



GREATEST
HOTELS

Experience the Greatest Hotels and Resorts

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Objective

GHG will give high class presentations of hotel resorts with Google business photos to drive traffic towards the greatest hotels in the world.

Goals & Challenges

Goals

- Create Immersive Experiences
- Best in Class
- Promote Online Direct Reservations (ODR)

Challenges

- A Complete Rebranding
- Nailing First Impressions
- Making Research Enjoyable

Round 1 of Logo Redesigns

G R E A T E S T
H O T E L S 

G R E A T E S T
H O T E L S 

 G R E A T E S T
H O T E L S

My original ideas were about simplifying either an award or something that could obviously be recognized as a building or resort. I chose a serif to side with elegance but the boldness of the artwork seemed to clash. Some things were working but not working together.

Logo Redesign Round 2



GreatestHotels gained an interest in this concept and wanted to see alternate versions. Imagine the three pillars being 3 resort options and the middle being one picked out from the others. That was an idea that was interested me in taking as well as the client.

Logo Redesign Round 3



Core Users



High-Income



American



Ages 40's – 50's

Meet Armando.

Armando Berlitz, 43, Male

German American, Born & Resident of America

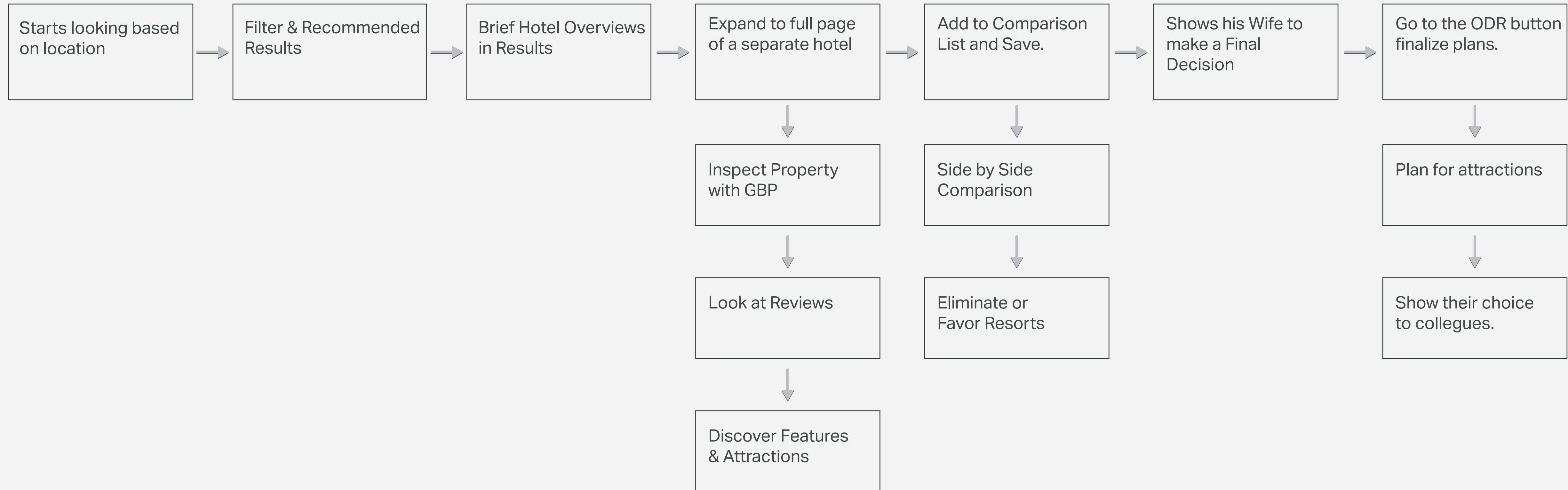
Needs a Vacation, Desires a good weekend to recharge.

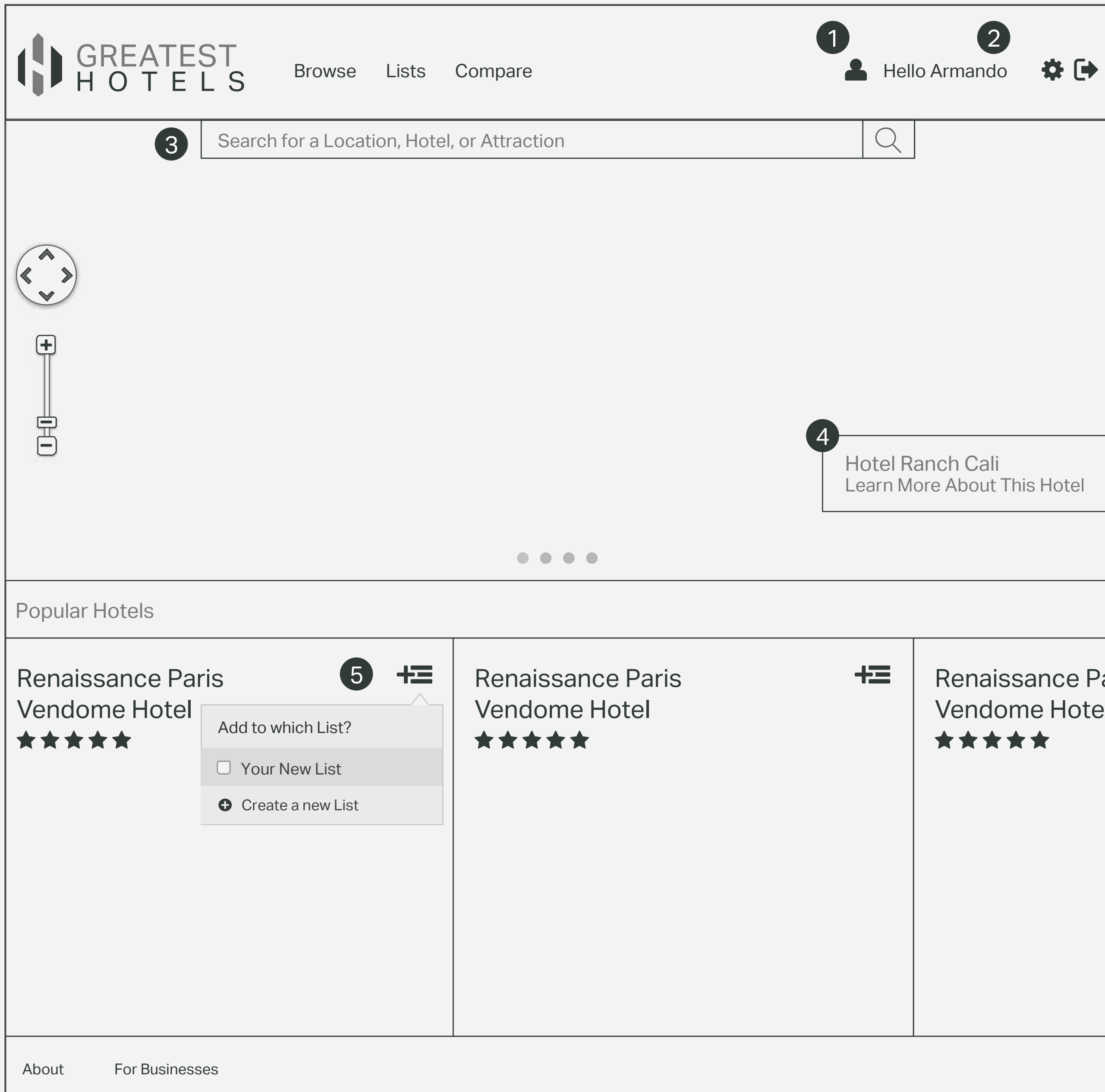
Expertise: Industrial-Organizational Psychologist

Extroverted and Judgmental. If the site does not look like it was made to find the hotel he wants or looks untrustworthy enough, he would easily leave to use the sites he is used to. Armando keeps his social networks to family, friends and keeps his Online behavior to be professional.



Armando's User Flow





The Homepage

- 1 By default it's an icon, but with Facebook, twitter, or G+ it can show their profile picture.
- 2 Clicking "Hello Armando" does not link to a profile page. Instead clicking it is combined with the settings cog icon.

The settings drop down and show the option of the "Account Settings" link. I didn't want a user to curiously click it and be taken to another page without them knowing.

*Names that are too long are cut off with an ellipsis.
- 3 This search is available throughout the site in the same location every time.
- 4 While the main call to action is the interactivity of the GBP, this is a secondary that users can go to and experience everything the hotel has to offer.
- 5 This is the icon for adding a Hotel to a list, a small popup asks what list they'd like to save it in.

The Search Process

Simply clicking any of the results or using the arrow key and enter button to select a place. This searches attractions as well as Hotels but will always have Hotel results before attractions. This way you can smartly assume most of their searches are for Hotels rather than attractions.



List View

GREATEST HOTELS Browse Lists Compare Hello Armando

Browse Hotels Search for a Location, Hotel, or Attraction

Filters Sort By: Highest Rating to Lowest Warm ★★★★★

	<p>Renaissance Paris Vendome Hotel ★★★★★</p> <p>Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.</p>	⋮
	<p>Renaissance Paris Vendome Hotel ★★★★★</p> <p>Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.</p>	⋮
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	<p>Renaissance Paris Vendome Hotel ★★★★★</p> <p>Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.</p>	⋮
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< 1 2 3 4 ... 12 13 >

About For Businesses

Grid View (Default)

GREATEST HOTELS Browse Lists Compare Hello Armando

Browse Hotels Search for a Location, Hotel, or Attraction

Filters Sort By: Highest Rating to Lowest Warm ★★★★★

<p>Renaissance Paris Vendome Hotel ★★★★★</p> <p>Add to which List?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your New List <input checked="" type="checkbox"/> Create a new List 	<p>Renaissance Paris Vendome Hotel ★★★★★</p>	<p>Renaissance Paris Vendome Hotel ★★★★★</p>
<p>Renaissance Paris Vendome Hotel ★★★★★</p>	<p>Renaissance Paris Vendome Hotel ★★★★★</p>	<p>Renaissance Paris Vendome Hotel ★★★★★</p>
<p>Renaissance Paris Vendome Hotel ★★★★★</p>	<p>Renaissance Paris Vendome Hotel ★★★★★</p>	<p>Renaissance Paris Vendome Hotel ★★★★★</p>

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About For Businesses

Filter Results

Browse Hotels Search for a Location, Hotel, or Attraction

Filters Sort By: Highest Rating to Lowest Warm ★★★★★

Country Landmark Star Rating Climate

State / Province Attractions

Search Keyword Tags 1 Popular Tags


V




Vermont West Virginia Virginia

Warm NY Empire State Building Hollywood Mount Rushmore

Renaissance Paris Vendome Hotel Renaissance Paris Vendome Hotel Renaissance Paris Vendome Hotel

1 If a user doesn't want to look through drop downs or make filtering faster and more specific they can type the keyword or attribute to make a specific tag filter.


Browse Lists Compare

 Hello Armando
 


Hotel Lists

Featured Lists

Your Lists

<p>Top 10 Resorts of The Wild West</p> <p>Featuring Locations in Texas, Arizona, Nevada & More...</p>	<p>Best Hotels in The Big Apple, NYC</p> <p>Featuring Locations in New York City, New York</p>	<p>Hottest Attractions in Miami</p> <p>Featuring Locations in Miami, Florida</p>	
<p>Top 10 Resorts of The Wild West</p> <p>Featuring Locations in Texas, Arizona, Nevada & More...</p>	<p>Hottest Attractions in Miami</p> <p>Featuring Locations in Miami, Florida</p>	<p>Best Hotels in The Big Apple, NYC</p> <p>Featuring Locations in New York City, New York</p>	
<p>Best Hotels in The Big Apple, NYC</p> <p>Featuring Locations in New York City, New York</p>	<p>Top 10 Resorts of The Wild West</p> <p>Featuring Locations in Texas, Arizona, Nevada & More...</p>	<p>Hottest Attractions in Miami</p> <p>Featuring Locations in Miami, Florida</p>	



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About
For Businesses



Exploration Through Lists

The concept of lists is for Greatest Hotels to drive users to explore new hotels. Whether it comes from trying to stay close to a big event, or just wanting to know what critics pick as the best for an area, Greatest Hotels can get users to discover a place they might have not thought of before!


User Created Lists Grid View (Default)

GREATEST HOTELS [Browse](#) [Lists](#) [Compare](#) Hello Armando  



Compare Hotels 



[Featured Lists](#) [Your Lists](#)



Add a New List



Your New List  


Featuring 3 Locations in New York City



 **1** 2 3 4 ... 12 13 

[About](#) [For Businesses](#)


List View

GREATEST HOTELS [Browse](#) [Lists](#) [Compare](#) Hello Armando  

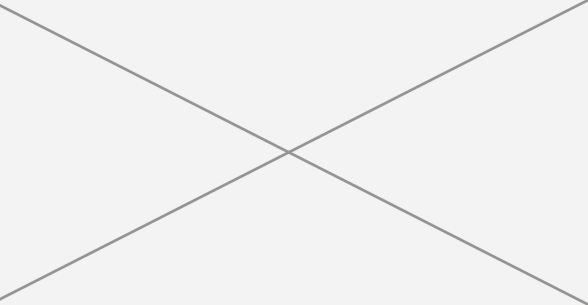
Compare Hotels 



 

[Featured Lists](#) [Your Lists](#)





Add a New List






Your New List  

Featuring 3 Locations in New York City



 **1** 2 3 4 ... 12 13 



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Search Results Grid View (Default)




Browse Lists Compare
Hello Armando  

Search Hotels

 
You Searched "New York, New York" Found 98 Results

Sort By: Highest Rating to Lowest 




Warm  

Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★
Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★
Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★	Renaissance Paris Vendome Hotel ★★★★★



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List View




Browse Lists Compare
Hello Armando  








Search Hotels

 
You Searched "New York, New York" Found 98 Results

Sort By: Highest Rating to Lowest 

Warm  

<div style="text-align: center; font-size: 2em; color: #ccc;">X</div>	The Ritz-Carlton New York, Central Park ★★★★★ Enjoy life to the fullest at The Ritz-Carlton New York, Central Park, one of the city's most famous luxury hotels. This Midtown jewel commands a coveted location directly across from Central Park, with the best of culture and couture within easy reach.	
<div style="text-align: center; font-size: 2em; color: #ccc;">X</div>	Renaissance Paris Vendome Hotel ★★★★★ Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.	
<div style="text-align: center; font-size: 2em; color: #ccc;">X</div>	Renaissance Paris Vendome Hotel ★★★★★ Step outside the Renaissance Paris Vendome Hotel and you'll be right by the Eiffel Tower, a riverside stroll from the Bateaux Mouches. The large, business-friendly hotel offers a full breakfast in the onsite restaurant, along with free WiFi and a cozy bar.	
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< 1 2 3 4 ... 12 13 >

About
For Businesses

GREATEST
HOTELS
Browse Lists Compare

 Hello Armando

Hotel Profile

Search for a Location, Hotel, or Attraction

The Ritz-Carlton New York, Central Park

50 Central Park S New York, NY, 10019 United States

Book Now!
Add to List

150x100

150x100

150x100

150x100

150x100

150x100

▶

Description

The Ritz-Carlton, Westchester has a full-service spa, an indoor pool, and a health club. Business amenities at this 5-star property include a business center, small meeting rooms, and limo/town car service. Dining options at this luxury hotel include a restaurant and a bar/lounge. The staff can provide event catering and currency exchange. Additional amenities include spa services, a steam room, and multilingual staff. Guest parking is available on a limited first-come, first-served basis (surcharge).

Ratings

★ ★ ★ ★ ★
★ ★ ★ ★
★ ★ ★
★ ★
★

Features
Reviews
Attractions

Features

The 146 air-conditioned guestrooms at The Ritz-Carlton, Westchester include minibars and safes. Wireless high-speed Internet access (surcharge) is provided. Rooms are equipped with flat-screen TVs with DVD players. All accommodations provide desks, complimentary newspapers, and phones with voice mail. Bathrooms offer separate bathtubs and showers, bathrobes, slippers, and complimentary toiletries. Additional amenities include complimentary bottled water and windows that open. In addition, amenities available on request include refrigerators, irons/ironing boards, and wake-up calls. Turndown service is available nightly.

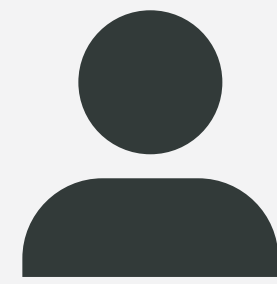
About
For Businesses

Hotel Profile

Simple, yet much more than a thousand words.

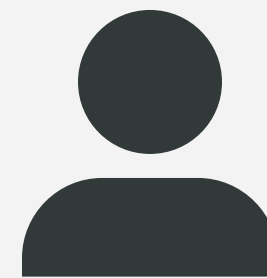
Daniel Swan

Prototype Feedback



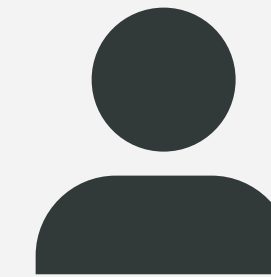
Tester 1
Brandon
New Media Design Major

Testing with this user showed that he was mostly influenced by popularity. I had then made edits to let the site do the work of search for him by letting it recommend more to him.



Tester 2
Timmy
Computer Science Major

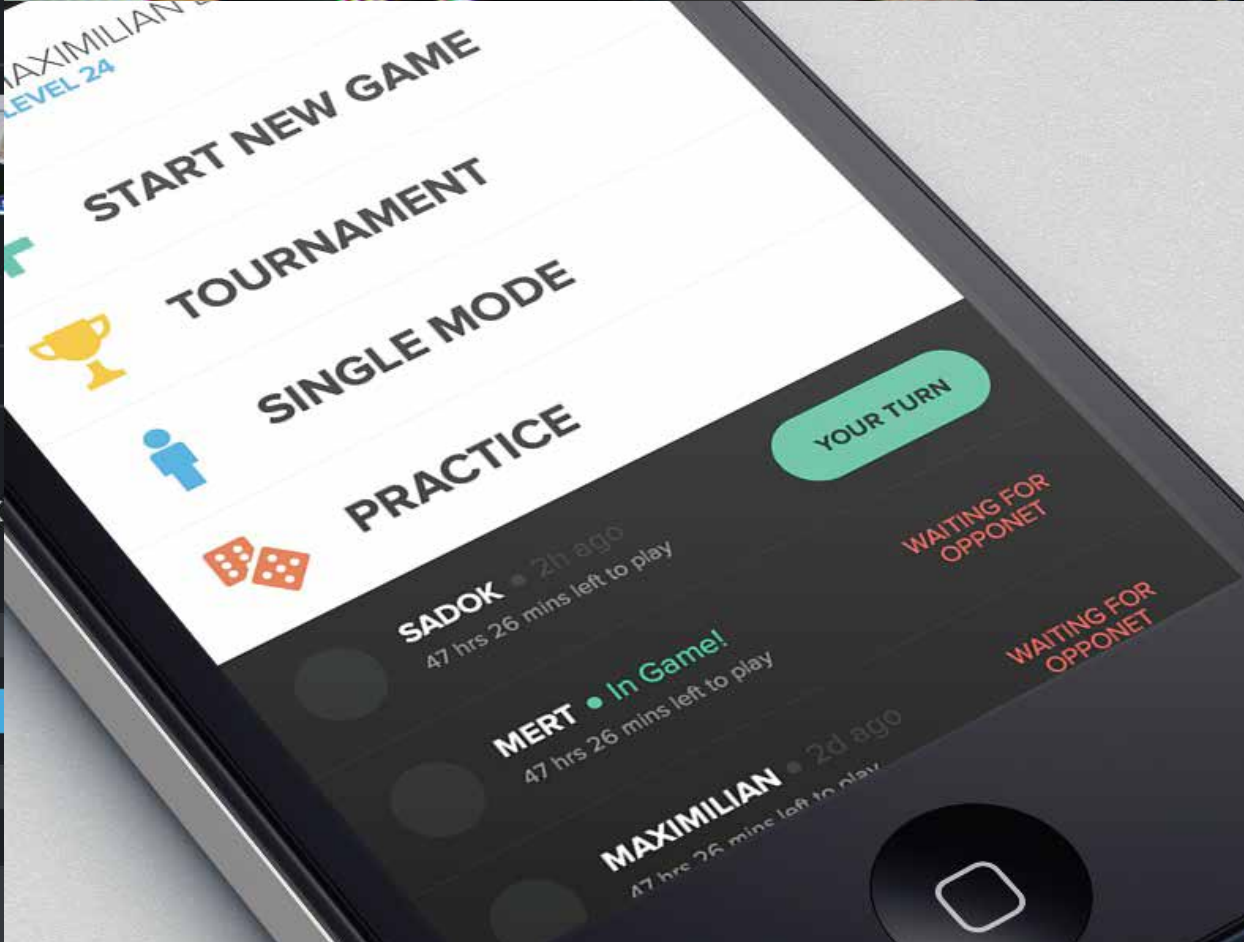
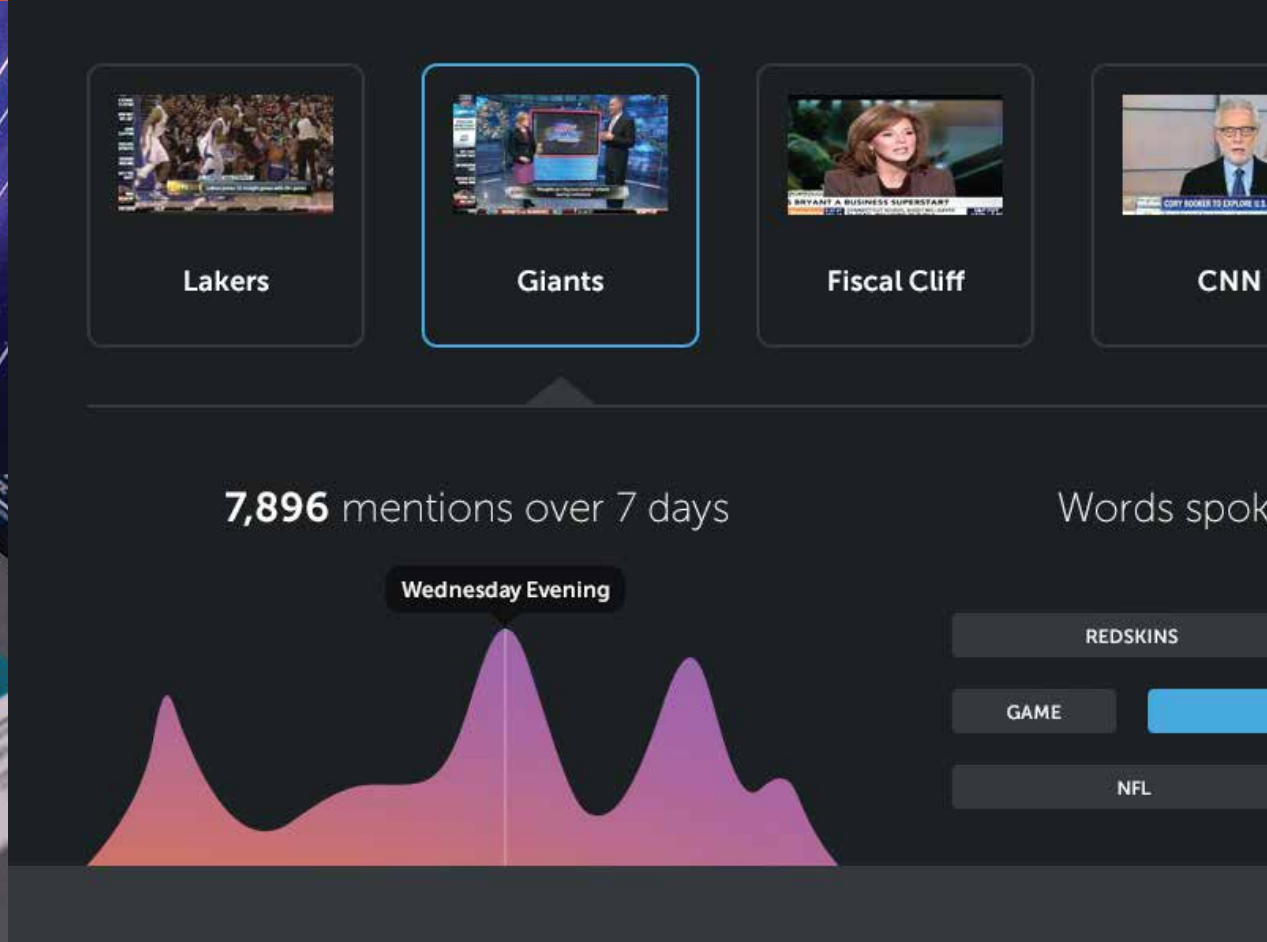
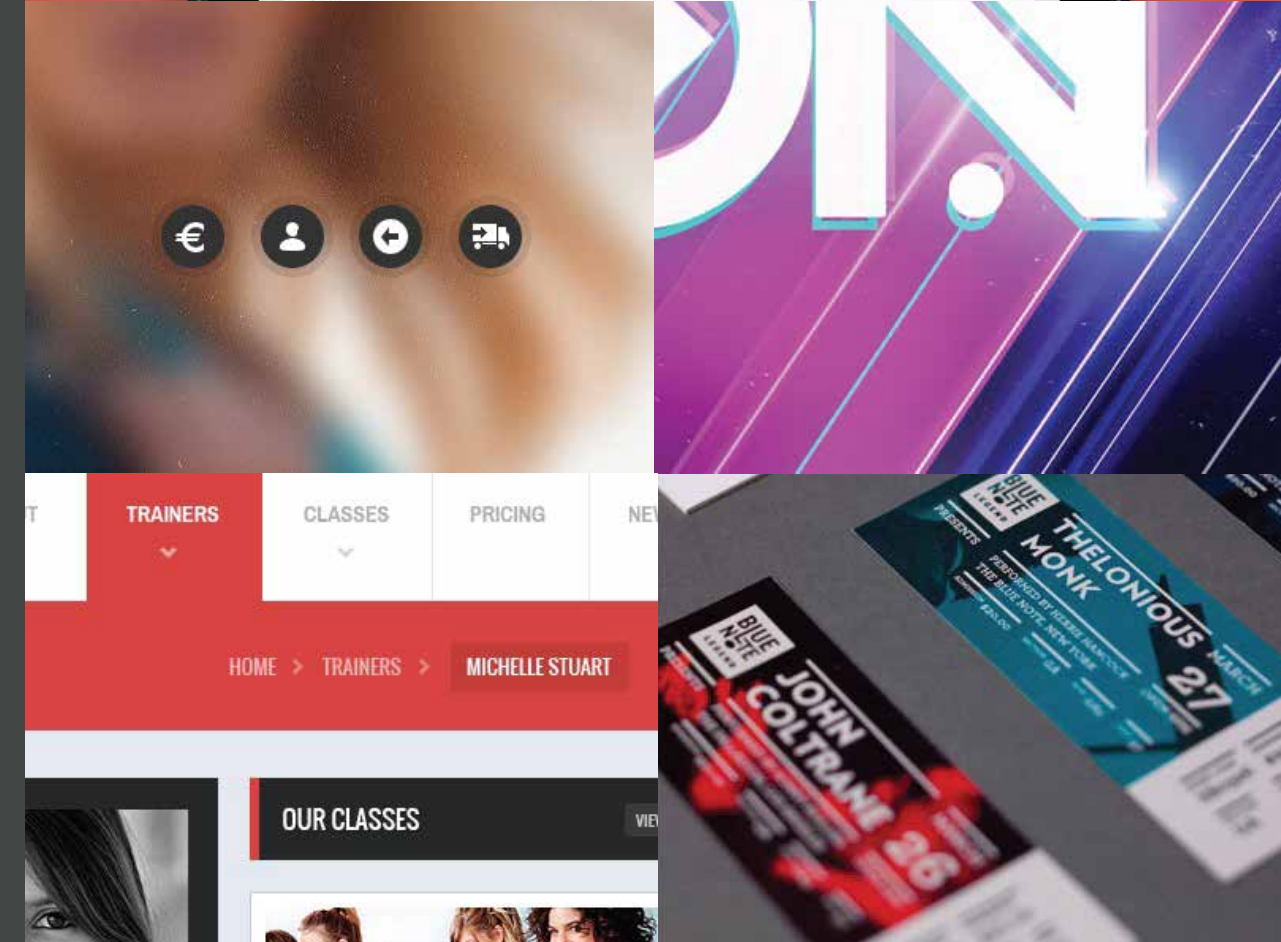
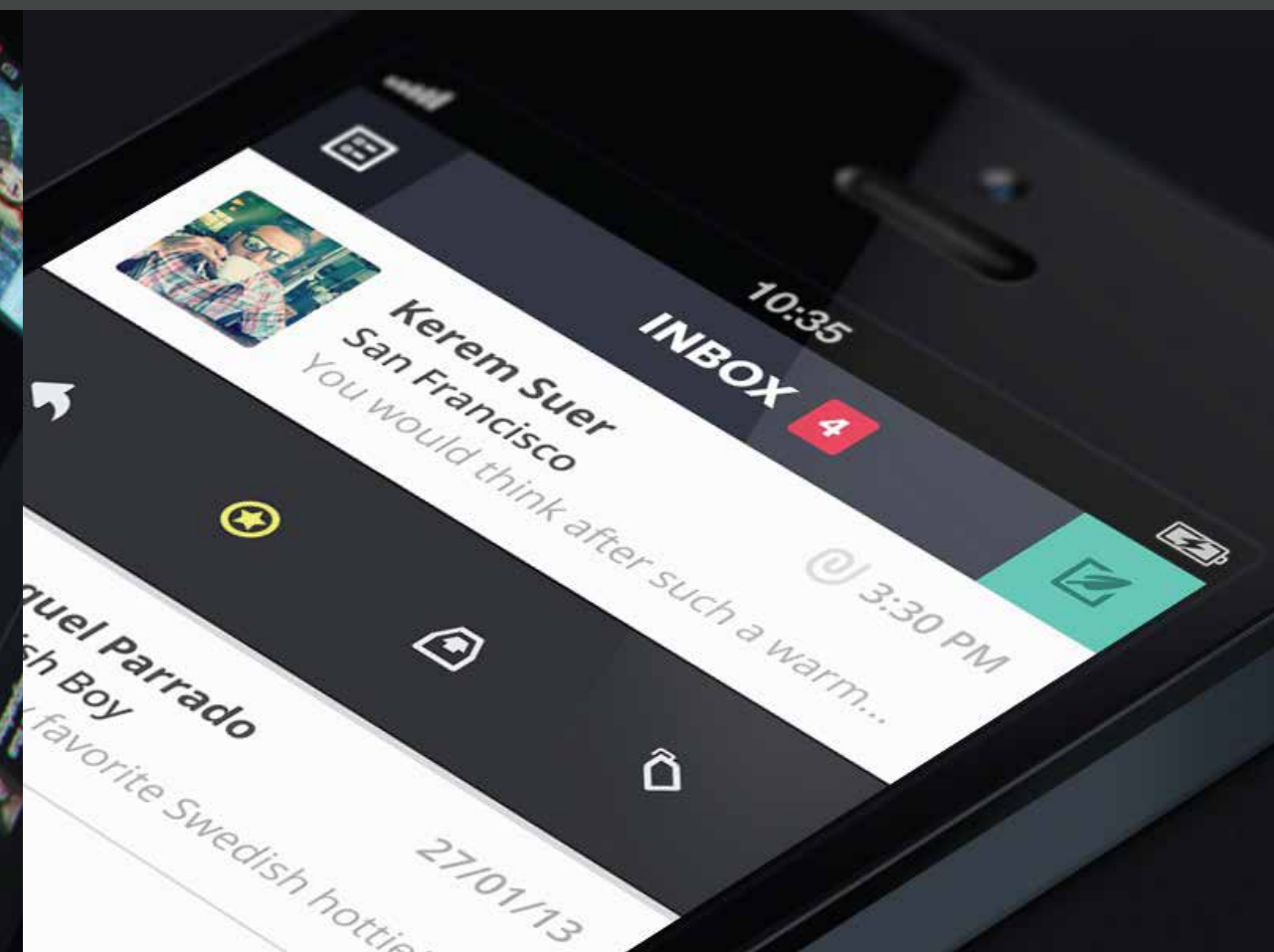
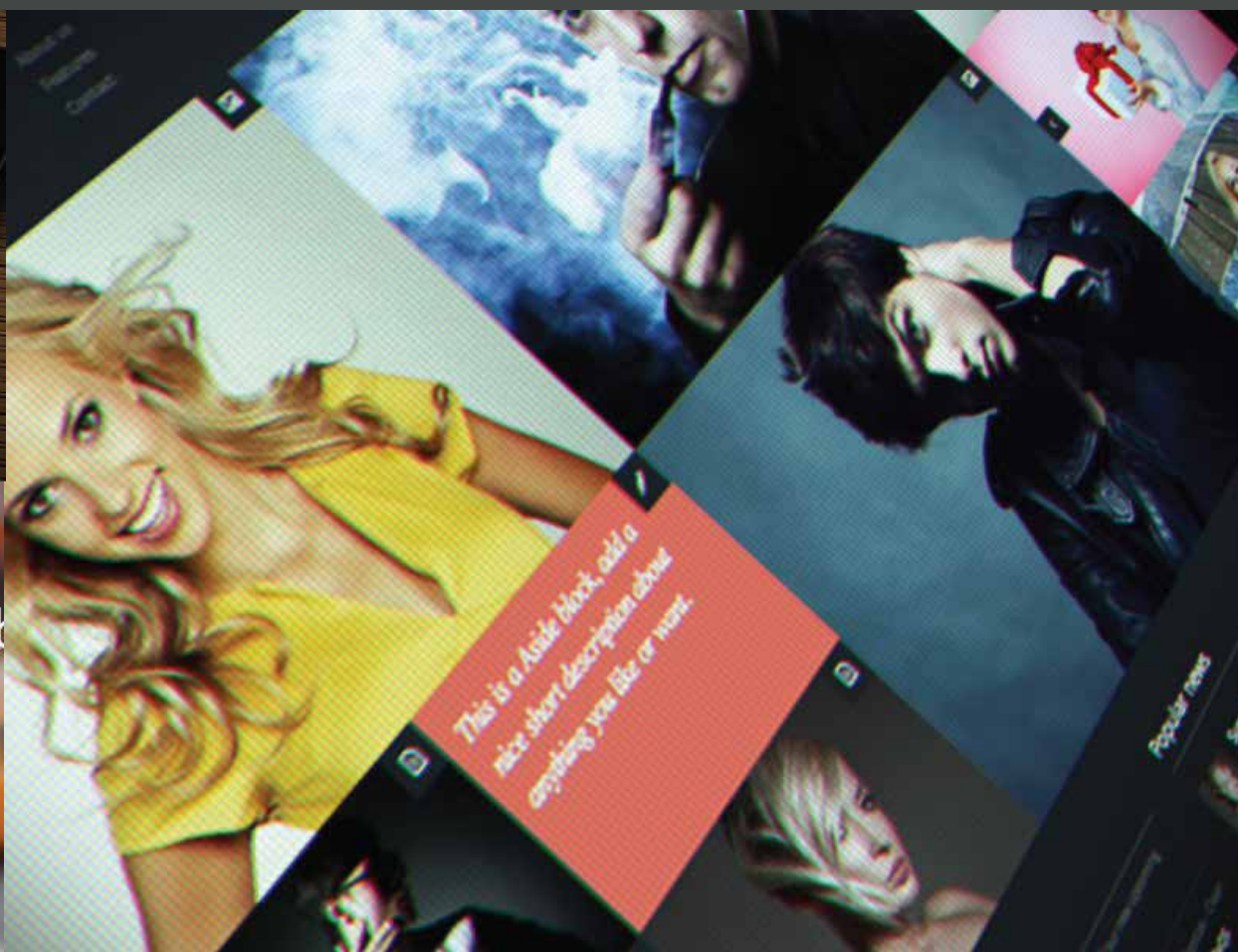
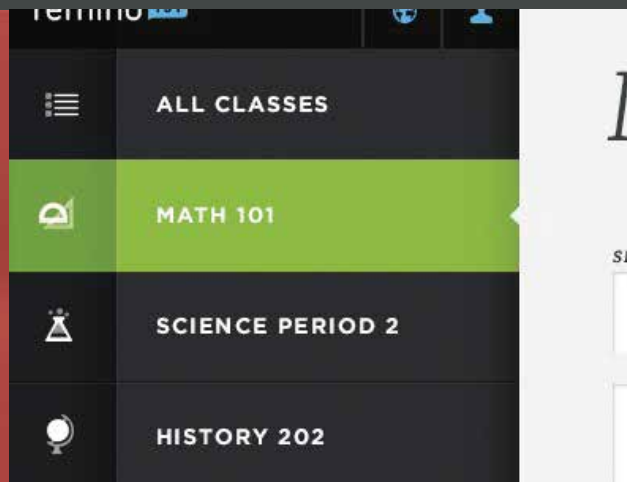
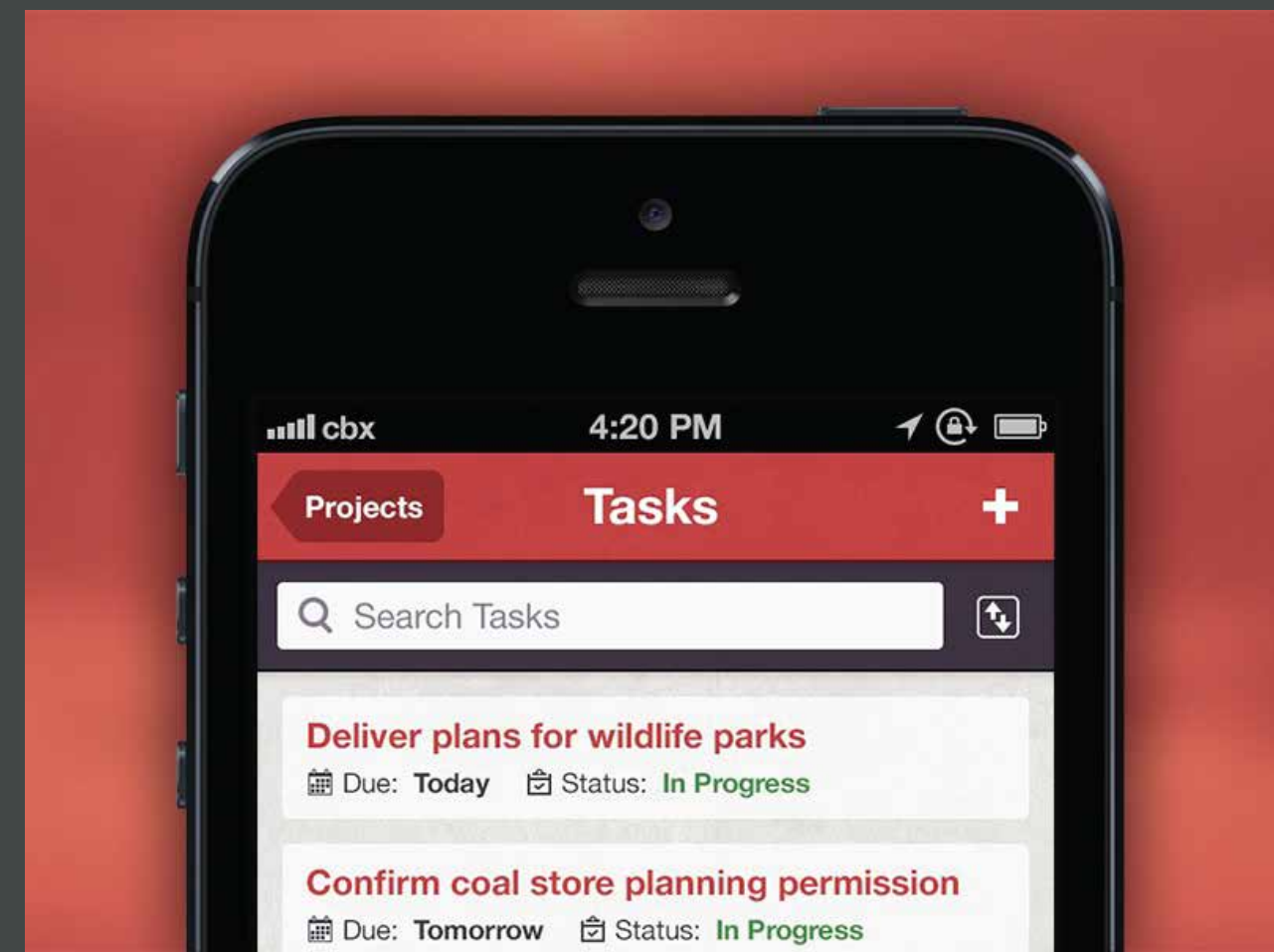
Timmy didn't recognize the lists feature being the main tool for comparing hotels. He understood typical web conventions well.



Tester 3
Isaiah
Computer Science Major

Isaiah pointed out some small inconsistencies. Didn't recognize the funnel icon as a funnel standing for filters so I added a small text label. Had me experiment more with the popups. Search criteria wasn't obvious to him.

Overall, **all users** managed to find a hotel, explore it and book it **under 5 clicks**. They all considered it to be very **direct**.

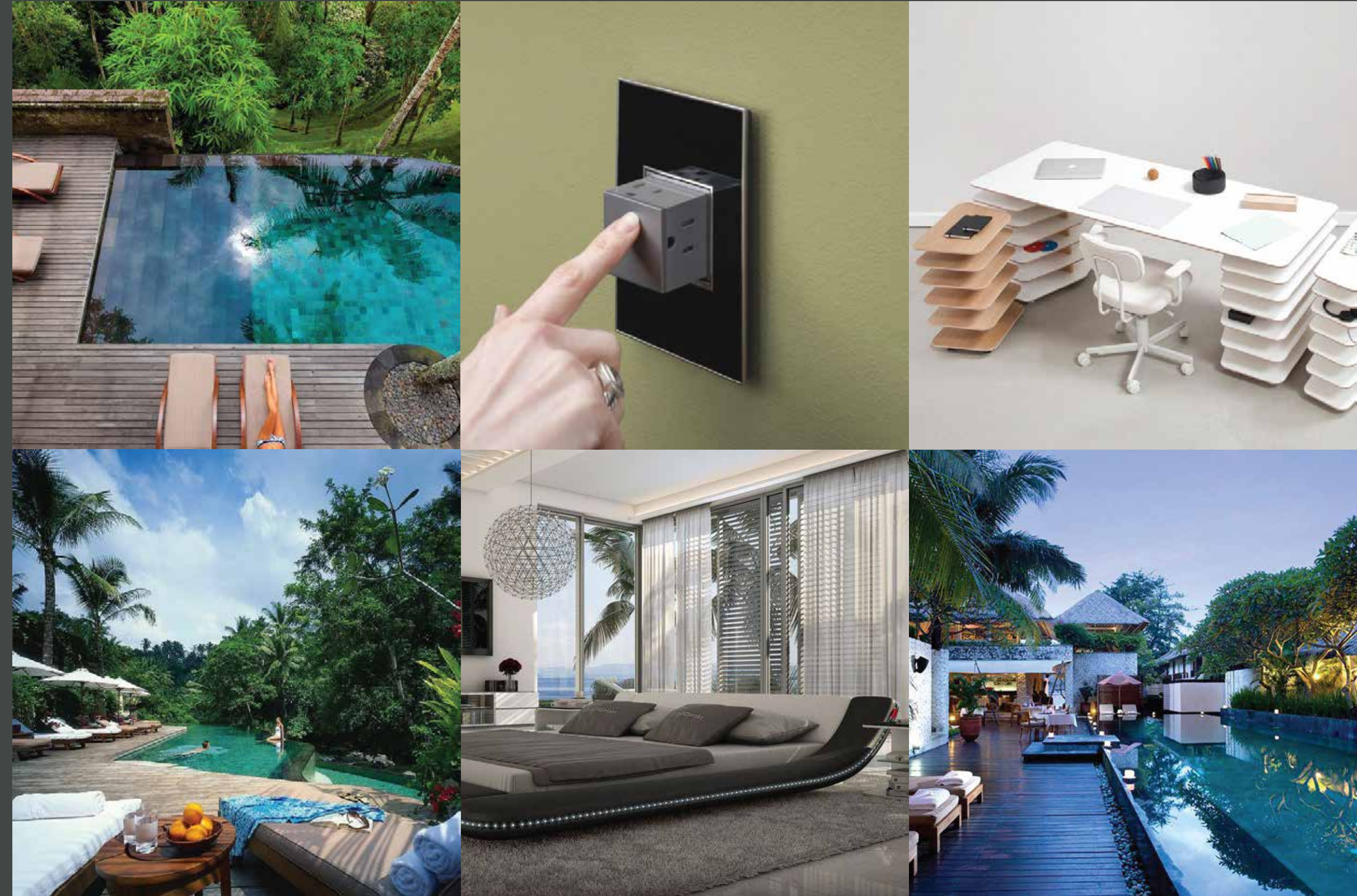


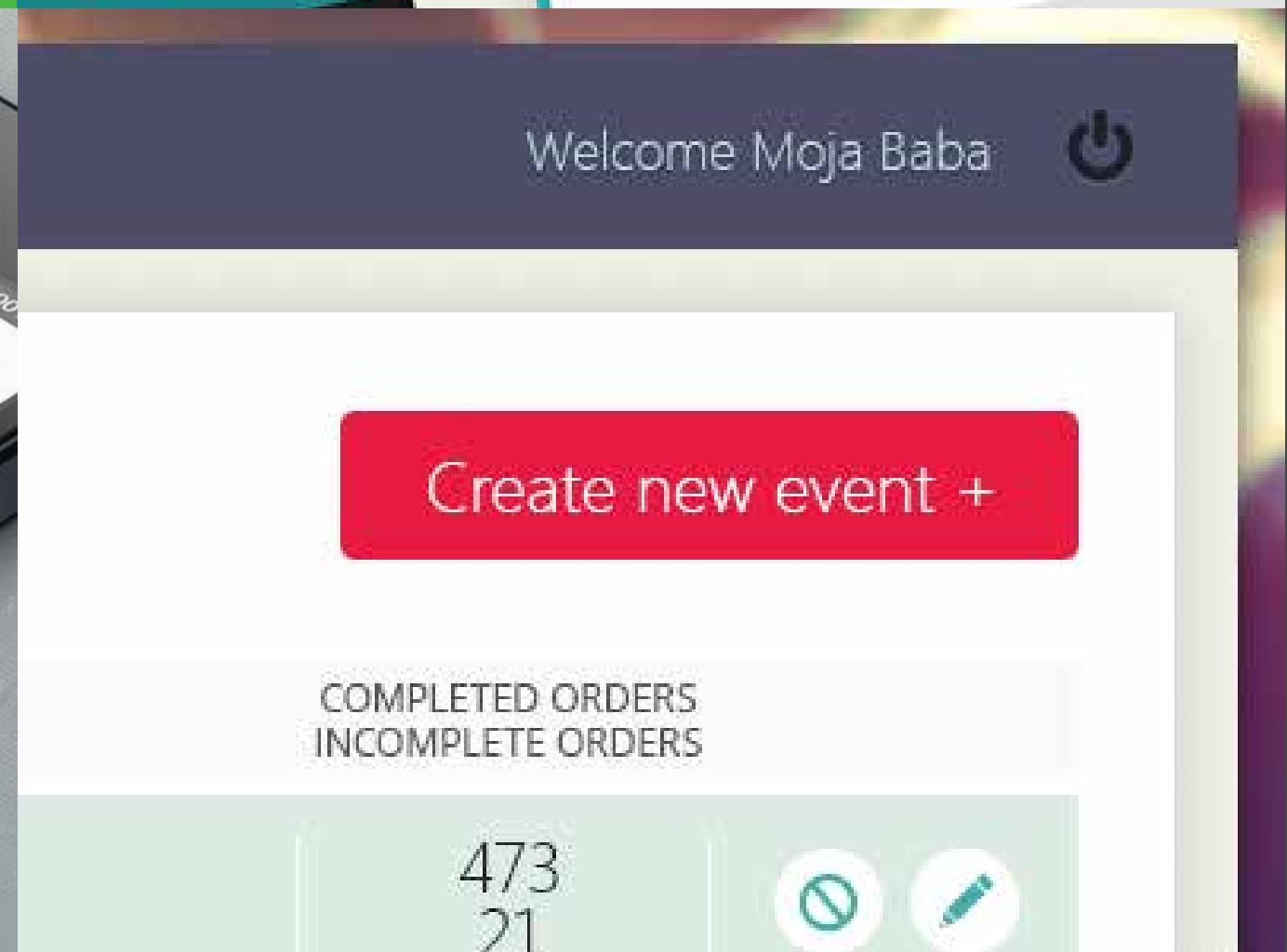
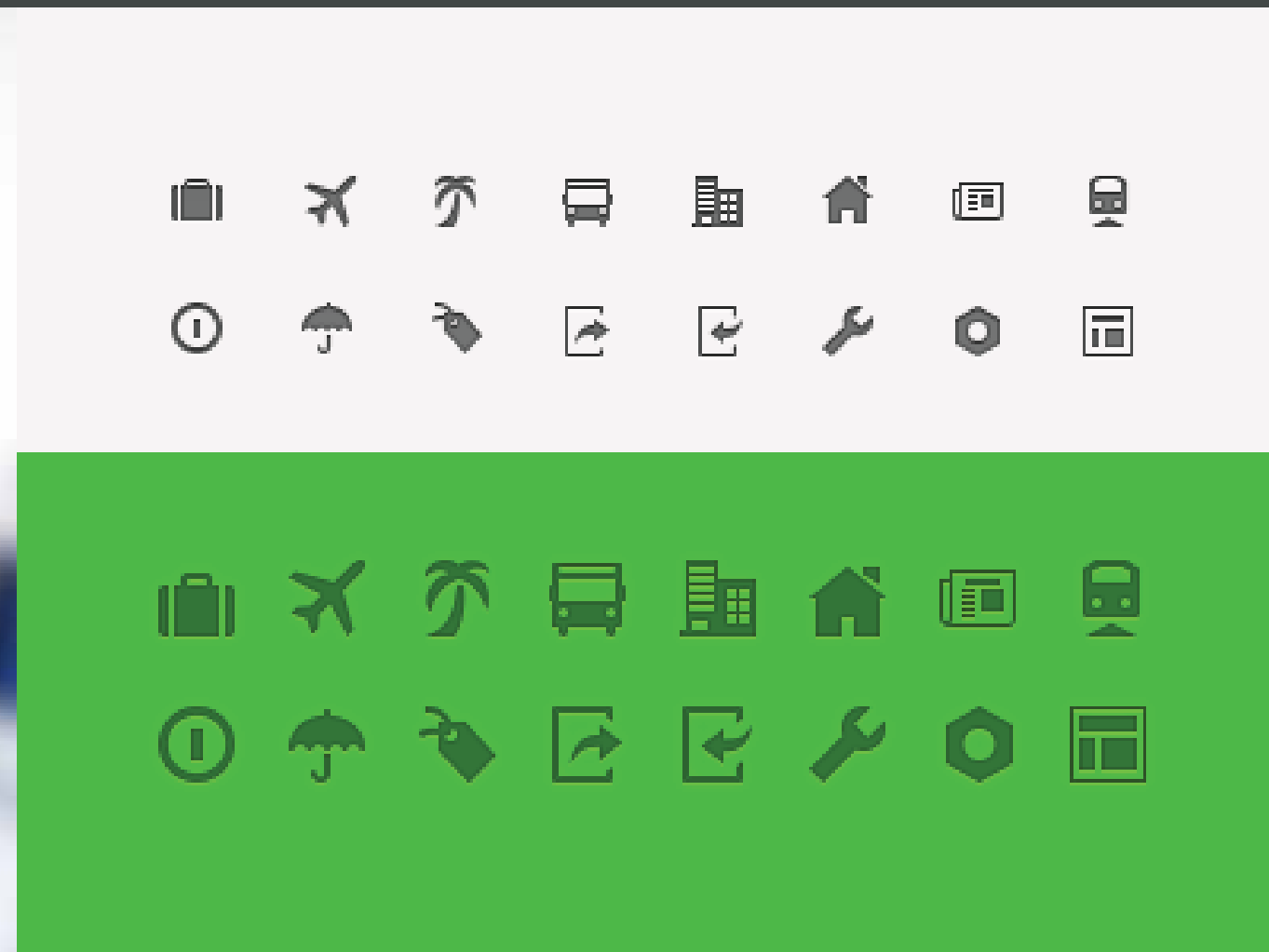
Key Words

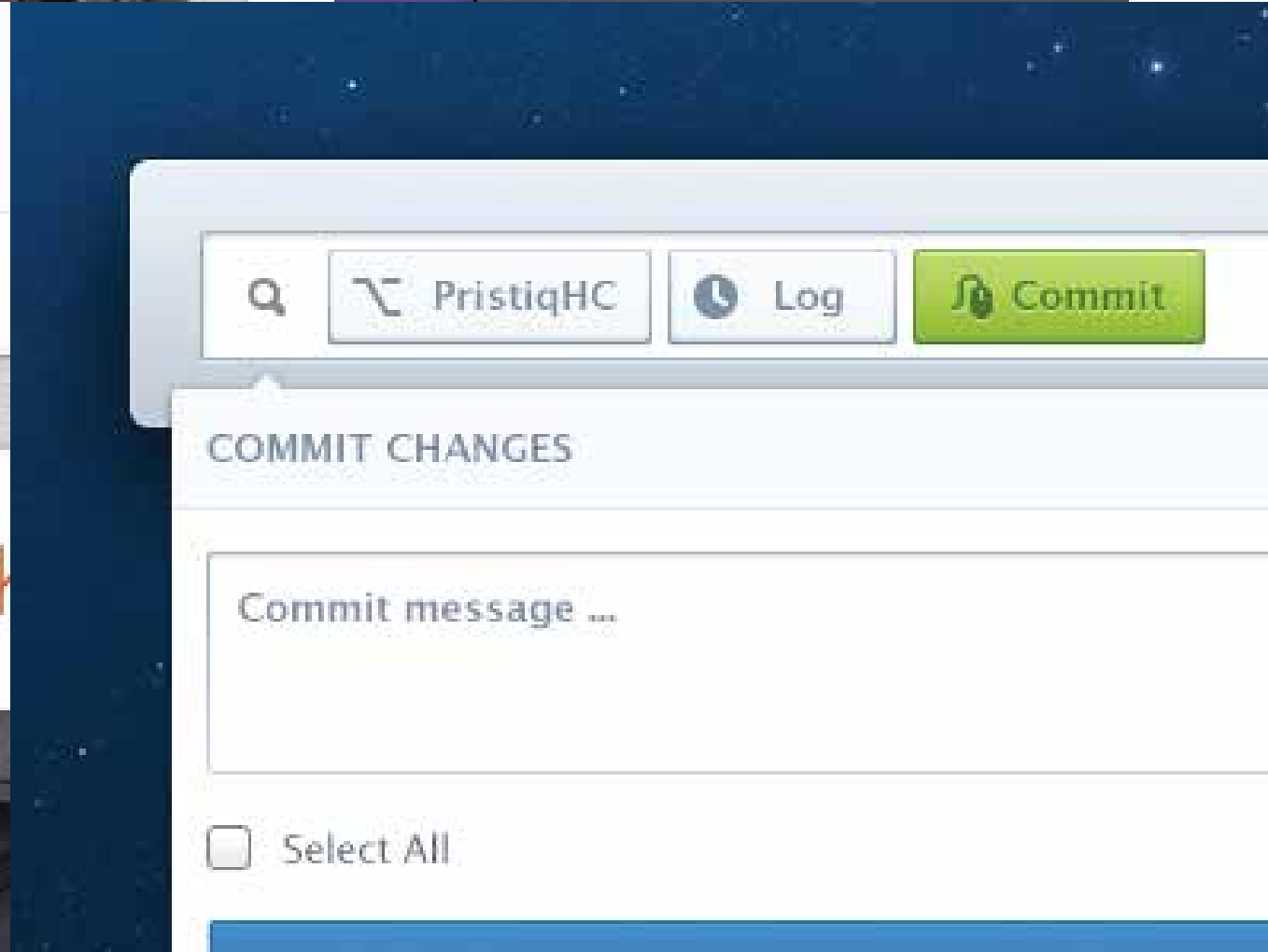
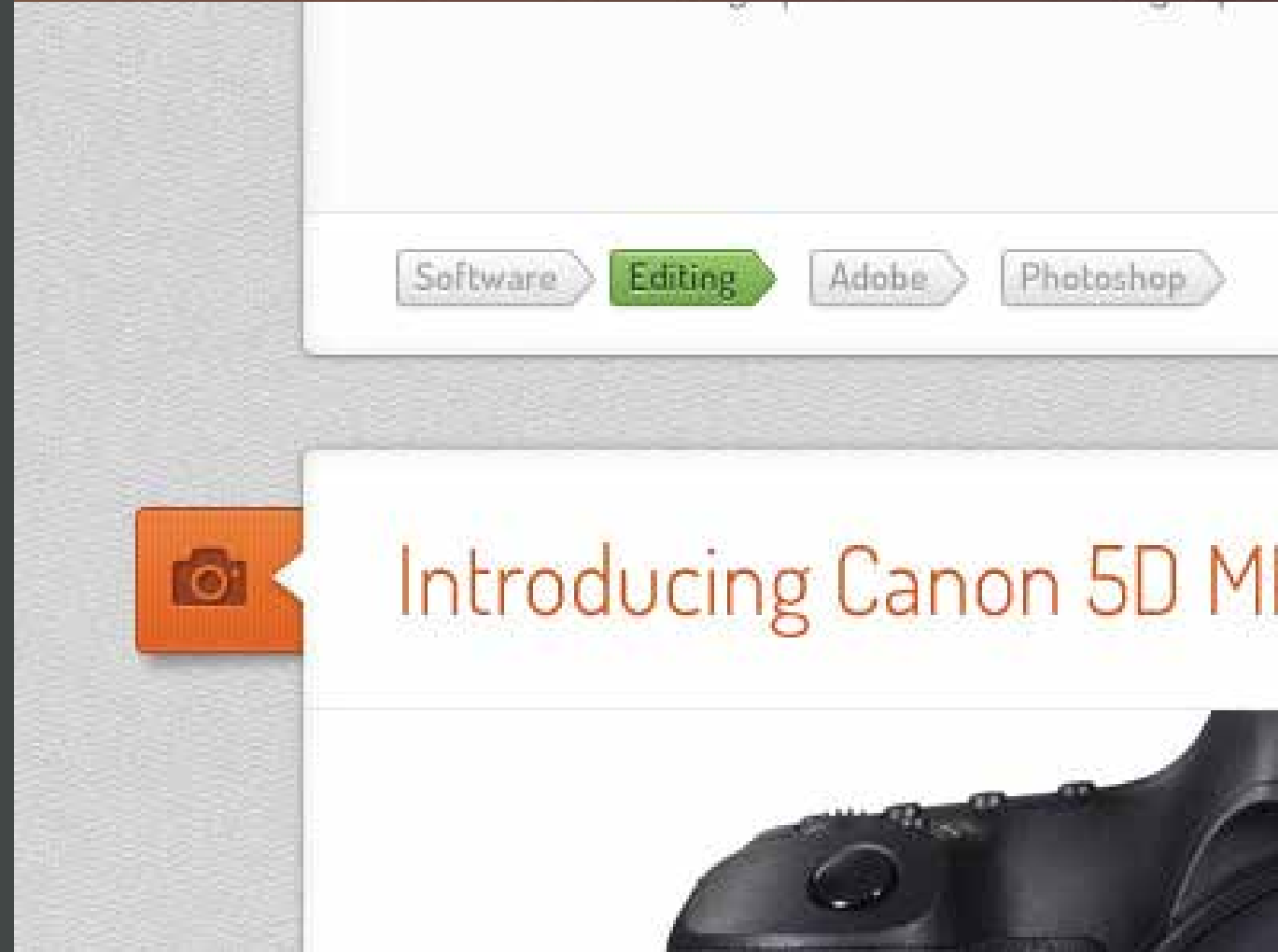
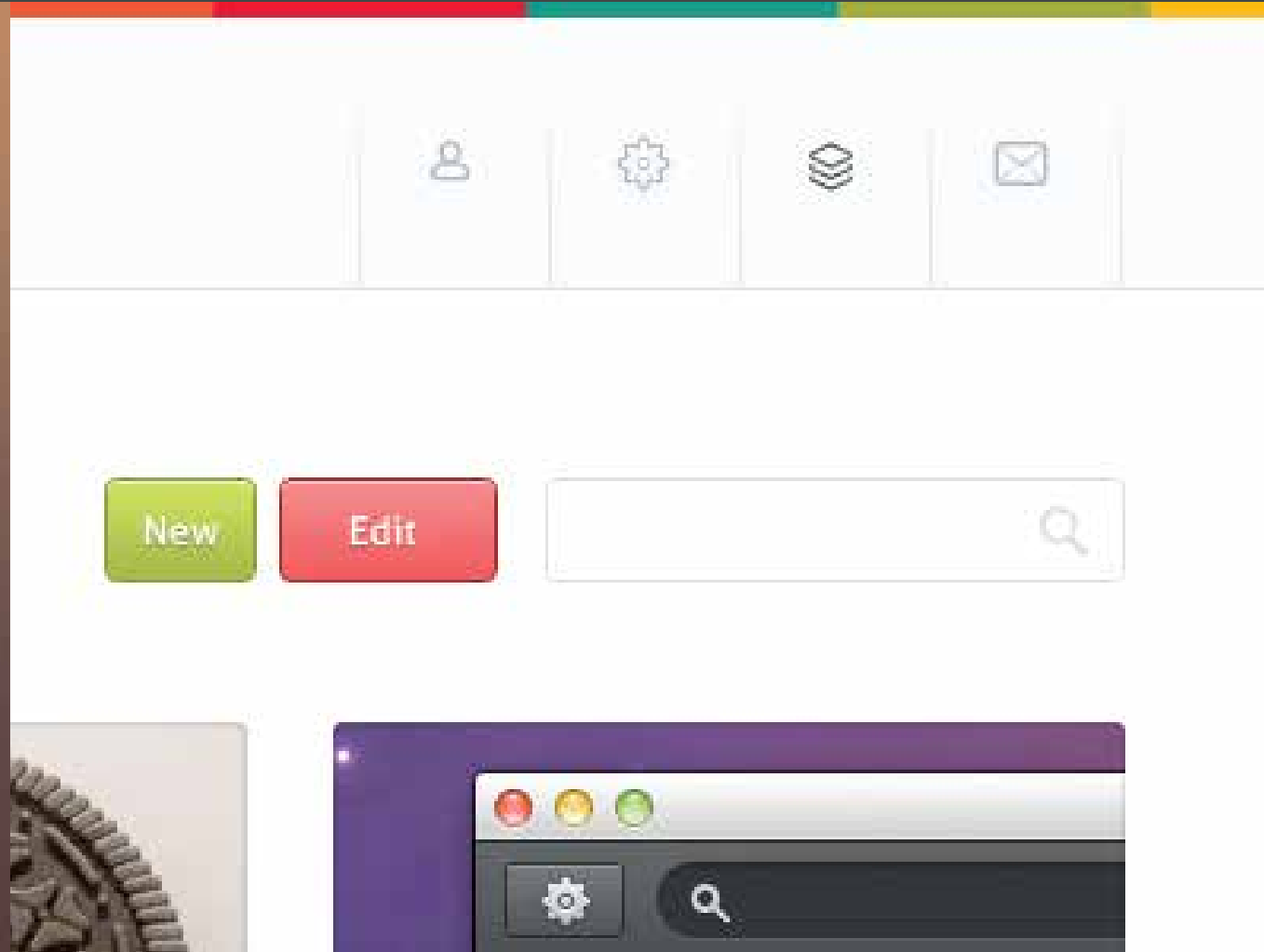
Solid

Authentic

Direct







Homepage

Browser tabs: Greatest Hotels, Bookmark Manager

URL: <https://www.greatesthotels.com/>

Navigation: Browse Lists

User: Hello, Armando

Search: SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION

Hero Image: "Outstanding!" 4.8 out of 5 Stars
Explore The Ritz-Carlton Orlando, Grande Lakes
Add to a List

Popular Hotels

- 4.5/5 Park Hyatt Washington
Washington, DC
- 4.7/5 Royal Sonesta Harbor Court
Baltimore, MD
- 4.5/5 The Bellagio
Las Vegas, NV

Footer: <https://www.greatesthotels.com/> About For Businesses

Browse & Search

The screenshot shows a web browser window with the URL <https://www.greatesthotels.com/browse/>. The page features the Greatest Hotels logo, navigation links for 'Browse' and 'Lists', and a user profile 'Hello, Armando'. A search bar is present with the placeholder text 'SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION'. Below the search bar, there are filters for 'Browse Hotels' (grid/list view), 'Sort By: Highest Rating to Lowest', and a 'warm' filter. The main content area displays a grid of six hotel listings, each with a representative image, the hotel name, location, and a rating in a green box. The listings are: The Bellagio (Las Vegas, NV, 5/5), Royal Sonesta Harbor Court (Baltimore, MD, 4.8/5), Hyatt Regency Baltimore (Baltimore, MD, 4.8/5), Park Hyatt Washington (Washington, DC, 4.7/5), London West Hollywood (West Hollywood, CA, 4.6/5), and The Ritz-Carlton, Atlanta (Atlanta, GA, 4.6/5). At the bottom, there are pagination controls (1, 2, 3, 4, Next, Last) and a 'For Businesses' link.

https://www.greatesthotels.com/browse/ For Businesses

Featured Lists

The screenshot shows a web browser window with the URL <https://www.greatesthotels.com/lists/>. The page features the Greatest Hotels logo and navigation links for 'Browse' and 'Lists'. A search bar is present with the placeholder text 'SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION'. Below the search bar, there are tabs for 'Hotel Lists' and 'My Lists'. The 'Featured Lists' section is active, displaying four list cards:

- Top 10 Resorts of the Wild West**: Featuring *The Joule, Le Meridian & 8 more*. Includes a bookmark icon.
- Best Hotels in the Big Apple**: Featuring *The Plaza, The Mark & 5 more*. Includes a bookmark icon.
- Brand New Resorts**: Featuring *The Mark, Four Seasons & 18 More*. Includes a bookmark icon.
- Comfort & Spa Luxuries**: Featuring *The Mandarin Oriental & 3 more*. Includes a bookmark icon.

At the bottom of the featured lists section, there are navigation buttons: '1', 'Next', and 'Last'. The footer contains the URL <https://www.greatesthotels.com/lists/> and the text 'For Businesses'.

My Lists

The screenshot shows a web browser window with two tabs: 'Greatest Hotels - My Lists' and 'Bookmark Manager'. The address bar contains the URL <https://www.greatesthotels.com/lists/my/>. The website header includes the 'GREATEST HOTELS' logo, navigation links for 'Browse' and 'Lists', and a user greeting 'Hello, Armando' with a settings icon. Below the header is a search bar with the placeholder text 'SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION'. A 'Hotel Lists' section is visible, with 'My Lists' selected. The main content area displays two list cards: 'Create your own list' with a plus icon and the instruction 'Tap the plus to start adding hotels', and 'Comfort & Spa Luxuries' featuring 'The Mandarin Oriental & 3 more'. At the bottom, there are pagination controls showing '1', 'Next', and 'Last', and a 'For Businesses' link.

Hotel Profile - Part 1

Browser tabs: Greatest Hotels - Four Seas, Bookmark Manager

Address bar: <https://www.greatesthotels.com/hotels/four-seasons-new-york/>

Header: GREATEST HOTELS | Browse Lists | Hello, Armando

Search: SEARCH FOR A HOTEL OR LOCATION OR ATTRACTION

Hotel Profile: Four Seasons Hotel New York
57 E 57th Street, New York, NY, 10022, United States

Buttons: Book Now, Add to a List

Description:

Located between Central Park and the bustling streets of Midtown Manhattan, the Four Seasons is a luxurious home base for Central Park activities and world-class shopping. Head 2 blocks west to Fifth Avenue, and you'll find Bergdorf Goodman, FAO Schwarz, and Yves St. Laurent.

From there, head 2 blocks north to Grand Army Plaza, the gateway to Central Park's outdoor sports, summer concerts, and historic monuments. For an enlightening dining experience, try Tao, adjacent to the hotel, serving pan-Asian cuisine and specialty cocktails in a high-energy space presided over by a giant floating

Reviews: ★★★★★
1,512 Reviews
Write a Review

Footer: <https://www.greatesthotels.com/hotels/four-seasons-new-york/>

Hotel Profile - Part 2

Description

Located between Central Park and the bustling streets of Midtown Manhattan, the Four Seasons is a luxurious home base for Central Park activities and world-class shopping. Head 2 blocks west to Fifth Avenue, and you'll find Bergdorf Goodman, FAO Schwarz, and Yves St. Laurent.

From there, head 2 blocks north to Grand Army Plaza, the gateway to Central Park's outdoor sports, summer concerts, and historic monuments. For an enlightening dining experience, try Tao, adjacent to the hotel, serving pan-Asian cuisine and specialty cocktails in a high-energy space presided over by a giant floating

Features

The Four Seasons Hotel New York, one of the tallest all-hotel buildings in the city, boasts architecture by the legendary I.M. Pei, designer of Paris' Louvre Pyramid. The luxurious, contemporary setting offers a sophisticated place to lay your head, whether visiting for business, a family trip, or a stylish city escape.

The Four Seasons is an acclaimed Midtown dining destination. And, after a busy day shopping, the hotel's full-service spa provides a tranquil reprieve from the city's restless energy. The hotel's fitness center is accessible 24 hours a day with your room key, so you can pop in for a workout anytime, or relax in the whirlpool, sauna, or steam room.

368 large rooms, including 63 suites, are elegantly appointed with soothing, understated decor and the finest in handcrafted furnishings. Florentine marble bathrooms offer separate glass-enclosed showers, and deep soaking tubs that fill in 60 seconds with piping hot water. 24-hour in-room dining and wireless Internet access are available (surcharges apply).

Reviews

Most Helpful

5/5 **"Great location - great service"**
written 4 months ago by Marco F.

Very clean, great room, fantastic service and amenities. Missing a coffee maker in room (would be a great addition to 4 seasons). Other than that can only recommend.

36 out of 37 found this review helpful 😊 😞

Most Critical

4/5 **"Such Hotel. Much Luxury."**
written 4 months ago by Daniel S.

Wow. Many a hotel this doge has stayed. So class great continental breakfast. Most comfort. Would stay again.

951 out of 1,162 found this review helpful 😊 😞

[See more Reviews](#)

Amenities: Spa, Wifi, Bar, Indoor Gym

Rating: 5 stars, 1,512 Reviews, [Write a Review](#)

Footer: [About](#) [For Businesses](#)
<https://www.greatesthotels.com/hotels/four-seasons-new-york/>