



GREATEST HOTELS

Experience the Greatest Hotels and Resorts

Contents

- Objective
- Goals & Challenges
- Competition
- Logo Redesign
- Core Users
- User Persona
- User Flow
- Wireframes
- Prototype Feedback
- Mood Board
- Style Board
- Final Compositions

Objective

GHG will give high class presentations of hotel resorts with Google business photos to drive traffic towards the greatest hotels in the world.

Goals & Challenges

Goals

- Create Immersive Experiences
- Best in Class
- Promote Online Direct Reservations (ODR)

Challenges

- A Complete Rebranding
- Nailing First Impressions
- Making Research Enjoyable

Round 1 of Logo Redesigns



My original ideas were about simplifying either an award or something that could obviously be recognized as a building or resort. I chose a serif to side with elegance but the boldness of the artwork seemed to clash. Some things were working but not working together.

Logo Redesign Round 2



GreatestHotels gained an interest in this concept and wanted to see alternate versions. Imagine the three pillars being 3 resort options and the middle being one picked out from the others. That was an idea that was interested me in taking as well as the client.

Logo Redesign Round 3



Core Users



High-Income



American



Ages 40's – 50's

Meet Armando.

Armando Berlitz, 43, Male

German American, Born & Resident of America

Needs a Vacation, Desires a good weekend to recharge.

Expertise: Industrial-Organizational Psychologist

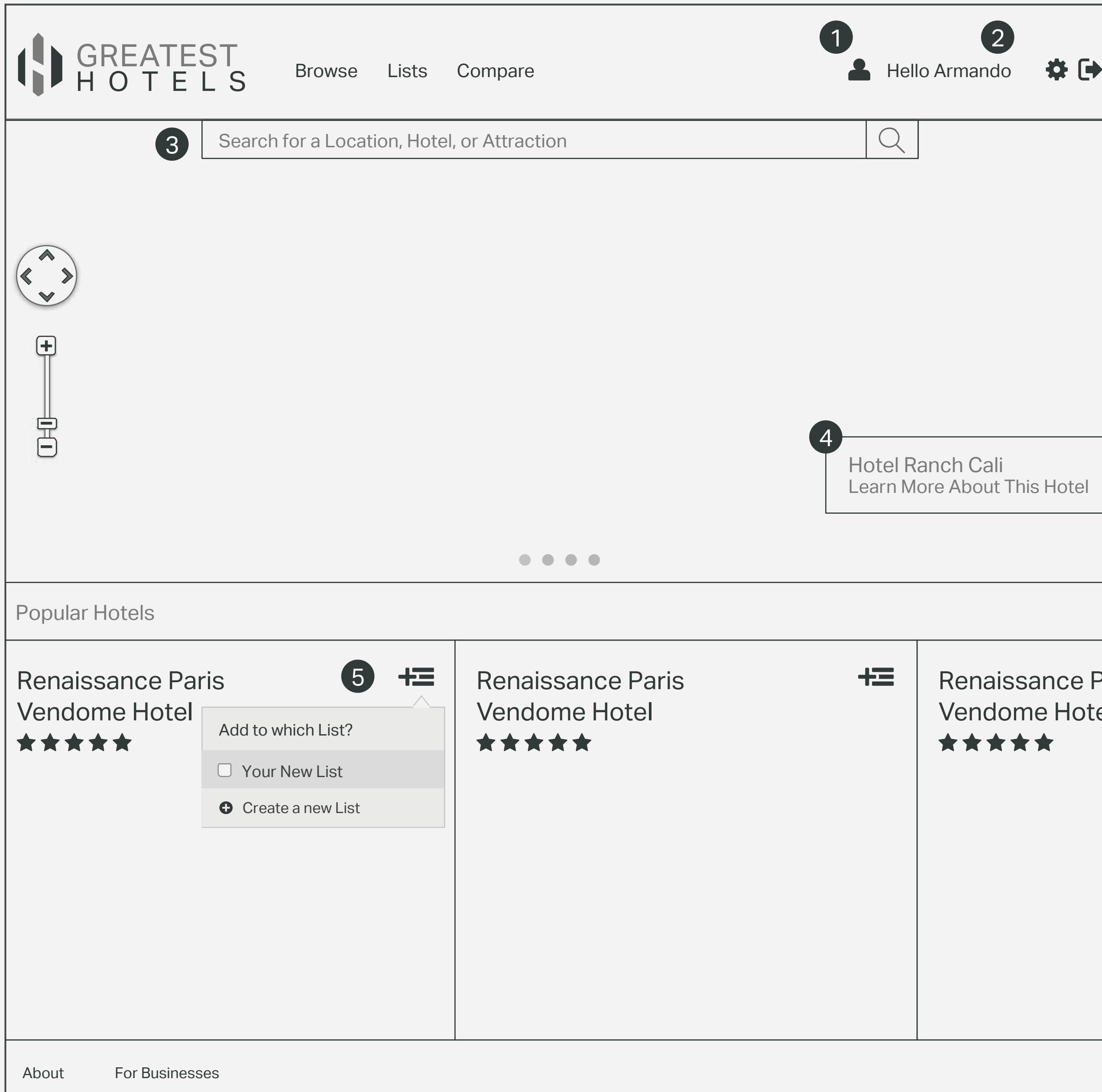
Extroverted and Judgmental. If the site does not look like it was made to find the hotel he wants or looks untrustworthy enough, he would easily leave to use the sites he is used to.

Armando keeps his social networks to family, friends and keeps his Online behavior to be professional.



Armando's User Flow





The wireframe shows the homepage layout:

- Header:** Greatest Hotels logo, navigation links (Browse, Lists, Compare), user profile icon (1), "Hello Armando" (2), settings cog, and a link icon.
- Search Bar:** "Search for a Location, Hotel, or Attraction" input field (3) with a magnifying glass icon.
- Navigation:** A sidebar with icons for location (location pin), lists (plus sign), and compare (minus sign).
- Popular Hotels:** A section with dots indicating more content.
- Hotel Cards:** Three cards for "Renaissance Paris Vendome Hotel" (5 stars). Each card has a "Add to which List?" button (5) with options: "Your New List" (checkbox) and "Create a new List" (+ icon).
- Footer:** "About" and "For Businesses" links.

The Homepage

- ① By default it's an icon, but with Facebook, twitter, or G+ it can show their profile picture.
- ② Clicking "Hello Armando" does not link to a profile page. Instead clicking it is combined with the settings cog icon.
The settings drop down and show the option of the "Account Settings" link. I didn't want a user to curiously click it and be taken to another page without them knowing.
- ③ This search is available throughout the site in the same location every time.
- ④ While the main call to action is the interactivity of the GBP, this is a secondary that users can go to and experience everything the hotel has to offer.
- ⑤ This is the icon for adding a Hotel to a list, a small popup asks what list they'd like to save it in.

The Search Process

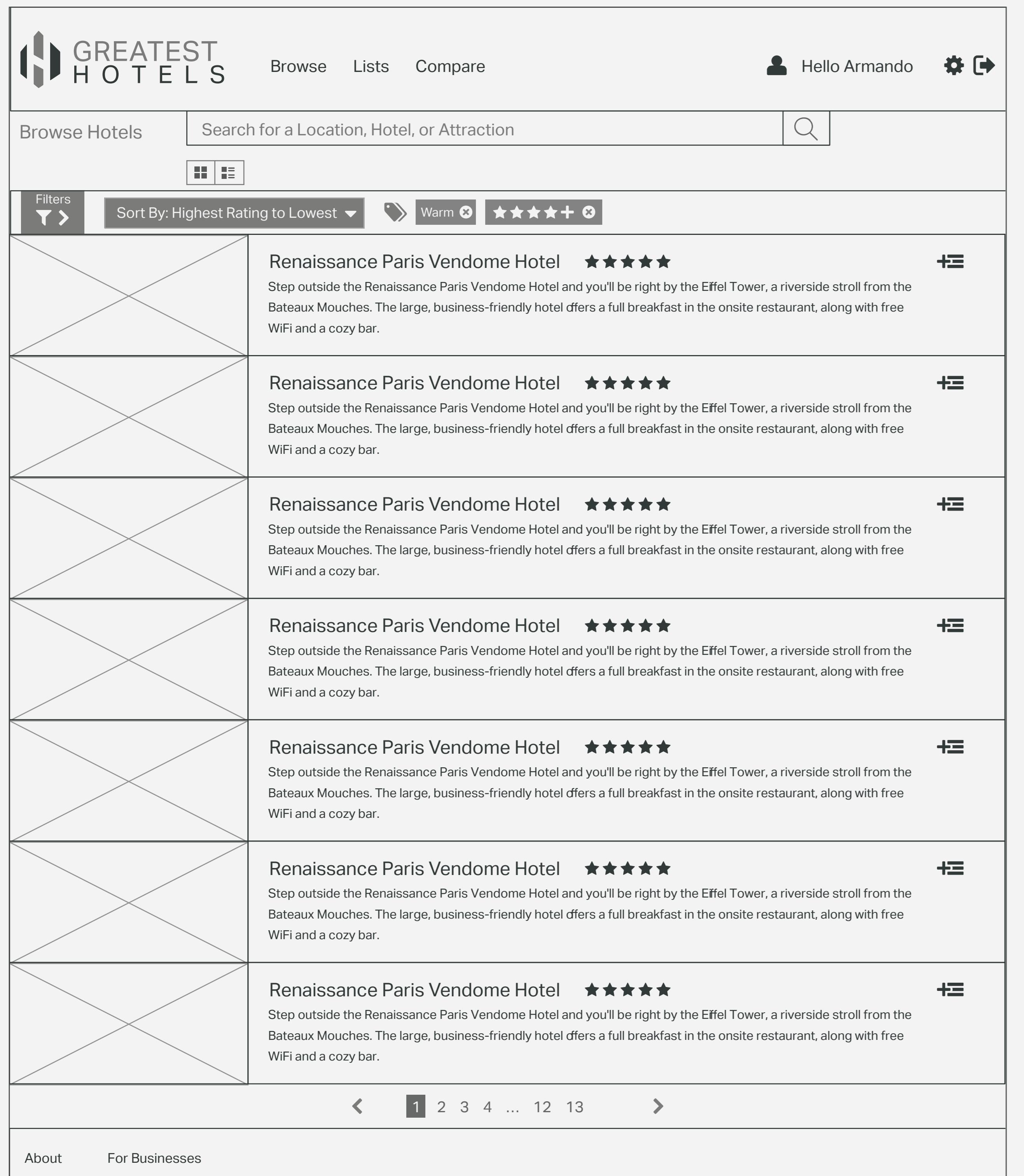
Simply clicking any of the results or using the arrow key and enter button to select a place. This searches attractions as well as Hotels but will always have Hotel results before attractions. This way you can smartly assume most of their searches are for Hotels rather than attractions.



The search results for "NYC" are shown:

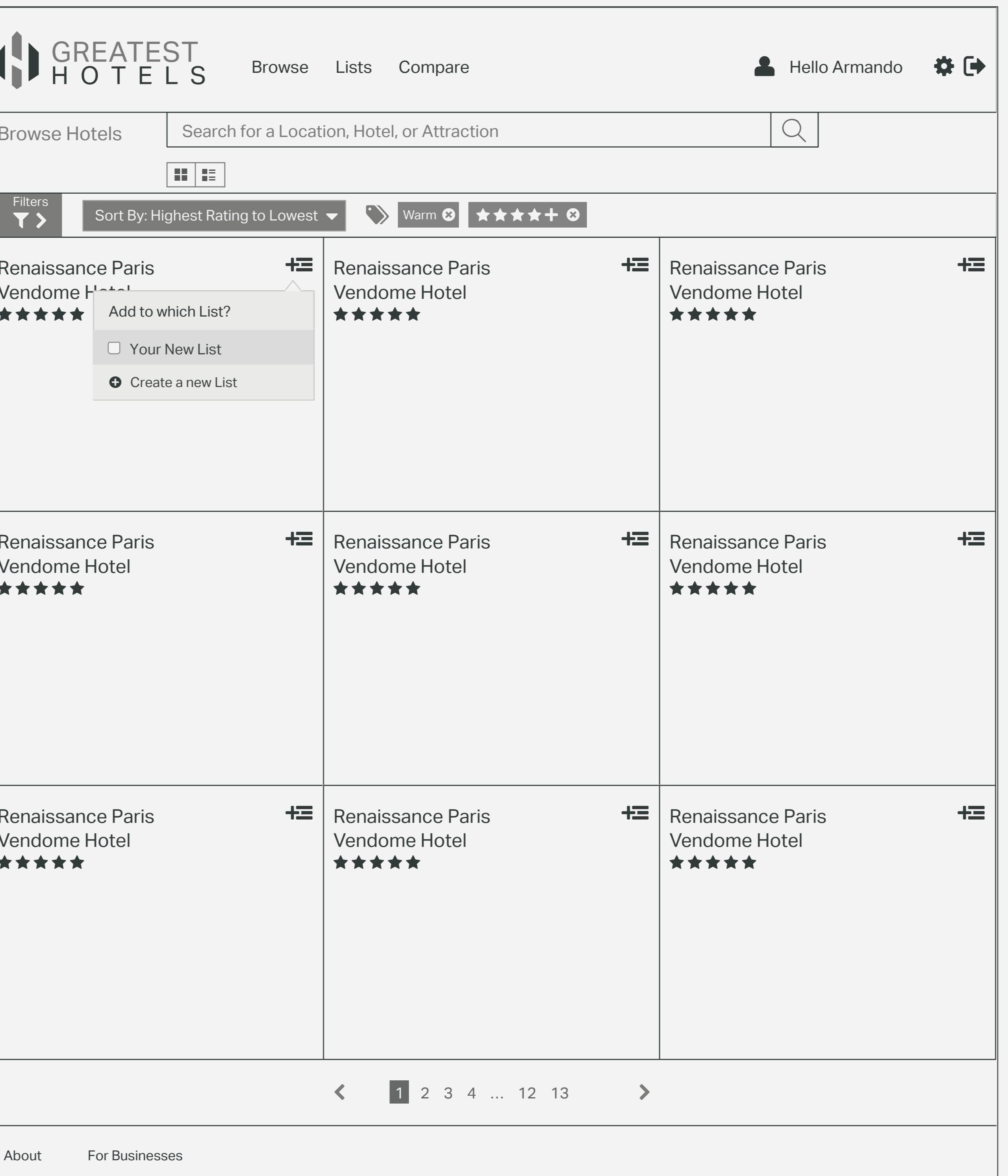
- Input field containing "NYC".
- Magnifying glass icon.
- Location suggestion: "New York City, New York, USA".
- Location suggestion: "Noodle Youth Club, Kentucky, Alabama, USA".

List View



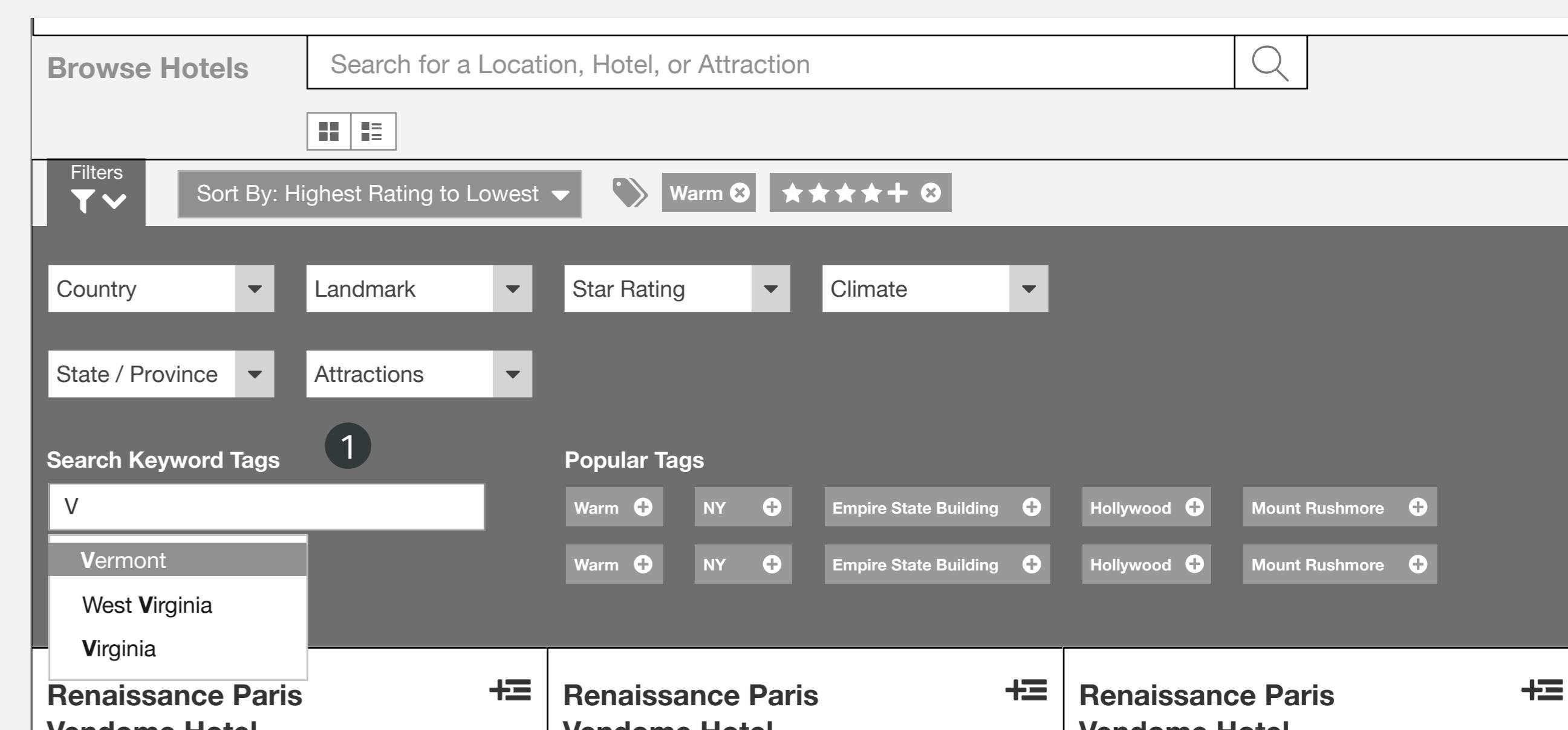
This wireframe shows a List View interface for a travel website. At the top, there's a header with the "GREATEST HOTELS" logo, a user profile for "Hello Armando", and navigation links for "Browse", "Lists", and "Compare". Below the header is a search bar labeled "Search for a Location, Hotel, or Attraction" with a magnifying glass icon. A "Filters" button is followed by a dropdown menu set to "Sort By: Highest Rating to Lowest", a "Warm" filter, and a five-star rating icon. The main content area displays a grid of hotel cards. Each card features a thumbnail image (marked with a large X), the hotel name ("Renaissance Paris Vendome Hotel"), its rating (five stars), and a brief description: "Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar." To the right of each card is a "More Details" button. At the bottom of the page is a pagination section with a left arrow, page numbers 1 through 13, and a right arrow.

Grid View (Default)



This wireframe shows a Grid View interface. The layout is similar to the List View, with the "GREATEST HOTELS" logo, user profile, and navigation links at the top. A search bar and a "Filters" section with sorting and filtering options are present. The main content area shows a grid of hotel cards. In the first row, the second card has a "More Details" button that is expanded into a modal window titled "Renaissance Paris Vendome Hotel". The modal contains the hotel's rating (five stars) and a "Add to which List?" section with "Your New List" and "Create a new List" options. The other cards in the grid are identical to those in the List View, showing the hotel name, rating, and a brief description. At the bottom, there are navigation arrows and a page number indicator from 1 to 13.

Filter Results



This wireframe illustrates a filtering interface. On the left, a sidebar contains dropdown menus for "Country" (set to "USA"), "Landmark" (set to "Empire State Building"), "Star Rating" (set to "5 Star"), and "Climate" (set to "Warm"). It also includes dropdowns for "State / Province" (set to "New York") and "Attractions" (set to "Mount Rushmore"). A "Search Keyword Tags" input field with the letter "V" is highlighted with a circled "1" above it. Below the input field are lists of popular tags: "Vermont", "West Virginia", and "Virginia", each with a "More Details" button. The main content area shows a grid of hotel cards, with the first card in the first row having its "More Details" button expanded into a modal window.

- 1 If a user doesn't want to look through drop downs or make filtering faster and more specific they can type the keyword or attribute to make a specific tag filter.



The wireframe shows the Greatest Hotels website interface. At the top, there's a navigation bar with the logo, 'GREATEST HOTELS' text, and a search bar. Below the navigation is a 'Hotel Lists' section with a search bar and a grid of featured lists. The lists include 'Top 10 Resorts of The Wild West', 'Best Hotels in The Big Apple, NYC', and 'Hottest Attractions in Miami'. Below this is another grid of lists, and at the bottom, there's a pagination area and footer links.

Hotel Lists

Search for a Location, Hotel, or Attraction

Browse Lists Compare

Hello Armando

GREATEST HOTELS

Featured Lists Your Lists

Top 10 Resorts of The Wild West
Featuring Locations in Texas, Arizona, Nevada & More...

Best Hotels in The Big Apple, NYC
Featuring Locations in New York City, New York

Hottest Attractions in Miami
Featuring Locations in Miami, Florida

Top 10 Resorts of The Wild West
Featuring Locations in Texas, Arizona, Nevada & More...

Hottest Attractions in Miami
Featuring Locations in Miami, Florida

Best Hotels in The Big Apple, NYC
Featuring Locations in New York City, New York

Best Hotels in The Big Apple, NYC
Featuring Locations in New York City, New York

Top 10 Resorts of The Wild West
Featuring Locations in Texas, Arizona, Nevada & More...

Hottest Attractions in Miami
Featuring Locations in Miami, Florida

About For Businesses

Exploration Through Lists

The concept of lists is for Greatest Hotels to drive users to explore new hotels. Whether it comes from trying to stay close to a big event, or just wanting to know what critics pick as the best for an area, Greatest Hotels can get users to discover a place they might have not thought of before!

User Created Lists Grid View (Default)

This wireframe shows a grid-based interface for managing user-created lists. At the top, there's a header bar with the Greatest Hotels logo, navigation links for 'Browse', 'Lists', and 'Compare', and a user profile section showing 'Hello Armando' with a gear icon for settings and a share icon.

The main area features a search bar labeled 'Search for a Location, Hotel, or Attraction' and a 'Compare Hotels' button. Below these are two tabs: 'Featured Lists' and 'Your Lists'. A large, prominent 'Add a New List' button with a plus sign is located on the left side of the grid.

The grid itself consists of several columns and rows. One column contains a list item titled 'Your New List' with an edit icon, indicating it features 3 locations in New York City. Another column contains a large 'X' mark, likely indicating a placeholder or a removed item. The bottom of the grid includes a navigation bar with page numbers from 1 to 13 and arrows for navigating through the lists.

At the very bottom, there are links for 'About' and 'For Businesses'.

List View

This wireframe represents a simplified or alternative view of the user-created lists. It follows a similar structure to the grid view but with fewer visual elements.

The header and search bar are identical to the grid view. The 'Add a New List' button is also present. The main content area is dominated by a large 'Add a New List' button with a plus sign.

Below this, there is a single list item shown in a row, which includes a crossed-out placeholder box and a list item titled 'Your New List' with an edit icon, featuring 3 locations in New York City. This row has a delete icon at the end.

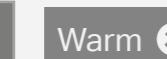
At the bottom, a navigation bar with page numbers from 1 to 13 and arrows is present. The footer links for 'About' and 'For Businesses' are also included.

Search Results Grid View (Default)

 **GREATEST HOTELS** [Browse](#) [Lists](#) [Compare](#)  Hello Armando  

[Search Hotels](#) 

Grid List You Searched "New York, New York" Found 98 Results

 Sort By: Highest Rating to Lowest  

Renaissance Paris Vendome Hotel 	Renaissance Paris Vendome Hotel 	Renaissance Paris Vendome Hotel 
★★★★★	★★★★★	★★★★★
Renaissance Paris Vendome Hotel 	Renaissance Paris Vendome Hotel 	Renaissance Paris Vendome Hotel 
★★★★★	★★★★★	★★★★★
Renaissance Paris Vendome Hotel 	Renaissance Paris Vendome Hotel 	Renaissance Paris Vendome Hotel 
★★★★★	★★★★★	★★★★★

< 1 2 3 4 ... 12 13 >

[About](#) [For Businesses](#)

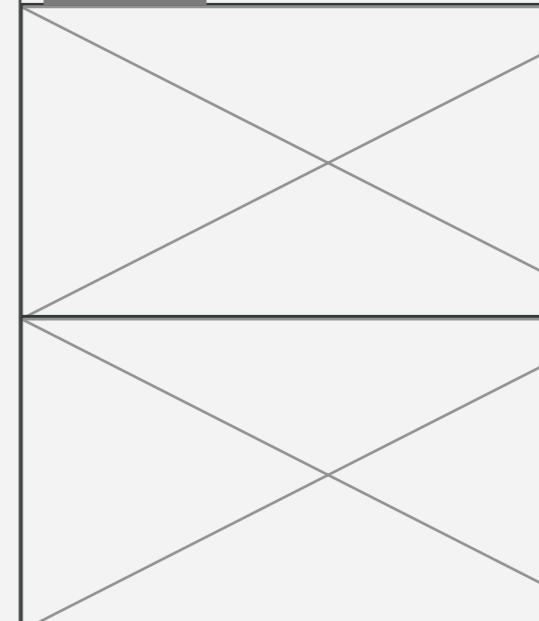
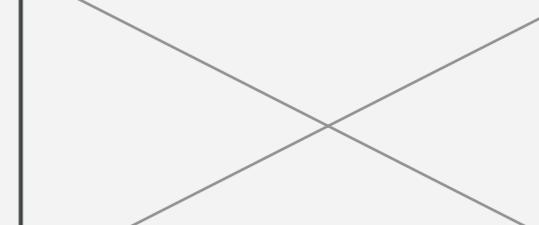
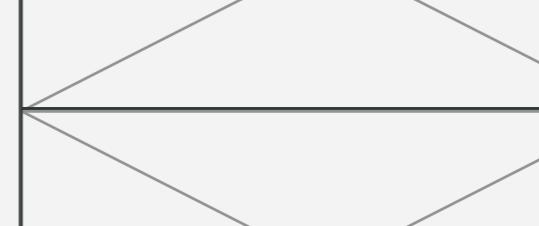
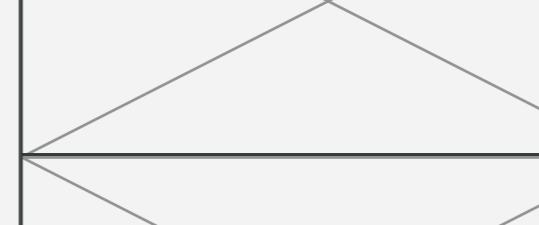
List View

 **GREATEST HOTELS** [Browse](#) [Lists](#) [Compare](#)  Hello Armando  

[Search Hotels](#) 

Grid List You Searched "New York, New York" Found 98 Results

 Sort By: Highest Rating to Lowest  

	The Ritz-Carlton New York, Central Park  Enjoy life to the fullest at The Ritz-Carlton New York, Central Park, one of the city's most famous luxury hotels. This Midtown jewel commands a coveted location directly across from Central Park, with the best of culture and couture within easy reach.
	Renaissance Paris Vendome Hotel  Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.
	Renaissance Paris Vendome Hotel  Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.
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< 1 2 3 4 ... 12 13 >

[About](#) [For Businesses](#)

Hello Armando

Hotel Profile

The Ritz-Carlton New York, Central Park

50 Central Park S New York, NY, 10019 United States

Book Now! Add to List

150x100 150x100 150x100 150x100 150x100 150x100

Description

The Ritz-Carlton, Westchester has a full-service spa, an indoor pool, and a health club. Business amenities at this 5-star property include a business center, small meeting rooms, and limo/town car service. Dining options at this luxury hotel include a restaurant and a bar/lounge. The staff can provide event catering and currency exchange. Additional amenities include spa services, a steam room, and multilingual staff. Guest parking is available on a limited first-come, first-served basis (surcharge).

Ratings

Features	Reviews	Attractions
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Features

The 146 air-conditioned guestrooms at The Ritz-Carlton, Westchester include minibars and safes. Wireless high-speed Internet access (surcharge) is provided. Rooms are equipped with flat-screen TVs with DVD players. All accommodations provide desks, complimentary newspapers, and phones with voice mail. Bathrooms offer separate bathtubs and showers, bathrobes, slippers, and complimentary toiletries. Additional amenities include complimentary bottled water and windows that open. In addition, amenities available on request include refrigerators, irons/ironing boards, and wake-up calls. Turndown service is available nightly.

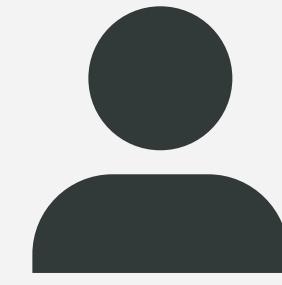
[About](#) [For Businesses](#)

Hotel Profile

Simple, yet much more than a thousand words.

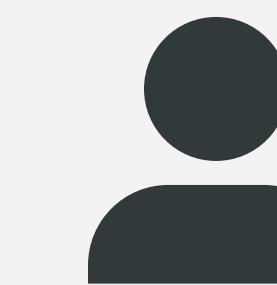
Daniel Swan

Prototype Feedback



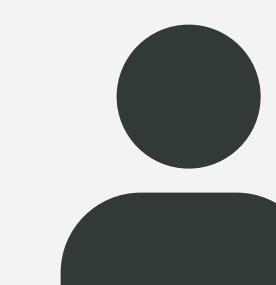
Tester 1
Brandon
New Media Design Major

Testing with this user showed that he was mostly influenced by popularity. I had then made edits to let the site do the work of search for him by letting it recommend more to him.



Tester 2
Timmy
Computer Science Major

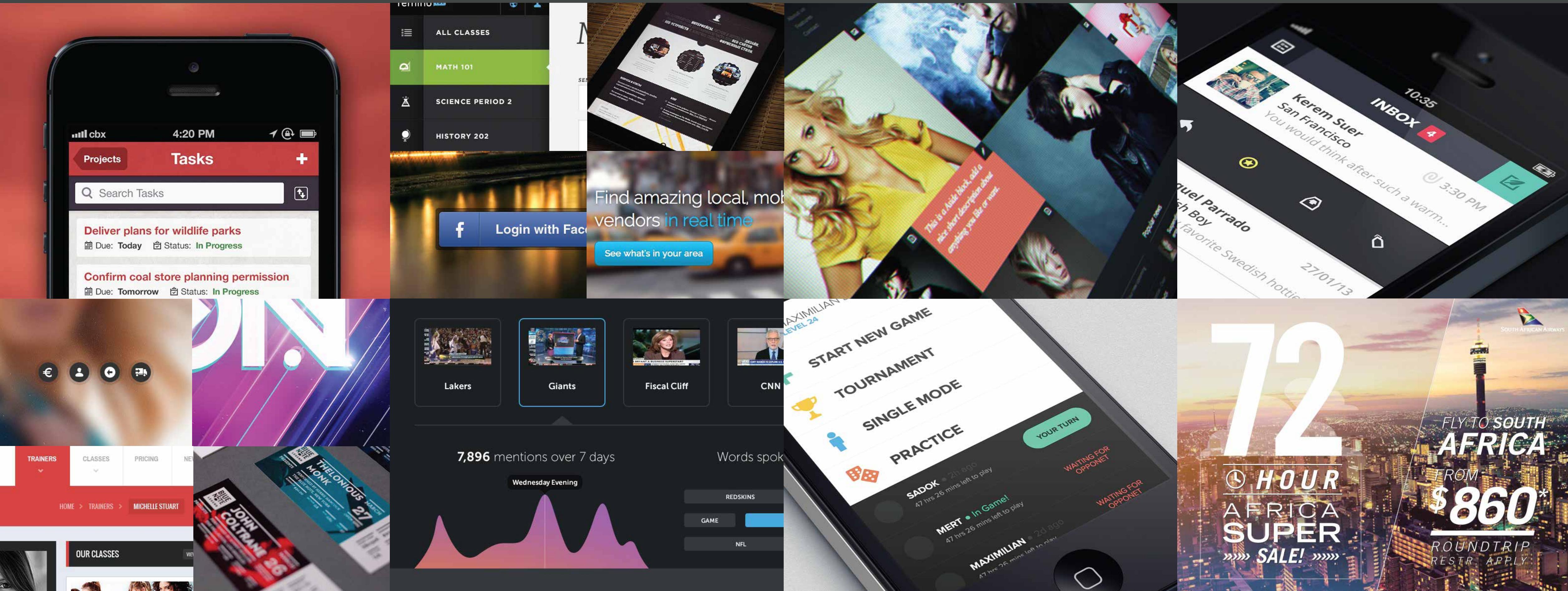
Timmy didn't recognize the lists feature being the main tool for comparing hotels. He understood typical web conventions well.



Tester 3
Isaiah
Computer Science Major

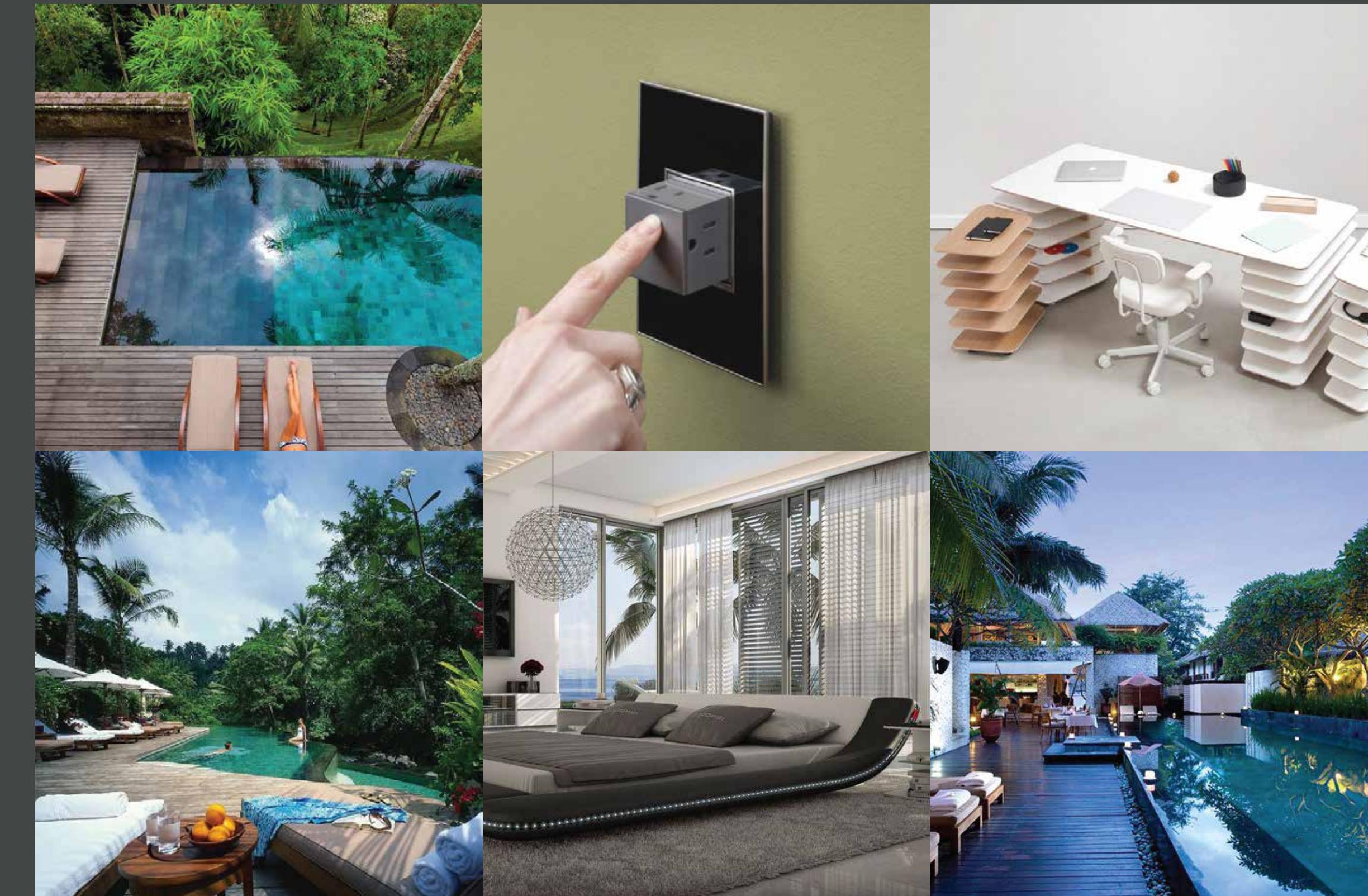
Isaiah pointed out some small inconsistencies. Didn't recognize the funnel icon as a funnel standing for filters so I added a small text label. Had me experiment more with the popups. Search criteria wasn't obvious to him.

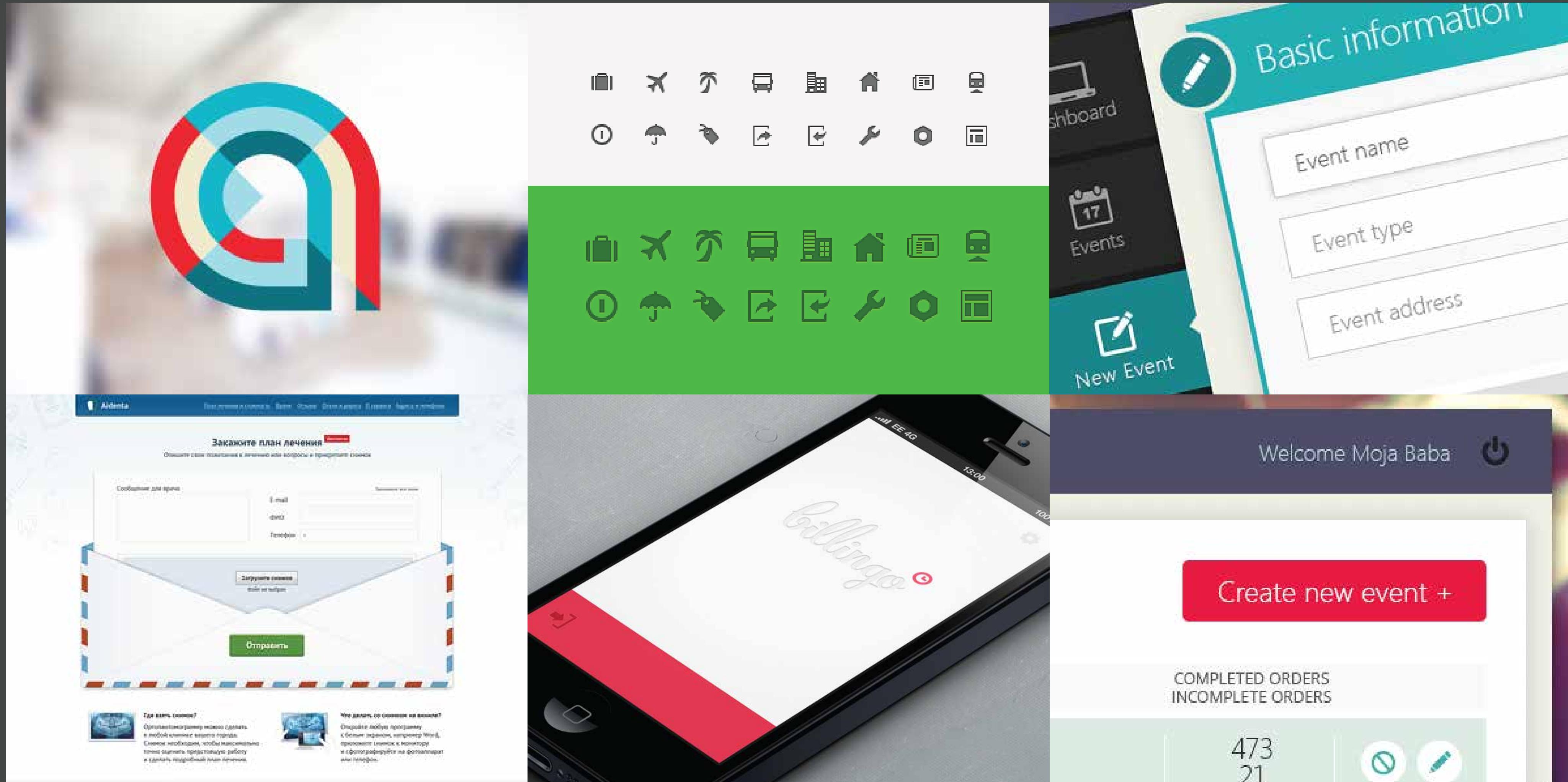
Overall, **all users** managed to find a hotel, explore it and book it **under 5 clicks**. They all considered it to be very **direct**.

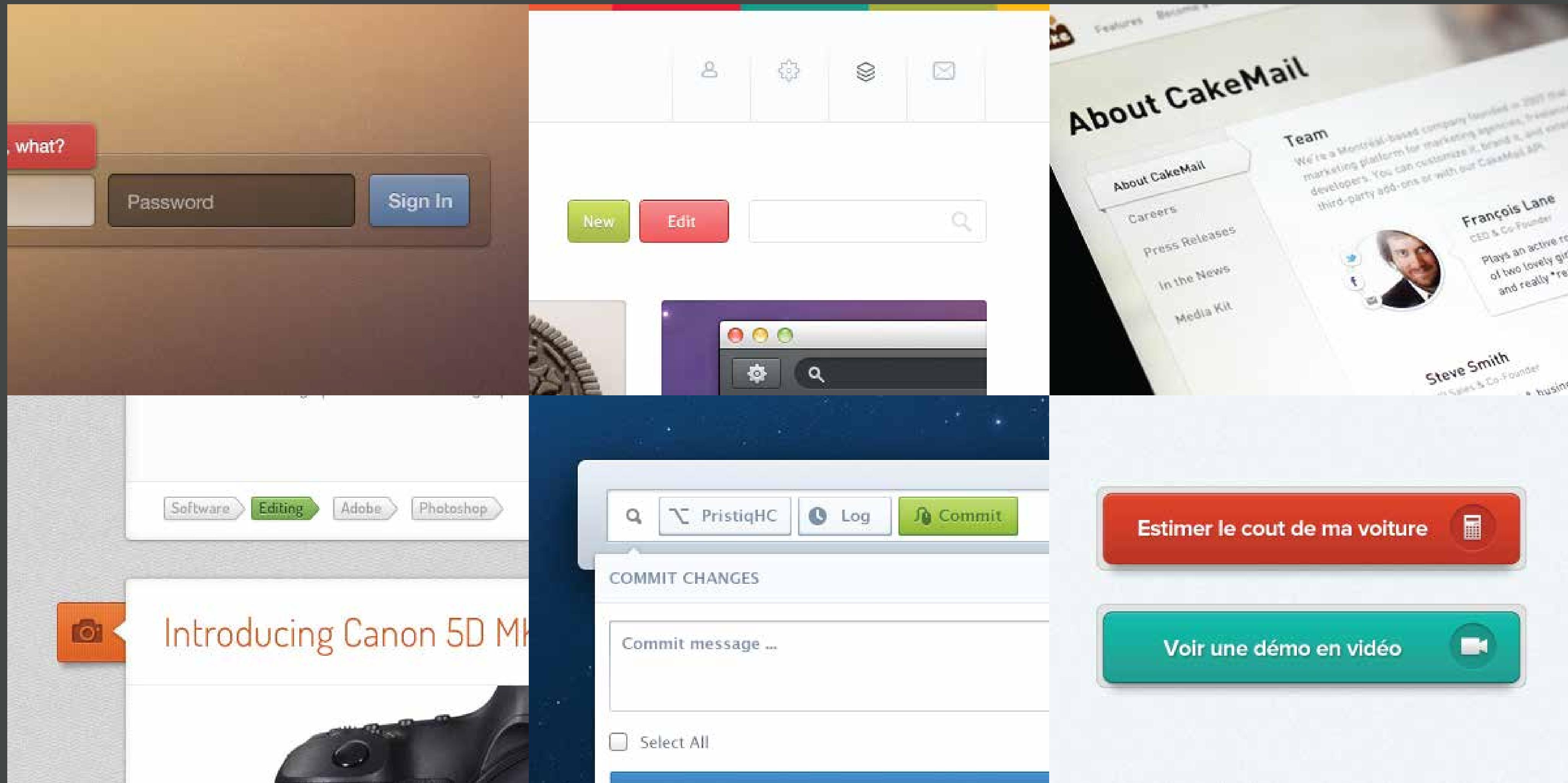


Key Words

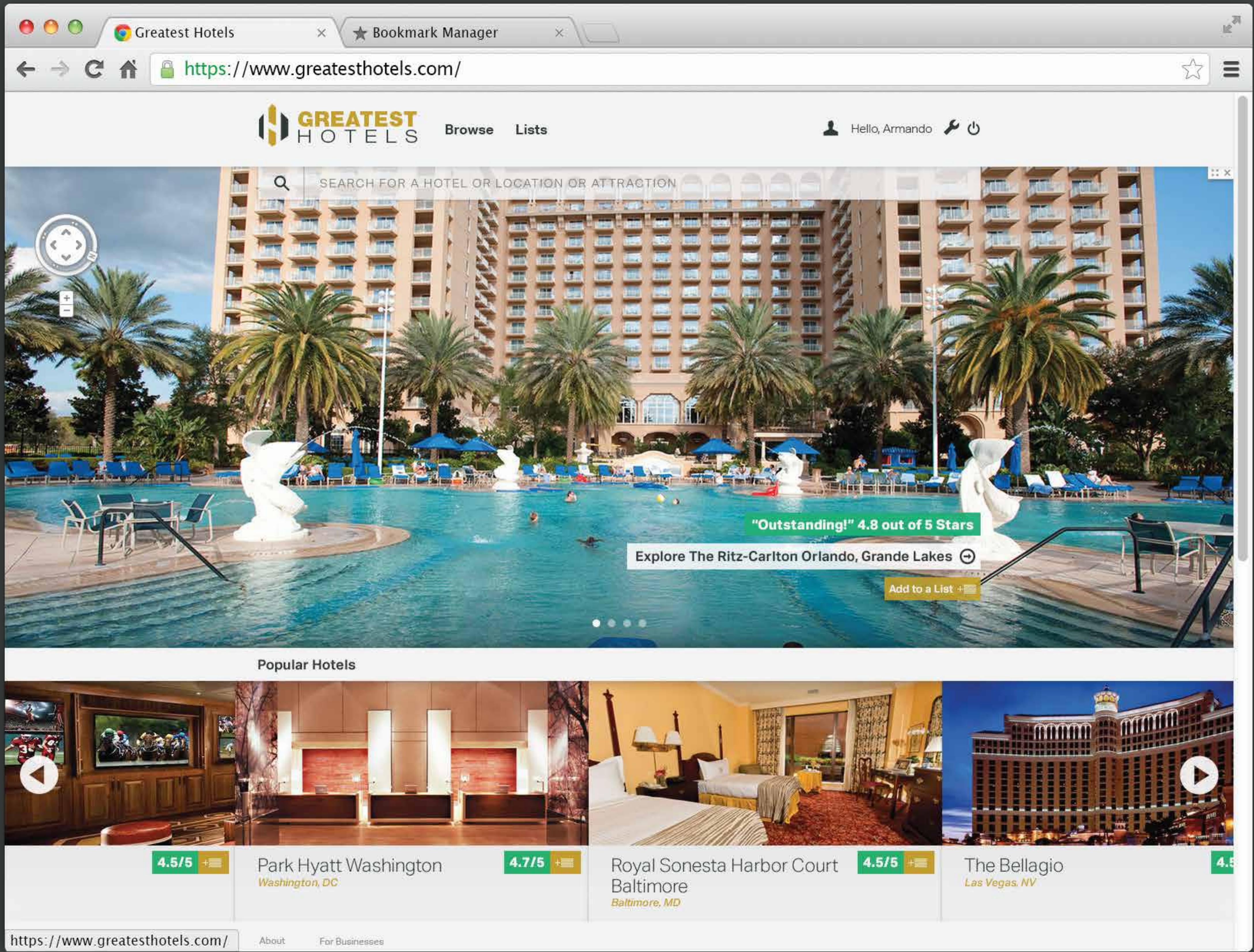
Solid
Authentic
Direct







Homepage



The screenshot shows the homepage of Greatest Hotels. At the top, there's a navigation bar with tabs for "Browse" and "Lists". A user profile is shown with the message "Hello, Armando". The main feature is a large, scenic image of a hotel's outdoor swimming pool area with palm trees and a multi-story building in the background. A green overlay on the right side of the image displays the text "Outstanding! 4.8 out of 5 Stars" and a link to "Explore The Ritz-Carlton Orlando, Grande Lakes". Below this, there's a section titled "Popular Hotels" featuring three thumbnail images: Park Hyatt Washington (4.5/5), Royal Sonesta Harbor Court Baltimore (4.7/5), and The Bellagio Las Vegas (4.5/5). The bottom of the page includes a footer with links to "About" and "For Businesses" and the website URL "https://www.greatesthotels.com/".

Greatest Hotels

Bookmark Manager

https://www.greatesthotels.com/

Browse Lists

Hello, Armando

SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION

"Outstanding!" 4.8 out of 5 Stars

Explore The Ritz-Carlton Orlando, Grande Lakes

Add to a List

Popular Hotels

4.5/5

Park Hyatt Washington
Washington, DC

4.7/5

Royal Sonesta Harbor Court
Baltimore
Baltimore, MD

4.5/5

The Bellagio
Las Vegas, NV

4.5

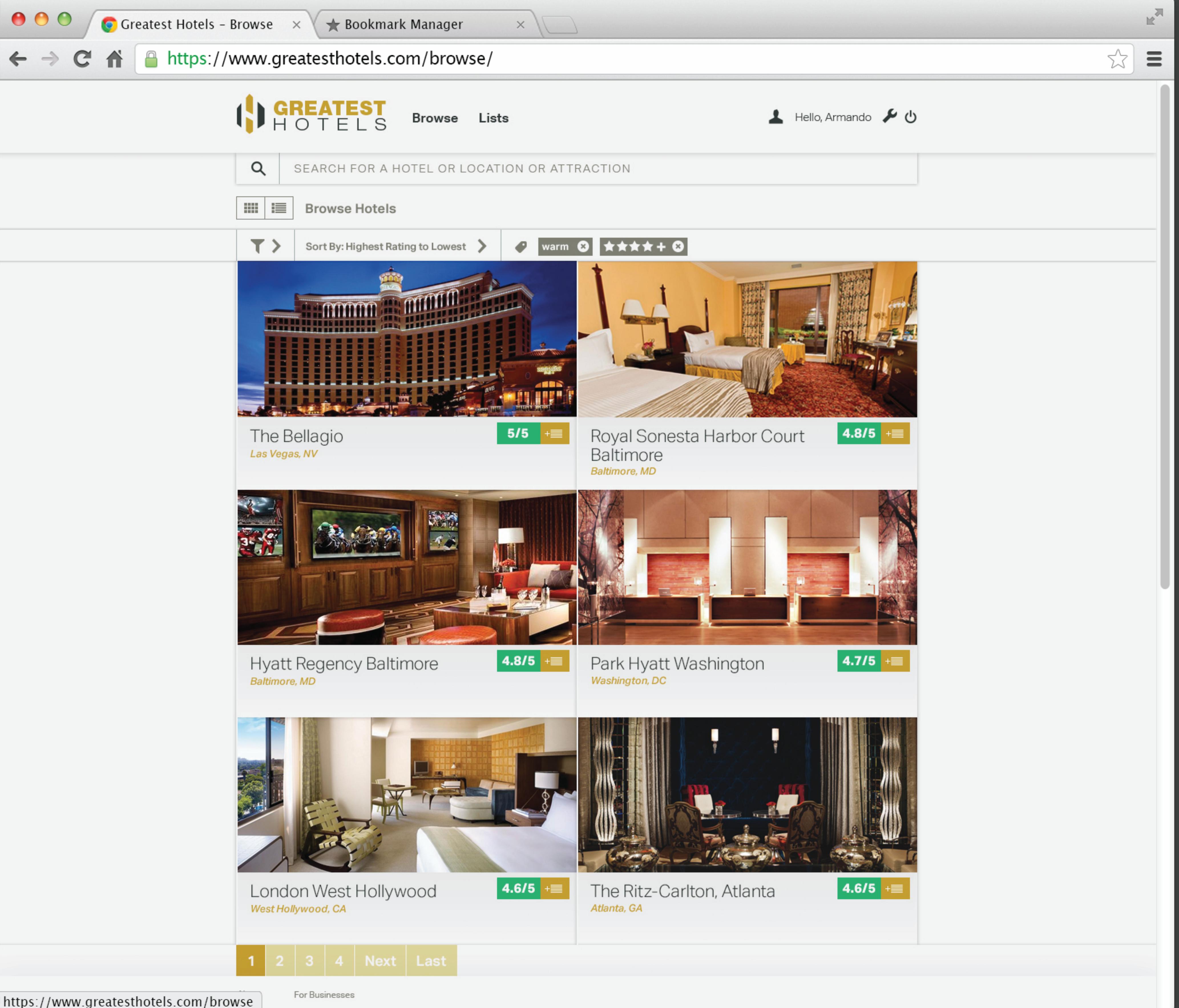
https://www.greatesthotels.com/

About

For Businesses

Daniel Swan

Browse & Search



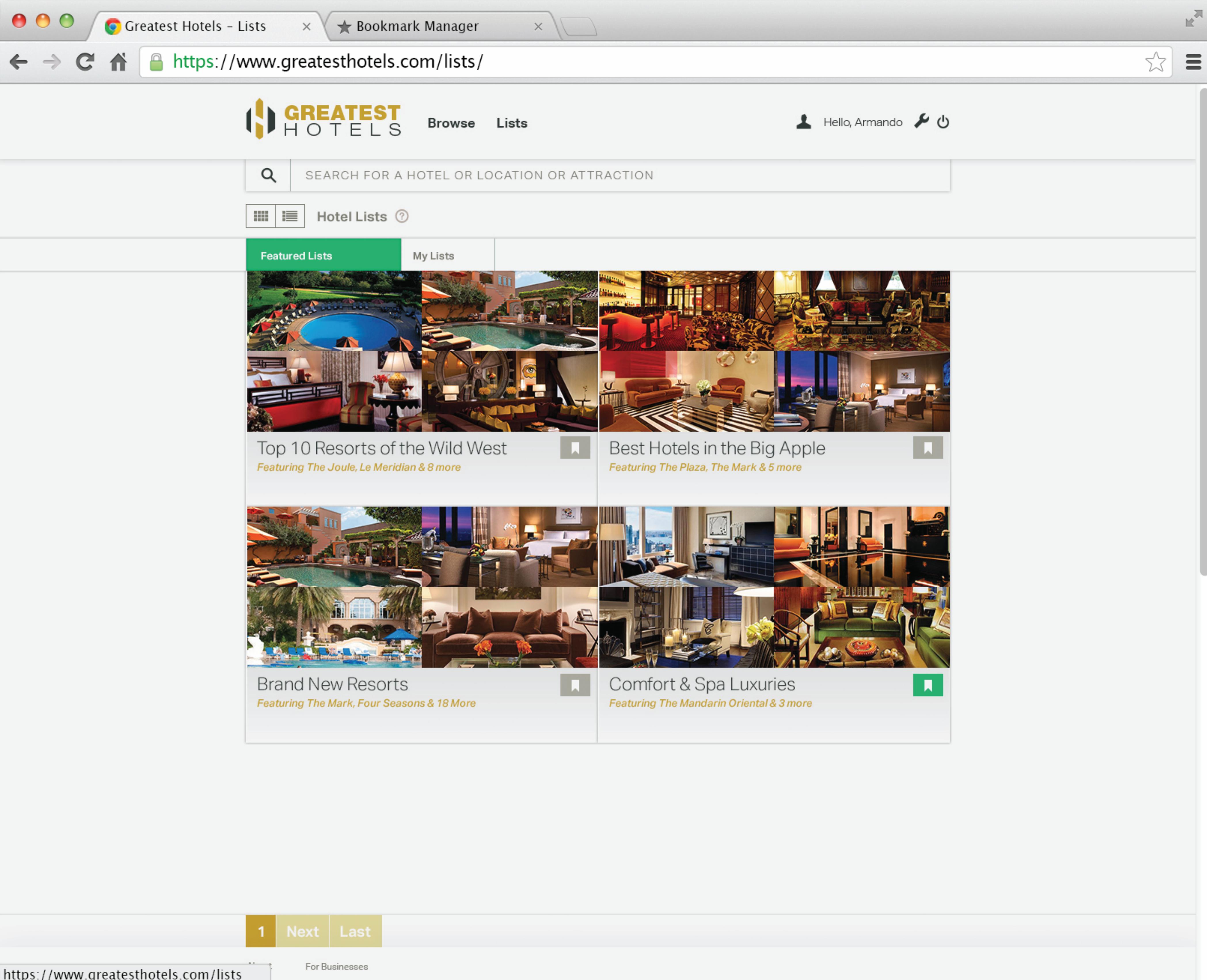
The screenshot shows the Greatest Hotels website's browse page. At the top, there's a navigation bar with a back/forward button, a bookmark manager icon, and a URL bar showing <https://www.greatesthotels.com/browse/>. Below the bar, the Greatest Hotels logo is on the left, followed by "Browse" and "Lists" links, and a user profile for "Hello, Armando". A search bar with a magnifying glass icon and the placeholder "SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION" is centered above a grid of hotel cards.

The grid displays six hotel cards:

- The Bellagio**, *Las Vegas, NV*: 5/5 rating, image of the exterior at night.
- Royal Sonesta Harbor Court Baltimore**, *Baltimore, MD*: 4.8/5 rating, image of a guest room.
- Hyatt Regency Baltimore**, *Baltimore, MD*: 4.8/5 rating, image of a lounge area.
- Park Hyatt Washington**, *Washington, DC*: 4.7/5 rating, image of a lobby.
- London West Hollywood**, *West Hollywood, CA*: 4.6/5 rating, image of a guest room.
- The Ritz-Carlton, Atlanta**, *Atlanta, GA*: 4.6/5 rating, image of a formal dining or lounge area.

Below the grid, there are navigation buttons for page 1, 2, 3, 4, "Next", and "Last". At the bottom of the page, there are links for "For Businesses" and the website URL <https://www.greatesthotels.com/browse/>.

Featured Lists

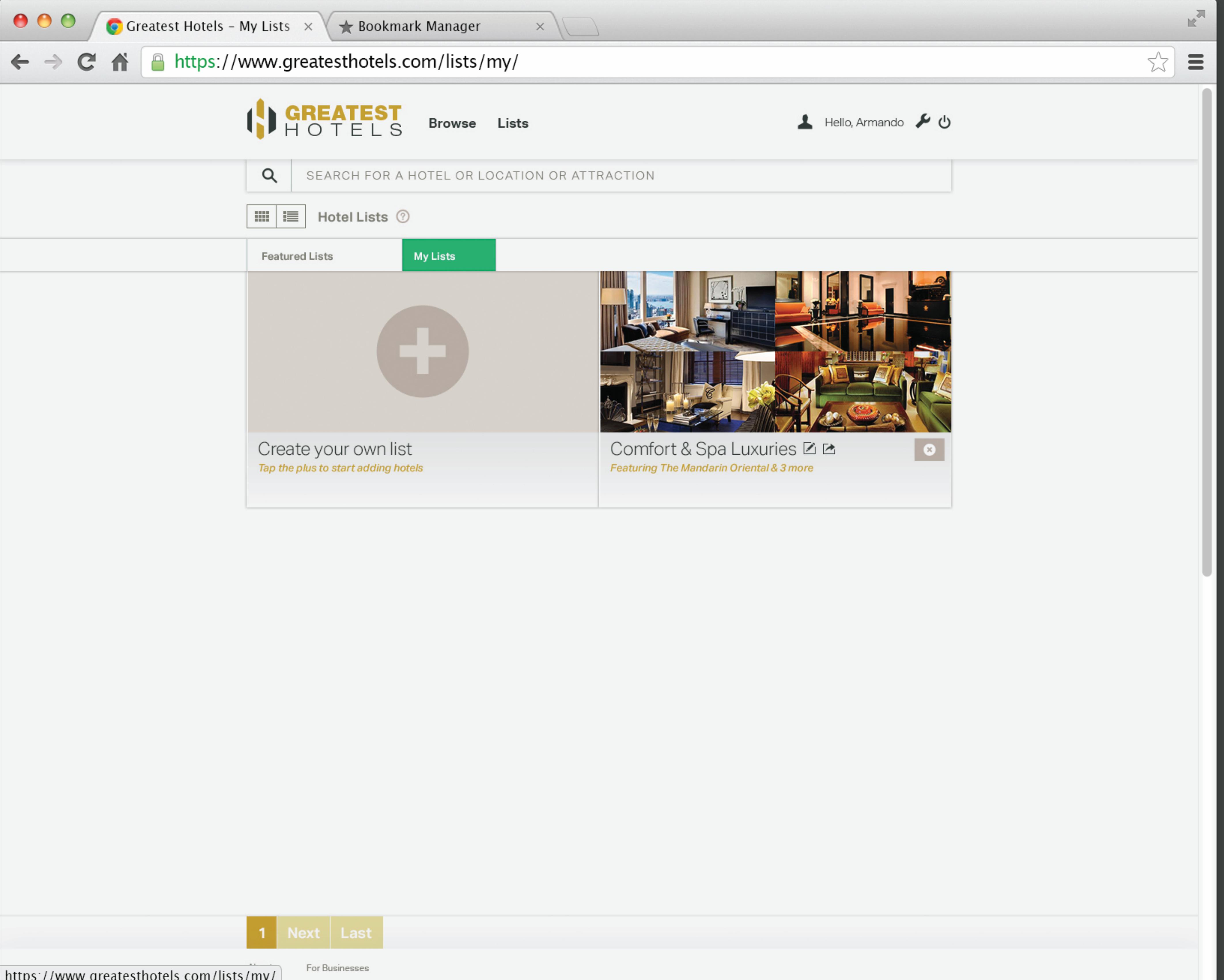


The screenshot shows a web browser window for the Greatest Hotels website at <https://www.greatesthotels.com/lists/>. The page features a navigation bar with the Greatest Hotels logo, 'Browse' and 'Lists' links, and a user profile for 'Hello, Armando'. A search bar and a 'Hotel Lists' button are also present. The main content area displays four 'Featured Lists' cards:

- Top 10 Resorts of the Wild West** (Featuring The Joule, Le Meridian & 8 more): Shows images of a resort pool and interior rooms.
- Best Hotels in the Big Apple** (Featuring The Plaza, The Mark & 5 more): Shows images of a hotel lobby and rooms with city views.
- Brand New Resorts** (Featuring The Mark, Four Seasons & 18 More): Shows images of a resort exterior and interior rooms.
- Comfort & Spa Luxuries** (Featuring The Mandarin Oriental & 3 more): Shows images of a hotel room and spa interior.

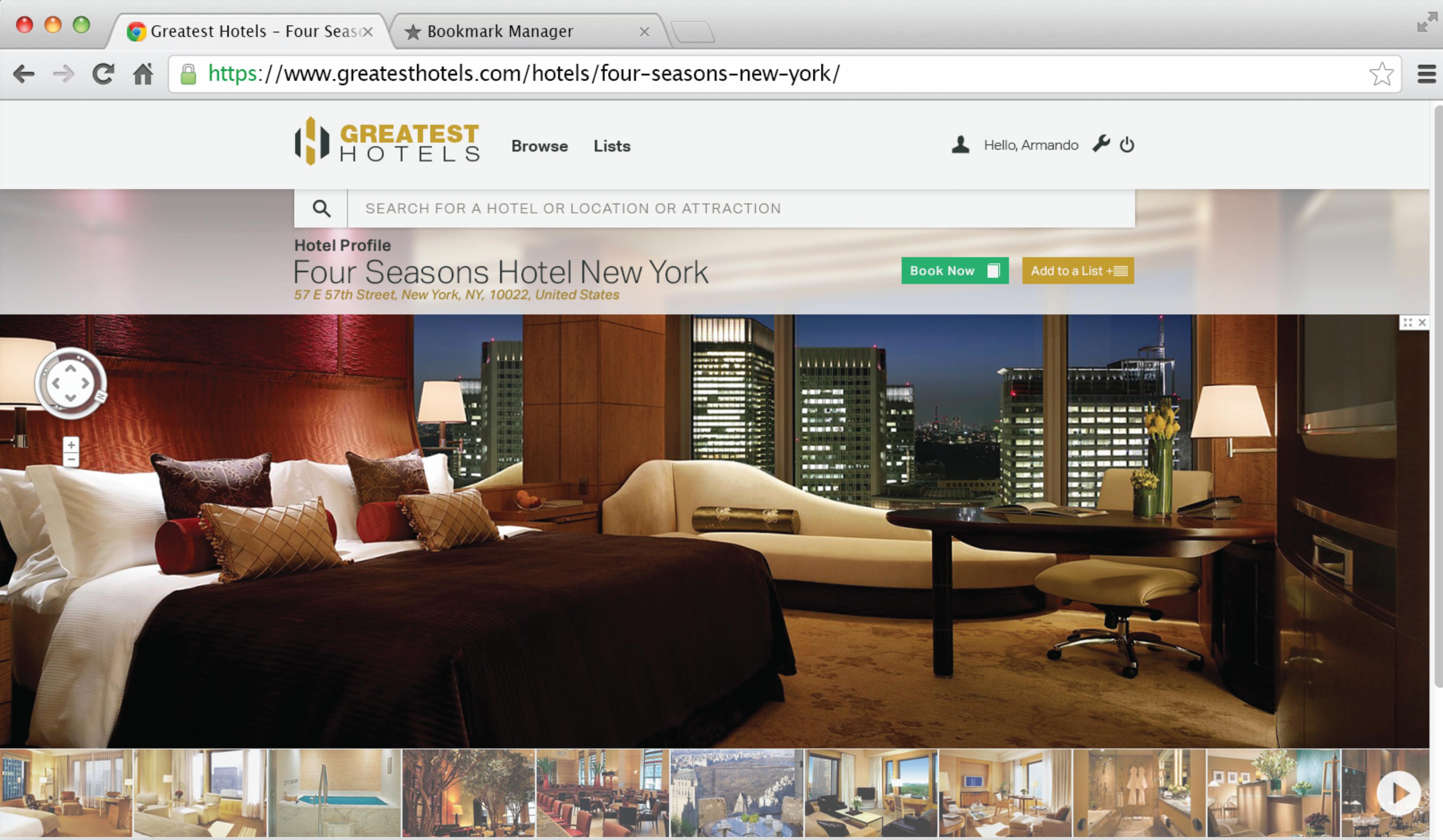
Pagination at the bottom includes buttons for '1', 'Next', and 'Last'.

My Lists



The screenshot shows a web browser window for the Greatest Hotels website. The URL in the address bar is <https://www.greatesthotels.com/lists/my/>. The page title is "Greatest Hotels - My Lists". The navigation bar includes links for "Browse" and "Lists", and a user profile for "Hello, Armando". A search bar at the top right says "SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION". Below it, there are icons for "Hotel Lists" and "My Lists". The "My Lists" tab is active, indicated by a green background. On the left, there's a large button with a plus sign and the text "Create your own list" and "Tap the plus to start adding hotels". To the right, there's a section titled "Comfort & Spa Luxuries" featuring images of a hotel room and spa area, with the text "Featuring The Mandarin Oriental & 3 more". At the bottom, there are navigation buttons for "1", "Next", and "Last". The footer contains the URL "https://www.greatesthotels.com/lists/my/" and a link for "For Businesses".

Hotel Profile - Part 1



The screenshot shows a web browser window for the Greatest Hotels website. The URL in the address bar is <https://www.greatesthotels.com/hotels/four-seasons-new-york/>. The page title is "Greatest Hotels - Four Seasons". The header includes the Greatest Hotels logo, a "Bookmark Manager" icon, and a user profile for "Hello, Armando". Navigation links for "Browse" and "Lists" are also present.

The main content area displays the "Hotel Profile" for "Four Seasons Hotel New York" located at "57 E 57th Street, New York, NY, 10022, United States". A large image of a hotel room with a bed, sofa, and city view is the central focus. Below it is a row of smaller images showing various parts of the hotel. To the right of the main image are two buttons: "Book Now" and "Add to a List".

Description

Located between Central Park and the bustling streets of Midtown Manhattan, the Four Seasons is a luxurious home base for Central Park activities and world-class shopping. Head 2 blocks west to Fifth Avenue, and you'll find Bergdorf Goodman, FAO Schwarz, and Yves St. Laurent.

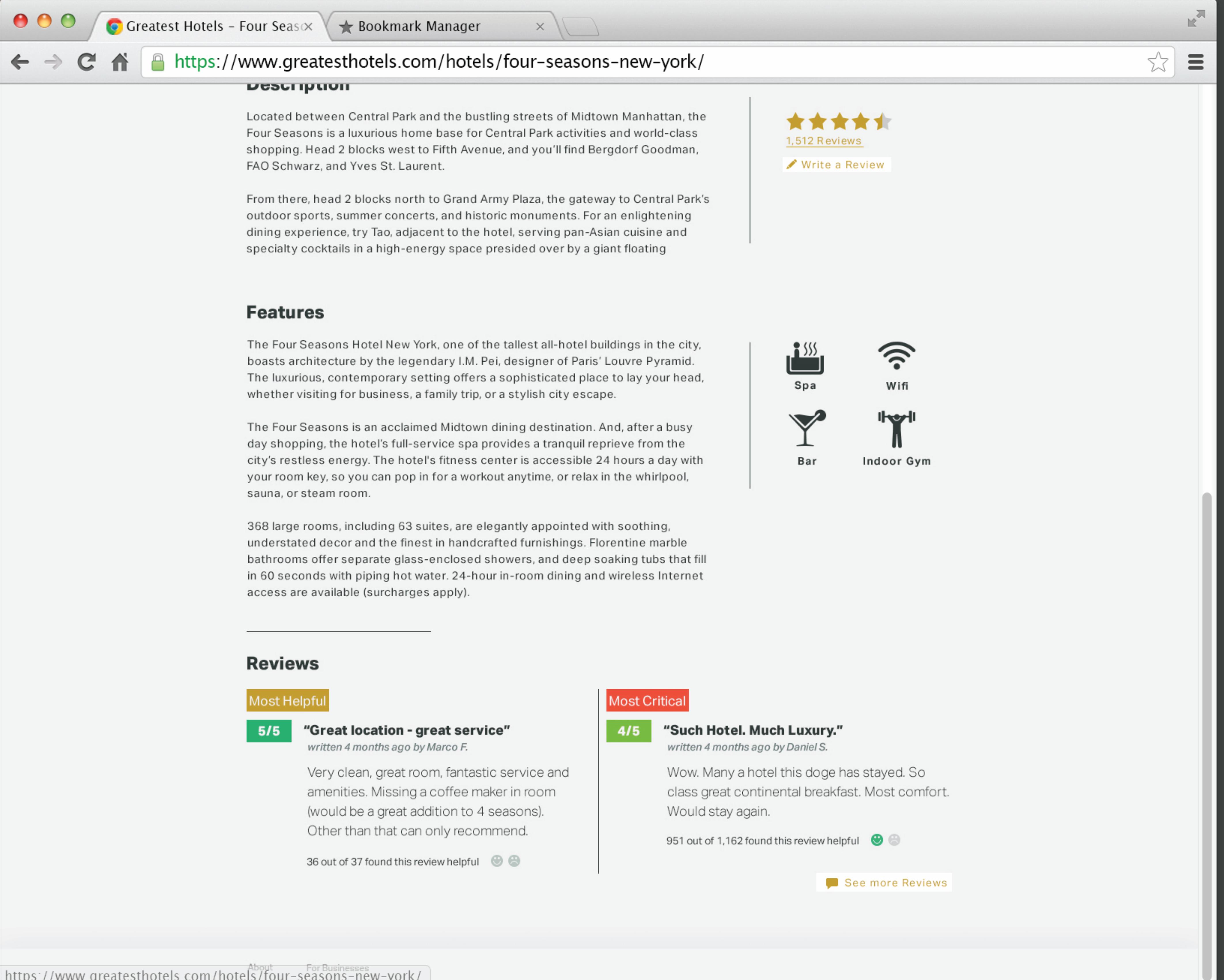
From there, head 2 blocks north to Grand Army Plaza, the gateway to Central Park's outdoor sports, summer concerts, and historic monuments. For an enlightening dining experience, try Tao, adjacent to the hotel, serving pan-Asian cuisine and specialty cocktails in a high-energy space presided over by a giant floating

 **5.0** 1,512 Reviews

 [Write a Review](#)

<https://www.greatesthotels.com/hotels/four-seasons-new-york/>

Hotel Profile - Part 2

A screenshot of a web browser window displaying the Greatest Hotels website for the Four Seasons Hotel New York. The URL in the address bar is <https://www.greatesthotels.com/hotels/four-seasons-new-york/>. The page content includes a 'Description' section with text about the hotel's location and amenities, a 'Features' section with details about its architecture, dining, and rooms, and a 'Reviews' section with user comments and ratings.

Description

Located between Central Park and the bustling streets of Midtown Manhattan, the Four Seasons is a luxurious home base for Central Park activities and world-class shopping. Head 2 blocks west to Fifth Avenue, and you'll find Bergdorf Goodman, FAO Schwarz, and Yves St. Laurent.

From there, head 2 blocks north to Grand Army Plaza, the gateway to Central Park's outdoor sports, summer concerts, and historic monuments. For an enlightening dining experience, try Tao, adjacent to the hotel, serving pan-Asian cuisine and specialty cocktails in a high-energy space presided over by a giant floating

Features

The Four Seasons Hotel New York, one of the tallest all-hotel buildings in the city, boasts architecture by the legendary I.M. Pei, designer of Paris' Louvre Pyramid. The luxurious, contemporary setting offers a sophisticated place to lay your head, whether visiting for business, a family trip, or a stylish city escape.

The Four Seasons is an acclaimed Midtown dining destination. And, after a busy day shopping, the hotel's full-service spa provides a tranquil reprieve from the city's restless energy. The hotel's fitness center is accessible 24 hours a day with your room key, so you can pop in for a workout anytime, or relax in the whirlpool, sauna, or steam room.

368 large rooms, including 63 suites, are elegantly appointed with soothing, understated decor and the finest in handcrafted furnishings. Florentine marble bathrooms offer separate glass-enclosed showers, and deep soaking tubs that fill in 60 seconds with piping hot water. 24-hour in-room dining and wireless Internet access are available (surcharges apply).

Reviews

Most Helpful	Most Critical
5/5 "Great location - great service" <small>written 4 months ago by Marco F.</small> <p>Very clean, great room, fantastic service and amenities. Missing a coffee maker in room (would be a great addition to 4 seasons). Other than that can only recommend.</p> <p>36 out of 37 found this review helpful</p>	4/5 "Such Hotel. Much Luxury." <small>written 4 months ago by Daniel S.</small> <p>Wow. Many a hotel this doge has stayed. So class great continental breakfast. Most comfort. Would stay again.</p> <p>951 out of 1,162 found this review helpful</p>

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