



USER JOURNEY AUDIT REPORT

sample-hotel.ie

<https://sample-hotel.ie>

SAMPLE REPORT

Harbour View Hotel is a fictional site. The findings are typical of what we see on Irish hotel booking and voucher journeys.

2

Journeys walked

0 of 2

Completed without
trouble

5

Blockers

14

Findings in total

Your journeys

Each journey was walked twice: once for accessibility, once as a first-time user

Book a room (5 steps)

Completed with difficulty

2 Blocker

4 Friction

3 Polish

Buy a gift voucher (4 steps)

Could not complete

3 Blocker

2 Friction

Two passes

Accessibility: can someone using only a keyboard, or a screen reader, get through every step? First-time user: would someone who has never seen your site, and is not technical, know what to do next and see that their click worked?

One scale

Blocker: stops the visitor finishing. Friction: slows or confuses them, and some will give up. Polish: a small improvement. Findings are listed in the order a visitor would meet them.

Two tracks

7 of these findings carry a WCAG reference: they are accessibility failures and count towards your legal requirements. The other 7 are usability advice, marked as not a legal requirement.

The fixes that matter most

Ranked by how likely each one is to cost you a customer

1

Step 2, Choose dates: The calendar cannot be used without a mouse. The Tab key moves from the Guests field straight to "Show rooms" and skips all 28 days, which are plain boxes with a click handler.

BLOCKER

Book a room

FIX Build the days as buttons, or use a date picker that supports the keyboard (arrow keys to move, Enter to choose). Also let the date be typed straight into the Check in and Check out fields.

2

Step 2, Choose an amount: The four amounts are pictures with the figure drawn inside them and no text alternative. A screen reader announces "button, button, button, button". A blind customer cannot tell €50 from €250.

BLOCKER

Buy a gift voucher

FIX Put the amount in real text on each button, or give each image alt text such as "€100 voucher". Mark the chosen one with aria-pressed.

3

Step 4, Pay: With every card field filled in correctly, "Pay now" stays greyed out and nothing says why. The tick-box for the voucher terms, which switches the button on, is below the billing address and off the bottom...

BLOCKER

Buy a gift voucher

FIX Keep the button live. If the terms are not ticked, say so beside the tick-box when it is pressed and scroll to it. Place the tick-box directly above the button.

4

Step 4, Pay: Once focus enters the card number field, the Tab key cycles between card number, expiry and CVC and never leaves the payment frame. A keyboard user cannot reach Name on card, the terms or the Pay button.

BLOCKER

Buy a gift voucher

FIX Update the payment provider's embedded fields to the current version, which releases focus after the CVC field, and test the whole form with the Tab key alone.

5

Step 4, Enter guest details: A phone number typed with spaces, 087 123 4567, is refused. The only message is one line at the top of the form, "There is a problem with your details", about 900px above the Continue...

BLOCKER

Book a room

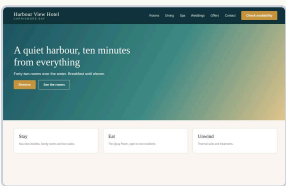
FIX Accept spaces in phone numbers. When a field is wrong, say which one and why in a message beside that field, and scroll to it.

User journey: Book a room

Walked for accessibility, then as a first-time user | Desktop Chrome, 1280px wide, keyboard and NVDA | 21 September 2026

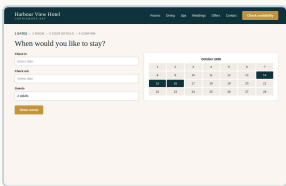
WITH DIFFICULTY

A first-time visitor can book a room with a mouse, but has to guess twice: the calendar gives no sign that a date was taken, and a mistake in the phone number is reported at the top of a long form, out of sight of the button that was pressed. A visitor using only a keyboard cannot book at all, because the calendar cannot be reached with the Tab key. The confirmation at the end is clear.



1 Find the booking button

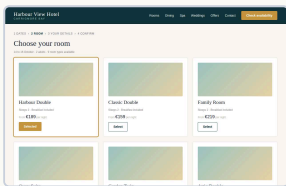
1 Polish



2 Choose dates

1 Blocker

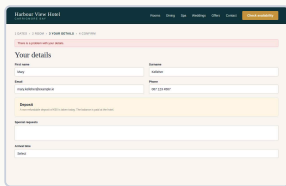
1 Friction



3 Choose a room

1 Friction

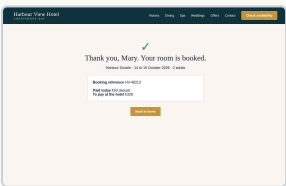
1 Polish



4 Enter guest details

1 Blocker

2 Friction



5 Confirmation

1 Polish

Blocker: stops the visitor finishing. Friction: slows or confuses them. Polish: a small improvement. A finding that carries a WCAG reference is an accessibility failure and counts towards your legal requirements. The rest are advice on usability, not legal requirements.

User journey: Book a room

Where a visitor would get stuck, in the order they would meet it

POLISH First-time user | WCAG 3.2.4 Consistent Identification

Step 1, Find the booking button: The button that starts a booking is labelled "Check availability" in the header and "Reserve" on the banner. Both open the same booking screen. A newcomer cannot tell whether these are two different things.

FIX Use one label for the booking action everywhere, for example "Book a room".

BLOCKER Journey accessibility | WCAG 2.1.1 Keyboard

Step 2, Choose dates: The calendar cannot be used without a mouse. The Tab key moves from the Guests field straight to "Show rooms" and skips all 28 days, which are plain boxes with a click handler. A guest who cannot use a mouse cannot choose a date, so cannot book.

FIX Build the days as buttons, or use a date picker that supports the keyboard (arrow keys to move, Enter to choose). Also let the date be typed straight into the Check in and Check out fields.

FRICTION First-time user | Usability, not a legal requirement

Step 2, Choose dates: After a check-in date is clicked, the Check in field still reads "Select date" for about two seconds while availability loads. Nothing on screen says the click was taken, so the natural reaction is to click again, which moves the date.

FIX Write the chosen date into the field at once, and show "Checking availability" beside it while the prices load.

FRICTION First-time user | Usability, not a legal requirement

Step 3, Choose a room: Pressing Select marks the room as "Selected" and nothing else happens. The Continue button is at the foot of the page under all nine room types, about 1,400px further down, and nothing says to scroll to it.

FIX Move to the next step when a room is selected, or keep a "Continue with Harbour Double" bar fixed to the bottom of the screen once a room is chosen.

POLISH First-time user | WCAG 1.4.3 Contrast (Minimum)

Step 3, Choose a room: The words "From" and "per night" beside each price are 12px light grey on white, a contrast ratio of 2.1:1 against a minimum of 4.5:1. The price reads as a total for the stay unless the grey text can be seen.

FIX Darken the text to at least #6B7280 and raise it to 14px.

BLOCKER

First-time user | WCAG 3.3.1 Error Identification

Step 4, Enter guest details: A phone number typed with spaces, 087 123 4567, is refused. The only message is one line at the top of the form, "There is a problem with your details", about 900px above the Continue button. It does not say which field. From where the visitor is looking, pressing Continue does nothing.

FIX

Accept spaces in phone numbers. When a field is wrong, say which one and why in a message beside that field, and scroll to it.

FRICTION

Journey accessibility | WCAG 4.1.3 Status Messages

Step 4, Enter guest details: When the form is refused nothing is announced to a screen reader and focus stays on the Continue button. A blind guest hears nothing at all after pressing it.

FIX

Move focus to an error summary with role="alert" that links to each field in error.

FRICTION

First-time user | Usability, not a legal requirement

Step 4, Enter guest details: The non-refundable €50 deposit is first mentioned on this screen, after the dates and the room have been chosen. The room list shows only a nightly price.

FIX

State the deposit beside the price on the room list: "€50 deposit today, balance at the hotel".

POLISH

First-time user | Usability, not a legal requirement

Step 5, Confirmation: The confirmation is clear about the room, dates, reference and what was paid. It does not say that an email is on its way or which address it went to, which is the first thing a nervous booker looks for.

FIX

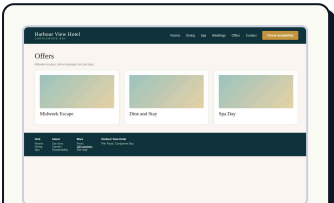
Add one line: "We have emailed your confirmation to mary.kelleher@example.ie. It can take a few minutes to arrive."

User journey: Buy a gift voucher

Walked for accessibility, then as a first-time user | Desktop Chrome, 1280px wide, keyboard and NVDA | 21 September 2026

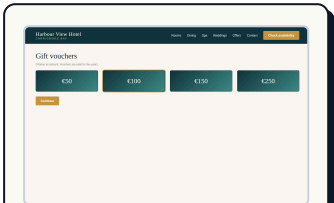
COULD NOT COMPLETE

Walked as a first-time visitor, this journey ends at the payment screen. "Pay now" stays greyed out and nothing says why: the terms tick-box that switches it on sits below the billing address, off the bottom of the screen, and is not mentioned anywhere. Vouchers are also hard to find in the first place, and a keyboard user is trapped inside the card fields.



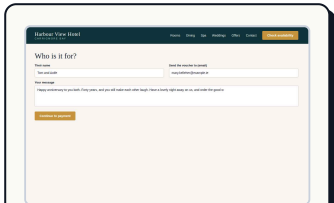
1 Find gift vouchers

1 Friction



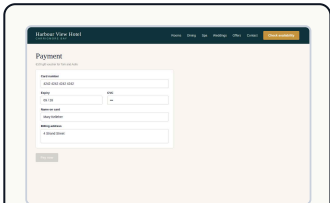
2 Choose an amount

1 Blocker



3 Add a message

1 Friction



4 Pay

2 Blocker

Blocker: stops the visitor finishing. Friction: slows or confuses them. Polish: a small improvement. A finding that carries a WCAG reference is an accessibility failure and counts towards your legal requirements. The rest are advice on usability, not legal requirements.

User journey: Buy a gift voucher

Where a visitor would get stuck, in the order they would meet it

FRICTION First-time user | Usability, not a legal requirement

Step 1, Find gift vouchers: Gift vouchers are not in the main menu and not on the Offers page, which is where a newcomer looks first. The only link is in the footer, third item under "More", between Press and Site map.

FIX Add "Gift vouchers" to the main menu, and a card for them on the Offers page.

BLOCKER Journey accessibility | WCAG 1.1.1 Non-text Content

Step 2, Choose an amount: The four amounts are pictures with the figure drawn inside them and no text alternative. A screen reader announces "button, button, button, button". A blind customer cannot tell €50 from €250.

FIX Put the amount in real text on each button, or give each image alt text such as "€100 voucher". Mark the chosen one with aria-pressed.

FRICTION First-time user | Usability, not a legal requirement

Step 3, Add a message: The message box stops accepting letters at 120 characters with no counter and no warning. The test message was cut off in the middle of a word, "order the good w", and would have been printed on the voucher that way.

FIX Show a live count, "38 characters left", and raise the limit to at least 250.

BLOCKER First-time user | Usability, not a legal requirement

Step 4, Pay: With every card field filled in correctly, "Pay now" stays greyed out and nothing says why. The tick-box for the voucher terms, which switches the button on, is below the billing address and off the bottom of a 1280 by 800 screen. A newcomer sees a complete form and a dead button, and leaves.

FIX Keep the button live. If the terms are not ticked, say so beside the tick-box when it is pressed and scroll to it. Place the tick-box directly above the button.

BLOCKER Journey accessibility | WCAG 2.1.2 No Keyboard Trap

Step 4, Pay: Once focus enters the card number field, the Tab key cycles between card number, expiry and CVC and never leaves the payment frame. A keyboard user cannot reach Name on card, the terms or the Pay button.

FIX Update the payment provider's embedded fields to the current version, which releases focus after the CVC field, and test the whole form with the Tab key alone.



WHAT HAPPENS NEXT

Three steps from here

1

Hand it over

Send this report to whoever looks after your website or your booking system. Every finding says which step it is on and has its fix underneath.

2

Fix the Blockers first

A Blocker stops someone finishing, so each one is lost business today. Friction next. Polish when the developer is already in that screen.

3

Then check again

When the fixes are in, reply to the email this report came with and we will walk the journeys again.

How this audit was done: an auditor walked each journey from start to finish in a real browser, first with the keyboard and a screen reader against WCAG 2.2 AA, then as a visitor who has never seen the site, against a fixed checklist. It is an expert review. It does not replace testing with members of the public or with people who use assistive technology.

OpenDoorDigital | opendoordigital.ie | hello@opendoordigital.ie