**Assignment 3 – Hotel App UX Testing Report**

**UX Testing Method**

The UX testing was conducted over Zoom with three participants. The purpose of the app was briefly explained to the participants before the testing. The participants were instructed to complete the following two tasks using the demo app hosted at <https://hotel-promethus.herokuapp.com/>:

1. Perform a hotel check-in, look for his/her room number, and then try out the digital access card.
2. Find out how busy the hotel restaurant is, and then make a restaurant reservation.

**UX Testing Results**

Some follow-up questions were asked on regard to the participants’ experiences during the UX testing. Interview details are included in *ux-text-data/Interview\_raw\_data.xlsx*. Below is a synopsis of the responses:

1. What did you like about the app experience? Which part was easy to do?
   * The check-in process was easy.
   * Room number, Wi-Fi-password, and digital access card were easy to find.
2. What did you not like about the app experience? Which part was difficult to do?
   * The process of making a restaurant reservation was confusing.
3. Are there anything missing in the app?
   * The app should include a restaurant menu.
   * The app should include schedules for the hotel services offered in the hotel.
4. How can the app experience be improved?
   * Simplify the layout in the main page.
   * Having to swipe across the main screen to look for what they need, such as stay info, digital access key, hotel usage etc., were inefficient.
   * Reduce the size of speech/text input section at the bottom of the app.
   * Add a text on the top of the speech/text input section to remind the users that they can make hotel requests to the app’s A.I. system via speech or text messaging.
   * Remove the to-do suggestions section.

**UX Testing Observations**

The check-in process went smoothly for all participants. They all had entered the user information that they were asked for. They were able to arrive at the main page quickly.

Finding check-in information such as room number and Wi-Fi-password and turning on the hotel key feature were also handled with ease. However, one participant seemed confused when he was interacting with the bar chart.

All participants were confused when they were asked to make a restaurant reservation. They all looked disoriented and were probing around the app to search for such a function. Eventually they made their reservation request via clicking one of the action buttons in the to-do suggestions section. None of them had utilized voice or text commands to initiate their requests to the app’s A.I. system.

At the messaging page, most of participants did not offer any reservation details such as number of guests, date, and time, as the app did not ask them any of such details, and they saw their requests had already been acknowledged by the app. One participant had mistaken the message-receiving-time text as being part of the message-content text as there were no distinguishable styling for both texts.

**Discussion and Future Improvements**

One of the goals of the app is to allow the users to make hotel requests via voice or text commands. None of the UX testing participants had attempted to use these approaches to initiate their requests. Perhaps there were insufficient visual cues in the app design, or the to-do suggestions section had taken away the users’ attentions.

The app should guide the users to utilize the voice or text commands. One solution is to replace the to-do suggestions section, along with the mic and keyboard icons with a “make request” button. This button will direct the user to the messaging page. Then the users will be greeted by the app’s A.I. system with messages such as “how may I help you” or “please tell me your request”. This way the user will understand that they will have to explicitly tell the app what their requests are.

The main page should focus on providing hotel information and frequently used features for the users. Perhaps the stay info, hotel key, hotel usage and housekeeping tiles can be displayed in a 2X2 grid instead of swiping them across the page. The benefit of using a grid system is that the users can immediately click on the features that they need. As the number of app features increases, the app can expand the grid to hold more tiles.

Finally, the hotel usage bar chart could be a source of confusion for folks who do not understand a bar chart. Instead, the app should display the hotel usage information with descriptive words such as “not busy”, “busy” or “full-house” to indicate the percentage of occupancy.