

HotelRate Data Interaction Overview

Concept Overview

I began this project by conceptualizing the pathways through the full website for HotelRate. There is a public-facing side and a secure side to the site. The public-facing side is to capture a new user base (secondary audience) and to support the existing user. As in the project statement, the primary user – a hotel owner or hotel manager or similar – will want to find out (1) how bad their hotel rated and (2) how to prepare for the next review. The second item can be covered in the content of the FAQ since many of the user-base and secondary audience and the content of the public-facing side can reiterate this concern and direct users to the correct response.

The secure side will give the primary user access to review their current review(s) and past reviews, if they exist. It was assumed that primary users would (1) already have an account and be provided a username and password to log in to the secure side of the website, and (2) primary users would receive an email notification that a review had been made with a direct link to log in from that email. Additional assumptions were made in this report, which are listed at the top of the Information Architecture. Within the secure side of the site, primary users will be able to navigate to the public-facing content, but remain logged in to their active session to get back to the review data without having to log back in.

As noted in the project description, the data has potential to be massive for these 5 diamond infraction reviews. The table system for the data will be built in to be displayed by infraction order (1 through #####) by default. The user can then click on the header name of the table to view results:

- Order by Severity (highest to lowest, or lowest to highest)
- Order by Room (room number ascending or descending)
- Order by Rule (rule number ascending or descending)
- Order by Location (location in a room alphabetical or reverse)
- Order by Category (rule category alphabetical or reverse)

Users will also have the ability to determine how many results the user can view on a page at a time (10, 25, 50, 100, #####).

The filtering system will allow users to drill down into multiple options to refine the results. This option will give the user the ability to see all of the 1 level severity items to try to work on those before the next review, or see where Cleanliness is an issue and ratify those issues, or limit to Rooms where the infractions took place to review staff who are in charge of those rooms. The Version 1 prototype does not reflect this, but multiple filters will be able to be used at once to drill down in to the most refined output.

The final product will want to avoid a zero-output option, meaning that, if a user drills down so far into the data that there are no results, the system will not allow for a zero result. Options to avoid this would be to start to limit (gray-out) filters when less topics become available, or when a zero-point has been reached, the system can suggest different options (e.g. "Would you prefer to remove XXX?").

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Design Process

My first step in this process was to take pencil to paper to create a rough flow chart of the site so I could visualize the entirety of this project. This allowed me to envision the front end (aesthetics and layout) and back end (database) needs. From the sketch, I created a refined Version 2 of the IA (next page).

This revision allowed me to further refine the outcome of the design. From the Information Architecture V2, I began pencil sketches of the site (visuals) and interactions. Since this document is limited to three pages, I have created a PDF of my sketches for review available here:

http://www.ryangwilson.com/_images/pdf/rgwilson_crossover_sketches.pdf. My sketches informed the wireframe layout, created in Illustrator. Some aspects from a royalty free wireframe kit were used, but the layout and a majority of the assets used were my creation.

From the initial wireframes, I created an InVision prototype to simulate the user experience/interaction for the HotelRate website. This interaction caused for further refinement of the wireframes and brought to my attention some of the overlooked necessary interactions.

InVision allowed for me to quickly mock up an interactive piece to show the intended flow through this project. The (rapid) prototype can be found online here:

<https://invis.io/PQ6SZXF5M>

Information Architecture

Please see the next page for the second version of the Information Architecture for this project. The IA was created in Illustrator and reflects the flow through both the user-side and the database side of the final application.

Thank You

Thank you for giving me the opportunity to work through this project. I enjoyed every step of the design process. I am very interested in all aspects of UX design and I hope to hear from you soon about this opportunity. Please feel free to reach out to me with any questions or comments, email:

design@ryangwilson.com or by cell: 312-208-9784.

HotelRate - Information Architecture, V2

Target User Group

Hotel Managers

Assumptions

- 1 Managers are provided an account (UN/pass)
- 2 Users will be notified of infractions by email
- 3 The infraction list will be several pages long, there will be control for X number of infractions per page
- 4 Some hotels will have prior/past reviews
- 5 Past reviews will have the same filtering functionality as current infraction reviews

Front End Arch.

PUBLIC

- Landing page
- About page
- FAQ
- Pricing
- Rating Overview
 - Category info
 - Severity info
- Login
- Current Review
- Prior Reviews
 - Filtering

SECURE

Back End Arch.

Content DB

- About
- FAQ
- Pricing
- Categories
- Severity

Review DB

- Past reviews
- Current review
 - DB layout: issue#, rule#, category, room#, location, severity, notes

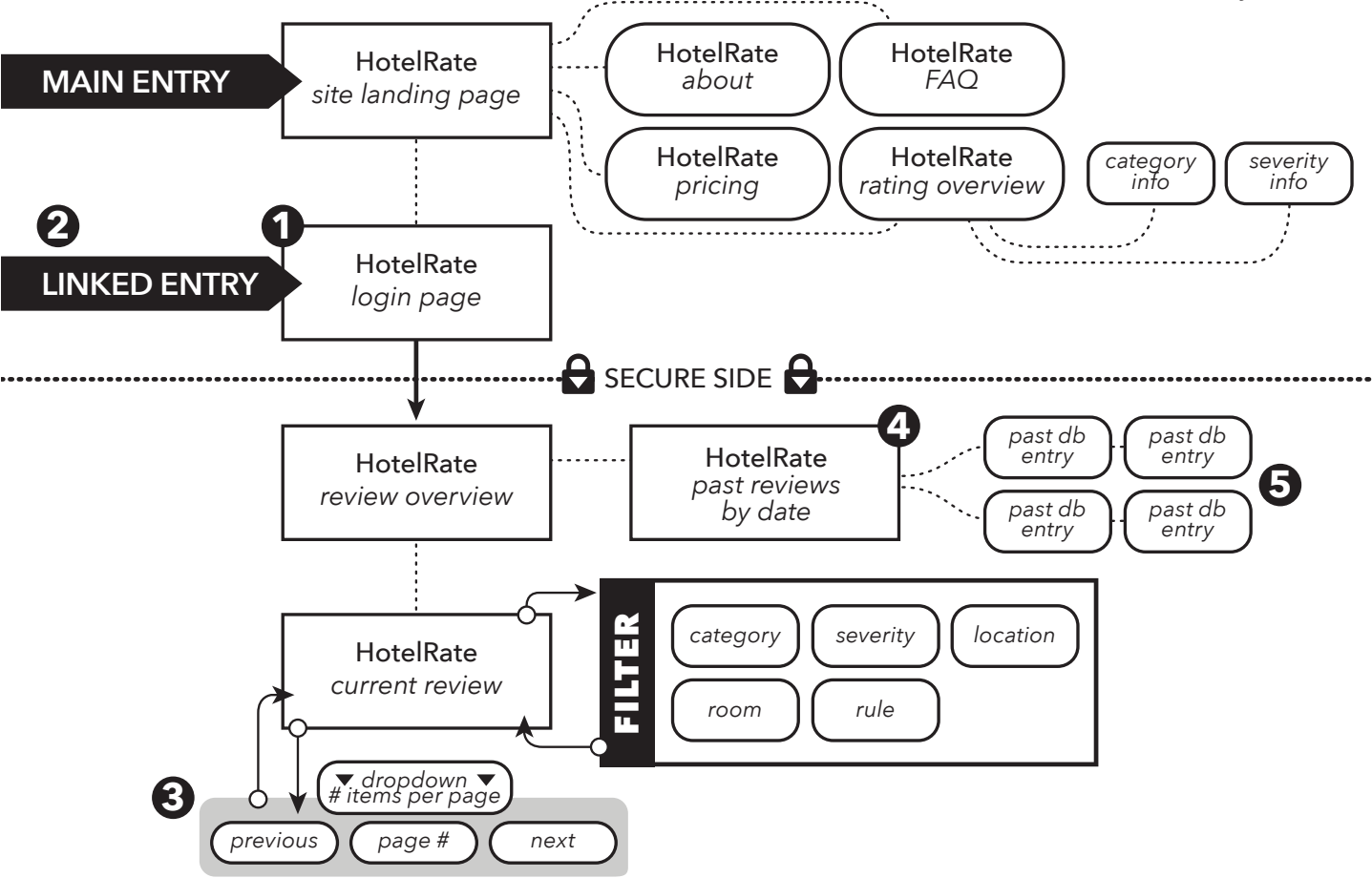


TABLE LISTING CONCEPT

ISSUE#	RULE#	CATEGORY	ROOM#	LOCATION	SEVERITY
1	435	Cleanliness	310	Desk	4 ◊ ◊ ◊ ◊
2	435	Cleanliness	310	End Table	2 ◊ ◊
3	435	Cleanliness	310	Night Stand	3 ◊ ◊ ◊

HOTELRATE - 1A - V1

USER - HOTEL MANAGERS

FRONTEND

BACKEND

LOGIN

REVIEW

FAQ

CATEGORIES

SEVERITY

PRIOR REVIEWS

DATABASE W/:

- PAST REVIEWS

- CURRENT REVIEWS

Rv

COMPANY CONTENT DB/

- FAQ

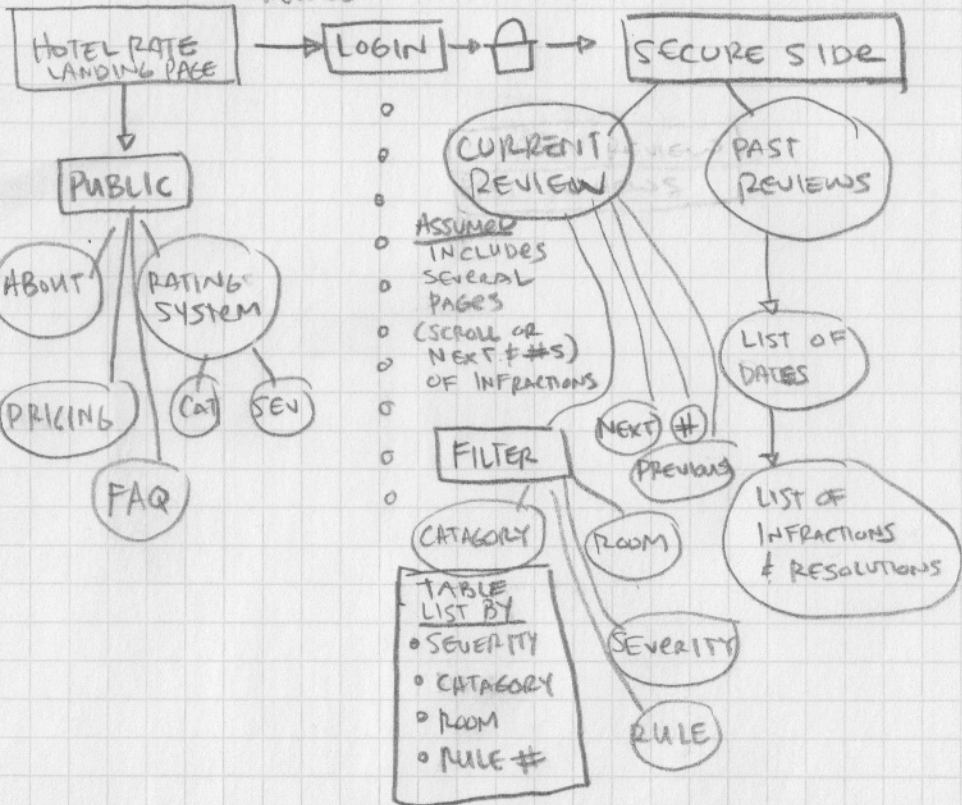
- CATEGORY LIST

- SEVERITY LIST

LIKERT &

ASSUMED
MANAGERS
HAVE A LOGIN/
PASSWORD/
ACCOUNT
CREATED

ASSUMED
THAT SOME
HOTELS WILL
HAVE PRIOR
REVIEWS



ISSUE #	RULE #	CATEGORY	ROOM #	LOCATION	SEVERITY
1	435	CLEANLINESS	310	DESK	0000
2	435	CLEANLINESS	310	END TABLE	00
3	435	CLEANLINESS	310	NIGHT STANT	00000
4					
...					

PUBLIC LANDING PG. (BASIC PUBLIC FACING DESIGN)

LOGIN DROPDOWN - LOGIN IN PLACE -

FOOTER CONCEPT

LOGO [X] m m m m m

Hero slider w/ CLEAN HOTEL IMAGES / CLASSY GUESTS

HEADER

SUBHEADER

SIGN UP

EXISTING GUEST

LOGIN

1

2

CONTENT PROPOSAL
[USE POSITIVE LANGUAGE ON PUBLIC-FACING SITE. PROMOTE THE POSITIVES OF REGULAR REVIEWS.]

LOGIN PAGE

LOGO [X] m m m m m

HEADER

SUBHEADER

UN

PW

VIEW RESULTS

NEED AN ACCOUNT?

SIGN UP

3

SECURE SIDE

LOGO [X] m m m m m

WELCOME *NAME*, *HOTEL*

CURRENT REVIEW

MARCH 30, 2016 - FORD, MI LOCATION

PAST REVIEWS

SEPTEMBER 30, 2015 - AMES, IA LOCATION

SIGN UP REMOVED / 'LOG OUT' REPLACES 'LOG IN'

PUBLIC LINKS - TAKES USER TO PAGE W/ SUPER HEADER REMOVED (JUST 'LOG OUT')

SIDE BAR COULD BE ELIMINATED OR FOCUS ON UPGRADING EXISTING USERS TO A HIGHER PLAN OR EXTRA REVIEWS, ETC. - UP TO SALES TEAM

IF AVAILABLE, SHOW MULTIPLE ENTRIES

060 ☒

~~Down~~

PRINT

[illegible]

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PRINT

PRINT
SUMMARY PARAGRAPH, ETC.
IN FINAL DESIGN FOR FILTER AREA

PRIMARY PARAGRAPH, ETC.
MORE SPACE IN FINAL DESIGN FOR FILTER AREA

ITEMS CAN BE SORTED BY COLUMN

FILTER (Horizontal) Show/Hide

POPULATED
BY 1-5

RULE

CATECHOLYL

Recom

location

SEYER 14

POPULATED BY
ONLY RULES
IN INFRACTION

POPULATED BY
CATEGORIES
IN INFRACT

POPULATED BY
ONLY RULES
IN INFRACTION


POPULATED
BY AREAS IN
ROOMS THAT
EARNED INFRACTIONS

MOBILE CONSIDERATIONS

SIGN IN / LOGIN ^①

106047

LOGO ☒

LOGO  ≡

HEADER

* HOTEL NAME *

* DATE *

* LOCATION * SUMMARY

SUMMARY OVERVIEW
CONTENT # OF
IN FRACTIONS, %
OF SEVERITY, ETC,
FOR FULL DATA,
VIEW ON DESKTOP DEVICE
OR EMAIL PRINT PDF

Руби

② - Footer
US 12 LINE

SECURE

SEVERITY OPTIONS
CAN BE RADIO BTNS -
AS WELL DEPENDING
ON WHAT TESTS
BETTER W/ USERS

INFRACTION LISTINGS WILL BE TOO NUMEROUS FOR MOBILE REVIEW - CONSIDER A "MOBILE SUMMARY" OPTION