



Booking.com

Discussion Guide
Usability Test
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Summary

This is a usability test discussion guide for:
booking.com

The aim of this document is to provide greater insight on the website's user interaction. The results gained from this guide can be used to improve the overall usability by changing or removing obstacles . This manual consists of the following sections:

1. Introduction

the participant will be:

- Informed on the purpose of this study;
- Asked to sign a consent form;
- Reminded that all data will be protected under the Data Protection Act.

2. Warm-up questions

Reassures the participant and gives an understanding of their background.

3. Five Task scenarios

Provides the participant with 5 scenarios to go through. This will be compared to anticipated reactions to improve usability.

4. Closing Interview

This final section gives the participant an option for feedback and/or additional comments.

Introduction

- **Introduce yourself and remind the participant of the purpose of this study**
- **Make sure the participant understands the importance of thinking out loud**
- **The web browser should be open on a neutral page (e.g. Google)**

Hi, _____. My name is _____, and I'm going to be walking you through this session today. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a Web site that we're working on so we can see whether it works as intended. The session should take about an hour

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions whenH

we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

Also, there are a few people from the Web design team observing this session in another room. (They can't see us, just the screen.) If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

Do you have any questions before we begin?

[Wait for the participant's reply]

Give them a recording permission form and a pen. While they sign it, start the screen recorder.

Warm-up questions

Before we have a look at the site, I'd like to ask you a few questions:

1. What is your occupation?
2. Can you tell me what your typical day is like
3. What do you do in your free time? Any hobbies?
4. How many hours do you spend online every day?
5. How often do you buy things online?
6. What are your favourite (shopping) websites?

Thank you. We're done with this first introduction. Shall we start have a look to the website?

Task scenarios

- **Click on the bookmark for the homepage for booking.com**
- **Ask the participant about his/her impressions of the page**
- **Allow them to this for a maximum of four minutes**

Today we are going to take a look at booking.com. Have you ever seen this website?

I'm going to ask you to look at this page and tell me what you think you can do. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.

1. What are your first impressions about the site?
2. What catches your eye?
3. What you think the site is about?
4. What could you do on this site?

[Allow participant to continue for a couple of minutes]

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

I'm also going to ask you to do these tasks without using the search function. We'll learn a lot more about how well the site works that way. And again, as much as possible, it will help us if you can try to think out loud as you go along.

- **Hand the participant the first scenario, and read it aloud.**
- **Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.**

First scenario

Let's imagine that you are finally on holiday next week, from the 23rd April 2018 to the 30th April 2018. It's exactly a week, so you can finally go to Rome. Try to book it.

Second scenario

You have a limited budget, you can spend between £900 and £1200 at the Hotel with breakfast and dinner included.

How can you refine your research?

Which one do you think is much more suitable for your request?

Third scenario

Your flight will land very early in the morning so you'll arrive at the hotel by 7.30 am. You've already booked the Hotel. Where can you find the information regarding check-in time?

Fourth scenario

You need to know if the Hotel that you've chosen has the airport shuttle service. Where do you find this information?

Fifth scenario

You've already booked your holiday to Rome when you realize that you needed a car rental.

How can you book the car from the home page?

Do you think it's possible to select specific cars by brand?

Closing questions

- **Inform the participant that the interview is almost over**
- **Ask the participant for feedback**

Thanks, that was very helpful. Before we end the interview, I still have a couple of questions for you.

1. What are some of the things you liked and did not like about navigating the website? Did you find it easy to quickly reach the page you were looking for? Was there anything that was missing from the website in your opinion?
2. If you were able to change anything about the website, what would it be?
3. Any other remarks regarding today's session?

Do you have any questions for me, now that we're done?

- **Give them their incentive, or remind them it will be sent to them**
- **Stop the screen recorder and save the file**
- **Thank them and escort them out**

References

- <https://www.youtube.com/watch?v=QckIzHC99Xc> - usability testing with paper prototype
- <https://www.youtube.com/watch?v=9wQkLthhHKA> - usability testing with paper prototype
- <https://www.sensible.com/downloads/test-script.pdf> - Steve Krug test script.
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