

Hotel Website

Usability Test Script

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1.0 Test preamble

Moderator instructions

Welcome

- Thanks for your help today,
- Hopefully this session won't be more than an hour
- Before we start, I'll explain the setup and how the session works.

What we're doing today

- I'm conducting some customer research for a hotel booking website.
- We're trying to find problems that could be fixed to make the website easier to use.

Room setup

- For this you'll need a pen and paper, also I'll have you share your screen if you just want to open your browser
- We'll just be talking first about the places you've traveled etc.
- We have a camera and a microphone to record what you do. We will record the session for note-taking purposes, and for my portfolio if that's ok.
- The session is divided into two parts:
 - First, I'll ask you some general questions about your previous experience with booking hotel accommodation.
 - Then, I'll ask you to perform a few tasks on two hotel booking websites, and ask you some questions as you go.

A few things to keep in mind

- There are a few things to keep in mind that will help the tests run smoother...
- First, it's important to know that **we're not testing you**, we're testing the website. There are no right or wrong answers and I'll try to answer any questions as best as I can. If you do have difficulty, it's not your fault, it's the software's fault. The more problems you can find, the better.
- Second, please **be as honest as possible**. If you find something illogical or out of place, please say so. You won't hurt anyone's feelings since this wasn't designed by

me.

- Third, as you navigate around the website, whatever is going through your head, **please verbalize it**. So, for example, if you're about to click on a button, say "I'm going to click here because I think it will take me to ...". Or "I'm looking around the screen for the price".

Basically, you can think aloud; it will help with my notes. Also, if you could approach things slightly slower than you normally would, that would be really helpful. If you work your way around the site too fast, we might not be able to take notes quickly enough. I'll remind you throughout the session if needed.

- Finally, please feel free to ask any questions you like. It's the best way for me to understand what you're thinking. In order to keep the test realistic, **I may not be able to answer some of your questions.**

Do you have any questions now before we begin?

2.0 Background questions

Before we start using the websites, I'd just like to ask you some simple background questions, if that's okay?

Personal questions

- Occupation
- Where do you live?
- How do you access the internet?
 - Home? Work? Phone?
 - Do you own a laptop or desktop?
 - Do you have broadband?
- Do you use websites/apps on your laptop/smartphone?
 - What sort of website/apps do you use?
 - Please describe

Hotel booking website/app usage

- Why have you typically booked hotels in the past?
 - Business or leisure?
 - What countries have you booked hotels in?
 - How did you book hotel accommodation - online, in a traveling agency, or elsewhere?
- *[If booked online:]*
 - Which hotel booking websites/apps have you used in the past?
 - Any preferred websites/apps?
- Describe the last time you booked hotel accommodation.
 - What was the scenario?
 - Where were you traveling to?
 - When did you decide to book hotel accommodation?
- What were the most important criteria when booking a hotel?
 - Location? Price? Anything else?
 - Try to describe how you came to make your selection.
- Did you compare different hotel options?
 - If not, why not?
 - If so, what did you compare?
 - Which websites/apps did you use?
- Did you have any particular worries or concerns when booking hotel accommodation?
- Overall, how did you find the experience of booking a hotel?
- Is there anything you would do differently the next time?

3.0 Tasks

Task 1: Hotel selection (Website 1)

For the purposes of the test, we'll assume the following:

(please grab a pen and paper)

- You are planning a break for the winter
- You are traveling to Carleton Place with your partner for a week
- You would like the hotel to be close to a grocery store and to restaurants
- You have already planned your transportation and will arrive on January 7th and return home on January 14th.
- You would like a sofa in your room

What we want you to do

- Visit ChoiceHotels.com
- Book a hotel room in Carleton Place for you and your partner
- Please show me what you would do

Homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?

Results page

- Describe what you see here
- How will you find a hotel in your desired location?
- What will you do next?
- [when a hotel is selected] Please show me what you would do next to find a room

Extras

- [Hotel results page] Have a look at all of the amenities this room has
- What do you think "Recharge device" means?
- What will you do next?

[Stop at Guest Details page]

Conclusion

- Overall, what did you think of that experience?
- Was there anything you particularly liked or disliked about that process? •
- Was there anything you expected to see but did not?
- Were you surprised to see anything?

Task 2: Hotel selection (Website 2)

For the purposes of the test, we'll assume the following;

(Please grab your pen and paper again)

- You are planning a trip to Prince Edward County with a friend this month
- You know you'll be driving, and would like to go from November 8th until November 11th
- You'd like to print out a map of how to get there
- You'd like a charcuterie board upon arrival

What we want you to do:

- Visit thejunemotel.com
- Book a twin room in the Prince Edward County motel
- Please show me what you would do

Homepage

- What do you see on this page?
- What are you looking for?
- What will you do next?

Booking details page

- Describe what you see on this screen
- What will you do next?

Booking summary & extras screen

- What do you see on this page?
- Show me what you would do to book a room?
- [search results page] Does anything about clicking reserve seem intimidating with the important notice at the top?
- Which one will you choose?

[Stop at Checkout page]

Conclusion

- Overall, what did you think of that experience?
 - Was there anything you particularly liked or disliked about that process? •
- Was there anything you expected to see but did not?
- Was there anything you were surprised to see?