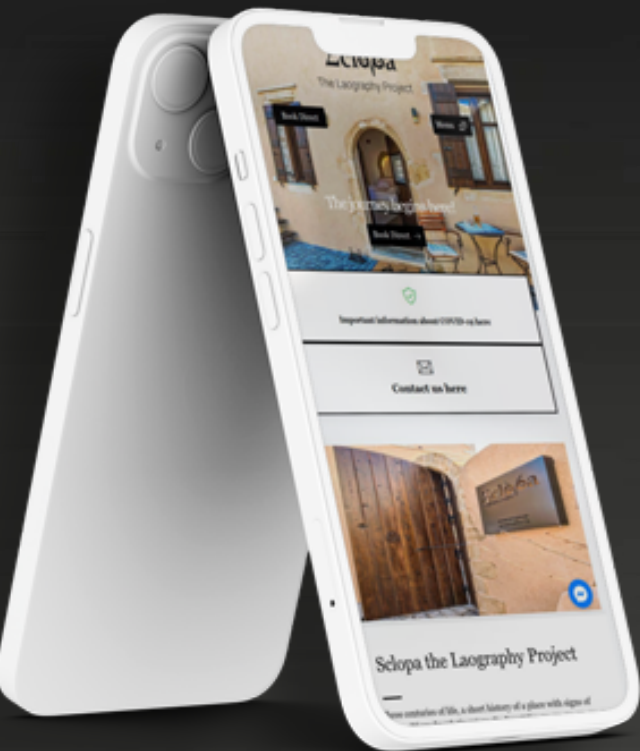


Design a Hotel responsive website

George Lakafosis





About the Project

Sclopa.gr (Official Business Name: Sclopa the Laography Project) is a traditional settlement of Gribiliana village in Chania Crete, Greece and it is the result of a brave restoration effort of a lodge dating back to the end of the 19th century, with 5 rooms and suites. We undertook to design the website for this very special hotel with the aim of giving it an online presence and rendering its unique design.



Project duration

The project duration for the hotel website sclopa.gr is estimated to be approximately 2 months, starting from April 2022 and ending in June 2022. The timeline was carefully planned to accommodate the various stages of research, prototyping, and testing to ensure a seamless functionality and user-friendly experience for the website.



Problems

- The design performance of a hotel with very traditional features in a modern, user-friendly and mobile responsive website



Goals

- Simple and UX friendly User's Journey Map
- A completely new design that emphasizes responsiveness and accessibility

Responsibilities

Design Strategy

Problem Solution

User Research

User Persona

User Flow

Customer Journey Map

Accessibility

Information Architecture

Wireframes

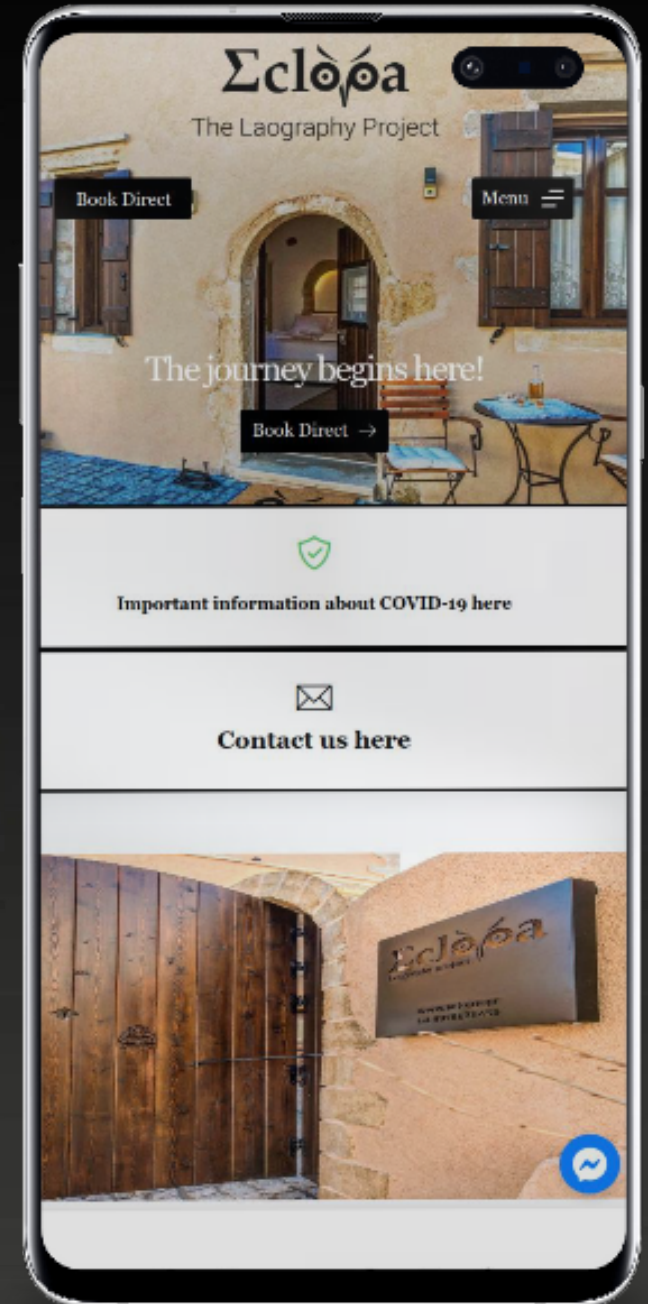
Pain Points

Prototyping

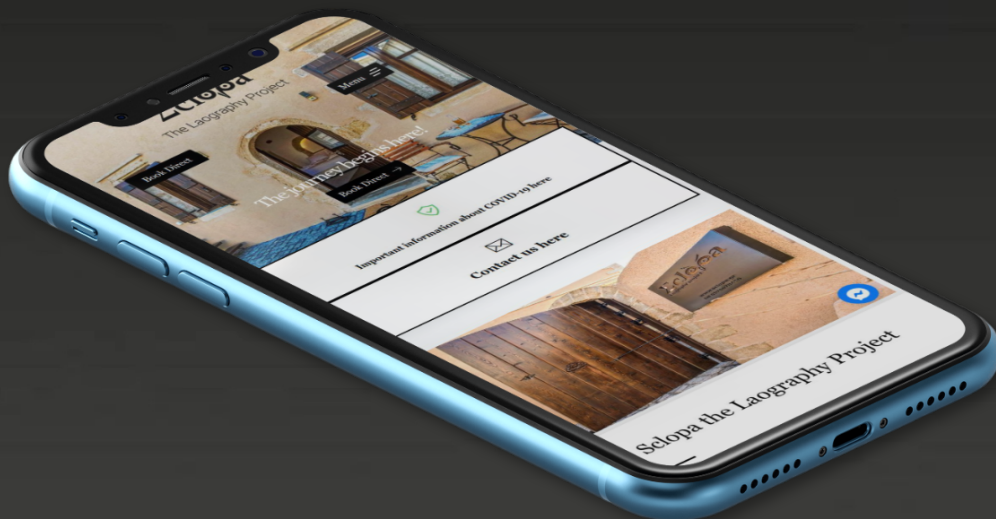
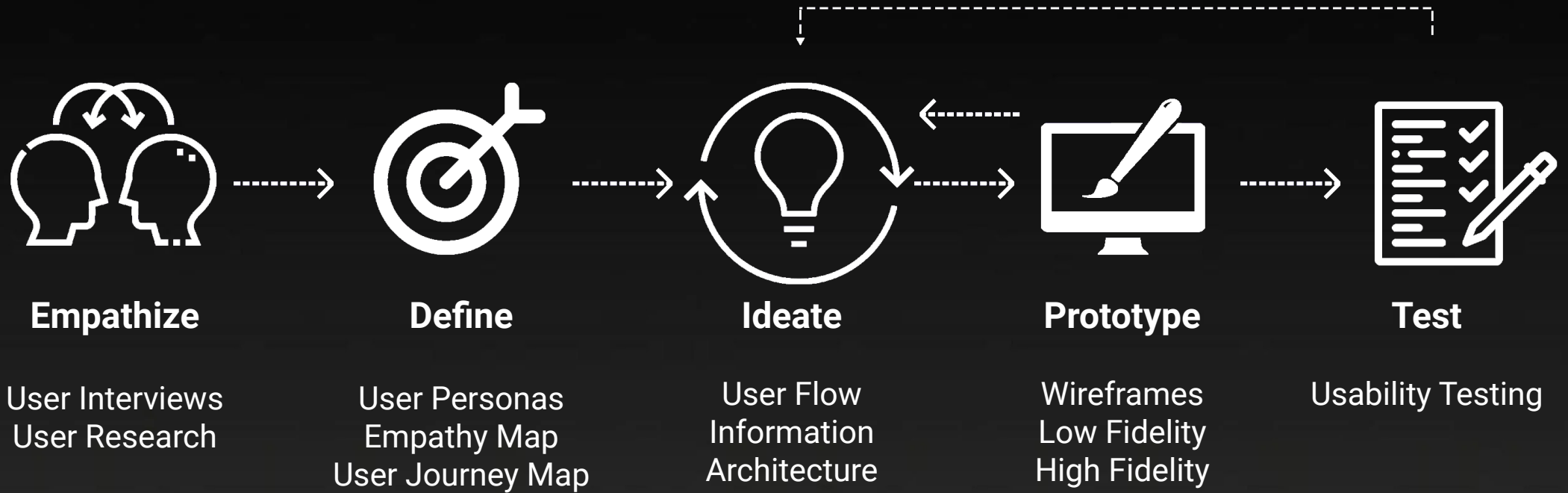
Mockups

Usability Study

Usability Testing



Design Process



Empathize Phase

Qualitative Research

I spoke with ten potential customers over the phone to find out about the challenges they have when trying to book the hotel they desire in Chania, Crete island in Greece. The participants are all Greek citizens. Below is a list of sample questions.

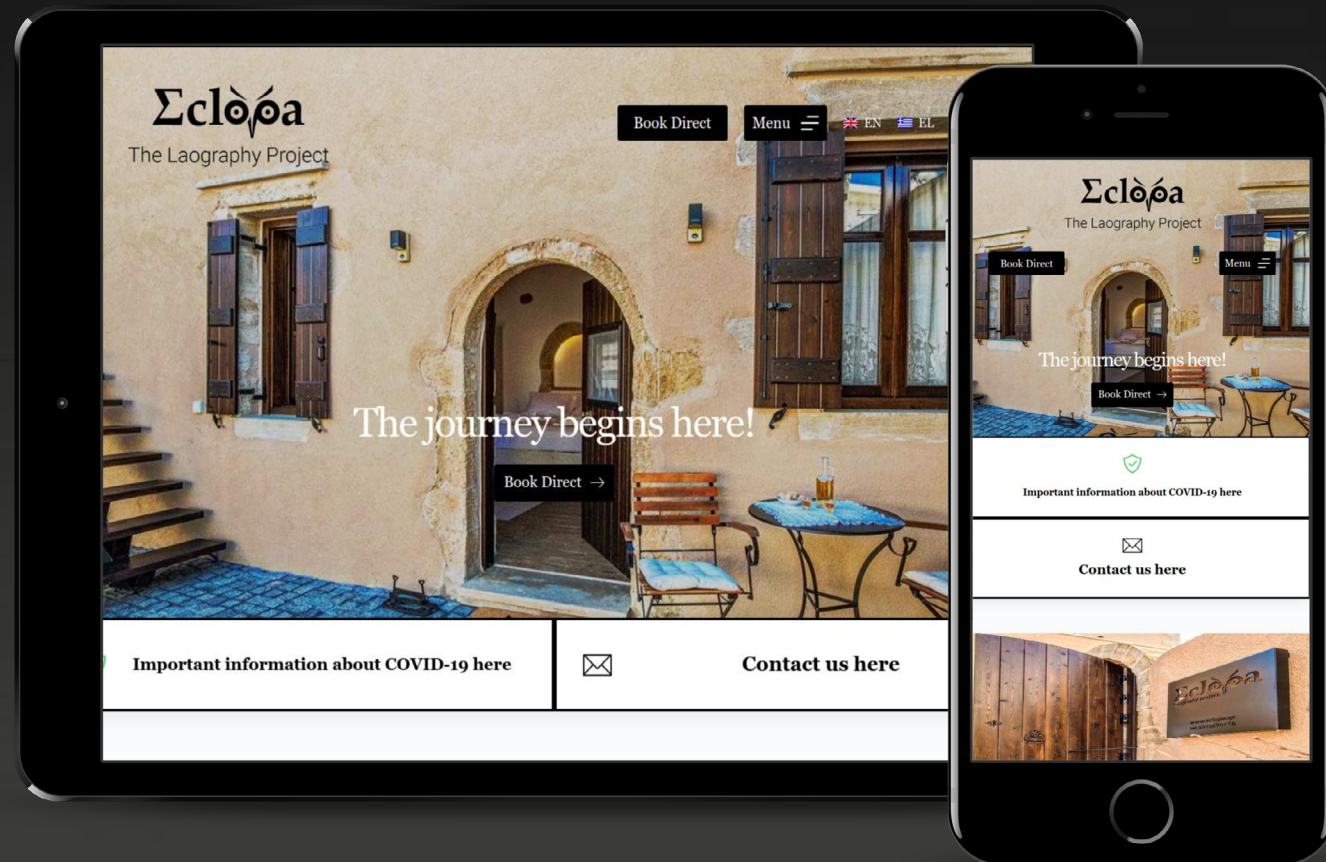
How often do you travel to Crete island?

How often do you go to Chania province in Crete island?

Where do you stay when you go there?

How many days do you spend when travelling at Chania, Crete?

Which device do you use in order to book a hotel?



Define Phase

Personas

I created a persona that represents the ideal application user using the data I learned from the interviews. My ability to fully understand the user's goals, challenges, and personality was enhanced by the persona, which enabled me to develop better solutions.



Marina

Age: 35

Education: University

Occupation: Writer

Status: Single

Location: Athens

Marina is a fictional persona who frequently travels to the beautiful island of Chania Crete, Greece. She is a 35-year-old travel writer and photographer, born and raised in Athens, Greece. Marina has always been drawn to the rich history, vibrant culture, and stunning landscapes of her homeland. Marina's interests revolve around ancient civilizations, folklore, and gastronomy. She finds inspiration in the ruins of Minoan palaces, the winding streets of old towns, and the rugged beauty of Crete's countryside.

"I want to stay in traditional places where I can leave the Cretan hospitality and Cretan cuisine"

Goals

- Travels at least 2 times per year in Crete
- Wants to browse in websites that show exactly the places she wants to visit
- Stays in traditional hotels
- Wants to have the ability to learn more historical information about the place she will visit

Frustrations

- Most of the websites are poor about visual representation of the places she is going to visit
- Most of the websites don't have historical references about the place near the hotel

Define Phase

Empathy Map

This process aimed to define the target audience more precisely and illustrate their needs and behaviors. Empathy mapping helped me better comprehend their thoughts and emotions. User interviews provide the data used in the empathy map.

Says

- "She wants to visit Chania, Crete"
- "She wants to stay in traditional hotels"
- "He spends a lot of time on his smartphone looking for local hotels in Chania, Crete"

Thinks

- Few of the hotel websites have historical info of their place in Chania, Crete
- If this website has the ability to have visual representation of their place it will be awesome



Does

- Visits Crete 2 times per year
- Browsing quite often online hotel websites in Crete

Feels

- Frustrated about the websites with poor visual representation of the places she is going to visit
- Happy when she is booking a hotel to stay in Crete

Define Phase

User Journey Map

Persona: Marina

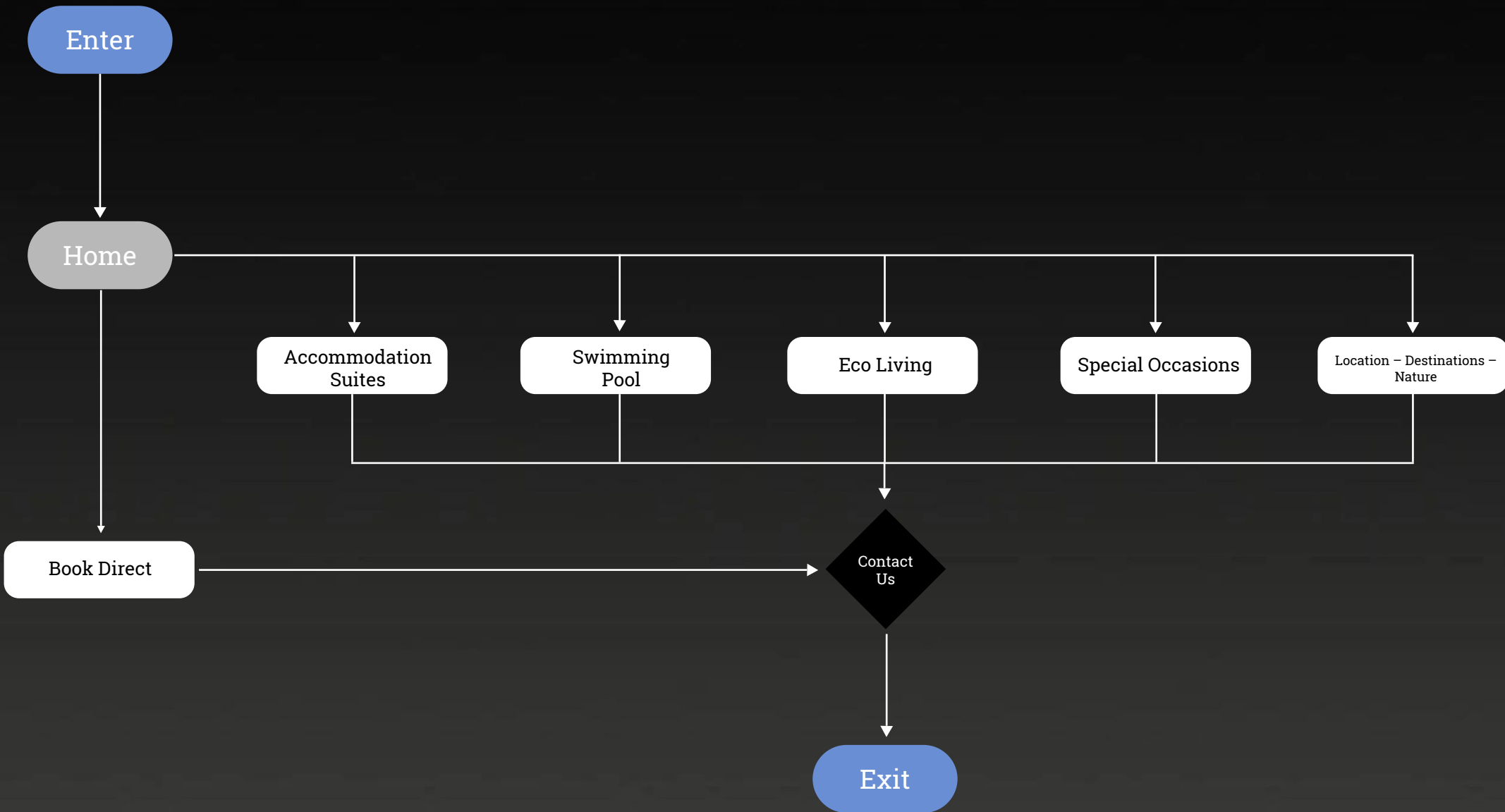
Goal: Travel in his favorite place and stays in traditional hotels

ACTION	Determine there is a goal to travel in Chania, Crete	Go to sclopa.gr	Learn the historical info about the place	Select the rooms for stay	Contact the owners for booking	Receive booking info and way of payments
TASK LIST	A. Identify that she wants to travel in Crete B. Accepts that she prefers to visit Chania province C. Look for a way to book a local hotel	A. Launch the website	A. Select the preferred language B. Visit the History Category C. Learn about the place	A. Visit the Rooms category B. Select the room she wants	A. Go to Contact Us category B. Give hotel info C. Connect with hotel with various ways	A. Learn about the availability of the room B. Choose way of payment C. Complete the booking of the room
FEELING ADJECTIVE	A. I want to travel to my favorite place B. I want to know more about the area I'm going to visit	A. I'm happy that I visit a website of a traditional hotel	A. I feel relief that I can learn more about the history of the place B. I'm happy that I will continue to browse to the website	A. Worry about visual representation of the rooms B. I'm happy that I can find what I want due to simple information architecture	I decided to book to this specific hotel and I feel impatience	Satisfaction that I booked the dates and the room that I want
IMPROVEMENT OPPORTUNITIES		Better SEO finding with special keyphrases	More historical information for wider area near the hotel	More info about pricing at certain dates	Online booking system	More choices of ways of payment

Ideate Phase

User Flow

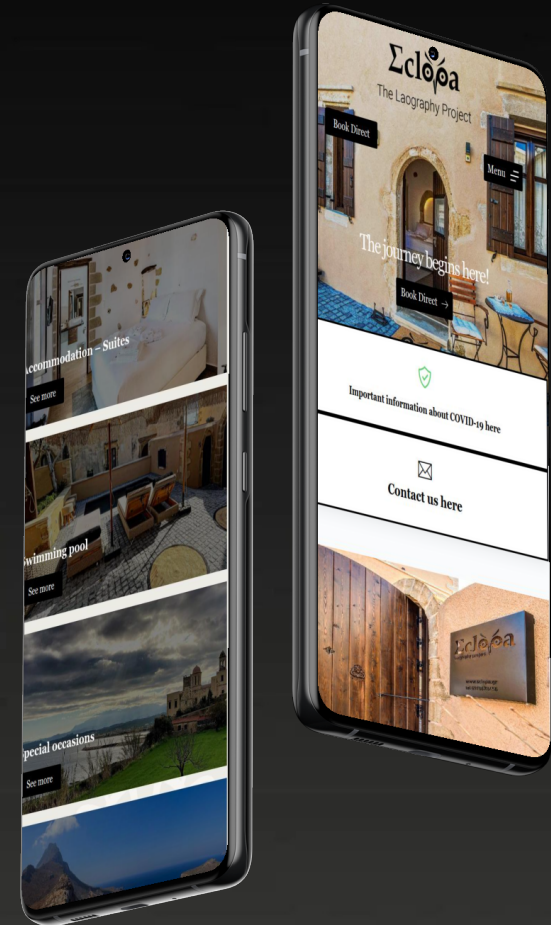
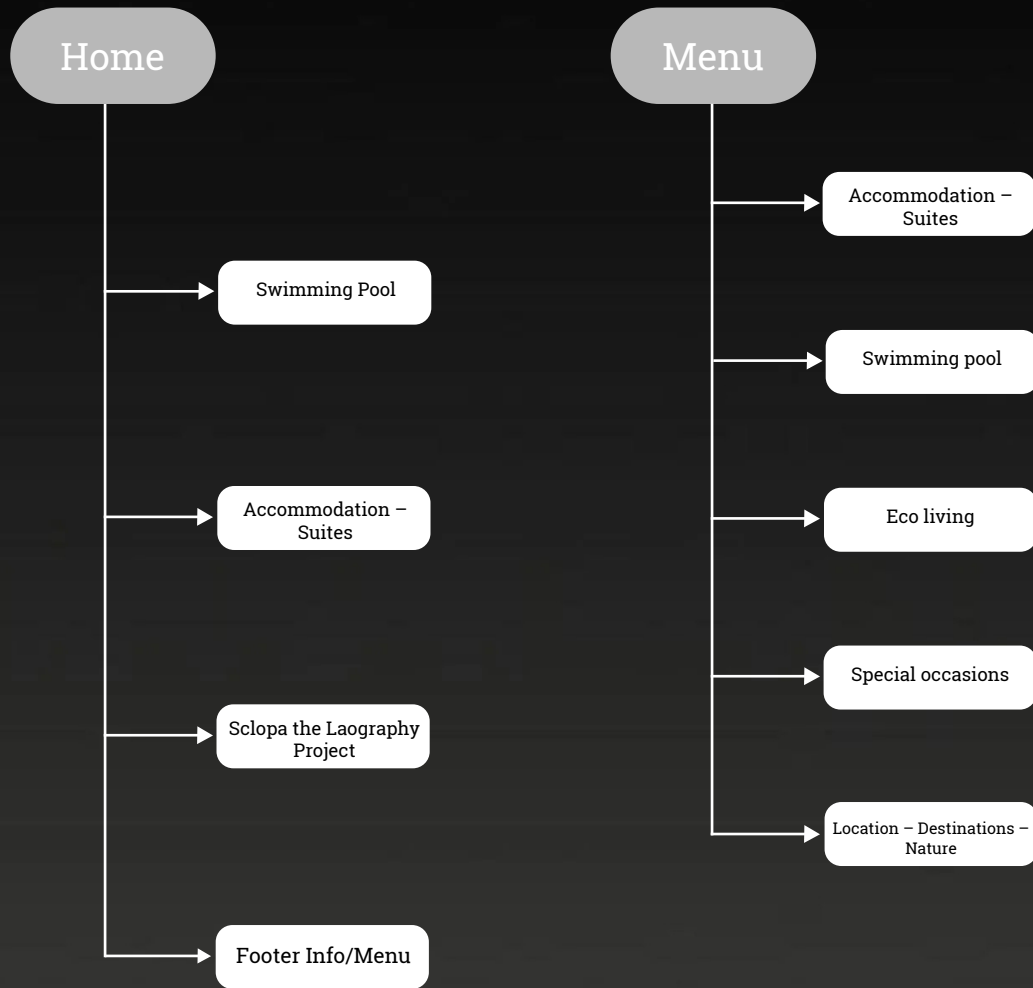
To show how the user will traverse the website, I made a flow.



Ideate Phase

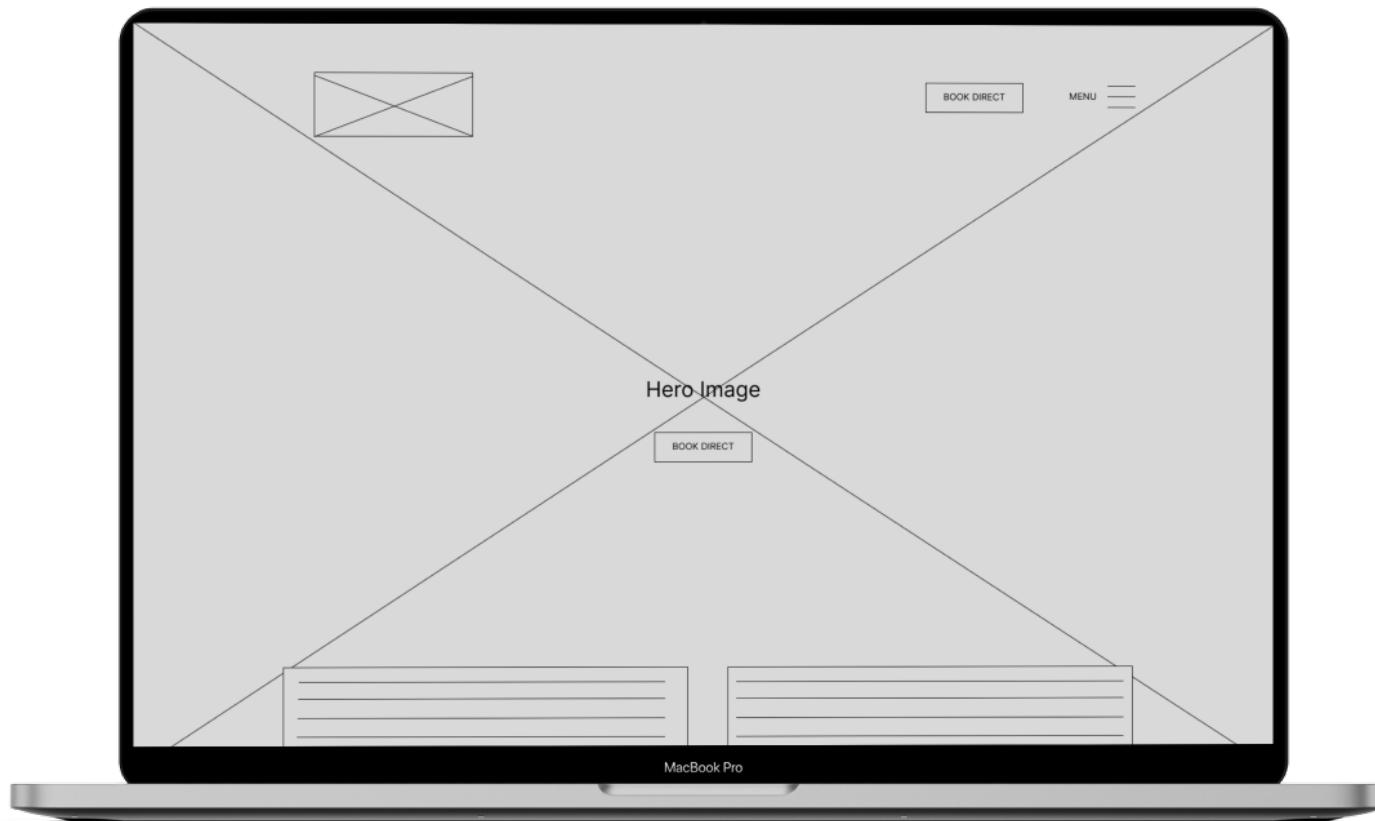
Information Architecture

To help with the future structure of the information architecture, card sorting was utilized to arrange all of the features into discrete pieces.

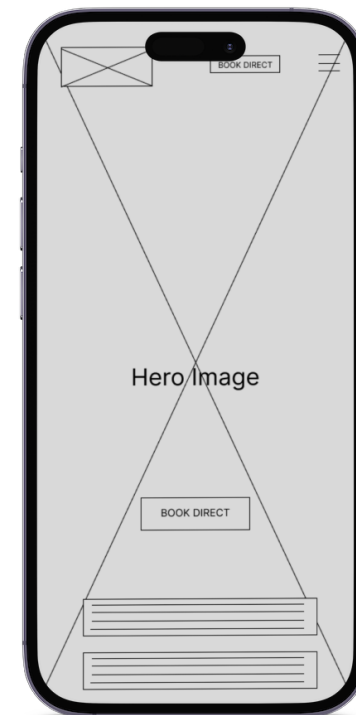


I started by using Figma to construct the Low Fidelity Wireframes.

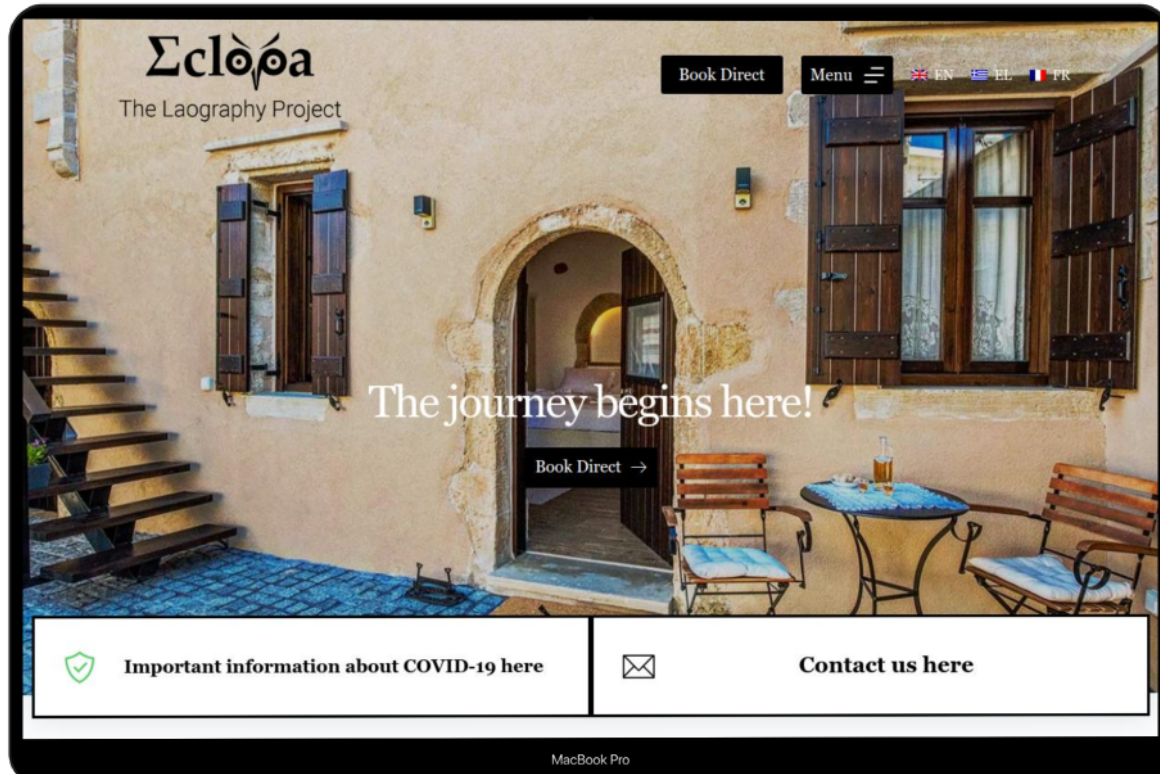
Desktop Home



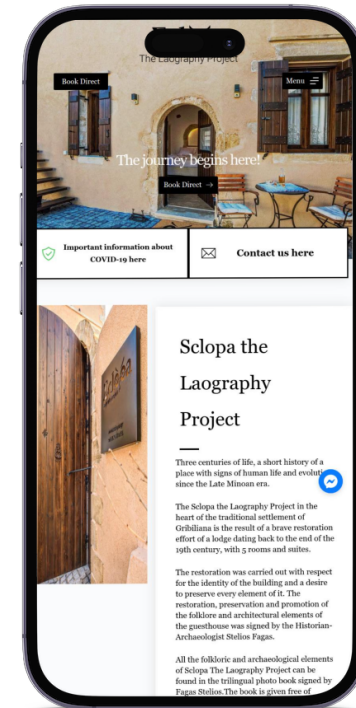
Mobile Home



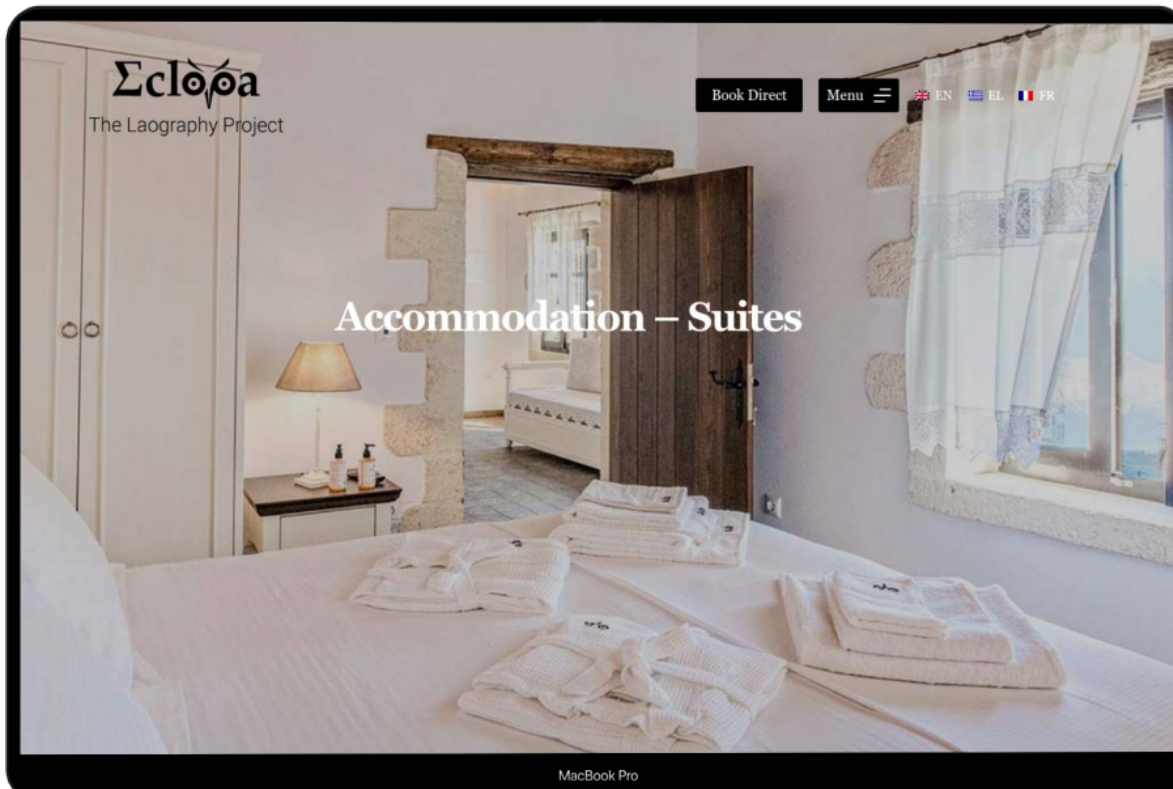
Desktop Home



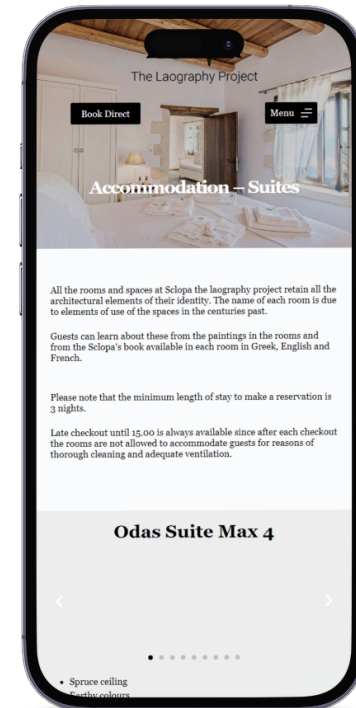
Mobile Home



Desktop Page



Mobile Page



Usability Testing

After the design was complete, I tested the prototype with five representative people to see how user-friendly the website is. During the test, which was conducted via Skype video conferences, the participants were given the following assignments, and I observed them using the website.

- ✓ Browse to website pages
- ✓ Path for contact page
- ✓ Path for book direct

Suggestions to make the experience better

- Provide the possibility in the purchasing flow to book direct via booking system
- More detailed listing prices