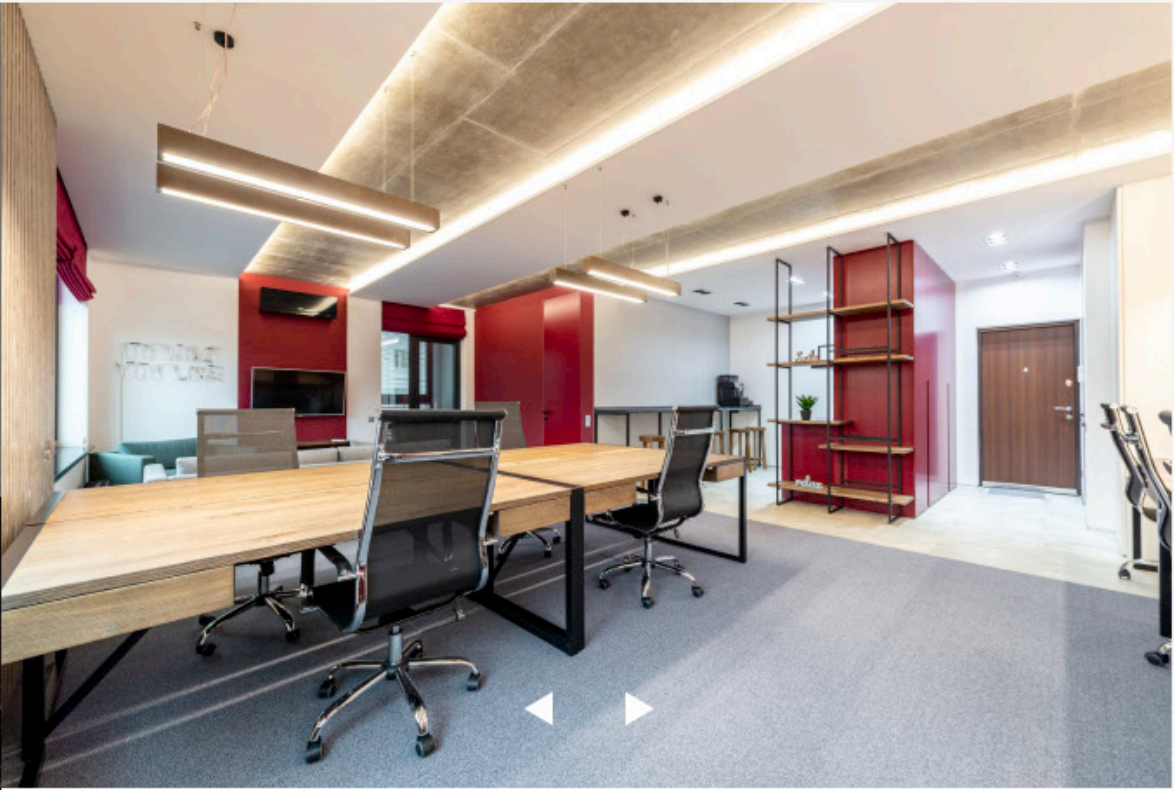


Objectives

The main objective is to better serve each member, client, customer and visitor with simple and easy online room reeservation tool to improving customer relationship and enagement rate.

By understanding the demographic target’s attitude, thoughts, and feelings toward online room reservations, we can determin the best UX/UI design strategy from structure to functionality.

By achieving these objectives, design & development teams gain higher awareness of customer behavioural patterns when engaging with online reservation tools. Below are the UI/UX design and development phases used for this project: *Ideation, Research, Sketching, Wireframing, Mockups, and User Flow*



East Conference Room

Guest Capacity: 50

Pellentesque habitant morbi tristique senectus et netus et malesuada.



Choose a Date

August 25, 2022



Choose a Time

06:30pm - 09:30pm PT



of Total Guests

50

Contact: Susan Smith
Tel: 800-555-5555
Email: ssmith@myemail.com

I agree to all [terms & condition](#)

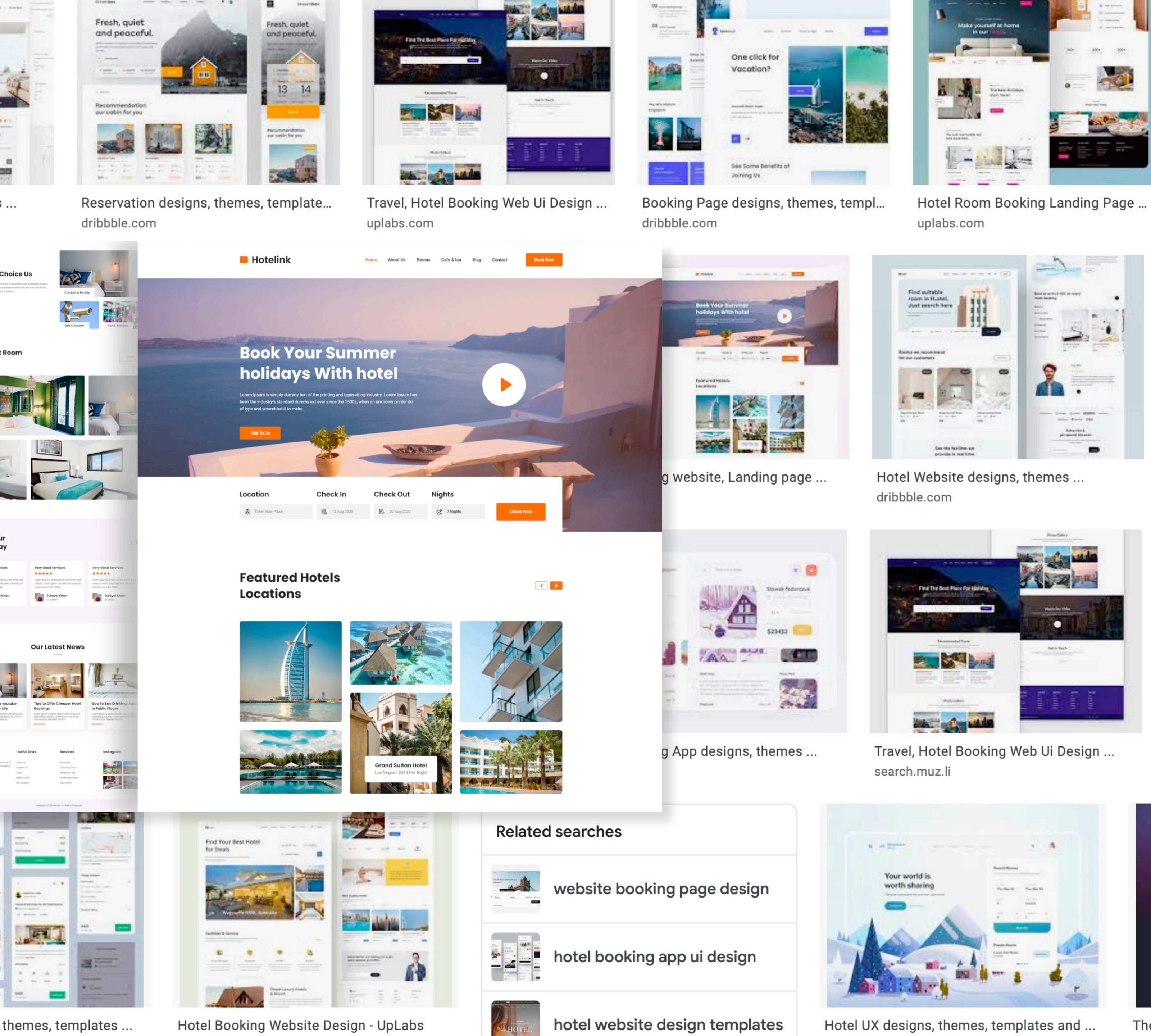
Confirm reservation!

Phase 1:

Ideation

There's nothing like getting inspirations from existing online product design examples to kick-off the ideation process. Understanding current trend ideas and standard practices guide me to my design goals. Best sites to get some great ideas are *Dribbble*, *Awwwards*, *Pinterest*, *Behance*, *Screenlane* and many more!

For this project, my first focus is to get a good pulse on what the target customers are already familiar with in terms of friendly and easy to use online reservation tools. I then borrow some of these valuable design ideas, apply my own principles, and improve upon them.

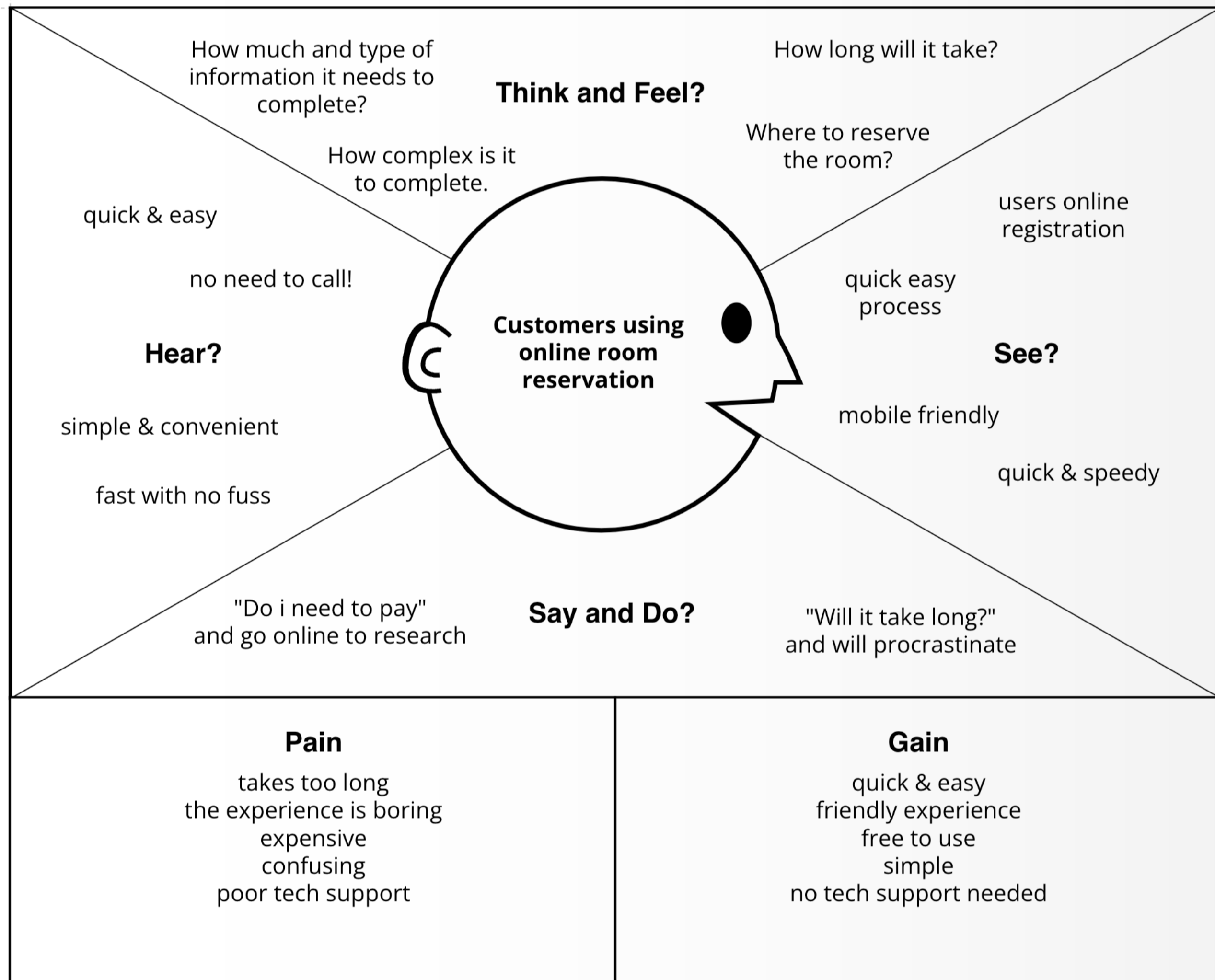


Phase 2:

Research

The second phase is to build a conceptual user diagram called empathy map. This diagram will assist on developing an environment to better understand and identify ideal customer thoughts, feelings, and state on mind in regards to using a common product. And therefore begin to gather well-informed insights on the next series of product improvement.

For this user empathy map research, the focus is to define user known and trending attitudes and impressions of online room reservations including their desires and dislikes to prevent high volume of distress and anxiety while engaging with the product. This research also helps determine the pain points and rewards if the product is designed and executed well and with efficiently.



Phase 3:

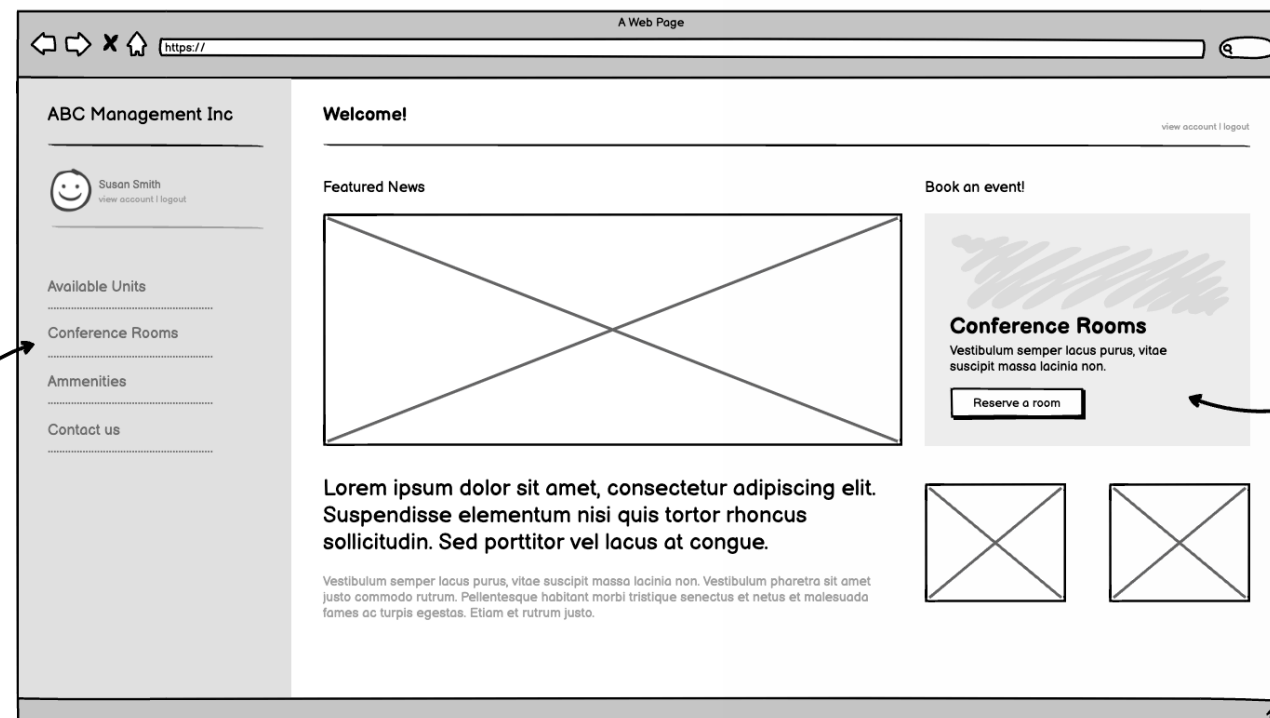
Sketching

The phase three portion deals with low-fidelity visual ideation, representation and overall proposal of the potential look and feel of the product in development.

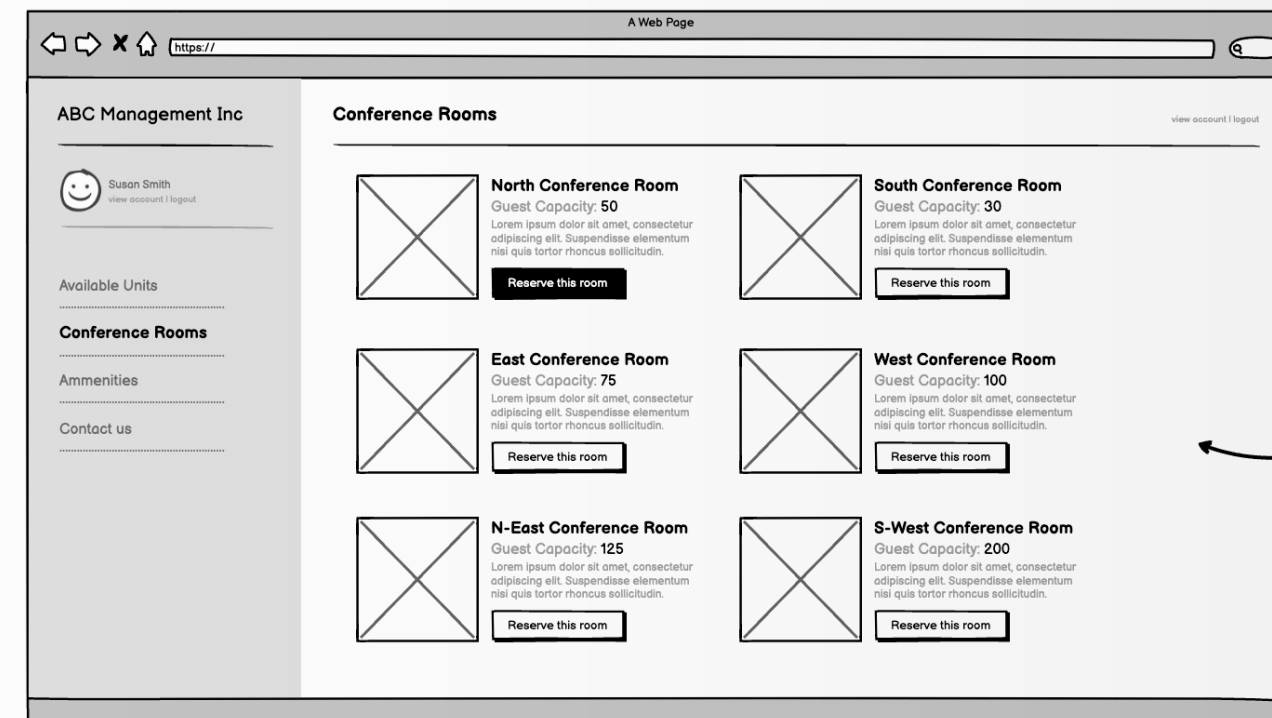
The illustration on the right shows the initial visual display and presentational concept of the product including it's general function, purpose, positioning, and content treatment.

It also shares the fundamental concept and objective of the product which is to minimize the effort and the steps a user has to take in order to complete a transaction.

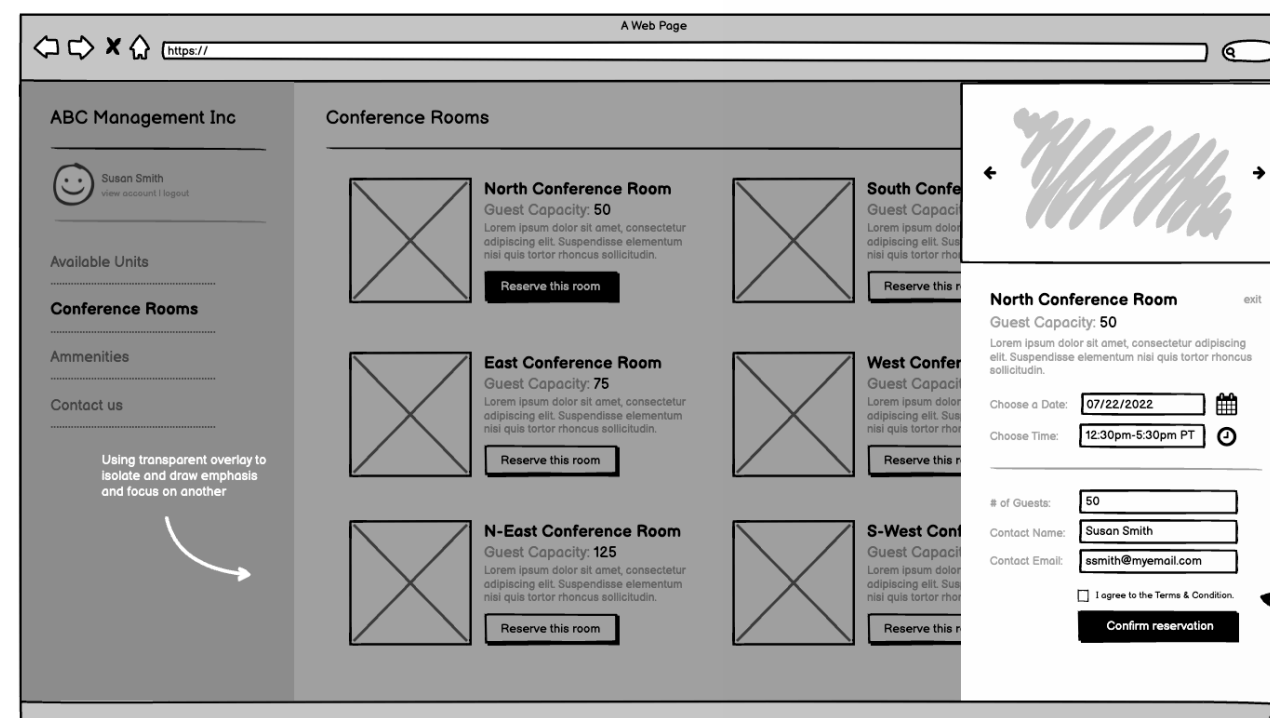
Default Dashboard



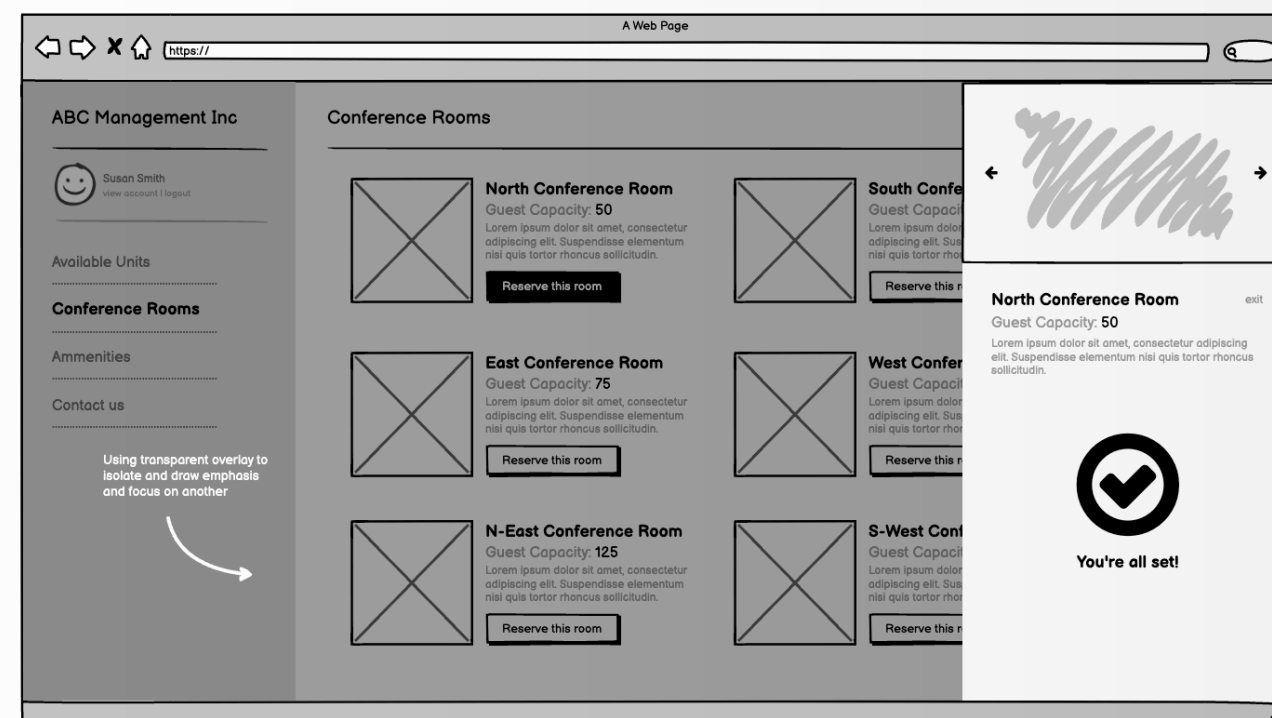
Conference Rooms



Conference Room Reservation Slide-in Panel



Conference Room Reservation Slide-in Panel



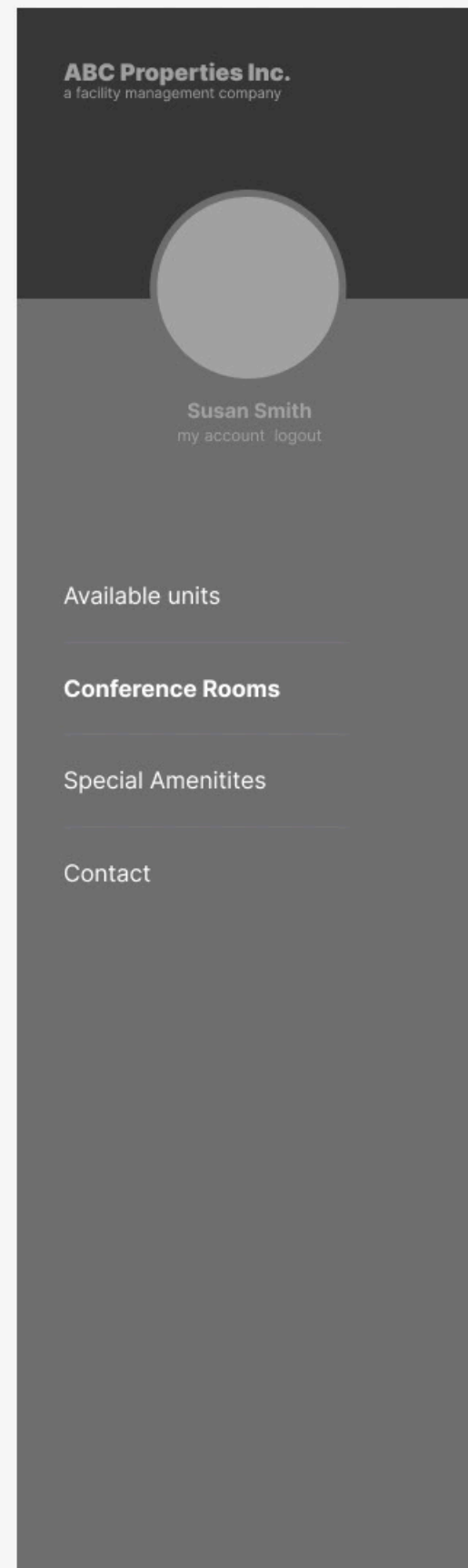
Phase 4:

Wireframes

Wireframes are essential when determining the blue print presentation of the product's ideal design, structure, look & feel, visual contrast, level of attraction, and over all marketability.

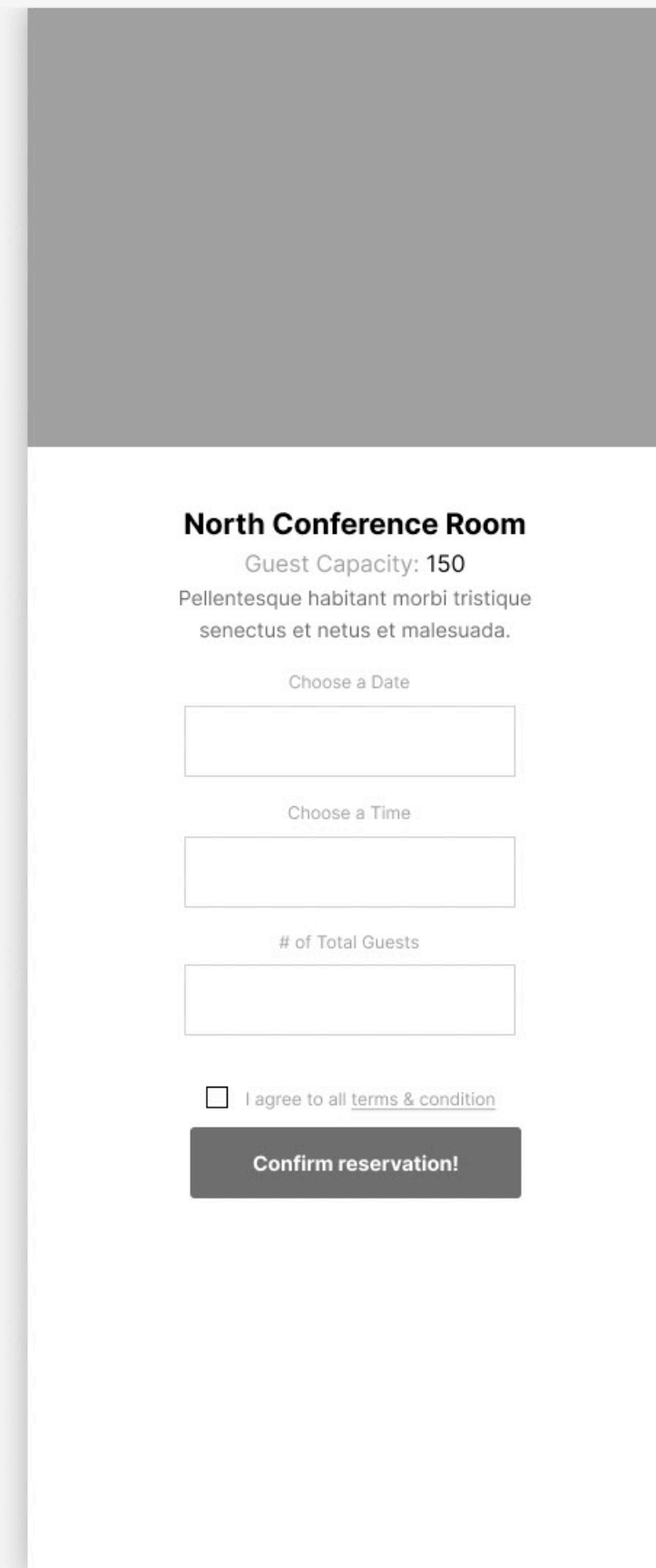
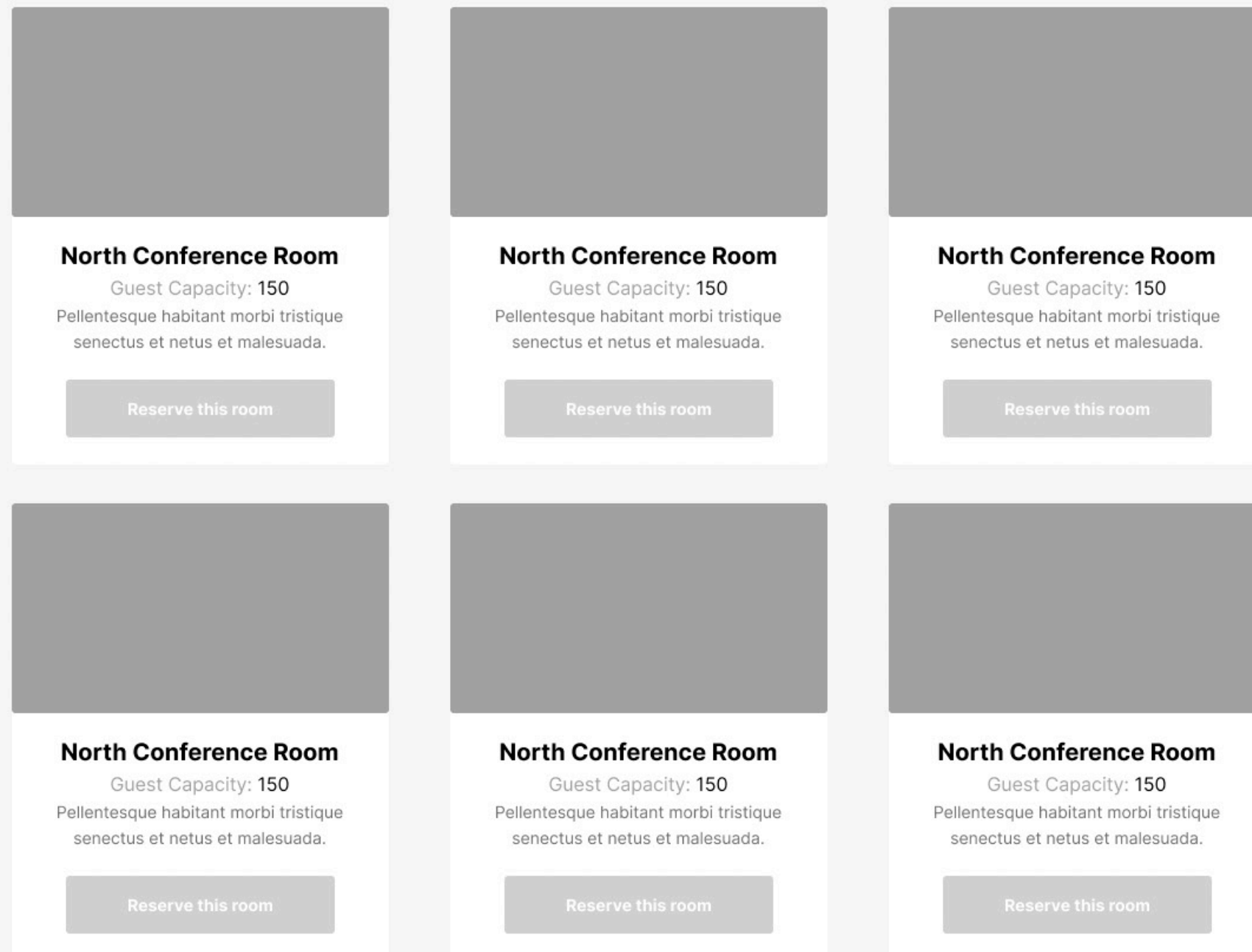
In this wireframe phase series, we focus on short attention spanned customer visits expecting a short but efficient transaction. The idea is to deliver a user-flow experience that aligns with the user's positive expectations and eliminate the current pain points attached to this experience.

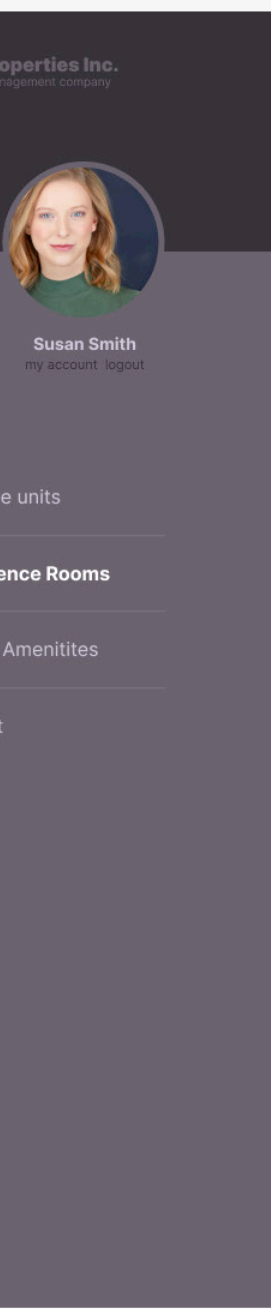
To deliver a seamless, friendly, fun, and easy experience requires a carefully planned user-flow that enhances the journey and relieves the users from boring and uneventful engagement with the product.



Conference Rooms

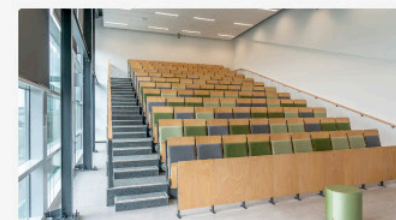
Pellentesque habitant morbi tristique senectus et netus et malesuada.





Conference Rooms

Pellentesque habitant morbi tristique senectus et netus et malesuada.



North Conference Room

Guest Capacity: 150

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Reserve this room



South Conference Room

Guest Capacity: 30

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room

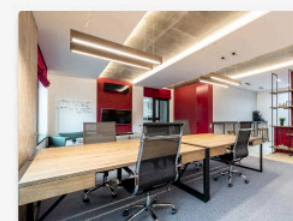


West Conference Room

Guest Capacity: 75

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room

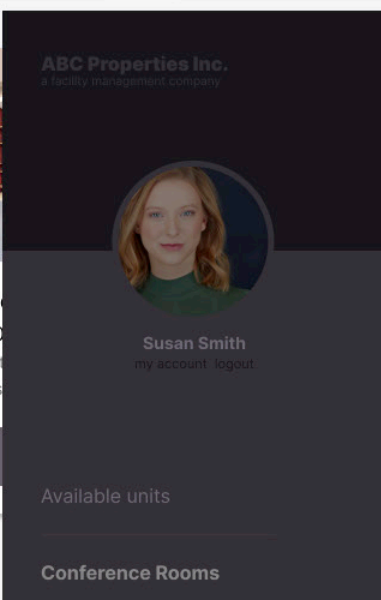


East Conference Room

Guest Capacity: 50

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room



Conference Rooms

Pellentesque habitant morbi tristique senectus et netus et malesuada.



North Conference Room

Guest Capacity: 150

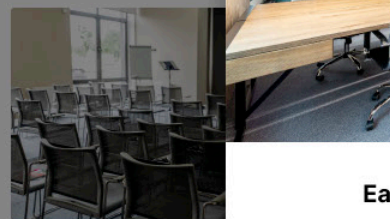
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South Conference Room

Guest Capacity: 30

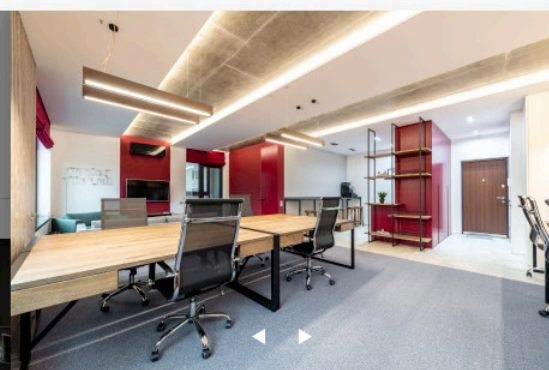
Pellentesque habitant morbi tristique senectus et netus et malesuada.



West Conference Room

Guest Capacity: 75

Pellentesque habitant morbi tristique senectus et netus et malesuada.



East Conference Room

Guest Capacity: 50

Pellentesque habitant morbi tristique senectus et netus et malesuada.



Choose a Date

August 25, 2022



Choose a Time

06:30pm - 09:30pm PT



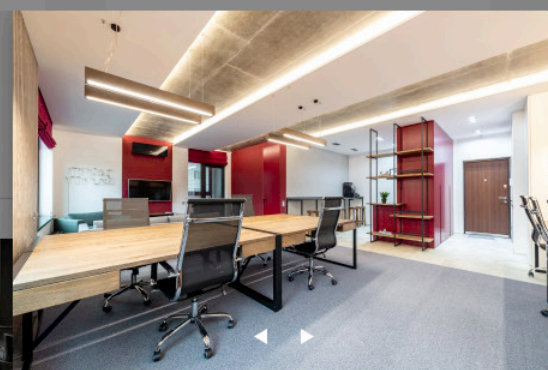
of Total Guests

50

Contact: Susan Smith
Tel: 800-555-5555
Email: ssmith@myemail.com

I agree to all [terms & condition](#)

Confirm reservation!



East Conference Room

Guest Capacity: 50

Pellentesque habitant morbi tristique senectus et netus et malesuada.

You're all set!

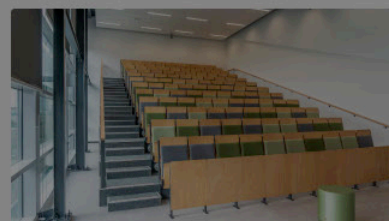


Reserved Date: August 25, 2022
Time: 06:30pm - 09:30pm PT
of Guests: 50
Contact: Susan Smith
Tel: 800-555-5555
Email: ssmith@myemail.com

Confirmation has been sent to your email.

Conference Rooms

Pellentesque habitant morbi tristique senectus et netus et malesuada.



North Conference Room

Guest Capacity: 150

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room

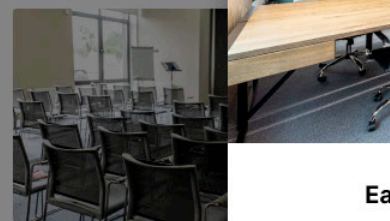


South Conference Room

Guest Capacity: 30

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room

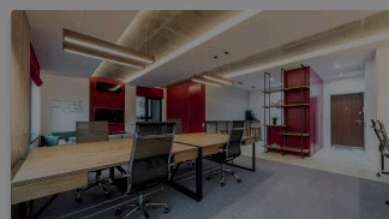


West Conference Room

Guest Capacity: 75

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Reserve this room

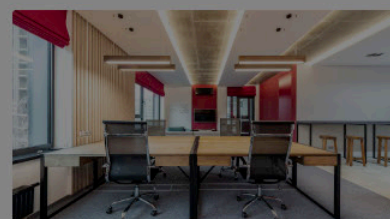


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Reserve this room

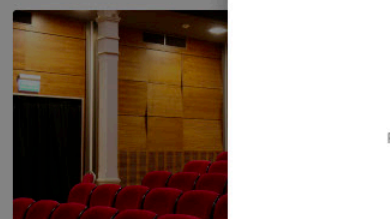


N-West Conference Room

Guest Capacity: 50

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room



S-East Conference Room

Guest Capacity: 75

Pellentesque habitant morbi tristique senectus et netus et malesuada.

Reserve this room

Phase 5:

Mockup

In this series of high-fidelity mock-ups, the stakeholder(s) should get the overall idea on strategy on how to best execute the plan. This phase also deals with final drafts on creatives, overall main functions, presentation, and design structure.

Mockups also guide all cross-functional team members to get the a final alignment on design, functional, business, maintenance, action tracking/analysis, and user-experience objectives.

The main goals of the mockup series are 1) to set the final tone of the product branding, 2) define common design and funcional objectives from the team and 3) to find new valuable discoveries.

Phase 6:

User Flow

User-flow takes the production closer to a business goal home-run. This phase usually deals with a proposal to align all party requirements and objectives including to increase user-engagement, execute a well-informed business logic, and secure a scalable application core code.

This phase also finalizes the overall business requirements while being consistently aware of the final user-experience flow to determine and track positive and quantifiable results, identify potential system errors and challenges imposed on the organization, product and customer loyalty in the long term.

