

## Client UK magazine

**Request** deep analysis and review of Tablet Hotel website

### Solution

Built on the purpose of a reliable manager, Tablet Hotels tries to be the answer for any person or company in need of a good place to stay during his traveling. The hotels have to be a little grasp of home, too. Moreover, they must accomplish all possible tastes and desires, from fancy wits to senatorial overviews. Both the average person and the small or middle corporate business are to be found among its clients. Tablet Hotels comes in handy for everybody. It gives plenty of options and prices on a global scale. The site has a strong database and offers feedback for all of the hotels described.

[...]

On the other hand, as most of the websites, Tablet Hotels is the visual image of a company; therefore it needs to acquire more customers, to earn more money. Obviously, the website was built as a marketing strategy, too. Being himself into the client's shoes, Mr Laurent Vernhes has foreseen the effects of a website well done. Either for a corporate company or a single nomad traveler, it's a much easier and time saving option to have the opportunity of finding a hotel on your taste from the office seat or the cozy armchair home, rather than going to nowhere and trying to find a place to stay after a long flight or car drive.

[...]

The site design is apparently efficient and catchy for the target customer. Simple and clear, sustained by the messages and information of the content, it may seem that the Tablet Hotels fits on the market it tries to acquire. However, an objective eye spots many problems, most of which are to be discussed starting with the visual identity and the hierarchy of information compelled.

First of all, the logotype (number 1 in the picture above), commonly known as the main feature of the visual identity of a brand appears completely covered and ruined because it does not come up in front of everything. The good chosen font and form is swallowed by the impression that the logotype is one of the sections of the site, part of its content. To fit a business, a logo should have strength and resonance and burst into the client's view. Here, Tablet Hotels lacks identity and its most efficient touch point needs to be refined into a clear and concrete view.

Taking things further, we reach the tagline "unique hotels for global nomads" (marked 2 in the picture) It sounds fancy indeed and underlines one of the main objectives of the business: the experience of something different than the brand name hotels, a hotel to fit a personality. There's a strong connection between the tagline and the name of the site itself, this offers authenticity and begins to create a brand mark.

A compositional analysis comes up with some other notable issues. The select language button (number 3 in the picture) is used inappropriately. Because it is obvious that the multiple language option is extremely important, in the end Tablet Hotels speaks to the "global" nomad, it is supposed to speak the same language with each person in part. Therefore, it should have received a visual stronger place in the whole composition. Same compositional questions go for the bottom of the page headlines (number 6 in the picture), too. They are invisible, as part of the whole.

Going further to the use of color accordingly to the usability and the layout as a whole, a sensation of disorganization is sent. The grey frame for the iconography and content make room for the big white space in the middle of the page (number 4 in the picture), which turns out to be the center of interest. Basic design rules say that the main point of interest is never in the center of the page, moreover never a white spot. The symmetry between the top photos and bottom images is intended to fulfill a circle of interest, but visually it doesn't catch the eye.

What counterbalance the superficial visual composition, is the clarity and quality of the photos (marked 5 in the picture) used in the flash interactive presentation of the newly featured hotels. The height and format of the images chosen are just perfect, to adapt at a high value reliable layout.

The strategy behind designing the site may have been better, but the result doesn't show coherence and style. The best thing to be done is a refine of the whole visual identity. There must be set a hierarchy of interests and afterwards the composition and structure of the layout should gather around it. Color triggers emotion and used in a better state can furnish a complete, consistent and strong brand.

The next step of analysis covers the content and information supplied, along with the way of navigating between content. These are points strictly related to the users and how Tablet Hotels helps the user to find and reach the exact information he/she is looking for.

Written with the purpose of being friendly with the user and at the same time of assuring the exchange of important facts with its clients, the content of Tablet Hotels enlarges the perspectives of communication. Reading throughout its pages, I personally had the feeling that I already know most of the hotels described. The mixture of pretty pictures with valid, studied and checked information is a step ahead one may expect. All the aspects of a possible inquiry from the users are covered with interest and in detail. Again, the hand of the CEO is felt. According to Tablet's Hotel mission and vision Laurent Vernhes too was a nomad. Due to his many travels, he experienced a quite diverse area of hotels and lodges so his feedback came of great use for the information provided by the site.

[...]

And another plus, Tablet Hotels proves prompt and quick, with an up to date customer support, with answers covering plenty of necessities from the security of the site to browser requirements and frequently asked questions issues like "booking children?" for example. Browsing through the pages, the user is caught in the various descriptions and images of a huge number of places, which implies the good research and feedback behind the Tablet Hotels business.

Another positive feature related to the information gathered and presented on the site is the way their Tablet 10 was done. This function points out different types of hotels, which the site has reunited under several criteria and different aspects. Depending on his needs, the customer has the possibility of choosing the best opportunity based on class, style, country or region and even based on temperamental breakthroughs.

To cover up even the busy people's necessities of escaping the city only for weekends, Tablet Hotels offers the opportunity of choosing getaways for short periods of time only. There are many big cities with beautiful places people don't know but Tablet Hotels put in front.

[...]

To conclude with this aspect, the information and content of Tablet Hotels seem both reliable and well researched. They have done a great job with their descriptions and presentations, with the way of showing each hotel at a time, with the fact that they try to best accomplish all their customer's desires. The goals of the company are extremely well underlined by the way they try to communicate with the client through the smart use of content and information, which proves its efficiency and professional way of advertising only what fits them and their client at the same time.

Each business which connects with its customers through a website needs to grant some access and interactivity features, in order to make the communication easier and to show its commitment to the whole market area. Starting from this, Tablet Hotels is like a web community. Beside their own travel agents who work on field to mark the hotels they come across, all the clients are not only welcomed but asked to participate in rating what matches their choices of hotel experience.

This helps with the fact that all the hotels which don't come up to the standards aren't let in and at the same time all customers have the self content that they did something of future utility, too. And Tablet Hotels gets the award for reaching another objective, keeping the client happy in order to use their service again and again.

[...]

Step by step, a limited number of reliable and trustful hotels are added to the growing database of the site. All customers who have something to say regarding their stay in any hotel are accepted with feedback. This feedback appears online through the tablet meter (as seen in the picture above) which keeps an up to date evidence of the overall satisfaction of all clients. The selection is harsh but in the end only what overcomes the criteria selected: rooms, service, public spaces can be a part of Tablet Hotels. Again there's obvious the need of preserving the goals and respect for all customers.

[...]

The partnership with yoox.com gives another burst of interactivity, as all clients are able to create a dream style from the tons of possibilities offered. It has different options for women or men and all feedback is welcomed. On the other hand the same partnership gives the idea of a merge between lodging and clothing, thus the idea of a strong brand built on a certain area and market losses weight. A private fashion collection of world known designers comes along with the idea of advertising with a focus on money more than customer. However clear they try to assure and individualize the Tablet style, they lose on brand equity.

[...]

As they say, a single flat 10\$ per booking is their rate which makes the entire customer's need even more affordable. Instead of spending time trying to get the best offer, 10\$ is a low amount for full satisfaction. At least once anyone has the right to become a global nomad.