

the trivago

Product Design Internship Report

GABRIEL HOURIGAN





Preface

By Gabriel Hourigan

THE PURPOSE OF THIS BOOK

An internship or semester abroad is mandatory for my Bachelor's degree Information & Communication Design at Rhein-Waal University of Applied Sciences. As part of this venture, students must prepare a report. In my case, I was fortunate enough to secure a product design internship at trivago.

This report aims to document my experience over the six months (May 2022 - October 2022) in that position. The aim of my internship was to learn the basics of identifying opportunities and delivering solutions as a Product Designer from within the Stays - UX Design department.

To that end my focus was a 50/50 split between learning product discovery and product delivery.

This internship report will cover:

- Product design at trivago
- Continuous discovery at trivago
- What I've learned
- The differences between studying at university and working in tech
- Insights into my future career
- My recommendations to job-hunting students

SHAMELESS SELF-PROMOTION

If you're reading this, chances are you have received some kind of job application from me and are looking into whether or not I am a worthy candidate. So, to make your life a little easier here's a list of useful links to learn a little more about me:

- [LinkedIn](#)
- [Portfolio website](#)
- [Behance](#)

Overview

DESIGNS + DISCOVERY FOR SEM

- LP 2.0 - Mobile
- Average Price Range
- Item Availability
- Product Trio

DESIGNS + DISCOVERY FOR S&F

- Calendar Quick Links - Mobile
- Pet Guest Selector
- New Filters: All-inclusive and EV charger
- Product Trio

PERSONAL DEVELOPMENT

- Onboarding
- Studying Product Design Methodology
- Internal training and courses
- External training and courses



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Introduction

BACKGROUND

Founded in 2005, trivago is a leading global accommodation search website. Focused on reshaping the way millions of travellers compare hotels and other accommodations. I worked in their HQ with over 800 employees at the time. The Headquarters is in Kesselstraße 5-7, 40221 Düsseldorf and you can reach them via telephone on the number 0211 3876840000. If you would like to find out more about my time there please contact my supervisor Daniel Roux at (daniel.roux@trivago.com).

I started at trivago in May 2021 as a communication design working student. Where I worked with a very supportive team on design for internal use and social media. This is how I had gotten to know my supervisor, an art director for communication design at trivago. While preparing for internship positions I came across the mentorship website ADPList where I received training and advice for UX design. There I was recommended to ask my supervisor for assistance with getting a UX design internship at trivago. With their recommendation, I was able to get an interview with the experience design lead of UX - Stays and the senior product designer of the then SEM team. In which I needed to present my portfolio before landing the position.

MOTIVATION

After completing my web design apprenticeship back in the UK. I knew that I had found a field which I really enjoyed. But, that I wanted to find more challenging. So, I did a lot of research into career paths for designers and came across UX design. My first real introduction to UX was through a podcast called High Resolution where each episode interviews a master of design. The first was with Katie Dill, who at the time was Director of Experience with AirBnB. What really caught my attention was how she shared her thoughts on design not being only for visuals. But, what's going on behind the visuals or an even more abstract example which she gave, organisational design.

I chose to study information and communication design with the purpose of entering the UX field. But, I enjoyed communication design more than I had expected and most importantly was having success looking for roles in this area.

So when finding a mandatory internship started to become in the forefront of my mind. Taking the chance to explore UX design was a natural step which I would have regretted not taking.



Product Trio

Continuous Discovery

TRIVAGO THE PRODUCT (METASEARCH)

trivago aims to be the best hotel comparison website in the world. Being a mature product of 15 years, trivago has had countless iterations and refinements. Resulting in little opportunity for straightforward product improvement. Being a highly data driven company initially always relied on A/B testing and data to drive change. But, recently they have realised to drive further progress innovation is necessary. Which is why the company has opted into being more research oriented.

SEARCH ENGINE MARKETING

My first team, SEM was responsible for users who find trivago via Search Engine Marketing. Meaning people who have clicked on an ad for trivago's services via Google search engine advertisements. Based on the ad which a user has clicked on to reach the website, we are able to gather some expectations of what their intent is. Which allows us to somewhat tailor the experience to these visitors specifically. Such as someone clicking on an ad for all-inclusive hotels in Turkey.

SEARCH & FLOW

My second and final team during my product design internship was with S&F (Search and Flow). The Search & Flow team focuses specifically on the upper part of the funnel when users start their search. Our goals were to learn about user intent through user input and implicit...

...signals and use the knowledge they gain to tailor the search experience and help the user move down the funnel.

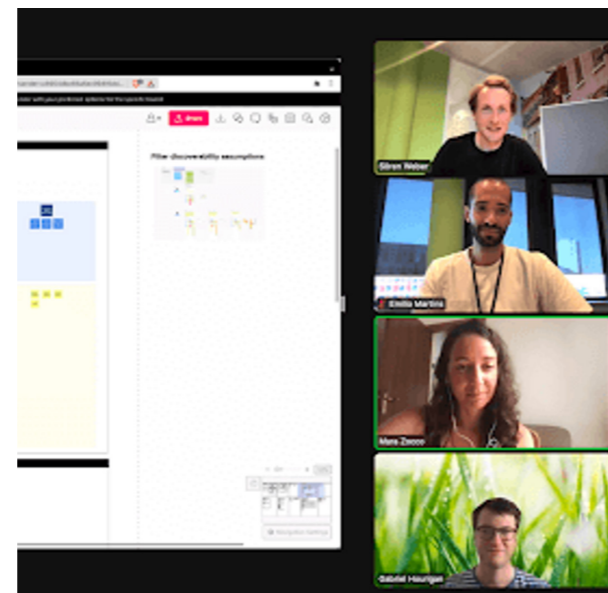
JOBS TO BE DONE (JTBD)

That new research focus starts with Jobs To Be Done. A product framework which entails detailing the entire process a user may go through when attempting to complete a task.

While this put emphasis on solving issues for the user solutions were not digging deep enough into the fundamental issues. Plus, there was not a formalised process with ideas coming from multiple sources like stakeholders, foundational user research, data analysis and inspiration from competitors.

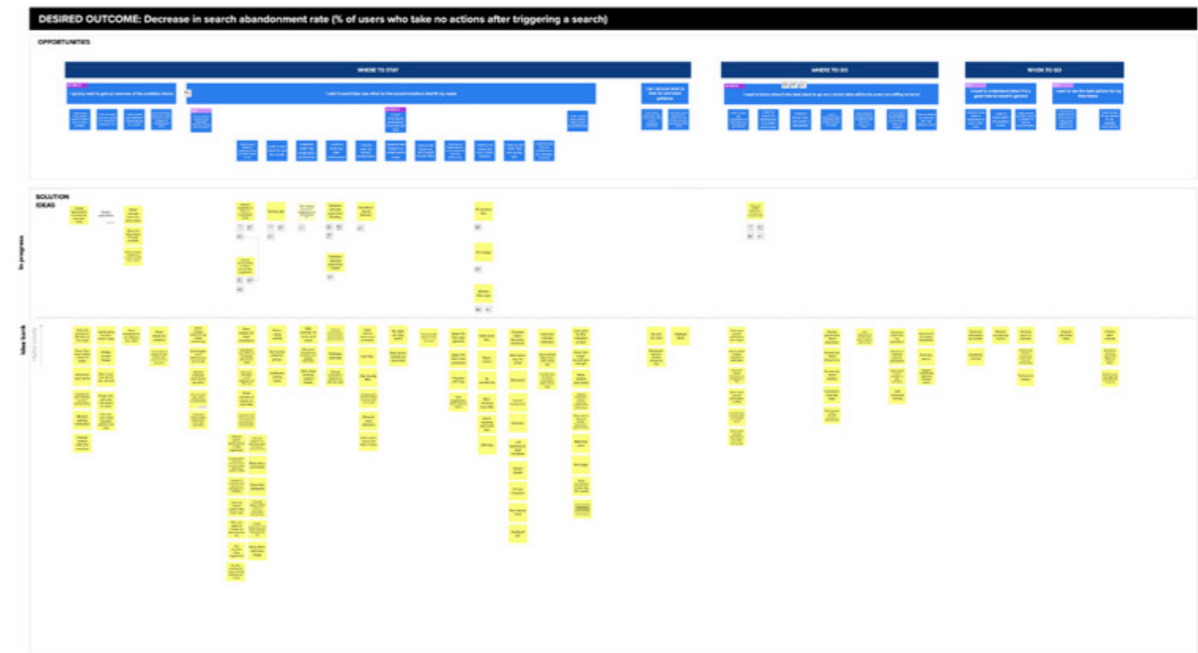
CONTINUOUS DISCOVERY

To tackle this issue. We have combined JTBD with continuous discovery. Continuous Discovery is a Product Design methodology that involves performing research on a regular basis with the purpose of getting a deep understanding of the problems which users have. While simultaneously developing and testing solutions to the problems which we find.

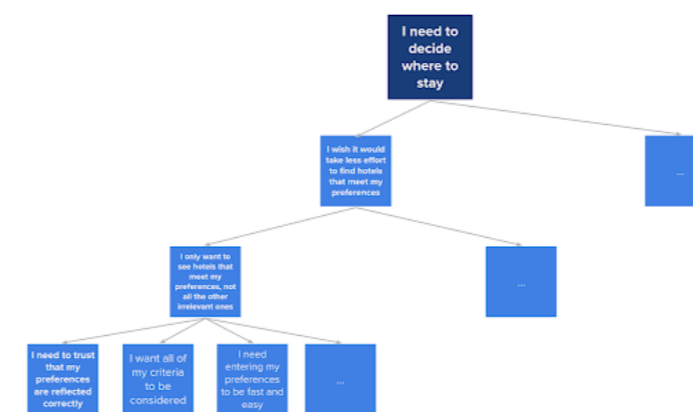


[Product Talk: Mapping Opportunities with trivago](#)

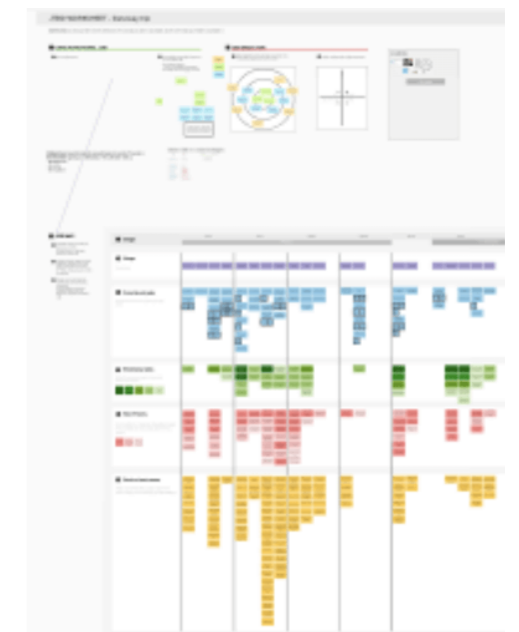
Search & Flow Opportunity Solution Tree



Search & Flow Opportunities Solution Tree



The Opportunity Solution Tree made it much easier to dig deeper into sub-opportunities as they are discovered.



Jobs To Be Done Map

User Interviews

Our user interviews have one moderator and one participant. They are scheduled for 30 minutes but getting useful information for that length of time isn't always easy.

There are also observers and note-takers during the interview. Observers are able to speak with the moderator using voice during the call, often giving tips or reminding them of aspects of the conversation to get back to. Note-takers jot down anything of note on a Mural board. Usually we have multiple note-takers in any given call and we write our notes separately. Additionally, they are sometimes simultaneously observers of the call. These roles allow the moderator to focus entirely on the interview and give their best effort in understanding the process of the interviewee.

Once the call is complete, as a group we rephrase the notes which we've taken during the call. It's important to put them in a consistent context from the perspective of a user need/pain that is transparent and easy to read. Plus, we can eliminate any duplicate notes or info which isn't relevant for us.

Finally, we look through our rephrased and categorised notes to look for potential opportunities to improve the trivago product.

Once we have collated the potential opportunities from a user interview, we put them in a collection from all of the discovered opportunities from all of our interviews so far.

An example of a user need which we found through user interviews which we hadn't considered is safety/security. We had many single women in particular state things like they wished they could see if parking at an accommodation would keep their lights on during the dark.

It's easy to overlook a need which isn't relevant to you. But, sometimes these can be of crucial importance to a certain demographic. That's why user interviews are so valuable. Getting even a little insight into another perspective can go a very long way.

Search context	What are the different search contexts for travelers?	What are the most common search contexts?	Do searching needs differ based on context?	What are the most common kinds of refinement required by users at different stages of the funnel?	Why do people abandon a search?	How do the refinement needs differ for certain use cases?	
Refinement value	What elements create a successful search?	How does searching and refining help users to make decisions?	What types of input deliver the most benefit to users?	How important is refining for users, or is the regular results list already fine?	What filters do users want?	What are the main reasons for refining a search?	Why don't users use the refinement options available?
Flow	What's the user expectations after providing input?						
	What are the main in-between steps moving down the funnel to a checkout?	What makes users come back at a later point to continue the search?					

Here we have a collection of topics to consider exploring during our continuous discovery.

<p>20/08/2022</p> <p>Notes from interview / Observation</p> <p>... [Grid of notes] ...</p>	<p>Rephrased</p> <p>... [Grid of rephrased notes] ...</p>	<p>Opportunities</p> <p>... [Grid of opportunities] ...</p>
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This is an example of the documentation taken from an interview. Notes taken during the interview, rephrased and then taken as an opportunity.

Summary of extracted opportunities from all user interviews

Where to stay	... [Grid of opportunities] ...
Where to go	... [Grid of opportunities] ...
When to go	... [Grid of opportunities] ...
Other	... [Grid of opportunities] ...

Here you can see an organised collection of the potential opportunities discovered through our collective interviews.

Design Critiques



Search & Flow New Filters

Opportunity:
Where to stay

- I wish it would take less effort to find accommodations that fit my needs.
- I want to see hotels which have certain features

Potential solution:
New filter functionality for the following criteria

- All-inclusive hotel packages
- Electronic vehicle chargers

Key assumptions:

- The high frequency of requests for these features will be reflected in the new filter usage.
- Existing filters won't be impacted negatively.
- People recognise the meaning of these new filters.

What has been done:

- Competitor Study
- Analysing the standard icons associated with these topics
- Identifying which of our currently existing icons could be appropriate for these topics

Ongoing

- Drafting EV charger icon variations based on the perceived standard icon for this topic
- Testing for which icon concept is most associated with the term All-inclusive

What's Next

- Refine survey to be ready for testing
- Share the EV charger icons with Sami

WHAT IS A DESIGN CRITIQUE SESSION (DCS)?

A design critique refers to analyzing a design, and giving feedback on whether it meets its objectives. A design critique session is a group conversation with the ultimate goal of improving a design. It does not mean simply judging a design.

FREQUENCY

Each department has a weekly design critique session. Designers present on a weekly basis to get input into their work. Not just final UI. But, also early phase work, such as journeys and wireframes.

ATTENDEES

A typical DCS is attended by designers, researchers, Product Managers, engineers (ad hoc). The relevant department heads for the topic and the head of UX. Of course, attendees are also invited on an ad hoc basis.

MY EXPERIENCE

Design critiques have allowed me to develop an understanding of the expectations of design work from the perspectives of other careers. They have also provided me with ample practice in presenting my work to those who are unfamiliar with it.

A slide from a presentation in a Design Critique

Competitive Analysis

PURPOSE

A competitive analysis is a crucial component of UX research. Their primary purpose is to identify strengths and weaknesses of competing products.

A thorough competitive analysis helps designers discover what works, gaps in the market and how to avoid common design conventions in the field.

During my time at trivago I performed multiple competitive analysis' looking for solutions to issues we had identified with trivago's platform. Or researching different approaches to a component from a technical perspective. In addition, I performed competitive analysis to compare variants between competitors viewports.

It's worth noting that competitive analysis' are not only targeted at direct competitors (other metasearch, travel or OTA websites). But, also indirect ones such as Amazon and Nike.

These competiive analysis allowed me to have a good foothold for where to begin in my design process when tackling a new early stage project.

KEY

Viewports

- image 1: Macbook Air
- image 2: iPad Pro 11
- image 3: iPhone 12 PRO
- image 4: comparison

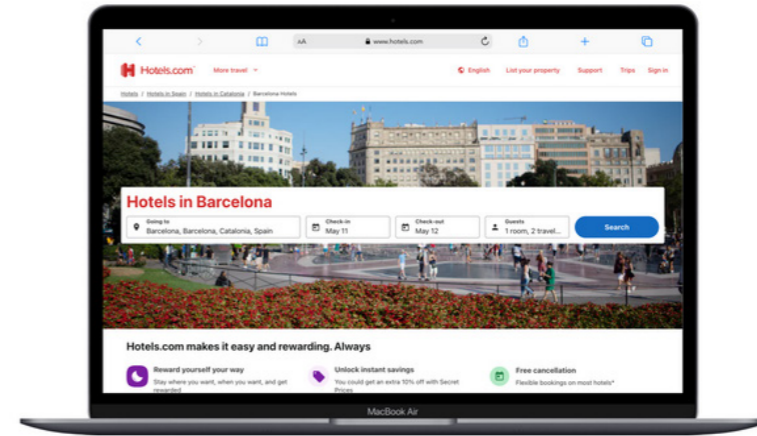
Note: in a presentation setting comparison is very important.

EXAMPLE ANALYSIS

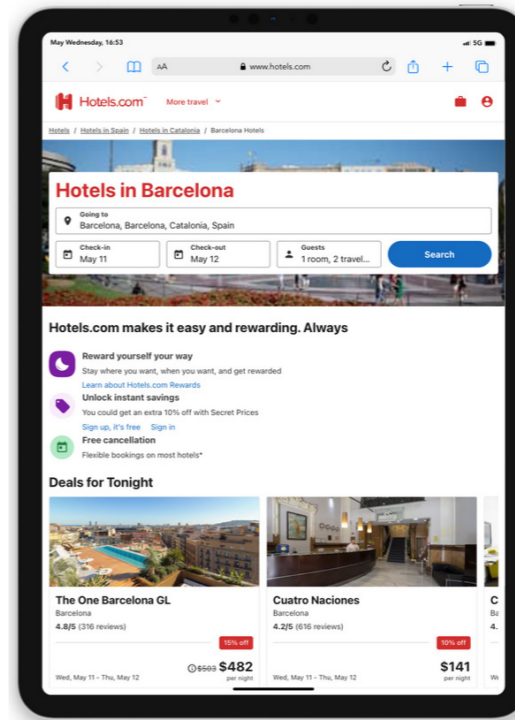
- The input fields are set in a system of 3. desktop has a single row, tablet has 2 rows and mobile has 3 rows.
- I'm not sure if it's intentional. But, the hero image seems to be displayed in a far higher resolution on desktop than the other two devices.
- Hero image is below the input fields rather than behind them on mobile.
- Hidden breadcrumbs on Mobile like Expedia.

Note: in an actual competitive analysis, I would document dozens of websites and document the trends and takeaways from the complete research.

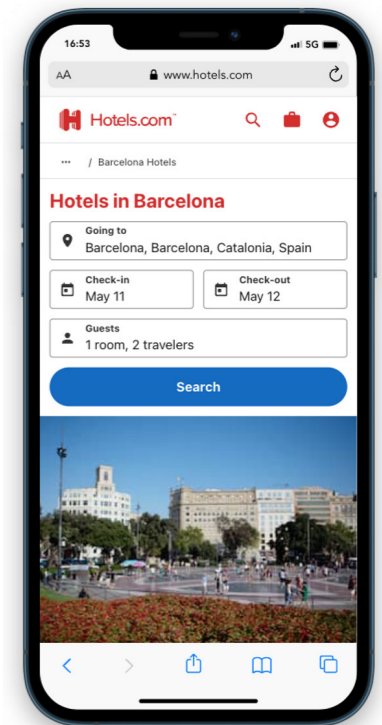
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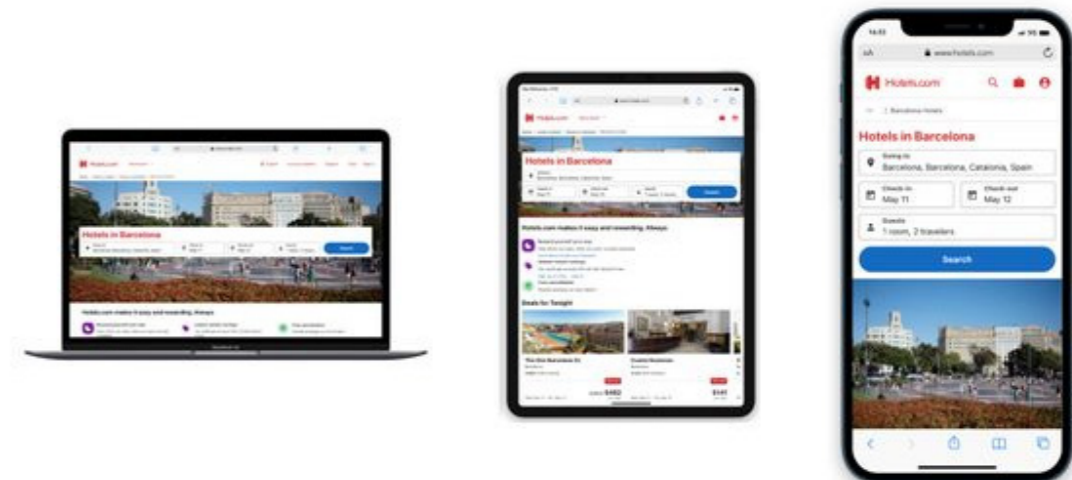
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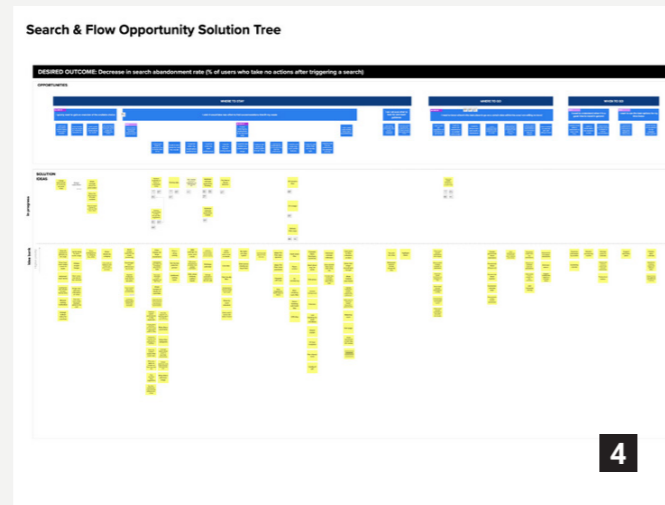
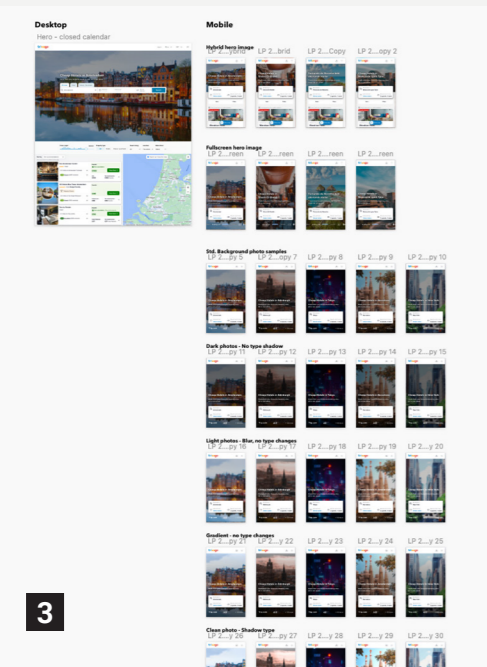
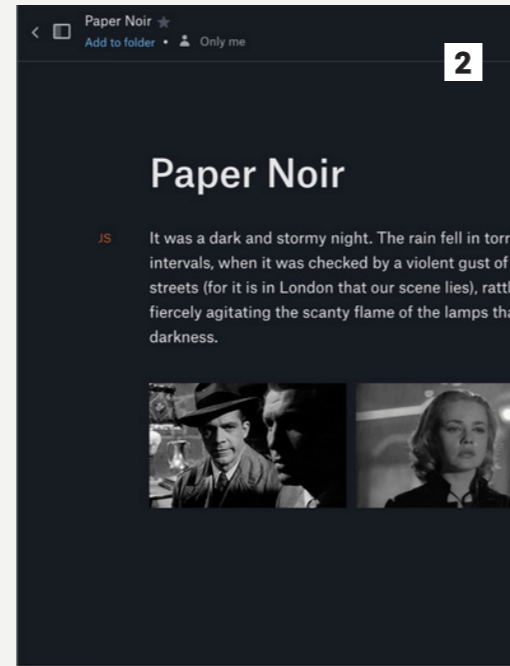
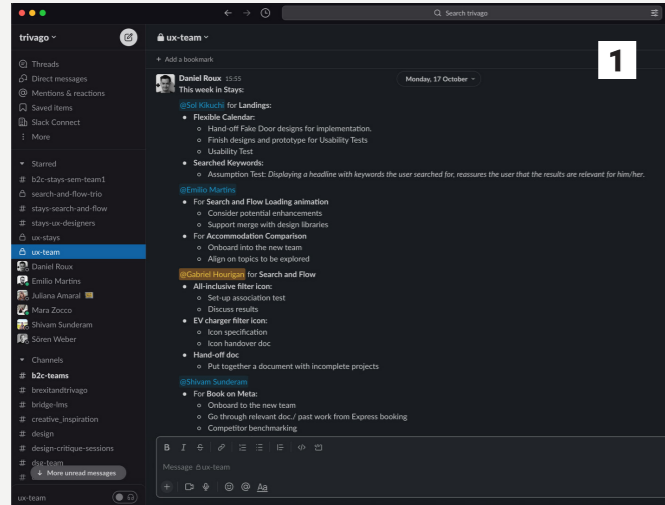
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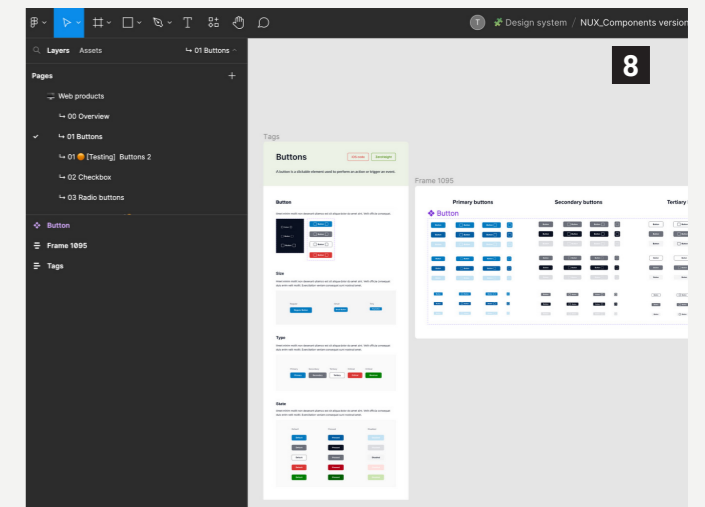
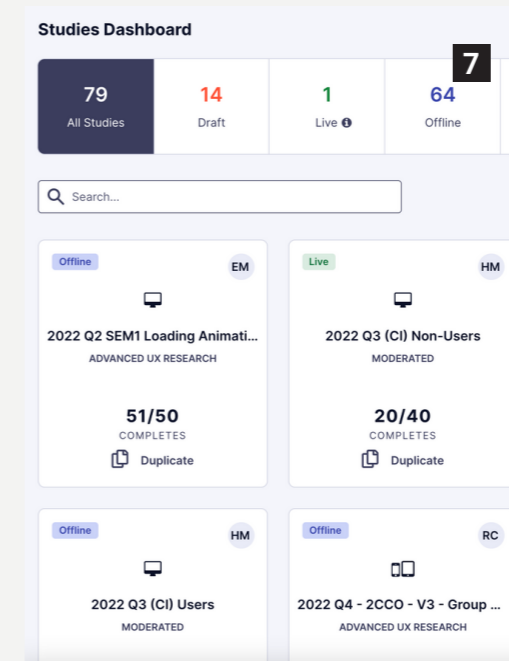
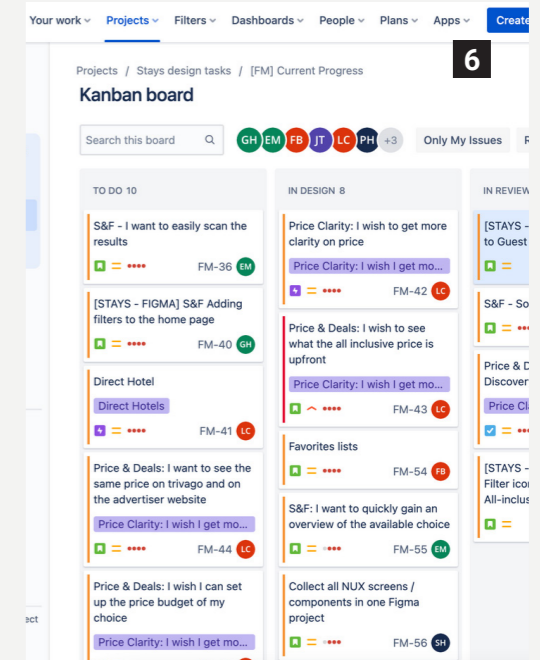
4



TOOLS



This is me!



Projects

LANDING PAGE 2.0 - MOBILE

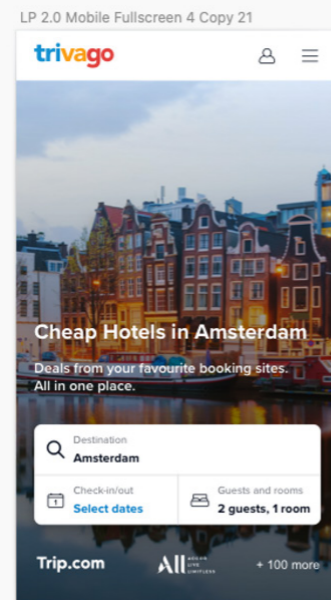
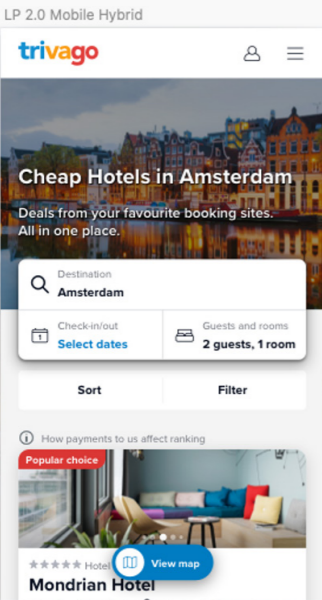
Competitive Analysis | Trends +
Takeaways | Wireframing |
UI Design | A/B Testing

My first project at trivago was looking into competitor's responsive design for hero images. I presented my findings from studying Online Travel Agencies, Metasearch and general inspiration before iteratively applying what I had learned in a new UI for trivago's mobile web. These are the two designs I put forward for an A/B test.

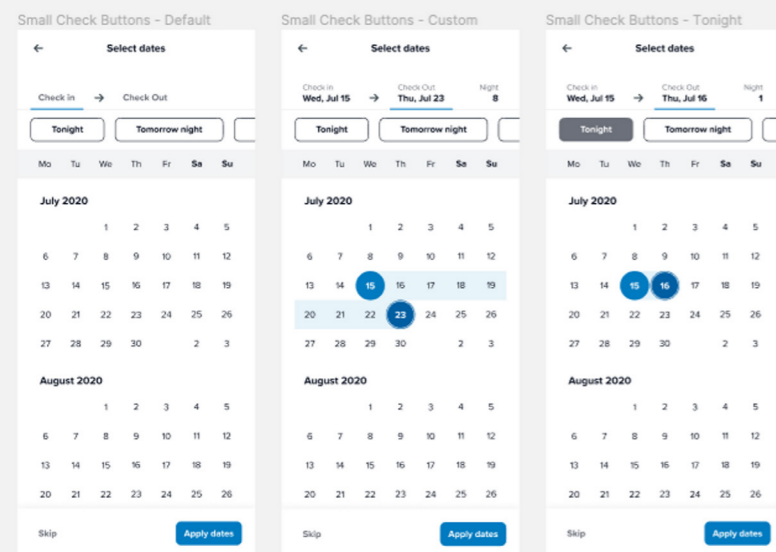
QUICK CALENDAR LINKS

Competitive Analysis | Trends +
Takeaways | Wireframing |
UI Design | Component
Design | Prototyping |
Documentation | A/B Testing

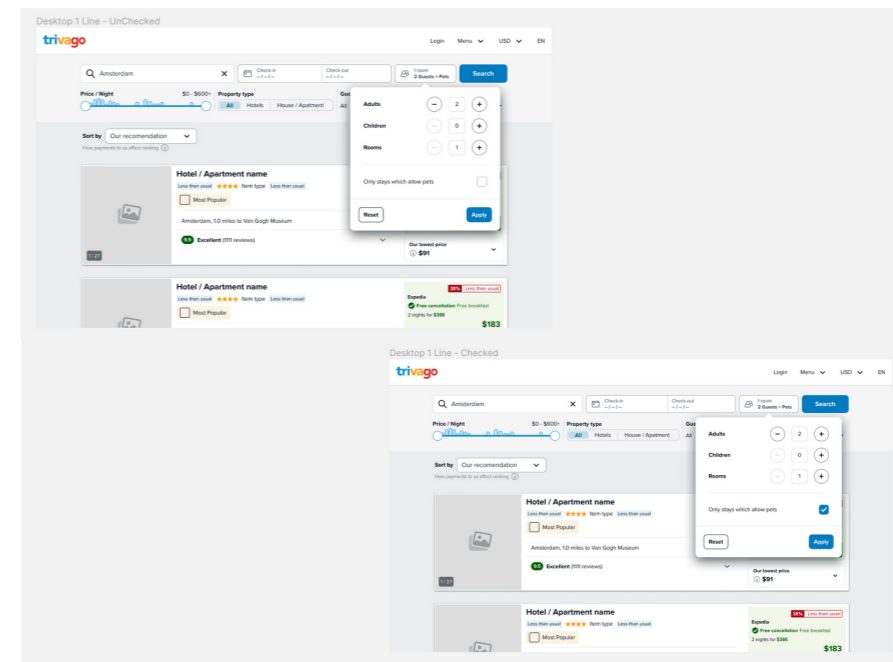
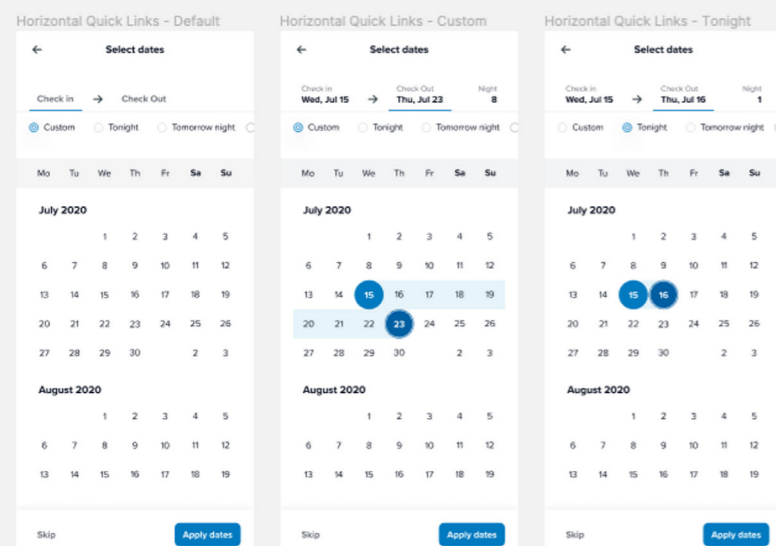
As part of our initiative to improve the speed and ease of access to tailored search results. I worked on a project aiming to adapt our Desktop platforms' Quick Calendar Links to a mobile viewport. I had to take into account the visual hierarchy, existing component designs and layout to ensure that consistency with the rest of the product. However, we found an issue regarding this. The desktop version of this design utilises a component which is not available on mobile. In addition, there wasn't any existing components which fit the purpose of this project. In response we settled on two variants of the design. One using a new chip component I designed labelled small check buttons on the left. The other used radio buttons the only existing component which could be applicable here.



Small Check Buttons



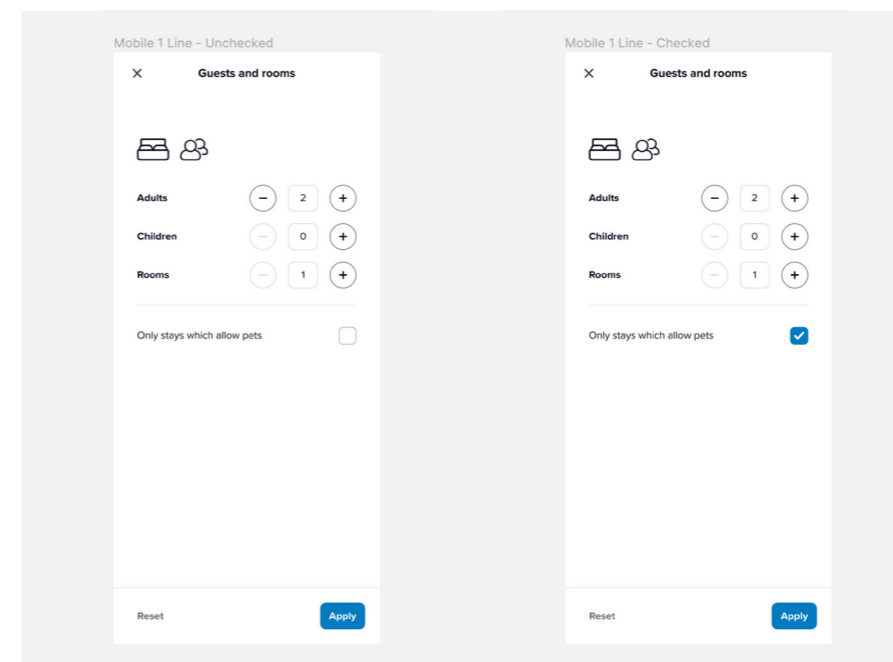
Horizontal Radio Buttons



PET GUEST SELECTOR

Competitive Analysis | Trends +
Takeaways | Wireframing |
UI Design |
Component Design | Prototyping |
Developer Hand-Off Documentation |
A/B Testing

In a user interview taken by the S&F team our Product Trio discovered that there is often crucial criteria for travellers which must be met for them to even consider making the trip. In addition, acquiring this info can prove very difficult. With one mother we discussed her search for a hotel with a crib. We learned that while most websites don't even have a filter for cribs even those that do are often not accurate. This mother had been doing extensive research into accommodation for this reason. Unfortunately, trivago also does not have the data available for a crib filter. But, it instigated looking into mandatory criteria for many users with data we do have. Which lead to pets. With this in mind, I produced the relevant UI designs for an updated guest selector which included pets as guests. It was important to differentiate this feature since it is only applying a filter in actuality.



S&F Project

New Filters Case Study

OPPORTUNITY

I wish it would take less effort to find accommodation that fits my needs.

POTENTIAL SOLUTION

I want to see hotels that have certain features:

- All-inclusive hotels
- EV charger availability

KEY ASSUMPTIONS

The significant amount of requests of these features will be reflected in the usage of these new filters. Existing features won't be negatively impacted by these new features.

SENIOR PRODUCT MANAGER

Our PM provided the direction of the team overall. Assigning me this project and also ensured that we were aligned with engineering and other product teams.

UX RESEARCHER

Our teams UX Researcher assisted me with me on my UserZoom survey and the validity of my research.

SENIOR PRODUCT DESIGNER

A PD provided me with close guidance on Product Design throughout the project.

UX WRITER

A UX Writer amended the copy for readability and translation purposes.

After a user interview with a mother discussing her difficulties with finding hotels with cribs on hotel booking websites.

I championed looking into additional filters in trivago's hotel search to make the process easier for users. Unfortunately, due to insufficient data trivago is unable to provide a crib-based filter. But, customer support was able to provide me with a list of the most popular filter requests that they have received. From there our PM assisted me with identifying which filters we could accurately provide for our users. We were left with two potential filters; All-inclusive hotels and EV chargers.

Once we had decided to pursue these two filters we needed two icons to accompany them to match the other filters on trivago's website.

COMPETITIVE ANALYSIS

I started with the all-inclusive hotel icon. My first goal being to understand what is the norm for a symbol representing an all-inclusive hotel.

To this end I began a competitive analysis. However, I found that unlike say WiFi there is no clear standard or expectation regarding this topic. Both through metasearch results and on competitor websites there was various icon designs assigned to the purpose of representing all-inclusive hotels.

Therefore, I took the 4 most popular icon concepts and pitted them against each other in a survey to test which is most appropriate. The survey consisted of two questions which UXR helped me with keeping as simple and relevant as possible:

- What task do you think that this icon represents?
- What task would you expect this icon to represent in the context of a booking site?



1

CLOCHE

A food tray used by waiters in high-end restaurants. They are often associated with fine dining.



2

HOTEL

I chose this icon in particular which was associated with a hotel because it reminds me of a resort (which often provide all-inclusive packages).



3

WINEGLASS AND FORK

One of trivago's competitors had used a wineglass and fork icon. To represent both food and drink being included in their hotels.

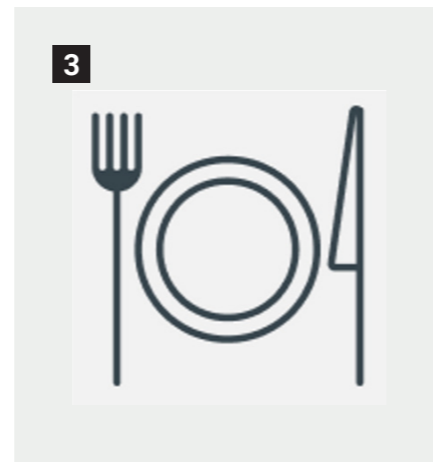


4

INFINITY SYMBOL

The infinity symbol had been used in multiple instances by competitors to represent all-inclusive packages.

Filter Icon Explorations



Each of the 50 participants in the survey see's only one of the four icons selected randomly. So they don't have any additional context to base their open-ended answer from.

From this study, I found that the wineglass and fork icon was by far the most effective icon at portraying our intended message. Not only was it associated with food and restaurants like the knife and fork plus the serving dish. But, the wineglass and fork icon was also being associated with specifically the idea of food and drink being included with the package.

Once I had this concept in mind, I looked through trivago's icon library to see if we already have an icon which is appropriate for this topic.

In this case, there aren't existing icons which fill our criteria. However, I did take advantage of the fork asset in my icon designs featured on image 5.

With the fork asset as a basis. I explored multiple variants of a fork and wineglass icon. It was important to take into account a filled alternative of the design as well. Though we wouldn't need it for our planned use case, it's the standard for all trivago iconography.

The variant of the design framed below (image 6) was selected for testing. The glass being full means that there are less anchor points being created as well as having a minimal look. I chose the shortest variant of the glint because the height then matches with the prongs on the fork for a well balanced icon.



Electric Car Charger Filter

With the EV charger icon concept I started by doing a competitive analysis. Checking out what icons trivago's competition was using as well as what comes up via metasearch tools like Google I found that there are a few standard archetypes of icon for EV charging.

Namely, charging stations with a lightning bolt mark, plugs and cars. I quickly identified that the charging station variant would work best for our context for the following reasons:

- Cars have many other associations in a travel context such as car hires or parking.
- Plugs alone are not something which is clearly associated with electronic cars specifically. It goes without saying that many items need charging or a plug to work.

EXISTING TRIVAGO ICONOGRAPHY

Unfortunately, there was only two icons from trivago's iconography library which are relevant to the criteria of an EV charger. A plug icon and a car icon. The car icon is already in use representing car hire on trivago's website. Plus, they are both not utilising the strongest concept in my view, that being the charging station. Therefore, the only option left was to design a new icon following trivago's iconography guidelines.

EV CHARGER ICON EXPLORATION

I explored many variations of the charging station design based off of the competitive analysis which I had done earlier. That prior research provided me with plenty of inspiration for how to represent a charging station as an icon. So my exploration mostly conducted experiments within the constraints of the trivago iconography guidelines.

TRIVAGO ICON STYLE GUIDE

Specifically, to keep the icon design really minimalistic and simple. Icons are automatically kept simple if they are build out of simple shapes. Producing icons out of simple shapes has the additional benefits of being pixel perfect and being much faster to design once you get used to it.

ICON SETUP

Trivago does all the alignments in a 24x24 container (with a 2px safe zone), making sure that all the icons have the same size so that the development of components can be done independently icons as icons should not break the layout if they have to be replaced or updated.

ICON DESIGN

Trivago always use a stroke size of 1px with round caps. The main corner radius is 2px. But, for icons you can also use a corner radius of 1px for more detailed or angular corners when necessary. The main angle of lines is 45°. If you need a smaller angle you can use a 22,5° angle. If an element overlays another element, the top one has a 1px offset cut-out around it. If an icon has a strikethrough or if two elements cross, the top one gets flipped into the opposite direction of the bottom icon. It uses the global overlay rules and has a 1px offset cut-out around it.

ICON PROPOSAL

Image 7 was chosen to be the final iterations of the EV charger icon. Going for a minimal design I made the platform as simple as possible. The docking station itself became tall and slim so as to make space for a larger cable and plug without losing focus on station itself. Finally, I went with a two-prong plug to make it more recognisable.

KEY:

Competitive analysis

- Image 1: docking station
- Image 2: car + plug
- Image 3: car + docking station

Existing trivago icons

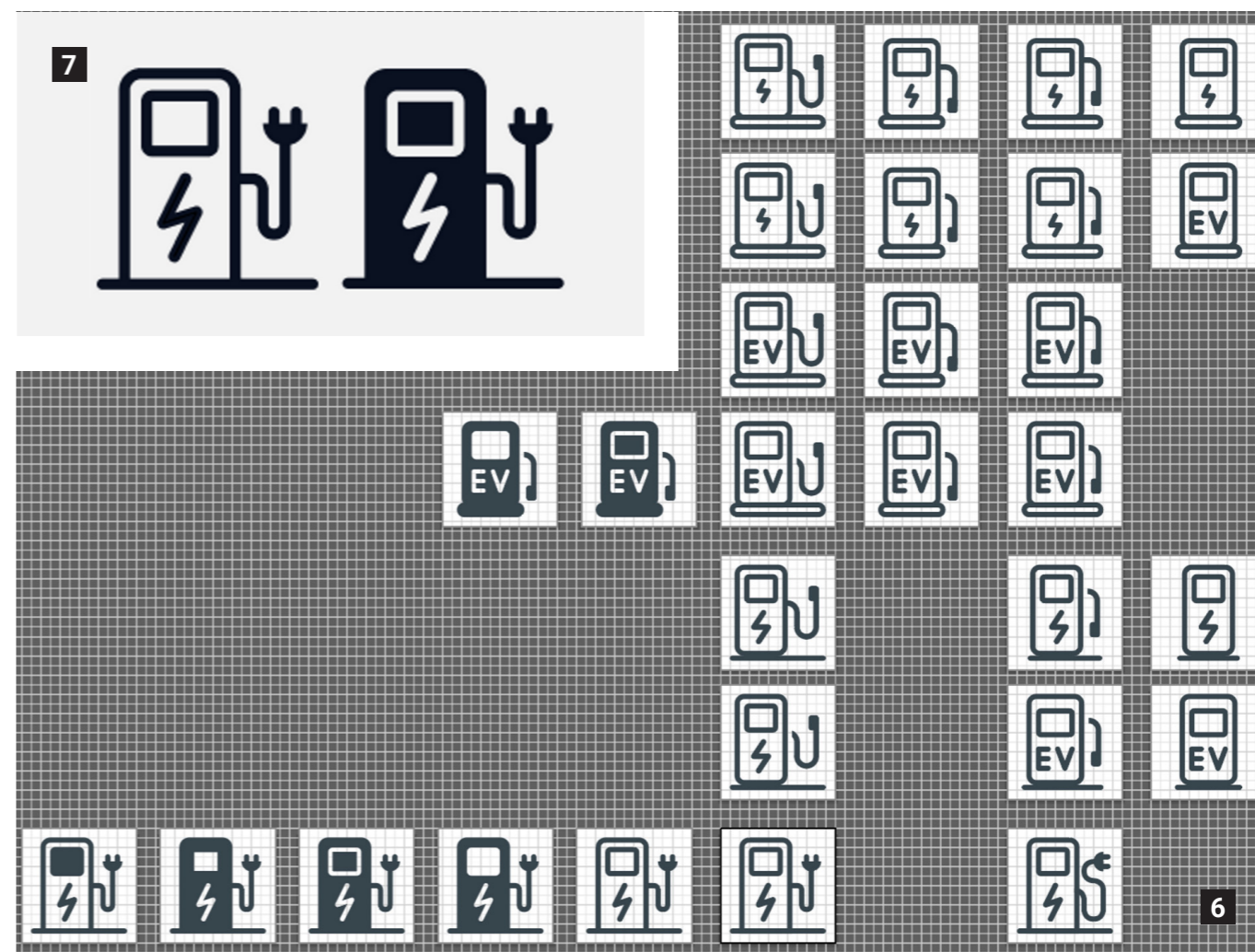
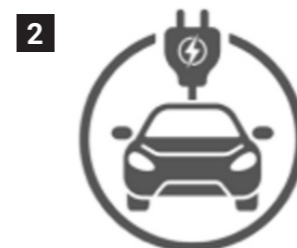
- Image 4: plug icon
- Image 5: car icon

EV charger icon exploration

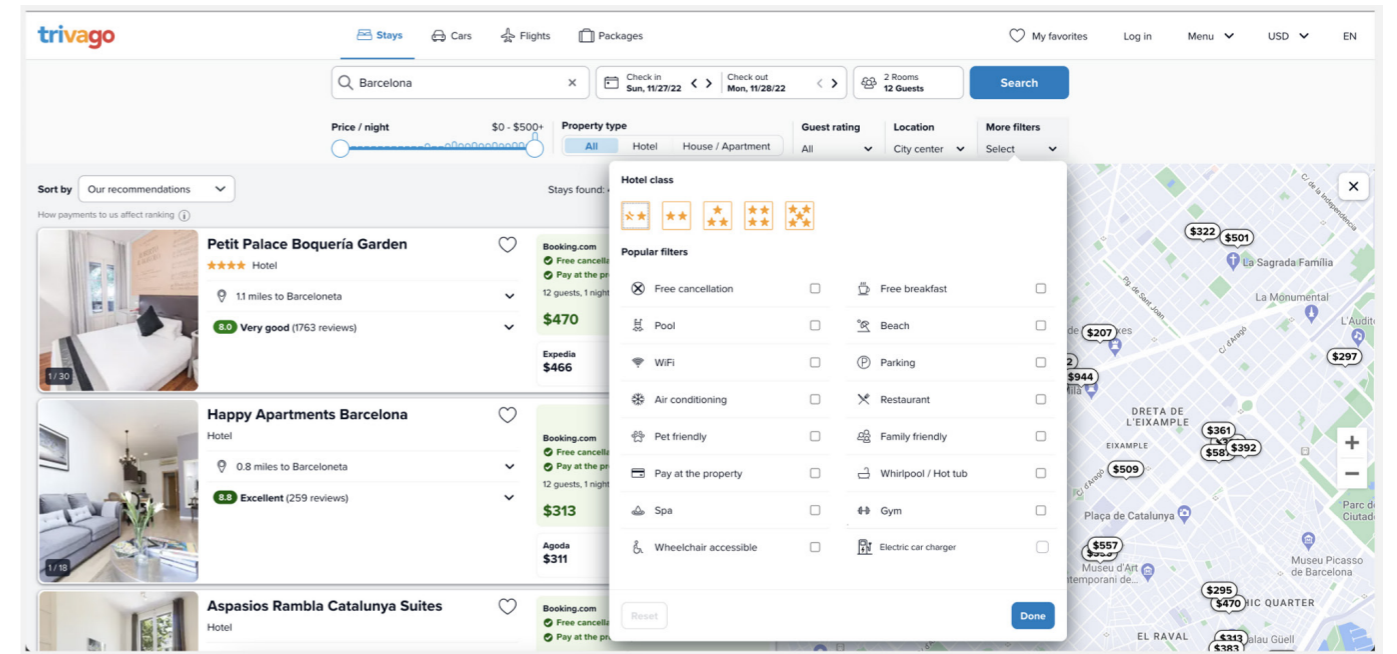
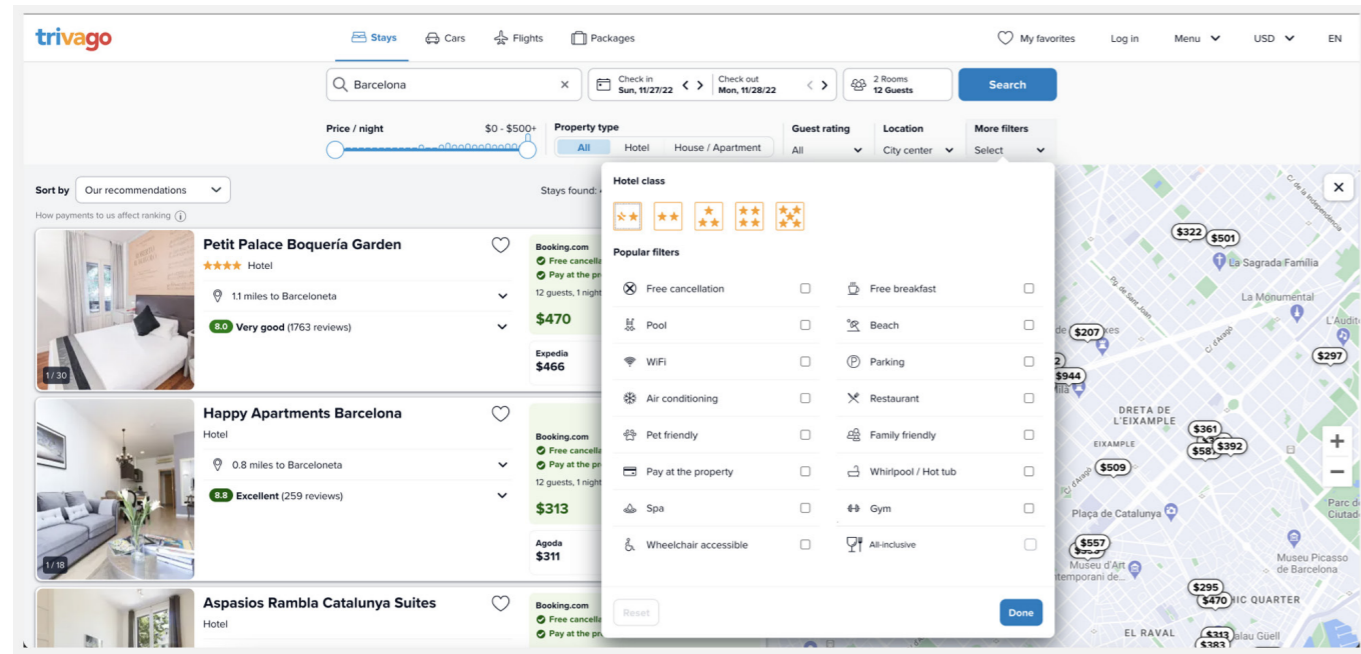
- Image 6: draft EV charger icons

EV charger icon proposal

- Image 7: icons to be tested



Implementation of The New Filters



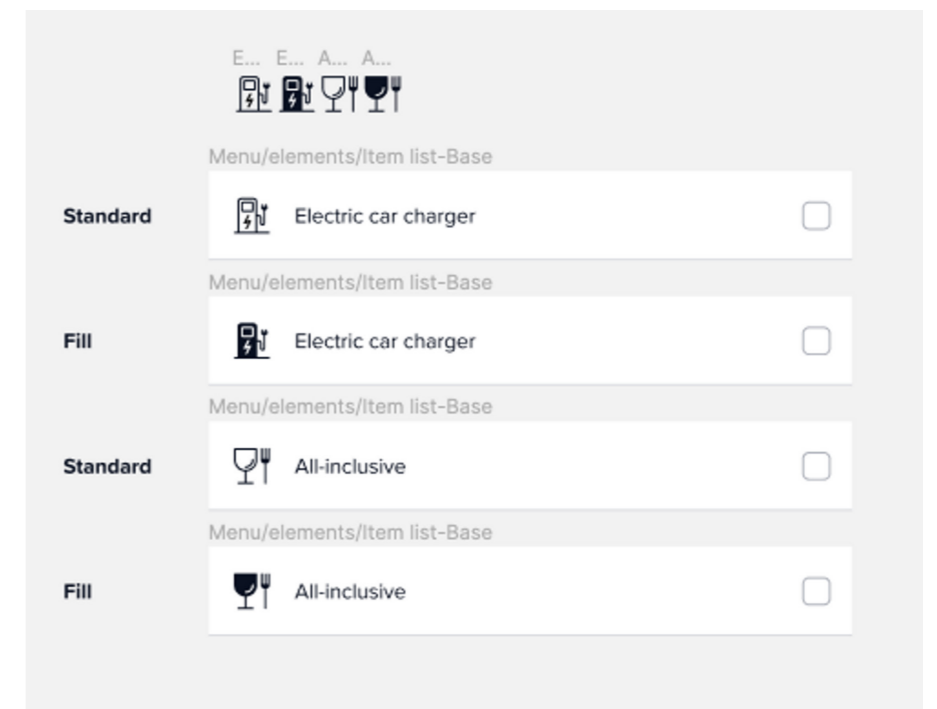
With the icons finalised for testing, I put together a couple of mockups demonstrating how the filters and their respective icons will be applied to the website. Additionally, I put together two new components for trivago's Figma UI library with permission from the Design Systems specialist at trivago.

Our UX Writer assisted me with the tagline accompanying the icon. Resulting in "EV charger" being shifted to "Electric car charger". This new term being much easier to understand even for those without an electric vehicle.

NEXT STEPS

With the design ready, an A/B test will determine whether these new filters encourage search for hotels meeting this criteria. Will travellers be more confident to book accommodation knowing that these additional features are available? Furthermore, will these new filters impact the use of already existing filters, either positively or negatively?

I look forward to finding out.



Questions to Answer

1.) What were the most significant differences between your work and projects during your internship or semester abroad in contrast to your projects and at the university?

Rather than starting on a project from scratch trivago as a product has already been iterated on for over a decade. This means that a lot of ideas on how to improve things have already been tested and not met the mark. It also means that under the previous criteria, trivago had been polished to an extent that it's difficult to make changes without decreasing performance.

Diversity in terms of skillsets and backgrounds. At university in many situations all of your peers are designers (or designers in training). Therefore, we tend to look at work from a similar perspective. However, at trivago I have been working with people not only with their own experiences. But, different fields of training. Such as:

- Other product designers with different levels of experience and specialisations
- Systems designers
- Product managers
- UX Researchers
- UX Writers
- Front-end engineers
- Back-end engineers
- Data scientists
- Data analysts
- Data engineers
- QA
- Customer support

Time frames as a student at university we have clear cut deadlines either via exams or assignments, we are informed of a particular cut-off date that we are working up to. However, in my product design internship while we would have overall goals for the quarter I was never given specific timelines...

...to complete my tasks by. I was given a lot of autonomy during a project in that sense. In addition, in a business especially within tech like trivago priorities can shift and change rapidly. Quite frequently a project will be dropped or handed over to a new team as restructuring takes place.

The scale of projects during my internship is significantly larger due to the significant budget difference. This has an impact on the scale of the teams which we work with. But, it also affects the tools and methods/training available.

2.) What are the insights you have had regarding your future career?

- I've learned the value of getting fundamental skills in fields connected to Product Design such as Data Analysis for cross-discipline communication.
- The importance of 1:1 meetings for building camaraderie.
- How crucial it is to find time for personal development in a workplace. But, also how necessary it is to look for ways to improve your team or departments workflow.
- I have learned that Product Design is a field in which with time and dedication I could truly excel in. Due to my adaptability and analytical thinking ability.
- In addition, I have cemented my hypothesis that I would highly enjoy this field. Which is mostly due to the high variance of tasks and the collaboration with colleagues/interviewees with a different background than your own.
- Finally, I have found working in the tech industry very rewarding. At trivago specifically the companies values aligned well with my own and I felt at home with the working culture. In addition to the team events which I believe help to create a trusting environment.

3.) What would you recommend to other students in search of an internship place or semester abroad?

ADPLIST MENTORSHIP

Book and meet over 11,550+ mentors for 1:1 mentorship in our global community. ADPList is a fantastic way to gain interview experience. Both for critical feedback and also for positive reinforcement and encouragement. Through 1:1s with Sami Hammami and Astrid Temper I was able to apply valuable feedback to my portfolio and establish my strengths to come in confidently for internship interviews.

THE COMPANIES EXPERT: BASIC INTERVIEW ADVICE (YOUTUBE)

The Companies Expert is a YouTube channel from an ex-CEO. He gives clarity on company expectations and best practices for standard interview questions such as "Tell me about yourself". Big open ended questions like these can be very challenging to answer in a professional manner when you have no experience. But, this channel simplifies the process into an actionable sequence.

THE FUTUR, PETRULA: PORTFOLIO CRITIQUE (YOUTUBE)

Petrula Vrontikis is a graphic designer and a full-time professor at ArtCenter College of Design in Pasadena California. As an educator, her goal is to prepare young designers for what will be expected of them both creatively and professionally. On the YouTube channel The Futur, she provides insight as to what recruiters are looking for when examining your portfolio. Having the perspective of the hiring manager is invaluable when putting together your own portfolio.

COFOLIOS: STUDENT PORTFOLIO SHOWCASE

Cofolios is a student portfolio showcase platform for UX design at top tech companies. With the ability to filter through many top tech companies like Meta, Amazon and Google. By giving access to such a large range of successful portfolios it's easy to get inspiration and learn what type of content typically features in these high standard portfolios.

MAYUKO: TECH CAREER ADVICE

Mayuko Inoue is a content creator and Software Engineer. After working in Silicon Valley tech companies like Intuit, Patreon, and Netflix for six years as an iOS Engineer, she became a full-time creator in 2020. Her work aims to help people find their way through the tech industry by sharing her own experiences navigating this world through technology, career advice, and lifestyle videos. She is passionate about discussions around mental health, cultural identity, and creating technology with empathy and compassion. I have appreciated her candor and positive outlook on careers in tech. I also appreciated the interviews with tech industry experts which she produced.

FOR INTERNATIONAL STUDENTS: FOCUS ON QUALITY APPLICATIONS RATHER THAN QUANTITY

Generally when job hunting, the advice given is to send as many job applications as possible. The theory is the more positions you send your application to, the more likely you are to get multiple responses for interview. However, I would strongly advise against this tactic for international students. The reason being, there are simply not that many positions which we are eligible for given that we don't speak the native language of this country, German. Internships are already a niche experience level which many companies don't hire for. So you are really not left with many options to apply for and rushing to send applications for those positions could be a big mistake.

- Don't be afraid to reach out to companies which are not openly hiring interns
- Demonstrate your enthusiasm for the company and position

I, Gabriel Hourigan have produced this documentation that covers my Mandatory Product Design Internship experience at trivago. You'll see what I've worked on and what I've learned.

The aim of my internship was to learn the basics of identifying opportunities and delivering solutions as a Product Designer from within the Stays - UX Design department.

To that end my focus would be a 50/50 split between learning product discovery and product delivery.

Product discovery, identifying user needs and product delivery being the attempt at providing solutions to those needs.