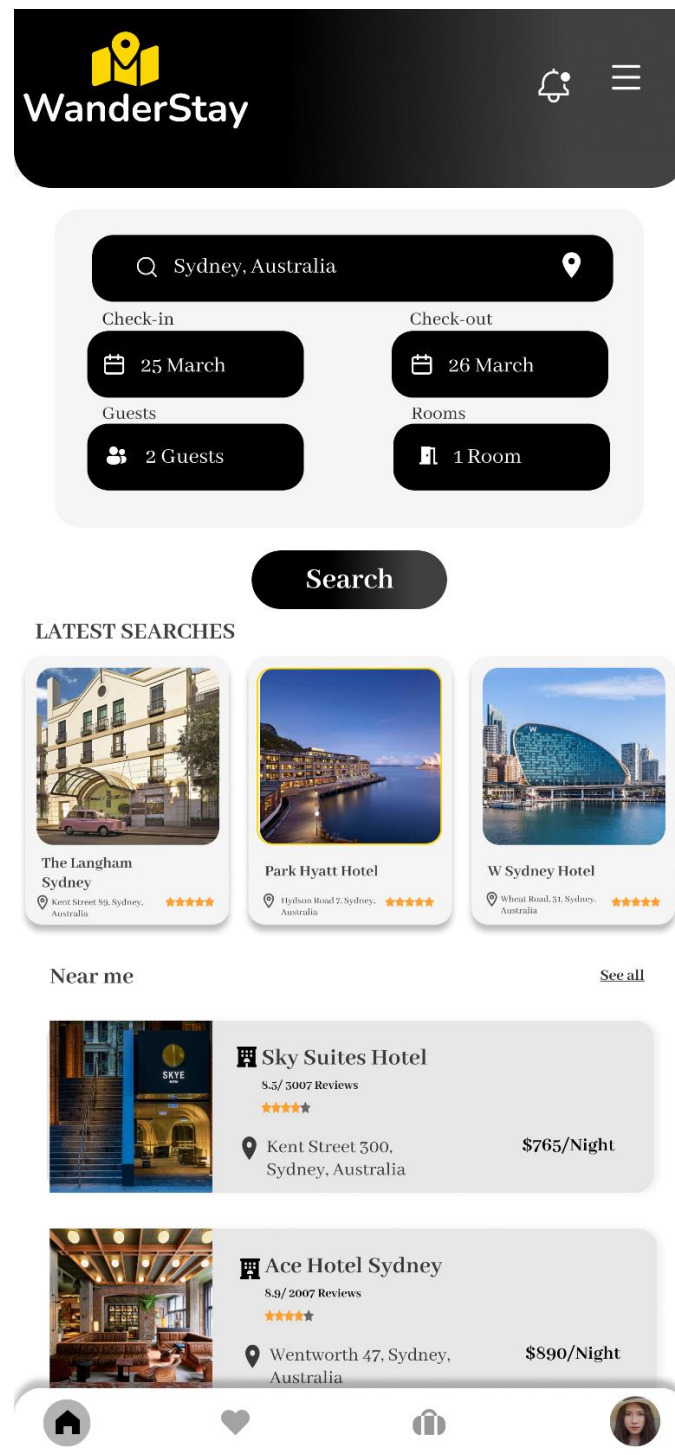


Group Members (LA95):

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This is the homescreen of our application:

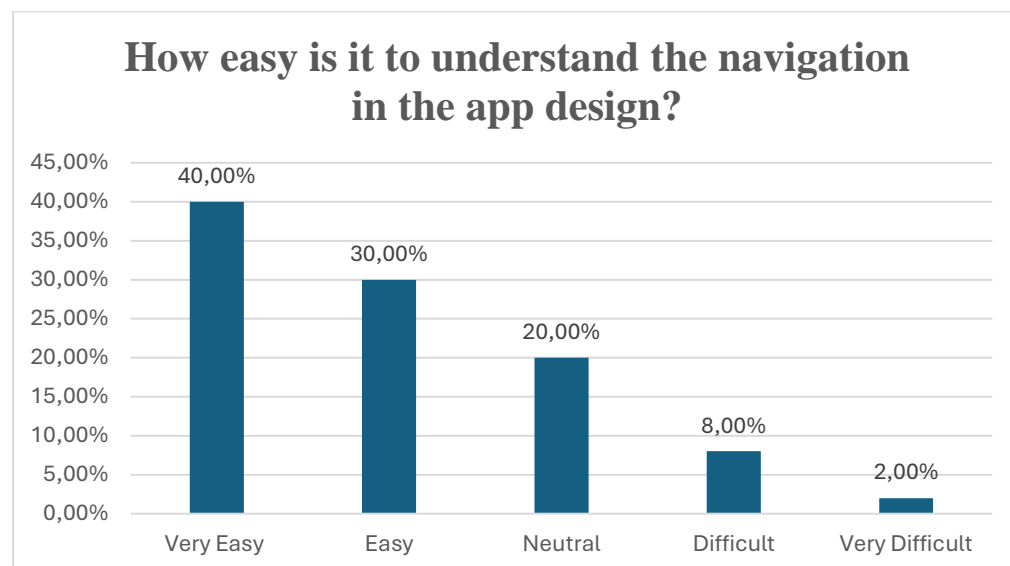


The reason why the homescreen is designed like that because the homescreen of our hotel booking app is designed to provide users with an intuitive, visually appealing, and functional entry point. The homescreen of the WanderStay hotel booking app has been designed to maximize usability and efficiency based on fundamental UI/UX principles and to ensure a seamless and intuitive user experience. Here's why the homescreen is designed the way it is:

1. Search Bar







Location: At the top of the screen.

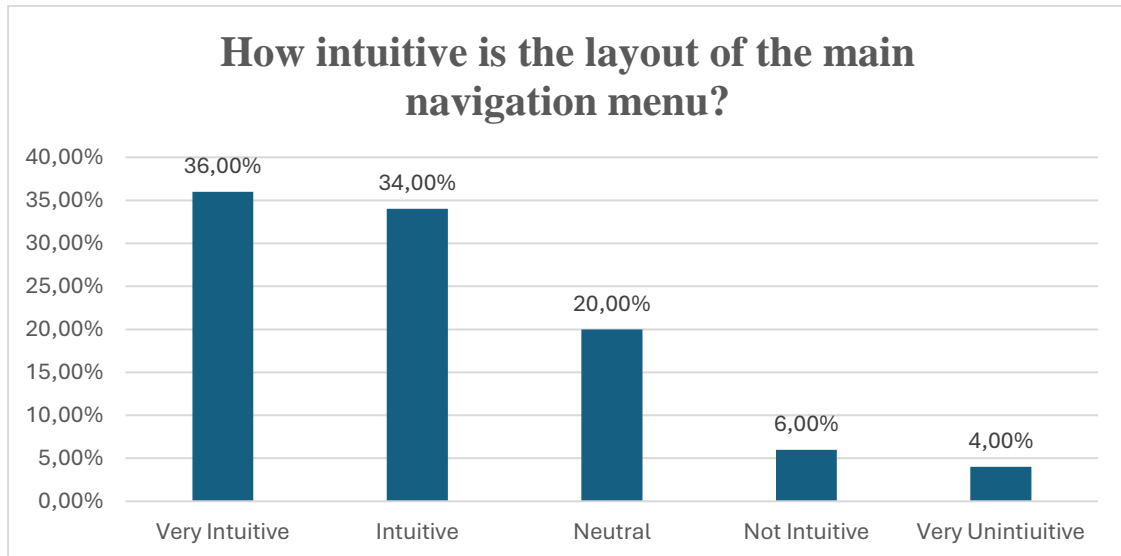


Reason: The search bar is the primary action users need to take when using the app. Placing it at the top ensures it is the first thing users see, allowing them to quickly start their search for hotels. This placement follows the natural reading pattern (top to bottom) and ensures that the main function of the app is immediately accessible. Our survey result showed that 70% of respondents found the navigation either "Very easy" (40%) and "Easy" (30%), supporting the decision to place the search bar prominently at the top.

2. Check-in, Check-out, Guests, Rooms

Check-in	Check-out
 25 March	 26 March
Guests	Rooms
 2 Guests	 1 Room

Location: Directly below the search bar.

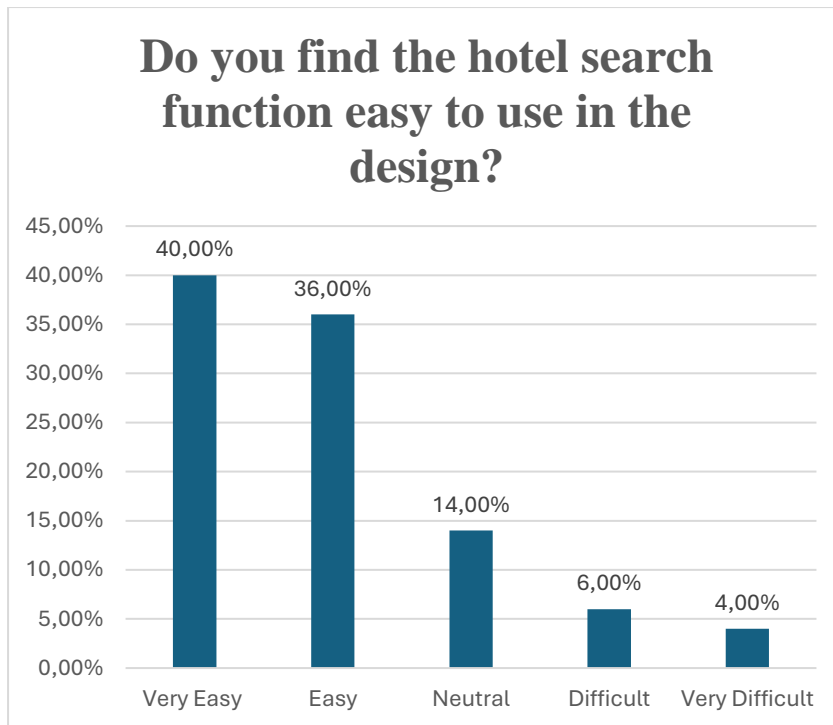


Reason: These menus are placed directly below the search bar to allow users to refine their search criteria easily. This layout is intuitive as it keeps all related search functions grouped together, enabling a seamless search experience. Users can quickly input their travel details without navigating away from the main screen. Our result survey showed that 70% (36% "Very intuitive" and 34% "Intuitive") finding the layout of the main navigation menu intuitive, this positioning supports ease of use.

3. Search Button



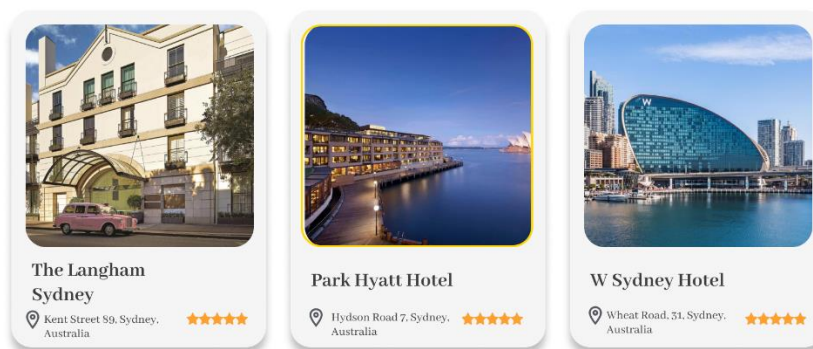
Location: Below the "Check-in, Check-out, Guests, Rooms".



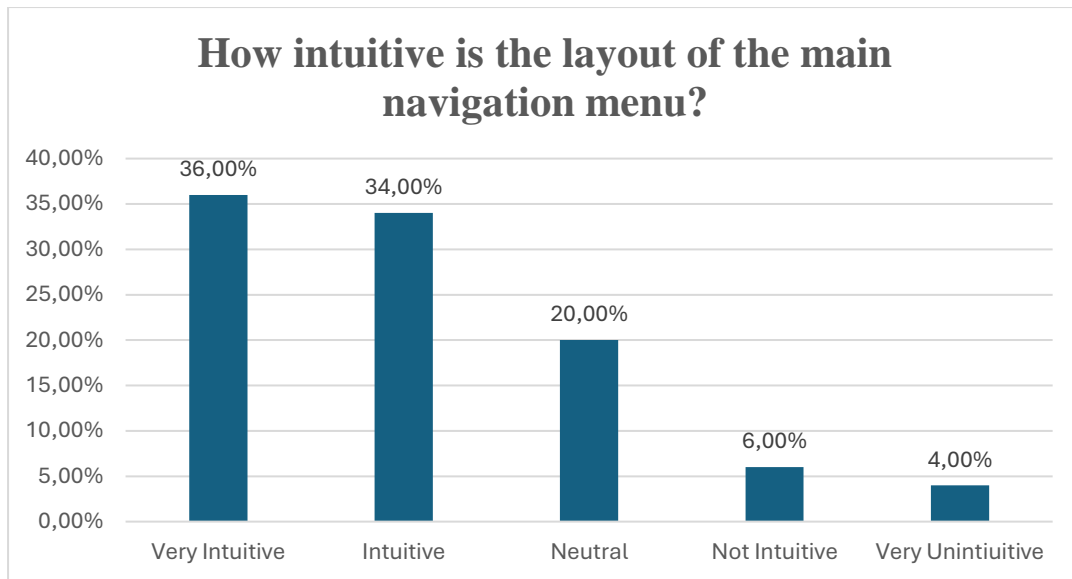
Reason: Positioned below the search filters, the search button is large and easy to find. This design choice ensures that once users have input their criteria, they can easily initiate the search process. It minimizes user effort and reduces the risk of confusion or missed actions. Our survey result showed that 76% (40% "Very easy" and 36% "Easy") found the hotel search function easy to use, the prominent search button supports a smooth user experience.

4. Latest Searches Section

LATEST SEARCHES



Location: Below the search button.



Reason: Displaying recent searches helps users quickly return to previously viewed hotels, which enhances usability by providing quick access to recent activities. This feature supports user retention by making it easy to continue previous searches without starting over. Our result survey showed that 70% (36% "Very intuitive" and 34% "Intuitive") finding the layout of the main navigation menu intuitive, this positioning supports ease of use.

5. "Near Me" Section

Near me

[See all](#)



Sky Suites Hotel

8.5/ 3007 Reviews



Kent Street 300,
Sydney, Australia

\$765/Night



Ace Hotel Sydney

8.9/ 2007 Reviews



Wentworth 47, Sydney,
Australia

\$890/Night

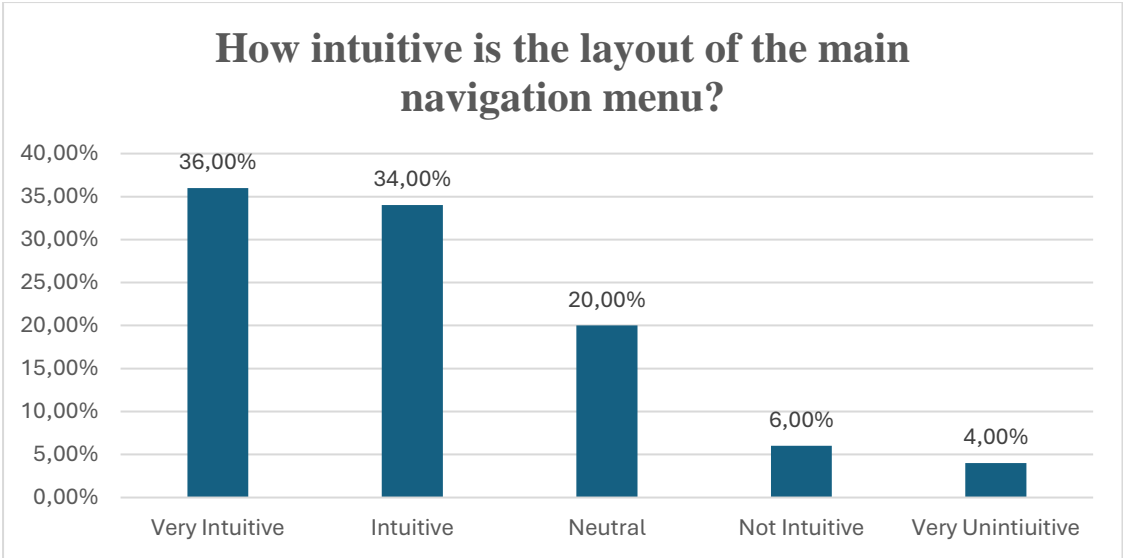
Location: Below the latest searches.

Reason: This section leverages location-based services to offer users suggestions for nearby hotels. It is particularly useful for users looking for accommodations in their immediate vicinity, making the app practical for spontaneous travel plans or last-minute bookings.

6. Bottom Navigation Bar



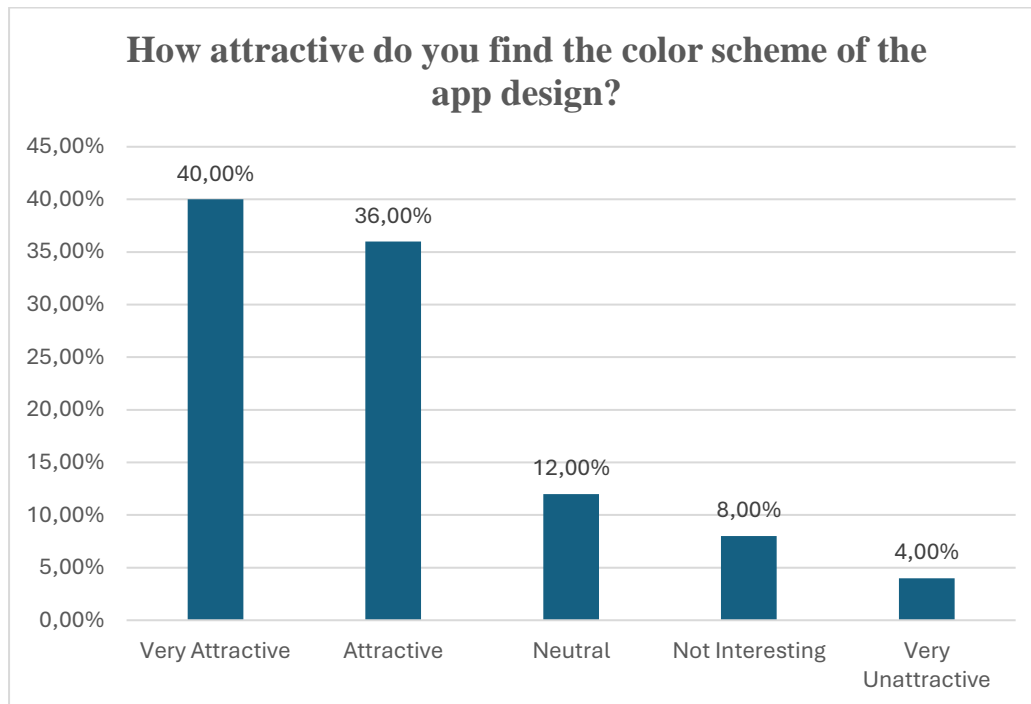
Location: At the bottom of the screen.



Reason: The bottom navigation bar provides quick access to essential features such as home, favorites, bookings, and profile. This design choice aligns with common mobile app navigation patterns, ensuring that important functions are always within easy reach, enhancing overall usability. Our result survey showed that 70% (36% "Very intuitive" and 34% "Intuitive") finding the layout of the main navigation menu intuitive, the bottom navigation bar supports these ease-of-use principles.

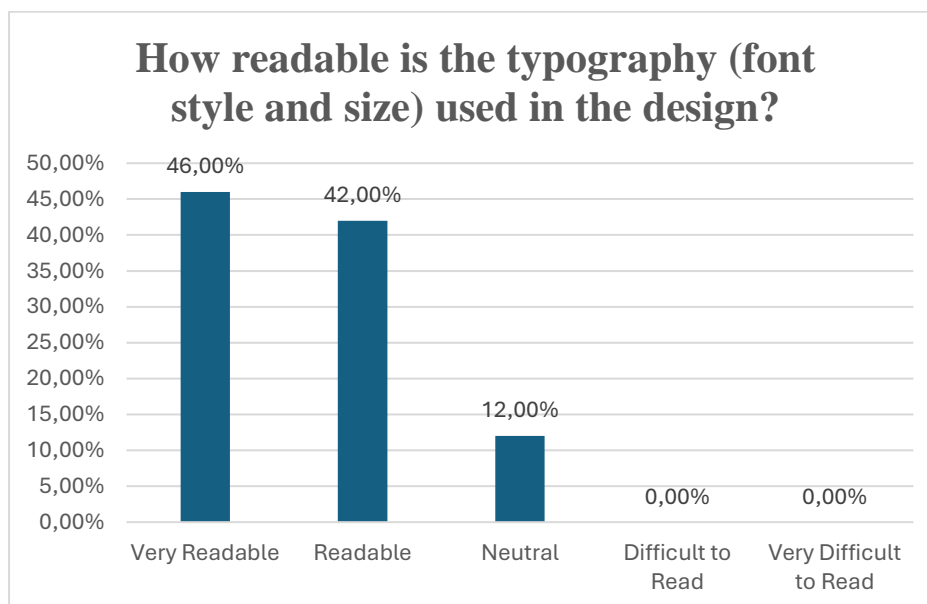
7. Visual and Interactive Elements

Color Scheme



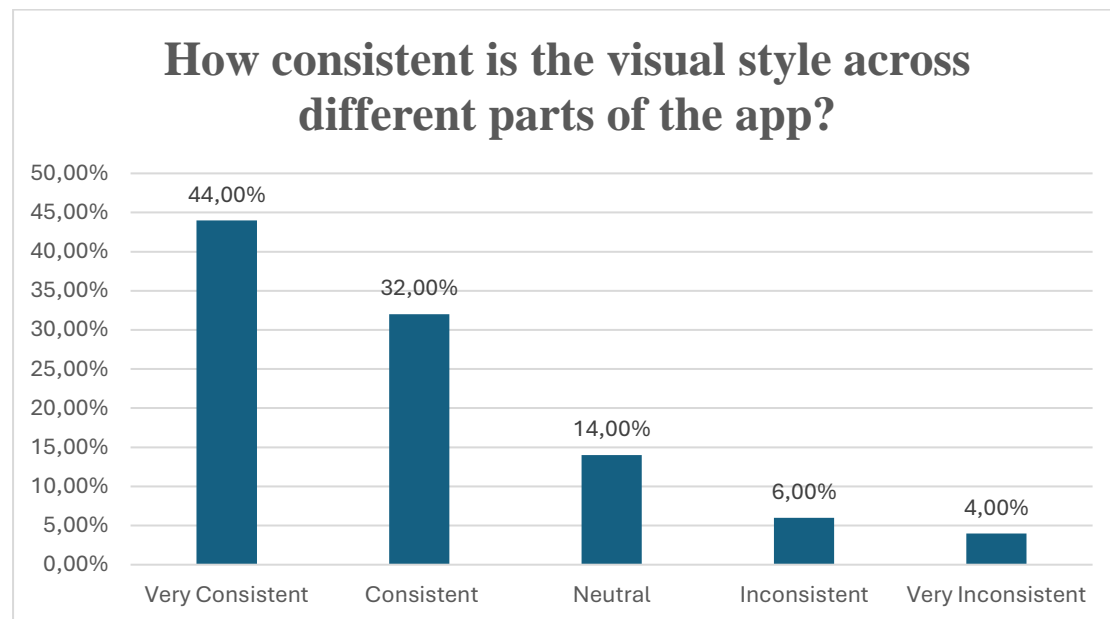
Reason: The chosen color scheme is visually appealing and ensures readability, which is crucial for user engagement. A consistent and pleasant color palette helps in creating a positive first impression and improves the overall aesthetic appeal of the app. Our survey result showed that the color scheme was found attractive by 76% (40% "Very attractive" and 36% "Attractive") of respondents, validating the chosen design.

Typography



Reason: Clear and readable fonts are used to enhance text readability. This ensures that users of all age groups and visual abilities can comfortably read the information presented on the screen. Our survey result showed that the typography was found readable by 88% (46% "Very readable" and 42% "Readable") of respondents, justifying the current font choices.

Consistency



Reason: Consistent design elements across different sections of the app reduce cognitive load and make the app easier to navigate. Consistency in visual style and interactive elements helps in building a cohesive user experience, making the app more intuitive. Our survey result showed that 76% (44% "Very consistent" and 32% "Consistent") finding the visual style consistent, maintaining this design approach is crucial.

8. Conceptual and Practical Considerations

User-Centered Design: The design is centered around the needs and behaviors of the users, ensuring that the most critical features are easily accessible.

Efficiency: By organizing the search functionality and recent activities prominently, the design minimizes the steps required for users to achieve their goals, leading to a more efficient user experience.

Conclusion

The homescreen of the WanderStay app is designed to provide a straightforward, efficient, and visually appealing experience that prioritizes user needs and behaviors. The layout ensures that critical functions are immediately accessible, and the visual design elements enhance readability and user engagement. Survey results confirm that the design choices align with user preferences, supporting the overall usability and satisfaction with the app.