

TripAdvisor UI Critique

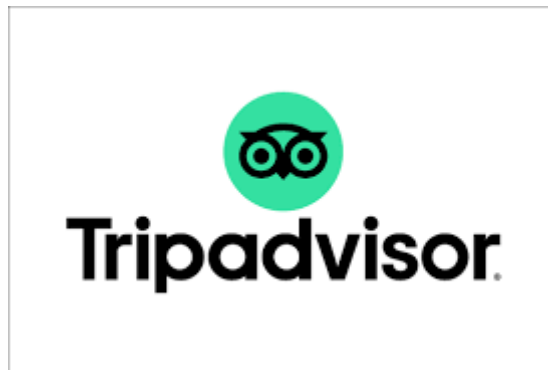
Names:

- 1) Abanoub Moris
- 2) Arsany Shawky
- 3) Ramez Nabil
- 4) Thomas Khaled
- 5) George Raouf

Conceptual models:

Metaphors:

Trip advisor's name of the website is a good learning principle as users already know what the site will present.



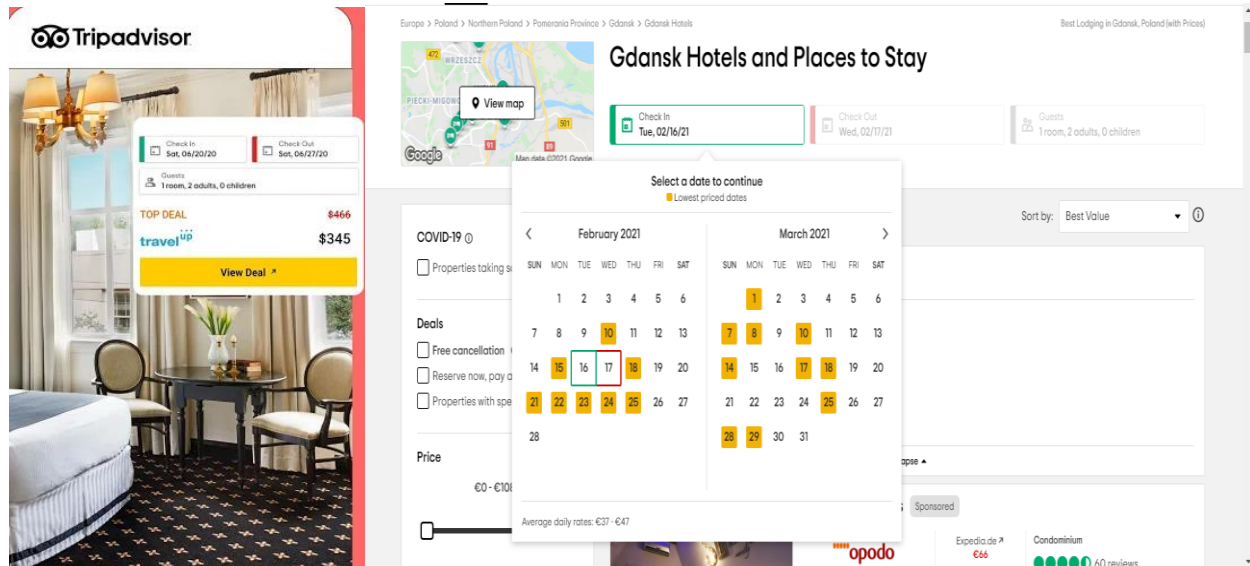
Recognition:

Icons such as (Hotels, vacation rentals, things to do, etc.....) are considered recognitions as the icons represent what we will search for.

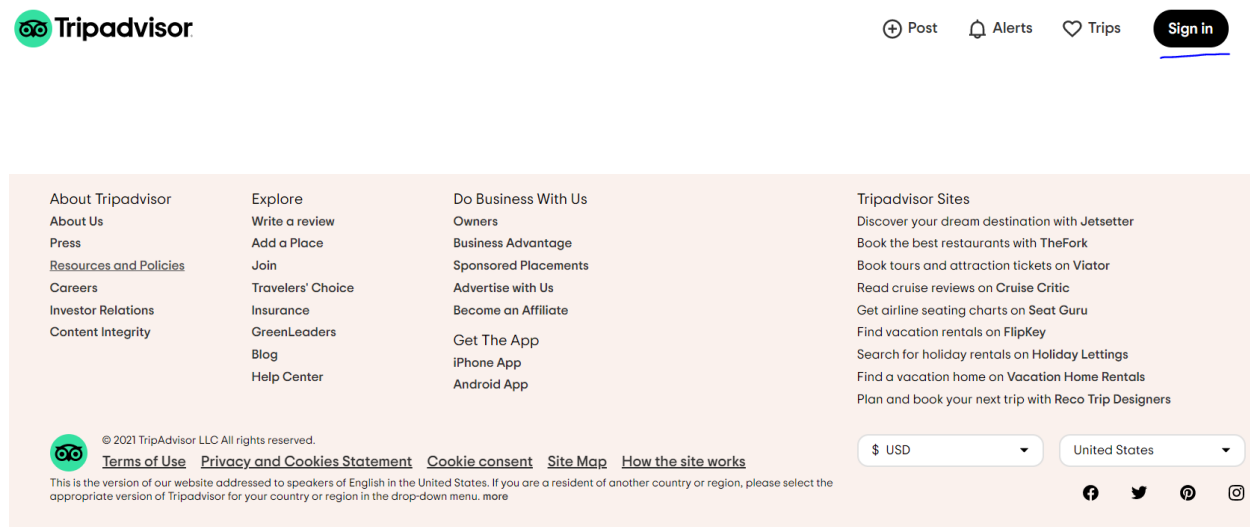


Consistency:

Internal: The app looks the same as the website which achieves internal consistency.



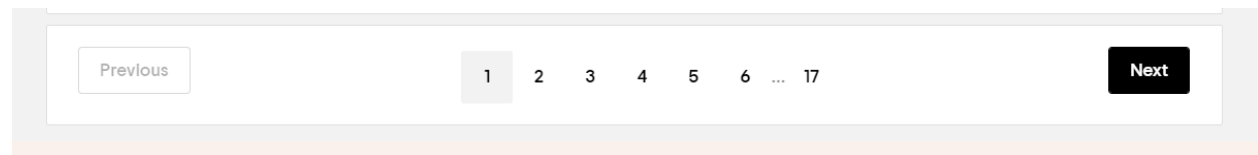
External: The website achieves external consistency as it has the same features the users already know from other sites such as the Sign-in at the top and About us found at the end of the webpage



Feedback Visibility:

Visible navigation state: breadcrumbs, pagination

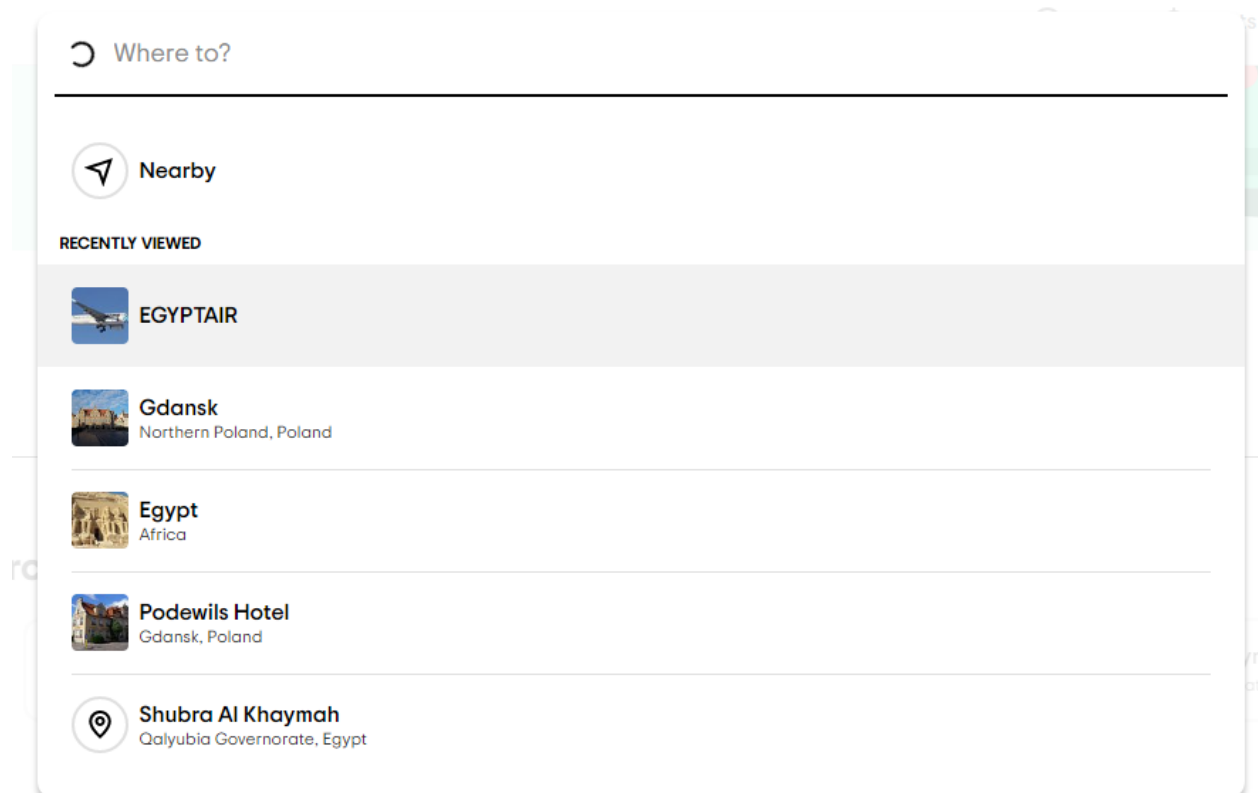
Africa > Egypt > Egypt Hotels



Feedback

(Response Time):

When you search for something an indicator appears next to the search.



(Low-level and high-level feedback):

When we hover on any of the buttons represented, a low-level feedback appears and when we press a high level appears

Mapping:

Natural mapping: the user just starts using the website as per the conceptual model he has as the interface model is simple to use.

Information scent:

Searching for trip advisor on google, a description of what we can do is presented

Ad • www.tripadvisor.com/ ▾

Tripadvisor Official Site - World's Largest Travel Site.

Read Reviews, Compare & Book Deals! Fun Things to Do. Best Places to Eat. Easy price comparison. Vacation Rentals. Cheap Flights. Hidden Gems. Candid traveler photos. Amazing Experiences. Millions of hotel reviews. Tours, Attractions + More.

Find Hotels

Find The Perfect Hotel & Experience
A Vacation You'll Love!

Top All-Inclusive Resorts

You Can Have It All! Visit The
World's Best All-Inclusive Resorts.

Find A Cheap Flight

You Won't Find An Easier
Flight Comparison Site.

Top Vacation Destinations

25 Incredible Places You Must See!
Plan Your Next Vacation Here.

Constraints:

- 1- User can't choose a checkout date before the check in date
- 2- User must provide the destination he wants to go to in order to browse the website.
- 3- User can't get alerts or post photos until he logs in.

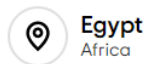
Properties of short-term and long-term memory:

Design principles

(AutoComplete):

When we search for a country autocomplete is there to help

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(History):

The last search you made will be there when you get back to the site again.

Offer recently-used or frequently-used choices.

Keep Planning

Your recent searches

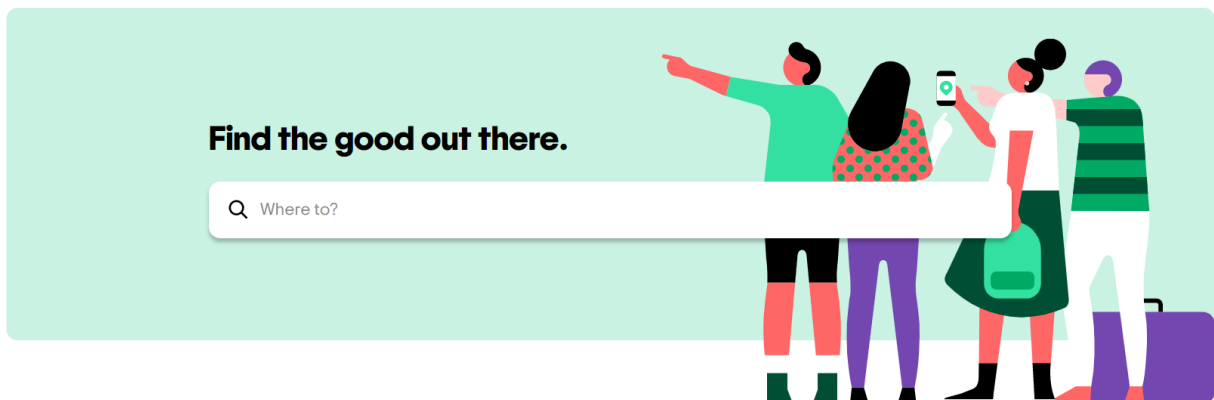


How people focus on and attend to information:

Fitts law:

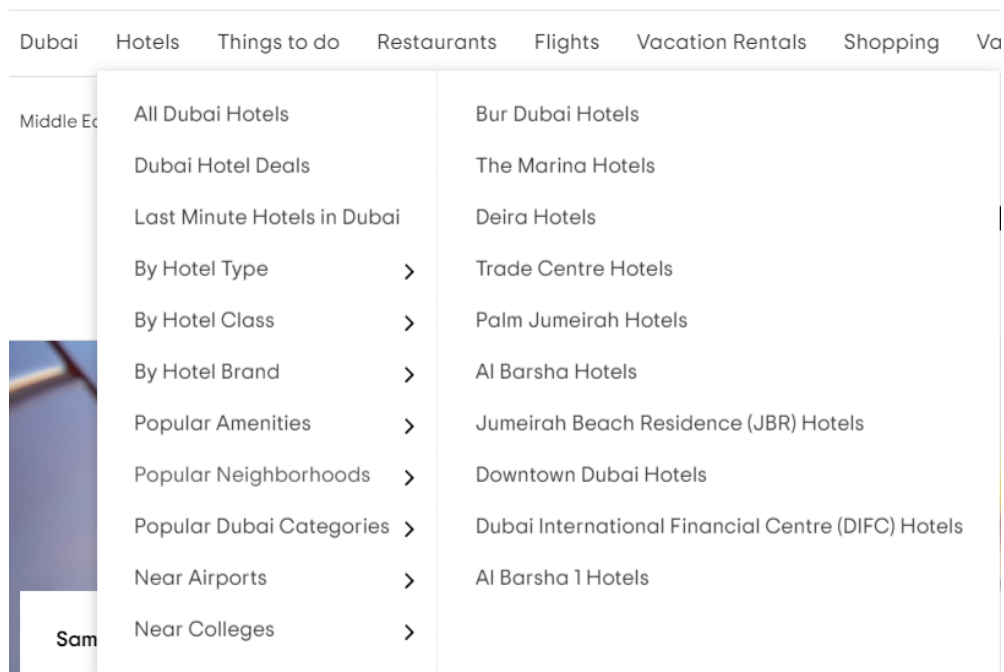
The search text field is found in the middle of the website big enough so the user can't miss it.

Tabs are found next to each other, they are also big enough so the user gets to them faster



Steering task:

The site uses cascading submenus which are hard, but the submenus found in the cascading submenus are easier to use than usual.



Improve Mouse Efficiency:


- Make frequently-used targets big The Bigger the target, the easier the pointing task is.
- Put targets used together near each other
- Steering distance is minimized.

The nature of errors and mistakes that people tend to make:

Description slip: between the hotels tab and the vacation rentals tab as both of them have a slightly similar meaning and are found next to each other.



The user will get similar interfaces when clicking on either of them without a clue of which one was clicked.

 Where to?



Nearby

RECENTLY VIEWED



New York City

New York, United States



Dubai

Emirate of Dubai, United Arab Emirates



Egypt

Africa