Hotel booking mobile website (App)

Note taking

Information about the online survey 'hotel booking'

Tested Websites
Barceló Hotel Group
The Doyle collection

Focus
Goals, behaviors,
context, positive interactions
and pain points

Recordings
Two usability tests for mobil
Two different users

Note legend
Time, page, behavior,
user quotes,
positiv observations,
pain points,
neutral observation

Project information

⟶ Introduction of the users

Usability test Barceló

Usability test Doyle Collection

Checklist

User 1

Reasons for booking a hotel the last time:
Family holiday

Countries of the booked hotels:
Irland, Lanzarote, Poland, Spain

Booking process (online or travel agency):
Online

Used booking apps or websites:
Booking.com, Trivago, Love Holidays, alpha rooms

Preferred App:
Not really

Important criteria while booking a hotel:
Refundable payment, reliability, known brand, filter option for example for family friendly, all inklusive or distances

Criteria for the hotel:
Price, child friendly

Hotel decision made by wich criteria:
User googled the area, and the hotel came up as recommended, rating on the booking site, looked up the reviews, suits the needs

Hotel criteria to compare:
Price, value for money, swimming pool, kids club, all inclusive package

Gender: Male
Occupation: Civil servant
Residence: Swords, Dublin, Ireland
Preferred device: Phone
Apps on the phone: Live Soccer, weather, news

User 2

Gender: Male
Occupation: Account Manager
Residence: Dublin, Ireland
Preferred device: Phone, Laptop
Apps on the phone: news apps,
Spotify, Netflix

Reasons for booking a hotel the last time:
For a weekend with his girlfriend in Ireland

Countries of the booked hotels:
Ireland, America (New Orleans, Florida), The
Bahamas, England, Scotland, Wales, Germany

Reason of traveling:
Mostly leisure, one business trip

Booking process (online or travel agency):
Online and personal contact with the hotels
themself

Used booking apps or websites:
booking.com, Trivago, hotels.com, and booking
through the hotels itself

Preferred App:
booking.com (because of the customer status)

Important criteria while booking a hotel:
Good location, best price, looking of the room by
pictures, look for the amenities, modern hotels

Any bad experience with the booking process:
No

Anything you would do different next time?:
Next time the user would ring in the hotel and ask
if he can book with the hotel itself, to support the
hotels not booking websites

Task: Book a hotel for your holiday break

1

Time information
One week
Next summer
June 12 till June 19

2

Hotel / location information
Hotel in the heart of Barcelona
Breakfast included
(Hotel close to the seaside)

3

Additional information
Flights are already booked
Payment on arrival
Possibility to cancel the room

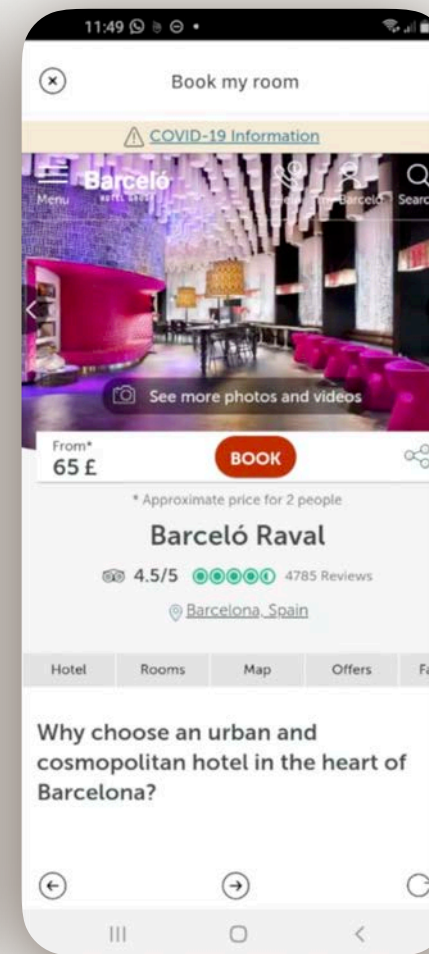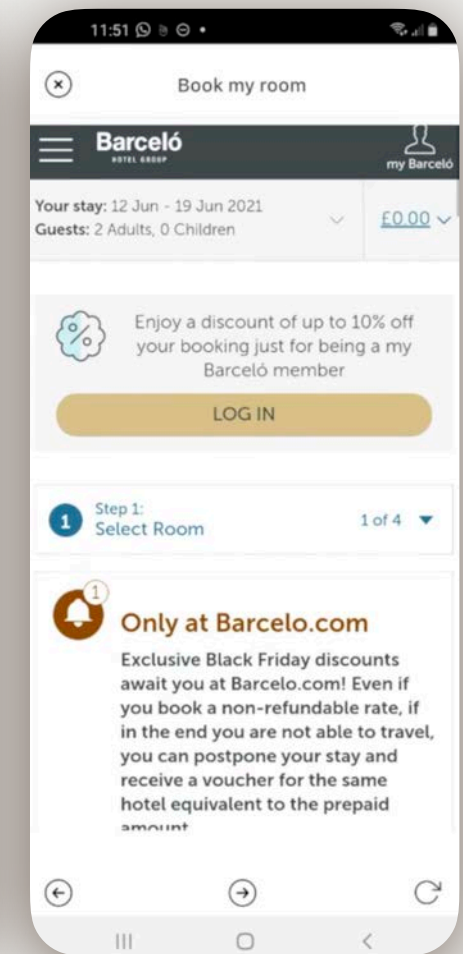# App Barceló Screens overviews
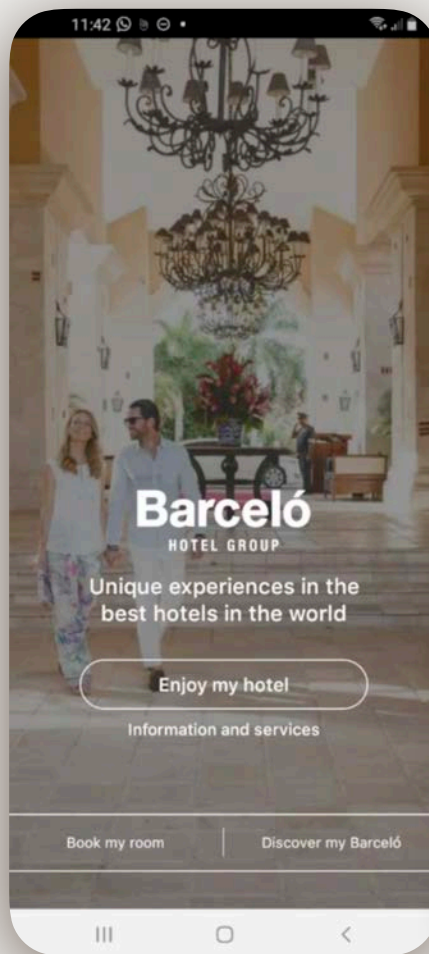
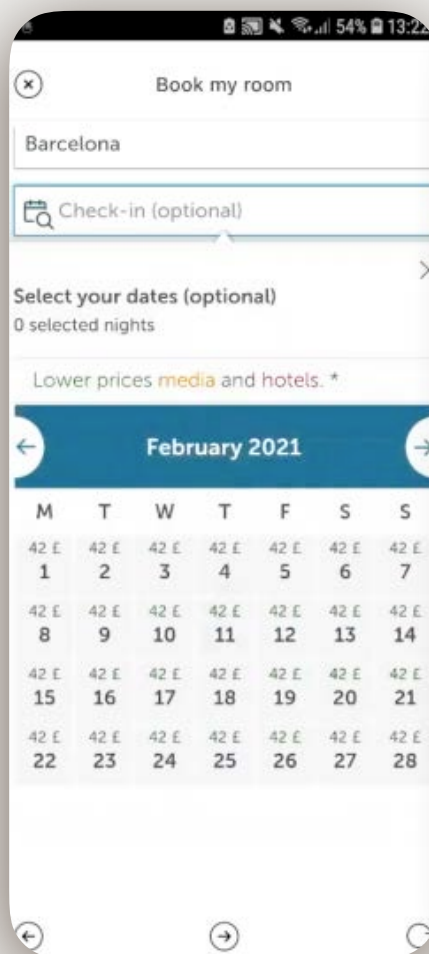

Homepage
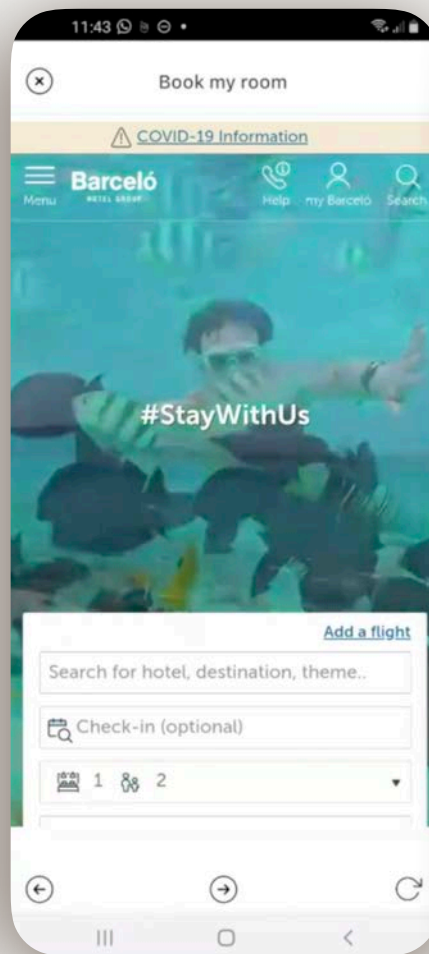
Booking Screen
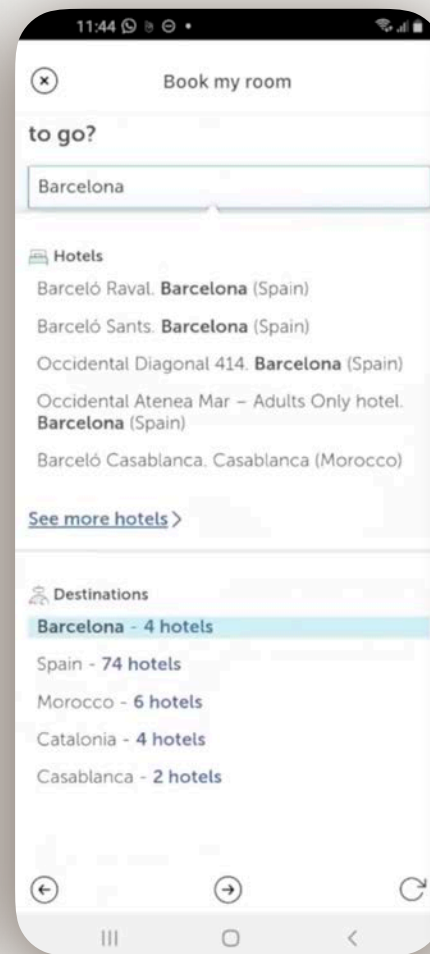
Search page

**Hotel page
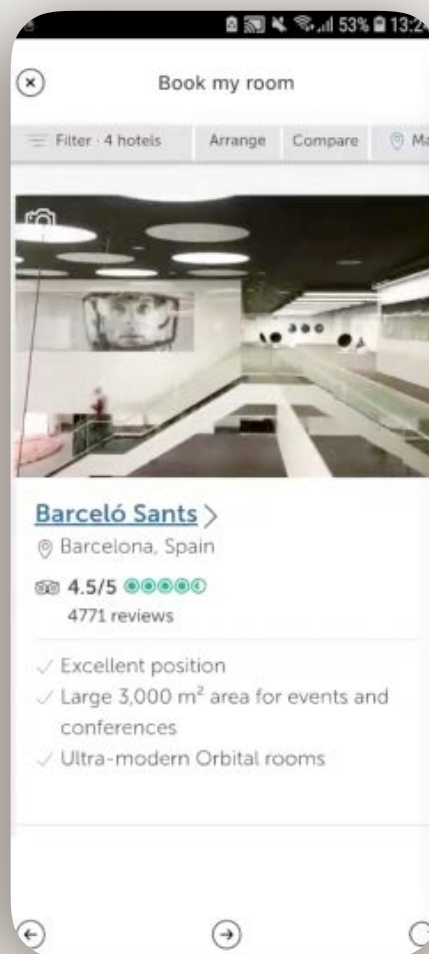Barceló Raval**

**Booking site hotel
Barceló Raval**

App Barceló Screens overviews

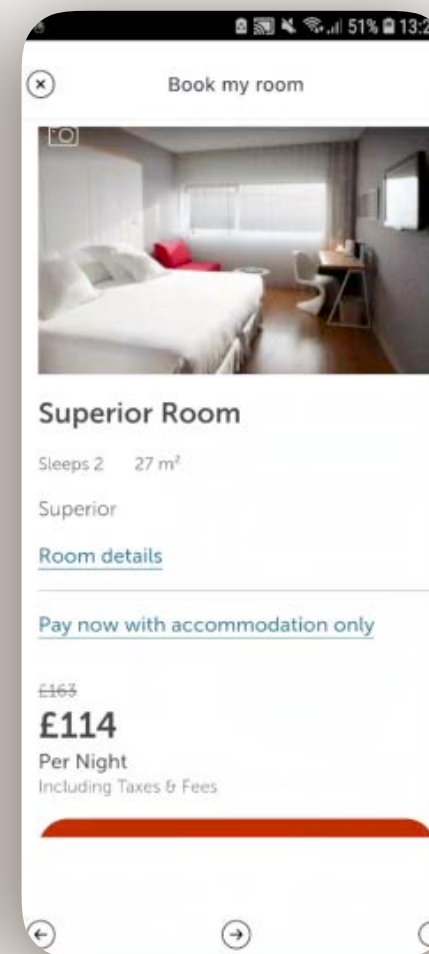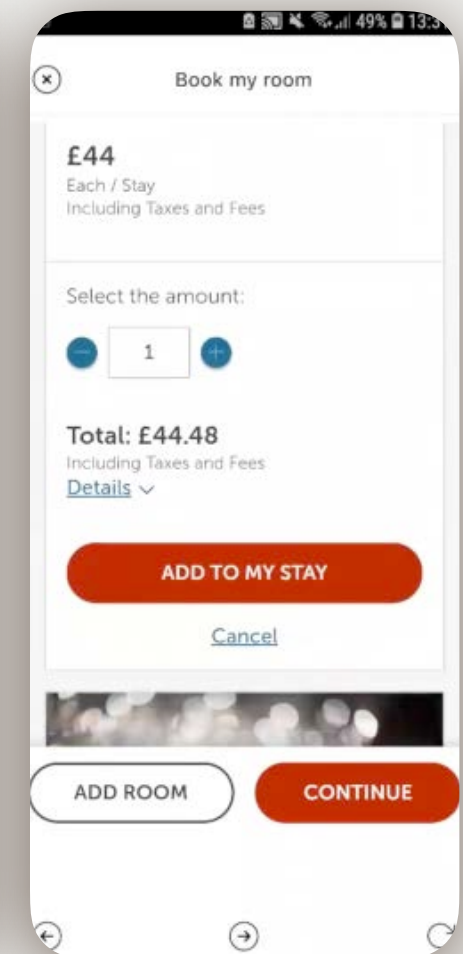**Check in**

Hotels result page

Map page

Room overview page

Offers page

User 1

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
10:50	Homepage	User clicks on the button "book the room"		
10:58	Cookie Popup	User accepts the cookie information window		
11:07	Booking Screen	User first sees the headline and the short videos	"Screen looks very enticing" / "easily puts me into the holiday mode" / "its pleasant"	The short videos trigger the desires of the user
11:34	Booking Screen	User clicks in the "search for hotel" search bar and types in Barcelona		
11:50	Search page	User gets 5 Options for hotels and a "see more" option		
12:08	Search page	After clicking on "Barcelona - 4 hotels" the site scrolls automatically up to the shown results		User seems a little confused. Doesn't know wich hotel he should click on. After clicking on the "Barcelona - 4 hotels" link, there is no new site just a scroll up effect to the already shown information
12:40	Search page	User searches for the location of the shown hotels	"On this (search page) I wouldn't know (where the hotels are located)"	No direct information about the locations
13:00	Search page	User starts guessing where the hotels are located		

User 1

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
13:20	Booking Screen	User navigates back, to find a option to filter his search by location		The first time the user scrolls down on the homepage
13:49	Booking Screen	User scrolls down the site to find the option to filter for locations	"But again, I don't know, just from the name that they are talking about Barcelona."	User can't find the location option
13:58	Menu	User clicks into the menu	"Click in to the menu and it does nothing there, that's ticking out. That allows me to put in the DM"	
14:19	Booking Screen	User searches for the option to filter for locations	"There is nothing there that allows me to put in the proximity of wherever you want it to be." / "I don't see anything jumping out straight away thats telling me (where the hotels are located)"	No option to filter by location
15:02	Search page	User starts again with his first step and types in the search bar "Barcelona"		
15:26	Search page	User searches for filter options but can't find anything		
15:44	Search page	User clicks on one hotel and starts filling up the date information		

User 1

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
15:49	Search page	User searches for the month June	"So its a bit slow getting to the month of June."	The display for the month is to slow and userunfriendly
16:19	Search page	User noticed that the prices are in Great British pounds	"I don't know if there is something further along the way that could bring it to Euro."	User can't find a way to switch to Euro
16:28	Search page	User clicks on the 12th of June. And on the 19th for the return		
16:49	Search page	User clicks on the book button		
16:59	Hotel page Barceló Raval	User scrolls down the page	"Again I see the great British pounds."	
17:03	Hotel page Barceló Raval	User recognizes the TripAdvisor rating	"TripAdvisor would be very important to me, I alway check the TripAdvisor bevor. So I like that fact that it's after coming up."	User likes that the TripAdvisor rating is shown up directly after the hotel result page opens
17:40	Hotel page Barceló Raval	User tries to find the location of the hotel. Looks at the pictures to identify the location		
18:16	Hotel page Barceló Raval	User clicks in to the tap "Rooms"		
18:26	Hotel page Barceló Raval	User finds the free cancellation policy		

User 1

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
18:45	Hotel page Barceló Raval	User scrolls along the site	"That's all very easy to navigate."	Easy navigation
19:08	Hotel page Barceló Raval	User clicks on the booking button for the room "Deluxe Barcelona City Views"		
19:45	Booking site Hotel Barceló Raval	User looks across the whole site to see all informations	"So it's all really easy to navigate."	

User 1 Resume questions of the test

???

What did you think about the experience with the app Barceló?
User thinks the app was good and easy to navigate, a bit slow. He would like to have an option to put in the specific date rather than to click through every month.

Was there anything you particularly like or dislike about the process?
Everything else was easy to find. User would like to skip the part with the offers and rather decide this on the spot.

Was there anything in the app you expected to see but you didn't?
The user would do more research about the location, because on this point he just assumed that the hotel is in the heart of the city by the pictures and the views.

Was teure anything you were surprised to see?
No

User 2

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
15:40	Homepage	User selects the button "Book my room"	"Assume that brings me to a search engine"	
15:48	Cookie Popup	User has accepts the cookie notice popup		
16:00	Booking Screen	User looks at the booking Screen	"Looks like a nice app nice images of beautiful locations all around the world it looks like. It's encouraging you to think ahead to your destination."	
16:39	Search page	User searches for the word "Barcelona"	"Gives e a list of hotels that have the name Barcelona in its address."	
17:29	Search page	User looks at the results of the search option.	"I'm not quite sure why there's two Moroccan options. Maybe because they have hotels in those locations."	It's not necessary to see that there are hotels in other locations
18:31	Search page	User clicks on the search option "Barcelona - 4 hotels"		
18:53	Check in	User clicks on the month option to go to June	"I assume I can't do this any quicker."	The option of the month should be easier to select
19:13	Check in	User selects the date of check in and check out	"With any other calendar on any other website you need to touch the two points on the calendar."	The time period can be selected by touching the check in and check out date

User 2

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
19:23	Check in	User sees the icon of the numbers of beds and persons		User is irritated by the icon, looks like an adult an a child
20:04	Search page	User returns to the search page.		
20:12	Search page	User clicks on search	"Hopefully you've been brought down to the four hotels that the group has in Barcelona and then I can select from there."	
20:20	Hotels result page	User scrolls through the hotel lists of four hotels		
20:33	Hotels result page		"First thing I'm drawn to is the TipAdvisor, I don't always trust TripAdvisor but it's the reviews." "The number 4.5 out of 5 was the first thing that cough my eye."	
21:05	Hotels result page	Looks at the pictures to decide wich hotel he prefers. And wich is on the seaside	"I assume at the top I can do filter for hotel, arrange compare, maybe I could look at the map."	
22:10	Map page	User clicks on the map tap on the hotel result page to get to the map overview		
22:25	Map page	User selects the hotel that is closes to the seaside	"I suppose that's (map view) quicker than comparing two hotels ans then reading the list under the hotel."	

User 2

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
22:51	Map page	User clicks "Book" at the before selected hotel.		
22:55	Popup	User gets to the popup for Barceló members		User things that he has to sign in or to get a member to book the hotel. Doesn't find the X of the window at the first look
25:32	Rooms overview page	User selects the first room, after scrolling down and looking at every other option	"So the first price was just for that particular price, but those particular conditions. And then obviously I just view ore rates opens up different options, with the different conditions."	User didn't expect more options after the price was shown on the room overview side
26:53	Room with different options page	User clicks on "Book now".		
27:58	Offers page	User books the extra flowers by clicking on the "Add to my stay"button	"And then that lets me know that that particular extra has been added and it gives me the option to remove it or to update it"	
28:38	Offers page	User clicks on the "Continue" button and gets to the contact page		

User 2 Resume questions of the test

What did you think about the experience of the app?
User friendly, likes actions image with different locations, the search engine was very simple, very straightforward, very simple, pretty much the same as booking.com for the room selection, self-explanatory.

Was there anything you particularly like or dislike about the process?
Doesn't need to the different accommodations in the other locations. That was unnecessary. Likes the extras that were offered, hadn't hat that option by booking.com before.

Was there anything you expected to see but you didn't?
More Information about the hotel itself.

Was teure anything you were surprised to see?
Moving images at the homepage, add ons at the end (extra services).

Project information

Introduction of the users

Usability test Barceló

→ Usability test Doyle Collection

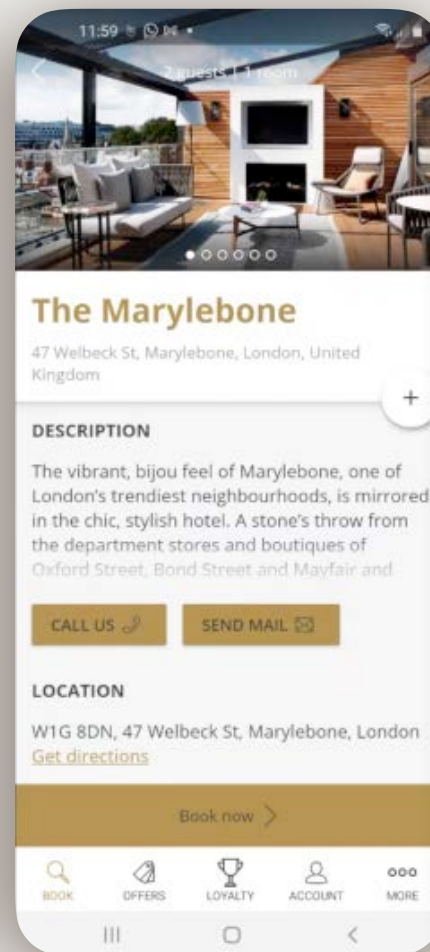Checklist

Task: Book a hotel for a weekend in London

1

Time information
Long weekend
Second or third Friday April 2021
Return on following Monday

2

Hotel / location information
Twin room
No particular area
Away from London

3

Additional information
Breakfast included
No flights booked by now
Dublin to London
Traveling with a friend

App Doyle Collection Screens overviews
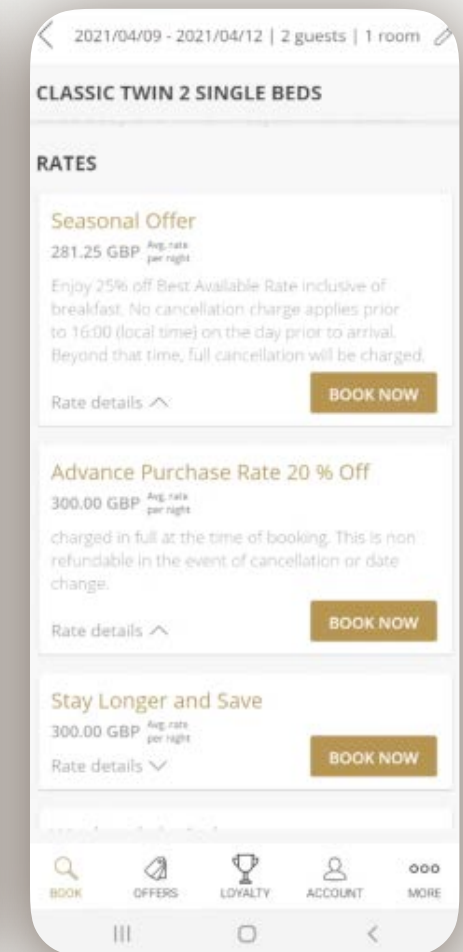

Startscreen
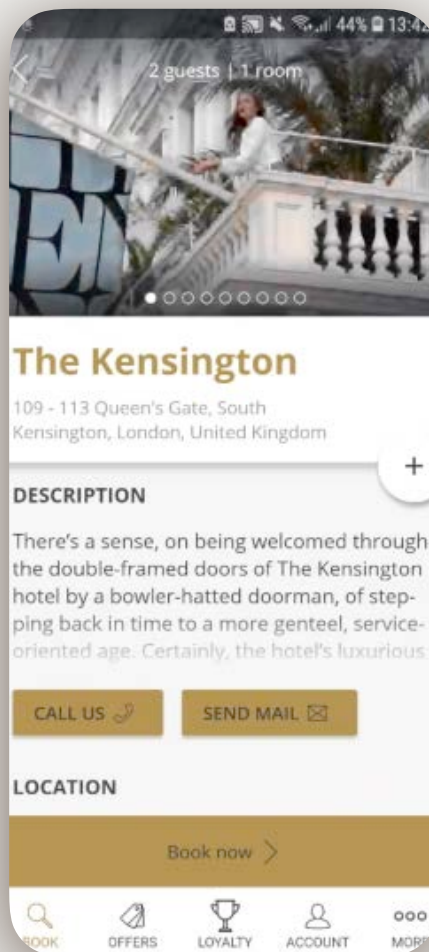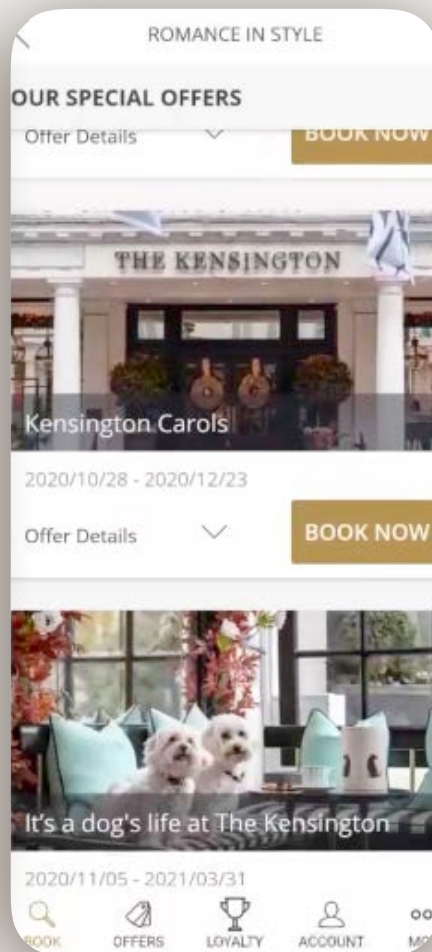

Homepage

Hotel Marylebone page
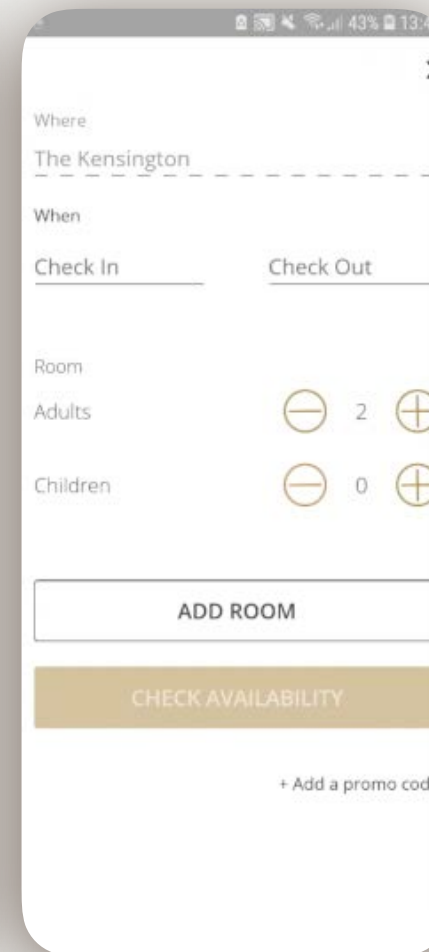
Booking page

Rates page Hotel

App Doyle Collection Screens overviews

Hotel Kensington page

Offers page

Date page

Room Detail page

User 1

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
26:34	Homepage	User clicks on the Marylebone Hotel		
26:42	Hotel Marylebone	User clicks on the "Book now" button		
26:50	Booking page	User fills out the necessary information for the booking	"So thats what I'm saying. That the spin thing is much easier."	
27:10	Booking page	User has problem with the date information		User would like to have a navigation with both (start and end date) in once. Dates have to be filled in separately. Users are used to fill in the start and end date of the vacation in once. Usually by marking the period of time in the calendar
27:55	Booking page	User checks the availability and clicks on the classic twin room		
28:49	Rates page Hotel	User decides to choose the seasonal offer because its cheaper	"It doesn't make any sense to me. It (the advance purchase rate 20% off option) is dearer, but there is no mention of a breakfast."	

User 1 Resume questions of the test

???

What did you think about the experience of the app?
It's a small bit harder to navigate, the navigation for the dates should be easier, nearly put in the wrong dates.

Was there anything you particularly like or dislike about the process?
The description of the hotel shows where the hotel was, good point knew straight away where it was.

Was there anything you expected to see but you didn't?
Didn't expect the information about the hotel, missed the rating like TripAdvisor.

Was teure anything you were surprised to see?
Rating on the rooms.

User 2

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
37:36	Startscreen	User clicks on the only button "Explore"		
37:44	Homepage	User looks through the homepage	"Lots of nice images, different hotels."	Likes the images of the hotels
38:30	Hompage	User takes the hotel in Kensington		User chooses the hotel out of personal purpose
38:56	Hotel Kensington page	User switches tough the images	"I do like to have a little look at the images of the hotel"	Likes to have quick look through the images of the hotel. Likes that its at the top of the page
39:49	Hotel Kensington page	User clicks on the Text that ist fade out		User likes the Description, likes to see who they are
40:24	Hotel Kensington page	User scrolls through the side	"Everything you basically need, the address, map, location, the contact details."	Likes that all basic information are on one side
40:44	Booking page	User clicks on the button "book now" and gets to the booking side		
40:58	Hotel Kensington page	Interviewer wants to know what the plus sign meens. User does not know what it means	"I honestly don't know"	User doesn't unterstand the plus sign on the right side
41:23	Hotel Kensington page	User clicks on the plus an on the offers button		User didn't expect to see these option, seems like he doesn't understand whats behind the restaurant option

User 2

Time	Page	Behaviour	Userquotes	Positiv Pain points Neutral
41:30	Offers page	User scrolls through the offers		
42:59	Date page	User tries to fill in the dates of the weekend trip	"What am I missing there"	User struggles with the navigation to the right month
44:10	Date page	User recognized that the date are wrong, figured out that he has to fill in both date seperately.	"Oh, you have to do it for both of them"	User struggles with the dates filling, doesn't understand at first that he has to fill in both dates separate
45:26	Room Detail page	User scrolls through the side	"I like the little description" " It gives a nice little description of the room"	Likes the short description of the hotel at the top
46:16	Room Detail page	User searches for the price	"I was kind of expecting to see in this the information about the price and stuff" " They are not over complicating things, I like it"	Likes that there are not to much information on one side
47:07	Room Detail page	User searched for the breakfast option, clicks on the arrow at the bottom	"I had just noticed that there is a little arrow"	The arrow to show more information wasn't directly understandable

User 2 Resume questions of the test

???

What did you think about the experience of the app?
It's a nicer more up-market more high end version of the one before (Barceló) Likes it. Its like a fancier more high-end hotel app. All user friendly (apart from the calendar).

Was there anything you particularly like or dislike about the process?
Liked the description of the hotel. And the easy way to see the hotel images at the top.

Was there anything you expected to see but you didn't?
Expected a little bit more information about the type of booking at the end, there didn't seem to be too many differences in pay now or pay later. Would like to have more terms of the various pricing structure.

Was teure anything you were surprised to see?
The information (offer options) behind the plus sign at the hotel sight.

Project information
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Usability test Barceló
Usability test Doyle Collection
→ Checklist

Checklist for a new hotel booking app

Observations while note taking

- [ ] Short videos of locations and nice places, to trigger the desire to go on a vacation of the user
- [ ] The location of the hotel should be communicated very obvious
- [ ] There should be a location option (f.e. a map option)
- [ ] The Date input field should be user friendly and fast to navigate, f.e. with a check in and check out field at the same calendar
- [ ] There should be enough, but not to much information about the hotel and the area around it
- [ ] The icon style should be directly understandable (f.e. not big and short human when the field is about adults)
- [ ] The Popup windows shouldn't be to big, so that the user can easy close them
- [ ] Icons that are not self-explanatory should not be used
- [ ] Reviews from website like trip advisor can be shown and help to get the trust of the user
- [ ] Extra offers can be shown at the end of the booking process, but they should easy be skiable
- [ ] There should be enough pictures of the hotel, wich can be looked through f.e. with a slider