# 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.

## Pre-Study Questionnaire:

1. Please select your gender:

* Male
* Female

1. Please select your income from the choices below:

* 0-$24k
* $25k - $49k
* $50k - $74k
* $75k - $99k
* $100k+

1. Please select your age from the choices below:

* Under 18 [SCREENOUT]
* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65+

1. How would you describe your attitude toward the following companies? [1-7, Very Unfavorable – Very Favorable] [SCREENOUT IF 1]

* Hilton
* Marriott
* Holiday Inn
* Best Western
* Hyatt

1. In the past 12 months, how many times have you visited the following websites [Marriott, Best Western, Hyatt, Hilton, Double Tree]

* 0 Times
* 1-3 Times
* 4-6 Times
* 7-9 Times
* 10+ Times

Thank you for your responses. You qualify for this evaluation!

You will now be asked to perform a few tasks on a website. You will first be shown a description of the task. After you have read it and are ready to proceed, click the start task button. The relevant information you need to complete each task will then be shown in a small window on the bottom of your screen for you to refer to throughout the task.

Once you feel you’re done with the task, click the ‘End Task’ button to move on. This is an evaluation of a website 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 ready to write down information or copy it electronically as you will be asked to recall information at the end of some tasks.

# Tasks

## Marriott

### Task 1: Search

#### Task Descriptions:

Task Description Full:   
Start URL: http://www.marriott.com

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).  
  
**Please write down or remember the cost of the room** **as you will be asked for it later.**

#### Validation Question:

1. How much was the cost of the hotel room (for all three nights)?

*($229, $229)*

* 1. *$588*
  2. *$458*
  3. *$425*
  4. *$547*
  5. *$503*
  6. *Other:*

#### Post Task Questions

1. How confident are you that you completed the task successfully? [1-7, Not at all Confident – Extremely Confident]
2. Briefly describe your rating.
3. How easy or difficult was it to complete the task: [1-7, Very Difficult – Very Easy]
4. Briefly describe why you chose the number you did.

### Task 2: Browse

#### Task Descriptions:

Start URL: http://www.marriott.com

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.

**Please write down or remember the name of the hotel as you will be asked for it later.**  
  
This information will be shown on the next screen.

#### Validation Question:

1. What is the name of the hotel you found?
2. Residence Inn Salt Lake City Cottonwood
3. Residence Inn Salt Lake City Murray
4. TownePlace Suites Salt Lake City-West Valley
5. TownePlace Suites Provo Orem
6. Other:

#### Post Task Questions

1. How confident are you that you completed the task successfully? [1-7, Not at all Confident – Extremely Confident]
2. How easy or difficult was it to complete the task: [1-7, Very Difficult – Very Easy]
3. Briefly describe why you chose the number you did.

## Best Western

### Task 1: Search

#### Task Descriptions:

Task Description

Start URL: https://www.bestwestern.com/

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 October 1st – October 4th at the Denver Tech Center Hotel (note: use the “Flexible Rate”).  
  
**Please write down or remember the cost of the room** **as you will be asked for it later.**

#### Validation Question:

1. How much was the cost of the hotel room (for all three nights)?

*($124.99, $154.99, $164.99)*

1. *$474*
2. *$490*
3. *$419*
4. *$509*
5. *$521*

#### Post Task Questions

1. How confident are you that you completed the task successfully? [1-7, Not at all Confident – Extremely Confident]
2. Briefly describe your rating.
3. How easy or difficult was it to complete the task: [1-7, Very Difficult – Very Easy]
4. Briefly describe why you chose the number you did.

### Task 2: Browse

#### Task Descriptions:

Task Description Full:

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 at least 400 user ratings.

**Please write down or remember the name of the hotel as you will be asked for it later.**  
This information will be shown on the next screen.

#### Validation Question:

1. What is the hotel you found?
2. Landmark Inn & Pancake House
3. CottonTree Inn
4. Mountain View Inn
5. High Country Inn
6. Other:

#### Post Task Questions

1. How confident are you that you completed the task successfully? [1-7, Not at all Confident – Extremely Confident]
2. Briefly describe your rating.
3. How easy or difficult was it to complete the task: [1-7, Very Difficult – Very Easy]
4. Briefly describe why you chose the number you did.

### Final Questionnaire

You are finished with the task portion of this study.

For the next series of questions, think about the entire experience you had while using the **Marriott website** today.

SUPR-Q/NPS

Please rate how well you agree or disagree with the following statements about the **Marriott** website you just visited. [1-5, Strongly Disagree – Strongly Agree]

1. The information on the **Marriott** website is credible
2. The **Marriott** website is trustworthy
3. The **Marriott** website has a clean and simple presentation
4. I found the website to be attractive.
5. It is easy to navigate within the **Marriott** website
6. The **Marriott** website is easy to use
7. I will likely visit the **Marriott** website in the future
8. How likely is it that you would recommend the **Marriott** website to a friend or colleague? [0-10, Not at all Likely – Extremely Likely]
   1. [IF Q2<7] Briefly describe why you chose the number you did.

For the next series of questions, think about the entire experience you had while using the **Best Western** **website** today.

1. How likely is it that you would recommend the Best Western website to a friend or colleague? [0-10, Not at all Likely – Extremely Likely]
2. [IF Q2<7] Briefly describe why you chose the number you did.

SUPR-Q

Please rate how well you agree or disagree with the following statements about the website you just visited. [1-5, Strongly Disagree – Strongly Agree]

1. The information on the Best Western website is credible
2. The Best Western website is trustworthy
3. The Best Western website has a clean and simple presentation
4. I found the website to be attractive.
5. It is easy to navigate within the Best Western website
6. The Best Western website is easy to use
7. I will likely visit the Best Western website in the future
8. How likely is it that you would recommend the Best Western website to a friend or colleague? [0-10, Not at all Likely – Extremely Likely]
   1. [IF Q2<7] Briefly describe why you chose the number you did.
9. If you have any comments about this evaluation or the websites you visited please provide them below.