WhereOffers

Days away/Events Reservation App

Event	Lodging	Food	Basket
Concierto €5	Fun Hostel €12.50	Takeaway €5	
Teatro €10	Malaga Guest €25	Eatery €10	
Sports Event €10	Hotel Beachside €50	Meson €25	
Theme Park €10	Premium Hotel €75	Fine dining €50	
Spa €10	Exec Suite €125		
Music €10			

Basket:
Sport event 15
Fun hotel 12.50
Food to go 5.70

22.50
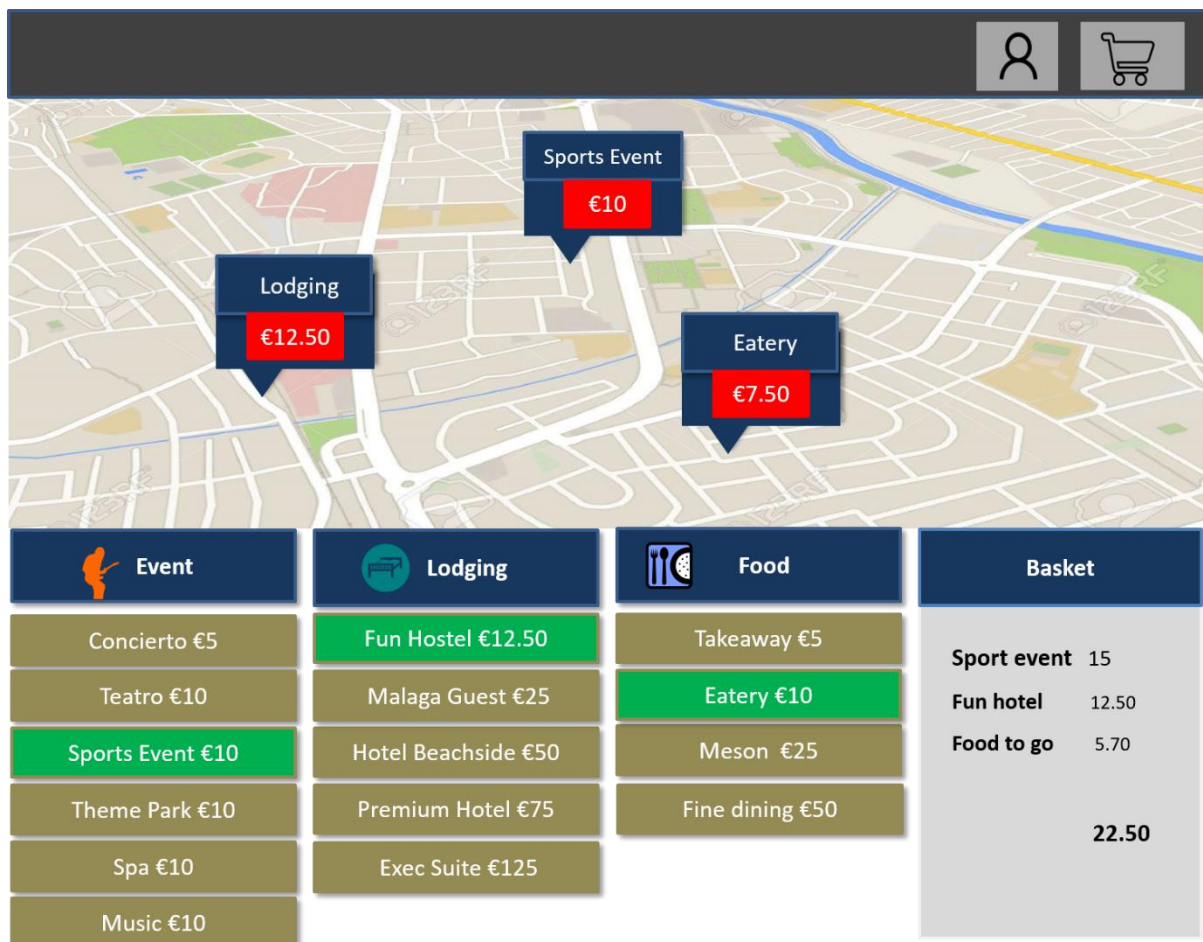
Concept:

To create an app to plan an evening out where users can search for special offers/discounts on hotels, entertainment and takeaway/eating out options. The app is to be a geo-localised offers aggregator.

Background

Own startup defining spec and functionality ourselves rather than given by a client or product owner.

The functionality is the key reason that users would be using our app.

Functional Requirements

Core features

(Defined in this case as being the minimum functionality required to plan an evening out & introduce the site/product)

Aggregation of offers from various other sites via APIs (Atrapalo.es for events).

Allow users to see prices and select various options (to buy all at once from our site) or (buy through affiliate links).

Geo-localisation: Give users the locations of each (Lodging, Event, and Food) and perhaps directions between the 3 locations to show the route on a map.

Optional Functionality

Profiles

Email verification

User login area

Top menu (same all pages).

Insert internal URLs in top menu

Approach

The idea is relatively complicated since there is a large amount of data to present so it would certainly require some iterations to get it into shape.

Users would need to have a simple way to quickly select an evening plan. They can search for the city/location initially (text entry field), date (calendar drop down), and amount of people (drop down) then simply click to select from the multi menu table.

One thought is for the table to collapse and only the selected options are shown, the other is for the table to continue to show all options giving the user the ability to upgrade / downgrade price after seeing the results if they prefer.

Lodging	Eating out	Event
Fun Hostel €12.50	Food to go €5	Concierto €5
Malaga Guest €25	Eatery €10	Teatro €10
Hotel Beachside €50	Meson Malaga €20	Sports Event €10
Premium Hotel €75	Fine dining €50	Theme Park €10
Exec Suite €125		Spa €10
		Clases €10

The challenge is that for each category button in the menu table there would be both results and then sub results. If you select a cheap hotel button, it shows the results and also sub-results being the room types. For eating out, the results would be the restauration options and the sub- results the food selected. For the events, you could pick a sports event, and then the sub-results would be the seating types (front row, etc). The best way that I found to solve this is that only the results need to be shown, with a deeplink to a partner site that the user can purchase on. Revenue for our website therefore is to be based on affiliate tracked links.

The prices given via the table should be for the lowest or standard price. This also would mean alongside the location text field, there should also be a selector drop down menu for the amount of people. So if the user requires 2 people, it would show double and twin rooms and prices.

Eating option categories and pricing ranges shown in the table would be taken from table booking websites for each location and would only feature those that appear on such table booking sites.

Events could show the lowest price seat for 1 person. Users could then upgrade on the partner site if they so require.

Results

There will be 3 types of results (lodging, event, and food) so the question is whether to show all of these results on top of each other or as a module. The tabs probably are the best idea, although one thing to consider is that once users click away to the partner site is hoping or finding some way to get them to return to our site and click through to the rest of the selections in their evening plan, i.e. to visit all of the 3 partner sites.

I think it can be effective to consider various options when designing UIs. In this case one option to get the user to visit all the partner sites is to select the hotel, the food option and then the event through the module, and then click the "buy" button that opens up each of these deeplinks in 3 browser tabs at once. This is likely to result in user confusion so might not be the best option.

Another option could be to show the partner sites in frames, or to allow users to buy on our site.

The best idea I came up with is to guide the user from hotel selection, click next, select eating arrangement, click next, then select event. After this the map appears and shows the location of each and 3 buy buttons are shown.

Prototype

These requirements turned into a desktop prototype. These require several iterations in liaison with dev team
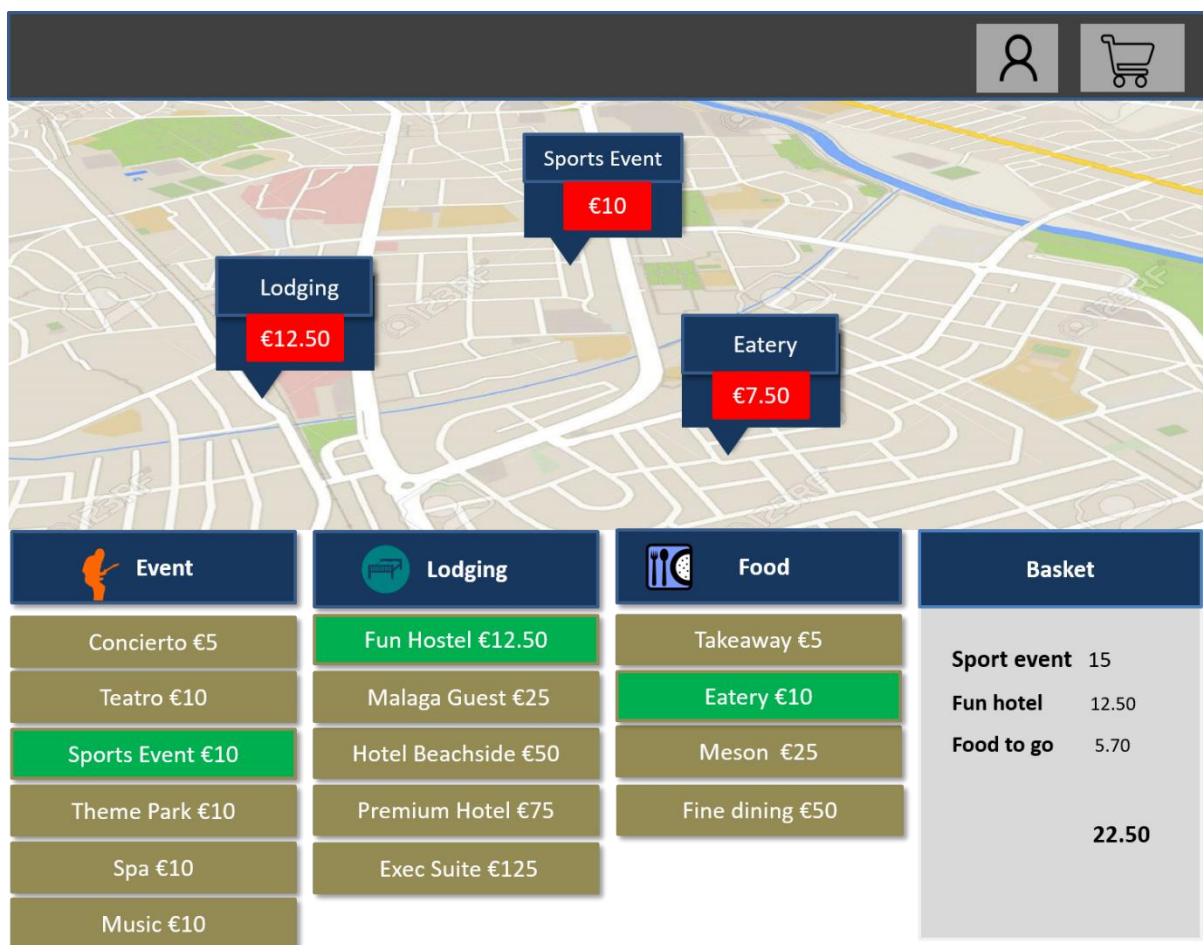
Research

Method: Talking to those waiting /queuing for events.

Event visitors	50	
Interest in online search for events	90%	

Find digital confusing	15%	
Takes too long to find/ expensive	57%	
Online tool to arrange of interest.	90%	
Rely on tour operator or travel agents to put together deals.	29%	
Want special offers/deals on events	70%	

Usability Testing

Device type	Mobile: 55% Tablet: 23% Desktop: 22%
Easy to sign up?	Yes 76%
User Goals: What are you trying to achieve on the site/app?	"I'm trying find some fun places to visit" "I'm going to arrange a night out in (another city)"
Blockers: Did anything stop you achieving your goal?	"Finding cheap hotels close to event" "I forgot to check takeaways near our hostel"
Time taken: How many minutes did it take to complete?	"15 to 25 mins"
Difficulty: Anything slow/ unobvious/ unintuitive?	"I felt uncertain if I need to sign up" "Different concept, quite smooth to use"
Frequency of use: Would you use this again and often?	"Yes, quite useful, saves time on searching maps for each individual thing"
Improvements: Can anything be done better? Any other features you might want?	"Reserve everything in the one place"

User Stories

The next thing is translating the requirements & prototype into user stories/PBIs to go into a product backlog.

Event Search

Filter Event Type: Users would like to be shown events and lowest seat prices, to allow them to see entertainment options for the day.

Event Search Results: Users need to click on events and be shown up to 5 options on map & iframe section below

Lodging Search

Lodging Category Filter: Users would like to cheapest lodging prices in each lodging type, to allow them to select a lodging category.

Lodging Search Results Users need to click on lodgings and be shown options in iframe area & on map.

Food Search

Food Type Filter: Users would like to be shown food categories & prices, to allow them to select

Food Search Results: Users need to click on food options and be shown up to 5 options in iframe area & on map.
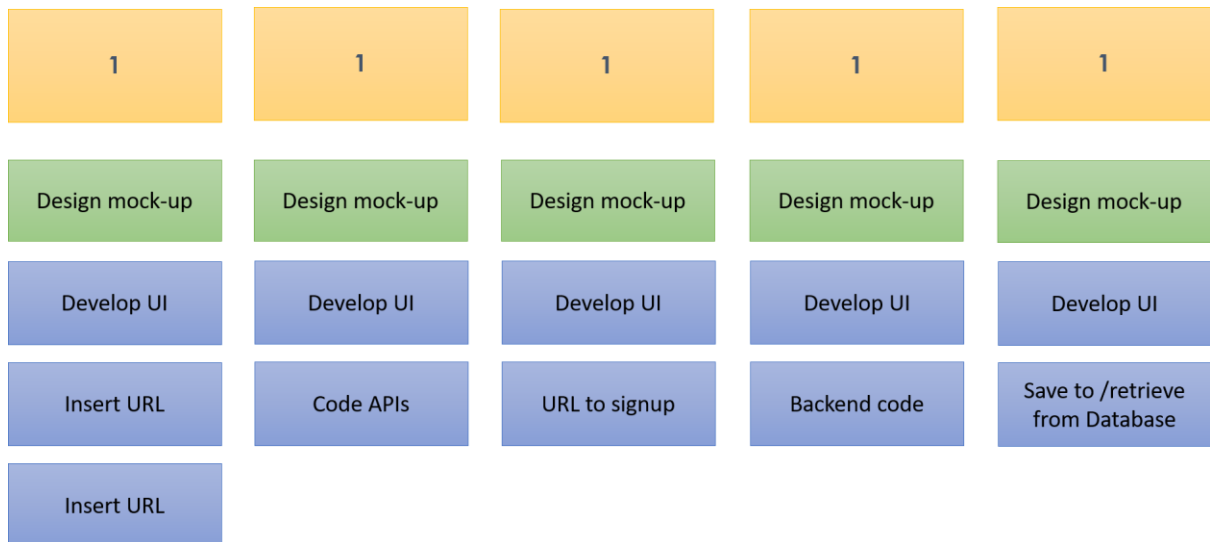
Basket

Users might like a summary of those options clicked through to reserve,

Trolley

Users need to retrieve select items

User story map

1	1	1	1	1
Design mock-up	Design mock-up	Design mock-up	Design mock-up	Design mock-up
Develop UI	Develop UI	Develop UI	Develop UI	Develop UI
Insert URL	Code APIs	URL to signup	Backend code	Save to /retrieve from Database
Insert URL				

Technical

Iframes or APIs

Google Maps API