

Menu Hotel App/Website

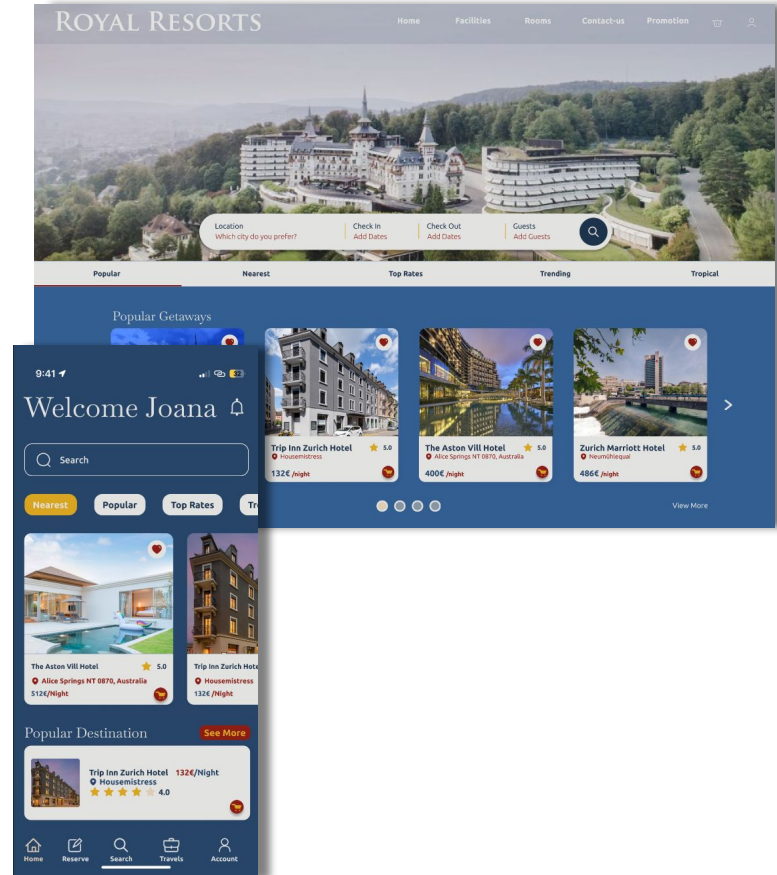
Jonas Valentim de Lima Gomes

Project overview



The product:

Royal Resorts is an app and website developed as part of a multimedia course. This platform was created for a group of hotels, offering users the ability to find and book rooms, as well as access various services associated with the hotels. This was a group project



Project overview



The problem:

Being able to book everything before the trip



The goal:

Design an app that helps user making reservations and booking the services needed

Project overview



My role:

UX/UI designer from conception to deliver.
Responsible for the components and for design consistency



Responsibilities:

Creating prototypes, using digital wireframes,
iterating designs and making components;

Understanding the user

- Personas
- User journey maps



"When everyone moves forward together, success happens on its own"

AGE 30
JOB TITLE Architect
STATUS Single
LOCATION Porto, Portugal

RESILIENT FUN
RESPONSIBLE CRITICISM

FAVORITE BRANDS



USER PERSONA

Joana Costa

ABOUT

Joana is an architect with many years of experience. Since she holds a prominent position in her company, she has to travel a lot for work. Because her time is limited during trips, she likes to book everything in advance. Her company provides a limited budget, so she needs to manage her expenses carefully. Often, her trips get canceled, so she looks for hotels that make the cancellation process easy.

GOALS

- Travel with comfort and at affordable prices.
- Being able to make cancellations easily.

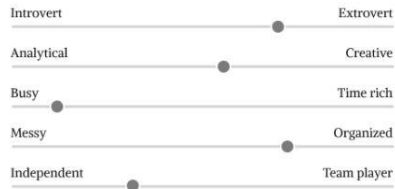
PAIN POINTS

- Many hotels do not allow bookings for their services in advance.
- Since I travel a lot for work, sometimes I have to cancel trips, and the process is difficult and costly.
- I usually don't get rewarded for staying at the same hotel multiple times a year.











NEEDS

- Being able to book everything before the trip (meals, spa, travel, etc.)
- The process of canceling a booking should be easy and free.
- Getting discounts for using the services frequently.











PERSONALITY



User journey map - App

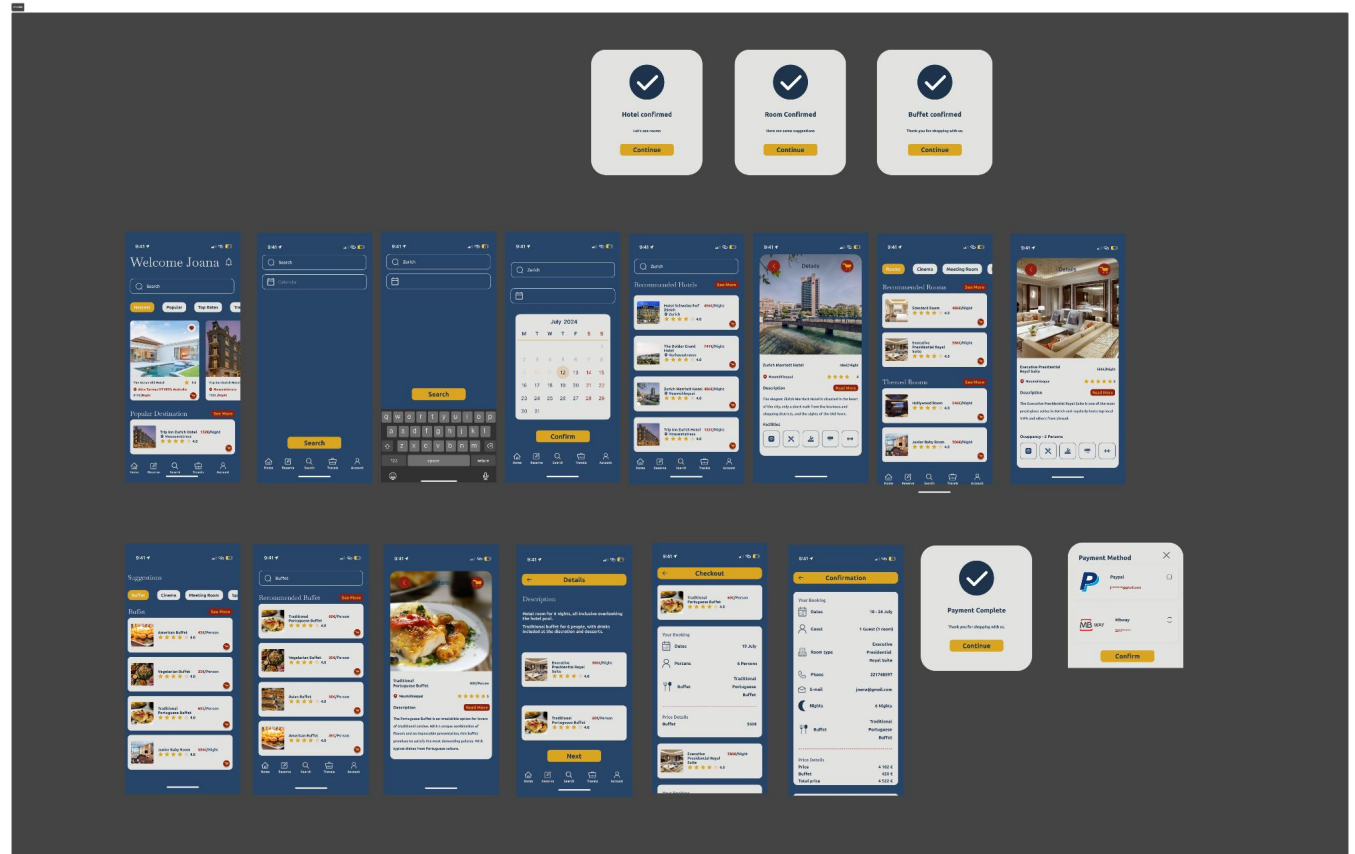
	Fase 1	Fase 2	Fase 3	Fase 4	Fase 5	Fase 6	Fase 7	Fase 8	Fase 8
DOING	Sheels at the cafe and receives a notification from her calendar about the trip she needs to book to Zurich. Takes her phone and opens the hotel group's app.	Searchs for hotels in Zurich.	Sees the details of each hotel and their advantages and disadvantages;	Chooses the room you want;	Books the room.	Adds meals to the reservation;	Continues with the reservation process, and the available discounts appear.	Proceeds with the payment and finalizes the reservation.	She receives confirmation of the reservation and earns member points.
THINKING	"I really have to book my next trip."	"I need the hotel to have a meeting room."	"I think I found the perfect hotel."	"This room has a spectacular view."	"Do I still have any discounts to use?"	"I almost forgot to schedule my meals."	"I knew that being a member of this hotel would bring me advantages."	"I no longer need to worry about the hotel."	"Then it's worth it to have scored quite a few points."
FEELING									
OPPORTUNITY	To be able to see the availability in various hotels.	To manage to book a meeting room with catering.	To have a filtering system for better search results.	A filter system for rooms and other hotel services;	To suggest services that she can add as extras.	Easily add services;	Have a membership system that offers exclusive discounts with points.	To be able to change/cancel the reservation;	Reservations and services earn member points.

User journey map - Desktop

	Fase 1	Fase 2	Fase 3	Fase 4	Fase 5	Fase 6	Fase 7	Fase 8	Fase 9	Fase 10
DOING	She is in the office and sees in her schedule that she needs to book a meeting room for 10 people at the hotel she had already reserved.	Opens the website and logs in.	Accesses her hotel room reservation.	Clicks on add services to the reservation;	A list of various extra services appears (spa, meeting room, meals, catering, etc.). Chooses the option for the meeting room and catering.	A list with several options for meeting rooms, she chooses the number of seats and the most suitable room.	She proceeds, and a list appears with several catering options; it states the number of people and mentions that one person is vegetarian.	Accesses a page that refers to all the information about the added services and requests confirmation. She reads everything and confirms.	She proceeds with the payment and finalizes the reservation.	She receives a reservation notification and earns member points.
THINKING	"I can't postpone it any longer, I have to book the meeting room."	"Let me log into my account and check the reservation."	"I will add the meeting room to my reservation."	"I can't forget about the catering."	"So many options, it's incredible."	"I need at least 10 places that are ready for presentations."	"I can't forget that Lucas is vegetarian."	"Let me see if I haven't forgotten anything."	"I don't think I've forgotten anything, I just really need to pay."	"More points, I love this."
FEELING										
OPPORTUNITY	To be able to add services to the reservation;	Ease of synchronization between mobile and desktop.	I can change the reservation.	Ease of customizing services;	Make the customer experience unforgettable.	Ways to visualize the layout of the room.	Could mention dietary restrictions	Can confirm if the order information is correct	Multiple payment methods and the possibility to save payment information.	Earn points by adding services;

App

View it [here](#)

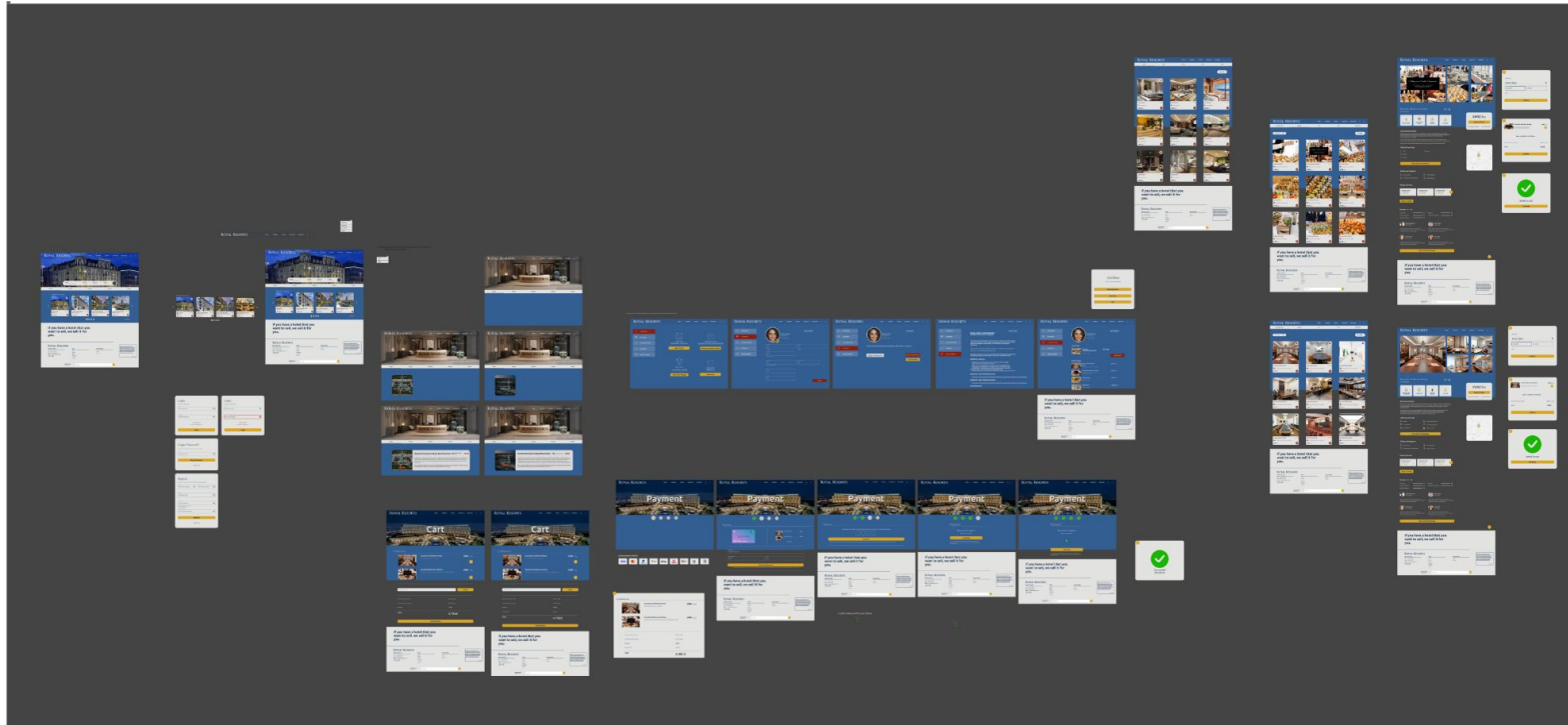


Website



Website

View it [here](#)



Going forward

- Takeaways
- Next steps

Takeaways



What I learned:

With this project, I got a better grasp at components, I understood better the use of color and learned how to do animations. I also had a best understanding on how to work as a team.

Next steps

1

Conduct more usability studies to determine if the pain points were addressed and fixed

2

Revise the project and make more research to improve my work

3

Improve the app

Let's connect!



Thank you for your time on reviewing this project. If you want to enter in contact with me find me on:

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