UX Design Diploma: Project 2

Online Survey

Hotel Track



By Kathryn Wheeler

Objectives

- Learn more about the goals of people that use websites and apps relevant to your chosen case study: what they are trying to do, whether anything is preventing them from doing it, and what other features they would like to see

- Learn how to create an online survey

- Use the project materials to build your portfolio

Tasks

- ❑ Define your research objectives - what are you trying to learn from the survey?
- ❑ Choose which survey tool you want to use - we'd recommend Google Forms as it's free.
- ❑ Create an online survey, following the guidelines from the video lesson and using our sample survey as a starting point.
- ❑ Distribute the survey via email, LinkedIn or whatever channel is most appropriate for you.

Overview

Research Objectives

Establish how users approach booking a hotel online. What platforms they prefer, the methods they use and what their objectives and expectations are when booking.

Survey Tool

Google Forms

Number of respondents

31

Survey Period

2 April 2023 - 19 April 2023

Question Types

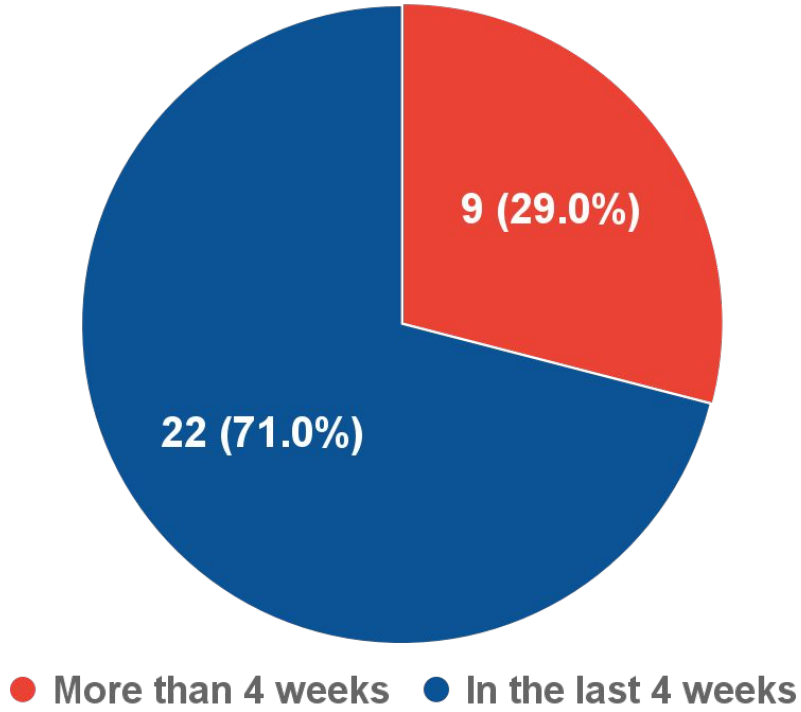
5 Structured Questions
5 Unstructured Question

Platforms distributed

- Personal Contacts (whatsapp)
- Surveyswap

Question 1

When was the last time you visited a hotel website or app?



Question Format

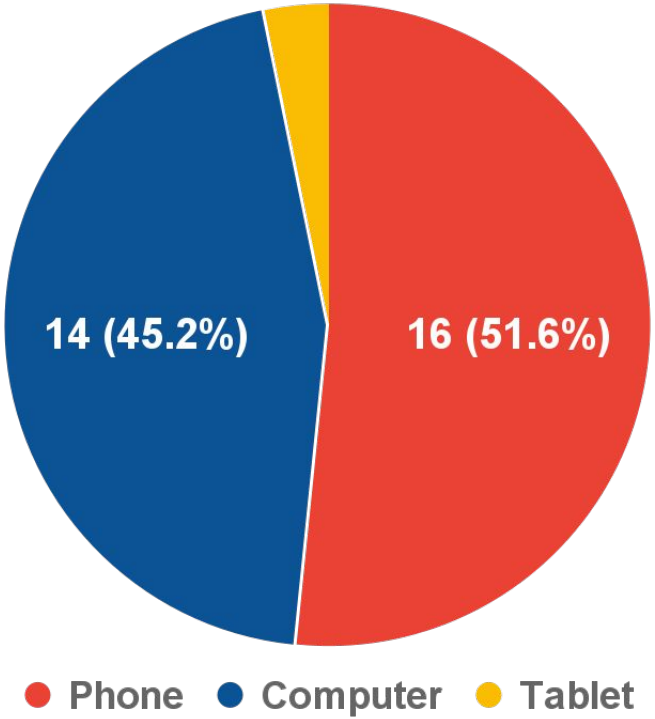
Structured

Purpose of the Question

To determine which number of users have a clearer memory of their experience.

Question 2

Did you check out the hotel website or app on your phone, computer or tablet?



Question Format

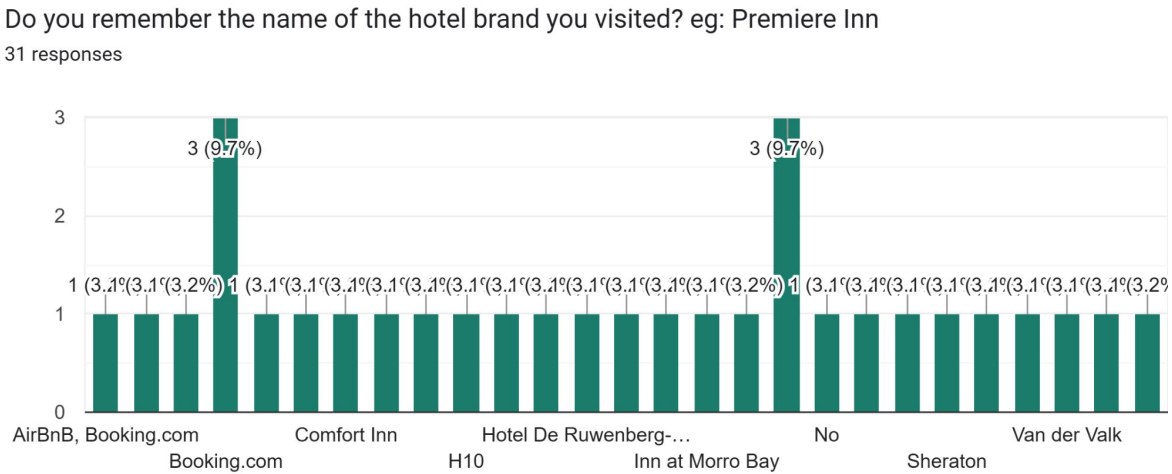
Structured

Purpose of the Question

To establish which digital device users prefer to browse / search on. Useful when prioritising focus on responsive design.

Question 3

Do you remember the name of the hotel brand you visited? eg: Premier Inn



Question Format

Unstructured

Purpose of the Question

Establish the lead hotel products in user's minds or to give us more competitor websites to explore.

Question 4

Why did you visit the hotel website or app that day? What were you trying to do?

- Book a room
- Book a hotel for one night and check their pet policy.
- Enquire about a reservation
- Book a suite
- Stay for the night
- Look at the rooms
- Compare prices
- Book a hotel
- Business accommodation
- See rates and locations
- Book a room for future travels
- Book a trip over Easter
- Contact hotel to adjust a booking
- Check prices to book two rooms
- Learn about the hotel, it's amenities and quality
- Look for a hotel for holiday
- Trying to explore their rooms
- I was checking prices for hotels/hotels/ryokans in Osaka, for the cherry blossom season.
- Price check
- Look at prices.
- To learn about when their restaurant was open
- See the time for breakfast
- To book a room, spend time in a new environment .
- Confirming booking and hotel services

Question Format

Unstructured

Purpose of the Question

Establish general goals of the user when visiting a hotel website.

Question 4 (Cont'd)

Why did you visit the hotel website or app that day? What were you trying to do?

- Was planning a trip to Barcelona and wanted to book ahead of time
- Looking for prices
- Find out whether swimming pool facilities were available and if so, opening times and whether there was a cost.
- I was looking at hotels for my honeymoon
- I needed to find accomodation for a business trip
- I was interested in booking a room

Question Format

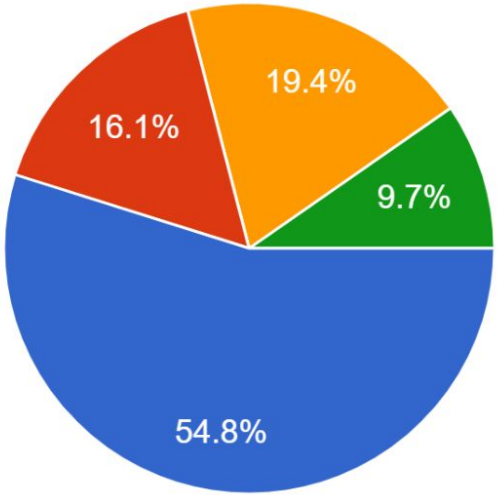
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Purpose of the Question

Establish general goals of the user when visiting a hotel website.

Question 6

How long did you think your search would take?



- 5 - 10 mins
- 15 - 20 mins
- 20 - 30 mins
- More than 30 mins

Question Format

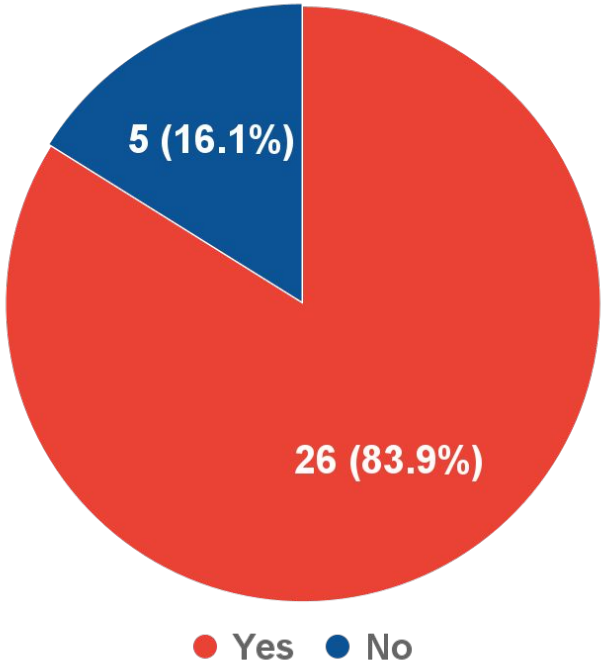
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Purpose of the Question

Establish how long the users expect to take in their search.

Question 7

Did you manage to get through with that task?



Question Format

Structured

Purpose of the Question

Establish if their goal was successful. Not necessarily useful but follow up question gives us some insight to the roadblocks users face.

Question 8

If No, do you mind explaining why?

- N/A
- Couldn't find the time online
- wasn't focused enough, haven't found something that got me like "oh yes, this is it".
- Decided not to go as pricey
- They had no email contact, only an international phone
- Took too long, too expensive

Question Format

Unstructured

Purpose of the Question

Gives us very useful insight on the roadblocks / pain points users experience when trying to book on a website and ensures we do not replicate them

Question 9

Was there any part of the search process that you really liked? Or found helpful?

- maps shown of hotel locations
- A detailed description of the amenities
- Not really
- Prices from low to high in area
- The website was easy to navigate
- Room and breakfast options
- Attractive first images
- Simple and easy
- Plenty of information
- Map with locations and price per night on each
- when the internet was loading fast enough to see the proper format of the site page
- Na
- The map. Images.
- Suggestions as to when it was available (as my preferred dates were taken)
- Finding the actual website was easy.
- I liked the visuals with the info, being able to interact with a chat for assistance or calling if I was really stuck. I also liked the prices given in two currencies for comparison.
- Yes, I liked the layout of the website
- Facilities list; location info; reviews
- Comparing prices
- The special offers tool for the holidays

Question Format

Unstructured

Purpose of the Question

Establishing positive experiences the user liked so we can replicate in our own designs

Question 9 (Cont'd)

Was there any part of the search process that you really liked? Or found helpful?

- I was able to filter by various options (e.g. are onsens available), and sort by price. Otherwise, the search process is pretty straightforward and conforms to what I expect: if I tell Booking.com the place I want to visit and when I want to visit, I'll be given a list of results.
- User friendly and easy to navigate.
- Pictures of the rooms.
- Clarity of discretion of hotel accommodation
- Local information
- Ratings and reviews, did it through booking.com
- That you were able to select options
- When I found the section on the swimming pool all the information on price, times was there. Not always the case when looking for the same information at other hotels.
- The reviews and the pictures online
- Filters
- The pictures of the hotel

Question Format

Unstructured

Purpose of the Question

Establishing positive experiences the user liked so we can replicate in our own designs

Question 10

Was there any part of the search process that you really disliked?

- No
- sites felt cluttered on the phone's browser
- Rigid navigation system
- Could NOT see good pictures of the room. Needed to see if suite had a good divider or separate bedroom and living area
- Website got stuck and restarted again
- The website was slow
- Interface poor when trying to book single occupancy room. Hard to change from default of 2 people.
- Not easy to find map location of hotel. Would be nice for easier comparisons
- Nothing
- Too much information
- When there are so many different places to go that it gets confusing
- I think there were some navigation issues with booking.com and sometimes too much information to process when trying to reserve (like car rental prompts, etc.)
- That I didn't feel that I had an overview still
- The information was under fitness/gym and not immediately obvious as information about the pool. Had to look for it.
- Not really
- Too many options

Question Format

Unstructured

Purpose of the Question

Establishing negative experiences the user disliked so we can avoid them in our own designs

Question 10 (Cont'd)

Was there any part of the search process that you really disliked?

- Na
- Promoted hotels & dynamic pricing
- Only afterwards getting more hotel ads when on F/B
- Finding information on the page itself was not easy
- Trying to figure out if there was early check in and cost for parking.
- Yes, the website was easy to navigate
- Hard to find check in/out info
- The ads and design
- Some pages did not load.
- Minor comment: certain features, e.g. WiFi availability, are only visible once I click on a hotel/hotel/ryokan to view it. These features should have been visibly listed (e.g. as icons) on the search results page (list)
- Not with the Booking app, but other sites don't feel as straightforward.
- Payment page was not great.
- None

Question Format

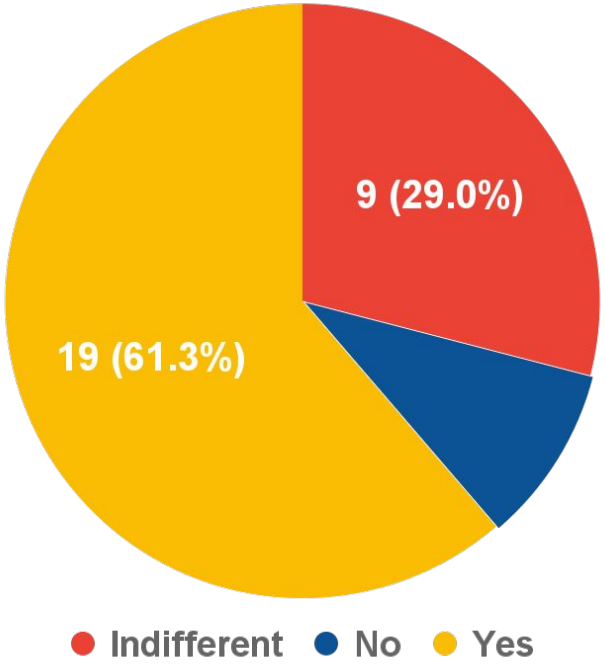
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Purpose of the Question

Establishing negative experiences the user disliked so we can avoid them in our own designs

Question 11

Were you satisfied with your experience on the hotel website or app?



Question Format

Structured

Purpose of the Question

Getting an idea of how many users are satisfied with their experience on certain websites.