

Tester 1 - Task 1

Background.

Profession: Administration manager. She typically accesses the internet - at work on her lunch break. On her PC. She also uses internet on her phone.

Generally when using internet, she is looking up breaking news. Adverts, often uses Amazon. Living social.

Reasons for using booking hotels:

Her and her husband would treat themselves to a night or 2 in a hotel with a nice restaurant.

For Booking she checks the hotels on their websites. Recently she's gone off the likes of living social deals as she feels it doesn't hold value, little things like no slippers and robes.

She compares the price between booking.com and tripadvisor - calls the hotel and asks if they can match that price. User often uses booking.com and checks tripadvisor, she trusts trip advisor for reviews and leaves reviews herself.

Last time user booked accommodation, was directly with the hotel. What she liked about her last booking was putting ad-ons. She likes being able to book breakfast separately.

User task: To find hotel for 2 adults near the beach in Barcelona for dates - 12 June - 19th June from Dublin with breakfast included. Payment on arrival, possibility to cancel the room if needed. Website is Bercelo Hotel Group.

12.41: User landed on main page. User initially clicks on flights and says "no not having a flight" user accepts cookies prompt. Then finds hotels top left bar > beach. "I would prefer if the destination is up there" user seems slightly confused.

13.37: Main landing page. User clicks on search bar top left for search. Types in "Barcelona > see hotel in any destination > adults only hotels. 5 hotel options come up. "I wouldn't be great on the geography on it, I've been to Bercelona a few times, I'd like a little map, like trip adviser, you can actually see, I'm a visual person and I like that, you can see how far away you are from anywhere"

15.00: On main page. When clicking on search function. User realised she has to put in the hotel first, states she prefers selecting dates, then hotel. Confusion - "For me, I don't know if I should be clicking, or just looking"

16.00: Selecting Dates. User frustrated, scrolling month to month, prefers calendar where she can see the whole year. Seemed interested in the discount button, nothing there.

17.00: Clicks search button > Hotels show up. positive, says the price is clear. "It has the trip advisor scoring, which is good"

17.00: User wants to find beach options. Find "see map" top right corner. Clicks on the hotel on the map closest to the beach.

17.53: Clicks on hotel for more info. States she usually reads one or two reviews.

18.12: Likes the description to the left - clicks to expand. Find process easy.

18.40: Usually in the description she would see if there's a swimming pool, and decide with pictures if the restaurant is "more for breakfast or one where you'd have a meal in"

19.02: User states clearly that photos are important for her, "you get a good idea of what the room size is, even the restaurants and facilities - you'd have to have loads of photos", states that if there are not many photos, it feels suspicious.

20.00: User states that normally if she was searching for hotel rooms, she would have 2 or 3 tabs open as she was searching comparing hotels.

20.38: Black Friday popup. User says she would usually participate in deals.

22.00: In the booking phase, to select a room. She states she likes it when all rooms and prices are on one page, like an excel spreadsheet, its easier to compare the price. "Not scrolling as much"

23.00: When clicking on booking, it's taking a long time to show add-ons. Still mentions all add-on could be condensed and on one page rather than scrolling. User scrolling for a long time before finding the breakfast add-on. But still likes the option to add-on.

26:00. User confused by question, regarding double bed option.

27.26: User mentions not having seen a cancelation option. Prefers booking.com and would always choose this option.

27.40: When asked about the overall experience. "Its a little bit clunky"

Task 2: Doyle collections website.

Tester 1 - Task 2

30.45: The Doyle collection website.

- “It’s a lovely page” on the landing page. User has positive impression of images on the top sliders.
- 32.00: Clicks on hotels. Easily navigates to > Find a Hotel > Luxury > The Kensington. User mentions she would typically check out seasonal offers.
- 33.20: Clicks on the “Seasonal Offer” tab. Easily navigates the dates on your booking. Does mention “I would have thought there, I should be putting in number of guests”
- 34.16: User goes back to top right hand corner > Book your stay on The Kensington page. Seems pleased to find booking layout she expects with rooms, adults, children.
- User seems pleased with scrolling through months. “Feels quicker”.
- 35.32: Clicks > find a room. When rooms load - “Not a great picture of the room”. User was expecting more photos when clicking on a room.
- 37.00: When asked what’s important to you when selecting a room, user replies “size of room”. When looking at the details of the room, she is looking for the small details that she likes, for example coffee. Smart TV with apps. Missing > bathrobe.
- 39.15: Confusion with bottom info. “Best Flexible Rate” two of same info repeated.
- 40.00: User clicks on “personalise your stay” mentions if it’s good if there’s reduction on public transport card. “Breakfast should be there” seems confused that there’s no breakfast option.
- 44.46: Final questions.

Q: Overall, what did you think of this website - A: Preferred The Doyle, similar to what she would use before like booking.com. Easier to scroll and navigate. Free cancellation options important to user.

Q: Anything that you expected to see that you didn’t see. A: More pictures. Mentions some places to a virtual tour which is nice.

Tester 2 - Task 1

Background

- Occupation > accountant in IT
- Lives in Dublin.
- Accesses internet at home from phone and computer.
- Most common websites > google LinkedIn > airbnb, brown thomas.
- Hotel Booking usage. For leisure 30% and business 70%.
- Lot of her bookings are through booking.com
- Reasons for booking.com > Genius 10% off, can see reviews easily.
- When comparing hotels for previous trips > user weighs up whats included such as breakfast, pool, included.
- Positive experience with previous booking, could see exact room.

Performing Task

- User normally would go to location in search bar > dates > rooms. Would not normally look at discounts.
- User types Barcelona in search option > 6 options appear > not obvious which one to select > takes a few seconds to select appropriate option.
- 11.51: User selecting dates > takes a few clicks to find right month.
- 12.05: User select book > goes straight into one hotel. "I was expecting to see a list of hotels".
- 12.47: User noted TripAdvisor rating.
- 12.57: User liked the way the pictures were on a rotating carousel.
- 13.21: User noticing small details like little weather tab on right - "gets you a bit excited"
- 13.56: Finding location appears effortless, clicks on Map tab on top quickly.
- 14.16: "Is a map a feature you'd typically use when booking a hotel" - "Yes absolutely".
- 14.35: User likes the small details on map, like distance from Airport.
- 15.06. User notes she would typically use the facilities tab to see if there's for example a pool or bar/airport collection - services.
- 16.00: User notes she would usually compare reviews on the hotel website and also Google Reviews.
- 16.44: When prompted to search for a second hotel near the beach > typing in search bar - seems confused. No obvious choice appears > types in Barcelona Beach > Bulgaria appears.
- 17.15: Finding a hotel near the beach with difficulty. "I'd have to read through them all"
- 19.01: When asked about thinks she would also look for - user replies > shops nearby and airport services.
- 19.20: User would typically book a shuttle if it's available.

- 20.32: When clicking on the room > scrolls through photos > mentions in Room details she would look out for fridge/coffee/aircon/hairedryer. Mentions there's no breakfast included or does not seem obvious at first.
- 22.55: Too much text to scroll through when reading room description > especially finding specific info such as breakfast.
- 23.59: Negative impression. When selecting dates - "It's a bit hard, it keeps jumping".
- 24.47: Page reloaded while selecting dates. Negative impression. "Its really hard to change the dates" User mentions they prefer looking at a calendar.
- 25.12: Selected dates multiple times > selected search and page goes blank and reloads. User mentions "If that kept happening I may just move on to another website".
- 26.08: After searching dates > selecting room options > breakfast only then shows up. User looks frustrated > would prefer if option shows earlier.
- 26.32: Negative impression. When on add-ons section. "All of this is a bit much" - "When you're trying to book a room, they're trying to throw more stuff at you - it takes longer"
- 27.57: When prompted about the double bed add-on, user seems confused, presumes getting two singles "I think thats a bit much". Parking add-on needs more clarification - what does each mean on €17.
- 29.17: When asked about overall experience - "The breakfast after I clicked was a bit annoying" - "I wouldn't have noticed the double bed until that (being prompted) which was a bit weird".
- Asked about what she expected to see: "Transportation, towels included or cleaning". Would have liked to see check in and check out earlier.

Task 2 - Heading away for long weekend in April in London.

Booking a twin room in a hotel with breakfast included.

- 32.46: On Landing page. Images made it hard to see the tab options. Not dark enough. "But I really like the images, they look really nice and a bit more superior"
- 33.08: Clicked on "book your stay" > selected London > Kensington - on main landing page > frustration, having to click in and out of every hotel and room, was expecting an overview.
- 33.48: Unnecessary steps > having to click into each hotel > dates > room. Then go back and do same for other hotels.
- 35.40: User mentions she would usually use filters before searching to rule out something she doesn't need or finding a twin room for example.
- 37.40: User note easily finding twin room > looking confused.
- 38.44: "That was really confusing" when searching for twin room. Two rooms show same rates.
- 39.21: "This website is more confusing than the last site (Barcelo) there's no option to pay later"
- 39.38: User appears puzzled - "Normally you get a summary of what you're booking" - "Now I'm like wow, what have I signed up to."
- 41.20: User mentions it's useful when the calendar shows price, to chose cheaper option.

- 42.11: User comfortably selects breakfast option at booking phase.
- 43.30: How important are room photos for you - “really important” to judge size of room. Less photos means you’re hiding something.
- 44.30: View is important.
- 44.58: Using photos to judge whether there is a dresser for hair and makeup is important to user.
- 45.24: When asked what is important in room details - wifi, aircon, bathrobe, slippers, bath, coffee machine, mini fridge.
- 47.10: Frustration, confusion. Clicking on text “classic twin 2 single beds” > nothing happens. Realises must click on “see all rates”.
- 48.17: User clicked on “See All Rates” - asked what “personalise your stay” means - answer: “I have no idea”.

Asked overall impression:

- thought it looked more classy, but too many steps to see what she’s getting. Prefers overview of London.
- Location was not clear.
- Couldn’t see the map straight away.