

Planet Hollywood Las Vegas Resort & Casino

Website Usability Testing

December 4, 2017

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ENG 407B

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Prepared for

Planet Hollywood Las Vegas
Resort & Casino
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December 6, 2017

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RE: Recommendation Report

Dear Planet Hollywood Hotel & Casino:

On behalf of our group, Alexis Olaes, Juan Uscanga, Patriz Rivera, and Christopher Verkaik, we are happy to present to you our findings for Planet Hollywood's Website Usability. The report and findings were conducted from October 25th, 2017 until December 6th, 2017.

The report was prepared by us, for our English 407B class at UNLV. It provides a description on how the Las Vegas demographic is getting younger and gambling less, and how Planet Hollywood is targeting said younger demographic. Due to this, our group conducted research on the usability of The Planet Hollywood website. Our research was conducted by a questionnaire and we targeted the younger demographic to answer these questions. We made one questionnaire for the website's desktop version, and one for the mobile version. From our findings, we came up with some recommendations that will improve the usability and website overall. Recommendations like changing the website design and changing the focus of the website from booking a room to other things Planet Hollywood has to offer.

We hope you find this report worth reading, and we also look forward to future opportunities with your company. Please contact us at websiteusabilityresearch@gmail.com or at (702)468-5995 if you have any questions or would like to schedule a meeting in person. Thank you for this opportunity.

Sincerely,

Alexis Olaes
 Patriz Rivera
 Juan Uscanga
 Christopher Verkaik
Research Consultants

Encl.: Report (13 pages)

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Executive Abstract

Planet Hollywood Resort and Casino on the Las Vegas Strip has many reasons locals and tourists alike would want to visit. With many gaming machines, gambling tables, thousands of hotel rooms, and more, it offers visitors a nice place to stay, as well as have fun. Planet Hollywood has its Miracle Mile Shop as well, which offers visitors many shops and restaurants.

As the Las Vegas demographic gets younger, Planet Hollywood's targeted audience gets younger too. Younger people are increasingly using their smartphones and computers to go online. People can search for places to go, before even going. It is important for Planet Hollywood to be in on the tech trend to attract the younger demographic. The Planet Hollywood website could very much be their first impression of the whole resort and casino. Our group tested Planet Hollywood's website usability with the younger demographic to see how well it attracts the user to go to Planet Hollywood.

To test the website's usability, we made a questionnaire. The questionnaire consisted of tasks the taker would have to do, like book a room, try to purchase a ticket, or just see how simple it is to find information about stores and restaurants. We asked the younger generation to complete this questionnaire, and also had two versions of it. One for the desktop website, and one for the mobile device website. The younger generation are more likely to access the internet on their phone than desktop so it makes sense to test the mobile website as well. The results were informative.

Our results showed that even younger, tech savvy people had a hard time navigating and finding information on the website. It discourages people from visiting Planet Hollywood if the website, their first impression, confuses or gives them a difficult time. We found that people thought the website was very cluttered, hard to read, and difficult to find information. We suggest that the company works on the design. Instead of putting so much on one page, they should make it more simplistic and easier to read, with a bigger and better font. From our results, we also found that

the test takers had a difficult time finding good information about what Planet Hollywood has to offer. They found little useful information about their entertainment, shops and restaurants. As more of the younger generation is stepping away from the gambling machines, they come to hotels and casinos for other forms of entertainment like the shops, food, and nightlife. Our report suggests adding more information for such offerings. Furthermore, we also found that booking a room is not a top priority for younger people. We recommend not making booking a room the focus of the whole website. Every page visited includes an ad for booking a room, and it becomes off-putting for the user. These constant ads also do not help with the clutter of the website overall. We would also like to suggest not to include additional hidden fees like room service and wifi, for it is very misleading to customers.

We hope you found our testing and recommendations useful, thank you for your time and we look forward to working with you in the future.

Introduction

Planet Hollywood is a casino resort on the Las Vegas Strip owned by Caesars Entertainment which targets younger visitors. This is imperative because the Las Vegas visitor demographic is shifting to younger people. However, younger visitors are gambling less and spending more time and money on dining and entertainment.

This report makes several recommendations aimed at improving the user experience for people visiting the Planet Hollywood website - particularly for younger visitors who tend to access web content through mobile devices. The primary recommendations are:

1. declutter the homepage in a favor of a simpler design,
2. deemphasize booking a hotel room and to instead emphasize the unique entertainment and dining/shopping opportunities at Planet Hollywood,
3. minimize website re-directions when booking a room and buying tickets for shows
4. display complete pricing, including taxes and fees, upfront when booking a room.
5. Improve the mobile website in the same ways as the desktop website

The target audience for this study was young adults ages 18 to 29. Participants were asked to use either a desktop computer or a mobile device to complete a survey. The survey asked them to complete certain tasks on the Planet Hollywood website and rate how easy or difficult the task was. The survey also asked participants for additional feedback about how the website could be improved.

The report finds that overall mobile users had a more difficult time navigating the Planet Hollywood website than desktop computer users. The areas that needed the most improvement were the ease of looking up information about a store/shopping center, followed by the attractiveness and appeal of the website.

Background

About Planet Hollywood

Planet Hollywood Resort and Casino has a prominent location on the Las Vegas Strip at the Northeast corner of Las Vegas Boulevard and Harmon Avenue. Originally the site of the Aladdin resort, the property was sold, completely renovated, and reopened as Planet Hollywood in 2007. Planet Hollywood offers visitors a hotel with 2,496 rooms; a casino with 1,087 gaming machines and 104 table games; twelve restaurants and bars; and seven entertainment venues (North American Gaming Almanac 2017). Two prominent attractions in Planet Hollywood are the Miracle Mile Shops and the AXIS Theater. The Miracle Mile Shops is an enclosed shopping mall with more than 150 stores, restaurants, and entertainment venues. The AXIS Theater is a popular entertainment venue that hosts musical acts like Britney Spears and Jennifer Lopez and is currently the highest grossing theater venue in the world (Velotta 2017).

Planet Hollywood was purchased by Caesars Entertainment in 2010. Caesars Entertainment owns nine casino properties in Las Vegas and 37 casino properties across the country. The company's net revenues in 2016 totaled \$3,877,000,000 (North American Gaming Almanac 2017).

Planet Hollywood is targeting younger visitors

Planet Hollywood already has a reputation in Las Vegas for targeting a younger demographic. The AXIS Theater at Planet Hollywood hosts musical acts that appeal to visitors in the 18-35 age range such as Britney Spears, Jennifer Lopez, Backstreet Boys, and Pitbull. Discussing Cee Lo Green's 2012 residency at the AXIS in the Las Vegas Review Journal, Carlos Reynoso, Caesars Entertainment executive director of entertainment, is quoted saying, "it makes total sense ... given the younger-skewing demographics of Planet Hollywood" (Weatherford 2012). Additionally, a 2016 article from The Guardian examining the new wave of musical residencies in Las Vegas notes: "It's also worth noting that J Lo, Britney Spears and Pitbull are all playing at the Planet Hollywood and that's a strategic choice by Caesars Entertainment to put the younger-skewing, more party-ready artists in a place that caters for younger guests" (Cragg 2016). Caesars Entertainment's strategy to lure younger visitors to Planet Hollywood is even clearer when compared to the musical acts playing at a different Caesar's property, the Colosseum at Caesars Palace, which hosts musical acts who appeal to older visitors, such as Elton John, Van Morrison, and Celine Dion.

Another sign of Planet Hollywood's popularity with younger visitors comes from the social location-based mobile app Foursquare. The Foursquare website includes a page titled "The 13 Best Places for College Students in Las Vegas." Places are ranked based on user ratings within

the college student demographic, and Planet Hollywood is listed at number seven. (Foursquare 2015)

Las Vegas visitors are getting younger

The Las Vegas Convention and Visitors Authority (LVCVA) conducts an annual survey called the Las Vegas Visitor Profile. The survey is completed through in-person interviews with 3,600 randomly selected visitors and is designed to provide an ongoing, year-by-year look at who is visiting Las Vegas and what visitors are doing during their visits. The 2016 survey found a significant increase in visitors aged 21 to 29. Nineteen percent of visitors to Las Vegas fell into this age range in 2016, up significantly from 12% in 2015. The percentage of visitors ages 30 to 39 also increased in 2016 to 25%, up from 22% in 2015. There is a clear trend of visitors to Las Vegas getting younger. The average visitor's age is now 44, which means that half of all visitors are younger than that. (LVCVA 2017)

	2013	2014	2015	2016
21 to 29	15%	17%	12%	19%
30 to 39	27%	27%	22%	25%
40 to 49	19%	20%	23%	20%
50 to 59	15%	14%	15%	16%
60 to 64	9%	8%	9%	8%
64 or older	15%	15%	19%	12%

Source: Las Vegas Convention and Visitors Authority

Figure 1: Las Vegas Visitors Breakdown by Age Group

Younger visitors are gambling less

This demographic shift to younger visitors appears to be bringing with it a fundamental change in the Las Vegas economy. A 2013 New York Times report sums it up:

Gambling is no longer king. A new influx of tourists, younger and less devoted to gambling, are more likely to open their wallets for extravagantly priced nightclubs and dayclubs, which have joined concerts and musical shows, high-end restaurants, luxury shopping and some of the more exotic types of entertainment this city is renowned for offering. (Nagourney 2013)

A 2008 LVCVA survey found that just 6% of visitors ages 21 to 24 came to Las Vegas for the primary purpose of gambling. Visitors in this young age group spent an average of 1.65 hours and \$220 gambling during their visit to Las Vegas. In contrast, the survey found that 16.1% of visitors in the 53 to 63 age group came to Las Vegas for the primary purpose of gambling. These older visitors spent an average of 3.58 hours and \$763 gambling. (Akinsete 2010, 23)

Tech trends in younger populations

Demographers refer to the generation following the Millennials as Generation Z. Generation Z is the first generation of digital natives, meaning that they cannot remember a world before the Internet. Members of Generation Z tend to have short attention spans; marketers have estimated that they have eight seconds to grab a member of Generation Z's attention before they move on to something else. Generation Z is always connected to other people and they are adept at sorting through the constant stream of information fighting for their attention. The online publication Small Business Trends gave its readers this advice for advertising to Generation Z: "This generation has grown up having massive amounts of information thrown at them and they are masters at separating what is useful, what's rubbish, and what they've already seen." (Elizur 2017)

Younger people are increasingly interacting with online content through mobile devices. A 2017 Pew Research Center study found that 92% of people ages 18 to 29 own a smartphone. Of the people ages 18 to 29 who own a smartphone, 17% do not have broadband Internet access at home, which means they are accessing online content almost exclusively through a mobile device. (Pew Research Center 2017) Our own research found that 12 out of 16 research subjects (all in the 18 to 29 age group) described themselves as primarily using a smartphone to access the Internet.

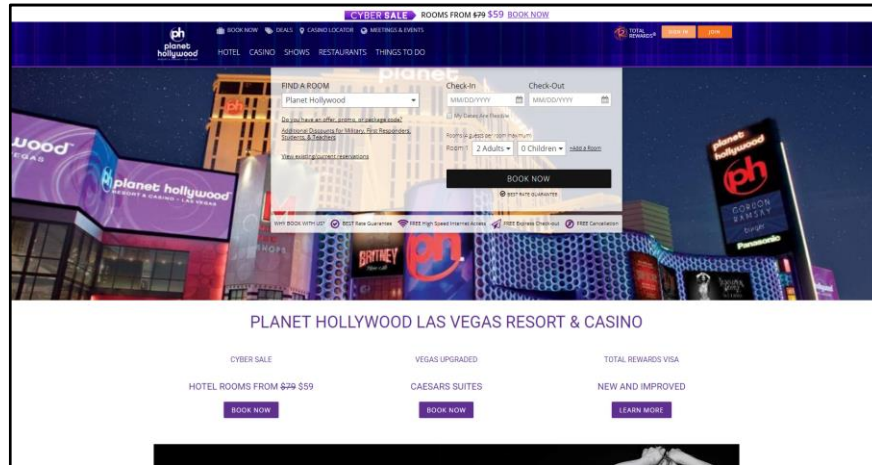
Recommendations

When conducting user testing on the website, we noticed that even users who believed themselves to have expert level computer skills were having trouble navigating through Planet Hollywood's website. This suggests that users with lower computer skill levels would also struggle. Based on our testing of the website in addition to the feedback from users in our survey, we are giving some recommendations that could help improve the website's usability in sections where the target demographic would be most likely to navigate to. This in turn should help Planet Hollywood's website keep potential customers interested and satisfied.

Recommendation 1: Improve overall website design

The first set of recommendations are aimed at improving the overall website design. In our research, many of the users felt that the website's homepage was a bit too cluttered (see Figure 2). As one user stated, "...could be simplified as far as options on the initial face of the website

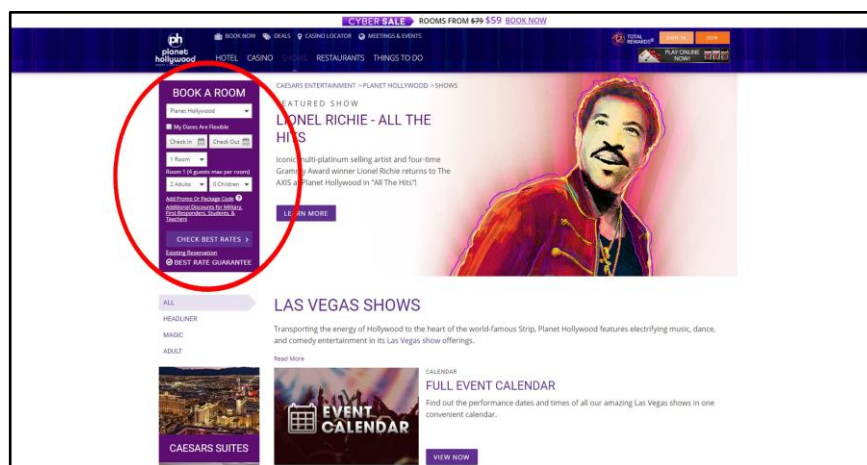
go” (refer to appendix). Another user also said, “In some places, it looks too cluttered and the events on the side look like random advertisements” (refer to appendix). These were only two of the handful of users who reported that the website had too much going on, especially on the homepage. To fix this issue, we believe it is best to only include relevant information, links, and images in their respective web pages (i.e. keeping the tool for booking a room in its own webpage). Although the homepage should showcase what the casino has to offer and its main attractions, it should do so in a way that looks appealing and is easy to read through.



Source: Planet Hollywood website, 2017

Figure 2: Planet Hollywood Desktop Website - Homepage

Recommendation 2: Booking a room should not be the focus of the website
This leads into our next recommendation, which is to not make booking a room the focus of the website (that goes for the homepage too). Although it may be the case that a large percent of the visitors at the casino are tourists travelling in from other cities, states, or countries, a good strategy is to convince them that they really do want to book a room there. But, bringing it up on every page of the website the user visits is not the way to go about it (see Figure 3). Thus, the website should promote its uniqueness to the user, or feature popular/trending shows and concerts that will take place at the casino. One user mentioned that “the events [such as the ‘Book A Room Tool’] on the side look like random advertisements” (refer to appendix).



Source: Planet Hollywood website, 2017

Figure 3: Planet Hollywood Desktop Website - Shows Webpage

On the topic of booking a room, we noticed that when users did want to do so, they had a difficult time. The first problem that many users ran into while trying to book a room is that it sent them to a different website than Planet Hollywood's. On either desktop or mobile, when trying to book a room, users were being redirected several times. Although most of our users considered themselves to have intermediate or expert computer skills, they did not like the fact that they were redirected so many times, which made the process of looking for a room take longer than it needed to. In general, mobile phones are slower than computers, so having to load multiple web pages is not a good option. Not to mention that most of the users in our testing (13 out of 17 users), use mobile phones to access the internet, making it easier for these potential customers/visitors to spend money through the website should be considered. This recommendation goes for purchasing an event ticket as well. The more integrated the web pages are with the main website, and the less redirections, the better.

A smaller recommendation that could go a long way with overall website usability is to help make finding the right room easier. As one user stated, "they should display options that will allow user to narrow down and filter a specific room. Like including amenities, bed size, and etc." (refer to appendix). To help solve this, we recommend adding more options/filters for narrowing down rooms to fit the user's needs. Since this function is already implemented into the tool, it should not be too difficult or costly to add a few more filters.

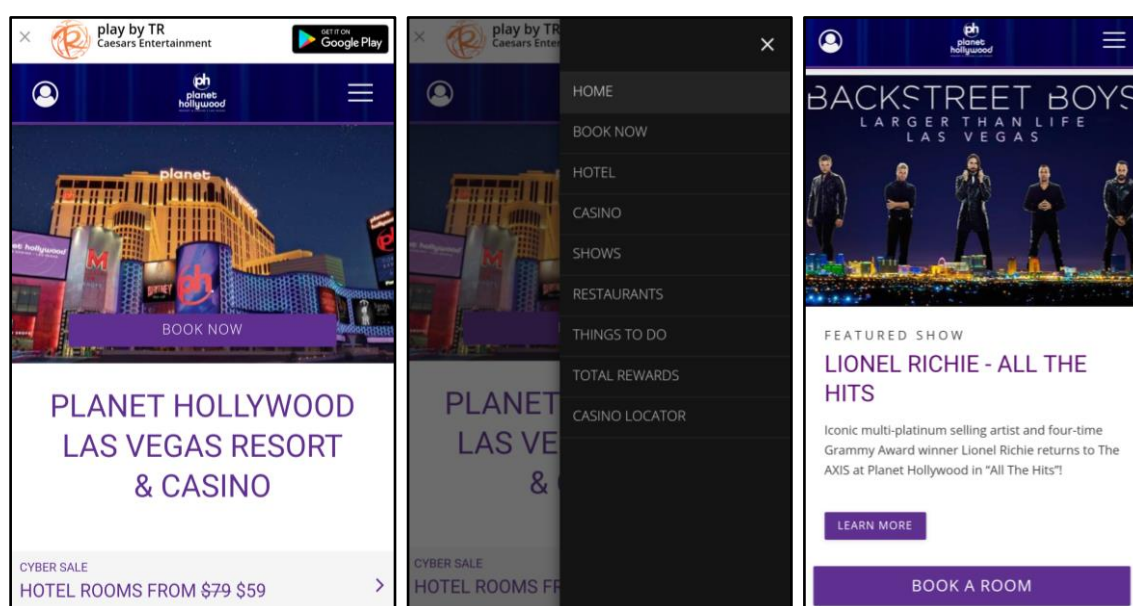
The last recommendation for booking a room is to display the correct pricing. As a user in our testing noted, "One thing that's not too great is that the price of the hotel does not include the room fees such as internet and room service. So, a \$59 room comes out to around \$100 with the fees" (refer to appendix). As many of us may have experienced at a car dealer or with any

purchase of a significant amount, people do not like to be promised one thing and then given something completely different. This tip goes for renting a room just as much.

Recommendation 3: Improve the mobile website

As we mentioned in the recommendations for booking a room and purchasing a ticket, many of the users in our mobile testing had a difficult time trying to navigate through the website using their mobile devices. In our study, more than half of the participants said that their preferred way of accessing the internet for information was through their mobile phone (refer to appendix). If this sample group is any indication of what the actual target audience is, Planet Hollywood needs to redesign the mobile website or risk falling out of favor. In Elizur's "Secrets of Marketing to Gen Z Revealed", a study conducted found that Centennials (members of Generation Z) regarded mobile as the best way of accessing information or the internet. And it is not the question of whether Gen Z will have a great impact on the market, but a question of when (Dorsey).

Therefore, the faster that Planet Hollywood improves their mobile website, the better they will be prepared for the future.



Source: Planet Hollywood website, 2017

Figure 4: Planet Hollywood Mobile Website - Homepage , Menu, Shows Webpage

In order to improve the mobile website, we are giving many of the same recommendations that we gave for the desktop website. One of the issues the mobile website shares with the desktop version is that it looks cluttered and often displays irrelevant information (see Figure 4). This is even more critical to fix on the

mobile site because of the smaller surface that users interact with, which makes it that much more important to only take up space with the most important and relevant information. In order to have a successful mobile website, booking a room and purchasing tickets are procedures that must be integrated into the website to avoid redirecting users to a completely different website. So, it is essential that including additional links be kept to the least amount possible. In the case of redirecting to Google Maps for casino directions (or something similar that has greater functionality), it is understandable. As one user explained, “Casino locator took me to the hotel’s website where I had to scroll down to find the address and put it into my maps app” (refer to appendix), there was no hyperlink included for the link to find the casino. On mobile, that means taking a list of steps just to open another application and then pasting the link or address into it to get a map. Because of the slower nature of mobile devices, making something relatively easy into a multi-step process will only leave a bad impression, making it less likely for users experiencing this want to visit the casino.

Research Methods

Target Demographic

When testing the usability of Planet Hollywood’s website, we had to keep many things in mind. First, we had to consider exactly what it was that we were testing. Second, we had to find out what it was that we were trying to accomplish. Upon analyzing these two questions, we decided to break down our survey into three main sections: User demographic, tasks, and website evaluation. We had already determined that Planet Hollywood’s target audience was the younger crowd, particularly college students and adults between the ages 18 and 35. Thus, we tried to focus our efforts on getting feedback from individuals within that group.

Survey Questions: User Demographic

Our goals for this project were to test analyze Planet Hollywood’s target audience, test the casino’s website, and provide valuable feedback to help improve the website. We knew that we would need to make sure that we collected enough information to help us determine certain

factors about this target demographic. So, in this section of the survey, we included questions about the individual.

Here, we included questions asking for the user's age, gender, and occupation. As the basis of this project dealt with demographics, it was essential that we collected the user's age. With this bit of information, we would be able to check that the users we used to test the website and then base our recommendations off of were part of the casino's target demographic. By doing so, we would be able to ensure that our data has the most relevance to the specific casino we are trying to help improve. Although we had initially decided not to include the question asking for the user's gender, we ended up adding it for various reasons. Upon accessing Planet Hollywood's website, we noticed that it was running with a purple, "glamorous" design scheme, which made us believe that the website was trying to attract women more so than men within the specified age range. If that was the case, we wanted to get user feedback as to how they felt about this matter. If we discovered that even the female users in our testing did not feel attracted to the website's theme, it meant that the website was not accomplishing its goal. Moving on, we asked for the user's occupation because we believed it to be a key trait possessed by the target audience in question. In our research dealing with the target age group, we learned that Generation Z (Gen Z) - which is where nearly 50% of the individuals within this age group fall into - is already the supermajority generation in college (Dorsey). This means that Gen Z is a critical part of the target audience that needs to be acknowledged, meeting both targeted age range and college student criteria. As Dorsey and other researchers discussed in their articles, Gen Z will be more conservative with their money, spending less money overall, and looking to make the most out of every penny spent (Dorsey). If that is the case, then that means that Planet Hollywood needs to try and appease these individuals. Depending on how many individuals in the target audience are college students, Planet Hollywood might want to reconsider what their website's advertising focuses on. Because more often than not, it is the case that a college student does not have a lot of money to spend, it would not make sense to advertise fancy restaurants, expensive shows, or promote hotel rooms that are not in that individual's budget. Rather, Planet Hollywood's focus could be on more popular but inexpensive restaurants, shops, or other entertainment they offer.

Survey Questions: Users and Technology

The next section of our survey moved away from the user demographic and focused on the types of relationships the target audience has with the internet and other related technologies. Because the basis of this project revolves around testing a website, we wanted to collect some information we could use to calculate any user error, or account for a biased/unrepresentative sample group.

Our first question in this section asked the user what they believed their current computer skill level was. If the user has never used a computer, or has little to no skills using computers, we wanted to make sure they were accounted for when we analyzed the results of the test. If more

users in the target demographic had lower computer skills, then it would not be a great idea for the casino to design a more complex website. But if the user base showed a higher computer skill level, perhaps adding more options or features to customize the experience to the individual's liking, it could help in appealing to the target demographic. The next question we asked our users was to figure out how many of them used desktop, mobile, or another way of accessing the internet. This was another significant question for our research because it would help us figure out if desktop was the only version of the website which needed to be profoundly inspected. But If a good percent of the target audience is using mobile or another format to access Planet Hollywood's website, we wanted to make sure we did not overlook it when making recommendations. In the last question of this section, we wanted to get a bit more feedback as to what the user's reason for visiting Planet Hollywood is. From the research conducted beforehand, we found a range of activities that have risen in popularity within the Strip according to the changing tourist demographics in the city. For the answers to this question, we listed a couple of the most popular activities including: entertainment (concerts and shows), gambling, shopping, dining, renting a hotel room, and nightlife (nightclubs and bars). Also, instead of just asking the user to pick the most likely reason for visiting Planet Hollywood, we asked them to rank the activities from most likely to least likely to partake in. Moreover, if the user did not associate his/herself with an activity listed, they could mark an "X" next to that option instead. Formatting the question in that manner would allow us to collect the most precise and useful information about the popular activities among the target group.

Survey Questions: Task Completion

In the next section of the survey, we asked the users to complete a number of tasks using Planet Hollywood's website. Due to our habit of analyzing a page from left to right, and top to bottom, we had to consider the placement of each and every question relative to the ones around it. Because of this reason, we assigned tasks that would ask users to navigate through various parts of the website and through different hyperlinks throughout the website in order to complete the given task. This would then help guarantee that users have thoroughly used the website before rating the website's design, organization, and usability.

The first of five tasks we assigned in this section asked the user to attempt to book a room. After taking all the required steps to complete the task (without actually booking the room), we asked the user to rate how easy it was to do so. As we had tested ourselves, booking a room through Planet Hollywood's website made booking a room a bit more complicated and time consuming than it needed to be. But we wanted feedback on this matter to make sure that this was true for other people as well. We also asked users to mark down how long it took them to complete the task. As for each of the tasks in this section, it was important that the process was not too complicated and that the procedure to do these things did not take too long, or it would affect the user's opinion on the casino. The second task asked the user to try and purchase a ticket for one of the events (show or concert) taking place at Planet Hollywood. Like in the first task, we also

asked them to rate how easy it was to complete the task and state approximately how long it took them to complete this task. Similar to booking a room, the procedure for purchasing a ticket seemed to be more complicated than it needed to be, and take more time than it should.

In the next two tasks, we wanted to shift the focus from analyzing step-by-step procedures to determining how easy it is to find information on the website and the usefulness of that information. The third task asked the user to look up information about a specific store (of their choice) or for the shopping center within Planet Hollywood. Then, we asked them to rate how easy it was to find information about one of these things, as well as how long it took them to do so. The fourth task similarly asked the user to find information for a specific restaurant or available restaurants, as well as how long it took to complete the task and how easy the task was to accomplish. Lastly, we asked the user to look for a map of the hotel or casino through Planet Hollywood's website alongside asking about the difficulty of finding the map, and the approximate time it took them to find it. Different from the previous four tasks, we also asked them to rate how readable the map they had found was. It was important to determine how easy it was to find a map on the website for multiple reasons. A map is an essential tool in locating anything, so it would go without question that people might need one. In the case someone wants to know where a certain place is within Planet Hollywood, having an easily accessible map on the website should not be out of the question. If people cannot locate the place they are trying to visit within the casino, they will grow impatient and leave with their business. To add to this, having any map will not suffice: a map must be easy to read and comprehend.

Survey Questions: Rating the Website

After users have been thoroughly exposed to the casino's website, it was time to ask them to rate the website overall.

The first question in this section of the survey, we asked users if they had found enough useful information about what they were looking for on the website (i.e. shops or restaurants). From our run through the website, we felt that descriptions/information about stores, restaurants, and shows/concerts was not enough information or enough detail to have a decent understanding. Furthermore, we felt that some parts of the website were easier to navigate than others, so we wanted to get user feedback on this as well. So, our second question tried to evaluate this matter. We also wanted to determine how many of the users in our test believed that the website was appealing or attractive, and what they thought about the theme and design of the website. In our own testing of the website, we noticed that the website's design was inconsistent from one page to another, having different designs, fonts, formats, and colors schemes throughout. As well, we wanted to see if users thought that overall, fonts and text sizes were difficult to read.

Lastly, we wanted to give users a space to leave a comment or any additional feedback on how to improve the website. This is where we were able to acquire some of the most valuable feedback

from the users as it did not limit them to only a few answers. This was not just used by users to showcase parts of the website that were great, but also to point out any issues that they encountered while navigating through the website.

Findings

With all of the previous observations in mind (see Overview and Background), we tested Planet Hollywood's website usability to see how effective their website is at appealing to a younger demographic, and how that demographic responds to Planet Hollywood's website efforts in real life. Having first asked a total of 20 users questions about themselves to gain demographic information, our results show that with the exception of two people, all were college students aged 18-23; 4 users were not in our targeted audience at all, leaving us with 16 participants total to evaluate.

When asked about their preferred method of accessing the internet, 4 out of 16 participants selected using a desktop, 9 out of 16 selected using their mobile phones, and 3 out of 16 had no preference using either.

When participants asked about their budgetary preferences, 4 out of 16 stated they would spend 1 to 50 dollars, 7 out of 16 stated they would spend 50 to 100 dollars at Planet Hollywood, 2 stated they would spend 101 - 150 dollars, and one stated they would spend 200+ dollars (one user left no response).

Furthermore, when users were asked to rank their reasons for visiting Planet Hollywood on a scale of 1 to 6, with 1 being the most important, and 6 being the least important, given the following options to choose from: entertainment (concerts and shows), gambling, shopping, dining, booking a hotel room, and nightlife; participants ranked shopping as their number one (highest) reason to visit Planet Hollywood, they ranked dining second, nightlife third, followed by ranking booking a room and entertainment as their fourth reason for visiting, equally, followed by ranking booking a room fifth, and ranking gambling sixth, as the lowest reason for visiting Planet Hollywood.

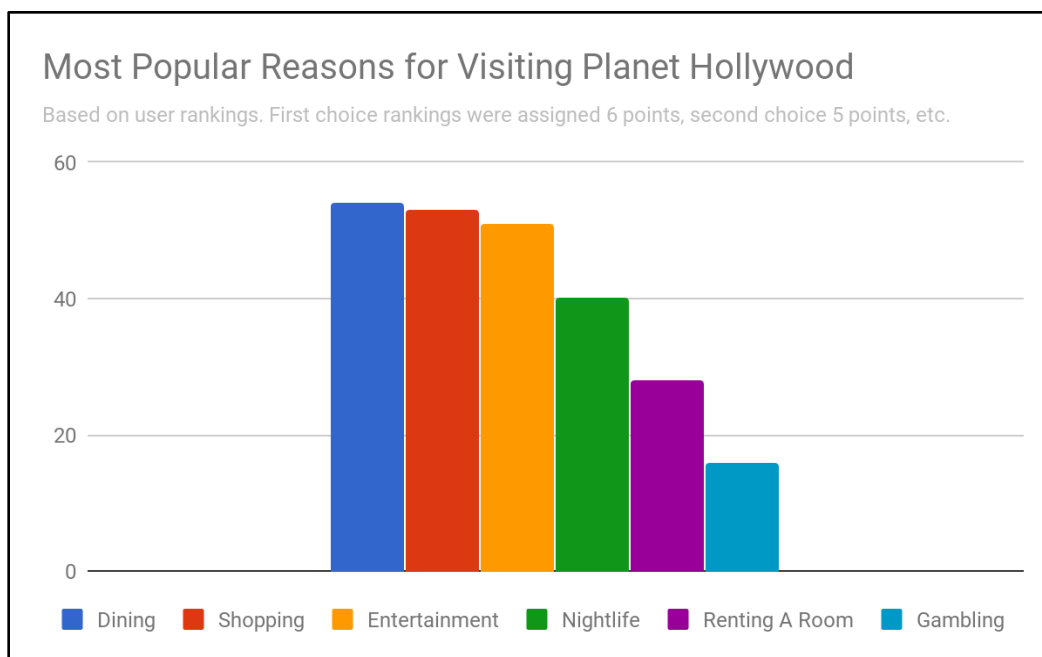


Figure 5: Most Popular Reasons for Visiting Planet Hollywood

Finally, we asked these participants to use the casino's website to complete these specific tasks:

- booking a room
- purchasing a ticket for a concert/show
- looking up information about a store/shopping center
- looking for a place to eat
- looking for a map of the hotel/casino

We then asked them to rate how easy it was to complete each task, as well as how long it took them to do so on either the mobile or desktop versions of the website in order to evaluate usability. Lastly, we asked the users to rate the website based on their overall experience with:

- Readability of fonts/text sizes on the map of the hotel/casino
- Information on hotel rooms, entertainment, shopping, or dining through the website and if they felt there was enough information about the subject
- Ease of navigating through the website
- Attractiveness/appeal of the website
- Readability of the fonts/text sizes throughout the website

We also asked the users to give any additional feedback for:

- Things that could be improved on the casino's website
- Additional comments/suggestions based on the casino's website

Our results indicate that on average, participants rated the desktop version of the website higher than the mobile version of the website. More specifically the results, based on averages, are as follows:

Desktop Findings

Our desktop results show that participants, on a scale of 1 to 5, with 1 being difficult (Poor), 3 being neither easy nor difficult (Okay/Fine), and 5 being easy (Great), rated the ease of booking a room a 4.4, and shared that it took over 2 minutes in order to do so. When trying to purchase a ticket for a concert/show through the website, users rated the ease of doing so a 3.3, and shared that it took 1 to 2 minutes to do so. When attempting to look up information about a store/shopping center through the website, users rated the ease of doing so a 3, and shared that it took 1 to 2 minutes to do so. When looking for a place to eat, users rated the ease of doing so a 3.9 and shared that it took under one minute to do so. When locating a map of the hotel/casino users rated the ease of doing so a 3.3 and shared that it took an equal amount of users under 1 minute, and an equal amount of users over 2 minutes to do so. When users were asked about the readability of the fonts/text sizes on the map of the hotel/casino, they rated it a 4.5. When users were asked their opinion on how they felt in terms of finding information for rooms, entertainment, or shopping through the website, and if they felt there was enough information about the subject, users rated this a 3.9. When asked how easy it was, overall, to navigate through the website users rated this a 3.9 as well. When asked about how attractive/appealing the website was after navigating through it, users rated this a 3. When asked how readable the fonts/text sizes were after navigating through it, users rated this a 4.5.

Finally, when users were asked to give additional, overall feedback on the desktop version of the website in regards to what they think needs to be improved, they responded with various answers. One user responded with the following:

First of all, when clicking on certain links (like that for booking a room), there was no way to get back to the homepage unless I spammed the back button, which took longer than necessary. Secondly, when I finally found a link to a restaurant I was looking for, there was hardly any useful information on Planet Hollywood's website. Also would love to see some pictures of the dishes/options on the website or some customer reviews there as well. For the shops, there was almost zero information on the shops/locales within the casino or mall area. And the map for the casino was based off Google Maps. Albeit Google Maps is great for driving, I felt it was out of its element here as there was very little information or detail on where certain shops were, while others weren't even on the map.

The same user, when asked to provide additional comments/suggestions based on the casino's website, responded by saying that,

"Overall, many of the website's pages (even the homepage) were too cluttered, and had too many fonts/images all over. It was difficult looking for what I actually needed due to this as well as the fact that some of the UI components were transparent/opaque."

Another user responded by saying that the website should show where all the restaurants are located, and that Gordon Ramsey should be on the cover page of the website. Another user stated that they should “make purchasing tickets for shows or concerts easier.” Another user provided even more extensive feedback by saying that “the website itself does not look too great. In some places, it looks too cluttered and the events on the side look like random advertisements.” The user also stated that the shopping section for Planet Hollywood does not give good information about what is there, including the Miracle Mile Shops, “it just gives a description about the shops in general and gives a small list of stores available on the side.” This same user brought up an interesting point about pricing of rooms, saying that “one thing that’s not too great is that the price of the hotel does not include the room fees such as internet and room service. So a \$59 room comes out to around \$100 with the fees.” Another user mentioned that the map should be easier to find. Another user also mentioned that the aesthetic appeal of the website could be better, and that mobile navigation seems to be a little more difficult than a computer, and that options on the initial face of the website could be simplified. Another user stated, “if booking a show or a room, clicking link after link can become confusing.”

Mobile Findings

Our mobile results show similar results. When participants were asked to rate the ease of booking a room on the mobile website, they rated it a 3.2, and shared that it took over 2 minutes in order to do so. When trying to purchase a ticket for a concert/show through the website, users rated the ease of doing so a 3.3, and shared that it took 1 to 2 minutes to do so. When trying to look up information about a store/shopping center through the website, users rated the ease of doing so a 2.5, and shared that it took 1 to 2 minutes to do so. When looking for a place to eat, users rated the ease of doing so a 4 and shared that it took under one minute to do so. When locating a map of the hotel/casino users rated the ease of doing so a 3.1 and shared that it took an equal amount of users under 1 minute, and an equal amount of users over 2 minutes to do so. When users were asked about the readability of the fonts/text sizes on the map of the hotel/casino, they rated it a 3.5. When users were asked their opinion on how they felt in terms of finding information for rooms, entertainment, or shopping through the website, and if they felt there was enough information about the subject, users rated this a 3.2. When asked how easy it was, overall, to navigate through the website users rated this a 3. When asked about how attractive/appealing the website was after navigating through it, users rated this a 2.9. When asked how readable the fonts/text sizes were after navigating through it, users rated this a 3.7.

When users were asked to give additional, overall feedback on the mobile version of the website in regards to what they think needs to be improved, they responded with various answers, as well. Some responses worth noting are that one user found the site to be “a bit cluttered,” and the color scheme “mediocre.” Another user said

that the “Book a Room” tab placed in every tab category used to navigate through the app website, is “very confusing when trying to look specifically for shows, restaurants, and things to do.” Another user stated that the site “seems very cluttered and hard to find things. I’d suggest changing the whole thing so it is more user friendly and tells you where to go and not just trying to sell you something fast.” And another user stated there should be an overview of the hotel inside, or where to park easily. Two users also noted that there isn’t much information on shopping and that the map provided isn’t as helpful, “casino locator took me to the hotels website where I had to scroll down to find the address and put it into my maps app.”

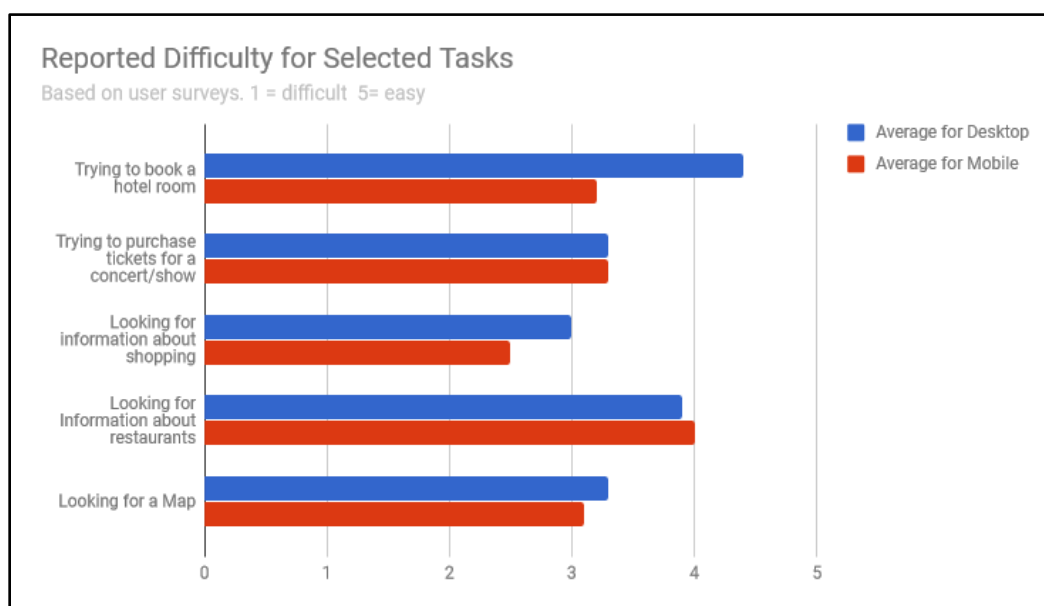


Figure 6: Reported Difficulty for Selected Tasks

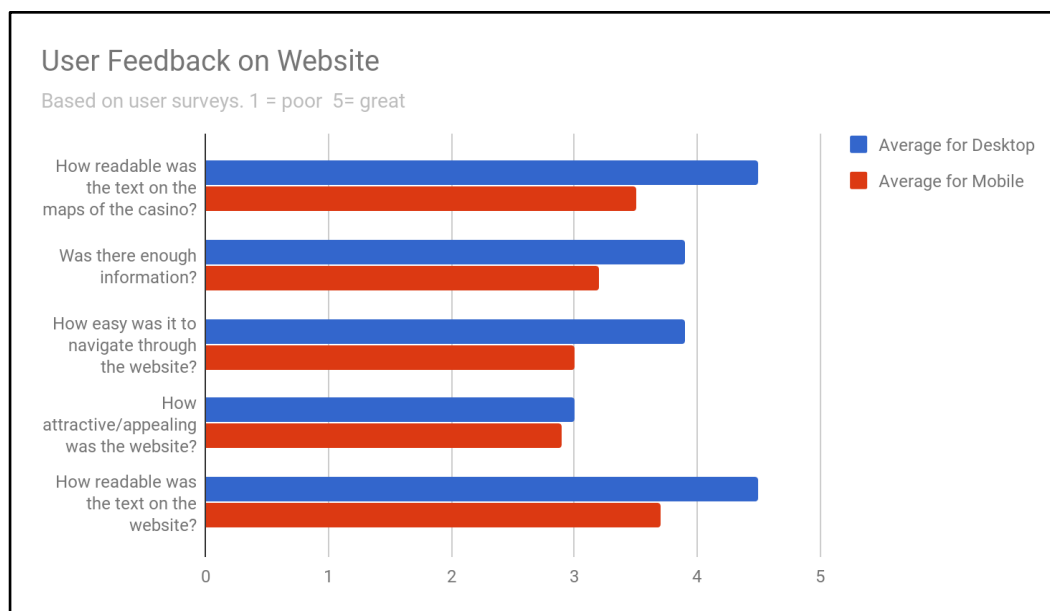


Figure 7: User Feedback on Website

In all, when comparing both the mobile and desktop results, the areas that seem to need the most improvement in terms of website usability are the ease of looking up information about a store/shopping center, booking a room, and purchasing tickets to a show, followed by the attractiveness and appeal of the website.

Closing

Our usability testing of Planet Hollywood’s website has revealed a variety of things, and with research done on demographics and technology it is in Planet Hollywood’s best interest to consider our recommendations to improve their website, and in turn improve user experience, as doing so will prove to be beneficial to the hotel and casino. The recommendations, again, include, but are not limited to:

1. decluttering the homepage in a favor of a simpler design,
2. deemphasizing booking a hotel room and instead emphasizing the unique entertainment and dining/shopping opportunities at Planet Hollywood,
3. minimizing website redirects when booking a room and buying tickets for shows, and
4. displaying complete pricing, including taxes and fees, upfront when booking a room.

Many users noted their frustrations regarding major aspects of the website. One of the main concerns being the lack of information/misinformation on pertinent things that Planet Hollywood has to offer its visitors, such as information on shows/dining/shopping, as well as upfront information on purchasing said entertainment. This is critical in that when people are accessing their information on the web, not only can they go to other sites to find the actual information

they are looking for, but can very easily end up opting to spend their money elsewhere, at those other sites instead.

Given that the main goal of any hotel and casino is to attract visitors, and get them to spend their time and money, it is especially important to the success of any business in this “digital age” that they invest in providing attractive and convenient digital mediums, in this case their very own website which represents them, and all they have to offer, to customers that can readily access, engage with, and purchase their product. Our research on the visitors of Las Vegas further underscores the importance of this concept, as it shows that the demographic has indeed changed to a younger demographic who strictly access web content through mobile devices, and tend to seek out the best and most appealing deal.

Some limitations in our research are that we selected only a range of questions and tasks for participants to complete. So further research could include more varied questions that include the user’s actual experience with Planet Hollywood, and correlate that experience with their website experience, and vice versa, to determine the true impact between the two.

Appendix A: User Comments

What do you think needs to be improved on the casino’s website?

First of all, when clicking on certain links (like that for booking a room), there was no way to

Show where all the restaurants are located.

Make purchasing tickets for shows or concerts easier.

The website itself does not look too great. In some places, it looks too cluttered and the events on the side look like random advertisements. Also, the shopping section for Planet Hollywood does not give good information about what is there, including the Miracle Mile section. It just gives a description about the shops in general and gives a small list of stores available on the side. It should be similar to the restaurant section where it gives a brief description of the stand-out stores.

The map needs to be easier to find.

The aesthetic appeal could be better. Mobile navigation seems to be a little more difficult than a computer. Also could be simplified as far as options on the initial face of the website go.

Nothing, the website looks good and everything is easy to find and navigate through.

Links need to be simpler and easier to follow. If booking a show or a room, clicking link after link can become confusing.

In booking a room, they should display options that will allow users to narrow down and filter a specific room. Like including amenities, bed size, and etc. They should also allow for this function in other categories. Make the map easier to find.

Any additional comments/suggestions based on the casino's website?

Overall, many of the website's pages (even the homepage) were too cluttered, and had too

That Gordon Ramsey should be the cover page of the website

Besides the shopping section, the hotel and shows sections were pretty simple to navigate through. It gave me a section to put in which days I would like to stay, and also gives pricing and a picture of the room. One thing that's not too great is that the price of the hotel does not include the room fees such as internet and room service. So a \$59 room comes out to around \$100 with the fees.

I like that there's different header sections to take you to certain places like restaurants, concerts, room, etc. wide variety

Good organization and helpful information.

I did not like the endless scrolling. Maybe they should add a "Favorites" option to each room. Hard to keep a tab on which room I wanted to book.

Casino locator took me to the hotels website where I had to scroll down to find the address

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