

# USER TESTING OF CAPE TOWN HOTEL RESERVATION SYSTEMS USABILITY

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## 1. RESEARCH CONTENT

The aim of this research project was to determine the degree of usability of Cape Town hotel online reservation systems

### Introduction

- Internet used to generate revenue
- Competition between similar websites
- Fast growth of users of hotel online reservation systems
- The increase of online transactions
- Website – high growth e-commerce

### Research problem

Lack of usability of online hotel booking systems deter potential clients from booking online

### Objective

- To determine if hotel online reservation systems are usable
- To determine the time hotel website users spend when they do an online reservation
- To identify the main usability impediments on hotel website reservation systems

### Research question

- Do users find hotel online reservation system usable?

### Sub-questions

- Do websites provide the right content and is the online reservation system usable?
- How much time do hotel websites users spend on reservation system when they make bookings?
- What are the main usability impediments on hotel website reservation systems?

## 2. LITERATURE REVIEW

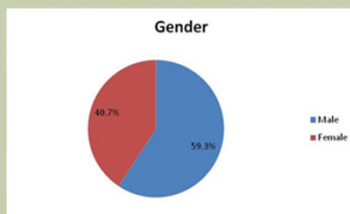
- Website usability makes websites more efficient and enjoyable for users
- Negative experiences on websites deter users
- Poor website design - loss of potential users
- Websites should contain relevant information
- Lack of usability - users click elsewhere

## 3. METHODOLOGY

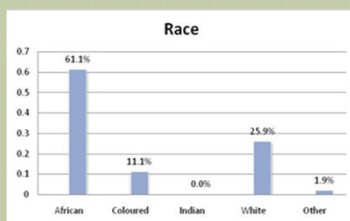
- Research instrument employed was usability testing
- It is an approach to product development that incorporates direct user feedback throughout the development cycle in order to reduce costs and create product and tools that meets user needs
- Research focused on hotel reservation systems usability was covered
- Standard approaches - qualitative and quantitative research approach
- A mixed method capture the best of both approaches

## 4. RESULTS AND ANALYSIS

### Demographics of respondents



The majority of respondents were male (59.3%) and 40.7% were female. This may be due to the reason that in South Africa there are more males in Information Technology than females, and they have been identified as the main respondents of the survey.



More than 61.1% of the respondents were African, 25.9% were White, 11.1% were Coloured, and 1.9% were from other races. It is shown that four races have been involved in this survey, which is very meaningful to ensure the fairness of the usability results.

### Time and user experience

Figure 1 shows three different users with three different times taken while the user was doing an online booking. The result shows that users spend between 1 and 27 minutes to complete the booking.

Figure 2 Ease of use: 52.5% of participants claimed that the key factors were content simplicity and understandable product offerings.

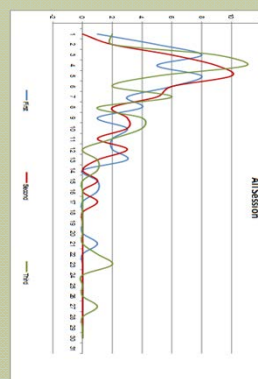


Figure 1

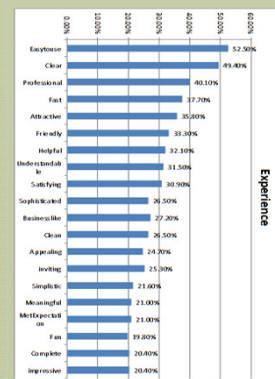


Figure 2

## CONCLUSION

The outcomes of this study indicate an interesting pattern in that reservation systems met user requirements more often than expected. The amount of time spent to complete a booking also decreased as users worked on more than one reservation system.

Website  
 Attributes  
 Research  
 Centre

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