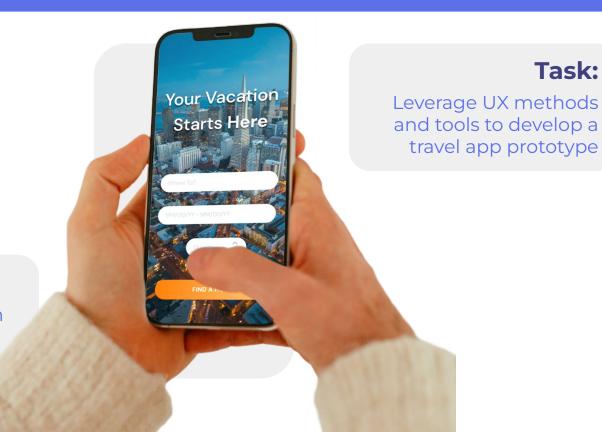




Intentions

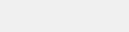


Task:

Goal:

Familiarize myself with the UX process behind app development

Process



Research

Investigate existing competitors and users



Plan

Identify key elements and interactions

Build

Create a medium fidelity clickable prototype



Iterate

Design High fidelity screens

Research







Decide to Book	Open App / Homepage	Search and Filter	View Results	View Hotel	Read Reviews	Compare	Choose Room	Select Add-Ons	Confirm Booking
Goals: Overnight business Family vacation Couples getaway	Goals: Initiate search	Goals: Narrow down hotels to most relevant options	Goals: • Find most appealing hotels	Goals: • Evaluate details of a specific hotel	Goals: • Evaluate quality of chosen hotel	Goals: • Repeat steps to determine best option	Goals: • Select room and book stay	Goals: • Select add ons	Goals: • Pay for booking and review details
Behaviors: Decide on dates Decide on location Positive Interactions: Pain Points:	Behaviors: Scan homepage Scan homepage Open search ramgation Positive Interactions: Users like sweing photos of popular hotels and locations Pain Points: Being prompted to make an account	Behaviors: I input location into search ba I fill out dates and quest information Add additional filters (i.e. Break/ast included, Queen bed) Positive Interactions: Wide variety of filter options Pain Points: Searching location provides confusing sub-categories	Behaviors: - Scroll through results - Evaluate initial information (i.e. images, amenties, price) - View location on map Positive Interactions: - Interactive maps - Dissounts Pain Points: - Adds for irreevant hotels - Unclear amenties or pricing	Behaviors: - Scan hotel page - View images and description - Find complete last of amenities - Discover specific room options and prices - Discover the Interactions: - Discovering amenities - Interesting amenities - Pain Points: - Correct everload or too much text - Missing or lacking details	Behaviors: • Read eviews and ratings Positive Interactions: Pain Points:	Behaviors: • Vew results • Vew notel • Read reviews Positive Interactions: Pain Points: • No easy comparison tool • Too much repetition	Behaviors: Petim to favourite option Clicose room and continue to booking Positive Interactions: Pain Points: Pessibly a lot of scrolling to return to favourite option Rate of losing favourite option	Behaviors: - Reviews options - Choose favourite Positive Interactions: - Introduces useful or interesting amenities Pain Points: - Customer thought they were finally done and add-ons interrupt flow	Behaviors: I ppd customer information I ppd payment information Confirm details Finish Positive Interactions: - Autofil options - Easy to read details and receipt Pain Points: - Being prompted to make an account
<u></u>		Calendar interface needs insprovement		<u> </u>		×.	<u></u>	7.5	Lengthy check our process

Competitor Research

View full notes here.

Summary of Observations:

Tester A

- Tester did not use either app to compare hotels, rates, or special offers and seemed to be choosing hotels to book at random
- On the first app the tester booked a different room than what they verbalized they were attempting to book
- Noted that research for hotels would have to be done outside the app because details are unclear/hard to find

Tester B

- Expressed confidence using either app
- Did some basic comparison between hotels but could not remember which rooms had which amenities
- Missed add-ons options

Both Testers

- Found calendar UI in both apps to be unsatisfactory
- Doesn't need to see the alternative locations
- Booked their hotel easier/faster through the second app
- Liked being able to see ratings, photos, and descriptions of the hotels before choosing
- Appreciated the images on homepage and search results

Key Takeaways:

Users preferred interfaces with lots of images and descriptions

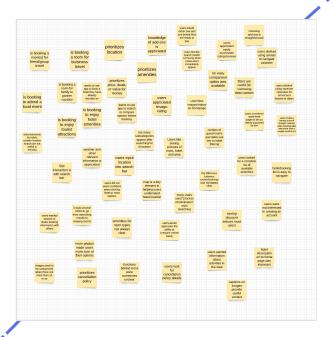
The lack of integrated comparison tools was a major pain point

Ratings and reviews played a significant role in what hotel users booked

Plan

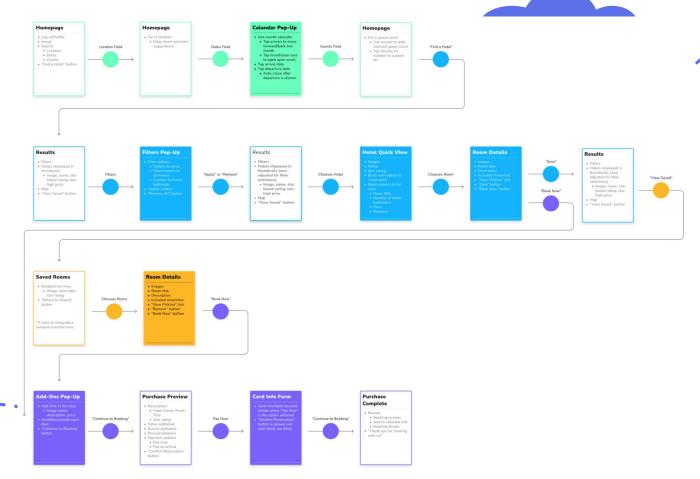


Card Sorting



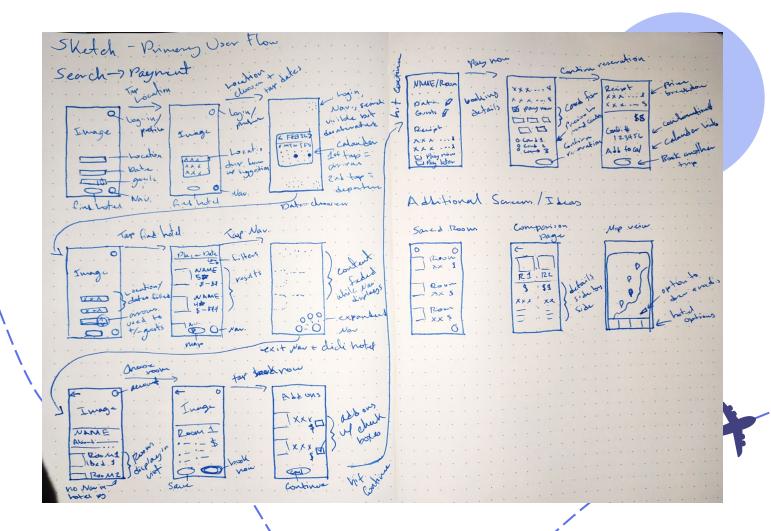
	JSER PROFILES			USER GOAL			CALENDAR	
is booking a room(s) for friend/group travel	is booking a room for buisiness travel	prioritizes amenities	app hote	o to book a ap of they have or already opt	ants to use p to search r compare ions before booking	users disliked using arrows to navigate calendar	users disliked using seperate calendars for arrival and departure dates	users disliked having to scroll through calendar when boolding date was more than a couple months out
is booking a room for family or partner vacation	is booking to attend a local event	prioritizes cancellation policy						
to enjoy tourist	is booking to enjoy hotel	prioritizes price, deals, or value for		RATINGS AND REVIEWS				
attractions	amenities	money		sers	users		IMAGES AND DETAILS	
			appr	iciated app	oriciated easily		hotel	Users like
	prioritizes			vago acc	essable s/reviews	users considered some hotel pages to be too densty populated by text	description on its home page was important	seeing pictures of room, hotel, and area
						User likes images/videos	images need to be categorized when there are	captions on images provide
						on homepage	more than 10 or so	useful context
							more photos	
AME INF	NITIES AND ORMATION			ADD-ONS			made users more sure of their options	
		eather and						
	or a complete list of available in	other relevant formation is	knowledge of add-ons is	users would rather see add ons before they are ready to	choosing add-ons is straightforward			
users wante		appriciated	appriciated	pay			SEARCH AND NAVIGATION	
information	for							
activities in the srea	cancellati policy deta					first interaction is	users did not seem confident	users input location
						with search bar	when clicking hotel or room options	into search bar
						number of	filters are	
				OTHER		guest/rooms and dates are key to initial filtering	useful for narrowing down options	hotle/booking list is easy to navigate
			advertisements for hotels outside location	map is a key element in helping users	functions behind icons were	intentig		
			search are not useful or enticing	understand hotel location	sometimes unclear	many users used "process	users find the search results confusing when	too many subcategories
C	OMPARISON					of elimination" style searching	hotels don't immediately appear	appear after searching for a location
o easy		users would appriciate the	seeing discount	users were not interested	users wanted options to	July 1	appea	W.OOW.O.I
	between a coms/bookings	ability to	entices most	in creating an	share booking information with		it took several	
mparison otion was vailable	ras not always cr	ompare rooms easily	users	account	others		clicks to go from searching	

Journey Mapping



Build





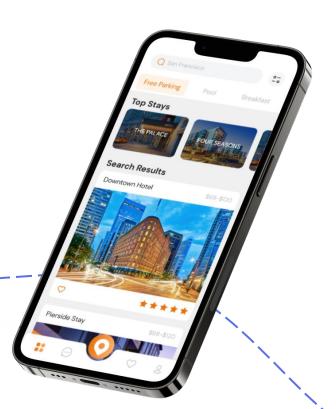


Interact with the prototype and view comments **here.**

Iterate









Sweet Sultry Suite





\$145 per night

Local Activities

1 Bed | 1 Bath





Features

🤶 wifi

Parking

Dinner

2 Swiming Pool

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum tempor READ MORE

