

# Oasis - a Vacation Home Booking Site

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# Project overview



## The Product

Oasis is an online vacation home booking website. The goal of Oasis is to help people find the best home rentals, quickly and effortlessly.



## Project Duration

February 2023 – March 2023

The screenshots illustrate the user interface of the Oasis website. The top screenshot shows the main search and filtering options, while the bottom screenshot provides a closer look at a specific listing, including the property's name, location, price, and a preview image.

# Project overview



## The Problem

Other online platforms have complicated interfaces. Often times, users find themselves digging for options (e.g., accessibility accommodations)



## The Goal

Design a powerful vacation home booking website focusing on ease-of-use and an efficient booking flow.

# Project overview



## My Role

UX designer for Oasis' website design



## Responsibilities

- User interviews
- Wireframing (paper, digital)
- Prototyping (low-, high-)
- Usability studies
- Design iterations
- Responsive design

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



The user interviews conducted paved the way for empathy maps. The empathy maps were crucial for understanding the user needs. The initial interview revealed that people found booking vacation homes somewhat stressful. The stressful experience compounds when trying to organize with groups of friends or family.

# User research: pain points

1

Clutter

The user interface of some sites often have a lot going on, making it difficult to grasp the important details.

2

Accessibility

The accessibility options (e.g., no-stair entrances) are sometimes tricky to find.

3

Organization

Users deem it stressful finding places to stay, as a group.

# Persona: David

## Problem statement:

David is an entrepreneur who frequently travels for work. He has frustrations dealing with accessibility filters.



David

Age: 35  
Education: Undergrad  
Hometown: Toronto  
Family: Married  
Occupation: Entrepreneur

*"Travelling should be a way to put the mind off work."*

## Goals:

- Find accessible accommodations
- A simple interface to easily pick out a place

## Frustrations:

- "Accessible accommodations are not always obvious."
- "Websites often have many steps in order to select what you want."

David is a 35-year-old entrepreneur who frequently travels for work. They often have to search for places to stay.

They are irritated at how complex it is to figure out whether a location has accessibility considerations (e.g., sloped entrances). Additionally, they are overwhelmed by how complicated it is to find a place to stay.

# User journey map

Through mapping David's journey, it demonstrated the need for a streamlined booking experience with more accessibility options.

Persona: David					
ACTION	Search for accommodations	Scan for accessibility options	Verify location has necessities	Pay for the accomodation	
<b>TASKS</b>	- Enter in location details - Enter in dates - Browse the listings	- Click on filter button - Enable the appropriate accessibility options	- Click into the listing - Scroll to the amenities section - Investigate whether it is accessible	- Click on checkout button - Verify payment info - Receive booking confirmation	
<b>FEELINGS</b>	- Excited about travelling	- Irritated at complexity	- Trusting that the location has what it says it has	- Pleased that the booking went through - Enthusiastic about the trip	
<b>IMPROVEMENTS</b>	- Enter in location details - Enter in dates - Browse the listings	- Add an accessibility button on the search bar - Simplify the user flow	- Add icons on the cover of the listing - E.g., sloped entrances, washroom bars	- Remind user about their bookings on home page	

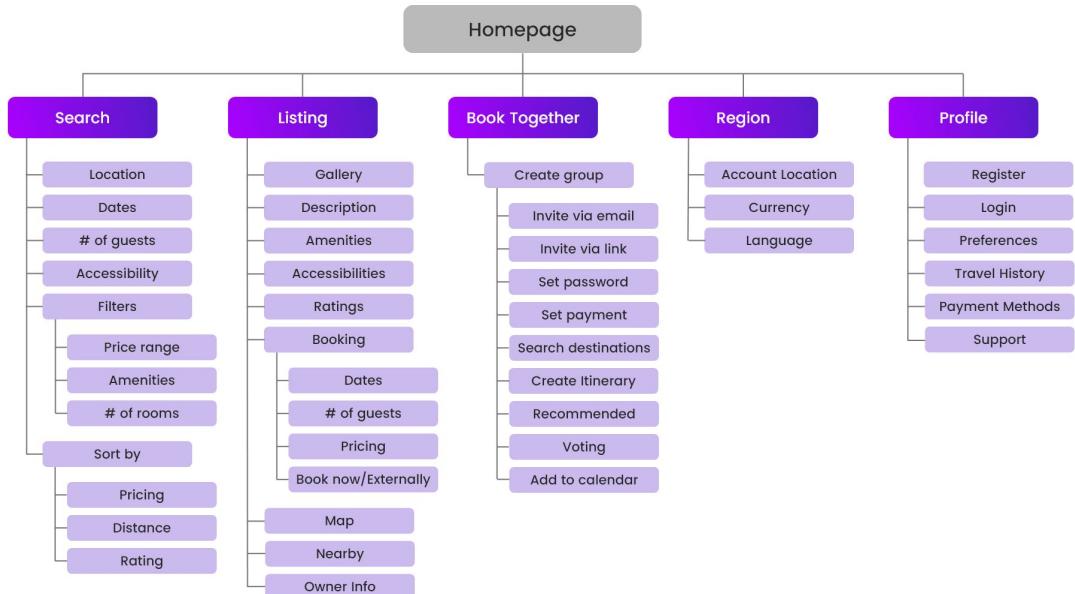
## Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Sitemap

Users found navigation to be complex, thus I set out to create a simple sitemap.

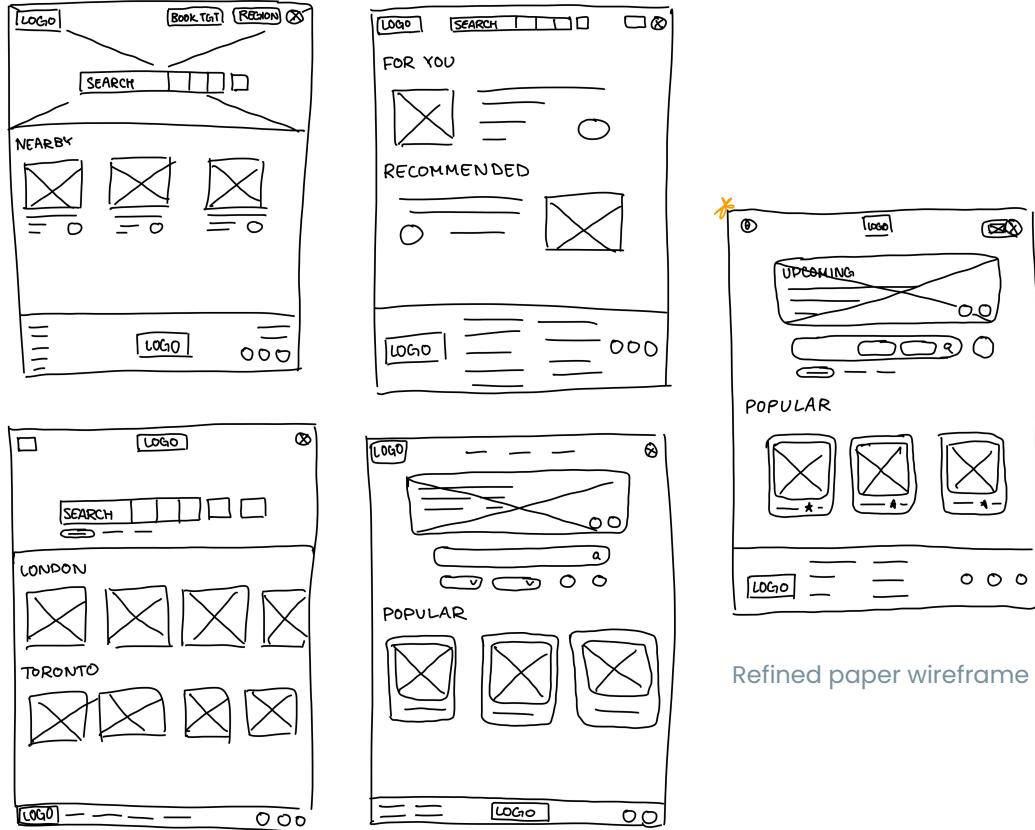
I chose a structure that made sense and is simple to use.



# Paper wireframes

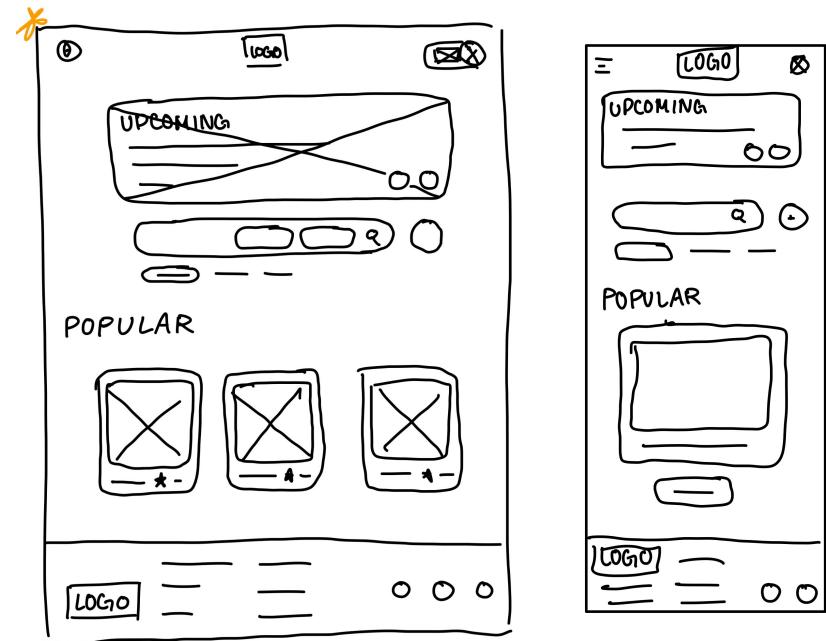
With consideration of user feedback, I sketched up rough wireframes.

The wireframes on the right demonstrate the different versions of the home screen.



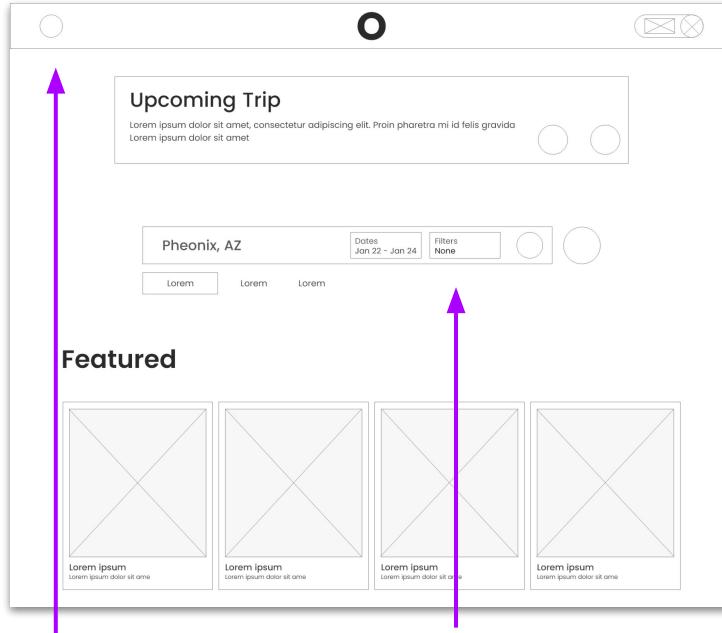
# Paper wireframes for responsiveness

As more and more individuals surf the web with mobile devices, I also worked on the mobile website design. Thus, I ensure that the website is responsive.



# Digital wireframes

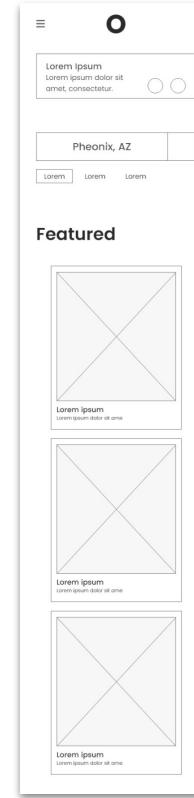
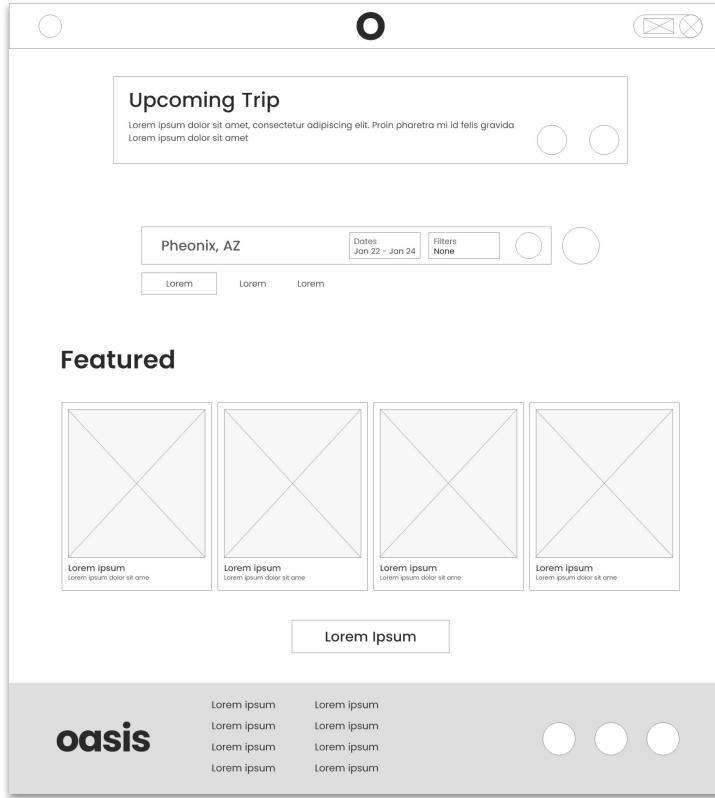
Translating paper wireframes to digital allowed me to iterate the design based on feedback at a more rapid pace.



Simple navigation bar allows users to quickly access different pages

Simple search bar indicating important parameters (e.g., filters)

# Digital wireframes for responsiveness

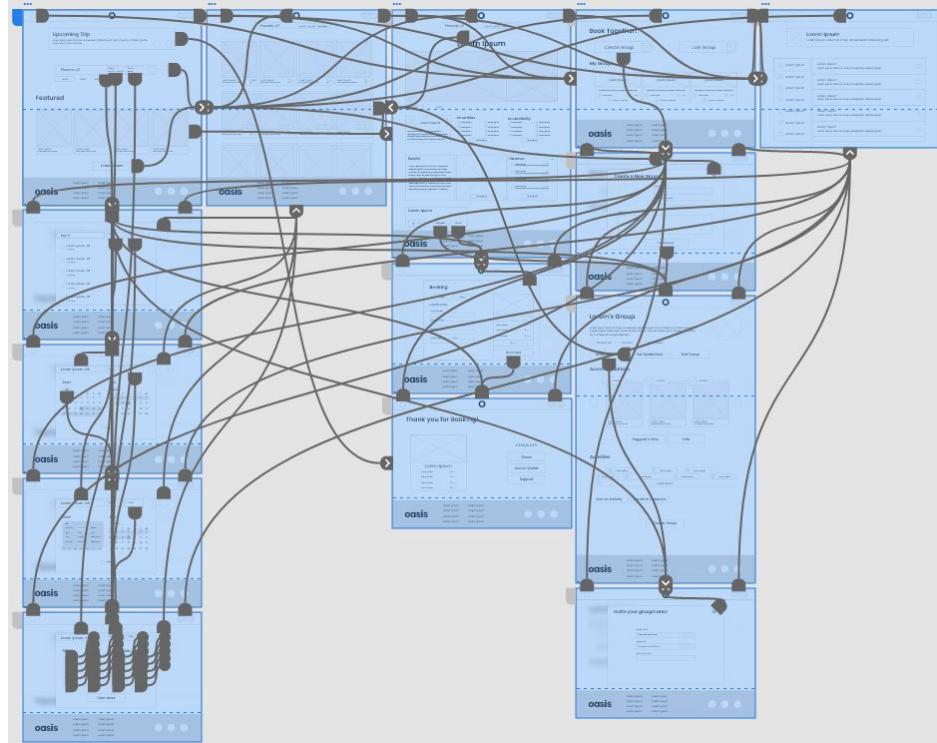


# Low-fidelity prototype

Connecting the different screens created a prototype that I could use for usability studies.

Lo-Fi Prototype

Xd



# Usability Study: parameters



## Study type:

Unmoderated usability study



## Location:

Canada, remote



## Participants:

5 participants



## Length:

20-40 minutes

# Usability Study: findings

The first usability study revealed the following:

## 1 Saved Cards

Users want a way to select cards used in the past to book

## 2 Navigation

The navigation bar buttons did not sufficiently describe the location it led to

## 3 Contrast

Toggled elements lacked contrast. Some users reported not knowing whether an option was on or off

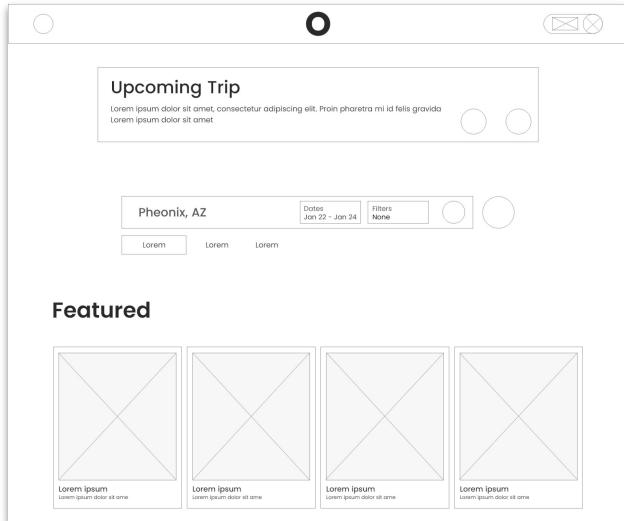
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

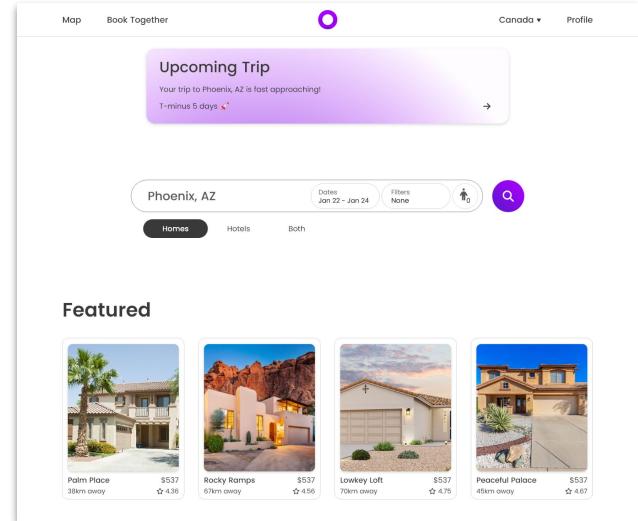
# Mockups

The findings from the usability study allowed me to improve upon my initial design. For instance, increasing the contrast of selected buttons and reworking the navigation bar.

Before usability study



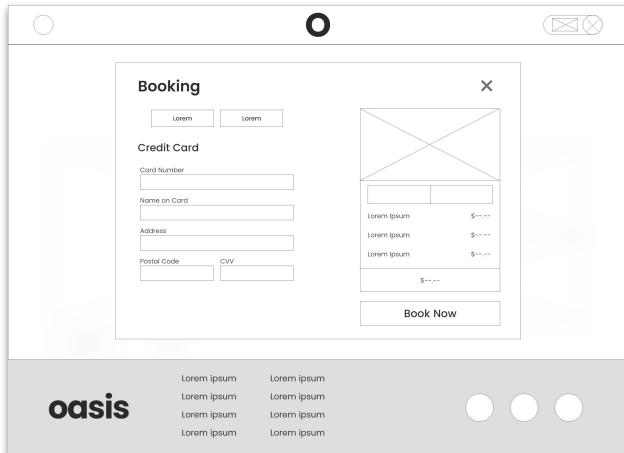
After usability study



# Mockups

I also enhanced the booking flow by adding a saved payment methods section while booking.

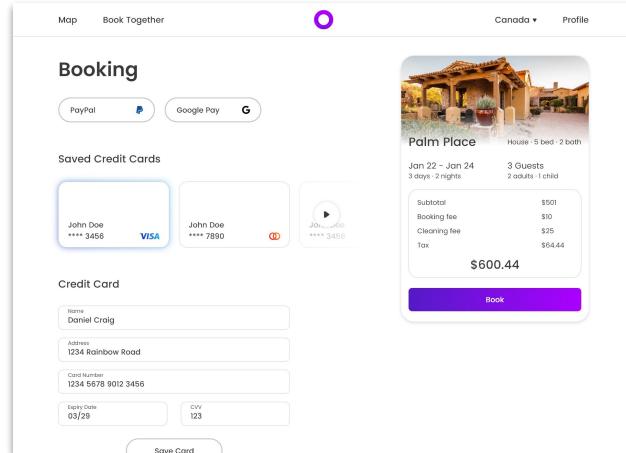
Before usability study



A wireframe of a booking form titled "Booking". It includes fields for "Card Number", "Name on Card", "Address", "Postal Code", and "CVV". To the right is a placeholder for a credit card image with a large "X" over it. Below the card fields is a table with four rows, each showing a placeholder name and a price of "\$---.---". At the bottom is a "Book Now" button. The footer contains placeholder text: "Lorem ipsum" repeated four times.



After usability study



A wireframe of a booking form titled "Booking". It features sections for "Saved Credit Cards" (showing two cards for "John Doe" with VISA and American Express logos) and "Credit Card" (with fields for Name, Address, Card Number, CVV, and Expiry Date). On the right, there's a summary table with columns for "Subtotal", "Booking fee", "Cleaning fee", and "Tax", totaling "\$600.44". At the bottom is a purple "Book" button. The header includes "Map", "Book Together", and "Canada • Profile". The footer has a "Save Card" button and the Google logo.

# Mockups: Original screen size

Map Book Together Canada Profile

Upcoming Trip  
Your trip to Phoenix, AZ is fast approaching!  
T-minus 5 days →

Phoenix, AZ Dates Jan 22 - Jan 24 Filters None

Homes Hotels Both

Featured

Map Book Together Canada Profile

Phoenix, AZ Jan 22 - Jan 24 No Filters 1

Places near Phoenix, Arizona

Sort ↗

Place	Distance	Rating	Price
Palm Place	38km away	4.98	\$537
Rocky Ramps	67km away	4.98	\$537
Lowkey Loft	70km away	4.97	\$537
Peaceful Palace	46km away	4.87	\$537

Map Book Together Canada Profile

Phoenix, AZ Jan 22 - Jan 24 No Filters 1

Palm Place House - 5 bed - 2 bath

Features Details

Kevin Powell Amenities Accessibility

Map Book Together Canada Profile

Thank You For Booking!

Your adventure awaits you in 5 days.

While you wait:

Add to Calendar Share Print Receipt

Check-in Instructions:  
The owner will provide a code prior to your check-in time on Jan 22 at 9:00am

Reveal Code Unlocks in 5 days and 12 hours

Subtotal	\$501
Booking fee	\$10
Cleaning fee	\$25
Tax	\$64.44
<b>Total</b>	<b>\$600.44</b>

\*\*\*\* 3456 VISA

Support

# Mockups: Screen size variations

The image displays four mobile screen mockups illustrating the adaptability of a travel and vacation rental platform across various screen sizes. The platform interface includes a header with navigation links (Map, Book Together, Canada, Profile), a search bar, and a prominent purple circular icon.

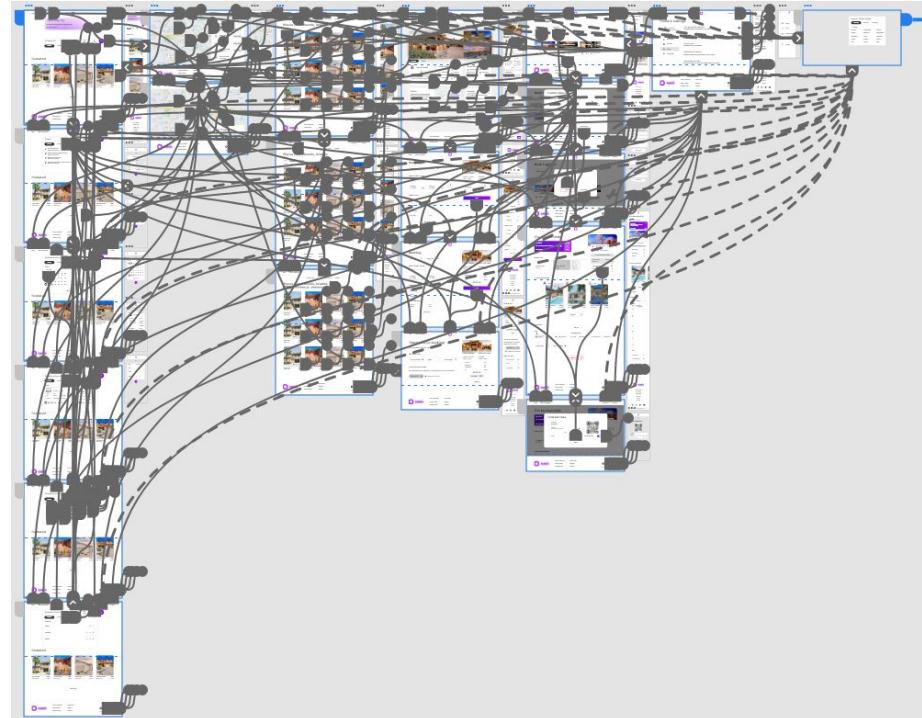
- Large Screen (Left):** Shows the "Upcoming Trip" section with a purple banner indicating "Your trip to Phoenix, AZ is fast approaching! 1 minus 5 days." Below it is a search bar for "Phoenix, AZ" and a date range "Jan 22 - Jan 24". A "Featured" section displays five property cards: "Palm Place" (5337), "Rocky Ramps" (5337), "Lowkey Loft" (5337), and "Peaceful Palace" (5337). At the bottom are "Terms of Service", "Privacy Policy", "Contact Us", and social media links.
- Medium Screen (Second from Left):** Shows the "Upcoming Trip" section with a purple banner indicating "Your trip to Phoenix, AZ is fast approaching! 1 minus 5 days." Below it is a search bar for "Phoenix, AZ" and a date range "Jan 22 - Jan 24". A "Featured" section displays five property cards: "Palm Place" (5337), "Rocky Ramps" (5337), "Lowkey Loft" (5337), and "Peaceful Palace" (5337). At the bottom are "Terms of Service", "Privacy Policy", "Contact Us", and social media links.
- Medium Screen (Second from Right):** Shows a detailed listing for "Palm Place" in Phoenix, AZ, available from Jan 22 to Jan 24 for 3 guests. The listing includes a large image of the house, a swimming pool, and a sunset. It details the host (Kevin Powell), amenities (Heating, Air Conditioning, Backyard, Washer & Dryer, Parking Lot), accessibility (Stairlifts, Shower Bars, Wide Pathing), and reviews (4.8 stars from 12 reviews). It also shows a map and a "Book" button.
- Small Screen (Right):** Shows a detailed listing for "Palm Place" in Phoenix, AZ, available from Jan 22 to Jan 24 for 3 guests. The listing includes a large image of the house, a swimming pool, and a sunset. It details the host (Kevin Powell), amenities (Heating, Air Conditioning, Backyard, Washer & Dryer, Parking Lot), accessibility (Stairlifts, Shower Bars, Wide Pathing), and reviews (4.8 stars from 12 reviews). It also shows a map and a "Book" button.

# High-fidelity prototype

The hi-fi prototype has a similar flow compared to the lo-fi prototype. This prototype adds changes that were informed from the usability study.

Hi-Fi Prototype

Xd



# Accessibility considerations

1

Clear and consistent heading styles informs visual hierarchy of each page

2

Each image includes alt text to help screen readers describe image contents

3

Important elements have high contrast, making it easy to make out key buttons or toggles

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The website has a clear flow that users grew accustomed to quickly. The visual aspects (e.g., hierarchy, colours, and images) made the website fun to interact with.



## What I learned:

Throughout the design process, I learned that conducting thorough user research is crucial for identifying areas of need. The users' frustration can reveal many unexplored avenues that other services may lack.

# Next steps

1

Additional usability  
studies may reveal  
areas of deficiency

2

Additional user surveys  
may help with bringing  
new ideas to the design

# Let's connect!



Thank you for taking you time to look at my case study on the Oasis website! Feel free to contact me below!

Portfolio



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Google