Business goals

The client has identified their top five business goals for their digital properties:

1. Increase hotel bookings via digital properties by 10%

2. Increase reservations for their Luxury and Lifestyle Collection hotel categories

3. Gain 10,000 incremental members of the Marriott Rewards loyalty program in the first quarter after the redesign

4. Decrease by 20% the number of people starting and then abandoning a reservation

5. Increase by 5% the number of people choosing a hotel and flight package (vs. just booking their hotel alone)

User experience questions

Additionally, the client has gathered their top five user experience questions:

1. What is the demographic makeup of our user population?

2. How do people choose a hotel?

3. Why do people start a hotel search and then not complete a reservation?

4. When do people use the website vs. the mobile app?

5. What value are customers looking for in a hotel loyalty program?

Goals of User Research

1. Learn what the demographics of Marriott’s online user population.
   1. Figure out what would encourage users to use your online tools to book more often.
   2. Determine how we can encourage users to book a hotel/flight package.
2. Learn the process of how people choose a hotel to book.
3. Figure out what causes a user to start a hotel search on the site but not complete a reservation.
   1. Learn how we can decrease the number of incomplete bookings online.
4. Determine what causes our users to use Marriott’s website vs their mobile app.
5. Learn what users would want to have offered in a hotel loyalty program that would make them want to join.
   1. Learn what users want to gain through a loyalty program so that we can increase overall memberships in our program.

Turn Goals into Questions (see table)

|  |  |
| --- | --- |
| Issues | Questions |
| We don’t know what the demographics of our user population are. | What are the demographics of the largest portions of our user base? |
| Users aren’t using our digital properties as much as we’d like them to. | Why do users go online to book a reservation?  What percentage of our users would rather utilize digital services vs. phone calls? |
| Users aren’t booking our Luxury and Lifestyle Collection hotels as much as regular hotels. | Which parts of our user base would be interested in our upscale hotels?  What would make user want to use our luxury collection? |
| How can we encourage users to book their hotel and flight as a package? | Why do users want to book their hotels and flights separately?  What would make them want to bundle their flights and hotel accommodations? |
| We don’t know the different processes that users utilize to book rooms. | What is the first step our users take when wanting to book a room?  What are the different workflows that our users take when booking a room?  How long does it take our users to book a room? |
| Some users begin the reservation process but then abandon it before booking. | What are the issues that a user faces when they decide to stop the reservation process?  What specific sections of the reservation process cause the most frustration to our users?  What can we do to ease the use of these problem sections? |
| We do not know what causes a user to want to use our online site vs. our mobile app. | Why do some users prefer mobile app?  Why do some users prefer the website?  What would make the website users more inclined to use the app? |