

G R E A T E S T H O T E L S G R O U P

JOSEPH LEE
AVIATECH

Create a best in class destination for holiday research and online direct reservations through *immersive visual experiences*.

EXPERIENCE

The greatest hotels around the world visually with images

IMPLEMENT

The use of technology to make online reservations easier

DISCOVER

New ways to fully immerse in hotels without being there

COMPETITIVE ANALYSIS



LARGE SELECTION

140,000 hotels around the world with over 130 airlines.

VACATION PACKAGES

Vacation Packages that create discounted prices.

VARIETY

Offers car rentals and cruises which are included in the vacations.



FAST AND INTUITIVE

Display is simple, quick, and easy to understand.

MANAGING TRAVEL

Tools that update, alert, and would help manage itineraries

KAYAK MOBILE

Travel app for Android and iOS devices for up to date alerts.



UNIQUE ACCOMMODATIONS

Different types arrangements that are not always hotels.

CONTACT ME

Contact hosts of accommodation for any questions to be answered.

HOSTING

Not for only reservations but for hosts to advertise their available space.

SUMMARY OF RESEARCH

UTILIZING MOBILE



56% of Americans own a smartphone, with that number likely to increase



OFFERING DEALS



Competitors are offering deals and in order to be able to compete with other companies, the deals must be better for our specific user.

USER PROFILE



LOCATED IN THE U.S.



MARRIED WITH / WITHOUT CHILDREN



HIGH INCOME



LATE 40s TO 60s



4+ YEAR COLLEGE DEGREE



MALE

SUMMARY

	NIGHTS	QUALITY	SOCIAL	COMPETITION
JENNIFER	2 WEEKS, PER YEAR	- LOCATION - CLEANLINESS - SERVICES	- REVIEWS - UPDATES	- TRIPADVISOR - EXPEDIA - AIRBNB
MARK	1 WEEK, ONCE A MONTH	- FOOD - LOCATION - AESTHETICS	- REVIEWS - RECOMMENDATIONS	- AIRBNB - HOTWIRE - TRAVELOCITY
MAUVIS	2 MONTHS PER YEAR	- ATMOSPHERE - SERVICES	- REVIEWS - PROMOTIONS	- KAYAK - ORBITZ



Jennifer

29 years old

Senior Designer, Bloomberg LP

Rental apartment, Brooklyn

Married

When selecting a vacation destination Jennifer would look for a place based on an interest for exploring the culture. Location and cleanliness play an important factor when looking for a hotel. Brands or certain companies do not matter, as long as the reviews are positive, the decor is beautiful, and the services are outstanding to her standards



Mark

30 years old

Vice President, Engineering, Pathbrite

Rental apartment, Brooklyn

Married

Living in New York with work in San Francisco, Mark tends to travel frequently for work or vacation once a month. He does not really care for any brands specifically and relies on reviews of actual customers that have been there before. Lately, his vacation and business trips have been just for the climate to get out of the bitter New York winter to go into the beautiful West Coast.

USE CASE SCENARIO

MARK



SORT BY

Filters options out by locations, price, and reviews.



PHOTOS

Uses Google Business Photos to experience hotels. Displays in a mosaic/grid view.



SORT BY

Looks through each hotel using reviews and services.



AREA

Sets a proximity limit to narrow search of hotels.



WISH LIST

Saves each hotel to look at later and or save it for a nicer trip.



BOOKED

Using the ODR on Greatest Hotels, Mark books his plans for the week long trip.

USE CASE SCENARIO

JEN



BLOGS

Since Jen isn't sure where to go, she uses the blog section to learn more.



SAVED LISTS

After looking at multiple locations, she has made a list for the ones that caught her attention.



SORT BY

Jen filters out by location and local attractions for each area that has been saved on her list.



PHOTOS

Using Google Business Photos, Jen takes a tour around each hotel and the area around it as well.



WISH LIST

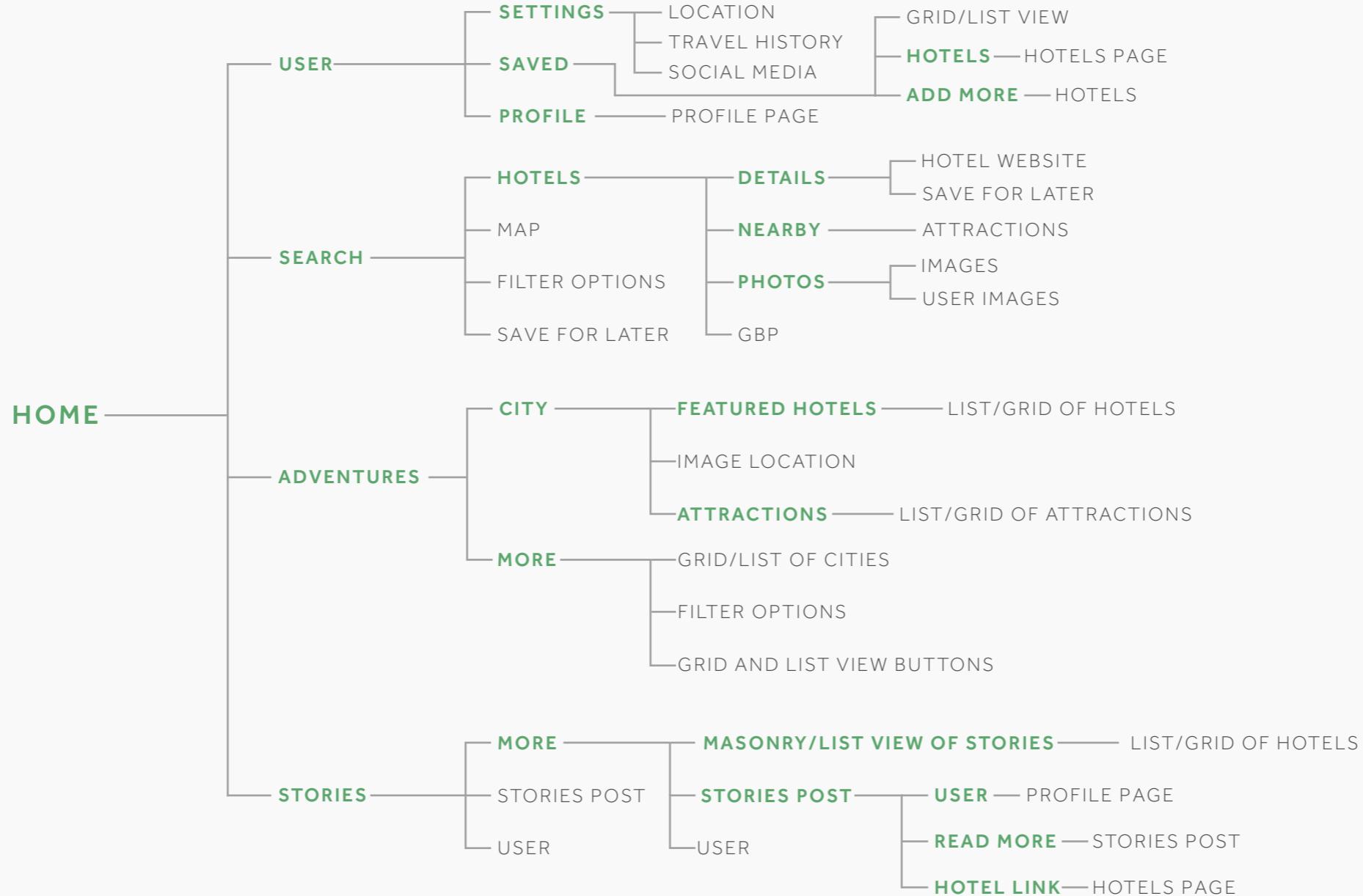
Jen reads through multiple suggested posts from other users that have been at the same hotel and makes her decision based on that.



BOOKED

Using the ODR, Jen books the trip for her and her bridesmaids for that weekend.

TAXONOMY MAP



LOGO DESIGNS



GREATEST HOTELS



GREATEST  HOTELS



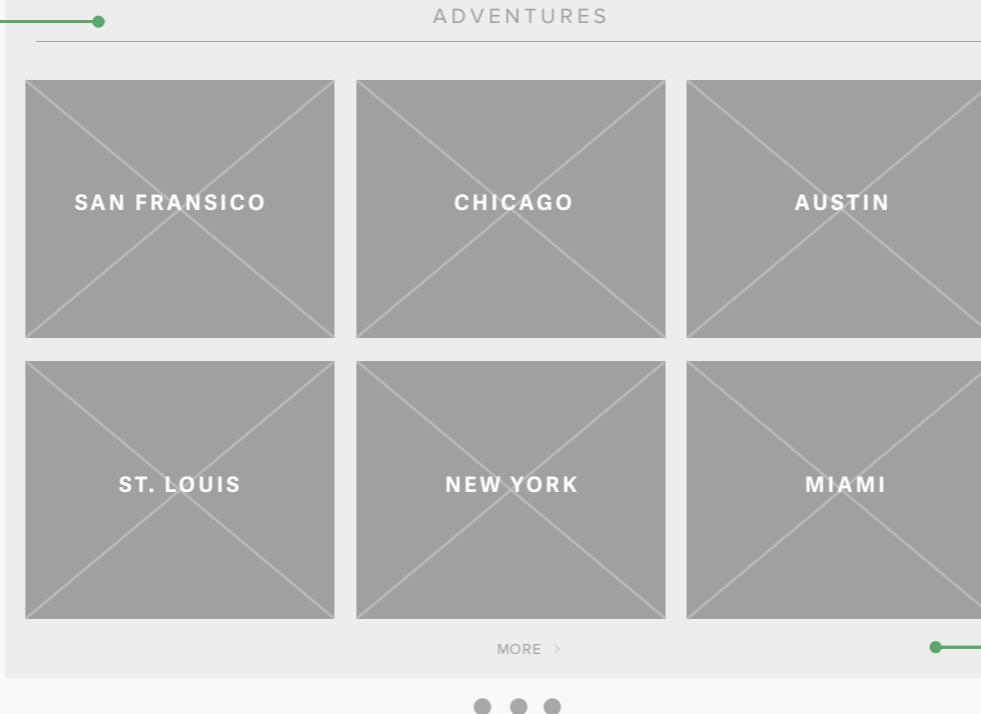
Greatest Hotels
.com

WIREFRAMES

HOME PAGE



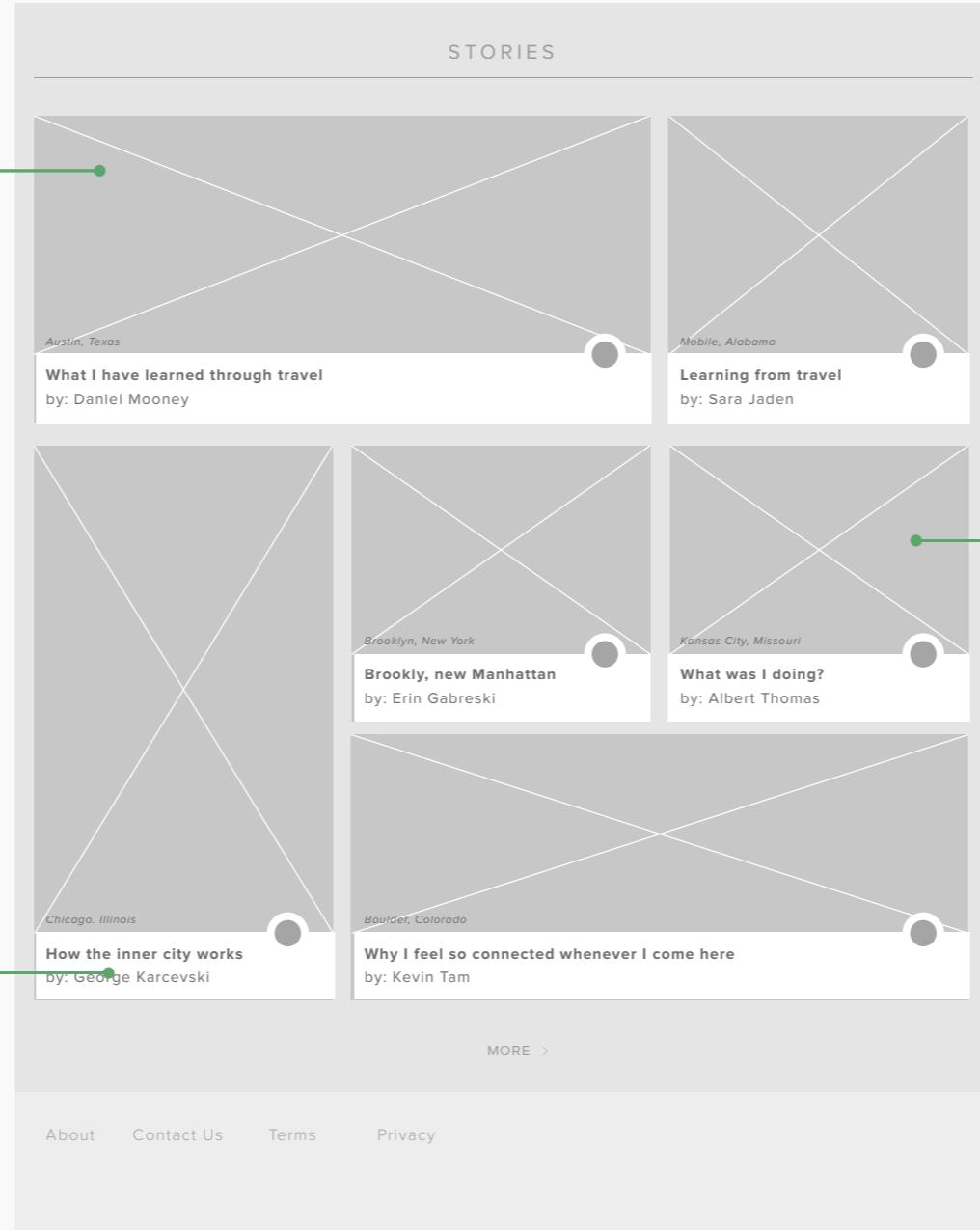
If the user is not sure of where to go, they can have a chance to look at the city and be able to determine based what's in that certain city.



WIREFRAMES

HOME PAGE (CONTINUED)

Instead of reviews or ratings, the customer will be able to read a blog post about another one's adventures and be able to learn and understand from that.



Each post will have a title, the user's profile picture and where they traveled.

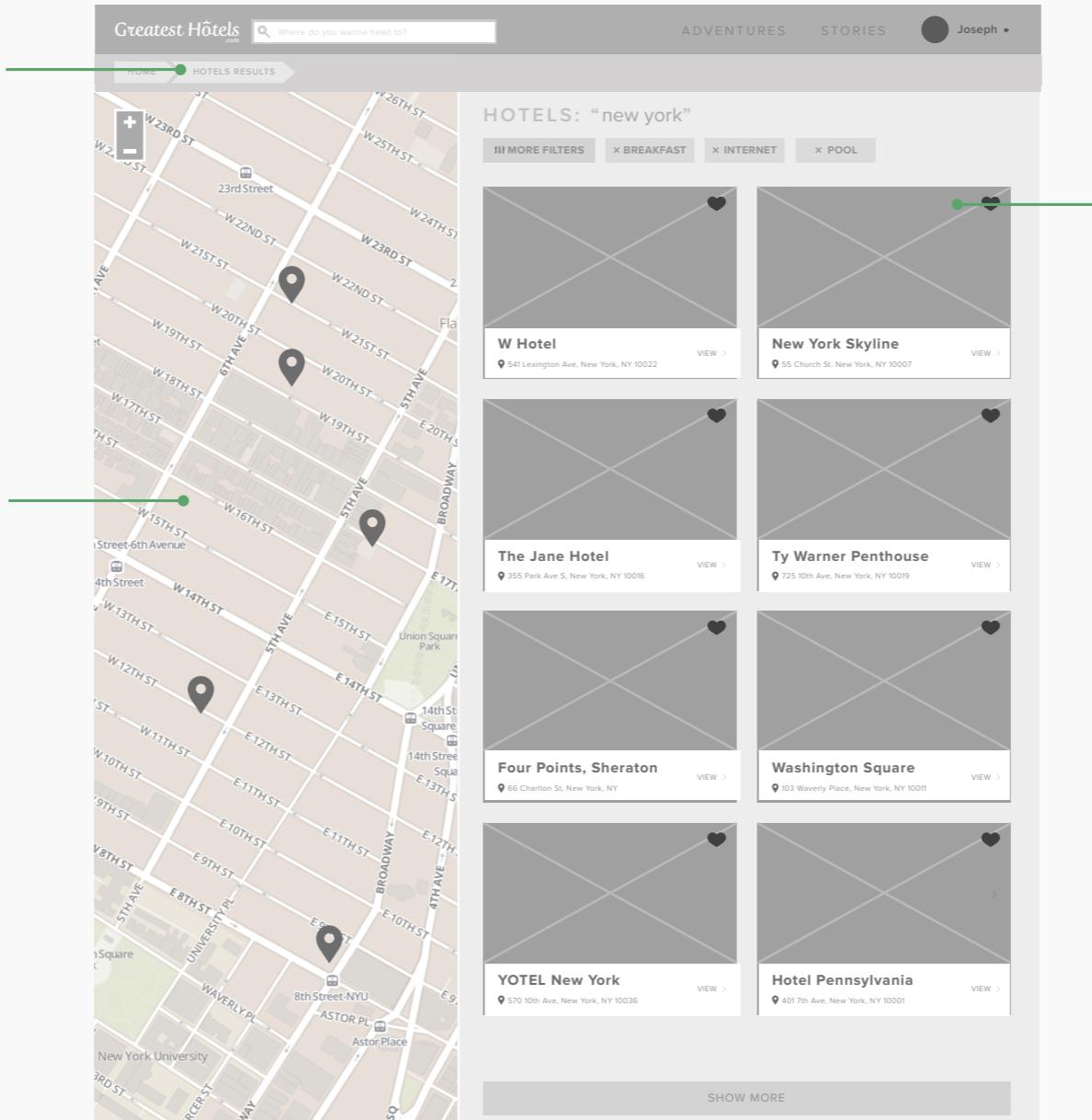
For stories, the posts will be listed in grid view with a picture from the user and a title of the blog post.

WIREFRAMES

SEARCH RESULTS

This will be the global navigation for the users profile and search to leave the page for another city. There is also a bread crumb trail for the user to keep track of where they are on the site.

The map will be able to show a general area of where all the hotels are in proximity of each other. You will be able to zoom in and out and searches everytime one does so.



WIREFRAMES

HOTELS PAGE

The wireframe shows a placeholder area for Google Business Photos, indicated by a large gray rectangle with a white 'X' and a green callout line pointing to it. Below this, there's a sidebar with three sections: 'DETAILS' (with a person icon), 'NEARBY' (with a location pin icon), and 'PHOTOS' (with a camera icon). The main content area displays the hotel information for 'Ty Warner Penthouse'.

Ty Warner Penthouse

725 10th Ave, New York, NY 10019
Tel. (212) 586 3400 fax (212) 716 5858

The highest hotel suite in a city known for its legendary skyscrapers, the opulent, one-of-a-kind Ty Warner Penthouse soars 800 feet (244 metres) above the street. Created by visionary architects I. M. Pei and Peter Marino, the suite was seven years and USD 50 million in the making and offers incredible 360-degree views.

Visit Website Save to Wish List

When reached to a hotels page, Google Business Photos will be the first interactive piece for the page. Users will be able to interact and look through the hotel rooms for each one.

Each hotel will have general information and a link to the actual hotels website.

WIREFRAMES

HOTELS PAGE (CONTINUED)

Each section will have information that is following the subject the link is with. Further down the page will show more details.

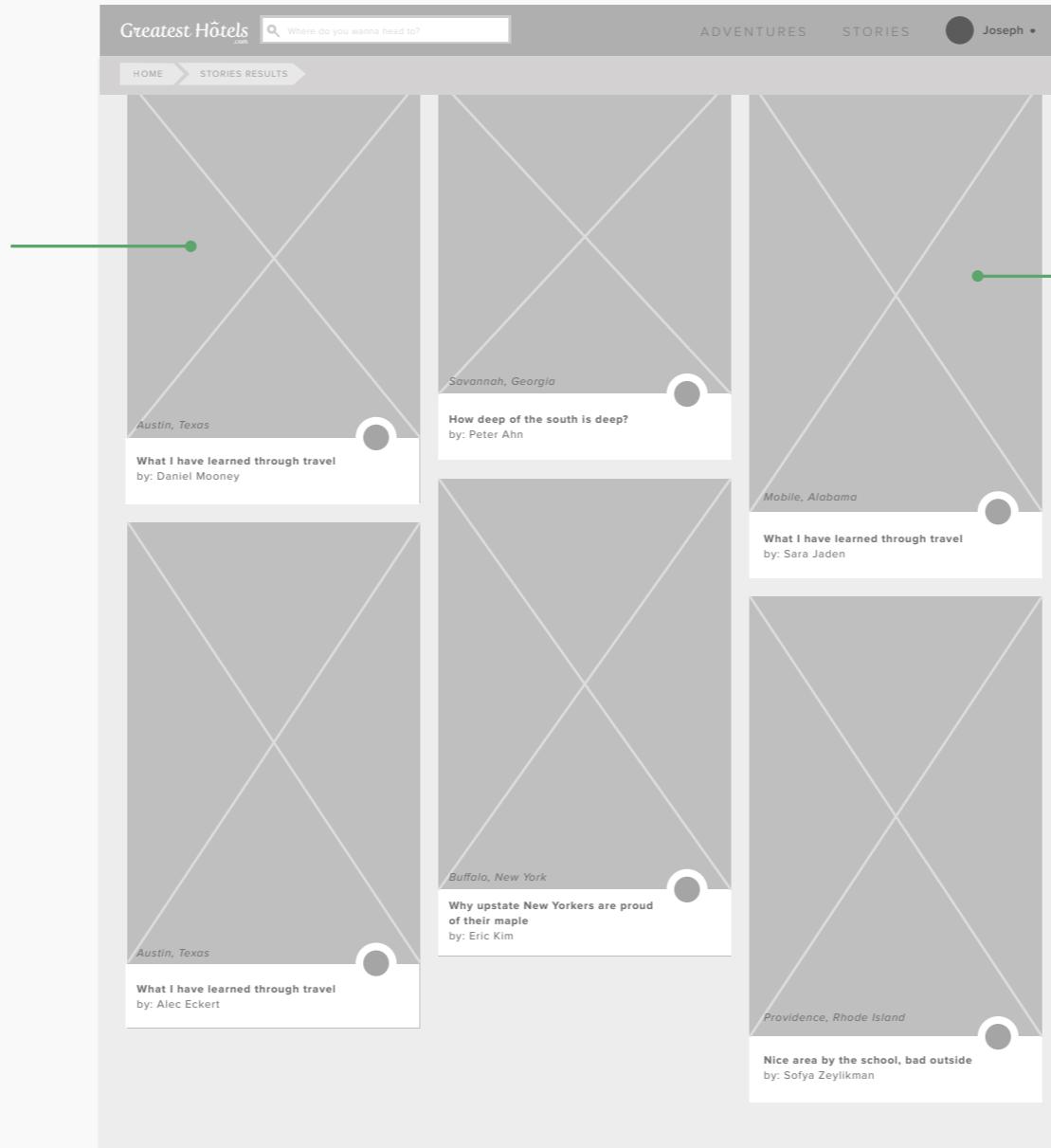
A wireframe of a hotel amenities section. At the top right are three small gray dots. Below is a horizontal green bar with a small black dot at its right end. The main content area has a light gray background and features a title 'Amenities' in bold. Below it is a grid of three columns: 'Bed & Bath', 'Entertainment', and 'In Your Room'. Each column contains a list of amenities:

Bed & Bath	Entertainment	In Your Room
Thick terry bathrobes	All-news cable network	Down duvets
Hair dryer	CD clock radio	Down pillows
	DVD player	In-room safe
	MP3 docking station	Refrigerated private bar
	Wireless internet	

WIREFRAMES

STORIES RESULTS (GRID)

Each box will be appropriate for the image that the user chooses. This masonry grid view it to show more of the image, with the loss of content from the user.



This will be a results page for the stories that the user will be reading in replacement for the traditional reviews that other hotel websites might have.

WIREFRAMES

STORIES RESULTS (LIST)

A little bit more of a description will be able to be seen for the user to choose what to say.

The wireframe shows a list of travel stories. Each story item includes the title, a brief description, the author's name, and a small circular icon with an 'X' for deletion. The stories are:

- What a small town can do to you**
Going from a big city to a small one can really change you.
by: Nicky Rosenberg Madison Wisconsin
- What in the world was I thinking?**
Bought a random plane ticket to anywhere in the country.
by: Albert Thomas Kansas City, Missouri
- How the inner city works**
What it's like to experience the poor and underprivileged
by: George Kercevski Chicago, Illinois
- Why I feel so connected whenever I come here**
I tried to leave my hotel as much as possible to go outside instead
by: Kevin Tam Boulder, Colorado
- Brooklyn's the new Manhattan**
Why I believe staying in Manhattan is worth it however
by: Gage Bush Brooklyn, New York
- Nice area by the school, bad outside**
How college towns work in the area I visited
by: Sofya Zeylikman Providence, Rhode Island
- What I have learned through traveling**
and how it can not only help you, but others as well.
by: Sara Jaden Savannah, Georgia

This will be the same results page for the stories except in list view.

Same general information will be available in the list view. Only difference is the arrangement of information that's listed.

WIREFRAMES

SAVED HOTELS LIST

Saved will be a section where the user will be able to save a hotel that they may potentially book for another time or just to look back over another time.

The list will have information about the hotel and the date that the user has added it to the list.

Where do you wanna head to?

ADVENTURES STORIES Joseph

HOME SAVED LISTS

SAVED LIST

Ty Warner Penthouse
541 Lexington Ave, New York, NY 10022 (212) 586 3400
added 10/18/2013

W Hotel
725 10th Avenue, New York, NY 10022 (212) 755 1200
added 09/12/2013

New York Skyline Hotel
10 7th Avenue, New York, NY 10022 (212) 897 6000
added 09/02/2013

The Jane Hotel
113 Jane Street, New York, NY 10022 (212) 924 6400
added 08/28/2013

New York Hilton Midtown
1335 Avenue of Americas, New York, NY 10022 (212) 586 7000
added 08/30/2013

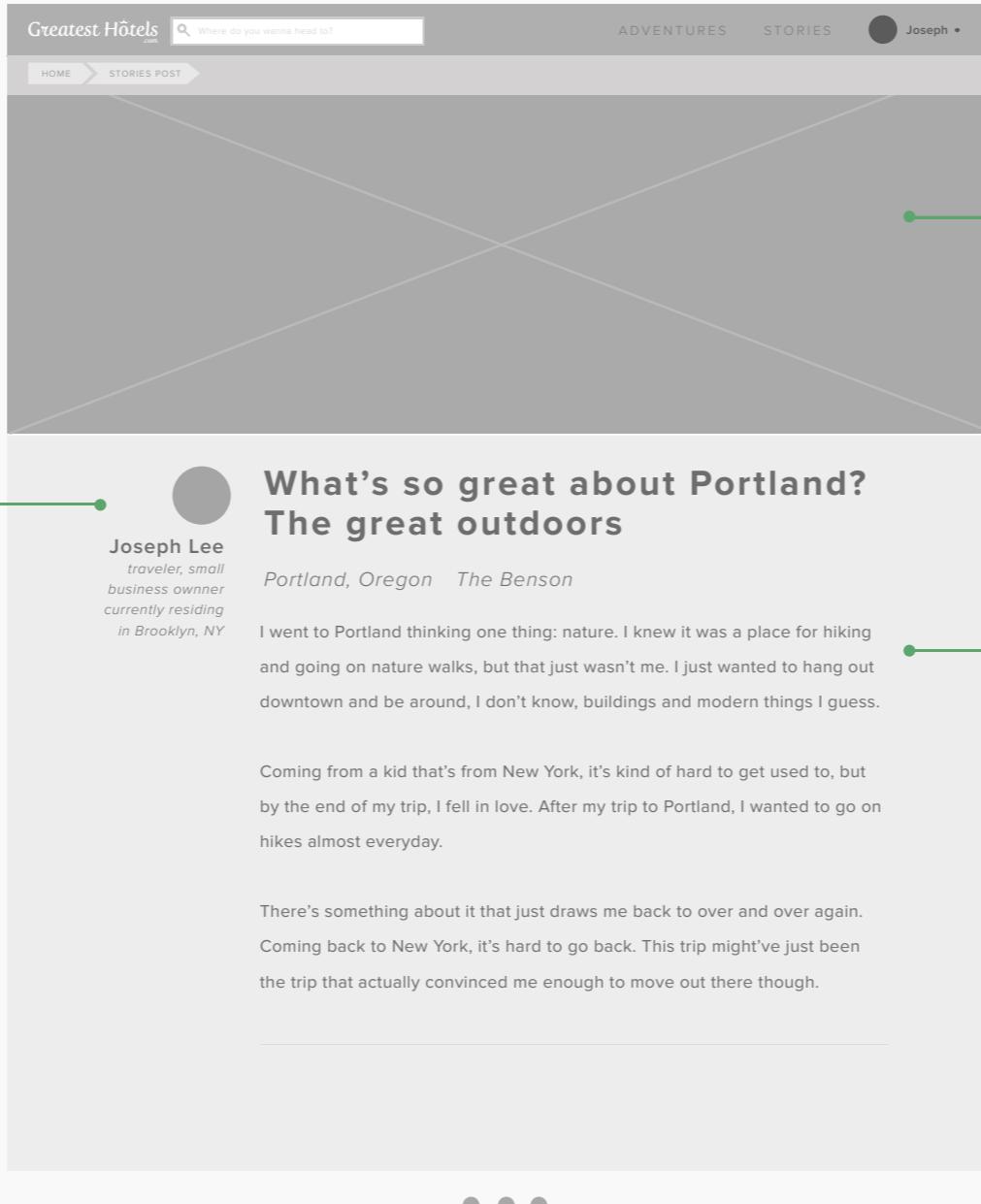
+ ADD MORE

About Contact Us Terms Privacy

Each hotel that the user has saved will have a thumbnail image of that hotel.

WIREFRAMES

STORIES POST



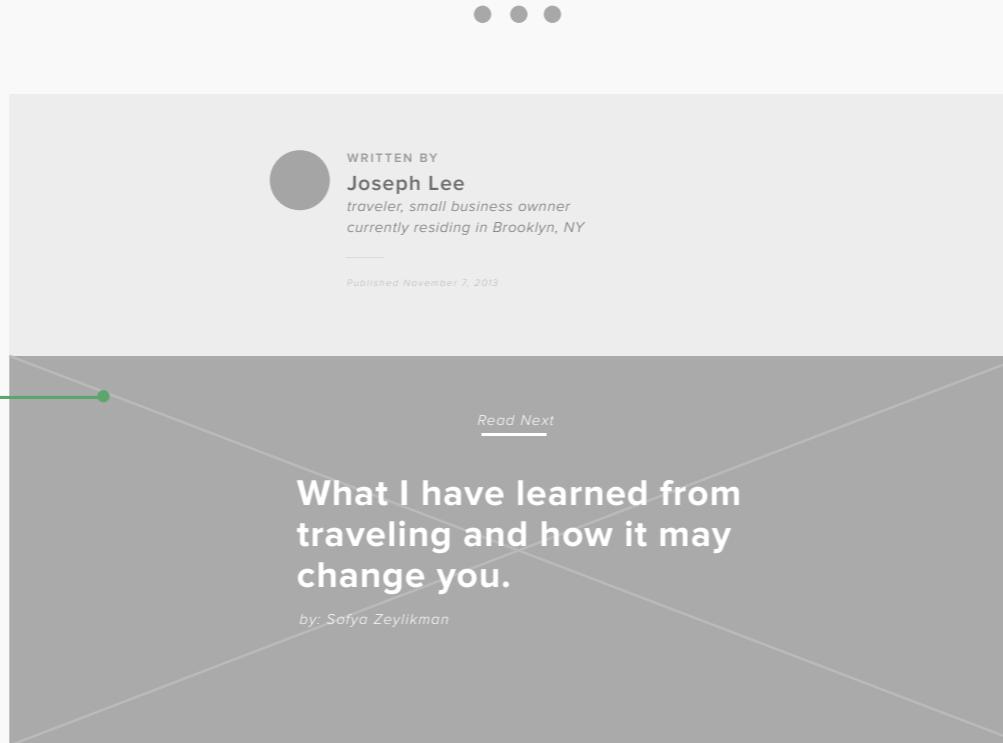
For the actual Stories post, the user will be able to upload a header image, giving the location of where they traveled.

The post will be a story about their trip, where they stayed and everything else about it.

WIREFRAMES

STORIES POST (CONTINUED)

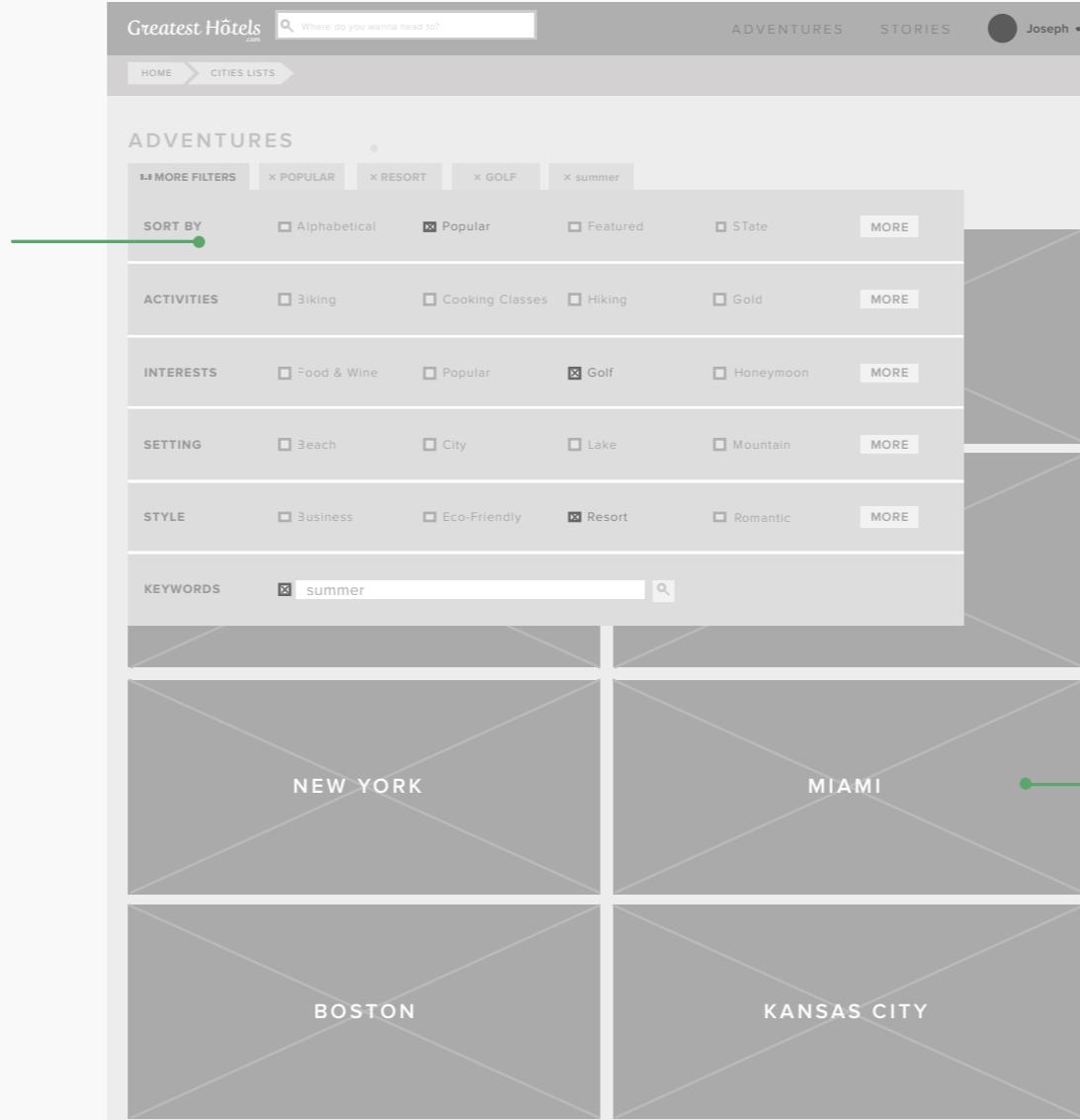
At the bottom of the article, the user will be able to read another similar post that is within the same category/hotel/city.



WIREFRAMES

CITIES RESULTS (GRID)

The user will be able to filter out options by clicking on the "More Filters" button with a number of different options.



After searching or clicking for more cities, the results will be a grid view of images with the city name on top of it.

WIREFRAMES

CITIES RESULTS (LIST)

The list view for the cities that are listed will have the states with each city to show, but with no image. The list view will show more cities at once rather than the grid view.

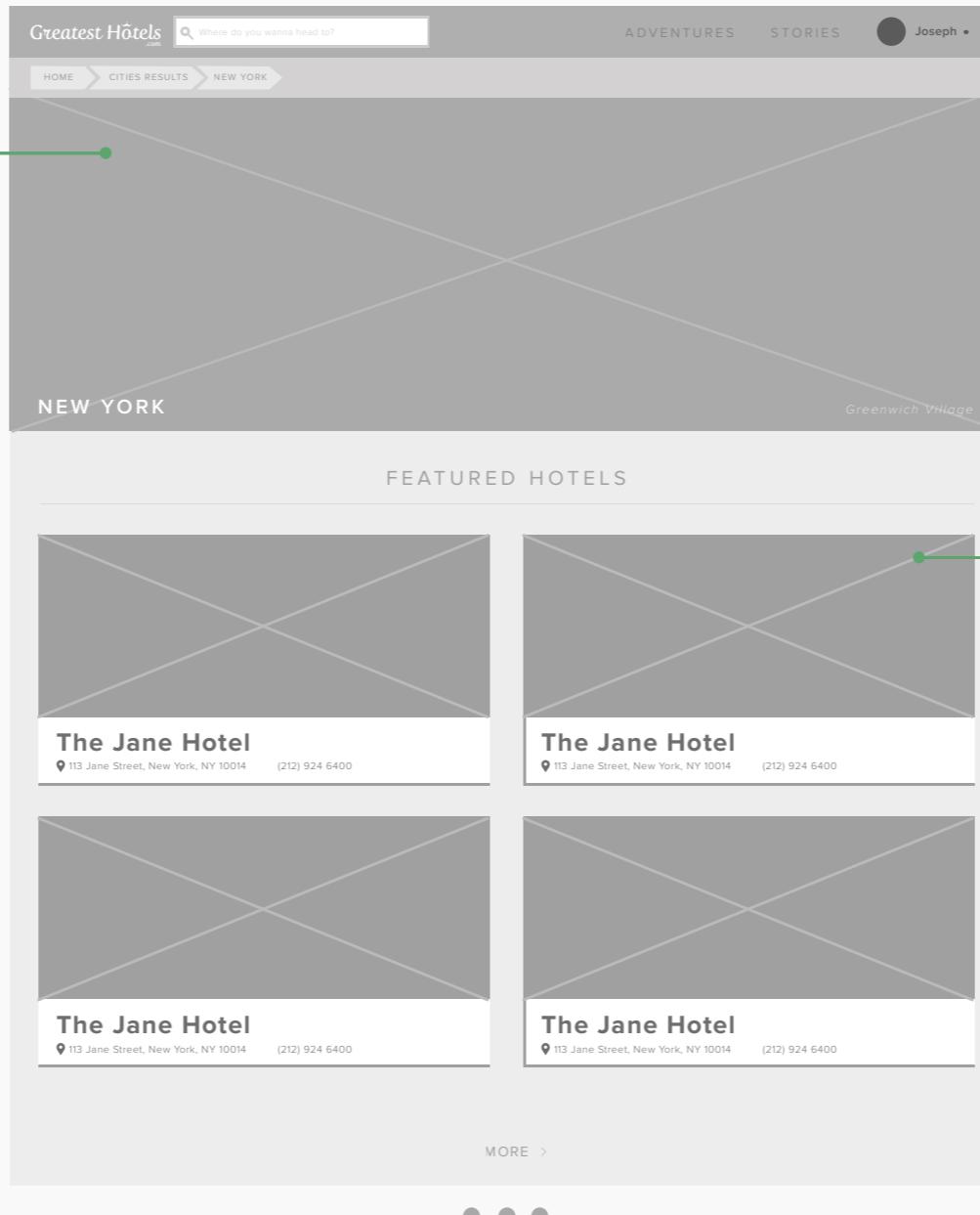
The wireframe shows a search bar at the top with the text "Where do you wanna head to?". Below it is a navigation bar with "ADVENTURES" and "STORIES" buttons, and a user profile for "Joseph". A breadcrumb trail "HOME > ADVENTURES" is present. The main content area is titled "ADVENTURES" and features a grid of city names. Each city name is followed by a state abbreviation and a right-pointing arrow. Below the grid, there are four rows of filter buttons: "MORE FILTERS", "POPULAR", "BUSINESS", "GOLF", and "summer".

City	State
NEW YORK	>
BUFFALO	
NEW YORK	
NIAGARA FALLS	
ROCHESTER	
NEVADA	>
LAS VEGAS	
LAUGHLIN	
MESQUITE	
RENO	
OHIO	>
AKRON	
CAMBRIDGE	
CINCINNATI	
CLEVELAND	
COLUMBUS	
NEW JERSEY	>
CHERRY HILL	
HOBOKEN	
NEW BRUNSWICK	
CALIFORNIA	>
FRESNO	
LOS ANGELES	
REDWOOD CITY	
SAN FRANSICO	
ILLINOIS	>
CHAMPAIGN	
CHICAGO	
ROCKFORD	
SPRINGFIELD	
MICHIGAN	>
ANN ARBOR	
DETROIT	
EAST LANSING	
TROY	
PENNSYLVANIA	>
CHESTER	
EDGEWORTH	
PHILADELPHIA	
SWARTHMORE	
NORTH CAROLINA	>
BURLINGTON	
CHARLOTTE	
FAYETTEVILLE	
OREGON	>
BEND	
EUGENE	
PORTLAND	
MASSACHUSETTS	>
BOSTON	
CAMBRIDGE	
SALEM	
TEXAS	>
AUSTIN	
DALLAS	
EL PASO	
GALVESTON	
FLORIDA	>
JACKSONVILLE	
MIAMI	
ORLANDO	
TAMPA	
WASHINGTON	>
BOULDER	
DENVER	
COLORADO SPRINGS	
TACOMA	
STERLING	
PENNSYLVANIA	>
GATLINBURG	
MEMPHIS	
NASHVILLE	
SPRING HILL	
TENNESSEE	>
CHESTER	
EDGEWORTH	
PHILADELPHIA	
SWARTHMORE	
MASSACHUSETTS	>
BOSTON	
CAMBRIDGE	
SALEM	

WIREFRAMES

CITY PAGE

The city that the user chooses will have a header image that will scroll through different images of the city with the location on the bottom right hand corner.

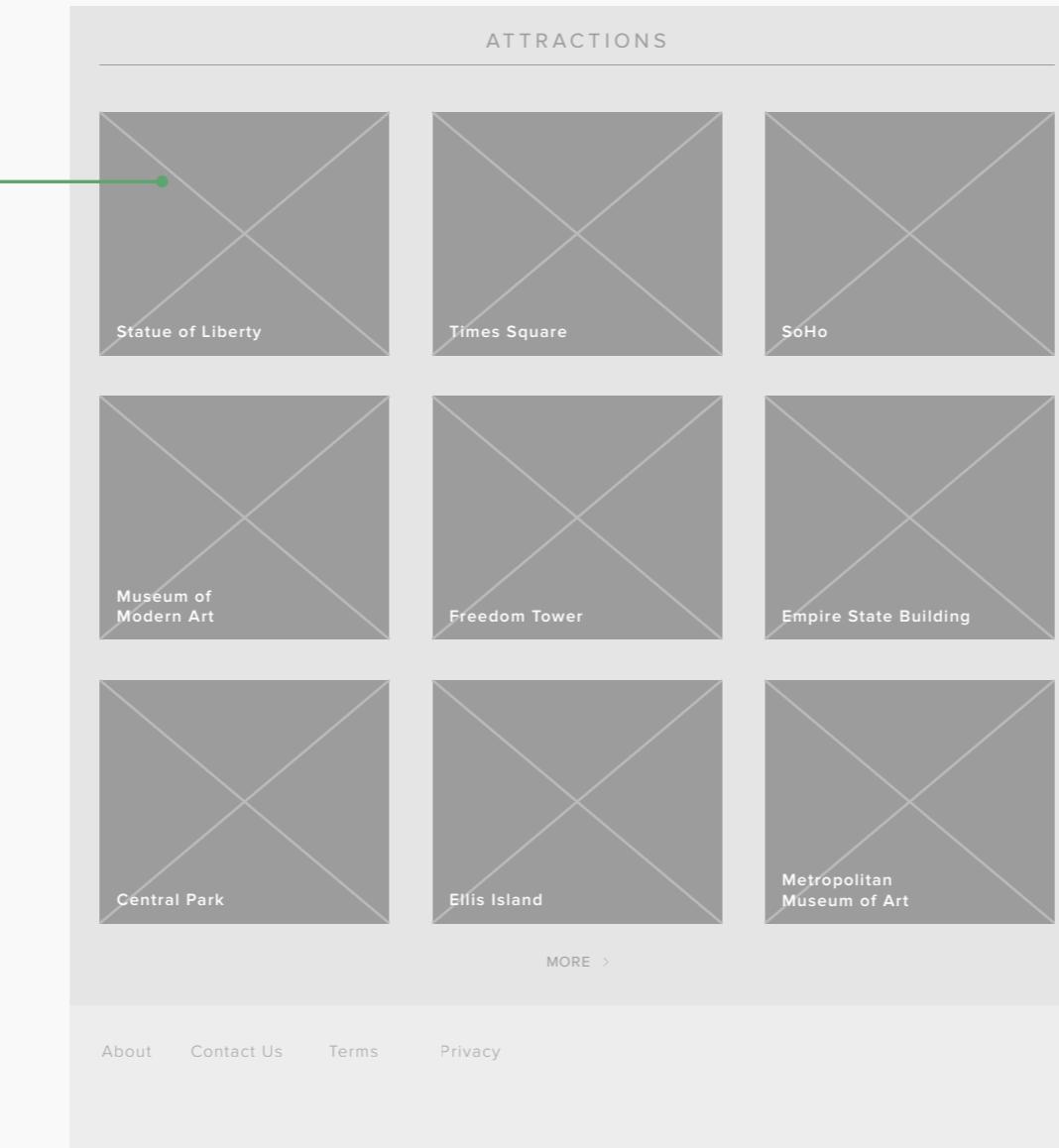


These will be the featured hotels that are in the city. If the hotel that the user isn't looking for there, then there will be an option to view "More" of the hotels that are in that city.

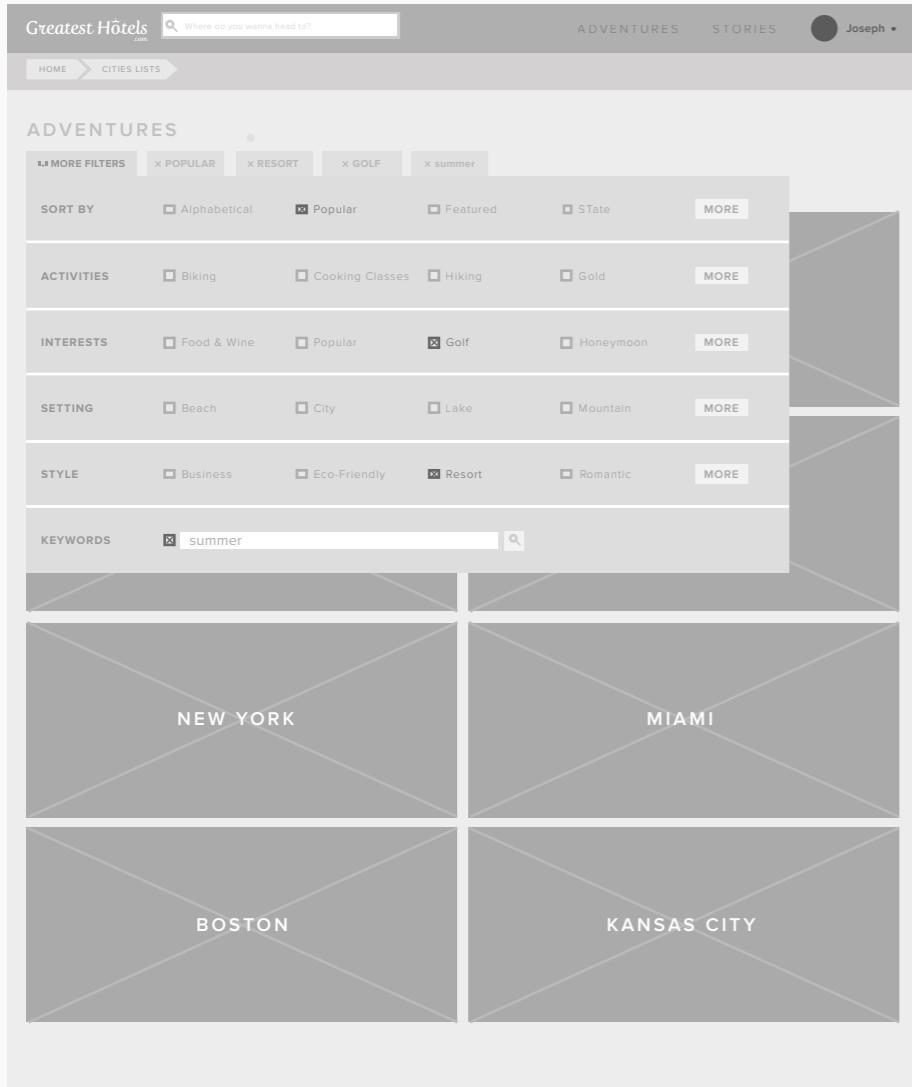
WIREFRAMES

CITY PAGE (CONTINUED)

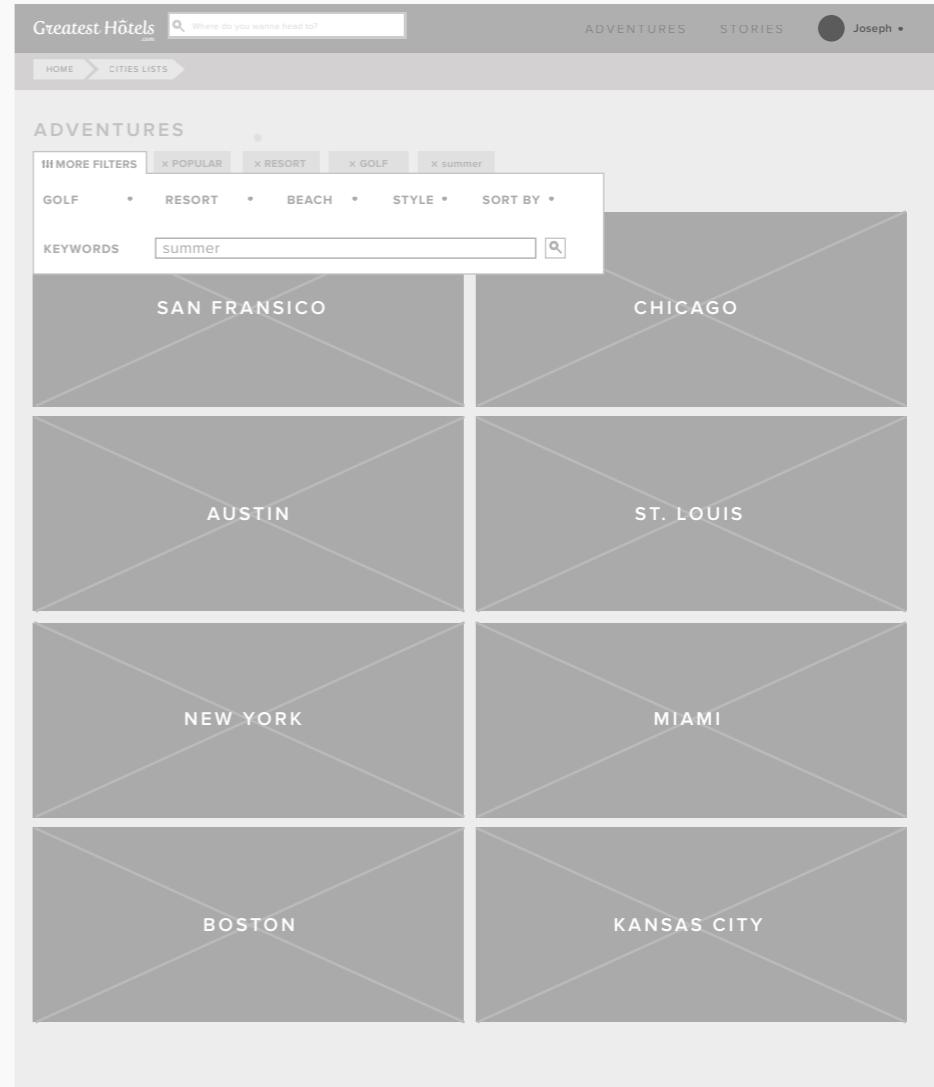
Within the cities page, there will be an option to view different types of attractions that are in that one city.



USER TESTS



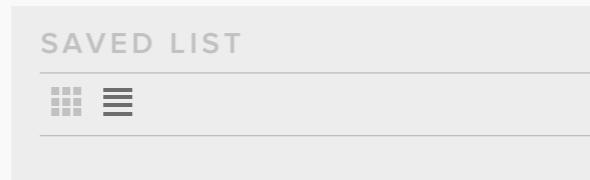
More simplified search for the users to better understand.
Takes up less space and easier to follow and flow with the page.



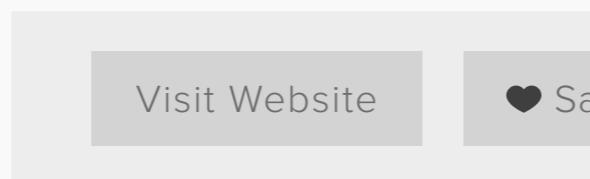
USER TESTS

BEFORE

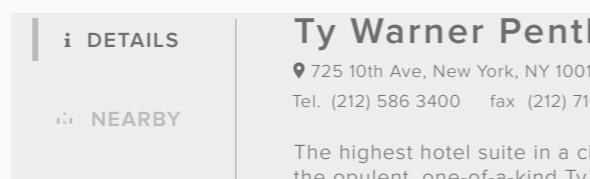
Content changes involved changing the space between certain buttons.



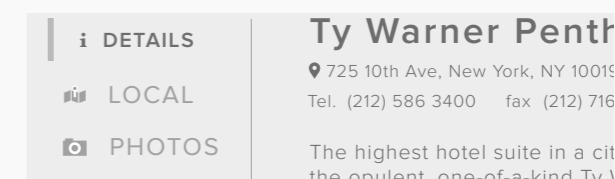
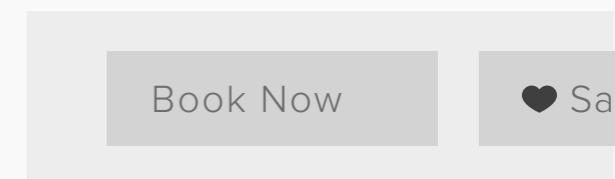
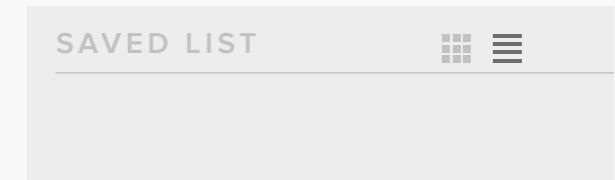
User looking for the booking button , unsure, so instead of a "Visit Website" more straightforward to "Book Now"



Included more features for the User to use on the website.
Included are "Photos" and "Stories".



AFTER

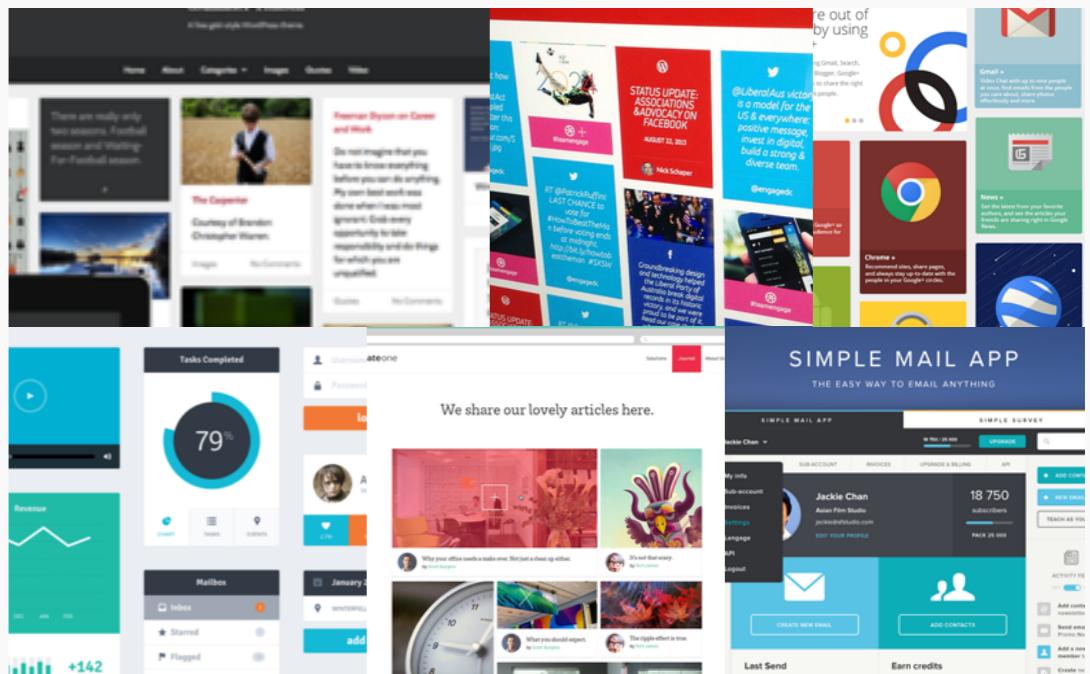
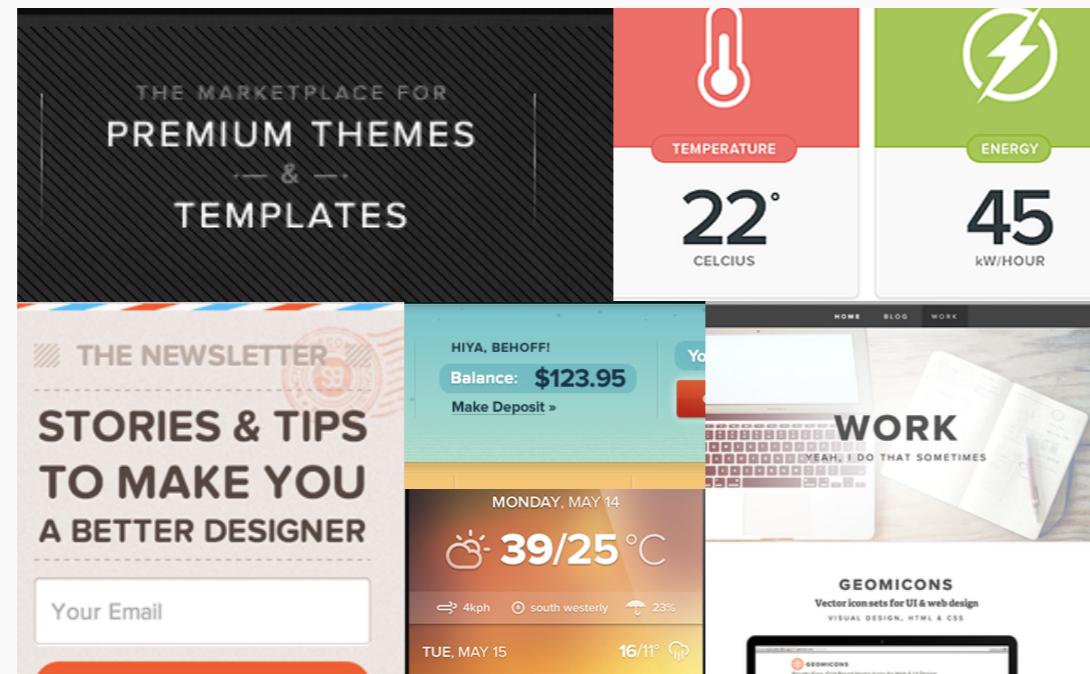


MOODBOARDS

DIRECTION 1



LUXURIOUS
CLASSY
SIMPLE
HIGH-CLASS
RICH

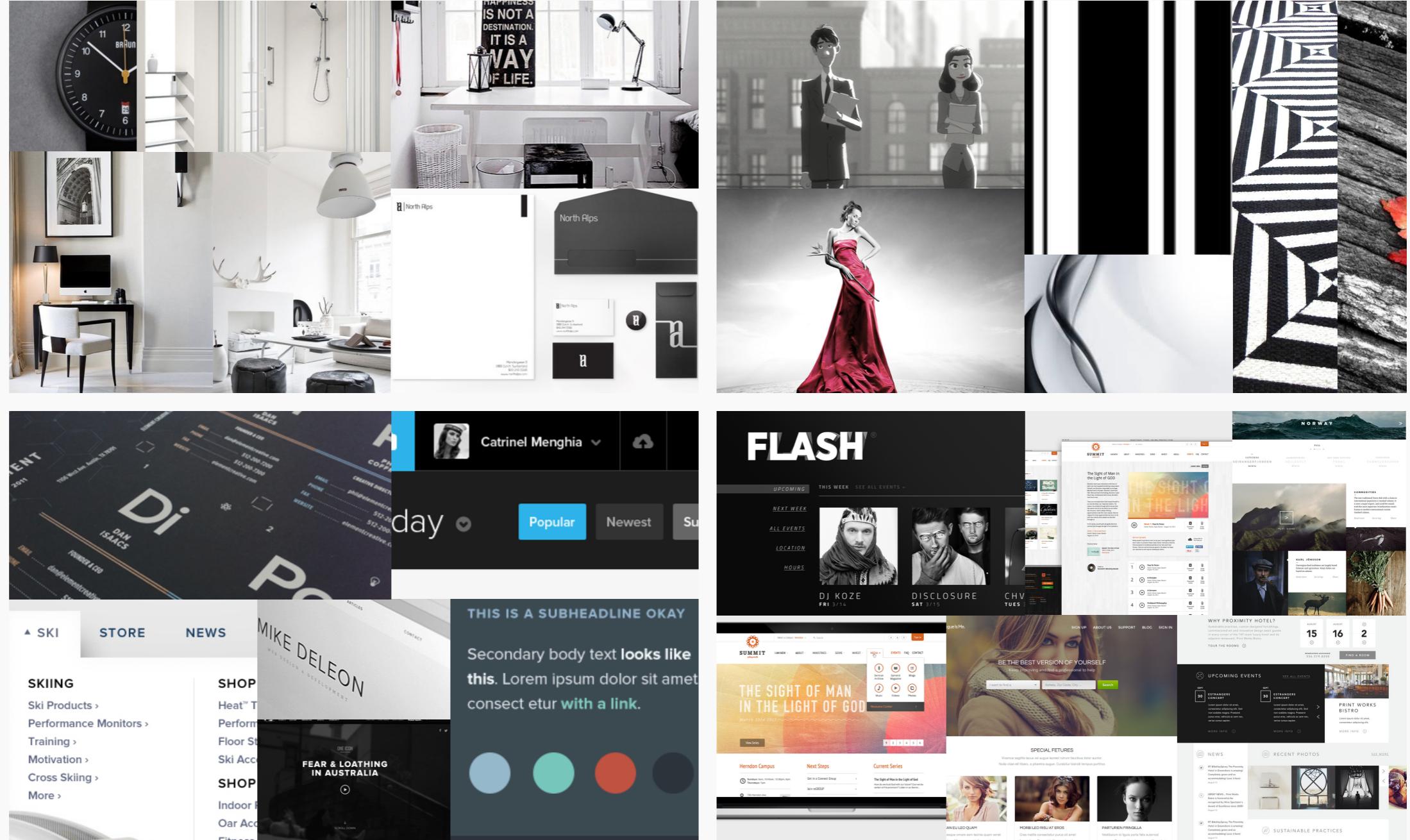


GREATEST HOTELS GROUP

MOODBOARDS

DIRECTION 2

ELEGANT
BLACK & WHITE
CLEAN
POLISHED
GRAND



GREATEST HOTELS GROUP

MOODBOARDS

DIRECTION 3 (FINAL)

MODERN
NEW
PURE
ORIGINAL
NOVEL



There are 2 comments

Chris Campbell wrote on 01/24/11 at 8:19 pm

Lore ipsum dolor sit amet, i lectus a mauris venenatis gra rhoncus quis mollis vitae, ma

3RUARY 12, 2012

GETS.

SUMMER 2010

the SATURDAY

Journal **06 Nudes**
12 News **07 Artwork**
13 About Us **08 Illustration**
14 Catalog **09 Graff**
15 Stores **10 Ink**

Aenean
Cum
rient
nato
mont
sandwich

letter

PARCEL POS

from troubled dreams,
to a horrible vermin.
lifted his head a little

CONTENTS
A great month

Sweet Gnawthings
Stylish Necklaces for Mom & Baby

Home | Shop | About | Spring Collection | Blog

Post Title Goes Here

30 JUN

At That's home to our first date and where I proposed. I love tea and the company. <http://tiny.cc/meyarw>

Photo: A broken computer - minus one day of fun! (Taken with Instagram) <http://tumblr.com/xm20f844>

Spring Collection

ABOUT

WORK

Hey there. Don't mind the Lore ipsum dolor sit ame



bambooir

Bamboo News

Growing old waiting on your company's time-off process?

bambooir on Twitter

Last edited by Martha Bath

ME

RESUME

WORK

GET IN TOUCH

VIEW

AUSTRALASIA

Australia
China
Hong Kong
India
Indonesia

forum

a new disc...
r discussi...
ate a New...

eric, Daniel...

profile

TECHNOLOGY

Getting the most o...

November 15, 2012 2:30 pm Written by Administrator

Inbox.

I'm almost wrapping up my first week of freelancing full-time. Everything has been great...

Email

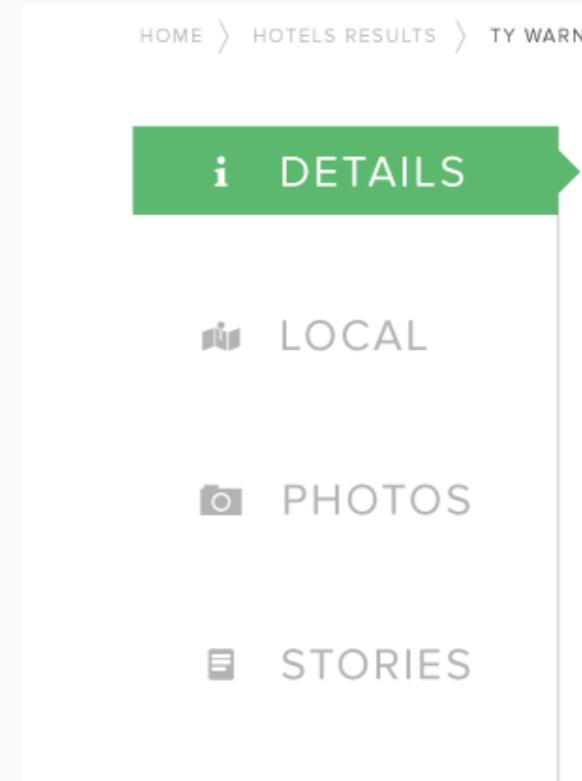
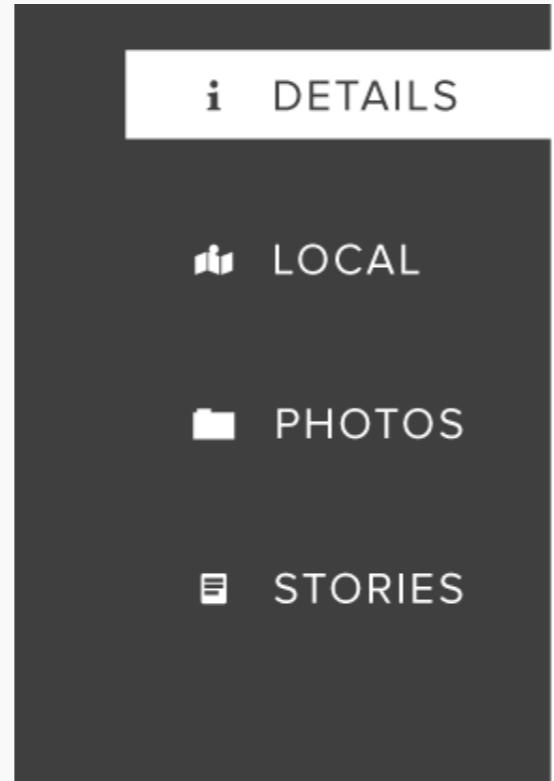
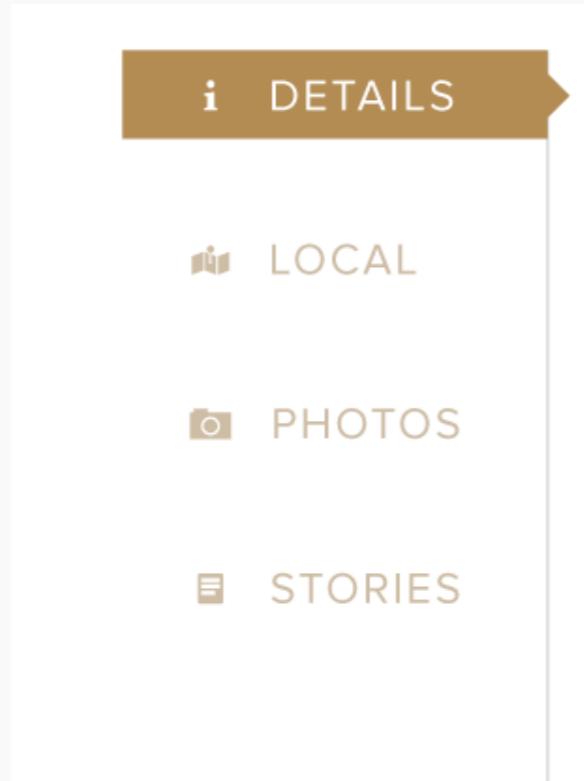
R

Make ide...

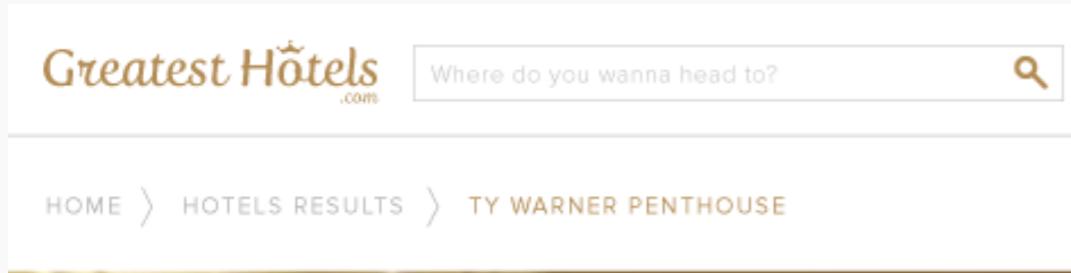
Donec ullamcor...

Pellentes...

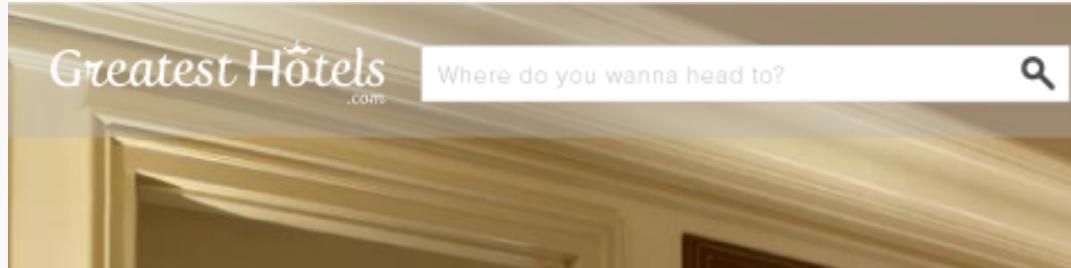
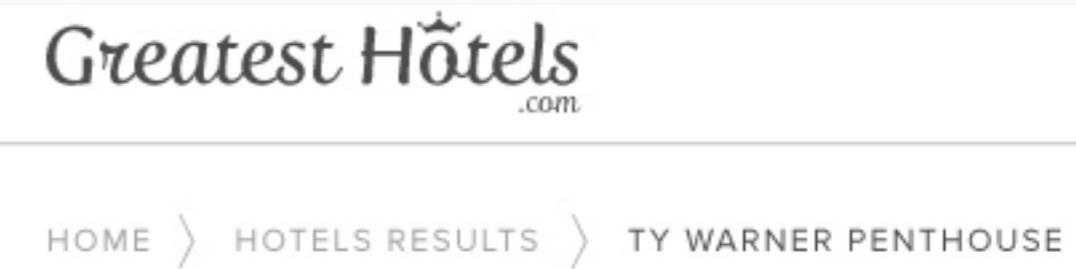
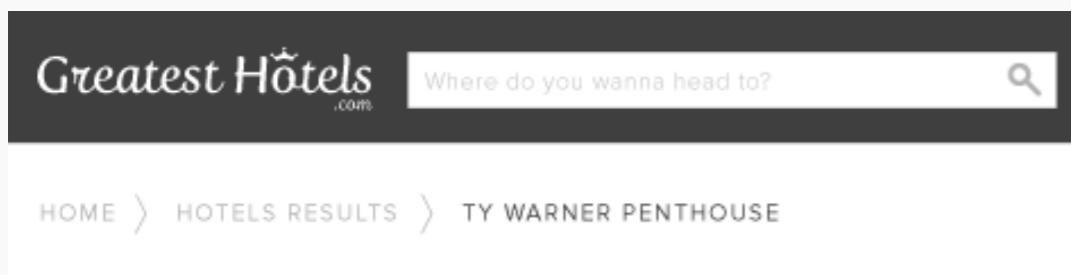
INITIAL DESIGNS



INITIAL DESIGNS



Concept from first design



Concept from last design

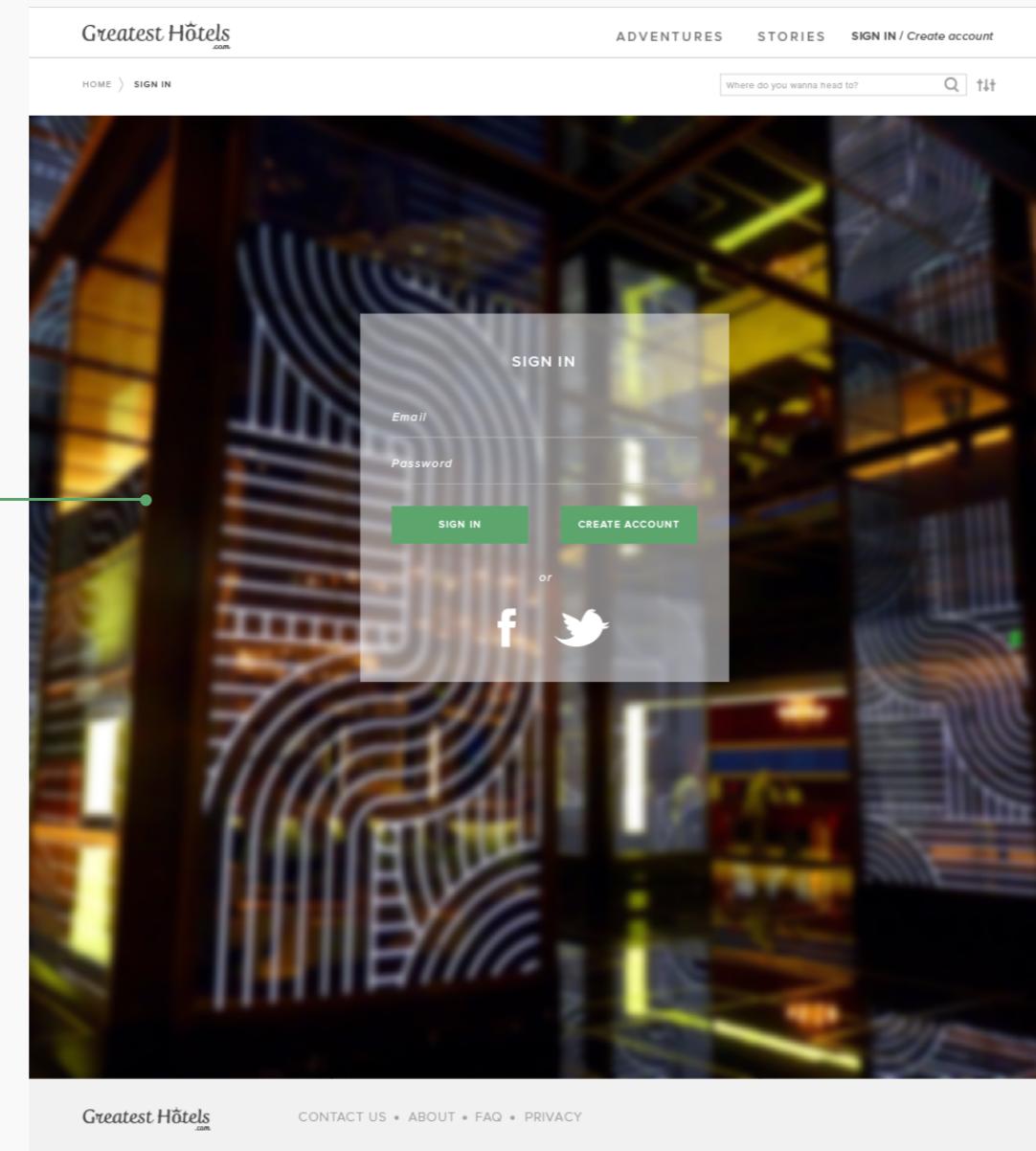
DESIGN SOLUTION

This final design will deliver a ***fresh, clean,*** and ***simple*** feel for the user. With a structure that is straightforward and easy to use, the user will be able to choose their destination with ***confidence***.

FINAL DESIGNS

SIGN IN

Users will be able to log in with an account that they create or with Facebook or Twitter,



FINAL DESIGNS

PROFILE PAGE

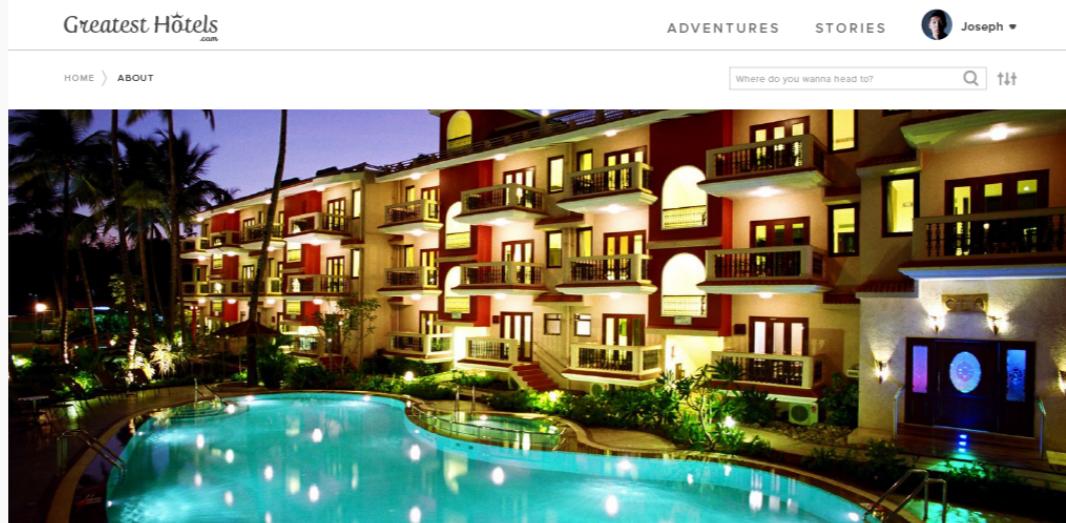
Users will be able to log in with an account that they create or with Facebook or Twitter,

The screenshot shows the profile page for a user named Joseph Lee. At the top, there's a navigation bar with links for HOME, PROFILE, ADVENTURES, STORIES, and a user icon for Joseph Lee. Below the navigation is a search bar with the placeholder "Where do you wanna head to?". The main content area is titled "FOOTSTEPS" and includes tabs for PUBLISHED and BOOKMARKED. A section for the year 2013 shows trips from February (02/19 - 02/25 Los Angeles, California) and August (08/03 - 08/10 Denver, Colorado), with a "+ ADD MORE" button. A section for 2012 shows trips from January (01/03 - 01/15 Austin, Texas), July (07/19 - 07/30 Cape Cod, Massachusetts), September (09/01 - 09/10 Detroit, Michigan), and December (12/19 - 12/30 Chicago, Illinois), also with a "+ ADD MORE" button. A section for 2011 shows a trip in November (11/20 - 01/30 Saratoga, Florida). On the left side of the profile page, there's a sidebar with a profile picture of Joseph Lee, his name, location (Rochester, NY), a bio ("traveler, small business owner currently residing in Rochester, NY"), and two buttons: "SEND A MESSAGE" and "SIGN OUT". At the bottom of the page, there's a footer with the Greatest Hotels.com logo and links for CONTACT US, ABOUT, FAQ, and PRIVACY.

Users profile will show information like "Footsteps", "Published", and "Bookmarked".

FINAL DESIGNS

ABOUT PAGE



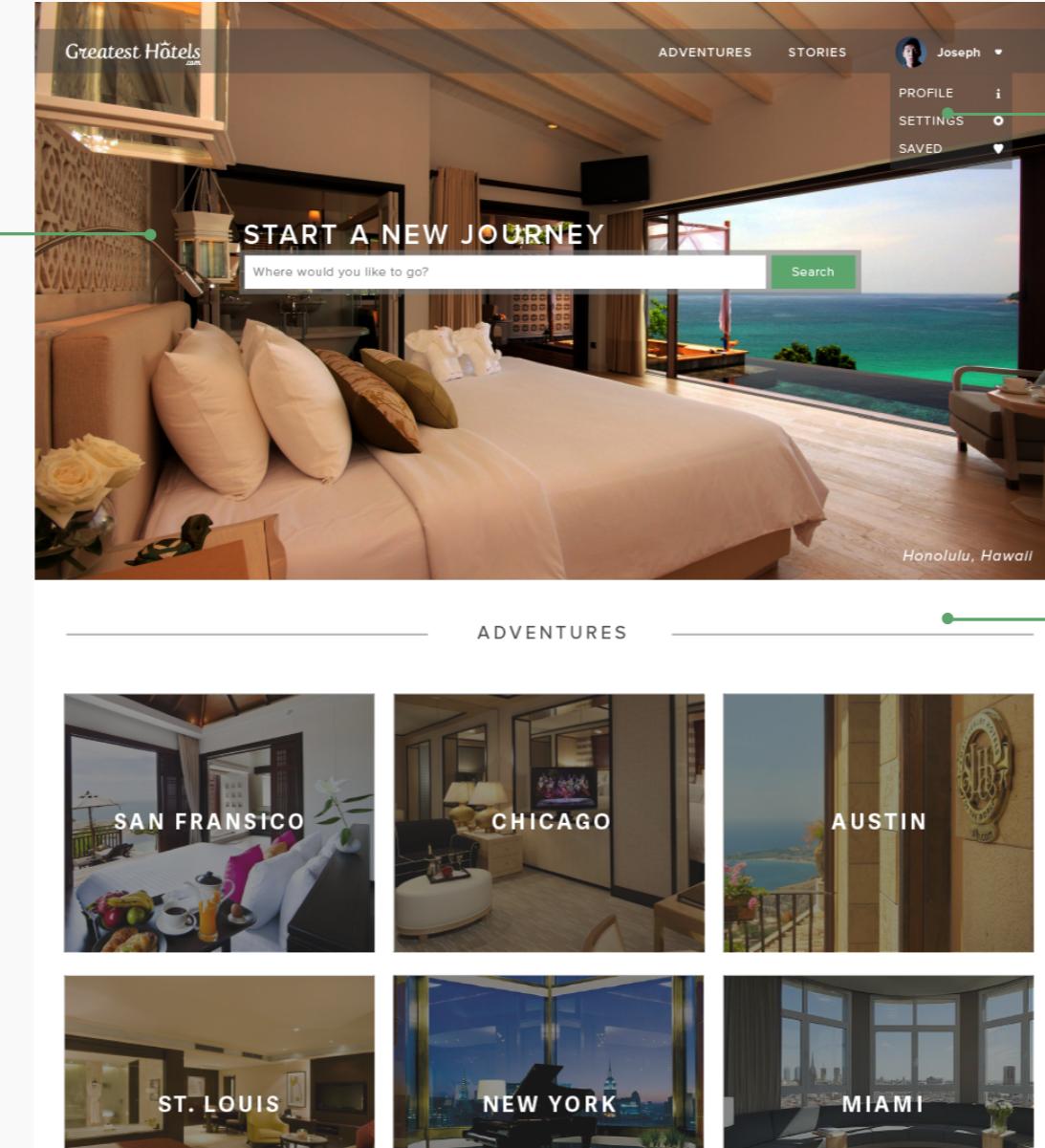
The screenshot shows the 'ABOUT' section of the Greatest Hotels.com website. At the top, there's a navigation bar with 'Greatest Hotels.com', 'ADVENTURES', 'STORIES', and a user profile for 'Joseph'. Below the navigation is a search bar with the placeholder 'Where do you wanna head to?'. The main content features a large, vibrant photograph of a multi-story hotel building at night, illuminated by its own lights and reflected in a large, curved swimming pool in the foreground. Below the photo, the heading 'What makes us different?' is centered. The page is divided into three columns: 'HIGH CLASS' (with three green stars icon), 'GOOGLE BUSINESS PHOTOS' (with a camera icon), and 'DIRECT BOOKING' (with a checkmark icon). Each column contains descriptive text about the service. At the bottom, there's a footer with the 'Greatest Hotels.com' logo and links to 'CONTACT US', 'ABOUT', 'FAQ', and 'PRIVACY'.

The about page will give a general information on what this website is about and who they are looking for.

FINAL DESIGNS

HOME PAGE

A search bar will be the main page for the users, being able to search for wherever they would want to stay or go.



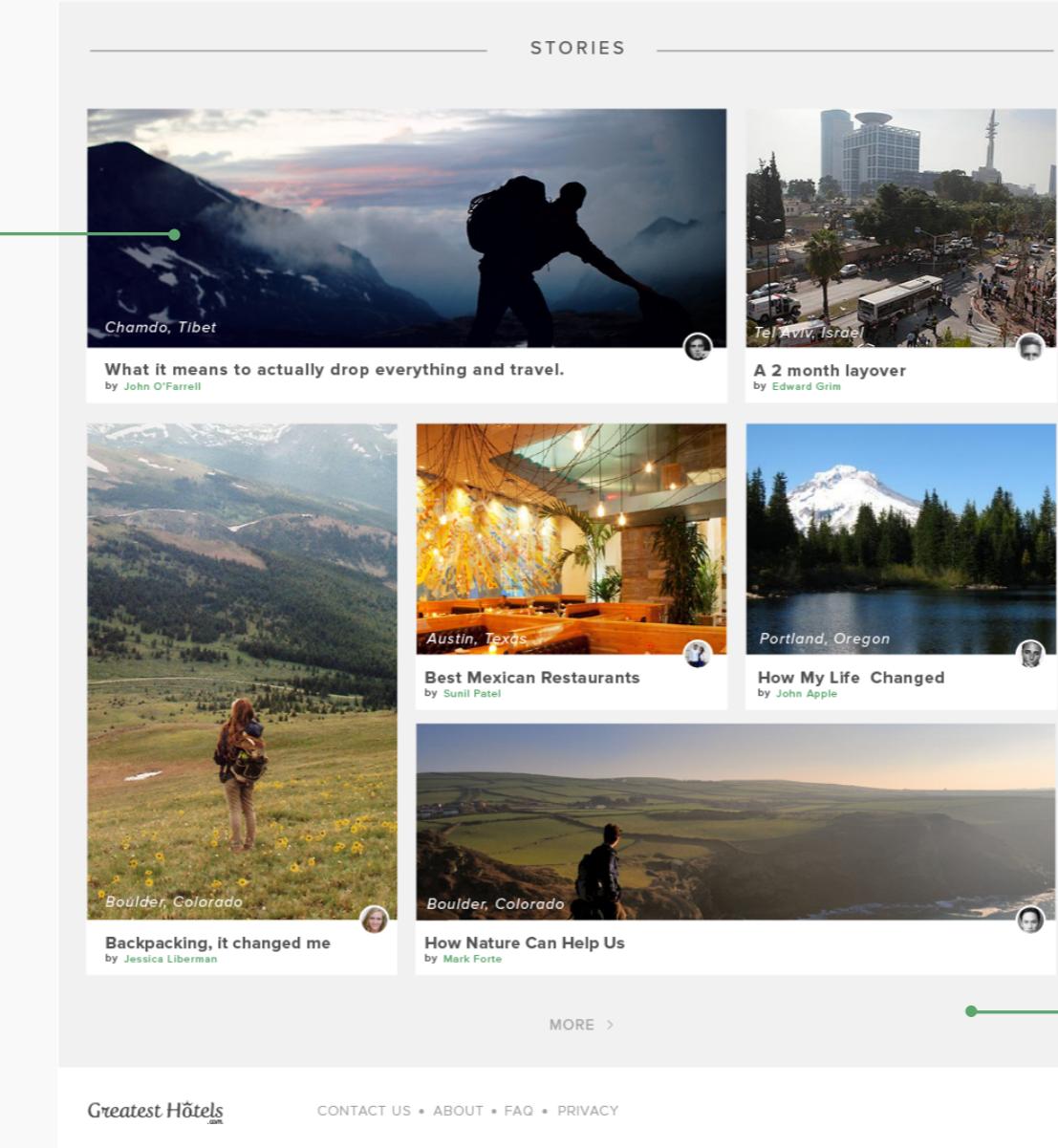
The profile will consist of a "Settings", "Profile" page, and a "Saved" page.

Users profile will show information like "Footsteps", "Published", and "Bookmarked".

FINAL DESIGNS

HOME PAGE (CONTINUED)

Instead of using reviews, Users will be able to use sort of "blog" like posts to share their experience for other users that are using this website.



If the user wants to see more of "Stories" or "Adventures", there will be a "More" link to show more of the same results.

FINAL DESIGNS

HOTEL SEARCH RESULTS

A map will show after a search has been made of the cities or hotels that are in that city.

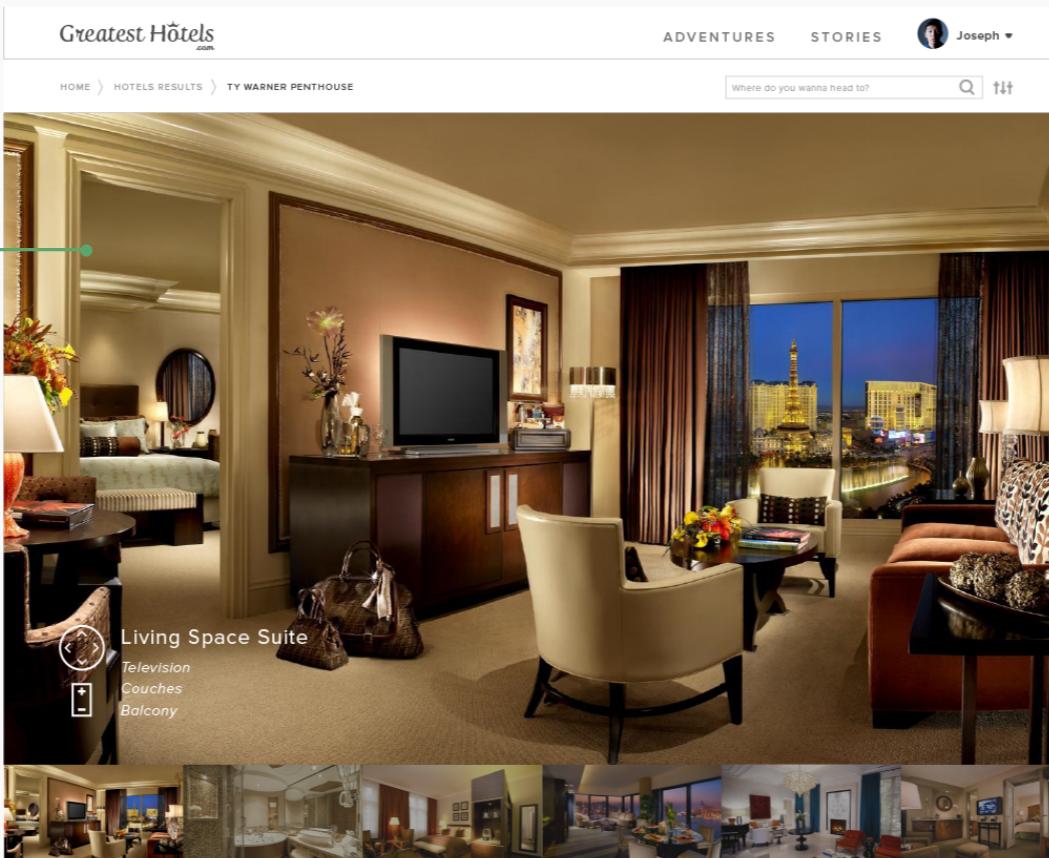
The screenshot displays the Greatest Hotels.com interface. At the top left is the logo 'Greatest Hotels.com'. To the right are navigation links for 'ADVENTURES' and 'STORIES', and a user profile for 'Joseph'. A search bar at the top right contains the placeholder 'Where do you wanna head to?' with a magnifying glass icon and a 'SEARCH' button. Below the search bar, the text 'HOTELS / "new york"' is displayed, followed by filter options: '1st MORE FILTERS', 'x BREAKFAST', 'x INTERNET', and 'x POOL'. The main content area features a map of a New York City street grid, specifically around 80th Street and 2nd Avenue, with various landmarks and businesses marked. To the right of the map is a grid of nine hotel thumbnails, each with a name, address, and a 'VIEW >' link. The hotels listed are: W Hotel (541 Lexington Ave, New York, NY 10022), New York Skyline (55 Church St, New York, NY 10007), The Jane Hotel (355 Park Ave S, New York, NY 10016), Ty Warner Penthouse (725 10th Ave, New York, NY 10019), Four Points, Sheraton (66 Charlton St, New York, NY), Washington Square (103 Waverly Place, New York, NY 10011), YOTEL New York (570 10th Ave, New York, NY 10036), and Hotel Pennsylvania (401 7th Ave, New York, NY 10001). A green 'SHOW MORE' button is located at the bottom of the results grid.

Each result that is listed will show the general information and be able to click on each hotel/city to show more of the details on the individual page.

FINAL DESIGNS

HOTELS PAGE

Google Business Photos will take up most of the real estate for the hotels page showing a full visual experience of the entire hotel room.



These links will be for the more detailed information that is in that hotel. Photos, local favorites that are in that area, and photos uploaded by users that were also there.

• DETAILS >

LOCAL

PHOTOS

STORIES

TY WARNER PENTHOUSE

725 10th Ave, New York, NY 10019
Tel. (212) 586 3400 fax (212) 716 5858

The highest hotel suite in a city known for its legendary skyscrapers, the opulent, one-of-a-kind Ty Warner Penthouse soars 800 feet (244 metres) above the street. Created by visionary architects I. M. Pei and Peter Marino, the suite was seven years and USD 50 million in the making and offers incredible 360-degree views.

Name of the hotel will display with general information.

FINAL DESIGNS

HOTELS PAGE (CONTINUED)

Each hotel will have different sections of the hotel to go instantly too, instead of having to scroll throughout the whole hotel, they can jump right to that section.

The screenshot shows a hotel listing for the Ty Warner Penthouse. At the top is a large image of a living room with a sofa, armchairs, and a television. A circular icon with arrows indicates a zoom or navigation function. Below the image is a horizontal navigation bar with three smaller images of the suite's interior. To the left of the main content area is a sidebar with four buttons: 'DETAILS' (selected), 'LOCAL', 'PHOTOS', and 'STORIES'. The main content area features the hotel's name in bold, its address (725 10th Ave, New York, NY 10019), and contact information (Tel. (212) 586 3400, fax (212) 716 5858). A descriptive paragraph highlights the suite's height (800 feet/244 metres) and its creators, I.M. Pei and Peter Marino. Below this is a green 'VISIT WEBSITE' button and a red 'WISH LIST' button. To the right is a small '...' button. The bottom section is titled 'AMENITIES' and lists categories: BED & BATH, ENTERTAINMENT, and IN YOUR ROOM, each with a corresponding list of amenities.

Living Space Suite
Television
Couches
Balcony

TY WARNER PENTHOUSE

725 10th Ave, New York, NY 10019
Tel. (212) 586 3400 fax (212) 716 5858

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VISIT WEBSITE WISH LIST

AMENITIES

BED & BATH	ENTERTAINMENT	IN YOUR ROOM
<i>Thick terry bathrobes</i>	<i>All-news cable network</i>	<i>Down duvets</i>
<i>Hair dryer</i>	<i>CD clock radio</i>	<i>Down pillows</i>
	<i>DVD player</i>	<i>In-room safe</i>
	<i>MP3 docking station</i>	<i>Refrigerated private bar</i>
	<i>Wireless internet</i>	

The user will be able to either save, share, or go directly to the hotels page with these following links.

FINAL DESIGNS

SAVED LISTS

Saved lists will be a feature that the user will have to look back at the hotel they weren't sure of, or for the future.

Greatest Hotels.com

ADVENTURES STORIES Joseph ▾

HOME > SAVED LISTS

Where do you wanna head to?

ADVENTURES

Ty Warner Penthouse
541 Lexington Ave, New York, NY 10022 (212) 586 3400
added 10/18/2013

W Hotel
725 10th Avenue, New York, NY 10022 (212) 755 1200
added 09/12/2013

New York Skyline Hotel
10 7th Avenue, New York, NY 10022 (212) 897 6000
added 09/02/2013

The Jane Hotel
113 Jane Street, New York, NY 10022 (212) 924 6400
added 08/28/2013

YOTEL New York
1335 Avenue of Americas, New York, NY 10022 (212) 586 7000
added 08/30/2013

+ ADD MORE

Greatest Hotels.com

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FINAL DESIGNS

CITIES RESULTS

Filter for the search results of the adventures, where the user will be able to narrow down their choices to what they desire.

The screenshot shows the 'Greatest Hotels.com' website interface. At the top, there's a navigation bar with 'ADVENTURES' and 'STORIES' tabs, and a user profile for 'Joseph'. Below the navigation is a search bar with the placeholder 'Where do you wanna head to?' and a magnifying glass icon. A green line points from the text 'Filter for the search results of the adventures...' to the 'MORE FILTERS' button in the search interface. The main content area is titled 'ADVENTURES' and displays a grid of nine hotel images, each labeled with a city name: SAN FRANSICO, CHICAGO, AUSTIN, ST. LOUIS, NEW YORK, MIAMI, BOSTON, and KANSAS CITY. A green line points from the text 'Each results in the searc for cities will show an image of a famous hotel from that city and the name.' to the 'CHICAGO' result.

Each results in the searc for cities will show an image of a famous hotel from that city and the name.

FINAL DESIGNS

CITY PAGE

Each major city in the United States will have a dedicated page for the user to explore everything in that city at once: hotels, attractions, etc.

The screenshot shows the 'Greatest Hotels.com' website's city page for New York. At the top, there's a navigation bar with 'ADVENTURES' and 'STORIES' tabs, and a user profile for 'Joseph'. Below the navigation is a search bar with the placeholder 'Where do you wanna head to?' and a magnifying glass icon. The main content area features a large, scenic photograph of a narrow street in Greenwich Village, labeled 'NEW YORK' and 'Greenwich Village'. Below this, a section titled 'FEATURED HOTELS' displays four cards:

- W Hotel** (541 Lexington Ave, New York, NY 10022) - A modern interior room with a large window overlooking the city.
- New York Skyline** (55 Church St. New York, NY 10007) - A restaurant with a table set for two, looking out onto the Manhattan skyline.
- The Jane Hotel** - A lounge area with a fireplace and a ping pong table.
- Tv Warner Penthouse** - A spacious living room with a fireplace and floor-to-ceiling windows.

Hotels will be the first to show up on each page for each individual city.

FINAL DESIGNS

CITY PAGE (CONTINUED)

Attractions will also be included,
but if not here, then the User
may be able to click on "More".

ATTRACTIOnS



Statue of Liberty



Times Square



SoHo



Museum of Modern Art



Freedom Tower



Empire State Building



Central Park



Ellis Island



Metropolitan Museum of Art

[MORE >](#)

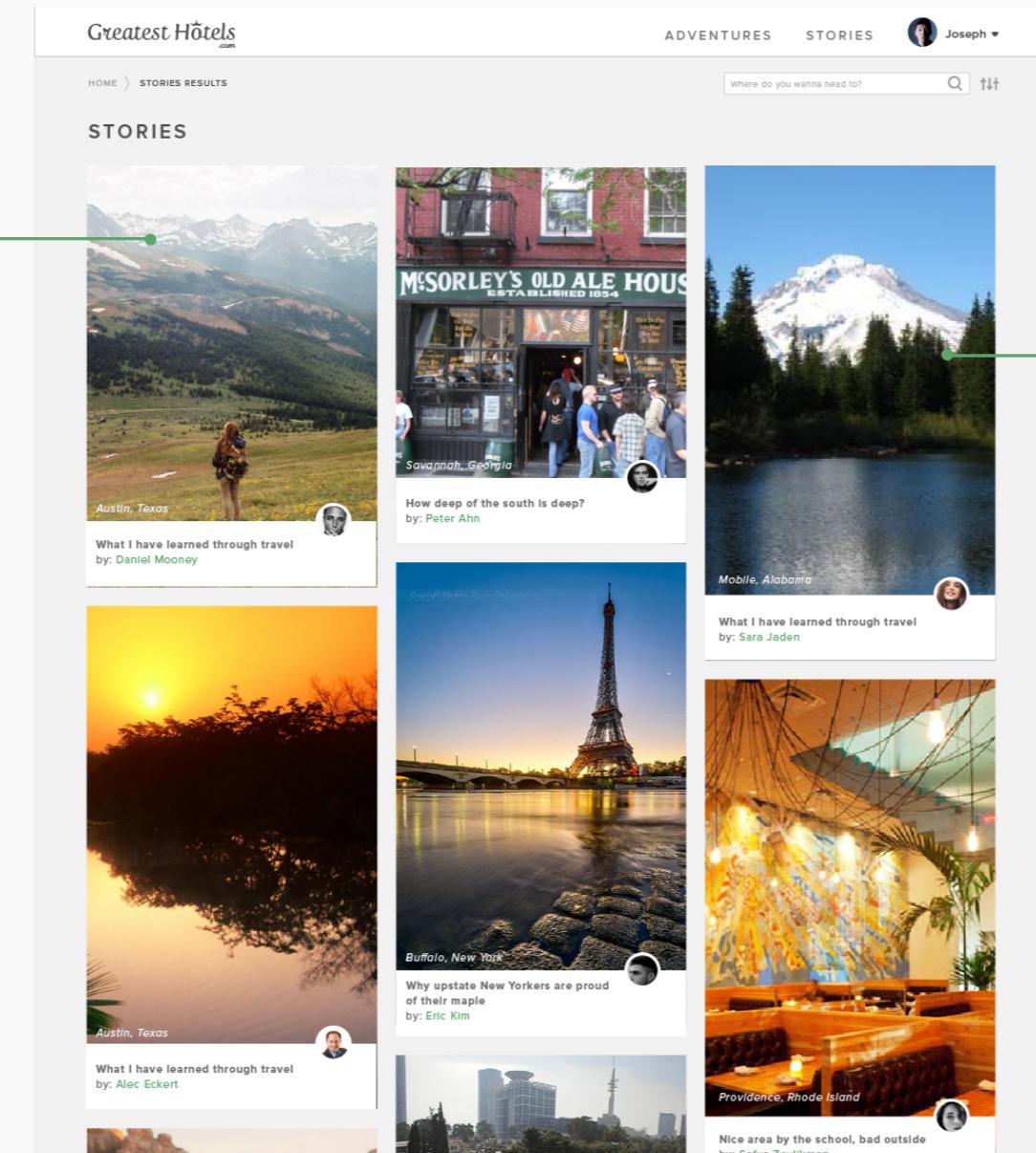
Greatest Hotels.com

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FINAL DESIGNS

STORIES SEARCH RESULTS

When a user is looking for a story to read and searches for one, they will be navigated to the search results of each blog post in a masonry view.

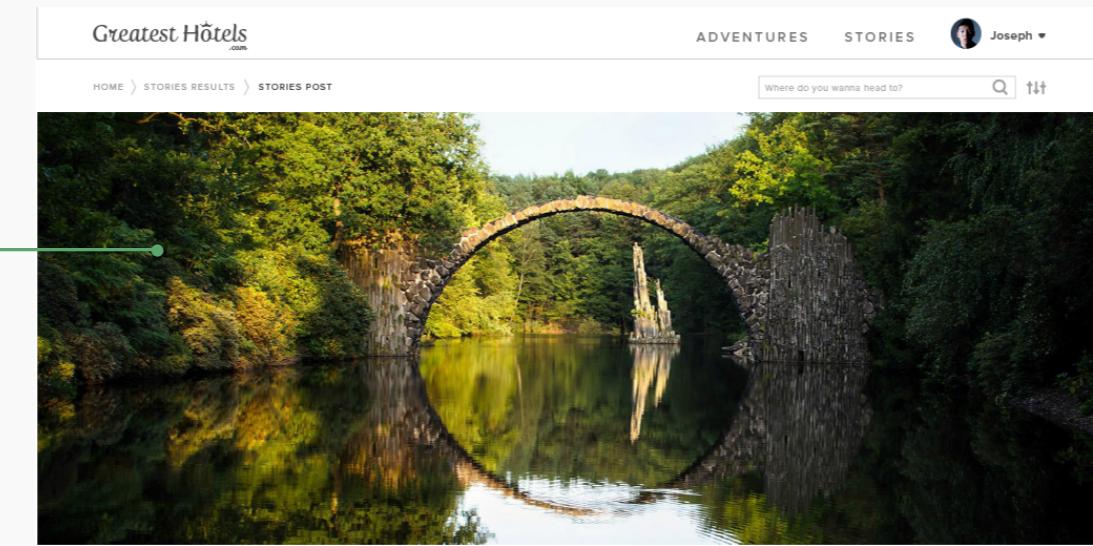


Each blog post will have an image with the title, an author and an image of that author.

FINAL DESIGNS

STORIES POST

For each "Story" post, there will be a header image that the user uploads.



The author's profile picture will show with a brief description from their dashboard on their profile page.

A screenshot of the 'STORIES POST' page. It shows a circular profile picture of a man, with a green line pointing to it. Below the picture is the author's name, 'Joseph Lee', followed by a brief bio: 'traveler, small business owner currently residing in Brooklyn, NY'. The main title of the story is 'What's so great about Boulder? The great outdoors'. Below the title, it says 'Boulder, Colorado The Benson'. The first blurb reads: 'I went to Boulder thinking one thing: nature. I knew it was a place for hiking and going on nature walks, but that just wasn't me. I just wanted to hang out downtown and be around, I don't know, buildings and modern things I guess.' The second blurb continues: 'Coming from a kid that's from New York, it's kind of hard to get used to, but by the end of my trip, I fell in love. After my trip to Boulder, I wanted to go on hikes almost everyday.' The third blurb concludes: 'There's something about it that just draws me back to over and over again. Coming back to New York, it's hard to go back. This trip might've just been the trip that actually convinced me enough to move out there though.'

The story will consist of a blurb from their time of which city they were in.

FINAL DESIGNS

STORIES PAGE (CONTINUED)



Joseph Lee
*traveler, small
business owner
currently residing
in Brooklyn, NY*

What's so great about Boulder? The great outdoors

Boulder, Colorado The Benson

I went to Boulder thinking one thing: nature. I knew it was a place for hiking and going on nature walks, but that just wasn't me. I just wanted to hang out downtown and be around, I don't know, buildings and modern things I guess.

Coming from a kid that's from New York, it's kind of hard to get used to, but by the end of my trip, I fell in love. After my trip to Boulder, I wanted to go on hikes almost everyday.

There's something about it that just draws me back to over and over again. Coming back to New York, it's hard to go back. This trip might've just been the trip that actually convinced me enough to move out there though.

The author's information will be listed at the bottom.



WRITTEN BY
Joseph Lee
*traveler, small business owner
currently residing in Brooklyn, NY*

Published November 7, 2013

FINAL THOUGHTS

With extensive research, iterations in design, and a carefully thought-out process, this website will become an experience that is closest to being at your final destination.

FINAL THOUGHTS

Instead of only searching for a hotel, the features added will involve the users to give a more personal experience. Having more of an involvement will be something for the target audience to go back to.

THANK YOU!
