

# Candela Hotel

## Online Survey

Case study: Hotel Booking System

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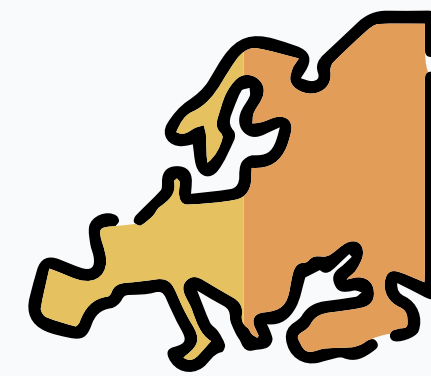
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# Overview and Objectives

Tool: SurveyMonkey

No of questions: 6 or 7

No of responses: 163

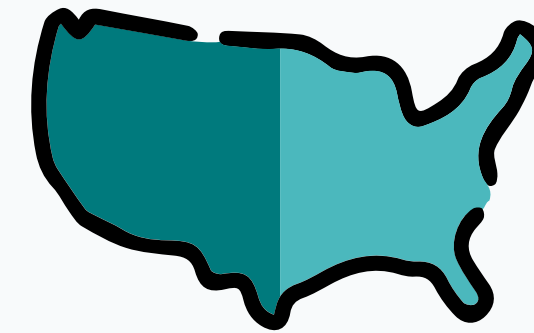


Respondents from Europe

Polish	11 reponses
German	53 reponses
English	12 reponses

3 min.

Social Media post on Facebook, Facebook Groups, LinkedIn and LinkedIn Groups.



Respondents from the USA

English	87 reponses
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1 min.

Targeted responses were purchased through SurveyMonkey Audience.

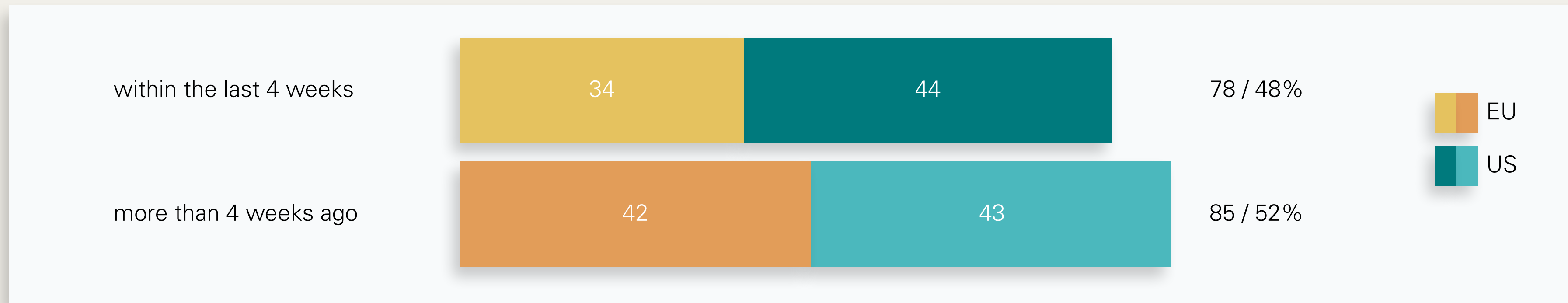
## Objectives

- Combining structured and un-structured types of questions to gather quantitative and qualitative data.
- **Distributing** the survey
- **Analysing and visualizing** the results
- Understanding the general behavior of users when trying to book an accommodation, their particular goals, whether anything is preventing them from doing so, and what other features they would like to see

# Q1: When was the last time you visited a hotel website or an online travel agency for lodging reservations?

Type Checkboxes | Structured | Quantitative

Aim This question serves to find out when the respondents last interacted with an accommodation website. Together with question Q7, it serves as the basis for selecting suitable candidates for the usability test.



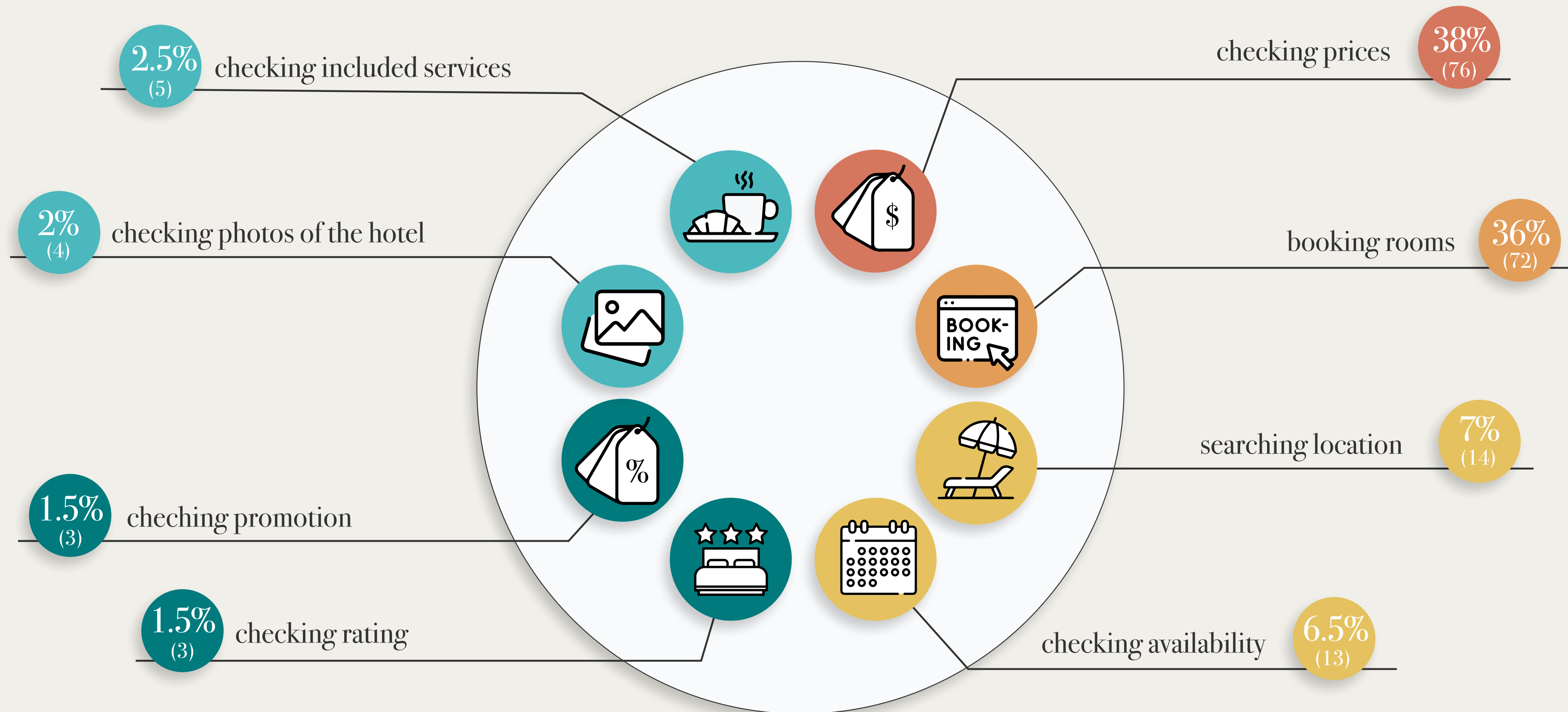
## Observation

In the last four weeks, 51% (44) of all US participants and 45% (34) of all European respondents have visited a booking platform in the last four weeks. However, in a direct comparison, the number of all participants (85) who visited a website more than 4 weeks ago outweighs this number.

For usability testing, only European participants who visited a site within the last 4 weeks are considered. For the US participants, no personal data such as name, phone number and email address were collected. This was not allowed via the SurveyMonkey Audience module.

# Q2: Why did you visit the hotel website or lodging reservation site? What were you trying to do?

Type Free commenting | Unstructured | Qualitative  
Aim Q2 should indicate respondents' motivations / needs when visiting the booking platform.

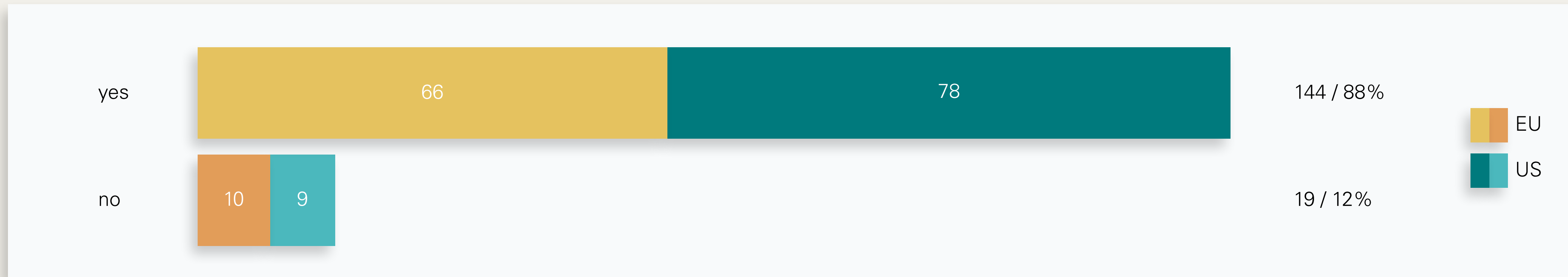


Total number of responses 206, of which 8% (16) were invalid.

# Q3: Were you able to perform the task you described above that day? If not, why?

Type      Checkbox with commenting | Unstructured | Qualitative

Aim        This question is designed to give respondents the opportunity to share and comment on their experiences from the second question (Q2).



## Pain Points / User Experience

- Special request not bookable (1x)
- Conditions were not evident (1x)
- Too complicated (1x)
- Hard to find a decision (2x)
- Too many offers, prices, info (1x)

## Other reasons

- Researching (3x)
- Found nothing (2x)
- Too little variety (1x)

## Observation

The vast majority (88%) of respondents were able to complete their task as intended. 19 respondents answered the question in the negative, 12 of them commented on the failure. 5 out of 8 reasons fall into the category of user experience.

# Q4: What would you change about that website? What improvements would you make?

Type Free commenting | Unstructured | Qualitative

Aim Respondents the opportunity to comment on what they would improve about the UX/UI of the recently visited accommodation website. This information is valuable data for this case study.

## No clear overview of prices, vacancies and price composition (21)

- Overview over prices and vacancies (15)
- Overview over fees / no hidden fees / no fees at all (4)
- Overview over parking fees (1)
- Possibility to compare prices across websites (1)

## No or insufficient search options, filters and result list (17)

- Search filters allow a specific search: bed size, amenities, baby bed, houses (11)
- Locationsearch (2)
- select/deselect addition (e.g. breakfast) (1)
- Searchresults on map (1)
- Comparison options (1)
- More suggestions (1)

## Insufficient visual and textual information about hotel rooms (9)

- more detailed information about the hotel rooms and different room types (5)
- Photos or 3D rendering of the rooms (2)
- Photos with customer reviews (1)
- reviews / ratings (1)

## Complicated or insufficient booking process (2)

- easier booking process (1)
- possibility to book several rooms at the same time (1)

## Q4: What would you change about that website? What improvements would you make?

### Pressure to buy, intimidation tactics (10)

- No changing prices due to trackers (3)
- No ads / less ads / less sponsored content / less noise (4)
- No artificial shortage (3)

### Communication between customer and hotel (8)

- Communication channel between customer and hotel (3)
- Contact via e-mail (1)
- Contact via the website, not via e-mail (1)
- Customer service (1)
- Help (1)
- FAQ (1)

### Visual and tactile navigation, return and re-entry (21)

- Mobile friendly (2)
- Easier navigation (2)
- More languages (2)
- Map overview (1)
- clear calendar (2)
- teamphoto (1)
- Possibility to return to the previous version / back button (4)
- Save and display personal information on re-entry (1)

### No changes or no specification (85)

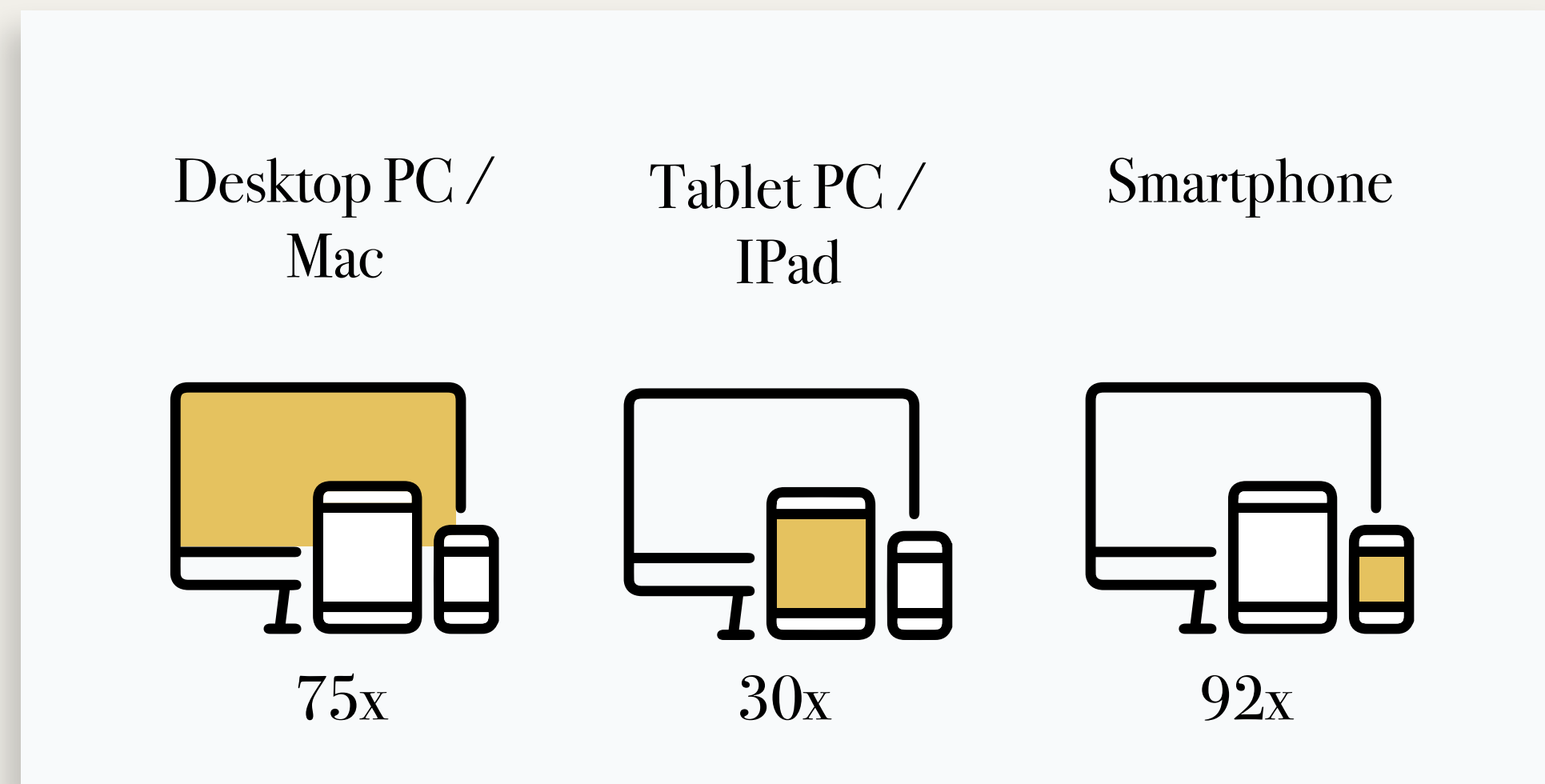
- Boring design / dated colours (3)
- Design more intuitive (1)
- Bad user experience (1)
- No changes (80)



# Q5: What device do you usually use to book your hotel stay?

Type Multiple Choice | Structured | Quantitative

Aim Understanding what type of devices users prefer when searching for hotels. The data obtained could be used to validate the focus path of this case study.



## Observation

Of the 163 households surveyed, 81% (132) use 1 device to book hotel rooms, 19% (31) use 2 or more devices.

In Europe, mainly desktop PC/Mac (27 households) or the combination of desktop PC/Mac and smartphones (15 households) are used for bookings.

In the US, however, the majority (52 households) use smartphones for booking. Of these, 9 use a combination of smartphone and desktop PC/Mac.

## Q6: Do you use the same device to compare prices?

Type            Checkbox with commenting | Unstructured | Qualitative

Aim              Follow-up question to Q5 with the aim of finding out if respondents used a different device when researching prices, thus showing a different behaviour than when booking the hotel.

Of the 163 households surveyed, 82% (134) use the same device(s) to compare prices as they do to book hotel rooms.  
29 households (18%) use a different device for different reasons:

- Better overview when comparing on a larger screen: „Compare prices better via laptop.“
- Searching via smartphone and booking via desktop: „I usually start my search on mobile because I’m just casually looking [...]. When I’m serious about booking, I assuming I’ll have to enter information and credit card info and know it will be easy to do that on a laptop.“
- Protection against price stiffening due to trackers: „Because otherwise prices will go up.“

# Q7: May I contact you for an in-depth interview?

Type            Checkbox | Structured | Quantitative

Aim             In connection with question Q1, I wanted to look for potential participants of the Userbility Testing.

**Hotel reservation websites**

**Thank you very much for taking part in my survey - CAN I ASK YOU ONE MORE THING?**

A few weeks ago I started a User Experience Design diploma. One of the projects I have to complete is to conduct a one-hour interview with people who have booked a hotel room online in the last 12 months.

**Here is my question: Could you spare 45-60 minutes for an interview? You don't need any preparation or special knowledge.**

\* 7. May I contact you for an in-depth interview?

Yes

No

67%

Prev Next

Powered by SurveyMonkey  
See how easy it is to [create a survey](#).

**Hotel reservation websites**

\* 8. Contact details

Name \*

Country

Email Address \*

Phone Number \*

100%

Prev Done

Powered by SurveyMonkey  
See how easy it is to [create a survey](#).

Overall, 42% (32) of all European respondents have accepted. Of these, 20 had visited a booking platform within the last 4 weeks, 5 English-, 12 German- and 3 Polish-speaking participants.

On the last page, participants who answered „yes“ were able to leave their contact details.

The next step: Write to the volunteer participants and inform them about the video recordings.

# Conclusion

## Create online survey

The creation with SurveyMonkey was easy and very quick, also the creation of a conditional question/answer (see question 7 and the form „contact details“). It is important to note that you can set different options and check the „default“ settings.

## Distributuion

I monitored the distribution of the survey using Survey Monkey's collector links. I distributed them in social media posts on Facebook, Facebook Groups, LinkedIn and LinkedIn Groups.

## Analyse

I analysed the data primarily in Exel.

- Most European households surveyed use a desktop PC / Mac or a combination of desktop PC / Mac and smart-phone for booking. This confirms the work on the desktop path.
- Most users want a clear price display incl. comprehensible listing of charges.
- This is followed by a well-structured and clear search and filter option.
- In comparison, the paid respondents (US) were quicker in answering (1 1/3 minutes on average) than the rest of the respondents.
- US respondents also had a higher incidence of invalid or no responses when it came to comments or unstructured responses.

## Further questions

For a further questionnaire, the following questions could be asked:

- How often do you visit booking websites?

Indicates how often a customer returns to the booking platform before booking..

- When was the last time you booked a hotel? (Offer multiple time periods.)
- For when did you book the hotel?
- For what purpose did you book the hotel room?

These questions together indicate a tendency of travel and booking preferences of travellers.

During my project work, I also saw questionnaires from other students, they asked for example the following questions:

- Which booking platform did you use to book?
- What is your go-to/favourite accommodation website/app?
- Which platform do you use to compare prices?

This question aims to find out competitors, as I have already completed project 1 competitive benchmark, this question was irrelevant for my questionnaire.

- Describe your booking process.

I did not include this question in my survey because I think this information will be more detailed and accurate in user testing. There, I can observe the process myself and do not have to rely on the accuracy of a reminder. It could even be that important steps are not mentioned because they are not really noticed by the user. See the example of „contextual testing“ by Heinz Ketchup.

For questions with multiple choice answers, this must be clearly described. I am unsure whether in question Q5 the participants always consciously gave only one answer.

## Visualise

For the visualisation, I decided not to use only the representations generated by Survey Monkey, but to create my own illustrations with icons, for example. Although this is more time-consuming, it makes it easier for the reader to understand the information.

# Documentation

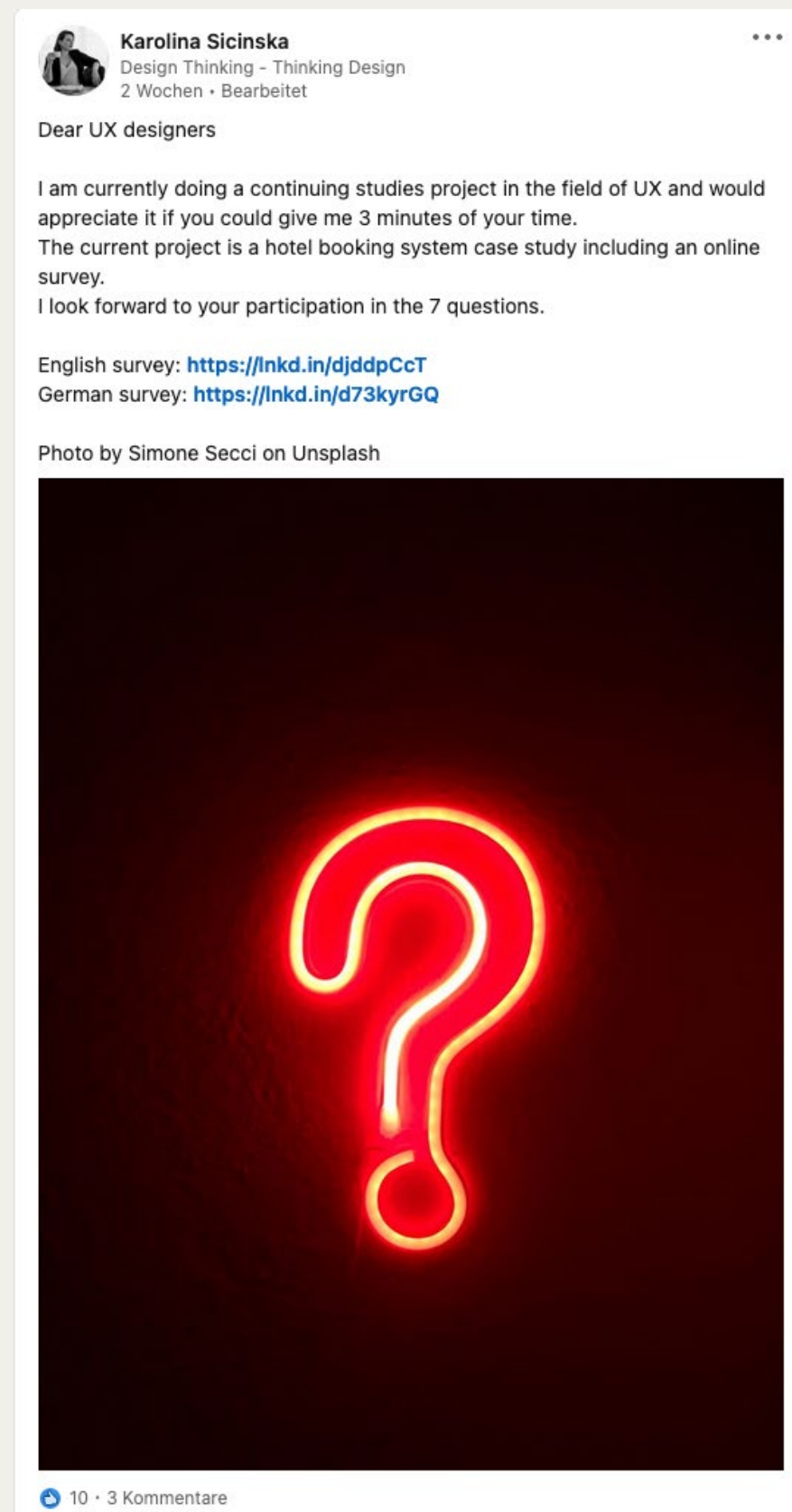


Figure 1 - Social Media Post

Collectors	
<b>Geschlossen</b>	4
<b>FB / LinkedIn</b> Erstellt: 17.10.2021	Beantwortungen gesammelt
<b>Geschlossen</b>	8
<b>LinkedIn UX Gruppe</b> Erstellt: 18.10.2021	Beantwortungen gesammelt

Figure 2 - Collectors

### Hotel reservation websites

\* 1. When was the last time you visited a hotel website or an online travel agency for lodging reservations (like booking.com, trivago, Airbnb, expedia, tripsadvisor etc.)

\* 2. Why did you visit the hotel website or lodging reservation site? What were you trying to do? (E.g., check prices, book a hotel room, upgrade room, etc...)

\* 3. Were you able to perform the task you described above that day?

Yes  
 No

If not, tell me why not

\* 4. What would you change about that website? What improvements would you make?

\* 5. What device do you usually use to book your hotel stay?

Desktop PC / Mac  
 Tablet PC / iPad  
 Smartphone

\* 6. Do you use the same device to compare prices?

Yes  
 No

If not, tell me why not

33%

Figure 3 - Online survey

Befragte(r) Nr. 87

**Beendet** Bearbeiten Löschen Exportieren

Collector: USA - 50 (Zielgruppe)  
Start: Dienstag, 19. Oktober 2021 02:14:51  
Letzte Änderung: Dienstag, 19. Oktober 2021 02:15:42  
Benötigte Zeit: 00:00:50  
Benutzerdefinierte Daten: 2901186cbcdc500a5469096f9f

Seite 2

**F1**  
When was the last time you visited a hotel website or an online travel agency for lodging reservations (like booking.com, trivago, Airbnb, expedia, tripsadvisor etc.)  
Within the last 4 weeks

**F2**  
Why did you visit the hotel website or lodging reservation site? What were you trying to do? (E.g., check prices, book a hotel room, upgrade room, etc... )  
to try and find a place to stay.

**F3**  
Were you able to perform the task you described above that day?  
Yes

**F4**  
What would you change about that website? What improvements would you make?  
the process of finding the exact area where I will be staying was long.

**F5**  
What device do you usually use to book your hotel stay?  
Desktop PC / Mac

**F6**  
Do you use the same device to compare prices?  
Yes

Seite 3: SurveyMonkey Audience

**F7**  
Geschlecht  
Männlich

**F8**  
Region  
Westküste

**F9**  
Gerätetyp  
Android-Smartphone-/Tablet

**F10**  
Einkommen der privaten Haushalte  
100.000 \$ - 124.999 \$

**F11**  
Alter  
18 - 29

Figure 4 - Answers from Respondent No.87 | SurveyMonkey Audience Figure