

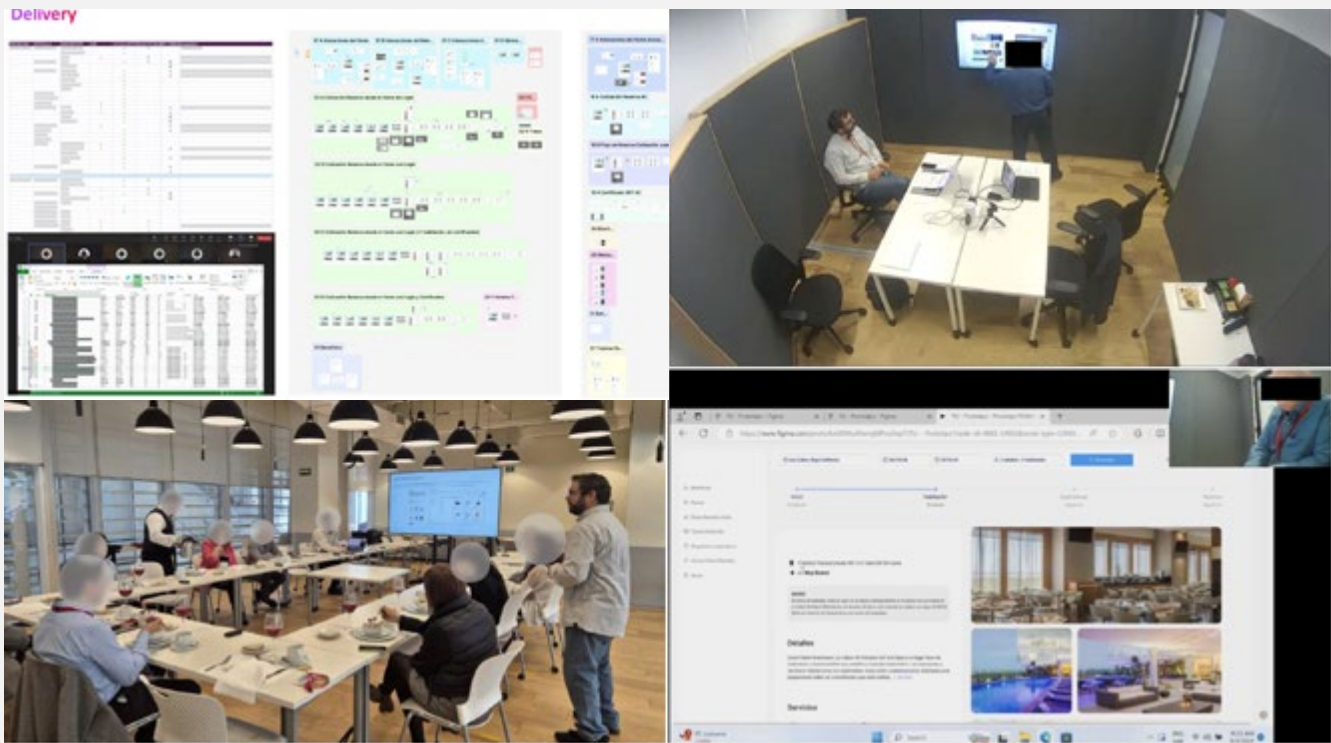
Sr. Я

Hotel Group Loyalty Program Case Study

Lead product designer
Mexico City
June – September 24



UNIFIED TWO COMPLEX HOTEL GROUP LOYALTY PROGRAMS INTO A SINGLE AND COHESIVE WEBSITE



IMPACTS

Optimized Information Architecture (IA) and home screen hierarchy based on data to ensure faster navigation toward user goals through efficient flows.

- JTBD Success rate 95%
- User satisfaction (NPS) 85
- 2x faster booking time

RESULTS

Designed a loyalty website experience by merging two complex, different programs using a flexible information architecture and defining clear user goals.

CHALLENGE

Synthesis and prioritize high-value flows, ensuring all solutions fit within the existing back-end and feature constraints.



ROL Lead Product Designer

- Jakob's Law Alignment | Aligned the site experience with user mental models and travel/loyalty industry standards.
- Strategic IA | Created a smooth IA to integrate all features, ensuring a clear cross-program experience.
- Radical Simplification: Managed ambiguity across complex program flows with multiple variations to define two main, straightforward JTBDs (Jobs to be Done) by leveraging funnel data and analytics: book a room and contract credit cards.

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Keep in touch

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