



Hvor
Søk etter reisemål

Innsjekking
Legg til dato...

Utsjekking
Legg til dato...

Hvem
Legg til gjester



Fantastisk utsikt



Ikoner



Tretoppus



Wow!



Vindmøller



Populære



Hytter



Minihus



Fantastiske basseng



På stranden



Herskapshus

Nær



Filtre

Search and Filter Functionality Testing

Student Assignment



“...should we just book a hotel”?

A big source of income for Airbnb comes from this user group:
they know they are going, but don't know where to stay.

Are we supporting the users in the browsing process
- or is it easier to visit our competitors?

Time to Check the Filter

The purpose has been to explore how visitors uses the site's search and filters components when booking a holiday accommodation.

The scope has been to plan, recruit, conduct and report from remote, moderated user testing with three to five participants.

More information: see [user testing plan](#)

Making the Test

Classic User Testing with a Hint of AI

The interview guide was based on the well known consultant Steve Krugs user test scripts, which is suitable for the test type that was ordered. It was formed through the help of ai (chatgpt) and piloted before tests were conducted.

as Requested from the Design Team

The tasks of the test were requested from the Airbnb Design Team Lead. In short, users searched for 2 nights for 2 people in California with free cancellation and wifi. Breakfast included was as a nice-to-have.

See user testing script and consent forms on the [google drive](#)

Metrics



Accomplishing a Task

Can users with a rough plan and basic preferences (destination, days, budget ++) find a suitable accommodation using the site?



Number of Errors

Do the users come across any difficulties, and if yes, can they overcome them?



User Satisfaction

Do the users have a good experience? Is it likely that they use the site again, or recommend it to others?

Participants



Three users aged 22-32

Recruitment was done by contacting friends or family members who met the inclusion criteria. They all had some familiarity with airbnb and travel, and basic usage of websites.

Based on inclusion criterias and the nature of the test they should all be able to navigate airbnb and find a place to stay for their travel.

See specifics about recruitment and inclusion criterias in the [user testing plan](#).

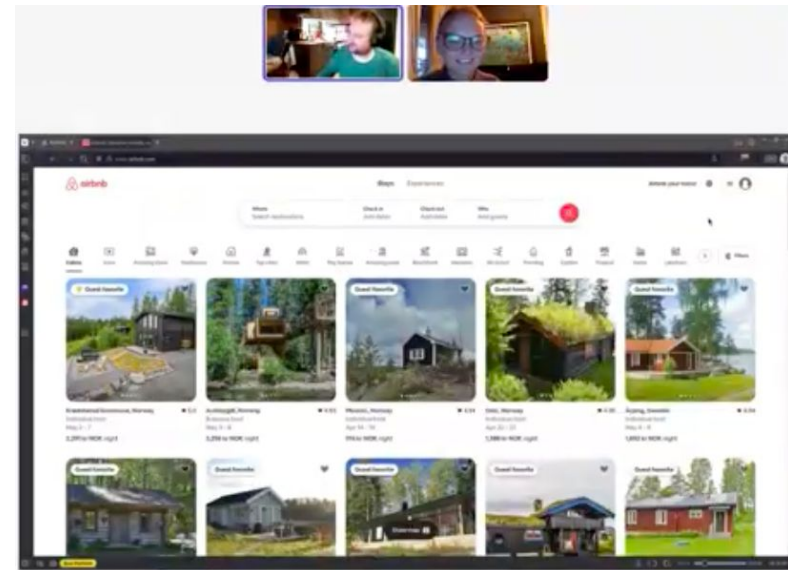
Conducting the Tests

Testing that “feels like home”

All tests were conducted remotely using Microsoft Teams: a commonly used platform that many people know of and is easy to use. Participants shared their screen and navigated [airbnb.com](https://www.airbnb.com) on their familiar device from the safety of their home.

Documentation

Screen and voice recordings from the testing sessions are documented and saved on [google drive](https://www.google.com/drive/).



!Important Occurrences!

One participant tested on an iPad, even though PC was requested

One of the participants logged on the user test with an iPad instead of PC. The test *did* display differences in usage based on devices, but this was not optimal.

Syncing screen and voice recordings was forgotten

When recording voice and video separately, it is crucial to sync the clips. This was not done and it was therefore troublesome to work with the analysis.

Flaws in the testing script

There should have been some quantitative data included in the testing. For example asking the users to rate the site on a scale from 1-10. Analysing *time completed* should also have been included as a metric.

Ethical Considerations

Minimizing Sharing of Personal Information

No users needed to share their name or face on screen unless wanting to. The interview was written with sharing of personal information in mind.

Storing data on google docs

Saving documents on google drive and sharing them with *anyone* having the link is not compliant with safety standards. For this assignment the users were informed, but I would not use this for a professional case.

Summary of Findings

Accomplished tasks:



Beginning the search seemed easy and intuitive: location, dates and number of participants
All participants found a suitable accommodation by the end of the session

Number of errors:



All participants misread the price filter, and finished the task with a location over budget at their first attempt.

All participants reacted negatively on the error, but were able to correct it.

Two participants found locations outside of the given criterias after using the filter, and reacted with frustration.

One participant did not find the option of renting a whole accommodation without scanning the site

User satisfaction



One participant rated the experience as “ok”

Two participants complained on the filter and accommodation sites being overloaded with information

Two participants quickly came up with ideas to improve the site when asked

One participant stated: "I would rather book a hotel than use this website"

All notes can be seen in the [analysis document](#)

Design Suggestions

1. Be on Budget
2. Filter On-prem
(attach to browser view)
3. Clean Up the Filter

Filtre

×

Valgt

Maks 5 000 kr NOK ×

2 eller flere soverom ×

Type sted

Hvilken som helst type

Rom

Helt hjem

Priskategori

Priser per natt inkludert gebyrer og skatt

Minst

kr110

Maksimalt

kr5000

Fjern alle

Vis over 1000 steder

Be on Budget

Help users stay comfortably on budget.

Suggestion: replace text sentence with radio buttons giving choice of selecting price per night or total.

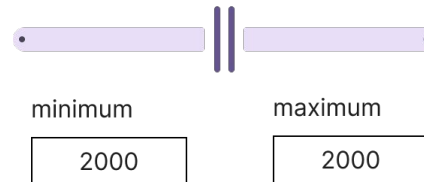
Priskategori

Priser per natt inkludert gebyrer og skatt

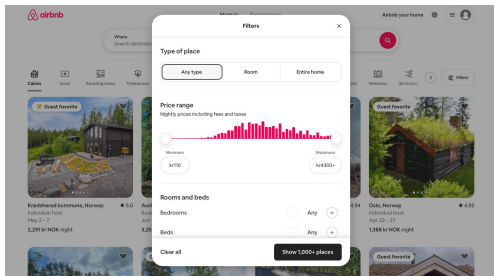


Price

- ☐ Per night
- ☒ Total



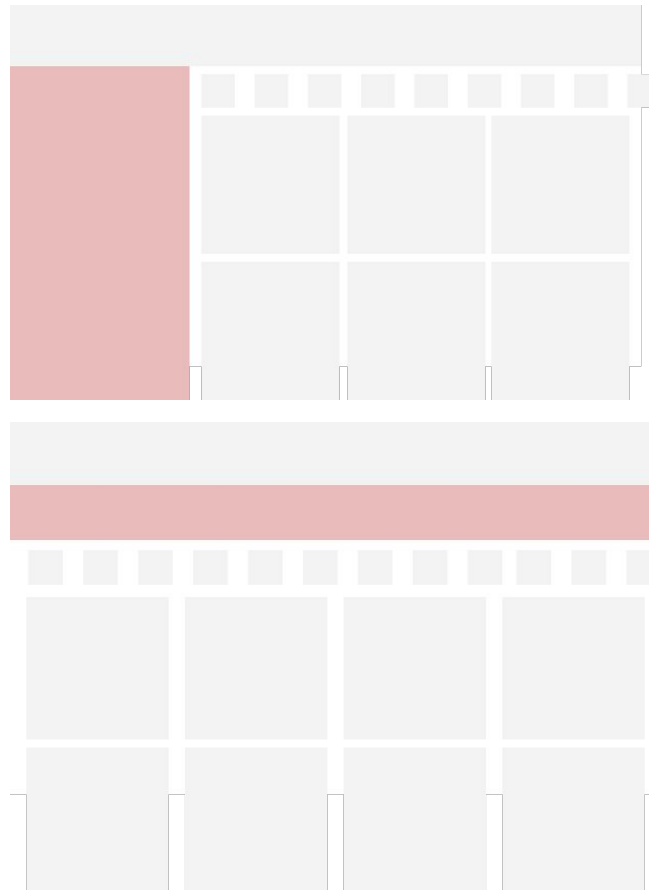
minimum 2000 maximum 2000



Filter On-prem (attach to browser view)

Make it simpler to keep track of an change filter options as you go.

Suggestion: on computer devices, place the filter vertically or horizontally on the home screen. Either fixed or with show/hide functionality.



Clean Up the Filter

Make the filter seem less overwhelming.
Suggestion: explore possible improvements.

- Can filters be reorganized (e.g. type of place and property type together)?
- Can the total number of seven different UI components be reduced?
- See if matching icon and font size in chips give a cleaner look?
- Can layout changes make the slider seem more “clean”?

UI components in the airbnb filter:

Type sted

Hvilken som helst type Rom Helt hjem

Priskategori

Priser per natt inkludert gebyrer og skatt



Eiendomstype

Hus Leilighet Gjestehus Hotell

Soverom

- ☐ Trinnfri adkomst til soverom
- ☐ Inngangen til soverommet er bredere enn 81 cm

Rom og senger

Soverom - Alle +

Senger - Alle +

Bad - Alle +

Enestående overnattingssteder

Gjestefavoritt
De best likte hjemmene på Airbnb

Valgt

Maks 5 000 kr NOK +

Gjestefavoritt +

Next Steps

Improve User Satisfaction

Decide on changes that can increase user satisfaction and secure income.

Learn From recent Mistakes

Improve metrics and write better questions for testing sessions that collect more quantitative data. Be even more thorough in the selection of participants.

Further Usability Testing

Conduct further testing (A/B-testing or test like the one conducted) to aim for improved results and adjust the new design.



Thank You!