Project Goal:

Design a delightful mobile app experience for frequent travelers to book hotels.
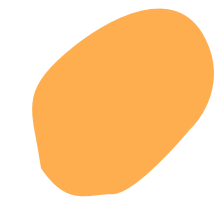
About My Process

Before designing a solution (a Figma prototype),
I gathered a deep understanding of users
and the current market conditions.

UX Research & Analysis

Empathize with Users

- **Competitive Benchmarking**

- **User Interviews**

- **Moderated Remote Usability Testing**

- **Frequent Traveler Survey**

- **Card Sorting**

User Research Methods

Key Findings

Since COVID-19, people have come to expect fast, working mobile apps to solve many problems.

According to our research, frequent travelers still prefer booking accommodations on a desktop.

Therefore the hotel industry is primed for big advances in how customers use technology to book accommodations.

The Upside

According to the Q4 [Baymard Institute's](#) UX performance benchmarking report for travel accommodation sites, the current market leaders are AIRBNB and Booking.com. However all sites in this category (desktop and mobile apps) have significant opportunities for improved UX performance.

Other research findings include:

80% of users
report dissatisfaction when using mobile apps to book hotel accommodations

More than 50% of users
report a strong preference for using a desktop website to complete the task of booking hotel accommodation

- Users appreciate a clean, visual app experience

- Users want a simple hotel booking mobile app booking experience

- Users are frequently frustrated by search results and how information is presented

- Users expect key information to be displayed prominently without clutter

- Users appreciate conversational prompts like "where are you going" versus "destination" as seen in AIRBNB app

Conceptualize

The problem.

AIRBNB

The AIRBNB app delivers an exceptional standout user experience however it is not a suitable alternative for those seeking to book hotel accommodations. Safety and security remain a top concern for users.

Booking.com

Overall, the booking.com mobile app leads in UX performance in the travel accommodations sector. However, many opportunities exists to improve UX performance for all sites (desktop and mobile). We'll consider improving the UX performance of search/search results, property/room details, and the checkout process when designing a solution.

The solution.

Our design seeks to mimic and improve upon :

1. Booking.com's search, main navigation, overall functionality and design interaction

2. AIRBNB's conversational tone, streamlined checkout process, and overall decluttered design

Additionally we determined, users strongly prefer search results to include auto-mapped locations for hotels with no extra action taken on users behalf.

Before ideation, user understanding went deeper using:

Affinity Maps
Helped prioritize user expectations, including their needs, wants, and frustrations, and preferences

User Personas
Captured a full picture of a sample users needs/pains.

Customer Journey Maps
User interaction clearly defined for different phases of app use (exploration, onboarding, successful booking, etc.)

User Flow
Path for new users completing a hotel booking clearly defined.

The need for a mobile app that prioritizes user experience, is clear.

Ideate

My Design Process

1. Iterative LowFi Prototyping

   Hand-sketched wireframes for each app page, including for various screen states. Referenced design patterns and leading designs for UX performance for each different function within the app.

   - Homepage
   - Main Navigation
   - App Onboarding
   - Search and Search Results
   - Property and Room Details
   - Checkout Process

   Sketches were iterative until Figma-ready design concept achieved.

My Design Process

2. Establish UI Design

I generated a visual identity for a fictional start up: TRIPPY. This included:

- Logo Design
- Typography
- Color Palette

Additionally, I . . .

- Utilized a material design system (i.e re-useable components)
- Ensured WCAG Accessibility Standards met

My Design Process

3. Design Med/High Fidelity Prototype

   Prototype prioritized a new user flow for completing a hotel booking. All screens and screen states were designed in Figma using the UI system I created.

   The final testable prototype prioritized the following user tasks:

   - Search
   - Search Results
   - Property Details
   - Checkout Process

My Design Process

3. Prototype Testing

Users tested the prototype. With each user test, the functionality and performance our the prototype improved. Until we arrived at our final version complete with annotations.

Now it's your turn to test drive the prototype.

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