

Project 3 – Note Taking
Bronwen de Klerk

Hotel – Mobile Usability Tests

Usability Test #1

User Details	
Occupation:	Civil Servant
Location:	Swords, Dublin
Usual Device for Internet:	Phone
Internet Connection:	Broadband, Skye
Reason for Hotel Booking:	Family Holidays
Countries Booked In:	Ireland, Lanzerote, Poland, Spain
Apps / Sites Used:	Booking.com, Trivago, Alpha Rooms, Love Holiday? (unsure)
App Preferences:	None
Last Hotel Booking Scenario:	<ul style="list-style-type: none"> • For family of 4 • Chose because of refundable deposit option (only lost 1 Euro booking deposit) • Area = Playa Blanca
Criteria for Choice:	<ul style="list-style-type: none"> • Reliability, known brand • No big upfront payment • Price, value for money • Child friendly
How Choice Made:	<ul style="list-style-type: none"> • Googled hotels in area • Hotel had good rating • Looked at reviews • Compared other options, but this was best • Had swimming pools & kids clubs • Good package deals • Distance from airport • Had good filters on site • Brand was trusted
Worries / Concerns When Booking:	<ul style="list-style-type: none"> • None, because using a trusted brand
Overall Experience of Booking	<ul style="list-style-type: none"> • Good • Wouldn't do anything differently
Usability Test Conclusion	
Positive Interaction	
<ul style="list-style-type: none"> • Use of 'holiday mood' images are enticing • Important to see Trip Advisor ratings clearly • Likes seeing 'Free Cancellation Policy' and 'No Prepayment Needed' clearly stated • Likes to have an overall description visible on selected hotel/area 	
Pain Points	
<ul style="list-style-type: none"> • No clear way to see summary results for selection • Needs more information on hotel location to assist with selection • Needed 'filter' option more clearly visible • Doesn't like date selection tool to have separate 'arrive' and 'depart' input • Needs clear specification of what room rates include • Needs clear way to change currency options later in the selection process • Doesn't like to be presented with 'Add-ons' before completing purchase • Felt need to do more research on hotels outside of the Apps 	

Barceló

Goal: Planning a holiday break next summer in Barcelona for 1 week for 2 people (with partner), breakfast included, flights are already booked (June 12 to June 19), to pay on arrival with possibility to cancel if needed

Journey to Current Screen	Behaviour / Comments
Home	Clicked "Book a Room" on Home Screen
Home > Book my room	"Screen is enticing" with holiday images
	Scrolled down to look for easier way to see list of hotels in area – none found
	Doesn't know the city well enough to find right location of hotel – no options to help
Home > Book my room > Main Menu	Don't see obvious options to search for list of hotels
Home > Book my room > Search location	Sees individually listed hotel names in Barcelona
	Can click on summary of "4 hotels in Barcelona"
	No options to see detailed summary of all hotels
	No way to filter what you're looking for
	Needed to go back to "Book my room" screen to look for better filter option
	Has to scroll left and right on screen to see whole screen
Home > Book my room > Select Dates	Slow to show available dates
	Shows in Pounds not Euro – can't find option to change
Home > Book my room > Book	See details of hotel "Barceló Raval"
	See Trip Advisor rating – very important
	Only see price in Pounds, not Euro
	Looks like a lovely hotel from photos, looks like its in heart of city
Home > Book my room > Book > Rooms	"Free Cancellation Policy" noticed – important
Home > Book my room > Book > Rooms > Book	View more rates
	Likes "No Prepayment Needed" option
	Has everything listed that's needed to make right room selection
Home > Book my room > Book > Rooms > Book > Book >	See optional add-ons, select "add massage"

Overall Experience of Using App?	Good, easy to navigate	
	A bit slow to select date, needs an easier option to select particular date	
	Doesn't like to be presented with "add-ons" before finalizing booking – feels like they're trying to get more money out of him	
Anything expected to see, but didn't?	Needed to see more information on the hotel to make selection, would have had to do research on hotel outside of app first	
Key		
Positive Interaction	Expected	Pain Point

THE DOYLE COLLECTION

Goal: Planning a long weekend away in London with a friend (twin room needed), breakfast included, no flights booked (but would like to go 2nd/3rd Friday in April 2021)

Journey to Current Screen	Behaviour / Comments	
Home	Clicked "Marylebone" image on Home Screen	
Home > Marylebone	Reads up on area then clicks on "Book now"	
Home > Marylebone > Book now	Much easier date selection tool at first attempt	
	Challenging to select date properly	
Home > Marylebone > Check Availability	Select "Classic Twin Room"	
Home > Marylebone > Check Availability > Classic Twin Room	Click on "Rate Details" to see details of rate options listed	
	Selecting "Seasonal Offer" because it's the cheapest and includes breakfast	
Overall Experience of Using App?	Found it difficult to have to select 2 different dates, preferred to have arrive & depart dates in one selection	
What did you like / dislike?	Clicking on the hotel had a nice description of area	
Anything expected to see, but didn't?	Expected to see what it was suited for, but didn't see that	
	No ratings, would expect to see Trip Advisor reviews	
	Would need to do research outside of App on hotel for reviews	
Anything surprised to see?	No, other than the higher rate for no breakfast being confusing	
Key		
Positive Interaction	Expected	Pain Point

Usability Test #2

User Details	
Occupation:	Account Manager
Location:	Dublin, City Centre
Usual Device for Internet:	Mobile Phone, Laptop
Internet Connection:	Broadband
Reason for Hotel Booking:	1 x Business, the rest for leisure
Countries Booked In:	America - Florida, New Orleans, Bahamas, England, Scotland, Wales, Germany
Apps / Sites Used:	All sorts – news, Irish Times, Spotify, Netflix
Accommodation Apps Used:	Booking.com, Trivago, Hotels.com, sometimes contacts accommodation directly,
App Preferences:	Booking.com
Last Hotel Booking Scenario:	<ul style="list-style-type: none"> • #1 Weekend away with girlfriend in Galway, Ireland (7 Weeks ago) • #2 Booked accommodation through Booking.com in Edinburgh for girlfriend's birthday
Criteria for Choice:	<ul style="list-style-type: none"> • Always searches by location first, then by value for money (close to city, close to transport) • Looks at the amenities before booking • Prefers more modern looking hotels
Anything would do differently:	<ul style="list-style-type: none"> • Would book through hotels directly rather than through Booking.com to support local businesses
Usability Test Conclusion	
Positive Interaction	
<ul style="list-style-type: none"> • Beautiful images of hotel rooms and area, especially modern interiors • Ease of searchability by location • Seeing ratings when scanning through list of rooms • Options of selecting a hotel from a map to see location better • Seeing steps of process clearly visible throughout • Seeing summary of options selected • Straight-forward way to add extras • Important to see contact details for hotel to contact directly if needed 	
Pain Points	
<ul style="list-style-type: none"> • Doesn't need to see hotels in other locations when searching a particular location • Certain add-ons (like 'Personal Training') not enticing for a holiday • Needs more information on the hotel before making a selection • Found 2 separate date selection (arrive / depart) confusing • Needs more information on specific offers available • Discreet "+" button for add-ons was confusing 	

Barceló

Goal: Planning a holiday break next summer in Barcelona for 1 week for 2 people (with partner), breakfast included, flights are already booked (June 12 to June 19), to pay on arrival with possibility to cancel if needed

Journey to Current Screen	Behaviour / Comments
Home	Selected "Book my room" from Home screen
Home > Book my room	Nice images of beautiful locations
Home > Book my room > Search location	Type in "Barcelona" – gave number of hotels per destination
	Not sure why listing hotels in other destinations – unnecessary
	Noticed option to select hotels per "theme"
Home > Book my room > Date	Selected 2 points on calendar – arrive to depart dates – standard
Home > Book my room > Room 1	Selected 1 room, 2 adults
Home > Book my room > Search	See list of 4 hotels in Barcelona (expected) – "All look very nice"
	Trivago rating 4/5 is first thing that caught eye – also noticed number of reviews
	Likes first and last hotel – often looks for nice reception / modern interior – image usually grabs attention
	Use filter or map on top menu to make final selection based on criteria – sometimes uses images
Home > Book my room > Book	In order to continue, option to "Join my Barceló" – can access as a guest without signing up, but didn't see option to close pop-up
	Gives steps – "pretty straight forward"
	Browse through rooms available scanning criteria options, conditions and prices
	Checks difference in price between paying now or paying later by scanning through summary options
Home > Book my room > Book > Book	Notices summary at top of price for duration of stay
	Notices "Step 2" of process for added extras
	Wouldn't be interested in "Personal Training" on holiday
	Might like option of "Bouquet of Flowers" if for girlfriend's birthday
	Very straight forward to add extras
Overall experience of using App?	Very user friendly and straight forward
	Liked the action images of beautiful locations on home page
	Search engine was very simple

	Can see himself using this App if had good experience at one of these hotels – can see benefit of them listing different locations for this reason
	One of the most user-friendly hotel bookings you could have
	Similar to Booking.com for some options
	Don't need to see other locations when typing in specific location
	Liked the "add-ons" and they weren't too expensive
	Hotels looked beautiful – types he would be attracted to
Anything expected to see, but didn't?	Nothing looking for that couldn't find
	Didn't seem to enough information about the hotel eg. summary of features, but could have missed it
Anything surprised to see?	Moving images on home screen – beautiful locations
	Never seen "add-ons" before
Key	
Positive Interaction	Expected
	Pain Point

THE DOYLE COLLECTION

Goal: Planning a long weekend away in London with a friend (twin room needed), breakfast included, no flights booked (but would like to go 2nd/3rd Friday in April 2021)

Journey to Current Screen	Behaviour / Comments
Home	Select only option "Explore"
	See lots of "beautiful images" of various options – all look like nice modern 4 star hotels – "high end" looking
	Select one of them with "London" in title
	Selected "The Kensington"
Home > The Kensington	Nice images of the hotel – likes to see them – likes the swiping to view images option
	Likes the "description" of the hotel to give background
	Gives all the information that you need for the hotel – likes to be able to contact the hotel directly
	Not sure what the "plus" symbol is for on top right
	Clicks on "+" gives special offer options with dates
Home > The Kensington > Special Offers	Clicks on a special offer, and gives option to fill in criteria, but doesn't give too much information about the offer with comparisons

Home > The Kensington > Book > Date	Found 2 separate date selection (arrive / depart) confusing	
Home > The Kensington > Check Availability	Nice to see details of room in a list view – description, style, images	
Home > The Kensington > Check Availability > Book Now	Realised didn't see “breakfast included” option, went back, but then saw it on previous page	
Overall experience of using App?	Thought it was going to be a “cheaper” app than the one before, but realized it was the opposite – more high-end	
	Liked it for booking a fancy hotel for an event	
	Didn't see the “add-ons” as easy as the other App, but maybe because up-market, it's more discreet	
	Rooms look beautiful, nice locations	
	Very user-friendly	
	Calendar selection not as easy to use	
	Liked that they gave a description of hotel	
	Liked many images to scroll through of the hotel	
Anything expected to see, but didn't?	Didn't know what the “+” sign was for	
	Expected to see more information about the type of booking at the end – would like to see more options on prices	
Anything surprised to see?	The prices were a bit expensive	
	Never searched hotels like this within a certain collection	
	Good to have a list of hotels that fit your search criteria in one place i.e. a high standard	
Key		
Positive Interaction	Expected	Pain Point