

MARRIOTT

USER RESEARCH SURVEY QUESTIONS

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Which device(s) do you use when booking a room?

- Mobile Phone
- Tablet
- Desktop/Laptop PC

If we are able to tell which devices users frequently use to book a room, it reveals a bit about our users. We will be able to tell if they are on-the-go booking a room if they are on a mobile device, or perhaps if they are ready to spend more time with additional features on the desktop site. This relates to the goal of using research to improve existing hotel search functionality.

How much time do you spend searching for a hotel?

- 0-5 minutes
- 5-10 minutes
- 10+ minutes

The amount of time a user spends searching for a room they wish to book gives insight to user pain points. If users are only spending a few minutes searching that could open up possibilities that they are not looking at other rooms or additional options. This relates to the goal of using research to improve existing hotel search functionality and also how additional features could be integrated into the booking process.

Do you currently have a Marriott Rewards account?

- Yes
- No
- Not Sure

Users with a Marriott Rewards account may have different answers than those without. The differences between the two groups should be able to present various answers of what users are searching for and how they are using the site. This relates to the goal of allowing users to change their search results with more customization. Customization would be simple since if the user has an account, future searches can be tailored to the user.

Do you visit other competitor websites when making a booking?

- Yes
- No
- Unsure

If users are searching on competitor sites when making a booking, competitive analysis could be valuable to see how other hotel sites function. In combination with other survey questions, this tells us a bit more about our users; if they are flighty or loyal customers. This relates to the goal of using research to improve existing hotel search functionality.

How many rooms do you book per year with Marriott?

- None
- 1-5
- 5-10
- 10+

Asking the frequency of bookings in a year allows us to consider our users anywhere from new to recurring. This relates to the goal of how additional features could be integrated into the booking process. Frequency could lead to patterns of how the site is used versus how a new user would approach a room search. This relates to the goal of allowing users to change their search result with more customization.

What reasons are you booking a room?

- Leisure
- Business
- Moving
- Other (Please specify):

If users are booking based on business reasons, they may also have many bookings and be reward members, opposed to other answers for this question. This relates to the goal of using research to improve existing hotel search functionality and also how additional features could be integrated into the booking process. By examining the different types of users, additional features can be integrated in a way that each user has the opportunity to tap into them.

Rate the relevancy of your hotel search results to what you desired in a room

Irrelevant	Most features did not relate to search	No opinion	Most features did relate to search	Features searched for described room perfectly
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If search tools are not returning results that are meaningful to the user, this ends as a pain point. Combined with usability tests and interviews, this could provide what desired information is not being presented to the user. This relates to the goal of allowing users to change their search results with more customization.

Have you used the “edit your search” and/or “filter results” when booking a room?

Yes
No
Not Sure

In the nano usability study, the side bars were often overlooked by participants or they found the information to be extraneous. Their focus was on other parts of the screen with different room information. If the sidebars are not being used, then even if the information they offer would be helpful, there may be layout issues with the site. This relates to the goal of using research to allow users to change their search results with more customization.

Which hotel criteria do you consider when searching for a hotel room?

Price
Distance
Ratings
City
Brand

On the Marriott search results, each of these (apart from ratings) is a criteria that can filter results, except only one criteria can be selected. If users select multiple answers for this question, then there may be a need to reinvent this part of the results page. This relates to the goal of allowing users to change their search results with more customization.

How often do you book luxury hotels per year?

Never

1-3

3-5

5+

Unaware of luxury options

This question proves useful in that it will tell frequency of luxury bookings. However, if users are unaware this is an option in the first place then priority should be set to have luxury hotels more accessible during the booking process. This relates to the goal of how additional features could be integrated into the booking process.