



Hotel Loyalty Program

Research Assessment

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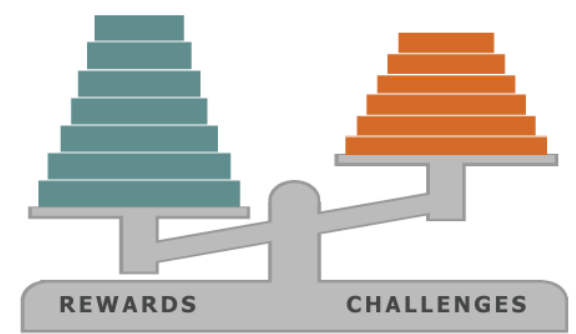
EXECUTIVE SUMMARY

After assessing all the goals and objectives our stakeholders have proposed, we have created a set priority based on what the research team can accomplish through user interviews.

This analysis was done by the entire user research team. We've created the following business goals, research objectives / methods, and data analysis / synthesis for your review.



BUSINESS GOALS



The project goal is to focus what is best suited for discussions with users.

1. How often do you travel for business and for leisure?
2. What percent of time do you stay at hotels when travelling?
3. Do you belong to any travel loyalty programs? If not, why?

RESEARCH OBJECTIVES / METHODS



PARTICIPANTS:

We had recruited a total of 6-participants for this research of diverse backgrounds. We will be using a third-party service for participant recruitment and offering each user a \$50 incentive for a video session for there time.

Questionnaires:

1. How can we boost our reward programs? What incentive do users look for?
2. What hotel property attributes are important to business travelers and why?
3. What hotel property attributes are important to leisure travelers and why?

PARTICIPANTS



PARTICIPANT - 1

Anthony, Male, 63yr old

https://video.kent.edu/media/tye_anthony%20interview/1_04o45ny4

- Cleveland, OH
- 40-yrs; Chemist



PARTICIPANT - 2

Will, Male, 27yr old

https://video.kent.edu/media/tye_will%20interview/1_svjpw6t8

- Columbus, OH
- 2.5-yrs; Civil Engineer



PARTICIPANT - 3

Iroda, Female, 26yr old

https://video.kent.edu/media/Iroda+-+Participant+-+Travel+Loyalty+Program/1_5ne9u8kq

- Kansas City, KS
- 2-yrs; Design Engineer



PARTICIPANT - 4

Eric, Male, 33yr old

https://video.kent.edu/media/Eric+-+Participant+-+Travel+Loyalty+Program/1_8mqqc85z

- Chicago, IL
- 2-yrs; Project Manager



PARTICIPANT - 5

Monica, Female, 23yr old

https://video.kent.edu/media/particip-5.mp4/1_lmdjb11a

- Louisville, KY
- Teacher



PARTICIPANT - 6

Ron, Male, 55yr old

https://video.kent.edu/media/particip-6.mp4/1_80rzoxu7

- Los Angeles, CA
- Credit Analyst



RESEARCH OBJECTIVES / METHODS



METHODS

We had performed a mixed method approach for this user research project combining both moderated in person interviews and a moderated usability testing with predefined tasks.

Objective Goals:

- Increase customer loyalty program enrollment
- What hotel property attribute are important

Scope:

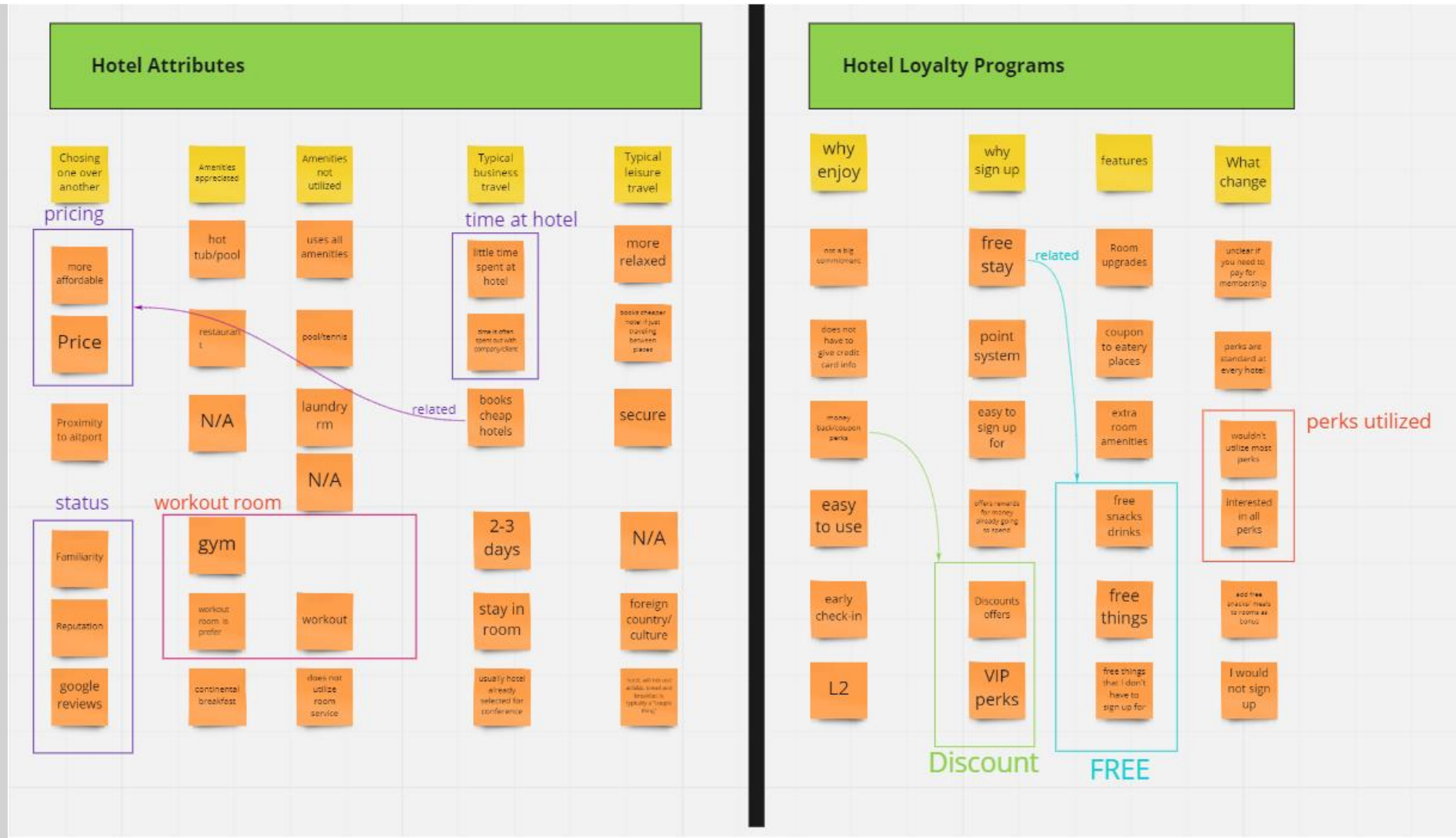
- Prep questionnaires / moderator's script
- Schedule 6-participants
- One-on-one recorded live sessions

Sum of Data:

- Create a comparison chart
- Overall analysis result
- Conclude final report

DATA ANALYSIS AND SYNTHESIS

Allocated team results and indicated its related comparison.



OVERALL ANALYSIS RESULT

- The overall experience for all participants based on age, gender & career profession. Most related to travel only on small instances then a frequent business traveler.
- An occasion to travel more for leisure planning such as: honeymoon or anniversary for a longer a stay.
- Hotel stay is utilized to re-charge, more to relaxed after a long day.
- Family planning and finding a pet-friendly is most common task when booking for a hotel to have activities and free breakfast.



CONCLUDE FINAL REPORT

Many of the participants are liking to search for a prefer hotel chain that's familiar to them by having comfort, cleanliness and convenience.

Its main attractiveness in staying at a hotel is having: Workout rooms, pool, mini-fridge, restaurants on property and snacks in rooms.

In addition, to signing up for a Loyalty program, if perks are offered:

- A free hotel stay
- VIP bonus perks (point system)
- Discount- coupon offers
- Extended stay at a discount price
- Room upgrades