



# **Harbor View Inn Martha's Vineyard**

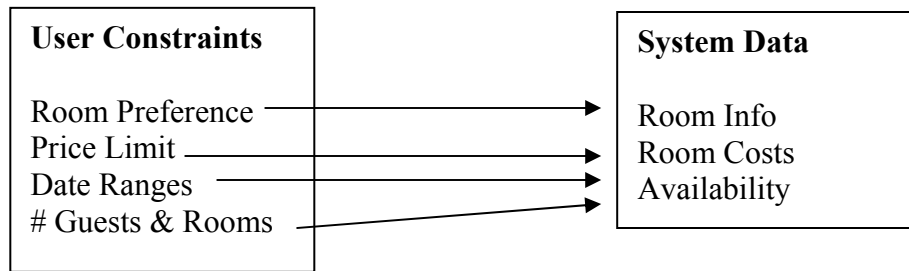
Transactional Site: Hotel Reservations  
Sue Chung, Ben Glenn, Jane Ngai

## 1. User Research

- a. Interview Summary
  - i. All of our users used the Web as a resource to research hotels
  - ii. Users consulted authoritative sources for hotel recommendations (i.e. guidebooks, personal recommendations, rating scales)
  - iii. Some users booked their reservation online but others ultimately called the hotel to finalize the reservation
  - iv. User's requirements vary depending on type of trip they're taking (i.e. business travelers may need high speed internet access, convention visitors want to be close to the convention site, vacation travelers desire more amenities)
- b. Competitive Analysis Summary
  - i. Users have to re-enter information each time they come to query
  - ii. Too many steps for searching and processing
- c. User's Informational needs
  - i. Closer look: Pictures of hotel facilities and rooms
  - ii. Location of hotel: Address and maps relative to attractions
  - iii. Room features
  - iv. Room availability
  - v. Hotel amenities
  - vi. Customer support, contact information
- d. User's emotional needs
  - i. Website that reflects quality, credibility and reliability
  - ii. Website to reflect the atmosphere appropriate for their visit
  - iii. Users want to feel confident their reservation has actually gone through
  - iv. Users find it tiresome to "ask" the website repeatedly for availability each time they change their options

## 2. Synthesize and brainstorm

### a. User constraints & System Data



### b. User scenarios

- i. User is booking rooms for her wedding guests (multiple rooms, fixed date)
- ii. User is on a budget and must travel on specific dates (price limit, fixed date)
- iii. User is a return customer and wishes to book the same room he stayed in before (specific room, flexible date)

### c. Our site is for a small bed-and-breakfast

- i. 8 unique rooms for the user to pick
- ii. Ideal for romantic getaways
- iii. Site will include room info and online booking

### d. The focus of our website is

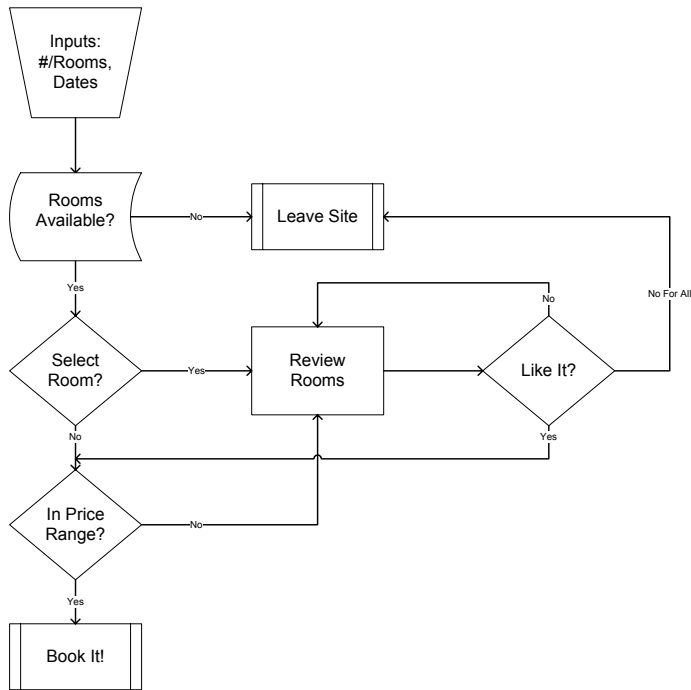
- i. Specific room selection
- ii. All-in-one-page interaction: eliminates the uneasy feeling the user goes through in having to ask the website each time, and increases convenience
- iii. One glance (icons to represent room features)

### e. Use case scenario

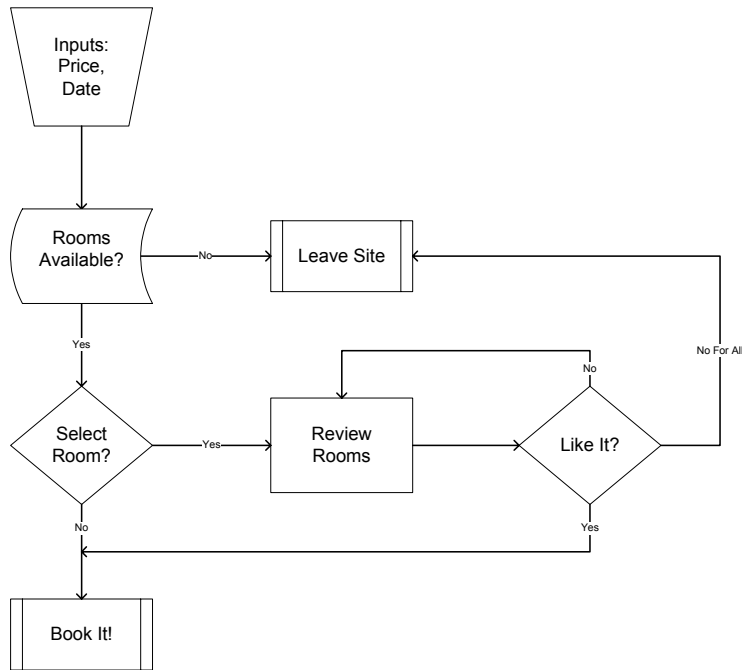
- i. Mary and Tom wants to stay during April 27-30 but not too concerned about which room she's staying
- ii. Paul is a returning customer and wishes to book the same room he stayed at before.

### 3. Website flow and feel

#### Scenario 1: Multiple rooms, fixed date



#### Scenario 2: Price limit, fixed date



#### Scenario 3: Specific room preference, flexible date

