UX Case Study: Hotel Vista Views

1. Introduction

In today's competitive hospitality industry, digital experiences often serve as the first impression for potential guests. A hotel's website is not just a marketing tool — it is an extension of the hotel's brand identity and a critical component of the customer journey.

This case study documents the design process for **Hotel Vista Views**, a luxury-inspired hotel website aimed at creating a **modern, intuitive, and user-friendly platform** for travellers. The project showcases the end-to-end UX workflow: from problem identification to research, wireframes, high-fidelity prototypes, and final UI design.

The primary goal was to design a responsive hotel website that:

- Enhances **discoverability of services**.

- Simplifies the **room booking journey**.

- Communicates the **luxurious and trustworthy brand identity**.

- Appeals to both **business travelers** and **leisure tourists**.

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2. Project Background

2.1 Context

The hotel industry thrives on providing exceptional hospitality experiences. However, the **digital journey of customers is often neglected**. Many hotels have outdated websites that are:

- Visually unappealing.

- Difficult to navigate.

- Non-responsive on mobile devices.

- Lacking clear call-to-actions for booking.

Hotel Vista Views is envisioned as a premium hotel brand. Its website must reflect **luxury, professionalism, and ease of use**.

2.2 Objective

The objective of this project was to design a hotel website that:

1. **Attracts users visually** with modern aesthetics.

2. **Provides an intuitive navigation flow** from discovery to booking.

3. **Builds trust** through transparent information and visual storytelling.

4. **Improves conversion rates** for room booking and inquiries.

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3. Problem Statement

Through initial research into competitor websites, I identified common issues:

- Overloaded homepages with **too much text**.

- Poor **visual hierarchy**, making it difficult to find booking options.

- Non-responsive designs on mobile/tablets.

- Lack of **trust-building elements** such as reviews, testimonials, or clear contact info.

The **challenge** was to design a solution that resolves these issues while staying aligned with the **luxury brand identity** of Hotel Vista Views.

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4. Research Phase

4.1 Competitor Analysis

I analyzed several luxury hotel websites (e.g., Taj Hotels, Marriott, Hyatt). Key takeaways:

- Strong **hero images** of the property build emotional connection.

- A clean **navigation menu** with only essential categories works best.

- Booking CTAs must be **prominent and repeated** across pages.

- **Minimalist design** with premium colors (black, gold, beige) enhances brand appeal.

4.2 User Research

I conducted interviews and surveys with **15 participants**, including business travelers, leisure tourists, and local residents who often recommend hotels to friends/family.

Key Findings:

- Business travelers want **quick access to room rates and booking**.

- Leisure travelers value **imagery, amenities, and trust factors**.

- Locals often look for **banquet hall and event services**.

- All users expect a **mobile-friendly experience**.

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5. User Personas

Based on research, I created three primary personas:

Persona 1: Mark (Business Traveler)

- **Age:** 32

- **Goals:** Quick booking, reliable Wi-Fi, business services.

- **Pain Points:** Long booking forms, unclear pricing.

Persona 2: Sophia (Leisure Tourist)

- **Age:** 27

- **Goals:** Relaxing vacation, spa services, authentic local experience.

- **Pain Points:** Overloaded information, lack of trust in booking.

Persona 3: Amit (Local Resident)

- **Age:** 40

- **Goals:** Find banquet/event services for family functions.

- **Pain Points:** Difficult navigation to services beyond rooms.

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6. Information Architecture

To simplify navigation, I proposed a **clear site map**:

- **Home**

- **Rooms & Booking**

- **Services** (Spa, Dining, Events)

- **Gallery**

- **Contact Us**

This structure ensures quick access to the **most critical sections** while maintaining a clean experience.

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7. Wireframes

7.1 Low-Fidelity Wireframes

Created rough sketches for:

- **Homepage:** Hero image, booking CTA.

- **Services Page:** Grid layout of offerings.

- **Contact Page:** Address, Image, and contact info.

7.2 Mid-Fidelity Wireframes

Refined layouts in grayscale to test hierarchy.

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8. Visual Design

8.1 Color Palette

- **Gold (#C5A46D):** Luxury and elegance.

- **Deep Brown (#3B2C20):** Warmth and trust.

- **Beige (#F5F2ED):** Simplicity and minimalism.

- **Accent Blue (#4A90E2):** Modern highlights.

8.2 Typography

- **Headings:** Playfair Display (serif, luxurious).
- **Body:** Open Sans (sans-serif, readability).

8.3 Imagery

- Hero banners of scenic hotel views.
- High-resolution room photos.
- Lifestyle shots of services (spa, dining).

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9. High-Fidelity UI Design

Using Canva, I created polished mock ups:

- **Homepage:** Elegant hero image .
- **Services:** Clean grid showcasing offerings.
- **Contact Page:** Minimal form with image integration and address.

Screenshots of final UI were included in the design package.

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10. Usability Testing

I conducted **remote usability tests** with 8 participants:

Tasks given:

1. Find and book a deluxe room.
2. Locate spa services.
3. Submit a contact form.

Results:

- 7/8 users successfully booked a room without confusion.
- 6/8 users quickly located spa services.
- 8/8 users completed contact form.

Feedback:

- Suggested adding **room price transparency** earlier in the flow.
- Recommended a **persistent booking button** in navigation.

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11. Key UX Decisions

- Simplified navigation into **five main tabs**.

- Introduced **repeated booking CTAs** across pages.

- Adopted **luxury color palette** for brand consistency.

- Integrated **visual hierarchy** (hero images + concise copy).

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12. Accessibility Considerations

- High contrast between text and background.

- Alt-text for images.

- Clear, legible fonts with scalable sizes.

- Keyboard-navigable forms.

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13. Outcomes & Impact

- The design improved **task completion rate** in usability testing to 90%.

- Mobile-first design ensured accessibility across devices.

- Aesthetic design aligned with **luxury branding** expectations.

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14. Challenges Faced

- Designing luxury appeal without overcomplicating UI.

- Balancing business vs leisure traveller needs.

- Limited real hotel data for testing (used mock data).

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15. Learnings

- Strong **research & personas** shaped better user flows.

- Iterative testing helped refine booking experience.

- Accessibility is not optional — it must be integrated from the start.

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16. Next Steps

- Expand design into a **responsive prototype**.

- Conduct A/B testing with alternate booking flows.

- Explore integration with **payment gateways**.

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17. Conclusion

This UX project demonstrates how a structured design process leads to a better digital experience. From research to wireframes and high-fidelity UI, **Hotel Vista Views** reflects the principles of **usability, visual appeal, and business alignment**.

The final design is not just aesthetically pleasing but also **functional, accessible, and conversion-oriented**.