

Design Documen- tation



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UX Desktop Redesign Project

Module: CI7700
User Experience
(Systems)

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Design Rationale

Navigation

USABILITY ISSUE #8

It's unclear how to navigate the website. Users have said 18 times in total that they were lost and didn't know what to do next.

USABILITY CONCERN

Six Senses are planning to launch 30 new resorts in the next two years. It is difficult to update and maintain even now, keeping in mind it's a multilingual website.

Six Senses website can be classified as a "mega-site". Organizations with mega-sites include institutions such as the **BBC**, private companies like **Microsoft**, government bodies such as **gov.uk** and large retailers like **John Lewis**.

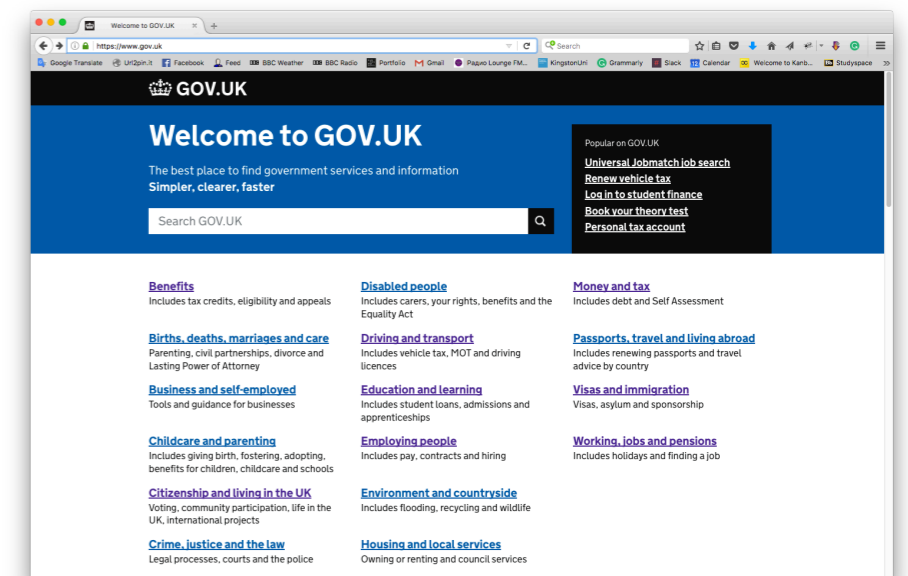
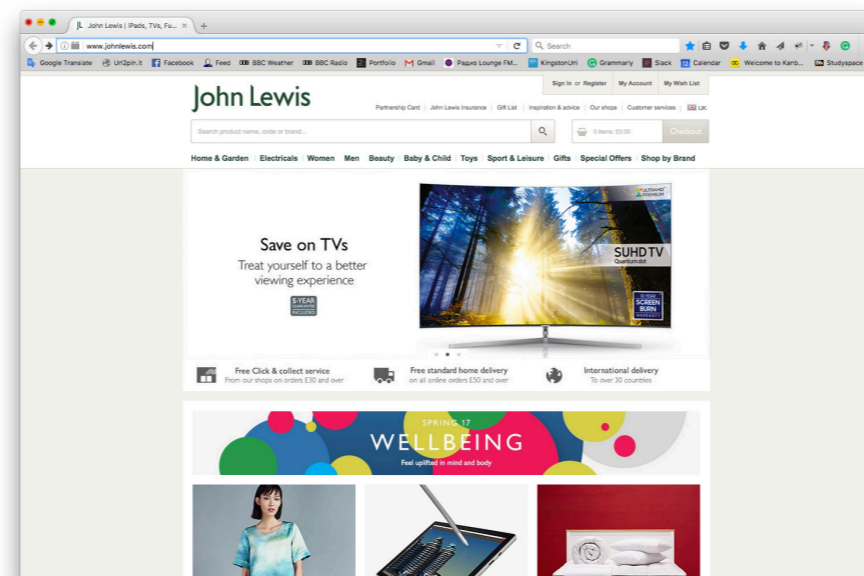
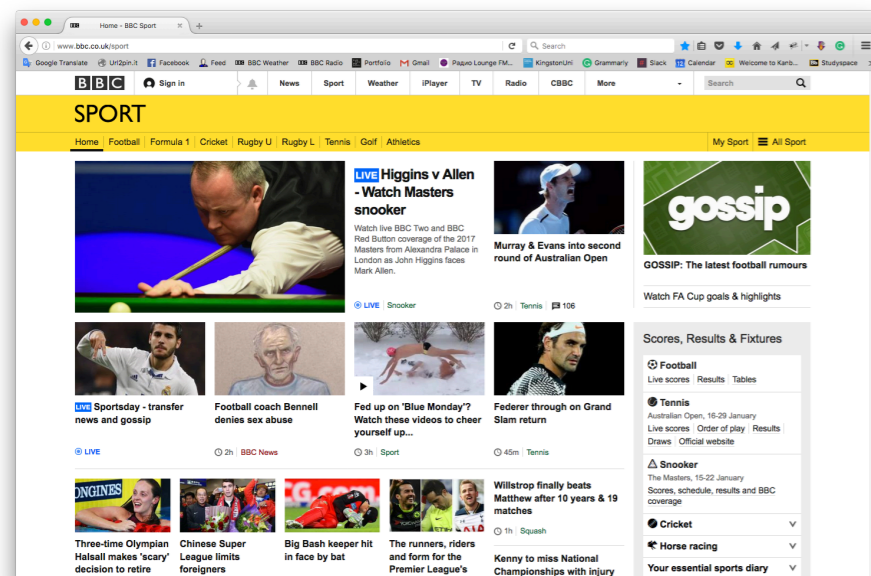
Traditional Navigation Cannot Support Depth

The deeper the website, the more that traditional navigation struggles. Navigation can comfortably accommodate no more than three levels of depth.

The Six Senses website has many levels of depth and can be extremely wide with a time. Traditional navigation cannot be effectively used here because of the following:

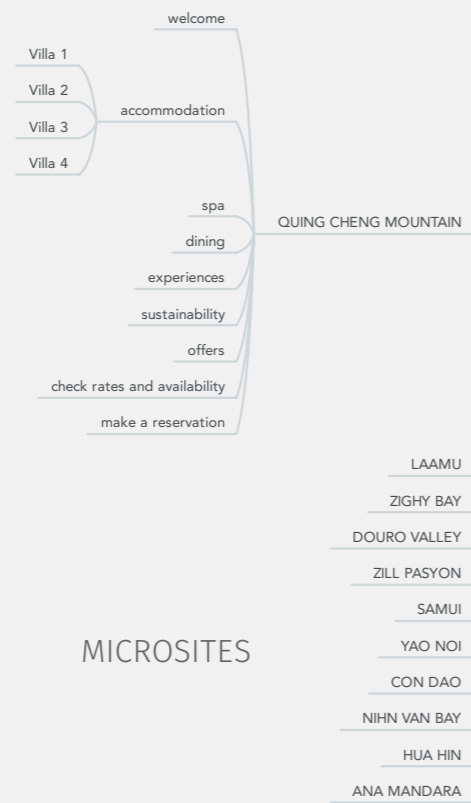
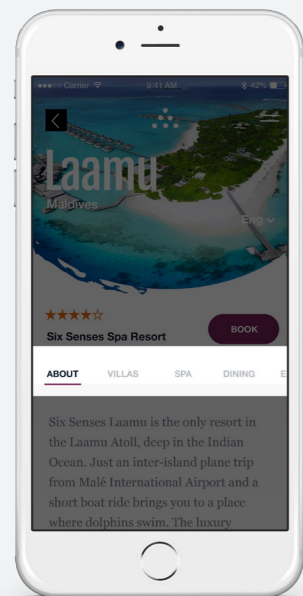
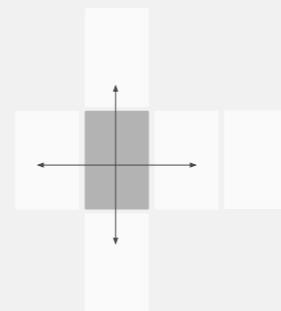
Traditional Navigation Cannot Support Multiple Entry Points

Traditional navigation can confuse users who enter the website via a micro-site or subsection [1].



I decided to break the mega-site down into a number of smaller more manageable micro-sites. This is the approach adopted by the BBC. Instead of treating Six Senses presence as a single entity, I decided to break it down into the Six Senses corporate part and resort subsites, such as Laamu resort, Samui Resort and so on. Each resort website has its own navigation and thus avoids the problems associated with mega-sites. The way to avoid a disjointed experience for users who move between microsites is to ensure consistency in top-level navigation and in the user interface. Although the Six Senses' microsites may vary in appearance, they make use of the same primary navigation, and also have a consistent design language for things like typography, layout and modules.

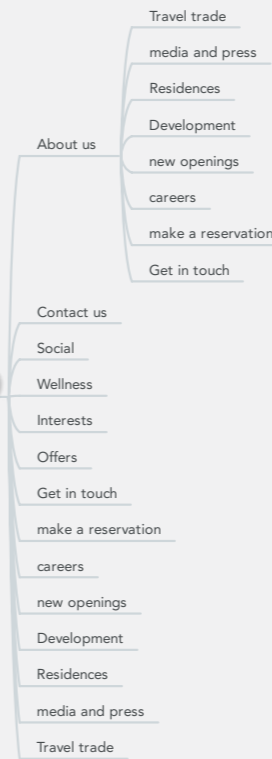
This structure is suggested with further possible independence of Six Senses as a corporate site with its own slide-in menu. Resorts can be under subdomains or as standalone microsites with their own menu (horizontal swipe navigation). They can be maintained by local management, have different set of languages and not overload main website. Additional navigational improvement was to introduce a new way of browsing villas within a resort (using omni-directional scrolling). It's a more visual way which allows the user to see the key features of each villa at a glance.



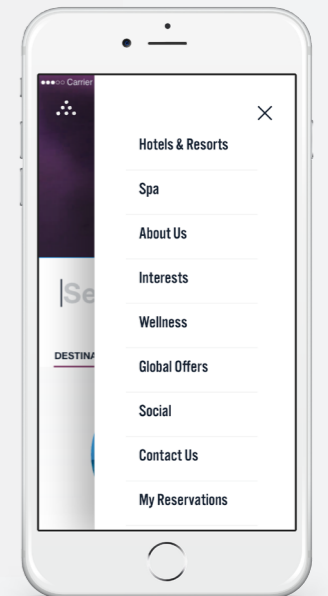
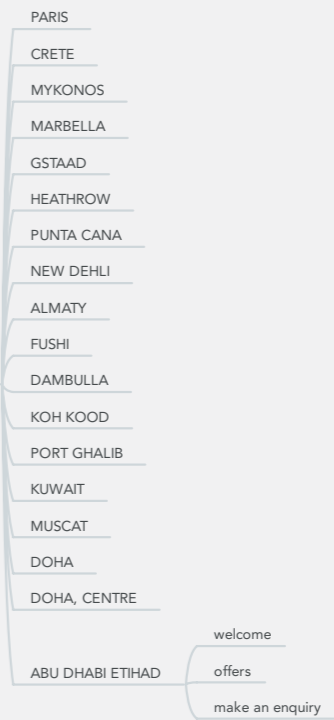
Hotels and resorts

SixSenses.com

Six Senses Global Menu



Spas



User Journey

During testing it emerged that users often chose a suboptimal user journey, during which they were missing critical steps and were unable to make a decision (task 1, task 6). This suggested that the user journey needed to be altered.

On the Six Senses desktop website right from the very first screen user has too many choices. It's unclear what choice user should make and what to do next. Current version has 4 user paths, which are hard to distinguish. I suggest

limiting all possible decisions on the homepage into three narrow user flows according to the site visit goal.

On the topic of hotel booking process Alex Bainbridge (2003) in his Design and Usability report outlined reasons and phases of online hotel reservations which I used as the base for my redesign.

Users arrive to the SixSenses website for one of the following three reasons:

1

EXPLORE PATH

To gather information (such as hotel amenities, or room rates and availability on a known stay date etc. in order to eventually make a reservation. The might also be looking for information such as Spa treatments, prices, offers, availability). Let's call this the "EXPLORE" path.

2

INSTANT BOOKING PATH

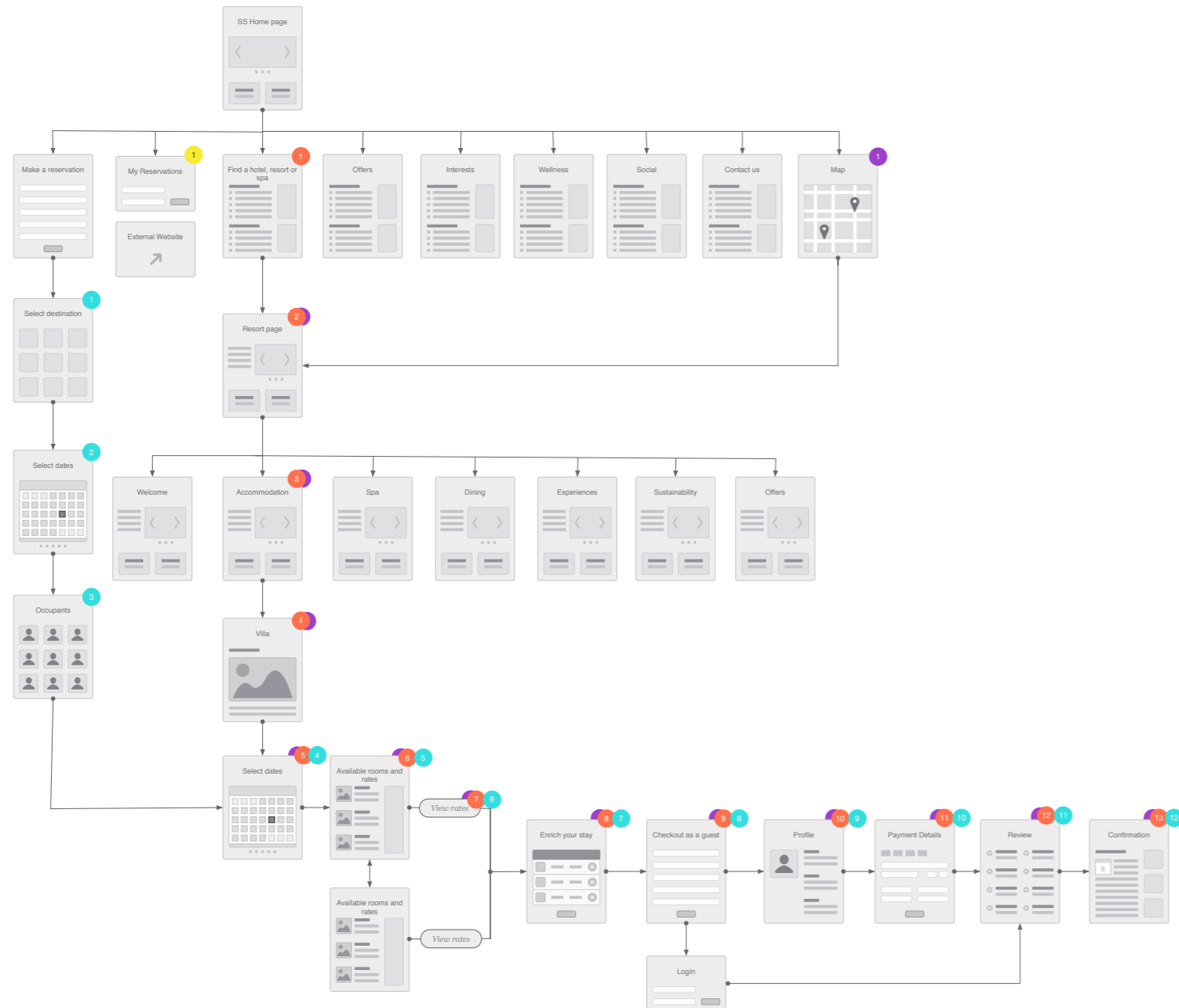
To make a reservation (hotel or spa, it could be that the user has already, either offline or via another website, chosen the hotel/spa he/she wish to book before). This is the "INSTANT BOOKING" path.

3

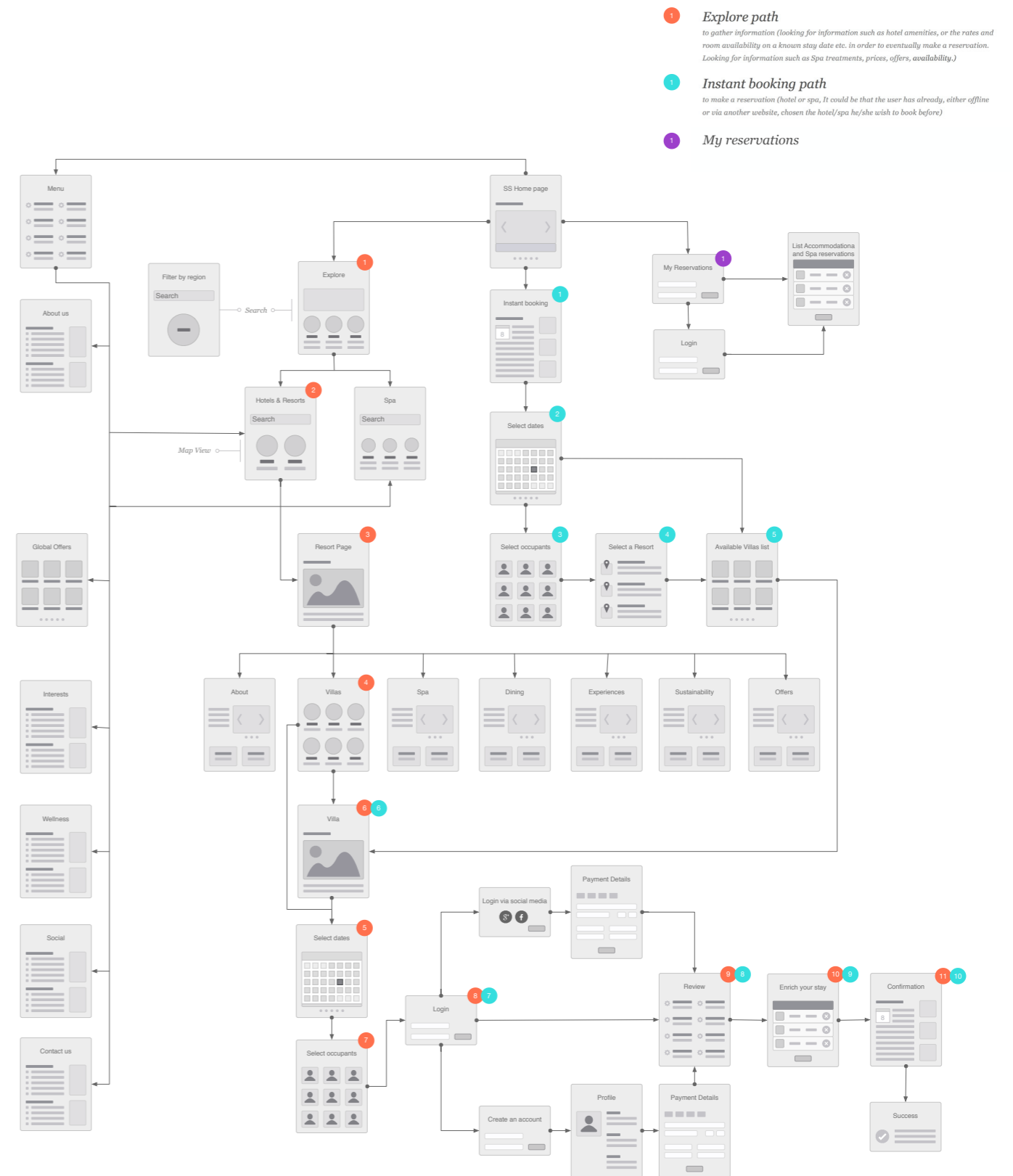
MY RESERVATIONS

To cancel or modify a reservation (hotel or spa). "MY RESERVATIONS".

Book a villa. Desktop



Book a villa. Mobile redesign



- 1 Explore path
to gather information (looking for information such as hotel amenities, or the rates and room availability on a known stay date etc. in order to eventually make a reservation. Looking for information such as Spa treatments, prices, offers, availability.)
- 2 Instant booking path
to make a reservation (hotel or spa, It could be that the user has already, either offline or via another website, chosen the hotel/spa he/she wish to book before)
- 3 My reservations

Issues with displaying cost

USABILITY ISSUE #1

Total accommodation cost is not shown. All participants were frustrated, confused and wasted a lot of time, trying to calculate Total accommodation cost. 1/3 did it in mind, rest of users used calculator or Google.

USABILITY ISSUE #2

There is no currency selector. 1/2 of users were frustrated because of this. They went to Google in order to make the rate conversion.

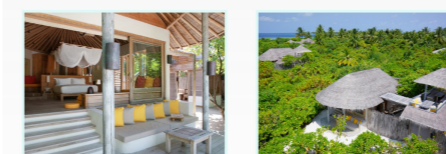
“Rate / price data are some of the most important pieces of information that users look for on a website. Price is often the primary factor in a customer's choice between competing hotels and websites” (Alex Bainbridge (2003)). I made the prices clearly visible. Villa rates per person

per night are shown below the villa thumbnails on the accommodation page. Total cost of the stay is clearly displayed at the top of each villa page once user selects the duration of stay and the number of guests. Also, users can select and change the currency at the top of each page.



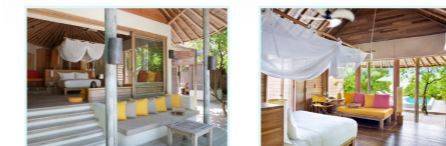
3 Mar → 14 Mar 1 guest

OUT VILLAS SPA DINING EXP



Lagoon Beach
Villa
from £800

Ocean Beach
Villa
from £901



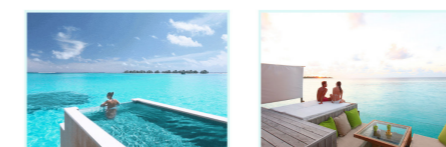
Lagoon Beach
Villa with Pool
from £800

Ocean Beach
Villa with Pool
from £900



Lagoon Water
Villa
from £800

Ocean Water
Villa
from £1200



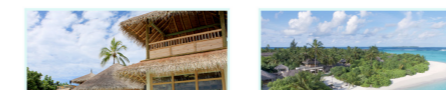
Ocean Water
with Pool
from £800

Laamu Water
Villa
from £800



Laamu Water
with Pool
from £800

Family Villa
with Pool
from £800

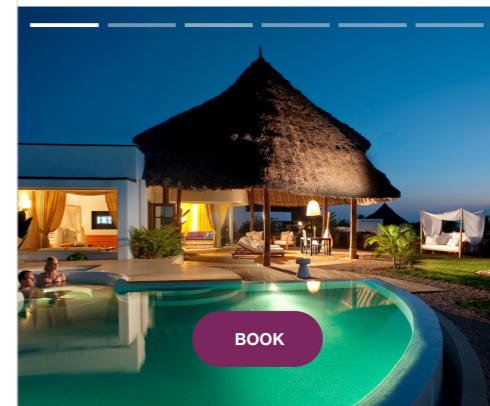


Laamu / ACCOMMODATION

Lagoon Beach

Villa

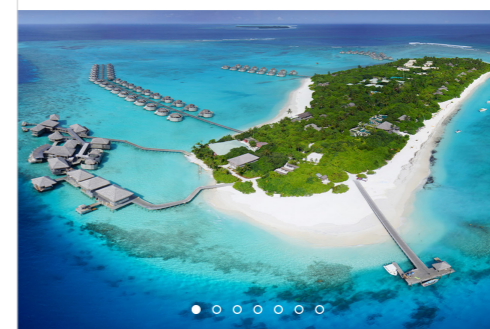
11 nights 1 guest £8830



Beach Front 4 Guests 285 m

WELCOME

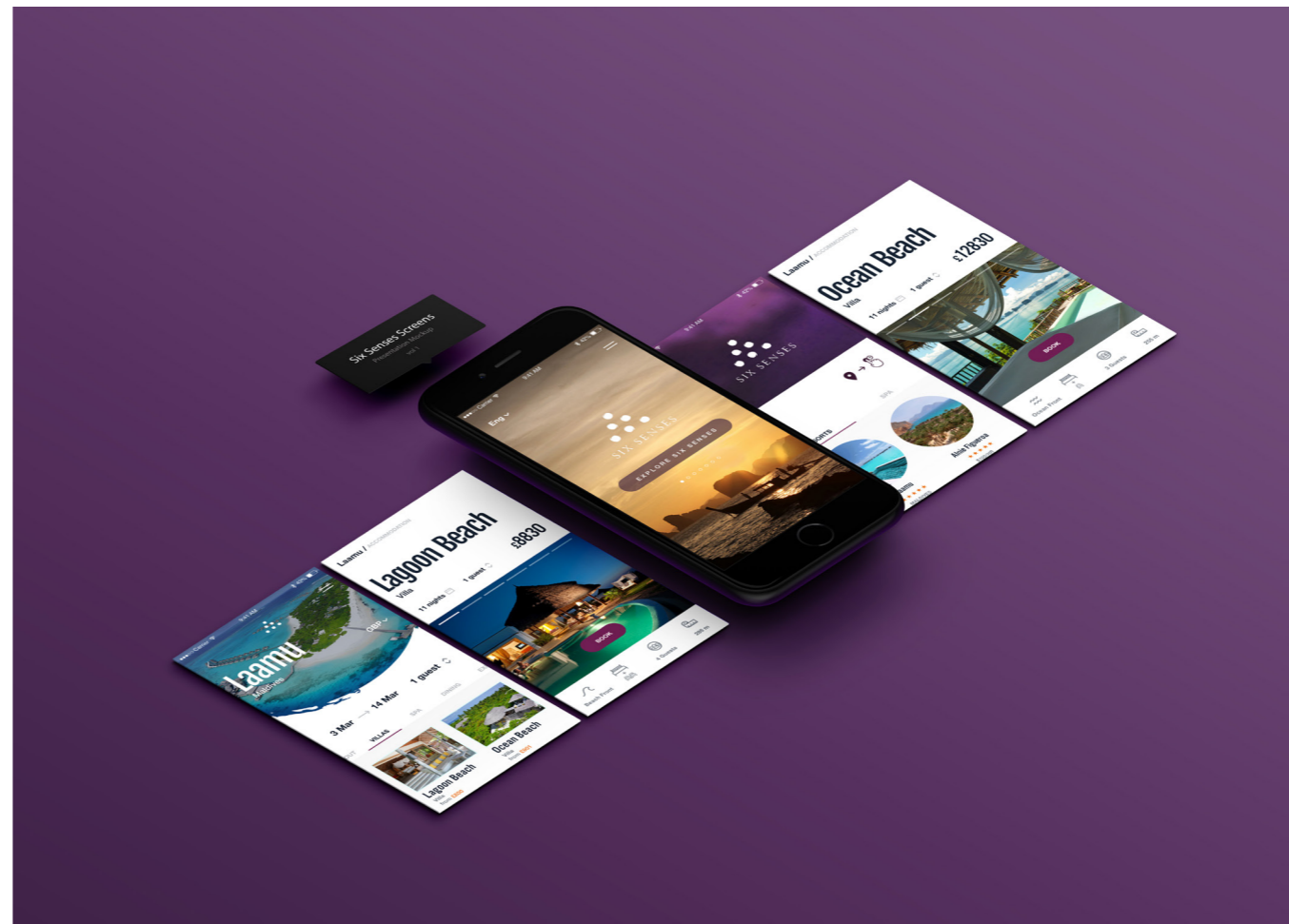
A short bicycle ride on the weathered timber jetties will lead you to these overwater havens, secluded by high wooden enclosures. With direct access to the sea, you can jump in for a swim or for a snorkel around the lagoon or relax on the overwater netting hammock. Whether you want to soak up some sun or enjoy the beautiful colors of the lagoon during the sunset you can sit back on the sun loungers or around the glass bottom table on the outside deck.



The water villas feature a glass overwater bathtub with a view to the lagoon and an outdoor rain shower. For a unique panoramic view of the Indian

Discussion

Areas of uncertainty is the new navigation solution, the carousel approach for different user journeys and the horizontal swipe menu as a second level navigation. It requires some degree of learnability and experience with mobile applications in general. Initial user feedback showed mixed results. In order to get better user feedback the prototype needs to be closer to being functionally complete.



Models

Personas



David Clark
Personal assistant
picjumbo.com

PERSONAL ATTRIBUTES

Age 25, male, will do attitudes, work over-time 24/7, multitasking, social, arranging travel, visas and accommodation and, occasionally, travelling with the boss.

WANTS FROM SITE

Depth of information
Opportunity to confirm details
Reliable reviews
Clear information, easy booking

SKILLS AND KNOWLEDGE

Extensive experience of difficult tasks.
Heavy user of the Internet.
Experience of other sites is extended, with overall favourites and specialist sources.
Discretionary user

USAGE OF INFORMATION

Have to find availability, book accomodation, transfers, dining, get confirmations, manage bookings

CONTEXT OF USE

Office, commute, home, plane, on the go, many other interruptions



Consider it done.”



Helen McNallen

Housewife from a wealthy family

dailymail.com

PERSONAL ATTRIBUTES

Age 45, female, housewife, multitasking, member of yoga, meditation, wellbeing clubs, social.



Hayley Beckett

SPA enthusiast

PERSONAL ATTRIBUTES

Age 35, female, working professional, perfectionist

WANTS FROM SITE

Personalized info, little choice, site that looks expensive
Clear info presentation
Luxurious experience

SKILLS AND KNOWLEDGE

Not naturally interested, emails
Prefers to use technology as little as possible
Discretionary user

USAGE OF INFORMATION

Have to find availability, book accomodation, transfers, dining, get confirmations, manage bookings

CONTEXT OF USE

Home, on the go, many other interruptions

WANTS FROM SITE

Hungry for information and details
Reliable reviews
Easy booking

SKILLS AND KNOWLEDGE

Heavy user of the Internet.
Experience of other sites is extended, with overall favourites and specialist sources.
Discretionary user

USAGE OF INFORMATION

Manage bookings

CONTEXT OF USE

Office, commute, home, plane, on the go, many other interruptions

“

I want what is best for me and my family”

“

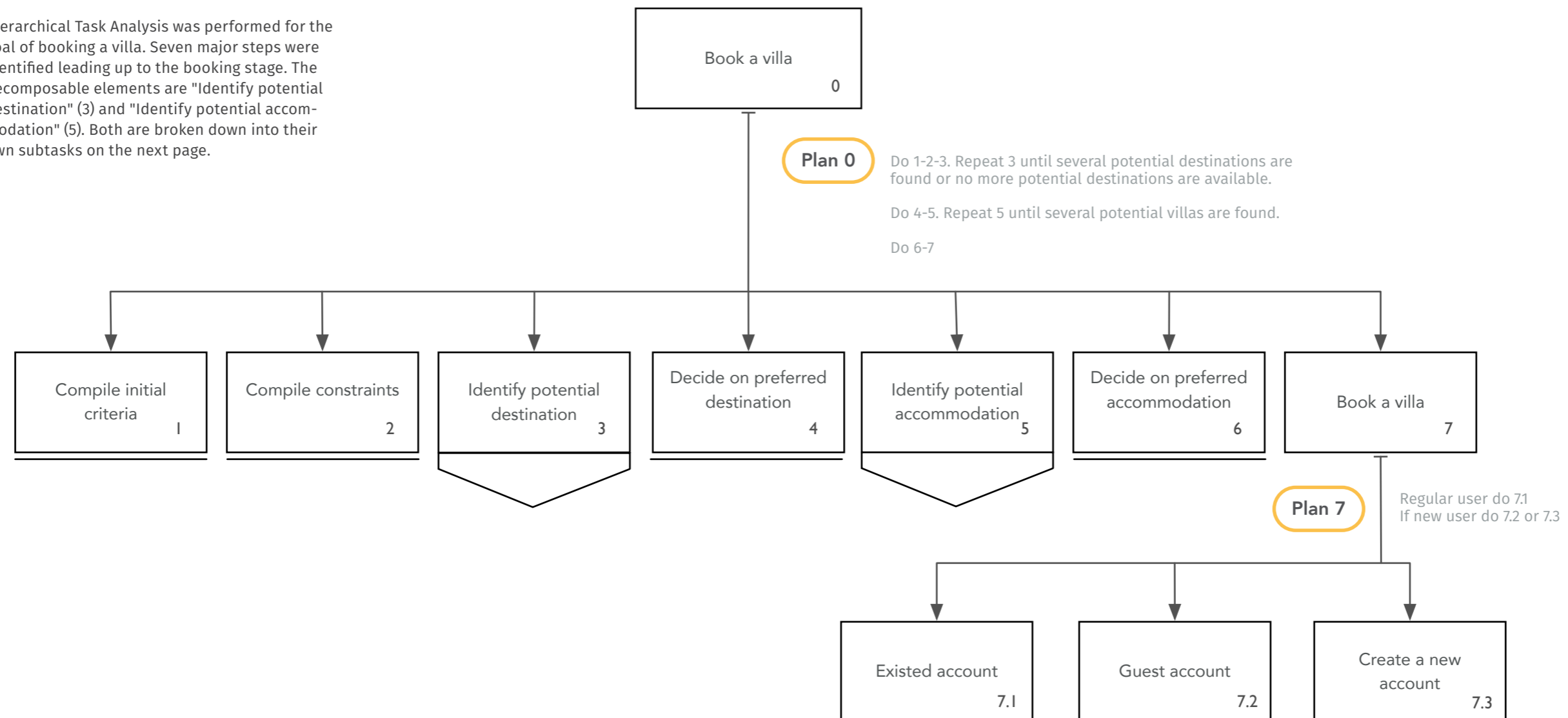
If it makes you beautiful then do it.”

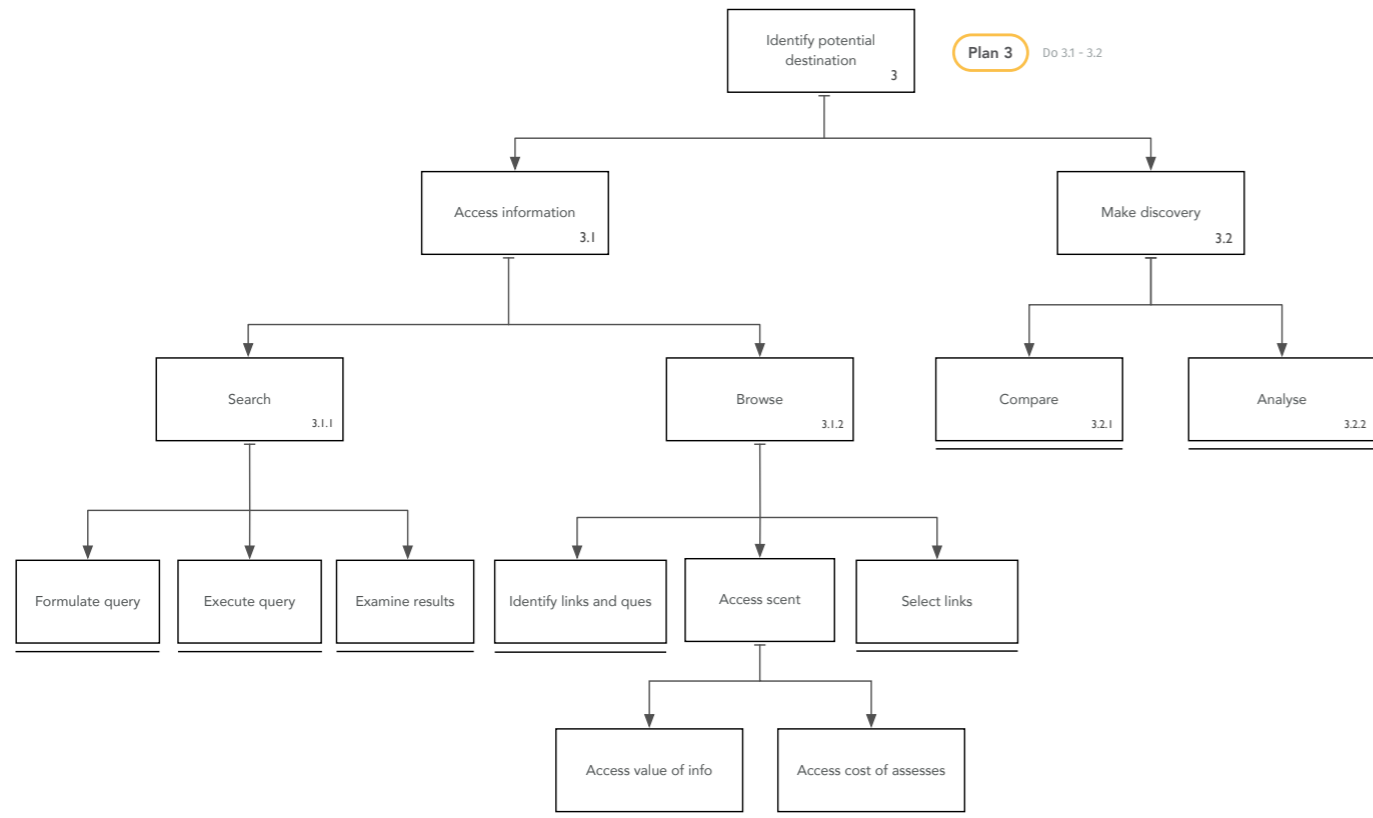
Hierarchical Task Analysis

FIGURE 1

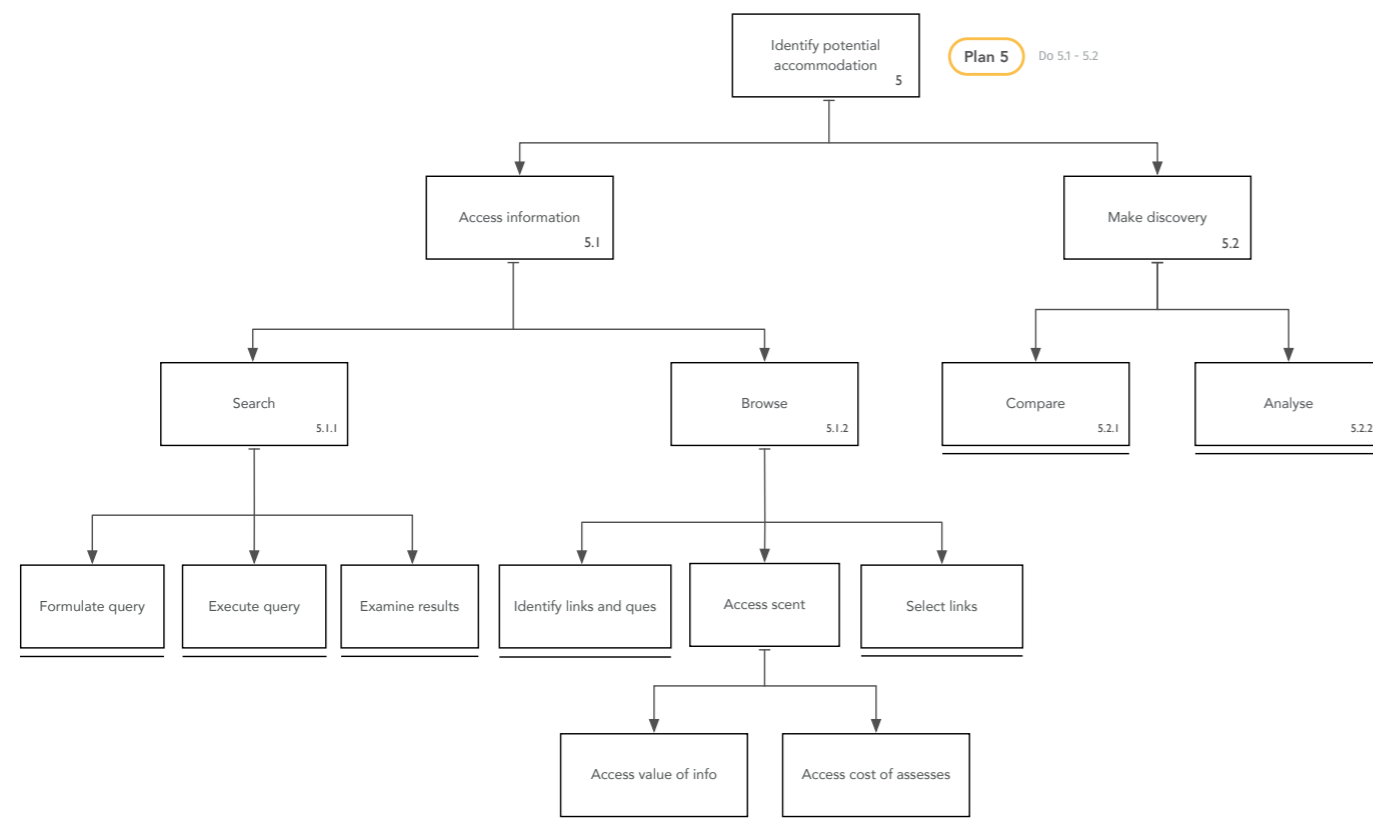
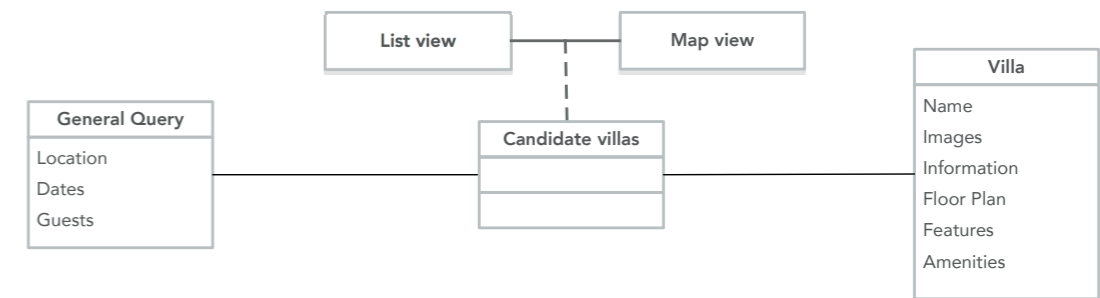
A graphical representation of HTA for booking a villa

Hierarchical Task Analysis was performed for the goal of booking a villa. Seven major steps were identified leading up to the booking stage. The decomposable elements are "Identify potential destination" (3) and "Identify potential accommodation" (5). Both are broken down into their own subtasks on the next page.





Object Analysis



Styleguide

Type

Title 1 / FjallaOne / 60pt

Title 2 / FjallaOne / 17 pt

Title 3 / Helvetica Neue Bold / 19 pt

Large / Helvetica Neue Medium / 18pt

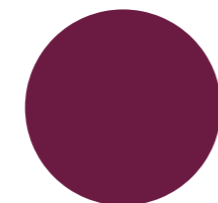
REGULAR / Helvetica Neue Bold / 15 pt

Small / Helvetica Neue Bold / 13pt

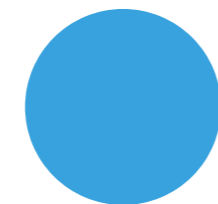
MICRO / Helvetica Neue / 10pt / bold

Body text / Georgia Regular / 18pt

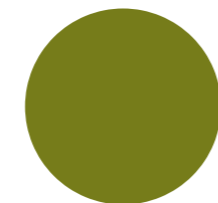
Primary colours



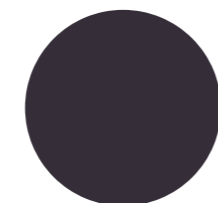
#6B1B42



#37A2DD



#767C1A



#352D38



#F0F0EE

Secondary colours



#857588



#EB7218



#B2A87F



#79818B

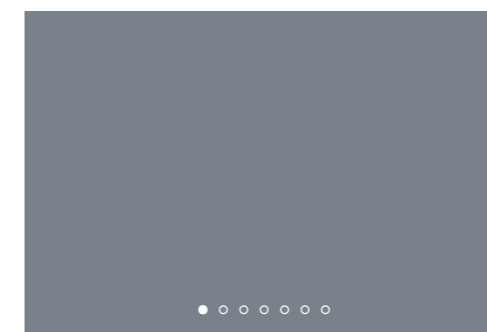


#C2C5CA

Components



Full width hero image for Resort home page, with Navigational bar, resort Name, location and currency dropdown



Full width carousel, 254px height



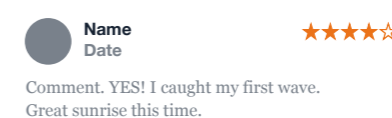
Villa Name
Details
Rate

ABOUT **VILLAS** SPA DINING EXPERIENCES

Full width horizontal scrollable menu for Resort navigation. Tab active state - underline 2px



Full width Accordeon tab, 70px height, Regular type size.



Comment. YES! I caught my first wave.
Great sunrise this time.



Buttons. 44px height, width depends on a word length, same radius for all corners - 25. Small text, character spacing - 300

Icons



Discussion

“

Creating a prototype is not the same as creating an actual application. Mobile prototyping is all about creating an illusion. It's like a magic show where the audience only sees what you want them to see”

Alex Mickus

LIMITATIONS OF TOOLS AND TECHNOLOGIES

I've created my prototype in Adobe XD at first but then I had to migrate everything to Proto.io. Adobe XD doesn't have HTML export, it's very limited with interactivity and it cannot do animated micro interactions. Proto.io offers plenty of tools but when it comes to animation, interface and process become very complicated for a person without the programming background.

The beauty of Adobe XD and Proto.io is that they have an actual app of their own that allows you to log on and load up your prototype onto your mobile device. Once it is loaded, you don't even need to be connected to the Internet to test your prototype. Adobe XD also has allows real-time design and prototype preview on iOS devices making it easier to work on mobile experiences. Neither of the tools were unable to fully support my design vision.

I wanted not just vertical scroll movement for the user but every area on the screen to be

tappable and swipeable in order to see what treasures of interactivity will be found. I knew that I could not recreate the entire website as that would take far too long, so I knew I would have to be selective about what I wanted to demonstrate. I did know that from the start that I wanted to recreate the most fundamental proposition of Six Senses: what it would be like for a Six Senses client to find and book a villa.

One of the biggest challenges for me was to create the functionality of the Villa pages. The villa selection is the main user decision of the booking. Now each villa and all of them together can be scrolled omnidirectionally. If a user scrolls the first screen horizontally he/she can easily compare all the villas. The second technical challenge was a horizontal scrollable menu, to make it draggable on mobile devices and then make it stick to the top of a screen while scrolling.

FUTURE WORK REQUIRED:

1. Design Checkout process
2. Create "Instant booking" flow
3. Mock up "My Reservations" screen
4. Add SPA page to the prototype
5. Design booking process for SPA treatment
6. User testing

Bibliography

[1] Paul Boag (<https://www.smashingmagazine.com/2013/03/navigation-mega-sites/>)

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