



HOMES & VILLAS
by MARRIOTT BONVOY[®]

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MARRIOTT DIGITAL EXPERIENCE PROJECT

WITH PUBLICIS SAPIENT

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PROJECT INTRODUCTION

Consulting at Publicis Sapient is all about developing digital products (like websites and apps) that solve complex business problems. Now that you know a little bit more about our client and context, it's time to tackle your project!

This project is based on the Marriott Homes and Villas case study. It will allow you to put your coding skills into context, and experience a miniature version of the process of creating digital products. It's great exposure to engineering-adjacent roles like user research and Product Management, and will benefit any modern professional who is going to be involved with the creation and continuous improvement of digital products.

Note: this project is $\frac{1}{3}$ product work, and $\frac{2}{3}$ coding work.

To create any digital product, you (and your organization) need a clear vision of:

- **WHAT** you are building (be it a full product, or a small new feature)
- **WHO** you are building it for (your customer or user), and
- **HOW** it will deliver value to both your users and your business

You can find the *wireframe* of the site I created in this presentation, and the link to the live site I developed [here!](#)

UNDERSTAND YOUR MARKET

To develop an understanding of our client's industry, visit at least 3 hospitality websites offering whole-home rentals (e.g. Airbnb, VRBO, BluePillow, Wimdu, etc). Explore the features available on these websites. Focus only on the features directed at potential guests (not potential hosts). Provide links to the 3 websites you explored:

- Airbnb
- VRBO
- BluePillow

Briefly explain why these websites are a relevant comparison.

All three platforms operate in the hospitality and vacation rental market, directly competing with Marriott's extended-stay and homes & villas offerings. They target travelers searching for unique or full-home accommodations and showcase a wide range of guest-facing features designed to simplify discovery, comparison, and booking. Analyzing these websites highlights industry best practices for user experience and reveals what features guests expect when planning extended or leisure stays.

Make a list of at least 10 product features you've identified on competitors' websites.

- 1) Users can filter results by price range, property size, or amenities (e.g., pool, pet-friendly).
- 2) Users can view interactive maps showing property locations in relation to landmarks.
- 3) Users can toggle between different trip dates and instantly update pricing/availability.
- 4) Users can access detailed property reviews and ratings from past guests.
- 5) Users can save favorite homes to a personalized "wish list" for later viewing.
- 6) Users can share property links directly with travel companions via social media or email.
- 7) Users can view transparent fee breakdowns (nightly rate, cleaning fees, service fees, taxes).
- 8) Users can message hosts or property managers with questions before booking.
- 9) Users can explore 360° virtual tours or photo galleries of properties.
- 10) Users can manage bookings through a personal account dashboard (modify, cancel, or rebook).

UNDERSTAND YOUR USERS

Now that you know a bit about your competition, it's time to dig deeper into who your customer is, and what they want and need. The Customer Experience team provided you with some research, summarized below. 3181 Marriott Bonvoy members who are currently planning a vacation were surveyed about their travel habits, expectations, and website experience. Here is a summary for their answers to the question: "When thinking about your next vacation, do you know your destination?"

I have an exact destination in mind	24.21%
I know what type of vacation I want, but haven't settled on a destination	38.67%
I know what area or country I want, but haven't settled on a destination	9.68%
I have no idea yet, looking for inspiration	27.44%

Qualitative User Research

A small number of survey respondents were invited to record their thoughts as they explored an early version of the Homes and Villas website. Watch the edited compilation and write a short paragraph (50-100 words) describing the theme(s) you see emerging from this user research. Your paragraph should answer the following questions: What connections can you identify between qualitative (video) and quantitative (survey results) research? What are some of the “pain points” (tensions or frustrations) users are describing as they interact with the Marriott website? What kind of experience do you think users wish for?

The user research suggests that while some travelers begin their booking journey with a clear destination in mind, the majority approach the site undecided and are seeking inspiration. Both the survey and interview feedback reveal a strong need for tools that make discovery easier, such as flexible search, curated recommendations, and intuitive filters. Users also expressed frustrations around navigation and uncertainty about pricing or property details, highlighting a desire for greater transparency and simplicity. Overall, travelers want a booking experience that is inspirational, easy to navigate, and trustworthy, guiding them from exploration to confident decision-making.

WELCOME SCREEN - FIRST USER INTERACTION

The screenshot shows the homepage of the HOMES & VILLAS by MARRIOTT BONVOY website. At the top, there's a navigation bar with links for Destinations, Saved Homes, My Trips, About & FAQ, and Sign in. Below the nav bar is a large banner featuring a sunset over mountains and the text "Where we take you". Underneath the banner is a search interface with a "DESTINATION" field containing a "Where to?" input and three category buttons: "City" (which is highlighted in blue), "Beach", and "Mountains". To the right of the search is a "SEARCH" button. Below the search area is a section titled "Recommended for You" displaying five cards: Nashville, Marco Island, Delray Beach, and Big Sky.

The welcome screen introduces guests to the booking experience upon first site entry.

Guests can choose from *City*, *Beach*, or *Mountains* categories to begin exploring. This demo highlights the *City* option in full detail.

Once a category is selected, the *Destinations* dropdown in the navbar auto-updates with relevant options, streamlining navigation.

DYNAMIC DESTINATIONS DROPDOWN

The screenshot shows a computer monitor displaying the HOMES & VILLAS by MARRIOTT BONVOY website. At the top, there's a navigation bar with links for Destinations, Saved Homes, My Trips, About & FAQ, and Sign in. A dropdown menu is open under the Destinations link, listing Atlanta, Istanbul, Rio de Janeiro, Nashville (with a small Tennessee flag icon), Seoul, Amsterdam, Venice, and London. Below the navigation, a large banner features the text "Where we take you" and "Discover our growing collection". To the right of the banner is a map with three circular icons representing different destination types: a city skyline, a beach scene, and a mountain range. A callout box contains the text "Where do you want to go?". Below this are three buttons labeled "City", "Beach", and "Mountains". Further down, a section titled "Recommended for You" displays four cards with images and names: Nashville, Marco Island, Delray Beach, and Big Sky.

After selecting **City**, **Beach**, or **Mountains**, the Destinations dropdown auto-fills with curated options, helping guests find relevant choices quickly.

Choosing a destination (e.g., **Nashville**) directs guests to an interactive map with a property pin, creating a smooth path from inspiration to exploration.

This feature supports undecided travelers (67% of survey users) with curated suggestions that reduce decision fatigue.

CITY DESTINATION OPTIONS

Recommended for You

Atlanta Georgia	Istanbul Turkey	Rio de Janeiro Brazil	Nashville Tennessee
Seoul South Korea	Amsterdam Holland	Venice Italy	London England

United States

Guests see curated city options displayed visually with high-quality images and clear labeling.

Selecting a city (e.g., Nashville) highlights the option and prepares the map below with the chosen destination.

This design supports quick comparison across multiple destinations, helping undecided travelers explore without extra steps.

DESTINATION MAP VIEW

The image shows a computer monitor displaying a destination map view. The screen is divided into two main sections: a grid of location cards at the top and a map of the United States below. The location cards are arranged in two rows of four. Each card features a small image of a property or landmark, the city name, and the state/country. The cities shown are Atlanta (Georgia), Istanbul (Turkey), Rio de Janeiro (Brazil), Nashville (Tennessee) in the top row; and Seoul (South Korea), Amsterdam (Holland), Venice (Italy), and London (England) in the bottom row. Below the cards is a map of the United States with state boundaries. A red location pin is placed on the map, centered over the state of Tennessee, indicating the location of Nashville.

After selecting *Nashville*, a location pin automatically appears on the interactive map.

The map provides geographic context and helps guests visualize where their chosen destination is located.

This feature builds confidence and reduces uncertainty by connecting property images to a real-world location.

DESTINATION PREVIEW POP-UP

The image shows a computer monitor displaying a map of the United States. A map pin is placed over the state of Tennessee, specifically around Nashville. A pop-up window has appeared at this location, showing a photograph of a house and the text "Nashville Tennessee". Below the map, there are several other destination preview cards, each featuring a small image and the name of a city and country:

- Atlanta Georgia
- Istanbul Turkey
- Rio de Janeiro Brazil
- Nashville Tennessee
- Seoul South Korea
- Amsterdam Holland
- Venice Italy
- London England

Clicking the *Nashville* map pin opens a pop-up preview with property image and location details.

This gives guests immediate visual confirmation of their chosen destination without leaving the map view.

The pop-up encourages users to continue exploring or booking with clarity.

INSPIRE ME: SURPRISE DESTINATION

The screenshot shows the HOMES & VILLAS by MARRIOTT BONVOY website. At the top, there's a navigation bar with links for Destinations, Saved Homes, My Trips, About & FAQ, and Sign in. Below the header, a large banner features the text "Where we take you" and "Discover our growing collection". To the right of the banner are three colorful icons representing City, Beach, and Mountains. A search bar below the banner asks "Where do you want to go?" with buttons for "City", "Beach", and "Mountains", and a "SEARCH" button. A red "Surprise Me!" button is located below the search bar. Underneath, a section titled "Recommended for You" lists four destination cards: Nashville, Marco Island, Delray Beach, and Big Sky, each with a small thumbnail image.

This optional **Surprise Me** button generates a randomized destination to spark inspiration.

This feature supports undecided travelers by introducing curated suggestions aligned with their interests.