

Preference Test- Hipmunk

Study Design


Hipmunk is an online trip planner that helps you plan your trip- from flights and hotels to cars and other deals. They offer a comprehensive travel search, from commercial flights, trains, and charter flights to hotels and vacation rentals through Airbnb. Their website, mobile app, and AI-powered bots aim to help save time and money by comparing top travel sites to show the perfect flight or hotel at the cheapest price. You can visually compare results to choose the best option. You can also get fare alerts.


This study is designed to compare two versions of the “Get Fare Alerts” button, (A) being the treatment and (B) being the original site. A and B were shown in different orders so as to avoid the effect of question order.

The four Demographic questions included age, country, field of study and gender that they identify with. For a travel website, age is a very important factor as users across many ages need to plan their travels. Country of residence gives geographical context, along with insight into income and religion as well. Field of study is important as people from all kinds of backgrounds want to travel for business reasons or for pleasure. The study also aims to see if there is any correlation between the demographic factors and the results.

Here are the two mockups:

(A) Treatment





Roundtrip

From
BLR - Bengal...

To
Chennai, India

Depart
Fri, May 17

Return
Sun, May 19

Seats
1 person, Ec...

Search

Log In

1

Select Departure
BLR → Chennai · Fri, May 17

2

Select Return
Chennai → BLR · Sun, May 19

Get Fare Alerts

24 of 25 Departure flights

Stops

Airlines

Classes

Airports

Provider

Cheapest trip from **\$53**
Roundtrip price/person, taxes/fees included.

Sort by: Agony

BLR 6am 12pm 6pm Sat, 12am 6am 12pm 6pmChenn...

Select

\$53+

 AirAsia (India)
Economy
Fri, 5:30 pm – 6:30 pm

1h 00m


    


Basic — Economy \$53 Premium — Biz/First —

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RENTAL**

(B) Original





Roundtrip

From
BLR - Bengal...

To
Chennai, India

Depart
Fri, May 17

Return
Sun, May 19

Seats
1 person, Ec...

Search

Log In

1

Select Departure
BLR → Chennai · Fri, May 17

2

Select Return
Chennai → BLR · Sun, May 19

Get Fare Alerts

24 of 25 Departure flights

Stops

Airlines

Classes

Airports

Provider

Cheapest trip from **\$53**
Roundtrip price/person, taxes/fees included.

Sort by: Agony

BLR 6am 12pm 6pm Sat, 12am 6am 12pm 6pmChenn...

Select

\$53+

 AirAsia (India)
Economy
Fri, 5:30 pm – 6:30 pm

1h 00m

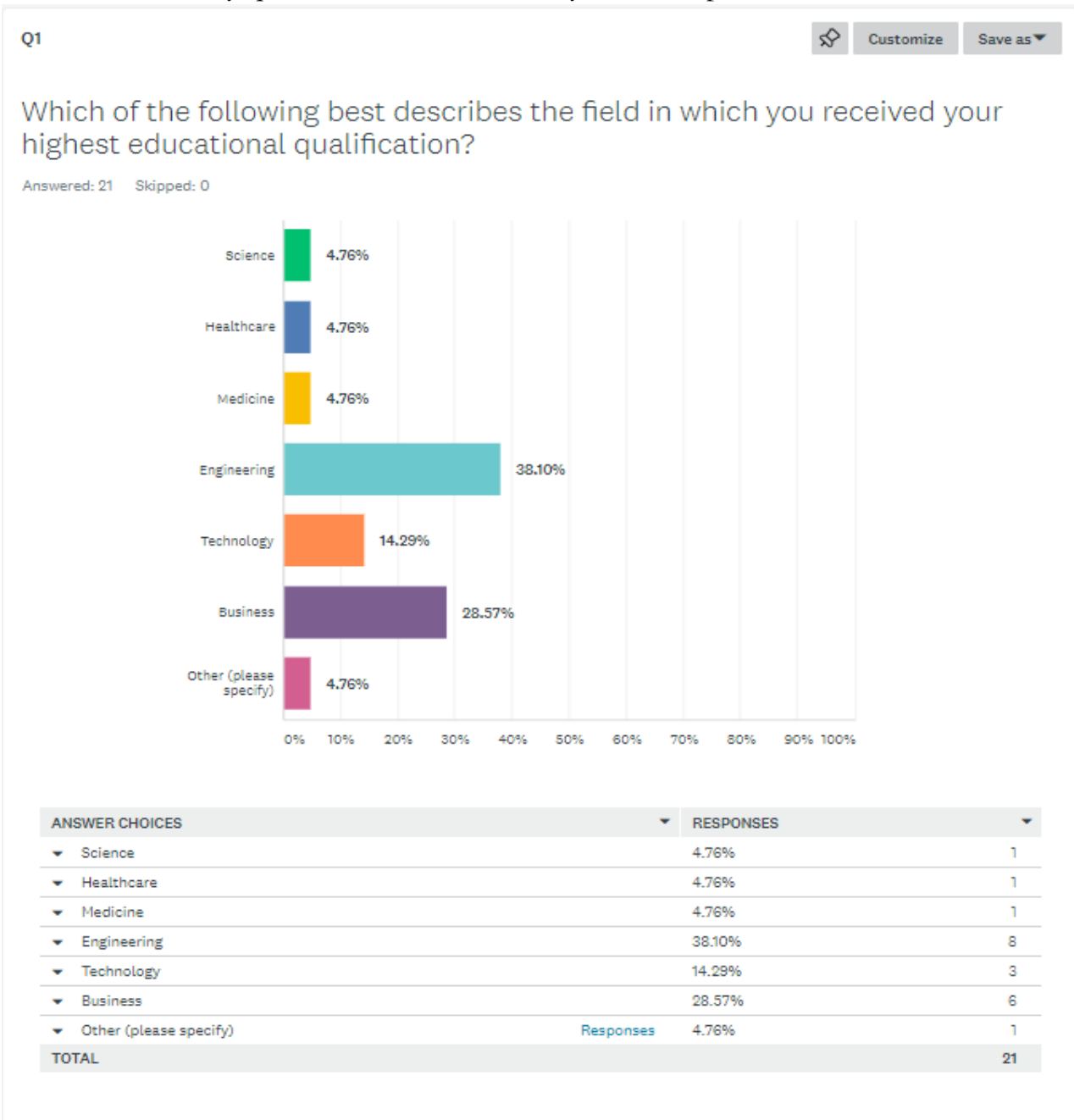
    

Basic — Economy \$53 Premium — Biz/First —

hipmunk

INTRODUCING
**CAR
RENTAL**

Here are the survey questions and the summary of the responses:



Q2

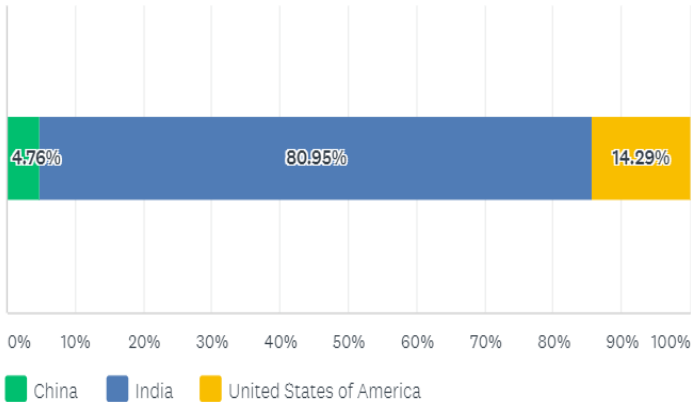


Customize

Save as

In what country do you live?

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ China	4.76%	1
▼ India	80.95%	17
▼ United States of America	14.29%	3
TOTAL		21

Q3

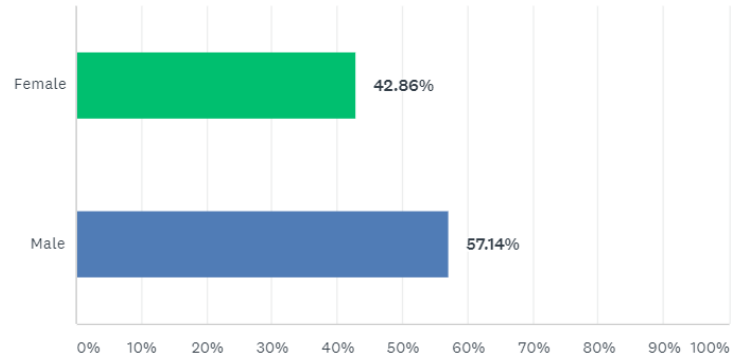


Customize

Save as ▼

What gender do you identify with?

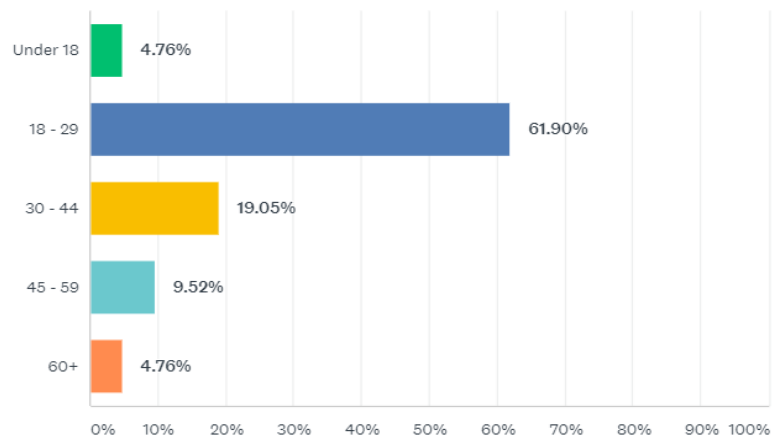
Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Female	42.86%	9
▼ Male	57.14%	12
TOTAL		21

What is your age?

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	4.76%	1
18 - 29	61.90%	13
30 - 44	19.05%	4
45 - 59	9.52%	2
60+	4.76%	1
TOTAL		21

Q5

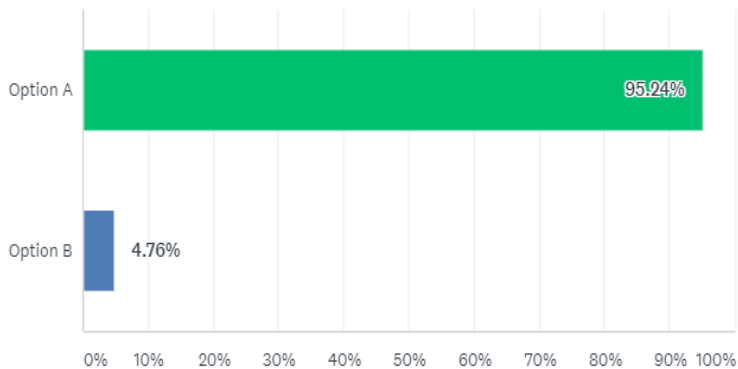


Customize

Save as ▾

The above two images show different versions of a travel website. Out of the two mockups, in which one was Get Fare Alert option easier to find?

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Option A	95.24%	20
▼ Option B	4.76%	1
TOTAL		21

Q6

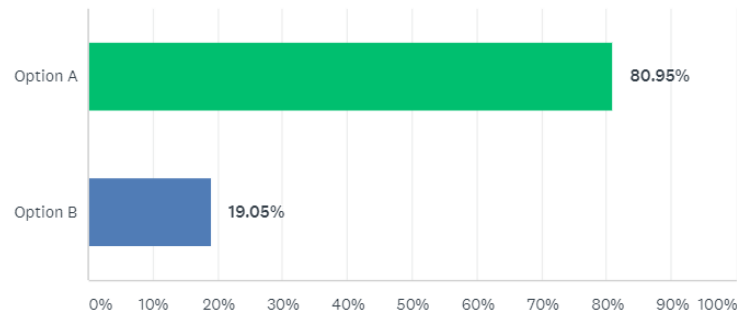


Customize

Save as ▾

Out of the two mockups, in which one was Get Fare Alert option easier more aesthetically pleasing?

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Option A	80.95%	17
▼ Option B	19.05%	4
TOTAL		21

Q7

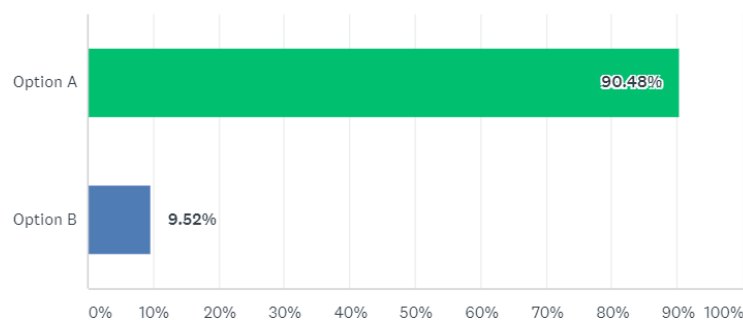


Customize

Save as ▾

Out of the two mockups, which one would you be more comfortable using?

Answered: 21 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Option A	90.48%	19
▼ Option B	9.52%	2
TOTAL		21

Subjects of the study

For the study, I reached out to my followers on social media like Facebook, Instagram, Reddit and Twitter. I also put up a link to my survey on the Coursera Discussion Board to get responses from learners all over the world. Most of my respondents are from India, so that is a bias that can be found in my sample. I would have liked to conduct the survey with a more diverse sample in terms of geography with the help of SurveyMonkey respondents and other similar sources as well, but as those options were paid, I decided to take the help of social media. The respondents are from different educational backgrounds and ages, mostly from the age of 18-29 and some from the range of 30-44. 3 participants were above the age of 45 as well.

Findings from the study

95.24% (20/21) of the respondents found that the new mockup is easier to find than the old one.

80.95% (17/21) of the respondents found that the new mockup is more aesthetically pleasing. This shows room for further improvement of the look of the button.

90.48% (19/21) of the respondents found that they were more comfortable using the new mockup rather than the old one.

As a majority of the respondents preferred the treatment over the original, we can see that there is no correlation between geographic location, age and gender in the results. We find that the respondents almost unanimously agree that the original option is difficult to find, and hence they are more comfortable with the treatment. Ease of use and visibility are violated in the original “Get Fare Alerts” button, hence they are more comfortable with the new option. However, 4 respondents that form 20% of the respondents believed that the new treatment was not as aesthetically pleasing as the original mockup.

The best course of action that could be taken from these findings would be to improve the design of the button in the treatment and go ahead with that, as there is a clear dissatisfaction with the original button.

Here are the individual responses in the form of a table:

1.	Engineering	India	Female	18-29	A	B	B
2.	Technology	India	Female	18-29	A	A	A
3.	Engineering	India	Male	18-29	A	A	A
4.	Other: Social Science	USA	Male	30-44	A	A	A
5.	Business	India	Female	30-44	A	A	A
6.	Engineering	India	Male	45-59	A	A	A
7.	Science	India	Male	Under 18	A	B	A
8.	Business	India	Male	60+	A	A	A
9.	Engineering	India	Female	18-29	A	A	A
10.	Technology	India	Male	18-29	A	A	A
11.	Business	USA	Male	18-29	A	A	A
12.	Engineering	India	Male	18-29	A	A	A
13.	Technology	India	Male	30-44	A	A	A
14.	Business	India	Female	30-44	A	B	A
15.	Medicine	India	Female	18-29	A	A	A
16.	Healthcare	China	Male	18-29	A	A	A
17.	Engineering	India	Male	18-29	A	A	A
18.	Business	India	Female	45-59	A	A	A
19.	Business	India	Male	18-29	B	B	B
20.	Engineering	USA	Female	18-29	A	A	A
21.	Engineering	India	Female	18-29	A	A	A