

Maxwell Roberts (mjr@tubemapcentral.com): Assignment 1

User 1 (Noleen): Background and Internet Experience

Occupation: Administration manager

Residence: Kildare

Internet access: at work and at home (browsing) on PC and phone

Websites: Breaking news, Amazon, Deal pages (LivingSocial)

Reasons for booking hotels: frequent user for monthly treats

Hotel booking websites: Hotel websites, booking.com, tripadvisor, livingsocial (less often, poor menus)

Preferred hotel booking websites: booking.com and tripadvisor for reviews

Last time booked hotel:

booked directly with hotel before lockdown, easy website, easy add-ons, goes once a year

booked on day of testing [inaudible] "terrible old clunky website"

User 2 (Nicole): Background and Internet Experience

Occupation: Account Manager (IT)

Residence: Dublin

Internet access: at home and walking on PC and phone

Websites: Google, LinkedIn, shopping websites [inaudible], news

Reasons for booking hotels: loves staying, travel, special occasions, birthdays, meeting friends, for work/work colleagues

Hotel booking websites: booking.com, airbnb

Countries stayed in last two years: Ireland, Australia, Thailand, Singapore, Bali, England, Spain,

Preferred hotel booking websites: booking.com, airbnb, hotel websites in Ireland

Reasons for using booking.com: genius discount, easy, reviews, up to standard

Last time booked hotel: before lockdown, partner's birthday, Four Seasons Dublin DB&B

Barcelona Hotels Task

Live in Dublin, planning a holiday in Barcelona next summer
Planning to travel with a partner for a week
Dates: arr June 12, dep June 19th
Hotel with breakfast included
Location: heart of Barcelona, close to seaside
Payment on arrival, not up upfront
Possibility of cancellation
Use website: barcelo.com

London Hotels Task

Planning long weekend in London, April next year
No flights booked, either second or third weekend, Friday to Monday
Travelling with a friend
Twin room, preferably with breakfast
No area of London preferred
Use website doylecollection.com

Notes on attached spreadsheet:

S: Supervisor comments and actions

U1/U2: User comments and actions

Highlight in Green:	User expresses positive disposition towards website
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Highlight in Yellow:	User expresses negative disposition towards website OR User has minor difficulties attaining goals
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Highlight in Red:	User expresses strongly negative disposition towards website OR User has major difficulties attaining goals
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Barcelona Hotels: Conclusions – the following issues were identified [Times refer to videos.]

Search Issues

The search engine is flexible but too unconstrained, it seems to be biased towards specific named hotels which neither user was seeking [U1, 13:00, 15:00; U2, 11:05, 16:00]. Search by city is possible but neither user found it easily. The search engine options need restructuring to highlight how they can be used to attain user goals, displaying hotels by city/location or location/city. Output needs better filtering so that a search for a Barcelona Beach hotel cannot generate a hotel from, for example, Bulgaria [U2, 16:00] or Morocco.

Location Issues

For multiple hotels in the same city, both users were able to find the map view relatively straightforwardly [U1, 16:45; U2, 13:25, 16:00] and found it useful, but it might be easier for users if a map view was a more obvious outcome of the search process [U1, 14:00; U2, 17:00].

Calendar Issues

Selecting an advance date requires many clicks and one user commented that a hierarchical calendar would be better [U1, 15:00]. The dates cannot be entered unless a specific hotel is chosen and one user expressed a preference to be able to enter dates to narrow down available hotels [U1, 14:10]. An attempt to amend dates subsequently on the calendar caused considerable difficulty during the booking process, and debugging is necessary [U2, 23:10].

Information Design Issues

Many complaints were made by both users throughout the booking process concerning information quantity and stages at which information was displayed. In many cases key information was present but buried amongst other details. For example one user, seeking information about breakfast inclusion, failed to notice an FAQ that explicitly mentioned this [U2, 21:28].

Specific issues included:

Too much verbose information leading to too much scrolling [U1, 21:20] (e.g. room types, add-ons), one user suggested tick-boxes for add-ons rather than a huge list [U1, 23:15], one user clearly found the number of add-ons overwhelming [U2, 26:20, 29:00].

Not enough summaries [U1, 21:20, 23:20], for example explicit statements of what was included (or not), and this was exacerbated by key details buried amongst other information. This resulted in both users being unsure/confused about breakfast [U1, 23:15; U2, 21:30, 25:40, 29:00], bed type [U1, 23:30; U2, 26:20, 29:00], payment/free cancellation [U1, 26:50, 27:40] with the potential of missing desired options.

Untidy/ambiguous objects. One user clicked on the progress bar by mistake to explore add-ons [U1, 21:20], possibly because this was presented amongst links and buttons. Attempts were made to click on non-clickable objects several times such as photographs and option names by the other user [U2, 19:30].

Misleading pricing. One user commented on the misleading pricing options for add-ons, preferring total price instead [U2, 26:20] [my own observation is that it makes no logical sense for car parking to be priced per person as this is for one vehicle, it would personally make me question the integrity of the hotel and move on]. It was also suggested that add-ons were presented too early in booking process: first secure a room, then choose add-ons preferred [U1, 27:40; U2, 26:20].

Obtrusive pop-ups. The pop-up for a Black Friday special offer continually interrupted the booking process for one user [U2, 23:10], the client might like to consider whether it is wise to prevent the user from making a booking.

Misleading photographs. Not commented on by users, but numerous misleading photographs were observed, most notably double beds were included in all room views even though double beds were extra and twin was standard.

NB There were so many issues with this website that it would seem most important that these are fixed before user likes and suggestions for improvements can be contemplated.

London Hotels: Conclusions – the following issues were identified [Times refer to videos.]

Search Issues

This website has very limited search/display facilities. This would be expected because there is a very limited range of hotels on offer but, nonetheless, with two hotels in Dublin and three in London, users were almost prevented from choosing between the options. One user only viewed the Kensington Hotel, the other user only viewed the Kensington Hotel and the Marylebone Hotel (much cheaper). No users viewed the Bloomsbury Hotel. One user commented on this limitation [U2, 33:00, 48:45], complaining about having to click backwards and forwards to make comparisons and preferring some sort of overview or a filter.

Location Issues

None of the users attempted to identify location, and so the availability and use of maps could be evaluated. One user observed that the website wasn't particularly forthcoming about hotel locations and public transport [U2, 50:10] but the user had not been observed trying to search for this information. The website should make map views more salient as part of the booking process.

Calendar Issues

For this task, users were asked to consider a range of dates rather than specific dates. Neither user engaged fully with this requirement but one user identified that a pricing calendar, showing (presumably, minimum price per stay for each day) would assist in trying to identify this [U2, 40:30].

Programming Issues

Both users were bemused by the duplicate room rate listing for the Kensington Hotel [U1, 38:50; U2, 37:55].

Information Design Issues

Several information design issues were associated too much information, with scrolling down pages explicitly identified as undesirable [U1, 44:45; U2, 33:00] with lack of summaries of what was being paid for identified an issue on the final booking page [U2, 39:40, 48:45].

Other specific issues included:

Presentation and Consistency. The display of room options and special offers was inconsistent between hotels. For the Kensington Hotel, the offers comprised a separate (unsuccessful [U1, 32:20]) search which distracted attention from booking, and for the Marylebone Hotel the offers were built into the room options list. Furthermore, the Marylebone Hotel room options explicitly stated that breakfast was included. For the Kensington Hotel users were unable to identify whether breakfast [U1, 42:05, 44:45] and free cancellation were included [U1, 44:45] and whether pay later was an option [U2, 39:00]. Information should be salient and should not be displayed inconsistently between hotels. One user stated that, in general, the website did not make it easy to identify hotel facilities [U2, 42:30] and a lot of rooting around was necessary [U2, 48:45].

Web page layouts. Personalise stay was so unobtrusive that users did not notice it until its existence was brought to their attention [U1, 40:50; U2, 48:00]. Attempts were made to click on non-clickable objects such as option names [U2, 37:20]. One user [U2, 46:30] was put in difficulty trying to book a chosen room. The problem seems to stem from the display of room "Details and Photos" which distracts from

"See all Rates" which must be clicked before the booking is made. It is hard to tell from the small sample size whether this is likely to be a widespread problem and, indeed, whether changing the name of the button to "See Rates and Make Booking" would help. This difficulty caused the user considerable problems.

Photographs. Quality and ambience of hotel photographs were praised by one user [U1, 30:40] although it was suggested that there should be more of them [U1, 46:15; U2, 42:30]. Users noted that the single photograph on the room listing view was not informative [U1, 35:15; U2, 43:25] and the additional photographs were not much better [U2, 43:55] perhaps implying a small room. Generally, good photographs are essential for some users to judge rooms because room size measurements are meaningless to them [U1, 36:55; U2, 43:25]. Not commented on by users, but numerous misleading photographs were observed, most notably although users sought and identified twin rooms, the photographs all appeared to show double beds for these rooms. It should be noted that one user had considerable difficulty identifying that the twin room options was appropriate, the photograph showed a double bed and the occupancy stated two adults but it did not state twin beds [U2, 35:40].

NB There were so many issues with this website that it would seem most important that these are fixed before user likes and suggestions for improvements can be contemplated.

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
User 1 Barcelona Hotels			
13:00 [At home page]		U1 clicks on hotels tab at top of page, clicks on beach option, U1 states that preference is to have destinations on display, and starts typing Barcelona into the search box before beach options can be displayed	Barcelona was offered in the first column, U1 doesn't seem to have noticed this
		Barcelona hotels not listed to begin with, offers three options for hotels, U1 chooses Adults Only, five hotels listed but one is in Morocco	
14:00		U1 knows Barcelona but finds hotel listing unhelpful, would prefer a map view of the hotels listed, refers to this facility in Trip Advisor	
14:10	Asks U1 how a seaside location could be found	U1 recalls beach tab that she clicked, but reiterates that a Barcelona map is wanted. U1 attempts to enter holiday dates but page requires hotel to be selected first. U1 states preference to enter dates so that only available hotels are shown, then choose hotel	
15:00		U1 re-enters Barcelona into search box, six hotels shown (four in Barcelona) but this time U1 notices on Barcelona-4 Hotels in column 2. U1 expresses confusion "doesn't know whether should be clicking or looking" and clicks on Barcelona-4 hotels option. This brings up calendar view. Considers outcome so far to be luck	
		U1 expresses dislike of having to scroll through calendar, prefers hierarchical with month selection first. Dates entered successfully, number of guests verified, explores discounts menu but nothing relevant. Clicks on search and four hotels are displayed	Website is rather slow and unresponsive
16:45	Asks U1 what is seen	U1 replies hotels, trip advisor scores "good" price "clear" U1 expresses goal of entering beach, finds/clicks on map view option above hotel listing	
17:30		U1 scans map and clicks on hotel "closest to the sea", notes trip advisor score in popup, clicks on hotel name for more information, U1 expressed intention to read reviews, skims description and clicks "read more" "enough of a description for me"	
18:15	Asks U1 what details are being looked for	U1 replies: swimming pool, restaurant (photos sufficient, looking to see whether breakfast only or suitable for evening meal). U1 scrolls through photos and notes that these are clear and plenty of them	
19:00	Asks U1 whether photos are important	U1 replies yes, for room size, restaurant, facilities. Likes lots of photos, if not enough would be dubious, would consider hotel to be hiding something	
19:20		U1 scans navbar options, expresses desire for "local attractions" on navbar for things to do close by	
19:50		U1 states "going to book now" and presses book button. States that normally she would have several hotels open on simultaneous tabs to compare/choose between them	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
20:10		[Room selection page obscures by Black Friday/Membership offer popup] U1 reads offer and doesn't believe that it is time limited "definitely would join that" normally	
21:20		U1 is at room selection page, mistakes progress bar for buttons, tries to click for add-ons, checks and confirms dates are correct, confirms that there were no discounts found earlier, scrolls down page to look at rooms available	Position of status bar amongst other actionable features might be misleading
		U1 remarks: scrolling down is disliked, prefers more compact entries that can be compared directly, e.g. side-by-side such as a spreadsheet view with room types, a picture and add-ons.	
22:20		U1 selects deluxe premium room by clicking on name, web page very slow loading and appears to crash. U1 remarks on slow page, states that this feels like a "test site".	
23:15		U1 at add-on page, again states that doesn't like scrolling down through options, would prefer a way to present on one screen "If its all there in front of you its better"	
	Asks U1 what should be done to add breakfast	U1 states: "its not there yet" and continues to scroll, complains about "too much screening", would prefer tick-boxes, for example for parking.	Supervisor error, should have asked U1 whether breakfast was included (compare 21:30 for other video)
24:20		U1 finds breakfast, clicks to add, on details clicks to add to people then add to stay. Likes being able to add options but feels that there are too many, too much "rooting"	
24:35	Asks U1 if anything else might add on	U1 responds: slippers, robes, in not included, a bottle of wine, observed, also observes late checkout, airport transfers, all useful but needs to be ore concise.	
25:30	Asks U1 about double-bed add-on, what does it mean?	U1 responds: does not know: if children would book a family room, cannot understand why another double bed would need to be added to room	U1 appears to believe at first that this add-on is to provide an additional bed in the room
		U1 clicks on add details, reads out description, states would always check the description to see if not a twin room and it is a double room, reads description again, still cannot understand what this add on provides	
26:50		U1 observes still has not been able to identify free cancellation as an option, would prefer to pick this earlier and would go through "all this hassle" if not available. U1 clicks to confirm breakfast add-on (at bottom of list) and continue to book button. U1 notes that the option for free cancellation on Booking.com is clear	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
27:40	Asks U1 overall what thought of experience	U1 replies: "A little bit clunky"	
	Asks U1 what that means	U1 responds: hadn't fully booked but free cancellation still hasn't been chosen, would prefer to book the room with free cancellation then go to add-ons, feels not ready to make payment and is being asked for details too soon	
28:40	Asks U1 other than free cancellation, anything else expected to see but didn't?	U1 responds: not really, car book parking, nothing else	
CHANGE TO NEW USER			
User 2 Barcelona Hotels			
10:30 [At home page]	Asks what U2 sees, what U2 will do next	U2 replies go to chosen destination, enter dates and guests and search	
	Asks whether U2 would normally browse a website first or go straight to search	U2 replies sometimes will look at offers or else go straight to search if knows exactly what is being looked for	
11:05		U2 enters "Barcelona Spain" into search box which pops up a list of specific hotels, U2 looks through list then clicks on "Barcelo Raval" U2 comments inaudible, then enters dates scrolling through popup calendar, confirms guests, presses book	U2 seems unsure as to what the list represents [names of specific hotels]
12:20	Asks U2 to describe what is seen	U2 replies one hotel "looks nice", was expecting to see list, not one hotel. Sees trip advisor rating. Likes flicking through pictures, wonders whether more in city, not close to beach, likes weather status report "a bit excited".	U2 seems confused as to whether there is more than one hotel to choose from
13:25	Asks U2 how would find a hotel near beach or if this hotel is near beach	U2 replies noting the neighborhood (Las Ramblas) which she is familiar with. Finds map view successfully and notes that hotel is "not too far from city ... beach". Likes map view. Notes that hotel might be far from beach.	
14:15	Asks U2 whether a map is a feature that would be typically used when evaluating a hotel	U2 replies "absolutely" always has Google Maps open in a tab, especially in a foreign country. U2 likes information on how far from airport plus metro info: "really handy"	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
14:40		U2 clicks on facilities and browses	
	Asks U2 what info she is looking for [in facilities]	U2 replies pool, hotel amenities, spa, bar, outdoor pool, hotel events, collection from airport, [scrolling down through page] definitely look at feedback, “really really important”	
15:35	Asks U2 whether typically looks at comments on a hotel website or [inaudible]	U2 replies normally stay there but if couldn’t see them [comments] would review [hotel] again, e.g. just on google.	
16:00	Tells U2 that there is another Barcelo hotel closer to the sea, asks U2 how she would find it	U2 tries to new search in search box for Barcelona Sea then Barcelona Beach. U2 misses top selection (search does not highlight beach). Top hotel containing word “beach” is in Bulgaria. Replies “No idea”, gives up with search box, pulls hotel drop down menu and selects “Barcelona” from first panel [missed “Beach” option in the Surroundings listing]. This calls up list of all four Barcelona hotels. U2 queries that perhaps she should search by activities. U2 scrolls list of hotels	Search function needs another look because output was surprising/confusing in this case.
17:00	Tells U2 that these are the hotels in Barcelona	U2 states that she “wouldn’t know how to check whether on beach, probably just read through them all” Finds “on the sea-front” in the description of the third hotel. Clicks on hotel name then clicks on map view in navbar, notes closer to beach, further from city. Clicks back to the page showing the four hotels	
17:40	Asks U2 in addition to photos and facilities what other information, stick with that hotel just visited	[S and U2 identify which hotel was just visited and click back to it]	
	Asks U2 again in addition to photos and facilities what else looking at if evaluating this hotel	U2 replies just location to city centre, transport amenities, check supermarket close by	
	Asks U2 why [supermarket]	U2 replies getting stuff for room, things, handy if close to supermarket, drinks, bits for room ... photos, reviews, airport services important as well	
19:00	Asks U2 if she would typically book an airport shuttle through the hotel before arrive	U2 replies yes, if had it or else [inaudible]	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
19:30	Asks U2 what she would do next to find a suitable room at this hotel	U2 clicks rooms on navbar, scrolls down to room choices, reads descriptions, notes “for two people”, “nicer not always to get standard, maybe sea view would be nice” chooses deluxe room with sea view, clicks photo [does not take her to room] then clicks on room name, browses photos, notes that room is quite small, “once I’m happy with the room see the details” clicks to see details	Clicking on photos normally expected to result in action?
20:30	Asks U2 which of these details are most important for you	U2 replies fridge [not there, minibar?], coffee, hair dryer [not there], aircon, heating, [inaudible, TV?] for music, “that’s probably everything”	
21:10	Asks U2 is room size is ever checked	U2 replies “no, never”	
	Asks U2 if 27m2 is meaningful	U2 replies “wouldn’t have a clue”, infers from pictures that room looks small	
21:30	Asks U2 to proceed by showing what she would do to book room	U2 Checks dates and amends departure date (18th to 19th) by scrolling through calendar, infers/notices “no breakfast included in this”, searches page/scrolls “have to go back”. U2 hits back button to return to hotel room selection	Hotel needs to reconsider what details people expect to find and be explicitly stated
		U2 clicks on see more “I don’t think any of them have breakfast”. U2 scrolls up and clicks facilities on navbar, scrolls down page. Some relevant information at bottom of page, U2 DOES NOT click on “Read More” which might have revealed more information.	NB Hotel facilities page mentions BUFFET BREAKFAST but (1) U2 missed that and (2) description evades whether this is included or an extra
22:28		On the FAQs, there is an “Is breakfast included” FAQ to expand, U2 does not notice this	Hotel website seems to have too much verbal information and scatters relevant information between pages
22:40		[Breakfast] “Didn’t say in any of them ... doesn’t say anything about breakfast ... maybe have to organise breakfast ... doesn’t seem to have any”.	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
23:10		U2 clicks book button, popup obscures page for Black Friday membership discount, X is immediately clicked to get rid of the box	The popup interrupts attempts to book several times during this process, does the hotel really want to make the booking process slow/frustrating/interrupted?
		U2 attempts to reset checkout date [the previous attempt to reset it did not register, incorrect 18th still showing] several attempts made to do this, page is unresponsive and “a bit hard, keeps kind of jumping”, often blanks, causes U2 to incorrectly alter check-in date and attempt to fix this makes the page behaviour even worse	Code on booking page needs to be streamlined/debugged/made more responsive urgently
24:00	Asks U2 whether preference is to type in dates or use calendar	U2 replies calendar usually used because easier to visualise [screen continuing to jump/blank making calendar interaction hard, Black Friday advertisement continues to interrupt booking process]	
24:40		U2 states “don’t know what happened here ... me or ... really hard to change dates”	
25:15		U2 states “Happened so many times I may move on to a different website”	
25:35		U2 finally given a stable page with preferred dates correctly accepted by calendar	
25:40		U2 clicks on “view more rates” options revealed include breakfast purchase. U2 observes price with breakfast added, states “prefer to see it included before click into this” U2 previously inferred “didn’t have it ... not very easy to see it is an option ... would definitely have that earlier on in info about room” While saying this U2 selects “pay at hotel with bed and breakfast” and clicks on Book Now which takes her to an add-ons page.	U2 seems to be saying that breakfast details were revealed too late
26:20		U2 scrolls through add-ons “all of this is a bit much right away	
	Asks U2 what is meant by a bit much	U2 replies “sometimes hate booking a room and they are trying to throw more stuff at you ... takes longer” prefers to book room then see add-ons, dislikes it here	U2 seems to imply that there are so many add-ons that she might miss something she actually wants
	Asks U2 if there is anything on the list that would potentially add on to stay	[U2 finds Double Bed option “is it not double bed didn’t checked that”] U2 replies probably not, parking in ireland, airport transfer, but would price somewhere else, wouldn’t click now, would come back if needed, nothing right away, would prefer to book hotel room then come back.	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
	Asks U2 how she interprets the double bed add-on	U2 replies “not getting a double bed, room is probably two singles .. a bit much definitely ... everything 5 Euro each ... its all 10 Euro ... a bit sly ... [parking 17 each ... is that 32 ... or 34?”	All room pictures show a double bed, this is misleading to customers. The standard room prices do not include double beds. Potentially misleading/illegal in UK consumer law
	Asks U2 if more clarification wanted	U2 replies yes, final figure preferred rather than for each	
29:00	Asks U2 overall what thought of experience	U2 replies: “a few things”. Finding out about breakfast after clicked annoying, wouldn’t have noticed double bed until that, a bit weird, didn’t see stated two single beds, a lot missing before booking, a lot of add ons, didn’t like that, prefer to see what is available while booking	
29:55	Asks U2 if anything else expected to see but didn’t see	U2 replies: transportation, towels included, [how often] bed changed, cleaning, check-in/check out times shown earlier, access to swimming pool.	
CHANGE TO NEW WEBSITE			
User 1 London Hotels			
30:40 [At home page]	Asks what U1 sees, what U1 will do next	U1 replies: “lovely page”, gives impression of going abroad, U1 cycles through buttons on home page, U1 remarks this set up preferred to previous hotel, U1 clicks/expands menu, feels that this is telling more about hotel, likes set up of [home] page	
	Asks U1 what is meant by setup?	U1 replies: “looks lovely”, all the pictures make want to go there. U1 clicks menu to reveal options, these are scanned, and chooses Kensington Hotel (third on list of London hotels)	
32:20		U1 observes seasonal offer and clicks “Book Now” to check in case this applies, this goes to second page, U1 reads basic details (does not click for more details) and clicks “Book This Offer” button	
	Asks U1 if would typically check offers	U1 confirms	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
		"Book This Offer" button, takes U1 to Booking page for Kensington Hotel with calendar, U1 enters dates (15 to 19 April) and search immediately commences. U1 expresses confusion as to lack of opportunity to input number of guests. Gives error message of no offer availability for chosen dates along with alternative room rates for this hotel. U1 recognises this and clicks on the menu button, which displays options for Kensington Hotel. U1 expresses more confusion thinking that this is still the offer page. U1 Clicks on Kensington name at top of menu to take back to front page for this hotel.	Calendar is very slow
34:15		U1 clicks "Book your Stay" button on the Kensington Hotel front page, U1 states that this booking page conforms to expectations, sets dates to 16-19 April and confirms rooms/occupancy and clicks "Find Room" button.	U1 expresses preference for this calendar and S asks for clarification, U1 states that this is more responsive but impossible for observer to tell which calendar this is preferred to, the previous one here or the previous hotel
35:15	Asks U1 to describe what sees for next page	U1 relevant comments: pictures of rooms not very informative "just corner of bed" suggesting "very small room", U1 identifies goal: classic twin room, U1 scrolls down page to see what else is available, e.g. "superior room with extra bed" might give a larger room	Rooms available page is very slow to load, twin room photo again seems to show double bed
35:59: THERE IS AN EDIT HERE, U1 ACTIONS MISSING FROM VIDEO			
36:00		U1 observing room details, U1 remarks: thought all photos would pop up, but one photo, would prefer a few photos, U1 reads room description, likes coffee facilities and branded toiletries	
36:55	Asks U1 whether other items on list would be particularly important	U1 replies: size (numbers not meaningful, would ask for assistance), WiFi (but assumed), Marble Bathroom (but not important to V), Coffee Machine, Smart TV (very important), Toiletries (not really relevant), Duvet (not bothered), Phone (not important).	S asks for and receives confirmation that the numbers are not meaningful to V
38:50		U1 notes: bathrobe missing but might be an add-on option. U1 then scrolls down to room rates for Twin Room, identifies that cancellation is possible, U1 confused by duplication of Best Flexible rate, U1 clicks book now.	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
39:35	Interrupts U1, asks to go back, then scroll right down	U1 returns to room listing	Intervention by S causes considerable disruption but web page doesn't respond well to back button being pressed.
40:05	Changes mind, prompts U1 to re-select classic twin room	U1 identifies classic twin room and clicks "See All Rates" button	
40:50	Asks U1 about "Personalise Stay" link, what would expect to see there	U1 responds: robe, slippers, U1 clicks link and reads options, U1 observes that bathrobe, fruit, discount on Oyster Card for transport might be desirable as well	
42:05	Asks U1 if there is anything that would be added to stay from this list	U1 responds discount for restaurant (not on list), U1 remembers breakfast (not on list), realises that this had not been observed before, looks at room rate (not mentioned), U1 suggests that breakfast should be on add-ons if not included	Website is inconsistent between hotels in how information is presented e.g. breakfast inclusion
	Asks U1 if the room selected includes breakfast	U1 responds: doesn't recall anywhere, doesn't remember clicking on anything for breakfast, infers no breakfast unless added on, U1 goes on to suggest that a brunch option might be preferable	
44:05		U1 clicks "Book Now" button	
44:45	Asks U1 overall what thought of experience of booking on this website	U1 replies: preferred it to the previous one, preferred layout a little better, more similar to previous experience with websites, would prefer it to be more concise on page, does not like scrolling, would prefer more clarity regarding breakfast inclusion and free cancellation, comparable with booking.com	
45:40	Asks U1 if anything particularly disliked about experience with this web page	U1 replies: did not like offer without dates, would prefer it to be clearer whether offers apply.	
46:15	Asks U1 if anything expected to see but did not	U1 replies: more pictures, pictures of rooms, virtual tour, especially for price charged.	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
CHANGE TO NEW USER			
User 2 London Hotels			
32:20 [At home page]	Asks U2 to talk through what seen and describe what will do next	U2 describes images as “classy”, “rich”, “nice” and “superior” but notes that flag landing page makes tabs hard to see	
33:00		U2 clicks on “hotels” and “book stay” which pops up list of hotels, remarks that it would be “easier if something at top to pick country”, selects hotel at op of list [London Kensington] and selects 9-12 April dates on calendar. U2 remarks that it would be easier if she was showed glimpses of the three London hotels as an overview rather than clicking backwards and forwards to find out about them. U2 scans room listing, scrolling through rooms up and down to find twin room	
34:35	Asks V: before a room is booked, what would now be done to determine which hotel is preferred?	U2 replies: find twin room in one hotel then click back and look at next, normally would use a filter on left to narrow down options presented: U2 hates scrolling.	
	Asks V: why hates scrolling	U2 continues to scroll and replies: likes to click out what is needed and rule out options	
35:40	Asks U2 whether typical behaviour would be to filter first if trying to evaluate	U2 confirms and continues to scroll screen, having difficulty finding twin room and focuses on family room, clicking reveal rates button, and then suite, clicking to reveal details and photos button	
36:20		U2 observes: hard to find twin room, again expresses preference for filter, eventually focuses on classic room with twin beds and clicks details button	Option is there but buried amongst many other rooms, note that photograph for twin room seems to show a double bed. Also description says occupancy two adults, but does not state number of beds

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
36:45	Asks U2 when see classic room twin bed, what do you think that means	U2 replies: standard room with two beds, is clicking and closing details & photos and see all rates buttons	Possibly too many places to click to reveal full information
37:20		U2 suggests: maybe book one of these [twin] rooms, tries to click on name of room to proceed and nothing happens, asks S whether twin room means just two beds	
	S confirms meaning of twin room	U2 exclaims: never knew that	
37:55		U2 reads rates and observes that there is a duplicate entry for Best Flexible Rate, notes "weird", "both rates the exact same".	
38:25		U2 clicks the "book now" button for upper version, notes that this was "really confusing" and scrolls down and up "looking to pay later"	
39:00		U2 remarks: a lot that [she] can't see [whether can pay later] and notes that this is a lot more confusing than the last website, hits browser back button to go back to rate listing	
	Asks U2 what was confusing about it	U2 replies "the rate thing, there's no option to pay later"	
39:40		U2 clicks of the "book now" button to return to booking screen, U2 remarks: would normally get a summary but here "whoa, what have I signed up for", doesn't really know what is included in the booking screen, "quite easy" but needs more time to see exactly what is being paid for. U2 notes price, remarking: typically ... then have to click back into all three, "annoying", U2 clicks back button twice to get back to international hotels page	U2 selected a flexible option, card details requested, but there is a lack of clarity about what payment is taken and when, also lack of opportunity to compare hotels
40:30		U2 goes back to search box and clicks Marylebone Hotel from popup options, U2 remarks: if not sure about dates, calendar with pricing would be preferred to help choose between personal options. U2 selects 9-12 April dates on calendar and "Find Room" button. U2 locates Classic Twin room at top of page can clicks "Show Rates" button	The photo of this room shows twin beds

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
41:00		U2 remarks: "So now this one is different". U2 reads options, expresses preference for "Seasonal Offer; infers from details (not explicitly stated) that there is no payment before arrival. U2 looks for breakfast options, and instead selects "Weekend in Style" apparently because of champagne.	Rates at this hotel appear presented inconsistently to previous hotel on same web page with numerous offers at the top, when U2 made final selection the top offer was out of view, it is possible that this was neglected as an option because of failure to scroll up. Price transparency good, U2 readily identifies that this hotel is cheaper
42:30	Observes that U2 hasn't looked at facilities or at the hotels themselves, asks U2 whether it is important to know what the hotel is like or else happy to make a decision based on rooms?	U2 clicks back button while S is talking. U2 replies: once found out how much it was would probably do it but notes that this web page doesn't make it that easy. While saying this U2 continues to hit back button, goes to far, clicks forward button. U2 notes that a photo album would be desirable, notes that not many photos on display	Not clear from reply what photos are wanted, multiple room shots or shots of hotel and shots of room
43:25	Asks U2 how important room photos are?	U2 replies: really important to visualise how small a room is, notes that there is not much in the snapshot provided, can't judge size of room, prefers multiple photos to flick through "not showing me enough"	
43:55	Asks U2 if wanted to see more what should she do?	U2 clicks "Details & Photos" button while S is asking this and cycles through them, U2 remarks: "Still not great, not showing much", suspects that room might be tiny or hotel is hiding something	At least one photo shows double bed
	Asks U2 what else would like to see in photos?	U2 replies: desk, out of window, view, bathroom definitely, wardrobe space if extended stay, dresser important	

Time	Supervisor comments/suggestions	User statements/responses/actions	My observations/notes
45:00	Asks V: assume all three hotels seen, what room details would be important?	U2 replies: wifi, aircon, bathrobe, slippers (for weekend away), bath, coffee machine, mini fridge, U2 is looking at room details, U2 continues: cotton linen, observes that although most rooms have standard facilities it is better to get confirmation, and long list makes it look as though the room has more	
46:30	Asks U2 to assume this twin room is chosen, make a booking	U2 has considerable difficulty finding button to make room booking. Clicks/Closes Details & Photos, and also See all Rates more than once, also clicks on Room Name (does nothing) Clicks on Book Your Stay (stay details only, doesn't take to booking). Expresses considerable confusion and believes is doing something wrong.	There may be an issue with displaying room rates when room details are on view but not possible to identify from video
47:50		U2 realises that has to show room rates to book, and with room details & photos not in view this now works, room rates now revealed with booking buttons	
48:00	Points out "personalise stay" to U2 and asks what that might be for	U2 replies: "No idea", clicks one of these and zero options are revealed, U2 continues "Birthday", "No Idea". U2 clicks on "See Details" under "Book Now" button which reveals daily rates for room.	
48:45		U2 clicks "Book Now" button	
	Asks U2 overall what thought of experience?	U2 replies: looked "classier" [than previous hotel], had to do a lot of "rooting around" to find what looking for, other hotel easier to book, less confidence with this, needs a summary before paying of what getting, doesn't like having to pick individual hotels, would like a quick snapshot overview of the three London hotels	
50:10	Asks U2 if anything surprised to see?	U2 replies: "Surprised it was done like this", not much about exact locations (could find if rooted about?) but geography wasn't clear, e.g. city centre hotel. Couldn't see map straight away, would not know where going or what doing, a lot of work to find out how to get around and how to get there, access to buses and trains nearby desirable.	Surprise is at the hotel selection menu? (immediately previous topic of discussion)