

Interaction design for desktop

Hotel booking web sites

Photo by Amélie Mourichon on Unsplash



Hotel booking statement

Context summarization

The client is **a new hotel**. They're looking to create an online booking experience that is simple, accessible and based on a deep understanding of their target users.

Step 1

Before deeping into each screen, I started by a basic sketch of the user flow.

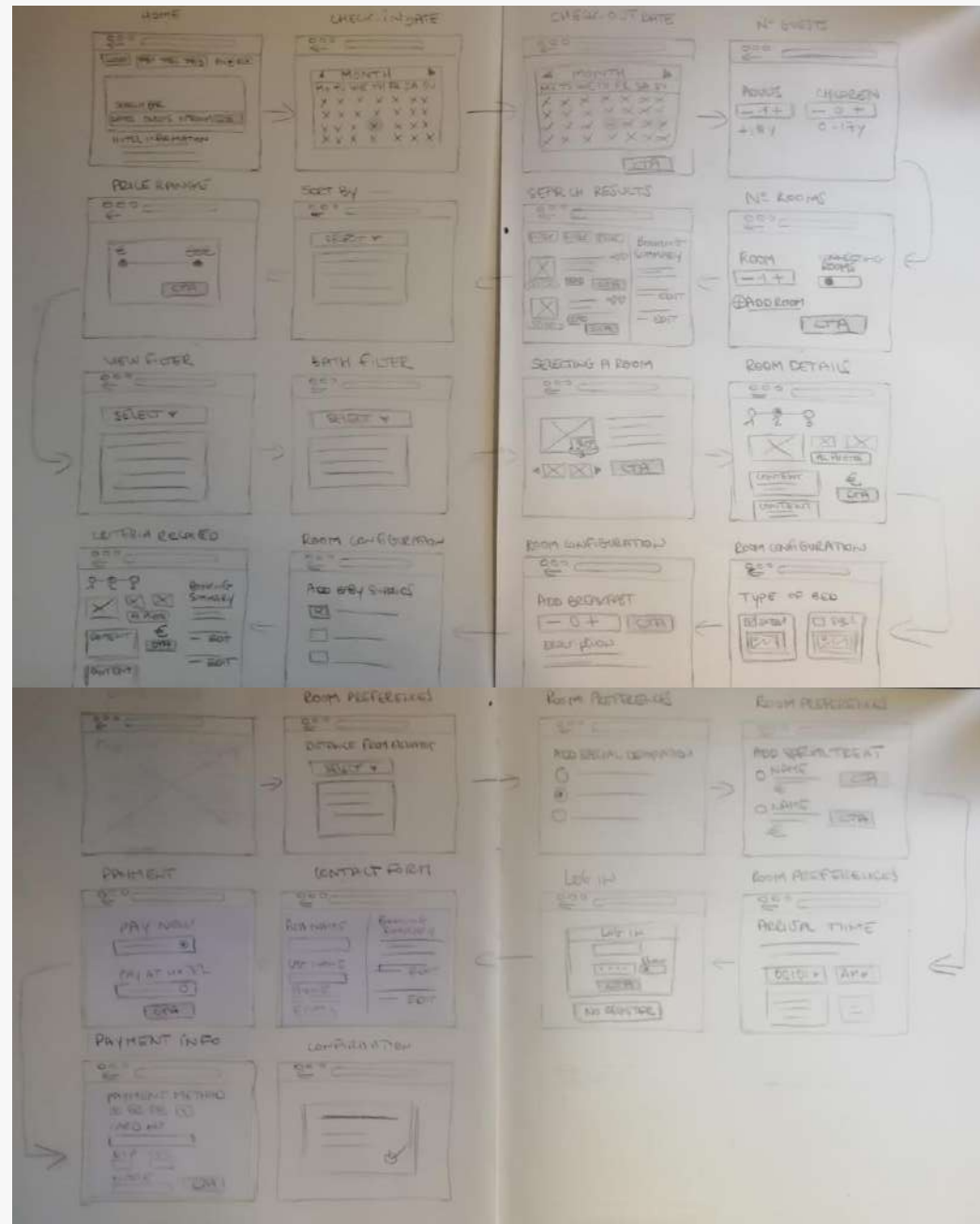
The sketches are based on my flow diagram design and each screen represents a screen state.

Step 2

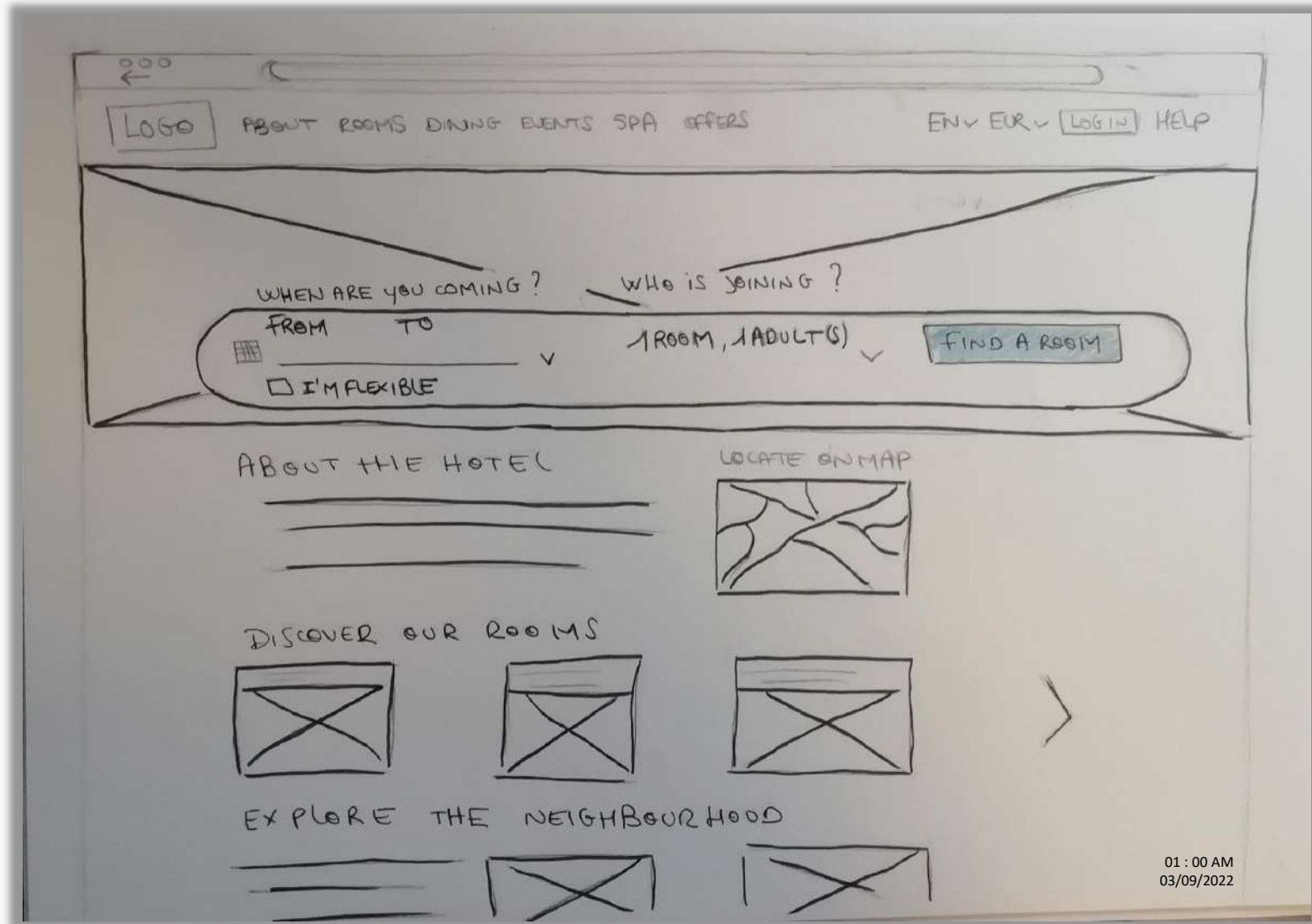
In the following slides, I will detail each screen and step of the flow.

I will make note of any issues or inconsistencies that become apparent.

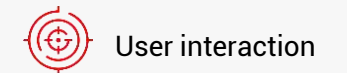
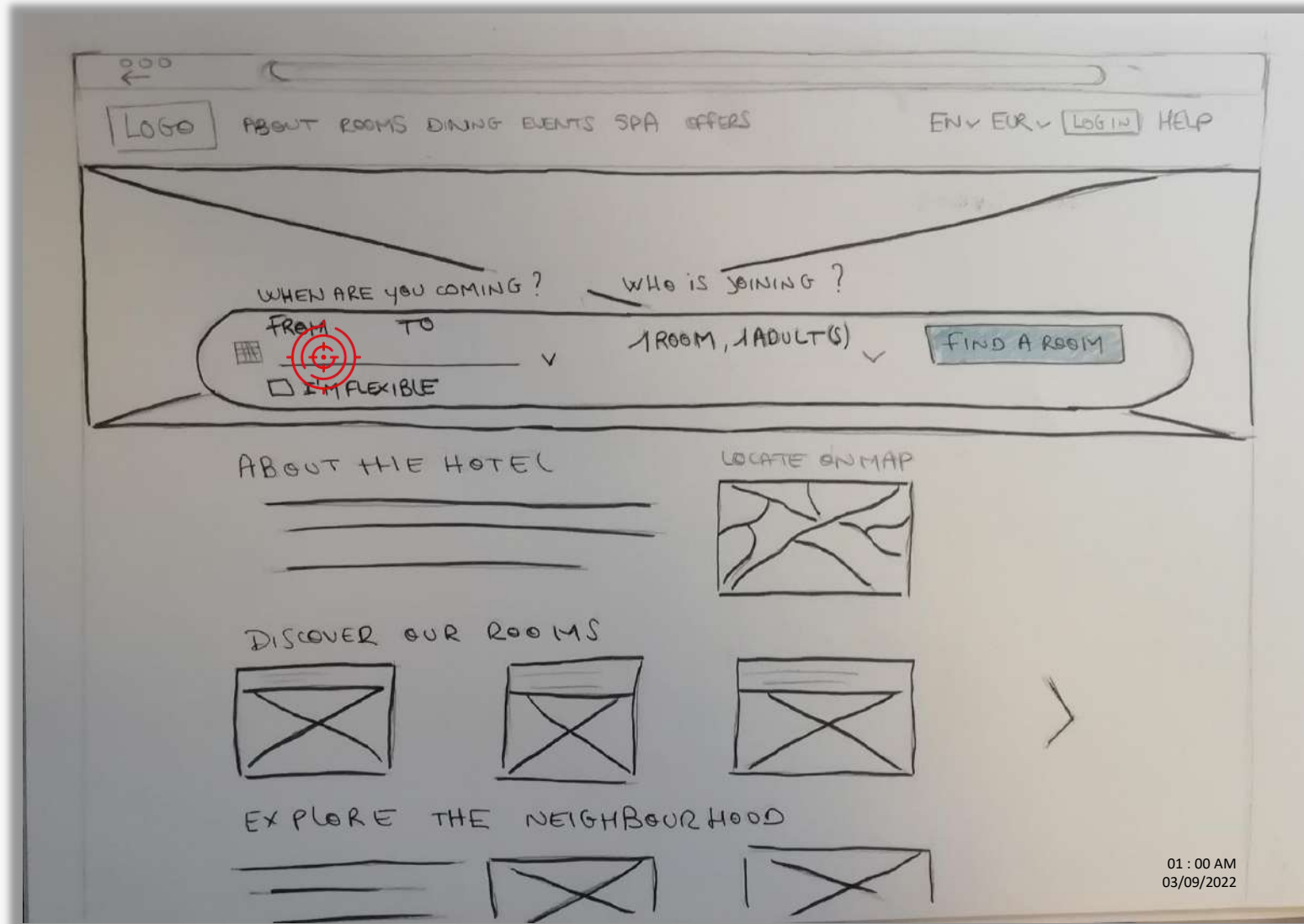
Material : I used drawing paper, drawing pencils, colored pencils and felt pens.



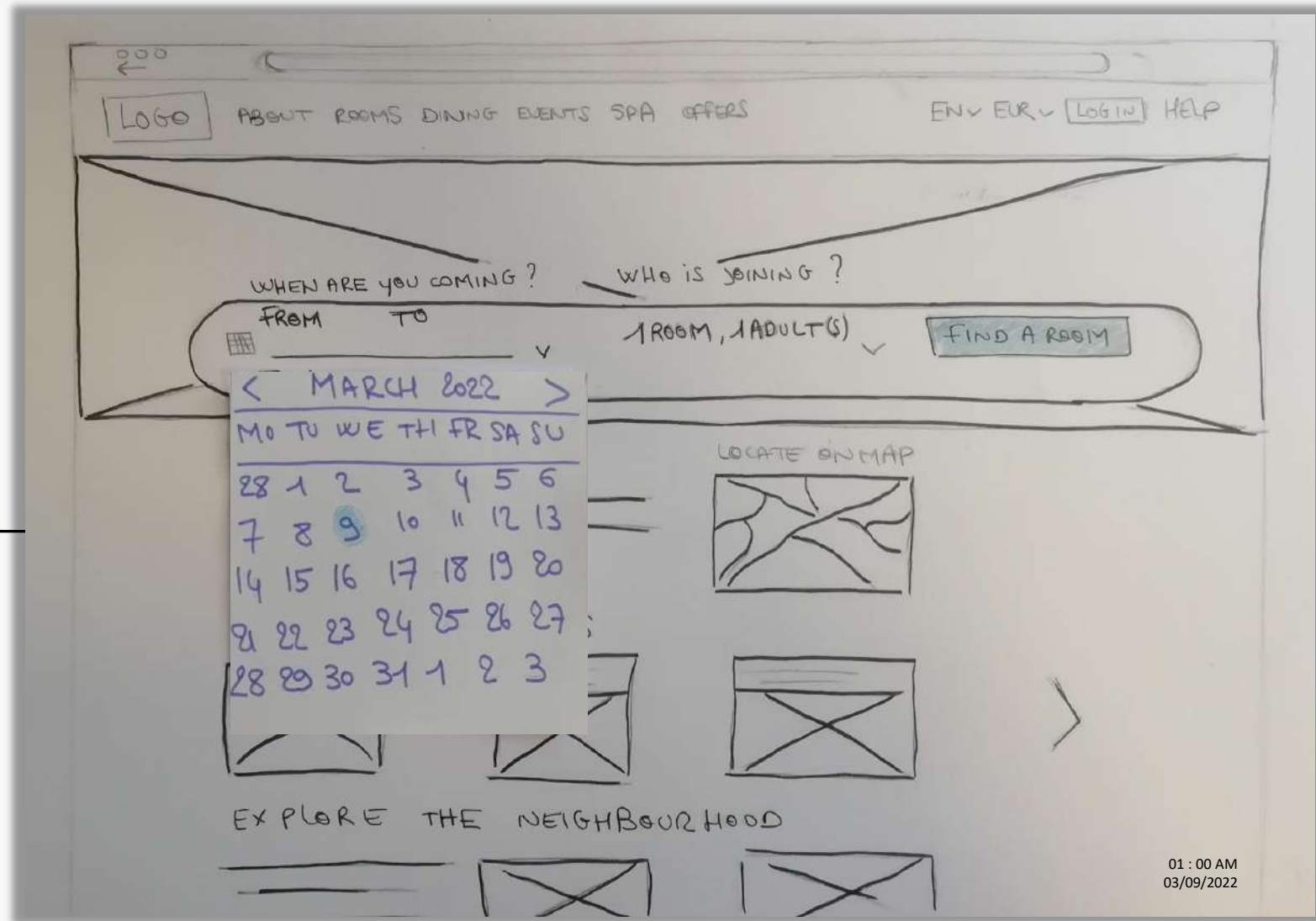
Screen 1 : HOMEPAGE



Screen 1 : HOMEPAGE > SEARCH BAR

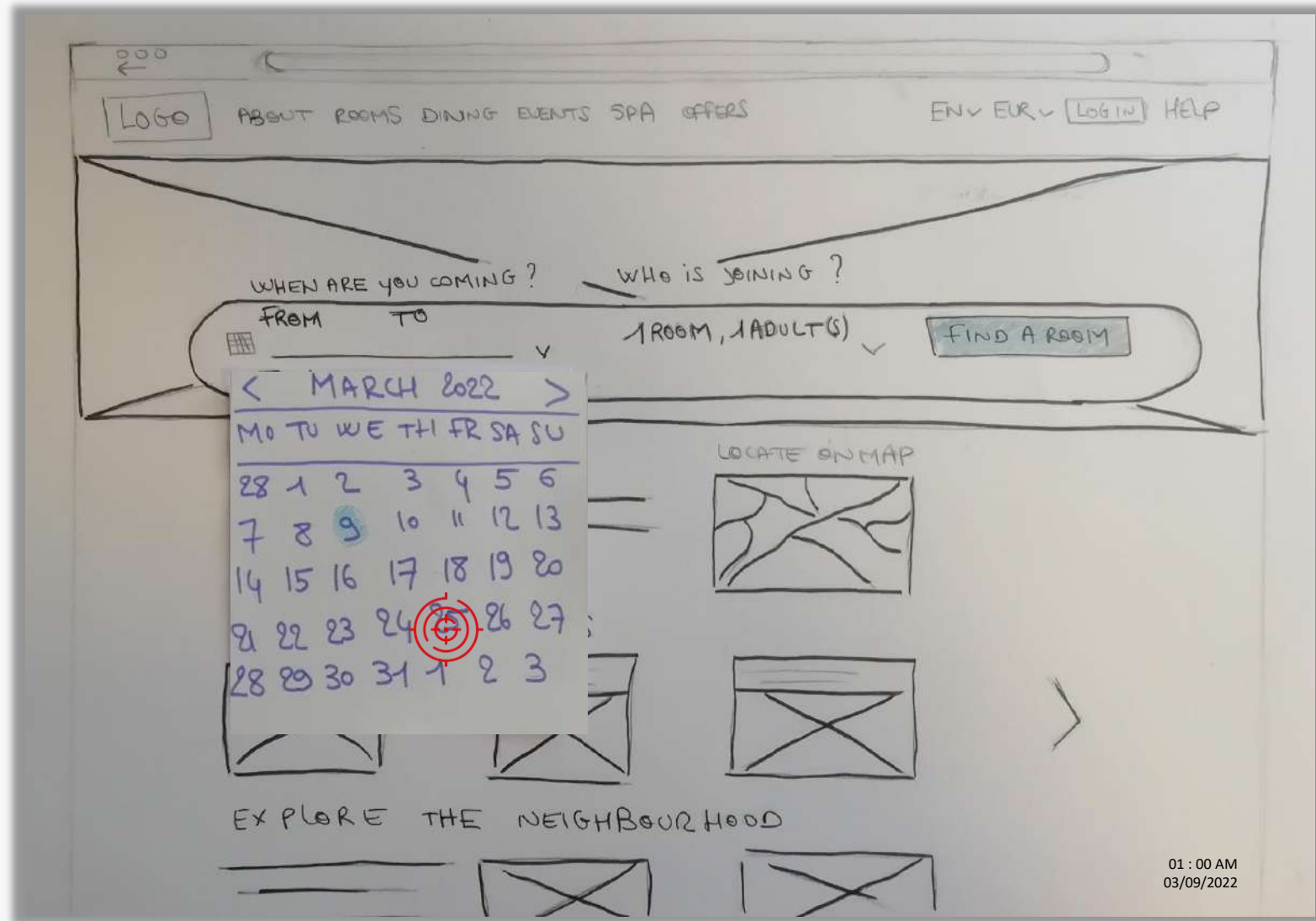


Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR

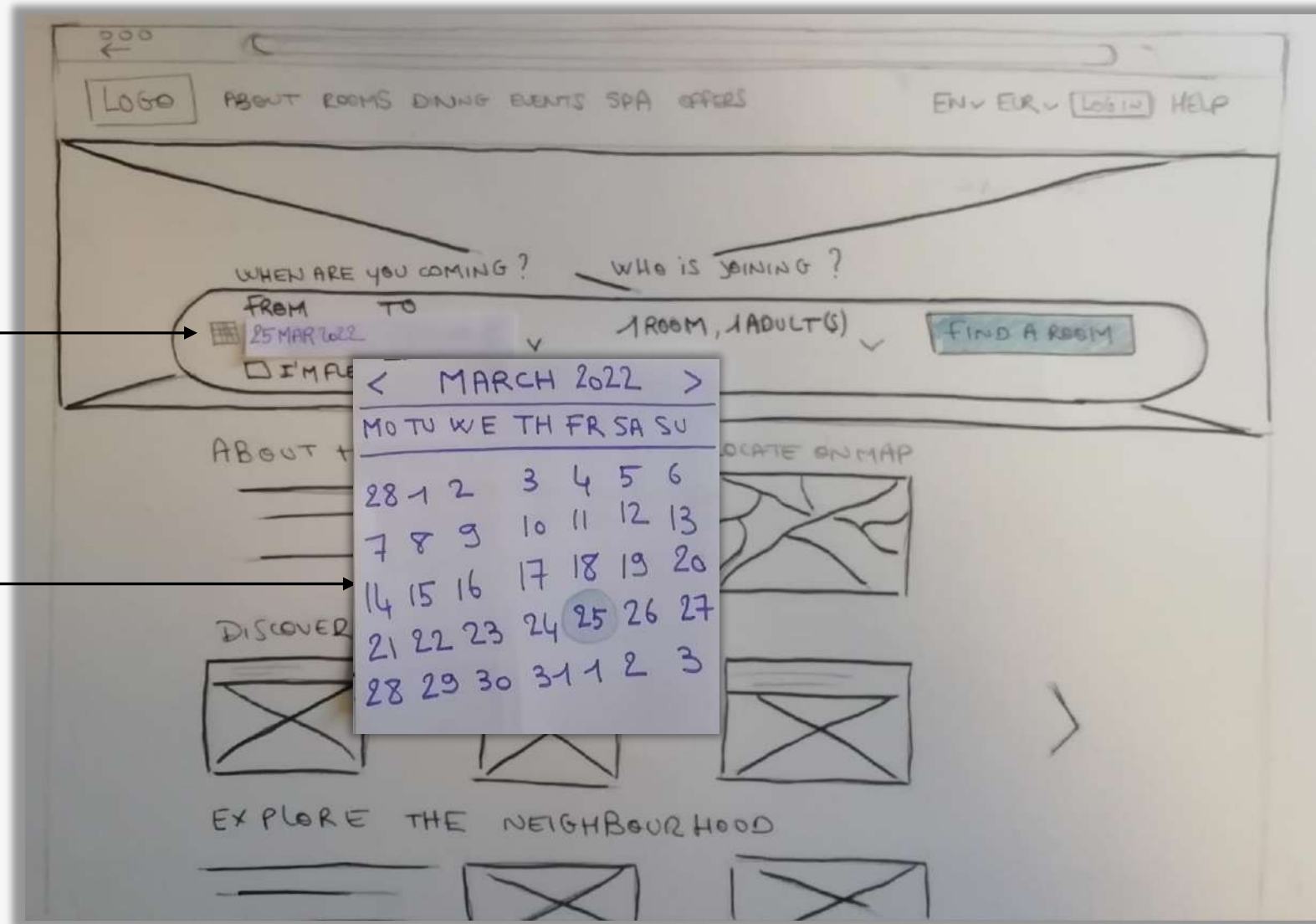


Calendar is automatically set on user visiting day

Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR



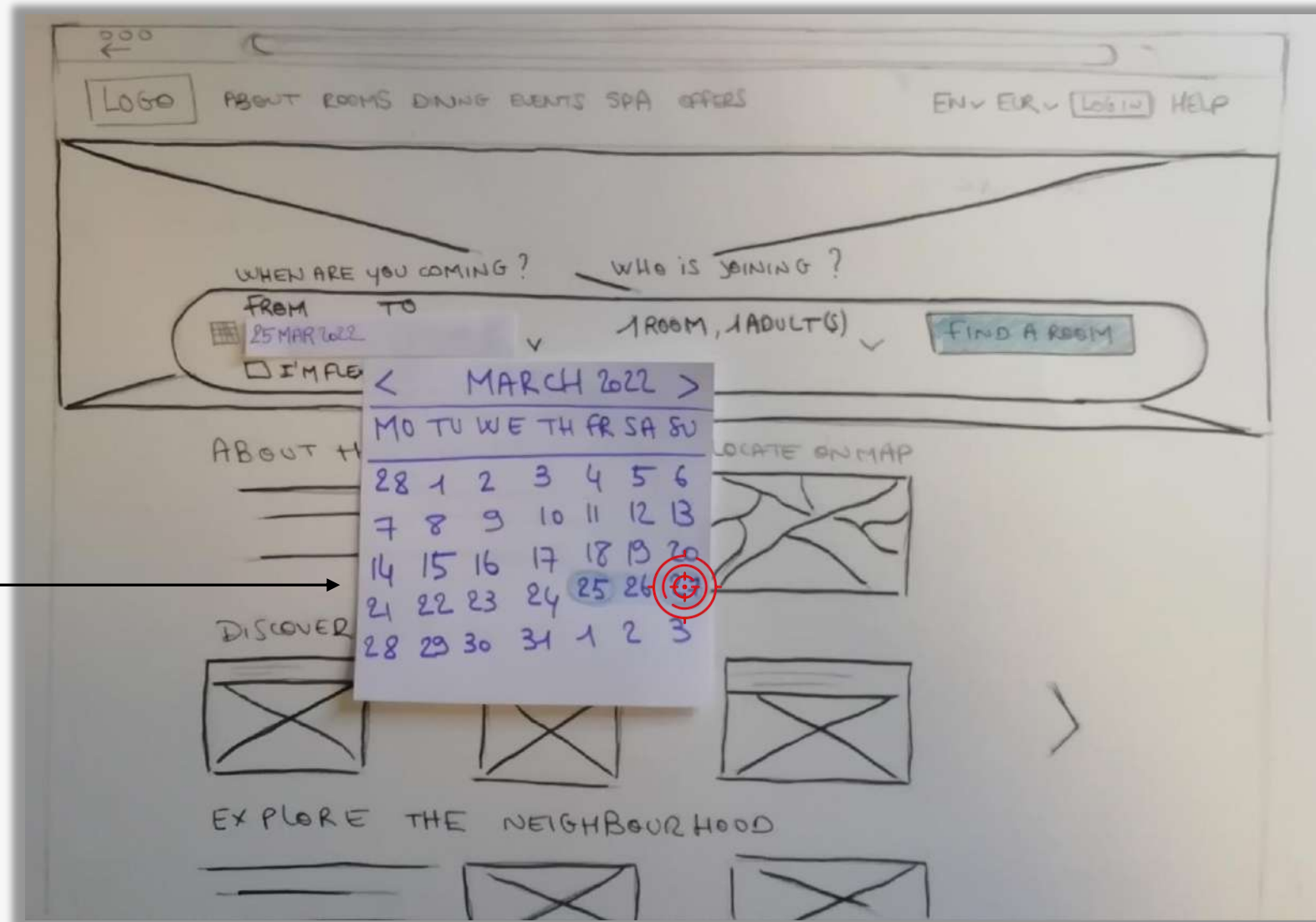
Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR



Check-in date is selected and displayed in search bar

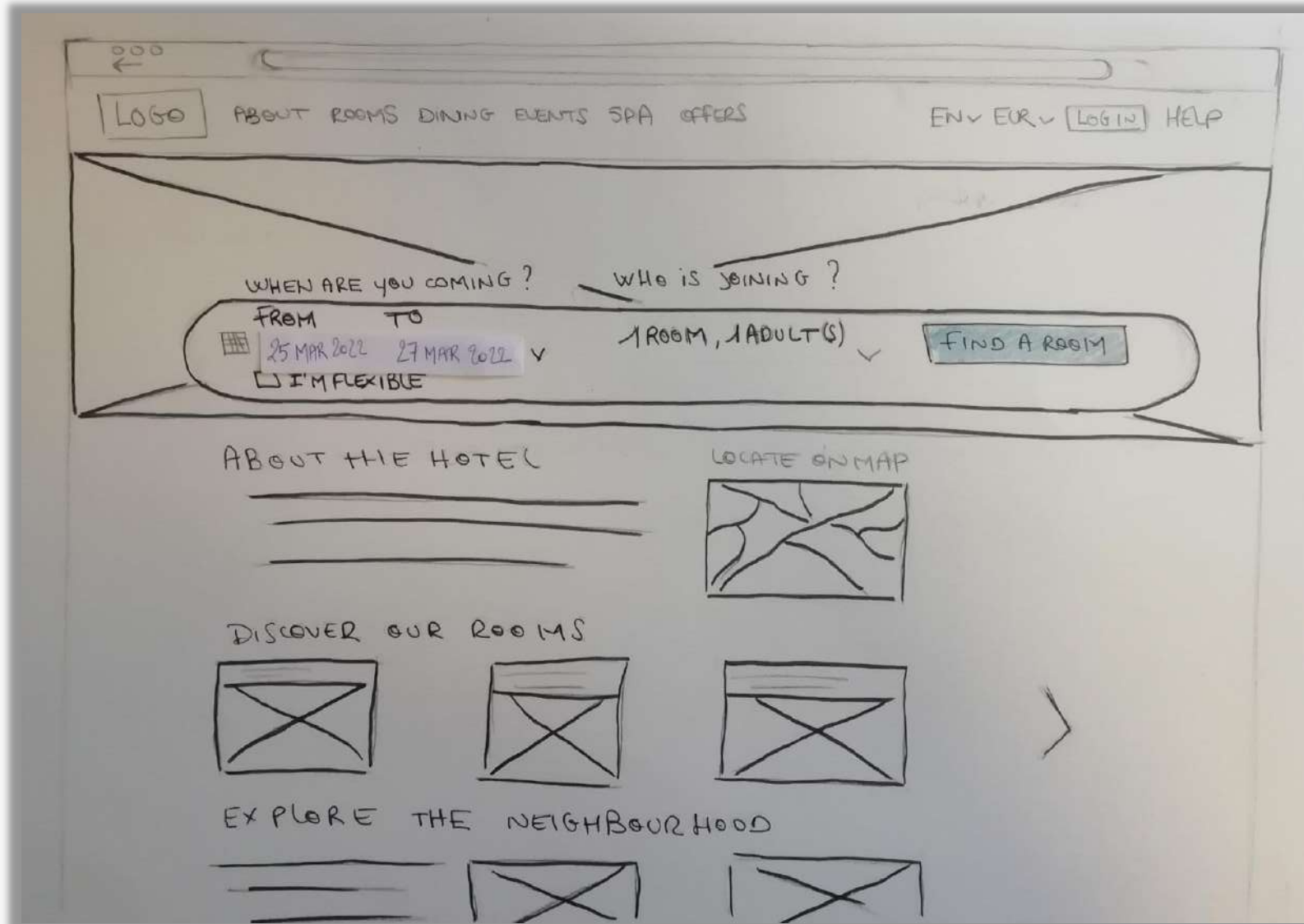
Calendar automatically goes to check-out

Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR

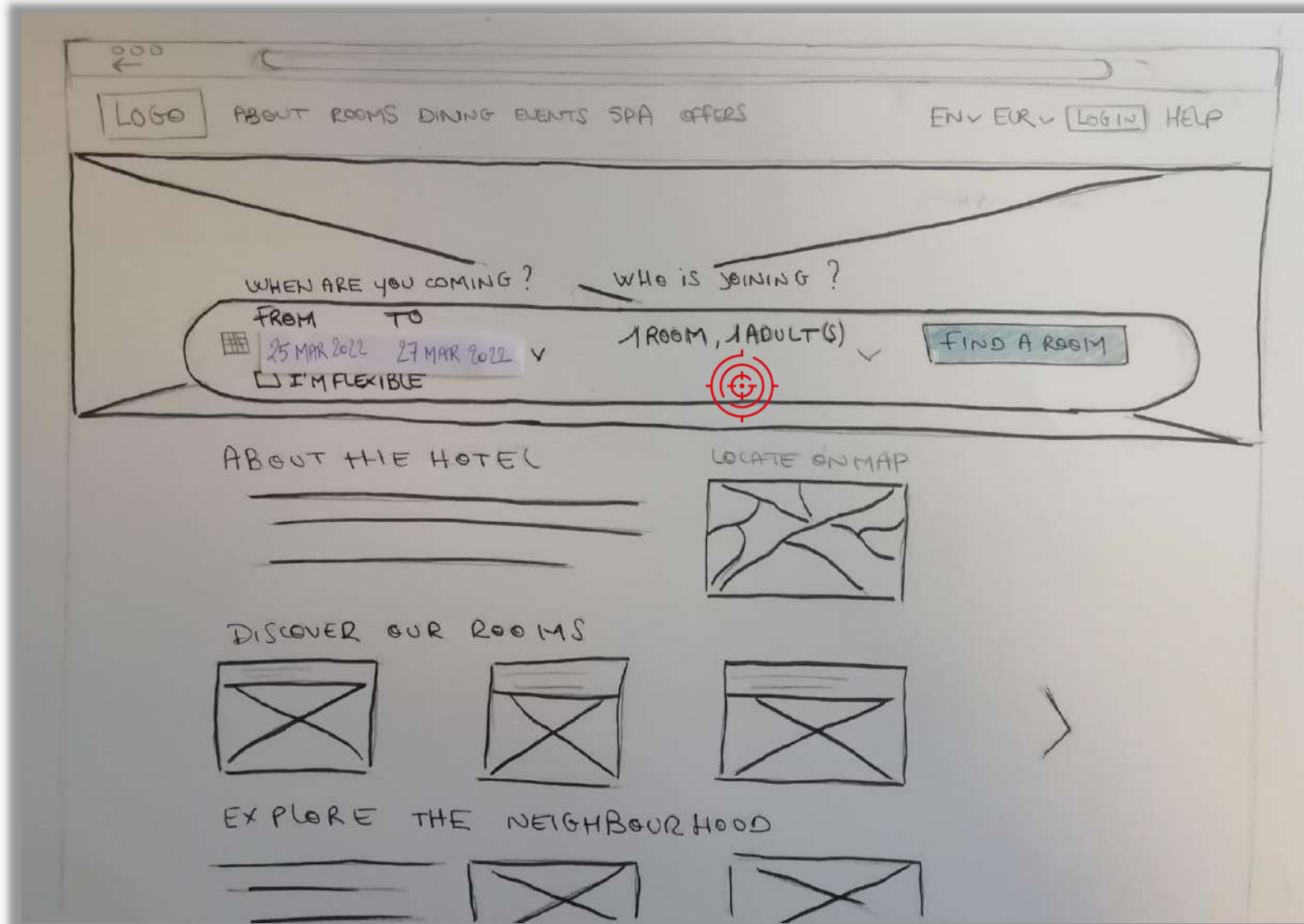


Selected days are highlighted when user mouses hover calendar to select check-out date

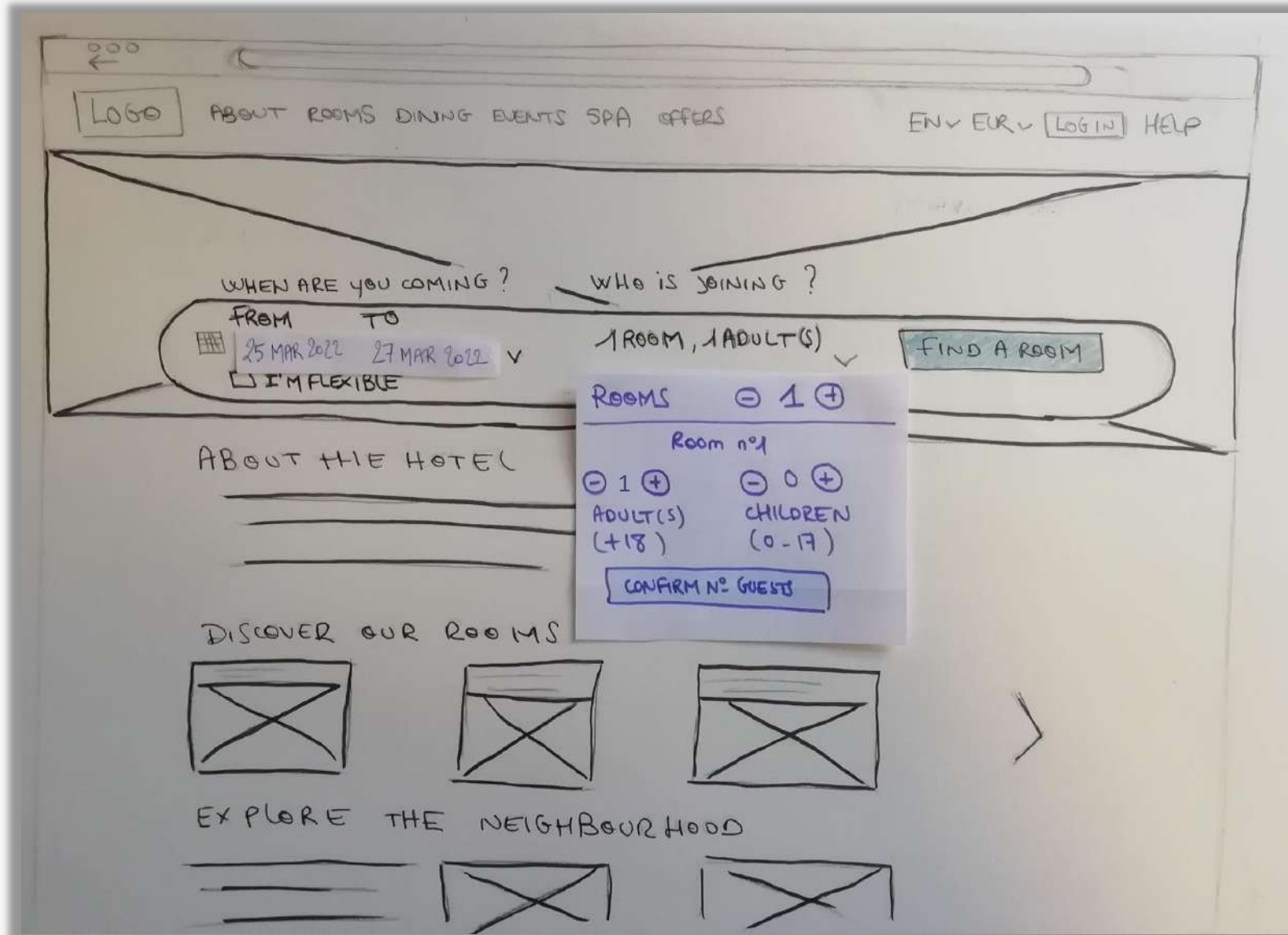
Screen 1 : HOMEPAGE > SEARCH BAR



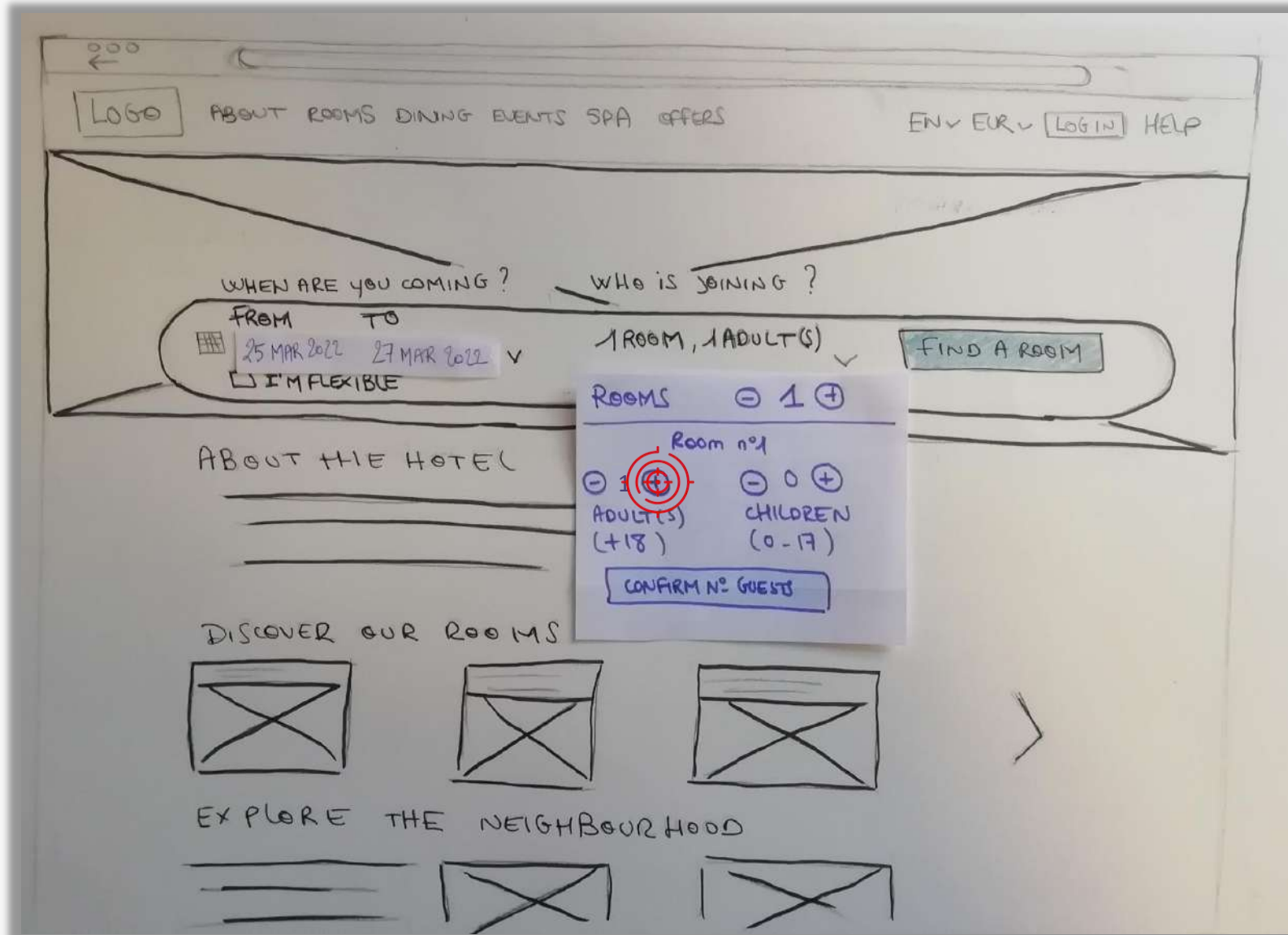
Screen 1 : HOMEPAGE > SEARCH BAR



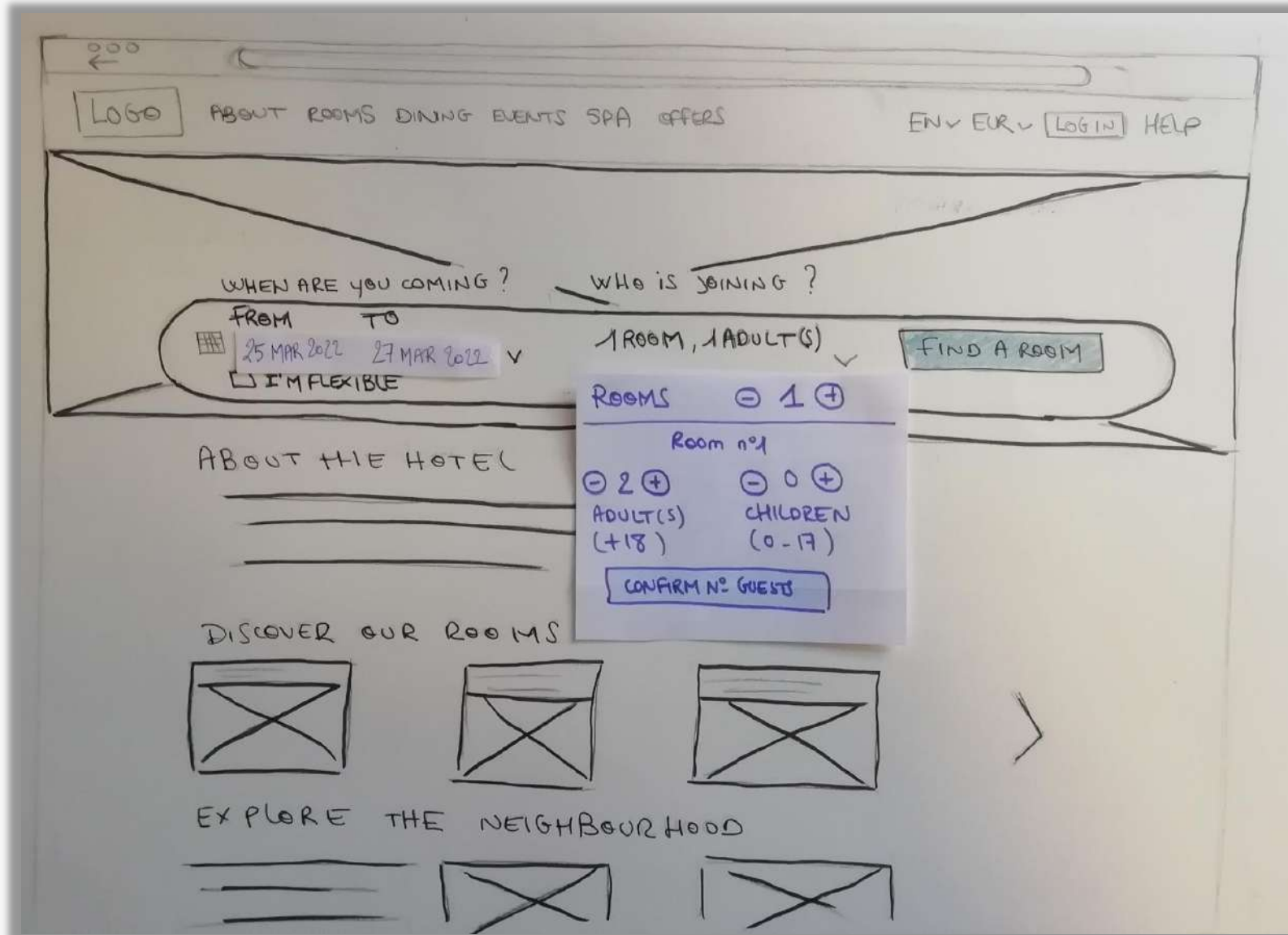
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



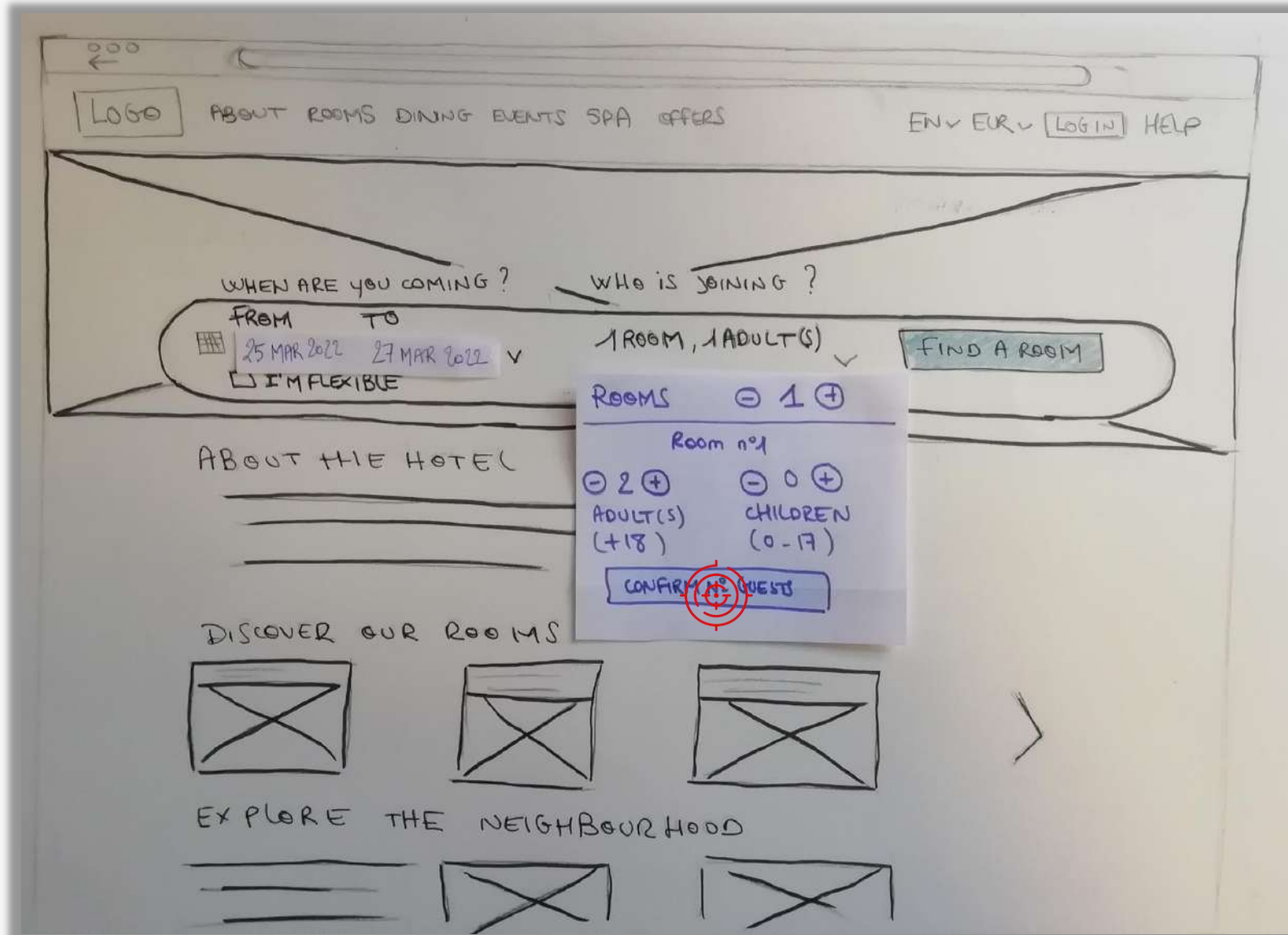
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



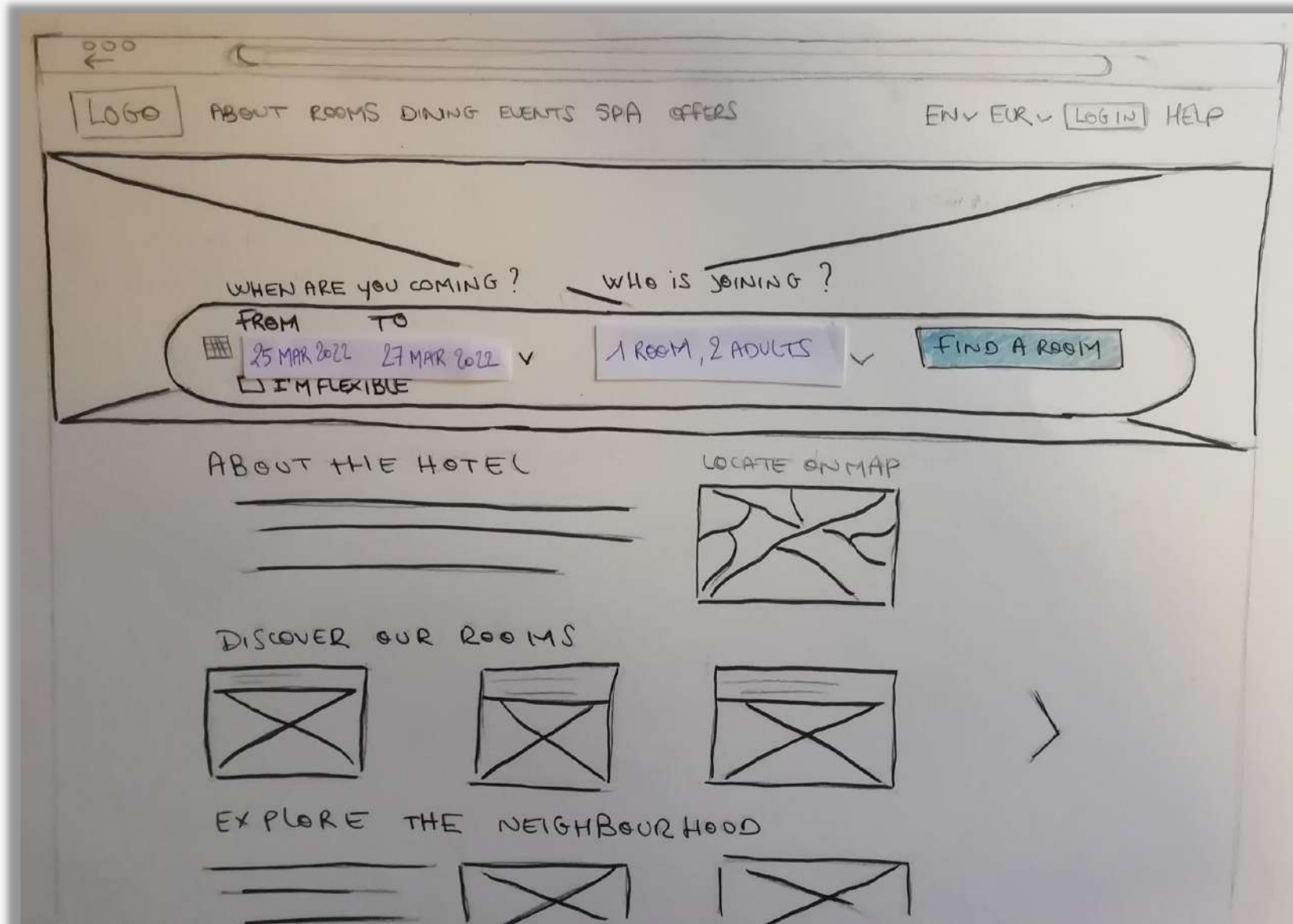
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



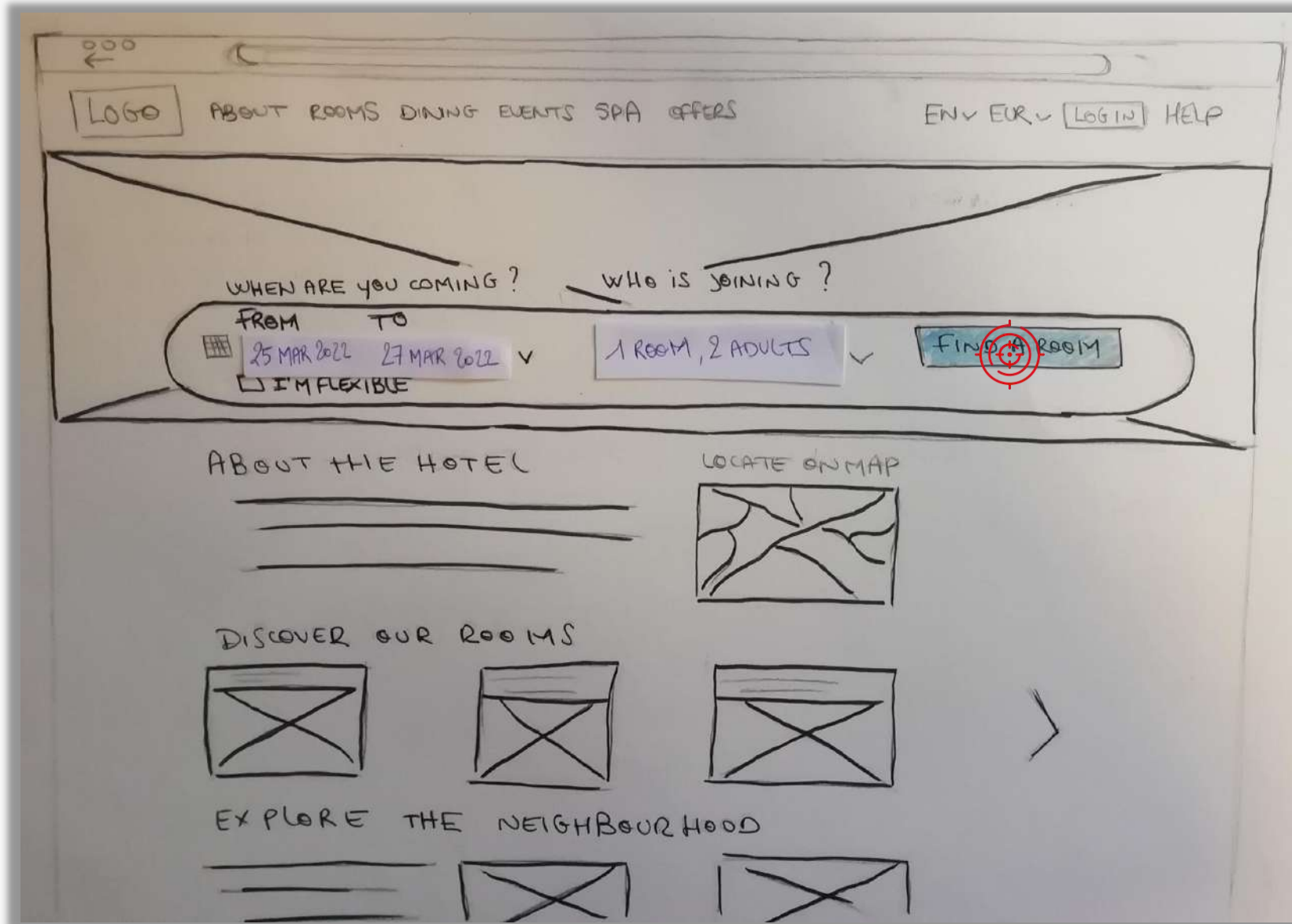
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



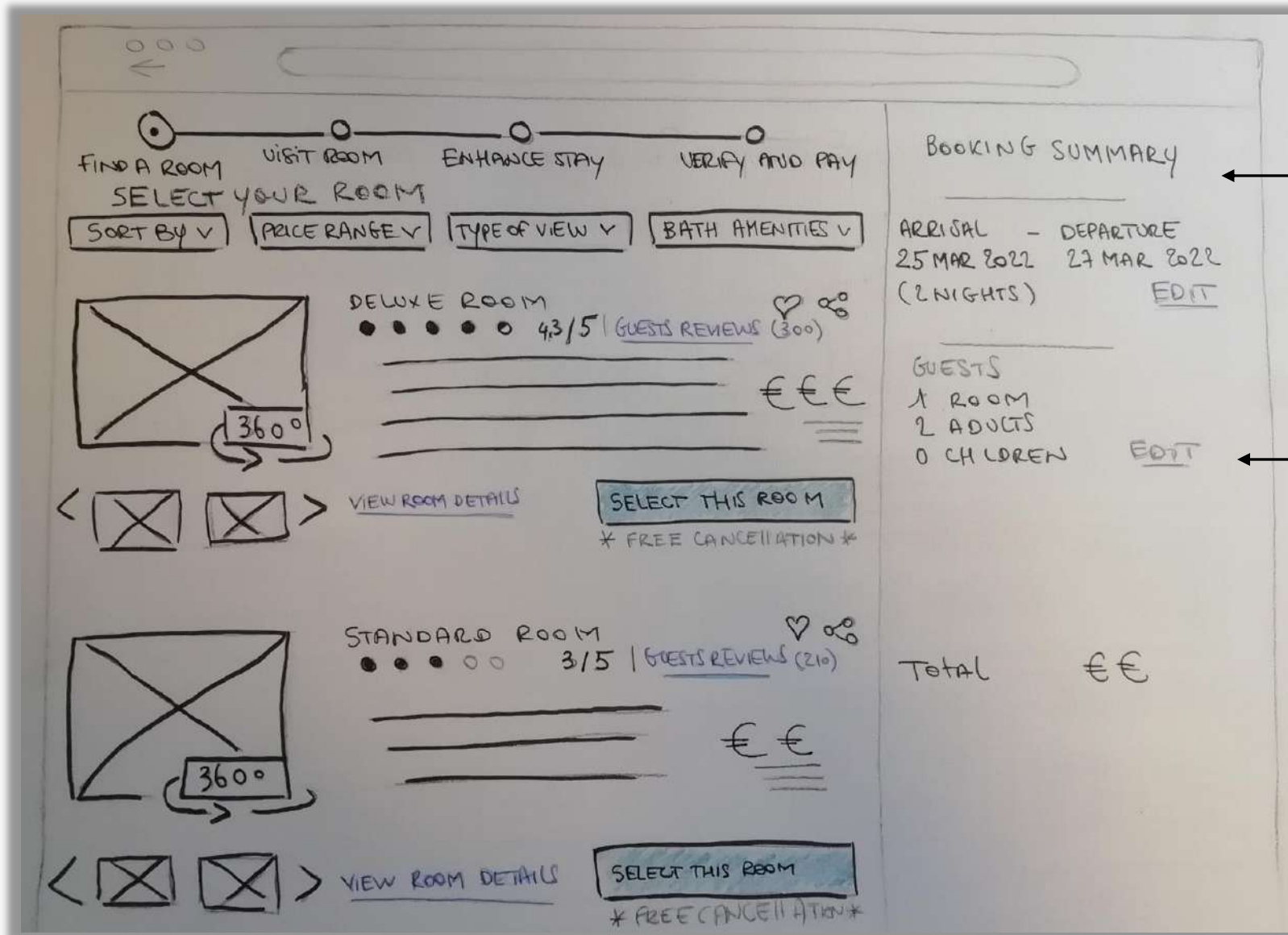
Screen 1 : HOMEPAGE > SEARCH BAR



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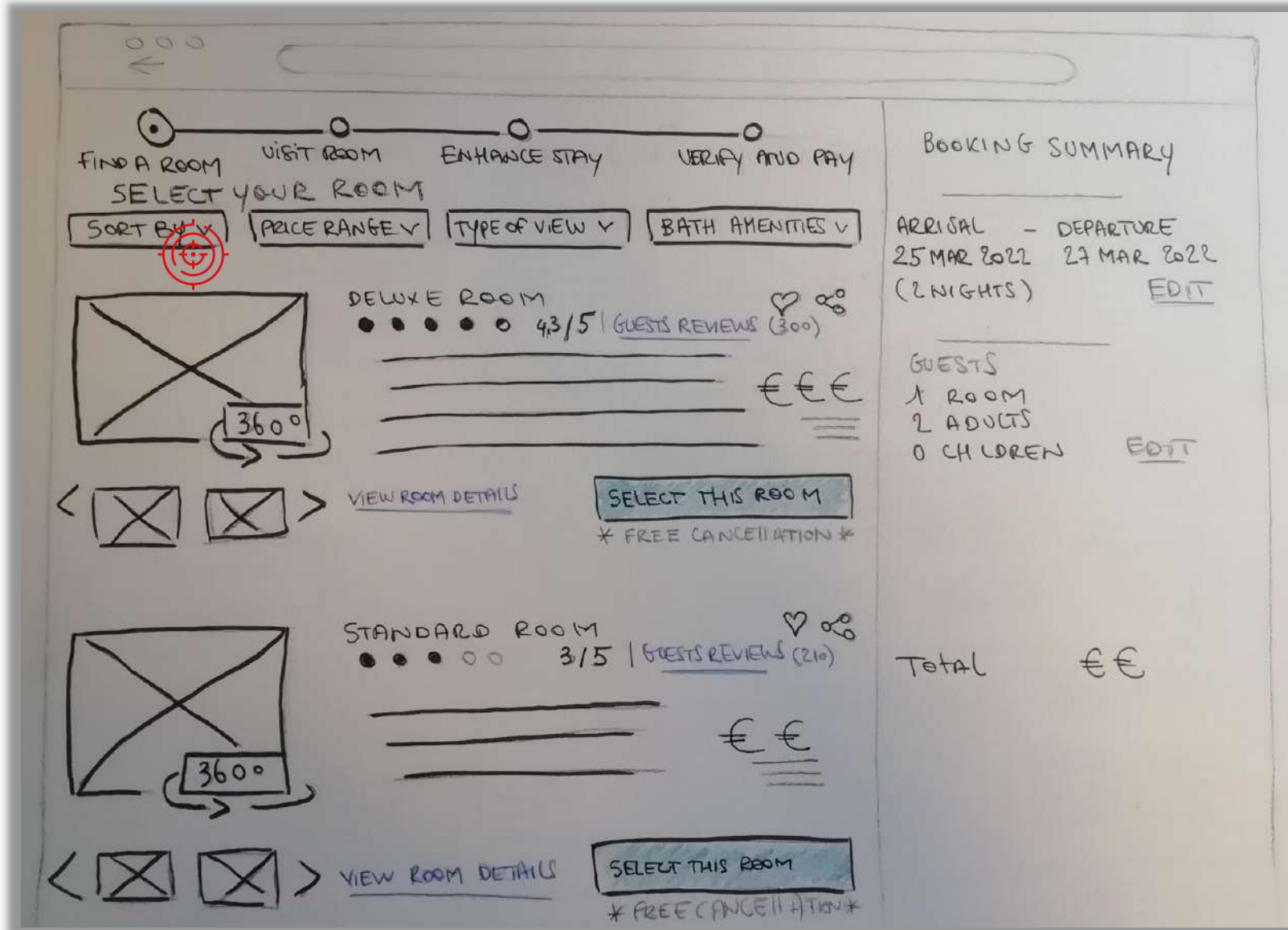
Screen 2 : SEARCH RESULTS



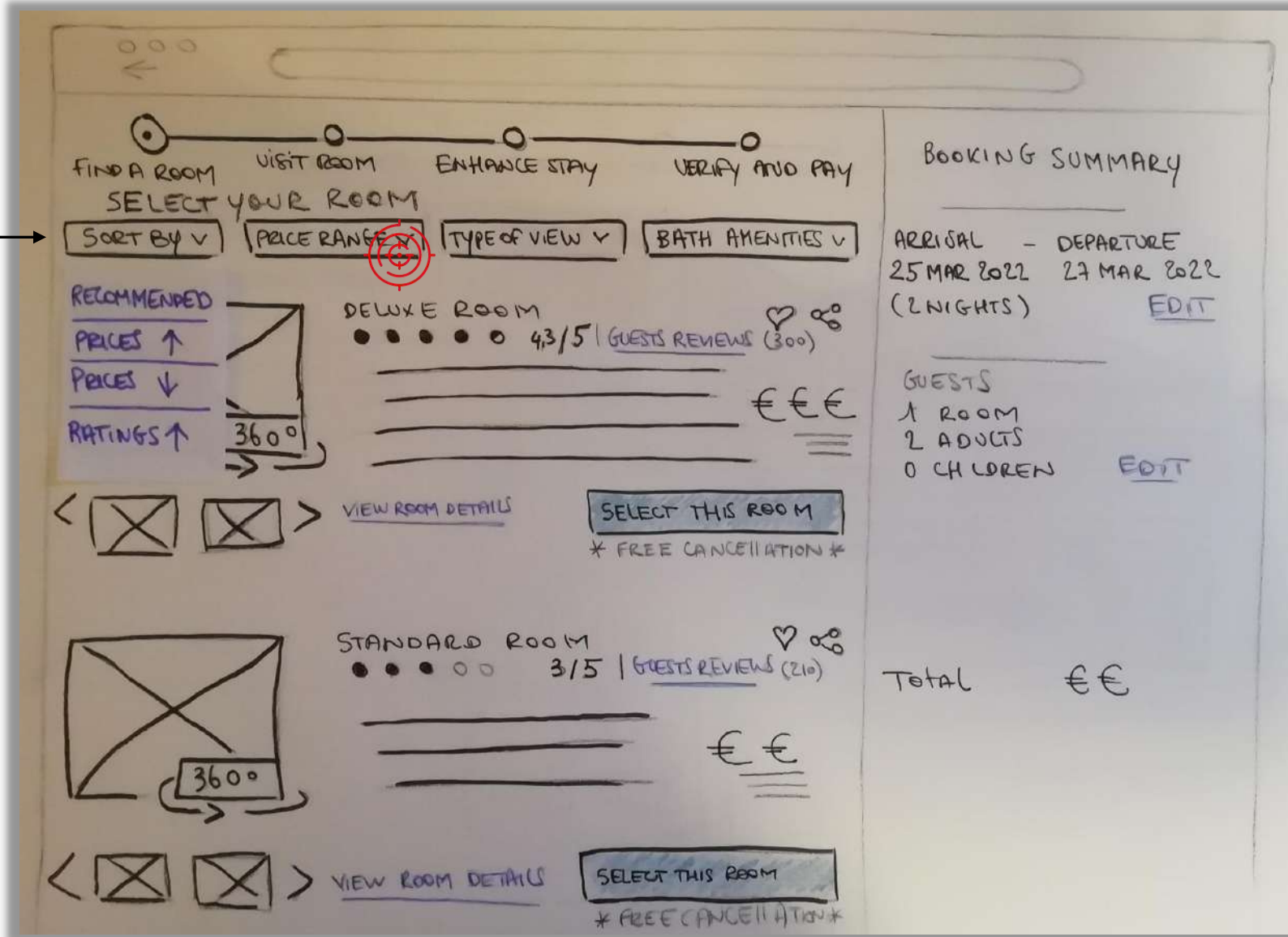
Selected travel criteria are recalled all through the booking process

User can modify travel criteria at any moment with « Edit » CTA

Screen 2 : SEARCH RESULTS

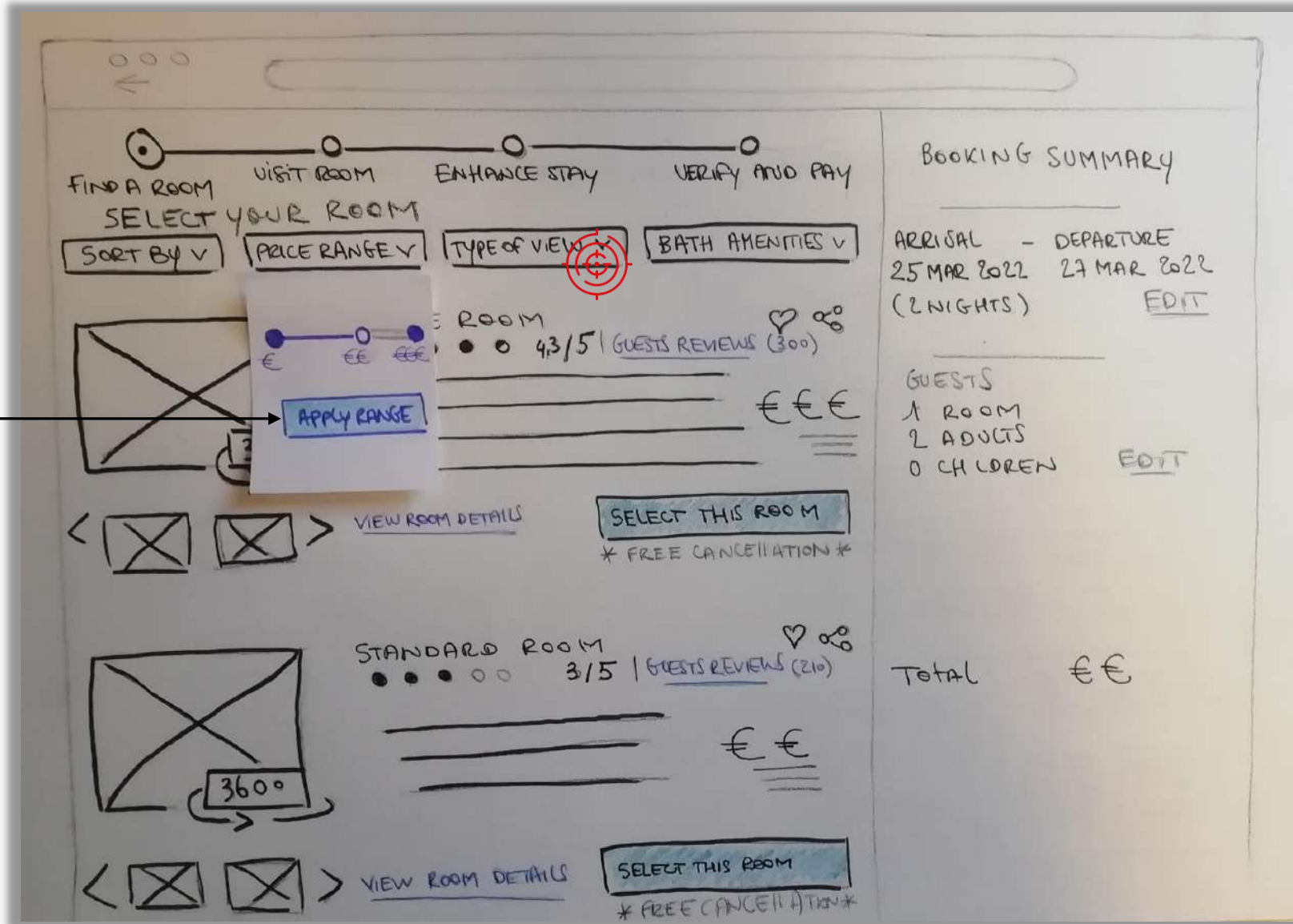


Screen 2 : SEARCH RESULTS > FILTERS



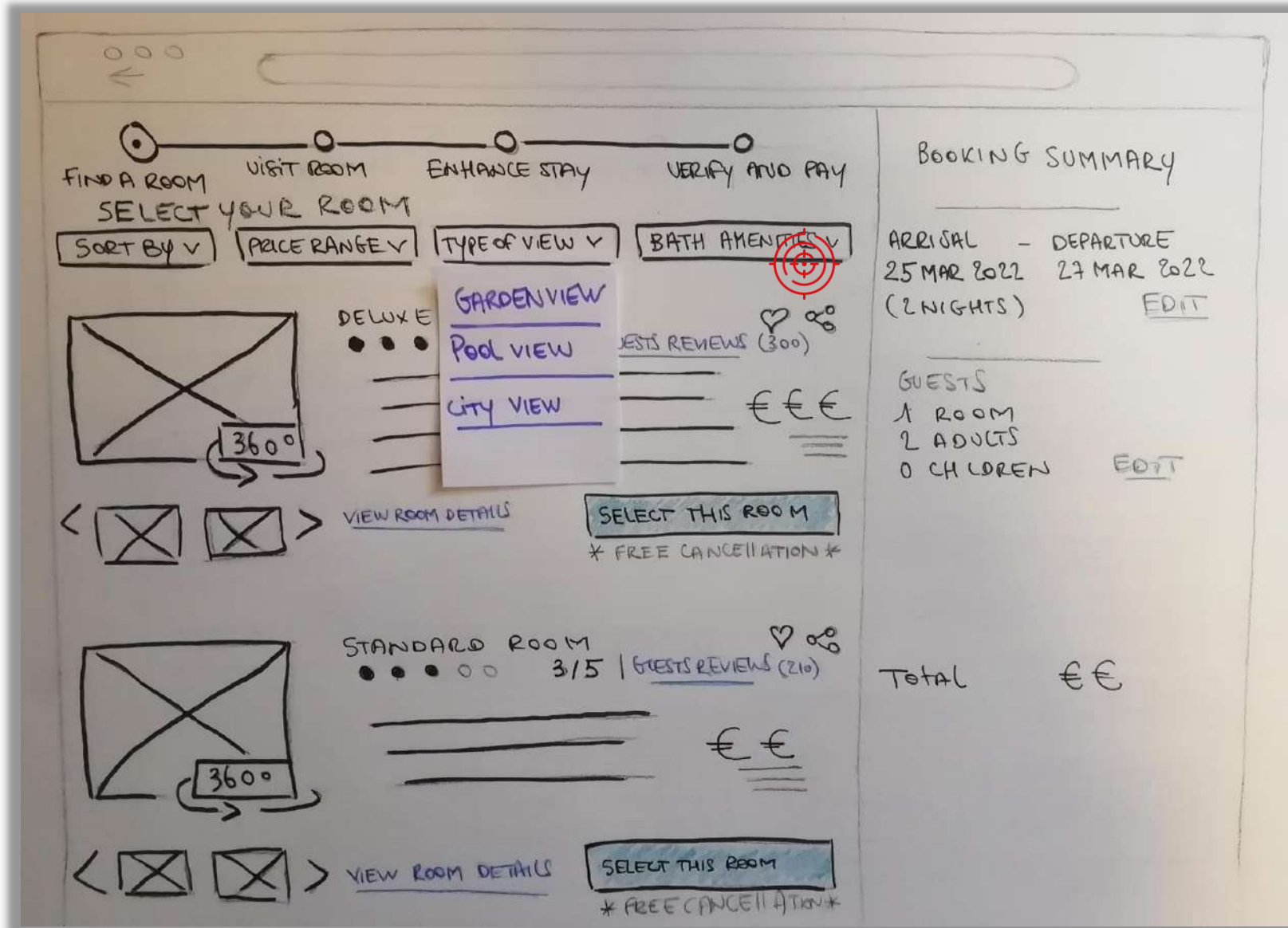
User has many filter options

Screen 2 : SEARCH RESULTS > FILTERS

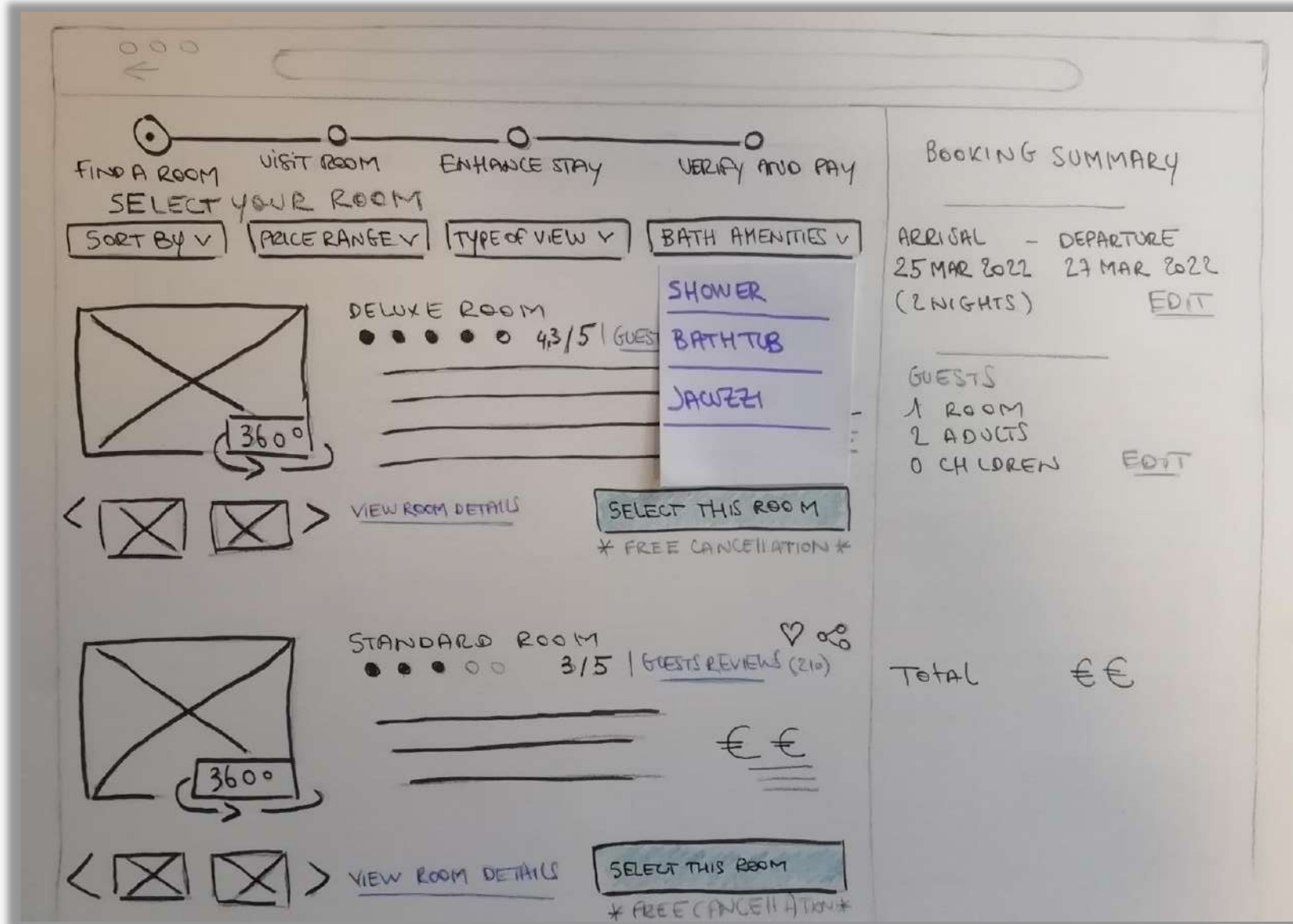


User can click on CTA « Apply range » to apply price criteria to the results

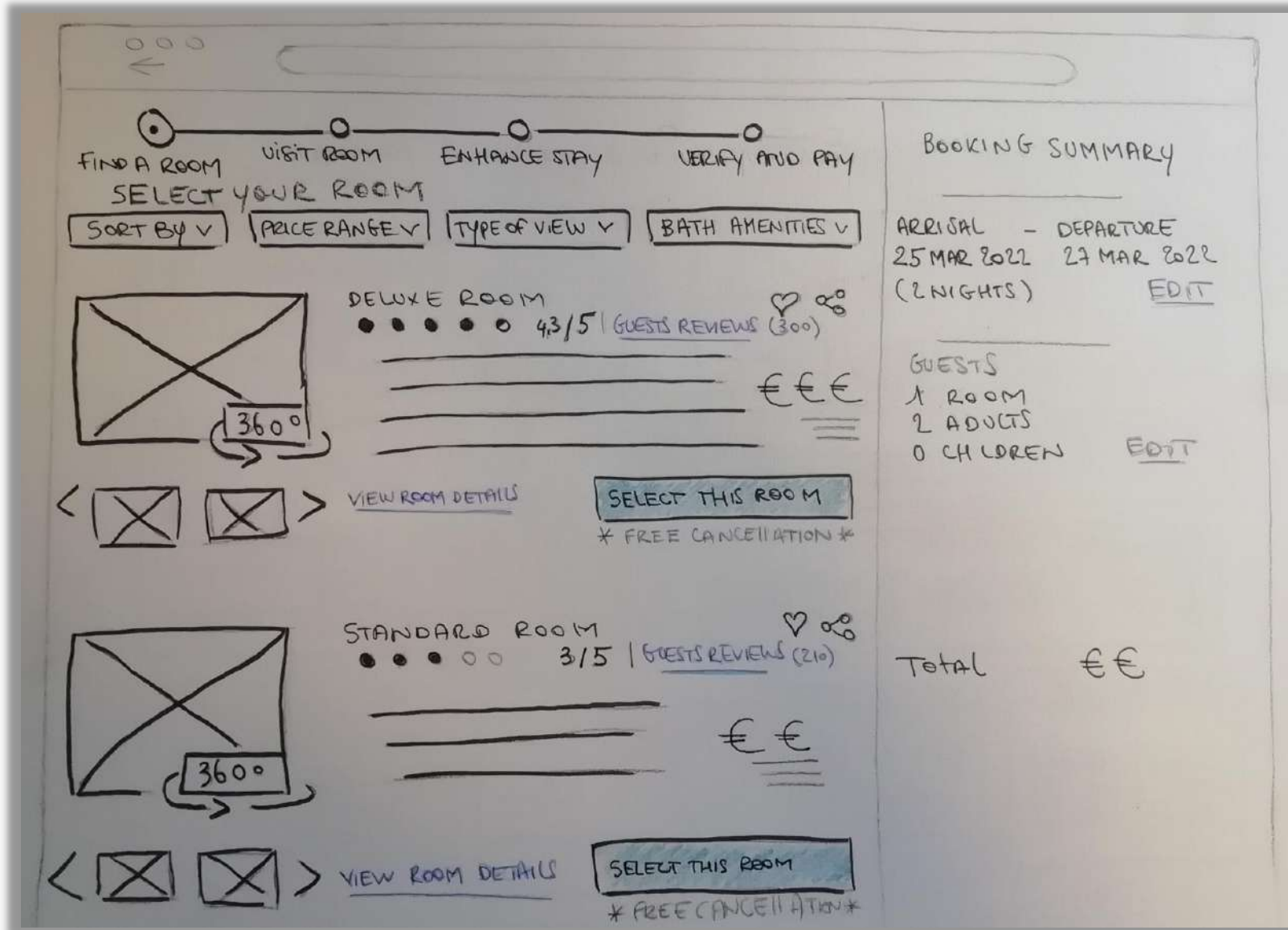
Screen 2 : SEARCH RESULTS > FILTERS



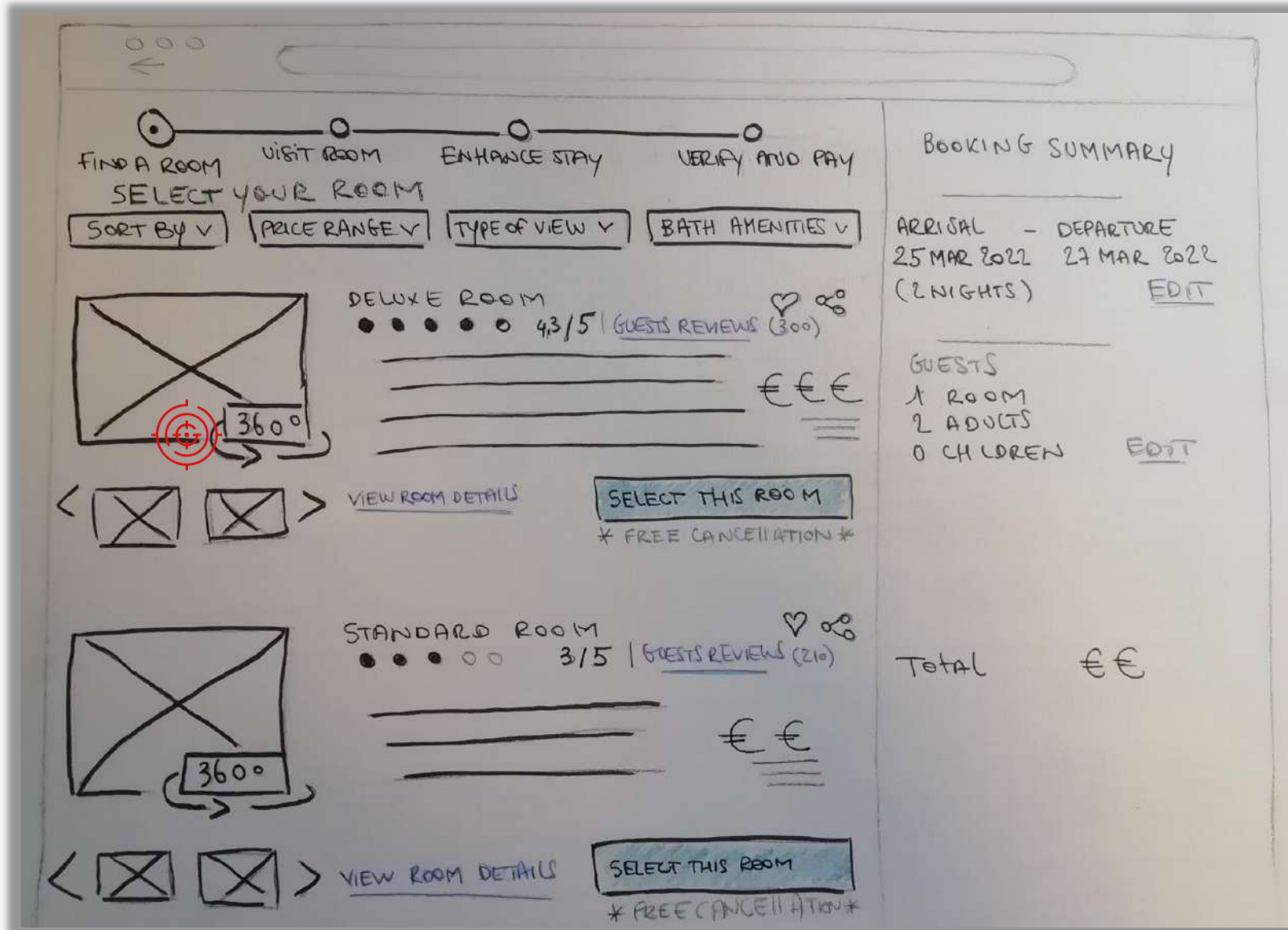
Screen 2 : SEARCH RESULTS > FILTERS



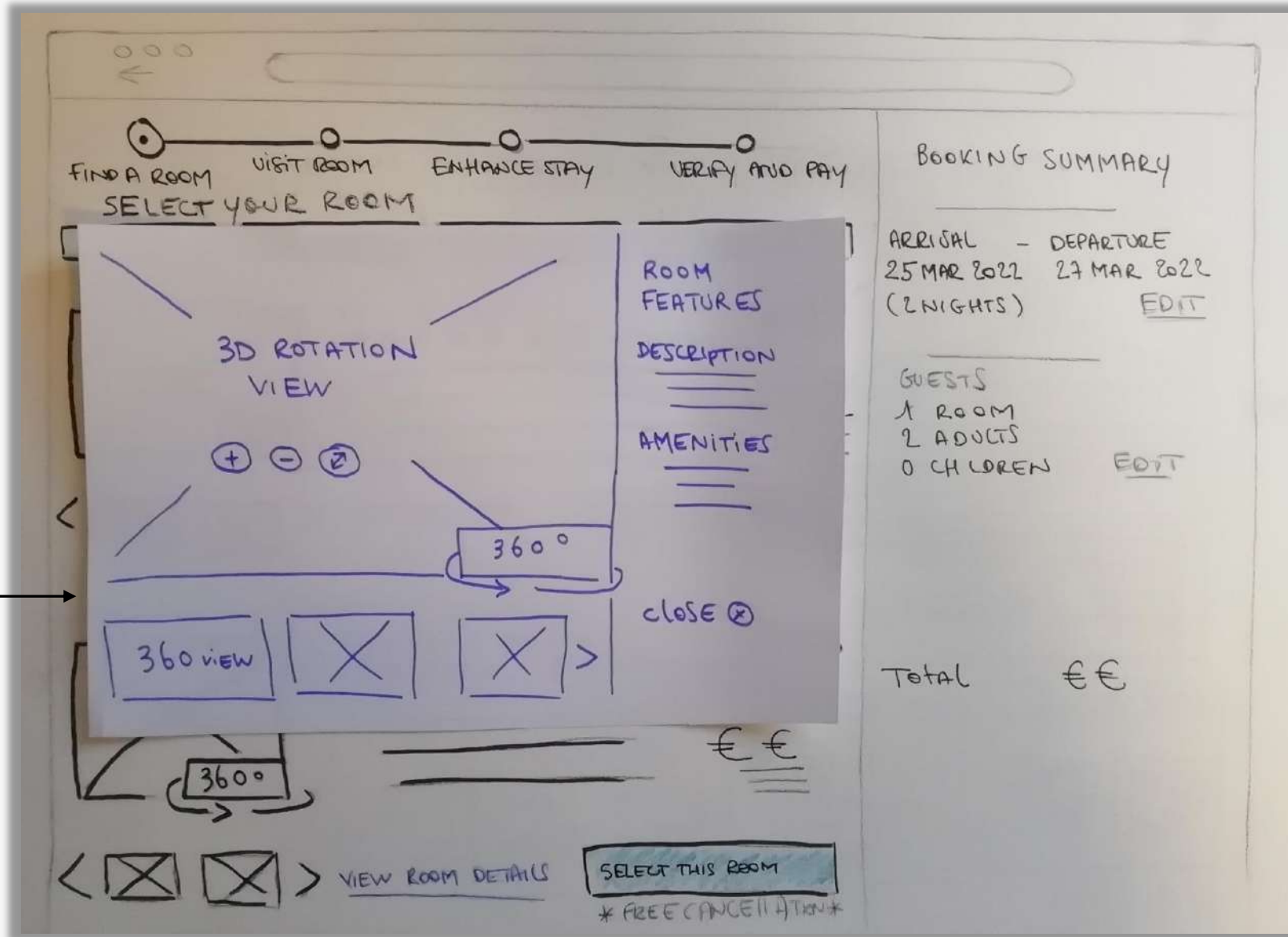
Screen 2 : SEARCH RESULTS



Screen 2 : SEARCH RESULTS > ROOM SELECTION

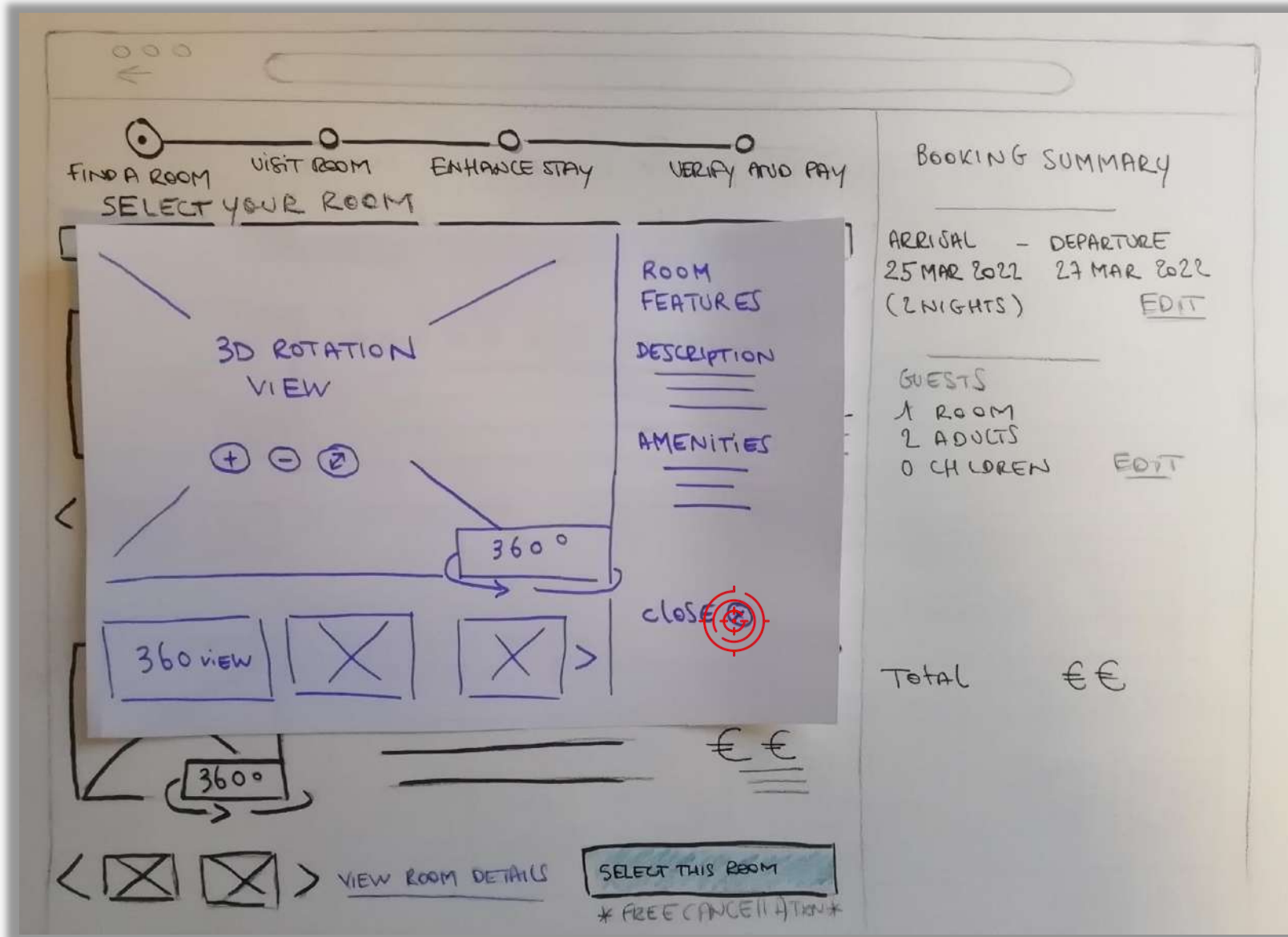


Screen 2 : SEARCH RESULTS > ROOM SELECTION

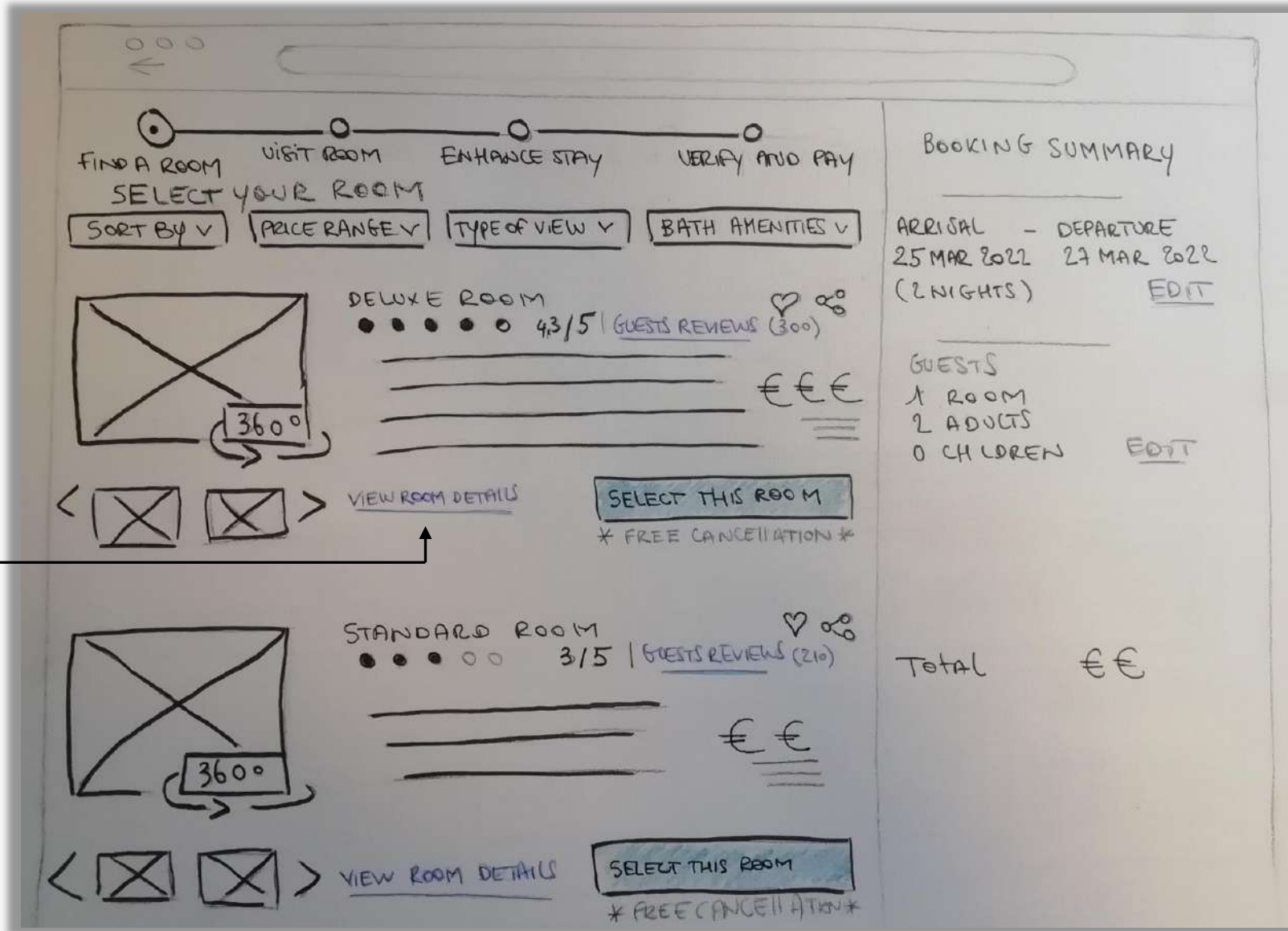


Room details with 3D view and diaporama of images open in **iframe** element

Screen 2 : SEARCH RESULTS > ROOM SELECTION

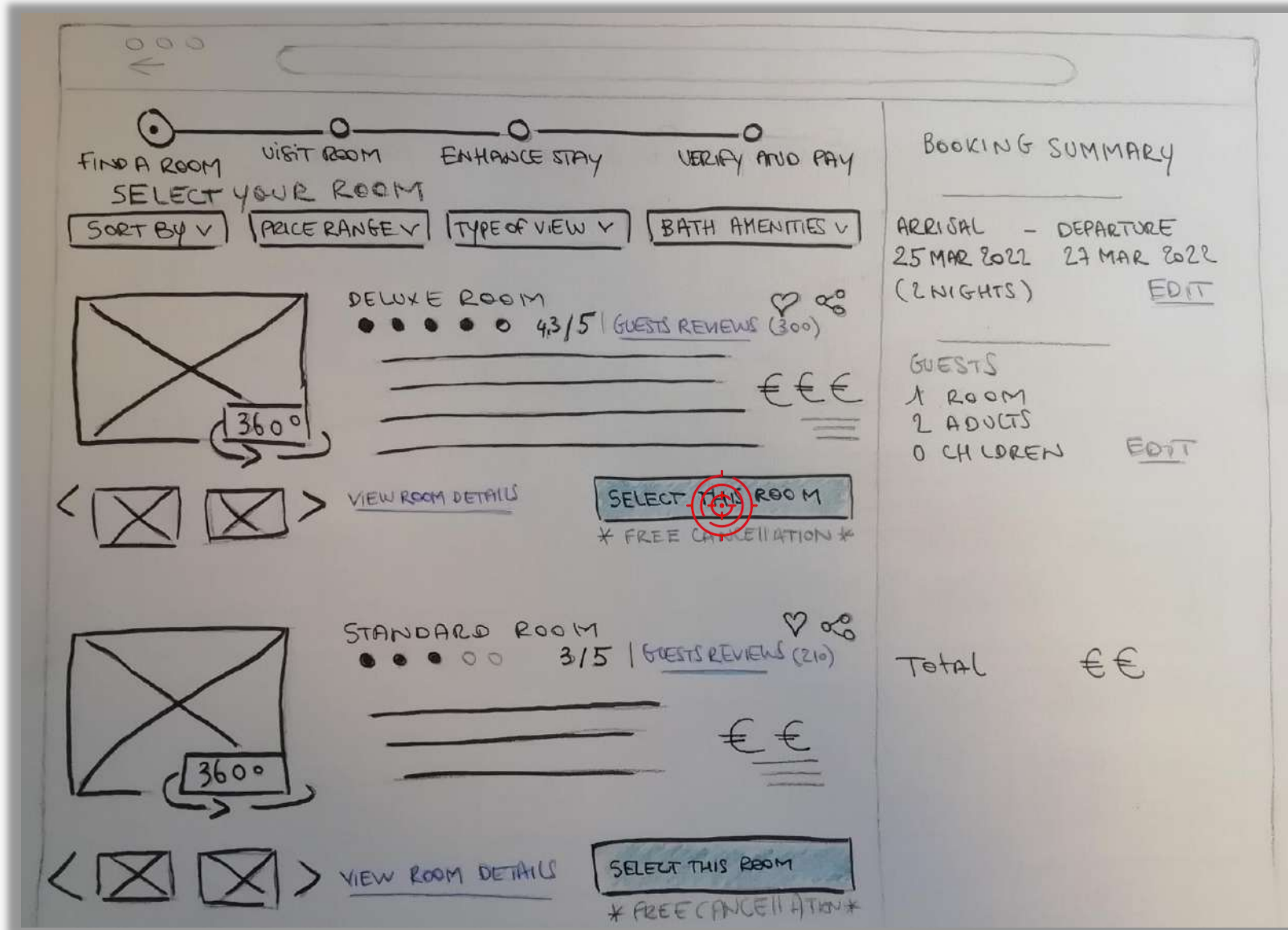


Screen 2 : SEARCH RESULTS > ROOM SELECTION



User can also click on « view room details » to open room features and images in iframe element

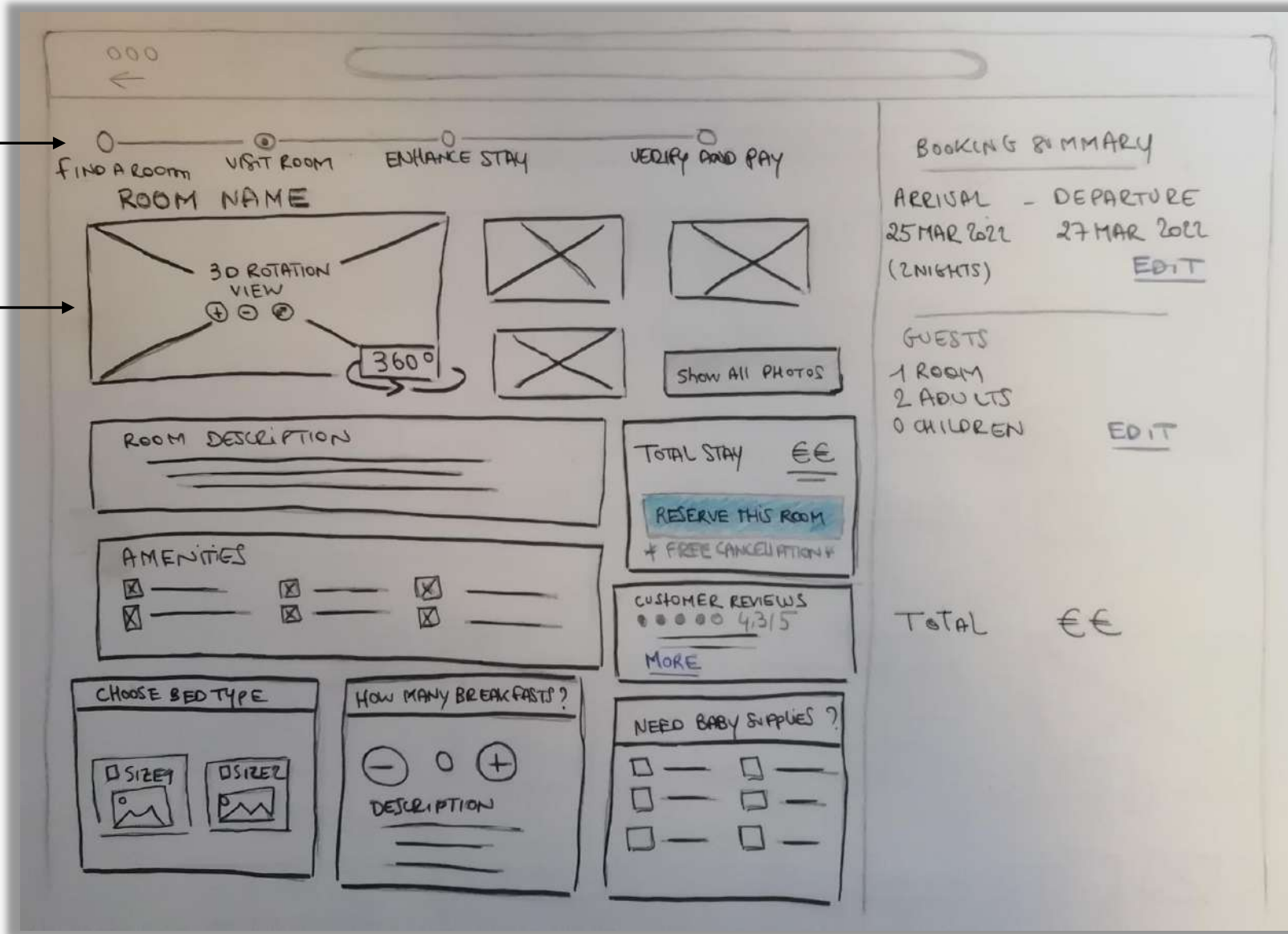
Screen 2 : SEARCH RESULTS > ROOM SELECTION



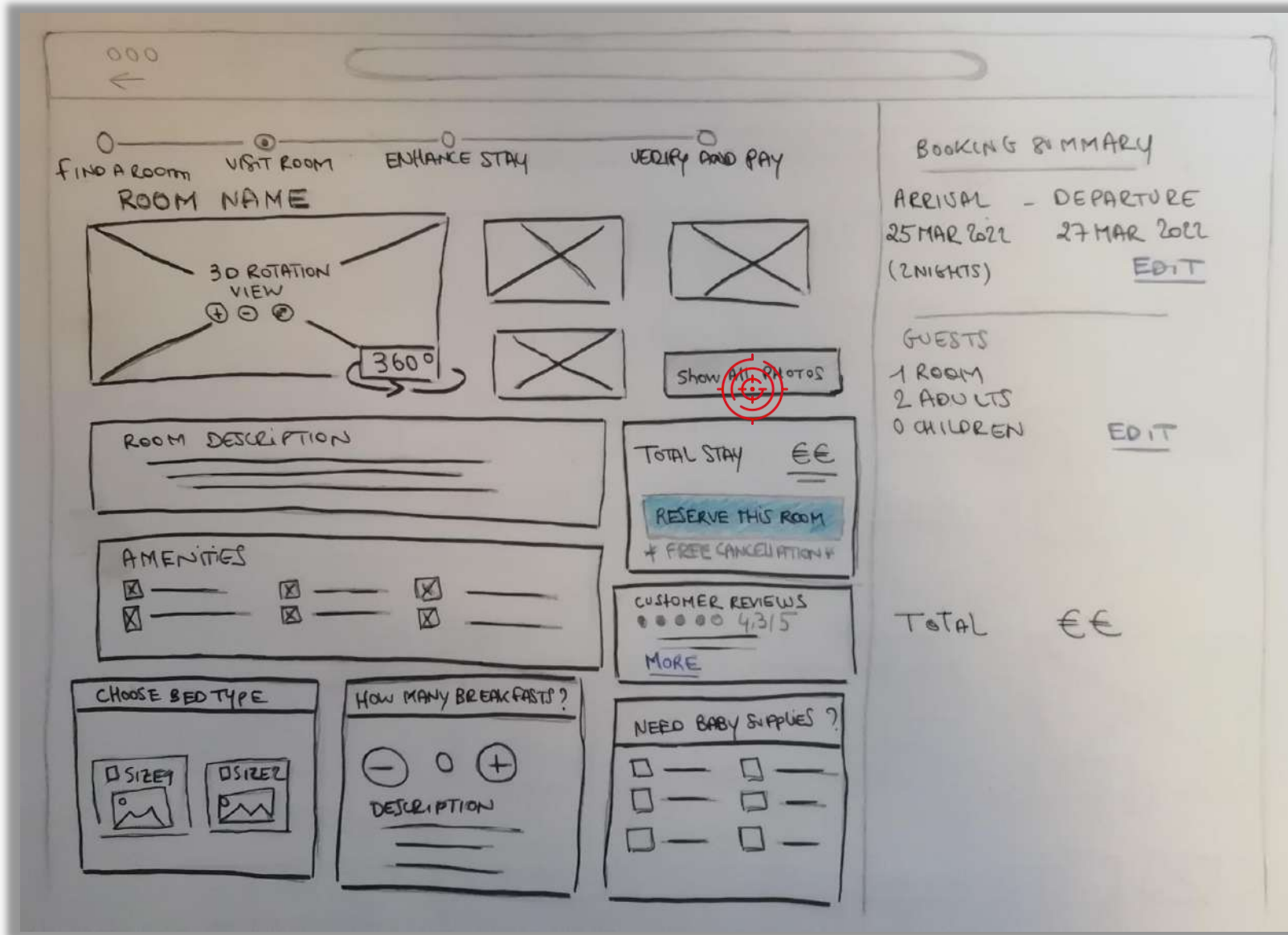
Screen 3 : ROOM DETAILS > OVERVIEW

User can use breadcrumb to go back to previous step

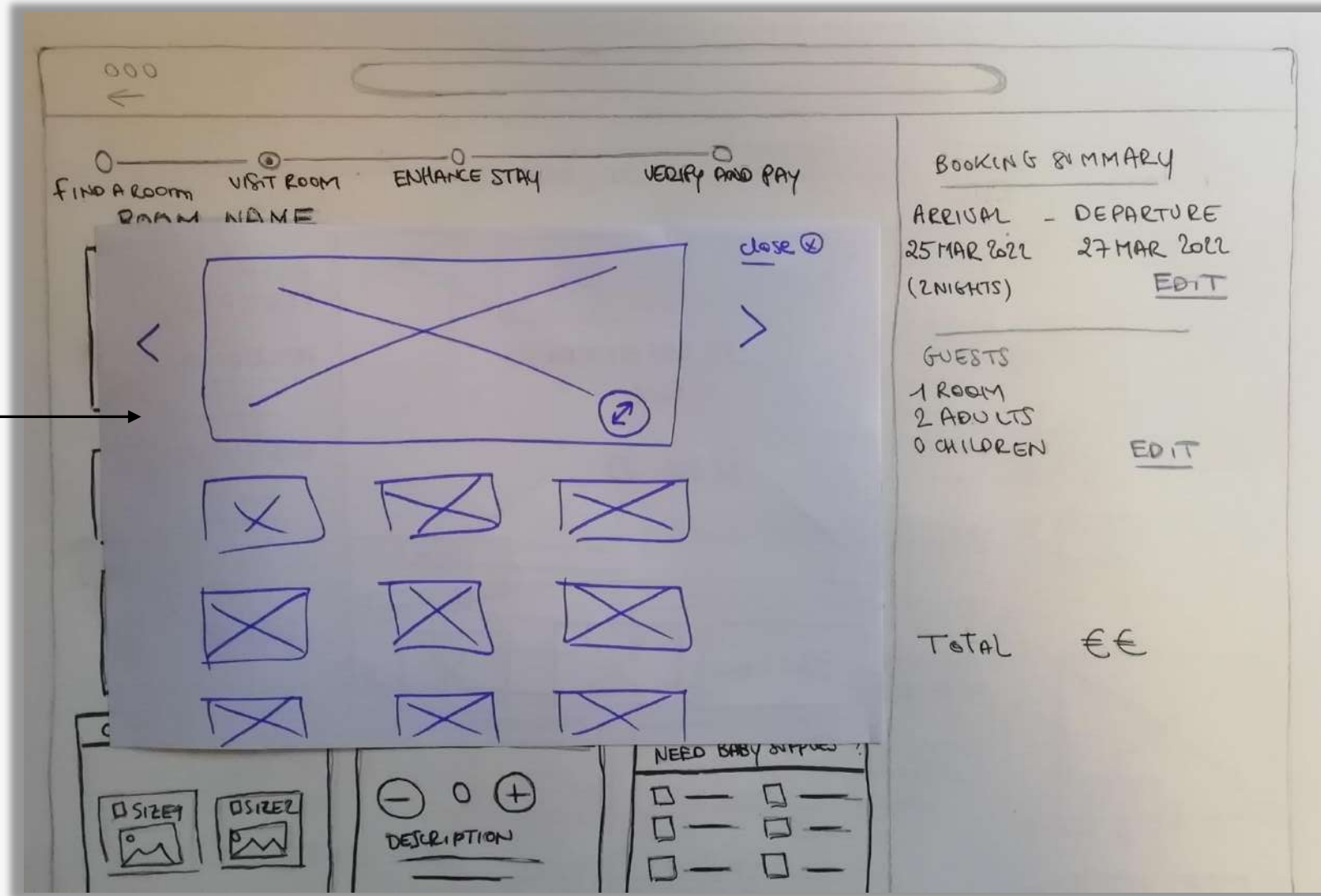
User can click to open 3D view of the room in iframe element



Screen 3 : ROOM DETAILS > OVERVIEW

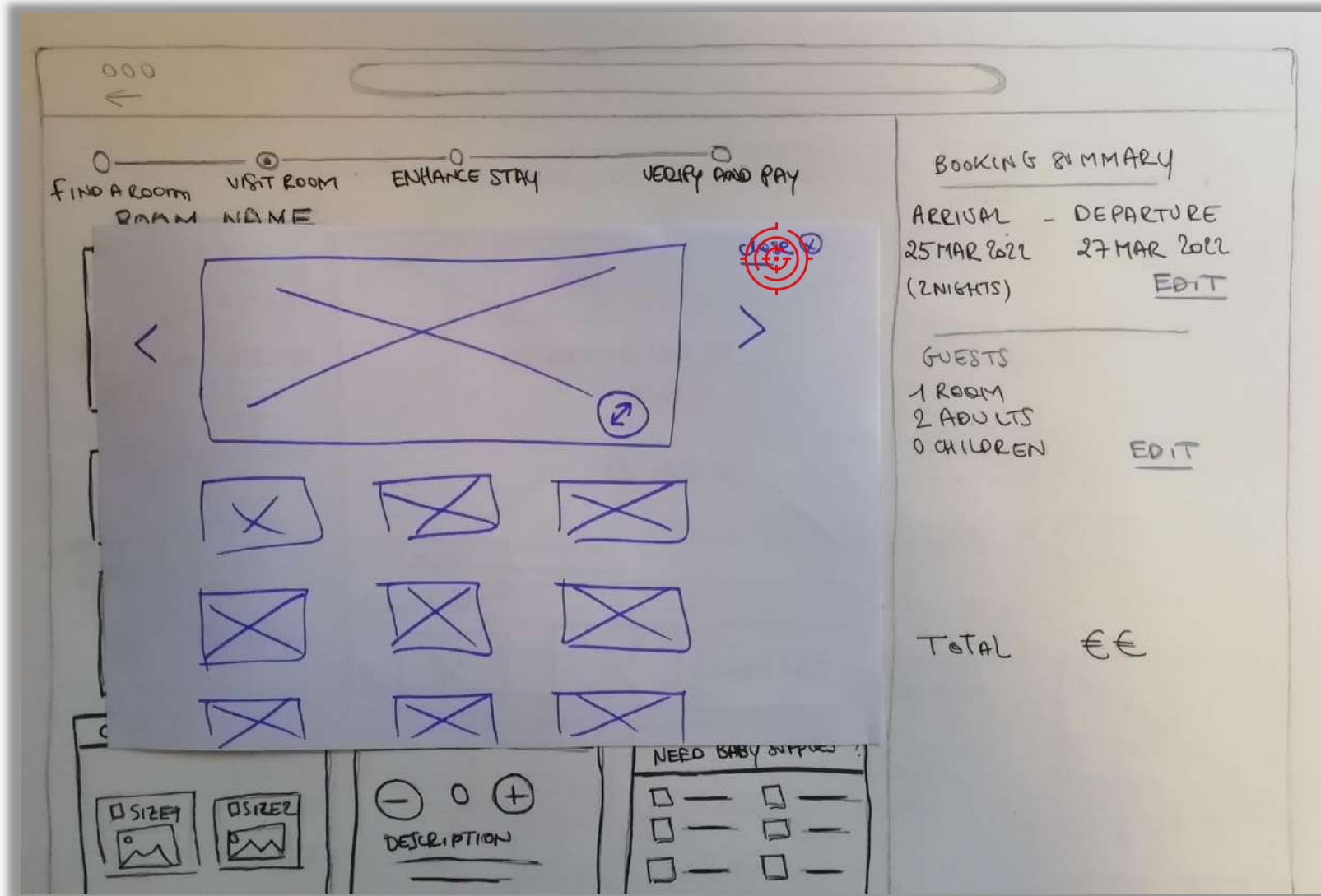


Screen 3 : ROOM DETAILS > OVERVIEW

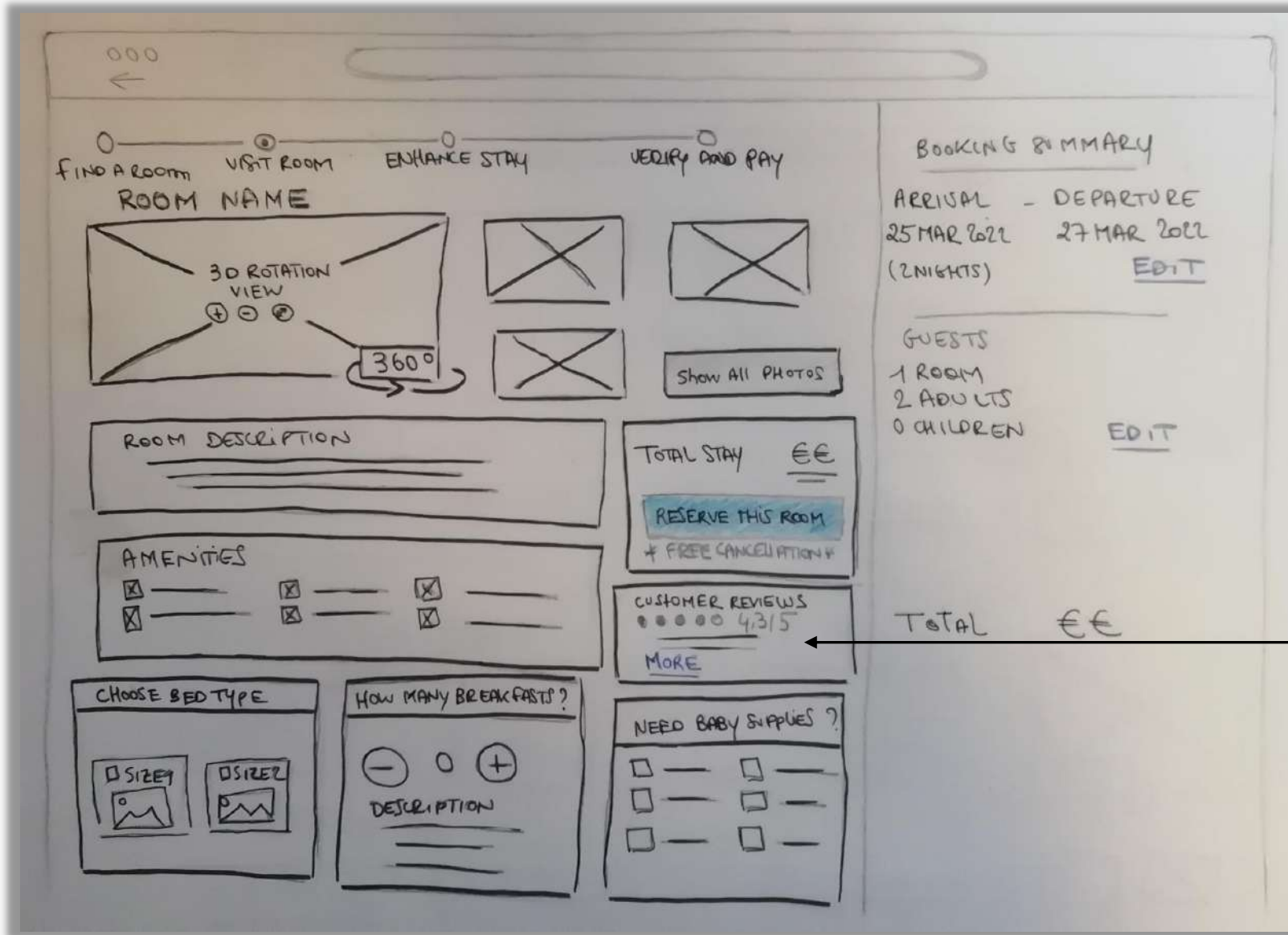


Diaporama of images opens in iframe element

Screen 3 : ROOM DETAILS > OVERVIEW

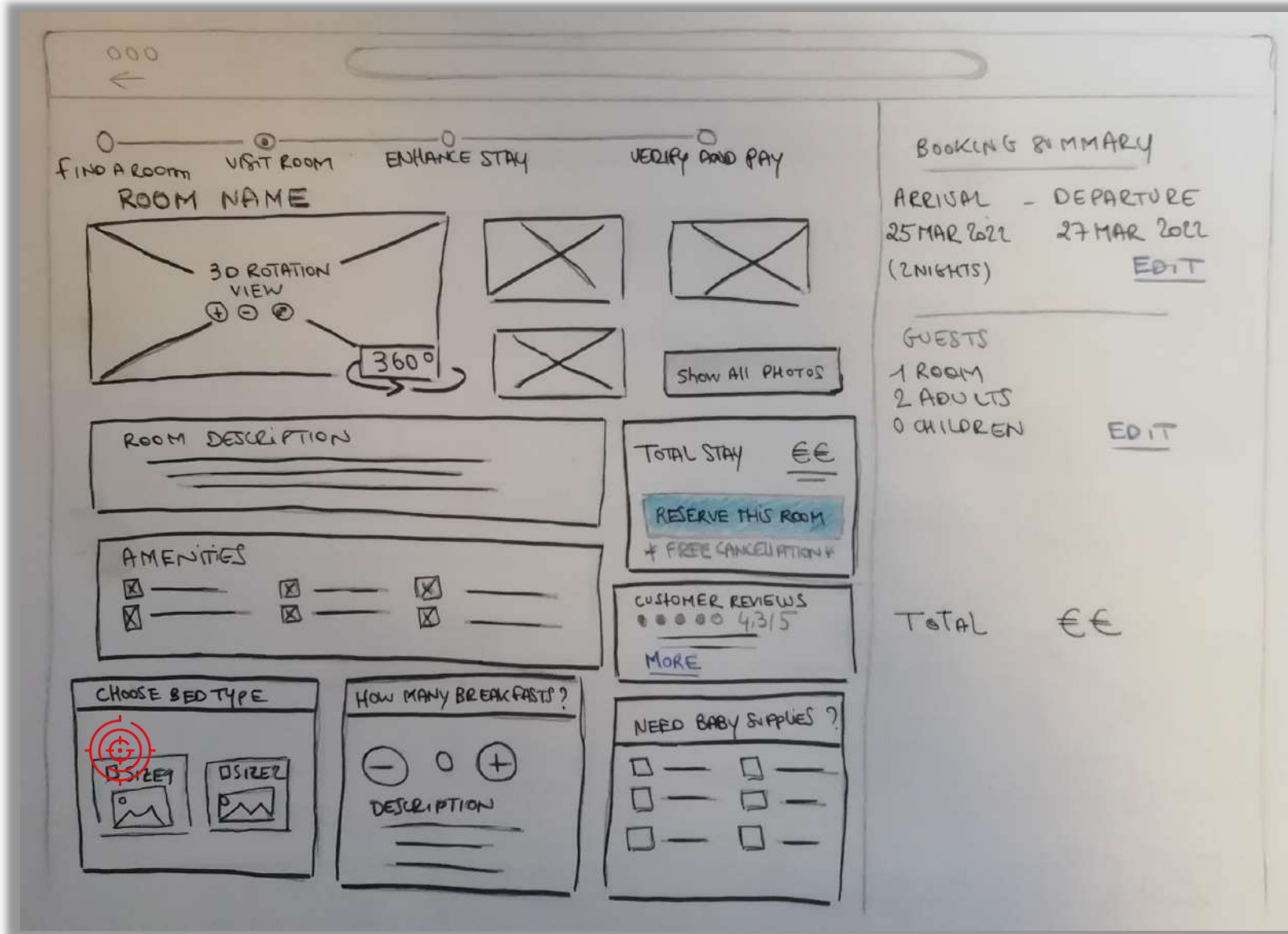


Screen 3 : ROOM DETAILS > OVERVIEW

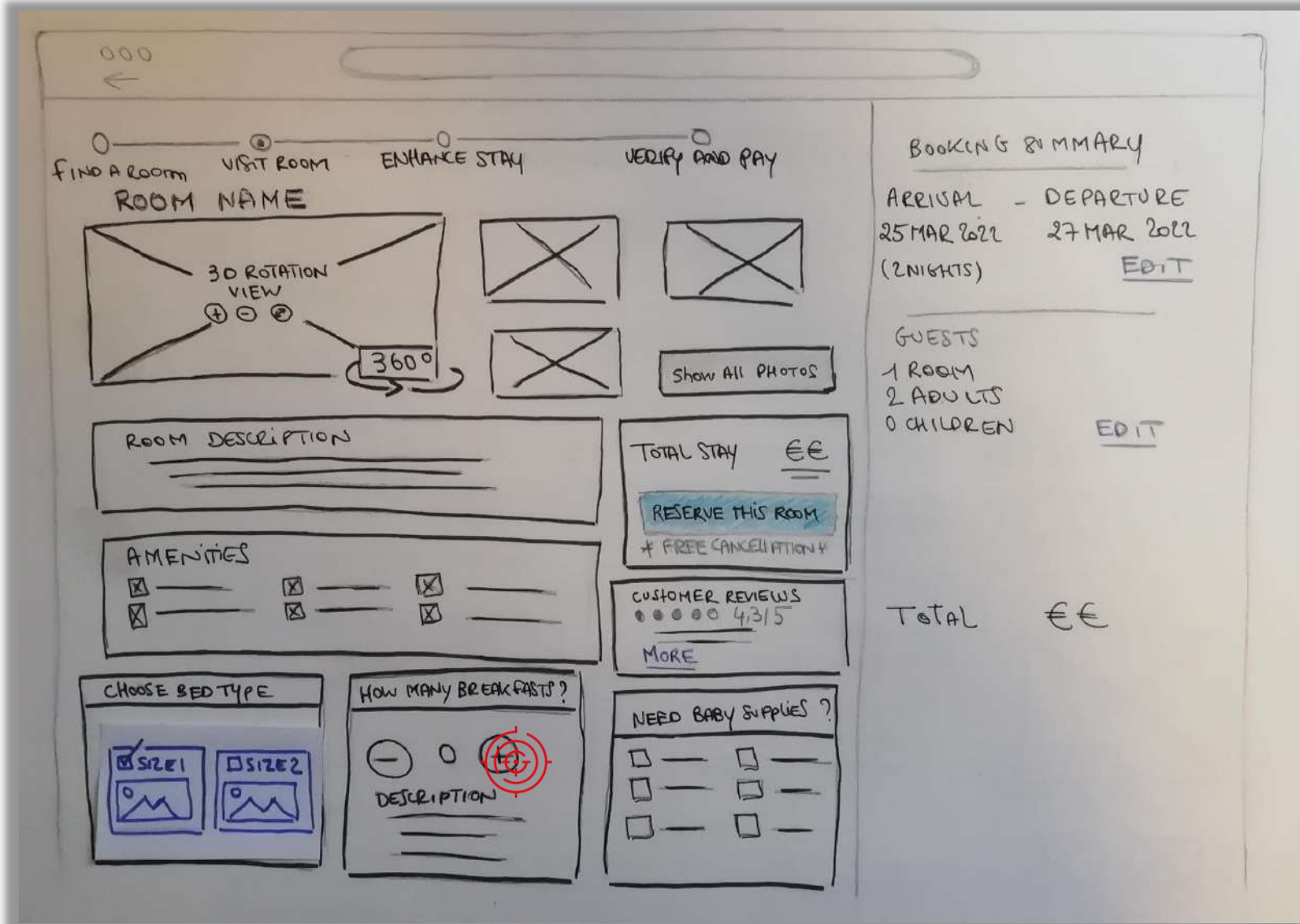


User can click on CTA « More » to read customer reviews

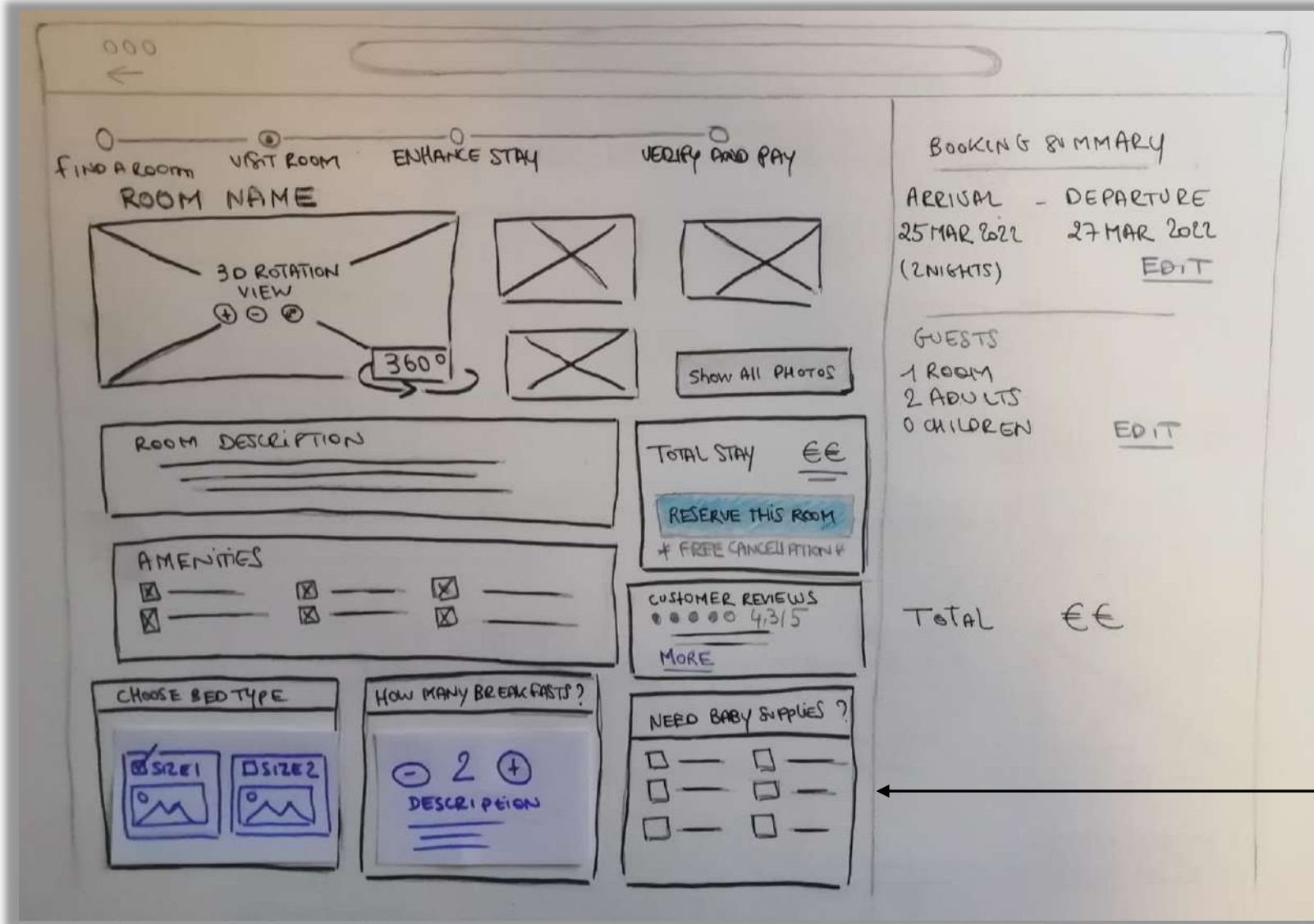
Screen 3 : ROOM DETAILS > CONFIGURATION



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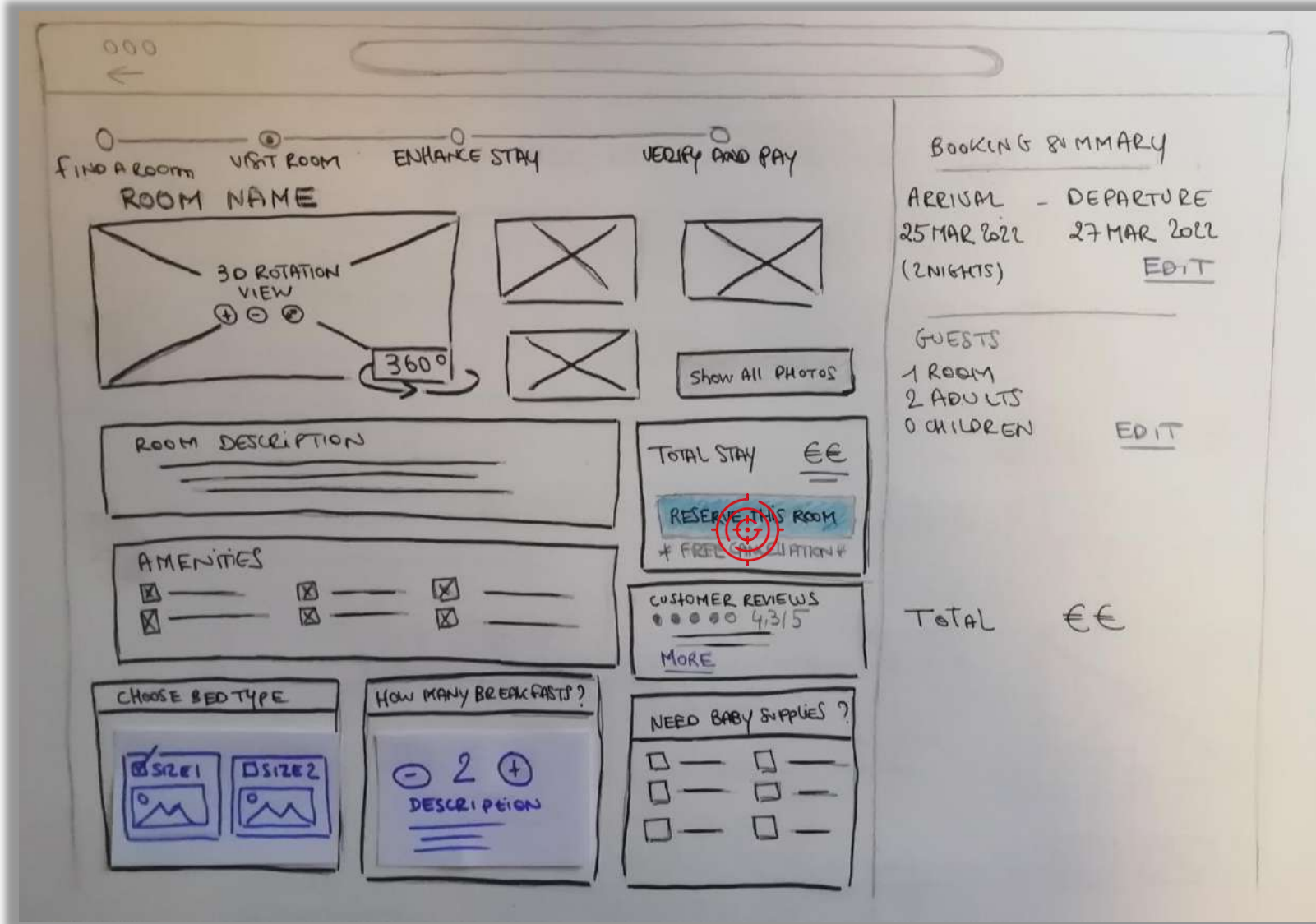


Screen 3 : ROOM DETAILS > CONFIGURATION



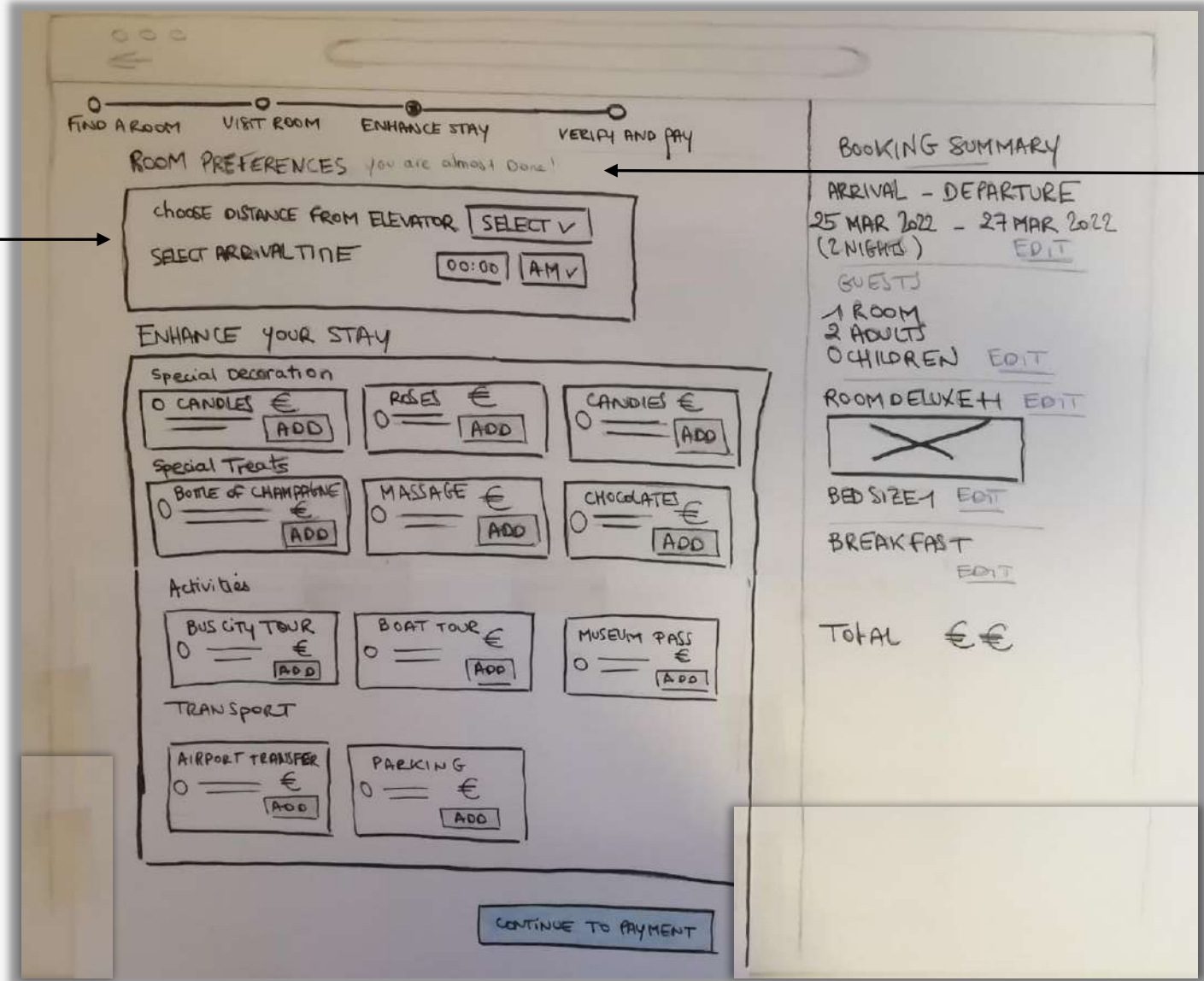
User can add baby supplies

Screen 3 : ROOM DETAILS



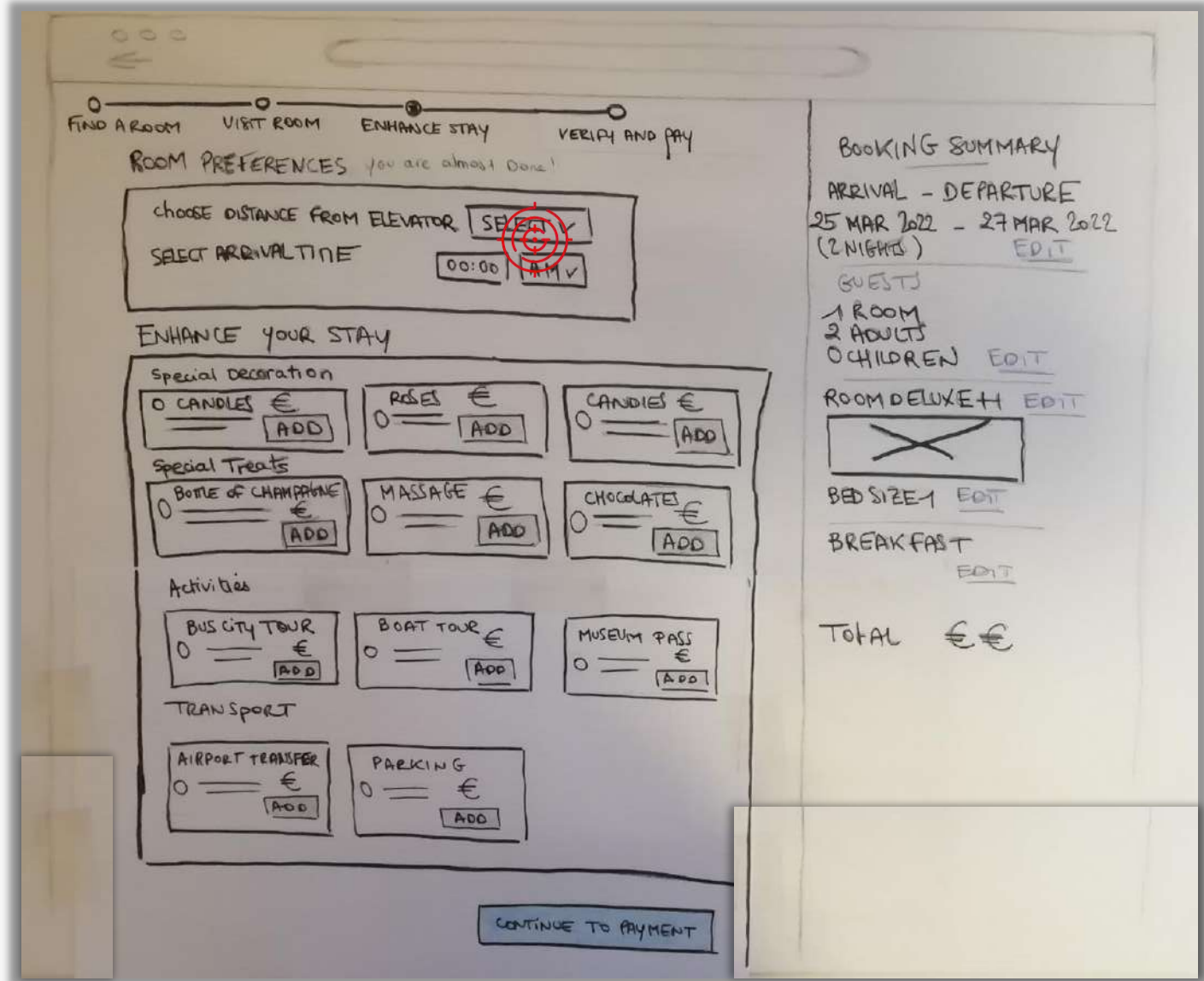
Screen 4 : EXTRAS

User can set room preferences

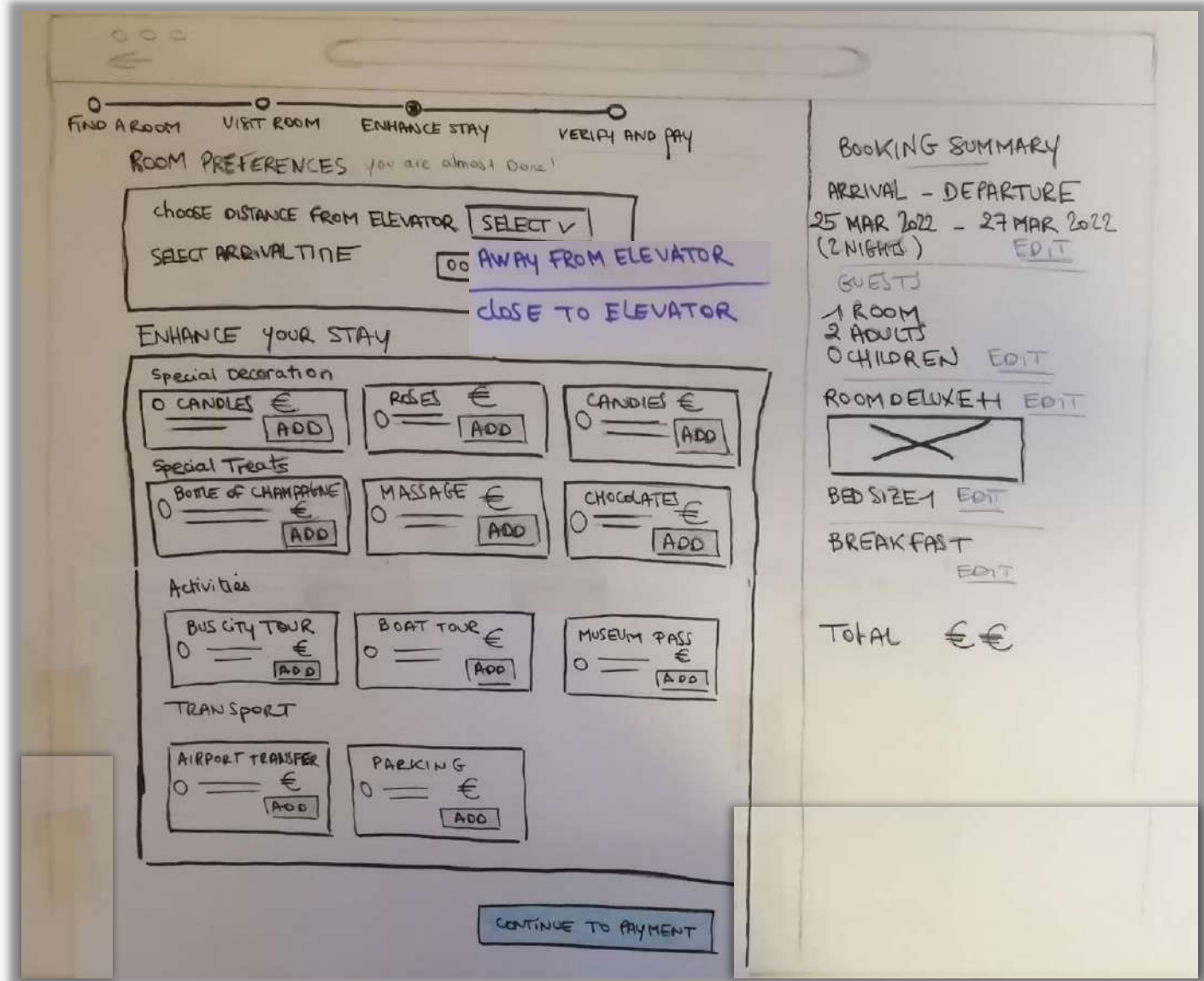


Copy indicates to the user that the booking process is close to the end

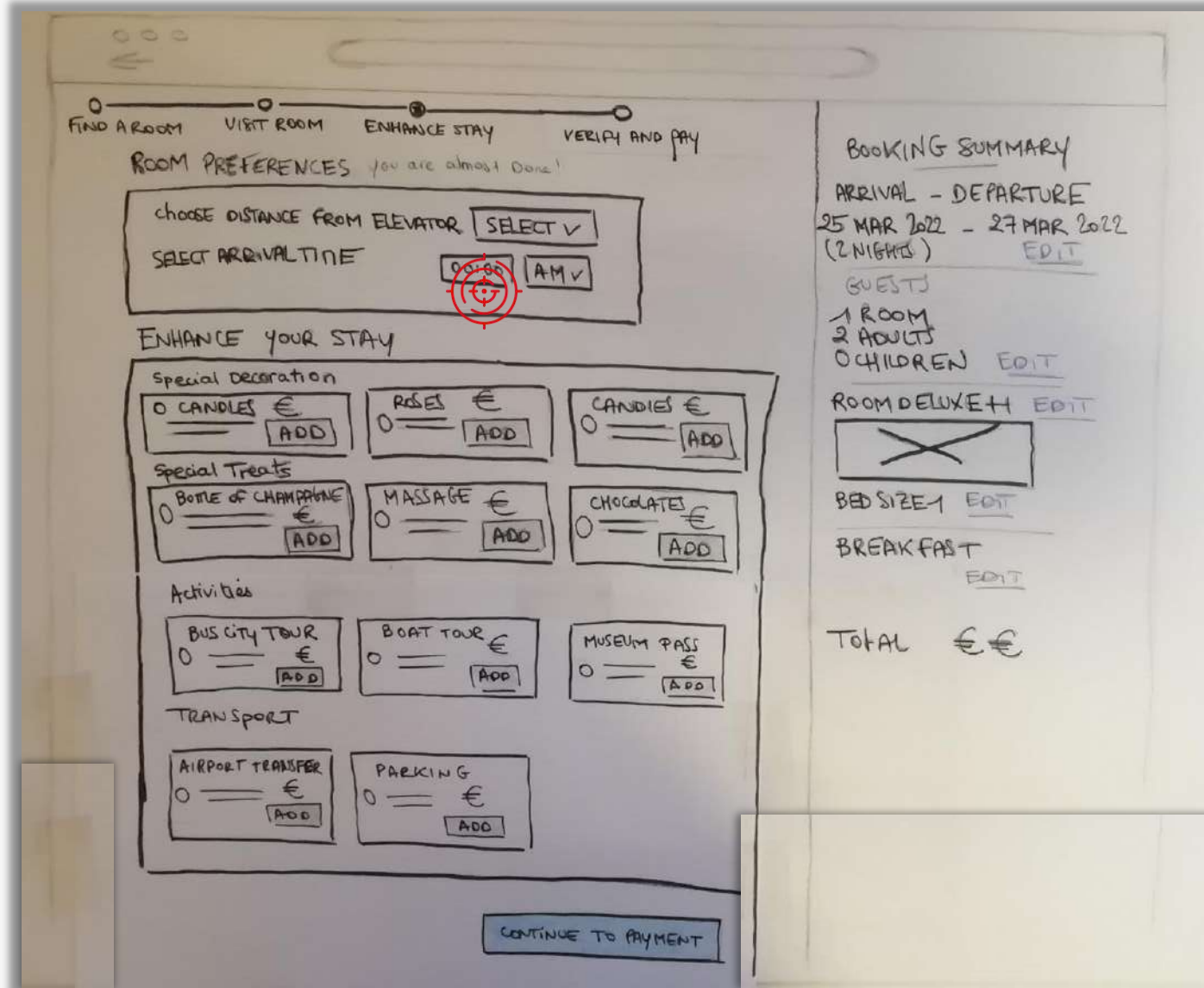
Screen 4 : EXTRAS



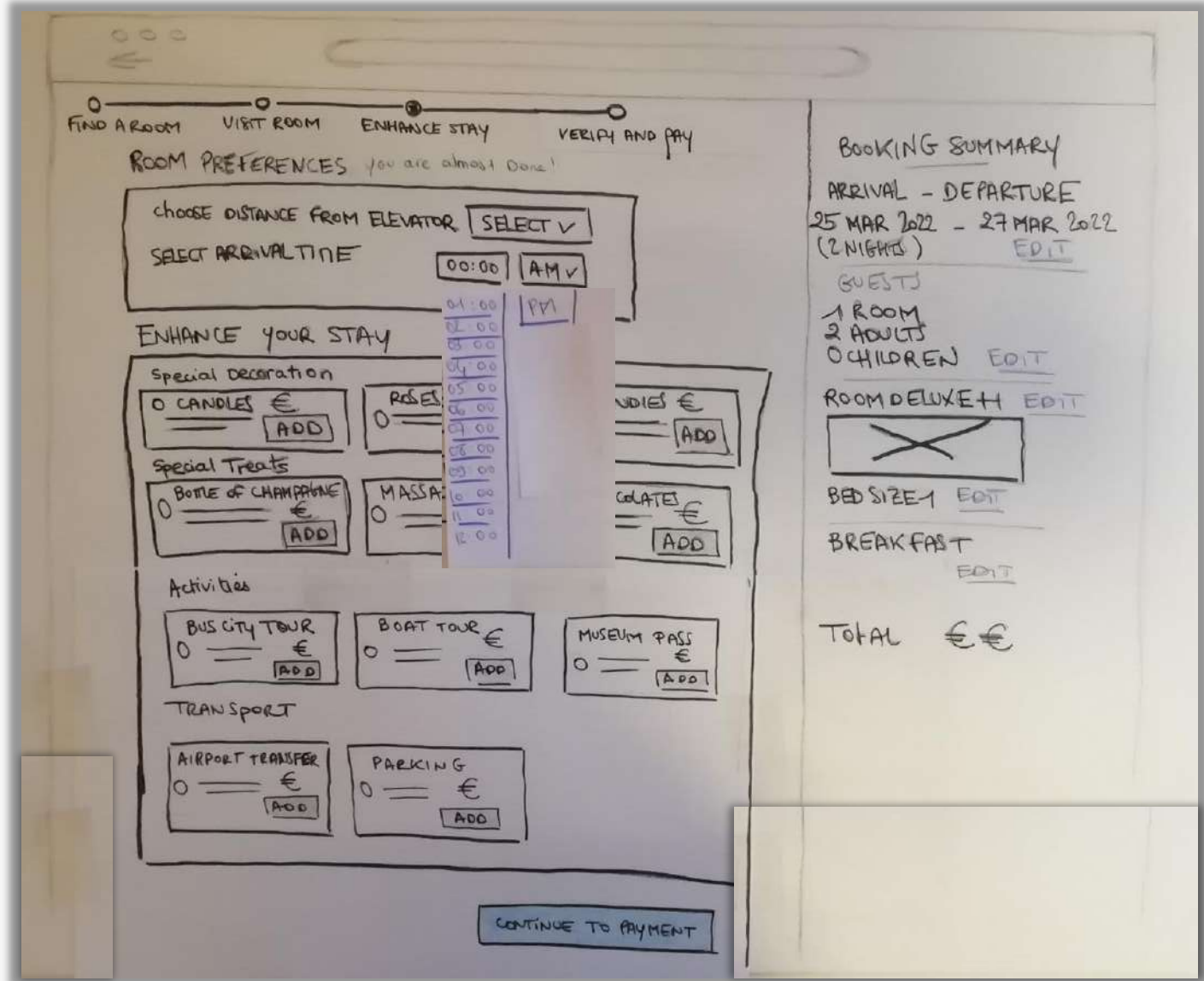
Screen 4 : EXTRAS



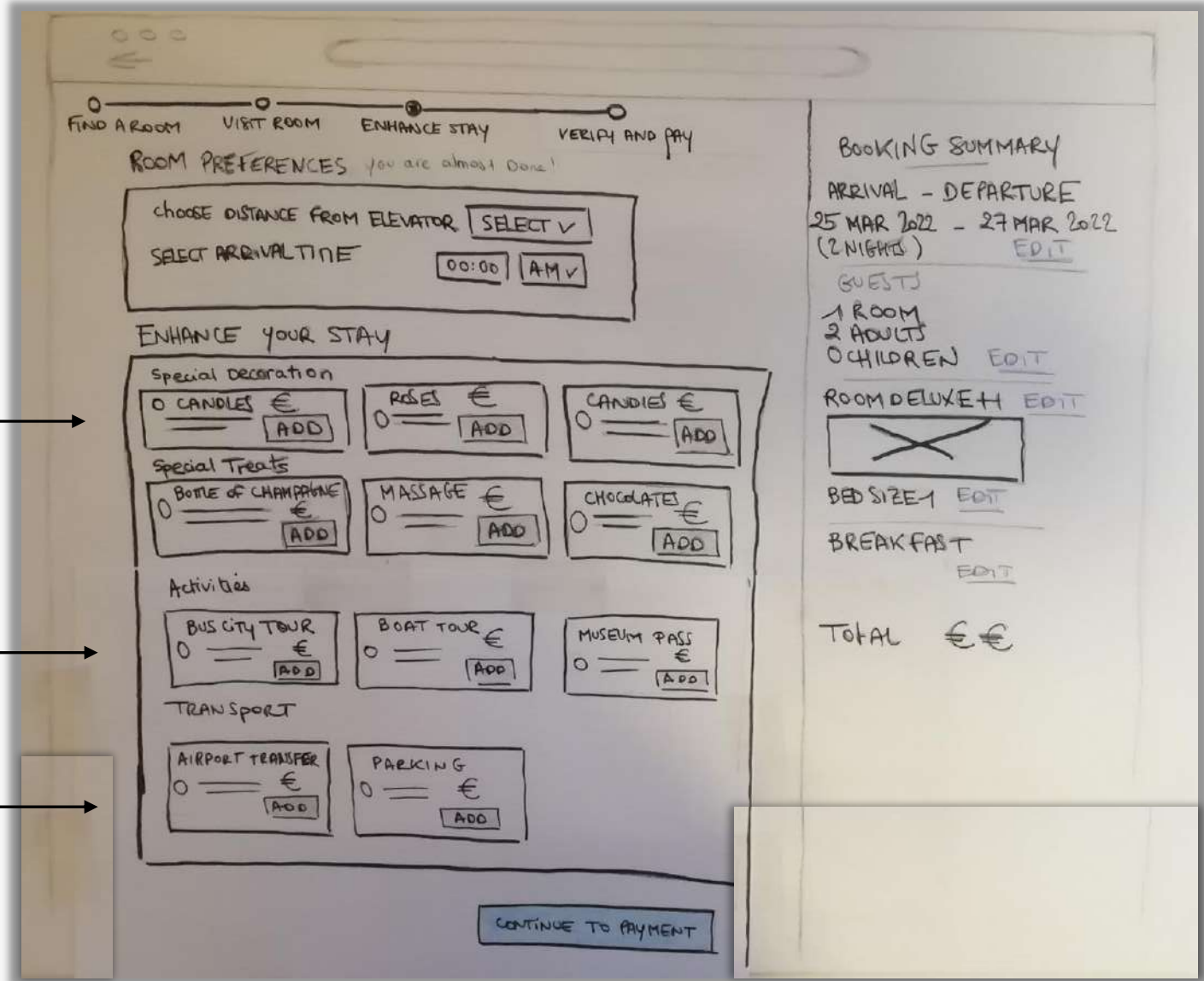
Screen 4 : EXTRAS



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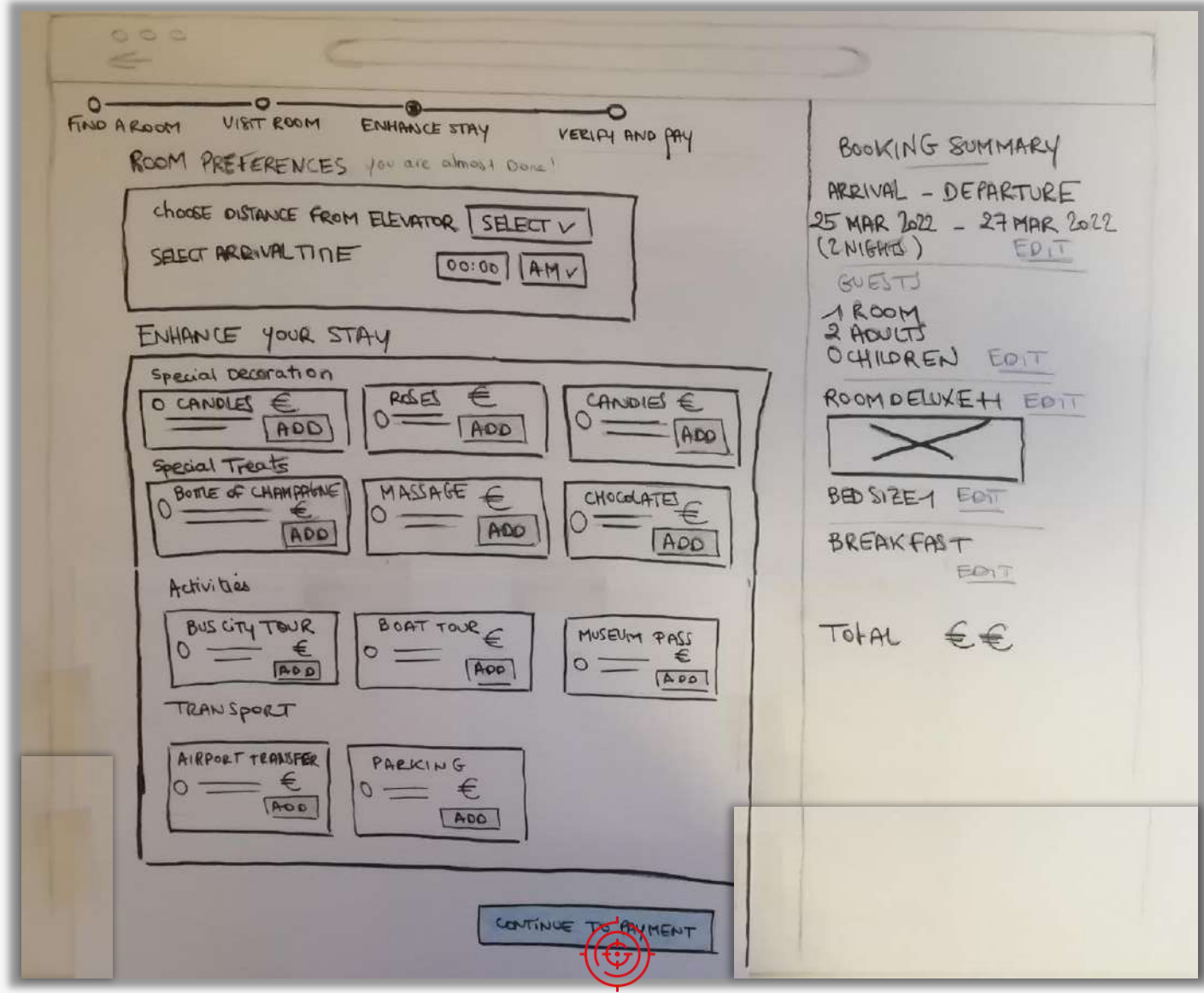


User can add special treatment dispensed at the hotel

User can add experiences to discover the city

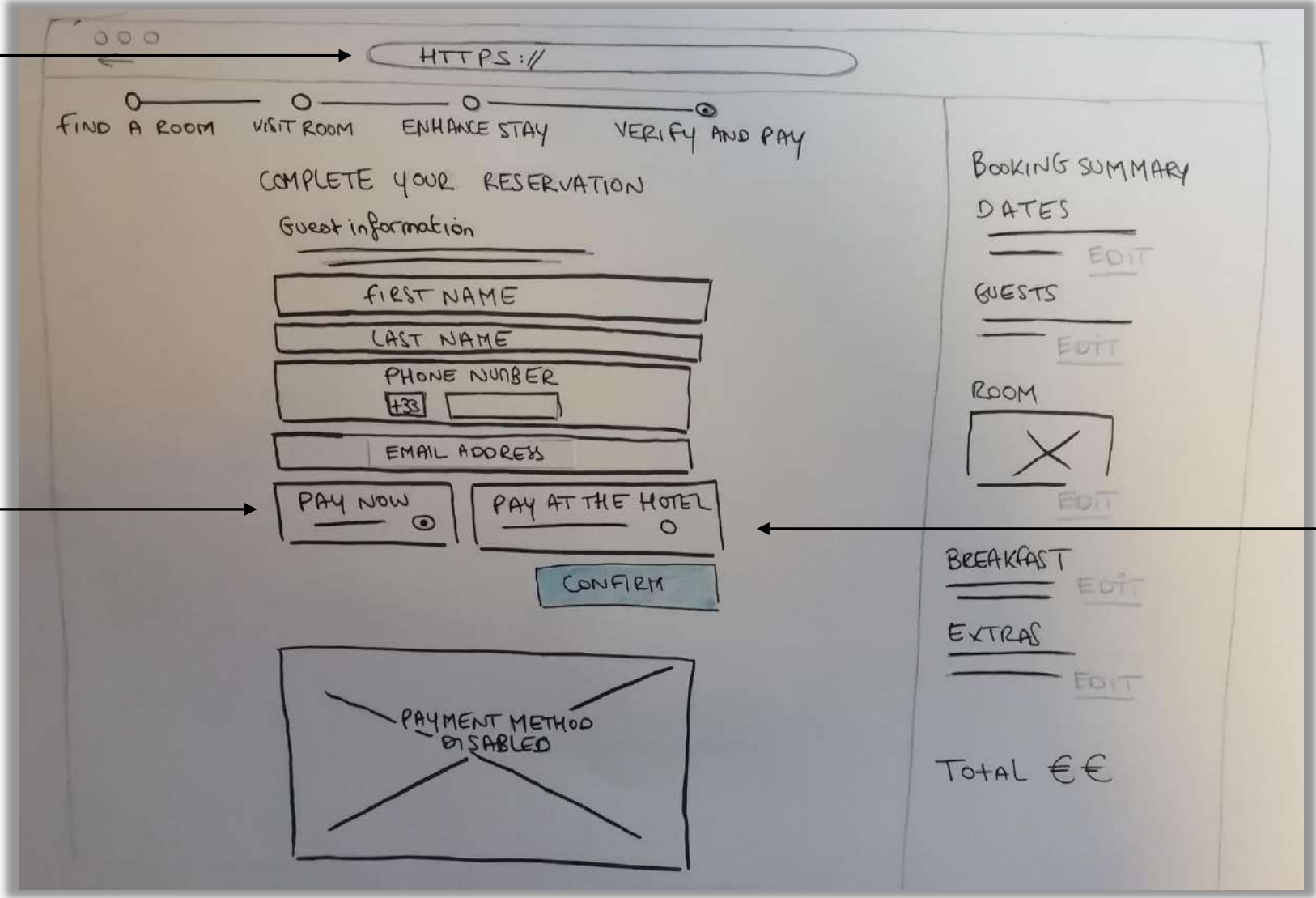
User can add transport services

Screen 4 : EXTRAS



Screen 5 : PAYMENT

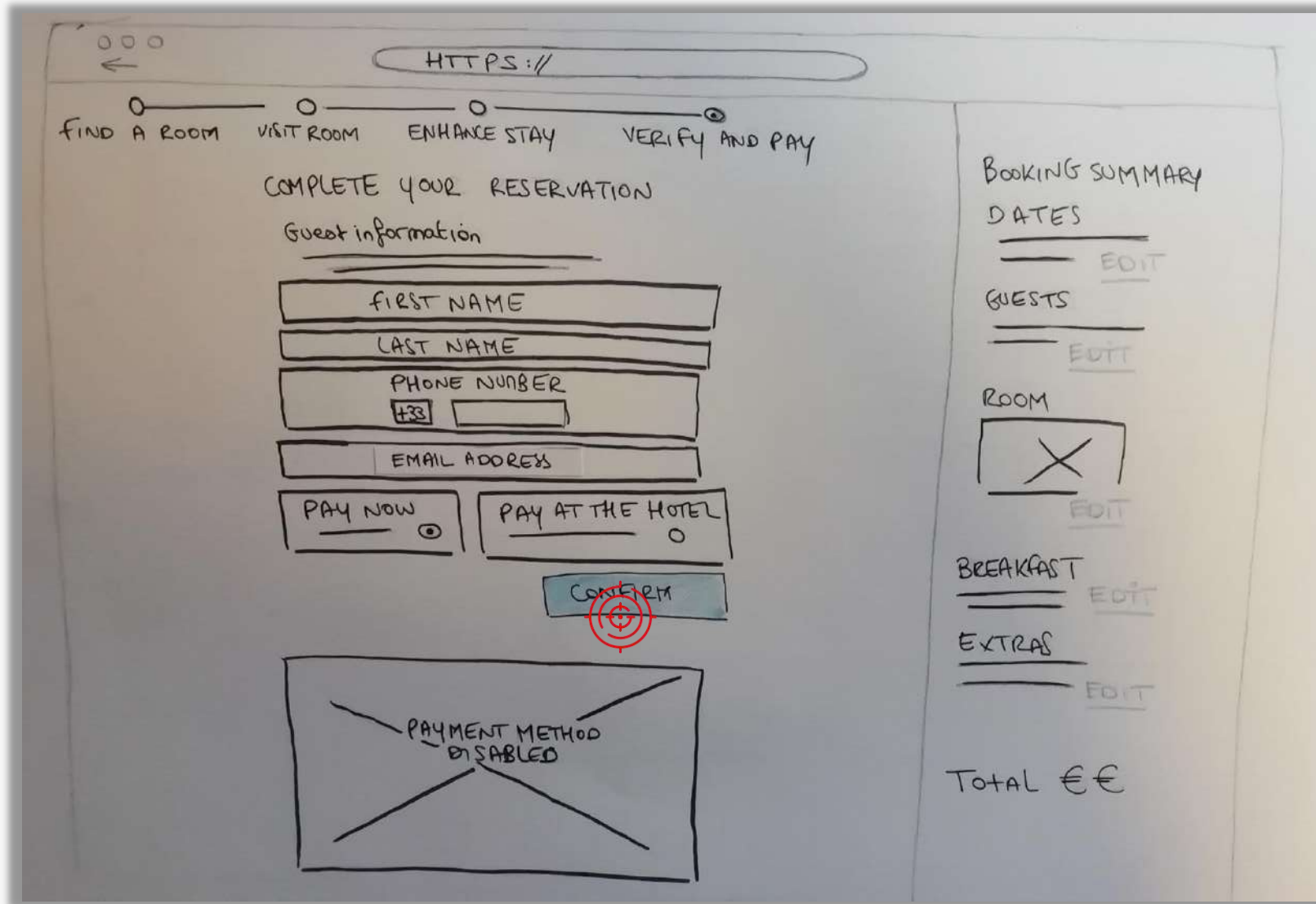
HTTPS protocol reassures the user about payment security



Immediate payment option is selected by default

User can decide to pay at the hotel

Screen 5 : PAYMENT



Screen 5 : PAYMENT

Progress bar: FIND A ROOM, VISIT ROOM, ENHANCE STAY, VERIFY AND PAY (selected)

COMPLETE YOUR RESERVATION

Guest information

FIRST NAME

LAST NAME

PHONE NUMBER
+33 []

EMAIL ADDRESS

PAY NOW PAY AT THE HOTEL

CONFIRM

SELECT PAYMENT METHOD

CARD N°

EXP [] CVC []

NAME []

CONFIRM & PAY

BOOKING SUMMARY

DATES EDIT

GUESTS EDIT

ROOM EDIT

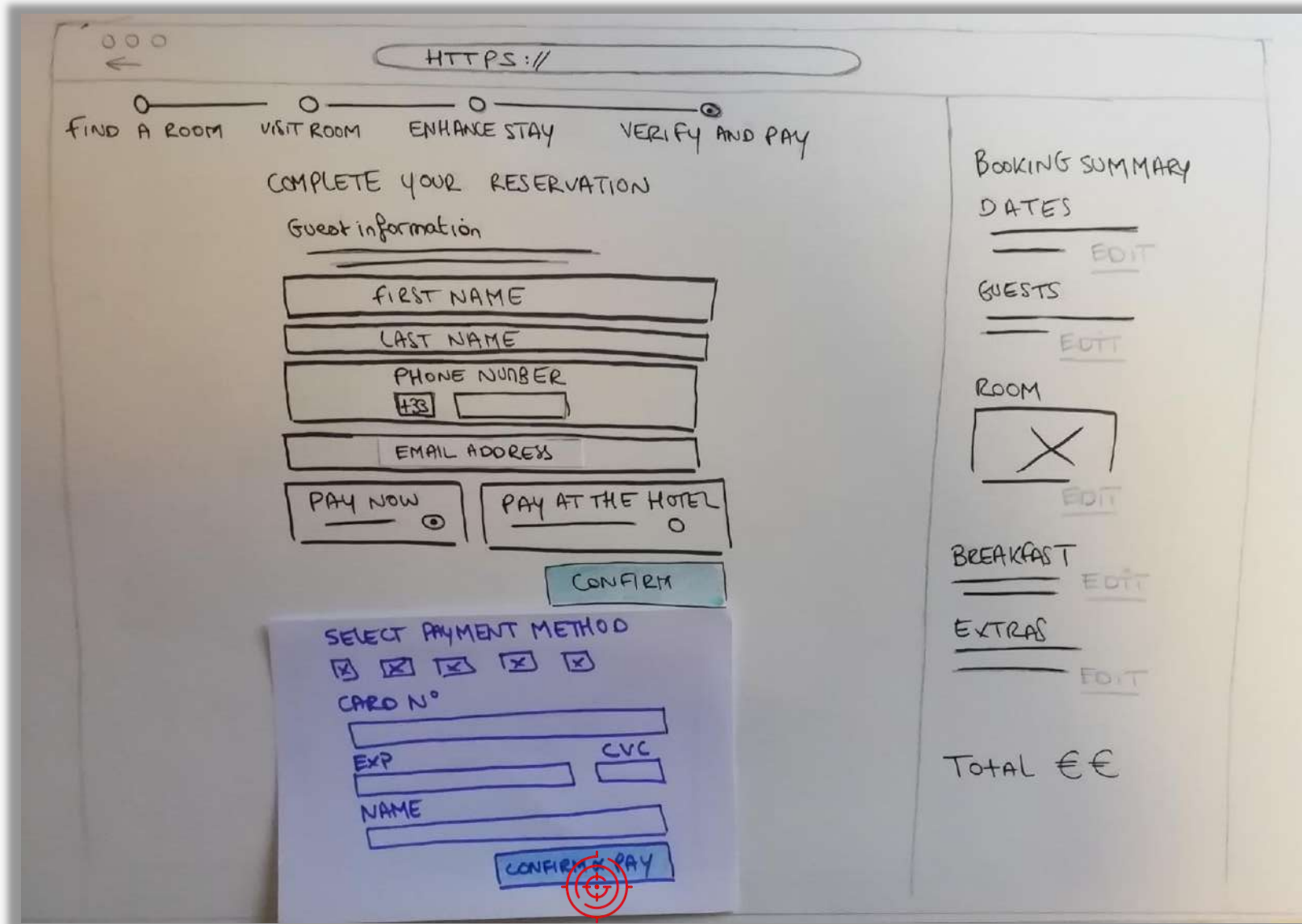
BREAKFAST EDIT

EXTRAS EDIT

TOTAL €€

User can pay by credit card or connect to Paypal

Screen 5 : PAYMENT



Screen 6 : CONFIRMATION > END OF FLOW

