



UX Design Institute

Project 3: Note Taking

Hotel booking - Mobile app

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Project Overview

Tasks:

- Review two usability tests for the chosen case study area: Hotel booking - Mobile app.
- Take concise, contextual, and accurate notes based on the test recordings
- Identify user's positive interactions, behaviors, and pain points
- Use research to pinpoint areas of improvement for future design projects

Key:

 = Positive User Experience

 = Behaviour

 = Negative User Experience (Pain Point)

Usability Test Session 1:

User Overview

User Background

- **Occupation:** Civil Servant
- **Location:** Swords, Dublin Ireland
- **Typical Internet Usage:** Via Phone
- **Types of Apps Used:** Livescore, weather app, news

Travel Information

- **Travel Apps Used:** Booking.com, Trivago, Loveholidays, Alpha
- **Travel Reason:** Leisure, Family holidays
- **Last Airline Booking:** Alpha for 2 adults and 2 children
- **Important Factors:**
 - Reliable and familiar brand
 - Refundable deposit
 - Best value for money
 - Specific Filters:
 - Distance from the airport and main town
 - Child friendly
 - swimming pool
 - All-inclusive
 - Looked at the first recommendations from looking up the desired location
 - Looked at reviews and ratings
- **Booking Locations:** Ireland, Lanzarote, Poland, Spain

Task 1: Barcelo Hotel Group App

Task 1 Objectives:

Fictional Scenario: The user is planning a week-long holiday for next summer, for them and their partner. Flights have been booked to leave on June 12th and return on June 19th.

The user is tasked to book a hotel room with the following specifications:

- Located near the heart of Barcelona
- Located near the sea
- Breakfast included
- Make a payment on arrival/in person
- Option to cancel if necessary

Task 1 Notes

Homepage

🟢(10:52) User easily finds “Book my room” to start the booking process.

🟢(11:25) User finds video backgrounds (showing scenes of the ocean and fish) appealing. “Easily puts me in the holiday mode”

Hotel Search

🟢(11:40) Quickly identifies “search for hotel” input field and enters their desired location (Barcelona)

🟡(12:10) User chooses to view all hotels in Barcelona available under “Destinations”

🔴(12:40) User can not determine how to find a hotel located near the heart of the city. They decide to return to the homepage to filter results.

Homepage

🔴(13:33) User spends significant time scrolling the homepage in search of an option to filter hotels by location.

🟡(13:44) Expresses confusion with hotel theme buttons “I see that there are city hotels, all-inclusive, but again, I don’t know if just from that if they are talking about Barcelona”

🔴(14:21) User comments “There is nothing there that allows me to put in the proximity (from the city) that I’d want to be” on the homepage

Hotel Search

🟡(15:14) User misspells Barcelona in search bar and has to backspace and reenter text

🔴(16:04) While selecting booking dates, user is forced to change their calendar month by month to get to next year. “So it’s a bit slow in getting to the month of June”

🔴(16:20) Commenting on hotel results, “I notice that it’s in great British pounds. I don’t know if there’s something further along the way to transfer into euro”

🟢(17:06) Expresses satisfaction with having trip advisor rating displayed for hotels

🔴(17:23) Comments on hotel based on photos that scroll across the screen

🟡(18:27) Promptly notices “Free cancellation policy” within room selection screen

🟡(19:10) User chooses a room and clicks “Book”. Button is easily found

Booking/Add-ons

🟡(19:21) Quickly exits overlay without reading the entire box

🟢(19:52) While reviewing “view more rates” section, user comments “This is all easy to navigate” “Everything there that I need” “Free cancellation” and “ Gives the option of no pre-payment and a deposit required”

🟡(21:42) Easily finds the “add to stay” button for adding add-ons, and intuitively clicks continue on screen.

Overall Experience

🟡(22:31) “Easy to navigate but a bit slow”

Likes and dislikes

⦿(22:40)“Would rather just go to specific date rather than have to click through every month”

⦿(23:30) Expresses dissatisfaction with having to go through the add-on screen. “I’d like to put in what I want and get to it now” “I’d rather decide that when I arrive”

Expectations or surprises

⦿(24:10)“If I was booking that hotel I would have had my research done on it. Or else I would’ve had to clip to TripAdvisor saying how far am I from city center”

Task 1 Summary

🕒 Positive Interactions

- **Homepage:** Positive reaction to video background “Easily puts me in the holiday mood”
- **Hotel search:** User expresses satisfaction with having a TripAdvisor rating
- **Hotel search:** Promptly notices and expresses positivity with “free cancellation policy” in hotel room search
- **Booking/add-ons:** “This is all easy to navigate” “Everything there that I need”
- **Booking/add-ons:** Expresses satisfaction with free cancellation and prepayment options available

🕒 Behaviors

- Call to action is easily located throughout the app
- User easily & intuitively navigates through the app
- **Hotel search:** Uses hotel photos to browse hotel
- **Booking/add-ons:** Is not satisfied with add-on screen “I’d rather decide that when i arrive”

🕒 Pain Points

- **Hotel search:** User unable to filter hotel based on proximity to the city
- **Hotel search:** Calendar selection forces user to change calendar month by month “So it’s a bit slow in getting me to the month of June”
- **Hotel search:** Currency does not appear to be easily changeable “I notice that it’s in great British pounds. I don’t know if there’s something further along the way to transfer to euro.”

Task 2: The Doyle Collection Mobile App

Task 2 Overview

Fictional Scenario: User is planning a long weekend away with a friend. Flights have not been booked but would like to go on the second or third Friday in April of next year.

The user is tasked to book a hotel room with the following specifications:

- Twin room
- Located in London (No particular area in mind)
- Breakfast included
- Leave the second or third Friday of next year, and return the following Monday

Task 2 Notes

Homepage

🟡(26:50) From the homepage, user quickly chooses a hotel and starts booking

Hotel search

🟢(26:58) Expresses satisfaction with quickly scrolling through calendar to select booking date "Much easier"

🟡(27:08) Intuitively enters arrival and departure date on the booking calendar

🔴(27:14) Realizes you need to exit from the calendar and reopen to enter the departure date. "Slightly more challenging way to navigate that, that you had to come in and out, rather than just put in the two dates that you want"

🟡(27:55) Quickly clicks the "Check availability" button and chooses the desired room.

🟡(28:20) Chooses the "rate details" drop-down to see a brief description of rates. Easily identified.

🟢(28:42) Chooses rate based on cheapest rate with bed and breakfast

🕒(29:00) Expresses confusion of “advanced” room rate without breakfast included in description

Overall experience

🕒(29:45) Small bit harder to navigate where you have to click into the arrival date and the departure date “I nearly put in the wrong dates because of that”.

Likes and dislikes

🕒(30:20) User describes hotel location was better described when you select a hotel

Expectations or surprises

🕒(30:49) Dissatisfied with not describing what the hotel would be suited for, and no ratings presented

Task 2 Summary

🕒 Positive interactions

- **Hotel search:** Expresses satisfaction with quickly scrolling through calendar to select booking dates.
- **Hotel search:** User describes hotel location was better described when you select a hotel

🕒 Behaviors

- CTA buttons were easily located throughout
- **Browsing rooms:** "Rate details" drop down menu was quickly located
- **Browsing rooms:** Room was chosen quickly based on brief room description

🕒 Pain points

- **Hotel search:** User incorrectly enters calendar dates "Slightly more challenging way to navigate that, that you had to come in and out, rather than just put in the two dates that you want"
- Dissatisfied with not describing what the hotel would be suited for, and no ratings presented

Usability Test Session 2

User Overview

User Background

- **Occupation:** Account Manager
- **Location:** Dublin City Center, Ireland
- **Typical Internet Usage:** Via phone, laptop at home, desktop at work
- **Types of Apps Used:** News, Sports, Spotify, Netflix & more

Travel Information

- **Travel Apps Used:** Booking.com (preference), Trivago, hotels.com
- **Travel Frequency:** Multiple times a year
- **Travel Reason:** Mostly leisure, some business
- **Last Airline Booking:** 7 weeks ago
- **Important Factors:**
 - Drawn to use certain apps by loyalty programs
 - Location (most important)
 - Searched “Hotels near Edinburgh Castle” and went through provided list
 - Best value for the rating of hotel
 - Will look through photos and listed amenities along with listed price to compare different hotels
 - Specific Filters:
 - Breakfast included
 - Double room
 - Modern hotels
- **Booking Locations:** Ireland, USA (Florida, New Orleans), Bahamas, England, Scotland, Wales, Berlin, Germany

Task 1: Barcelo Hotel Group App

Task 1 Overview

Fictional Scenario: User is planning a week-long holiday for next summer, for them and their partner. Flights have been booked to leave on June 12th and return on June 19th.

The user is tasked to book a hotel room with the following specifications:

- Located near the heart of Barcelona
- Located near the sea
- Breakfast included
- Make payment on arrival/in person
- Option to cancel if necessary

Task 1 Notes

Homepage

🕒(15:40) From the homepage, user easily finds “Book my room” to start the booking process.

🕒(15:59) “It looks like a nice travel app. They are giving nice images of beautiful locations all around the world, encouraging you to think ahead to your destination”

🕒(16:17) Commenting on search engine “It’s a standard kind of search engine that you would see on most websites”

Hotel search

🕒(16:47) Easily locates the destination search engine and searches “Barcelona”. Scrolls down to choose “Barcelona” under the Destinations section.

🕒(18:02) User comments on options available under the Destinations section “If I’m searching for Barcelone it’s not really necessary for me to see six hotels available in Morocco”

⦿(18:38) Expresses confusion with Barcelona not being applied to the Theme section of search engine “Beach is a theme but that's 78 hotels I assume out of all the hotels that are on the groups' list”

⦿(19:18) Commenting on booking calendar “Like with any calendar on any website, you need to touch the two points on the calendar. The first point is obviously when you are checking in, and second one when you're checking out.” Options are intuitive

⦿(19:25) Expresses confusion with the icons representing the number of people requested, as it could be interpreted as an adult and a child.

⦿(20:08) Quickly identifies and clicks search button

⦿(20:32) While browsing hotel options, user comments “First thing I'm drawn to is the Tripadvisor” User scrolls through available rooms looking at TripAdvisor ratings and number of reviews

⦿(21:05) “Sometimes the picture is what draws me in” User identifies two preferred rooms based on photo displayed for hotel

⦿(21:57) To find which hotel is close to the sea, the user first chooses the “Compare” option, and then instead looks at the “map” option to view the hotel location.

⦿(22:49) Quickly chooses the “Book” button from the map view for a hotel

⦿(23:20) Pop-up appears on the screen. “In order to continue, you need to have a Barcelo account”. User does not quickly identify how to continue as a guest.

⦿(24:15) The User could not quickly identify where to find the desired rate under “view more rates” drop-down.

Booking/Add-ons

⦿(26:05) Scrolling through available rates, the user quickly identifies “Book Now” button for a desired room

🟡(28:00) Adds add-on to room. Buttons to select add-on and move forward with booking are quickly identified.

Overall experience

🟡(29:43) "I've never searched like this with a hotel group who has their own app."

🟢(29:58) "I can see myself using this" "If I had a good experience in one hotel and I was able to then search similar hotels in different cities."

🟢(30:35) "One of the most user-friendly hotel bookings you could have".

Likes and dislikes

🟢(29:15) "Liked the active images on the home page"

" Search engine was simple. Very straightforward and user friendly."

🔴(31:20) "I don't really need to see about the hotels in Morocco or different parts of Spain when I'm searching for Barcelona".

🟢(32:30) Expresses positive feedback about the add-on screen available while booking. "You're adding to the nice experience"

Expectations or surprises

🟡(34:43) "There didn't seem much information about the hotel when i clicked it" User would have liked a brief hotel description before deciding

🟢(35:26) "Surprised to see beautiful images on the homepage"

" Makes you want to visit all these beautiful locations"

🟢(35:42) "I was surprised to see the add ons at the end because I've never seen that before"

Task 1 Summary

🕒 Positive Interactions

- **Homepage:** “It looks like a nice travel app. They are giving nice images of beautiful locations all around the world, encouraging you to think ahead to your destination”
- **Hotel search:** “First thing i’m drawn to is the Tripadvisor” User scrolls through available rooms looking at TripAdvisor ratings and number of reviews
- **Hotel search:** “Sometimes the picture is what draws me in” User identifies two preferred rooms based on photo displayed for hotel
- **Booking/add-ons:** Expresses positive feedback about the add-on screen available while booking. “You’re adding to the nice experience”

🕒 Behaviors

- Call to action buttons are easily identified throughout
- **Hotel search:** Calendar function is intuitive “Like with any calendar on any website, you need to touch the two points on the calendar. The first point is obviously when you are checking in, and second one when you’re checking out.”
- **Hotel search:** Search engine familiar and easy to use
- **Hotel search:** User quickly chooses room based on brief description

🕒 Pain Points

- **Hotel search:** User experiences confusion over filters not being applied in Destination or Theme options “ If I’m searching for Barcelone it’s not really necessary for me to see six hotels available in morocco”
- **Hotel search:** User experiences confusion over icon to show 2 people for the room, as icon could be interpreted as adult and child
- **Hotel search:** “There didn’t seem much information about the hotel when i clicked it” User would have liked a brief hotel description before deciding

Task 2: The Doyle Collections

Task 2 Overview

Fictional Scenario: User is planning a week-long holiday for next summer, for them and their partner. Flights have been booked to leave on June 12th and return on June 19th.

The user is tasked to book a hotel room with the following specifications:

- Located near the heart of Barcelona
- Located near the sea
- Breakfast included
- Make payment on arrival/in person
- Option to cancel if necessary

Task 2 Notes

Homepage

🕒(37:40) "Lots of nice images of different hotels"

Hotel search

🕒(39:00) User expresses positive feedback for being able to flip through pictures of the hotel "I do like to have a little look through images of the hotel. Kind of gives you insight."

🕒(40:00) User expands and reads hotel description "I like to see a bit of who they are"

🕒(40:23) Comments on Hotel booking page "Everything you basically need, the address, map, location and contact details"

🕒(41:12) Experiences confusion around the plus icon available on the hotel booking page. "I honestly don't know to be honest".

🕒(42:48) After reviewing the special booking offer user comments "It doesn't really tell me what the promo is"

🕒(43:13) User experiences difficulty scrolling through calendar dates.

🕒(44:04) The User incorrectly entered dates for booking. "So its asking you to put in both dates on the two separate calendars, more so than both dates on one calendar." "It maybe could have been on the one"

🕒(45:00) Clicks "Check availability" button (Easily identified)

🕒(45:23) User enjoys the brief description provided for the rooms "I like the little description." "I don't want to have to scroll down to the bottom to see 15 lists"

🕒(47:10) User has difficulty finding rate details within room selection

Booking

🕒(47:33) User is unable to find option to pay upon arrival "maybe they don't offer all the pay now and pay later"

Overall experience

🕒(49:20) "Fancier or more high end hotel app"

🕒(50:55) "I liked the set up of this on a little bit more than the last one"

🕒(51:12) "Very user friendly app, apart from that one calendar thing"

🕒(54:00) "I've never searched like this before." "I've never had them all (hotels) in one location" "It's good to have a selection of hotels that would all probably fit your requirements in one location"

Likes and dislikes

(49:35) "I didn't see the add ons option"

(51:22) "I liked that they gave a better description of the hotel and I was able to view the images of the hotel as well."

Expectations or surprises

🕒(52:40) Commenting on plus sign on the homepage "I wouldn't have automatically clicked that plus sign."

🕒(53:25) "I expected to see a little bit more information towards the end in terms of the various pricing structure or offers"

Task 2 Summary

🕒 Positive interactions

- **Homepage:** “Lots of nice images of different hotels”
- **Hotel search:** User expresses positive feedback for being able to flip through pictures of the hotel “I do like to have a little look through images of the hotel. Kind of gives you insight.”
- **Hotel search:** User expands and reads hotel description “I like to see a bit of who they are”
- **Booking:** Comments on Hotel booking page “Everything you basically need, the address, map, location and contact details”
- **Hotel search:** User enjoys the brief description provided for the room “I like the little description.” “I don’t want to have to scroll down to the bottom to see 15 lists”
- “I liked that they gave a better description of the hotel and I was able to view the images of the hotel as well.”
- “Very user-friendly app, apart from that one calendar thing”

🕒 Behaviors

- Call to action buttons easily identified throughout
- **Booking:** User is unable to find option to pay upon arrival “Maybe they don’t offer all the pay now and pay later”

🕒 Pain Points

- **Hotel search:** Experiences confusion around the plus icon available. “I honestly don’t know to be honest”.
- **Booking:** The user experiences confusion about the hotel offer that they had chosen “It doesn’t really tell me what the promo is”
- **Hotel search:** User experiences difficulty scrolling through calendar dates.
- **Hotel search:** User incorrectly entered dates. “So it's asking you to put in both dates on the two separate calendars, more so than both dates on one calendar.” “It maybe could have been on the one”
- **Hotel search:** User has difficulty finding rate details