

Usability Testing:

Most users used Google Maps during their experience trying to find where the hotel was and what it was close to. They relied on a map telling them distances and relevance to the hotel.

Users would try to book online themselves without help from a travel agent.

Users will often revisit the same area or country that they've visited in the past.

Ratings were important to users during their journey of selecting hotels to view.

Cleanliness and price were also factors that users looked for during selection.

Users often liked to compare rooms and/or hotels side by side.

The top left was where most users would look and try to click on something first.

All users utilized the search engine/ search bar when looking for a hotel, especially to show what was available and what was already booked.

Scrolling through hotel and room options vertically hindered user progress when finding hotels.

Users would often need a warning before they realized that the wrong dates were selected (if they selected a sooner end date than the start date)

Users found bold titles for listed amenities easier to find.

Most users did not use filters for their search and scrolled down instead.

Most users were not feeling inclined to join as a member unless the option was right in front of them during their path.

Users did not want to sign up for a newsletter upon entry; they didn't know enough about the hotel yet. They felt they would have clicked for an offer or % off/.

Aesthetic design and colors are noticeable to users upon entry to the website.

Too minimal/simplistic of a page layout confused users when deciding where to click (to see more or to adjust or type in dates).

Survey Questions:

1. When was the last time you visited a hotel website?
 - a. Less than 4 months ago
 - b. More than 4 months ago
2. What website menu options did you see?
3. Were you able to complete your task?
 - a. Yes
 - b. No
4. If not, why weren't you able to
5. What did you like about the website?
6. What would you change about the website? What improvements would you make?

The survey had 15 respondents contribute to the following data and input.

In relation to how recently respondents have visited a hotel website, 60% said less than 4 months ago and 40% said more than 4 months ago. This means that the majority had visited within the last 4 months quite frequently.

When it came to menu options, multiple respondents remembered seeing a tab labeled "booking". Other recurrent labels were "rooms", "price(s)", "locations" and "restaurant".

Respondents were also asked why they were visiting and using the website. The majority said because they wanted to plan a relaxing stay. Other recurring answers said because they intended to book while on vacation or were price-matching with other places in the area.

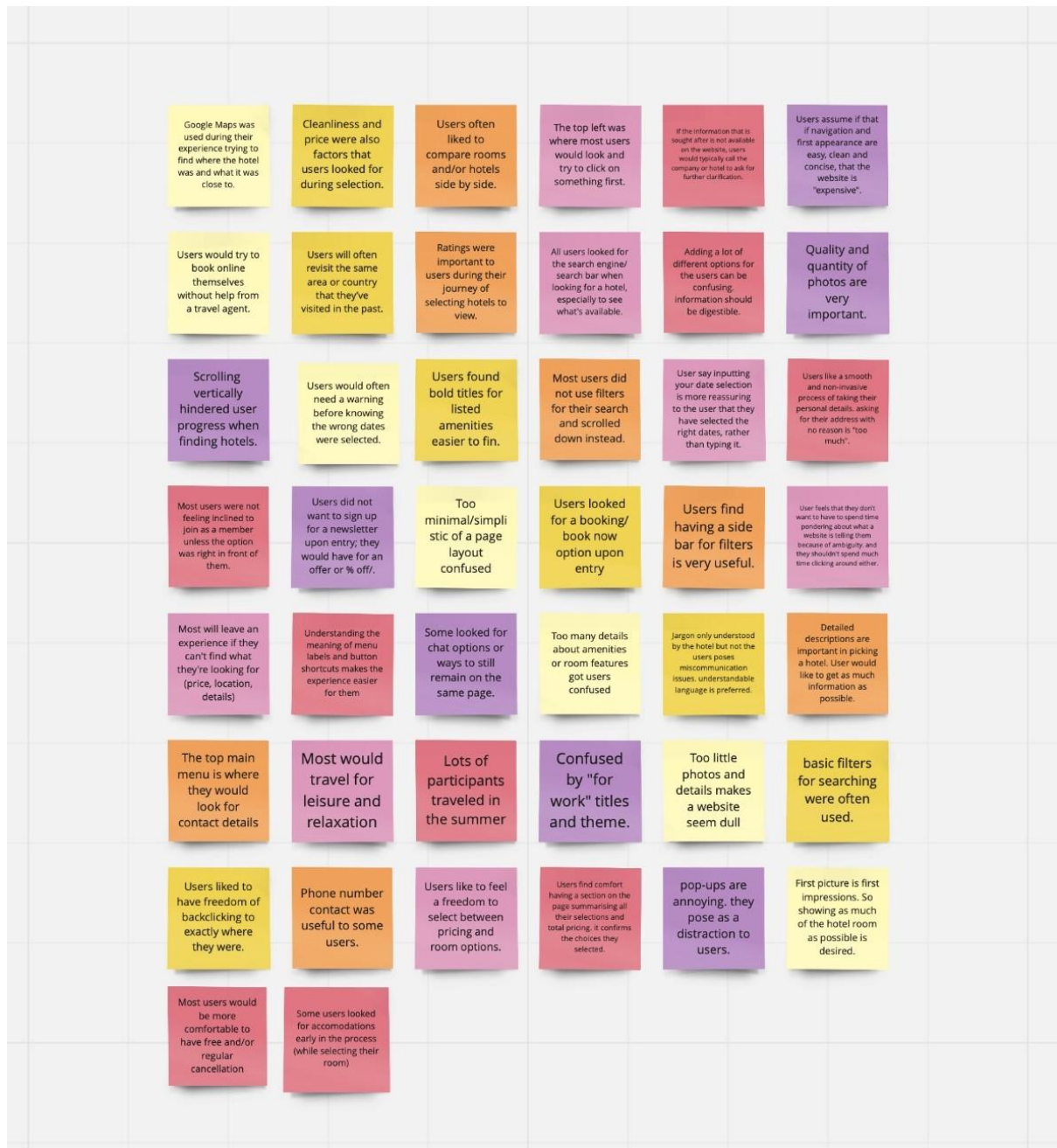
86% of participants were able to complete their tasks while on the websites they were visiting.

Those who weren't able to complete their task said they would leave the site if they couldn't find what they were looking for or if something was too expensive.

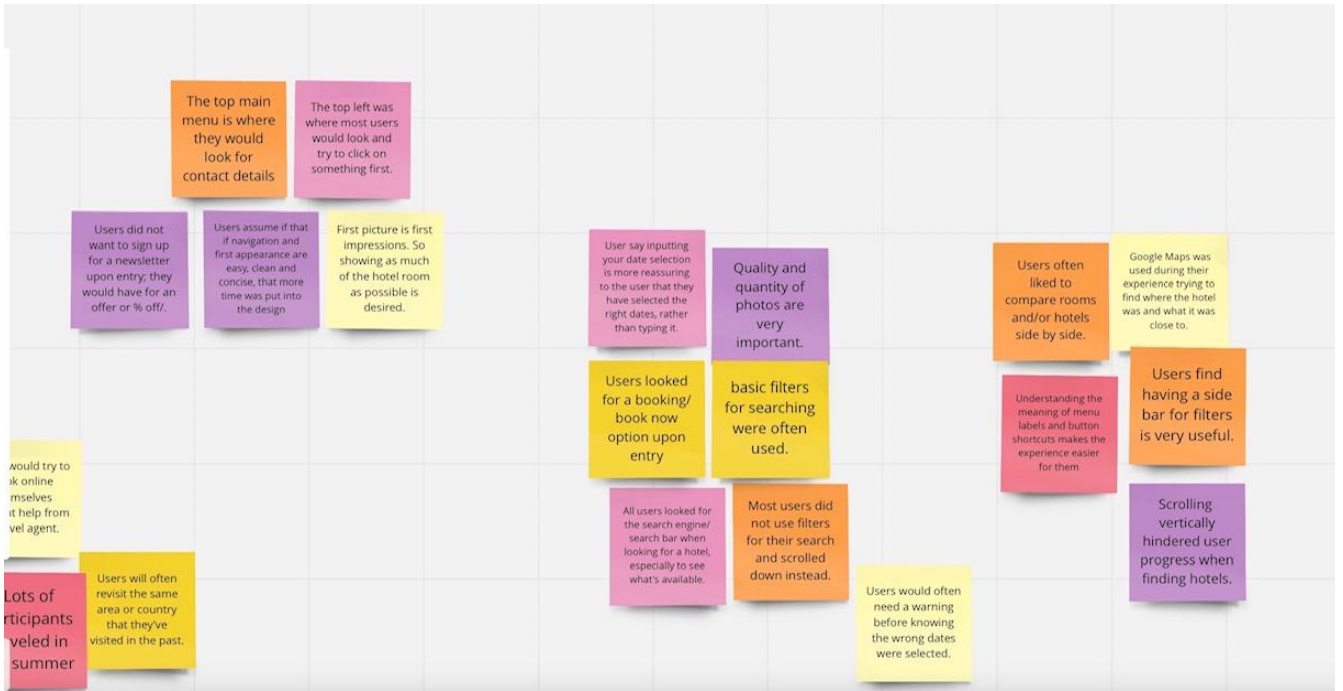
When it came to what respondents did like about the websites they visited, four mentioned the design of the website. Many also mentioned usability/ease of use and a modern approach.

Multiple respondents said that ease of use could have been improved. Some mentioned menu tabs that weren't clear and that didn't make sense. Someone also mentioned how hover-menus didn't work on tablets. Overall search and information filtering was complex to them and could have been improved. Someone mentioned making it easier to find totaled prices as well.

Affinity Diagram Activity: For this activity, I was able to partner up with another student thanks to Slack Channel. However, we forgot to take screenshots of our actual Zoom meeting! We used Miro to organize our research data stickies;







Visual Hiercharchy

Too minimal/simplistic of a calendar/page layout confused users

Users found bold titles for listed amenities easier to find.

they don't like clicking around too long to find information about a hotel/room.

Information Browsing

Detailed descriptions are important in picking a hotel. User would like to get as much information as possible.

Cleanliness and price were also factors that users looked for during selection.

Some looked for chat options or ways to still remain on the same page.

Users liked to have freedom of backclicking to exactly where they were.

Too many details about amenities or room features got users confused.

Adding a lot of complex terms or name options for rooms can be confusing.

Users don't want to have to spend time pondering about a room because of ambiguity & lack on information.

If the information that is sought after is not available users would typically call the company or hotel to ask for further clarification.

End of Experience

Most users were not feeling inclined to join as a member unless the option was right in front of them.

Most will leave an experience if they can't find what they're looking for (price, location, details).

Users find comfort having a section on the page summarizing all their selections and total pricing. It confirms the choices they selected.

Phone number contact was useful to some users.

Users like a smooth and non-invasive process of having their personal details, asking for their address with no reason is "too much".

pop-ups are annoying especially during the "check out" and guest details section, they pose as a distraction to users.

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First habits

The top main menu is where they would look for contact details.

The top left was where most users would look and try to click on something first.

Users did not want to sign up for a newsletter upon entry, they would have for an offer or to opt.

Users assume that if navigation and first appearance are easy clean and concise, that more time was just into the design.

First picture is first impression, so showing as much of the hotel room as possible is desired.

Travel habits

Too little photos and details makes a website seem dull.

Users would try to book online themselves without help from a travel agent.

Confused by "or work" titles and theme.

Most would travel for leisure and relaxation.

Lots of participants traveled in the summer.

Users will often visit the same area or country that they've visited in the past.

First Click

Users say that your data selection is more reassuring to the user that they have selected the right dates, rather than typing it.

Quality and quantity of photos are very important.

Users looked for a booking/book now option upon entry.

Basic filters for searching were often used.

All users looked for the search engine/search bar when looking for a hotel, especially to see what's available.

Most users did not use filters for their search and scrolled down instead.

Users would often need a warning before knowing the wrong dates were selected.

Search Habits

Users often liked to compare rooms and/or hotels side by side.

Google Maps was used during their experience trying to find where the hotel was and what it was close to.

Understanding the meaning of menu labels and button phrases made the experience easier for them.

Users find having a side bar for filters is very useful.

Scrolling vertically hindered user progress when finding hotels.

Personal Filters

Some users looked for accommodations early in the process while selecting their room.

Users like to feel a freedom to select between pricing and room options.

Ratings were important to users during their journey of selecting hotels to view.

Major only understood by the hotel in the reservation, but for the others that miscommunication issue, understandable language is preferred.

Most users would be more comfortable to have free and/or regular cancellation.

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