Optimisation of booking page on basis of The Albany website

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Abstract

The study will take as its starting point the steps to optimise room bookings, with the aim of gaining more positive feedback from users and helping the company to better refine the design of its web terminals. At its core, the aim is to improve the booking interface in a way that will engage users and thus lead to increased revenue.
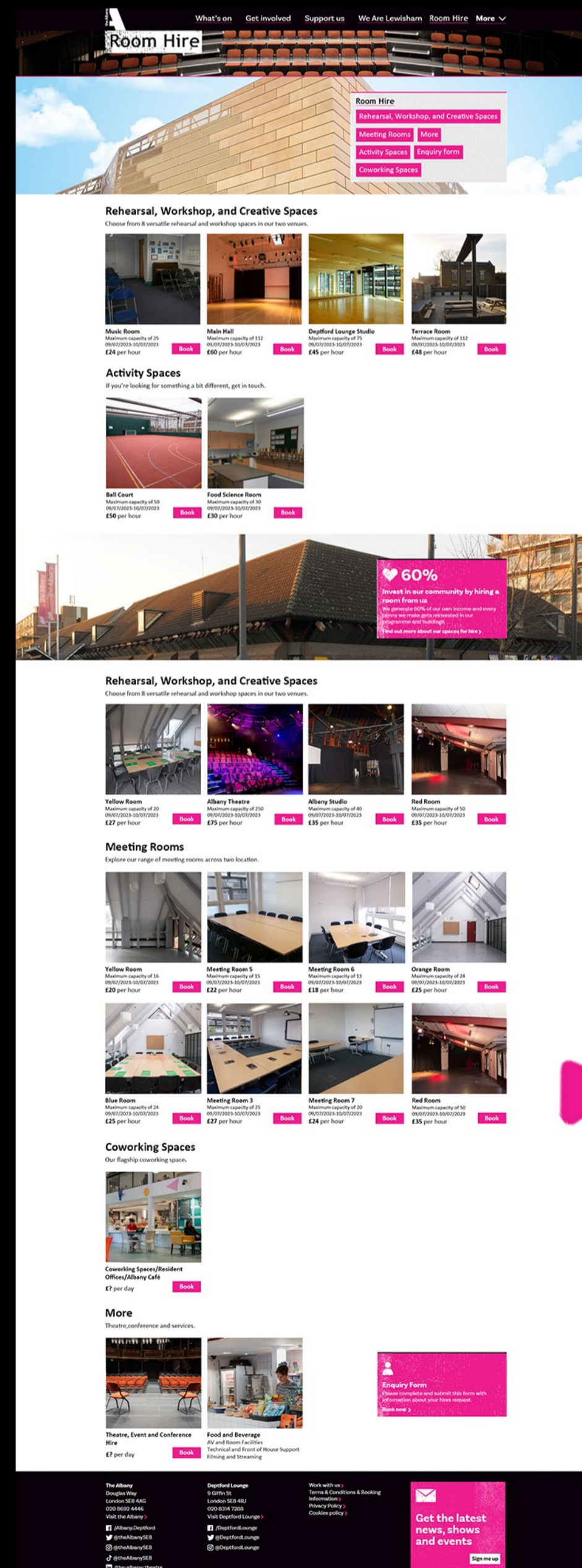
Design

Before: **4** steps


&
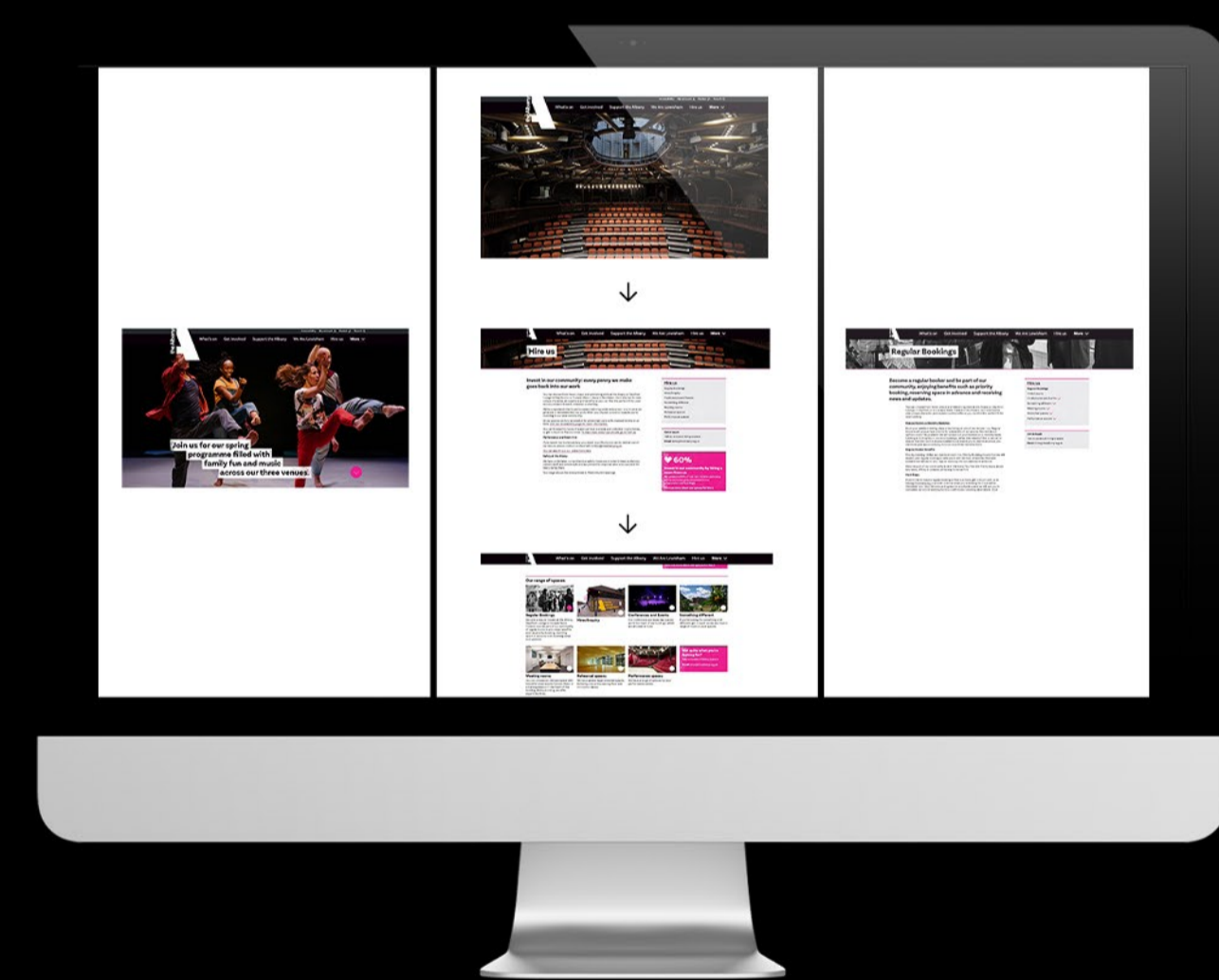
After: **2** steps

Introduction

There are two main creative communities in the Lewisham community, namely The Albany and Deptford Lounge. It will contribute to South East London in three ways - cultural, social and economic.

Study Methodolgy

● **Pre-** Competitive research. | Strengths | Weaknesses | Opportunities | Threats |

The Albany is in dire need of displaying room types and prices on the booking screen, as well as the need for regular maintenance of social accounts.

● **Mid-** Quantitative research 30+, qualitative research 5+.
First was that relevant button was not easily found on home page path bar, and second was that display of available rooms and prices was unclear.

● **Post-** Prototype testing, usability testing.

Prototype ✓ B | Prototype ✗ A
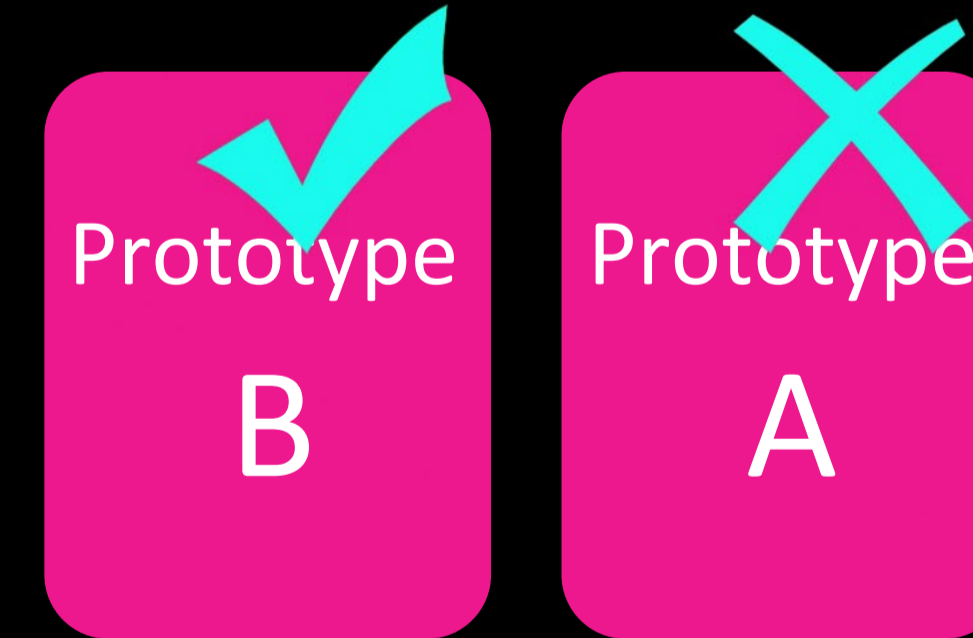
Redesign

Testing & Evaluation

A total of 3 users were tested and interviewed offline and a total of 2 were tested and interviewed online. Prototype B reaped more positive feedback.

Conclusions

● **Pre-** Inferring specific user groups through preliminary research.
● **Mid-** Communicate with the user groups to come up with a design.
● **Post-** Improve the design twice according to the test results.

Design closed loop