

HOTEL BOOKING

NOTE TAKING



What

An online survey is the systematic gathering of data from the target audience and it can be completed over the Internet. The results can help define users goals, context and purpose when exploring and interacting with hotel booking websites. The data gathered will support decisions and choices throughout the design process.

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.

Tasks

Watch the recordings of two usability tests. Take detailed notes. 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.

Overview

Conduct user research on Barceló and The Doyle Collection mobile applications.



User profile Background

Occupation: Civil Servant.

Lives in: Swords, Dublin, Ireland.

Device preference: Usually access the internet via his phone and owns a laptop.

Broadband: Sky.

Most visited Apps: Live Score, Weather app, news.

Travel sites and apps: Booking.com, Trivago and Love Holidays (No preferred app).

Last Travel Experience

Context: Family holidays.

Recent visited/booked countries

Ireland, Lanzarote, Poland and Spain.

Googled the area and the hotel was recommended, user visited Trivago to see the best options and compare prices, and it might have been slightly cheaper but preferred going with a trusted brand.

'Yes I did look around, but this was the best value for money and it suited me.'

Looked at reviews and ratings on the website.

'I found that it suited my needs.'

Goals - Important criteria when booking

Last booked a holiday in Lanzarote in February 2021.

Reliability and trust - a well-known Brand.

Facilities - Swimming pool, child-friendly, suitable for families.

All-inclusive.

Distance from the airport and the main town.

No big upfront payment and free cancellation.

Price and value for money.

Good reviews on TripAdvisor.

Questions



05:15 - Warm up questions

Q. Describe the scenario when you last booked hotels accommodations.

Travelling to Lanzarote party of 4 two adults and two kids. Booked through alpha rooms, a small deposit was paid which was refundable. The fact was refundable was important.

'This was the big thing, that it was refundable, especially in the current climate.'

They were going away, in November and the trip was cancelled so they only lost 1 euro booking deposit.

Q. When did you decide to book the accommodation?

Decided to book the accommodation in February.

Q. What were the most important criteria for you when were booking a hotel?

Reliability and a brand known Brand. And that it wasn't a big upfront payment. There was free cancellation as well.

Q. In terms of the hotel itself were there any kind of criteria that was important to you? Like location, Price?

Based on price and value for money and child friendly.

Q. Describe how did you come to make your selection. How did you decide on that particularly?

Googled the area, and that hotel came up as recommended. Looked at reviews and ratings on the website. I found that it suited my needs.

Q. Did you compare different hotel options?

'Yes I did look around, but this was the best value for money and it suited me.'

Q. Was there anything else that you were comparing apart from price or value for money?

Looking at facilities, swimming pools, kids clubs and different packages all-inclusive packages. Filters used on search: All-Inclusive, distance from the airport and the main town, suitable for families.

Q. Any particular worries or concerns when you were booking hotel accommodation?

'No it was a Brand that I trusted and I know friends and family that had used it as well.'

Q. How did you find the experience of booking the hotel?

'Yes It was good.'

Q. Is there anything you would do differently next time?

'No, I used Trivago to see the best options and compare, and it might have been slightly cheaper but preferred going with a trusted brand.'



Usability task 01

Barceló Hotel Group

Context:

Flights from Dublin to Barcelona booked 12th June returning to Dublin on 19th June.

Time of the year: Summer

Party: 2 people – husband and wife

Duration: 1 week.

Goals: To book a hotel room in Barcelona with breakfast included.

The hotel location is in the heart of the city and may be close to the seaside.

Payment upon arrival rather than paying upfront and the possibility to cancel the room if needed.

● Positive Experience:

- User was pleased with content or interaction
- User found easy to understand a feature

● Neutral Experience:

- User was indifferent or did not have a particular reaction to an interaction
- User was indifferent or not enticed by a feature
- User did not have any significant issues using a feature

● Negative Experience:

- User was unhappy or confused about content or interaction
- User thought content or a feature could be improved

● Moderator Observations:

- My observations, contextual descriptions and analysis

User Quotes (*italicised text*):

- *Direct user quotes from the usability tests*

User 1 - Task 01 - Barceló Hotel Group



Time Stamp	WebPage	Call to Action	Key	Observations
10:51	Homepage	Book a room	●	<i>'First of all I would go to Book a Room'</i> – user accepts the cookies prompt.
11:10	Homepage		●	User notices hashtag Staywithus and comments on how the beach/sea imagery look very enticing and <i>'Easily put me into holiday mode.'</i>
11:35	Homepage		●	User easily and quickly finds the search for hotel slot and types Barcelona.
11:54	Book my room page	Select a hotel from the list	●	Choice of 4 hotels appear on the dropdown. User scrolls down and finds a link to 4 hotels for Barcelona and clicks on that. User sounds confused and unsure how to make a decision.
12:40	Book my room page	Select a hotel from the list	●	User is not sure what hotel to pick and mentions not being able to make an informed decision with the information presented. He is looking for a location near the beach but nothing indicates the location of the hotels.
13:22	Book my room page	Select a hotel from the list	●	User returns to the previous screen to attempt to filter the desired location to select the best hotel option.
13:47	Book my room page	Select a hotel from the list	●	After scrolling down for 20 seconds, user finds an option with city hotels, all inclusive etc but is confused and unsure if these relate to hotels in Barcelona.
13:58	Book my room page	Select a hotel from the list	●	User scrolls back up to the top of the page and click on the hamburger menu and doesn't find what he needs: <i>'There is nothing there that is sticking out'</i> .
14:23	Book my room page		●	User suggests that there is a missing feature here. He would like to input the location he wants to be and not leave it to chance.
15:00	Homepage	Search Hotel	●	User goes back to Search Hotel, destination input field at the top of the page starting his search over.
15:03	Book my room page		●	User inputs Barcelona and mentions the only way to find out is to click on the hotel and find the information that way. <i>'There is no way to filter from what you are looking for'</i> .
15:42	Book my room page	Search and Select dates	●	User randomly clicks on Barceló Raval and proceed to use the calendar to select dates. <i>'It's a bit slow getting to the month of June.'</i>

User 1 - Task 01 - Barceló Hotel Group



Time Stamp	WebPage	Call to Action	Key	Observations
16:31	Book my room page	Book a room	●	User selects the dates and checks the number of people and rooms and clicks on book now. No significant issues for the user when selecting dates.
17:00	Book my room page		currency reviews	User notices the currency is still Great British Pounds and notices the TripAdvisor rating at the top of the page. <i>'TripAdvisor would be very important to me, I always check TripAdvisor before.'</i>
17:11		Book a room	●	User is pleased to see the TripAdvisor ratings after coming up and states that the rating is ok and it looks like it's a nice hotel from the carousel of images. <i>'Looks lovely and modern and from what I can see, its right in the heart of the city, but what part of the city I don't know.'</i>
18:06			●	User scrolls through the sliding horizontal menu and mentions that if he wasn't tied to the dates he would click into their offers. Suggesting his dates could be flexible if the prices was better value.
18:19	Book my room page	Book a room	●	User clicks on the room tab and is directed to the bottom of the page where the rooms are listed. He scrolls up a bit and notices that there is a free cancelation policy and states it would be important to him.
18:27	Book my room page	Book a room	●	User scrolls up and down the page and skims the information, and states he is checking the content and looking at the rooms. <i>'Yeah that is all very easy to navigate.'</i>
19:06	Book my room page	Book a room	●	User states he would go for the Deluxe Barcelona city views and clicks on the Book CTA button.
19:16	Book my room page	Join Barceló	●	A membership pop up card appears on the page. User ignores and closes the card to Join Barceló membership and enjoy discounts.
19:19	Book my room page	Join Barceló	●	A second prompt appears at the top of the screen with a 10% discount offer when you become a Barceló member, the user ignore this and scrolls down to check the rooms.
19:27		Book a room	●	User spends a few seconds skimming through the info on each room and clicks on View more rates.
19:37	Book my room page	Book a room	●	User is happy about the cancellation policy and <i>'NO pre-payment, which is excellent, so no payment needed'</i> .
19:46	Book my room page	Book a room	●	User checks the information on payment terms and states <i>'It's very easy to navigate and I am seeing there I have the options to go B&B.'</i>

User 1 - Task 01 - Barceló Hotel Group



Time Stamp	WebPage	Call to Action	Key	Observations
20:38	Book my room page	Book a room	●	User checks all options available and selects the option with breakfast included. The page takes a few seconds to load but they user is not concerned.
21:10	Add-ons		●	Users scrolls up and down for 40 seconds and skims the page to check all the add-ons available.
21:51	Add-ons	Add-ons	●	User selects the massage option and clicks on continue.

User 1 - Task 01 - Barceló Hotel Group



22:25 - Exit questions

Q. Overall, what do you think of the experience of this app?

'It's easy to navigate but a bit slow on that.' The user says *'I would rather have something where I could just go with the specific day. Rather than having to click through every month'...* when referring to search and select screens. (negative)
The user suggests that selecting the dates could be easier.

Q. Was there anything you particularly liked or disliked about the process?

User found the site easy to navigate, with no remarkable issues on the user's behalf when booking the room. The user found the add-on section distracting and a bit of a hard sell. *'Why are they trying to get more money out of me here?'* User would rather just input what he wants and get to that easily. *'I've put it on what I want. Can we just get through it now?'*

Q. Was there anything you expected to see but you didn't?

No info on location, the user would have to log on TripAdvisor to check how far the hotel is from the city centre. The user presumes it is the city centre judging by the photos and the content stating to book a room with a view of the city but is not sure if he could trust this information or if would be best to do his own research before booking.

Q. Was there anything you were surprised to see?

User says there was nothing remarkable or surprising about the booking experience.



Overall Summary

User finds the app easy to navigate but mentions the calendar and location finding could be improved. User did not find anything remarkable or surprising about the experience.

Neutral Interactions	Positive Interactions	Negative Interactions
<ul style="list-style-type: none">• User did not find anything remarkable or surprising about the experience.	<ul style="list-style-type: none">• User found the site easy to navigate, with no remarkable issues on the user's behalf when booking the room.• User likes to see the TripAdvisor rating at the top of the page. <i>'TripAdvisor would be very important to me, I always check TripAdvisor before.'</i>	<ul style="list-style-type: none">• User dislikes the calendar feature. <i>'It's well easy to navigate but a bit slow on that.'</i>• User highlights the lack of information on location, user mentions he would have to log on TripAdvisor to check location.• User states add-on page is slowing down the process. <i>'I've put it on what I want. Can we just get through it now?'</i>• User found the add-on section distracting and a bit of a hard sell. <i>'Why are they trying to get more money out of me here?'</i>• User is not sure of the hotel's location and would check TripAdvisor before booking the room.



Usability task 02

The Doyle Collection App

Context:

Long weekend away in London, no flights booked.

Time of the year: Second or third Friday in April 2021 and come back to Dublin on the following Monday.

Party: 2 people (friend).

Duration: Long weekend.

Goals: To book a hotel twin room with breakfast included.

● Positive Experience:

- User was pleased with content or interaction
- User found easy to understand a feature

● Neutral Experience:

- User was indifferent or did not have a particular reaction to an interaction
- User was indifferent or not enticed by a feature
- User did not have any significant issues using a feature

● Negative Experience:

- User was unhappy or confused about content or interaction
- User thought content or a feature could be improved

● Moderator Observations:

- My observations, contextual descriptions and analysis

User Quotes (*italicised text*):

- *Direct user quotes from the usability tests*

User 1 - Task 02 - The Doyle Collection



Time Stamp	WebPage	Call to Action	Key	Observations
26:37	Homepage	Select a hotel	●	User can see all tiles of hotels on the Apps Homepage and picks The Marylebone option
26:43	Homepage		●	User quickly skims the description and finds the hotel location and address on the map and clicks on Book now.
26:48	Homepage		●	User is directed to Search and select screens and opens the calendar. He indicates the scrolling feature here is easy to use (easier than the Barceló calendar feature) and quickly finds and selects the dates he wants.
27:20		Search and select dates	●	User selects dates, but his selection doesn't work so he tries again by selecting the check in date and clicking done and then selecting the check out and confirming and this works.
27:43		Search and select dates	●	<i>'So slightly more challenging...way to navigate that you had to come in and out rather than just put in the two dates that you want.'</i>
27:55		Select a room	●	User click on check availability and is presented with a list of rooms.
28:05		Select a rate	●	User picks the classic twin room and skim down the list of rates and mentions he would read the conditions and would go with the Seasonal offer as its cheaper and breakfast is inclusive.
29:01		Select a rate	●	User us confused and doesn't understand why some of the booking options have higher price points as they don't offer breakfast.
29:14		Select a rate	●	User clicks on the seasonal offer.

User 1 - Task 02 - The Doyle Collection



29:34 - Exit questions

Q. Briefly describe overall, what did you think of this experience?

'It's a small bit harder to navigate.'

The user mentions on the Barceló site you could input the two dates in one go. On The Doyle Collection App you had to select the arrival date and click done and then departure date and click done. And he mentions he nearly put in the wrong dates because of that.

Q. Was there anything that you liked or disliked about the process?

User likes the location description when clicked into the chosen hotel.

'It said is in the chic area of London so straightway I knew where it was.'

Q. Was there anything you expected to see, but you didn't?

User would like to see what it (hotel) would be suited for. *'There was no rating on that'*.

User compares the first test and stated he trusted the Barceló site more as he saw a high TripAdvisor rating above the fold and mentions he would need to do his own homework on The Doyle Collection hotel and check reviews and rating on TripAdvisor by himself to check if suited what he needed.

'TripAdvisor is Huge'.

User mentions that he would always check TripAdvisor before booking any hotels to check if it suited what he needs.

Q. Was there anything you were surprised to see?

User is confused and surprised that one of the rates on room had a had to be paid upfront and it did not include breakfast and yet it was more expensive than the first option.

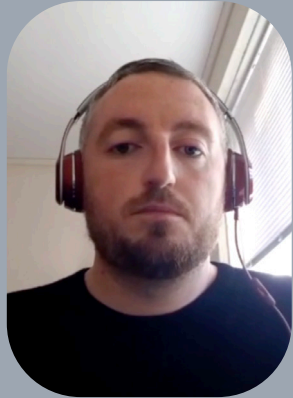
User 1 - Task 02 - The Doyle Collection



Overall Summary

User finds the Doyle Collection App a bit harder to navigate compared to the first App specially when it came to inputing dates but is happy with the hotel location descriptions.

Neutral Interactions	Positive Interactions	Negative Interactions
	<ul style="list-style-type: none">• User likes the description when clicking into the chosen hotel.• User found the location more quickly on this App.	<ul style="list-style-type: none">• User dislikes that it is necessary to input the check-in and check-out date separately in the calendar.• User finds the room rates confusing.• User would have preferred to see the TripAdvisor ratings on the website to build trust and credibility.



User profile Background

Occupation: Account Manager.

Lives in: Dublin City Centre, Ireland.

Device preference: Usually access internet via his phone and owns a laptop at home and desktop at work.

Broadband: Yes.

Most visited Apps: News apps, Irish Times, sport, Spotify and Netflix.

Travel sites and apps: Booking.com, Trivago and Hotels.com
Prefers Booking.com

Last Travel Experience

Context: Weekend away with girlfriend in Ireland (Galway)

Recent visited/booked countries

America, The Bahamas, Florida, New Orleans, England, Scotland, Wales, Berlin.

Travels mainly for leisure and books accommodation usually through Booking.com, user has a Genius level 2 loyalty with the App. Booking.com is the first place checks and sometimes he would contact the accommodation directly to check if they offer a more attractive price.

'I think that because I have a loyalty thing with Booking.com I tend to use them more – because I think I am getting a better price.'

Goals - Important criteria when booking

Last booked a flights from Dublin to Edinburgh and booked 3 nights for girlfriends' birthday.

Searched accommodation in Edinburgh, location is super important.

'I always search by location and then try and get the one that seems the best value for the rating of the hotel.'

Look and feel: User prefers double room or click in the pictures section to see which room looks the nicest.

User checks the amenities, the list of things the room has available.

Makes a decision based on the location and price and what looks like the best hotel.

Tend to prefer hotels that look newer and are more modern than old fashion hotels.



08:10 - Warm up questions

Q. Describe the scenario when you last booked hotels accommodations.

Flight from Dublin to Edinburgh booked 3 nights for girlfriends' birthday.

Searched accommodation in Edinburgh, location is super important. *'I always search by location and then try and get the one that seems the best value for the rating of the hotel.'*

Q. Did you compare different hotel options and what else did you compare?

I compare the location. User mentions that there is a searching feature in Booking.com that filters distance, from the city centre or from a particular point that you want to choose.

Q. In terms of the hotel itself were there any kind of criteria that was important to you? Like location, Price?

User describes typing a location in Booking.com and the search engine came up with 5 or 6 hotels in the kind of the chosen price range. The user picked the best deal, breakfast included or best type of room.

Q. Describe how did you come to make your selection. How did you decide on that particularly?

Final decision is always based on the location and price and what looks like the best room, best amenities and best hotel. Tends to prefer hotels that look newer and are more modern than old fashion hotels.

Q. Any particular worries or concerns when you were booking hotel accommodation?

User never had a problem with Booking.com, one time the hotel has cancelled the booking but Booking.com refunded the money in an hour or so.

Q. Is there anything you would do differently next time?

User mentions that he has learnt to contact hotels he found on Booking.com and ask if they would give him similar rates so he would book with the hotel directly and that often times the rates would be better then the site.



Usability task 01

Barceló Hotel Group

Context:

Flights from Dublin to Barcelona booked 12th June returning to Dublin on 19th June.

Time of the year: Summer

Party: 2 people - him and his girlfriend

Duration: 1 week.

Goals: To book a hotel room in Barcelona with breakfast included.

The hotel location is in the heart of the city and may be close to the seaside.

Payment upon arrival rather than paying upfront and the possibility to cancel the room if needed.

● Positive Experience:

- User was pleased with content or interaction
- User found easy to understand a feature

● Neutral Experience:

- User was indifferent or did not have a particular reaction to an interaction
- User was indifferent or not enticed by a feature
- User did not have any significant issues using a feature

● Negative Experience:

- User was unhappy or confused about content or interaction
- User thought content or a feature could be improved

● Moderator Observations:

- My observations, contextual descriptions and analysis

User Quotes (*italicised text*):

- *Direct user quotes from the usability tests*

User 2 - Task 01 - Barceló Hotel Group



Time Stamp	WebPage	Call to Action	Key	Observations
15:39	Homepage	Book a room	●	User clicks on book my room, he accepts the cookie policy.
16:00	Homepage		●	<i>'Looks like a nice travel app, nice images of beautiful locations...encouraging you to think ahead of your destination.'Easily put me into holiday mode.'</i>
16:41	Homepage		●	User types Barcelona in the input field.
17:09	Book my Room	Select a hotel from the list	●	User scrolls down and see a list of hotels options.
17:45	Book my Room	Select a hotel from the list	●	User is confused why the site gave him options for Hotels in Spain, Morocco etc if he is searching for Barcelona.
18:11		Select a hotel from the list	●	User scrolls down and notices the Hotels per theme section - he notices the beach themes but is discouraged to click on it when he notices 78 hotels in that category.
18:40		Select a hotel from the list	●	User decides to stick with the Barcelona hotels and clicks on check in to see what is available - a calendar pops up.
19:01		Select a hotel from the list	●	User starts using the calendar and sounds a bit impatient when clicking through to the month of June <i>'I assume I can't do this any quicker'</i> .
19:13	Calendar	Search and Select dates	●	User selects the dates with no issues and mentions is a quite usual calendar system on travel websites.
19:39			●	User checks the input details for the room, the party number and number of rooms and confirms his choices.
20:05			●	User clicks on the return button and selects search.
20:21	Book my Room		●	User scrolls down and skims over the 4 hotel hotel choices – <i>'They all look very nice.'</i>
20:34	Book my Room	Select a Hotel	●	<i>'First thing I am drawn to is the TripAdvisor ratings...the reviews'</i> - User mentions the high TripAdvisor ratings was the first thing that caught his eye.

User 2 - Task 01 - Barceló Hotel Group



Time Stamp	WebPage	Call to Action	Key	Observations
21:35	Book my Room	Select a Hotel	●	<i>'I like the look of the first and last hotels. Sometimes the picture is what draws me in, I like modern designs.'</i>
22:05	Book my Room		●	User clicks on the map on the top menu to find out if the location of the hotels are suitable for him.
22:28	Homepage	Check location	●	User mentions its quicker to look at the map than comparing two hotels by clicking individually.
22:45		Select a hotel from the map	●	User uses the map to selects hotel closest to the beach and clicks Book.
23:02		Join Barceló	●	Barceló member card pops up, user reads the pop up card and assumes that in order to continue he would need to join in with the membership.
23:39		Join Barceló	●	When prompted by the moderator the user notices it's only a pop up and closes the card membership prompt. User didn't notice the X for closing it before.
24:01		Select a hotel from the list	●	User notices he can book as a guest, he also notices the prompt at the top reminding him that if he joins in with the membership he can enjoy a 10% discount.
25:30		Choose a room	●	User scrolls down and looks at different room options and rates and conditions.
26:03		Choose a room	●	User finds a room option that satisfies all the requirements. User ponders over price difference. <i>'Should I pay now and pay less or should I pay later and pay more?'</i>
26:50			●	User selects the option that satisfies all the requirements and clicks Book now.
27:08		Add -Ons	●	User notices the summary of the booking with total price and scrolls down looking at the add-ons and clicks on the bouquet of flowers option.
28:05		Add-Ons	●	User notices that the add on has been confirmed and there is an option to remove it or update it. <i>'It's very straightforward.'</i>
28:40			●	User clicks on continue and notices the booking summary with the price.

User 2 - Task 01 - Barceló Hotel Group



29:07 - Exit questions

Q. Overall, what do you think of the experience of this app?

'It's very user friendly' User likes the enticing images on the Homepage and mentions the search engine is very simple and straightforward.

User states he has never used a hotel group app, he goes for Brands that he had stayed before and mentions that he would use the sister hotels in different cities if he had a good experience with the Brand.

'It was very simple, probably one of the most user friendly hotel booking you could have.'

User mentions the app is very similar to the Booking.com booking process where the user is presented with multiple options and can select the one that suits their particular needs.

Q. Was there anything you particularly liked or disliked about the process?

User has a negative comment on the search section. – *'When searching hotels n Barcelona (I typed Barcelona) I don't need to see about the hotels in Morocco or different parts of Spain. It's a bit unnecessary, it's a bit gratuitous.'*

'You can't add on extras through Booking.com.' User mentions that the add on options is a nice thing and gives the user the option to add to the experience. He also mentions the price of add-ons was very reasonable.

User likes the photos of the hotels and mentions they looked beautiful and visually impressive and that is the type of hotels he would go for.

Q. Was there anything you expected to see but you didn't?

'There was nothing that I was looking for that I couldn't find'.

User mentions he didn't see a lot of information about the hotel when he clicked on it and wonders if that happened because he went straight for the room.

Q. Was there anything you were surprised to see?

User replies the carousel on the Homepage was a nice thing to see as it makes you want to visit all these beautiful locations. User was also surprised to see the add-ons at the end as he never seen this before booking through an app. *'It's a nice touch.'*

User 2 - Task 01 - Barceló Hotel Group



Overall Summary

The user finds the App easy to navigate and has had a good experience overall. The user likes the look and feel, and the photos, says the Add-ons are a nice thing to have and is happy with the calendar and date selection. User is not sure why the Search engine shows options for varied countries when is typed Barcelona in the destination field.

Neutral Interactions	Positive Interactions	Negative Interactions
<ul style="list-style-type: none">• User finds the site easy to navigate. <i>'There was nothing that I was looking for that I couldn't find'.</i>	<ul style="list-style-type: none">• <i>'It was very simple, probably one of the most user friendly hotel booking you could have.'</i>• User likes the photos of the hotels as they are visually impressive and that is the type of hotels he would go for.• User mentions the search engine is very simple and straightforward to use.• User likes the add-on options. <i>'It's a nice touch'.</i>• User notices the TripAdvisor ratings at the top.	<ul style="list-style-type: none">• The user is not sold on the destination search feature. <i>'When searching hotels in Barcelona ... I don't need to see the hotels in Morocco or different parts of Spain. It's a bit unnecessary, it's a bit gratuitous.'</i>• User mentions he didn't see a lot of information about the hotel when clicking on it.• User sounds a bit impatient when clicking through the calendar. <i>'I assume I can't do this any quicker'.</i>• User did not notice the option to close the Join Barceló group membership and was assuming he would not book as a guest.



Usability task 02

The Doyle Collection App

Context:

Long weekend away in London, no flights booked.

Time of the year: Second or third Friday in April 2021 and come back to Dublin on the following Monday.

Party: 2 people (friend).

Duration: Long weekend.

Goals: To book a hotel twin room with breakfast included.

● Positive Experience:

- User was pleased with content or interaction
- User found easy to understand a feature

● Neutral Experience:

- User was indifferent or did not have a particular reaction to an interaction
- User was indifferent or not enticed by a feature
- User did not have any significant issues using a feature

● Negative Experience:

- User was unhappy or confused about content or interaction
- User thought content or a feature could be improved

● Moderator Observations:

- My observations, contextual descriptions and analysis

User Quotes (*italicised text*):

- *Direct user quotes from the usability tests*

User 2 - Task 02 - The Doyle Collection



Time Stamp	WebPage	Call to Action	Key	Observations
37:37	Homepage	Select a hotel	●	User clicks on explore button.
37:45	Homepage		●	User sees lots of nice images that look 4 start hotels, modern, sleek and high end looking hotels. User mentions he is familiar with the Kensington area so he clicks on the Kensington hotel.
38:43	Homepage		●	User describes the image of the hotel and flicks through the carousel of images. <i>'I do like to have a little look at the images of the hotel.'</i>
39:22		Select a hotel	●	User compares the App image features with Booking.com and says it's a lot easier and encouraging to swipe across through the images when they are sitting at the top of the page. <i>'This is actually better and feels like a more modern way of doing it, it nice and I like it.'</i>
39:51			●	User finds the hotel description and mentions this is what was missing on the Barcelo app. User is happy to see the description of the hotel.
40:15			●	User notices the map at the bottom of the description and checks the location and details of the hotel. He is happy to see all the information in one page and mentions that is good as he likes to contact the properties as well for specific requirements.
40:41			●	Prompted by the moderator, the user clicks on the Plus sign at the top of the page and clicks on offers and selects the Weekend in Style offers.
42:58		Select dates	●	User opens the calendar by clicking on check in.
43:00		Select dates	●	User tries to select a date and fiddles with the calendar trying to swipe it to sides. <i>'It doesn't seem that easy to move'.</i>
43:37		Select dates	●	After 40 seconds the user notices that he can move the calendar but scrolling down.
43:47		Select dates	●	User selects the 9th of April and then the 13th of April. The calendar closes and the user notices that you have to select the dates separately.
44:52		Select dates	●	User suggests that selecting the dates in one calendar only would have been easier. <i>'That is the mistake I made I did not notice that straightway.'</i> - User blames himself.

User 2 - Task 02 - The Doyle Collection



Time Stamp	WebPage	Call to Action	Key	Observations
45:00	Homepage	Select a hotel	●	User selects dates and clicks on check availability.
45:20			●	User selects the twin room and mentions he likes the description there and reads the description of the room amenities.
46:20	Book Room	Book a room	●	User expected to see the price for the room but likes the fact that this screen is rich in detail about the room. <i>'They are not overcomplicating it, it wasn't a criticism. I prefer when you are not seeing million different things in one page.'</i>
46:41		Book a room	●	User clicks on book now and mentions he did not see the breakfast option.
46:49			●	User goes back to the rooms page and sees the offer description includes breakfast so he clicks book now.

User 2 - Task 02 - The Doyle Collection



48:13 - Exit questions

Q. Overall, what do you think of this experience?

'The Doyle collection app is nicer, more up-market, it's a more high end version than the one before. Is it very nice and it's a fancier hotel app'.

The user mentions he would use this to book a birthday or celebration. He also states that he did not see the add-ons on this app and thinks that with nicer hotels the extras and offers are not so apparent, so they don't look cheap.

User likes the photos of the rooms - they look beautiful and in nice locations in Ireland and England and he prefers the set up of this app more than the last one.

'Very user friendly apart from the calendar thing'. User blames himself for not getting the dates in the calendar right the first time.

Q. Was there anything you particularly liked or disliked about the process?

User states that the description of the hotel is better on this app, and he was able to view the images of the hotels and that was good.

Q. Was there anything you expected to see, but you didn't?

User mentions he wouldn't click the plus sign at the top of the Homepage and would not expect it to be there.

'I expected to see a little bit more information about the type of booking at the end...in terms of the various pricing structures or offers'.

Q. Was there anything you were surprised to see?

User states that the price is expensive but its a higher level of hotels. *'It was nice to see a selection of hotels that would fit your requirements in one location... so if you are using this app you are obviously looking to book a particular standard of hotel.'*

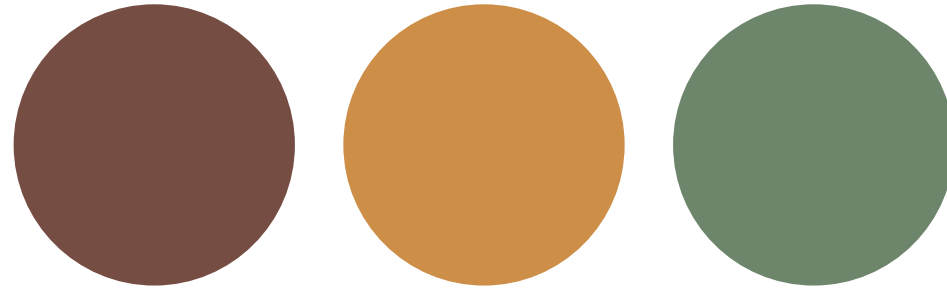
User 2 - Task 02 - The Doyle Collection



Overall Summary

User finds the App more upmarket and higher-standard than the Barceló App - he is attracted to the images and look and feel of the hotels and suggests these types of hotels are great for special celebrations. User is also happy with the detailed hotel description here and finds the App easy to navigate and user-friendly apart from the calendar section.

Neutral Interactions	Positive Interactions	Negative Interactions
<ul style="list-style-type: none">• User finds the site fairly easy to navigate, except for the input dates section. <i>'Very user friendly apart from the calendar thing'</i>.	<ul style="list-style-type: none">• User likes the high-standard of the App and hotels.• User finds the photos of the hotel, rooms and locations appealing.	<ul style="list-style-type: none">• User selected both dates (check-in and out) at the same without realising he needed to confirm each step of the way. The user found the calendar challenging to navigate.• User would prefer a more comprehensive booking summary at the end of the booking.



THANK YOU!

