

Project 3: Note Taking

Interview 1

Interviewee's Background

Barcelo Hotel group

Experience using Barcelo Hotel Group's website

Searching for a hotel

Reviewing hotel page

Selecting room options

Opinion of using Barcelo Hotel Group's website

The Doyle Collection

Experience using The Doyle Collection's website

Searching for a hotel

Reviewing hotel page

Selecting room options

Opinion of using The Doyle Collection's website

Interview 2

Interviewee's Background

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Conclusion

Legend

- Underline: Interviewee's goal or sub-goal
- **Bold**: Interesting behavior, comment or context point
- **Green**: Positive interaction
- **Red**: Negative interaction

Interview 1

Interviewee's Background

- Administration Manager
- **Uses the internet in both home and work, mostly work**
- **Uses PC mostly, also mobile**
- Common websites visited are breaking news, adverts, Amazon, living social, deal pages
- Reasons for bookings hotels: monthly holiday for one or two days, somewhere with a nice restaurant
- Books hotels mostly around Ireland
- **Always checks the hotel's own website to see whether they could match the price, also booking.com, tripadvisor. Also uses living social deals but tends to be inferior.**
- Uses booking.com mostly and reviews tripadvisor for reviews
- Would like additional options to be available if using a deal or a voucher, instead of just what's offered on the deal
- Last time a hotel was booked was via the hotel's own website, and liked the website's experience and adding addons.
- Tried to book another hotel recently however website is very old, clunky and had poor experience
- **Prefers to see options of rooms, along with what each room includes so that they can be compared**
- Also likes option of paying for breakfast separately
- Important criteria is assurance of quality, cost, ability to add extras
- Will likely return to hotels which had a positive experience
- Liked different specials such as spa days etc
- **Word of mouth is very important, along with reviews from TripAdvisor**
- Will often travel with friends

Barcelo Hotel group

Experience using Barcelo Hotel Group's website

Searching for a hotel

- Briefly read privacy policy pop-up when first visiting website, didn't really take much notice of what it said
- **Instantly navigated the website via the header navigation, didn't read anything else on the page, and used the dropdown to search for hotels near a beach**
- Prefers if the destination is easier to select in the header navigation

- Destinations dropdown in search bar was confusing with multiple options for Barcelona, would prefer visual guide such as a map - "I love when you can pin on the map because you can see exactly what you're beside"
- Was confused by picking a hotel first in the search, instead of a date, due to wanting to see what hotels are available after inputting the date
- Wasn't sure whether some links on the pages were clickable
- Destination search bar was overwhelming and confusing
- **Would prefer 12-month calendar to select dates, instead of having to click month-by-month**
- Brief confusion when page loaded as nothing changed above the fold once a hotel was searched for
- Results of hotel results were clear to understand
- Map of hotel locations could have been clearer to access

Reviewing hotel page

- **Looks for featured such as swimming pool, restaurant, photos, on the hotel's details page**
- Liked clear photos showing lots of detail, and are an important factor of choosing a hotel
- **Hotel details page must have plenty of photos**
- Would like a section on the hotel's page displaying local attractions
- Would often have multiple tabs to compare hotels
- **Was interested in the Black Friday discount pop-up - "I would definitely join that if you get treats in your room"**
- Vouchers offered during booking process to mailing lists, promotions etc are good

Selecting room options

- Preferred room options, addons etc to be easier to see together e.g. side-by-side, so that they can be compared
- Didn't like that it took a long time to confirm the room option, although having plenty of options were good
- Too much scrolling needed to choose addons e.g. breakfast wasn't near the top, even though it is a common addon
- Some addons had confusing names such as Double Bed, is this a Double-sized bed, or two beds
- **Would prefer free cancellation was specified at the start**

Opinion of using Barcelo Hotel Group's website

- "Clunky"
- Mention of free cancellation is preferred at the start of the booking process, rather than at the end
- Booking hotels on other websites are usually quicker
- Due to lack of free cancellation specification, this is causing concerns before confirming the booking

The Doyle Collection

Experience using The Doyle Collection's website

Searching for a hotel

- Upon first visiting the website, nice website layout, good imagery and navigation, gives a good impression of the quality of the hotel
- Navigation menu is more appealing and easier to use
- **Option to add number of guests should be early in the booking process, before booking a room option - "They're looking for a room for me and they don't know what I want"**
- Even though calendar on this website also requires clicking through months, it is quicker than previous website - "even for flicking through the months, this is much quicker than the other one"

Reviewing hotel page

- On the hotel details page, photo of rooms weren't good, as they didn't give a good representation of the size of the room
- **Would have preferred a gallery showing the photos in each room**
- **Showing the features of each room was important, such as size of room, coffee machine**
- Would ask opinion from someone else regarding size of room during the booking process

Selecting room options

- Upon choosing a room rate, there was confusion for why the price for the room was listed twice, and why a flexible rate wasn't shown
- "Personalise your stay" option wasn't interacted with, possibly as it wasn't eye-catching enough
- **Expected room addons relating to public transport due to staying in London and also an addon for breakfast**
- Inclusion of breakfast wasn't made clear during the booking process - "I presume that when breakfast isn't there that it is probably in it"

Opinion of using The Doyle Collection's website

- Preferred this website compared to first website - "I preferred the layout a little bit better"
- Similar to other hotel websites used previously
- Didn't like having to scroll through multiple room options
- Room cancellation and breakfast needed to be made clearer

- Promotional offer should have been made clearer with specific dates, instead of showing an error during the booking process if the wrong dates are selected
- Needed more photos of the rooms
- Virtual tours are valuable

Interview 2

Interviewee's Background

- Accountant
- **Uses internet at home, on phone and computer**
- Uses websites like Google, LinkedIn, airBnB, news websites
- Reason for booking hotels: travel, special occasions, meeting up with friends, traveling with work, mostly leisure
- Booked hotels abroad across the world
- **Mostly booked hotels through booking.com and airBnB, didn't really use hotel's own website due to using Genius to get discount**
- Last hotel booked was for their partner's birthday, booked online for dinner, bed and breakfast. Booked because of a good deal and good quality. Compared other hotels
- Facilities are a big factor e.g. jacuzzi, seeing the exact room they've booked, quick to book
- **Room cancellation important**

Barcelo Hotel group

Experience using Barcelo Hotel Group's website

Searching for a hotel

- **Upon first visiting the website, went straight to searching for a hotel on the homepage's search bar, and didn't use the header navigation**
- Expected to see all hotels for that particular area in Barcelona, instead of just one hotel - "I was expecting to see a list of hotels"
- Showing the weather on the page was interesting
- Used the map to identify where the hotel is in Barcelona
- Good that the map stated important information such as distance from airport
- **Guest feedback for the selected hotel is important**
- Couldn't find out how to find hotels specifically near a beach as this wasn't clear in the website navigation - "I wouldn't know how to track if it was close to the beach, probably just read through them all"

Reviewing hotel page

- **Location to supermarket and activities in the city, and airport services is important**
- **Room details like a fridge and coffee maker are important**
- Doesn't check the size of the room
- Struggled to find room that included breakfast
- Calendar to select dates was hard to use - "It's really hard to change the dates"
- Would have moved to another website eventually due to issues with the booking process

Selecting room options

- Showed surprise that breakfast wasn't included in the Deluxe room, or in any of the room options
- Wondered if breakfast was included in the room anyway, as it wasn't clear
- **Breakfast would have been better placed at the start of the process**
- Showing all of the rooms in a long list is overwhelming
- Wasn't sure what double bed meant
- Having 17 euros parking each was confusing
- Would prefer having a final figure instead of each for the addons

Opinion of using Barcelo Hotel Group's website

- Showing breakfast after choosing a room was frustrating
- Having an addon for a double bed was confusing, the room details didn't seem to state whether it was single bed
- Details for transportation and towels were missing
- Check in and check out times were only found on the confirmation page

The Doyle Collection

Experience using The Doyle Collection's website

Searching for a hotel

- Photography on the homepage is good, but the navigation is hard to see against the photos
- Ability to choose country wasn't clear
- **Would have been useful to show a quick overview of each hotel in an area, instead of having to go onto each hotel's page**
- The ability to filter is useful, and removes any options that don't satisfy the interviewee's needs

Reviewing hotel page

- Would have been useful to include navigation to pick a specific country

- Booking process didn't include page to review the hotel itself, went straight into choosing a date and room at the hotel
- **Would have been valuable to display details of each hotel during the booking process so the interviewee could have a better understanding of the choice "I think it would be a bit easier if in London they showed a little glimpse of the three that were available in London, instead of clicking into the Kensington"**

Selecting room options

- Scrolling through a long list of rooms is annoying
- Showing the details of each room in a dropdown is useful
- Confused as to why two of the same price for room options were shown
- This website is more confusing than the website before
- Doesn't display a summary when booking
- Frustrating to click back to check details
- Would usually check the facilities of the hotel after finding out a price
- Photos of the rooms in the room options section weren't clear
- Reading what each room provides is valuable, and can make a room feel more luxurious
- Wasn't clear for where to book a room on the website
- Didn't know what Personalise Your Stay meant, and the website didn't show any explanation

Opinion of using The Doyle Collection's website

- Website looked more classier and gave the rooms a luxurious feel
- "I think this one is a lot more confusing than the last website"
- It was very hard to navigate and to book a room
- Didn't feel confident in booking as there wasn't a summary
- **Would prefer something to help visualise where the hotel is, like a map, instead of just a list of hotels**

Conclusion

According to these interviews, both websites could be perceived as needing improvement. The first interview demonstrated that the interviewee preferred the second website much more compared to the first website, however there were some issues such as they would have preferred the breakfast to be an option much earlier in the booking process, instead of being an add-on. Also, the photos of the room could have been better. **Reviews were important in the booking process**, so having a section on the website showing reviews from previous customers would be valuable. The first website was confusing as it started by picking a hotel first, instead of a date. Also, navigating the booking process was slow, such as scrolling through the months in the calendar.

In the second interview, the interviewee seemed to have a better understanding of how to use the first website, compared to the second website, however it was still hard to find hotels

specifically close to the beach, and they instead resorted to going onto each hotel's page to find out whether they were near a beach. The second website was very hard to navigate, and they often needed to go back to previous steps in the booking process to make sure that the details are correct, as there wasn't a section displaying details of the booking.

Both interviewees stated that they weren't keen on scrolling down long pages to view room options and addons, and also they would prefer a map to visualise where the hotels are. Imagery is important so that visitors can understand what the hotel is like, and also what the rooms themselves are like. Trying to add a breakfast was confusing, as it was often in the addons section, and wasn't stated beforehand. The time it takes to book a room is key, as if it takes too long due to loading time or trying to figure out how to navigate the system, visitors may just leave the website and book elsewhere.