Compare, Design, Explain Assignment Module #2

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Compare Two Interactive Systems

Goals Driven Behavior - Week 7

Goals driven behavior means that "when people are doing a task, most of their attention is focused on the goals and data related to that task", and "devote very little attention to the tools they are using" (Johnson). As a result, "software applications and most Web sites should not call attention to themselves; they should fade into the background and allow users to focus on their own goals"(Johnson).

Both websites of Super 8 and Ritz Carlton have good goal orientated website structure, which allows customers to find what they need and achieve their goals quickly and clearly. As for customers aiming to book a hotel, the usual booking process for them is to first enter the relative information like location, date and number of people, and then search for available hotels and check their price and other information to see if those hotels match their requirements. As long as customers are satisfied with the choice, they would book them and finally pay the bill. This is a typical three-step process for booking a hotel online. It is also a familiar path that based on past experience for users to book a hotel on whatever booking websites.

At the first stage, the front page, users are usually looking for places to input their reservation information including location, date, number of rooms and guests. Both Super 8 and Ritz Carlton places this input box in a conspicuous location. Super 8 put it at the middle of the page, and at the bottom of the front page picture. It is an easy place for users to find. Ritz Carlton place the input box at the bottom of the page. The first appearance of the page is almost covered with a large and beautiful photo. It makes the page structure to be very simple, and allows users to find the input box quickly even though it is at the bottom of the page.
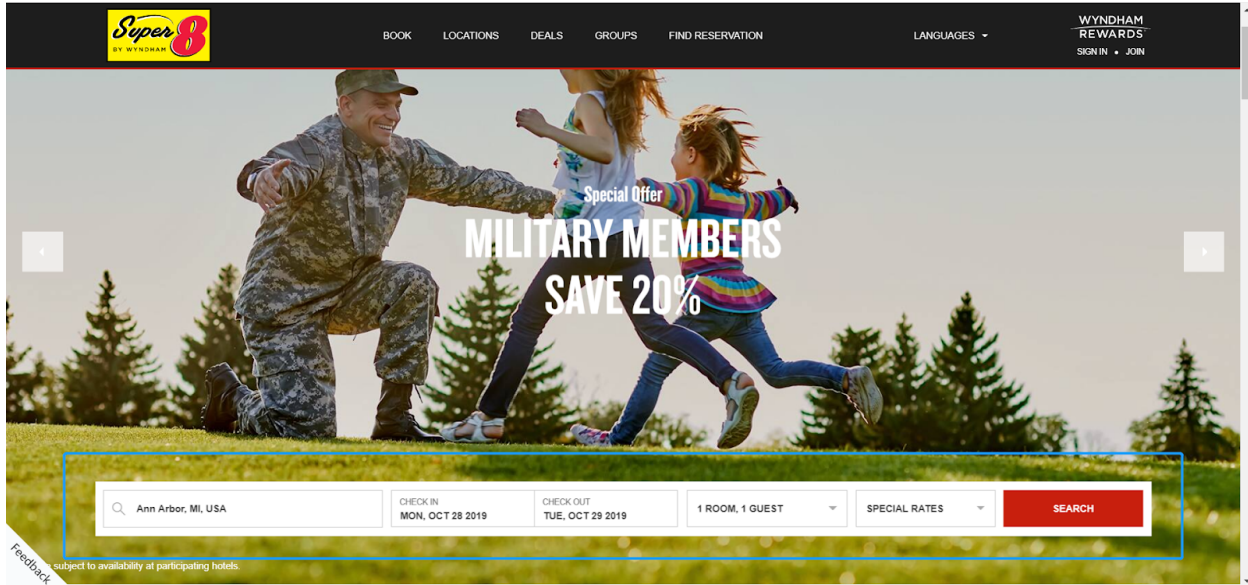
Figure 1. Location of the input box on Super 8 website (Wyndhamhotels.com, 2019).
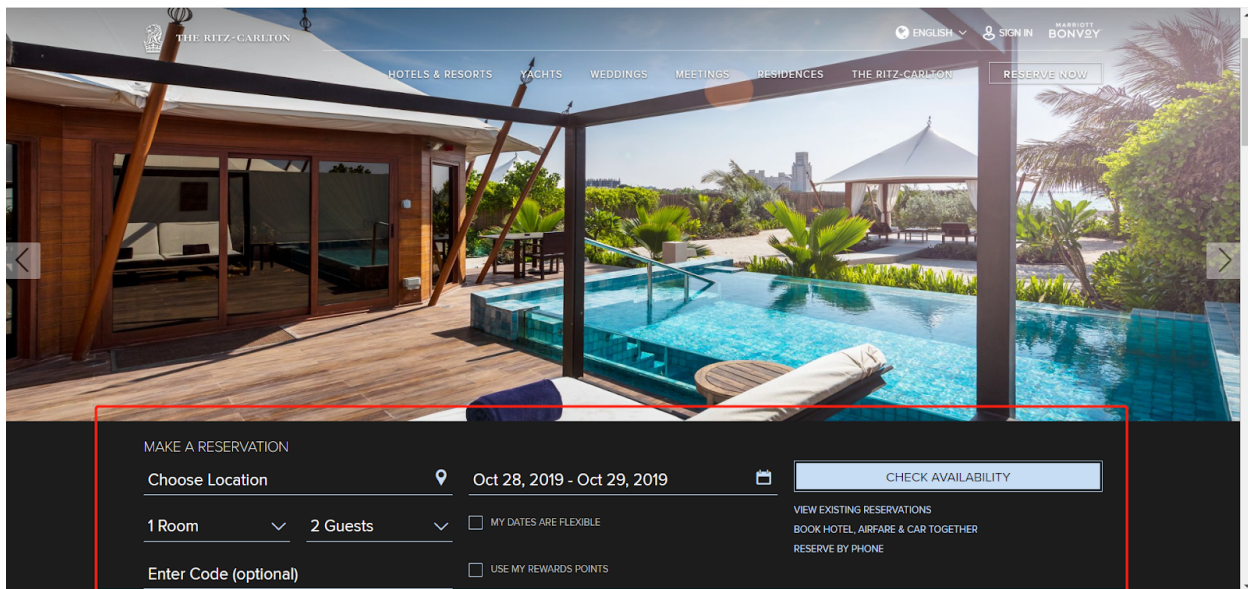

Figure 2. Location of the input box on Ritz Carlton website (The Ritz-Carlton, 2019).

At the second stage, websites show the search results as users input their information. The search result pages are similar for both Super 8 and Ritz Carlton. They all list hotels or room options in row sections and include prices and basic hotel or room information. If users want to know details about the hotel or rooms, they can click on the pictures or titles to find the detailed information. Both websites have used pop out technique to attract users' attention on the "select" or "book" buttons in order to guide users' action. Super 8 uses word "book" in a red box, and Ritz Carlton uses word

"select" in a dark blue box. It follows users' goals driven behavior, which is to select the proper option and book the room on this page.
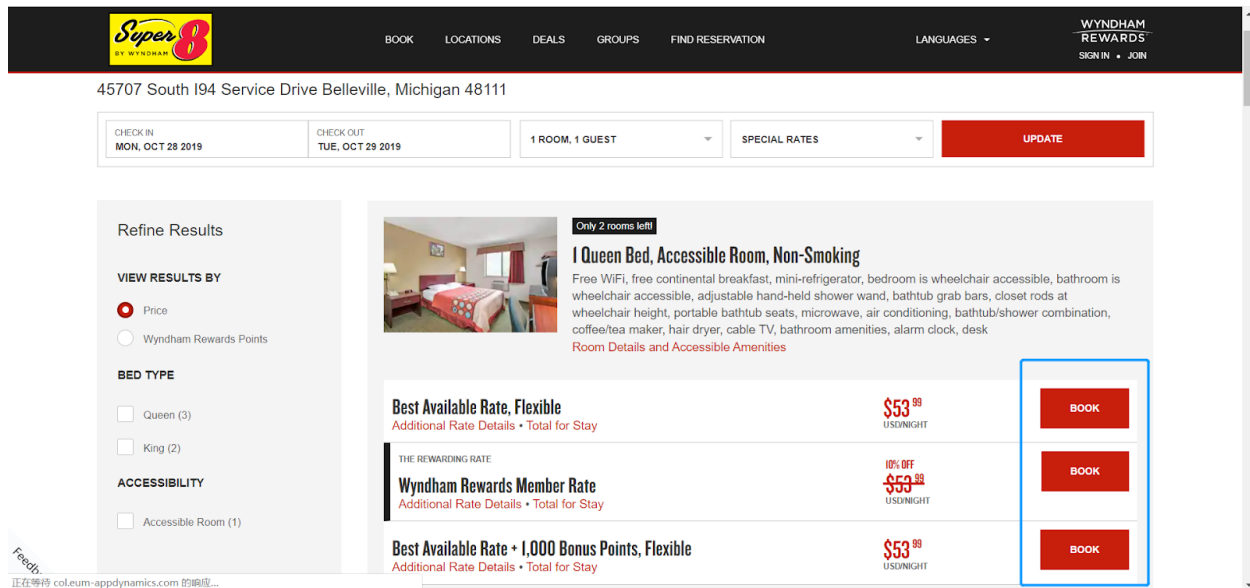

Figure 3. Super 8 using red color to guide users booking action (Wyndhamhotels.com, 2019).
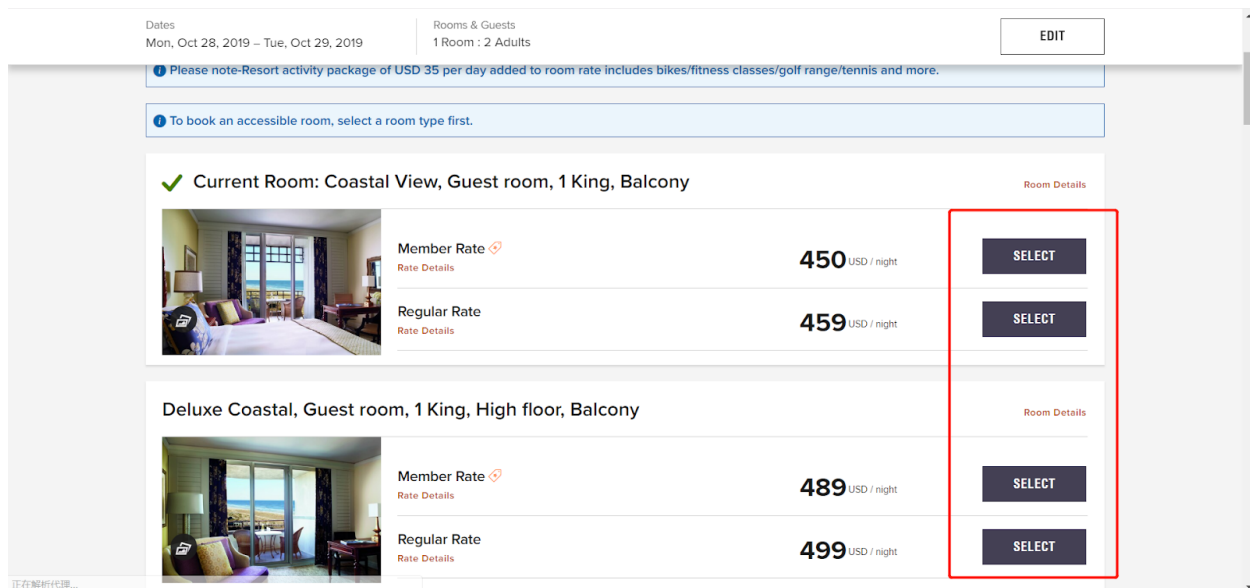

Figure 4. Ritz Carlton using brown color to guide users selecting action (The Ritz-Carlton, 2019).

On the final stage, users are looking for the option to pay the bill. Similar to the search result pages, these websites use pop out technique to guide users attention, and make them easily find the location to submit or continue on paying. For Super 8, the large red

box of "complete reservation" is at the end of the payment page. For Ritz Carlton, there are large "continue" button and "book now" button to guide users complete the payment.

Figure 5. Super 8's red "complete reservation" button (Wyndhamhotels.com, 2019).

Figure 6. Ritz Carlton's brown "continue" and "book now" button (The Ritz-Carlton, 2019).

Affordances and Signifiers - Week 7

"Affordances determine what actions are possible. Signifiers communicate where the action should take place" (Norman).

Both Super 8 and Ritz Carlton use **signifiers** indicate possible actions that users can take and guide their behaviors. Both websites have the place to show related pictures on their front page. To indicate that users can shift photos to view different ones, they all use arrows on the left and right sides of to remind users.
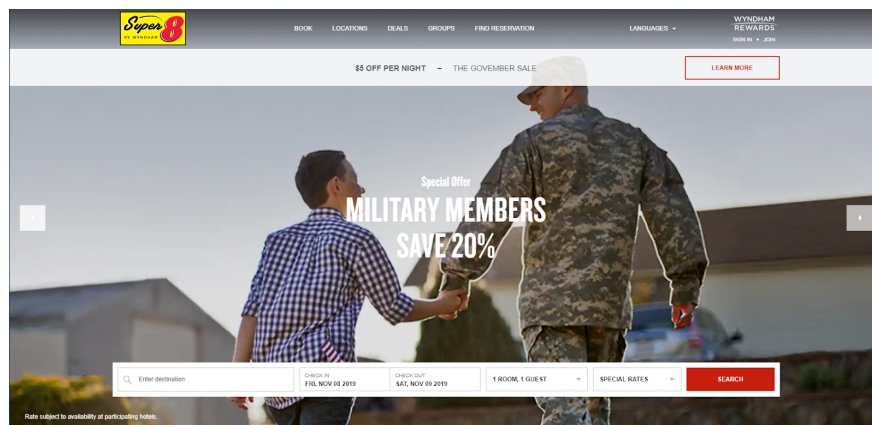

Figure 7. Super 8 uses arrows on the sides of the picture (Wyndhamhotels.com, 2019).
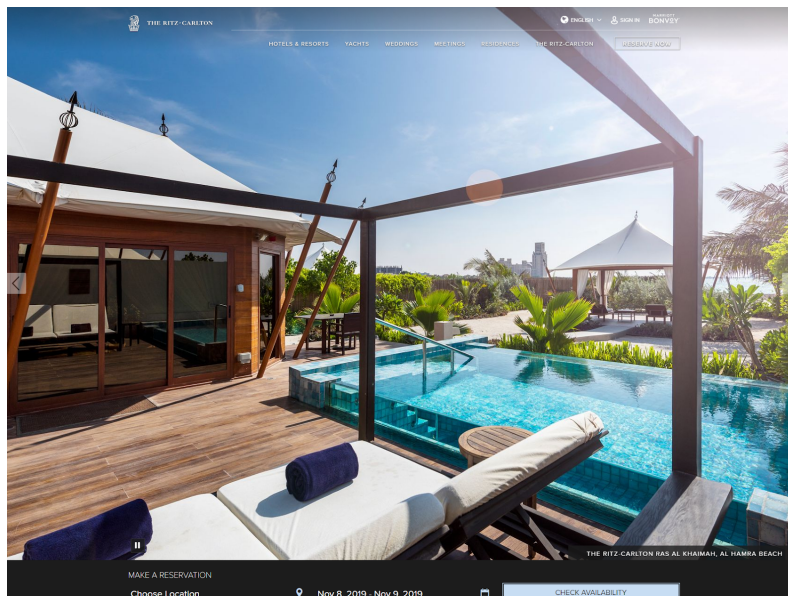

Figure 8. Ritz Carlton uses arrows on the sides of the picture (The Ritz-Carlton, 2019).

Three Levels of Emotional Processing: Visceral, Behavioral, Reflective - Week 8

The visceral level is the basic and the very first response (Norman). It is "pre-consciousness" and "pre-thought" (Norman). "This is where appearance matters and first impressions are formed". It is about "about the initial impact of a product, about its appearance, touch, and feel".

In terms of user interface design, the front website should be designed beautiful to attract people to continue their task rather than pushing them away with a bad design. Both websites of Ritz Carlton and Super 8 have a good designed front page to make a good first impression on users.

Super 8 uses a photo of a soldier preparing to hold his two daughters on the front page. This photo is related to family, and family usually make people feel warm. Seeing the big smile on his and his daughters faces also make users feel delighted and relaxed. Using pink color as a background could also have this effect, because warm colors usually make people feel warm and relaxed.
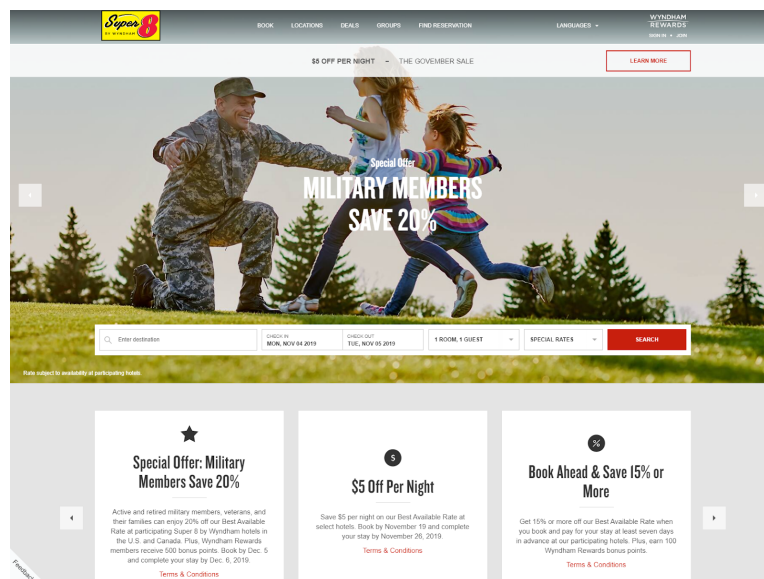

Figure 9. A family photo and pink background are used on Super 8's front page
(Wyndhamhotels.com, 2019).

Ritz Carlton uses many beautiful photos of the hotel and outdoor views to impress users and attract them, which is shown in Fig 1. It also present hotel information with

photographs on the white background. The structure is well organized. It creates an impression of tight, clear and comfortable for users.
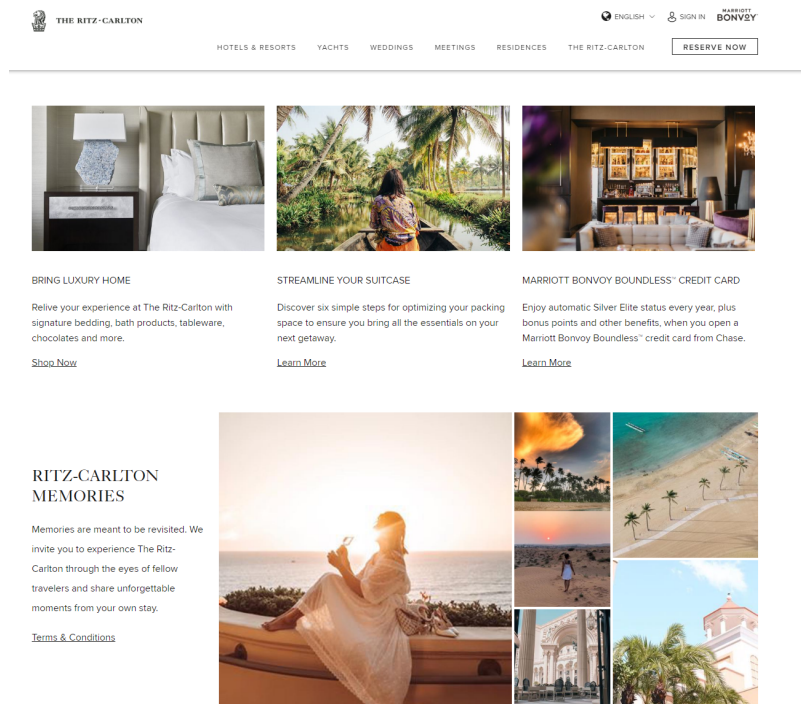
Figure 10. Well organized photos and text for Ritz Carlton (The Ritz-Carlton, 2019).

The behavioral level is about "use", and "experience with a product" (Norman). Both websites provide friendly experience from "function, performance, and usability" (Norman).

Function specifies "what activities it supports, what it is meant to do" (Norman). Both websites have clear function of booking the hotel. They both support function of search, presenting detailed information of the hotel and rooms, and payment process.

Performance refers to "how well the product does those desired functions" (Norman). Both websites provide smooth navigation process for users to complete their booking process. The front page of them is mainly for searching. After user search the hotel, results pages show up to allow users to select which hotel and room they want. As users finish selecting their options, they will be lead to the payment page to complete the final step. This process ensures the **performance** for both websites in the behavioral level.

Usability "describes the ease with which the user of the product can understand how it works and how to get it to perform" (Norman). As discussed in the Goals Driven

Behavior section, both websites place search box on the obvious position of the front page, and use colored box to emphasize buttons that lead to the next step, as shown in Fig 1 to Fig 6. This guidance lead users to complete their task with ease.

Reflective level is where "consciousness and the highest levels of feelings, emotions, and cognition reside" (Norman). This is where "the full impact of both thought and emotions are experienced" (Norman).

Ritz Carlton and Super 8 websites all uses photos to arouse users feeling of home and make them feel relaxed and warm. This is the reflective level of consciousness. It makes users to recall something that is warm and delighted. The reflective level is also related to the services that users experience in the hotel. If they have satisfied experience in the hotel, by seeing those pictures on the websites that they are familiar with would create positive reflective emotions. However, it is hard to satisfy all users on the reflective level, as they all have different backgrounds and likes.

Common Ground - Week 9

The concept of common ground is "the things we know about what is known by the person we are talking to" (Monk). Clark's definition implies that "a proposition p is only common ground if: all the people conversing known p; and they all know that they all know p" (Monk).As for Super 8 and Ritz Calton websites, common ground is evolved in the communication between websites and users.

Common language / vocabulary
Both websites and users use English as the language to communicate. As a result, user understand information on the websites, and websites know that users understand information they posted.

Common vocabulary
Users and websites share the common vocabulary. Both of them know what "book", "select", "pay" means. This ensures the efficiency of information transfer.

Common knowledge
When booking a hotel, people usually consider the location, date, room arrangement, bed size etc. This is the common knowledge that shared with both users and hotel websites. Users know what to consider for booking a hotel, and websites will have these

options for customers to choose. Websites know what information users are caring about, and users know that websites will provide different selections for them.

Principles of Considerate Design - Week 9

Keep You Informed

Users "want to be kept informed about the things that matter to us" (Cooper). Having feedback "about what is going on" is important for interaction design (Cooper).

Super 8 provide information of users current states on the top of the page to remind users what they have done and what they need to do. However, Ritz Carlton do not have this feature in their website.
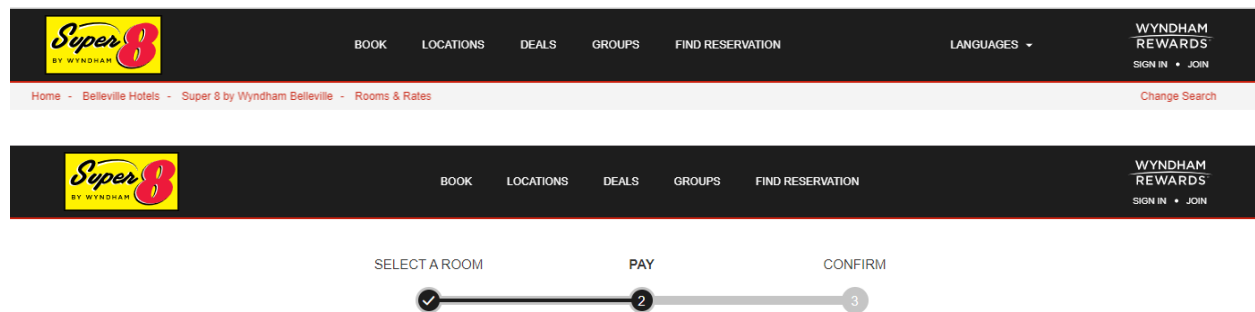

Figure 11. Progress line on Super 8 websites (Wyndhamhotels.com, 2019).

Design a System

Front Page:

On the front page, hotel's logo, "sign in" button, and language options are on the top of the page. Beautiful photos of hotels, views and facilities are shown in the grey area of Fig. 9. Arrows indicate that users can click to see different photos. Photos will shift automatically in the speed of 10 sec each. The small circles under the photo indicate which photo is shown currently. The input box section is below the photo, where users can input their requirements to conduct search. The lower part is for other information. Users can find detailed information about the hotel in this section.

LOGO   Sign in   English ▾

Choose Destination   **11** Nov | **13** Nov   I Room   2 Guests   **Search**

Join Group   Service   Meeting & Wedding   Contact

Become a Member

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

Join for Free

Figure 12. The front page; grey areas indicate places to put nice photos.

Room Selection Page:
As hotels in this company is distributed according to locations, there will be only one hotel in one city. As a result, this page directly shows the room options for chosen location. Basic information of the room is on the right of each room's picture. If users want to find detailed information about the room, they can click the picture, and there will be a pop-up window to show the information just like what Ritz Carlton's website does. Users can click "book" to go to the next step.

LOGO   Sign in   English ▾

Search > **Room Selection** > Payment

Chicago
⦿ xxxxxxxxxxxxxxxxxxxxxxxx   📞 +1 (xxx) xxx xxxx

Dates   Rooms & Guests
Fri, Nov 8, 2019 – Sat, Nov 9,   1 Room : 2 Adults
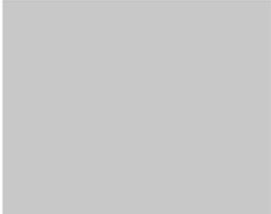2019

City View, Guest Room, 2 Queens

Free Wifi, Breakfast,   **556** USD / Night
xxx, xxxxxx xxxxx
xxxxx
xxxxxxxxxxxxx   Book

Coastal View, Guest Room, 2 Queen

Free Wifi, Breakfast,   **586** USD / Night
xxx, xxxxxx xxxxx
xxxxx
xxxxxxxxxxxxx   Book

Coastal View, Guest Room, 1 King

Free Wifi, Breakfast,   **528** USD / Night
xxx, xxxxxx xxxxx
xxxxx
xxxxxxxxxxxxx   Book

Figure 13. Room selection page; grey areas indicate places to put room pictures.

Payment Page
This page mainly contains three parts, room information, guest information and payment method. The information and the cost of the room is shown in the first part, where

people can check their order. The confirm payment button is located at the end of the page. As long as users finish entering personal information and payment method, they can click this buttton to complete the whole booking process.

Figure 14. Payment page.

Explain Rationale

Concept-driven Goals

The website I designed is for a middle & high-end hotel group, which have hotels around the globe. It is like Ritz Carlton that one area or city has only one hotel. It targets people that care about brand identity and pursue high living quality.

The website needs to attract customers and provide a convenient and friendly booking process. As a result, the website should provide **smooth operational process**, show **clear information and options,** to enable the users **quickly and accurately** find what they need and complete the booking process.

Sources or References

Goals driven behavior

As mentioned in the first section, Goals driven behavior means that "when people are doing a task, most of their attention is focused on the goals and data related to that task", and "devote very little attention to the tools they are using" (Johnson). This concept is applied to design a smooth booking process for users to focus on their goals.

Affordances and Signifiers

"Affordances determine what actions are possible. Signifiers communicate where the action should take place" (Norman). Concepts of affordances and signifiers are used in the website design to show what actions users can possibly do, and guide them how to do them.

Three levels of emotional processing: visceral, behavioral , reflective

The visceral level is the basic and the very first response (Norman)."This is where appearance matters and first impressions are formed". *The behavioral level* is about "use", and "experience with a product" (Norman). *Reflective level* is where "consciousness and the highest levels of feelings, emotions, and cognition reside"

(Norman). These three levels of emotional processing are considered for website design to create a user friendly interface, allow users to navigate through websites smoothly and complete their goals with ease and comfort, ultimately, to provide a satisfied booking experience.

Common Ground

The concept of common ground is "the things we know about what is known by the person we are talking to" (Monk). Concept of common ground is applied to ensure the communication between users and websites. It allows users to understand the information on the websites, and allow websites to transfer accurate information to users.

Principles of Considerate Design

One of the principles of considerate design is **keep users informed**. Users "want to be kept informed about the things that matter to us" (Cooper). Having feedback "about what is going on" is important for interaction design (Cooper). For the website, the progress information is provided on the top left part for users to check their stage.

Walkthrough

For my design, users can complete the booking process in **three steps** and pages. Starting the **front page**, which allows users to input their requirements like location, date, etc. Then, there is a page to show the search results. As there is only one hotel in one place, the **research page** can directly show the room options for users like Ritz Carlton does. Basic information of rooms and facilities will be shown. Users can also click the room picture to look for detailed information of the room. The "book" button is on the right for each options. The final **payment page** will appear once users click the "book" button. In this page, users need to input their personal information and payment method to complete payment.

Goals driven behavior is considered during the website design. Similar to Super 8 and Ritz Carlton websites, users can easily find what they are looking for on my websites. The input box that users choose the location and select options of date, room and number of guests is located on the lower middle of the front page, right below the head

photos. If people are looking for other information such as "Join Group", "Services", "Meeting & Wedding" and "Contact", they can easily find them below the input box.

The search page and payment page also follow users' **goals driven behavior**. Rooms with basic information and prices are shown in pattern on the search page. The pop-out technique is used for the "book" button, so that users can clearly know how to go to the next step. The "Confirm Payment" button is at the very bottom of the payment page. As people fill their personal information and payment method, they will find the button right a way.

Such design also allows users to "understand how it (the website) works and how to get it to perform" (Norman), which is the **behavioral level of emotional processing**.

When people navigating through the front page, selected photos of the hotels facilities and outside views will frist attract their attention. Beautiful photos can leave a good impression on users. This is where the **visceral level of emotional processing** is applied.

On the front, **signifiers** are used to guide users action. For example, there are left and right arrows on the side of the head photo. These tells people that they can view different photos through clicking these two arrows. There are also dots on the bottom of the head photos to indicate how many photos can be viewed and which photo is currently shown. For the information section at the lower part of the front page, an orange line is placed underneath the selected part. In Fig. 12. It is the "Join Group" part that has the line underneath its title. If moving the mouse to another title, there is a light orange line under it to indicate users that they can click on it to view other information. This feature is shown under "meeting & wedding" choice.

Common Ground is highly applied in the website design. On the top right of every page, there is an option to select languages for users. Users can choose language that they understand to navigate through the website. Having this option can ensure that users understand what information the website transfer, and the website know that users can understand the information with no ambiguity.

The websites **keep users informed** of what stage they are in. On the left top of the search page and the payment page, users can check the progress. There are three stages -- "Search", "Room Selection", "Payment". Completed and ongoing stage are shown in dark black, the uncompleted step is shown in grey color.

By considering these concepts into design, the website provides **smooth operational process**, as well as shows **clear information and options** for users**.** It enables users to **quickly and accurately** find what they need and complete the booking process.

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