

Usability Test Script

www.hyattinclusivecollection.com

Website	https://www.hyattinclusivecollection.com
Test type	Moderated usability — think-aloud protocol
Brands covered	Impression · Ziva · Zilara · Zoëtry · Secrets · Breathless · Dreams · Vivid · Alua · Sunscape · Bahia Principe
Destinations	Mexico · Jamaica · Dominican Republic · Aruba · Spain · Greece · Portugal · Costa Rica · Colombia + more
Key flows	Homepage nav · booking widget · multi-room · resort+flight · filters · sign-in · Already Booked · weddings · meetings
Session length	~55 minutes per participant
Participant pool	3–5 per segment (leisure couple, family, group planner, honeymoon, travel advisor)
Script version	v1.0 Date: _____

Facilitator Guidelines

- Think-aloud: Ask participants to narrate their reasoning throughout every task.
- Neutral probing: Use "What would you expect here?" — never lead, hint, or assist.
- Observe all signals: hesitations, scrolling, re-reading, back-button use, expressions.
- Multi-room focus: Note exactly when / whether participants discover the Add Room control.
- Brand recognition: Note which sub-brands participants already know vs. discover on-site.
- Sessions are separate per segment — do not combine participant types in one session.

Section A — Homepage Orientation & Navigation

Participant context: You are planning an all-inclusive vacation and have just arrived at the Hyatt Inclusive Collection website for the first time.

A1 — FIRST IMPRESSIONS

1

SCENARIO

You've just arrived at the website for the first time and haven't clicked anything.

TASK PROMPT

Without clicking yet, tell me what you understand about this website and what you think you can do here.

Follow-up: What stands out first? | What's confusing or unclear? | Where would you start a search?

2

SCENARIO

You want to see all the different resort brands that are part of this collection.

TASK PROMPT

Find all the resort and hotel brands available through Hyatt Inclusive Collection.

Follow-up: Did you use the nav menu or something else? | Any brands surprising or unfamiliar? | Did you notice Bahia Principe and Alua?

A2 — DESTINATION DISCOVERY

3

SCENARIO

You and your partner want to vacation somewhere in Mexico.

TASK PROMPT

Use the website to find all resorts available in Mexico.

Follow-up: Destinations nav or search? | Could you drill into a specific region like Riviera Maya? | Was the list of properties per destination clear?

4

SCENARIO

Your friend recommended an adults-only Secrets resort in the Dominican Republic. You want to find it.

TASK PROMPT

Using the site navigation, locate Secrets Resorts & Spas properties in the Dominican Republic.

Follow-up: Brand nav or Destinations nav? | How many steps did it take? | Was filtering by brand AND destination intuitive?

A3 — LANGUAGE, SIGN-IN & OFFERS

5

SCENARIO

You prefer browsing in Spanish.

TASK PROMPT

Change the website language to Spanish.

Follow-up: Did you find the language selector quickly? | Was its location where you expected?

6

SCENARIO

You have a World of Hyatt account and want to sign in before searching.

TASK PROMPT

Sign in to your World of Hyatt account from this page.

Follow-up: Was the sign-in entry point visible? | Did you expect it in the top nav? | Was the relationship between World of Hyatt and this site clear?

Section B — Booking Widget, Search & Resort Selection

Participant context: You are ready to search for a specific resort and dates for a 7-night stay for 2 adults.

B1 — RESORT-ONLY SEARCH

7

SCENARIO

You want to book the resort only — no flight — for 7 nights in Cancun.

TASK PROMPT

Using the booking widget on the homepage, search for available resorts in Cancun for 7 nights, resort only.

Follow-up: Did you notice Resort Only vs Resort + Flight? | Was setting the date range intuitive? | Did results match your search?

8

SCENARIO

You got your results and now want to see only adults-only resorts.

TASK PROMPT

Filter the search results to show only adults-only properties.

Follow-up: Was an adults-only filter visible? | How long to find it? | Did results update as expected?

9

SCENARIO

You found a Hyatt Zilara you like and want to understand what is included.

TASK PROMPT

Select the resort from results and find out exactly what the all-inclusive package covers.

Follow-up: Were inclusions clearly listed? | Was pricing per-person or per-stay obvious? | Were any inclusions unclear or missing?

B2 — RESORT + FLIGHT PACKAGE SEARCH

10

SCENARIO

You want an all-inclusive package with flights from Miami to any Caribbean resort.

TASK PROMPT

Switch to Resort + Flight and search for a 7-night package departing from Miami.

Follow-up: Was switching between Resort Only and Resort + Flight clear? | Was entering the departure city easy? | Did results feel relevant?

11

SCENARIO

You found two resorts you like for the same dates and want to compare prices.

TASK PROMPT

Compare the pricing between two resorts for your chosen travel dates.

Follow-up: Was side-by-side comparison possible? | Was price-per-person vs. per-room clear? | Did you have enough info to make a decision?

B3 — SPECIAL OFFERS & PROMOTIONS

12

SCENARIO

You heard Hyatt Inclusive Collection has current special deals.

TASK PROMPT

Find any active special offers or promotions available on the site.

Follow-up: Did you find the Offers nav item? | Were offers clearly tied to specific resorts? | Was the booking-from-offer path intuitive?

Section C

PRIMARY FOCUS AREA

— Multiple Rooms Interface

Participant context: You are planning a group trip — three couples (6 adults) — who all need separate rooms at the same resort on the same dates.

How Multi-Room Works on This Site

- 'Add Room' control is inside the Guests / Rooms selector in the booking widget.
- Up to 4 rooms can be booked in one reservation (up to 8 travelers total).

C1 — DISCOVERING THE MULTI-ROOM CONTROL

13**SCENARIO**

You need 3 rooms at the same resort — 2 adults per room — for your group.

TASK PROMPT

Using the homepage booking widget, configure a search for 3 rooms with 2 adults each.

Follow-up: Did you find Add Room without help? | Where did you expect it to be? | Was it clear you were configuring guests per room vs. total guests?

14**SCENARIO**

You've set up 3 rooms and want to confirm the search reflects your group correctly.

TASK PROMPT

Review your booking widget before searching — tell me what you see and what you'd expect next.

Follow-up: Was total guest count visible? | Did the interface show 3 distinct rooms? | Any confusion about how rooms relate to each other?

C2 — PER-ROOM GUEST CONFIG & CHILDREN

15**SCENARIO**

Your group now includes 2 children (ages 8 and 12) sharing a room with 2 adults.

TASK PROMPT

Modify one room in your search to include 2 adults and 2 children, then complete the search.

Follow-up: Was adding children to a specific room intuitive? | Were child age inputs clear? | Did results update to reflect family-friendly properties?

16**SCENARIO**

You realize you only need 2 rooms, not 3.

TASK PROMPT

Remove one room from your booking configuration and confirm the guest count updates.

Follow-up: Was removing a room straightforward? | Did the interface confirm the removal? | Did the guest count correct itself?

C3 — ROOM UPGRADES & RATE DIFFERENCES

17**SCENARIO**

One couple is celebrating their anniversary and wants a suite upgrade. The other room stays standard.

TASK PROMPT

Upgrade only one of your rooms to a higher category while keeping the other rooms unchanged.

Follow-up: Was per-room upgrading possible and clear? | Did pricing update per room? | Was the upgrade path separate from the main booking flow?

Section D — Weddings, Honeymoons, Meetings & Travel Advisors

Participant context: You are exploring the site for a specific purpose beyond a standard leisure booking.

D1 — WEDDINGS & HONEYMOONS

18

SCENARIO

You are getting married and want to explore destination wedding options.

TASK PROMPT

Find information about destination weddings at Hyatt Inclusive Collection resorts.

Follow-up: Was Weddings & Honeymoons visible in the nav? | Was the offering differentiated by brand (e.g., Secrets vs. Dreams)? | Was a contact / inquiry path clear?

19

SCENARIO

You are planning a honeymoon and want to see which resorts are most romantic.

TASK PROMPT

Identify which resorts or brands are specifically recommended for honeymoons.

Follow-up: Did you find a honeymoon-specific filter or section? | Were adults-only brands highlighted for this use case? | Were special honeymoon packages mentioned?

D2 — MEETINGS & GROUPS

20

SCENARIO

You are a corporate event planner looking to book a group conference at a Hyatt resort.

TASK PROMPT

Find the Meetings section and locate a contact form or request for proposal option.

Follow-up: Was Meetings in the nav? | Was Americas vs. Europe split confusing? | Was an RFP or inquiry form easy to find?

D3 — TRAVEL ADVISOR PORTAL

21

SCENARIO

You are a travel advisor wanting to book a client's vacation through the advisor portal.

TASK PROMPT

Find the Travel Advisors section and locate how to book on behalf of a client.

Follow-up: Was the Travel Advisors nav item visible? | Was the Americas vs. Europe booking split intuitive? | Were advisor-specific benefits or tools explained?

D4 — BRAND-SPECIFIC EXPLORATION

22

SCENARIO

You've never heard of Zoëtry Wellness & Spa Resorts and want to understand what it offers.

TASK PROMPT

Find the Zoëtry brand page and tell me what distinguishes it from the other brands.

Follow-up: Was the brand landing page easy to reach? | Was the brand's positioning and target traveler clear? | How did you differentiate it from Secrets or Breathless?

Section E

— Already Booked, Reservation Management & Post-Test

Participant context: You made a reservation last week and are returning to the site to manage your trip and add extras.

E1 — ALREADY BOOKED FLOW

23

SCENARIO

You booked a vacation last week and want to look it up.

TASK PROMPT

Find your existing reservation using the 'Already Booked?' section of the site.

Follow-up:

Was 'Already Booked?' visible in the nav? | Was the lookup form intuitive (name + booking ref)? | Did you expect a login-first flow instead?

24

SCENARIO

You want to add a spa treatment to your existing reservation.

TASK PROMPT

From your reservation, find how to add a spa experience before your trip.

Follow-up:

Was adding extras clearly accessible post-booking? | Were spa, excursions, and transfers clearly distinguished? | Was pricing shown transparently for add-ons?

25

SCENARIO

You want to upgrade your room after booking.

TASK PROMPT

From your existing reservation, find the option to upgrade your room or suite.

Follow-up:

Was post-booking upgrade an option? | Was the upgrade separate from re-booking? | Was the price difference shown clearly?

26

SCENARIO

You want to book airport transfers through the site.

TASK PROMPT

Find and add an airport transfer (Amstar) to your existing reservation.

Follow-up:

Was Amstar / transfer visible in the already-booked portal? | Was it clear this was a third-party add-on? | Was pricing transparent upfront?

Post-Session Ease Ratings (circle one per row: 1 = Very Difficult · 5 = Very Easy)

Finding a resort by brand or destination	1	2	3	4	5
Using the booking widget to search	1	2	3	4	5
Configuring multiple rooms and guests	1	2	3	4	5
Comparing resort options and pricing	1	2	3	4	5
Navigating the Already Booked section	1	2	3	4	5
Overall website experience	1	2	3	4	5

1 = Very difficult

5 = Very easy

Likelihood to book through this site: (1 = Very unlikely · 5 = Very likely)

1

2

3

4

5