HCI Group 7: Trivago website redesign

Extra Credit Assignment:

Overall, our proposed design alternative was received positively by the audience. We balanced our Q&A for feedback with specific and open ended questions to promote new ideas and concerns from the class. When we asked for feedback on our search page, the audience indicated that they like having a lot of information on the page at once. We also asked to specify if audience members liked our redesign of the hotel cards and how to click to get more detailed information below the card. An audience member responded with, “[I] like that [you] kept the tabs for people that want more info, but nicer to click through options if [they] don’t like that.”

This feedback further solidified our decision to improve the UI of the hotel cards.

We then asked for any additional functionality the audience would like to see on the search page, for example a new filter option. An audience member said they’d like to see a ‘feeling lucky’ button, half joking. This could be an interesting feature if we have extra time when developing our design.

We wanted to know what are the important aspects of a hotel or vacation rental that the audience members look for when booking trips. We received a lot of helpful feedback including: closest restaurants or shopping centers for activities, customizing search to constrain radius from an important location such as city center, features to allow users to compare different hotels, and allow for key term searches in reviews. These were all great feature ideas and some are not already implemented by Trivago, including search reviews by key terms and comparing different hotels.

Our team would propose these new features to be added to our search page design and functionality. Currently, reviews for a hotel can be found in the additional details panel that pops up under the hotel card. We could add a simple search bar, and have text that indicates you can search for specific terms such as “breakfast” or “shuttles” to find reviews on what you’re looking for. To compare different hotels, we could add an additional page off of the search page for this functionality. Similar to how apple.com implements it for their iPhone models, with a button labeled “compare hotels.”

To incorporate all the feedback we received from the presentation, we will continue to improve the overall design of the website, as we didn’t receive any constructive feedback regarding our design of pages other than the search page. For the feedback on the search page, we will discuss adding the features for comparing hotels, searching reviews, and adding a ‘feeling lucky’ randomized hotel button.

Audience feedback/answers during our Q&A

1. What do you think of overall design?
   1. Good idea
2. Search page: is it too cluttered with information?
   1. Like having a lot of info at one time
   2. Like that kept taps for people that want more info but nicer to click through options if don’t like that
3. Is there any functionality that could be added to the search page?
   1. ‘Feeling lucky’ button
4. When you’re planning a trip, what’s the most important aspect of a hotel to you?
   1. Closest restaurant, shopping centers, activity centers near the hotel
   2. Include things like airbnb - hostels, etc.
   3. Customizing search - constrain to range from a geographical area
   4. Features to allow user to manually compare different hotels
   5. Include reviews - search for key phrases in the review
5. What is your preferred hotel or vacation search engine? (Travelocity, Expedia, Airbnb, etc)
   1. N/A