COMPARING USABILITY
OF
HOTEL BOOKING
APPS

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1. INTRODUCTION

Observation based evaluation of comparative effectiveness of UI/UX for 3 hotel booking applications: Agoda, Expedia, Hotels.com

PURPOSE

1.
To analyze app that provide optimal usability through three app comparisons.

2.
To identify the interface characteristics of apps that provide optimal usability.

3.
To understand how design elements(color, icon, frame, layout, and information architecture) affect usability.

4.
To improve app usability through analysis of these interface elements.

2. EXPERIMENTAL METHOD

Date: 2018. 11. 19- 2018. 11. 21
Participants: 20 people
Procedure:

1. The subjects wear eye tracker and use the i pad to book hotels.

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2. Measure the time required to complete the task (Timer app.)

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3. Measure the amount of clicks required to complete the task

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4. To avoid time errors from using apps in the same order, the order of app use was randomized
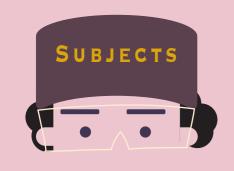
TASK

Find the right hotel that fits the conditions below.

Location: Boracay philippines
Date: 2/20~25
Stay time: 5 night
Number of guests: 4 (2 adult, 2 children (8, 15))
Budget: $700/night
Additional facilities: over rank4 / spa / pool / breakfast

SUBJECTS

3. RESULT

01. SURVEY RESULT

1. Information Alignment

	Expedia	Hotels.com	agoda
Clarity	2	1	3
Confusing	1	2	3
Longest	2	1	3
Avg	GOOD	BEST	WORSE

3. Depth

	Expedia	Hotels.com	agoda
Usability	2	1	3
Efficiency	2	1	3
Avg	GOOD	BEST	WORSE

2. User Interface Design

	Expedia	Hotels.com	agoda
Intuitive	1	2	3
Aesthetic	2	1	3
Color	1	2	3
Margin	2	1	3
Button	2	1	3
Avg	GOOD	BEST	WORSE

4. Interaction

	Expedia	Hotels.com	agoda
Response	2	1	3
Avg	GOOD	BEST	WORSE

02. MEASURED VALUE

1. Amount of Time

Expedia	Hotels.com	agoda
3.69'	3.74'	4.23'

2. Number of Clicks

Expedia	Hotels.com	agoda
37.59	38.17	67.63

1. In the case of agoda, usability evaluation was low because of the lack of application for "discoverability" and "simplicity" of UCD principles.

2. Many information is helpful to users, but complex information structures make the user feel pressured.

3. Visual elements(color, icon, frame, layout) play an important role. (increases visibility and improves the user's cognitiveness of information)

4. DISCUSSION

While the results of the experiment showed that Hotels.com and Expedia were only slightly different, the experiment result of Agoda was far from those. Therefore, the interpretation of this experiment focused on why Agoda was not so useful as Expedia or hotel.com. And the reason was analyzed using design principles.

Agoda received bad reviews for UI design, information alignment, depth, and interaction. The reason is because it deviates from the following design principles.

-*Informative Alignment : discoverability, affordance, mapping*

-*User Interface Design : simplicity, consistency, structure*

-*Depth : constraints, perceptibility, tolerance*

-*Interaction : feedback*

We used the eye tracker to measure the movement of the subjects' exact line of sight, but we could only use it to measure the number of clicks or times the subjects were using. The reason was mechanical limitations.