Portfolio **UX Design**

Hej, jag heter Kristin...

...en stilsäker grafisk designer med en examen inom UX Design.

Jag har en bakgrund inom den grafiska branschen och är redo att levla upp en nivå!

Jag vill skapa framtidens skräddarsydda och smarta lösningar inom digitala tjänster.
UX är en kombination av psykologi, teknik och design, vilket passar mig utmärkt,
då det är ett stort intresse.

På fritiden tränar jag jazzdans, umgås med familj och vänner.
Kvalitetstid är att få njuta av en kopp kaffe med en bit mörk choklad.

Hotel Booking App • **Mobile**

Utmaningen: Skapa en "best in class" hotellbokningsapp, specifikt genom att förbättra bokningsprocessen, sökfunktionen och förenkla den totala användarupplevelsen.

Lösningen: Genom designprocessens olika steg inom UX har jag tagit fram den mest optimala hotellbokningsappen. Jag har utifrån research, analys, användartester, skisser och prototyp skapat min mobilversion av appen. Under resans gång har den justerats efter tester, egna reflektioner och nya kunskaper genom utbildningen.

Resultatet: En medium fidelity prototype som är gjord i Figma.

Slutsats: Jag har lärt mig oerhört mycket genom projektets gång. Betydelsen av UX Design blir väldigt tydlig för att lyckas bra med en ny app. Det har varit lärorikt att på egen hand utforska konkurrenternas appar, men även att ta del av andras upplevelser av befintliga hotellbokningsappar samt utföra användartester. Detta gav en god uppfattning om vad som fungerar bra, mindre bra men även en användbar överblick över sidornas arkitektur och innehåll.

Reflektioner, genom analysfasen, från övriga deltagare är betydelsefullt för ett bättre resultat. Att få input från personer med olika bakgrund som har olika referenser om vad som är viktigt att få med är utvecklande och till stor hjälp för att uppnå god användarvänlighet.

Med andra ord är UX Design i allra högsta grad ett samarbetsprojekt mellan många inblandade för att kunna lyckas bra och få en önskvärd produkt!

Kristin Aronsson

UX Design • **Processen**

De olika stegen vi har använt i utbildningen till projektet är följande:

- **Competitive Benchmark**
- **Online Survey**
- **Note Taking** *
- **Usability Test** *
- **Affinity Diagram** *
- **Customer Journey Map**
- **Flow Diagram**
- **Interaction Design**
- **Prototype**
- **Annotations**

* *(Jag har inte med dessa 3 steg i portfolion)*

Eftersom utbildningen är på engelska är även projekten redovisade på engelska..

Kristin Aronsson

Competitive Benchmark

The main goal of this analysis is to identify how the competitors solve the problems and learn from what they are doing wrong. This competitive benchmark will review four hotel booking apps and focus on the following aspect: **SEARCH AND SELECT**

Hotels.com

Agoda.com

LuxuryEscapes.com

Trivago.se

*This color code will be used to highlight the effectiveness and user experience through the website:*

● Good

● Potential to cause friction

● Needs improvement

Kristin Aronsson

1 One main choice in the first step: Destination, property or adress. If you just want to search for a special destination it's enough.

2 Select "Sign in" for Rewards. Good option to have on the first page to attract customers.
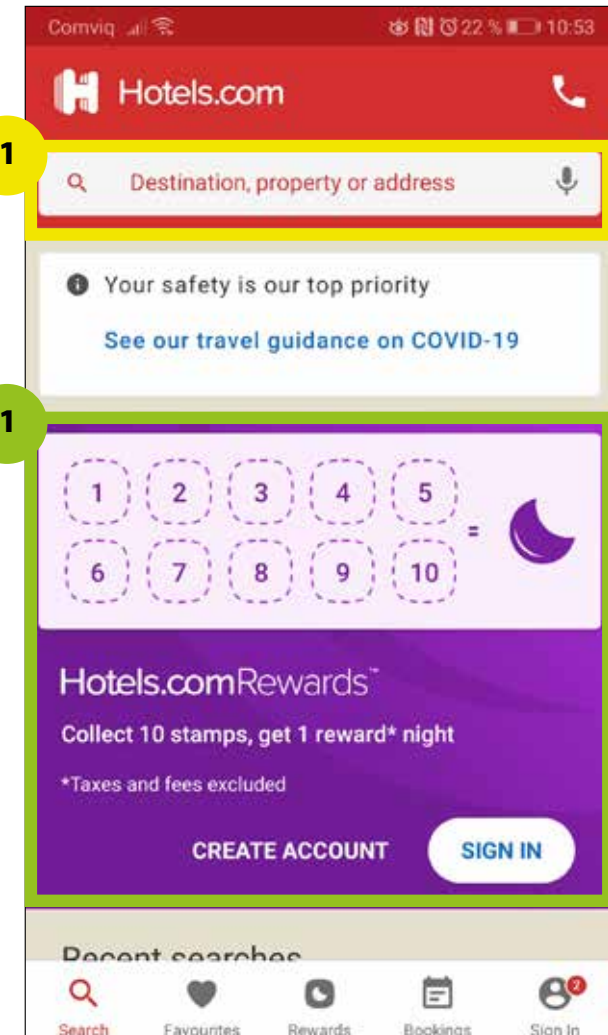
3 **3** Check-in and Check-out separately. The choice doesn´t matter because you'll come to only one calender with both options anyway. Write these together instead. Easy calender to mark your check-in and check-out. There is also a text that explains what you have to do.
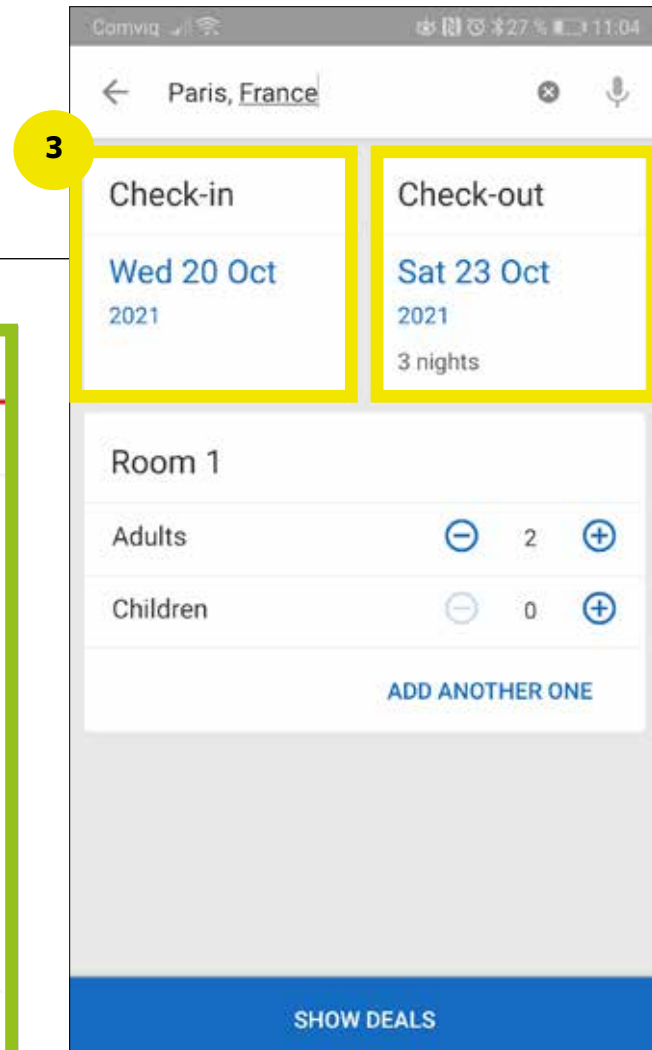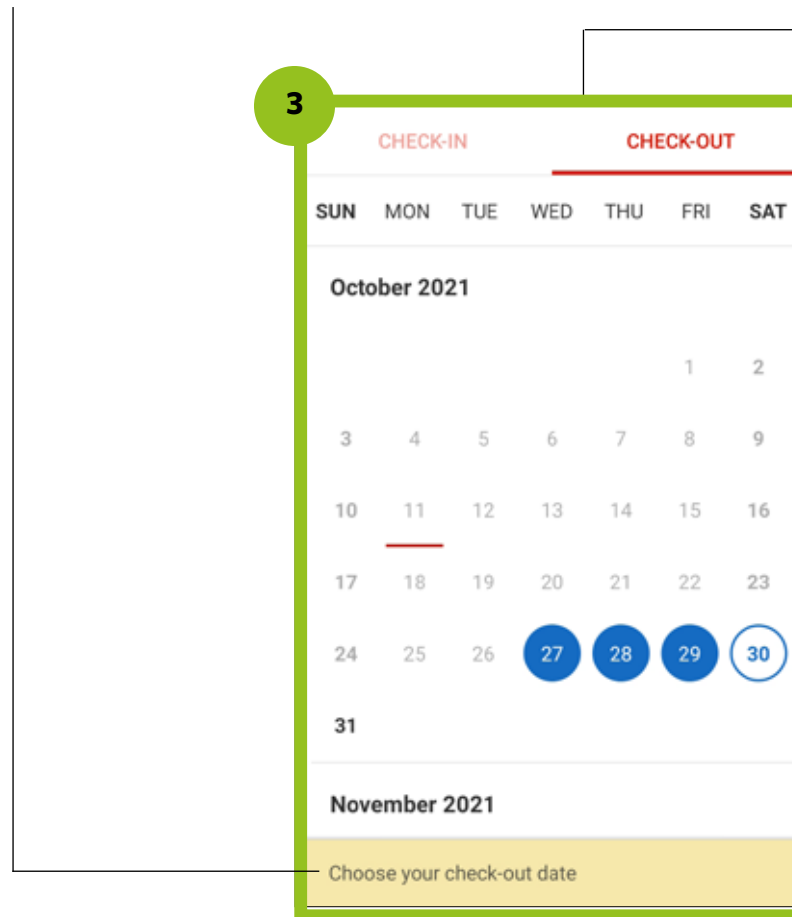
4 Quick selection-menu with the most common filters.
Easy to use some of these quickly if I'm not
interested in making lots of filter options.

5 Define my choices with "Sort and Filter". If I have special
whishes, this is a good way to come closer to what
I really want.
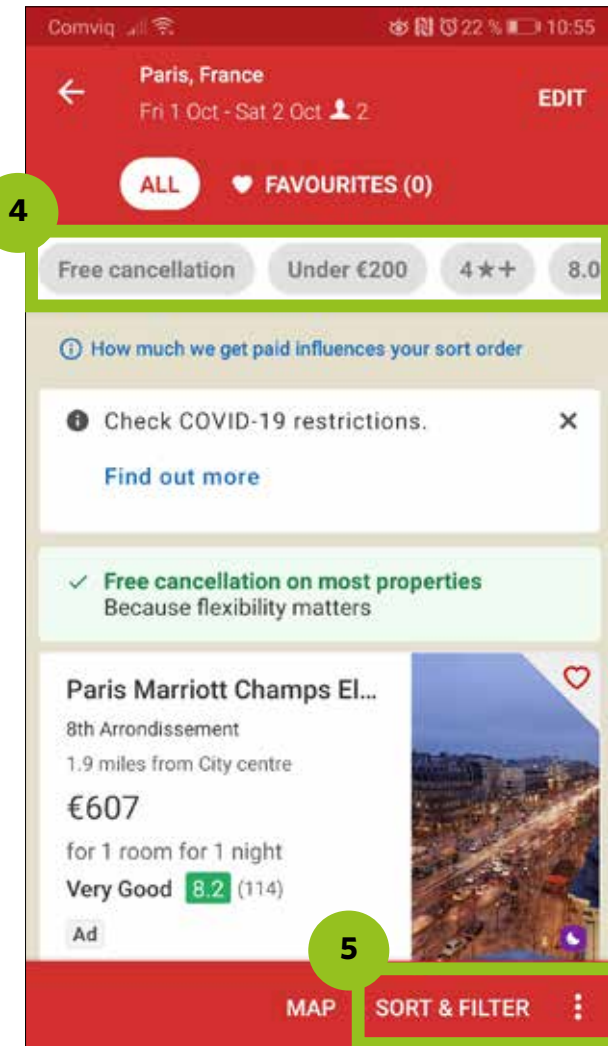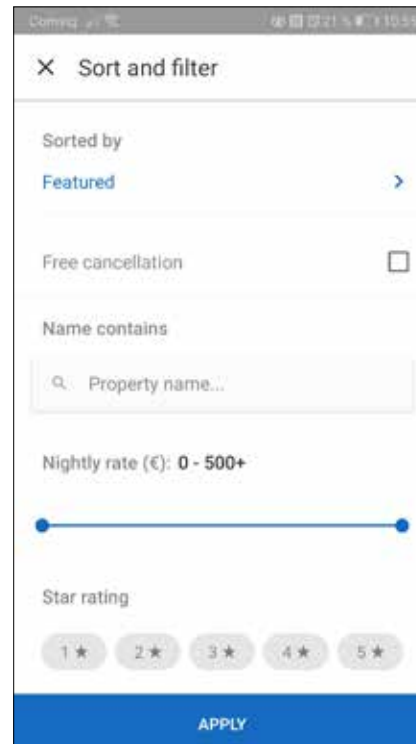
1 In the search field you can write location, landmark or property. There are also a "Near me" and "Choose on map" option. "Near me" doesn't show/explain the area of "Near". An option to decide the size of the area "Near me" should be desirable.

2 Check-in and Check-out in one field. Simple and clear.

3 If I choose more than one room I don't get the alternative of how many guests I want in each room, which means I might need to contact them and that causes irritation.
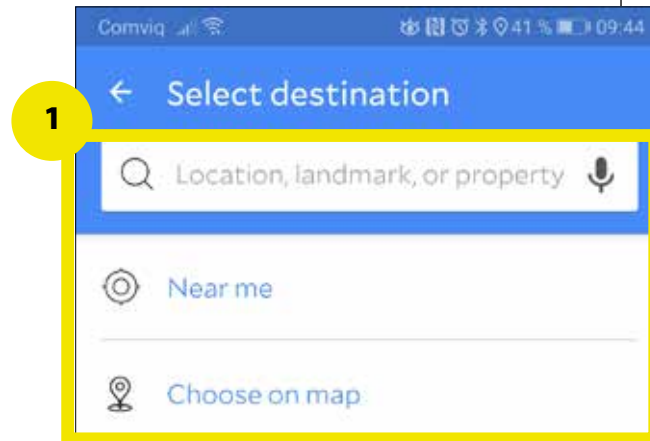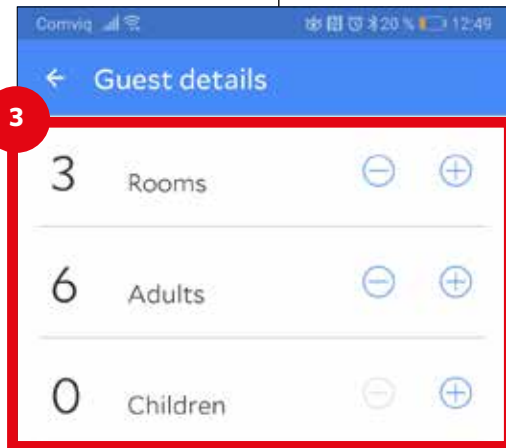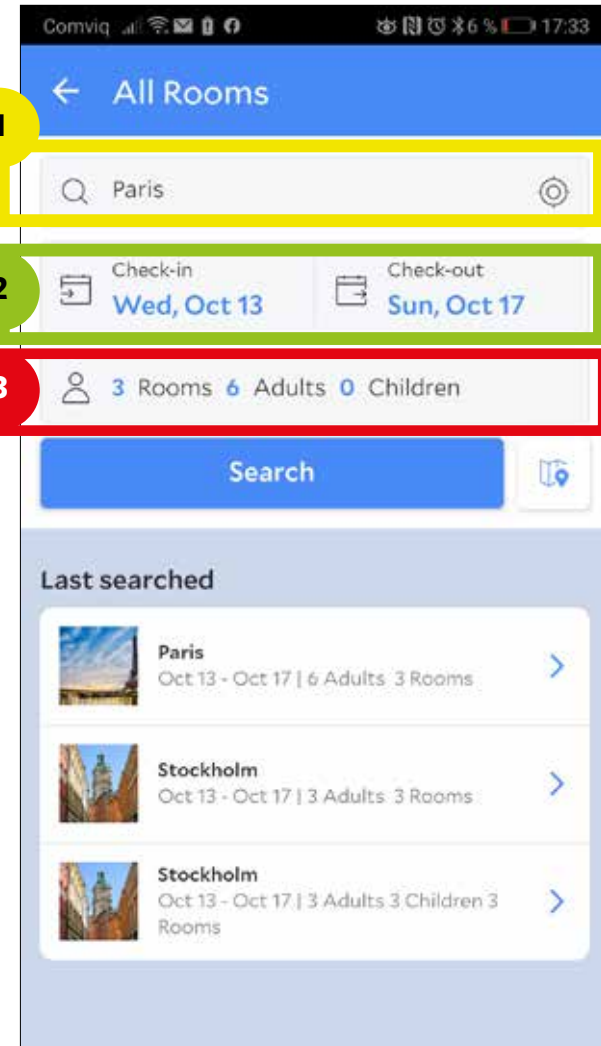
4 "Our picks" is confusing and not necessary because you have all the filter options in "All filters".

5 Good overview with the most basic information I need in this step. The "Map" choice is something positive to get quick info about the location.

![agoda logo]
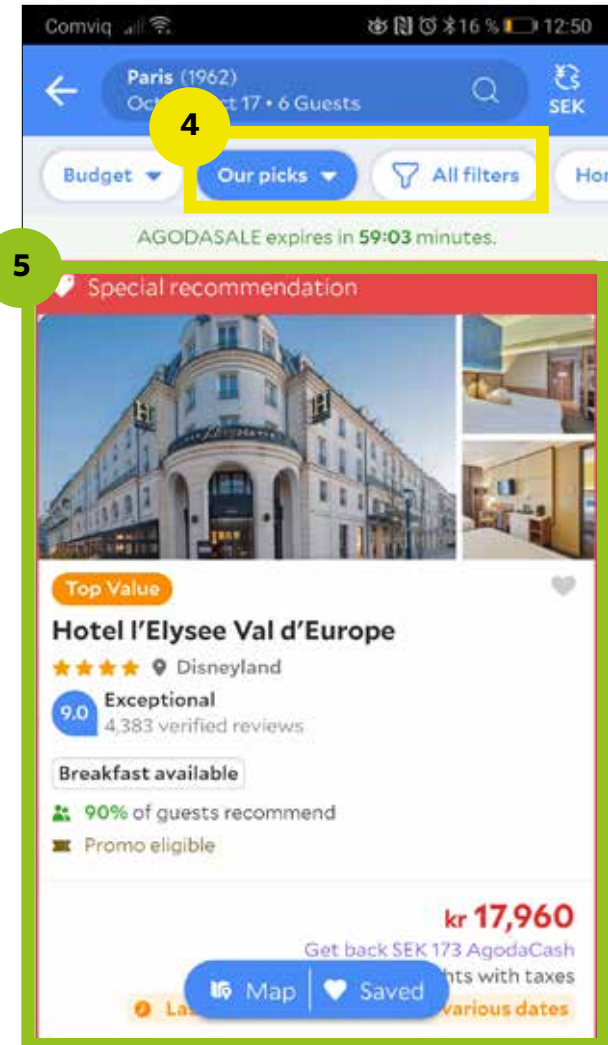
6 When I have made a choice I get a list with similair hotels if
I would like to compare. It makes it easy to make a change
if I like to.

agoda
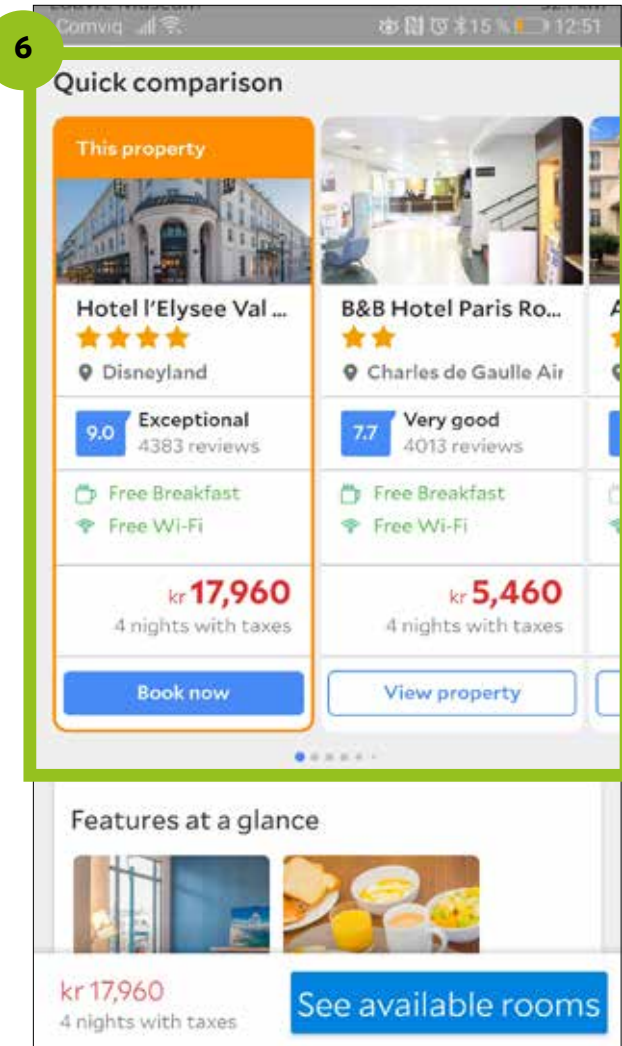
1 When I start searching I get redirected to the second page which instead should be the first page, because the first page doesn't have any purpose.

2 Three easy-to-use search fields. Easy to add another room, (page 3).

3 The "Filter" option only appears on the first page (and the two options are "Destination" and "Type of escape". A "Destination" filter is confusing. (I make my choice of "Destination or hotel" in page 2).

Page 3

Page 2
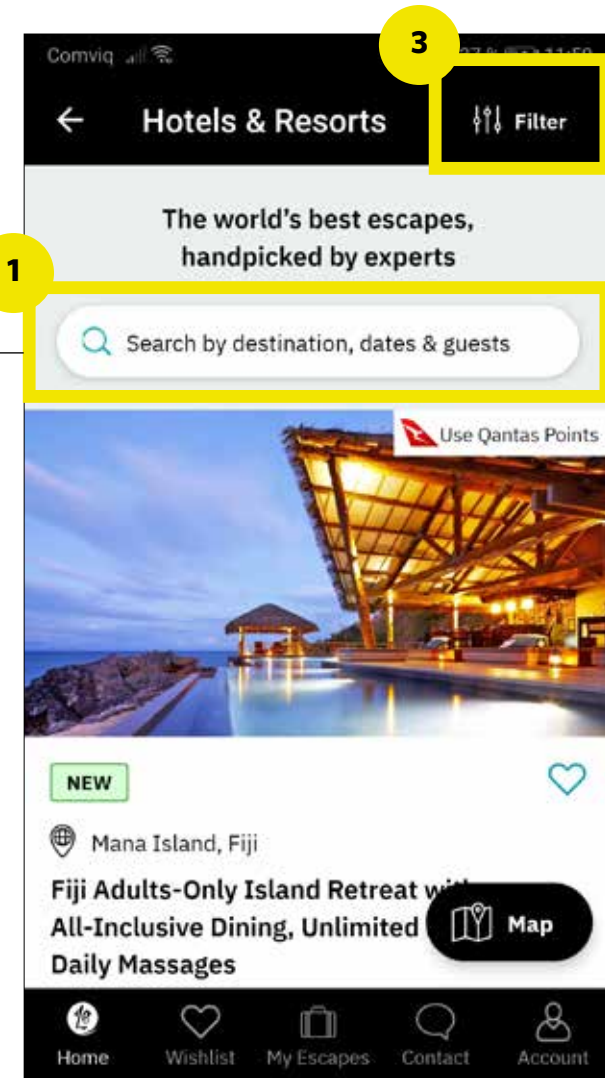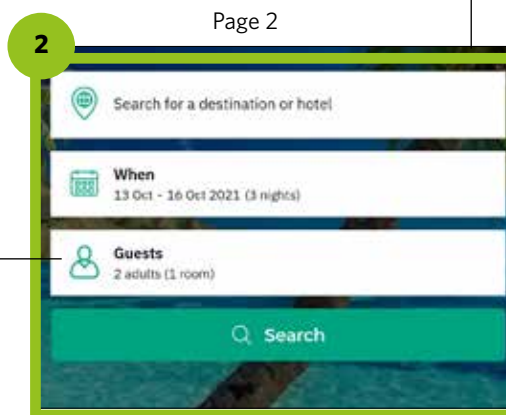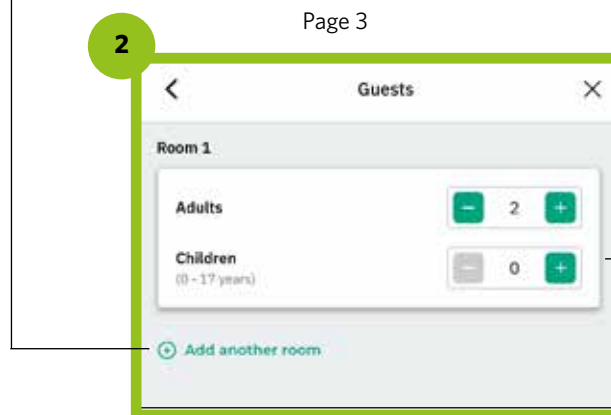
4 Too much information but nothing about the price. The price is one of the most important info and should be displayed.

5 When making a choice I get the log in option, and I can finally view prices. Too many steps which makes it confusing and irritating to use. This page is also nearly a copy of the previous page.
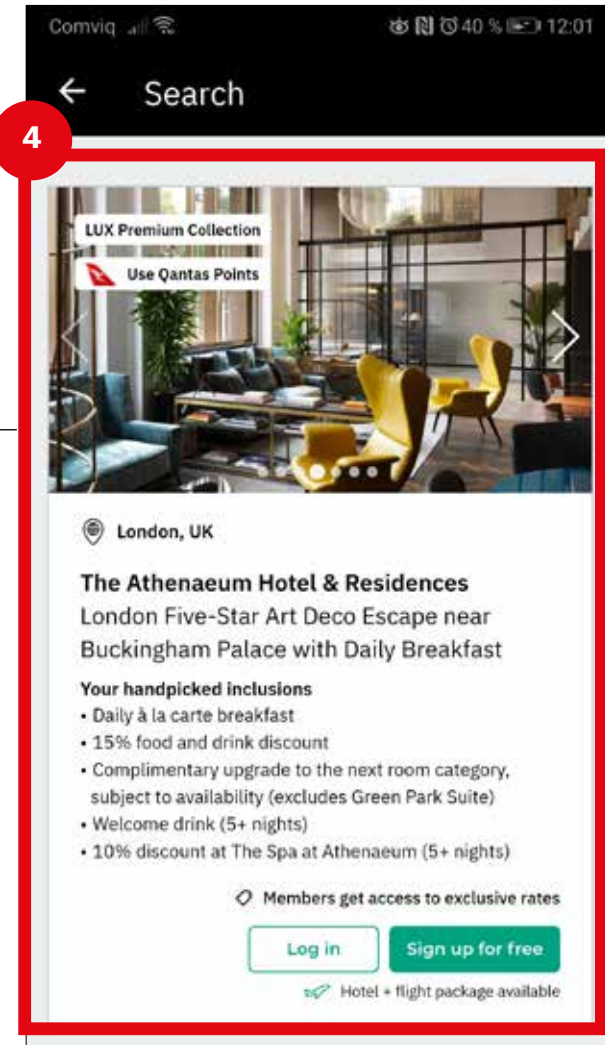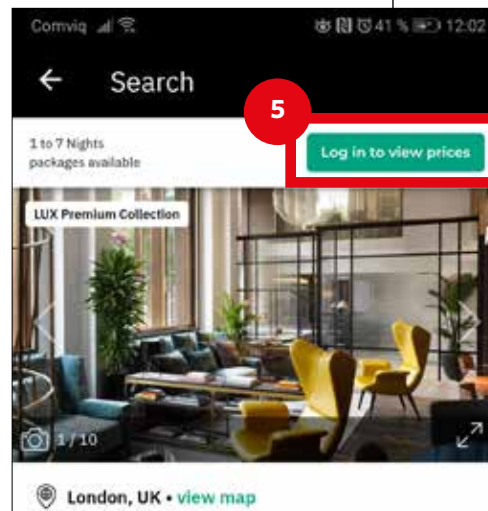
1 Clean and simple with 3 main choices: Destination, Dates and Room/Guests. Clear instructions and user friendly design to choose dates and rooms/guests.
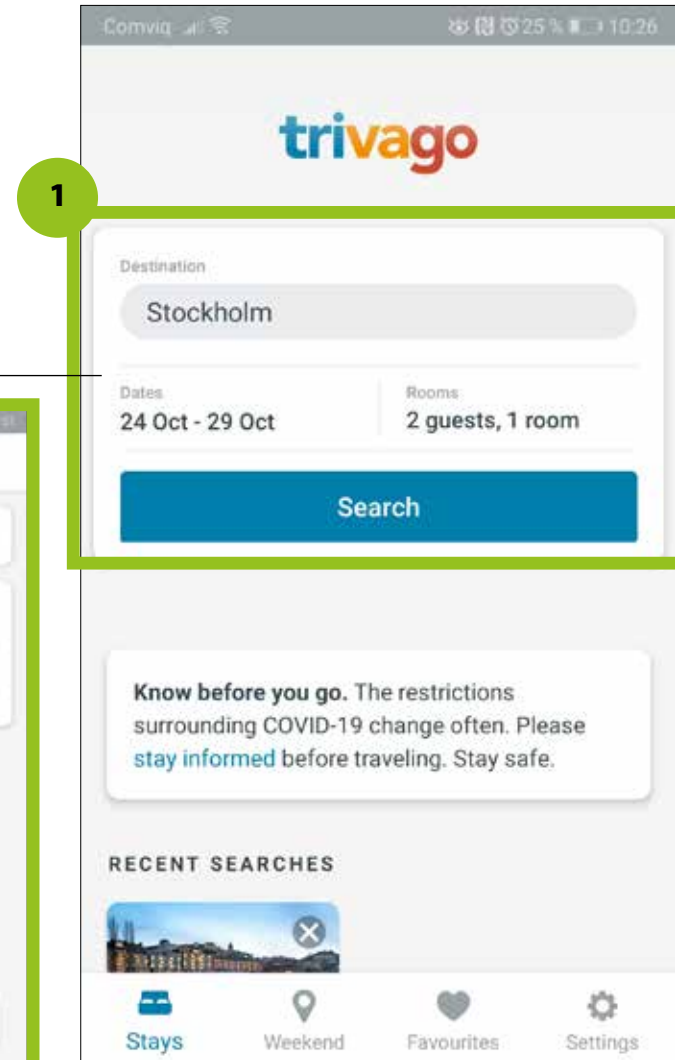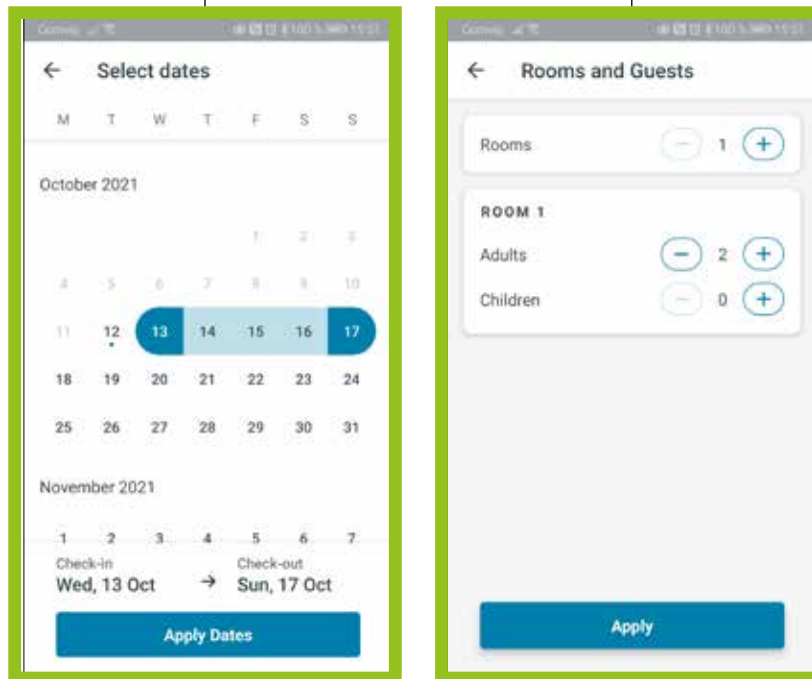
trivago

2 Define my choices with "Filters" and/or "Sort" (picture 3 and 4).

3 A clear list with just the necessary information that helps me select including a map-button. A good comparison list with the best deal after chosing my hotel. (picture 5)

4 Quick selection "Weekend" that is specialized for that kind of option.

Picture 3

Picture 4
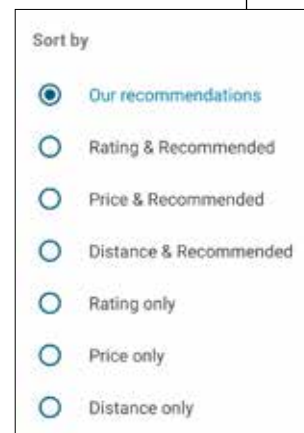
Picture 5
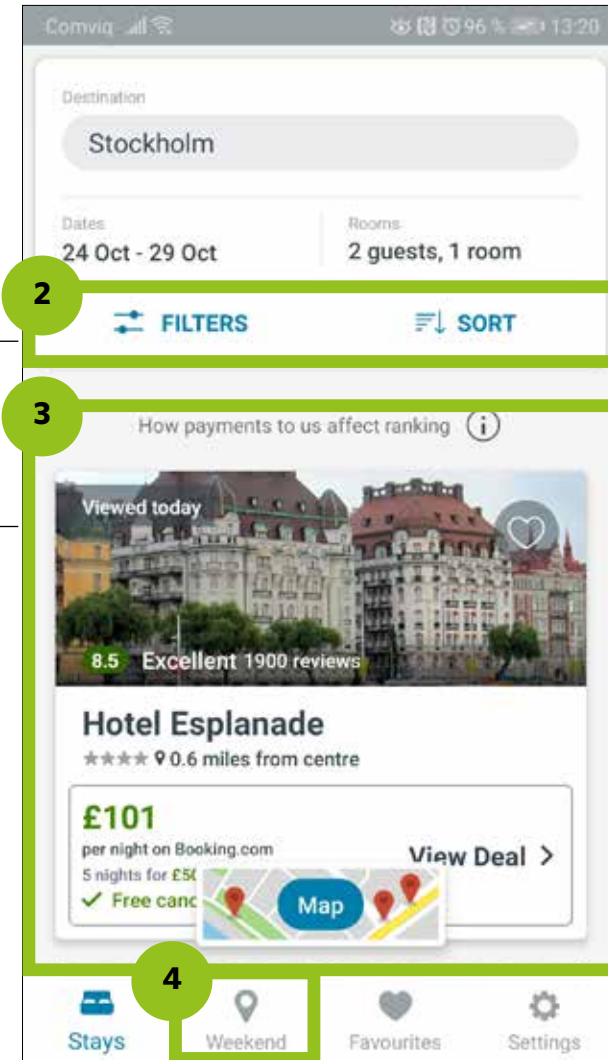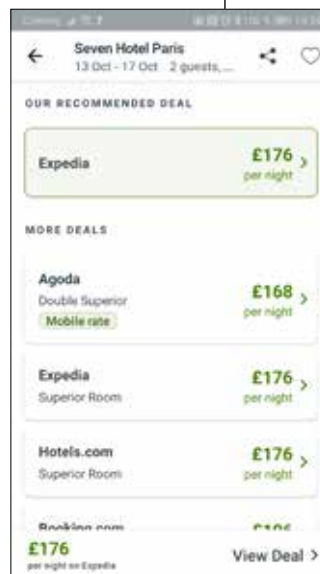
- It would have been better to have all three options Destination, Check-in/Check out and Room/Guests at the first page instead of just Destination. Have both Check-in and Check-out button in one field.

- Collect stamps to attract customers. The quick selection menu and Sort and Filter makes it easy and simple.

- **Conclusion:** Hotels.com is a good app, easy to use but have some small things to adjust.

- The search area is confusing and the choice of room causes irritation. If you can not solve the problems by yourself, there is a risk you leave the app.

- The option Our picks is confusing and not necessary.

- Good hotel information and the Quick comparison list makes it easy to decide if I have made the right choice.

- **Conclusion:** Agoda.com has to make some improvements to get it more user friendly.

- Rearrange the second page to the first, that makes more sense. The Filter option is just confusing.

- The best thing about this app is the three search fields. Easy and user friendly.

- Too much unrelevant info about the hotels (2 pages with almost the same info doesn't make sense). The "Log in to view prices" is irritating.

- **Conclusion:** LuxuryEscapes.com has a lot of improvements to get it more user friendly.

- Easy to use. The clean interface makes it user friendly! Nice overview, good filter/sort options and a great comparison list.

- **Conclusion:** Trivago.se is a good and user friendly app. Best of these apps!

Customer journey map

The main goal of a customer journey map is to translate research data into
a structured document. This will show the goals of the user, pain points, context,
behaviours and mental model.

START PAGE	SEARCH FIELD	CALENDER	HOTEL INFO	ROOM SELECTION	ADD ONS	PRICING INFO	OTHER/EXTRAS
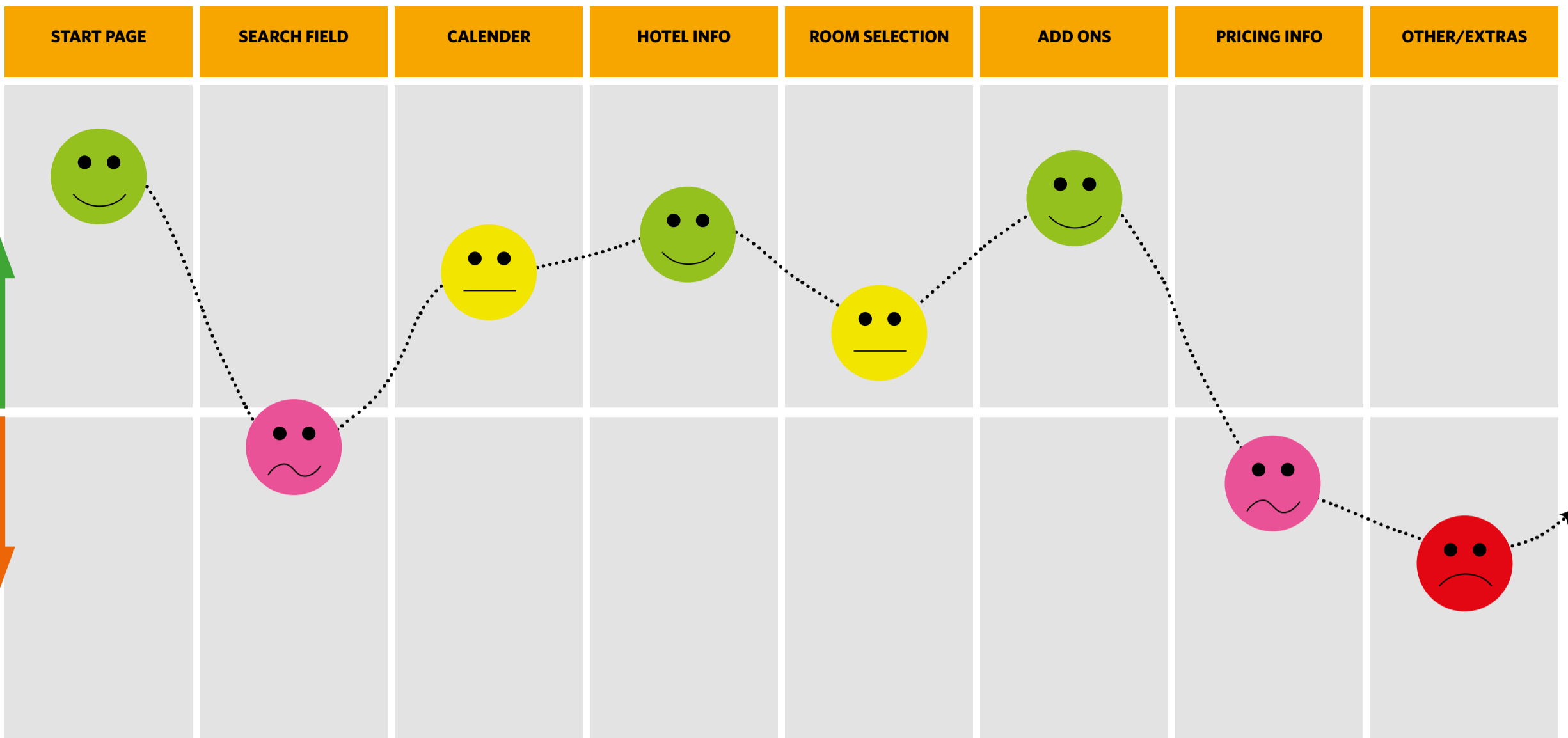
START PAGE

● GOALS
- Pictures of hotels and location info – easy for user to select.
- Finds the button "All room".
- No problem start searching.

●● BEHAVIOURS
- Positive about a nice start view. *"Gets in holiday mode"!*
- Postive about seeing the front of hotels at the start page.
- Confused about the filter options: "Destination" & "Type of escape"!?

● CONTEXT
- At home.
- At work.
- Uses the map-button to see the location.

● MENTAL MODEL
- *"Nice travel app"* (about the video background).

SEARCH FIELD

●● GOALS
- Pictures of hotels and location info – easy for user to select. *"Different way of searching".*
- No info about location. User finds a hotel only by pictures.
- Finds a hotel at the map-page. *"Easiest way to see the location".*

●● BEHAVIOURS
- Confused – scrolling, back to start, uses the menu. No filter options. Picks a hotel randomly.
- Baffled about the search option showing other cities when typing Barcelona.
- Confused at the select destination page about 3 choices: search field, near me, choose on map.

●● CONTEXT
- Uses the map-button to see the location.
- Wants an overview/map about the city.
- Tries again at search page. Can't find filter option about location.

● PAIN POINTS
- Assist from moderator to use the map-button.
- Hard to find "the heart of Barcelona". Looking for filter options.
- Problem finding the right hotel in the search list. Guessing by hotel name.

● MENTAL MODEL
- Difficult to find a hotel in the heart of Barcelona if you don't know the city.

CALENDER

● GOALS
- No problem picking dates & room.
- User friendly calender & room/guests

●● BEHAVIOURS
- A bit confused about the 2 separately calenders. "I didn't notice that".
- User looking for a continue-button. "I think that I can klick return…" Not smoothly.
- It takes a while to figure out the "spin-function" in the calender.
- *"Spin thing calender"* – easy to pick dates (good for dates later in time).

● CONTEXT
- To find available dates.

● PAIN POINTS
- Slow calender
- Some problem picking dates in the calender
- One link to check-in & one for check-out. Not smooth.

● MENTAL MODEL
- Price only shown in Pounds (expect Euro info).

HOTEL INFO

● GOALS
- Finds a hotel in the right location.
- All info the user needs.

● BEHAVIOURS
- Sub menu "Our picks" is more confusing than necessary.
- Scrolling, not finding the info about location.

● CONTEXT
- Many hotels in the list – uses the "All filters" to have a better result.
- The list of hotels: *"I always look at the Trip advisor".*
- Filter option – good for special wishes.
- Quick selection menu. For the most common choices.
- "Quick comparison" after selecting a hotel: A list with simiair hotels (easy to change).

● PAIN POINTS
- No payment info at the page of listed hotels.

● MENTAL MODEL
- Nice with good pictures of the hotels.

ROOM SELECTION

● GOALS
- All info you need about the rooms.
- Good info about the rooms.
- Find the right kind of info for this purpose.
- No problem finding "View more rates".

● BEHAVIOURS
- Good wtih ratings and nice pictures.
- Liked the descriptive info about the rooms.
- *"Easy to navigate". "Everything that I need to know".*
- Positive about more images of the room. *"Modern way of seeing the images"* (swiping).

● CONTEXT
- Problem finding "Twin room".
- Scrolling for more info – not sure where to look.
- Moderator helps user click on "View room details".
- Assist from moderator to continue by clicking on "Rooms".

● PAIN POINTS
- Scrolling a lot to find the right info.
- Redundant info about the rooms
- The "Show more-button" didn't help to get the right info.
- Need to "Log in to view prices" – irritating!

● MENTAL MODEL
- It should have been good with a filter option.
- Wants to see info about the ratings.

ADD ONS

● GOALS
- No problem picking one add ons at "Book my room".

● BEHAVIOURS
- *"Simply clicking the one you want"* – easy!
- *"Just want to get it done".* Not fond of it.

● CONTEXT
- The add ons gives it a nice experience.

PRICING INFO

●● CONTEXT
- The price info was confusing. 2 different prices in the map-page and in the end.
- Better info in the end about the price.

● PAIN POINTS
- Need to "Log in to view prices" – irritating!

● MENTAL MODEL
- Confused about 2 different way of paying. *"Why is this showing?"* (the user made the selection earlier).
- The price was only shown in pounds. Expected Euro info.

OTHER/EXTRAS

● BEHAVIOURS
- User was confused by the ⊕-sign at the hotel info page. What it means!?

●● CONTEXT
- Sign in & get rewards – attract customers!
- Start page: Quick selection "Weekend" – specialized.
- Pop-up info: Assist from moderator how user can continue. Not noticing the "X" (to close it).

● PAIN POINTS
- Some of the text was a bit small – hard to see/read.
- Guests/Rooms page: Have the alternative of how many guests in each room.
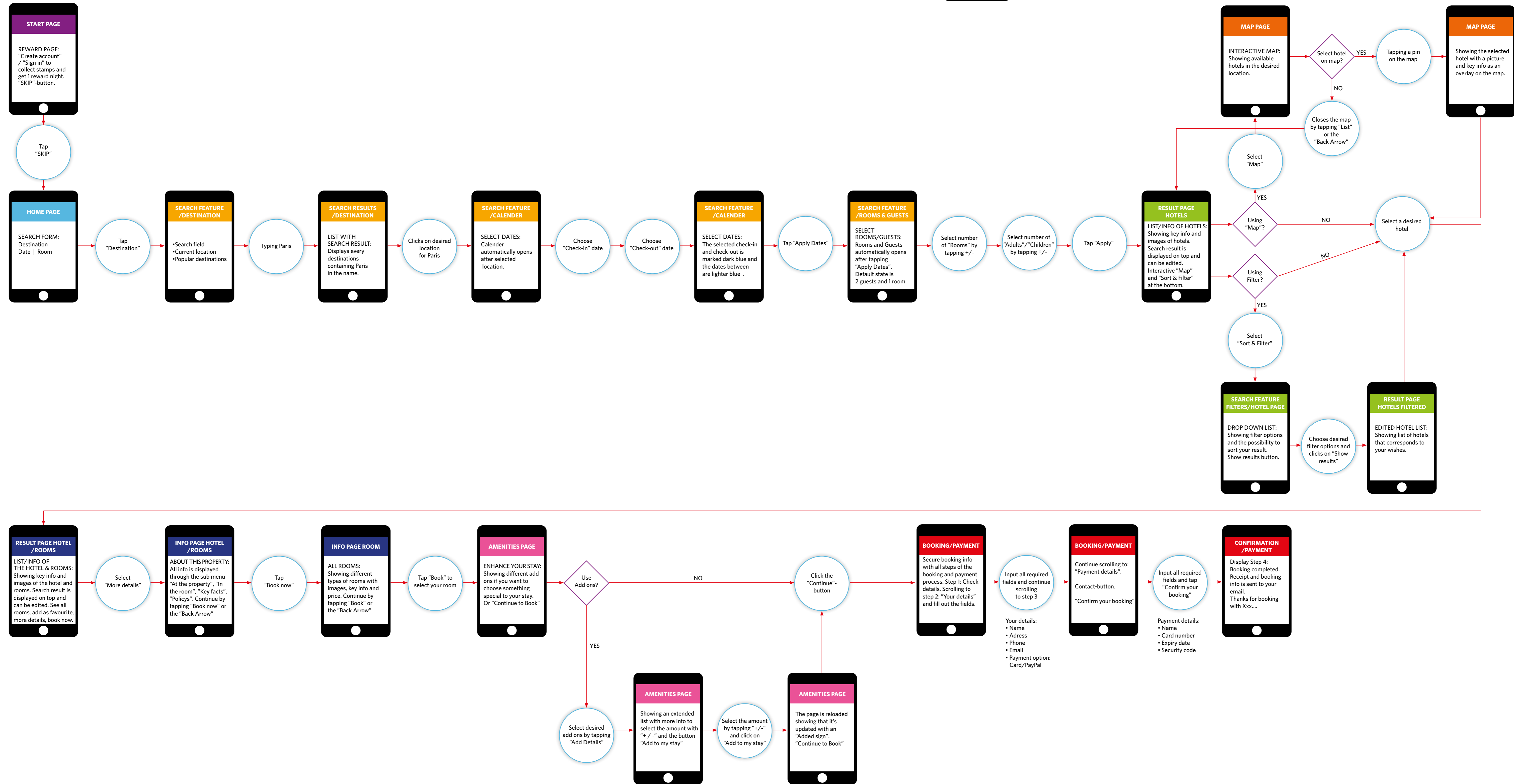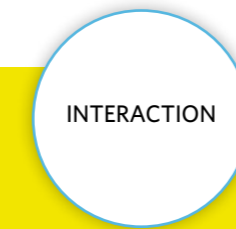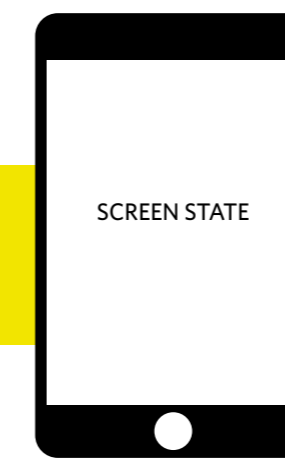
● MENTAL MODEL
- Wanted a personal contact.

Flow Diagram for Mobile

The main goal of a flow diagram for mobile is to fix the issues I have uncovered during
my research. I will define a high-level booking flow for a hotel stay to my mobile app.
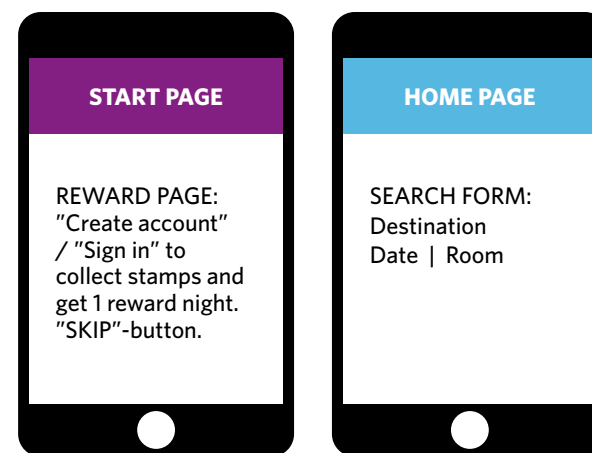This lay the groundwork on which I will build my designs later in the process.

FLOW DIAGRAM Mobile Hotel Booking app

SCREEN STATE   INTERACTION   OPTION

START PAGE

REWARD PAGE:
"Create account"
/ "Sign in" to
collect stamps and
get 1 reward night.
"SKIP"-button.

Tap "SKIP"

HOME PAGE

SEARCH FORM:
Destination
Date | Room

Tap "Destination"

SEARCH FEATURE /DESTINATION

•Search field
•Current location
•Popular destinations

Typing Paris

SEARCH RESULTS /DESTINATION

LIST WITH
SEARCH RESULT:
Displays every
destinations
containing Paris
in the name.

Clicks on desired
location
for Paris

SEARCH FEATURE /CALENDER

SELECT DATES:
Calender
automatically opens
after selected
location.

Choose
"Check-in" date

Choose
"Check-out" date

SEARCH FEATURE /CALENDER

SELECT DATES:
The selected check-in
and check-out is
marked dark blue and
the dates between
are lighter blue .

Tap "Apply Dates"

SEARCH FEATURE /ROOMS & GUESTS

SELECT
ROOMS/GUESTS:
Rooms and Guests
automatically opens
after tapping
"Apply Dates".
Default state is
2 guests and 1 room.

Select number
of "Rooms" by
tapping +/-

Select number of
"Adults"/"Children"
by tapping +/-

Tap "Apply"

RESULT PAGE HOTELS

LIST/INFO OF HOTELS:
Showing key info and
images of hotels.
Search result is
displayed on top and
can be edited.
Interactive "Map"
and "Sort & Filter"
at the bottom.

MAP PAGE

INTERACTIVE MAP:
Showing available
hotels in the desired
location.

Select hotel
on map?   YES   Tapping a pin
on the map

MAP PAGE

Showing the selected
hotel with a picture
and key info as an
overlay on the map.

NO

Closes the map
by tapping "List"
or the
"Back Arrow"

Select "Map"

YES

Using "Map"?   NO   Select a desired hotel

Using Filter?   NO

YES

Select "Sort & Filter"

SEARCH FEATURE FILTERS/HOTEL PAGE

DROP DOWN LIST:
Showing filter options
and the possibility to
sort your result.
Show results button.

Choose desired
filter options and
clicks on "Show
results"

RESULT PAGE HOTELS FILTERED

EDITED HOTEL LIST:
Showing list of hotels
that corresponds to
your wishes.

RESULT PAGE HOTEL /ROOMS

LIST/INFO OF
THE HOTEL & ROOMS:
Showing key info and
images of the hotel and
rooms. Search result is
displayed on top and
can be edited. See all
rooms, add as favourite,
more details, book now.

Select
"More details"

INFO PAGE HOTEL /ROOMS

ABOUT THIS PROPERTY:
All info is displayed
through the sub menu
"At the property", "In
the room", "Key facts",
"Policys". Continue by
tapping "Book now" or
the "Back Arrow"

Tap "Book now"

INFO PAGE ROOM

ALL ROOMS:
Showing different
types of rooms with
images, key info and
price. Continue by
tapping "Book" or
the "Back Arrow"

Tap "Book" to
select your room

AMENITIES PAGE

ENHANCE YOUR STAY:
Showing different add
ons if you want to
choose something
special to your stay.
Or "Continue to Book"

Use
Add ons?   NO   Click the
"Continue"-
button

YES

Select desired
add ons by tapping
"Add Details"

AMENITIES PAGE

Showing an extended
list with more info to
select the amount with
"+ / -" and the button
"Add to my stay"

Select the amount
by tapping "+/-"
and click on
"Add to my stay"

AMENITIES PAGE

The page is reloaded
showing that it's
updated with an
"Added sign".
"Continue to Book"

BOOKING/PAYMENT

Secure booking info
with all steps of the
booking and payment
process. Step 1: Check
details. Scrolling to
step 2: "Your details"
and fill out the fields.

Input all required
fields and continue
scrolling
to step 3

Your details:
• Name
• Adress
• Phone
• Email
• Payment option:
  Card/PayPal

BOOKING/PAYMENT

Continue scrolling to:
"Payment details".

Contact-button.

"Confirm your booking"

Input all required
fields and tap
"Confirm your
booking"

Payment details:
• Name
• Card number
• Expiry date
• Security code

CONFIRMATION /PAYMENT

Display Step 4:
Booking completed.
Receipt and booking
info is sent to your
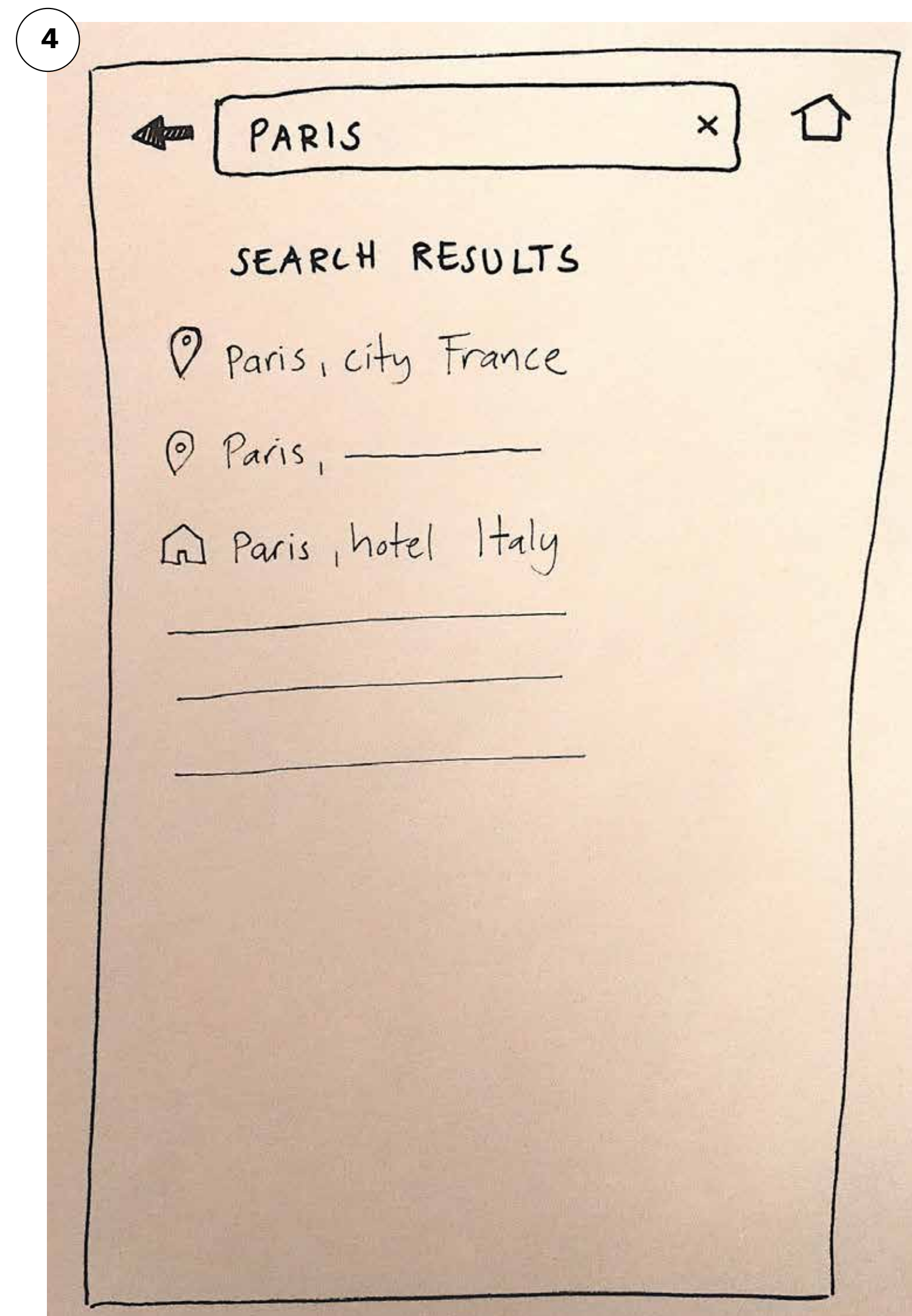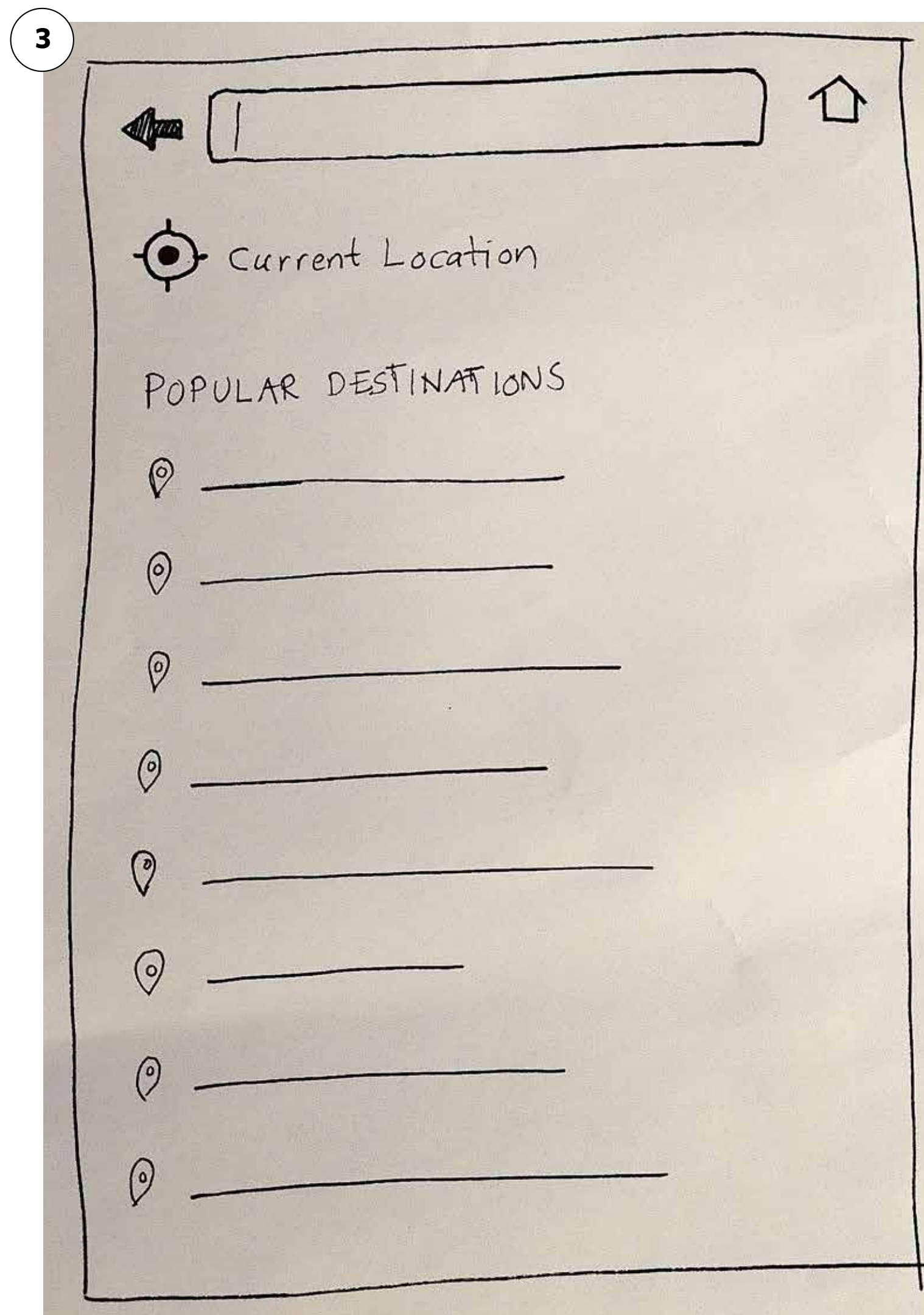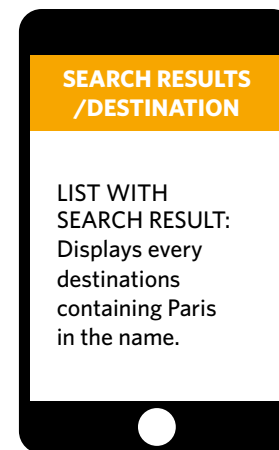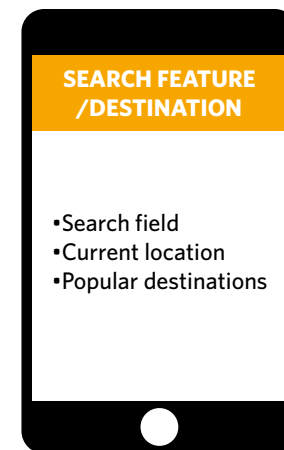email.
Thanks for booking
with Xxx.....

Interaction Design

The main goal of interaction design is to sketch the screens for the mobile app booking process.
It starts with the homepage and includes the booking summary.
(I will not show the option "Amenities page" from the Flow Diagram).

START PAGE

REWARD PAGE:
"Create account"
/ "Sign in" to
collect stamps and
get 1 reward night.
"SKIP"-button.

HOME PAGE

SEARCH FORM:
Destination
Date | Room

1

SKIP

LOGO

Rewards

| ★ | ★ | ★ | 4 | 5 | = | ★ |

| 6 | 7 | 8 | 9 | 10 |

Collect stamps and get
1 reward * night

* _____

SIGN IN

CREATE ACCOUNT

2

LOGO

DESTINATION

DATES | ROOMS
27 DEC – 31 DEC | 2 GUESTS, 1 ROOM

●—— ——● FILTERS

SEARCH

STAYS   REWARDS   FAVOURITE   SETTINGS

ACTIVE

3

Current Location

POPULAR DESTINATIONS

4

PARIS

SEARCH RESULTS

Paris, city France

Paris, ———

Paris, hotel Italy

SEARCH FEATURE /CALENDER

SELECT DATES: Calender automatically opens after selected location.

SEARCH FEATURE /CALENDER

SELECT DATES: The selected check-in and check-out is marked dark blue and the dates between are lighter blue .
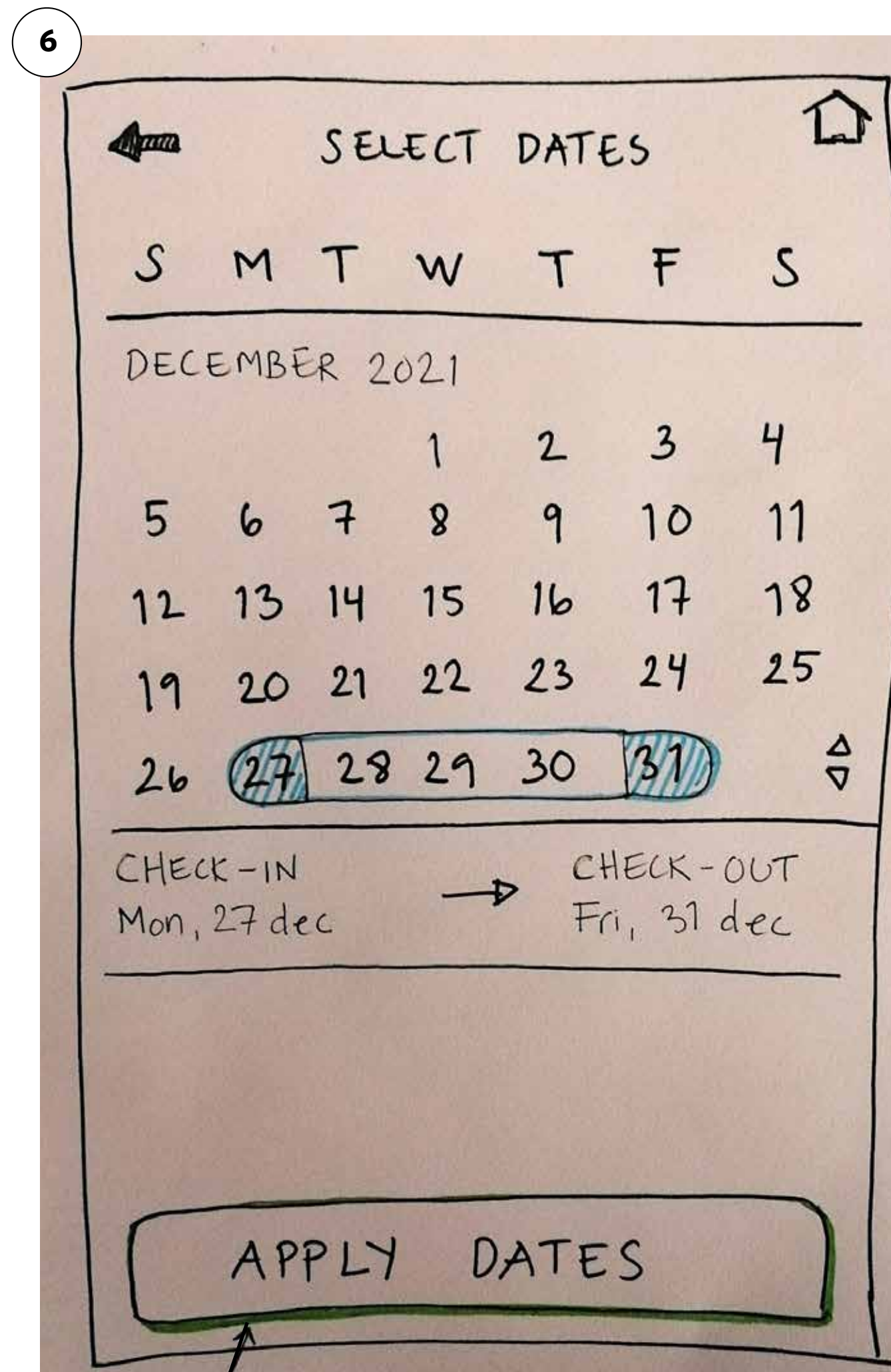
SEARCH FEATURE /ROOMS & GUESTS

SELECT ROOMS/GUESTS: Rooms and Guests automatically opens after tapping "Apply Dates". Default state is 2 guests and 1 room.

5
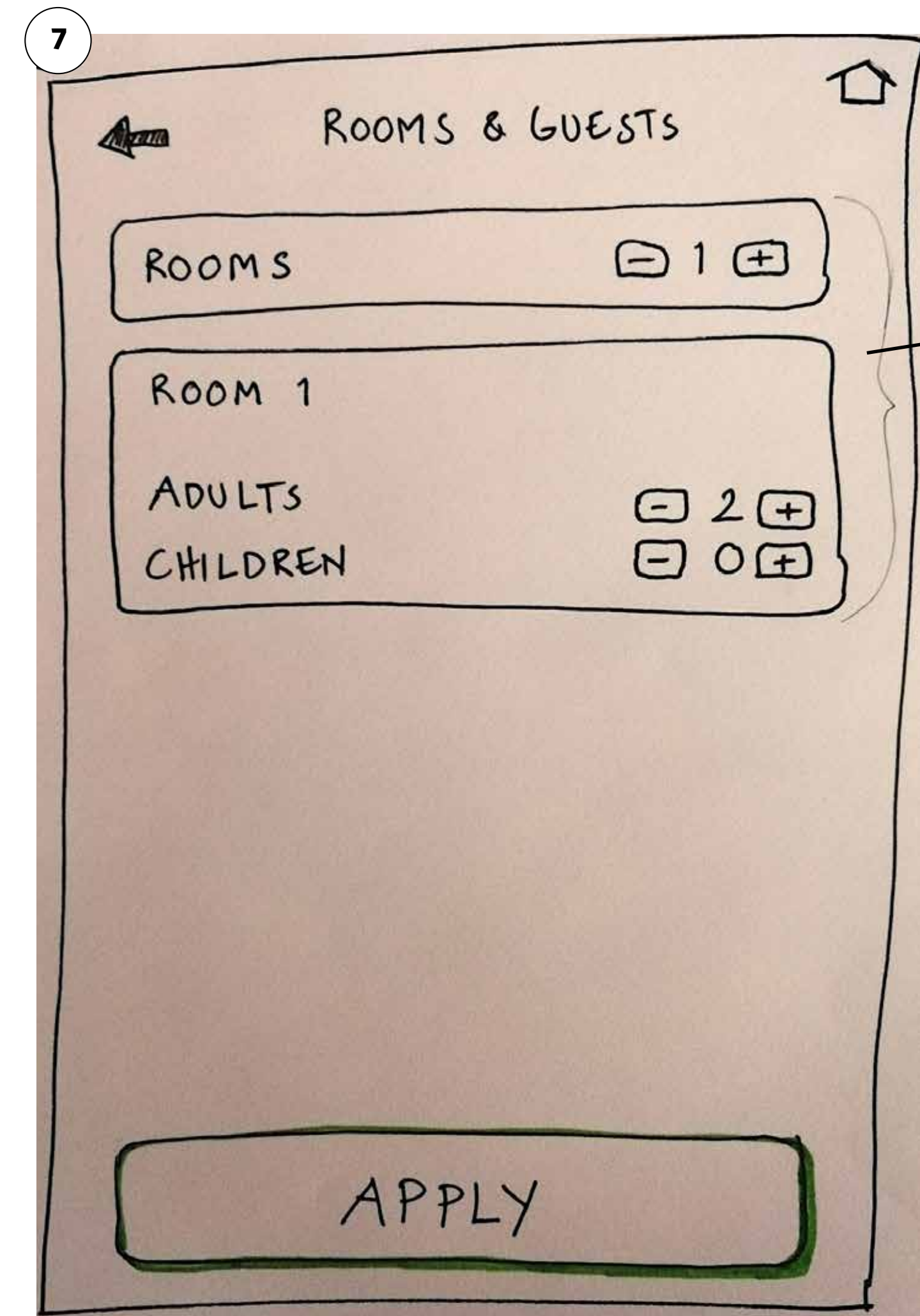
SELECT DATES

S M T W T F S

DECEMBER 2021

		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	(27)	28	29	30	31

SPIN FUNCTION

CHECK-IN
Mon, 27 dec → SELECT CHECK-OUT

TEXT CHANGES DEPENDING ON SELECTION

APPLY DATES

ACTIVATES WHEN BOTH CHECK-IN & CHECK-OUT ARE SELECTED

6

SELECT DATES

S M T W T F S

DECEMBER 2021

		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	(27)	28	29	30	31

CHECK-IN
Mon, 27 dec → CHECK-OUT
Fri, 31 dec

APPLY DATES

ACTIVATE

7

ROOMS & GUESTS

ROOMS   ⊖ 1 ⊕

ROOM 1

ADULTS   ⊖ 2 ⊕
CHILDREN   ⊖ 0 ⊕

DEFAULT SETTINGS

APPLY

RESULT PAGE HOTELS

LIST/INFO OF HOTELS:
Showing key info and
images of hotels.
Search result is
displayed on top and
can be edited.
Interactive "Map"
and "Sort & Filter"
at the bottom.

MAP PAGE

INTERACTIVE MAP:
Showing available
hotels in the desired
location.

MAP PAGE

Showing the selected
hotel with a picture
and key info as an
overlay on the map.

8

PARIS, FRANCE
27 DEC – 31 DEC
EDIT

HOTEL NOVOTEL
★ ★ ★ ★
9.8 EXCEPTIONAL

€ 795

🗺 MAP   ⚙ FILTERS

SELECTS MAP   OR   SELECTS FILTER

9

MY
HOTEL

OTHER
HOTELS
IN THIS
LOCATION

FILTERS

10

HOTEL NOVOTEL

€ 795
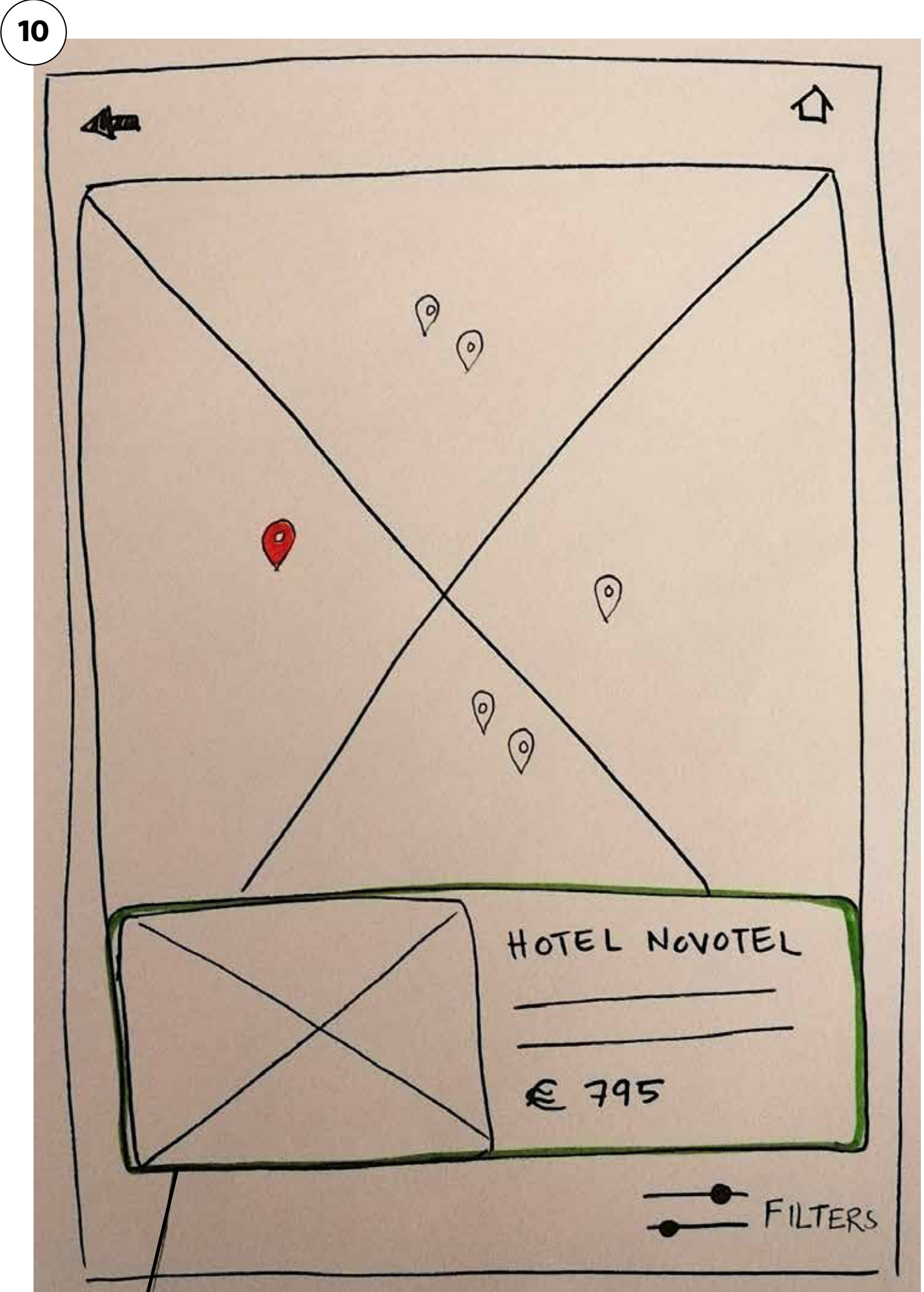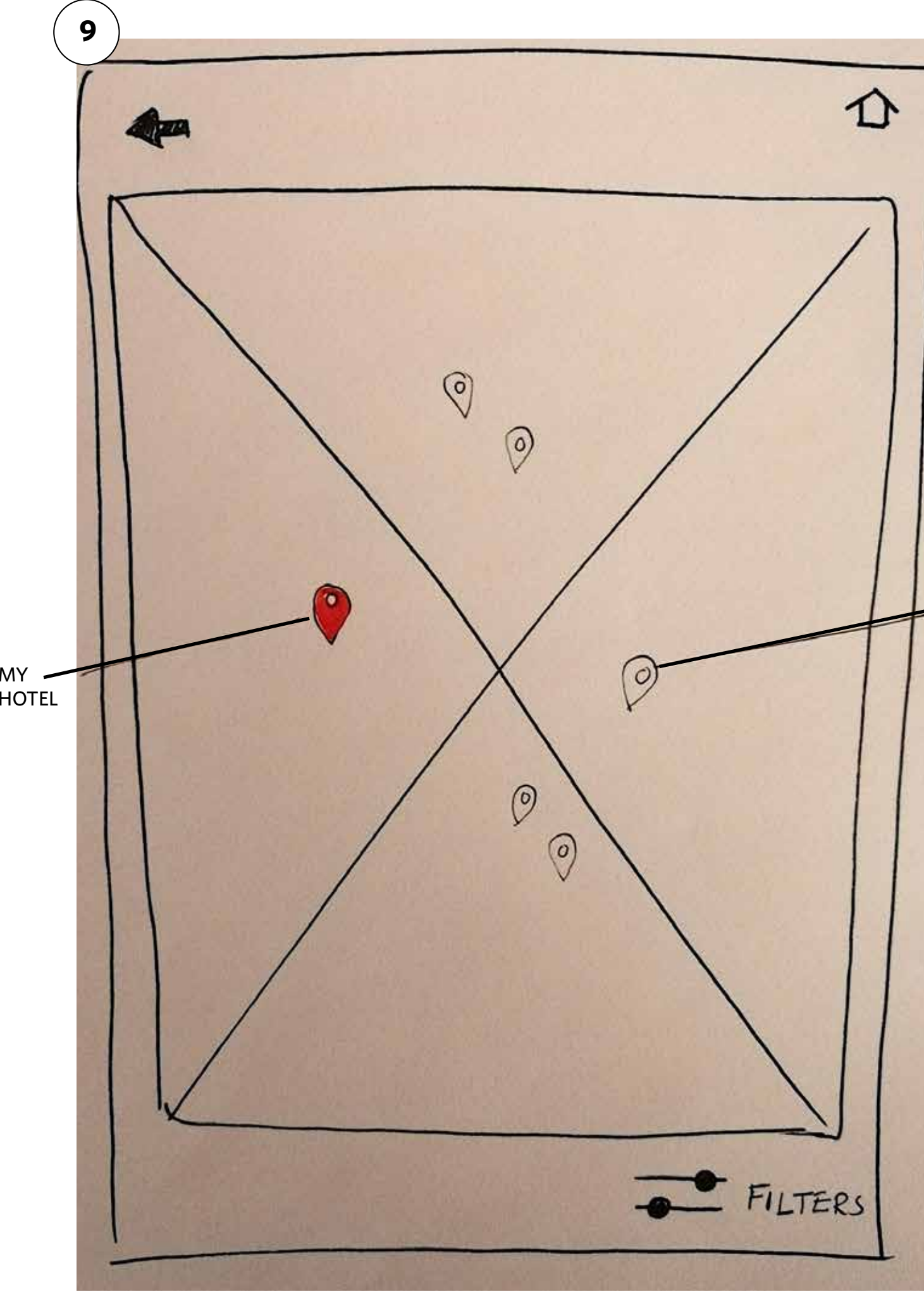
FILTERS

INFO OF THE SELECTED HOTEL FROM THE MAP

SEARCH FEATURE FILTERS/HOTEL PAGE

DROP DOWN LIST: Showing filter options and the possibility to sort your result. Show results button.

RESULT PAGE HOTELS FILTERED

EDITED HOTEL LIST: Showing list of hotels that corresponds to your wishes.

11

SORT & FILTER

SORT BY
◉ PRICE
○ RATINGS
○ DISTANCE
○ _____
○ _____

PRICE PER NIGHT

€ 10   € 5000

RATING

0⁺ 5⁺ 6⁺ 7⁺ 8⁺

HOTEL CLASS

SHOW RESULTS
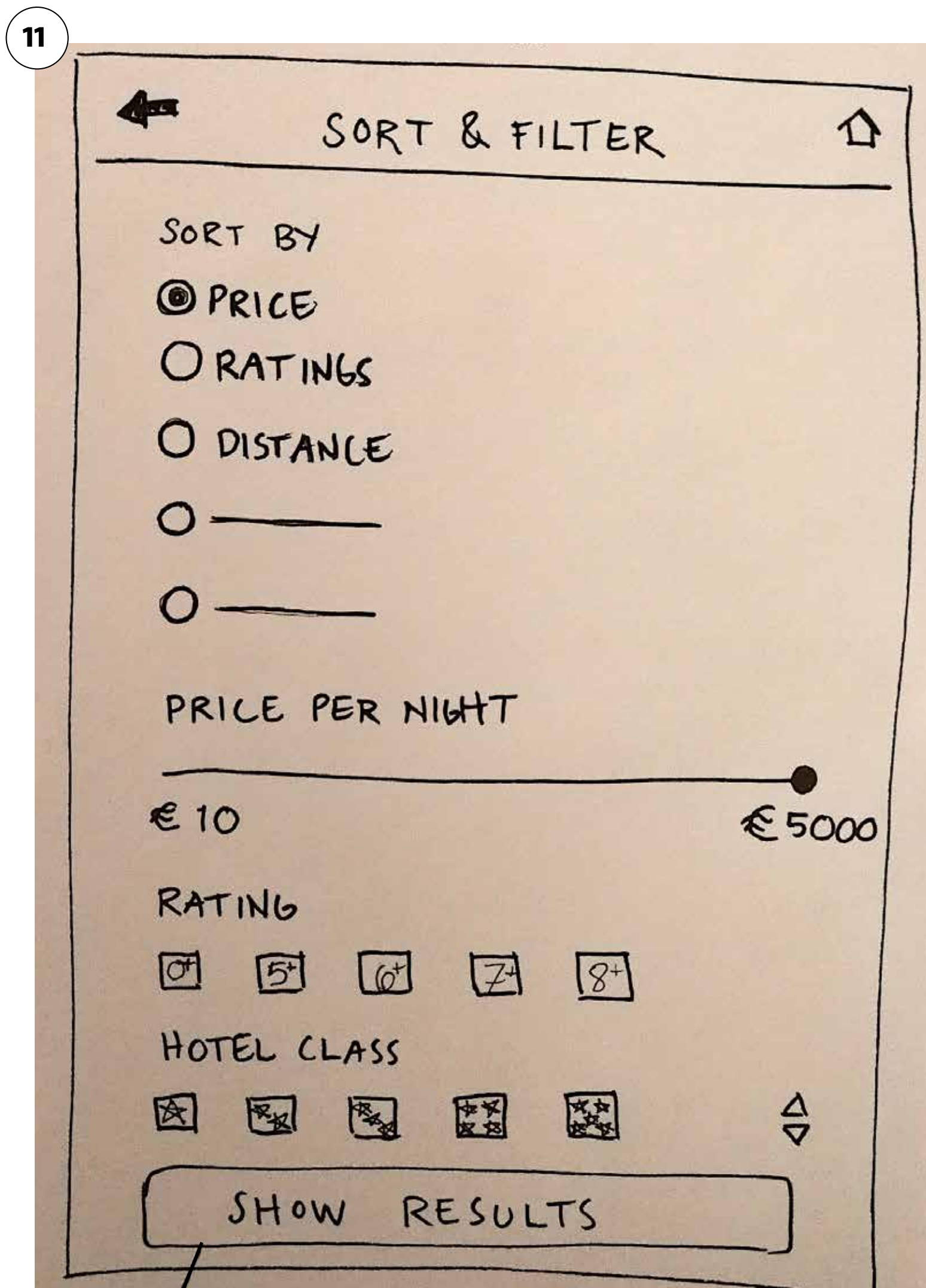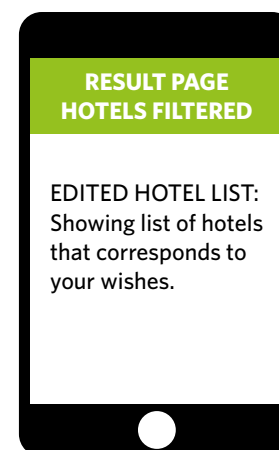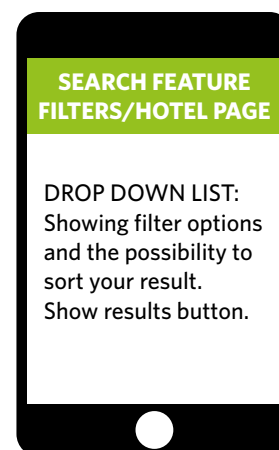
ACTIVATES WHEN SELECTING FILTERS

12

PARIS, FRANCE
27 DEC – 31 DEC   EDIT

MAP   FILTERS

UPDATED LIST OF HOTELS

RESULT PAGE HOTEL /ROOMS

LIST/INFO OF THE HOTEL & ROOMS: Showing key info and images of the hotel and rooms. Search result is displayed on top and can be edited. See all rooms, add as favourite, more details, book now.

INFO PAGE HOTEL /ROOMS

ABOUT THIS PROPERTY: All info is displayed through the sub menu "At the property", "In the room", "Key facts", "Policys". Continue by tapping "Book now" or the "Back Arrow"

INFO PAGE ROOM

ALL ROOMS: Showing different types of rooms with images, key info and price. Continue by tapping "Book" or the "Back Arrow"

13

PARIS, FRANCE
27 DEC → 31 DEC
EDIT

❤

HOTEL NOVOTEL   € 795

★★★★ 9.8 EXCEPTIONAL

MORE DETAILS

SELECT MORE DETAILS
OR
SELECT ROOM

SELECT ROOM

MAP   FILTERS

14

ABOUT THIS PROPERTY

THE HOTEL   THE ROOM   KEY FACTS

FOOD AND DRINK
• ___
• ___
• ___

THINGS TO DO
• ___
• ___
• ___

FACILITIES
• ___
• ___
• ___

€ 795   BOOK

15

PREMIUM ROOM

🛜 FREE WIFI
🛎 BREAKFAST
€ 795   BOOK

TWIN ROOM

🛜 FREE WIFI
🛎 BREAKFAST
€ 520   BOOK

CLASSIC ROOM

🛜 FREE WIFI
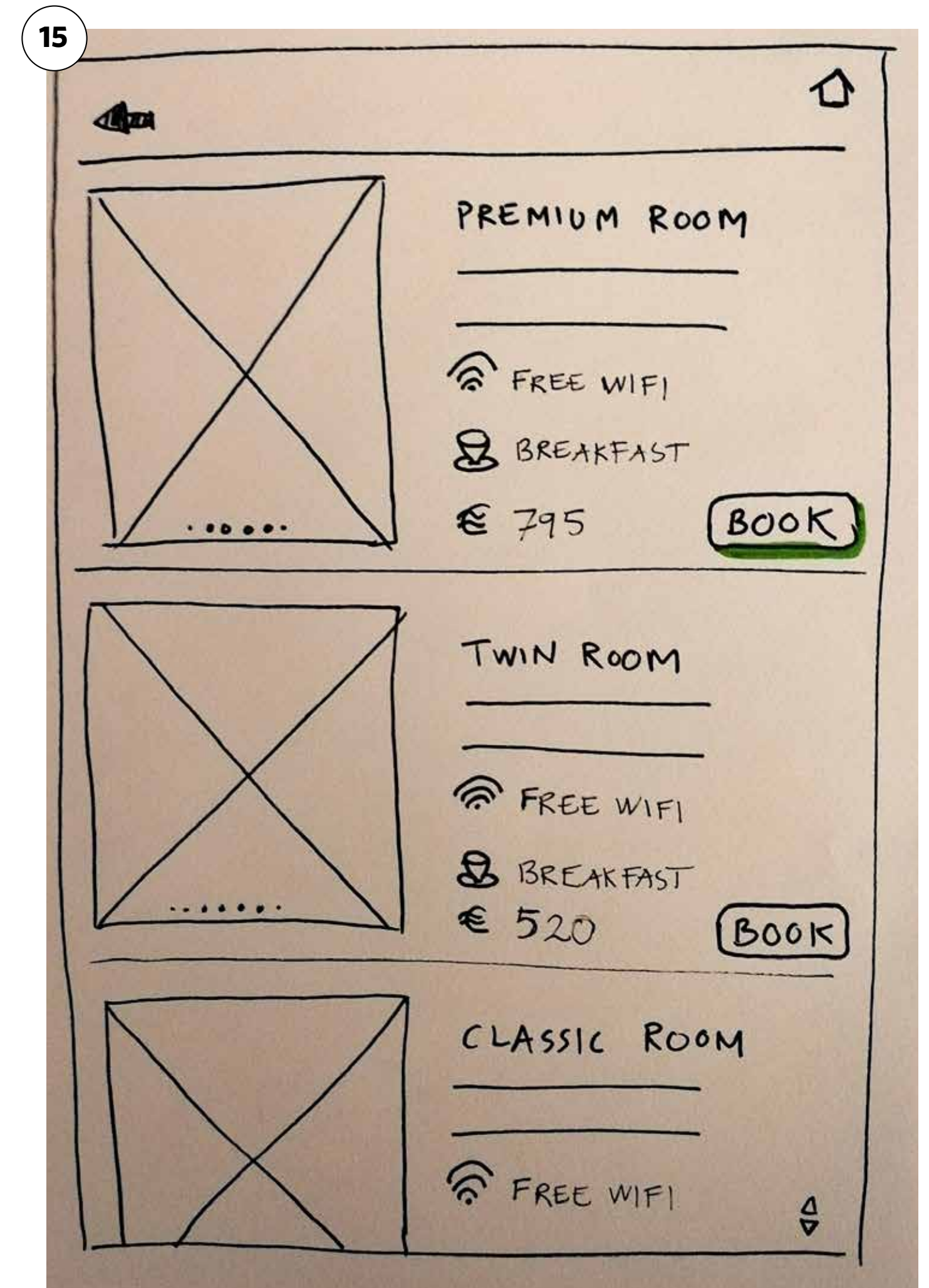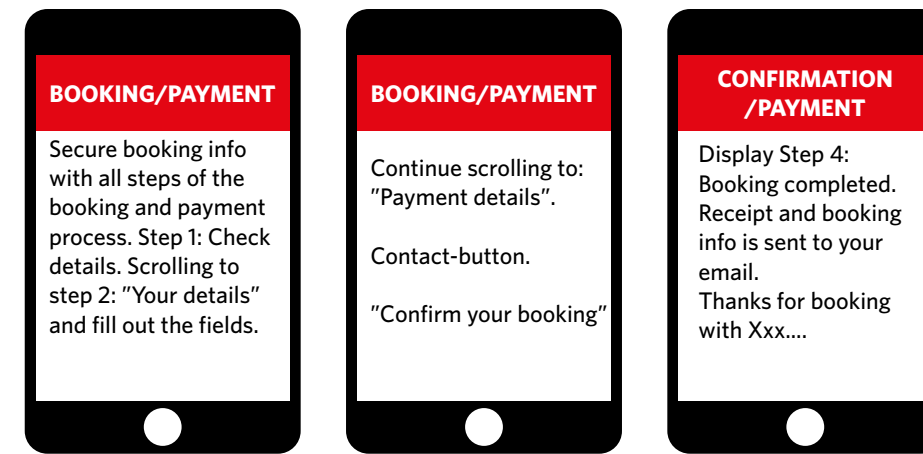
16

SECURE BOOKING

① — ② — ③ — ④

STEP 2 : YOUR DETAILS

NAME

EMAIL

MOBILE

STEP 1:
CHECK DETAILS

STEP 2:
YOUR DETAILS

STEP 3:
PAYMENT DETAILS

STEP 4:
CONFIRMATION

PERSONAL CONTACT

17

SECURE BOOKING

① — ② — ③ — ④

STEP 3: PAYMENT DETAILS

⦿ ▭ CREDIT / DEBIT CARD

◯ PAYPAL

▭ ▭ ▭ ▭

NAME

CARD NUMBER

EXPIRE DATE

MM / YY

SECURITY CODE

000 ⦸ CONFIRM BOOKING

DIFFERENT TYPES
OF CARD
WITH LOGO

18

① — ② — ③ — ④

STEP 4: BOOKING COMPLETED

✓

Thanks for booking
with Xxxxx

RECEIPT & BOOKING INFO IS SENT
TO YOUR EMAIL

Prototype for mobile

The main goal is to create a medium-fidelity prototype for my mobile hotel booking app.
The prototype contains enough detail and interactivity to test the high-level flow,
screen layouts, text, and basic interactions.

See my prototype under the menu: **"Hotel Booking App"**

Kristin Aronsson

Annotations for mobile

The main goal is to create annotations for my mobile hotel booking app
and define the extra details that developers need to build the product accurately.

See my annotations under the menu: **"Hotel Booking App"**