UX Design Diploma: Project 7

Flow Diagram

Hotel Track

Desktop



By Kathryn Wheeler

Objective

- In this exercise you'll take the customer journey map you developed in the previous project and attempt to start solving the problem. You will determine the high-level booking flow for your website or app along the 'ideal' or 'happy' path.

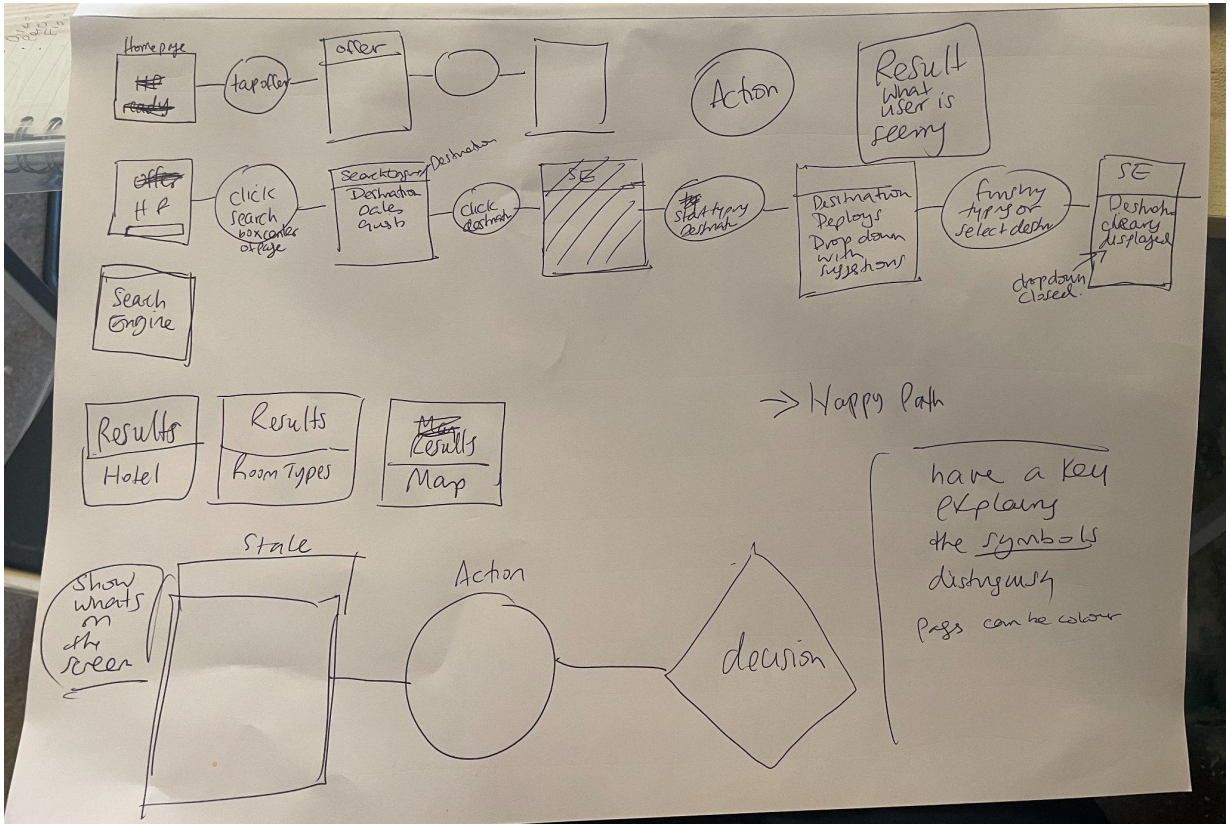
Tasks

- ❑ **Review your customer journey map and affinity diagram.** *Your flow should address the problems outlined in your customer journey map and affinity diagram, so start by reviewing the issues they uncovered.*

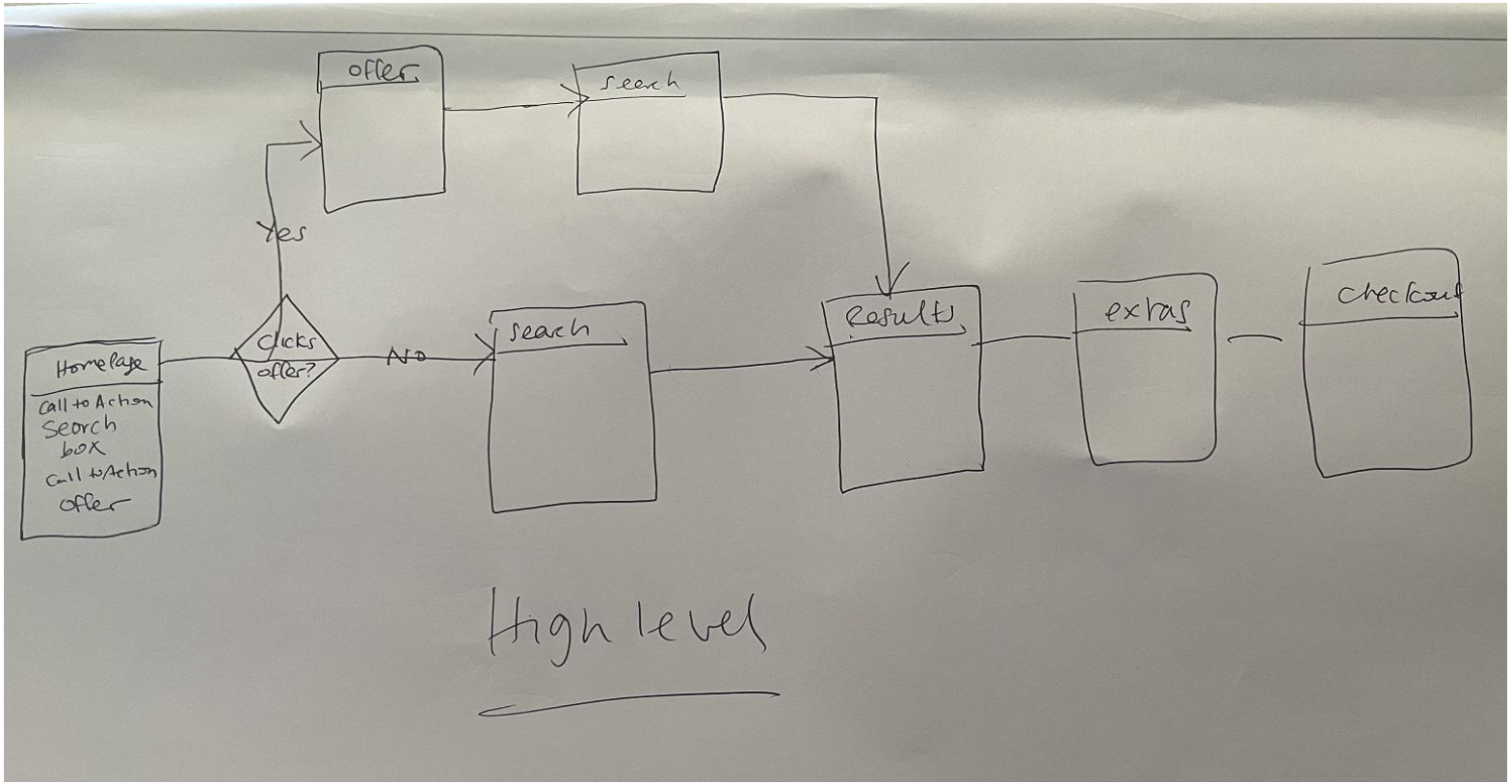
- ❑ **Sketch out the user flow.** *Using pen and paper, sketch the ideal user flow, from the homepage to the booking summary screen. This is the minimum requirement but you can go further if you wish.*

- ❑ **Recreate the flow in a digital tool.** *Use a tool like Miro, Figjam or Draw.io to design the flow digitally.*

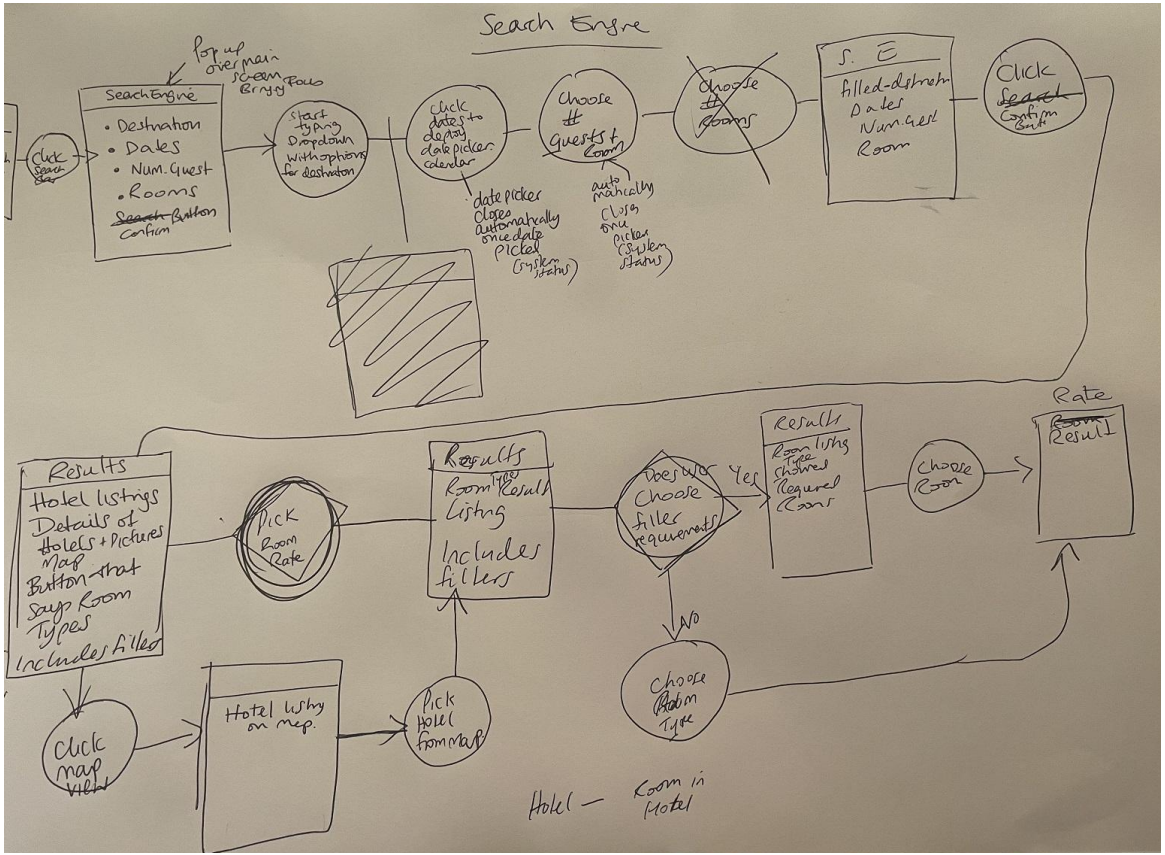
Process


Homepage
tap offer
offer
Action
Result
what user is seeing
click search box enter dest
click destination
SE
Destination Deploys Drop down with suggestions
funny typing or select destn
SE
Deshoth clearly displayed
dropdown closed
Search Engine
Results
Hotel
Results
Room Types
Results
Map
Happy Path
have a key explaining the symbols distinguish
Pages can be colour
State
Show whats on the screen
Action
decision

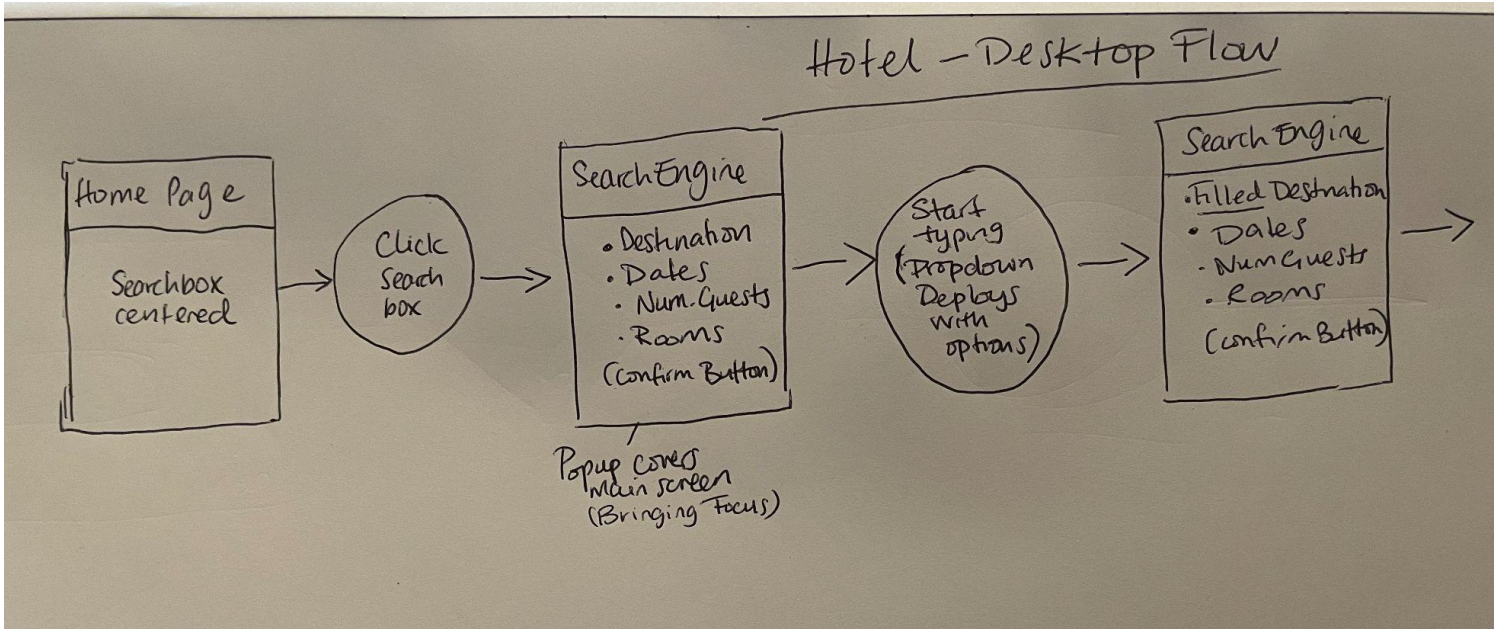
Process


offer
search
Yes
Homepage
Call to Action
Search box
Call to Action
offer
clicks offer?
No
search
Results
extras
checkout
High level

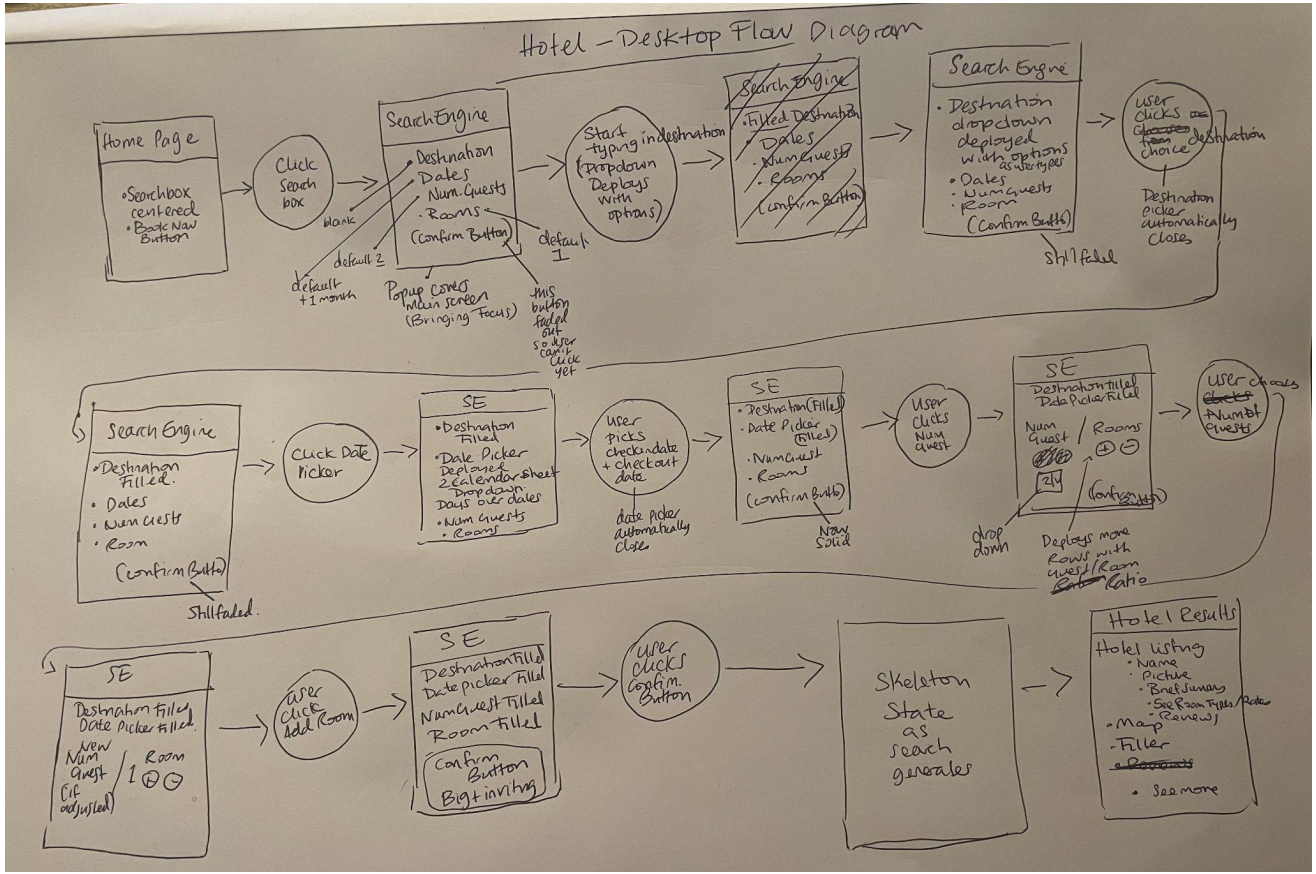
Process


Search Engine
Search Engine
• Destination
• Dates
• Num. Guest
• Rooms
Search Button
Confirm
Start typing Dropdown with options for destination
Click dates to display date picker calendar
date picker closes automatically once date picked
Choose # Guests & Room
auto matically closes once picker is given dates
Choose # Rooms
S. E
filled-dstnation
Dates
Num. Guest
Room
Click Search Confirm
Results
Hotel listings
Details of Hotels + Pictures
Map
Button that says Room Types
Includes filled
Pick Room Rate
Results
Room Type Result
Listing
Includes fillers
Does user Choose filler requirements
Yes
No
Results
Room listing Types showed Required Room
Choose Room
Rate
Room Result
Click map
Hotel listing on map
Pick hotel from map
Choose Room Type
Hotel — Room in Hotel

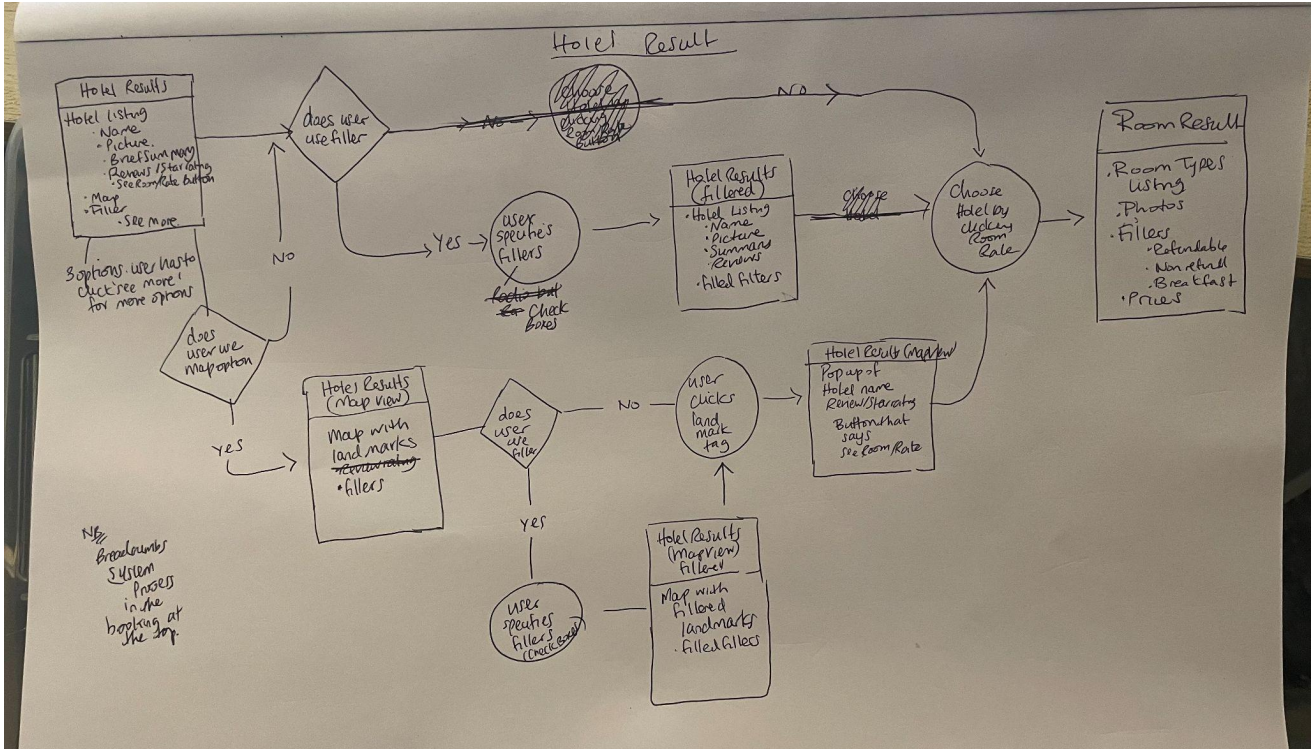
Process


Hotel – Desktop Flow
Home Page
Searchbox centered
Click Search box
Search Engine
• Destination
• Dates
• Num. Guests
• Rooms
(Confirm Button)
Popup covers Main screen (Bringing Focus)
Start typing (Dropdown Deploys with options)
Search Engine
• Filled Destination
• Dates
• Num Guests
• Rooms
(Confirm Button)

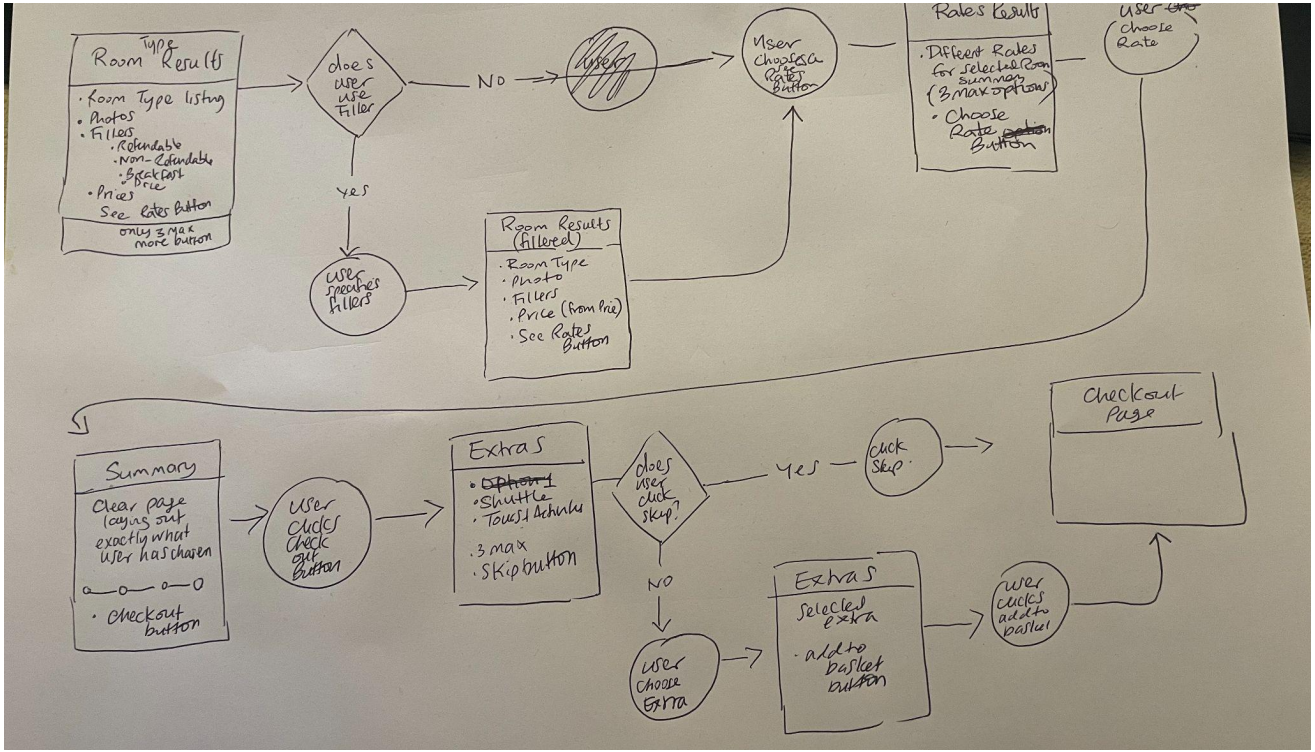
Process


Hotel – Desktop Flow Diagram
Home Page
Search Engine
Destination
Dates
Num Guests
Rooms
(Confirm Button)
Click Search box
Start typing in destination
(Dropdown Deploys with options)
Search Engine
Filled Destination
Dates
Num Guests
Rooms
(Confirm Button)
Search Engine
Destination dropdown deployed with options
Dates
Num Guests
Room
(Confirm Button)
user clicks destination from choice
Destination picker automatically closes
Still faded
default 1
default 2
default +1 month
Popup covers main screen (Bringing Focus)
this button faded out so user can't click yet
Search Engine
Destination Filled
Dates
Num Guests
Room
(Confirm Button)
Still faded
Click Date Picker
SE
Destination Filled
Date Picker Deployed 2 calendar sheet Dropdown Days over dates
Num Guests
Rooms
User Picks checkin date + checkout date
date picker automatically close
SE
Destination Filled
Date Picker (Filled)
Num Guest
Rooms
(Confirm Button)
Now Solid
User Clicks Num Guest
SE
Destination Filled
Date Picker Filled
Num Guest
Rooms
drop down
Deploys more Rows with guest/Room Ratio
User chooses Num of Guests
SE
Destination Filled
Date Picker Filled
New Num Guest (if adjusted)
Room
1
User Click Add Room
SE
Destination Filled
Date Picker Filled
Num Guest Filled
Room Filled
Confirm Button
Bigt inviting
User clicks Confirm Button
Skeleton State as search generates
Hotel Results
Hotel listing
Name
Picture
Brief Summary
See Room Types Rate (Reviews)
Map
Filter
See more

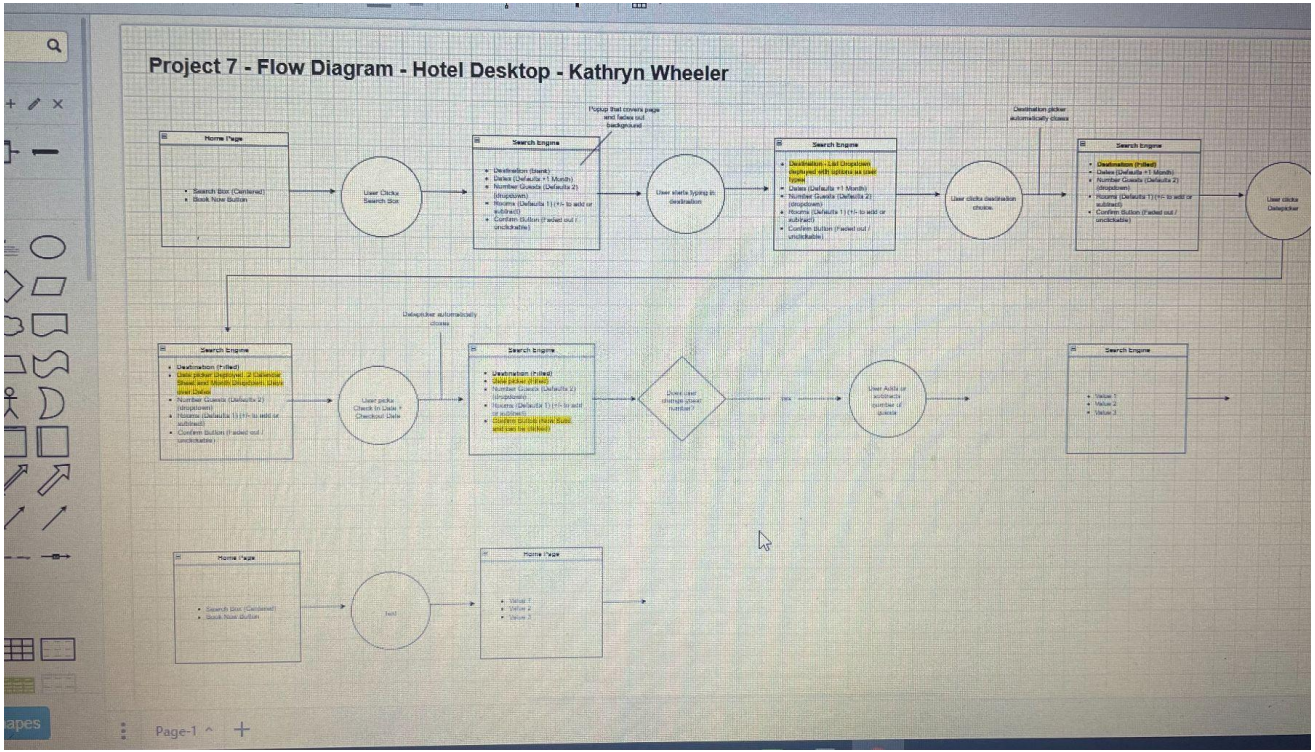
Process


Hotel Result
Hotel Results
Hotel Listing
Name
Picture
Brief Summary
Reviews / Star rating
See Room Rate button
Map
Filter
See more
does user use filter
No
Yes
user specifies filters
Hotel Results (Filtered)
Hotel Listing
Name
Picture
Summary
Reviews
Filled filters
Choose Hotel by clicking Room Rate
Room Result
Room Types listing
Photos
Filters
Refundable
Non refund
Breakfast
Prices
3 options. User has to click see more for more options
does user use map option
Hotel Results (Map view)
Map with landmarks
filters
does user use filter
User clicks landmark tag
Hotel Result (Map View)
Pop up of Hotel name Reviews/Star rating
Button that says See Room Rate
User specifies filters (Check Boxes)
Hotel Results (Map View) Filtered
Map with filtered landmarks
Filled filters
Breadcrumbs System Proses in the booking at the top.

Process


Room Type Results
Room Type listing
Photos
Filters
Refundable
Non-Refundable
Breakfast
Price
Prices
See Rates Button
only 3 max more button
does user use Filter
No
Yes
User chooses a Rate Button
Rates Results
Different Rates for selected Room summary (3 max options)
Choose Rate Button
User Choose Rate
User specifies filters
Room Results (filtered)
Room Type
Photo
Filters
Price (from Price)
See Rates Button
Summary
Clear page laying out exactly what user has chosen
checkout button
User clicks check out button
Extras
Option 1
Shuttle
Tours / Activities
3 max
Skip button
does user click skip?
Yes
click Skip
Checkout Page
No
User choose Extra
Extras
Selected extra
add to basket button
User clicks add to basket

Process


Project 7 - Flow Diagram - Hotel Desktop - Kathryn Wheeler
Home Page
Search Engine
Page-1

Link

Flow Diagram - Click here