Hotel booking mobile website (App)

Online Survey

→ Survey information

Questions and evaluation

Checklist

Information about the online survey 'hotel booking'

Number of respondents
15

Number of questions
11

Time period
1 Feb - 20 Feb

Online survey tool
Google Forms

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1: How old are you?

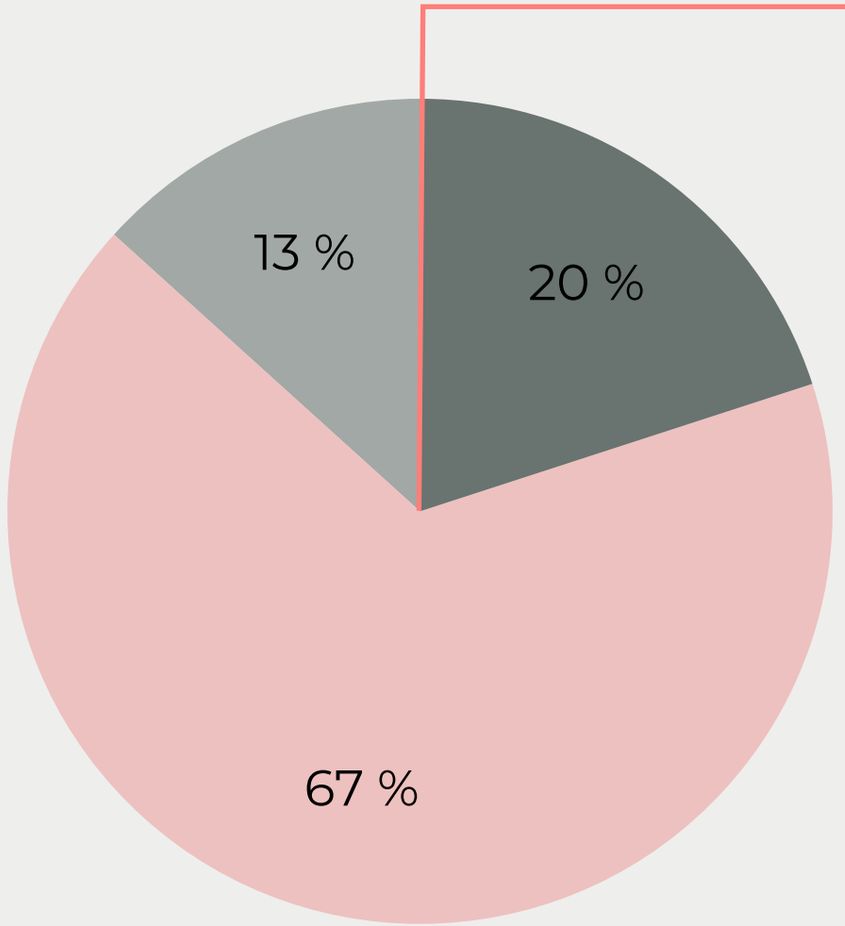
20% Between 20-29 years

67% Between 30-39 years

0% Between 40-49 years

13% Between 50-59 years

0% Older than 60 years



Analysis:

The result shows, that the majority of the online survey respondents are between the ages 20 and 40 years.

2: When was the last time you visited a booking website or app?

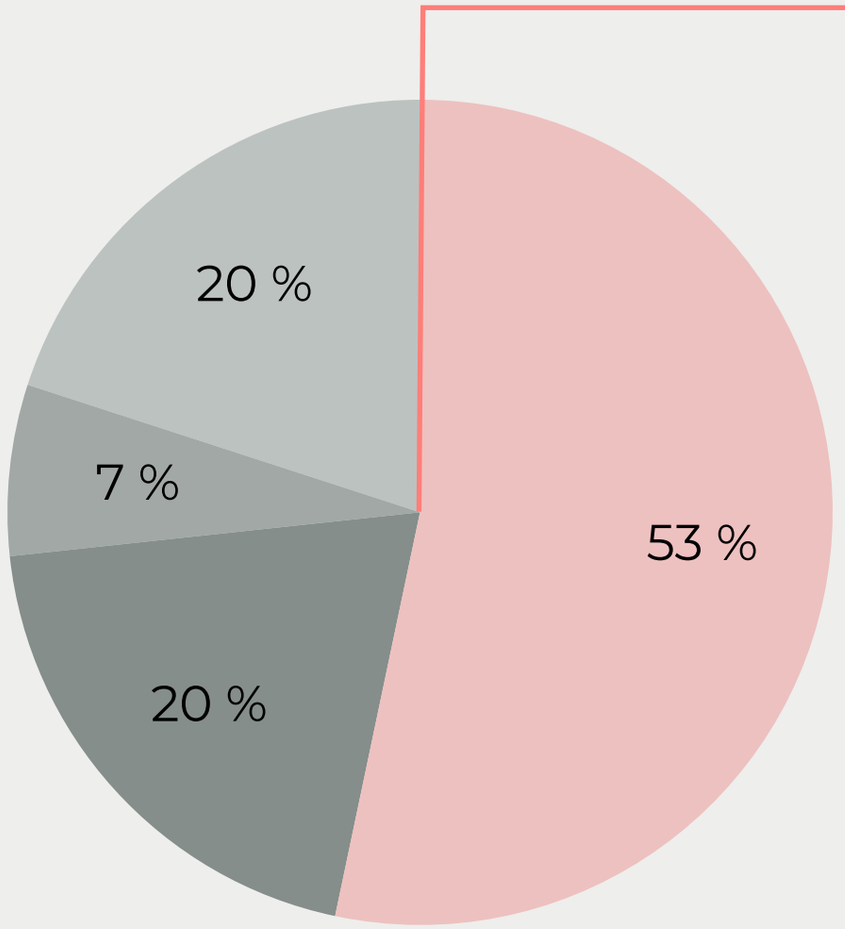
53% Within the last month

20% Within the last 6 month

7% Within the last year

20% Within the last 3 years

0% Never



Analysis:

The result shows, that the majority of the respondents visited a hotel booking website / app within the last 6 month. So they have their experience fresh in their minds.

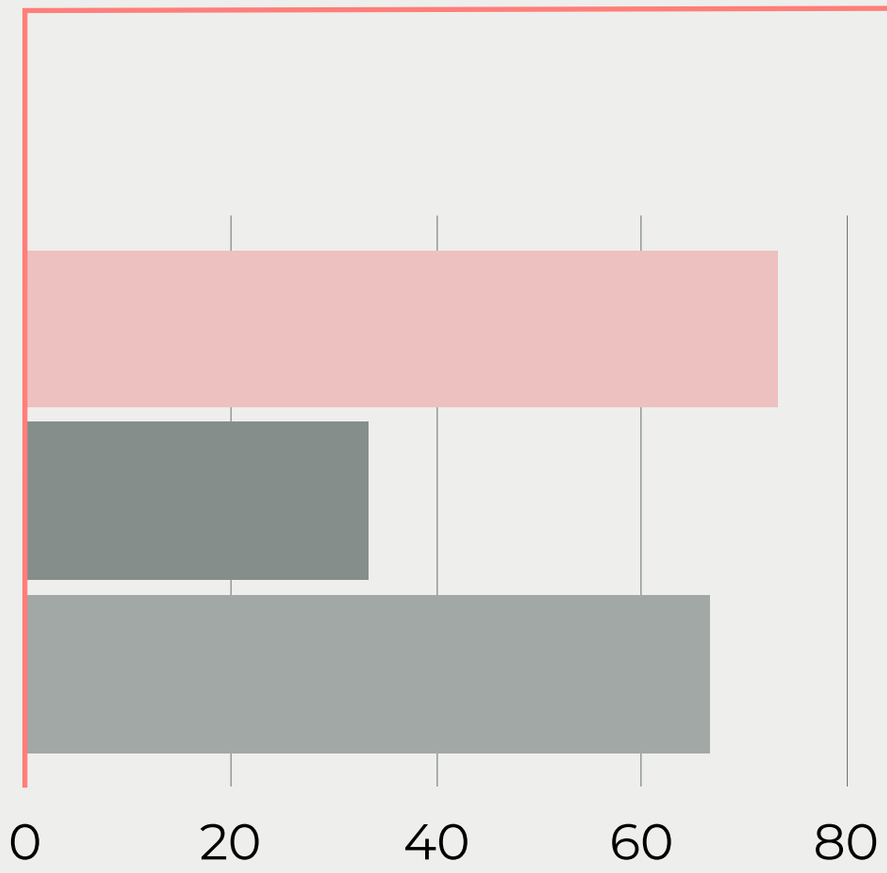
3: Wich device did you use for your search?

73.3% Mobile phone

33.3% Tablet

66.7% Computer

(Multiple Choice option)



Analysis:

Most of the users are visiting booking websites through their mobile phone. This supports the “mobile first“ strategy and is important for the technic and design implementation.

4: How often do you visit hotel booking websites or apps?

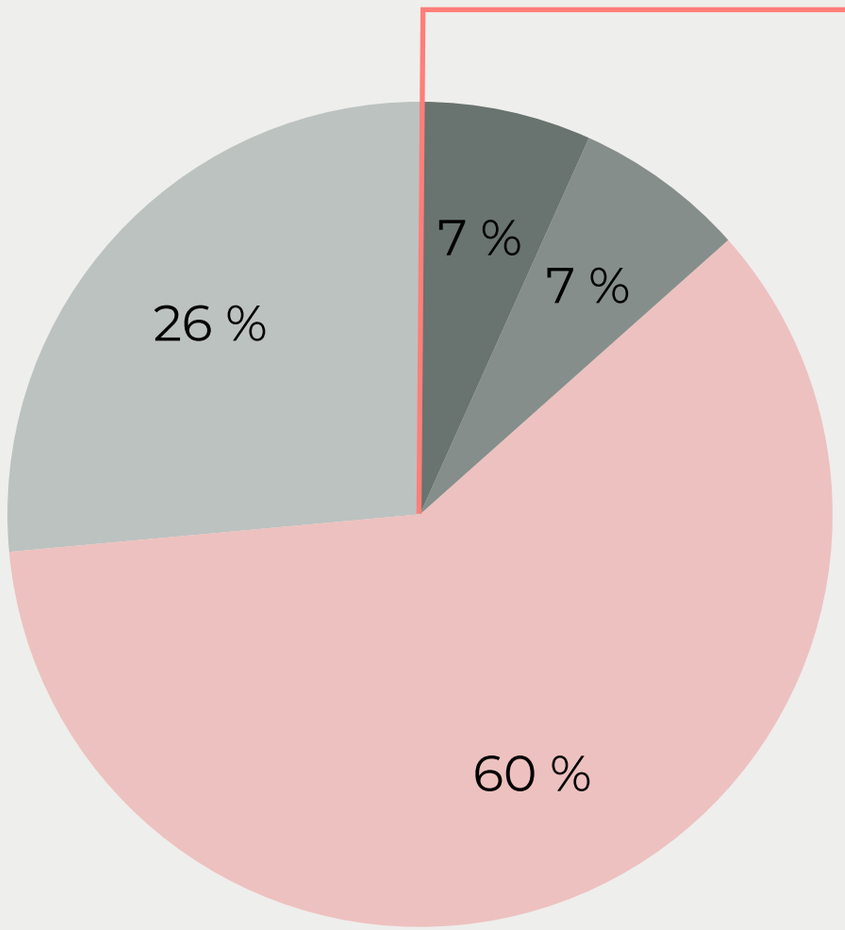
7% Often, more than once in a month

7% Regular, once in a month

60% Irregular, every few month

26% Rar, max. twice a year

0% Other options



Analysis:

This result provides information about the regularity of visits to hotel booking websites. Booking websites are not visited regularly, which indicates that users often don't have the time to learn new features. Functions that users learn during a visit, may be forgotten til the next visit. The user experience should therefore be as simple and understandable as possible.

5: Why did you search for a hotel?

26.7% I wanted to find out about the current prices.

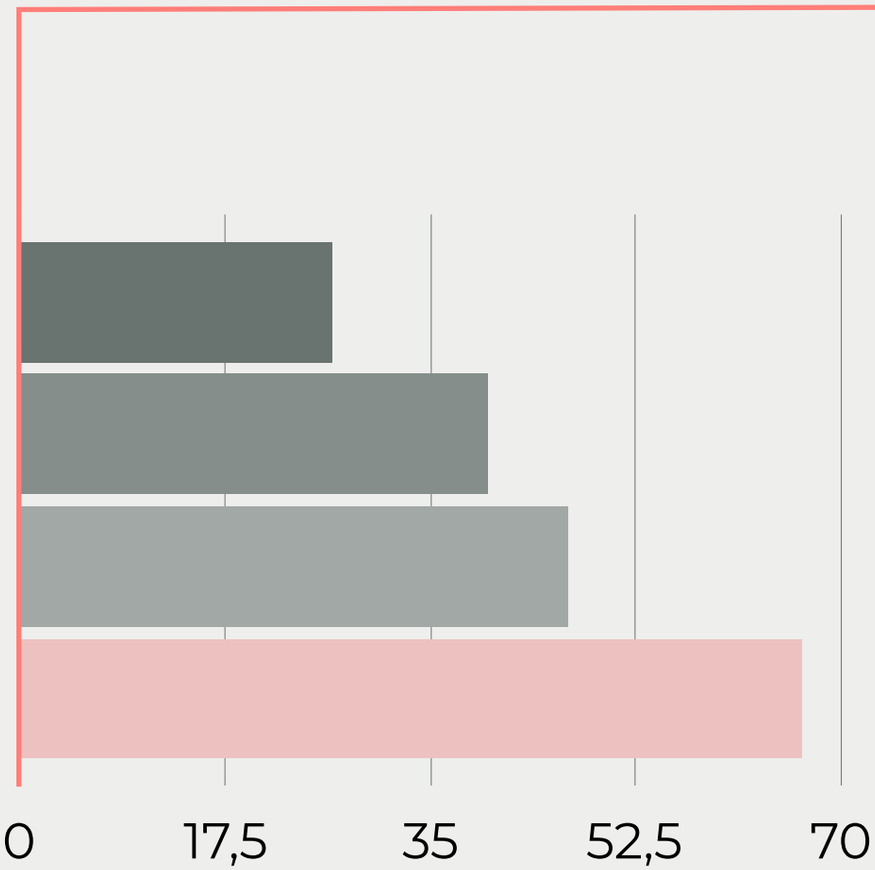
40% I wanted to get inspired for my vacation.

46.7% I wanted to compare hotels.

66.7% I wanted to book a hotel.

0% Other options

(Multiple Choice option)



Analysis:

The majority of the respondents are using hotel booking website to actually book a hotel. So the booking process should be simple and quick.

6: Which booking websites or apps did you use for your search?

27.3% Trivago

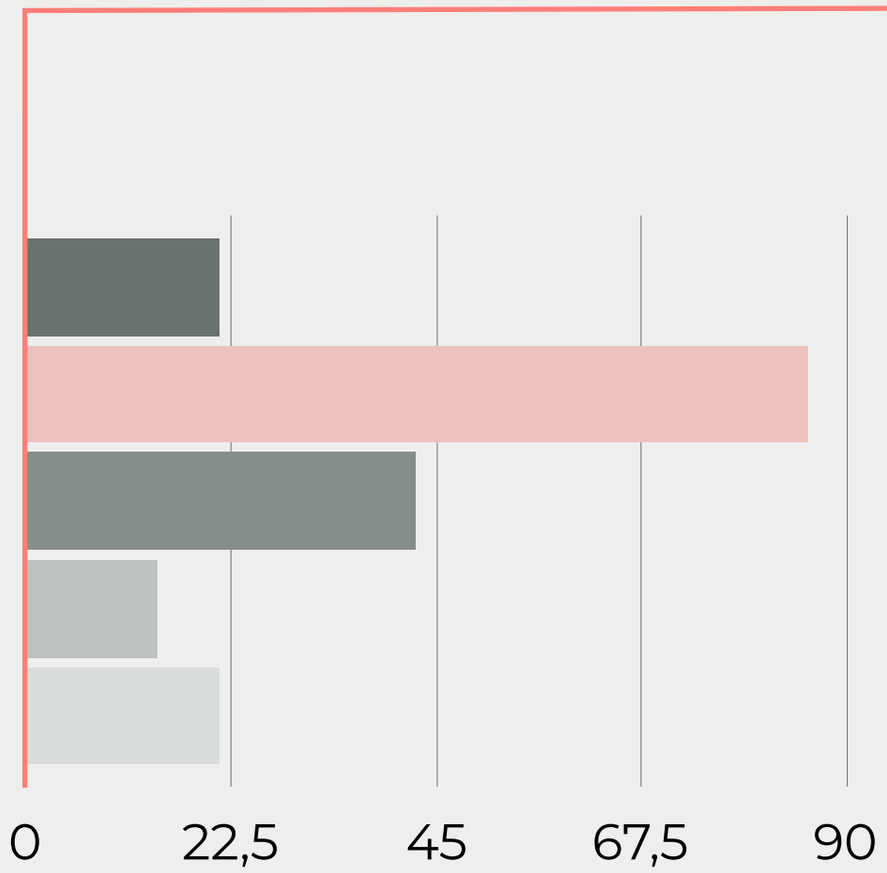
90.9% Booking.com

54.5% Airbnb

18.2% Check24

18.2% Other options: Agoda, TripAdvisor, Google

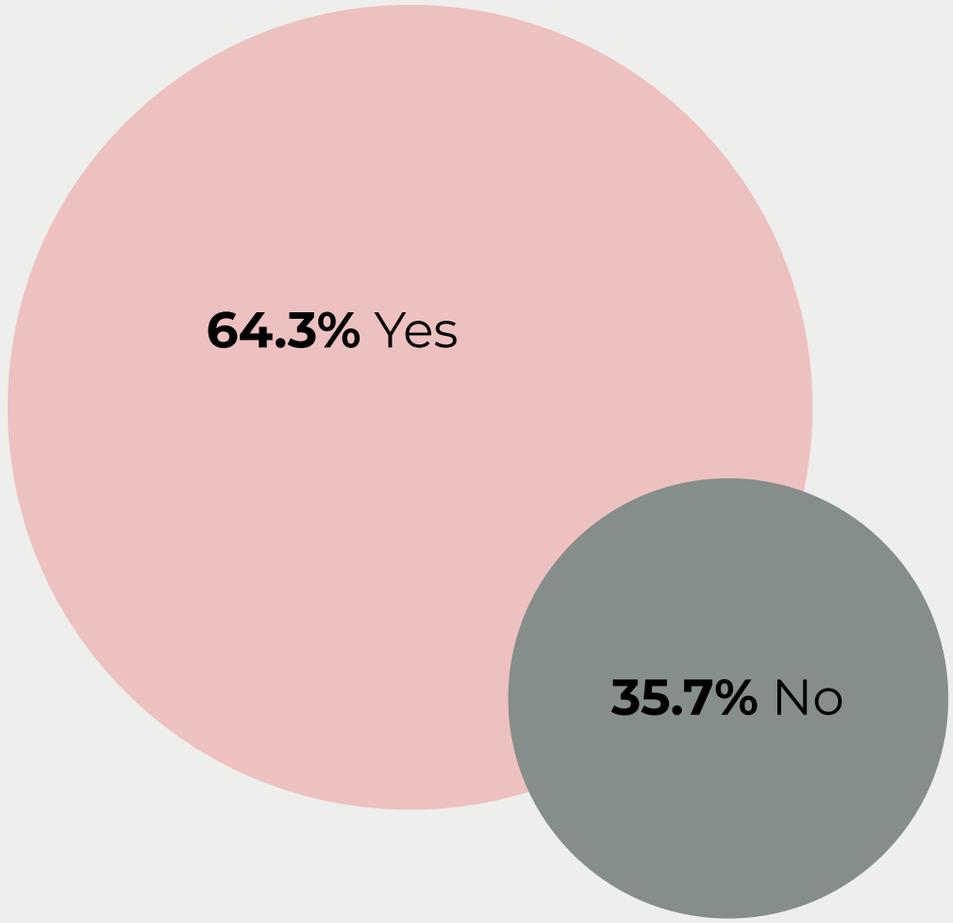
(Multiple Choice option)



Analysis:

This result is important for the search of competitive website and booking tools. To compare features and design of other websites it's interesting to know wich sites are mostly visited.

7: Did you end up booking the hotel through the site?



8: If not, why didn’t you book the hotel?

57.1% I have booked with the hotel itself

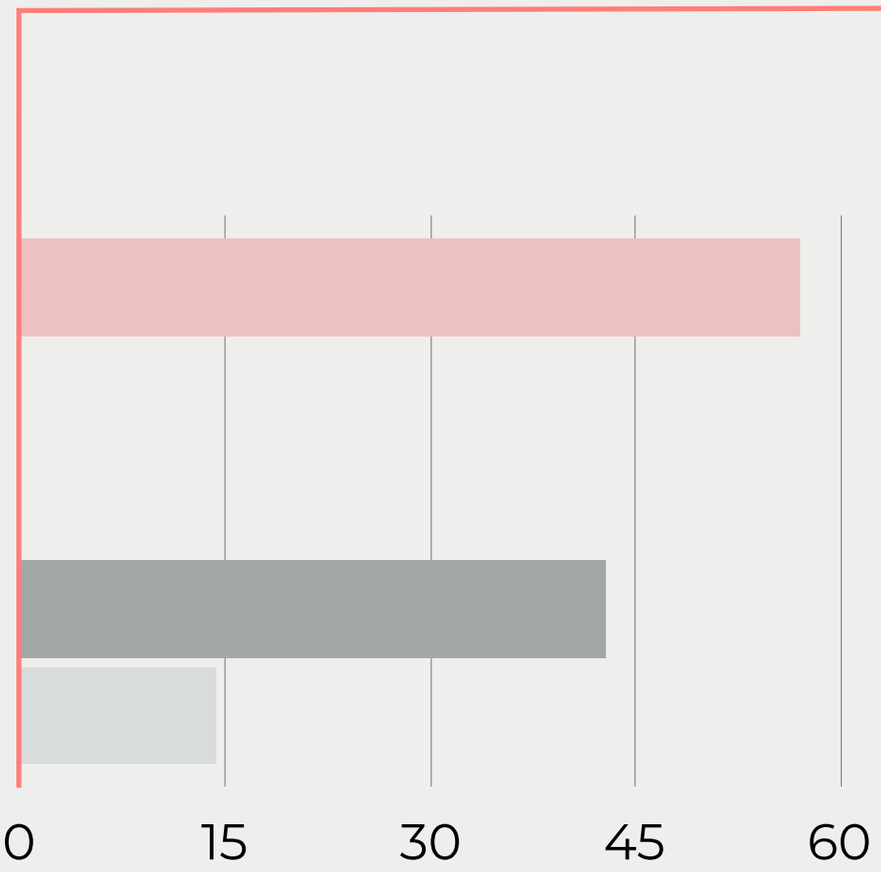
0% There were technical issues

0% I didn’t trust the website

42.9% I didn’t find the perfect offer

14.3% Other option: One of my co traveler booked the hotel, I just wanted to see the hotel.

(Multiple Choice option)



Analyses:

The main reason why the booking process was abandoned, was that the respondents booked the hotel with the hotel itself. Therefore, it is important to think about features that make it easier or more interesting for the user to stay and book on the booking website itself.

9: If yes, how many times did you visit the site bevor booking?

0% Once

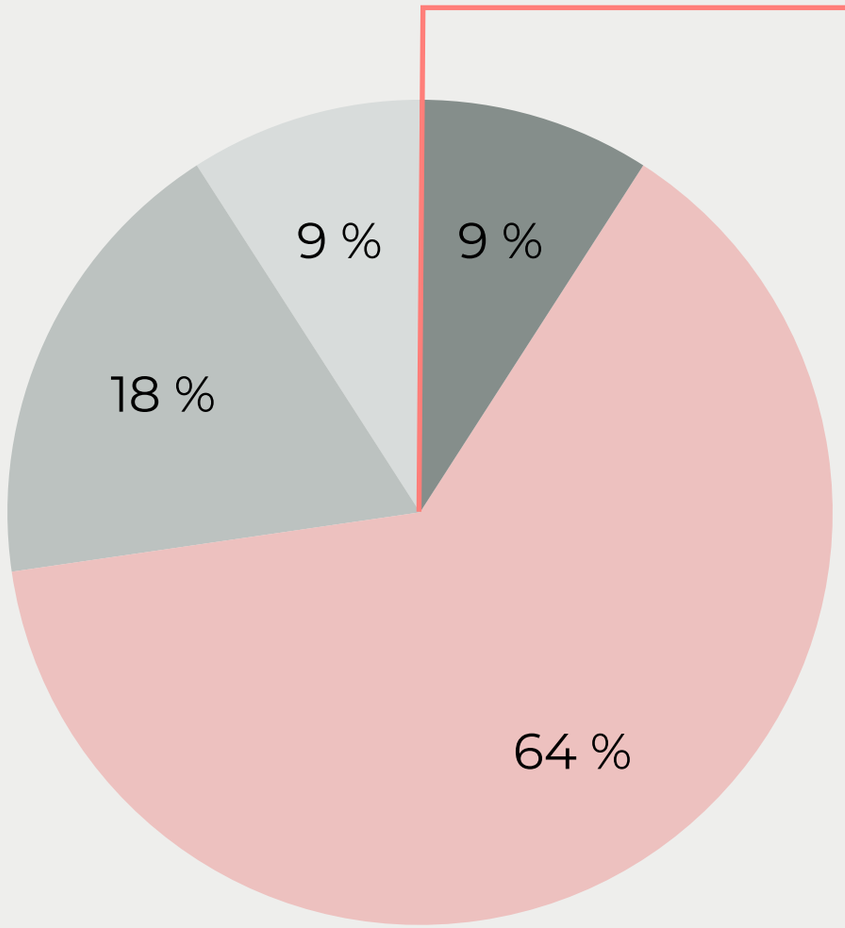
9% Twice

64% More than five times

18% More than ten times

9% Other options: More than once a day for several day to compare price changes and new offers.

(Multiple Choice option)



Analyses:

The booking process does often not end at the first website visit. Most of the respondents visit a booking website more than once bevor they actually book a hotel. Therefor features like 'last search result' are important to integrate.

10: How easy was the usability of the site or app?

40% Very easy and intuitive

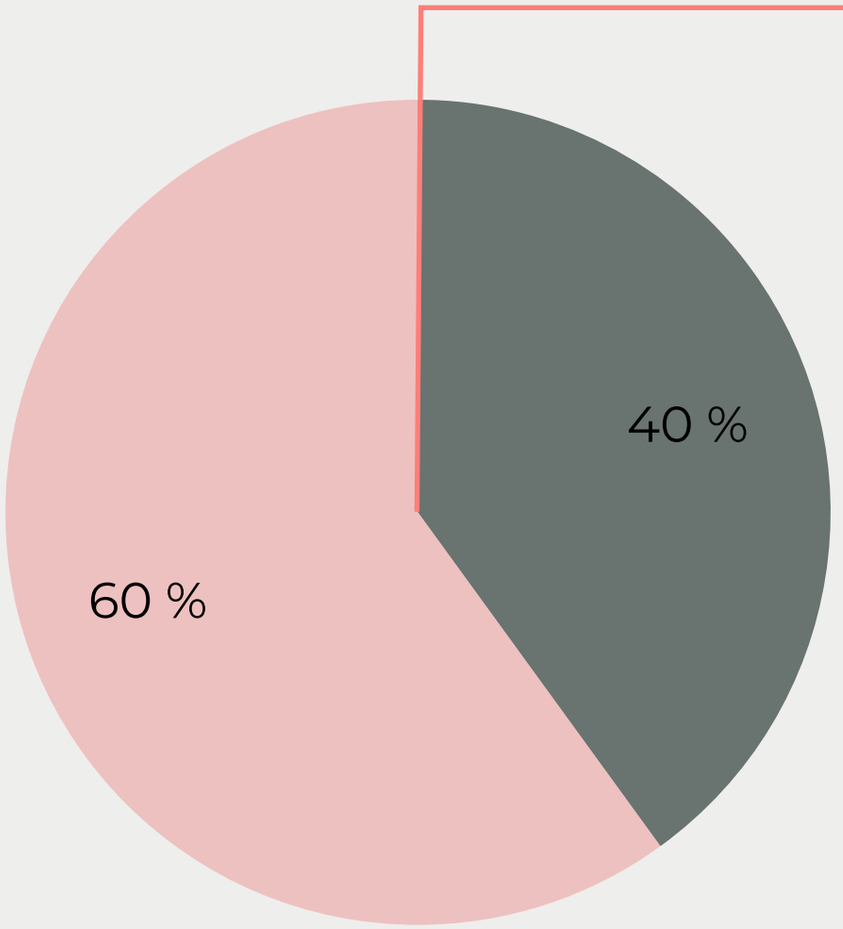
60% Quite ok, I could easy find my way around.

0% It took me a moment to orient myself

0% Not easy, I needed a long time to orient myself

0% Other options

(Multiple Choice option)



Analyses:

All respondents indicated that the usability of the website was easy or that they could easily find their way around. In order to adopt this usability for the new app, the visited website should be examined for its usability.

11: If you could change one thing about the site, what would it be?

Answer 1:

Info like "Only 2 rooms left!" I find interesting and informative, but this should be conveyed less aggressively. It puts you under pressure, you lose the fun in the research and it comes across very manipulative (which it probably should be ...)

Answer 2:

Today the most important thing is the possibility of cancellation. Absolutely necessary is the map clarity. And that you can easy create a clear selection of favorites for yourself. I would prefer to cross out everything on the map that does not fit.

Answer 3:

Don't make it look so old fashioned.

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Checklist for a new hotel booking app

Important work throughs

- [ ] Booking process should be simple and quick to work through.

Features and functions

- [ ] Features that help the user pick up their last search result and to go on with their search.
- [ ] Features that give additional options to the last search result of the user.
- [ ] Features that make it easier or more interesting for the user to book in the booking website itself.
- [ ] Functions should be easy to learn on one visit and easy to recognize on the next visit.
- [ ] Mobile first!

Hotel booking website / apps to look at

- [ ] Trivago
- [ ] booking.com
- [ ] airbnb
- [ ] Check24
- [ ] Agoda
- [ ] TripAdvisor
- [ ] Google

Wishes of users

- [ ] Possibility of cancellation
- [ ] Maps integration
- [ ] Possibility to create favorite hotels
- [ ] Possibility to cross out at the map ever hotel that I don’t want see any further.
- [ ] Information like "only 2 rooms left!" should be used less aggressively.
- [ ] Modern designed look