Case Study: Hotel Booking
Desktop Usability Test

Project 3: Note Taking

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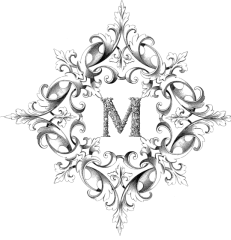Task 2: Testing the Doyle Collection website
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Objectives
- Learn the value of conducting usability tests in your research
- Build your skills in this extremely important research technique
- Create a bank of insights that will be used during all future projects
- Photograph and document everything you do to build your portfolio

Tasks
- Watch the recordings of two usability tests for desktop
- Take detailed notes. Don't just write down everything the user says and does. Focus on the goals, behaviours, context, positive interactions, and pain points for each participant
- Finish with a conclusion on the main points you've learned

Profile
- Occupation: Administration Manager
- Lives in Celbridge in Kildare
- Usually accesses the internet at work & home (PC)
- Accesses the internet from the phone as well
- Visits websites: news, adverts, Amazon, LivingSocial, deals websites

Traveling & Booking
- Last time tried to book today
- Usually travels with husband, books a hotel once a month
- Often travels with friends or groups
- Checks hotels on different websites, Booking.com, TripAdvisor (for reviews), LivingSocial
- Calls the hotel to check if they can match the price
- Always leaves a review on the TripAdvisor
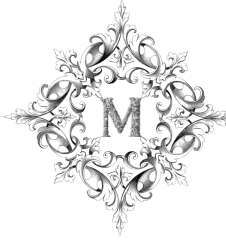
Usability Test 1
Task 1: Testing the Barcelo website

Scenario
- Lives in Dublin
- Planning holiday break next summer
- Traveling to Barcelona for a week (June 12th – June 19th)
- Going to travel with partner

Task
- Booking a hotel in Barcelona, breakfast included
- Hotel located in the heart of Barcelona, close to the sea site
- Payment on arrival
- Possibility to cancel the room if needed

Barceló
HOTEL GROUP

⬤ Goal ⬤ Behaviour ⬤ Context ⬤ Positive Interactions ⬤ Pain Points ( ) time recording

🔴🔵🟡 User is confused with the home page, she did not expect the page will look like that (12:54)

🔵🔴🟠 Clicks on the 'Search for hotel…' then an 'add a flight' window appears, she says '*I am not adding a flight*', it was the 'search for hotel' CTA at the bottom of the page, she did not notice it, because the page was loading too slow (13:01)

🟡 Cookie Policy CTA window pops up, user is familiar with it (13:02)

🔴🟠🔵 Clicks on the 'Hotels' tab then 'Beach', she would prefer if destination was there, she did not notice destinations were listed on the left side (13:16)

🔵🔴🟠 Clicks on the 'Search for hotel, destination…', types 'Barcelona' and selects 'adults only' then calendar appears & disappears, user is confused (13:38)

🔴🟡 List of hotels appears, she would like a small map pop up here and the location of the hotel (14:27)

🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording
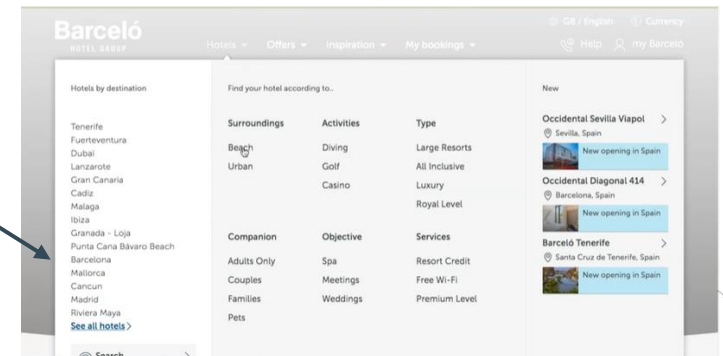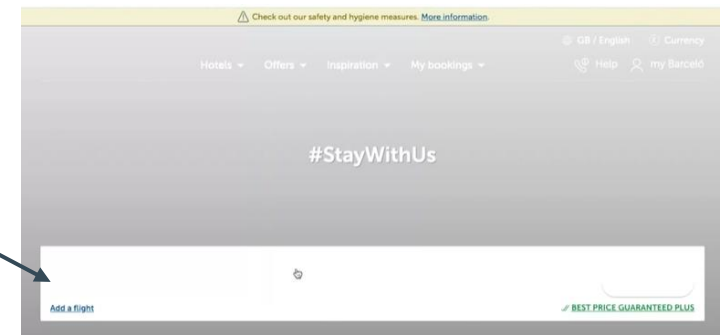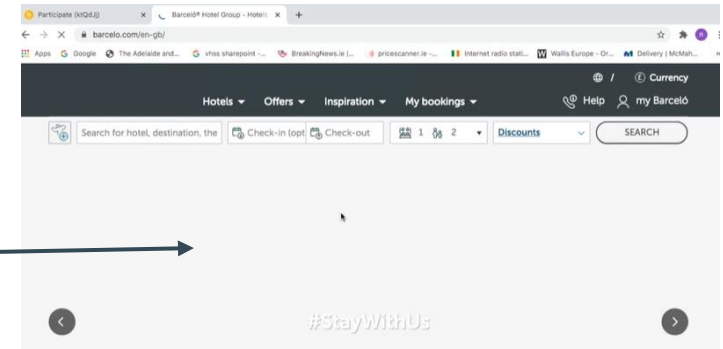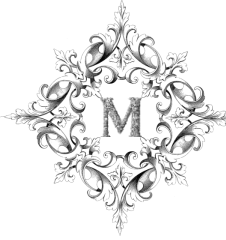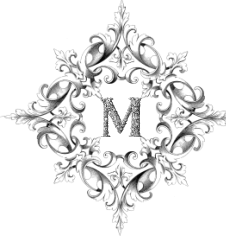
Usability Test 1
User 1 / Task 1 / Search

- 🔵🔴🟠 Check in is impossible, she needs to select the hotel first. She prefers to select dates and see which hotel is available(14:39)
- 🔴 User types 'Barcelona' then selects 'adult only' again (14:42)
- 🔴🟡 User is confused, the page is not clear (15:16)
- 🔵🔴 She clicks on 'Barcelona – 4 hotels' , it brings her to a calendar, the user is confused (15:34)
- 🔴 She wants a 12-months calendar, doesn't want scrolling from month to month (15:45)
- 🟠🟡 'Discounts' option, nothing is there, she clicks on 'search' (16:28)
- 🟢 Hotels list with pictures and TripAdvisor scoring appears, user likes this page, she sees the reviews and price (17:00)
- 🔵🔴 User cannot find option for 'beach', she realizes there is a 'see map'
- 🔵 Few hotels on a map appears, she selects the closest one to the sea, checks TripAdvisor reviews and clicks on it to see some pictures and get more information. Usually she reads one or two reviews (17:26)
- 🔵🟢 She likes a small description of the selected hotel. Usually she checks if there is a swimming pool, type of restaurant. She likes plenty of photos, they are very informative, show size of the room etc. (18:21)
- 🔴 User expected a local attraction tab in the menu list (19:28)

🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording
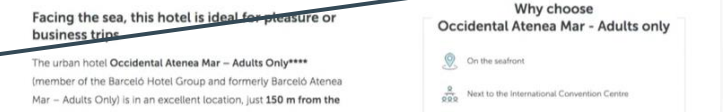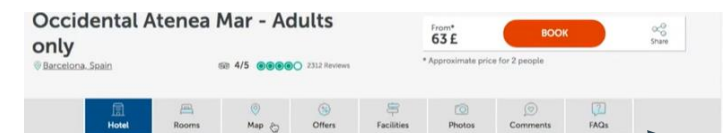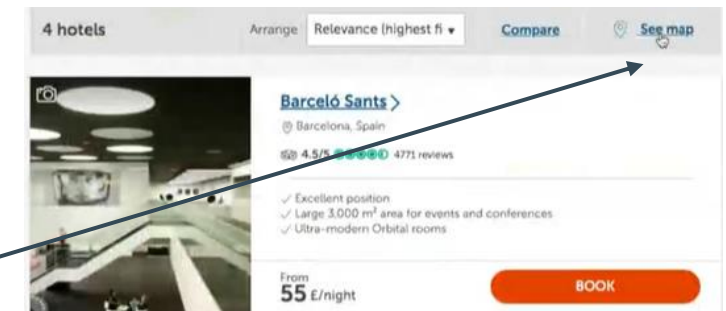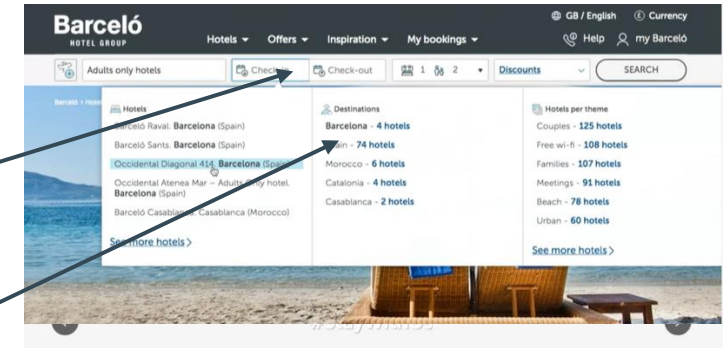
Usability Test 1
User 1 / Task 1 / Search & Book

- 🟡🟢 User books the hotel, Black Friday discount CTA appears, she definitely would join that, she likes when you get a small treat in your room (20:29)
- 🟡🔴 She checks the selected dates and clicks on 'add-ons', it does not work
- 🟡🔴 User needs to select room, she prefers when rooms are displayed on one page (side by side) instead of scrolling down. She likes room types with pictures, prices, add-ons, it is easier to compare them (21:45)
- 🔵🔴🟠 She selects the room, it takes too long, then she is on the add-ons page, she likes this idea, but the list is too long, she prefers to see it on one page (22:26)
- 🔴 User prefers a little tick option if, for example, parking is required, concise list of add-ons (24:10)
- 🔵🔴 Double bed add-on – she does not understand what that means (25:43)
- 🔴 Free cancellation option, she does not see it, she prefers to see it before deciding to book a hotel (27:00)

User's Experience
- The website is bit clunky
- Free cancelation option - not clear if this option is there
- User does not like add-ons before booking is finalised

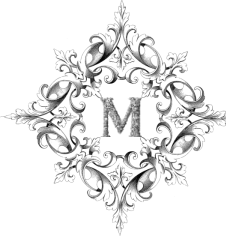🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording

Scenario
- Lives in Dublin
- Planning a long weekend next year
- Traveling to London (thinking about 2nd or 3rd weekend in April, Friday to Monday)
- Going to travel with a friend

Task
- Booking a hotel in London Hotel, twin room, breakfast included

Usability Test 1
User 1 / Task 2 / Home & Search

🔵🟢🟡 User likes the home page: '*it's lovely and it looks like a sun destination*' (30:48)

🔵🟢🟡 She likes the 'Restaurant & Bars', 'Suites', etc. pages, loves all pictures and this set up (31:00), she would look first at these pages, later at 'Gifts Vouchers' and 'Slice of the City' (31:44)

🟡🔴 User goes to the menu to find more details about the hotel, she did not notice the list of hotels on the left side and when she tried to go back she was on the google page, she was surprised (31:10)

🟡🔵🔴 She goes to the menu again, selects the Kensington hotel and notices the 'Seasonal Offer' (20% off) CTA, she always checks this option (32:22). She would expect to put nr of guests before she entered dates (33:31)

🔴 User realizes she went thought a package, so she wants to go back to menu, she thinks it brings her to the main page (33:48)

🔵🟢🟠 User clicks on 'The Kensington' then 'Book your Stay' a new page appears, it is what she expected. She likes the calendar because it is quicker to use (34:08)

🔴🟢 The booking system is easy, a new page with rooms appears, not great pictures (corner of the bed, probably very small rooms, she expects to see more). She scrolls down to see if there is a better option than a twin room (35:34)

🟠🔴🟢 User selects the room, expects a few photos, there is only one. She likes the coffee machine in the room, nice toiletries & good room size. WIFI, TV, bathrobe are missing (36:08)

🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording
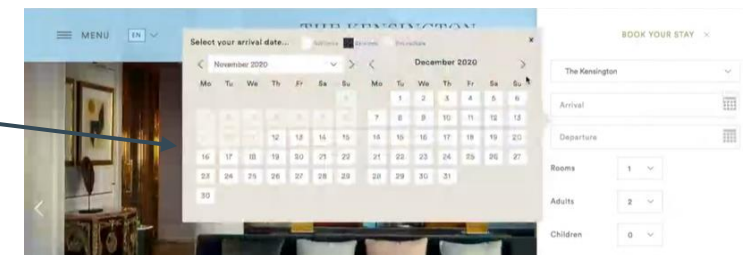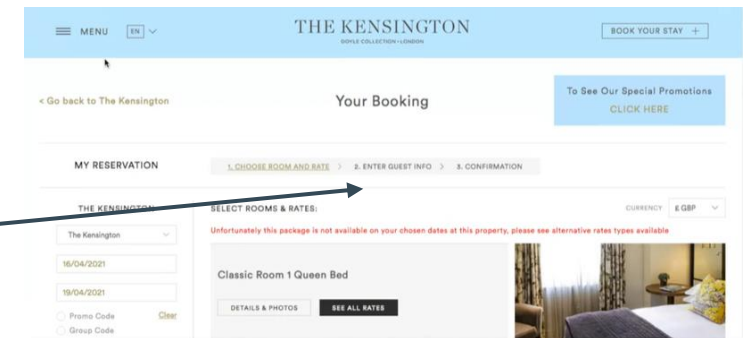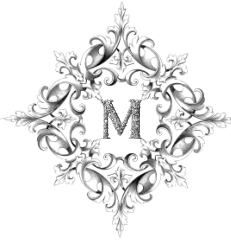
Usability Test 1
User 1 / Task 2 / Search & Book

🔵🔴 User notices the 'Best Flexible Rate', it is listed twice, a bit confusing. She would expect the first price for a cancellation, and second cheaper price, 'Best Rate' for no cancelation option. (39:08)

🟡🔵🔴 She clicks on the 'Personalise your Stay', she knows that chocolates, flowers, are normally listed there, she would expect a bathrobe, a welcome fruit basket, champagne or wine (41:00)

🔵🔴 User would expect a public transport details, maybe a reduction on the Oyster card. She thinks it would be good to have a discount in the restaurant. Breakfast should be listed there, maybe brunch. She does not know if the breakfast is included in the selected room, it is not clear (41:39)

🟠🔵 She proceeds to book the room, she would expect the price be more dearer for the flexible option (44:08)
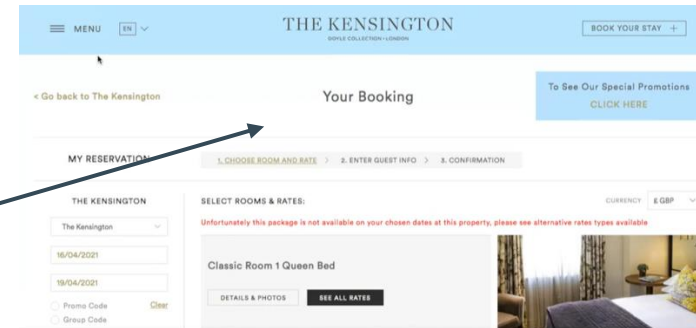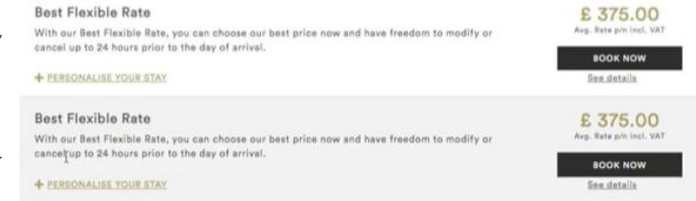
User's Experience

- Likes the layout of this website, it is similar to ones she would use
- Likes when things are more concise on the page
- Clarity if breakfast is included and if there is a free cancellation
- Offers should list dates and a short description
- Rooms should include a few pictures

🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording

Usability Test 1
Summary

She likes

- Very easy websites to use/book
- Map with the hotel location and displayed attractions
- When the date is entered first and it gives you a few hotel options
- 12-month calendar to choose dates
- Room types & price is displayed on one page
- Add-ons displayed on one page, to be added after booking (sleepers, robes, bottle of wine)
- Option to pay for a breakfast added separately
- Transparency if breakfast is included
- Transparency if there is a free cancellation
- Lots of pictures of the hotel and room
- Small treats, offers, vouchers…
- Higher standard, better experience

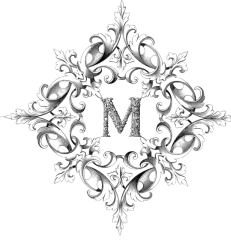**She dislikes**

- Very old, clunky websites
- No free cancelation option
- Too long pages and she needs to scroll down
- One picture per room

🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording

Profile

- Occupation: Account Manager, IT Sector
- Lives in Drumcondra, Dublin
- Usually accesses the internet at home (PC)
- Accesses the internet from the phone as well
- Visits websites: Google, LinkedIn, Booking.com, Airbnb, Arnotts, Brown Thomas, news

Traveling & Booking

- Likes staying at hotels (travel, special occasions, birthdays, books for colleagues at work), leisure 70%, business 30%
- Countries: Ireland, Australia, Thailand, Singapore, Bali, England, Spain
- Books through Booking.com (uses genius, 10% off), Hotels.ie, Airbnb
- Last month booked 4 Seasons Hotel (5 stars) for her partner's birthday, she got a good deal, dinner, swimming pool, jacuzzi, high standard
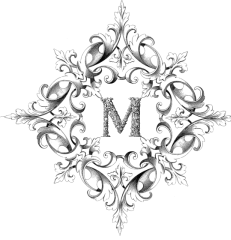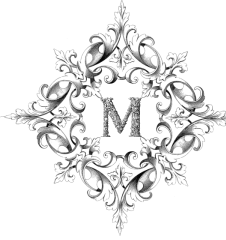
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- Payment on arrival
- Possibility to cancel the room if needed

Usability Test 2
User 2 / Task 1 / Home & Search

- User is familiar with the Cookies Policy CTA, she accepted it (10:30)
- The home page is clear, she goes straight to the search location CTA, not interested in the offers (10:52)
- Types 'Barcelona' then a list of hotels appears, she is confused, she chooses the first one (11:17)
- User selects dates, ignores 'Discounts' and clicks on 'Book', she is confused with the next page, it is loading too slow (12:06)
- She likes the pictures on this page, she realizes they are of one hotel, she expected a list of hotels (12:20)
- User likes the TripAdvisor score, the way page flicks through the pictures and the weather widget (12:43)
- Checks the hotel location on the map, she likes the map and provided details: distance from the airport, bus, metro (13:45)
- Goes to 'Facilities' to check if there is a pool, spa, bar and airport services (14:30)
- User goes to 'Guest feedback', very important for her (15:28)
- She types 'Barcelona Beach' to find a hotel beside the beach, hotels from different countries appears, she is confused (16:32)

● Goal ● Behaviour ● Context ● Positive Interactions ● Pain Points ( ) time recording
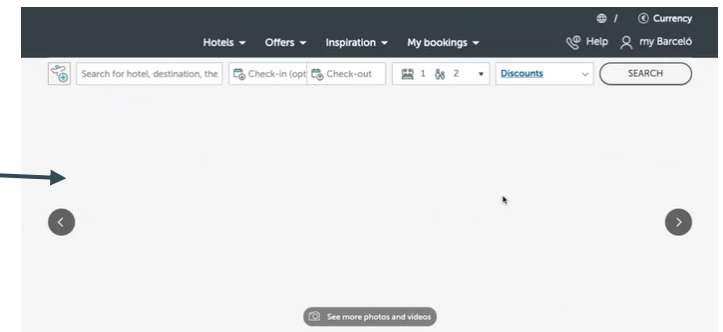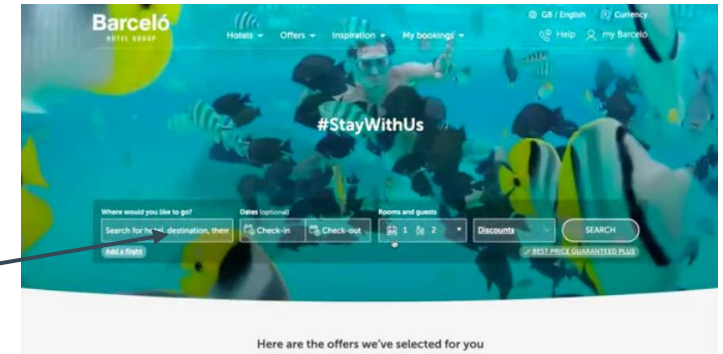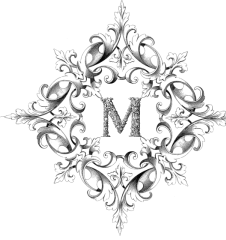
Usability Test 2
User 2 / Task 1 / Search & Book

- 🟡 User clicks on the 'Hotel' page, chooses 'Barcelona' from the list on the left, a list of hotels appears (16:45)
- 🔴 User does not see the location of any of these hotels, she clicks on 'Filter by', it does not work (17:02)
- 🟠 She clicks on the hotel with a picture of the sea, then on the map (17:16)
- 🔵🔴🟠 She chooses the room with sea view, the room is quite small, she notices there is no breakfast included, she cannot find if they provide the breakfast (21:38)
- 🔵🔴🟡 Black Friday discount CTA pop ups, no interest in it, she cannot close it because it is still uploading (23:14)
- 🔵🔴🟠 User has a problem with selecting check in & check out dates, the page is loading very slow, she is very confused (23:33)
- 🟠🔴 She is on the next page and has a problem to change the selected dates (24:14)
- 🟠🔴 User clicks on the 'View More Rates' and notices that breakfast option is there, she would prefer to know before this stage (25:45)
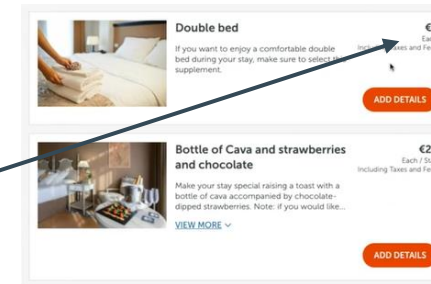

🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording

Usability Test 2
User 2 / Task 1 / Book

🔵🔴 User does not like the Add-Ons list, it is definitely too long. She is confused with the 'Double bed' option and listed prices, does not know what it means (26:13)

User's Experience
- Breakfast was annoying, it was not clear if is available or included
- Double bed was not clear, user was not sure if it was included
- The list of add-ons was too long
- She would prefer to know what is available before she decided to book the hotel
- She would like to add a transportation option

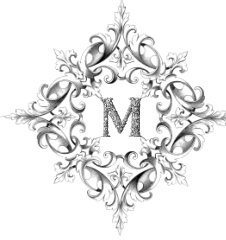🟠 Goal 🔵 Behaviour 🟡 Context 🟢 Positive Interactions 🔴 Pain Points ( ) time recording

Scenario
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Task
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DOYLE COLLECTION

Usability Test 1
User 2 / Task 2 / Home & Search

- 🟡🔵🟢 User likes the home page: '*the first image was very classy and rich*', she likes all images, they look superior (32:24)

- 🟠🔴🔵 User clicks on the 'Hotels', looks at the page, goes to 'Book Your Stay' and notices the drop down list of hotels. She would prefer the menu bar at the top of the page (33:17)

- 🔵🔴🟠 She chooses the Kensington Hotel and clicks on the 'Find the Room', user would prefer to see an overview of these 3 hotels on one page (34:04)

- 🟡🔴 She would prefer to see a filter option on the left side, she always filters (35:03)

- 🔴 The list of room types is quite long and user cannot find the twin room (35:39)

- 🔵🔴 The 'Best Flexible Rates' options are the same, she is confused, chooses the first one (38:07)

- 🟡🔵🔴 User has a problem to find the pay later option, she is very confused (38:38)

- 🔵🔴 User is very confused with the 'Your Booking' page, there is no summary of what is included in her room booking (39:37)

- 🟡🔵🔴 She chooses the Marylebone Hotel, she would prefer if the price was listed in the calendar (40:33)

- 🔴 She would expect more pictures of the room (43:06)

- 🟡🔵🔴 User clicks on 'Details & Photos' and is not impressed, '*Not great, not showing me much here… probably hiding something*', the room is too tiny (43:54)

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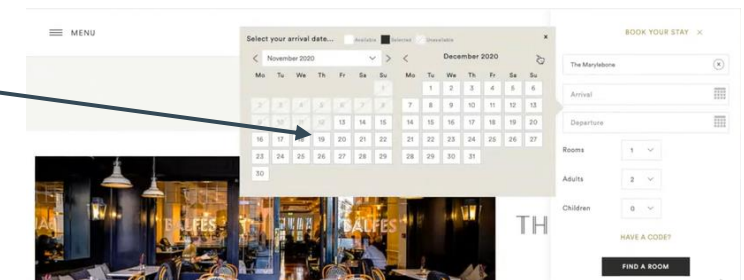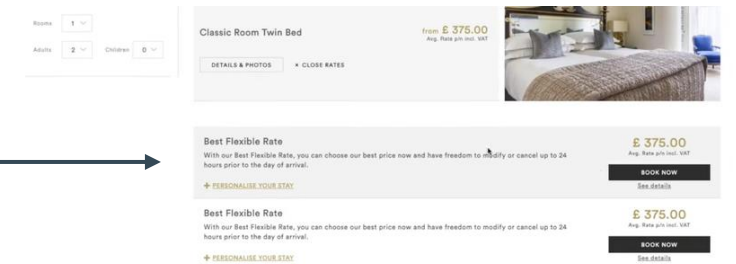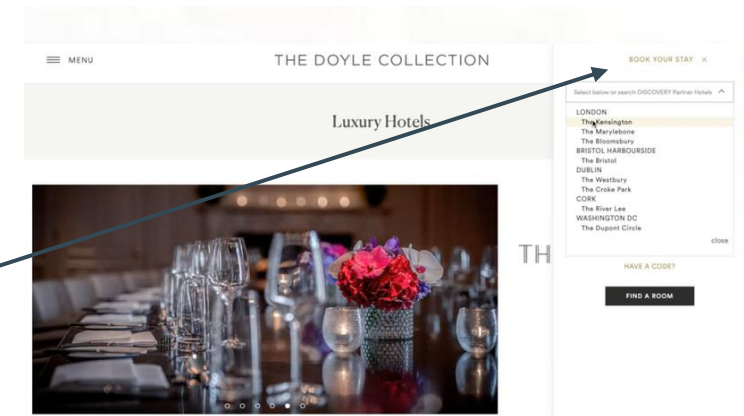
Usability Test 1
## User 2 / Task 2 / Search & Book

🔴🟡 User would expect to see pictures of the bathroom, desk, wardrobe, dresser. She likes they listed everything what is included in this room (44:20)

🔴🔵 User does not know how to book the room, she is confused (46:42)

🔴🔵 User clicks on the 'See All Rates', she checks 'Personalise Your Stay' nothing is there and she does not know what that means (47:51)

🔴 User did not notice that her booking summary is on the left side (49:34)

User's Experience

- She liked the photos, but had a problem finding what she was looking for
- She did not like there was no summary booking
- She would prefer to see the hotels overview and comparison on one page, she did not like the drop down list of hotels
- Location of these hotels was not clear, she could not see the map straight away
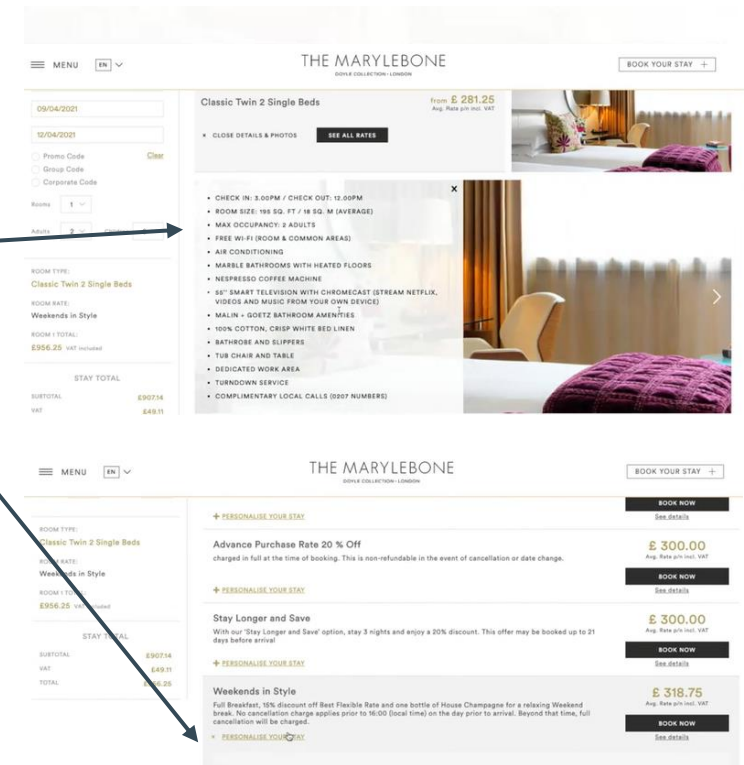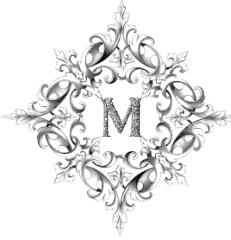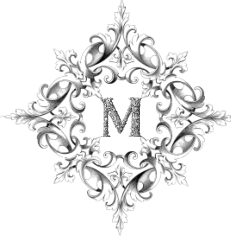
Usability Test 1
Summary
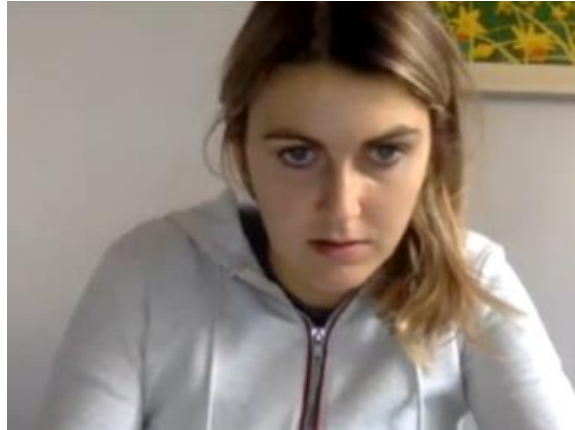
She likes
- Good location of the hotel (city center, supermarket nearby)
- Hotel facilities (spa, swimming pool, nice view from the room)
- Hotel amenities (fridge, hairdryer, air conditioner, coffee machine, dresser, bath)
- Transport amenities
- Transparency if breakfast is included
- Transparency if there is a free cancellation
- Pictures of the hotel and room
- Booking calendar & filter

She dislikes
- Too long list of add-ons
- When booking system is too slow or does not work properly
- Check in & check out times are displayed at the end of the booking
- Hates scrolling

Conclusion

Usability Test – what I have learned?

- Home page – beautiful pictures and clear menu bar are preferred / expected
- The types of hotels should be listed and compared on one page (beautiful pictures and short description should be included)
- Hotel availability is checked first
- Calendar – 12 months is preferred, prices should be listed
- Room – different types to be listed and compared on one page, lots of photos with prices are expected
- Breakfast – should be clear if included, option to be added later is expected
- Free cancellation option - should be clear if included, preferred
- Add-ons – very short list expected, if the list is too long there should be a separate page
- Location – detailed map should be included
- Transport amenities should be listed
- Booking – should be fast and easy
- Consistency & higher standard is expected
- Offers & vouchers – are nice when listed & available