catalyte

UX allows complex back-end system to shine

A leading hospitality technology company offers innovative, cloud-based and data-driven solutions that help hotels around the world maximize revenue. To continue providing the best solution possible, this company wanted to modernize its user interface, while keeping its industry-best pricing engine intact.

The company needed a partner that could navigate these competing front and back end goals. It turned to Catalyte.

From the beginning, Catalyte's user experience (UX) experts worked closely with our client and its customer base to establish how they used the product. Following a user-centered design process, Catalyte conducted user interviews to understand current workflows and opportunities for improvement.

The UX team used data from these encounters to create wireframes, mockups and interactive prototypes. Throughout the project, Catalyte ran remote qualitative usability studies on the prototypes and early versions of the working software.

As the core of its business, the comany's pricing engine had to remain the primary site driver. But, to increase customer interaction and satisfaction, Catalyte had to present it in a way that made its detailed and powerful features easier to leverage. The development team used the prototypes to guide its work as it balanced creating a modular architecture that powered a visually appealing and easy-to-use site.

Complicating the project was a compressed delivery schedule. Catalyte had just eight weeks, which included Thanksgiving, Christmas and New Year's holidays, to develop a working proof of concept. After hitting this deadline, the full project was delivered in approximately five months, in time for a major release and brand update.

In addition to the modernized site, Catalyte contributed to an organization-wide style guide. Beyond fonts and colors, this guide presented templates for around 30 web components that could be reused across all corporate products.

Catalyte delivered a modern, easy-to-use site that is dynamically driven and provides a modular architecture. The team compressed 20 pages of inputs into two, allowing customers to more easily navigate and post rooms, deals and discounts through the pricing engine.

Catalyte remains a trusted consultant to hospitality technology client, helping it iterate on the next versions of the site to make sure it exceeds the needs of both the product and technical teams.

At a glance

Application type:
Customer-facing web application for hotel pricing management.

Challenge:
Balance modernization of UX/UI while keeping backend pricing engine as driving force for the site.

Key technologies/skills:
UX integration into agile process - Angular - Java

Catalyte value add:
- **UX integration into agile process:** User experience research/data informed development process from start of project.

- **Effective project management:** Managing Catalyte and client teams to meet compressed conceptual and production schedules.

- **Client insight:** User research provided deeper understanding of how customers used and wanted to use client's product.

Results:
Catalyte delivered a modernized site that compressed 20 pages of data input to two, making it easier for our client's customers to take advantage of its industry-leading pricing engine. In addition, Catalyte provided an organization-wide style guide to be used for future development updates.