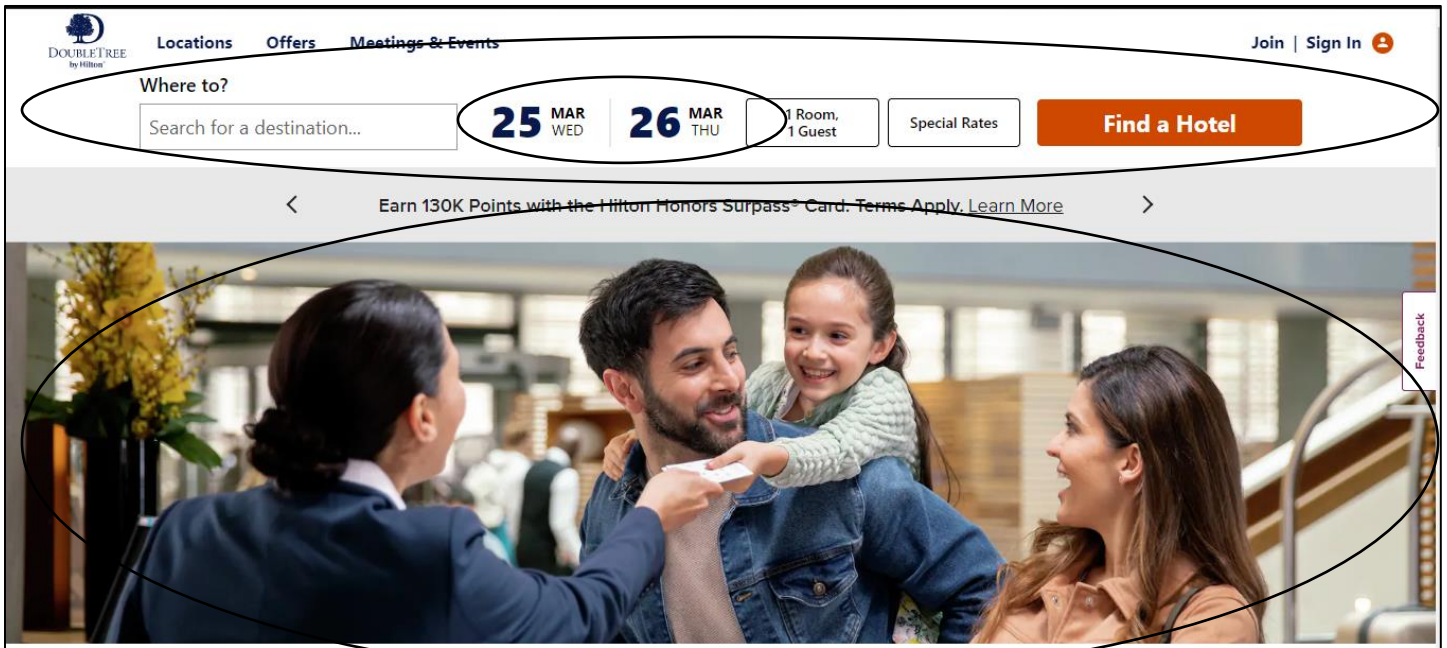


Images:



My Reservations Sign In Join **Hilton** HONORS

DOUBLETREE by Hilton™ MEETINGS & EVENTS OFFERS ABOUT DOUBLETREE BY HILTON

FIND A HOTEL

- Hotel Search
- [EXISTING RESERVATIONS](#)

Hmm, we don't seem to recognize that location. Please check your entry and try again.

Where are you going?

☐ Search All ☐ Address ☐ Airport ☐ Attraction ☒ City ☐ Hotel

Enter city

Search within: 40 ☐ mi ☐ km

Travel dates

Arrival: 25 Mar 2020 Wednesday
Departure: 26 Mar 2020 Thursday
1 Night Stay

☐ Use flexible dates

Special Accounts and Rates (optional)

Promotion/Offer Code:

Group Code:

Corporate Account:

☐ Hilton Honors Points

☐ AAA Rate *

Number of Rooms and Guests

Description:

This week's readings focus on companies testing their sites features and adjusting them to cater towards user's interests and ease of use. 3 key features that I believe would benefit from A/B testing and improve overall traffic on the site. Firstly, I would make the center picture take up the whole screen instead of a small banner across the center. To test if this attracts users' attention, I can use tools like heatmaps and scrollmaps to figure out where the mouse lingers more. Another feature I would change is the location of the buttons that allow one to search for rooms. Instead of having all of it in a banner across the top, it would be better placed in the center of the screen, above the large photo, with larger and clearly defined buttons. Originally it has the 2 dates simply written there, with nothing to indicate that they are in fact options that you can change. Once again, heatmaps and scrollmaps would help us figure out if it was a good change. The third and final change would be to increase the font size and change the format of the form (on the 2nd page) to an easily legible format, with the headings bold. To test that final change, you can simply check on the increase/decrease in customers that venture onto the site and that certain page. The reason I chose these few things to change is because when a user visits a site, within 5 seconds they have already formed their opinion of the site. Within that critical time slot, a site must make their best initial impression, and I believe that with these changes, the site DoubleTree would effectively improve.

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Student Information

Name: Shaiza Hashmi

Email: shaiza@uoguelph.ca

Student Number: 1097080