

# B I G P R O J E C T H O T E L

*Booking Accommodation*

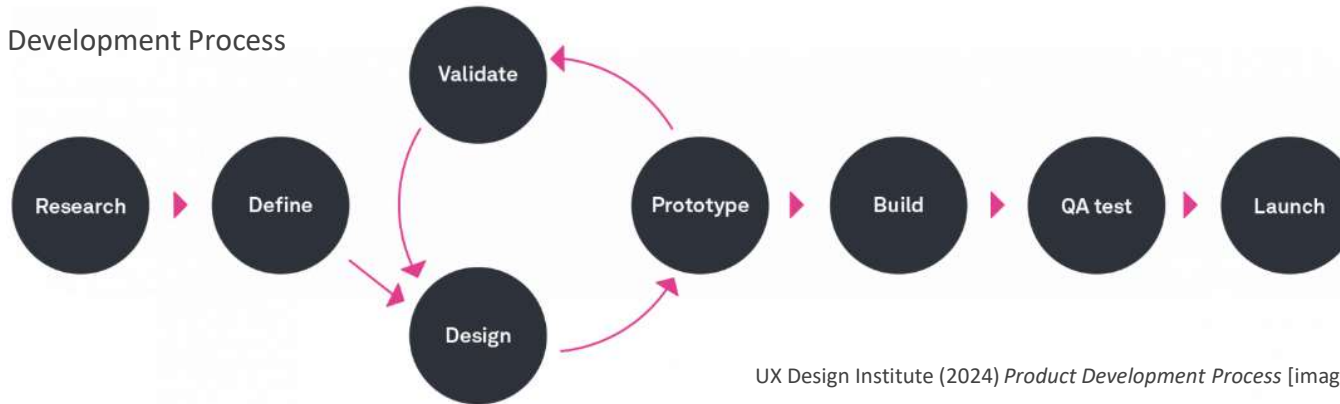
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Professional Academy Diploma in UX Design  
University College Dublin  
23-09 UX Design  
Tutor Joris Vreeke  
Cristiane Yuri Nakata Rall  
Dublin, Ireland  
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# Introduction

This study aims to create a prototype that will go through the design process for a new digital product for a hotel. It is based on the process of booking accommodation via a website for desktop.

## Product Development Process



*"UX is a problem-solving. Great products solve user problems and generate positive emotions."*

UX Design Institute (2024) Product Development Process [image]

## Simplified Version



### 1. Research

To begin with, I researched other companies offering similar products or services in the market. This helped me better understand the design challenges and context. Additionally, I researched the users' behaviours and goals to create a user need statement and find a design target.

### 2. Design

I mapped out the user flows and sketched ideas to propose potential solutions to the user problem.

### 3. Prototype

Thinking about the user cases, I sketched digitally from the beginning.

### 4. Validate

By testing the design with a real user, I could determine whether to proceed or keep adjusting it.

\* After the last validation, the result was a medium-fidelity interactive and clickable prototype with the elements defined on the wireframe document.

# UX Design

## HOTEL

Research

Design

Prototype





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Name	Clayton Hotels	Hilton Hotels	Ibis Hotels	Radisson Hotels
URL	<a href="https://www.claytonhotels.com/">https://www.claytonhotels.com/</a> Website does not have link to download mobile app for Clayton Hotels or Dalata. I've found one mobile app for Clayton Hotel Manchester Airport for App Store for iOS.	<a href="https://www.hilton.com/en/">https://www.hilton.com/en/</a> Website has direct link to download 'Hilton Honors' App Store for iOS or Google Play for Android. Hilton Honors is a guest-loyalty program. Members who book directly through Hilton-owned channels receive exclusive discounts and amenities such as free Wi-Fi, digital check-in, keyless entry, and the ability to use a mobile app to choose specific rooms.	<a href="https://ibis.accor.com/united-kingdom">https://ibis.accor.com/united-kingdom</a> Website has link to download 'Accor ALL' App Store for iOS or Google Play for Android.	<a href="https://www.radissonhotels.com/en-us/">https://www.radissonhotels.com/en-us/</a> Website has direct link to download 'Radisson Hotels App' App Store for iOS or Google Play for Android. The loyalty program is known as Radisson Rewards.
Value Proposition	Warm and friendly atmosphere and comfortable rooms make Clayton Hotels the ideal choice for your next break away whether it's with family, friends, or a romantic break for two.	To fill the earth with the light and warmth of hospitality by delivering exceptional experiences – every hotel, every guest, every time.	Vibrant economy hotel, open to everyone. You can expect a typically warm Irish welcome when you arrive.	At Radisson Hotel Group we strive to be the first choice in the mind of guests, owners and talent. In our journey to achieve this, we practice strong beliefs and actions that respect the diversity of people, the community, ethics and the planet.
Geographic Area	Clayton Hotels is owned by Dalata Hotel Group PLC (Irish hotel operator). Clayton Hotels is a collection of 27 well-appointed hotels throughout Ireland, the UK and Germany. Located in Cork, Dublin, Galway, Sligo, Limerick, Wexford, Belfast, Cardiff, Leeds, London, Birmingham, Manchester, Bristol, Glasgow, and Düsseldorf.	Hilton Hotels (American multinational hospitality company) has 22 brands, covers 123 countries and territories and 7,295 properties worldwide.	Ibis is a French brand of economy hotels owned by Accor S.A. (French hotel operator & franchisor as well as a market leader in Europe, Latin America, Middle East & Africa and Asia Pacific outside China).	Radisson Hotel Group owns or operates nine hotel brands: Radisson Collection, Radisson Blu, Radisson, Radisson Red, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson and Prosele. Radisson Group operates hotels in Europe, the Middle East, Africa and Asia Pacific.
Active Since	Since May 2015 the Group has re-branded ten of the hotels in it is owned portfolio and establishes the Clayton Hotels brand.	Founded 1919, Cisco Texas	Founded 1974, Bordeaux, France	Founded 1960, Copenhagen, Denmark
Target Audience	The target are leisure, corporate, and tour guests. We also have guests and patrons that use our conference and events facilities, meeting rooms, leisure clubs, and food and beverage facilities.	The brand is targeted at both business and leisure travelers with locations in major city centers, near airports, convention centers, and popular vacation destinations around the world.	The target market of the Ibis budget hotels which may find their offers appealing are the families, couples and individuals who are travelling to a certain destination and needs to spend the night in a hotel and get some sleep, usually on the main transport routes.	Although its primary target customer segment is the high-profile clients, it sub-categorises its customers and caters to their specific needs. Say, Radisson Red is targeted at young travellers, Park Inn at a mid-scale group of hotels.

				
UX / UI	<a href="https://www.claytonhotels.com/">https://www.claytonhotels.com/</a>	<a href="https://www.hilton.com/en/">https://www.hilton.com/en/</a>	<a href="https://ibis.accor.com/united-kingdom">https://ibis.accor.com/united-kingdom</a>	<a href="https://www.radissonhotels.com/en-us/">https://www.radissonhotels.com/en-us/</a>
Design	Very Good	Very Good	Fair	Excellent
Images	Excellent	Very Good	Fair	Very Good
Search Results	Fair	Excellent	Very Good	Excellent
Filters	Poor	Excellent	Fair	Excellent
Sorting	Poor	Excellent	Good	Excellent
In-Search	Poor	Very Good	Fair	Very Good
Order Summary	Excellent	Fair	Good	Excellent
Add more	Excellent	Fair	Poor	Excellent
About	Fair	Very Good	Good	Excellent
Reviews	Poor	Excellent	Excellent	Excellent
DEV				
Load Time	4/5	5/5	5/5	4/5
Responsive	Yes	Yes	No	Yes

\* Rating: Poor, Fair, Good, Very Good, and Excellent

For an initial exploration, I researched competitors in the market to understand the design challenges and state the problem.

### Competitive Benchmarking

This study aimed to conduct a comprehensive competitive analysis of the hotels of the top three competitors in the Irish market. I researched competitors that offer similar products or services for the same audience: Families, Retirees, Solo travellers, Couples, and Business Travellers.

Based on website research, I gathered information and analysed competitors with similar users and end users and offer similar products, services, or features: Clayton Hotels, Hilton Hotels, Ibis Hotels and Radisson Hotels.

Lesson learned: I learned from others by observing what they were doing well and identifying areas for improvement. This helped me enhance my own approach to this project.

# UX Design

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During this study, I considered a persona, which is a father with a young family and one child, who is 4 years old, looking for a hotel in Ireland during the holidays to spend time with his family.

### User Goals

The user prefers to find information directly on the hotel website due to better booking prices and expects to have more information for organising the holidays with activities that suit each family member.

The user tasks for booking accommodation are:

- Determining the destination and duration
- Researching the hotel and conveniences
- Comparing standard rooms
- Select the room and services
- Reserve the accommodation
- Pay the reservation

### Customer Journey Map

The customer journey map helped me better understand the customer by focusing on the user's goals and examining the journey from their perspective and experience. This understanding helped me identify pain points and areas for improvement.

#### Persona 1: Thomas White



##### SCENARIO

He wants to book holiday trips for the year in Ireland, including conveniences for the young family with one 4-year-old son.

##### EXPECTATIONS

*"As a father and remote worker, I want to plan my trips for the year, so that I can create lasting memories with loved ones through meaningful quality time spent together."*

#### Persona 1: Thomas, father and remote worker: Busy professional seeking a place to relax with the family during his holidays.



Thomas White

AGE: 39

EDUCATION: Product Management Graduate

HOMETOWN: Dublin, Ireland

FAMILY: Lives with partner, one son 4 years old and one cat

OCCUPATION: Product Manager

"I am always busy at home, so I want to enjoy my free time with my family around the world."

##### GOALS

- To develop his career in the company he works for.
- To maximize productivity by finding a comfortable workspace.
- To create lasting memories with loved ones through meaningful quality time spent together.

##### FRUSTRATIONS

- "Occasionally, I face challenges in selecting a hotel since I don't have a particular brand preference in mind."
- "Sometimes, I do not feel secure paying for the hotel via the Internet and I prefer in person."
- "I want to take my family on trips throughout the year, but I find it difficult to research and plan out destinations that would be enjoyable for everyone."

Thomas is a dedicated product manager who works from the comfort of his home. Despite the physical distance, he stays connected with his team via regular online meetings and collaborations. Reliable internet connectivity is key to his productivity, and he has never let his work schedule interfere with his travel plans. Thomas firmly believes that having a comfortable workspace and maintaining a consistent routine is essential to thriving while working remotely. He aims to improve his organisation skills to plan and enjoy more trips throughout the year.

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STAGE	RESEARCH			PLANNING			COMPARISON			RESERVATION			PAYMENT	
CUSTOMER GOALS	Determine the destination			Find a family-friendly hotel and conveniences			Find the best price			Select the room and services			Pay the reservation	
CUSTOMER ACTIVITIES	Read about destinations suitable for families	Analyse suggestions, offers and packages	Check the sightseeing	Select a family-friendly hotel	Check the conveniences nearby the hotel	Observe the customer's feedback	Compare to competitors with more affordable price	Browse a suitable room with minimum 2 beds	Evaluate amenities and extra services included in the package	Select the room with right size and affordable price	Include the extra services needed	Confirm all details about the hotel, room, and included services	Fill out the form with personal details	Check refund policies in case of cancellation
TOUCHPOINTS	Search Engine websites, Social Media, Books and Magazines	Direct bookings like Hotel websites, indirect bookings like Online Marketplace	Online Maps and images using search engine websites	Search Engine websites, Social Media, Books and Magazines	Online maps using search engine websites	Word of mouth, Online marketplace, Hotel websites	Online marketplace	Online marketplace, Hotel website, Hotel phone	Online marketplace, Hotel website, Hotel phone	Hotel website, Hotel phone, Online marketplace	Hotel website, Hotel phone, Online marketplace	Hotel website, Hotel phone, Online marketplace	Hotel website, Hotel phone, Online marketplace	Hotel website, Hotel phone, Online marketplace
EXPERIENCE FEELINGS & THOUGHTS	<p>"What is the place where I want to go with my family?"</p> <p>"I like it, but does this offer allow to reserve also?"</p> <p>"Great! Here, it is mentioned that it is for family experience."</p> <p>"I need to research something again."</p> <p>"Need this feedback is very helpful!"</p> <p>"I wonder if I can pay by card."</p> <p>"Is the room as comfortable for each member?"</p> <p>"How do they don't have a bed for my kid?"</p> <p>"How can they offer a bed for a family of 3?"</p> <p>"For extra service, I need to go and select another package again."</p> <p>"I can see at the details I've selected, I am ready to proceed."</p> <p>"This form is good, it is simple and is not long."</p> <p>"They have a clear cancellation and rate details."</p> <p>"It looks very secure."</p>													
CONTEXT	Analyzing options from accommodation to activities, attractions and transport	Looking for a family-friendly offer and packages for all members of family with different ages	Searching surroundings of the hotels	Selecting family-friendly hotels recommended by family and friends	Looking for conveniences around the hotel	Reading reviews and ratings	Comparing all the hotel down information	Selecting one room with a large bed for the couple and a single-bed for the kid	Trying to include an extra bed for the kid	Decided the place, hotel, room and services included	Including services needed which were not included in the package	Reserving after calling to the hotel and confirming all the costs	Filling out the form with personal details after confirming the room's information	Refund is clear during the process of reservation and check-out
PAIN POINTS	Too little information about "family experience" and hard to find availability				Need to do research again to find conveniences around each hotel selected		Too much information to compare with variety of combination	The website does not show if the room includes an extra bed for the kid	Not sure if the selected room includes an extra bed for the kid	Research many times until find a room with the right "room type"	Need to call them to ask if extra child cost may apply			
IMPROVEMENT OPPORTUNITIES	Create direct offers. Develop packages according to customer profile				Better signs mention landmarks key on the map app		Better description of child-friendly hotels	Inform availability of kid's single-bed	Channel for questions during check-out (online chat or option to send an email or FAQ)	Fix the filter engine to find the correct "room type" to be shown for the client	All the costs need to be clear and visible to the client			

### Defining the Design Target

Once I have identified the pain points and areas for improvement, I want to work on the friction points found and address solutions considering the following improvement opportunities:

- Find ways to improve information organisations to promote services for families effectively.
- Make it easier for people to find convenience and amenities.
- Analyse and improve the process for occupancy-based hotel room types.
- Maintain transparency of purchasing information during the process of booking accommodations.

**Lesson learned:** As part of the User Research, defining user personas and developing the customer journey map allowed me to understand the client's needs, frustrations and expectations, then it helped to define the design target.

# UX Design

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In the design stage, I mapped out user flows, sketched ideas, and defined some interactions.

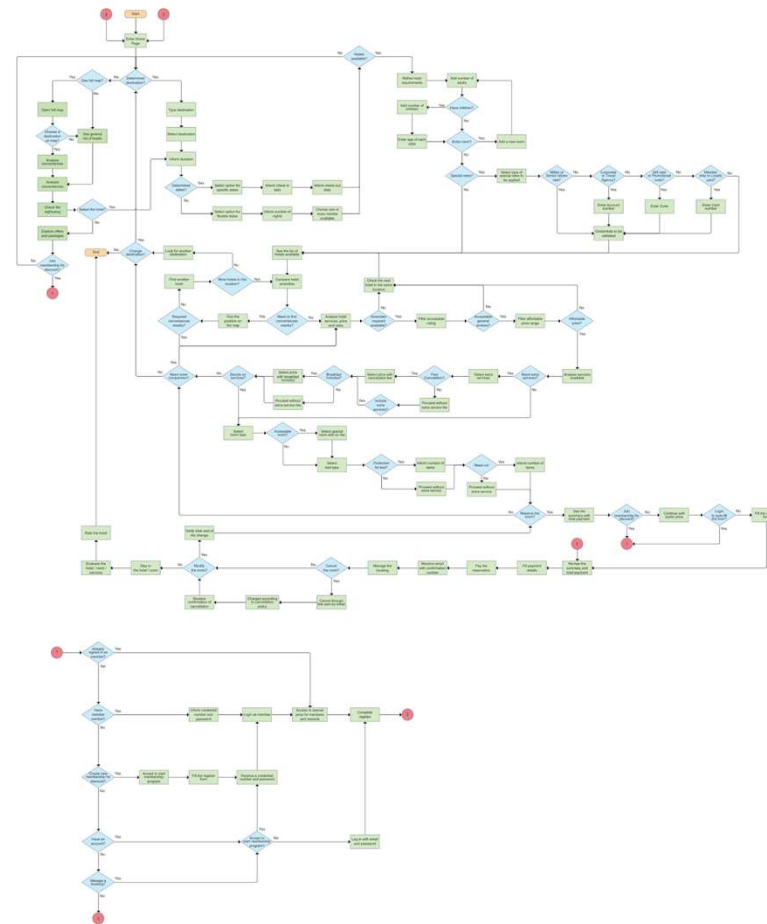
### User Flows

The flows evolved according to design validation.

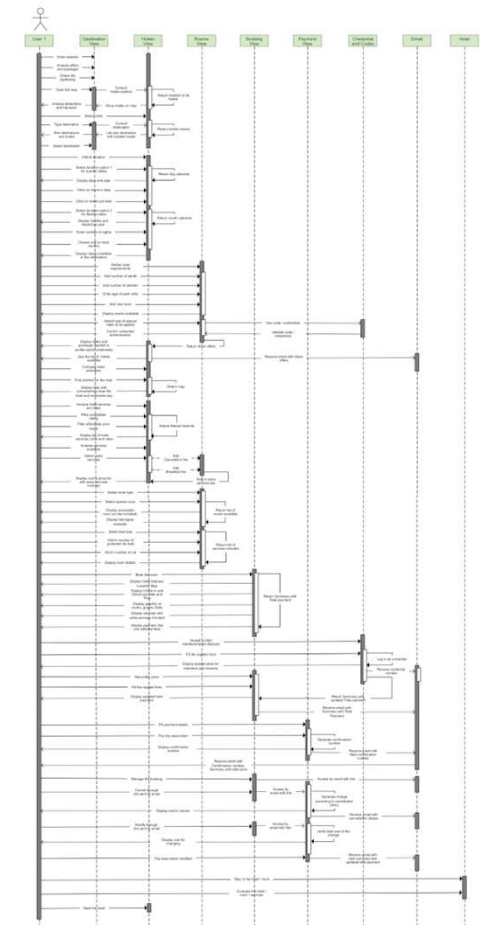
Developing the flow diagram helped me to have an overview of the big picture and identify the essential steps of the process according to the user's decisions.

Throughout the interaction diagram, I could identify potential system interfaces and their relationships, depicting interactions in a sequence of events.

*Flow Diagram*



*Interaction Diagram*







# UX Design

## HOTEL

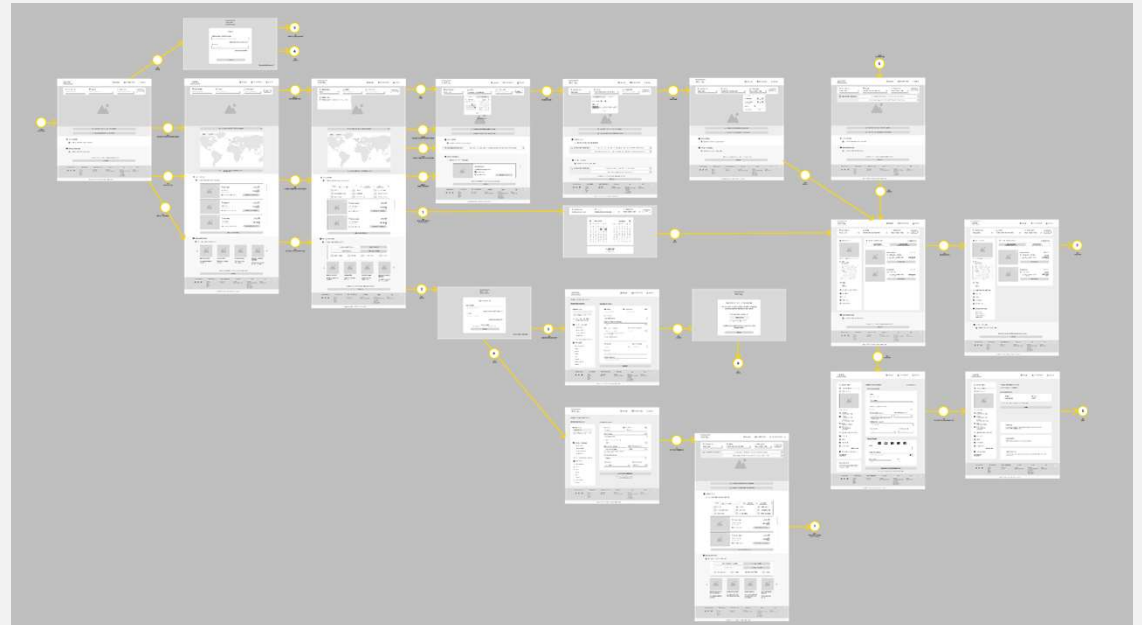


### *Sketchpage Layouts and Interactions*

I decided to create a medium-fidelity prototype, which I sketched digitally using Figma. I used simple indicatives to organise the interaction.

Considering my design target, I sketched out thinking about the following solutions:

1. Find ways to improve information organisations to promote services for families effectively.
  - Visitors can filter the offers according to interest.
  - Registered clients can set up a profile to receive information about the family program.
2. Make it easier for people to find convenience and amenities.
  - Use of a map to explore the surrounding's conveniences and check the necessity of amenities and services.
  - Visitors can filter hotels according to the amenities and services.
  - Registered clients can set up profiles to receive information on child-friendly hotels.
3. Analyse and improve the process for occupancy-based hotel room types.
  - The filter travellers (child) should be considered as guests that need an extra bed during the process of selecting a room (type of bed).



4. Maintain transparency of purchasing information during the process of booking accommodations.
  - Summary should show all information about the purchase (localisation, hotel, amenities, services, programs, price, and policies).

Lesson learned: I had a chance to improve my software skills by using the tool Figma to sketch page layouts, define elements and create interactions. As a result, starting with this tool helped me more efficiently produce prototypes.



# UX Design

## HOTEL

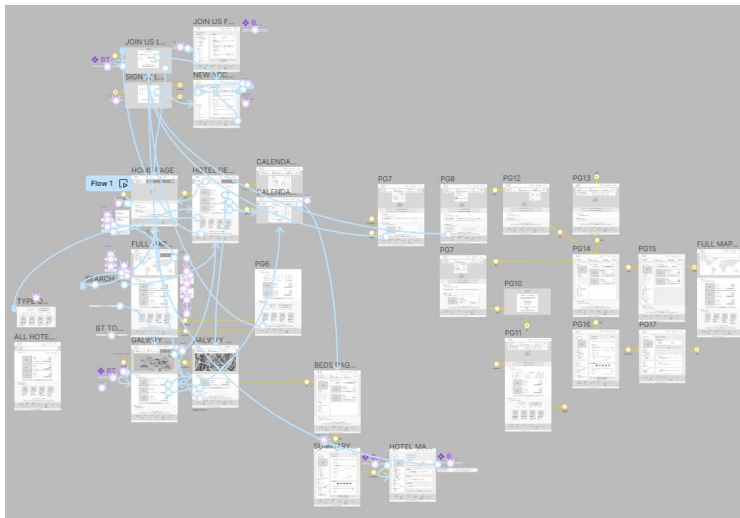


### Prototype

I utilised rapid prototyping methodology. Once the first prototype was tested with one user, I refined the sketch page layouts based on the user feedback.

After running the first usability test, I had to refine the prototype again. I did a second cycle to develop the final clickable prototype.

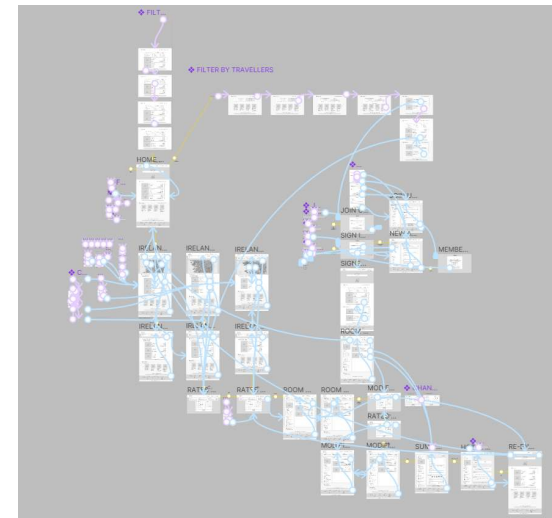
- First Cycle:



Follow the URL with the first Interaction above on Figma: \*Clickable prototype next pages.

<https://www.figma.com/file/ltQSwovtWyH3j9l5nM0VJ2/PROTOTYPE---1st-Cycle---Revised-07.03.2024?type=design&node-id=0-1&mode=design&t=I51j5rWr4zMWVutw-0>

- Second Cycle (last revision):



Follow the URL with the last Interaction above on Figma: \*Clickable prototype next pages.

[https://www.figma.com/file/oLdjuuLGfP9rn4YXroUQKW/PROTOTYPE---2nd-Cycle-\(Final\)---10.03.2024?type=design&mode=design&t=I51j5rWr4zMWVutw-0](https://www.figma.com/file/oLdjuuLGfP9rn4YXroUQKW/PROTOTYPE---2nd-Cycle-(Final)---10.03.2024?type=design&mode=design&t=I51j5rWr4zMWVutw-0)

# UX Design

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As a moderator in the usability test, I ran my test script for the key user tasks and asked the user to book the accommodation.

### First Cycle:

The user's actions and thoughts were:

1. Select your destination.

User: "I don't want to be forced to use the global map to search the hotel because it is too general, and I already know where the countries are."

My notes: I have decided to remove the global map and leave a list of hotels to be selected.

2. Choose the hotel and dates.

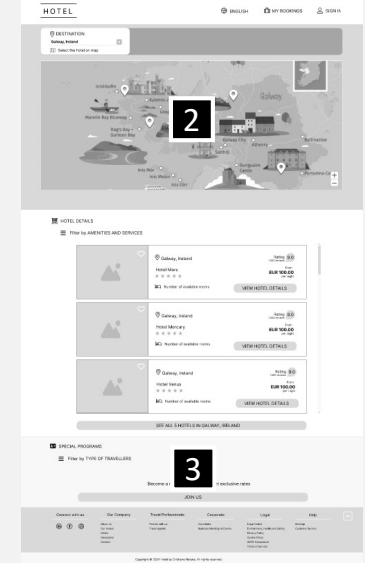
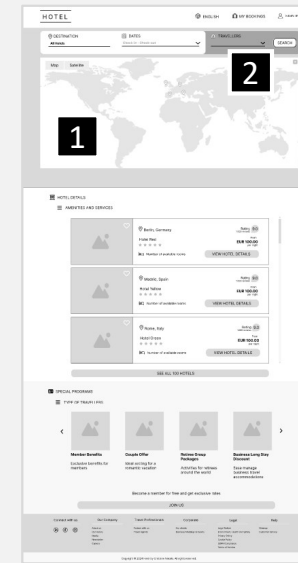
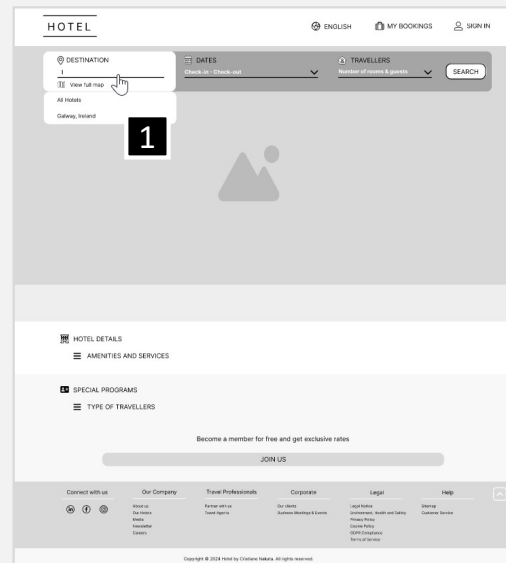
User: "I like the local map. It helped me to situate in the county, but why can't I include travellers now? I know I do not need to insert this information to find the right hotel, but I would like to research quickly."

My notes : I have decided to leave the 'travellers' field open and refine it so this feature can be used as a filter to find the right room according to the number of guests.

3. Set up your profile to receive information about special programs (family programs) and refine your research.

User: "No, I am not interested in joining in. I did not see any advantage."

My notes : I have decided to create more 'calls to action' in strategic places to encourage users to open accounts and complete the registration.



4. Check your reservation. Will you proceed with payment?

User: "I see the localisation hotel details and services... I am ready to proceed and pay! Done. Is that done?"

My notes: Even after the user concluded the booking process, I realised I needed to include more feedback after the purchase or signup.

Follow the URL with the first clickable Prototype on Figma: \* Please note that this is not the final version.

<https://www.figma.com/proto/ltQSwovtWyH3j9l5nM0VJ2/PROTOTYPE---1st-Cycle---Revised-07.03.2024?type=design&node-id=5-2473&t=senRQ6Mppf9JLaw5-8&scaling=scale-down-width&page-id=0%3A1&disable-default-keyboard-nav=1&hide-ui=1>

# UX Design

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After running the first usability test, I refined the prototype again because I noticed many friction points that should be adjusted. I went through a second cycle and developed the final clickable prototype.

### Second Cycle (Final):

The user actions and feedback of this second cycle were:

1. Select your destination.

User: "Great! I see all the countries on the list with a hotel. Also, all hotels (with rates button) are listed on the home page."

My notes:

2. Choose the hotel, dates and travellers.

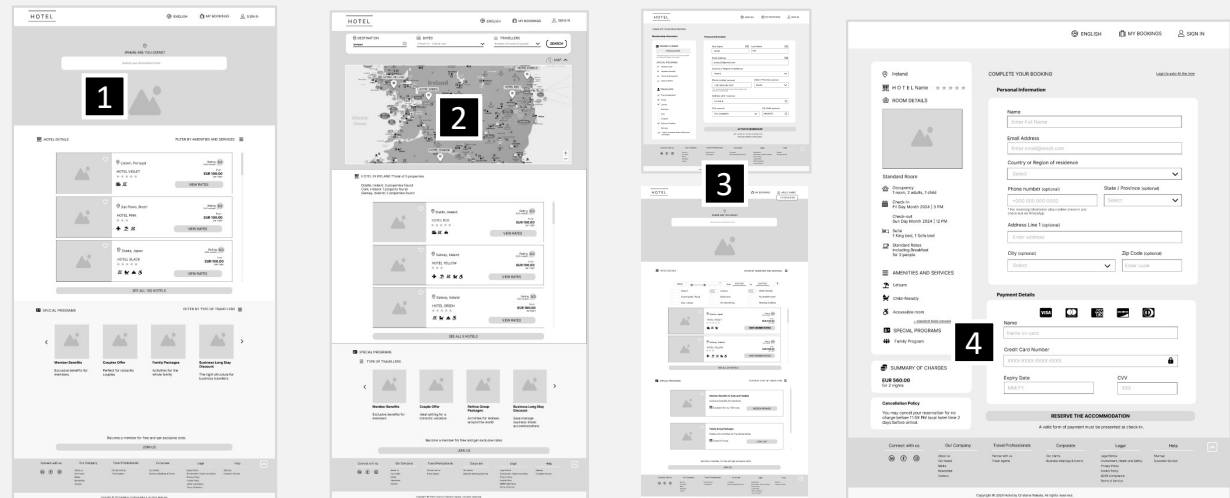
User: "I can see the surroundings on this map and... want to go to Galway. Yes, this one is close to the airport!"

My notes: After choosing the country (Ireland), the user navigated through the map to see the conveniences, he compared and chose the suitable one.

3. Set up your profile to receive information about special programs (family programs) and refine your research.

User: "Should I access the Sign in through the bar menu? Sorry that it is not working."

My notes: The Sign In on the menu bar was blocked, because I wanted to see the user Signing up first with purpose.



4. Check your reservation. Will you proceed with payment?

User: "I see the localisation hotel details and services... I am ready to proceed and pay! Great. I also found that information about setting up my profile, and I did it. I see that my home page now has some offers already set for my profile."

My notes: The user concluded the purchase and understood the purpose of completing the registration.

Lesson learned: The client comprehended that the map is a resource for helping in decision-making. Also, setting up a profile can successfully bring assertive solutions according to the client's profile.

Follow the URL with the second (final version) clickable Prototype on Figma:

[https://www.figma.com/proto/oLdjuuLGfP9rn4YXroUQKW/PROTOTYPE---2nd-Cycle-\(Final\)---10.03.2024?type=design&node-id=2-10&t=2cXJkBgcaAU2Hj1U-8&scaling=scale-down-width&page-id=0%3A1&disable-default-keyboard-nav=1&hotspot-hints=0&hide-ui=1](https://www.figma.com/proto/oLdjuuLGfP9rn4YXroUQKW/PROTOTYPE---2nd-Cycle-(Final)---10.03.2024?type=design&node-id=2-10&t=2cXJkBgcaAU2Hj1U-8&scaling=scale-down-width&page-id=0%3A1&disable-default-keyboard-nav=1&hotspot-hints=0&hide-ui=1)

# UX Design

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**Build**

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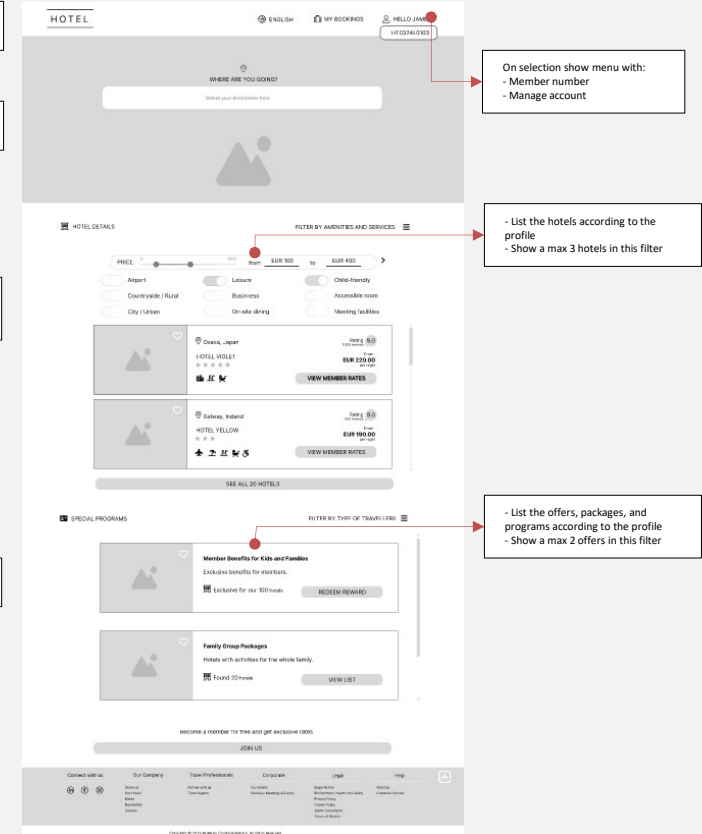
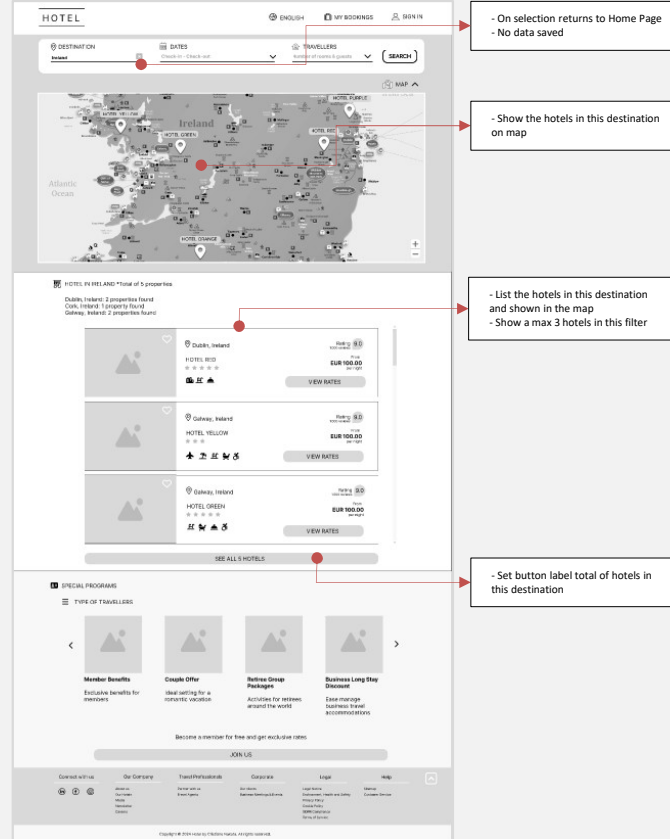
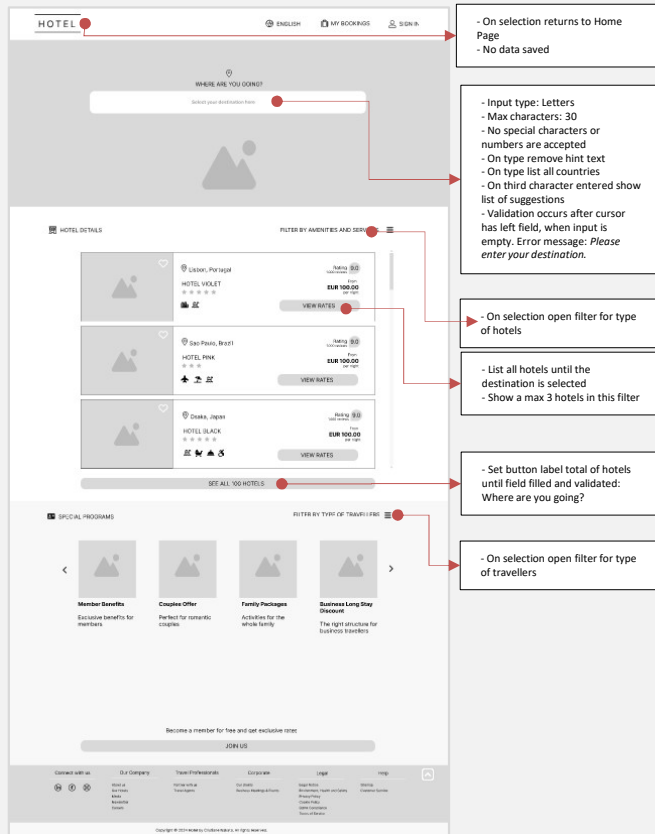
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### Wireframes (Final):



# UX Design

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### Wireframes (Final):

**COMPLETE YOUR BOOKING**

**Personal Information**

Name  
Enter Full Name

Email Address  
Enter email@gmail.com

Country or Region of residence  
Select

Phone number (optional)  
+000 000 000 0000

State / Province (optional)  
Select

Address Line 1 (optional)  
Enter address

City (optional)  
Select

Zip Code (optional)  
Enter code

**Payment Details**

Name  
Name on card

Credit Card Number  
XXXXX-XXXX-XXXX-XXXX

Expiry Date  
MM/YY

CVV  
XXX

**RESERVE THE ACCOMMODATION**

A valid form of payment must be presented at check-in.

**COMPLETE YOUR REGISTRATION**

**Membership Information**

MEMBER NUMBER  
HT0324L0103

**Personal Information**

First Name  
James

Last Name  
HE

Email Address  
james.ht@gmail.com

Country or Region of residence  
Ireland

Phone number (optional)  
+353 083 045 7817

State / Province (optional)  
Dublin

Address Line 1 (optional)  
A Lane B.

City (optional)  
Dun Laoghaire

Zip Code (optional)  
A9KAZZ

**ACTIVATE MEMBERSHIP**

**Requirements:**

- Input type: Letters
- Max characters: 40
- No special characters or numbers are accepted
- On type remove hint text
- Validation occurs after cursor has left field, when input is empty. Error message: *Please enter your name.*

- Max characters: 40
- On type remove hint text
- Validation occurs after cursor has left field, when input does not match standard email. Error message: *Please enter valid email.*

- On selection return list with countries

- Input type: Numbers
- No special characters and letters are accepted
- Max characters: 40

- Input type: Numbers
- No special characters and letters are accepted
- Max characters: 16
- On type remove hint text

- Input type: Numbers
- No special characters and letters are accepted
- Max characters: 16
- On type remove hint text

Card type shown when those matching digits have been entered: Format for debit and credit cards is XXXX-XXXX-XXXX. For American Express cards, it is XXX-XXXXXX-XXXXXX

- Validation occurs after cursor has left field, when input is not complete filled. Error message: *Not enough digits have been entered. Please try again.*
- When the card number entered is invalid. Error message: *Card number is not recognised. Please try again.*

- Input type: Numbers
- No special characters and letters are accepted
- Max characters: 3
- On type remove hint text

- Input type: Numbers
- No special characters and letters are accepted
- Max characters: 4
- On type remove hint text

**Membership Information**

**Personal Information**

**ACTIVATE MEMBERSHIP**

**Show a code number to be activated**

Time to handover the prototype and wireframes for development. It was an exciting journey and I enjoy this experience.

## Conclusion

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### *Key Learnings:*

I reflected on the UX design process and my outcomes and identified positive results and areas for further improvement.

In the **research** stage, I learned from competitors by observing what they were doing well and identifying areas for improvement. This helped me enhance my approach to this project, which is a powerful tool for any type of business.

As part of the user research, defining user personas and developing the customer journey map allowed me to understand the client's needs, frustrations, and expectations. All the research done helped me define the design target.

During the **design**, mapping the user flows made it more understandable and easier to adjust when needed. I also had a chance to improve my software skills by using the tool Axure to map flow diagrams, interaction diagrams, and navigation structures and Figma to sketch page layouts, define elements, and create interactions. In general, the tools I learned to use during this project helped me organise my job production of final outcomes and respond to immediate changes.

Developing the sketchpage layouts with Figma helped me produce a **prototype** more efficiently. The elements I decided to apply to the sketch page layouts could be reused and refined on the prototype, which was a good decision. I spent much time sorting out the best use of interactions (frames and elements) but I would have liked to have invested more time in the aesthetic, including colour and images.

The **value** process effectively allowed me to develop a more assertive solution, considering the user case aligned with the feedback. From now on, I will actively look for opportunities to hear real feedback. It is very valuable for the feedback in the initial stage, before the final outcomes. This experience gave me an opportunity to improve my performance. I started to act on the feedback I received and made changes whenever possible. This tool helped me respond to the client's expectations and achieve my design target for this project.

For improvement, I would like to set one more cycle of usability tests, also including more interviewees.

In my practice as a future UX designer, I must constantly review my experiments critically at various stages of development in order to modify and refine my work as it progresses.

## Reference List

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UX Design Institute (2024) 'Product Development Process' [image] in *uxdesigninstitute.com*. Available from: <https://www.uxdesigninstitute.com/blog/ux-design-process> [accessed 10 March 2024]