

User Summary

SWSX attracts a wide range of people from industry professionals to enthusiasts within the realm of technology, media and entertainment. One major group of users would be industry experts interested in the networking exposure this conference could provide. They would be going to the festival primarily for business purposes and would be looking for the most convenient hotel to stay at. Another user group would be music and media enthusiasts interested in learning about emerging trends and having a memorable experience. This may be a younger audience who are more price-conscious.

Overall, our users are looking for the ideal hotel in the most efficient search method possible. This would involve a clean webpage with a straight-forward process flow. This would be accomplished by minimizing unnecessary links and by making the user experience as intuitive as possible. Instead of an endless scroll of options, we would like the user to be able to process their options quickly to minimize the amount of time spent on booking hotels. Extraneous information could be hidden and displayed when appropriate, such as having the calendar drop down only when selecting dates. Since different user groups may have different priorities, having a filter would also be helpful in narrowing down the search. Our redesigned website will be conscious of both the visual display as well as user flow.

SXSW music film interactive

(Q Search)

Sun Mon Tue Wed Thu Fri Sat Sun Mon

Film

Music

Interactive

Check-In

Check-Out

XXX
\$650

Loket Van Zandt 0.8ml

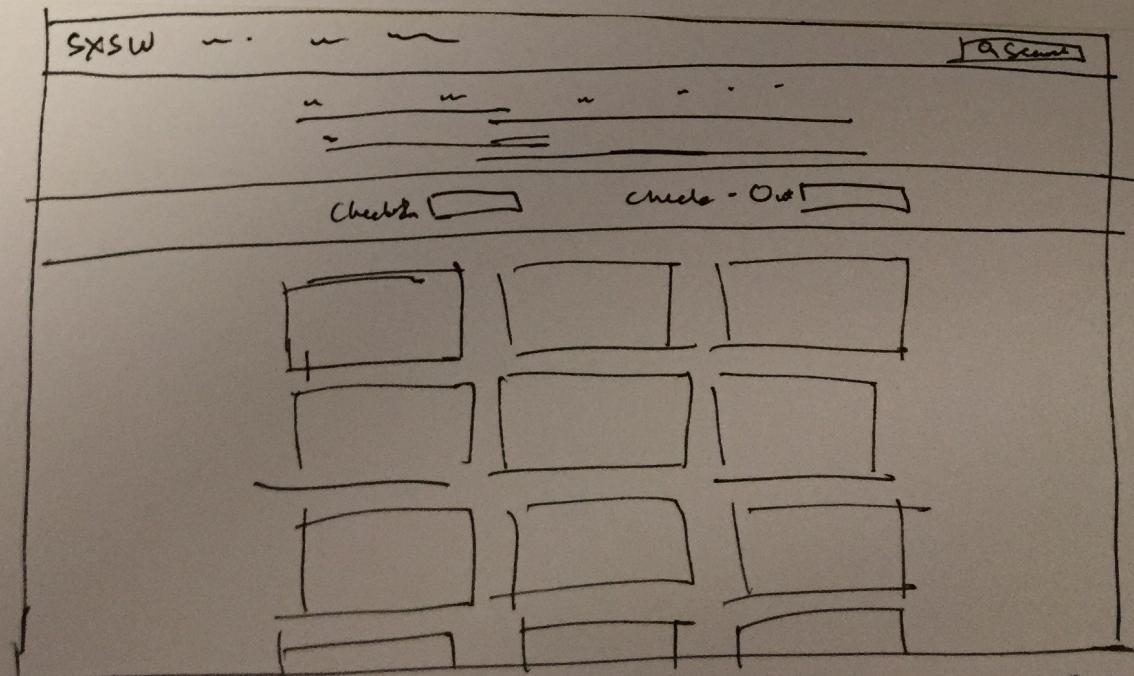
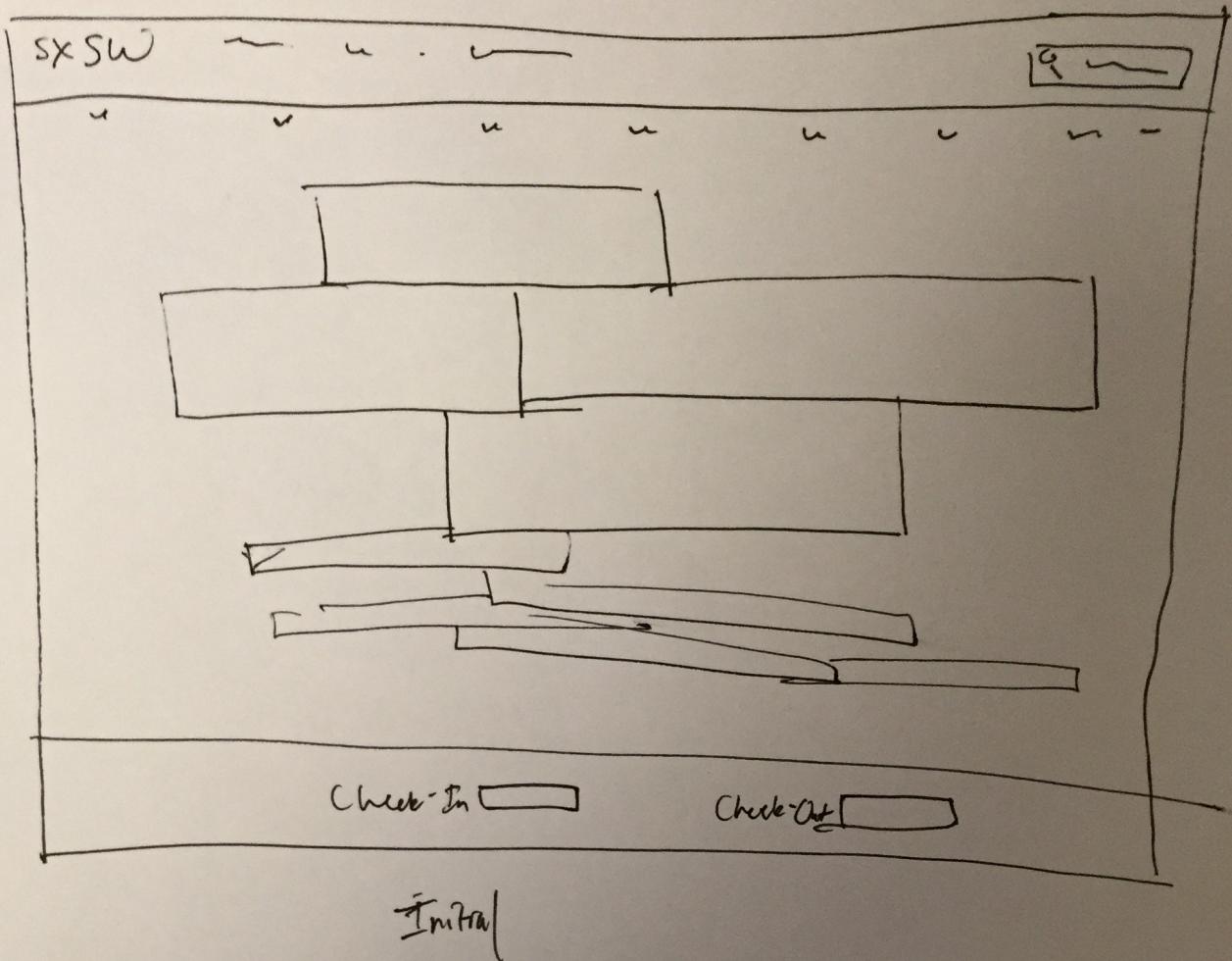
ar

w

w

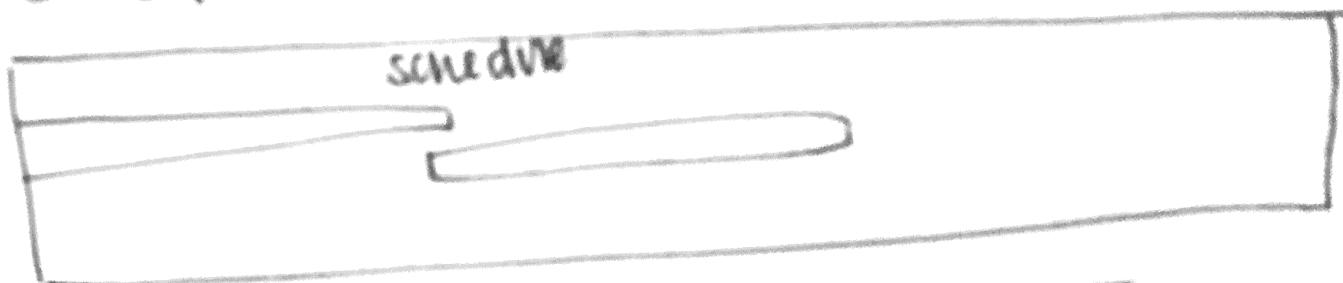
w

w



~~After entering date~~ ^{compressed}

SXSW



Select Dates
check in

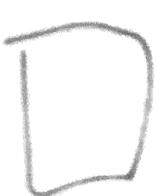
check out

SEARCH

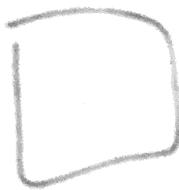
FILTER BY V ← or sort by



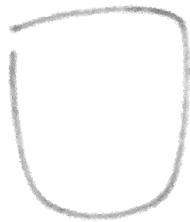
\$ \$
Amenities: ---



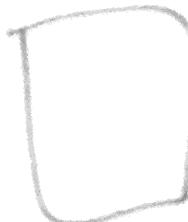
\$
amenities = = =



\$ \$ \$



\$ \$



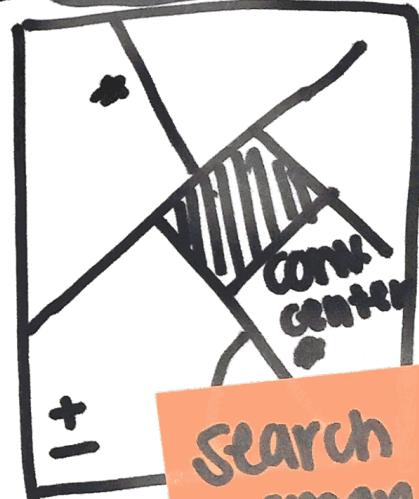
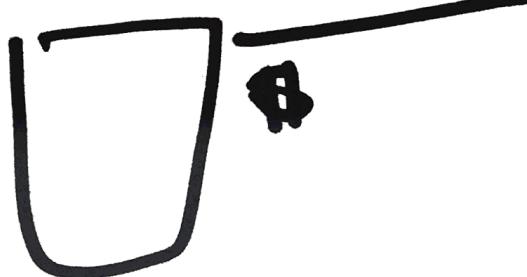
SXSW

Hotels

Checkin

Advanced

Checkout



Search
airmap
moves

A large orange sticky note with the text "Search airmap moves".

Search
airmap
moves

SXSW

HOTELS

checkin

checkout

Appears
after click
on dropdown
↓

filters
& other
options
↓

Advanced

DATE	DATE	DATE	DATE
/ / / / / /	/ / / / / /		
/ / / / / /			
/ / / / / /			

search

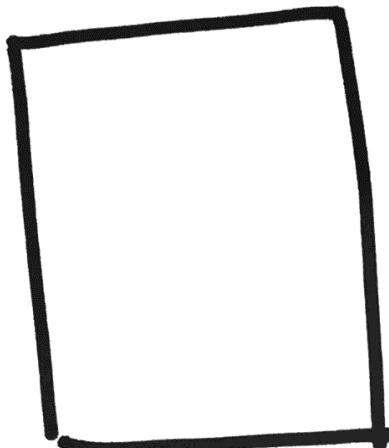
Name
3★
.4 mi away

Hotel
photo
background
←

Name
3★
1 mi away

SXSW

Hotel Name



\$\$\$
★★

.4 miles away

Amenities

- _____
- _____
- _____
- _____

Room Types

- _____
- _____
- _____

Policy

- _____
- _____
- _____
- _____
- _____



HOTEL

 CHECK IN ▾ CHECK OUT ▾

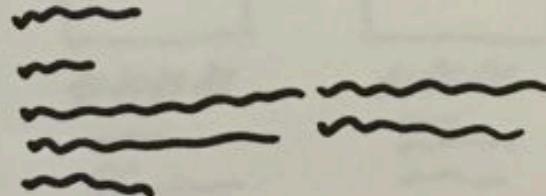
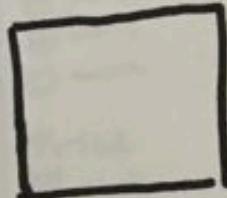
Room, Guests ▾

Search

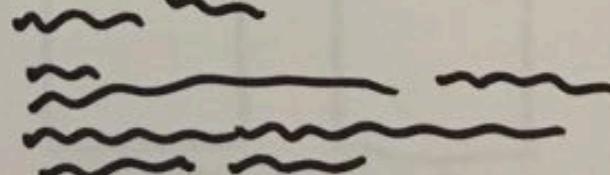
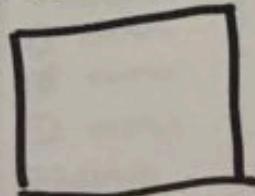
[HOTEL COMPARISON CHART](#)[MORE SEARCH OPTIONS ▾](#)

SXSW WEEK 1		SXSW WEEK 2

Inn A ★★★



Inn B ★★★★★



SXSW

MUSIC FILM



Hotel

CHECK IN

CHECK OUT

1 ROOM, 2 GUESTS



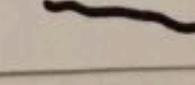
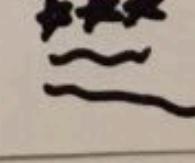
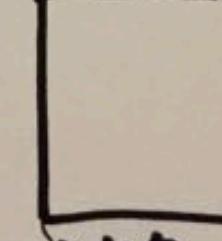
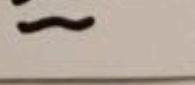
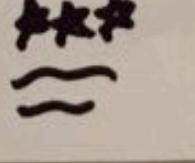
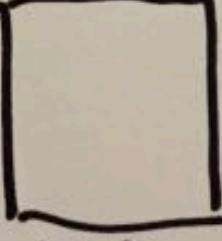
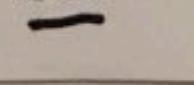
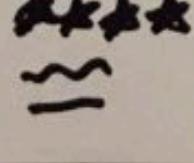
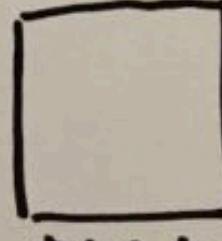
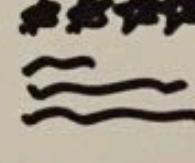
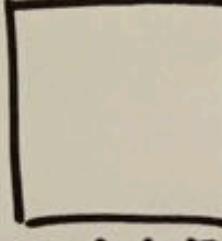
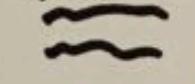
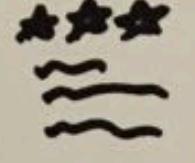
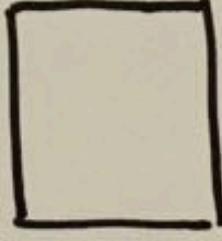
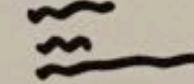
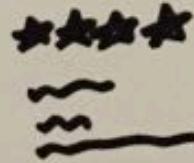
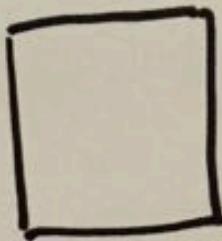
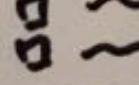
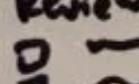
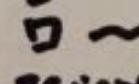
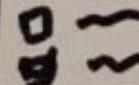
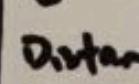
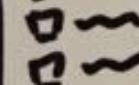
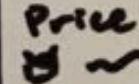
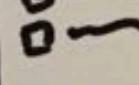
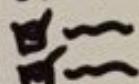
MORE SEARCH OPTIONS

HOTEL COMPARISON

SXSW WEEK 1	SXSW WEEK 2

Filter

Stars



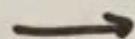
SXSW

MUSIC FILM INTERACTIVE EXHIBITIONS REGISTER

000
000
000

HOTEL

CHECK IN



CHECK OUT

1 room, 2 people

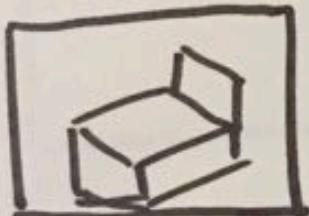
GO!

HOTEL COMPARISON CHART

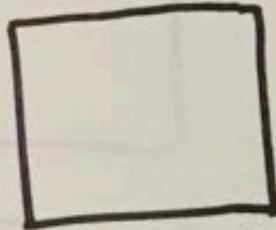
Stars: ★★☆☆☆ and up

Distance: 0km - 10km

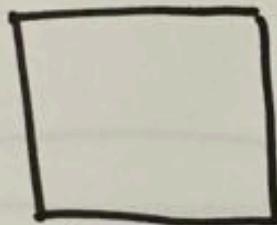
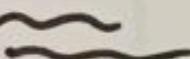
Price: 0 →



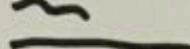
Inn A \$100



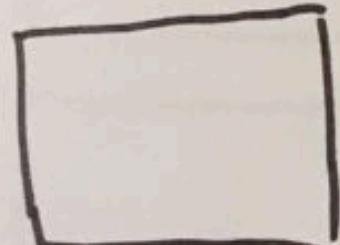
Inn B \$200



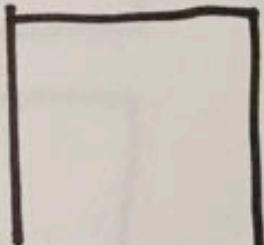
Inn C \$300



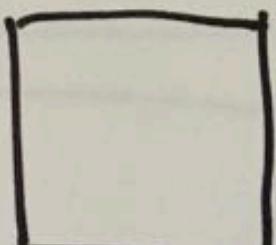
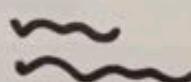
MORE



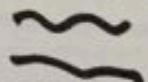
Inn D \$400



Inn E \$500



Inn F \$600



SXSW

MUSIC FILM INTERACTIVE



HOTEL

CHECKIN → CHECKOUT

1 room, 2 guests

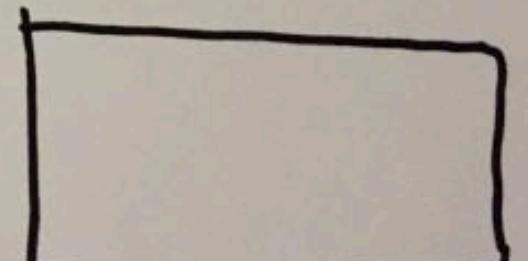
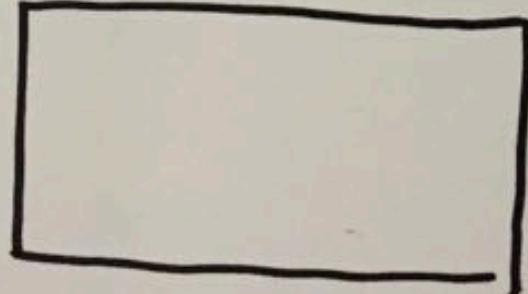
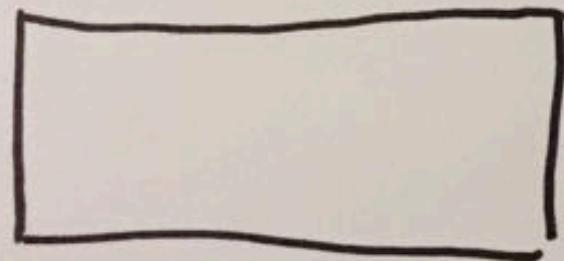
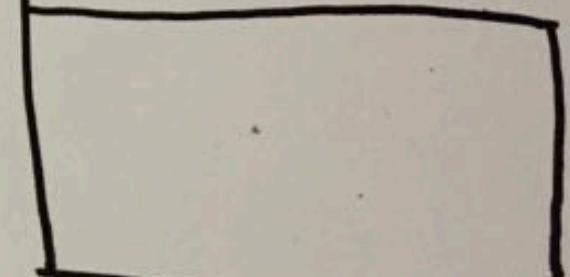
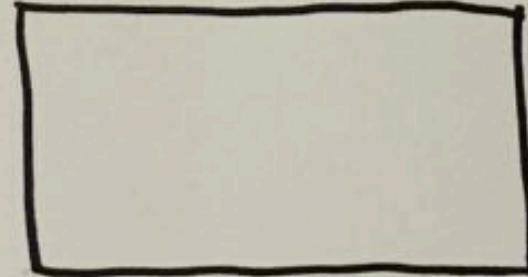
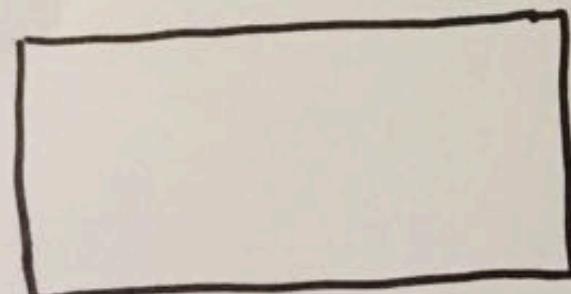
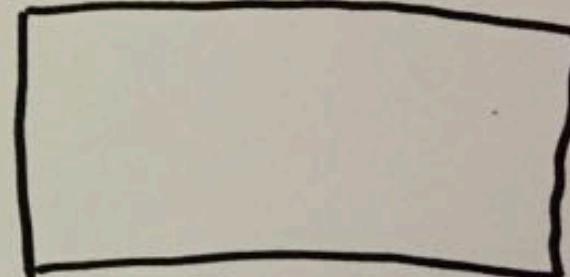
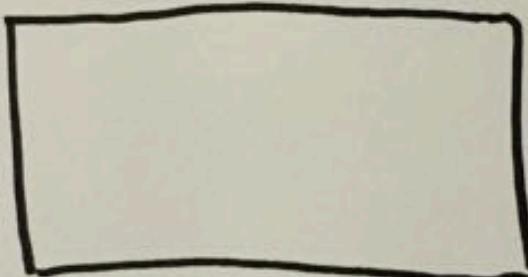
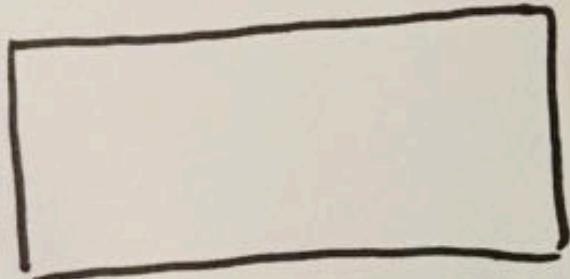
GO!

HOTEL COMPARISON

STARS: 3.4/5

Distance: at most 10km

Price: \$200 → \$500



Hotel Availability

Thu Fri Sat Sun Mon Tues Wed Thu Fri Sat Sun

Interactive Conference

Film Conference & Festival

Music Conference & Festival

Interactive Conference

Job Market

SX Health & MedTech Expo

Flatstock

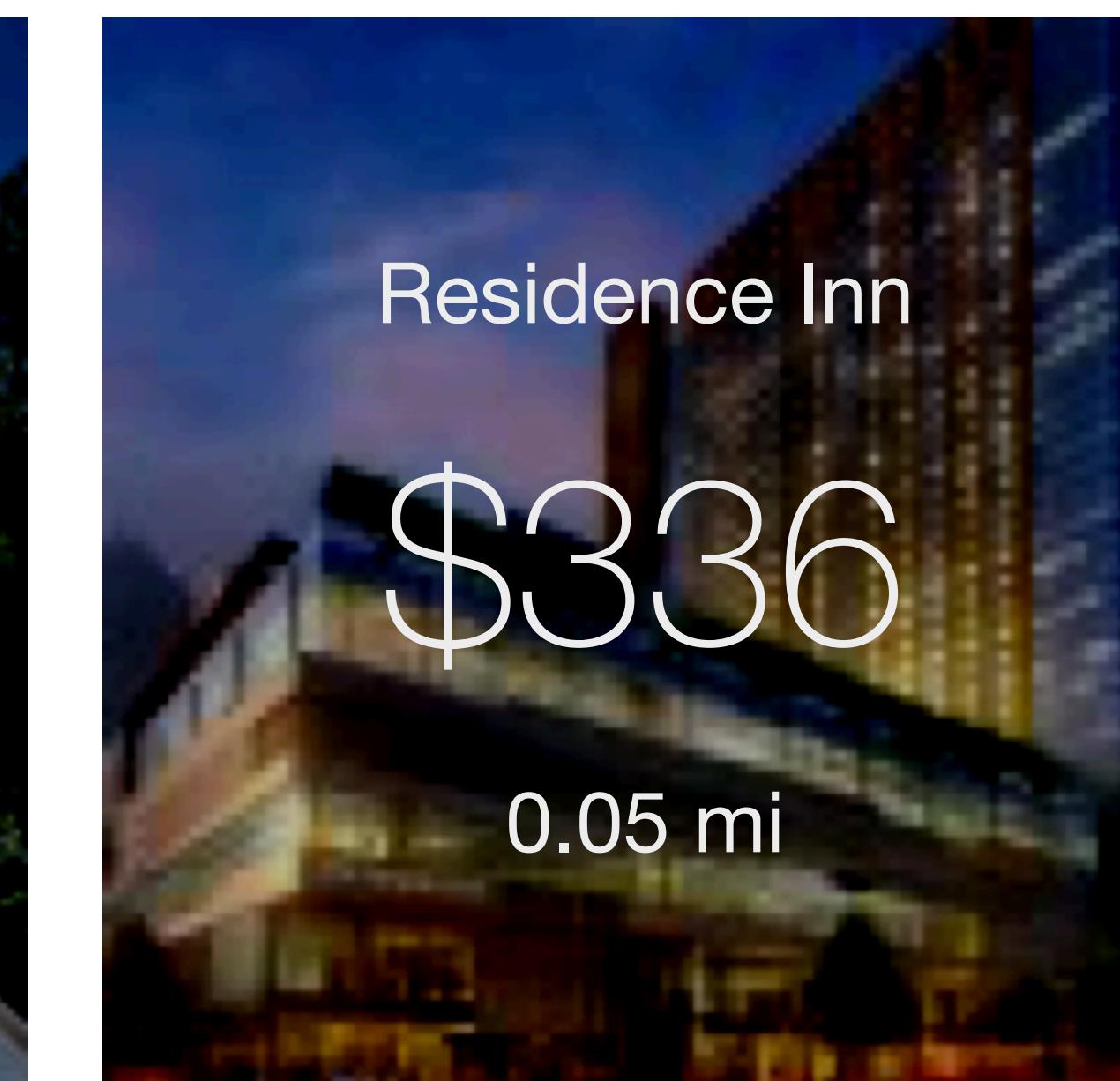
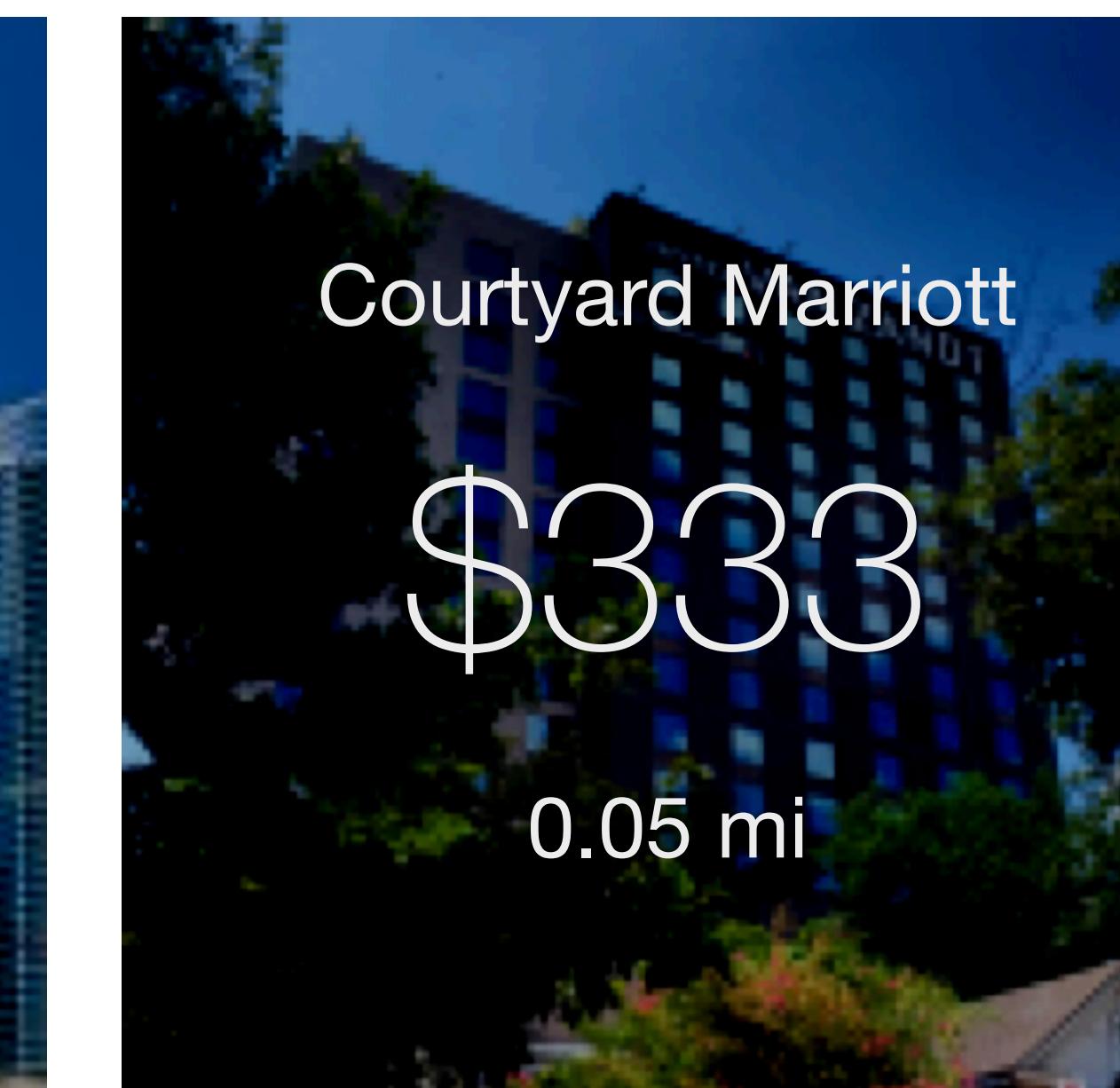
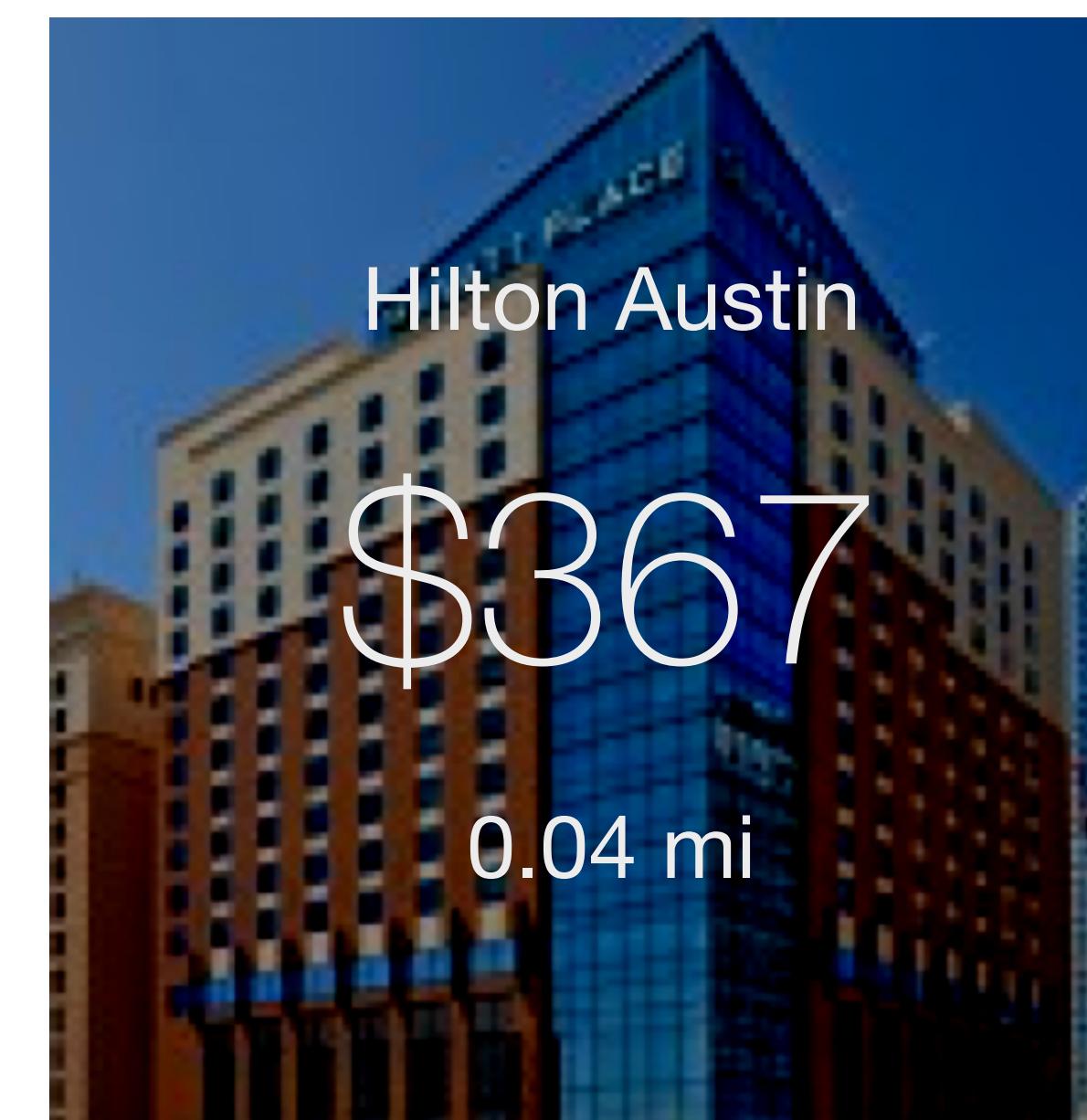
Music Gear Expo

SXSW Gaming Expo

Trade Show

Check In

Check Out





Hotel Availability

Check In

Check Out

Search

[Advanced Search](#)

Hilton Austin
\$\$\$\$
★★★★★
.5 Miles from ACC

Residence Inn
\$\$
★★★★★
.9 Miles from ACC

Hyatt Palace
\$\$\$
★★★★★
.8 Miles from ACC



Hotel Availability

Check In

Check Out

Search

Thursday March 10	Friday March 11	Saturday March 12	Sunday March 13	Monday March 14	Tuesday March 15	Wednesday March 16	Thursday March 17	Friday March 18	Saturday March 19	Sunday March 20
----------------------	--------------------	----------------------	--------------------	--------------------	---------------------	-----------------------	----------------------	--------------------	----------------------	--------------------

Interactive Conference

Music Conference & Festival

[Advanced Search](#)



Hilton Austin



Residence Inn



Hyatt Palace

HOTEL AVAILABILITY

Check In

Check Out

1 room, 2 guests

Search

Hotel comparison Chart

Filters ▾

Hilton Austin
\$297
★★★★★
.5 Miles from ACC

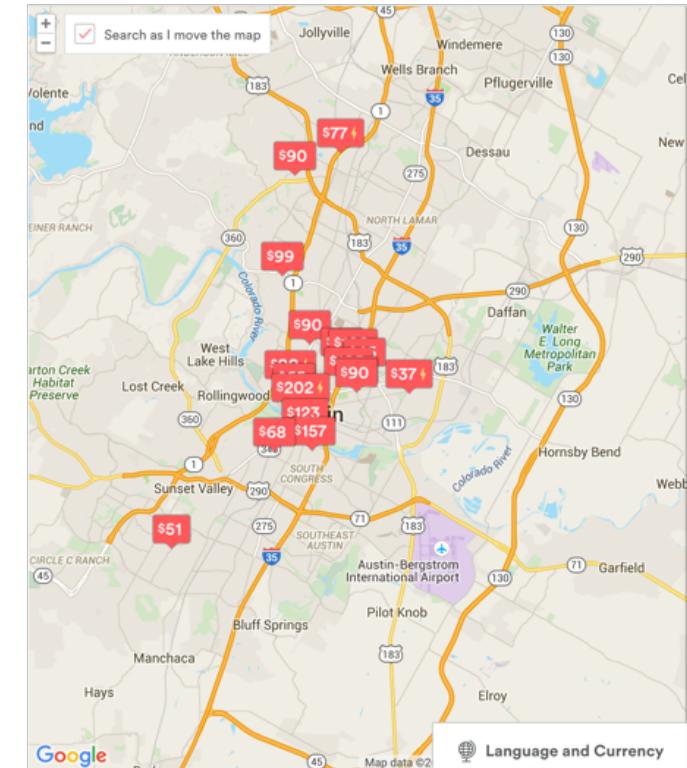
Residence Inn
\$256
★★★★★
.9 Miles from ACC

Hyatt Palace
\$282
★★★★★
.8 Miles from ACC

Hilton Austin
\$297
★★★★★
.5 Miles from ACC

Residence Inn
\$256
★★★★★
.9 Miles from ACC

Hyatt Palace
\$282
★★★★★
.8 Miles from ACC



Language and Currency

HOTEL AVAILABILITY

Check In ▾

Check Out ▾

1 room, 2 guests ▾

Search

Filters ▾

Thursday March 10	Friday March 11	Saturday March 12	Sunday March 13	Monday March 14	Tuesday March 15	Wednesday March 16	Thursday March 17	Friday March 18	Saturday March 19	Sunday March 20
Interactive Conference										

Hilton Austin
\$297

.5 Miles from ACC

Residence Inn
\$256

.9 Miles from ACC

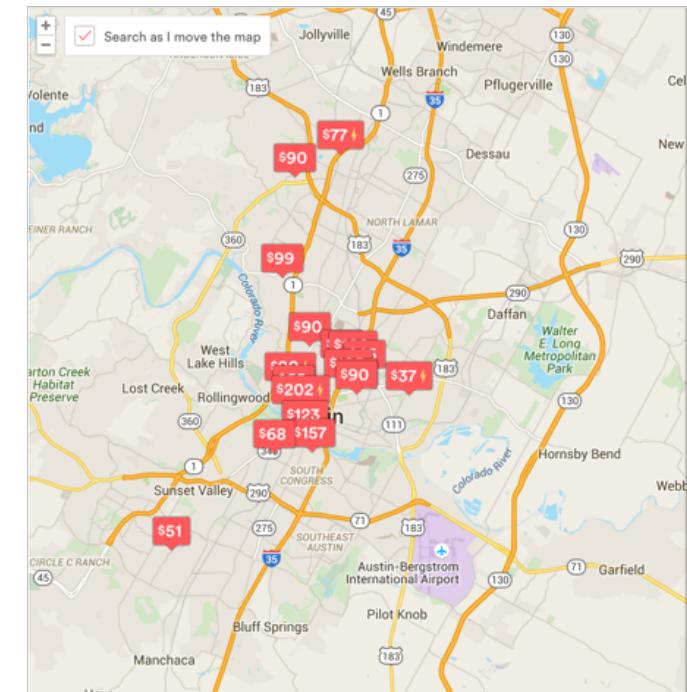
Hyatt Palace
\$282

.8 Miles from ACC

Hilton Austin
\$297

Residence Inn
\$256

Hyatt Palace
\$282



HOTEL AVAILABILITY

Check In

Check Out

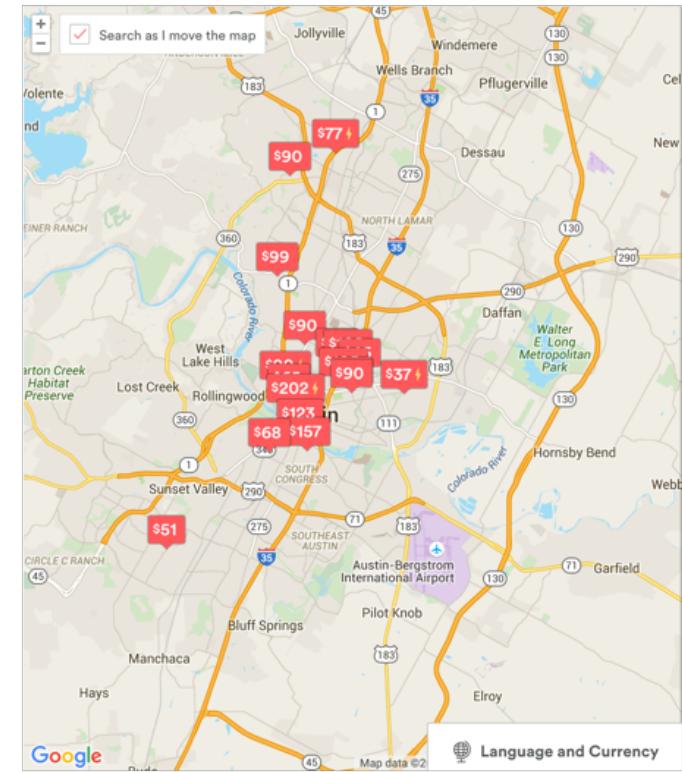
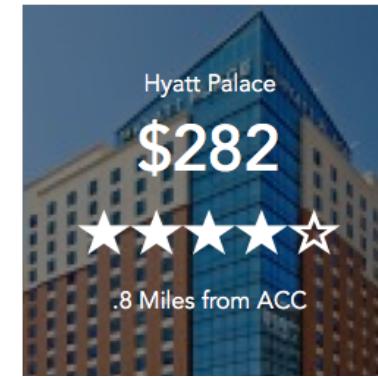
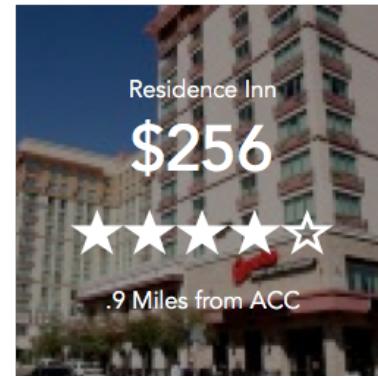
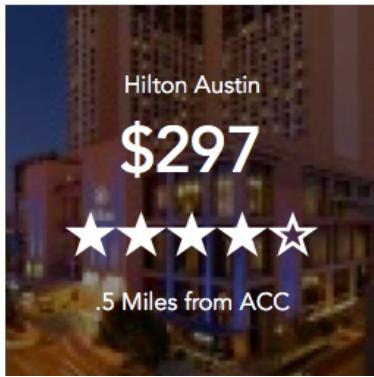
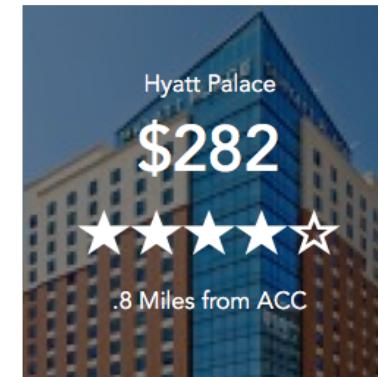
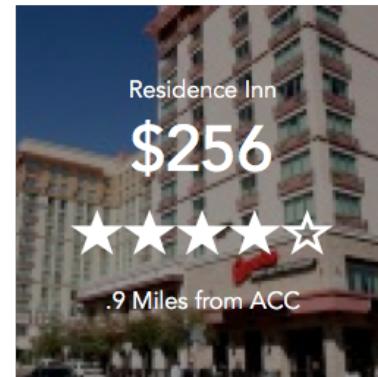
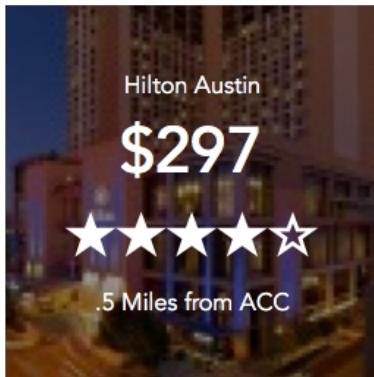
1 room, 2 guests

Search

Stars:

Distance: < Price: \$150 \$300

Filters

[Hotel comparison Chart](#)

Check In

Check Out

Search

THURS
March 10

FRI
March 11

SAT
March 12

SUN
March 13

MON
March 14

TUES
March 15

WED
March 16

THURS
March 17

FRI
March 18

SAT
March 19

SUN
March 20

Interactive Conference

Film Conference & Festival

Film Festival

Music Conference & Festival

More Search Options ▾

