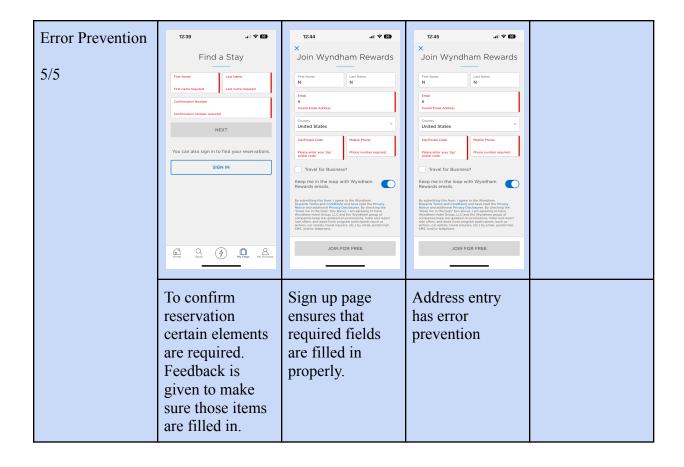
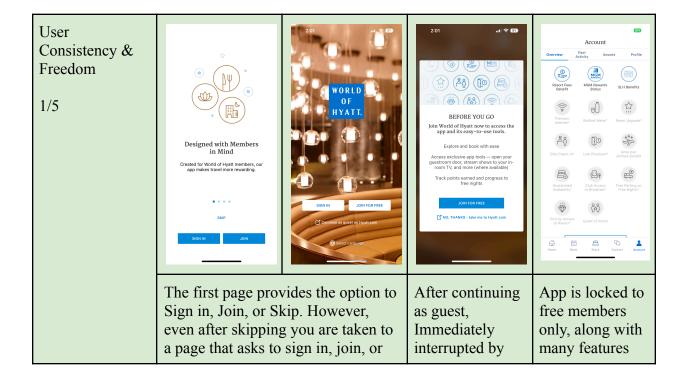
## Wyndam:

User Consistency &	12:35। ବ 🚥	12:36 all 후 🕮	12:37 ◀ ali 중 ∰	12:38 না ক 🚳 Find a Hotel
Freedom		A Great Stay Awaits	Where to next? ℚ search	Q Search 🎍
4/5		JOIN SIGN IN	— OR — El Book a Road Trip	Dates Mon, Oct 24 - Tue, Oct 25   1 Night florens/Guests 1 Room, 1 Guest Special flates None
	Lightning Book <sup>™</sup> Reserve a nearby hotel for tonight with the fastest way to book direct."  Enable Location Services			Book with Points
	SKIP ALL NEXT	CONTINUE AS GUEST	Harrie Busia (4) III Hay Estays No. Accidents	SEARCH  SEARCH  SEARCH  SPERMENT No. May Account
	Despite a tutorial/ introduction being present the option to skip it all is present	Sign-in screen gives 3 options: Join, Sign In, Continue as Guest	Option to search a hotel based on a location or based a road trip	Option to pay with Credit card or points earned through hotel membership
Aesthetic and Minimalist Design 4/5	Not able to show	Where to next?  Q. Search  OR  Book a Road Trip  Part of the search of t		10:58  75 Secrets for three bring, NY  OCASCA * OCASCA II Room, I Coast  Price Points  1127  112
	Use of animated segments do not feel heavy and overwhelming	5 buttons on the button to explore all the features provided. Color scheme is consistent throughout		Map only shows what needs to be seen. Distance between you and nearest hotel



## Hyatt:



	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	Account    Ventber   Vents		Account    Nember   Worker	ACCOUNT  Overview Past Assurés Profile Activity  Davide aernel from eye vour stay should be credited to your sementer account within 27 boots after decision.  Request Missing Stay Credit  NO Past Activity  There is currently no past activity posted to your account. Sate tearing points by 1000kg your ent stay within Ls.  EXPLOSE HOTELS & RESORTS
	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 foc membership, the p tucked away.	
Error Prevention 3/5	CANCEL Add a Card SAVE  Hyatt Visa Card  Cord Type Hyatt Visa Card Edit  Cord Number 8568 8564 5588 8588  Bullet  Bullet  09/26	2:39ll 🕏 💷  We were unable to save your credit card to your profile	CANCEL Change Password DONE  Current Password View  Forgot Password  New Password must be between 8 and 36 characters forg.  Password amost be between 8 and 36 characters forg.  Password cannot contain 3 consecutive characters from the username or World of Hyatt number.	Current Password  Current Password  View  Forget Password  New Password  - Password must be between 8 and 15 characters from the between 8 and 15 characters from the section of the first of the password contains a consequence characters from the section of first of a right minute.  Invalid Password  The password you entered does not meet the mornium requirements.  Plasse check it and try again.
	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:

User 2:52 **√** App Store Consistency & Freedom 4/5 cover a World of Opportunity Have a Great Trip Multiple options First screen Allows the user Required to to find a place to login to access to login. Ex: present when certain features opening the app visit in multiple password, is shown with a ways. User such as mobile face-id, or Join, Sign In, or key card. Not fingerprint. 2FA search or Continue as suggested required to login guest button location for reserving rooms Aesthetic and Minimalist Design 5/5 Earn Bonus Points
Through December 15 Theme and The needed 4 button Cards are used navigation bar design is information is under headers to minimal shared through divide and the minimal UI define certain sections/sub-sect

			ions
Error Prevention 5/5	Join X  Join X  H Nobile Phone (Optional)  Email Address  © Enter a valid email address  Password  Password about be 8-20 characters  Password should be 8-20 characters  Password should have some rase letter  Password should have some rase there  Confirm Password  ©  Enable Face ID  I would like to receive account  Join		
	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.