

Key

Colour key	Positivity key	Key terms / acronyms
User Interview and Survey Results	Neutral	CTA Call-to-action
Competitive Benchmarking	Positive	PI Premier Inn
User 1, Barceló Hotel Group App	Negative	NHG NH Hotel Group
User 1, The Doyle Collection App		TM The Montcalm
User 2, Barceló Hotel Group App		HH Hilton Honors
User 2, The Doyle Collection App		BHG Barceló Hotel Group
User 3, NH Hotel Group		TDC The Doyle Collection
User 3, The Montcalm		WCAG Web Content Accessibility Guidelines
User 4, NH Hotel Group		
User 4, The Montcalm		

Key note: Some rows within groups contain more than one colour. In this instance, they are grouped into the same row because they focus on the same hotel app.

Home screen

- PI: Homepage has a clear, minimal design
- HH: Homepage has clear CTAs for registering, signing in and searching for a hotel.
- Attractive, high-end imagery on home screen
- User says that the initial welcome screens give off a premium feel
- Easy to find the 'book my room' CTA on home page
- Colour contrast not clear enough on NHG homepage
- PI: Welcoming opening header on home screen. No jargon used
- HH: Home screen title has poor colour contrast and would not reach WCAG AA accessibility requirements.
- Finds the image carousel on the hotel page intuitive and helpful. Prefers this compared to the picture layout Booking.com uses.
- Slow load time for TM homepage and app crashed towards end of process
- Likes the bright and vibrant imagery of the hotel room on the home screen
- PI: 'Search hotels' button on home screen goes to next stage of process without the user needing to complete all the information fields
- IHG: Very clear 'find a hotel' button on home screen
- Clicks 'search for a hotel near you' option on home screen and the app brings up a 'no results found' popup
- Finds the general appearance of the NHG home screen attractive and inviting
- PI: Key CTAs on bottom of home screen help to navigate through process. Layout is clear.
- IHG: Very small text on home screen that could be illegible for some users
- PI: No branding used on homepage and has quite a bland appearance

Results page - hotel and room listings

- PI: More information is needed about bed size on hotel options page
- Clear and intuitive CTAs on room booking screen. "Very straightforward"
- User likes that the 'best room options' are at the top of the booking options screen so he doesn't need to scroll.
- Easy and intuitive breakfast toggle on room booking page
- Not clear if the hotel reviews are from an internal or external source
- PI: Results page shows hotels that are sold out
- On room booking page: "The first thing I am drawn to is the TripAdvisor... as the first thing that caught my eye"
- User was disappointed by the lack of TripAdvisor ratings on hotel listings
- Information about the hotel's location is not forthcoming on the 'book my room' page

Booking pages - personal details and payment

- HH: All fields on booking pages have American vocabulary (e.g. 'State' and 'Zip') despite the user being in the UK
- Nationality selection on booking process takes a long time and requires that the user scrolls through a list of countries to find their own.

Unnecessary & confusing features

- HH: 'Choose a rate' page contains a large number of options, some capitalised and others lower case. This is confusing and distracting.
- User finds the use of 'NH' and 'show' hotel acronyms in search results confusing and unnecessary
- User is overwhelmed by the amount of room options and finds the terminology confusing
- It isn't clear what the plus symbol on the floor plan corner does until the interviewer asks the user to click on it (opens up offers information)
- Black Friday lightbox detracts from the simplicity of the user journey and slows down the process of booking
- HH: Offer screen contains various CTAs that, when clicked on, take you off the app and onto the HH website
- User accidentally books two rooms instead of one initially due to confusing symbolism on booking screen
- Confusing terminology on personal information page. Options for address type are 'leisure' or 'business'. User is looking for it to say 'home'.
- User found experience of using the TM app irritating and confusing
- IHG: First option in list of hotel results has no rooms available. This is therefore an unnecessary option.
- IHG: Unnecessary hamburger menu with several options that users do not need

User priorities

- Ratings and reviews are key factors for hotel selection
- User puts emphasis on having refundable booking option with free cancellation
- Importance of clarity of information and clear structure
- Sometimes apps used because it's a hotel they can trust and deal they like
- "TripAdvisor is very important to me. I always check TripAdvisor before booking"
- Number of reviews on a hotel affects consumer opinion
- Location and qualitative reviews top criteria
- User wants to ensure they can trust the brand before booking
- Respondents don't like receiving unsolicited emails after using app
- Majority of people used websites on desktop/laptop over mobile apps
- Would have liked to have seen testimonials to accompany the TripAdvisor ratings
- Top 3 priorities in hotel listing: price, rating/reviews, attractiveness in photos
- User prioritises value for money
- Ease of use and functionality essential
- Hotel apps used for booking, checking prices and browsing options
- Price, hotel aesthetics and ratings/reviews are all important factors
- Distance from airport and the city centre is an important booking factor
- Users mentioned importance of having information e.g. booking fees up front
- Apps used for comparing facilities, packages, and future availability
- Likes to compare price and ratings at same time on booking apps
- "I always try to get a good location, that's probably the thing I look for the most"
- Other priorities include: availability of facilities, pool info
- Brand trust: User didn't browse other hotels because they trusted the Hyatt hotel group enough to book straight away
- User checks ratings of hotels on TripAdvisor and uses Trivago to book
- User tends to look for hotels with good transport links to the centre of the city
- User prioritises brand trust and customer experience as key factors when choosing hotels
- Haven't found the hotel booking experience worrying with Hyatt and liked that they gave them free parking

Membership / reward schemes

- Majority of respondents have not signed up to hotel membership scheme
- User initially doesn't like that the app presents the NH Rewards prices instead of the ordinary prices on the 'select room' page.
- Highlights their reward scheme throughout the process. However, didn't give very much detail
- Those that had a membership haven't used the scheme in a few years
- User describes the auto-selected 'NH Rewards price' toggle as a 'cheer marketing ploy' which makes the rewards scheme seem 'lousy'
- Some respondents expressed an interest in signing up for a hotel membership

User behaviour

- Most users generally able to complete their desired task
- Only used one booking app, did not compare between others
- Skips initial sign up screen as she doesn't know enough yet about the hotel group.
- Participants used websites on desktop/laptop on phone/tablet interchangeably
- User tends to use apps like Travelodge when travelling for business in the UK
- Larger booking platforms used most regularly, sometimes books directly with hotel websites

Imagery & iconography

- Enjoys the images of beautiful locations on the search screen
- HH: Attractive imagery of each hotel on search results page provides a beneficial visual cue
- Iconography for adults/children is not clear enough on room booking dropdown
- User says that the hotel imagery on the room booking page has a positive impact on his decision
- On booking screen, not many photos of hotel options shown
- User describes video content on the 'book my room' page as "enticing"

Pricing

- Prices on hotel listings are in wrong currency for the user's location
- Too many booking options and no clear detail as to what each includes e.g. breakfast pricing
- User feels the price of each room needs to be more visible
- PI: Can order listings by price or distance on search screen
- User felt that there could have been more info about the price options at end of booking process

Process & flow

- PI: Throughout search & select screens, the user has freedom/control to go back to previous step
- Throughout booking, cannot easily see an option to cancel the room
- Some users feel rushed by the process of booking hotels online and will often revisit hotel apps to make decisions
- PI: Has the option to log in or 'continue as guest' at payment stage but no option to create an account
- App didn't present information on cancellation going clearly enough for the user to spot it throughout the process
- HH: Contact CTA on bottom dock bar gives users an easy way to ask for help at any stage of the booking process
- Found overall NHG app experience easy and clear

Cancellation

- Appreciates the option of free cancellation on 'view more rates' screen
- Not clear as to whether you can cancel

GPS and app permissions

- App asks to access location and photos/media/files
- PI: App is upfront re. GDPR/data collection

Offers & extras

- User doesn't like the screen of hotel add-ons and explains that it feels like they are trying to get more money out of me
- On the personalisation screen, some extras are free such as fragrance
- User enjoyed having option to purchase luxury add-ons
- User enjoys having the ability to personalise their stay with enhancements and aromas

User's concluding remarks & opinions

- User liked how the app was quick to use and easy to find a variety of options in London
- User thinks the app is a good option for booking special occasions
- Would not choose to sign up to the app unless they were sure they were going to book
- Airbnb difficult to use on a small screen

Search hotels - map and list view

- HH: Map view doesn't show prices of hotels for comparison
- IHG: Useful 'recent searches' feature on hotel search page
- On map search feature, a text box appears over the area of the map that the user is looking at
- On map search function, text box covers large area of map
- Map search feature on booking apps useful
- Search feature doesn't provide suggestions when the search term is misspelt
- HH: Helpful map view with ability to easily switch between list and map view
- PI: On search screen, the 'top destinations' list is not as effective as having a locations near you, or a previous searches' list
- Cannot specify type of bed preferred as a filter on hotel search screen
- On map search function there no prices to compare
- IHG: Ability to be able to choose list or map view on results page
- HH: App doesn't use GPS and so doesn't suggest local destinations.
- User finds searching central London and the results bring up 'Central Market, Valencia, Spain' instead of showing London hotels
- User finds the map view to be a useful & efficient feature
- IHG: Map view is cluttered, fiddly and difficult to use. Partially due to the number of hotel options
- User doesn't like that the search screen shows other destinations in other countries when he has already chosen Barcelona