Online Survey

the **inn** thing - Project 2

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Contents

Objectives

- To better understand the goals of users that browse hotel websites and apps.

- To discover what users are trying to accomplish during their browsing sessions.

- To distinguish how users are browsing hotel websites and apps.

- To identify any potential pain points that users might encounter.

- To learn of any suggested new features that users might propose.

Tasks

- Create an online survey that addresses the aforementioned objectives.

- Share the survey to a minimum of ten participants using email and social media as a tool for distribution.

- Effectively communicate the results of the survey and evaluate the data that is gathered.

Information

- Online survey tool - Google forms
- Number of respondents - 36 people
- Method of distribution - email and social media
- Time frame - 7 days

Survey Questions

1. What is your age group?
2. On average, how often do you visit hotel booking websites or apps?
3. When was the last time you visited a hotel website or app?
4. Why did you visit the hotel website or app that day? What was the main goal of that browsing session?
5. Were you able to complete your task that day? If not, why not?
6. What is your preferred device to use when browsing for or booking a hotel room?
7. Do you prefer to book your hotel room through the hotel's website or app, or through an aggregator website or app such as booking.com? Please explain your reasons.
8. What is the most important factor when booking a hotel room?
9. In general, how easy do you find the hotel booking process?
10. What improvements would you like to see to the hotel browsing and/or booking process?

1.What is your age group?

Objective:
It is important to learn the age demographic of our users. This demographic will be of particular significance in guiding the research stage, when undertaking analysis.

Results:
Findings from this question highlight that the majority of the survey participants were represented by the '25-34' age group at 52.8%, followed by the '18-24' age group at 36.1%. There were two age groups that were not represented by the users in this survey (35-44 and 45-54).

What is your age group?

65+
2.8%

55-64
8.3%

18-24
36.1%

25-34
52.8%
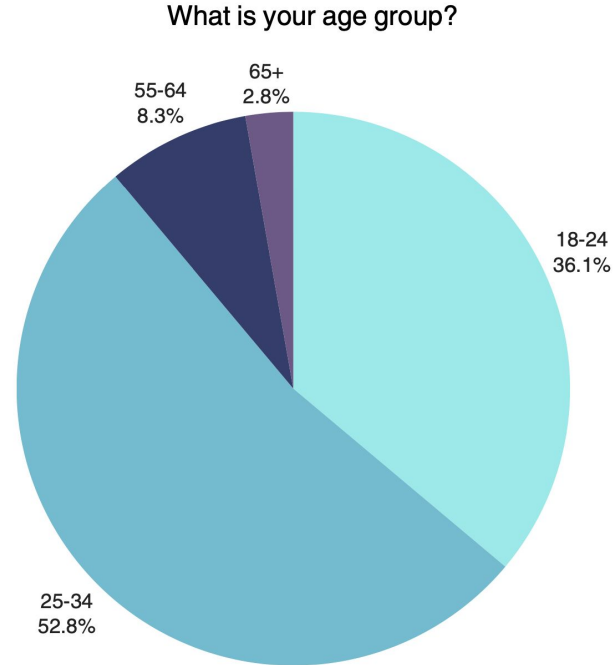
2. On average, how often do you visit hotel booking websites or apps?

Objective:
I want to discern what the users' routine hotel booking habits are. Furthermore, I am also able to gain insight into how proficient users might be with using hotel websites and apps.

Results:
55.6% of users have visited hotel booking websites or apps multiple times a year. 97.2% of participants in this survey have used hotel booking websites or apps at least once per year, so we might assume that they are moderately versed with the hotel search and booking process.

On average, how often do you visit hotel booking websites or apps?

- Every few years 2.8%
- Once a month 13.9%
- Multiple times a month 11.1%
- Once a year 16.7%
- Multiple times a year 55.6%
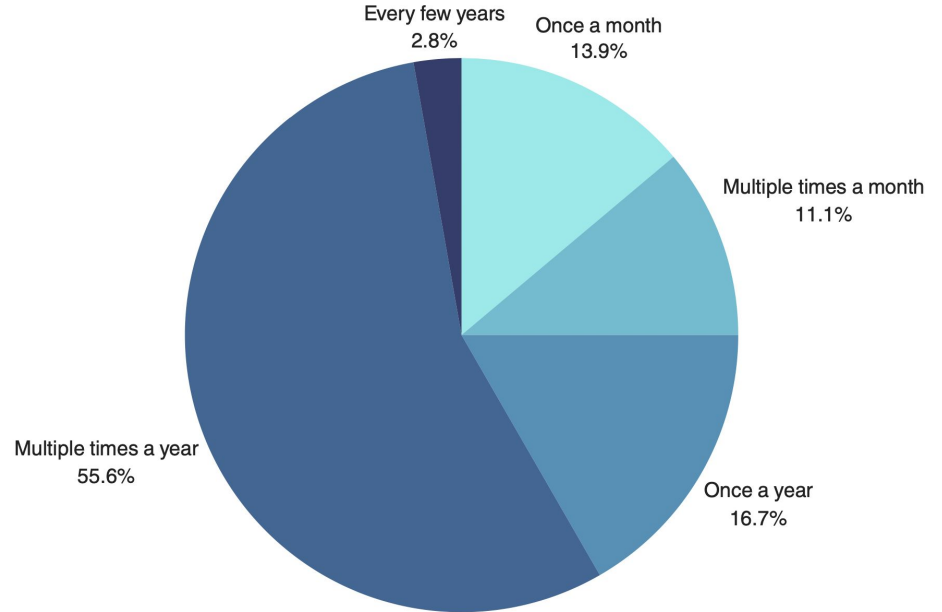
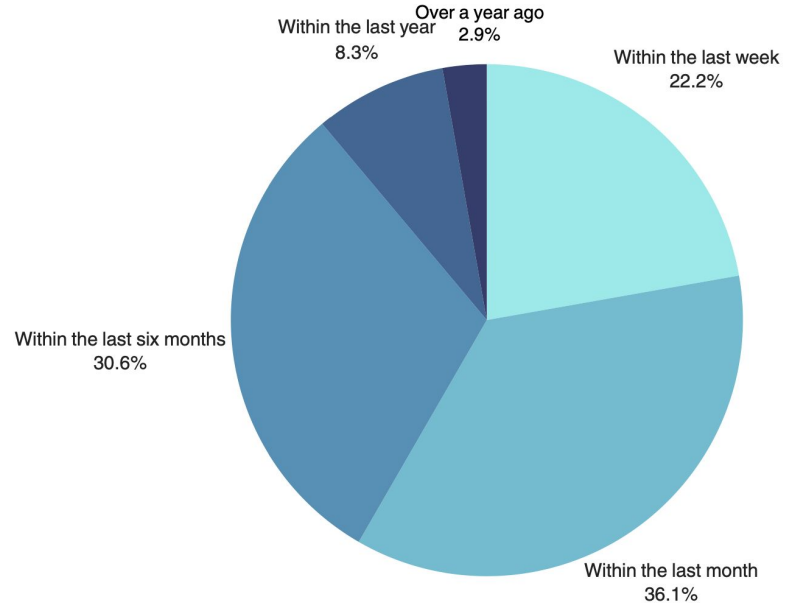3. When was the last time you visited a hotel website or app?

Objective:
A follow up question from question 2, in order to further understand the users' hotel browsing and booking habits. Again, it gives an indication as to our users' proficiency with browsing for or booking hotel rooms.

Results:
88.9% of users have visited a hotel website or app in the last six months and 97.1% of participants have done so within the last year. Only one participant said that it had been over a year since they last visited a hotel booking site or app. This further enforces notions of users being well versed with the hotel search and booking process.

When was the last time you visited a hotel website or app?

Over a year ago
2.9%

Within the last year
8.3%

Within the last week
22.2%

Within the last six months
30.6%

Within the last month
36.1%

4. Why did you visit the hotel website or app that day? What was the main goal of that browsing session?

Objective:
A question that aims to discover what the users are trying to achieve during their browsing sessions on hotel booking websites or apps.

Results:
38.9% of users visited to check hotel prices. The second highest scoring goal was to book a hotel room at 30.6%. 11.1% of user's wanted to check hotel deals and 11.1% wanted to check hotel room availability. 8.3% of users either wanted to browse for fun or check amenities ahead of booking.

Why did you visit the hotel website or app that day? What was the main goal of that browsing session?

- Other 8.3%
- Check availability 11.1%
- Check prices 38.9%
- Check deals 11.1%
- Book a room 30.6%
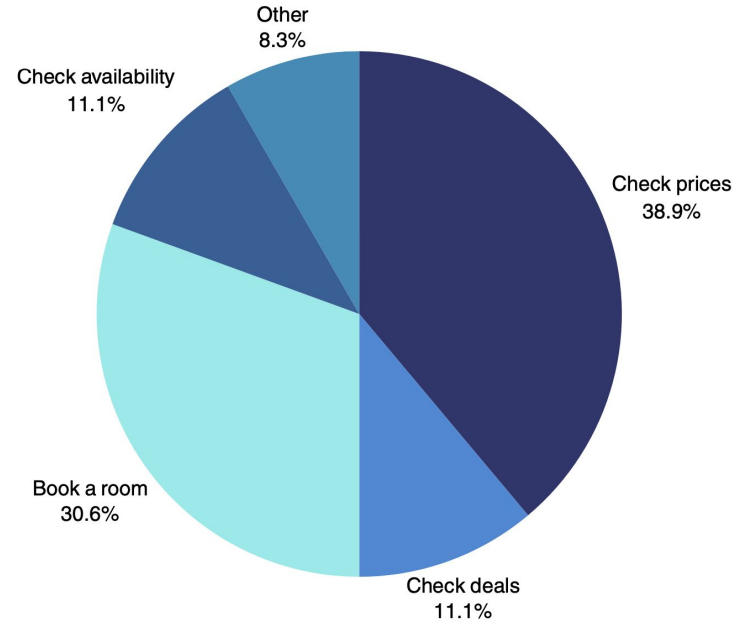
5. Were you able to complete your task that day? If not, why not?

Objective:
In relation to question 4, this will help to distinguish any possible pain points that users are encountering during their browsing and/or booking sessions.

Results:
69.4% of users were able to complete their goals when they were last using a hotel website or app. Half of the users that selected 'No' stated that the reasons as to why they were unable to achieve their goals were due to 'spam and nonsense', 'waffle', 'pop-up adverts' and 'not enough clarity'. The other answers were price driven.

Were you able to complete your task that day? If not, why not?
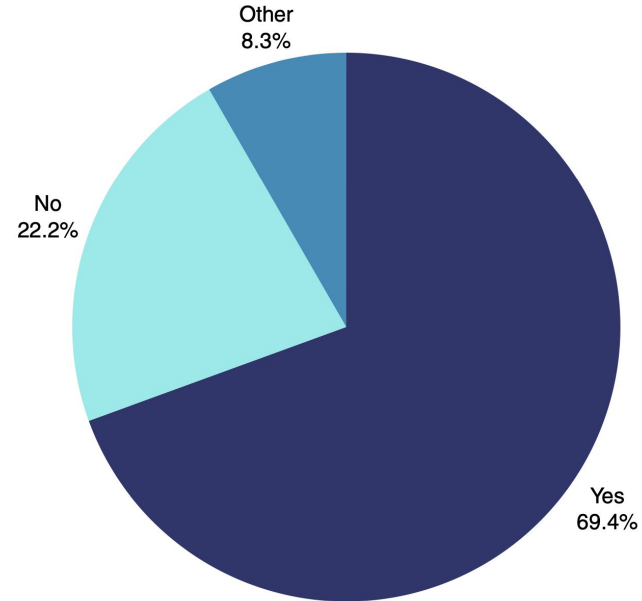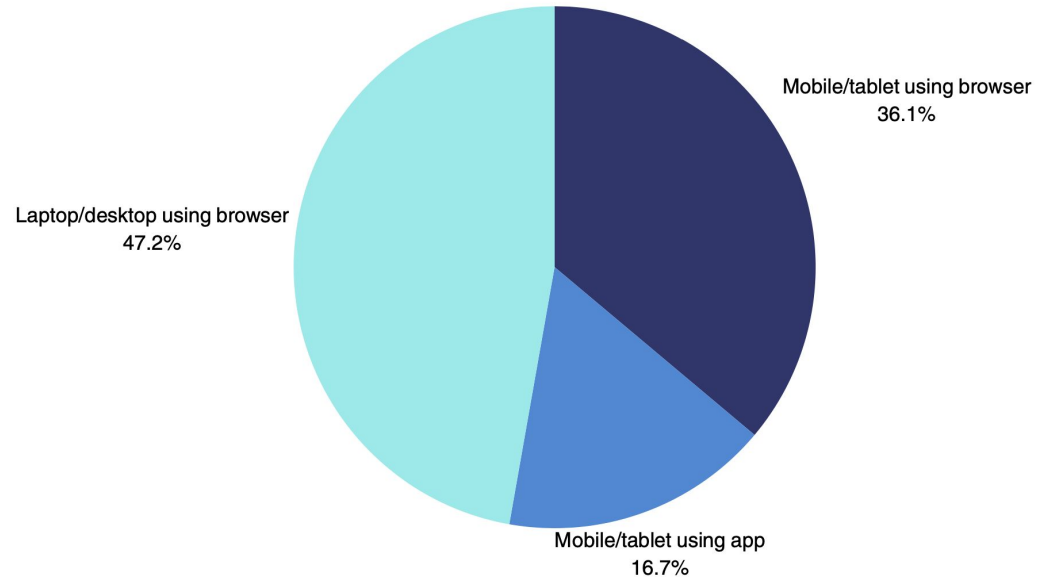
Other
8.3%

No
22.2%

Yes
69.4%

6. What is your preferred device to use when browsing for or booking a hotel room?

Objective: To gain an understanding of how users typically search for and book hotel rooms. This might determine a device preference for this task.

Results:
The majority of users (47.2%) said that they browse for or book hotel rooms through a website using a laptop or desktop computer. However, 52.8% of users prefer to use a mobile device. 83.3% of users prefer to use a website as opposed to an app, with only 16.7% of users use apps in order to browse for or book hotel rooms.

What is your preferred device to use when browsing for or booking a hotel room?

Mobile/tablet using browser
36.1%

Laptop/desktop using browser
47.2%

Mobile/tablet using app
16.7%

7. Do you prefer to book your hotel room through the hotel's website or app, or through an aggregator website or app such as booking.com? Please explain your reasons.

Objective:
It is important to discover users' preferred platform for browsing and booking hotel rooms. It enables insight in to which platform is deemed the most reliable or trustworthy, and for what reasons.

Results:
The results were very divided, with 55.6% preferring aggregator sites, and 44.4% preferring to book directly through the hotel's website or app. Most users that use aggregator websites stated that they use it as a search engine of sorts, allowing for comparability and checking for deals. Those that chose direct through the website felt it the more secure of the two options, feeling it more credible and reliable.

Do you prefer to book your hotel room through the hotel's website or app, or through an aggregator website or app such as booking.com? Please explain your reasons.

Direct
44.4%
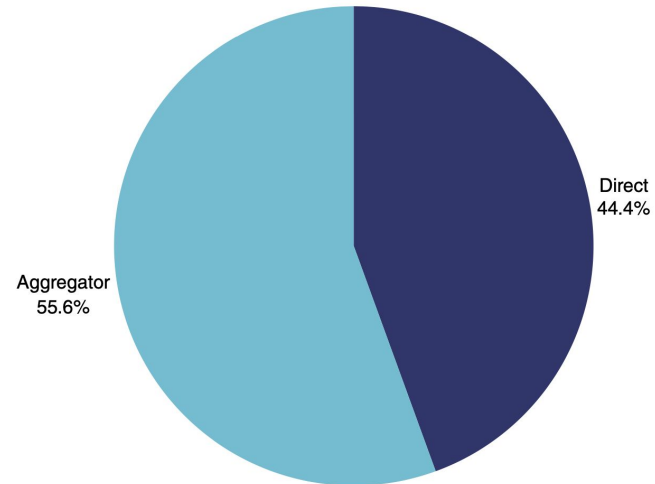
Aggregator
55.6%

Aggregator

generally use an aggregator to compare prices then use the hotel site directly as they sometimes have better deals

Booking.com as this has all deals in area available.

aggregator to search and compare, usually hotel site to book

Aggregator app due to finding the cheapest deals

Aggregator to explore comparison tables and faceted search features

Usually booking. Com as it's easier

Aggregator website as it's good to compare

Booking.com offers choice

I use booking.com. Usually find better deals

Aggregator website because I get to compare prices, location and amenities

aggregator to search and compare, usually hotel site to book

Aggregator website, as it has a wider range of sites, and often more deals and lower prices

Aggregator. Find that you get better deals than going direct

booking.com as feel like i can get the best price (thought that might just be the ads!!)

Aggregator website as you can compare hotels.

Direct

Through the hotel's website because it's more credible and because of habit

I've been on a number of different sites. I recently used booking.com which worked great. However, I do like going on the actual hotel website as I know it can be more secure.

I prefer using the hotel website because if it is a franchise I can choose where I want to stay

hotels website if possible, as I have had issues with other websites in terms of refunding and resolving problems

booking.com as feel like i can get the best price (thought that might just be the ads!!)

Website - prefer the visuals and it feels more secure

Through the hotel because I think you get better deals

The website as I feel it is more reliable

Through hotel, easier to deal with cancellations and amendments that way

8. What is the most important factor when booking a hotel room?

Objective:
To get a critical understanding of what users deem to be the most valuable aspect when browsing for and booking hotel rooms. What is the most desirable and significant detail to them?

Results:
63.9% of users would place the price of hotel rooms as the most important factor in the browsing and booking process. 'Location' was the second highest scoring answer at 19.4%. 'Amenities', 'Cancellation policy' and 'Hospitality included' were not important to users as each category scored 0%. The one user that selected 'Other' said that they rate both 'price' and 'location' with equal importance.

What is the most important factor when booking a hotel room?

Other
2.8%

Customer reviews
5.6%

Comparability
8.3%

Location
19.4%

Price
63.9%
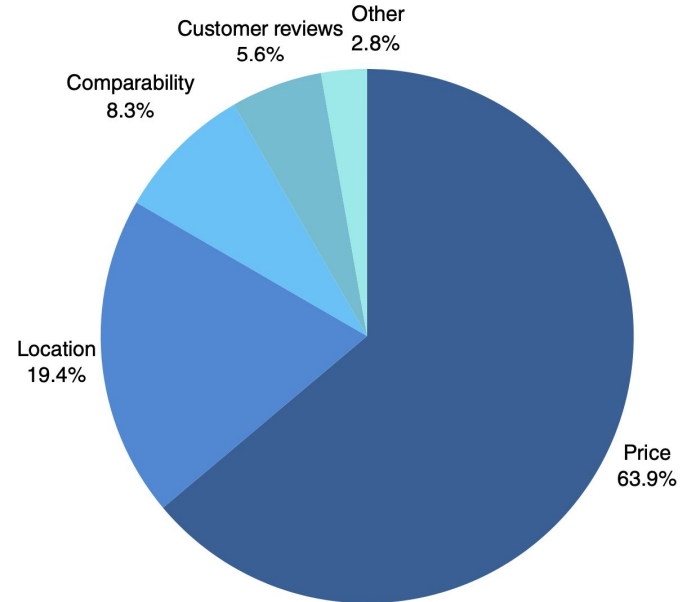
9. In general, how easy do you find the hotel booking process?

Objective:
To discern whether or not users' find the hotel room booking process itself to be arduous on a sliding scale of 'very easy' to 'very difficult'.

Results:
The majority of users understand the booking process to be of 'easy' or 'average' difficulty, scoring 44.4% and 41.7% respectively. 8.3% of users find the process 'very easy' and 5.6% found it to be 'difficult'.

In general, how easy do you find the hotel booking process?

10. What improvements would you like to see to the hotel browsing and/or booking process?

Objective:
To secure users' thoughts and opinions on suggestions for refinements or new functionalities for hotel websites or apps.

Results:
Overall users' answers highlighted that the following concerns need addressing:
- Clearer, clutter-free interface
- Simpler search and filter function
- Concise information regarding price, dates, location and images
- More intuitive navigation

10. What improvements would you like to see to the hotel browsing and/or booking process?

Maybe some more reward systems. I mainly use hotel booking sites specifically for gigs, so I am not too worried about the overall experience, but would like to see more rewards, such as savings. Maybe if this was an in app benefit for having it I would download it.

Comparison in prices to other hotels in the same company but at different locations

The over process is easy now days. Easy for all ages to use however some websites can be difficult to navigate. Things to improve, large text for older customers, easy and simple booking links, clear adverts of cheep deals and up to date system.

Abit more user friendly some websites can seem outdated or more complicated than it needs to be

Making it easy enough to see hotels within a certain radius of similar pricing

Easier and quicker ways to see deals

More discounts 😁

Clear website layouts

The ability to cancel closer to the time

Add multiple locations to search.

clear the clutter and adverts, just show hotels in a clean order

Immersive video walkthrough of the venue and location.

less adverts

clearer and concise indication of important information i.e. price, image of rooms, dates selected

Clearer on availability of rooms, would be nice to see something similar to booking seats at a cinema, in terms of the graphic

More choice with cheaper hotels

Better filters

More up to date availability

Make it easier to see detailed pictures of rooms and food menus

Decrease amount of ads and pop ups

more transparency with prices up front with no surprise additions or add ons at the end

Not sure how it can be improved, I think booking.com can look cluttered I think webpages that are more minimalist feel nicer

I think it would be the overall experience of the websites. They are full of ad pop-ups and there is so much going on. Airbnb is a good example of a successful app, easier to navigate and is my go-to. I also feel like their branding/identity makes them more credible.

More information in regards to location as well as nearby attractions and how to get there (eg bus number and schedules)

Summary

- The majority of respondents were young adults, aged 18-34 years old.
- Nearly all respondents visit hotel booking websites or apps at least once per year, over half of which do so multiple times per year.
- During their browsing sessions respondents are mostly checking for prices and deals, followed by booking a hotel room.
- The respondents that struggled to complete the desired objective in their last browsing session stated that the interface was cluttered with waffle, spam and pop ups.
- Over half of respondents preferred to use their mobile device, but nearly all respondents would choose a browser as opposed to an app.
- Just over half of respondents use aggregator sites as a search engine to compare deals and prices, with just under half preferring to book directly through the hotel's website or app for security and reliability purposes.
- Most of the respondents value the price as the most important factor in the hotel booking process, followed by location and then comparability.
- Improvements that respondents would like to see to the hotel browsing and booking process include a minimalistic interface that is free from clutter, a simpler search function, concise hotel information and more intuitive site or app navigation.