DandZu Resort and Lodge

User Research Report

WOSSENU FISSEHA

CMST 308 **User Experience and Interface Design**

2021

Introduction

This user research was conducted to help identify the users' goals and tasks for the DandZu Resort and Lodge website, their pain points, the current workflows they use to complete their tasks, and the main challenges that make completing those tasks difficult. The project's overall goal was to improve the user experience on the DandZu website.

DandZu is a small family-owned resort and lodging company, established by Wossenu Fisseha and Daughters in the city of Awassa, Ethiopia, East Africa. Awassa is a city in Ethiopia, on the shores of Lake Awasa in the Great Rift Valley. It is located 170 miles south of Addis Ababa, the capital city of Ethiopia. The primary goal of the business is to provide affordable, quality accommodation and fun-filled vacations in a relaxing and friendly atmosphere.

Overview of the Project

The areas of focus for DandZu Resort and Lodge website were to:

1. Make the site's navigation simple so that users can complete the booking process on the site.
2. Provide good booking system that's easy to use and secure.
3. Make the web pages simple and clutter free so users can find their way to the information they need on the site.
4. Provide only relevant information in easily digestible bits.
5. Help users see what they will enjoy in and around the hotel during their stay by showcasing the location, the rooms, the activities, attractions, deals and specials.
6. Provide well-placed and appealing images and related contents.

The other issues that were addressed included:

1. Eliminate or reduce sub menus or secondary navigation links
2. Provide an easily accessible search bar
3. Make Forms auto-fillable for returning visitors
4. Enable call-to-action functionality
5. Add strong and memorable tag line

The Research

Research Interviews

Research was conducted at the DandZu Resort and Lodge meeting room located in Addis Ababa, Ethiopia. Three hotel employees from the reservation department were selected and interview in person using three interview questions that were developed based on the user research goals to help with learning how the goals can be met. These questions include:

1. What user groups commonly reserve the hotel online?

2. What does each user group expect to accomplish on the website?
3. What challenge do they face when using the website?

Research Sources

According to a study conducted by Finances Online, Reviews for Business, 81% of travelers want greater digital customer service from hotel brands. The top 3 factors influencing accommodation decisions were Location (41%), Traveler Needs (39%), Price (36%) and family/friend offerings (31%). The top entertainment activities were Parks and Attractions (74%), Water Activities (67%), Outdoor Activities (55%) and Historical Landmarks (44%).

Labeling, Taxonomy and Navigation

Performed a Treejack study using four participants to assess the information architecture design. Also tested the navigation using Chalkmark using four participants and wireframe sketches.

Personas

Aiko Sato (Gen Z Traveler)
Age: 22
Gender: Female
Location: New York, US

Aiko is a New York, US resident and a Marketing grad. She started travelling since she was 18. She loves YouTubing and Instreaming, so she likes to explore and does not like to be chained to one place for too long. She likes to plan her schedule around her trips. She operates with strict budget, and she wants to be able to land deals and save up points for future trips.

Goals:

- Travel as many countries as she can
- Find new and interesting things and locations for vlogging
- Easily manageable booking site
- Find package deals to optimize spending
- Validation - be seen as someone who finds the coolest places

Task/Problem Scenario:

- Aiko is a seasoned young traveler. She doesn't like being confused by basic tasks for no good reason when booking hotel online. Lack of information on attraction also frustrates her so she is looking for an easily manageable hotel booking site with simple navigation showing all the deals, activities and attractions in one place. She is a budget traveler and wants to know what is available for young travelers like her.

Stacy Abrahams (Millennial Traveler)
Age: 27
Gender: Female
Location: Maryland, US

Stacy is a Maryland, US resident. She started working as a customer service representative after graduating from the University of Maryland Global Campus. She makes $56,000 annually, much of which sha saves for travel trips. Stacy is passionate about travel and travels several times a year. She is a thrill seeker and is always looking for her next adventure trip. When she travels, she tries to make the most out of her trips and find ways to experience the city. She is heavy Instagram user and frequently posts her travel photos.

Goals:

- Find the best deal on an unforgettable experience
- Easily manageable booking site
- Unique trips that allow her to meld with the local culture and try new things
- Travel experiences where she can learn something new.
- Find the top ten must see in area and hit as many as possible

Task/Problem Scenario:

- Stacy doesn't like spending her spare time in her hotel room because there is not much in walking distance of her hotel. She wants to know the resort's accommodations, activities and local attractions and special deals.

Mandy Moore (Business Traveler)
Age: 46
Status: Single
Location: Manchester, UK

Mandy is a regional director who travels multiple times each year. She has a specific region which she travels, and she often visits the same cities and stays in the same hotels. She expects her travel solutions as organized as she is. As a business traveler she is on a mission, and she is in town for one purpose which is work. Even though she is not there to see the sights, she will still be interested in local restaurants and coffee shops she can use for business and personal purposes. Typically, her days are long and full of meetings. She would want to come back to her room to relax and have a quiet meal before doing it all over again the next day.

Goals:

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to local shop and dine.

Task/Problem Scenario:

- Mandy is a n experienced business traveler, so she is constantly on the move and doesn't want to spend much time booking travel. She hates poor navigation, so she wants a simple hotel booking site that lets her see the resort's accommodations, deals and local attractions in one place and allows her to finalize her booking with minimal tasks.

Anais Monet (Professional with family)
Age: 47
Status: Married
Location: Marseille, France

Anais is a hard-working professional and mother to three kids. Her husband and her try to organize two family trips abroad a year, one in the summer and another one for the winter holidays. She is organized and often arrives with her family at a destination with a well laid out plan for their activities. She is also budget conscious and operate on a fairly strict budget so getting the most value for her money is very important to her.

Goals:

- Easy booking system
- Best service
- Family discount offer
- Getting the most value for her money
- Child-safe environments with larger rooms and plenty distractions for the kids.
- Kid-friendly venues and meals

Task/Problem Scenario:

- Anais is going to Ethiopia with her family for the first time and she is looking for Child-safe environments with larger rooms and plenty of activities and attractions for her kids.

She hates trying to figure out things on the go so she wants to find basic information like what activities and attractions available within and around the resort along with special deals and promotions.

Persona Table

Activity	Week				
	1	2	3	4	5
Project Brief	X				
Recruit for Interviews		X			
Analysis Content			X		
Classification Scheme			X		
Site Map			X		
Labeling & Taxonomy				X	
Wireframes					X
Testing Wireframes					X

Recommendations:

Navigation

Have a well-defined structure and menu that makes navigating simple and straightforward. Users should be able to discover all of the information they need quickly and effortlessly. Furthermore, create an efficient interlink between the various web pages to make navigating even easier.

Avoid unnecessary sub navigation menus or use them sparingly, especially if the information can be found on the main landing pages. This will cut down on clicks while allowing the user to see the contents right away. In other words, by bringing sub menu contents into each main webpages body, you can establish a visual hierarchy and direct the user's attention to the most important elements. Since this is a simple ten-page website, a *"You Are Here Mechanisms*" can be created by making navigation change using labels or buttons so when the user selects that tab or topic, it becomes more visually noticeable. This can be achieved by through highlighted coloring, labeling or both**.**

Contents

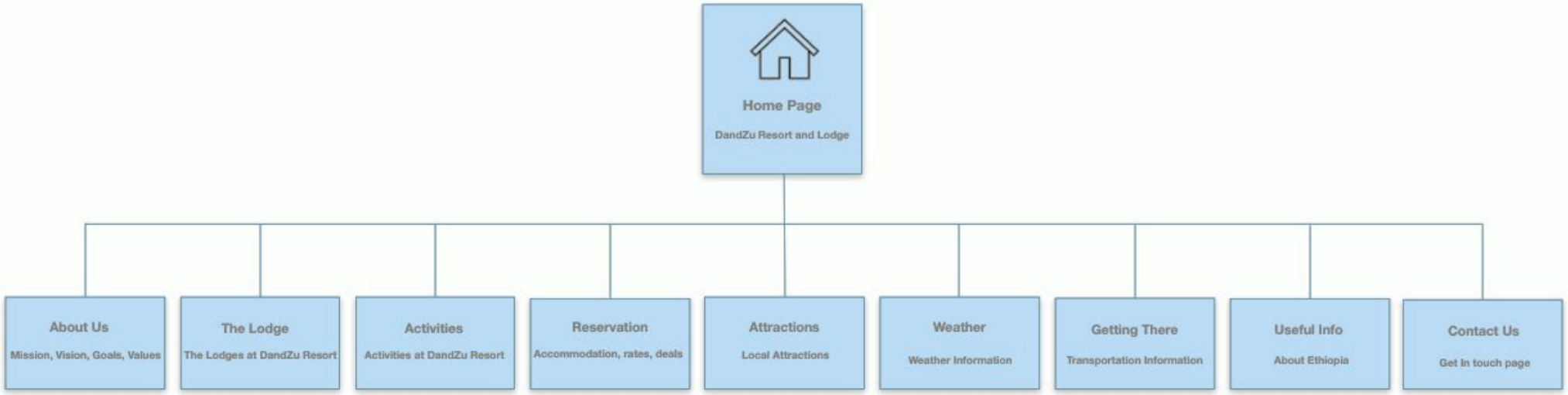
Users are usually looking for the most vital information and don't want to get distracted by the details. Don't give them more information than they require. Instead, integrate content and navigation so that the user can get the information they need right away.

Focus more on the deals, specials, attractions, activities that come with booking directly on the DandZu website. Users seek information that will assist them in deciding where to stay. They want to be reassured about the hotel's quality, value and significance. Provide them with clear

and precise information on each page that's easily digestible while responding to their search criteria. Showcase the location and let them see what they will enjoy in and around the hotel during their stay through well-placed images, call-to-action, strong and memorable tag lines and related contents.

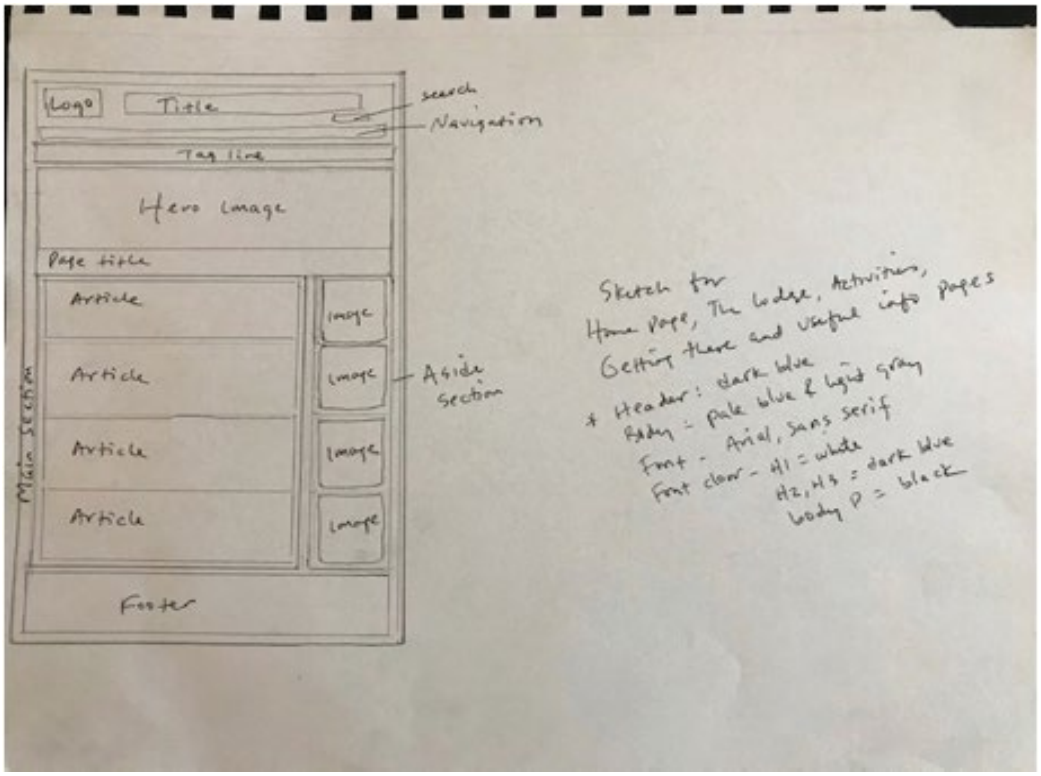
Create a simple reservation page that combines rates, package deals and promos. This will allow users to easily check rates, packages and availability so they can book their rooms promptly and effortlessly.

Site Map- DandZu Resort and Lodge

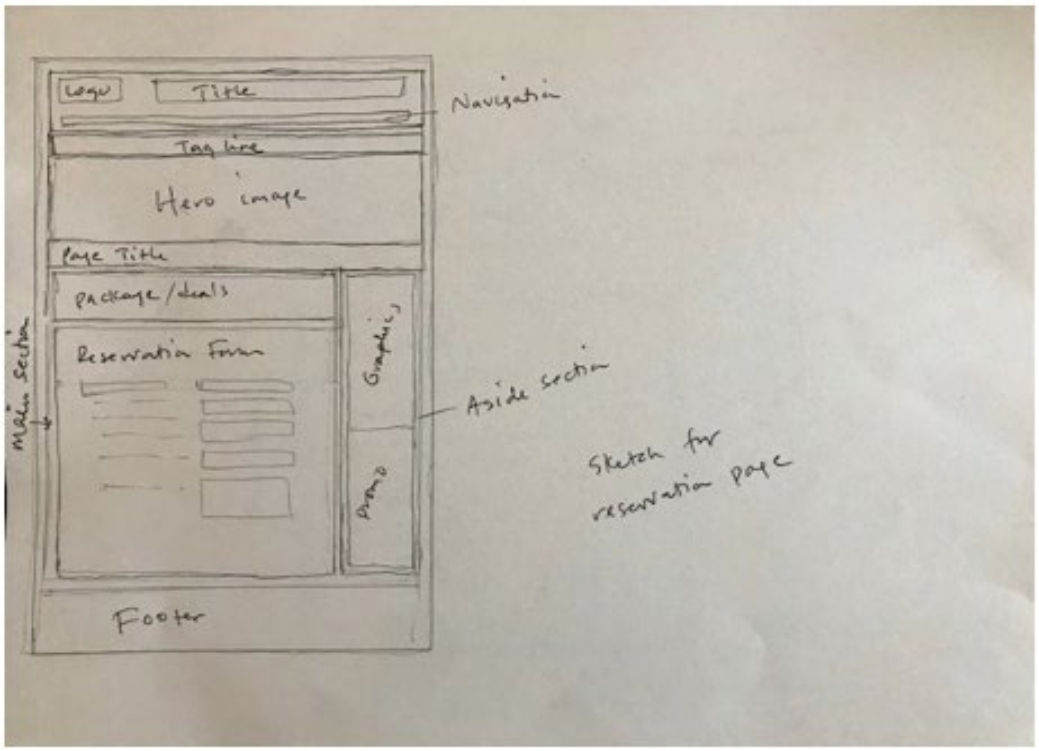


Copyright / Privacy Policy/Terms of Service

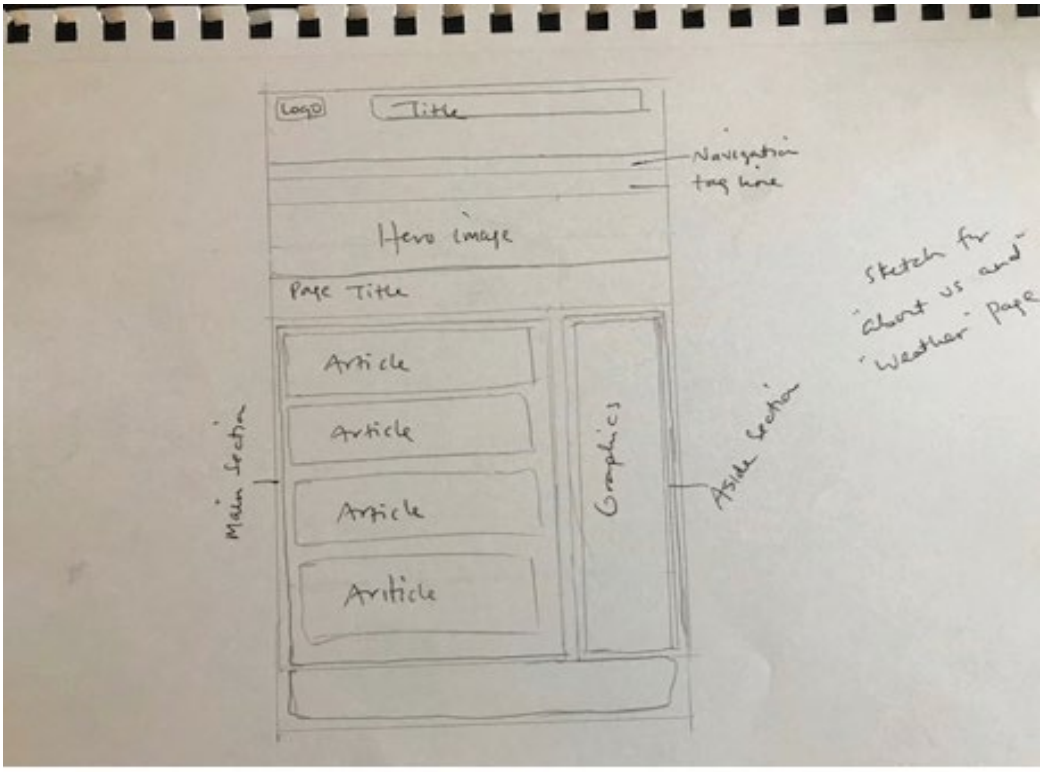
* located at footer



Sketch 1 Home, The Lodge, Activities, Attractions, Getting There, Useful Info

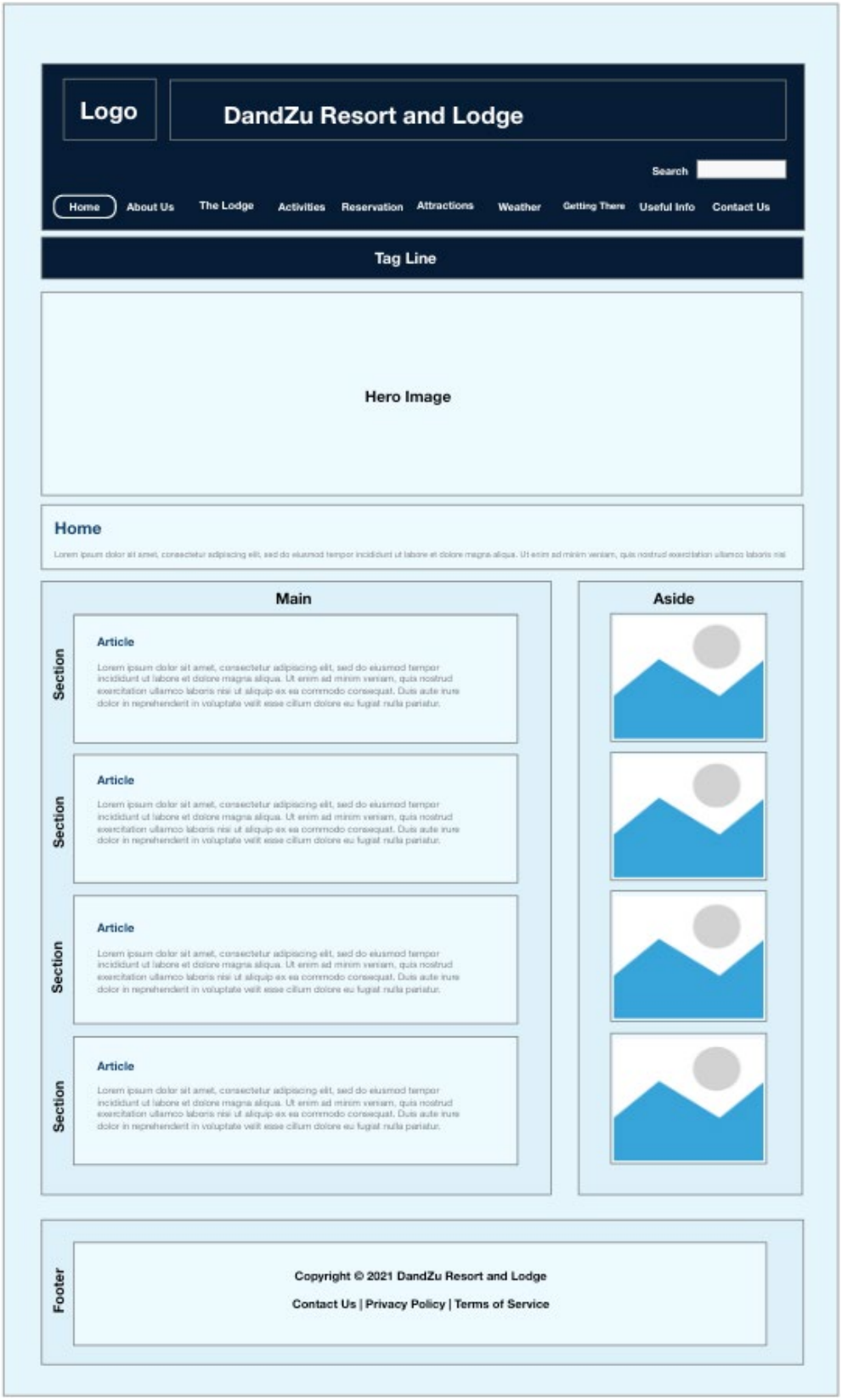


Sketch 2 Reservation, contact Us



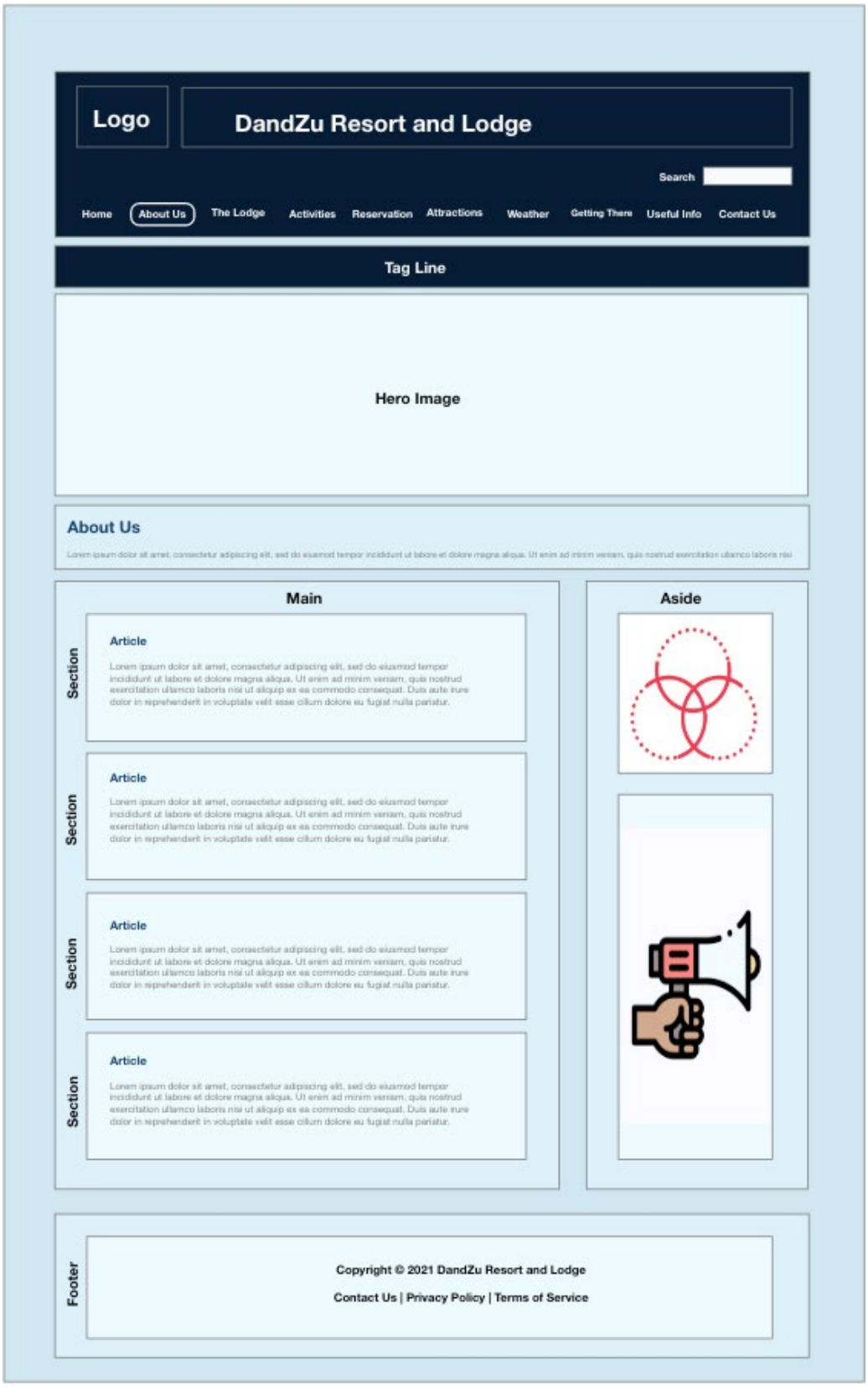
Sketch 3 About us, Weather

Wireframes



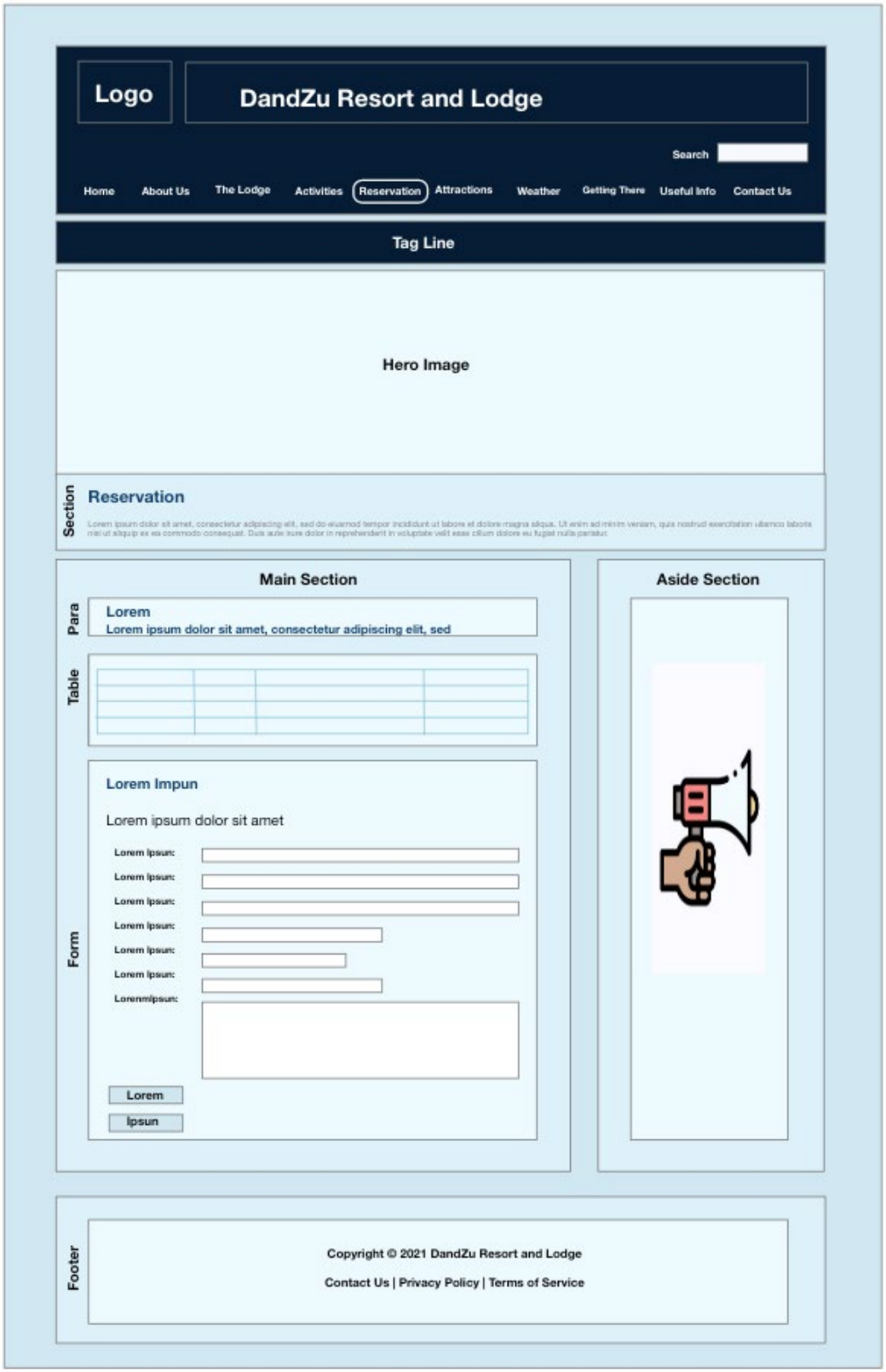
This Layout will be used for the **Homepage, The Lodge, Activities, Attractions, Getting There**, and **Useful Info** pages.

- Header Color: dark blue.
- Body Color: a combination of pale blue and light grayish blue.
- Font Type: Arial, sans-serif.
- Font Color: H1 = White, H2, H3 = dark blue, body (p) = black.



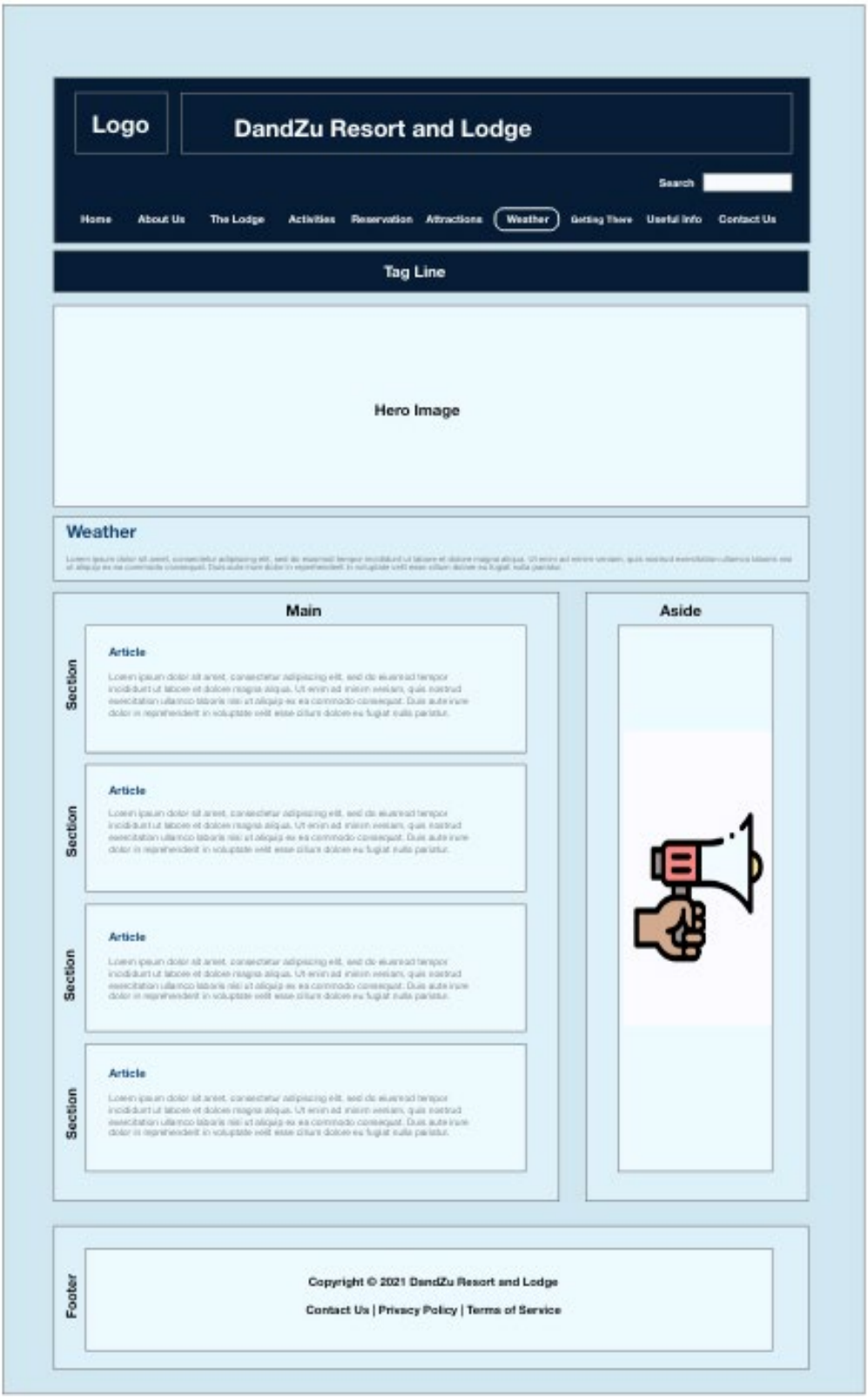
This Layout will be used for the **About Us** page

- Header Color: dark blue.
- Body Color: a combination of pale blue and light grayish blue.
- Font Type: Arial, sans-serif.
- Font Color: H1 = White, H2, H3 = dark blue, body (p) = black.



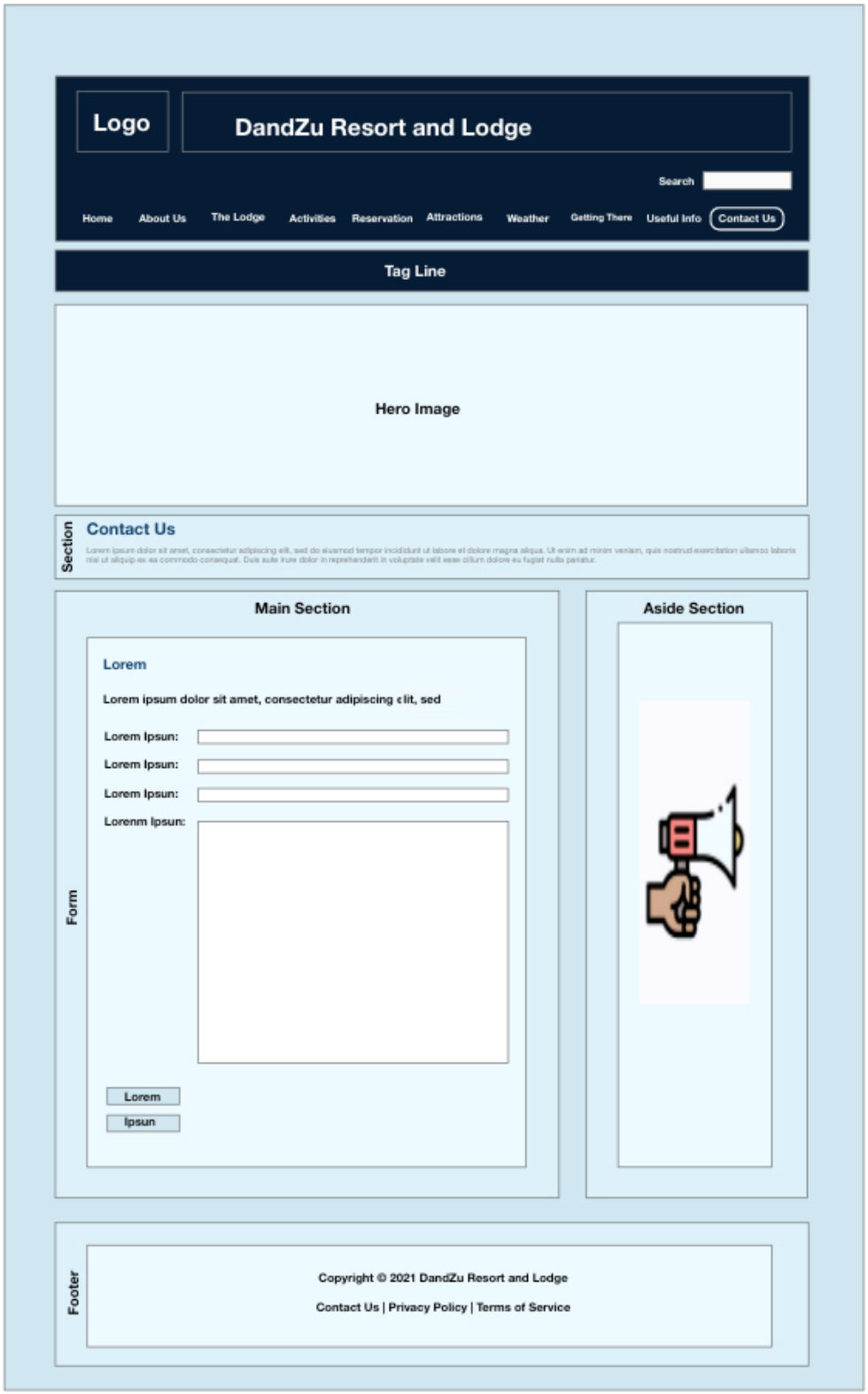
This Layout will be used for the **Reservation** page

- Header Color: dark blue.
- Body Color: a combination of pale blue and light grayish blue.
- Font Type: Arial, sans-serif.
- Font Color: H1 = White, H2, H3 = dark blue, body (p) = black.



This Layout will be used for the **Weather** page

- Header Color: dark blue.
- Body Color: a combination of pale blue and light grayish blue.
- Font Type: Arial, sans-serif.
- Font Color: H1 = White, H2, H3 = dark blue, body (p) = black.



This Layout will be used for the **Contact Us** page

- Header Color: dark blue.
- Body Color: a combination of pale blue and light grayish blue.
- Font Type: Arial, sans-serif.
- Font Color: H1 = White, H2, H3 = dark blue, body (p) = black.

References:

Gilbert, N. (2021, April 1). The hospitality industry is big and diverse. Besides, every sector—from accommodation and recreation to travel. Financesonline.Com. https://financesonline.com/hospitality-statistics/