WEB PAGE REDESIGN

GoTo HUB

Customer case – GoTo Hub
A/S

Project form
Solo project.

Tools and technologies used
Adobe XD, Balsamiq, MIRO.

Duration
3 weeks, January 2022.

About project

Project at EC Education in collaboration with the company GoTo Hub.
After being briefed about a number of different issues to look into we then individually
developed our suggestions as one of the cases which GoTo Hub wanted to have made.

This case called for a prototype for the hotel booking section to be implemented on GoTo Hubs
website. The assignment also entailed presenting ideas for how Goto Hubs B2B-clients could
implement a white label solution on their own websites.

Initial research questions

How should we present a hotel in product cards?

What makes up the different parts of a product card?

Are there visual hierarchies which needs to be reworked?

Which USP:s are the competition highlighting?

What makes up a good search bar for hotels?

01. Understand

The company

- The company philosophy
- What are the USP's
- The product
- The issues ahead
- Reading between the lines

The stakeholders

- Who are they?
- Who do we need to target?
- Personas

02. Explore

The competitors

- What are the others doing?
- What are they doing right?
- Best practice

trivago
Booking.com
Hotels.com
momondo

The end consumer

- What is the end consumer saying?
- Interviews

The product

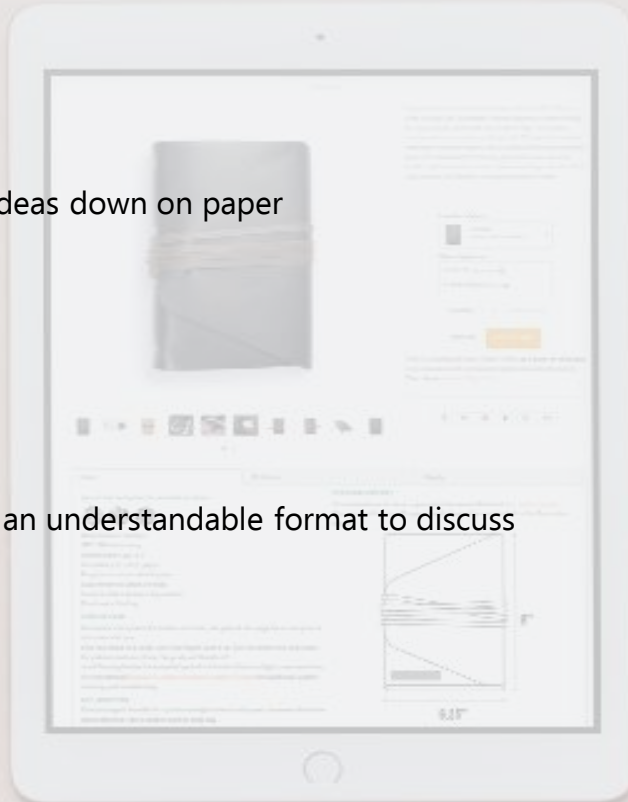- What does it actually do?

03. Ideate and create

Sketching

To quickly get ideas down on paper

Mid-fi prototype

To get ideas in an understandable format to discuss with the client.

High-fi prototype

For user testing and present suggestions to client

04. Solution – applied principles

"Recognition rather than recall"

- Iconography and flow familiarity to users.

"The time it takes to make a decision increases with the number and complexity of choices."

- Minimize the amount of information and lead the user to a faster buy decision.

"The object that differs from the rest is most likely to be paid attention to"

- Make important features stand out.

"The human eye tends to perceive similar elements in a design as a complete picture"
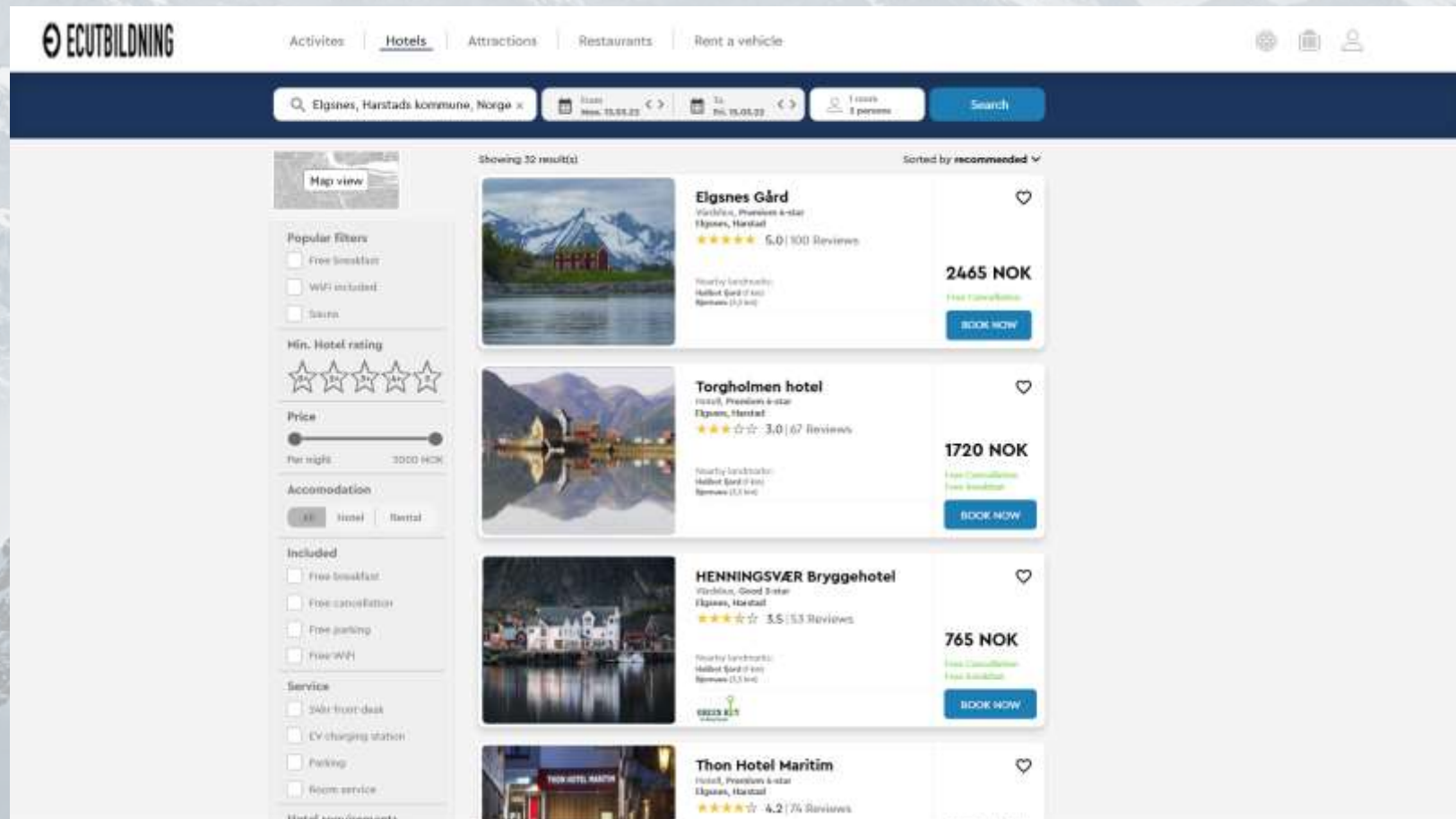
- Separate global navigation from local navigation with textbased and iconographical elements.

The original GoTo Hub hotel section
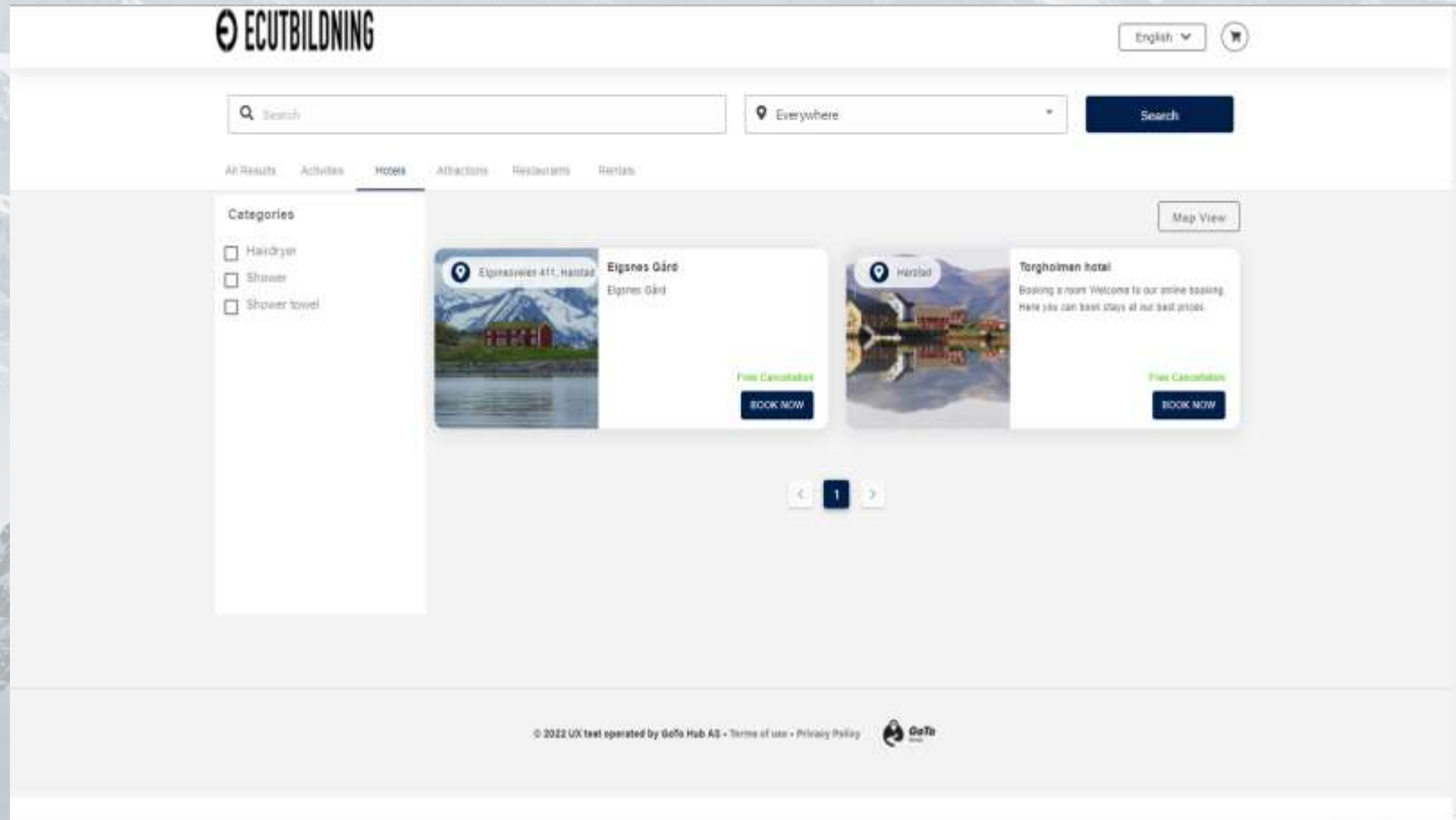
Suggested implementation design

Product cards

- "Nearby landmarks" shows how close the hotel is to popular tourist attractions.

- A field to include certifications and awards that the hotel has.

- A higher precision model of showing where the hotel is located. In bigger cities the site can use this feature to display city districts rather than in different towns.

- Favorite – this feature allows the users to favorites their hotels and also extends to mark restaurants and attractions visited if the user wants to return to these, share them with friends or create a bucket list of which places to visit in the future.

- Compare – Under favorites user finds this feature which allows them to activate a overview function to easily get a detailed comparision of selected hotels.

Navigation bar

- The global navigations links moved to the top of the page to not interfere with the flow of the underlying site. These is displayed in a size that differs from other text on the site.

- The most important input fields placed on top in order to facilitate ease of use and reduce cognitive overload.

- The globe icon allows for different languages to be selected. A iconographic display was chosen to differentiate from other parts of the site which mostly is textual based.

- The shopping cart was replaced with a suitcase.

Filtration

Room requirements

- [ ] Air conditioning
- [ ] Bath tub
- [ ] Coffee maker
- [ ] Desk
- [ ] Hair dryer
- [ ] Mini bar

+ 3 more

Showing 32 result(s)   Sorted by **recommended** ⌄

Map view

Elgsnes Gård
Värdshus, Premium 4-star

- Added a sorting of search results.

- Remodeled map-view.

- Reworked filtration UI-design.

- A lot of new customizable filters for the customers to pinpoint what they are after.
- 6 alternatives are shown. If a category contains more than that a '+'-button is
- Displayed which allows for extended view.

What I have learned

- To improve UI
- Improved communications with a client.
- Learned it is better to do a truly iterative process instead of spending to much time on exploration and research, so when under a small timeframe, prototyping needs to be allowed to start sooner rather than later.
- Increased my experience with user testing and in particular talk-alouds.