Jeff Miller: Hotel Case Study - Affinity diagram final

User Experience: Positive

- Users did like the options and amenities in searching for a room
- Users liked being able to choose a neighborhood and specific area in town
- Some searches were quick and easy
- Users liked the flow of navigation in some instances. They felt that it was an easy process

Navigation: Positive

- The start of most searches were easy to navigate, but it did became more difficult
- navigation links were readable and understandable throughout the search
- Some booking sites had good visual images that did represent the hotels
- Users felt like all links were easy to click and proceed with the search

Visual Components: Positive

- Some hotel images were very appealing and descriptive of the hotel and rooms
- Most landing pages were user friendly
- Some booking sites had good visual functionality when entering travel dates

Payment and Booking: Positive

- The payment pages were user friendly and easy to navigate
- Users did like receiving a confirmation email after booking
- Selecting price range was easy and understandable on all booking websites

User Experience: Negative

- Some users prefer to call and talk to hotel as website was not as interactive w/ humans.
- After selecting a few common options, some users were left with no available rooms
- Some amenities were not on the booking websites. User would have to call hotel
- Snaptravel used an SMS code which cause extra steps, time, and confusion for the user
- While selecting options the user did not like the page refreshing causing scrolling
- Every selection caused a page reload and user had to scroll back down the page
- Users thought that there should be a customer service number or chat box.
- The user should only have to select options once throughout the search
- Keep pop-up messages to a minimum. If not necessary they should be avoided
- When setting destination and dates, dates should be simplified
- Page refresh should use an animated loading bar or a visual aid for user experience

Navigation: Negative

- Some preselected options were removed from the search on the booking pages
- The booking websites did not include a link to the hotels listed for user convenience
- 3rd party vendors like Snaptravel takes the user away from the booking website
- Users thought there should be a map of the area where they are booking
- All hotel services where not on the booking website, e.g. room service, spa, salons, etc.
- Navigation was not intuitive and should be easier to understand
- Booking website landing pages did not include a primary nav link to attractions
- Under attractions, a map with attractions and nearby hotels was not available
- There was not an order of navigation e.g. primary nav, secondary, tertiary that dictate the user flow
- Users did not like web pages that were split vertically when they did not function separately

Visual Components: Negative

- Users need to read small print on websites
- Some online images were of shampoo bottles which did not represent the hotel
- Users claimed rooms were not what they expected upon arrival to the hotel
- Users thought there was too much negative space on booking pages.
- Users did not think that the images were a good representation of the hotels on the websites
- Design and functionality for setting travel dates were not visually understandable

Payment and Booking: Negative

- After selecting a room, the user is faced with many discount options which is confusing
- Discount options and 3rd party vendors make the search confusing
- Users thought there would be an option to make changes before submitting payment
- Users would prefer that discounts and offers be only at the end of the search be submitting
- Options for 3rd party vendor discounts should be aware of the user experience
- Users thought that any additional hotel fees or booking fees should be obvious to the user