

## Hotel case study: Project Notes - Jeff Miller

### Objectives:

- Learn the value of usability test in your research
- Build your skills in the extremely important research technique
- Create a bank of insights that will be used during all future projects.
- Photograph and document everything you do to build your portfolio

### Tasks:

- Watch the recordings of two usability tests for desktop.
- Take detailed notes. Focus on the goals, behaviors, context, positive interactions, and pain points for each participant.
- Finish with a conclusion on the main points learned.

### Task I: Priceline.com usability for booking a hotel room in Miami with breakfast included.

You live in Spokane, WA: Planning vacation in June of 2022

You are traveling to Miami, FL with a partner for a week.

You have already booked the flights to Miami, FL. Arriving on June 12 and returning on June 19.

You would like the hotel to be located in the heart of Miami close to the ocean.

You would like to make the payment upon arrival, rather than paying up front, with the possibility to cancel the room if needed.

**Interviewing John Perkins: Asking basic background questions and discussing previous experience booking hotels online.** User did not read all the small print on the Priceline.com website during the search.

User felt deceived by online images of the hotel that he booked.

User was disappointed in the quality of the hotel from what the website displayed visually.

User felt that there was no human interaction as there was no actual conversation as there would be on a telephone call.

User did appreciate a confirmation email with a confirmation number to prove the reservation in case there was any question to that.

User commented on the number of options for locations in Miami. No map was available to view.

### Time stamp of video in minutes:

12:00 User was confused while inputting check-in and check-out dates as there was only one button for both.

13:39 While inputting check-in and check-out dates, the location to Miami Beach was removed from the text input field.

15:18 When user clicked on Pay Later, it did not refresh the page.

18:54 As the user clicked on options and amenities, the page would refresh, and he had to scroll back to where he had been. Although that refreshed the hotel options, it was frustrating to scroll back and begin again from the top of the page.

20:41 Options to call for discounts were displayed. User did not know whether to continue or make a phone call.

21:08 After selecting three or four basic options, the user was left with only one hotel option to choose from.

21:47 While viewing the single option, the user noticed that the free cancellation option was no longer selected.

22:51 The user deselected free breakfast which refreshed the page and displayed more hotel options.

25:07 The information was made available after not selecting any options or amenities.

26:45 Options to reserve a massage was not available on the Priceline.com website, so the user would have to contact the hotel directly to acquire information on whether they take reservations for a massage.

27:40 There was not a link on Priceline.com to access the hotel website for information.

- 28:00 The Priceline.com website did provide images of the hotel that were visually appealing and served as a good marketing tool.
- 29:20 After clicking the Book a Room option, the images of the rooms were not as appealing. The first image on for each room was an image of shampoo bottles, which did not help to visualize or sell the user on the room.
- 29:57 The options for the various rooms listed prices that were confusing to the user. One room was named the Junior Suite, which told the user that it was probably small. However, it was larger than the Deluxe King room, so the terms they used to name the rooms was a little confusing to the user.
- 31:40 While viewing the room options, the user was informed that parking was available at \$45.00 per day.
- 32:14 When the user clicked on images of the rooms, the initial image for each was bottles of shampoo as before.
- 35:20 The payment options were easy to understand.
- 35:40 While on the personal information and payment options page, the user noticed that there was an additional cost for a resort fee. There was no description as to what the fee included.

**Task II: Hotels.com usability for booking a hotel room in Portland, OR for two nights.**

You are planning a weekend away in Portland, OR in April of 2022.

You do not have a flight booked, but you would like to go during the first two weeks of April.

You do not have a specific location in Portland as your destination.

You are traveling to Portland with a friend.

**Process:**

Visit Hotels.com and book a room in Portland, OR, preferably with breakfast included.

- 39:20 Entering the Destination and Check-In / Check-Out dates was easier than on Priceline.com because there were separate buttons for each option.
- 40:18 After entering the Check-In date, the Check-Out button was automatically highlighted, which the user liked.
- 41:03 Setting the destination and Check-In / Check-out options was easily understandable compared to Priceline.com.
- 41:54 The user was pleased with the navigation features on the website.
- 44:23 The user like how the page refreshed as there was an animated, red bar that swiped across the top of the screen.
- 45:19 The user selected Downtown Portland as the neighborhood for a hotel. When he made that selection, all other options were greyed out and had a strike through the text for each.
- 47:08 The only options chosen were Breakfast included, Free Parking, and Free Wi-fi. After selecting those options, all hotel options were made unavailable.
- 48:39 The user deselected Free Parking and options for hotels were made available.
- 51:42 The images of the hotels were visually appealing.
- 52:40 The user expressed that the website was confusing after selecting three options for amenities and being left with no additional options for amenities or hotel options.
- 54:50 The options for free breakfast were confusing. The user could not understand if breakfast was free for one person or two, or if he would be charged.
- 55:58 In conclusion, the user stated that the website was easy to navigate other than having options removed after selecting the three that he had chosen.