GetThere **CWTSato User Interviews**

Study Overview

- Dates: Monday, September 17 – Thursday, September 20
- Location: Interviewers located at Sabre's headquarters in Southlake, participants located in various areas across the US

Objectives

- Understand users' current experience with E2 and OBE tool
- Identify reasons users book hotels outside of OBE
- Determine what is important to users when booking hotels

Methodology

- Current E2 users participated in one hour In-depth interviews
- Participants dialed into teleconference to communicate with the research team
- UX research team consisted of members from Sabre and CWTSato
- SUS scores were collected at the end of each interview

Participants & trip info
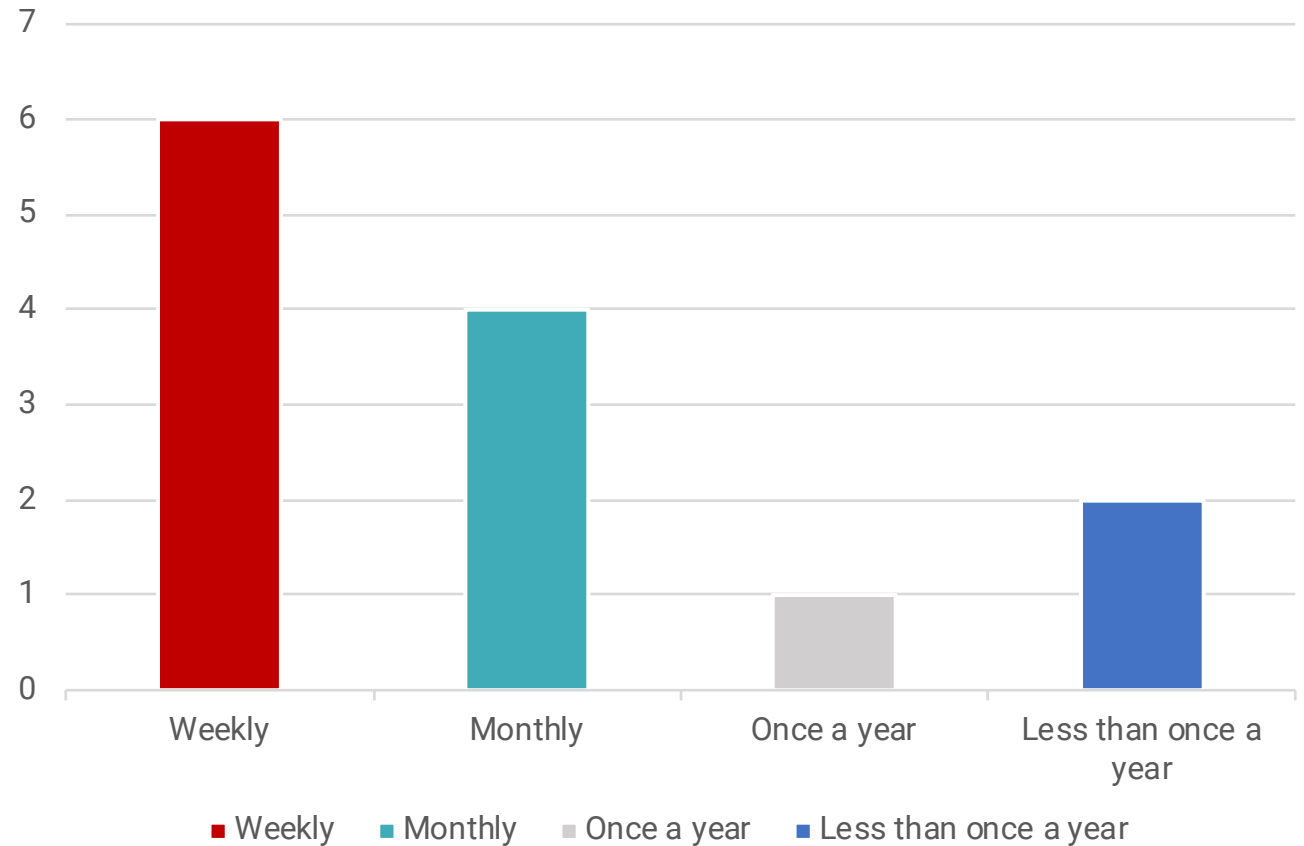
Participant demographics

13 users
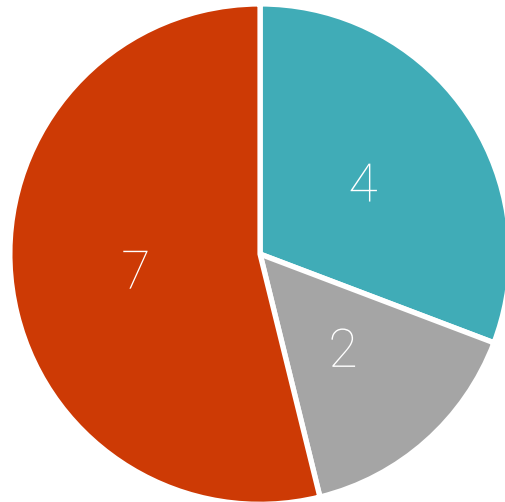
■ Travelers ■ Arrangers ■ Travel Admins*

*Some travel admins also arrange travel as part of their daily tasks.

"How frequently do you use E2 to book travel?"

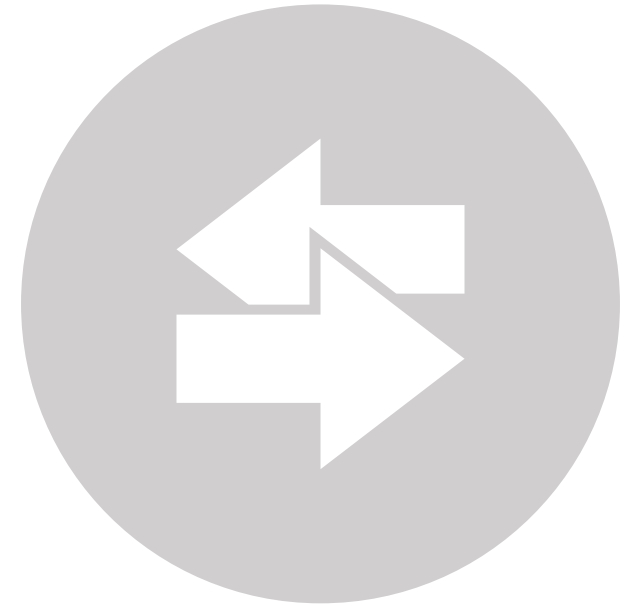■ Weekly ■ Monthly ■ Once a year ■ Less than once a year

Types of bookings made by participants

Mix of domestic and international travel

Mix of air, car, and hotel required for travel (only 1 mentioned train)

Majority are round-trips, some mutli-destinations, no one-ways mentioned
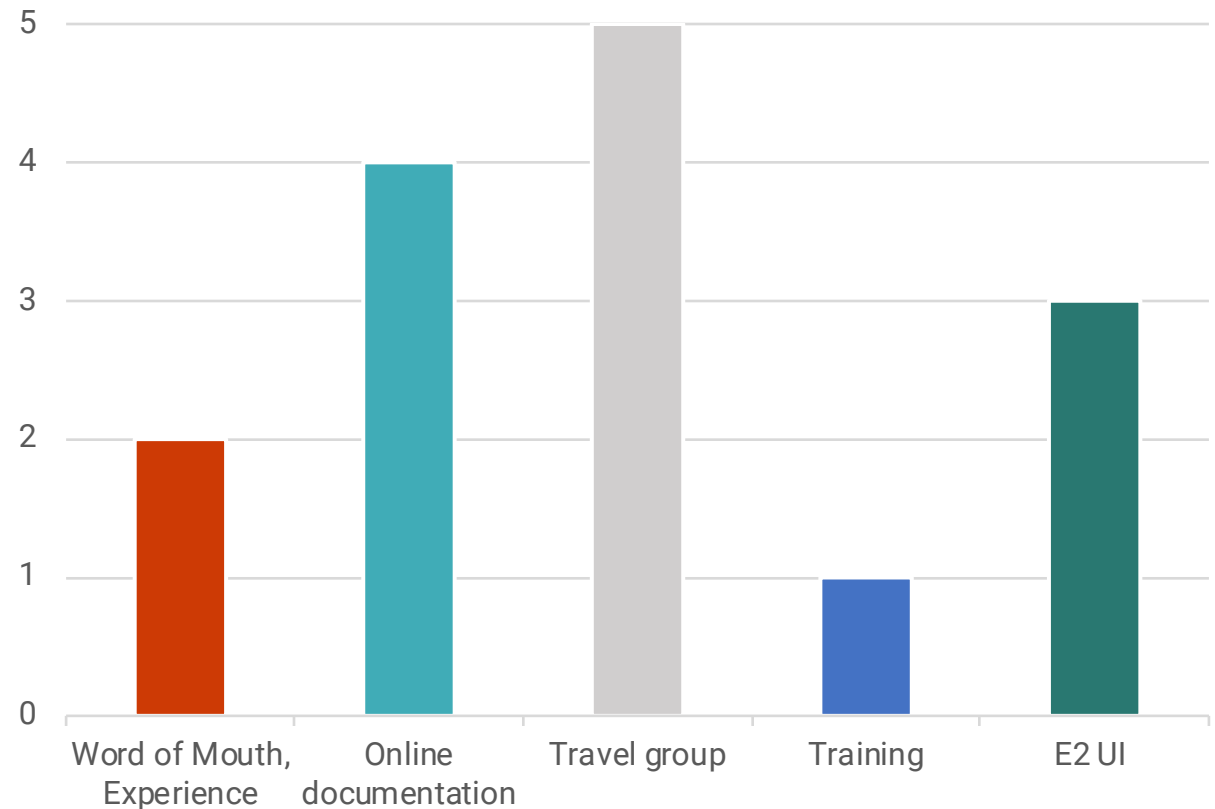
Departments represented in this study

Positive findings

Awareness of policies and restrictions

100%

were aware of
rules and policies
when booking business
or government travel

"How do you find out about travel policies?"

Positive comments

- 3 participants mentioned liking that E2 contains all documentation in one place

- "I like that it's clean. It makes it clear which flights you can pick."

- "I like being able to look at flights based on schedule and select seating."

- "I find it easy to use. It's fairly clean, and gotten cleaner over the last couple of years."

- "I like the summary."

- "I like the way authorization is tracked. It's easy to see where things are, who is not processing things."

- "I like the way it ties into the OBE; It's a good search tool. I don't use it as much as commercial sites."

- "It's not a difficult program. A lot of them are similar, but I find this one easier to use than DTS."

Users are confident in E2 to book accurate reservations

100%

think their reservation will be accurate and in the right systems when they show up to check in for their hotel
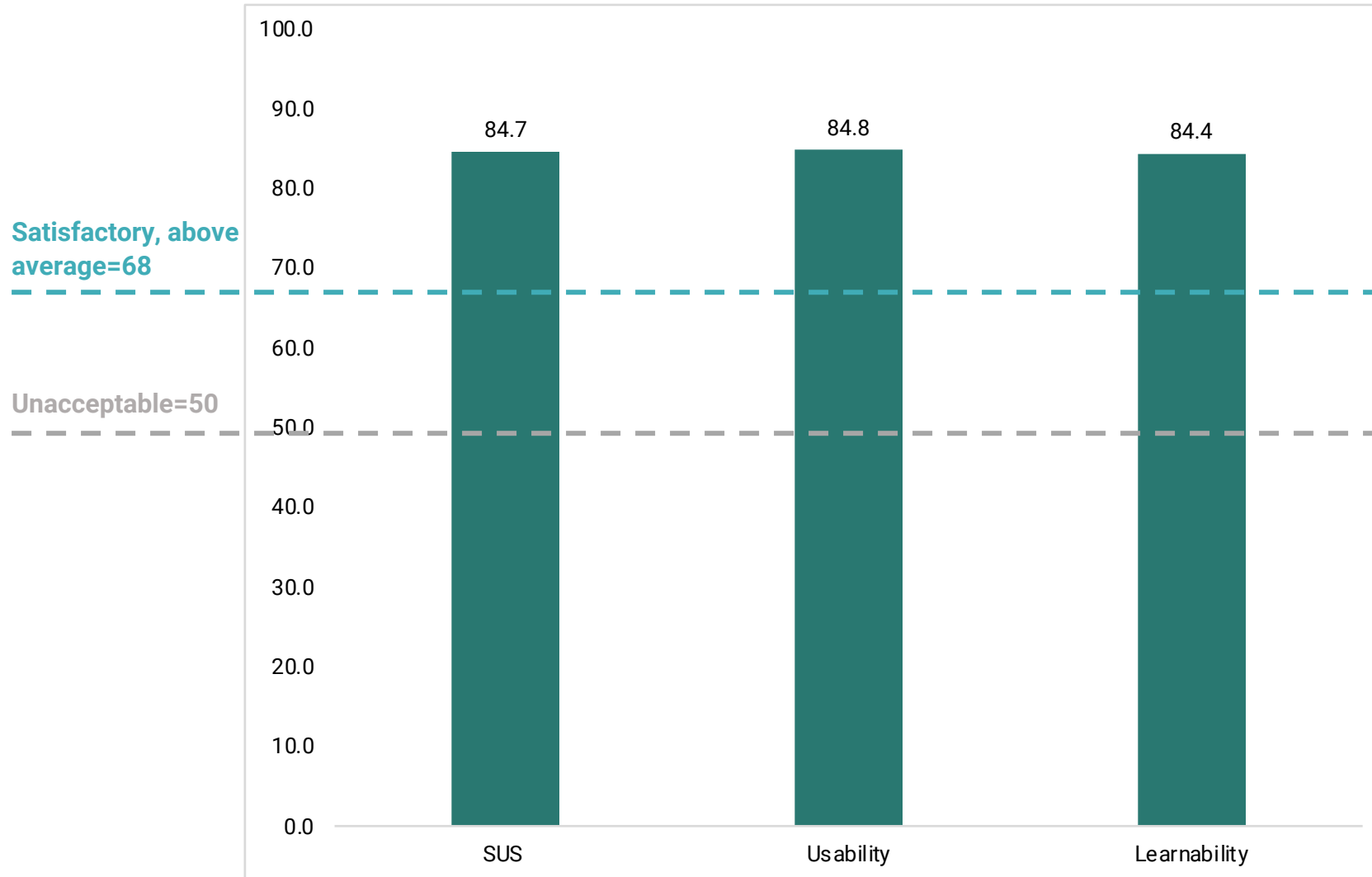
Travelers mostly understand TMC fees

- Participants generally understand there is only one fee per trip, but that they would incur an additional fee each time they change their trip
  - One thought there would be an additional fee if an air reservation was made early in the week, then a car rental later in the week
- Participants also indicated the fee was different if they called to talk with an agent, versus booking online.

"If they issue a ticket, that's one fee. If I make a change, then it's another fee."

"If you book in the tool, you only have to pay the online booking expense. If you call and change then there's another fee."

Travelers can use the tool and rate it highly via SUS

Satisfactory, above average=68

Unacceptable=50

Chart showing three bars:
- SUS: 84.7
- Usability: 84.8
- Learnability: 84.4

Y-axis from 0.0 to 100.0. Dashed line at 68 (Satisfactory, above average) and dashed line at 50 (Unacceptable).

The SUS is a standardized, industry-wide rating system used to assess the usability and learnability of a product (when combined, they create the "System Usability Score," hence SUS).

Evaluating SUS is similar to grading on a curve: You'd need an 80.3 to get an A (the top 10% of scores). This is also the point where users are more likely to be recommending the product to a friend.

Other major findings

Users perceive a lack of training and documentation

- Travelers tend to feel there is not enough training for GetThere (admins and arrangers tend to get used to the way the tool works and can learn it fairly quickly)

- The E2 redesign was hard for some to adjust to and some users felt not enough training was provided to help guide them through the changes
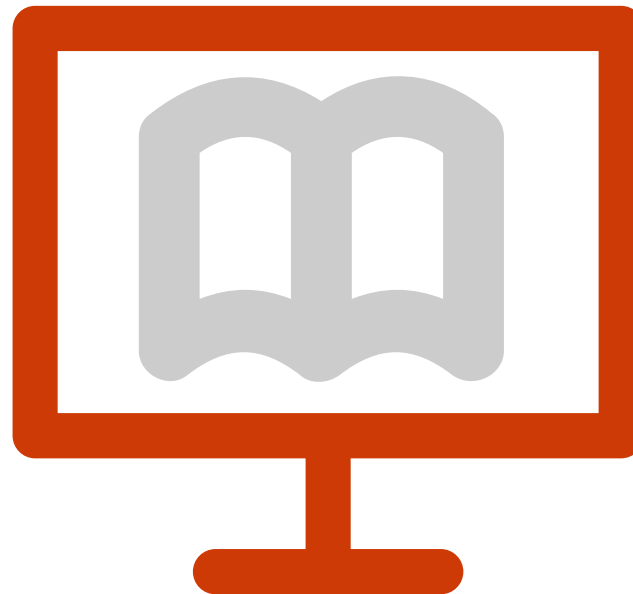
UX issues in GetThere cause consistent frustration

- Users are frustrated that going "back" takes them all the way to the beginning

- Users didn't know about key features that would make booking easier

- One participant was frustrated they couldn't rent an SUV even though they needed to bring extra equipment with them for the job

Users face challenges when booking flights

- Users find they can sometimes get better fares and seats outside the tool

- They wonder why they can't use their status to upgrade seats and fares

- Users feel that "Shop by time" results sometimes aren't actually sorted by the time window they searched

- 4 users said they've tried pick a government airfare only to find that it's "sold out" on the next page
  - They are sometimes confused as to which government fare they should choose

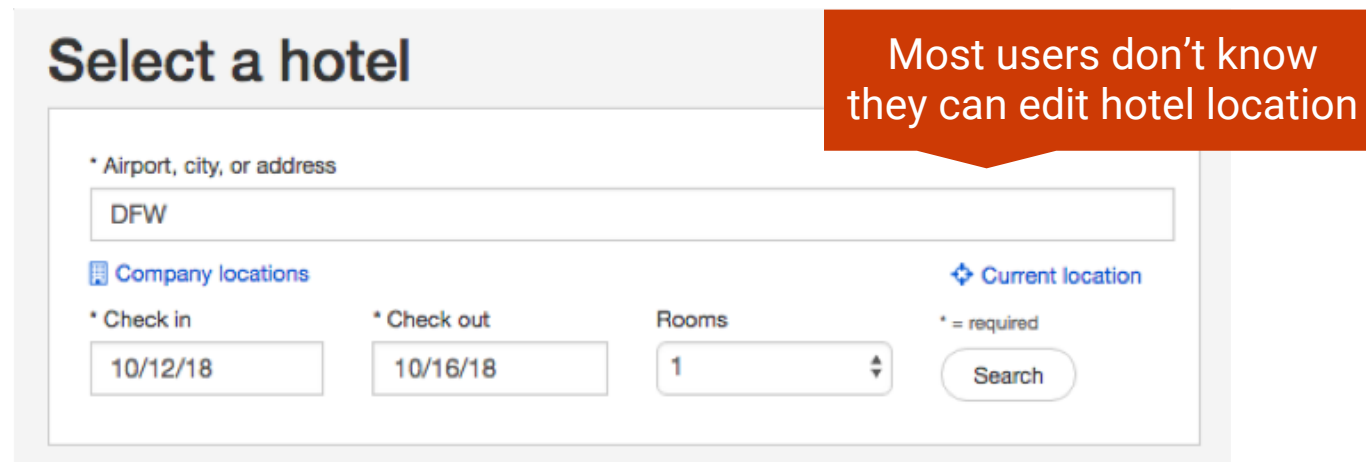- 3 users mentioned not being able to see all flights

The authorization and approval process is painful

- 3 users said they feel the authorization process goes through too many people and takes too long (especially for planning or spontaneous travel)

- Some users feel the tool is too strict when evaluating selections because it "kicks them back" for less than going $1 over the authorized

- Many travelers indicated that they have made mistakes in the tool that caused them to start the process over again
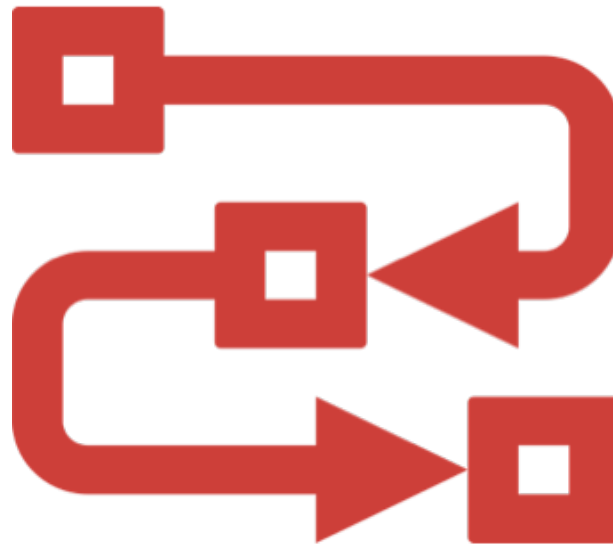
Travelers don't like booking hotels on GetThere

- Searching by location is difficult for numerous reasons
  - Some users unaware they can use a specific address in the hotel search
  - Only able to search by address - users want to search using more "generic" terms and phrases, like a landmark, area of a city
  - Location defaults to the airport when searching for air and hotel, participants indicated they often aren't looking for hotels near the airport, but some other location

Select a hotel

Most users don't know they can edit hotel location

* Airport, city, or address

DFW

Company locations   Current location

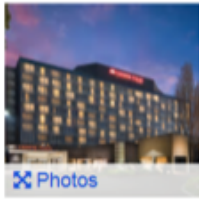* Check in   * Check out   Rooms   * = required

10/12/18   10/16/18   1   Search

Travelers don't like booking hotels on GetThere

- "Company Locations" option isn't clear (seems like most agencies haven't configured this)

- 6 users mentioned not being able to see certain hotels they know exist

- 6 mentioned that per diem rates show as sold out in the tool but are available by calling the hotel

Users look for several features before committing to a hotel

"What is most important to you when booking a hotel?"
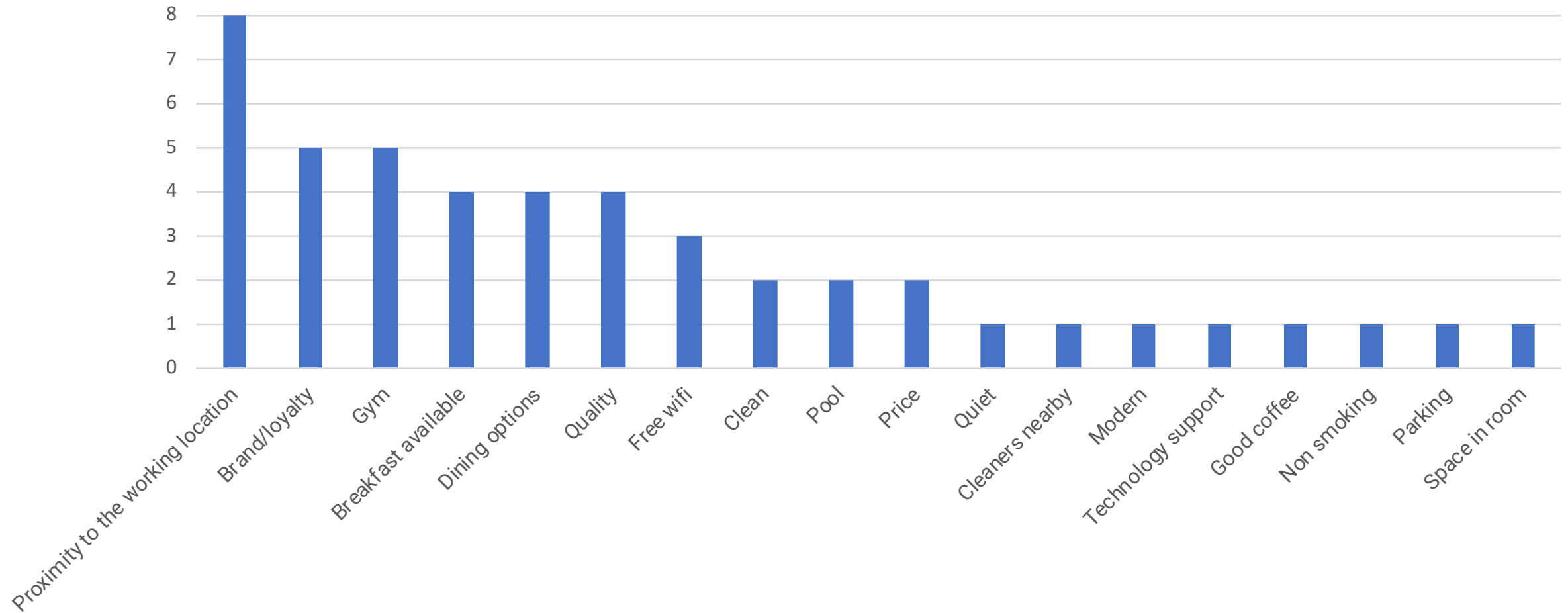
Response to a "Quick Book" feature

All but 1 who responded "yes" were arrangers or admins

5   5

All but 1 who said "no" were travelers (not arrangers or admins)

■ Yes ■ No
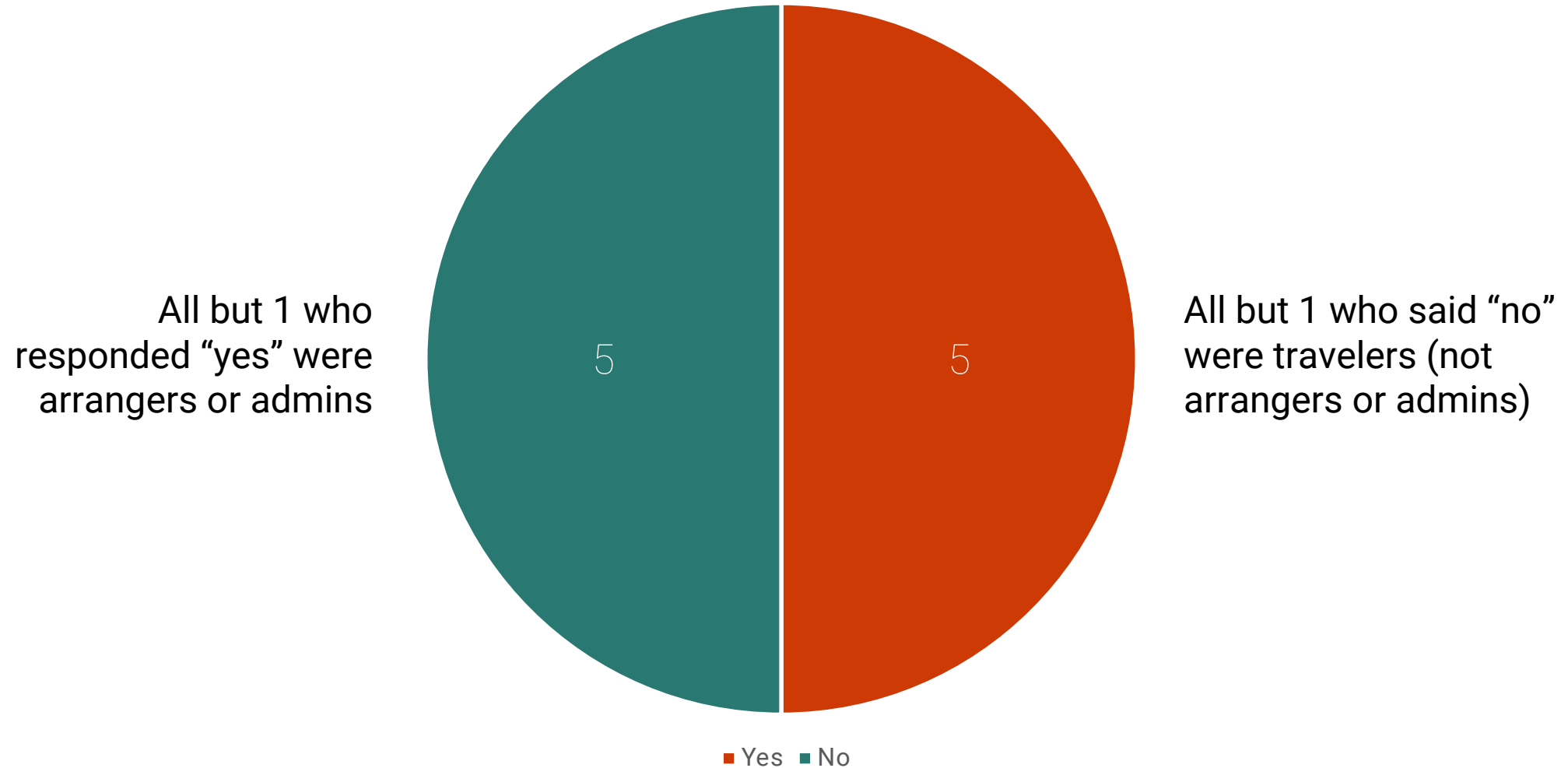
Travelers perform lots of outside research

- Many users use outside sources to research hotel features, such as location, quality, and other amenities (specifically, they read reviews)

- Users also research outside the tool to calculate an overall cost for things like ride shares, taxes, parking, and other costs not determined within E2

- Many users specifically mentioned not being able to use GetThere's map functionality to efficiently book hotels in a certain vicinity
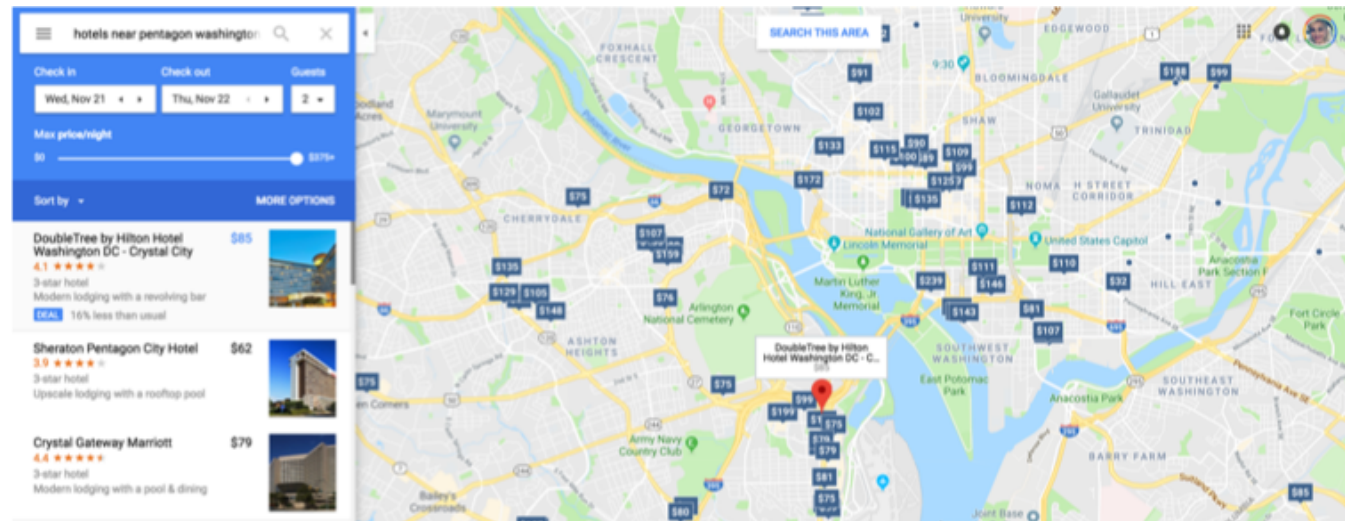
Interest in a hotel rating system for/by Gov't travelers

- 7 responded "yes"
- 2 responded "no"
- 3 were interested, but not committed
- One arranger's team already has a document that contains reviews and other information that travelers update when they stay at a particular hotel

Response to "alternative lodging" options

- 6 users were open to the idea of alternative lodging
- 7 users questioned the viability of using alternative lodging, with some citing security issues like personal Wi-Fi, multiple keys to get in, or simply that the government is "too rigid"

- Some felt that staying in a shared house with coworkers may be odd

Users can get through expenses, but think it can improve

Participants understand basic rules about expensing

✓ Submit within 5 days

✓ Submit receipts over $75

✓ Submit receipts for hotel, air

Some think the uploading receipts has too many steps and/or can improve

- One arranger works with lawyers who simply drop their receipts off at her desk
- One user suggested linking the E2 to the credit card to automatically imbed expenses

1 STEP 1
Gather receipts

2 STEP 2
Scan receipts

3 STEP 3
Upload

Users face several challenges when expensing

- Charges don't transfer from the approved TA to the voucher
  - POV charges were mentioned several times
  - Charges don't transfer from the TA and have to be manually re-entered
- Not obvious when to use which codes/which codes are correct
  - Occasionally travelers need to re-split funding codes, but they often require help

" If we put the amounts in the authorization, when we go back
to the voucher, it resets those amounts to zero. I'd prefer
that it transfers from the authorization to the voucher."

" Sometimes they have issues re-splitting the funding
codes or the voucher codes go under one funding
code. The travelers aren't accounting technicians;
they aren't familiar with the codes, so I have to help."

Amending approved TAs causes the most frustration during expensing

- TAs must be amended if actual exceeds approved spend (even a few cents)

- Travelers don't know what to enter in remarks to ensure voucher is approved

- Date changes and adding personal travel also challenging
  - Travelers adding personal days to a trip have their purchases rejected unless they manipulate the dates of the purchase during the return
  - If travelers return early or stay later they must get special authorization (instead of changing the dates in the voucher)

" The TA is cumbersome because of all the extra text that needs to be added. The extra text could be added automatically (remarks) then deleted."

" If they travel Monday to Wednesday, take off Thursday and Friday, and return Saturday and have receipts from Saturday, E2 rejects it. I have to enter the receipt as Wednesday since that was the last business day and add remarks to let approvers know"

" I have a document that has to be placed in E2 travel authorization to get it approved. I know what the text should be, but people in the office don't. They struggle to get the text to say the right thing."

Thank you

AUTUMN HOOD, SENIOR UX DESIGNER

Autumn has worked in the industrial engineering and travel industries. She received a Master of Arts in Technical Communication from the University of North Texas.

TODD LUCKEY, UX RESEARCH MANAGER

Todd holds a BS in Nutritional Science and is an HFI Certified Usability Analyst. Todd has conducted UX research for many companies, including Sabre, Samsung, Verizon, and Usability Sciences