

UX Design Joris Vreeke

FINAL PROJECT: BOOKING A HOTEL ROOM VIA APP

Misael Castillo Trevino



01 USER GOALS AND EMPATHY MAP

CONTEXT: Meta Europe is hosting an international event in Dublin. The seminar and workshops organisers are looking for accommodation for the foreigner visitors.

PRIMARY GOAL: Cover all their guests expectations. Provide the most pleasant stays in Dublin.
Book hotel rooms effortlessly and quickly via APP.

SECONDARY GOAL: Find the best hotel deals around the meeting venue. Book the rooms safely through an app that provides the required services.



EMPATHY MAP

The empathy map helps to have a better understanding of the user's needs.

Having clear who would use the app and their goals, is easier to create a solution based on the requirements and expectations.

THE INTERVIEW

8 people were interviewed. From different professional areas, age groups and gender. These people had previous experiences booking hotels and flights via app.

EXPECTATIONS:

Book hotel rooms effortlessly and safely

SURVEY QUESTIONS

1. How frequently do you use an app to book a flight, hotel room or car hire?

<input type="checkbox"/> Once per month	<input type="checkbox"/> Once every 3-6 months
<input type="checkbox"/> Once every 6-9 months	<input type="checkbox"/> Once every year
<input type="checkbox"/> Other. Specify: _____	

2. What was the service required, the last time you used a booking app?

<input type="checkbox"/> Booking a room	<input type="checkbox"/> Car Hire
<input type="checkbox"/> Booking a flight	<input type="checkbox"/> More than one. Specify: _____

3. That last time you used the booking app. Did you complete your booking?

<input type="checkbox"/> Yes
<input type="checkbox"/> No. Why? _____

4. Do you think that the app you used need some improvements?

<input type="checkbox"/> No, it is perfect
<input type="checkbox"/> Yes. It needs... _____

5. Do you feel that the app you used is safe to use?

<input type="checkbox"/> Yes, I use it frequently
<input type="checkbox"/> Yes, I haven't used it before, but it feels safe
<input type="checkbox"/> No. the design is questionable. / Can you tell us more about it? _____

6. Do you feel that the app you used is fast and responsive?

<input type="checkbox"/> Yes, I love it
<input type="checkbox"/> No, it is very slow
<input type="checkbox"/> No, but I don't mind

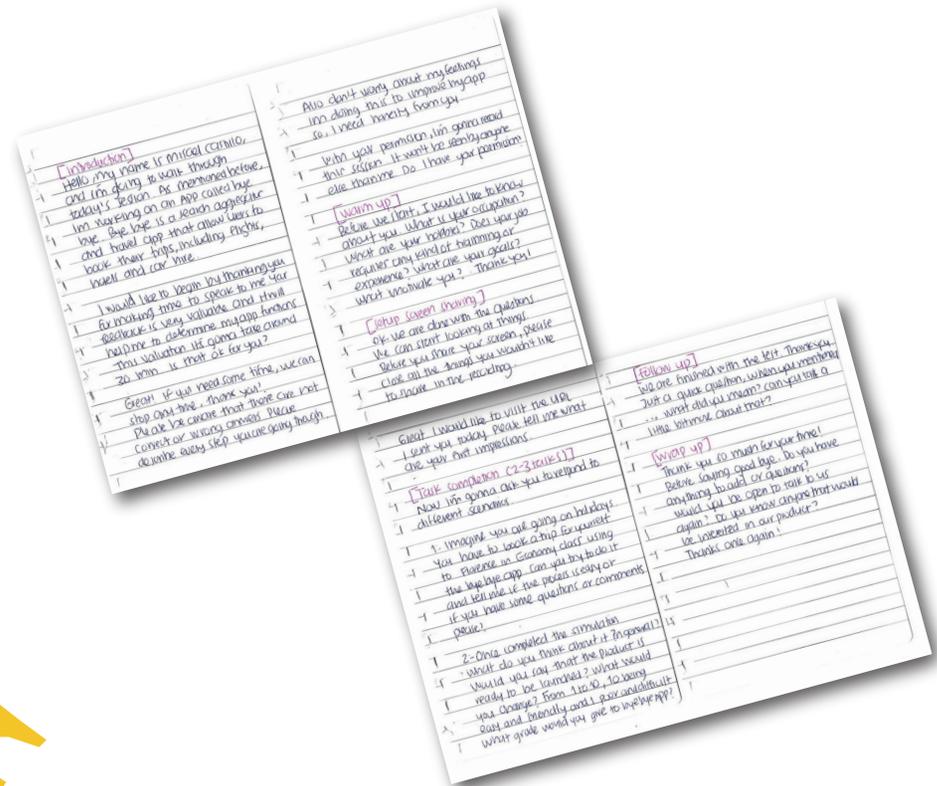
THANK YOU FOR YOUR TIME

USER TESTING

8 people were tested. Tests were performed in person, in my personal computer. The aim of testing the app with users that were selected randomly, is to gather information about their feelings and insights using the prototype by by.

USABILITY TEST SCRIPT

A script was created and used with every single tested person. The objective is to generate the same atmosphere around the tested person before, during and at the end of the test.

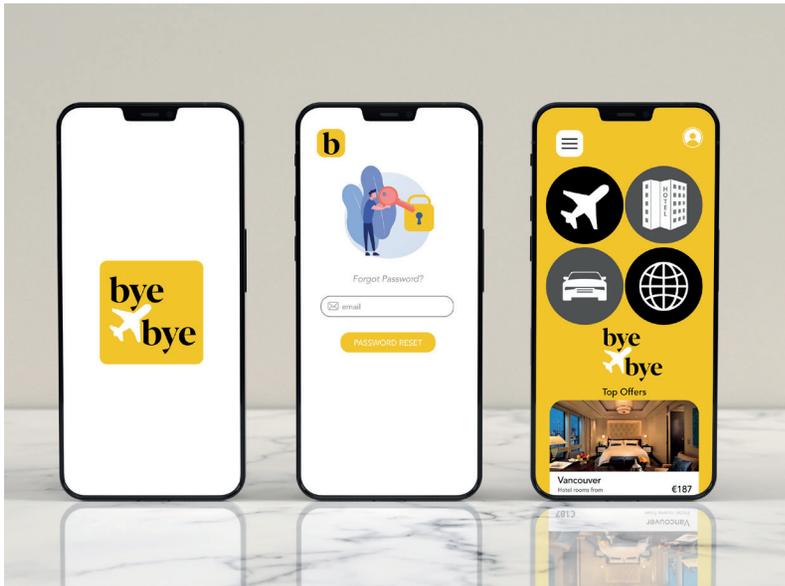


KEY FINDINGS

Qualitative and quantitative data was gathered. As this test was performed individually, I was experiencing their instantaneous reactions to every asked task.

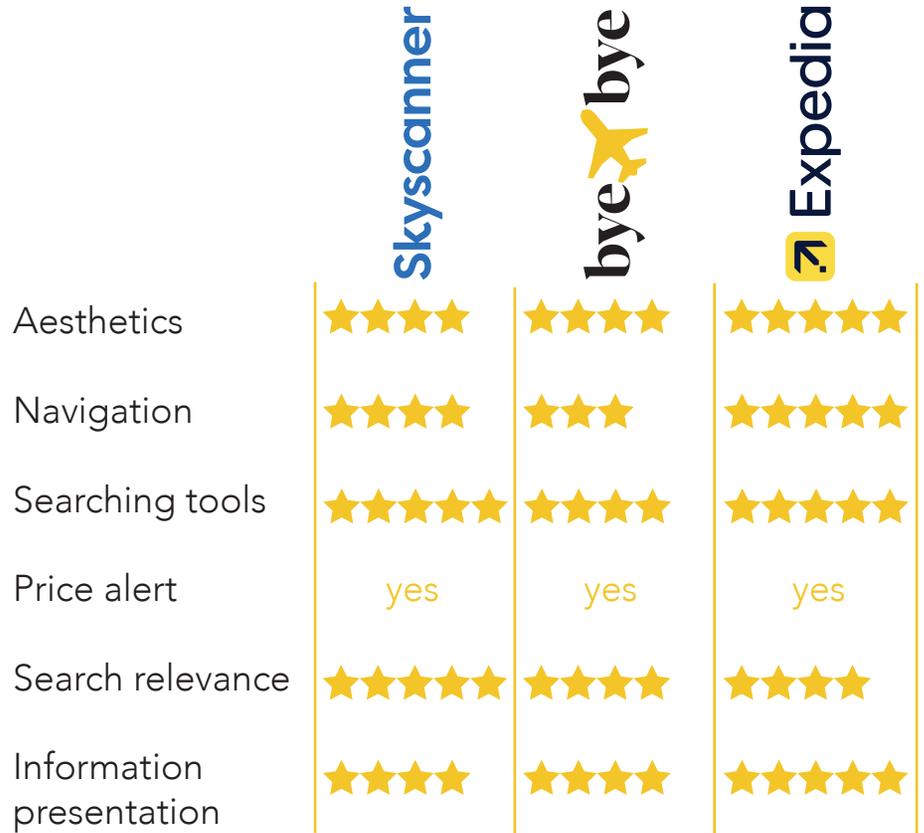
At first glance, the majority of the tested people said that the app was aesthetically pleasing and enjoyable to use. A couple of the tested people mentioned that the colours were well applied as they contrasting and the information is clearer than in other apps.

On the other hand, 40% of the tested people said that the hamburger menu was unnecessary in some steps during the process (It was eliminated). There were more comments that were not repeated among the tested people. All of them were taken into account.



03 COMPETITIVE BENCHMARKING

Bye Bye was compared to other two companies that offer the same services. Skyscanner, the leader brand in the field, and Expedia, its competitor (Apple app store).



There are some areas where Bye Bye should be improved to compete with the existing companies. However, there is room for improvement in the other apps as well.





04 USER JOURNEY MAP

STAGE OF JOURNEY	PRE PLANNING			PLANNING			DECISION		
GOALS	Identify options	Get information about options	Selecting the best options available	Find out how to get the better options	Make a list of the best options available	Visit the accommodation options in person and talk to managers	Book the best accommodation available	Decide who is gonna stay in the different accommodations	Send accommodation details to the people attending the meeting
USER ACTIONS	Event organisers get together to identify options	Online research	Narrow down the accommodation options	Visit every accommodation website	Choosing the ultimate options	Talk to accommodation's managers to get a deal and agreement	Reserving rooms in different hotels	Choosing the right room for the right guest	Contact the people who will attend the meeting to send them the accommodation details
TOUCH POINT	At the company meeting room	Online: accommodation websites	At the company meeting room	Accommodation's website	At the company meeting room	At the accommodation options	Hotel lobbies and hotel webs/apps	At the company meeting room	E-mail / computer
USER EXPERIENCE (Thinks/Feels)									
CONTEXT	Planning it on Monday early morning in the office some staff are tired			Organisers getting different prices in different websites that provide the same service				Allocating people to the different hired accommodation	Accommodation details will also include a request box for the people to fill in case they have requirements
PAIN POINTS	Not too many ideas and the energy levels are low			Too many options for the same room booking	Agreement on the best options is difficult for some organisers	Managers were busy sometimes, and organisers had to wait until they were available for them	Different pricing for the same room type. Payments made incorrectly		
OPPORTUNITIES			Getting ideas from all the organisers involved	Get the best service possible for the same amount of money		See in person the real location and the offered rooms	Comparing different prices available		People can be in touch with organisers

KEY FINDINGS

There are two pain points in the chart. One is related to a human process and the other one to the app. Both are important but we are focused on the app related issues.

Mobile apps and website payment issues are common. Frequently users distrust any new app or website when they use it for the first time. It is human nature and it cannot be changed. What can be improved, is the payment process. Easier and friendlier, especially for those that are not tech savvy.



05 AFFINITY DIAGRAM

The objective of the affinity diagram is to help us to understand the customer better and provide an exceptional service. By classifying and organizing customers thoughts, we can meet their needs and expectations. The following diagram helped us to identify what the customers like, dislike, goals, and behaviors. Having that on mind, we move on to the next step.

GOALS

- Find the best deals
- Find the best airlines
- Cheap accomodation
- High-standard rooms
- Breakfast included
- Parking included
- Low fare car hire
- All inclusive
- Best value for money

APP CONTENT

- Graphics that communicate
- Clear information
- Easy to use
- Secure payments
- Price alerts
- Easy and free registration
- Relevant and representative content

IDEAS

- Contrasting colour palette
- Easy access with social media and Google accounts
- Straightforward process
- Non-Tech savvy friendly
- Fast search engine
- Show a significant amount of options
- Intuitive and Reliable
- Track user's preferences

PAIN POINTS

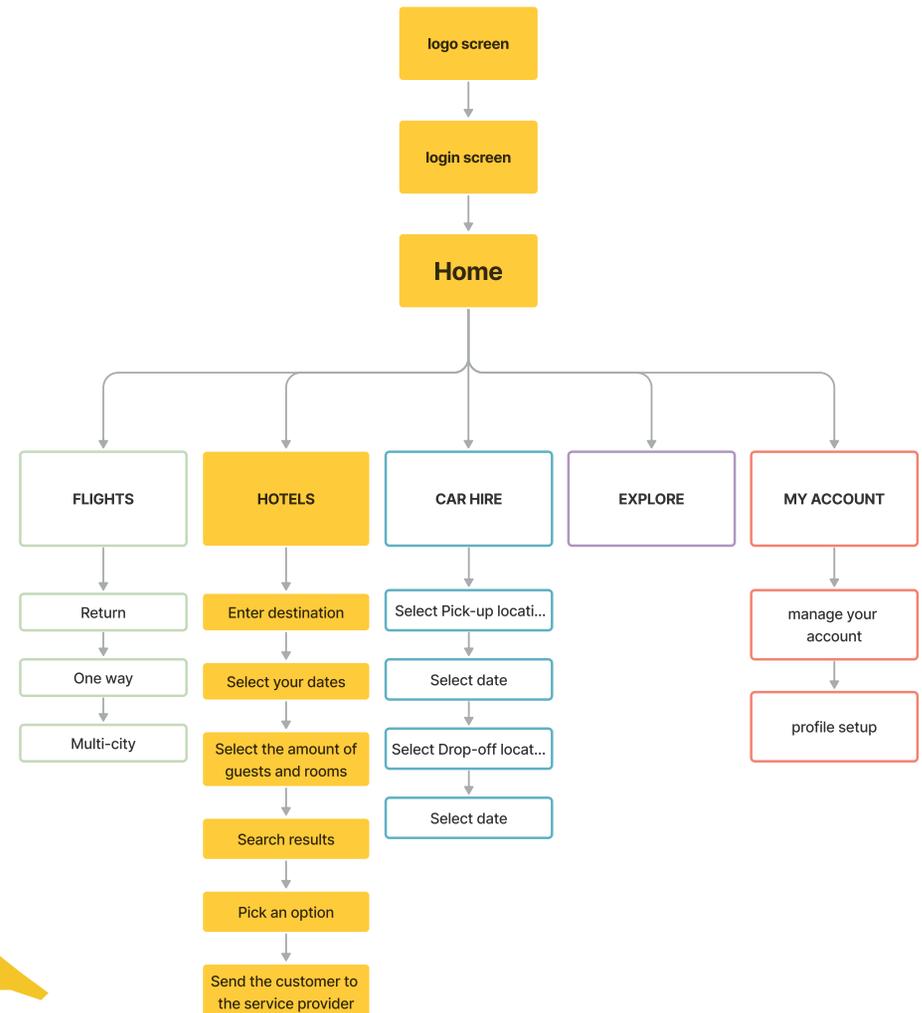
- Complicated payment process
- Slow
- Unresponsive
- Unclear information
- Poor interface / experience
- Pushy approaches
- Intrusiveness
- Heavy battery usage
- Unsecure
- No customer support

ADVANTAGES

- People prefer apps than web
- Apps allow you to be logged in all the time
- Full access from anywhere, at anytime
- Data collection
- Constant updates
- Price alerts
- Travel inspiration
- Price comparison

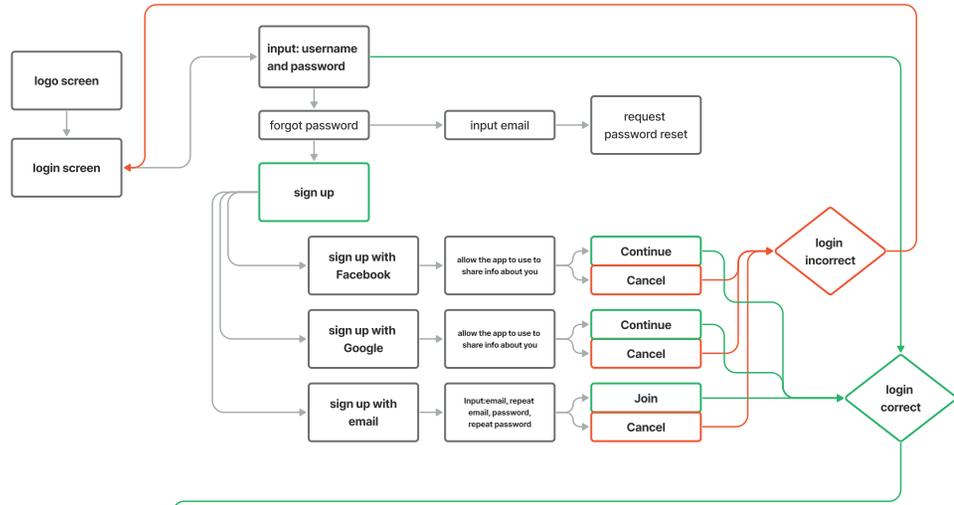
06 NAVIGATION STRUCTURE

Navigation structure indicates the different sections of our app, how it is organized and connected. Navigation is crucial as it impacts directly the user experience. When the navigation is not well structured, the user may have difficulties accessing the information needed and the engagement might be affected





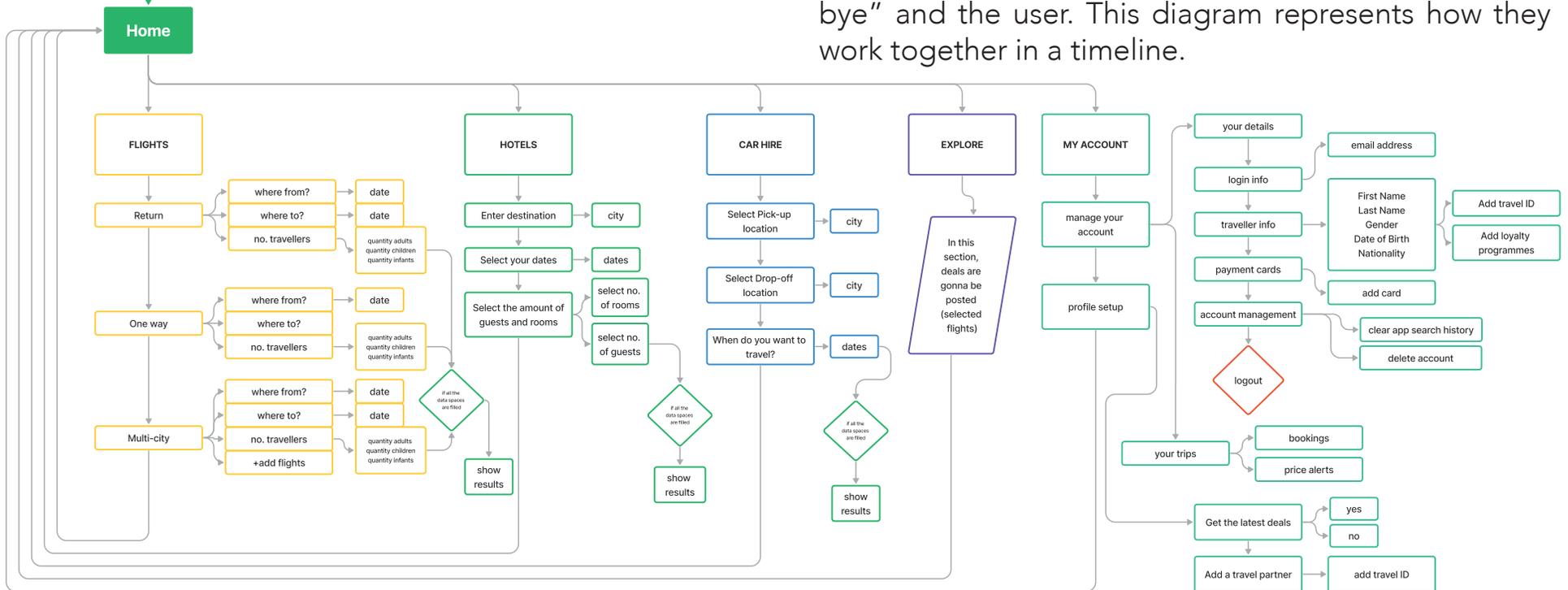
07 USER FLOW AND SEQUENCE DIAGRAM



The user flow diagram is also known as interaction or task diagram and it is a step-by-step visual mapping process (Cimpan, A. (2022)).

By using a flow diagram we can optimize interaction between the app and the user. In my case, I decided to use different colours for the different sections as it is a multi service app, in this way, the information is clear and concise.

Following the user flow diagram, we have the sequence diagram which shows the interaction between "bye bye" and the user. This diagram represents how they work together in a timeline.





USER

Start app



Enter personal data



Choose a task (Hotels)



Select destination no. rooms and dates



Select a hotel



Select room preferences



Input booking contact



Provide banking details



Book



DEVICE

Validate user (ID, password)

User validated Access allowed

Show hotel main screen

Show results

Show detailed hotel info

Show detailed room info

Show payment page

Validate data

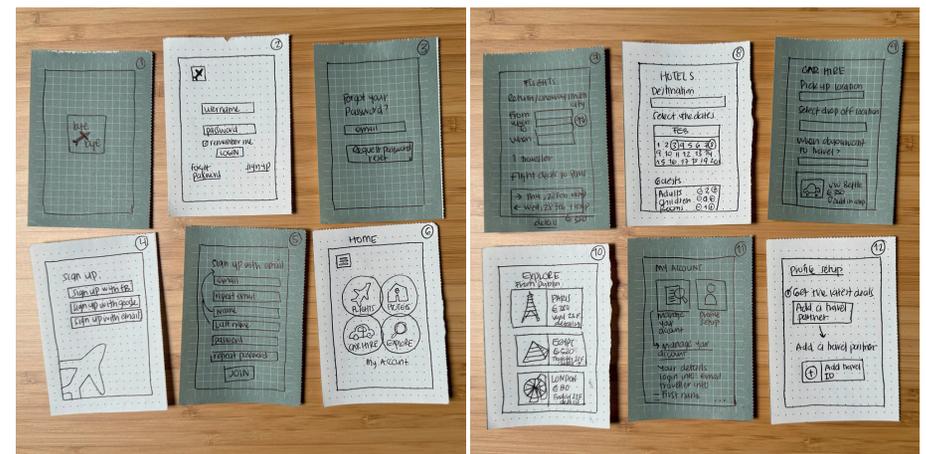
Send booking details

08 PROTOTYPE

Low-fidelity, medium-fidelity and high-fidelity prototypes were created. Low-fidelity sketches were made by hand in small pieces of paper, these were the first ideas that came to my mind in a short period of time. As a second stage, sketches were created in an iPad, including colours and more details.

Finally, high-fidelity sketches were designed in Adobe Illustrator. It is important to mention that details were added or modified in every stage. That is why the importance of doing so.

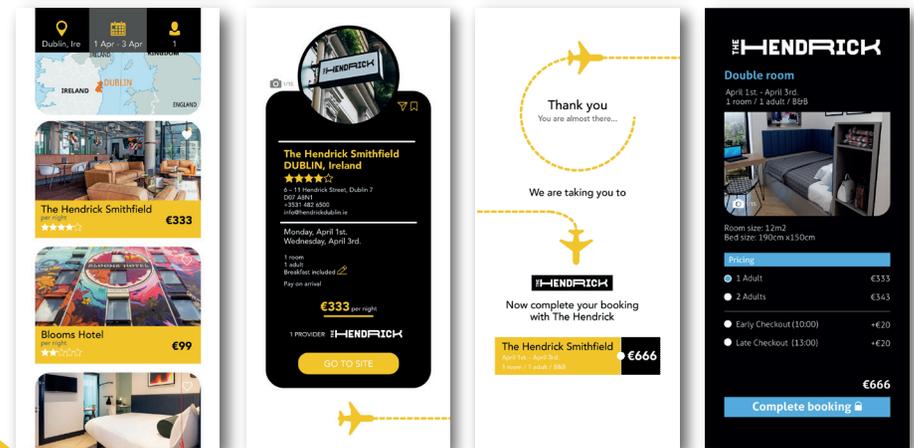
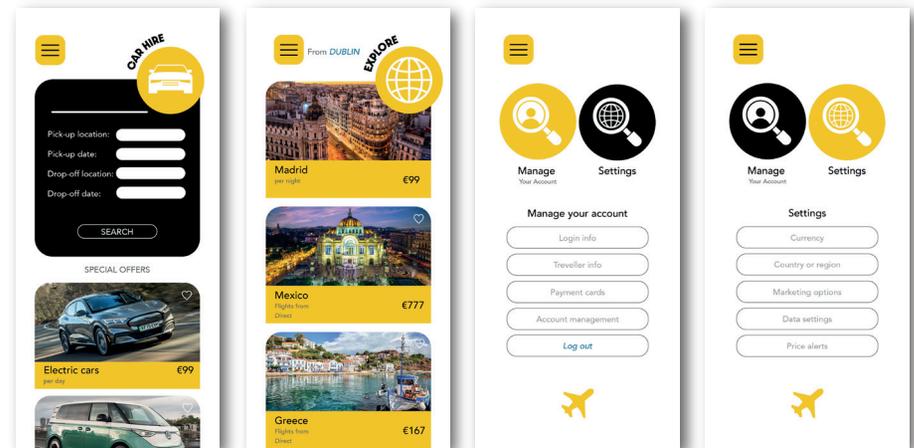
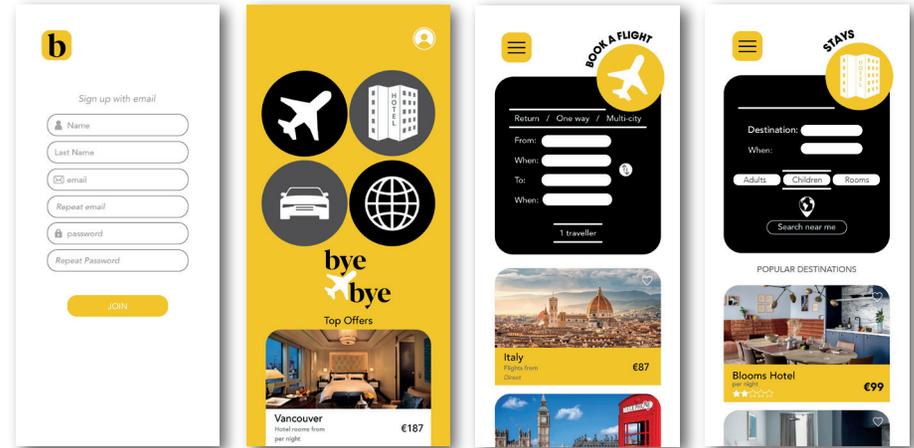
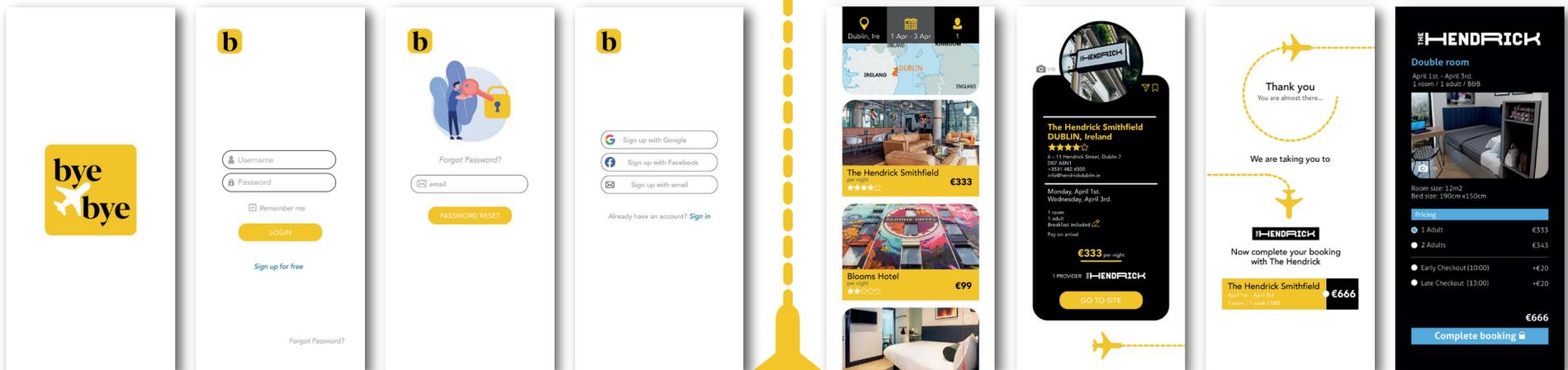
LOW-FIDELITY



MEDIUM-FIDELITY



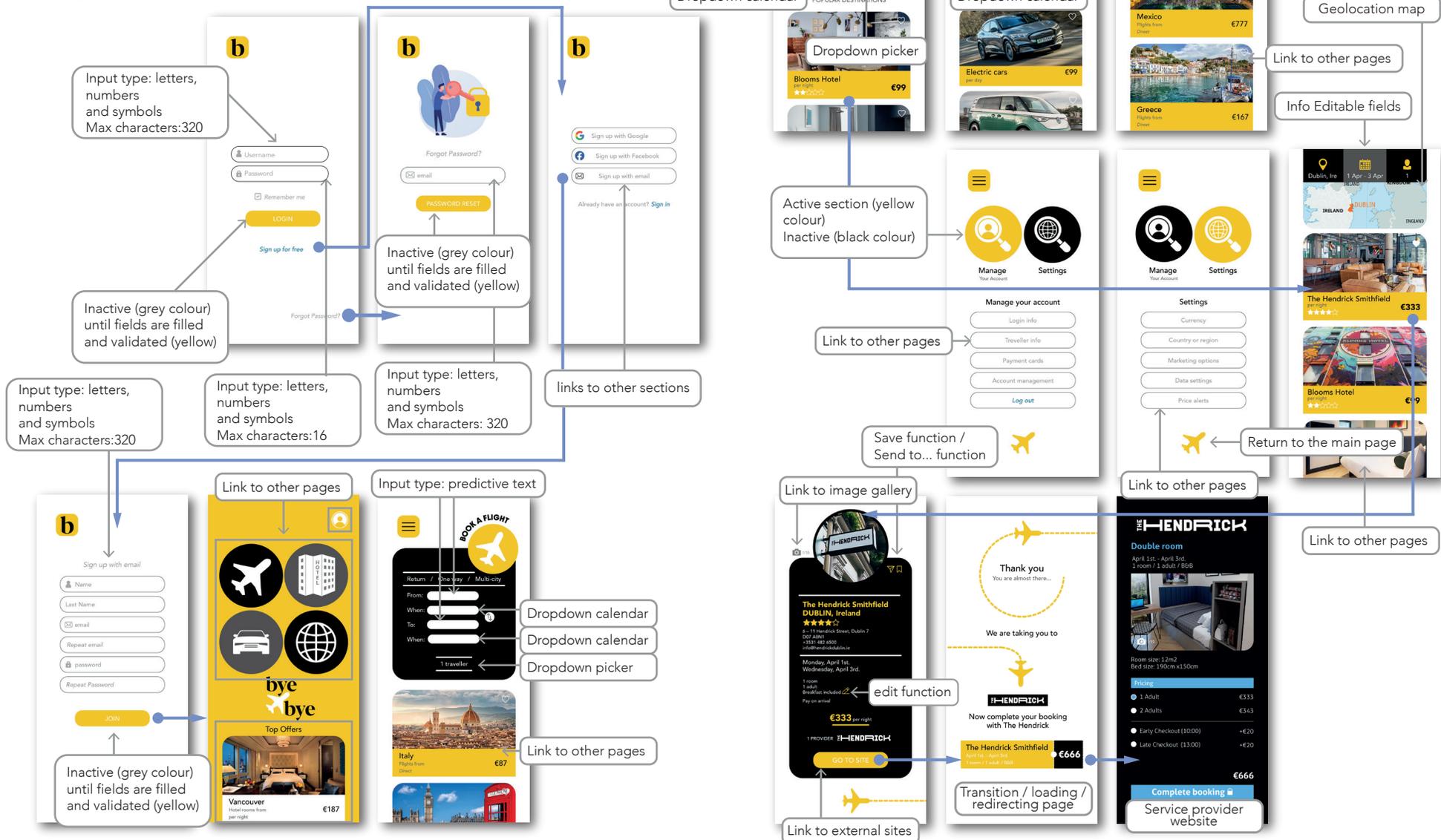
HIGH-FIDELITY





09 WIREFRAMES

Wireframing is the skeleton of digital apps. This is the layout of an app that shows the elements that are critical to the interaction design process (Designers Academy, 2021).



10 PROTOTYPE INSTRUCTIONS

The prototype was tested following the steps below:

- 1- open the app (wait until the app is fully loaded).
- 2- click on the username and password tabs (you will see how the real app would work graphically. You won't be able to input text as it is just a prototype).
- 3- click login and the data will autofill itself, click login again. You are gonna be taken to the main page. Click on the hotel icon.
- 5- On the "stays" screen, please click on the button "destination" and a drop down menu will unfold. Select the option: Dublin, Ireland.
Underneath this section, you will find a calendar icon with the label "When:", click on the icon, a calendar will be displayed. In this calendar select the dates: Monday 6, May to Wednesday 8, May. Hit the button search.
- 6- A list of search results is going to be shown. Please select the first option "The Hendrick Smithfield".
- 7- On this section, you will see the details of your booking and if you click on the camera icon, an image gallery will appear. Click on the "go to site" tab.
- 8- A transition screen will appear and it will take you to the provider website when it is ready.

11 TESTING INSIGHTS

In general, I heard good positive comments about the bye bye app. The older age group in particular, said that the contrasting vivid colours helped them to achieve easily the tasks asked. While the youngest group said that navigation is pretty straightforward.

There are other aspects such as loading times and speed that was not possible to measure precisely as it is not a proper app. This is one of the main points that young people are aware of. If the task takes more time than expected, they would leave immediately and the possibilities of coming back are low.

For the future, something that I would change in my testing process is saying to the tested people that I didn't design the product. I think that even when you ask them to be objective, they are not 100% honest.

This is the first time I have used Figma. The bye bye app design was altered in some situations in order to make it work in Figma. As with any other software, the more you use it, the more proficient you become. I wish I could have started the project as soon as I started the course to be more proficient in Figma and deliver a higher quality prototype. There are some features that I really wanted to show, such as the error messages (the ones that appears when the information provided is not correct or is missing).



12 REFLECTIONS



It was very interesting, enjoyable and practical to do this exercise. As a graphic designer, it is needless to say that my favorite part was designing, however the most interesting part was the testing process, when real people are testing the product you created. Testing was something new for me and it is an important critical part in UX design. Another part of the whole UX process is sketching and being honest, I am one of those graphic designers that never sketch, and now, I have experienced the benefits of sketching. Maybe for other kind of designs it is not that important but for an app design, it is crucial. I could see how the app design developed from the first sketch to the final product. Not only aesthetically changes but also added or deleted actual app features.

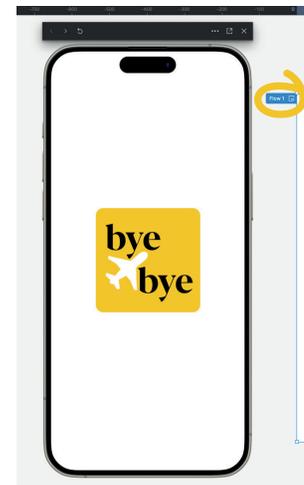
I decided to go for an app instead of a website as it is more common to use an app nowadays, particularly booking services. I would like to have experienced the website process as well. However, I am very content with the result and the steep learning curve since the project started.

References: Cimpan, A. (2022). The ultimate guide to User Flow Diagram. [online] Medium. Available at: <https://bootcamp.uxdesign.cc/the-ultimate-guide-to-user-flow-diagram-b108d7de10d>.

Designerrs Academy (2021). What is Wireframing in UI/UX Design? [online] Medium. Available at: <https://medium.com/detaux-/what-is-ui-ux-wireframe-designerrs-46dac9c8a153>.

FIGMA LINK:

<https://www.figma.com/file/vs3SNv5pNvQHHhiaYsdUms/Bye-Bye-APP?type=design&node-id=2%3A3&mode=design&t=fMVBD1kjY4pCf0gW-1>



I recommend to try the prototype in the preview mode as it is not loading properly in the full screen presentation mode.