

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)	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

Home **Assumptions** Citations Tests Findings All Content Search

Create New Assumption

Strength 7

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

price (10) notes for this assumption (URLs, examples etc.)

photo (4)

propertydetails (3)

purchase (2)

planning (2)

prominence (1)

phone (1)

profiles (1)

perceptions (1)

postcode (1)

pagination (1)

plan (1)

persuasion (1)

Save

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

Add a tag or two (aids searching).

# 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?

Jonathan Baker-Bates, UX Manager  
[jbbates@hotels.com](mailto:jbbates@hotels.com)

Alex De Witt, Research Manager  
[adewitt@hotels.com](mailto:adewitt@hotels.com)

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

## Have fun!