# Web & Database Computing Group Project – Part 1

## Introduction

The project requirements are to have the following:

* Users should be able to sign up and log in to make or manage hotel bookings and manage their information
* Hotels should be able to sign up and log in to manage (i.e. add/delete/update) rooms and hotel information
* Users should be able to search for rooms by location and booking date
* Users should be able to view a map of the location containing markers for each of the hotels listed
* Users should be able to view additional information about hotels by interacting with the map
* Users should be able to leave a review after their booking
* Users should be able to link a social media/email/other account to login with that provider (OpenID), but must be able to login without one

The research of existing websites will be focused around these project requirements. The style, structure and features of these webpages will be critiqued. This critique will help build our groups website in the future.

The websites which will be researched will mostly come from reputable hotel chains. They obviously have enough money so that their websites will be probably be of a high standard. Other websites sound be newer businesses such as Airbnb, etc because they might be savvier.

## Hotel Research

### Airbnb

The core pages of Airbnb are:

* The home page: <https://www.airbnb.com.au/?logo=1>
* Sign up page
* Log in page
* Searching page
* Room page

#### Style

The style of the webpage is minimalistic. White backgrounds with grey/black coloured font. Which is an excellent contrast to the pictures of locations and rooms that are presented on the webpage. This contrast is used to draw user attention to the ‘important’ parts of the webpage. It also reduces cognitive load on the use by reducing the visual stimulus from the webpage.

#### Structure

The home page only used the middle 1/3rd column of the webpage. This must make using the homepage on phone or tablet device easier, because they effectively operate using columns.

The sign up page and log in page are structures very similarly. The essential information is placed in the middle 1/3rd column of the webpage so that the fields are ‘unmissable’ and simple to navigate. This reduces the cognitive load of the user, because they either focus on the header or the middle column of pages.

#### Features

One strange features is the header. The header contains the core information of the webpage. And it is fixed to the top of the webpage when the user is scrolling down, thus this eases cognitive and kinetic load on the user. The issue is that when a room is selected the header is no longer fixed, this is probably used to make it more difficult for the user to direct themselves away from the webpage due to business reasons.

The search on the front page only has a location field. But on the search page it has additional filters which makes searching for rooms less cognitively exhausting for the user because they do not need to browse as much.

The search/browse page also has an interactive map with the location of rooms, on a Google Map. This is own of the core requirements for our own webpages.

When browsing through rooms, the pictures of the rooms can be scrolled through by clicking the left and right arrow. This maximises the amount of information provided by the website, whilst also reducing kinetic load on the user.

### JW Marriott

Home page: <http://www.marriott.com/jw-marriott/travel.mi>

### Hilton Hotels & Resorts

Home page: <http://www3.hilton.com/en/index.html>

### Crowne Plaza Hotels & Resorts

Home page: <https://www.ihg.com/crowneplaza/hotels/us/en/reservation>

### Wyndham Hotel Group

Home page: <http://www.wyndhamap.com/wps/wcm/connect/Wyndham/home/Hotel-Group>

### Four Seasons

Home page: <https://www.fourseasons.com/>