

# GREATEST HOTELS

— GROUP —

DESIGN DECK  
Guilherme Schmitt  
2013.2

# CREATE A **BEST IN CLASS** DESTINATION FOR EXCLUSIVE HOTEL RESEARCH VIA **IMERSIVE** **BROWSING EXPERIENCES.**

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Turn the GHG brand into a reference in online hotel browsing.

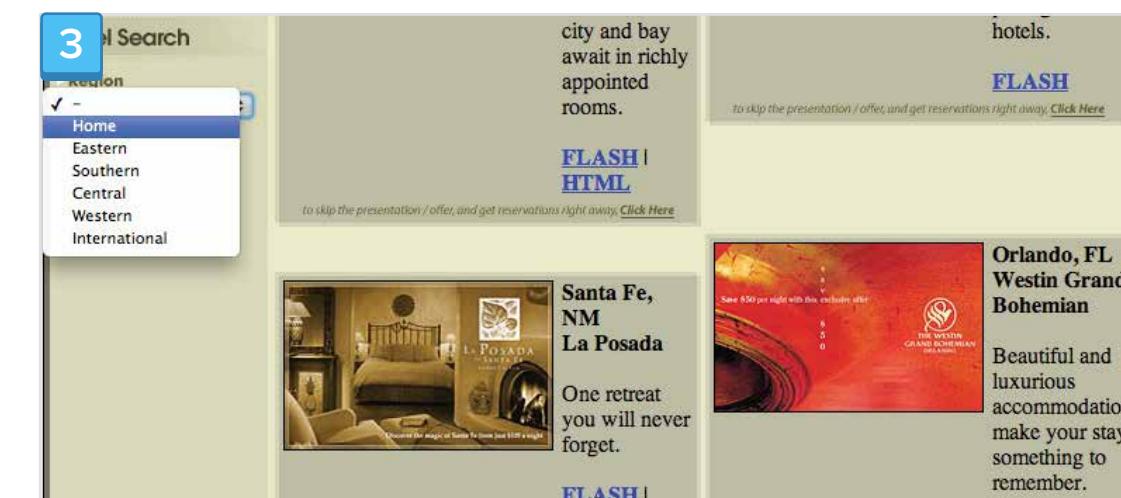
Deliver the information that the users demand in a clear, interactive and informing way.

Craft a great web tool that provides an unique visual engagement.

# GHG.COM

## 1 DATED GRAPHIC ISSUES

Users may wonder if the GHG is still running, considering the layout and reliance on old technologies such as flash content.



## 2 REDUNDANCY

Users may wonder if the GHG is still running, considering the layout and reliance on old technologies such as flash content.

## 3 HARD TO FIND

As with any large database, there should be multiple ways to get to the content that the user wants, either through search or classification methods.

**Introduction**

A collection of unique hotels offering the finest accommodations for every traveler - from luxurious resorts to smart business accommodations. With immediate online reservations and special cost-saving offers - all right here. Experience our featured Greatest Hotels offers by clicking an online mini-movie. Search for other Greatest Hotels by city or name. Or find your way to thousands more hotels via the Got Rooms reservations link.

**Hotel Search**

Region

**Washington, DC**

**Willard Inter-Continental**

Located in Washington DC. This hotel is well known for its exacting standards.

[FLASH | HTML](#)

**San Diego, CA**

**Marriott Hotels**

Beautiful views of the city and bay await in richly appointed rooms.

[FLASH | HTML](#)

**San Francisco, CA**

**The Pan Pacific**

One of San Francisco's most renowned hotels.

[FLASH | HTML](#)

**New York, NY**

**Carlyle**

One of New York's most prestigious hotels.

[FLASH | HTML](#)

# INTERCONTINENTAL

## 1 CLEAR STRUCTURE

On order to serve for both regular and new users, other hotels sites use a clear navigation system for classifying the content on their database.

## 2 FOCUS ON IMAGERY

Hotel profile pages include clear pictures of the facilities, as well as other relevant information. Explore sections take the complex aspect of hotel search out of the way in order to have a better, more immersive experience to its users.

# THE LEADING HOTELS

## 1 BIG FEATURES

A big picture to illustrate the featured destinations goes a long way in promoting the experience of "almost being there" that is the great difference that GHG will push for.

## 2 CLEAR INFORMATION DISPLAY

As users scroll down the page the usually very cluttered information about hotel features are displayed in a very clean elegant was that resonates more with a well thought infographic than a page that is trying to sell a service.

## 3 EXTRA INCENTIVES

The website show selected user reviews and promotes attractions that are located nearby the installations, as well as time-sensitive events that are happening in the area.

**SCHLOSS ELMAU - LUXURY SPA & CULTURAL HIDEAWAY**  
Schloss Elmau, 83430 Farchant, Germany  
27 Miles from Garmisch-Partenkirchen International (IGW) 10 Miles from Innsbruck Airport (INN) 10 Miles from Kitzbuhel Airport (KTB)  
DIN A 4 Format (A4) (PDF) 100 pages  
DIN A 4 Format (A4) (PDF) 100 pages  
Switzerland, UK, Call 0120 086230  
Germany, DE, Call 0800 10 11 11  
Austria, AT, Call 0120 086230  
Albania, AL, Call 0120 086230

**REVIEWS FROM LEADERS CLUB MEMBERS**

"We visited this hotel several times for the last 3 years practically every season. For us it's the best european hide away hotel with fantastic ADULTS ONLY SPA! If you travel with a family you can go to family spa which is also very good. A lot of things to do any season, jogging, walking, cross country and alpine skiing... top level concerts every week, very good 1 star gourmet restaurant, very helpful and friendly staff!"  
IDOR K., Russia | MEMBER SINCE: 2010

**OVERVIEW**    **ROOMS**    **OFFERS**    **SERVICES & AMENITIES**    **MAKE A RESERVATION**

**LOCAL INFORMATION**

**FEATURES**

- Property Overview
- Highlights
- Rooms
- Events
- Accommodation
- Reviews
- Recommendations

**220 volts DC ELECTRICAL**    **49 COUNTRY DIALING CODE**    **GMT +2 TIME ZONE**

**REVIEWS FROM LEADERS CLUB MEMBERS**

**RECOMMEND**

**BEST NEIGHBORHOOD WALK**  
A walk to the Fercensee  
This beautiful 1.8 mile trail provides magnificent alpine views as it winds through the forest to the crystal-clear waters of Lake Fercensee at the foot of the Wettersteinwände.  
[www.fercensee.de](http://www.fercensee.de)

**VERBIER FESTIVAL® SCHLOSS ELMAU**  
24 November - 1 December, 2013  
One of the world's leading classical festivals including a stellar soloist cast is guest in Schloss Elmau.

**Why go now?**

**OVERVIEW**    **ROOMS**    **OFFERS**    **SERVICES & AMENITIES**    **MAKE A RESERVATION**

**CREATE PROFILE**

**NEED HELP? SIGN UP FOR NEWSLETTER**

**ENGLISH**

**FIND A HOTEL**    **GET INSPIRED**

**OFFERS**    **LEADERS CLUB**

**Search**

**THE CHEDI ANDERMATT, ANDERMATT, SWITZERLAND**  
*Elegance Surrounded by the Beauty of the Swiss Alps*

**VIEW DETAILS**

**Book with Confidence**

**Best Rate Available, Guaranteed Customized, Personal Service**

**Book Now**

**Join Leaders Club**

**Enrich Your Travels with Leaders Club**

**Learn About Leaders Club**

<b>ABOUT US</b>	<b>LOCATIONS</b>	<b>FOR RESERVATIONS</b>	<b>CONNECT WITH</b>
About Us	Browse by List	<b>(USA &amp; Canada)</b> Call 1 800 745 8883	<b>Click to Chat</b>
Press Center	Browse by Map	<b>(Austria, Belgium, France, Germany, Ireland, Netherlands, Norway, Spain, Switzerland, UK)</b> Call 00800 10 11 11	<b>Click to Call</b>
Partners		<b>(Japan)</b> Call 0120 086230	<b>Twitter</b>
Event Venues		<b>(Italy)</b> Call 800 822 005	<b>Facebook</b>
For Hoteliers			<b>Pinterest</b>
Careers			<b>Instagram</b>
Order Publications			
<b>SHOP</b>			
	Gift Certificates		
<b>SITE MAP</b>			

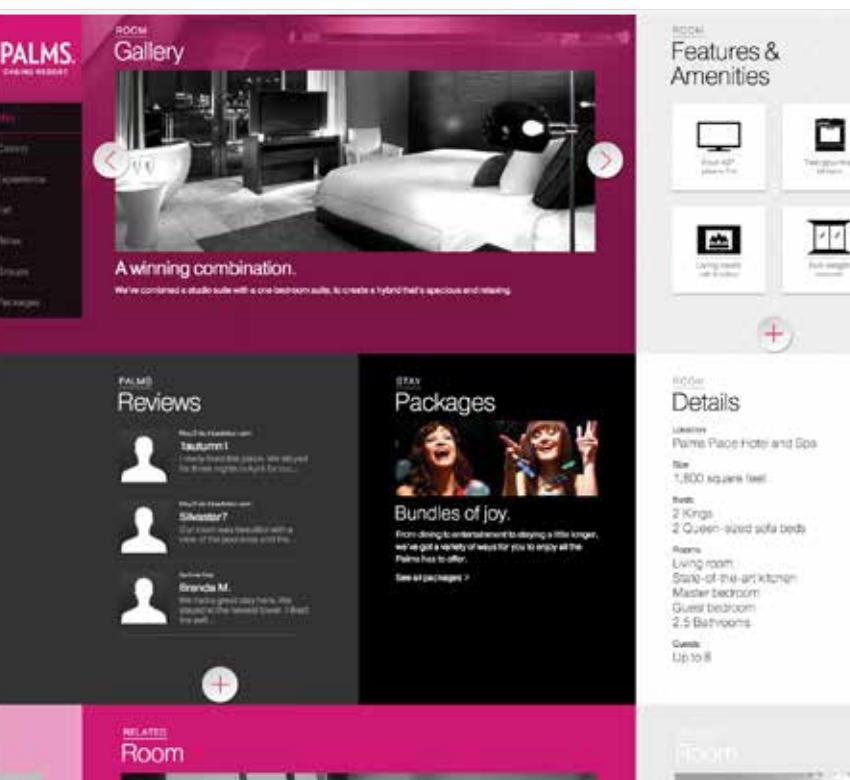
# PALMS RESORT

## 1 REFINEMENT THROUGH GRIDS

A great balance between a grid layout and a big typographical approach convey the modern refinement of the resort.

## 2 USE OF COLOR

As the user hover over the images, the monochromatic images become colorful, bringing attention to one task at a time. The visual identity of the resort is also clearly applied throughout the graphic piece.



**1** **PALMS**  
CASINO RESORT

- Stay
- Casino
- Experience
- Eat
- Relax
- Groups
- Packages

**Stay, drink and be merry.**

Get 20% off a 2-night stay and a free bottle of your choice.

**Book >**

**BEST RATES PALMS**

**Arriving** OCTOBER **3** **Departing** OCTOBER **4** **Guests** **2**

Find **>** rooms Reservation assistance 1.866.942.7770

**STAY** Palms Place

**Four Diamond Award**

Not all suites are created equal. The suites and penthouses in Palms Place are an elegant and stylish escape into luxury.

Explore Palms Place >

**OCT 03**  
*Work Hard Play Hard*  
Ghostbar Industry Night  
Every Thursday, Ghostbar invites all Industry friends to Play hard in the highest level. Present your Industry ID to gain complimentary access, along with an Open Rose' Champagne Bar from 10:30 - 12am.  
Party Details >

**OCT 04**  
Benny Black at Ghostbar  
Party Details >

**OCT 05**  
DJ Exodus at Moon Nightclub  
Party Details >

**PALMS**

# HOW CAN GHG BE THE BEST IN CLASS?

## IMMERSION

GHG will take leverage of the Google Business Photos assets to provide the best, most imersive experience for its users, unlike any other service currently offered on the web.

## CLEAN, RFINED EXCLUSIVITY

The exclusive aspect of the site must come not only from its vast selection of great hotels around the world, but also through in its graphic styling choices.

## USER-CENTERED APPROACH

Since only a select part of the Internet is a potential user of the GHG, its website must understand every potential need of their users, centering an information hierarchy that consider whats more important and distances itself from other solutions that focus on more broader audiences.

# WHO'S THE GREATEST HOTELS WEBSITE USER?

## PROFILE

Users on GHG website have an ideally stable economic income, are middle-aged and are inclined to spend \$500 to \$1000 US dollars per night on a hotel.

They are married and have grown children in who are already in college.

## USER NEEDS

The GHG website will be used to that our users can find the best hotels in the world to visit via an unique and exclusive experience powered by Google Business Photo so that promote a level of immersion that is as close as being there in person as possible.

The website also need to inform in a clear and concise form the information that is relevant to our specific target group - more focus on what are the unique services that each hotel provide as well as characteristics of the varied and exotic places in world that the website covers.

HOW MANY NIGHTS A YEAR DO YOU SPEND AT A HOTEL DURING VACATION?

A 12

B 15

C 17

DOES SOCIAL MEDIA INFLUENCE YOUR VACATION PLANNING?

**NO**  
But people do like to share their vacation plans with close family and friends via word of mouth or emails.

WHAT IS THE MOST IMPORTANT QUALITY THAT YOU WANT WHEN SELECTING A HOTEL?

**CLEANLINESS**  
**REPUTATION**  
**ATTRACTIONS**  
ATMOSPHERE  
CONVENIENCE

WHERE DO YOU CURRENTLY GO ONLINE WHEN LOOKING FOR A HOTEL FOR VACATION?

Google   
Expedia Hotels.com

WHAT EXPERIENCE ABOUT A HOTEL WOULD HELP YOU INFLUENCE YOUR SELECTION BEYOND YOUR CURRENT BRAND?

**FLEXIBILITY**  
**UPGRADE OPTIONS**  
**BOOKING SIMPLICITY**  
REVIEWS SERVICES  
CHECK-IN TIMES

WHEN SELECTING A VACATION DESTINATION, WHAT KEY ASPECTS DO YOU LOOK FOR?

**CULTURAL HISTORIC**  
NATURAL CLIMATE SCENERY

DO YOU TYPICALLY SELECT THE SAME BRAND OF HOTEL FOR VACATION? IF SO, WHY?

**YES** CONVENIENCE  
ASSURANCE  
COMFORT

People try to avoid making changes when choosing a hotel brand, if a specific brand has already established a previous positive experience, but when choosing exotic destinations, there is a greater chance of flexibility.

## MEET MICHAEL AND ANA

Michael is a late 40's, well successful entrepreneur who has a passion. He and his fiancée Anna (a financial manager in a multinational company) take turns choosing their destinations to explore the world's most exquisite places.

Everything about traveling fascinates them, but even though they have the money to travel without compromises, the whole process of choosing the hotel and making reservations is a real chore that they always avoid doing.

They both have a good proficiency and comfort in using the web not only for browsing, but for making purchases of products and services using their credit cards.

## THE GHG EXPERIENCE

Mike got to know the Greatest Hotel Group via an ad on one of the travel blogs that he visited and started using the site regularly to have a different experience to choose the hotel and the destination of their next travel.

Getting on the home page, Michael was surprised by the great imagery of a relaxing resort on Hawaii and a modern hotel in Dubai. Browsing using the full-screen galleries and viewing more details via Google Business Photos, Mike felt almost like he was already on vacation.

After checking all the features and services of a particular hotel in Rio de Janeiro, Brazil, Michael decides to share this information with Ana via a "Send Email" button on the site.

Ana follows the link and is immediately brought into the hotel room, learning everything about their possible next trip. Ana replies to Mike and they go to the hotel site as their next getaway destination is confirmed.

*"I just wish there was a simple way to browse the best hotels in the world without visual distractions" - Michael*

*"Sometimes simple photos don't do justice with the actual hotel experience." - Ana*



# THE DECISION MAKER

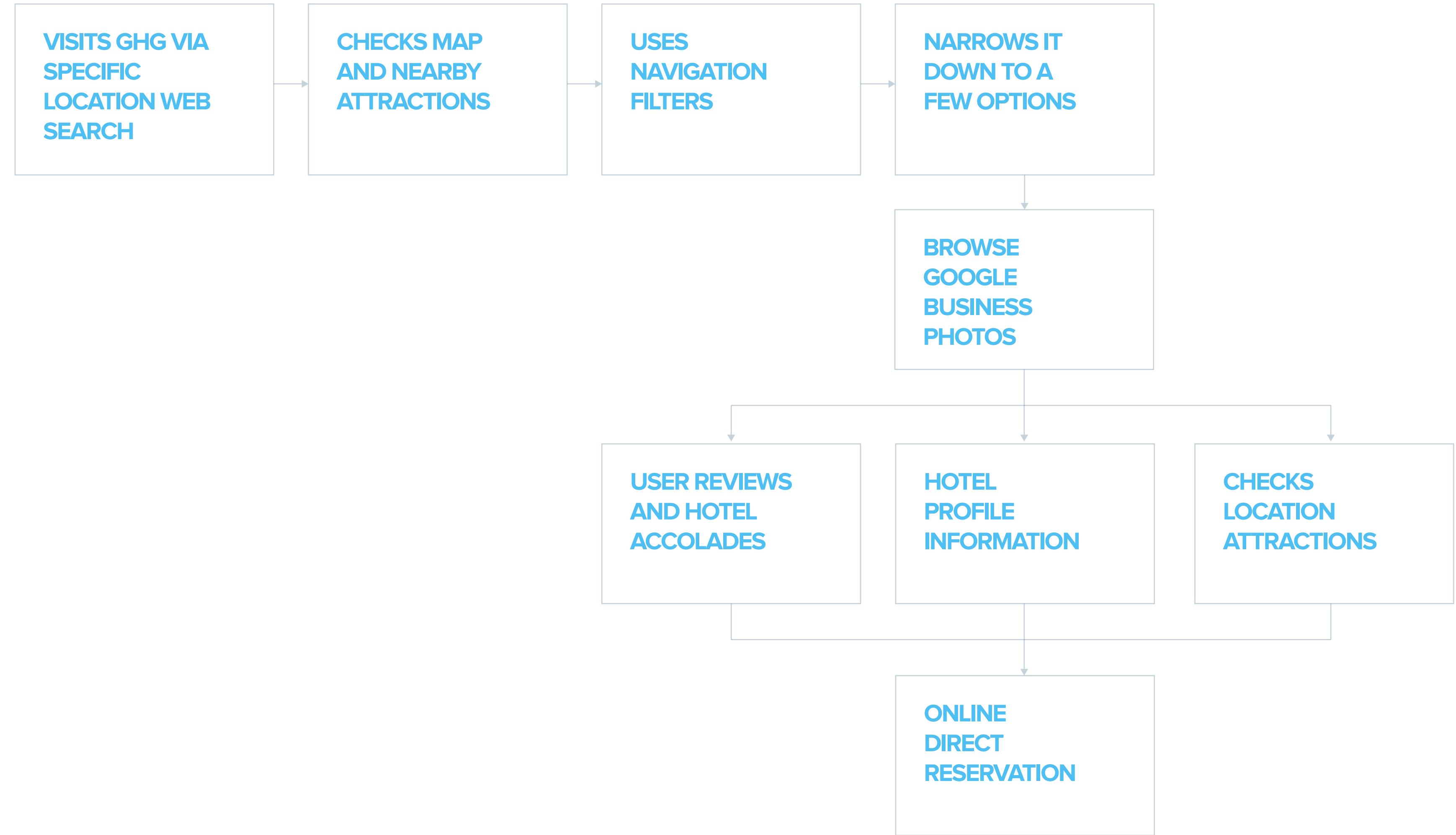
This use case focus on users that already know their destination and just want to compare different options in the same place.

In this scenario, the user visits GHG via a Google search that takes him to a page with a map view and a overlay of attractions in the nearby region.

He then uses the navigation filters (based on what users consider the most important information) to narrow its selection to a more precise decision making process.

Google Business Photos technology is then used to directly compare the experience of being in each of the filtered selections. He clicks the profile of the hotels and checks for information about relevant user reviews, general profile information about the hotel and its surroundings.

He then clicks through to make the reservation on the selected hotel homepage.



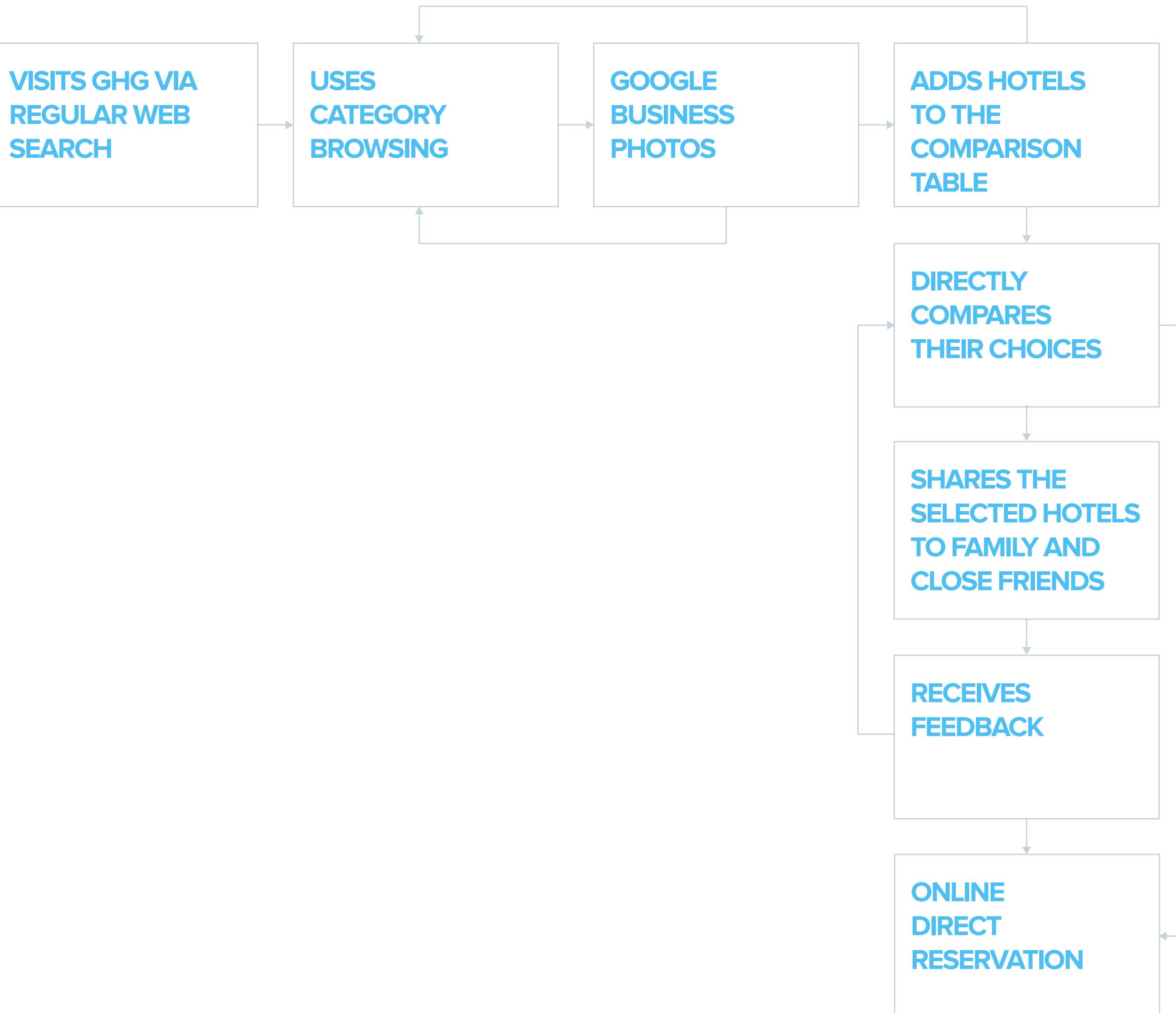
# THE FAMILY PLANNER

This use case focus on users that arrive on the GHG website without knowing what is the place that they want to go on vacation. These users will spend more time utilizing the website features and will need more detailed information and comparison features in order to make their decisions as simple as possible.

In this scenario, the user visits GHG via a regular web search for the best hotels in the world. In the GHG home page, he uses the categories to see what options are available and - after having a good overview of the hotels via Google Business Photos - he starts taking interest in certain hotel options, adding them to a comparison table.

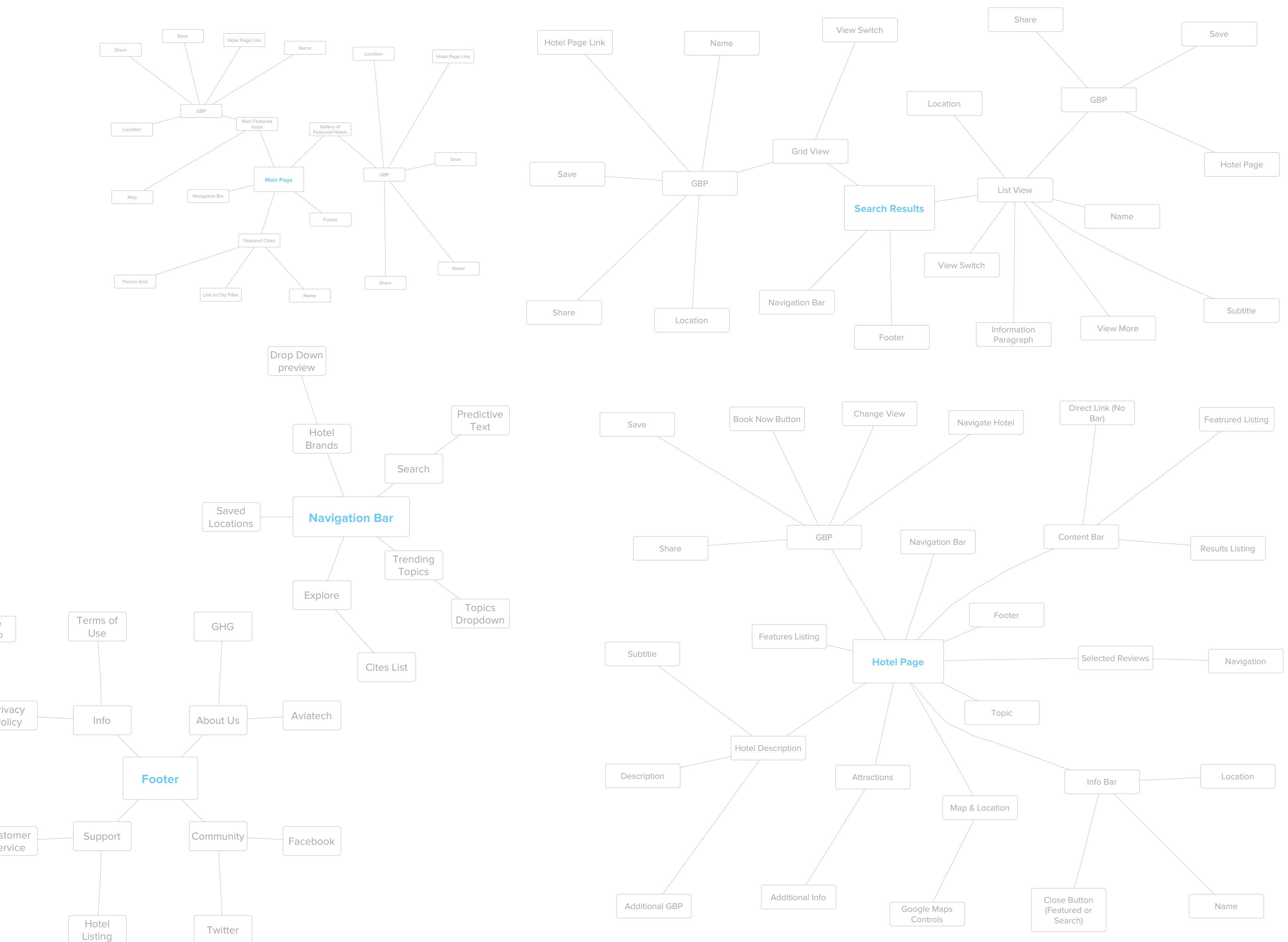
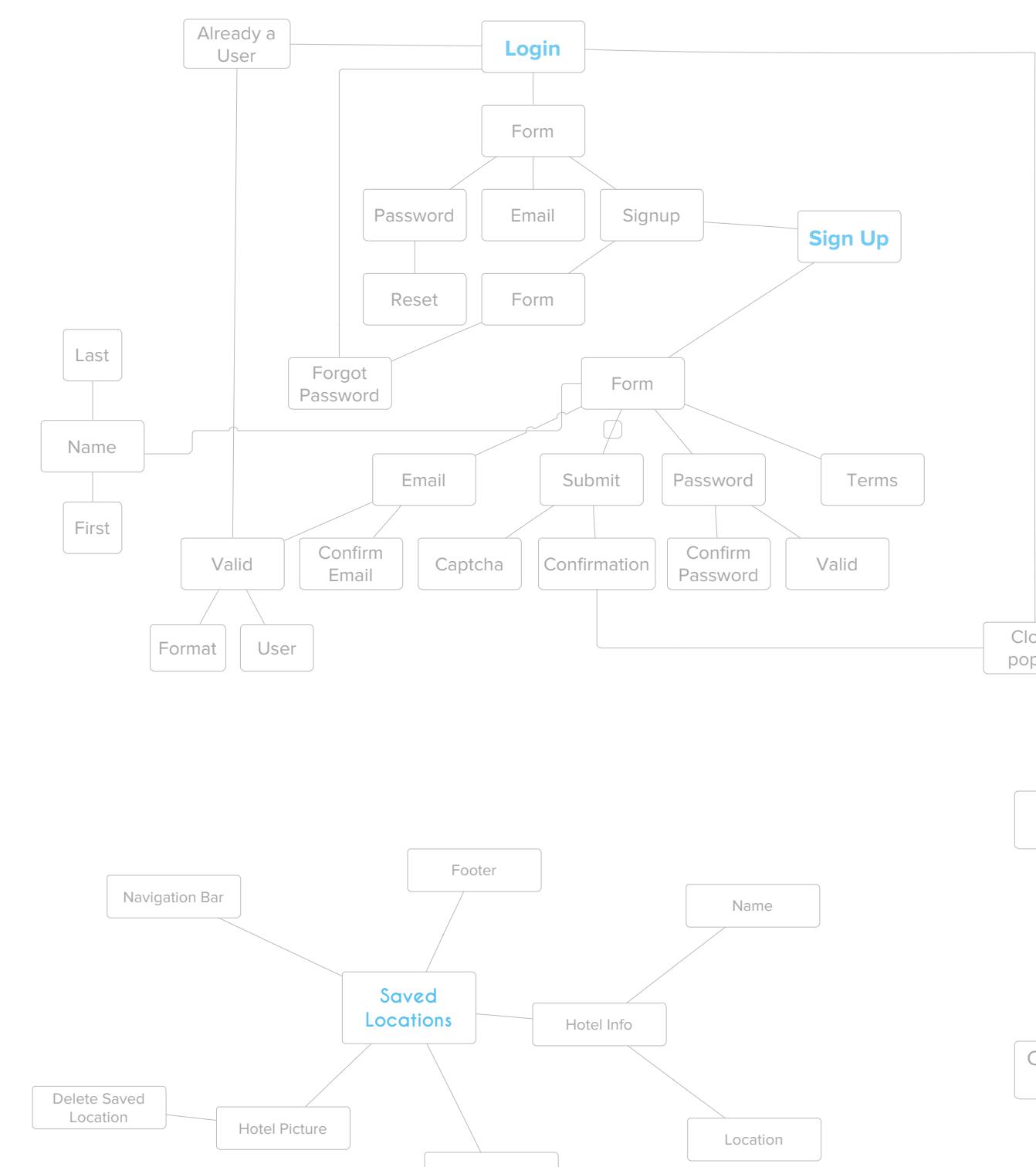
He directly compares his choices and shares his choices to other family members and close friends via email.

After their feedback, he returns to the site to his saved hotel selection, clicking through for the online direct reservation.



# CONNECTING THE DESIGN

These taxonomy maps provide a look on how the elements of the page interact with each other and what is possible in each section of the website.



## REFINED STYLE

The branding of the Greatest Hotels Group was created to transmit the aspects of refinement and exclusivity that Aviatech seek to transmit to its clients.

The final result is a timeless brand identity that can be used in many applications, either digital or in print, built with geometrical shapes that convey the clarity that the unique tools of GHG provide to help people from all over the world in selecting their next vacation destination.



**1 SEARCH**

The search box, one of the most used features of the site, is always accessible via a dedicated box on the upper part of the screen.

**2 NAVIGATION**

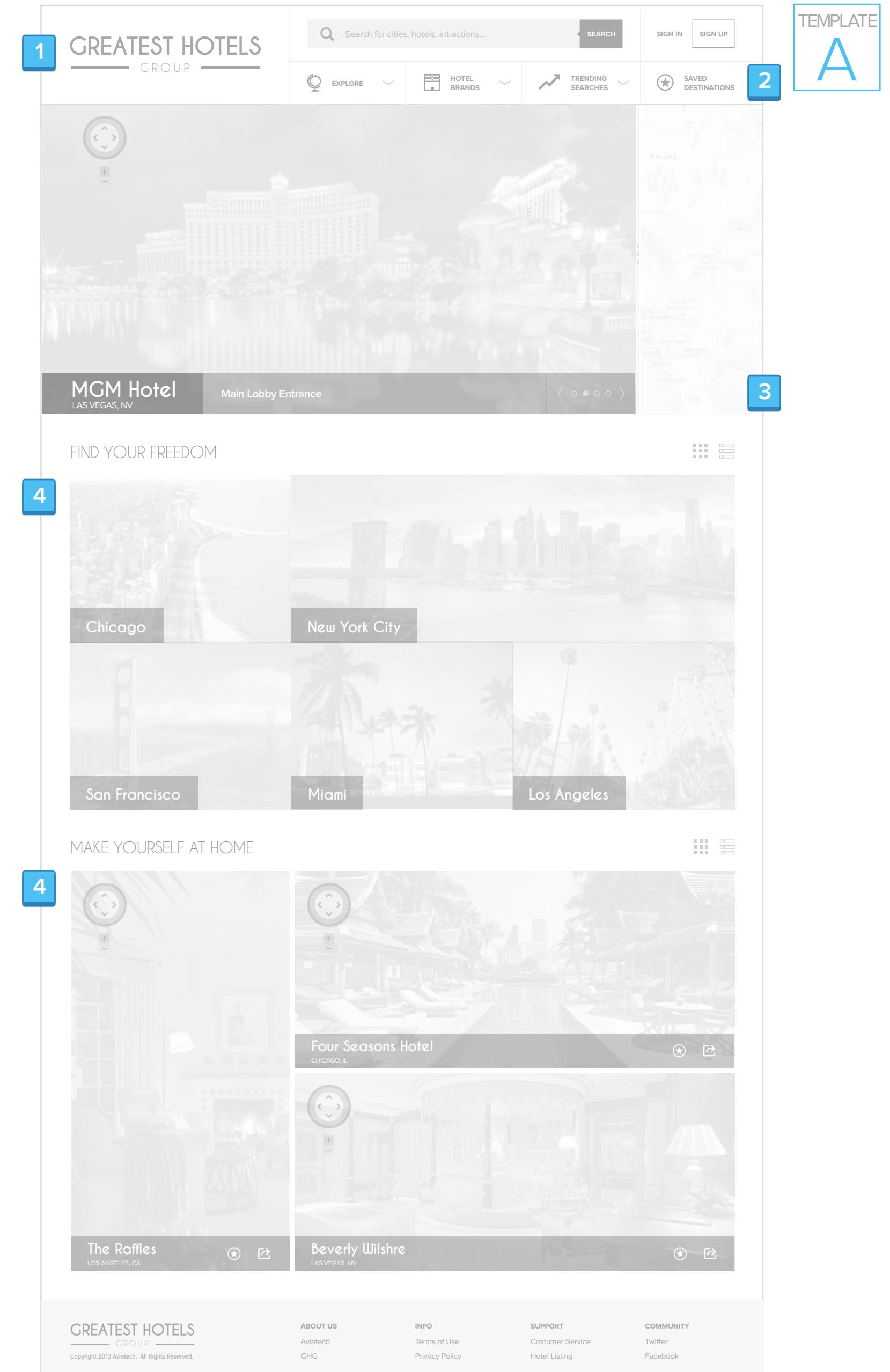
The user always have a quick access to a modern and accessible navigation structure in the upper corner through icons that illustrate in a clear and intuitive way what GHG can offer to its visitors.

**3 DRAGGABLE MAP**

The user has control over the experience - the featured hotel or destination also displays a map with local attractions nearby the hotel.

**4 FEATURED PLACES AND HOTELS**

On the homescreen the user is presented with a visual display of different locations and hotels (with Google Business Photos integration) around the world.



## 1 COMPARE RESULTS

Hotels from the search query or a specific list of brands / featured hotels can be quickly accessed via a clickable drop down menu at top of the screen enabling the user to easily switch and compare their options.

## 2 IMMERSION

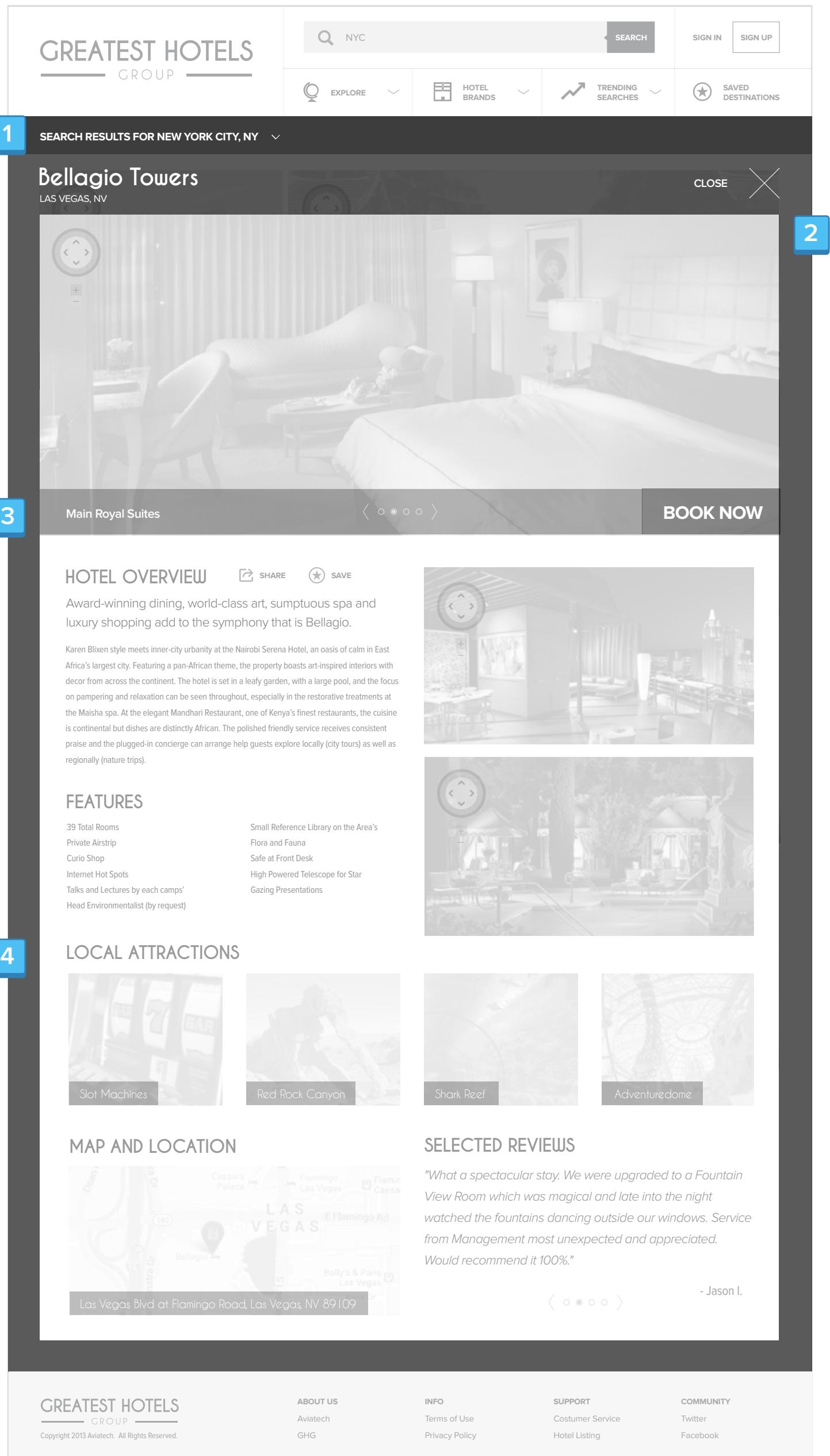
Big images with Google Business Photos present the features of the hotel in an unique imersive way like nothing else available on the internet.

## 3 MORE INFO

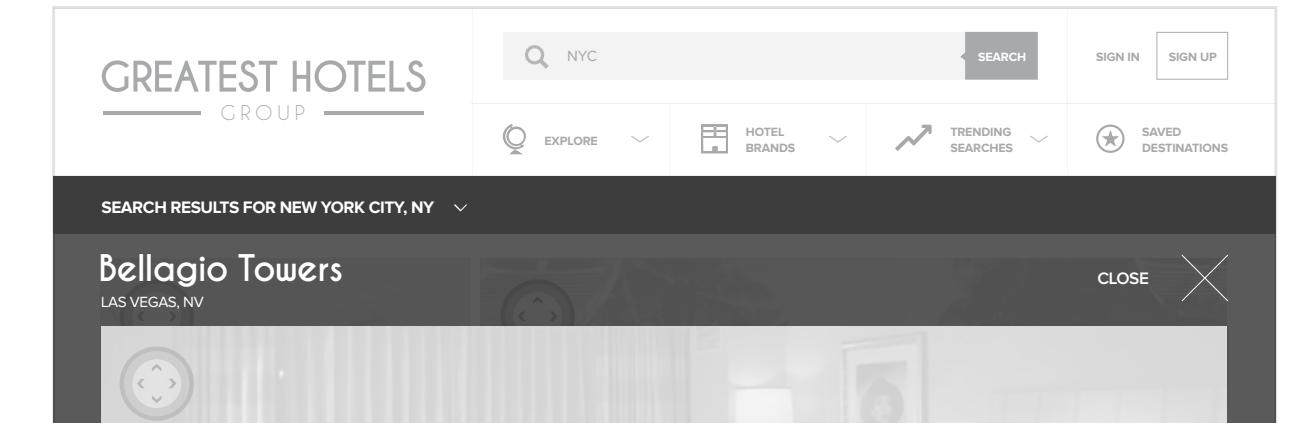
After being presented with the images, the user have access to a paragraph that makes clear what is unique about each particularly hotel.

## 4 ATTRACTIONS, MAPS, REVIEWS

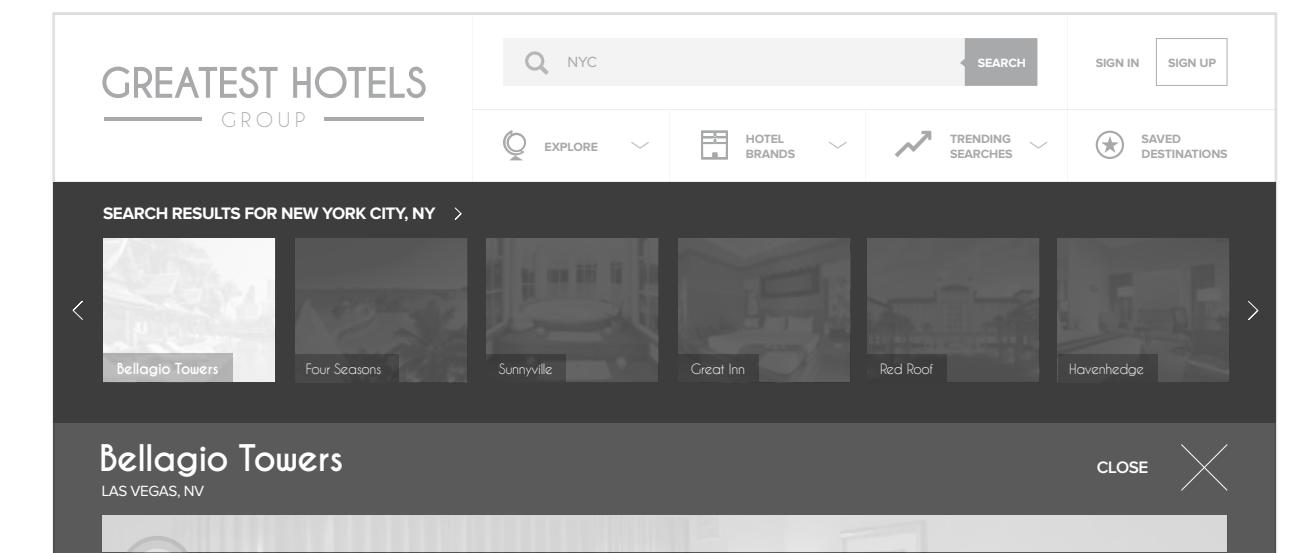
On the lower part of the screen, local attractions are displayed in a gallery form, as well as a map with highlighted close locations and a review section with selected opinions on the hotel in display.



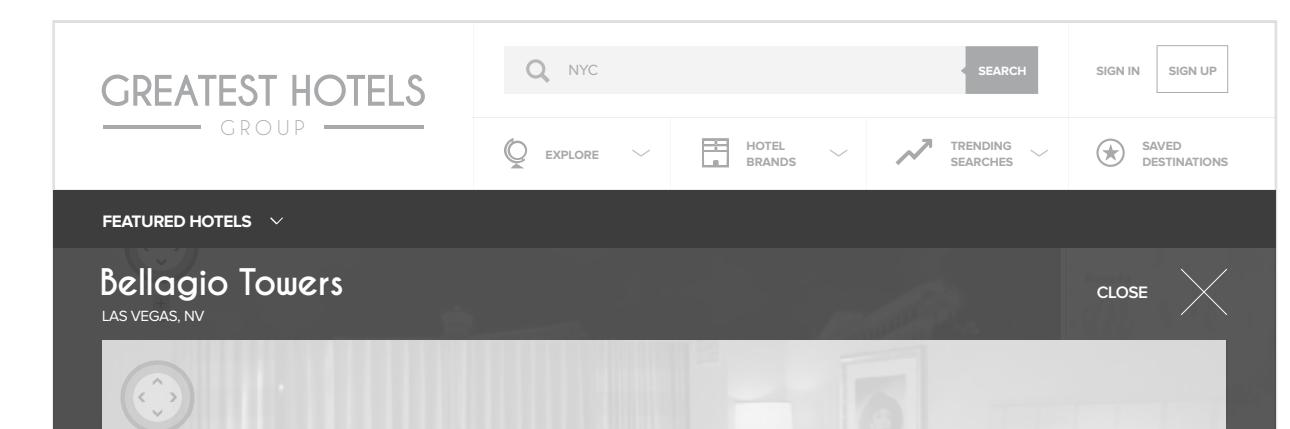
This wireframe shows a modal window for comparing hotel results. At the top, there's a search bar with 'NYC' and a 'SEARCH' button. Below it are navigation links for 'EXPLORE', 'HOTEL BRANDS', 'TRENDING SEARCHES', and 'SAVED DESTINATIONS'. The main content area displays a large image of the 'Bellagio Towers' in Las Vegas, NV, with a 'CLOSE' button in the top right. Below the image, a title 'Bellagio Towers' and location 'LAS VEGAS, NV' are shown. A 'BOOK NOW' button is visible. The modal is divided into sections: 'Main Royal Suites' (with a circular navigation arrow), 'HOTEL OVERVIEW' (describing award-winning dining, art, spa, and shopping), 'FEATURES' (listing 39 Total Rooms, Private Airstrip, Curio Shop, Internet Hot Spots, Talks and Lectures by each camp, and Head Environmentalist (by request)), 'LOCAL ATTRACTIONS' (showing four thumbnail images for Slot Machines, Red Rock Canyon, Shark Reef, and Adventuredome), 'MAP AND LOCATION' (a map of Las Vegas Blvd at Flamingo Road, Las Vegas, NV 89109), and 'SELECTED REVIEWS' (a quote from Jason I. about a spectacular stay at the Fountain View Room). The footer contains the 'GREATEST HOTELS GROUP' logo, copyright information, and links to 'ABOUT US', 'INFO', 'SUPPORT', and 'COMMUNITY'.



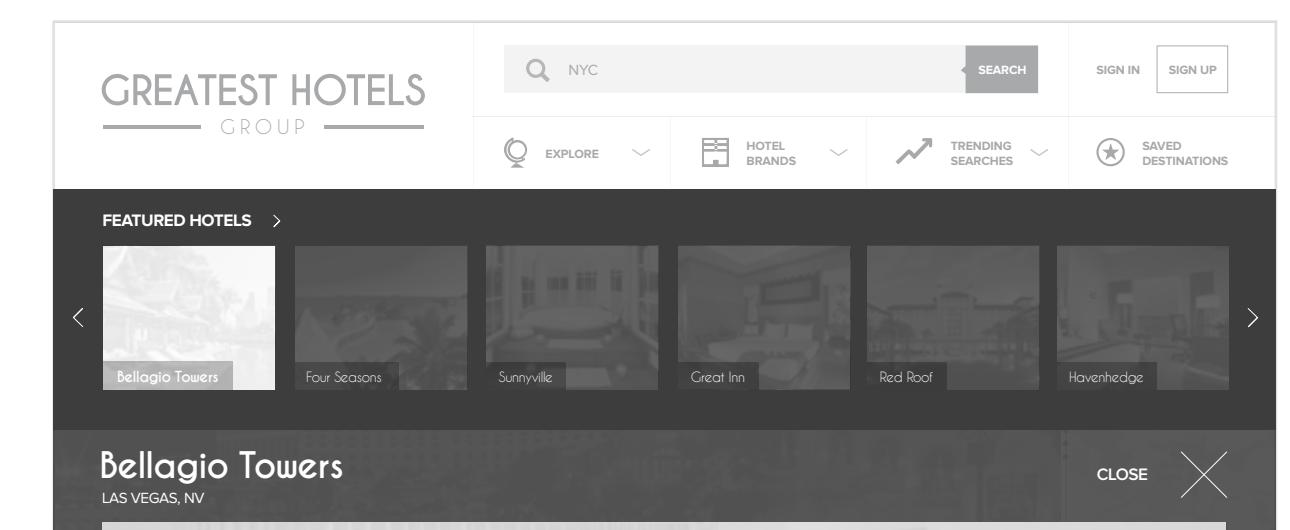
This wireframe shows a detailed view of the 'Bellagio Towers' listing. It has a similar header with 'NYC' in the search bar and navigation links. The main content area shows a large image of the hotel's interior, a title 'Bellagio Towers' and location 'LAS VEGAS, NV', and a 'CLOSE' button. Below the image, there's a 'BOOK NOW' button.



This wireframe shows a detailed view of the 'Bellagio Towers' listing using Template B. The layout is identical to the one above, featuring a large image, title, location, and booking button.



This wireframe shows a detailed view of the 'Bellagio Towers' listing using Template C. The layout is identical to the ones above, featuring a large image, title, location, and booking button.



This wireframe shows a detailed view of the 'Bellagio Towers' listing using Template D. The layout is identical to the ones above, featuring a large image, title, location, and booking button.

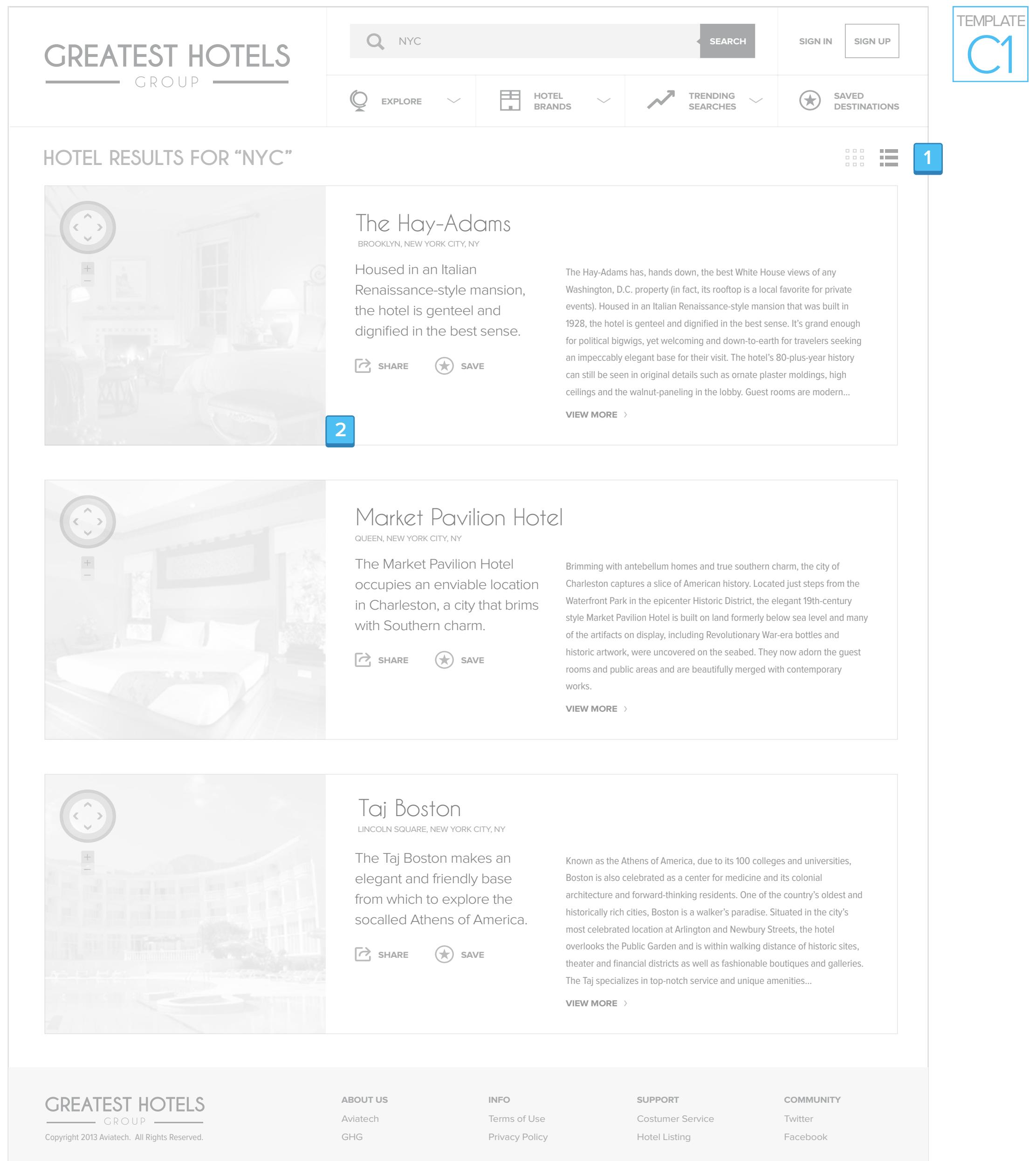
TEMPLATE  
B

**1 LIST VIEW**

The list view allows a more direct comparison between the available options. User testing showed that users prefer the list view because it can enable a better way of contrasting the results. Via a selection toggle on the right side of the screen, the user can still opt between the two displaying methods.

**2 SAVE, SHARE**

Icons displayed on the Google Business Photos gives the user a quick way to save specific hotels to a favorites list as well as sharing via email.



**HOTEL RESULTS FOR "NYC"**

**The Hay-Adams**  
BROOKLYN, NEW YORK CITY, NY

Housed in an Italian Renaissance-style mansion, the hotel is genteel and dignified in the best sense.

SHARE SAVE

**Market Pavilion Hotel**  
QUEEN, NEW YORK CITY, NY

The Market Pavilion Hotel occupies an enviable location in Charleston, a city that brims with Southern charm.

SHARE SAVE

**Taj Boston**  
LINCOLN SQUARE, NEW YORK CITY, NY

The Taj Boston makes an elegant and friendly base from which to explore the socalled Athens of America.

SHARE SAVE

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**1 GRID VIEW**

The grid view provides a higher density of items than the list view and, even though it was not the first choice in the user testing, it can still be accessed (and be made default) via a toggle on the right side of the screen.

**2 SAVE, SHARE**

Icons displayed on the Google Business Photos gives the user a quick way to save specific hotels to a favorites list as well as sharing via email.

**GREATEST HOTELS GROUP**

**HOTEL RESULTS FOR "NYC"**

The Raffles  
LOS ANGELES, CA

Four Seasons Hotel  
CHICAGO, IL

Havenhedge  
MIAMI, FL

Mistmarsh  
PITTSBURGH, PA

Rivermoor Suites  
NEW YORK CITY, NY

Eastpine  
COLUMBUS, OH

Beechwyn  
PALO ALTO, CA

Fairlake  
WASHINGTON, DC

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**SEARCH RESULTS**

**1**

**2**

**TEMPLATE C2**

**1 HOTEL BRANDS**

In this gallery the user can browse the exclusive selection of hotel brands that GHG has to offer.

**2 HOTELS PREVIEW**

Each brand has a small preview with pictures of the best hotels being offered.

# GREATEST HOTELS GROUP

Search for cities, hotels, attractions...
**SEARCH**

SIGN IN
SIGN UP

EXPLORE
 HOTEL BRANDS
 TRENDING SEARCHES
 SAVED DESTINATIONS

## THE BEST HOTEL BRANDS IN THE WORLD

1

Hilton

CARLSON REZIDOR HOTEL GROUP

Sheraton

2

The Ritz-Carlton®

FOUR SEASONS Hotels and Resorts

COPTHORNE HOTELS AND RESORTS

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TEMPLATE  
**D**

## 1 SAVED DESTINATIONS

The user can see images from their saved locations, click them to see additional details, explore Google Business Photos and book the hotel of interest.

## 2 QUICK COMPARISON

Saved hotels can have its features compared directly so that deciding the next vacation destination can be as easy as possible.

**YOUR SAVED LOCATIONS**

**The Hay-Adams**  
BROOKLYN, NEW YORK CITY

**Market Pavilion Hotel**  
CHARLESTON, SC

**Taj Boston**  
COLUMBUS, OH

**FEATURES**

Concierge Service	Children's Programs
Boutique Flower/Gift Shop	Historic Landmark
Valet Parking	Spa Services
Courtesy Town Car	Bicycle Rentals
Fitness Center	100% smoke free
Beach Resort	Meetings & Events

**FEATURES**

Video-Conferencing	Children's Programs
Babysitter	Butler Services
Hair Salon	Spa Services
Trellised Garden	Bicycle Rentals
Fitness Center	100% smoke free
Swimming Pool(s)	Meetings & Events

**FEATURES**

Concierge Service	Nightly Guest Reception
Video-Conferencing	In-room Safe
Wireless Internet	Plush Bathrobes
LAN Capabilities	Multilingual Staff
Fitness Center	100% smoke free
Babysitting Service	Meetings & Events

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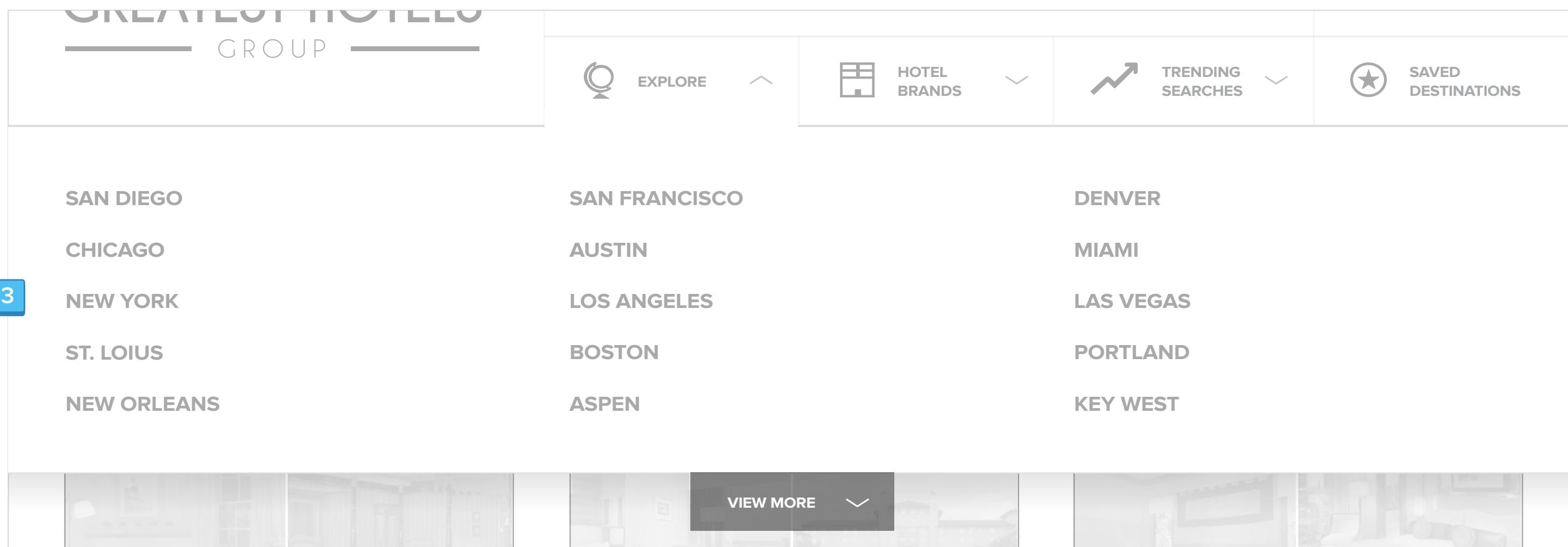
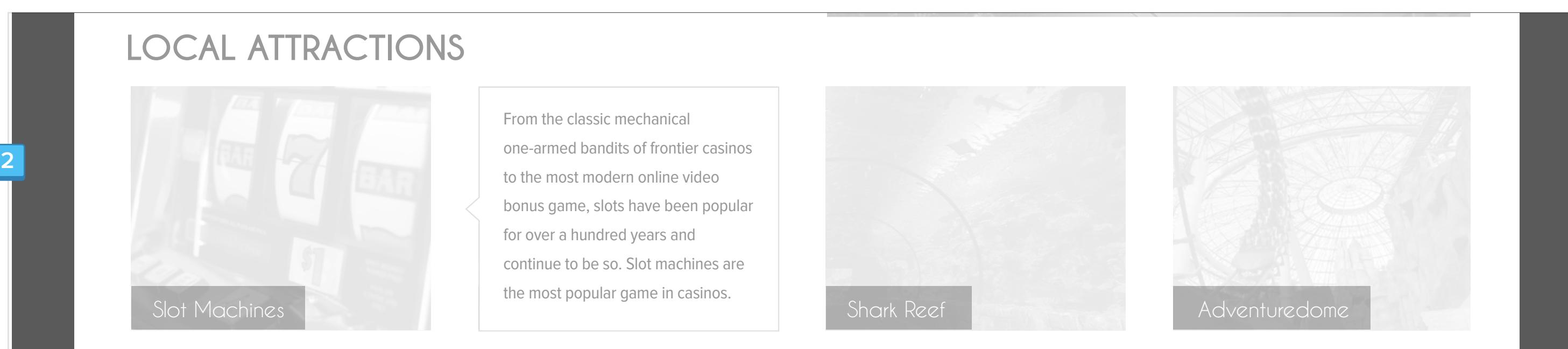
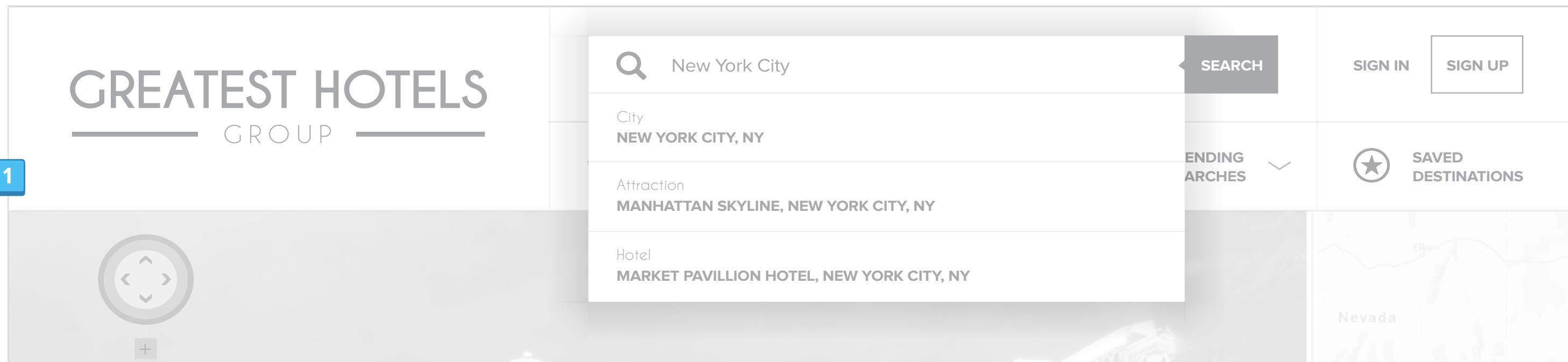
## 1 PREDICTIVE SEARCH

## 2 MORE DETAILS

Attractions provide additional information on hover, showcasing the hotels unique features.

# 3 CITY LIST

Hovering the mouse on the “Explore” section reveals all the cities that are currently covered by the Greatest Hotels Group.



**1 HOTEL BRAND LIST**

The hotels brands can also be browsed directly from the main navigation bar, as a shortcut for recurring users.

**2 TRENDING SEARCHES**

In this section, users can discover what are the main topics that other people are searching for and use that as an inspiration for their next hotel or destination.

This wireframe shows the top navigation bar of the website. It includes a search bar with placeholder text "Search for cities, hotels, attractions...", a "SEARCH" button, and links for "SIGN IN" and "SIGN UP". Below the navigation is a secondary navigation bar with icons for "EXPLORE", "HOTEL BRANDS" (with a dropdown arrow), "TRENDING SEARCHES" (with a dropdown arrow), and "SAVED DESTINATIONS". The main content area displays a grid of six hotel brand logos: Hilton (1), The Ritz-Carlton®, Carlson Rezidor Hotel Group, Four Seasons Hotels and Resorts, Sheraton, and Copthorne Hotels and Resorts. A "VIEW MORE" button is located at the bottom of this grid.

This wireframe shows the top navigation bar of the website, identical to the one above. The main content area features a horizontal navigation bar with categories: HOLIDAY, ISLANDS, FAMILY, RESORT, CRUISE, and CULTURE. Below this is another horizontal navigation bar with sub-categories: EXPEDITION, JOURNEY, BREAK, ATTRACTIONS, VACATION, and SOUTH. At the bottom of the page is a grid of three hotel brand logos: Hilton, Carlson Rezidor Hotel Group (with a "VIEW MORE" button), and Sheraton.

## 1 PART OF EACH PAGE

Both sign in and sign up forms are displayed as a layer on top of the content being showcased on each page.

## 2 EASILY SWITCHABLE

The common issue of mixing signing in with signing up is addressed here by a link referring to the opposite process on each prompt.

**YOUR SAVED LOCATIONS**

**SIGN IN**

Email

Password

FORGOT YOUR PASSWORD?  
DON'T HAVE AN ACCOUNT?

**SIGN UP**

**The Hay-Adams**  
Brooklyn, New York City

**FEATURES**

Concierge Service Children's Programs

**Boston**  
Massachusetts, OH

**FEATURES**

Children's Programs Children's Programs

**FEATURES**

Concierge Service Nightly Guest Reception

**YOUR SAVED LOCATIONS**

**SIGN UP**

Email

Password

Confirm Password

By signing up, you are agreeing with our [TERMS OF SERVICE](#).  
ALREADY HAVE AN ACCOUNT?

**SIGN UP**

**The Hay-Adams**  
Brooklyn, New York City

**FEATURES**

Concierge Service	Children's Programs	Children's Programs	Children's Programs	Concierge Service
Boutique Flower/Gift Shop	Historic Landmark	Babysitter	Butler Services	Video-Conferencing
Valet Parking	Spa Services	Hair Salon	Spa Services	In-room Safe
Courtesy Town Car	Bicycle Rentals	Trellised Garden	Bicycle Rentals	Plush Bathrobes
Fitness Center	100% smoke free	Fitness Center	100% smoke free	Multilingual Staff
Beach Resort	Meetings & Events	Swimming Pool(s)	Meetings & Events	100% smoke free

**BOSTON FEATURES**

Nightly Guest Reception  
In-room Safe  
Video-Conferencing  
Wireless Internet  
Plush Bathrobes  
Multilingual Staff  
Fitness Center  
Babysitting Service  
Meetings & Events

# PAPER PROTOTYPE

In order to test the efficiency of the designed layout in the real world, a paper prototype was made using a scale as close to the real screen experience as possible. In this activity, several users were asked to describe what they were seeing on each screen and what did they expected that each button would do.

Additionally, they were asked to do two simple tasks utilizing the UI: exploring the details of a featured hotel and searching for a hotel located in New York City, NY, look the details of one of the results, go back to the hotel listing and booking a different hotel selection.

The public chosen for this survey were RIT students from a wide selection of majors that spanned from computer science to film and animation.



## CONTENT

Most users expressed that they preferred the list view better than the grid view, saying that the latter option allows them to see more about their search results without having to navigate and click through each hotel of interest.

*"Between the two displays, I like the list one better because the information is just there. The other one is very eye-catching though."*

*"Personally I prefer the grid view, but maybe the list view would work better."*

## ACTIONS

The draggable aspect of Google Business Photos was clear to most users (relating to their previous experiences with the interactive aspect of Google Maps).

The navigation structure presented mixed results, as some users would use the inlay search result thumbnails while others simply ended up using the browser's back button as the main returning action.

## DESIRSES / WISH LIST

A request was made to add a more precise address on the search results, as it wouldn't be very useful having the name of the city being repeated on every entry if all the search results of the second task were in fact from New York City.

*"The location would just repeat NYC? Maybe it would be better to indicate the neighborhood. Knowing that I would click on the ones that I prefer."*

# IMMERSIVE

The first moodboard focus on immersion - applied on the website by the use of Google Business Photos - one of the main exclusive features that the GHG provides.

## DARK COLORS

Darker background make the visual content of the page pop out even more.

## FULL WIDTH IMAGES

Images with small margins and full width take the use of whatever screen the user is using to access the GHG website.

**MOODBOARD**

ATTRIBUTE: Immersive

RELATED WORDS AND CONCEPTS: Senses, Involvement, Engagement, Enjoyment

**IMAGES**

**COLOR**

**TYPE**

**GREATEST HOTELS GROUP**

SEARCH RESULTS FOR NEW YORK CITY, NY

**Bellagio Towers**  
LAS VEGAS, NV

Main Royal Suites

**BOOK NOW**

**HOTEL OVERVIEW**

Award-winning dining, world-class art, sumptuous spa and luxury shopping add to the symphony that is Bellagio.

Karen Blum style meets inner-city urbanity at the Nobu Hotel. An oasis of calm in first Africa's largest city. Featuring a pan-African theme, the property boasts art-inspired interiors with decor from across the continent. The hotel is set in a leafy garden, with a large pool, and the focus on pampering and relaxation can be seen throughout, especially in the rejuvenating treatments at the Nobu spa. At the elegant Mandarin Restaurant, one of Kenya's finest restaurants, the cuisine is continental but dishes are distinctly African. The polished friendly service receives consistent praise and the plugged-in concierge can arrange help guests explore locally (city tours) as well as regularly (nature trips).

**FEATURES**

- 39 Total Rooms
- Private Airports
- Cafe Shop
- Swim at Front Desk
- Internet Hot Spots
- Tours and Lectures by each Camps
- Small Reference Library on the Amara's
- Plaza and Pauses
- High Powered Telescopes for Star Gazing Presentations

**LOCAL ATTRACTIONS**

SLOT MACHINES, RED ROCK CANYON, SHARK REEF, ADVENTUREDOM

**MAP AND LOCATION**

LAS VEGAS BLVD AT FLAMINGO ROAD, LAS VEGAS, NV 89109

**SELECTED REVIEWS**

"What a spectacular stay. We were upgraded to a Fountain View Room which was magical and late into the night watched the fountains dancing outside our windows. Service from Management most unexpected and appreciated. Would recommend it 100%."

- Jason L.

**GREATEST HOTELS GROUP**

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# CLASSY

The second moodboard focus on giving the user the sense of using an exclusive and premium service that entice refinement in its use of colors and white spaces.

## CLEAR DISTINCTION

Divided sections with big margins bring clarity and a better information flow to each hotel overview item.

## EXCLUSIVITY

The same treatment given to other brands and media

**MOODBOARD**

ATTRIBUTE: Classy  
RELATED WORDS AND CONCEPTS: Refinement, Exclusivity, Premium, Special

**IMAGES**: Red carpet event, luxury dining, Absolut 100 vodka, UI design.

**COLOR**: A grid of color swatches including dark grey, yellow, gold, brown, dark brown, grey, green, pink, light grey, and red.

**TYPE**: Various typography and graphic designs, including "KICKING BEHIND THE SWELL" and "YES TER DAY".

**GREATEST HOTELS GROUP**

SEARCH RESULTS FOR NEW YORK CITY, NY

**Bellagio Towers**, LAS VEGAS, NV

**Main Royal Suites**

**SHARE** **SAVE** **BOOK NOW**

**HOTEL OVERVIEW**

Award-winning dining, world-class art, sumptuous spa and luxury shopping add to the symphony that is Bellagio.

Karen Blixen style meets inner-city urbanity at the Nairobi Serena Hotel, in one of肯ya's most iconic cities. The hotel is set in a lush garden, with a large pool, and the focus on pampering and relaxation can be seen throughout, especially in the restorative treatments at the Manta spa. At the elegant Mandarin Restaurant, one of Kenya's finest restaurants, the cuisine is continental but dishes are distinctly African. The personalized concierge service receives constant praise and the plugged-in concierge can arrange help guests explore locally (city tours as well as regional nature trips).

**FEATURES**

- 29 Total Rooms
- Small Reference Library on the Area's Flora and Fauna
- Private Airstrip
- Safe at Front Desk
- Curio Shop
- High Powered Telescope for Star Gazing Presentations
- Internet Hot Spots
- Tours and Lectures by each camp

**LOCAL ATTRACTIONS**

- Slot Machines
- Red Rock Canyon
- Shark Reef
- Adventure dome

**MAP AND LOCATION**

Map showing location of Bellagio Towers on Las Vegas Blvd at Flamingo Road, Las Vegas, NV 89109.

**SELECTED REVIEWS**

"What a spectacular stay. We were upgraded to a Fountain View Room which was magical and late into the night watched the fountains dancing outside our windows. Service from Management most unexpected and appreciated. Would recommend it 100%."

- Jason L.

# MODERN

The third moodboard attempts to bring a modern take on the use of typography with a hybrid style between the immersion of the darker colors and the clarity and distinction of the white space driven approach.

## GBP AND HOTEL INFO., THE MAIN FEATURES

The Google Business Photos stand out on the top of the page with dark borders, while informational content can stand out on its own with bright backgrounds and strong contrast for legibility.

## COLOR AS INFORMATION

The use of bright colors for buttons and features help build a strong hierarchy of what's important and what the user can do and learn on each button or section.

# REINTERATION

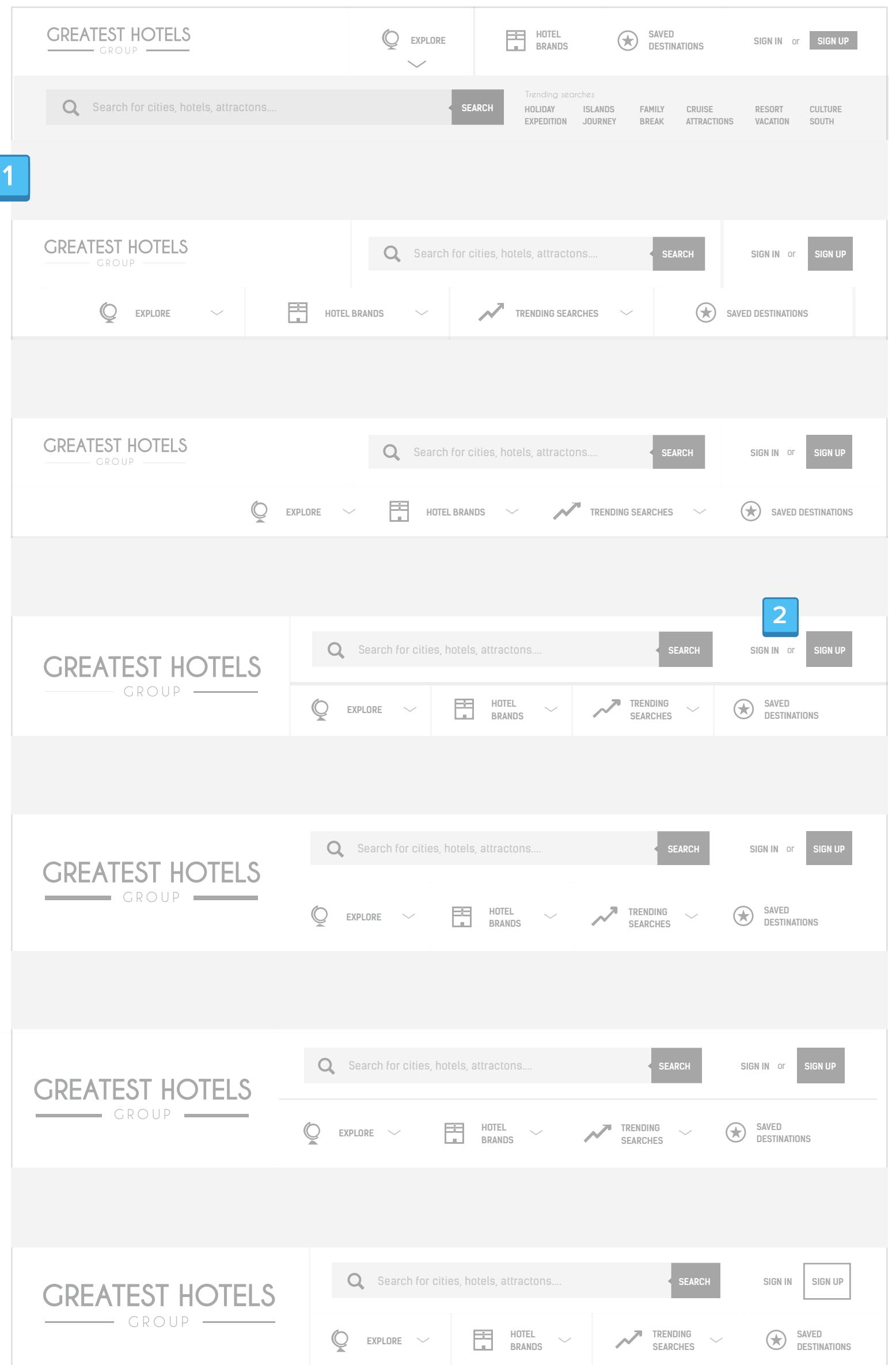
Several aspects of the layout received several modifications throughout the development process to ensure the best visual and usability experience possible.

## 1 NAVIGATION

The main navigation is one of the most important elements of interactivity as well as an information source for both new and returning users. The final version provides a focus on introducing the website, establishing search as one of its main features and listing pages to help people find what they want, the easiest and most convenient way possible.

## 2 TIMELESS DESIGN

Originally the typography and colors were chosen to convey elements of refinement through art deco and the "classic" feel that is usually associated with more exclusive hotels. However, this design wouldn't work for every hotel that GHG might partner with. In response to that, the clean and timeless design of Proxima Nova was chosen, conveying the same attributes, but with a neutral stance so that the hotels themselves could be the center of the attention.



**Bellagio Towers Las Vegas, NV**



**Main Royal Suites**

**SHARE** **SAVE** **BOOK NOW**

**HOTEL OVERVIEW**

Award-winning dining, world-class art, sumptuous spa and luxury shopping add to the symphony that is Bellagio.

Karen Blixen style meets inner-city urbanity at the Nairobi Serena Hotel, an oasis of calm in East Africa's largest city. Featuring a pan-African theme, the property boasts art inspired by Africa with views from across the continent. The hotel is set in a wavy garden, with a large pool, and the focus is on pampering and relaxation can be seen throughout, especially in the innovative treatments at the Mombasa spa. At the signature Mombasa Restaurant, one of Kenya's finest restaurants, the cuisine is continental, but dishes are distinctly African. The polished, friendly service creates a comfortable atmosphere with the plugged-in concierge team always ready to assist as well as regularly update trip.

**FEATURES**

- 38 Total Rooms
- Private Airports
- Cards Shop
- Swimming Pool
- Safe at Front Desk
- High Powered Telescop for Star
- Sharing Presentations



**Bellagio Towers**

**SEARCH RESULTS FOR NEW YORK CITY, NY**



**Main Royal Suites**

**BOOK NOW**

**HOTEL OVERVIEW**

Award-winning dining, world-class art, sumptuous spa and luxury shopping add to the symphony that is Bellagio.

Karen Blixen style meets inner-city urbanity at the Nairobi Serena Hotel, an oasis of calm in East Africa's largest city. Featuring a pan-African theme, the property boasts art inspired by Africa with views from across the continent. The hotel is set in a wavy garden, with a large pool, and the focus is on pampering and relaxation can be seen throughout, especially in the innovative treatments at the Mombasa spa. At the signature Mombasa Restaurant, one of Kenya's finest restaurants, the cuisine is continental, but dishes are distinctly African. The polished, friendly service creates a comfortable atmosphere with the plugged-in concierge team always ready to assist as well as regularly update trip.

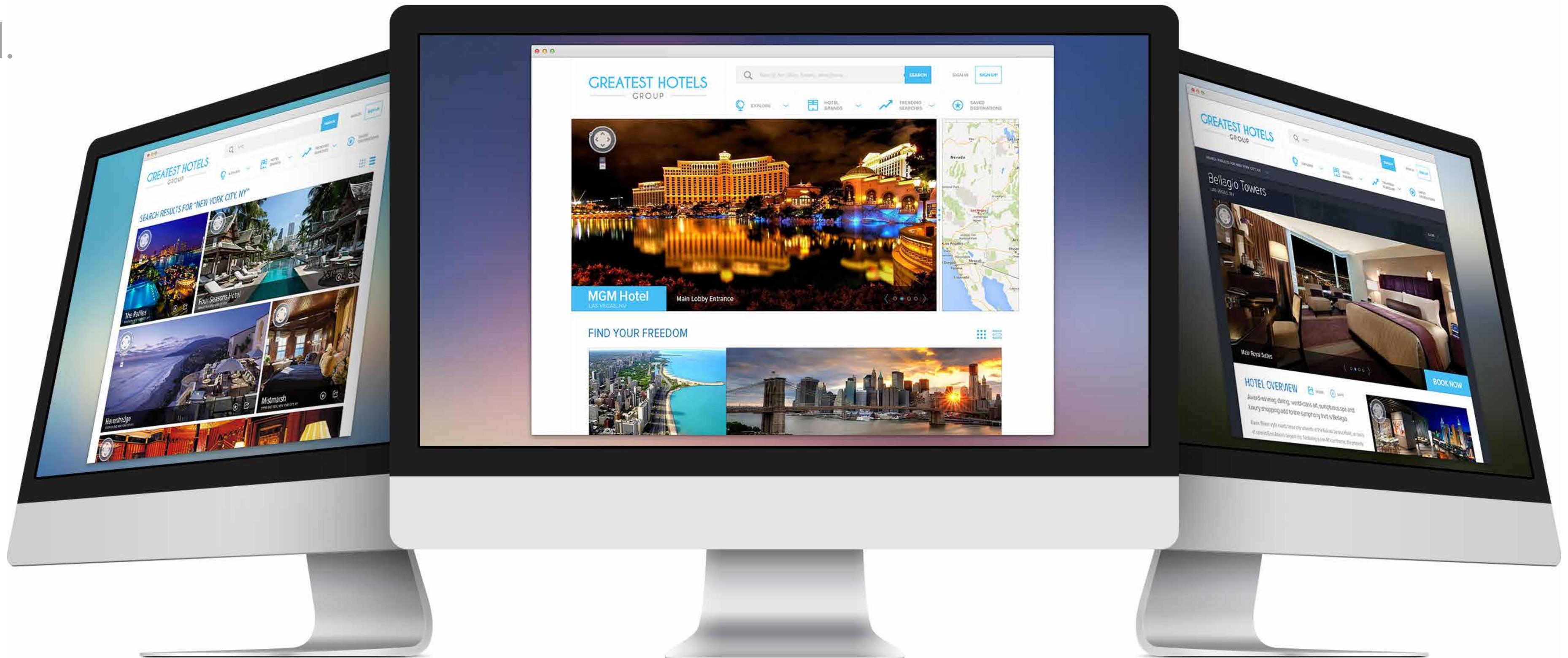
**FEATURES**

- 38 Total Rooms
- Private Airports
- Cards Shop
- Swimming Pool
- Safe at Front Desk
- High Powered Telescop for Star
- Sharing Presentations



# MEET THE GREATEST HOTELS GROUP

THE **BEST IN CLASS** DESTINATION  
FOR **EXCLUSIVE** AND **IMMERSIVE**  
HOTEL RESEARCH.



# HOME

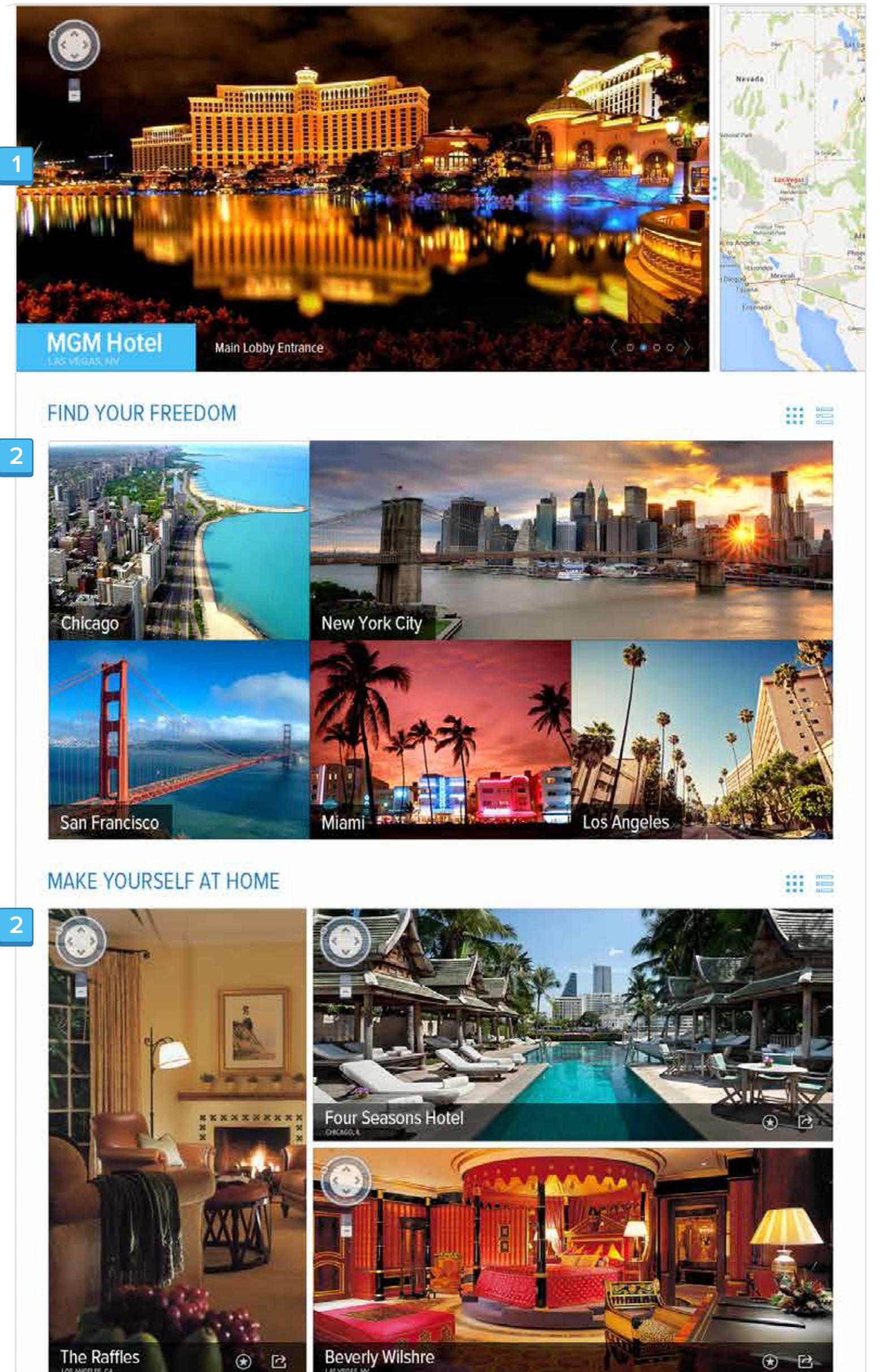
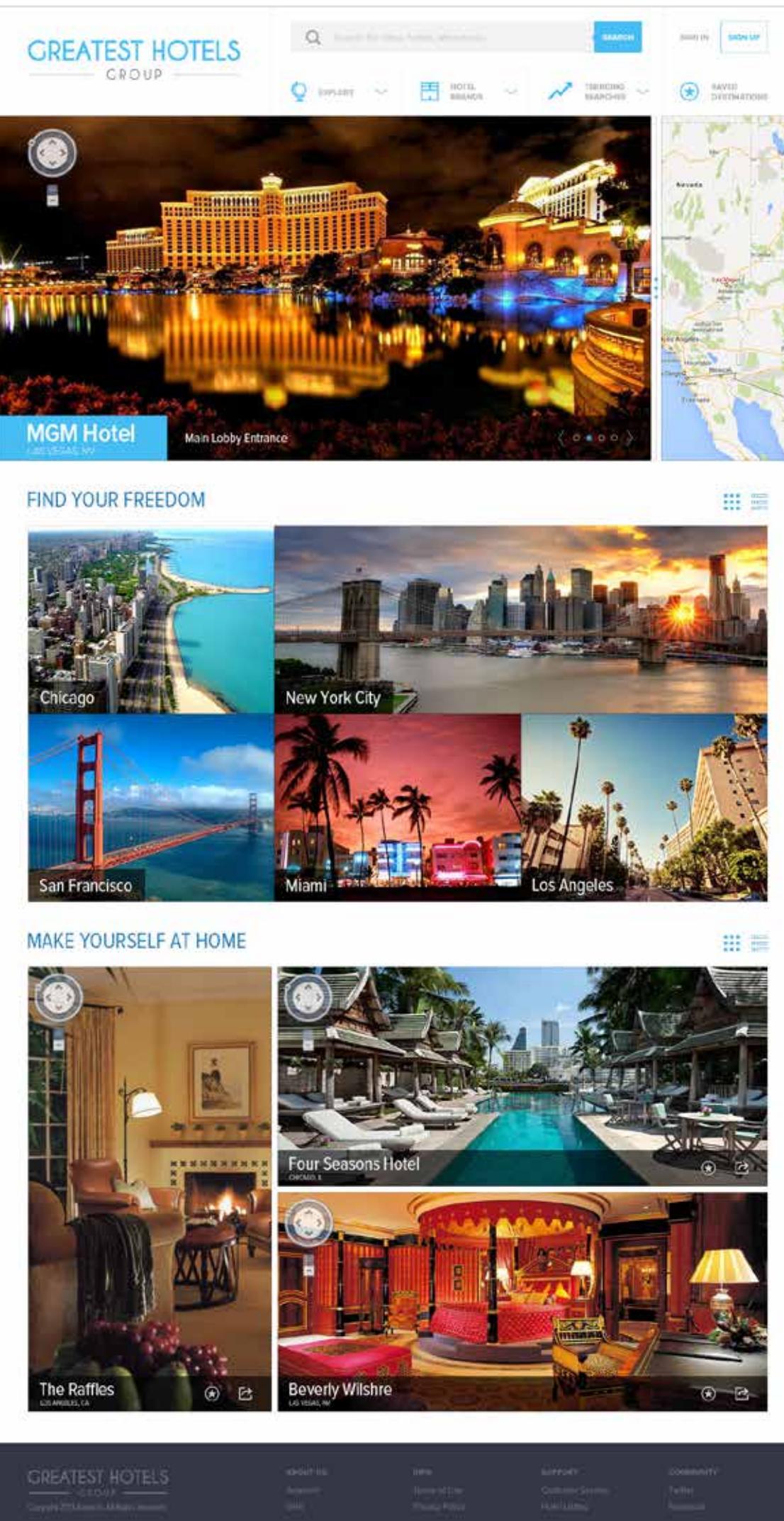
## 1 MAIN FEATURE

A new hotel is featured from time to time, allowing a deep immersion and striking impact on the first access to the GHG website.

## 2 SUGGESTIONS

To attend the profile of users that don't know where they will have the next vacation - stunning images of locations that GHG provides. Clicking on one of them will bring a search result of all hotels available on GHG for each destination.

The hotel suggestion section is interactive and clicking on the name of the hotel will bring the hotel description page on top of the content via a smooth transition.



# NAVIGATION

## 1 WEIGHT AND HIERARCHY

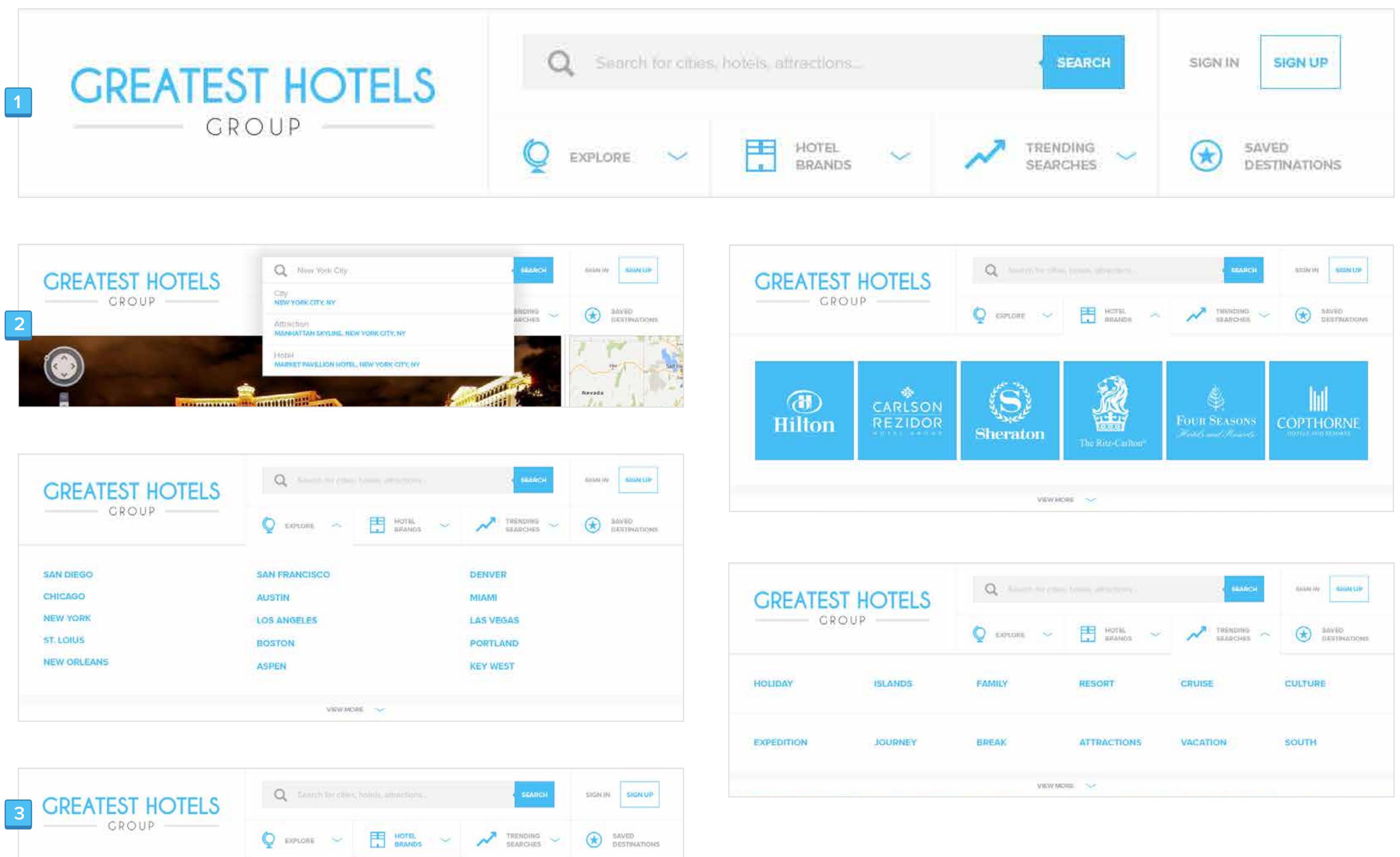
The graphical elements on the navigation bar were adjusted to the right size and weight to influence the order in which they are assimilated. The logo is the first element, by its size and position, followed by the fill color of the search button and the navigation options that show what is possible on the GHG website.

## 2 PREDICTIVE SEARCH

As the user types the location, attraction or a specific hotel name the precise search options are displayed, reinforcing that these options will provide an actual result and not just a blank page.

## 3 LOCATION AWARENESS

The navigation bar indicates when you are inside on of the main browsing sections with blue line under the section name.



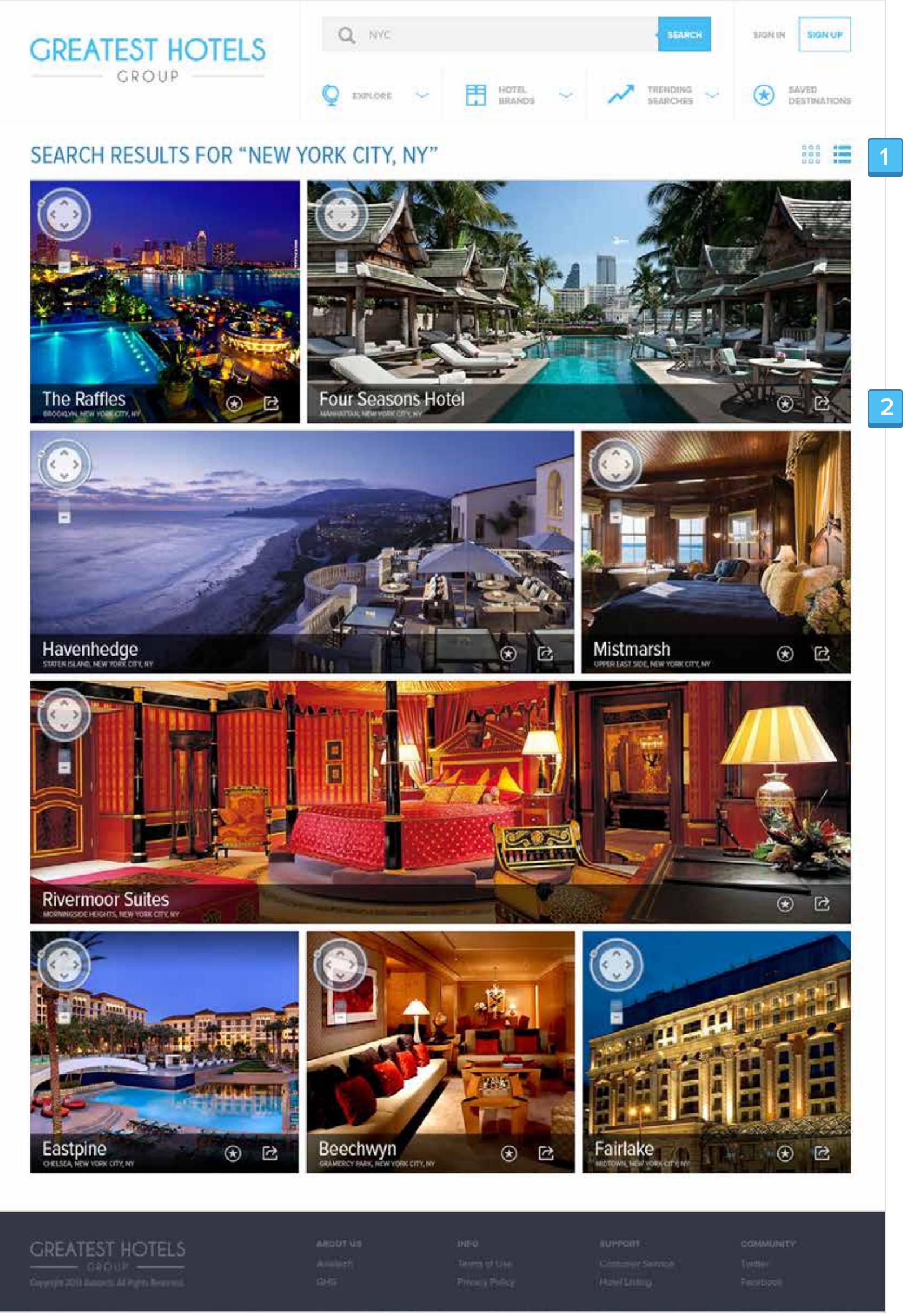
# RESULTS

## 1 GRID OR LIST VIEW

Easily switchable via a toggle on the top part of the results, the grid view allows a more visual approach to the search results, whereas the list view is more suited for users that are more interested in the unique features that the hotels can offer.

## 2 QUICK ACTION

Right on the results page the user can either save a hotel to their saved destinations list or share it with selected friends and family.



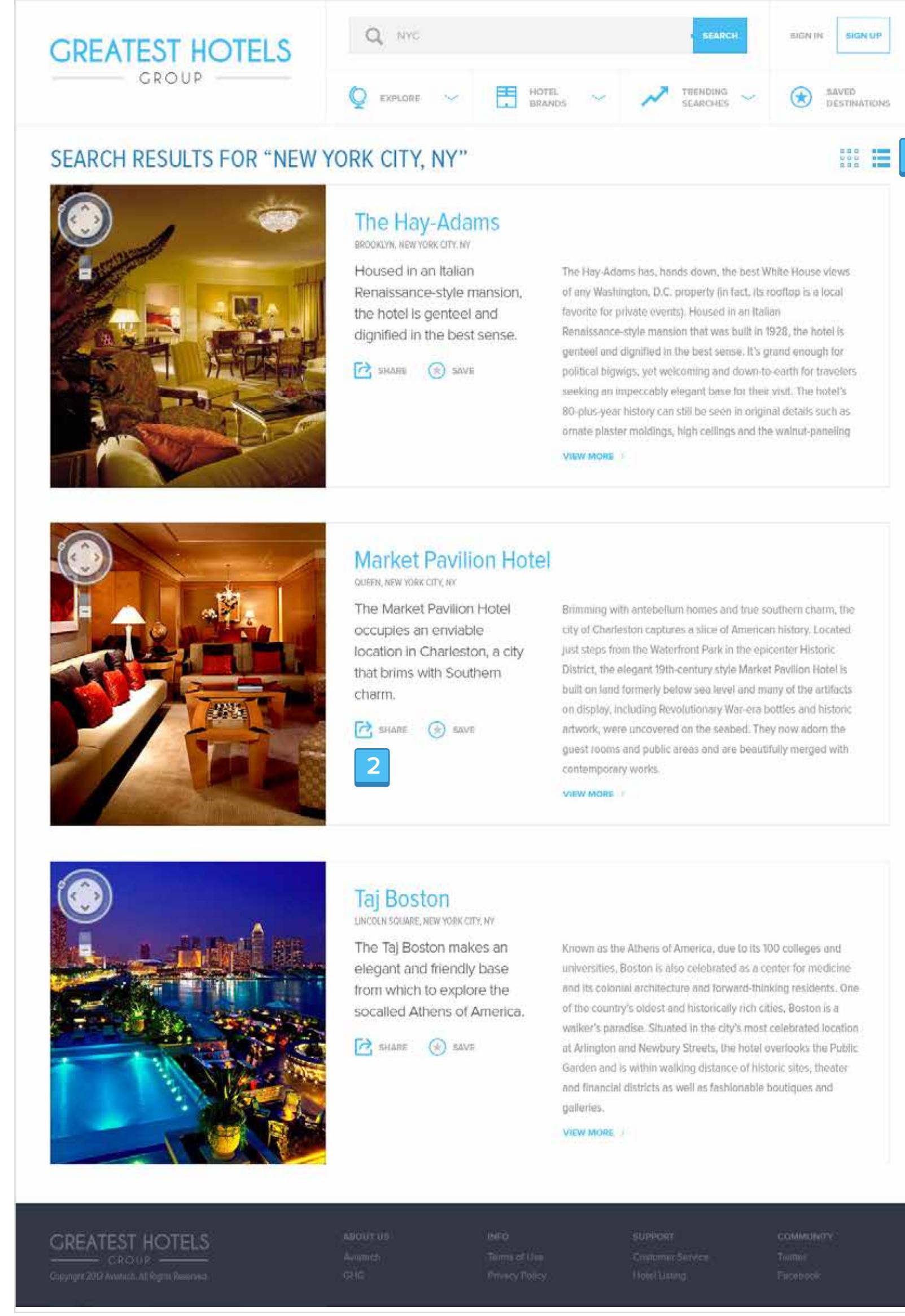
**SEARCH RESULTS FOR "NEW YORK CITY, NY"**

The Raffles (BROOKLYN, NEW YORK CITY, NY) | Four Seasons Hotel (MANHATTAN, NEW YORK CITY, NY)

Havenhedge (STATEN ISLAND, NEW YORK CITY, NY) | Mistmarsh (UPPER EAST SIDE, NEW YORK CITY, NY)

Rivermoor Suites (MORNINGSIDE HEIGHTS, NEW YORK CITY, NY)

Eastpine (CHELSEA, NEW YORK CITY, NY) | Beechwyn (GRAMERCY PARK, NEW YORK CITY, NY) | Fairlake (MIDTOWN, NEW YORK CITY, NY)



**SEARCH RESULTS FOR "NEW YORK CITY, NY"**

**The Hay-Adams** (BROOKLYN, NEW YORK CITY, NY)  
The Hay-Adams has, hands down, the best White House views of any Washington, D.C. property (in fact, its rooftop is a local favorite for private events). Housed in an Italian Renaissance-style mansion that was built in 1928, the hotel is genteel and dignified in the best sense.  
[VIEW MORE >](#)

**Market Pavilion Hotel** (QUEEN, NEW YORK CITY, NY)  
The Market Pavilion Hotel occupies an enviable location in Charleston, a city that brims with Southern charm.  
[VIEW MORE >](#)

**Taj Boston** (LINCOLN SQUARE, NEW YORK CITY, NY)  
Known as the Athens of America, due to its 100 colleges and universities, Boston is also celebrated as a center for medicine and its colonial architecture and forward-thinking residents. One of the country's oldest and historically rich cities, Boston is a walker's paradise. Situated in the city's most celebrated location at Arlington and Newbury Streets, the hotel overlooks the Public Garden and is within walking distance of historic sites, theater and financial districts as well as fashionable boutiques and galleries.  
[VIEW MORE >](#)

# HOTEL BRANDS

## 1 BRAND SELECTION

In this gallery the user can browse the exclusive selection of hotel brands that GHG has to offer.

## 2 HOTELS PREVIEW

Each brand has a small preview with pictures of the best hotels being offered.

**GREATEST HOTELS GROUP**

Search for cities, hotels, attractions...  SIGN IN SIGN UP

EXPLORE HOTEL BRANDS TRENDING SEARCHES SAVED DESTINATIONS

THE BEST HOTEL BRANDS IN THE WORLD

 1					
2	 The Ritz-Carlton®				

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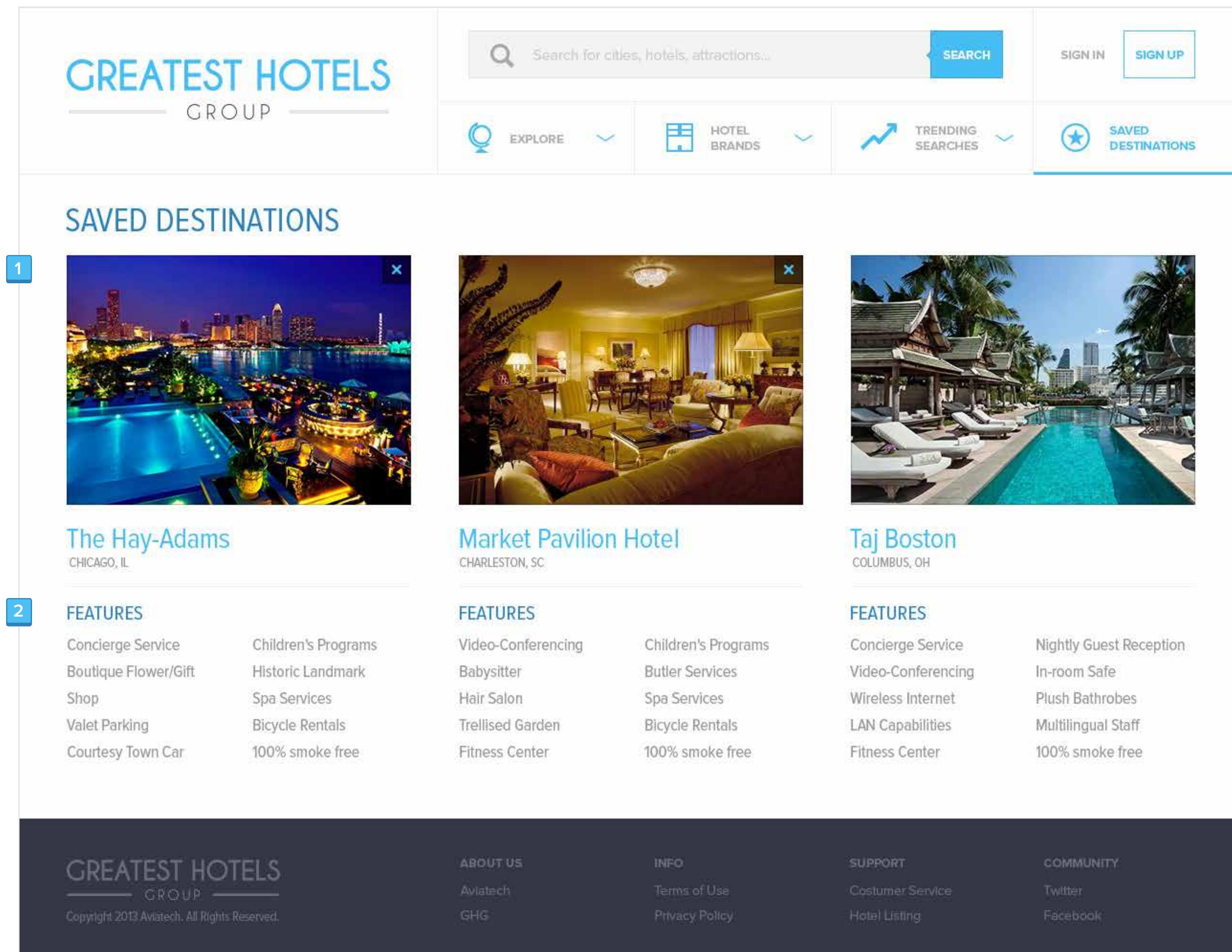
# SAVED DESTINATIONS

## 1 FAVORITES

The user can see images from their saved locations, click them to see additional details, explore Google Business Photos and book the hotel of interest.

## 2 QUICK COMPARISON

Saved hotels can have its features compared directly so that deciding the next vacation destination can be as easy as possible.



The screenshot shows the Greatest Hotels Group website interface. At the top, there's a search bar with a magnifying glass icon and placeholder text 'Search for cities, hotels, attractions...'. To the right of the search bar are 'SEARCH', 'SIGN IN', and 'SIGN UP' buttons. Below the search bar are four navigation links: 'EXPLORE' (with a magnifying glass icon), 'HOTEL BRANDS' (with a flag icon), 'TRENDING SEARCHES' (with a chart icon), and 'SAVED DESTINATIONS' (with a star icon). The 'SAVED DESTINATIONS' link is highlighted with a blue underline. The main content area is titled 'SAVED DESTINATIONS' and displays three hotel cards:

- The Hay-Adams** (CHICAGO, IL) - A night view of a hotel with a large pool and city skyline in the background.
- Market Pavilion Hotel** (CHARLESTON, SC) - An interior view of a hotel room with a sofa, coffee table, and dining area.
- Taj Boston** (COLUMBUS, OH) - An exterior view of a hotel with a long swimming pool and palm trees.

Below each hotel card, there's a 'FEATURES' section with a list of amenities. The 'The Hay-Adams' features include Concierge Service, Boutique Flower/Gift, Shop, Valet Parking, and Courtesy Town Car. The 'Market Pavilion Hotel' features include Video-Conferencing, Historic Landmark, Spa Services, Bicycle Rentals, and 100% smoke free. The 'Taj Boston' features include Children's Programs, Babysitter, Hair Salon, Trellised Garden, Fitness Center, Children's Programs, Butler Services, Spa Services, Bicycle Rentals, and 100% smoke free.

At the bottom of the page, there's a dark footer bar with the 'GREATEST HOTELS GROUP' logo, copyright information ('Copyright 2013 Aviatech. All Rights Reserved.'), and links to 'ABOUT US', 'INFO', 'SUPPORT', and 'COMMUNITY' sections, along with social media links for Twitter and Facebook.

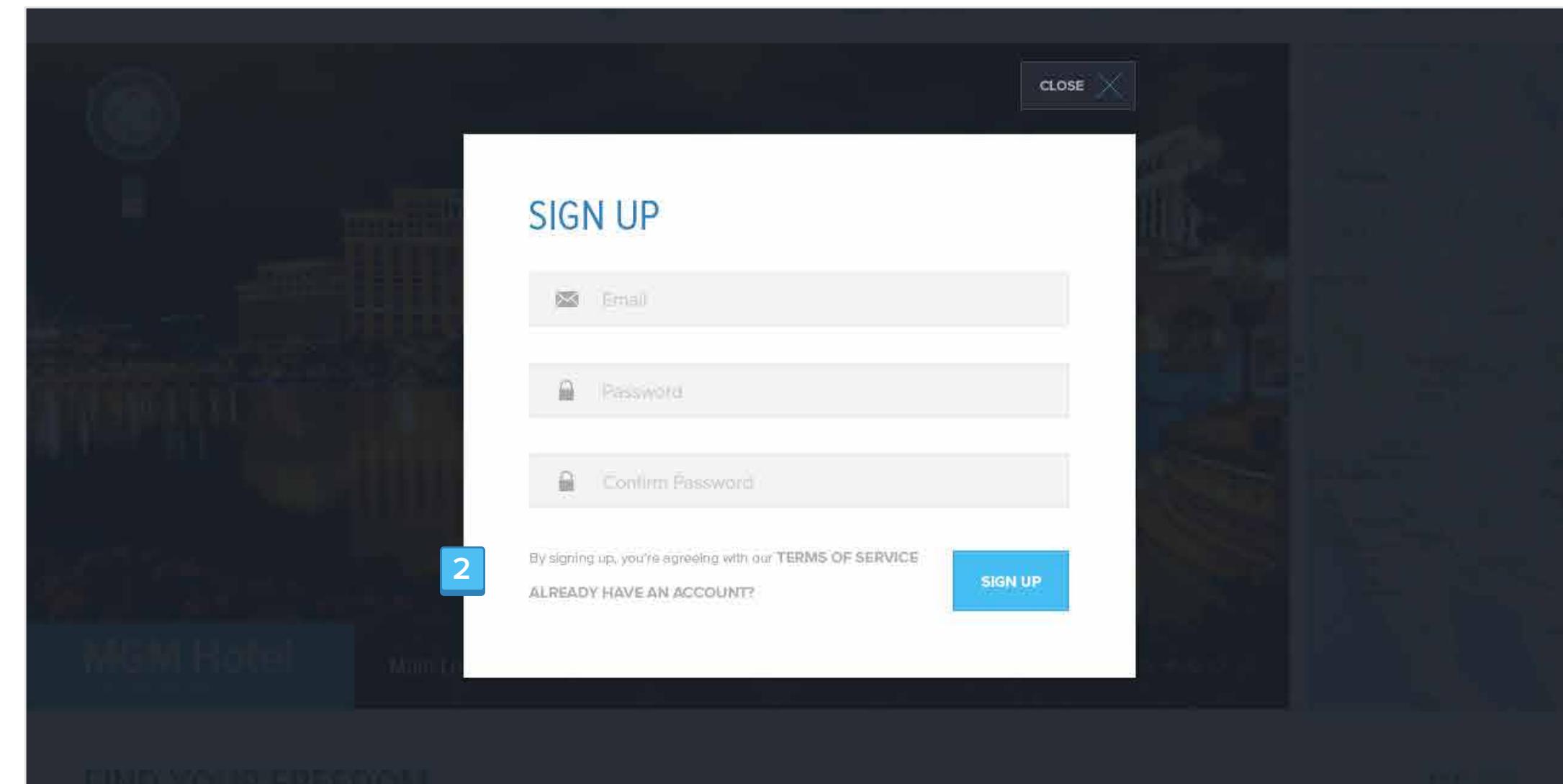
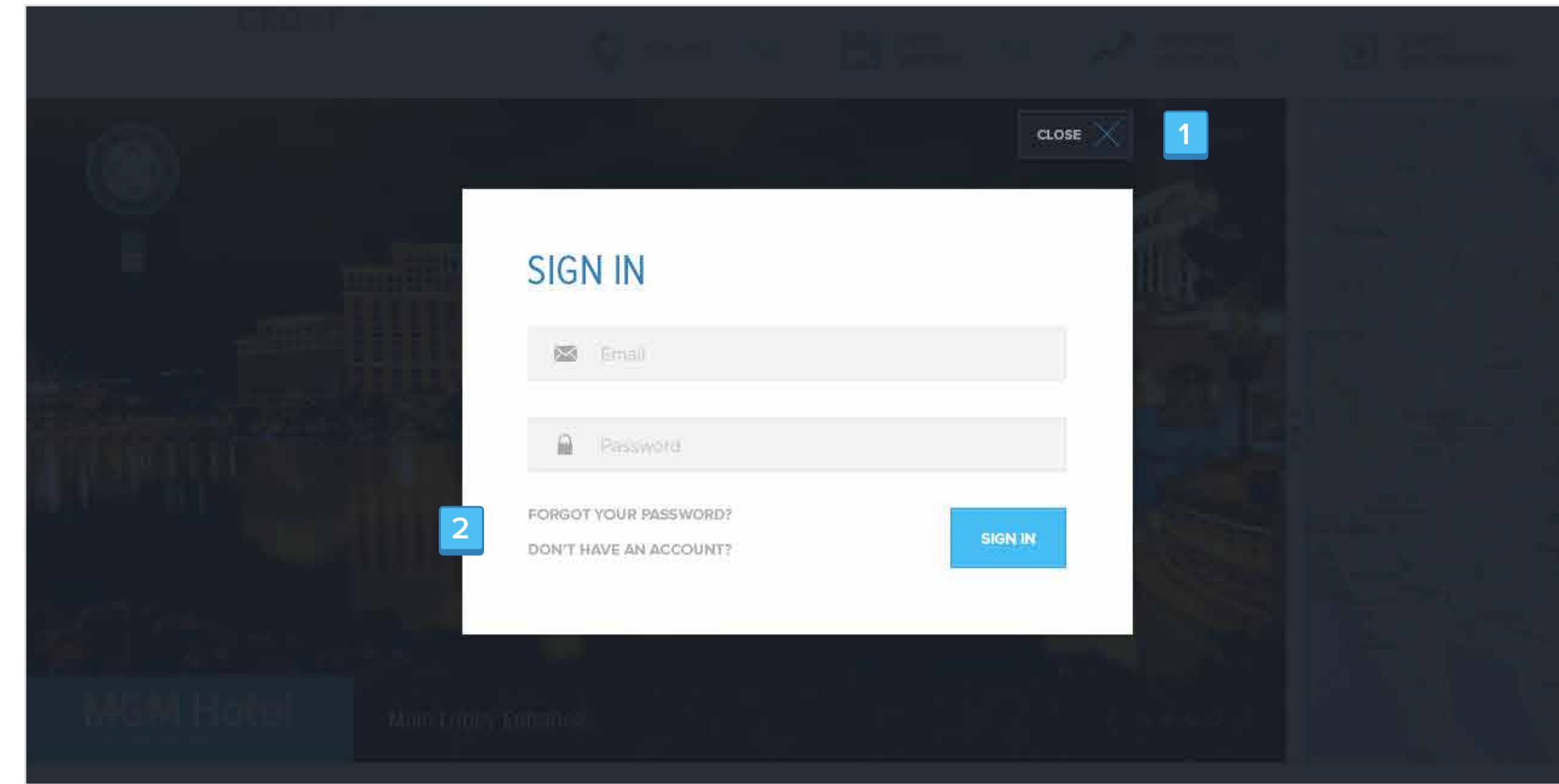
# SIGN IN / SIGN UP

## 1 PART OF EACH PAGE

Both sign in and sign up forms are displayed as a layer on top of the content being showcased on each page.

## 2 EASILY SWITCHABLE

The common issue of mixing signing in with signing up is addressed here by a link referring to the opposite process on each prompt.



# HOTEL DESCRIPTION

## 1 IMMERSION

Big images with Google Business Photos present the features of the hotel in an unique imersive way like nothing else available on the internet.

## 2 COMPARE RESULTS

Hotels from the search query or a specific list of brands / featured hotels can be quickly accessed via a clickable drop down menu at top of the screen enabling the user to easily switch and compare their options.

## 3 MORE INFO

After being presented with the images, the user have access to a paragraph that makes clear what is unique about each particularly hotel.

## 4 ATTRACTIONS, MAPS, REVIEWS

On the lower part of the screen, local attractions are displayed in a gallery form, as well as a map with highlighted close locations and a review section with selected opinions on the hotel in display.

**Bellagio Towers**  
LAS VEGAS, NV

**MAIN ROYAL SUITES**

**HOTEL OVERVIEW**

Award-winning dining, world-class art, sumptuous spa and luxury shopping add to the symphony that is Bellagio. Kynren Biltmore style meets inner-city urbanity at the Neutrino Sereno Hotel, an oasis of calm in East Africa's largest city. Featuring a pan-African theme, the property boasts orn-inspired interiors with decor from across the continent. The hotel is set in a leafy garden, with a large pool, and the focus on pampering and relaxation can be seen throughout, especially in the restorative treatments at the Moshé spa. At the elegant Mandarini Restaurant, one of Kenya's finest restaurants, the cuisine is continental but dishes are distinctly African. The polished friendly service receives consistent praise and the plugged-in concierge can arrange help guests explore locally (city tours) as well as regionally (nature trips).

**FEATURES**

- 39 Total Rooms
- Private Airstrip
- Curio Shop
- Internet Hot Spots
- Tours and Lectures by each
- Small Reference Library on the Area's Flora and Fauna
- Safe at Front Desk
- High Powered Telescope for Star Gazing Presentations

**LOCAL ATTRACTIONS**

Slot Machines, Red Rock Canyon, Shark Reef, Adventuredome

**MAP AND LOCATION**

Las Vegas Blvd at Flamingo Road, Las Vegas, NV 89109

**SELECTED REVIEWS**

"What a spectacular stay. We were upgraded to a Fountain View Room which was magical and late into the night watched the fountains dancing outside our windows. Service from Management most unexpected and appreciated. Would recommend it 100%."

- Jason L.

**SEARCH RESULTS FOR NEW YORK CITY, NY**

**The Raffles**  
BROOKLYN, NEW YORK CITY, NY

**Rivermoor Suites**  
TIMES SQUARE, NEW YORK CITY, NY

**Mistmarsh**  
UPPER EAST SIDE, NEW YORK CITY, NY

**Eastpine**  
CHELSEA, NEW YORK CITY, NY

**Beechwyn**  
GRAMERCY PARK, NEW YORK CITY, NY

**Fairlake**  
MIDTOWN, NEW YORK CITY, NY

Internet Hot Spots  
Talks and Lectures by each  
High Powered Telescopes for Star Gazing Presentations

**LOCAL ATTRACTIONS**

Slot Machines, Internet Hot Spots, High Powered Telescopes, Talks and Lectures by each

**MAP AND LOCATION**

Flamingo / Caesars Palace, Albert Ave

**SELECTED REVIEWS**

"What a spectacular stay. We were upgraded to a Fountain View Room which was magical and late into the night"

**Slot Machines**, **Red Rock Canyon**, **Shark Reef**, **Adventuredome**

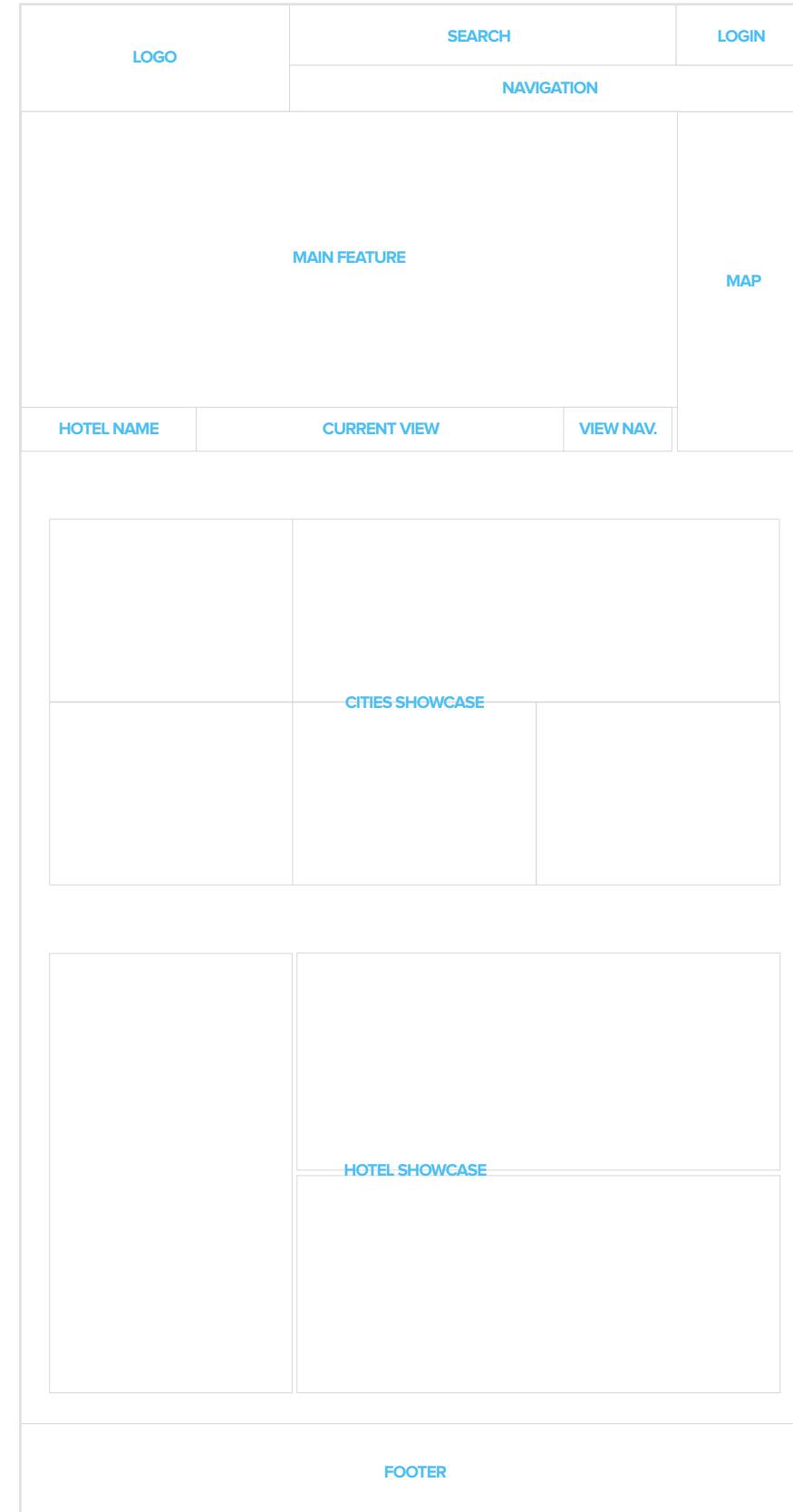
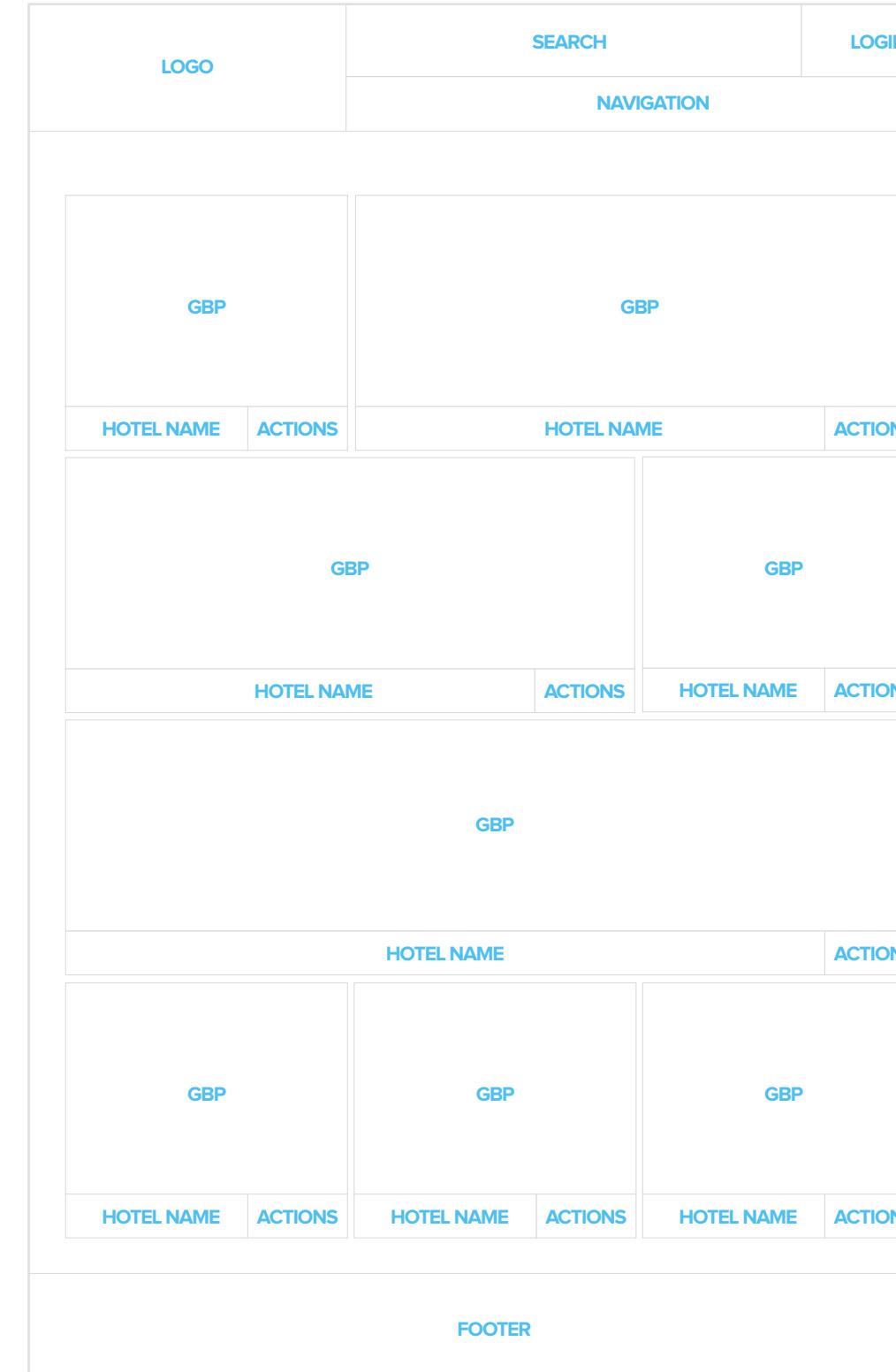
**MAP AND LOCATION**

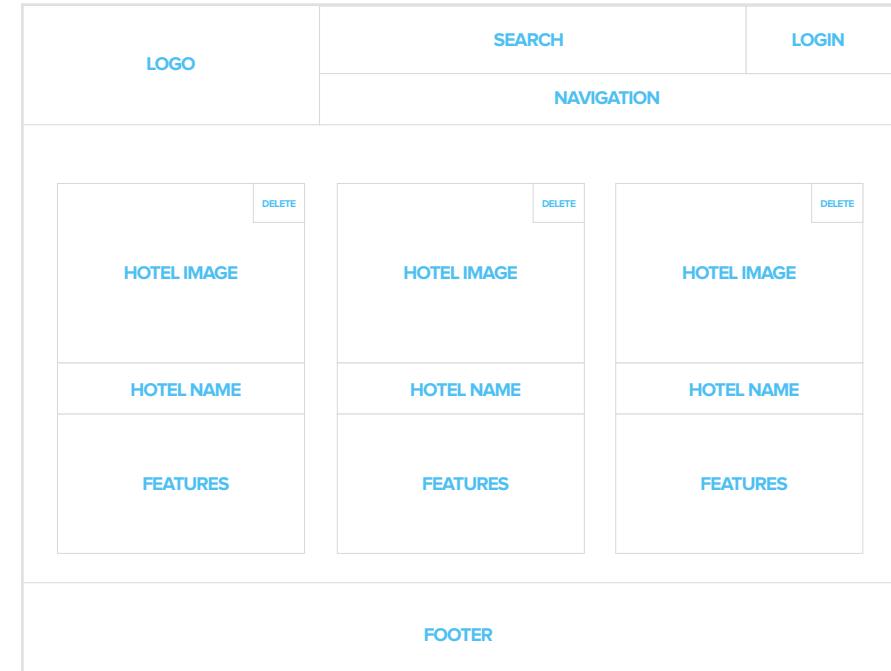
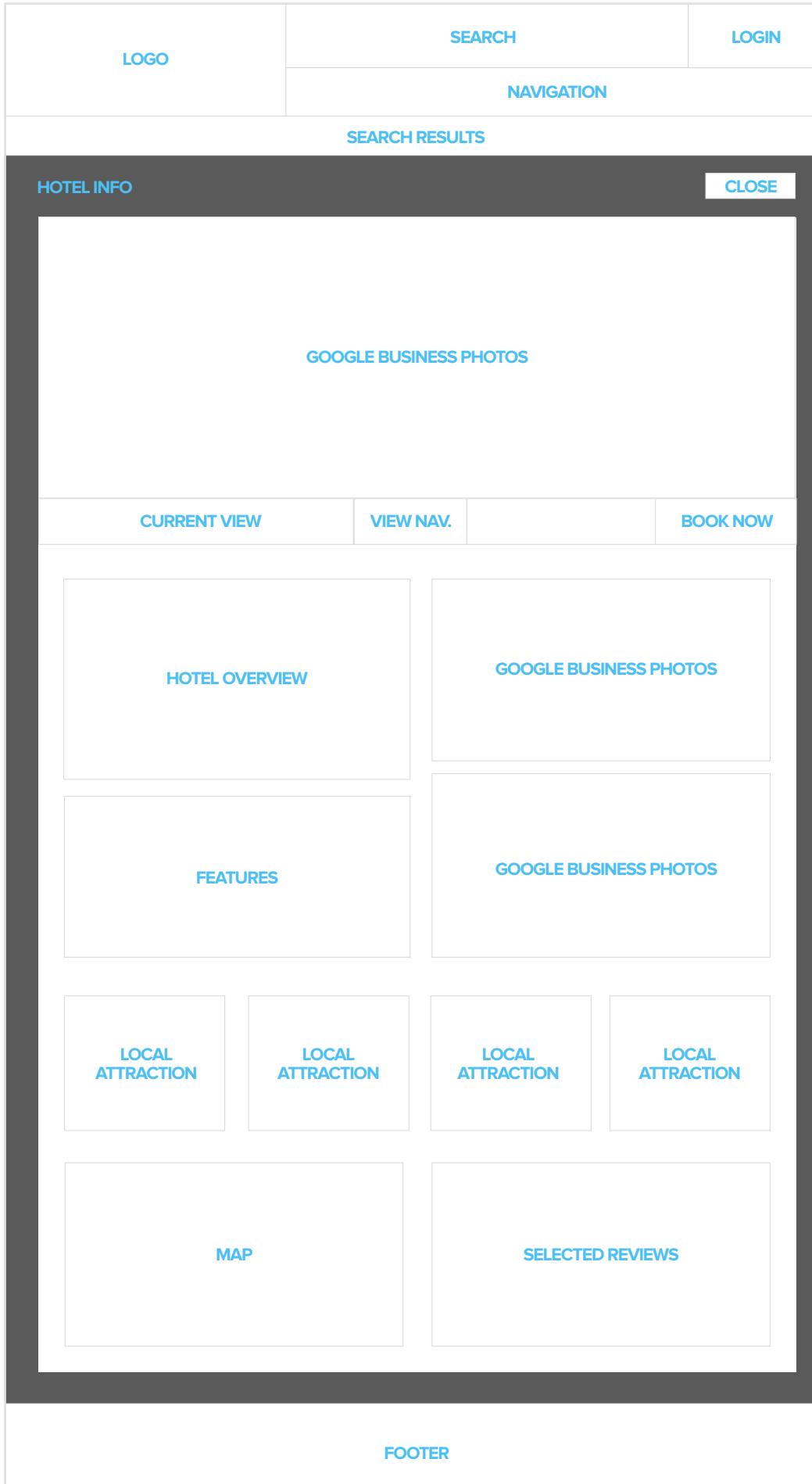
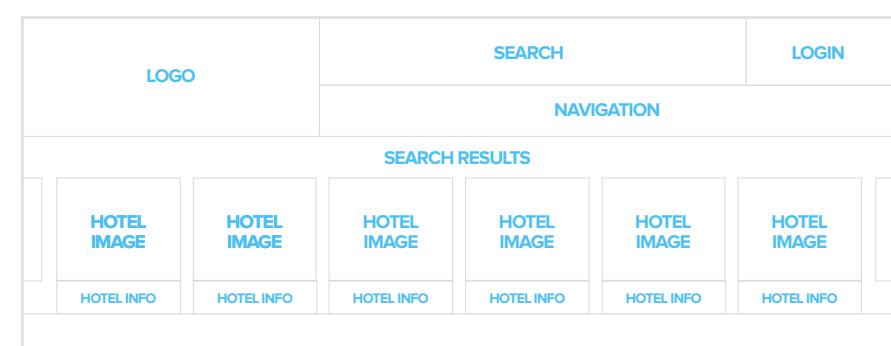
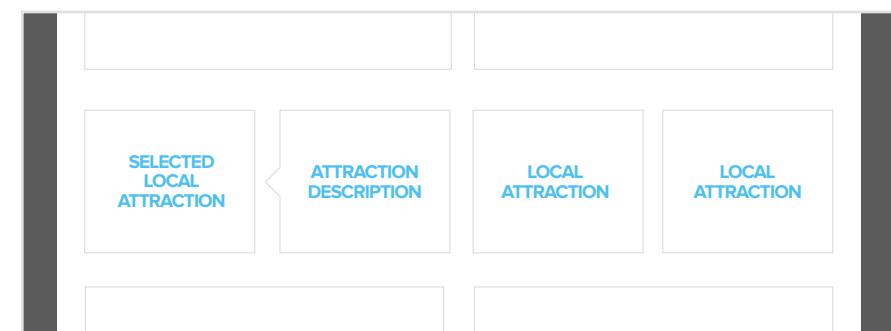
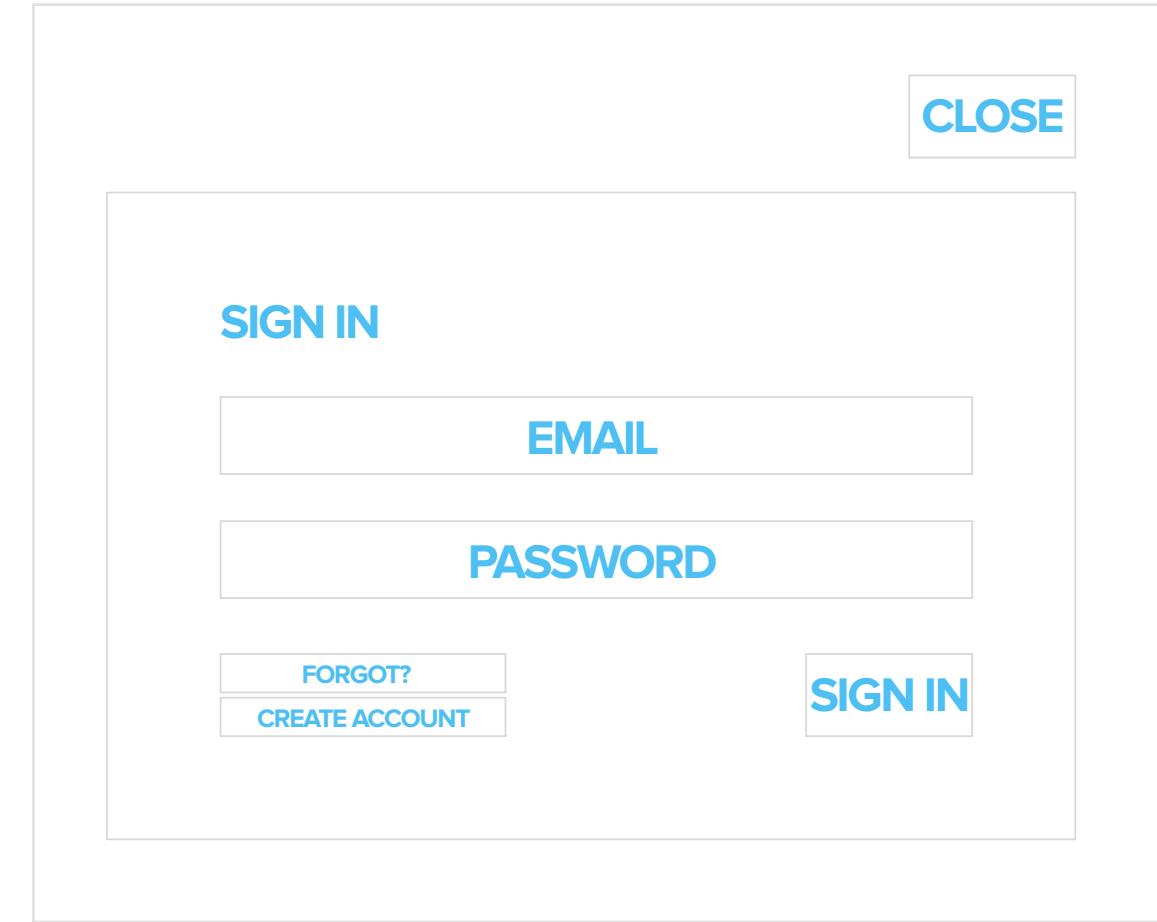
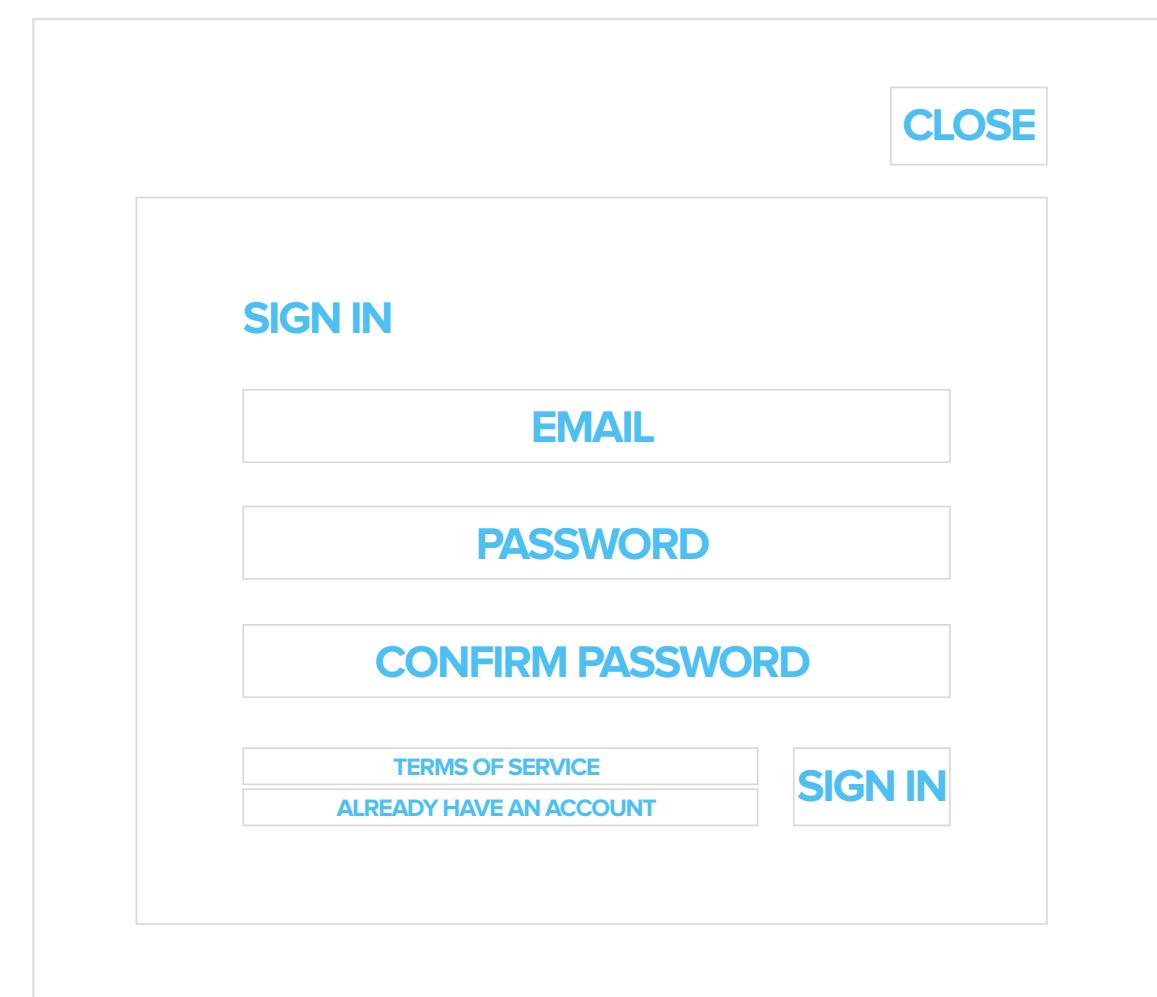
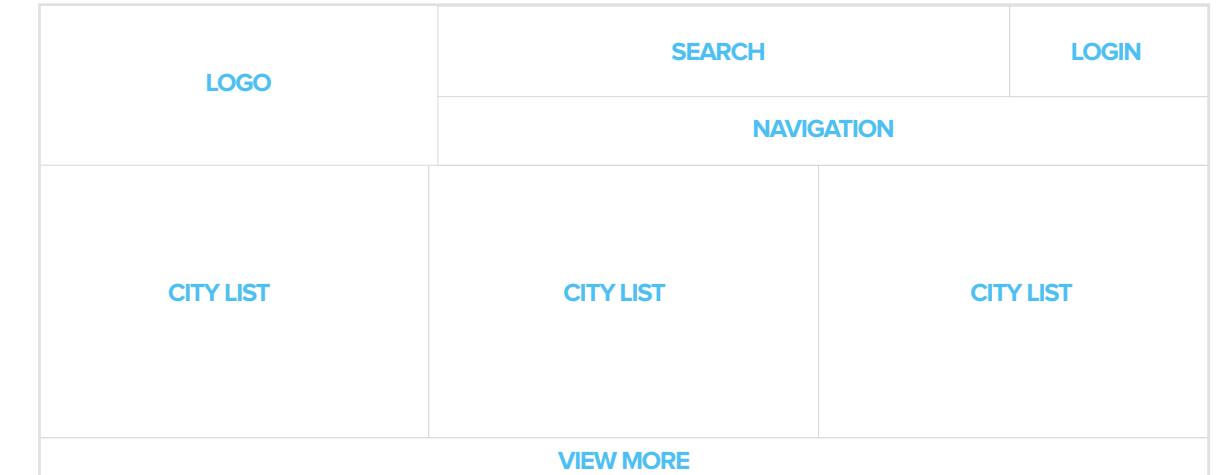
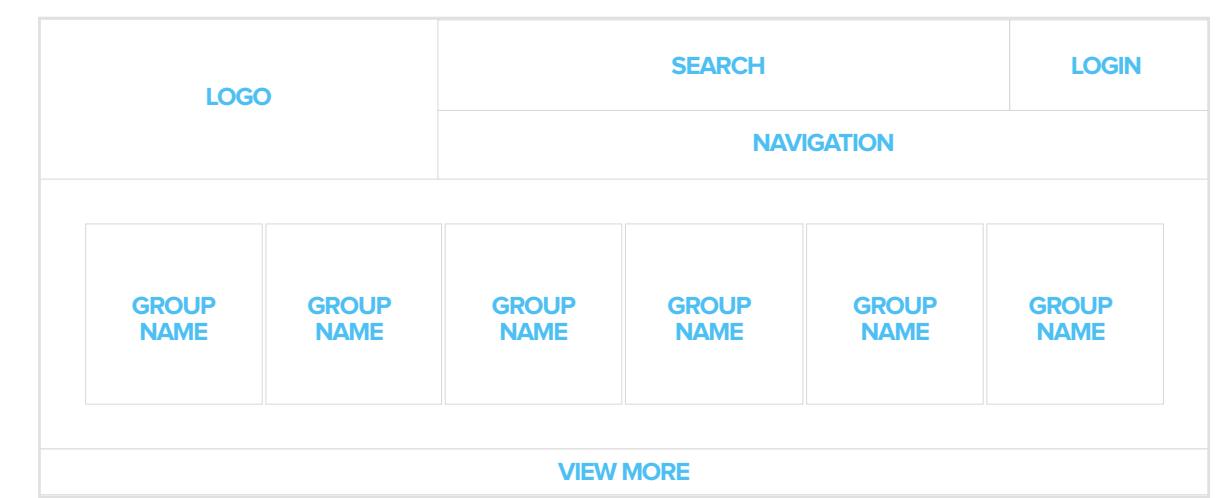
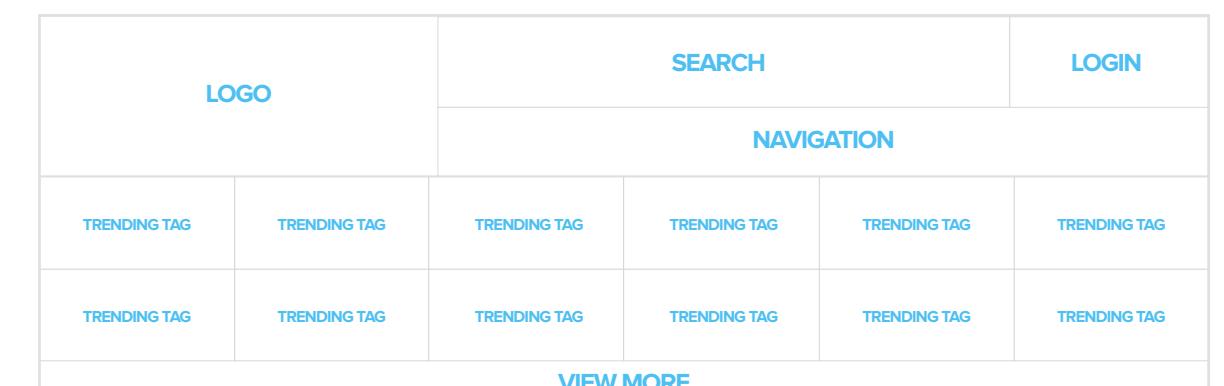
Las Vegas Blvd at Flamingo Road, Las Vegas, NV 89109

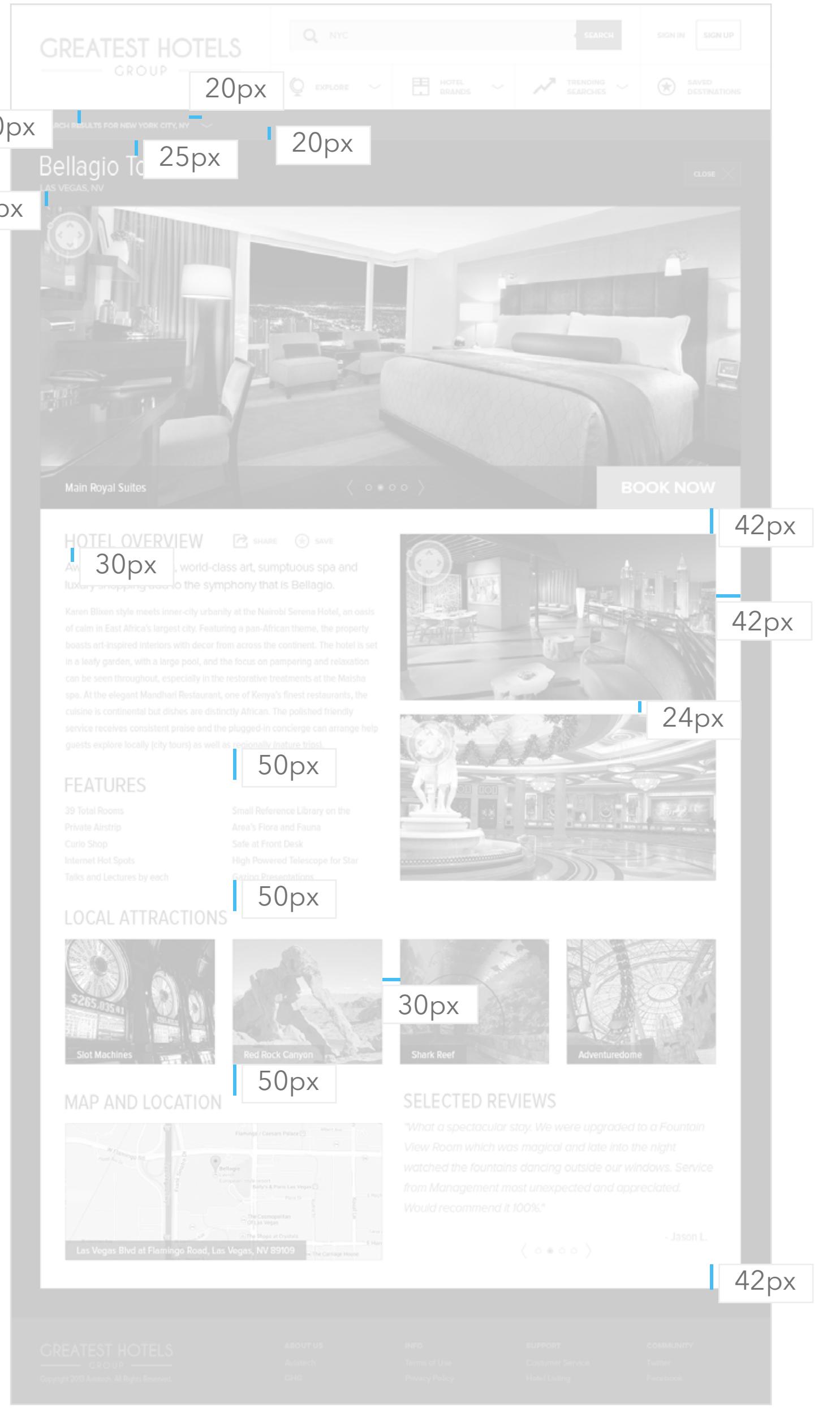
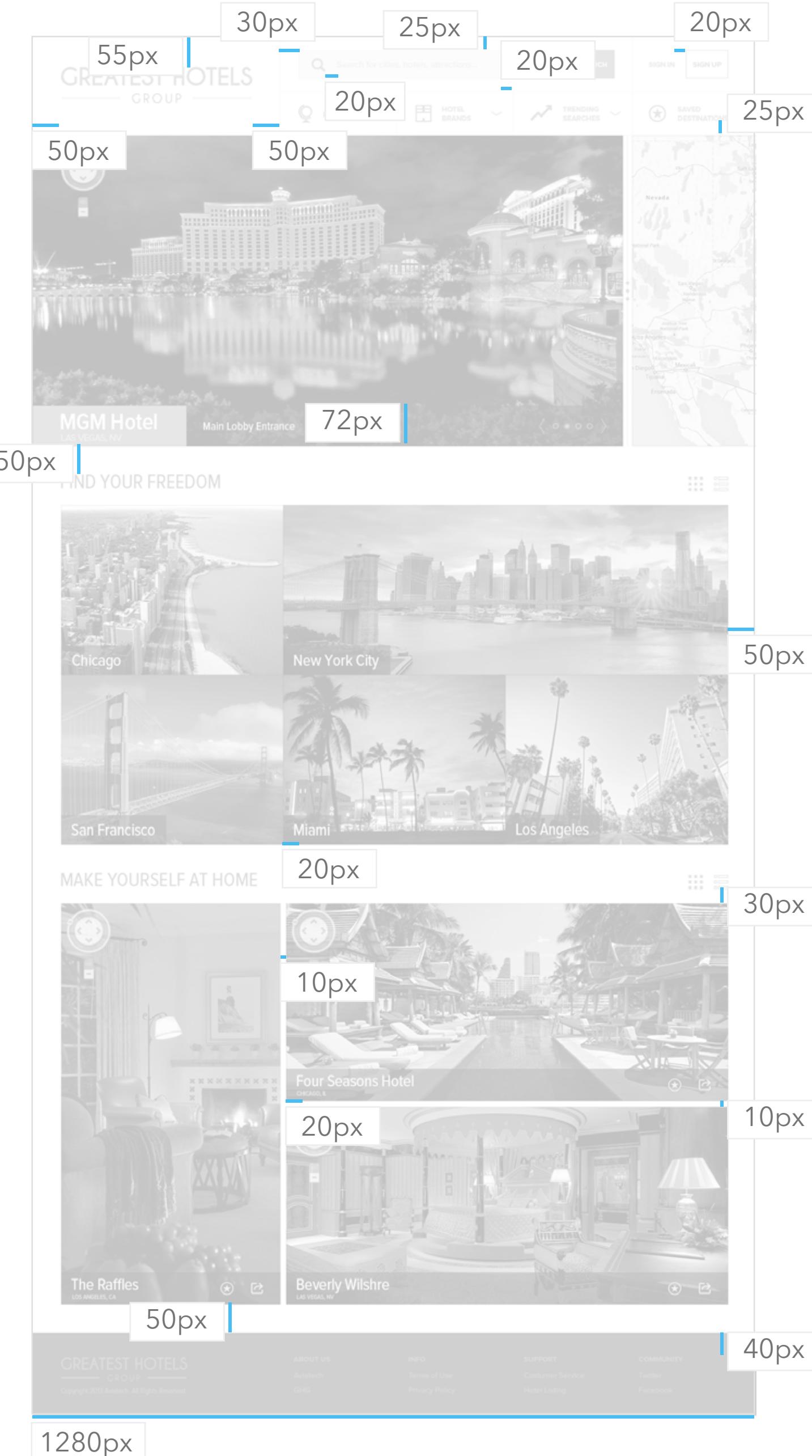
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- Jason L.

**HOME****GRID SEARCH****LIST SEARCH****HOTEL BRANDS**

**D SAVED HOTELS****B HOTEL DESCRIPTION****B SEARCH RESULTS ON HOTEL DESCRIPTION****B SEARCH RESULTS ON HOTEL DESCRIPTION****SIGN IN****SIGN UP****CITY LIST NAV****HOTEL BRANDS NAV****TRENDING TOPICS NAV**



**SEARCH RESULTS FOR "NEW YORK CITY, NY"**

**The Hay-Adams**  
BROOKLYN, NEW YORK CITY, NY

Housed in an Italian Renaissance-style mansion that was built in 1928, the hotel is grand enough for political bigwigs, yet welcoming and down-to-earth for travelers seeking an impeccably elegant base for their visit. The hotel's 80-plus-year history can still be seen in original details such as ornate plaster moldings, high ceilings and the walnut-paneled

**Market Pavilion Hotel**  
QUEEN, NEW YORK CITY, NY

Surrounded with antebellum homes and true southern charm, the city of Charleston captures a slice of American history. Located just steps from the Waterfront Park in the epicenter Historic District, the elegant 19th-century style Market Pavilion Hotel is built on land formerly below sea level and many of the artifacts on display, including Revolutionary War-era bottles and historic artwork, were uncovered on the seabed. They now adorn the guest rooms and public areas and are beautifully merged with contemporary spaces.

**Taj Boston**  
LINCOLN SQUARE, NEW YORK CITY, NY

Situated in the city's most celebrated location in walking distance of historic sites, theater and financial districts as well as fashionable boutiques and galleries.

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**SAVED DESTINATIONS**

**The Hay-Adam**  
CHICAGO, IL

**Market Pavilion Hotel**  
CHARLESTON, SC

**Taj Boston**  
LINCOLN SQUARE, NEW YORK CITY, NY

**FEATURES**  
Concierge Services, Boutique Hotel, Shop, Valet Parking, Courtesy Town Car

**FEATURES**  
Video-Conferencing, Babysitter, Hair Salons, Spa Services, Bicycle Rentals, 100% smoke free

**FEATURES**  
Concierge Service, Video-Conferencing, Wireless Internet, Fitness Center

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**Hilton**

**CARLSON REZIDOR HOTELS & RESORTS**

**Sheraton**

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**HOLIDAY**

**FAMILY**

**RESORT**

**CRUISE**

**EXPEDITION**

**JOURNEY**

**CULTURE**

**ATTRACTIONS**

**VACATION**

**SOUTH**

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**SAN DIEGO**

**CHICAGO**

**NEW YORK**

**ST. LOUIS**

**NEW ORLEANS**

**SAN FRANCISCO**

**AUSTIN**

**LOS ANGELES**

**BOSTON**

**ASPEN**

**DENVER**

**MIAMI**

**LAS VEGAS**

**PORTLAND**

**KEY WEST**

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**SIGN IN**

**SIGN UP**

**FORGOT PASSWORD?**

**HAVE AN ACCOUNT?**

**SIGN IN**

**1** NAV ITEM

Proxima Nova Bold

13 pt | 16 pt line height | -10 tracking

**2** SECTION TITLES

Proxima Nova Condensed Regular

35 pt | 0 tracking

**3** INTRODUCTION PARAGRAPH

Proxima Nova Light

21 pt | 30 pt line height | 0 tracking

**4** REGULAR TEXT / ATTRACTIONS

Proxima Nova Condensed Regular

18 pt | 28 pt line height | -10 tracking

**5** REVIEW TEXT

Proxima Nova Light Italic

21 pt | 34 pt line height | -25 tracking

**6** HOTEL NAME

Proxima Nova Condensed Light

48 pt | -10 tracking

**7** HOTEL LOCATION / SEARCH

Proxima Nova Regular

16 pt | -10 tracking

**8** FEATURE NAME

Proxima Nova Condensed Regular

30 pt | -15 tracking

**9** FEATURE LOCATION

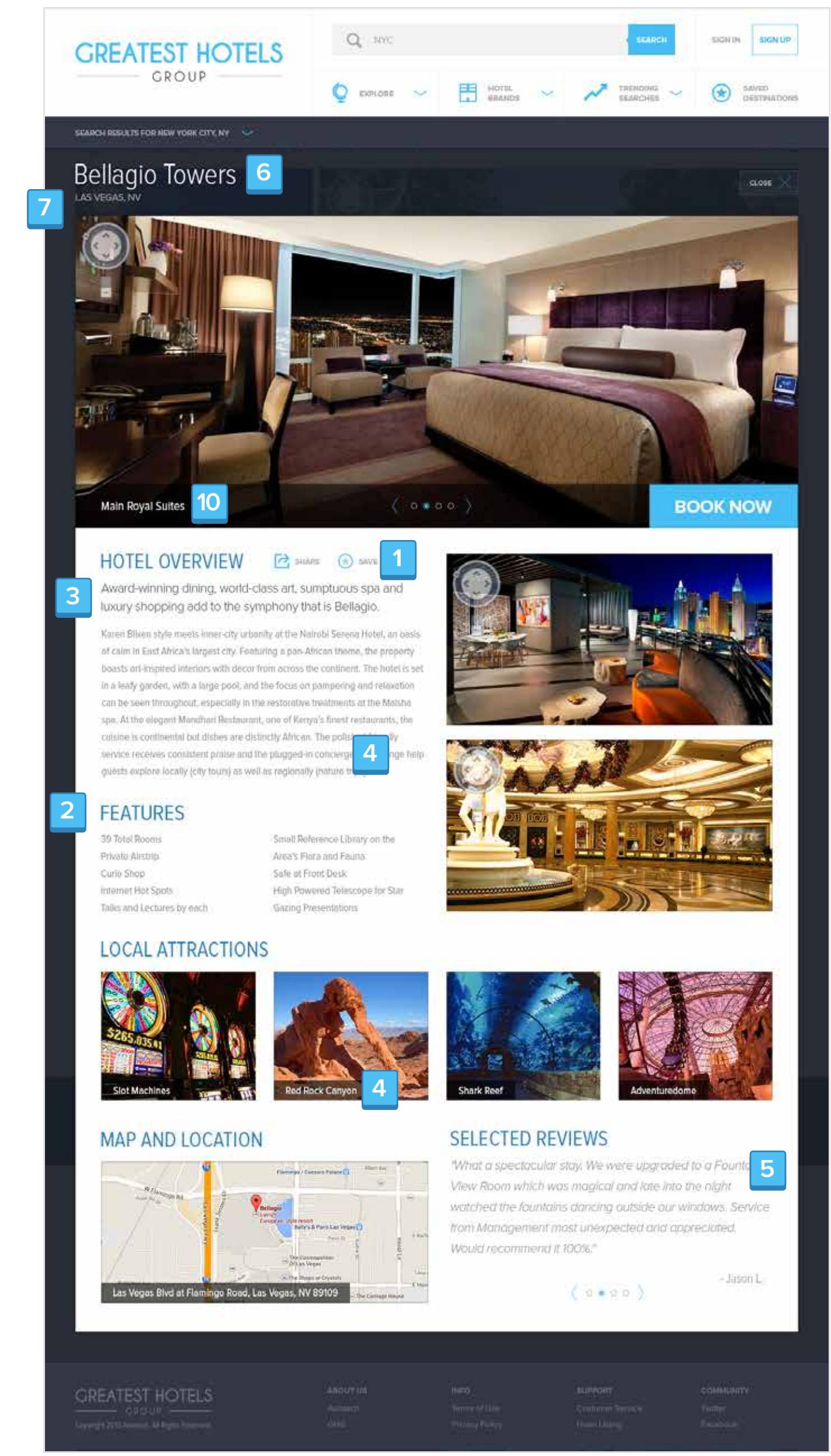
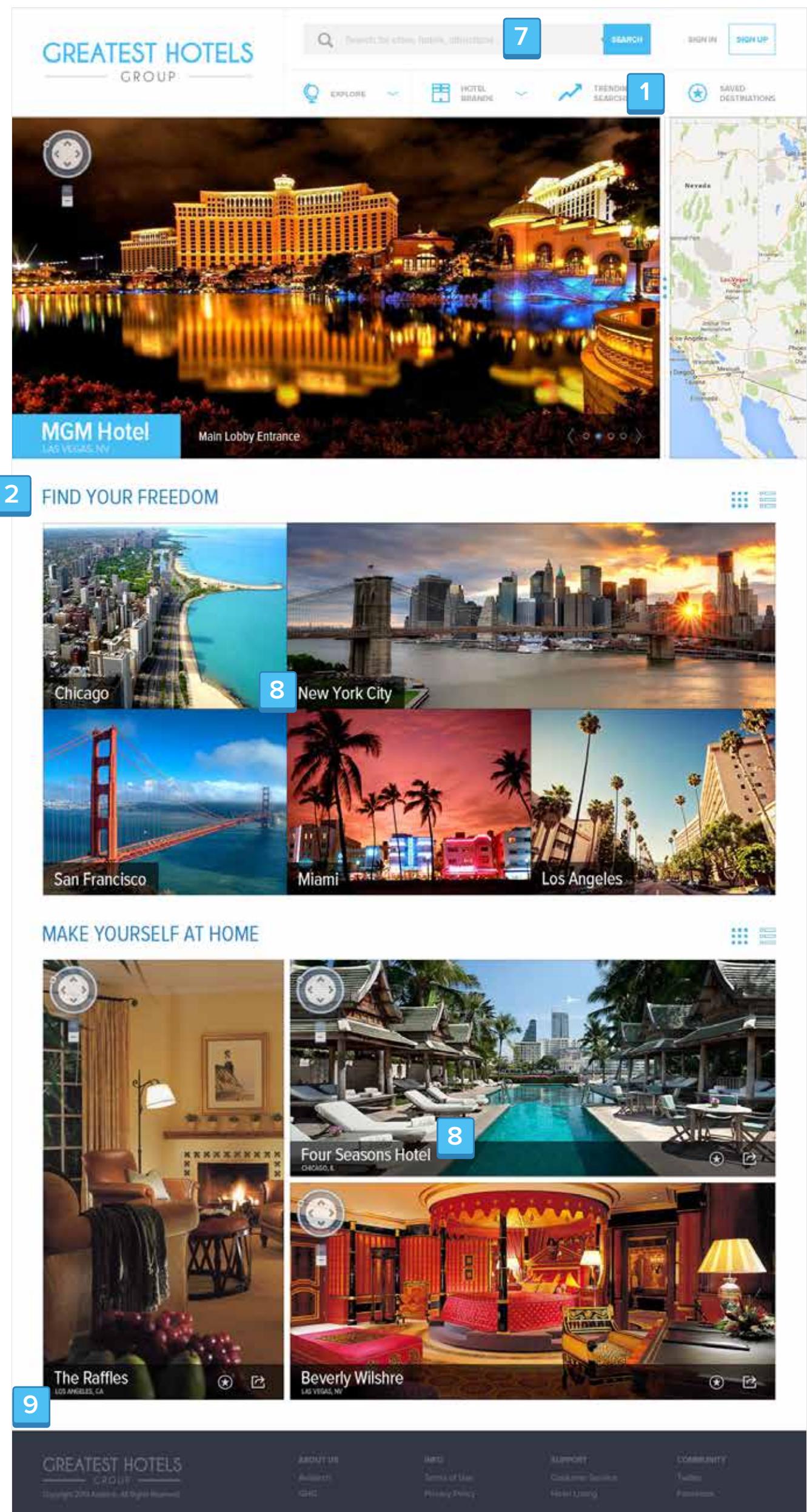
Proxima Nova Condensed Regular

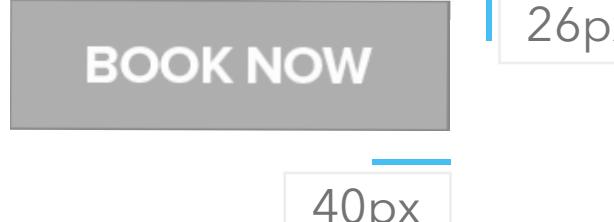
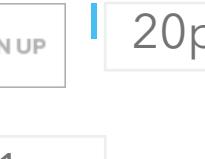
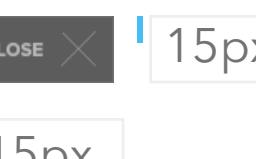
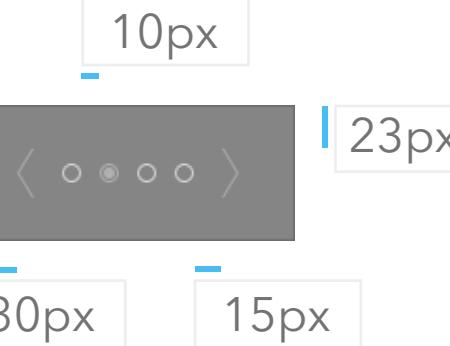
12 pt | -15 tracking

**10** VIEW NAME

Proxima Nova Condensed Regular

21 pt | 0 tracking



FONT INFO	Proxima Nova Bold 30pt -25 tracking	Proxima Nova Bold 13pt -10 tracking	Proxima Nova Bold 12pt -20 tracking	--	--	--	Proxima Nova Bold 13pt -25 tracking	Proxima Nova Bold 13pt -10 tracking
NORMAL					 	 	 SHARE	<a href="#">VIEW MORE &gt;</a>
HOVER					 	 	 SHARE	<a href="#">VIEW MORE &gt;</a>
PRESSED					 	 	 SHARE	<a href="#">VIEW MORE &gt;</a>
SPACING	 26px 40px	 11px	 15px	 10px 30px 15px	 20px	 30px 30px	 10px 17px	

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#2980B9



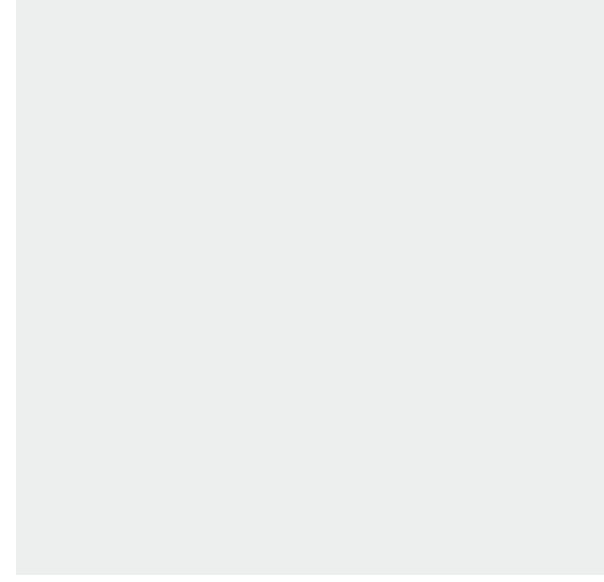
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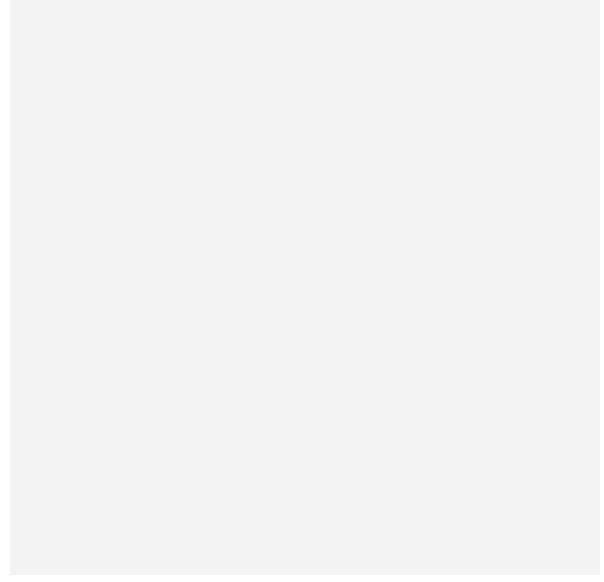
#666666



#EDEEFF



#F3F3F3



#6A6E76



#A7A9AB



# THE GREATEST HOTELS DESERVE THE **GREATEST DESIGN.**

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User experience that delivers the information that the users demand in an interactive and informing way.

Google Business Photos front and center with every hotel interaction.

Clear navigation structure and use of color to convey not only hierarchy but a strong identity.

Modular system provides harmony and makes it easy to scale for any future needs.