Test with users from abroad

"Gondwana Hotel" are two hotels located in Noumea, New Caledonia. They are the first eco-friendly, cultural, and artistic hotels in New Caledonia. The management team decided to update the related website, for both modernizations, and to attract Australian visitors.

Meet the family: at Gondwana City Green and Gondwana City Art

Gondwana Hotel is a family business with two establishments where it is good to rest while respecting the environment. **The Gondwana Hotel City Green**, 3 stars, is the first hotel certified High Environmental Quality Overseas. **The Gondwana Hotel City Art** is a 2 stars establishment offering accommodation in Noumea and offers an immersion in the Caledonian artistic universe through 24 rooms embellished by local artists, showing their unique and authentic works. One can find within the hotels a multitude of services to fully enjoy a stay.

Gondwana Hotel challenges:

Gondwana Hotel relied on a digital exposure to attract foreign guests, especially from Australia, New Zealand and Japan. Despite the website to be completely translated into English, and some efforts put on SEO, online ads and third-party booking platforms, traffic and conversion rate were a bit disappointing. Hotels team especially had doubts regarding UX and about the English translation of the website, while not having any real options to test this with foreign users.

Testeum Solution:

The stakeholders in the project were Gondwana Hotels, as the solution customer, and **Tealforge web agency**, their local supplier for developing the website, providing a link to the application **Testeum**. We provided Gondwana Hotels with a **turnkey package** including the test copywriting, the test campaign management, and the finalized test reports delivered to both the **Tealforge development** team and Gondwana Hotel.

During the test campaigns, users are invited to give **structured feedback,** pointing out any issue with the **UX or translation**. This allows the Hotels Gondwana team to review the message on the website and gives a good basis for discussion with the development team.
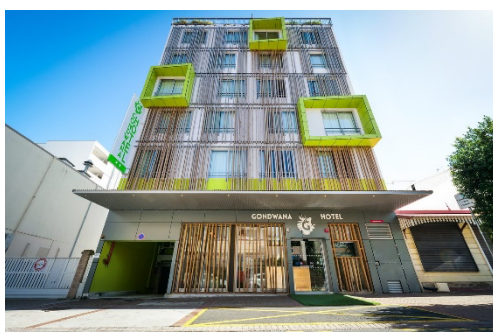
Industry

• Family Business

• Website

• Hotels

Use Cases

• Development/engineering

• Lack of confidence at release

• Bugs or issues impacting conversion rate

Business Impact

• UX / UI improvement

• Adapt to foreign customers

• Better chance for user retention

Platforms

• Desktop

• Mobile

Details:

Audience: 5 English speaking users, from Australia.

Conditions: The testers installed a screen recording app to share their actual journeys during the tests.

The alternatives to Testeum services are:

- **Friends or family:** get one's relatives to test the release candidate.
  - ➕ Pros: no money involved.
  - ➖ Cons: biased, not necessarily targeted audience, little to no structure for feedback, turnaround time is uncertain.

- **Focus group:** use a marketing agency to gather people matching audience criteria.
  - ➕ Pros : criteria match, feedback on NPS.
  - ➖ Cons: expensive, feedback not structured.

- **Development team** fully responsible for the testing.
  - ➕ Pros: efficient for functional testing.
  - ➖ Cons: not targeted audience, biased for UI, costs

Detailed benefits

Actual feedback from a specific audience: especially from people you couldn't interview.

Fresh eyes from testers: real world feedback like end users would do.

Increased confidence in the application, resulted from this feedback from potential users.

Traffic and conversion increase: for Australian users by a 4 factor.
Conversion rate also doubled, getting direct sales more important than third parties booking platforms.

GONDWANA HOTEL

HOTELS IN NOUMLA "GONDWANA HOTEL"
BOOK YOUR STAY IN NEW CALEDONIA

Located in the heart of the Quartier Latin in downtown Noumea, the hotels "Gondwana Hotel" are the first eco-friendly, cultural and artistic hotels in New Caledonia.

We are a family establishment where it is good to rest while respecting the environment.

You will find within the hotels a multitude of services in order to fully enjoy your stay.

Also open to the public, breakfast is served in our green patio, come and discover our formulas that will seduce your taste buds.

Gondwana Hotel website needed to be more attractive, especially for English-speaking travelers. Test campaigns with cherry-picked profiles allowed to spot pain points in the user experience.

KPI's

Costs

700 € for a turnkey offer.

Included:

- 4 hours of project management

- 1 Test campaign for a 30-minute journey done by 5 testers.

Duration: 7 days to complete the campaign.

Results: 28 bugs, including **17 suggestions** on site UI or UX related features.

- 🟥 Critical
- 🟧 Major
- 🟨 Minor