

Hotel Mobile App Booking Experience

Researcher: Sarah Nicotra

Research issue: Need to observe how end-users navigate the mobile booking experience to identify what makes for an easy, delightful successful experience. Research results will be integrated into the design of STARTUP-X new mobile app.

Milestone: Identify end-user needs regarding search, compare, selection, and final registration functions within a hotel mobile app. Identify specific design requests from end-user (ex:

Business Decision: Using Airbnb and Booking (two top competitors) we'll identify essential UX design features/elements to include as well as things to avoid in the new STARTUP-X mobile hotel app.

Hypothesis: I hypothesize that the end-user will display proficiency in booking but may encounter difficulty meeting reservation requirements that require property and room-specific criteria. Additionally, I hypothesize that the end-user will appreciate the friendly conversational tone of the Airbnb mobile app experience while also enjoying the simplified Booking mobile app way of organizing information and easy to find helpful features like the mapping and comparison tool.

Usability Test Goals:

- Learn about the end-user habits and history of making hotel reservations in mobile apps
- Have the end-user complete the following actions
 - Search
 - Compare a minimum of 2 properties
 - Select a property
 - Finalize booking (up until payment required)
- Identify design features that are easily navigated
- Identify design features that create confusion in end-user
- Identify end-user points of frustration and delight
- Gain insight into end-user thinking

Objectives:

The end-user must book hotel accommodations for an upcoming work conference in Las Vegas.

Here are the booking requirements:

- Dates of travel: September 10-13, 2022
- 2 People in 1 room or suite
- Desire a minimum of 2 queen beds
- Need an in-room fridge to store medications
- Need parking as you've already booked a rental car
- Strongly desire an easy in-app cancellation/refund

Questions we want to know the answers to:

1. What design elements create end-user confusion?
2. What design elements create end-user delight?
3. Currently, how complicated and clunky is the mobile booking experience?
4. How can we improve upon industry app standards?

Participant profile:

- Beth, 62, retired software developer
- Travels frequently - domestically and internationally

Usability Test Script

Introduction

Hi <Participant name>,

Thanks for meeting with me today. My name is Sarah and I'm a UX designer for STARTUP-X. I'm responsible for meeting with people like you to conduct research about how user-friendly a mobile app is. I appreciate you taking the time to meet with me today.

Before we begin I'd like to confirm that I have your permission to record this session.

(record)

The purpose of today's session is to observe and gain insight into your experience as you navigate certain mobile apps and complete a few simple tasks. From a timing perspective, our session should last for approximately 45-60 minutes. Our session is divided into two parts.

First, I'll ask you some general questions about your experience with booking hotel accommodations and mobile app use. Then, I'll ask you to perform a few tasks on two different hotel mobile apps and I'll ask you some questions as you go through the steps.

Before we begin there are a few important things to know.

- I'm responsible for conducting customer research for hotel booking mobile apps.
- We're trying to identify issues that could be fixed to make the mobile app easier to use.
- To do that, we're talking to people like you, and based on your feedback we're hoping to pinpoint areas for improvement.
- I'll be asking you questions and talking you through specific action steps.
- My goal is to gain insight into your thinking as you go through the process of making a hotel reservation.
- The recording from our session today will be used for product research and design purposes, only.

Here are a few things to keep in mind to ensure our session runs smoothly.

- This session is called a "usability test" but it is important to know that we are not testing you, we are testing different mobile apps.
- There are no right or wrong answers, no trick questions.

- If and when you do come across a problem please know that it's not your fault, it's the mobile app's fault.
- In fact, if you run into a problem it enhances my research because it tells me what we need to fix and design better.
- I ask that you be as candid as possible. If you don't like something or are confused by something, please voice that. You don't need to worry about hurting my feelings, I wasn't involved in the design of the apps we will be testing today.
- As you navigate around the mobile app I ask that you verbalize what's going through your head. So, for example, if you're about to click on a button, please say out loud "I'm going to click here because I think it's going to take me to the next page". Or "I'm looking around the screen for the price".
- Basically, I need you to think out loud as it helps me write better notes about your experience.
- In terms of the speed at which you complete your action steps, I ask that you take a slightly slower approach than normal. This allows you to explain your thinking. I'll remind you to think out loud and slow down during the session if needed.
- Lastly, please feel free to ask me questions at any point in time. It is possible I may not be able to answer your questions because we need to usability test to be as realistic as possible.

Do you have any questions for me before we get started?

End-User Background Questions

Personal Questions

1. What's your occupation?
2. Where do you live?
3. How do you access the internet?
 - a. Home? Work? Phone?
 - b. Do you own a laptop or desktop?
 - c. Do you have broadband? Satellite? Fiber?
4. Do you use mobile apps on your smartphone?
 - a. What sort of mobile apps do you use?
 - b. Please describe.

Hotel Mobile App Usage Questions

1. Why have you typically booked hotels in the past?
 - a. Business or leisure?
 - b. What countries/states have you booked hotels in?
 - c. How did you book hotel accommodations?
 - i. Online? Travel Agency? Elsewhere?
2. If booked online:
 - a. Which hotel booking apps have you used?
 - b. Any preferred apps/websites?
3. Describe the last time you booked a hotel accommodation.
 - a. What was the scenario?
 - b. Where were you traveling to?
 - c. When did you decide to book hotel accommodation?
4. What were the most important criteria when booking a hotel?
 - a. Location? Price? Anything else?
 - b. Try to describe how you came to make your selection.
5. Did you compare different hotel options?
 - a. If not, why not?
 - b. If so, what did you compare?
 - c. Which apps did you use?
6. Did you have any particular worries or concerns when booking a hotel accommodation?
7. Overall how did you find the experience of booking a hotel?
8. Is there anything you would do differently next time?

End-User Tasks

For the purpose of this test, we will assume you need to book a hotel for an upcoming work conference in Las Vegas on the main strip. You've already rented a car for transport to/from the airport so you'll require parking on the hotel property. Additionally, you are traveling with a friend who requires a refrigerator for their necessary medication.

There are the requirements for your booking:

- Dates of travel 9/10/22 - 9/13/2022
- 1 room/suite with a minimum of 2 queen beds
- In-room fridge
- On-site parking
- Easy cancellation and refund

I'll have you complete this same task in two different apps.

Your first task is to book accommodation for your upcoming stay using Booking mobile app.



Task 1:
Book hotel
accommodation
using Booking
mobile app

Prompt 1:

Go ahead and open the Booking mobile app on your smartphone.

- Describe to me what you see on this page?
- How will you go about finding hotel accommodations?

Prompt 2:

Next, I'd like for you to search and compare at least two different properties.

- What stands out to you the search results?
- How will you decide which option to choose?
- Show me how you will verify access to parking and fridge.
- Show me how you will view the hotel location.

Prompt 3:

Now, I'd like for you to book accommodation, stopping at reservation details/payment.

- How will you decide which option to choose?
- Show me how you will verify access to parking and fridge.

End-User Feedback on Task 2

System Usability Scale Questions

Please use the following scale for the next several questions.

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

Your second task is to book accommodation for your upcoming stay using Airbnb mobile app.

Task 2:

Book hotel accommodation using Airbnb mobile app

Prompt 1:

Go ahead and open the Airbnb mobile app on your smartphone.

- Describe to me what you see on this page?
- How will you go about finding hotel accommodations?

Prompt 2:

Next, I'd for you to search and compare at least two different properties.

- What stands out to you in the search results?
- How will you decide which option to choose?
- Show me how you will verify access to parking and fridge.
- Show me how you will view the hotel location.

Prompt 3:

Now, I'd like for you to book accommodation, stopping at reservation details/payment.

- How will you decide which option to choose?
- Show me how you will verify access to parking and fridge.
- Was there anything particular you didn't like about that process?
- Was there anything you expected to see but did not?
- Was there anything you were surprised to see?

End-User Feedback on Task 2

System Usability Scale Questions

Please use the following scale for the next several questions.

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. I think that I would like to use this system frequently.
12. I found the system unnecessarily complex.
13. I thought the system was easy to use.
14. I think that I would need the support of a technical person to be able to use this system.
15. I found the various functions in this system were well integrated.
16. I thought there was too much inconsistency in this system.
17. I would imagine that most people would learn to use this system very quickly.
18. I found the system very cumbersome to use.
19. I felt very confident using the system.
20. I needed to learn a lot of things before I could get going with this system.

WRAP UP QUESTIONS

Great, we have concluded your tasks. Thank you! I have a few final questions for you.

1. What do you think about this process you just went through?
2. Overall, how would you rate the user-friendliness of Booking app as:
 - Worst-imaginable
 - Awful
 - Poor
 - OK
 - Good
 - Excellent
 - Best imaginable
3. Why did you give this score?
4. Anything else you'd like to add?
5. Overall, I would rate the user-friendliness of Airbnb app as:
 - Worst-imaginable
 - Awful
 - Poor
 - OK
 - Good
 - Excellent
 - Best imaginable
6. Why did you give this score?
7. Anything else you'd like to add?

Closing words

Excellent, thank you for your time today. We've reached the end of our session. Your feedback is valuable input. Within 24 hours you'll receive a \$100 Amazon gift card as compensation for your time today. This concludes our session. Have a great day. **(stop recording)**