

Dupont Circle Hotel
www.thedupontcirclehotel.com

Usability Test Plan

Proposed Draft

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Overview and Objective

The purpose of this study is to test the usability and guest experience on the Doyle Collection / Dupont Circle Hotel Website. Gaining customer insight, customer perception and learning about areas of improvement.

The usability test objectives:

- Observe the behavior of the user and determine website inconsistencies and usability problem areas with the customer booking experience and content (visual and written).
 - Identify navigation usability ease and areas of confusion.
 - Learn about the guest/user perception of the Hotel and amenities
 - Gain user insight into the experience of a potential Group/Meeting Planner website review
- Test usability and accessibility for:
 - Booking/inquiry a room
 - User understanding about hotel amenities/banquet space
 - Methods of user contacting hotel

Methodology

The study will be gathering qualitative data, through individual participant studies, including questions, scenarios, observational research, and post-session questions

Participants

The study will recruit 6-7 participants

Participant Profiles:

- Male and Female
- Meeting/Wedding Planner Professionals
- Seasoned Business Travelers
- Users who are interested in weekend leisurely travel

Procedure Outline:

Facilities

- Interviews will be held in private conference room and/or office of the participant – interview conducted with a microphone, and computer/interface screen

Facilitator

- Will conduct questioning, observations and data analysis of participants

Test Observers

- Any Manager who wishes to join and observe the customer experience
 - Up to one additional person

Test Participants

- 2-3 participant interviews will be conducted every 3 week over a 9 week period
- -Participant interview will last up to 45-60 minutes
- -Participants will also have a post interview questionnaire, which will take 5-8 minutes
- Participant will receive a Bar Dupont voucher for 2 complimentary drinks and/or a gift certificate to be used – a participant gratuity

Participant Profiles:

- -Male and Female
- -Meeting/Wedding Planner Professionals
- -Seasoned Business Travelers
- -Users who are interested in weekend leisurely travel

Ethics and Non-Disclosure agreements

All persons involved with the usability test are required the following:

- Individual participant names will not be disclosed to organization and/or any other entity
- Each participant will sign a liability waiver form and non-disclosure agreement about any confidential information seen and/or reviewed
- Facilitator will sign a non-disclosure agreement agreeing to not share Usability Test results/information/prototypes and/or anything pertaining to the study with any outside sources, unless given written consent by the organization

Usability Session and Procedure

The Facilitator will greet the participant and welcome them to the property, engaging in small talk and thanking them for coming – then leading them to the appropriate conference space. The interview will then proceed as follows:

1. Hi (Participant Name), My name is (Kyle, Moderator) and I'd like to first thank you for participating in this usability study. I will be walking you through this session today
2. You probably understand why you are here today, but I want to just give your further background about our study and share with you our goals for today's sessions.
3. We will be reviewing the properties website to learn more about the guest/user perception and looking to learn more about the guest/user experience. Ensuring the site is working as intended and identify any areas or delight and/or enhancement
4. Please note, we are testing the site, not you – there is no wrong answer and I will not be offended by any of your feedback. I do not work directly for the company, rather I a 3rd party consultant, and was not part of the website design or back-end development. Therefore, nothing you say is a mistake, nor will any offense be taken.

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5. As we are reviewing the site, I ask that you share everything that comes to your mind – please think out loud, and include what you looking at, why you looking at, how it makes you feel and anything else that comes to mind. Again, every thought is helpful and the more you share the more helpful this session is.
6. As we move through the session, in addition to your thoughts, please don't hesitate to ask any questions that may arise
7. Do you have any questions?
8. Okay, I just have a few questions for you and then we can begin the study

Usability Tests and Scenario Studies

Participant Questions

- What is your age?
- Your occupation?
- Completed level of education?
- What is your income range?
- How often do you travel monthly? Do you travel primarily for business or pleasure?
- How do you usually book your travel arrangements?
- What is your Hotel / Travel accommodation preference?

Scenario Task 1

A colleague has referred you to stay at the “Dupont Circle Hotel” – In Washington DC. Please find the hotel webpage and review as you normally would.

- Please show us how you would search for the Hotel, the same way you would usually search for a Hotel
- What was your first impression of the page?
- What standouts to you
- What are a few adjectives you'd use to review the page
- What would you be interested in clicking on? What would you expect from the next page
- How would you inquire for room rate pricing
- What would you do to learn more about the Hotel? What would you do to learn more about the Hotel brand
- Based on what you found, please inquire for a room, as you would normally book – Book March 21-23rd
 - Please share your experience entering the desired dates?
 - After entering desired dates, were do you understand the pricing and options listed
 - How much is the room rate?
 - What amenities does include?

- Do you understand the differences between the rooms? How would you learn about the differences?
- What would you do if you needed to enter revised dates?
- If you were selecting to reserve a Standard room (cheapest room) what would you choose?
- Are there other amenity options to add to your room?
- How would you proceed with your selection (Standard King Room, no additional options needed, refundable rate)
- If you entered incorrect reservation information – what would you do?

- Next the user will enter the guest information page, where they are prompted to enter guest information and credit card information
- Please review the guest information page – what are your thoughts on this page and the options?
- Please enter the guest information as you normally would
- If you need to add special guest options (such as a special note, handicap accessible) where would you enter that?

Post Scenario Task 1 Questionnaire:

On a scale of 1 – 5

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

-The information on the page was clear and easy to understand _____
Please describe your feedback – Negative/Positive:

-The booking process seamless and easy to navigate through, including entering desired date and options listed accordingly _____
Please describe your feedback – Negative/Positive

-It was easy to find information about the product, including room type and pricing _____
Please describe your feedback – Negative/Positive

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Scenario Task 2

You are attending a convention in Washington DC – your employer has setup a room block at various Washington DC Hotels, including the Dupont Circle Hotel, and you have the option to book with them online. Your Meetings/events department has sent you a booking link for the Hotel and you decided to secure a room at Dupont Circle Hotel – Choosing to book from the Dupont web link, please walk us through your booking process

- Please review the page and follow through with the booking, as you would usually proceed
- What are your thoughts on the booking link page?
- Were you able to book the room?
- How do you feel about the experience?

Post Scenario Task 2 Questionnaire:

On a scale of 1 – 5, please complete the survey below

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

-The information on the page was clear and easy to understand _____

Please describe your feedback – Negative/Positive:

-The booking process was seamless and easy to navigate through, including entering desired date and options listed accordingly _____

Please describe your feedback – Negative/Positive

-It was easy to find information about the product, including room type and pricing _____

Please describe your feedback – Negative/Positive

Scenario Task 3 – (Only Meeting Planner, Qualified CMP participant)

You work for an Association as a Meeting/Conference Planner. Your boss/Client has asked that you get pricing from some Hotel's in Washington DC – He/she recommends that you check out Dupont Circle Hotel, as he has previously stayed there on business. The client isn't sure if the Hotel can accommodate the request and/or has the space to do the meeting

-Below are the specs for the program, per your boss's information about the conference (paper copy of scenario given to participant):

-July 17-20th, 65 rooms a night – boss would like to stay in a Suite

-July 18th, 19th, and 20th all day meeting, 8-5pm everyday

-Classroom setup, maybe rounds – yet to be determined

-Interested in possible welcome reception for 65-80 people

-Budget of 85-105 per person for meeting – but flexible based on proposals from Hotels

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1. Please show us how you would search for the Hotel, the same way you would usually search for a Hotel
2. What was your first impression of the page?
3. What standouts to you
4. What are a few adjectives you'd use to review the page
5. What would you be interested in clicking on? What would you expect from the next page

-Please show us how you would proceed in reviewing/qualifying the Dupont Circle Hotel as an option

1. -Was the meeting space information accessible?
2. Does the information you're reviewing offer you viable solutions to see in the Hotel can accommodate your clients meeting agenda?
3. If you were interested in learning more about the Dupont Circle Meeting options/pricing how would you go about that?

Post Scenario Task 3 Questionnaire:

On a scale of 1 – 5, please complete the survey below

6. Strongly Agree
7. Agree
8. Neutral
9. Disagree
10. Strongly Disagree

-The information on the page was clear and easy to understand _____

Please describe your feedback – Negative/Positive:

-The inquiry process was seamless and easy to navigate through, including qualifying if the Dupont Hotel could accommodate your meeting _____

Please describe your feedback – Negative/Positive

-Was it easy to find additional information about your needs? _____

Please describe your feedback – Negative/Positive

-Was it easy to find ways of contacting the Hotel to learn more? _____

Please describe your feedback – Negative/Positive

Usability Post-Questionnaire

1. On a scale of 1 to 10, how would you rate your experience with the website?
1 being horrible and 10 be excellent

Please describe why you chose your answer:

2. How easy or difficult was it to use the website? 1 being most difficult and 10 be easiest

Please describe why you chose your answer:

3. What were you favorite things about the Website?
4. What were your least favorite things about the Website?
5. What areas/examples of improvement would you suggests?

The facilitator would review the room pictures/descriptions further with the participant – then the Facilitator would give a tour of the hotel, after the tour these questions will be asked (paper survey):

6. The Hotel Website accurately portrays the ambiance

On a scale of 1 – 5, please complete the survey below

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

7. The Hotel Website accurately portrays the guest room look

On a scale of 1 – 5, please complete the survey below

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

8. The Hotel Website accurately portrays the meeting/event

On a scale of 1 – 5, please complete the survey below

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree