

Uniline is a tour operator in Croatia that works a lot online and because of his growth of clients they had to renew their interfaces online and study a better interaction user-centered.

After analysing their booking pages I define the problems and steps that have problems and, looking also the other similar booking sites, I defined a better interaction in the pages and work on a new graphic that is great connected with the existing site.


Here are presented some pages.

For now the programming of the whole work is in progress.

Online booking page of Uniline

The screenshot displays the Uniline website's accommodation booking interface. At the top, a navigation bar includes the text 'Vacation and holidays with Uniline: On-line reservation of accommodation' and a row of European flags. Below this is a large banner with the Uniline logo, a 'Book early, pay less this summer' promotion offering 'Up to 15% off', and contact information: 'E-mail: online.booking@uniline.hr', 'Tel: ++385 52 390 039', and operating hours 'Mon-Fri fro 9 till 19 h' and 'Sat from 8 till 12 h'. A 'Google Custom Search' bar is positioned on the right side of the banner.

The main content area is divided into several sections. On the left, a sidebar lists categories under 'Accommodation in Croatia': Hotels, Vacation villages, Apartments, and Holiday homes. Below these are 'Destinations' (Istria, Dalmatia, Kvarner, Islands) and 'Special offers' (Early booking discounts, Easter in Croatia 2008, Weekend offers, Wellness packages, Formula Roulette). The central part of the page features a five-step process: 1. Search, 2. Price and info, 3. Availability and price calculation, 4. Guest information and payment type, and 5. Booking. Below the steps are search filters for 'Accommodation type' (All properties), 'Destination' (All properties), and 'Sort by' (Not important). A pagination bar shows results 1 through 20. The featured listing is for 'Hotel GH Adriatic **** - Opatija (Riviera Opatija) ★★★★★', with a 'PRICE & Info' button. The description mentions it's a modern resort with a rich offer. The price is listed as '40.00-94.50€' and the distance from the sea is '100m'. A map of Croatia highlights the location. To the right, a 'offer of the week' section lists 'TOURIST SETTLEMENT SOL POLYNESIA*** - UMAG' and 'APARTMENTS ASTRA** - POREČ'. Below that, 'HOTEL MARINA**** - SELCE' and 'HOTEL CORINTHIA***-BAŠKA' are listed. A 'first minute' section at the bottom right shows 'HOTEL CORINTHIA***-BAŠKA'.



Formula roulette:
Private accommodation in Istria

online booking
www.uniline.hr

E-mail: online.booking@uniline.hr
Tel: ++385 52 390 039
for information and reservation
from Monday till Sunday
from 8:00 till 20:00 h

Holiday in Croatia!

Accommodation search

CAVTAT Search

Accommodation search

- Hotels
- Vacation villages
- Apartments
- Houses

Destinations

- Istra
- Dalmatia
- Kvarner
- Islands

Special offers

- Wellness packages
- Formula roulette
- Cruises

Services and extra

- Rent a car
- Excursions
- Dental Tourism

Group offers

- Round Trips
- Boat Aloha

1. Search

2. Price and info

3. Availability and price calculation

4. Guest information and payment type

5. Booking

New search Advanced search

Accommodation type: All properties

Destination: All properties


Sort by: Name of the facility

1 2 3 4 5 6 ... 15 16

Hotel Admiral: Opatija ★★★★★

Località: Croazia > Kvarner > Opatija

MAIN INFO DESCRIPTION PRICE LIST



Distanza dalla città: 1 km
Distanza dal mare: 10 m

Beaches: Cemented, Rocky, Showers on the beach, Chaises, Umbrellas

More info...

Double room park side with half board
(basic beds: 2 + extra bed: 1) Prezzo: 40-90 € PRICE & Info

Double room sea side with half board
(basic beds: 2 + extra bed: 1) Prezzo: 60-130 € PRICE & Info

last minute

HOTEL PHAROS - HVAR**
7 days, bed and breakfast
Period: 01/09/2007-29/09/2007
Price from: ~~248.00~~ **156.00€** per person / stay

HOTEL SIRENA - HVAR**
7 days, bed and breakfast
Period: 01/09/2007-01/10/2007
Price from: ~~205.00~~ **146.50€** per person / stay

HOTEL MARINA** - SELCE**
7 days, half board
Period: 01/09/2007-08/09/2007
Price from: ~~440.40~~ **385.20€** per person / stay

VALAMAR CLUB TAMARIS** - POREČ**
7 days, half board
Period: 08/09/2007-15/09/2007
Price from: ~~428.40~~ **367.20€** per person / stay

BI VILLAGE* - PULA**
7 days, rent
Period: 08/09/2007-13/10/2007
Price from: ~~366.40~~ **313.80€** per app / stay

VILLA JADRANKA - PULA
7 days, rent
Period: 01.09.-08.09.2007.
Price from: ~~66.00~~ **56.00€** per app / day

Booking step 01: the search result

There are more information in the first step.

Before the client had to go forward to have all information about the objects selected.



Formula roulette:
Private accommodation in Istria

online booking
www.uniline.hr

E-mail: online.booking@uniline.hr
Tel: ++385 52 390 039
for information and reservation
from Monday till Sunday
from 8:00 till 20:00 h

Accommodation search

1. Ricerca 2. Prezzi e info 3. Disponibilità e calcolo prezzo 4. Dati personali e pagamento 5. Prenotazione

Nuova ricerca Indietro Calcola prezzo

Hotel Croatia: Cavtat ★★★★★

Località: Croazia > Dalmazia > Cavtat (Dubrovnik)

DESCRIPTION



Hotel Croatia is the leading five star hotel on the Croatian coast. The hotel is located in the picturesque bay of the little town of Cavtat, which is a part of the Dubrovnik Riviera, world-known by the beauty of its Mediterranean landscapes and clear, unpolluted sea-water. The Hotel Croatia is situated in the immediate vicinity of the Dubrovnik International Airport (5km). The famous medieval walled city of Dubrovnik can be seen from some hotel terraces.

Have a great holidays in Dubrovnik and Cavtat and pleasant staying in hotel Croatia Cavtat.

PHOTO GALLERY

COMMENTS

ACCOMODATION UNIT(S)

② **Double room park side**

MAIN INFO	DESCRIPTION	CJENIK
Number of basic beds: 2 Kvadratura: 50m2	Number of extra bed: 1	
Service within the facility Breakfast buffet Towel exchange 7 x week	Lunch buffet Bed linen exchange 7 x week	Dinner buffet

Price calculation

MAIN INFO

Check in: 14.00h	Parking	Bazen
Check out: 10.00h	As part of facility	Indoor
Invalidi ✓		Outdoor
Kućni ljubimci ✗		Heated

last minute

HOTEL PHAROS - HYAR**
7 days, bed and breakfast
Period: 01/09/2007-29/09/2007
Price from: ~~248.00~~ **156.00€** per person / stay

HOTEL SIRENA - HYAR**
7 days, bed and breakfast
Period: 01/09/2007-01/10/2007
Price from: ~~206.00~~ **146.50€** per person / stay

HOTEL MARINA** - SELCE**
7 days, half board
Period: 01/09/2007-08/09/2007
Price from: ~~449.40~~ **385.20€** per person / stay

VALAMAR CLUB TAMARIS** - POREČ**
7 days, half board
Period: 08/09/2007-15/09/2007
Price from: ~~428.40~~ **367.20€** per person / stay

BI VILLAGE* - PULA**
7 days, rent
Period: 08/09/2007-13/10/2007
Price from: ~~366.40~~ **313.80€** per app / stay

VILLA JADRANKA - PULA
7 days, rent
Period: 01.09.-08.09.2007.
Price from: ~~66.00~~ **56.00€** per app / day
Discount 15%

HOTEL MARINA** - SELCE**
7 days, half board
Period: 01/09/2007-08/09/2007
Price from: ~~449.40~~ **385.20€** per person / stay

VALAMAR CLUB TAMARIS** - POREČ**
7 days, half board
Period: 08/09/2007-15/09/2007
Price from: ~~428.40~~ **367.20€** per person / stay

Booking step 02: selected object

There are three part of information about the selected object: the description, the gallery and the comments. All these parts are organized in tabs, before it was all in one page and it results too long to scroll.









E-mail: online.booking@uniline.hr
 Tel: ++385 52 390 039
 per informazioni e prenotazioni

lun - dom
 dalle 8 alle 20

Ricerca sistemazione > Lista alloggi > Albergo ADMIRAL - Opatija (Quarnaro - Opatija)

1. Ricerca
 2. Prezzi e info
 3. Disponibilità e calcolo prezzo
 4. Dati personali e pagamento
 5. Prenotazione

Nuova ricerca
 Indietro
 Calcola prezzo

Hotel Croatia: Cavtat ★★★★★
 Località: [Croazia](#) > [Dalmacija](#) > [Cavtat \(Dubrovnik\)](#)

DESCRIPTION	PHOTO GALLERY	COMMENTS
Accommodation: <div><div></div><div></div><div></div><div></div><div></div></div> Service: <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Beach: <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Location: <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>		Average vote: 3 Average vote: 2.5 Average vote: 3.5 Average vote: 3


Maria
 21.56
 21.07.2007

Accommodation
Service

Beach
Location

Sve super lijepo. bla bla bla bla bla

3.5


Maria
 21.56
 21.07.2007

Accommodation
Service

Beach
Location

Sve super lijepo. bla bla bla bla bla

4.0

last minute

HOTEL PHAROS - HVAR**
 7 giorni, pernott. e 1a colazione
 Periodo: 25/08/2007-29/09/2007
 Prezzo da: ~~248.00~~ **156.00€** per persona / soggiorno

HOTEL SIRENA - HVAR**
 7 giorni, pernott. e 1a colazione
 Periodo: 25/08/2007-01/10/2007
 Prezzo da: ~~205.00~~ **146.50€** per persona / soggiorno

HOTEL MARINA** - SELCE**
 7 giorni, mezza pensione
 Periodo: 01/09/2007-08/09/2007
 Prezzo da: ~~448.40~~ **385.20€** per persona / soggiorno

HOTEL CORINTHIA* - BAŠKA, ISOLA DI KRK**
 1 giorno, mezza pensione
 Periodo: 01/09/2007-08/09/2007
 Prezzo da: ~~67.40~~ **51.70€** per persona / giorno
 CENTRO BENESSERE
 Soggiorno minimo - 3 notti

VALAMAR CLUB TAMARIS** - POREČ**
 7 giorni, mezza pensione
 Periodo: 08/09/2007-15/09/2007
 Prezzo da: ~~428.40~~ **367.20€** per persona / soggiorno

BI VILLAGE* - PULA**
 7 giorni, solo pernottamento
 Periodo: 08/09/2007-13/10/2007
 Prezzo da: ~~265.40~~ **242.00€** per persona / soggiorno

Booking step 02: comments

Here is presented a fake demostration of comment page.