Nuitée liteAPI UX audit - Zita Fekete

Methodology & goal

A brief disclaimer

This is a quick, non-comprehensive overview of https://whitelabel.nuitee.link/ and some of its interactions, in order to demonstrate my thought process, and way of working.

Unlike a comprehensive UX audit, I cherry-picked functionalities in no particular order of importance, that could be improved on the site. The aim of this deck is not to audit the site, but to give the reader an idea of my knowledge and approach as a product designer and strategist, and the way I communicate my thoughts and opinions on the matter.

I try to briefly give a professional reasoning for my observations within the constraints of a few slides with no appendix detailing the research, and experience behind my comments, but am happy to elaborate more.

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Landing page (1/3)

First impressions

Clean and visually appealing, not overwhelming, there is no noise, and it is clear, what actions are expected from me as the user.

Responsive, works seamlessly in various browsers, and on mobile, which is bare minimum, yet many products fail on this crucial point.

Conversion best practice of something peeking from just below the fold is 10/10, enticing me to check out deals, even if I don't have an explicit purpose i.e. a specific trip I want to book.

I wonder…
What makes recommended hotels recommended? Are they the best, most popular, are they sponsored?

*Why am I getting suggestions for my own location?*
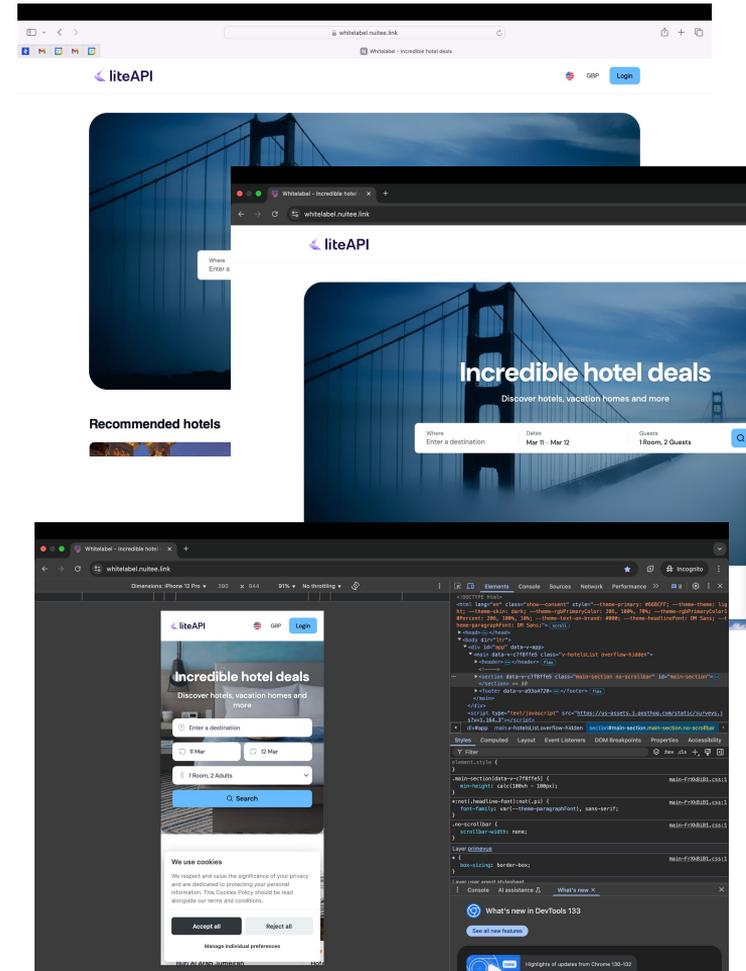
Landing page (2/3)
Search bar & room options

Overall first impression is good, but searching around my area when clicked makes no sense. Suggesting destinations, or not suggesting anything at all is good, this is detrimental to the user experience.

To not suggest destinations is to potentially miss an opportunity, as users are likely to either come with a destination in mind, or want to get inspired. Suggesting destination can be a plus.

———————

Being able to configure rooms is good, but missing functionality - children and infants could be handled separately, as they need different accommodation, and incur different cost than toddlers and up. Some accommodations offer cots for free and others don't at all, adding an extra filtering step for the user. Pets should also be added, with an option for service animals, thus removing another extra filtering step.

Room configuration 'Configuring Rooms' header is unnecessary and a bit confusing. Could adhere to best practice: Rooms, Adults, Children, Infants, Pets. Adding rooms this way leads to an infinite in-dropdown scroll, and ultimately doesn't add value at this stage (might later on when selecting type, and number of beds).
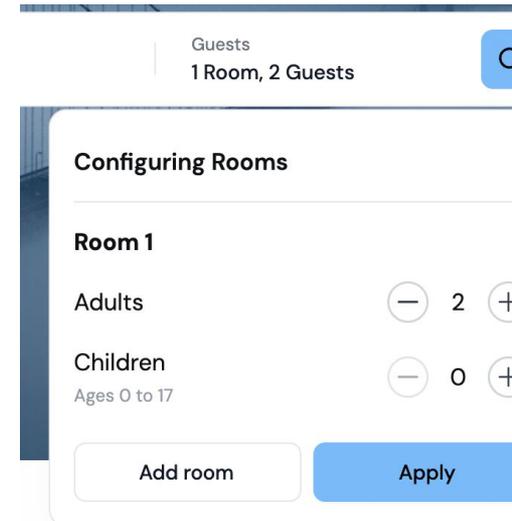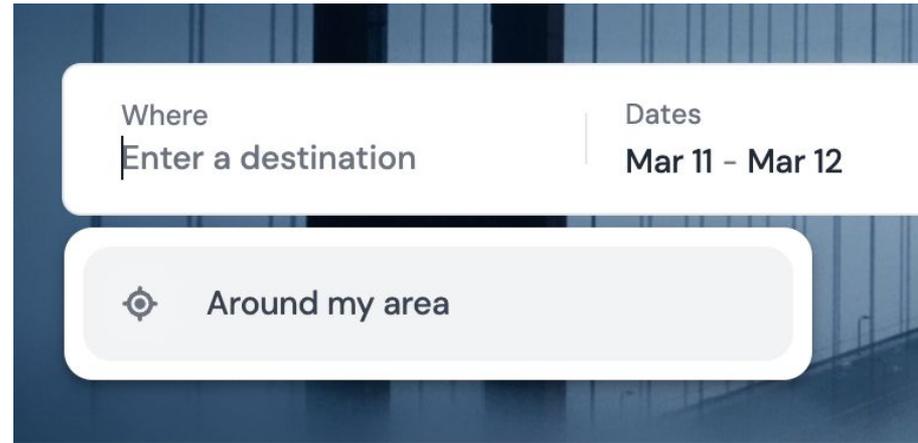
Landing page (3/3)

Date picker

Overall impressions is good, a conventional calendar, as it should be.

Missing flexibility, however, meaning the potential loss of customers, who are not sure of their exact travel dates. Giants like Booking and Airbnb provide the flexible option for a reason, as well as the +/- days. If - like in the case of airlines - there is a specific reason to avoid this practice, then it makes sense. Otherwise it's a miss that could be costing the company customers.
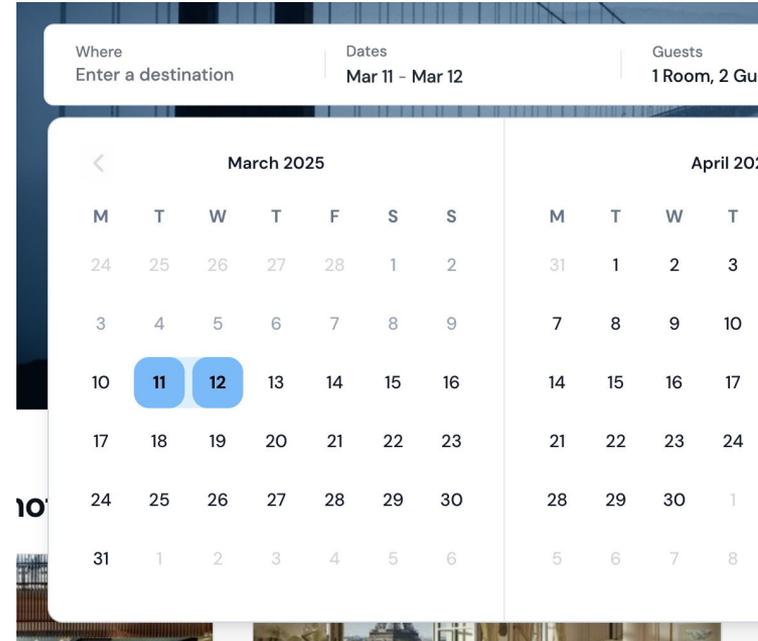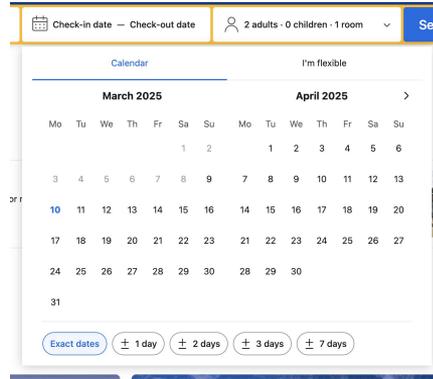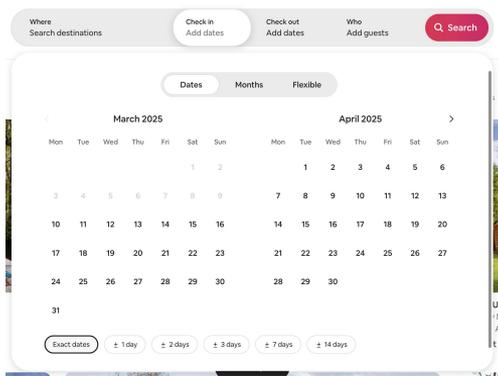
Sign in & sign up (1/3)
In no particular order, based on first look, and interaction with the product

Stronger distinction between signing in and signing up lessens the cognitive burden when trying to find what one wants to do, hence being a best practice. 'Log in' and 'Sign up', or 'Sign in' and 'create new account', 'don't have an account? Join now', etc.

Using appropriate copy is reassuring for people. 'Sign in and start saving - Manage your bookings with ease and enjoy member-only benefits' is confusing, since account holders have already converted i.e. started saving by using the product - this copy is appropriate for the sign up page.

Signing up, and in with socials Google, Facebook, and Apple sign in options are best practice, and industry standard, unless there is a specific reason that prevents us from allowing it.

Forgot password needs the affordance of a something clickable, it usually needs to look like 'sign up' does in this case. It also needs to visually belong to the input field - it is currently suspended between the input, and the Continue button.

Labels and hints are in some cases just duplicates, they are relevant in cases where they carry additional information (e.g. an input format, or directions), but are not necessary in this case.

Sign in and start saving

Manage your bookings with ease and enjoy member-only benefits

Email address

johndoe@mail.com

Password

Enter your password

Forgot password?

Continue

OR

G

Don't have an account? Sign up

Sign in & sign up (2/3)

In no particular order, based on first look, and interaction with the product

Spacing between input labels and input fields too large, or spacing between all visual components is too even, there is no cohesion between the things that belong together, in this case the input and its label.

Aggressive error messaging is unnecessary cognitive burden and stress for users, and can contribute to churn rates - it's enough to display an error once it has occured, in this case when the user clicks the continue button with no/faulty input. There is no justification to display error when they click away from the input field. Instead of erroring fields, the button can go from inactive to active.

Input field states - Hints are hints, inputs are inputs, and we need to know the difference; input field hint text opacity should be lower than input text opacity, or a lighter color needs to be used. A field should only look filled when it really is.

Input field states - Visual distinction between states is key, if using hints, they should disappear when input field is active, all states should be distinct and obvious.

Buttons are our most important asset so they should reflect this in size, and content as well. Continue being the most important call to action on this page can, and should be dominant, visually compelling, have the affordance of a button,, and have clear, assertive copy, such as Sing in/Log in, making it obvious what happens when I click it.

Email address

johndoe@mail.com

⊘ Email is required

Password

Enter your password   👁

⊘ Password is required

Forgot password?

Email address

abc

⊘ Invalid email format

Password

Enter your password   👁

Enter your password   👁

Forgot password?

Continue

Sign in & sign up (3/3)
Suggested UX for sign in popover

Visual hierarchy in typography, and elements, leading people to act the way we need them to act in order to convert into customers.

Simple, clear, and legible interface where everything possesses the **affordance** it needs to possess to avoid high drop-off.

Clean, stress-free environment for users, that allows them to know what they can expect to happen.

Button affordance is key, instead of error messaging, buttons go from inactive to active state, when the action is available. Writing out the actual action for Google instead of just an icon.

Showing the user where they are by displaying a logo, and having a header that tells them what to do is just as important in a popover, as a pager or header is in any other case.

Current user experience

Suggested user experience

with space left for Facebook, Apple log in if possible

when input fields are filled, button becomes active
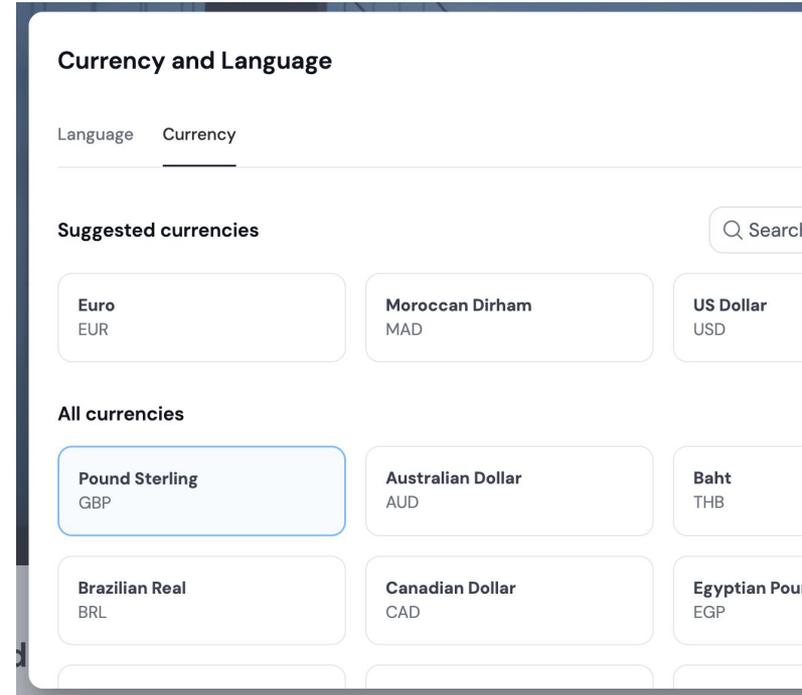
8

Currency and language popover

In no particular order, based on first look, and interaction with the product

Could be a dropdown with a search function, doesn't necessarily need to add extra clicks, plus selecting something and not having a save button, or not closing the popover automatically creates confusion - Did the change occur? What is expected of me as the user?

If not searchable dropdowns, which is preferred

The tabs are not immediately apparent or necessary, as it is not intuitive to toggle between the two actions in such a way. It either needs to be more visually straight forward ('in your face') that this is possible, or can be removed.

Search bar to the far right is hard to notice, and not a good practice, since the primary goal is to find something in the popover, it should hold the most important place above the list.

Currency and Language

Language   Currency

Suggested currencies   Q Search

| Euro | Moroccan Dirham | US Dollar |
| EUR | MAD | USD |

All currencies

| Pound Sterling | Australian Dollar | Baht |
| GBP | AUD | THB |

| Brazilian Real | Canadian Dollar | Egyptian Pou |
| BRL | CAD | EGP |

Manage booking

A small note...

This page is missing 'or log in to manage booking'. It also won't let the user go back to the landing page when clicking the logo, rendering them stuck at a dead end in no man's land with the page header and footer gone.