Tablet Hotels

Usability Testing: Results Deck

April 25, 2021

Project Overview

We reviewed the tablethotels.com site with the goal of improving both search experience flow and functionality to match the needs of our target audience and support strategic business goals.

This Approach Document focuses on what we plan to do for user testing of the search experience. This will serve as a the outline as we build out the Discussion Guide.

There are three interaction models we'll be examining:

I.   Search module

II.   Indexing search groupings (destinations/locations, Interests, etc.)

III. Search results (hotel listing)

What is Usability Testing?

Usability Testing is often confused with Market Research. Market Research is gathering information about consumers' needs and preferences.

Interactive applications (websites, mobile / tablet devices) however require specialized research tactics known as Usability Research. These studies tend less to focus on understanding a target's *perception* but are **instead keyed towards measuring a target's** *performance* **and usage of interactive applications**.

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Goal of the Study

The goal of this study will be to find out if users are able to understand they can either enter hotels/destinations or interests on the default screen. The question is if this needs to be explicit with two different search boxes or streamlined into one. Either way, the user needs to somehow be able to index both structured (i.e., amenities, features, etc.) and unstructured data as they go through the experience.

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The Plan

We will conduct a **Rapid Usability Study**, one-on-one user behavioral sessions, with 10 users on mobile. The feedback and insights of this will guide optimization.

We will be alternating sessions of either leading with Solutions page **Prototype A** OR **Prototype B** using this framework:

(1) Warm-Up (2-3 min.)

(2) Search Widget Page (30 min.)
Messaging & intent followed with task-based exploration that will probe the user to go through the experience.

(3) Compare with Alternate Search Widget Page (15 min.)
Let user explore the similarities and differences between this and the alternate search page. Which is better? Why?

(5) Post Session (2-3 min.)
General feedback.

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Field & Recruiting

Total of 10 respondents with the following attributes:

- User Type: 6 New Users / 4 Customers
- Country: 6 US / 4 Others (2 UK, 1 Austria, 1 France)
- Gender: 50 / 50 Split
- Age: 25-54
- Race: 7 White / 2 Asian / 1 Hispanic or Latino
- Income: $100+
- Children: 7 No Children / 1 School Aged (6-12) / 1 Adolescent (13-17yrs) / 1 Adult (18+)
- Education: 6 Undergrad / 4 Postgrad
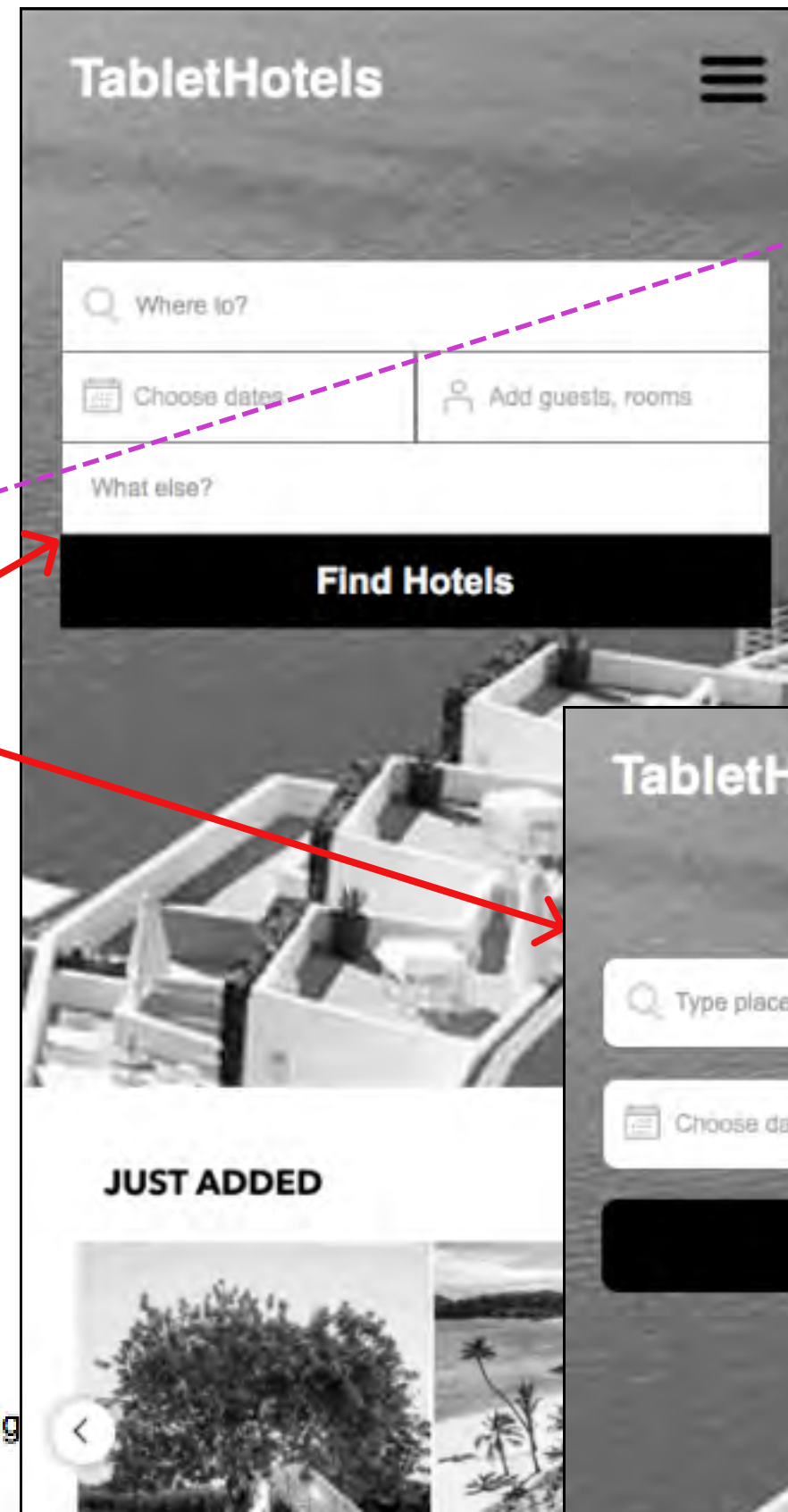
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Methodology
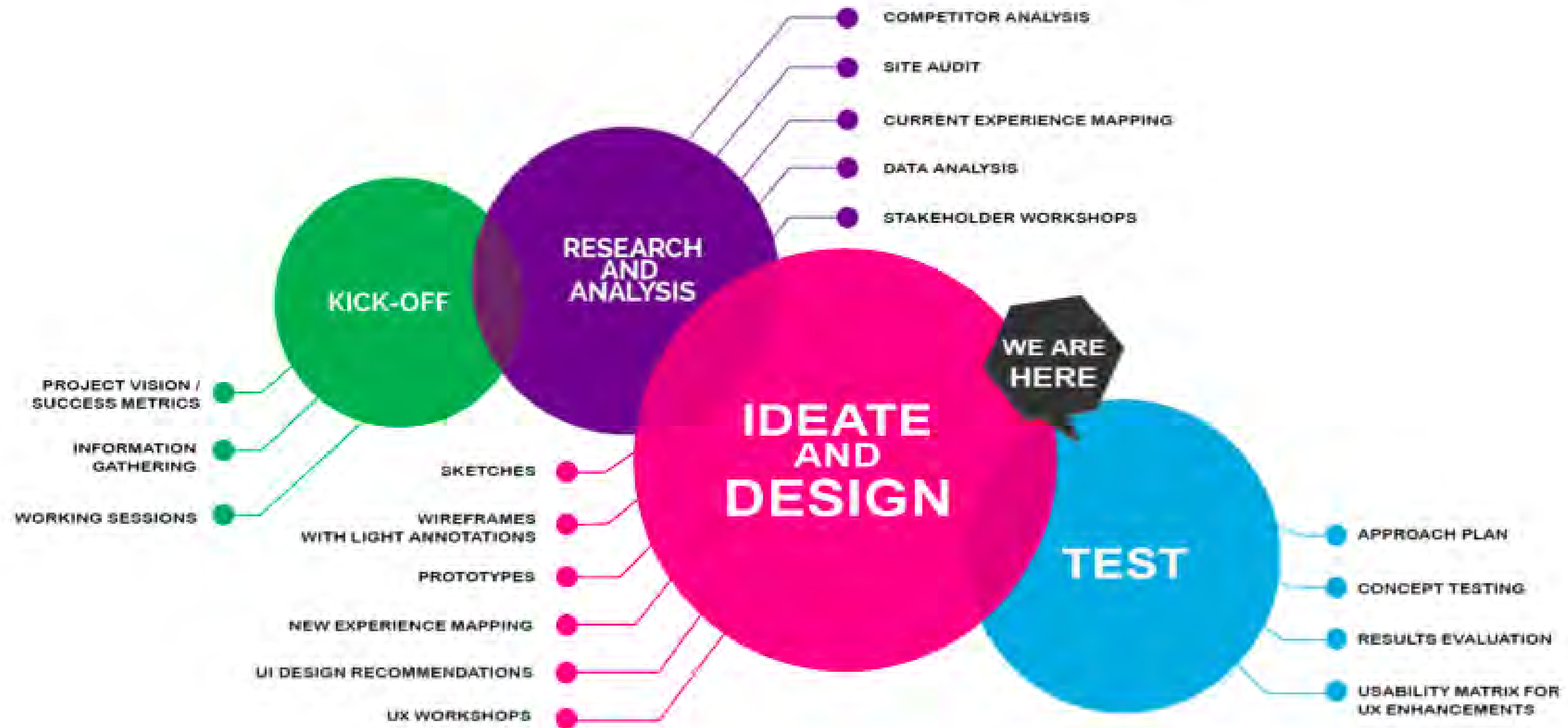
[PROTOTYPE A & B]

TASK 0:
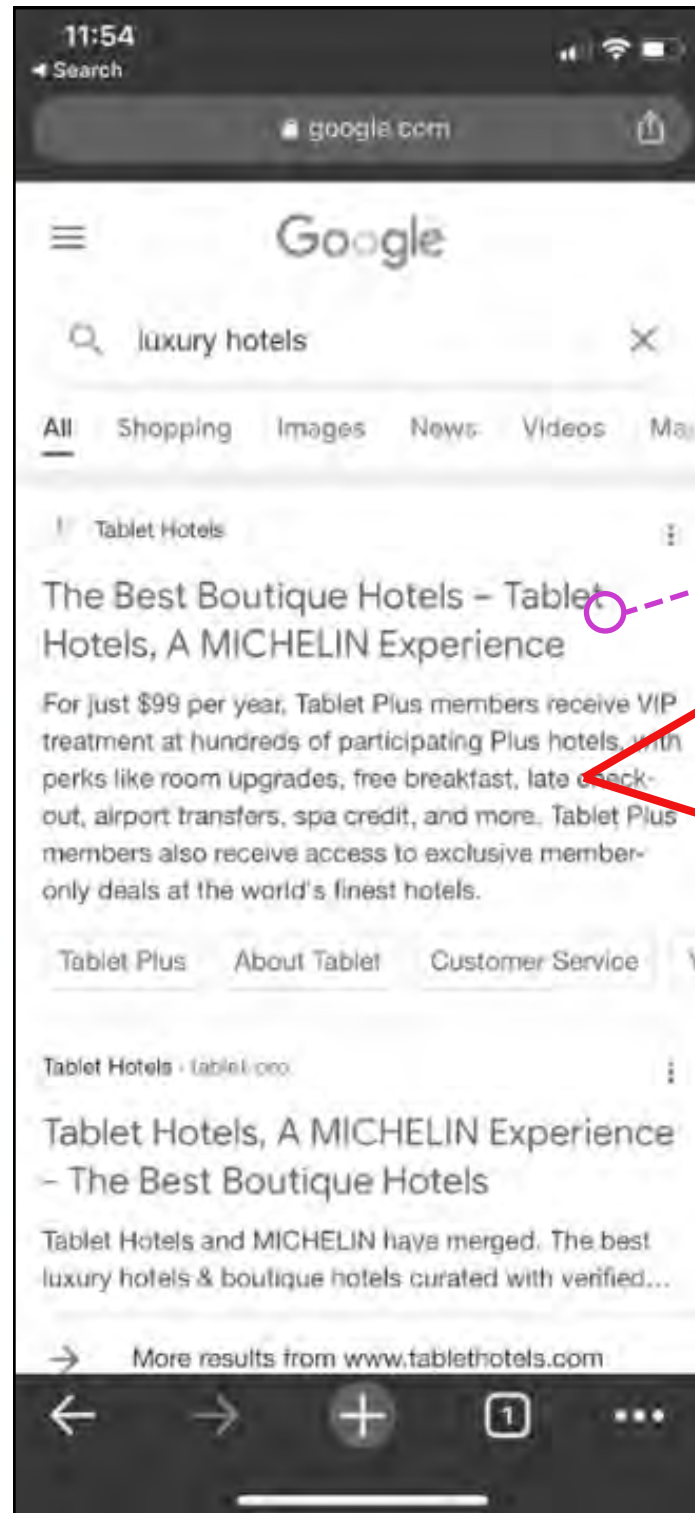
"Let's say you wanted to plan a nice trip so you searched for 'luxury hotels' on Google and these are the results."

Situational Set-up

Prototype A

Google Search Result
Most recognized the Michelin name / "boutique" / description of Tablet Plus and thought this was interesting. Some expected to have more of an explaination of the program on the homepage. For the ones that were unfamiliar with Tablet AND didn't read the description they assumed this was a hotel chain (i.e., Marriott).

RECOMMENDATION:
• Perhaps adding some verbiage about Tablet Plus would help users better understand the program
• Moving up the "...Original Boutique Hotel Curator" could also help those that thought this was a hotel chain.
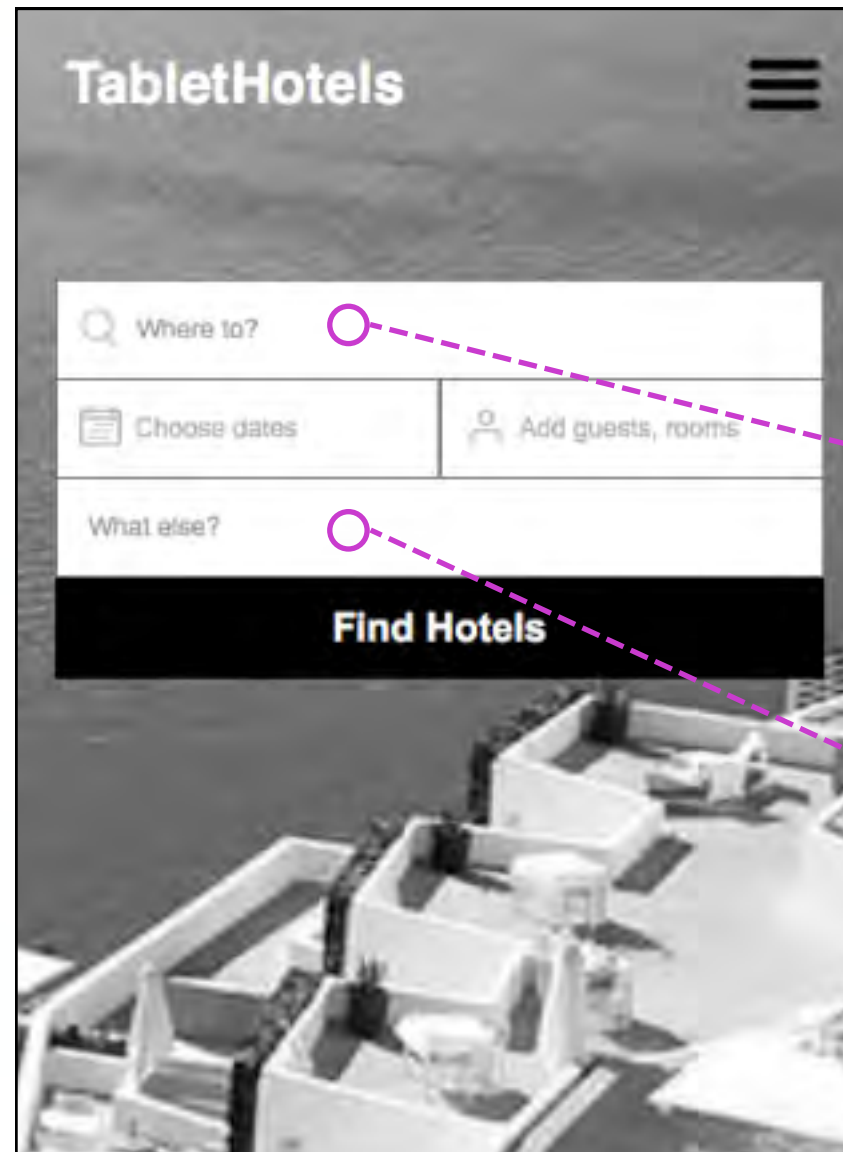
Prototype B
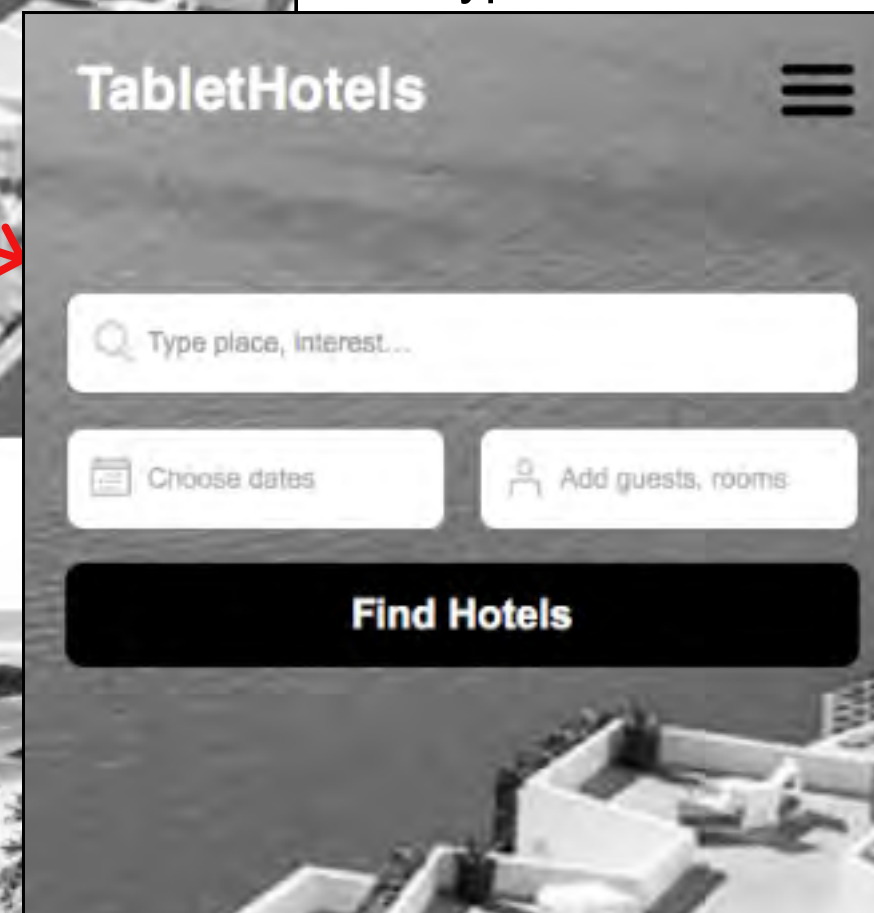
[PROTOTYPE A]

TASK 1:

"What would you do to only look for hotels near shopping?"

Initial Search

PROTOTYPE A

Homepage

OVERALL
The hint text made the distinction between the two search fields (i.e., Where to?) very clear. Because this isn't a familiar search engine site, the idea of being able to put in multiple search terms was a hurdle for almost all respondents.

Most also said they would normally add a destination and/or date if they know where they're going. The idea is to narrow it down as much as possible for the fear of a long list at the end. One respondent did say he preferred to keep it open for fear of missing out on something great.

RECOMMENDATION:
• Consider adding more help text (i.e. tool tip) to show examples of how the searches could be used (type and number of terms).
• Allow for both types of users in the UI so keep as many optional as possible.

WHERE TO?
Out of the two searches, this one was most familiar b/c of both (1) Positioning and (2) Hint text. The type of data that could be entered was straightforward and was almost second nature. Everyone understood this very clearly.

RECOMMENDATION: Keep the same

WHAT ELSE?
This search was less clear because it's not as familiar. The hint text did help communicate would could go into it.
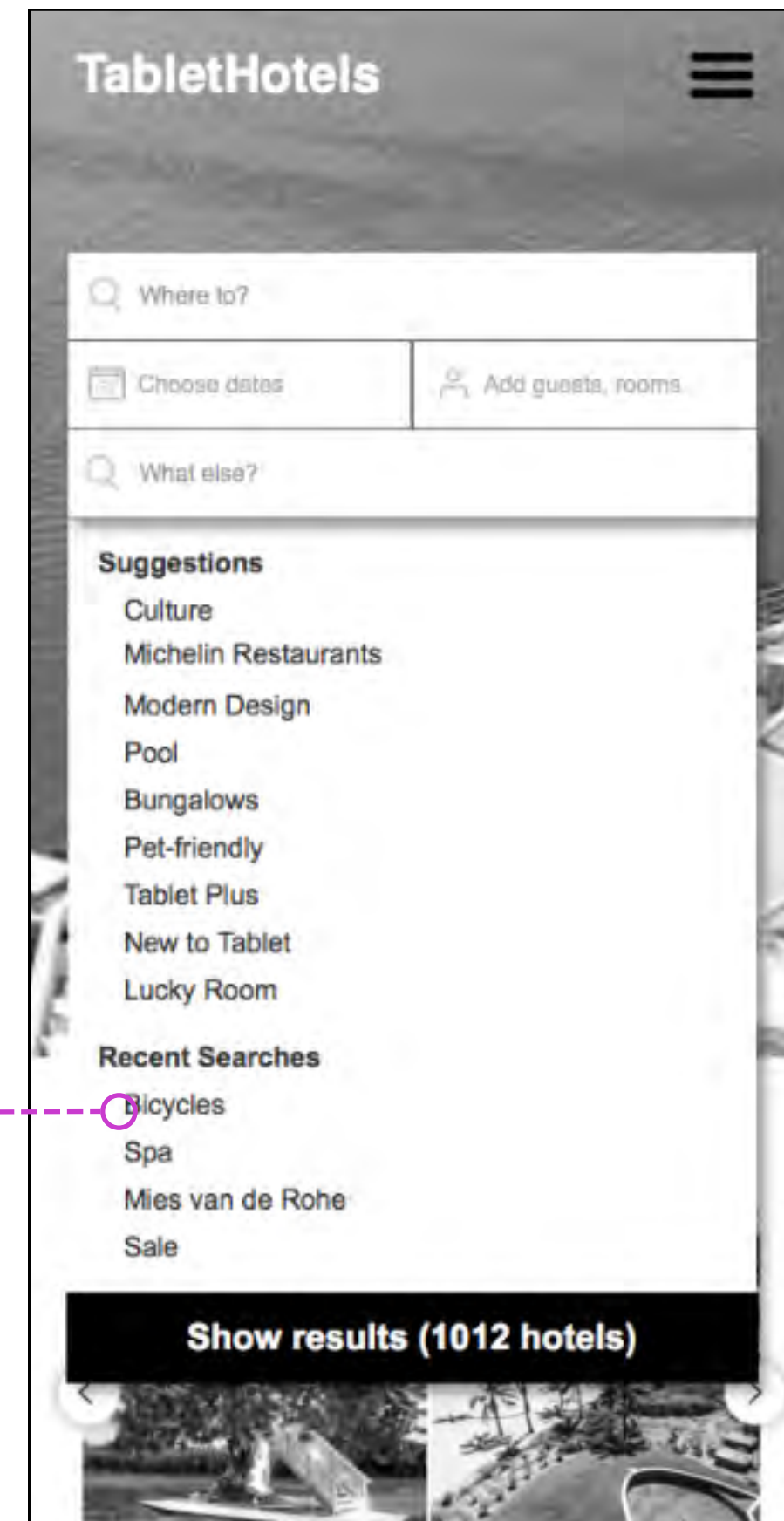
RECOMMENDATION:
• Try using another term that's less ambiguous and / or add a tool tip that would help users understand what to put in here.

SUGGESTIONS
Some respondents said that these suggestions were helpful in understanding what could be entered into the search.
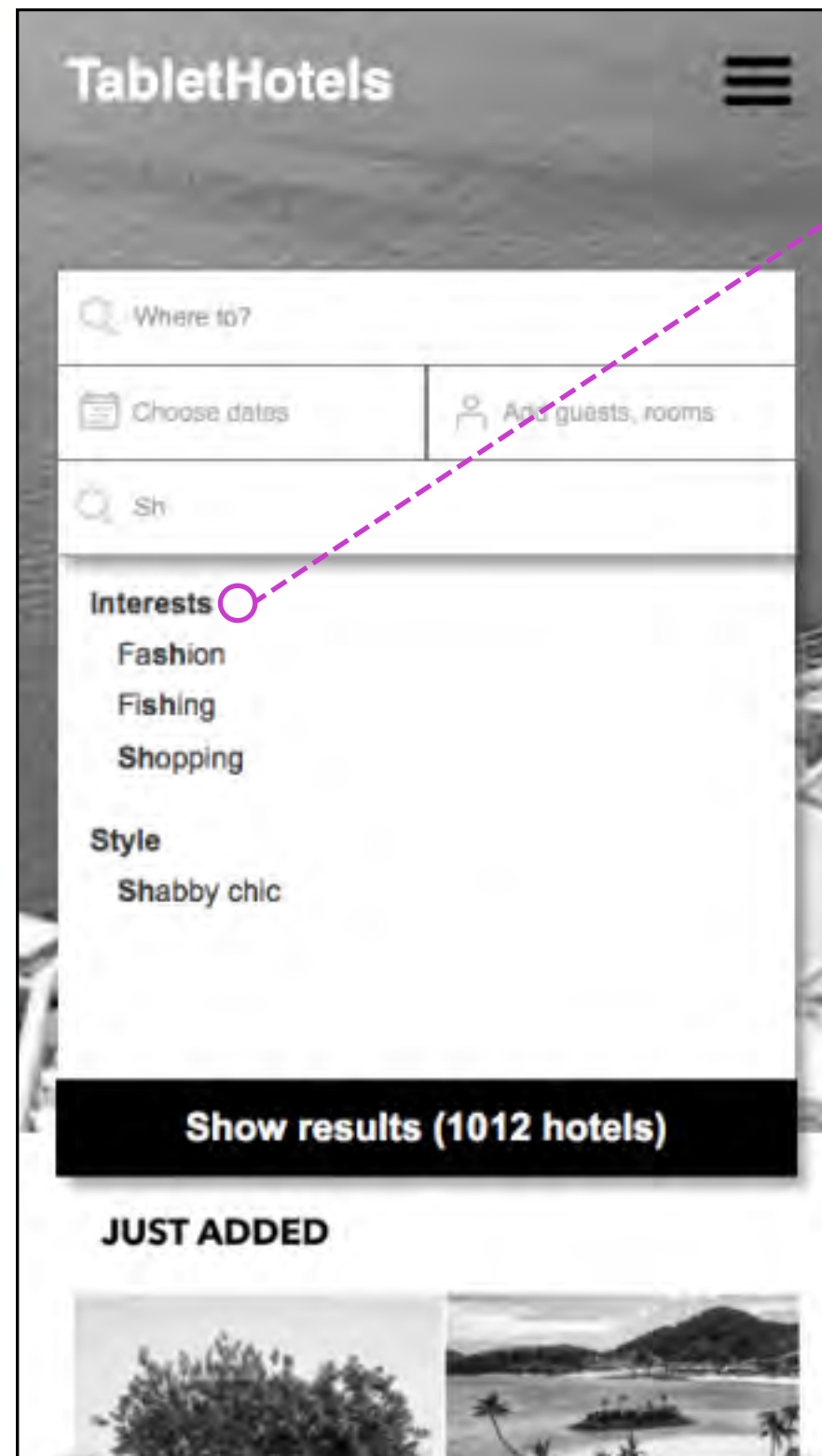
RECOMMENDATION: Keep the same.

Using Search

TYPE AHEAD
All respondents understood this and understood why these terms were here and were able to find "Shopping" with little effort.

RECOMMENDATION: Keep the same

SELECTION PILLS
The purpose of this was clear but a few did mention because of the style they epxected to only select one and for the site to automatically take them to the results.
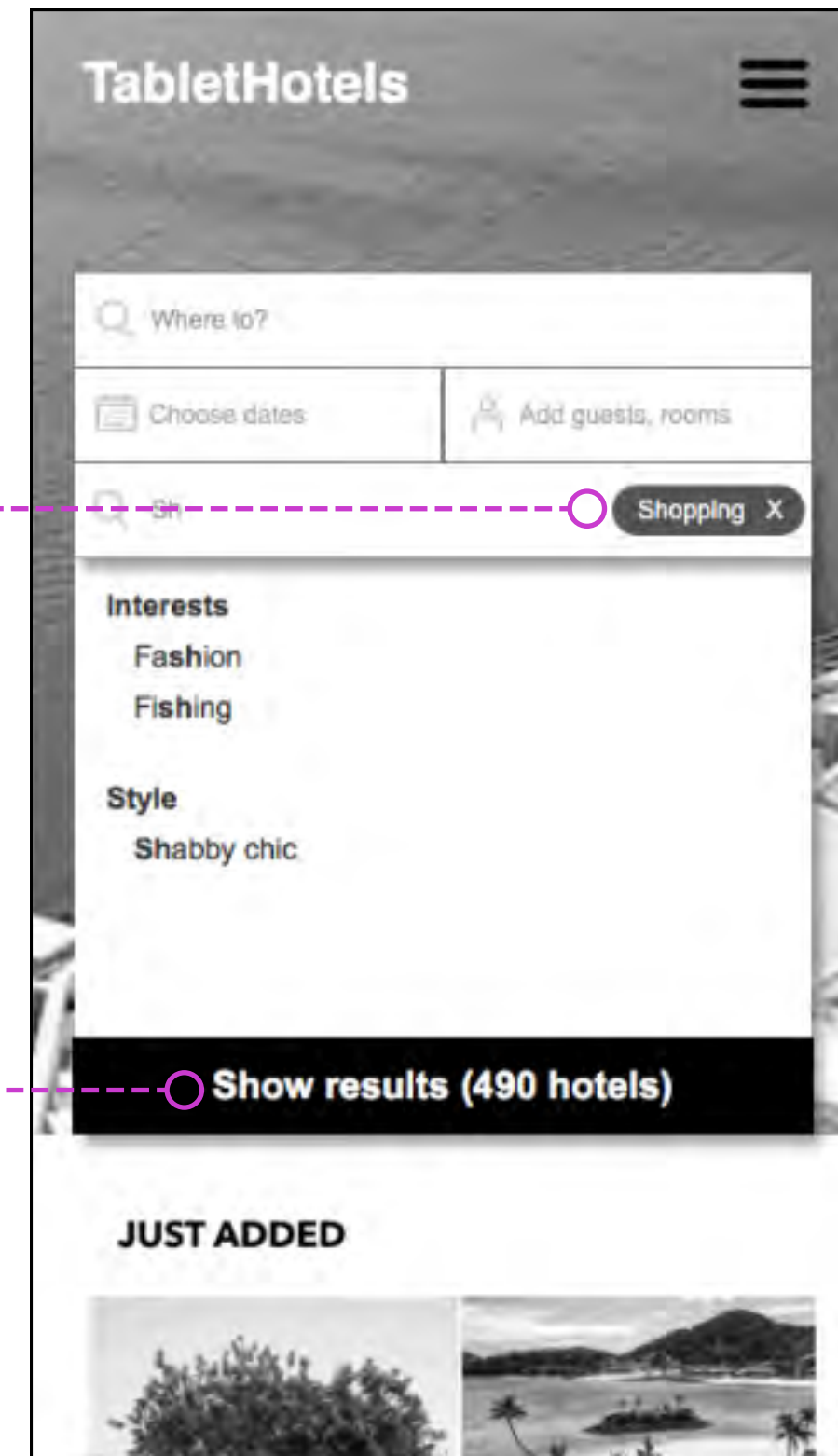
RECOMMENDATION:
  • Same suggestion as previously mentioned with the tool tip could help with this.
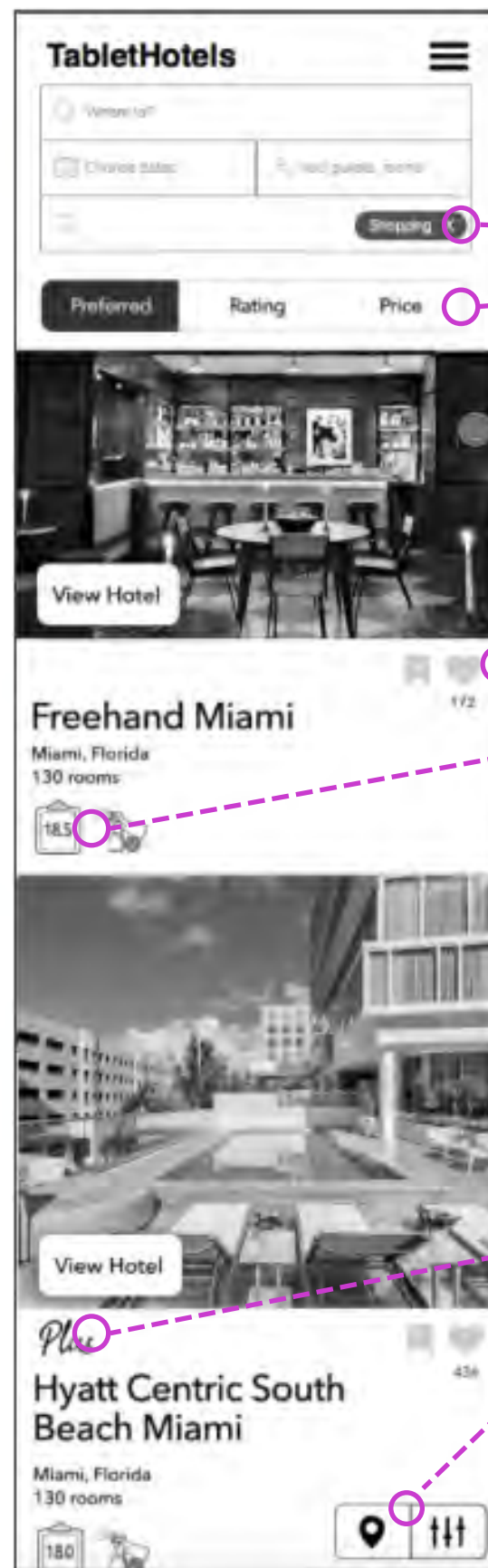
SHOW RESULTS
This was clear to everyone that the number of hotels are reflective of the search criteria entered.

RECOMMENDATION: Keep the same.

Results Page

TabletHotels

Where to?

Change dates · Add guests, rooms

Shopping

Preferred | Rating | Price

View Hotel

Freehand Miami
Miami, Florida
130 rooms

18.5   1/2

View Hotel

Plus

Hyatt Centric South Beach Miami
Miami, Florida
130 rooms

180   43k

OVERALL
A few mentioned they expected to see more information as it relates to the criteria of "shopping". How far are the stores from each hotel? What kind of stores? How many stores?

Recommendation: Consider adding more info on each hotel.

PILLS
The position and purpose of this was clear.

Recommendation: Keep the same.

BOOKMARK & HEART
[Heart] With these two next to each other, the distinction between them wasn't clear. Most associated the heart with Instagram likes because of the number below it. But then associated it with others that's just viewing the hotel to like it (versus having stayed there) so the value of it was mixed. Some also expected to compare hotels with the heart.

[Bookmark] This seemed similar to bookmarking a site but some respondents questioned wouldn't using th heart do the same thing?

Recommendation: Consider consolidating the functionality of the two or clearly define it for users.

PLUS ICON
At first glance, one respondent thought this was part of the name of the hotel. Most understood this to be part of the aformentioned membership. It wasn't clear to some that the definition could be found by clicking on it.

Recommendation: Perhaps changing the logo to "Table Plus" so it's more clear. Also, somehow make it look more click-able (i.e. button?).

SORT
For the most part, these were clear, but out of the three "Preferred" was ambigous. Is this based on Tablet's selection or on guests? What's the criteria?

Recommendation: Either use another term or somehow clearly define how some are considered "Preferred"

RATING & CLEANING
[Rating] Again, because these were next to each other some made the association that the score was reflective of the cleanliness. Most understood this was some kind of rating, but the scale of the scoring model was unclear (i.e., 20, 100). Because the scale wasn't conventional, it seemed to cause unnecessary mental load to understand if this was a good score.

[Cleaning] Almost all respondents understood this.

Recommendation: Consider using a more conventional rating system (i.e., 100 point scale).

MAP & FILTER
The placement and style were clear to most respondents. One respondent expected filters to be in the top right of the screen (near sorting).

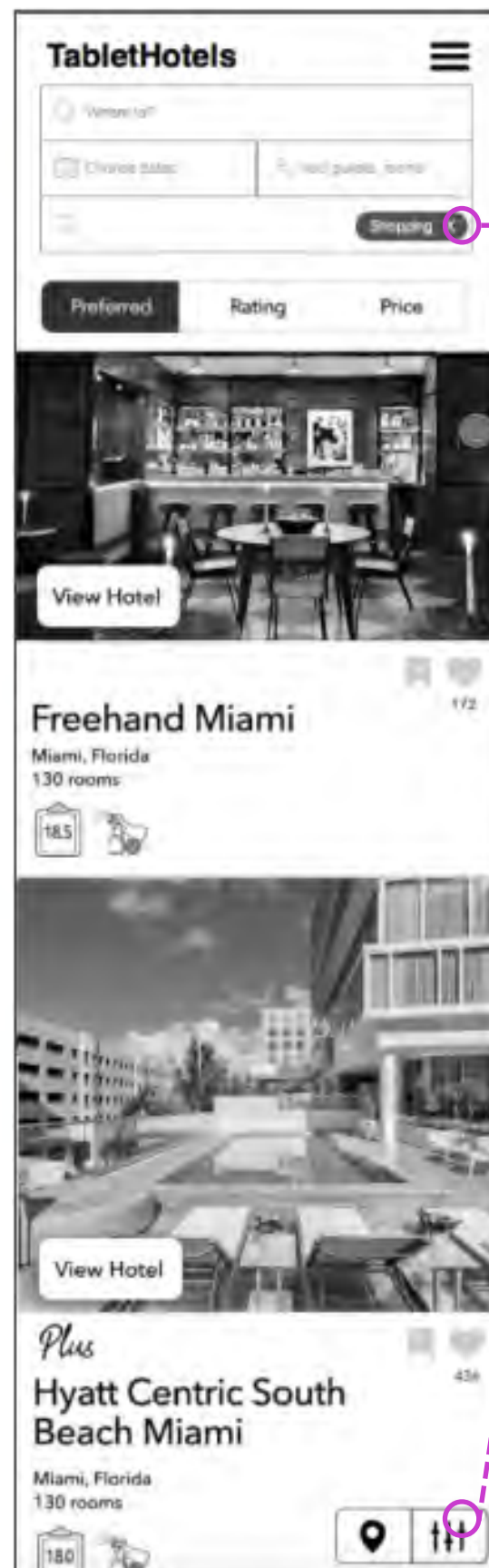Recommendation: Try having the filter at the top right.

[PROTOTYPE A]

TASK 2:

"What would you do if you want to

narrow down your search to just the ones w/ Michelin Restaurants?"

Adding Criteria

SEARCH VS FILTERS
Given the two options most went with the search to add the second criteria. It seemed clear that they understood they could user the filters too.
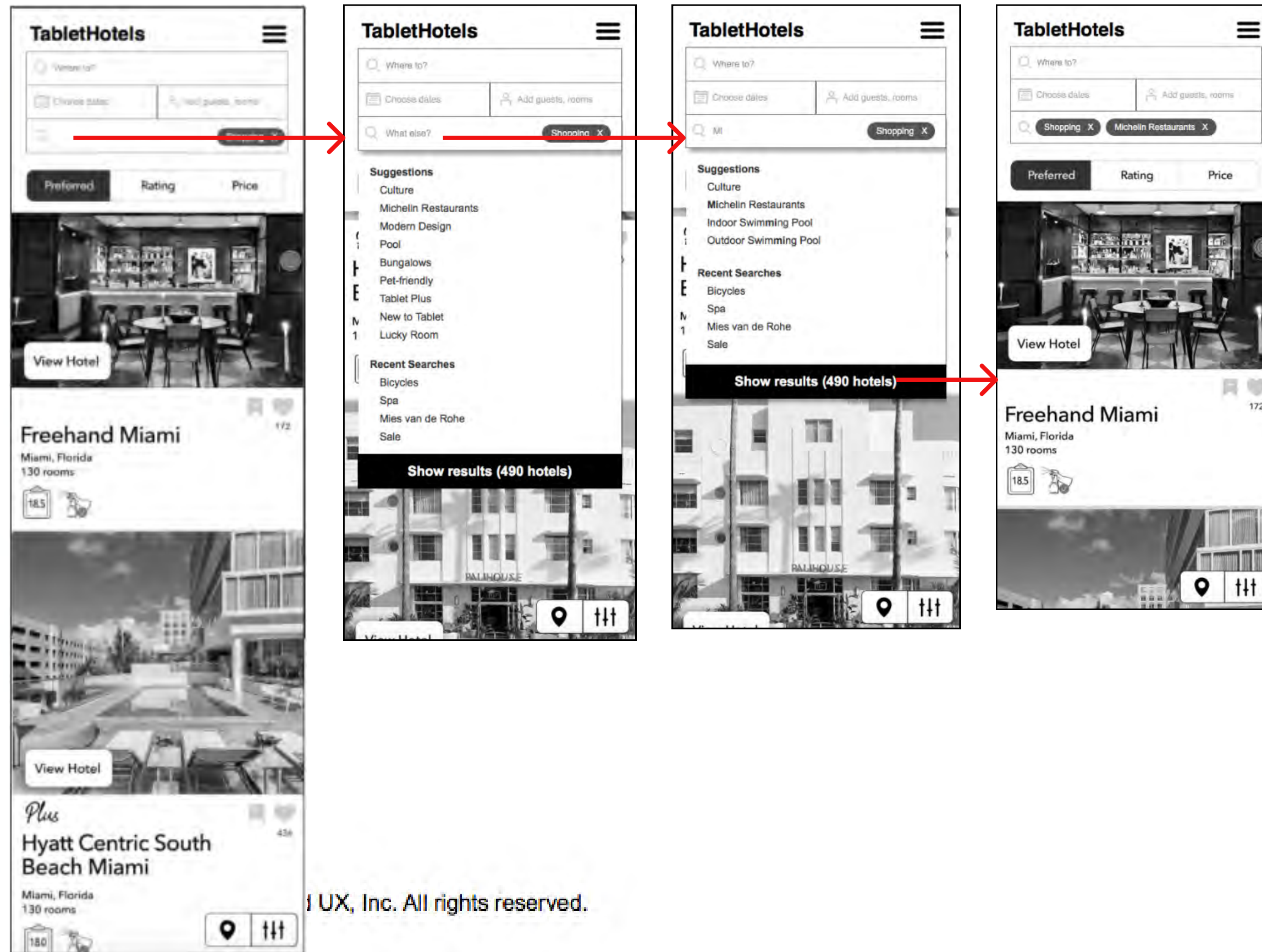
Recommendation: Keep the same.

Using Search

OVERALL
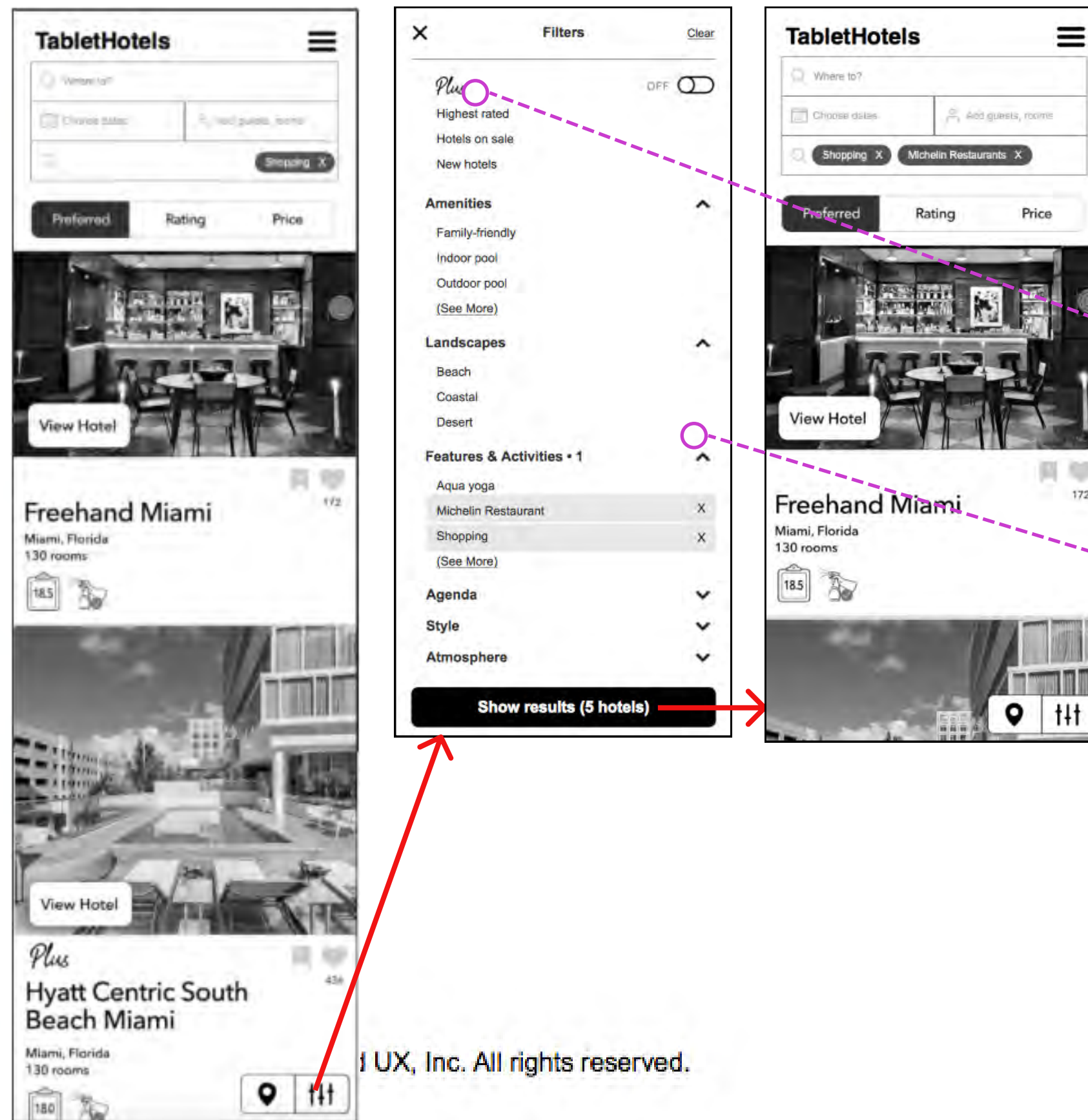The process of adding this was clear.

Recommendation: Keep the same.

Using Filter

OVERALL
Similar to the comment about "Shopping", some respondents wanted more info on why these hotels fit the criteria for "Michelin Restaurants". One respondent wanted something like this at the beginning of the search so it was more clear what was available.

Recommendation:
- Consider adding more info on each hotel.
- Also, using the contents of this to help convey what's possible in the tooltip could be more effective if having the exact filter there isn't preferred.

PLUS
(Same comments as before about the Plus applies here too.)

FILTER GROUPINGS
Most were clear, except for the last three (Agenda, Style, Atmosphere). It appeared that "Style" and "Atmosphere" could possibly be collapsed into one.

Recommendation: Consider renaming each group so it's more indicative of what's in it.
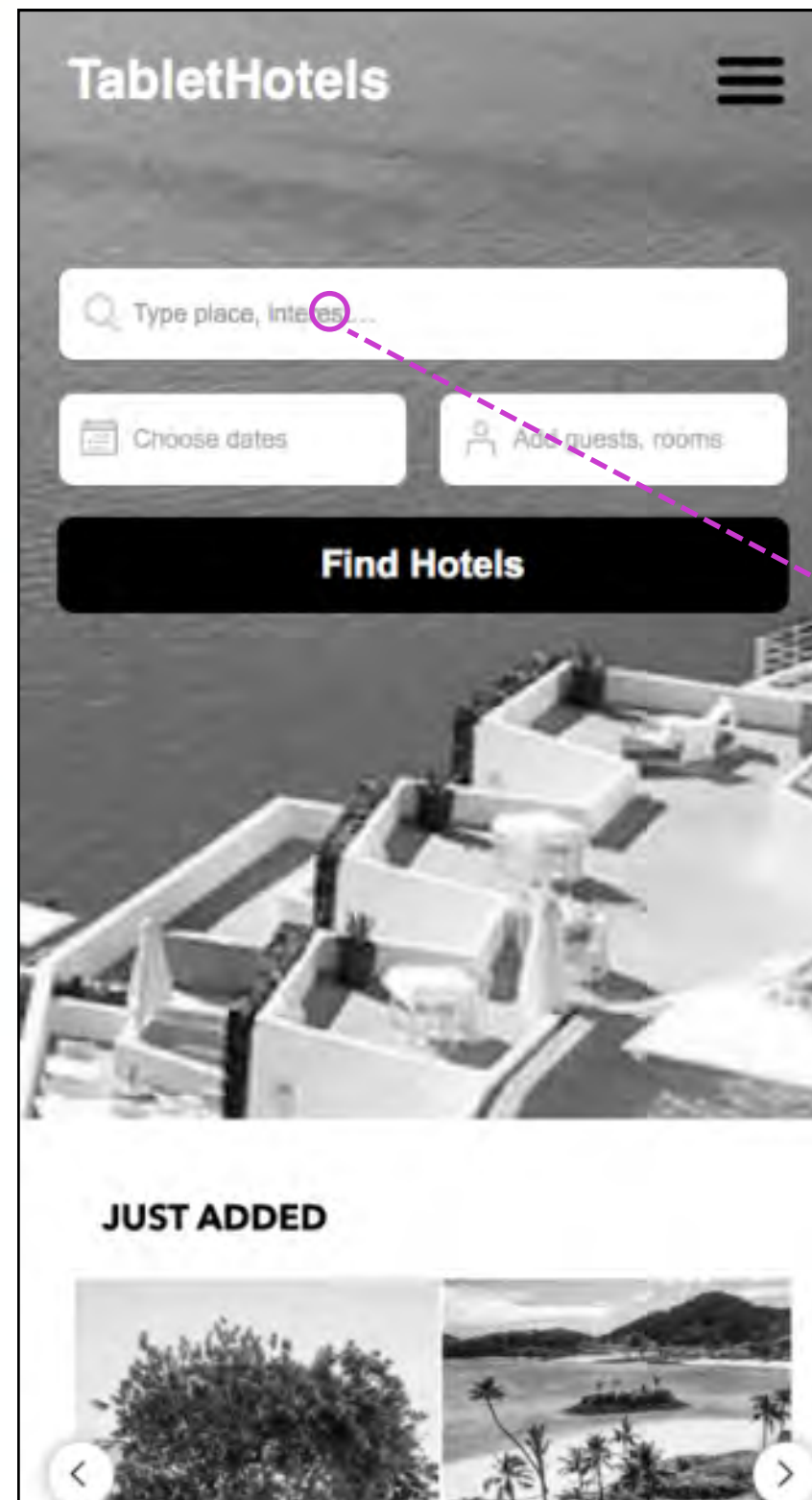
[PROTOTYPE B]

TASK 1:

"What would you do to only look for hotels near shopping?"

Initial Search

PROTOTYPE B

Homepage

OVERALL
Compared to Prototype A, this option appears easier because it's (1) more familiar and (2) less fields. For the purpose of letting the user know they can type in different types of searches (i.e. destination and / or interest) this option is less clear.

RECOMMENDATION:
- Consider adding more help text (i.e. tool tip) to show examples of how the searches could be used (type and number of terms).
- One respondent even suggested utilizing the space below the search to surface the different types of interest. It's an interesting approach, but the fear would be some may look past it because of where it sits. This should only be considered as an addititive and not in replace of the previous recommendation.

TYPE PLACE, INTEREST...
Again, the hint text is helpful in letting respondents better understand how to use the search. The idea of putting in an interest in the same place as the destination is unconventional but less of a hurdle since the hint text is there.
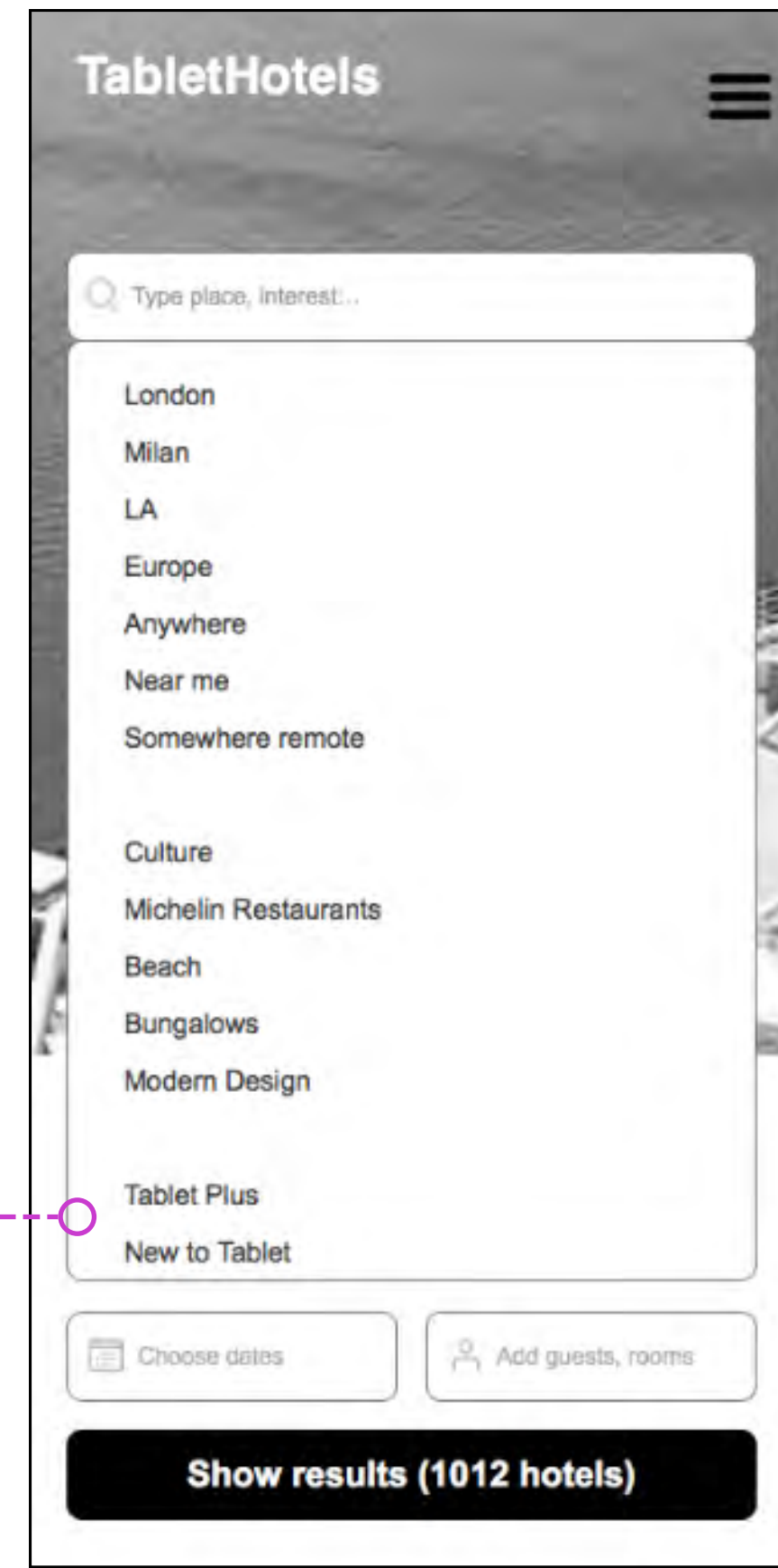
RECOMMENDATION:
(Same as above.)

SUGGESTIONS
These were fine, but because of where these appear in the user journey this will most likely be overlooked by many.
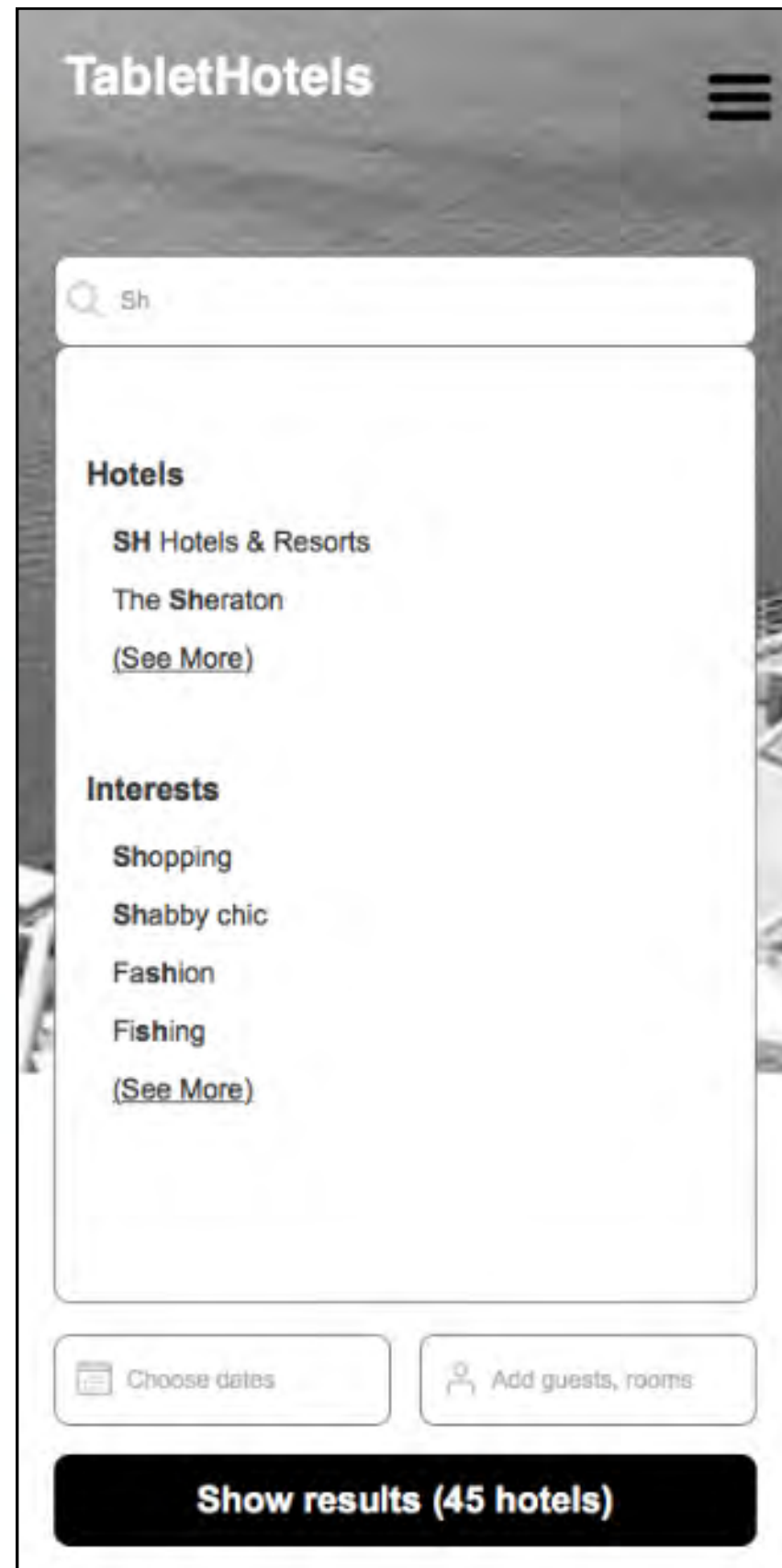
RECOMMENDATION:
(Same as above.)

Using Search

OVERALL
(Same findings and recommendations as Prototype A)

TabletHotels

Sh

Hotels

SH Hotels & Resorts
The **Sheraton**
(See More)

Interests

Shopping
Shabby chic
Fashion
Fishing
(See More)

Choose dates   Add guests, rooms

Show results (45 hotels)

TabletHotels

Type place, interest:...   Shopping X

Hotels

SH Hotels & Resorts
The **Sheraton**
(See More)

Interests

Shopping
Shabby chic
Fashion
Fishing
(See More)

Choose dates   Add guests, rooms

Show results (45 hotels)

Results Page

TabletHotels

Type place, interest, ...   Shopping X

Choose dates   Add guests, rooms ...

Preferred   Rating   Price

View Hotel

Freehand Miami
Miami, Florida
130 rooms
18.5

View Hotel

Plus
Hyatt Centric South Beach Miami
Miami, Florida
130 rooms
18.0
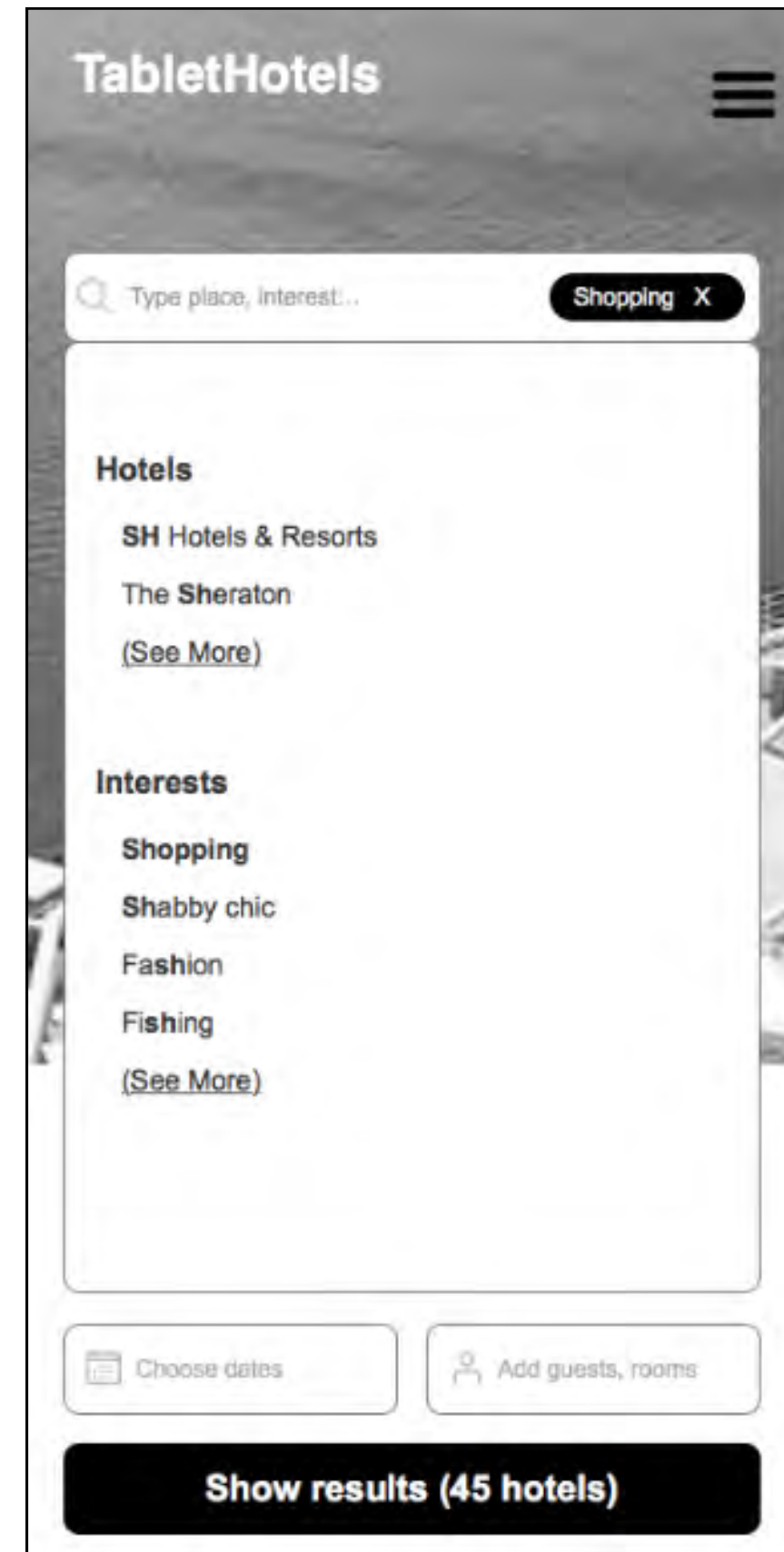
OVERALL
(Same findings and recommendations as Prototype A)

[PROTOTYPE B]

TASK 2:

"What would you do if you want to

narrow down your search to just the ones w/ Michelin Restaurants?"

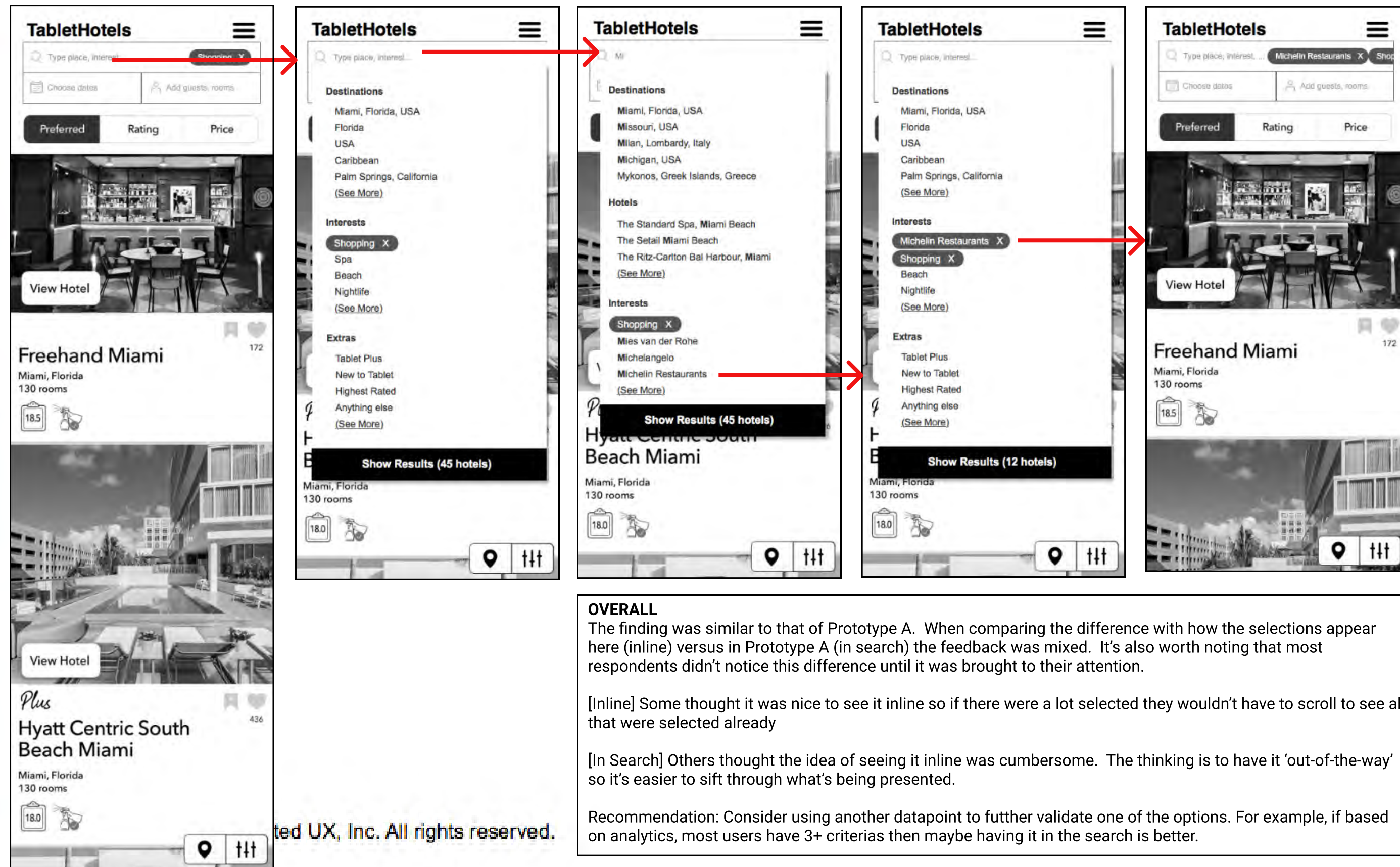# Adding Criteria

SEARCH VS FILTERS
Given the two options most went with the search to add the second criteria. It seemed clear that they understood they could user the filters too.

Recommendation: Keep the same.

Using Search

OVERALL

The finding was similar to that of Prototype A. When comparing the difference with how the selections appear here (inline) versus in Prototype A (in search) the feedback was mixed. It's also worth noting that most respondents didn't notice this difference until it was brought to their attention.

[Inline] Some thought it was nice to see it inline so if there were a lot selected they wouldn't have to scroll to see all that were selected already

[In Search] Others thought the idea of seeing it inline was cumbersome. The thinking is to have it 'out-of-the-way' so it's easier to sift through what's being presented.

Recommendation: Consider using another datapoint to futther validate one of the options. For example, if based on analytics, most users have 3+ criterias then maybe having it in the search is better.
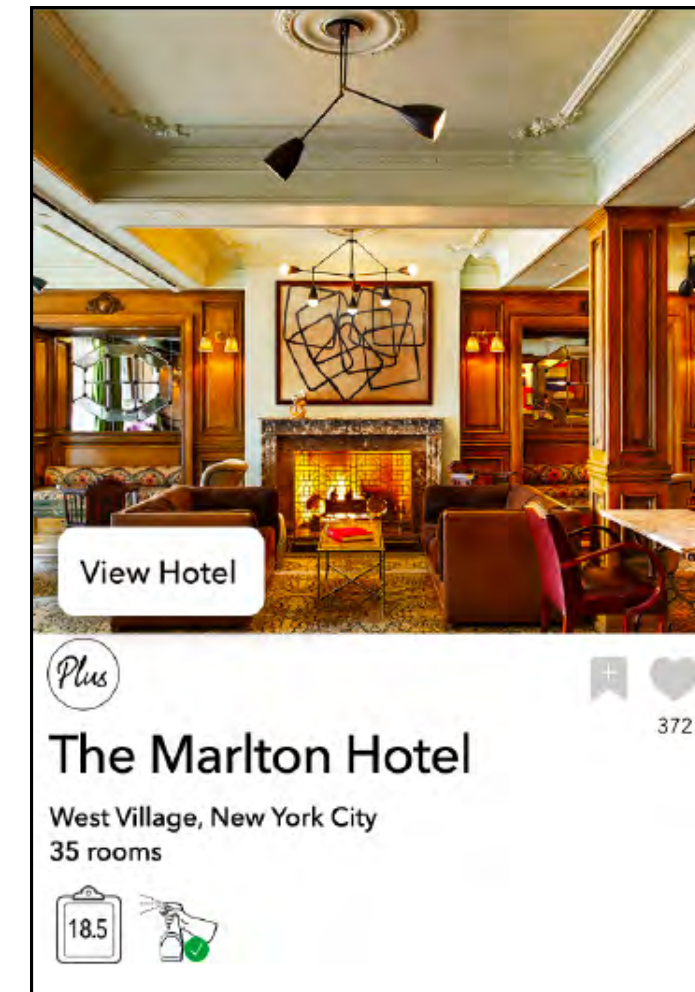
Using Filter
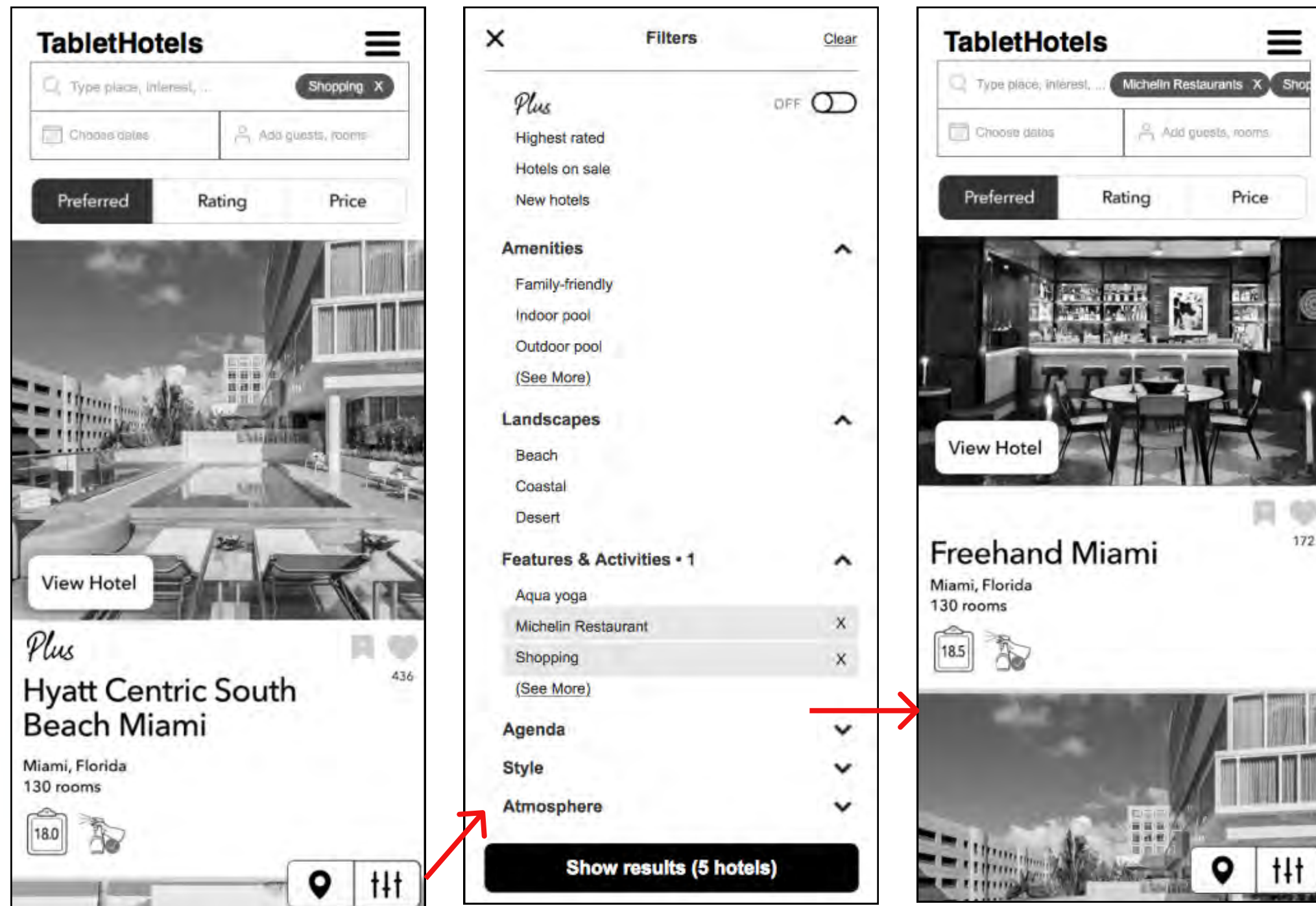
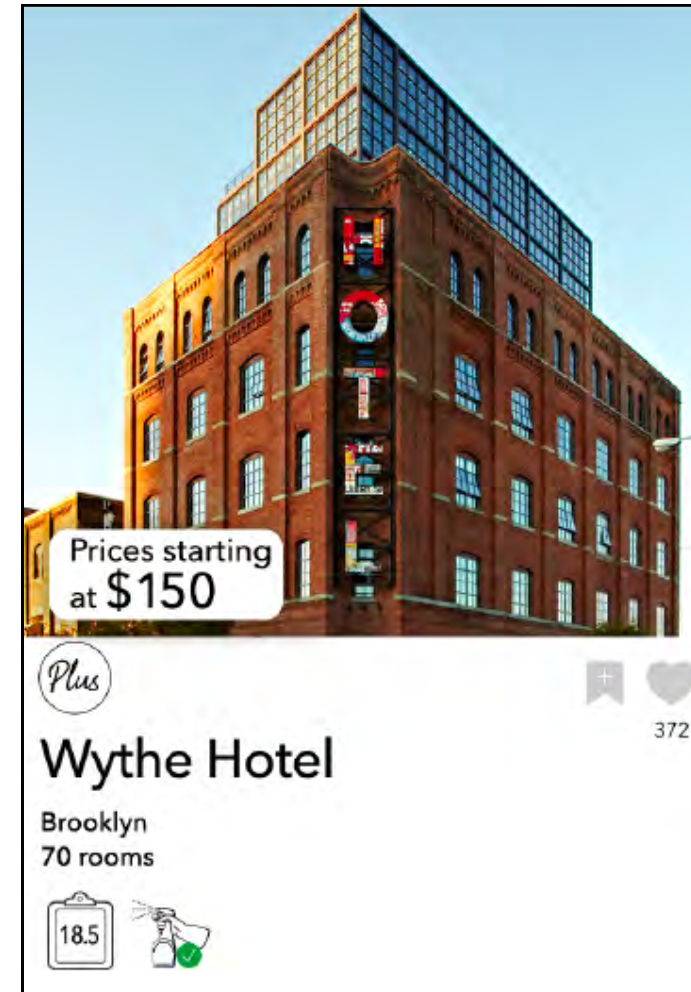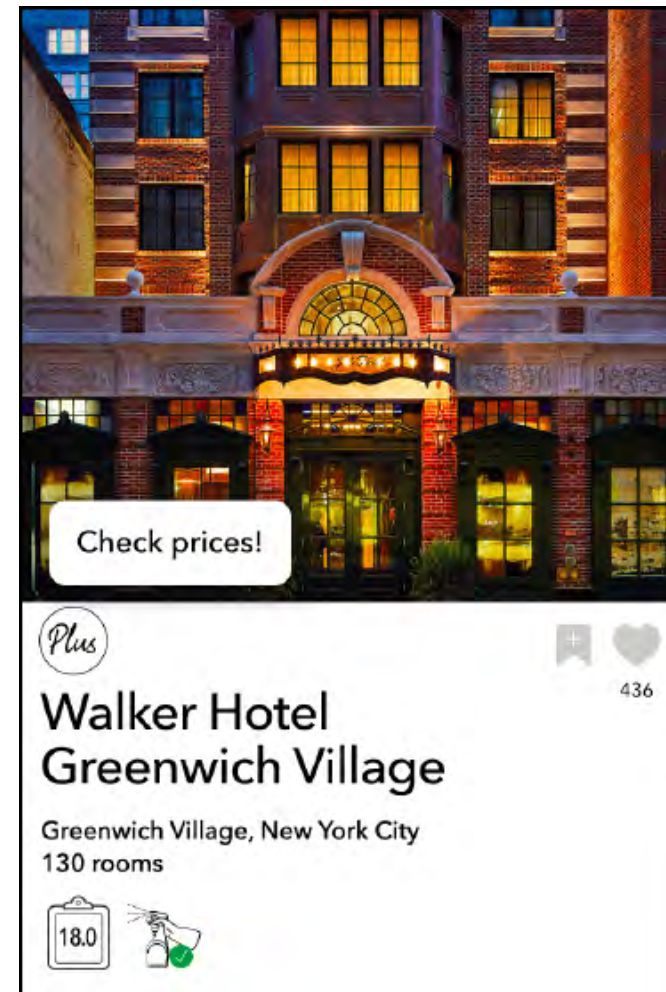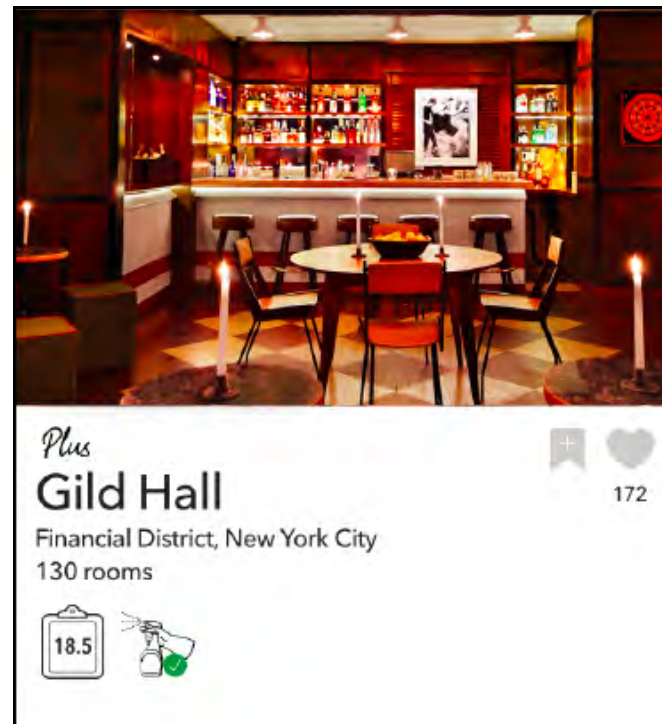**OVERALL**
(Same findings and recommendations as Prototype A)

Evaluating Room Price Variations

Room Price Variations

Plus
Gild Hall
Financial District, New York City
130 rooms
172
18.5

Check prices!
Plus
Walker Hotel
Greenwich Village
Greenwich Village, New York City
130 rooms
436
18.0

Prices starting at $150
Plus
Wythe Hotel
Brooklyn
70 rooms
372
18.5

View Hotel
Plus
The Marlton Hotel
West Village, New York City
35 rooms
372
18.5

OVERALL
Given these options, respondents wanted a way to be able to compare one hotel relative to another. Even though exact prices aren't listed, the idea of just having some kind of price was appealing. "Prices starting at…" was the most informational of the four. Some even said "check prices" would be a runner-up since it somewhat conveys why prices can't be displayed.

Recommendation:
- Use the "Prices starting at…" option
- Some also mentioned being able to display a calendar and showing all price variations as it relates to each date (additive option)
- Similar to some sites that offer searches on flights the idea of doing flexible dates could also be another option

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