

HOTELADIO.COM

WALES GORIOLA WDM3033: SERVER SIDE PROJECT PLANNING THE ART INSTITUTE OF DALLAS JUNE 14, 2012

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INITIAL CONCEPTS HOTELADIO.COM

Concept # 1 WakaCall.com

Purpose:

This website is an online presence for a voip provider company that offers a leading platform for international VoIP, combining easy-to-use functions with comprehensive features and low rates. It empowers agents by providing the best technology, tools and personal support. Providing customizable rate plans and tools to help agents easily manage their business with success. WakaCall.com provides crystal-clear call quality to local and international. They are based in north Dallas, serving Dallas metroplex and beyond.

Potential market – demographic size and scope

The potential market is customers that have families' overseas, business that offers sales and services international and have overseas office. The primary audience/market would be customers that want to have a phone that can call both local and long distance calls without having to be on a contract with any phone company. And just want to be on a "pay as you go" service.

Potential - positive components

This service will allow customers to save a lot of money yearly on the phone bills. They will be able to keep their existing phone number and also have DID number from any country in the world they have family. Company with oversea client will be able to have a DID number of other country and payless on long distance calls.

For example, Case 1: Mobile Staff/Roaming: Company B has one office in New York and a couple of sales staff working away from the office. Company B provides staff with mobile phones and incurs huge bills when staff visits prospective clients abroad.

With wakaCall.com, Company B installs our soft Phone on all their computers and all laptops. Staff now communicates virtually free of charge over the Internet.

Potential – negative components

Getting a very cheap rate or providing a flat rate could be a challenge due to how long it will take to have a huge traffic in terms of higher call traffic to be able to lower the rate.

Flat rate to many long distance and the accessibility of the user to high internet connection could be a problem.

Concept # 2 Printupcopy.com

Purpose

This is print, copy and graphic company that will be providing a full range of high speed copy, digital copy (CD Disk), color laser copy, and print media service to the Dallas metroplex. This website will be their online presence to manage their services online. For customers to be able to make their order online, calculate their cost in real-time, and make drop off using the online drop box.

Potential – positive components

This service will allow customers to print their materials or job at a very lower price; by providing online drop off. Instantly compare price with other competitor in real-time and matching their prices—providing the capability to check the status of your job at any given time.

Potential – negative components

The problem could to be able to effectively drive the right audience to the site, since there many competitors in the Dallas metroplex.

Concept #3 connect2doctor.com

Purpose

This is an online company that focuses on connecting people to their doctor and doctors to the people. The site will provide the user with the capability to search and locate a doctor in your zip code base on your needs or treatment the user will expect. The site will match the right medical personnel that fit the need of the user.

Potential – positive components

This site will use google API component to make all registered doctor and hospitals that specialized in every area of medical available.

Potential – negative components

This will require a lot of research and it will be expensive at the initial capital that will be invested.

Concept # 4 Hoteladio.com

Purpose

This is an online presence for Hotel Adio a five star luxurious hotel centrally located in the very heart of Dallas—providing professional caring service for its customer. It is the favorite home—away-from home for many dignitaries, world leaders, and travelers that want to enjoy the comfort of a modern luxury hotel.

Potential market – demographic size and scope

The potential markets are audience that are looking for luxury away from home—vacation seekers, and business customers around Dallas metroplex and beyond that want to enjoy a tranquil harmony after a busy business day.

Potential – positive components

This hotel will provide services that will be cost effective and at the same time maintaining luxury and comfort service. Customer will be able to make an online reservation for the quality service of a five star hotel with affordable price.

Customer will receive points for every visit and every dollar amount spent at the Hotel Adio.

Potential – negative components

Getting a huge traffic for the hotel may be challenge when comparing that with the daily up keeping cost and running of the hotel.

COMPETITOR / AOF (ACTIVITIES OBJECT FEATURES) HOTELADIO.COM

Site Name: www.connect2doctor.com

Site Purpose: This is an online company that focuses on connecting people to their doctor and doctors to the people. The site will provide the user with the capability to search and locate a doctor in your zip code base on your needs or treatment the user will expect. The site will match the right medical personnel that fit the need of the user.

Activities are the high level interactions the user performs on the site. List the activities the users will perform when accessing your site and the users who have access to perform them. Multiple user types (visitor, member, active) can be identified with each activity.

Site Activities	Users
i.e. Post pictures	member, active
Search for doctor and health care specialties by states and zip code	Users, active users, members
Contact the doctors	Users, active users, members
Read review/testimonials on different doctors	Users, active users, members
Read users review of doctor and health care providers	Active users, and Members
Use our health care resource.	Users, active users, members
Join/sign up and me come a member user	New users

Now list 3 competitors of your defined site

Site Name: www.angieslist.com

Site Purpose: A word-of-mouth network for consumers. The company is growing collection of List of homeowners' real-life experiences with local service companies, and health care practitioner. Provide huge database of service in all field. Connecting trustworthy companies that perform high-quality work with people.

Site Activities	Users
Join/sign up for service	New user
Read Testimonials	New user, Active user
How Angie's list work	New user
Get the Big Deal	Active user/member

Site Name: www. ZocDoc.com

Site Purpose: ZocDoc is a free service that allows patients to book Doctor Appointments online. Today ZocDoc also offers primary care, dermatologist, eye-doctor, ENT, orthopedist, OB/GYN, allergist, podiatrist, cardiologist, pediatrician, radiologist and psychiatrist appointments in New York, Los Angeles, Chicago, Dallas, Philadelphia, Houston, Phoenix, Washington, DC, Atlanta, San Francisco, Boston, Miami, Baltimore, Seattle, San Diego and Austin.

Site Activities	Users
Search for a doctor by zip code	New user, Active user, members
Find a doctor and make an appointment	Active user, members
Join/become a member	New user
Download find a doctor App	New user, Active user, members
Find Doctors by Specialty	New user, Active user, members
Find Doctors by City	New user, Active user, members
Find Doctors by Zip Code	New user, Active user, members

Site Name: www.findatopdoc.com

Site Purpose: Findatopdoc.com is a completely free service where consumers can research good doctors from all specialties and make informed decisions when planning their next medical visit. Findatopdoc.com has gathered the professional biographies of thousand of world renowned physicians, making it easy to find and access the best doctors in every area. We also have articles and information that help you learn how to find a good doctor using our advanced doctor finder search technology.

Site Activities	Users
Find Doctors by Country – (USA and Canada	User, and Active user
Find Doctors by Specialty	User, and Active user
Find Doctors by Zip Code	User, and Active user

Now list how your site differentiates itself from the defined competition. List specific activities that define how users will interact both with your proposed site and your competitor sites.

Distinctive Activity	Competitor Site	Proposed Site
i.e. Users need a way to limit which users are able to see and comment on pictures	Facebook allows any friend to see and comment on pictures	MySite.com allows the user to define which circle of friends can interact
Users post comment (only members)	Users don't post comment	Users post comments that are seen only to their friend
Users post review (only members)	Users post review, as member	Users post review (only members)
Users post rate doctor/services		Users post rate doctor/services

Now list the entities or objects that are required for the site's proposed activities. You can use short hand to refer to the activities defined earlier.

Objects	Associated Activity
i.e. Picture gallery	Posting pictures, commenting, tagging
Picture	No posting
Location map on Google	
User	Interact with other users
Membership	Approval require
Reviews	Posting comment and review

Features are a further definition of how the users interact with the site. Features define how the user performs the activities with the existing objects on the site. Features are the beginning of the Use Cases that will be defined later. This list doesn't need to be exhaustive, but does need to convey the basic interactions that you plan to implement with your proposed site.

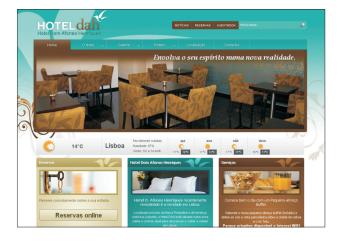
Site Features	Objects
i.e. Members are able to select a picture from their phone to	Picture gallery, Picture
upload	

Watch video	Gallery
Newsletter	Email/form
Rate Doctors	Users
Sign up for friend add to shopping cart	Shopping cart/payment
10 00	gateway
Comment/Feedback	Comment/Feedback
Compare Doctors	Service compare
Search for doctors/ health care practitioner	Product/services
Read more about the doctor or doctors profile	Product/services/Search
	Result
Select images icon on body image for details to find Doctors by	Search/Search Result
Specialty	

INSPIRATIONAL HOTELADIO.COM



Manchester City | Manchester





Lake Nona www.learnlakenona.com

The structure and architecture of this site was just brilliant. The menu got my attention, very interactive and user friendly. The color and the typography is something I thing I could utilize in my design.

Manchester City www.mcfc.co.uk

This website has huge contents. I like the composition of the feature list. It present most important thing that will interest the user and engage the user to interact with the site

I like the drop down mega menu incorporate in this site, it helps the user to navigate better and also allow the company to use it as site menu and feature list.

Hotel Dah www.hoteldah.com

What I like about this site is the way their services are presented and feature on their home page. I also like the use of the weather widget to feed in the weather (via weather API).

The Adolphus Hotel www.hoteladolphus.com

I like the way their services are presented and feature on their home page. I also like their menu structure



Omni Hotels www.omnihotels.com

I like the way their services are presented and feature on their home page. I also like style layout for the reservation widget



Tim Horton Children's Foundation www.timhortons.com/ca/en/

I like their site layout and the feature list interface. Their images are carefully use catch the attention of their audience.



Walter Greenblatt & Associates www.wgreenblatt.com

I like their menu presentation



The Savoy, A Fairmont Managed Hotel www.fairmont.com/savoy

I like their reservation form and the page layout



The Energy Cell www.energycell.co.uk

I like the their overall design and layout



CenWood Kitchen www.cenwoodkitchens.com

I like the interactive presentation of the site



Smokey Bones www.smokeybones.com

I like the interactive presentation of the site



Stowe Mountain Resort www.stowe.com

I like the way the site is layout and the navigation

PRIMARY DEMOGRAPHIC/ PSYCHOGRAPHIC

HOTELADIO.COM

Persona Biographical Information

Persona Name: Tommy Adams

Country: USA

Country Region: Midwest

Age Range: 30-49 Gender: Male Family size: 3-4

Family lifecycle stage: Married with children

Income: \$30,000-\$70,000

Where does this persona live?: Urban

Occupation: Sales Manger

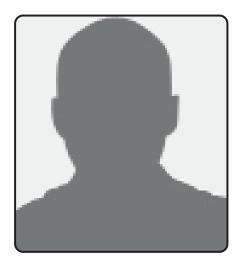
Housing type: Owner

What type of internet connection do they have?: Cable / Mobile

Education: College graduate

Psychographic Overview:

- Spends \$1200 plus per month online
- Lives 3000+ miles from parents and in-law
- Have over 3000 friends online
- Favorite color: Maroon, Orange, Blue, Gray, and Brown.



Persona Biographical Information

Persona Name: Sammy Gorry

Country: USA

Country Region: Northeast

Age Range: 35-55 Gender: Male Family size: 4-6

Family lifecycle stage: Married with children

Income: \$40,000-\$100,000

Where does this persona live?: Urban

Occupation: Director/CEO

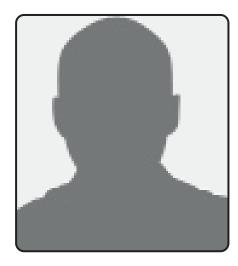
Housing type: Owner

What type of internet connection do they have?: Cable / Mobile

Education: University graduate

Psychographic Overview:

- Spends \$1500 plus per month online
- Lives 1000+ miles from parents
- Have over 1000 friends online
- Favorite color: Orange, Gray, and Brown.



LOGO INSPIRATION HOTELADIO.COM

















HOTELA

HOTEL ADIO



...come in and leave refresh



...come in and leave refresh

SEARCH TERMS/TAGLINES HOTELADIO.COM

Search Terms

Comfortable

Refresh

Spa

Pool

Vacation

Sleep

Dinner

Family

Getaway

Room

Rest

Booking

Events

Wedding

Conference

Meeting

Bed

Breakfast

Relaxation

Resort

Exotic

Royal

Reservation

Luxury

Accommodations

Social

Highlife

Taglines

•

- ...come in and leave refresh
- the relaxation you need...
- Comfort and luxury for you...

TYPE TREATMENTS HOTELADIO.COM

HOTEL ADIO HOTELADIO.COM ...COME IN AND LEAVE REFRESH

HOTEL ADIO
HOTELADIO.COM
THE RELAXATION YOU NEED...

HOTEL ADIO

HOTELADIO.COM

COMFORT AND LUXURY FOR YOU...

Hotel Adío Hoteladio.com ...come in and leave refresh

Hotel Adío Hoteladio.com the relaxation you need...

Hotel Adio
Hoteladio.com
Comfort and luxury for you...

Hoteladio.com
...come in and leave refresh

Hoteladio.com
the relaxation you need...

Hoteladio.com
Comfort and luxury for you...

Hotel Adio

Hoteladio.com
...come in and leave refresh

Hotel Adio

Hoteladio.com the relaxation you need...

Hotel Adio

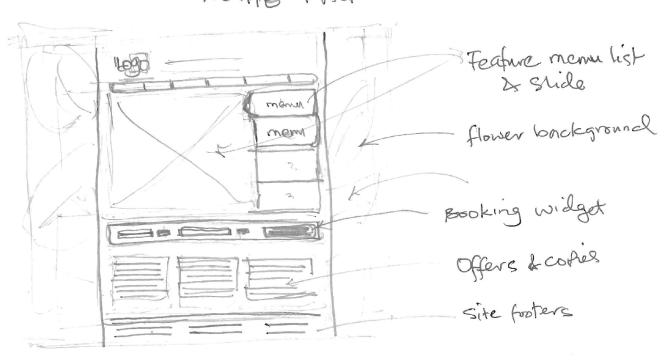
Hoteladio.com
Comfort and luxury for you...

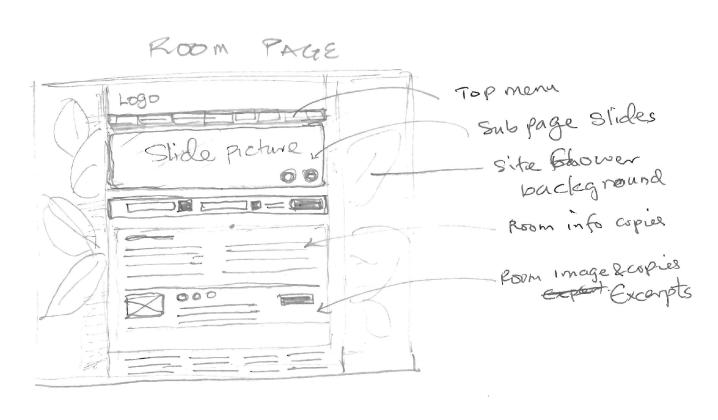
COLOR SCHEME HOTELADIO.COM

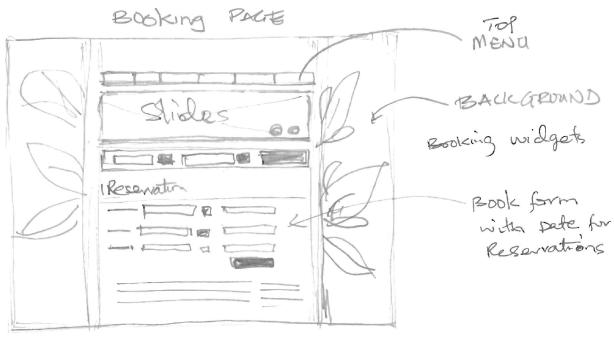


PAGE SKETCHES HOTELADIO.COM

HOME PAGE



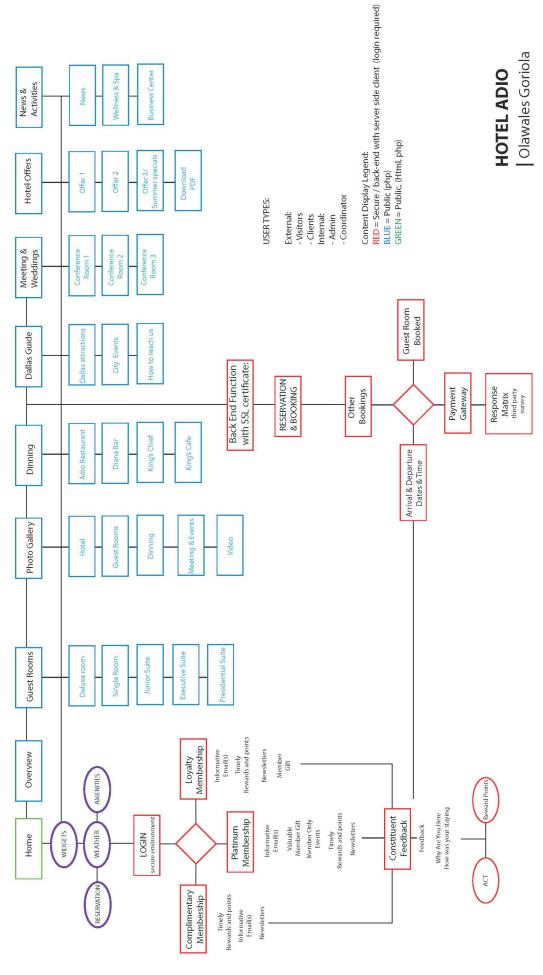




BODKING/RESERVATION PAGE

FLOW CHAT HOTELADIO.COM

FLOW CHAT



WIREFRAMES HOTELADIO.COM



News & Activities Hotel Offers Meeting & Wedding Dallas Guide ...come in and leave refresh Dinning Photo Gallery HOTEL ADIO Home Guest Rooms







Reserve

2

adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna Dolor sit amet conse ctetur aliqua. Ut enim ad minim

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Gallery Gallery 1 **Photo**

Meeting & Wedding

Contacts

Room 1

6 About us Home

Media

Guest

Feedback



...come in and leave refresh

News & Activities Hotel Offers Meeting & Wedding Dallas Guide တ Dinning Photo Gallery HOTEL ADIO Guest Rooms Home

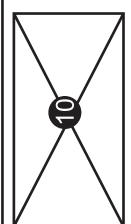
Guest Rooms

Dolor sit amet conse ctetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,

do eiusmod tempor incididunt ut labore et dolore magna aliqua. Utenim ad minim veniam, Dolor sit amet conse ctetur adipisicing elit, sed

Reserve

Room Size Sleeps

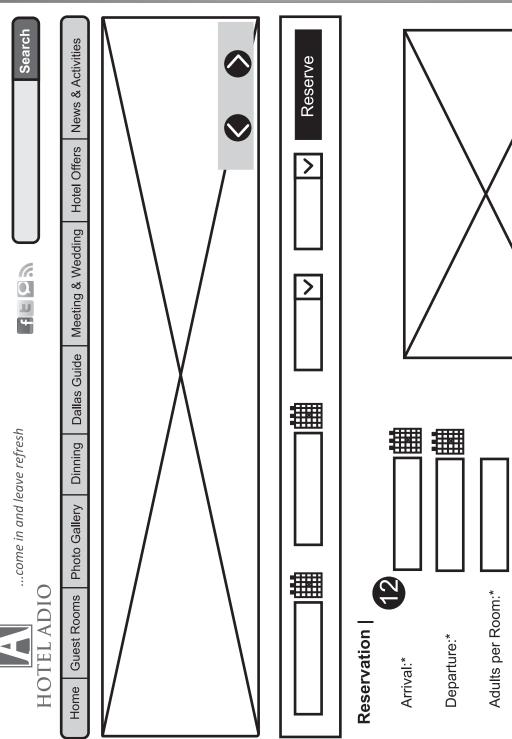


ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud Dolor sit amet conse ctetur adipisicing elit, sed do eiusmod tempor incididunt

Book Now

Contacts	Feedback	
Meeting &	Wedding	Hall 1
Photo	Gallery	Gallery 1
Guest	Rooms	Room 1
Home	About us	Media





Contacts	Feedback
Meeting &	Wedding Hall 1
Photo	Gallery Gallery 1
Guest	Rooms Room 1
Home	About us Media

Reserve

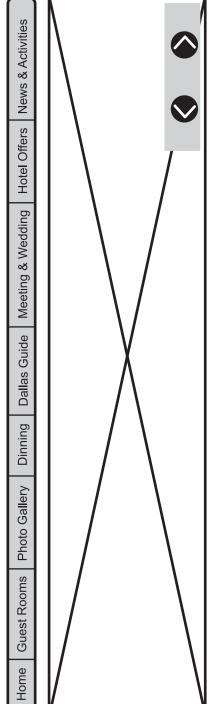
Numbers of Room:*



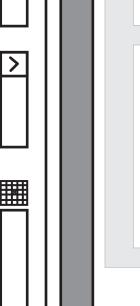
...come in and leave refresh

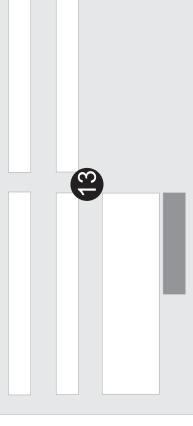


Search **HOTEL ADIO**









stranger, say hello!

Don't be a

Contacts	Feedback
Meeting &	Wedding Hall 1
Photo	Gallery Gallery 1
Guest	Room 1
Home	About us Media

USER STORY HOTELADIO.COM

User Stories

- 1. The user will want to see if there is any good deal offers.
- 2. The user will want to make a reservation for a guest room at the hotel
- 3. The user will want to know what amenities are available in different rooms
- 4. The user arrives at the Dallas Guide page after clicking on the link and want to read the top story about Dallas events
- 5. The user will want to compare the price of the various guest room packages
- 6. The user will want to view the image or pictures of the room
- 7. The user will want to know what amenities the room have, in terms of internet, Daylight access, etc
- 8. The user will want to view a panoramic view of the room if there is any
- 9. The user will want to read more information about the select guest room
- 10. The user arrives at the photo Gallery page want to select a gallery from the pre-listed galleries to view.
- 11. The user will want to view the Dining gallery, viewing each picture one at a time.
- 12. The user will want to view the Meeting & Event room picture category
- 13. The user will want to view the Wellness & Fitness category
- 14. The user will want to read about thing to do in Dallas after arriving at the Dallas Guide page
- 15. The user will read and know the services the hotel offers
- 16. The user arrives at the news page and want to read the news and press release about the hotel
- 17. The user will select the latest or sort all news by year and read.
- 18. The user will want to share the page or news on social media
- 19. The user will want to print the pages
- 20. The user arrives at the Meeting & Wedding page, review the various hall view and print the floor plan
- 21. The user arrives at the Fitness and Spa page—user want to read know if his/her fitness is offer
- 22. The user want to login into secure users profile and account page
- 23. The user want to edit and update user profile
- 24. The user arrives at the Customer support page and fill in a support form
- 25. The user will want to use the weather Widget to know the Dallas weather for the choice of date to arrive at the hotel.
- 26. The user will want to see/view and interact with the feature list and slide in the home page. The user arrives at the Meeting & Wedding page.

User Stories: The user will want to make a reservation for a guest room at the hotel.

Requirement:

- The user must select arrival date and departure date
- The user must select number of guest
- The user must select type of room

Behaviors:

- The user will select the number of room to reserve
- The user will click the pop up calendar to pick a date for arrival
- The user will click the pop up calendar to pick a date for departure
- The user will click on the guest room of choice from the display package

References: US Reservation wireframe & (US 1.0 home page wireframe)

Validations:

- The system will ask for all require fill to be filled

2. **User Stories:** The user will want to compare the price of the various guest room packages.

References: US 2.0 Guest room wireframe

Requirement:

- User arrives at this page after clicking on the guest room label link on the top navigation (menu)
- Slide page banner at the top
 - a. Slide will rotate or slides up to 5 images in this position at every 50s
- The page will populate with overview and the various guest room packages
 - a. individual guest room package result is composed of a package name, thumbnail image, excerpt of the package, the price and a reservation button
 - b. Package name are gray until they are selected or mouse over, then they will turn red and direct user to the detail page and also reservation.
- 3. **User Stories:** The user arrives at the photo Gallery page want to select a gallery from the pre-listed galleries to view.

References: US 3.0 Photo Gallery wireframe

Requirement:

- User arrives at this page after clicking on the Photo gallery label link on the top navigation (menu)
- Slide page banner at the top
 - b. Slide will rotate or slides up to 5 images in this position at every 50s
- The user will click on the list photo gallery to view
- The user will click on each thumbnail image to view
- The user will scroll to view more thumbnail images
- The user will user next and previous button to navigate

Behaviors:

- The user will click on thumbnail images to view. The image will pop up to view a bigger size
- The user will scroll to view more. The system will scroll and show more thumbnail images.
- The user will select another category to browse. The system will show more categories
- The system will populate the selected gallery category with thumbnail images and display
- The images description and detail will be noted under each image.
- 4. **User Stories:** The user arrives at the Meeting & Wedding page, the various hall listed view and print the floor plan

References: US 6.0 Meeting & Wedding wireframe

Requirement:

- User arrives at this page after clicking on the meeting & wedding label link on the top navigation (menu)
- Slide page banner at the top
 - a. Slide will rotate or slides up to 5 images in this position at every 50s
- The page will populate with overview and the various hall packages.
- The user will click on the click preferred hall package, view details and print.

Behaviors:

- The user will click on listed hall packages. The system lists all available meeting halls.
- The user will click on a package to view details. The system will open the details page.
- The user will click print page or download floor plan. The system will print floor plan.

Validations:

- The system will ask for printer to be selected or print using default.

5. User Stories: The user will want to see/view and interact with the feature list and slide in the home page

References: US 1.0 home page wireframe

Requirement:

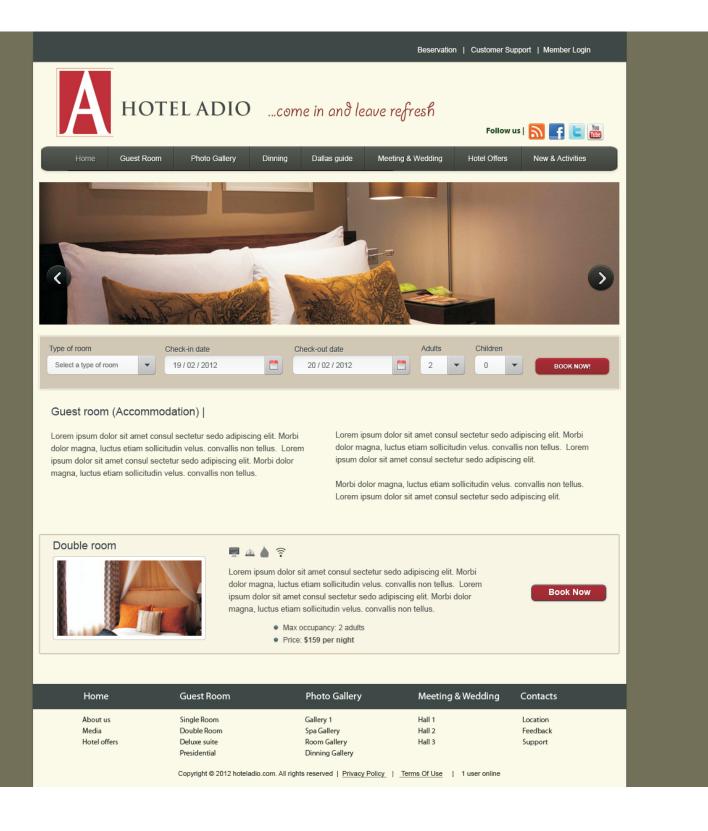
- User arrives at home page after typing www.Hoteladio.com in web browser.
- Home page feature banner slide load up.
- a. Banner slide will slides up to 8 images in this position at every 50 seconds
- b. Banner slide will load images and brief description.
- The user will click on the slide button, from the three available buttons.

Behaviors:

- The user will arrive at the home page. The system will load the home feature list banner slider.
- The user will click on the banner slider button. The system will slide in another image with brief description.
- The user will click on another banner slider button—that is, button 2 or second button. The system will slide in another image with brief description.

COLOR COMPS HOTELADIO.COM





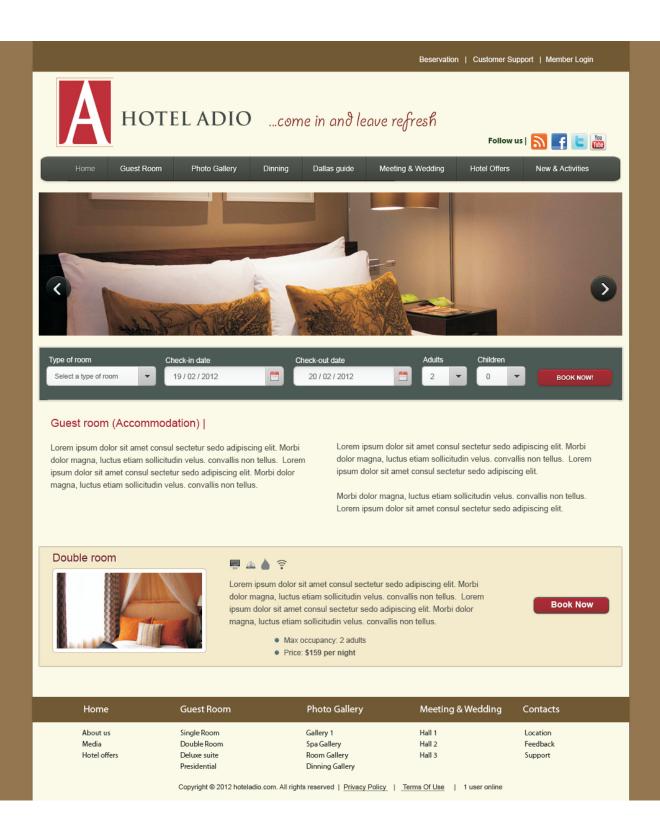
Home	Guest Room	Photo Gallery	Meeting & Wedding	Contacts
About us Media Hotel offers	Single Room Double Room Deluxe suite Presidential Copyright © 2012 hoteladio.com. All rig	Gallery 1 Spa Gallery Room Gallery Dinning Gallery hts reserved <u>Privacy Policy</u> <u>Te</u>	Hall 1 Hall 2 Hall 3 rms Of Use 1 user online	Location Feedback Support

LEARN MORE

LEARN MORE

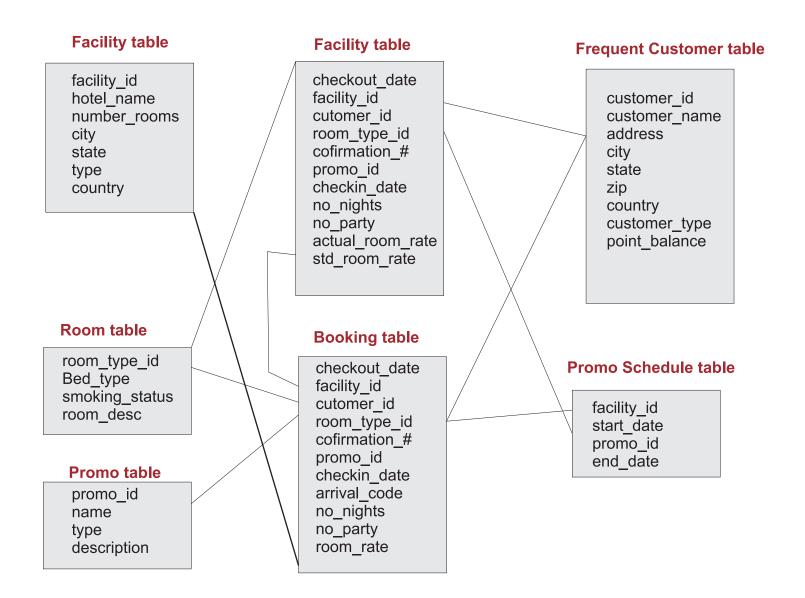
LEARN MORE

LEARN MORE



DATABASE HOTELADIO.COM

Database



PROJECT TIMELINE HOTELADIO.COM

Weekly Plan for HotelAdio.com

- Week 1: Developing the users interface and layout for the site using the my wirefames
- Week 2: Start, creating the HTML layout and CSS for the site
- Week 3: Create the database including all the table base on the site design and the user stories.
- Week 3 4: Creating the PHP pages and structure.

Week 5: Creating the PHP pages and the UI for the following pages:

- Reservation page hotel
- User Login page, users profile and account page
- user profile page detail
- Customer support page & support form

Week 6: Create, inserting contents and images for the following pages:

- Hotel services and offers
- Wellness & Fitness category
- Fitness and Spa page
- The feature list and slide in the home page.
- The Meeting & Wedding page.

Week 7: Create, inserting contents and images for the following pages:

- Hotel Amenities in different rooms
- Price of the various guest room packages
- Image or pictures of the rooms
- Panoramic view of the room if there is any
- Detail information about the guest rooms

Week 8: Create, inserting contents and images for the following pages:

- Dallas Guide page
- Events and News.
- Press release page
- Photo Gallery page.
- Dining gallery
- Meeting & Event room picture category

Week 9: Create and configure the pages and API:

- Weather Widget
- Social Media Widget
- Print the pages feature
- Print the floor plan feature.

Week 10: Completing the backend. Testing/debugging

Week 11: Site launch – Live Project