



# JW Marriott [\(https://jw-marriott.marriott.com/\)](https://jw-marriott.marriott.com/)

## Unmoderated Remote User Test Report

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*(Research Question, Methodology, Participant demographics. Task brief, Task Objectives, Prioritization of insights)*

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# Executive Summary

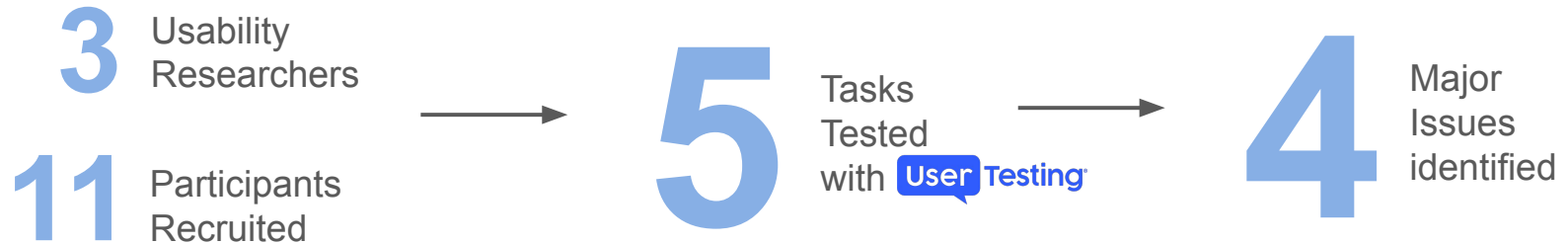
The following areas have been analysed to propose solutions for the JW Marriott website to streamline the booking user flow.

(SEARCH BAR)	(FILTERS)	(CURRENCY CHANGE)	(BOOKING PORTAL)
<div>Issue 1</div> <div>Visibility of Search bar on screen, Inflexibility due to Pop-up search screen</div> <div>Lack of user direction and signifier of system status on Search bar</div>	<div>Issue 2</div> <div>Lack of visibility of applied filters</div>	<div>Issue 3</div> <div>Lack of indication of currency change affordance, and finding its location</div>	<div>Issue 4</div> <div>Lack of feedback/ reassurance of change in booking portal</div>
<div>Recommendations</div> <div>Realigning Search bar's position</div> <div>Renaming "Reserve Now" with "Search".</div> <div>Specifying capacity of the search function</div> <div>Adding signifier to user's location within Search results</div>	<div>Informing the user which Filter are applied to improve users recognition of state.</div>	<div>Remove nesting Currency change under 'Price' filter</div> <div>Add Currency change option in the bar on top that stays fixed on scrolling.</div>	<div>Adding a Feedback pop-up to inform the users of the action of being directed to the main bookings page of "Hotels by Marriott"</div>

# URUT Process and Methodology

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**Unmoderated Remote User Test (URUT):** *facilitates the efficient collection of valuable user feedback on designs and prototypes on a large scale, offering flexibility and convenience for participants. ([A. Schade, Nielsen Norman Group, "Remote Usability Tests."](#))*



For details of participant screening and designed tasks, please refer to [Appendix](#)

# URUT Target Users & Tester Demographics

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## Age

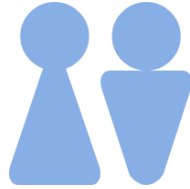
19yrs-55yrs

45.4% testers aged  
20-30

27.2% testers aged  
30-40

18.4% tester aged  
40-50

9% testers aged  
50-60



## Gender

Any

63.6% female testers  
36.4% male testers



## Country

Any

54.5% from United States  
27.5% from United Kingdom  
9% from Spain  
9% from Mexico



## Browser

Chrome

100% chrome users



## Platform

Website

100% tested the desktop web



## Issues and Recommendations

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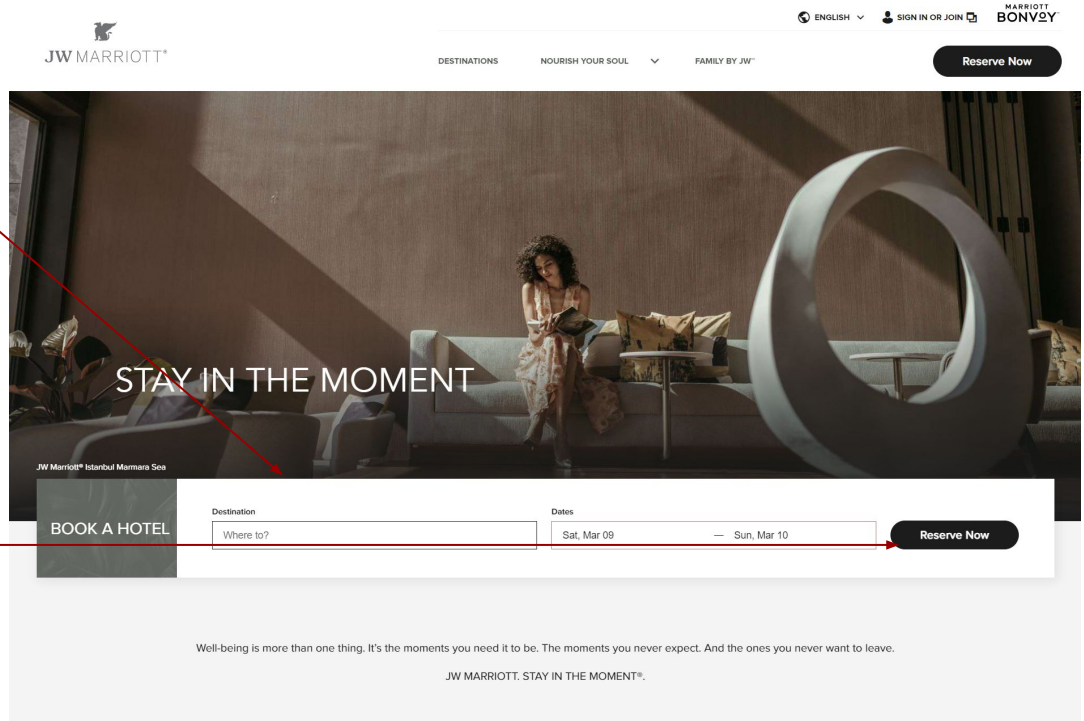
# Issue 1.1 Visibility of Search bar on screen, Inflexibility due to Pop-up search screen

*"But where is the search? How do I set a budget and number of people?"*

- The Search tab within the Homepage has **low visibility** due to its location and UI. The user has to scroll to find the search bar.

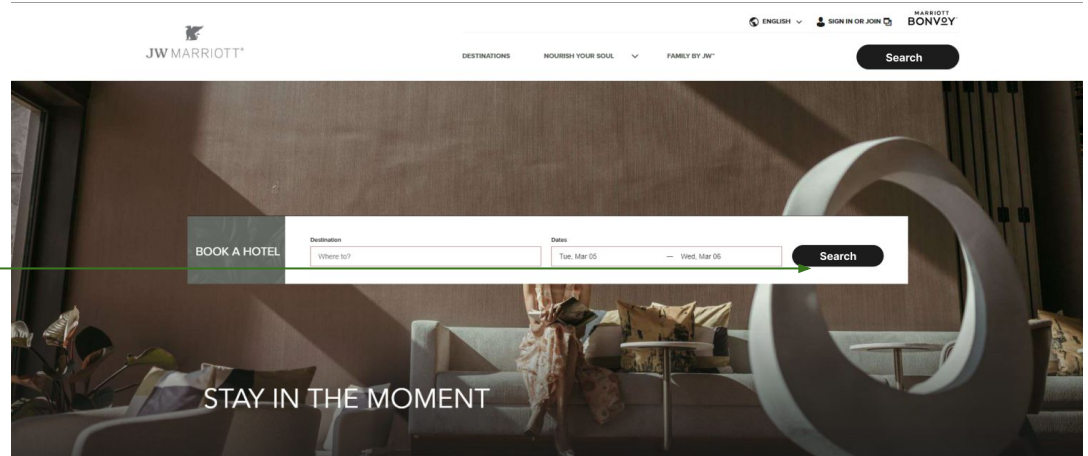
*"Oh do I have to reserve immediately?"*

- The "Reserve Now" function is perceived as a **compulsory action**, shying the users from exploring further.



# Recommendation 1.1

- Improving the visibility of the search function by realigning its position through hierarchy.
- Renaming “Reserve Now” with “Search”.

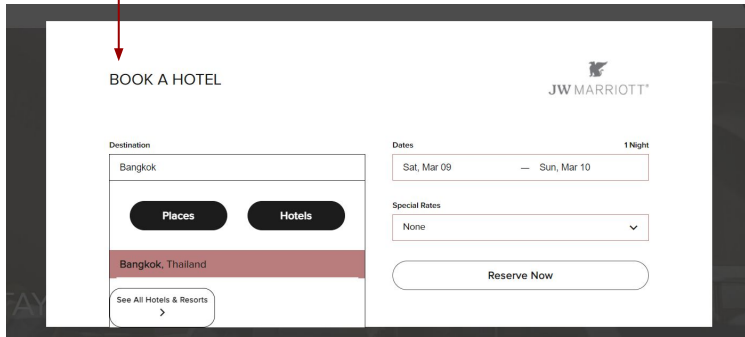
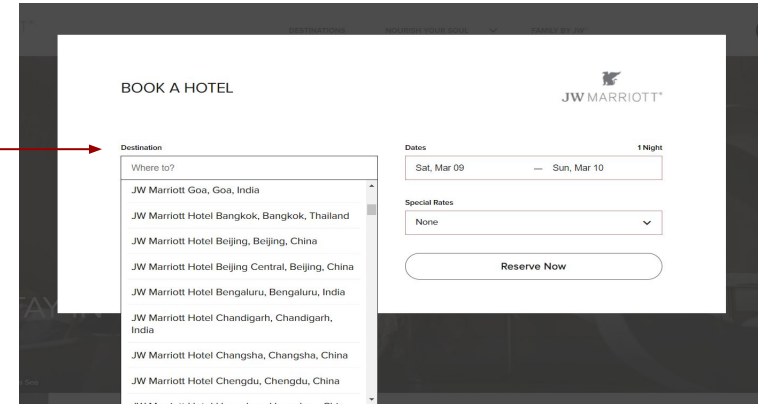




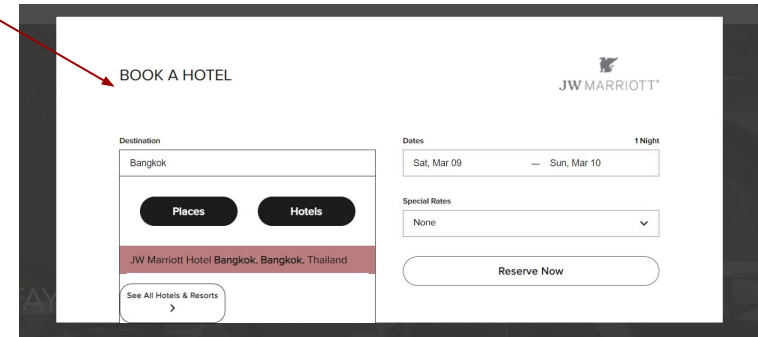
# Issue 1.2 Lack of user direction and signifier of system status on Search bar

*"Am I currently in Places or Hotels?"*

- The search bar presents **mixed results** of Places and Hotels - user is unclear and confused.
- Even after presenting toggle options "Places" and "Hotels" there is **no clear signifier** of where the user is, leading to serious errors.



User opting of "Places" toggle.



User opting of "Hotels" toggle.

# Recommendation 1.2

- Specifying that the capacity of the search function by guiding to user to expect the results of “Place” and/or “Hotel”.

Destination

Type in a city or scroll for a specific hotel

- Adding a signifier to the toggle indicating the current location of the user.

The screenshot shows the 'BOOK A HOTEL' interface for JW Marriott. It includes a 'Destination' field with a dropdown menu, a 'Dates' field, a 'Special Rates' dropdown, and a 'Reserve Now' button. A green arrow points from the 'Places' toggle in the 'Destination' dropdown to the 'Hotels' toggle, indicating the current selection.

BOOK A HOTEL

JW MARRIOTT™

Destination

bangk

Places Hotels

JW Marriott Hotel Bangkok, Bangkok, Thailand

JW Marriott Hotel Ankara, Ankara, Türkiye

JW Marriott Absheron Baku, Baku, Azerbaijan

Dates

1 Night

Tue, Mar 05 — Wed, Mar 06

Special Rates

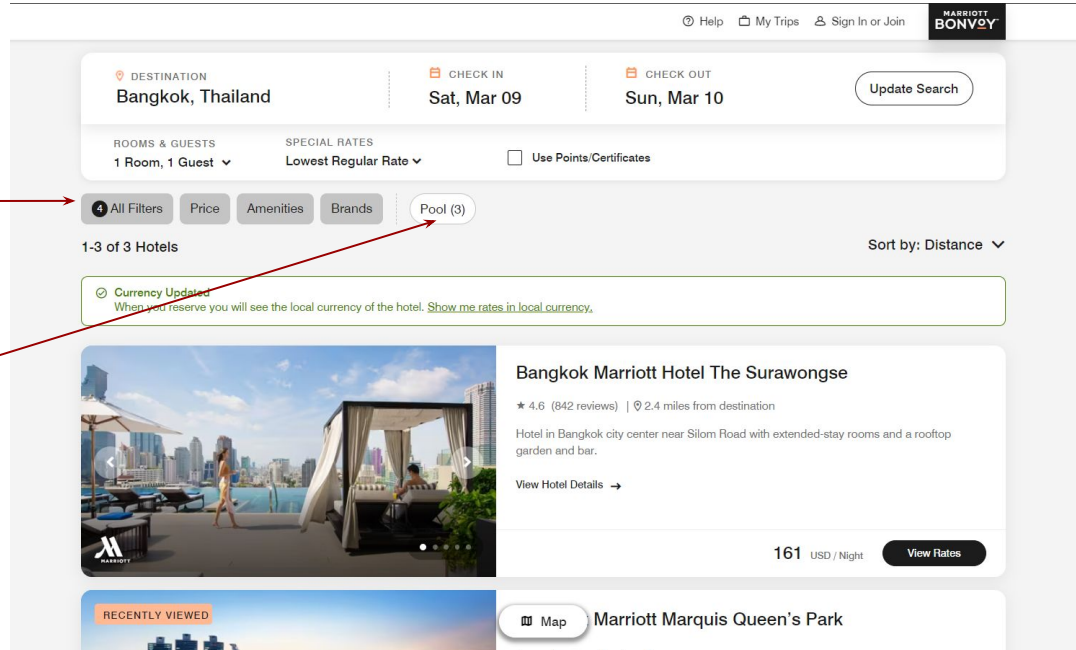
None

Reserve Now

## Issue 2 Lack of visibility of applied filters

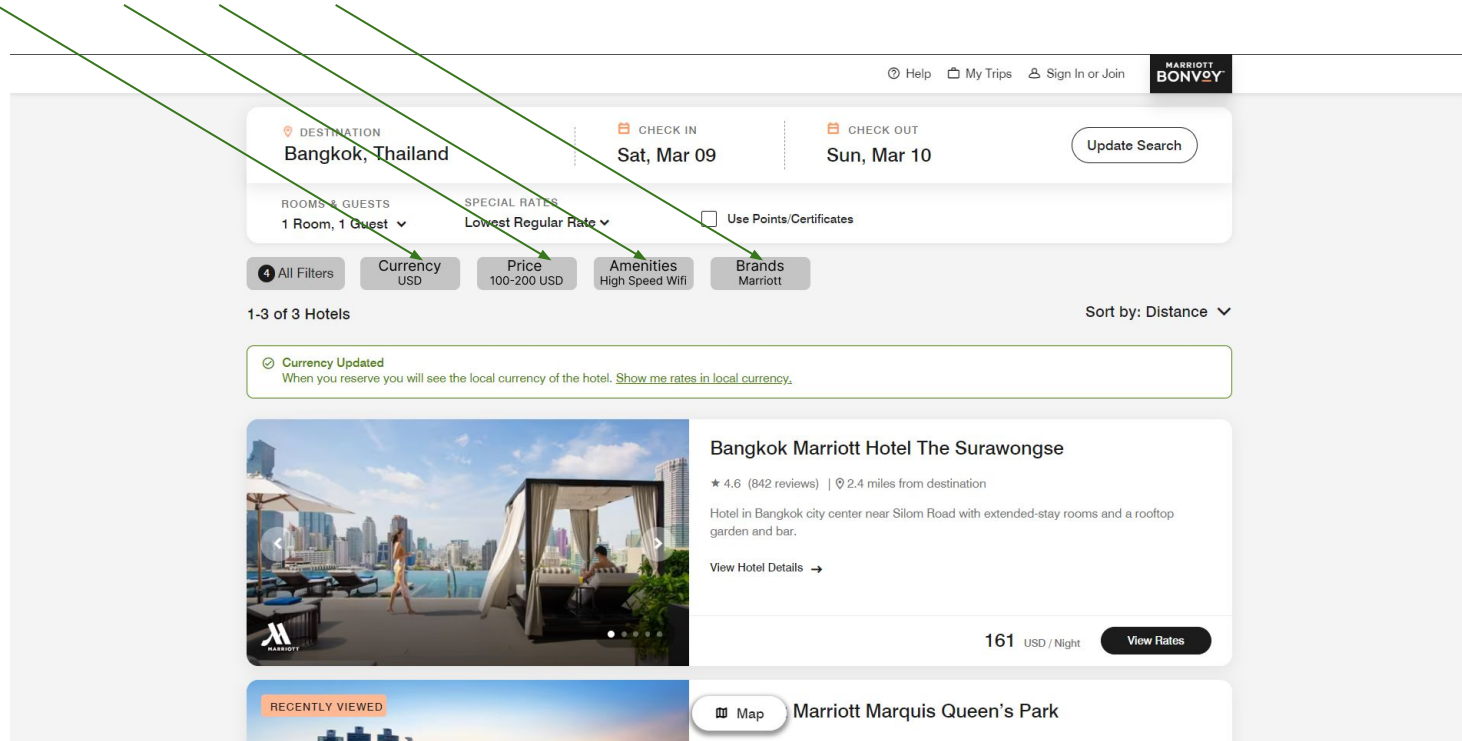
*"What are my filters again?"*

- The current state of the results page, does not inform users of its action. The user has to recall a lot of information of what filters are currently applied.
- Many suggested filters are also shown which confuse the users as they do not clearly indicate their purpose.



# Recommendation 2

- Informing the user which Filter are applied to improve users recognition of state.



# Issue 3 Lack of indication of currency change affordance, and finding its location

- On the search results page, currency change option is nested in the “Prices” filter. Users have trouble finding its location.

## search results page

Help My Trips Sign In or Join BONVEY

DESTINATION Bangkok, Thailand CHECK IN Sun, Mar 10 CHECK OUT Mon, Mar 11 Update Search

ROOMS & GUESTS 1 Room, 1 Guest SPECIAL RATES Lowest Regular Rate Use Points/Certificates

All Filters Price Amenities Brands Pets welcome (4) Pool (14)

1-14 of 14 Hotels Sort by: Distance

RECENTLY VIEWED

JW Marriott Hotel Bangkok

★ 4.6 (1,311 reviews) | 3.5 miles from destination

Our Sukhumvit, Bangkok, hotel has elegant rooms, a spa, dining and modern venues.

View Hotel Details →

7,840 THB / Night View Rates

*“it's changed the currency back, which is a little bit annoying 'cause I wanted it in dollars.”*

- On the checkout page, prices is reverted back to the destination currency.

## STAY DATES

Wed, May 29, 2024 - Thu, May 30, 2024

## TOTAL STAY

6,401.70 THB

Complete Your Booking

Checkout page

# Recommendation 3

- Add Currency change option in the bar on top that stays fixed on scrolling.
- Remove nesting Currency change under 'Price' filter

The screenshot displays the Marriott Bonvoy search and booking interface. At the top right, navigation links include 'Help', 'My Trips', 'Sign In or Join', and the 'MARRIOTT BONVOY' logo. The search bar contains 'DESTINATION Bangkok, Thailand', 'CHECK IN Sat, Mar 09', and 'CHECK OUT Sun, Mar 10', with an 'Update Search' button. Below the search bar, filters for 'ROOMS & GUESTS' (1 Room, 1 Guest), 'SPECIAL RATES' (Lowest Regular Rate), and 'Use Points/Certificates' are visible. A filter bar at the bottom includes 'All Filters', 'Currency USD', 'Price 100-200 USD', 'Amenities High Speed Wifi', and 'Brands Marriott'. The 'Sort by: Distance' dropdown is on the right. The hotel listing for 'Bangkok Marriott Marquis Queen's Park' shows its location, phone number, and 4.4 rating. The 'STAY DATES' section displays 'Wed, May 29, 2024 - Thu, May 30, 2024', 'TOTAL STAY 6,401.70 THB', and 'Currency: TBH'. A red note indicates 'Room(s) held for 0:00'. The 'Complete Your Booking' section includes a 'Sign in for Faster Booking' link, 'Guest Information' fields (First Name, Last Name, Email Address, Member Number), and a note about account matching. A room preview for '1 King Bed, Guest Room' shows a hotel room image, room details, dates, and rate information.

Help My Trips Sign In or Join MARRIOTT BONVOY

DESTINATION Bangkok, Thailand CHECK IN Sat, Mar 09 CHECK OUT Sun, Mar 10 Update Search

ROOMS & GUESTS 1 Room, 1 Guest SPECIAL RATES Lowest Regular Rate Use Points/Certificates

All Filters Currency USD Price 100-200 USD Amenities High Speed Wifi Brands Marriott Sort by: Distance

**Bangkok Marriott Marquis Queen's Park**  
199 Sukhumvit Soi 22, Klong Ton, Klong Toey, Bangkok, 10110 Thailand +6620595555 4.4 (2125 reviews)

STAY DATES Wed, May 29, 2024 - Thu, May 30, 2024 TOTAL STAY 6,401.70 THB Currency: TBH Room(s) held for 0:00

**Complete Your Booking**

[Sign in for Faster Booking](#)

**Guest Information** All fields are required unless otherwise stated.

First Name Last Name

Email Address Member Number Optional

Note: To be credited for this stay, the name on your Marriott Bonvoy account must match the guest name.

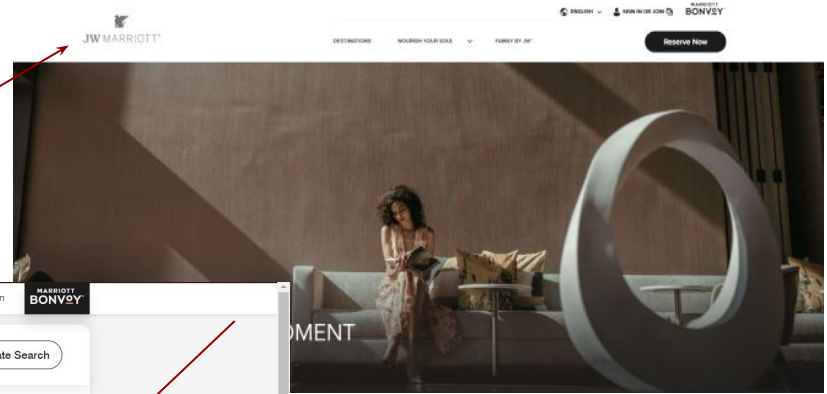
**1 King Bed, Guest Room**  
[Room Details](#)  
Wed, May 29, 2024 - Thu, May 30, 2024  
1 Room, 1 Adult  
[Member Flexible Rate](#)

- Adding a currency change button on the checkout page as well

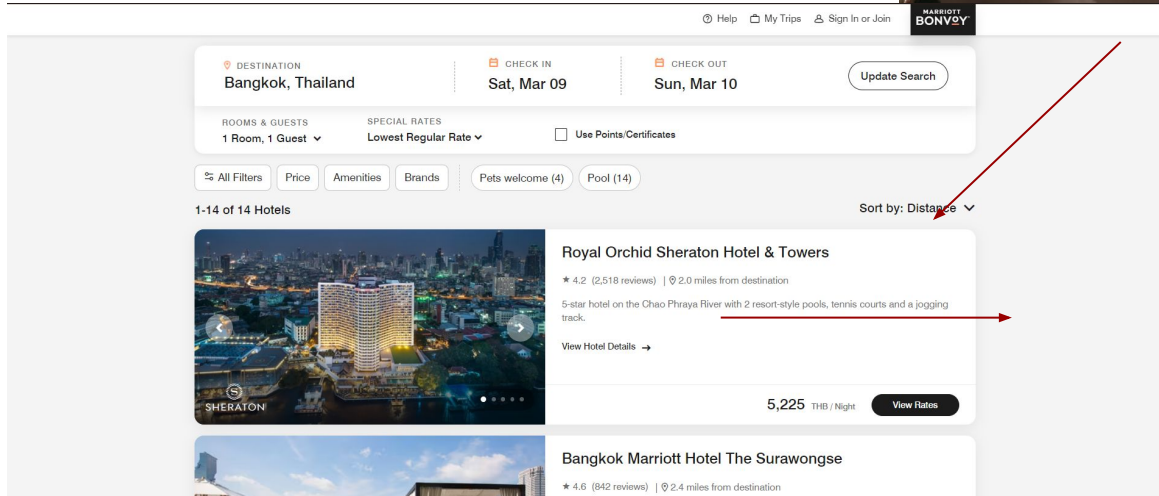
# Issue 4 Lack of feedback/ reassurance of change in booking portal

*"Wait, is this still Marriott?"*

- After a search from the Homepage is initiated, the user is taken to the global Marriott website, where all brands of Marriott are presented.
- The lack of logo of JW Marriott as shown here, on the new page confused users of the credibility of the page.



Homepage

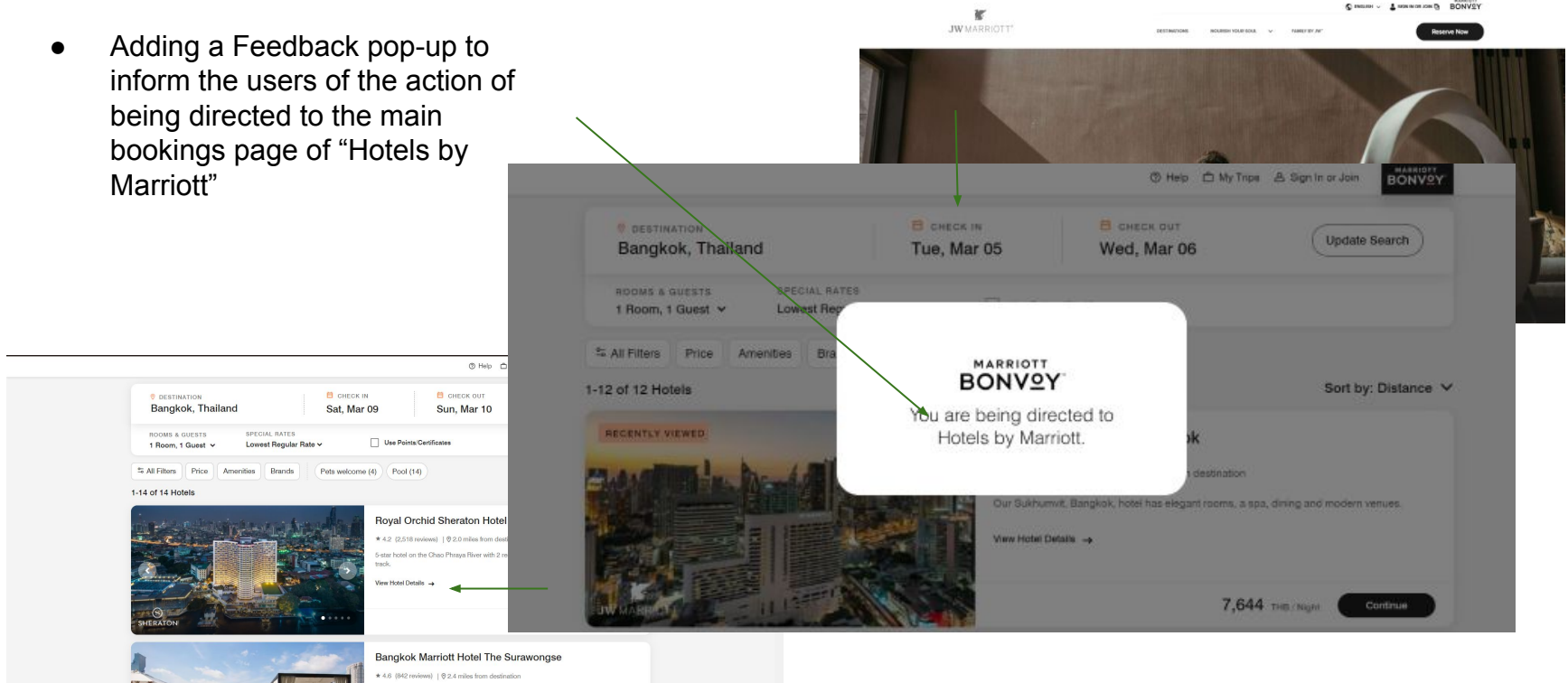


Hotels page after initiating a search.

A mixed result for all Marriott brands is presented.

# Recommendation 4

- Adding a Feedback pop-up to inform the users of the action of being directed to the main bookings page of “Hotels by Marriott”





# Conclusion

Refining the following areas can provide a more streamlined booking user flow, hence increasing user retention and conversion on the website.

(SEARCH BAR)

(FILTERS)

(CURRENCY CHANGE)

(BOOKING PORTAL)

Issue 1

Issue 2

Issue 3

Issue 4

Visibility of Search bar on screen, Inflexibility due to Pop-up search screen

Lack of user direction and signifier of system status on Search bar

Lack of visibility of applied filters

Lack of indication of currency change affordance, and finding its location

Lack of feedback/ reassurance of change in booking portal

## Recommendations

Realigning bar's position through hierarchy.

Renaming "Reserve Now" with "Search".

Specifying capacity of the search function

Adding signifier to user's location within Search results

Informing the user which Filter are applied to improve users recognition of state.

Remove nesting Currency change under 'Price' filter

Add Currency change option in the bar on top that stays fixed on scrolling.

Adding a Feedback pop-up to inform the users of the action of being directed to the main bookings page of "Hotels by Marriott"



# Appendix

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# Research Questions

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Analysing JW Marriott's website (<https://jw-marriott.marriott.com/>)

The following research questions are with the intent of understanding these focused areas within the searching/ discovering content function of the website

- Are users able to understand the affordances and intent of the Search bar system on the Home page?
- Are users able to understand the affordance of currency change settings on the website, and find its location?
- What other issues arise for the users in the searching content process in the website?

# URUT Methodology

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## Why did we choose this method?

An **unmoderated remote user test** facilitates the efficient collection of valuable user feedback on designs and prototypes on a large scale, offering flexibility and convenience for participants. ([A. Schade, Nielsen Norman Group, "Remote Usability Tests."](#))

## Our Process:

- Three usability researchers collaborated to set up user testing sessions and tasks on UserTesting ([usertesting.com](#))
- 11 participants were recruited. Each participant was given 5 tasks to complete.
- Analyzed and identified major issues
- Provided recommendations for addressing usability issues

## Screening Question:

Participants were screened based on their response for the following question: *Do you use booking websites to book hotels for vacation?*

- Yes [Accept]
- No [Reject]
- Maybe [Reject]

# Participant Demographics

Participants	Age	Gender	Country	Income level
U1	31	female	United States	\$40,000 - \$59,999
U2	32	female	United States	\$125,000 - \$149,999
U3	45	female	United States	\$100,000 - \$124,999
U4	19	female	United States	\$100,000 - \$124,999
U5	30	female	United Kingdom	\$40,000 - \$59,999
U6	55	male	United Kingdom	\$60,000 - \$79,999
U7	45	female	United Kingdom	\$80,000 - \$99,999
U8	27	male	Spain	\$20,000 - \$39,999
U9	32	female	United States	Less than \$19,999
U10	27	male	United States	\$80,000 - \$99,999
U11	26	male	Mexico	\$20,000 - \$39,999
Common	Device	Web Browser		
	Computer	Chrome		

# Task Brief

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**Scenario:** You are planning a solo vacation and you want to book one hotel room in Bangkok from April 20th to May 1st.



Explore the Homepage without clicking. Voice out your likes and dislikes

Find hotels in Bangkok, Thailand from April 20th to May 1st 2024

Filter the search results within 3-9 miles of the destination, within the price range of 100-200 USD and select a room that also fits your other preferences

Confirm that the details and the dates of the booking are correct

Please provide a verbal feedback of your process and rate your experience in the five point scale

# Task Type: Response & Objectives

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Task number	Task response type	Task objective
1	Share a verbal response for like and dislike	Examine if users can find search bar successfully.
2	Rate on a scale of 5 for difficulty task	Selecting a destination and travel date is the primary use-case for this website.
3	Rate on a scale of 5 for difficulty task	Examine the effectiveness of filters such as currency conversion, price range and distance range.
4	Rate on a scale of 5 for difficulty task	Payment to book a hotel is a vital end point and use-case for this website.
5	Share a verbal response for experience	General question to understand the severity of usability issues.

# Task Type: Response & Objectives

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Task number	Task objective	Task & Recommendation insights
1	Examine if users can find search bar successfully.	Severity Rating: 1, Execution Rating: 1 3/11 users expressed that the search bar is not immediately noticeable. 2/11 users felt that the popup screen does not allow flexibility of viewing screen
2	Selecting a destination and travel date is the primary use-case for this website.	Severity Rating: 4, Execution Rating: 2 4/11 users underwent critical errors in going to the wrong/unintended search results because of search bar dropdown design. 2/11 users found the search process design confusing.
3	Examine the effectiveness of filters such as currency conversion, price range and distance range.	Severity Rating: 4, Execution Rating: 3 9/11 users could not realise that the website had a provision for changing currencies. 3/11 users ended up using a phone calculator. 9/11 users could not locate the currency change option.
4	Payment to book a hotel is a vital end point and use-case for this website.	Severity Rating: 2, Execution Rating: 2 3/11 users felt they did not trust/ reason the new page opening from the 'Reserve' button



# Prioritization of Results Insights

## Task 1:

### Like:

- The page looks clean, elegant, professional.
- The neutral color scheme is good and effective.
- Search bar in the center is the first thing to see, which is accessible and easy to find

### Dislike:

- How the Marriott Bonvoy Club is all the way at the bottom of the page
- Confused by some content, hope the language can be more plain, saying food & activities directly.
- Empty space on top of the page

### Insights:

There are lots of information on the home page, users can easily get lost when scrolling down the page.

### Recommendation:

Prioritize or reduce information on the home page.

## Task2:

- When user try to type in, a new window will pop up, user think that this is weird, she assume that she can interact with it on original page.
- One user fail to find the search bar on the home page because she didn't scroll down

### Insights:

- Different users have different screen size and window size, it's possible that some users cannot see the search bar without scrolling.
- The data type-in window should follow industry convention and keep consistent with other online booking websites.

### Recommendation:

- More signifiers to indicate that users can scroll down the page, or make the search bar appear on top.
- Search bar: not pop-up window?

## Task3:

Users are confused by two filters

### Insights:

- When users try to choose a specific distance range, they will go to Sort by Distance, however the right one they should go is All filters

### Recommendation:

Regroup information in two filters in a intuitive and easy-to-understand way

## Task 4:

Users want to keep USD currency in checkout

### Insights:

Only show price in THB make users in the US difficult to use, violet flexibility and efficiency of use.

## Task 1:

### Like:

- The page looks clean and mature
- Likes the emotions expressed by the videos and images onscreen

### Dislike:

-

### Insights:

- User can get very occupied with the visuals, and not easily find actionable signifiers.

### Recommendation:

- Making user actions more prominent on the screen.

## Task2 and 3:

### Issue:

- **User selected one particular hotel, and not the all Hotels in the city page, as there is confusion in the Search bar regarding 'Place' and 'Hotel'**
- **User was unable to perform the filtering tasks as the Filters option is not available on the Hotel page and the Search button directly took him to the Hotel page. There was no indication of 'Search all hotels in Bangkok area' for him to realize his mistake.**
- **There is no signifier that the user has currently selected to see Places or Hotels from the two buttons leading to errors and confusion.**



### Insights:

- Users might not realize that the Search bar has two different quick actions - of directly choosing a Hotel, or going to a place and perusing all available hotels.

### Recommendation:

- Indicate both toggles and Place and Hotel prominently, and make users aware of their selection.

### Issue:

- **There is no Currency change option on the Hotel page.** He had to perform a calculation on his phone to find the price he would need to pay in his currency (Mexican currency)
- User notes that normally, he does not need to perform a currency change as websites detect his location and change it
- User concerned of what currency the website will charge him in

## Task 1:

### Like:

-

### Dislike:

-

## Task2 and 3:

### Issue:

- User did not us from the hotel li
- User could not

### Recommendation:

- **Make Filter hes**

### Issue:

Currency informati

### Recommendation:

- **Indicate clear i quik.**

We summarized the comprehensive findings of 11 users for each task, evaluated the time required for each task, and utilized affinity mapping to pinpoint recurring patterns and significant obstacles hindering user flow, particularly those affecting the completion of the booking process.

# References

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