XYZ Company

Competitive Benchmark Research Plan

TripAdvisor and Vrbo

By Theresa Wilkinson

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Overview

XYZ Company planned a benchmark study between the travel sites of TripAdvisor and Vrbo.

TripAdvisor

TripAdvisor, Inc. is an online travel company that operates a global platform. The website includes:

- User-generated content
- Price comparison tools
- Online reservations for:
  - Transportation
  - Lodging
  - Travel experiences
  - Restaurants

Its flagship brand, TripAdvisor.com, reached 490 million average monthly unique visitors in 2018. NPS score in 2019 was 46.

Vrbo

Vrbo, originally known as Vacation Rentals by Owner, was founded in 1995 as a service for homeowners to list their properties for short term rental. The original website was created by David Clouse in Aurora, Colorado in order to rent his Breckenridge Ski Resort condo. NPS score in 2019 was 29.

Methodology

XYZ Company plans to compare two travel websites using remote, unmoderated, think-out-loud usability testing with both quantitative and qualitative tasks.

Participants will be equally divided so that 30 use each site to complete several tasks in order to test and measure the design of the home page, the Book a vacation home task flow and gather usability metrics for each website.

We also plan to gather information on what influences users to book a vacation home, as well as, their likelihood to recommend the website to friends, family and colleagues.

Goals

- Update NPS scores
- Identify any obstacles or improvements for booking a vacation home
- Identify any additional information that users would value in deciding which vacation home to book

Research Questions

- How easy or difficult is it to book a vacation home?
- Did the user identify any improvements to booking a vacation home?
- Did the user identify any additional information that would influence booking a vacation home?
- Was the user satisfied with their experience?
- Would the user recommend the travel website?

Participants

- 30 participants will use Vrbo.com
- 30 participants will use Tripadvisor.com

Total #	60
	30 women
	30 men
Age	18+
Income	>$50,000 per year
Country	Any
Device	Any
Operating system	Any
Web browser	Mozilla, Chrome

Task Metrics

- Task Success
- Task Time
- Completion Rate
- Effectiveness (= # of tasks completed/# of tasks undertaken x 100%)
- Errors
- Single Ease Question (SEQ)

Survey Metrics

- Ease of Use
- Errors
- CSAT Customer Satisfaction Score
- NPS Net Promoter Score

Schedule

The remote, unmoderated study will be conducted in January of 2020.

Discussion Guide

Welcome

Hi!

Thanks for your interest in this study. Before we get started, let's review some key points and tips.

1. Make sure you're in a quiet environment with good lighting and a stable surface.
2. If required for the test, make sure your audio is turned on to record your comments.
3. We will ask you to verbally express your thoughts, to think out loud, while you are experiencing a website or an interactive prototype.

There are no wrong answers - we want your honest and thoughtful feedback. It's what helps us improve, so be loud and proud!

> **Tip:** Prototypes are concepts that are not live websites yet. Some links and areas may not be fully functional, but do not dwell too much on these.

This study should take about 10-15 minutes.

Ready? Click "Agree and Continue" to start!

Legal Consent Request

COMPLYING WITH DATA REGULATION LAWS

The data from your study participants is extremely valuable. To protect it, laws like the GDPR or the CCPA that empower the user and its rights have been emerging during the past years and will continue to do so.

As a general rule of thumb, if you want to collect any personal information from your participants (like name, email, record their screen, voice or face), you should first ask their explicit consent.

In this page you'll find a generic template for a consent request. You can edit it, review it with your legal team and adapt it to your needs.

We care about the privacy of your data

In this study we will collect your behavioral data for a User Experience research project.

This information will be encrypted and protected in accordance with security best practices. If you want to know more about our security measures or how your data will be stored and used, our full Privacy Policy is available on our website.

I understand that my behavioral data will be collected for a User Experience research project.

Screener Questions

What is your age?

- Under 18 Screenout
- 18 to 24 Next
- 25 to 34 Next
- 35 to 44 Next
- 45 to 54 Next
- 55 to 64 Next
- 65 or older Next
- Prefer not to say Screenout

1. Are you?
   - Male Next
   - Female Next

2. What is your total annual household income?

- Less than $15,000 Screenout
- $15,000-$24,999 Screenout
- $25,000-$34,999 Screenout
- $35,000-$49,999 Screenout
- $50,000-$74,999 Next
- $75,000 - $99,999 Next
- $100,000 - $124,999 Next
- $125,000 - $149,999 Next
- $150,000 - $199,999 Next
- $200,000 or more Next
- Prefer not to answer Screenout

3. When was the last time you booked travel online?
   - Within the past 6 months Next
   - 6 months to 1 year ago Next
   - 1 to 2 years ago Next
   - More than 2 years ago Next
   - Never Screenout

4. You will be required to "talk out loud" as you complete this study. When you "talk out load", you can talk about your reactions to what you are seeing, doing, or feeling as you go through each task and question. Play the video below to learn more about Talk Out Loud.

   Are you willing to "talk out loud" while giving your feedback?

   - Yes End Screener
   - No Screenout

ScreenOut Text

Thanks for your answer, unfortunately you don't qualify for this survey.

Completed Study Text

You have completed the study. Thank you for participating!

Quotafull

Sorry! This study is full.

Tasks

(Dummy credit card information is not included in this document.)

Task 1

Please navigate to https://www.tripadvisor.com/.

Please navigate to https://www.vrbo.com/.

What are your first impressions of this website?

Goal	Qualitative information
Input	None
Assumptions	
Steps	User is presented with main page of travel site
Success criteria	Qualitative information
Notes	

Task 2

You would like to find a vacation rental home for a week-long trip to Isle of Palms, South Carolina for four adults. You really want a house on the beach but will consider something within a reasonable walking distance. Please find a reasonable rental price and reserve a vacation home. Please use the "dummy" credit card information provided. DO NOT USE YOUR PERSONAL CREDIT CARD INFORMATION.

Goal	Book a vacation home
Input	TripAdvisor: Full name, Phone number, E-mail address, Personal message, Name on Card, Dummy credit card information (card number, expiration month and year, Security code) Country, Zip Code, Click Book Now button
Assumptions	Dummy credit card works
Steps – TripAdvisor Scenario 1	1. On main page, user clicks "Vacation Rentals" in top navigation 2. In the Where To modal, user enters location information and selects location from results 3. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review 4. On rental home page, user the Book Now button 5. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button

Steps – TripAdvisor Scenario 2	1. On main page, user clicks "Where To" modal 2. User enters location information and selects location from results 3. On the results page, user selects Vacation Rentals in navigation 4. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review 5. On rental home page, user clicks the Book Now button 6. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button
Steps - Vrbo	1. User enters date and location criteria and clicks Search button 2. On the Isle of Palms Vacation Rentals results page, user selects the blue home rental name (appears underlined on mouse over) to review 3. On rental home page, user clicks the Book Now button 4. On the Begin Booking pages (3), user enters personal information including dummy credit card and Clicks Book Now button
Success criteria	Goal of the task is to land on the booking pages: • TripAdvisor: Answer: Your Secure Booking page; • Vrbo: Answer: Begin Your Booking
Notes	Dummy credit card information is being used. This may result in an error if the dummy card number is not accepted. This will not be counted as an error in that the user did navigate to the correct page.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Task 3

https://www.tripadvisor.com/

https://www.vrbo.com

What additional information influenced you to book the vacation home? For example, ratings, customer reviews, photos, etc.

Goal	Identify any additional information that would influence the user to book the vacation home
Input	Verbal

Assumptions	
Steps	User looks over several pages and verbally comments on information that would help influence their preference
Success criteria	User comments
Notes	

Survey Questions

1. How would you rate the ease of using this website?

Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

2. Did you experience any errors while using the website?

   O Yes – Go the Q3
   O No – Go to Q5

3. If yes, was the error message intuitive for you to understand the problem?
   O Yes – Go to Q5
   O No – Go to Q4

4. If No, please explain in detail: (When filled out, Go to Q5)

5. Overall, how satisfied are you with your experience?

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neither Dissatisfied nor Satisfied	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied

6. How likely are you to recommend this website to a friend or colleague?

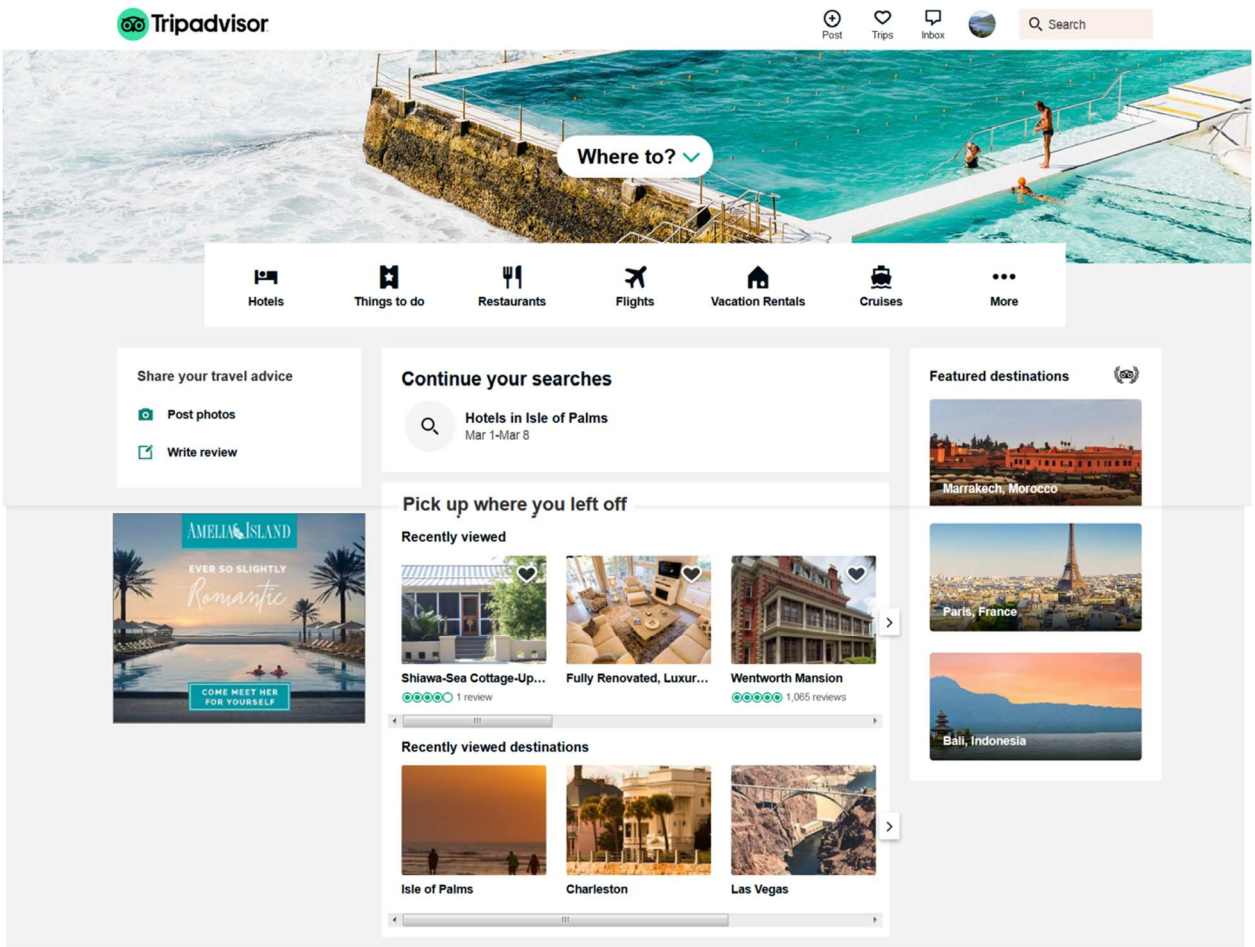
0	1	2	3	4	5	6	7	8	9	10
Not					Neutral					Extremely

likely at all										likely
Detractor							Passive		Promoter	

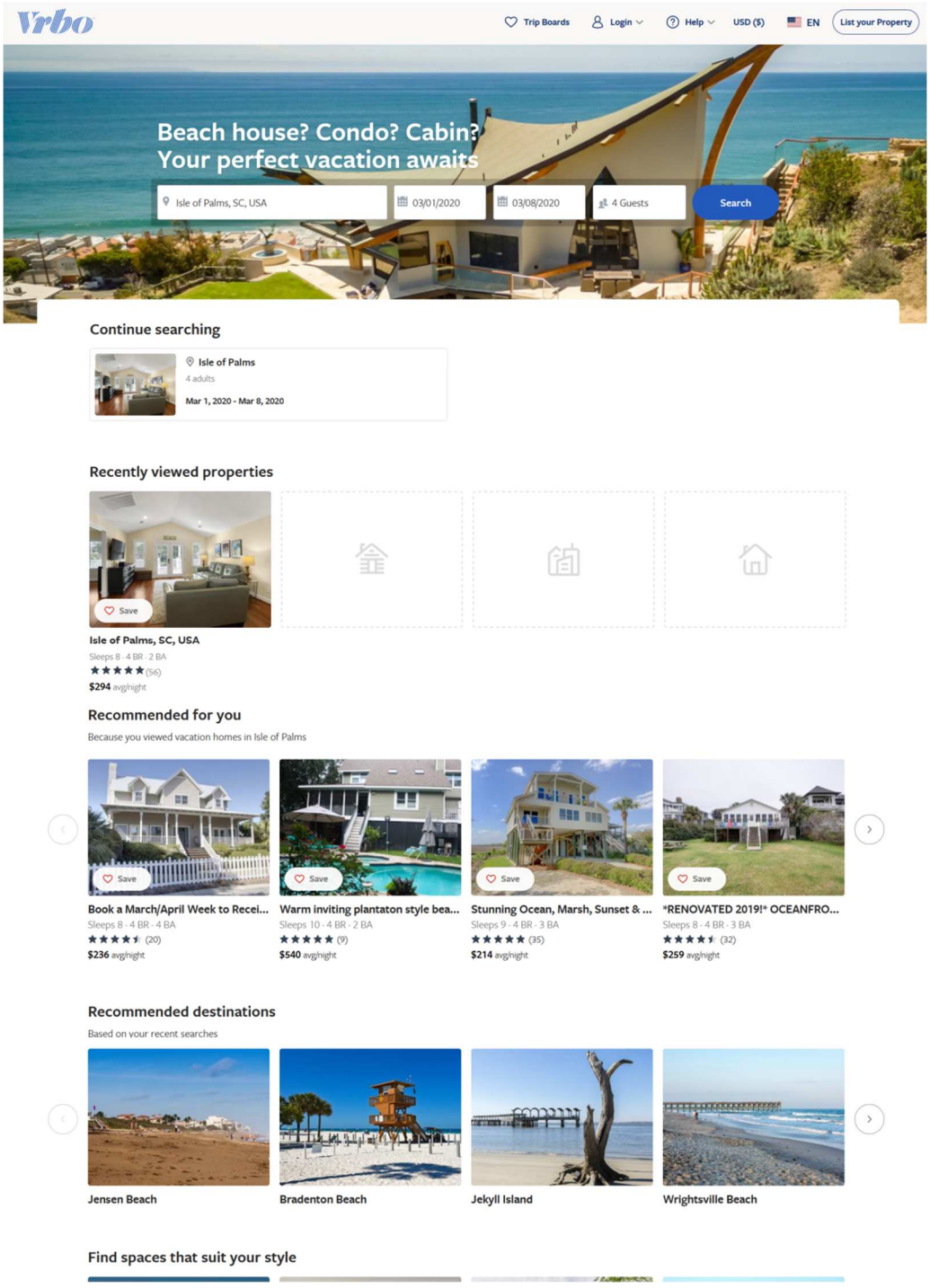
Screenshots

Task 1 Screenshots

TripAdvisor



Vrbo

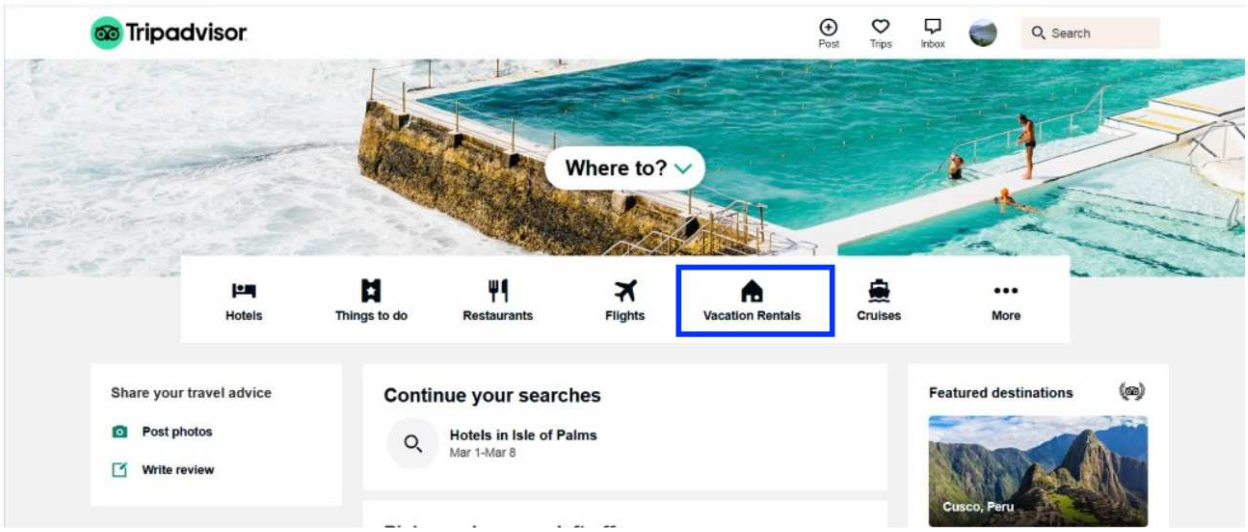

Vrbo
Trip Boards
Login
Help
USD ($)
EN
List your Property
Beach house? Condo? Cabin?
Your perfect vacation awaits
Isle of Palms, SC, USA
03/01/2020
03/08/2020
4 Guests
Search
Continue searching
Isle of Palms
4 adults
Mar 1, 2020 - Mar 8, 2020
Recently viewed properties
Save
Isle of Palms, SC, USA
Sleeps 8 · 4 BR · 2 BA
(56)
$294 avg/night
Recommended for you
Because you viewed vacation homes in Isle of Palms
Book a March/April Week to Recei...
Sleeps 8 · 4 BR · 4 BA
(20)
$236 avg/night
Warm inviting plantaton style bea...
Sleeps 10 · 4 BR · 2 BA
(9)
$540 avg/night
Stunning Ocean, Marsh, Sunset & ...
Sleeps 9 · 4 BR · 3 BA
(35)
$214 avg/night
RENOVATED 2019! OCEANFRO...
Sleeps 8 · 4 BR · 3 BA
(32)
$259 avg/night
Recommended destinations
Based on your recent searches
Jensen Beach
Bradenton Beach
Jekyll Island
Wrightsville Beach
Find spaces that suit your style

Task 2 Screenshots

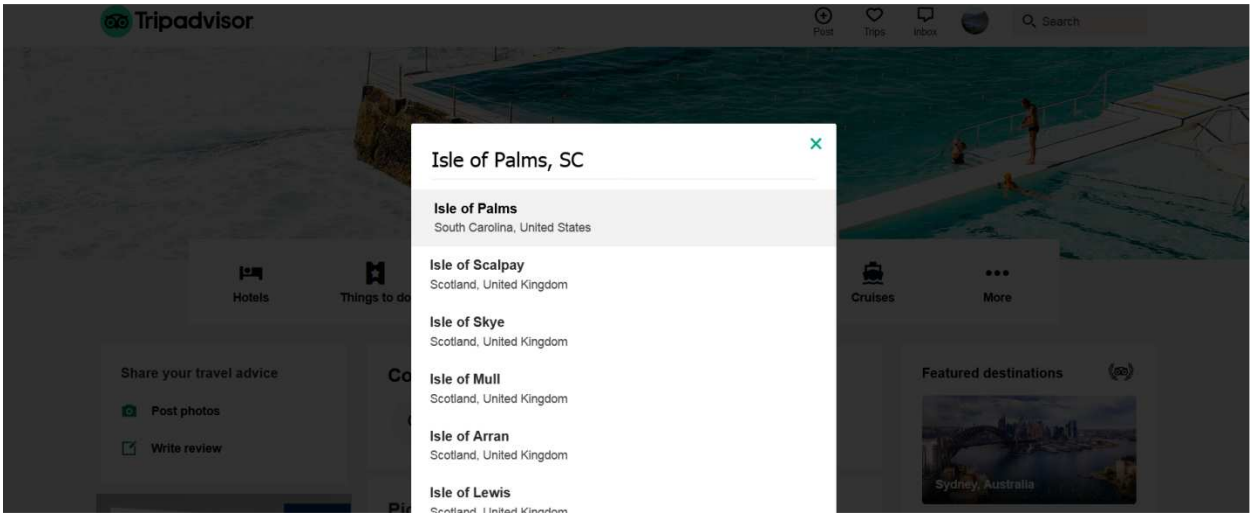
TripAdvisor

Scenario 1

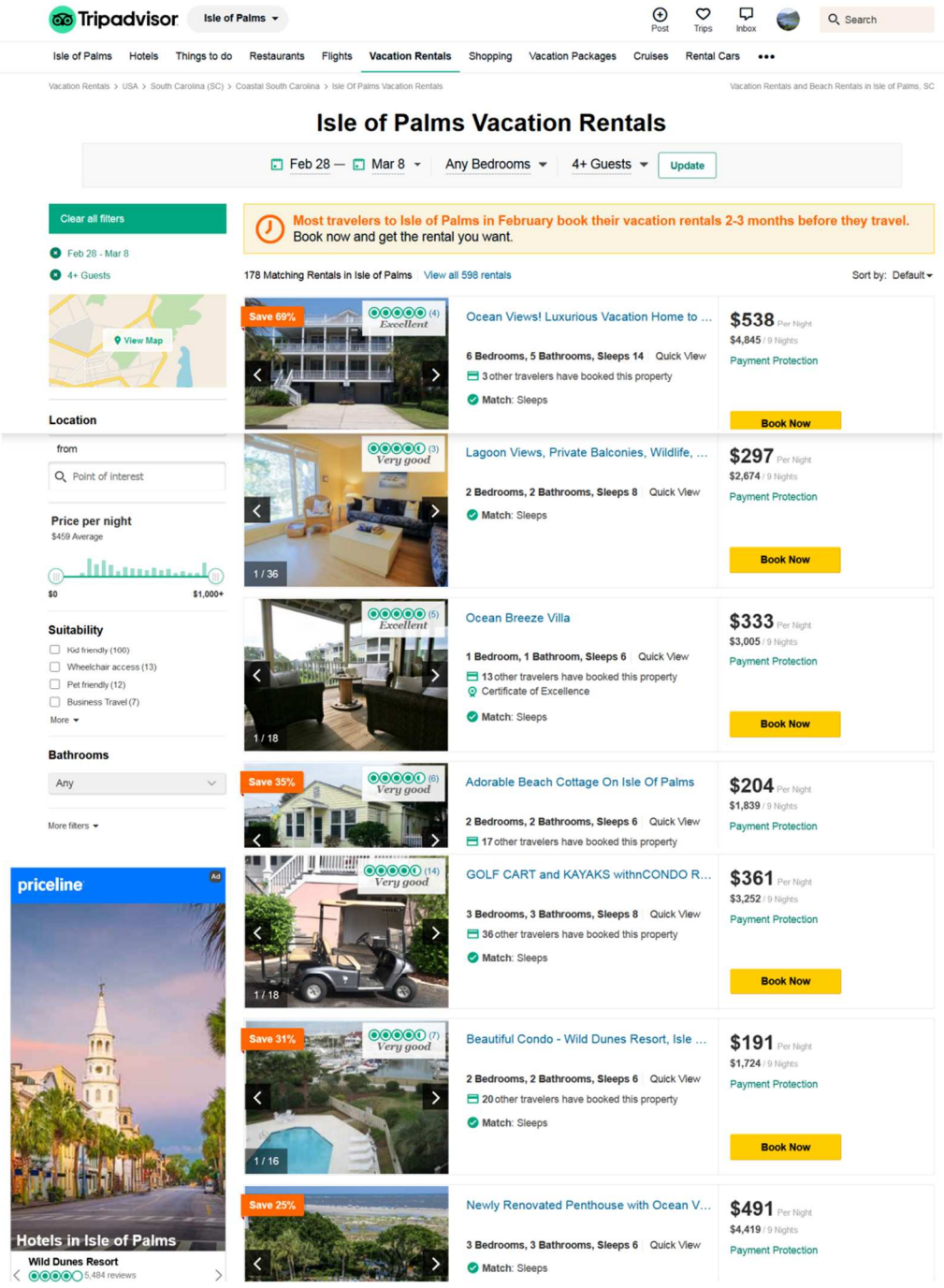
1. On main page, user clicks "Vacation Rentals" in top navigation.



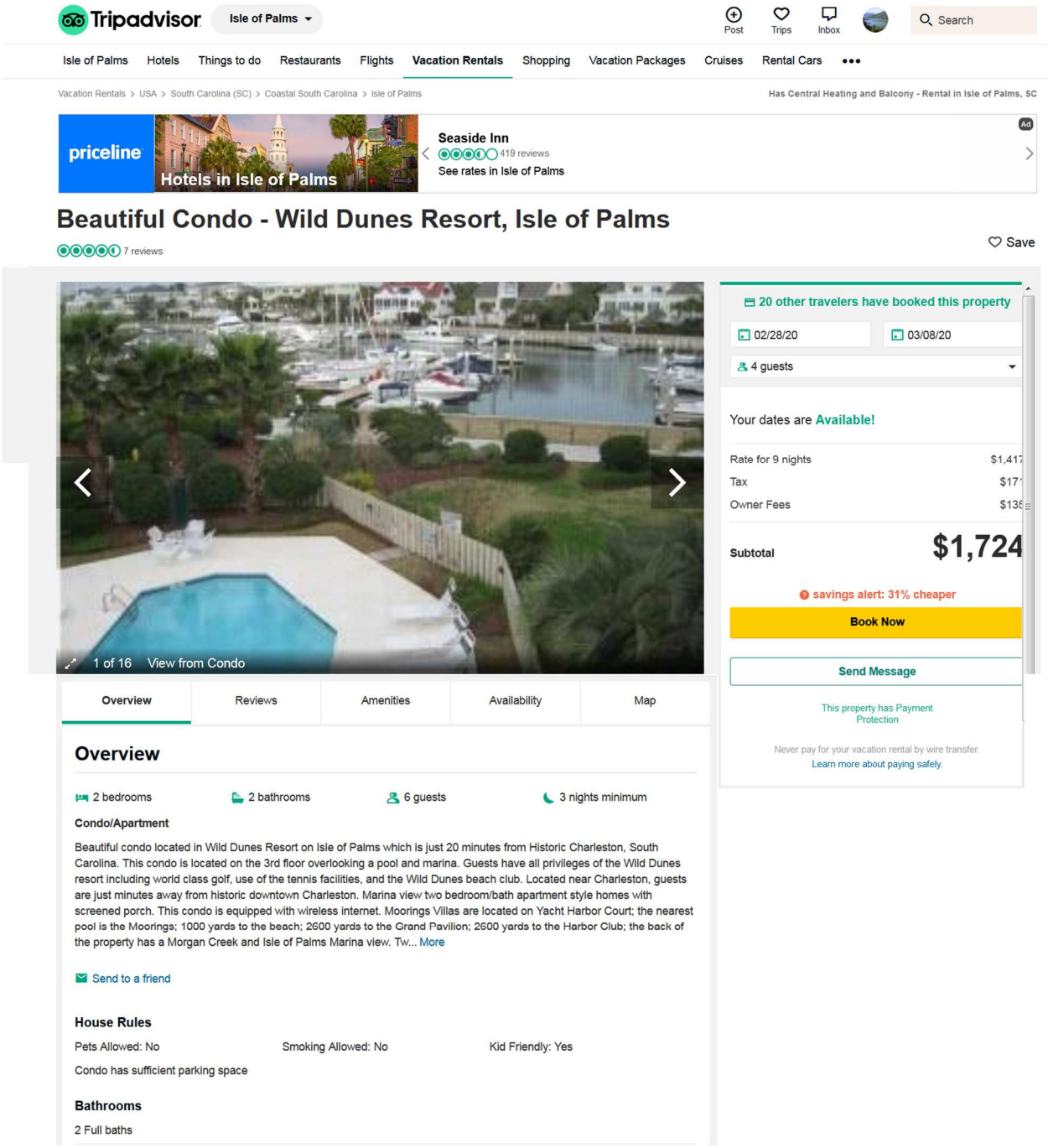
2. In the Where To modal, user enters location information and selects location from results.



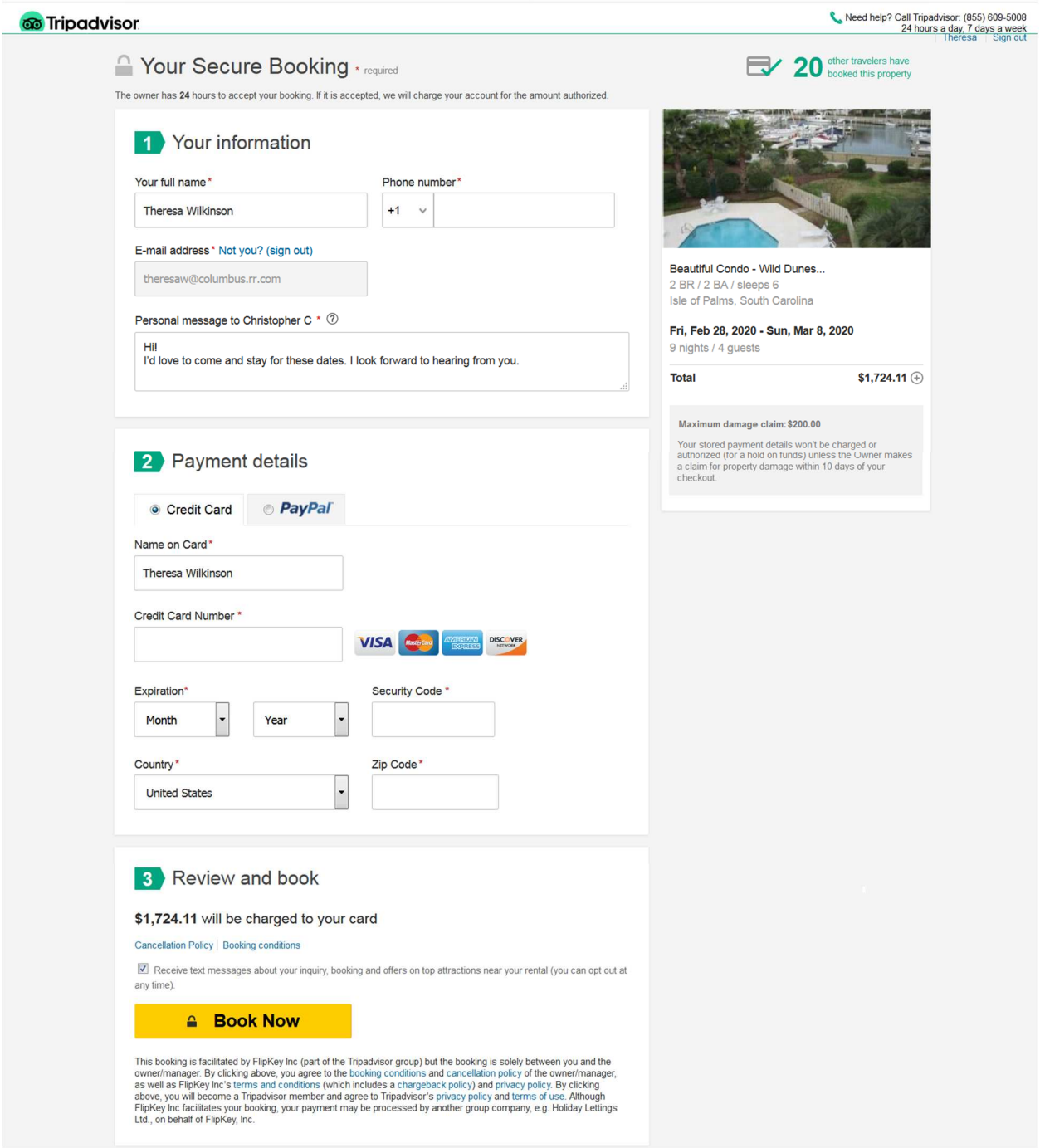
3. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review



4. On rental home page, use clicks the Book Now button

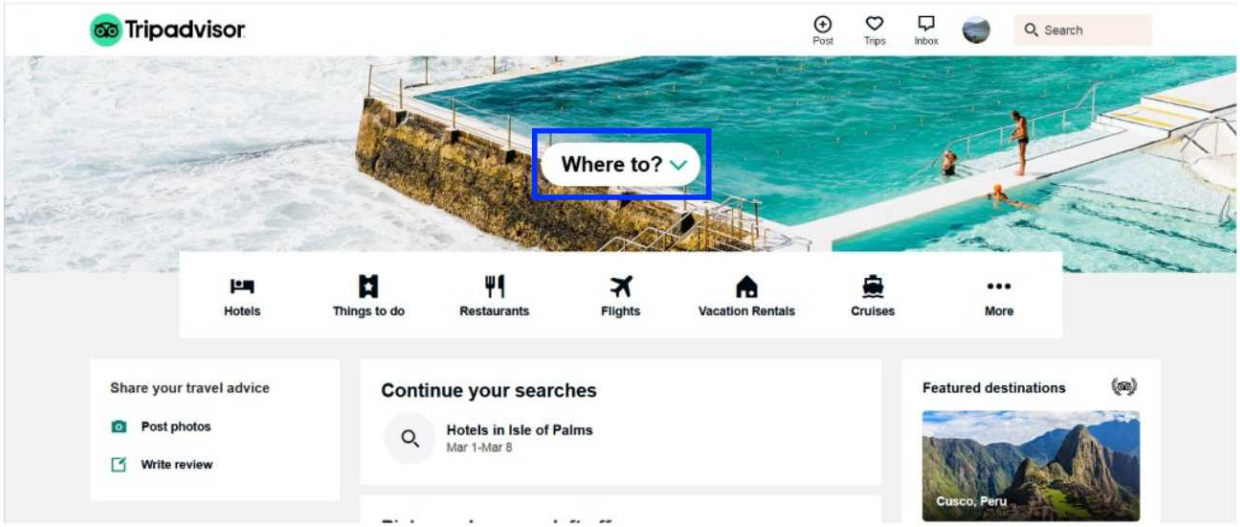


5. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button

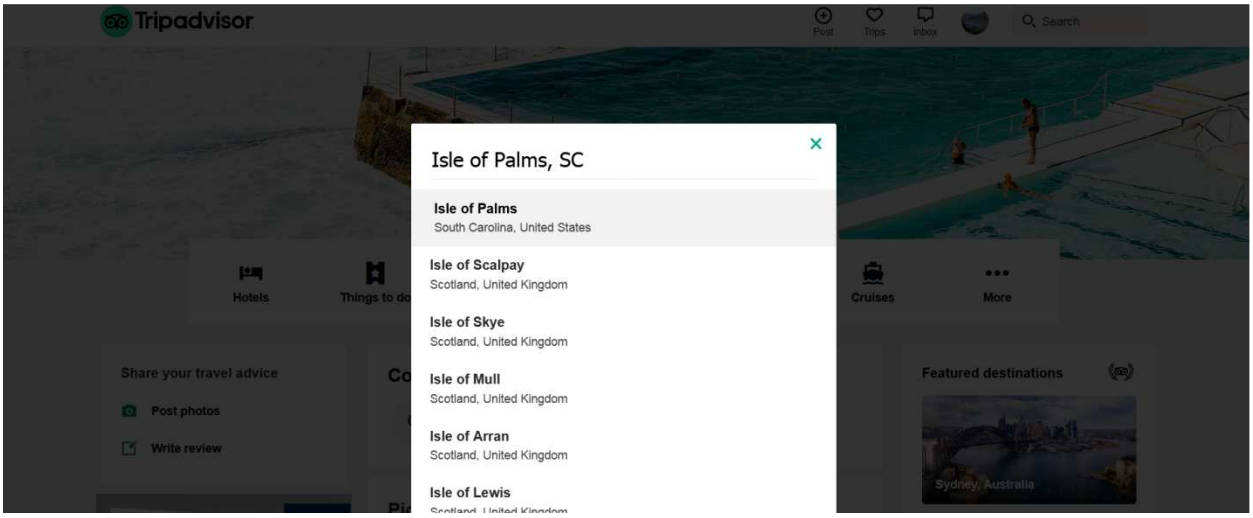

Tripadvisor
Need help? Call Tripadvisor: (855) 609-5008
24 hours a day, 7 days a week
Theresa | Sign out
Your Secure Booking * required
20 other travelers have booked this property
The owner has 24 hours to accept your booking. If it is accepted, we will charge your account for the amount authorized.
1 Your information
Your full name *
Theresa Wilkinson
Phone number *
+1
E-mail address * Not you? (sign out)
theresaw@columbus.rr.com
Personal message to Christopher C *
Hi!
I'd love to come and stay for these dates. I look forward to hearing from you.
2 Payment details
Credit Card
PayPal
Name on Card *
Theresa Wilkinson
Credit Card Number *
VISA
Expiration *
Month
Year
Security Code *
Country *
United States
Zip Code *
3 Review and book
$1,724.11 will be charged to your card
Cancellation Policy | Booking conditions
Receive text messages about your inquiry, booking and offers on top attractions near your rental (you can opt out at any time).
Book Now
This booking is facilitated by FlipKey Inc (part of the Tripadvisor group) but the booking is solely between you and the owner/manager. By clicking above, you agree to the booking conditions and cancellation policy of the owner/manager, as well as FlipKey Inc's terms and conditions (which includes a chargeback policy) and privacy policy. By clicking above, you will become a Tripadvisor member and agree to Tripadvisor's privacy policy and terms of use. Although FlipKey Inc facilitates your booking, your payment may be processed by another group company, e.g. Holiday Lettings Ltd., on behalf of FlipKey, Inc.
Beautiful Condo - Wild Dunes...
2 BR / 2 BA / sleeps 6
Isle of Palms, South Carolina
Fri, Feb 28, 2020 - Sun, Mar 8, 2020
9 nights / 4 guests
Total $1,724.11
Maximum damage claim: $200.00
Your stored payment details won't be charged or authorized (for a hold on funds) unless the Owner makes a claim for property damage within 10 days of your checkout.

Scenario 2

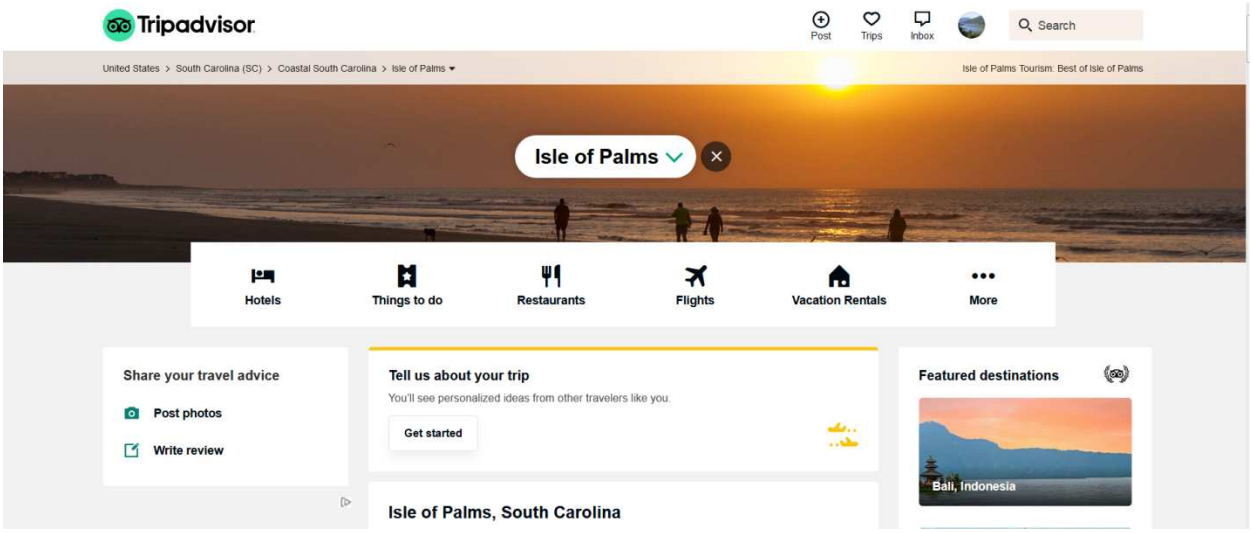
1. On the main page, user clicks the Where To modal.



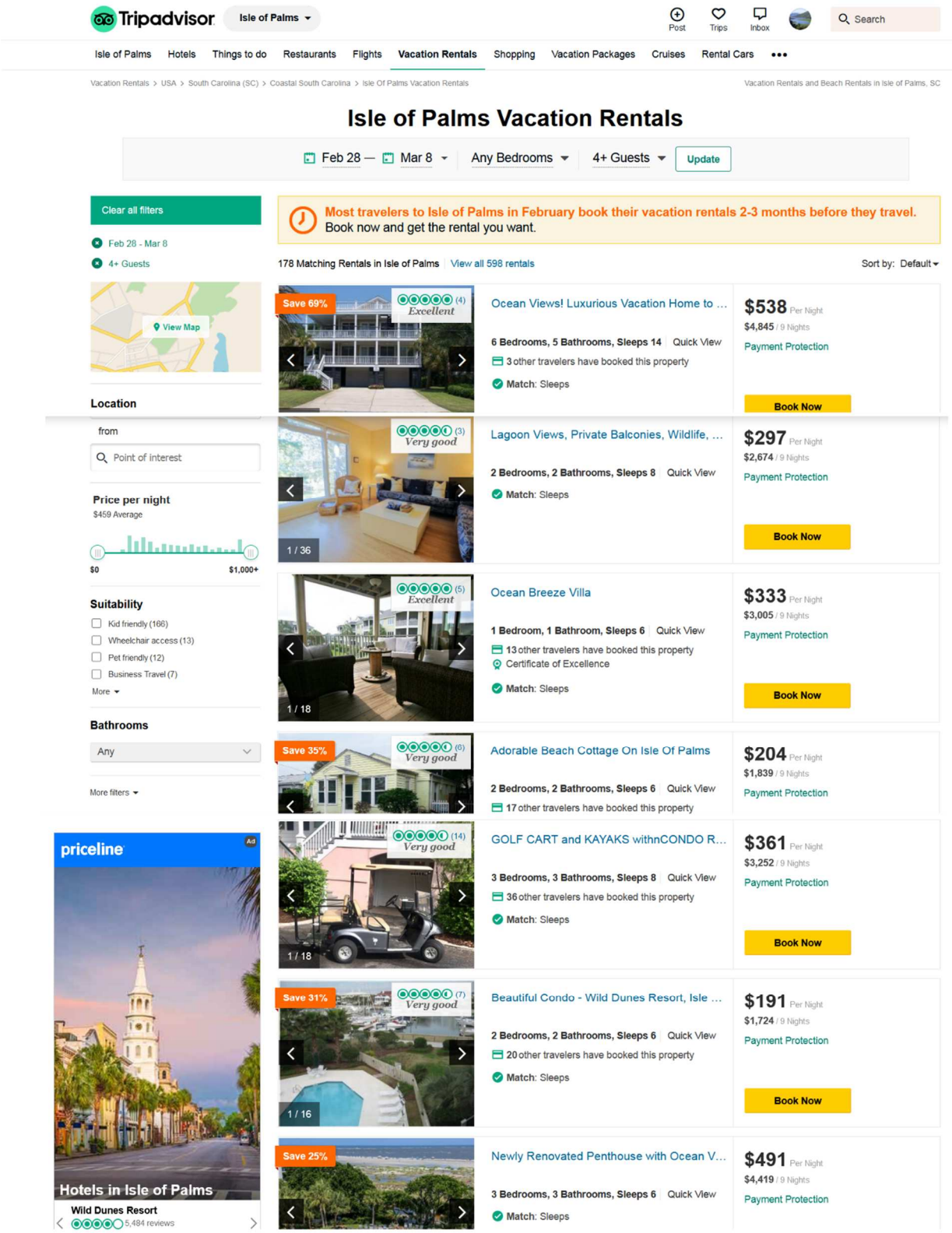
2. User enters location information and selects location from results



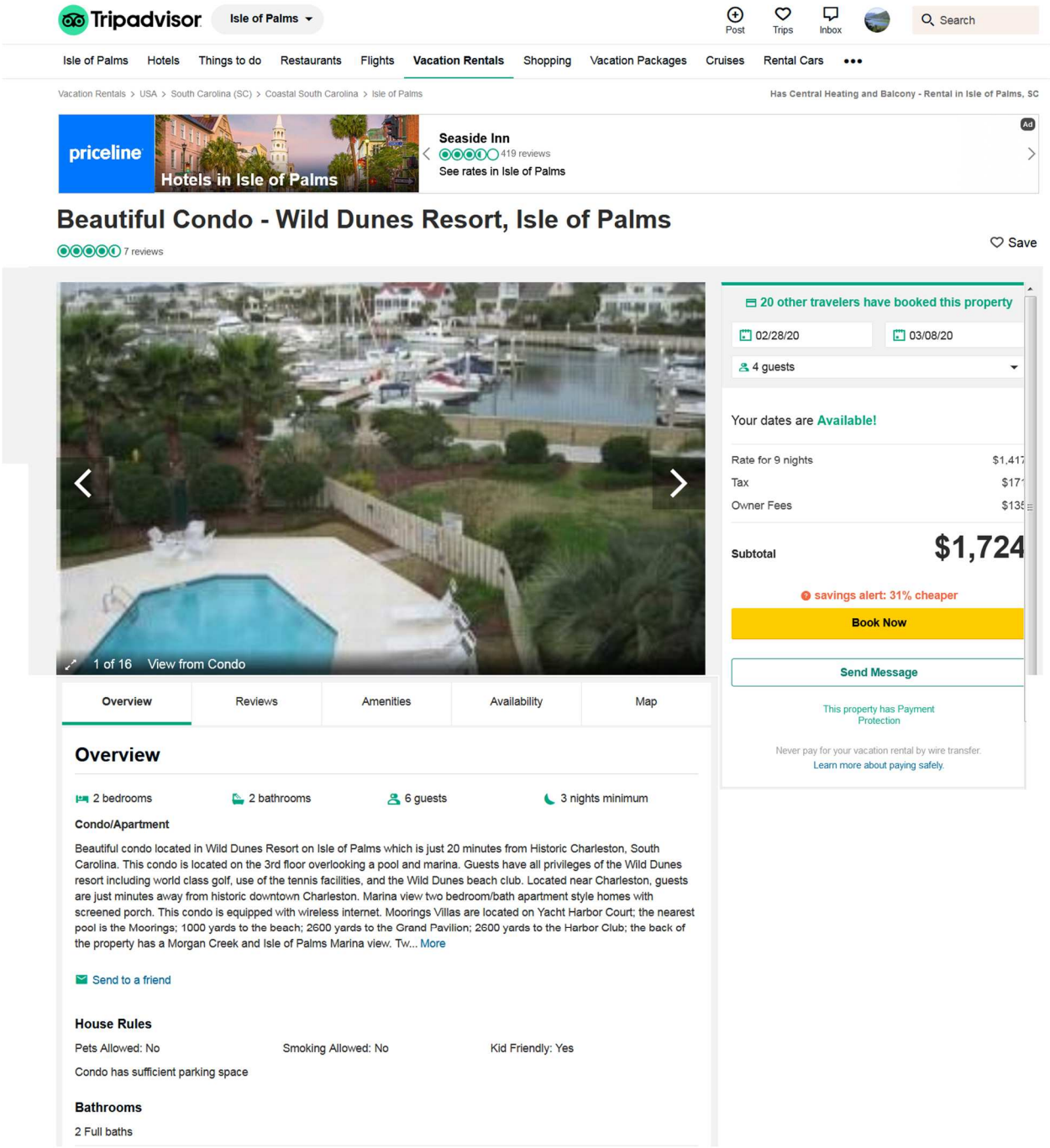
3. On the results page, user selects Vacation Rentals in navigation



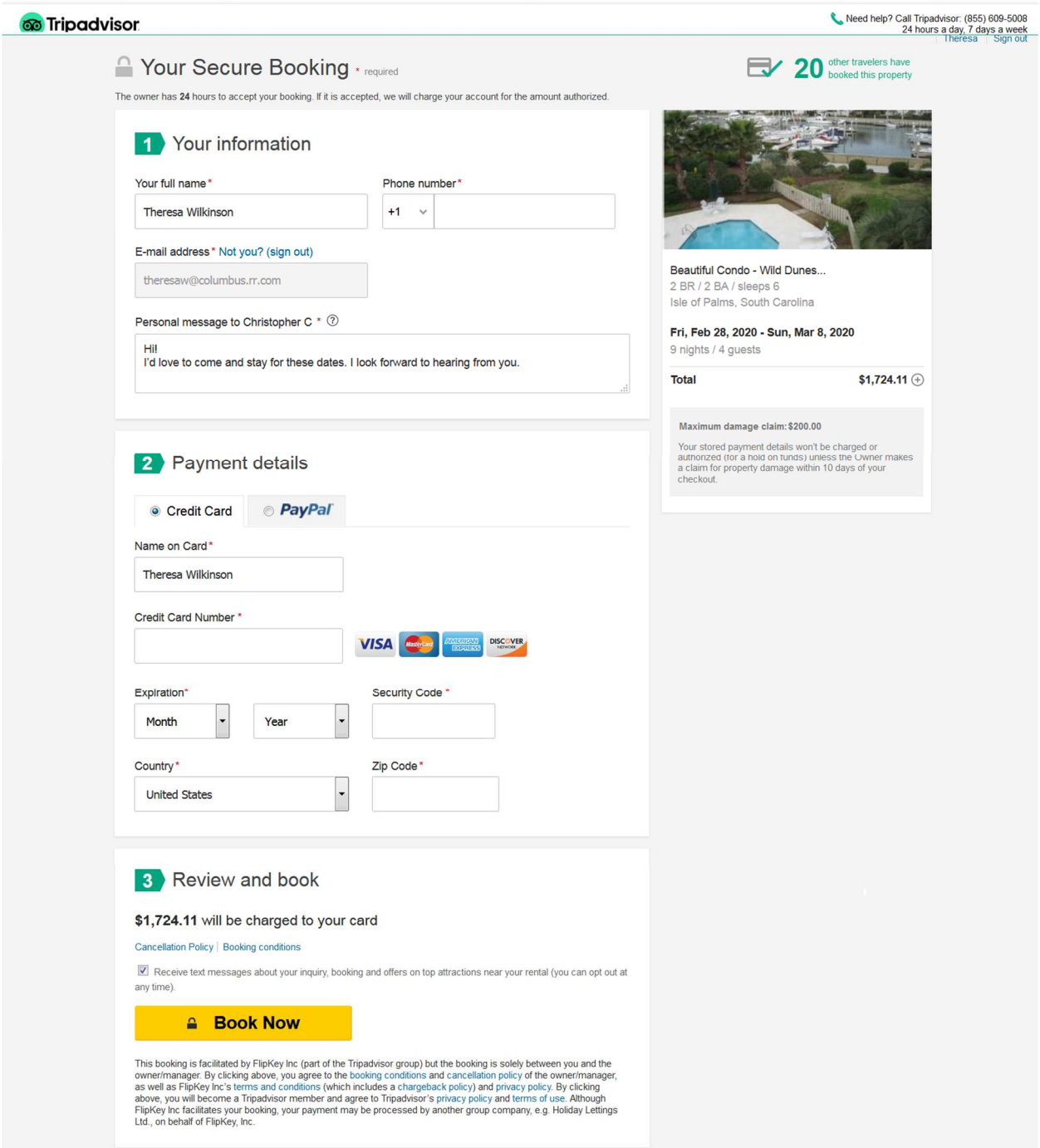
4. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review


Tripadvisor
Isle of Palms
Post
Trips
Inbox
Search
Isle of Palms
Hotels
Things to do
Restaurants
Flights
Vacation Rentals
Shopping
Vacation Packages
Cruises
Rental Cars
Vacation Rentals > USA > South Carolina (SC) > Coastal South Carolina > Isle Of Palms Vacation Rentals
Vacation Rentals and Beach Rentals in Isle of Palms, SC
Isle of Palms Vacation Rentals
Feb 28 — Mar 8
Any Bedrooms
4+ Guests
Update
Clear all filters
Feb 28 - Mar 8
4+ Guests
View Map
Location
from
Point of interest
Price per night
$459 Average
$0
$1,000+
Suitability
Kid friendly (166)
Wheelchair access (13)
Pet friendly (12)
Business Travel (7)
More
Bathrooms
Any
More filters
Most travelers to Isle of Palms in February book their vacation rentals 2-3 months before they travel.
Book now and get the rental you want.
178 Matching Rentals in Isle of Palms
View all 598 rentals
Sort by: Default
Save 69%
Excellent
Ocean Views! Luxurious Vacation Home to ...
6 Bedrooms, 5 Bathrooms, Sleeps 14
Quick View
3 other travelers have booked this property
Match: Sleeps
$538 Per Night
$4,845 / 9 Nights
Payment Protection
Book Now
Very good
Lagoon Views, Private Balconies, Wildlife, ...
2 Bedrooms, 2 Bathrooms, Sleeps 8
Quick View
Match: Sleeps
$297 Per Night
$2,674 / 9 Nights
Payment Protection
Book Now
1 / 36
Excellent
Ocean Breeze Villa
1 Bedroom, 1 Bathroom, Sleeps 6
Quick View
13 other travelers have booked this property
Certificate of Excellence
Match: Sleeps
$333 Per Night
$3,005 / 9 Nights
Payment Protection
Book Now
1 / 18
Save 35%
Very good
Adorable Beach Cottage On Isle Of Palms
2 Bedrooms, 2 Bathrooms, Sleeps 6
Quick View
17 other travelers have booked this property
$204 Per Night
$1,839 / 9 Nights
Payment Protection
priceline
Ad
Hotels in Isle of Palms
Wild Dunes Resort
5,484 reviews
Very good
GOLF CART and KAYAKS withnCONDO R...
3 Bedrooms, 3 Bathrooms, Sleeps 8
Quick View
36 other travelers have booked this property
Match: Sleeps
$361 Per Night
$3,252 / 9 Nights
Payment Protection
Book Now
1 / 18
Save 31%
Very good
Beautiful Condo - Wild Dunes Resort, Isle ...
2 Bedrooms, 2 Bathrooms, Sleeps 6
Quick View
20 other travelers have booked this property
Match: Sleeps
$191 Per Night
$1,724 / 9 Nights
Payment Protection
Book Now
1 / 16
Save 25%
Newly Renovated Penthouse with Ocean V...
3 Bedrooms, 3 Bathrooms, Sleeps 6
Quick View
Match: Sleeps
$491 Per Night
$4,419 / 9 Nights
Payment Protection

5. On rental home page, user the Book Now button

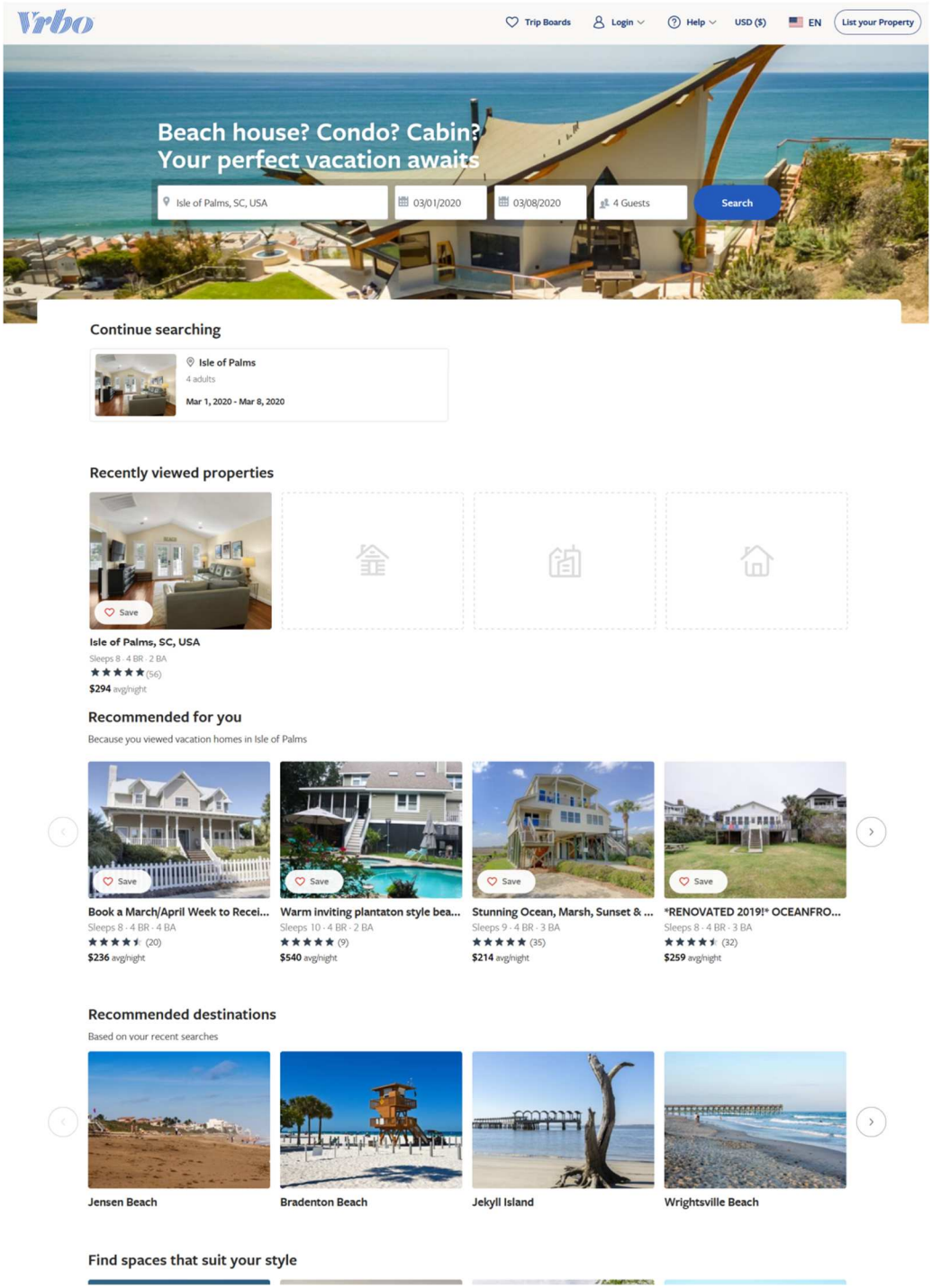


6. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button

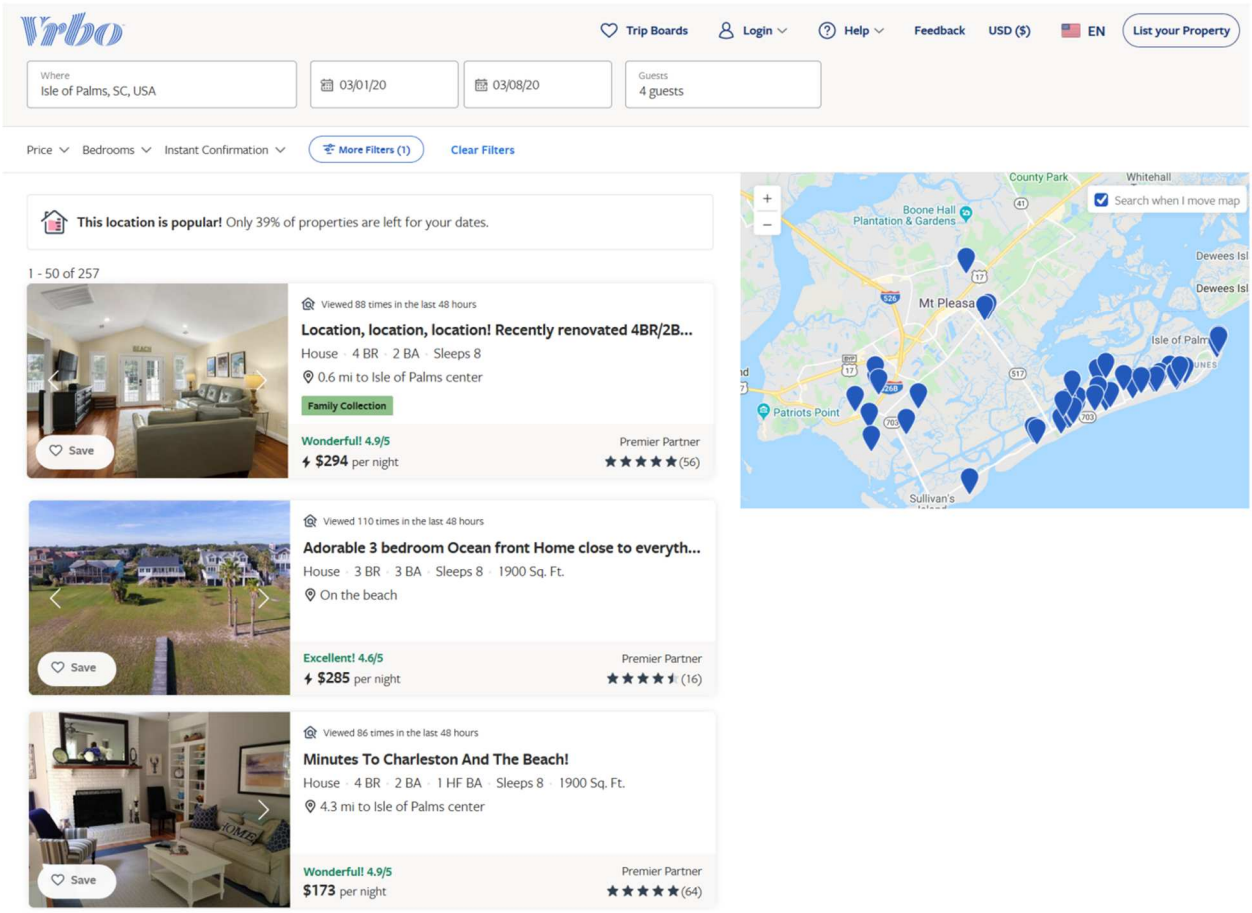


Vrbo

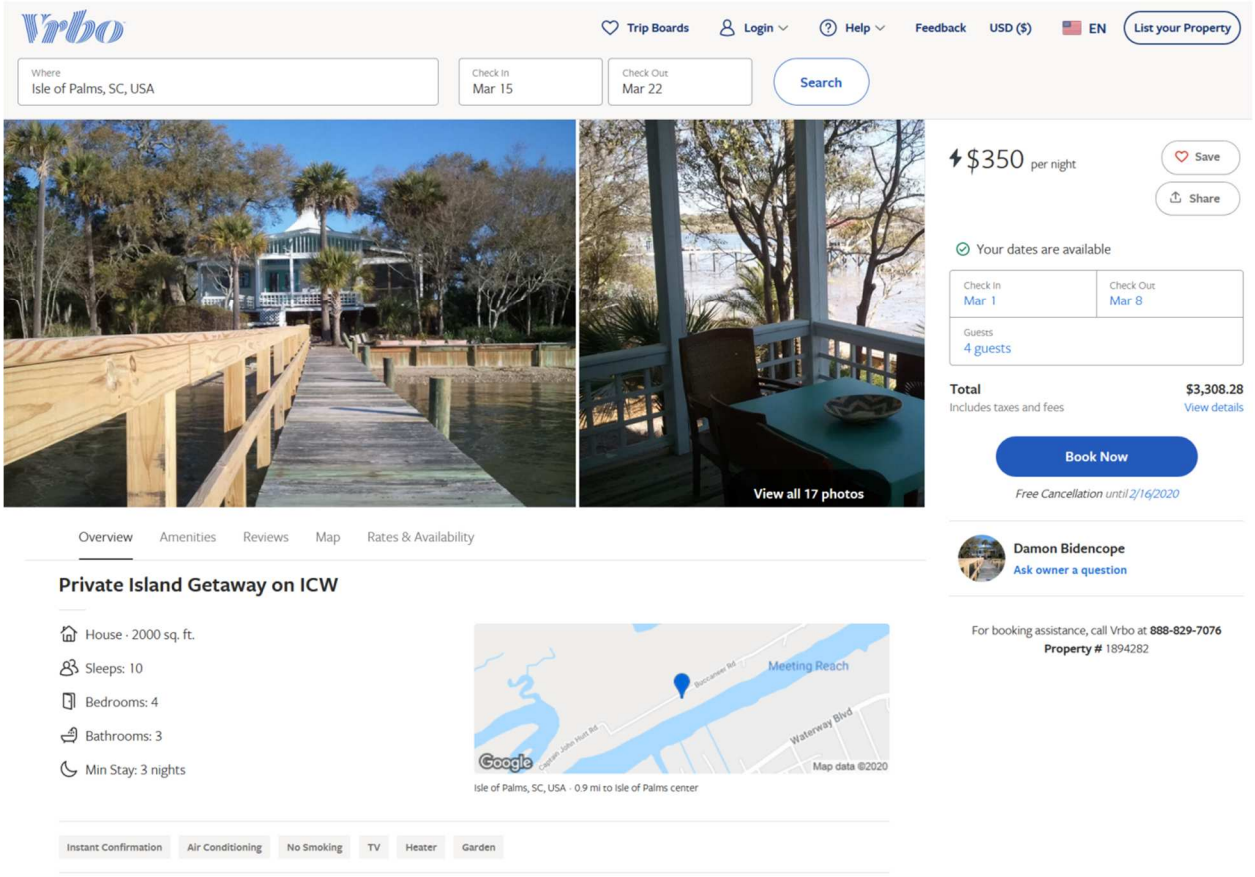
1. User enters date and location criteria and clicks Search button



2. On the Isle of Palms Vacation Rentals results page, user selects the blue home rental name (appears underlined on mouse over) to review

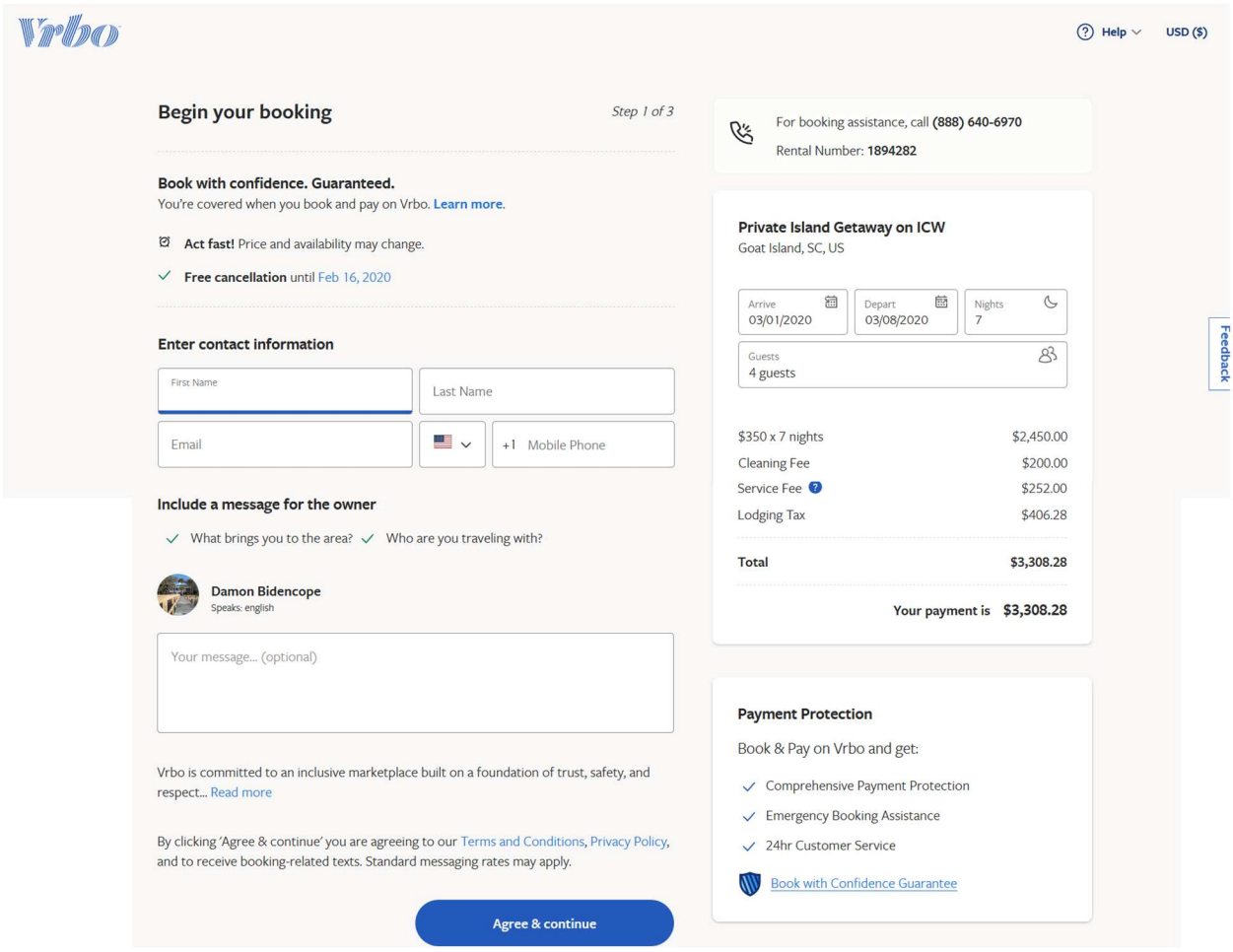


3. On rental home page, user clicks the Book Now button

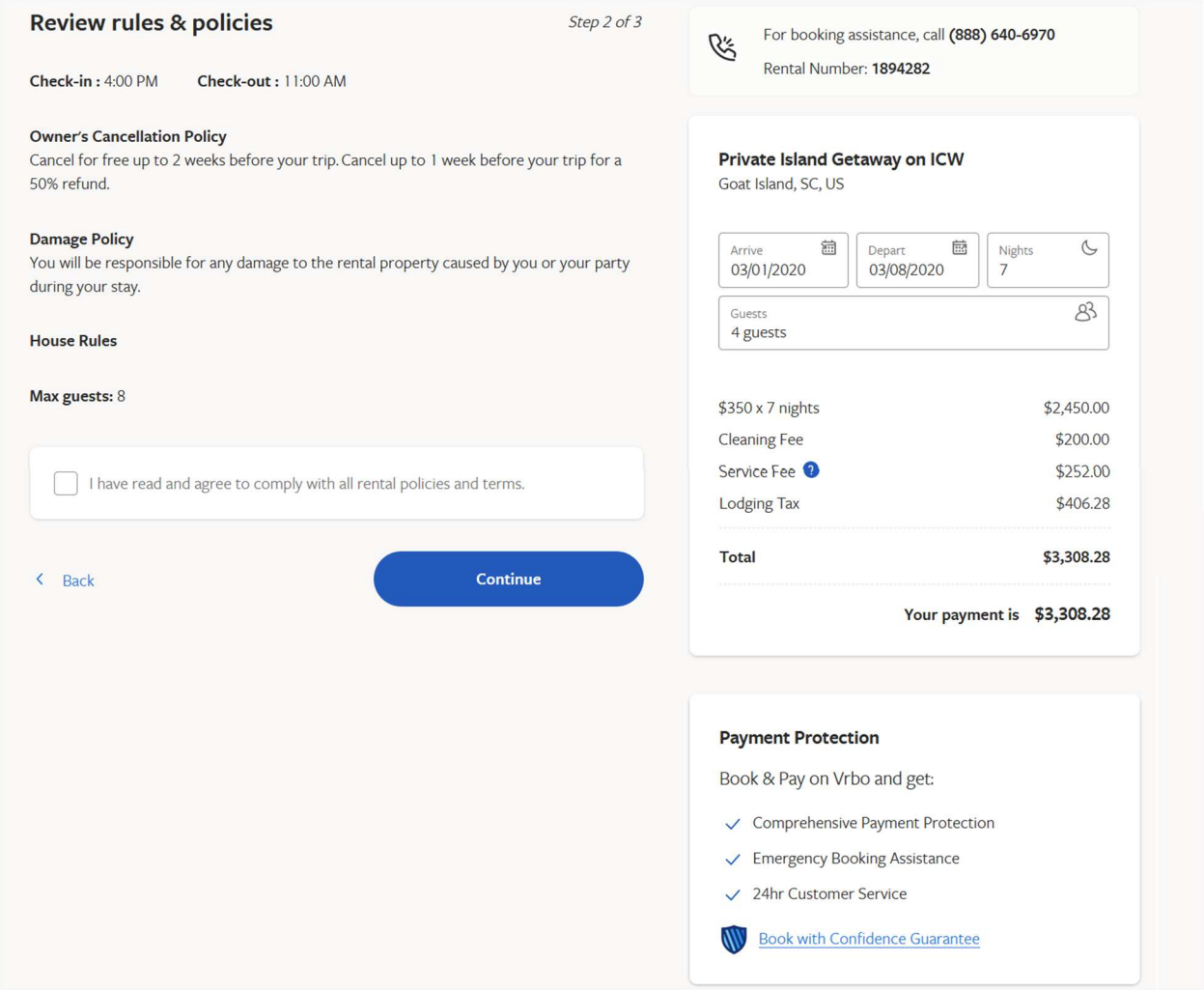


4. On the Begin Booking pages (3), user enters personal information including dummy credit card and Clicks Book Now button

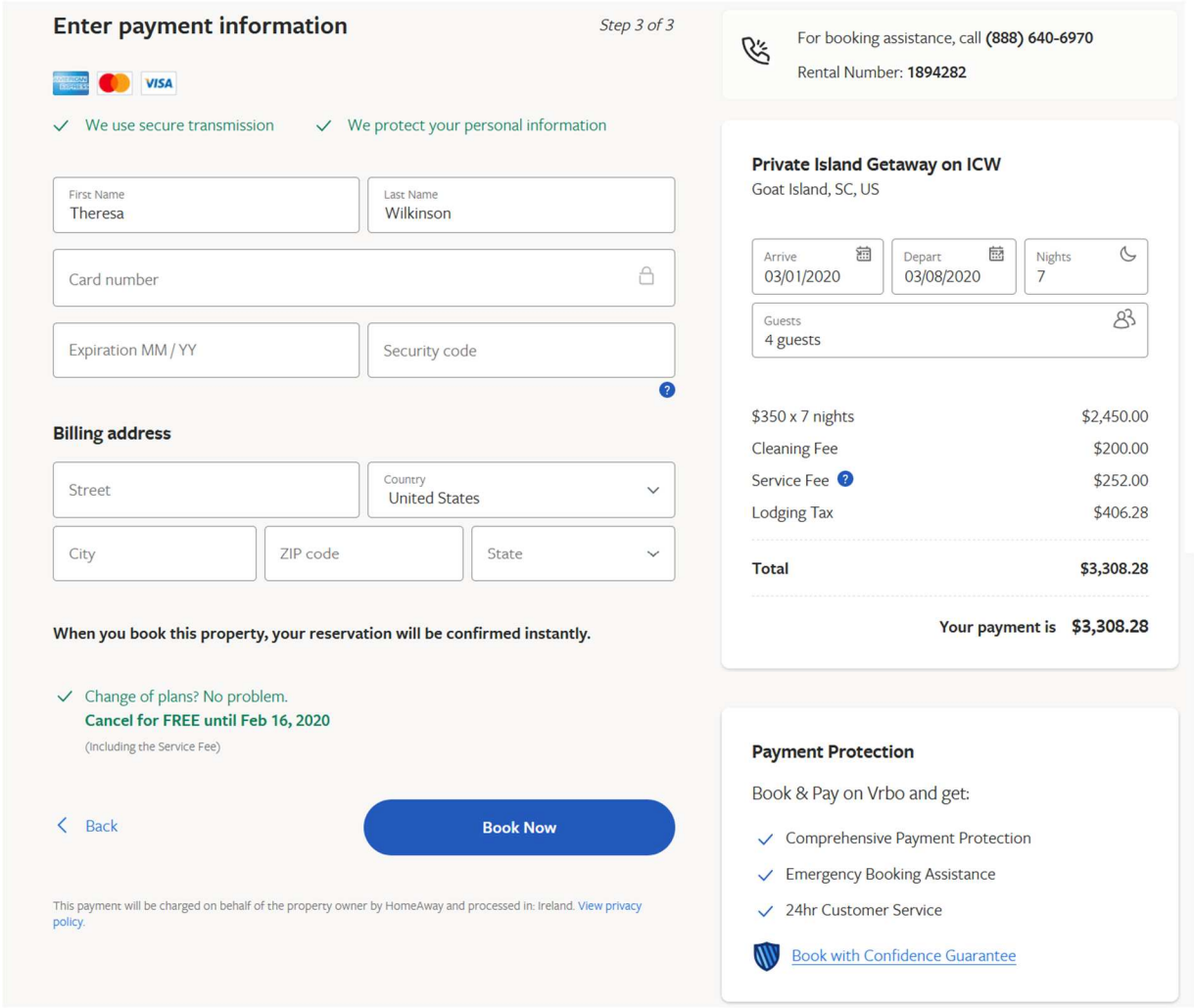
Page 1 of 3

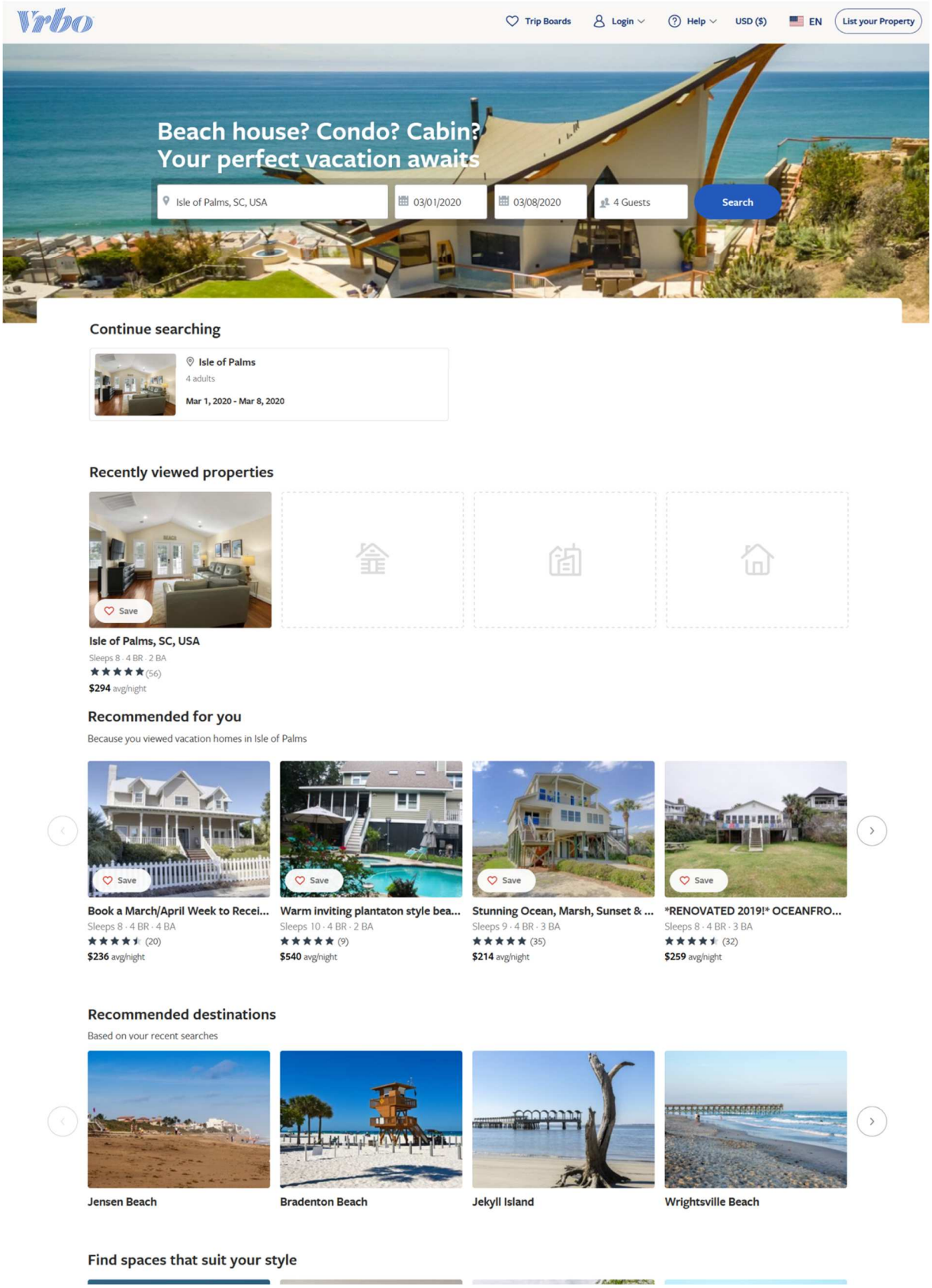


Page 2 of 3


Review rules & policies
Step 2 of 3
Check-in : 4:00 PM
Check-out : 11:00 AM
Owner's Cancellation Policy
Cancel for free up to 2 weeks before your trip. Cancel up to 1 week before your trip for a 50% refund.
Damage Policy
You will be responsible for any damage to the rental property caused by you or your party during your stay.
House Rules
Max guests: 8
I have read and agree to comply with all rental policies and terms.
Back
Continue
For booking assistance, call (888) 640-6970
Rental Number: 1894282
Private Island Getaway on ICW
Goat Island, SC, US
Arrive 03/01/2020
Depart 03/08/2020
Nights 7
Guests 4 guests
$350 x 7 nights $2,450.00
Cleaning Fee $200.00
Service Fee $252.00
Lodging Tax $406.28
Total $3,308.28
Your payment is $3,308.28
Payment Protection
Book & Pay on Vrbo and get:
Comprehensive Payment Protection
Emergency Booking Assistance
24hr Customer Service
Book with Confidence Guarantee

Page 3 of 3


Enter payment information
Step 3 of 3
We use secure transmission
We protect your personal information
First Name
Theresa
Last Name
Wilkinson
Card number
Expiration MM / YY
Security code
Billing address
Street
Country
United States
City
ZIP code
State
When you book this property, your reservation will be confirmed instantly.
Change of plans? No problem.
Cancel for FREE until Feb 16, 2020
(Including the Service Fee)
Back
Book Now
This payment will be charged on behalf of the property owner by HomeAway and processed in: Ireland. View privacy policy.
For booking assistance, call (888) 640-6970
Rental Number: 1894282
Private Island Getaway on ICW
Goat Island, SC, US
Arrive
03/01/2020
Depart
03/08/2020
Nights
7
Guests
4 guests
$350 x 7 nights $2,450.00
Cleaning Fee $200.00
Service Fee $252.00
Lodging Tax $406.28
Total $3,308.28
Your payment is $3,308.28
Payment Protection
Book & Pay on Vrbo and get:
Comprehensive Payment Protection
Emergency Booking Assistance
24hr Customer Service
Book with Confidence Guarantee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Beach house? Condo? Cabin?
Your perfect vacation awaits
Isle of Palms, SC, USA
03/01/2020
03/08/2020
4 Guests
Search
Continue searching
Isle of Palms
4 adults
Mar 1, 2020 - Mar 8, 2020
Recently viewed properties
Save
Isle of Palms, SC, USA
Sleeps 8 · 4 BR · 2 BA
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$294 avg/night
Recommended for you
Because you viewed vacation homes in Isle of Palms
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Sleeps 8 · 4 BR · 4 BA
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Warm inviting plantaton style bea...
Sleeps 10 · 4 BR · 2 BA
(9)
$540 avg/night
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Sleeps 9 · 4 BR · 3 BA
(35)
$214 avg/night
RENOVATED 2019! OCEANFRO...
Sleeps 8 · 4 BR · 3 BA
(32)
$259 avg/night
Recommended destinations
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Jensen Beach
Bradenton Beach
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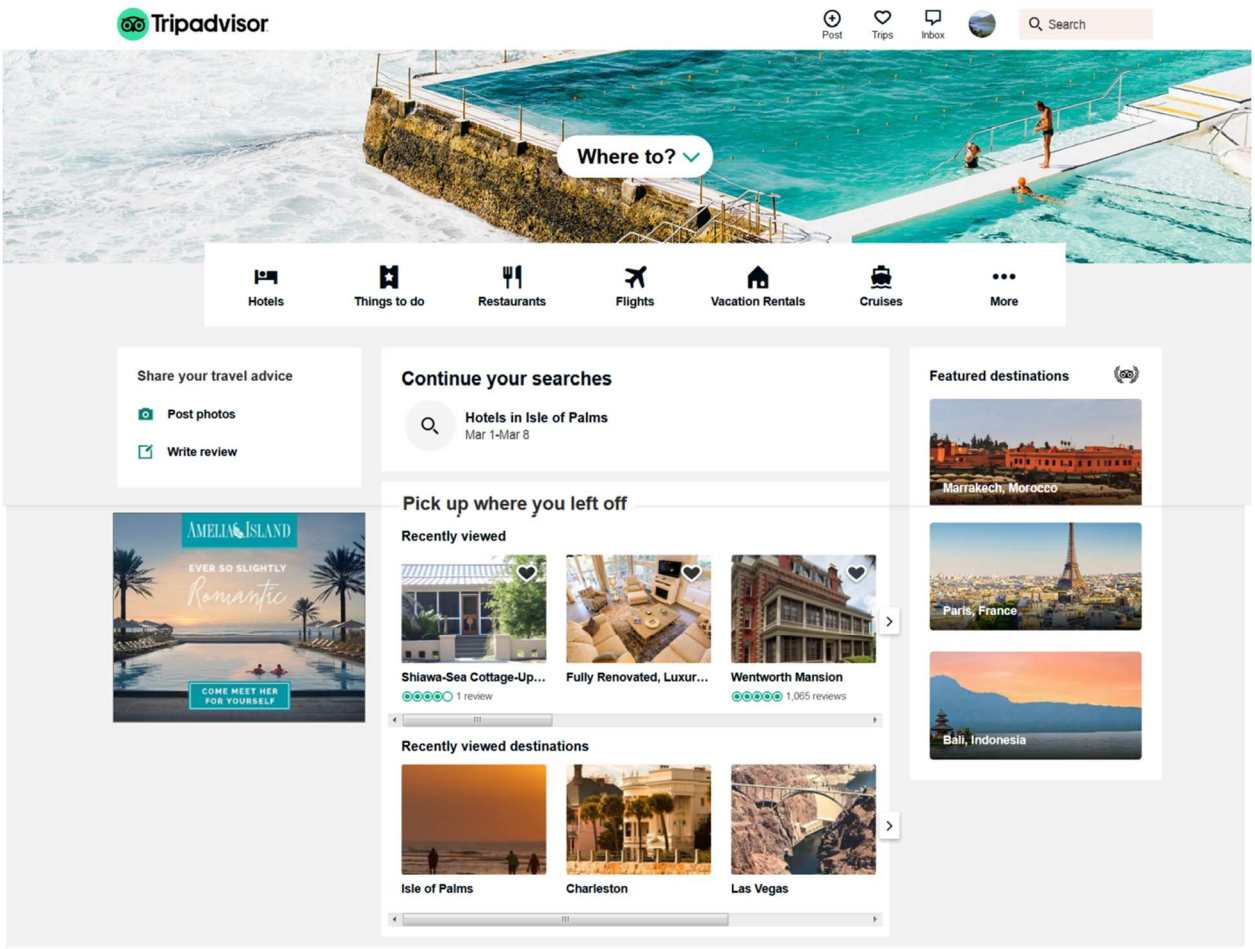
Wrightsville Beach
Find spaces that suit your style

Task 3 Screenshots

TripAdvisor



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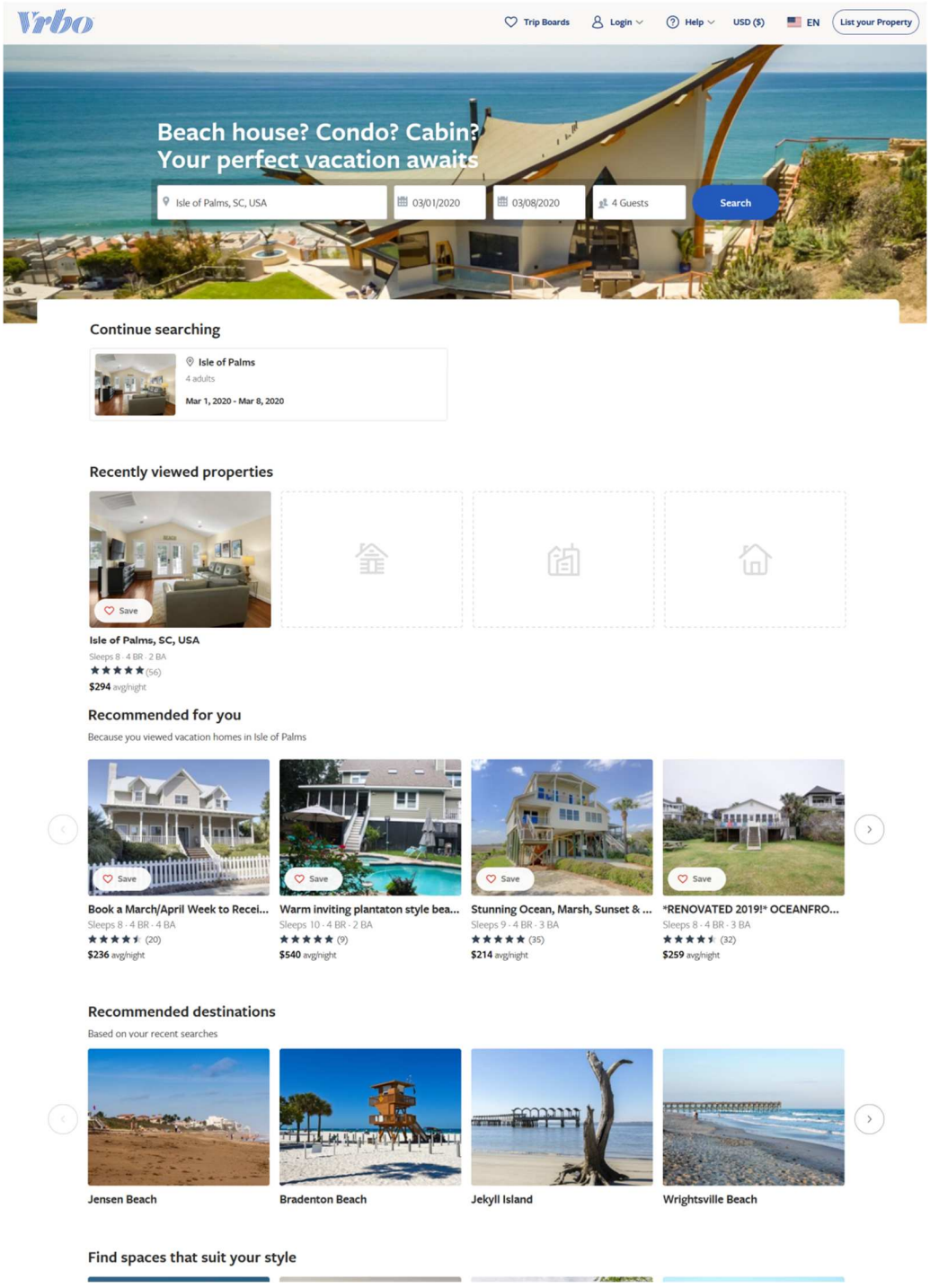
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