

CIMSO MEMBERSHIP PLATFORM IMPLEMENTING WITH BOOKING PROTOTYPE

Proposal for Hotel Membership System UI/UX

Introduction The proposed Hotel Membership System aims to enhance the user experience for booking hotels and managing memberships.

The UI/UX design focuses on providing a seamless, user-friendly, and visually appealing interface that ensures an efficient and enjoyable booking process.

Objectives

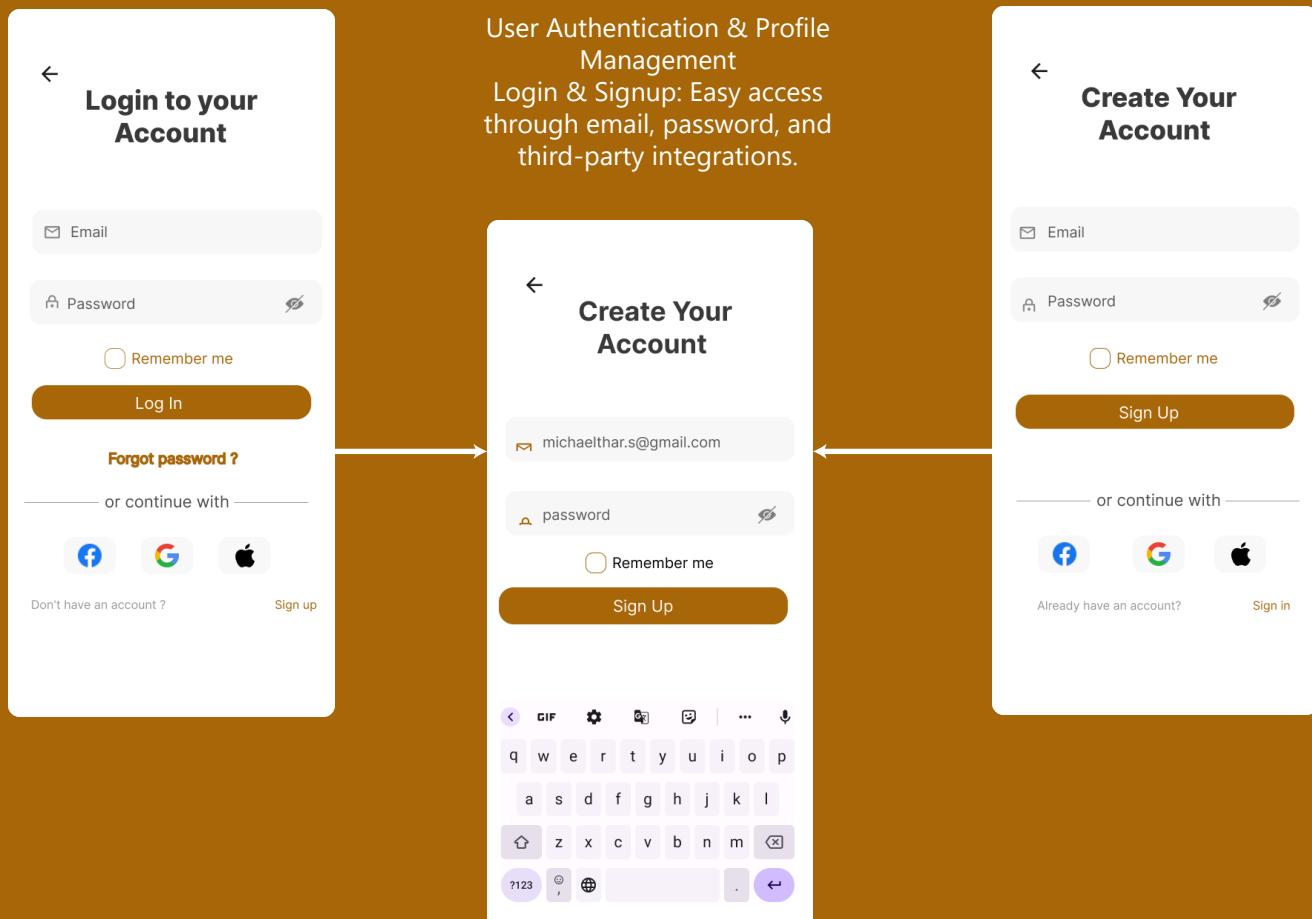
To provide an intuitive and aesthetically pleasing interface for hotel booking and membership management.

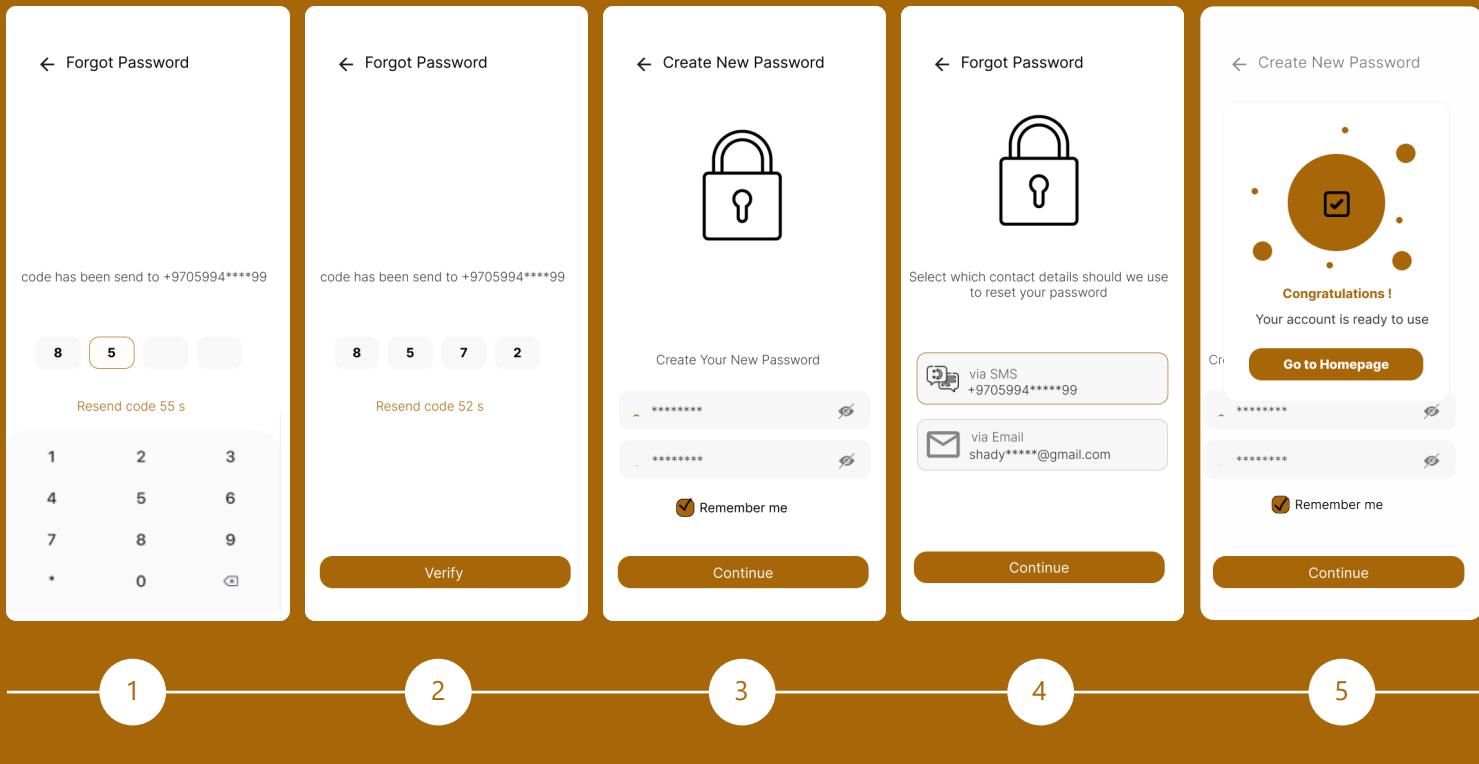
To enhance the user experience by streamlining the account creation, login, and booking processes.

To integrate membership levels and rewards seamlessly into the system.

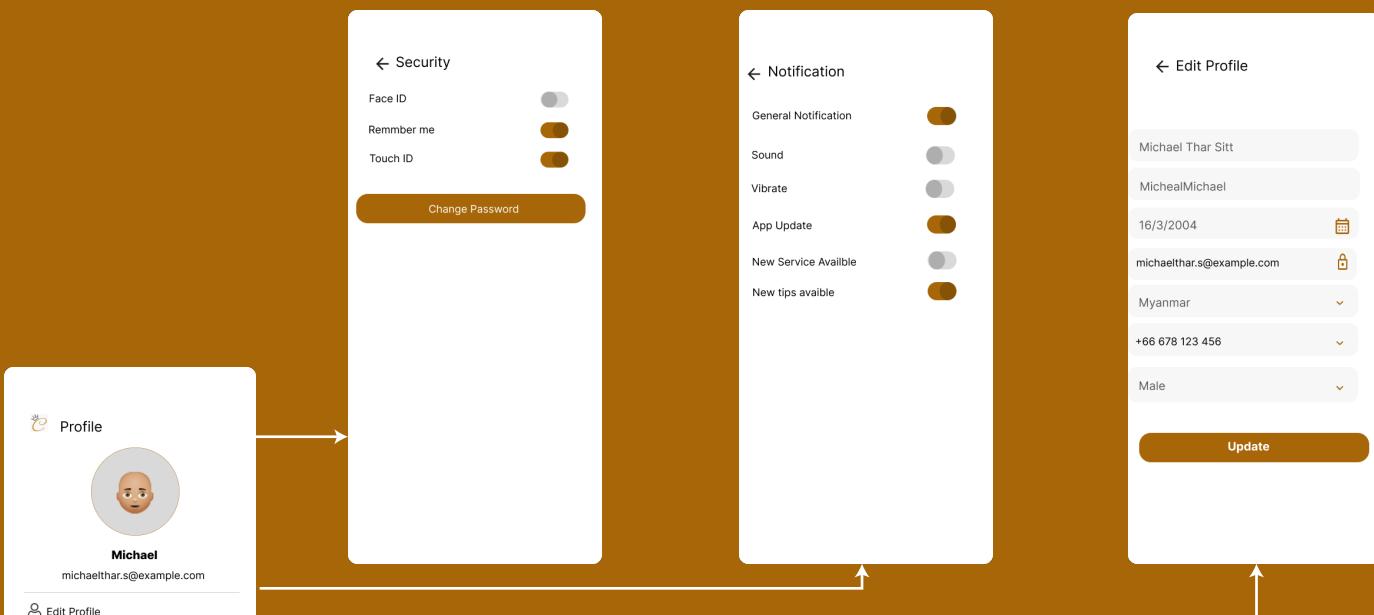
To improve customer engagement and retention through a user-friendly loyalty program.

KEY FEATURES





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Profile Management

Forgot Password Recovery: Secure and straightforward password reset via email or SMS.

Profile Management: Users can edit personal information, update payment details, and manage security settings.

Notifications & Security

Personalized Notifications: Users receive updates on bookings, payments, and promotions.

Security Features: Face ID, Touch ID, and Two-Factor Authentication for secure access.

Privacy Controls: Users can manage notification preferences and account security settings.

Hotel Booking System

- Search & Filters: Users can search for hotels by city, date, price range, and facilities.
- Hotel Listings: Display of popular, trending, and recommended hotels with prices and reviews.
- Booking Management: Easy booking, payment, and cancellation options.
- Booking History: Users can track their past, current, and canceled reservations.

The image displays four screenshots of the Hotel Booking System app:

- Screenshot 1: Hotel Listing**
Shows a hotel room with a double bed, a lamp, and a window view. Below it, the "Castella Hotel" is listed with a price of ฿1399/night and a "Book Now" button.
- Screenshot 2: Booking Type**
Shows two categories: "Hotel" (represented by a bed icon) and "Restaurant" (represented by a chef's hat icon).
- Screenshot 3: Select Date**
A calendar for April 2025 showing check-in on April 15 and check-out on April 19. It also shows a guest count of 5 and a total price of ฿7999.
- Screenshot 4: Filter Options**
Allows users to filter by city (Bangkok), sort results (Highest Popularity, Highest Price), set price ranges, choose guest ratings (5 stars to 1 star), select facilities (WiFi, Swimming Pool, etc.), and choose accommodation types (Hotels, Villas, etc.).

Below the screenshots are four large orange buttons with white text:

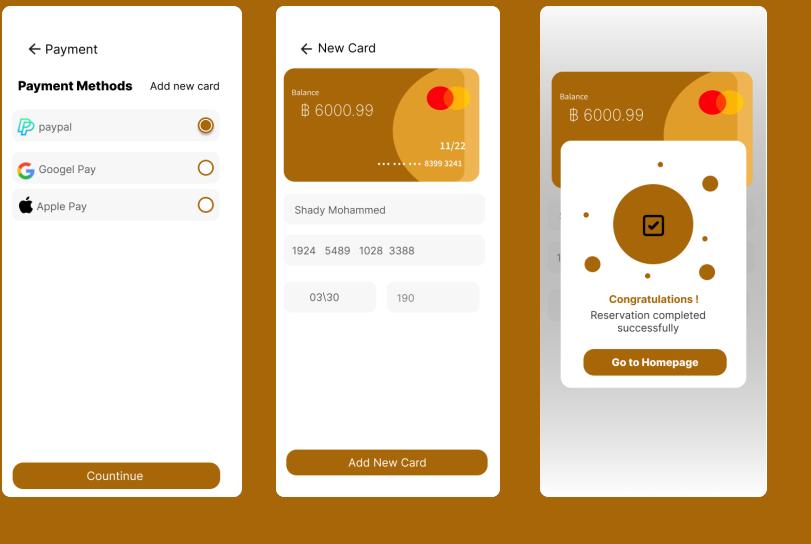
- Search Hotels
- Booking Type
- Date Guests Count
- Price Range Search and Filter

Membership & Rewards System

- Tiered Membership Levels: Bronze, Silver, and Platinum memberships with benefits.
- Points & Rewards: Users earn points from bookings and can redeem them for discounts and perks.
- Exclusive Benefits: Complimentary breakfast, room upgrades, and festival gifts for loyal members.

The image displays five screenshots of the Membership & Rewards System app:

- Screenshot 1: REDEEM POINTS**
A blurred background image of a hotel lobby with a "REDEEM POINTS" button at the bottom.
- Screenshot 2: Member Card - Silver**
Shows a "Silver" membership level with 6000 total points and various rewards like Free Festival gifts and 20% off Discounts.
- Screenshot 3: Member Card - Platinum**
Shows a "Platinum" membership level with 10000 total points and rewards like Free Festival gifts and 40% off Discounts.
- Screenshot 4: Member Card - Bronze**
Shows a "Bronze" membership level with 3000 total points and rewards like Complimentary breakfast and Free Upgrade.
- Screenshot 5: Member Card - Royal Card**
Shows a "Royal Card" with a current point balance of 2500 and a table of rewards for different room types and restaurants.



Payment Integration

Multiple Payment Methods: Debit/Credit Cards, PayPal, Google Pay, and Apple Pay.

Secure Transactions: Data encryption and secure checkout experience.

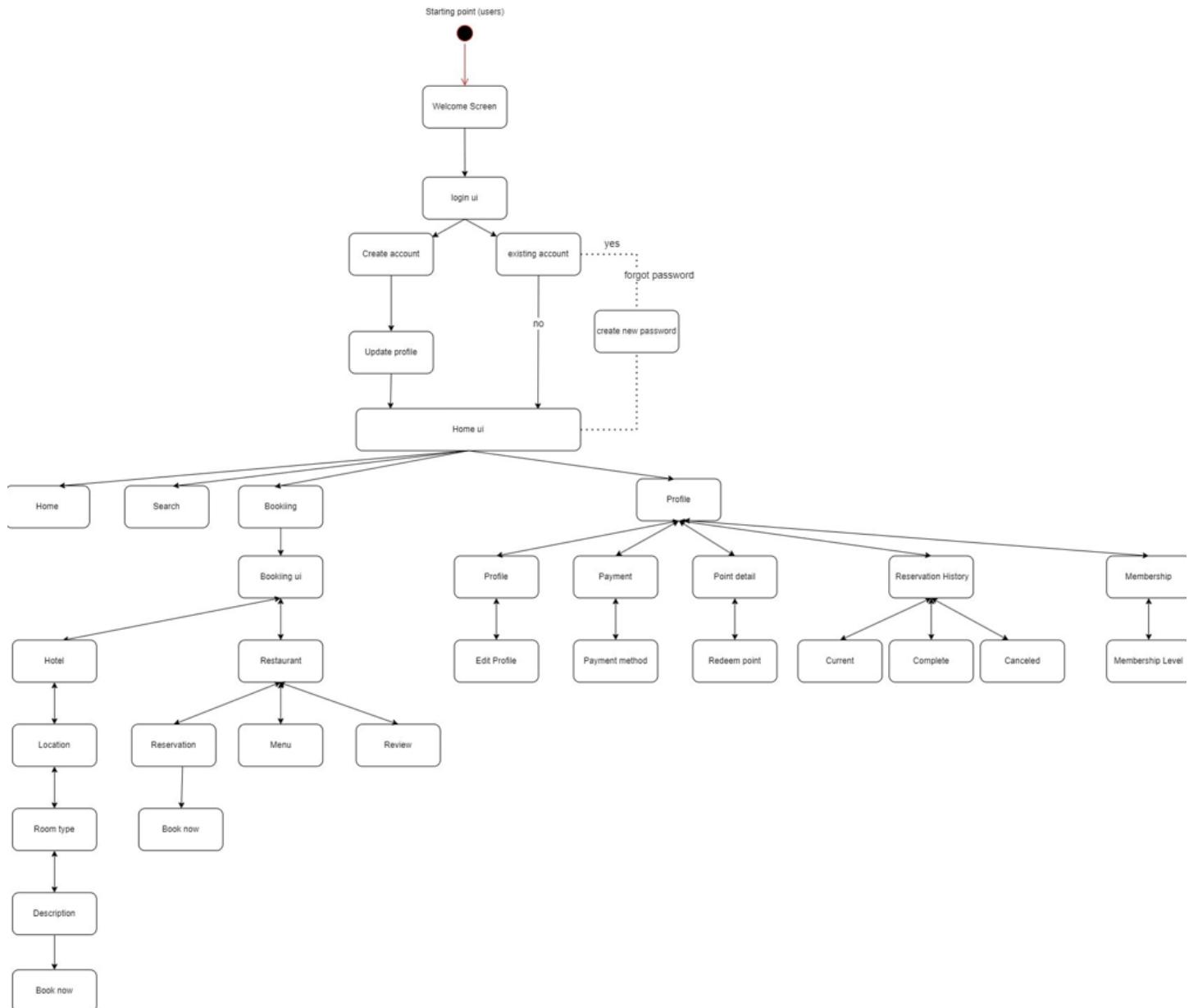
Balance & Payment Management: Users can store and manage multiple payment options.

Restaurant & Additional Services

Restaurant Reservations: Users can book tables, view menus, and pre-order meals.

Special Offers & Discounts: Flash offers on food, hotel stays, and services.

Facility Bookings: Users can reserve access to hotel amenities like gyms, spas, and pools.



Work Flow for our platform

This activity flow diagram represents the user journey in a hotel booking application, outlining the different stages and interactions a user can have

User Flow & Experience

The UI/UX design ensures a smooth user journey from account creation to booking completion.

The system provides:

- A minimalist dashboard with easy navigation.
- A visually appealing hotel listing page with high-quality images and real-time pricing.
- Quick booking options with minimal clicks required.
- A well-structured membership section highlighting user progress and benefits.

Conclusion

The Hotel Membership System UI/UX is designed to provide an effortless and enjoyable booking experience. With intuitive design, secure transactions, and an engaging rewards system, this platform enhances customer satisfaction and loyalty. Implementing this UI/UX will not only improve user retention but also establish the brand as a premium and user-centric service in the hospitality industry.

File Link

Github Link

<https://github.com/LunaCas23703/CiMSO.git>

Figma Link

<https://www.figma.com/design/Lb8CeQx7d2jsbGNqGXQEPP/cimsco-hackathon?t=GDwT5KFfiKnoG1KP-1>