

Oasis – a Vacation Home Booking Site

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Project overview



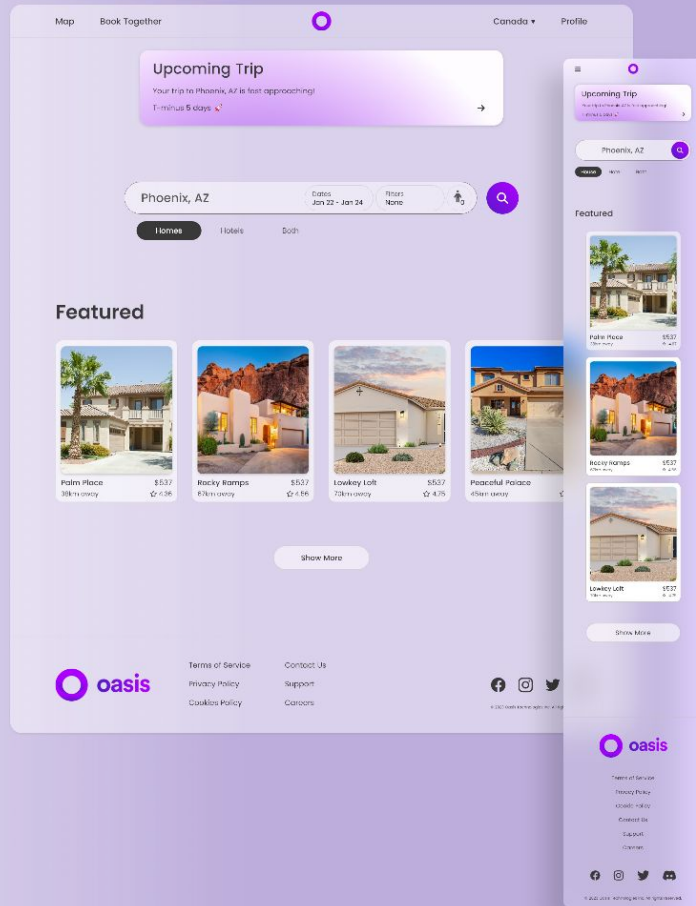
The Product

Oasis is an online vacation home booking website. The goal of Oasis is to help people find the best home rentals, quickly and effortlessly.



Project Duration

February 2023 – March 2023



Project overview



The Problem

Other online platforms have complicated interfaces. Often times, users find themselves digging for options (e.g., accessibility accommodations)



The Goal

Design a powerful vacation home booking website focusing on ease-of-use and an efficient booking flow.

Project overview



My Role

UX designer for Oasis' website design



Responsibilities

- User interviews
- Wireframing (paper, digital)
- Prototyping (low-, high-)
- Usability studies
- Design iterations
- Responsive design

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



The user interviews conducted paved the way for empathy maps. The empathy maps were crucial for understanding the user needs. The initial interview revealed that people found booking vacation homes somewhat stressful. The stressful experience compounds when trying to organize with groups of friends or family.

User research: pain points

1

Clutter

The user interface of some sites often have a lot going on, making it difficult to grasp the important details.

2

Accessibility

The accessibility options (e.g., no-stair entrances) are sometimes tricky to find.

3

Organization

Users deem it stressful finding places to stay, as a group.

Persona: **David**

Problem statement:

David is an entrepreneur who frequently travels for work. He has frustrations dealing with accessibility filters.



David

Age: 35
Education: Undergrad
Hometown: Toronto
Family: Married
Occupation: Entrepreneur

"Travelling should be a way to put the mind off work."

Goals:

- Find accessible accommodations
- A simple interface to easily pick out a place

Frustrations:

- "Accessible accommodations are not always obvious."
- "Websites often have many steps in order to select what you want."

David is a 35-year-old entrepreneur who frequently travels for work. They often have to search for places to stay.

They are irritated at how complex it is to figure out whether a location has accessibility considerations (e.g., sloped entrances). Additionally, they are overwhelmed by how complicated it is to find a place to stay.

User journey map

Through mapping David's journey, it demonstrated the need for a streamlined booking experience with more accessibility options.

Persona: David

Goal: To reserve an accommodation for travelling.

ACTION	Search for accommodations	Scan for accessibility options	Verify location has necessities	Pay for the accommodation
TASKS	<ul style="list-style-type: none">- Enter in location details- Enter in dates- Browse the listings	<ul style="list-style-type: none">- Click on filter button- Enable the appropriate accessibility options	<ul style="list-style-type: none">- Click into the listing- Scroll to the amenities section- Investigate whether it is accessible	<ul style="list-style-type: none">- Click on checkout button- Verify payment info- Receive booking confirmation
FEELINGS	<ul style="list-style-type: none">- Excited about travelling	<ul style="list-style-type: none">- Irritated at complexity	<ul style="list-style-type: none">- Trusting that the location has what is says it has	<ul style="list-style-type: none">- Pleased that the booking went through- Enthusiastic about the trip
IMPROVEMENTS	<ul style="list-style-type: none">- Enter in location details- Enter in dates- Browse the listings	<ul style="list-style-type: none">- Add an accessibility button on the search bar- Simplify the user flow	<ul style="list-style-type: none">- Add icons on the cover of the listing- E.g., sloped entrances, washroom bars	<ul style="list-style-type: none">- Remind user about their bookings on home page

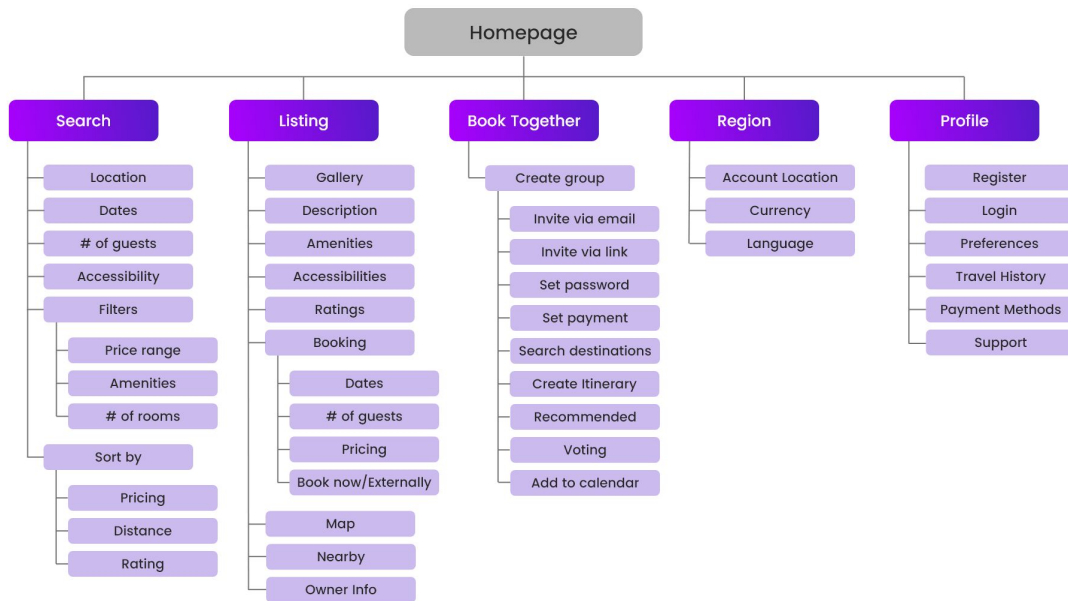
Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

Users found navigation to be complex, thus I set out to create a simple sitemap.

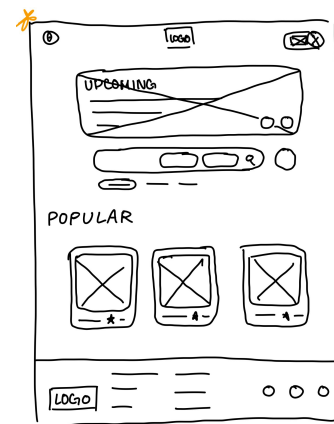
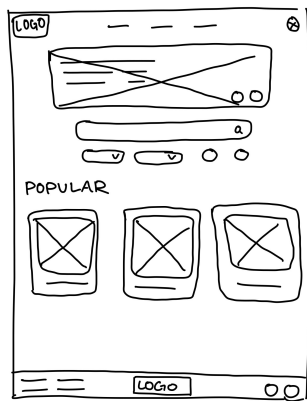
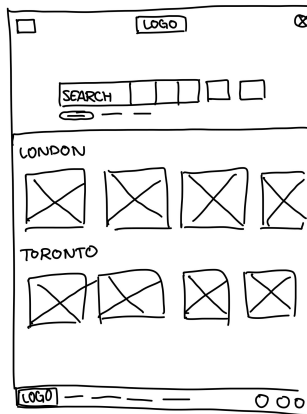
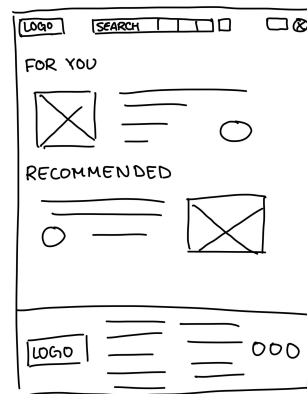
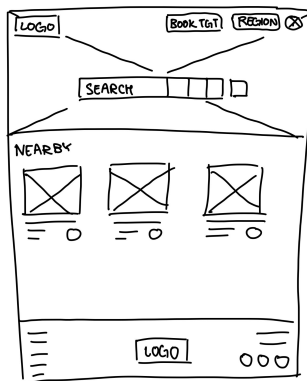
I chose a structure that made sense and is simple to use.



Paper wireframes

With consideration of user feedback, I sketched up rough wireframes.

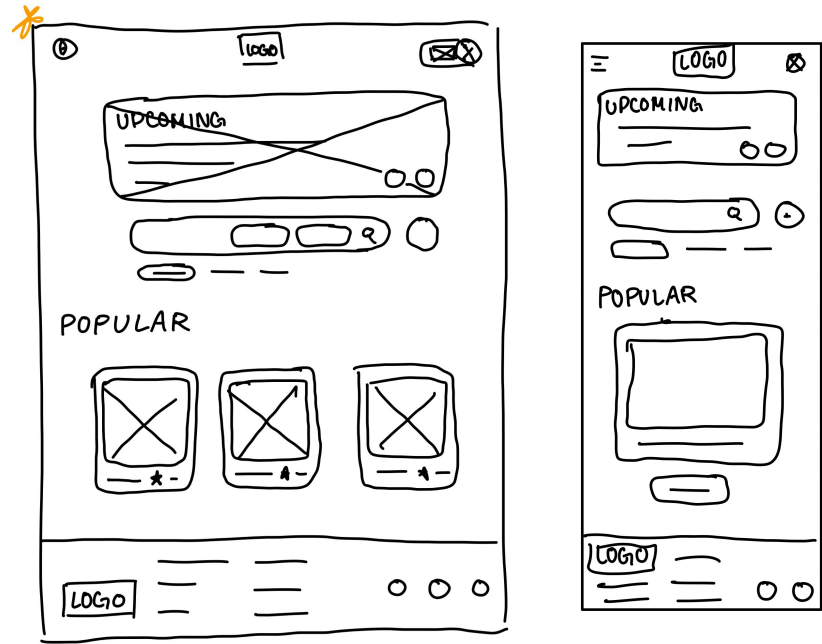
The wireframes on the right demonstrate the different versions of the home screen.



Refined paper wireframe

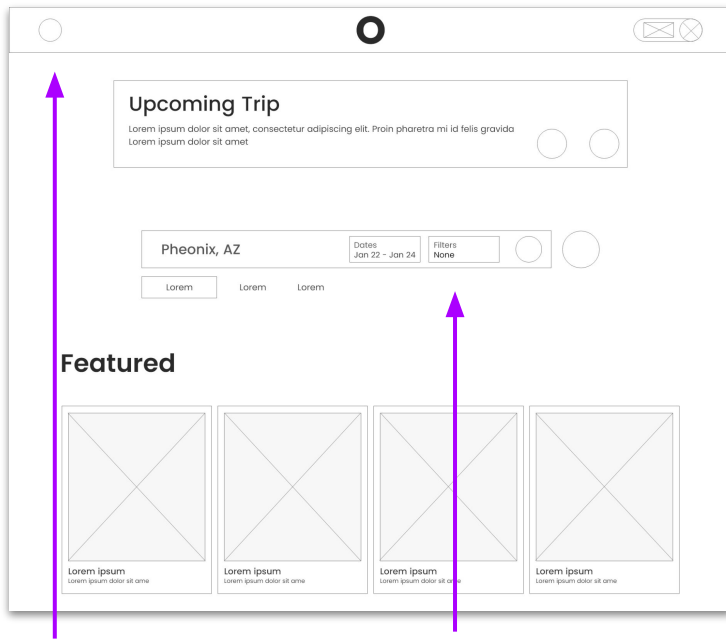
Paper wireframes for responsiveness

As more and more individuals surf the web with mobile devices, I also worked on the mobile website design. Thus, I ensure that the website is responsive.



Digital wireframes

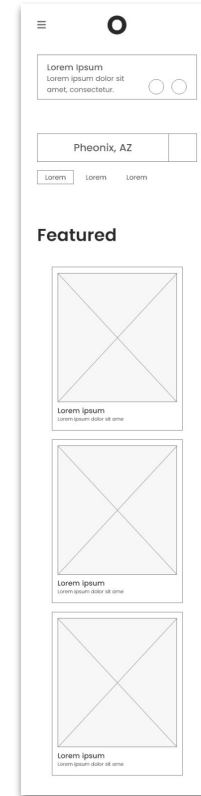
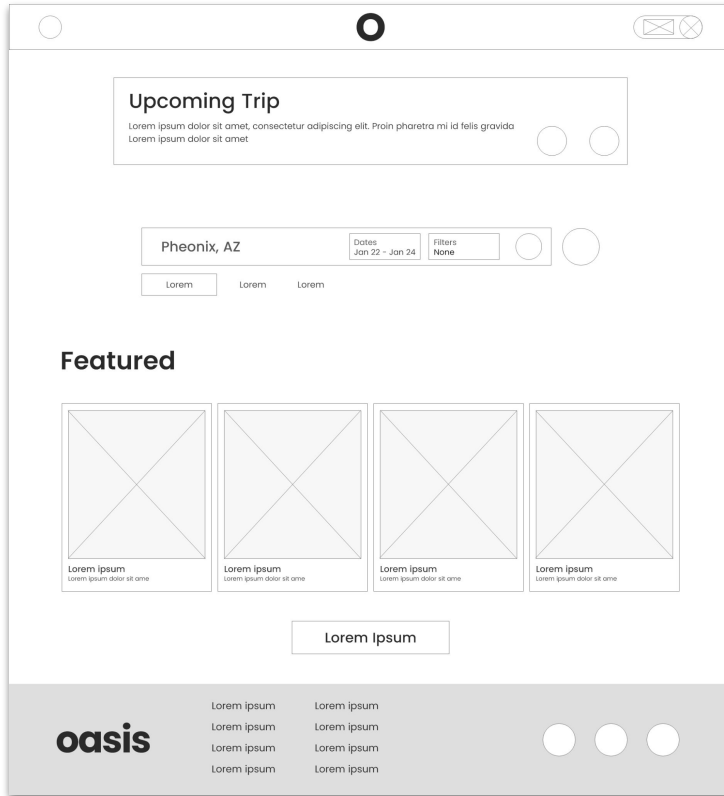
Translating paper wireframes to digital allowed me to iterate the design based on feedback at a more rapid pace.



Simple navigation bar allows users to quickly access different pages

Simple search bar indicating important parameters (e.g., filters)

Digital wireframes for responsiveness

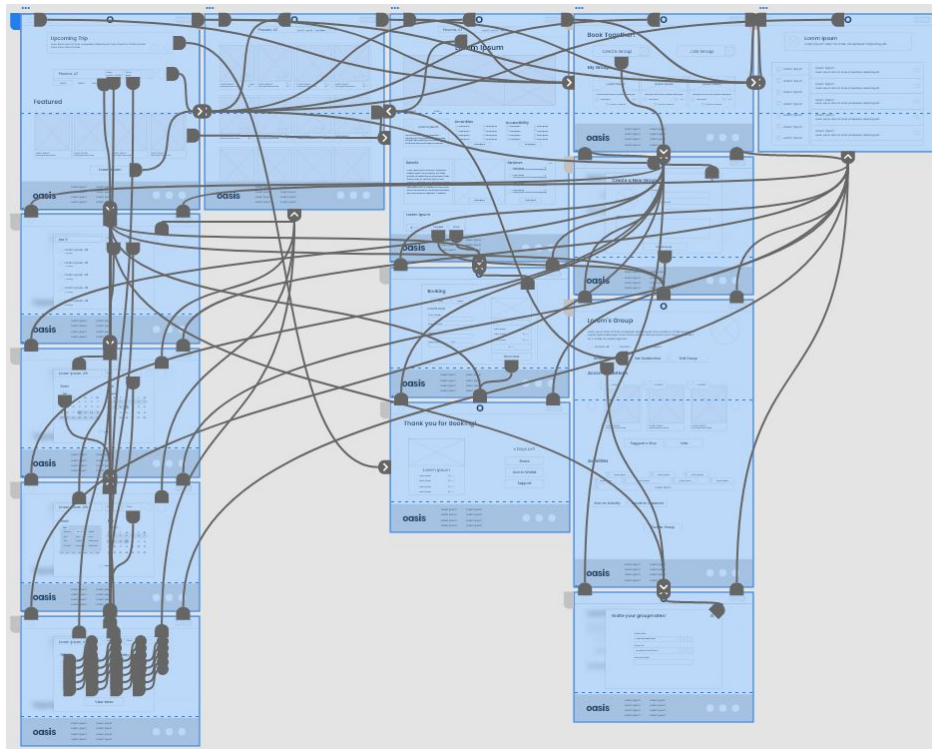


Low-fidelity prototype

Connecting the different screens created a prototype that I could use for usability studies.

Lo-Fi Prototype

Xd



Usability Study: parameters



Study type:

Unmoderated usability study



Location:

Canada, remote



Participants:

5 participants



Length:

20-40 minutes

Usability Study: findings

The first usability study revealed the following:

1

Saved Cards

Users want a way to select cards used in the past to book

2

Navigation

The navigation bar buttons did not sufficiently describe the location it led to

3

Contrast

Toggled elements lacked contrast. Some users reported not knowing whether an option was on or off

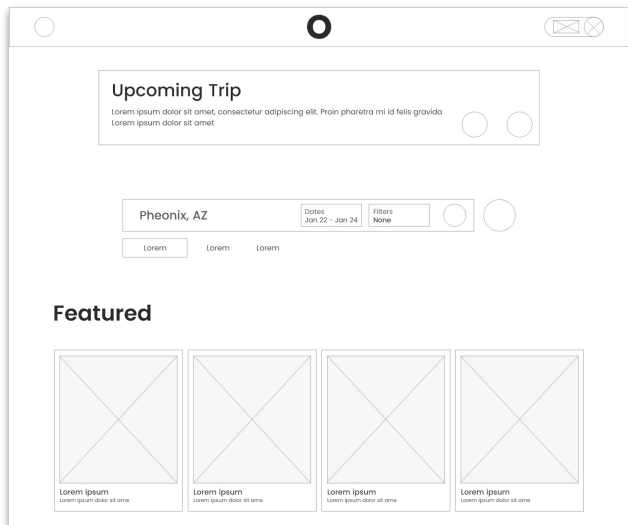
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

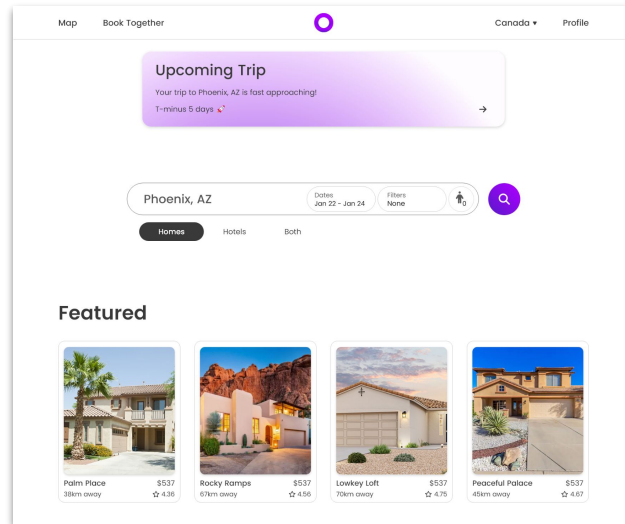
Mockups

The findings from the usability study allowed me to improve upon my initial design. For instance, increasing the contrast of selected buttons and reworking the navigation bar.

Before usability study



After usability study



Mockups

I also enhanced the booking flow by adding a saved payment methods section while booking.

Before usability study

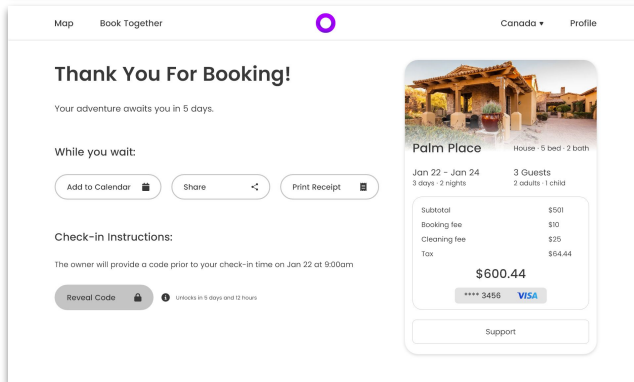
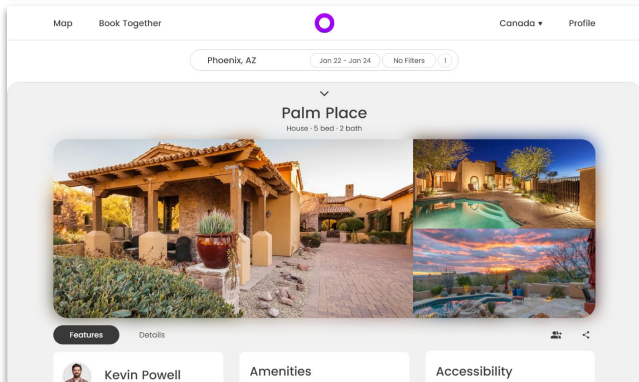
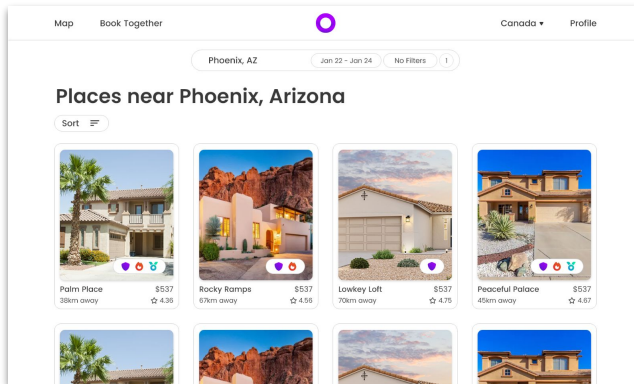
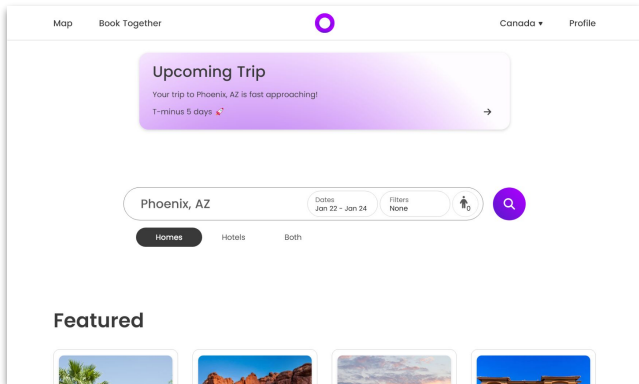
A wireframe mockup of a booking form. The form is titled "Booking" and contains several input fields: two for "Lorem", a "Credit Card" section with fields for "Card Number", "Name on Card", "Address", "Postal Code", and "CVV", and a "Book Now" button. To the right of the form is a placeholder for a card image with a large 'X' over it. Below the form is a footer with the "oasis" logo and several lines of "Lorem ipsum" text.



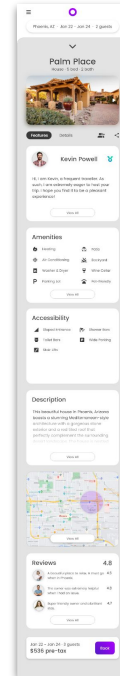
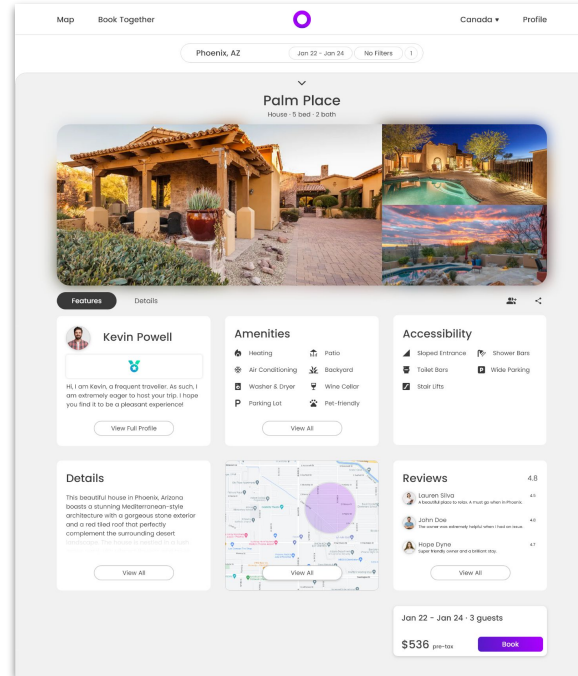
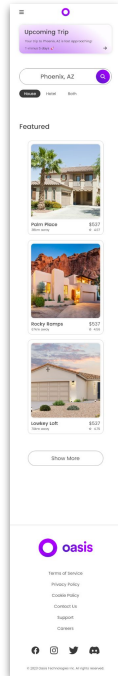
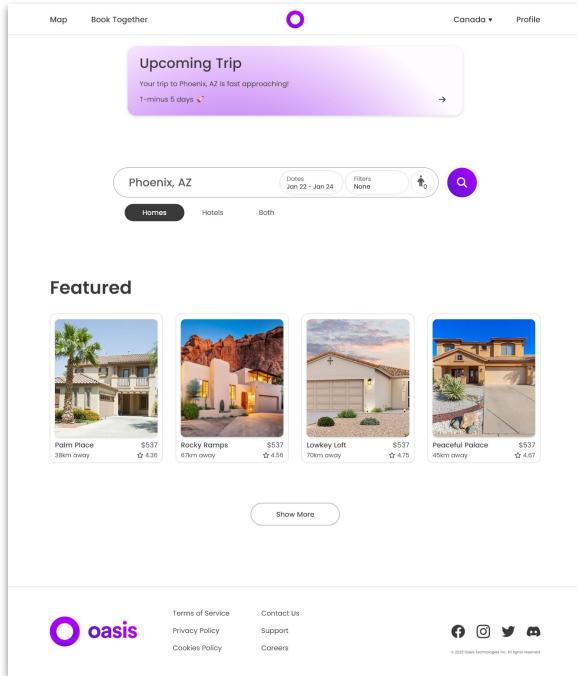
After usability study

A more detailed and user-friendly mockup of a booking form. The form is titled "Booking" and includes a "Map Book Together" button. Below the title are buttons for "PayPal" and "Google Pay". A "Saved Credit Cards" section displays two saved cards: "John Doe **** 3456 VISA" and "John Doe **** 7890". Below this is a "Credit Card" section with fields for "Name" (Daniel Craig), "Address" (1234 Rainbow Road), "Card Number" (1234 5678 9012 3456), "Expiry Date" (03/29), and "CVV" (123). To the right of the form is a "Palm Place" property card showing a house image, "House: 5 bed 2 bath", "3 Guests", "2 adults 1 child", "3 days 2 nights", "Subtotal \$501", "Booking fee \$10", "Cleaning fee \$35", "Tax \$64.45", and a total of "\$600.44" with a "Book" button. The footer includes a "Save Card" button.

Mockups: Original screen size



Mockups: Screen size variations

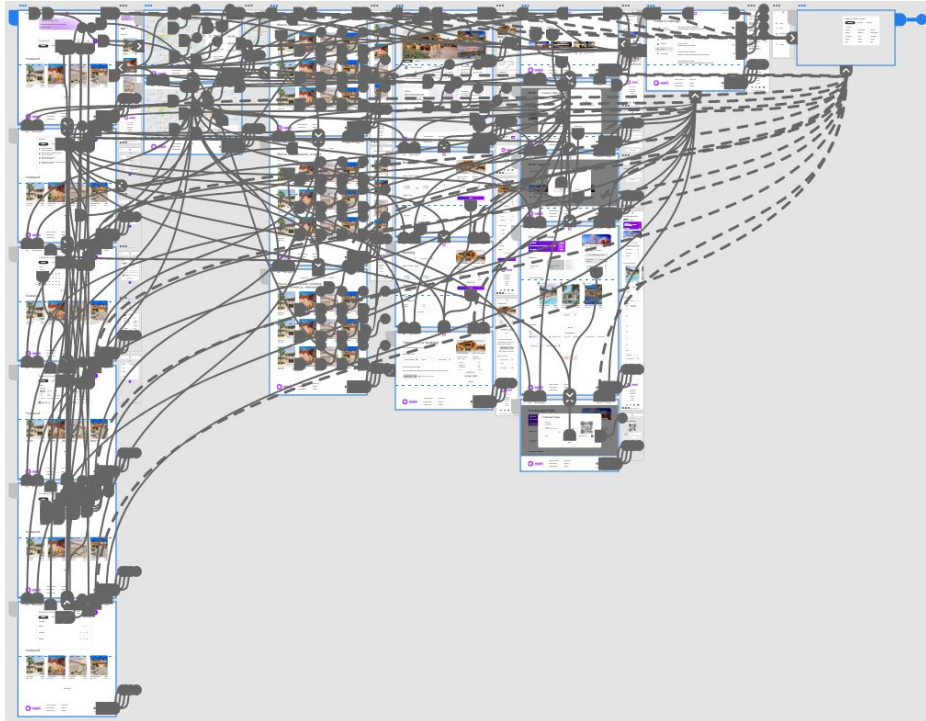


High-fidelity prototype

The hi-fi prototype has a similar flow compared to the lo-fi prototype. This prototype adds changes that were informed from the usability study.

Hi-Fi Prototype

Xd



Accessibility considerations

1

Clear and consistent heading styles informs visual hierarchy of each page

2

Each image includes alt text to help screen readers describe image contents

3

Important elements have high contrast, making it easy to make out key buttons or toggles

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website has a clear flow that users grew accustomed to quickly. The visual aspects (e.g., hierarchy, colours, and images) made the website fun to interact with.



What I learned:

Throughout the design process, I learned that conducting thorough user research is crucial for identifying areas of need. The users' frustration can reveal many unexplored avenues that other services may lack.

Next steps

1

Additional usability studies may reveal areas of deficiency

2

Additional user surveys may help with bringing new ideas to the design

Let's connect!



Thank you for taking you time to look at my case study on the Oasis website! Feel free to contact me below!

Portfolio



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