

Project Definition Report



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UX Desktop Redesign Project

Module: CI7700
User Experience
(Systems)

Contents

“

The luxury travel sector despite the worldwide recession is rapidly expanding.”

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Introduction

Recent Developments and Trends

\$500bn

\$1.8 trillion spent on luxury goods and services worldwide in 2012, nearly \$1 trillion went on "luxury experiences". **Travel and hotels accounted for around half that figure.**

In 2012, nearly \$1 trillion went on "luxury experiences"
according to Boston Consulting Group (BCG) report

In the last few years attitudes towards luxury and luxury goods in general have permanently changed. The tourism industry has also changed its attitude and this led to offering highly individualized, enriching, distinctive and unique tourism products for urban nomads, able to afford them.

The purposely conducted survey on the international tourist market shows

that despite the worldwide recession, there is one area of the tourism market that is rapidly expanding. That is the upscale or luxury market. The survey confirmed another anticipated event - the greater use of online tools and smart phones will have an effect on the sales process and on communications within luxury travel industry.

(Stankova, 2013)

75%

Of travellers who shopped for they hotels on they smaptphones would typically end up purchasing on a desktop or laptop computer.

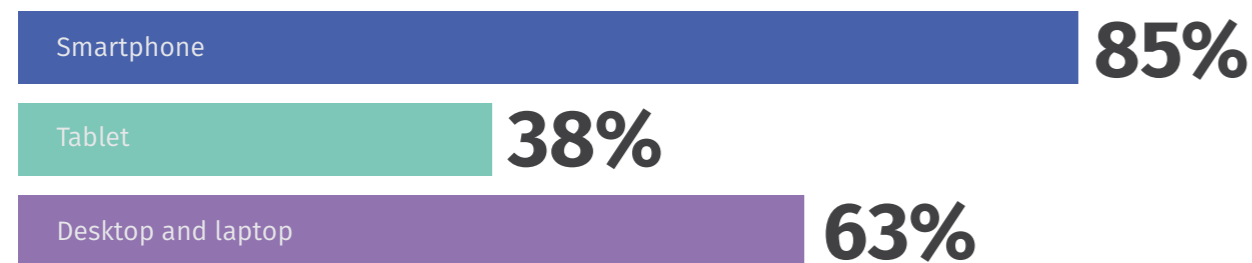
Source: Google/Phocuswright, leisure traveler study, Base: U.S. leisure travelers, n=930, Oct. 2015

According to Passive Digital Travel Research Journey by GfK, when planning their last trip, travelers used a smart-phone - 85%, tablet - 38%, desktop and laptop - 63%.

The way that the rich spend their money is changing. Once, the well-heeled bought fancy stuff. Nowadays they spend more on things to do and see. A report last year by the Boston

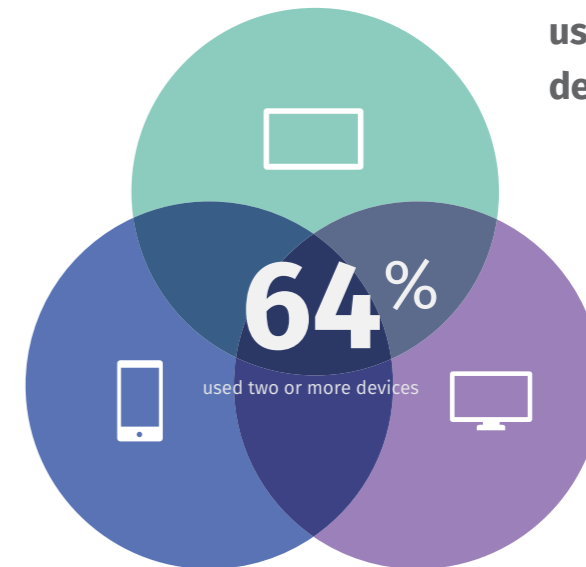
Consulting Group (BCG) found that of the \$1.8 trillion spent on luxury goods and services worldwide in 2012, nearly \$1 trillion went on "luxury experiences". Travel and hotels accounted for around half that figure. This partly reflects the growing weight of rich folk from developing countries. Wealthy Chinese spend 20 days a year travelling for leisure, according to ILMT, a travel agency. Antonio Achille of BCG

When planning their last trip, travelers used a ...



1. "Passive Digital Travel Research Journey" by GfK (Facebook-commissioned passive observation of digital browsing, search and app behavior of 97 people in the US ages 18-64 during the three-month period before they booked a trip), Nov 2015-May 2016. A trip was defined as leisure travel involving a flight, hotel or cruise.

Many travelers used multiple devices¹



says luxury consumers have distinct spending styles, depending on how old they are and whether they were born rich or became so later. The young and the recently affluent tend to buy visibly costly items that will impress their peers. The established wealthy spend relatively more on traveling to five-star hotels. Tapping into this more traditional market is not easy: in some respects, the luxury-hotel business

has become commoditised. As the standard at the best establishments has risen, high-paying guests have come to expect a level of service that is ever harder to exceed.

(The Economist, 416(8953), pp. 49-50.)

About Six Senses

1995

The subject of this evaluation is an online presence of Sustainable Luxury Hospitality chain – Six Senses. Six Senses is a resort and spa management and development company established in 1995, which managed resorts under the brand names Son-eva, Six Senses Hideaway, Six Senses Latitudes, Six Senses Private Residences and Evason; plus Six Senses Spas and Six Senses Destination Spas. The company also offers consultancy, development and project management services for properties operating under a Six Senses brand. Six Senses Spas are a key element in the resorts and are being developed in additional locations. (sixsenses.com)

2012

The business was acquired by Pegasus, a US-based private equity fund manager in April 2012. Pegasus acquired all of the Six Senses and Evason branded resort and spa management contracts.

2016

According to a 2016 company presentation, today company comprises 11 operating resorts and 29 spas, branded Six Senses and Family - focused Evason resorts, with another 20 under construction or development.

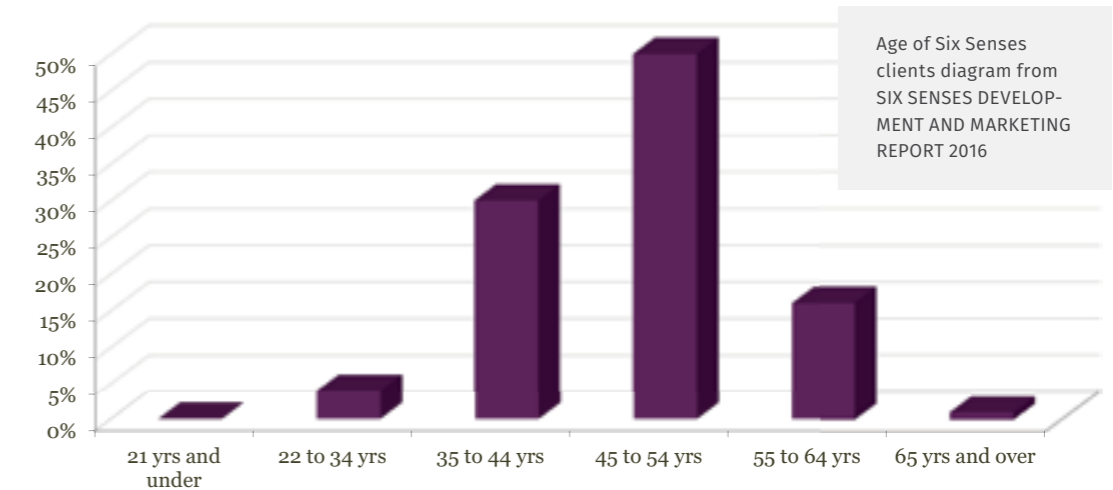


SIX SENSES CLIENTS

- Couples
- Age range between 36 and 60
- Household Income of USD 100,000+ per year
- Growing family market
- 60% European, 25% Asia Pacific, 10% US and 5% Others
- Repeat guests

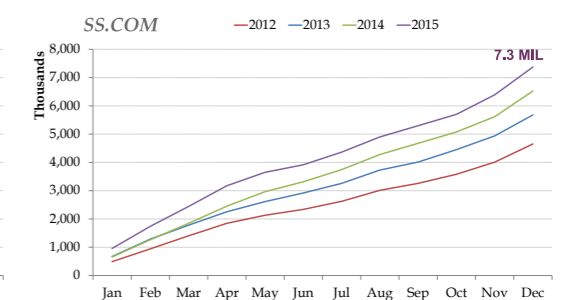
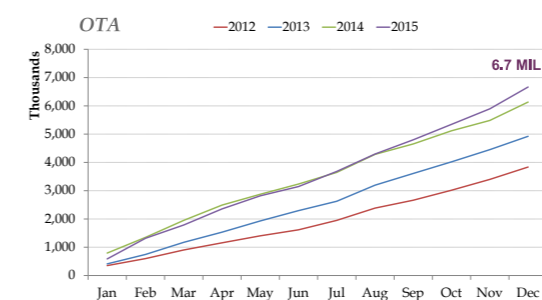
KEY COMPETITORS

1. Four Seasons
2. Banyan Tree Hotels & Resorts
3. Orient-Express Hotels
4. Aman Resorts



KEY PERFORMANCE ONLINE

Sales through Online Travel Agencies (like booking.com) and directly from sixsenses.com from 2012-2015 according to SIX SENSES DEVELOPMENT AND MARKETING REPORT 2016



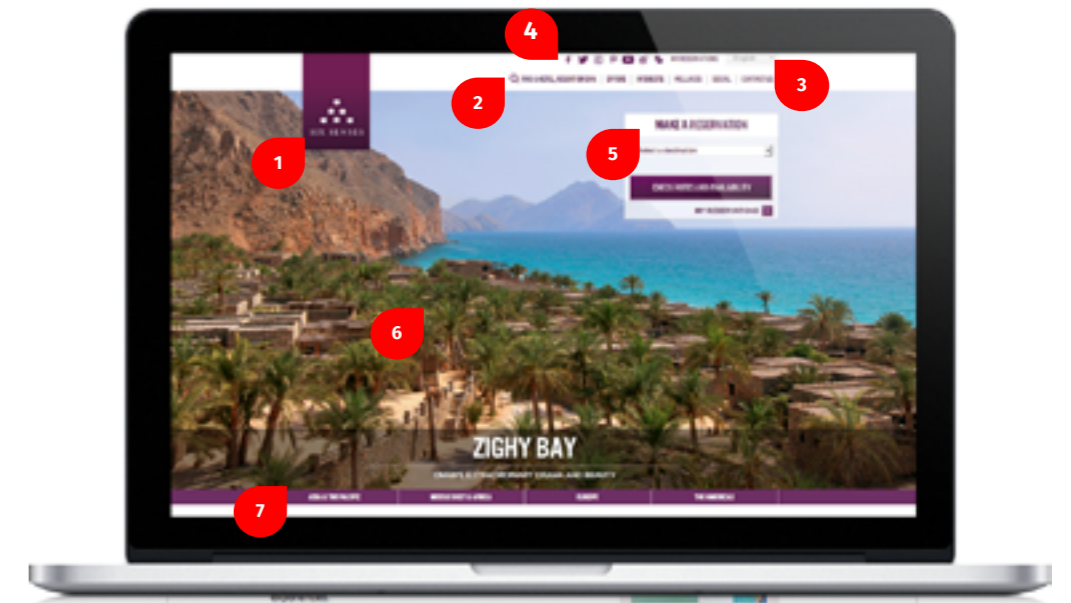
Existing user interface



SixSenses.com was built by Gyro – an Advertising Age Top 50 Global ideas shop and redesigned in 2013 by London-based media agency, JohnHenry, who introduced new functionalities to the site:

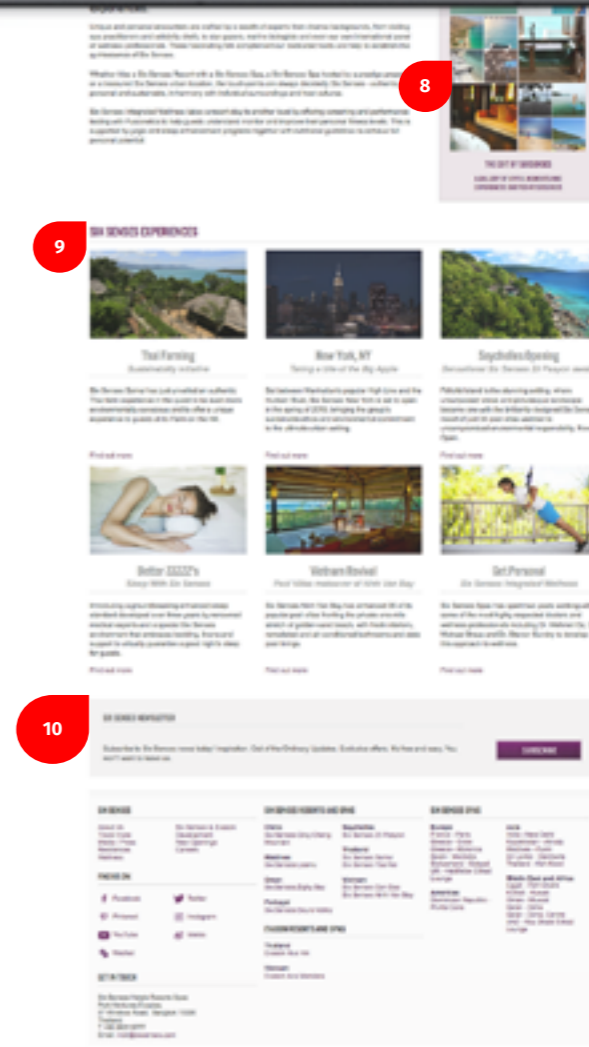
1. CMS
2. Social Media Integration
3. Reviews-on-site property reviews
4. Booking Engine Integration
5. Mobile launch
6. Language sites (2 full sites in CH and RU plus 10 mini sites in JA, KO, FR, DE, ES, TH, VI, AR, IT, PT)

This this web site is used mainly for booking hotel rooms or villas. Also users can find information about resorts, dining and experiences, special offers and packages; they can plan an event, make an inquiry about spa treatments, check existing reservations, go to social media pages of the company and subscribe to Six Senses newsletter.



► INTERFACE ELEMENTS

1. Six Senses Logo, Home link
2. Main navigation menu
3. Language selector
4. Social media channels
5. "Make a reservation" widget
6. Main promo carousel
7. Destination module tabs
8. Social media gallery
9. Promotional banners
10. Subscription and Fat footer



User journey

Book a villa

TASK WALKTHROUGH "BOOK A VILLA AT SIXSENSES.COM"

Let's assume the user is on the Sixsenses.com homepage and needs to book a room. He/she can do it through 3 different entry points:

1. Main navigation "Find a hotel, resort or spa" menu item (2)
2. "Make a reservation" widget on the right side of the main promo carousel (5)
3. Use destination tabs (7) under the main promo carousel

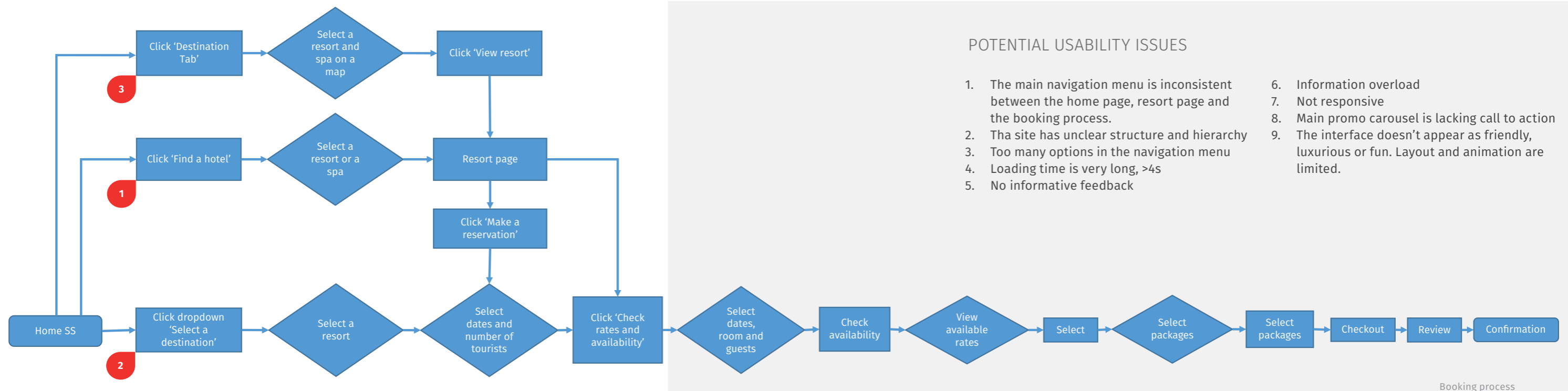
The first route shows a vertical dropdown menu where user can navigate among sections of Six Senses resorts and spas, Evason Resorts and Spas and Six Senses Spas by continent.

After selecting a resort user is transferred to the resort page with local menu tabs. There the user can select Accommodation, Spa, Dining, Experi-

ences, Offers for this particular resort. User can click on "check rates and availability" button to access available rooms and villas. Alternatively the user can make a reservation straight from the local navigation section. After selecting a villa and dates user begins the booking process, which has 9 steps with calendar picker, input fields, advanced search filters and secure payment process.

The second entry point is a shortcut designed for frequent users. Here user doesn't see the resort page, he/she goes through the reservation widget and has to pick a destination in the vertical drop down selector. After filling in necessary information the user can see room availability and book the accommodation.

The third route is more visual as the user can see destinations on a map and then launch the booking process.



POTENTIAL USABILITY ISSUES

1. The main navigation menu is inconsistent between the home page, resort page and the booking process.
2. The site has unclear structure and hierarchy
3. Too many options in the navigation menu
4. Loading time is very long, >4s
5. No informative feedback
6. Information overload
7. Not responsive
8. Main promo carousel is lacking call to action
9. The interface doesn't appear as friendly, luxurious or fun. Layout and animation are limited.

Relevance to the Field/ Literature Review

There are not many studies and evaluation reports on similar systems, unfortunately. I found some papers on providing luxurious experience online in other industry sectors: Jewelry and Fashion. Some of the e-commerce tactics for consumer goods can be applied for experiences as well.

Aims

OVERVIEW

Six Senses has built a very complicated web site with lots of content. The web site is difficult to maintain and update using the existing interface. Six Senses are planning to launch 30 new resorts in the next two years and go from 12 to 40 scale of growth.

GOAL

The main goal is to make structural changes to offer a better manageable platform. Also to design adaptive UI using “mobile first” approach and user-centered method. We need to give the user more control and provide a feedback on each movement, simplify navigation and achieve consistency throughout the user journey. At the same time we could present existing content in a more engaging way and possibly provide a virtual luxurious experience.

“

For luxury, personalization is about the relationship. And where these brands can really get ahead is the follow up. Use what you know about the customer to offer them an exclusive offer or event invitation down the line.”

Christina White, VP of user experience at Huge

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