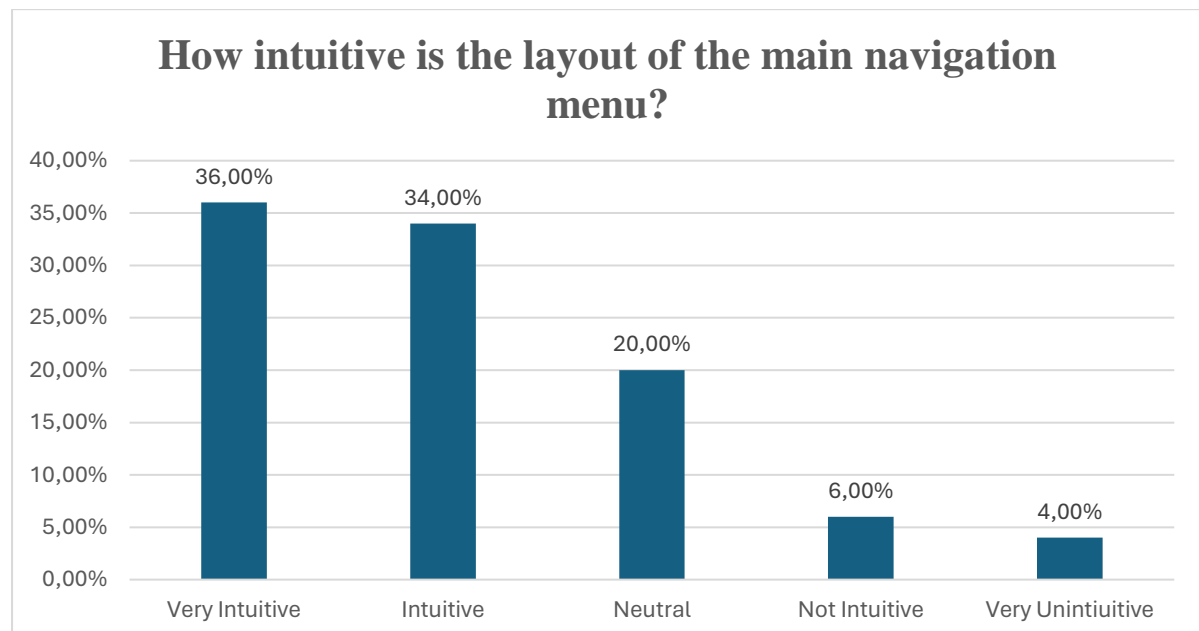
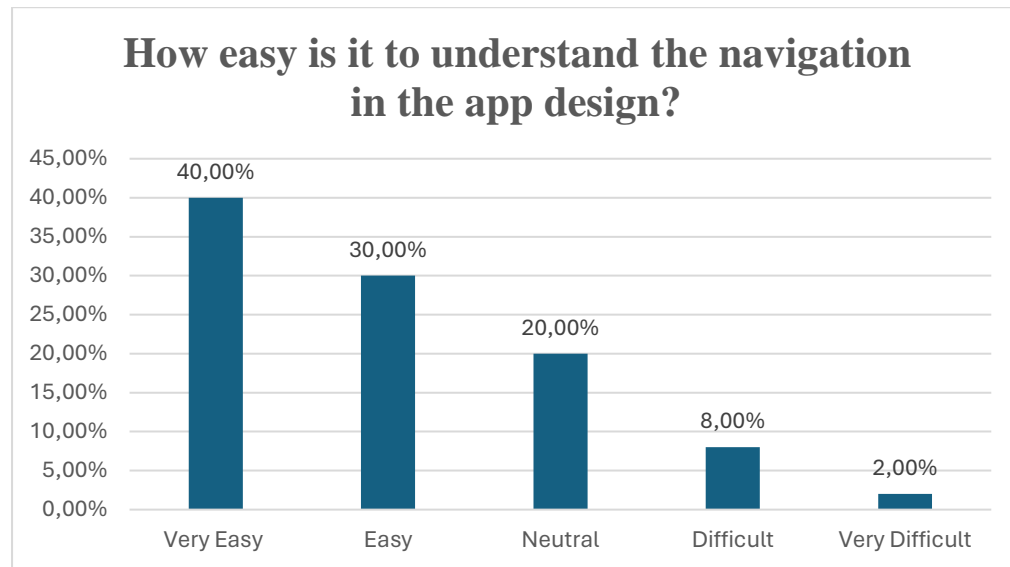


Group Members (LA95):

1. Leony Suhendryck Mao – 2702242253 - Computer Science
2. Liauw, Jeremy Marvelle – 2702337376 - Computer Science
3. Vincensius Shane Hendro – 2702258011 - Computer Science
4. Radithia Marco Thendrawan – 2702304283 - Computer Science

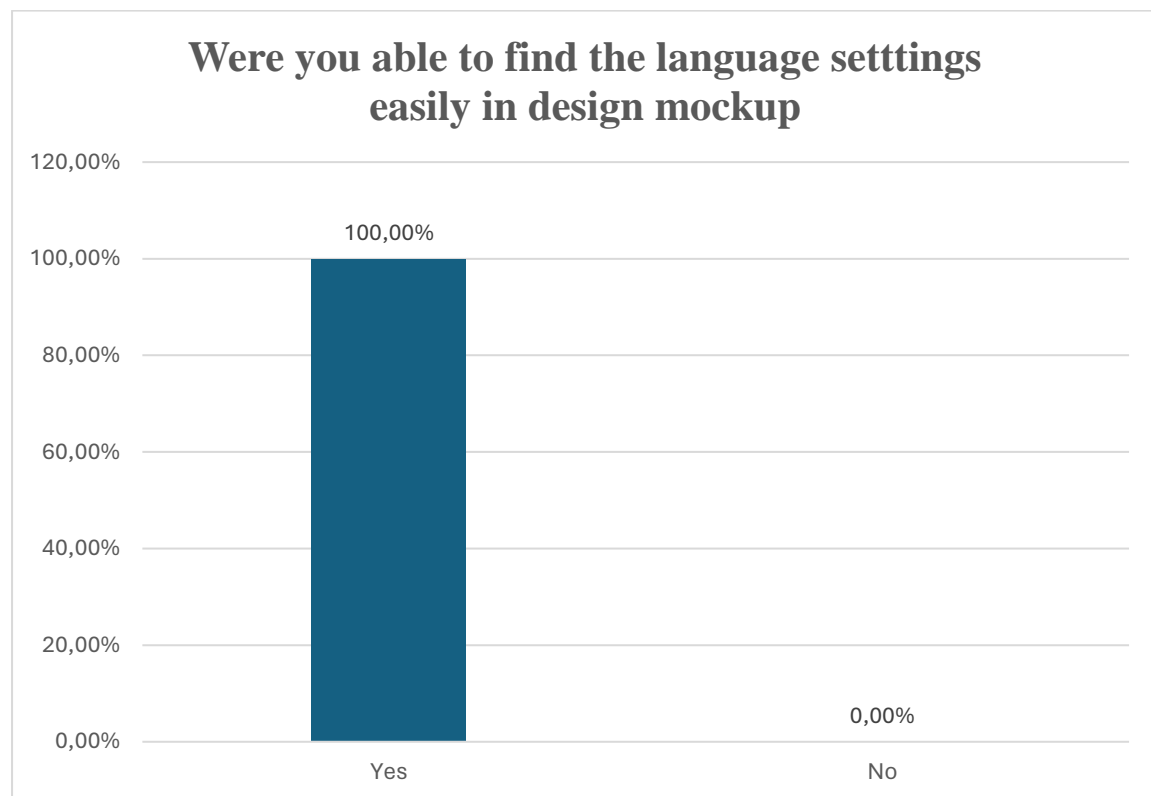
Data Analysis



Overall Design and Navigation:

Feedback: The majority found the navigation easy to understand, with 40% respondents rating it as "Very easy" and 30% as "Easy". The layout of the main navigation menu was considered intuitive by 70% respondents (36% "Very intuitive" and 34% "Intuitive").

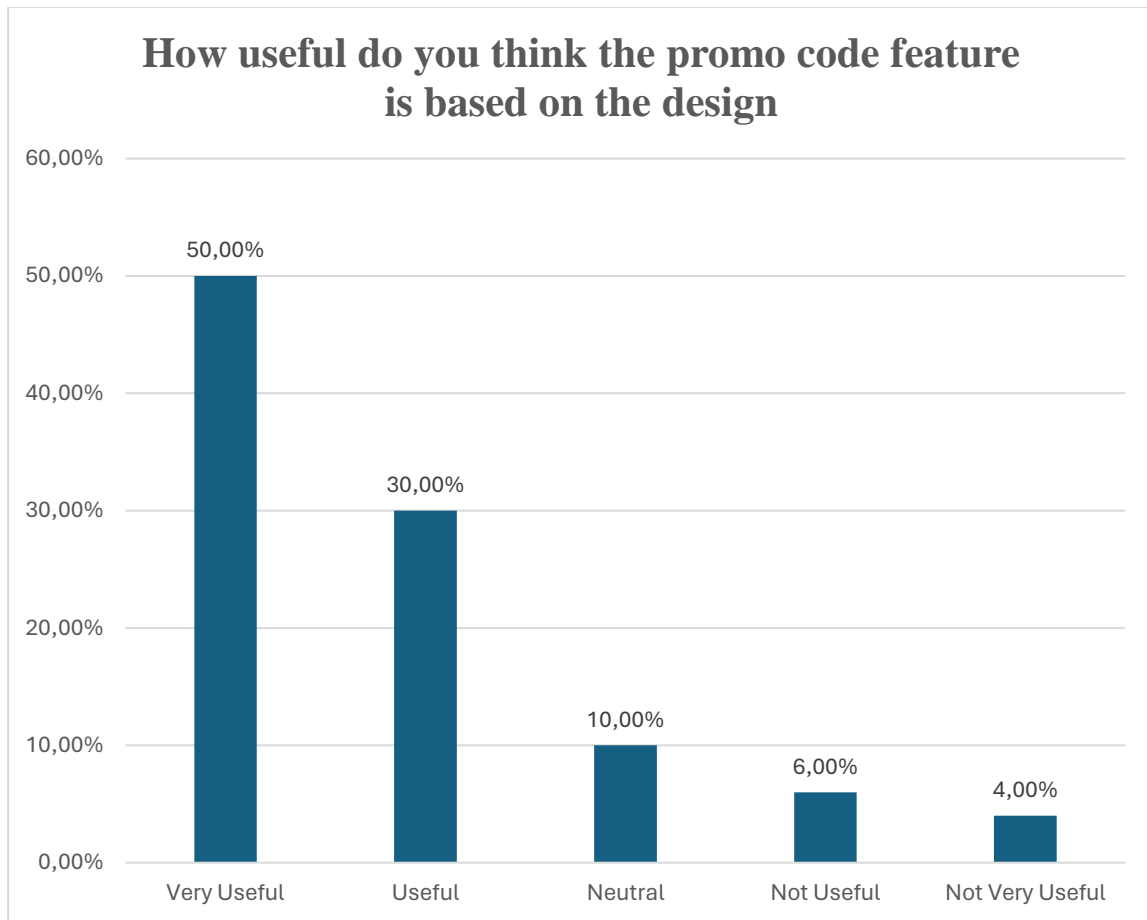
Changes that can be made: No major changes needed in navigation structure. Minor improvements can be made to address the 5 respondents who found navigation difficult ("Difficult" or "Very difficult"), we will add a brief onboarding tutorial that guides new users through the app's main features and navigation, and use universally recognized icons to enhance understanding.



Language Settings:

Feedback: All respondents (100%) were able to find the language settings easily.

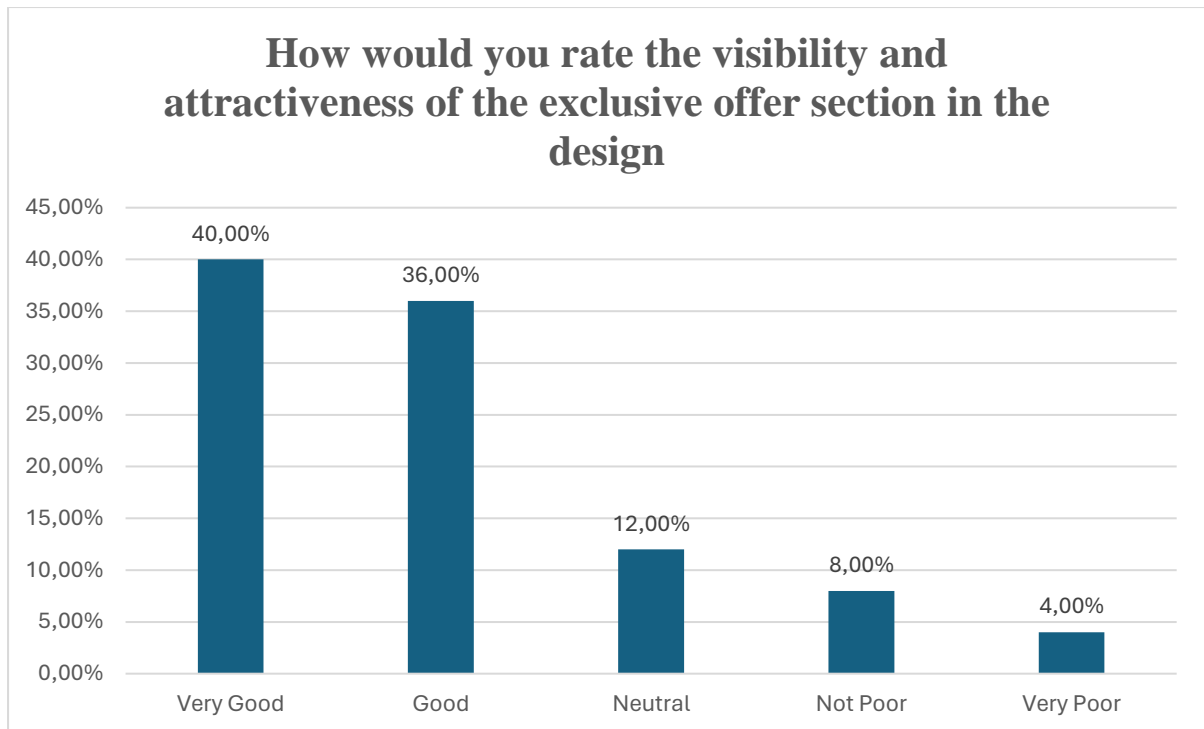
Changes that can be made: No changes needed for the language settings feature.



Promo Code Feature:

Feedback: Highly valued, with 80% (40 out of 50) rating it as Very useful or Useful.

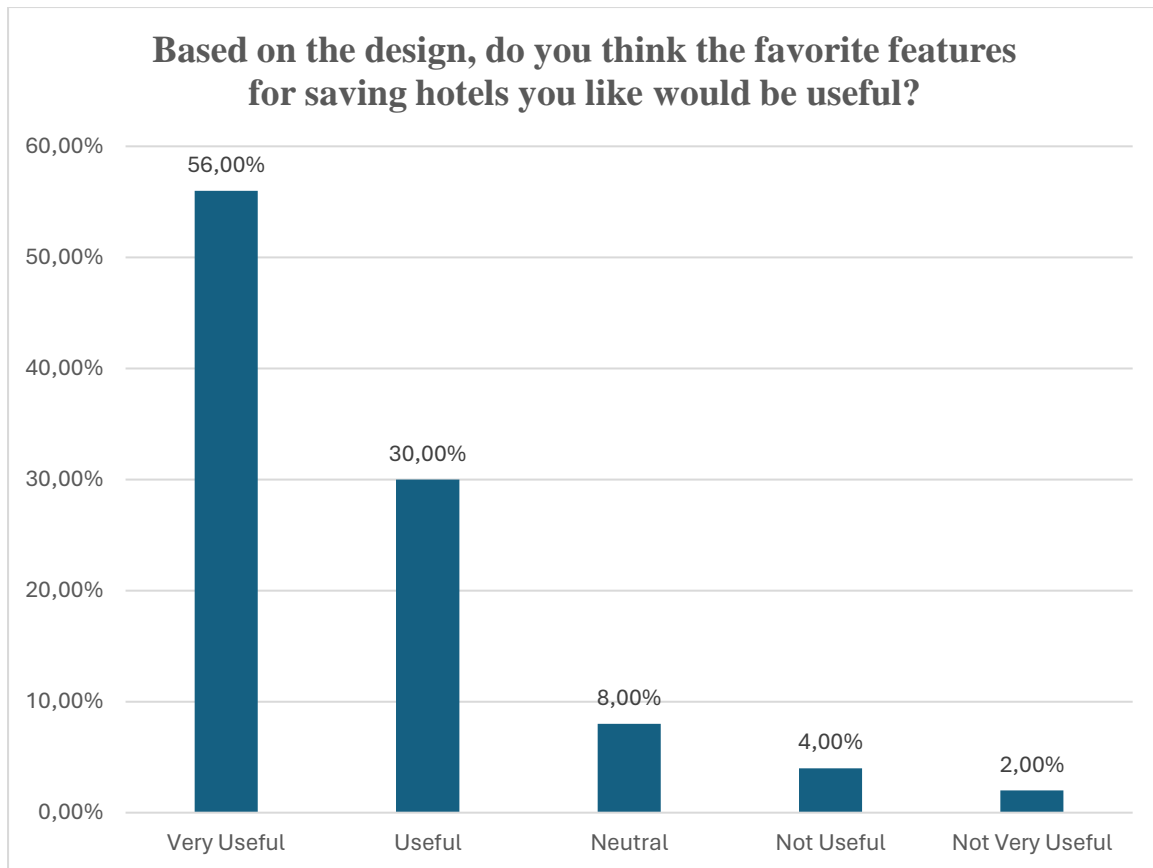
Changes that can be made: Maintain the current design but we will add a history of used promo codes for enhanced user experience, or implement notifications for promo codes that are about to expire to ensure users can take advantage of them in time.



Exclusive Offers Section:

Feedback: The majority found it attractive, with 76% (38 out of 50) respondents rating it as "Very good" or "Good".

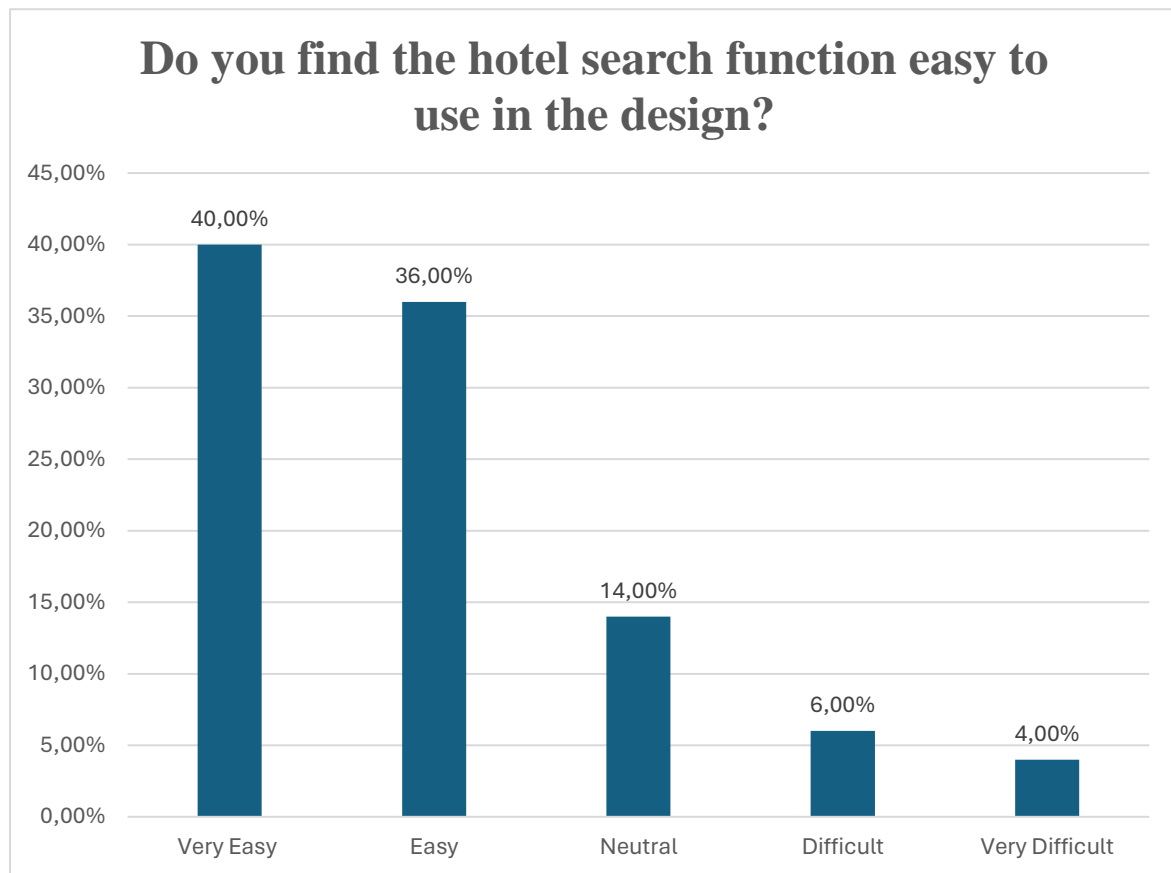
Changes that can be made: No significant changes are needed but we will improve visibility for the limited time offer as suggested by 6 respondents who rated it Poor or Very Poor.



Favorites Feature:

Feedback: Highly useful according to 86% (43 out of 50) of respondents.

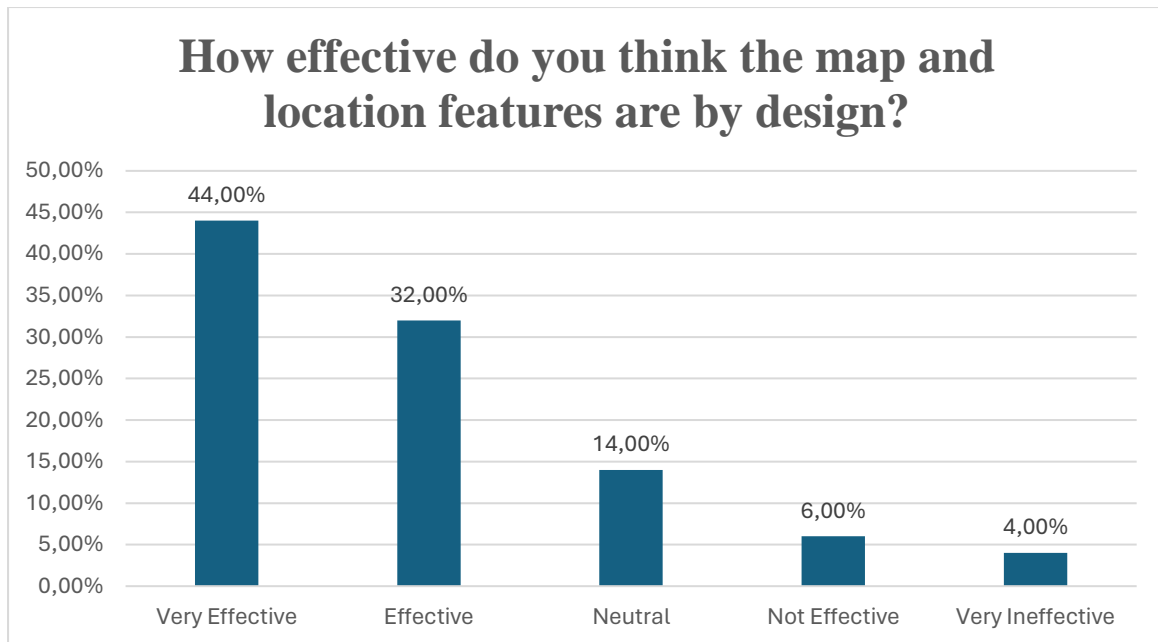
Changes that can be made: Maintain the current design, we will ensuring it remains easy to access and manage.



Hotel Search Function:

Feedback: Considered easy to use by 76% (38 out of 50) of respondents.

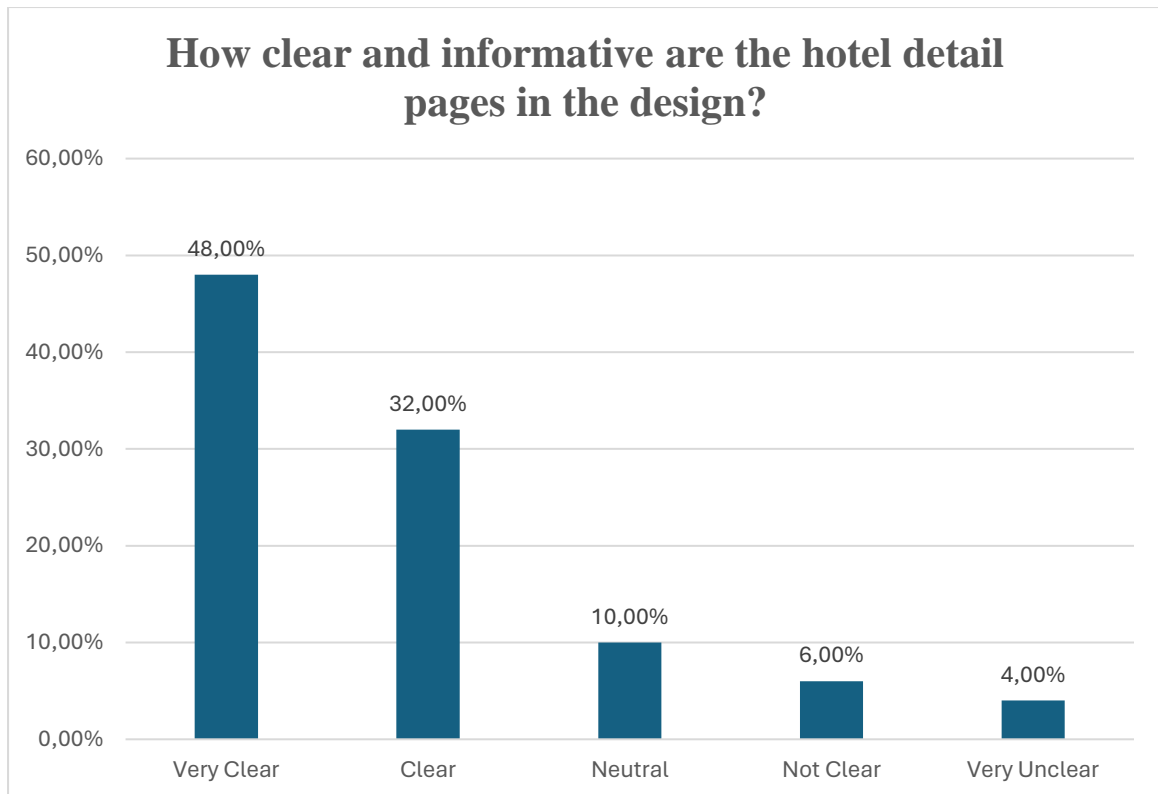
Changes that can be made: Maintain the current design but we will continue to monitor for improvements based on future feedback.



Map and Location Feature:

Feedback: Effective according to 76% (38 out of 50) of respondents.

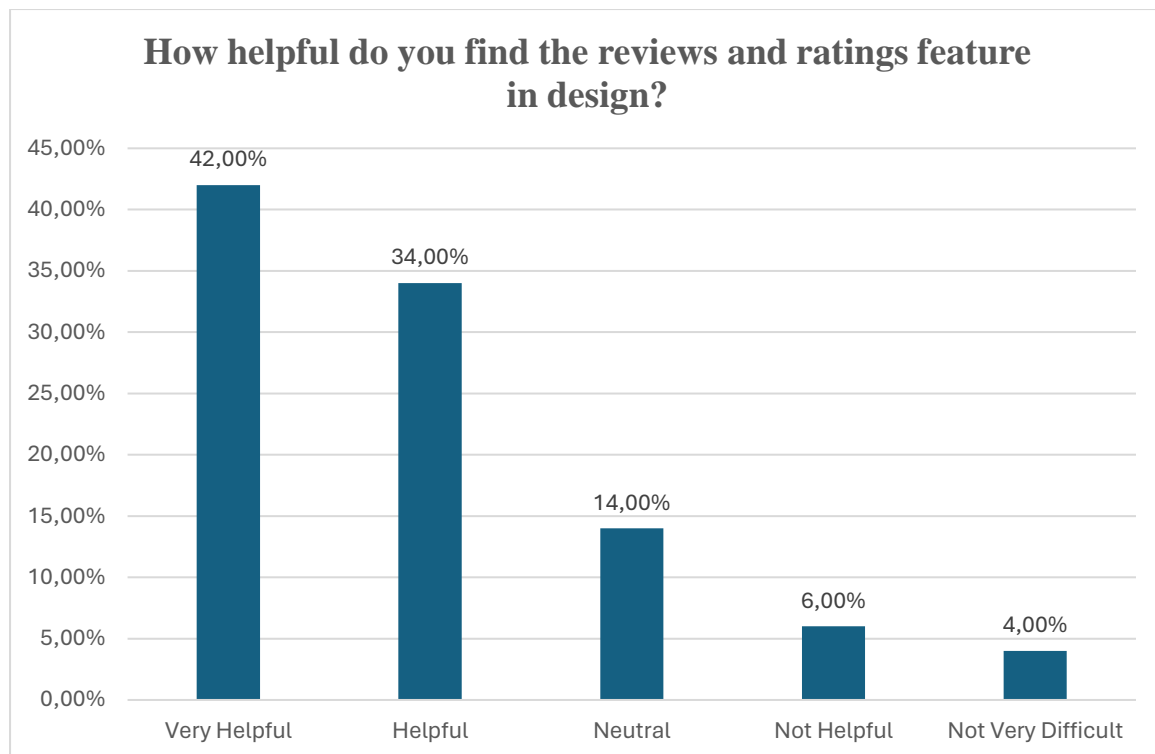
Changes that can be made: No significant changes needed. We will optimize the map loading speed to ensure it is responsive and smooth, providing a better user experience and offering an offline map feature that allows users to download maps for use when they have limited or no internet connectivity.



Hotel Details Pages:

Feedback: Clear and informative according to 80% (40 out of 50) of respondents.

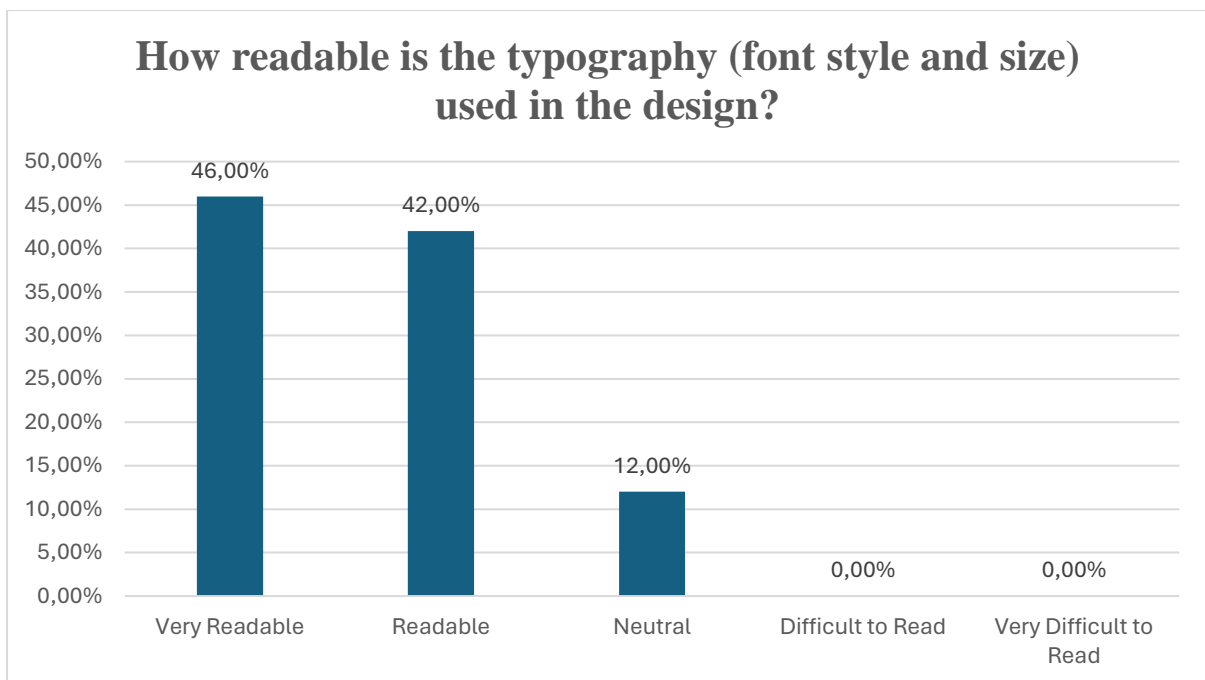
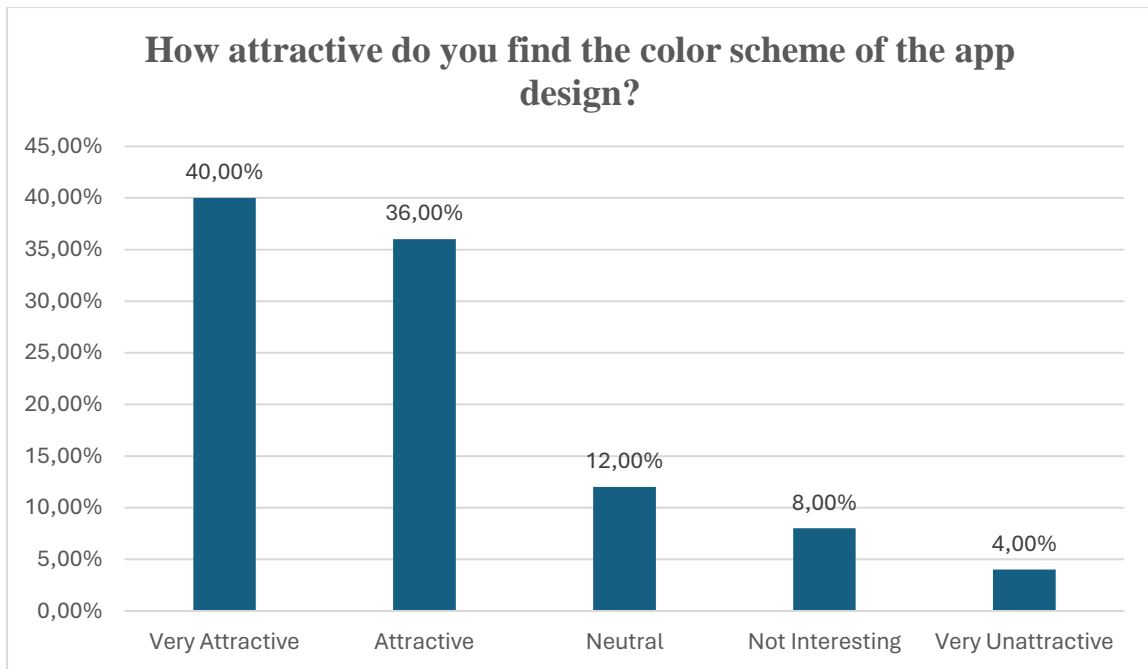
Changes that can be made: Maintain clarity but we will add more visual aids (images, icons) to enhance information delivery.

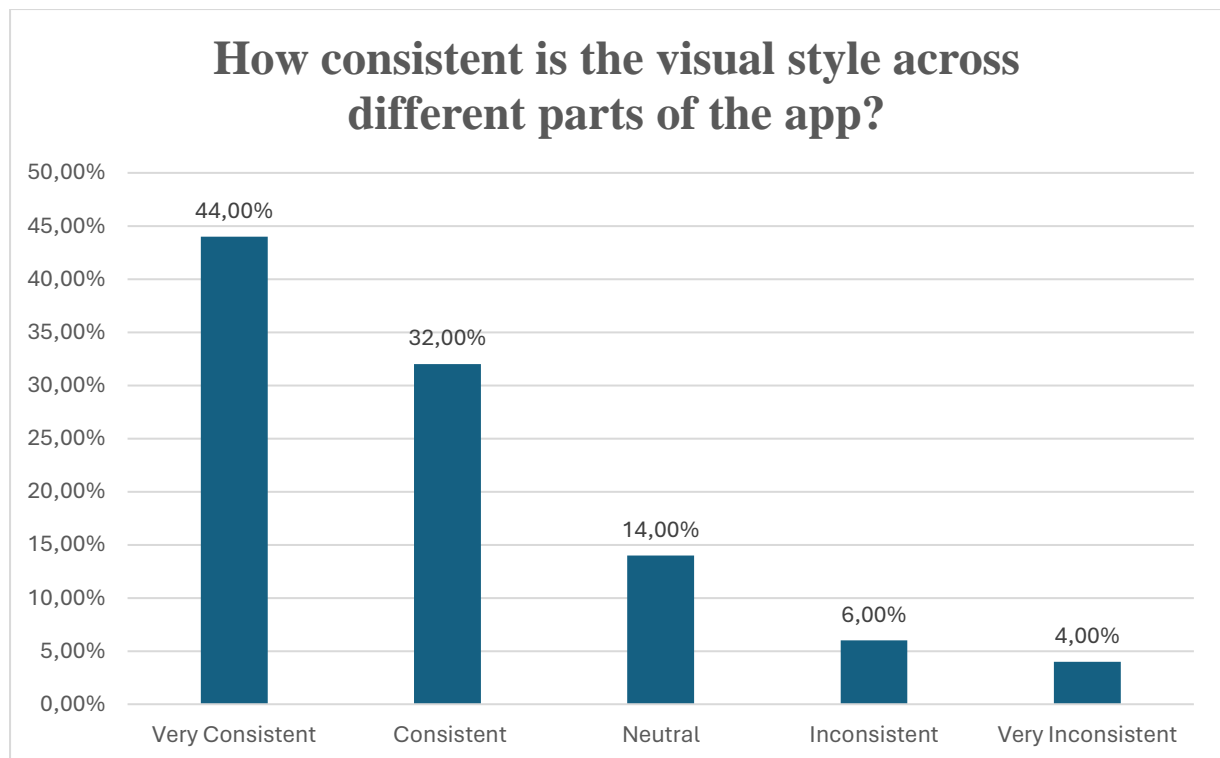


Reviews and Ratings Feature:

Feedback: Helpful according to 76% (38 out of 50) of respondents.

Changes that can be made: No changes needed, maintain the current design.

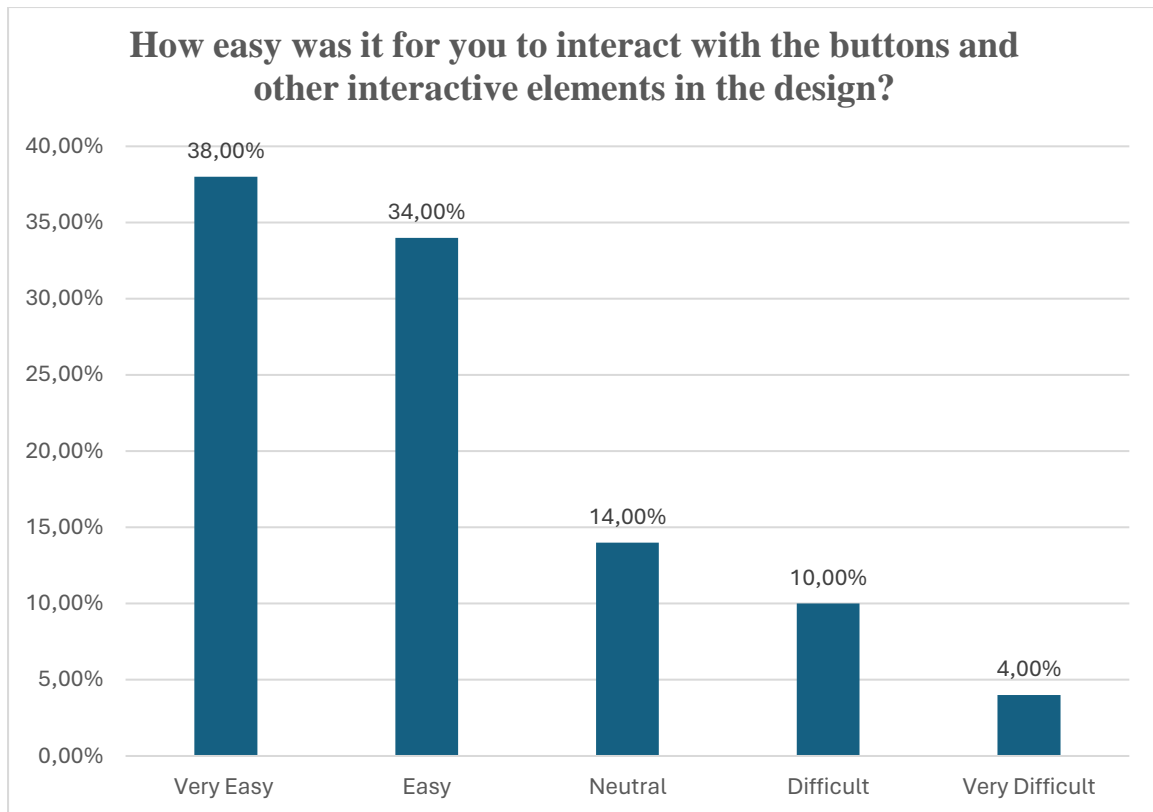




Visual Design:

- **Color Scheme:** Attractive to 76% (38 out of 50) of respondents.
- **Typography:** Readable according to 88% (44 out of 50) of respondents.
- **Consistency:** Consistent according to 76% (38 out of 50) of respondents.

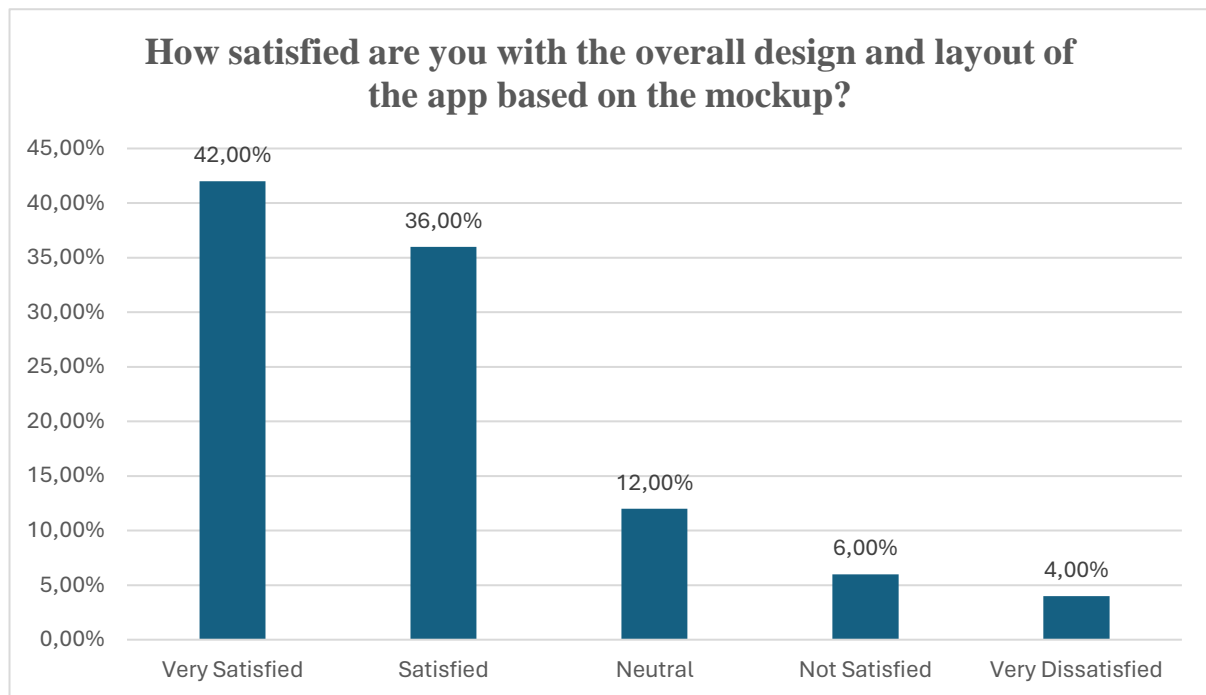
Changes that can be made: We will maintain the current visual design elements with minor tweaks to address the users who found inconsistency or unattractive elements. Such as add a high-contrast mode option for better accessibility, ensuring that text and interactive elements are easier to see for all users and allow users to choose from a few different colour themes or modes (light, dark, and high-contrast) to suit their personal preferences, for the 24% who found the colour scheme less appealing. To enhance readability and appeal for the remaining 12%, we will offer adjustable font size settings to accommodate users with different visual needs. For the 24% who noticed inconsistencies, we will utilize a component library to ensure all design elements follow the same style guidelines and visual standards.



Interactive Elements:

Feedback: Easy and very easy to interact with according to 72% (36 out of 50) of respondents.

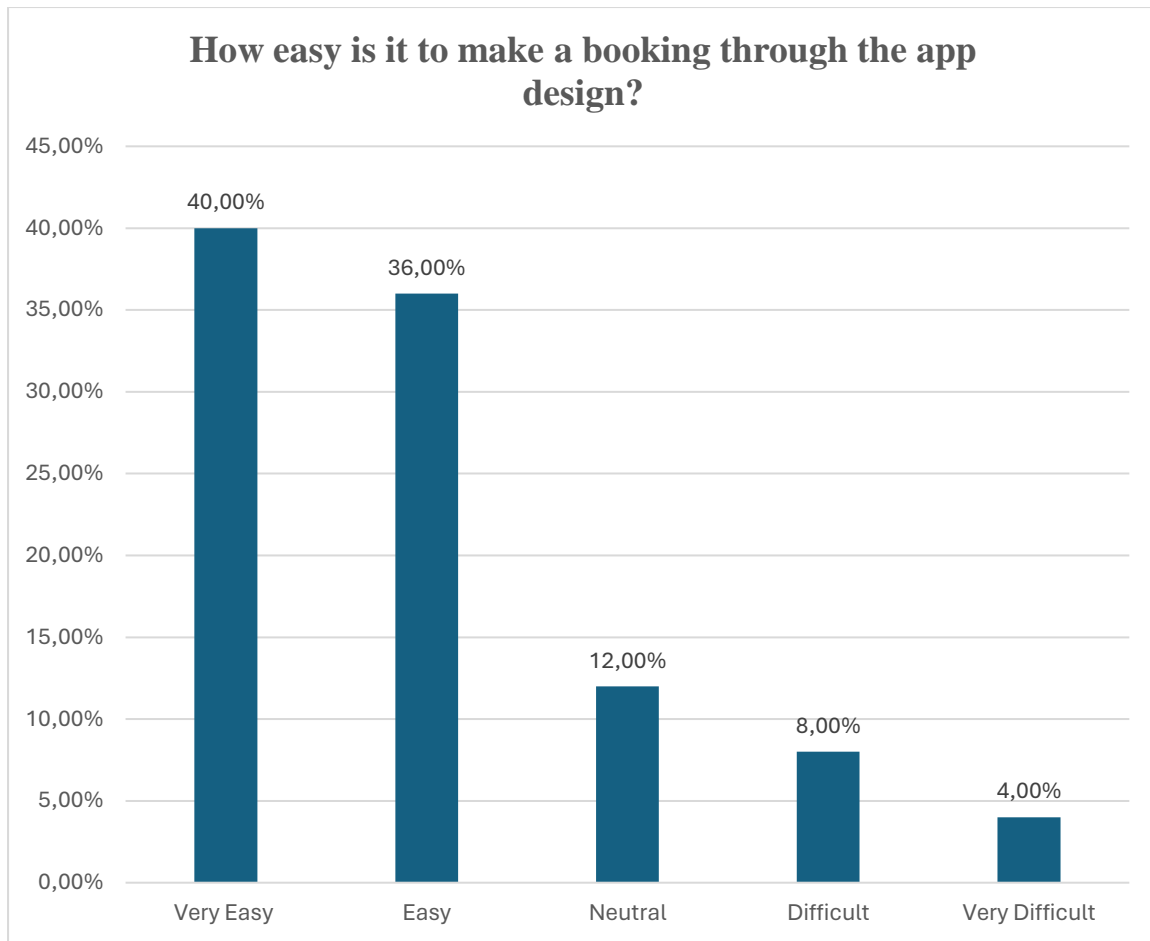
Changes that can be made: We will enlarge or reposition interactive elements for better accessibility based on feedback from those who found it difficult.



Overall Satisfaction:

Feedback: Satisfied and very satisfied with the overall design according to 78% (39 out of 50) of respondents.

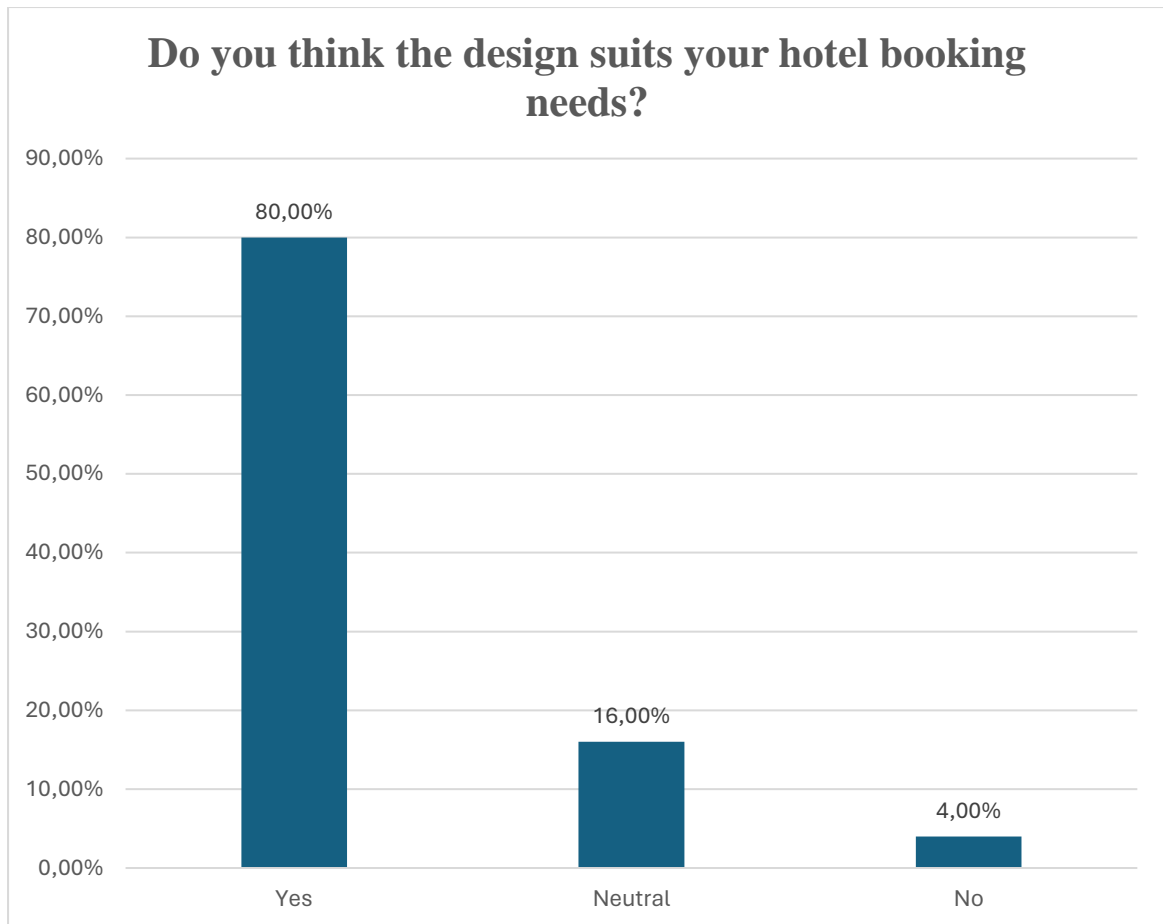
Changes that can be made: Minor tweaks to address dissatisfaction from 10% (5 out of 50) of respondents. Such as optimize the app to ensure fast loading times and smooth transitions between screens. This can improve the overall user experience and reduce frustration. We will regularly update the app to fix any reported bugs and glitches that might be causing dissatisfaction.



Booking Process:

Feedback: Easy and very easy for 76% (38 out of 50) of respondents.

Changes that can be made: Maintain the current booking process flow, for 8% who found it difficult and 4% who found it very difficult, we will add confirmation steps or summaries for clarity.



Suitability for Booking Needs:

Feedback: 80% (40 out of 50) felt the design suited their needs.

Changes that can be made: We will address concerns of 4% (2 out of 50) who did not feel the design suited their needs by ensuring all features are accessible and the booking process is seamless.