

Booking.com

Usability Study Results

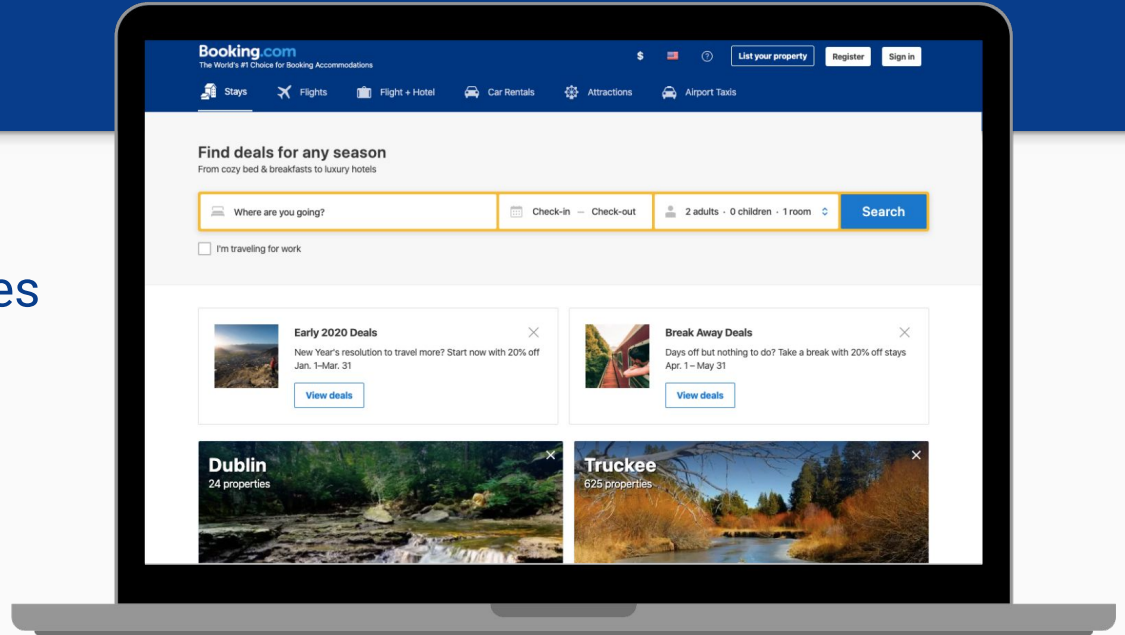
By Team 'Book-Yeah!'

Rebecca Carne, Natalie Goetz,
Julia Robison & Kathleen Parsons



Product

Booking.com is a travel booking website that provides a one-stop shop for users to find, compare and book lodging accommodations, flights, and more.



Target Audience

- Ages **18 - 35**
- Budget travelers
- Considered “**travel savvy**”, booking travel one or more times a year
- New to **Booking.com**, ideally haven't used it more than two times in the past year
- Comfortable using desktop browsers

Usability Challenge

- **We studied the lodging search and reservation process in Booking.com.**
We were interested in what may be deterring users from completing bookings.
- **Goals:**
 - Observe participant behaviors when searching and comparing accommodations
 - Identify frustrations and pain points in current booking tools
 - Capture overall sentiment and impression of Booking.com
- **Research Questions:**
 - How easily and successfully do participants **search for accommodations**?
 - Can participants **easily and successfully find the information** they need to make a decision?
 - Do participants understand how to **compare and filter lodging accommodation options**?
 - How easily and successfully do **participants book and confirm accommodations**?
 - What **obstacles do participants encounter** while using the Booking.com website?

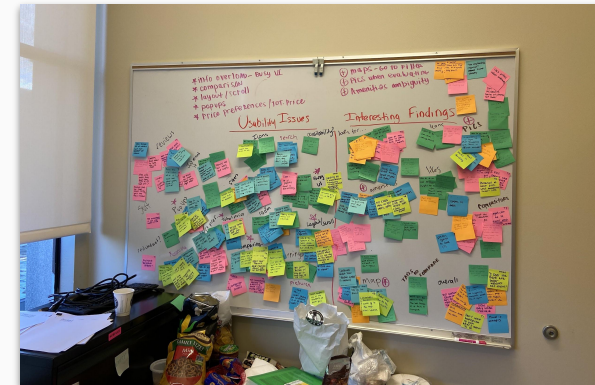
Participant Details



- 6 Total participants
 - Includes Pilot
- 2 female, 4 male
- Ages 25-35
- Seattle Residents
- Have used Booking.com less than 3 times in the last year
- Value budget when booking travel
- Friends and family of the researchers

Testing Details

- **Testing occurred over 2 days:** 1 hr scheduled sessions w/ 1 hr of debrief in between
 - Began w/ a pilot session
- **In-person, moderated usability testing**
 - 1 moderator : 1 participant
- **Controlled testing environment** in Sieg hall at the University of Washington campus
 - Testing room with desktop computer
 - Screen recording using Zoom to capture participant interactions and facial expressions
 - Video recording to capture body language
 - 3 observers located in viewing room next door recording notes



Data Collected

- **Pre-study questions**
 - To understand travel habits and activity
- **Observer perceived difficulty rating per activity**
 - Observers ranked severity of tasks
- **Likert after each task**
 - To measure ease or difficulty of completing the task
 - Very difficult - Very easy (1-5)
- **Qualitative insights from probing**
 - Eg. What was most impactful in choosing that accommodation?
 - What did that make you think or feel?
- **System Usability Score post-test**
 - Understand overall perceived usability
- **Post-study questions**
 - Participant feedback / Propensity to use booking.com

TL;DR

- **Study Findings:**

- Though usable, Booking.com's site is very busy, distracting and overwhelming
- Too many pop-ups = friction & participant frustration
- Participants experienced challenges comparing different accommodations
- The hierarchy of information and tools do not match participant mental model

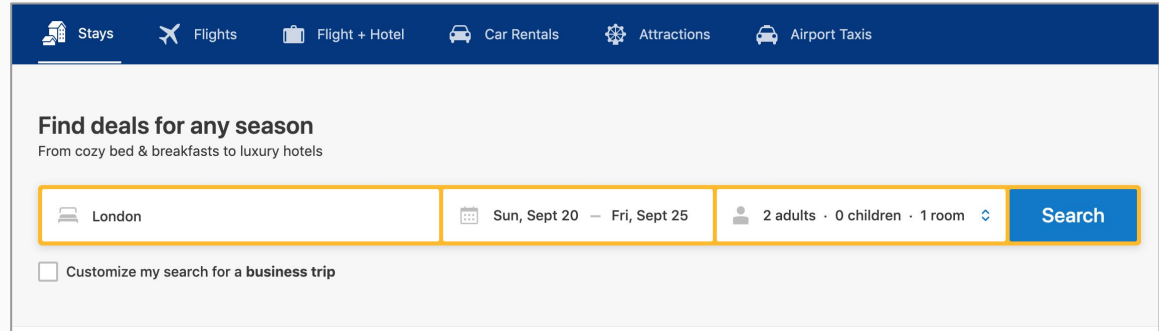
- **Recommendations:**

- Overall simplification of UI
- Hide non-critical information / make critical information more prominent
- Make accommodation side-by-side comparison easier
- Leverage what is working well by featuring map and photos

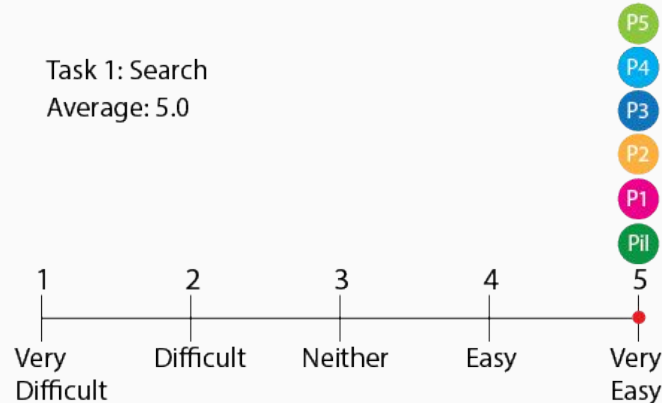
What Works Well

Search for accomodations

- **6/6** Participants found search to be easy and intuitive



- All participants rated this task as Very Easy in the post-task questionnaire



Integrated accommodations map

- 6/6 study participants preferred using the map to directly compare lodging search results
- 3/6 participants were skeptical of using filters to determine location
- **Recommendation:** Consider making maps the default search result experience

The screenshot displays a user interface for finding accommodations. On the left, there are filter sections:

- Filter by:**
- Your Budget:**
 - \$0 - \$54 per night (126)
 - \$54 - \$108 per night (602)
 - \$108 - \$162 per night (985)
 - \$162 - \$217 per night (1291)
 - \$217 + per night (3416)
- Popular Filters:**
 - Free cancellation (3555)
 - Central London (2341)
 - Very Good: 8+ (1939)
 - Hotels (1005)
 - Breakfast Included (778)
 - Private bathroom (3682)
 - Apartments (3232)
 - Apartments + homes (3535)
- Recommended for You:**
 - Visual aids (Braille) (20)

The main content area shows three hotel listings:

- London House Hotel** (3 stars): 8.2 Very Good (2,534 reviews), Small Double Room, Price for 5 nights: \$707.
- Melia London Kensington** (4 stars): 8.1 Very Good (525 reviews), Deluxe Room, Price for 5 nights: \$1,210.
- Comfort Inn Edgware Road W2** (3 stars): 7.5 Good (1,132 reviews), Double Room, Price for 5 nights: \$654.

On the right, a map view shows the location of these hotels and others in the area. A search bar at the top of the map says "Search on map". A pop-up for **Generator London** (5 stars) is visible, showing a 7.5 Good rating (6,715 reviews) for a Twin - Shared Bathrooms room, Price for 5 nights: \$556.

Lodging photos as an evaluation tool

- **4/6** participants said photos were important in their decision making
- **3/6** valued room specific photos and thumbnail options to quickly scroll through
- **Recommendation:** Make room specific photos more discoverable

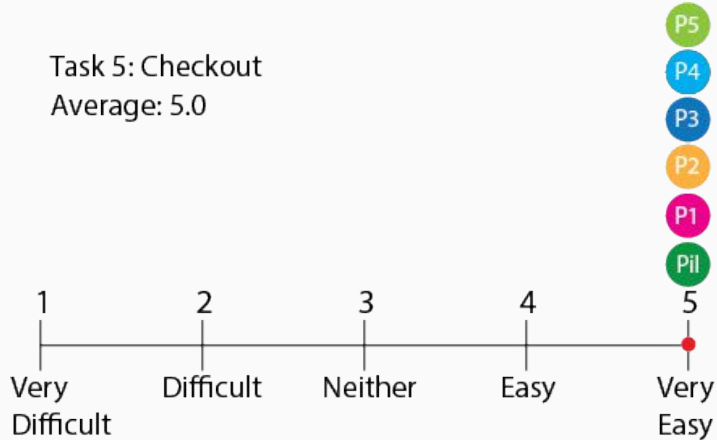
The screenshot displays a hotel booking page. At the top, a large photo of a hotel room with two beds is shown. A callout box points to a small photo icon in the room details table, stating: "Room specific photos available by clicking this icon". To the right of the main photo, there are review snippets: "Good 7.7 6,089 reviews" and "Excellent location! 9.0". Below the main photo is a row of thumbnail images. At the bottom, a table lists room options with their prices and features.

Room Type	Sleeps	Price for 4 nights	Value
Standard Double Room	2	Genius \$824 \$739	Great value
1 full bed		Included: 20% VAT	
215 feet ² Air conditioning Private Bathroom Flat-screen TV Coffee machine Free WiFi			
Free toiletries Bathrobe Toilet Bathtub or shower Linens Socket near the bed Desk TV Slippers Telephone Ironing facilities Iron Radio Heating Hairdryer Carpeted Electric kettle Laptop safe Wardrobe or closet			
	2	Genius \$1,172 \$1,055	
		Included: 20% VAT	

Entering details for Checkout

- 6/6 Participants found the checkout process easy and straightforward, and scored it as Very Easy in post-task questionnaire

Task 5: Checkout
Average: 5.0



You selected:
Double Room
[Change your selection](#)

Your price summary

Double Room	\$492
20 % VAT	\$99
Price (your currency)	\$591 *
Property's Currency in GBP (for 2 guests and 5 nights)	£457.20

* This price is converted to show you the approximate cost in \$. You'll pay in €. The exchange rate might change before you pay. Keep in mind that your card issuer may charge you a foreign transaction fee.

How much will it cost to cancel?

If you cancel, you'll pay \$591

Your booking includes

- Free WiFi
- [15% off all car rentals in London](#)

Limited supply in London for your dates:
13 three-star hotels like this are already unavailable on our site

The fine print

Non-UK Visa/Mastercard holders only: Where available, the GBP amount will be converted to your card's 'home' currency and processed through the property's credit card machine.
The credit card used to make the booking must

Enter your details

[Sign in](#) to book with your saved details or [register](#) to manage your bookings on the go!

Are you traveling for work?
 Yes No Almost done! Just fill in the * required info

Title **First Name** **Last Name ***

Email Address *
 Double-check for typos Confirmation email sent to this address

Confirm Email Address *

Who are you booking for?
 I'm the main guest
 I'm booking for someone else

Double Room
Non-refundable ⓘ
[Private Bathroom](#)

Guests: ⓘ

Full Guest Name

Breakfast \$ 130
Enjoy a convenient Breakfast at the property for \$13 per person, per night. 2 guests, 5 nights [Change](#)

Want to book a taxi or shuttle ride in advance?
Avoid surprises – get from the airport to your accommodations without any hassle. We'll add taxi options to your booking confirmation.

15% off **I'm interested in renting a car**

Opportunities for Improvement

Severity Rating

Dumas and Redish Scale



Level 1: Prevents task completion

Level 2: Creates significant delay and frustration

Level 3: Problems have a minor effect on usability

Level 4: Subtle and possible enhancements / suggestions

Primary Usability Challenges

Enhance the discoverability of the comparison tool



Interface Challenge: Accommodation comparison tool is not discoverable and the copy is unclear.

Only 1 of 6 participants found the comparison tool. Moderators were originally unaware of this functionality.

Is the heart button recognizable to the user as a means of comparison?

Clarifying the language here to be more representative of comparing options.

Recommendation: Consider enhancing the discoverability of the accommodations comparison tool by making it a default and making it available across the experience. Consider clarifying the title and purpose of the “save” button.

Enhance the usefulness of the comparison tool



Interface Challenge: Comparison tool lacks detailed information per accommodation.

Camden is a great choice for travelers interested in theater, shopping, and entertainment.

We speak your language!

Swinton Hotel has been welcoming B 2005

Most popular facilities

- Non-smoking rooms
- Family rooms
- Free WiFi
- 24-hour front desk
- Elevator
- Breakfast

Your choices
See how this property compares to the others you're looking at.

Compare

Booker tip: Stay flexible
Since your dates are a while from now, pick flexible rates to have free cancellations!

Availability

Only 1 of 6 participants found the comparison tool. Moderators were originally unaware of this functionality.

3 out of 6 participants expressed wanting a direct comparison tool.

Compare your recently viewed properties

Currently viewing

Deluxe Tower Bridge A...	Baglioni Hotel London ...	Royal Eagle Hotel
2 miles from center	2.5 miles from center	2.2 miles from center
7.3 Good 51 reviews Location 9.1	9.1 Awesome 393 reviews Location 9.3	7.1 Good 6,020 reviews Location 8.7
Facilities: [Icons]	Facilities: [Icons]	Facilities: [Icons]
Mar 13 - Apr 9 Price for 27 nights: \$6,873	Mar 13 - Apr 9 Price for 27 nights: \$10,211	Mar 13 - Apr 9 Price for 27 nights: \$2,543
Reserve	View property	View property

For the purpose of comparing the two [accommodations] this doesn't tell me enough information." (P5)

Recommendation: Consider enhancing the discoverability of the accommodations comparison tool and add more detailed information for each accommodation option being compared.

Comparison Tool Clip (P5)

The image shows a web browser window displaying the Booking.com page for the Swinton Hotel in London. The browser's address bar shows the URL: `booking.com/hotel/gb/swintonhotel.html?aid=304142;label=gen173nr-1DCAEoggl46AdIM1gEaLQCIAEBmAEXuAEHyAEM2AED6AEB-AECIAIBqAID...`. The page header includes the Booking.com logo, navigation links for Stays, Flights, Flight + Hotel, Car Rentals, Attractions, and Airport Taxis, and buttons for 'List your property', 'Register', and 'Sign in'. The breadcrumb trail reads: Home > UK > Greater London > London > Camden > Swinton Hotel (Hotel), London (UK) Deals. Below the breadcrumb, there are tabs for 'Info & prices', 'Facilities', 'House rules', 'The fine print', and 'Guest reviews (3,319)'. The main heading is 'Swinton Hotel' with a 'Great for Two Travelers' badge and a 'Reserve' button. The address is '18-24 Swinton Street, Camden, London, WC1X 9NX, United Kingdom - Good location - show map' and a 'We Price Match' badge is visible. On the left, a search sidebar contains a 'Search' form with fields for 'Destination/property name' (London), 'Check-in date' (Sunday, September 20, 2...), 'Check-out date' (Friday, September 25, 20...), '5-night stay', '2 adults', 'No children', and '1 room'. A 'Search' button is at the bottom of the sidebar. A video call inset in the top right corner shows a man wearing a cap and glasses, resting his chin on his hand.

Enhance the understandability of room option information



Interface Challenge: Room option table is dense with copy and the dropdown for selecting the number of rooms is confusing.

Accommodation Type	Sleeps	Price for 4 nights	Your Choices	Quantity
Executive Studio Apartment Last booked for your dates 4 days ago on our site! Only 3 left on our site! 1 full bed	2	\$626 \$406 Break Away Deal	• Non-refundable	0
248 feet ² Attached bathroom Flat-screen TV Free toiletries ✓ Toilet Bathtub or shower ✓ Towels Linen ✓ TV ✓ Refrigerator Ironing facilities ✓ Iron Microwave ✓ Heating Hairdryer ✓ Kitchenware Kitchenette ✓ Fan Towels/Sheets (extra fee) Electric kettle Cable channels Wardrobe or closet Trailer Upper floors accessible by stairs only Toilet paper Suggest Apartment Available	2	\$473 Break Away Deal	• Breakfast included in the price • Non-refundable	0
248 feet ² Attached bathroom Flat-screen TV Free toiletries ✓ Toilet Bathtub or shower ✓ Towels Linen ✓ TV ✓ Refrigerator Ironing facilities ✓ Iron Microwave ✓ Heating Hairdryer ✓ Kitchenware Kitchenette ✓ Fan Towels/Sheets (extra fee) Electric kettle Cable channels Wardrobe or closet Trailer Upper floors accessible by stairs only Toilet paper Suggest Apartment Available	2	\$659 Break Away Deal	• FREE cancellation before 11:59 PM on April 12, 2020 • Breakfast included in the price	0
248 feet ² Attached bathroom Flat-screen TV Free toiletries ✓ Toilet Bathtub or shower ✓ Towels Linen ✓ TV ✓ Refrigerator Ironing facilities ✓ Iron Microwave ✓ Heating Hairdryer ✓ Kitchenware Kitchenette ✓ Fan Towels/Sheets (extra fee) Electric kettle Cable channels Wardrobe or closet Trailer Upper floors accessible by stairs only Toilet paper Suggest Apartment Available	2	\$692 Break Away Deal	• FREE cancellation before 11:59 PM on April 12, 2020 • Breakfast included in the price	0
Single Room Only 1 left on our site! 1 twin bed Attached bathroom Flat-screen TV More	2	\$602 \$326 Break Away Deal	• Non-refundable	0
248 feet ² Attached bathroom Flat-screen TV More	2	\$328 Break Away Deal	• Breakfast included in the price • Non-refundable	0

Increase negative space to allow for easier skimming.

Accommodation Type	Sleeps	Price for 4 nights	Your Choices	Quantity
Executive Studio Apartment Last booked for your dates 4 days ago on our site! Only 3 left on our site! 1 full bed	2	\$626 \$406 Break Away Deal	• Non-refundable	0
248 feet ² Attached bathroom Flat-screen TV Free toiletries ✓ Toilet Bathtub or shower ✓ Towels Linen ✓ TV ✓ Refrigerator	2	\$473 Break Away Deal	• Breakfast included in the price • Non-refundable	0

3 out of 6 participants had a moderate to difficult time selecting the room number from the dropdowns.

Recommendation: Consider simplifying room option detail in the table and making the room selection process more intuitive.

Enhance the visibility of the “change your selection” feature



Interface Challenge: “Change your selection” feature on the checkout screen is not very visible.

Your booking details

Check-in: Thursday, April 16, 2020 from 2:00 PM

Check-out: Monday, April 20, 2020 until 12:00 PM

Total length of stay: 4 nights

[Traveling on different dates?](#)

You selected:
Deluxe Double Room
[Change your selection](#)

Your price summary

Deluxe Double Room	\$1,318
20 % VAT	\$264

Price \$1,582*
(your currency)

Property's Currency £1,224
(for 2 guests and 4 nights)

Baglioni Hotel London - The Leading Hotels of the World

9.1 Awesome 392 reviews

★★★★★ Limited-Time Deal Parking 1 Restaurant On Site

Pet friendly

60 Hyde Park gate, Kensington and Chelsea, London, SW7 5BB, United Kingdom - In city center

This property has an excellent location. Guests have rated it 9.3!

Enter your details

[Sign in](#) to book with your saved details or [register](#) to manage your bookings on the go!

Are you traveling for work?
 Yes No

Almost done! Just fill in the * required info

Deluxe Double Room

FREE cancellation before 11:59 PM on April 14, 2020 ?
You can easily cancel or change your booking for free! Just follow the link from your confirmation email.

Inner courtyard view Air conditioning Private Bathroom Flat-screen TV Soundproof Coffee machine

Minibar

9.4 Exceptionally clean 391 reviews

Guests: 2 **Smoking:** ...

Full Guest Name

First name, Last name

Recommendation: Consider making the “change your selection” option more visible and giving it a more prominent position on the page.

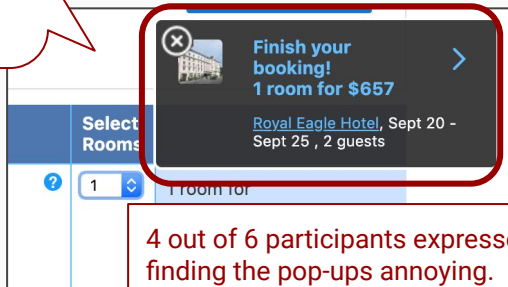
Secondary Usability Challenges

Reduce or eliminate the number of pop-ups and their frequency

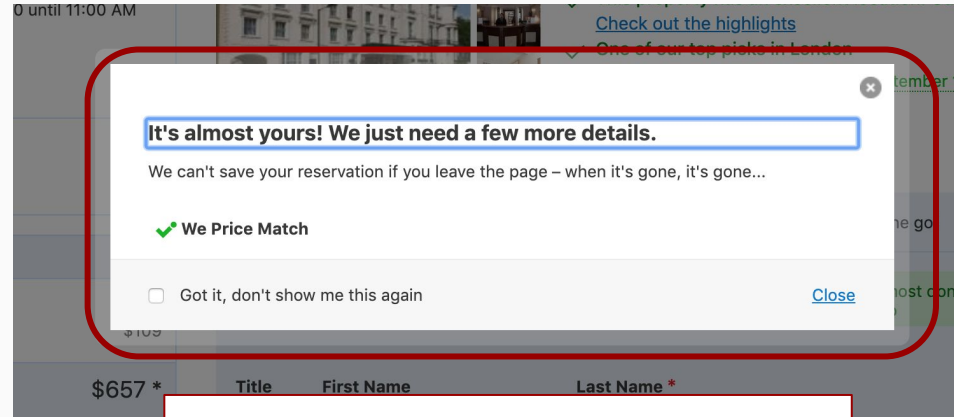


Interface Challenge: There are a large number of pop-ups that frequently appear during the experience.

"I'm going to click this [pop-up] off... I never pay attention to those. They frustrate me. I hate pop-ups" (P5).



4 out of 6 participants expressed finding the pop-ups annoying.



3 out of 6 participants cleared out a pop-up at least once without acknowledging the content.

Recommendation: Consider reducing or eliminating the number of pop-ups and their frequency.

Pop-ups Clip (P5)

The image shows a Chrome browser window displaying a hotel listing for the Swinton Hotel. The browser's address bar shows the URL: `booking.com/hotel/gb/swintonhotel.html?aid=304142;label=gen173nr-1DCAEoggl46AdIM1gEaLQCiAEbMAExuAEHyAEM2AED6AEB-AECiAIBqAID...`. The main content area features a large image pop-up of a hotel room with a blue bedspread and white linens. The pop-up includes a "Reserve now" button at the top, a "Review score" of 6.3 based on 3,319 reviews, and a "Location" score of 7.8. Navigation arrows are visible on the left and right sides of the pop-up. Below the main image, there is a section titled "Stay in the heart of London" with a sub-heading "9 / 32 — Superior Double Room" and a "Bookers love" section. A small video player at the bottom shows a sequence of room images. A status bar at the bottom left indicates "Waiting for tr.snapchat.com...".

Swinton Hotel [Reserve now](#) Close X

Review score 6.3
3,319 reviews

Location 7.8

Stay in the heart of London 9 / 32 — Superior Double Room Bookers love

Waiting for tr.snapchat.com...



Improve the user interface by reducing information overload



Interface Challenge: User interface is dense with information. Information can be repetitive and unnecessary.

Accommodation Type
Executive Studio
Apartment
Last booked for your dates 4 days ago on our site
Only 3 left on our site!
1 full bed
248 feet?
Attached bathroom
Flat-screen TV
Free toiletries ✓ Toilet
Bathtub or shower ✓ Towels
Linens ✓ TV ✓ Refrigerator
Ironing facilities ✓ Iron
Microwave ✓ Heating
Hairdryer ✓ Kitchenware
Kitchenette ✓ Fan
Towels/Sheets (extra fee)
Electric kettle
Cable channels
Wardrobe or closet
Toaster
Upper floors accessible by stairs only
Toilet paper
Biggest Apartment Available

3 out of 6 participants said that the website had too much information.

Filter by:

Your Budget	
<input type="checkbox"/> \$0 - \$55 per night	93
<input type="checkbox"/> \$55 - \$111 per night	677
<input type="checkbox"/> \$111 - \$167 per night	1233
<input type="checkbox"/> \$167 - \$223 per night	1572
<input type="checkbox"/> \$223 + per night	2413

Popular Filters

<input type="checkbox"/> Central London	2003
<input type="checkbox"/> Hotels	1017
<input type="checkbox"/> Very Good: 8+	1485
<input type="checkbox"/> Private bathroom	3133
<input type="checkbox"/> Free cancellation	2860
<input type="checkbox"/> Apartments	2843
<input type="checkbox"/> Breakfast included	770
<input type="checkbox"/> Double bed	2203

Star Rating

<input type="checkbox"/> 1 star	7
<input type="checkbox"/> 2 stars	138
<input type="checkbox"/> 3 stars	1136
<input type="checkbox"/> 4 stars	1254
<input type="checkbox"/> 5 stars	324
<input type="checkbox"/> Unrated	1418

Distance from center of London

<input type="checkbox"/> Less than 1/2 mile	125
<input type="checkbox"/> Less than 1 mile	430
<input type="checkbox"/> Less than 2 miles	1337

Online Payment

<input type="checkbox"/> PayPal	2884
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Fun Things To Do

<input type="checkbox"/> Fitness center	341
<input type="checkbox"/> Bicycle rental (additional charge)	201
<input type="checkbox"/> Fitness	169
<input type="checkbox"/> Massage	124
<input type="checkbox"/> Cycling	121

Availability

<input type="checkbox"/> Only show available properties	
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Deals

<input type="checkbox"/> All Deals	506
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24-Hour Front Desk

<input type="checkbox"/> Front Desk Open 24/7	1037
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Reservation Policy

<input type="checkbox"/> Free cancellation	2860
<input type="checkbox"/> Book without credit card	2
<input type="checkbox"/> No prepayment	913

Meals

<input type="checkbox"/> Breakfast included	770
<input type="checkbox"/> Breakfast & dinner included	10
<input type="checkbox"/> Kitchen amenities	2716

Stay Type

<input type="checkbox"/> Hotels & private rooms	1509
<input type="checkbox"/> Homes & apartments	2873
<input type="checkbox"/> Hostels & private rooms	35
<input type="checkbox"/> Unique & alternative stays	218

Recommendation: Consider reducing the amount of information shown on any given page, specifically consider reducing the number of amenities and filters in order to highlight the most important ones.

Improve the understandability of price



Interface Challenge: Accommodation costs are listed inconsistently. The price filters are fixed and not flexible to exact price.

4 out of 6 participants expressed wanting to filter by an exact price rather than the current fixed price ranges.

Filter by:

Your Budget

- | | |
|--|------|
| <input type="checkbox"/> \$0 - \$55 per night | 93 |
| <input type="checkbox"/> \$55 - \$111 per night | 677 |
| <input type="checkbox"/> \$111 - \$167 per night | 1233 |
| <input type="checkbox"/> \$167 - \$223 per night | 1572 |
| <input type="checkbox"/> \$223 + per night | 2413 |

Assaha Hyde Park Apartments Westminster Borough, London · [Show on map](#) · 2.1 miles from center · Subway Access

Break Away Deal

Executive Studio Apartment - 2 people
1 bed (1 full)
Only 3 like this left on our site

4 nights, 2 adults
\$406

[See availability](#)

"Doesn't seem like it's applying the [price] filters over here [accommodation listing]" (P1).

Baglioni Hotel London - The Leading Hotels of the World Kensington and Chelsea, London · [Show on map](#) · 2.5 miles from center

Awesome 393 reviews **9.1**
Location **9.3**

Here price is listed as price per night.
3 out of 6 participants preferred to see the price listed consistently as "price per night."

Here price is listed as a total for all nights booked.

Recommendation: Consider allowing users to set their own price ranges. Consider listing accommodation prices consistently as "price per night."

Price Confusion Clip (P1)

The screenshot shows a Chrome browser window displaying a Booking.com search for hotels in London. The search parameters are: Friday, September 25, 20... (5-night stay), 2 adults, No children, 1 room. The results are sorted by 'Price (lowest first)'. Three hotel listings are visible:

- Smart Stay Swiss Cottage** (Camden, London): Excellent 8.8 rating, 615 reviews. Room: Double or Twin Room with Shared Bathroom. Price: \$554 ~~\$543~~. Includes taxes and charges. Only 4 rooms like this left on our site.
- Global Lodge** (Hackney, London): Very Good 8.3 rating, 794 reviews. Room: Deluxe Double Room. Price: \$554 ~~\$543~~. Includes taxes and charges. Only 4 rooms like this left on our site.
- Apartments Craven Terrace** (Westminster Borough, London): Very Good 8.2 rating, 149 reviews. Location 9.3. Price: \$554 ~~\$543~~. Includes taxes and charges. Only 4 rooms like this left on our site.

On the left, the 'Filter by' section includes 'Your Budget' (with '\$108 - \$162 per night' selected) and 'Popular Filters' (with 'Hotels' selected).

In the top right corner, there is a video inset showing a man with glasses and a dark shirt, looking thoughtful with his hand to his chin.

Interesting Findings

- Average SUS of 6 participants: 72.9 - Above average
- Interestingly, 4/6 participants who found the site easy to use, would not opt to use it again.
 - 3 out of 6 participants prefer a competitor website
- Participants gave relatively high ease of use ratings but moderators observed more friction
- Though Booking.com is used primarily to compare accommodations, the “Compare” feature was only discovered by 1/6 participants

Reflection

What went well:

- Controlled testing environment
 - Second observation room
- Organized and effective note-taking system
- Dependable participants
- Scoped time for tasks
- Immediate one hour debriefs
 - Affinity diagramming
- Zoom screen share

What we'd do differently:

- Expand upon our scenario writing
 - Give more details to participants to better focus tasks
- Test in a natural context
 - Where would participants actually book accommodations (e.g. from their couch at home?)
- Test with other user groups
 - Varying age groups
 - Less tech-savvy individuals

What we would test next

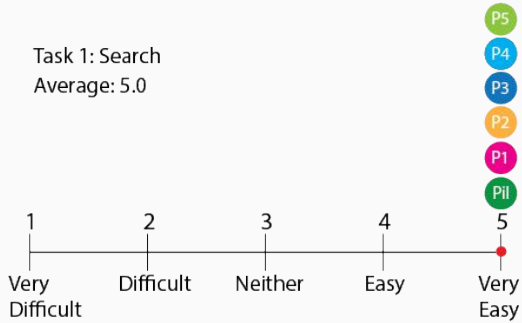
- Accessibility - specifically with the low vision population
- Usability across multiple devices (iPhone, iPad, etc)
- Comparison tool
 - Our last participant found the comparison tool
- Conduct a competitor analysis to benchmark booking.com website

Questions?

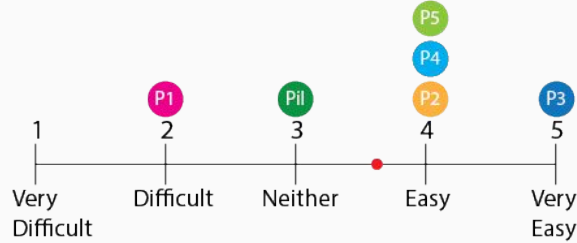
Appendix

How would you rate the ease or difficulty of the task you just completed?

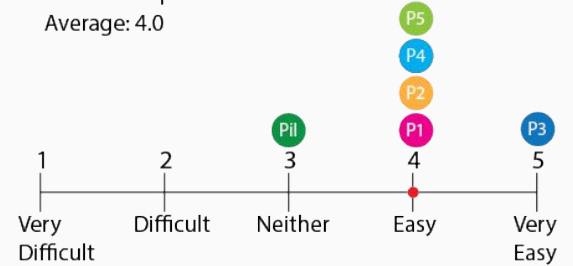
Task 1: Search
Average: 5.0



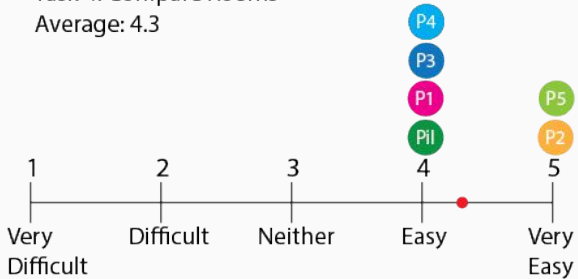
Task 2: Filter
Average: 3.7



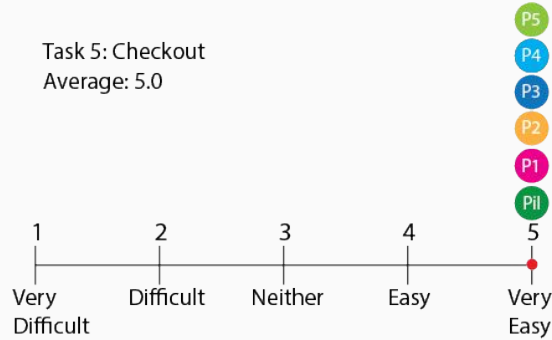
Task 3: Compare Accommodations
Average: 4.0



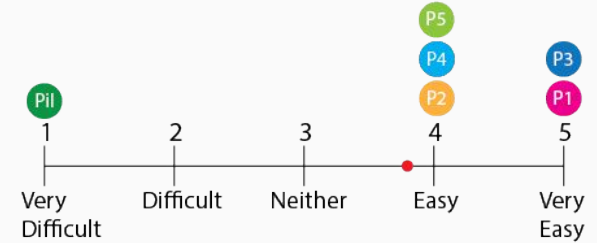
Task 4: Compare Rooms
Average: 4.3



Task 5: Checkout
Average: 5.0



Task 6: Add an additional room
Average: 3.8



Participant Details

Participant	Age	Gender	Frequency of booking travel per year	Comfort with browsers (Likert)	Use of Booking.com in past year	Importance of location (Likert)	Importance of budget (Likert)	Importance of Amenities (Likert)
Pilot	25-35	Female	5+	5	3+*	5	3/4	2
P1	25-35	Male	5+	5	Never	4	5	4
P2	25-35	Female	3-4	4	Never	4	4	3
P3	25-35	Male	1-2	5	Never	5	5	2
P4	25-355	Male	1-2	5	Never	4	5	5
P5	25-40	Male	1-2	5	Never	4	4	2

*Although our Pilot participant did not meet our selection criteria of using Booking.com two or fewer times in the last year, we felt that the results from this session were compelling enough to include in our findings.

Note-taking tool

KEY		Difficult or task could not be completed	3								
		Moderate, some issues	2								
		Easy, no issues	1								
Task	Notes	# out of #	Pilot	P1	P2	P3	P4	P5	Severity		
Search for accommodations											
Searches for London			1	2	1	2	1	1			
Enters check in date			1	1	1	1	1	1			
Enters check out date			1	1	1	1	1	1			
Selects 2 adult			1	1	1	1	1	1			
Completes search (clicks search)			1	1	1	1	1	1			
Filter options based on location, price and on amenities											
Selects location filter			1	2	1	3	1	Map			
Selects price filter			1	3	1	1	1	1			
Selects breakfast included filter			1	1	2	2	1	2			
Compare 2 or more accommodations & select 1											
Selects and reviews an option			1	1	1	1	1	1			
Navigates back to view other options			1	1	1	1	1	2			
Selects and reviews a second option			1	1	1	1	1	1			
Identifies best option			1	1	1	1	1	1			
Compare 2 or more rooms & select 1											
Reviews room details				2	1	2	1	1			
Selects room quantity				2	1	3	2	1			
Clicks I'll reserve				1	1	2	1	1			
Enter booking and personal information											
Enters name			1	1	1	1	1	1			
Enters email address			2	1	1	1	1	1			
Navigates to final details page			1	1	N/A	N/A	N/A	N/A			
Add an additional room to your reservation											
Clicks on "change your selection"			3	N/A	1	3	2	1			
Modifies selection to include 2 rooms			2	1	2	3	1	2			
Clicks #			tons	3	3	tons	3	6			

Affinity map analysis document

	A	B	C	D	E	F	G	H	I
Category	Usability Issue/Finding	Pilot	P1	P2	P3	P4	P5	Total	
Map	Prefers Map View to compare search results	X	X	X	X	X	X	6	
Add Room	Confused between room options	X			X	X	X	4	
Filter/Price	Wants to filter by an exact price (rather than ranges in filters)	X	X		X	X		4	
Photos	Pictures are a top factor in decision making	X	X	X			X	4	
Pop-up	Finds Pop up annoying	X			X	X	X	4	
Ammenities	Too many amenities listed	X		X			X	3	
Comparing	Hard to track room price on tabs	X			X	X		3	
Comparing Rooms	Hard to compare	X	X		X			3	
Comparison tool	Needs a more direct hotel comparison tool	X	X			X		3	
Competitor	Prefer competitor or "better websites out there"		X		X		X	3	
Filter	Skeptical of Central London filter	X	X			X		3	
Photos/Rooms	Values room-specific pictures	X	X				X	3	
Pop-up	Clears pop out without reading	X	X	X				3	
Price	Prefers price per night		X		X		X	3	
Reviews	Values reviews and ratings	X	X	X				3	
UI	Too much information	X	X				X	3	
Add Room	Tried to add a person on the # of guests drop down first				X	X		2	
	Modified search using box on the left of the								

	Pilot	calc.	P1	calc.	P2	calc.	P3	calc.	P4	calc.	P5	calc.	AVG SUS
1. I think that I would like to use booking.com frequently.	5	4	1	0	3	2	2	1	4	3	3	2	
2. I found booking.com unnecessarily complex.	3	2	2	3	2	3	4	1	1	4	4	1	
3. I thought booking.com was easy to use.	4	3	4	3	4	3	3	2	5	4	4	3	
4. I think I would need the help of a technical person to use booking.com.	1	4	1	4	1	4	2	3	1	4	2	3	
5. I found the various functions in booking.com were well integrated.	4	3	4	3	5	4	2	1	4	3	2	1	
6. I thought there was too much inconsistency in booking.com.	3	2	1	4	2	3	4	1	1	4	2	3	
7. I would imagine that most people would learn to use booking.com very quickly.	4	3	5	4	5	4	4	3	5	4	4	3	
8. I found booking.com very cumbersome to use.	2	3	2	3	2	3	4	1	1	4	3	2	
9. I felt very confident using booking.com.	5	4	3	2	4	3	4	3	5	4	4	3	
10. I needed to learn a lot of things before I could get going with booking.com.	1	4	1	4	1	4	2	3	2	3	2	3	
SUM		32		30		33		19		37		24	
X 2.5		80		75		82.5		47.5		92.5		60	AVG SUS
SUS calculation	80	--	75	--	82.5	--	47.5	--	92.5	--	60	--	72.9166667

Images to be used in report



Level 1: Prevents task completion

Level 2: Creates significant delay and frustration

Level 3: Problems have a minor effect on usability

Level 4: Subtle and possible enhancements / suggestions



Only 1 of 6 participants found the comparison tool. Moderators were originally unaware of this functionality.

Is the heart button recognizable to the user as a means of comparison?

London: 4,277 properties found – including 505 great value stays!

Our Top Picks Show homes first Price (lowest first) Review Score & Price Stars Star rating and price

Prices shown are for your 4-night stay

Search

Destination/property name: London

Check-in date: Thursday, April 16, 2020

Check-out date: Monday, April 20, 2020

4-night stay

2 adults

No childrer 1 room

I'm traveling for work

Search

Apartment Assaha Hyde Park

1,448 reviews **6.9**

Save

Executive Studio Apartment

4 nights, 2 adults **\$406**

Only 3 like this left on our site

Filter by:

Your Budget

- \$0 - \$55 per night 93
- \$55 - \$111 per night 177
- \$111 - \$167 per night 1231
- \$167 - \$223 per night 1574
- \$223 + per night 2412

2003

1017

Apartment Assaha Hyde Park

1,448 reviews **6.9**

Executive Studio Apartment

4 nights, 2 adults **\$406**

Only 3 like this left on our site

Deluxe Double Room

4 nights, 2 adults **\$1,582**

Only 2 rooms like this left on our site

Risk Free: You can cancel later, so lock in this great price today!

FREE cancellation No prepayment needed

Select your room

Saved to My next trip

My next trip

Clarifying the language here to be more representative of comparing options.



Camden is a great choice for travelers interested in theater, shopping, and entertainment.

We speak your language!

Swinton Hotel has been welcoming B 2005

Most popular facilities

- Non-smoking rooms
- Family rooms
- Free WiFi
- 24-hour front desk
- Elevator
- Breakfast

Your choices

See how this property compares to the others you're looking at.

Compare

Booker tip: Stay flexible

Since your dates are a while from now, pick flexible rates to have free cancellations!

Availability

Only 1 of 6 participants found the comparison tool. Moderators were originally unaware of this functionality.

3 out of 6 participants expressed wanting a direct comparison tool.

Compare your recently viewed properties

Currently viewing	Deluxe Tower Bridge A...	Baglioni Hotel London ...	Royal Eagle Hotel
Deluxe Tower Bridge A... 2 miles from center	Baglioni Hotel London ... 2.5 miles from center	Royal Eagle Hotel 2.2 miles from center	
7.3 Good 51 reviews Location 9.1	9.1 Awesome 393 reviews Location 9.3	7.1 Good 6,020 reviews Location 8.7	
Facilities 📶 🚰	Facilities 📶 🚰 🚿 🚿 🚿	Facilities 📶	
Mar 13 - Apr 9 Price for 27 nights: \$6,873	Mar 13 - Apr 9 Price for 27 nights: \$10,211	Mar 13 - Apr 9 Price for 27 nights: \$2,543	
Reserve	View property	View property	

"For the purpose of comparing the two [accommodations] this doesn't tell me enough information." (P5)

Enhance the understandability of room option information



Usability Challenge: Participants experienced challenges comparing different room options.

Accommodation Type	Sleeps	Price for 4 nights	Your Choices	Quantity
Executive Studio Apartment Last booked for your dates 4 days ago on our site! Only 3 left on our site! 1 full bed	2	\$626 \$406 Break Away Deal	• Non-refundable	0
248 feet ² Attached bathroom Flat-screen TV Free toiletries ✓ Toilet Bathtub or shower ✓ Towels Linen ✓ TV ✓ Refrigerator Ironing facilities ✓ Iron Microwave ✓ Heating Hairdryer ✓ Kitchenware Kitchenette ✓ Fan Towels/Sheets (extra fee) Electric kettle Cable channels Wardrobe or closet Trailer Upper floors accessible by stairs only Toilet paper Suggest Apartment Available	2	\$473 Break Away Deal	• Breakfast included in the price • Non-refundable	0
2	\$659	• FREE cancellation before 11:59 PM on April 12, 2020	0	
2	\$692	• Breakfast included in the price • FREE cancellation before 11:59 PM on April 12, 2020	0	
Single Room Only 1 left on our site! 1 twin bed Attached bathroom Flat-screen TV More	1	\$602 \$326 Break Away Deal	• Non-refundable	0
2	\$328	• Breakfast included in the price • Non-refundable	0	

Increase negative space to allow for easier skimming.

Accommodation Type	Sleeps	Price for 4 nights	Your Choices	Quantity
Executive Studio Apartment Last booked for your dates 4 days ago on our site! Only 3 left on our site! 1 full bed	2	\$626 \$406 Break Away Deal	• Non-refundable	0
248 feet ² Attached bathroom Flat-screen TV Free toiletries ✓ Toilet Bathtub or shower ✓ Towels Linen ✓ TV ✓ Refrigerator	2	\$473 Break Away Deal	• Breakfast included in the price • Non-refundable	0

3 out of 6 participants had a moderate to difficult time selecting the room number from the dropdowns.

Recommendation: Consider simplifying room option detail in the table and making the room selection process more intuitive.

Enhance the visibility of the “change your selection” feature



Usability Challenge: Participants experienced confusion on how to modify a reservation from the checkout screen.

Your booking details

Check-in: Thursday, April 16, 2020 from 2:00 PM

Check-out: Monday, April 20, 2020 until 12:00 PM

Total length of stay: 4 nights
[Traveling on different dates?](#)

You selected:
Deluxe Double Room
[Change your selection](#)

Your price summary

Deluxe Double Room	\$1,318
20 % VAT	\$264
Price (your currency)	\$1,582 *
Property's Currency in GBP (for 2 guests and 4 nights)	£1,224

Baglioni Hotel London - The Leading Hotels of the World

9.1 Awesome 392 reviews

★★★★★ Limited-Time Deal Parking 1 Restaurant On Site

Pet friendly

60 Hyde Park gate, Kensington and Chelsea, London, SW7 5BB, United Kingdom – In city center

This property has an excellent location. Guests have rated it 9.3!

Enter your details

[Sign in](#) to book with your saved details or [register](#) to manage your bookings on the go!

Are you traveling for work?
 Yes No

Almost done! Just fill in the * required info

Deluxe Double Room

FREE cancellation before 11:59 PM on April 14, 2020 ?
You can easily cancel or change your booking for free! Just follow the link from your confirmation email.

Inner courtyard view Air conditioning Private Bathroom Flat-screen TV Soundproof Coffee machine

Minibar

9.4 Exceptionally clean 391 reviews

Guests: 2 **Smoking:** ...

Full Guest Name

First name, Last name

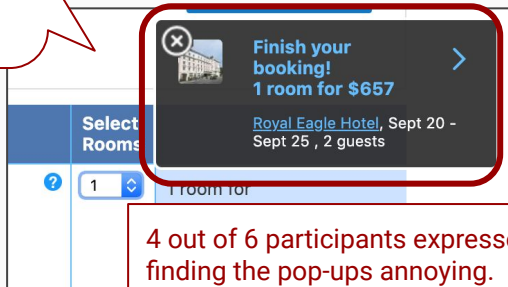
Recommendation: Consider making the “change your selection” option more visible and giving it a more prominent position on the page.

Reduce or eliminate the number of pop-ups and their frequency

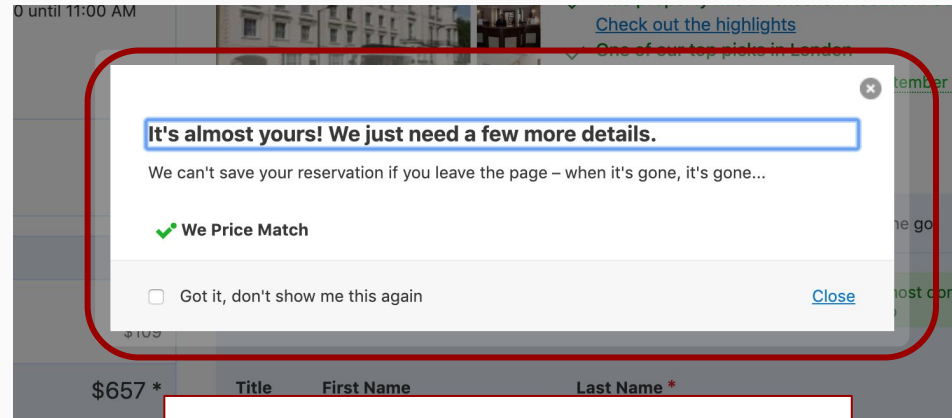


Usability Challenge: Participants expressed annoyance with the number and frequency of pop-ups.

"I'm going to click this [pop-up] off... I never pay attention to those. They frustrate me. I hate pop-ups" (P5).



4 out of 6 participants expressed finding the pop-ups annoying.



3 out of 6 participants cleared out a pop-up at least once without acknowledging the content.

Recommendation: Consider reducing or eliminating the number of pop-ups and their frequency.

Improve the user interface by reducing information overload



3 out of 6 participants said that the website had too much information.

Accommodation Type
Executive Studio Apartment
Last booked for your dates 4 days ago on our site
Only 3 left on our site!

1 full bed

248 feet²
Attached bathroom
Flat-screen TV

- Free toiletries ✓ Toilet
- Bathtub or shower ✓ Towels
- Linens ✓ TV ✓ Refrigerator
- Ironing facilities ✓ Iron
- Microwave ✓ Heating
- Hairdryer ✓ Kitchenware
- Kitchenette ✓ Fan
- Towels/Sheets (extra fee)
- Electric kettle
- Cable channels
- Wardrobe or closet
- Toaster
- Upper floors accessible by stairs only
- Toilet paper

Biggest Apartment Available

Filter by:

Your Budget

<input type="checkbox"/> \$0 - \$56 per night	93
<input type="checkbox"/> \$56 - \$111 per night	677
<input type="checkbox"/> \$111 - \$167 per night	1233
<input type="checkbox"/> \$167 - \$223 per night	1572
<input type="checkbox"/> \$223 + per night	2413

Popular Filters

<input type="checkbox"/> Central London	2003
<input type="checkbox"/> Hotels	1017
<input type="checkbox"/> Very Good: 8+	1485
<input type="checkbox"/> Private bathroom	3133
<input type="checkbox"/> Free cancellation	2860
<input type="checkbox"/> Apartments	2643
<input type="checkbox"/> Breakfast included	770
<input type="checkbox"/> Double bed	2203

Star Rating

<input type="checkbox"/> 1 star	7
<input type="checkbox"/> 2 stars	138
<input type="checkbox"/> 3 stars	1136
<input type="checkbox"/> 4 stars	1254
<input type="checkbox"/> 5 stars	324
<input type="checkbox"/> Unrated	1418

Star Rating

<input type="checkbox"/> 1 star	7
<input type="checkbox"/> 2 stars	138
<input type="checkbox"/> 3 stars	1136
<input type="checkbox"/> 4 stars	1254
<input type="checkbox"/> 5 stars	324
<input type="checkbox"/> Unrated	1418

Distance from center of London

<input type="checkbox"/> Less than 1/2 mile	125
<input type="checkbox"/> Less than 1 mile	430
<input type="checkbox"/> Less than 2 miles	1337

Online Payment

<input type="checkbox"/> PayPal	2884
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Fun Things To Do

<input type="checkbox"/> Fitness center	341
<input type="checkbox"/> Bicycle rental (additional charge)	201
<input type="checkbox"/> Fitness	169
<input type="checkbox"/> Massage	124
<input type="checkbox"/> Cycling	121

Availability

Only show available properties

Deals

<input type="checkbox"/> All Deals	506
------------------------------------	-----

24-Hour Front Desk

<input type="checkbox"/> Front Desk Open 24/7	1037
---	------

Reservation Policy

<input type="checkbox"/> Free cancellation	2860
<input type="checkbox"/> Book without credit card	2
<input type="checkbox"/> No prepayment	913

Meals

<input type="checkbox"/> Breakfast included	770
<input type="checkbox"/> Breakfast & dinner included	10
<input type="checkbox"/> Kitchen amenities	2716

Stay Type

<input type="checkbox"/> Hotels & private rooms	1509
<input type="checkbox"/> Homes & apartments	2873
<input type="checkbox"/> Hostels & private rooms	35
<input type="checkbox"/> Unique & alternative stays	218

Improve the understandability of price



4 out of 6 participants expressed wanting to filter by an exact price rather than the current fixed price ranges.

2 adults
No children 1 room
 I'm traveling for work
Search

Filter by:

Your Budget

- | | |
|--|------|
| <input type="checkbox"/> \$0 - \$55 per night | 93 |
| <input type="checkbox"/> \$55 - \$111 per night | 677 |
| <input type="checkbox"/> \$111 - \$167 per night | 1233 |
| <input type="checkbox"/> \$167 - \$223 per night | 1572 |
| <input type="checkbox"/> \$223 + per night | 2413 |

Apartments Assaha Hyde Park Apartments **1.5** Review score 6.9
1,446 reviews
Westminster Borough, London · [Show on map](#) · 2.1 miles from center · Subway Access

Break Away Deal

Executive Studio Apartment - **1**
1 bed (1 full)
Only 3 like this left on our site

4 nights, 2 adults
\$406

[See availability](#)

"Doesn't seem like it's applying the [price] filters over here [accommodation listing]" (P1).

Here price is listed as a total for all nights booked.

Baglioni Hotel London - The Leading Hotels of the World **1.5** Awsome
393 reviews
Kensington and Chelsea, London · [Show on map](#) · 2.5 miles from center

Here price is listed as price per night.
3 out of 6 participants preferred to see the price listed consistently as "price per night."

Entering details for Checkout



You selected:
Double Room
[Change your selection](#)

Your price summary

Double Room \$492
20 % VAT \$99

Price \$591 *
(your currency)

Property's Currency £457.20
in GBP
(for 2 guests and 5 nights)

* This price is converted to show you the approximate cost in \$. You'll pay in £. The exchange rate might change before you pay. Keep in mind that your card issuer may charge you a foreign transaction fee.

How much will it cost to cancel?

If you cancel, you'll pay \$591

Your booking includes

Free WiFi
[15% off all car rentals in London](#)


 **Limited supply in London for your dates:**
13 three-star hotels like this are already unavailable on our site

The fine print

Non-UK Visa/Mastercard holders only: Where available, the GBP amount will be converted to your card's 'home' currency and processed through the property's credit card machine.

The credit card used to make the booking must

Enter your details

 [Sign in](#) to book with your saved details or [register](#) to manage your bookings on the go!

Are you traveling for work?

Yes No

Almost done! Just fill in the * required info

Title **First Name** **Last Name ***

Email Address *

Confirmation email sent to this address

Confirm Email Address *

Who are you booking for?

I'm the main guest
 I'm booking for someone else

Double Room

Non-refundable 

 Private Bathroom

Guests: 

Full Guest Name

Breakfast
Enjoy a convenient Breakfast at the property for \$13 per person, per night.

\$ 130
2 guests, 5 night
[Change](#)

Want to book a taxi or shuttle ride in advance?
Avoid surprises – get from the airport to your accommodations without any hassle. We'll add taxi options to your booking confirmation.



15% off I'm interested in renting a car