# DANDZU RESORT AND LODGE

## USABILITY TEST

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# Overview

DandZu Resort and Lodge is a family-owned resort and lodging company, established in 2021, in Hawassa, Ethiopia by Fisseha and Daughters LLC.

The mission of DandZu Resort and Lodge is *to consistently deliver memorable experience to its guests and to create enduring relationships with its guests and members by providing the highest service through contemporary design together with gracious hospitality and practical luxury while enhancing the beauty of Hawassa and caring for our beautiful environment.*

The company's vision is *to be a benchmark traditional hospitality chain developer and operator in East Africa. To have its company be known as among the premier luxury destinations in the world; to create personal experiences for its guests that they will treasure for a lifetime; and to be the destination of choice for its valued guests, members, associates, communities, and investors.*

Wossenu Fisseha conducted the usability test using a prototype version of DandZu Resort and Lodge website loaded on his laptop.

**Purpose**

The purpose of the test was to assess the usability of the web interface design, information flow and information architecture to be addressed in order to improve the efficiency, productivity, and end-user satisfaction.

The intended target audience/user groups for DandZu Resort and Lodge website would include guests such as traditional families, Gen Z travelers, millennials, and business travelers.

**Objective**

The purpose of the usability test is to identify design inconsistencies and usability issues in the user interface and content sections. Potential sources of error may include:

- Errors in navigation - *failure to identify functions, using too many keystrokes to perform a task, and failing to follow the suggested screen flow.*
- Errors in presentation - *failure to identify and act on necessary information in displays, selection errors caused by labeling discrepancies.*
- Control usage problems - *improper toolbar or entry field usage.*

# Methodology

**Test Method**

Qualitative data was used to directly assess the usability of the system. Participants were observed while they were interacting with specific user interface elements in order to gather which aspects of the design are problematic and which work well.

**Sessions**

Three people from the user groups were selected in the usability test to ensure stable results. The test administrator sent out e-mails to participants notifying them of the usability test details and seeking their availability and participation. Participants were asked to answer with a day and time that was suitable for them. The tests were conducted remotely via screen-sharing. During the session each participant's navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback were observed. The sessions lasted about an hour each.

**Participants**

Each participant's task was to perform a series of representative task scenarios as quickly and efficiently as feasible, as well as to offer feedback on the usability and acceptability of the user interface. The users were instructed to give candid feedback on the website's usability and to complete subjective surveys after each session.

**Evaluation Tasks/Scenarios**

The following scenarios/tasks were undertaken by test participants, and each person did a task of their choice:

1. Find the Local Activities.

2. Find Local Attractions.

3. Find Rates, Packages and Deals.

4. Find reservation page and make reservation.

5. Find transportation information.

6. Find useful information related to destination.

After completing each activity, participants assessed the task's easiness or difficulty based on three factors:

- The ease with which the information could be found on the main page.

- Ability to keep track of their location on the website.

- Predicting which section of the website held the information was accurate.

# Results

## Task Completion

All participants successfully completed Task 1 (Find the Local Activities), Task 2 (Find Local Attractions), Task 5 (Find transportation information) and Task 6 (Find useful information related to destination.). Two of the three participants completed Task 3 (Find Rates, Packages and Deals). Only one participant was able to complete Task 5 (Find reservation page and make reservation).

| Participant | Task 1 | Task 2 | Task 3 | Task 4 | Task 5 | Task 6 |
|---|---|---|---|---|---|---|
| P # 1 | Completed | Completed | Completed | Completed | Completed | Completed |
| P # 2 | Completed | Completed | Completed | Completed with difficulty | Completed | Completed |
| P # 3 | Completed | Completed | Completed with difficulty | Completed with difficulty | Completed | Completed |

## Task Ratings

After the completion of each task, participants rated the ease or difficult of completing the task for three factors using a "Yes" or "No" responses:

- Ease in Finding Information - *It was easy to find my way to this information from the homepage.*
- Keeping Track of Site Location - *I was able to maintain track of where I was on the page while looking for this information.*
- Predicting Information Area - *I was able to guess which section of the website held this information with accuracy.*

| Tasks | Ease in Finding Information | | | Keeping Track of Location in Site | | | Predicting Information Section | | |
|---|---|---|---|---|---|---|---|---|---|
| | Participants | | | Participants | | | Participants | | |
| | P # 1 | P # 2 | P # 3 | P # 1 | P # 2 | P # 3 | P # 1 | P # 2 | P # 3 |
| 1.  Find the Local Activities. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| 2.  Find Local Attractions. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| 3.  Find Rates, Packages and Deals. | Yes | Yes | No | Yes | Yes | No | Yes | Yes | No |
| 4.  Find reservation page and make reservation. | Yes | No | No | Yes | No | No | Yes | No | No |
| 5.  Find transportation information. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| 6.  Find useful information related to destination. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

Ease in Finding Information: All participants agreed it was easy to find local activities, local attractions, transportation information and destination country information. Two out of three found it easy to Find Rates, Packages and Deals. Only one participant found it easy to find reservation page and make reservation.

Keeping Track of Location in Site: All the participants found it easy to keep track of their location in the site while finding local attractions, transportation information and destination country information. In addition, Two out of three participants found it easy to keep track of their location while finding Rates, Packages and Deals. However only one participant found it easy to keep track of their location while finding reservation and making reservation.

Predicting Information Section: All the participants agreed it was easy to predict where to find local attractions, transportation information and destination country information and two out of three participants agreed it was easy to predict where to find Rates, Packages and Deals. However, only one participant agreed that it was easy to predict where to find reservation and making reservation.
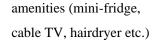

**Findings**

Most of the identified problems were linked to Task 3 (Find Rates, Packages and Deals) and Task 4 (Find reservation page and make reservation). Even though, the reservation page included a table with seasonal rates/packages/deals, it lacked several needed items including the following:

- Lack of photo gallery section that shows an overview of each room type.

- Lack of information for bed configuration *i.e., twin, double, king.*

- Lack of information for the in-room amenities *i.e., mini-fridge, desks, cable TV.*

- Lack of information for the different types of room views available *i.e., city view, ocean view.*

- Lack of option for room or accommodation change.

- Lack of option for cancelation.

- Lack of option/section for number of quests.

- Lack of option to filter rooms by type and price.

- Lack of options for calculating and displaying accommodation charges and other utilities

## Recommendations

The following table contains recommended changes along with justifications and assigned rate *(cosmetic, minor, major, catastrophic).*

| Change | Justification | Severity |
|---|---|---|
| Add categories/sections to the reservation page that include:<br><br>• A photo gallery that provides an overview of each room type.<br>• Room descriptions, including the various types of views offered, bed layout, and in-room amenities.<br>• Option to change or cancel rooms.<br>• Option to add/change/display number of guests.<br>• Option to sort the list of rooms by type and price.<br>• Option to calculate and display accommodation charges and other utilities. | Participants across both tests rated the ease of finding Rates, Packages and Deals and only two out of three found it easy. Similarly, these participants rated the ease of finding and completing reservation and only one out of three found it easy.<br><br>Participants comments included:<br><br>• Organizing the reservation page more concisely and make it simpler so information needed for completing reservation can easily be discovered<br>• When searching a room, participants wanted to see exactly what they are going to get at both the hotel and the room level. They sought access to a photo gallery that could provide them an overview of each room type.<br>• Participants also wanted to see the different types of views available, bed configuration, the in-room | Major |

| | amenities (mini-fridge, cable TV, hairdryer etc.) <br>• Participants comments also included adding a booking confirmation that calculates and displays accommodation charges and other utilities. <br>• Adding an option to change or cancel rooms was also mentioned. | |
|---|---|---|

## Conclusion

Most of the participants found the DandZu Resort and Lodge website to be well-designed, all-inclusive, clean and uncluttered. However, all of the participants felt that the reservation page lacked several needed functionalities. Having a well-functioning reservation page is crucial to a hotel for capturing and keeping its quests. Implementing the above-mentioned recommendations and continuing to collaborate with users will guarantee that the website remains user centered.

## Reference

Usability.gov. (2013, October 08). Usability Evaluation Basics. Retrieved October 04,
   2020, from https://www.usability.gov/what-and-why/usability-evaluation.html