DISEÑO DE INTERFACES DE USUARIO
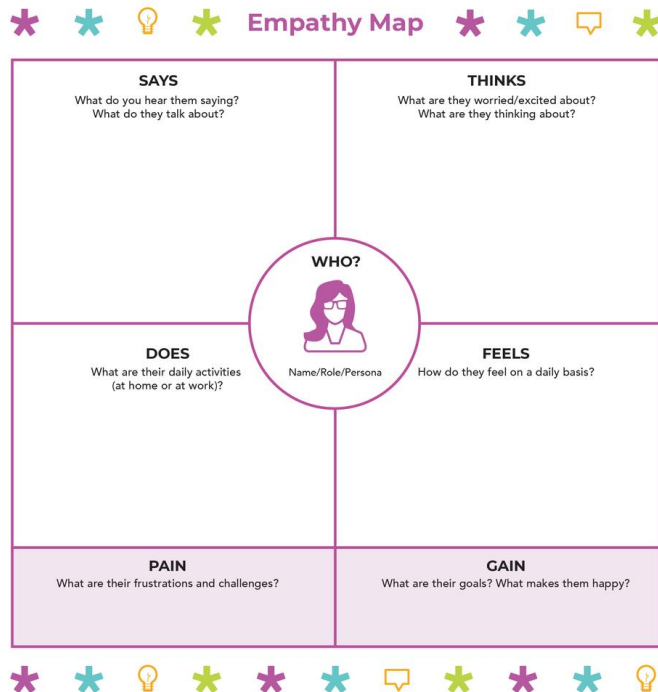
PRÁCTICA 2 – GRUPO DIU3.6

1.- Reframing

Feedback Capture Grid

Positive Aspects	Constructive Criticism
-Illustrative, visual and elegant page -Good pricing -Looks professional	-"I can't see the text with the upper bar" -"There's little information about where the place is and interesting points around it, or its hard to find " -The page it's only in English and Spanish
Questions	**New Ideas**
- "Where can I find information about interesting places nearby"	-Fix the navigation bar -Add new languages -Improve navigation coherence → it suddenly changes to a different-designed page -Add touristic information of near places -Make the "Restaurant Page"

Empathy Map

POV

Point Of View

needs a way to

[Describe USER]

surprisingly / because / but

[user's NEED]

[INSIGHT]

Lifecycle

2.- Propuesta de valor

We want to improve some aspects of the page that can be polished. For example, the navigation bar that eclipses part of the text and keeps the user from reading it.

We want to enhance the navigation so its easier to find the ways to reach the hostel. Also, add features including places of interest near the hostel, so we can upgrade the user experience.

Also, there's a problem of the page's indexation. So, when you are in one sub-page and you want to go to home page, it leads you to another version, maybe an older one.

But the improvement we are going to make is implementing the restaurant page because our clients want to taste typical Spanish food, and this will make better business.
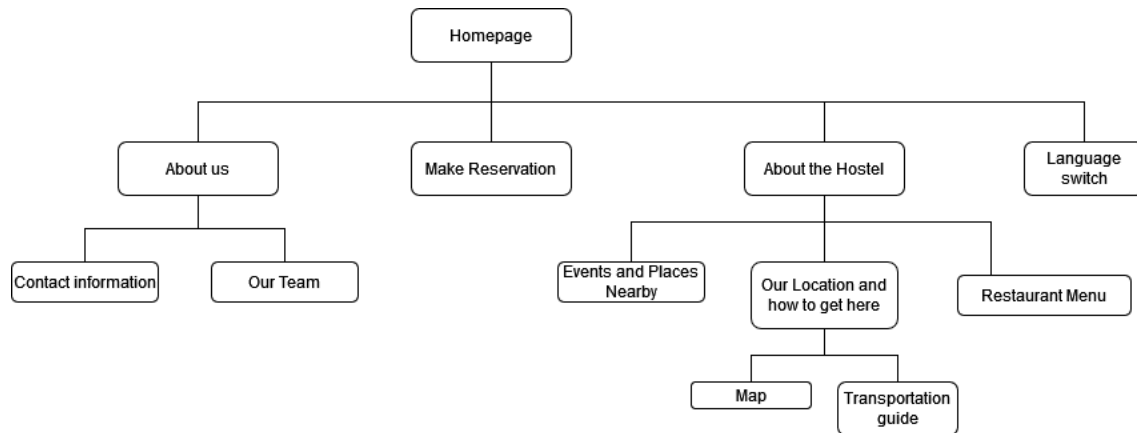
3.-Tasks Analysis

Task Matrix

User Groups	Foreign users	National Users	Young users	Old users
Fix navigation bar	High	High	High	High
Add new languages	High	Low	Low-Med	Low
Add navigation coherence	Med-High	Med-High	Med-High	Medium
Add touristic info	Med-High	Med	Med	High
Ease arriving to hostel info	Med-High	Med	Med	High
Add restaurant page	High	High	High-Med	High

4.- Information Architecture

SITEMAP

LABELS

Label	Scope Note
Homepage	The main hub from which to access all the resources
About Us	Information about the hostel owners
Contact Information	Social media, email, phone numbers to reach relevant contacts
Our Team	Brief introduction of the owners and the staff
Make Reservation	Make a personalized reservation online
Language switch	Choose your language of preference
About the Hostel	Information about the hostel itself and its surroundings
Events and Places Nearby	A list of cultural sites such as restaurants, museums, concert venues etc… that may be interesting to the visitors
Our Location and how to get here	Helpful information for customers to find their way to the hostel
Map	Map of the entourage of the hostel
Transportation guide	An article detailing how to reach the hostel from the most important airports/train and bus stations, including bus/metro lines.
Restaurant Menu	An online menu for the hostel's own restaurant

5.- Prototype
Prototype is found on the annex file "DIU3.6_P2-Prototype.pdf"