

USER RESEARCH GOALS AND QUESTIONS



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EXECUTIVE SUMMARY

This presentation contains an analysis of Marriott's digital offerings to the user via the mobile application and website. Utilizing Marriott's business goals, core values, and user experience goals the digital interfaces used by the consumer will be evaluated to review effectiveness.

This evaluation will provide the necessary information to redesign the mobile application and website to:

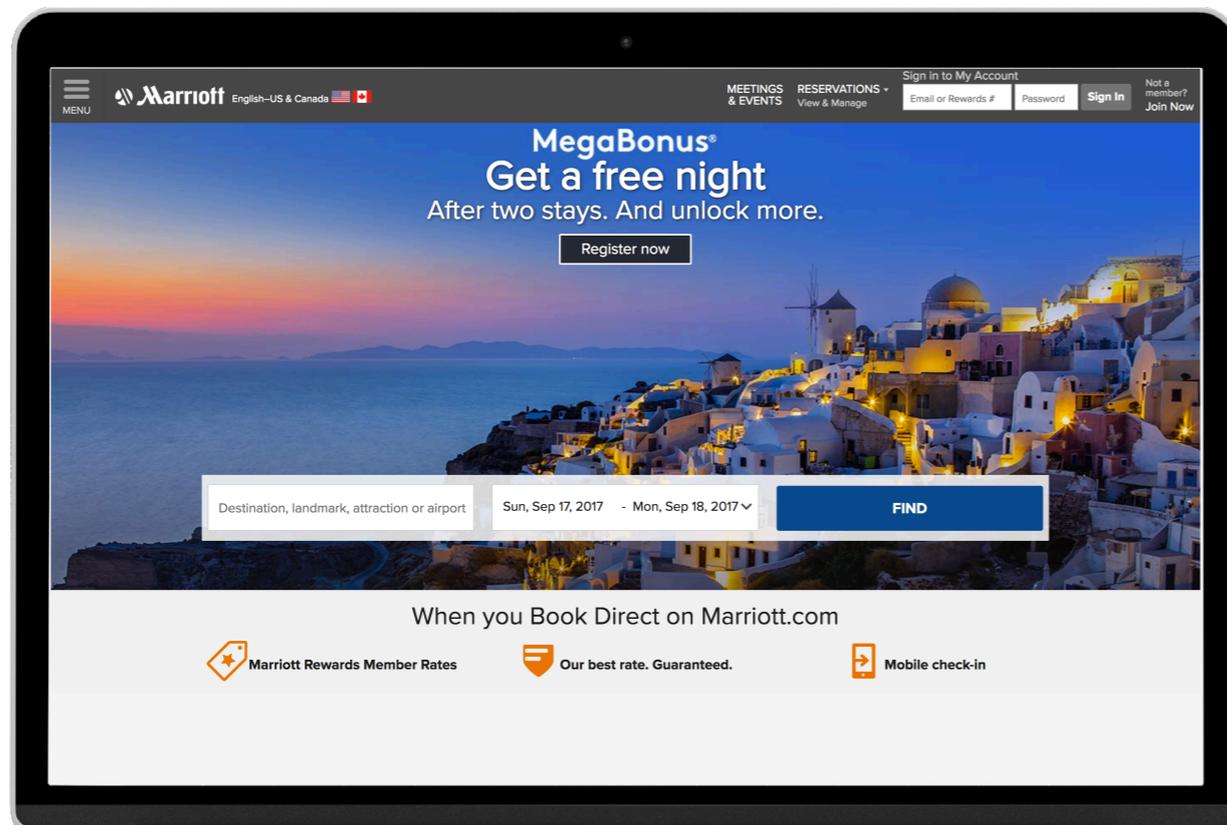
- Increase digital booking rates by 10%
 - Increase reservations for the Luxury and Lifestyle Collection hotel categories
 - Increase enrollment in the Marriott Rewards loyalty program
 - Decrease by 20% the number of people starting and then abandoning a reservation
 - Increase by 5% the number of people choosing a hotel and flight package
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This presentation contains the following:

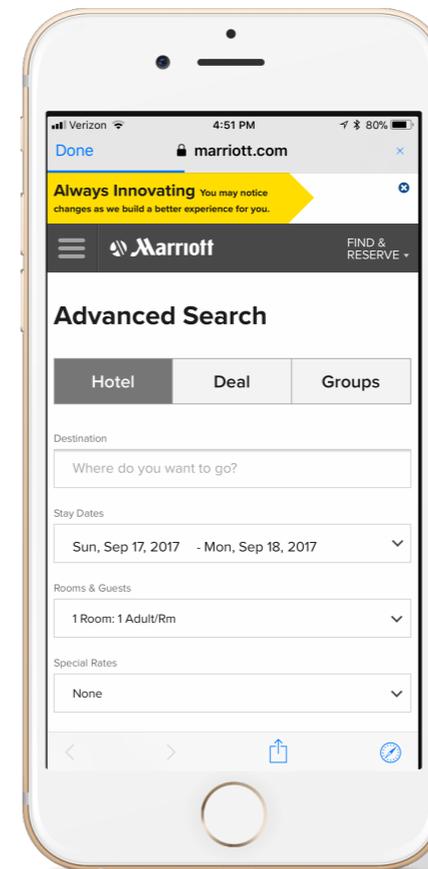
- Difficulties in user experience which cause negative impact
- User experience goals
- User research goals
- General and specific research questions
- Recommendations

USER EXPERIENCE ISSUES

- Users with special event needs may not find suitable solutions
- Application and website do not provide identical information sets to the user



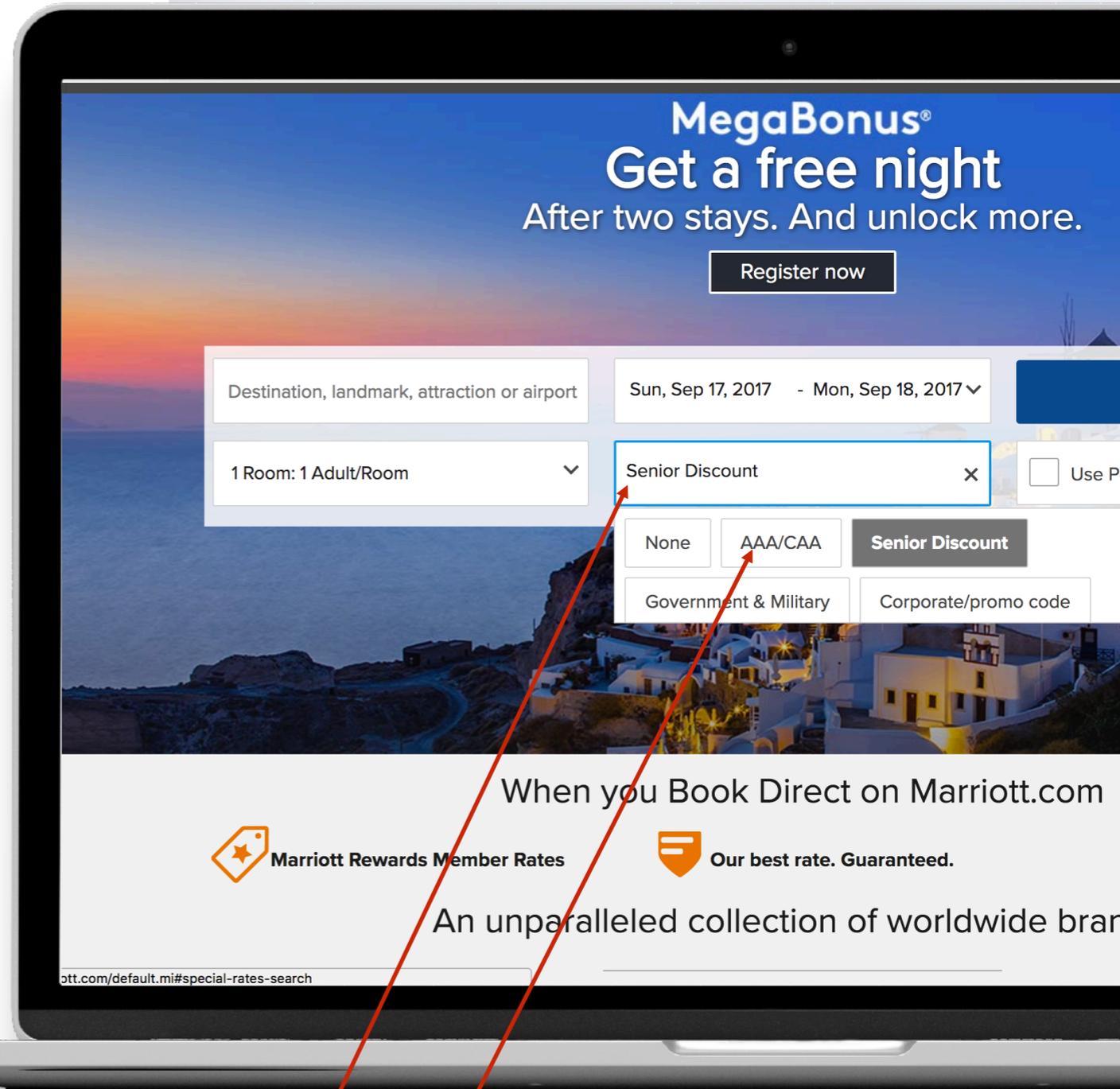
Marriott.com website on desktop computer.



Marriott mobile app interface on iPhone

USER EXPERIENCE ISSUES

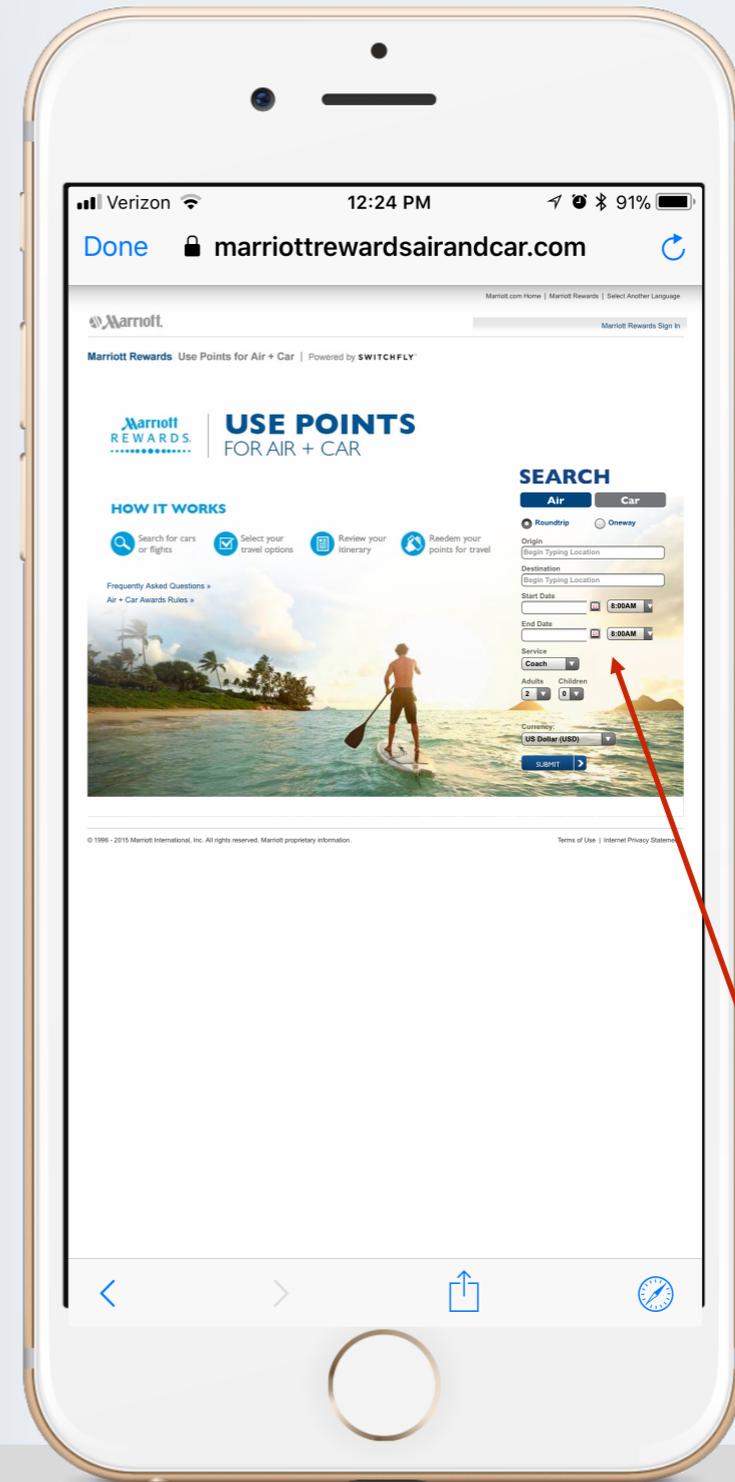
- Terminology that is meaningful and specific to Marriott is meaningless and vague to the user
- Landmarks and Local Experiences information is not comprehensive and does not offer valuable information



Senior Discount and AAA/CAA undefined for user

USER EXPERIENCE ISSUES

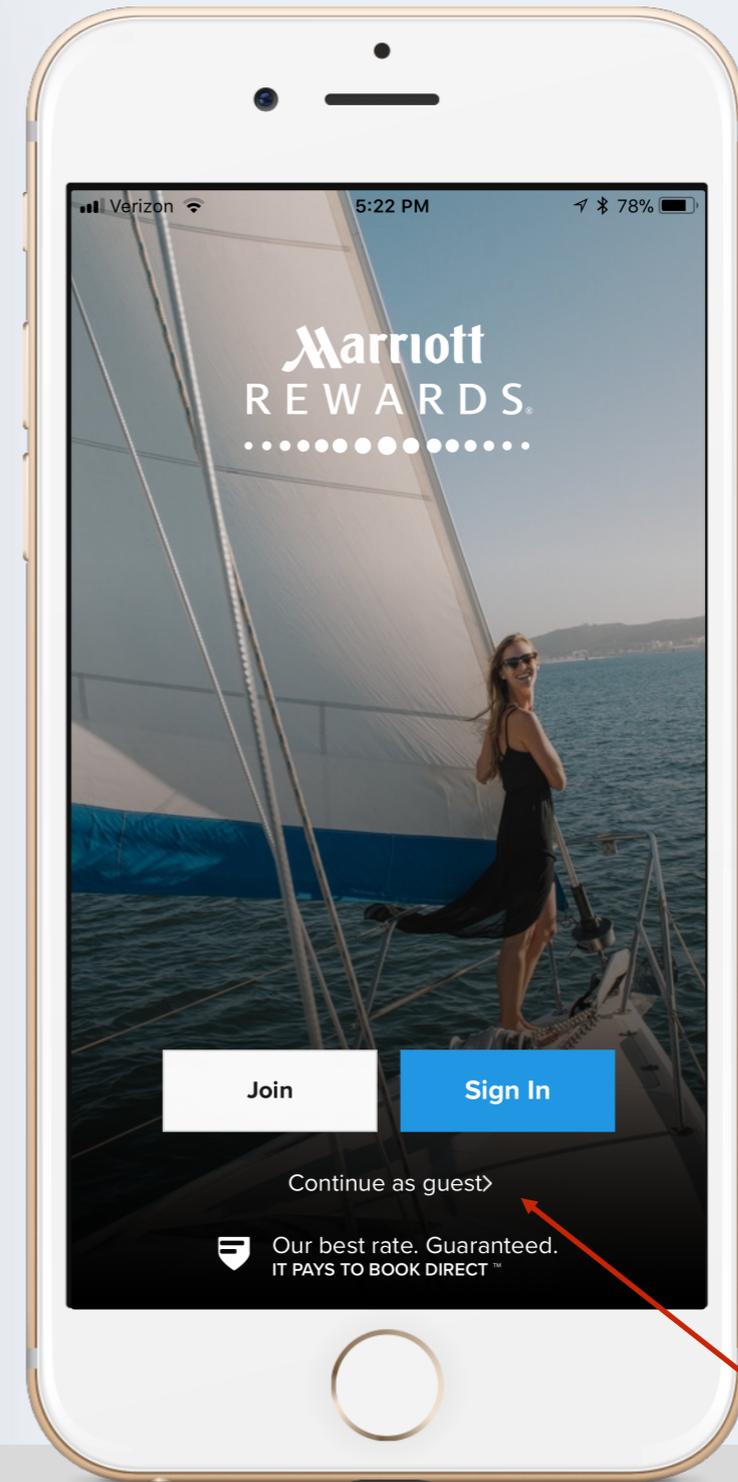
- Application is not optimized for mobile devices, especially when accessing "Deal"
- Mobile app's functionality is reduced: website interface is easier to navigate with expanded features



Search feature difficult to access; user must pinch and side-scroll to read information.

USER EXPERIENCE ISSUES

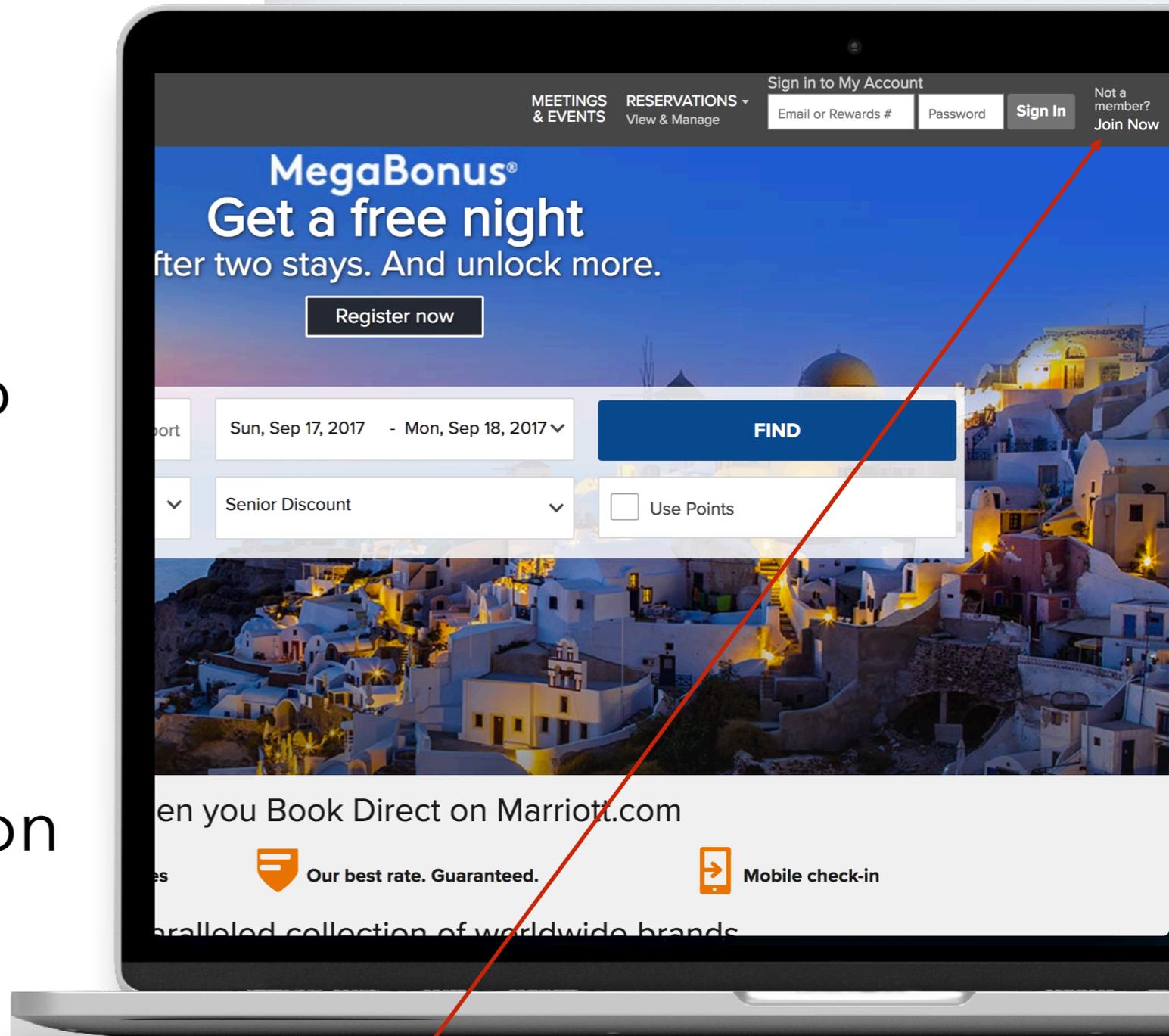
- Luxury & Lifestyle information is difficult to find
- Loyalty Program information is easy to skip
- The benefits of joining the Loyalty Program are not apparent: little incentive or motivation for user to join



No incentive to join program, very easy to skip

USER EXPERIENCE ISSUES

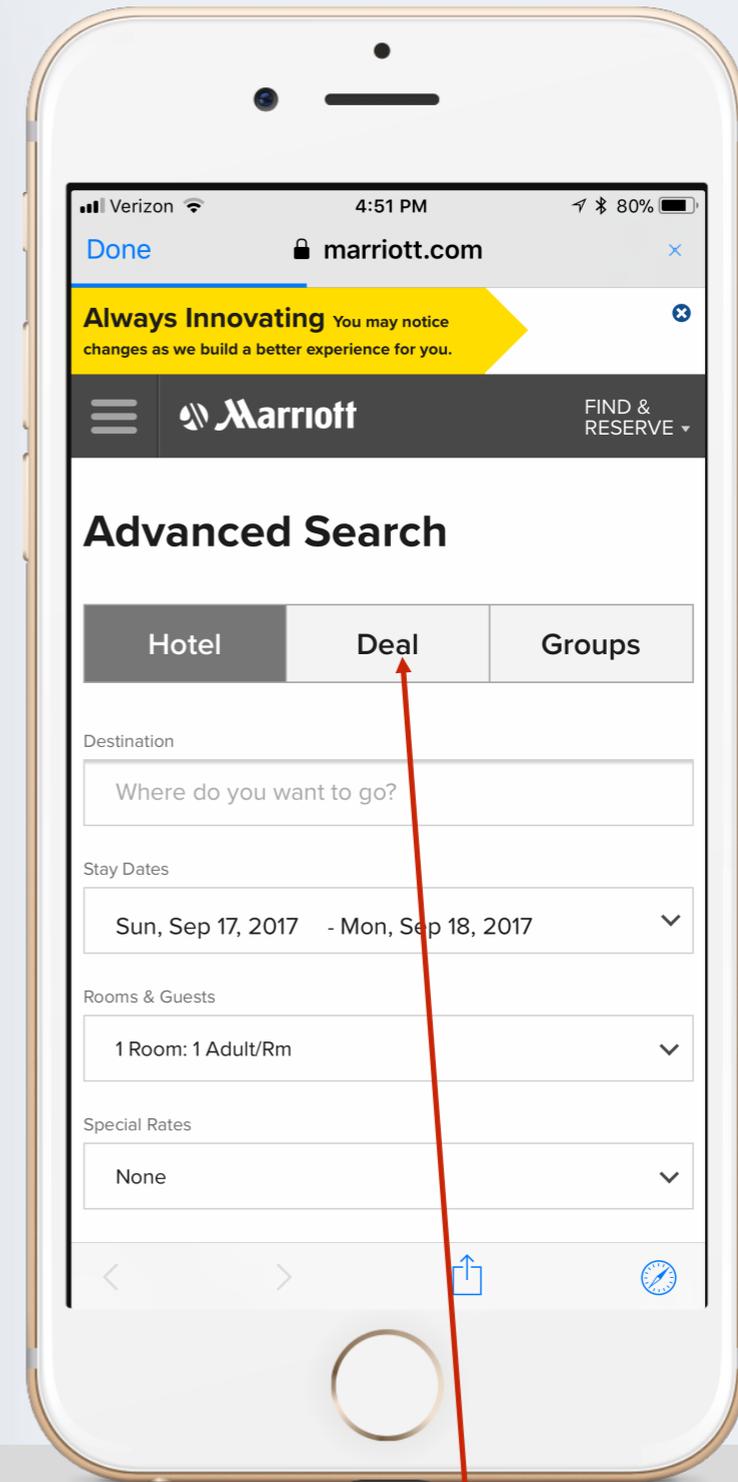
- Loyalty program information gets lost and there is no intriguing or compelling reason to join
- “Deal” information is easy to overlook on app; difficult to find on website



Join Now area small; no motivation to join

USER EXPERIENCE ISSUES

- Vague terminology: “Deal” does not necessarily indicate packaging flight and hotel stay. Other websites specialize in bundling these amenities and users are more familiar with their terminology and interface.



Vague Terminology

USER RESEARCH GOALS

1.

Develop strategies to anticipate and better address event-specific needs for the customer

2.

Investigate the perception of the loyalty program to identify strengths and weaknesses

3.

Evaluate the approach to “Deals” to determine if it is effective in comparison to other travel bundling sites

USER RESEARCH GOALS

4.

Identify pain points in the user experience due to inconsistent interface and vague terminology

5.

Evaluate mobile app and website to identify performance issues and inconsistencies in information provided on each platform

GENERAL RESEARCH QUESTIONS

- 1.** What special events, requests, or needs might hotel guests have when booking a hotel or traveling?
- 2.** Where are the disconnects in functionality between the mobile application and the website?
- 3.** Why do users enroll in the loyalty program and why do other users ignore the program?

GENERAL RESEARCH QUESTIONS

4. Why are other companies able to attract customers with their interface and bundling offers?

5. How can we increase the attractiveness of the “Deals” area of the application and website?

SPECIFIC RESEARCH QUESTIONS

- 1. What special events, requests, or needs might hotel guests have when booking a hotel or traveling?**
 - What are the occasions which would require special attention in hotel offerings?
 - How often do these occasions occur?
 - What requests would be made to better fulfill guest expectations during these occasions?
 - What partnerships can be explored to maximize offerings to the customer to increase services and amenities offered?

SPECIFIC RESEARCH QUESTIONS

2. Where are the disconnects in functionality between the mobile application and the website?

- What problems do users have when using the mobile application and the website?
- What tasks were easy to complete with the application and website?
- How do the website and application vary in functionality?

SPECIFIC RESEARCH QUESTIONS

3. Why do users enroll in the loyalty program and why do other users ignore the program?

- What loyalty programs are most valuable?
- How can Marriott improve the attractiveness of their loyalty program?

4. Why are other companies able to attract customers with their interface and bundling offers?

- Why are customers utilizing competitor's bundling sites?

SPECIFIC RESEARCH QUESTIONS

5. How can we increase the attractiveness of the “Deals” area of the application and website?

- What strategies will make the “Deals” area more prominent and user-friendly?

RECOMMENDATIONS

- Assess the website and mobile application with special attention to inventorying functionality and information available
- Assess usability of site and application with special attention on responsiveness on the mobile application
- Conduct user surveys to gain insight to their needs, worries, and expectations when booking a hotel room

RECOMMENDATIONS

- Conduct user surveys to review frustrations which deter a user from signing up
- Conduct a SWOT analysis to reveal valuable information with special attention on weaknesses and threats. The “threats” analysis will include reviewing competitor’s mobile applications and websites