

COMP332 HCI
Human-Computer Interaction
Project (Phase 3)

Trivago : The Website

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Problem Statement:

Trivago website Design (Listing Candidate hotels after searching for a location)

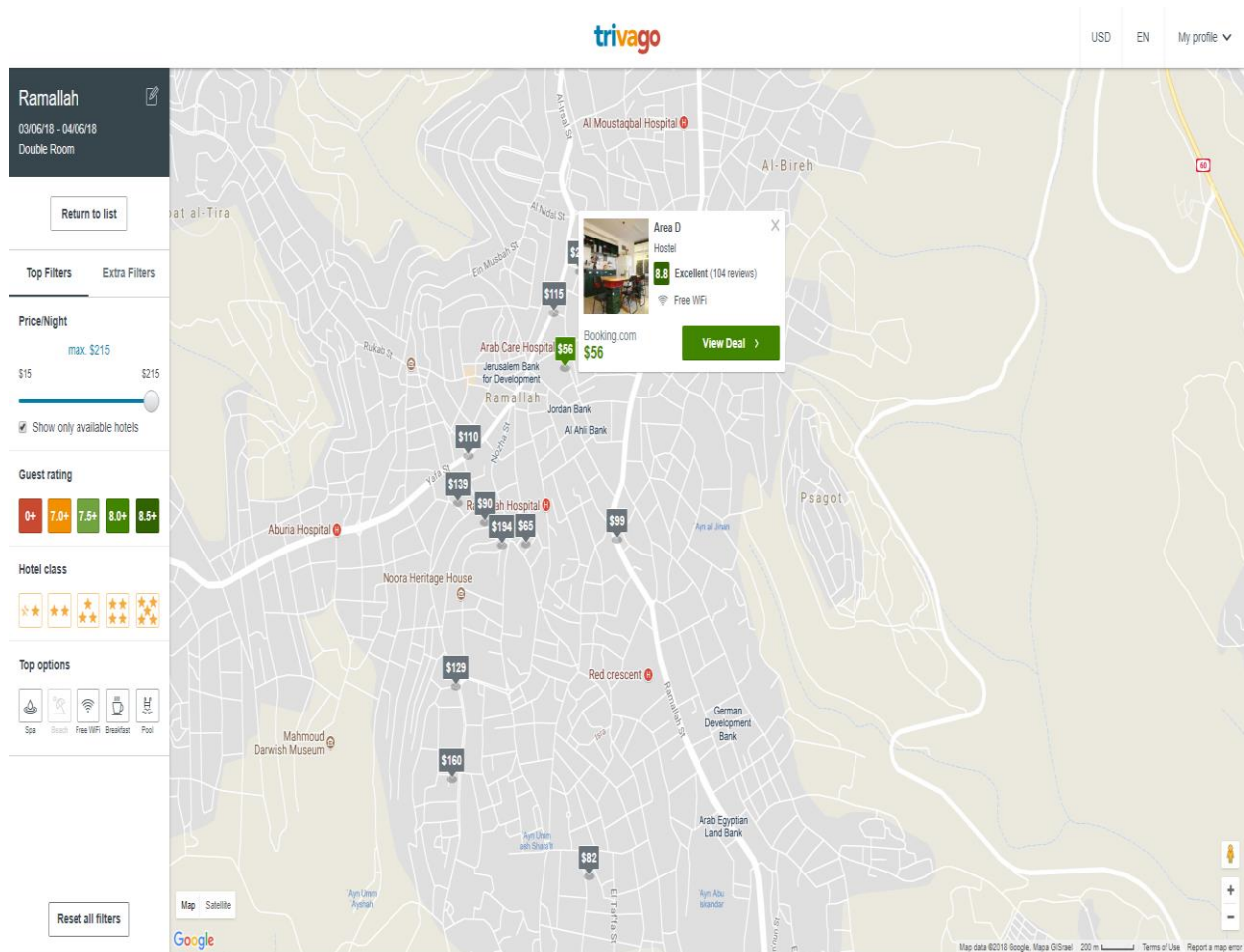
As shown in the screenshot below, the design suffers from fulfilled data that misleads the user and makes him confused in deciding which hotel depending on too many factors.

The screenshot displays the Trivago website interface for searching hotels in Ramallah. The search results are sorted by popularity, showing 16 out of 40 hotels. The left sidebar contains various filters such as Price/Night, Guest rating, Hotel class, Distance from, and Top options. The main content area lists several hotels, each with a thumbnail image, name, location, rating, reviews, and price information. The prices are shown for different booking platforms, and a 'View Deal' button is provided for each hotel.

Hotel Name	Location	Rating	Reviews	Price Range	View Deal
Grand Park	Ramallah, 2.1 km to City centre	7.8 Good	(124 reviews)	Al Mosafer \$175, Expedia \$155, Booking.com \$202	View Deal
Royal Court Suites	Ramallah, 0.8 km to City centre	8.1 Very good	(119 reviews)	Al Mosafer \$114, Expedia \$107, Booking.com \$125	View Deal
City Inn Palace	Ramallah, 1.1 km to City centre	7.8 Good	(44 reviews)	Al Mosafer \$106, Yamsafer \$139, Destinia -	View Deal
Alhambra Palace	Ramallah, 0.1 km to City centre	8.3 Very good	(46 reviews)	Agoda, ZenHotels.com -	View Deal
Palestine Plaza	Ramallah, 1.1 km to City centre	8.0 Very good	(61 reviews)	Yamsafer \$186, Booking.com \$186, Al Mosafer \$210	View Deal
Area D Hostel	Ramallah, 0.3 km to City centre	8.8 Excellent	(104 reviews)	ZenHotels.com -	View Deal

1st Solution:

After searching for a location, the user redirected immediately to a map showing location of candidate hotels in the searched and targeted area and a block view showing a deal at mouse hover.



2nd Solution:

After searching for a location the user presented a grid view of hotel deals and provides the ability for changing sorting technique and choosing the ascending and the descending order.

The screenshot displays the Trivago website interface for searching hotels in Ramallah. The search bar at the top shows "Ramallah, sort by price". The check-in date is Sunday, 03/06/18, and the check-out date is Monday, 04/06/18. The room type is Double Room. The currency is USD, and the language is EN. The user's profile is visible in the top right corner.

The main content area shows a grid of hotel deals, sorted by price. The hotels listed include:

- Al-Hajal Suites**: Home / Apartment, Ramallah, 0.9 km to City centre. Price: \$54. No rating available. Free WiFi. View Deal.
- Signature Suites**: Home / Apartment, Ramallah, 1.6 km to City centre. Price: \$101. No rating available. Free breakfast. View Deal.
- Caesar**: Ramallah, 1.7 km to City centre. Price: \$129. No rating available. Free WiFi. View Deal.
- Area D**: Hostel, Ramallah, 0.3 km to City centre. Price: \$56. Excellent (104 reviews). Free WiFi. View Deal.
- Royal Court Suites**: Hotels.com, Ramallah, 0.8 km to City centre. Price: \$110. Very good (119 reviews). Free WiFi. View Deal.
- Lavender Boutique**: Hotels.com, Ramallah, 1.0 km to City centre. Price: \$139. No rating available. Free WiFi. View Deal.
- Retno**: Ramallah, 1.0 km to City centre. Price: \$82. Good (48 reviews). Free WiFi. View Deal.
- Alhambra Palace**: Ramallah, 0.1 km to City centre. Price: \$115. Very good (48 reviews). Free WiFi. View Deal.
- Grand Park**: Hotels.com, Ramallah, 2.1 km to City centre. Price: \$202. Good (124 reviews). Free breakfast. View Deal.
- Garden Suites**: Ramallah, 2.5 km to City centre. Price: \$82. Good (23 reviews). Free WiFi. View Deal.
- Caesar**: Ramallah, 1.7 km to City centre. Price: \$129. No rating available. Free WiFi. View Deal.
- Palestine Plaza**: Hotels.com, Ramallah, 1.1 km to City centre. Price: \$194. Very good (81 reviews). Free WiFi. View Deal.
- Beauty Inn**: Ramallah, 1.0 km to City centre. Price: \$90. No rating available. Free WiFi. View Deal.
- Lavender Boutique**: Hotels.com, Ramallah, 1.0 km to City centre. Price: \$139. No rating available. Free WiFi. View Deal.
- Carmel**: Hotels.com, Ramallah, 1.1 km to City centre. Price: \$194. No rating available. Free WiFi. View Deal.
- Alhambra Palace**: Home / Apartment, Ramallah, 0.1 km to City centre. Price: \$95. No rating available. Free WiFi. View Deal.
- Grand Park**: Hotels.com, Ramallah, 2.1 km to City centre. Price: \$202. Good (124 reviews). Free WiFi. View Deal.
- Millennium Palestine**: Hotels.com, Ramallah, 0.2 km to City centre. Price: \$209. No rating available. Free breakfast. View Deal.

The left sidebar contains filters and options:

- Top Filters**: Price/Night (max. \$209), Show only available hotels, Guest rating (0+ to 8.5+), Hotel class (1 to 5 stars), Distance from (City centre, max. 20 km), Address.
- Top options**: Spa, Beach, Free WiFi, Breakfast, Pool.

Null Hypothesis:

There is no difference with subjects satisfaction between the old design and the new designs.

Independent Variable:

Our independent variable is the **Design Type** , we are manipulating multiple designs the current and a suggested (two) designs in order to get to the appreciated design that reaches our user satisfaction which is the dependent variable.

- 1.Old design.
- 2.map design.
- 3.Grid design.

Conditions:

- 1.Old design.
- 2.map design.
- 3.Grid design.

Dependent Variable:

user satisfaction is our only dependent variable , since it responds to the change we are trying to make on the three suggested designs, the old (current) and the two new ones, after all ,our measuring factor which directly reflects our designs is user satisfaction and the way to increase it.

Subjects & Data Collection Technique:

The subjects are the 4th year female students of Commerce College.

Using the With-in group Technique.

We will use google forms and shuffle the order of the designs to measure subject's satisfaction.

Grouping:

Within Group Design:

All participants will be presented the three conditions then we use the questionnaire answers to detect user satisfaction on each condition.

Questionnaire Questions:

1. Which design satisfies your needs the most?
2. Which design was easier to find what you need ?
3. Which design was faster to find what you need?
4. Which design was most visually appealing?
5. How likely would you recommend this design to a friend?

Data Analysis Technique:

Repeated Measures ANOVA:

We will take all the data we gathered from the within group experiment on the subjects and compare them using the “repeated measures ANOVA” to check if there is any difference in the subject satisfaction between the designs and to check the null-hypothesis if it is right or wrong.

