

# CS 247 Project II

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# 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.