# 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

* 1. Are there tasks? If so, what are they.  
     Browse for hotels   
     Search for prices
  2. How will this be tested?[e.g., live site? Product, Prototype? Wireframes?]  
     Desktop Only
     1. Desktop, Mobile (Android & iOS?]

1. What are your metrics (how will success be measured?)?  
   Task Metrics: Completion, SEQ, Time & Usability Problems  
   Study Metrics: SUPR-Q, NPS
2. Is this a stand-alone or comparative study?
   1. If this is a comparative study, is it between (different users in each group) or within subjects (same users in each group)?  
      Between subjects
3. 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

* 1. Are there distinct subgroups [e.g. Account Holders vs. Prospects?]

General Population (no brand haters)

1. 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)