

GREATESTHOTELS.COM

WEBSITE REDESIGN

ALEXA MARTINEZ

OUR GOAL IS TO EMPOWER HOTELIERS TO CONTROL THEIR OWN DESTINY

Immerse users in an intensely visual experience of their hotel as if they were actually there

Capture the energy and beauty of prime luxury hotels around the world

Redirect users to trusted hotel site for instant booking

PHASE ONE

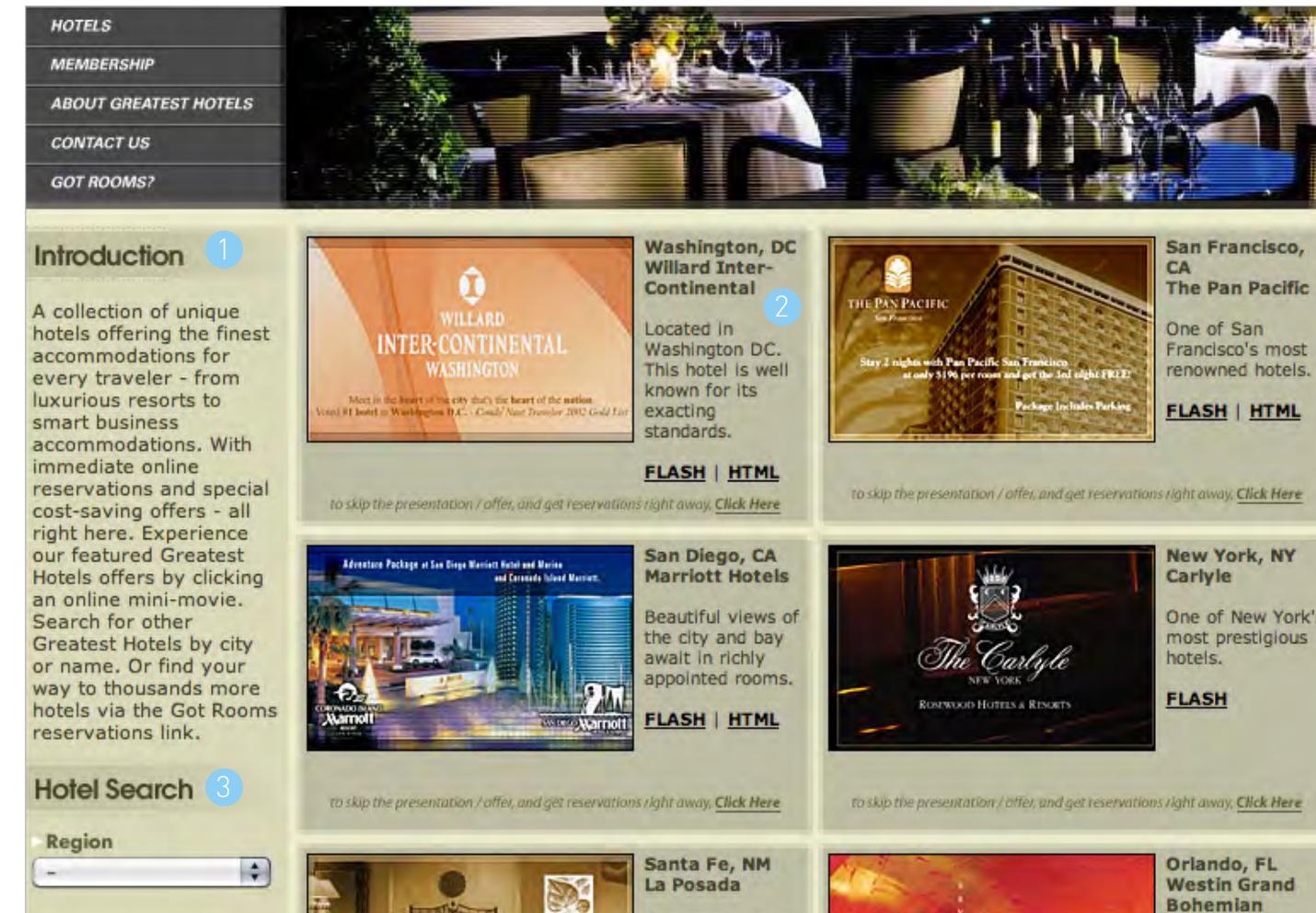
RESEARCH

SITE ANALYSIS

GREATESTHOTELS.COM

While the idea is good of creating great offers for customers with the best hotels around, the website does not hold up this message. The site is outdated and barely functional - none of the menu links work. The following is an analysis of successes and failures of the site.

- 1 Good introduction to purpose of services, but needs to grab more attention and shout excitement.
- 2 Highlights of different hotels do not share appropriate information. Links are confusing.
- 3 Hotel search should be a main function of the site and have far more options in filtration.



The screenshot shows the homepage of GreatestHotels.com. At the top is a navigation bar with links: HOTELS, MEMBERSHIP, ABOUT GREATEST HOTELS, CONTACT US, and GOT ROOMS?. Below the navigation is a large, vibrant banner image of a restaurant or lounge setting. To the left of the banner is a sidebar with a "HOTELS" heading and a "GOT ROOMS?" link. The main content area features several hotel highlights:

- Introduction** (1): 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.
- Washington, DC Willard Inter-Continental** (2): Located in Washington DC. This hotel is well known for its exacting standards.
- San Francisco, CA The Pan Pacific**: One of San Francisco's most renowned hotels.
- San Diego, CA Marriott Hotels**: Beautiful views of the city and bay await in richly appointed rooms.
- Santa Fe, NM La Posada**
- Orlando, FL Westin Grand Bohemian**

Each hotel highlight includes a thumbnail image, the hotel's name, a brief description, and links to "FLASH | HTML". There are also "Click Here" links to skip presentations and get reservations.

SITE ANALYSIS

GOOGLE MAPS BUSINESS PHOTOS

The idea for this platform makes for excellent marketing for any business. The virtual tour with 360 degree views is the perfect way for a customer to get a feel for the experience they would have if visiting the business in person.

- 1 Service allows interaction with photos so that viewers can see businesses in a full 360 degrees.
- 2 Ability to share and embed panoramic photos from here into websites and other platforms.
- 3 Partner with professional photographers to ensure a high quality representation of business.

3 Attract more customers with Business Photos



Børnenes Magasin

Aarhus C, DK

Published 1 hours ago



Add a virtual tour 1

Bring your business to life: create a 360-degree, interactive tour. Showcase all the details that your customers love. Perfect for restaurants, retail shops, gyms, salons, and more!

Engage with your customers

With Business Photos, your customers can walk around, explore, and interact with your business like never before. Customers will be able to truly experience your business - just like being there!

Share with the world 2

Not only will these images appear on Google searches, Google Maps, and Google+ Local, but you can easily embed panoramic photos on your own website, social media pages, and more!

COMPETITOR A: KAYAK

The concept and delivery are great for Kayak, where comparing travel prices is extremely easy. The site is simple and easy to understand, making for quick searches.

- 1 Search is an easy to follow four-step process that can be edited at any time hassle-free.
- 2 Search results are full of accessible information that's easily comparable among one another.
- 3 Further filtration efforts ensure the user has the best results.
- 4 Images are a good idea. However, maybe having more photos available from the start would help users.

The screenshot shows the Kayak homepage with a search bar at the top. The search parameters are set to "Auckland, New Zealand" for the destination, "Tue 9/17 - Thu 10/17" for the dates, "30 nights" for the stay duration, "1 room" for the number of rooms, and "2 guests" for the number of guests. A "Find Hotels" button is visible. Below the search bar, the results are displayed under the heading "288 of 292 hotels". The results are sorted by relevance. Each hotel listing includes the price, name, star rating, review count, a "Select" button, and a small image of the hotel. The first three results are highlighted with numbered callouts:

- 1** The search bar and its input field.
- 2** The total number of results and the sort dropdown.
- 3** The "Location" section with a "Create a price alert" button and a "Select" button.
- 4** The "Skycity Grand Hotel" listing, which is a "Good Deal" at \$147, showing a comparison with Agoda (\$147), KAYAK (\$172), Booking.com (\$172), and Skycityhotels (\$183). It also highlights a 13% discount below market rate.

On the right side of the page, there are sidebar ads for "Booking.com" and "Great Deals on Airfare".

COMPETITOR B: TRIVAGO

Trivago focuses more on the best deal when searching for hotels. They gather and present the best prices found through other services and show a comparison.

- 1 Editing search options is just a matter of changing information in the top menu bar.
- 2 Expandable information reveals price comparison with links to the actual deals via other sites.
- 3 Info button expands to a helpful area full of hotel features and contact information.

The screenshot shows the trivago homepage with a search for "Las Vegas". The interface includes a world map for navigation, a sidebar with city links, and a main search results area for Monte Carlo and The Venetian.

Monte Carlo

Website	Price
Hotels.com	\$84
Expedia	\$84
Booking.com	\$84
Venere.com	\$84
priceline.com	\$84
Agoda	\$84

The Venetian

Website	Price
priceline.com	\$149
Olotels.com	\$194
Expedia	\$239
Agoda	\$149
Hotels.com	\$239
Tingo	\$239
Booking.com	\$239

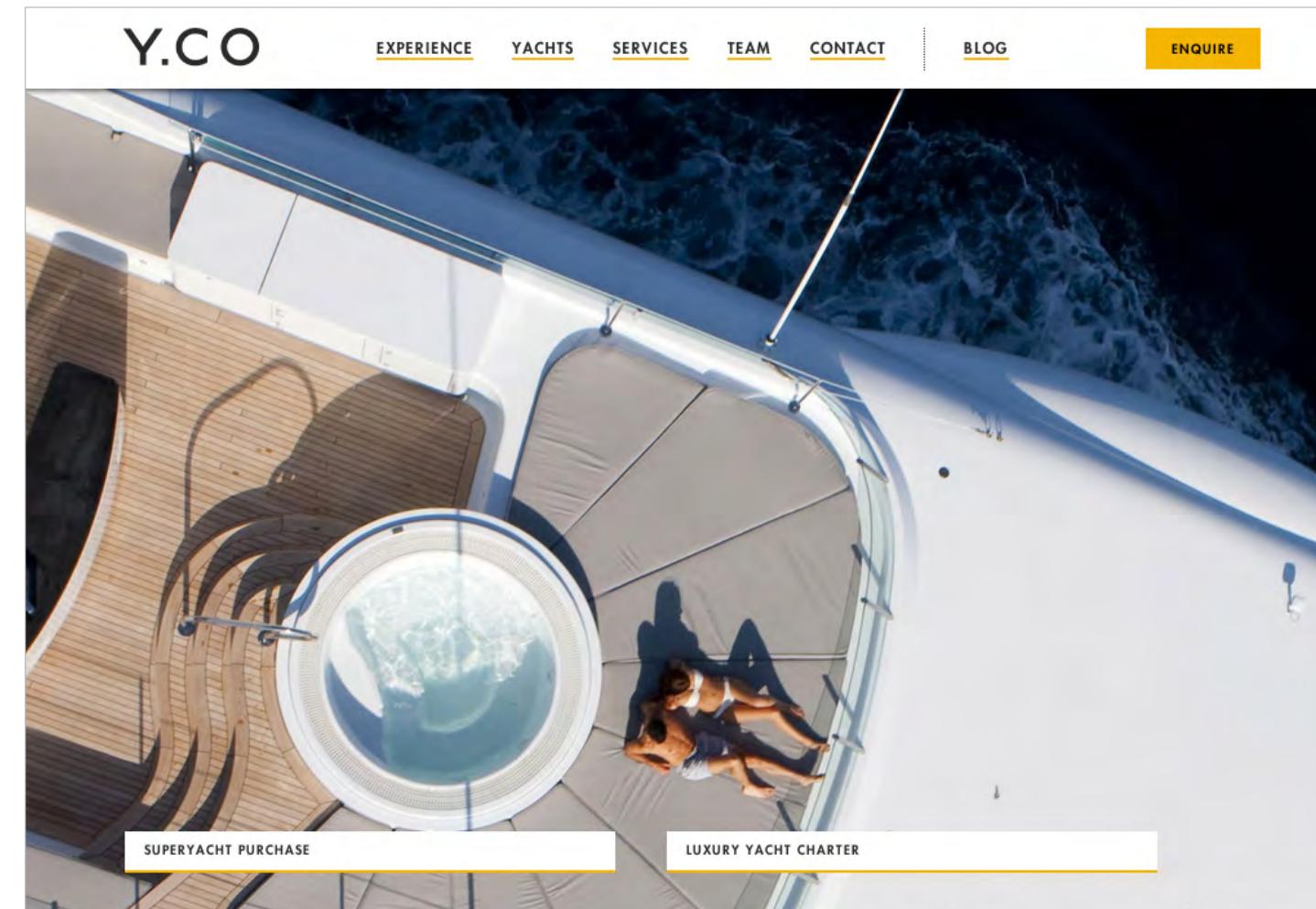
Price Comparison

Offer	Description	Price
Booking.com	Venetian Luxury Suite with a King Bed - Free cancellation - Found your	\$149
priceline	Venetian Luxury Suite-1King Bed-650 Sq Ft- Living Room-130 Sq Ft	\$149
agoda	Suite King Bed	\$149
Booking.com	Venetian Bella Suite with Two Queen Beds - Free cancellation -	\$179
priceline	Bella-2 Queen Beds-700 Sq Ft-Marble Bath	\$179

INSPIRATIONAL SITES

THE YACHT COMPANY

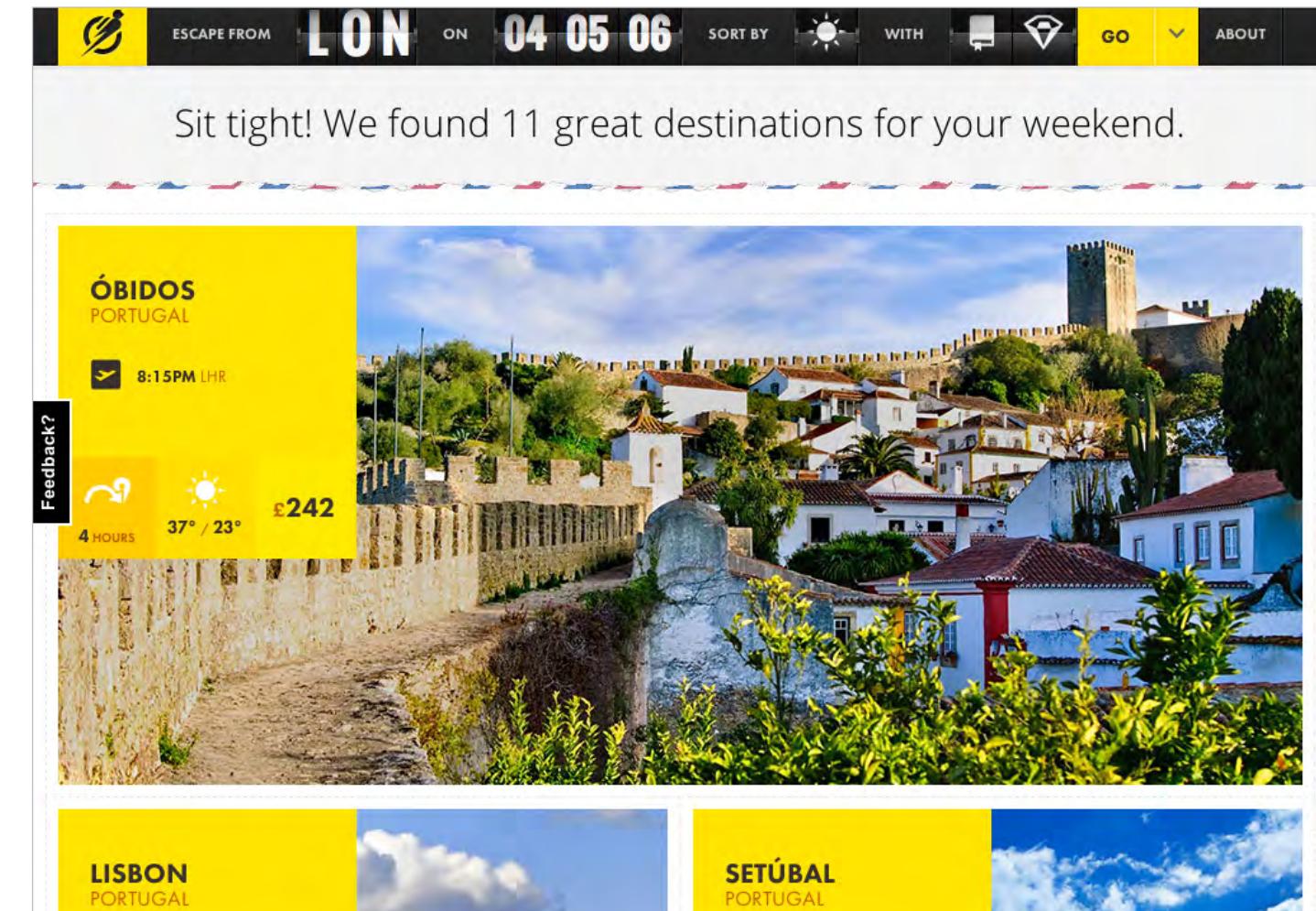
Y.CO creates an amazing visual experience for users. Every aspect of the site is full of stunning images that swoon users into wanting to use their service. Sometimes accompanying the images is clean white text with enticing taglines. Also, Y.CO successfully integrates video into their scroll of images to bring the yacht experience full circle.



INSPIRATIONAL SITES

ESCAPE FLIGHT

This site is for the impromptu traveller, much like ours at GHG. Here they display beautiful scenic images of desired destinations. In the corner of each image appears a consistent and organized box of information highlighting weather, price, time, etc. After a user decides on a destination, more information and images appear. Culture, food, and architecture are just some of the topics discussed.



RESEARCH SUMMARY

WHAT DOES GHG NEED TO DO?

- >Create an immersive user experience through images (Google Business Photos)
- Engage users to explore and book hotels
- Drive traffic to hotel sites (Online Direct Reservation)

PHASE TWO

USER RESEARCH AND TAXONOMY MAP

DEFINING THE USER WHO ARE THEY?

25 to 55 years old with upper income

Willing to spend \$500-1,000 a night

Spontaneous travelers with exquisite taste

DEFINING THE USER

WHAT DO THEY NEED?

To visit the greatest hotels in the world

The ability to visualize what it would be like to be in the hotel

A smart and quick process for easy booking

USER SURVEY RESULTS

In order to validate assumptions and discover new ideas, we asked three users to participate in a survey appropriated to the goals of GHG. Here are the results.

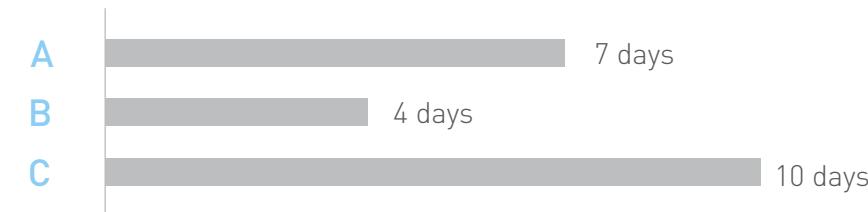
USER SPECS

A 45-55 year old Male
Married with Family

B 25-35 year old Female
Married with Family

C 25-35 year old Male
Married with Family

1 NIGHTS SPENT AT A HOTEL PER YEAR DURING VACATION



2 CURRENT ONLINE PLACE TO LOOK FOR HOTELS

- A Goes directly to Marriott's website
- B Hotels.com or Travelocity
- C Expedia or Orbitz

3 MOST IMPORTANT QUALITY WHEN SELECTING

100% said that location mattered most above services, atmosphere, and activities

USER SURVEY RESULTS

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USER SPECS

- A 45-55 year old Male
Married with Family
- B 25-35 year old Female
Married with Family
- C 25-35 year old Male
Married with Family

4 DO USERS TYPICALLY SELECT SAME HOTEL BRAND?

- YES** ● ● ● User A chooses Marriott
- NO** ● ● ● Users B and C have no preference

5 INFORMATION THAT COULD INFLUENCE DECISION



6 DOES SOCIAL MEDIA INFLUENCE PLANNING?

100% said that social media has NO influence over their decision making when planning

7 WHAT ARE KEY ASPECTS WHEN SELECTING A DESTINATION



User A chose Scenery. User B chose Attractions. User C chose Climate but also stressed the importance of Attractions and Scenery.

AFTER SURVEYS IT IS CLEAR THAT USERS...

- Are brand loyal
- Need specifically filtered searches
- Want internal and external views of hotel
- Prioritize location versus attractions
- Share with and are influenced by friends and family

USER PERSONA

MEET CLAIRE JONES



♀ 47 Years Old

🏠 Bedford, NH

Claire is a 47 year old stay at home wife who resides in the quaint town of Bedford, New Hampshire. Her husband, Dennis, is gone for most of the day working hard at his law firm. After a long day of work, Claire likes to greet him with a nice home-cooked meal reminiscent of the international dishes they tried from their travels.

Every morning Claire catches up on the New York Times over espresso with the company of her Cavalier King Charles Spaniel, Winston. However, this morning is special. She is planning a getaway vacation for the week that Dennis has free.

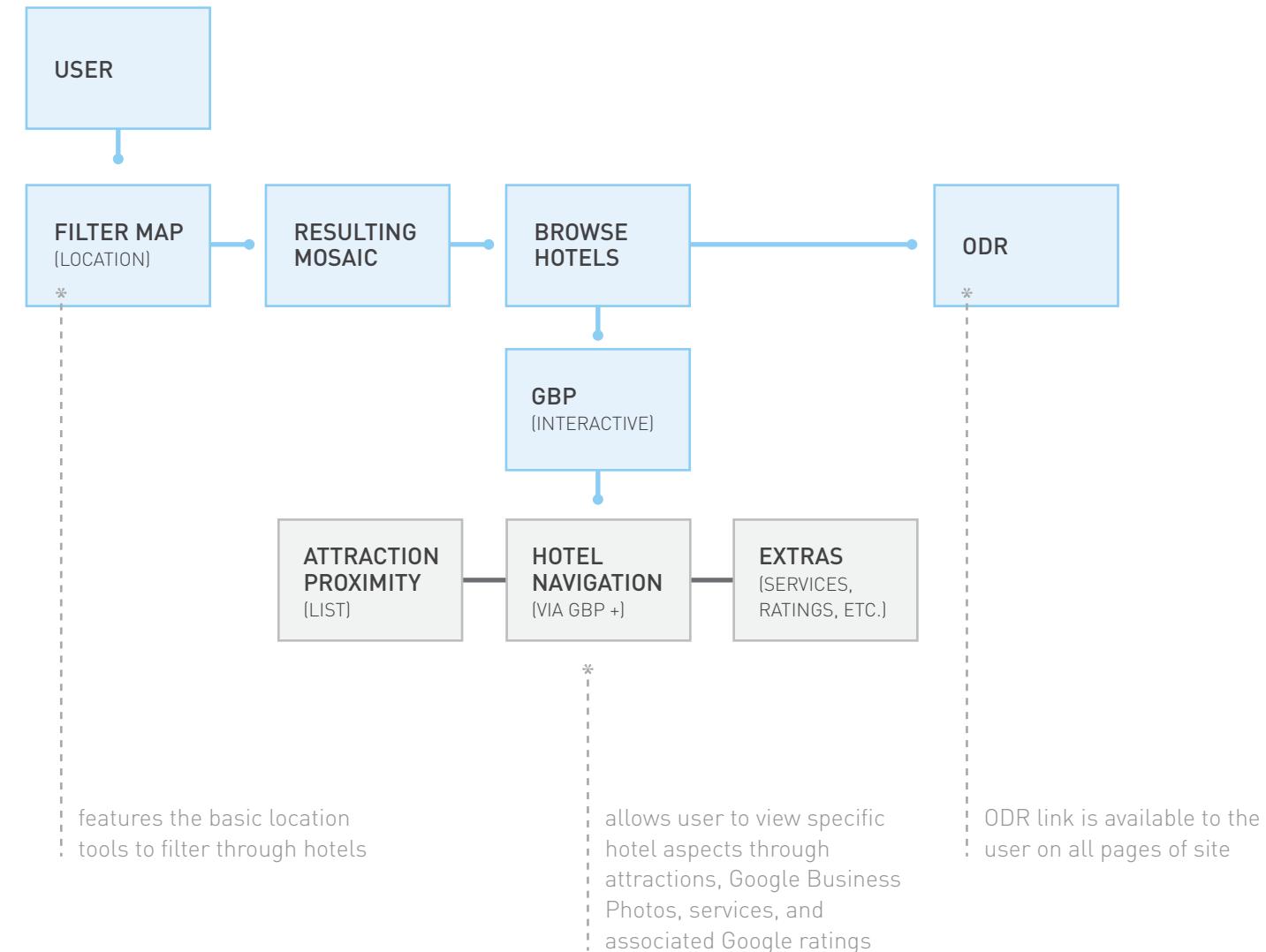
Claire searches “luxury getaway” on her iPad and tries the first website. She decides on submitting information for an island vacation and is thrilled when she receives pictures of the beautiful beaches of Bora Bora.

Claire is blown away by the scenery surrounding her hotel and decides right away to book a stay. She knows that Dennis will approve of her choice, especially because of the proximity of hotel to local markets and vendors. Without thinking twice she clicks the link to book her room, dreaming of a romantic week exploring the white beaches of Bora Bora.

USE CASE STUDY A

CLAIRE THE TRAVELER

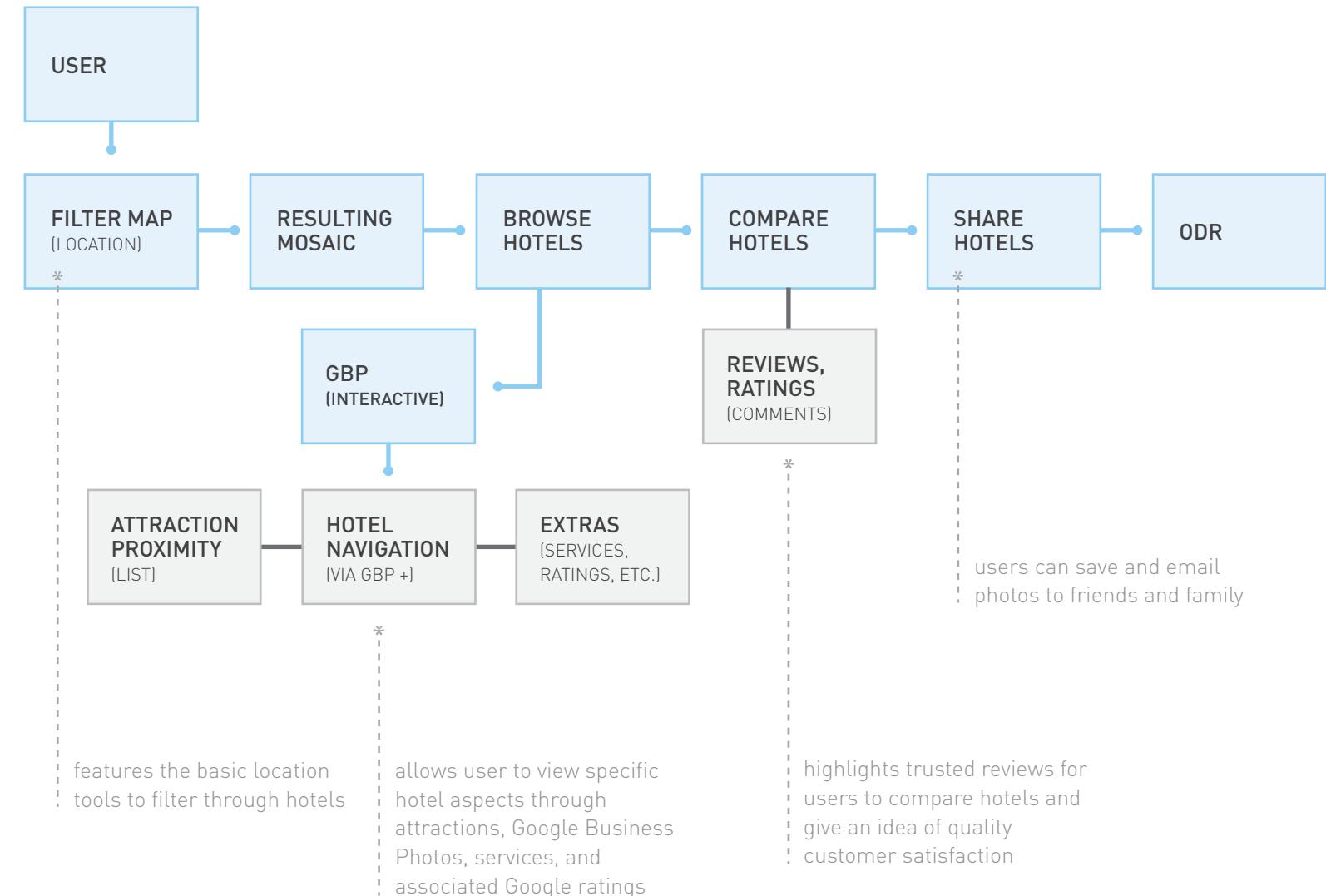
This use case illustrates the path of the dedicated traveler, Claire, who already has a spot in mind for her luxury getaway with her husband. Her search process is direct.



USE CASE STUDY B

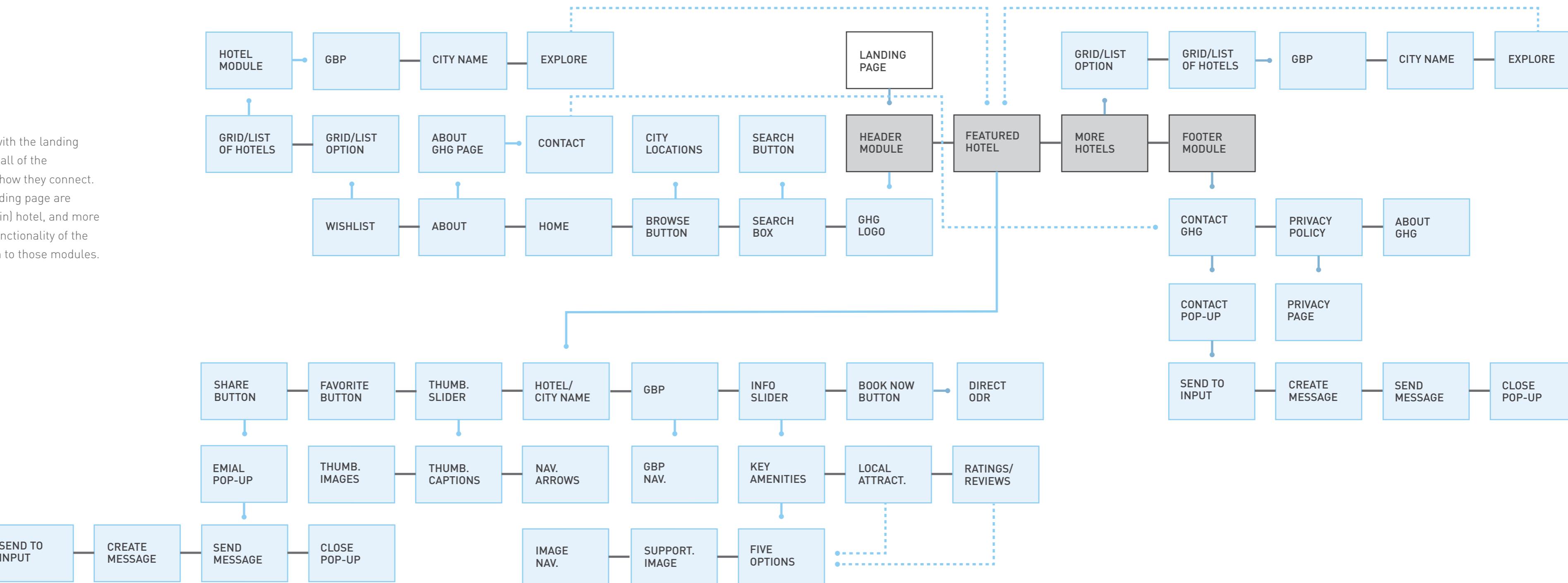
DANIEL THE FAMILY PLANNER

This use case illustrates the path of Daniel, the family planner, who makes careful and conscious decisions for his family when booking vacations.



TAXONOMY MAP

The taxonomy map begins with the landing page and attempts to detail all of the components in the site and how they connect. The four modules of the landing page are header, footer, featured (main) hotel, and more featured hotels. All of the functionality of the sit is mapped out in location to those modules.

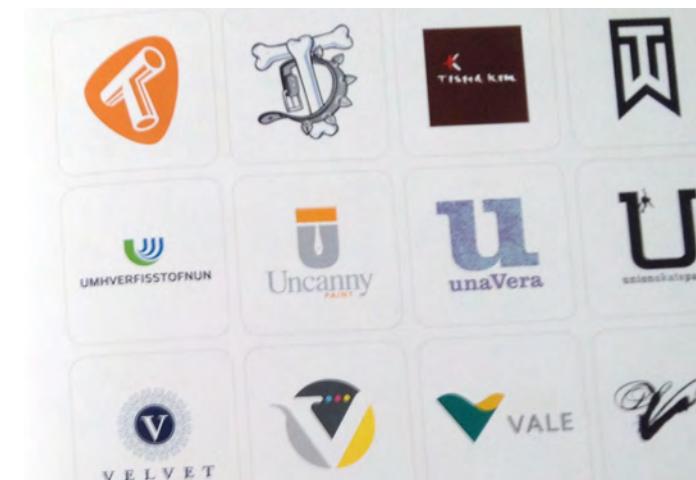


PHASE THREE

BRANDING

INSPIRATION FOR LOGO

Logotype books were at reference for most of the ideation process for the Greatest Hotels Group logo. The marriage between elite and modern was the driving force behind most of the prototypes. To the right are a few images of the inspirational logos involved.



LOGO PROCESS

The initial steps towards ideation were translated into vector representations. The six pictured to the right were the different directions chosen. The following two pages contain the continuation of the fleur-de-lis inspired design as well as the play on the letters of the logo.





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HOTELSGROUP.COM



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GreatestHotels.com



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GREATEST HOTELS GROUP

FINAL LOGO

The brand identity for Greatest Hotels Group is displayed to the right. The graphic interpretation of a fleur-de-lis shows a sense of class and luxury that is perfect for the company. Modern type in a contrast of weights finishes the clean look of this logo. The choice of blue is necessary for a pop of color that helps keep it looking sophisticated.



GREATEST HOTELS

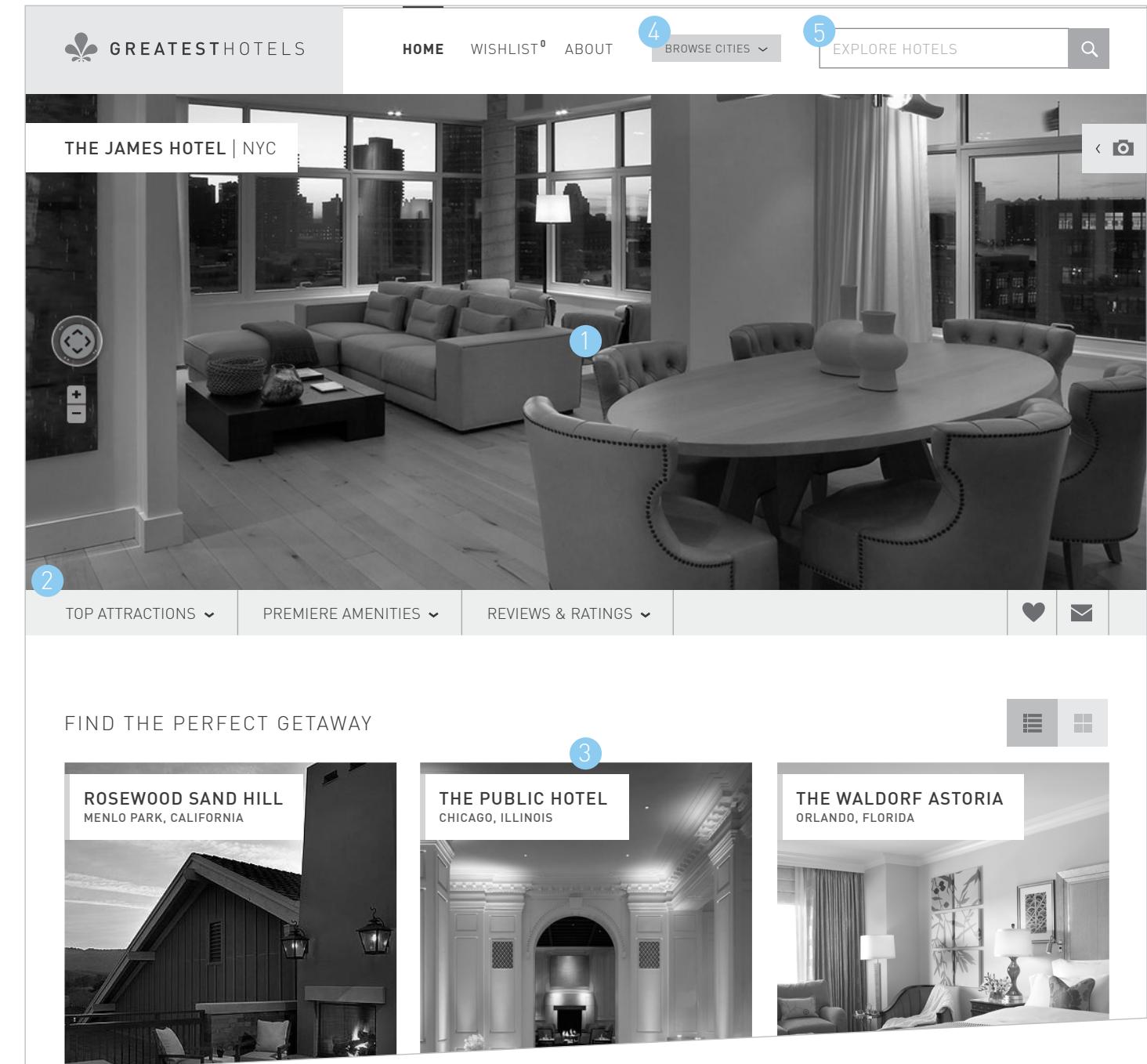
PHASE FOUR

WIREFRAMES

LANDING PAGE WIREFRAME

The idea behind this layout of the site is to showcase stunning imagery and pair it with vital information for the user to book a stay.

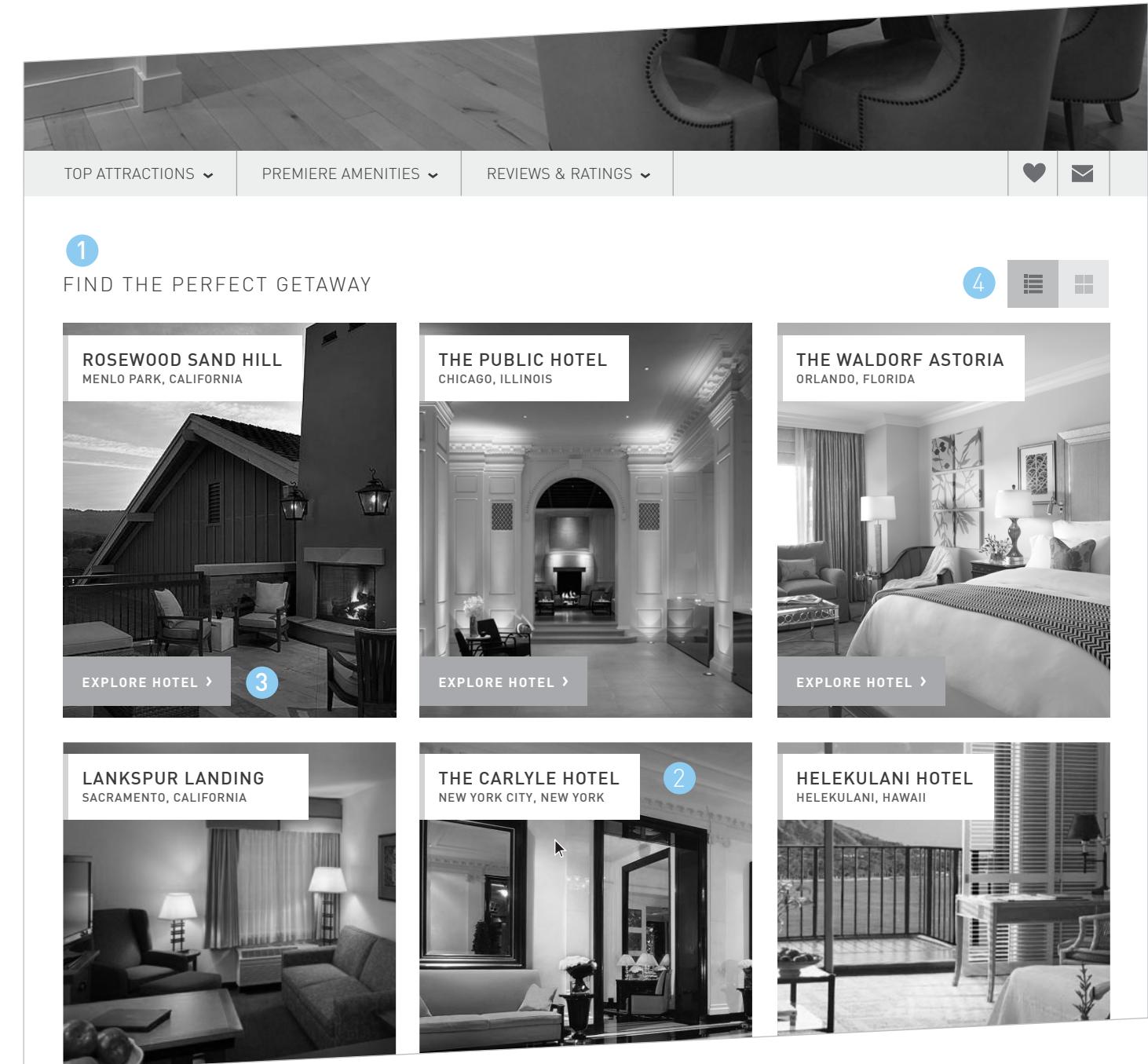
- 1 The landing page will feature one hotel at random draw.
- 2 Users can sort through attractions, amenities, and reviews of each hotel.
- 3 A list of extra featured hotels loads with the homepage.
- 4 Users can sort through cities with browse button.
- 5 A search box is available for those who know what they are looking for.



LANDING PAGE WIREFRAME

With the Landing Page comes a set of featured vacation hotels that can be shown via a grid or a list layout.

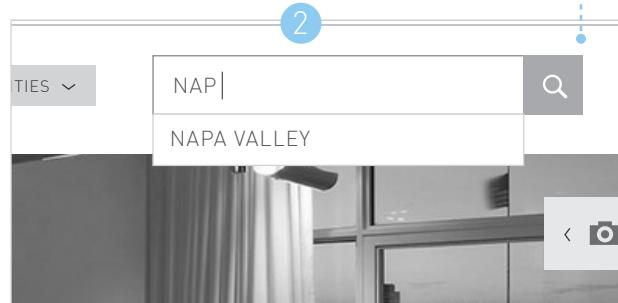
- 1 Extra hotels are featured at random, starting out in slightly dimmed state.
- 2 Users can see hotel name and locations from grid structure.
- 3 Explore button expands that hotel from the spot it currently contains. In its place comes another hotel.
- 4 Ability to change featured list from grid to list view.



BROWSE CITIES WIREFRAME

In case users are unsure of where to find the hotel they are looking for, a dropdown of cities is available to click and search.

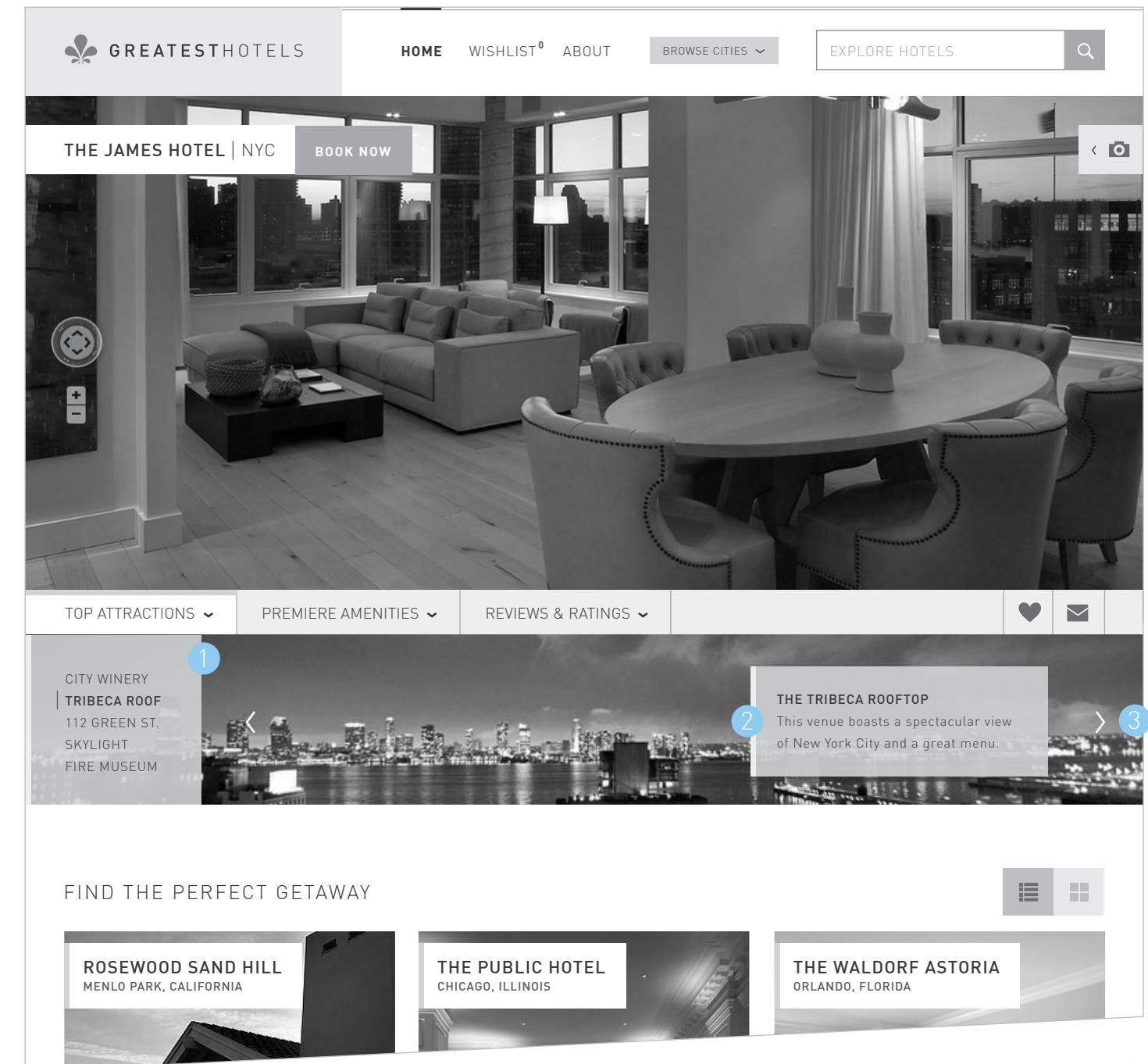
- 1 All cities available for GHG's exploration are listed in the dropdown menu.
- 2 When typing into the search box, a live search automatically updates.



ATTRACtIONS WIREFRAME

Every featured hotel has the option to explore Top Attractions, Premiere Amenities, and Reviews and Ratings.

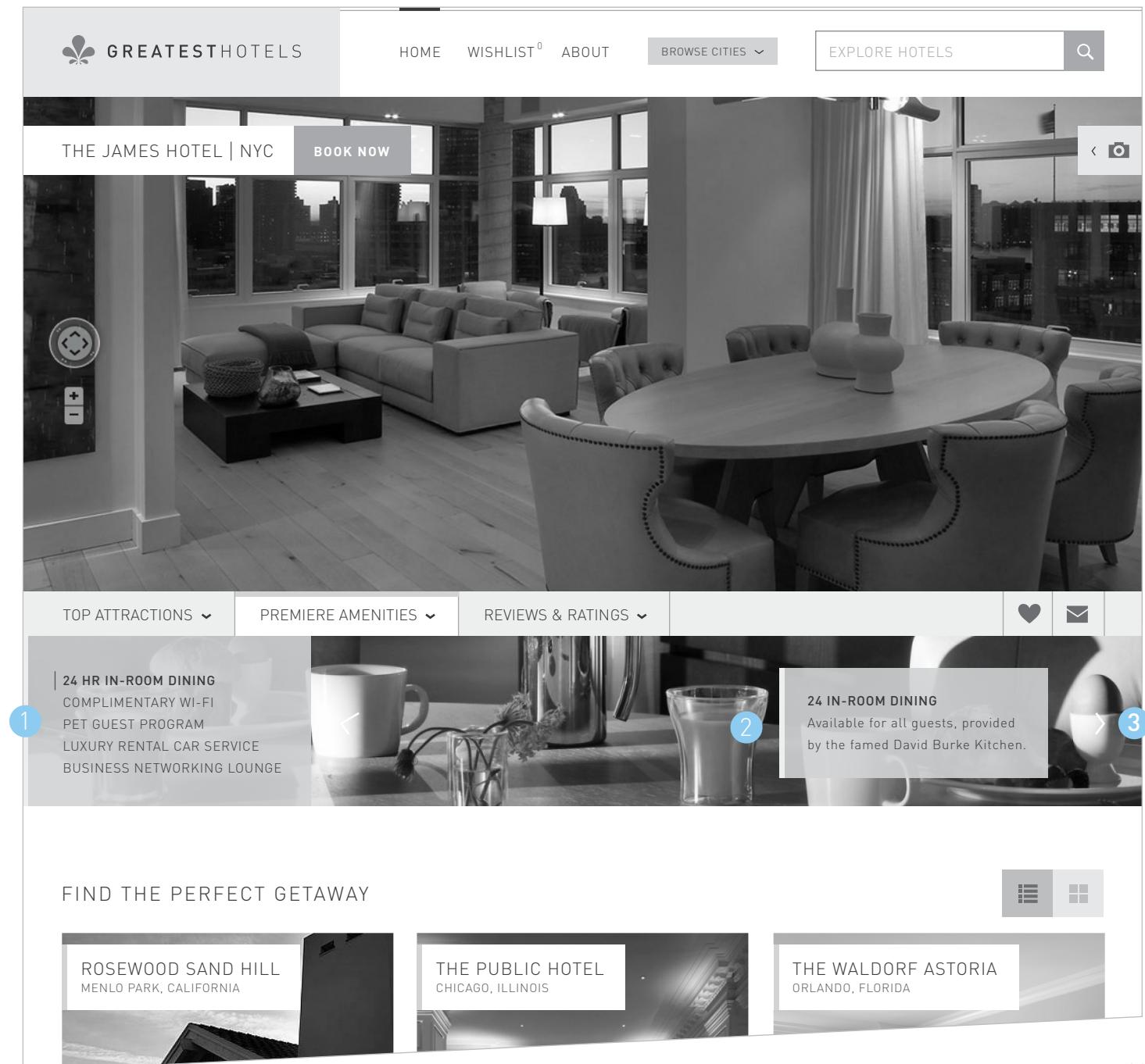
- 1 The top attractions are listed, able to be highlighted with the click of a mouse.
- 2 Bits of information about each attraction are highlighted with a picture.
- 3 Users can also navigate with the arrows to go through the list.



AMENITIES WIREFRAME

The expanded Premiere Amenities state highlights key amenities that users may be interested in.

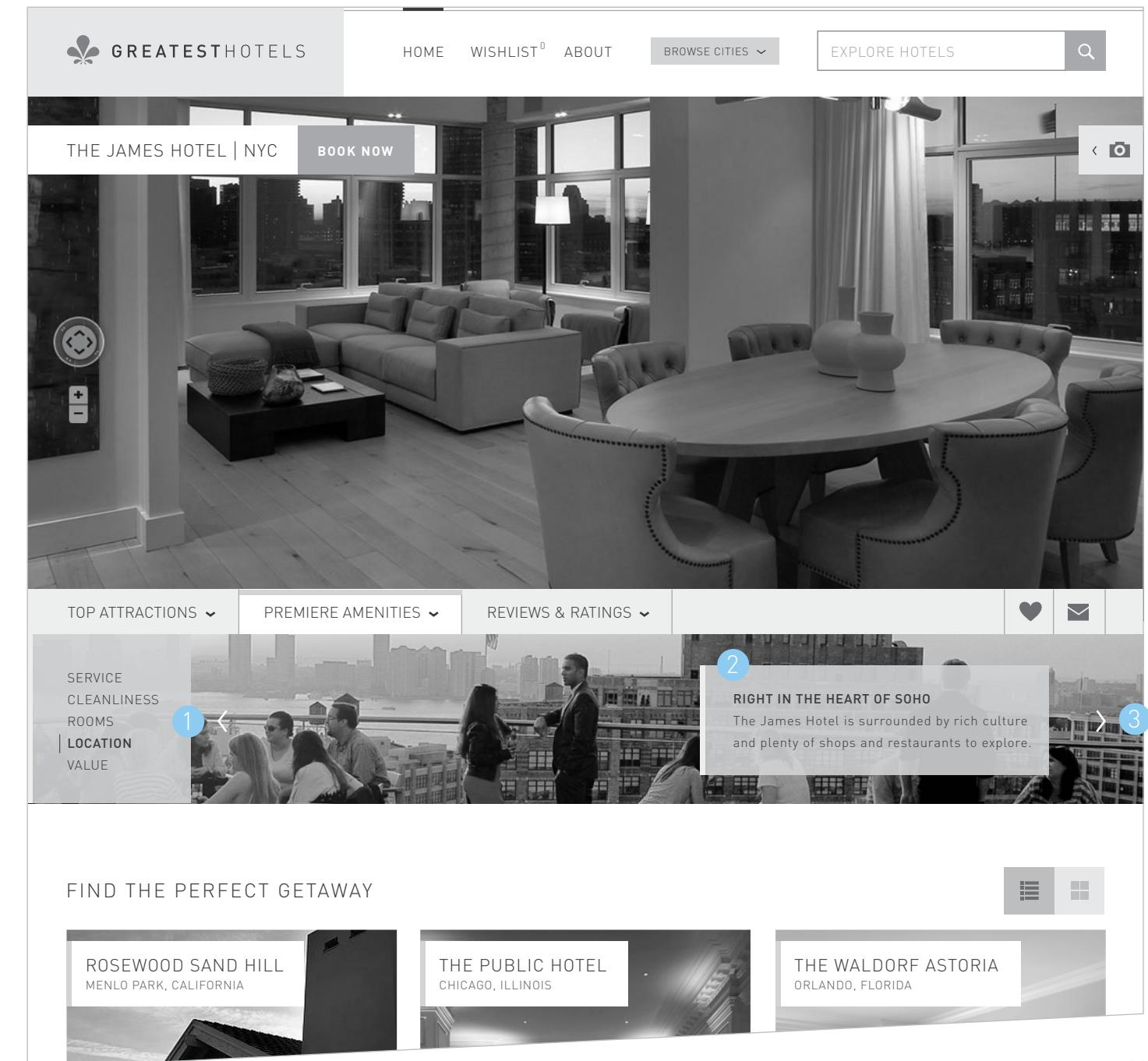
- 1 The premiere amenities are listed, able to highlighted with the click of a mouse.
- 2 Bits of information about each amenity are highlighted with a picture.
- 3 Users can also navigate with the arrows to go through the list.



REVIEWS/RATINGS WIREFRAME

Reviews and Ratings follows the same format as the other tabs and are sorted by service, cleanliness, rooms, location, and value.

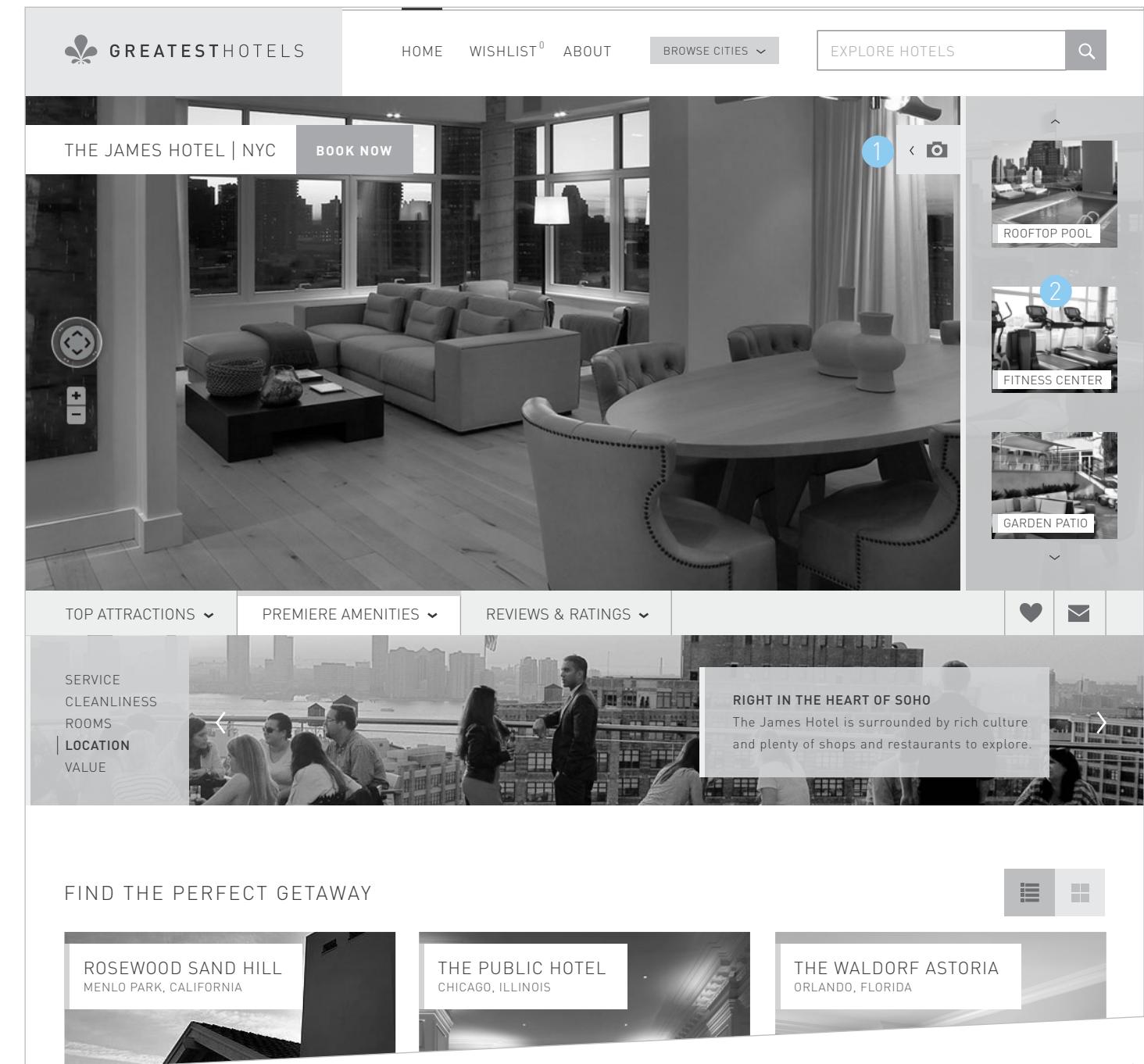
- 1 The ratings categories are listed, able to be highlighted with the click of a mouse.
- 2 Short reviews are shown with up to five stars highlighted.
- 3 Users can also navigate with the arrows to go through the list.



THUMBNAIL WIREFRAME

Offering more than one Google Business Photo option per hotel feature is essential for understanding the true essence of the hotel.

- 1 Thumbnails slide out from a tab on the left and can be clicked to view in full.
- 2 Selecting a thumbnail will expand it into the main featured hotel window.



LIST SYSTEM WIREFRAME

Users will be able to toy with the grid versus list view of the hotels. This will be the standard for all lists on the site.

- 1 Features are similar to what users find in the grid view.
- 2 Users can click Explore Hotel in order to view more information as it expands.

The wireframe displays a user interface for finding a perfect getaway. At the top, there are navigation links: 'TOP ATTRACTIONS ▾', 'PREMIERE AMENITIES ▾', and 'REVIEWS & RATINGS ▾'. To the right of these are icons for a heart and an envelope. In the top right corner, there is a blue circular badge with the number '1' and two small gray square buttons with icons. The main content area features three hotel cards in a grid:

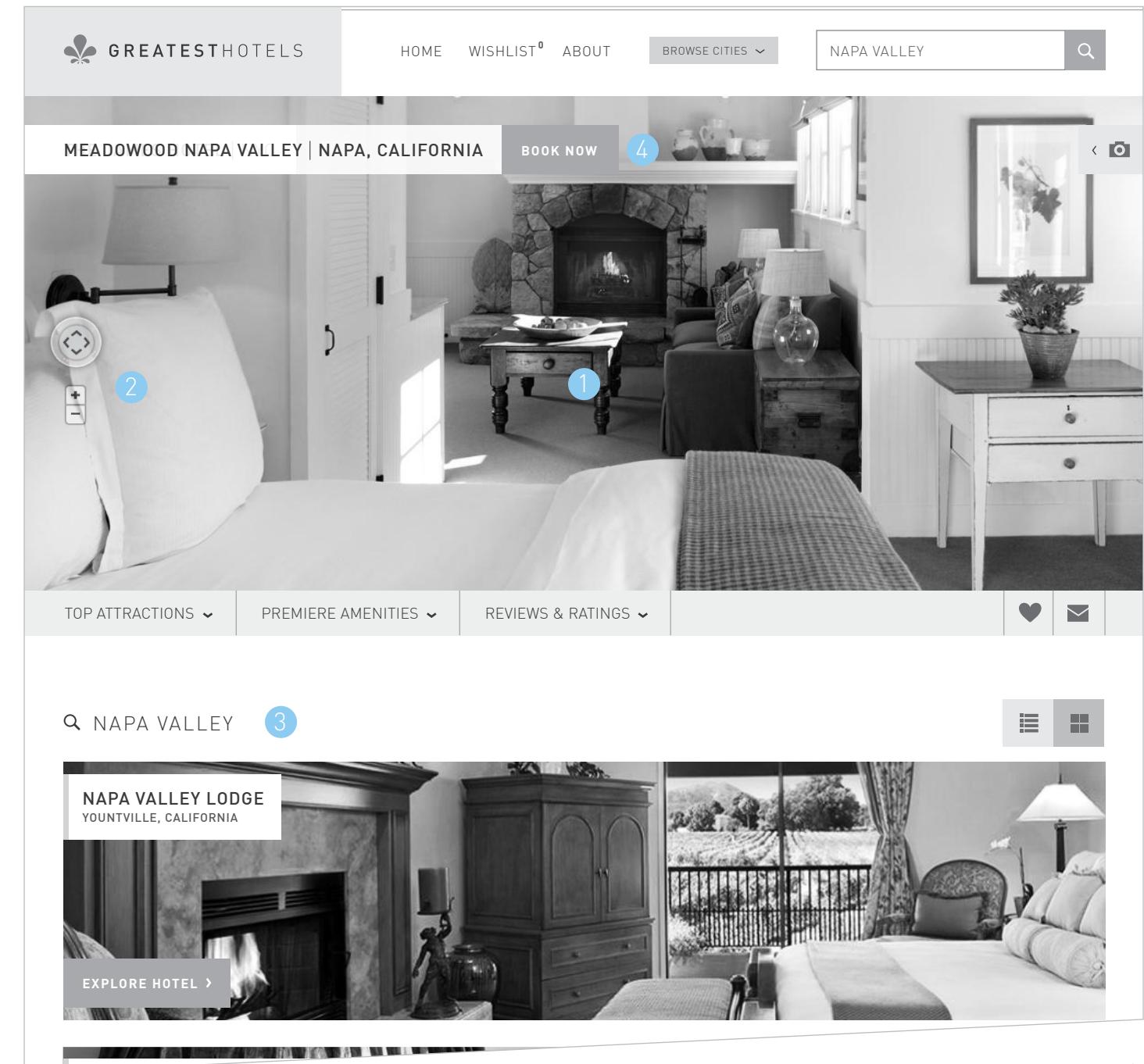
- ROSEWOOD SAND HILL**
MENLO PARK, CALIFORNIA
[EXPLORE HOTEL >](#)
- THE PUBLIC HOTEL**
CHICAGO, ILLINOIS
[EXPLORE HOTEL >](#)
- THE WALDORF ASTORIA**
ORLANDO, FLORIDA

At the bottom of the page, a copyright notice reads: 'COPYRIGHT © 2014 GREATEST HOTELS GROUP'.

RESULTS PAGE WIREFRAME

The idea behind this layout of the site is to showcase stunning imagery and pair it with vital information for the user to book a stay.

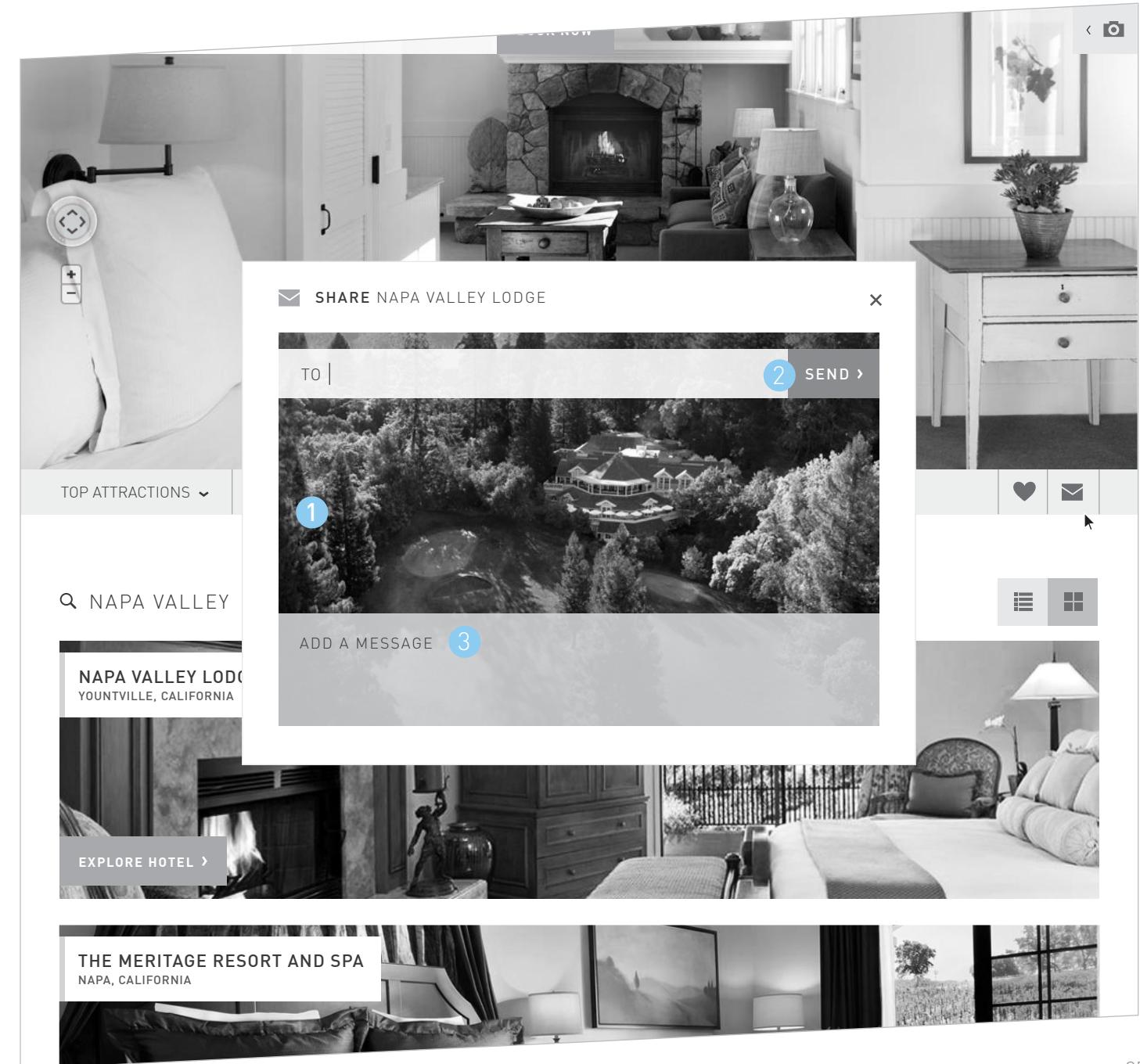
- 1 Results show first one to be featured, complete with topics expanded.
- 2 Allows users to navigate photo with Google Business Photo technology.
- 3 Extra results stay in collapsed form one after the other.
- 4 Book now button brings users directly to ODR site.



EMAIL POP-UP WIREFRAME

Here is the template for how results of hitting the share button in the hotel modules. A pop-up window will be brought to focus.

- 1 Picture of hotel is featured in the background and in email.
- 2 The send button will automatically send the message and close the pop-up.
- 3 Message is available for input by the user.



WISHLIST WIREFRAME

Users can take the step to add their favorite destination hot spots to their own Wishlist, which is collected in grid or list view.

- 1 Heart icon is especially highlighted.
Click each module will transfer it above.
- 2 Recommended hotels are in a list or grid as well.

The wireframe shows a user interface for a wishlist feature. At the top left is a heart icon labeled "WISHLIST". To the right are two small gray icons: one with horizontal lines and one with a square. Below the header is a grid of five hotel cards, each featuring a thumbnail image, the hotel's name, its location, and a "EXPLORE HOTEL >" button. The first card, "ROSEWOOD SAND HILL MENLO PARK, CALIFORNIA", has a blue circle with the number "1" over its heart icon, indicating it is selected. The second card, "THE PUBLIC HOTEL CHICAGO, ILLINOIS", also has a blue circle with the number "1" over its heart icon. The third card, "THE WALDORF ASTORIA ORLANDO, FLORIDA", and the fourth card, "LANKSPUR LANDING SACRAMENTO, CALIFORNIA", both have blue circles with the number "2" over their heart icons, indicating they are recommended. The fifth card, "THE CARLYLE HOTEL NEW YORK CITY, NEW YORK", does not have a blue circle over its heart icon. At the bottom center is a section labeled "★ RECOMMENDED" with a blue circle containing the number "2". A horizontal bar at the very bottom contains several small, illegible colored squares.

ABOUT GHG WIREFRAME

The about section is relevant so that users can get to know Greatest Hotels Group and learn what they are doing.

- 1 GHG's mission is explained and Google Business Photos is mentioned.
- 2 Contact information resides below. Users can click the contact us button to email the company.



1 OUR MISSION IS TO EMPOWER HOTELIERS TO CONTROL THEIR OWN DESTINY

At Greatest Hotels Group, we strive to create the best experience possible for you to find your dream destination. We offer the ability for you to book with the most luxurious hotels in the nation. We know how difficult or stressful it may be to sort through the endless lists of mediocre destination hotels. Here at GHG, only the best of the best are presented.

In order to capture the beauty and luxury of the hotel experience, we partnered with Google Business Photos. With every exploration you will find yourself immersed in each hotel with high resolution, 360 degree views of hotel interiors.

We are proud to conduct a service that highly benefits hotels' reservation systems. Our online

direct reservation system presents each hotel and their amenities, attractions, and ratings so that each decision is a conscious one.

We sincerely hope that you enjoy your time spent with our premiere hotel service and that you find everything that you were searching for, and more.

[CONTACT US >](#)

2

IAN PARNES | Director, Business Development

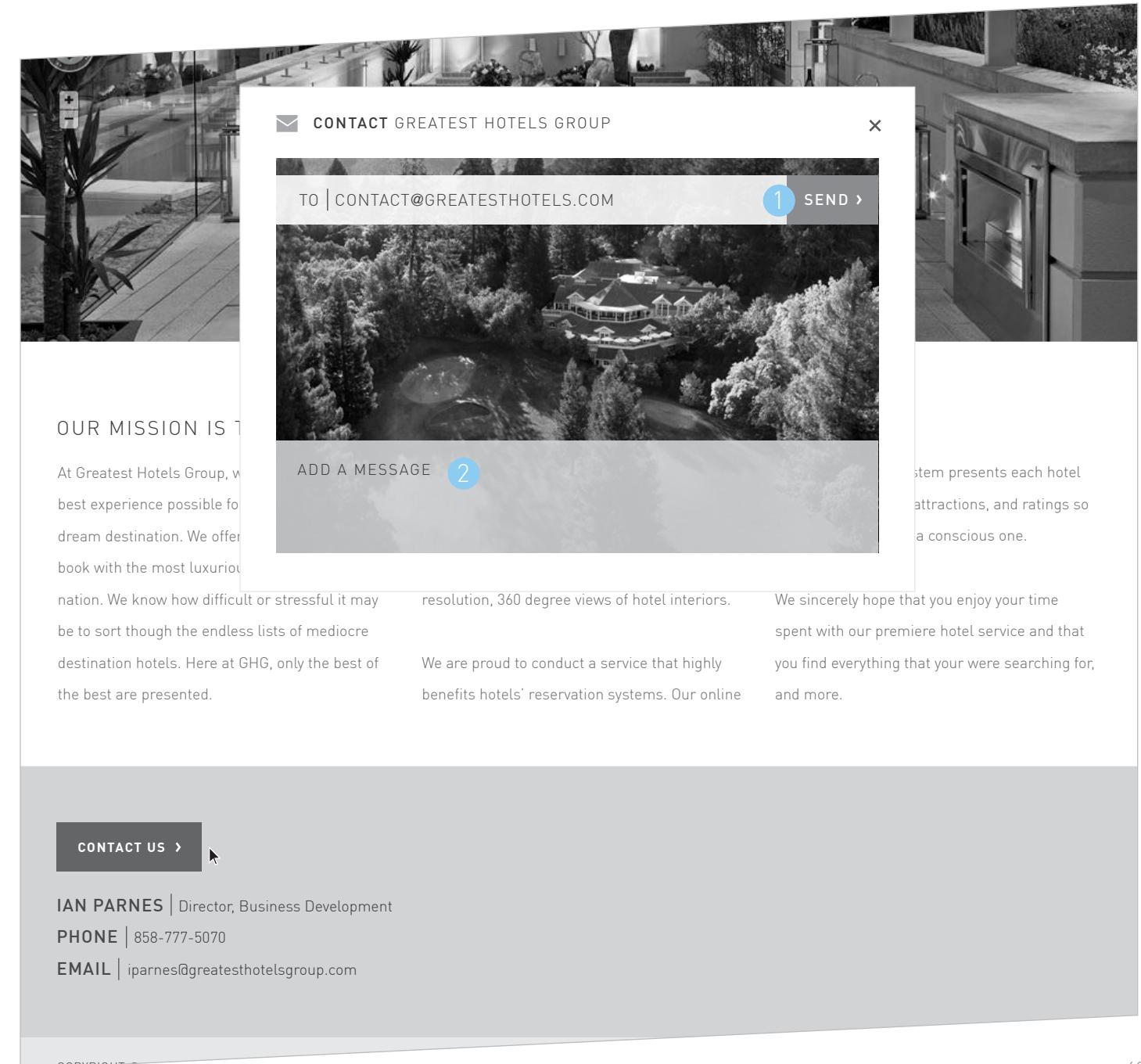
PHONE | 858-777-5070

EMAIL | iparnes@greatesthotelsgroup.com

CONTACT POP-UP WIREFRAME

This can be accessed from the About section as well as the Contact section in the footer. The layout is the same as the share module.

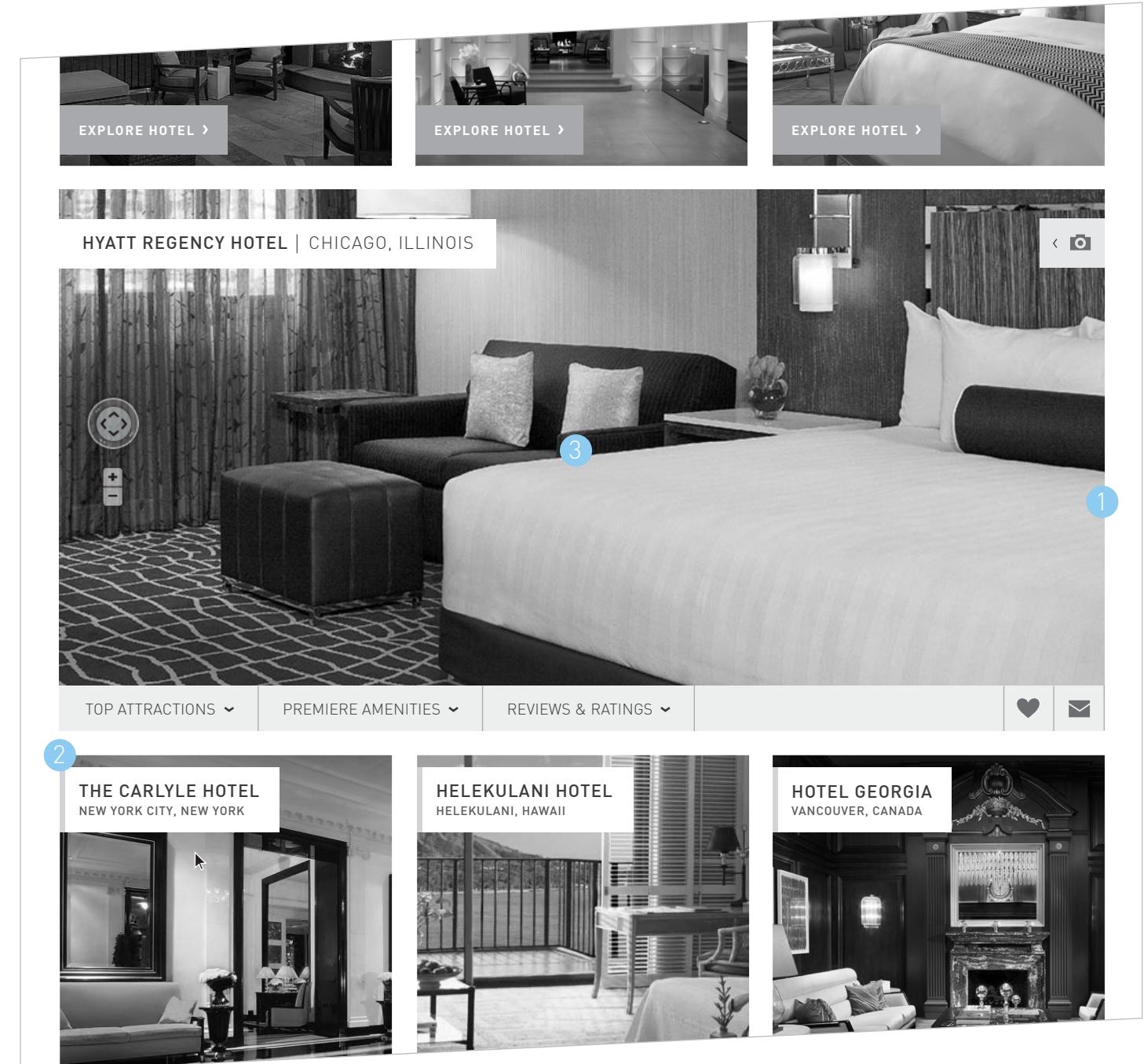
- 1 The send button will automatically send the message and close the window.
- 2 Users are able to add their personalized message to GHG.



EXPLORED HOTEL WIREFRAME

This is an example of what would happen when one of the hotels, not including the featured up above, would do when explored.

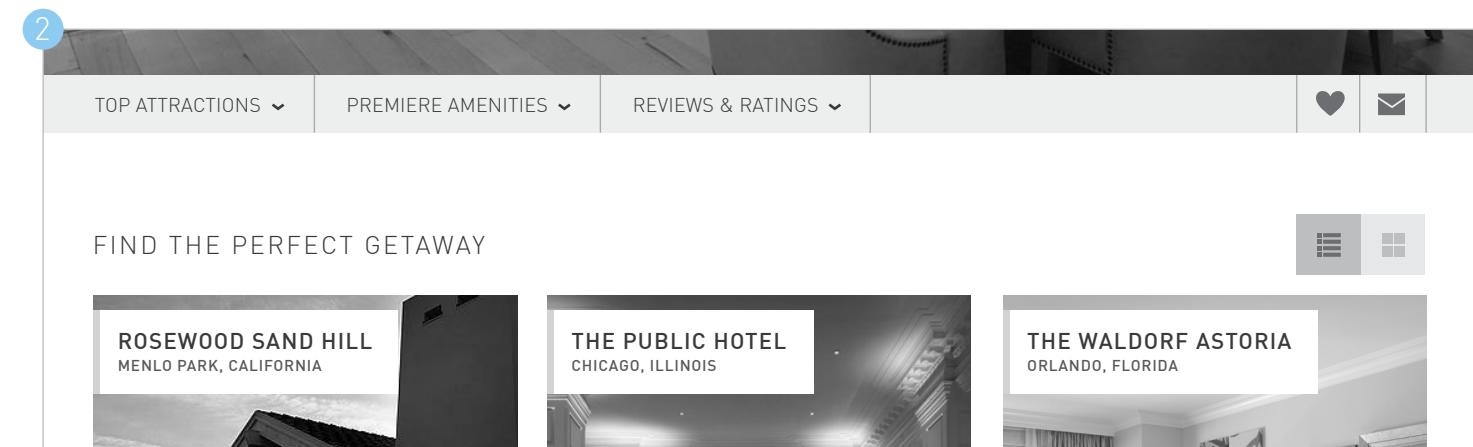
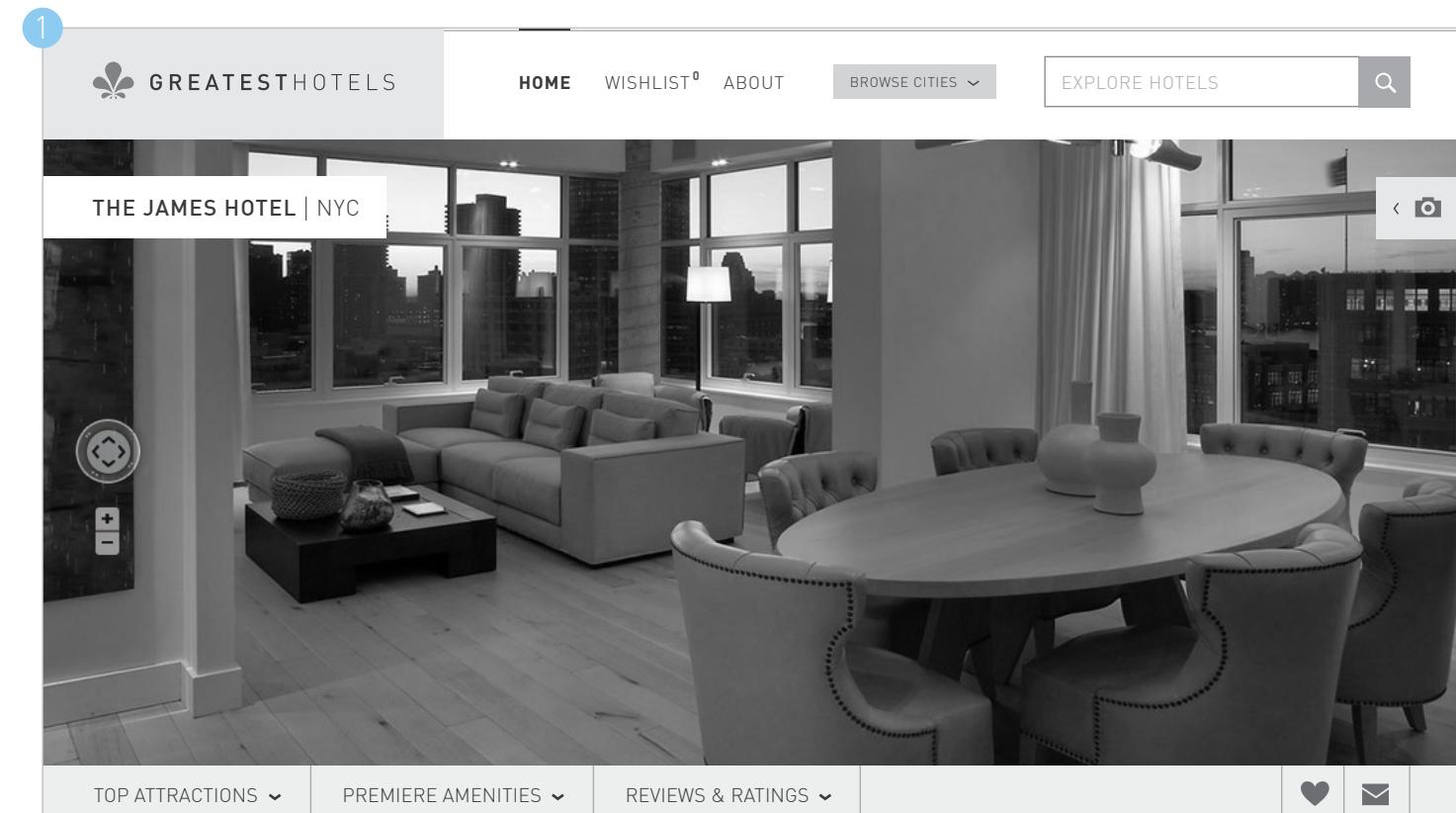
- 1 The module will expand to the width of the grid or list with the same principles established in the featured hotel above.
- 2 The following hotel modules will fall in order as seen underneath the expanded hotel to the set grid or list structure.
- 3 Users can interact with the expanded hotel just the same as the featured one.



WIREFRAME TEMPLATES

Almost all of the design of this website lies within the same structure. The following are general templates of pieces of the site that are common throughout.

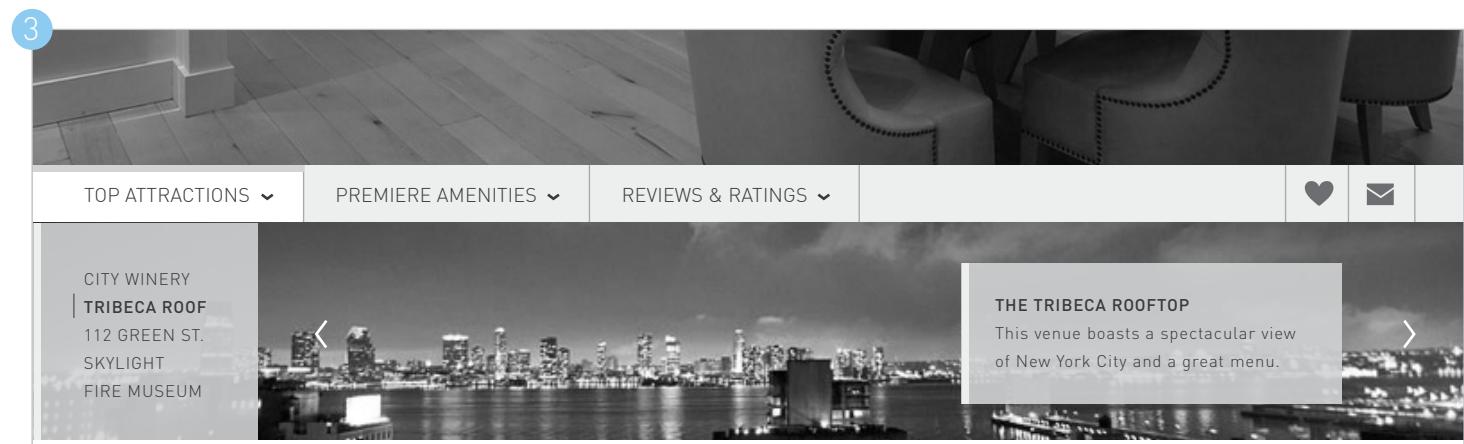
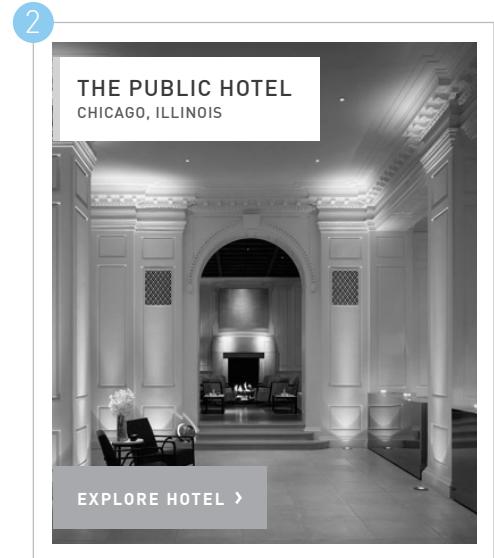
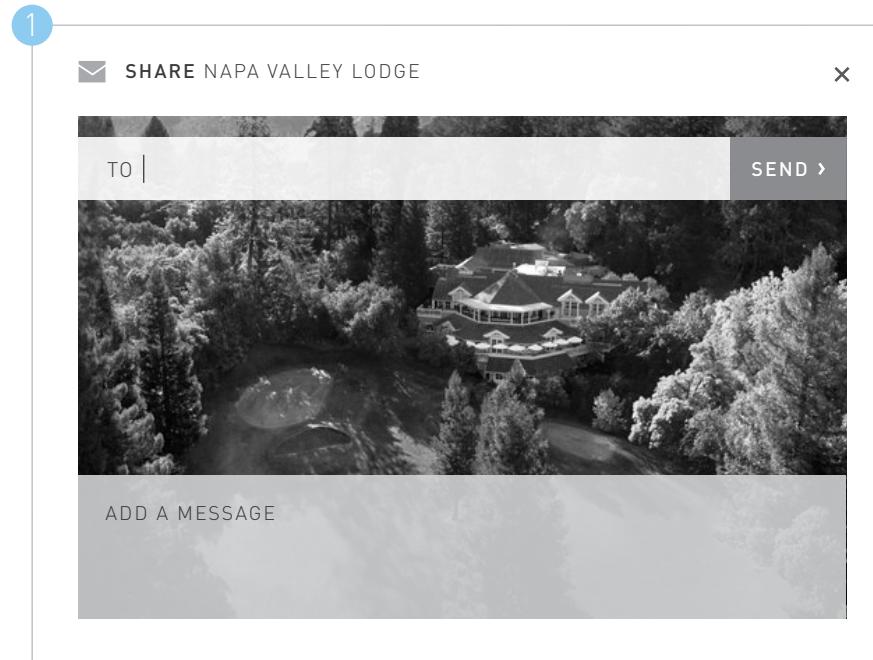
- 1 The navigation bar combined with the featured hotel is a standard for the homepage, the wishlist page, and about.
- 2 Every featured hotel is followed by the same grid or list structure.



WIREFRAME TEMPLATES

Almost all of the design of this website lies within the same structure. The following are general templates of pieces of the site that are common throughout.

- 1 The navigation bar combined with the featured hotel is a standard for the homepage, the wishlist page, and about.
- 2 Every hotel module has the same flyout bar of information and the same explore hotel button.
- 3 Every featured hotel is followed by the same grid or list structure.



USABILITY SURVEYS

It is clear that users understand the general function of the website, comprehended the icons and their meaning, were able to search for a hotel successfully and navigate from page to page. Overall, the users tested shared in a positive experience. However, there were a few problems encountered that needed to be fixed, as illustrated to the right.

CONTENT ISSUE

PROBLEM The Explore button was a bit unclear as to what would happen when clicked.

SOLUTION The switch from “Explore” to “Explore Hotels” signifies the discovery of more information.

ACTION ISSUE

PROBLEM Users were confused about why the home page was highlighted in the navigation bar.

SOLUTION The deletion of the underline for home made the search results become its own separate page.

DESIRSES OF USERS

PROBLEM Users questioned what the result of clicking on the amenties and reviews tab would look like.

SOLUTION I created wireframes for those actions, duplicating the layout of the Top Attractions tab.

PHASE FIVE

DESIGNS

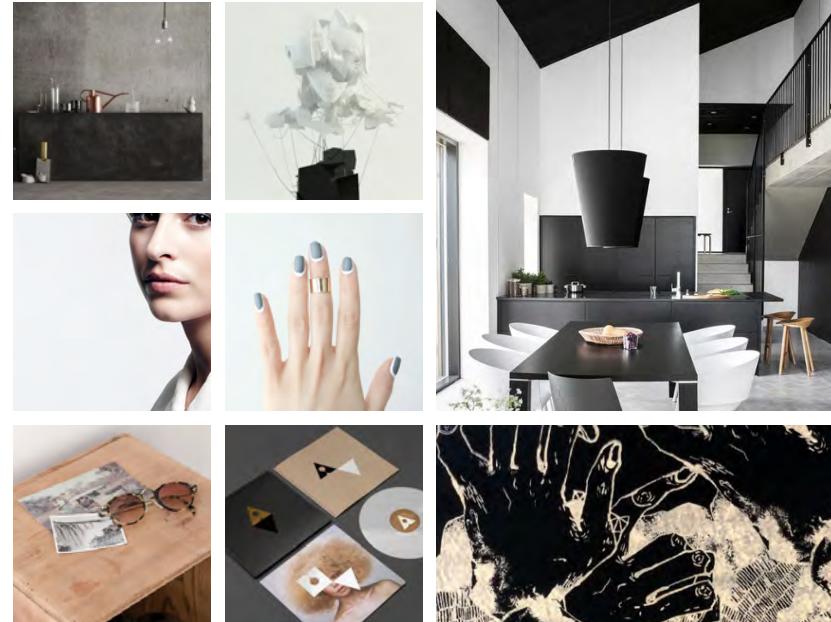
SOPHISTICATION

The following mood board is a compilation of typography, photography, and graphical user interface design that lends itself to a sophisticated style. Dark and neutral colors with modern type help emphasize a sleek design that relates to the brand well.

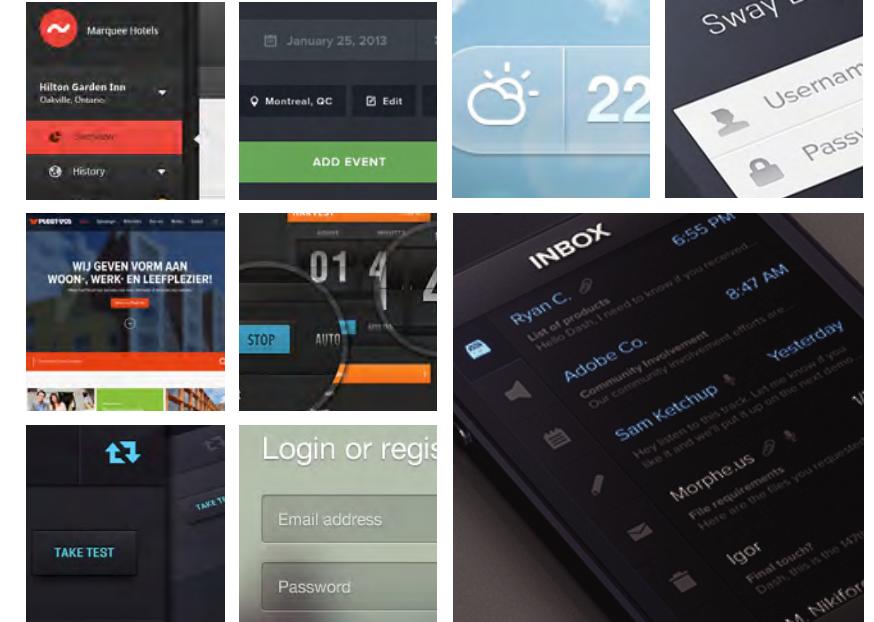
ATTRIBUTE: sophistication

RELATED WORDS: modern, sharp, elite

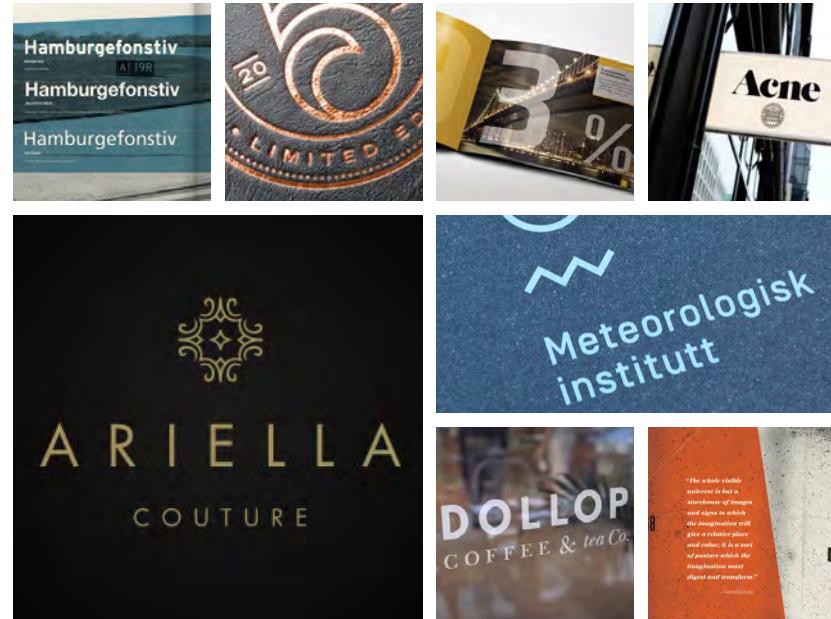
IMAGES



GUI



TYPOGRAPHY

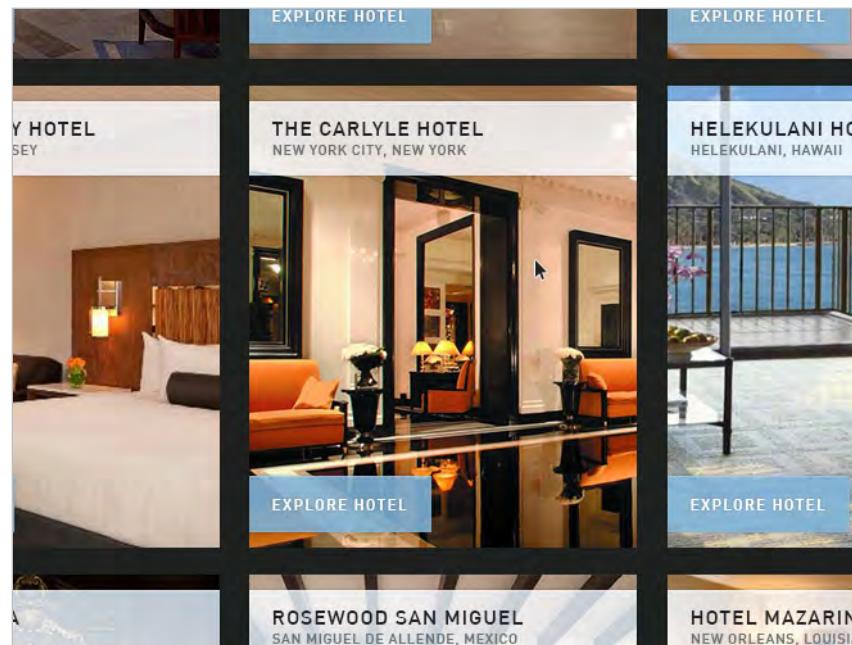


COLOR



DIRECTION 1

This dark and sophisticated design is based off of the previous moodboard. A theme of opacity is played upon for many elements of the design.



The screenshot shows the homepage of the Greatest Hotels website. The header features the 'GREATEST HOTELS' logo, navigation links for HOME, WISHLIST, ABOUT, and BROWSE CITIES, and a search bar. A large banner for 'THE JAMES HOTEL | NYC' with a 'BOOK NOW' button is prominently displayed. Below the banner, there's a large image of a modern interior with a sofa and a dining table overlooking a city skyline. A control panel for the image viewer is visible on the left. The main content area includes sections for TOP ATTRACTIONS (listing City Winery, Tribeca Roof, 112 Green St., Skylight, Fire Museum), PREMIERE AMENITIES (showing a lounge area), and REVIEWS & RATINGS (featuring a rooftop bar). A call-to-action 'FIND THE PERFECT GETAWAY' is at the bottom, followed by cards for ROSEWOOD SAND HILL, THE PUBLIC HOTEL, and THE WALDORF ASTORIA.

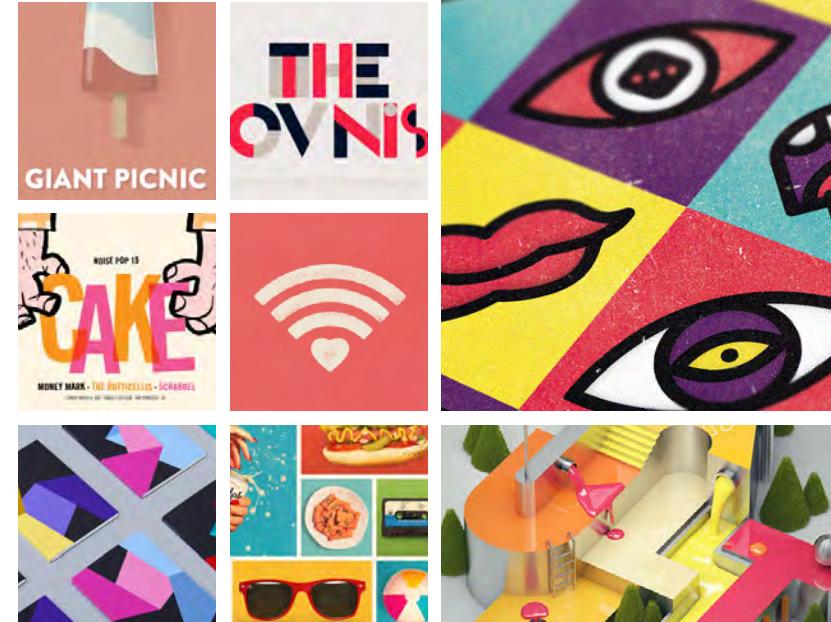
ADVENTUROUS

This moodboard combines a bolder, more fun design with pops of color. Much of the graphical user interfaces chosen are flat, which plays well with the graphic style found in the rest of the images. This moodboard is meant to bring some life to website.

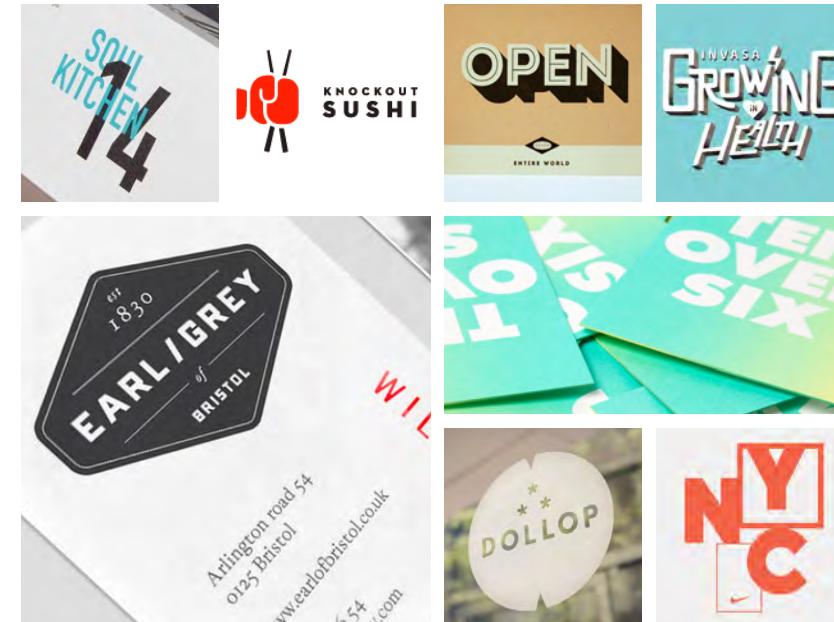
ATTRIBUTE: adventurous

RELATED WORDS: bold, playful, simple

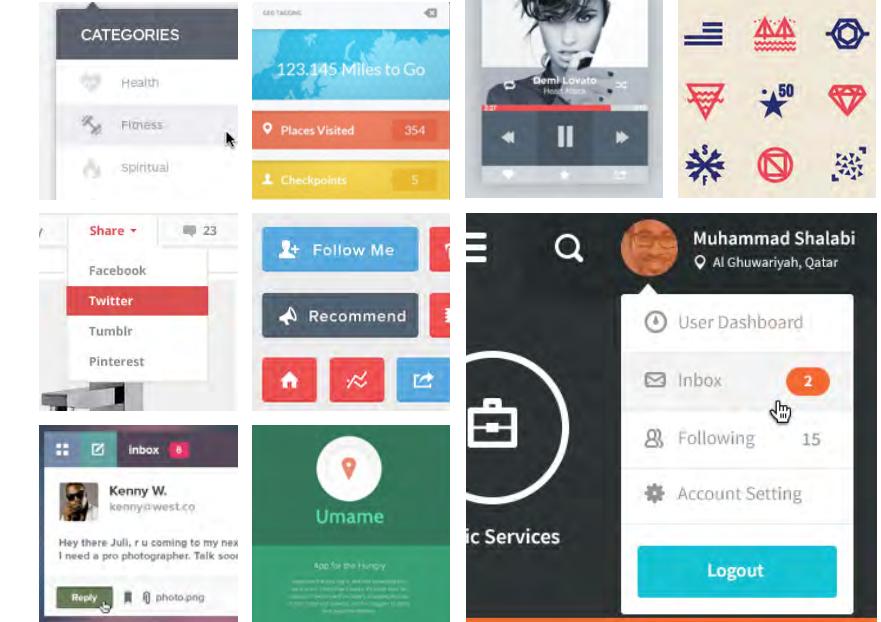
IMAGES



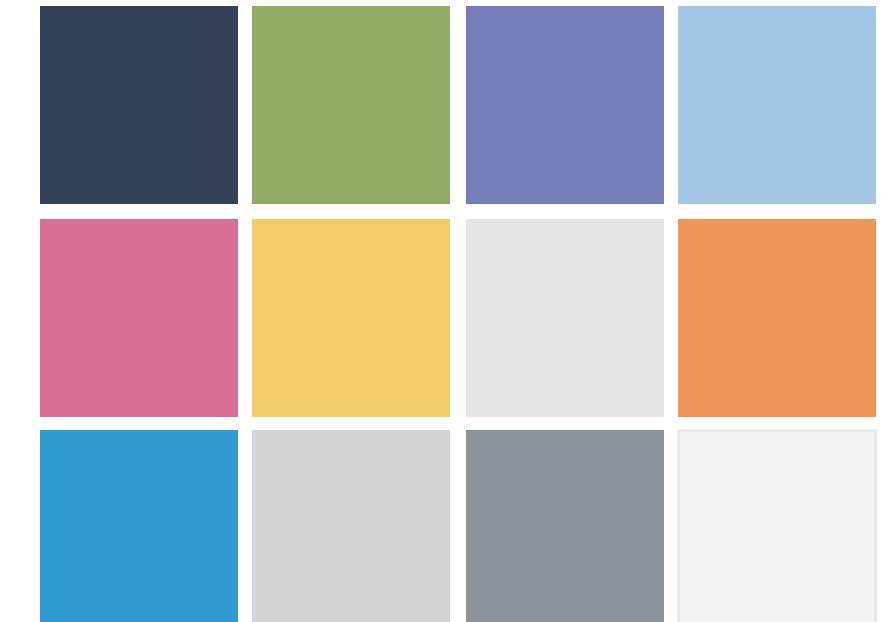
TYPOGRAPHY



GUI

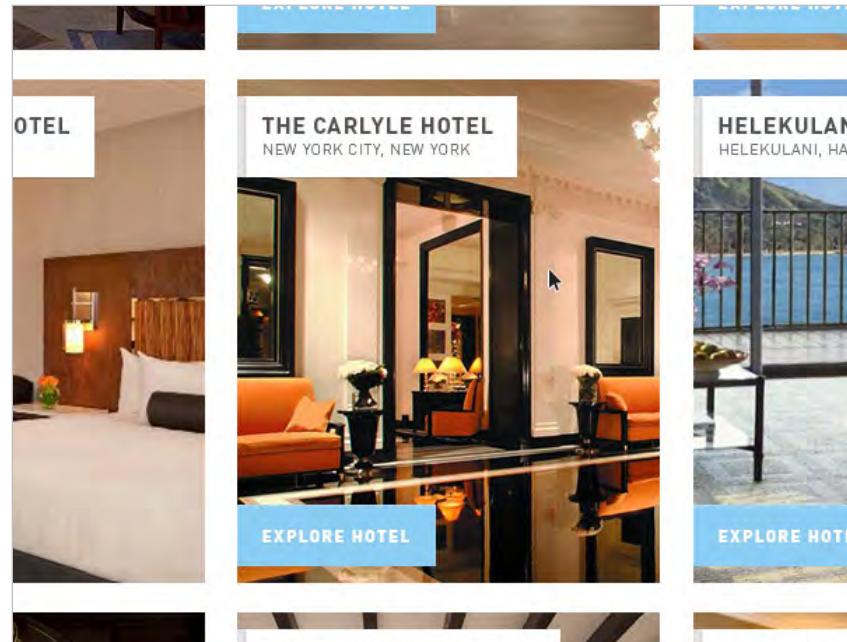


COLOR



DIRECTION 2

The splashes of color and treatment to the bars give this design a fun, Martha Stewart-esque brightness. It is bold but still carries a clean aesthetic feel, perfect for standing out in the hotel world.



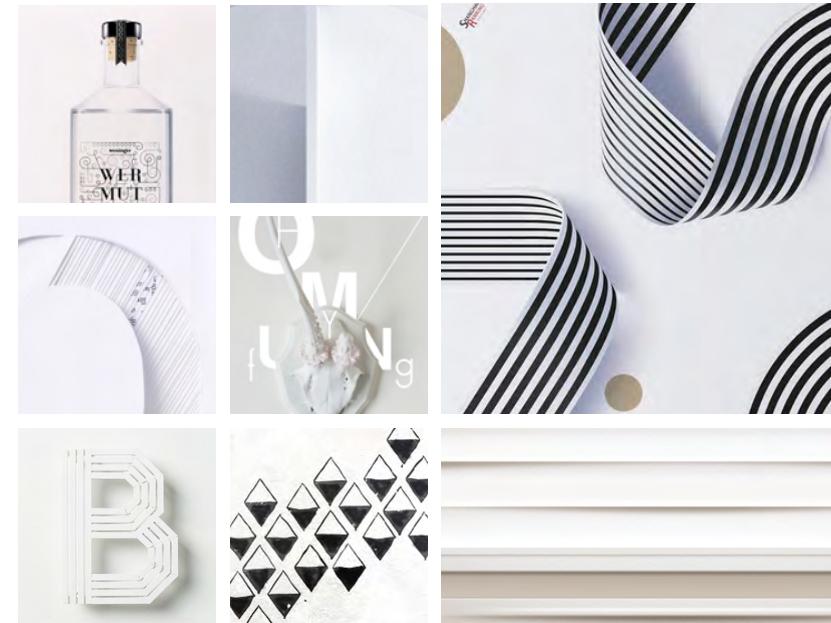
LIGHT AND AIRY

The final moodboard is similar to the first in terms of the level of sleekness. However, this one ensures a light and airy feel to the website. Type can have nice contrast from thin to thick while the color palette can be mostly whites and greys with a pop of color.

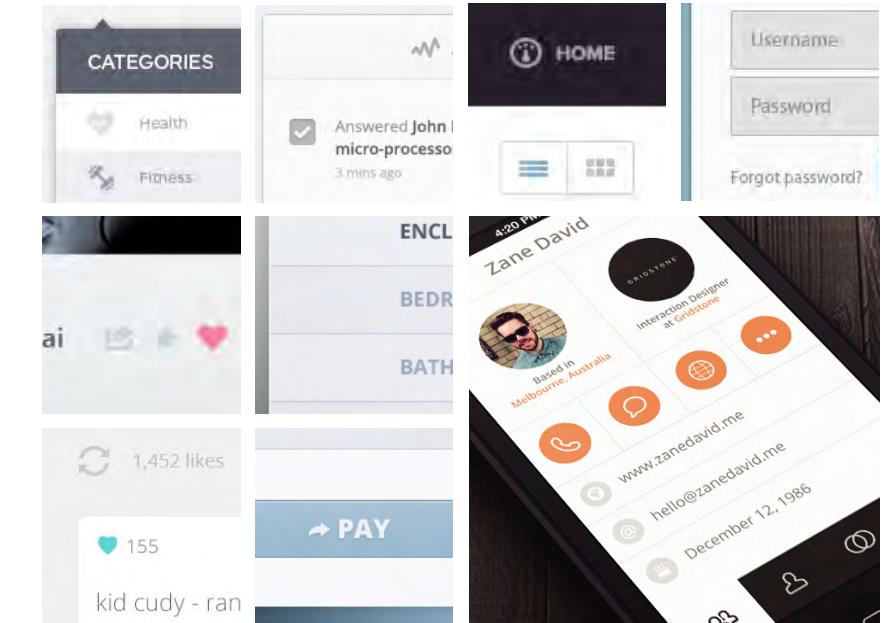
ATTRIBUTE: airy

RELATED WORDS: light, sterile, clean

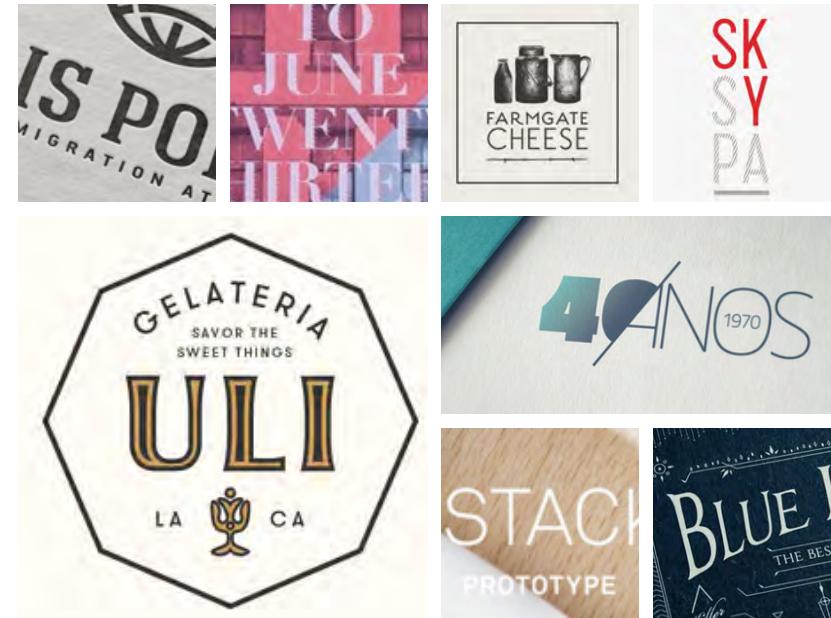
IMAGES



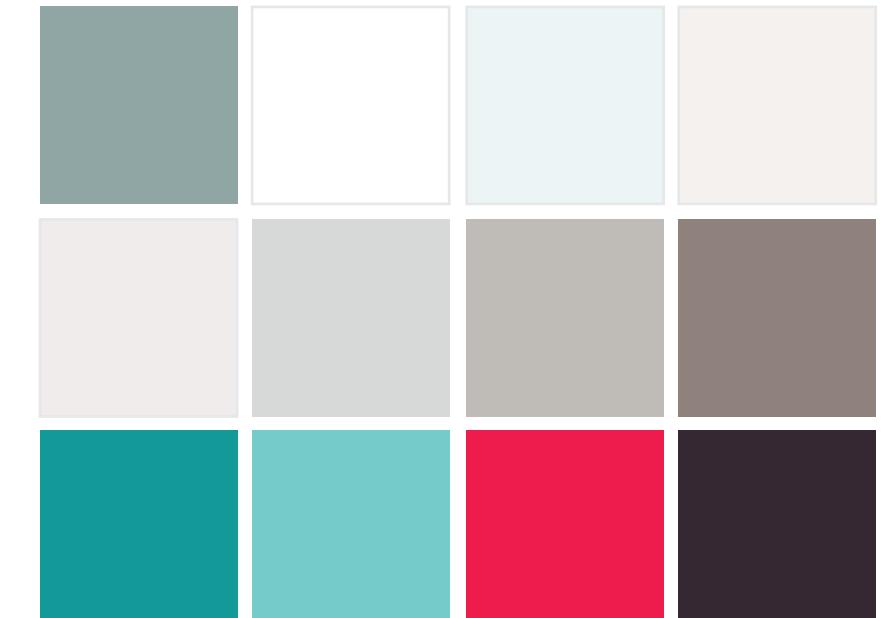
GUI



TYPOGRAPHY

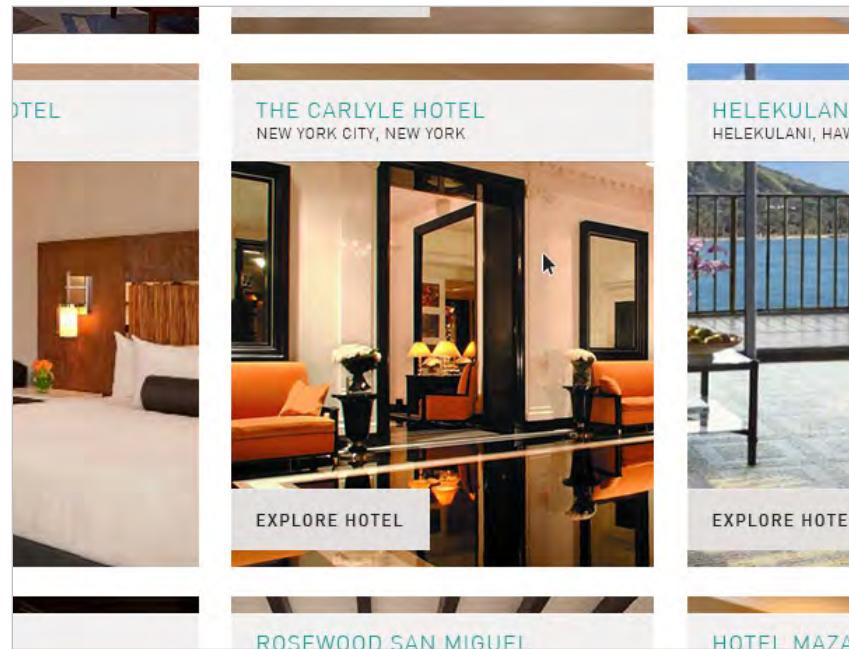


COLOR



DIRECTION 3

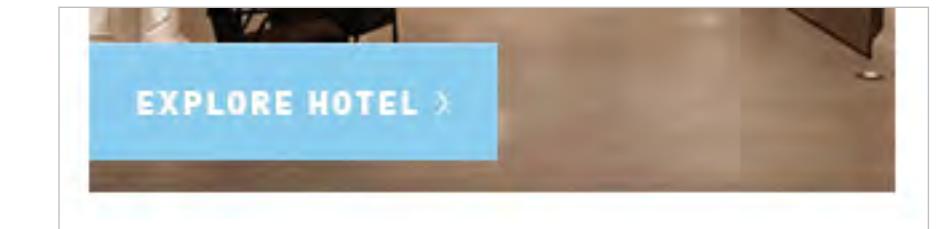
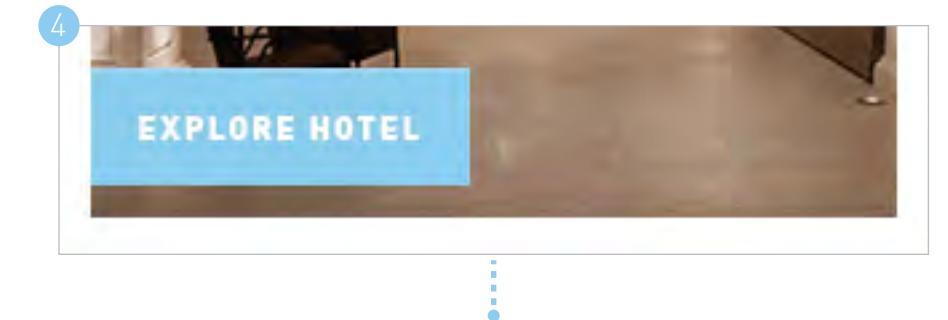
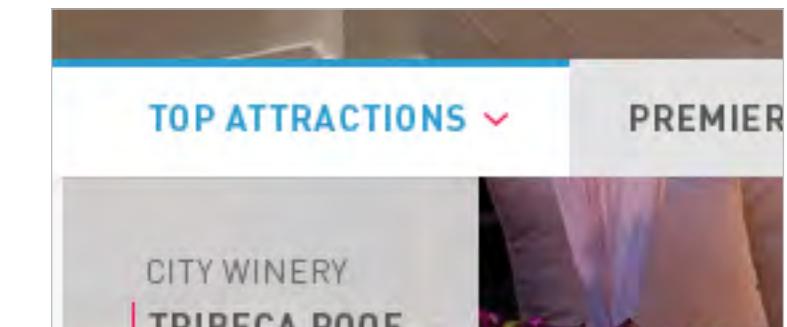
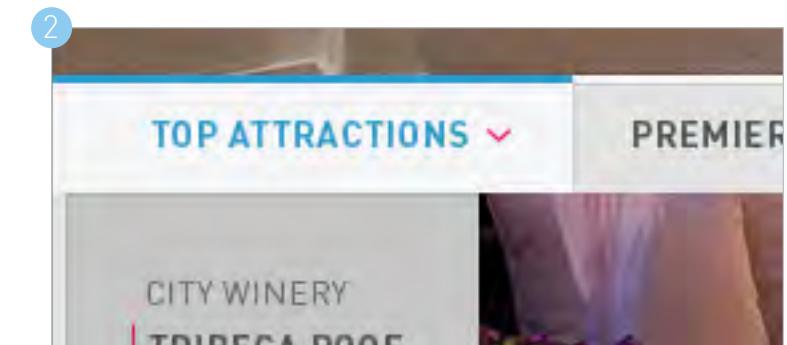
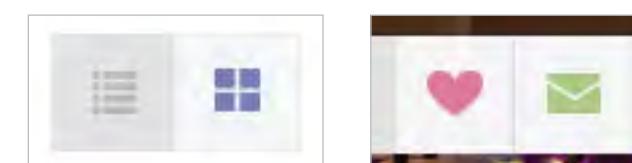
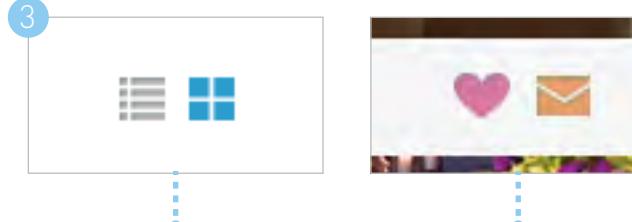
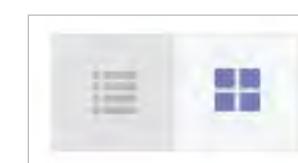
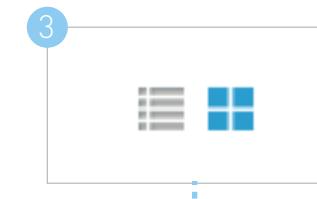
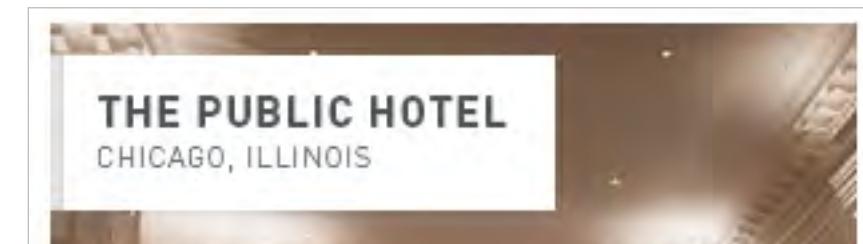
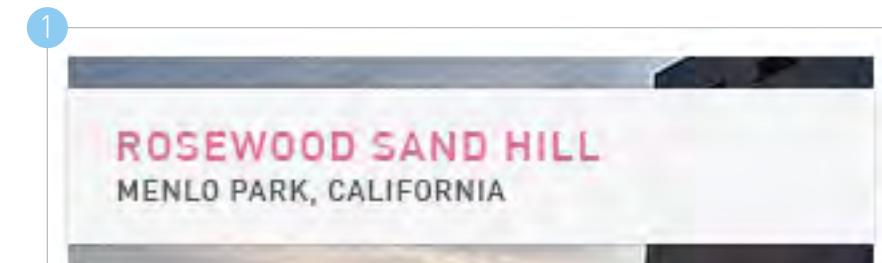
This design plays with the light and airy theme seen in the previous mood board. Opacity is once again consistent with most elements.



DESIGN PROGRESS

The design chosen was the second, a fun, clean, bold design that highlights the information on the site very well. To the right is a compilation of certain steps in the refinement process.

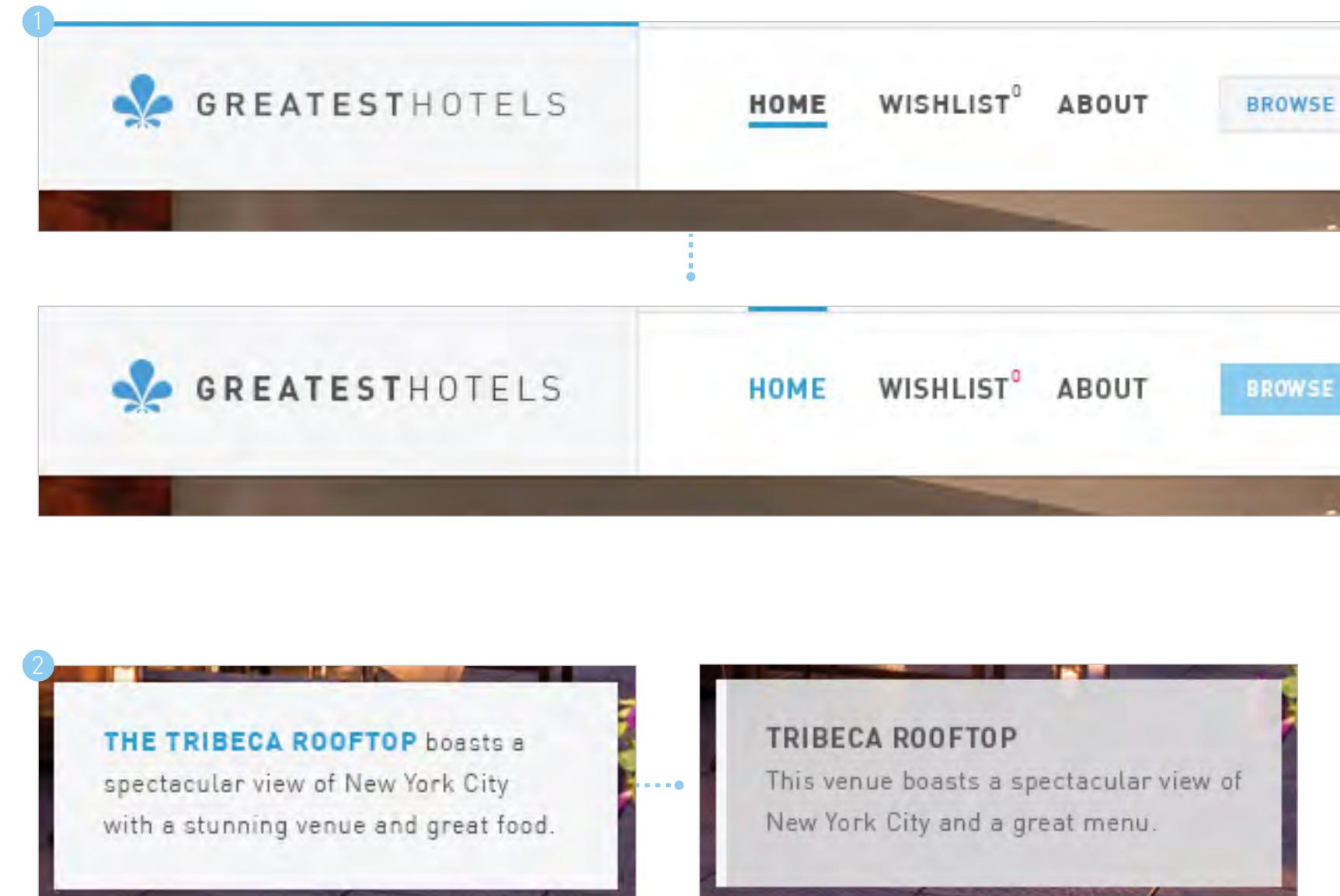
- 1 Transition from a lot of shadows to a simple and flat box that flies out.
- 2 Loss of shadows in the attractions bar, with a touch of opacity to the gray box.
- 3 Icons were simplified to a flat design that lives within a box.
- 4 Explore button was embellished with the arrow found elsewhere in the design.



DESIGN PROGRESS

The design chosen was the second, a fun, clean, bold design that highlights the information on the site very well. To the right is a compilation of certain steps in the refinement process.

- 1 The navigation bar transformed in the way that it was highlighted as well as how the browse cities bar was handled. Also notice the slight change in the typography for a friendlier look.
- 2 Icons were simplified to a flat design that lives within a box.

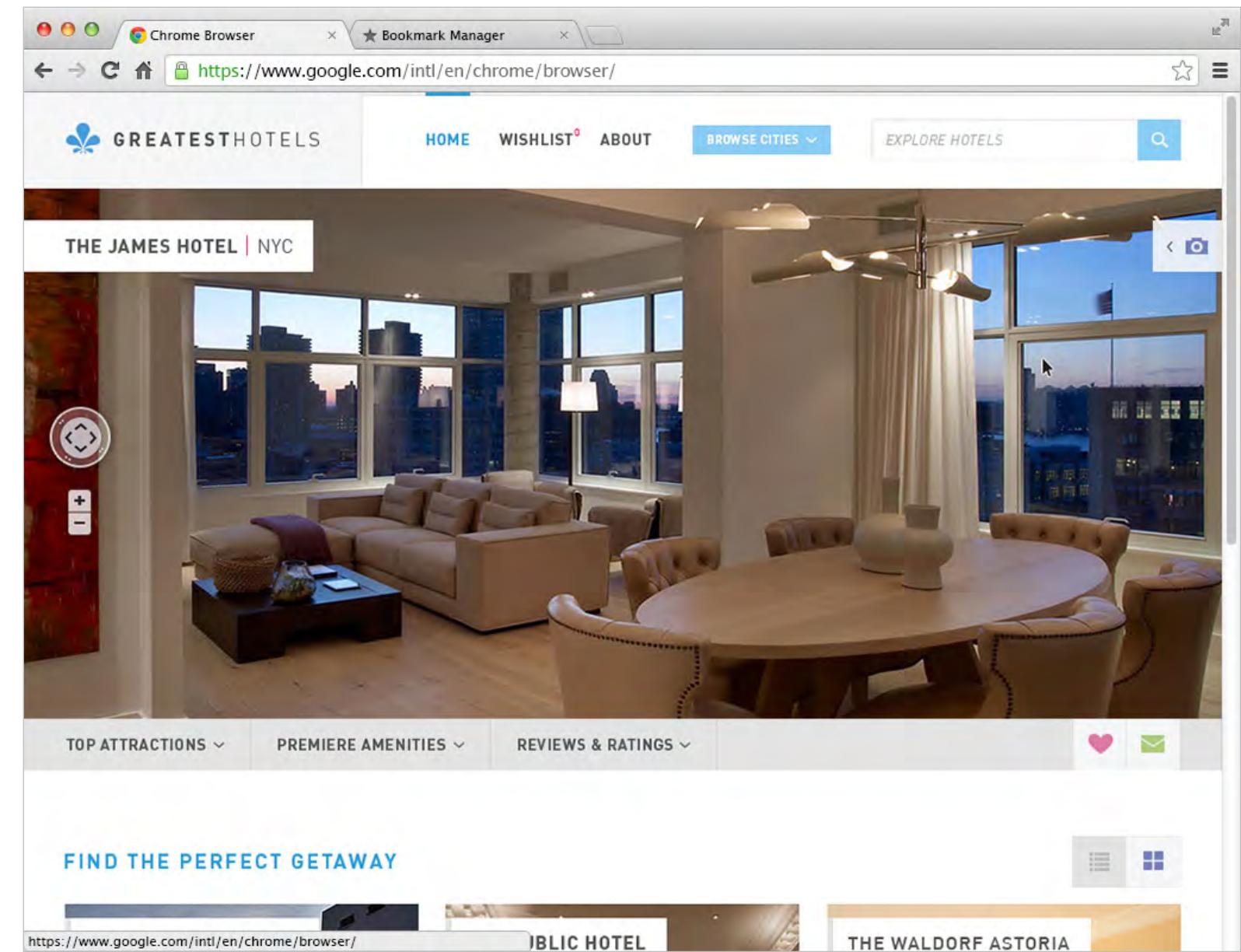


PHASE SIX

FINAL DESIGN COMPS

FINAL DESIGN DIRECTION

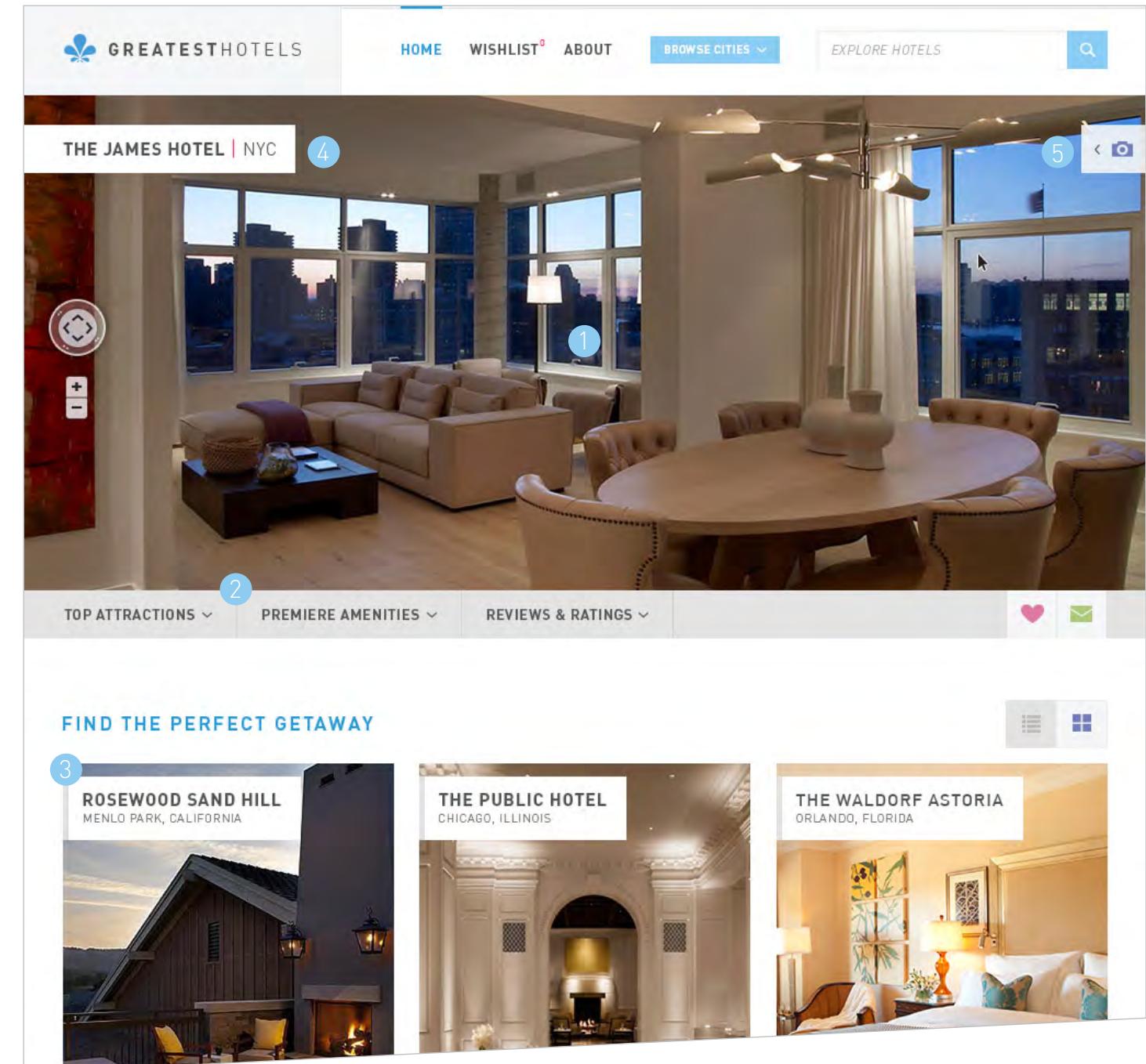
This is a taste of what the GHG website would look like inside of a browser. The page would take up the whole width. The clean design with the pops of color add a fun element to a neat website. Notice how the visual experience is amplified while in a browser. Featured hotels beg for the user interaction and will hopefully draw others to the site.



LANDING PAGE COMP

This is the homepage that appears once a user enters the GHG website. The emphasis on imagery is key to the visual experience.

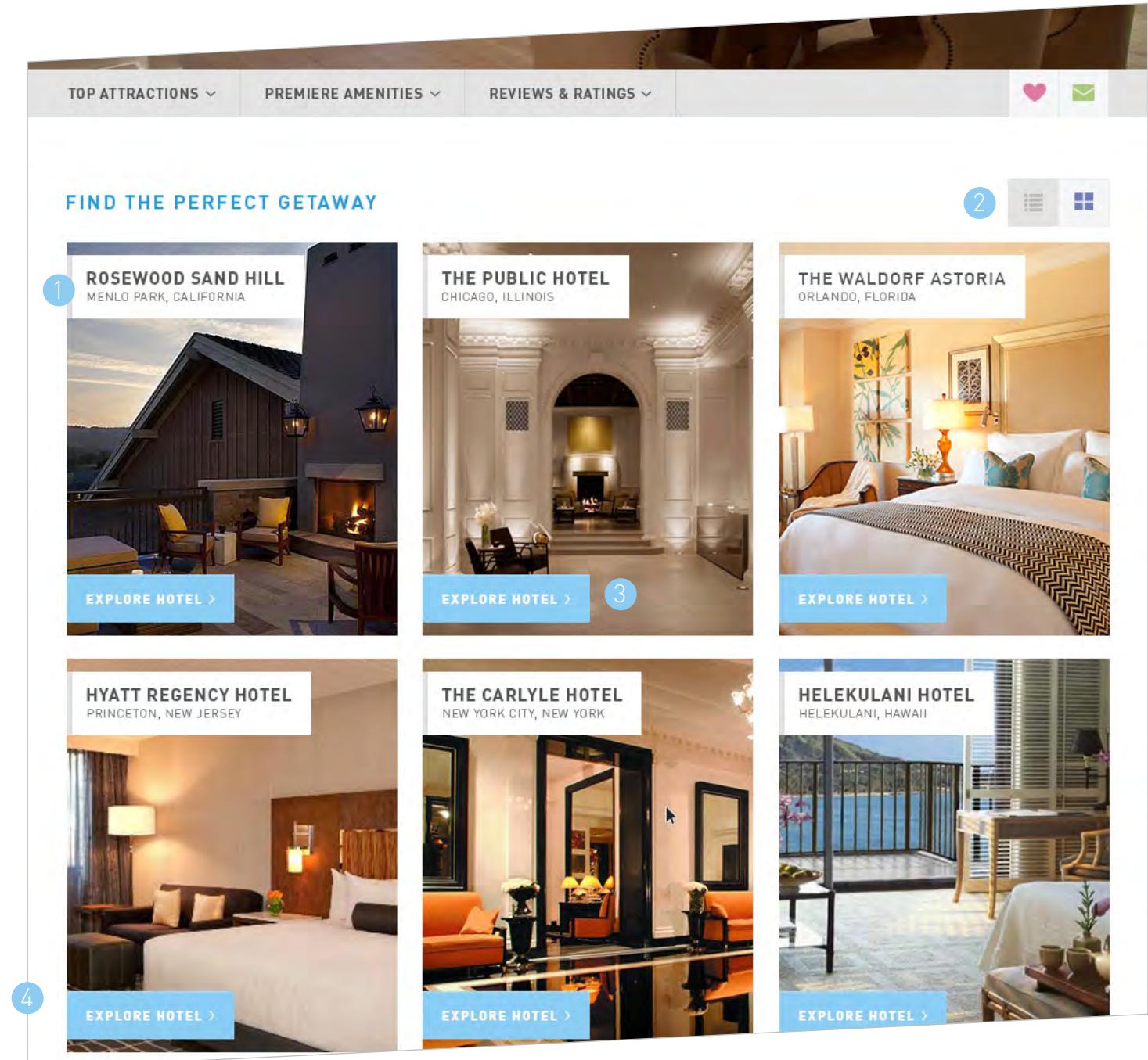
- 1 The landing page will feature one hotel at random draw.
- 2 Users can sort through attractions, amenities, and reviews of each hotel.
- 3 A list of extra featured hotels appears with the homepage, one after the other.
- 4 Names of the hotels fly out from the side of each image.
- 5 The thumbnail icon flies out from the left for users to interact with.



LANDING PAGE COMP

With the Landing Page comes a set of featured vacation hotels that can be shown via a grid or a list layout.

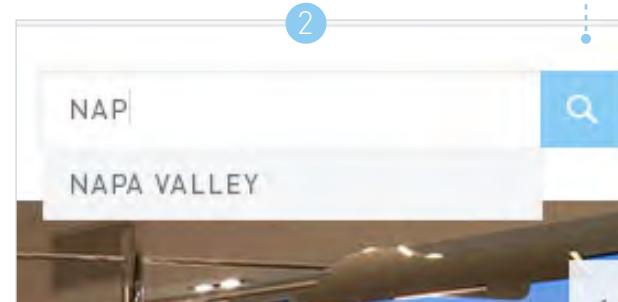
- 1 Extra hotels are featured at random and begin in the grid system.
- 2 Icons are consistently structured next to featured hotels.
- 3 Explore button expands that hotel from the spot it currently contains. In its place comes another hotel.
- 4 Users can keep scrolling until the list runs out.



BROWSE CITIES COMP

In case users are unsure of where to find the hotel they are looking for, a dropdown of cities is available to click and search.

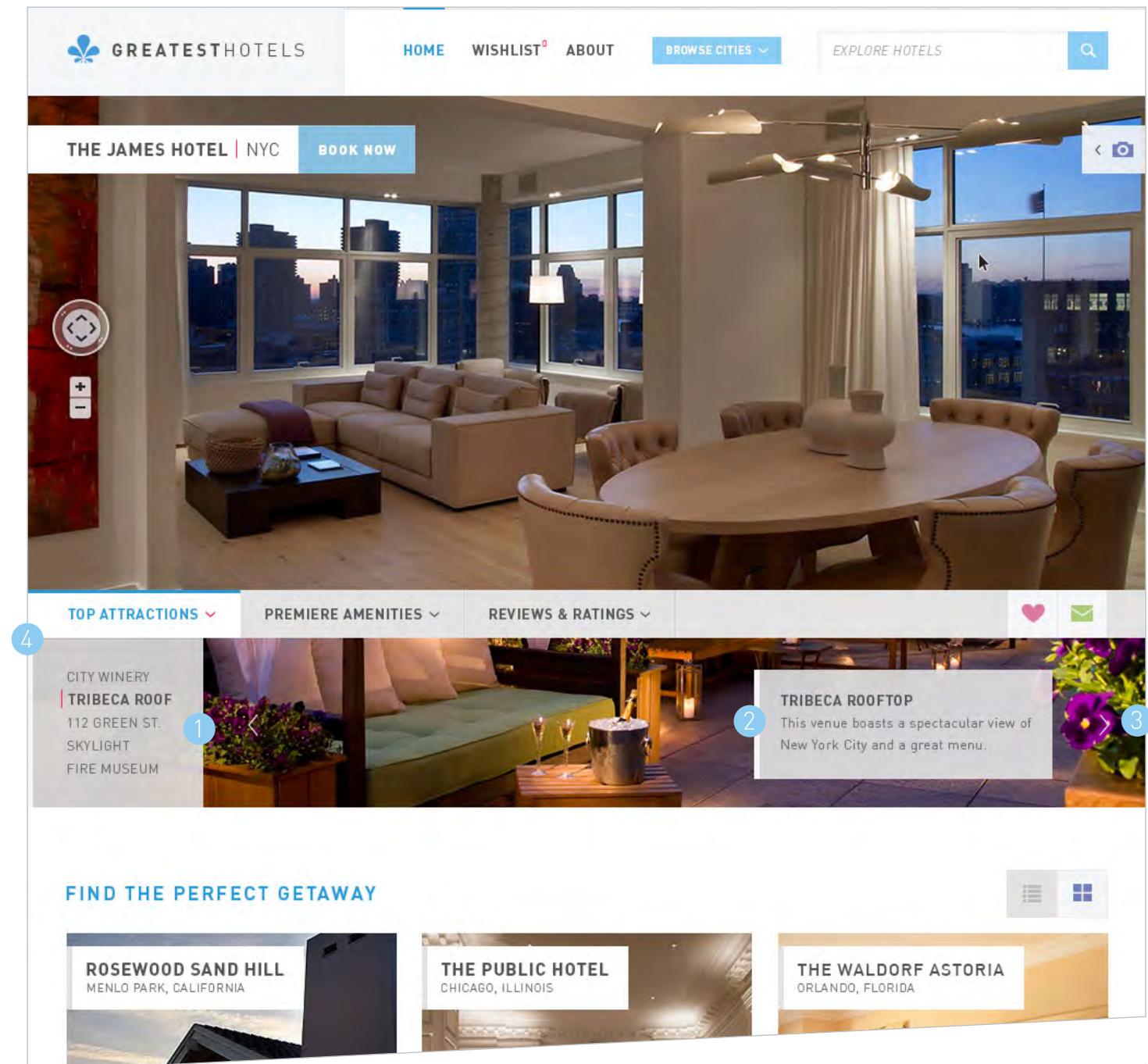
- 1 All cities available for GHG's exploration are listed in the dropdown menu.
- 2 When typing into the search box, a live search automatically updates.



ATTRACTI0NS COMP

Every featured hotel has the option to explore Top Attractions, Premiere Amenities, and Reviews and Ratings.

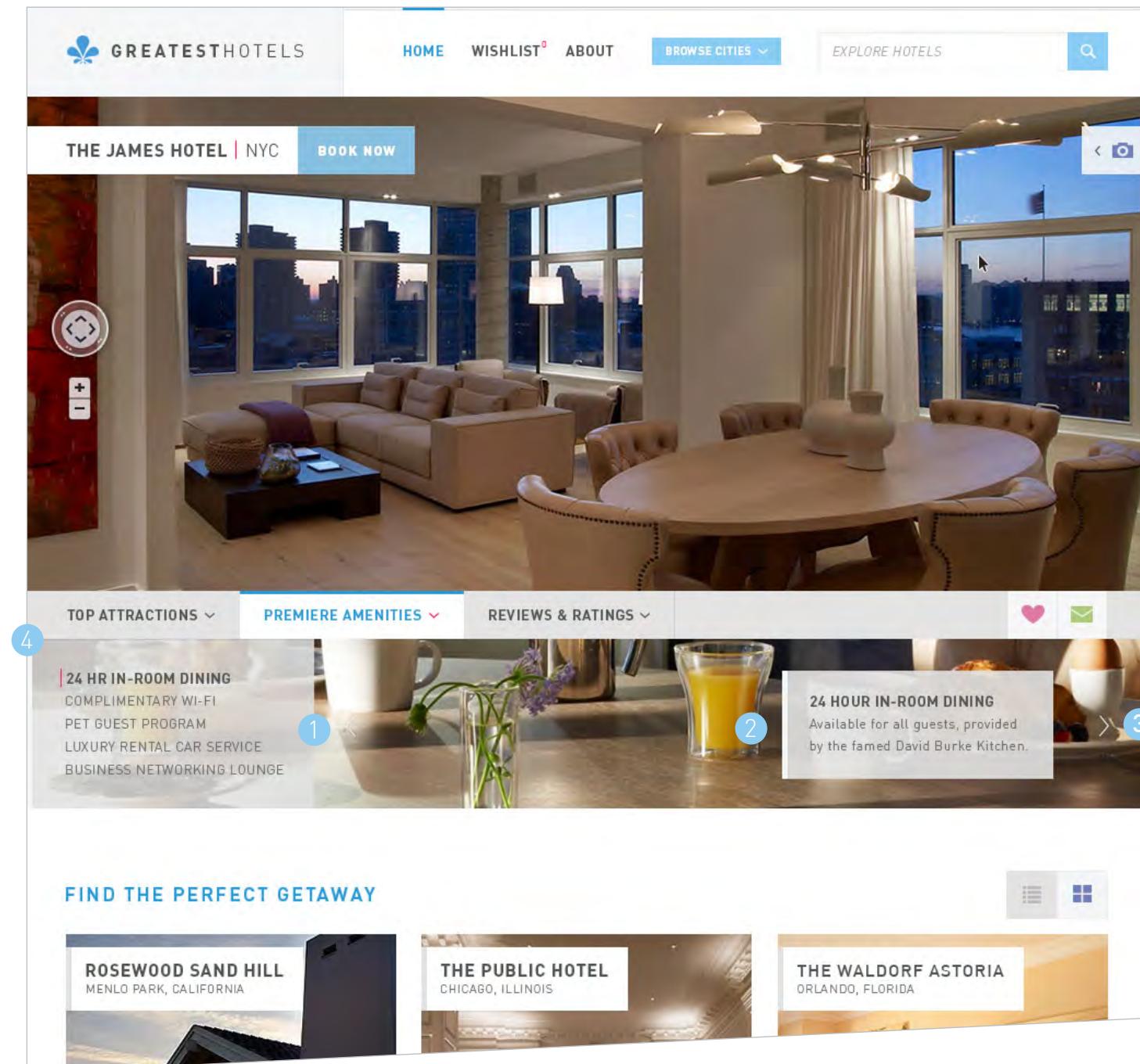
- 1 The top attractions are listed, able to be highlighted with the click of a mouse.
- 2 Bits of information about each attraction are highlighted with a picture.
- 3 Users can also navigate with the arrows to go through the list.
- 4 Expanded menu slides down once the Top Attractions bar is clicked.



AMENITIES COMP

The expanded Premiere Amenities state highlights key amenities that users may be interested in when searching for a hotel.

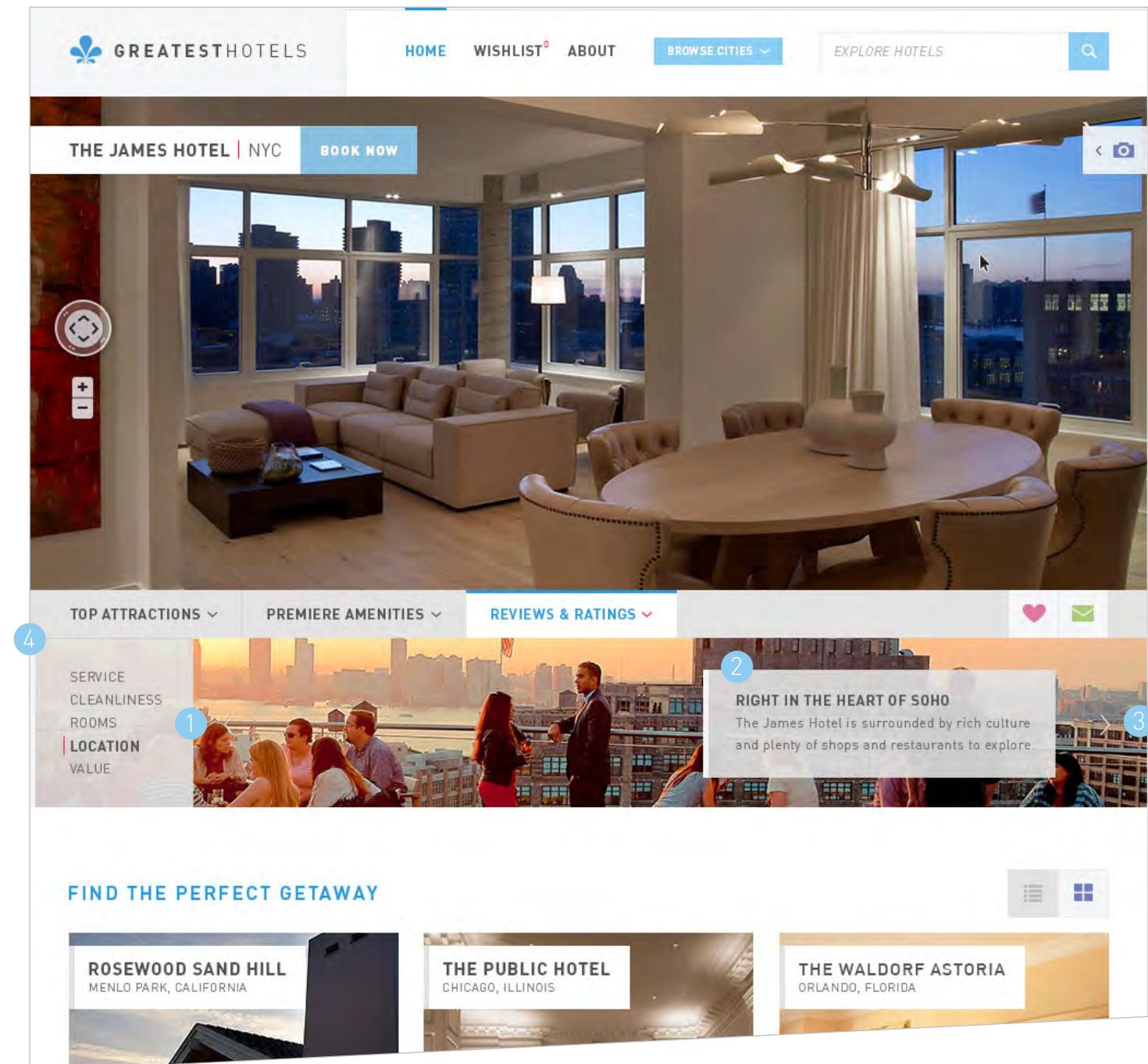
- 1 The premiere amenities are listed, able to be highlighted with the click of a mouse.
- 2 Bits of information about each amenity are highlighted with a picture.
- 3 Users can also navigate with the arrows to go through the list.
- 4 Expanded menu slides down once the Top Attractions bar is clicked.



REVIEWS/RATINGS COMP

Reviews and Ratings follows the same format as the other tabs and are sorted by service, cleanliness, rooms, location, and value.

- 1 The ratings categories are listed, able to be highlighted with the click of a mouse.
- 2 Short reviews are shown with up to five stars highlighted.
- 3 Users can also navigate with the arrows to go through the list.
- 4 Expanded menu slides down once the Top Attractions bar is clicked.



THUMBNAIL COMP

Offering more than one Google Business Photo option per hotel feature is essential for understanding the true essence of the hotel.

- 1 Thumbnails slide out from a tab on the left and can be clicked to view in full.
- 2 Selecting a thumbnail will expand it into the main featured hotel window.

The screenshot shows the Greatest Hotels website interface. At the top, there's a navigation bar with the logo 'GREATEST HOTELS', 'HOME', 'WISHLIST', 'ABOUT', 'BROWSE CITIES', 'EXPLORE HOTELS', and a search icon. Below the navigation is a large banner for 'THE JAMES HOTEL | NYC' featuring a lounge area with a sofa and a large window overlooking a city skyline. A 'BOOK NOW' button is visible in the top right of the banner. To the left of the banner is a vertical sidebar with a circular control for zooming in and out. On the right side of the banner, there are three numbered thumbnails: 1 points to a 'ROOFTOP POOL' image, 2 points to a 'FITNESS CENTER' image, and 3 points to a 'GARDEN PATIO' image. Below the banner, there are tabs for 'TOP ATTRACTIONS', 'PREMIERE AMENITIES', and 'REVIEWS & RATINGS'. The 'PREMIERE AMENITIES' tab is currently selected, showing a photo of people on a rooftop terrace. To the left of this photo is a sidebar with filters: SERVICE, CLEANLINESS, ROOMS, LOCATION (which is highlighted in red), and VALUE. To the right of the photo is a callout box with the heading 'RIGHT IN THE HEART OF SOHO' and the text 'The James Hotel is surrounded by rich culture and plenty of shops and restaurants to explore.' At the bottom, there's a section titled 'FIND THE PERFECT GETAWAY' with cards for 'ROSEWOOD SAND HILL MENLO PARK, CALIFORNIA', 'THE PUBLIC HOTEL CHICAGO, ILLINOIS', and 'THE WALDORF ASTORIA ORLANDO, FLORIDA'.

LIST SYSTEM COMP

Users will be able to toy with the grid versus list view of the hotels. This will be the standard for all lists on the site.

- 1 Features are similar to what users find in the grid view.
- 2 Users can click Explore Hotel in order to view more information as it expands. The surrounding hotels simply push down below the expanded hotel.

FIND THE PERFECT GETAWAY

ROSEWOOD SAND HILL
MENLO PARK, CALIFORNIA

EXPLORE HOTEL >

THE PUBLIC HOTEL
CHICAGO, ILLINOIS

EXPLORE HOTEL >

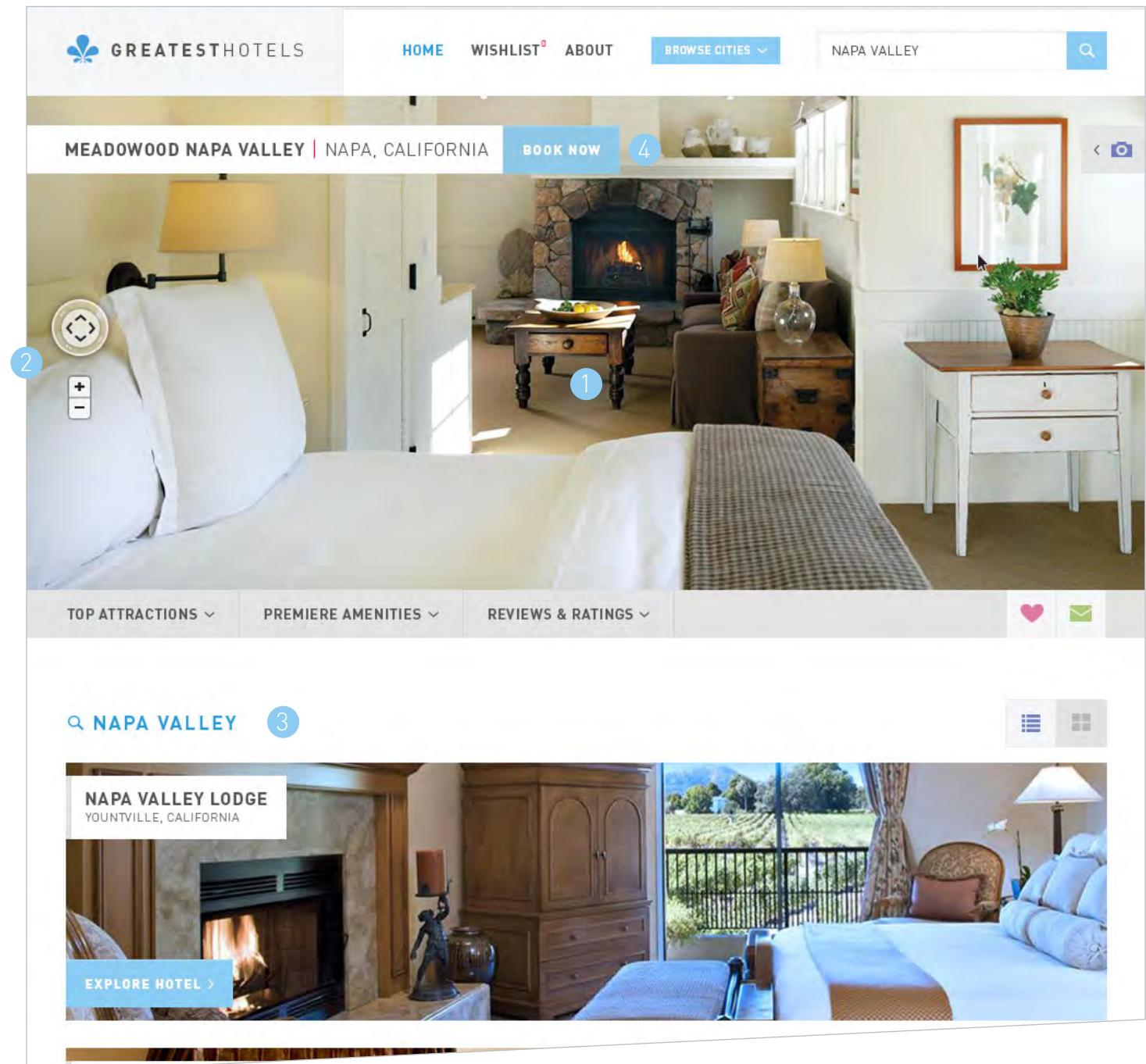
THE WALDORF ASTORIA
ORLANDO, FLORIDA

COPYRIGHT © 2014 GREATEST HOTELS GROUP

RESULTS PAGE COMP

The idea behind this layout of the site is to showcase stunning imagery and pair it with vital information for the user to book a stay.

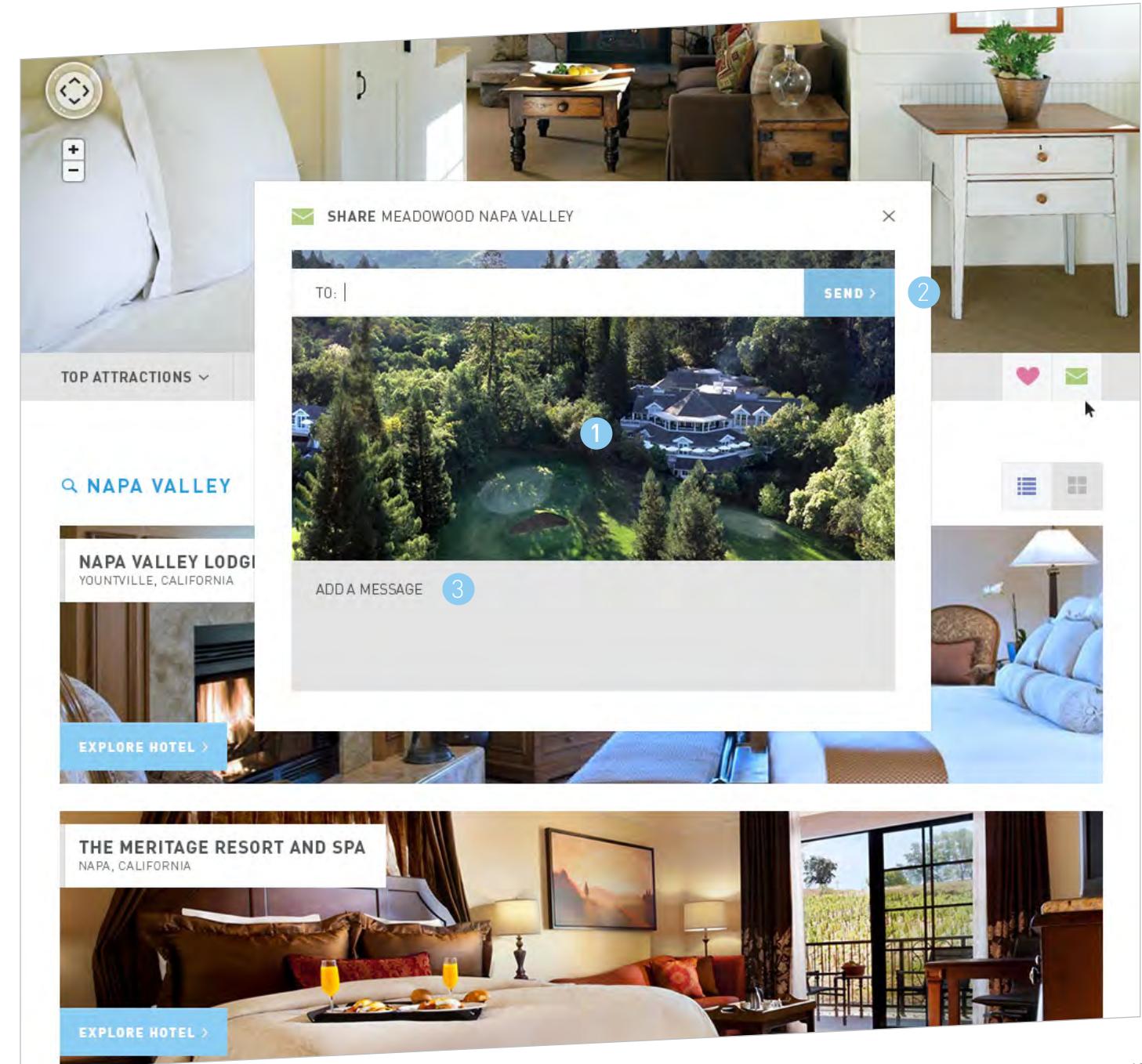
- 1 Results show one featured hotel that is at full expansion below the nav menu.
- 2 Allows users to navigate photo with Google Business Photo technology.
- 3 Extra results stay in collapsed form one after the other.
- 4 Book now button brings users directly to ODR site.



EMAIL POP-UP COMP

When users click the mail icon, a pop-up window is brought to focus. Here they can share their favorite hotels with family and friends.

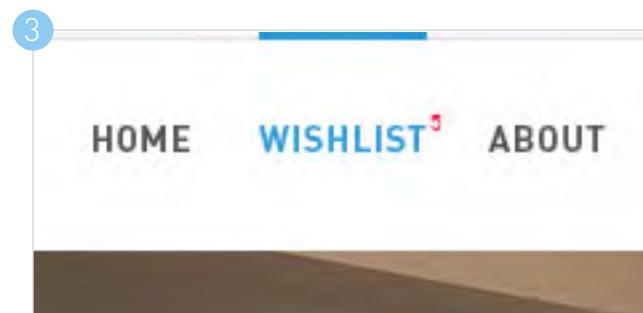
- 1 Picture of hotel is featured in the background and in email.
- 2 The send button will automatically send the message and close the pop-up.
- 3 Message is available for input by the user.



WISHLIST COMP

Users can take the step to add their favorite destination hot spots to their own Wishlist, which is collected in grid or list view.

- 1 The accent bars turn to pink to indicate their connection to the wishlist. Clicking these will delete them from the list
- 2 Recommended hotels based on areas recently searched are below in a list or a grid system.
- 3 The wishlist count increases in the navbar as users add them to their list.



A grid view of five recommended hotel cards, each featuring a small image, the hotel's name, its location, and a blue 'EXPLORE HOTEL >' button. The cards are arranged in two rows: the top row contains three cards (Rosewood Sand Hill, The Public Hotel, The Waldorf Astoria) and the bottom row contains two cards (Hyatt Regency Hotel, The Carlyle Hotel). In the top-left corner of the grid, there is a small red heart icon followed by the word 'WISHLIST' in blue. In the bottom-left corner, there is a yellow star icon followed by the words 'RECOMMENDED' in blue. In the top-right corner, there are two small icons: a grid icon and a list icon. In the bottom-right corner, there are also two small icons: a grid icon and a list icon.

- 1 ROSEWOOD SAND HILL
MENLO PARK, CALIFORNIA
[EXPLORE HOTEL >](#)
- 2 THE PUBLIC HOTEL
CHICAGO, ILLINOIS
[EXPLORE HOTEL >](#)
- 3 THE WALDORF ASTORIA
ORLANDO, FLORIDA
[EXPLORE HOTEL >](#)
- 4 HYATT REGENCY HOTEL
PRINCETON, NEW JERSEY
[EXPLORE HOTEL >](#)
- 5 THE CARLYLE HOTEL
NEW YORK CITY, NEW YORK
[EXPLORE HOTEL >](#)

ABOUT GHG COMP

The about section is so that users can get to know Greatest Hotels Group and learn about their mission as a company.

- 1 GHG's mission is explained. Google Business Photos is referred to.
- 2 Contact information resides below. Users can click the contact us button to email the company.



1 OUR MISSION IS TO EMPOWER HOTELIERS TO CONTROL THEIR OWN DESTINY

At Greatest Hotels Group, we strive to create the best experience possible for you to find your dream destination. We offer the ability for you to book with the most luxurious hotels in the nation. We know how difficult or stressful it may be to sort through the endless lists of mediocre destination hotels. Here at GHG, only the best of the best are presented.

In order to capture the beauty and luxury of the hotel experience, we partnered with Google Business Photos. With every exploration you will find yourself immersed in each hotel with high resolution, 360 degree views of hotel interiors. We are proud to conduct a service that highly benefits hotels' reservation systems. Our online

direct reservation system presents each hotel and their amenities, attractions, and ratings so that each decision is a conscious one.

We sincerely hope that you enjoy your time spent with our premiere hotel service and that you find everything that you were searching for, and more.

2

[CONTACT US >](#)

IAN PARNES | Director Business Development

PHONE | 855-777-5070

EMAIL | iparnes@greatesthotelsgroup.com

CONTACT POP-UP COMP

This can be accessed from the About section as well as the Contact section in the footer. The layout is the same as the share module.

- 1 The send button will automatically send the message and close the window.
- 2 Users are able to add their personalized message to GHG.

OUR MISSION IS TO

At Greatest Hotels Group, we believe in providing the best experience possible for our guests. We offer a wide range of destination hotels, from budget to luxury, in every corner of the world. We know how difficult it can be to sort through the endless options, so we've curated a list of the best destination hotels. Here at GHG, we present each hotel's unique attractions, and ratings so you can make an informed decision. We hope that you enjoy your time here and find the perfect hotel service and amenities that you were searching for.

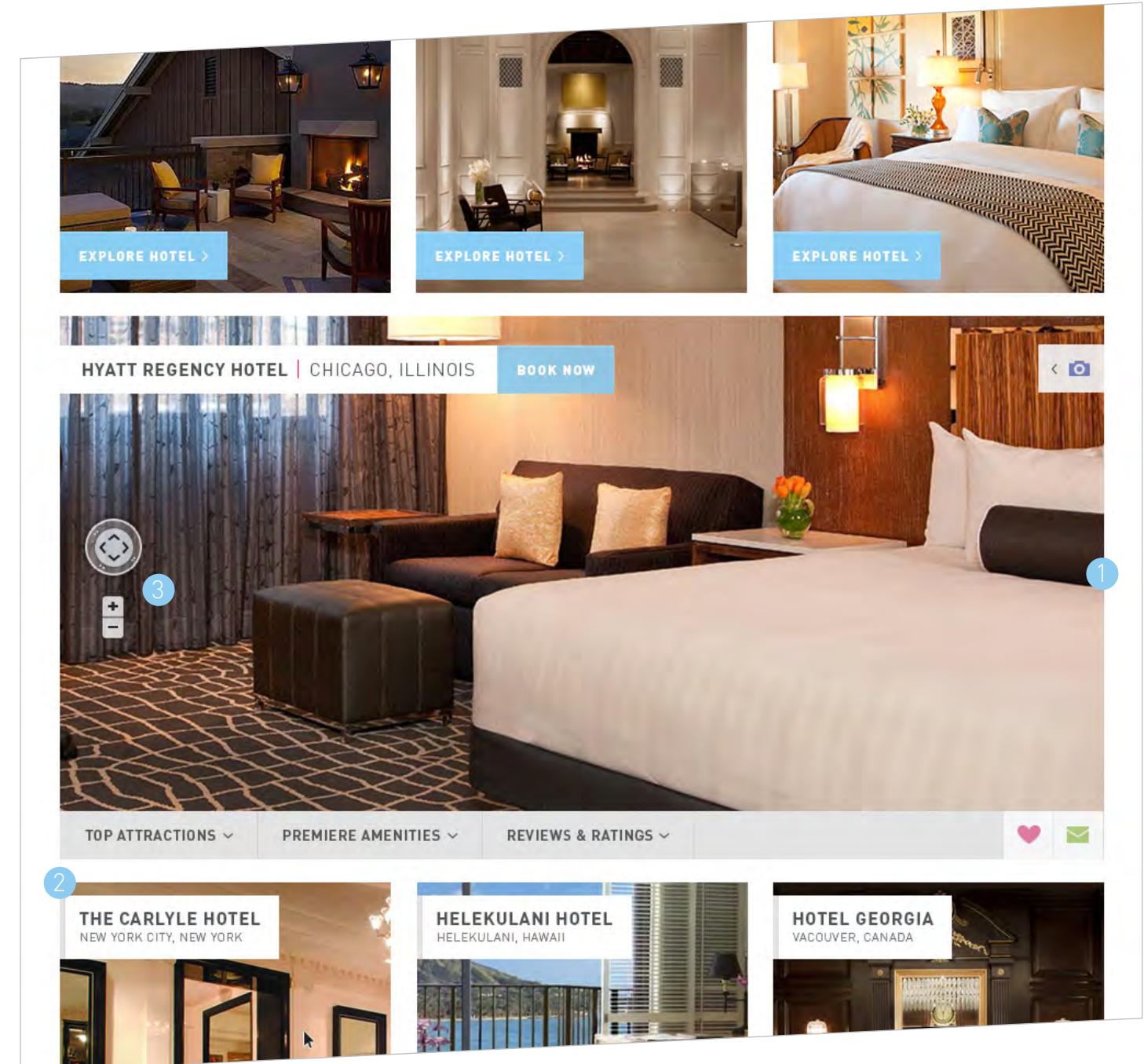
CONTACT US >

IAN PARNE | Director Business Development
PHONE | 855-777-5070
EMAIL | iparnes@greatesthotelsgroup.com

EXPLORED HOTEL COMP

This is an example of what would happen when one of the hotels (not including the featured hotel above) would do when explored.

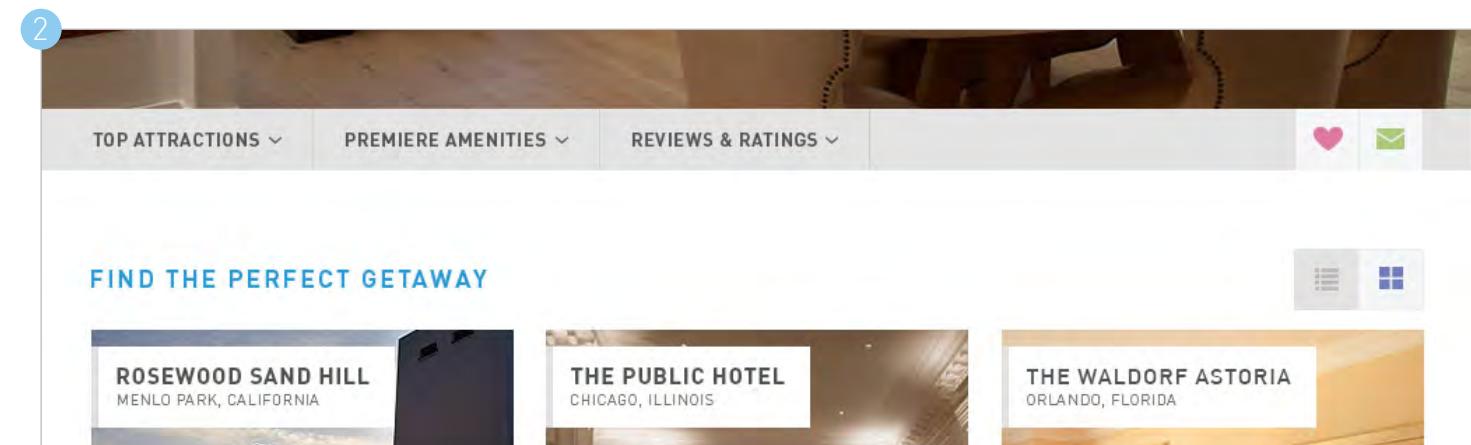
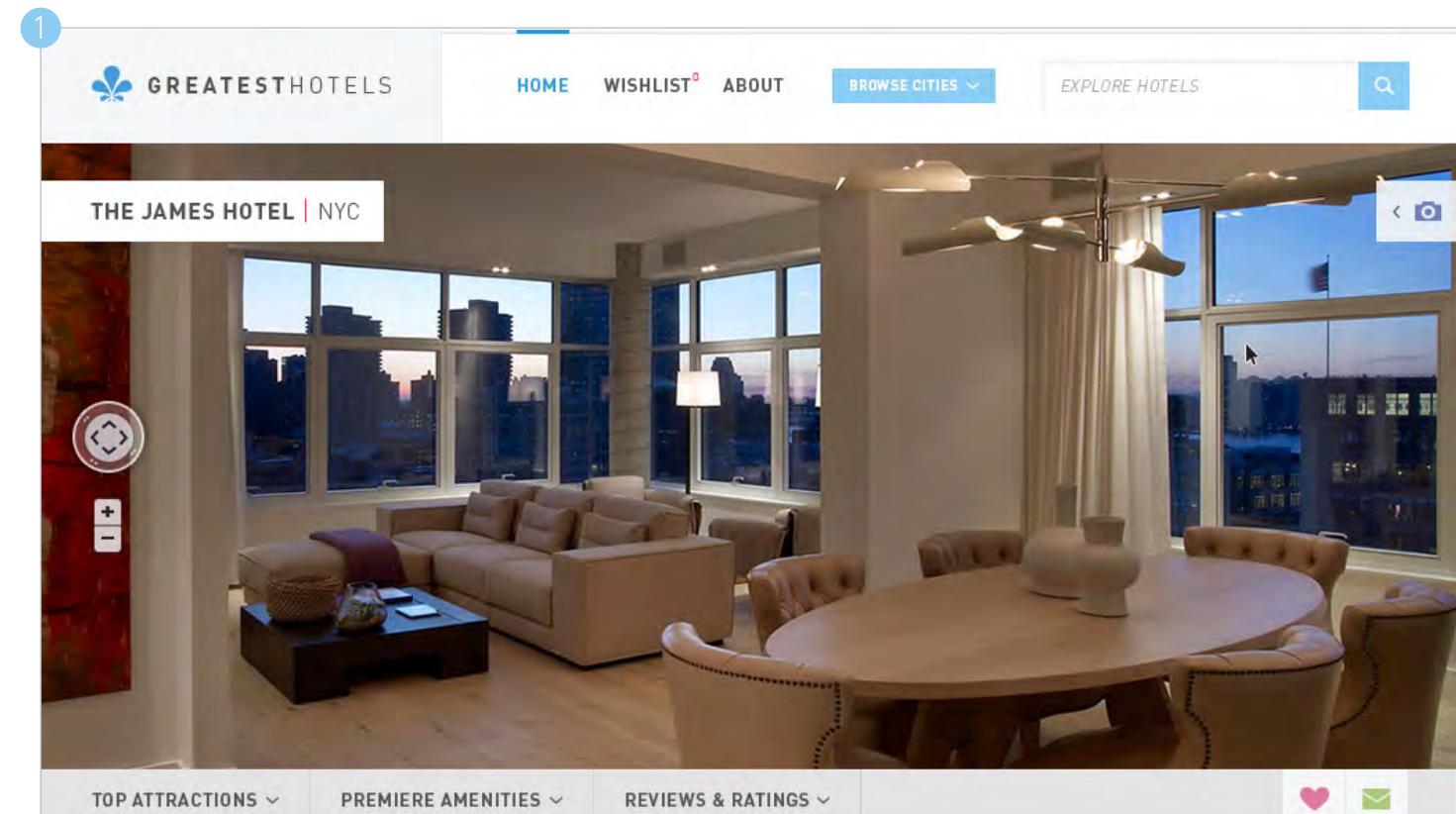
- 1 The module will expand to the width of the grid or list with the same principles established in the featured hotel above.
- 2 The following hotel modules will fall in order as seen underneath the expanded hotel to the set grid or list structure.
- 3 Users can interact with the expanded hotel just the same as the featured one.



COMP TEMPLATES

Almost all of the design of this website lies within the same structure. The following are general templates of pieces of the site that are common throughout.

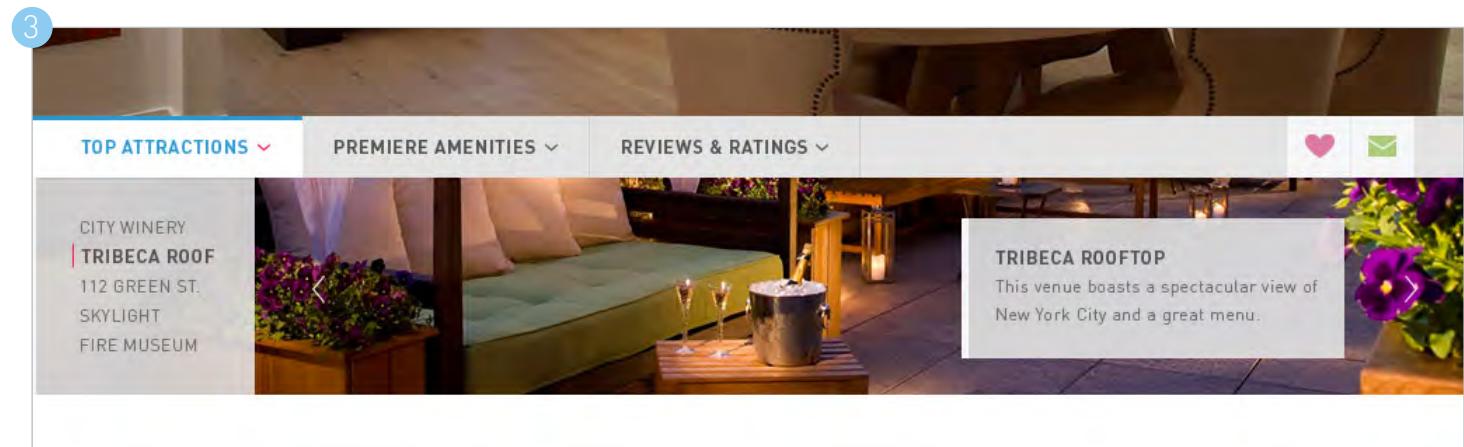
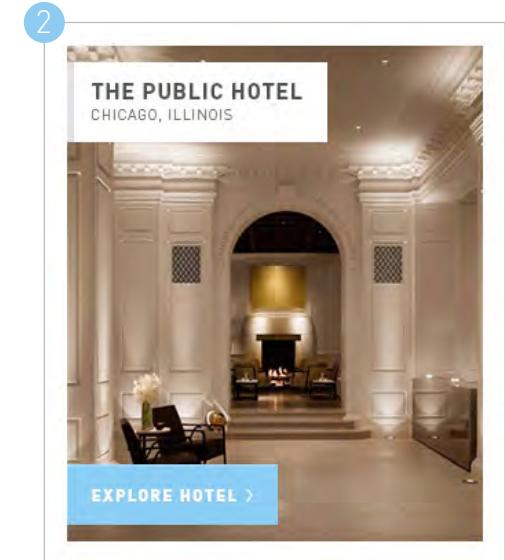
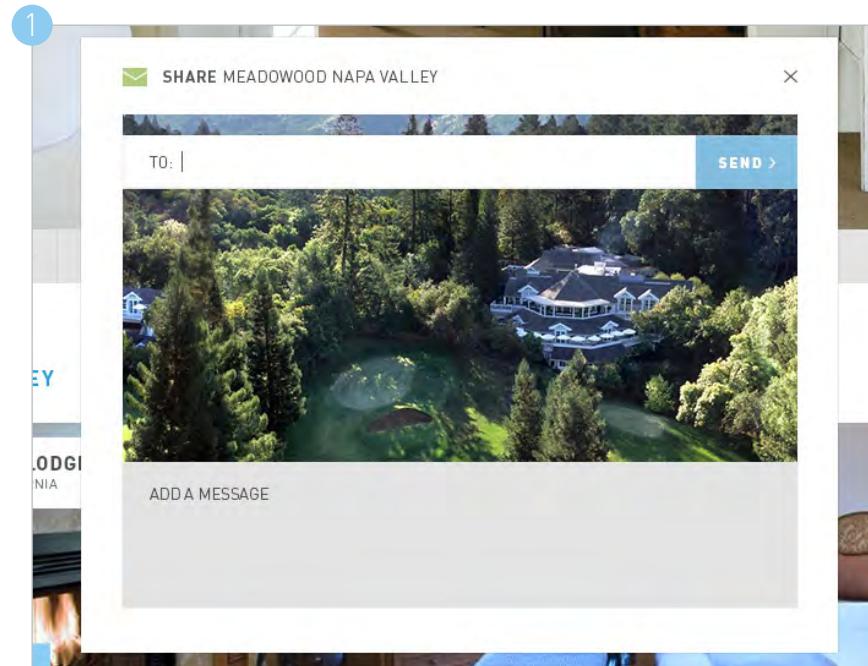
- 1 The navigation bar combined with the featured hotel is a standard for the homepage, the wishlist page, and about.
- 2 Every featured hotel is followed by the same grid or list structure.



COMP TEMPLATES

Almost all of the design of this website lies within the same structure. The following are general templates of pieces of the site that are common throughout.

- 1 The navigation bar combined with the featured hotel is a standard for the homepage, the wishlist page, and about.
- 2 Every hotel module has the same flyout bar of information and the same explore hotel button.
- 3 Every featured hotel is followed by the same grid or list structure.



STYLE GUIDE
COMING SOON!

PHASE SEVEN

REACHING OUR GOAL

DESIGN SUMMARY

GREATEST HOTELS: AN ELITE EXPERIENCE

We created an immersive user experience through images (Google Business Photos)

We engaged users to explore and book hotels

We provided ways to drive traffic to hotel sites (Online Direct Reservation)