A close-up of a logo

Description automatically generated**Usability Testing and Verification**

Lukas Klöck - 11014902

Assignment 2: **Usability Tests**

**Main Task Description:**

Book a Hotel in London for the Week of Monday 11. to Friday 15., online on a website.

→ Conduct three tests, each with a different booking website and test participant.

Duration: approx. < 5 min

NOTE: Timeline description kept in short periods of time steps because of the general simplicity of the main task.

**Subtask Breakdown:**

1. Find search option
2. Entered search details and time of stay
3. Reviewing some offers
4. Selecting favored offer
5. Select booking option
6. Enter personal credentials and confirm booking

Breakdown in subtasks for better traceability of the user’s individual key actions and subsequent comparison of the three different conducted tests.

**Test Results Sheet and Observations:**

**Usability Test 1:**

Website: [booking.com](https://www.booking.com/index.en-gb.html?label=gen173nr-1BCAEoggI46AdIM1gEaDuIAQGYAQm4ARfIAQzYAQHoAQGIAgGoAgO4Av24h68GwAIB0gIkYmIyNzgwOGYtMzA0ZS00OTBhLWI4ZjktZDkzZTc3ZjMzZGU22AIF4AIB&sid=00f53bee0ed8efe97ac82b73f5d24608&keep_landing=1&sb_price_type=total&)

Total Time: ~ 3 Minutes 30 Seconds

|  |  |  |
| --- | --- | --- |
| **Time** | **Code** | **Description** |
| 00:00 | S | Opening Website |
| 00:10 | M | Scanning Website Scrolling, Looking at Pictures |
| 00:30 | C | Recognizing Search Bar and Entering Details (Task 1 & 2) |
| 00:40 | M | Scrolling Through Results (Task 3) |
| 01:00 | N / F | “A lot of information upfront” |
| 01:20 | C | Inserting and applying various filters |
| 01:40 | C | Selecting Offer (Task 4) |
| 02:00 | N / \* | “Long confusing list of features and information” |
| 02:20 | P | “Nice Arranged Booking Options” |
| 02:30 | C | Looking at Reviews |
| 03:00 | C | Reserving Room (Task 5) |
| 03:10 | M | Reviewing Booking Details |
| 03:20 | P | “Detail and Options like the usual procedure” |
| 03:30 | E | Entering Credentials & Confirm (Task 6) |

Observations and Notes:

Tester Impression:

* Authentic Website, showing of with mostly positive reviews and log feature list
* Interface not too simple but visually guided by blue colored buttons
* Rather overloaded list of alternative offers while booking

Supervisor Impression:

* Tester operations were not always fully intuitive, he sometimes had to search for buttons or menus

**Usability Test 2:**

Website: [expedia.com](https://www.expedia.com/)

Total Time: ~ 3 Minutes

|  |  |  |
| --- | --- | --- |
| **Time** | **Code** | **Description** |
| 00:00 | S | Opening website |
| 00:10 | C | Scrolling website content |
| 00:20 | M | Pictures attract attention |
| 00:30 | P | “Search bar very obvious” (Task 1) |
| 00:35 | C | Entering search options (Task 2) |
| 00:50 | P | “Clearly arranged options” |
| 01:00 | C | Scrolling through offers (Task 3) |
| 01:10 | C | Selecting offer (Task 4) |
| 01:20 | P / F / \* | “Location, amenities and sights standout clearly” |
| 01:40 | N / F | “Can not find the reviews” |
| 02:00 | X | Reviews at the very bottom of website |
| 02:20 | M | Reserving room options not clear right away |
| 02:40 | C | Reserving room (Task 5) |
| 02:50 | P | “Pretty much standard procedure for reservations” |
| 03:00 | E | Enter credentials & confirm (Task 6) |

Observations and Notes:

Tester Impression:

* Mostly very structured website
* Big pictures give a good feeling and create interest
* Crucial reviews at the end of website leave bad impression

Supervisor Impression:

* Testers actions were mostly intuitive, focus only on most important details (Price, Location, Features, Reviews)

**Usability Test 3:**

Website: [easyhotel.com](https://www.easyhotel.com/)

Total Time: ~ 3 Minutes 10 Seconds

|  |  |  |
| --- | --- | --- |
| **Time** | **Code** | **Description** |
| 00:00 | S | Opening website |
| 00:05 | P | “Welcoming and simple website” |
| 00:10 | C | Scrolling website content |
| 00:20 | C | Finding and entering search options (Task 1 & 2) |
| 00:30 | M | Entering “London” despite specific hotel suggestions |
| 00:40 | P / \* | “Very simple depiction of hotel options and price” |
| 00:45 | C | Scrolling through offers (Task 3) |
| 00:55 | C | Selecting offer (Task 4) |
| 01:10 | N | “Reviews on external website, inconvenient” |
| 01:20 | P | “Offers easy to understand because of small icons” |
| 01:30 | N / F | “Cannot click on the offer” |
| 01:40 | X | Offer not clickable, only the pricing field |
| 01:50 | N / \* | “Booking is a shopping cart system” |
| 02:10 | M | Selected only one booking option (Task 5) |
| 02:30 | M | Discount offer at the top draws the attention |
| 02:40 | C | Checking “Extras” options and booking details again |
| 03:10 | E | Entering credentials & confirmation (Task 6) |

Observations and Notes:

Tester Impression:

* Website impression good, because overall very simple
* Reviews on external website, perceived rather negative
* Booking system (Shopping-Cart like) very uncommon for hotel booking

Supervisor Impression:

* Simple design allowed a lot of action and fast decisions
* Quickly understood through well-structured booking structures and small detail icons

**Data Graphing:**

Graph 1: Testing progress visualizing all timestamps of task completion

Graph 2: Complete summary of all three tests regarding success rates of subtasks

→ As shown, all subtasks in all different tests were sufficiently fulfilled during the testing procedures.

**Conclusion / Summary:**

Despite all the websites are relatively easy to use and are relatively similar in terms of operation, they nevertheless differ considerably in layout and structure. Regardless of experience. Regardless of the user's experience of using similar sites, the test showed that certain pages are easier to understand than others in terms of intuitive operation. Therefore, some major conclusions can be drawn from the comments of the testers and observations made by the supervisor:

1. Long wall of texts and text sections arranged in a jumble often quickly draw the attention, not in a good sense but rather contribute to confusion of the tester and require some time to classify and understand them
2. Big bright pictures as well as visually obvious separated elements (e.g., the search bar or the booking buttons) also rapidly draw the attention but are immediately understood by users
3. Text replaced by clear items additionally can visually delineate and contribute to quick understanding
4. Too simple structure or representation of information raises doubts in the user and does not convey enough of the most important core elements (e.g., reviews/ratings, features or room options)
5. Deviations from the “standard” arrangement (for example: accommodation pictures, name & price, details, booking options, reviews) of functions or the structure of such websites quickly lead to misunderstanding and confusion

The website that got the best feedback provides solutions to the above-mentioned points as well as possible and achieved the best results in the test, would be test number two, therefore:

**Overall Winner: Website 2 (expedia.com)**

**Appendix:**

Website Screenshots (Home View)

A screenshot of a website

Description automatically generated

Figure 1: Website for Test 1 (booking.com)

A screenshot of a website

Description automatically generated

Figure 2: Website for Test 2 (expedia.com)

A screenshot of a website

Description automatically generated

Figure 3: Website for Test 3 (easyhotel.com)