Interaction Design

Project 9

Hotel Website Desktop Case Study

By Richard Styring

Objective & Tasks

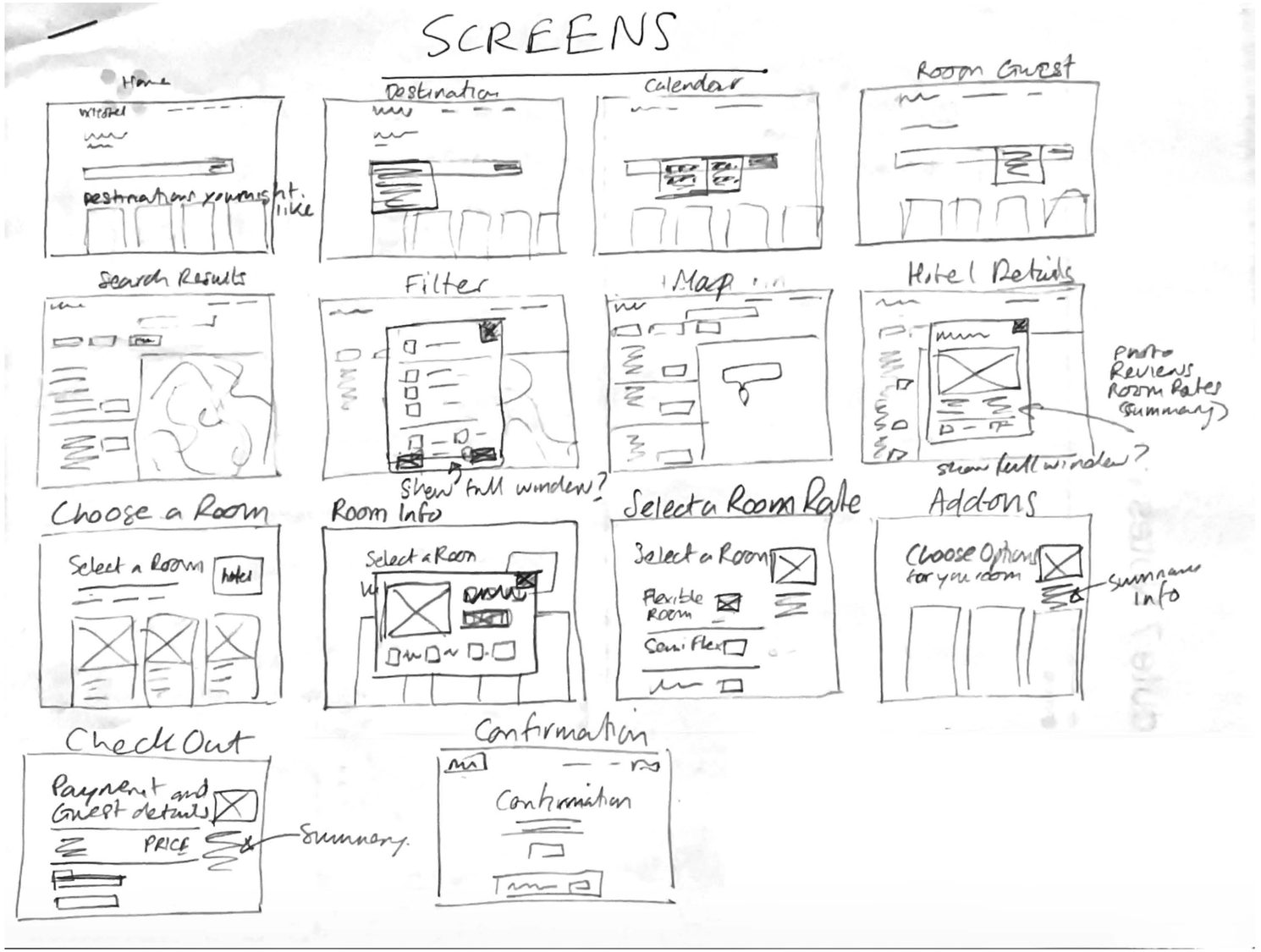
- **Sketch the screens for a desktop hotel booking process from homepage to payment screen**
- **Build on the flow diagram created in the previous project and consider the design and layout of screen states when combined with user interactions**
- **Address all the issues and user goals identified in the research and analysis**

Using the user scenario created in the flow diagram as a guide, thumbnail drawings were first created to plan the screens required.

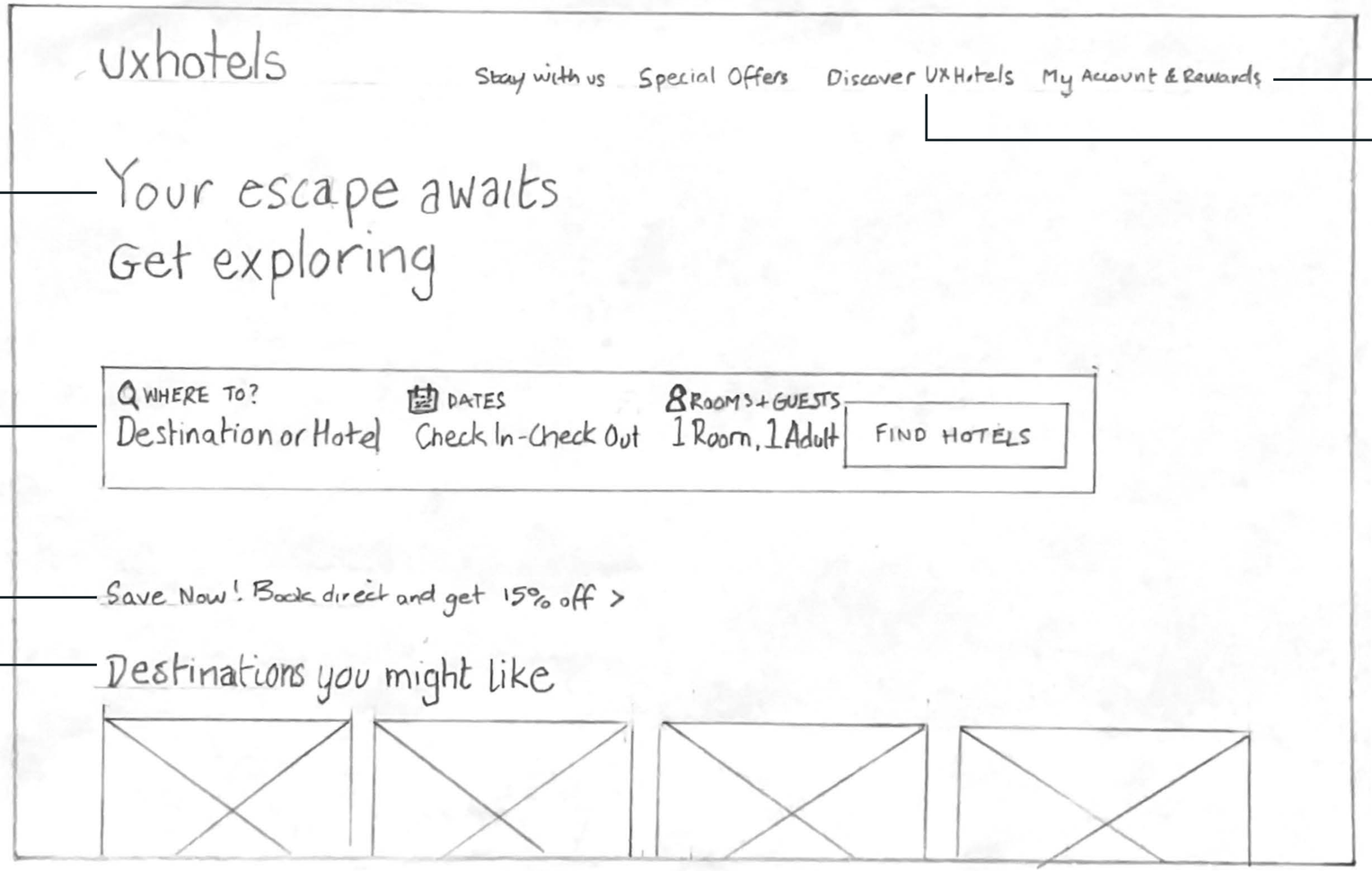
Typical user interactions were addressed such as searching for a hotel, filtering search results, using a map and selecting add-ons.

Sketches of the screens were produced with some elements cutout and overlaid to illustrate menus and modal windows.

Thumbnail Sketches



Home Page



Bold message

Central search area

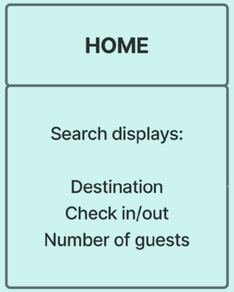
Discount CTA

Customer Inspiration

Link to login page

Links to further content. Keywords are used like 'Stay' and 'Discover'

User flow diagram



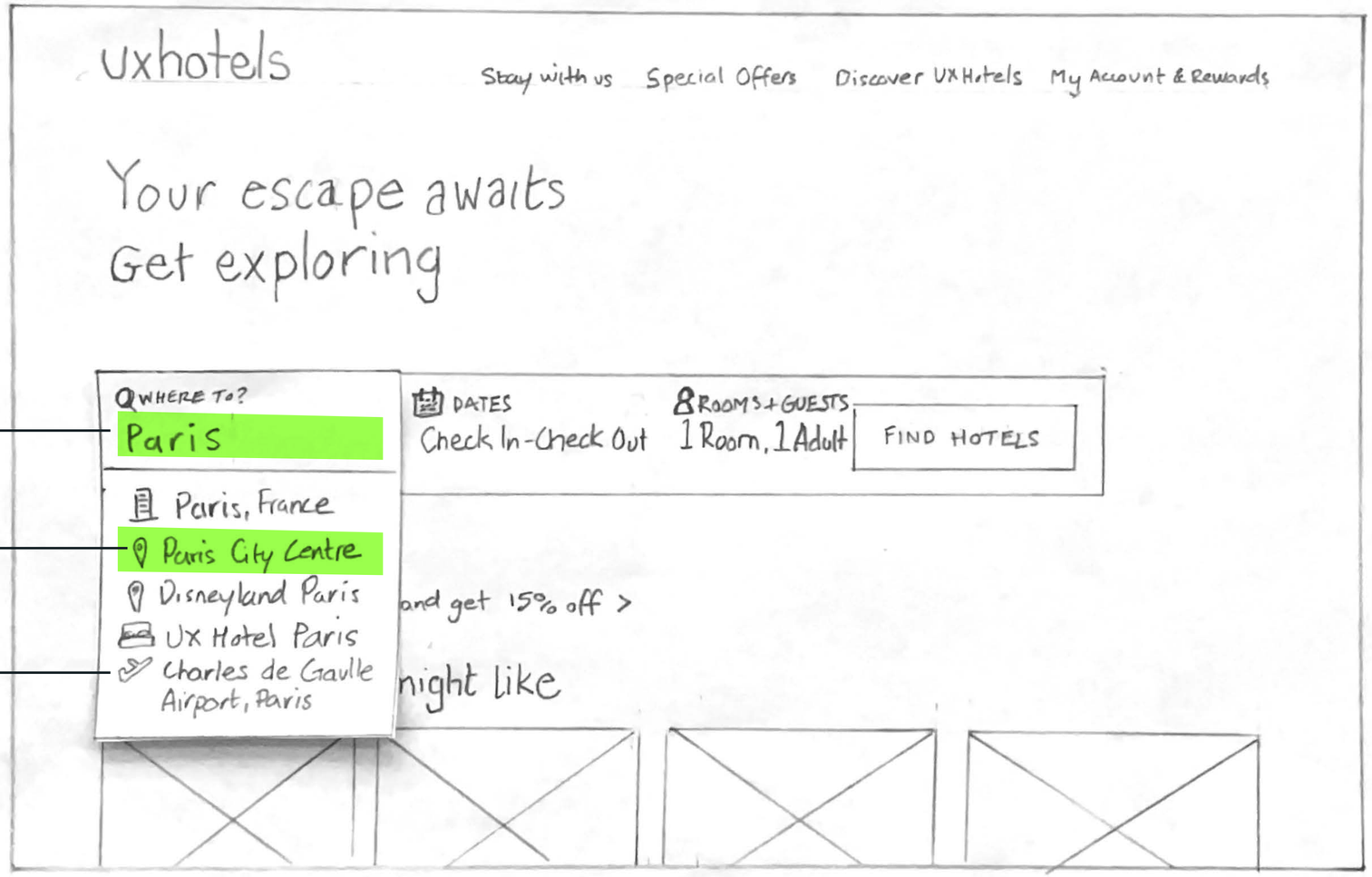
Home Page

Areas of user interaction described in the flow diagram

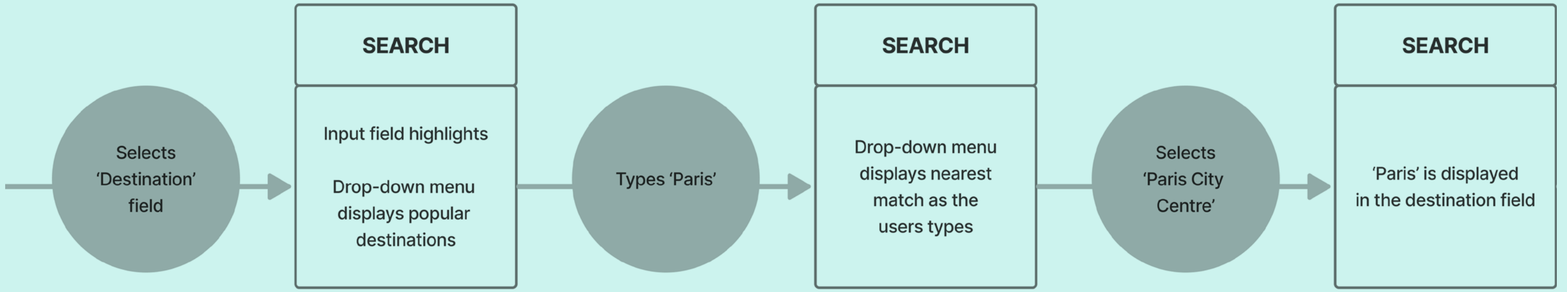
As the user types in a destination the closest results are displayed

Making a selection from the list closes the drop-down menu

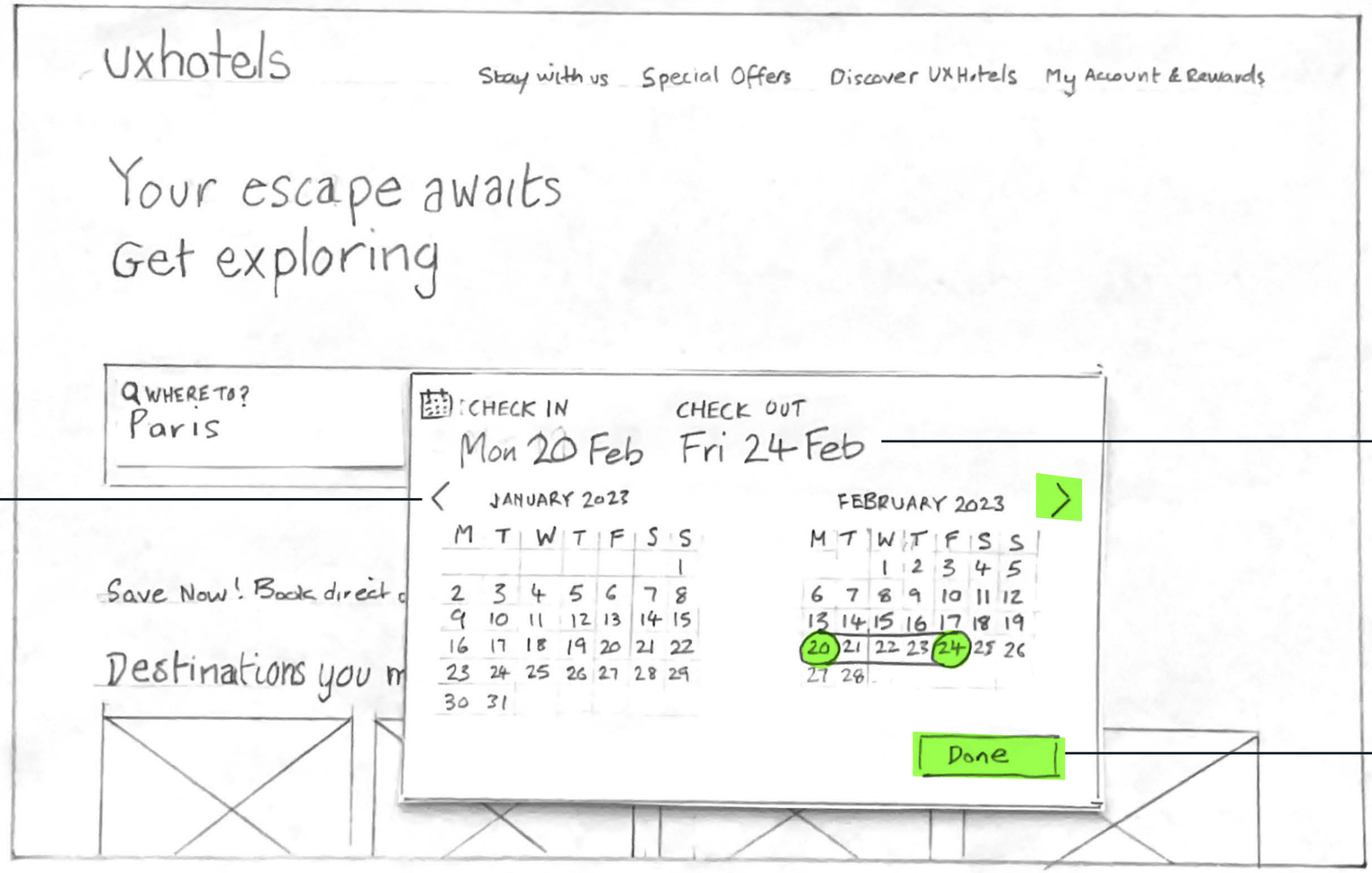
Each result displays an icon to represent their type of location:
- City
- Geographical position
- Hotel
- Airport



User flow diagram



Home Page

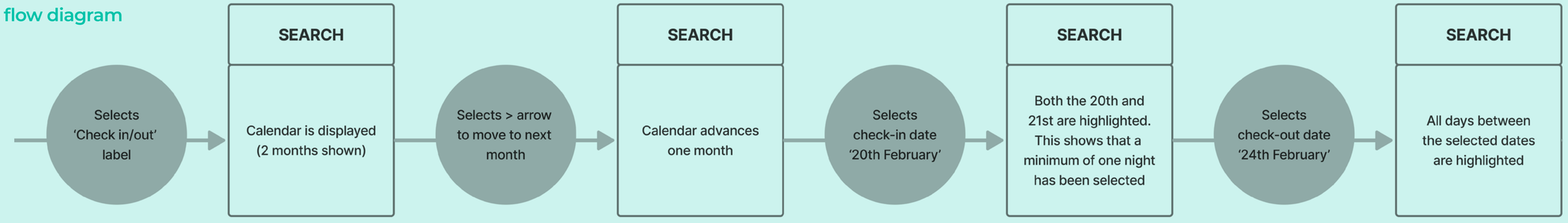


User can move forward and backward through the months

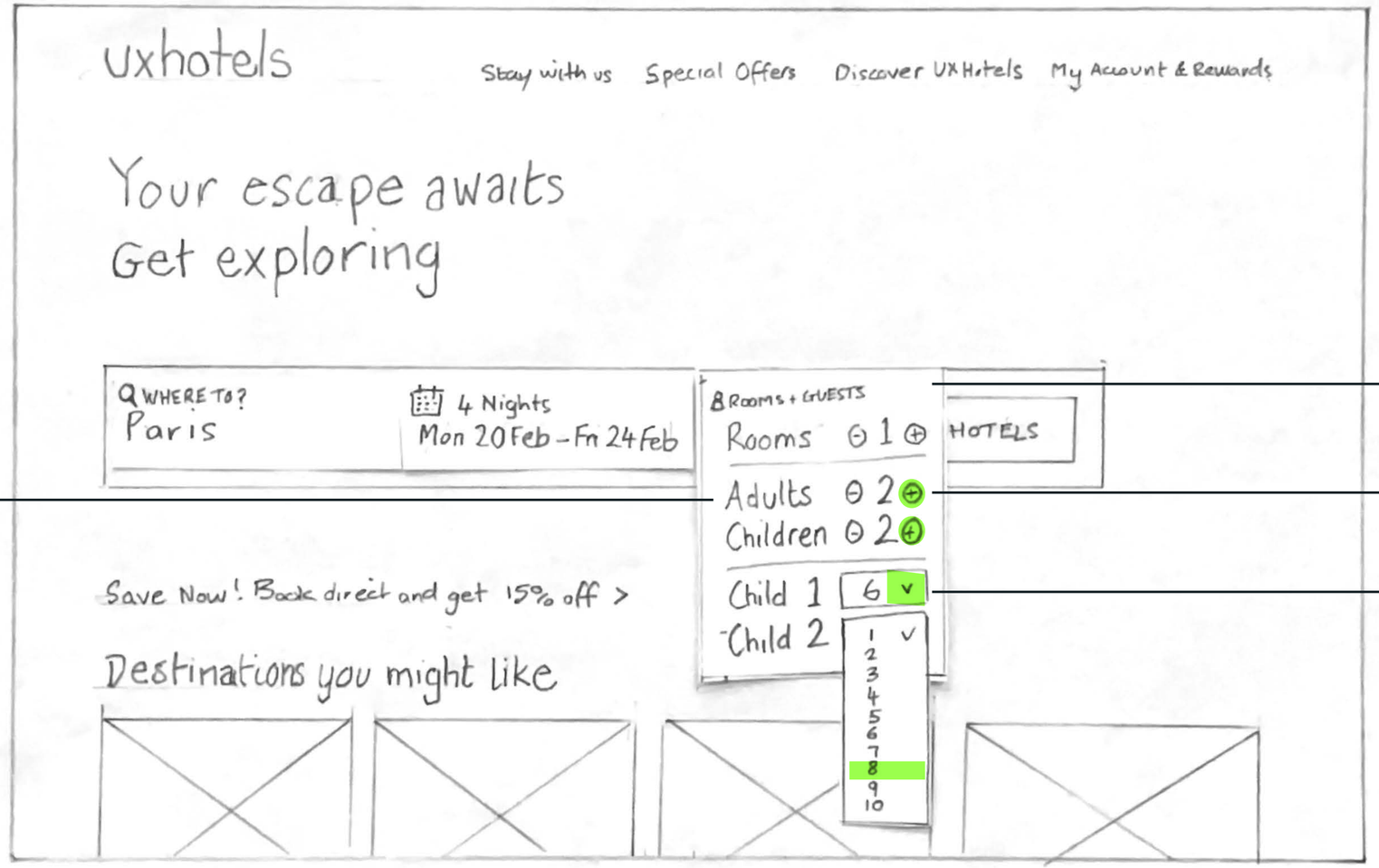
User can click on either dates to change their selection

User selects ‘Done’ button to close the window

User flow diagram



Home Page



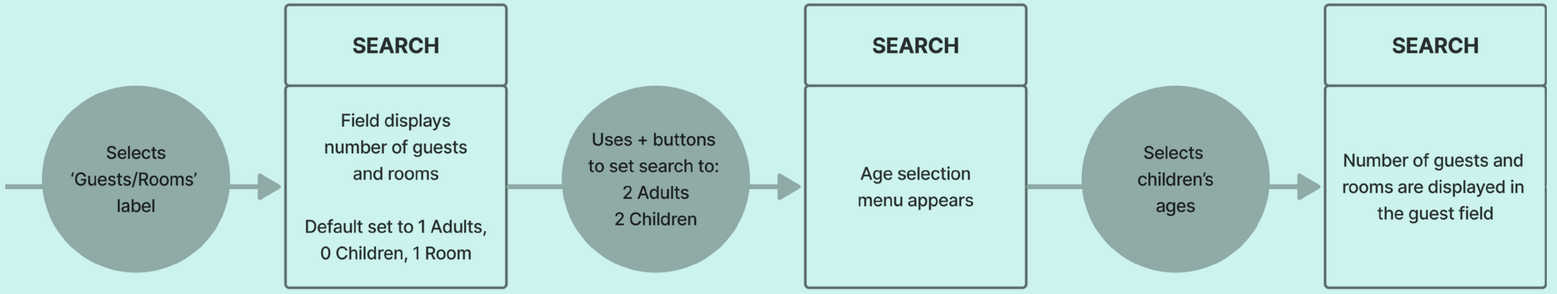
Default set to:
1 Room
2 Adults
0 Children

User can click anywhere outside the drop-down menu to close it

User can use the + /- buttons to change the number of guests

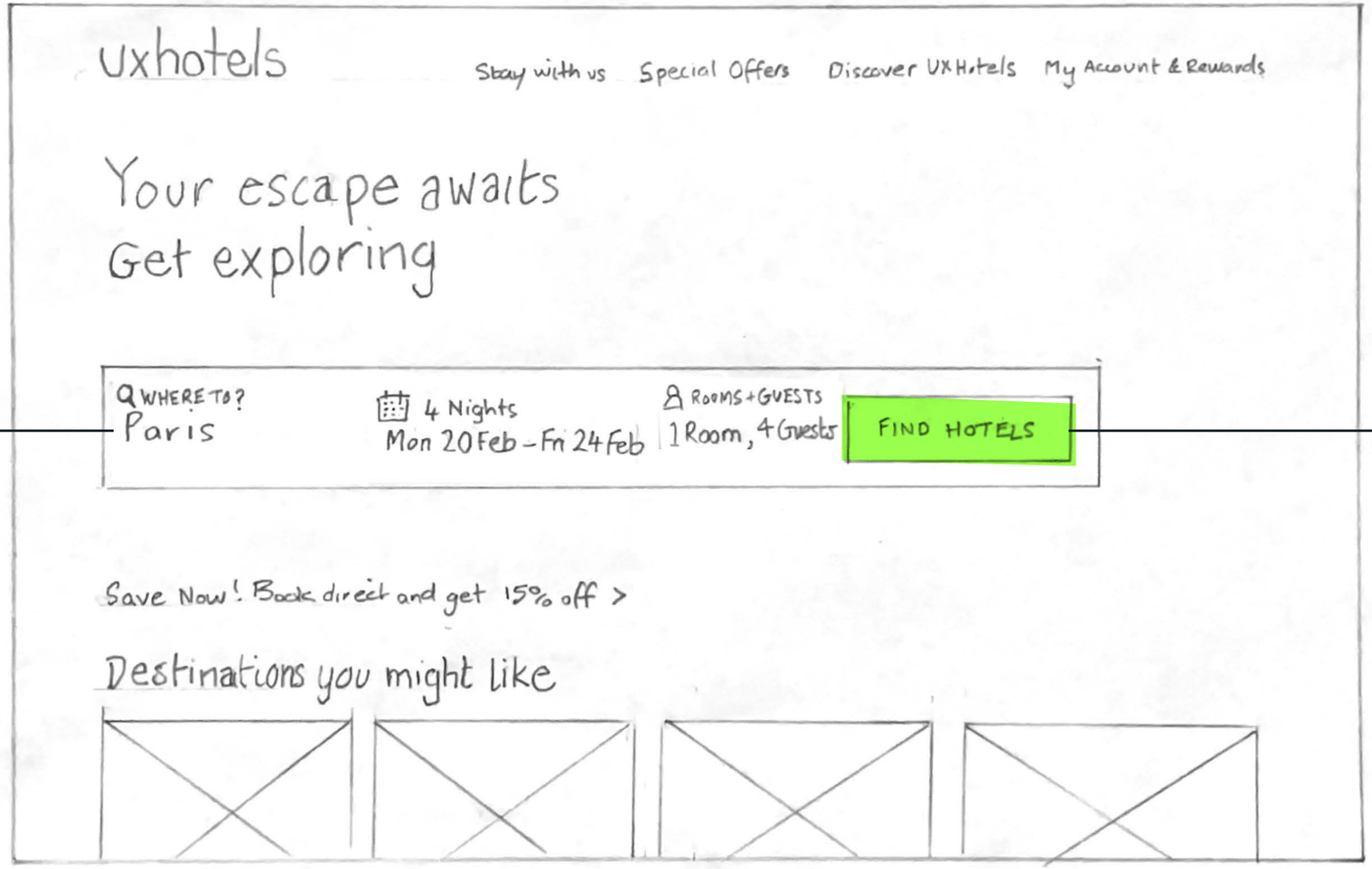
User selects the child's age from a drop-down menu. (Faster than using + /- buttons)

User flow diagram



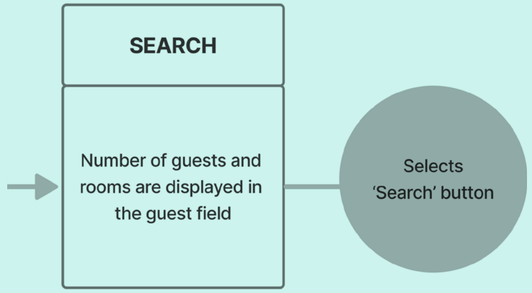
Home Page

User can select any of the displayed details to edit them



Search button

User flow diagram

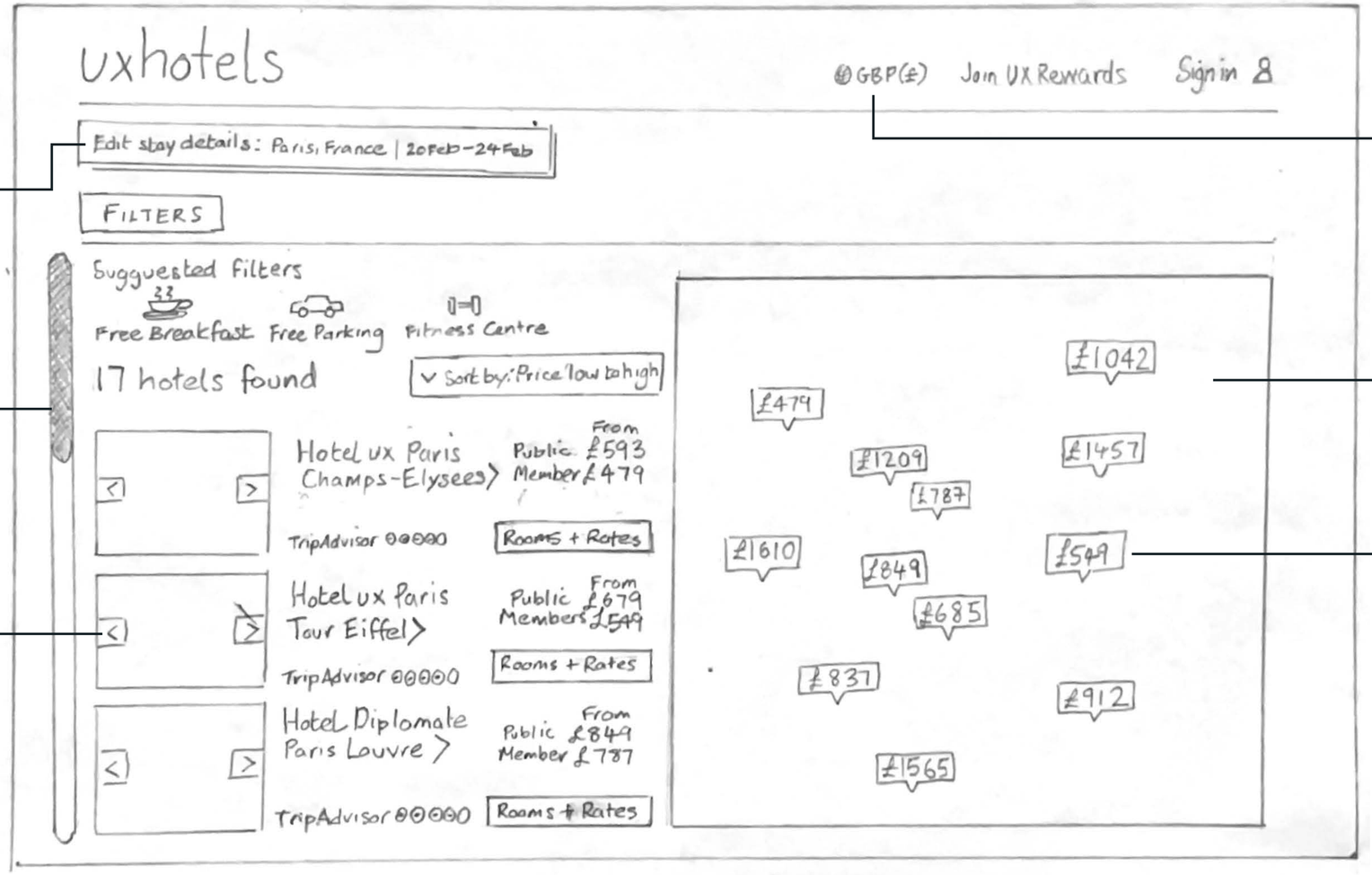


Search Results / Map

User can edit the search criteria at any stage of the booking process

User can scroll though the list of hotels

User can use arrow buttons to view more photos of the hotel



Currency icon reveals drop-down menu when selected

Map remains on screen even when scrolling

Hotels pins display the price

User flow diagram

SEARCH RESULTS

List of search results are displayed along with the search criteria, popular filters and a map

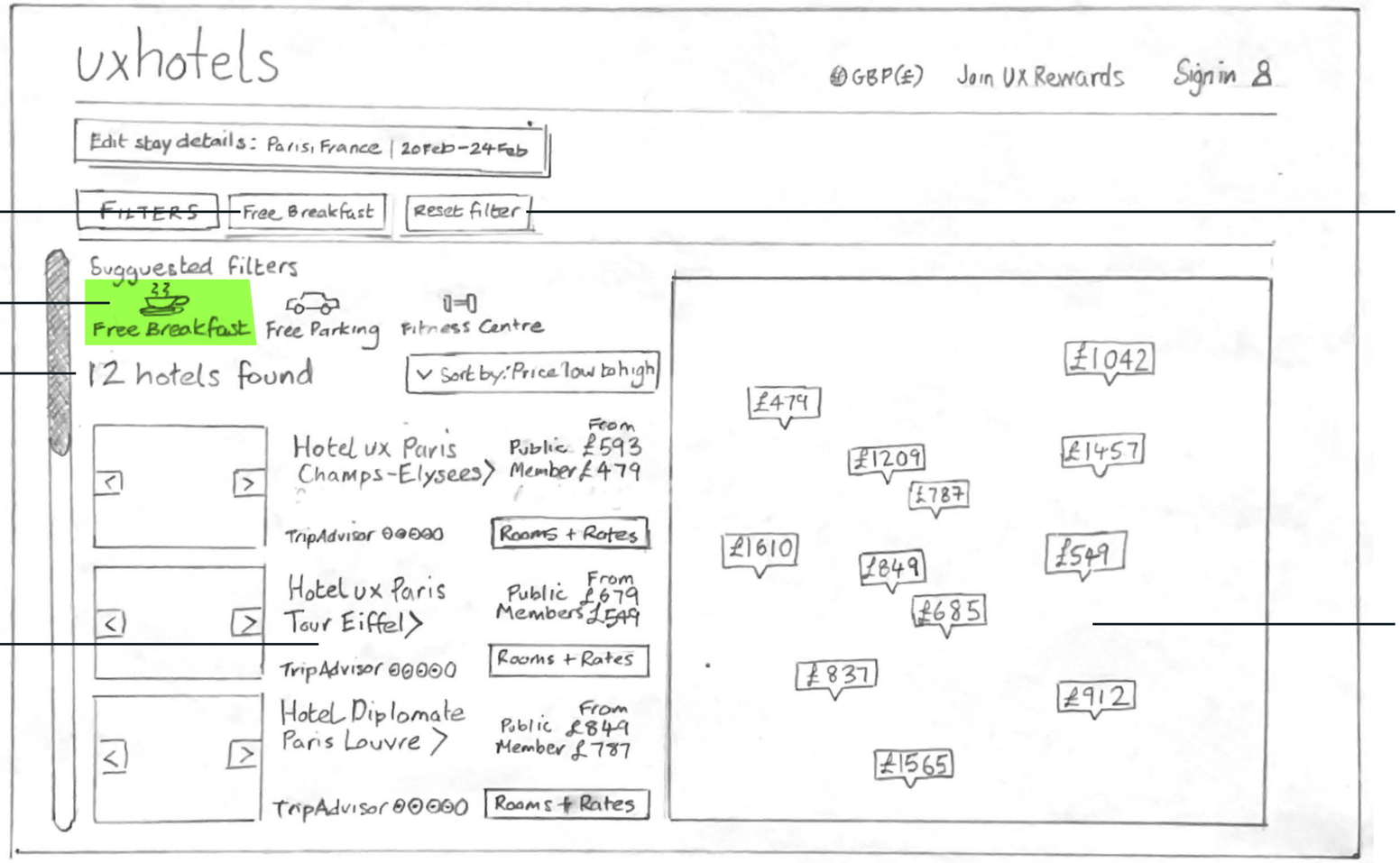
Search Results / Map

Filter tags appear after a filter option has been selected

Popular filters easily accessible by the user

Number of found hotels changes when a filter is applied

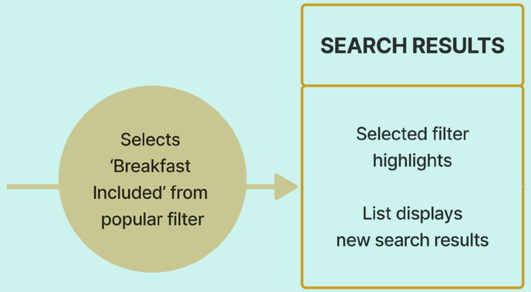
List of hotels change as each filter is applied



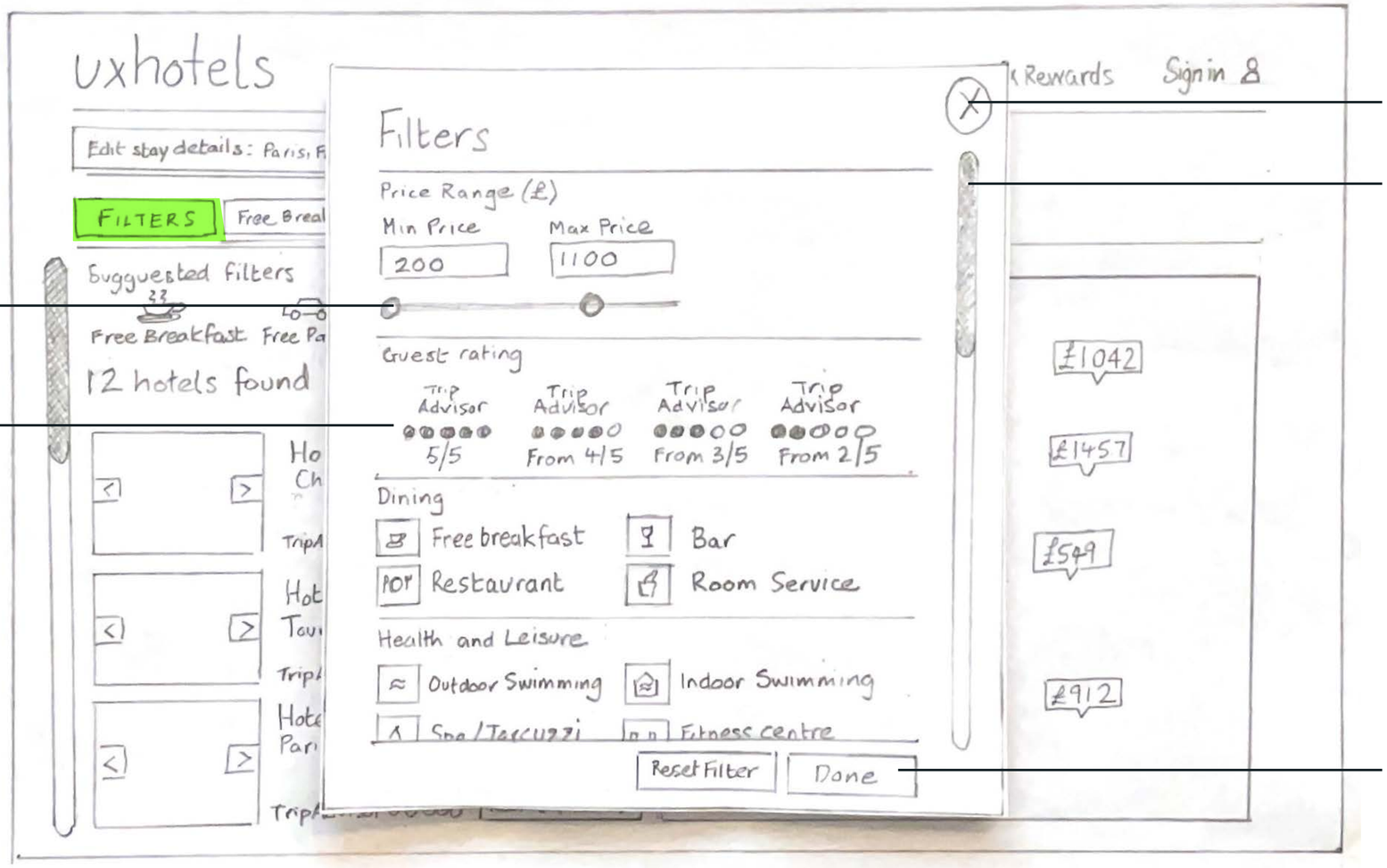
Selected filters can be removed

Hotel pins change as each filter is applied. Greyed out pins represent an unavailable hotel.

User flow diagram



Search Results / Map



Price range slider

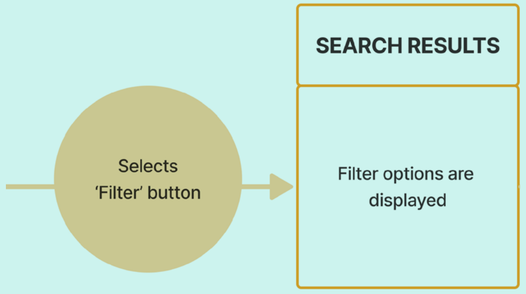
Modal popup displays filters

Close window

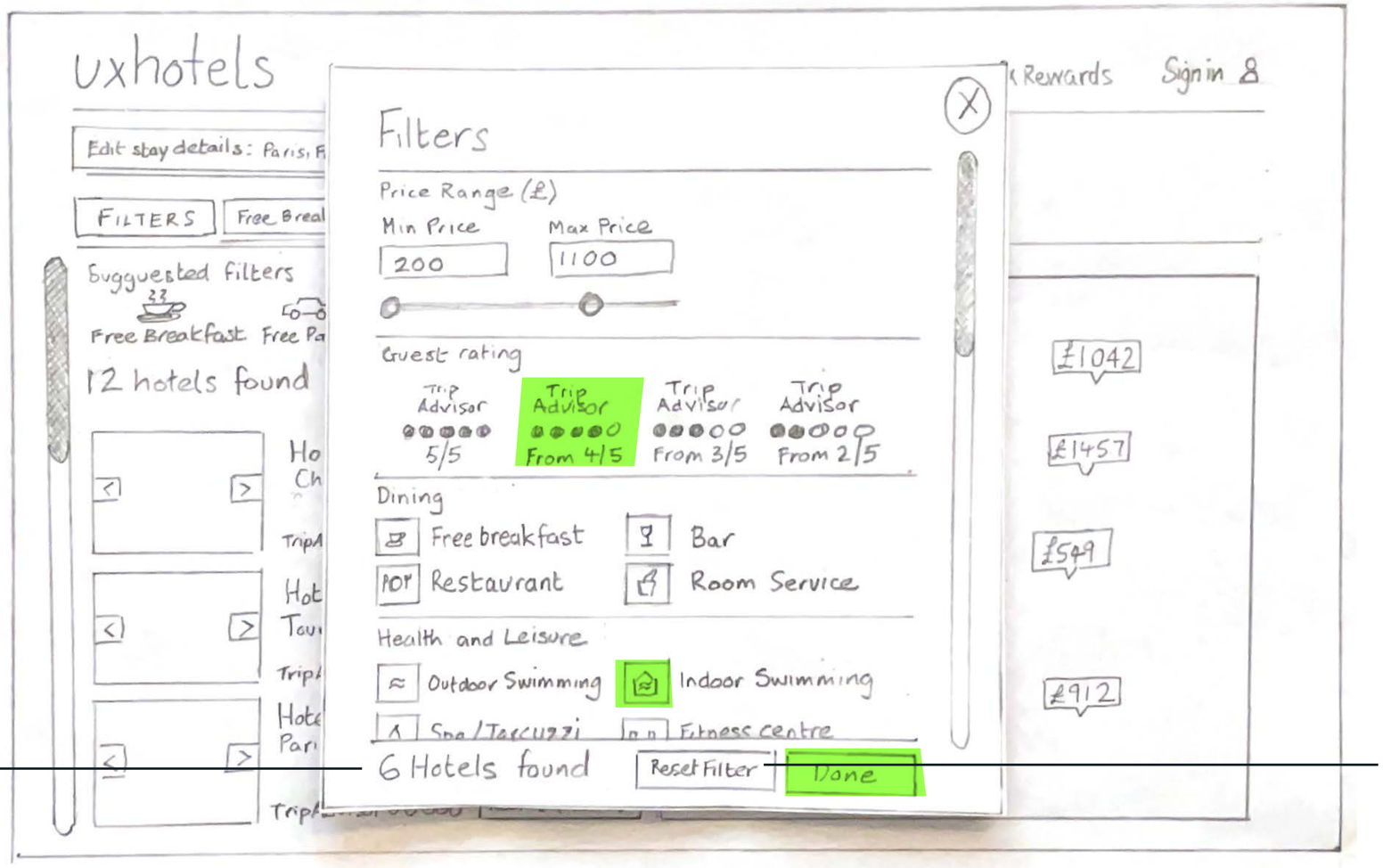
User can scroll through the available filters

When the users has finished selecting their desired filters they click the 'Done' button to close the window

User flow diagram



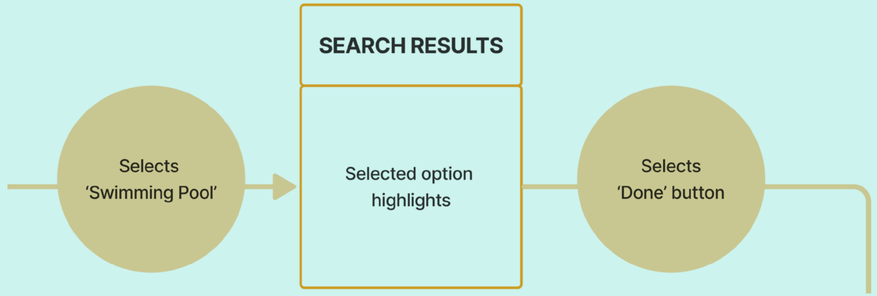
Search Results / Map



As the filters are selected the number of hotels found is displayed

Selected filters can be removed

User flow diagram

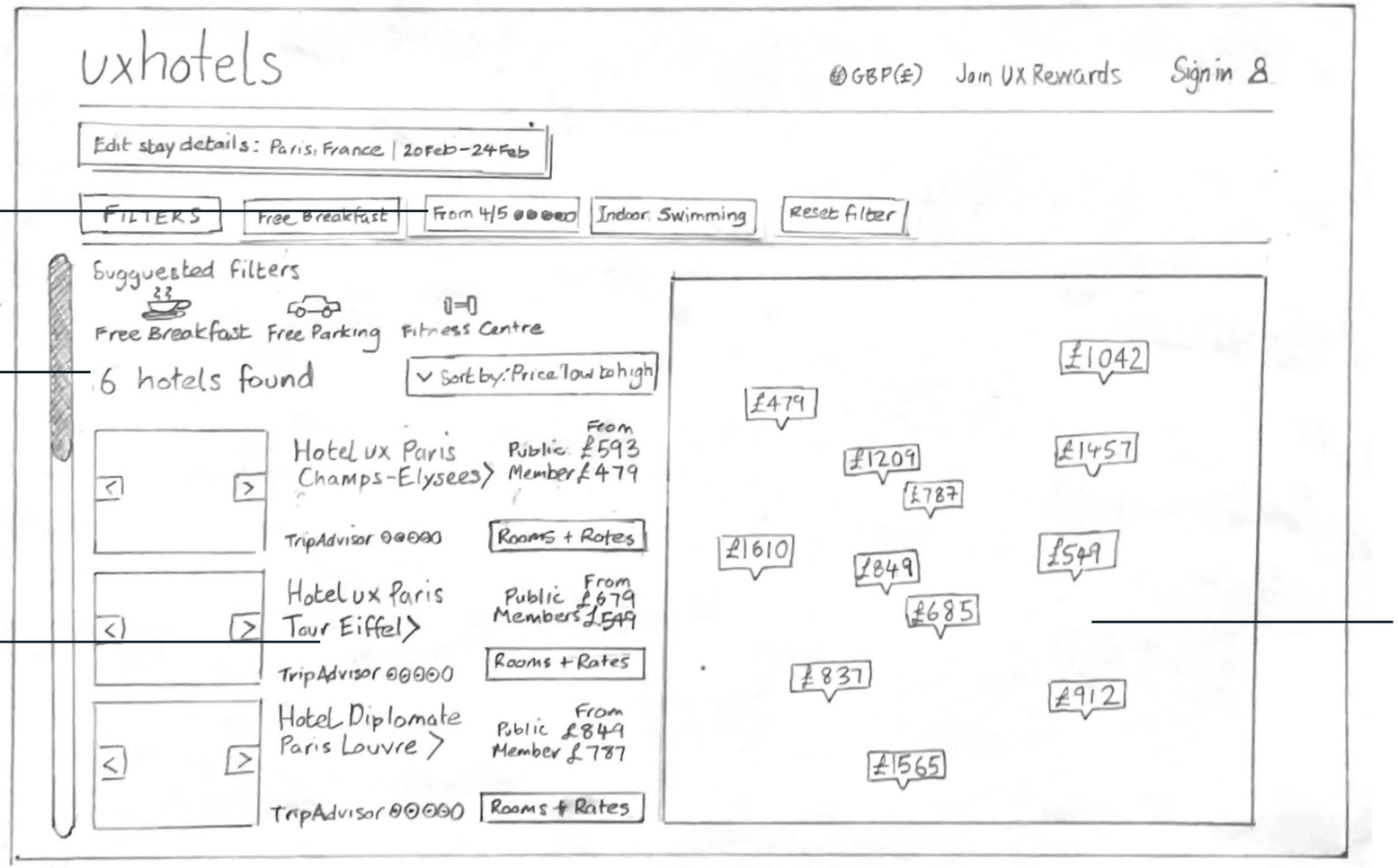


Search Results / Map

All selected filter tags are displayed

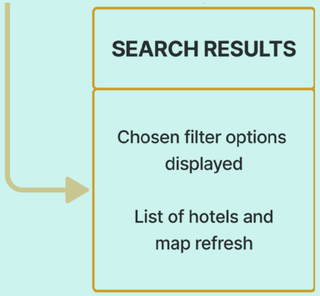
Number of found hotels changes when a filter is applied

List of hotels change as each filter is applied

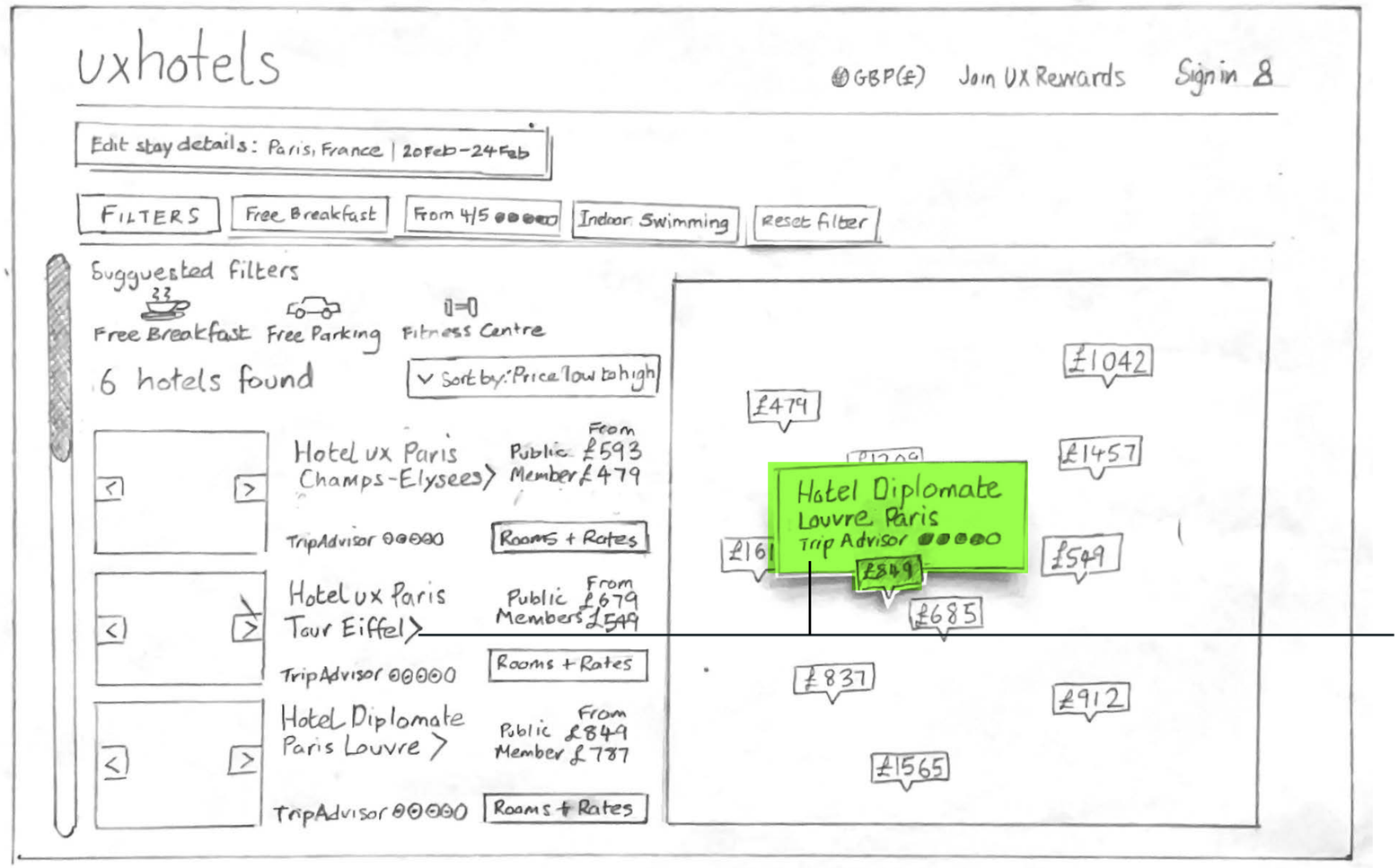


Hotel pins change as more filters are applied.

User flow diagram

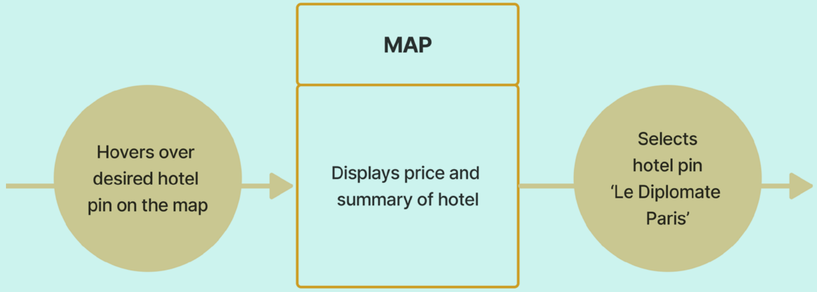


Search Results / Map

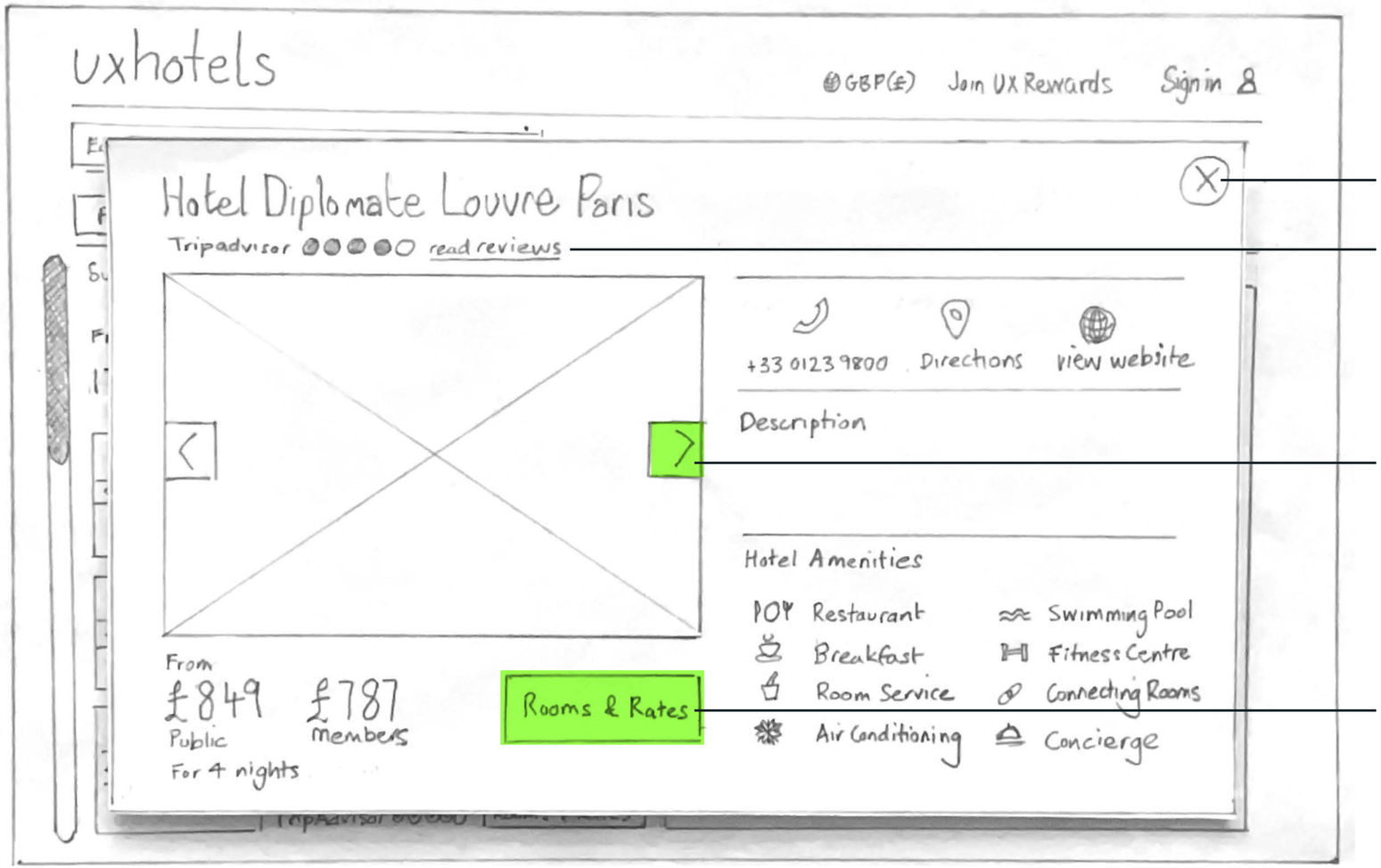


User can click the hotel listing or the map pin to view more details about the hotel

User flow diagram



Search Results / Map



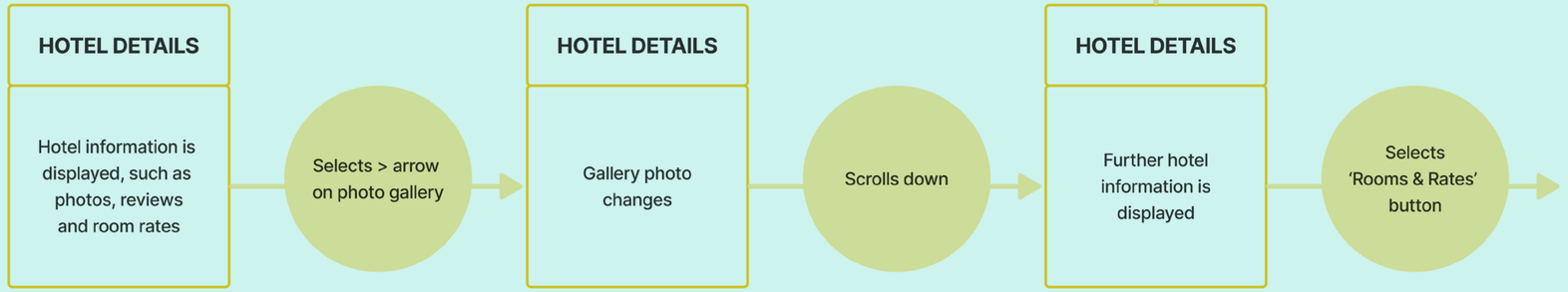
Close window

User selects 'read reviews' button to be anchored to the reviews further down the page

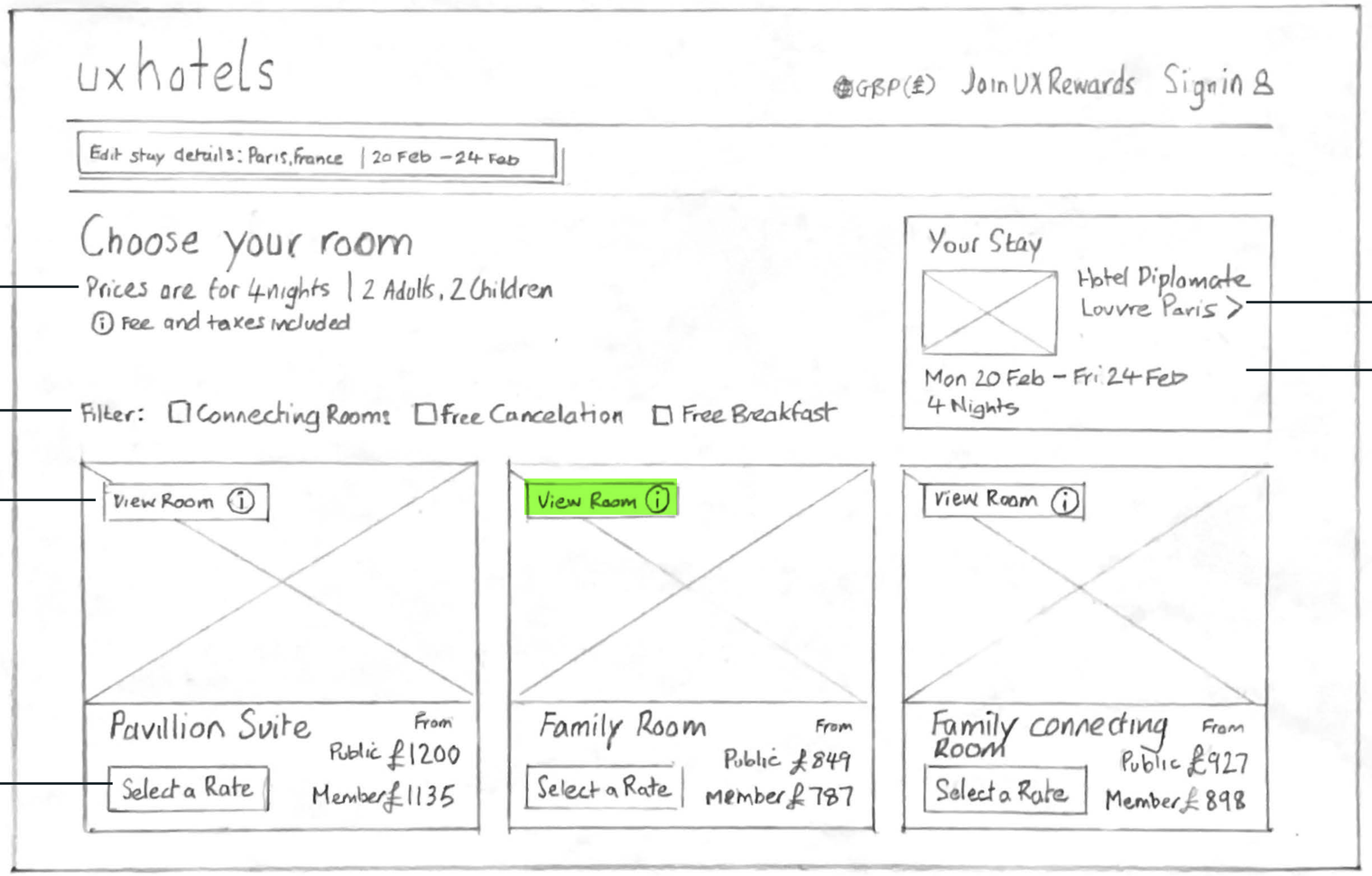
User can use arrow buttons to view more photos of the hotel

User selects 'Rooms & Rates' button to advance to the next screen

User flow diagram



Choose a Room



Number of nights and guests are displayed

Room filter

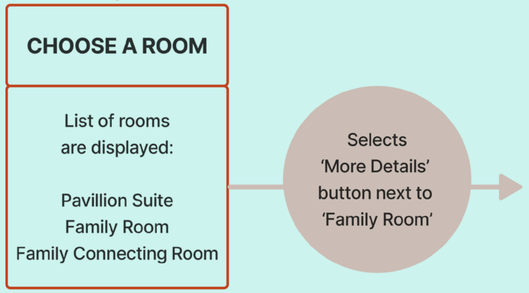
User selects 'View Room' button to see more details about the room

User selects 'Select a Rate' button to advance to the next screen

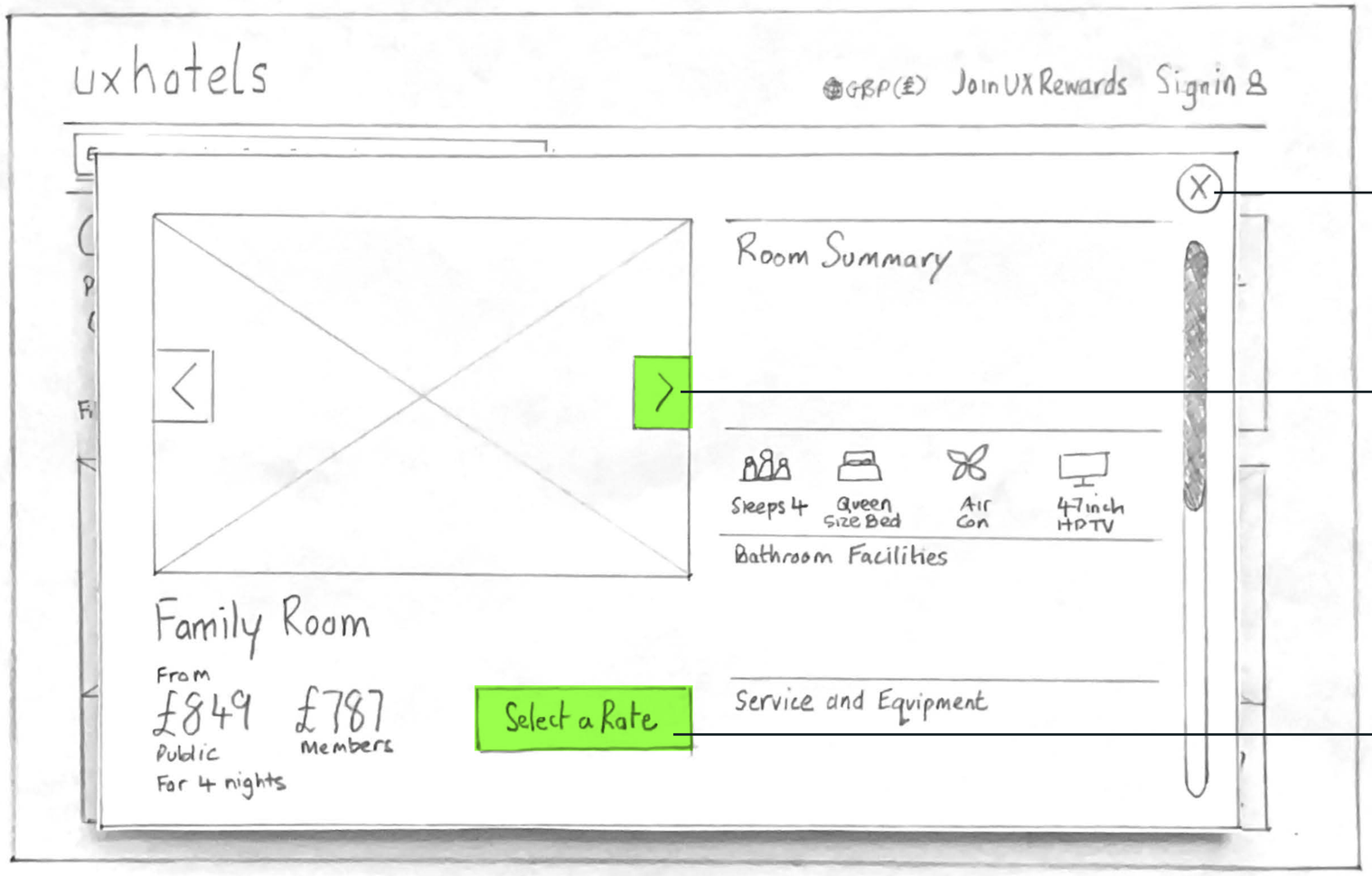
Link to hotel details

Overall summary of the user's stay

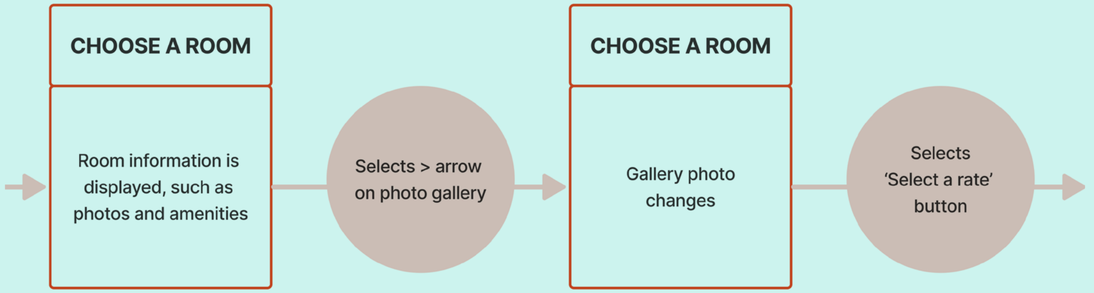
User flow diagram



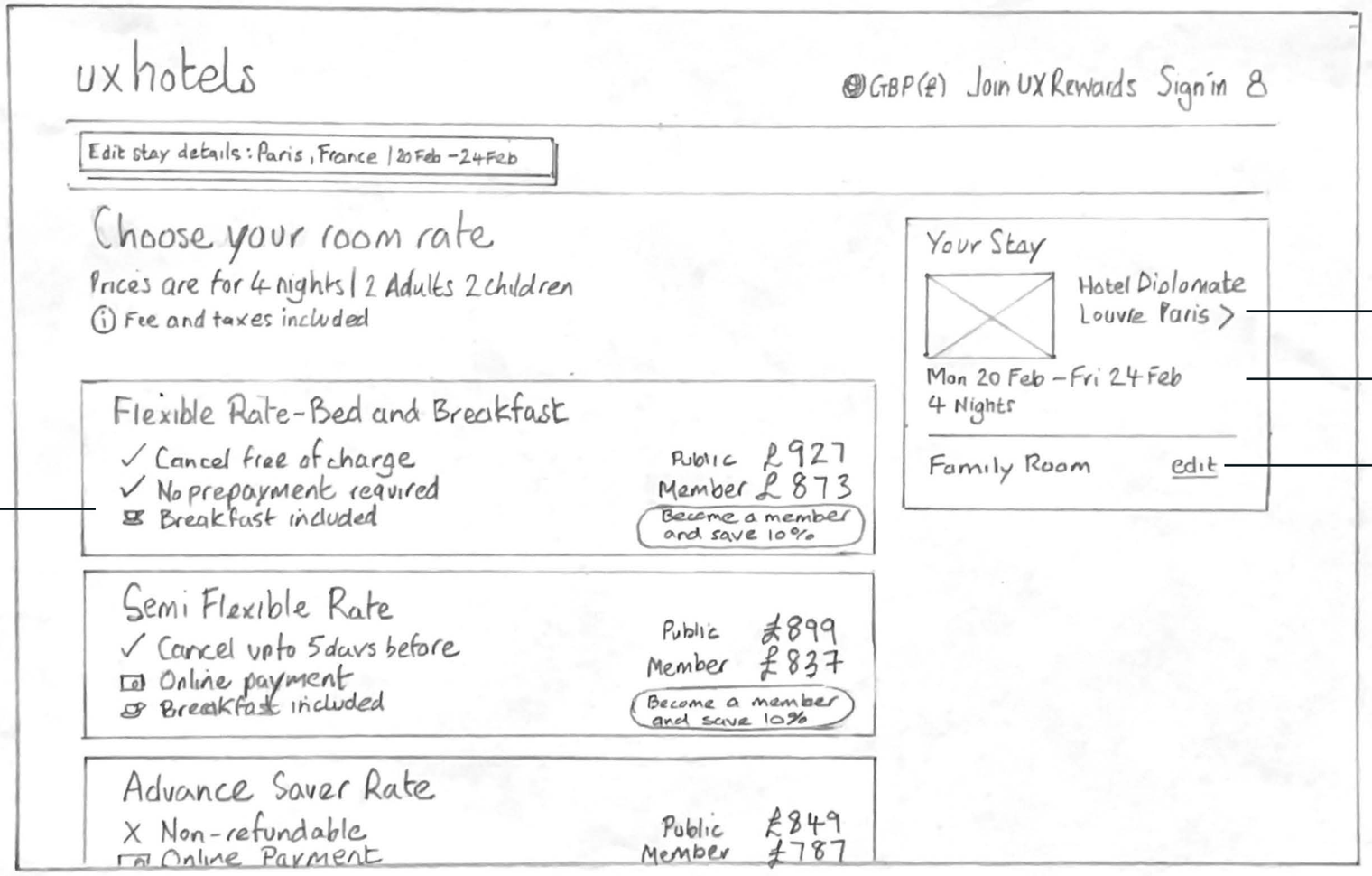
Choose a Room



User flow diagram



Select a Room Rate



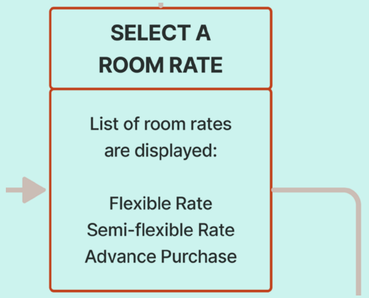
Each room rate card is a button

Link to hotel details

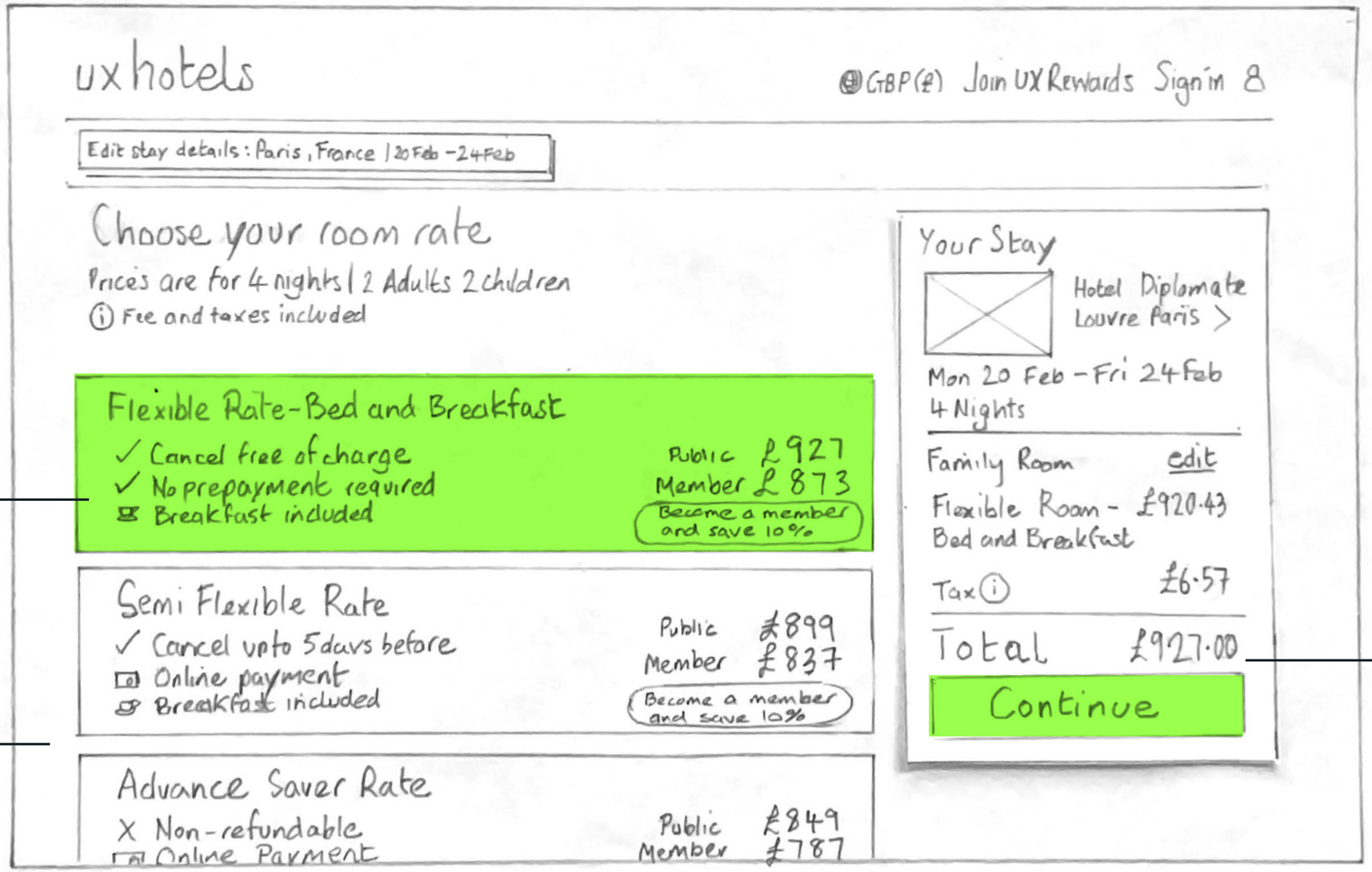
Overall summary of the user's stay

User can go back a step and select a different room

User flow diagram



Select a Room Rate

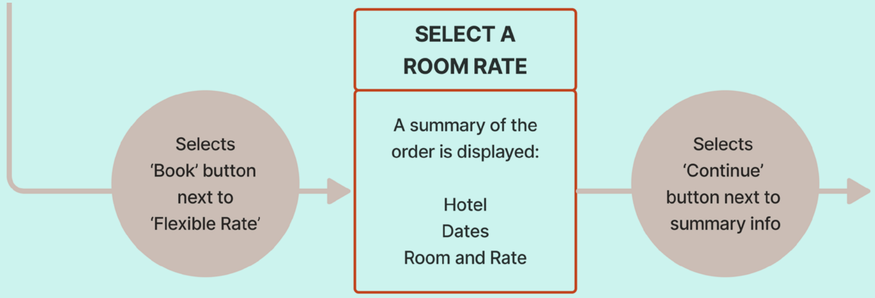


Room rate becomes highlighted when selected

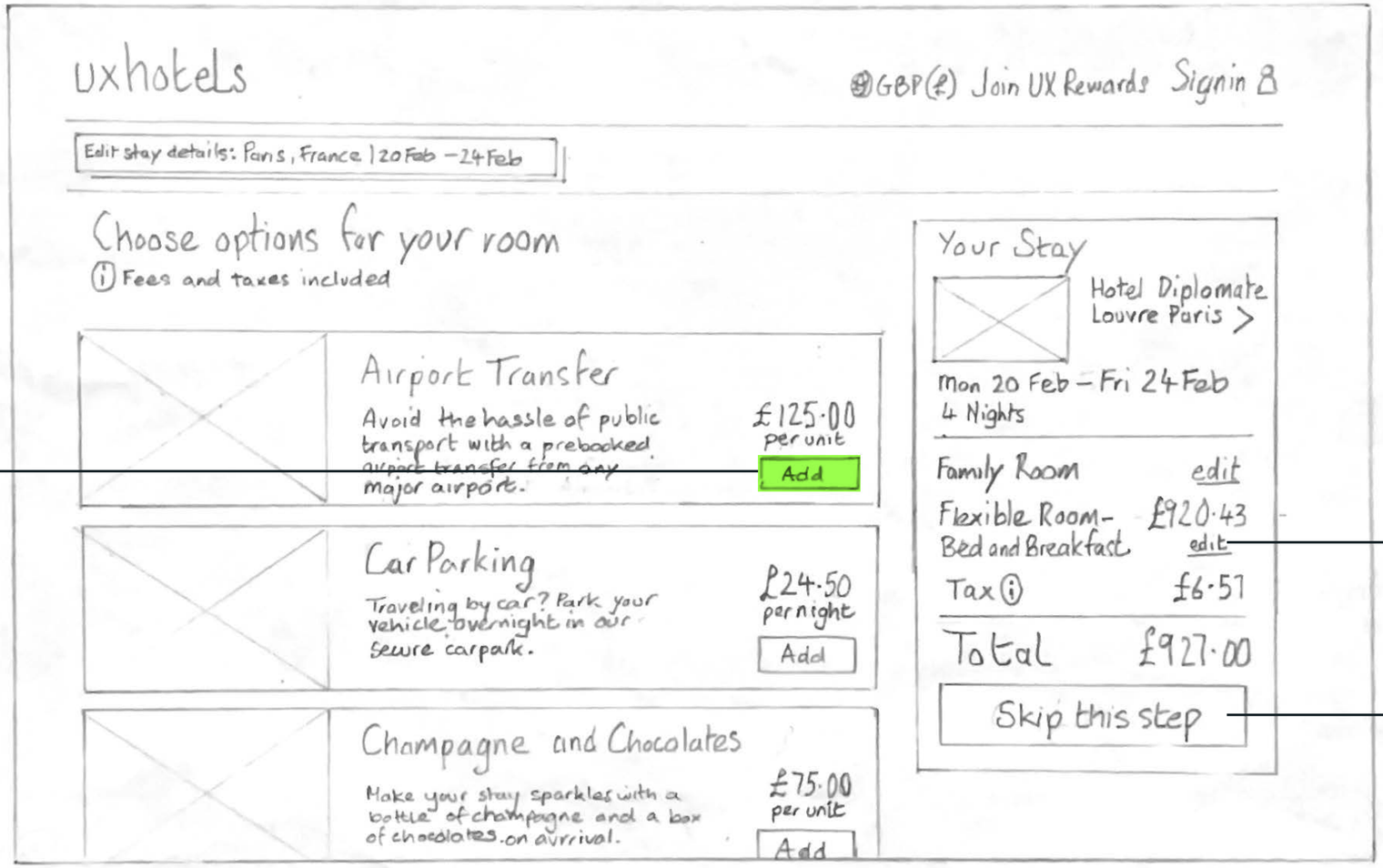
User can scroll through room rates

Once a room rate is selected the total price is displayed and a 'Continue' button appears

User flow diagram



Add-ons

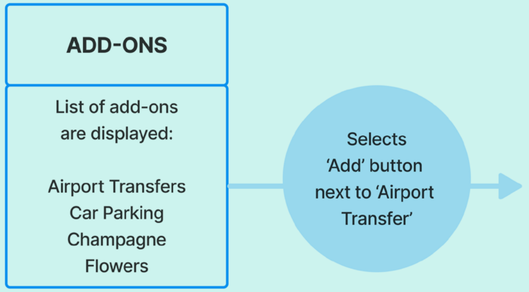


User selects the 'Add' button to add the option to their order

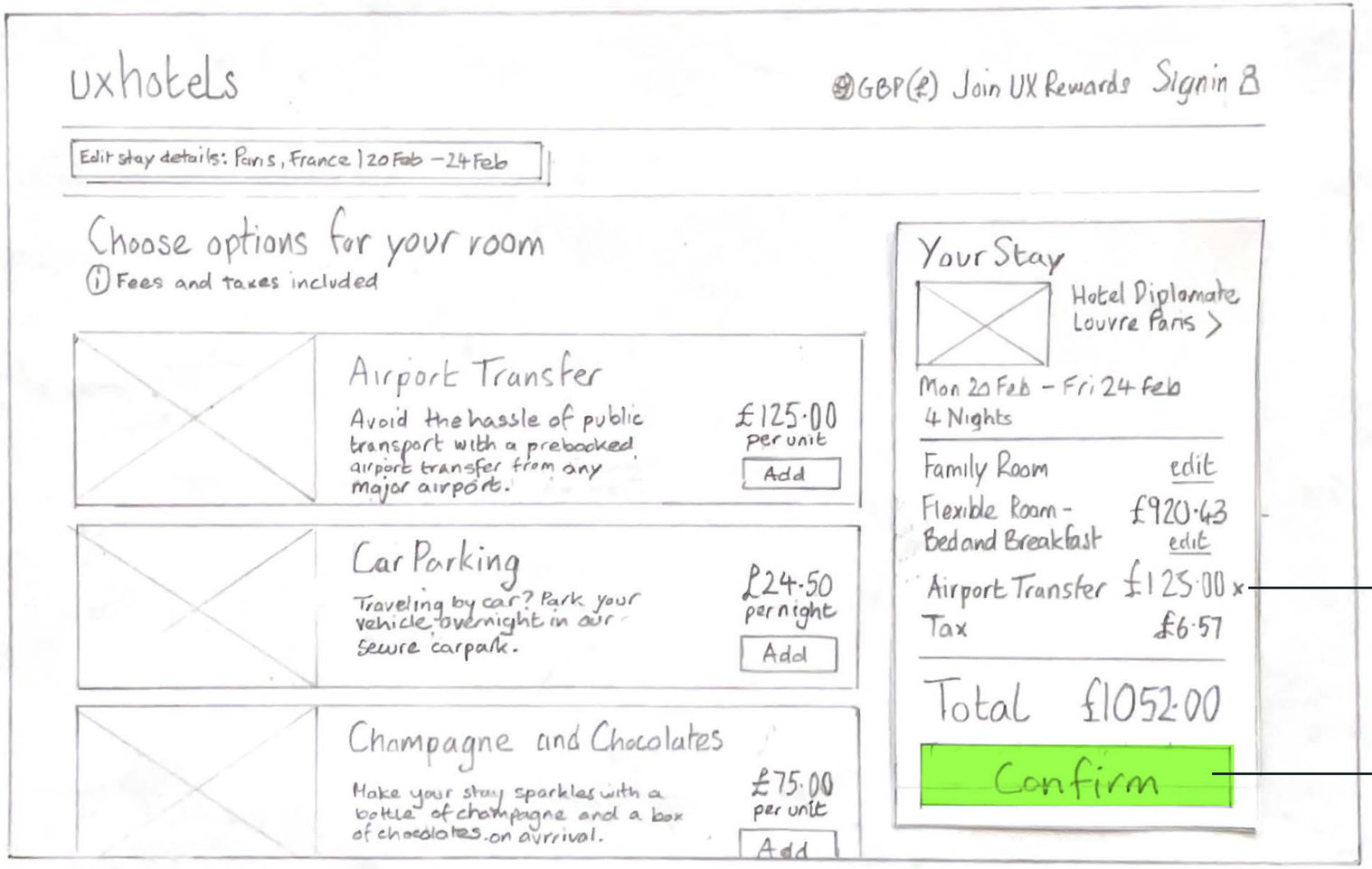
User can go back a step and select a different room rate

Button indicates that the users can skip this step

User flow diagram



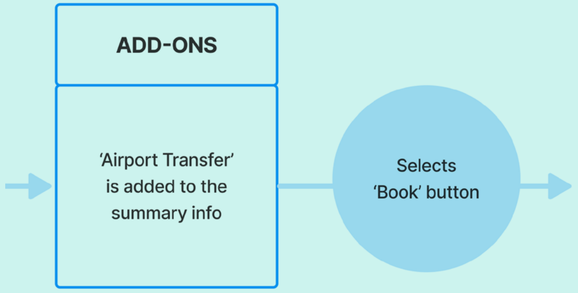
Add-ons



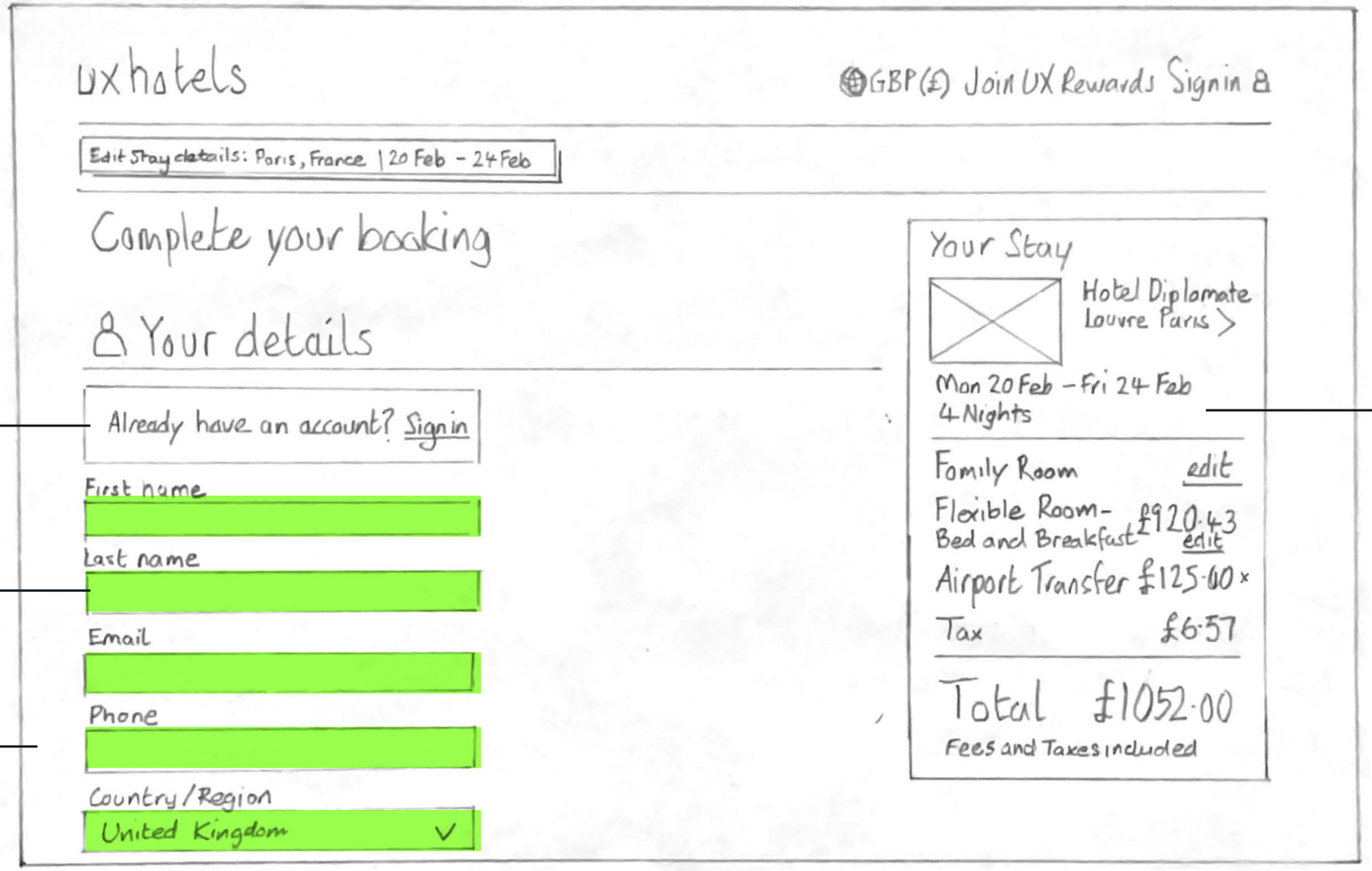
Add-on is added to the summary. 'X' button allows the user to remove it from the order

Once an add-on has been selected a 'Confirm' button appears indicating the user can move to the next step

User flow diagram



Check Out



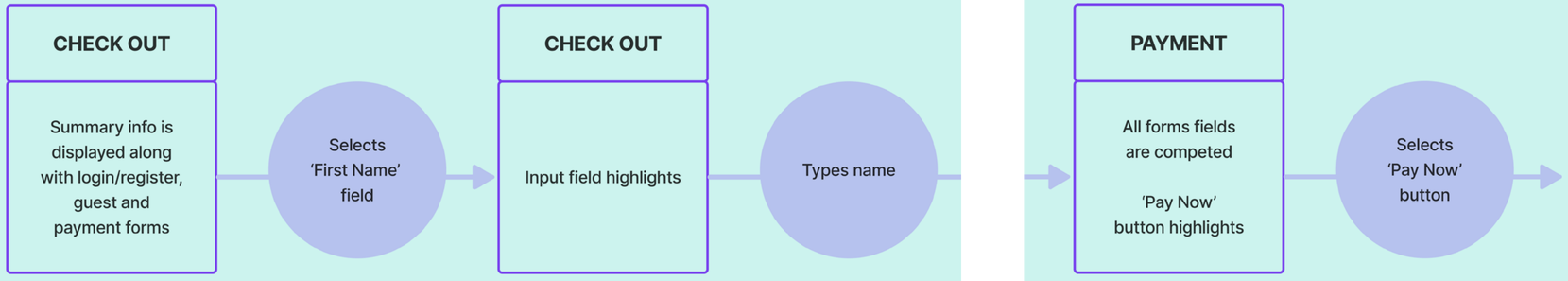
User is encouraged to sign-in if they have an account

User completes guest details and payment form further down the page

'Pay Now' button appears after the form at the bottom of the page

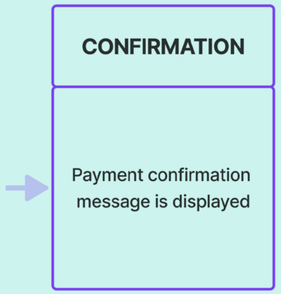
Total summary is displayed

User flow diagram



Confirmation

Quick task buttons

Confirmation of order displays the hotel address, check in/out times and a summary of the cost

User flow diagram