

Research Design Document

By Eric Spiteri

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Research

Main focus of website

Property booking websites have all but replaced traditional physical booking agencies nowadays. Instead of having to physically go to a booking agency, consumers simply go online, browse their desired property and information and book.

According to the demographics for websites like booking.com, the target demographics for these websites is mostly young people aged 25-34, with the majority coming from the U.S.A and western Europe and many of them being tech savvy while enjoying travelling as a hobby. Interestingly enough, across all statistics, there is a high percentage of people who bring pets to their accommodation.

Hence, I will design a website with modern aesthetics and design trends in mind as well as include a filter for various options in the view properties page, most importantly the acceptance for pets.

However, I still plan to make it user friendly for older generations by not taking certain icon recognition that younger generations understand for granted. This can be achieved by including both icons and text underneath. Moreover, I will ensure that everything will be readable against a white background by use of contrast.

<https://www.dreambigtravelfarblog.com/blog/booking-com-statistics>

<https://www.igms.com/airbnb-demographics/>

<https://www.similarweb.com/website/booking.com/#demographics>

User Personas



Enriquez Barbara
Erasmus Student

"I am currently looking forward to my scholarship to Utrecht University in The Netherlands and I would like a platform by which I can view property details and book said property"

Enriquez Barbara is an international student who has just won a scholarship to Utrecht University in The Netherlands and would like a platform by which she can easily book property for her accomidation.

Values:
Tech savvy, detail orientated, speed and efficiency

Frustrations:

-Has a pet and can't easily find a way to filter out properties which don't allow pets.

-Wants a quick, easy to use website as she is busy preparing for her studies



Katia Lofgren

Traveller

"I enjoy travelling as a hobby and I often visit booking websites to book my property"

Katia Lofgren is a 26 year old recreational traveller who is accustomed to using booking websites, as she travels quite often.

Values:
Tech savvy, organisation

Frustrations:

-Lack of organisation in other booking websites.



Karen Banks

"I want an easy to use, user friendly property booking website in order to browse available properties for a family vacation."

Karen Banks is a 48 year old housewife with 2 kids and wants to plan a family vacation. Unfortunately she is not very tech-savvy and she finds browsing other websites difficult.

Values:
User friendliness, Organisation, Ease of use

Frustrations:

- Lack of organisation in other booking websites.
- Booking websites not being as user friendly to non-tech savvy people.

Web Accessibility

Web accessibility facilitates the use of websites for people with disabilities or advanced age. It is important to address this aspect of website design early as it is a crucial part of the design process.

Some examples of making a website accessible to person's with disabilities or advanced age include:

1.) Alternate text for images.

This is crucial in the development stage as people with impaired vision often rely on text interpreters to navigate a webpage and having the alternate text be read out loud helps them identify the difference between a clickable link, information text and the actual image.

2.) High contrast between text and background

therefore
it is crucial that there is a contrast between the text and the background, apart from it looking more visually appealing.

3.) Keyboard navigation

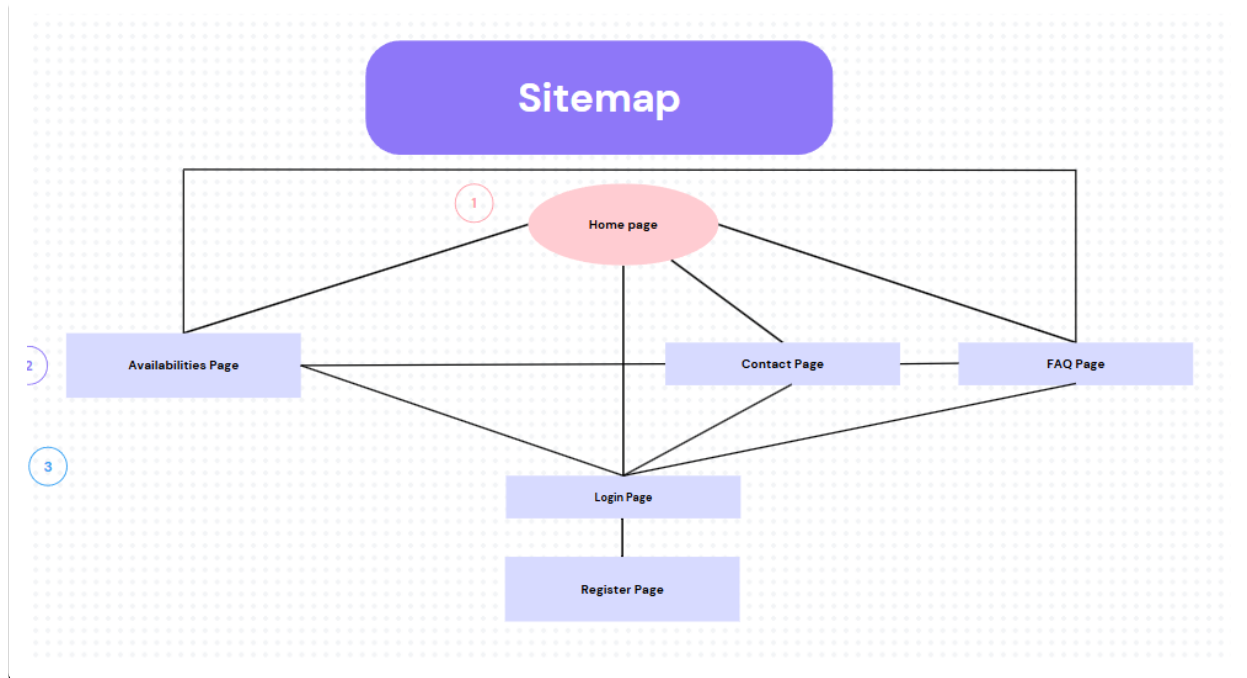
People with impaired motor function often rely on just a keyboard and so implementing a way to navigate the site's interactive elements with just a keyboard can open up its accessibility to these users.

<https://www.w3.org/WAI/tips/designing/>

<https://www.w3.org/WAI/fundamentals/accessibility-intro/>

Planning

Sitemap



Functionalities:

- Carousel at home page using bootstrap to swap between images of different promotional images.
- Every page having a login button that redirects to the login page.
- Every page having a navigation menu with a dropdown menu for miscellaneous pages.
- Login page having both fields be required.
- FAQ page having each question be a dropdown reveal to the answer.
- Every page having keyboard functionality for accessibility.
- Availabilities Page having a slider to sort based on price.

Style Guide

Style Guide

Colour Palette

Banner

Background

Footer/Wall

Typography

Header 1

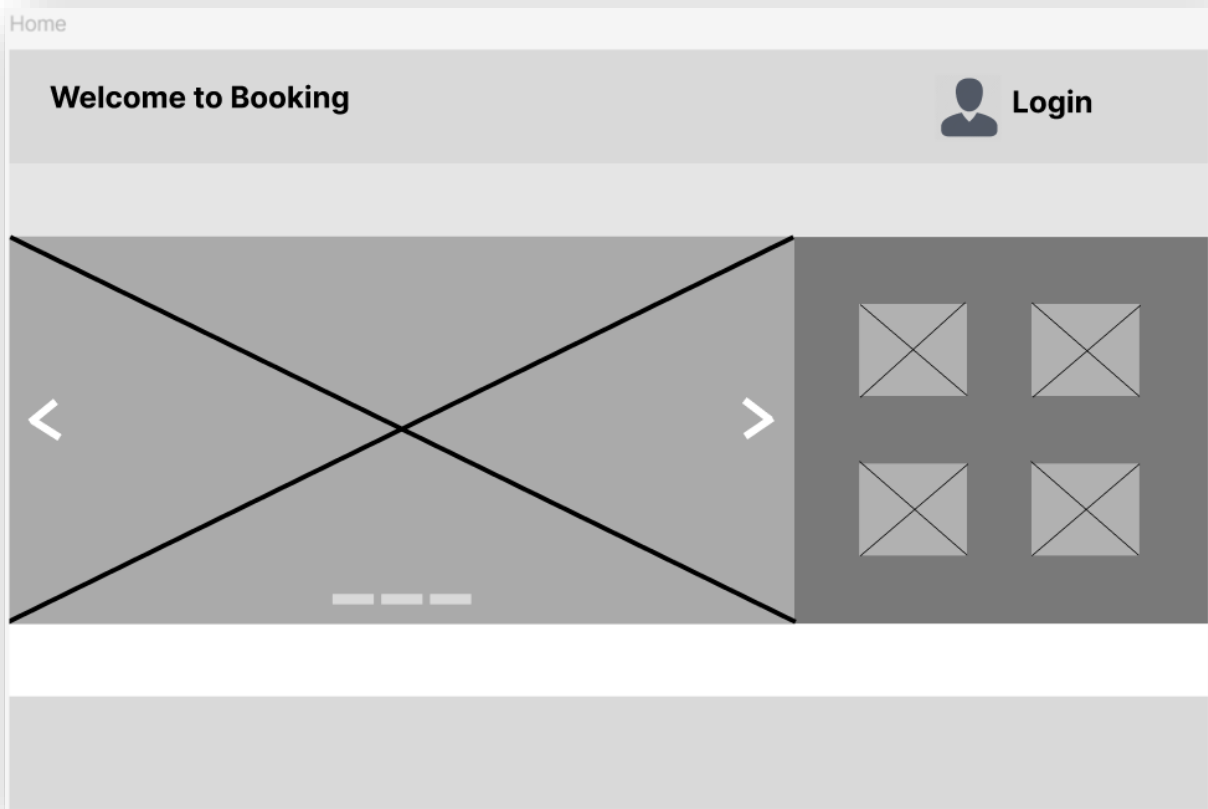
Header 2

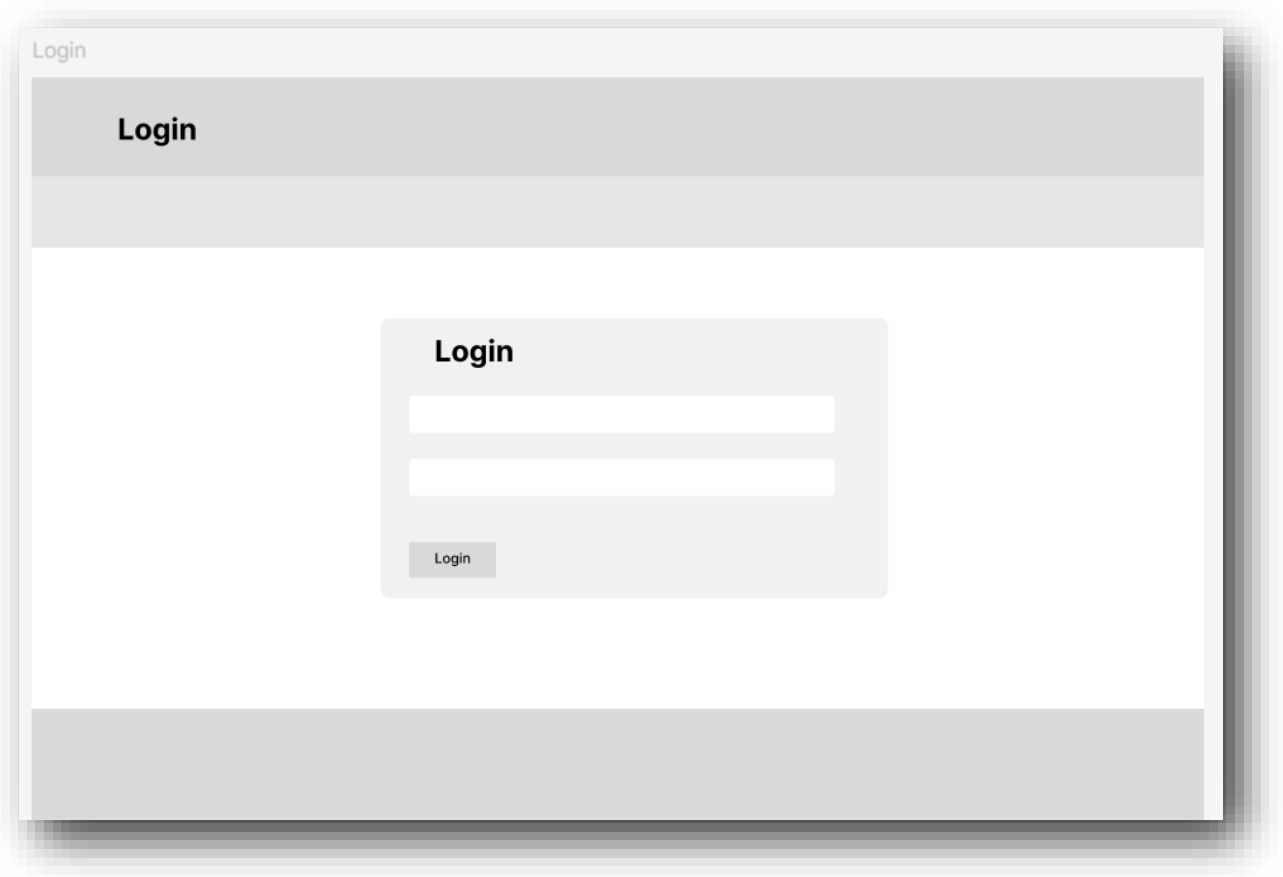
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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[This is a navigational link](#)

Low Fidelity Wireframes





Register

Register Account

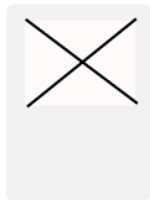
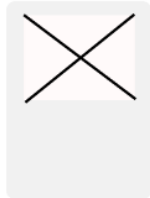
Register Account

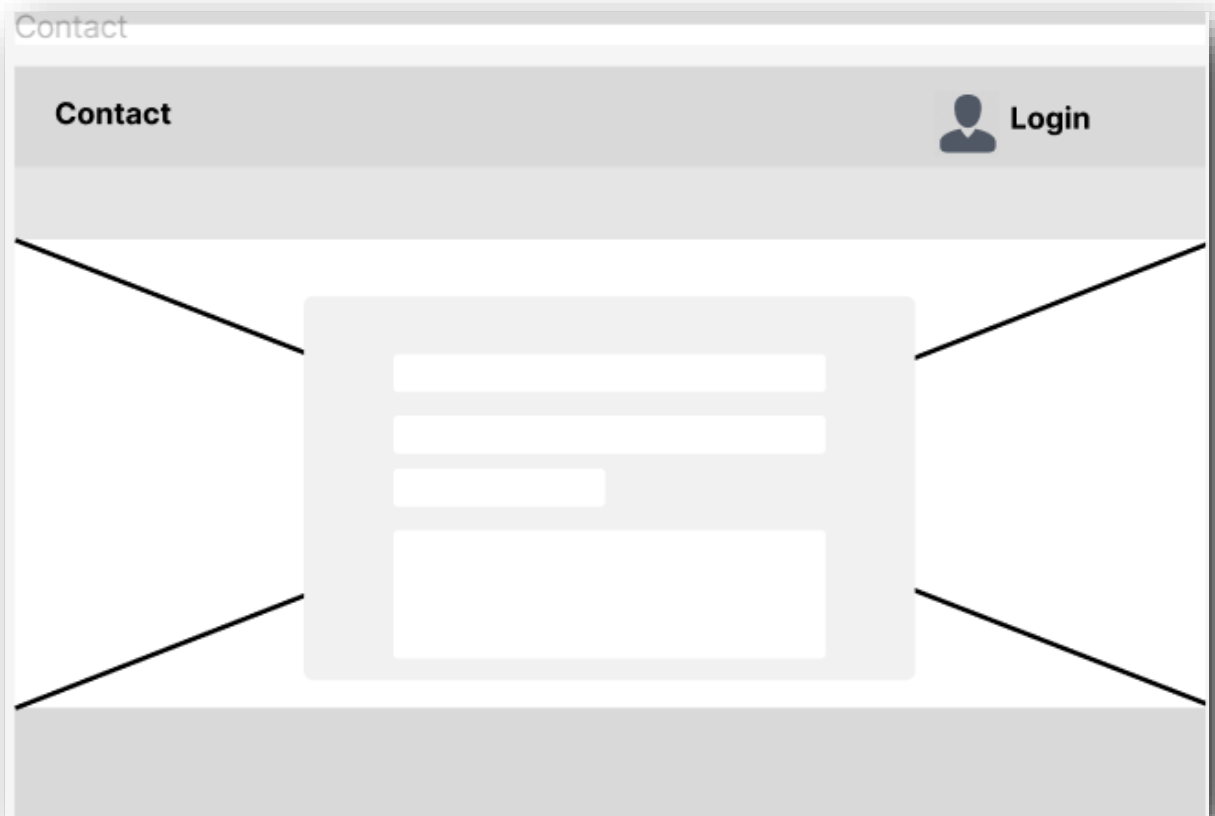
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

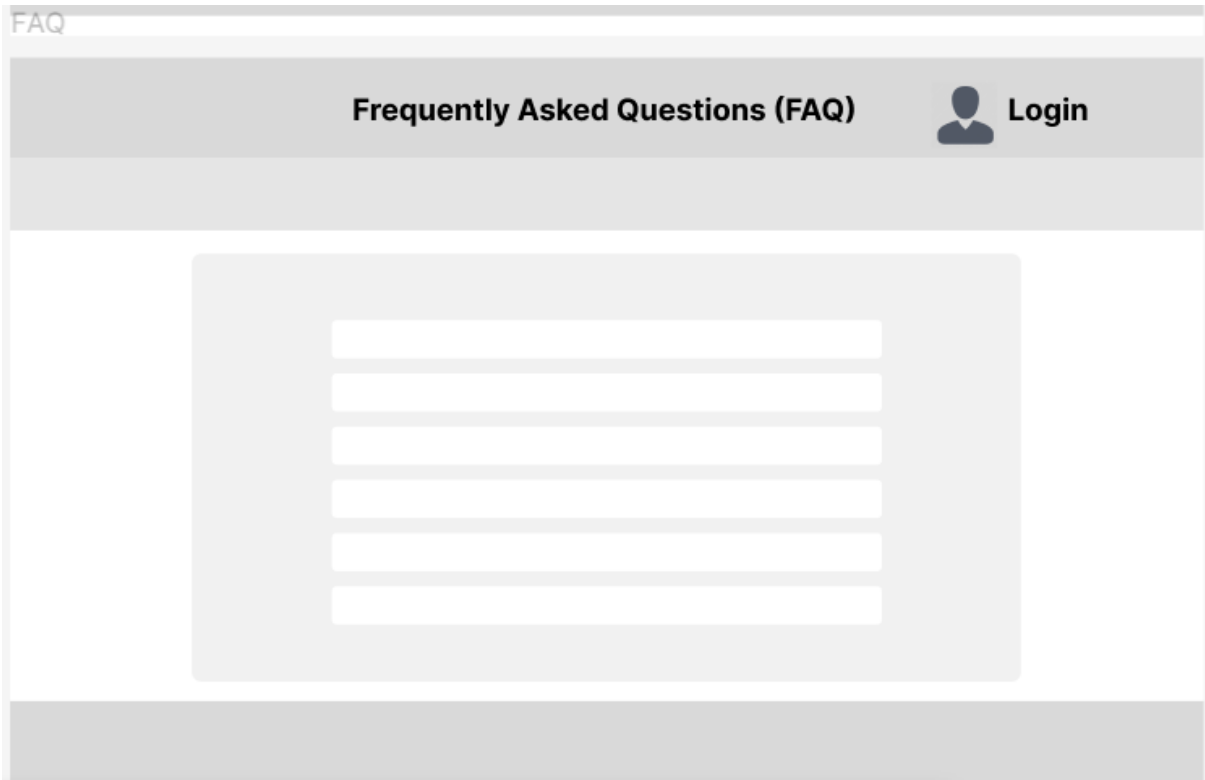
Register

Availabilities

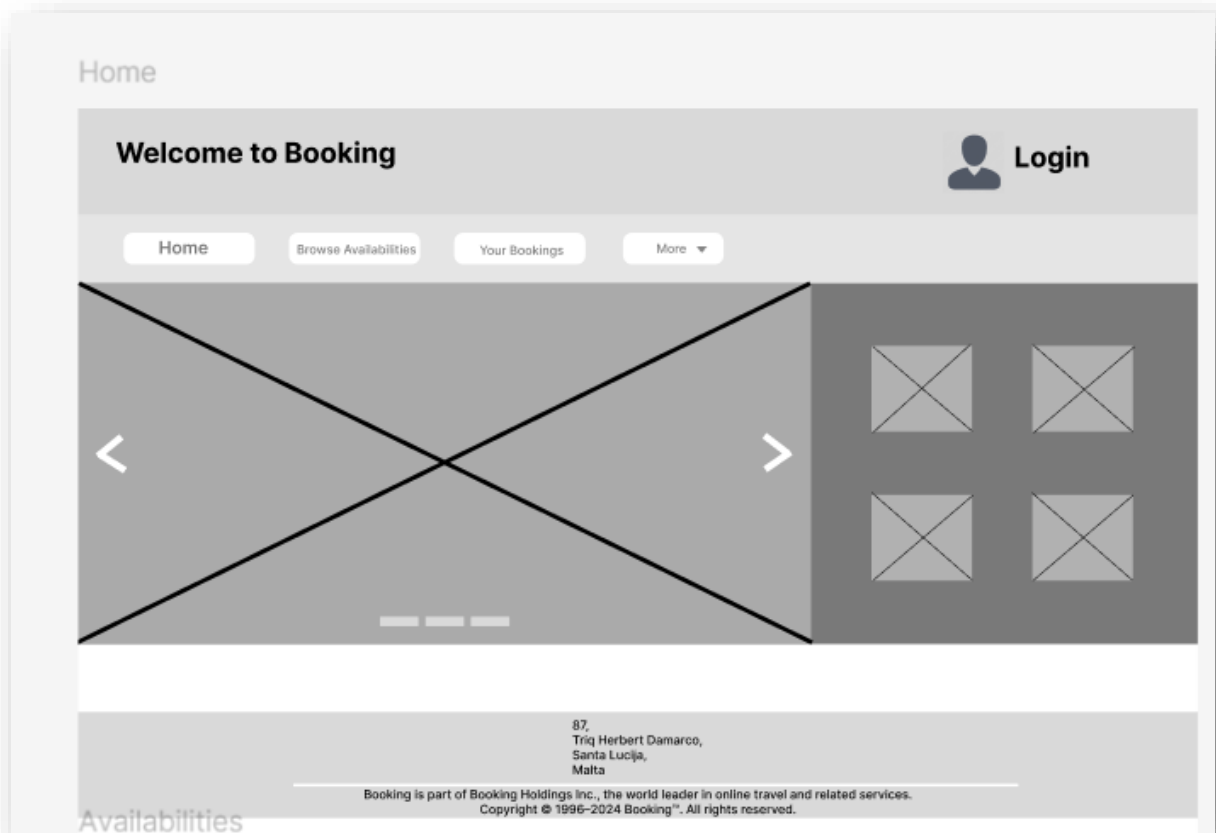
 **Login**







Medium Fidelity Wireframes



Login

Home

Browse Availabilities

Your Bookings

More ▼

Login

Username

Password

Don't have an Account? [Create One.](#)

Login

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Santa Lucija,
Malta

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Register Account

Home

Browse Availabilities

Your Bookings

More ▼

Register Account

Name

Surname

+

Mobile Number

Email Address

House Number

Street

Locality

Register

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Availabilities



Home

Browse Availabilities

Your Bookings

More ▾



Bedroom Type

Cancellation

\$\$\$

See Availability



Bedroom Type

Cancellation

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See Availability



Bedroom Type

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Bedroom Type

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See Availability

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Contact



Login

Home

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Your Bookings

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Name

Email

Mobile No

Message

Submit

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Frequently Asked Questions (FAQ)



Login

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Question

Answer

Question

Answer

Question

Answer

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