



SOKOS HOTELS

Case study: Reservations system redesign, information architecture
& design system (2022 - 2023)

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Sokos Hotels (est. 1974) is a Finnish hotel chain with 45 premises across Finland and 1 in Estonia. **Finland's largest cooperative S-Group (SOK)** owns the chain in partnership with **Radisson SAS**.

Sokos Hotels represents 4 hotel brands, each tailored for specific experiences. These are Original, Break, Solo, and Heymo.

The hotel brand has a **strong loyal customer base** typically comprising Finnish residents in addition to **C-suite business users**.

Links:

<https://www.sokoshotels.fi/>

<https://s-ryhma.fi/en>

Challenge

I joined the product team at Sokos Hotels (S-Group) to lead the redesign of their 'room reservations system' as part of the web renewal project, aligning with accessibility requirements set by the Finnish Regional State Administrative Agency - webaccessibility.fi.

The existing process for editing reservations involved numerous steps and touchpoints, which led to a cumbersome user experience. Consequently, customers often resorted to contacting the helpdesk for swift resolutions.

Upon joining the team, the designs for the room booking journey were already prepared. Concurrently, S-Group was in the process of implementing a multi-brand, multi-platform design system across its various brands.

Goals

- Redefine the architecture, flows, content types, and interfaces for reservation management.
- Review and deploy a Design System.
- Ensure compliance with accessibility best practices.
- Validate design artifacts among participants.

Role

Researcher, information architect, designer, accessibility consultant, copywriter (English)

Timeline

5 months (2022 - 2023)

Team

The project involved collaboration with members from various teams including:

- 1 PO
- 1 Service designer
- 2 Design system leads
- Developers & QA
- 1 Analytics expert
- 1 Front office manager
- Customer care team

For confidentiality reasons & due to the number of people involved, no team member names are disclosed. Contact me for information.

Reservation detail page (old design)

SOKOS HOTELS
Search reservation EN ▼ Joseph Mericlea ▼

HOTELS SPECIAL OFFERS MEETING & EVENTS S-CARD CORPORATE TRAVEL GROUPS CUSTOMER SERVICE

RESERVE A ROOM
MY RESERVATIONS - 145773286

ITINERARY
✉
🖨

BREAK SOKOS HOTEL FLAMINGO
Fri 13.10.2023 - Tue 17.10.2023

CANCEL THE RESERVATION

HOTEL DETAILS

Reservation number: 145773286

Accommodation period: Fri 13.10.2023 | Tue 17.10.2023
[Add to calendar >](#)

Length of stay (nights): 4

Booker: Joseph Mericlea

Hotel: Break Sokos Hotel Flamingo
Tasatie 8
01510 Vantaa

Tel: +358 20 1234 605 (prices)
Fax: +358 20 1234 606

Email: flamingo.vantaa@sokoshotels.fi

Homepage: Break Sokos Hotel Flamingo

[Amend dates >](#)
[Modify guest information >](#)

ROOM DETAILS

Room 1 - Standard Twin, extra bed possibility

Adults: 1

Guest: Joseph Mericlea

Cancellation terms and conditions: You can cancel the reservation online without any extra charges if you cancel by 13.10.2023 at 6:00 PM

Room price includes: accommodation for the number of people shown on the reservation, breakfast, broadband access

Room price: 920.00 € whole visit

[Amend number of guests >](#)
[Modify room >](#)
[Amend extra services >](#)

ARRIVAL AND PAYMENT DETAILS

Arrival: The room will be available as of 16:00 on the arrival date. Checkout is by 12:00 on the departure date.

Payment type: Arrival prior to 6:00 pm.

Accommodation total: 920.00 €

[Reservation terms and conditions](#)

Traveler Rating
●●●●● 845 reviews

CANCEL THE RESERVATION
VERIFY THE RESERVATION WITH YOUR CREDIT CARD
PAY THE RESERVATION

SUMMARY OF PRICES

BREAK SOKOS HOTEL FLAMINGO, VANTAA Fri 13.10.2023 - Tue 17.10.2023

ROOM 1 - Standard Twin, extra bed possibility	920.00 €
TOTAL	920.00 €

Reservation detail page (new design)

SOKOS HOTELS
FI ▼ Kirjautu Varaa huone

HOTELLI & PALVELUT ▼
TYÖMATKUSTUS ▼
RYHMÄT ▼
TIETOA MEISTÄ ▼
YHTEYSTIEDOT

Your reservation for

Break Sokos Hotel Tahko

Tue. 22.11.2022 - Fri 27.11.2022

KUPITTA
ORIGINAL BY SOKOS HOTELS
Reservation: 142645504

Reservation details

Length of stay:	Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)	Is everything up to date? Change dates Change room type Modify guest details Edit number of guests
Guests:	4 adults, 2 children, & 2 pets	
Rooms:	2	
Check-in and check-out:	Check-in starting at 15:00 - check-out latest at 12:00	
Ordered by:	Joseph Mericlea 050 123 45 67, eemeli.esimerkki@mailinator.com	
S-Etukortti:	✓ Löytyy	
Additional information for hotel:	Your message to the hotel: "I will be coming with 5 luggages and may need extra storage". Please note that this message will not be replied to. Consideration of the issues you have raised cannot be guaranteed.	
Total price:	9,709.00 €	
Payment:	Pay later	

[Reservations terms and conditions](#)

Room details

Room 1 - Standard twin, extra bed possibility

Guest name: Hannibal Lector

Guests: 2 adults & 1 child

Price includes: Campaign price with S-Etukortti card, 133 € / stay
The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.

Cancellation terms: Free cancellation until 05.03.2021 at 18:00.

Room details

Room 2 - Standard twin, extra bed possibility

Guest name: Hannibal Lector

Guests: 2 adults & 1 child

Price includes: Campaign price with S-Etukortti card, 133 € / stay
The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.

Cancellation terms: Free cancellation until 05.03.2021 at 18:00.

Room details

Room 3 - Standard Room, extra bed possibility

Cancel reservation
Verify reservation with your credit card
Pay the reservation now

📅 Add to calendar
✉ Forward reservation
🖨 Print reservation

Have you got other reservations?

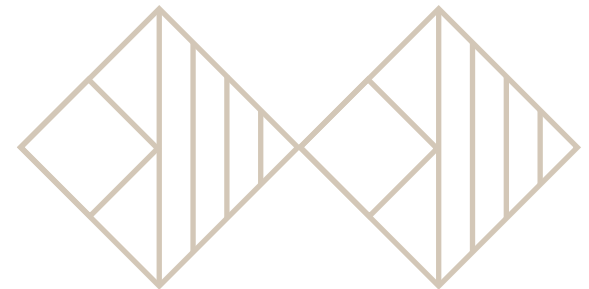
Reservation number:	Last name:	
<input type="text" value="1234545678"/>	<input type="text" value="Bij de Leij"/>	Search

Can't find your reservation?
Please contact customer support on +358 1234 5678 for further assistance.

Responsibilities

In summary, key responsibilities included:

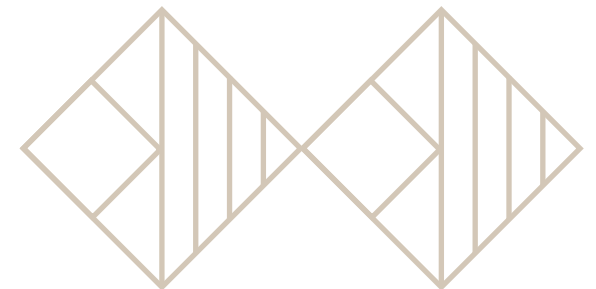
- Project management
- Requirements synthesis
- Roadmap & sprint planning
- Competitive UX benchmarking
- Technical & feasibility audits
- Design reviews
- Concept design
- Copywriting
- Accessibility audit
- Implementing a design system
- Testing & validation



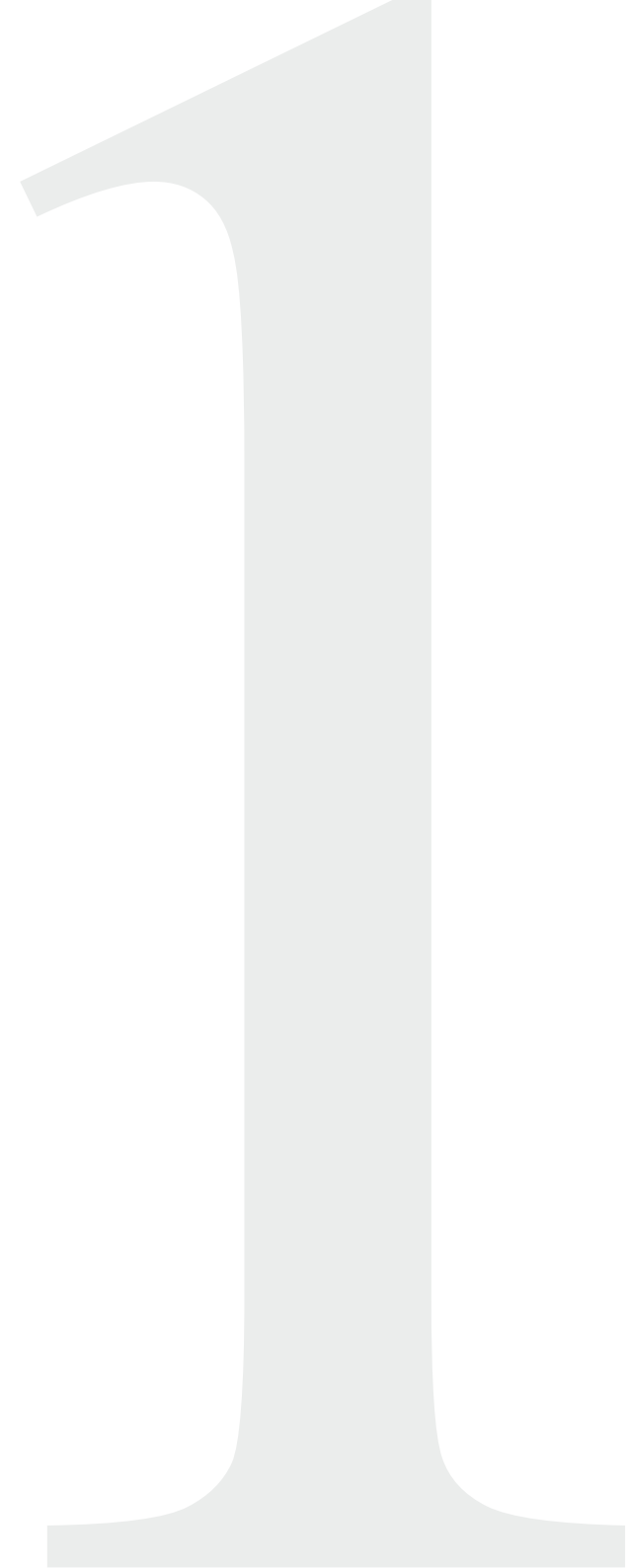
Steps

The steps included in this document are as follows:

01. Defining objectives
02. Secondary research
03. Design, content & architecture audit
04. Problem definition
05. Concept design
06. Evaluation & results
07. Reflection & conclusion



Defining Objectives



Defining objectives & requirements

I met stakeholders (e.g., a product owner, lead developers, and business operations) to define objectives, and sub-tasks as part of the product development **roadmap** and **sprint planning**.

BACKGROUND

Sokos Hotels' website is being renewed. Customers can make reservations on the renewed website (i.e., make a reservation). Next, customers need to be able to find, edit and cancel their reservations via a new section entitled "My reservations."

PROBLEM

We don't know how well the search, editing, and canceling of a reservation works for customers. We don't know how often customers make edits or cancellations. My reservations evolved in the past years when new functionalities like account login were introduced, resulting in a gradual layer-by-layer growth affecting the overall UX and interface scalability.

PRACTICALITIES

Adequate timing to deliver new concepts for 'My Reservations' is estimated between 2 sprints (4 weeks) to 4 sprints (8 weeks) until handing over to developers for the build. The final concepts should fit the updated design style used in the newly released reservation flow (i.e., booking a room).

GOAL

Customers should be able to search, view, edit, cancel or pay a room reservation in the renewed Sokos Hotels website.

TASK & DELIVERABLES

To review:

- the current 'my reservation' journey and propose improvements
- existing functionalities and whether these are needed or not
- review existing datasets (e.g. analytics), stakeholder requirements and any other reports (if any)

To deliver:

- hi-end designs
- design rationale and choices
- design rationale and choices
possible design ideas (e.g. lo-fi) if required
Hi-end UI mockups based on rationale, team input (e.g. stakeholders, DEVs, QAs), and other findings (if any)

Secondary
Research



Understanding customer behavior

I collaborated with the customer care team, a front office manager, and a data analytics specialist to collect insights on:

- Customer preferences regarding whether they edit reservations online or through the helpdesk
- Common modifications customers make to their reservations.

This data was crucial for understanding how customers typically adjust their bookings and the reasons behind these changes. A significant finding was that business clients, in particular, prefer contacting customer care for faster resolution of their requests.



FRONT OFFICE

“...the majority of customers call us to change their reservation dates”

CUSTOMER CALL CENTRE

Extracted data showing why customers reach the call centre. (Period: Oct. - Dec. 2022)

%	No. of clients	Reason
40.1	19436	new reservations
7.74	3768	reservation changes
5.3	2596	cancellations

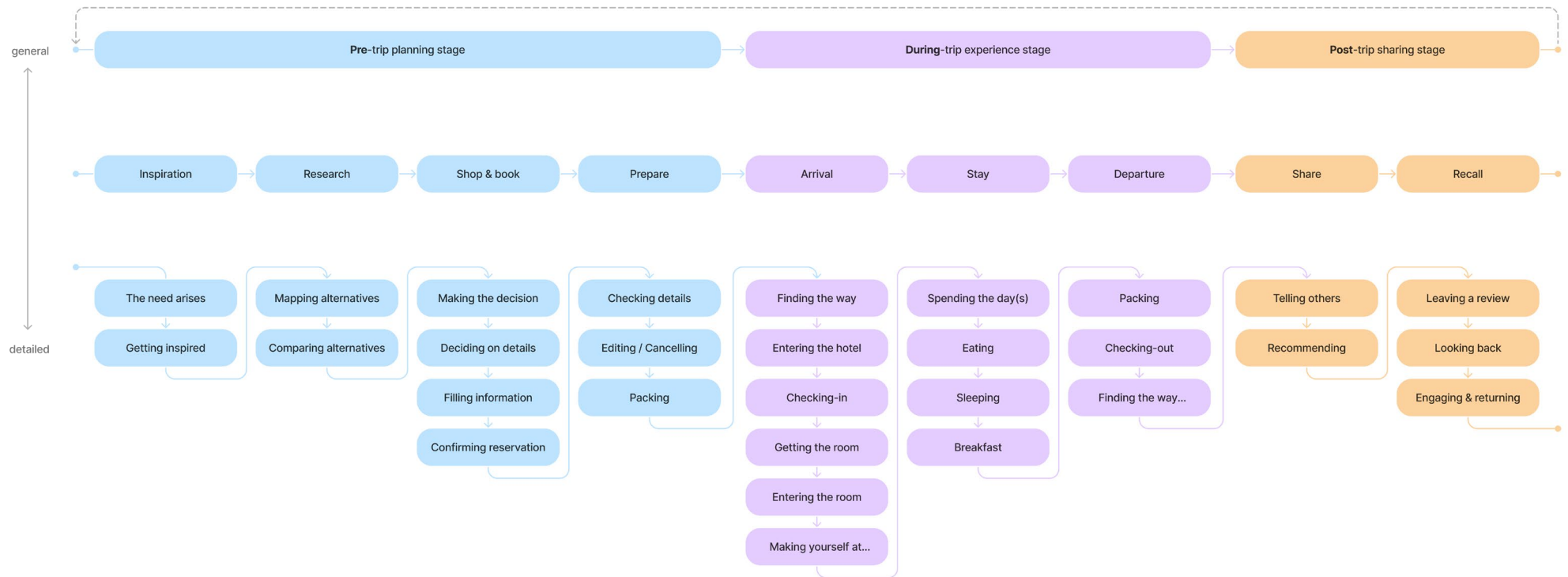
ANALYTICS

Extracted data indicating what is often changed in a reservation. (Period: Oct. - Dec. 2022)

%	Changes
9.3	dates
8.0	room
5.4	extra services
4.2	guest count
3.8	guest details

Envisioning customer experience

In collaboration with a service designer, we mapped out the customer journey to thoroughly understand the hotel room reservation process from a service-centric perspective. This approach helped us identify opportunities to enhance service quality and allowed us to hypothesize why customers might modify their reservations, which played a key role in our ideation process.



Competitive benchmarking

I performed a competitive analysis after identifying exemplary competitors with promising solutions. Many gaps in the Sokos Hotels reservation system were identified making it difficult finding, editing or cancelling an existing reservation unlike competing solutions.

	Sokos Hotels	Nordic Choice Hotels	Scandic Hotels	Booking.com	Hotels.com
Finding a reservation	A reservation can be easily found via the navigation (login required) or via the search utility (reference code needed)	A reservation can be found easily after logging into the user account	A reservation can be found easily after logging into the user account	A reservation can be found easily after logging into the user account	A reservation can be found easily after logging into the user account
Content hierarchy, flow & presentation in the reservation detail page	The reservation details are presented in a way that makes it difficult for users to locate & read specific pieces of information	Content hierarchy & a sense of narrative is present. Easy & pleasant to read	Content hierarchy & a sense of narrative is present. Easy & pleasant to read	Content hierarchy & a sense of narrative is present. Easy to read though 3rd party adverts can interrupt users' attention	Content hierarchy & a sense of narrative is present. Easy to read though 3rd party adverts can interrupt users' attention
Placement & visibility of edit reservation links / functions	The edit links are scattered around the bottom which makes it somehow daunting to locate	Links are places in locations that are easy to see and access	Links are places in locations that are easy to see and access	Links are places in locations that are easy to see and access	Links are places in locations that are easy to see and access
Editing a reservation (ease of use)	Editing a reservation is a lengthy process requiring users to re-verify previously verified details	Editing a reservation is easy however had to relate to customer services	Easy. Reservation changes are highlighted, and summarized in an email	Easy. Reservation changes are highlighted, and summarized in an email	Easy. Reservation changes are highlighted, however there were issues with email
Process of canceling a reservation	Cancellation process is straightforward but site does not ask "are you sure you want to cancel?"	Errors were present and I had to email customer care to cancel my reservation	The cancellation process is straightforward	The cancellation process is straightforward	Cancellation was easy however you must give a reason for the cancellation
Copywriting & clarity	Copywriting is optimal with occasional inaccuracies	The quality and clarity of copywriting is excellent	The quality and clarity of copywriting is excellent	The quality and clarity of copywriting is excellent	The quality and clarity of copywriting is excellent
Overall experience	Cumbersome. Users can accomplish tasks however the UX must be improved	The overall UX is great though not error-free	Good	Decent. Could be better on mobile viewport	Satisfactory
Overall UI	The overall design quality is poor & requires a full overhaul. Images size not proportional to content	Excellent	Good	Good however 3rd-party adverts can break the design	Good however 3rd-party adverts can break the design

Design, Content &
Architecture audit



Design, content & architecture audit

I conducted an audit of the reservation management system to evaluate the UI, architecture, and touch points. **Subsequently, I made a real reservation to obtain a firsthand perspective on what customers normally encounter while amending a reservation.**

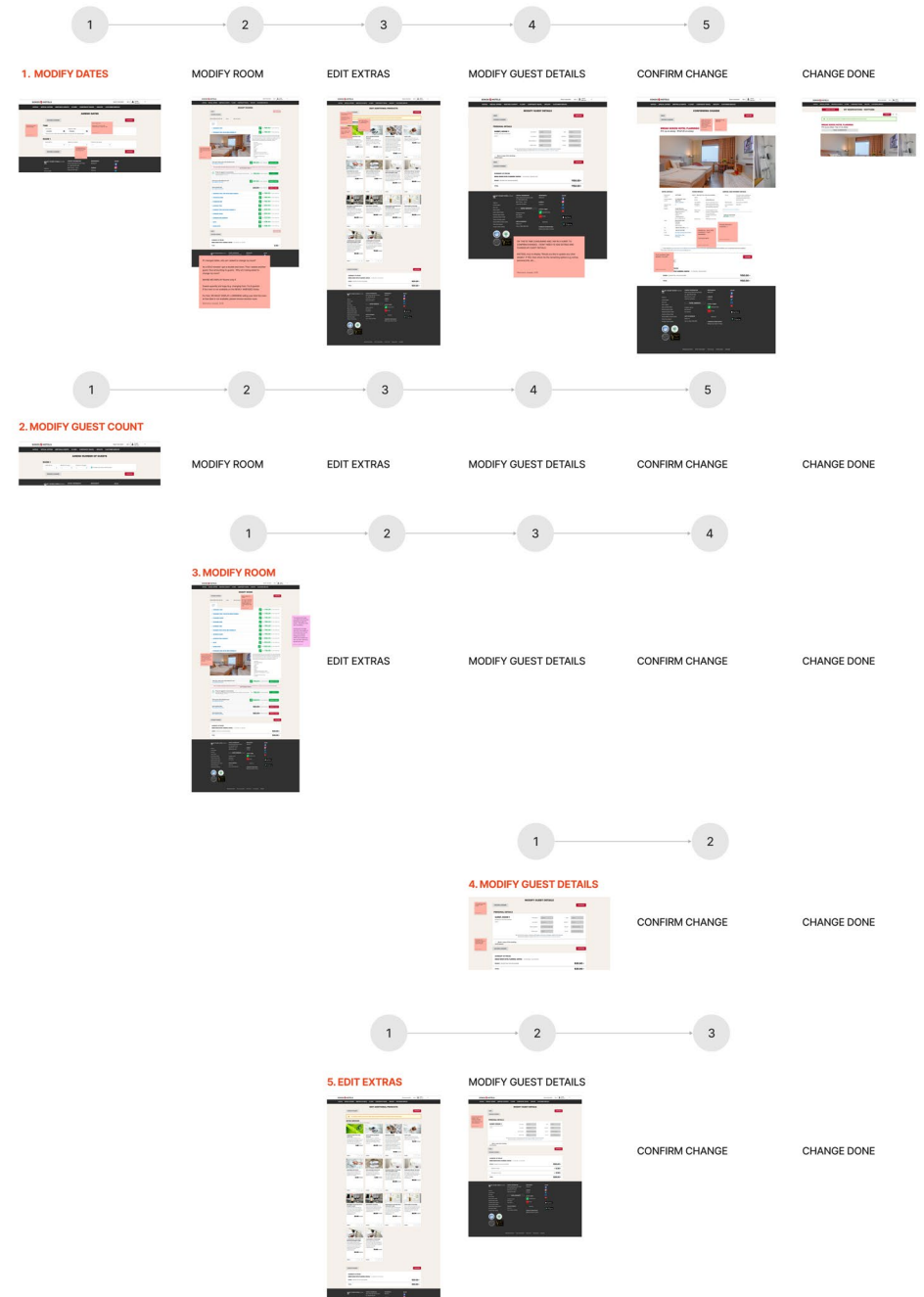
The primary issue I identified pertains to the number of steps required to modify a reservation. For example:

- *When I increased the guest count from 1 to 2, I got prompted to modify room, change extras, and modify guest details.*
- *When I changed check-in date (e.g. for 2 days later), I was prompted to change my room, extras, and update guest details.*

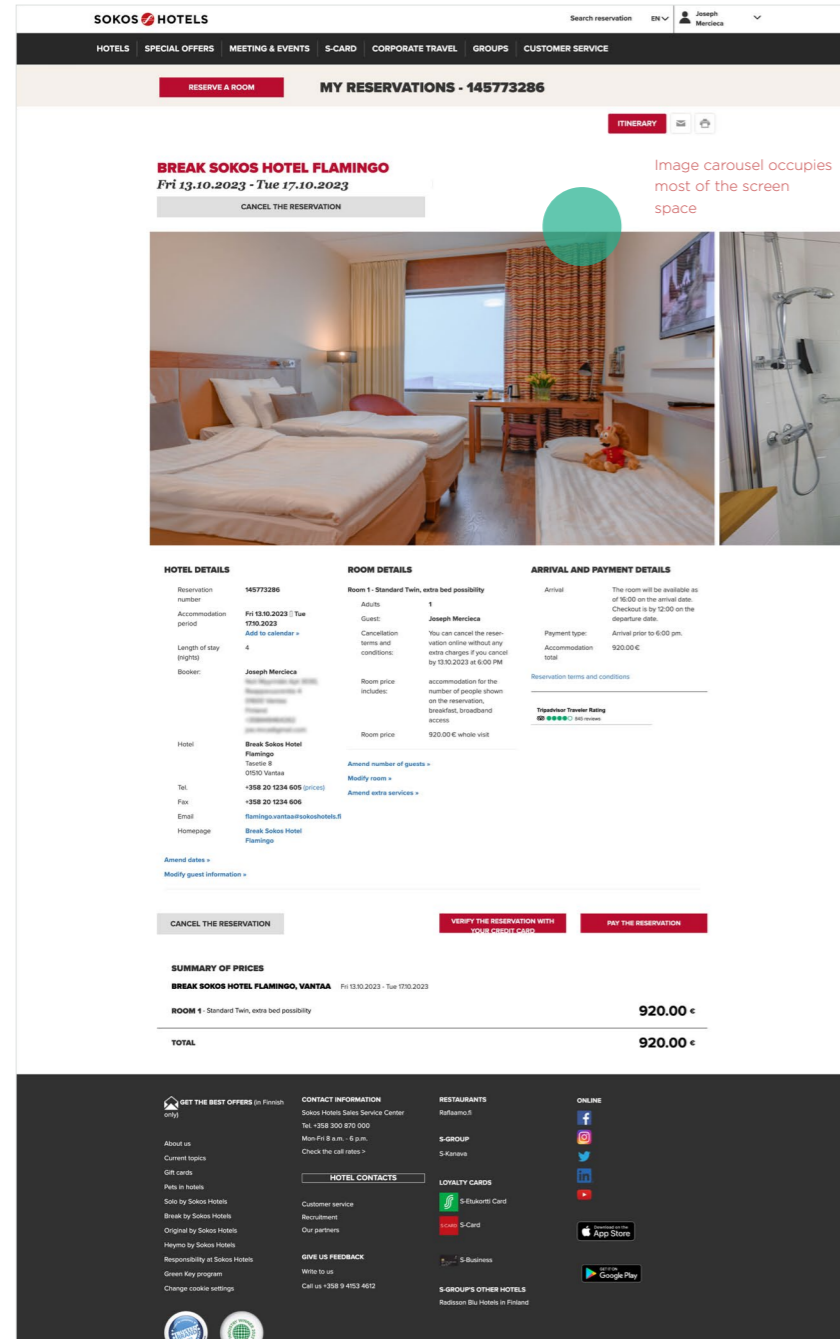
The remaining **issues** were not limited to:

- Scattered touchpoints (e.g., the edit links)
- Poor architecture resulting in content clutter
- Broken design elements
- Accessibility issues affecting people with cognitive limitations (e.g., ADHD, dyslexia), and poor vision to name a few

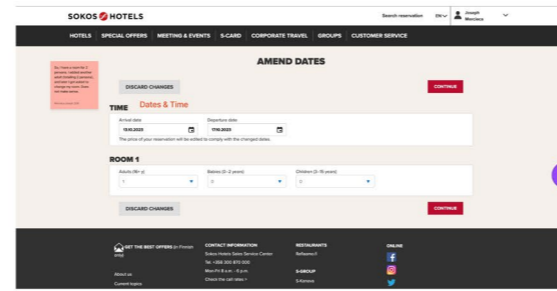
Editing a reservation - auditing touch points and journey length



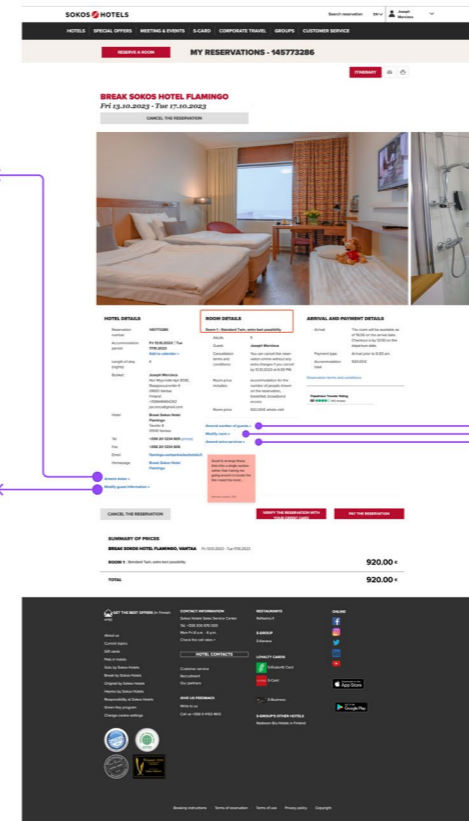
A SAMPLE FROM THE DESIGN AUDIT REPORT



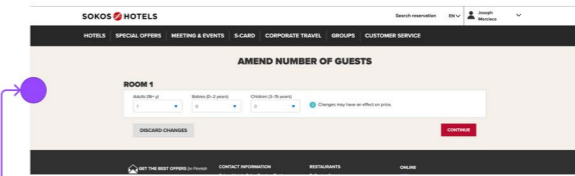
CHANGE DATES



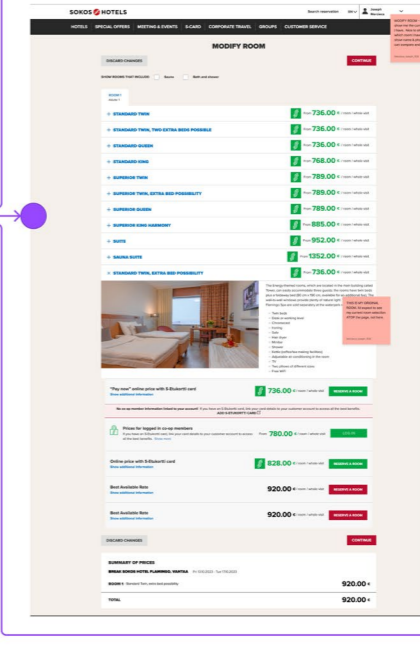
RESERVATION DETAIL PAGE



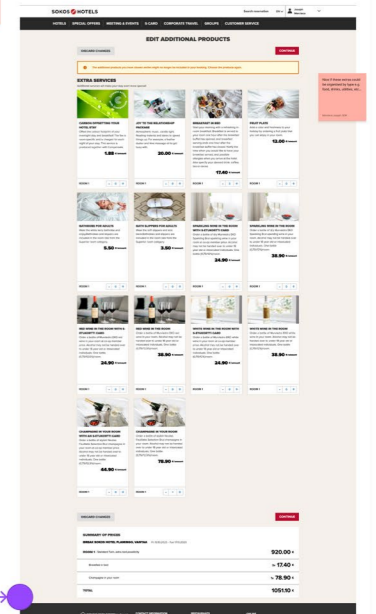
CHANGE GUEST COUNT



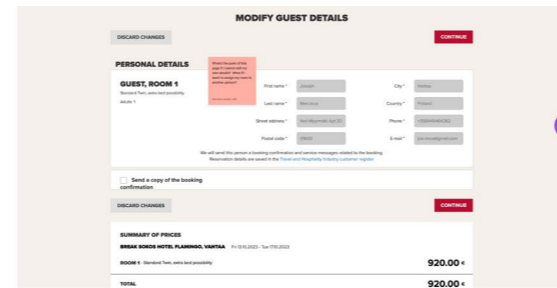
MODIFY ROOM



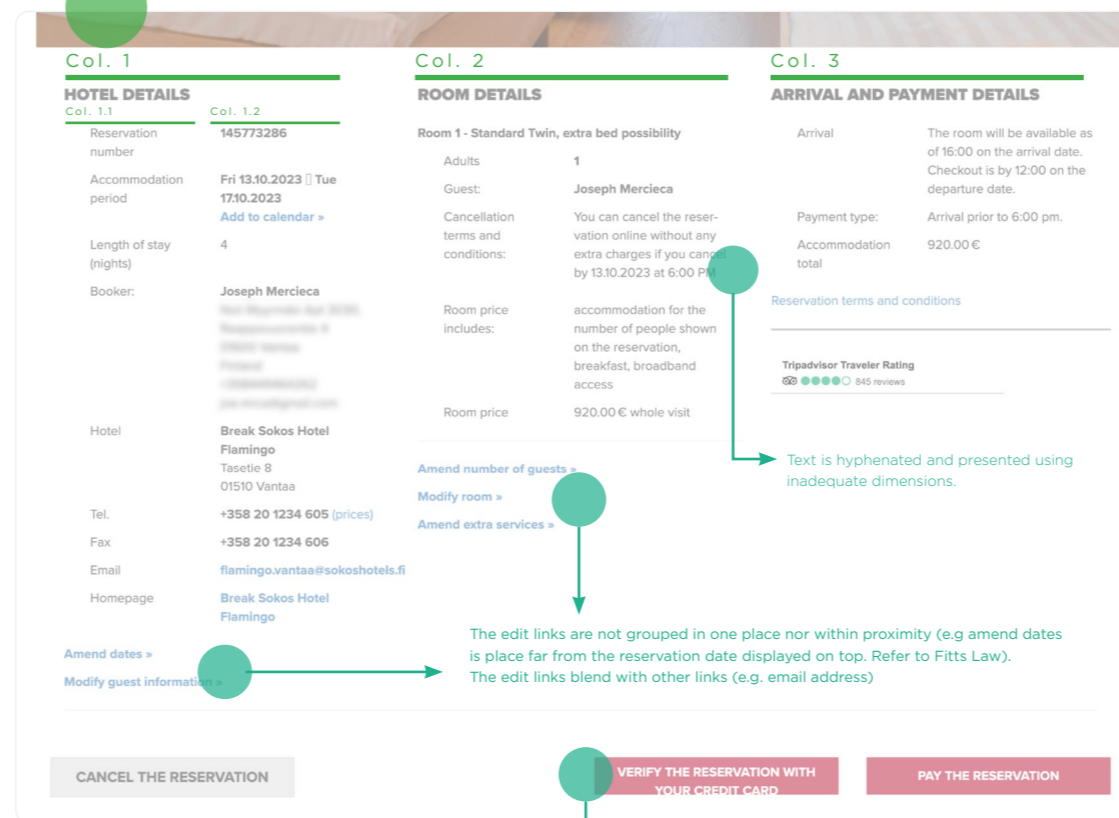
CHANGE ROOM EXTRAS



CHANGE GUEST DETAILS



Because content is scattered in 3 columns and subsequent sub-columns, the user will spend longer reviewing the information. Users rarely read in a linear fashion unless content is properly arranged into groups with ample spacing and proximity



Broken design

Problem Definition

(selected cases)



Problem statements

Utilizing a user-centric (UCD) methodology, we crafted user stories based on personas (details not included) and insights gathered from the audit. These stories were integrated into the sub-tasks outlined in the project roadmap.

As a customer...

- *"...I make reservations for my clients and I get confused differentiating between one hotel brand and the other"*
- *"...I get lost in figuring out how or where to start updating my reservation as I get lost in content"*
- *"...I tend to make last-minute changes. Often, I get stuck in the process of updating a reservation due to the amount of steps involved"*
- *"...I have a limited attention span and I get easily distracted when presented with various content pieces"*

How might we (HMW)

Next, employing the 'How Might We' protocol, we formulated specific problem statements (illustrated below), guiding us in developing initial design concepts.

How might we...

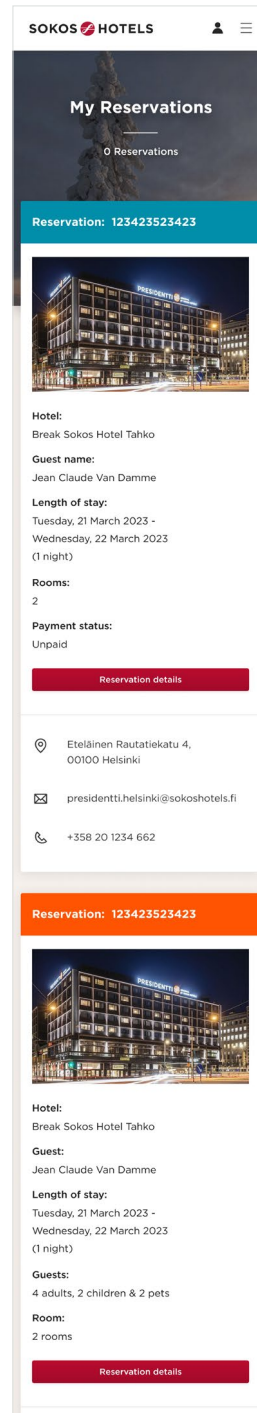
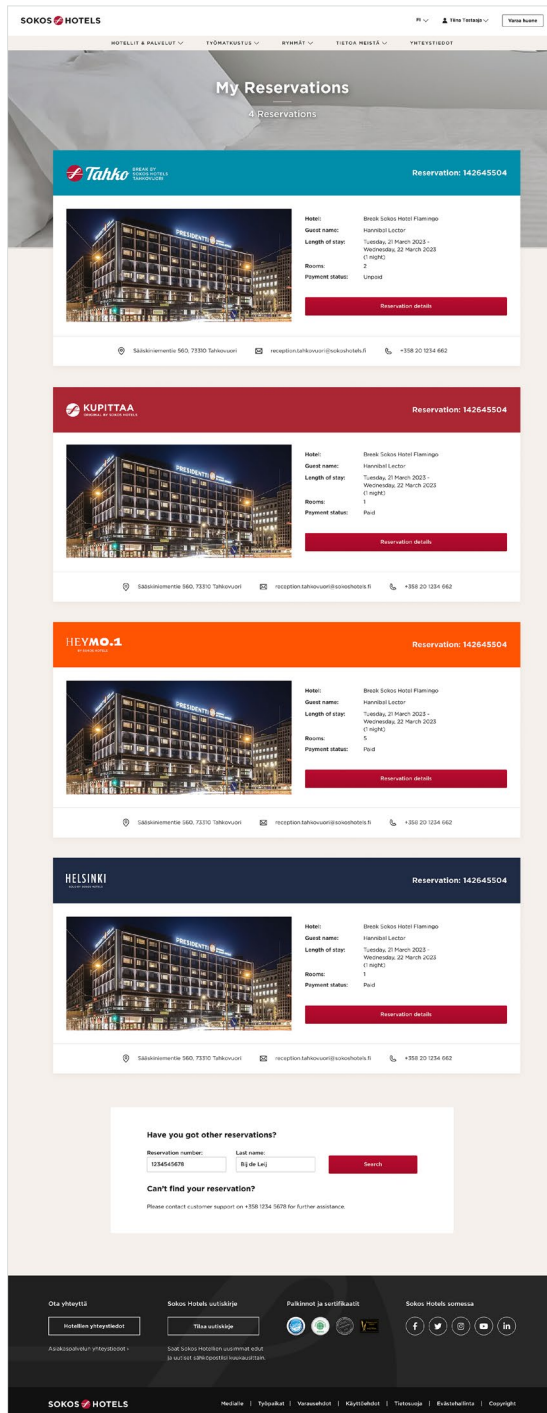
- *...eliminate the confusion customers experience when differentiating between hotel brands?*
- *...help customers figuring out how or where to go to amend a reservation?*
- *...simplify the process for customers to edit a reservation with minimal hindrances?*
- *...deliver content in a way that retains user focus, particularly those with accessibility needs?*

Design & Solutions

(selected examples)



My Reservations - new design (desktop & mobile)



SOLUTION #1

Problem statement

As a business customer, I make reservations for my clients and I get confused differentiating between one hotel brand and the other...

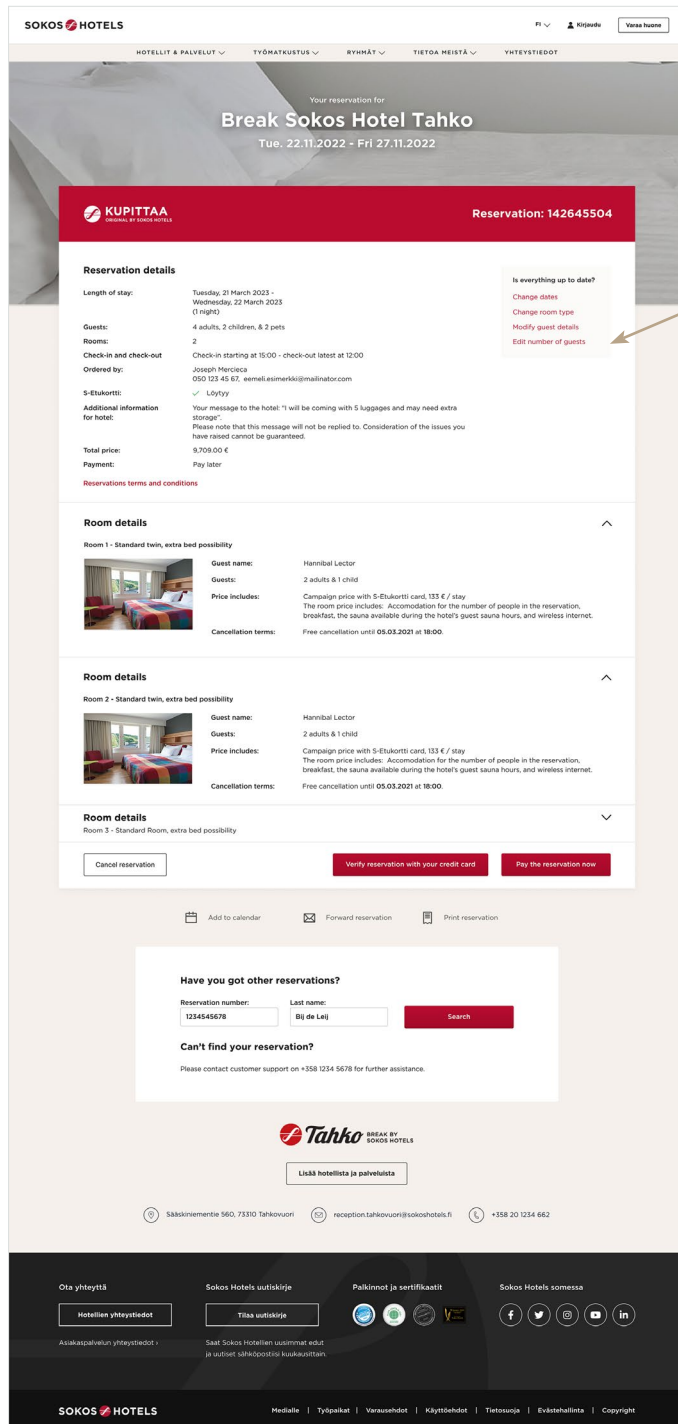
I suggested using the hotel's branding colors for color-coding to help customers easily distinguish between different hotel brands.

This approach also reduces the risk of customers mistakenly booking with the wrong hotel brand, as each brand is tailored to specific customer groups.

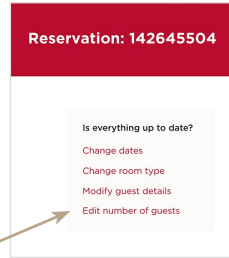
The colors representing each hotel brand



Reservation page - new design (desktop & mobile)



Edit links grouped



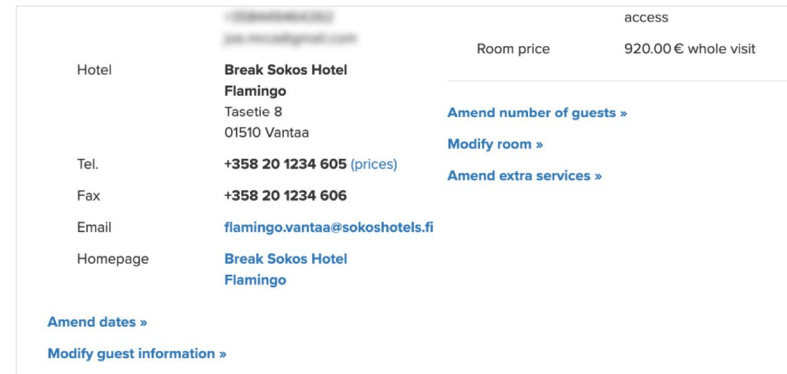
SOLUTION #2

Problem statement

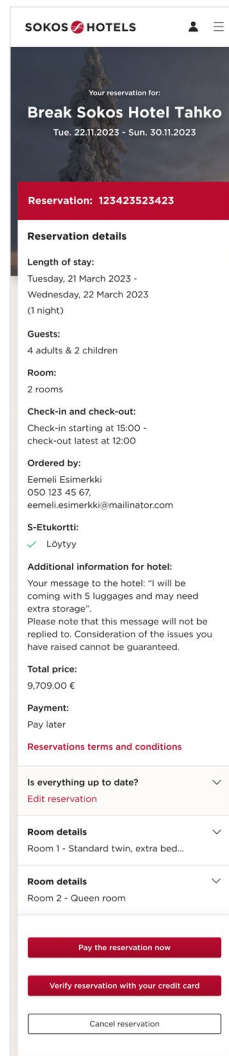
As a customer, I get lost in figuring out how or where to start updating my reservation as I get lost in content.

The original itinerary page features approximately 4-5 edit links dispersed among other hyperlinked texts such as hotel web addresses, email addresses, and prices, as illustrated below:

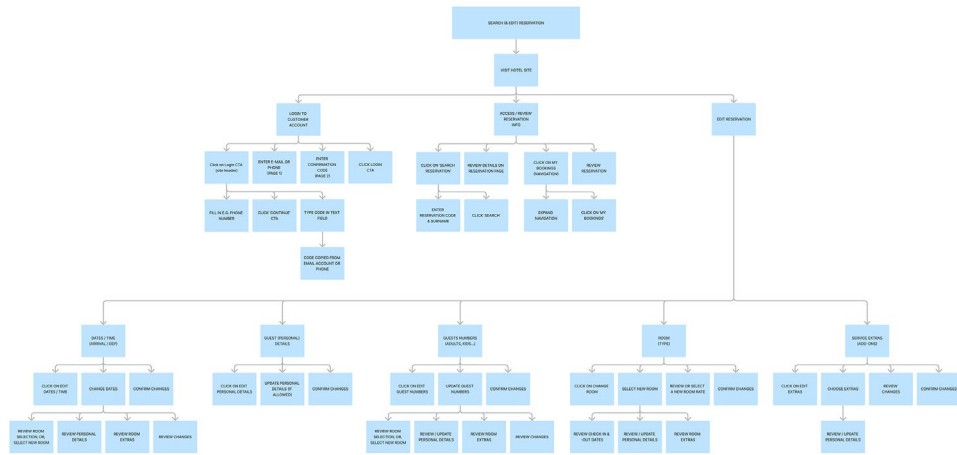
Edit a reservations links (extracted from the old itinerary layout)



To streamline information retrieval, and applying Gestalt Design Principles, I recommended grouping critical touchpoints and positioning them prominently at the top right for better visibility.



Hierarchical task analysis (HTA)



SOLUTION #3

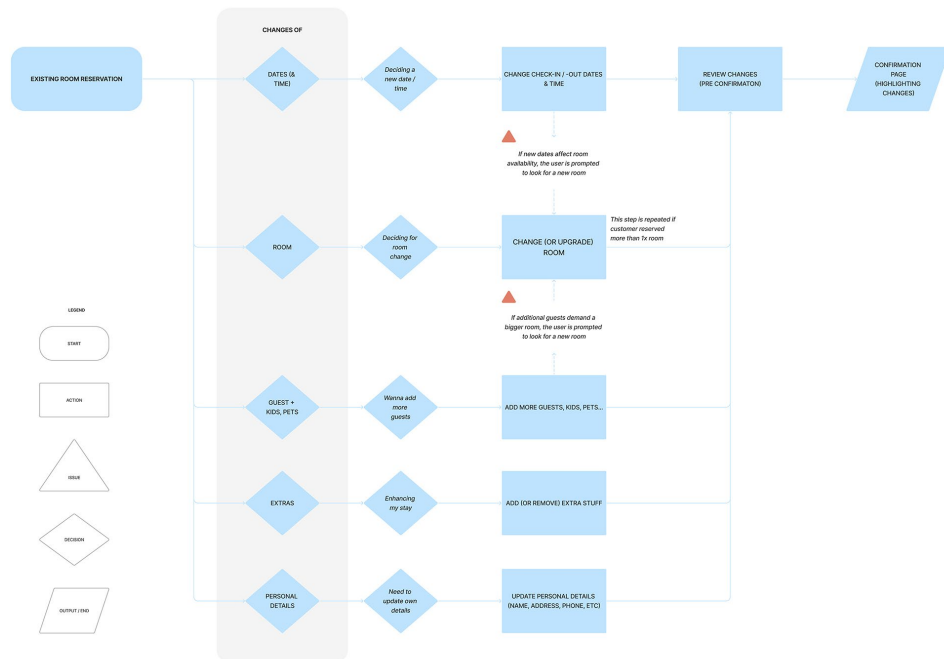
Problem statement

As a customer, I tend to make last-minute changes. Often, I get stuck in the process of updating a reservation due to the amount of steps involved...

In the original design, customers faced a cumbersome process with multiple steps to amend a reservation, often prompting calls to the helpdesk for assistance. To address this issue, I:

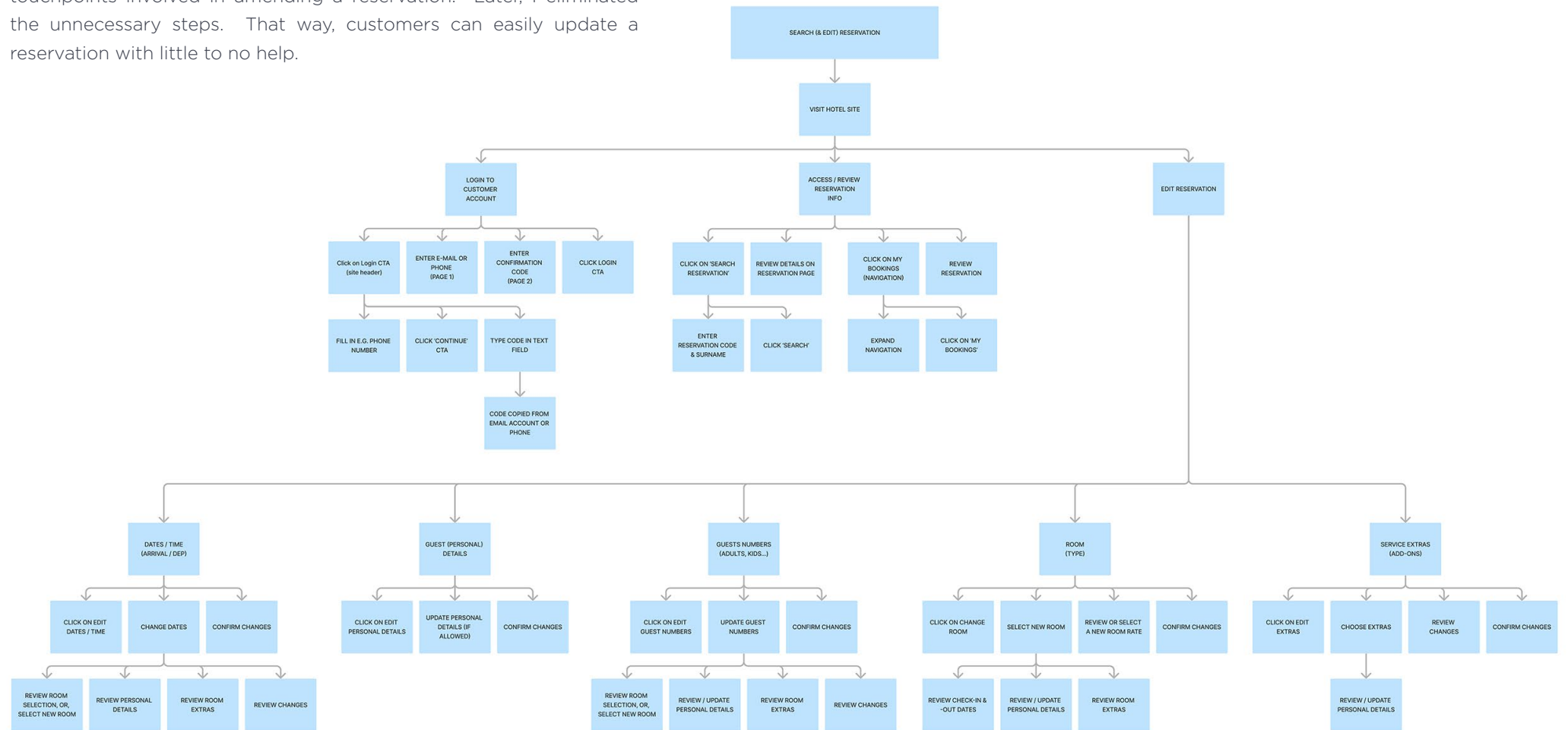
- Conducted a **hierarchical task analysis (HTA)** to identify touchpoints and eliminate unnecessary steps.
- **Simplified the user flow** by reducing touchpoints, which garnered stakeholder support by demonstrating the benefits of a streamlined process.

Revised user journey with reduced steps



I **worked closely with developers** to tackle technical dependencies and ensure that the revised journey is compatible with the reservations management CMS system.

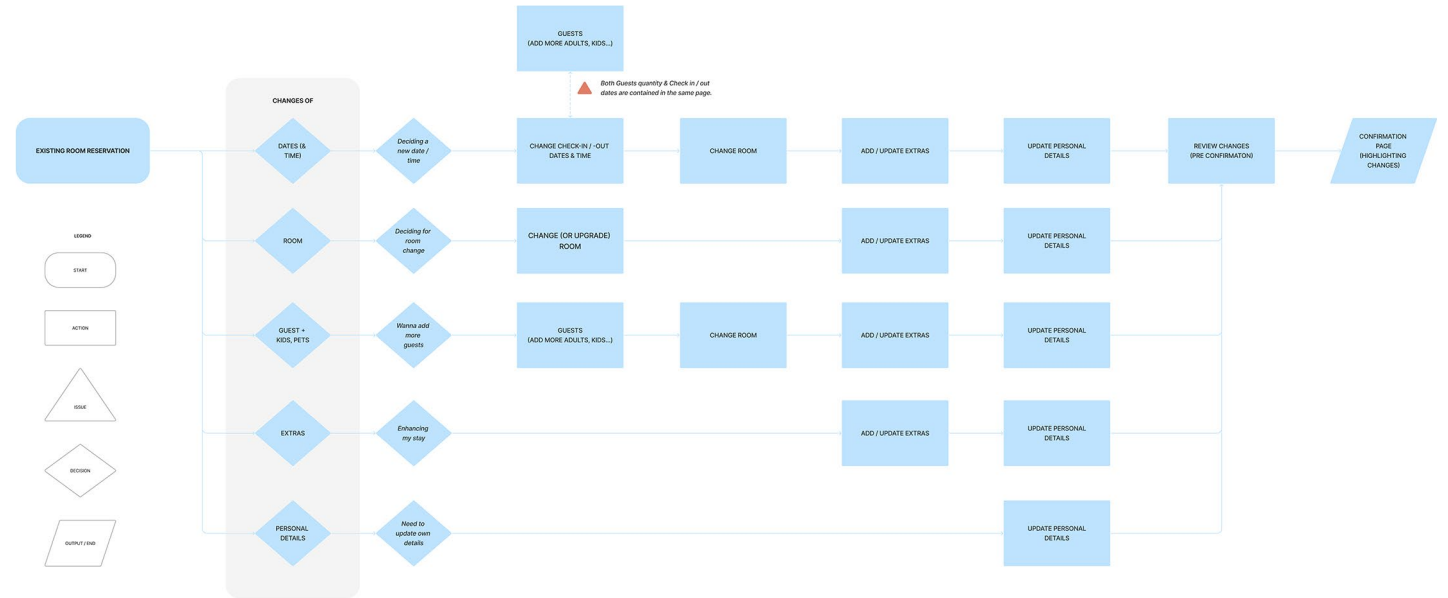
By performing a **hierarchical task analysis (HTA)** I unveiled all touchpoints involved in amending a reservation. Later, I eliminated the unnecessary steps. That way, customers can easily update a reservation with little to no help.



ORIGINAL JOURNEY

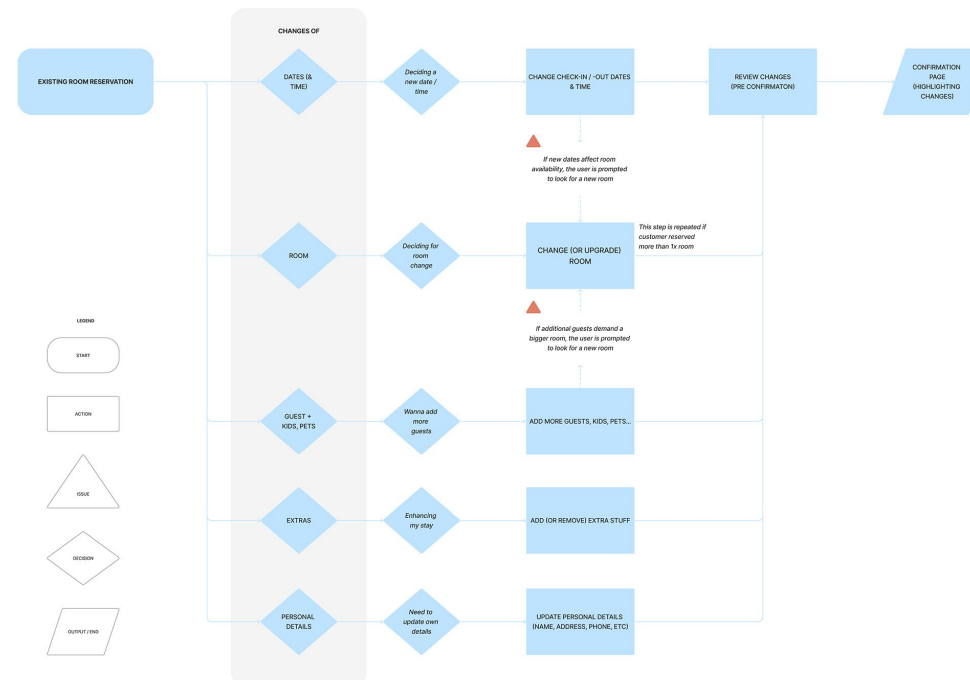
During a design audit, I created a user flow to identify the shortcomings of the current process, which includes unnecessary steps that hinder overall UX and customer satisfaction.

For example, changing the arrival date requires updating and confirming details such as the number of guests, rooms, amenities, and personal information, adding complexity and potentially frustrating the user experience.



REVISED JOURNEY

Lastly, I proposed a simplified journey with reduced touchpoints resulting in stakeholders' buy-in after showing the benefits a short journey brings to the value proposition.



Reservation page - content flow redesigned

KUPITAA
ORIGINAL BY SOKOS HOTELS

Reservation: 142645504

Reservation details

Length of stay: Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)

Guests: 4 adults, 2 children, & 2 pets

Rooms: 2

Check-in and check-out: Check-in starting at 15:00 - check-out latest at 12:00

Ordered by: Joseph Mercieca
050 123 45 67, eemeli.esimerkki@mailinator.com

S-Etukortti: ✓ Löyty

Additional information for hotel: Your message to the hotel: "I will be coming with 5 luggages and may need extra storage". Please note that this message will not be replied to. Consideration of the issues you have raised cannot be guaranteed.

Total price: 9,709.00 €

Payment: Pay later

[Reservations terms and conditions](#)

Is everything up to date?

- [Change dates](#)
- [Change room type](#)
- [Modify guest details](#)
- [Edit number of guests](#)

Room details

Room 1 - Standard twin, extra bed possibility

Guest name: Hannu Lector

Guests: 2 adults & 1 child

Price includes: Campaign price with S-Etukortti card, 133 € / stay
The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.

Cancellation terms: Free cancellation until 05.03.2021 at 18:00.

Room details

Room 2 - Standard twin, extra bed possibility

Guest name: Hannu Lector

Guests: 2 adults & 1 child

Price includes: Campaign price with S-Etukortti card, 133 € / stay
The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.

Cancellation terms: Free cancellation until 05.03.2021 at 18:00.

Room details

Room 3 - Standard Room, extra bed possibility

[Cancel reservation](#) [Verify reservation with your credit card](#) [Pay the reservation now](#)

SOLUTION #4

Problem statement

As a customer, I have a limited attention span and I get easily distracted when presented with various content pieces...

We organized text content hierarchically in a single column, allowing customers to easily read the itinerary page from top to bottom without distractions.

Additionally, we incorporated accordions, generous white space, and carefully structured sections to reduce cognitive load. Lastly, we implemented an accessibility-compliant Design System (detailed on subsequent pages) to accommodate users with disabilities.

Original reservation page - readability is split across multiple sections

HOTEL DETAILS

Reservation number: 142645504

Accommodation period: Fri 13.10.2023 | Tue 17.10.2023

Length of stay (nights): 5

Booked by: Joseph Mercieca

Hotel: Break Sokos Hotel Flamingo

Tel: +358 20 1234 605 (prices)

Fac: +358 20 1234 606

Homepage: Break Sokos Hotel Flamingo

ROOM DETAILS

Room 1 - Standard Twin, 1 bed possibility

Adults: 1

Guests: Joseph Mercieca

Price includes: Accommodation for the number of people shown on reservations, breakfast, broadband access

Room price: 920.00 € whole visit

[Amend number of guests](#)

[Modify room](#)

[Amend extra services](#)

ARRIVAL AND PAYMENT DETAILS

Arrival: Room will be available as of 16:00 on the arrival date. Check-out is by 12:00 on the departure date.

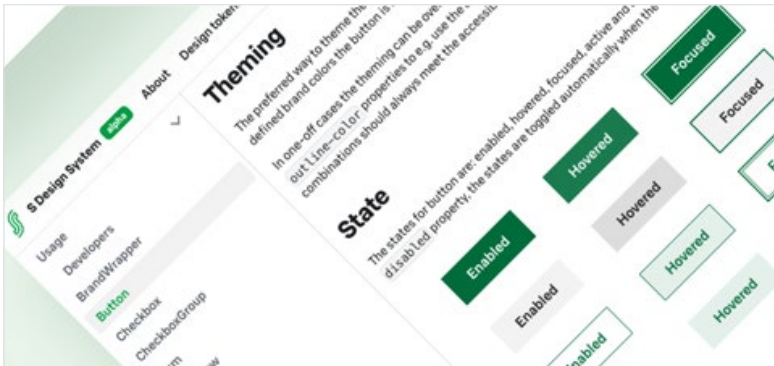
Room type: Standard Room

Accommodation total: 920.00 €

Payment terms: Payment prior to 6:00 pm.

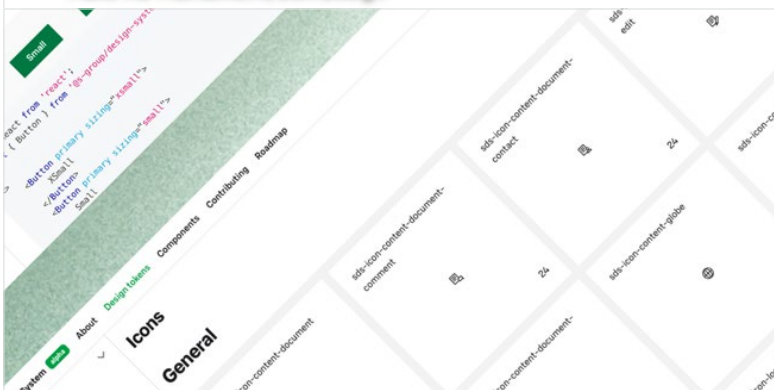
Reservation terms and conditions

TripAdvisor Traveler Rating: 4.0/5 reviews



The S Design System team wishes to thank these people who have been helping the team or contributing to the system along the journey:

- Anna Ruuskanen, SOK HR
- Eero Ovesalo, SOK Design
- Eva Laitinen, SOK Design
- Iiro Alppanen, SOK Digital
- Inka Laitinen, SOK Design
- Irma Ruusu, SOK Design
- Jiangwei Lee, SOK Design
- Jenny Norman, SOK Design
- Jenna Ruuskanen, SOK Design
- Joseph Mercieca, SOK Design
- Kaj Mäkelä, SOK Design
- Kim Bergman, SOK Design
- Laura Harris, SOK Digital
- Linda Luoma, SOK Design
- Matti Mäkeläinen, SOK Design



Design system

To maintain a cohesive and efficient design and development process, we introduced a multi-brand, multi-platform design system for the SOK cooperative-owned brands, including Sokos Hotels.

Working closely with the Design System team and service designers, I conducted thorough reviews, testing, and iterations of the Design System to ensure its seamless integration within the Sokos Hotels design ecosystem.

Additionally, I contributed to ensuring accessibility compliance through extensive reviews with the Design System Lead.

EXTRACTS FROM THE DESIGN SYSTEM

All tokens

Text

Value	Token
● #1F1F1F	sds-brand-color-text-default-grey
● #4E4C4B	sds-brand-color-text-strong-grey
● #777472	sds-brand-color-text-medium-grey
○ #FFFFFF	sds-brand-color-text-inverse-grey
● #8A0C2F	sds-brand-color-text-strong-primary
● #007841	sds-brand-color-text-success
● #885600	sds-brand-color-text-warning
● #981528	sds-brand-color-text-error
● #3967A5	sds-brand-color-text-info

Border

Value	Token
● #1F1F1F	sds-brand-color-border-strongest-grey
● #777472	sds-brand-color-border-default-grey
● #CAC8C2	sds-brand-color-border-weak-grey
○ #FFFFFF	sds-brand-color-border-inverse-grey
● #8A0C2F	sds-brand-color-border-strong-primary
● #00AA46	sds-brand-color-border-success
● #CFB300	sds-brand-color-border-warning
● #DE7573	sds-brand-color-border-error
● #8E96CD	sds-brand-color-border-info

Element

Value	Token
● #1F1F1F	sds-brand-color-element-default-grey
● #4E4C4B	sds-brand-color-element-strong-grey
● #777472	sds-brand-color-element-medium-grey
○ #FFFFFF	sds-brand-color-element-inverse-grey
● #8A0C2F	sds-brand-color-element-strong-primary
● #007841	sds-brand-color-element-success
● #885600	sds-brand-color-element-warning
● #981528	sds-brand-color-element-error
● #3967A5	sds-brand-color-element-info

Background

Value	Token
○ #FFFFFF	sds-brand-color-background-default-grey
● #1F1F1F	sds-brand-color-background-inverse-grey
● #E9E9E0	sds-brand-color-background-medium-grey
● #E9E9E0	sds-brand-color-background-weak-grey
● #F8F8E8	sds-brand-color-background-weakest-grey
● #981528	sds-brand-color-background-strongest-primary
● #8A0C2F	sds-brand-color-background-strong-primary
● #FBF8E8	sds-brand-color-background-weak-primary
● #EBF7EC	sds-brand-color-background-success
● #FFF1D8	sds-brand-color-background-warning
● #FDEEED	sds-brand-color-background-error
● #EDF2F9	sds-brand-color-background-info

	S	M	L	100 % width	:hover	:focus (on keypad)	:active	Disabled (30 % opacity)
Primary								
Secondary			Not applicable					
Basic			Not applicable					
Basic (dark background)			Not applicable					
Destructive action			Not applicable					

Text

Presentation	Role	Token
	Text grey default	sds-brand-color-text-default-grey
	Text grey strong	sds-brand-color-text-strong-grey
	Text grey medium	sds-brand-color-text-medium-grey

Border

Presentation	Role	Token
	Border grey strongest	sds-brand-color-border-strongest-grey
	Border grey default	sds-brand-color-border-default-grey
	Border grey weak	sds-brand-color-border-weak-grey

Element

Presentation	Role	Token
	Element grey default	sds-brand-color-element-default-grey
	Element grey strong	sds-brand-color-element-strong-grey
	Element grey medium	sds-brand-color-element-medium-grey
	Element grey inverse	sds-brand-color-element-inverse-grey

Background

Presentation	Role	Token
	Background grey inverse	sds-brand-color-background-inverse-grey
	Background grey medium	sds-brand-color-background-medium-grey
	Background grey weak	sds-brand-color-background-weakest-grey
	Background grey weakest	sds-brand-color-background-weakest-grey
	Background grey default	sds-brand-color-background-default-grey
	Background primary strongest	sds-brand-color-background-strongest-primary
	Background primary strong	sds-brand-color-background-strong-primary
	Background primary weak	sds-brand-color-background-weak-primary
	Background success	sds-brand-color-background-success
	Background warning	sds-brand-color-background-warning
	Background error	sds-brand-color-background-error
	Background information	sds-brand-color-background-info

Hospitality

Set of icons to indicate accomodation, restaurant and foodservice related content

Icon	Tags
	24x-hospitality-bed, bed
	24x-hospitality-bed-wide, bed, size, wide, king, queen
	24x-hospitality-bed-narrow, bed, size, narrow
	24x-hospitality-bed-extra, bed, size, extra, kids
	24x-hospitality-check-confirm, check and confirm, pencil, check, checkmark, checked
	24x-hospitality-swimmingpool, swimming pool, water
	24x-hospitality-champagne, champagne, sparkling, wine, glasses, drinks, celebration
	24x-hospitality-sauna, sauna, bucket, pail
	24x-hospitality-cutlery, cutlery, fork, knife, restaurant, dining, serving, menu, silverware
	24x-hospitality-pet, pet, paw, animal, cat, dog
	24x-hospitality-briefcase, briefcase, business, investments
	24x-hospitality-wifi, wifi, internet, connection, signal
	24x-hospitality-accessible, wheelchair accessible, accessibility, human, person, user

HI-FIDELITY DESIGNS IN DETAIL


SOKOS HOTELS

My Reservations

4 Reservations

Tahko BREAK BY SOKOS HOTELS TAHKOVOURI

Reservation: 142645504




Hotel: Break Sokos Hotel Flamingo
Guest name: Hannibal Lector
Length of stay: Tuesday, 21 November 2023 - Wednesday, 22 November 2023 (9 nights)
Rooms: 2
Payment status: Unpaid

Reservation details

Sääskiniementie 560, 73310 Tahkovouri | reception.tahkovouri@sokoshotels.fi | +358 20 1234 662

Tahko BREAK BY SOKOS HOTELS TAHKOVOURI

Reservation: 142645504



Hotel: Break Sokos Hotel Flamingo
Guest name: Hannibal Lector
Length of stay: Tuesday, 21 November 2023 - Wednesday, 22 November 2023 (9 nights)
Rooms: 2
Payment status: Unpaid

Reservation details

Sääskiniementie 560, 73310 Tahkovouri | reception.tahkovouri@sokoshotels.fi | +358 20 1234 662

Have you got other reservations?

Reservation number: Last name:

Search

Can't find your reservation?


Please contact customer support on +358 1234 5678 for further assistance.

SOKOS HOTELS

My Reservations

0 Reservations

Reservation: 123423523423




Hotel: Break Sokos Hotel Tahko
Guest name: Jean Claude Van Damme
Length of stay: Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)
Rooms: 2
Payment status: Unpaid

Reservation details

Eteläinen Rautatiekatu 4, 00100 Helsinki | presidentti.helsinki@sokoshotels.fi | +358 20 1234 662

Reservation: 123423523423



Hotel: Break Sokos Hotel Tahko
Guest name: Jean Claude Van Damme
Length of stay: Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)
Guests: 4 adults, 2 children & 2 pets
Room: 2 rooms

Reservation details

Eteläinen Rautatiekatu 4, 00100 Helsinki

Reservations listing page (desktop, tablet & mobile)

SOKOS HOTELS FI Tiina Testaaja Varaa huone


HOTELLIIT & PALVELUT TYÖMATKUSTUS RYHMÄT TIETOA MEISTÄ YHTEYSTIEDOT

My Reservations

4 Reservations

Tahko BREAK BY SOKOS HOTELS TAHKOVOURI

Reservation: 142645504




Hotel: Break Sokos Hotel Flamingo
Guest name: Hannibal Lector
Length of stay: Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)
Rooms: 2
Payment status: Unpaid

Reservation details

Sääskiniementie 560, 73310 Tahkovouri | reception.tahkovouri@sokoshotels.fi | +358 20 1234 662

KUPITTA ORIGINAL BY SOKOS HOTELS

Reservation: 142645504




Hotel: Break Sokos Hotel Flamingo
Guest name: Hannibal Lector
Length of stay: Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)
Rooms: 1
Payment status: Paid

Reservation details

Sääskiniementie 560, 73310 Tahkovouri | reception.tahkovouri@sokoshotels.fi | +358 20 1234 662

HEYMO.1 BY SOKOS HOTELS



Reservation: 142645504



Hotel: Break Sokos Hotel Flamingo
Guest name: Hannibal Lector
Length of stay: Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)
Rooms: 5
Payment status: Paid

Reservation details


Sääskiniementie 560, 73310 Tahkovouri | reception.tahkovouri@sokoshotels.fi | +358 20 1234 662


SOKOS HOTELS


Your reservation for

Break Sokos Hotel Tahko

Tue. 22.11.2022 - Fri 27.11.2022


Reservation: 142645504

Reservation details

Length of stay:	Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)
Guests:	4 adults, 2 children, & 2 pets
Rooms:	2
Check-in and check-out	Check-in starting at 15:00 - check-out latest at 12:00
Ordered by:	Joseph Mercieca 050 123 45 67, eemeli.esimerkki@mailinator.com
S-Etukortti:	✓ Löytyy
Additional information for hotel:	Your message to the hotel: "I will be coming with 5 luggages and may need extra storage". Please note that this message will not be replied to. Consideration of the issues you have raised cannot be guaranteed.
Total price:	9,709.00 €
Payment:	Pay later

[Reservations terms and conditions](#)

Is everything up to date?

[Change dates](#)

[Change room type](#)


[Modify guest details](#)

[Edit number of guests](#)

[Update extra services](#)

Room details

Room 1 - Standard Room, extra bed possibility



Guest name:	Jean Claude van Damme
Guests:	2 adults & 1 child
Extra services:	1 'Sohvi Delight' champagne, 79.90 € 4 towels, 55.55 €
Price includes:	Campaign price with S-Etukortti card, 133 € / stay The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.
Cancellation terms:	Free cancellation until 05.03.2021 at 18:00 .


Room details


Room 2 - Standard Room, extra bed possibility


Pay the reservation now

Verify reservation with your credit card

Cancel reservation

 Add to calendar

 Forward reservation

 Print reservation


Have you got other reservations?

Reservation number:

Last name:

Search

Reservation itinerary page (desktop, tablet & mobile)




FI
Kirjautu
Varaa huone

HOTELLIIT & PALVELUT | TYÖMATKUSTUS | RYHMÄT | TIETOA MEISTÄ | YHTEYSTIEDOT

Your reservation for

Break Sokos Hotel Tahko

Tue. 22.11.2022 - Fri 27.11.2022


Reservation: 142645504


Reservation details

Length of stay:	Tuesday, 21 March 2023 - Wednesday, 22 March 2023 (1 night)	<p>Is everything up to date?</p> <p>Change dates</p> <p>Change room type</p> <p>Modify guest details</p> <p>Edit number of guests</p>
Guests:	4 adults, 2 children, & 2 pets	
Rooms:	2	
Check-in and check-out	Check-in starting at 15:00 - check-out latest at 12:00	
Ordered by:	Joseph Mercieca 050 123 45 67, eemeli.esimerkki@mailinator.com	
S-Etukortti:	✓ Löytyy	
Additional information for hotel:	Your message to the hotel: "I will be coming with 5 luggages and may need extra storage". Please note that this message will not be replied to. Consideration of the issues you have raised cannot be guaranteed.	
Total price:	9,709.00 €	
Payment:	Pay later	

[Reservations terms and conditions](#)

Room details


Room 1 - Standard twin, extra bed possibility



Guest name:	Hannibal Lector
Guests:	2 adults & 1 child
Price includes:	Campaign price with S-Etukortti card, 133 € / stay The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.
Cancellation terms:	Free cancellation until 05.03.2021 at 18:00 .

Room details

Room 2 - Standard twin, extra bed possibility



Guest name:	Hannibal Lector
Guests:	2 adults & 1 child
Price includes:	Campaign price with S-Etukortti card, 133 € / stay The room price includes: Accommodation for the number of people in the reservation, breakfast, the sauna available during the hotel's guest sauna hours, and wireless internet.
Cancellation terms:	Free cancellation until 05.03.2021 at 18:00 .


Room details


Room 3 - Standard Room, extra bed possibility


Cancel reservation

Verify reservation with your credit card

Pay the reservation now

 Add to calendar

 Forward reservation

 Print reservation

Have you got other reservations?

Reservation number:

Last name:

Search

Selected UI designs from the reservation editing journey

VAAKUNA
ORIGINAL BY SOKOS HOTELS

1. Edit room extras
2. Review changes
3. Confirmation

Edit room extras

Original Sokos Hotel Vaakuna, Helsinki
4 henkilöä
Pe 18.06 - La 19.06 (1 yö)

HUONE 1
Standard Twin, Extra bed
alk. 113 €
Varaus yht. 2,950.00 €

HUONE 1
Kaohuvilvi huoneeseen
24,90 € | 36,90 €

HUONE 1
Sampanjaa huoneeseen 0,75
1 kahden rivin otsikko
44,90 € | 76,90 €

HUONE 1
Valkovilvi huoneeseen
24,90 € | 36,90 €

HUONE 2
Superior King
alk. 113 €
Varaus yht. 2,226 €

Discard changes

Review changes

VAAKUNA
ORIGINAL BY SOKOS HOTELS

1. Select dates
2. Select new room
3. Choose preferred rate
4. Review changes
5. Confirmation

Your room selection

One or more of your rooms are not available for the dates you selected. Please choose a new room or change your dates.

HUONE 1
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
113 € | 125 €
2 aikuista, 1 lapsi (2 vuotta)
Change room

HUONE 2
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
113 € | 125 €
2 aikuista, 1 lapsi (2 vuotta)
Change room

Select a new room 1/2
2 aikuista, 1 lapsi (2 vuotta)

Standard King
180 cm parvuote | 1-2 henkilöille | 25-30 m²

Mukavuudet:
• Kylpyhuoneen varustus: suihku

Tyylikkäät talon alkuperäistä 1950-luvun henkeä kunnioittamien uusittu standard King -huone sijaitsee klassikkotehollin kahdeksannessa kerroksessa. Majaillesi suuntaa hieno Helsinki näköalalla ympäri kaupunkia. Vaakunan uusittuissa huoneissa on kaunita yksityiskohtia, kuten huoneiden seinillä leijävät ruuhkayhdyt ja talon omilla aluepäälliköillä varustetut koristeilym. Vinyts edustaa 50-luvun klassista värivaihtelua kaikissa huoneistamme on parkettialusta.

+ Näytä huoneen varustus

Hinta / 2 henkilöä, 1 yö: alk. 106 € | 125 €

Valitse

VAAKUNA
ORIGINAL BY SOKOS HOTELS

1. Select new room
2. Choose preferred rate
3. Review changes
4. Confirmation

Your room selection

HUONE 1
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
113 € | 125 €
2 aikuista, 1 lapsi (2 vuotta)
Cancel changes

Select a new room 2/2
2 aikuista, 1 lapsi (2 vuotta)

Standard King
180 cm parvuote | 1-2 henkilöille | 25-30 m²

Mukavuudet:
• Kylpyhuoneen varustus: suihku

Tyylikkäät talon alkuperäistä 1950-luvun henkeä kunnioittamien uusittu standard King -huone sijaitsee klassikkotehollin kahdeksannessa kerroksessa. Majaillesi suuntaa hieno Helsinki näköalalla ympäri kaupunkia. Vaakunan uusittuissa huoneissa on kaunita yksityiskohtia, kuten huoneiden seinillä leijävät ruuhkayhdyt ja talon omilla aluepäälliköillä varustetut koristeilym. Vinyts edustaa 50-luvun klassista värivaihtelua kaikissa huoneistamme on parkettialusta.

+ Näytä huoneen varustus

Hinta / 2 henkilöä, 1 yö: alk. 106 € | 125 €

Valitse

VAAKUNA
ORIGINAL BY SOKOS HOTELS

1. Modify guest details
2. Review changes
3. Confirmation

Modify guest details

Original Sokos Hotel Vaakuna, Helsinki
4 henkilöä
Pe 18.06 - La 19.06 (1 yö)

HUONE 1
Standard Twin, Extra bed
alk. 113 €
Varaus yht. 2,950.00 €

HUONE 2
Superior King
alk. 113 €
Varaus yht. 2,226 €

Discard changes

HUONE 1
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
2 aikuista, 1 lapsi (2 vuotta)

Guest details

HUONE 1

Etu nimi * Jean Claude
Sukunimi * Van Damme
Puhelinnumero * 0501234567
Sähköpostiosoite * eemeli.esimerkki@mailinator.com

Katutaso * Vanhankartanonitie 26
Postinumero * 07100
Postinumero paikka * Keskusta

Asuinmaa * Suomi

Discard Save details

HUONE 2
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
2 aikuista, 1 lapsi (2 vuotta)
Update details

Review changes

VAAKUNA
ORIGINAL BY SOKOS HOTELS

1. Edit number of guests
2. Review changes
3. Confirmation

Edit number of guests

Changing the number of guests may affect the reservation price, and may prompt you to upgrade your room.

HUONE 1
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
1 aikuista

Number of guests

Adults * 2
Children (2-15 years) * 1
Pets * 1

Discard Update guests

HUONE 2
Standard Twin, Extra bed possibility (Toiveesi: kylpyamme)
Jean Claude Van Damme
2 aikuista, 1 lapsi (2 vuotta)
Edit guests

Standard Twin
Erikkat vuoteet | 1-2 henkilöille | 24-30 m²

Mukavuudet:
• Kylpyhuoneen varustus: amme tai suihku

Upeat näköalat Helsingin kattojen yllä. Huoneiden isoista ikkunoista ihaillet Helsingin urbaania sykettä kellomajasta riippumatta. Vaakunan uusittu huoneet edustavat alaa 1950-luvun muotoilusta, modernilla laatuilla istut. Näköalaj on joko Kannelmäenranta, Pöytälaulu tai Asemä aukio. Ota huoneesta on erittäin rauhallista sisäpuolelta huoneita ja osaan näistä huoneista ovat myös lemmitki tervetulleita. Kaikkia huoneistamme on parkettialusta.

+ Näytä huoneen varustus

Kylpyhuoneen varustus
Ei toivetta

Hinta / 2 henkilöä, 1 yö: alk. 106 € | 125 €

Valitse

4 adults, 2 children
Tue 07.05. - Sat 08.05.

Discard changes

Modify guest details

HUONE 1



Standard Twin, extra bed possibility
(Toiveesi: kylpyamme)

Jean Claude Van Damme
2 aikuista, 1 lapsi (2 vuotta)

Guest details

Etu nimi *

Eemeli

Sukunimi *

Esimerkki

Puhelinnumero *

0501234567

Sähköpostiosoite *

emeli.esimerkki@mailinator.com

Katuosoite *

Vanhankartanontie 26

Postinumero *

67100

Postitoimipaikka *

Kokkola

Asuinmaa *

Suomi

Save details

Discard

HUONE 2



Standard King

Hannibal Lector
2 adults

Modify guest details

Review changes

Edit number of guests

Changing the number of guests may affect the reservation price, and may prompt you to upgrade your room.

HUONE 1



Standard Twin, extra bed possibility
(Toiveesi: kylpyamme)

Jean Claude Van Damme
2 aikuista, 1 lapsi (2 vuotta)

Number of guests

Adults *

2

Children (3-15 years) *

2

Pets *

1

Update guests

Discard

Your room selection

HUONE 1



Standard Twin, extra bed possibility
(Toiveesi: kylpyamme)

113 €

Jean Claude Van Damme

Cancel changes

Select a new room 2/2
2 aikuista, 1 lapsi (2 vuotta)

Standard Queen

160 cm parivuode

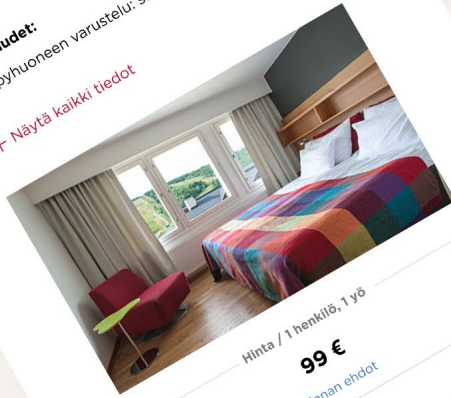
1-2 henkilölle

24 m²

Mukavuudet:

Kylpyhuoneen varustus: suihku tai amme

+ Näytä kaikki tiedot



Hinta / 1 henkilö, 1 yö
99 €

Hinnan ehdot

Kylpyhuoneen varustus
Ei toivetta

Valitse

Suite

Erilliset vuoteet

1-6 henkilöä

56 m²

Mukavuudet:

- Sauna
- Kylpytakit ja -tossut
- Parveke
- Kylpyhuoneen varustus: suihku

+ Näytä kaikki tiedot

Change dates

4 adults, 2 children | 2 rooms
Tue 07.05. - Sat 08.05. (3 night)

Discard changes

updated to comply with the

Review and confirm changes

Length of stay:
Tuesday, 21 March 2023 -
Wednesday, 22 March 2023
(1 night)

Guests:
4 adults & 2 children

Room:
2 rooms

Check-in and check-out:
Check-in starting at 15:00 -
Check-out latest at 12:00

Ordered by:

Eemeli Esimerkki
050 123 45 67,
eemeli.esimerkki@mailinator.com

S-Etukortti:
Löytyy

Additional information for hotel:
Your message to the hotel: "I will be coming with 5 luggages and may need extra storage".
Please note that this message will be replied to. Consideration of the message has raised cannot be guaranteed.

Total price:
9,709.00 €

Payment:
Pay later

Reservations to

Evaluation
& Results



Demographics

	Business users <i>(e.g. managers, representatives)</i>	General users <i>(e.g. holiday seekers)</i>
Sample size	5	5
Age bracket	45 - 55 years	25 - 45 years
Gender	mixed / random	
Demographics	Residents in Finland	
Existing customers?	Y	Y
Frequent bookers?	Y	N

SAMPLE INTERVIEW QUESTIONS

- What do you see on the page?
- In your opinion, what stands out from this page?
- What do you think you can do here?
- What do you understand by reading <Insert word>?
- What worked well while trying <Insert word>?
- And what didn't work well while trying <Insert word>?

Usability evaluation

I recruited ten participants (n=10) for moderated usability testing sessions to assess the new reservation management system. The participants included five business users and five holiday seekers.

Overall, I evaluated the design, ease of editing reservations (on both desktop and smartphone), touchpoints, and importantly, the clarity and understandability of the content. Each session was arranged as follows:

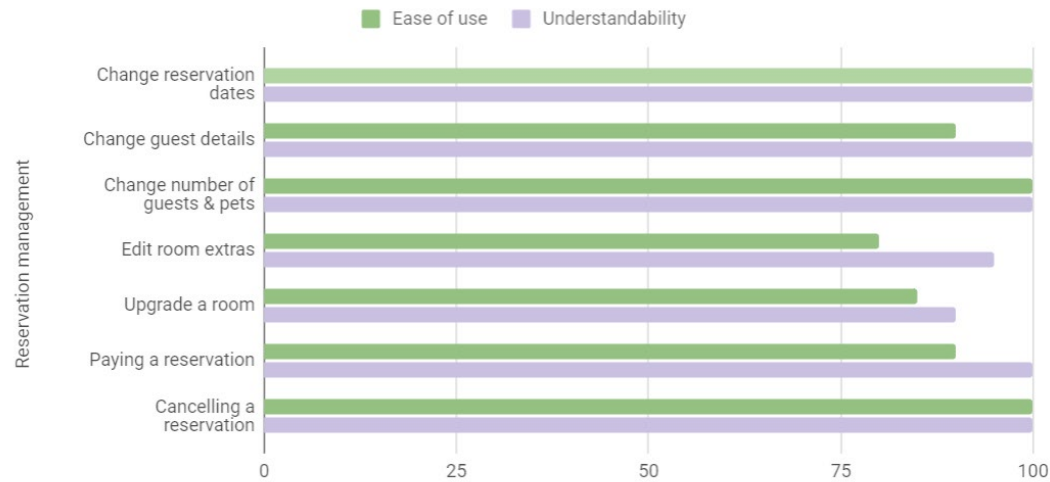
- Semi-structured interviews
- Task-based scenarios coupled with think-alouds
- Concluding dialogue

SIDE NOTE:

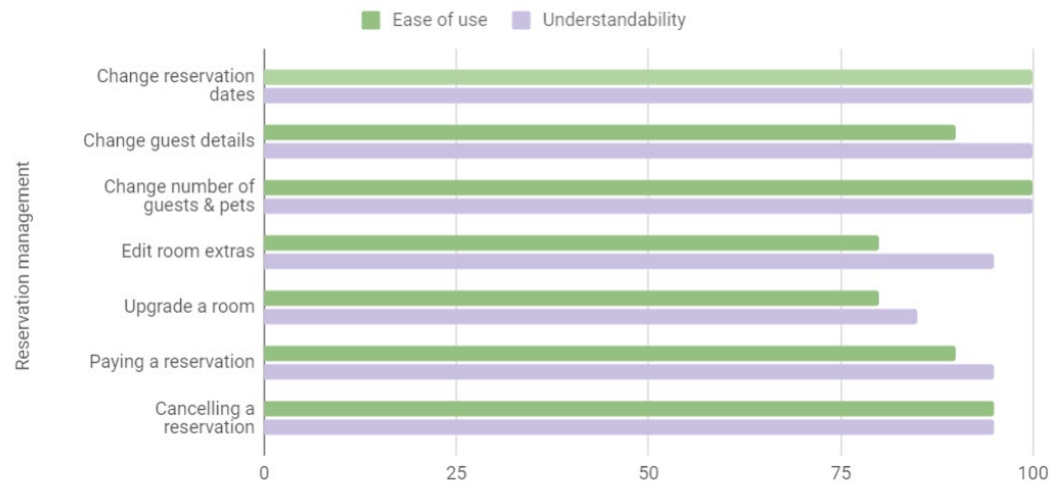
Other small design teams worked on redesigning different parts of the website (e.g., frontend, loyalty cards, account creation). Their investigations provided valuable insights answering various hypotheses relative to this case study. As a result, we didn't need to conduct an exhaustive usability evaluation.

Measuring perceived ease of use and understandability

Editing a reservation (web)



Editing a reservation (mobile)



Findings

- All participants expressed strong preference for the new design, highlighting its visual quality, content flow, and overall architecture.
- Existing customers found the process of editing reservations swift and straightforward after unnecessary steps and touchpoints were removed
- In the mobile viewport, several participants needed more time to adjust to the new designs, primarily due to sizing constraints, as anticipated.

Reflection

Collaborating with a team of skilled Service Designers, Developers, and Product Owners was highly fulfilling, especially within the company's inclusive culture.

This environment enabled me to deliver high-quality, accessibility-compliant solutions for our customers. Additionally, I partnered with design systems experts to implement a multi-brand, multi-platform Design System for the S-Group brands, including Sokos Hotels.

Conclusion

The redesigned reservations management system resulted in a 15% increase in bookings, accompanied by higher customer satisfaction reported in an online survey.

Additionally, our Design System received recognition and was selected as a finalist in the Best Design System category at the prestigious Finnish event, the Grand One Gala. For information, visit:

Sokos Hotels <https://www.sokoshotels.fi/en>

Grand One Gala <https://2023.grandone.fi/>