



USER RESEARCH FINDINGS

Report, Analysis, & Recommendations

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Prepared for: Senior Stakeholders

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PRESENTATION OUTLINE

- Executive Summary
- Business Goals
- Research Objectives & Methods
- Results of Data Collection
- Data Analysis & Synthesis
- Recommendations



EXECUTIVE SUMMARY: ORIGIN

- Senior executives sought the UX Department's group of UX Researchers to provide more insight in ways to achieve their goals through **qualitative UX research methods**.
- The UX Department and senior executives narrowed the goals to those that could be explored with qualitative methods.

TOP PRIORITY BUSINESS GOALS

Goal 1

Why (and why don't) people sign-up for the loyalty program?

Goal 2

What do business travelers look for, want, and need when evaluating properties and choosing a room to book, and why?

Goal 3

What do leisure travelers look for, want, and need when evaluating properties and choosing a room to book, and why?

RESEARCH OBJECTIVES

Why (and why don't) people sign-up for the loyalty program?



Increase customer loyalty program enrollment during reservation

What do business travelers look for, want, and need when evaluating properties and choosing a room to book, and why?



Understand the motivations and goals of business travelers when they are **evaluating properties** to book a reservation

What do leisure travelers look for, want, and need when evaluating properties and choosing a room to book, and why?



Understand the motivations and goals of leisure travelers when they are **evaluating properties** to book a reservation

RESEARCH METHODS

Qualitative Research Methods

- 1:1 / in-person and remote interviews
- 4 researchers x 2 participants each = 8

Data Collection

- Findings were organized in group database
- Affinity Diagram created to ascertain patterns and determine priority/severity

Activity	Week 1 (9/15 - 9/21)	Week 2 (9/22 - 9/28)	Week 3 (9/29 - 10/5)	Week 4 (10/6 - 10/12)
Recruit/interview eight people	X			
Compile individual session notes	X			
Analyze data for patterns and priority/severity (affinity diagram)		X		
Identify illustrative quotes and/or video clips from participants		X		
Report Findings and Recommendations			X	
Final Presentations				X

RESULTS: DEMOGRAPHICS

	8
	25 - 75
	Business Professionals
	~90 minutes (4 within ~30 minutes)
	Laptop & Cellphones
	Average of 6x/year (1x - 15x)
	Average of 1x/year (0x - 3x) [5 have never]
	Marriott (5), Hilton (2), Holiday Inn (2), and Hyatt (1)

RESULTS: LOYALTY PROGRAM

Hotel Customer Loyalty Program

- **6 had previously joined**
 - Points, room upgrades, other incentives
- **2 had never joined**
 - Company organizes travel
 - Don't travel enough to accumulate





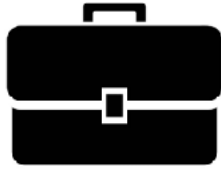

Define a Loyalty Program

- **Redeemable points** (4)
- **Room upgrades without fees** (4)
- **Room discounts** (4)
- **Restaurant discounts** (3)
- **Free food** (2)
- **Free parking** (2)

RESULTS: TRAVEL DETAILS

	Preferred Features / Amenities	Hotel Property Features	Top 3 Must Haves	Overall Travel Goal	Disappointed Experiences
BUSINESS TRAVEL	Onsite/close-by restaurants, proximity to work event location, conference rooms, and proximity to airport/shuttle services	Work spaces/business center, proximity to airport/restaurants, new or updated building/furnishing, cleanliness , and pool or gym	Wifi access, proximity to restaurants/airport (prefer onsite restaurants)	Comfortable place to rest and networking	Old/outdated building and furnishings; dirty/unclean hotel room
LEISURE TRAVEL	Proximity to attractions, cleanliness, pool, onsite restaurant, and free breakfast	Updated building, safe location/safety (including parking), cleanliness , and a pool	Location to attractions, cleanliness, and customer service. Safe parking and onsite restaurants	Enjoy local attractions and also be able to relax	Old/outdated building and furnishings; unpleasant smelling room

ANALYSIS

	Average of 6x/year
	Marriott
	Hotel Customer Loyalty Program member (6)
	Redeemable points, room upgrades without fees, booking discounts, and restaurant discounts
	Hotel proximity (to airport, meeting location, and restaurants), available conference rooms, wifi access, cleanliness, and updated building/furnishings
	Hotel proximity (to local attractions), cleanliness, safety, an onsite restaurant, and a pool

ANALYSIS: AFFINITY DIAGRAM



RECOMMENDATIONS: LOYALTY PROGRAM

1. Continue utilizing a “point” system that allows for redeemable booking discounts and room upgrades.
2. Partner with local transportation services (shuttles, subways, trolleys, taxis, and ride share programs like Uber and Lyft) to offer reduced prices.
3. Partner with local restaurants to offer reduced prices.
4. Offer complimentary breakfast or pastries.
5. Offer free or reduced parking.

By offering reduced prices (transportation, restaurants, and parking) and complimentary breakfast or pastries, customers who may not travel often and believe signing up for a loyalty program won't be beneficial for them **may be persuaded to sign-up to take advantage of these “perks.”**

(This would need an advertising/marketing campaign.)



RECOMMENDATIONS: BUSINESS TRAVELERS



1. Ensure hotels have meeting spaces and/or conference rooms to attract corporations.
2. **Onsite restaurant and/or bar (or within quick walking distance) – networking/“one less worry”**
3. **Fast/reliable wifi access (rooms, lobby, restaurants, and meeting spaces)**
4. **Regularly update hotel building/furnishings (visually communicating – reliable and modern)**
5. Hotel location within “business district” for easy offsite meeting access

Consideration:

Onsite gym and/or pool may benefit travelers looking to “unwind” from work stressors.

More research needs to be conducted to ensure these are viable needs before trying to add these services (if they do not already exist) for our hotels that are in more corporate (non-leisure) locations

RECOMMENDATIONS: LEISURE TRAVELERS



1. Hotel location is within walking distance or east/fast travel distance to local attractions.
2. **Onsite restaurant (or within quick walking distance) for easy access to meals**
3. **Review current cleaning protocols – visually clean and sanitary environment (lobby, rooms, property)**
4. **Review current safety protocols – visually safe and secure premises. [Review crime rates around current hotels. Prior to building a new hotel, research local crime rates.]**
5. Offer competitive room prices
6. Pool access

CONCLUSION

- The provided recommendations are only representative of 8 participants.
- **Before implementing major changes, a larger research study should be conducted** – broken down by geographical regions would provide stronger evidence for systemic and regional requested hotel amenities/features

