


**Layout and structures to mimic the existing sites**

# Search results layout

**Small**  
Mobile phones

### ME London



★★★★☆

Covent Garden


4.5 Outstanding

\$123 total

**? Medium**  
Smaller tablets

### ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Outstanding 4.5

654 reviews

Covent Garden

2mi to city center

Welcome Rewards

\$123

price for 1 night


Special deal

2 rooms left

**Large**  
Bigger tablets

### ME London

336-337 The Strand London, WC2R 1HA United Kingdom



★★★★☆

Covent Garden

2mi to city center

Welcome Rewards

Outstanding 4.5

654 reviews

\$123

price for 1 night

Special deal

2 rooms left

# Page structure

## Phones and portrait tablet

London  
12/03/2014 - 13/03/2014  
2 adults

Filter

Sort by bestsellers ▼

Search result

Search result

Search result

## Landscape Tablet

London 12/03/2014 - 13/03/2014 2 adults

Filter

Name contains

Price range

Star rating

Guest Rating

Sort by bestsellers ▼

Search result

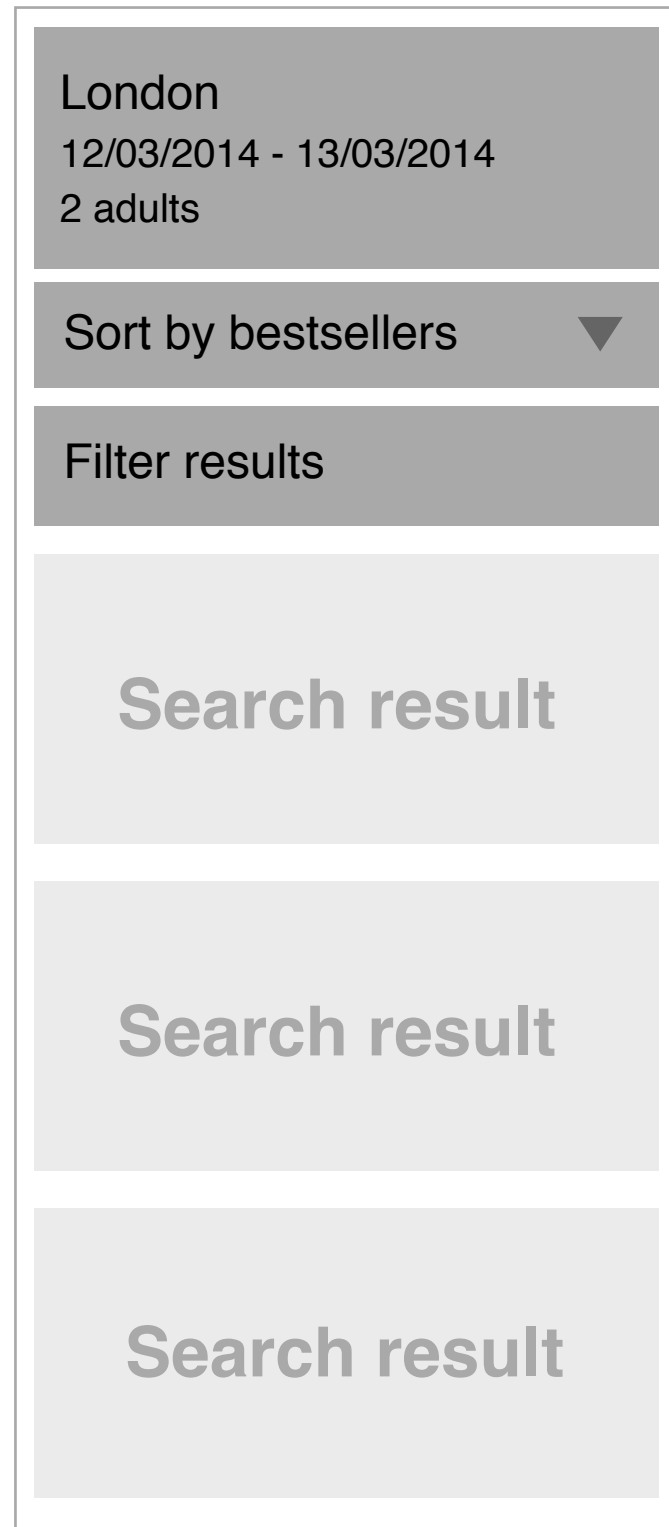
Search result

Search result

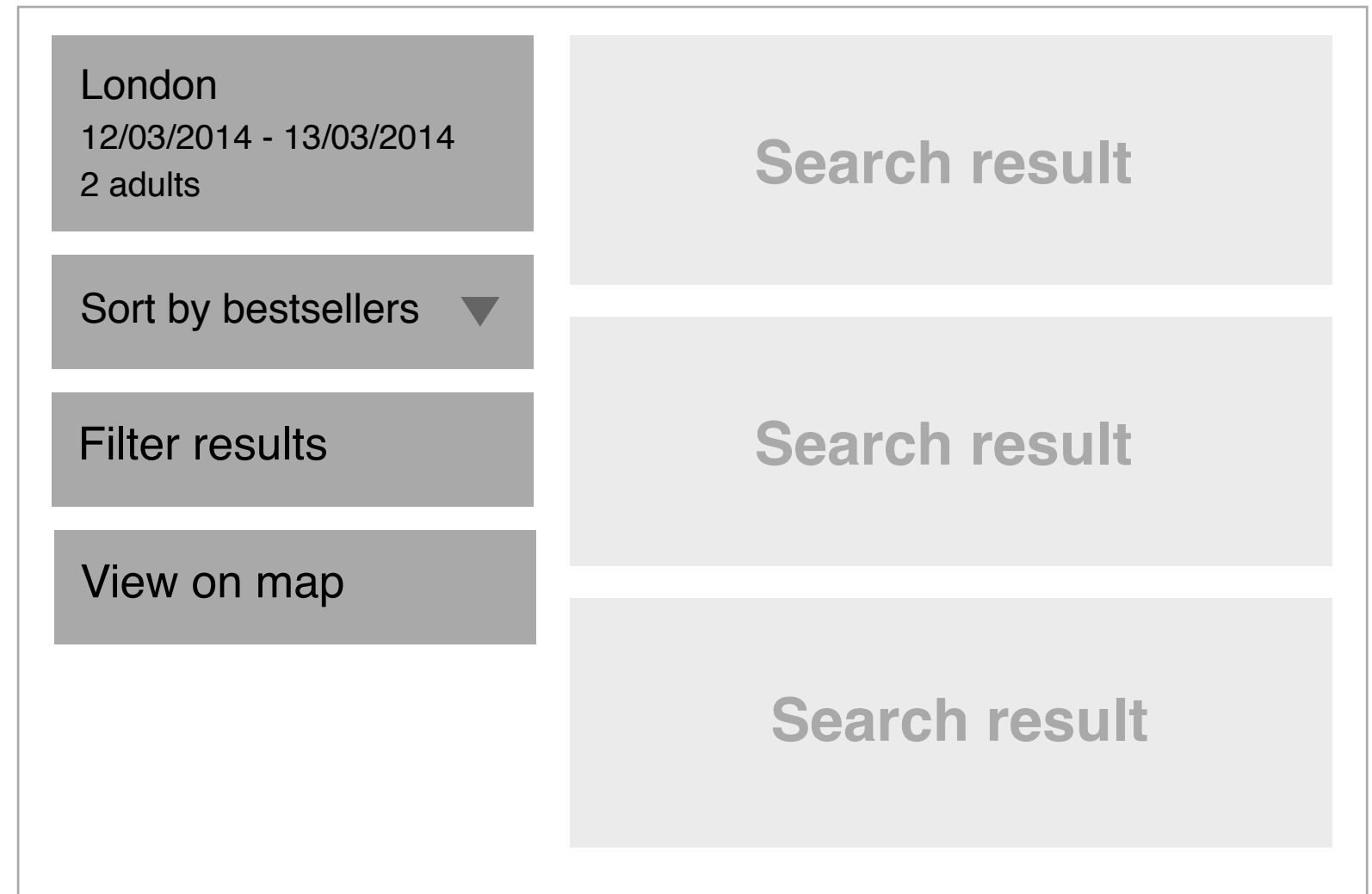
# **Design exploration**

# Orientation change for small tablet

## Portrait

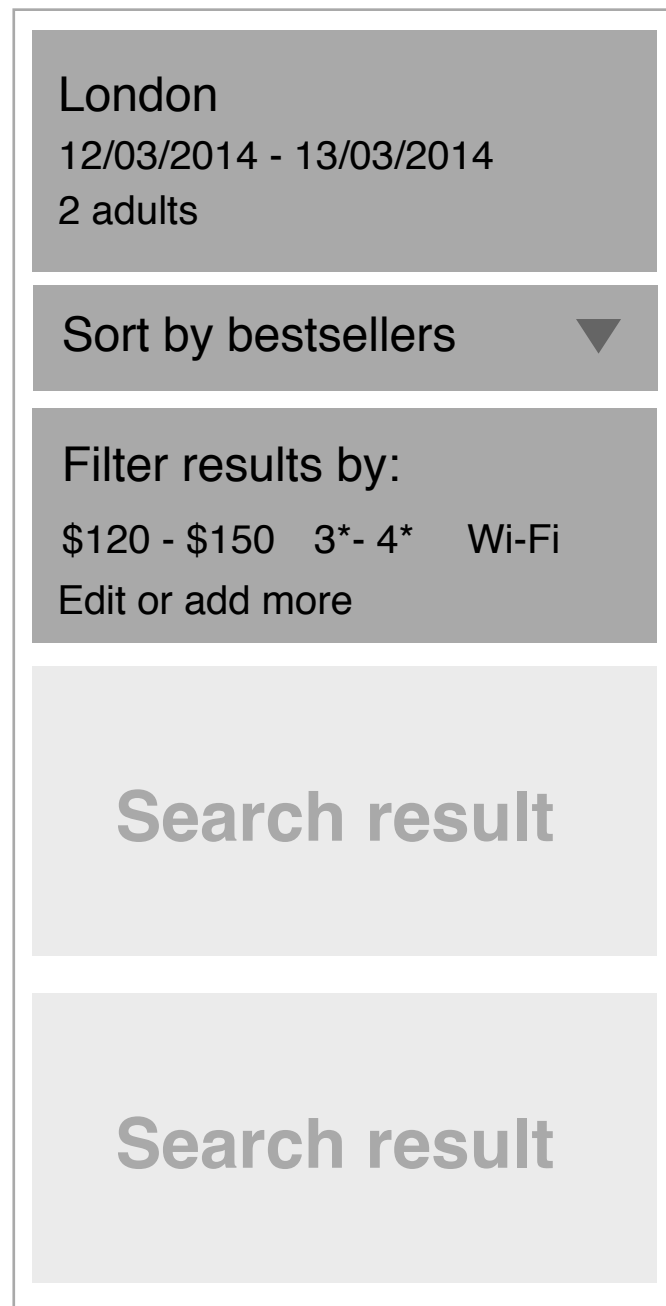


## Landscape

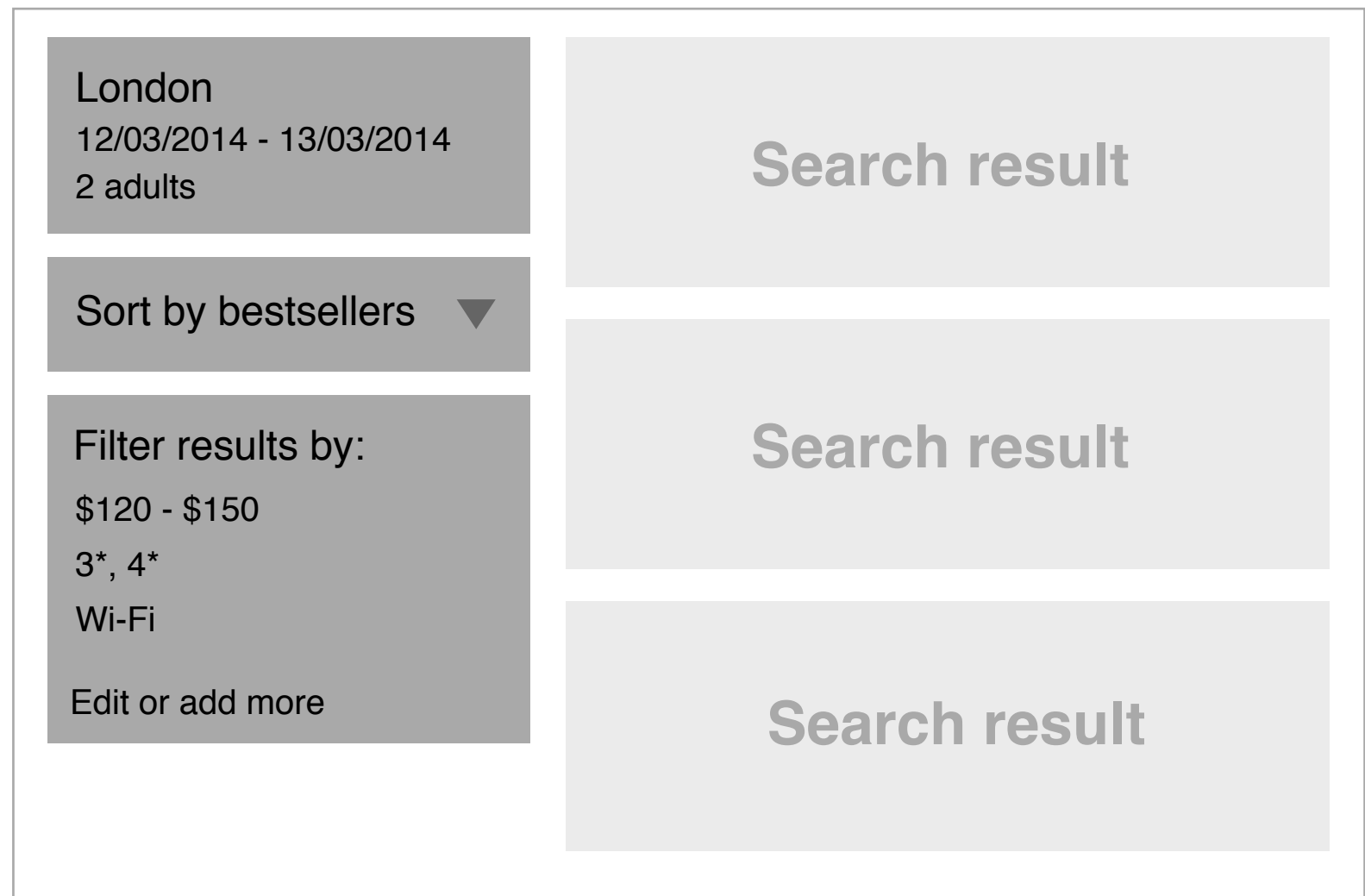


# Orientation change for small tablet

## Portrait



## Landscape



# Orientation change for small tablet

## Portrait

London  
12/03/2014 - 13/03/2014  
2 adults

Sort: bestsellers ▼

Filter results  
\$120 - \$150 3\* - 4\* Wi-Fi  
Edit or add more

Search result

Search result

## Landscape

London 12/03/2014 - 13/03/2014 2 adults

Filter results  
\$120 - \$150 3\* - 4\* Wi-Fi

Sort Bestsellers ▼

Search result

Search result

Search result

Search result

# Small tablet

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Covent Garden

2mi to city center



## Outstanding 4.5

654 reviews

\$123

price for 1 night

Special deal

2 rooms left

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Covent Garden

2mi to city center



## Outstanding 4.5

654 reviews

\$123

price for 1 night

Special deal

2 rooms left



# Small tablet

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Covent Garden  
2mi to city center

**Outstanding 4.5**  
654 reviews

\$123

price for 1 night

**Special deal**

2 rooms left



## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Covent Garden  
2mi to city center

**Outstanding 4.5**  
654 reviews

\$123

price for 1 night

**Special deal**

2 rooms left



# Small tablet

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Outstanding 4.5

654 reviews

Covent Garden

2mi to city center



\$123

price for 1 night

Special deal

2 rooms left

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Outstanding 4.5

654 reviews

Covent Garden

2mi to city center



\$123

price for 1 night

Special deal

2 rooms left

# Small tablet

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Covent Garden  
2mi to city center



Outstanding  
4.5  
654 reviews

\$123  
price for 1 night

Special deal

2 rooms left

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



Covent Garden  
2mi to city center



Outstanding  
4.5  
654 reviews

\$123  
price for 1 night

Special deal

2 rooms left

# Small tablet

## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



★★★★☆

Covent Garden  
2mi to city center

**Outstanding 4.5**  
654 reviews

\$123

price for 1 night

**Special deal**

2 rooms left



## ME London

336-337 The Strand London, WC2R 1HA United Kingdom



★★★★☆

Covent Garden  
2mi to city center

**Outstanding 4.5**  
654 reviews

\$123

price for 1 night

**Special deal**

2 rooms left



# Small tablet

ME London ★★☆☆☆

Covent Garden 2mi to city center

336-337 The Strand London, WC2R 1HA  
United Kingdom



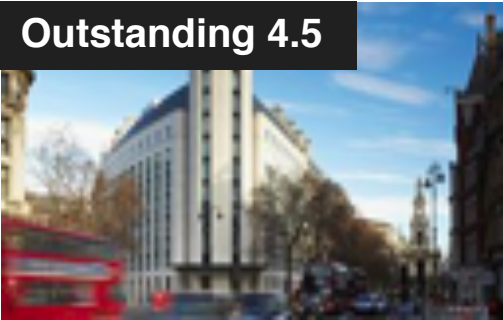
\$123

price for 1 night

Special deal

2 rooms left

Outstanding 4.5



ME London ★★☆☆☆

Covent Garden 2mi to city center

336-337 The Strand London, WC2R 1HA  
United Kingdom



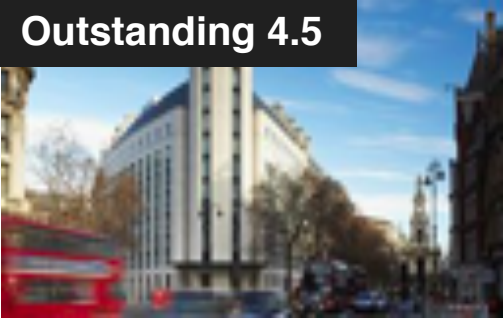
\$123

price for 1 night

Special deal

2 rooms left

Outstanding 4.5



**Hotels listing changes from mobile to small tablet**

# Small tablet



ME London



Covent Garden

Outstanding 4.5

654 reviews

\$123

price for 1 night

Special deal

2 rooms left



ME London



Covent Garden

Outstanding 4.5

654 reviews

\$123

price for 1 night


Special deal

2 rooms left



# Hotel listing across mobile and tablet

## Mobile



**ME London**

★★★★☆

📍 Covent Garden

4.5 Outstanding

**\$123** total



**ME London**


★★★★☆

📍 Covent Garden

4.5 Outstanding

**\$123** total

## Small tablet



**ME London**

★★★★☆


📍 Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5  
654 reviews

**Special deal**

**\$123**  
price for 1 night



**The Ritz**

★★★★☆

📍 Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5  
654 reviews


**Special deal**

**\$123**  
price for 1 night



# Hotel listing across mobile and tablet

## Mobile



**ME London** ★★☆☆☆

📍 Covent Garden, City Center

**Outstanding 4.5** 654 reviews

**\$123** price for 1 night



**The Ritz** ★★☆☆☆

📍 Marylebone, City Center

**Outstanding 4.5** 654 reviews

**\$123** price for 1 night

## Small tablet




**ME London** ★★☆☆☆

📍 Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

**Outstanding 4.5** 654 reviews

**\$123** price for 1 night



**The Ritz** ★★☆☆☆

📍 Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

**Outstanding 4.5** 654 reviews

**\$123** price for 1 night

# Hotel listing across mobile and tablet

## Mobile

ME London

★★★



Covent Garden

Outstanding 4.5


654 reviews

\$123

price for 1 night

ME London

★★★



Covent Garden, City Center

Outstanding 4.5


654 reviews

\$123

price for 1 night

## Small tablet

★★★



ME London

Covent Garden

336-337 The Strand London, WC2R 1HA United Kingdom

Wi-Fi Restaurant Parking

Outstanding 4.5


654 reviews

Special deal

\$123

price for 1 night

★★★



ME London

Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

Wi-Fi Restaurant Parking

Outstanding 4.5

654 reviews

Special deal

\$123

price for 1 night

# Hotel listing across mobile and tablet

## Mobile




**ME London** ★★☆☆☆

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5  
654 reviews

\$123




**ME London** ★★☆☆☆

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5  
654 reviews

\$123

## Small tablet



**ME London** ★★☆☆☆

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5  
654 reviews

\$123



**ME London** ★★☆☆☆

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5  
654 reviews

\$123



# Hotel listing across mobile and tablet

## Mobile



ME London

★★★★☆


📍

Covent Garden, City Center

Outstanding 4.5

654 reviews

Book from \$123



The Ritz

★★★★☆

📍


Marylebone, City Center

Outstanding 4.5

654 reviews

Book from \$123

## Small tablet



ME London

★★★★☆

📍

Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5


654 reviews

\$123

price for 1 night

Great rate

Book



The Ritz

★★★★☆

📍

Covent Garden, City Center

336-337 The Strand London, WC2R 1HA United Kingdom

Outstanding 4.5

654 reviews

\$123

price for 1 night

Great rate

Book

# Mobile



★★★

3.6/5

Good


The Shaftesbury Premier  
London Paddington

📍 Paddington

2 rooms left

\$127

total



★★★

4.4/5

Excellent

ME London

📍 Covent Garden

Special deal

\$456

total

# Mobile

---

## The Shaftesbury Premier London Paddington



★★★

\$127 total

3.6 Good

📍 Paddington

---

## ME London



★★★

\$456 total

4.4 Excellent

📍 Covent Garden

---

## Grosvenor House, A JW Marriott Hotel



★★★

\$321 total

4.3 Excellent

📍 Mayfair - Marylebone


---

# Hotel listing across mobile and tablet

## Mobile

ME London ★★☆☆☆

📍 Covent Garden




Outstanding 4.5

654 reviews

\$123

The Ritz ★★☆☆☆

📍 Marleybone



Outstanding 4.5


654 reviews

\$123

## Small tablet

ME London ★★☆☆☆

📍 Covent Garden 336-337 The Strand London, WC2R 1HA United Kingdom



Wi-Fi

Free breakfast

Free cancellation

Parking


Outstanding 4.5

654 reviews

\$123

The Ritz ★★☆☆☆

📍 Marleybone 336-337 The Strand London, WC2R 1HA United Kingdom



Central location

Free breakfast

Free cancellation

Wi-Fi

Outstanding 4.5

654 reviews


\$123

# Hotel listing across mobile and tablet

## Mobile

ME London ★★☆☆☆

Covent Garden




Outstanding 4.5

654 reviews

\$123

The Ritz ★★☆☆☆

Marleybone



Outstanding 4.5

654 reviews


\$123

## Small tablet

ME London ★★☆☆☆

Covent Garden

336-337 The Strand London, WC2R 1HA United Kingdom



Outstanding 4.5

654 reviews

Wi-Fi Restaurant  
Parking

\$123


price for 1 night

2 rooms left

The Ritz ★★☆☆☆

Marleybone

336-337 The Strand London, WC2R 1HA United Kingdom



Outstanding 4.5

654 reviews

Wi-Fi Restaurant  
Parking

\$123

price for 1 night

2 rooms left