

# Introducing a new tool!



## UX Assumptions Database

Jonathan Baker-Bates - 20/02 2012

# What is it?



- Anyone in the organisation can suggest “assumptions” – hunches, hypotheses, assertions
- No real basis for an assumption? That’s OK!

## For example

- Your work might rely on a certain assumption - you might like more validation on it.
- Maybe you just have a hunch about something, or are just curious.

If we see positive or negative evidence for your assumption, we'll add research citations to it. We also add a “strength” to the citation for it. If the assumption starts to look interesting, we can look at incorporating it in project work.

<http://research.womblelabs.com/assumptions>

Q: Why this weird “womblelabs” name?

A: The server is also used for customer research. We didn't want a domain name that had any connection with us or with travel.

# What qualifies as an “assumption”?



- Strategic thoughts that might inform a direction we could take
- Thinking about **why** people might do something (eg are/are not converting)
- Something that you feel we hold to be true (or untrue), but never really question

## For example

*“Too much information about hotels is as bad as too little”*

*“We don’t need to change the design of the site by point of sale”*

*“Price is the most important thing in driving conversion”*

... And what doesn't



**Don't worry – if you put something in that's not quite right, we won't mind!**

But just so you know, things like:

*“People are not seeing the extra booking fees statement”*

*“Auto-suggest is hard to use in Asian languages”*

Specific tactical issues can be handled by the Product and UX teams as part of project work. File an HBUS Jira, or simply grab one of us and mention it.

*“Putting a picture of our president on the home page will raise conversion”*

That is a *great idea!* But it's also not what we're after in an assumption. Fully-formed ideas can go straight to the Product team to execute and test.

# How do I add stuff to it?



Go to: <http://research.womblelabs.com/assumptions>

Create an account (so you can add assumptions)

**Hotels.com UX Research Database**

Sign in | Create account

Home Assumptions Citations Tests Findings All Content Search

### Assumptions

Assumption	Strength
Customers choose a hotel based on a combination of factors (2 citations) choice decision price shopping	6
It is better to let customers filter after they have been exposed to inventory than before (1 citation) filters	6
It doesn't matter how prominent you make something, customers will ignore it if they don't expect it to be there (2 citations) concept design prominence visual	6
Customers want to see lots of hotels on search results (1 citation)	5
Guest rating is not important at the search results stage (1 citation) rating results search	5
One design fits all points of sale (2 citations)	
Scrolling is not a problem – users are happy to scroll for more information (3 citations) Navigation	
Emotional reaction is just as important as cold hard facts (3 citations) behaviour	
Better to auto-submit filters than to have a submit button (1 citation)	
Customers already know a fair amount about their desired destination (1 citation) Sliders for filters are not optimal (1 citation)	4
Sliders for filters are not optimal (1 citation)	4

Here's some assumptions others have added.

Note they're ranked by the strength of their combined citations.

# How do I add stuff to it?



Now you can create one:

**Hotels.com UX Research Database**

Signed in as Jonathan | Sign out

All Content | Search

Home | Assumptions | Citations | Tests | Findings

**Create New Assumption**

Assumption \*

Customers in APAC are more interested in prestige than customers in other regions

Tags (separate multiple tags with spaces, enclose multi-word tags in quotes)

p

- payment (11)
- price (10)
- photo (4)
- propertydetails (3)
- purchase (2)
- planning (2)
- prominence (1)
- phone (1)
- profiles (1)
- perceptions (1)
- postcode (1)
- pagination (1)
- plan (1)
- persuasion (1)

for this assumption (URLs, examples etc.)

**Create New Assumption**

Strength

7

Make it short, then give some background in the description.

Add a tag or two (aids searching).

Save

# And if you're getting confident...



You can also attach citations to strengthen or weaken assumptions.  
If you want to do this, let us know and we'll talk you through it.

## Questions, comments?

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## Have fun!