

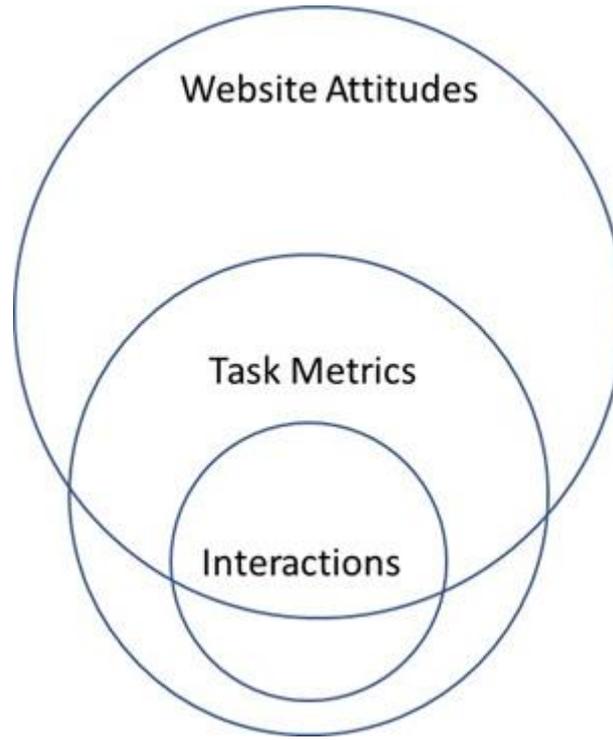


# Benchmark Usability Testing

Jeff Sauro, PhD

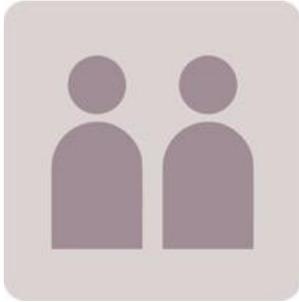
# Benchmarking Attitudes & Actions

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# Study Overview

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## STUDY DESIGN

Online Unmoderated Usability Test



## SAMPLE SIZE

76 Participants  
Mix of :Gender, Education,  
Income, Age



## DATES OF STUDY

Aug 14 - 15, 2017

# Booking Form -> Study Script



Project Booking Form: Hotels Example

**Hypothesize**  
What are the Hypothesis/Research Question(s) or goals of the study?  
**There is no significant difference in the user experience between the best western and Marriott websites.**

**Operationalize**

1. What type of method are you using?  
**Task-Based Comparative Study**
  - a. Are there tasks? If so, what are they.  
**Browse for hotels**  
**Search for prices**
  - b. How will this be tested? [e.g., live site? Product, Prototype? Wireframes?]  
**Desktop Only**
    - i. Desktop, Mobile (Android & iOS?)
2. What are your metrics (how will success be measured?)?  
**Task Metrics: Completion, SEO, Time & Usability Problems**  
**Study Metrics: SUPR-Q, NPS**
3. Is this a stand-alone or comparative study?
  - a. If this is a comparative study, is it between (different users in each group) or within subjects (same users in each group)?  
**Between subjects**
4. Who are the participants? [e.g., Geo, Membership, Age, Income, State (logged in or out) Tenor, etc.]  
**People who have booked a hotel online in the last year in the US**
  - a. Are there distinct subgroups [e.g. Account Holders vs. Prospects?]  
**General Population (no brand haters)**
5. What sample size will you use and why? Use the tables on the next pages to help with sample size planning.  
**Exploratory study: 30 participants in each group (function of time and budget)**



**Hotels Study Script**

**Welcome Page:**

Welcome! Thank you for participating in this evaluation.

You will be asked to perform a few tasks on a retail website. After you have read the task and are ready to proceed, click the "Start task" button. The task instructions will also be shown in a small window on the bottom of your screen so you can refer to them throughout the task. Once you feel that you have completed the task successfully, click the "End Task" button.

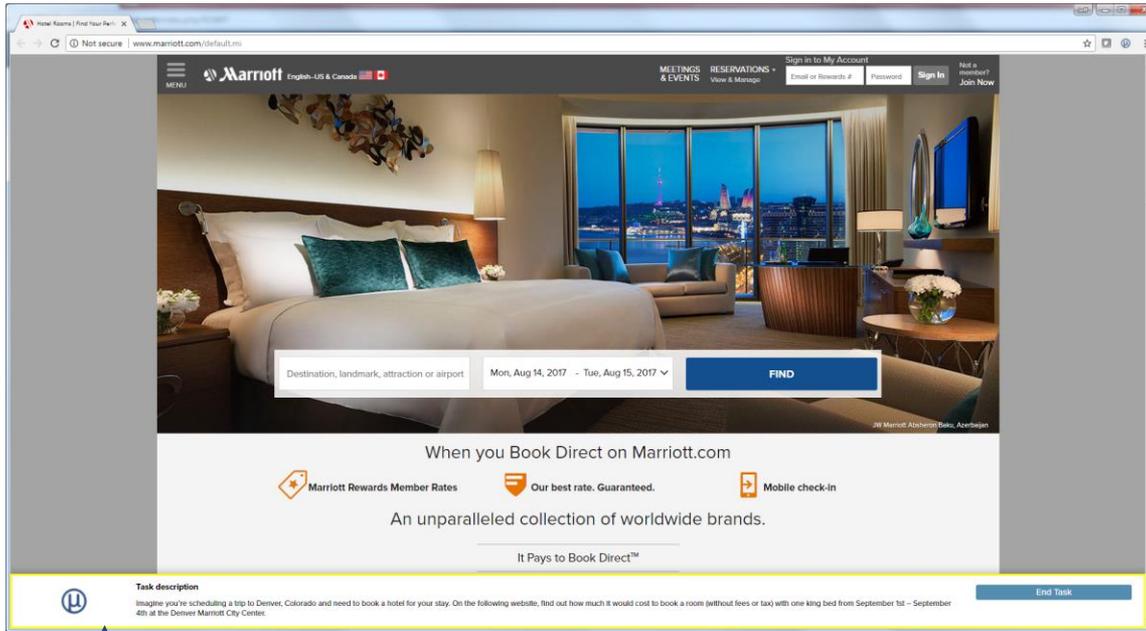
Please remember that this is an evaluation of two websites and not you, so do the best you can to complete the tasks. Some tasks may be harder than others.

Have a piece of paper and pen ready as you will be asked to write down information during some tasks.

1



# MUIQ Overview



## Validation Questions



\* What is the hotel you found?

- Residence Inn Salt Lake City Downtown
- Residence Inn Salt Lake City Murray
- TownePlace Suites Salt Lake City-West Valley
- TownePlace Suites Provo Orem
- Other:

Website is shown in the main window

Collects Task Time, Completion Rates, Task-Ease and Click Paths

# Unmoderated Study Methodology

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## Participants:

Randomly assigned to complete tasks on one of two websites



## Tasks:

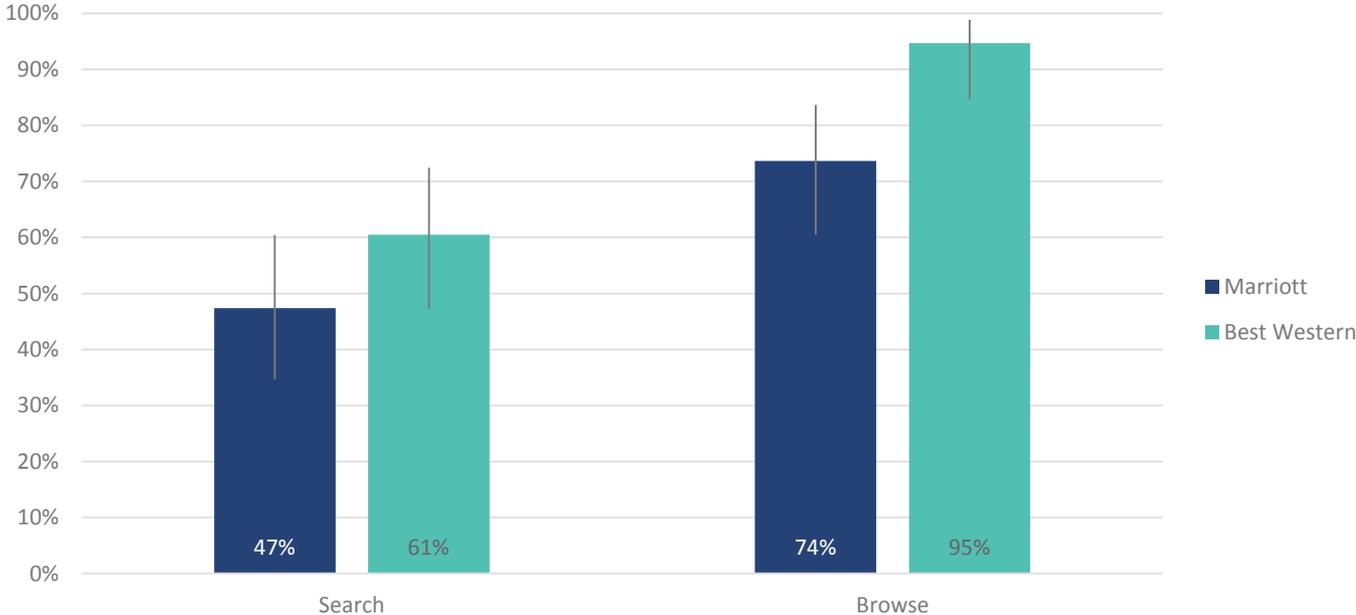
### **Search**

Imagine you're scheduling a trip to Denver, Colorado and need to book a hotel for your stay. On the following website, find out how much it would cost to book a room (without fees or tax) with one king bed from November 27th – November 29th at the Denver Marriott City Center (use 'MEMBER RATE' pricing).

### **Browse**

Imagine you're booking one hotel room for a trip to Salt Lake City, Utah on October 15th to October 17th. On the following website, find a hotel in Salt Lake City, Utah that is pet friendly, has a pool, and has a user rating of at least 4.7 out of 5.

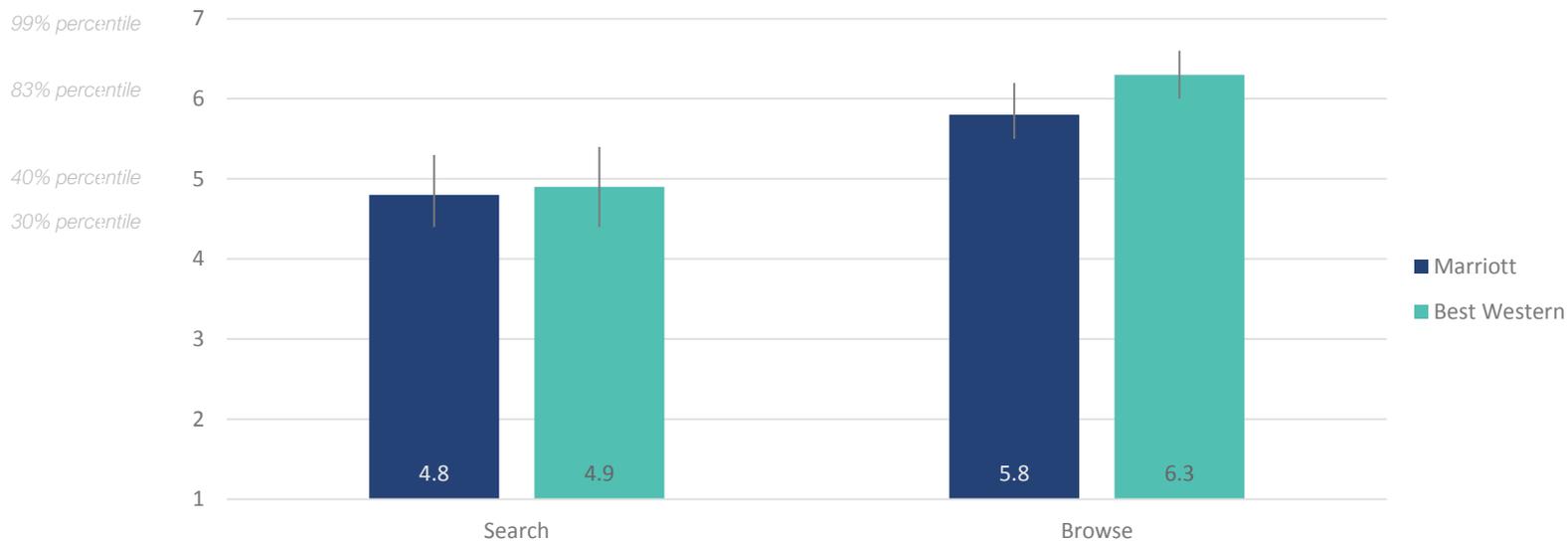
# Completion Rates



Best Western had a higher completion rate on the Browse task ( $p = .01$ )

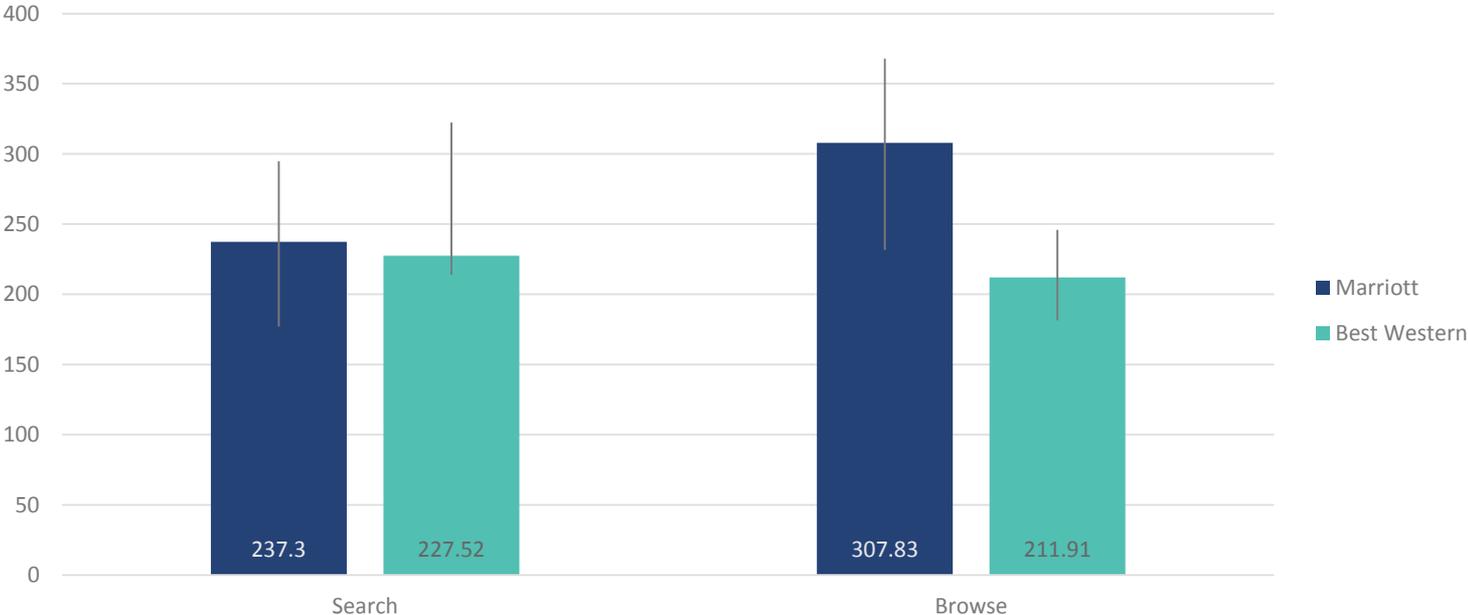
# Single Ease Question (SEQ)

*How easy or difficult was the task?*



SEQ scores did not significantly differ between hotels across tasks ( $p = .12$  for browse)

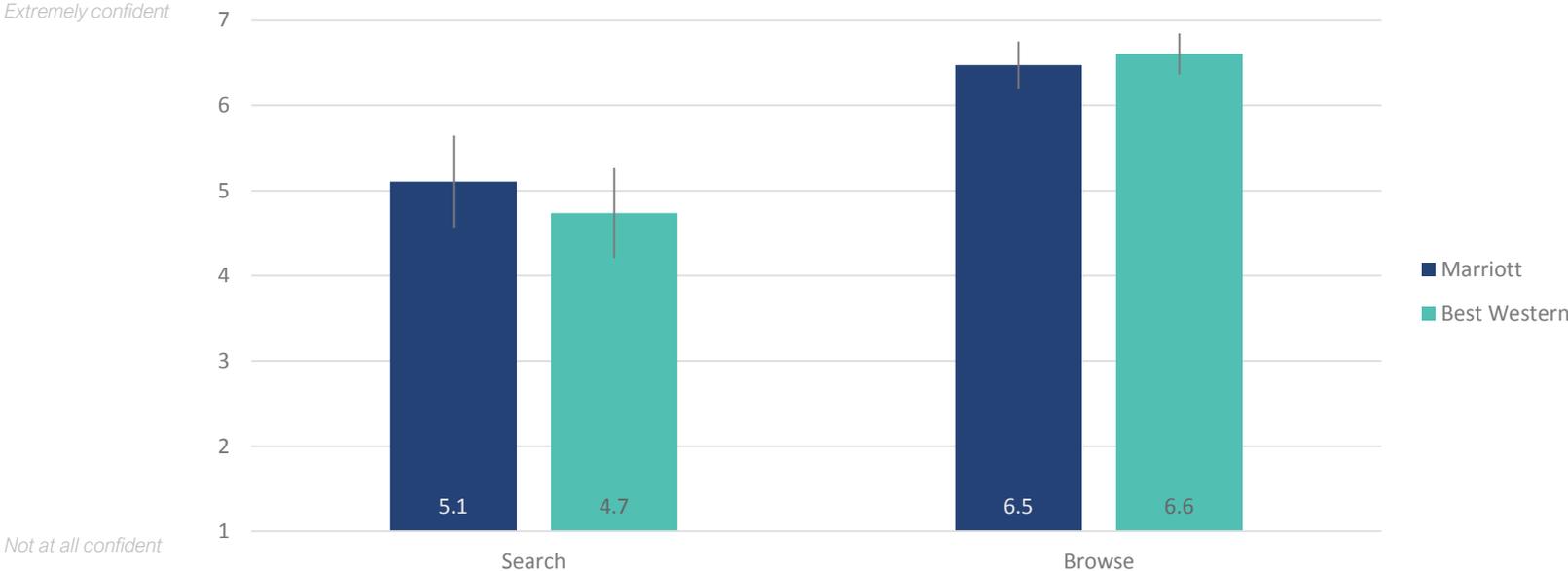
# Task Success Time



Median time spent on task by participants who successfully completed the task did not significantly differ between hotels.

# Task Confidence

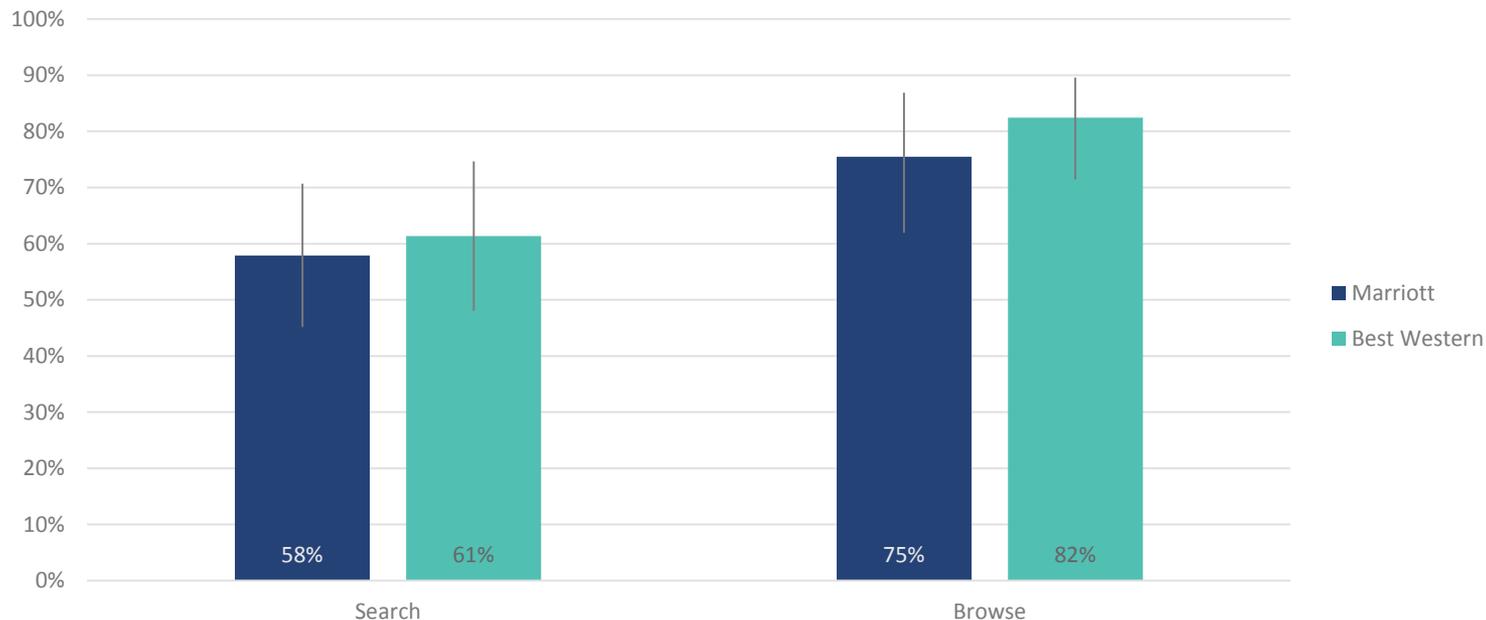
How confident are you that you completed the task successfully?



Confidence ratings did not significantly differ between hotels.

# Single Usability Metric (SUM)

*SUM is calculated by taking the average of completion rates, task level ease, and completion time*



SUM scores did not significantly differ between hotels across tasks.

## Usability

- The website is easy to use
- It is easy to navigate within the website

## Trust, Value, and Comfort

- The information on the websites is credible
- The information on the website is trustworthy

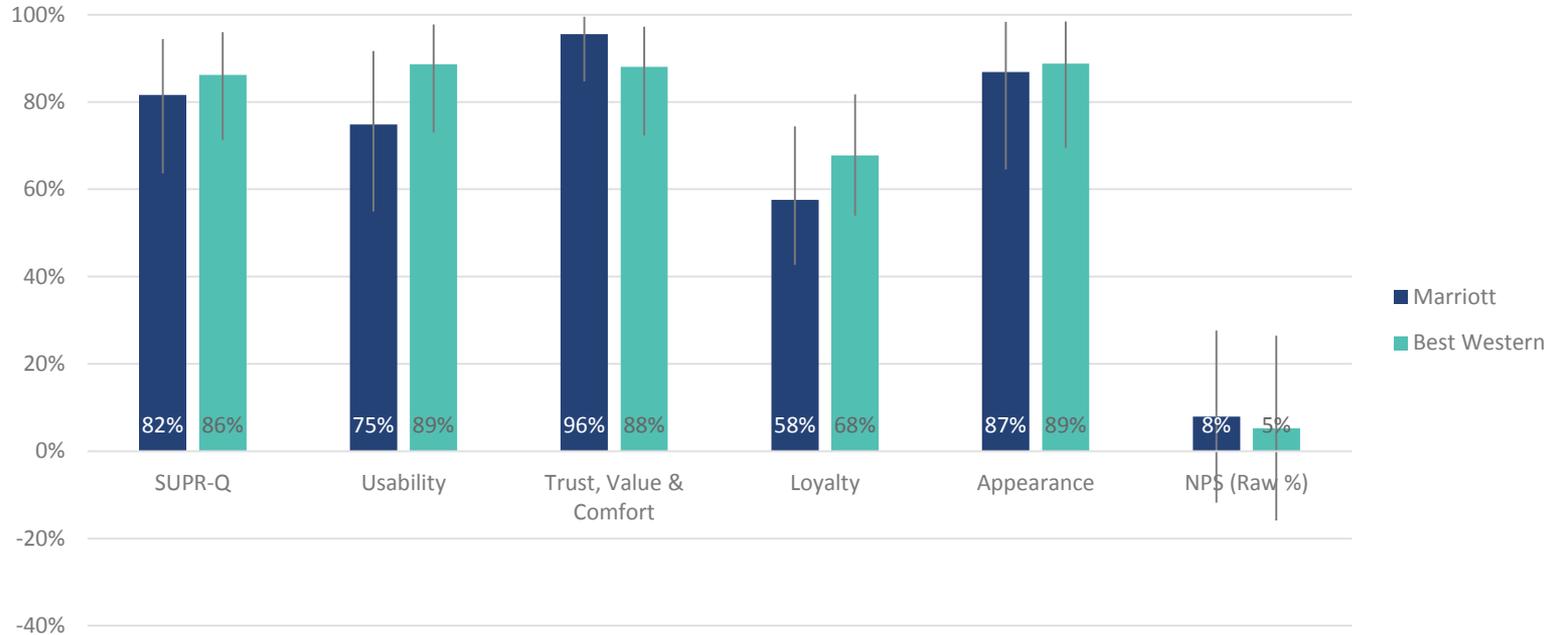
## Loyalty

- I will likely return to the website
- NPS (How likely are you to recommend this website to a colleague or friend)

## Appearance

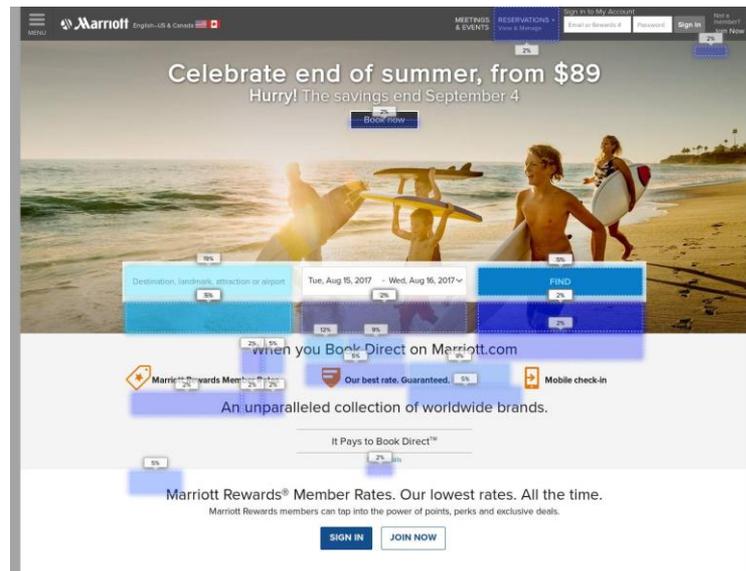
- This website has a clean and simple presentation
- I find the website attractive

# SUPR-Q – Standardized UX Percentile Rank Questionnaire



Overall SUPR-Q scores did not significantly differ between hotels.

# Diagnostics on Marriott



# SEQ Verbatim Responses: Search

*Please describe why you rated the difficulty the way you did*



- *"Finding the room was easy, but finding member rates was unnecessarily difficult."*
- *"I was looking at the rate for just one night not all three nights."*
- *"It was a little difficult to figure out which hotel was at the city center."*
- *"The member rate was not clear. Also, there are multiple room types for the king room, which added confusion."*



- *"The website was too busy so it was hard to focus and determine the actual rate. Also, the website did not present all available options, e.g., "flexible rate," until after performing the initial search."*
- *"I didn't see how to get the 1 King bed option. I looked around but I might have missed it."*
- *"The interface was as easy to use as before but it didn't show the total price for three days so I had to do the math by my own."*
- *"I am not sure if I saw the per night rate or the rate for all three nights."*

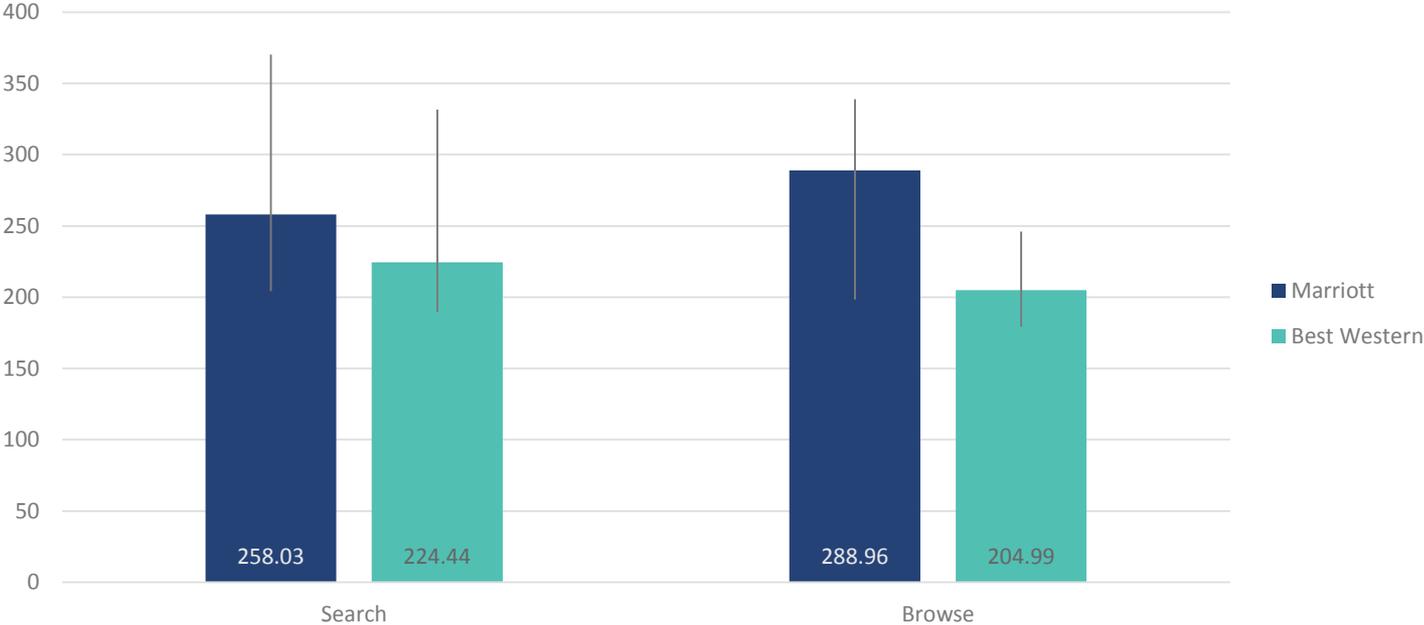
# SEQ Verbatim Responses: Browse

*Please describe why you rated the difficulty the way you did*



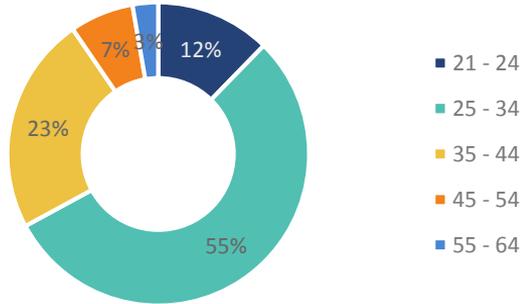
- *“I had to use the sidebar to find a hotel with a pool that was also pet friendly. They weren't listed together under any hotel in the search bar.”*
  - *“I'm used to navigation being on the left, but it wasn't difficult to find the boxes to refine the search.”*
  - *“I had a hard time selecting the dates that I wanted to search for.”*
  - *“I didn't think the website was user friendly at all. I'm pretty good at finding information on the internet and I had a difficult time finding exactly what I needed. I could see someone, like my parents, having an incredibly difficult time with that site. That site is 10 years out of date.”*
- *“It was easy to use. All I had to do was enter my information and click on the amenities I wanted.”*
  - *“The filtering was odd but easy.”*
  - *“The website was simple and easy to use. I loved the interface because after I added the dates and location I was quickly, with two clicks, able to filter the search to only show me hotels that had a pool and were pet friendly. Also right next to the rating was the number of people that rated it. It made the process very streamlined.”*

# Total Task Time

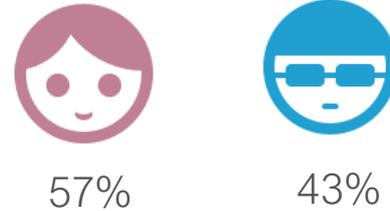


Median time spent on task did not significantly differ between hotels across tasks.

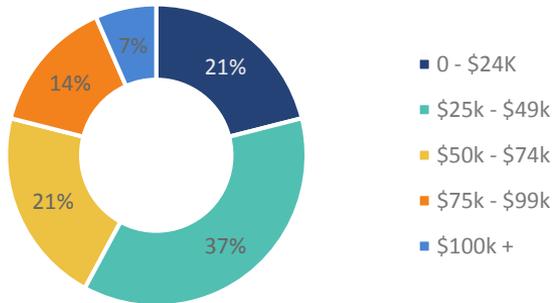
# AGE



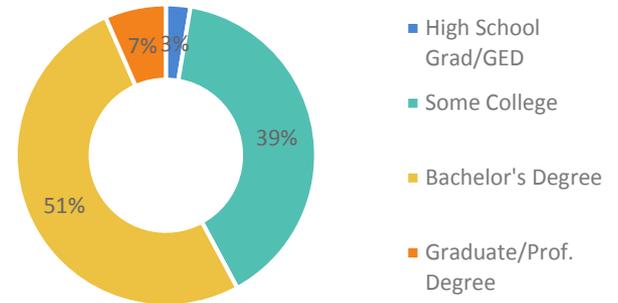
# GENDER



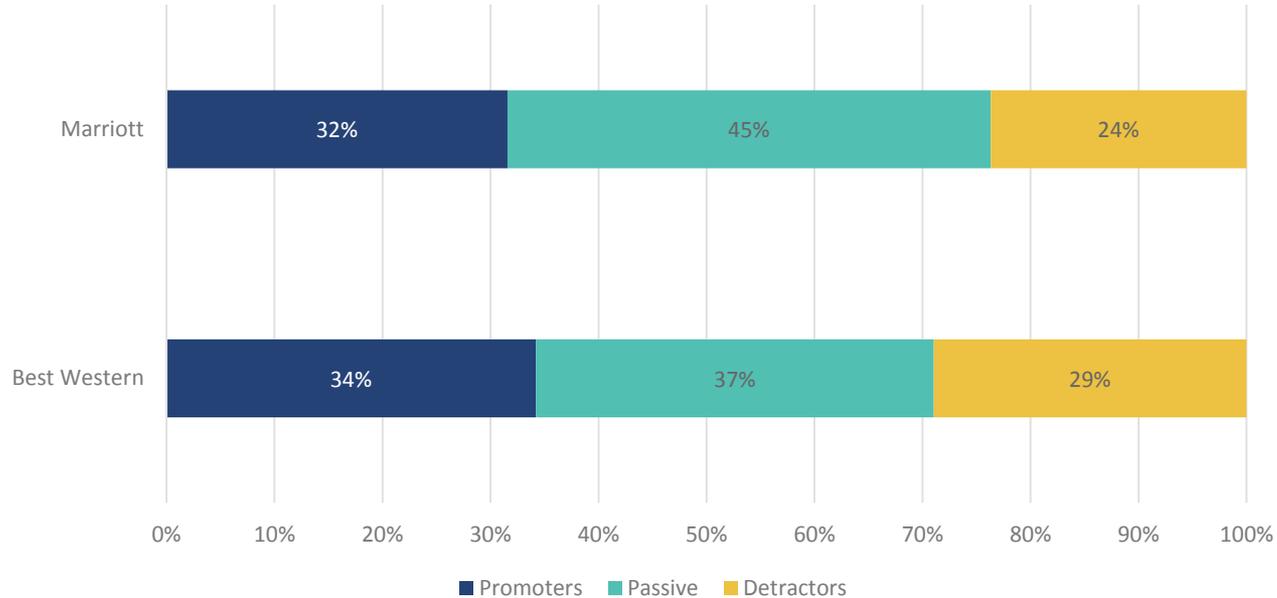
# INCOME



# EDUCATION



# NPS - Net Promoter Scores



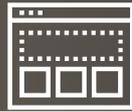
There is no significant difference between the breakdown of promoters, passives, and detractors between Marriott and Best Western.

# About MeasuringU

MeasuringU is a quantitative research firm based in Denver, Colorado focusing on quantifying the user experience.



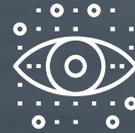
Remote UX Testing  
Platform (Desktop &  
Mobile)



UX Research



Measurement  
& Statistical Analysis



Eye Tracking & Lab  
Based Testing



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