Usability Test
for a Hotel Website

Interviewer: Monika Kozak

Date: 30 September 2023, 3pm

Location: Online

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User Profile

Name: Daniel Kochanski

Address: Dublin, Ireland

Occupation: Operations Supervisor

Age: 40's

Profile:

Daniel lives with his family in Dublin, Ireland. He works at a FinTech company in the finance department.

Daniel is interested in technology and follows new trends and developments. When purchasing a new device or tool, he always conducts research to compare features, prices, and reviews in order to find the best option.

His passion is vintage cars (he owns an old Ford Mustang). He spends his free time making advanced home improvements by himself.

Within his family, he is responsible for organizing holidays, including family trips a few times a year, such as summer and winter vacations, as well as short visits to family in Poland.

Interview - Questions

Booking Accommodation **Patterns**

The goal of this interview is to uncover user behaviours, preferences, and pain points related to booking accommodations.

Questions and the reasons we are asking these questions / information which we are looking for:

1. Can you describe your typical process for booking accommodation when you plan a trip?
    *   To find out their general approach and steps in the booking process.

2. What factors are most important to you when choosing accommodation?
    *   To identify the key considerations that influence a user's decision, such as price, location, amenities, or reviews.

3. Do you have a preferred type of accommodation (e.g., hotels, vacation rentals, hostels)?
    *   Understanding the user's preference for accommodation types can provide insights into their booking patterns.

4. How do you usually start your search for accommodation?
    *   Users may begin their search on different platforms or websites, and this question can reveal their starting point.

5. Do you tend to book accommodation well in advance or closer to your travel dates?
    *   Understanding the user's booking timeline can help identify if they are early planners or last-minute bookers.

6. What devices do you use for booking accommodation (e.g., desktop, mobile, tablet)?
    *   This question helps determine the user's preferred booking platform, which can influence their booking patterns.

7. Do you often book accommodations for solo travel, family trips, or group travel?
    *   Different types of trips may require different booking strategies, and this question can uncover patterns related to trip companions.

8. How do you keep track of your booked accommodations and travel plans?
    *   Users may use various tools, apps, or methods to manage their bookings, and this can provide insights into their organization and planning habits.

9. Are there any specific features or functionalities you find particularly helpful when booking accommodation online?
    *   To highlight features that users value and rely on during the booking process.

10. Have you ever encountered any challenges or frustrations when booking accommodation online?
    - To identify pain points in the booking process.

11. Can you walk me through the last time you booked accommodation for a trip?
    - To gain detailed understanding of their booking patterns and decision-making process.

12. Do you tend to book accommodations for multiple destinations during a single trip?
    - This question can help determine if users frequently book multiple accommodations within one trip.

13. How do you decide when to finalize a booking?
    - To understand the trigger points for users to make a booking decision.

14. Do you have any loyalty or rewards program memberships with accommodation providers or booking platforms?
    - Loyalty programs can influence a user's booking choices.

15. What factors, if any, would prompt you to change your booking or accommodation choice after you've already made a reservation?
    - This question can reveal the flexibility or constraints users have in their booking patterns.

Task 01

Booking Accommodation in a **Selected Hotel**

The goal of this task is to uncover user behaviours, preferences, and pain points when booking accommodations on a particular website, in particular:

- what website functionalities and features they are looking for,
- what website functionalities and features they are missing,
- what they struggle with,
- what design patterns within the website they find useful.

Scenario:

Imagine you live in Dublin, Ireland. You've been feeling exhausted and stressed out lately. In your quest for a quick recharge, you've decided on a brief two-night getaway. To avoid the hassle of air travel, you've made the decision to book a spa hotel within Ireland.

During your research, you come across the Monart Spa Hotel, which boasts itself as *"one of the finest spas in the world."*

Actions:

Go to the monart.ie website and try to book 2 nights in October, for 2 people.

You want your stay to include:
- access to spa,
- dinner,
- some spa treatments.

Task 02

Booking Accommodation using a **Hotel Aggregator**

The goal of this task is to uncover user behaviours, preferences, and pain points when booking accommodations on a hotel aggregator website, in particular:

- what website functionalities and features they look for when comparing options,
- what information about the accommodation / accommodation aspects they look for,
- what website functionalities and features they miss,
- what are trigger points for them to make a booking decision,
- what they struggle with,
- what design patterns within the website they find useful.

Scenario:

Imagine living in Dublin, Ireland. You're looking to celebrate New Year's Eve with a short city break abroad. You're seeking a city with an exciting cultural scene and vibrant nightlife. As a result, you've decided to book the New Year's weekend in Amsterdam.

As you don't know Amsterdam well, you are going to look for a hotel on a booking accommodation platform, so you can compare different options.

Actions:

Go to the booking.com website and try to book 2 nights from 30th December to 1st January.

You want your stay to include:
- room for 2,
- breakfast included,
- location within the City Centre.

Annex: Email Invitation

Content: Usability Test setup, process explanation and recording consent request sent to Interviewee prior to the session.

Dear Daniel,

I hope this message finds you well. I'm excited to invite you to participate in a remote User Experience (UX) Usability Test involving two booking accommodation websites.

Your insights and feedback will be instrumental in finding areas for improvement, and eventually making these websites easier to use.

Date: 30th September, 3pm
Duration: Approximately 60 minutes
Platform: We will conduct the test via Zoom

Test Overview:

- The session will start with an *interview* during which I will ask you about your experiences in booking accommodation so far.
- Then, we will move to the actual *usability test*, during which you will be asked to perform two different tasks and scenarios on two hotel websites. Your objective will be to provide feedback on the user interface, navigation, and general experience of using these websites.

What You Need:

- A computer or laptop with a stable internet connection
- A microphone and camera (for video communication, if applicable)
- Your honest and constructive feedback

Why Participate?

By participating in this usability test, you will have the opportunity to:
- Voice your opinions and suggestions.

- Help create a more user-friendly experience and influence the development of a new hotel website.
- Receive a token of our appreciation for your time and effort: €50, which will be Revoluted to your account after the meeting.

Confidentiality:

The Usability Test will be recorded for research purposes, after which the recording will be shared with the UX Research team. Bu accepting this invitation you are consenting to the recording of the session and processing the recording for learning and research purposes. Rest assured that all information shared during this usability test will be kept confidential and used solely for research purposes.

RSVP: Please confirm your availability by Friday, 29th September, by responding to this email. If you have any scheduling preferences, please let me know, and I will do my best to accommodate them.

I genuinely appreciate your willingness to assist me in this project, and I look forward to working with you remotely to improve these hotel websites. If you have any questions or require further information, please feel free to reach out to us.

Thank you in advance for considering my invitation, and I hope to connect with you on Saturday for this usability test.

Best regards,
Monika Kozak