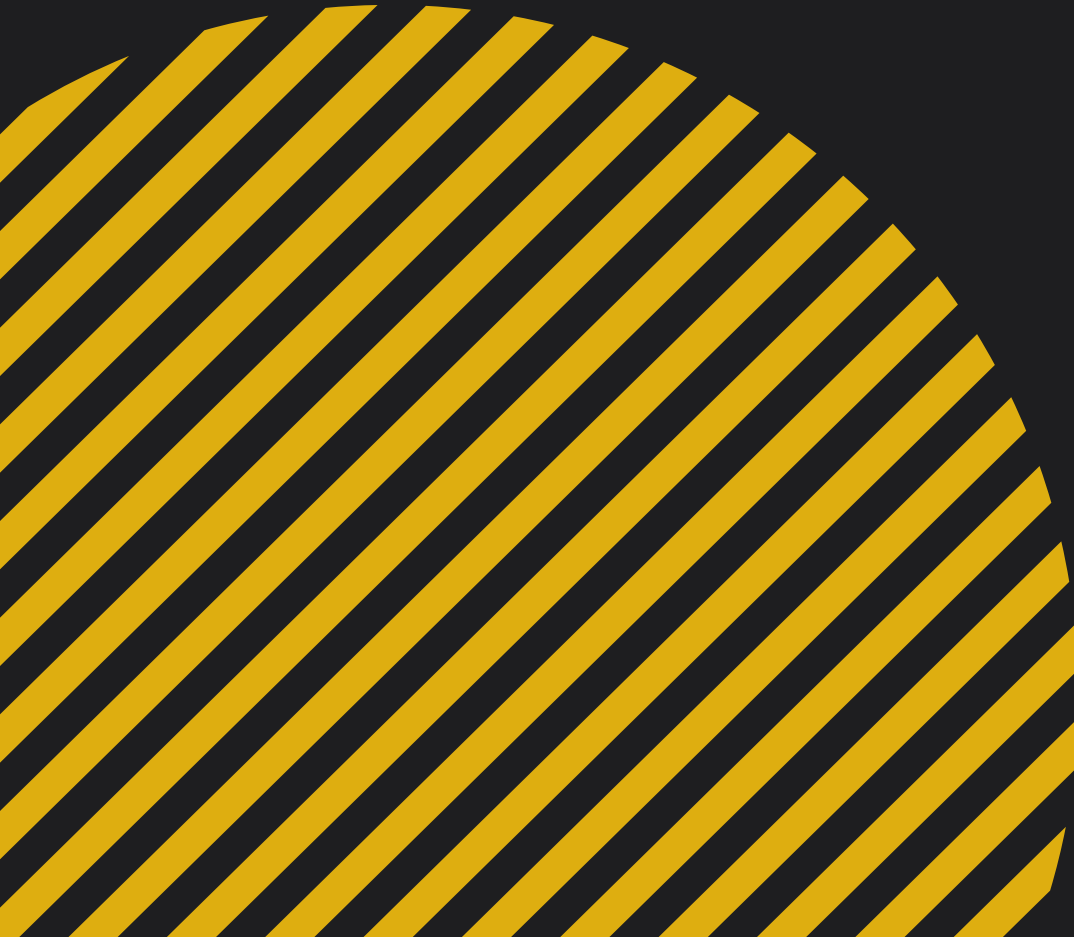




# Design Memo

Nemacolin Woodlands Resort  
X  
CMU MHCI Woodlanders

July 30, 2019





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## Introduction

The following principles give context to the design decisions we made while creating the Trip Planner for Nemaocolin Woodlands Resort. The principles are derived from qualitative user research methods conducted throughout the course of our project. The majority are gleaned from evaluative testing (think-alouds and semi-structured interviews) on the current Nemaocolin website and five design iterations of the prototype. Testing participants fell into a segment of the resort's target market: upper-middle to upper class families within the ages of 35 and 45 currently living in the greater Pittsburgh area.

The future development team for the Trip Planner is encouraged to review these principles prior to implementation. Additionally, we believe these design principles can also be applied to Nemaocolin's other digital properties with success.

*The editable file containing all the screens and its detailed designed specifications can be accessed via Figma.*

[designspecs.teamwoodlanders.com](https://designspecs.teamwoodlanders.com)



# Design Principles within Trip Planner Prototype

## 1. Digitizing white glove service

Nemacolin is renowned for its commitment to providing a luxurious guest experience. Users should be able to access the resort's five-star service online as well. Sprinkling tips from concierge staff and using a polished and considerate tone in copy throughout Nemacolin's digital presence previews Nemacolin's world-class service. This creates a consistently fabulous experience for the user, from their first interaction with the resort to the last day of their stay.

## 2. Transparency and setting expectations

Transparency fosters trust between the user and the resort. When a user clicks on a button, they have an expectation of where they are going within the website architecture and the experience they will have. When a recommendation is made, the user should have access to the context of that recommendation. Not meeting expectations of the user diminishes trust and lowers their perception of status. Having clear pricing and readily available cancellation policies are very important to users of all income levels. Users should not be required to put in extra effort (e.g. an extra click) to access total prices or hidden fine print.

## 3. Offering flexibility within structure

Users desire flexibility within their schedules while on vacation and often have a loose plan for how they want to spend their time. Some people avoid committing to making reservations ahead of time because they fear getting "locked in" and want the freedom to change their mind. Providing a pre-populated, editable, and lightweight itinerary based on interests respects the user's time. Populating booking times that are definitely available enables people to have a simple planning experience while maintaining a sense of control. For the ultimate control, users can choose to start fresh and remove all items from their itinerary and individually adding experiences and dining options to their schedule like they would an e-commerce shopping cart.

#### 4. Match mental model for trip planning

When people conceptualize planning a trip, they think of it as three distinct parts: booking a room, considering and/or researching how they will spend their time, and figuring out where to eat. Designing with respect to the user's mental model allows a seamless experience for the user; little to no additional mental work is required of them.

#### 5. Scannable and digestible design

How information is presented and when it is presented influences users' impressions of Nemaocolin, as well as their decisions on where to stay, what to do during their vacation, and when to make a reservation. Thus, we want users to be able to easily spot the information they need on the pages when they need it. This means that a clean and scannable design is crucial. Visual hierarchy, or the elements and type on a page that stand out to users' eyes first, greatly contributes to this. Using relevant high-quality photos and mixing in icons with text also make information more digestible. The placement and amount of information also contributes to scannability. Based on research, the right amount of information is included within the Trip Planner to make the user feel informed and prepared but not overwhelmed.

#### 6. Curating for conversions

Nemaocolin offers many unique room, activity, and dining options to guests. Users can become overwhelmed by the many choices and ultimately fail to make a decision at all. Presenting the user with fewer choices and curating those choices so that they align with the user's personal preferences increases the likelihood for booking. Additionally, it removes the burden from the user of having to explore and search for options that appeal. Curation also applies to the information that is available to the user about a given option. Pictures, pricing, weekly availability, and a brief description give enough context on an option to win interest at first glance.

#### 7. Embodying current Nemaocolin brand

Nemaocolin's branding influences users' perception of the resort's luxury and value. We intentionally applied the current brand color palette to the trip planner. However, we didn't follow all of Nemaocolin's visual language exactly. Use of a minimalist palette with few accent colors inspires a more modern, posh, and clean feel. This aesthetic is proven through our testing to match the aspirational image of the resort, evoking a simple elegance.

#### 8. Persuading with scarcity

Scarcity in application to marketing uses the fear of shortage to sell more of an option. Given the popularity of Nemaocolin's experiences and the need for reservations, this fear of not being able to get a desired options is real: The resort cannot promise guests their first choice for dining and activities without a reservation. However, first time and prospective guests may be unaware of this. Being open about scarcity and popularity of options not only encourages guests to make bookings in the moment, but also helps them access their dream getaway by appropriately setting their expectations.

## 9. Accommodating for demand

When a guest is looking forward to a particular experience on their vacation, it is frustrating for them to find out that said experience is no longer available on the dates of their stay. Showing room, activity, and dining options that are sold out to users engenders disappointment and the feeling of missing out. Connecting the options shown to the user with a backend booking system allows the user to only see experiences that are truly available to them. This is also helpful when it comes to populating prospective activity and dining reservations. By seeding the time and date of the experience based on verified availability, the system inherently sets the user up for success. Controlling the populated time and date also allows the resort to spread out demand throughout operating hours.

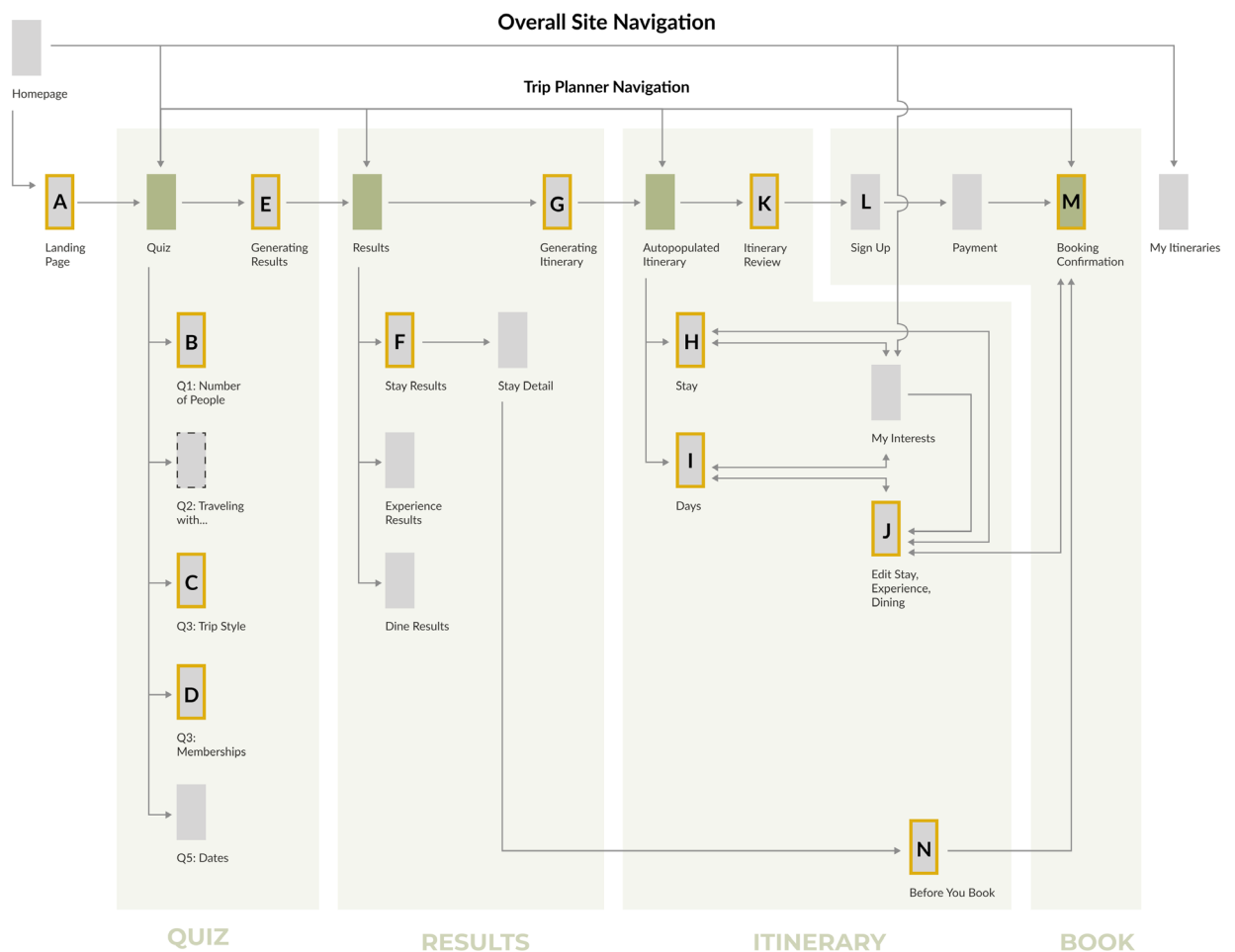
## 10. Streamline the planning process

The trip planner centralizes the prospective guest's decision-making process into one continuous user flow. This streamlined experience wraps the exploration of stay, experience, and dining options into one step, thus simplifying the getaway planning process. Additionally, the trip planner narrows the funnel from discovery to booking, which minimizes distractions and deviations from the booking process. Ultimately, this leads to more bookings.

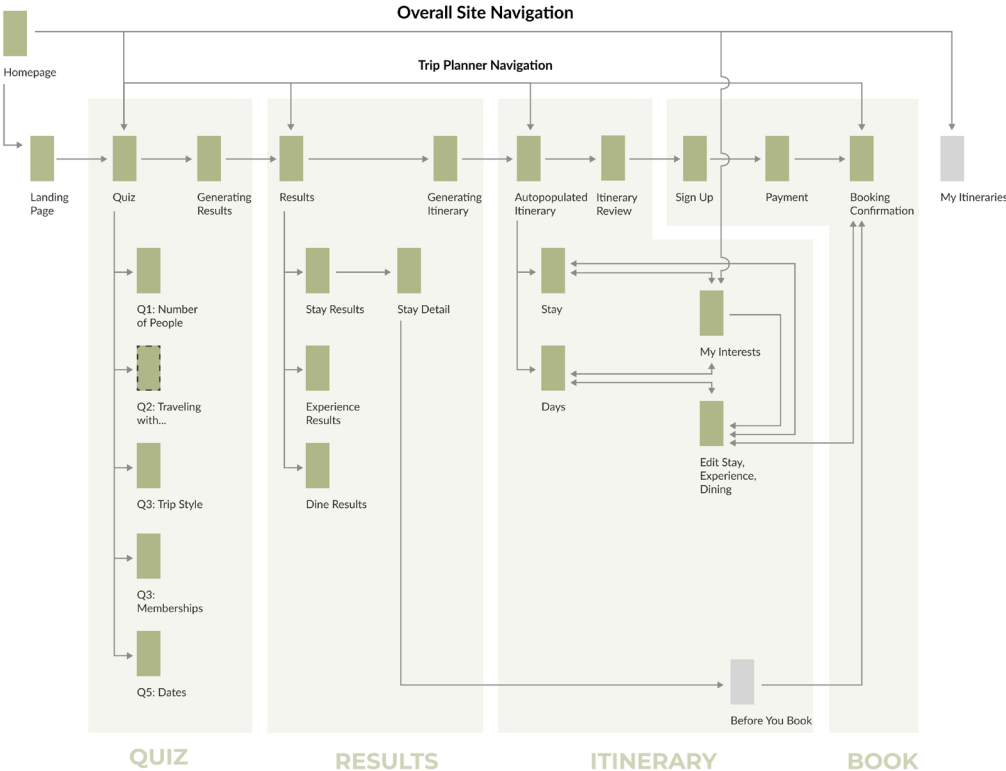


# Site Maps

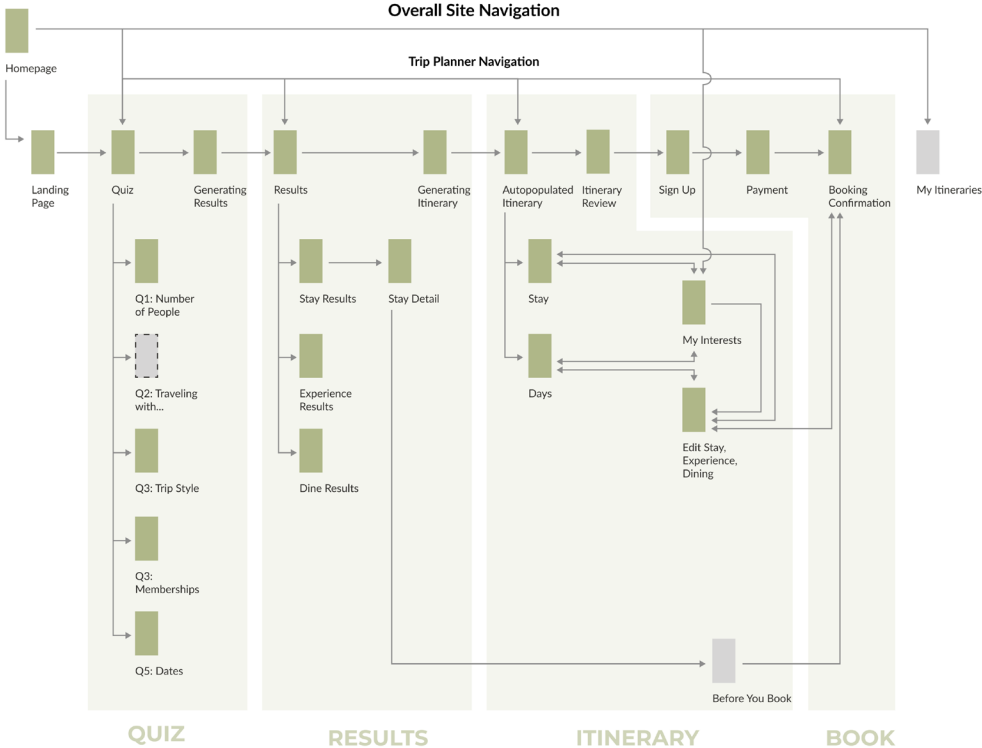
Nemacolin Site Map including All-in-One Trip Planner:  
Overview with Design Spec Legend



Nemacolin Site Map including All-in-One Trip Planner:  
Couples Flow

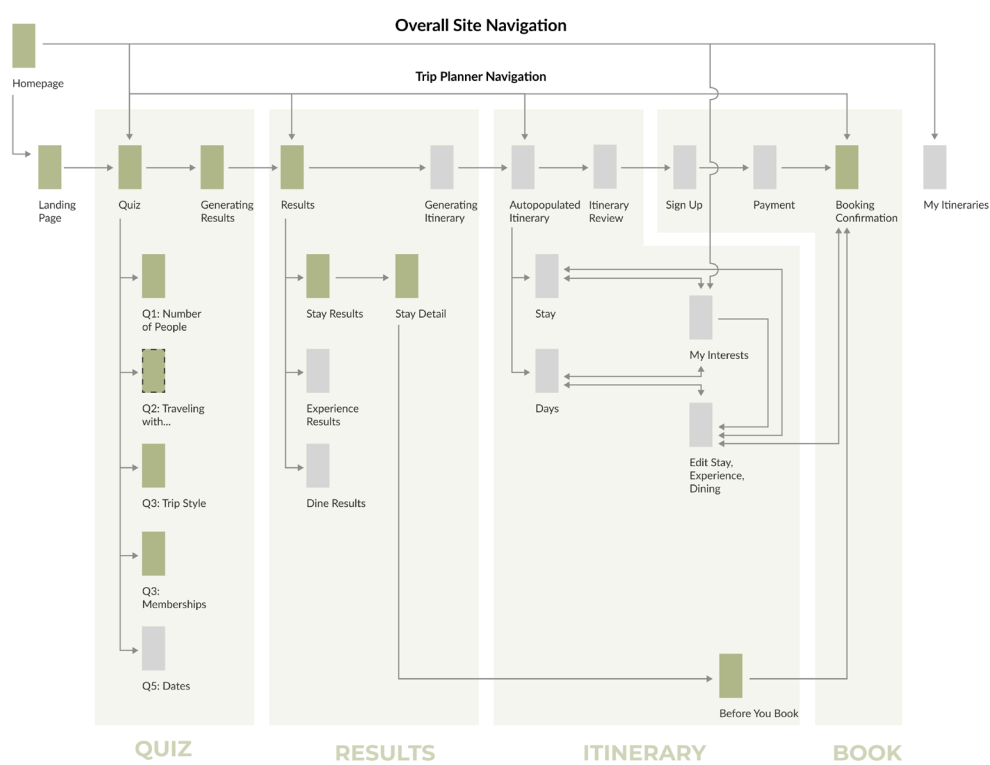


Nemacolin Site Map including All-in-One Trip Planner:  
Family Flow





Nemacolin Site Map including All-in-One Trip Planner:  
Stay Detail to Book





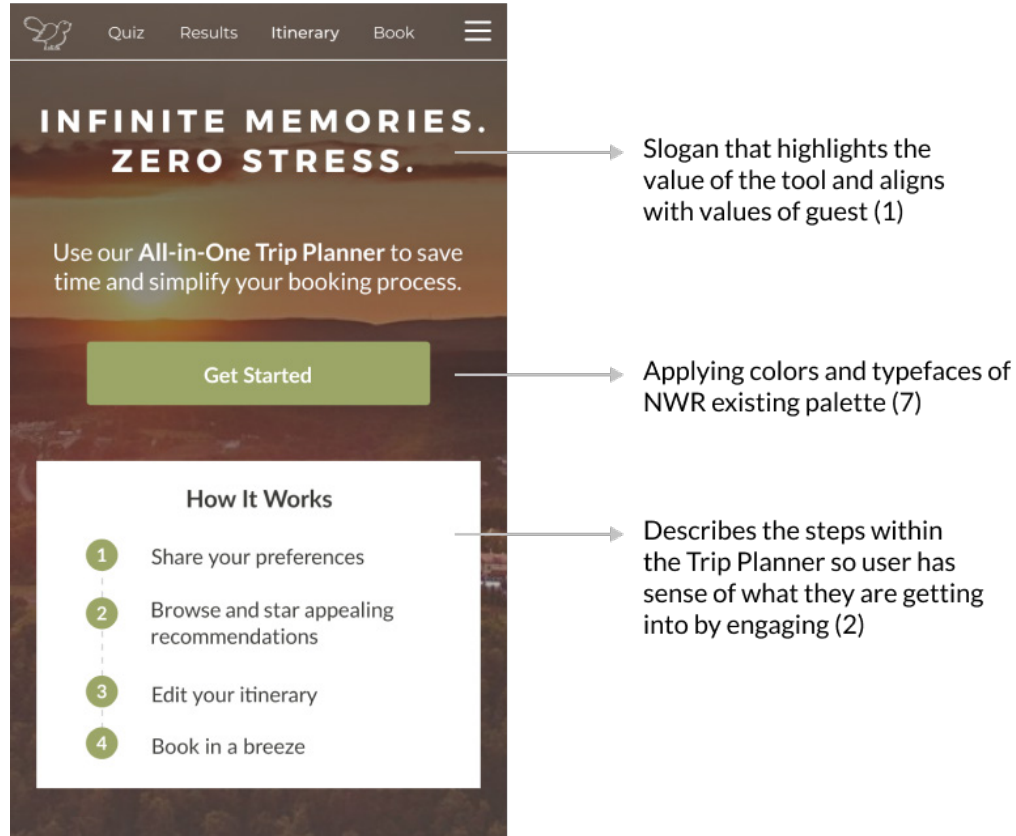
# Design Principle Applications

## Quiz

Applied design principles:

1. Digitizing white-glove service
2. Transparency and setting expectations
7. Embodying current Nemaocolin brand

Screen A



Screen B

Screen B shows a quiz question: "How many people are in your party?". It features two input fields: "Adults" with a value of 2 and "Kids" (Ages 12 & under) with a value of 0. Each field has minus and plus buttons to adjust the count. The background is a scenic view of a golf course. Navigation links "Quiz", "Results", "Itinerary", and "Book" are at the top, along with a menu icon. A "Back" button is at the bottom left.

Screen C

Screen C shows a quiz question: "What style of getaway are you looking for?". It asks to "Select up to 2" styles from a list: "Adventurous", "Romantic", "Cultural", "Active", and "Relaxing". The "Relaxing" option is selected. The background is a cozy interior with a fireplace and comfortable seating. Navigation links "Quiz", "Results", "Itinerary", and "Book" are at the top, along with a menu icon. "Back" and "Next" buttons are at the bottom.

Screen D

Screen D shows a quiz question: "Are you a member or customer of any of the organizations below?". It asks to "Select as many as apply to maximize your discounts". The options are "AAA", "AARP", "U.S. Military or Veterans Association", and "American Express". The "AAA" and "AARP" options are selected. The background is a snowy city street. Navigation links "Quiz", "Results", "Itinerary", and "Book" are at the top, along with a menu icon. "Back", "Skip", and "Next" buttons are at the bottom.

Less than 5 questions saves user's time while also setting them up for a personalized experience and gathering needed pieces of information about booking (1)

Different backgrounds in quiz highlight NWR's offerings and reflect luxury brand (7)

Ability to skip gives user control over their experience (3)

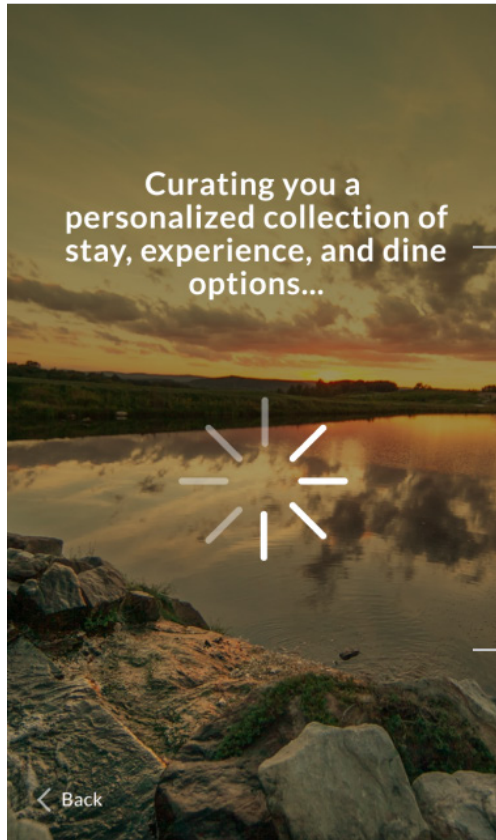
Incorporation of deals and discounts makes user feel like they are receiving special treatment (1)

## Results

Applied design principles:

- 2. Transparency and setting expectations
- 7. Embodying current Nemaocolin brand

Screen E



→ Loading screen explains the system status to the user and what they will be seeing in the next step (2)

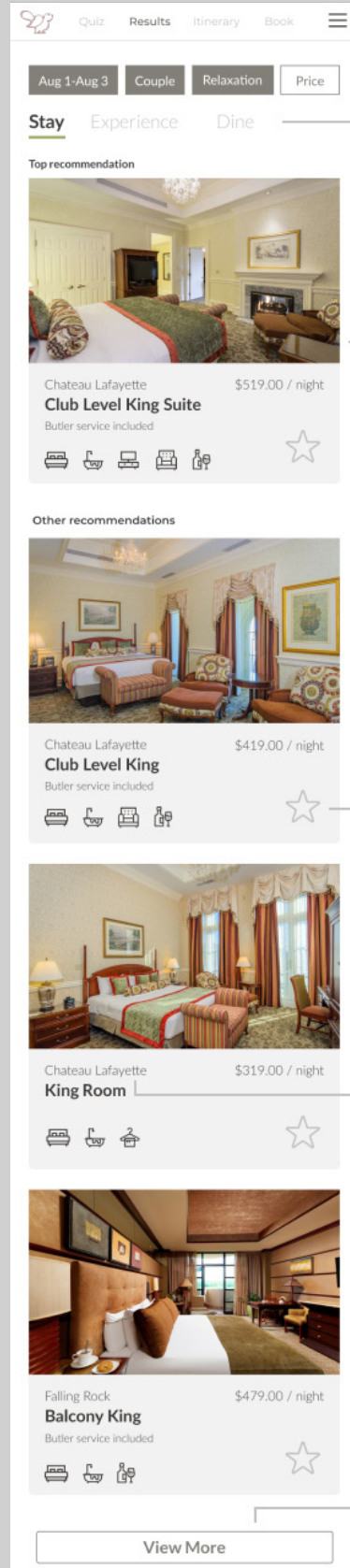
→ Background image featuring Nemaocolin's unique scenery (7)

Applied design principles:

2. Transparency and setting expectations
3. Flexibility within structure

4. Match mental model for trip planning
5. Scannable and digestible design

### Screen F



All recommendations are organized into 3 categories, matching user's mental model (4)

Show users the price for rooms and activities up front as it is one of the key factors contributing to their assessment of resort quality and builds trust (2)

Provide user with high-quality images for rooms, activities, and dining because images are the primary means for guests to understand what is being offered (5, 2)

User indicates options they are interested in without having to commit to purchasing in the moment (3)

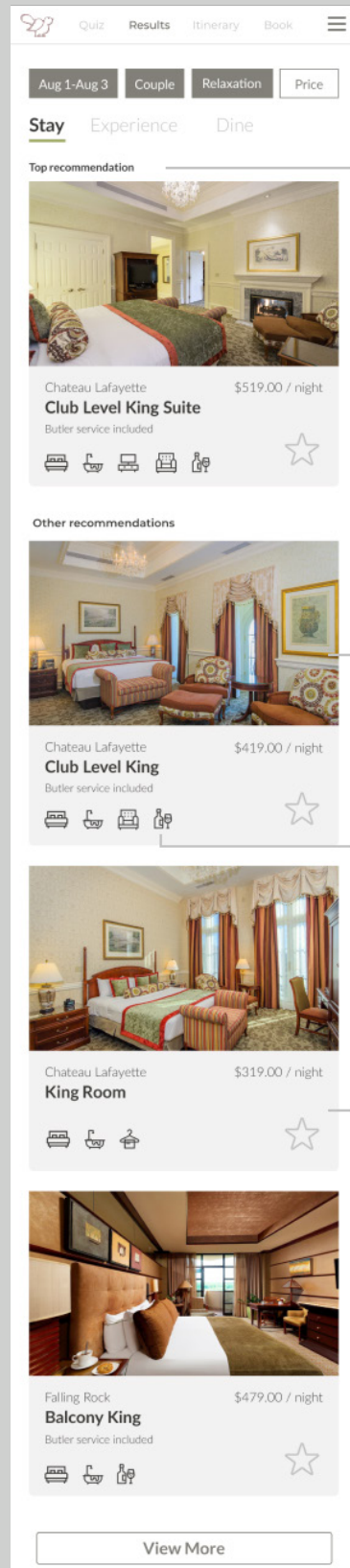
Guests want to know the location of the room on the grounds (2)

"View More" allows users to explore additional options and control how many they see (3)

Applied design principles:

5. Scannable and digestible design
6. Curating for conversions
9. Accommodating for demand

## Screen F



Offers 1 top recommendation and 4 recommendations total based on quiz responses to reduce user's paradox of choice (6)

Trip Planner only returns results of options that are available during user's indicated dates (9)

Icons are used to communicate the different amenities included in the room, making the offerings scannable (5)

Each card offers clear visual hierarchy with photos and different typeface weights to prioritize information for the user at a glance (5)

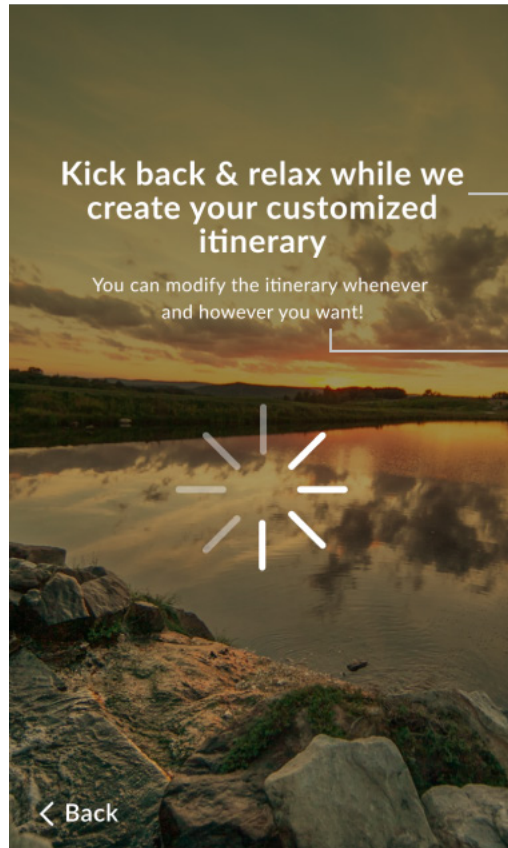


## Itinerary

Applied design principles:

### 2. Transparency and setting expectations

Screen G



Loading screen explains to users how the itinerary works and notes customization (2)

Assures users that they still have control and flexibility within the auto-populated itinerary (2)

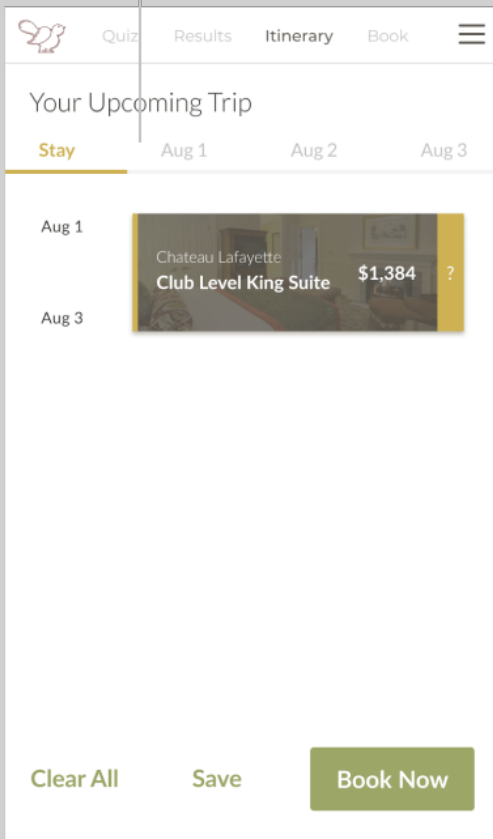
## Itinerary

Applied design principles:

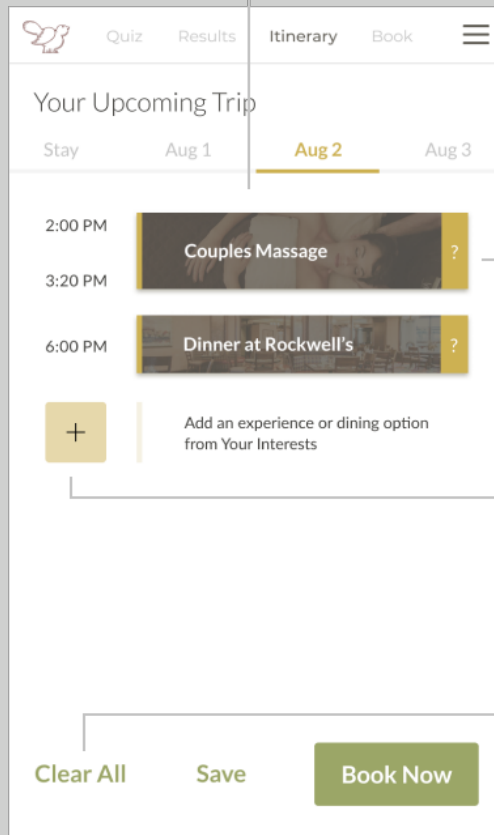
- 3. Offering flexibility within structure
- 4. Match mental model for trip planning
- 5. Scannable and digestible design
- 7. Embody current Nemacolin brand
- 9. Accommodating for demand

Itinerary is organized by day and in the style of a digital calendar to provide guests with an intuitive way to visualize their potential day (4, 5)

Screen H



Screen I

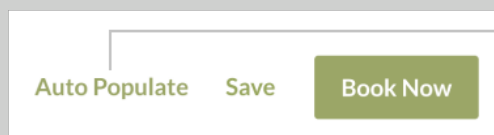


Activities and dinings are populated based on those users starred and availability (3, 9)

The card has images of the room, activity or restaurant as the background. It also has a shadow to indicate clickability (5)

Option to manually add more items to the current itinerary to give users a sense of flexibility and control (3)

"Clear All" button gives users the option to plan their itinerary from scratch completely manually (3)



When in manual itinerary building mode, user can change their mind and click to auto populate the current itinerary (3)

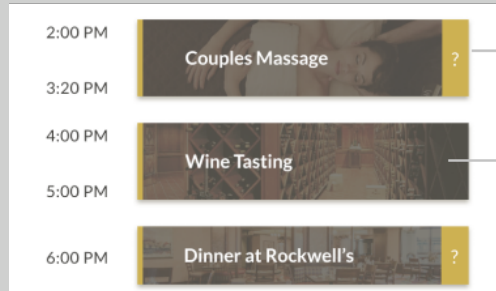


## Itinerary

Applied design principles:

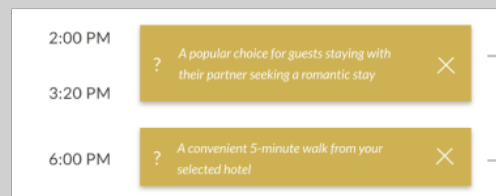
### 2. Transparency and setting expectations

Part of Screen I



Auto-populated items are coded with a gold side bar with a question mark to indicate that the user can click to view why the item was populated (2)

If an item is added manually, it does not have the golden label for explanation and is visually differentiated (2)



Expanded mode of the gold side bar offers explanation for why the item is included for the user (2)

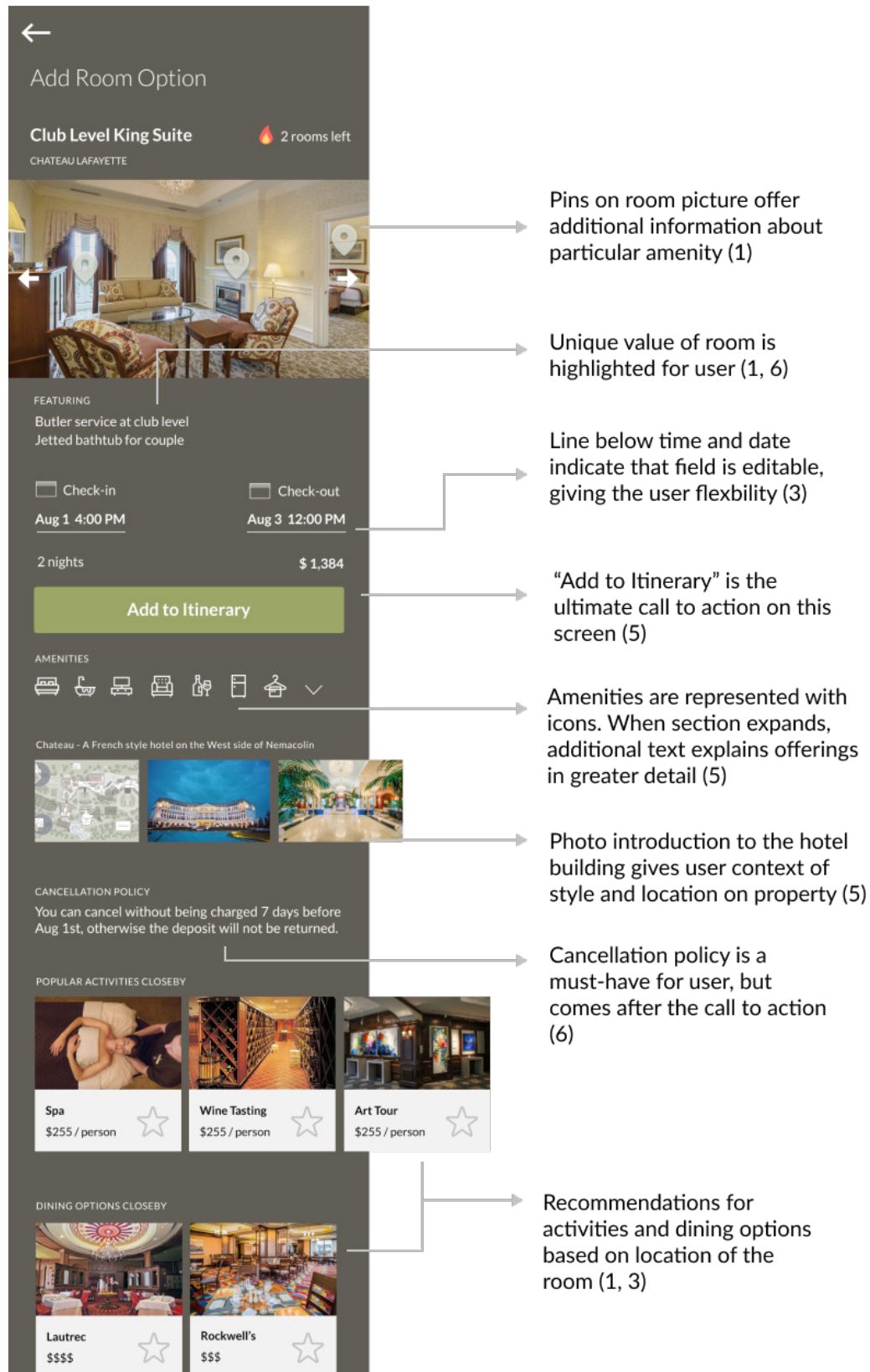
Each populated option has different explanatory copy (2)

## Itinerary

Applied design principles:

1. Digitizing white glove service
3. Offering flexibility within structure
5. Scannable and digestible design
6. Curating for conversions

Screen J (Stay)

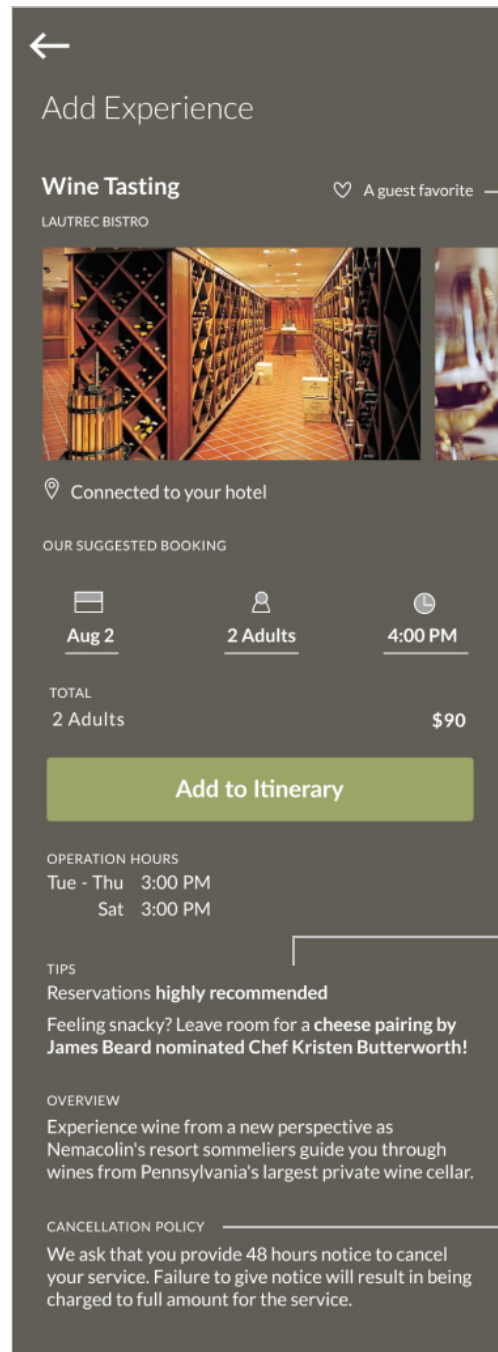


## Itinerary

Applied design principles:

1. Digitizing white glove service
2. Transparency and setting expectations
6. Curating for conversions
8. Persuading with Scarcity

Screen J (Dine)



Tagline notes popularity of option or scarcity (e.g., "Only 5 spots left!") to persuade user to book in the moment (8)

Including tips for experience generated by concierge to prepare user and build excitement (1)

Cancellation policy is a key factor for users debating making a booking. Being transparent clarifies expectations, leading to a better understanding and experience (2, 6)

## Book

Applied design principles:

1. Digitizing white glove service
4. Match mental model for trip planning
5. Scannable and digestible design
6. Offering flexibility within structure

### Screen K

**Review Your Booking**

**Stay**

<b>Club Level King Suite</b>	\$ 1,384 / 2 nights	<a href="#">Edit</a>
<a href="#">Remove</a>		

**Aug 1**

<b>Dinner at Lautrec</b>	5:30 PM	<a href="#">Edit</a>
<a href="#">Remove</a>		2 people

**Aug 2**

<b>Couples Massage</b>	2:00 PM - 3:20 PM	<a href="#">Edit</a>
<a href="#">Remove</a>		\$ 255 / 2 people

<b>Dinner at Rockwell's</b>	6:00 PM	<a href="#">Edit</a>
<a href="#">Remove</a>		2 people

**Aug 3**

<b>Breakfast at Rockwell's</b>	8:00 AM	<a href="#">Edit</a>
<a href="#">Remove</a>		2 people

**Special requests**

Please type here...

**Total \$1,384**  
Dining not included

[Confirm](#)

Review page summarizes day-to-day itineraries into a single page organized with visual hierarchy (5)

"Edit" allows users to make changes up until point of booking, giving them control and matching mental model of a shopping cart (4, 6)

"Remove" is at a lower visual hierarchy (a smaller font, not easy to reach using right hand) (5)

Allows user to include special requests such as food allergies or special occasions that are then applied throughout their stay (1)

## Book

Applied design principles:

- 2. Transparency and setting expectations
- 5. Scannable and digestible design
- 7. Embodying current Nemaocolin brand

Screen L

**You're Almost Here!**

Please provide your email address so we can send you confirmation and take care of your reservation.

\* Full name

\* Email

\* Password

\* Re-Type Password

Phone number

Continue

Continue

Feel and copy is classy and encouraging, aligning with high-class brand (7)

Need for account setup is explained to avoid potential negative reaction to personal information request (2)

To avoid guests skipping the account setup, "Continue" is not activated until all required fields are filled out (5)

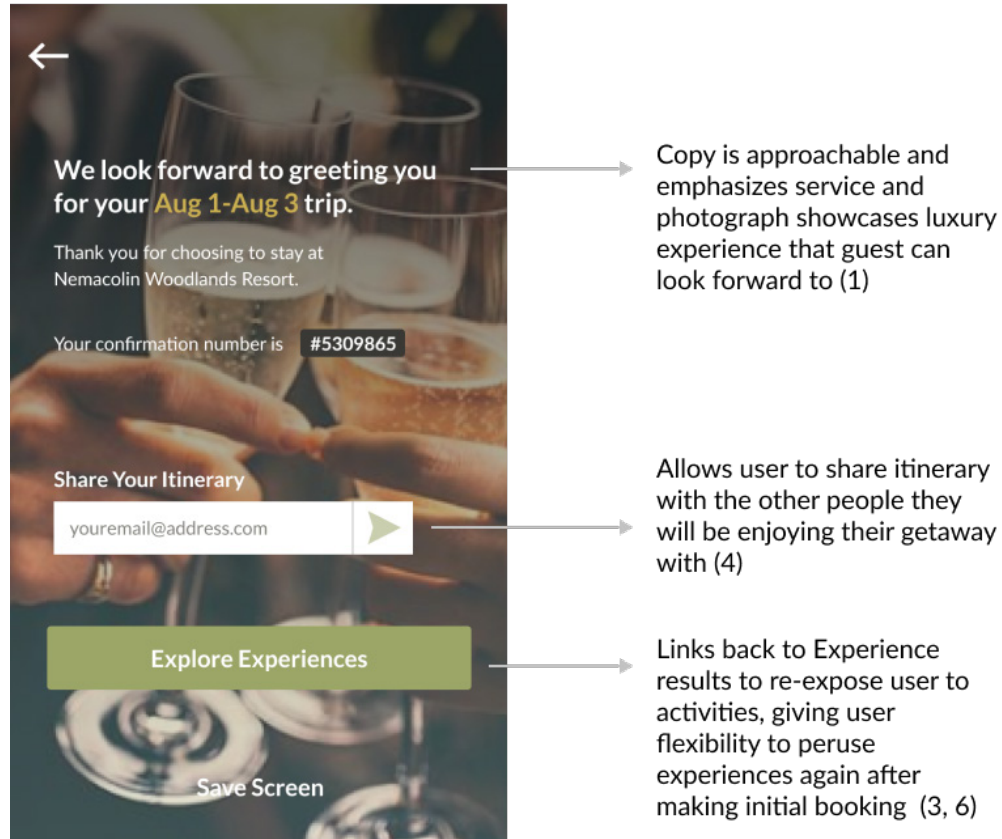
After user fills out form, the "Continue" will be activated and will turn green (5)

## Book

Applied design principles:

1. Digitizing white glove service
3. Offering flexibility within structure
4. Match mental model for trip planning
6. Curating for conversions

Screen M

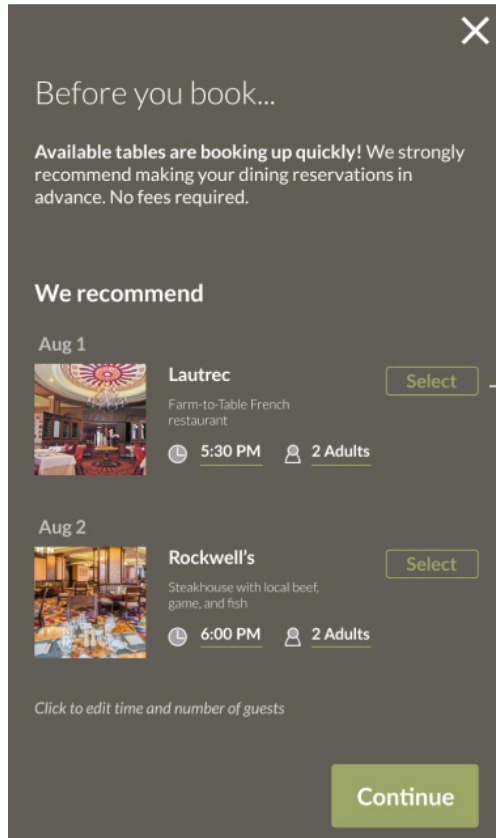


## Book

Applied design principles:

3. Offering flexibility within structure
4. Match mental model for trip planning

Screen N

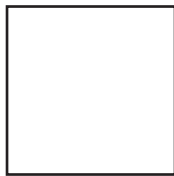


Sometimes a user may choose to just book a room option and delay the booking of activities and dining. If the user only has a room in their itinerary when they try and check out, the tool will recommend dining options for each day of the stay (3, 4)

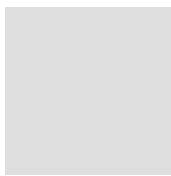


## Colors and Fonts

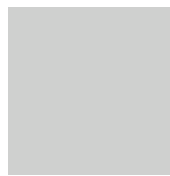
### Colors



# FFFFFFFF



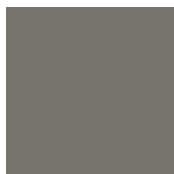
# DEDEDE



# DODODO



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# 77756E

Subtitle



# 56534B

Selected items  
Backgrounds



# C5A745

Emphasis



# 929D5C

Booking related

### Fonts

Montserrat - Top Navigation Only

Lato



