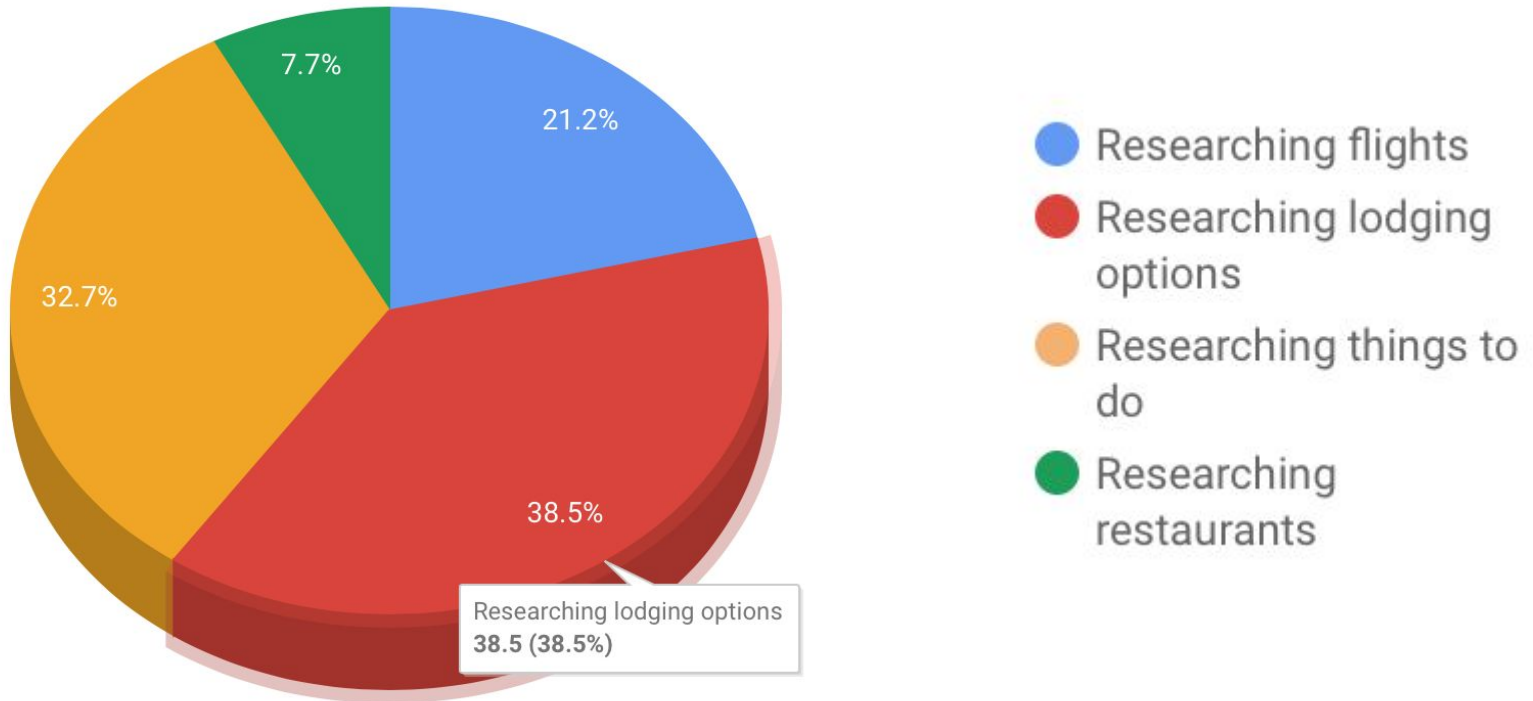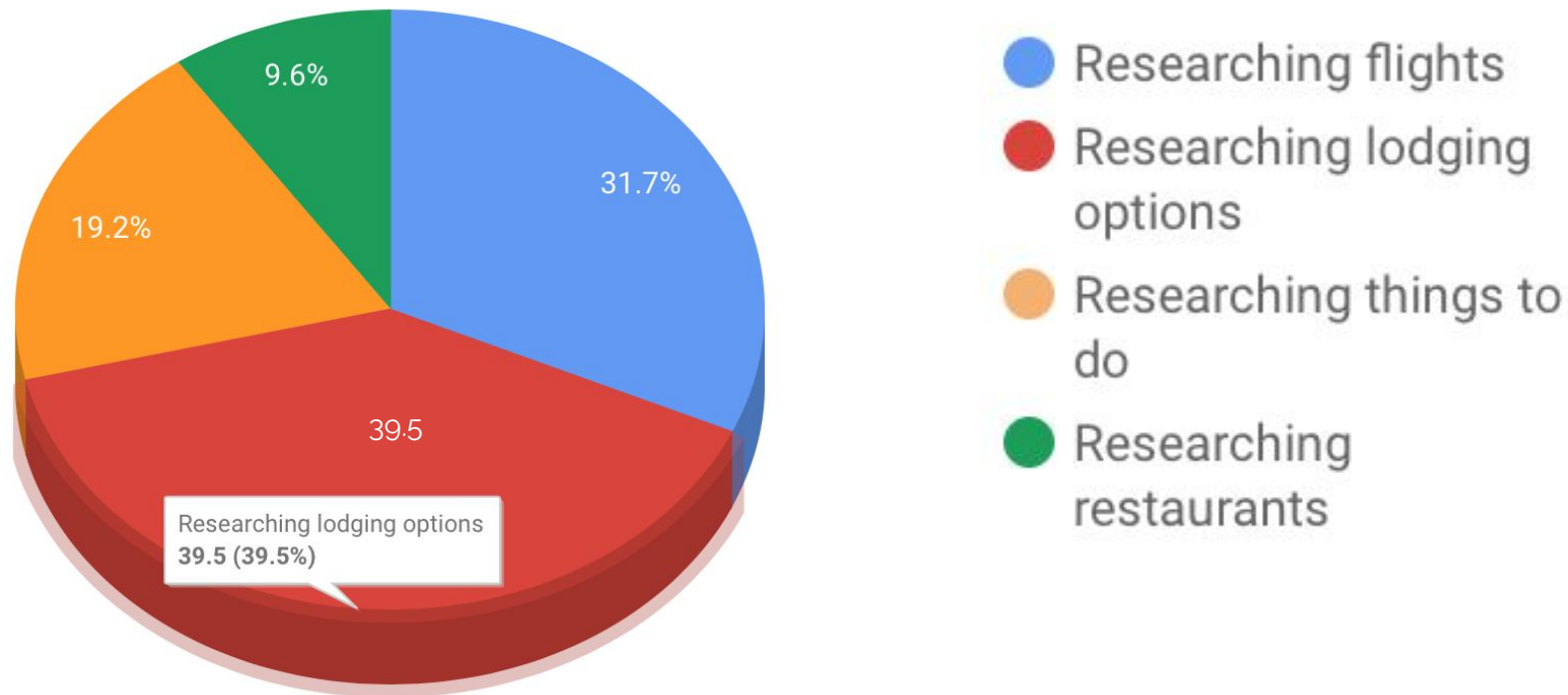tripadvisor®

Dimple Patel, Ada Nei, Suresh Jayakar

BACKGROUND

- **Largest** travel site/community

- **One stop shop** for planning & booking trips

- Advice from **millions of travelers**

- **340 million** monthly visitors

- **350 million reviews**/tips

- **6.5 million** restaurants, hotels, etc.

- Operating in **48** countries

- Partnered with **24** other travel websites

USER INTERVIEWS

"Price is the biggest factor for me when planning a trip."

"The layout of the site has too much going on, too much information."

"Pop ups, too much clutter/stuff going on."

"Ranking and reviews are #1 filter in my search."

USER PERSONA

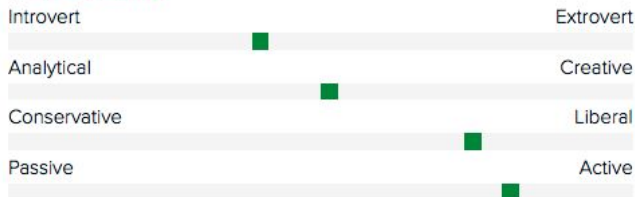tripadvisor®

Wanderlust Will

"Not all who wander are lost."

Age: 29
Work: IT Professional
Family: Single
Location: Los Angeles, CA
Character: Techie

Personality

Introvert ——————————— Extrovert

Analytical ——————————— Creative

Conservative ——————————— Liberal

Passive ——————————— Active

Bio

Will is a busy young professional in the LA area that loves to try new food and check out new locations. His curiosity of other countries came when he took a family trip to Brazil. As he got older, he found it more difficult to book these exciting vacations for himself. He knew that there was a lot of information on the web but would get frustrated wasting time and energy trying to find the best price.

Adventurous | Foodie | Humble | Nerdy
Curious | Sensitive | Brave | Independent

Frustrations

- Time and energy
- Cost
- Ease of use
- Searching too many sites

Goals

- Not wasting time, energy, and money
- Easily book a hotel
- Find all the information in one place
- Relaxing and having fun!

Brands

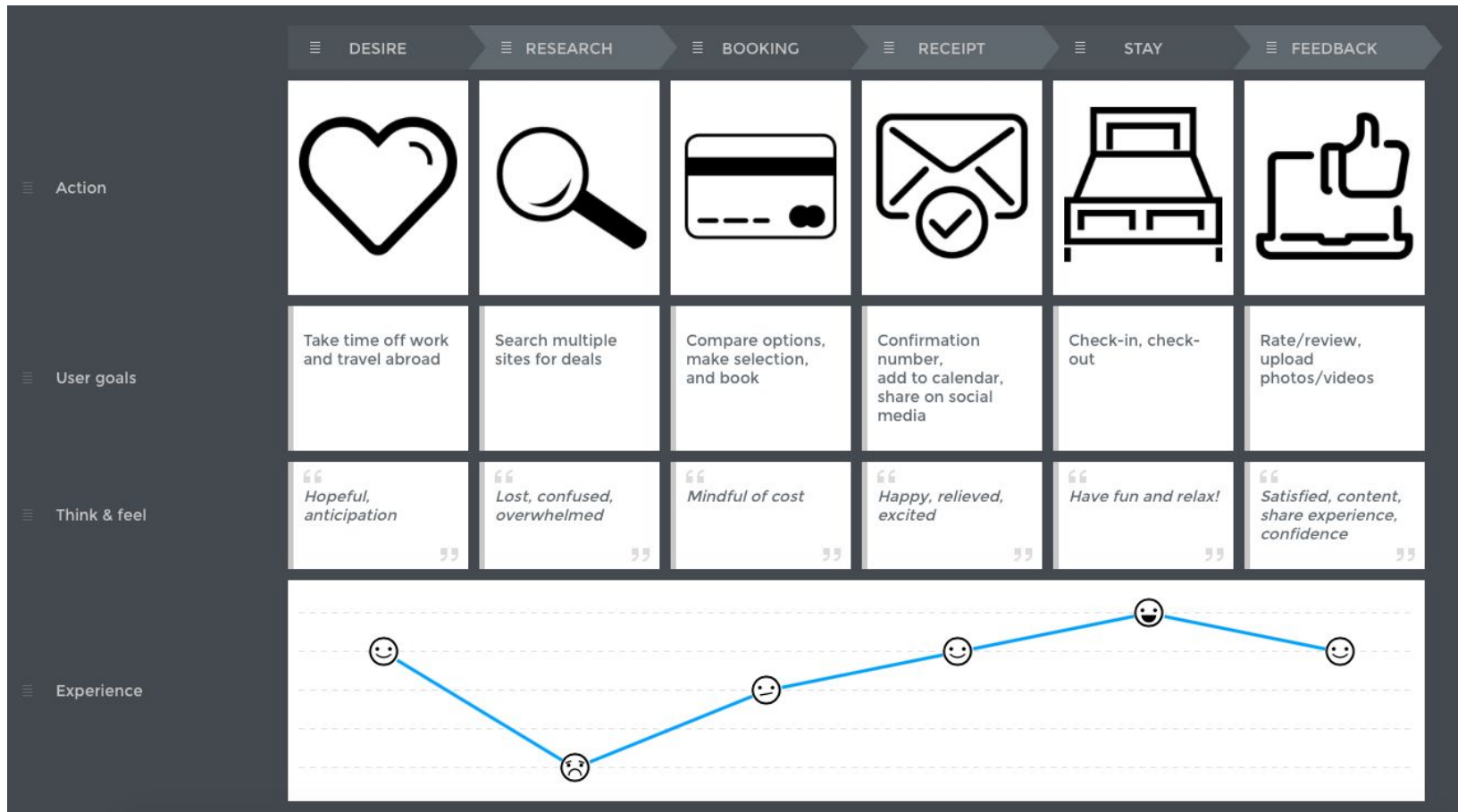A collection or list of the user's favorite brands.

airbnb | ✈ | K | G | yelp

PROJECT BRIEF

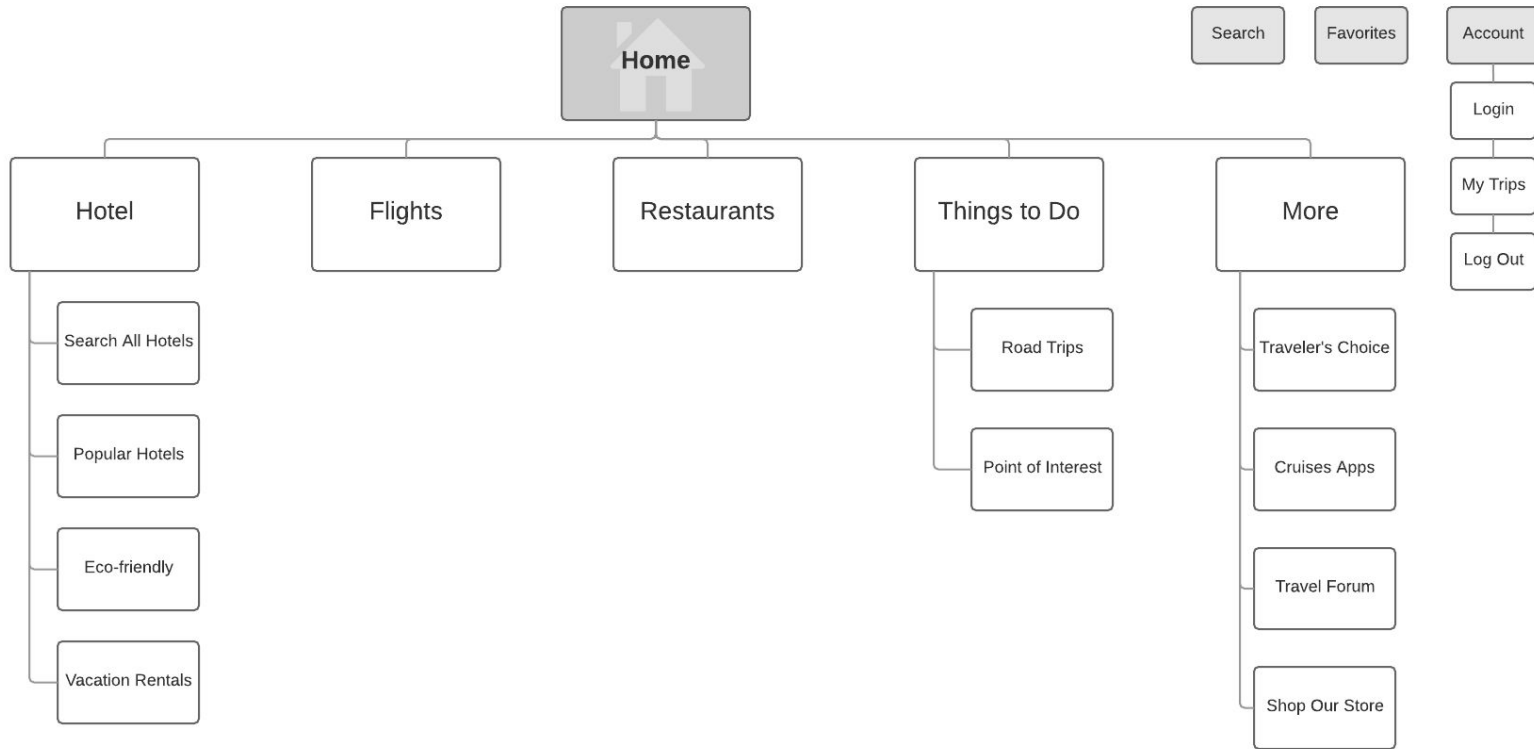| PROBLEM	SOLUTION	SCENARIO
Will is planning for his vacation and finds it hard to navigate through a sea of options online for the best hotel deal that meets his expectation, causing him to waste his time and energy.	Re-design the TripAdvisor website to make it easier for him to browse through available options and make an informed decision.	Will is a 29 year old tech professional who loves ethnic food and photography. He just got some time off from work and wants to plan a trip abroad. He is looking for a quick and efficient way to book a hotel that is within his budget.

Goal: **Make an informed decision in an easier way.**

JOURNEY MAP

tripadvisor®

	DESIRE	RESEARCH	BOOKING	RECEIPT	STAY	FEEDBACK
Action						
User goals	Take time off work and travel abroad	Search multiple sites for deals	Compare options, make selection, and book	Confirmation number, add to calendar, share on social media	Check-in, check-out	Rate/review, upload photos/videos
Think & feel	*Hopeful, anticipation*	*Lost, confused, overwhelmed*	*Mindful of cost*	*Happy, relieved, excited*	*Have fun and relax!*	*Satisfied, content, share experience, confidence*
Experience						

SITE MAP

Home

Utility Navigation:

Search

Favorites

Account

Login

My Trips

Log Out

Hotel

Flights

Restaurants

Things to Do

More

Search All Hotels

Popular Hotels

Eco-friendly

Vacation Rentals

Road Trips

Point of Interest

Traveler's Choice

Cruises Apps

Travel Forum

Shop Our Store

Footer:

About Us

Help

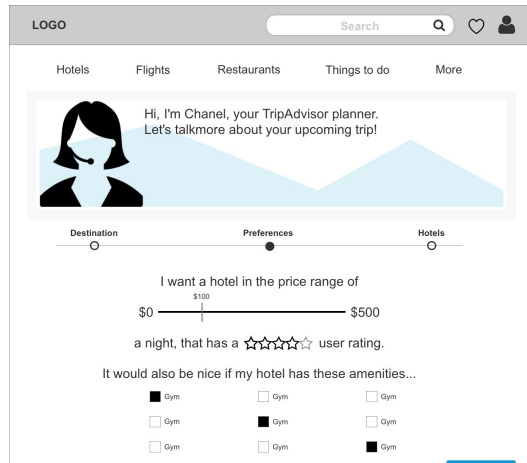Investor Relations

Careers

Terms of Use

Privacy Policy

Social Media

Reviews

Country

Listing

SKETCHES & WIREFRAMES

Preferences Page

LOGO — Search

Hotels   Flights   Restaurants   Things to do   More

Hi, I'm Chanel, your TripAdvisor planner.
Let's talkmore about your upcoming trip!

Destination — Preferences — Hotels

I want a hotel in the price range of
$100
$0 —————— $500

a night, that has a ☆☆☆☆☆ user rating.

It would also be nice if my hotel has these amenities...

☐ Gym   ☐ Gym   ☐ Gym
☐ Gym   ☐ Gym   ☐ Gym

Recommendations Page

LOGO — Search

Hotels   Flights   Restaurants   Things to do   More

Based off of your preferences, we have narrowed down the hotel options for 22 results and you will see those recommendations below.

Destination — Preferences — Hotels

1 Because you're a bargain hunter

Why you'll like this hotel:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Why people are saying:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Hilton Downtown Tokyo
#HiltondwtnTokyo

☆☆☆☆☆ $150.00/night   👍 👎   BOOK NOW!

CURRENT WEBSITE

NEXT STEPS

- Clarify how the thumbs up/down features work

- Rework layout of confirmation page and provide

  additional options

- Make the Ollie chat banner more pronounced

- Add in a favorite page for additional hotel

  comparison

Heuristics Evaluation - TripAdvisor

① Flexability + Ease of Use
② Aesthetics + Minimal Design
③ Consistency + Standards
④ System World Match
⑤ Visibility of System Status

① Navigation is complicated
② Too much text, ads, clutter
   Long Footer
③ Information not consistent
   throughout
④ Utility Navigation is unclear
⑤ Eye does not focus in on one area;
   too much info
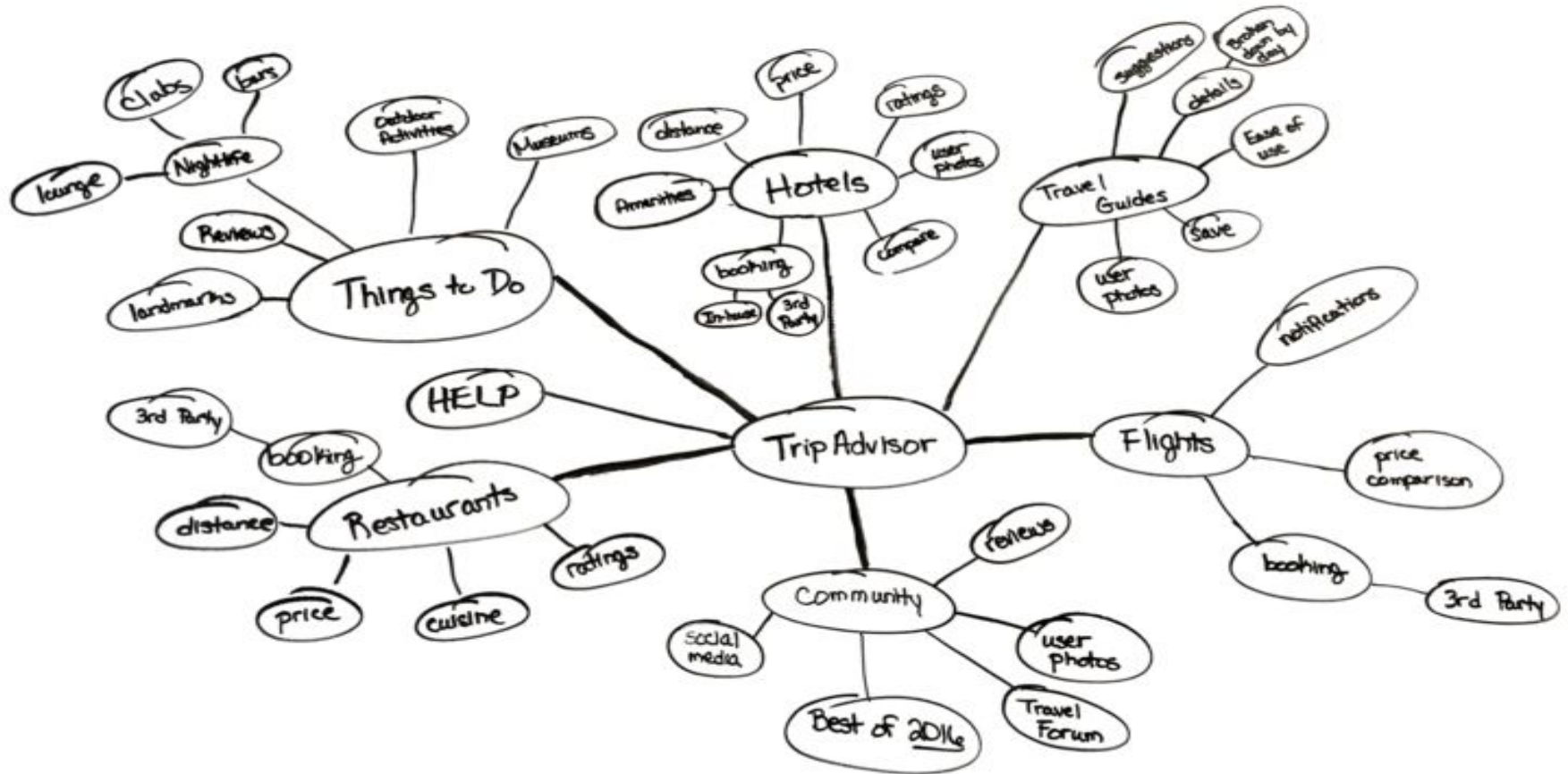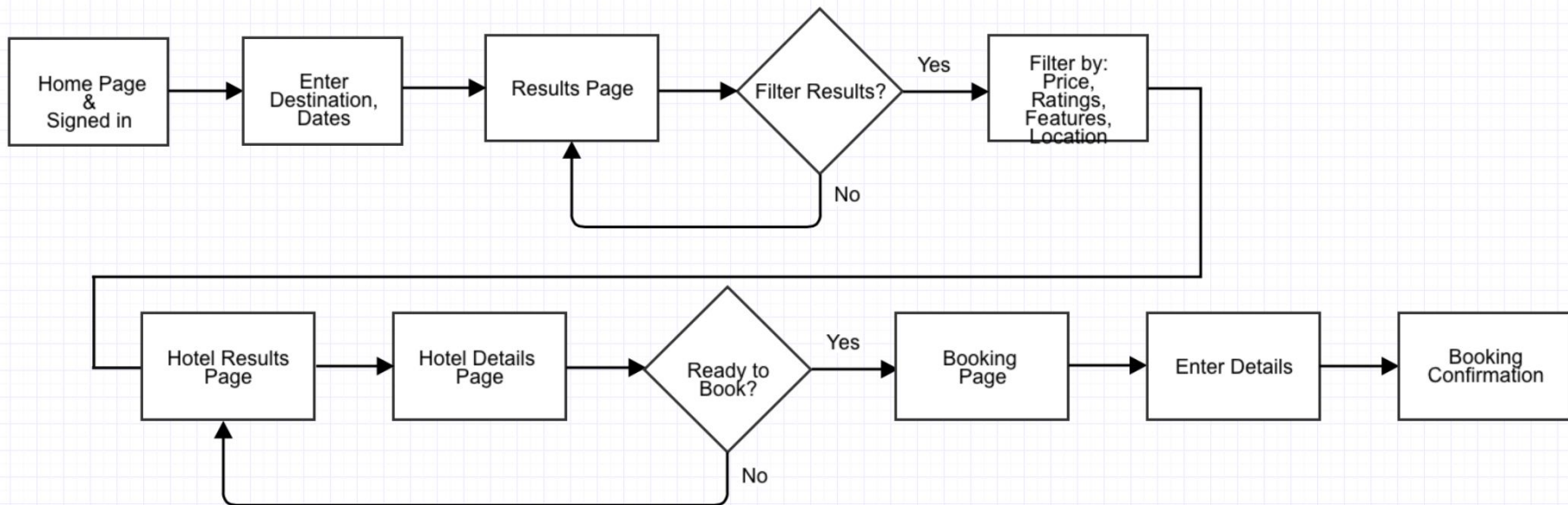
Book a hotel using tripadvisor

tripadvisor®

EXERCISE TO HELP YOU GET STARTED 23

WRITE YOUR UNIQUE OFFER

Our client, _tripadvisor_, has a problem with _keeping users on the site._ ____.

Our idea to address this problem is to _simplify the search and booking process._ ____.

The main group(s) of people who will benefit from our solution will be _anyone who travels._ ____.

We are different from our competitors because _we are a one stop shop to researching, selecting and booking travel options_ ____.

The primary business goal our solution addresses is _increase retention, conversion, and loyalty of users._ ____.

The primary user goals our solution supports are _successful plan and book a trip_ ____.

THE TEAM

Ada Nei

Dimple Patel

Project Manager

Suresh Jayakar

Q & A

THE END