

Note-taking

Hotel mobile usability test 1

Background of participant 1:

- Middle aged man, who has a family
- He accesses the internet through his phone and laptop and has a broadband
- He travels with his family
- He has no preference when it comes to hotel booking apps/websites, but prefers well known websites/apps like booking.com or trivago

Participant hotel booking experience in general:

- Family holiday in Ireland, Lanzarote, Poland and Spain
- Booked hotel accommodation online
- He used booking.com, trivago and loveholidays

Participant's last hotel booking experience:

- He was traveling to Lanzarote – 2 adults, 2 kids
- They booked through Alpharooms
- They paid small deposit that was refundable
- He googled the area and hotel came up as recommended
- He looked on reviews
- He compared other options, **but this one was the best value for money**
- He also looked at amenities like swimming pool

Most important criteria:

- Reliability
- **Brand he knows** (even if the price was very slightly higher)
- **Free cancellation**
- **No big upfront payment**
- Price – value for money
- **Child friendly**
- Filters to filter distance from the hotel, airport and other activities like swimming pool

The user's interaction and experience with the Barcelo app:

○ Scenario:

- *The participant lives in Dublin*
- *Holiday break in Barcelona for a week next summer*
- *Flights booked already from Dublin to Barcelona*
- *Dates: 12th of June – 19th June*
- *He is supposed to book a room in Barcelona with breakfast included*
- *Hotel should be located in heart of Barcelona, maybe close to seaside*
- *Payment on arrival rather than paying upfront, with possibility to cancel*

- **Home screen:**
 - Clicks 'Book my room'
 - Accepts privacy note
 - He **likes the moving background** with nice images "It usually put me in a holiday mode"
 - He searches the hotel by typing Barcelona in the search bar
 - He sees 5 options and scrolls down where he sees 4 options for Barcelona and clicks on that
 - **"On this I wouldn't know"** (when asked how to select hotel in his desired location)
 - **"There's nothing that allows me to put in the proximity where the hotels are going to be"**
 - The only way to find out the exact location is to click the hotel, **no filters**
 - **He finds it a bit slow** (when booking dates)
 - The price is in British pounds – **irrelevant currency**, no option to view price in Euros
 - He selects 'Book'
- **Hotel booking page:**
 - **TripAdvisor is very important**; he always checks TripAdvisor
 - **"Looks like a nice hotel from the pictures"**
 - Confused about the price because it's in £
 - "It's in the heart of the city but **what part** of city **I don't know**
- **Rooms page:**
 - He can see **free cancellation policy that is important**
 - He keeps scrolling through the rooms and comments **"it's very easy to navigate"**
 - He selects Deluxe Barcelona City Views
- **Deluxe Barcelona City Views page:**
 - He scrolls down and views the options
 - Again, very easy to navigate
 - He has all the desired things he needs, especially the **free cancellation that is very important**
 - **"It gives you the option of no prepayment and you can – the deposit required"**
 - He selects breakfast included and clicks on 'Book Now' – it takes him to room amenities
- **Room Amenities**
 - Scrolls through all the add ons
 - Selects massage and press continue

Overall experience of using the Barcelo app:

- **It was good, easy to navigate**
- **A bit slow**
- He would rather **go to specific date** rather than click through each month
- He **didn't really enjoy the add ons** and felt like they are trying to get more money out of him
- He would have to do more research because of the location not being clear

The user's interaction and experience with the Doyle Collection app:

- **Scenario:**
 - *The participant is planning a long weekend away to London*
 - *April next year*

- *He has no flights booked from Dublin to London*
 - *He would like to go during the second or third Friday in April, come back to Dublin the following Monday*
 - *He is travelling to London with a friend*
 - *He needs to book a twin room, preferably with breakfast included*
- **Home screen:**
 - He looks at the home screen with hotel previews and picks The Marylebone
 - **Hotel booking page:**
 - He reads the description
 - Selects “Book Now”
 - **Book Now page:**
 - Is selecting dates – “the spin thing is much easier”
 - Selects the date and realise **it didn’t work out**
 - The user is trying to select the dates again
 - **He finds selecting dates slightly more challenging to navigate** – selecting check-in and check-out dates separately
 - He clicks on ‘Check Availability’ and selects Classic Twin room
 - **Classic Twin room page:**
 - Looks through the options
 - He picks Seasonal Offer because it’s cheaper and it has breakfast included
 - View Advance Purchase – “doesn’t make sense to me, there is an error” **no breakfast included mentioned**

Overall experience of using the Doyle Collection app:

- **Harder to navigate** because of the dates which need to be selected separately, “I nearly put wrong dates because of that”
- **Better description** of location
- He expected to see who it would be suited for
- **No ratings, reviews are important to him**, he would have to check for reviews before booking
- He was surprised that the more expensive Advance option had no breakfast included

Hotel mobile usability test 2

Background of participant 2:

- The participant is a young man
- He is an account manager
- Lives in Dublin city centre
- He uses mobile phone, laptop and has a broadband
- He has all sorts of apps like news apps, Spotify, Netflix and others
- The user has booking.com app downloaded

Participant hotel booking experience in general:

- Weekend away with his girlfriend in a different part of Ireland

- 3 nights away in Galway – most recent, a month and half ago
- He travelled to America last year, Bahamas, England, Scotland, Wales, Berlin
- He travels for leisure most of the time, he has made one business trip
- Booked accommodation on booking.com, **usually he looks at booking.com first**, occasionally he contacts the accommodation directly to see if they can do better price
- He also used trivago and maybe hotels.com – he didn't book through hotels.com though
- He prefers booking.com, he is Genius level and thinks he is getting a better price, but it's not always true

Participant's last hotel booking experience:

- He booked 3 nights in Edinburgh for his girlfriend's birthday through Booking.com
- He searched accommodation in Edinburgh
- **He always searches by location** and tries to get the best location
- Looked for the best value for the rating of the hotel
- The user searched hotels close to the Edinburgh castle, because that's where he wanted to stay
- He checked 5-6 hotels, and picked the best double room, **looking at pictures and list of things available**
- **He made decision based on the price, look of the hotel and location**
- He prefers modern hotels
- He has never had a bad experience with Booking.com, one time the booking was cancelled by the hotel and booking.com refunded his money within an hour
- He likes to support local businesses and next time he would booked directly through the accommodation if possible

The user's interaction and experience with the Barcelo app:

- **Scenario:**
 - *The participant lives in Dublin*
 - *Holiday break in Barcelona for a week with his partner next summer*
 - *Flights booked already from Dublin to Barcelona*
 - *Dates: 12th of June – 19th June*
 - *He is supposed to book a room in Barcelona with breakfast included*
 - *Hotel should be located in heart of Barcelona, maybe close to seaside*
 - *Payment on arrival rather than paying upfront, with possibility to cancel*
- **Home screen:**
 - He selects 'Book my room'
 - Accepts cookies policy
- **Hotel booking page:**
 - "Looks like a nice travel app", nice images
 - "It's a standard search engine that you would see on most websites"
 - He types in Barcelona in the search and scrolls down
 - He sees list of options, number of hotels that have the name Barcelona in them, it gives option of more hotels
 - Not sure why there are hotels in Morocco
 - Looks at hotels per theme but there are 78 hotels, so he sticks to 4 hotels in Barcelona

- **Book my room page:**
 - The user is selecting check-in dates (thinks it's like on any other calendar)
 - He makes sure it's for 2 adults and then clicks 'Search', hoping it will bring him to the page with the 4 hotels in Barcelona

- **Page with the 4 hotels in Barcelona:**
 - He scrolls through the page and counts hotels
 - First thing he is drawn to is the TripAdvisor reviews and he checks all the rooms for the reviews
 - He searches by the images and the look of the hotel
 - He tries filters and looks at the map where the hotels are located
 - Thinks it's quicker than comparing two hotels, looking at the description
 - Clicks 'Book'

- **The selected hotel page:**
 - Reads through the discount info that popped out, comments on the option to join the Barcelo and create an account
 - He clicks the exit button, but he didn't notice at first
 - It reminds him to sign up to get a discount
 - He checks the room options and clicks on 'View More Rates'
 - He finds what he needs – Breakfast included, free cancellation and no prepayment needed
 - He also checks price difference of other options and clicks 'Book now'

- **Room amenities:**
 - He views the options, selects Bouquet of flowers and clicks on 'Add details'
 - "it's very straightforward, simply clicking into the one that you want"
 - Clicks on 'Continue'

Overall experience of using the Barcelo app:

- User-friendly
- He likes the action images on the homepage
- Search engine very simple and straightforward
- He can see himself using it if he had a good experience with 1 hotel
- He understands now why they are offering hotels in Morocco
- "It's probably one of the most user-friendly hotel booking apps, almost the same as booking.com"
- He doesn't really need to see hotels in Morocco when searching for hotels in Barcelona, a bit unnecessary
- Very self-explanatory
- He doesn't think he's ever seen the option to add a bouquet of flowers or extra things before on other apps, which is a nice thing
- The price of add ons wasn't too bad
- He liked the hotels, 2 of them were absolutely beautiful
- He can't think of something he was expecting to see, the only thing he didn't see is much information about the hotel but he might missed it
- He was surprised to see the moving images on the background which he enjoyed and add ons because he's never seen it before "it's a nice touch"

The user's interaction and experience with the Doyle Collection app:

○ Scenario:

- *The participant is planning a long weekend away to London*
- *April next year*
- *He has no flights booked from Dublin to London*
- *He would like to go during the second or third Friday in April, come back to Dublin the following Monday*
- *He is travelling to London with a friend*
- *He needs to book a twin room, preferably with breakfast included*
- *No particular area in mind*

○ Home screen:

- Clicks on the 'Explore' because it's the only button
- He sees lots of nice images of different hotels, one of them he stayed in already
- All hotels look modern, well designed and high-end looking images
- He counts hotels in London and selects The Kensington because his mum used to live in Kensington

○ The Kensington hotel page:

- He scrolls through images
- He enjoys to quickly look through the images
- **He prefers this image gallery over the booking.com gallery, "feels more like a modern way of doing it"**
- Views the description of the hotel and **he is pleased to see more info about the hotel**
- The user sees everything he needs to see
- **He is not sure what the plus sign does**, he clicks on it to find out, checks 'Special offers'
- Selects Weekend in Style – it doesn't tell him what the promo is but assumes it's cheaper
- Selects 'Check-in' and tries to figure out how selecting dates work, **took him a little while to figure out how to select different month**
- Selects Check-in and check-out dates, then realises it's only for two days, checks again ("**oh you have to do it for both**") – he understands now he has to select the dates separately
- **Suggested it doesn't have to be two separate calendars**
- Checks availability

○ Our Rooms page:

- **He likes the description of the room and style**
- He was expecting to see the information about pricing on this page, but he prefers it this way (doesn't like to see lots of things on 1 page)
- Selects 'Book Now' and it takes him to 'Confirmation & Payment'
- **He doesn't see the breakfast option so goes back**
- **He is confused** if it said breakfast included but then finds the little arrow 'Rate Details'
- He can see the details now
- He thinks they don't offer the option Pay now & Pay later, etc because it's a nicer hotel

Overall experience of using the Doyle Collection app:

- He thought this app is going to be cheaper version of the Barcelo app but it's the opposite
- **More high-end, very nice**

- More fancy, high end hotel app ideal for booking hotels for birthday or anniversary
- He didn't see the add ons options, but he thinks because its more modern hotel its more professional approach (no criticism)
- He can see himself using it, there is only 8 hotels, but he likes the set up more than the previous Barcelo app
- **Very user friendly except the calendar**
- **He liked the description and the images of the hotel**
- He liked that the hotel was selling itself and the description of the room and hotel "they looking to tell us the good things about themselves"
- **The user didn't expect to see the plus sign**
- **Expected to see more information when booking at the end**, more info towards the end in terms of the various pricing structures or offers
- Surprised to see the price, that was a bit too expensive
- He's never seen a collection of hotels like this, he thinks it's easier to find what you are looking for