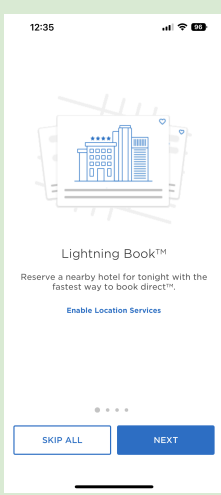
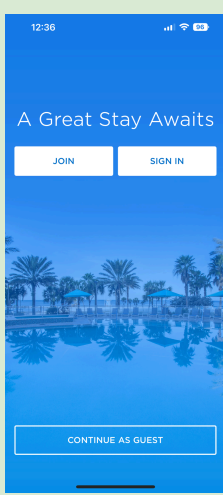
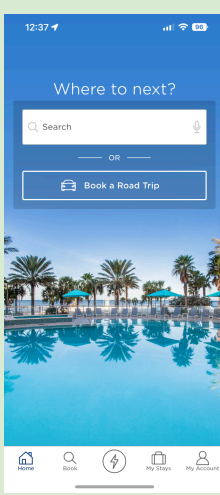
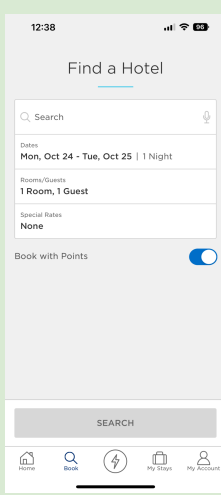
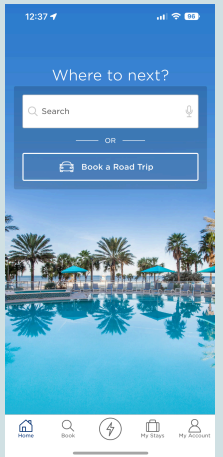
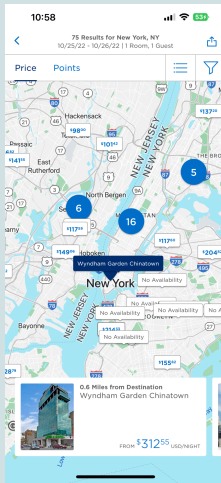
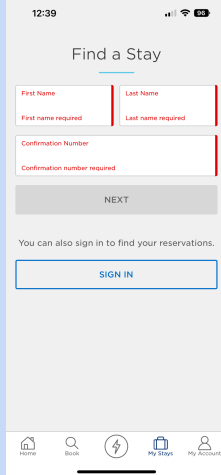
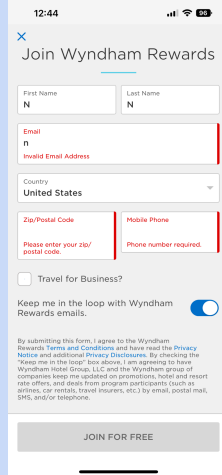
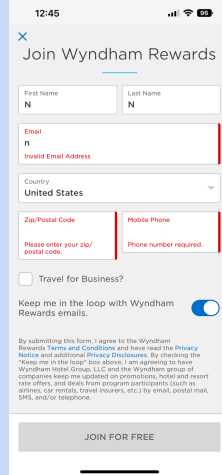
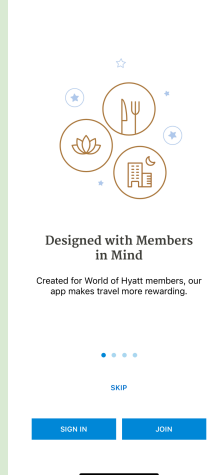

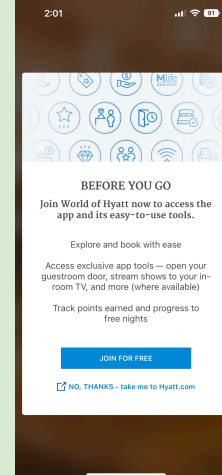
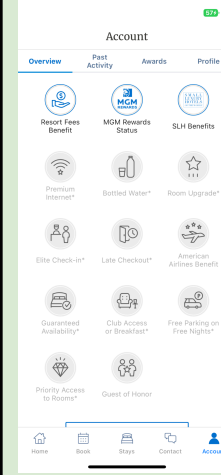


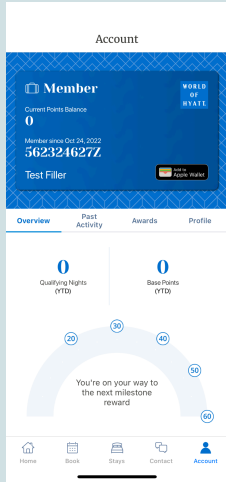
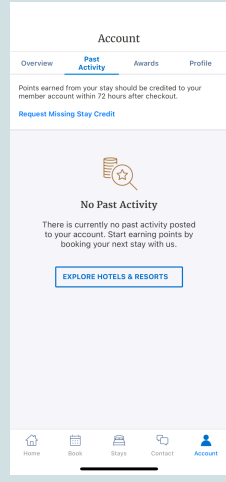
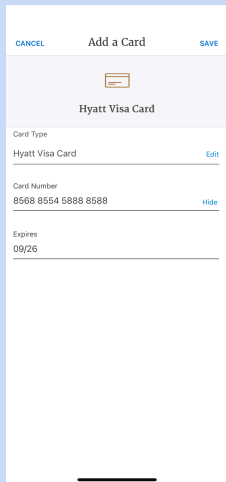
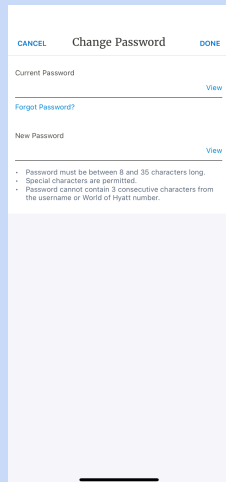
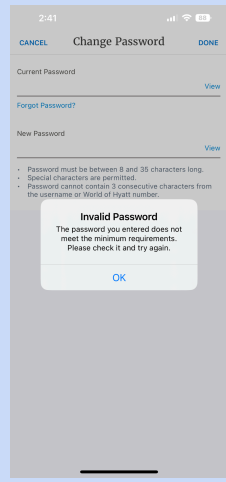
## Wyndam:

<p>User Consistency &amp; Freedom</p> <p>4/5</p>					<p>Despite a tutorial/introduction being present the option to skip it all is present</p> <p>Sign-in screen gives 3 options: Join, Sign In, Continue as Guest</p> <p>Option to search a hotel based on a location or based a road trip</p> <p>Option to pay with Credit card or points earned through hotel membership</p>
<p>Aesthetic and Minimalist Design</p> <p>4/5</p>	<p>Not able to show</p>			<p>Use of animated segments do not feel heavy and overwhelming</p> <p>5 buttons on the bottom to explore all the features provided. Color scheme is consistent throughout</p> <p>Map only shows what needs to be seen. Distance between you and nearest hotel</p>	

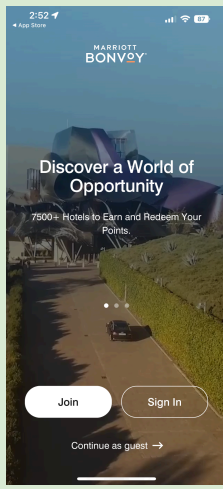
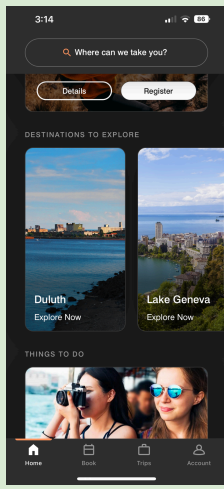
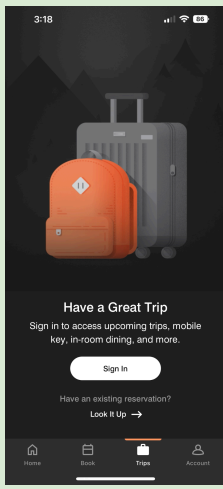
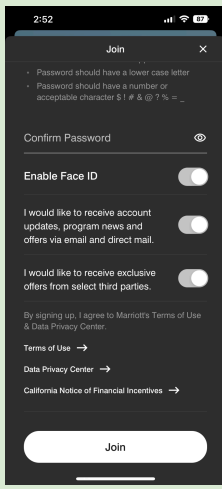
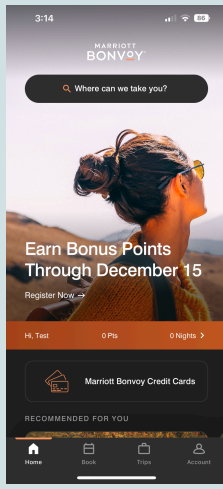
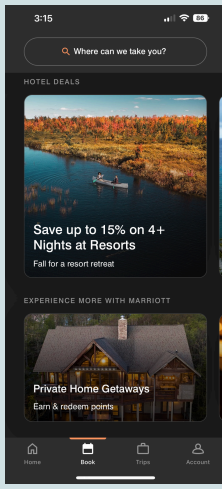
<p>Error Prevention</p> <p>5/5</p>				
	<p>To confirm reservation certain elements are required. Feedback is given to make sure those items are filled in.</p>	<p>Sign up page ensures that required fields are filled in properly.</p>	<p>Address entry has error prevention</p>	

Hyatt:

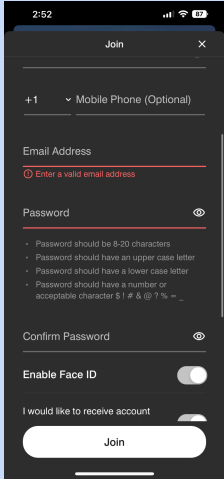
<p>User Consistency &amp; Freedom</p> <p>1/5</p>				
	<p>The first page provides the option to Sign in, Join, or Skip. However, even after skipping you are taken to a page that asks to sign in, join, or</p>	<p>After continuing as guest, Immediately interrupted by</p>	<p>App is locked to free members only, along with many features</p>	

	continue as guest. 2 pages back to back with a similar screen	Join for Free screen again.	being stuck behind their premium membership.
Aesthetic and Minimalist Design  3/5			
	5 Button navigation bar at the bottom helps distinguish which page you are on	Design is simple and is centered around what they are selling.	Account tab is focused on membership, the profile portion is tucked away.
Error Prevention  3/5			
	When entering payment information, there is no indicator of what is wrong, rather a simple message that says the card can not be saved is shown.	No indicator of what requirements are met for the password	

## Marriott Bonvoy:

<p>User Consistency &amp; Freedom</p> <p>4/5</p>					<p>First screen present when opening the app is shown with a Join, Sign In, or Continue as guest button</p> <p>Allows the user to find a place to visit in multiple ways. User search or suggested location</p> <p>Required to login to access certain features such as mobile key card. Not required to login for reserving rooms</p> <p>Multiple options to login. Ex: password, face-id, or fingerprint. 2FA</p>
<p>Aesthetic and Minimalist Design</p> <p>5/5</p>					<p>Theme and design is minimal</p> <p>The needed information is shared through the minimal UI</p> <p>4 button navigation bar</p> <p>Cards are used under headers to divide and define certain sections/sub-sect</p>



				ions
Error Prevention  5/5				
	During sign up, feedback is provided if certain elements are not filled in correctly	During payment, feedback is provided if certain elements are not filled in correctly		

## **Heuristics Analysis:**

Wyndham: (app was used)

<https://www.wyndhamhotels.com/wyndham-mobile-app>

Hyatt: (app was used)

<https://world.hyatt.com/content/gp/en/rewards/mobile.html>

Marriott: (app was used)

<https://mobile-app.marriott.com/en-us>

Through the heuristics analysis it was apparent in what would work well and what does not work well and causes frustrations. The wyndham app presented a solid user experience based on the judged criteria with a total score of 13/15 points given. Their app provided an experience that allowed users to have a lot of control over their own actions. This is important, especially the industry this app is meant to target. As someone who is staying at a hotel or is traveling, freedom is something that is important to them, thus an app with a similar feeling is important. They also provide a simple and easy to look at design which enables the user to collect information easily. This is also supplemented by the error prevention methods put into place as well. Overall, Wyndham sets the bar with how a mobile check-in app should look and function.

On the opposite side, looking at the Hyatt we can see some notable issues that may lead to user frustrations. After the analysis the app was given a 7/15 based on the criteria set for the 3 principles. This rating was mainly affected by the user's freedom to use the app. Right off the bat, you are given the option to either log-in or continue as guest. However, to continue as guest, you are required to leave the app about go to their website. So not only are use being redirected, you have to now either delete the app since it has not use or make an account. This restricts the user flow heavily, barring the user from even using the app. The rest of the app is average in terms of the principles where there are some small things that would heavily improve the user experience, such as the showing what components of the password need to be filled in.

Marriot Bonvoy is very similar to the Wyndham app, where the users experience is the priority. Although you can explore the app as a guest, some features are locked behind their free membership. This works for both the user and client however. Features that require high security are locked behind the login, and that seems to a be a fair balance. From there we can see that their design is well organized and minimal. The use of cards help keep things grouped together. The error prevention is strong, showing what is missing. The multiple login methods is an added bonus as well. Overall, this app was given a 14/15.

Through this analysis, there is a lot of important information to be taken in and applied. It is important to consider the important themes and messages you would like to send to your specific audience.