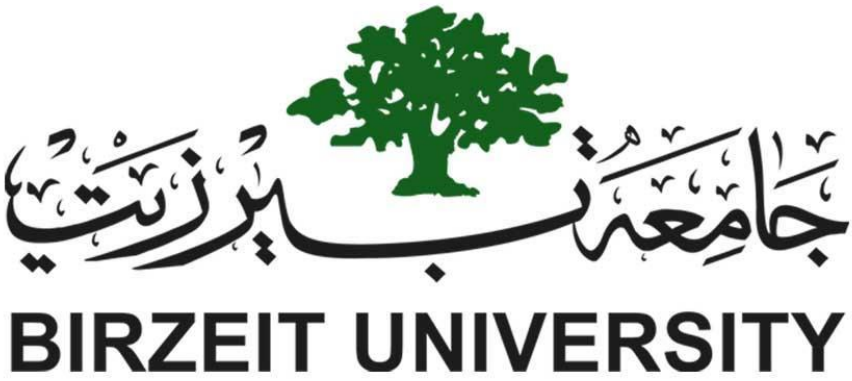

COMP332 HCI
Human-Computer Interaction
Project (Phase 2)

Trivago : The Mobile Application

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Description of the problem:

Trivago mobile application-booking process

Booking a hotel room is supposed to be as easy as buying a pack of cigarette, knowing that people are very different in technology awareness,some people are familiar with using websites and mobile apps and some are not,providing an online booking service must take in consideration the diversity of people using such service , making it understood and easily followed .

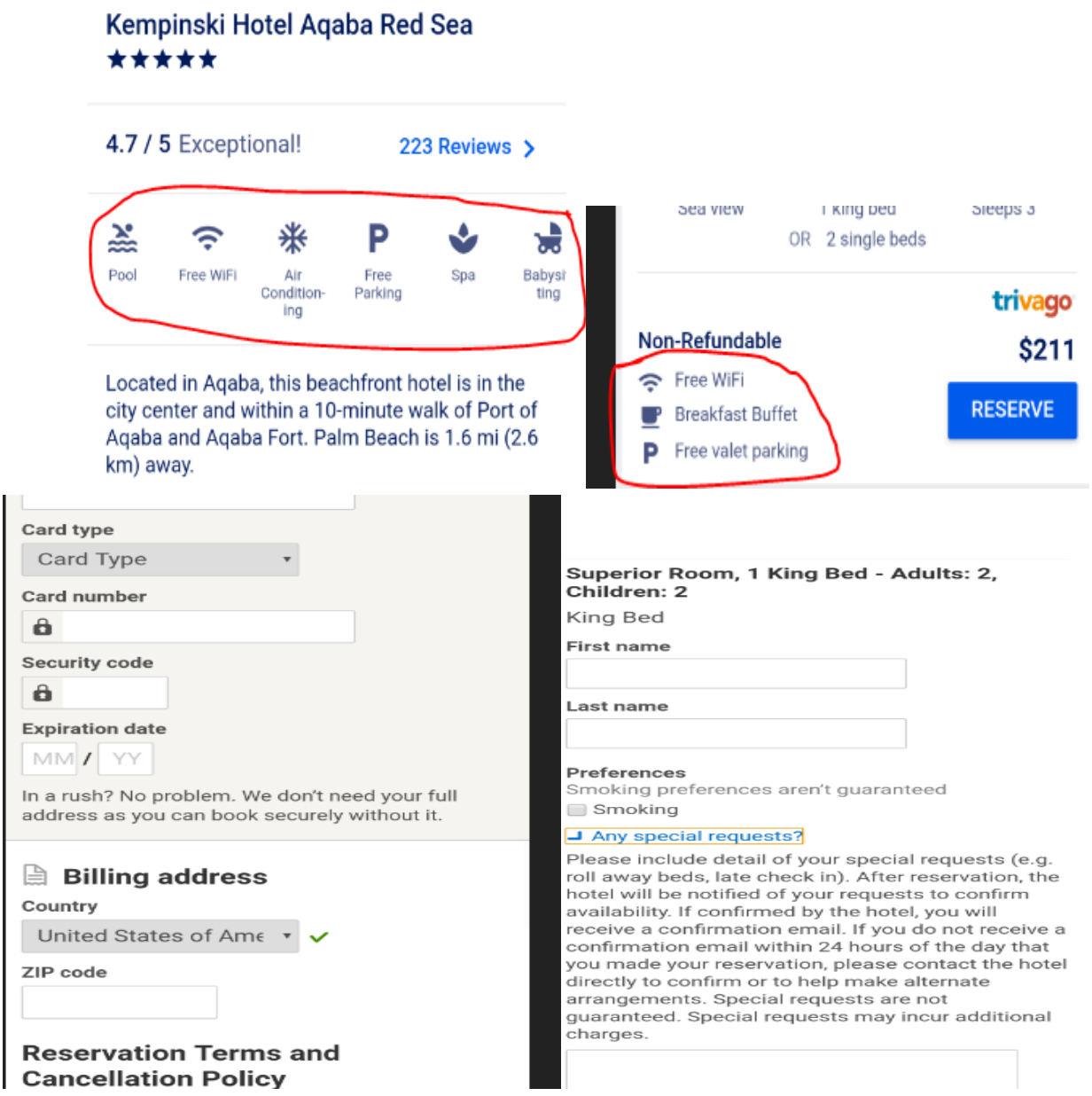
We have noticed a problem using the Trivago mobile application-online booking service for hotels and their products-.The problem was that when we tried to book a cheap hotel room ,we ran into very complex form filling and overfilled details in a away that makes the customer very confused asking where is the end of this reserving .We also noticed that during the reservation process guidance data is repeated in the same page twice or even three times in some cases.

One detail to be mentioned as an example is when we clicked to book a room ; too much data is shown for the user making it hard keeping track of, they asked for every detail in one page instead of dividing the information step by step, and many of the details that been shown has been shown more than once which is too much for the user and it is not needed. Also everytime you want to sign up and write something “the date” for example, it opens a new page or a full screen popup which is annoying for the user.

The offer features for the hotel rooms such as free wifi,swimming pool,free breakfast is shown in the hotel page in a way that misleads users and tricks them into thinking that all rooms in this hotel have these free features while in fact we discovered after two hours of using this app that these were guidance logos presented in each reserving process page its repeated many times, when you open for a room you can see a lot of these features but when you go to book you only see two or three of them. Those

many features are the guide but you find out that only little of them are available so it's like phishing in unclear water .Attached photos below describing how confusing the data is in the same page.

Screenshots of the problem:



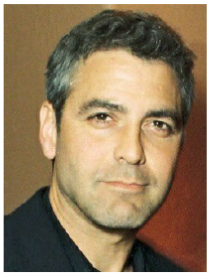
Analysis of the problem:

The user needs to be quickly led to enter data in a way that keeps him on track and not confused,in order to achieve such thing,the format of the data must be a predefined structure,a structure which simplifies reserving process by series model,which means a user is directed into reservation process in steps forms,each step is shown after the previous one is completed which makes the user very familiar with his current position and keeps him on track.

Secondly, having too much information in one page is very confusing and mind disturbing , like if the user had entered wrong information or missed entering something, it’s too hard for the user to recheck and make sure everything is as needed,making him go back and try finding that piece of info that he might got wrong .

Persona of the user:

Moath Abdallah Riad



"The best preparation for tomorrow is doing your best today."

Moath Riad
Age: 28
Work: School Teacher
Family: NewlyMarried.
Location: Ramallah, Palestine
Character: Direct

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Rational **Engaging** **Determined**

Goals

- Bringing the outside world into the classroom.
- Work during regular hours and avoiding working overtime as much as possible.
- Making mistakes is okay as long as you're honest and you own up, think quickly, and recover.

Frustrations

- New and complicated confrontations.
- Repeated requests and demands
- Unengaged students and standing in front of them.

Bio

Moath Riad is committed to student success inside of the classroom and in life. A 1999 graduate of Boston College, Moath has a BA in English. Currently, a teacher in Ramallah Public Secondary School, Moath teaches project-based learning while serving as the interim department chairperson. He believes that student success is created through meaningful relationships. Moath is a member of the Principal's Leadership Team and chairperson for the Student Recognition Committee. In addition, he is the head cross country coach and assistant coach for track and field. Moath serves on the Palestinian Public Schools Athletic Association (PPSAA) cross country, indoor track and student leadership committees.

Ramallah City, Ramallah Public Secondary School, Mathematics & Science

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Guerrilla Efforts & PR

Suggestions to solve problem:

Present the input fields in a clear way that guides the user clearly in a smooth and easy steps taking the important information first to know the user needs and then guiding him by moving to the next fields in a structured format after making sure the user is ready, without having too much information and fields in one page so that the user can keep up of what he needs and wants. Without losing track of what he is doing and without having too much stuff for the user to make it easily understood for him.

Finally, guidance info must be present in a separate section ,so when someone wants to go back and check for logos meaning and rules he does not have to go through reserving process in order to learn or recheck for a logo meaning for example.