

Project 3. Note taking

Hotel desktop usability test

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Test tasks:

Testing Website: Barceló Hotel Group

Background given: Live in Dublin, plan a holiday break next summer to Barcelona with a partner for a week June 12-19. Looking for hotel room with breakfast included, location in heart of Barcelona close to seaside. Want to pay on arrival rather than upfront with possibility of cancellation.

Testing Website: Doyle Collections Website

Background given: no flights booked yet, but planning a stay in April on 2nd or 3rd long weekend away in London, Friday to Monday. Travelling with a friend, booking a twin room preferably with breakfast. No specific area.

User No. 1

Introduction

- Administration manager living in *Celbridge*, casual user of internet at work and at home after work.
- Avid Amazon user, visits Breaking News and deals websites.
- Mostly looks into going to away with husband for 1-2 nights monthly; does booking for groups of friends to meet up at the destination.
- Most used websites are *Tripadvisor* trust in reviews; *Booking.com* for price comparison;
- LivingSocial.com gives inferior service thus the use of them diminished – they feel the *price was unfair to service and choices they had in addition to food*. *Voucher* gave poor satisfaction of the food; *no adition amenities “little things”* that made the experience were not satisfactory enough.
- Rings the hotel directly to compare the prices and asks for direct availability to match the price
- On specific case, she is a return guest at *Faithlegg Hotel* - Liked the add-on features, the clarity and ease of use of the website. Likes the listing and differentiation, feature breakdown (transparency in pricing of additional services like breakfast). She likes the guarantee of great service, thus is return customer. Puts importance of ease of use of website and booking process (option of extras like spa). Prefers to part with money in exchange of nice experience.
- Provided bad example of website, where it was *defined as clunky and old-fashioned*

Testing Website: Barceló Hotel Group

- Upon opening, user went for hotel category at the navigation and chose beach location and upon changing her mind – chose to search in navigation for *Barcelona* location and lastly, clicked on “Adults only hotels” to see listings.
- User is not familiar with geography of location, thus is unsure of what hotels are near the seaside. Refers to *Tripadvisor.com* map feature for visual navigation. User seemed usure of what to chose from listing given.
- Defaulted back to main page as she needed to chose the destination hotel before putting the dates of the trip. Was unsure of how to start, since the interest was to browse and not book
- Prefers 12months calender as it's easier to navigate than scrolling to get to the date required – less steps is more desirable.
- Pays attention to *tripadvisor* reviews and scoring (first thing), scrolls arround and looks for specific sorting options and when noticing map option – chooses that instead of listing.
- While preferring to use the map – goes into the closest of the choices and inspects the hotel photos as the top feature, looking for refference to catering possibilities and room feature. Puts importance on visual. Books without much reading about the hotel as is convinced that the city itself has much to offer.
- Accepts the pop-up advert fo *Blackfriday* discount and amiling lists on regular basis.
- There's a slight confusion of where to press when booking – lingering and after scrolling – complained about the layout being on the scroll function rather than listed (side by side)
- Becomes fidgety when loading is taking more than 3s, after 5s more mentions the length of waiting.

- There is momentary confusion of where to click for desired add-ons. Upon realising the add-ons load when scrolling – she investigates the options. Once user found breakfast buffet.
- Next to the task – user shares the importance of the add-ons that she usually keeps an eye on – bottle of wine, slippers, robes. Nevertheless points out that add-ons use up a lot of screen making her scroll through many options and take more time than necessary. Some amenities seem not important with a glance, thus she skims through them. Double bed feature is confusing “I don’t know, what does that mean?”
- User points out that free cancellation is the priority, thus seeing it as a waste if it ends up being not. She points out Booking.com feature where she can select free cancellation hotels with one click at the start. “Wouldn’t bother to go through this hassle unless there’s free cancellation”

Overall user found the experience clonky: she’s being slowed down by the website not representing her way of booking (she prefers to chose free cancellation and do add-on’s at the very end)

Testing Website: Doyle Collections Website

- User typed in Google the name, clicking the first option and shares the impression that it feels “good and exotic”. Enjoys the initial set up of the navigation where hovering over words you can see the change of the good quality, impressionable (appealing) picture. Squinting when looking all title words as they blend in with the pictures in background.
- After clicking the menu button, user wanted to return to the full screen home page by pressing return button that got get back to google results.
- User seemed unsure which hotel to chose as it was one of three hotels listed with nothing other than the names.
- When on the new page, she notices the promotion in the corner and even though it’s seasonal offer – she clicks to investigate. Seems to be very interested in the deals.
- The calendar opened on the needed month and she typed one of the desired dates. After inserting the dates, it took few seconds to show the loading symbol, thus she expected to put additional information – but when loading sign appeared, she expressed this thought and felt puzzled with what rooms the website will give her, as she has not specified requirement for two people with twin bed.
- Upon realizing user clicked the Seasonal Offering – starts over by clicking the menu in the top left corner. Upon scanning through the menu listing – she feels it’s not what she needs thus clicks on the The Kensington logo at the top of the list.
- Opening the booking on top right corner user expresses the expectations being met on the layout of the booking form.
- Feels that flicking through the months is fast. Was searching for an option of a twin room, and after she had no luck – expects to see it on the next page.
- When listing loads, the first glance goes to the picture of the first room listed – it gives impression of a small room as pictured are not as nice as the homepage. Scroll through the options given, and mentiones how some rooms light have an option of added bed and is worth the extra payment. She settles for the basic choice and is disappointed with the amount of photos provided (there was only 1 photo of the bed corner)
- Upon reading the description, likes nice toiletries, coffee maker is excellent and desirable amenities to have that she does notice upon every visit. While the size of the room itself is of no importance, she has experience in making it a priority upon the experiences she had abroad, for her partner, Wifi is taken as given, but TV with added Netflix and

connection to your device is important. Does not put much importance on the make of the duvet, nor on phone calls given

- Upon trying to chose the booking type – feels confusion on what are different options defined, as they look virtually same. She expects to see options of robes, would be glad to get discounted public transportation add-ons and residential restaurant discounts. She missed/ could not recall seeing an option of breakfast.

User overall preferred and liked the Doyle collection hotel website layout as it's felt more like what she's familiar with. She would enjoy the pages to be more concise where clarity is of priority and the scrolling is minimal (booking.com) and more pictures, with optional virtual tour.

User No. 2

Introduction

- Account manager in IT, female, Living in Dublin
- Access internet a lot when on the phone, walking around, and on PC.
- Google, Linkedin , Booking.com, Airbnb, news, shopping
- books hotels for celebratory occasions, work, with colleagues, with friends. Leisure 70% and business 30%.
- Avid traveller around the globe mostly looking at booking.com and airbnb.
- Booking.com offers a genius which gives a discounts on travels, thus she was encouraged to use it often – It's in ease of use and seeing the reviews, consistency in delivering good results
- Experience in booking hotels: booking for birthday with parter in Four seasons in Dublin. It was a good deal, and the hotel has high standard – the price appealed most. She compared the deals in Booking.com and went for best deal – ratings (5*), with bed and breakfast, dinner, pool and jacuzzi.. It was the exact representation of the room in the photos provided on the booking website, and quick and easy process – encouraging the quick purchase
- Worries and concerns were about money back guarantee because of lockdown. She was worried to rush in to buy as she likes to compare.

Testing Website: Barceló Hotel Group

- She admits to mostly go ahead with search straight away, rather than browse through the website. The search bar lists all possible hotels in the noted location, leaving the user in confusion to what is her best option. Nevertheless she continues with chosing the first option and follows through with chosing the dates (no comments on calendar layout – manages to navigate through the search quickly)
- She expected to see the list of hotels in selected area, while she liked the look of the initial choice of hotel and the automatic carousel of photos in the heading of the page with high tripadvisor rating placed in visible place, right next to the name
- Enjoys the weather forecast which adds to the excitement
- She found the mapping of the hotel chosen and liked the feature – had to zoom in to understand the precise location. She would use the googlemaps if the option is not given (especially in foreign websites) and she enjoys the proximities given to some locations (airports, bus and metro)
- User clicked to facilities option on the navigation of the hotel – looking for swimming pool option, bar, events innhotel, airport collection services – she keeps browsing through the features looking through the options given, and stops to read feedback as it's provided. She mentions the importance of the reviews.
- Finding the hotel closer too the sea: moves physically closer to the scene. In the navigation search bar she inputs the keyword beach but with no luck. Shortly after, user ends up in the listing of all Barcelona hotels and attempts to filter the listing and with no luck, voices the attempts to read through the descriptions given under every hotel listed. She is guiding herself by photo indication of the beach.
- Importance of local transportation, supermarket for handiness., interested in adding the airport shuttle services when booking.

- She is lead to chose room with good view – flicks through the photos and reads details (important: fridge, coffee maker, hair drier, air-con/heater depending on weather, music) never checks the size of the room.
- Uses the primary navigation to continue with booking when noticing the breakfast is not included, starting all over again from the initial search. Choses to search in the description of the hotel with no luck.
- When opening a booking process – the discount is automatically avoided (but it took few clicks to close the window of discount)
- The calendar keeps jumping and reloading when user wants to adjust the days of check in and check out – user prefers the visual imput of dates. Page keeps reloading and goig blank (popping out the promotion everytime). User mentions that with malfunction of the webpage – normally, she may move to another website because of glitches.
- User notices breakfast is included but would have preffered to see it before choosing the hotel (free cancellation is listed under the choices, that she picked)
- Next page opens all possible add ons that overwhelms the user and she admits not liking the intensity of add-ons being given so early in booking process making it a longer process to finalize booking as she is tempted to look through them at the moment. Notices that double bed is on add-ons thus making herself doubt what she booked, and feeling it to be sly to ask for additional charge, parking is not clear as it is per day or per car (prefers final figure).
- Overall: breakfast after is annoying, double bed in deluxe room was taken as given; given option to add double bed brought confusion

Expected to see transportation; cleaning of the room and towels were not provided with information on that, early check in and check out is not shown before but only after the booking is initiated. User assumes there's pool access even if there's no indication.

Testing Website: Doyle Collections Website

- First impression is: classy, rich images make it look superior. Squinting as it's little hard to see writing on the navigation tabs
- Finds booking option after initially clicking Hotels option in navigation. User voices the prefference to have listing in navigation, where all choices are listed in comparisson to one another (glimpses of all three options)
- Chooses the first option possible out of convenience, bacause there's no differentiation. When asked about how the choice between 3 hotels would be made – user tells us she would need to flick back and forth and write down details to compare
- User admits to dislike scrolling thus prefers to use filter option (which there is none). Expresses the dislike because it feels more taxing. Wants to filter out options she would not choose as it gives her more narrowed down options and makes it more efficient.
- When picking the room options it was not clear what room she should pick. As the task requires twin room, she felt that Twin bed would not suffice (searching for twin room researcher clarified it to be fitting). Trying to see photos without much to be shown (just the corner of the bed)
- The looked perplexed when looking at the rates – could not spot the difference between the offered rates – referred to it as confusing.

- Looking through options of payment – there was no option she found of paying later and felt confused as to what she is paying for as there is no clear summary of what's added to the room.
- Knowing the flow of the booking now, she goes in to checking the second hotel out of the 3 given in London. Points out how she has a preference of seeing prices on the dates – as it determines which date to pick.
- When checking the rates of another twin room – she carefully inspects the description of the rates and likes the payment after arrival option. After reading through choices (she picks one with added bottle) and ends up being more impressed as it's cheaper.
- As booking continues, the features are not presented, making it a task to go after the information about the features. Photos are showing not enough, she wants to feel the room (feels like something is hidden) Wants to see the view, bathroom, wardrobe space, dresser space for makeup etc.
- Puts importance on: Wifi, bath!, coffee machine, mini-fridge, bathrobe and slippers (luxury), cotton linen.
- User is confused how to finalize the booking when going to view other things on the website “Can't find anywhere to book this”. Personalize your stay option was confusing and did not make sense “I have no idea what that means. Absolutely no idea”
- Overall: Website made you work for the information, made it hard to book, lacked the summary of what you're getting, lacked the overview/comparrison of London hotels Was surprised about the simple listing of the hotels, as it was not clear of the locations (without the mapping)

Conclusion

Barceló Hotel Group:

Positive interactions	Pain points
<ul style="list-style-type: none"> Automatic carousel of photos when opening a selected hotel tab. Weather forecast increases excitement Map of exact location of hotel selected provides information on proximities to airports and public transport. Provided pop-up Black-Friday discounts 	<ul style="list-style-type: none"> Website has no map for all hotels listed. Website lacks familiar differentiation for hotels, such as option to filter or sort according to needs. Browsing is difficult if dates are not selected. Calendar is not efficient; reloads are annoyance. Hotel listing does not represent mental model – it makes users scroll a lot to find add-ons/features included. Website loads slow. Add-ons take up a lot of screen space, making you scroll a lot. Add-ons are not clearly described. High priority free cancellation option is difficult to find and select. Overall process of booking feels lengthy

Doyle Collections Website:

Positive interactions	Pain points
<ul style="list-style-type: none"> Quality photos and their transitions give impression of luxury. Familiar website layout Promotions Amenities description is appealing. Payment on arrival option Some rooms have rates that provide better value than basic rooms. 	<ul style="list-style-type: none"> Navigation does not represent the mental model of the user. Website lacks familiar differentiation for hotels, such as option to filter or sort according to needs. Lack of photos/ visuals for rooms Booking types are virtually the same Add-on such as breakfast and later payment was difficult to locate Booking price breakdown is not clearly presented Booking flow and finalization is not clear upon trying to browse Personalizing feature brings confusion