

Information Architecture (IA) and Mental Model for Etoile Yachts Mobile Application

Mental Model Overview: The mental model represents how Etoile Yachts' users—high-net-worth tourists (Peer Consumers), service providers (Peer Producers), and partners—think about and interact with the platform. It prioritizes goals, such as booking luxury experiences, managing resources, or enhancing service quality, aligned with their expectations.

Information Architecture

1. Primary Navigation (Surface Architecture)

Based on the user's goals, the high-level IA includes these main sections:

- **Home Dashboard:** Quick access to updates, recommendations, and current bookings.
- **Explore:** Browse/search yachts, activities, and packages.
- **Bookings:** Manage upcoming and past reservations.
- **Profile:**
 - For Consumers: Personal preferences, payment methods, loyalty points.
 - For Producers: Yacht details, availability schedules, service analytics.
 - For Partners: Service portfolios, certifications, availability.
- **Support:** Contact support, FAQs, and guides.
- **Notifications:** Updates on bookings, promotions, or alerts.

2. Subsections (Deep Architecture)

- **Explore:**
 - Categories: Yachts, Activities, Luxury Packages.
 - Filters: Location, price range, dates, preferences.
 - Detailed Pages: Photos, descriptions, amenities, reviews.
 - **Bookings:**
 - Upcoming Trips: Itinerary details, contact info for providers.
 - History: Past trips, feedback forms.
 - **Profile:**
 - Personal Information: Editable fields for contact details and preferences.
 - Preferences: Activity types, dietary restrictions, accessibility needs.
 - Services (for Producers/Partners): Asset management, certifications upload, reviews.
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Mental Model

Peer Consumers:

- **Goals:**
 - Discover luxury experiences.
 - Easily book and manage trips.
 - Provide feedback for enhanced future experiences.
- **Key Questions:**
 - What activities match my preferences?
 - Can I trust the provider's quality and safety?
- **Tasks:**
 - Explore options.
 - Make informed booking decisions.
 - Provide reviews.

Peer Producers:

- **Goals:**
 - Showcase assets/services to attract bookings.
 - Manage schedules and logistics.
 - Monitor performance and customer satisfaction.
- **Key Questions:**
 - How can I optimize bookings?
 - Are my services competitive?
- **Tasks:**
 - Update service details.
 - Respond to booking requests.
 - Track revenue and reviews.

Partners:

- **Goals:**
 - Offer complementary services (e.g., catering, entertainment).
 - Reach relevant customer segments.
 - Ensure seamless integration with other offerings.
- **Key Questions:**
 - How do I maximize visibility on the platform?
 - How can I collaborate with other providers?
- **Tasks:**
 - Upload and update service details.
 - Manage bookings and schedules.

IA and Mental Model Integration

1. Task Flow Alignment:

- Ensure that navigation reflects users' primary tasks: discovery, booking, and management.

- Offer shortcuts to high-frequency actions, like viewing bookings or managing services.

2. Content Organization:

- Group related information intuitively (e.g., yacht details with availability schedules).
- Use familiar labels that resonate with users' mental models.

3. Feedback Loops:

- Allow users to review and iterate their preferences or services easily.

This structure ensures the Etoile Yachts mobile application aligns with user needs and expectations while supporting seamless navigation and task completion. Let me know if you'd like detailed diagrams or further elaboration!