Planet Hollywood Website
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November 20, 2017

SECTION	VISUAL	SCRIPT
INTRO-DUCTION **Time:** **0:00 – 0:20**	**Title Slide**	**(Alexis)** Hello everyone, let me introduce you all to our group. I'm **Alexis**, this is **Chris, Juan**, and that is **Patriz**. Planet Hollywood is a well-known hotel and casino on the Las Vegas strip. For our project, we tested Planet Hollywood's website's usability.
OVERVIEW **Time:** **0:20 – 1:00**	**Topics of Discussion Slide**	**(Alexis)** Our presentation will cover a few main topics. First will be about Planet Hollywood, it's history, what it has to offer to visitors, and its audience. The second topic will be about our usability test, its results, and recommendations we have for Planet Hollywood. **Chris** will start off with telling us about Planet Hollywood.
About Planet Hollywood **Time:** **1:00 – 2:30**	**About Planet Hollywood Slide** **Attractions Slide** **Targeting Younger Visitors Slide**	**(Chris)** 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. This site was originally known as the Aladdin resort. The property was sold, completely renovated, and reopened as Planet Hollywood in 2007. It features almost 2,5000 hotel rooms, a casino with more than 1,000 gaming machines, and twelve restaurants and bars. 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 almost 3.9 billion dollars. **[click to Attractions slide]**

		Two major attractions at 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. **[click to Targeting Younger Visitors Slide]** Planet Hollywood 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." 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.
Las Vegas's changing visitor	**Las Vegas Visitors Breakdown by Age Group Slide**	**(Chris)** The fact that Planet Hollywood targets younger visitors is important because visitors to Las Vegas are getting younger. The Las Vegas

demographic **Time: 2:30 – 4:00**	**Las Visitors are Gambling Less Slide** **Millennials and Generation Z Slide**	Convention and Visitors Authority found that in 2016 19% visitors were between the ages of 21 and 29. As you can see from this slide, there is a general pattern of visitors in this age group increasing. The average visitor's age is now 44, which means that half of all visitors are younger than that. **[click to Las Vegas Visitors are Gambling Less slide]** This demographic shift to younger visitor 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 likelier 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. A 2008 LVCVA survey found that just 6% of visitors ages 21 to 24 came to Las Vegas for the primary purpose of gambling. **[click to Millennials and Generation Z slide]** Younger visitors to Las Vegas today are at the intersection of two different generational groups: Millennials and Generation Z. Millennials were born between 1977 and 1995. Gen Z were born 1996 or later. Most of our research subjects are members of Gen Z. One important characteristic of Gen Z is that they are digital natives, meaning they cannot remember a world before the Internet. This means

		they are used to having a constant stream of information available to them and tend to have short attention spans. It can be difficult for businesses to get their attention. Another important characteristic of Gen Z is their use of mobile devices. A 2017 Pew Research Center study found that 92% of people ages 18 to 29 own a smartphone. 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. This means that businesses need to be mindful of how their web content appears on mobile devices.
Research **Time:** **4:00 – 5:30**	**Creating Our Survey Slide** **Participant Demographic Slide** **Participants and Technology Slide** **Participants and Planet Hollywood Slide**	**(Juan)** After doing extensive research on Planet Hollywood, their target demographic, and the changing visitor demographic in Las Vegas, we wanted to make sure that our survey focused on these things as well. As such, we wanted to ensure that our participants were part of that target demographic. **[click to Participant Demographic slide]** Therefore, the first part of our survey was implemented to make sure that the participants we based our research and recommendations on would give Planet Hollywood the latest and most accurate information. **[click to Participants and Technology slide]** After establishing the best group of participants to test the website's usability, we wanted to get a better sense of how that group related the technology that they would be working with. So, this part of the survey was used to analyze the participant's computer skills, as well as to determine our sample's preferred way of accessing the internet. This was important for us to realize so that we could give Planet Hollywood the best feedback we could give alongside recommendations that could have the most

		significant effect.
		[click to Participants and Planet Hollywood slide]
		The next set of questions on our survey was used to determine how our sample group would most likely interact with Planet Hollywood. When conducting or background research, we came across various popular activities that visitors to Las Vegas would partake in. Among them, there was entertainment (concerts and shows), gambling, shopping, dining, and nightlife. And because Planet Hollywood is also a hotel/resort, we included renting a hotel room, in case the other options were not something a participant would see themselves doing at a casino.
		The other questions we asked our participants, was what their budget on average would be per visit to Planet Hollywood. Although this question doesn't really seem to relate to website usability at first glance, we thought it would give us just a little more insight into the options that this demographic is looking for.
		For example, if the average budget for our test group was $50 a visit, then fine dining or renting a hotel room would most likely be out of the question. So, when Planet Hollywood wants to consider revamping their website, they can have a better idea of what to focus on.
		Now that we have talked about our participant survey, we can discuss the actual testing.
		[click to Testing Website Usability slide]
Testing Website Usability **Time:** **8:10 – 11:00**	**Testing Website Usability Slide** **Tasks Slide** **Tasks Explained Slide**	**(Juan)** Because we had done background research and determined participant demographic beforehand, we knew what the most common reasons why someone in the target audience would visit Planet Hollywood. **[click to Tasks Explained slide]**

	Post-Test Questions Slide	Accordingly, we decided to ask our participants to perform a series of 5 similar tasks through Planet Hollywood's website.
		The first 2 tasks were somewhat similar in terms of procedure. With the first asking our participants to book a room through the website, and the second asking them to purchase tickets to a concert or show through the website (without taking the final steps of paying of course).
		Like before, the third and fourth tasks were similar in procedure. One of these asked our participants to attempt to find information about the shopping center or a specific store within Planet Hollywood. The second of these tasks asked our participants to look for information about the restaurants or a specific restaurant within the casino.
		The last of these tasks asked our participants to look for a map of the hotel or casino area by using the website.
		[click to Tasks Explained slide]
		Now that we have discussed the tasks given to our participants, I will go into detail as to why we chose these tasks.
		So, the first 2 tasks were chosen because we believed they would be among the most time consuming to accomplish on the website. Additionally, these 2 tasks would help us test how the website would handle after initial use getting past the homepage.
		The next 2 tasks (looking for shops/restaurants), we decided to incorporate into the test because they assessed how much relevant and useful information someone who visits the website could hope to find. Although stores and restaurants would most likely have their own website, for the customer's sake, having one place to access all the stores/restaurants they will find in a place is a good idea.

| | | Lastly, we decided to ask our participants to search through Planet Hollywood's website for a map of the hotel or casino. We thought this was an important task to evaluate the outcome of because it acts as a great visual to help future visitors know where to find what they're looking for quicker. If a visitor knows that a certain restaurant is at Planet Hollywood, they could search up where it is located and find it within minutes of entering the building. If a visitor is not able to find the location of a restaurant or shop relatively soon, they might just cut their losses and walk out of the casino empty handed.

[click to Post-Test Questions slide]

After participants completed each of the 5 tasks, we asked them to indicate how long it took them to complete that task. We included this feedback question to help determine which parts of the website could be improved upon.

The next set of questions following up the tasks were about the readability of text. We asked how the font choices, sizes, and styles on the website were overall. Since we noticed that some parts of the website would use a different theme/layout, we could not ask about each individual web page. We also asked this question individually for the map. Since the map had its own style and formatting, we wanted to make sure that was readable to visitors.

We also believed it was important that the website's theme was appealing especially those who fell in Planet Hollywood's target audience. We noticed that the website had a more feminine theme (purple and orange), we wanted to make sure it appealed to women at least. If it did not appeal to them, then it might not be serving any purpose.

Lastly, we asked our participants to rate how easy it was to navigate through the website overall. Seeing as some parts would clearly be easier to navigate through, we wanted to get a sense of |

		what participants felt the overall ease of navigation was.
		In addition to these, we also included 2 open-ended questions for participants to leave additional feedback. One of the questions asked the user what they thought needed to be improved. Since we had many participants, this is where we could see if any one part of the website was mentioned by many people. The other question asked users for any additional comments/suggestion about the website. Like the first open-ended question, this question would not only help us see what else users were suggesting about the website (perhaps something we did not cover in our testing), but also to help us see where they believed that the website was working well, thus, not needing to be tweaked much if at all.
		[click to Findings slide]

Findings	Most Popular Reasons for Visiting Planet Hollywood Slide	(Patriz) When testing Planet Hollywood's website usability our results were as follows.
Time: 11:00 – 13:00		First, when we asked our participants about their preferred method of accessing the internet, 4 out of 16 participants preferred using a desktop, 9 out of 16 preferred using their mobile phones, and 3 out of 16 preferred using either.
		When 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).
		This well-established our demographic, and we proceeded to ask our participants to rank their reasons for visiting Planet Hollywood on a scale of 1 to 6, with 1 being the highest reason and 6 being the lowest reason 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 finally ranking gambling sixth, as the lowest reason for visiting Planet Hollywood.
		[click to Findings cont.]
	Reported Difficulty for Selected Tasks Slide	Our desktop results show that 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), participants rated the ease of booking a room a 4.4, and shared that it took over 2 minutes in order to 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 3, and shared that it took 1 to 2 minutes to do so. When looking for a place to eat, users rated the

| Recommendations

Time:
13:00 – 14:00 | Website Design

Booking A Room /
Purchasing A Ticket | (Juan) After thoroughly testing the website ourselves and confirming our findings with the feedback from our participants, we give these recommendations with nothing but Planet Hollywood's best interest in mind.
The first set of recommendations will focus on the overall website design. One issue that came up while navigating through the website is that many of the web pages, especially the homepage are too cluttered. As such, when looking at these web pages, it was hard to focus on any one part, resulting in missed opportunities to grab our attention.

In order to fix this problem, we propose to remove the "Book A Room" tool from the middle of the homepage. Because Planet Hollywood's target demographic is young adults and college students, booking a room should not be the first thing these people see, as it is more often than not, the case that they will not be booking a room. Likewise, we noticed that the "Book A Room" tool was implemented on each web page, making it look like an advertisement, and by doing so, had the effect of making the user try to ignore it.

Instead, we suggest moving the concerts/shows slides up from the bottom to promote something that the target demographic can relate to. Or implement small videos/trailers for the shows that will be available at the casino.

The second suggestion we have to help reduce the cluttering around the homepage is to reduce the amount of tabs, links, and images present on it. Although the homepage is meant to showcase all that the casino has to offer, overloading the user will not help. Trying to keep it limited to the most popular or top attractions is a much better idea.

[click to Booking A Room / Purchasing A Ticket] |
| CONCLUSION

Time: | | (Alexis) Today we covered the results of our usability project. We started off by informing you all about some of the background information on |

14:00 – 14:30		Planet Hollywood and their visitor demographics. We also provided some of our recommendations, accordingly, to improve the website, which were achieved through our usability testing and its results. **[click to Q&A]**
Q&A **Time:** **14:30 - End**		**(Alexis)** If any of you have any questions, please raise your hand. We will try to answer to the best of our abilities. Thank you.