

CS 247 Project II

Part II

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Critical Synthesis

Critical Synthesis

Our initial design received mostly positive feedback. Users liked our clean, well-defined grid layouts and found the balance between too much and too little information to be just right. Our redesigned calendar (the one on the original website was very clunky and awkward) received a lot of feedback and we decided to combine our two ideas into one new design. We also removed the map as it didn't seem especially relevant to a special event hotel booking website and will be showing the location of the hotel on the map in the actual hotel page.

Another main point of feedback was our hotel search functions. We originally included basic filters such as price, distance, and ratings, but we thought we could help the user better perform their search with more advanced options. We performed some research and found that many users also care about promotions, reward programs, and amenities. We wanted to keep our advanced options bar clean and minimal, so in our first iteration we decided to toggle promotions with a checkbox, a dropdown menu with options for reward programs, and a search bar for amenities. We had considered laying out all the possible amenities, but realized that it would really clutter the user interface. Most amenities people are looking for are quite common so we thought a search bar would be ideal. A potential issue was that users may search for terms using colloquial language or different names, such as complimentary wifi vs free wifi, so in our backend we will loosen the criteria to search for hotels containing the keywords and also for hotels containing related or synonymous keywords. Since using a search bar for amenities has rarely been done before it was interesting to gauge user feedback.

However, the feedback received was that some of the advanced features were "80/20" items, so we decided to pivot directions. We simplified the filter bar, removing features such as the amenities search, and approached the hotel search dilemma from a social media perspective. In our second iteration, we displayed people's social media connections and famous people on the hotel search results, so users could see where other people are staying. A huge part of the experience is connecting with friends and new friends, thus where others are staying may be a sizable factor in deciding hotels. To avoid cluttering the interface, we are only showing a few faces but more would show up on hover. We hope that these changes would enable people to better connect with each other and have a more memorable experience at SXSW.

Additional Notes

- Twitter handles will show on hover in the hotel view pages
- A map of the hotel's location in relation to all of the conference activity locations will be shown on the hotel details page which will be visible upon clicking on the hotel's image
- All black boxes in the sketch mockups are photos of hotels – for whatever reason, some of our images would not export with the sketch files

**Revised
Mock
(Sketch)**

HOTEL AVAILABILITY

Check In ▾ Check Out ▾ 1 room, 2 guests ▾ **Search**

[More Options ▲](#)

Residence Inn

\$256

★★★★★

.9 Miles from ACC

Staying Here



Residence Inn

\$256

★★★★★

.9 Miles from ACC

Staying Here



Residence Inn

\$256

★★★★★

.9 Miles from ACC

Staying Here



Residence Inn

Residence Inn

Residence Inn

HOTEL AVAILABILITY

Check In ▾

Check Out ▾

1 room, 2 guests ▾

Search

Stars:

Distance: < 10 km

Price:

More Options ▲

Special Deals:

Rewards: Delta ▾

Amenities: Free internet, pool, spa, etc.

[Hotel comparison Chart](#)

Residence Inn
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Revised Mock (HTML)

<http://qphe95.github.io/cs247/>

Hotels

Thu March 10	Fri March 11	Sat March 12	Sun March 13	Mon March 14	Tue March 15	Wed March 16	Thu March 17	Fri March 18	Sat March 19	Sun March 20

[More Options ▾](#)

Residence Inn

\$256

★★★★★
0.9 miles from ACC

Notable guests



Residence Inn

\$256

★★★★★
0.9 miles from ACC



Residence Inn

\$256

★★★★★
0.9 miles from ACC



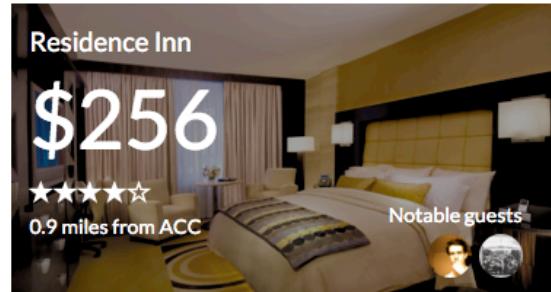
Hotels

[More Options ▾](#)

Residence Inn

\$256

★★★★★
0.9 miles from ACC



Notable guests

Residence Inn

\$256

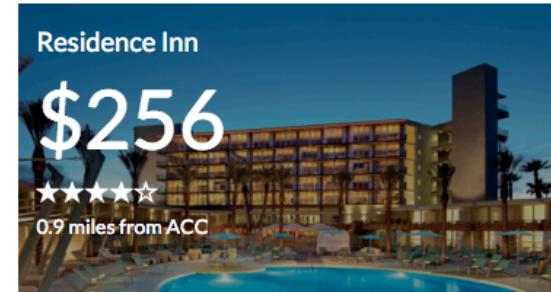
★★★★★
0.9 miles from ACC



Residence Inn

\$256

★★★★★
0.9 miles from ACC



Hotels

Check in

Check out

1 room, 2 guests

Search

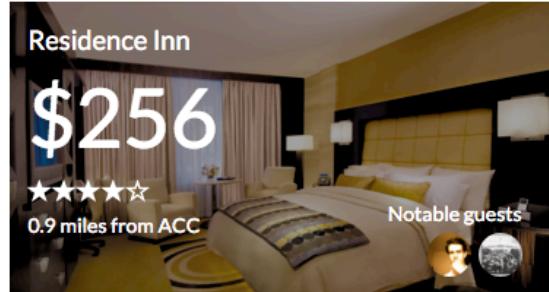
Thu March 10	Fri March 11	Sat March 12	Sun March 13	Mon March 14	Tue March 15	Wed March 16	Thu March 17	Fri March 18	Sat March 19	Sun March 20
Interactive Conference										
Film Conference & Festival						Film Festival				
Music Conference & Festival										

More Options ▾

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0.9 miles from ACC

Notable guests



Residence Inn

\$256

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0.9 miles from ACC



Hotels

Check in

Check out

1 room, 2 guests

Search

More Options ▾

Stars



Distance

1 mile

Price

Specials?



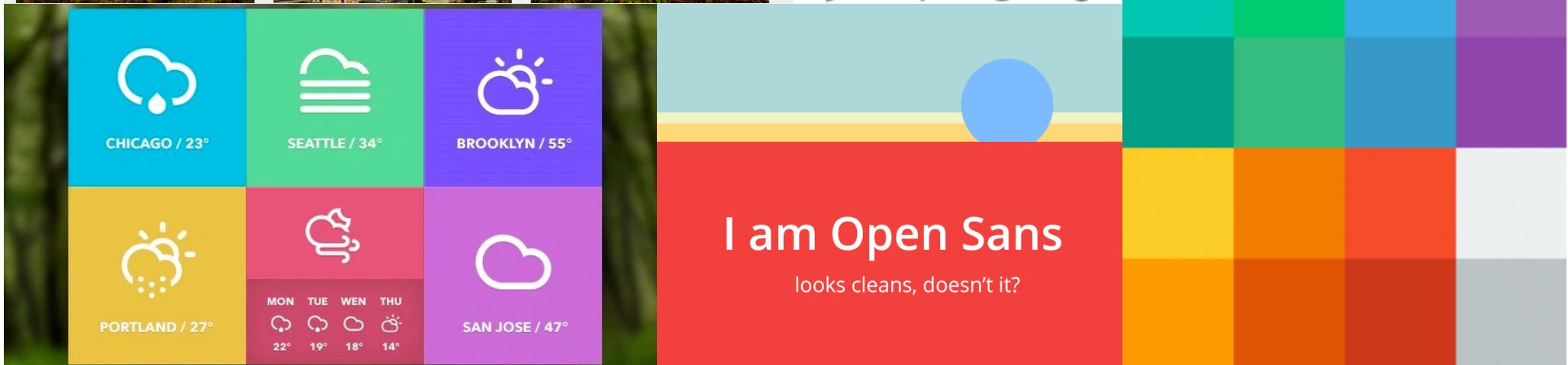
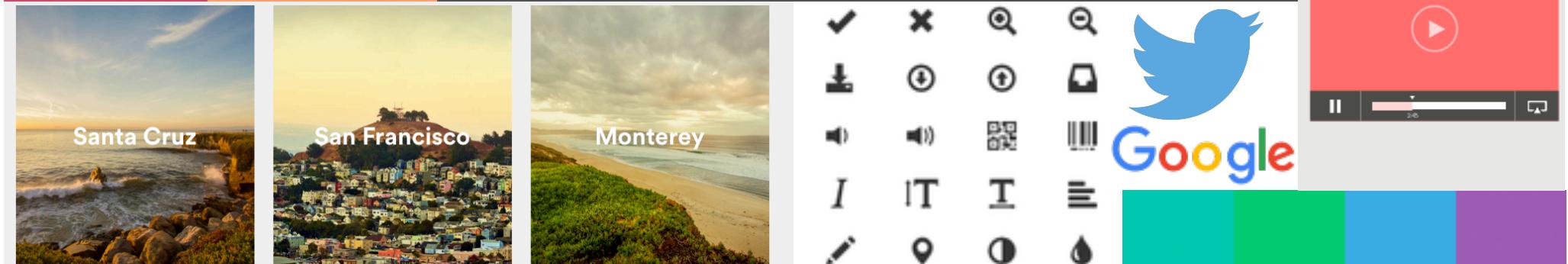
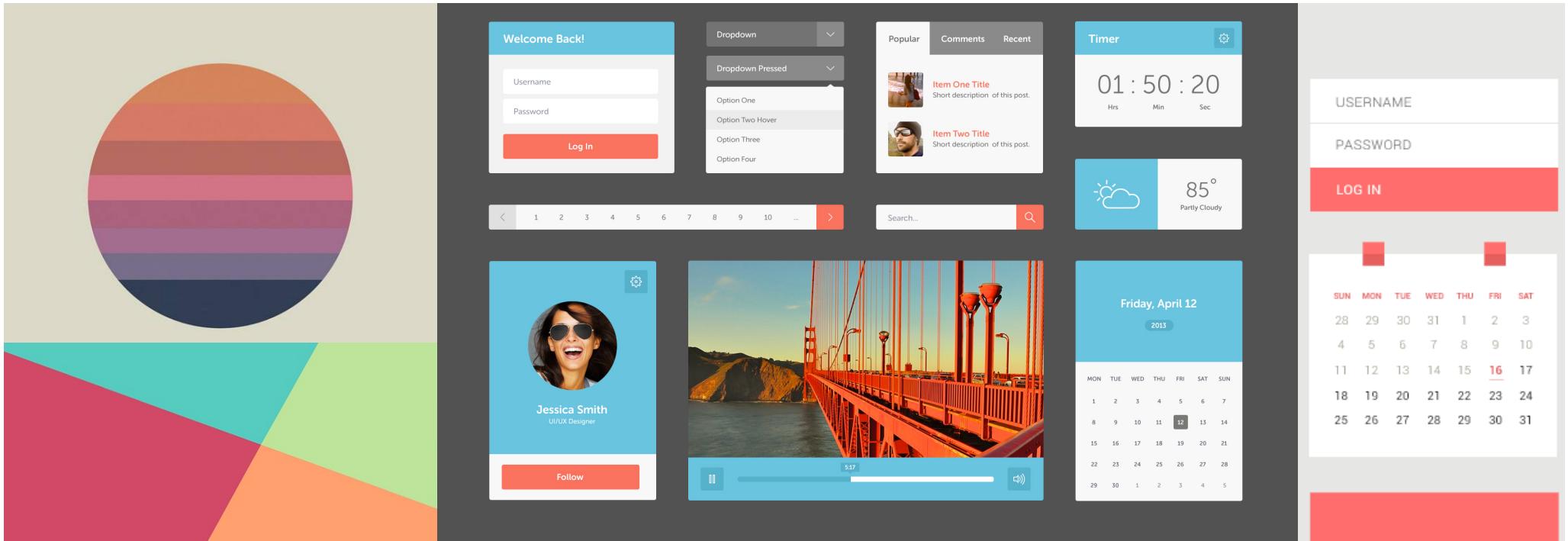
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Notable guests

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0.9 miles from ACC

qphe95.github.io/cs247/

Mood Board



Pixel Perfect

Mocks

(#1)

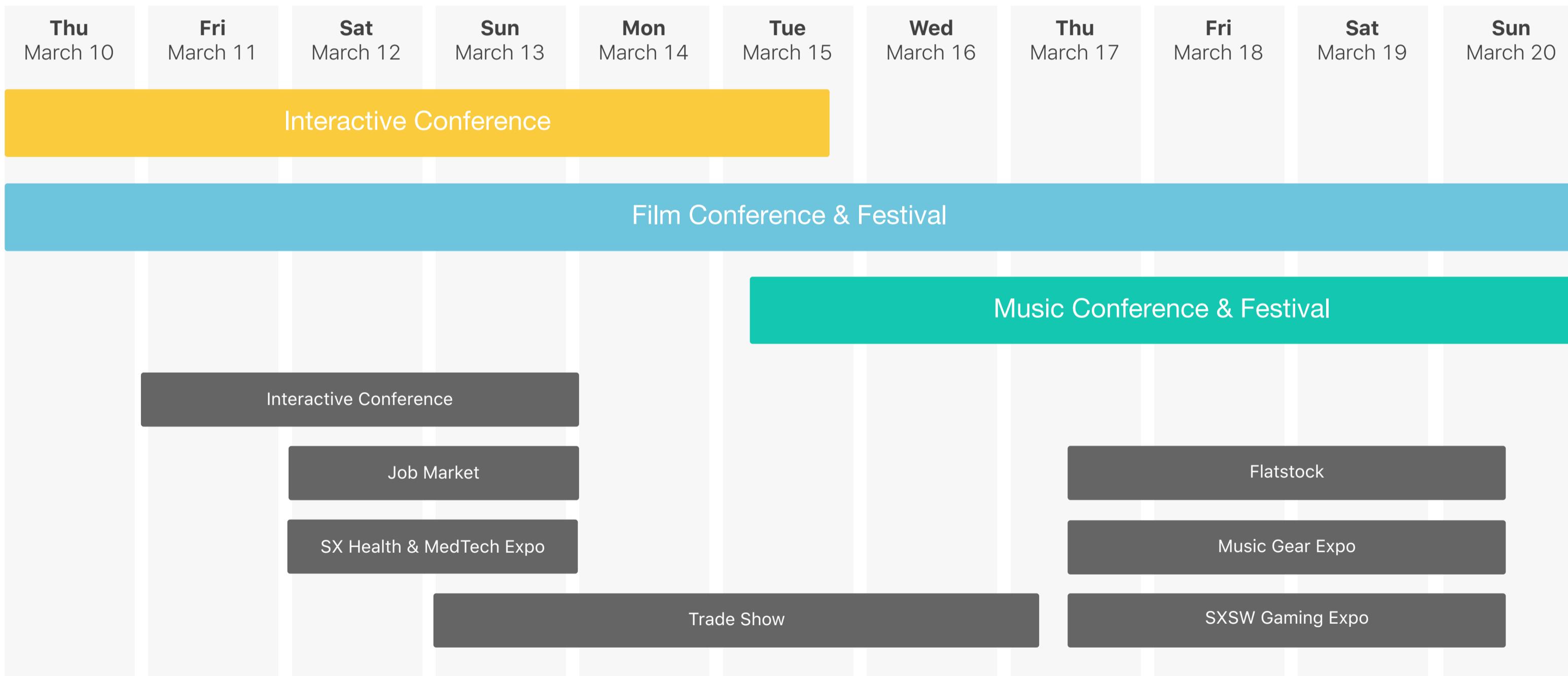
HOTEL AVAILABILITY

Check In

Check Out

1 room, 2 guests

More Options



Residence Inn

\$256

★★★★★

Residence Inn

\$256

★★★★★

Residence Inn

\$256

★★★★★

HOTEL AVAILABILITY

Check In ▾ Check Out ▾ 1 room, 2 guests ▾ **Search**

[More Options ▲](#)

Stars: ★★★★☆

Distance: <

10km

Price:

Special Deals:

Rewards:

Delta

Amenities:

Free internet, pool, spa, etc.

[Hotel comparison Chart](#)

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HOTEL AVAILABILITY

Check In ▾

Check Out ▾

1 room, 2 guests ▾

Search

More Options ▾

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Residence Inn

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Residence Inn

\$256

★★★★★

Pixel Perfect Mocks (#2)

Hotel Availability

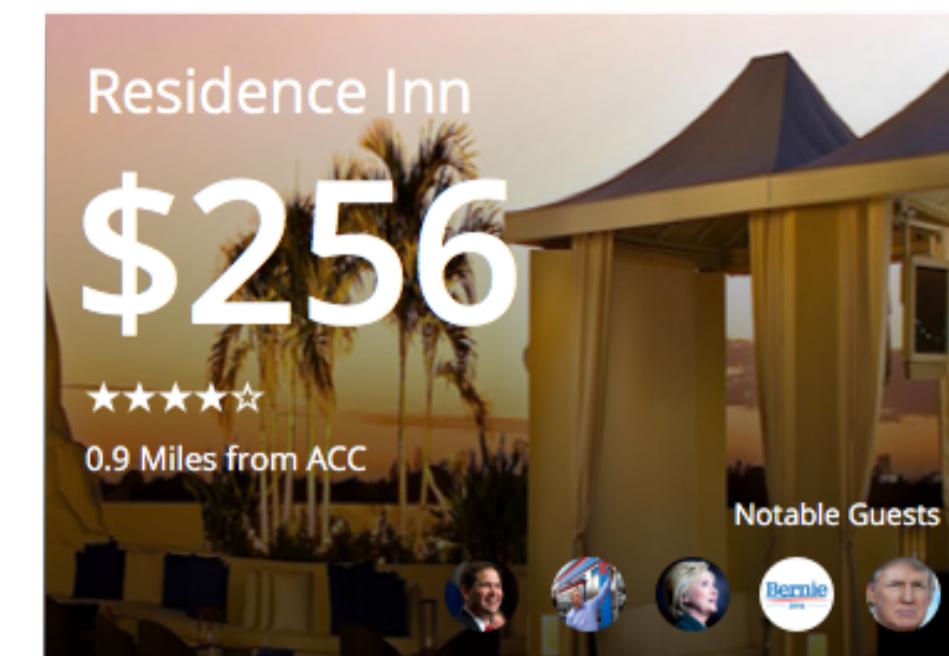
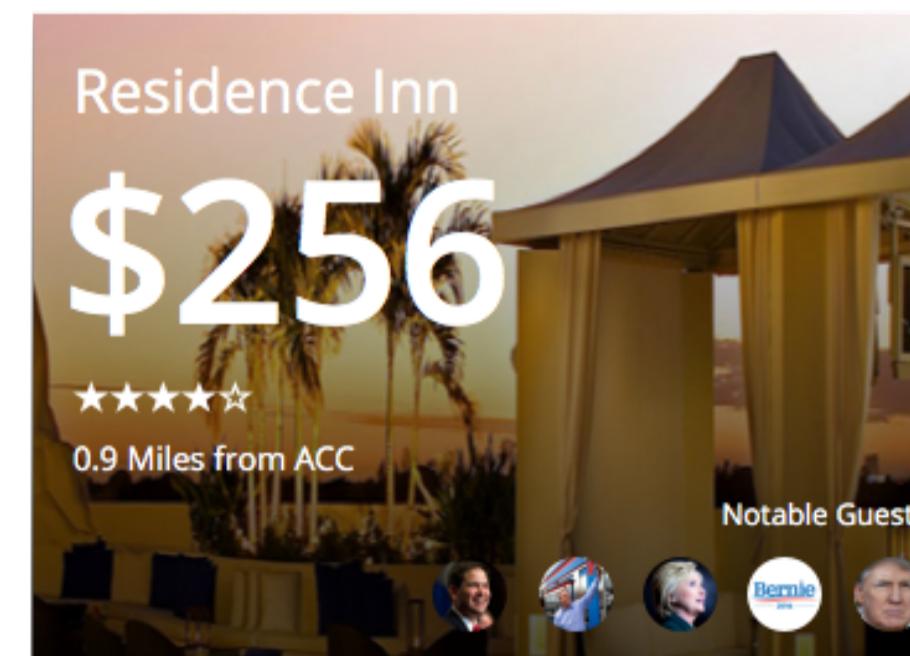
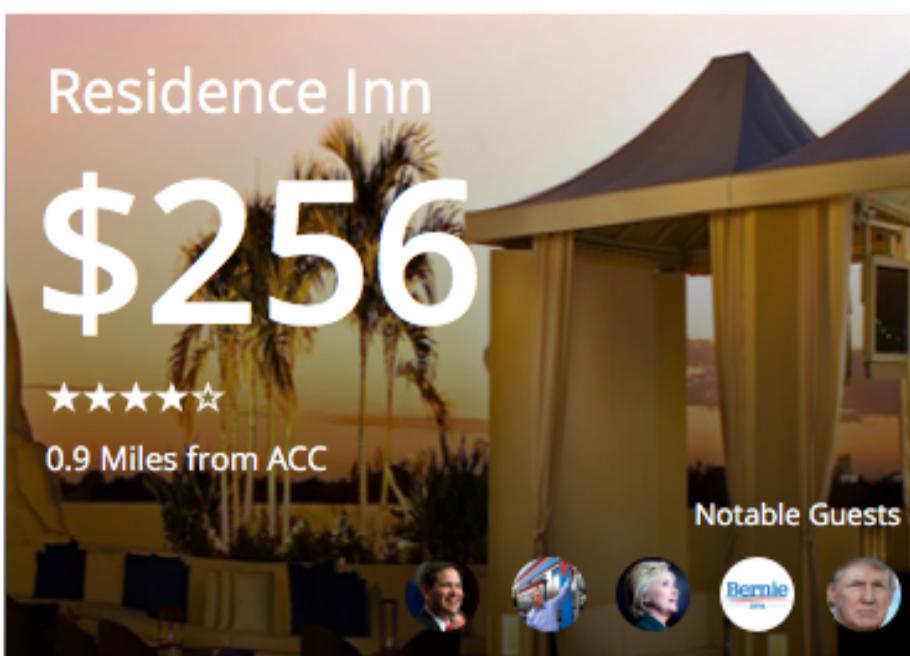
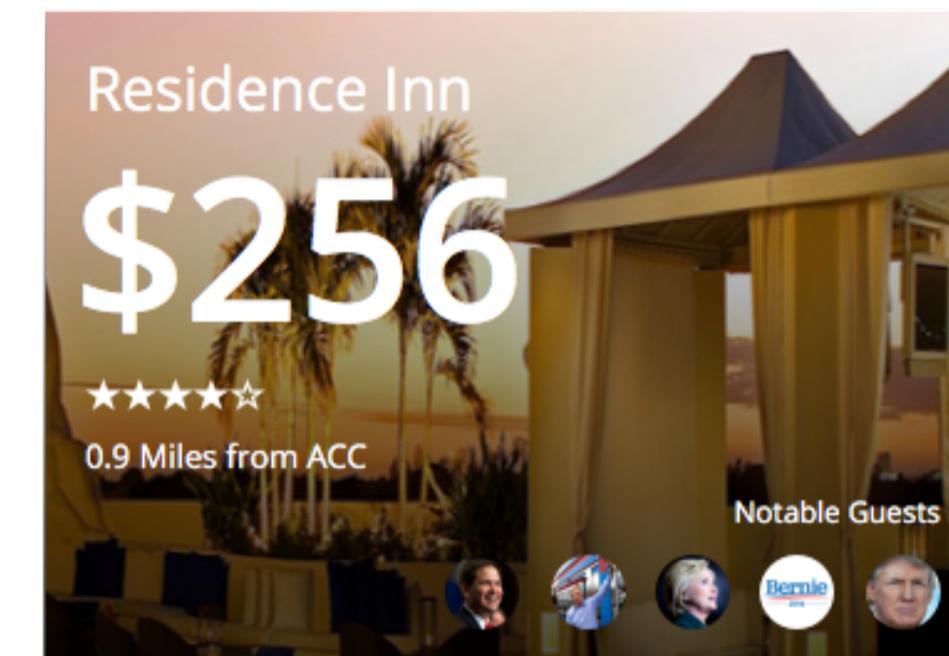
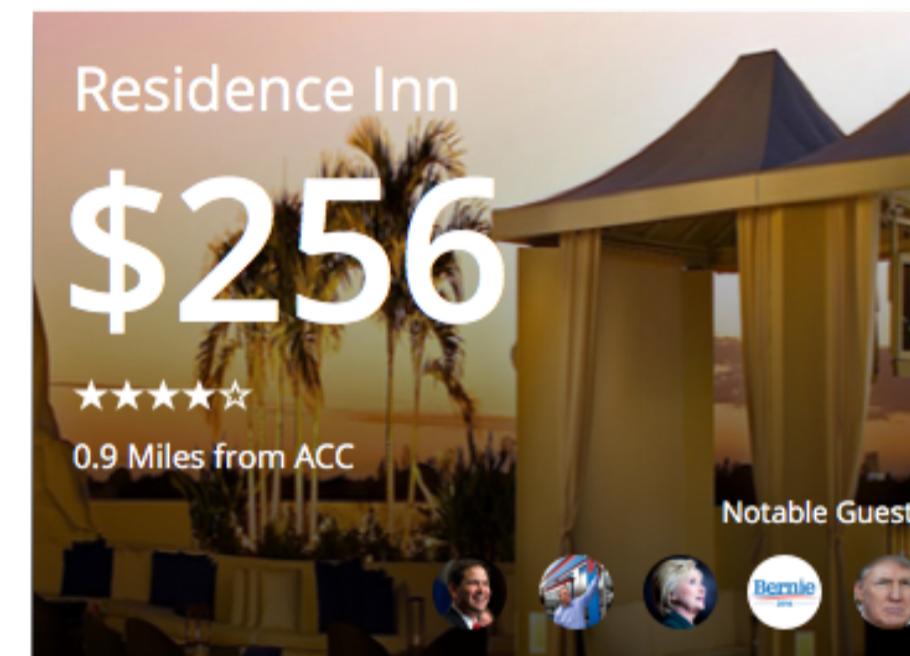
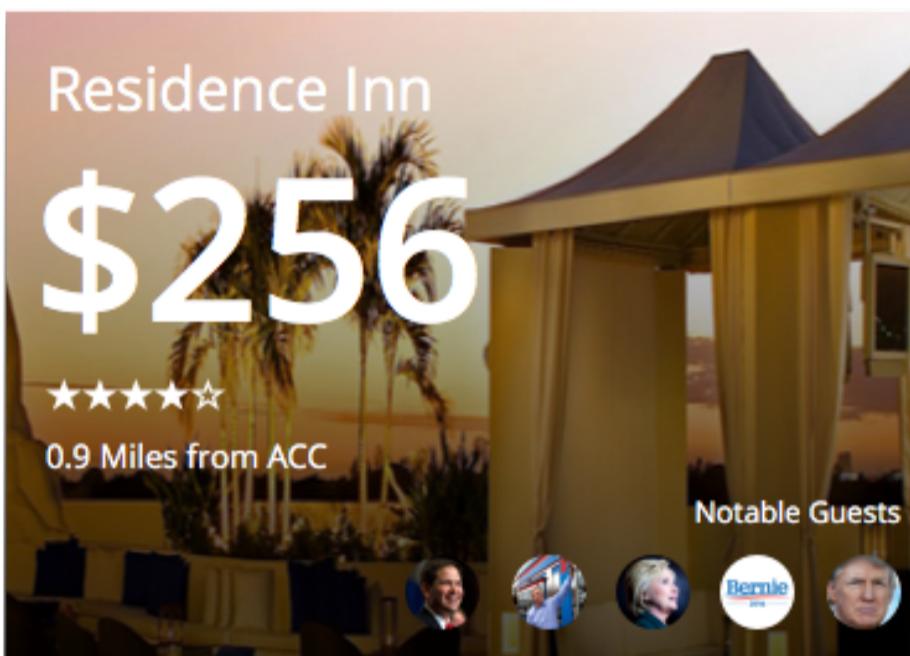
Check In

Check Out

1 room, 2 guests

SEARCH

More Options ▾



Hotel Availability

Check In

Check Out

1 room, 2 guests

Search[More Options ▾](#)

Stars: ★★★★☆

Distance: <

10km

Price:

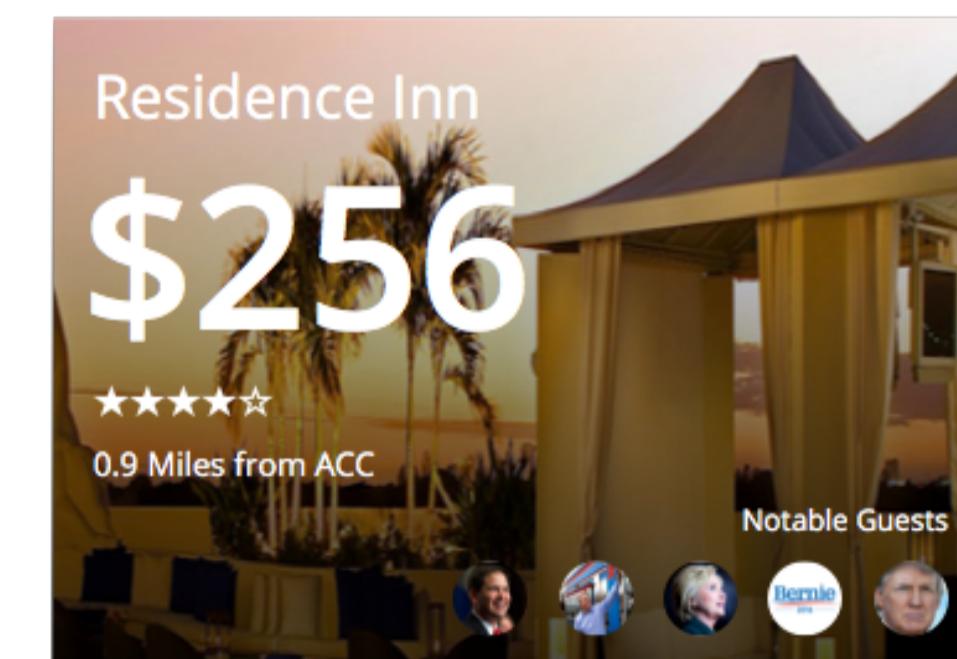
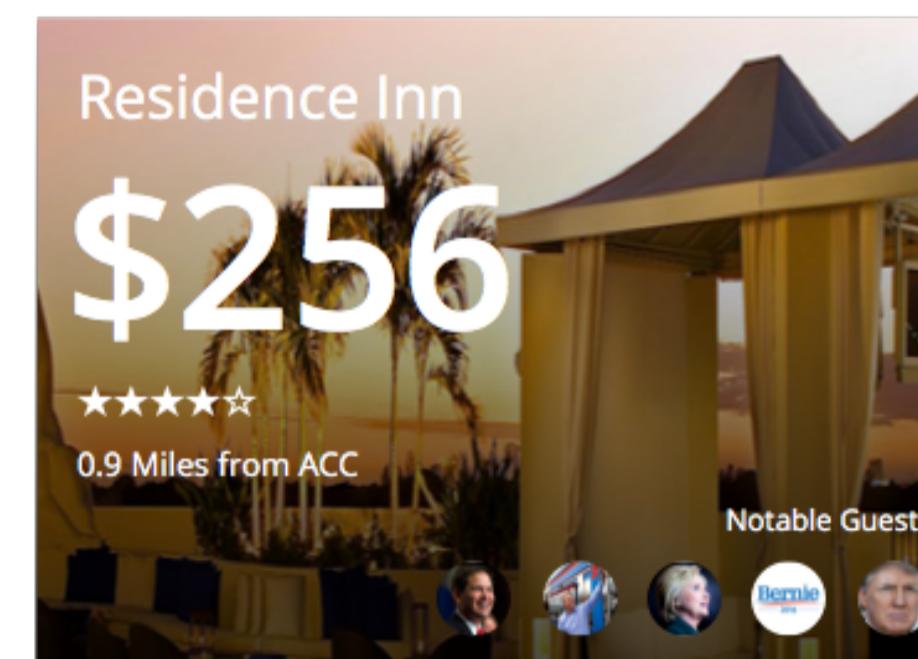
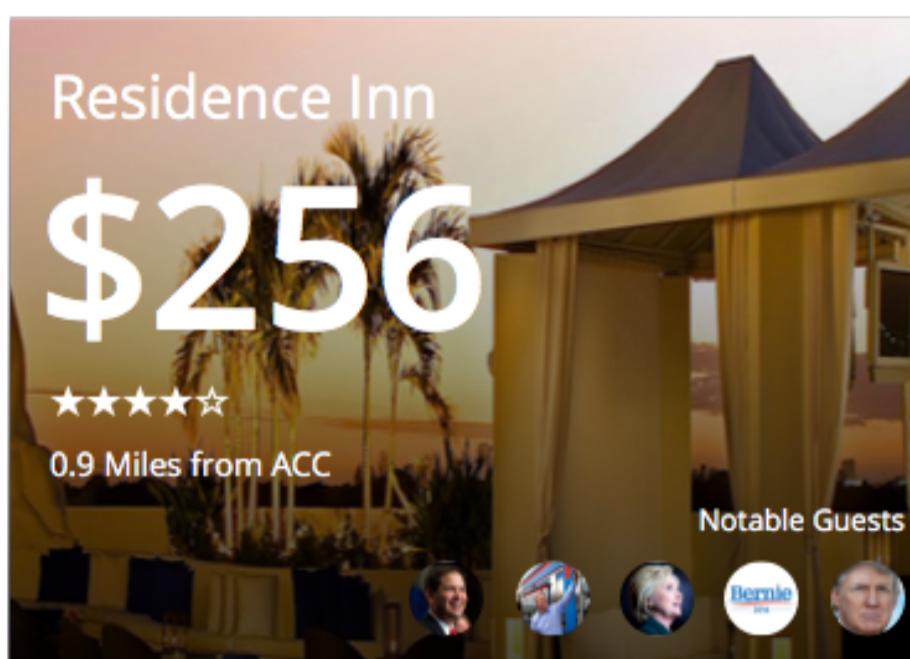
 \$100 \$300Special Deals:

Rewards:

Delta

Amenities:

Free internet, pool, spa, etc.

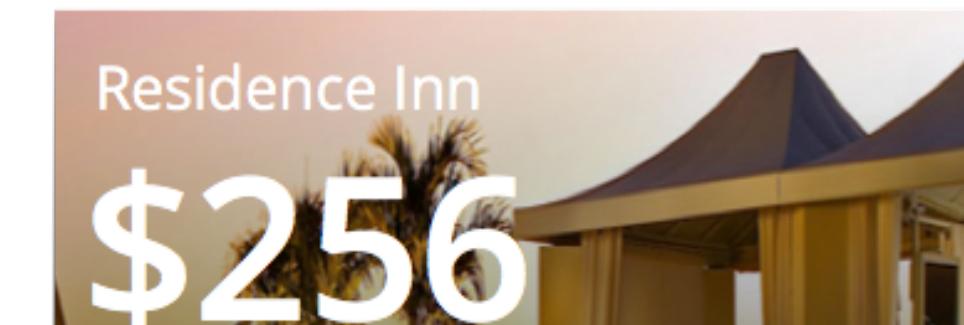
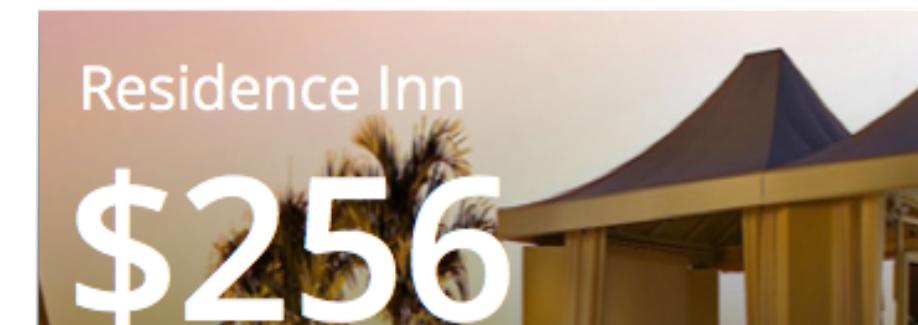
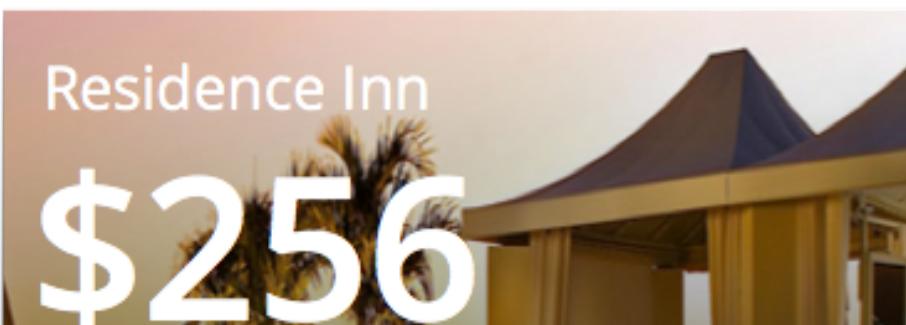
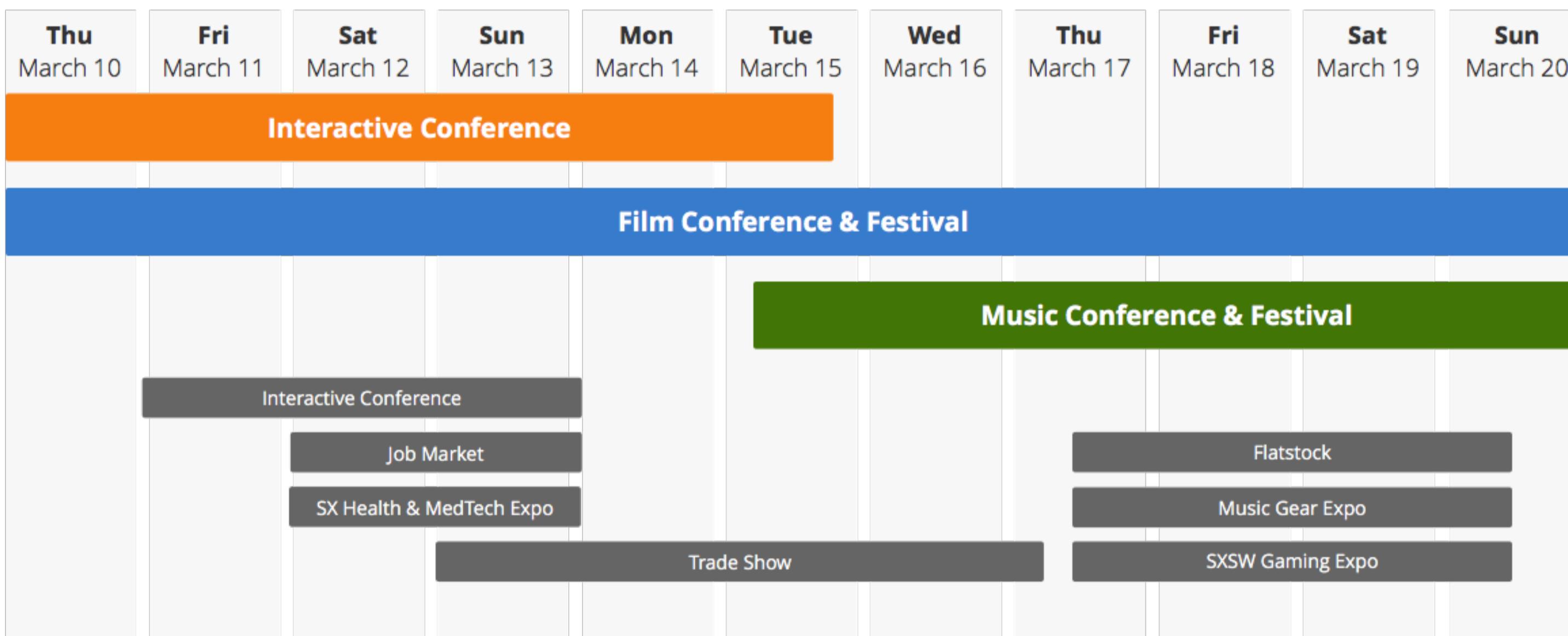
[Hotel comparison Chart](#)

Hotel Availability

Check In

Check Out

1 room, 2 guests

Search[More Options ▾](#)

Pixel Perfect Mocks (#3)

Pixel Perfect Mocks (Final)