

# Usability testing report

iknow-uk



[www.webcredible.co.uk](http://www.webcredible.co.uk)

## Contents

---

Overview .....	3
Executive summary .....	4
About eye tracking .....	6
Observations & recommendations.....	8
Site proposition .....	9
Global issues .....	16
Accommodation listings .....	23
Accommodation details .....	38
Booking .....	42
Maps.....	52
Tourist information.....	56
Additional issues .....	60
Appendices .....	61
Appendix A: Participants .....	62
Appendix B: Tasks .....	63
Appendix C: Severity levels .....	64
Webcredible .....	65
About Webcredible .....	66
Training courses .....	67

## Booking

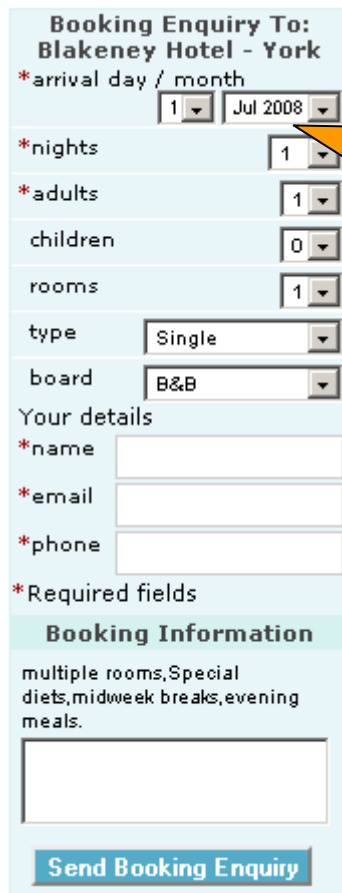
### 1. Booking enquiry form didn't incorporate a calendar

#### High priority

#### Observations

The lack of a calendar in the booking enquiry form led some participants to make mistakes in date entry e.g. selecting dates in the past, while others couldn't tell if the days they selected were on a weekend.

It's generally hard for people to calculate future dates without the aid of a calendar and web users expect to find a calendar on forms that require date entry.



**Booking Enquiry To:  
Blakeney Hotel - York**

\*arrival day / month  
1 Jul 2008

\*nights 1

\*adults 1

children 0

rooms 1

type Single

board B&B

Your details

\*name

\*email

\*phone

\*Required fields

**Booking Information**

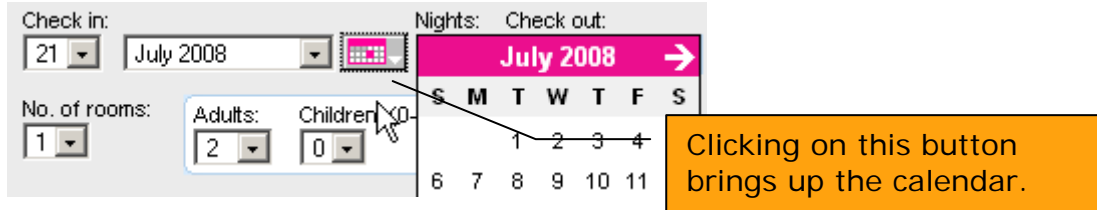
multiple rooms, Special diets, midweek breaks, evening meals.

**Send Booking Enquiry**

"I'm not really sure if the day I selected was a weekend. There's no calendar like in other sites."

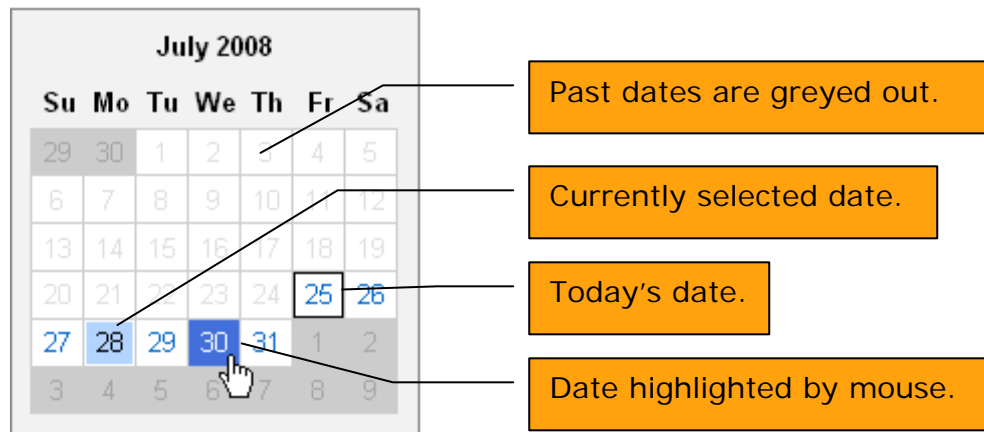
## Recommendations

- Add a button with a calendar icon next to the drop-down menu that, when clicked, will bring up a pop-up calendar.



Source: [www.lastminute.com](http://www.lastminute.com)

- Implement the calendar so that:
  - It opens as a page overlay rather than as a popup window. Popup windows may annoy some site visitors and can be blocked by popup blocking software.
  - Today's date, the currently selected date (if any) and the date pointed to by the mouse are all highlighted using distinct colours.
  - Selecting days in the past isn't allowed.



Source: [www.yahoo.com](http://www.yahoo.com)

- Consider greying out on the calendar dates where the property is unavailable, if availability information is known.

- Consider repeating the selected date and day of the week in full text below or to the right of the calendar icon. This helps reassure site visitors they've selected the right date.



The selected date is repeated in full text format.

Source: [www.kayak.co.uk](http://www.kayak.co.uk)

## 2. Issues with booking enquiry confirmation

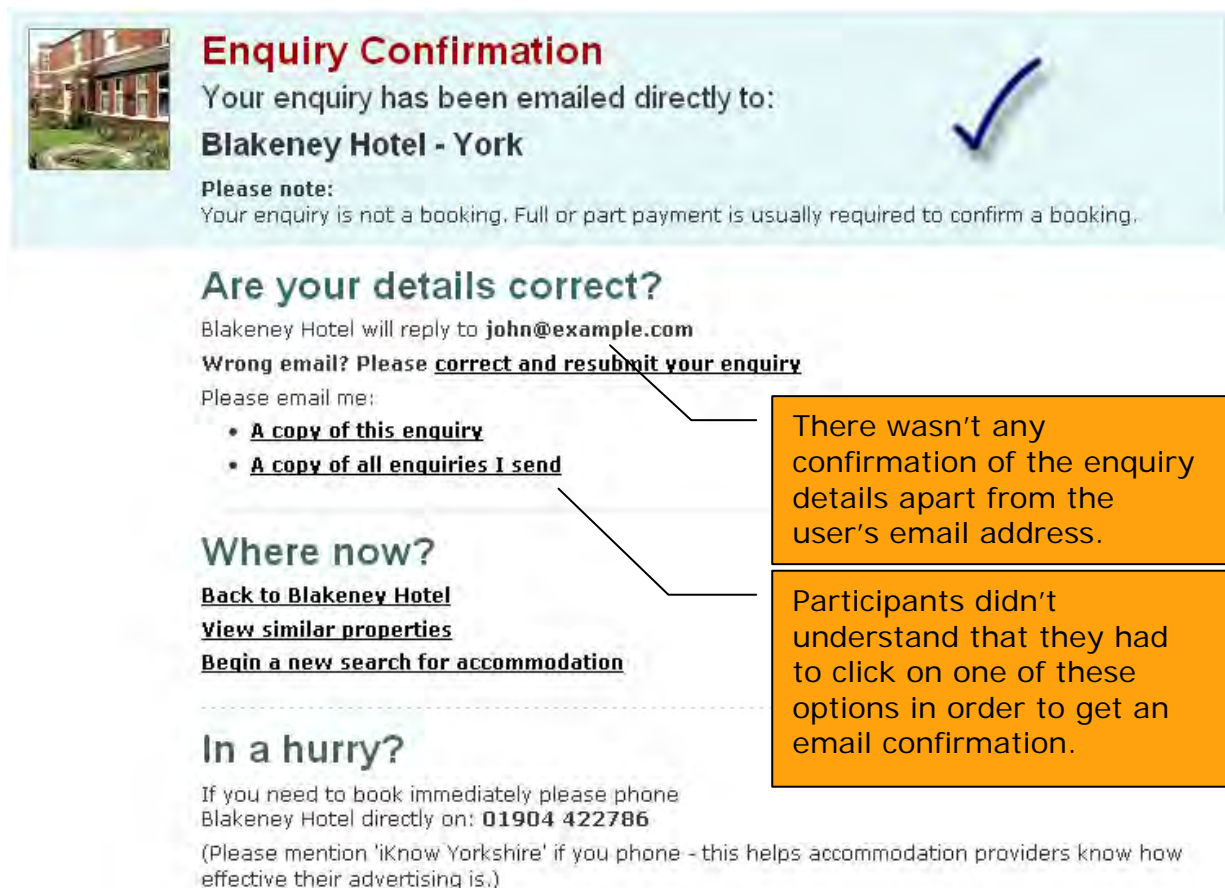
### High priority

#### Observations

---

The booking enquiry confirmation page didn't repeat all details of the enquiry e.g. the dates or types of rooms requested. This made it difficult for participants to confirm that they had entered the correct details in the booking enquiry form.

A few participants expected to automatically receive an enquiry confirmation email, which isn't actually sent out.



The screenshot shows a confirmation page for Blakeney Hotel - York. It includes a header with a photo of the hotel, a title 'Enquiry Confirmation', and a message: 'Your enquiry has been emailed directly to: Blakeney Hotel - York'. A blue checkmark is visible. Below this is a 'Please note' section stating the enquiry is not a booking. The main section asks 'Are your details correct?' and provides an email address 'john@example.com'. It offers two options: 'A copy of this enquiry' and 'A copy of all enquiries I send'. Below this are links for 'Where now?' including 'Back to Blakeney Hotel', 'View similar properties', and 'Begin a new search for accommodation'. A final section asks 'In a hurry?' and provides a phone number '01904 422786'. Two orange callout boxes on the right provide feedback: 'There wasn't any confirmation of the enquiry details apart from the user's email address.' and 'Participants didn't understand that they had to click on one of these options in order to get an email confirmation.'

**Enquiry Confirmation**  
Your enquiry has been emailed directly to:  
**Blakeney Hotel - York**

**Please note:**  
Your enquiry is not a booking. Full or part payment is usually required to confirm a booking.

**Are your details correct?**  
Blakeney Hotel will reply to [john@example.com](mailto:john@example.com)  
**Wrong email? Please correct and resubmit your enquiry**  
Please email me:  

- **A copy of this enquiry**
- **A copy of all enquiries I send**

**Where now?**  
[Back to Blakeney Hotel](#)  
[View similar properties](#)  
[Begin a new search for accommodation](#)

**In a hurry?**  
If you need to book immediately please phone Blakeney Hotel directly on: **01904 422786**  
(Please mention 'iKnow Yorkshire' if you phone - this helps accommodation providers know how effective their advertising is.)

There wasn't any confirmation of the enquiry details apart from the user's email address.

Participants didn't understand that they had to click on one of these options in order to get an email confirmation.

## Recommendations

---

- Repeat all details of the booking enquiry under the 'Are your details correct' heading on the confirmation page e.g. "You have requested 2 rooms for 3 adults on the 15<sup>th</sup> of August for 2 nights". See mock-up below:

### Are your details correct?

You requested **2 rooms** for **3 adults** on the **15th of August** for **2 nights**.

Novotel York will reply to **john@example.com**

**Wrong details? Please correct and resubmit your enquiry**

Mock-up of repeating booking enquiry details in the confirmation page.

- Send a confirmation email by default when site visitors submit a booking enquiry as this is the only way for site visitors to keep a persistent record of their enquiries.
- Include in the confirmation email all information found in the confirmation page, including the enquiry and hotel details.
- Replace the 'Please email me' links on the confirmation page with text that confirms that an email has been sent e.g. "A copy of this booking request has also been sent to your email".
- Alternatively, if it's not possible to automatically send confirmation e-mails, make the "Email me a copy of this enquiry" link more prominent in the confirmation page e.g. by turning it into a button and placing it near the top of the page.

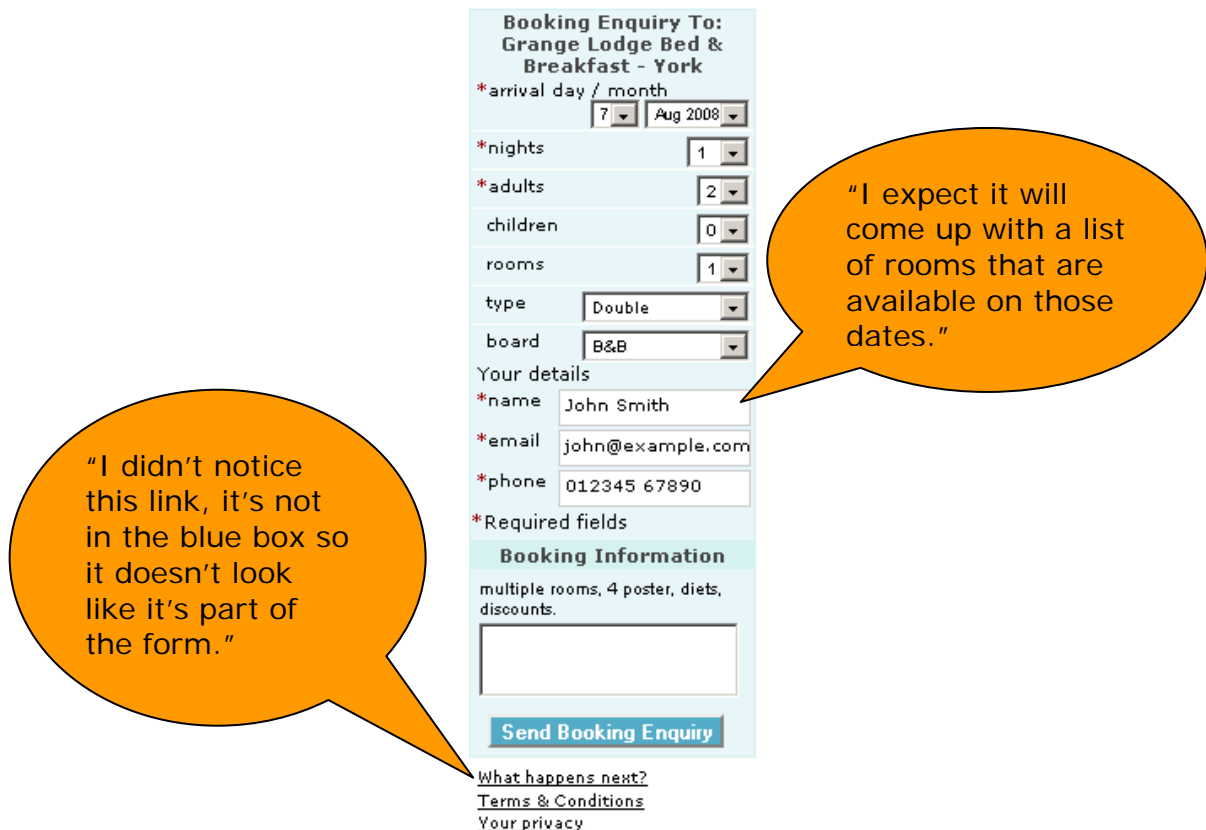
### 3. Offline booking process unexpected and likely to deter

#### High priority

#### Observations

---

Participants were generally negative towards the offline booking concept and would prefer that the site provided live availability information and online booking for all properties. Most participants weren't sure what would happen when they submitted the booking enquiry form.



**Booking Enquiry To:  
Grange Lodge Bed &  
Breakfast - York**

\*arrival day / month  
7 Aug 2008

\*nights 1

\*adults 2

children 0

rooms 1

type Double

board B&B

Your details

\*name John Smith

\*email john@example.com

\*phone 012345 67890

\*Required fields

**Booking Information**

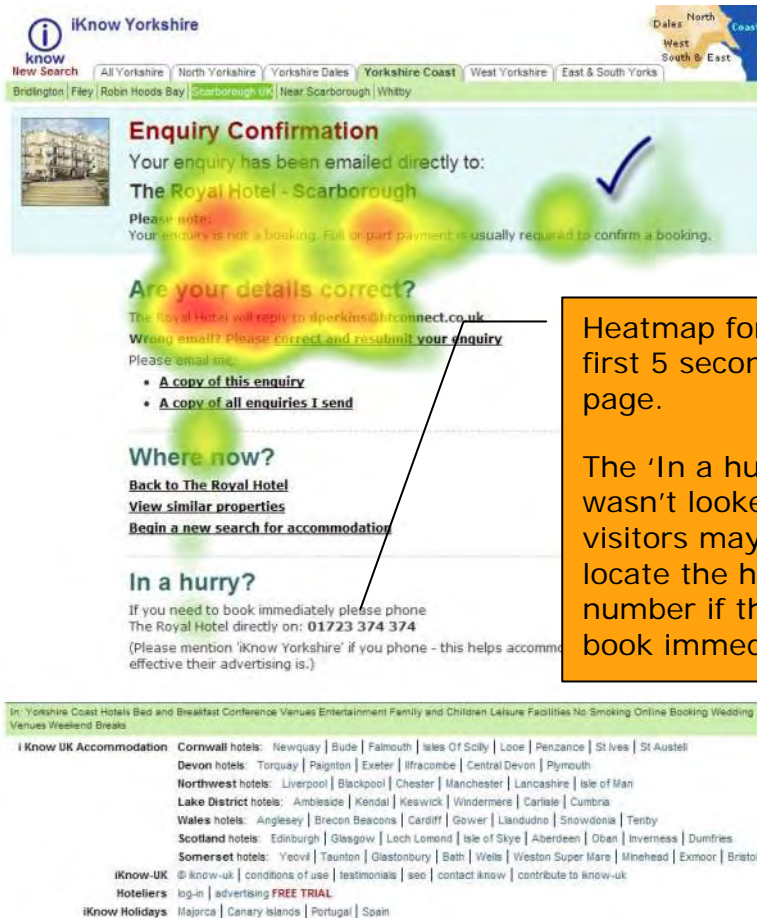
multiple rooms, 4 poster, diets, discounts.

[Send Booking Enquiry](#)

[What happens next?](#)  
[Terms & Conditions](#)  
[Your privacy](#)

There was no mention on the site of how quickly participants could expect a reply to their booking enquiry, which made some of them wonder what would happen if they wanted to book in a hurry or outside office hours.

If site visitors can't tell how quickly they can expect a reply, they may not send booking enquiries and may leave the site to find another way of booking.



Heatmap for 7 participants' first 5 seconds on this page.

The 'In a hurry?' section wasn't looked at and site visitors may not be able to locate the hotel phone number if they want to book immediately.

## Recommendations

- Change the title of the booking enquiry form to "Send booking enquiry to the hotel".
- Make the form title visually distinct by increasing the text size and using a background and foreground colours different from the rest of the form and consistent with other page headings.
- Include the 'What happens next?' link inside the coloured background of the booking form and increase its size to make it more visually prominent.

**Send booking enquiry to the hotel**

\*arrival day / month    1    Jul 2008

\*nights    1

\*adults    1

children    0

rooms    1

type    Single

board    B&B

Your details

\*name

\*email

\*phone

\*Required fields

**Booking Information**

multiple rooms, 4 poster, diets, discounts.

[Send Booking Enquiry](#)

[What happens next?](#)

Mock-up of improvements to the booking enquiry form.

The highlighted title can help site visitors understand what to expect from this form.

This link is more likely to be noticed and clicked on by site visitors who want to find more information.

- Ask property owners to specify a maximum response time for booking requests to which they're willing to adhere.
- Consider setting an appropriate general response time and ask all properties to adhere to this time e.g. 24 hours.
- Show the maximum response time near the top of the confirmation page e.g. add the text "The Royal Hotel will reply to your request within 24 hours".
- Move the 'In a hurry?' section of the confirmation page above the 'Where now?' section.
- Consider integrating online booking functionality with the iknow-uk site.