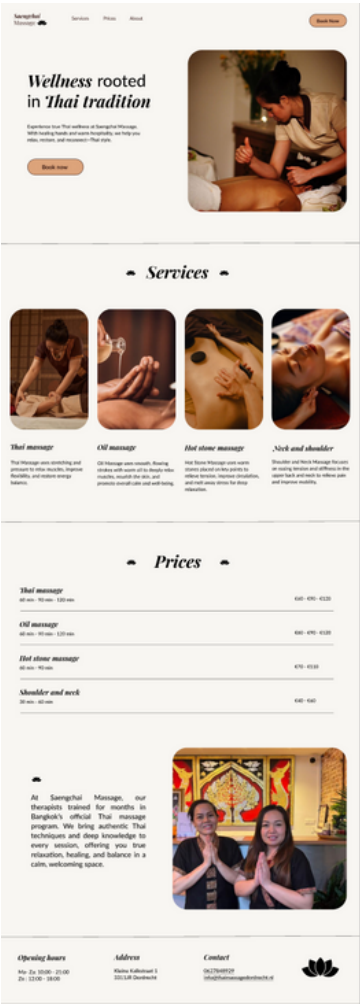# Creative iterations: website

My goal for the website and booking system was to create a website that aligns with Thai culture and make a smooth, user- friendly experience.

V1:

How:

For V1, I designed the homepage based on my mood board to represent Thai culture. I also made a booking system. So assure that my homepage represents Thai culture and my booking system is user-friendly I did a usability test.

- The homepage lacks elements that reflects Thai culture.
- The booking system is cluttered, since all steps were on one page (services, date, therapists).
- A calendar would be more convenient to a select time/date.

V2:
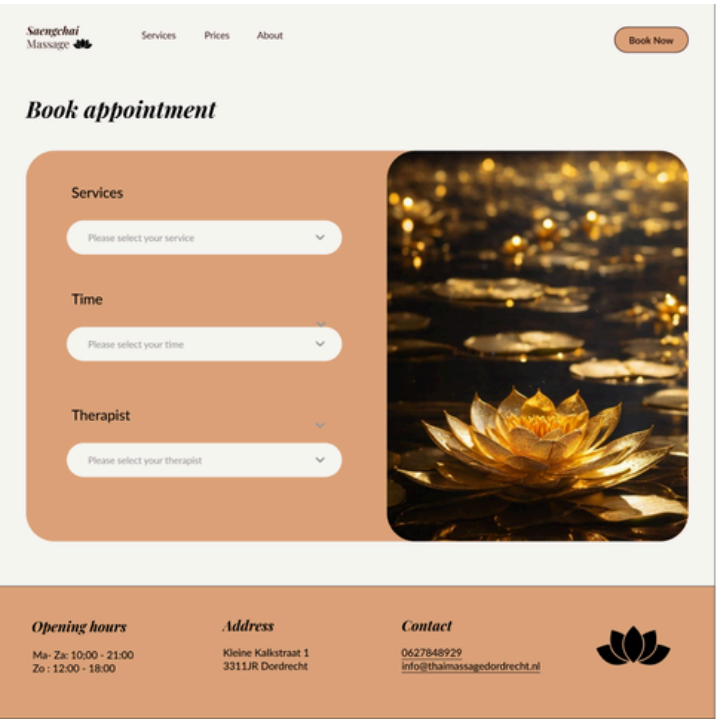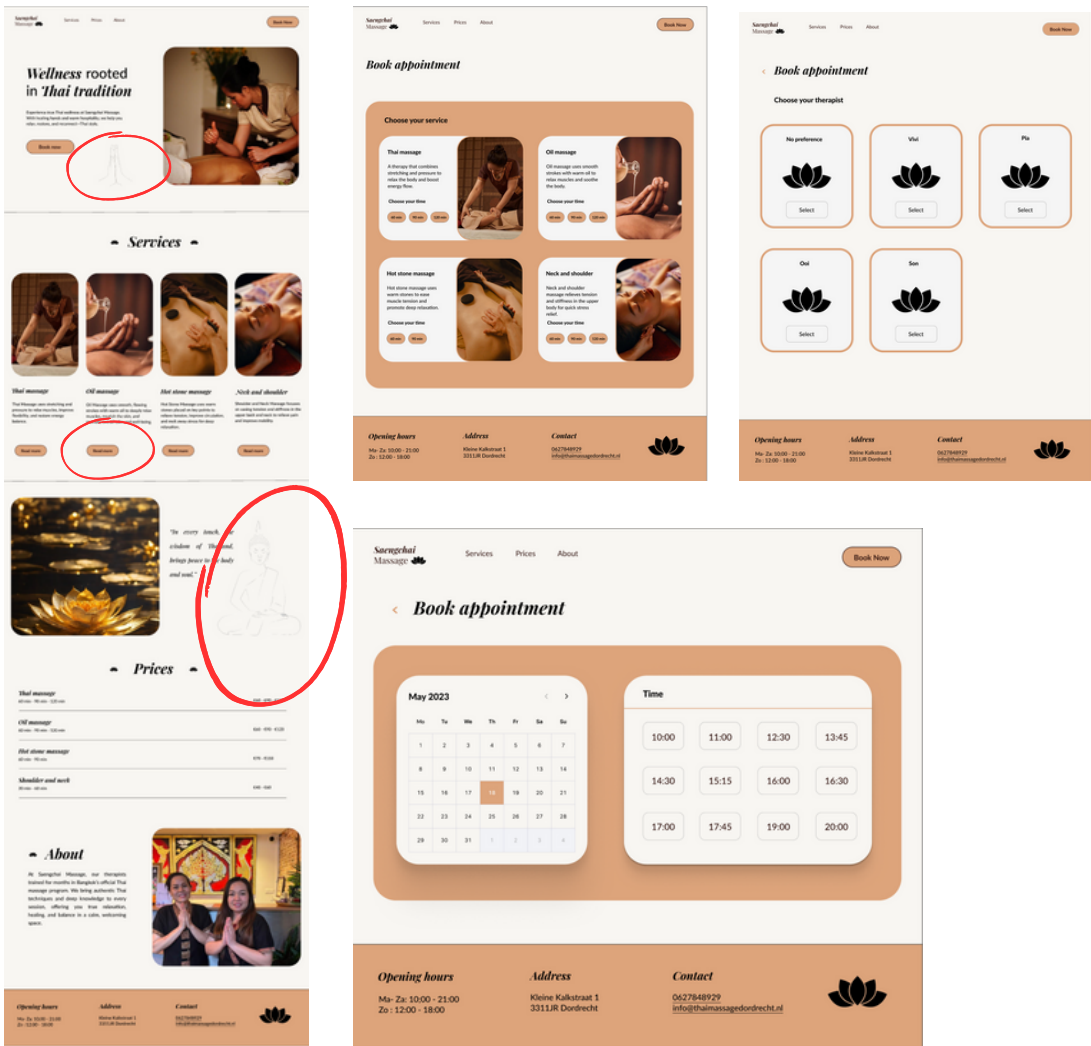
Why:

I improved V1 since I want to ensure user-friendly design and built a site that reflects Thai culture to give the customer an experience the client asked for.

- I added more imagery to show that represents Thai culture.
- I split the booking system into three steps: services, therapists and time slot. This is more structured and clear.
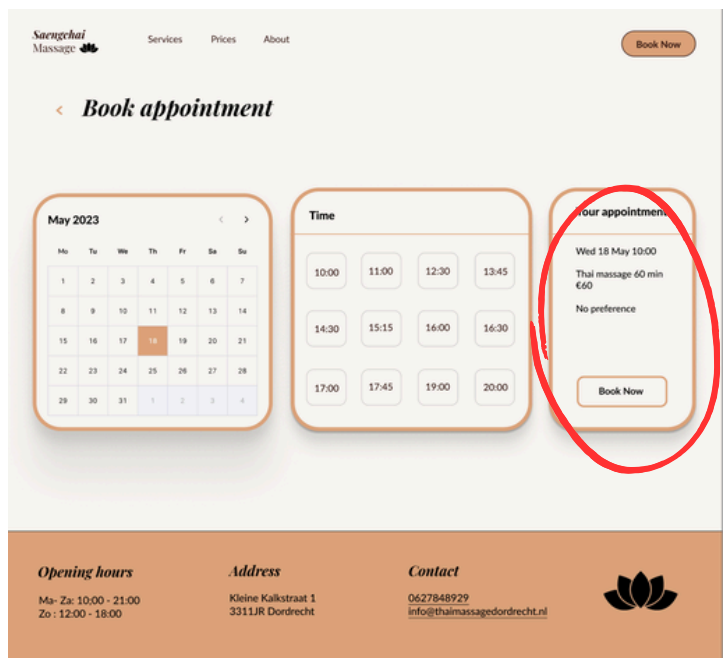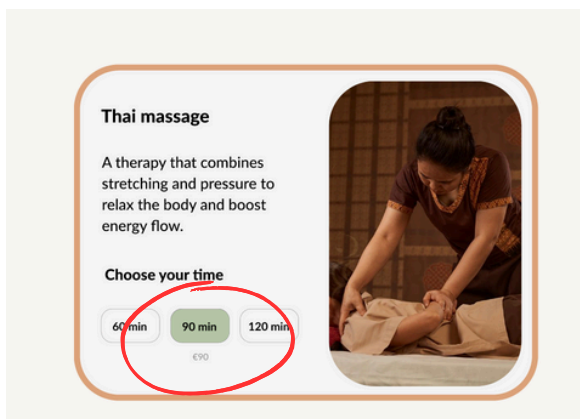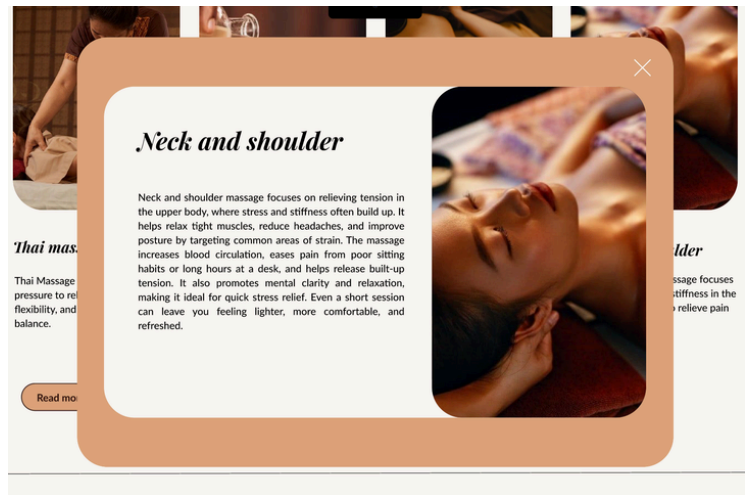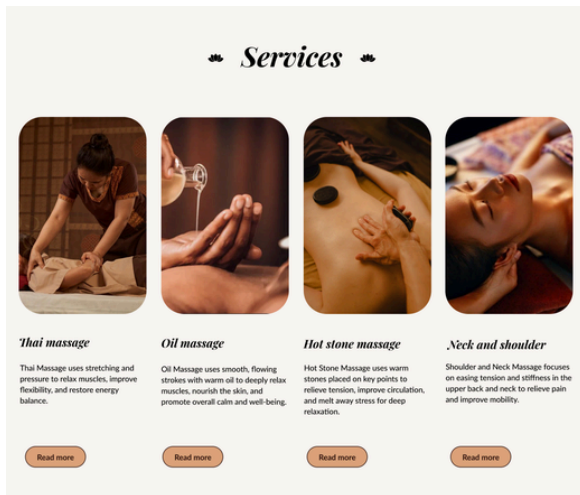
Validate:

When I validated my design with the target group they told me the structure of the booking system is clearer and that it reflects on Thai culture. But there were some points of improvement:

- Add more information for each service.
- Prices should be visible when choosing a service instead of at the end at checkout.
- Order confirmation with all the detail should be next to the calendar.

I added a pop up button with information provided and a hover function that shows the price of each service. I also added booking details to show them their booking to improve user experience.