Hotel websites:

ONLINE SURVEY

UXDI | PROJECT 02 | JELENA VONCINA

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INTRODUCTION

A user survey is an fundamental tool used in user experience reserach. It collects quantitative and qualitative data about a user's attitudes and experience with a website or digital product. The main purpose of this project is academic. Due to a small sample size, it is more than likely that the margin of error is large.

OBJECTIVES

Learn how to create an online survey

Understand the users goals and attitudes.

Identify the pain points.

Recognize room for improvement.

Online survey tool	Google Forms
Distributed via	SurveySwap, social media
Time period	28 Feb – 03 Mar 2023
Question types	5 unstructured + 5 structured

01. When was the last time you visited a hotel/accommodation booking website?

Aim:

Identify the frequency of use and collect accurate data.

Results:

Most of the survey participants visited accommodation booking website within the last 3 months (35 out of 45 participants in total). If the answer was over a year ago, further data was not collected (7 participants).

6-12 months ago
6,7%

Over a year ago
15,6%

Within the last month
33,3%

3-6 months ago
8,9%

1-3 months ago
35,6%
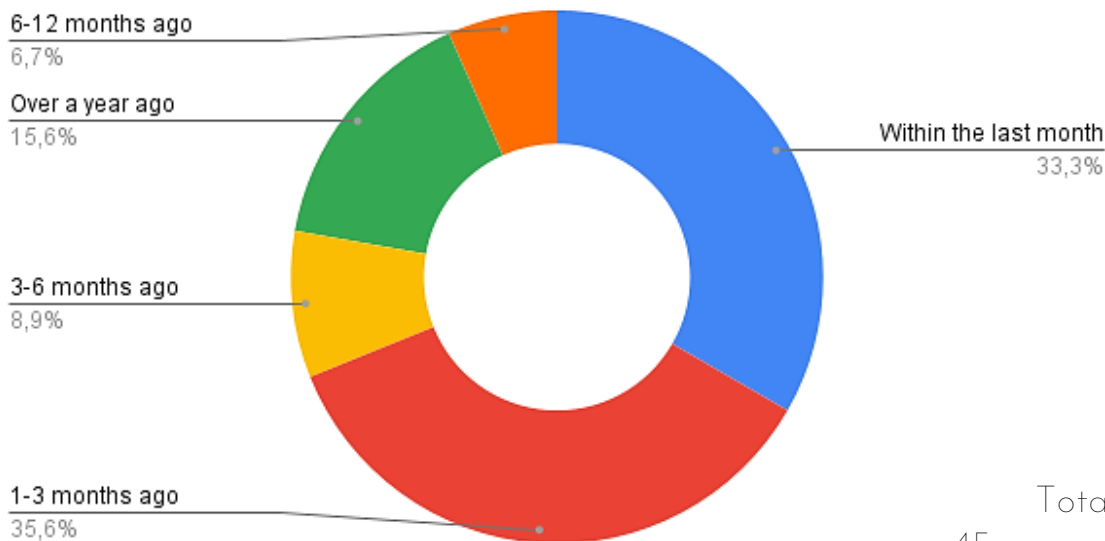
Total:
45 answers

02. How old are you?
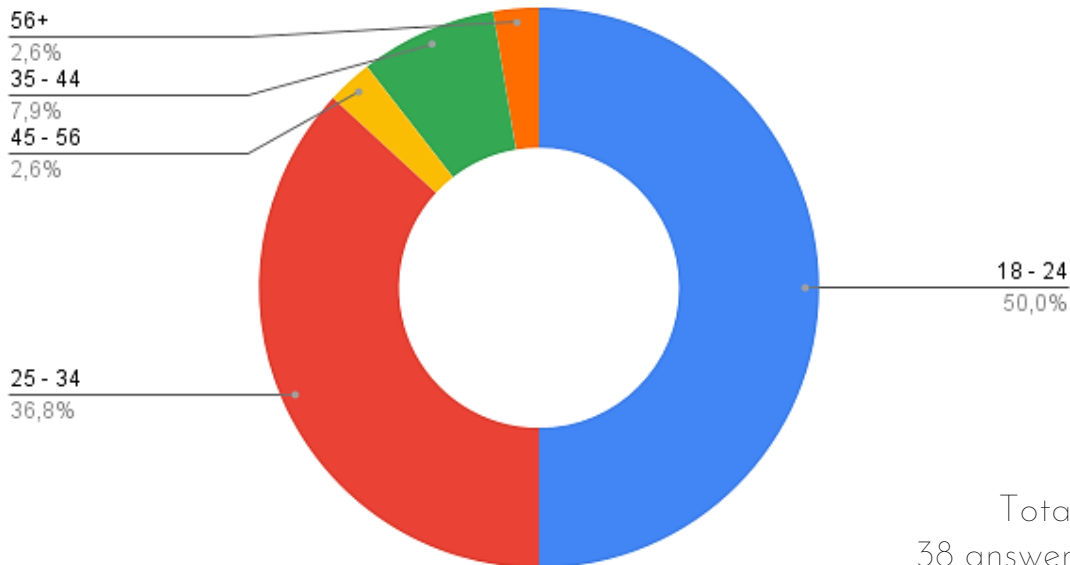
Aim:

Identify the age group of survey participants.

Results:

Most of the survey participants are in the age group 18 to 34. Less than one quarter is over 35 years of age.

56+
2,6%

35 - 44
7,9%

45 - 56
2,6%

18 - 24
50,0%

25 - 34
36,8%

Total:
38 answers

03. Which hotel/accommodation booking website did you use? Why?

Aim:

Specify which apps participants are referring to when describing their experience.

Results:

More than half of the responders are referring to Booking.com. Almost 20% of participants visited Airbnb last time. 5 people mentioned Expedia. Other mentioned websites were: MakeMyTrip, Hyatt, Trello, Agoda and Check24.

Other
14,6%

Expedia
12,2%

Booking
53,7%

Airbnb
19,5%
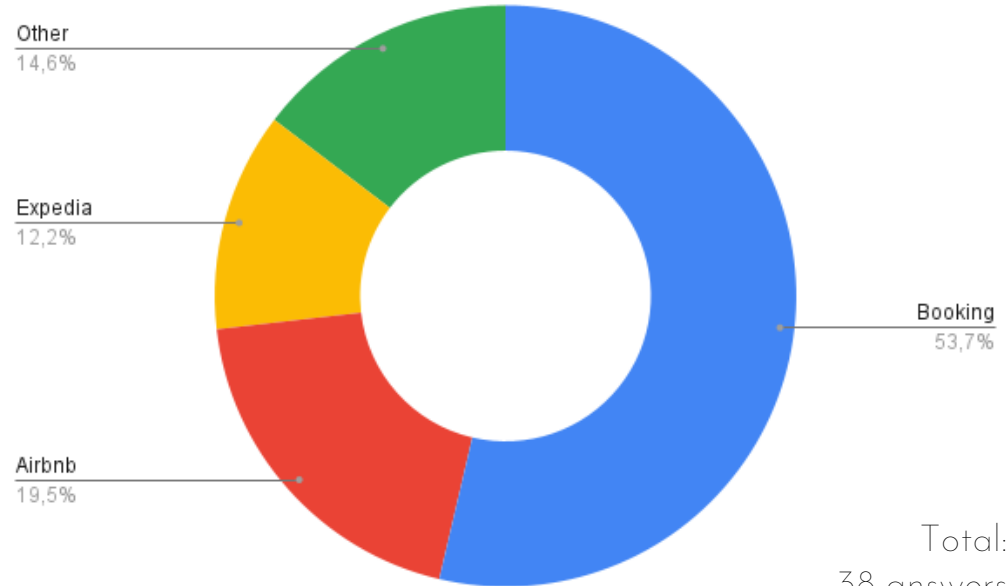
Total:
38 answers

Reasons why participants are using Booking.com

Aim:

Find out reasons why 53,7% of survey participants are visiting Booking.com.

Results:

Main reason why participants are using Booking.com is ease of use (8 participants). Other important factors were price and that user is used to the platform (regular).

Other reasons
13,6%

Price
22,7%

Reason not specified
18,2%

Regular user
9,1%

Easy
36,4%
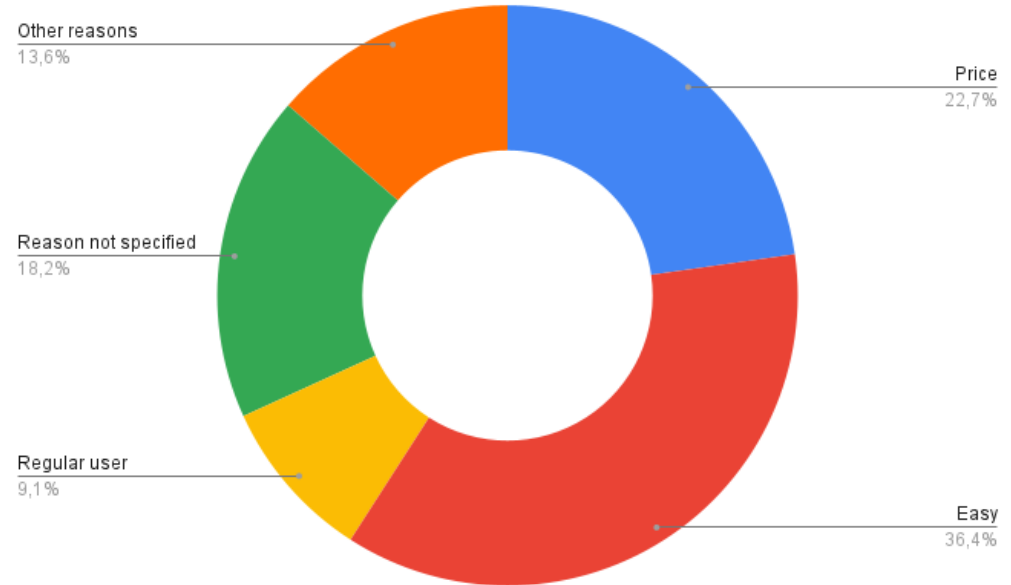
Total:
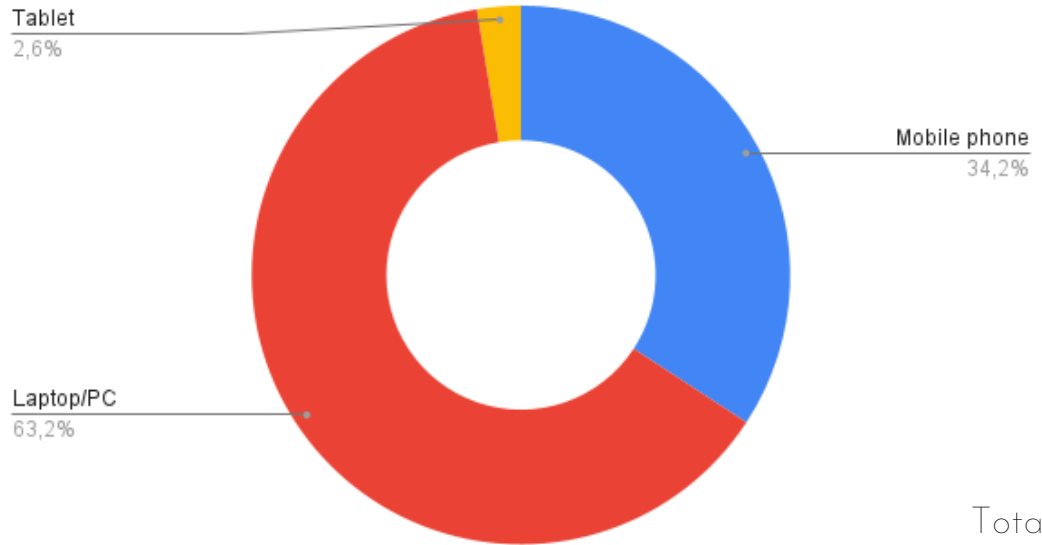22 answers

04. What device did you use?

Aim:

Identify users' device preferences.

Results:

Participants were mostly using laptop or PC when they were visiting hotel booking website (24 participants). Mobile phone is second popular device (13 participants). Only 1 participant was using tablet.

Tablet
2,6%

Mobile phone
34,2%

Laptop/PC
63,2%

Total:
38 answers

05. Why did you visit the website?
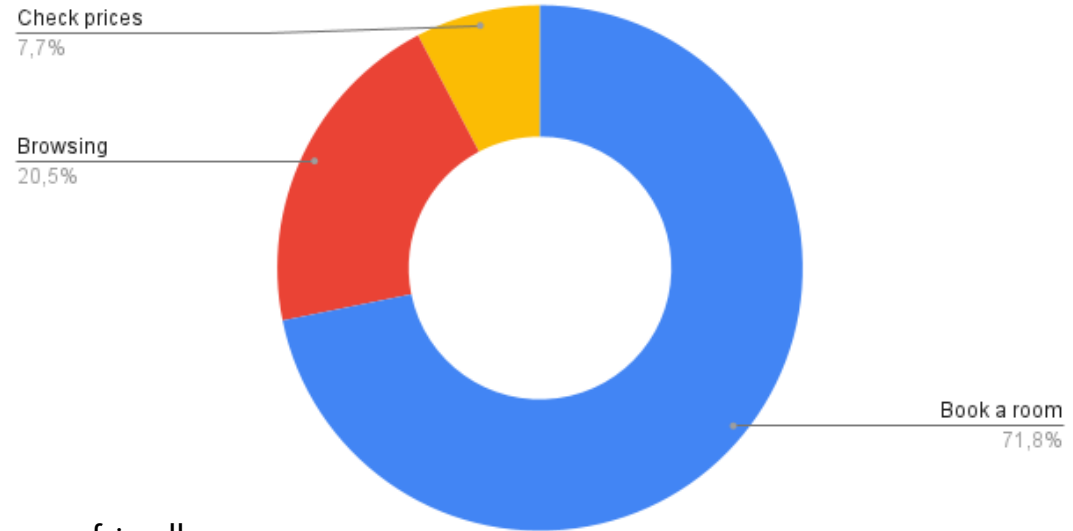## What were you trying to do?

Aim:

Understand intentions and goals

of the hotel website user.

Results:

Booking a room was a main goal for the

majority of survey participants (27 out of 38).

Other goals were browsing (8 answers) and

checking the prices (3 answers).

Note: A structured question might have been more user-friendly.

Check prices
7,7%

Browsing
20,5%

Book a room
71,8%

Total:
38 answers

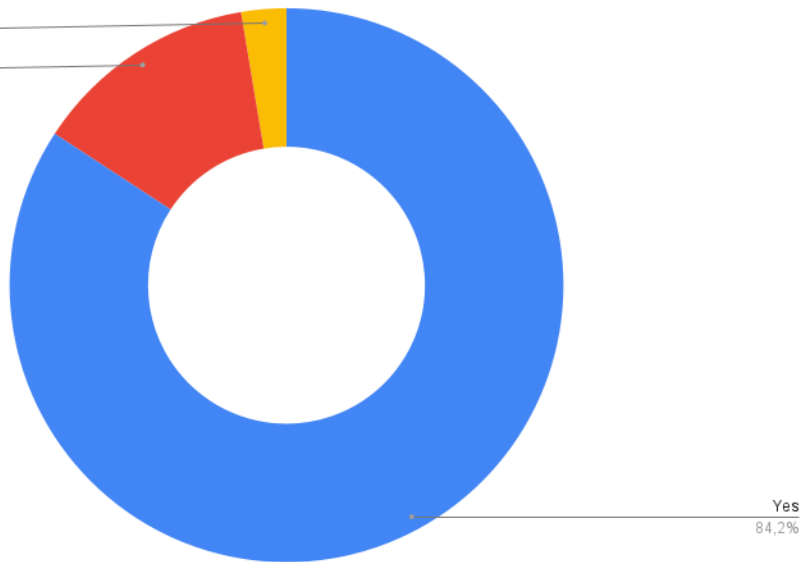# 06. Were you able to complete your task that day?

Aim:

Identify if users were able to achieve their goals.

Results:

The majority of participants was able to complete their tasks that day (27 out of 38). One user completed it in a couple of days. Only five users were not able to achieve their goals.

In a couple of days of browsing
2,6%
No
13,2%

Yes
84,2%

Total:
38 answers

06.a If not, please explain why.

Aim:

Identify possible pain points by asking why were users not able to complete their task.

Results:

One possible pain point is a lack of filtering tools. One answer highlights accommodations were sold out (this could be due to poor error prevention or transparency). Other three answers are not applicable.

| |
|---|
| I was just browsing |
| Filtering on that website exactly what I wanted was difficult, so I got frustrated and came back few days later:) |
| Either too expensive or sold out |
| My friend and I couldn't decide to choose which one |
| - |

07. How would you rate your overall satisfaction?

Aim:

Identify the level of fulfilment provided to survey participants on hotel websites.

Results:

Even though most of the participants completed their tasks, the average level of satisfaction was only 2,6. There is a lot of room for improvement.
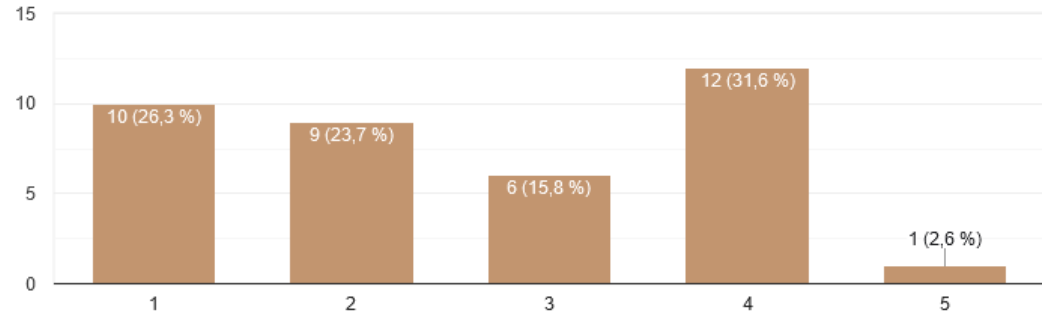
08. When booking an accommodation what do you value the most on the website?
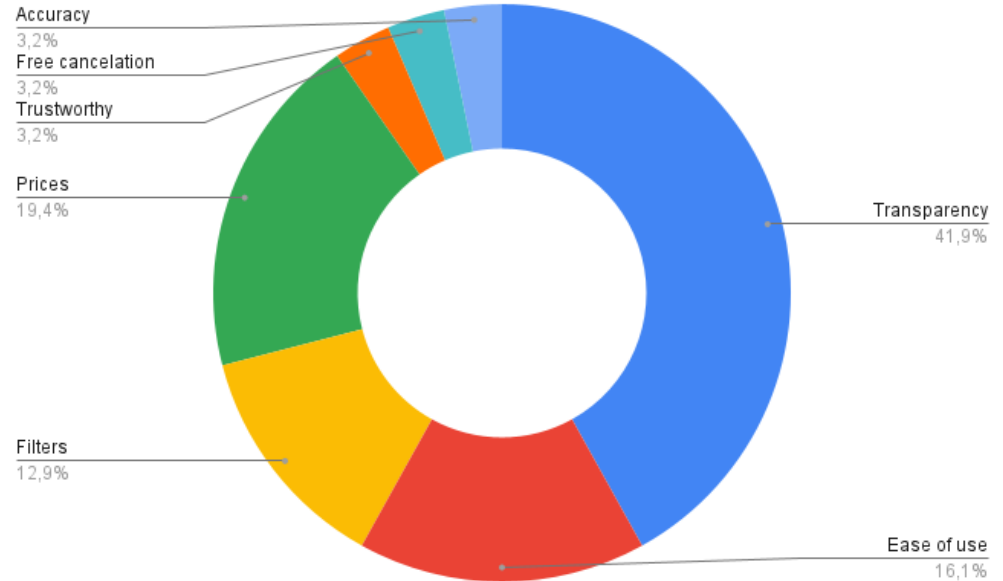
Aim:

Identify what factors are important to users.

Results:

The most important factor for participants is transparency (detailed information and straightforward communication).

Other important values are prices, ease of use and filters.

Accuracy
3,2%
Free cancelation
3,2%
Trustworthy
3,2%
Prices
19,4%
Filters
12,9%
Transparency
41,9%
Ease of use
16,1%

09. What would you change about hotel booking websites? How would you improve them?

Aim:

Understand what users would wish to improve and if there is any pain points.

Results:

Out of 38 answers in total 26 gave relevant suggestions for improvement.

Ease of use

Make them easier to find homes
Less steps
User friendly
Make sites easy to navigate, find reviews on rooms I'm interested in
Simplify them
less distractions on webpages

Filters

More filters
less options or filtered options
best tour mode (sightseeing filter)
Have the filter for check-in age limit
Sometimes there is too much text. I would improve filtering too.
Less advertising and pop up notifications, more detailed information
Particularly for Airbnb - an easier way to filter results by price

Transparency

Making it easier to understand pricing
updated photos
Transparency about room rates
clear communication with hotel as to what is available
I would like to be able to be able to tell if the host also lives in the same home/apartment specifically for aibnb's. I'm not sure if this is a feature already implemented but if so I'm not sure where to check.

Other suggestions

I'd like others reviews to be more focused on
I would like more honesty on how far a property is from the city centre or the beach for example. Maybe an option for people to browse and book local transportation like trains and buses , show local bus and train timetables, what bus will bring you to the city centre for example, and where to get it.
I think that algorithm makes a big role and some website based on your cookies change the booking price and I don't like that. Also some websites give the hotel specific grade and the same hotel for example in Google reviews has lower grade.
chatbot option
The price. Make them more affordable
Cost

KEY FINDINGS

01	Most participants have used hotel website within the last 3 months.
02	50% of the survey participants is aged 18 to 24.
03	Preffered website seems to be Booking.com. Main reason participants use it is ease of use.
04	Most of the survey participants accessed the website via Laptop/PC.
05	Main goal of users is to book a room/accomodation.
06	Majority of participants completed their tasks that day.
07	Average level of satisfaction is 2,6 out of 5.
08	Important factors: Transparency, Ease of use, Prices and Filters.
09	Improvements users would like to see: Ease of use, Filters and Transparency.