

Hotel Mobile App for STARTUP-X

Objective:

Design a delightfully simple + accessible hotel mobile app booking experience for target users

Here's how we'll achieve our objective

Make our product accessible for everyone	Create simple and streamlined in-app booking experience.	Deliver business value through important features: comparison tool, mapping tool, display best price/deals, complete property profiles, bookmarking feature, etc.
Utilize technology to provide option for contactless checkin / checkout. IE receive "key" on phone.	Action / user prompts in a friendly tone. No hassle, easy in-app cancellation.	No visual, informational, or text clutter. Display accurate hotel imagery, reviews, availability, etc.

Key Results: We'll measure UX design success using Google's HEART framework.

	Goals	Signals	Metrics
Happiness	Become the most user friendly hotel app.	Frequent app referrals + in-app sharing. And high positive star survey scores.	- Sharing Metrics - Referral Rates - In-app 5 star ratings
Engagement	Frequent input from customers on satisfaction of checkin/out process, hotel property experience,	User feedback that expressly states app information is highly accurate, organized, and easy to find/navigate.	- Post stay survey followup - Utilization rates - Competition app tracking
	Have a very low (under 10%) discrepancy / dissatisfaction rate	Allow completed bookings ability to review their stay, report hotel discrepancies and add context to property information	- Survey metric measuring accuracy of information provided - Track discrepancies
Adoption	Aggressive growth by acquiring new customers as a result of an easy, no hassle booking experience.	Consistent gains in customer base, new downloads, and return customer use	- Sales Data - App Downloads - Successive Booking Rates
Retention	We will win the customer over by providing an amazing first time experience. No hiccups, errors, price or quality discrepancies.	High repeat client bookings, abundance of client reviews, client earning rewards for repeat bookings and shares.	- Return use - Rewards program metrics - 60% client review completion post stay
Task Success	We will win the customer over by providing an amazing first time experience. No hiccups, errors, price or quality discrepancies.	usability testing and feedback demonstrates 90% success rate in ability to complete desired task within a "Reasonably quick manner"	real time data on task completion rates (search, compare, book, checkin/out, refund/cancel, etc)