

# TNG Usability Testing: China Site

Marriott User Experience Group

# Executive summary



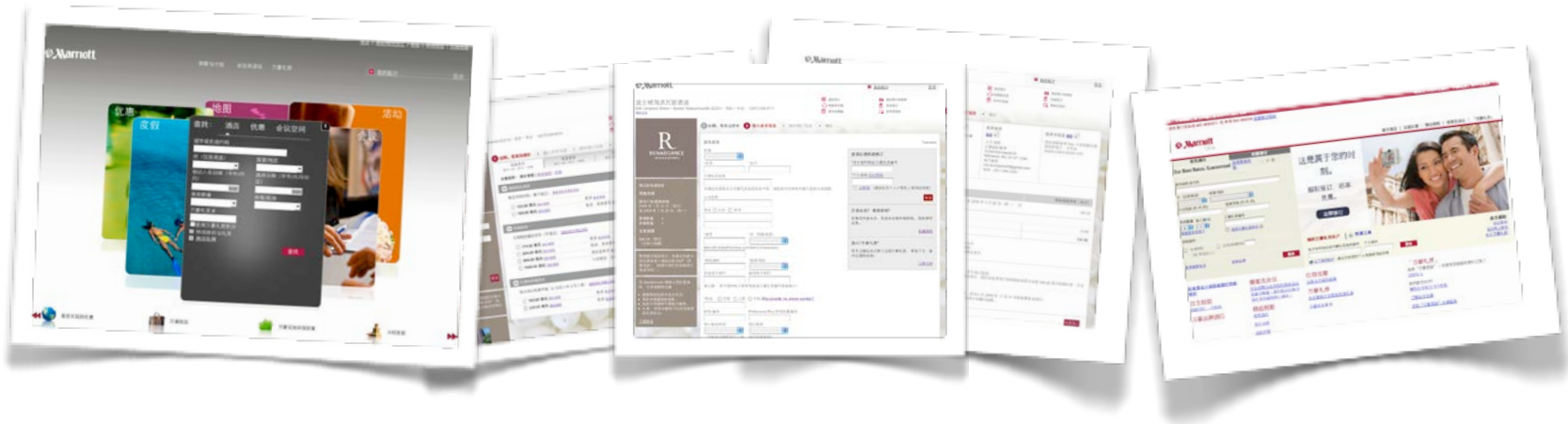
## About this research

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



## 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

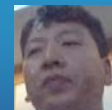
Most of the participants recognised the brand and were aware that they were on the Marriott website.

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'.

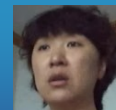
### Recommendation

Consider using brighter colour for all the cards

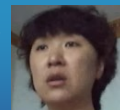
## 2. Good use of images

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

查找: 酒店 优惠 会议空间

2 城市或机场代码

州 (仅限美国) 国家/地区

1 登记入住日期 (年/月/月) 退房日期 (年/月/月/日)

客房数量 宾客/客房

万豪礼赏 #

☐ 使用万豪礼赏积分

☐ 特别房价与礼赏

☐ 酒店品牌

查找

Country → 国家

USA →

美国

City →

主要所在城市

阿尔伯克基	Albuquerque
亚特兰大	Atlanta
波士顿	Boston

## 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.



查询海外酒店

查询 选择 预订 核对 完成

国内 海外

\* 所在城市 ☐ 香港 ☐ 澳门 ☐ 新加坡 ☐ 曼谷 ☐ 首尔 ☐ 东京 ☐ 迪拜 ☐ 吉隆坡 ☐ 伦敦 ☐ 巴黎 ☐ 温哥华 ☐ 悉尼 ☐ 罗马 ☐ 米兰 ☐ 法兰克福

或从以下选择

United States 美国→	Albuquerque 阿尔伯克基
Uruguay 乌拉圭→	Anaheim 阿纳海姆
Vanuatu 瓦努阿图→	Anchorage 安克雷奇
Vatican 梵蒂冈→	Atlanta 亚特兰大
Vietnam 越南→	Austin 奥斯汀
Yemen 也门→	Boston 波士顿

Country States

\* 入住日期 yyyy-mm-dd \* 离店日期 yyyy-mm-dd

酒店名称 中文 ☐ 按酒店英文名查询

房价范围 元 至 元

\* 预订间数

酒店星级 ☒ 全部 ☐ 五星级 ☐ 四星级 ☐ 三星级 ☐ 二星级及以下

查询酒店

ctrip.com

# Homepage > Search for a hotel 2/2

查找: 酒店 优惠 会议空间

1 城市或机场代码

州 (仅限美国) 国家/地区

登记入住日期 (年年/月月/日日) 退房日期 (年年/月月/日日)

客房数量 宾客/客房

万豪礼赏 #

☐ 使用万豪礼赏积分  
☐ 特别房价与礼赏  
☐ 酒店品牌

查找

## 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)



查询海外酒店

查询 选择 预订 核对 完成

国内 海外

\* 所在城市 ☐ 香港 ☐ 澳门 ☐ 新加坡 ☐ 曼谷 ☐ 首尔 ☐ 东京 ☐ 迪拜 ☐ 吉隆坡  
☐ 伦敦 ☐ 巴黎 ☐ 温哥华 ☐ 悉尼 ☐ 罗马 ☐ 米兰 ☐ 法兰克福

或从以下选择

United States 美国->	Albuquerque 阿尔伯克基
Uruguay 乌拉圭->	Anaheim 阿纳海姆
Vanuatu 瓦努阿图->	Anchorage 安克雷奇
Vatican 梵蒂冈->	Atlanta 亚特兰大
Vietnam 越南->	Austin 奥斯汀
Yemen 也门->	Boston 波士顿

\* 入住日期 yyyy-mm-dd \* 离店日期 yyyy-mm-dd

酒店名称 中文 ☐ 按酒店英文名查询

房价范围 元 至 元

\* 预订间数

酒店星级 ☒ 全部 ☐ 五星级 ☐ 四星级 ☐ 三星级 ☐ 二星级及以下

查询酒店

ctrip.com

Where to put the hotel name?



Findings > Search results page



# Search results page

**Marriott** 查找酒店 探索与计划 会议和活动 万豪礼赏 我的账户 登录

Boston, Massachusetts, USA 75 家酒店搜索结果

**编辑搜索**

城市或机场代码  
Boston

州 (仅限美国)  
马萨诸塞州

国家/地区  
美国

入住日期 (年-月-日)  
10-1-22

退房日期 (年-月-日)  
10-1-25

客房数量  
1

成人数量  
1

**酒店特色:**

- ☐ 设施
- ☐ 高速网络 (75)
- ☐ 免费高速上网 (58)
- ☐ 免费早餐 (55)
- ☐ 健身中心 (68)
- ☐ 商务中心 (57)
- ☐ 酒店内餐厅 (48)
- ☐ 泳池 (70)
- ☐ 厨房/小厨房 (26)
- ☐ 欢迎宠物
- ☐ 可能收费 (26)
- ☐ 客房服务 (27)
- ☐ 酒店类型
- ☐ 交通
- ☐ 活动和会议
- ☐ 活动
- ☐ 酒店礼宾服务

**酒店列表:**

酒店名称	距离	价格 (USD)	选择
1 海美万豪酒店	0.3 公里	289.00 (USD)	选择
2 波士顿码头万豪酒店	0.3 公里	199.00 (USD)	选择
3 波士顿市中心特莱蒙万豪酒店	1.3 公里	149.00 (USD)	选择
4 波士顿码头Residence Inn酒店	1.4 公里	159.00 (USD)	选择
5 波士顿码头万豪酒店	1.8 公里	159.00 (USD)	选择

## 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.

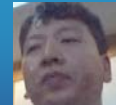
## 3. Fonts were too small

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.

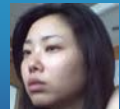
I want to see the hotel details quickly.



I'll click on the map. I want to know what are they around the hotel.



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



I expect to see the hotel's address under each link





# Search results page > List

分类采用:  选择货币:  显示:

☐ 立即对比 (最多 4 家酒店) 与市中心距离

<input type="checkbox"/> 1	海关万豪酒店	0.3 公里	379.00 (USD)	<input type="button" value="选择"/>
<a href="#">+ 酒店图片和特色</a>				
<input type="checkbox"/> 2	波士顿长码头万豪酒店	0.3 公里	299.00 (USD)	<input type="button" value="选择"/>
<a href="#">+ 酒店图片和特色</a>				
<input type="checkbox"/> 3	波士顿市中心/特莱蒙万怡酒店	1.3 公里	229.00 (USD)	<input type="button" value="选择"/>
<a href="#">+ 酒店图片和特色</a>				
<input type="checkbox"/> 4	波士顿港都铎码头 Residence Inn 酒店	1.4 公里	249.00 (USD)	<input type="button" value="选择"/>
<a href="#">+ 酒店图片和特色</a>				
2 <input type="checkbox"/> 5	波士顿海滨万丽酒店	1.8 公里	249.00 (USD)	<input type="button" value="选择"/>
<a href="#">+ 酒店图片和特色</a>				
<input type="checkbox"/> 6	波士顿考波利广场万怡酒店	2.1 公里	249.00 (USD)	<input type="button" value="选择"/>
<a href="#">+ 酒店图片和特色</a>				

## 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:

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

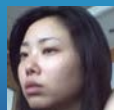
Do I have to check the box first before I click this [the select button]?



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.



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

# Search results page > Hotels comparison

分类采用: 距离 选择货币: 显示: 可用酒店

立即对比 (最多 4 家酒店)				与市中心距离	房价起价:
<input type="checkbox"/>	1	海关万豪酒店	0.3 公里	379.00 (USD)	选择
<a href="#">酒店图片和特色</a>					
<input type="checkbox"/>	2	波士顿长码头万豪酒店	0.3 公里	299.00 (USD)	选择
<a href="#">酒店图片和特色</a>					
<input type="checkbox"/>	3	波士顿市中心/特莱蒙万怡酒店	1.3 公里	229.00 (USD)	选择
<a href="#">酒店图片和特色</a>					
<input type="checkbox"/>	4	波士顿港都铎码头 Residence Inn 酒店	1.4 公里	249.00 (USD)	选择
<a href="#">酒店图片和特色</a>					
<input type="checkbox"/>	5	波士顿海滨万丽酒店	1.8 公里	249.00 (USD)	选择
<a href="#">酒店图片和特色</a>					
<input type="checkbox"/>	6	波士顿考波利广场万怡酒店	2.1 公里	249.00 (USD)	选择
<a href="#">酒店图片和特色</a>					

## 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

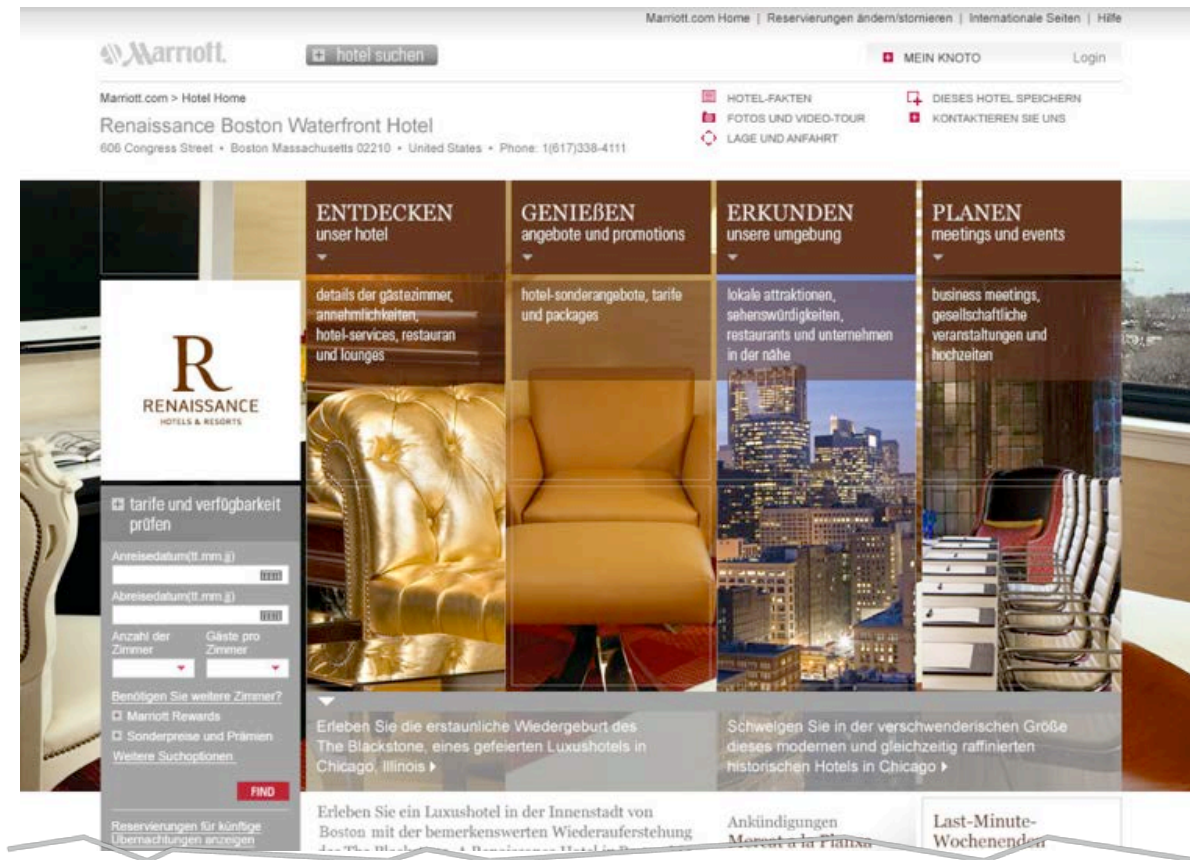
One participant mentioned that they would like to see customer's review or recommendation on this page to help them making the decision.

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

Marriott

波士顿海滨万丽酒店  
606 Congress Street • Boston Massachusetts 02210 • 美国 • 电话: 1(617)338-4111  
酒店主页

酒店简介  
地图和交通  
货币计算器

酒店图片和视频  
电话预订  
保存该酒店

1 日期、客房及房价 2 输入宾客信息 3 核对预订信息 4 确认

标准房价  
最低 199 (美元) /每晚

客房套餐  
最低 199 (美元) /每晚

独家优惠  
最低 199 (美元) /每晚

分类采用: 房价类型 | 客房类型 | 价格

提前购买房价 starting from 159.00 美元

需支付预付款, 概不退还。 [查看房价详情及条例](#)

☐ 159.00 美元 [房价规则](#) 客房 [客房详情](#)

☐ 189.00 美元 [房价规则](#) 客房, 海港景观 [客房详情](#)

常规房价 starting from 179.00 美元

无限制的最佳房价 (可退还) [查看房价详情及条例](#)

☐ 179.00 美元 [房价规则](#) 客房 [客房详情](#)

☐ 209.00 美元 [房价规则](#) 客房, 海港景观 [客房详情](#)

☐ 800.00 美元 [房价规则](#) 单卧室套房 [客房详情](#)

☐ 1500.00 美元 [房价规则](#) 行政楼层, 总统套房 [客房详情](#)

住宿加早餐房价 starting from 199.00 美元

每天供应免费早餐 (2 名成人和 2 名儿童) [查看房价详情及条例](#)

☐ 199.00 美元 [房价规则](#) 客房 [客房详情](#)

☐ 220.00 美元 [房价规则](#) 客房 [客房详情](#)

提前购买房价

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

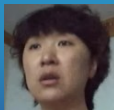
Photos of the hotel rooms were one of the things which the participants were looking for when they first arrived at this page.

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.



需支付预付款, 概不退还。 [查看房价详情及条例](#)

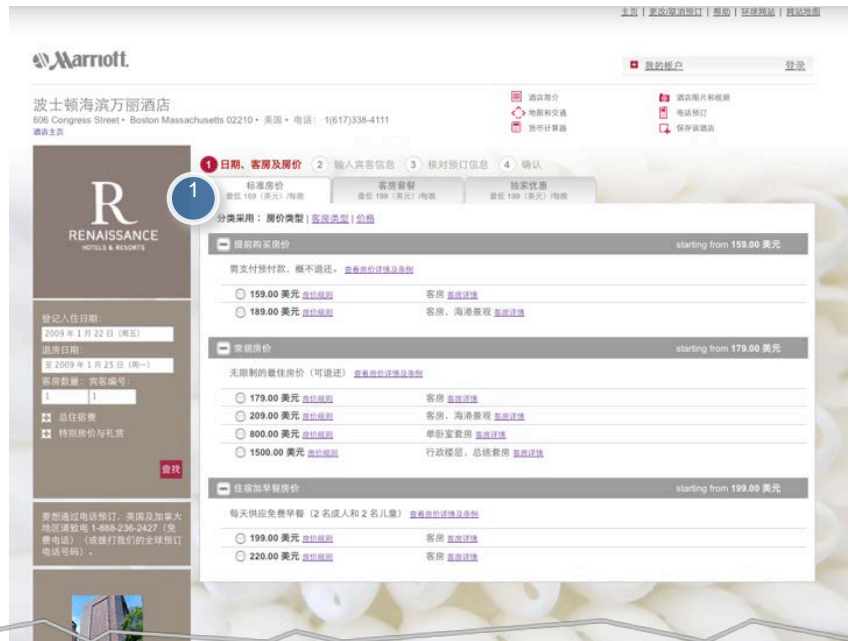
☐ 159.00 美元 [房价规则](#)

☐ 189.00 美元 [房价规则](#)

客房 [客房详情](#)

客房, 海港景观 [客房详情](#)

# Rooms and rates > Tab



## 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.



I like the use of the tabs.





# 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 meant 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).

2 提前购买房价

需支付预付款, 概不退还。 [查看房价详情及条例](#)



# Rooms and rates > Utility links (top right)

Marriott

波士頓海濱萬麗酒店  
606 Congress Street • Boston Massachusetts 02210 • 美国 • 电话: 1(617)338-4111  
酒店主页

1 我的账户 登录

酒店简介  
地图和交通  
货币计算器

酒店图片和视频  
电话预订  
保存该酒店

1 日期、客房及房价 2 输入宾客信息 3 核对预订信息 4 确认

标准房价 最低 199 (美元) /每晚  
客房套餐 最低 199 (美元) /每晚  
独家优惠 最低 199 (美元) /每晚

分类采用: 房价类型 | 客房类型 | 价格

提前购买房价 starting from 159.00 美元  
需支付预付款, 概不退还。 [查看房价详情及示例](#)

- ☐ 159.00 美元 [房价详情](#) 客房 [客房详情](#)
- ☐ 189.00 美元 [房价详情](#) 客房, 海港景观 [客房详情](#)

常规房价 starting from 179.00 美元  
无限制的最佳房价 (可退还) [查看房价详情及示例](#)

- ☐ 179.00 美元 [房价详情](#) 客房 [客房详情](#)
- ☐ 209.00 美元 [房价详情](#) 客房, 海港景观 [客房详情](#)
- ☐ 800.00 美元 [房价详情](#) 单卧室套房 [客房详情](#)
- ☐ 1500.00 美元 [房价详情](#) 行政楼层, 总统套房 [客房详情](#)

住加早餐房价 starting from 199.00 美元  
每天供应免费早餐 (2 名成人和 2 名儿童) [查看房价详情及示例](#)

- ☐ 199.00 美元 [房价详情](#) 客房 [客房详情](#)
- ☐ 220.00 美元 [房价详情](#) 客房 [客房详情](#)

登记入住日期: 2009 年 1 月 22 日 (周五)  
退房日期: 至 2009 年 1 月 25 日 (周一)  
客房数量: 宾客编号: 1 1  
总住宿费  
特别房价与礼遇

查找

更想通过电话预订, 美国及加拿大地区请致电 1-888-236-2427 (免费电话) (或拨打我们的全球预订电话号码)。

## 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

波士顿海滨万丽酒店  
606 Congress Street • Boston Massachusetts 02210 • 美国 • 电话: 1(617)338-4111  
酒店主页

1 日期、客房及房价 2 输入宾客信息 3 核对预订信息 4 确认

联系信息

标题 1a

\*名字 \*姓氏

万豪礼赏会员

知酒店宾客姓名与万豪礼赏会员姓名不符, 则住宿不可获取万豪礼赏积分或里数。

公司名称

地址 主页 商务

\*城市 \*州 (仅限美国)

Non-US State/Province (Limited 4 Characters)

\*邮政编码 \*国家/地区

首选电子邮件: 备用电子邮件:

请注意: 您可使用电子邮件地址或万豪礼赏编号登录帐户。

\*电话: 住宅 工作 手机 Why provide my phone number?

IATA 编号 Preference Plus 特别优惠编号

预计抵达时间 旅行原因

(不能保证提前登记入住, 登记时请查询)

2 \*required

登录以便快速预订

\*电子邮件地址/万豪礼赏编号

\*个人密码 忘记密码

☐ 记住我 (建议仅在个人计算机上使用此功能)

登录

已是会员? 需要密码?

如果您已是会员, 但尚未设置在线密码。现在便可设置。

创建密码

加入“万豪礼赏”

您可以通过此次预订注册万豪礼赏。单击下方, 显示注册信息表。

立即注册

标题

先生  
夫人  
女士  
先生及女士  
医生

1b

## 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

公司名称

1 地址 ☐ 主页 ☐ 商务

2 \*城市 \*州 (仅限美国)

Non-US State/Province (Limited 4 Characters)

\*邮政编码 \*国家/地区

首选电子邮件: 备用电子邮件:

请注意: 您可使用电子邮件地址或万豪礼赏编号登录帐户。

I already told them which city I'm going to earlier, why are they asking again?



I want as little info as possible



Is it the city for my company?



## 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. 确保您的信用卡安全无忧。  
• 保护并尊重您的隐私。  
• 始终为您提供万豪客户服务。  
• 礼赏：所有合格预订均可获取奖励礼赏积分。  
了解更多

\*电话： ☐ 住家 ☐ 工作 ☐ 手机 [Why provide my phone number?](#)

2. IATA 编号  Preference Plus 特别优惠编号

预计抵达时间  旅行原因

(不能保证提前登记入住。登记时请查询)

3. 账单信息

☐ 使用信用卡

我们需要信用卡来保留并担保您的预订，但在预订时不会向您收取任何费用（除非另有说明）。为确保安全，您的信用卡信息在传送并存储于万豪安全服务器上时已进行加密。

持卡人姓名（如与上述不一致）

\*信用卡类型  \*信用卡号码

\*有效日期

使用该信用卡支付所有押金。

2. ☐ 使用 Preference Plus 编号担保我的预订

继续

## 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

**波士顿海滨万丽酒店**  
606 Congress Street • Boston Massachusetts 02210 • 美国 • 电话: 1(617)338-4111

**我的帐户** **登录**

**1 日期、客房及房价** **2 输入宾客信息** **3 核对预订信息** **4 确认**

**联系信息**

标题: [下拉菜单]

\*名字: [输入框] \*姓氏: [输入框]

万豪礼赏会员: [输入框]

如酒店宾客姓名与万豪礼赏会员姓名不符, 则住宿不可获取万豪礼赏积分或里程。

公司名称: [输入框]

地址: [输入框] 主页 [输入框] 商务 [输入框]

\*城市: [输入框] \*州 (仅限美国): [下拉菜单]

Non-US State/Province (Limited 4 Characters): [输入框]

\*邮政编码: [输入框] \*国家/地区: [下拉菜单]

首选电子邮件: [输入框] 备用电子邮件: [输入框]

请注意: 您可使用电子邮件地址或万豪礼赏编号登录帐户。

\*电话: [输入框] 住家 [输入框] 工作 [输入框] 手机 [输入框] [Why provide my phone number?](#)

IATA 编号: [输入框] Preference Plus 特别优惠编号: [输入框]

预计抵达时间: [输入框] 旅行原因: [输入框]

(不能保证提前登记入住, 登记时请查询)

**1 登录以便快速预订**

\*电子邮件地址/万豪礼赏编号: [输入框]

\*个人密码: [输入框] [忘记密码](#)

☐ [记住我](#) (建议仅在个人计算机上使用此功能)

**登录**

已是会员? 需要密码?

如果您已是会员, 但尚未设置在线密码, 现在便可设置。

[创建密码](#)

**2 加入“万豪礼赏”**

您可以通过此次预订注册万豪礼赏。单击下方, 显示注册信息表。

[立即注册](#)

## 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.*





# Personal details > Itinerary overview & progress bar

1 预订正在进行中

2 输入宾客信息

3 核对预订信息

4 确认

1 想要通过电话预订。美国及加拿大地区请致电 1-888-236-2427 (免费电话) (或拨打我们的全球预订电话号码)。

1 在 Marriott.com 网站上预订客房时, 可享受额外优惠

- 确保您的信用卡安全无忧。
- 保护并尊重您的隐私。
- 始终为您提供万豪客户服务。
- 礼赏: 所有合格预订均可获取奖励礼赏积分。

了解更多

## 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

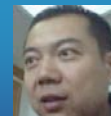
Most of the participants were aware of the progress bar. However some of them only noticed it in Step 2.

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

波士顿海滨万丽酒店  
606 Congress Street • Boston Massachusetts 02210 • 美国 • 电话: 1(617)338-4111

1 日期、客房及房价 2 输入宾客信息 3 核对预订信息 4 确认

联系信息

标题

\*名字 \*姓氏

万豪礼赏会员

如酒店宾客姓名与万豪礼赏会员姓名不符, 则住宿不可获取万豪礼赏积分或里程数。

公司名称

地址 主页 商务

\*城市 \*州 (仅限美国)

Non-US State/Province (Limited 4 Characters)

\*邮政编码 \*国家/地区

首选电子邮件: 备用电子邮件:

请注意: 您可使用电子邮件地址或万豪礼赏编号登录帐户。

\*电话: ☐ 住家 ☐ 工作 ☐ 手机 [Why provide my phone number?](#)

IATA 编号 Preference Plus 特别优惠编号

预计抵达时间 旅行原因

(不能保证提前登记入住, 登记时请查询)

登录以便快速预订

\*电子邮件地址/万豪礼赏编号

\*个人密码 [忘记密码](#)

☐ [记住我](#) (建议仅在个人计算机上使用此功能)

[登录](#)

已是会员? 需要密码?

如果您已是会员, 但尚未设置在线密码。现在便可设置。

[创建密码](#)

加入“万豪礼赏”

您可以通过此次预订注册万豪礼赏。单击下方, 显示注册信息表。

[立即注册](#)

预订正在进行中

所选日期

登记入住/退房日期:  
2009 年 1 月 22 日 (周五)  
至 2009 年 1 月 25 日 (周一)

客房数量: 1  
宾客数量: 1

总住宿费  
630.00 (美元)  
(含预计税费)

要想通过电话预订, 美国及加拿大地区请拨打 1-888-236-2427 (免费电话) (或拨打我们的全球预订电话号码)。

在 Marriott.com 网站上预订客房时, 可享受额外优惠

- 确保您的信用卡安全无忧。
- 保护并尊重您的隐私。
- 始终为您提供万豪客户服务。
- 礼赏: 所有合格预订均可获取奖励礼赏积分。

[了解更多](#)

## 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

**Marriott**

波士頓海濱萬麗酒店  
606 Congress Street • Boston Massachusetts 02210 • 美國 • 電話: 1(617)338-4111  
酒店主頁

酒店簡介 地圖和交通 貨幣計算器 酒店圖片和視頻 電話預訂 保存該酒店

1 日期、客房及房價 2 輸入住客信息 3 核對預訂信息 4 確認

**選擇日期**  
登記入住日期: 2009 年 1 月 22 日 (周五)  
退房日期: 2009 年 1 月 25 日 (周一)  
客房數量: 1  
住客數量: 1

**Room & Rates**  
客房: 1 張特大床或 2 張大床  
提前購買房價

**住客信息**  
姓名: 大卫·琼斯  
萬豪國際集團  
10400 Fernwood Dr.  
Bethesda, MD 20107, USA  
電子郵件: David.Jones0309@gmail.com  
電話: (301)380-3000

**信用卡信息**  
您已選擇使用 Visa 卡來保留並担保您的預訂。卡號為 XXXX XXXX XXXX 1111

**偏好概述**  
本酒店實施無預付政策。  
客房 1  
偏好担保:  
1 間特大床無烟客房  
无担保:  
不能保证提供这些选项。  
• 提前登记入住  
• 额外的毛巾

**费用汇总**

2010 年 1 月 22 日 (周五) 至 2010 年 1 月 25 日 (周一) (3 晚)	每房每晚费用 (美元)
提前購買房價	159.00
預計政府稅費	19.80
總住宿費 (每間客房)	536.40

**額外費用**

- 代客泊車 (收費): 41 美元/天
- 酒店外泊車: 詳情請洽酒店
- 預訂後實施的稅費變更會影響總房價

**房價規則**  
保留您的預訂

- 您將需用信用卡支付預付款。才可預訂客房。
- 為確保您能享受此特別提前購買房價, 我們會在您預訂時對您的信用卡收取 536.40 美元的預付款 (含全部客房費用和稅費)。

**取消您的預訂**

- 不允許修改您的預訂。請注意, 您可以於 2009 年 12 月 31 日前免費取消預訂。
- 請注意, 您為此特別房價支付的預付款概不退換。

## 1. New layout was liked

Most participants liked the new layout of the page. They thought they were 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.

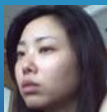
### Recommendation

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

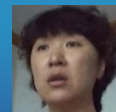
## 3. Booking details

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

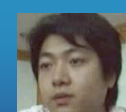
I want to know if breakfast is included. I can't see it here.



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

Marriott

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酒店主页

酒店简介  
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货币计算器

酒店照片和视频  
电话预订  
保存该酒店

我的帐户 登录

1 日期、客房及房价 2 输入宾客信息 3 核对预订信息 4 确认

1

选择日期 [编辑](#)

登记入住日期:  
2009 年 1 月 22 日 (周五)  
退房日期:  
2009 年 1 月 25 日 (周一)  
客房数量: 1  
宾客数量: 1

Room & Rates [编辑](#)

客房, 1 张特大床或 2 张大床  
提前购买房价

宾客信息 [编辑](#)

大卫·琼斯  
万豪国际集团  
10400 Fernwood Dr.  
Bethesda, MD 20107, USA  
电子邮件:  
David.Jones0309@gmail.com  
电话: (301)380-3000

信用卡信息 [编辑](#)

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XXXX XXXX XXXX 1111

偏好概述 [编辑](#)

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客房 1  
偏好担保:  
1 间特大床无烟客房  
[查看详情](#)

无担保:  
不能保证提供这些选项。

• 提前登记入住  
• 额外的毛巾

费用汇总

	每房每晚费用 (美元)
2010 年 1 月 22 日 (周五) 至 2010 年 1 月 25 日 (周一) (3 晚)	159.00
提前购买房价	
预计政府税费	19.80
总住宿费 (每间客房)	536.40
额外费用	
• 代客泊车 (收费): 41 美元/天	
• 酒店外泊车: 详情请洽酒店	
• 预订后实施的税费变更会影响总房价	

房价规则

保留您的预订

- 您需要用信用卡支付预付款, 才可预订客房。
- 为确保您能享受此特别提前购买房价, 我们会在您预订时对您信用卡收取 536.40 美元的预付款 (含全部客房费用和税费)。

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完成预订

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- 确保您的信用卡安全无忧。
- 保护并尊重您的隐私。
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- 礼宾: 所有合格预订均可获取奖励礼宾积分

了解更多

## 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

 [查找酒店](#) [我的帐户](#) [登录](#)

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**1**



**确认编号: 123445566**

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<b>偏好概述</b> 本酒店实施无烟政策。 <b>厅 1</b> 偏好担保: 1 间特大床无烟客房 <a href="#">客房详情</a> 无担保: 不能保证提供这些选项。 <ul style="list-style-type: none"><li>提前登记入住</li><li>额外的毛巾</li></ul>	<b>费用汇总</b> <table><thead><tr><th></th><th>每房每晚费用 (美元)</th></tr></thead><tbody><tr><td>2010 年 1 月 22 日 (周五) 至 2010 年 1 月 25 日 (周一) (3 晚)</td><td>159.00</td></tr><tr><td>提前购买房价</td><td></td></tr><tr><td>预计政府税费</td><td>19.80</td></tr><tr><td>总住宿费 (每间客房)</td><td>536.40</td></tr><tr><td colspan="2"><b>额外费用</b><ul style="list-style-type: none"><li>代客泊车 (收费): 41 美元/天</li><li>酒店外泊车: 详情请洽酒店</li><li>预订后实施的税费变更会影响总房价</li></ul></td></tr></tbody></table>				每房每晚费用 (美元)	2010 年 1 月 22 日 (周五) 至 2010 年 1 月 25 日 (周一) (3 晚)	159.00	提前购买房价		预计政府税费	19.80	总住宿费 (每间客房)	536.40	<b>额外费用</b> <ul style="list-style-type: none"><li>代客泊车 (收费): 41 美元/天</li><li>酒店外泊车: 详情请洽酒店</li><li>预订后实施的税费变更会影响总房价</li></ul>	
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## 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



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## 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



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## 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

- 代客泊车（收费）：41 美元/天
- 酒店外泊车：详情请洽酒店
- 预订后实施的税费变更会影响总房价

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需出示宾客通行证

## 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

主页 | 环球网站 | 常见问题 | 联系我们 | 网站地图

更改/取消预订 | 我的「万豪礼赏」账户 | 登录

中国免费订房热线 400 885551, 或 香港 800 968328 [全球预订号码](#)

**Marrriott**  
China

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城市或机场代码

州 (仅限美国) 国家/地区

入住日期 (年-月-日) 退房日期 (年-月-日)

客房数量 客人数/间 万豪礼赏编号

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特别房价

☐ 长者折扣 (62岁及以上) ☐ 公司/促销代码

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[会员协助](#)  
[忘记密码](#)  
[设定网上密码](#)  
[加入「万豪礼赏」](#)

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中文 / 英文

Chinese/English

## 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

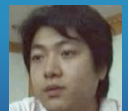
Doesn't look professional!  
Very crowded. Feels uncomfortable!



Nothing special, just like any other website.



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



## Step 3: Add preferences

[搜索酒店](#) | [住宿优惠](#) | [精选假期](#) | [婚宴及会议](#) | [「万豪礼赏」](#)

[搜索酒店](#)

[万豪品牌酒店](#)  
[亚太区免费订房热线](#)  
[一步到位优惠价房套餐](#)  
[更改或取消预订](#)  
[酒店目录](#)

## 添加偏好 - 步骤 3 (共 6 步)

### 我的住宿

**波士顿海滨万丽酒店**  
 606 Congress Street  
 波士顿, MA 02210 美国

**登记入住/退房日期:**  
 2009年7月9日 星期四 - 2009年7月10日 星期五

**客房数量:** 1  
**宾客数量:** 1

[酒店简介](#)  
[地图和交通](#)  
[查看图片详细信息](#)

若想通过电话预订, 中国地区请拨打 400 8885551 (免费电话) (或拨打我们的任一 [全球预订电话号码](#))。

**享受诸多益处**  
**敬请通过在线预订**

另外: 您的房间, 您的方式

- 您对房间的喜好会得到关注与尊重。
- 发送临行前邮件, 包含有用的当地详细信息。
- 始终为您提供万豪客户服务。

请选择客房偏好。

2

**登录以使用您的账户信息, 体验更快预订**

电子邮件地址或万豪礼赏会员编号  个人密码

[忘记密码](#)

☒ [记下我的账户](#) - 建议只在您的个人电脑使用此功能

**登录**

**客房, 1 张特大床 或 2 张双人床**

3

将为您到来准备这些选项。

本酒店实施无烟政策

☒ 无烟床类型或吸烟偏好

☐ 1 张特大床

☐ 2 张双人床

**- 或 -**

残障人士客房偏好

☐ 无特别偏好

这些选项会被注意, 但不能确保提供。

☐ 提前登记入住

☐ 超大毛巾

☐ 无烟旅客房

枕头偏好

折叠床/婴儿床偏好

客房位置

[继续](#)

### 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



[搜索酒店](#) | [住宿优惠](#) | [精选假期](#) | [婚宴及会议](#) | [「万豪礼赏」](#)

[搜索酒店](#)  
[万豪品牌酒店](#)  
[亚太区免费订房热线](#)  
[一步到位最优惠价举措](#)  
[更改或取消预订](#)  
[酒店目录](#)

[查看详细信息 - 步骤 4 \(共 6 步\)](#)  
[请检查预订信息，然后单击继续添加宾客和信用卡信息。](#)

[我的住宿](#)  
[波士顿海滨万豪酒店](#)  
 606 Congress Street  
 波士顿, MA 02210 美国  
 登记入住/退房日期:  
 2009年7月9日 星期四 - 2009年7月10日 星期五  
 客房数量: 1  
 宾客数量: 1  
[酒店简介](#)  
[地图和交通](#)  
[查看图片详细信息](#)



[我的“万豪礼赏”帐户 >>](#)  
[登录帐户](#)  
 电子邮件地址或万豪礼赏会员编号  
  
 密码  
  
☒ [记住我的帐户](#)  
[忘记密码](#)  
[设置网上帐户](#)  
[登录](#)

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[客房偏好与说明](#)  
 客房, 1 张特大床 或 2 张双人床 [客房详细情况](#)  
 本酒店实施无烟政策  
 • 无客房偏好选择。

[选择偏好](#)  
 享受诸多益处  
 敬请通过在线预订  
 在此预订: 享受更多优惠  
 • 最低房价保证。  
 • 无在线预订费。  
 • 无隐含费用，所有费用明确标出。

[费用摘要](#)  

预订时不收取任何预订费用 Marriott.com!	
客房费用摘要	每房每晚费用 (USD)
2009年7月9日 星期四 - 2009年7月10日 星期五 (1 晚)	199.00
企业房价	
预计政府税费	24.78
总住宿费 (每间客房)	223.78

- 代客泊车，费用：41 美元/天
- 酒店外泊车，费用：8 美元/小时，27 美元/天
- 预订之后产生的税费变更会影响总的房价。

[房价规则](#)  
 保留您的预订
 

- 我们需要您提供信用卡号码来预订客房。

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 取消您的预订
 

- 您可以在 2009年7月9日 当天 下午6:00 点前免费取消预订。
- 请注意，如果您坚持要在该截止期限后取消预订，我们将收取 199.00 USD 的费用。

如果您已经支付预付款，我们将扣回全部或部分预付款。如果您尚未支付预付款，我们将从您的信用卡中收取。

该费用等于您住 1 晚的房费 (您预订的第一晚)。

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 修改您的预订
 

- 请注意，修改预订的天数或日期可能会导致房价改变。

[继续](#)  
[返回首页](#)

## 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.

