

Booking a Hotel Online

Customer Experiences

Project 2 Online Survey

By Richard Styring

Task

- Create an online survey to identify the goals of the customers using hotel booking websites
- Analyse the data and identify any patterns that emerge



Google Forms was used to conduct the survey and distributed by email and Whats App.

Both qualitative and quantitative questions were asked.

Objectives

- Understand the customer's experiences of using a hotel booking website
- The behaviour of the customers visiting these sites
- To identify booking websites that work well
- Discover pain points that customers commonly experience

① When was the last time you visited a hotel or an accommodation website

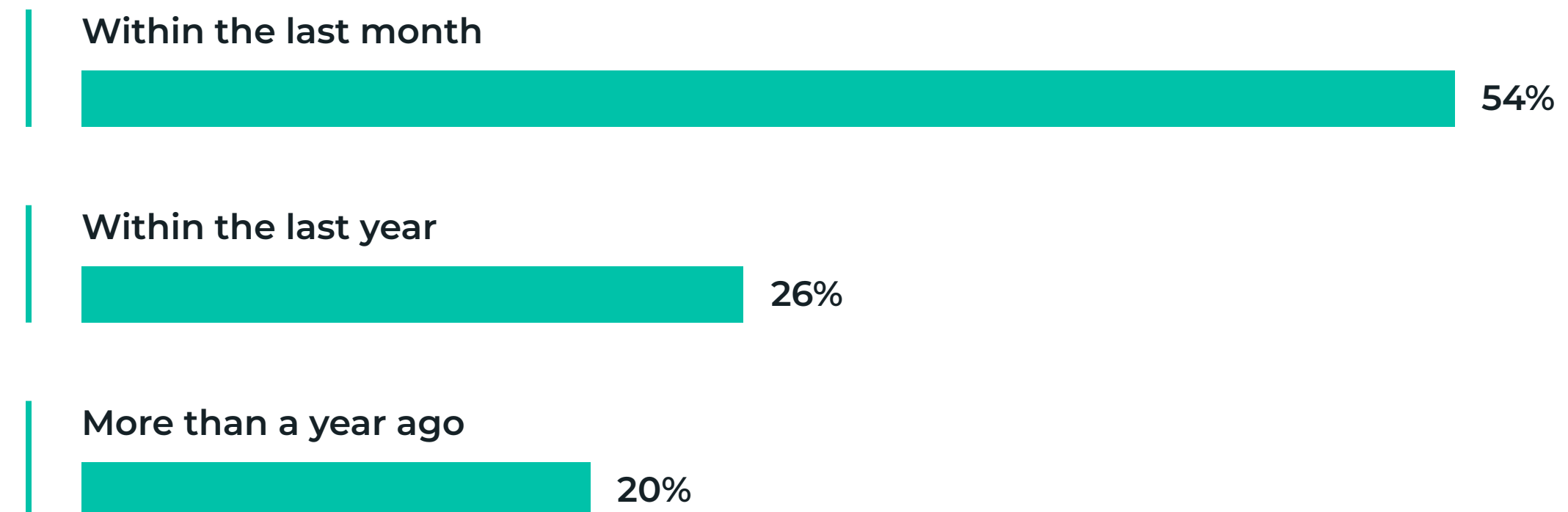
Objective

To find out how relevant people's experiences were to this survey.

Conclusion

More than half the survey respondents had recently used a hotel booking website and all were eligible for the survey.

Multiple choice question. User could choose only one answer.



② How do you prefer to book accommodation or a hotel?

Objective

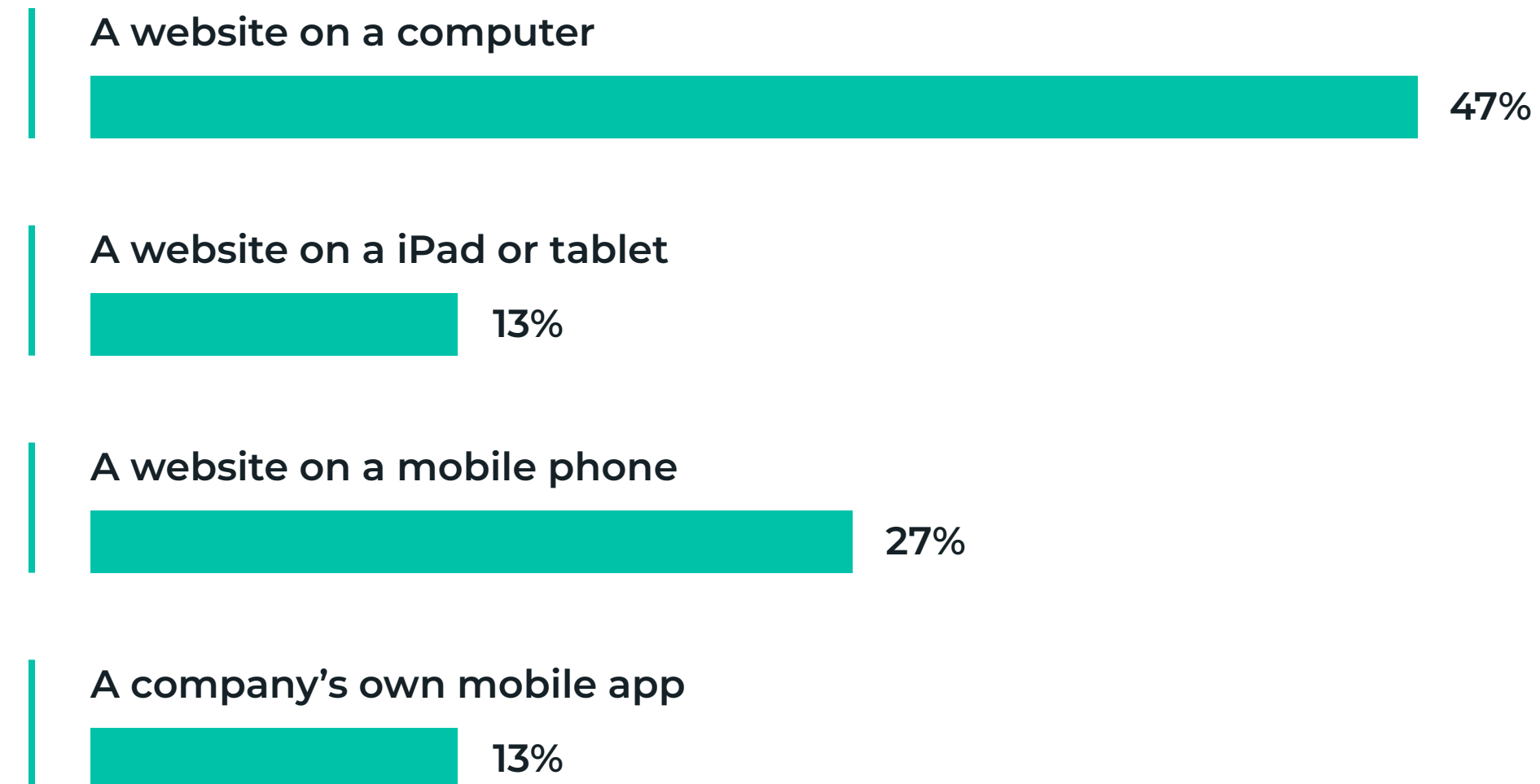
To get a better understand of users habits and what form of device is the most popular means of booking a hotel online.

Conclusion

Desktop computers were the predominant means of booking hotels amongst my survey respondents.

This project is desktop focused study.

Multiple choice question. User could choose only one answer.



③ Which website or app did you last visit? Why did you choose that particular company?

Objective

To see how relevant the users experiences were to this study. And secondly to get an overview of the most popular websites or apps used and peoples reasons for using them.

Conclusion

Booking.com was by far the most popular with people stating how they used it for it's loyalty program and the sites overall easy of use. Classis Cottages proved to be the second most popular. Price and location were the main reasons given for using the sites, with the user experience mentioned a couple of times.

Their answers...

4 people used

Booking.com

"Easy to use and have used many times."

"Because I get genius discount and it's for a short stay."

Love Holidays

"Had a different selection of hotels to other companies I had looked at."

2 people used

Classic Cottages

"They offered the cottage that we wanted."

Airbnb

"I have used them before and often found their places to be good value."

Trip.com

Expedia

Travelodge

"Good prices and locations of hotels."

Lastminute.com

Late Rooms

"Familiarity with the site; easy navigation – especially useful when booking in somewhere we're not familiar with."

Premier Inn

"Close to where we are going, stayed before."

Hoseasons

④ Why did you visit them? What were you trying to do?

Objective

To understand the users purpose for visiting their chosen website or app.

Conclusion

Although some users visited their chosen website to make a booking on their last visit the majority were looking to simply check prices. One person did note that they were "trying to find a different combination of bedroom layouts".

Answers:

"Booking a room - price comparison - offers."

"Check availability, location, price and accommodation being offered."

"Book a hotel."

"Book a hotel room."

"Holiday accommodation."

"Check price and availability."

"Check prices and reviews but intent to book direct."

"Book the accomodation."

"Check prices."

"View prices to book accommodation."

"Trying to find a different combination of bedroom layouts."

"Book flights and hotels."

"Find out how much a long weekend would cost."

"Book hotel room."

"Check prices against other hotels."

⑤ Were you able to complete your task that day?

Objective

To understand if the users chosen website or app was fulfilling their needs to complete a task and what was preventing them from doing so.

Conclusion

One in five users were able to complete their task. Price and availability were stated as reasons people could not book accommodation and one said they wished to do more research on things to see and do.

Multiple choice question. User could choose only one answer.



⑥ If not, why was your task unsuccessful?

“No availability.”

“Needed to do more research on where to go and things to do.”

“Price was expensive for what it was.”

Note a number of users did not answer this question.

⑥ How many times are you likely to visit the website or app before you actually book?

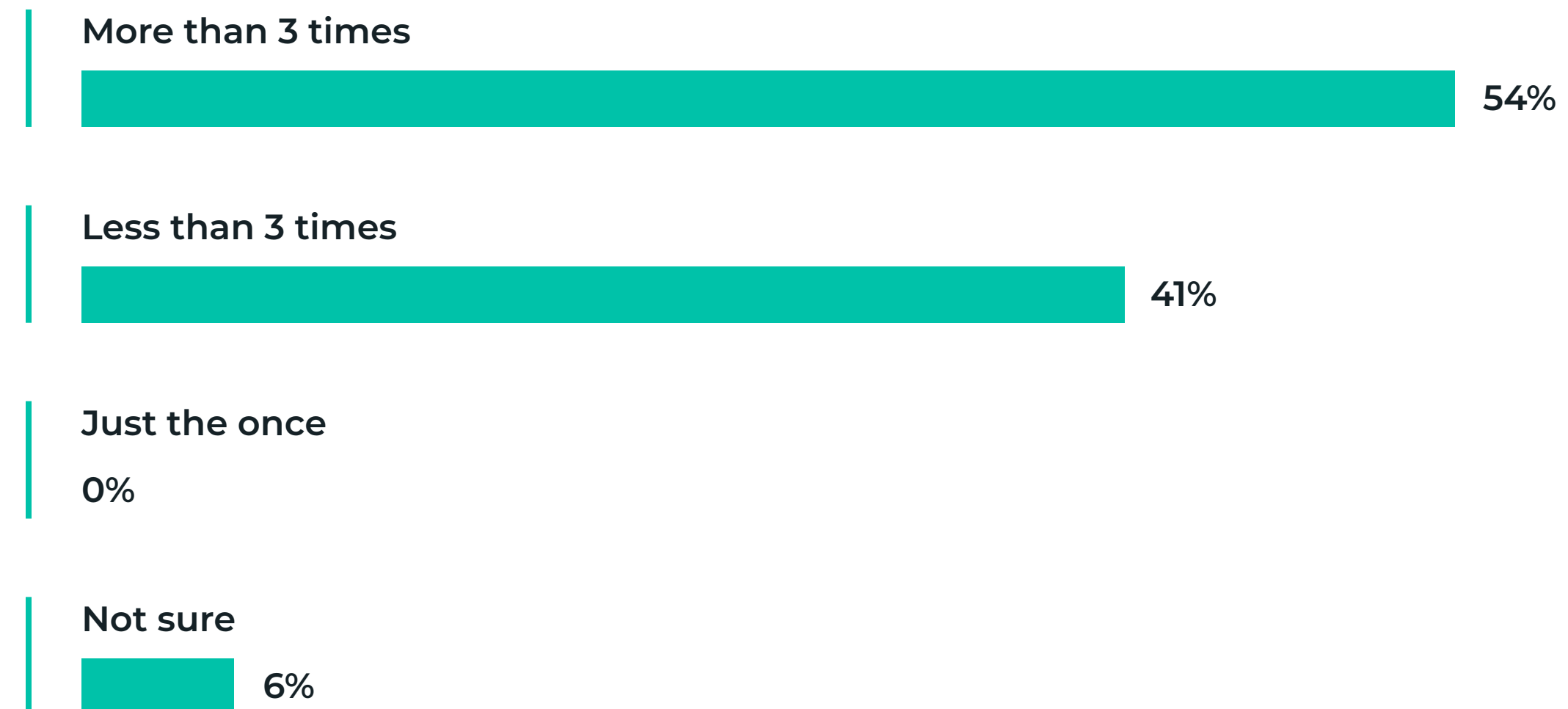
Objective

To understand how many time users would revisit a website or app before they made their choice.

Conclusion

A vast majority of users would return more then 3 times to a site before they made a booking. No one would book on their first visit.

Multiple choice question. User could choose only one answer.



7 What was the process of finding and purchasing your accommodation like?

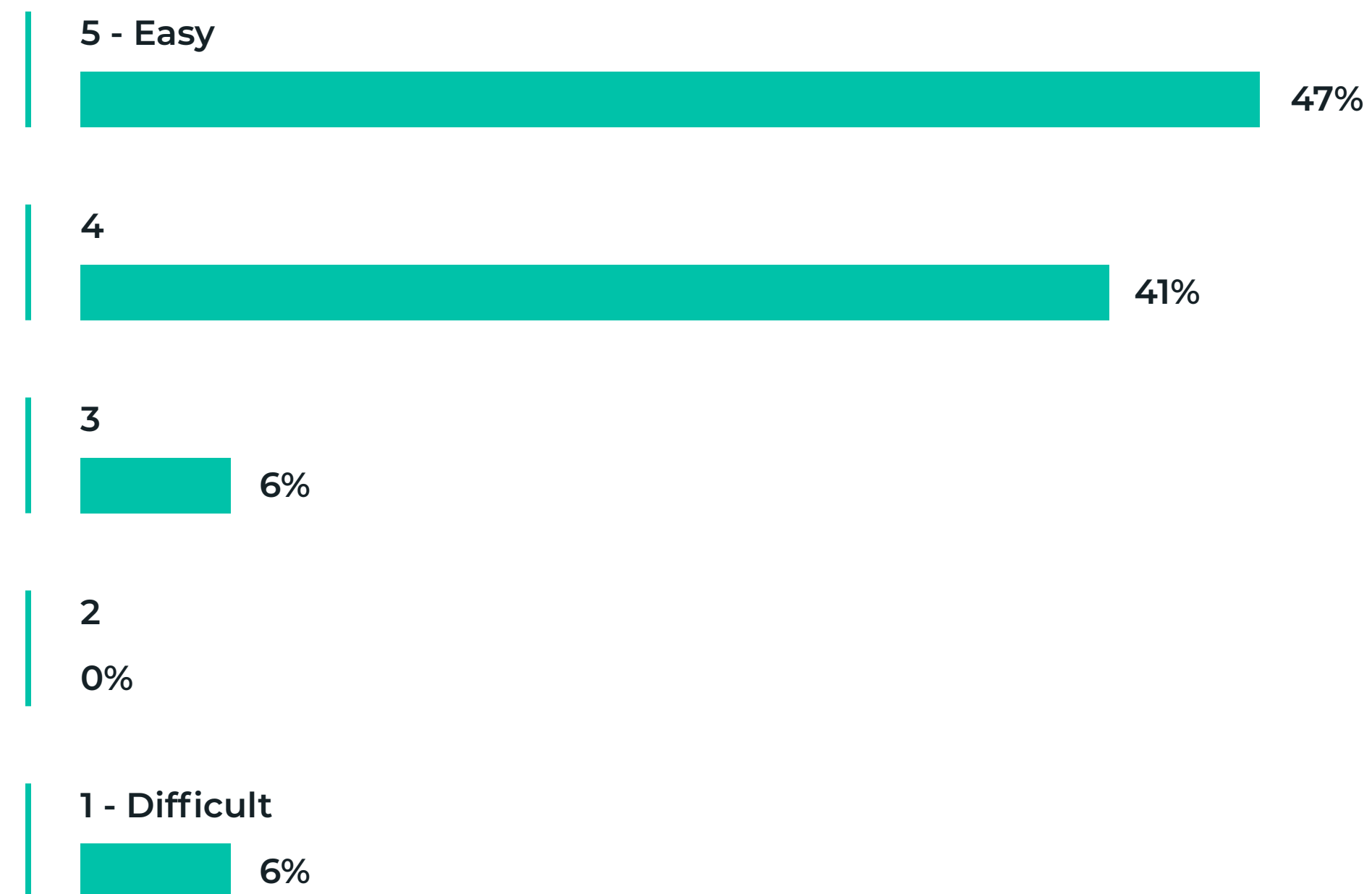
Objective

To find out how users felt about the overall process of booking accommodation.

Conclusion

Most people found the process easy with only a low number stating they found it difficult.

Multiple choice question. User could choose only one answer.



⑧ What was the purpose of your last booking?

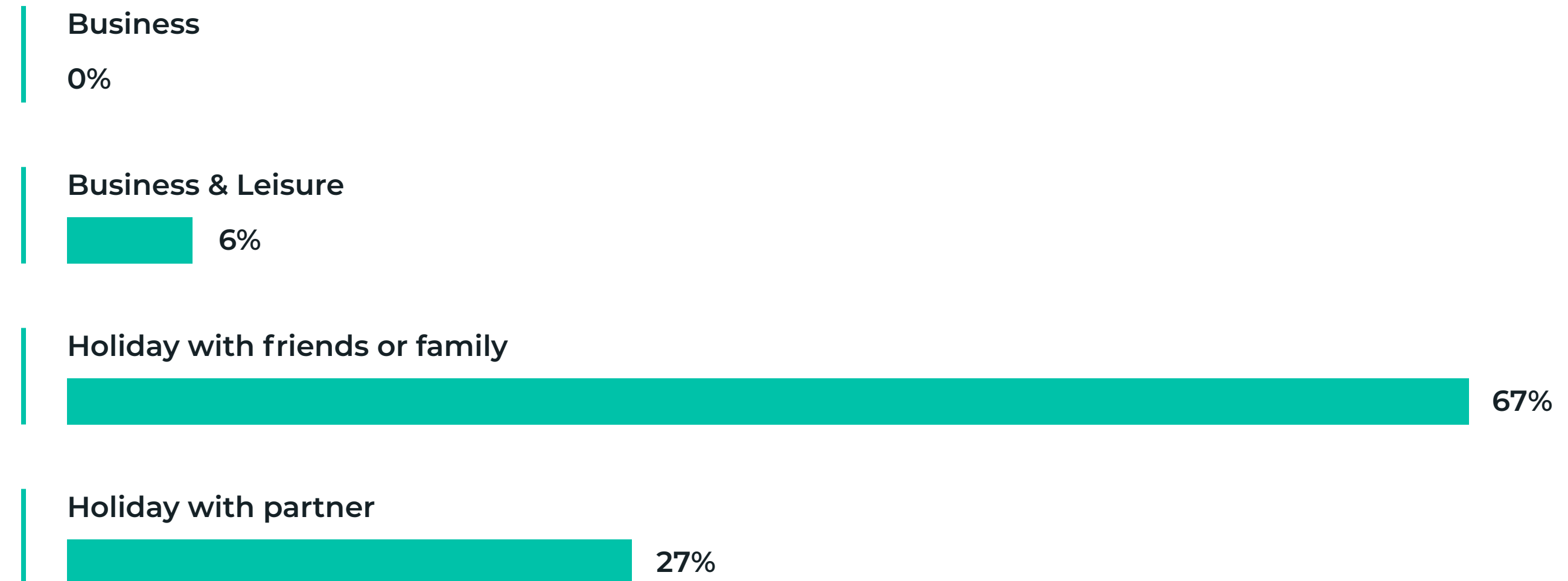
Objective

To understand more about the context in which people make bookings. Are they likely to be booking for themselves or multiple people.

Conclusion

Holidays with friends or family was stated as their main purpose for booking. This would mean they were involved in bookings for multiple people.

Multiple choice question. User could choose only one answer.



⑨ What would you change about that website or app? What improvements would you make?

Objective

To understand if there are any common improvements that could be made to these websites or apps.

Conclusion

Although there were a few suggestions a common theme was having a clear navigation and means of locating the a hotel.

Answers:

“The only issue I have had is that if there is a problem/complaint you can only deal with them on line – cannot speak to them direct.”

“A good web site, but will use others if price cheaper.”

“Their idea of location wasn’t always mine. I believe they push certain hotels to the forefront.”

“The website is impossible to navigate properly on a phone rather than a tablet or computer.”

“Discovered it’s actually a portal to other sites - booking.com!”

“The ability to book interconnecting rooms or rooms together rather than emailing the hotel separatley.”

“It would be nice to have a option to search for cheapest room rates for a particular month as if you have flexibility with dates and /or destinations it would allow you to see the cheapest prices without having to search through week by week.”

“Its all about click conversion, how many times it took for me to look for the information.”

“The business don’t have their terms properly set up, and I chose to pay at the property. But they don’t offer that and took the money out of my account without informing me.”

“It would be nice to have a option to search for cheapest room rates for a particular month as if you have flexibility with dates and /or destinations it would allow you to see the cheapest prices without having to search through week by week.”

“Have ways to search for locations by type of getaway - E.g. beach break or romantic break etc.”