



Disney Parks and Travel Website: Results and Recommendations Report

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Study overview and objectives

Purpose of the Study

The purpose of this research was to explore the ease of using the Disney Park and Travel website. In particular, this study will evaluate the following primary tasks:

- Finding information on a resort.
- Find out the cost of a vacation package.
- Find out about the special offers.

The key questions this study address are:

Objectives

- Do users understand what special offers are offered?
- Can users find information on a vacation destination?
- Can users find information on a vacation package?

Methodology

Study method

The target audience were three people who plan and take vacations regularly. Testing days were June 19, 21 and 22, 2013

Interview method

This study was conducted by having three participants perform core task scenarios using the Disney Parks and Travel website. The sessions was moderated in the participant's home. Participants were urged to "talk aloud" as they go through each task. Each test session lasted approximately 30 minutes.

Executive Summary

The findings and recommendations in this section represent important usability issues that were uncovered during user testing. These issues garnered considerable user comments and/or errors, leading to issues of overall effectiveness, efficiency and/or user experience. It is strongly recommended that these issues be addressed to improve the usability and experience when interacting with this product.

While the overall experience was good among the participants there was some issues that were of concern.

Issues:

- The fact that participants use certain terms interchangeably can be confusing when using this website. For example to find information on a vacation package they would choose either “Packages” or “Planning Tools”.
- Users wanted “Packages” to included not only hotel and park tickets, but airfare and car rental as well.
- There were not enough special offers available.
- Some pages can be visually overwhelming with too much text and graphics on the screen.

Recommendations:

- Make it clear to users the difference between the terms packages and planning tools.
- Include airfare and car rental with all packages when it makes sense to do so.
- Offer more special offers.
- Lessen the amount of print and graphics on pages.

Home page



Aulani Resort Hawai'i



Task 1: Find information on a vacation destination

Objective

- Can users find information on a vacation destination?

Scenario:

Your planning a family vacation for this summer. You've heard that Disney has a resort in Hawaii. So you want to check out the Disney Parks and Travel website as part of your options for your family vacation.

Task 1: (Starting at the home page)

You're at the Disney Parks and Travel website. Please show and say how you would find information on a resort in Hawaii.

Findings:

- Three out of three participants were able to locate a resort, but two out of three found information on a resort in Hawaii.
- Two out of three participants felt like there was too much information on the screens (Aulani resort: Accommodations and Activities tabs).
- One participant wanted a live chat to help them find there way around the site to help them find what they are looking for faster.

Recommendations:

- Reduce the amount of print on the accommodations and activities pages.
- Make labeling on the secondary navigation bar on the homepage clear so users will know where to go to find their information quickly.

Home page



Special Offers and Discount page



Task 2: Finding special offers

Objective

- Do users understand what special offers are offered?

Scenario :

You want to find out if Disney has any special offers for the Disneyland resort using the Disney Parks and Travel website.

Task 2:

(Starting from the home page)

Please show and say how you would find the special offers for Disneyland resort.

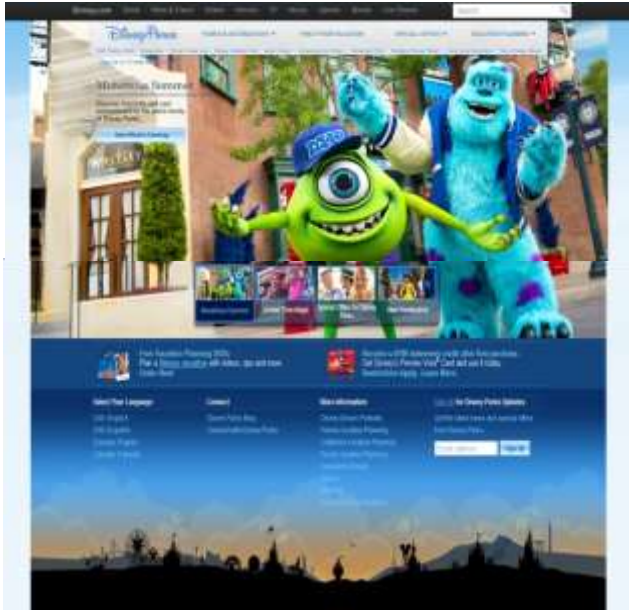
Findings:

- Most participants wanted to see more discount special offers.
- Most participants wanted discounts on a package deal that include airfare and car rental.

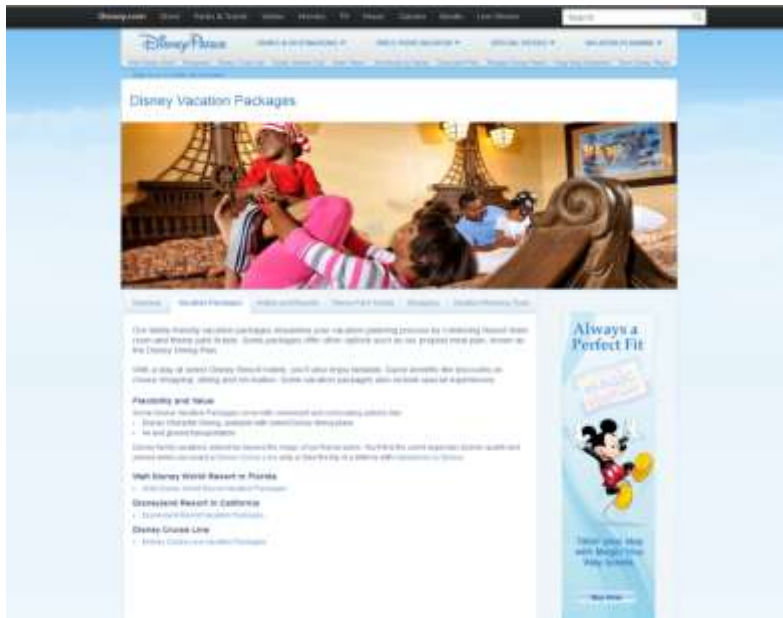
Recommendations:

- Add more discount options on the special offers page.
- Include airfare and car rentals to special offers page.

Home page



Vacation package page



Task 3: Find information on a vacation package

Objective

- Can users find information on a vacation package?

Scenario:

You've decided to plan your family vacation this summer at a Disney location.

Task 3:

(Starting at the Home page)

Please show and say how you would get information on a vacation package on the Disney Parks and Travel website.

Findings:

- Though the site offered a hotel and park admission packages, all participants would like to have available packages that included airfare and car rental.
- One participant clicked on Walt Disney World resorts, but the Aulani resort page came up instead.

Recommendations:

- Make it clear to users that airfare and car rentals are offered as part of every vacation package.
- Make sure that the Walt Disney World resort link is linked to the correct page.

SUS score

System Usability Survey (SUS)

The System Usability Survey (SUS) was used to capture overall subjective assessment of usability with the Disney Parks and Travel website. A score of 80 and above is considered acceptable in terms of creating a satisfactory or better user experience. The tables below show results from users using the Disney Parks and Travel website.

- Statements 1,3,5,7 and 9 were scored as (<raw score>-1) from 1-5, with 5 being “Strongly Agree”.
- Statements 2,4,6,8, and 10 were scored in reverse (as 5-<raw score>) with 1 being “Strongly Agree”.
- The individual statement scores were summed and multiplied by 2.5 to yield a theoretical range of 0-100, with the upper end indicating greater usability.

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Total
P1	5	3	4	1	5	1	4	2	4	3	80
P2	3	3	4	3	3	5	5	3	3	3	52.5
P3	5	1	5	1	5	5	5	1	5	1	90

Minimum	3	1	4	1	3	1	4	1	3	1
---------	---	---	---	---	---	---	---	---	---	---

Maximum	5	3	5	3	5	5	5	3	5	3
---------	---	---	---	---	---	---	---	---	---	---

Average											74.2
----------------	--	--	--	--	--	--	--	--	--	--	------

Std dev											19.4
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SUS Questionnaire

SUS

Please note the scale - 1 means strongly disagree and 5 means strongly agree.

Please indicate whether you disagree or agree with each of these 10 statements. *

What is your User Testing.com participant ID?

I think that I would like to use this website frequently. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I found the website unnecessarily complex. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I thought the website was easy to use. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I think that I would need the support of a technical person to be able to use this website. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I found the various functions in this website were well integrated. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I thought there was too much inconsistency in this website. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I would imagine that most people would learn to use this website very quickly. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I found the website very cumbersome to use. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I felt very confident using the website. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

I need to learn a lot about this website before I could effectively use it. *

1 2 3 4 5

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Post Questionnaire

Task 1	1.1 How was the process of finding information on a resort?	1.2 What would you change about the process?	Task 2	1.1 How was the process of finding information on Disneyland resort special offers?	1.2 What worked well for you that shouldn't change?	1.3 What would you want to change?
P1	It was very simple. Everything that I was looking for was well labeled with plenty of pictures.	Nothing		It was a little difficult. I was sure if there were any special offers. The offers on their site dwelt with special things that you can do but not special travel packages. For example, an special price for air-hotel-rental car.	Having the "special offers" tab.	Change the coloring on the "Rate calendar"
P2	It was difficult, I was unable to retrieve any information.	I would like to get to my destination quicker once I click on the options provided on the Web Page.		The process was simple, but would have like a variety of options.	The link directed me to the site that I needed.	I would like to have someone I can chat with and show me the offers they have.
P3	I looked under the tab Parks & Destinations.	Nothing, it was easy to find.		It was very easy, I looked at the special offers and clicked on that to find the current offers.	I found that many choices and selected the one I was looking for, no changes needed.	Nothing, it was easy and simple.

Post Questionnaire

Task 3	1.1 How was the process of finding information on a vacation package.	1.2 What would you change about the process?
P1	Finding where the information was easy, I clicked on packages and looked at the choices, selected the location to view the information.	The link I selected was not the right one, that needs to be looked at and fixed.
P2	It was quick and easy.	I would have like to see more offers, and again a live chat person.
P3	Finding where the information was easy, I clicked on packages and looked at the choices, selected the location to view the information.	The link I selected was not the right one, that needs to be looked at and fixed.

Participant Information

Participant Name	Gender	Age Range	Profession	Hours on the Computer	Hours on the internet daily (no email or chat)	Who do you currently use to plan your vacation?	Have you ever used a travel website?
Richard	Male	50-59	sales	3-5	3-5	No one	Yes
Maria	Female	30-39	Administrative Assistant	6-9	3-5	I use Expedia, or I use my AAA account.	Yes
Tina	Female	50-59	Sr. Export Import Compliance Advisor	6-9	6-9	Travelocity	Yes

Participant Information

Participant Name	In the past, what questions or issues did you have with the travel website you used?	Were you successful?	Tell me how your experience was with the last travel website you used?	What do you like about the website? Dislike?
Richard	I found when using Priceline for hotels in Hawaii, a four star rating only refers to the hotel's lobby not the rooms.	No, it resulted in me paying a higher price than agreed.	It went very well (Expedia)	Easy to use, well labeled, site did what it promised - lower airfares
Maria	Would not give me the correct information for certain Hotels, or flights I was looking for. Would direct me to different sites.	No, I started using my AAA site for hotel, travel etc.	My experience was great, I found what I was looking for I had many options to choose from and also was able to have a live person help me via instant message.	I like that it's simple, and everything is easy to find just a click away.
Tina	What happens if I have cancel? Are there any additional charges?	For the most part, yes.	It was just okay, the room was beautiful but not the ocean view we selected.	That you have the information to make the choices without the middle man, and that you have control of your vacation.