

# the OXFORD hotel

## Usability Report

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A Non-Contractual Review of The Oxford Hotel's Website

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## Abstract

Times are changing in Bend Oregon. The growth of tourism and population has pushed Bend to more inhabitants than ever. All components of what builds a community are more vital than ever. Lodging is an important aspect to a tourists experience in a foreign place. We applied qualitative and quantitative data to analyze how usable and how navigable the Oxford Hotel's website is. We created a survey of three tasks, taken by a middle aged demographic, that assessed how "easy" it was to complete each task. The participants were also asked to time themselves and record the time it took them to complete each task. We tested booking different room types, finding the address of the hotel, and looking up a reservation for a certain number of people. Additionally, we analyzed the Oxfords social media following and compared which social media sites drew more followers.



## Primary Research Questions

### **1. Is the Oxford Hotels website organized enough for the user to easily navigate to where they need to be in a reasonable time frame?**

We asked this question because having customers easily able to book a hotel room is the main focus for this hotel and if customers are not able to easily do that then there could be a huge loss of customers and revenue.

### **2. Does the Oxford Hotel provide visuals that make using the website a better experience for the user when navigating the website?**

We asked this question because visuals and color pallet are a huge factor in gaining the attention and also helping users in understanding how to use the website.

### **3. Is the website ADA compliant?**

This is important because if the website isn't ADA compliant then they could lose customers that can only navigate websites that have accessibility options.

### **4. What impressions do users have of the website?**

This is question is important because it will allow us to know what users think about the website and what first impressions they get from the website. This can have a huge impact on if the website depending whether there is good or bad experience for the user.

## Participant Demographic

The demographic targeted for the collection of data was adults of a wide range of ages: adults from many different walks of life are likely to stay at hotels. Adults of ages twenty-five to sixty-one ended up helping with data collection by completing time tests and surveys. These time tests and surveys are two of the methods described below. (See *Data Collection Methods*.)

## Data Collection Methods

### Task-Oriented Methods

Using the two following methods our group directly gathered information about performance and ability of the Oxford Hotel Bends website from willing participants:

- **Method 1:** Our group had a survey which first asked participants to carry out different tasks on the website, then had a few questions to go with each task.
- **Method 2:** Participants were timed to see how long it took them to complete the tasks assigned by the survey.

### Task List

These are the tasks which participants were asked to complete in order for our group to use the task-oriented methods:

- The first task will asked each participant to book a room for five people.
- The second task was to find the location of the hotel in Bend.
- The third task had each participant find two different room types on the website.

### Autonomous Method

Our group also collected information about the performance and ability of the Oxford Hotel Bends online services using an autonomous method: social media. Numbers of followers on social media websites showed our group how accessible the Oxford Hotel Bends online information is to the general public.

## Survey

### Directions

Each section will give you a task that is commonly performed on the Oxford Hotel's website. For each section, time how long it takes you to complete the task, then answer the task's follow-up questions.

**Task 1:** Book a room for a party of five people.

- a. How long did it take you to complete the task? \_\_\_\_\_ minutes and \_\_\_\_\_ seconds
- b. On a scale of 1 to 5 how easy was it to perform and complete this task (1 being very difficult and 5 being very easy)? \_\_\_\_\_
- c. What would you improve in order to book a room more efficiently?

**Task 2:** Find the location of the hotel in Bend.

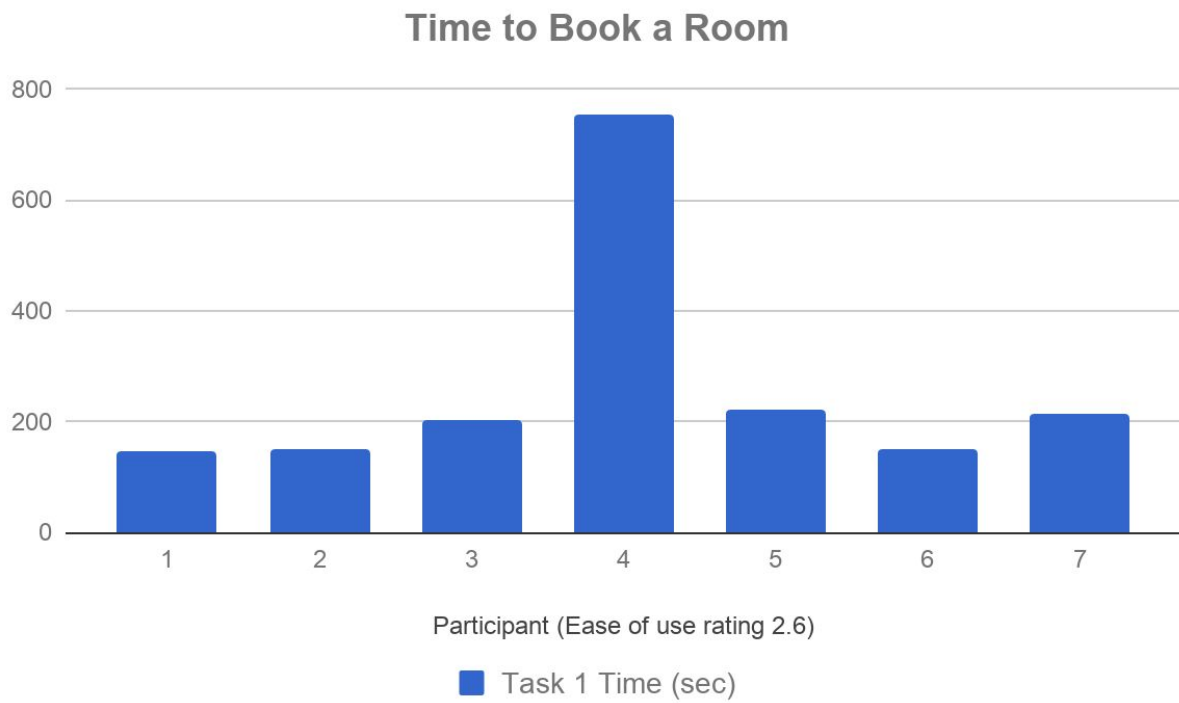
- a. How long did it take you to complete the task? \_\_\_\_\_ minutes and \_\_\_\_\_ seconds
- b. On a scale of 1 to 5 how easy was it to perform and complete this task (1 being very difficult and 5 being very easy)? \_\_\_\_\_
- c. Would you recommend the Oxford place their address in a different part of their website to make it easier to find?

**Task 3:** Look up two different room types.

- a. How long did it take you to complete the task? \_\_\_\_\_ minutes and \_\_\_\_\_ seconds
- b. On a scale of 1 to 5 how easy was it to perform and complete this task (1 being very difficult and 5 being very easy)? \_\_\_\_\_
- c. Do the locations of the different types of rooms on the website make sense to you?

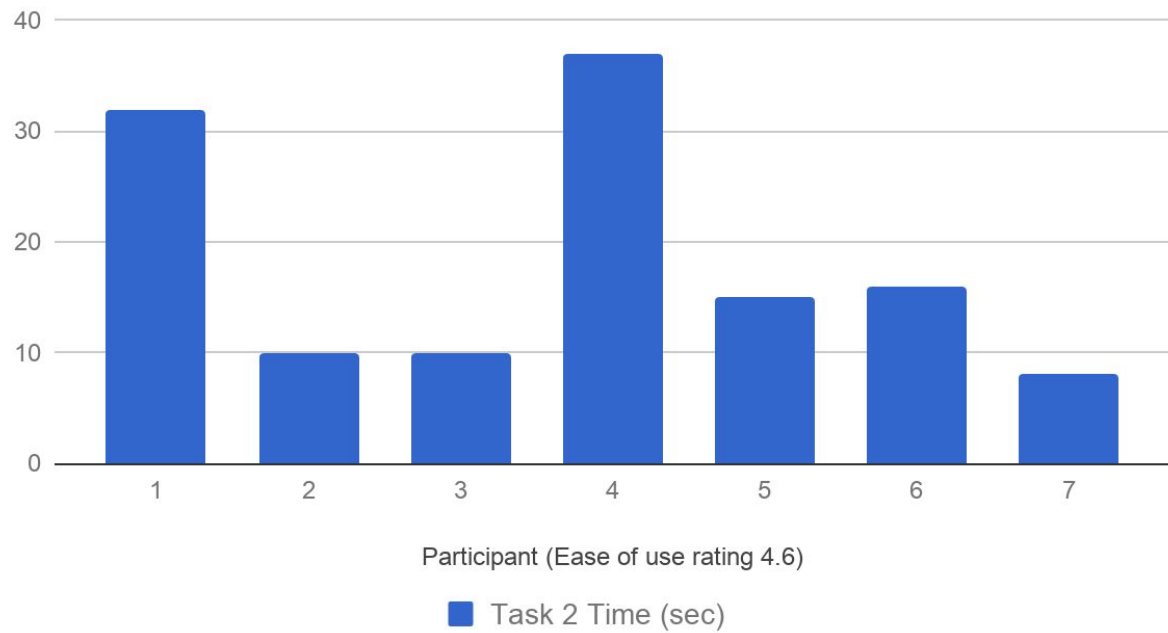
## Significant Results: Visual Representations

### Survey Results

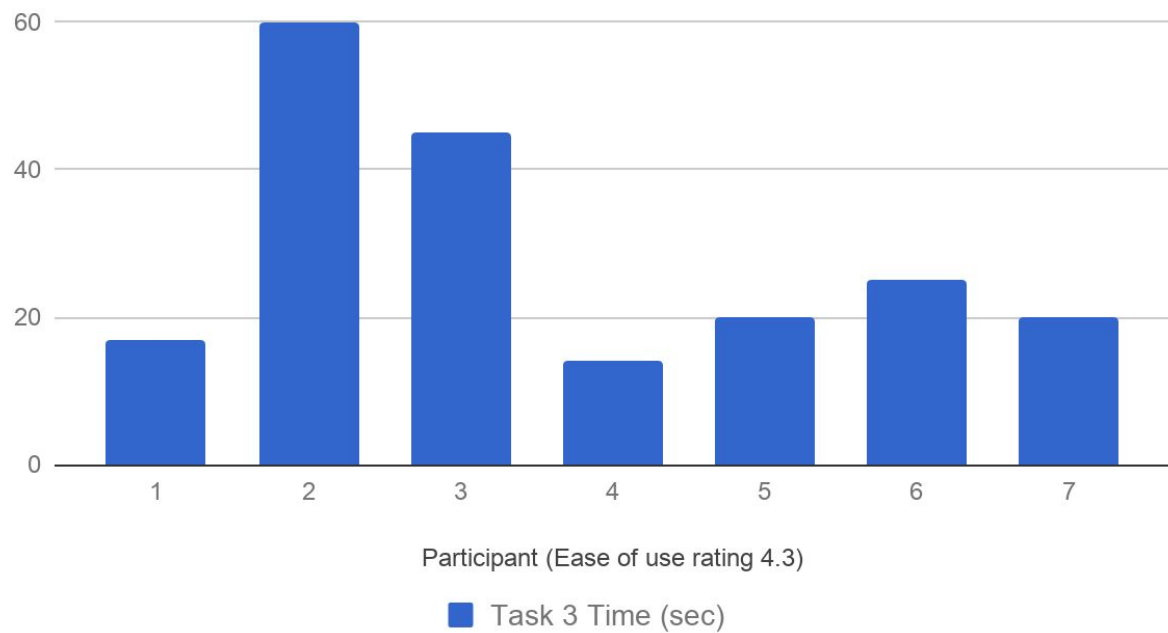




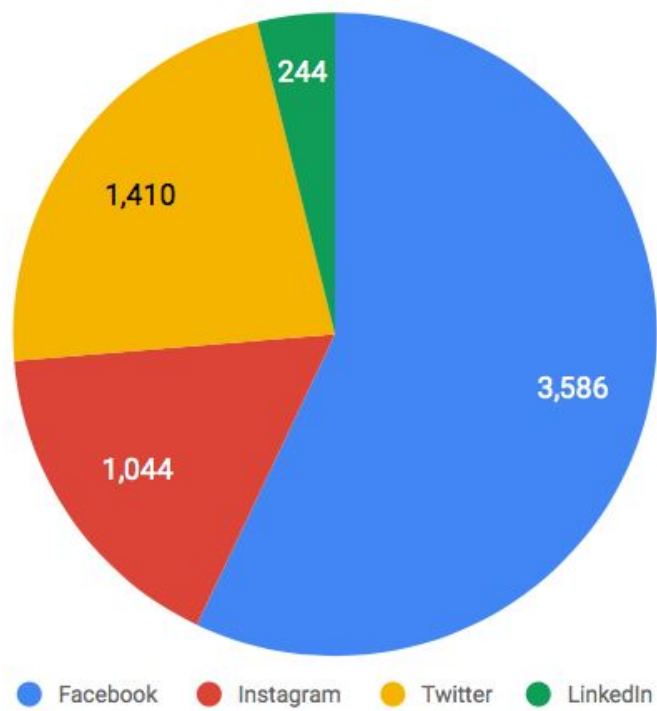
**Time to find Hotel Location**



**Time to Compare Room Types**



## Social Media Follower Comparison



## Significant Results: Analysis

### Survey Task 1

On Task 1, there was high variability among the participants' times, ease of use ratings, and written responses. Participants 1 and 7 gave up on completing the task and participant 4 took as long as 12 minutes and 33 seconds. Yet, the other half of the participants completed the task in 2 to 4 minutes. Ease of use ratings range from 1 (the lowest option) to 5 (the highest option). The average ease of use rating is 2.6, which is about halfway between 1 and 5. Though, it is slightly below 3.

The participants who struggled all seem to agree that booking is too complicated when one is booking for a large group of people that will need multiple rooms. Some participants also mention that the home page has a layout that makes booking confusing. For example, according to participant 1, the option to check in and out is difficult to find and the “Reservations” icon looks like a food platter; participant 1 says that this makes the booking process more challenging.



### Survey Task 2

The average participant had a much easier time finding the location of the hotel than they did booking rooms for a large number of people. Every participant was able to complete this task in well under a minute; the average ease of use rating is 4.6 out of 5. However, some participants do think that the font of the address on the home page could be larger.

### Survey Task 3

Participants did not have much trouble finding room types. The participant who took the longest, participant 2, took 1 minute. The average ease of use rating is 4.3

out of 5. The score is not perfect, but it is considerably high. Most participants say they are happy with where the room types are displayed. Though, some do find the horizontal listing of the room types unusual.

### **Social Media Followers**

The Oxford Hotel has more than twice as many followers on Facebook than any other social media platform. At 3,586 followers on Facebook, 1,410 followers on Twitter, 1,044 on Instagram, and only 244 on LinkedIn Facebook significantly overpowers the other media sources. Facebook represents a way for people to interact with the Oxford without using the website. The amount of followers on Facebook compared to other medias suggests that Facebook is the most accessible online social media origin.

## Diversity Analysis

The website does not display any diversity. This is largely due to the fact that the website displays very few people in general. Though, the people that it does show all appear to be white (Caucasian). It can be helpful to include people of diverse racial backgrounds in the displays of online services, as this helps all users to feel welcome to use the services.

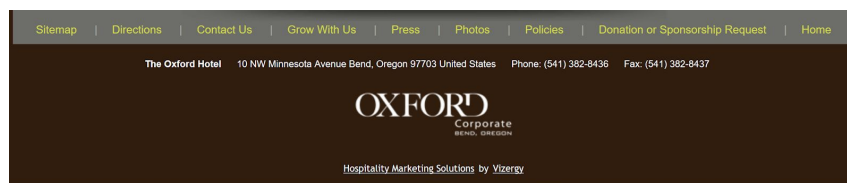
There is also nothing on the website to help make the website features more accessible to those with disabilities. According to the United Nations' *Article 9*—an article focused on accessibility—it is important to help those with disabilities have equal access to digital information and communications technologies. This not only helps create equality among the experiences of all users, but also creates a greater number of potential customers using the website's features.

## Recommendations

The first task in our usability survey created the most problems. This occurs when the user tries to make a booking for a room with five people. It is not clearly stated on the maximum people allowed per room so when the user attempts to book a five person room when the room limit is four people an error is created that can cause confusion. In order to clear up any confusion, the booking widget on the home page should only have 1 through 4 as an option for selection.

The screenshot shows the booking interface for The Oxford Hotel Bend. At the top, there is a navigation bar with steps: 1 Select Dates, 2 Room, 3 Add-ons, 4 Book It!, and 5 Confirm. A link for 'Modify or Cancel Reservation' is also present. Below this is the 'Stay Details' section with fields for Arrival Date (3/13/2018), Departure Date (3/15/2018), Adults Per Room (0), Children (0-15 yrs) (5), and a Promo Code field. A 'Search' button is located to the right of these fields. Below the search fields is a calendar view for March and April 2018. The calendar shows dates from 1 to 31. A legend at the bottom of the calendar indicates: Selected Dates (white square), Rooms are available (green square), No Availability (orange square), and No Arrival (yellow square). A 'Refresh Calendar' button is located at the bottom left of the calendar area.

The second task that has the user find the location of the hotel using the web site. Overall this task was completed easily using the directions link at the bottom of the home page.



The final task has the user look at different room types. This was an area that the users struggled with. One of the biggest complaints with the rooms section was the layout. That page has a large amount of text and it is not instantly apparent what

they room types are and the way it is laid out makes it difficult to compare them. The suggestion that the users came up with was instead of a series of links, a vertical navigation bar on the left side of the screen would make navigating easier.

## Luxury Hotel Accommodations in Bend, OR

### Elegance & Sustainability Combined for Your Ultimate Comfort

Experience a side of Bend you have never seen before. Without a detail overlooked, The Oxford boutique hotel accommodations in Bend, OR, have been thoughtfully designed to offer our sophisticated guests the pinnacle of luxury, ambiance, and superior service at every turn.

From generous and sustainable amenities in each of our spacious and eco-friendly Bend, Oregon hotel rooms, to easy downtown access and indulgent complimentary perks, we offer unparalleled amenities and services to thoroughly delight even the most discerning travelers.

Our Bend, Oregon accommodations include 59 large and luxurious suites, come complete with appropriate sizes to suit your every need. Your room choices are:

■ **Cascade Suite** ■ **Mountain Suites** ■ **Terrace Suites** ■ **Oxford King** ■ **Deluxe King** ■ **Boutique Double Queen** ■ **Boutique King**

#### Cascade Suite



Our spacious Cascade Suite is the largest of the Mountain Suites, which features a kitchen complete with a 2 burner stove, concrete counter tops, convection microwave oven, disposal, refrigerator, dishwasher and all the amenities needed to entertain. The larger living area boasts a table and chairs, a premium Tempur-Pedic sofa sleeper, powder room and a private balcony with an amazing view of the Cascade Mountain Range.

Complimentary high speed wired and secured wireless internet is at your fingertips, as well as two flat screen TVs.

This incredible suite also offer freshly ground, locally roasted coffee, French preisses, organic teas, complimentary newspaper, cordless phone, complimentary local calls, hair dryers, iron and ironing board, and a safe. The luxurious, four component bathroom features a soaking tub, separate steam shower, plush bathrobes and organic bath products for your relaxation. Our exclusive king bed, made from sustainable organic components, includes 320 thread count sheets, a 67oz. duvet with European sheeting, and a specialty pillow menu.

Suite size is approximately 780 sq ft, depending on floor location. Pets are not allowed for this room type.

[Check rates and availability now!](#)



## References

“Article 9 - Accessibility Enable.” *United Nations*, United Nations,  
[www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-9-accessibility.html](http://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-9-accessibility.html).