Usability Tests - Notes

for a Hotel Website, desktop

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Overview

These are **notes from** the Usability Test for a hotel website (desktop), conducted online and recorded.

The participant (user) of this test was given two tasks of booking accommodation on two different hotel websites.

Objectives

The main goal of the test was to identify:

- **Behaviours** or information about the behaviour patterns, to find out how the user is interacting with the website

- Design patterns within the website which **worked well**, especially what the user found:
  - helpful and/or interesting
  - supporting in making decision
  - encouraging trust and confidence

- **Pain points** in user experience, or everything that didn't work well, as when the user:
  - expected some features but couldn't find them
  - didn't understand or ignored / didn't notice the features
  - was frustrated, annoyed or otherwise unhappy with the process and overall experience

Method

The main findings have been:

- split into **screens** / pages, to help with mapping user journey within the website's structure
- accompanied by the **screenshots**, to provide context and pinpoint the stage in user journey
- …and the features with which the user was interacting at the time have been **circled** on the screenshots and **emphasized** with bold font in the notes.
- **time-stamped**, to quickly find the relevant dialog in the recording
- **colour-coded**, to easily identify positive (green) and negative (red) feedback
- supported by **quotes** from transcript

Tested websites

- Barceló Hotel Group
- The Doyle Collection

Test #1 - **Summary**

Task 01

- 🟢 successfully **selected** accommodation in preferred location (Barcelona, close to the sea) and time
- 🟢 found link to hotels immediately in the **Main Navigation**
- 🟢 successfully added **breakfast** option
- 🟢 satisfied with information about the room provided and especially happy with the quality and amount of **pictures**
- 🟢 interested in **10% discount** and is willing to subscribe to the newsletter to get it
- 🔴 considered abandoning booking if wouldn't get information about **free cancellation**
- 🔴 confused about the **filtering** when next filter cancels previous selection
- 🔴 **map** not prominent enough, problem with finding hotels close to the sea
- 🔴 not finding relevant **discounts** and offers or option of requesting tailored extras
- 🔴 confused about **double bed** add-on
- 🔴 ignored as being **irrelevant**, or haven't noticed many links and features
- 🔴 frustrated about **long loading time** (book now button, pictures)
- 🔴 annoyed with having to **scroll** or not having options visible at once (room options, add-ons, calendar)

Task 02

- 🟢 successfully **selected** accommodation in preferred location (London, Kensington) and time
- 🟢 happy with **special offers**
- 🟢 found booking side panel and **calendar widget** very easy and convenient
- 🟢 satisfied with **information** about the room and its facilities
- 🟢 likes the website being **concise**, reducing steps in booking process, not having to scroll to **see and compare** options
- 🔴 expects the option of **free cancellation** to be visible and available
- 🔴 would like to have information on **what exactly is included** in reservation
- 🔴 would expect to have dates available for **special offers**
- 🔴 would expect to have **more pictures** of the rooms or even a virtual tour

Test #1 - **Interviewee Profile**

- **Occupation**: Administration Manager
- **Address**: Celbridge, Kildare
- **Access the Internet** on the phone and on PC, in the evenings, at home and at lunch break, at work

Habits

- **Internet use:** frequently visits websites offering deals, i.e. LivingSocial.
- **Experience with booking hotel accommodation**: About once a month she goes for a short, 1-2 nights hotel breaks with her husband. Sometimes she goes with her friends.

  When looking for accommodation, she goes for hotels with nice restaurants. She's willing to go back if she's happy with a hotel.

Booking accommodation process

- Looking for the **deals** on a dedicated website, i.e. LivingSocial
- Checking **reviews** on TripAdvisor
- Booking accommodation **directly with the hotel** if they can match the price, or through booking.com

What she's looking for

- Best **price** (deals)
- As these are leisure trips, she appreciates **comfort** ('little things': slippers, robes)
- Being able to **compare options** (price and standard)
- Being able to select hotel's extras and **add-ons** (breakfast, spa)
- Website being **easy to use** (not 'clunky')

What she's complaining on

- The poor **quality** offered in a delas packages
- **Lack of choices** or **no upgrade** option when purchasing a package (in a restaurant: no choice in menu '*The menu was ridiculous, it was like 3 choices, and it wasn't good choices. I said: never again*')
- Deals being **stripped** to a bare minimum (in a hotel: no robe or slippers)

# Test #1 - **Task 01: Booking Accommodation on <u>Barceló Hotel Group</u>**
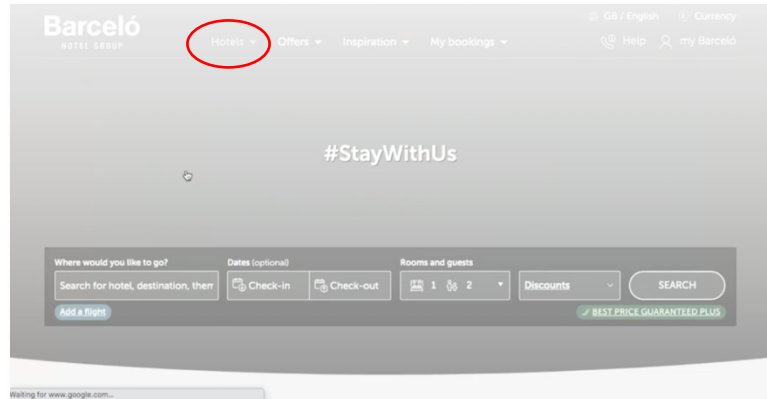
Home Page

The user starts browsing hotel's website at 13:05

When on the Home Page:

- 🟢 selects Hotels from **main navigation** straight away, after accessing the website.
- 🔴 ignores **search panel** in the middle of the Home Page, doesn't scroll through the Home Page and doesn't wait for images in the Home Page slider to load.
- 🔴 The functionality of the Home Page search bar, and the message behind the pictures in the Home Page slider have been lost due to long **loading time**.

Hotels Page / Main Navigation Modal Window
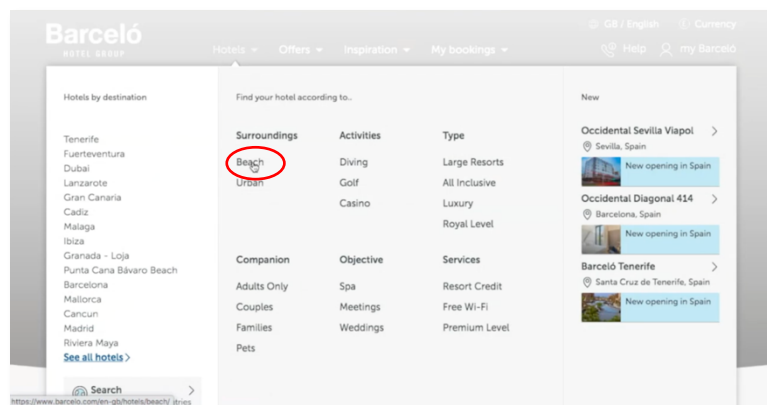
When on Home Page / popup window appearing when Hotels selected from Main Navigation:

- 🟢 selects Surroundings: Beach **option**, as this is what she is looking for – hotels close to the sea
- 🔵 ignores other options / filters in **modal window**.
- 🔴 frustrated by not having hotels **listed** at this stage.

13:10
So I'm just going into, I've gone into hotels with beach now. I would prefer if the destination is up there.
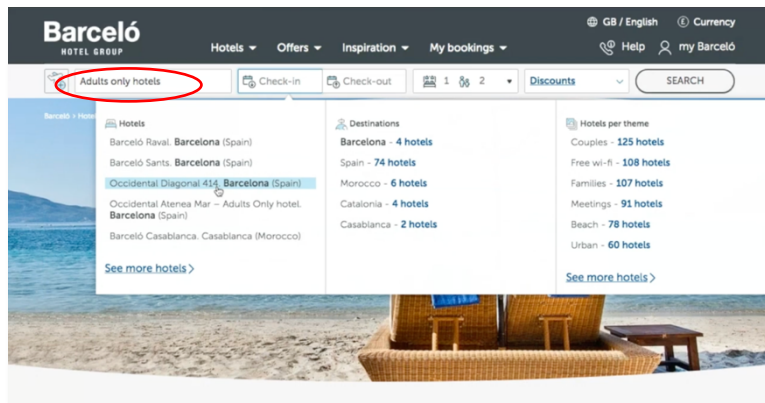
Hotels Page / Landing
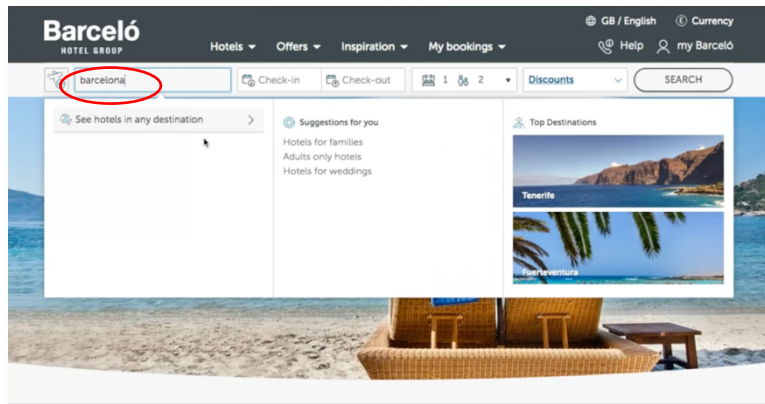
When on the Hotels Landing Page:

- 🟢 types in: Barcelona in form field with placeholder: *Search for hotel, destination…* as this lets her **filter results** by the location she's interested in
- 🔵 ignores Top Destinations **panel**
- 🔴 selects in *Suggestions for you: Adults only hotels* – leaving Barcelona Hotels selection and moving onto Hotels page without intention of doing it

13:30
I clicked into this by accident.

Hotels Page / Landing

When on the Hotels Landing Page:

- 🔴 looking for location of the hotels, **missing the map**

OK, so there's the hotels. But I wouldn't be great on the geography. And I've been to Barcelona a few times. I'd like a little map to pop up there. I'm a visual person so I like that you can see what you are beside.

- 🔴 complains on missing the option to select dates first, and location next – **frustrated with filtering ordering**

13:44
I have to select the hotel first, okay. I was going to put in the date and then go back to pick the hotel. If maybe that's just me, but I don't think that's the good idea because I prefer to put in the date and see what hotels are available.

Hotels Page / Landing
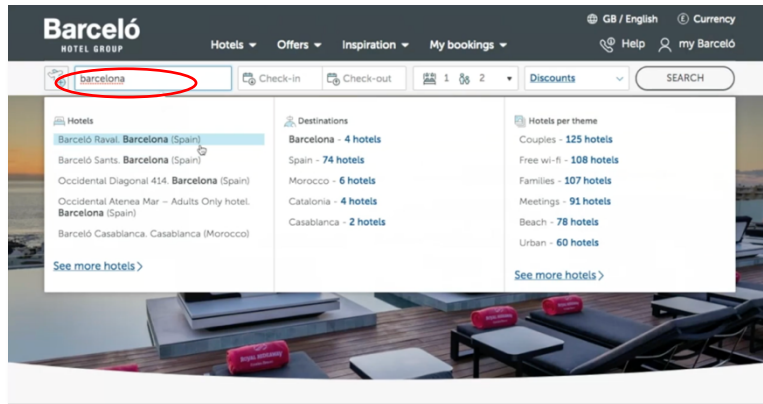
When on the Hotels Landing Page:

- 🟢 when trying to find her destination again, she types in: Barcelona again in form field with placeholder: *Search for hotel, destination*…

- 🔴 **confused** with what will happen if she will click on links in the modal window which appears under the destination and dates search, anxious that she may cancel selected filters

- 🔵 clicks on Destinations: Barcelona – 4 hotels

15:03
But I'm going to do it again. Now, I don't know whether I should be clicking or just looking. It's bringing me into something but that's more luck than anything.
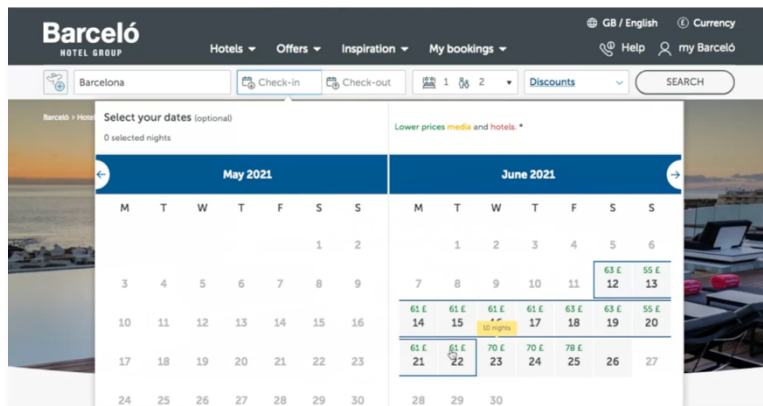
When on the Hotels Landing Page:

- 🔴 gets to the stage when she has to select the dates but she **doesn't understand** how she actually got to this point, feels that it was more by luck than controlled journey

- 🔴 when selecting the date range, **frustrated** with not having visibility of entire year in the calendar picker

- 🔵 selects dates, number of rooms and number of people, in the same order as **order of filters**

And I want the calendar. I don't want to be scrolling month to month. Normally you get the 12 month calendar and you get where is this?
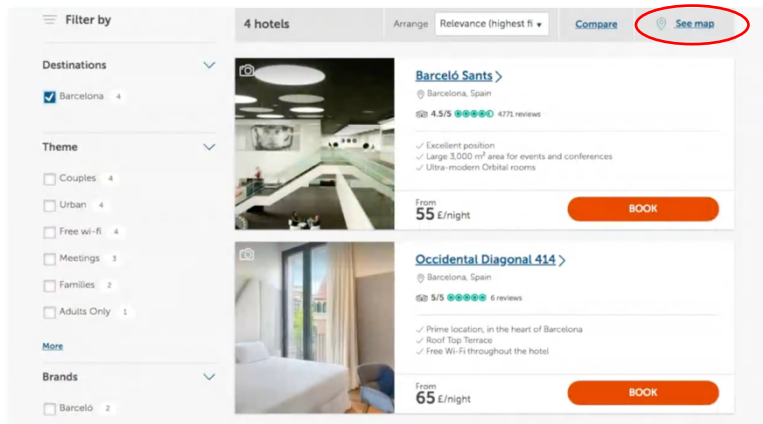
Hotels Page / Landing
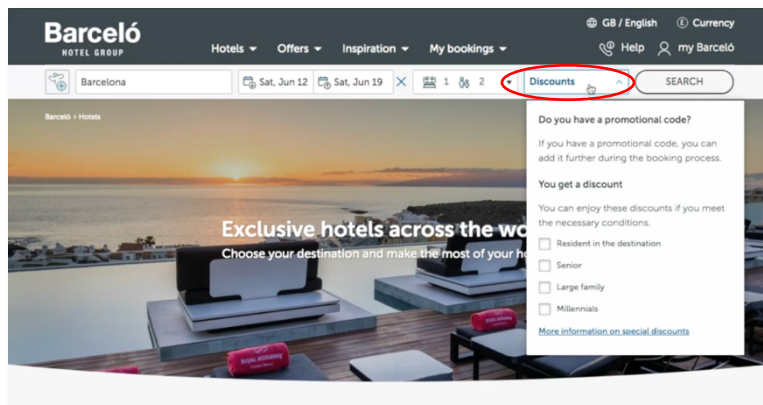
When on the Hotels Landing Page:

- 🔴 clicks on **Discounts** dropdown which is opening a modal window but doesn't find any relevant discount

I check the discount, but there's nothing there.

- 🔵 clicks **Search button**
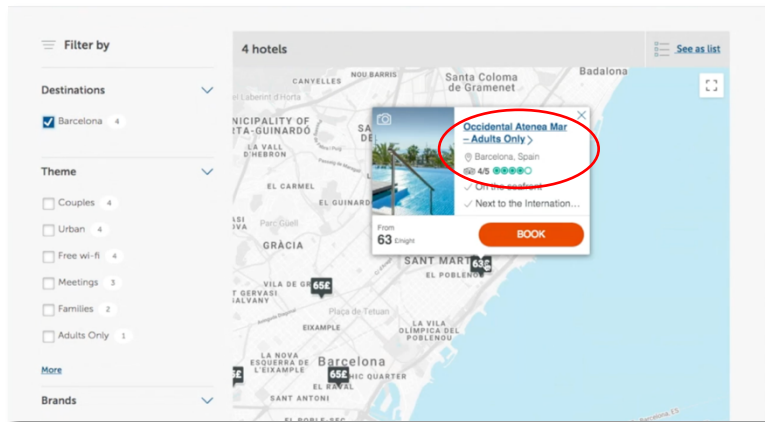
Hotels Page / Listing

When on the Hotels Listing Page:

- 🔴 **confused** when the page with results loads as it looks the same as the previous, and has the same image taking over entire screen
- 🟢 **relieved** when scrolls down and can see hotels listing
- 🟢 happy to see TripAdvisor scores with number of **reviews** and **price**

16:48
OK, that's grand, it has the hotels here. It has the TripAdvisor scoring, which is good. So many reviews and price. It's clear. Now where can I put in 'beach'? I'm not seeing any map.

- 🔴 **confused** when scrolling down the Hotels Listing Page, as doesn't know how to find out which hotel is close to the sea
- 🟢 after scrolling up the Hotels Listing Page again, finds the **See map link** which she missed before

Hotels Page / Listing / Map

When on the Hotels Listing Page, in the Map view:

- 🟢 clicks on the **icon on the map** for the hotel closest to the sea, which make her confident that the hotel is in desired location
- 🟢 scans information in the popup window and is happy about having the **TripAdvisor score and reviews**
- 🟢 clicks on the link in hotel's name it to **find out more information** about the hotel
- 🔵 expects to find **pictures** and **reviews**, and intends on reading some

17:41
I would go into that, and look for more information on it.

I've clicked in on it to see more pictures and there is a good few reviews. I would read one or two of the reviews.

Hotel Single Page
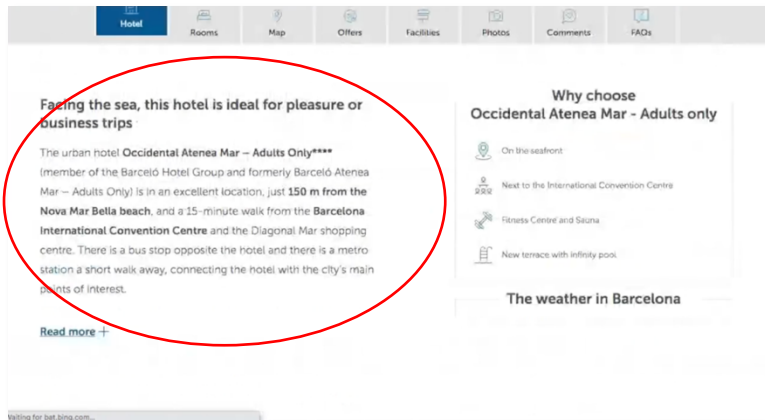
When on the Hotel Page:

- 🟢 while pictures are still loading, the first piece of information she's paying attention to on the hotel's page is the **description**, which she describes as '*short but enough*'
- 🔵 hopes to find some **pictures** of the **swimming pool** and the **restaurant** to find out if the restaurant would be good enough only for breakfast, or also for **dinner**

Hotel Single Page
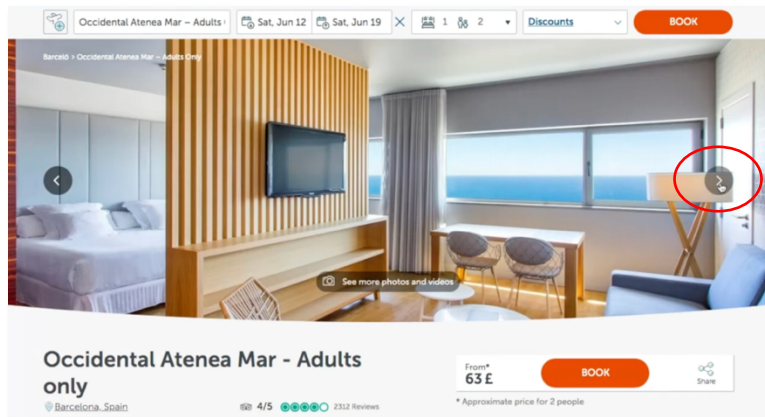
When on the Hotel Page:

- 🟢 clicks through the **slider** on the top of the hotel's page and is impressed by the pictures

- 🟢 trusts the hotel thanks to the **amount of pictures**, if there's no many pictures she thinks that '*they are hiding something*'

By the photos you know what sort of restaurant it is, whether it's just one that you'd have your breakfast in or you would also have a meal then, rather than going out.

The photos are an important aspect, you have a good idea what the room size is.

You'd have to have loads of photos. If you didn't have loads of photos, I'd be very dubious. I wouldn't go there because I'd say they're hiding something.
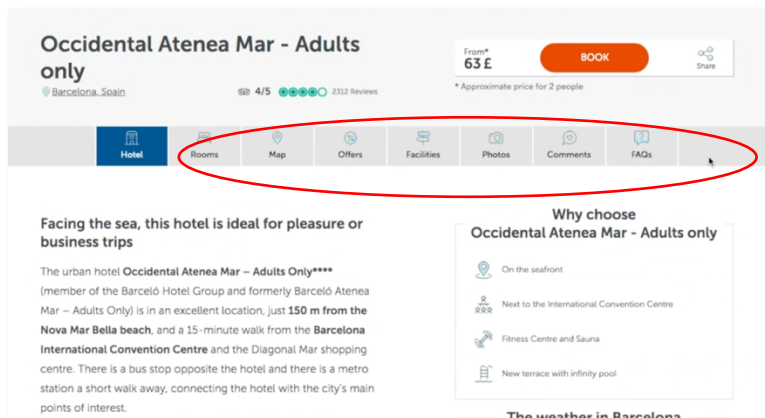
When on the Hotel Page:

- 🔴 goes through the navigation on the hotel's page, **acknowledges the navigation labels** but doesn't click any

- 🟢 when reading information about the hotel, complains on missing **local attraction** information to find out what to do in the area

18:32
I like if there's another tab that says local attractions. Sometimes you have that tab that says: things to do, close by.
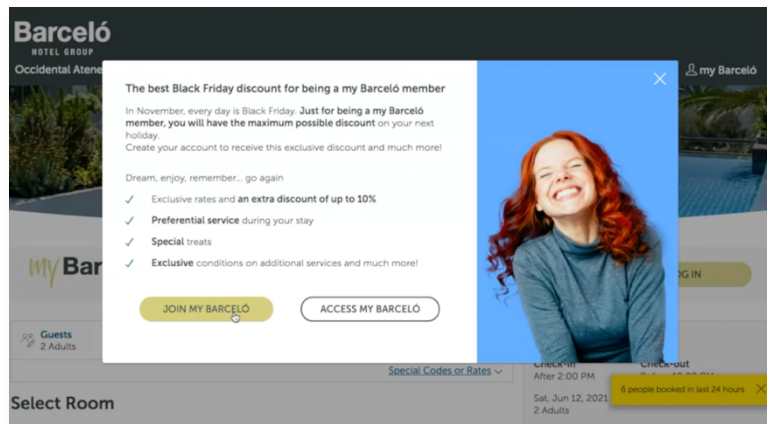
10

Hotel Single Page
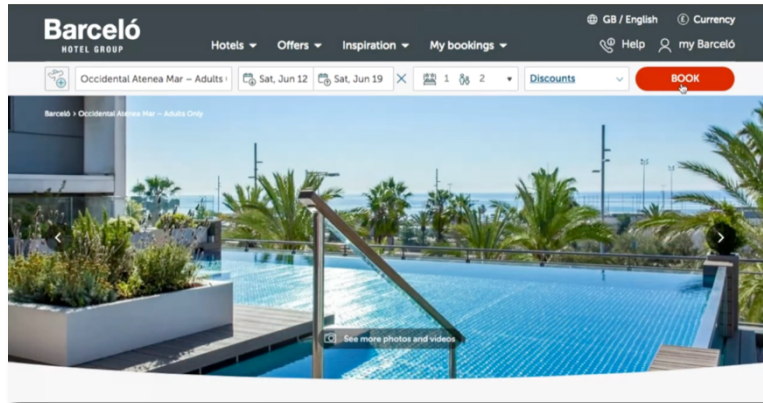
When on the Hotel Page:

- 🔵 satisfied with her selection, she clicks the **BOOK** button
- 🔵 in real life she would have **a few tabs** open with different hotels, and **compare** the options

19:49
If I was really doing it, I'd open up another tab on the computer and I'd have maybe two or three hotels and I'd to pick between them.

Discount Offer for Members / Popup


When the popup with discount for Members opens:

- 🟢 gets interested in **10% discount** and special **treats** offered, as had a positive experience with getting €50 **voucher** for joining the mailing list once

20:18
If you join, you get 10% off. I definitely would join that.

It said you get treats, you probably get something in your room when you arrive or something like that. I would actually give that a go.

Select Room
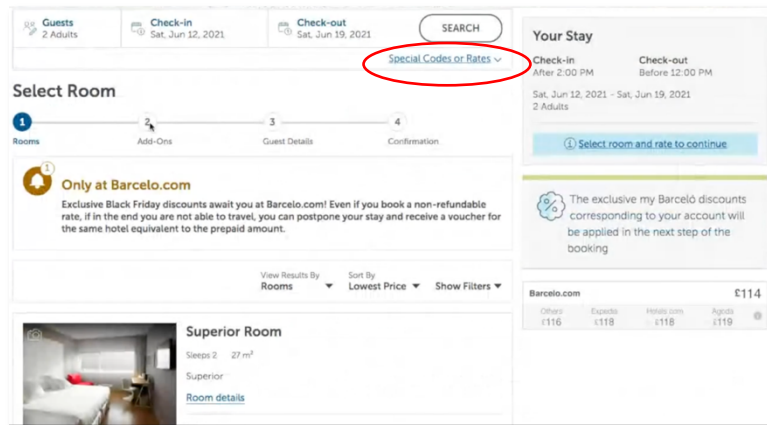
When on the Room Selection page:

- 🟢 checks the **details of her reservation**, confirms that the dates are correct

- 🔴 decides not to click **Special Codes or Rates** link as she remembers checking this earlier and not finding anything relevant

- 🔴 scrolls to check on two room options: Superior and Deluxe, and **doesn't like that she has to scroll** to see each one, instead of having both visible at the same time, as it's easier to compare the prices

21:35
I like when you don't have to scroll down, a lot of the websites have it on one page, like an Excel spreadsheet with the pictures, and it is just easier to compare the prices if they're side by side.

I prefer like when it's on the one sheet and you have your room types and then the add-ons is on it, so you're not scrolling as much.
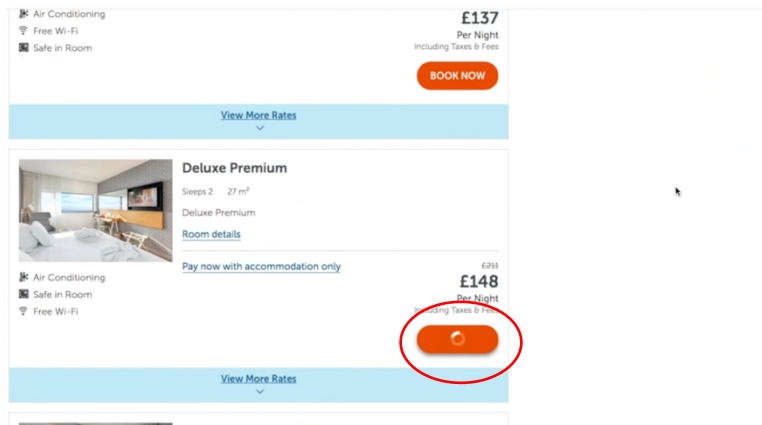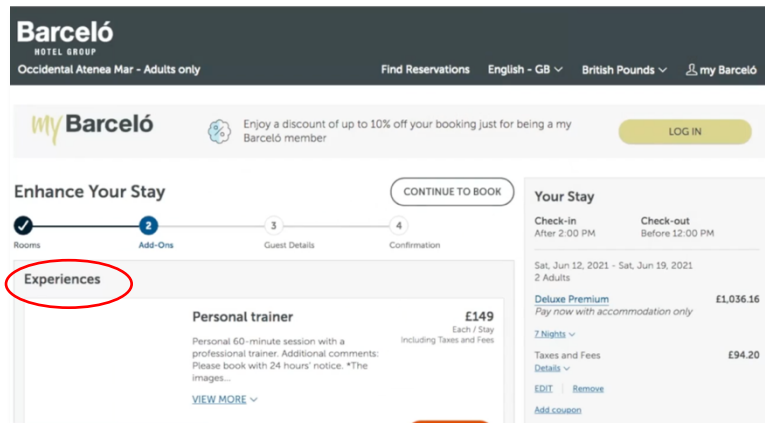

When on the Room Selection page:

- 🔵 at 22:23 clicks BOOK NOW button for one of the hotel room options

When on the Select Room page, waiting for page to lad after clicking BOOK NOW button:

- 🔴 at 22:53 anxious that nothing happens and she has to wait for a change for so long and thinks that perhaps it's not a finished, fully developed page, scrolls up the page to find out what's going on

- 🔴 only at 23:12, which is almost one minute after clicking the button, she finally moves to the next step

Enhance Your Stay
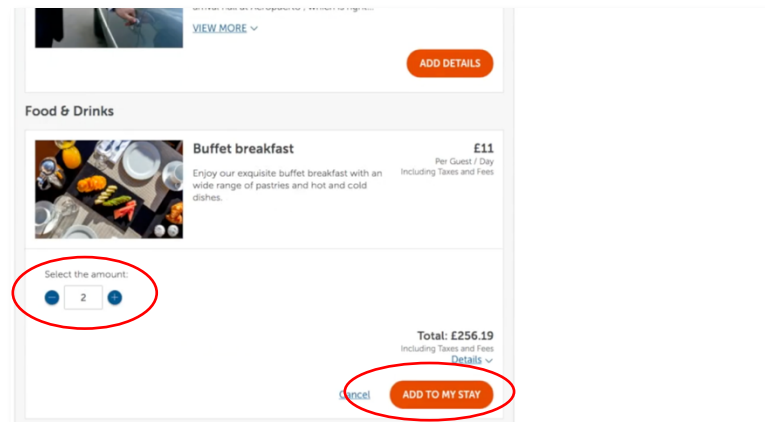
When on Add-Ons selection page:

- 🔴 **doesn't like having to scroll down** the Experiences, would prefer having all add-ons visible at once

23:31
I do feel that if it's all just there in front of you it's better, easier. There's too much scrolling there. I'd expect just a little tick that, for example, parking required.
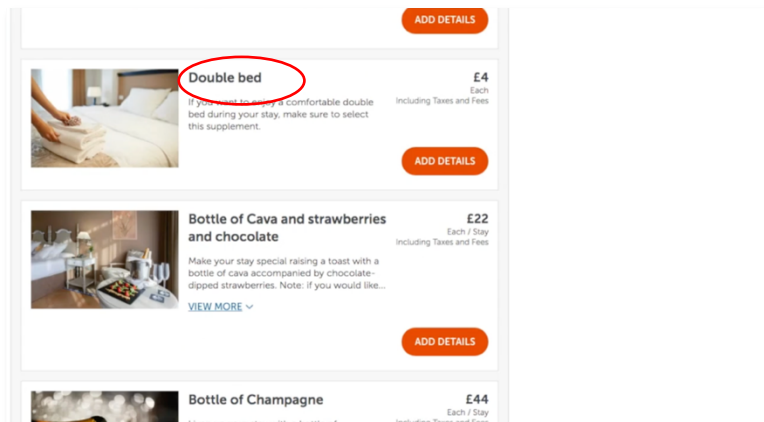

When on the Add-Ons selection page:

- 🔴 is not sure if she can find the **breakfast** option in Experiences
- 🔴 finds the Buffet breakfast add-on at the end of the list, only after **scrolling through all** Experiences
- 🟢 updates the number in **Selects the amount**
- 🟢 clicks **ADD TO MY STAY** button to add breakfast Add-on to her reservation
- 🔴 she would also add slippers and robes if it was an option, but she wasn't able to select it here, or confirm that it's included, or send special request

24:24
I definitely like that you can add things, but there's just an awful lot of rooting there for it.

If it was a little bit more concise it might be better, but there's a nice array of things there and that is a nice.

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Enhance Your Stay

When on Add-Ons selection page:

- 🔴 confused with **Double bed** add-on, thinks that it may be an extra bed added to the room
- 🔴 **assumed** that it was already a double bedroom, not a twin

26:01
I can't understand why you'd want another double bed in your room. Gosh, I don't know what does that mean?

- 🔴 anxious about still not having free **cancellation option** up to this stage, when already selecting extras

26:52
I would prefer before I went through all this, to pick that it's a free cancellation, because I wouldn't bother going through all this hassle unless it was free cancellation. I think after COVID everyone will always be picking free cancellation for a long time.

Overall comments on the experience

- 🔴 **main concern** was about not having free cancellation confirmed up to the payment page

27:35

It's a little bit clunky: I still haven't clicked that I want free cancellation and it would normally be a little bit quicker.

I'd rather book the room and have your free cancellation, all that done, and when you're at the end of it then do your add-ons.

For me it's more important that I have the free cancellation and I still haven't clicked that anywhere so I'm still really not ready to go through the payment yet.

Test #1 - **Task 02: Booking Accommodation on The Doyle Collection**
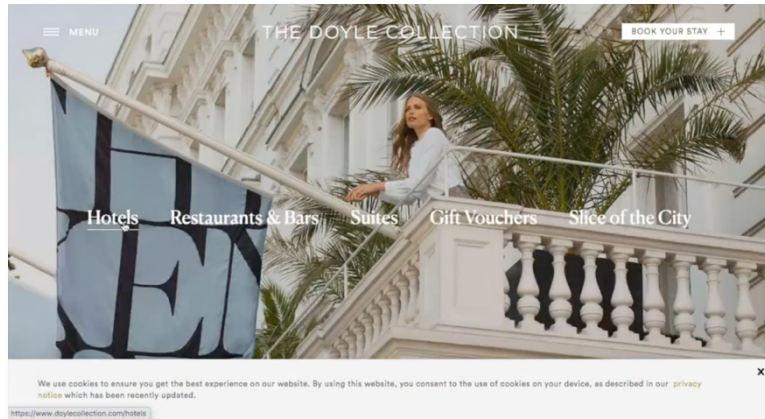
Home Page


The user starts browsing hotel's website at 30:52

When on the Home page:

- 🟢 satisfied with **topics** which she can access through links in the middle of the Home page
- 🟢 impressed by the **pictures** used as hero images when topics listed in the middle of the page selected
- 🟢 likes **Mega Menu** and its information and categorisation, selects Kensington from here, which is her desired location

30:47
It looks lovely. All those pictures would make me want to go there. Restaurants are bars that would make me want to go there. The menu is telling you more about the hotel, I like that. Slice of the City, I would look into this afterwards.

The Kensington Page
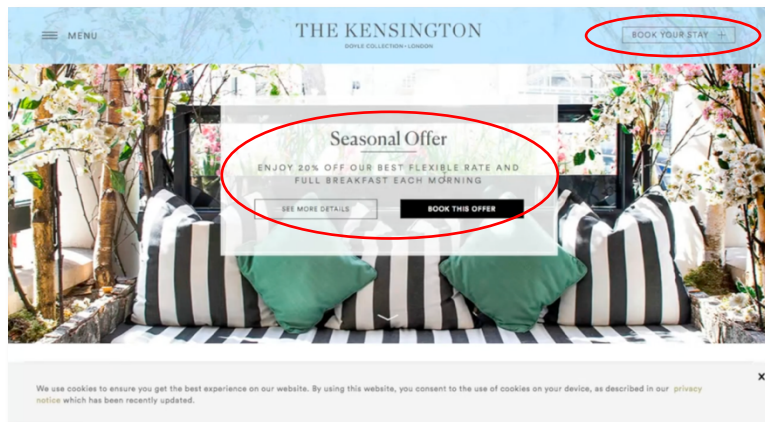
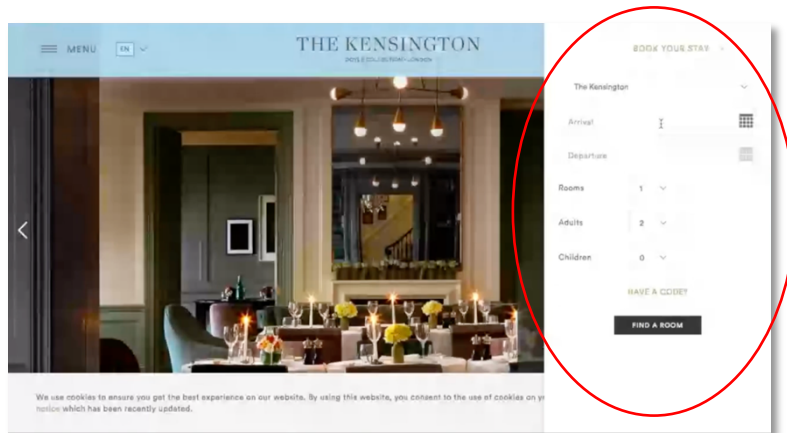When on The Kensington page:

- 🟢 attracted to the **Seasonal Offer 20% off** so much that takes 'detour' from booking process to check it out
- 🔵 always checks the **deals** and discounts

32:30
If I saw offers I would check out an offer.

- 🔵 clicks BOOK YOUR STAY button
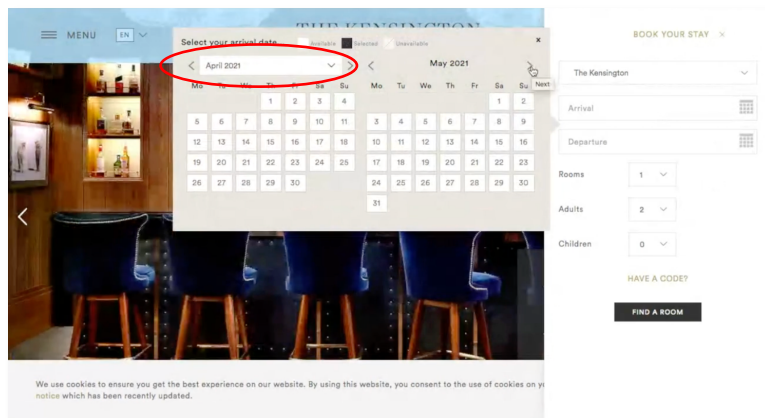
The Kensington Page / Book Your Stay

When on The Kensington page / Book your Stay side panel:

- 🟢 excited to see the **booking panel** with time, rooms and guests selection

34:17
That's what I actually expect. It's just quicker to use that whole scenario. So instant. Everything has to be instant and you don't want that wheel working away anymore. Once you press enter you want to have it in front of you.


When on The Kensington page / Book your Stay side panel:

- 🟢 when selecting dates, likes the **calendar** which has dropdown to quickly select arrival date, as it speeds up the process and reduces scrolling through the months

Your Booking
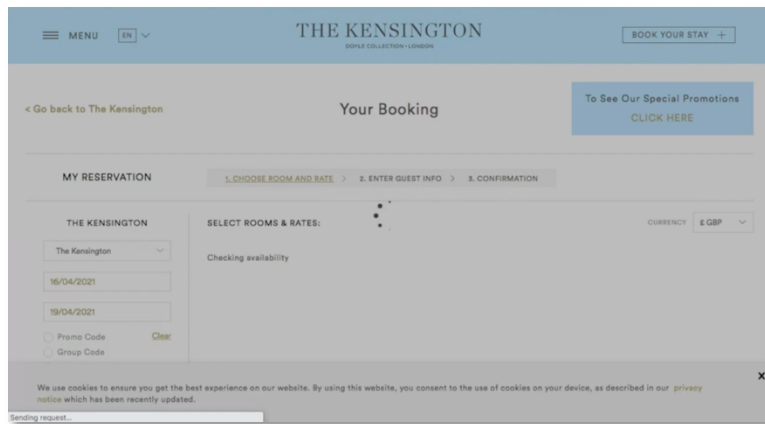
When on The Kensington page / Book your Stay side panel:

- 🔵 at 35:03 clicks FIND A ROOM button
- 🔴 the page is **loading** until 35:26, which is more than 20 seconds
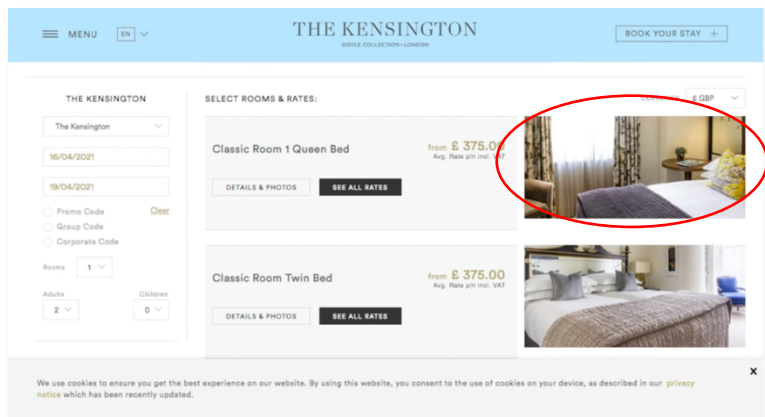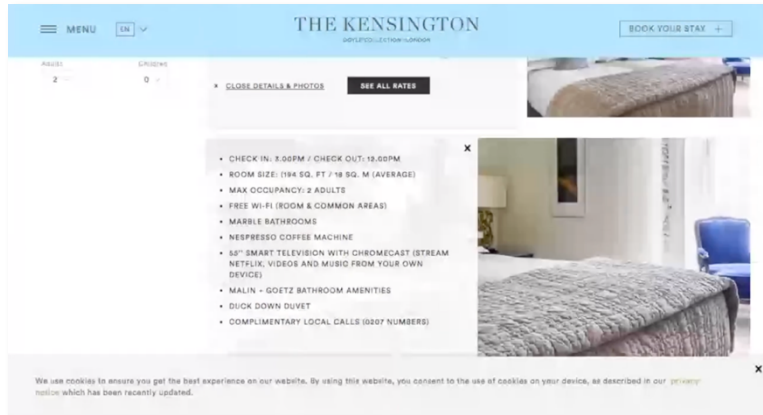

When on Your Booking page:

- 🔴 the framing of the **picture** which is showing only the corner of the bed makes her think that it's a very small room

35:20
Not a great picture of the room. On the first picture you can just see a corner of the bed, straight away I'd be thinking that's a very small room.

A classic twin which is what I'd be looking for, it looks all right but I would go down just to see what else they offer, as even though we want a twin room, sometimes we can get the superior rooms that have an extra bed and it's a much bigger room.

after selecting the room, she clicks the button to see the DETAIL & PHOTOS

17

Your Booking

When on Your Booking page:

- 🔴 in the room details she goes to see the **photos** and is disappointed to find only one photo
- 🟢 when checking list of room **equipment**, happy to find coffee machine and a good quality bathroom

36:05
When I clicked on photos all the photos would pop up but this is only one photo. I would have liked a few photos there.

Nespresso Coffee Machine that is important. I know some places don't do it now but it is nice when you get up in the morning to have your coffee.

It's horrible to go somewhere and have cheap toiletries

- 🔵 comments on having to check the **room size** with her husband, as she can't judge the size from numbers herself
- 🔵 doesn't like small rooms, needs more space especially when travelling abroad
- 🔴 the **Wi-Fi** is so obvious that it shouldn't be even mentioned

37:10
The size, I would never know, but I'd ask my husband and he'd say: no, that's a tiny room, especially when you're going abroad.

I presume everywhere has Wi-Fi. Smart television or Chromecast, stream Netflix, that's very important especially if you're going for a couple of days and if you want to relax you'd like to watch something.

Complimentary local calls doesn't do anything for me, we would just use our mobiles.

*I'd like to have an option to add a bathrobe.*

18
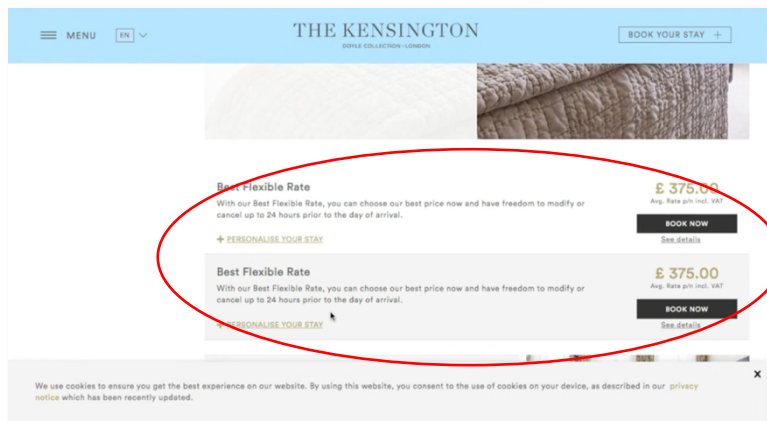
Your Booking

When on Your Booking page:

- 🔴 puzzled about having the same room option twice
- 🟢 satisfied that the information about the **free cancellation** is in the short summary of each option
- 🔴 doesn't see free parking option attractive in London, as most guests would use public transport, missing more **practical incentive**, like reduction in Oyster Card
- 🔴 In Personalize Your Stay missing **discount** in the restaurant and option to book breakfast
- 🔴 Doesn't know if her reservation includes **breakfast**

41:58
If the restaurant knows that you're going to be eating there, it would be nice that you were getting a bit of a discount. It's worth it for them because they know what the numbers are going to be.
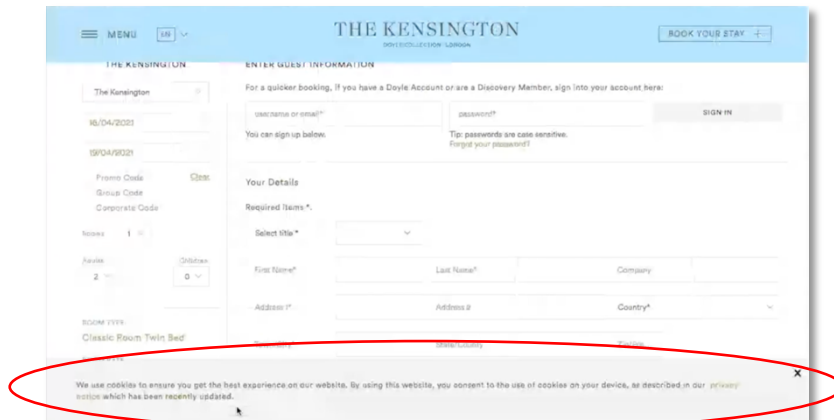
Overall comments on the experience

- 🟢 likes the website being **concise**, reducing steps in booking process, likes not having to scroll to **see and compare** options
- 🟢 expects the option of **free cancellation** to be visible and available
- 🔴 would like to have information on **what exactly is included** in reservation
- 🔴 would expect to have dates available for **special offers**
- 🔴 would expect to have **more pictures** of the rooms or even a virtual tour
- 🔴 never closed the cookie consent which was covering part of the screen up to the end, through the booking process

Test #2 - **Summary**

Task 01

- ● successfully **selected** accommodation for preferred location and time
- ● liked the pictures in the **slider** which made her impressed with the hotel
- ● happy to see the **TripAdvisor score** and the **Weather** widget
- ● liked the **info panel** on the map, with contact information
- ● happy to find the **Guest feedback**
- ● struggled with using the form in the **search bar**, not understanding filters and suggested options, which made her anxious, caused her repeating the process, and eventually selecting wrong hotel
- ● didn't find the **map link** early in the process and in result was struggling to find a hotel in her preferred location, then on the map selected a hotel in wrong location because the **map zoom** gave her impression that the hotel was close to the sea
- ● struggled with adding **breakfast** to reservation, thought that the option was offered too late and was not visible enough
- ● complained that the **calendar widget** was 'jumping' when she clicked into it, which made it difficult to select the dates
- ● confused with the **Double Bed** option and with the **price for extras**, not knowing if it's per person or per room
- ● annoyed when landed on the page with **add-ons**, felt like she's forced to buy more
- ● she was **missing** clear information about what's included in the price

Task 02

- ● successfully **selected** accommodation for preferred location and time
- ● impressed by the images in the Home Page **slider**
- ● happy to find an option to **pay later**, at the day of arrival
- ● found it difficult to read the **navigation** labels in the middle of the screen, where the text is displayed over the image, would prefer if there was a **search bar** on the top and London locations listed straight away, on the page, not in the dropdown
- ● missed the prices for each day in the **Calendar Widget**
- ● unhappy with having to scroll, would like to have **filters** on the left
- ● struggled to find the **Twin Room**
- ● after selecting the room, she couldn't find the way to **proceed**
- ● missed the **booking summary** listing what is selected and what is included in reservation
- ● suspected that the hotel is hiding something by not showing more **pictures**
- ● missed **pictures** of the room showing details and facilities
- ● didn't understand the **Personalise Your Stay** label and when clicking on it, got an empty box, with no information
- ● the price split into **single daily rates** made her very confused

20

Test #2 - **Interviewee Profile**

- **Occupation**: Accountant
- **Address**: Drumcondra, Dublin
- **Access the Internet** on the phone and on PC, she's using those devices a lot

Habits

- **Internet use:** frequently visits shopping websites and news, Google, LinkedIn.
- **Experience with booking hotel accommodation**: loves staying in hotels, for travel, special occasions, birthdays, meeting with friends, also traveling for work (30%), travels around the world, to Europe and Asia

.

Booking accommodation process

- Books accommodation with booking.com or AirBnb
- Finds booking on those platforms very easy
- Reads reviews when booking accommodation
- Books stays through booking.com because she has loyalty programme, Genius
- She's booking quickly without much research

What she's looking for

- Reviews and rating
- Deals and Special Offers
- High standard, especially when celebrating some occasion
- Extras included (swimming pool, jacuzzi)
- Quick and easy booking process

Test #2 - **Task 01: Booking Accommodation on Barceló Hotel Group**
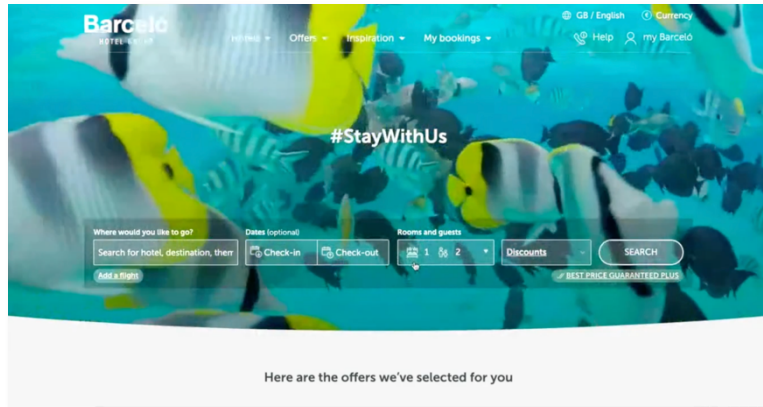
Home Page

The user starts browsing hotel's website at 10:28

When on the Home Page:

- 🔵 types in the destination into the **search panel** in the middle of the Home Page
- 🔵 ignores other **links / filters** in the modal window which appears when she fills in the destination field.
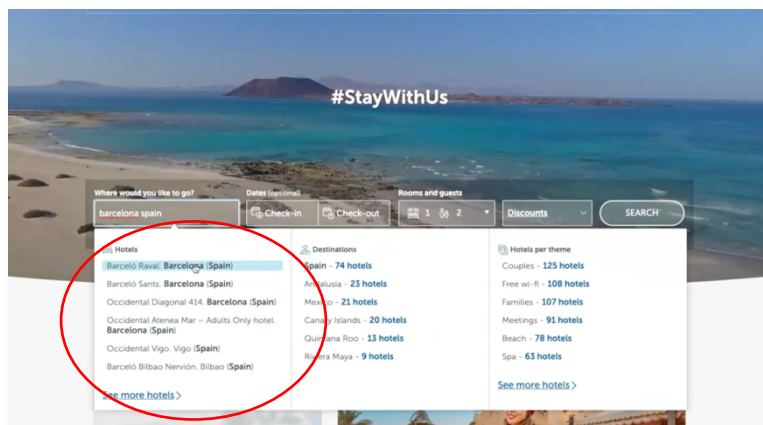
When on the Home Page:

- 🔴 when moving to the date selection field, the input previously entered into the **destination field** disappeared, requiring the user to re-enter the destination information
- 🔴 not fully understanding the **suggested hotel listings**, ended up selecting a specific hotel option which would limit her choices later on in the process
- 🔵 selects Check-in and Check-out dates in the **Calendar Widget**
- 🟢 accepts the **default** number of guests set to 2 people
- 🔵 clicks BOOK button

22
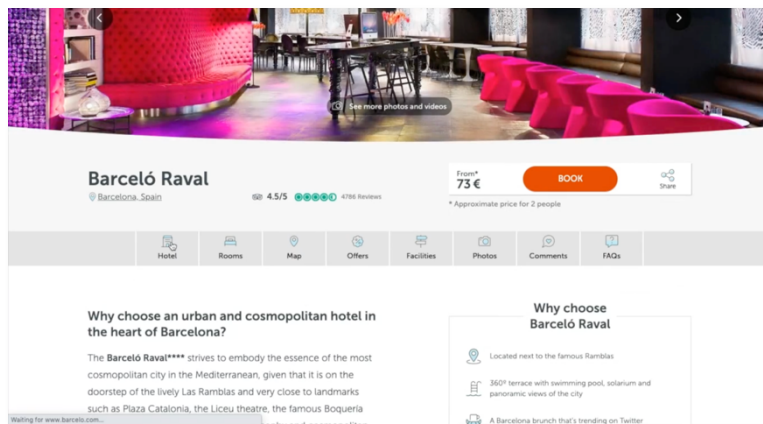
Hotel Listing Page

When on Hotel Page:

- 🟢 confused by seeing the landing page of one particular hotel, expected to see the **listing of hotels**
- 🟢 likes the pictures in the **slider** on the top of the page, they make her impressed with the hotel, also happy with automatic slide rotation

12:55
I like the way it flicks through the pictures for you

- 🟢 likes having the **TripAdvisor score**, it makes her reassured that the hotel is good
- 🔴 when reads through the hotel description finds out that the hotel is in the city centre, not close to the beach, doesn't notice the **Map icon** which would show her location
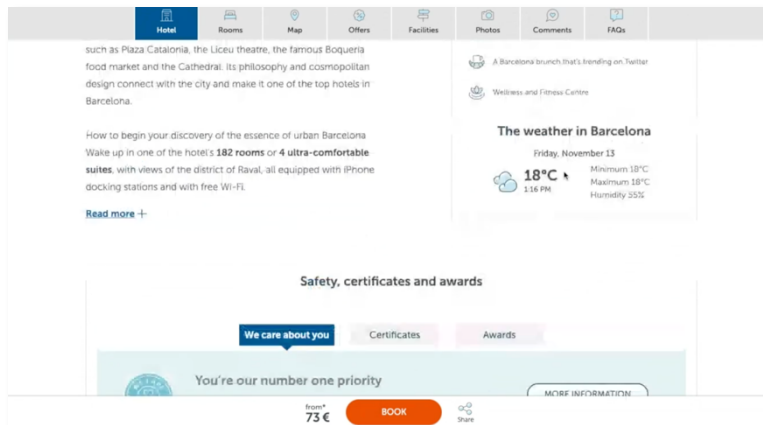
When on the Hotel Page:

- 🟢 when scrolling through the Hotel Page is happy to see the **Weather** widget

13:10
OK, I like the way it shows you the weather. I know it's at the moment, but it's still get you're a bit excited.

Hotel Listing Page
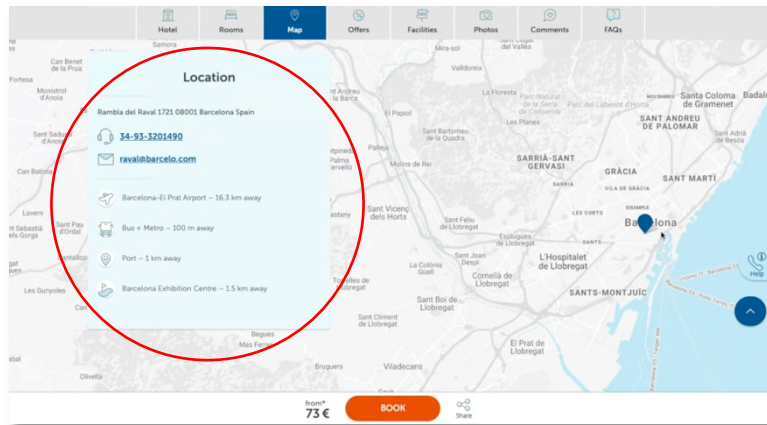
When on the Hotel Page:

- 🟢 finds the **Map** button and likes the map feature, as she always checks for the hotel's location on the map

- 🟢 likes the **info panel** on the map, with contact information and details on how long it takes to get to the hotel depending on transport option

- 🔴 as the map is **zoomed out**, the pin location gives her the impression that the hotel is close to the beach, when I reality it's not, so the zoom applied to the map is reason for the user being mistaken

14:09
I would always have Google Maps in another tab, especially if it's in a foreign country.

I like the way it shows like how far away it is from the airport and the bus and metro. I think that's really handy.
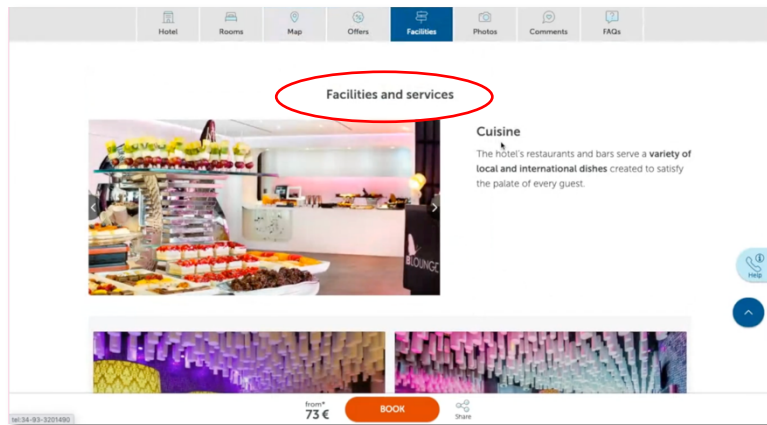
When on the Hotel Listing Page:

- 🟢 likes the fact that there are some **facilities and services** listed

14:50
I'd look if there's a pool, what are the amenities in the hotel, like a spa, a bar, swimming pool outside, everything that's going on in the hotel and maybe airport collection or airport services.

Hotel Listing Page
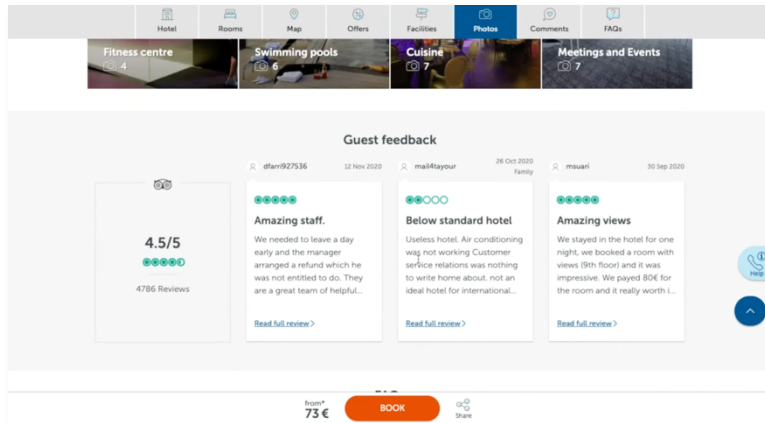
When on the Hotel Listing Page:

- 🟢 finds the **Guest feedback** on the hotel's listing page, and is happy to have it here as otherwise she'd go to Google looking for reviews

15:25
I would definitely look at the feedback, I think that's really, really important. If I couldn't see reviews on the website, I would research it again and check on Google.
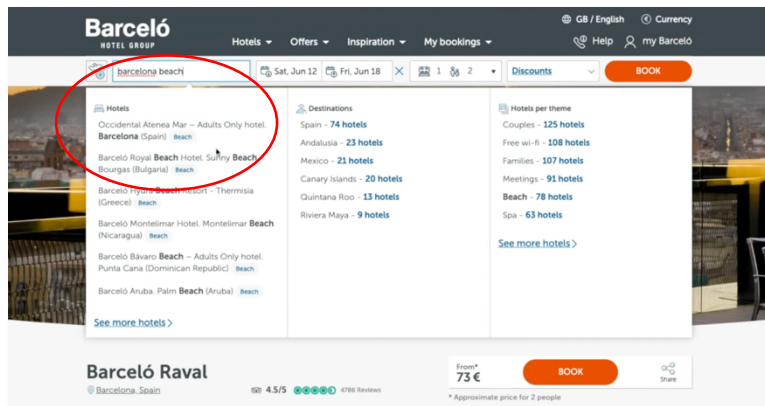
When on the Hotel Listing Page:

- 🟢 when challenged with finding hotel close to the sea, scrolls through the page and quickly finds the **search bar** on the top of the page, below main navigation
- 🔴 when typing in *Barcelona beach* in the search bar she gets in result **listing of a few hotels**, but one of those hotels is in Bulgaria, which confuses her an makes her abandon this panel
- 🔴 gets anxious when not being able to **search** for a beach hotel

16:36
There's a beach hotel, but that's in Bulgaria. Oh God! I've no idea. Maybe if I clicked into activity or something?

Hotel Listing Page
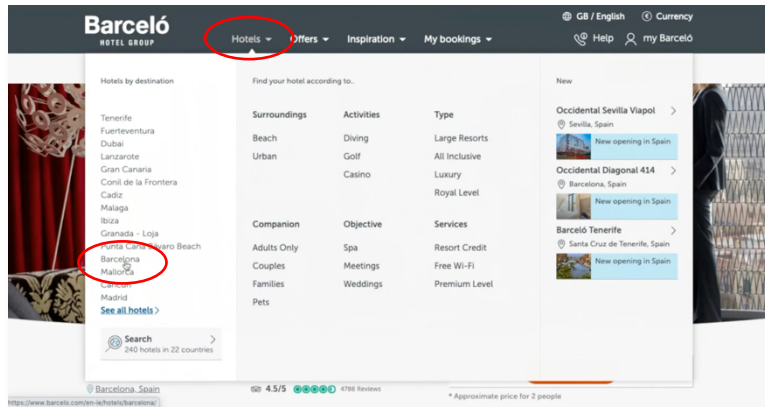
When on the Hotel Listing Page:

- 🔵 goes to the **main navigation** and clicks *Barcelona*

When asked what she would be looking for in a hotel description in order to evaluate the hotel:

18:16
When evaluating a hotel I'd look for location to the city centre and transport. And we always tend to check if there's a supermarket close by.

*I think the photos, the reviews, transport and airport services is important as well. We would book airport transfer before arrival.*

Hotels in Barcelona Page
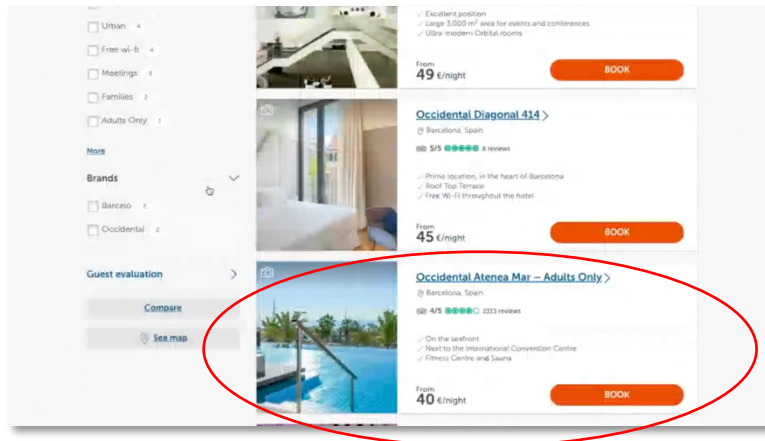
When on the Hotels in Barcelona listing Page:

- 🟢 when on hotels in Barcelona page, looking for the hotel close to the beach doesn't see the **map link**
- 🟢 when scrolling through the listing, reads **description** to find out some clue on the hotel location within the city, and finds hotel described as *On the seafront*
- 🔵 clicks the link in the **hotels name**
- 🔵 ignores the more prominent BOOK **button**

17:05
I wouldn't know how to find out if it was close to the beach. Probably just read through them all?

26

Hotel Page
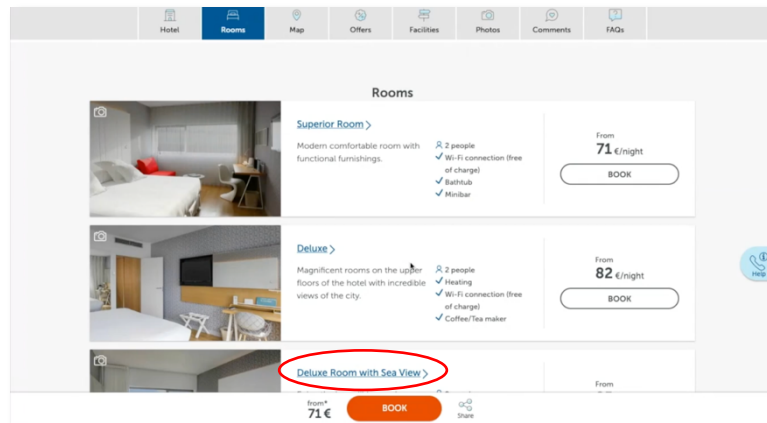
When on the Hotels in Barcelona listing Page:

- 🔵 reads the short **description** and selects the room wich mentions the sea view

Room Page
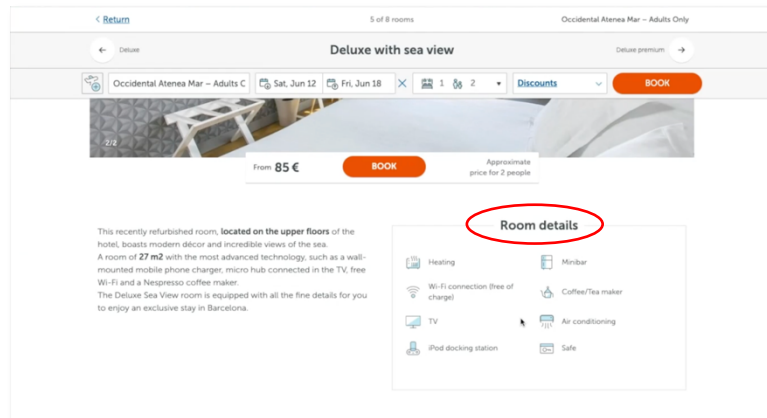
When looking at the Room details:

- 🔵 comments on the **amenities** that she would be looking for: fridge, coffee maker, hairdryer, air conditioning, music

- 🔵 never checks the **size of the room** in description, assessing its size from the pictures

- 🔴 when realizing that the **breakfast** is not included, and not being able to find this option on the hotel page, she goes back to the rooms listing and looks in the description for each room if the breakfast is mentioned

- 🔴 when trying to find out if **breakfast** is included, scrolls up and down the page with rooms listed

22:52
It doesn't say anything about breakfast. I wonder is it included?
Maybe you'd have to organise breakfast when you get there.

Room Page
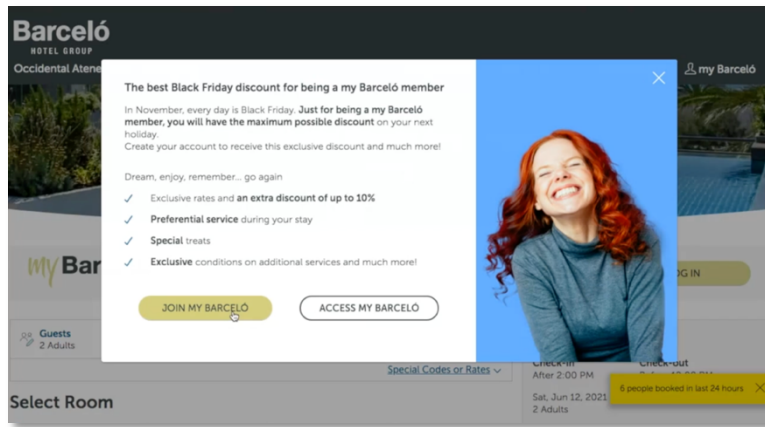
When on the Room Page:

- 🔵 closes the **popup window** with discount without paying much attention to the offer
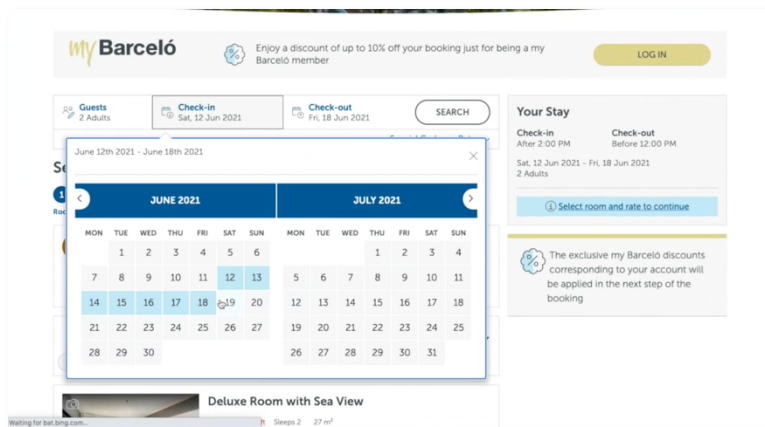
When on the Room Page:

- 🔴 selects Check-in and Check-out dates in the **calendar widget**, complaining that the widget is slightly changing position when she clicks within, which makes selecting dates difficult

23:52
It's a bit hard as the calendar is jumping.

I usually use the calendar to select dates. It's because I think it's easier when you can visualise, when you can see that it is the Saturday to Saturday, and I think it's really easy to get it wrong. So I like the reassurance.

Room Page
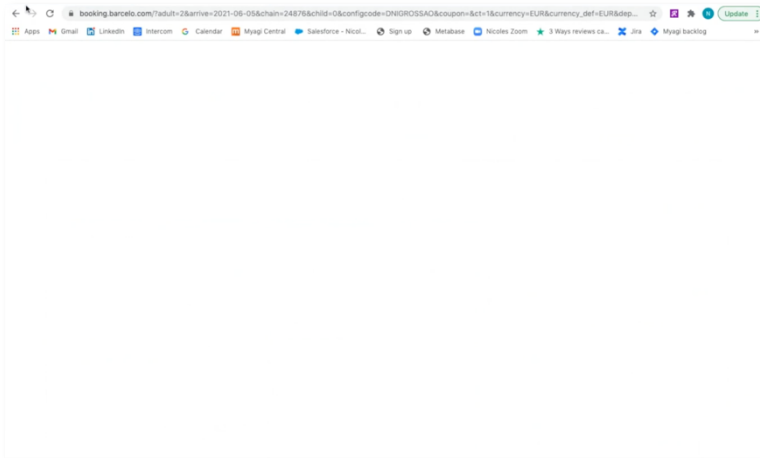
When on the Room Page:

- 🔴 trying to change the dates in the **calendar widget** gets blank screen, goes back and tries again - with the same results, which makes her very frustrated

- 🔴 decides to refresh the page as to solve the blank screen problem when interacting with the **calendar widget**

- 🔴 would consider abandoning the booking process and moving onto another website when experiencing the same problem with blank screen after changing the date in the **calendar widget**

24:43
it's really hard to change dates. I have to refresh, because every time I click, the screen just goes blank.

25:13
I feel like if this happened so many times, I actually may just move on to a different website.
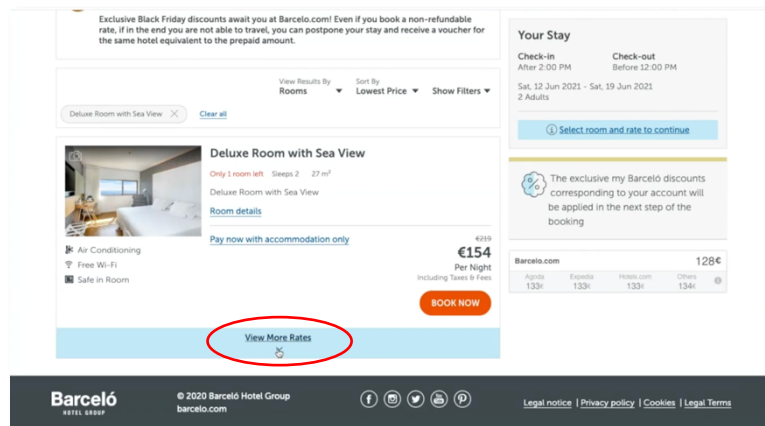
When on the Room Page:

- 🔵 clicks into **View More Rates** button below the room description

Room Page

When on the Room Page:
- 🟢 happy to find the **Breakfast** option
- 🔴 complains that the **Breakfast** option was offered too late in the process, and was not visible enough
- 🔵 selects BOOK NOW button

25:49
I think if you were looking for breakfast, I think I'd much prefer to see it included before I click into this and because I thought they didn't have it. It was something not very easy to see. You definitely would have that earlier, on the info about the room.
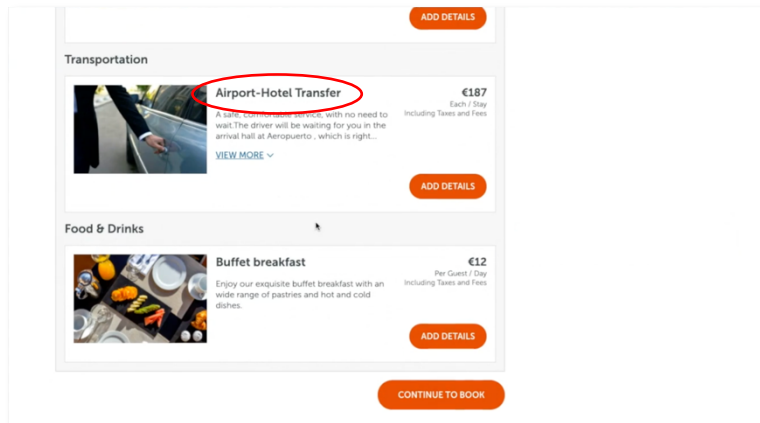
Enhance Your Stay

When on the Enhance Your Stay page:
- 🔴 annoyed when lands on a page with **add-ons**, after clicking BOOK NOW for selected room option, feels like she's forced to buy more
- 🔵 wouldn't select add-ons while booking a room, she would look for extras afterwards, and would be happy to have them sent in **email after** completing the booking

26:23
I think all of this is a bit much right away. Sometimes when you're booking a room they're kind of trying to throw more stuff at you and it takes longer in the process.

Maybe if they sent us this after all that, we could add on. But I hate when it's here, and I just skip it all even if I actually maybe would want something.

Enhance Your Stay

When on the Enhance Your Stay page:

- 🔴 comments on the **Airport-Hotel Transfer** option that even though she would eventually book it, she wouldn't do it in the process of booking the hotel, as she would do research to find the best option
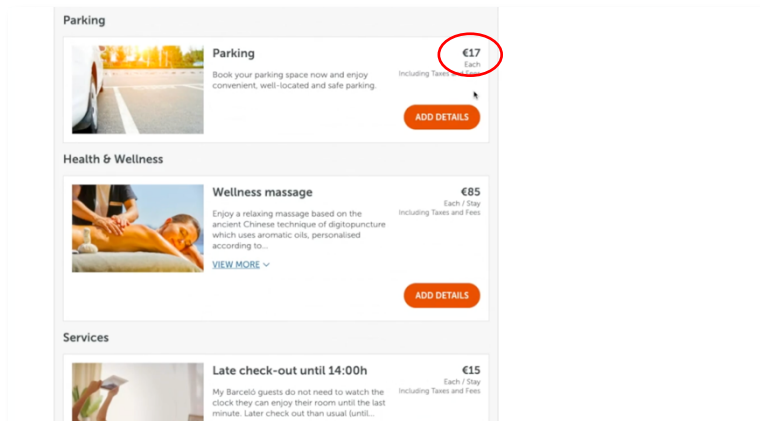
27:24
Maybe the airport hotel transfer, but I would price somewhere else before. But I wouldn't take it here.

I think I'd rather just book the hotel room and then come back to all of this.

- 🔴 confused with the **Double Bed** add-on

27:05
They're not a double bed already? If I don't take the double bed, would it be two singles?

When on the Enhance Your Stay page:

- 🔴 confused as if the **price for extras** is per person or per room, expects that 'for each' means that if she selected this option, she would be charged twice of the listed price

28:05
I see the way everything's €5 each, so like it's €10 for two. And parking €17 each, is that €34 for two people?

You would want a bit more clarification on that, the final figure.

Guest Details

Overall comments on the experience

🔴 **upselling** the Add-ons during the booking room process

30:20

There was a lot of add-ons, I didn't really like that.

🔴 **order** in which the information and options were given in the booking process

29:06
The breakfast after I've already selected the room and the price was a bit annoying.

I wouldn't have noticed the double bed until the add-ons, which is a bit weird as it's an adult room. You think it would be a double bed, and I didn't see it saying two single beds.

When on the Guest Details page, it was the only time I've seen Check-in and Check-out time, I'd like to see that early on.

🔴 **missing** information about what's included in the price

30:02

I didn't really see the transportation, and if the bed is changed every day, or if towels are included.

I presume we have access to the swimming pool.

Test #2 - **Task 02: Booking Accommodation on The Doyle Collection**

Home Page

The user starts browsing hotel's website at 32:20

When on the Home page:

- 🟢 impressed by the images in the Home Page **slider**, which look 'classy and rich', 'superior'
- 🔴 find it difficult to read the **navigation** labels in the middle of the screen, where the text is displayed over the image
- 🔵 selects Hotels from the **navigation** in the middle of the Home Page

32:25
I thought the first image was very classy and it looked really rich. I really like all of the images, they are really nice and it looks a little bit more superior.

It was kind of hard to see the tabs and the task.
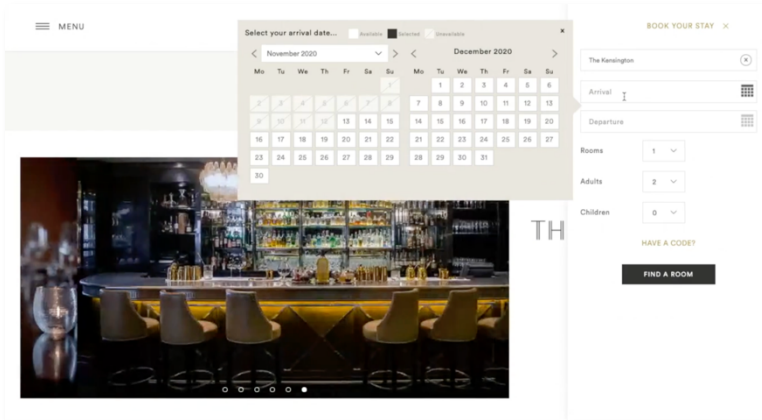
Luxury Hotels Page
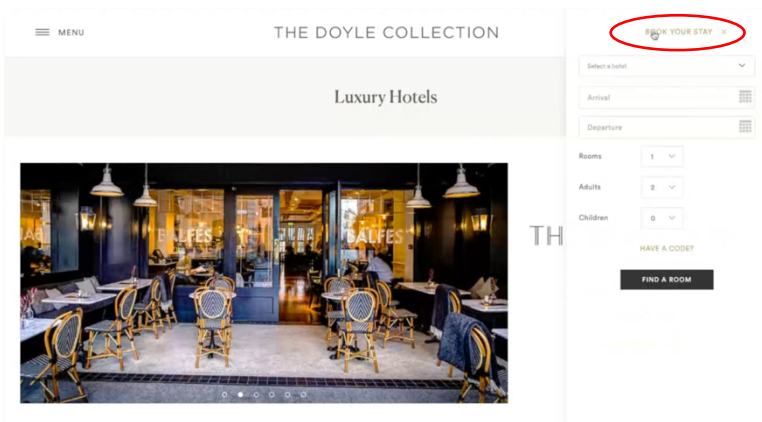
When on the Luxury Hotels page:

- 🔴 hopes there was a **search bar** on the top
- 🔵 clicks the BOOK YOUR STAY button on the top of the screen, which opens **search panel** on the side
- 🔵 selects preferred location from *Select a hotel* **dropdown**
- 🔴 would prefer to have London locations listed straight away, on the page, not in the dropdown

34:00
I think it would be a bit easier if they showed me little glimpses of the three hotels that are available in London, an overview rather than me going through all this thing when you have to kind of write down.
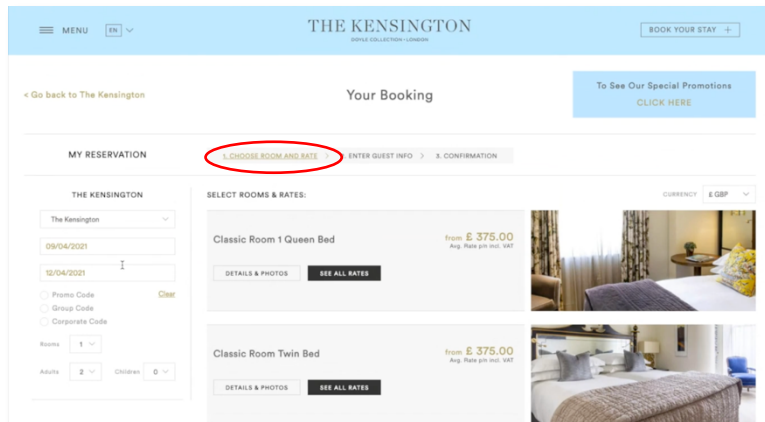
Luxury Hotels Page

When on the Luxury Hotels page:

- 🔵 selects Arrival and Departure in the **Calendar Widget**, accepts default guests number and clicks FIND A ROOM button

- 🔴 missing the prices for each day in the **Calendar Widget**

40:33
I like when it shows you the price, then you can get a feel of, is it better to go this week, this Friday, or following Friday.

Your Booking

When on Your Booking / Choose Room and Date page:

- 🔴 comments on missing the **filters** on the left, and having to **scroll** instead

- 🔴 struggles to find the Twin Room in the **rooms listing**

35:00
Normally the first thing I do is I always filter, so I would like if there was something on the left here where I could pop in exactly what I'm looking for, because I just hate scrolling.

I like clicking everything I need and ruling out anything I'm not going to go through.

35:41
Doesn't look like they have the Twin Room. It's hard to find the Twin Room.

34
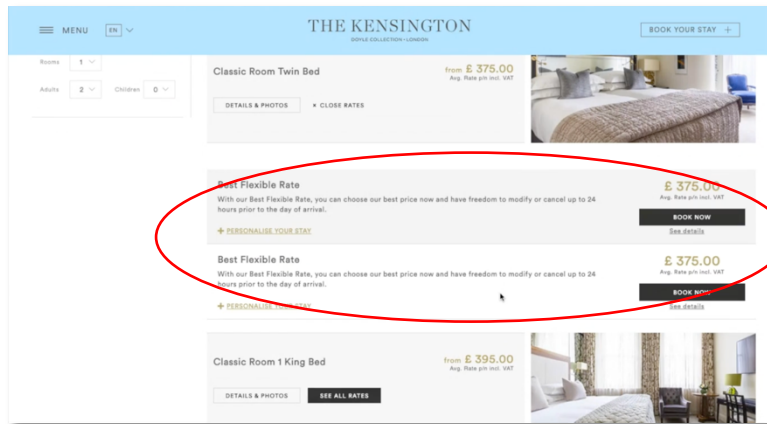
Your Booking

When on Your Booking / Choose Room and Date page:

- 🔴 isn't confident that the Classic Room Twin Bed is a Twin Room, goes into **Details and Photos** to find out more
- 🔴 after selecting the room, looking for a way to **proceed**
- 🔴 stops for over 40 seconds when seeing *Best Flexible Rates* boxes under SEE ALL RATES, confused that both **price options** are the same
- 🔵 selects the first Flexible Rate **price option**

38:11
That's weird. These are both the exact same. That was really confusing

Your Booking
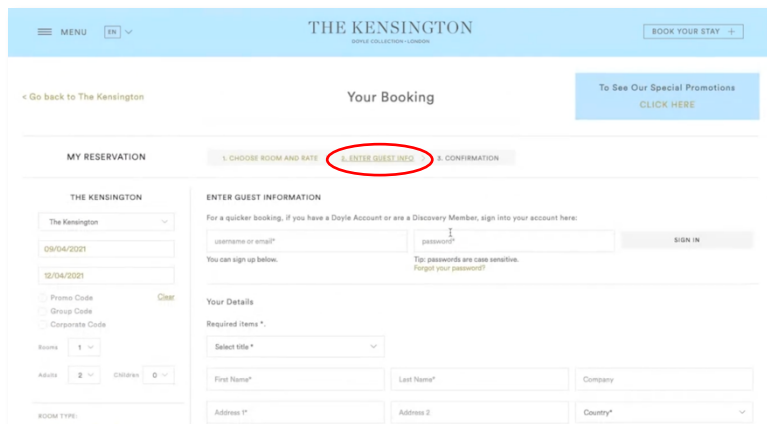
When on Your Booking / Enter Guest Info page:

- 🔴 gets frustrated when not being able to find the preferred **payment option**, finds the website very confusing
- 🔴 can't see the **booking summary** listing what is selected and what is included in reservation
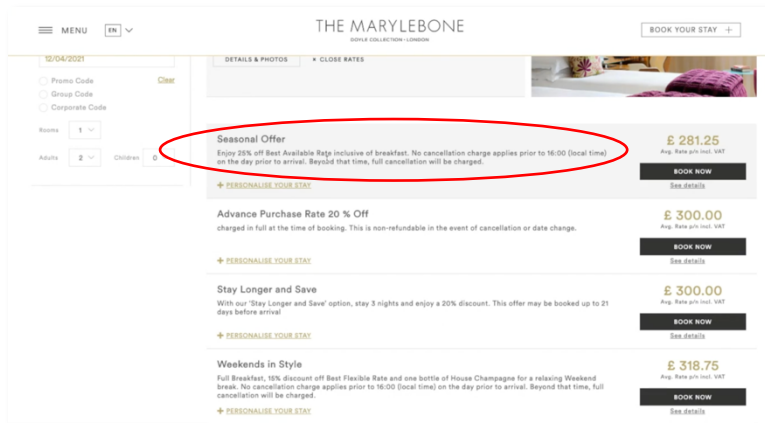
39:09
There's no option to pay later.

39:36
Normally you would see a little summary of exactly what you're clicking. I feel like, whoa, what have I signed up to? We don't really know what's included in that. It is quite easy, but I think you need a little bit more time to just exactly see what you're paying

35

Your Booking

From Your Booking / Enter Guest Info page:

- ● moves back to Book Your Stay search panel and selects another hotel, to **compare options**

- ● looks for an option to **pay later**, at the day of arrival, and happy when seeing Seasonal Offer which seems to meet her criteria

41:27
I like this one. They don't pay prior to the arrival. I always like to pay there and then. Sometimes it's easier if you don't. You just book something and have like a temporary, like something to fall back on if you don't find anything better.

Hotel Page
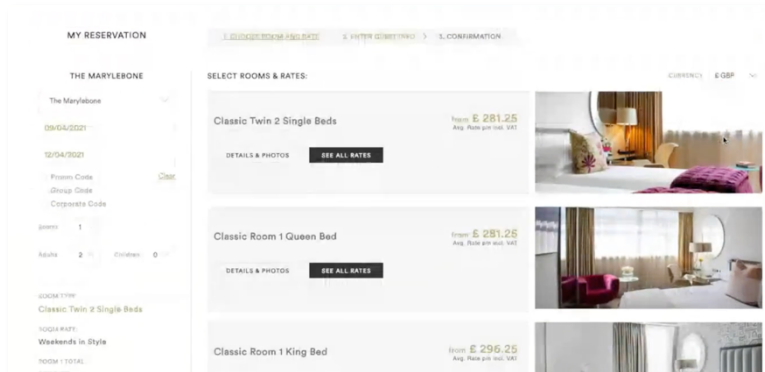
When on the Hotel landing page /Rooms Listing:

- ● suspects that the hotel is hiding something by not showing more pictures, preferably in a **slider** in the rooms listing

42:47
Normally I would find out how much it was and then I would probably look for facilities and information about the hotel.
*It just doesn't make it that easy not having more pictures here.*

I like when you can flick through the room pictures.

43:23
Room photos are really important, you can visualise how small it is. Here I can't see much, so I can't really judge the size of the room.

I like when they give you multiple photos of the room, I just feel like they're not showing me enough here.

I feel like they're hiding something.

Hotel Page
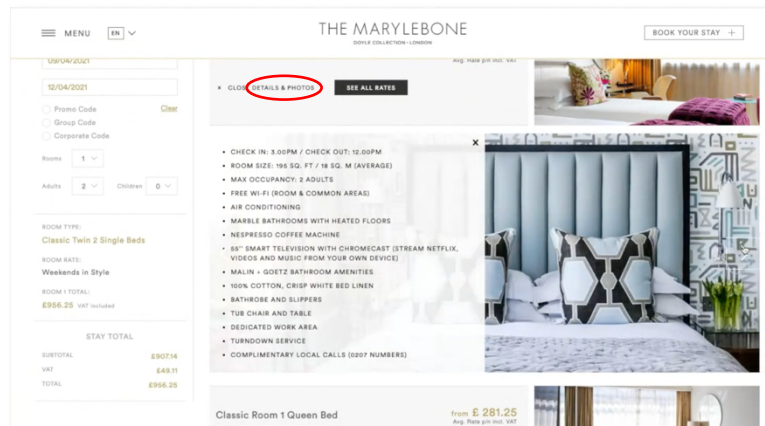
When on the Hotel landing page / Room Details:

🔴 missing **pictures** of the room showing details and facilities

44:23
I like to see what's out the window, the view I think is important.

The bathroom. The wardrobe. if it is the weekend or if it's on holidays you need to see if there is wardrobe space.

I would like to see if there's a desk, and a little dresser to do your makeup or your hair, I think is really important as well.

🔵 reads the **description** of the room to find out if the facilities she likes are provided

45:16
Wi-Fi I think is really important, air con, bathrobe and slippers, and I always look for if there is a bath or not. Little things like the coffee machine are always handy and a mini fridge if we do need to put stuff in it.

I know most standard rooms would have all this, but I think when they write it down and actually show you what you're getting, I think you're more inclined to say: OK.

🔴 when trying to **book a room**, clicks on different elements, scrolls through the page but can't find the button or link and it takes her a while to find out the buttons under See All Rates label

47:31
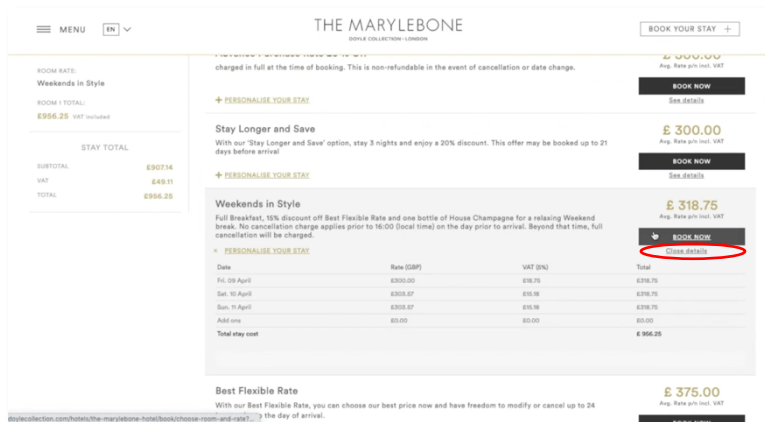*I can't find anywhere to book this if I wanted this one*

Hotel Page
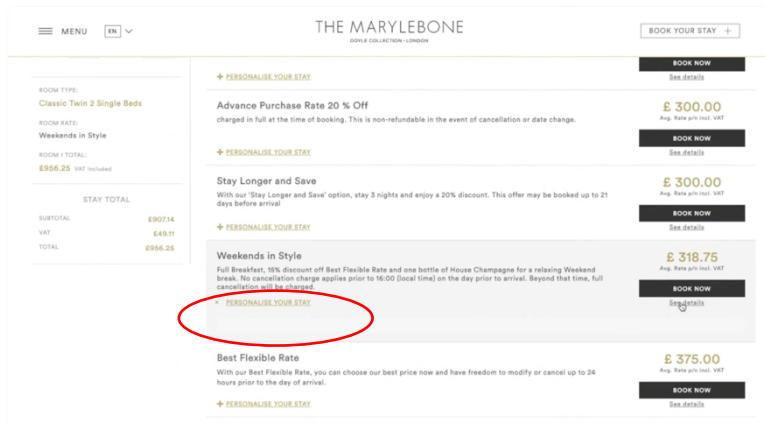
When on the Hotel landing page / Room Details / See All Rates:

🔴 doesn't understand the **Personalise Your Stay** label, when clicking on it she gets empty box with no information

48:05
Personalised Your Stay. Oh God. I've no idea. Absolutely no idea. And there's no options there anyway.

Your Booking

When on the Hotel landing page / Room Details / See All Rates:

🔴 doesn't understand information provided after clicking *See details* link under the *BOOK NOW* button, with the entire price split into single daily rates

48:36
Absolutely no idea what that means.

Your Booking

Overall comments on the experience

🟢 **aesthetically** appealing, luxurious

48:58
It looked classy.

🔴 **difficult to navigate** and to find information and features

48:58
I had to do a lot of the rooting around and try find what I was looking for.

49:44
I don't really like how I have to click in to find the location. I'd rather just have an overview of London. I was really surprised to see it done like this, to be honest.

🔴 **confusing** in not providing sufficient summary, not giving option to compare hotels, and lack of the map

I don't know how confident I feel. I don't really have a summary. I feel like there's too little steps. I know over steps can kill it, but maybe if there is a little summary here as to what exactly I'm getting.

I'd like some comparison between the three of the hotels, like a snapshot, really quick.

50:24
And there's not a lot around the exact location. I'm not from London so I don't know if it's near the city, or how can I reach it. I couldn't see the map showing where it was straight away, which I think is really important.

If I had to book it, I wouldn't really know where I was going, or what I was doing. It would require a lot of work to find out exactly how I get around, or how I get there, and if there is access to trains or buses nearby.