Topic 1.3:
Evaluating a tourism service quality

DIGITAL RESOURCES FOR TOURISM: CHANNELS, QUALITY, CO-CREATION, AND COLLABORATION

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Experts quality evaluation

Let's perform an expert quality evaluation of a popular tourism digital service, adopting some different methods.

The object of evaluation is the portal https://www.tripadvisor.com/.

In the next slides I specify the tasks to achieve and the methods to adopt.

After your work (1.30 h), we will discuss the results and the recommendations obtained.

Take note of all the actions you perform and their effects, in order to express your evaluations!

What tasks to achieve? (1)

https://www.tripadvisor.com/

1. Connect to the service using your account, if you already have registered one

2. Look for a **nice hotel in the centre of Urbino (PU),** Montefeltro area, Marche, Italy and simulate the booking of one night stay.

3. It should have at least 4 points after the reviews, a night in the next april (Easter holidays excluded) should a cost of maximum of 90 €, Wi-fi service included and pets allowed

4. Choose the hotel, the night when to stay and perform the booking of a double room for two people (**stopping immediatly before the payment!**)

What tasks to achieve? (1)

QUESTIONS

1. How do you reach the hotel with your private car (from Ancona)?

2. Is there a comfortable and cheap parking area/garage nearby?

3. How do you reach the hotel using public transport (coming from Ancona)?

4. Are there taxi services in Urbino?

What tasks to achieve? (2)

https://www.tripadvisor.com/

1. Look for a **nearby country restaurant** where to have lunch the day of the arrival

2. The restaurant should offer local food and the reviews should have at least 4 points, and the medium price for lunch should be around 25 €

- Is it possible to book a table since now on the web?

- How to reach the restaurant from the hotel by car? Is there a parking area? And by public transport?

- Do they inform whether the availability of food for celiacs?

- Do they allow the entrance of dogs?

How to evaluate the experience (1)

Adopt the Nelson's ten usability heuristics

https://www.nngroup.com/articles/ten-usability-heuristics/

or download
https://media.nngroup.com/media/articles/attachments/Heuristic_Summary1_A4_compressed.pdf

and note your evaluation results for each of the heuristics.

How to evaluate the experience (2)

Adopt the attribute by attribute Tryptich Interaction model

https://www.researchgate.net/profile/Hanne-Albrechtsen/publication/268286707/figure/fig1/AS:650833528107026@1532182213865/Interaction-Triptych-Framework.png

For each of the 14 criteria proposed divided into the categories of **Performance, Usability, and Usefulness**, note your opinion/level of achievement of the service when appropriate

How to evaluate the experience (3)

Compile the **SUS (System Usability Scale) Questionnaire** for the two tasks I proposed (1. hotel choice and booking; 2. restaurant choice and booking).

(I had published it in Lab web page)

Do not overthink; write your first impressions and what you feel.

This is a behavioural test, and a vote could be calculated according to a predetermined scale.

How to evaluate the experience (4)

Give a final votation to the service, using the **NPS - Net Promoter Score** https://en.wikipedia.org/wiki/Net_promoter_score

How likely are you to recommend this service to a friend?
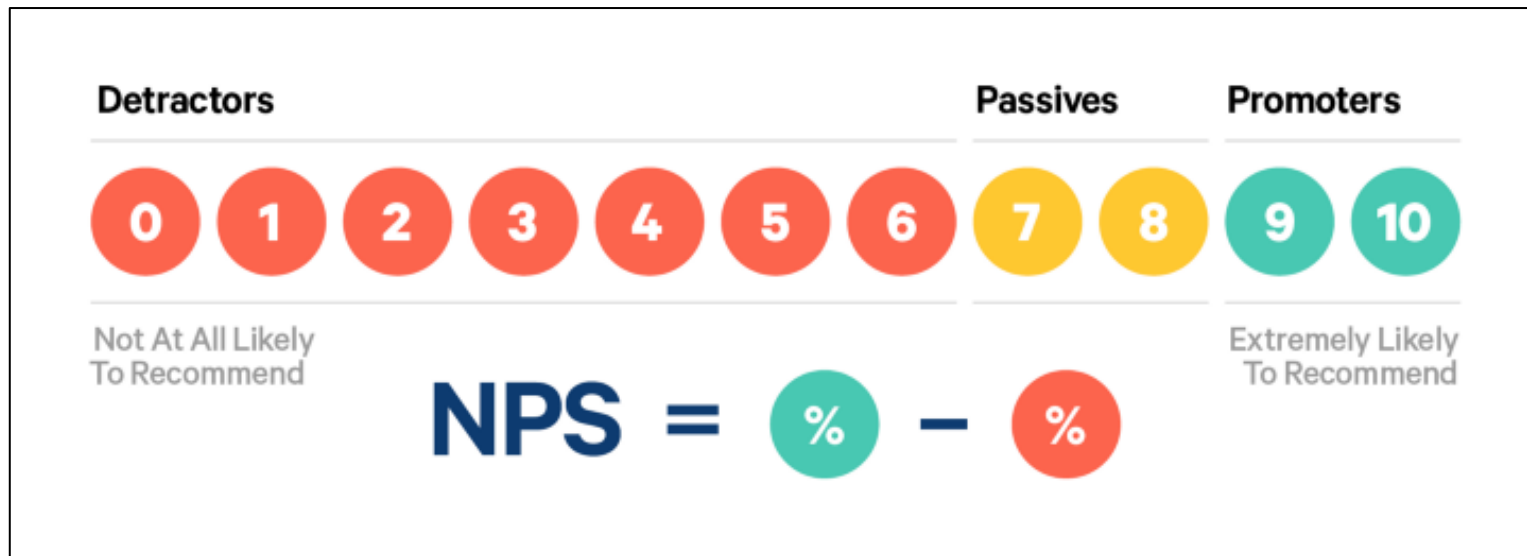
How to evaluate the experience (4)

After such an analytical evaluation, you are experts on TripAdvisor service pros and cons.

- Consider system contents, design layout, elements of cognitive distraction, easiness of the procedures, clearness and security, …

- Write down **a summary of your evaluation practice**, highlighting some eventual recommendations to improve the service

Let's discuss the results

- Please send to me by email pierluigi.feliciati@unimc.it all your files and notes (with your name in the files' title).

- After a break we are going to discuss your results

  1. Method by method (1, 2, 3, 4)

  2. General conclusions (your summary)