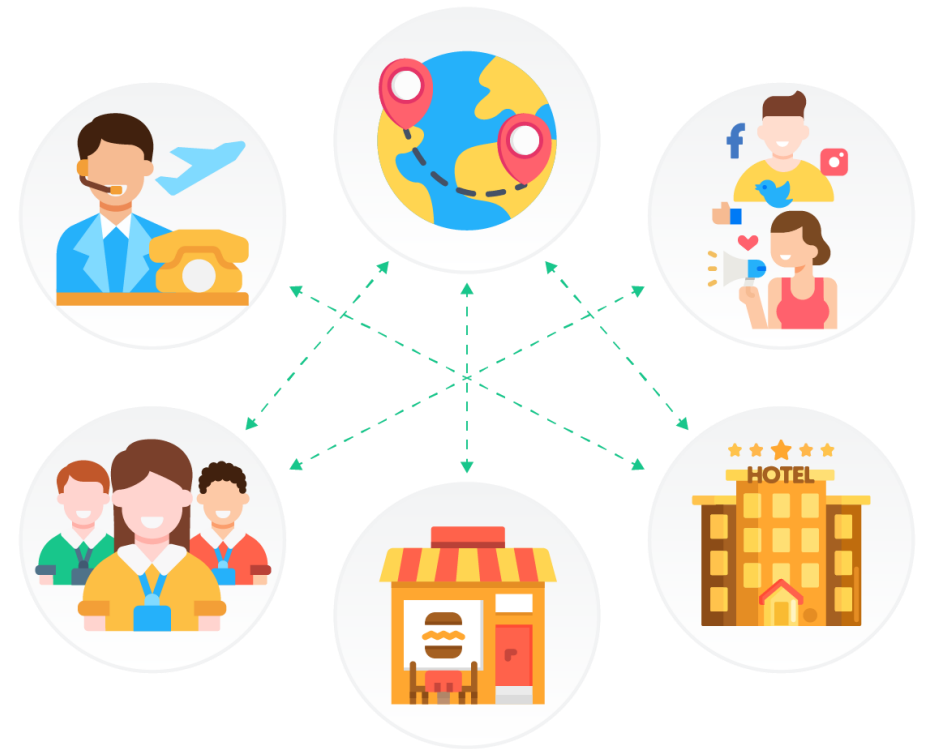


GOTO HUB

Jon Olsson
Student project



EMPATHIZE

Goals:

- Book the most popular **activity** using **smartphone**
- Learn more about what gear is recommended for **mountain hiking** using **ipad**

Problem:

- Cannot book on local site
- Time consuming
- No local support

Users:

- Hotel stayer
- All age Groups
- Adventurer
- Last minute booker

Assumptions:

- Can use iPad
- Segregated info/booking 😞



DEFINE

HOW MIGHT WE

- catch the users attention?
- Make it user friendly yet customizable?
- make the concept compelling to hotels?

KEY

- Simplify booking process

WHY IS THE PRODUCT NEEDED

- Low fee option
- Cater to local industry

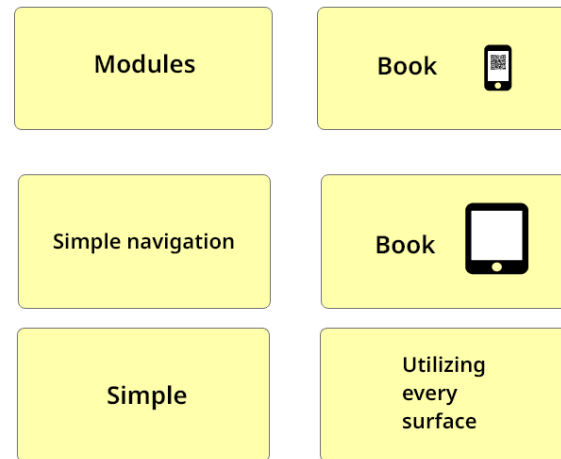
IDEATE

Design → thoughts

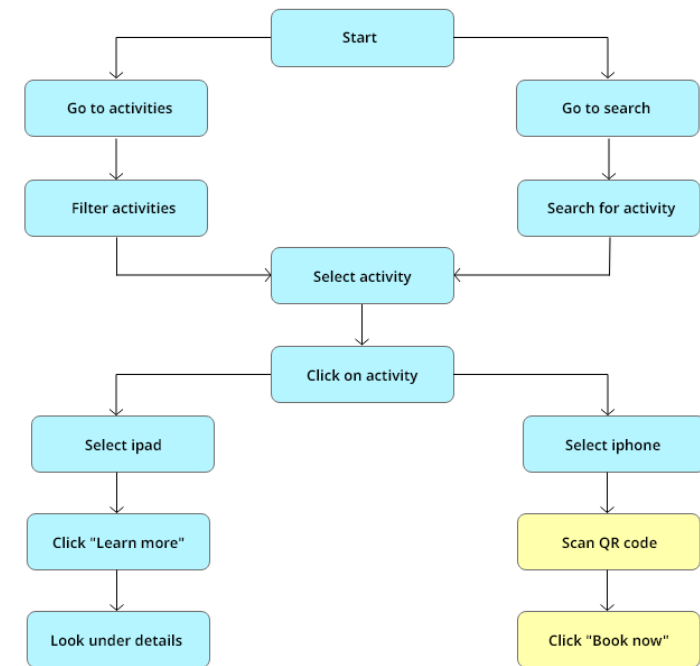
Motivation

The concerns I have is whether the business model is viable. There is no brand recognition if each hotel has its own design and customers have no user accounts, making any kind of targeted discounts or loyalty schemes unfeasible.

Basic concept



USER FLOW



 Outside of scope

PROTOTYPE

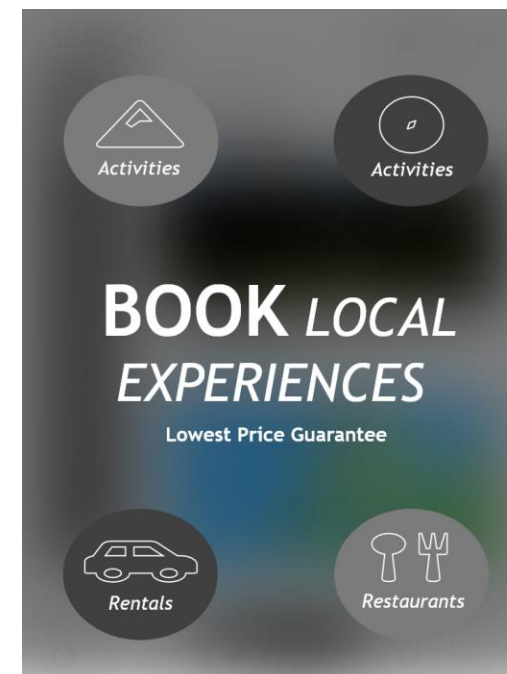
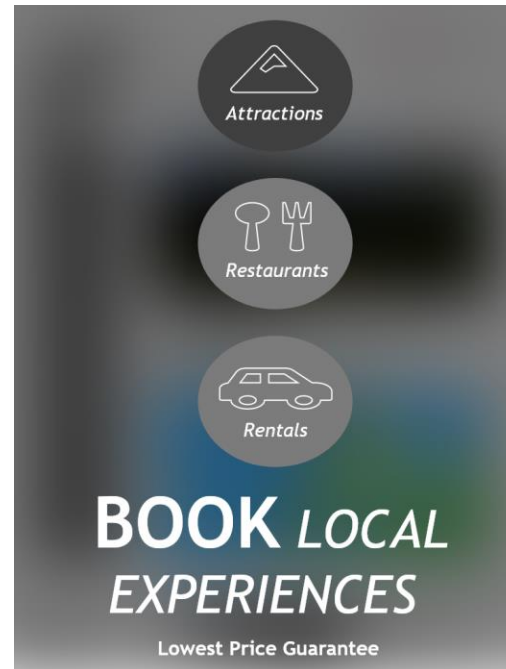
Prototype —→ Fidelity

Motivation

Design is highly customizable in terms of color scheme. High-Fidelity prototype seems unnecessary at this stage as it would draw attention from the UX aspects of the design.

Focus on alternative layouts and creating various components, rather than colors and Sharp textures.

A negative aspect of this fidelity is that it doesn't fully immerse the user with vibrant colors, which limits the appeal factor. It also makes it harder to differentiate between the different experiences and neutralises the effect of various Icons and images, something this design leans heavily upon.



There are 3 design suggestions for the intro screen, with user testing showing a preference towards the third option.

Design —→ Information architecture

Motivation

I have looked at copywriting and UX Writing when choosing the taxonomi/labeling.

An example is limiting the use of Words that strongly imply a commitment or a purchase, instead encouraging the user to act and investigate. I have also shortened and rephrased some text elements to avoid clutter and to keep it simple and helpful.

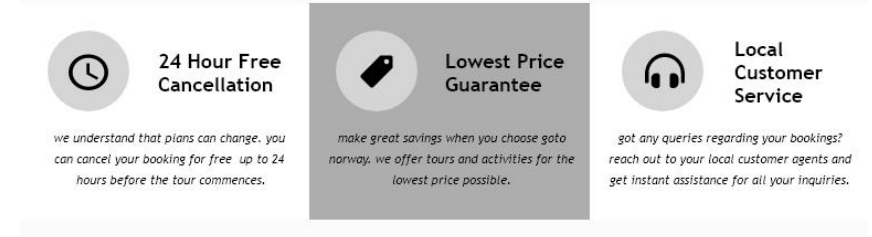
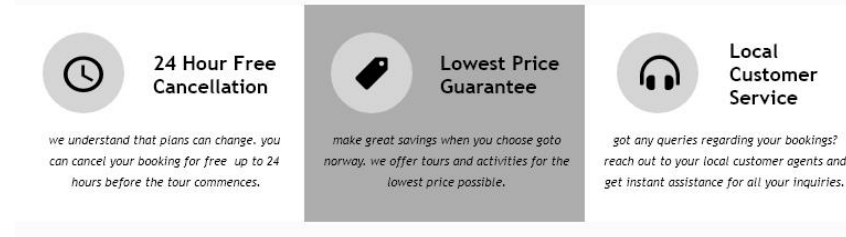
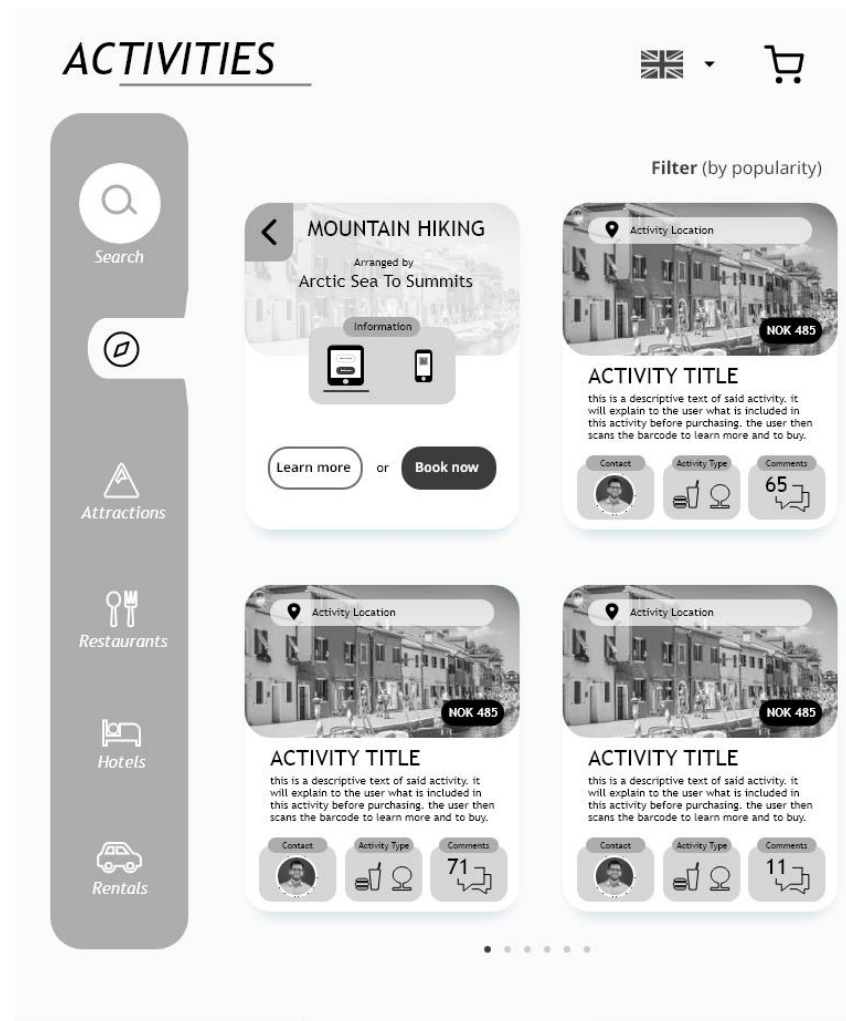
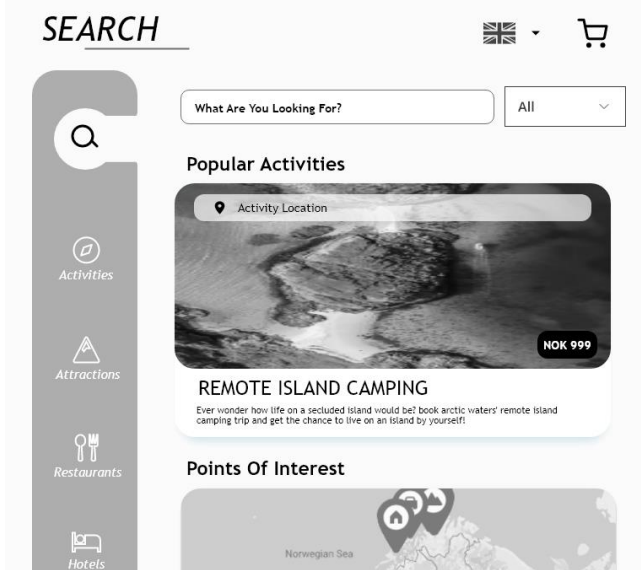
<https://limetta.se/tips-metoder-for-digitala-projekt/UX-Copy--Bättre-anvandarupplevelse-och-konvertering/>

In terms of information architecture, the app currently supports 3 ways of navigating; Global, Search and Sitemap. A search algorithm is not essential but recommended due to the significant amount of bookable experiences that would tire any user who is looking for information fast on an iPad.

A filtering system was added and ideally the ability to sort should be considered.

The existing organization system (hierarchical) was kept as it is consistent with competitors and for the type of service.

My recommendation is to expand upon it by adding sub-categories, both to the global navigation and the sitemap.



Design —→ principles

Visual hierarchy

Distance, Environment and key business goals were all considered when designing the hierarchy. it was designated a focus area as I made the assumptions that users were most likely to pass by the iPad to and from their rooms or observe the design from a distance as they visit the reception. As a result I kept the visible amount of information at any time to a minimum, and abided to the following principle:

- Attract

I experimented with perspective by adding a "screensaver or "resting screen" to give elements some distance and make it much easier to visualize from afar. Animated colorful icons will spark an interest.

- Intrigue

The wording and hierarchy of the label will intrigue users to check out the available selection of activities in order to compare prices.

- Deliver the message

The user has approached the iPad and spots the message to intrigue them further.
Lowest price guarantee.

Design —→ principles

Less is more

Throughout the design process a conscious decision was made to limit the amount of available information visible at the same time. The existing design was also reviewed with elements that were deemed superfluous or cluttered removed or merged.

Consistency

Special consideration has been made with maintaining consistency with the existing platform but also throughout the iPad version. **Design system:** Apple.

Design —→ difficulties

Motivation

Finding a balance between fitting relevant information onto each page and still making it readable on an iPad was a challenge and is something that needs to be improved upon with the current design iteration.

Reducing the number of experiences visible at one time to one option, and removing certain elements such as Contact details for arranger and number of reviews from the cards is another option being considered to be able to increase font size and create a more lean design. Additional user testing is recommended.

SEARCH



HikingXAll

Search Results (5)

Activity Location

NOK 485

MOUNTAIN HIKING

this is a descriptive text of said activity. it will explain to the user what is included in this activity before purchasing. the user then scans the barcode to learn more and to buy.

Contact

Activity Type

Comments

29

Activity Location

RIVER HIKING

this is a descriptive text o will explain to the user wh this activity before purcha scans the barcode to learn

Contact

Activity Ty

ActivitiesAttractionsRestaurantsHotelsRentals

check availability

Search Results

Provided By Arctic Sea To Summits

HighlightsDescription

Fall in love with mountaineering as you explore the region of harstad.

Climb In Rough Terrain And Enjoy The Beautiful Vistas Surrounding You At The Top.

A Local Experienced Guide For An Immersive And Exciting Adventure.

Features

Free cancellation until 24 hours

Direct Confirmation

Mobile Ticket

Lowest Price Guarantee

Details

Food and Drinks

There are 3 stop throughout the hike where participants can choose from the following:

- Breakfast

- Lunch

- Beverages

info@acrticseatosummits.se

Reviews

★ 4.11 (29 reviews)

excitement3.8

environment4.3

guidance4.4

food & drink4.0

?4.7

?4.4

name 1

november 2020

lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac lobortis lectus. aliquam erat volutpat. vestibulum conse consectetur augue, sagittis ornare sapien fermentum hendrerit.

name 1

march 2021

lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac lobortis lectus. aliquam erat volutpat.

name 1

june 2019

lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac lobortis lectus. aliquam erat volutpat.

name 1

august 2021

lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac lobortis lectus. aliquam erat volutpat. vestibulum conse consectetur augue, sagittis ornare sapien fermentum hendrerit.

show all reviews

Pickup

MapDescription

Tour Pick up place

ActivitiesAttractionsRestaurants

Hiking

Keyboard

Design —→ challenges

Motivation

Finding a balance between fitting relevant information onto each page and still making it readable on an iPad was a challenge and is something that needs to be improved up in future design iterations. Reducing the number of experiences visible at one time is one option, and removing certain elements such as contact details for arranger and number of reviews from the cards is another option being considered to be able to increase font size and create a more lean design.

Design —→ future

Motivation

The Review system could be expanded upon with the introduction of a grading system.

The option to bookmark activities, rentals etc was considered but I found it problematic to implement since there are no user accounts and each customer (hotel) has its own eco system, rendering such a feature somewhat incompatible with the current business model.

Additional component sizes to allow creater customization.

A click test and a Eye tracker test could be used for the intro page and for the two user tasks. A card or tree sort would be useful at a later stage if the sub-categories are implemented, unless the user (hotel) is able to customize the information structure.



TEST

First iteration —→ Product owner feedback

Two different usability tests were made during the first design iteration.

A **think aloud** user test was conducted using two tasks. I found this suitable due to it being easy and quick to set up, and the simplicity of the task made the results somewhat easy to analyze.

4 participants successfully completed the tasks. Results showed a preference for the phone booking option, a higher tone of voice when presented with two options to proceed and slight confusion as to how to open an activity. Negative comments included lack of understanding the Iphone booking and difficulty to read the text.

A **5 second test** session was also conducted prior to the user test, due to its simplicity but also because I was designing a product that needed to draw attention from a simple glance. Participants successfully identified the purpose of the app, commenting on the navigation, the headlines and the images. Negative feedback included lack of brand awareness and lack of understanding of some of the headlines.

First iteration —→ Product owner feedback

Liking basic concept. Wants an option to book via iPad. Wants to see more pages visualized, such as product page and search. Wants more focus on White label and flexibility for customers when creating their site.

Thank you for
reading

