

User 1:

Owns a laptop and mobile phone uses Auto trader and Facebook market place the most Books mostly for leisure likes to compare hotels by word of mouth and by seeing pictures

He doesn't always trust ratings online

Doesn't prefer booking online and has only booked in Canada

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Prefers calling or booking through the hotel's services- makes it feel safer

Fairmont and Marriott are most familiar and are sites he has used.

Enjoys their detailed descriptions and previews of their different hotels and accommodations via site bars.

Last stayed in Montreal at hotel Bonneau entire for a festival and was looking for specific accommodations Decided a book a month and a half before

loyalty and past experience were most important to him when looking to compare hotels. price didn't matter to him

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He definitely looked for restaurants and nearby venues during the search

He looks for 1- Nearby accommodations and amenities 2- How are their customer services 3- Location from plans/activities 4- Nearby great restaurants and luxuries 5-cleanliness He would be concerned if ratings were bad or if it had mixed ratings

He trusted word of mouth from Someone else to book He ended up browsing rooms online and researching via the hotel website, then just calling in person to confirm and pay He would not have ended up at the final checkout stage of the process.

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Scenario 1:

His first instinct was to scroll down and browse the home page.

He liked the homepage, he was looking for a place to type in his search

He knew to search when he couldn't find what he was looking for

He was looking to browse pictures of the hotel before selecting a room.

He easily found the book this room button.

He easily found an att-on that he liked and tried to select it

logged out path's add-on page was missing dates

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He really didn't like the layout of the checkout page He preferred seeing a summary of everything before the checkout form

He looked for more pictures/ Scrolling before checking out.

He looked for a visual way to recognize his add-on. He thought his add-on had disappeared.

He looked for a map view when getting his search results.

He didn't want to do an extra dick to see l e map He mentioned that he has a short attention span and was looking for things to do

The logged out checkout page back buttons weren't working

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He mentioned that the checkout page doesn't make him feel too eager to book right away

He mentioned that there's no way to change the dates from the checkout page

He was looking for a 3 step checkout

He mentioned wanting to make changes after seeing the total price

He expected to be able to change his dates from every page

He was looking for a chatbot or assistant for a real service satisfaction/interaction

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User 2:

Has mostly booked for leisure within Canada

She has booked most online by herself with Expedia and Airbnb

she prefers Airbnb because it offers actual in-home stays with amenities like kitchens and better pricing.

She last went to Alberta, Canmore

she decided to book a month before and found herself scrambling to find a spot

when picking a room she looked for 1 cleanliness 2 safe neighborhood 3. access to a kitchen 4. pricing affordability 5. location/proximity to activities

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availability was important to her, knowing what was available during her trip

She would do research on the safety of the neighborhood by looking at reviews and by searching on google, and Reddit. She was worried about communication with the owner on how to get into the property.

She was hoping for an easy way to get ahold of the owners to ask questions.

One of her other worries is if the properties are actually as nice as the pictures.

Her last Airbnb experience was really fast and effortless.

One thing she would have done differently was try to book sooner and find a nicer neighborhood to stay in.

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Prototype Scenario:

knew to start by filling in her location and to S

dick search

After getting her search results, her eyes went straight to the hotel descriptions, she read these before deciding where to click

when making it to the selected hotel page, she wanted to dock through the images of the hotel to see what it looked like.

She then read through the description and facilities. She liked seeing the hotel's reviews.

She didn't realize that the available rooms were on the top right at first.

The zoom format could have been at fault for this.

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once she got to the selected room' page, she looked through room pictures.

She liked seeing furniture and room features. this is where she would have liked to see kitchen amenities. She liked seeing the distance from all the activities and nearby things to do.

She didn't expect the visitor reviews on this page, and wouldn't have scrolled through them.

She was looking for an actual Map with the hotel on it while on the room page.
Showing hotel distance and all the other nearby activities.

On the add-ons page, she knew to click the + symbol to select the one she wanted.

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she scrolled from top to bottom to review her stay and total details. then back up
and down to enter her payment.

She liked the convenience of paying with PayPal and was able to avoid all the
entry steps.

She looked for her check-in and check-out dates under Arrival details.

She thought the “you're booked” title should be centered on the right since it
wasn't that important.

She loved where the amenities and reviews were.

She looked for the check-in and check-out times earlier in the process on the hotel
page

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User 3:

His last trip was a trip to downtown Ottawa, he was hoping to visit restaurants but
they were closed due to covid

He found the location to be the most important when searching for a place to stay.

He relied on word of mouth to use the website that he did for a good price.

He kept current restrictions in mind before checking out.

He searches for good reviews when looking for a hotel.

He recalls using the sites that lots of people use like Trivago when selecting the room he wanted it came down to having a large bed, a good view, and a good location he also looked for good room service and tv channels as well as a way to connect his device a stream what he wants

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He was most worried about parking and restrictions before booking.

overall, the process on the site he used was fast and easy.

He admits that he probably missed the listed restrictions on the home page, and mentioned that it was an instinct to ignore them.

He recalls being bombarded with a popup instead of being able to click and open it willingly.

He probably would have switched between sites to view rates He definitely would have used google to find more options.

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Prototype Scenario He first notices that his location is being used. maybe there could be a way to turn this off.

He then notices the login and sign-up buttons, neither of which he said he would use because he wasn't familiar with them.

He wasn't sure if he had to make an account or not to go through with his booking. He said if he did it would turn him off/deter him.

He first scrolled through the previews of hotels.

He then knew to enter his search topic in the search bar.

He knew to click the drop-down hamburger menu for extra options and click it again to lose it.

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He wasn't sure if he had to click login before conducting his search.

He knew to click the filter drop-down but found some of the options repetitive compared to the sorting filters.

He mentions not knowing much about Kingston while conducting his search.

He looked for Room size, gym, a separate tab for stores & nearby events and activities, #of bathrooms,#of rooms, kitchen 1 appliances, Room Service

He knew to click the menu icon again to close the menu.

browsing through options he found himself looking at #of stars first

He mentions that he scans the site first to find where everything is.

He found the room descriptions helpful.

He automatically knew where to look for rooms. He then read the description of the hotel.

he found facilities and accommodations helpful. He assumed wifi came with every hotel, he recommended using a smaller wifi symbol for each hotel.

The cancellation section on the holiday inn page was easy for him to find.

He looked for a shadow/pop out when hovering over clickable hotels.

After selecting the hotel, he went to click on the map icon to see where it is located.

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He scrolled down to see the amenities, terms, etc.

He scrolled back up to see available Rooms.

He was turned off by the terms and conditions title. He knew it was going to be text-heavy and use confusing language.

on the selected room page he first reads the room description and furniture/features.

He found himself looking through the reviews for specific things about the room like the bed and tub etc.

He looked at activities and things to last.

He tried to go back to compare his search results again. To do this, he would have gone back home via the drop-down menu.

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He knew that going back home would erase his search results so he tried using the back button to get back to that screen.

on the room page, he found it hard to find the book this room button because the sign up/ login buttons stood out more.

on the add-ons page, his eyes went right to the icon to see more about what this page was about.

His instinct to remove the add-on he selected was to tick the checkmark that appeared.

the back button from the checkout to the add-ons page wasn't a direct transition.

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He looked for somewhere to insert his last name on the checkout page

He found that the like feature wasn't really necessary on the hotel and room preview because he had 'already gotten this far. It might have made sense to show it if he had already liked it.

He didn't see himself clicking See on the map on the checkout page.

He noticed the remember my payment info check box and tried to click it.

He expected to complete his google pay entry and then select another final confirmation button on the main site before confirmation.

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on the checkout page, he had trouble seeing the checkout times at the top.

He also looked under arrival details for checkout times.

He looked for a button to click so that he could cancel or reschedule his booking.

He found the experience to be seamless.