TNG Usability Testing: China Site

Marriott User Experience Group

Executive summary


About this research

The objective of this research was to study whether the new TNG design of the Marriott website was usable and well perceived by its users. Marriott would also like to find out how much localisation is needed for the Chinese market.

Key findings

- **New homepage was liked**
  The TNG homepage design was well received and the feedback was positive. The participants thought the homepage looked attractive, refreshing and lively.

- **New reservation process was preferred**
  The majority of the participants (10/12) preferred the new reservation process because it has less steps, was simpler and helped them to focus on their task.

- **Translation is an issue**
  Some of the labels and description were not correctly translated according to their context.

- **Fonts were too small (for both live and TNG)**
  The participants believed a few font types are used which makes the page looked messy and hard to read.

- **The map was liked**
  Participants liked the map to search for hotels and would like to see more of photos of rooms and hotels

- **China addresses: country, state then city**
  When searching for a hotel or inputting their details, Chinese participants often start with country, state and city rather than the other way round.

- **Using Chinese text input**
  All participants used Chinese text input to enter their searches and details. The current version of the website does not support Chinese text input search.

What makes China different?
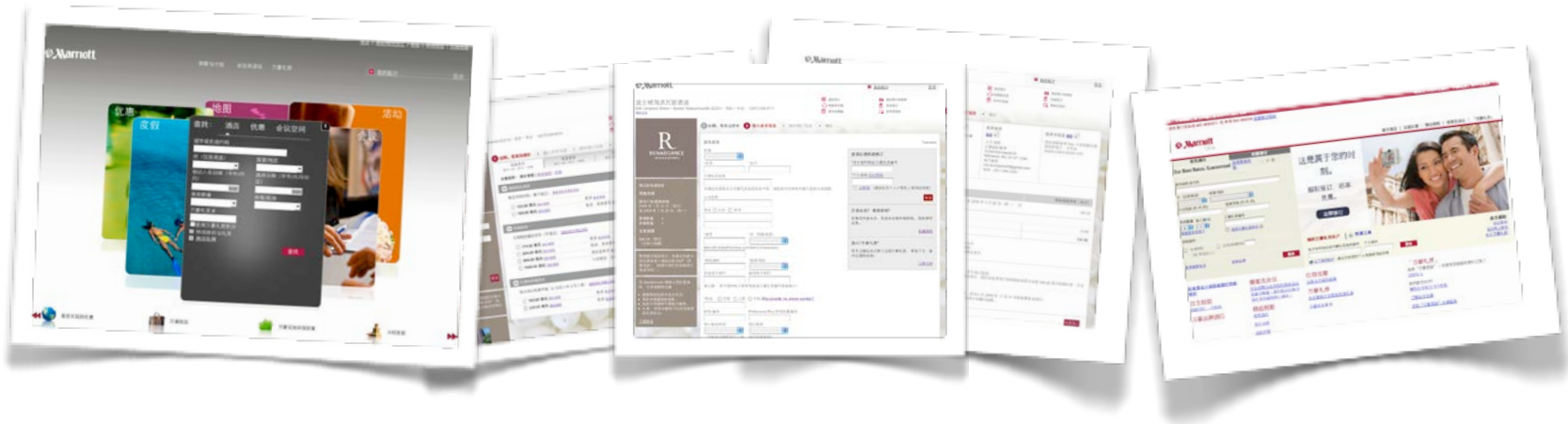
What makes China different?

The majority of China users do not like to book or buy things online especially with sites they are not familiar with. They feel that they are unsafe and not trustable most of the time. This is because they have had bad experiences or heard similar things happened to their friends/family previously.

They often stick with websites that they are familiar with. For travel and hotel websites, ctrip.com and elong.net are the two major sites which the majority of the participants use to book their hotels.

They prefer to speak to someone to get information, to book and to confirm a reservation (easier and more reliable).

What we did

Meet the participants

Leisure and business users

Chen Gang, 37, Vice General Manager Stays 100 nights in 4 star hotels per year. Location is important. Uses ctrip.com & baidu.com.

Zhaoying, 28, Customer Manager Stays 20 nights in 4 star hotels per year. Helps company directors to book hotels. Uses ctrip.com & elong.net.

Guilan, 40, Vice General Manager Stays 30 nights in 4 star hotels per year. Location and facilities are important. Uses sina.com & baidu.com

Roucheng, 39, General Manager Stays 6 nights in 4 star hotels per year. Often goes back to where he stayed before. Uses baidu.com & sohu.com.

Mu Xin, 27, Administration Officer Stays 6 nights in 4 star hotels per year. Location is important. Uses sohu.com, baidu.com & ctrip.com

Yanfeng, 38, Head of Administration Stays 10 nights in 4 star hotels per year. Often gets friends' recommendations before booking. Uses ctrip.com.

Yong, 40, Product Manager Stays 7 nights in 4 star hotels per year. Uses ctrip.com.

Chen Yan, 25, Exhibition Dept. Manager Stays 20 nights in 4 star hotels per year. Books hotels online mostly. Uses ctrip.com and elong.net.

Jiangling, 36, Purchase Manager Stays 40 nights in 4 star hotels per year. Books hotels online mostly. Uses ctrip.com & elong.net.

Lu Tao, 27, Investment Consultant Stays 15 nights in 4 star hotels per year. Travel for business. Uses baidu.com & ctrip.com.

Chenhui, 37, Business Director Stays 10 nights in 4 star hotels per year. Uses ctrip.com & elong.net.

Tan Yong, 32, Head of Notebook Dept. Stays 20 nights in 4 star hotels per year. Uses ctrip.com & elong.net.

The tests: interview & task

Moderator

Participant

Viewing room

Overview

The test took place in Beijing, China on the 30th of June, 1st and 2nd of July 2009

Background Interview

An initial interview was to understand how Chinese participants book hotels, what websites they often use and their preferred payment method.

Websites tested

Each participant was presented with the TNG prototype. They were given a task: to book a hotel in Boston, MA (USA) from 20th to 25th January 2010.

They were asked to think aloud about the new design of the website and the reservation process.

In the second part of the test, the participants were shown the current version of the Marriott website and the same task was performed.

Final questions

The participants were asked about what they liked and disliked about both TNG and the live homepage designs and reservation process. They were then requested to choose the design they preferred and explain why.

The findings (TNG)

Findings > Homepage

Homepage > First Impressions

1. The new TNG homepage design was well received

Participants thought the design was simple and clear. Other terms they used to describe the page: 'refreshing', 'attractive', 'lively', 'colourful'.

Only three participants thought this page did not look like a homepage.

2. Fonts too small

Participants thought the text was too small and difficult to read. The participants believed a few font types are used which makes the page looked messy and hard to read

3. The Marriott logo was not apparent

Most of the participants recognised the brand and were aware that they were on the Marriott website.

Some of them did not recognise Marriott without its Chinese name.

Recommendation

Consider placing Marriott's Chinese name (万豪) along with the logo. Reconsider the use of grey and white colours for the background and logo.

> *Very clear. Quite fun! The important one (search) is on the top.*
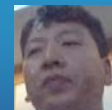
> *It looks like a flower, very attractive.*

Homepage > Cards

1. The bright colour cards were liked
Participants liked the bright colour cards. They made them want to go on holiday because they excited them and reminded them of holiday colours.

Two participants commented that the grey colour was a bit too dark and gave a feeling of 'unhappiness'.

Recommendation
Consider using brighter colour for all the cards

2. Good use of images
Participants liked the images on the cards

I like the blue water. It's what we like in Beijing.
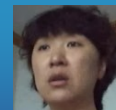
Don't like the grey colour. Too dark. Feel unhappy.
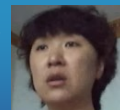
Homepage > Cards Manipulation

1. Card manipulation was well understood
All participants knew that when they click on a card, it would move to the top.

However, they thought the way the cards moved was quite confusing. They were expecting the cards to move either clock-wise or anti-clock wise (like a carousel).

Recommendation
The card movement needs careful tuning. Consider making the card movement more intuitive (e.g. rotating in a specific direction)

The way the cards move feels messy and confusing

Homepage > Sign In

1**. Participants had no problem logging in.**
All participants noticed the sign in link on top of the page without any problem. Although they were confused with both links which serve the same function, most of them clicked on 'My account' (我的帐户) instead of 'Sign in' (登录).

Recommendation
Consider combining both links

Homepage > Search for a hotel 1／2

1. Participants tend to select the country then the city

Addresses in China starts with country, then city, street name and lastly house number. Hence, almost all of the participants went straight to select the country they are traveling to then the state.

When they had selected a country (e.g. America) and a state, they were expecting a list of cities in that state to appear to allow them to choose when they type the first few characters of the city (predictive search). Overall, they preferred to select from a list than type to enter.

Two participants completely missed the 'city or airport code' field before they were prompted.

They often compared the search with ctrip.com and elong.net. Both have similar search options.

Recommendation
Consider providing a list of main cities after a country is selected. Offer predictive search when users start entering a city.

2. States for America were not known
After selecting a country (US), all the participants did not know which state Boston was in.

Both ctrip.com and elong.net did not request their users to select a state.

1. Inappropriate label: city or airport code
Some participants did not understand what they have to fill in on this box.

Recommendation
Change the label to 'City name or airport code' (城市名称或机场代码 or 所在城市或机场代码)

3. Searching for a specific hotel
A few participants were expected to see a field to allow them to enter a specific hotel name (there is an option for this in ctrip.com)

Hotel name

ctrip.com

Where to put the hotel name?

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Findings > Search results page

Search results page

1. Using the map
All participants focused on the map when they first arrived at the page, then zoom in to find more information about the hotel.

Some participants were expecting to see more information popping up when they clicked on the numbers on the map, e.g. facilities, transportation.

2. Participant would like to see more photos of the hotels
Participants wanted to see photos of the hotels and their surroundings before they decide which hotel to choose. Some of them preferred to see the photos without having to click on any links.

3. Fonts were too small
All participants commented that the fonts were too small and they could not read the hotel name. They thought it was either due to the inappropriate font type or font size.

I like the map. Quite good. I can now know where I'm going.

I want to see the hotel details quickly.

I'll click on the map. I want to know what are they around the hotel .
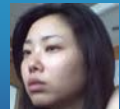
I expect to see the hotel's address under each link

Search results page > List

1. Finding information about hotels
When participants came to this page, they wanted to find out more about the hotels. They were expecting to see more information about the hotels before they decide which hotel to book. To do so, participants either clicked on the map or the name of the hotel.

None of the participants knew straightaway that they had to click the 'select' (选择) button in order to continue the booking process on this page.

This was due to:

i) The position of the button which was further away from the hotel name. Some participants completely missed the right column.

ii) Two participants thought by clicking the hotel name link and the 'select' button, they would be brought to the same page - the hotel page. Hence, they decided to ignore the 'select' button.

Recommendation
Consider rearranging the layout of the search result list by bringing the select button closer to the hotel name and minimizing the gap between the left and right columns.

2. Relating checkboxes with hotel selection
Although some participants understood the checkboxes were for hotels comparison, the others misunderstood that they have to select the checkbox before they click the 'select' button.

Don't think I can book a room on this page. It must be on the hotel page.

I completely ignore the right column, only focus on list on the left.

Do I have to check the box first before I click this [the select button]?
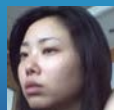
Things participants wanted to know about the hoteL:

- Location & things around (e.g. train stations, restaurants)
- Transportation
- Stars
- photos of the hotel (exterior and interior)
- facilities

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Search results page > Hotels comparison

1. Hotels comparison feature was liked but they did not fully understand how to do that
The majority of the participants were expecting to see the option to compare hotels. Not all of them understood how they can do that on this page.

Recommendation
Emphasis the relation between the checkboxes and the comparison button.

2. Hotels review/recommendation
One participant mentioned that they would like to see customer's review or recommendation on this page to help them making the decision.

I want to see reviews of the hotels, is their service good and so on.

Findings > Hotel Website

Hotel website > Homepage
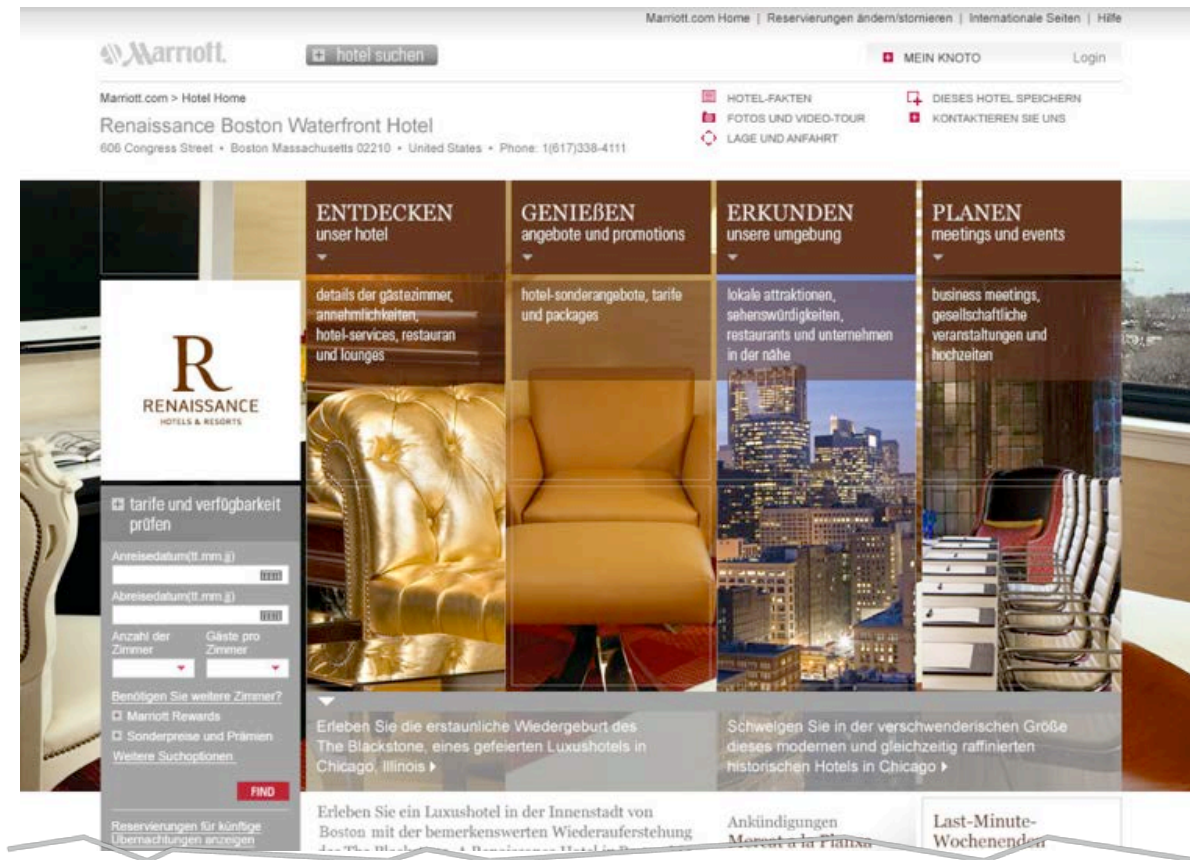
1. Participants liked the design of the page
Participants liked the layout of the page and the images. They made some comments about the photos used on this page (e.g. they would prefer to see photos of the hotel rooms)

2. Participants expected to be able to book a room from this page
Participants thought they should be able to book a room from this page.

Better than I thought. The image is more attractive than the text.

Findings > Step 1: Rooms and Rates

Rooms and rates

1. Participants liked the layout of the page
Participants thought the list was easy to scan.

2. Finding details about the rooms
Participants would like to know more about the rooms before selection. All of them clicked on the 'room details' link (客房详情) expecting to see all the information about the room on that page. Some of them also clicked on the 'rate details and rules' link (房价规则).

3. Photos of the rooms
Photos of the hotel rooms were one of the things which the participants were looking for when they first arrived at this page.

A few participants mentioned that they would like to see 360 degree room photos.

Things that they wanted to know about the room:

- Room size
- price
- photos of the room
- facilities

I like the tab instead of putting all info on one page.
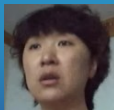
Rooms and rates > Tab

> *I like the use of the tabs.*
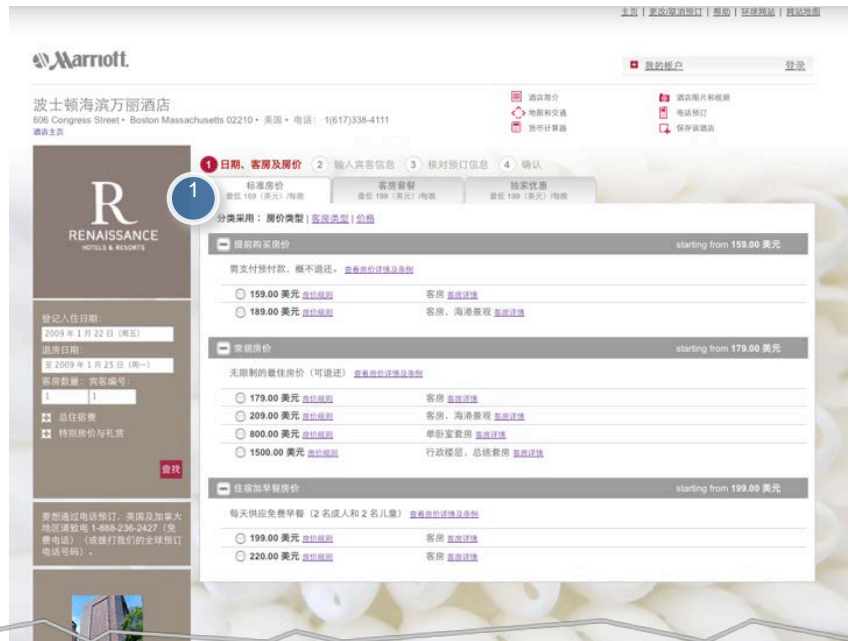
1. Participants liked the use of tabs in listing room types and rates
All participants had no problem seeing and using the tabs. They clicked on all three tabs without being prompted.

2. Participants misread the label for the second tab
With a quick scan, the label '客房套餐' (set meal for rooms) was easily read as '套房' (suites).

3. Inappropriate labeling for 'Exclusive offers' tab
Participants thought they would find more offers when they clicked on this tab. However they were disappointed and confused when they saw the choices offered.

When they were told that the offers were for Rewards members, they thought the label was misleading.

Recommendation
Consider changing the label to '会员优惠' (Offers for members).

4. Members' offers
After being told that the 'Exclusive offers' was offers for Rewards members, one participant mentioned if they found that the offers were good, they will consider signing up.

Recommendation
Consider adding a sign up section under this tab.

Rooms and rates > Changing preferences

1. Clicking the radio button
The majority of the participants had no problem clicking the radio button to select a room.

Only one participant did not expect to click the radio button to continue the booking process until they were prompted or when they did not know where else to click.

2. Changing preferences
All participants had no problem choosing their preferences.

3. Inappropriate translation
Some participants were confused about some of the labels and thought they were inappropriate:

a) 'Preferences' (偏好）

b) 'Guarantee' (担保); 'Not guarantee' (无担保)

Recommendation
Consider changing the labels:

a) 'Preferences' -> 特殊需求 / 首选 / 个人喜爱

b) 'Guarantee' -> 保证

4. Text too small
They thought text was small and difficult to read.

Guarantee sounds like something involving 3rd parties.

I don't understand what's 'not guaranteed' [p6]

Guarantee? It means anything can happen, it's the hotel's responsibility.

Rooms and rates > Grouping

1. Participants liked the grouping
They liked how the rooms grouped and they could understand how they could change the grouping based on room type and price.

Most participants preferred the default grouping that was based on room type.

2. Inappropriate translation/label:
Some participants did not understand what is meanst by 'Price for buy in advanced' (提前购买房价) until they read the explanation below.

They thought the label did not correctly describe the content.

Recommendation
Consider changing the label to 'Price for paying advanced' (提前付款房价).

Rooms and rates > Utility links (top right)

1. Utility links on the top right was easily missed

The majority of the participants missed the utility links on the top right until they were prompted. They thought the links were too small to catch their attention.

Recommendation

Consider rearranging, emphasising or relocating the links

Findings > Step 2: Personal Details

Personal details

1. Inappropriate translation
a) 'Title'

b) 'Doctor' from the drop down box (it was translated as doctor in medical term)

Recommendation
Use appropriate label:

a) 标题 -> 称呼

b) 医生 -> 博士

2. Asterisks were ignored for mandatory fields
Participants did not pay attention to the asterisks. They only completed fields which they thought were important without noticing some were mandatory fields.

No one noticed the explanation of the asterisk (* required) on the top right of the page.

Recommendation
Consider only request for required details if possible. If it is not possible, consider indicate 'optional' rather than 'mandatory' fields.

Personal details > Company address

Confusion when entering address

1. Address radio button
Participants did not know which radio button to select. The translated label for 'Home' (the first radio button) was 'URL' in Chinese. Hence, the participants did not know what to do therefore chose to enter their company address.

Recommendation
Provide an appropriate translation for the label. Consider moving the radio button to the top and only show the 'company name' field if 'business' is selected.

2. Entering city, state, postcode and country
Some participants thought they have to reenter the city and country they are traveling to again in this section, especially when they thought they have already entered their full address above (after company name). Some of them put in 'Boston' in the city field.

A few other participants thought they have to enter both company (top) and home address (bottom).

Recommendation
Currently the address section looks like two separate chunks: i) company name, address; (ii) city, state, postcode, country, email addresses. Consider rearrange the form layout so that all the address fields are grouped together.

3. City, state, country
Participants thought they should firstly select a country, then state and city because this is how China addresses are written.

4. Postcode
Postcode is not important in China. Participants often could not remember them. This can be a

Personal details > Other details

1. Phone number
Participants were happy to provide their phone number. They preferred to give out their mobile number instead of home or work number.

2. IATA and Preference Plus number
All participants did not know what an IATA number and Preference Plus special offer number are.

The same comment was made for the payment method - 'Use Preference Plus number to guarantee my booking'

Recommendation
Provide a hover over help or a quick description explaining what they are.

3. Radio buttons
Sometimes participants filled in their credit card details without clicking the radio button.

Recommendation
Automatically select the radio button when credit card details are being filled.

4. Choose my preferable contact method
One participant thought they should be an option for them to choose their preferable contact method.

There's no option for me to tell them how I want them to contact me.

Personal details > Sign in

1. Sign in section was noticed
Participants were aware of the sign in section.

The majority of the participants commented that they would prefer to sign in at the very early stage of the process (e.g. before they search for a hotel) as they expected to see some members offers and to get members rates.

Participants understood that if they have already signed in, their details will be filled in automatically.

2. Benefits of being a member were not obvious
Participants did not know what were the benefits of being a Rewards member.

I wouldn't sign in here. I'd log in at the very early stage to get a better price!

If I'm a member, I'll log in on the homepage. There's no point logging in at the end.

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1. Itinerary overview
The majority of the participants did pay attention to the itinerary overview on the left column. However, some of them thought the colour was a bit dull.

A few of the participants mentioned that they thought the three different elements on the left column (itinerary overview, phone number, benefits of booking online) should be visually, differentiated clearly.

2. Progress bar
Most of the participants were aware of the progress bar. However some of them only noticed it in Step 2.

All participants expected previous steps to be clickable where they were able to go back to the previous page to make any changes if necessary or view their selection.

Recommendation
Consider making the steps on the progress bar clickable to enable going back to previous page without having to use browser's back button.

It's either black or white. Quite dull.
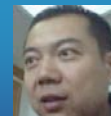
I can click here [progress bar] to go back to the previous page.

Personal details > Phone number

1. Number to call
All participants had no problem finding the phone number to call if they have a problem. This number is important because the participants were preferred to speak to someone from the hotel to confirm their booking and answer questions they have.

All participants preferred to have a free local phone number to call and that they should be able to speak with them in Chinese.

Recommendation
If a local free number is provided, it would be beneficial to tell the users.

2. Call to book
Participants also noticed the phone number that they can call to make their reservation. However they commented that it was unlikely that they will want to call to book at this point after they have already provide their credit card details.

Is it free for us to call outside the U.S? I'd prefer a China number

Findings > Step 3: Review Details

Review details > Layout

1. New layout was liked
Most participants liked the new layout of the page. They thought they were be able to see each details very clearly.

However there were 3 participants preferred the details to be laid out vertically. They thought it was easier for them to read from top to bottom, instead of having to move from left to right, then move downwards. They worried that they might miss out some information. They did not mind scrolling.

2. Priority of information
Participants commented that the most important details they would like to see when they arrived at this page was the total price. However it was at the bottom of the table.

Recommendation
Consider rearrange the layout by prioritising the summary of the cost.

3. Booking details
One participant commented that they should be able to see if their booking includes breakfast.

> I want to know if breakfast is included. I can't see it here.
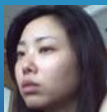
> I would prefer to see this in a vertical form.
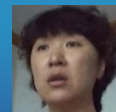
> I like this. I don't have to scroll down much.
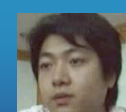
Review details > Editing details

1. Editing details: Font was too small
Most participants understood how they can change their details by clicking on the 'edit' link or the pen.

However they found it really hard to read the word 'edit' because the font was too small.

Recommendation
Consider combining or linking both 'edit' and the pen icon as they are both serving the same purpose.

Making the font for 'edit' a bit bigger and readable.

2. Labeling: 'edit'
Although participants understood how they can click on the 'edit' link to change their details, they thought the label was not appropriate.

Recommendation
Consider changing the label from '编辑' -> '修改'

Findings > Step 4: Details Confirmation

Details confirmation > Search

1. Reference number was noticed
All participant were aware of the booking reference number.

Only one participant was expecting to see some confirmation description on this page for reassurance (e.g. "Your booking has been confirmed. This is your reference number.....")

Details confirmation > To print & to email

1. Print option
When participants were asked about what would they do next, they mentioned they would print the confirmation. Some of them would use the browser's print feature, whilst others were expecting to find a print button at the bottom of the page.

Recommendation
Consider providing the print option at the bottom as well as on top of the page.

2. Utility links on the top right
Four of the participants missed the utility links on top of the page until they were prompted. They thought they were a bit too small to be noticed.

All participants liked the options available.

Recommendation
Consider increase the size of the utility links

Details confirmation > Booking another room

1. Participants had no problem finding the buttons to book another hotel room
Participants noticed both buttons to book for another hotel room. The majority of the participants chose to click the grey button on the top of the page - 查找酒店 because it was bigger and more noticeable.

Details confirmation > Offers

1. Offers

Participants liked the offers provided at the bottom of the page.

Two participants suggested to put the offers on the left column.

One participant missed the offers because this page looked similar to step 3, therefore they did not scroll down the page.

The findings (Current live site)

Homepage > First Impressions

1. Design looked like other websites
Participants thought the design and layout of the homepage looked very similar to other websites. They thought the page was crowded, too many things on the page and nothing is prominent.

One participant liked that the homepage was similar to ctrip.com which they were familiar with.

2. Chinese input was not supported
All participants used Chinese input to fill in their search (for both TNG and live homepage). However, it is currently not supported by the live site.

Recommendation
Consider supporting Chinese input for city search.

Consider providing description if Chinese or English text input is supported (see below)

城市或机场代码

中文／英文

Chinese/English
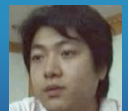
Doesn't look professional! Very crowded. Feels uncomfortable!

Nothing special, just like any other website.

Too many colours and font types. Looks like a conspiratorial group!

Step 3: Add preferences

1. 'Skip this step' button was not understood
A few participants did not know what the 'skip this step' button was.

One participant missed this button and thought they won't be able to proceed any further from here because they were not a member and could not sign in.

2. Sign in option offered before adding preferences
Participants thought it was unnecessary to use such a big space for member sign in. They commented that if they were a Rewards member, they would have signed in before they search for a hotel. Instead, they thought the preferences section was the main focus of the page and it should be moved up the page.

3. Preferences: Guarantee/not guarantee
As compared to the new reservation process, participants thought the short descriptions about guaranteed and not guaranteed preferences were clearer and easier to understand than the labels '担保' and 无担保' in the new design.

Sign in option should be offered at an early stage, not here.

Step 4: Review details

1. Too much text - messy
A few participants thought this page was a bit too long (feeling impatient) with a lot of small font text. It looked messy.

2. Highlighted information was liked
All participants liked and paid attention to the highlighted information.

They commented that they missed the similar information offered in the new reservation process because it was not visually apparent.

I like this [highlighted text]. It is very clear.

Good to highlight the rules that I need to know.

Comparison between both designs

Preferred homepage design (highlighted)

		TNG homepage design	Current homepage design
P1		Look crowded, not sure what was the main subject	Look like homepage of other websites (familiarity)
P2		Like the bigger search panel, like the card manipulation, easier to understand	Nothing special about it
P3		Very simple, clear, can see everything in one glance, attractive, not old-fashion	Like the photo on the homepage - 'makes me want to go for a holiday'
P4		Very fresh and lively	Look just like other websites - boring
P5		More fashionable, look like a modern website	Same content as TNG homepage, but it does not feel elegant
P6		Prefer to see a lot of information ('browse to navigate')	Easy to browse, able to see all information on one page
P7		Like the card manipulation, bright colours, focus on search (on top of the cards)	Thought this design was similar to ctrip.com. Familiarity does help.
P8		Lively, feel more like a hotel website, like the bright colours	Too many colours and font types - 'look like a conspiratorial company', like the hero photo
P9		It is beautiful and innovative, but not practical. Couldn't see all info in one glance	Prefer everything to be shown on the page
P10		Does not look like a homepage.	Feel like more information on the homepage, like the hero image - 'makes me want to go for a holiday'
P11		Refreshing, look like the design of the iPhone!	Look just like every other website - boring
P12		Like the bright colours, feel alive, but does not like the cards overlapping	Too much white space, not friendly

Preferred reservation process (highlighted)

		New reservation process	Current reservation process
P1		Like that there are less steps (better)	Feel the process was smoother
P2		Process is simpler, less steps, liked that preferences were chosen at very early step	Involves more steps
P3		Process is simpler with less steps	Step 2 and 3 are unnecessary
P4		It only has 4 steps, like the progress bar	Involves more steps
P5		Process is easier to understand, less steps	Involves more steps, more complicated
P6		Process is simpler (but prefer vertical layout for step 3 and 4)	Involves more steps
P7		Less steps, simpler	Involves more steps, more complicated
P8		Less steps, steps are clearer, easier to understand	Involves more steps, more complicated
P9		Process is simpler, less steps	Involves more steps, more complicated
P10		Feel the steps are not clear, does not flow as smooth as current process	Feel the steps are clearer and have more information provided throughout the process
P11		Process is simpler and clearer. Like the layout of step 3 & 4.	Involves more steps
P12		Less steps	Involves more steps

Summary

- **Overall:** Fonts were too small which make the text hard to read and the page look a little messy due to the use of an inappropriate font.

- **Homepage:** The new TNG homepage design was well perceived (8/12 preferred the new design). Terms they used to describe the page were: 'simple', 'clear', 'lively', 'refreshing', 'colourful' and 'attractive'. They liked the use of bright colours (cards) and relaxing images. All participants liked the interaction of the cards, however they expected the cards to move in an (anti)clock-wise. Footer carousel was easily missed out because it was below the fold (during the testing). Participants liked the hover over effect but it was not clear to them how the carousel works.

- **Search for a hotel (homepage):** All participants preferred to select the country then state and expected a list of cities for the selected state to appear. The majority of the participants did not understand what they have to fill in in the 'city or airport code' field due to the inappropriate label ('city' instead of 'city name'). Participants used different date entry formats and expected to select their check in/out dates from a calendar.

- **Search result page:** All participants liked the map and would use it to find more information about the hotels. They would like to see more photos of the hotels on this page. All participants clicked on the hotel name links expecting to see more details. Due to the position of the 'select' button, most of them either missed the button or thought it links to the same page as clicking the hotel name link. Some participants thought they would need to select the checkbox before clicking the 'select' button.

- **Hotel page:** Participants liked the design of the page and thought it should show more of the hotel photos. They would expect to be able to book a hotel room from this page.

Summary

- **Step 1 Rooms and rates:**
  - **Layout & details:** The layout of the page and the use of tabs were liked as it was easy to scan. All participants clicked on the 'room details' link expecting to see details about the hotel room with many room photos on it. The labels of the tabs did not correctly represent their contents (e.g. 'Exclusive offers' did not tell them that they were only for Reward members). Participants liked the way the list was grouped.

  - **Choose preferences:** The labels were not appropriately translated which confused the participants: preferences, guarantee and not guarantee.

- **Step 2 Personal details:**
  - **Details input:** Participants were not sure which address was required to be entered on this page. Some thought they have to reenter the country and city they are traveling to, and others thought they had to enter both their company and home address. The majority of the participant could not remember their postcode as it is not important in China.
  - **Member sign in:** Participants thought they would have already signed in at the very early stage of the process (e.g. homepage) if they were a Rewards member in order to get member rates or offers.

- **Review details:** The majority of the participants (9/12) liked the layout of the page as opposed to the current (live) design. However they thought the summary of the cost was more important and therefore should be on the top of the page. Three other participants preferred the details to be laid out vertically. All participants understood how to edit their details.

- **Details confirmation:** Participants expected to see the print option at the bottom of the page. They liked the offers provided.