

## Course Assignment: Style Tile

In this report, I will explain my actions during this assignment. Why I made the changes I made, and how I feel it would improve the website.

First, I started the assignment by immediately opening booking.com and looking for flaws and improvement opportunities myself, I decided I wanted to work on the front-page or home-page rather. The reason I chose the front-page is because, the front page is the page that will be a determiner for the user, if the front-page is bad, ultimately the entire website will be bad, and most likely the user will leave immediately and find another option.

So, the front-page was already rather good, clear and had a clean design in general, but I wanted to see if I could clean this up even more. And went for a more modern feel. So, I increased the size of the trip selector, and gave it an entire space or box of its own and added a neat background picture to it. The reason I decided to do this, was to eliminate any form of noise or distractions whilst the user was searching for their location. Of course, suggesting places is not a bad option, but maybe not immediately as you open the website.

Furthermore, I decided to clean up the top menu bar, I wanted to remove all forms of noise, except the three buttons that remain. I then decided to move the rest of the menu further down and make a section for the suggestions, and the rest of the menu. Again, I did this to remove as much noise as possible at the entry of the webpage, I tried to go for the cleanest look I could find for the front-page, remove as much unnecessary elements as I could find and keep it simple.

For the last part of the website, I tried to clean up as much as possible of all the text and elements displayed on the website, personally I would move or remove most of these elements, but that's a little bit of personal preference, but still it is advised to avoid as much text as possible on websites, as users tend to be more "lazy".

So over all for the entire website, it seems as if my goal was more to "clean up" than "re-design", but I did do a major change to the top of the website, and moved entire sections around, but also changed the entire layout of the website at the same time. Then again, it is important to keep in mind, that the owners of this website have probably invested thousands of dollars on the website, and they must be doing something right, so I didn't want to change too much of their already functional layout, but I changed the elements I think are holding them back.

I hope the report explains my actions as much as possible, it was a little bit hard to make a 500 word report on a single page re-design, but then again, maybe I did to little work.