- P1 felt the whole process was should be quicker.
- 2 of the tasks were not completed; Pay on arrival, information on cancelling the room.

Positives

- Tripadvisor scoring.
- Order summary appeared clear to P1.
- P1 liked the 10% off when signing up as a member.

P1 Thoughts

- Make the calendar easy to navigate.
- Display rooms rates side by side so they are easier to compare.
- Display room cancellation information early on in the process.
- Having lots of photos is a must.

HOTEL WEBSITE 2 (DESKTOP)

www.doylecollection.com

Booking Criteria

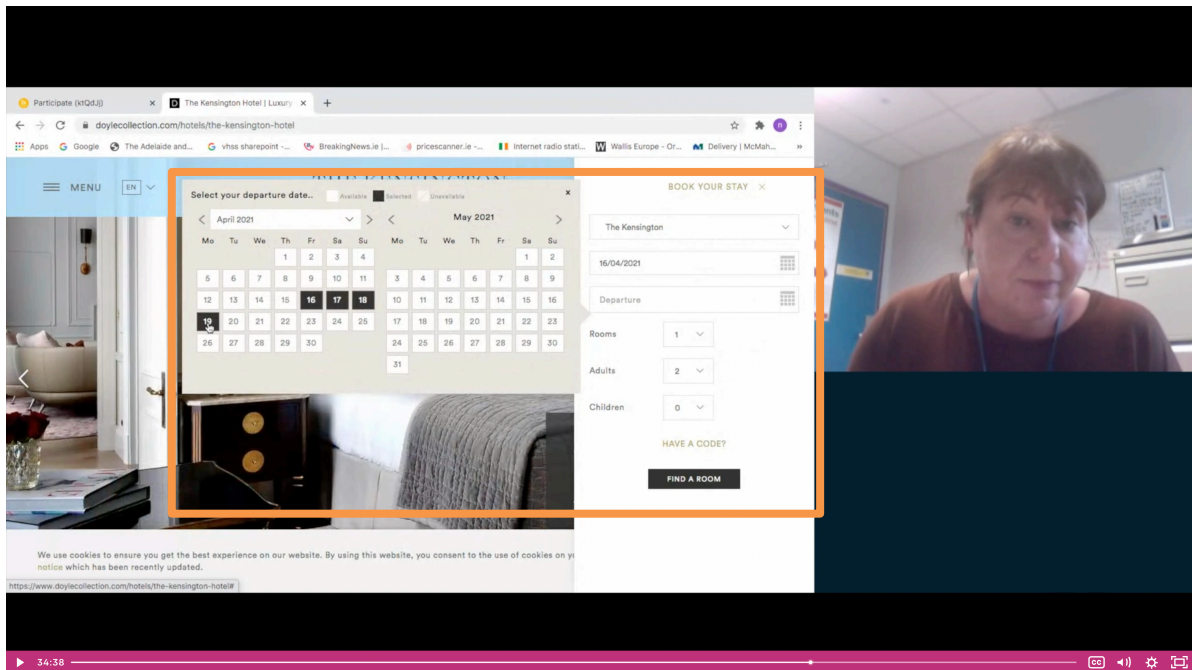
1. Anywhere in London.
2. 2nd or 3rd weekend in April (Mon-Fri).
3. Twin room with breakfast included.

Home Page

- **30:57** P1 states she likes the photos and the links in the middle of the home page, **“I like this setup more”**. In particular links to ‘Restaurants and Bars’ and ‘Suites’.
- Clicks menu in top-left corner.
- Reads menu then clicks the browser back button and exits the website.
- Clicks menu and reads the links and appears to understand it.
- Selects ‘The Kensington’.
- Clicks ‘Book Now’ in the seasonal offers box.
- P1 immediately selects ‘Book this offer’ and states she will always go for an offer.

Search

- Selects Fri 16 and Mon 19 from the calendar with ease.
- Message appears, “...this package not available on you chosen dates...”.
- P1 clicks menu in top corner to change the search.
- Isn’t sure what to do at first but then selects home button.
- ‘The Kensington’ home page loads
- Clicks ‘Book your stay’ in the top-right corner and a booking side panel appears.
- **34:14** P1 states that, **“...this is what I expect when trying to book a room”**.
- Clicks ‘Arrival’ button



- Clicks through months and comments on how quick it is to click through them.
- Clicks 'Find a room'.

Room Selection / Add-ons

- P1 immediately comments that the first picture isn't great.
- Scrolls down the page.
- Selects 'Classic Twin' room.
- P1 comments they would like to see more photos
- P1 reads the information and expresses their delight at there being a coffee machine and quality toiletries.
- P1 is asked about their thoughts on the rest of the room information;
 - Displaying the room size. She doesn't understand the dimensions but her husband does.
 - Does think WIFI needs to be displayed as she expects that to be a standard.
 - Smart TV with Chromecast streaming she though was important.
 - Doesn't seem bothered about complimentary calls as everyone uses their mobiles.
- Clicks 'See all rates' button.
- 2 rates are displayed.
- P1 notices that both rates appear to be the same, stating that one should be with free cancellation and one should be without.
- P1 is asked to click on the 'Personalise your stay' link and comments that;
 - Here she would like there to be a bath robe add-on.
 - Having an Oyster card discount might be an idea as many people get the train to London.
 - Offers for the restaurant would be good.
 - Breakfast should be there but is not!
- When asked P1 isn't sure if breakfast is included or not.
- Clicks 'Book now' and goes to the checkout page.

SUMMARY OF WEBSITE 2 (P1)

P1 thought the experience was better than barcelo.com because she preferred the layout.

Negatives

- Not clear if breakfast was included or not.
- 2 identical room rates were displayed which was confusing.
- There was no room rate offered that was without the free cancellation.
- Insufficient photos of the rooms.

Positives

- P1 liked the large imagery and central links on the home page
- Search panel was easily understood.
- Calendar search was quick to use.
- P1 liked key aspects of the room such as coffee machine, TV with Chromecast and quality toiletries.
- The overall experience of using the site was great.

P1 Thoughts

- Less scrolling particularly when it comes to comparing rooms.
- Make it clear that offers are only available on particular dates so people don't waste time searching.
- Bath robes and Oyster Card discounts would be a nice added-on.
- Doesn't understand the dimensions but her husband does.

USABILITY TESTING 2

Background of participant 2

- Women, IT Account Manager
- Lives in Dublin, Ireland.
- Uses the internet a lot on both phone and computer.
- Books a hotel for both business (30%) and leisure (70%) for both home and abroad.
- Prefers booking with websites like 'Booking.com', 'airbnb.com' and 'Hotel.com'.
- Uses 'Booking.com' so she can utilise the Genius rewards scheme for future discounts.

Previous booking experience of participant 2

- Stayed at the Four Seasons in Dublin a month ago for her partners' birthday.
- Booked the Four Seasons because of an offer for dinner, bed and breakfast.
- Before booking P2 compared hotels for things such as:
 - Breakfast
 - Facilities like swimming pool
- Felt the overall experience was easy.

HOTEL WEBSITE 1 (DESKTOP)

www.barcelo.com

Booking Criteria

1. Barcelona centre near to the seaside.
2. Arriving 12 June > Leaving 19 June.
3. 2 people (partner).
4. Breakfast included.
5. Pay on arrival.
6. With the ability to cancel the room.

Home Page / Search

- P2 says that she will sometimes look for offers on the home page but usually will go straight to the search facility.
- Types 'Barcelona' in the search field and a dropdown menu appears to offer different options.
- P2 appears not to know which hotel to pick so selects the first one.
- 'Check-in' field is then automatically highlighted and the calendar appears.
- P2 seems hesitate for a second and clicks on 'Check-in' field.
- Clicks through months.
- Selects 12 June and clicks on the 'Check-out' field.
- Selects 18 June (incorrect date).
- Selects the 2 people icon to reassure themselves that the selection was correct.
- Appears to ignore the 'Discount' link.

- Clicks 'Book' button.

Hotel Page

- P2 is asked to describe what they see;
 - **12:34 Declares, "I was expecting to see a list of hotels but this has just given me one".**
 - P2 likes the slideshow of photos and says it looks nice.
 - P2 notices the high Tripadvisor rating.
- Scrolls down page and reads information.
- P2 likes the weather information.
- Clicks the 'Map' button and states that they likes that.
- P2 states that they would use Google maps to evaluate a hotels location.
- P2 declares they like the additional location information such as distance from the airport.
- Click the 'Facilities' button.
- When asked P2 would look for facilities such as bar, swimming pool, spa and airport collection services.
- Scrolls down the page.
- **15:26 On see the Tripadvisor reviews P2 states, "I would definitely look at the feedback... I think that's' really important".**
 - If P2 could not see a review on the site they would Google the hotel for a review.
- P2 is tasked to find a hotel closer to the sea.
- Types 'Barcelona' in the search field again and doesn't understand the options given.
- Selects 'Hotels' from the main menu.
- Selects 'Barcelona' from the drop-down menu.

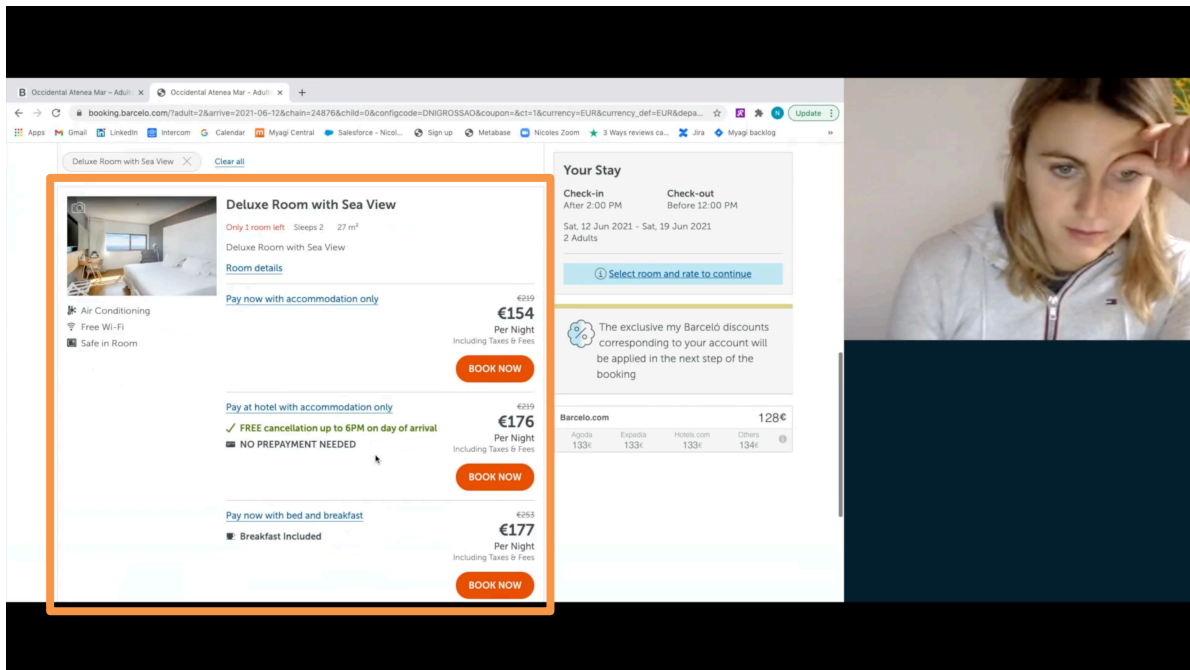
Search Results Page

- **17:04 Upon seeing the results P2 states that, "I wouldn't know how to check if it is close to the beach. I'd probably just read through them all".**
- Notices a bullet point that says 'On the seafront'.
- Selects that hotel and views the location map.
- Notices that the hotel is a bit far from the centre.
- Important hotel location details for P2;
 - It's location to a city centre
 - Transport amenities
 - Supermarkets
 - Airport services.

Room Selection

- Click the 'Rooms' button and a list of available rooms is displayed.
- Selects a room with a sea view.
- Clicks through photos of the room and looks at the details.
- Important room details for P2;
 - Fridge
 - Coffee maker
 - Hairdryer
 - Air con or heating
 - Music access

- When asked P2 states they never check the sizes of a room. Doesn't understand m² and would use the photos to gauge the size of the room.
- P2 notices that the check-out date is incorrect and changes that.
- P2 realises that there is not breakfast included.
- Clicks back to try and search for information on breakfast.
- Selects 'Book' button next to 'Deluxe Room with Sea View'.
- P2 notices that the check-out date is no longer set correctly.
- P2 clicks on the Check-in and Check-out fields and uses the calendar to change the date but appears to have great trouble in doing this because the date jumps around.
- **25:13** Page continually keeps loading and P2 states, **"I feel if this happened so many times I may move on to a different website"**.
- P2 finally gets the correct dates selected.
- P2 clicks 'View More Rates' links.
- Options on 'Pay at hotel' and breakfast are displayed.
- **25:50** P2 states they would prefer to see breakfast included before this stage of the process. **"I thought they didn't have it... It was not very easy to see that it was an option"**.



Note: The option to pay for breakfast is different to the one P1 encountered on the add-ons page.

Add-ons Page

- Scrolls through add-ons page.
- **26:24** P2 states that the page is too much, adding **"I don't like it when you're booking a room and they just throw stuff at you"**, and says that she feels that she would ignore it even if she did want something.
- When asked P2 thought the 'Double bed' option meant that they were getting 2 single beds which seem odd on a deluxe room.
- P2 was also unclear about the word 'each' and what it was referring to.
- Clicks 'Continue to book'.

SUMMARY OF WEBSITE 1 (P2)

P2 thought the experience had some issues.

Negatives

- Search facility had too many options that were confusing.
- The calendar was awkward to use.
- P2 did find locating the hotel a challenge.
- The information on breakfast was unclear.
- There was 2 ways to pay for breakfast.
- The 'Double Bed' was confusing and made it look like there were 2 single beds in a deluxe room.
- Too many add-ons late on in the process.
- The word 'each' was unclear on the addons page.

Positives

- Tripadvisor scoring and feedback.
- Slideshow of photos
- Location map

P2 Thoughts

- P2 doesn't like it when there are too many add-ons late on in the process.
- P2 uses photos to gauge the size of the room. Doesn't understand m².

HOTEL WEBSITE 2 (DESKTOP)

www.doylecollection.com

Booking Criteria

1. Anywhere in London.
2. 2nd or 3rd weekend in April (Mon-Fri).
3. Twin room with breakfast included.

Home Page

- P2 states they really likes the photos and the links in the centre of the home page.
- P2 notices the central menu links can be difficult to read on different photos.
- Clicks 'Hotels' from the central menu.

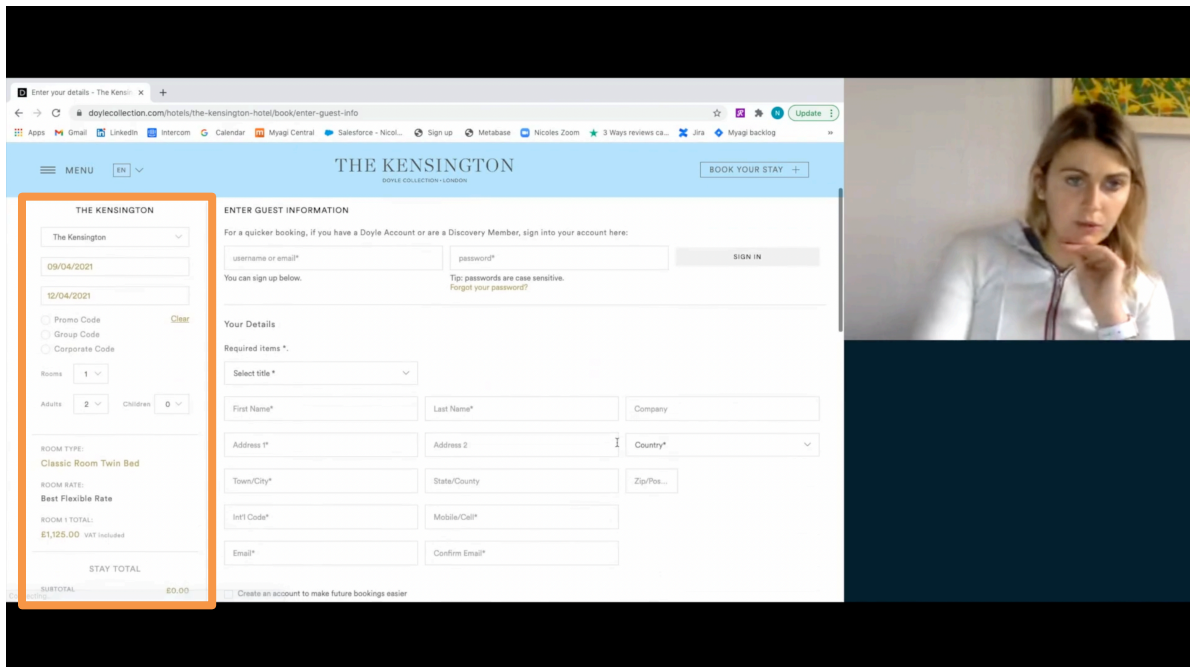
Search

- Clicks 'Book your stay' button.
- Clicks on 'Select a hotel' field.
- P2 states that they would like to be able to select the country first.

- Selects 'The Kensington' from the list.
- Clicks through the months and selects the dates 9 – 12 April with ease.
- Clicks 'Find a room' and goes to the room selection page.

Room Selection / Add-ons

- P2 remarks that it might be nice to see an overview of the 3 hotels in London before they got to this stage of the process.
- **35:00** P2 remarks, **"Normally the first thing I do is filter... so if there was something on the left here so I could just pop-in exactly what I'm looking for. Just because I hate scrolling"**.
- **35:20** When asked why they hate scrolling P2 replies, **"I like clicking everything I need and just ruling out anything I'm not going to go for"**.
- P2 scrolls up and down and appears to have trouble finding a twin room.
- Selects to see more details on the 'Classic Room Twin Bed' yet still doesn't seem sure.
- P2 examines both rates available and states that they are both the same.
- Clicks 'Book Now' on the first option.
- P2 starts to look how to pay later but can't find it.
- **38:58** P2 states, **"I think this site is more confusing than the last website... the rate thing and no option to pay later"**.
- Click back in browser.
- Repeats the room selection process to see if they have missed something.
- Back on the payment details page P2 feels that they do not know what is included in the order. The summary doesn't appear to be clear enough.



- To make sense of the site P2 clicks back and selects 'Marylebone' hotel from the menu.
- P2 enters dates and expresses that they like it when the price is displayed on the calendar.
- Selects 'See all rates' button on the room 'Classic Twin 2 Single Beds'.
- P2 notices that the room rates offered are different to that offer previously.
- Clicks 'Book Now' on a rate that offers breakfast.

- P2 states that they would like to see more photos of the hotel on the room selection page.
- When asked they don't think there is enough photos to show the size of the room, the bathroom and wardrobe space.
- Important room details for P2;
 - Wifi
 - Air Con
 - Bathrobe and slippers
 - Bath
 - Fridge
 - Coffee machine
- Whilst on the room selection page P2 is asked to finish booking the room they have already selected. P2 discovers that there is no button to make the booking!
- P2 has to select the room again in order to book it.
- When asked P2 states that they have no idea what the '+Personalise your stay' link means.
- Clicks '+Personalise your stay' link but no options are shown.
- Clicks 'Book now'.

SUMMARY OF WEBSITE 2 (P2)

P2 thought the website looked classy but felt the booking process was harder than barcelo.com.

Negatives

- Finding the right information was hard work.
- Room labelling was inconsistent.
- The '+Personalise your stay' link was not very visible or understood.
- If you stepped out of the book process there was no button to go back and book.
- Room photos needed to show more detail.
- The whole process was too simplified.
- Not enough information on the summary.
- Links on the home page photos could be difficult to read.

Positives

- Quality imagery improved P2 feeling about the site.
- Calendar was fast and easy to understand.

P2 Thoughts

- Likes it when the price is displayed on the calendar
- Likes to use a filter when selecting rooms to have control about what they are seeing.
- Doesn't not like to scroll.
- Likes to see photos of the hotel on the room selection page.