

# COMPETITIVE BENCHMARK

Hotel booking websites

Photo by Marvin Meyer on Unsplash




# PROJECT OVERVIEW

---

## The Context

- **Who** : Hotel booking websites
- **What** : competitive benchmark
- **Where** : AirBnB | Agoda | Secret de Paris | Mandarin Bay Sands
- **How** : Focus on homepage, search and select, entering details and payment process
- **When** : December 2021
- **Why** : identify how hotel booking websites manage the process we are trying to create, understand the conventions that should be followed and highlight best practices to emulate

## Color code

-  Green : Doing well
-  Orange : Can be optimized
-  Red : Doing wrong

## Vocabulary (glossary)

CTA = Call To Action

# LEARNINGS

---

## Understand the conventions

- Booking CTA button is placed on home page
- User can edit travel preferences at all steps
- Calendar is used to select dates and user can add rooms
- Booking steps are: search > Select > Customize (enter details) > payment > Confirmation

## Highlight best practices

- Search bar is placed on home page
- User can be flexible on travel dates, numbers of guests and rooms
- Sleek and minimalist design with standard icons
- Short text description that help the user throughout the booking process
- Use of a breadcrumb to help the user locate on the website
- Focus on room pictures and variety of views
- Offer various possibility of payment (credit card, paypal or onsite)
- Create conversation between the interface and the user
- Ease going back actions



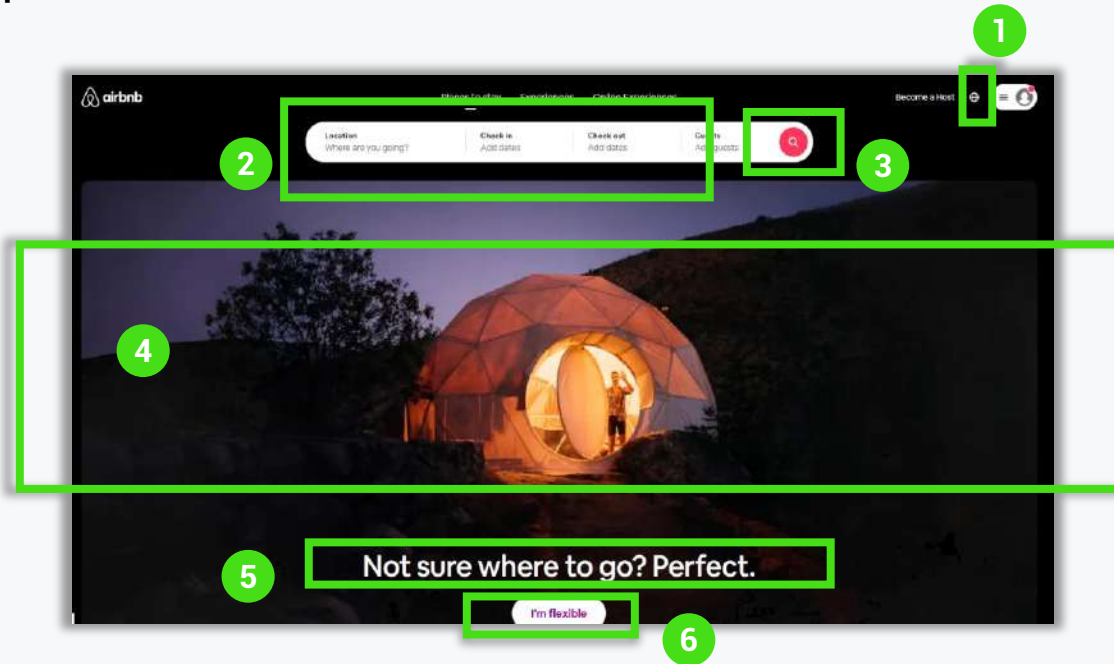
\* Crédit photo : Airbnb

Project : Hotel Booking Websites | Competitive Benchmark



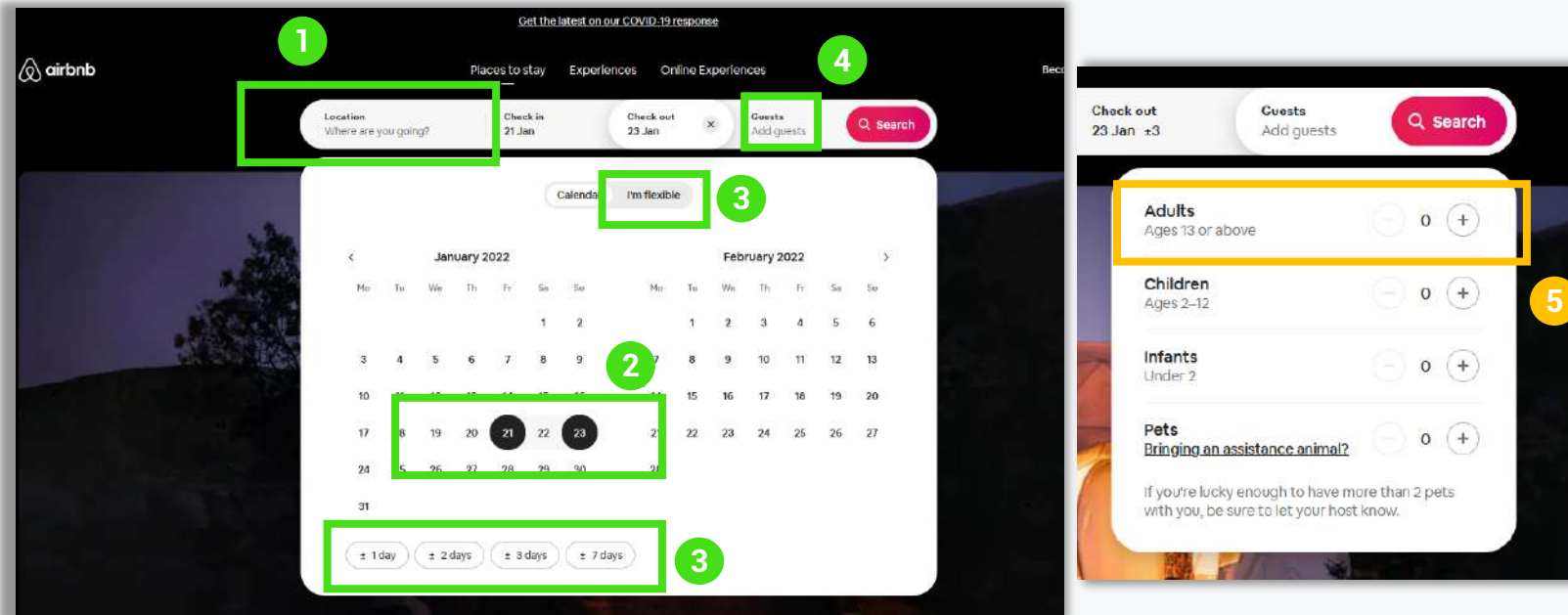
- [Website Location](#)
- Review : 12/15/2021
- Support : Desktop

# AIRBNB | HOME PAGE



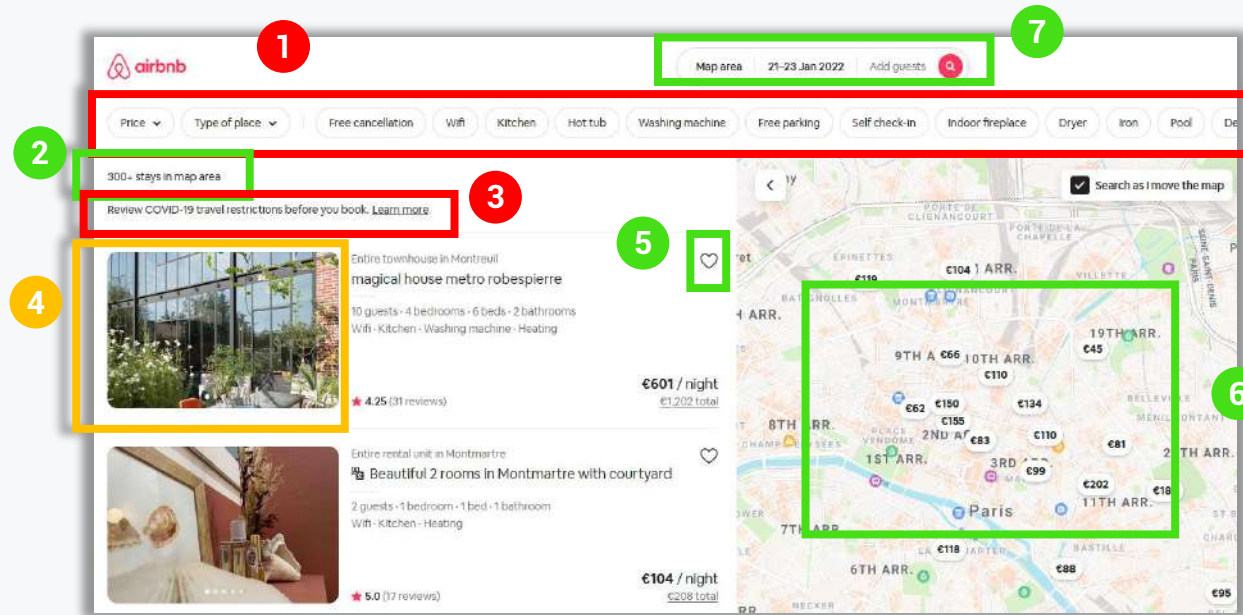
- 1 Website accessible to people from all around the world : Many different languages are listed.
- 2 Search bar is placed at the top of the page with a color contrast between the black and white backgrounds : it is easily visible.
- 3 Use of bright color makes the search icon visible and icon (magnifying glass) matches with standards.
- 4 Background picture is appealing and creates desire.
- 5 Flexibility and efficiency for users who haven't decided where to go yet.
- 6 Discrete secondary CTA button (white background color) compared to search button.

# AIRBNB | SEARCH AND SELECT (1)



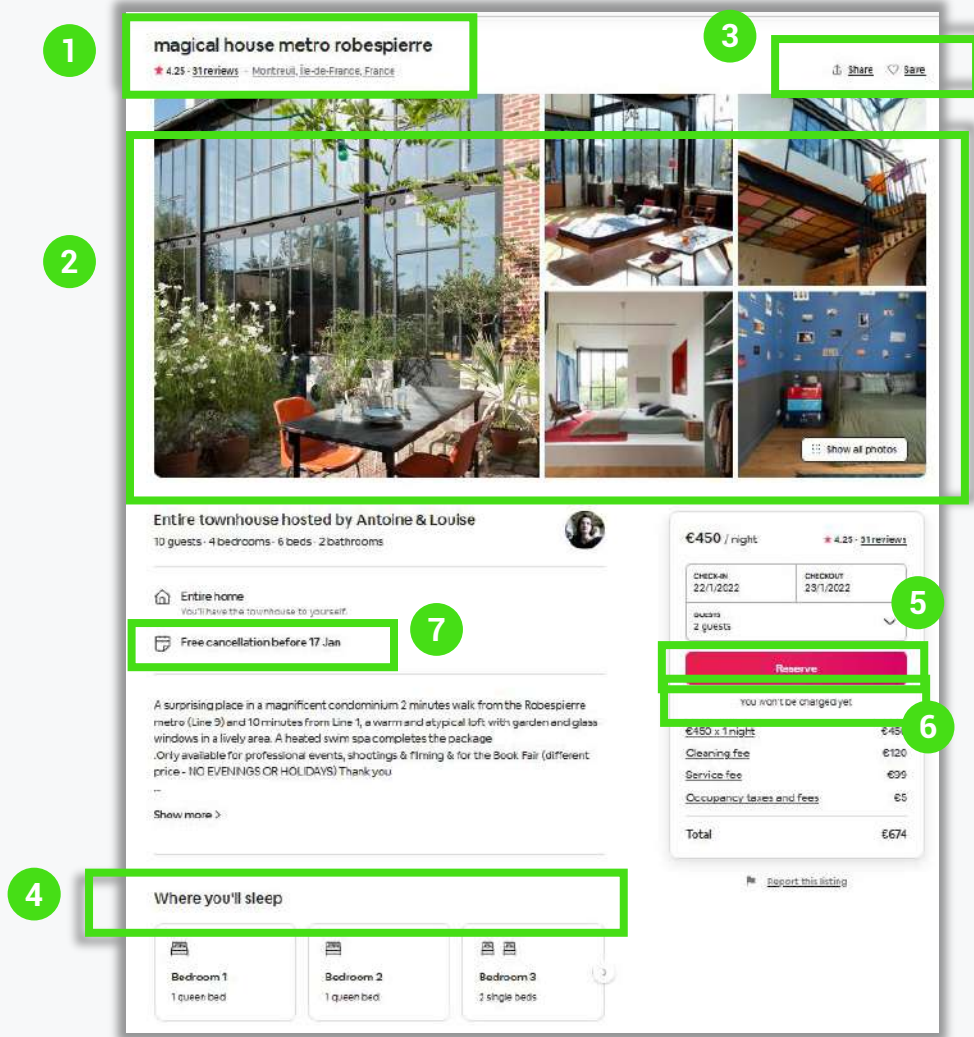
- 1 A direct question is asked to the user as if it was a real conversation between two people.
- 2 Travel dates are selected via a classical drop-down calendar. But there is no « Apply » CTA button.
- 3 Flexibility on modifying travel dates. And choice between using the calendar « I'm flexible » button for less specific research.
- 4 Interface doesn't presume of who the travelers are and who is navigating at the moment : couple ? Single ?
- 5 Too much details on the number and type of travelers. How far is the pet section necessary ?

## AIRBNB | SEARCH AND SELECT (2)



- 1** Too much buttons for the user to refine its research. Page reloads at every filter modification.
- 2** Interesting information on available stays : helps the user to refine its research – Not visible enough.
- 3** Important sanitary information about travel guidance during COVID-19 : not visible enough.
- 4** Diaporama offers great global view of the rents but no identified « select » button.
- 5** Possibility to create a wishlist to come back and make a later decision.
- 6** Both map and list view in same window : user can keep control on the map and still look for a place to stay according to their location preferences.
- 7** Users keeps control on travel dates and can modify them at any moment.

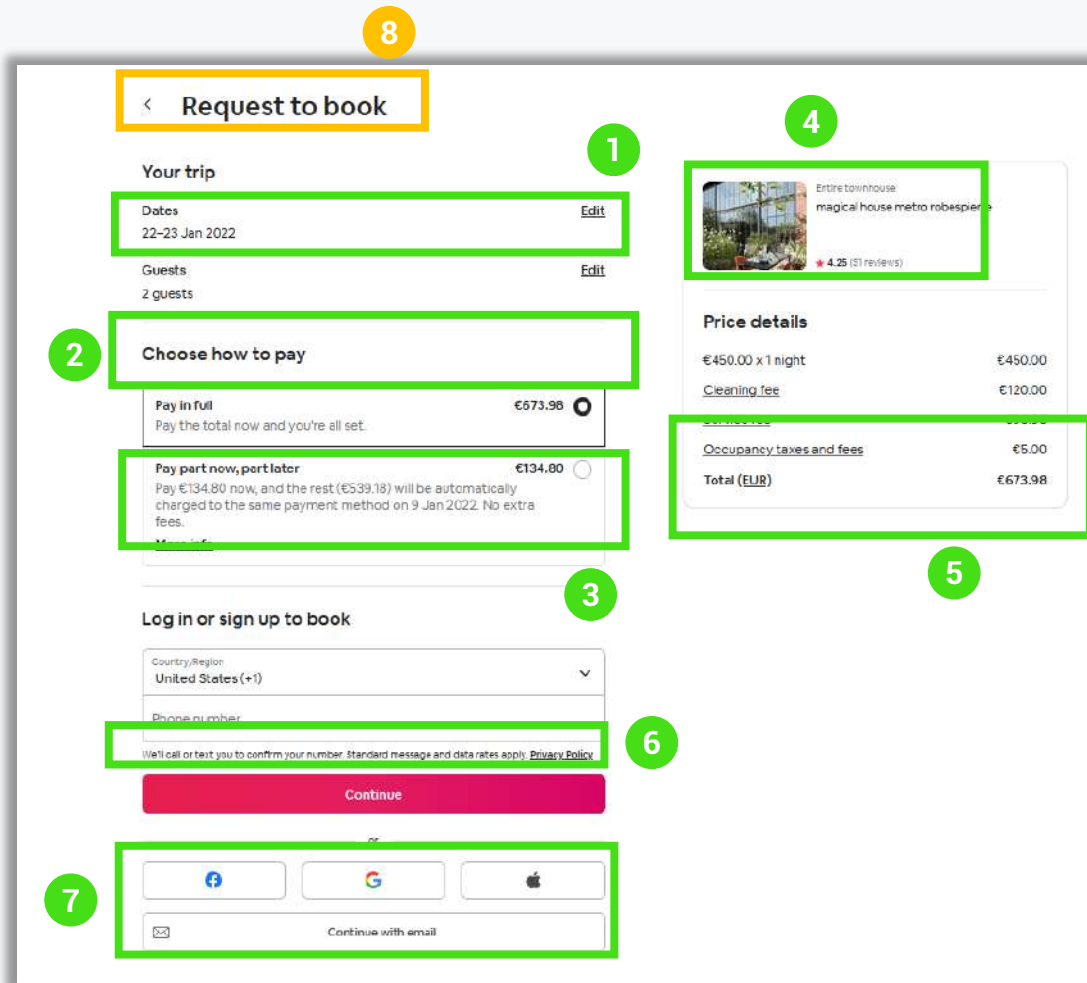
# AIRBNB | ENTERING DETAILS



- 1 Bold character title gives a quick summary of the rent (name, ratings, location).
- 2 Diaporama of photos helps user to project itself and see details of the place.
- 3 Possibility to external share of the announce and to save it in a wishlist = time gain.
- 4 Consistent conversation between the interface and the user.
- 5 Very visible CTA button (color contrast) and specific objective behind text : reserve = book.
- 6 Text reassures the user on money treatment before the payment step.
- 7 Information on cancellation conditions also reassure before payment step.



# AIRBNB | PAYMENT PROCESS (1)



- 1 User keeps control : possibility to modify travel dates and number of guests.
- 2 Text (use of « choice » as a verb) empowers the user : they are free to decide how to proceed
- 3 Flexibility on payments (full or later).with detailed description of each option : element of reassurance.
- 4 Quick recall of the selected stay via thumbnail image and name of the place.
- 5 All fees explained via the links : user knows exactly where its money will go.
- 6 Text reassures and explain personal data treatment.
- 7 Multiple log in options : phone number, web applications or email address
- 8 No consistency between text in CTA button : is it « book or reserve » ?

# AIRBNB | PAYMENT PROCESS (2)

The screenshot shows the Airbnb payment process for a stay at 'magical house metro robacpierre'. The interface includes a 'Pay with' section, a 'Billing address' form, a 'Price details' summary, a 'Required for your trip' section, and a 'Cancellation policy' section. Four callouts are present:

- 1** (Green circle): Points to the 'Pay with' section, which is highlighted with a green box. It shows a dropdown menu for 'Credit or debit card' and logos for VISA, AMERICAN EXPRESS, DISCOVER, and PAYPAL.
- 2** (Yellow circle): Points to the 'Billing address' form, which is highlighted with a yellow box. It includes fields for 'Street address', 'Apt or suite number', 'City', 'County', and 'Postcode'.
- 3** (Yellow circle): Points to the 'Enter a coupon' field, which is highlighted with a yellow box. The field is currently empty and has a small 'x' icon on the right.
- 4** (Green circle): Points to the 'Cancellation policy' section, which is highlighted with a green box. It states: 'Free cancellation before 14:00 on 17 Jan. After that, cancel before 14:00 on 22 Jan and get a 50% refund, minus the first night and service fee. [Learn more](#)'.

**Price details**

€450.00 x 1 night	€450.00
Cleaning fee	€120.00
Service fee	€96.56
Occupancy taxes and fees	€2.50
<b>Total (EUR)</b>	<b>€669.06</b>

- 1** Secured payment with HTTPS protocol | Multiple choice on credit card types.
- 2** Only necessary for businesses : should be activated by a checking box (are you a company?)
- 3** « Enter Coupon » field not visible enough : it can be missed.
- 4** Information on cancellation policy reassures before finalizing the payment.



- [Website Location](#)
- Review : 12/16/2021
- Support : Desktop

\* Crédit photo : Chiang Rai Times.com

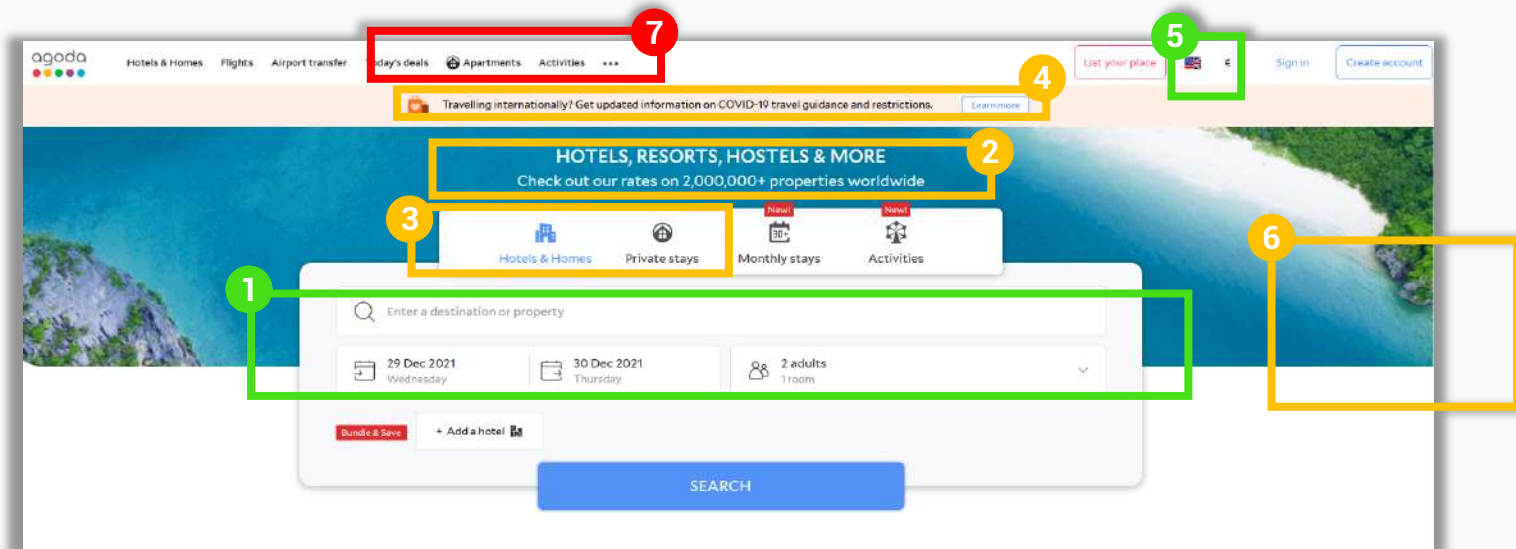
Project : Hotel Booking Websites | Competitive Benchmark

Arielle NTSONDE (She/Her)

UX Design Institute 2021-2

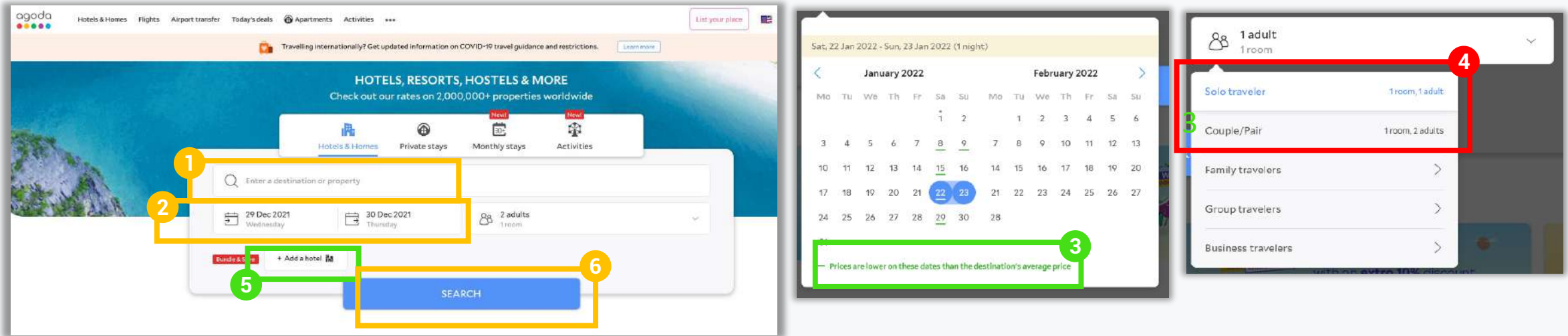
11

# AGODA | HOME PAGE



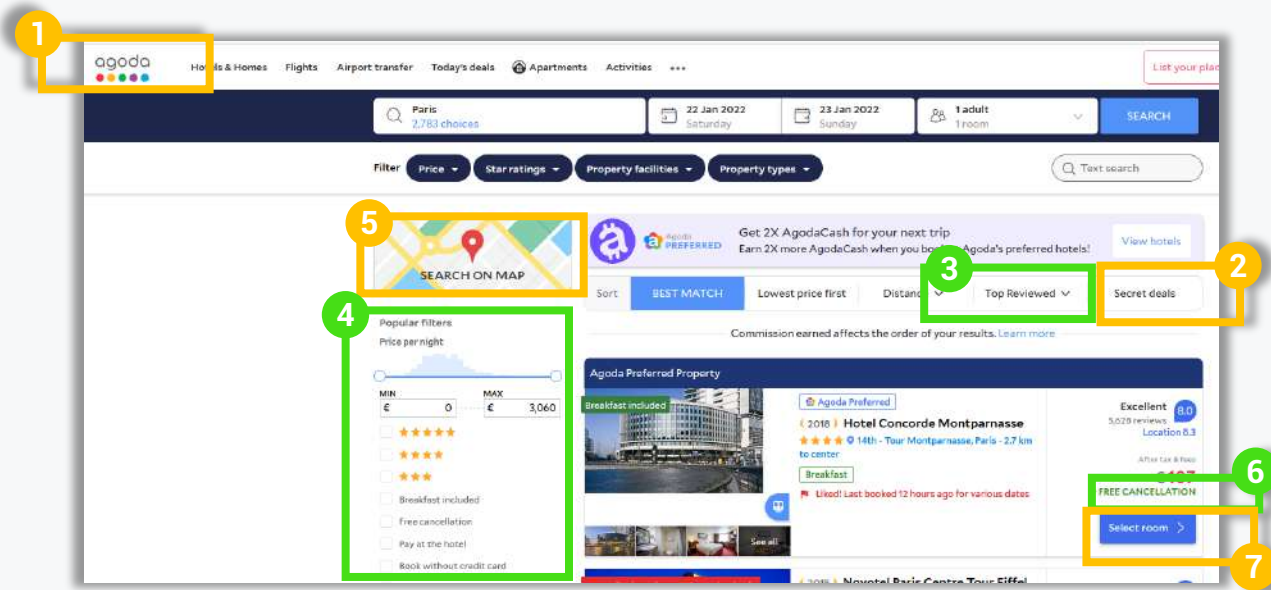
- 1 Search bar is placed on home page.
- 2 Non-attractive main title : it doesn't generate any emotion. Not visible enough : too small size and no color contrast with image background.
- 3 Difference between « Hotels & Homes » and « Private stays » is not very : what is behind those buttons ?
- 4 Important information about travel guidance during COVID-19 is visible thanks to colored background : reassurance for the travelers.
- 5 Website accessible to people from all around the world : possibility to switch language and currency.
- 6 No consistency between background photo (beach) and website service (hotel booking).
- 7 Filter Repetition (airport transfer), non visible but useful filter (car rental), inactive but visible filter (activities).

# AGODA | SEARCH AND SELECT (1)



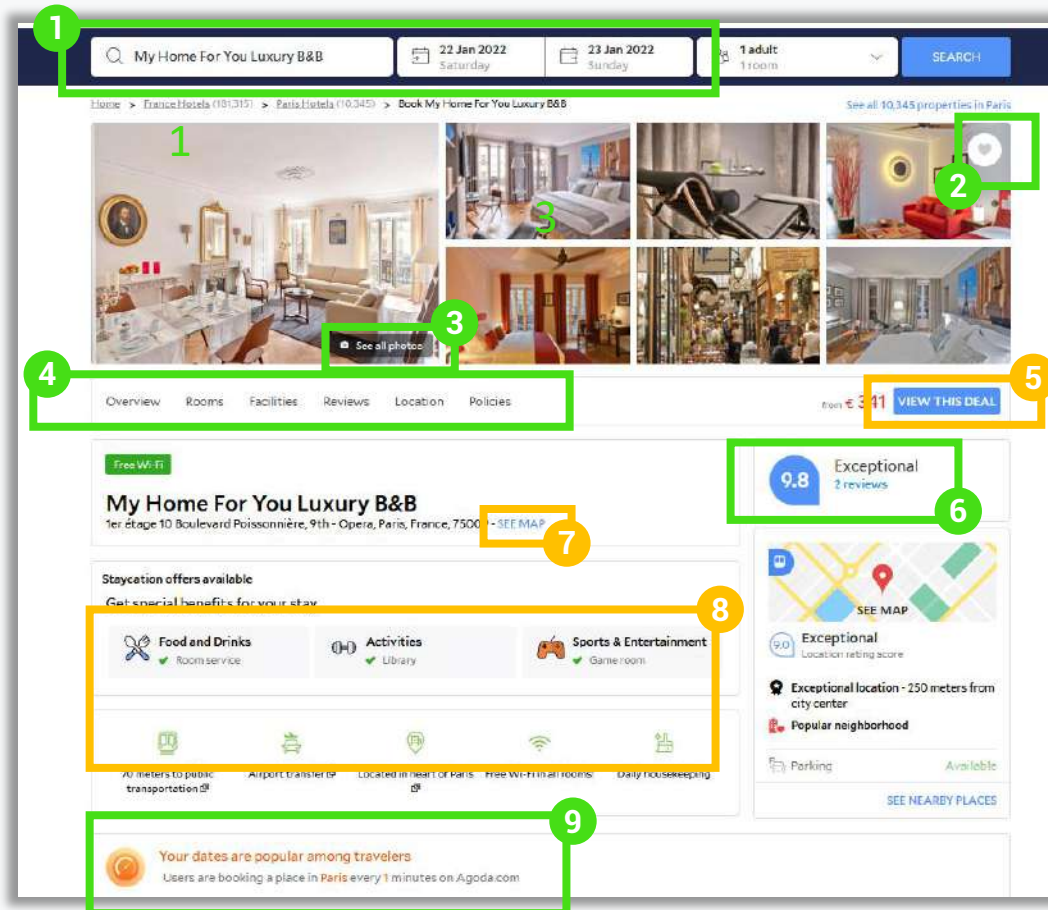
- 1 « Destination » and « property » are not precise terms : Placeholder text could be refined. Magnifying glass is irrelevant here : should be placed in CTA button « search ».
- 2 No text describes what the user is supposed to select here. They have to assume. Is it check-in / out ? Entering guests ?
- 3 The interface provides the user with tips to pick up dates and save money.
- 4 Traveler section too segmented that that lengthen the process and forces user to pick up a labeled situation.
- 5 Possibility to can add a hotel to the search in case of travels with stopovers.
- 6 Too large CTA button compared to the number of letters and not visible enough on the page (no color contrast).

# AGODA | SEARCH AND SELECT (2)



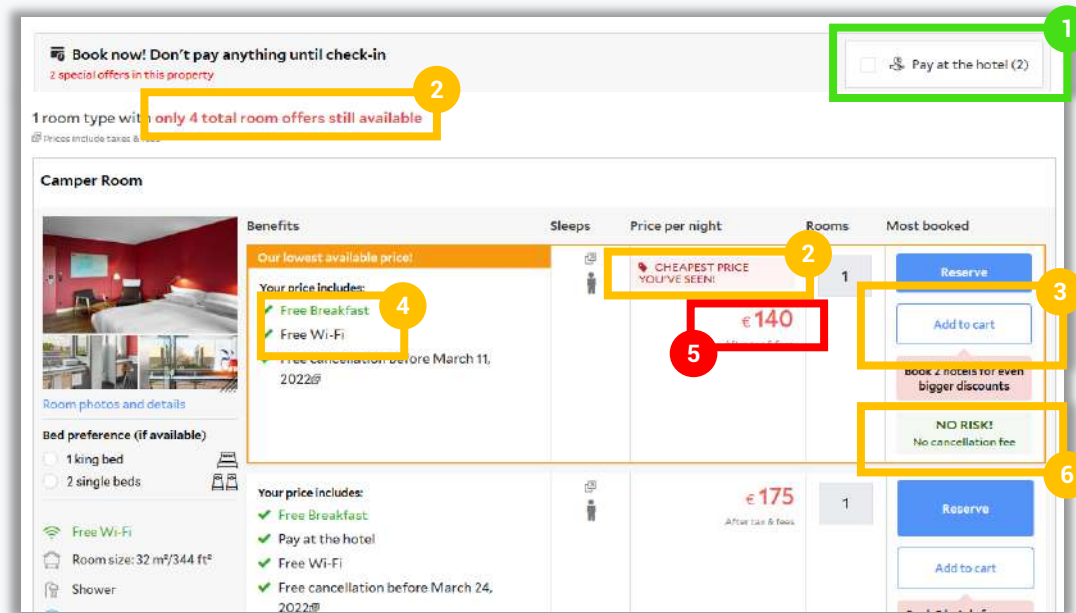
- 1 Not centered logo when zooming : unaesthetics.
- 2 Text on « secret deals » button is not very clear : what kind of content does it lead to ?
- 3 Flexibility to view ratings from similar types of travelers (couples, family): interesting for comparison.
- 4 Possibility to add sight-seeing oriented filters.
- 5 Separated Map and list view : forces the user to open 2 different windows.
- 6 Cancellation policy is displayed when available.
- 7 Unprioritized CTA button compared to the other buttons in the page : no color contrast

# AGODA | ENTERING DETAILS (1)



- 1 Interface reminds th user of the selected trip parameters. User is free to start another research at any step of the process.
- 2 Possibility to save a destination into favorites and create a wishlist and gain time.
- 3 Diaporama of photos enables the user project itself in the room.
- 4 Possibility to navigate through the different sections of the page and have a complete view of the room features. Useful because there is a lot of content in the page. Scroll to the top button eases the navigation.
- 5 Not possible to book the room at this stage. CTA button is not visible enough in the global page (no colour contrast).
- 6 Ratings help the user to take its decision and is visible enough. View map helps the user to geolocate.
- 7 Repetition of the map view CTA link and less eye-attracting than the graphic element.
- 8 Too many icons in too many different colors : risk of getting lost in all these information.
- 9 Text insists on the urgency of an offer to keeps the user's interest and grow conversion.

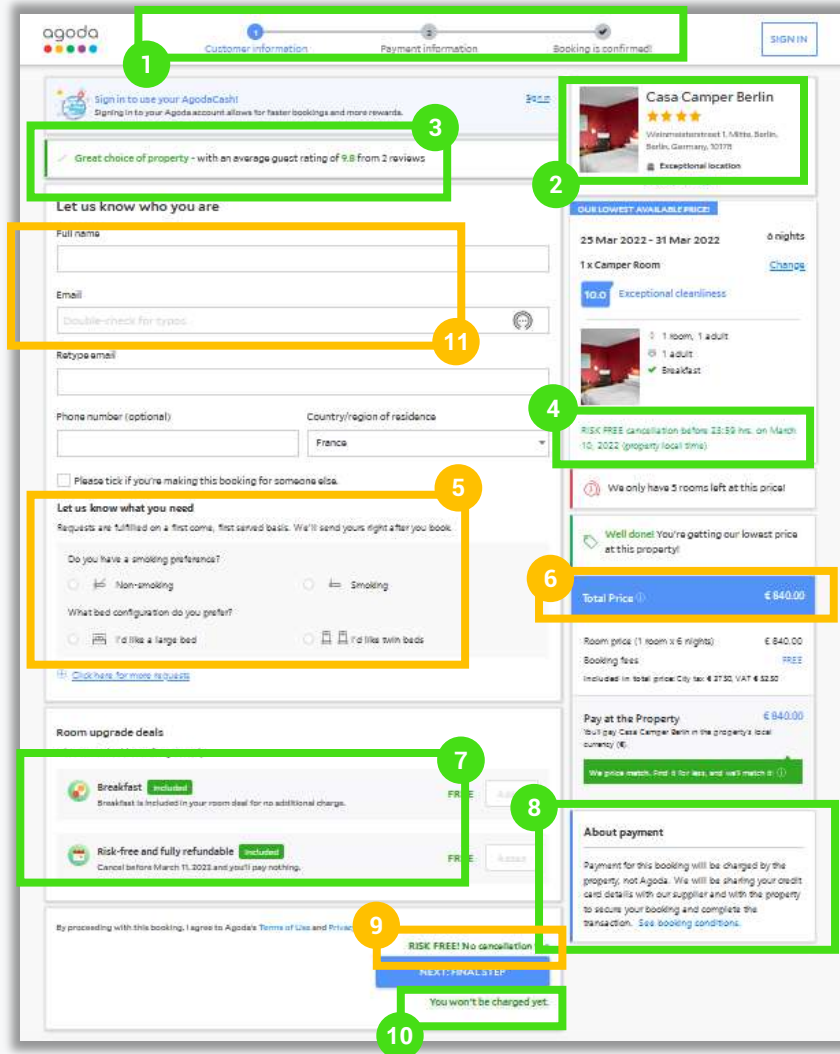
## AGODA | ENTERING DETAILS (2)



- 1 Fleibility to look for hotels that accept payment on site.
- 2 Too much urgency : focus seems to be on prices rather than on experience.
- 3 CTA button text is too e-commerce oriented : away from the user's reality that is booking a room and not buying a product at the supermarket.
- 4 Use of different colors create hierarchy in the text. Which option is the most important between "free breakfast" and "free Wi-Fi" ?
- 5 Red color means urgent or danger and can create bad emotions : should not be used for money or payment process.
- 6 Double negation generates confusion : text not very intelligible.

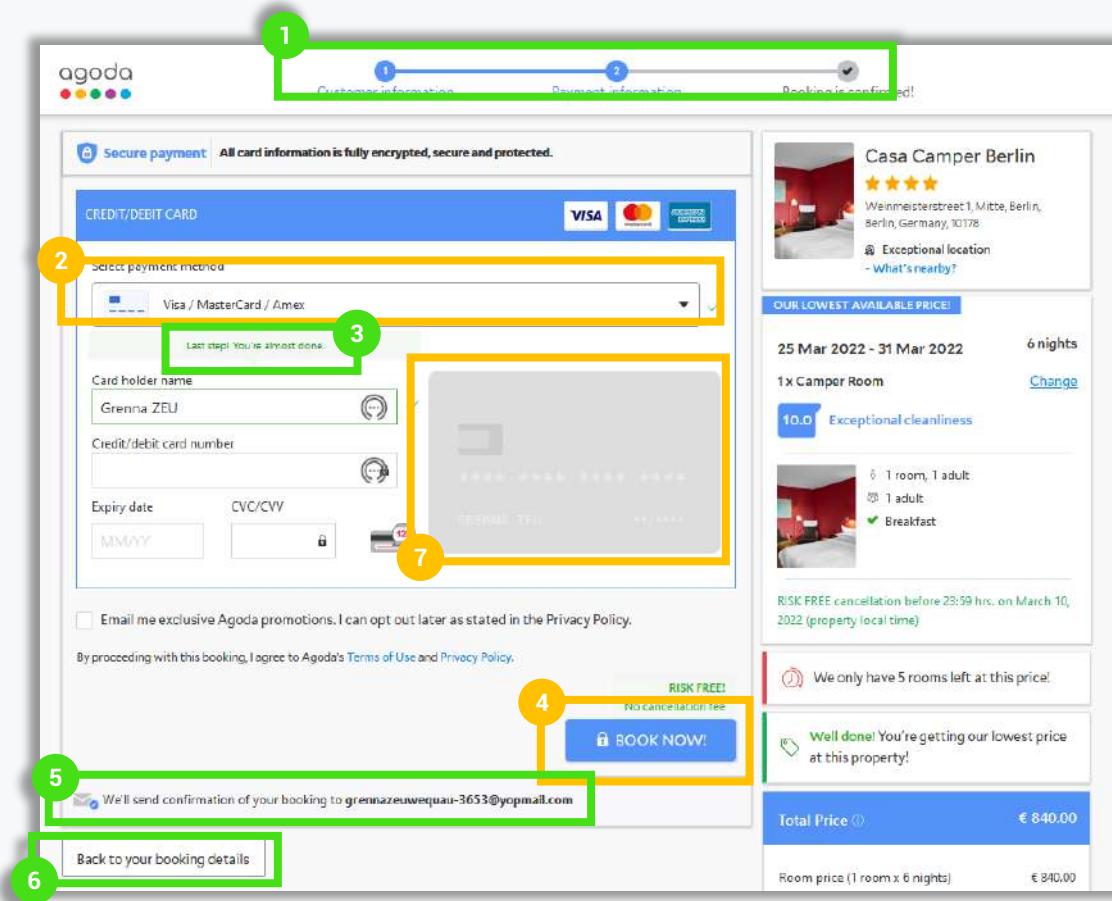


# AGODA | PAYMENT PROCESS (1)



- 1 Breadcrumb helps to locate on the page: user knows exactly at which step of the booking process they are.
- 2 Recall of the selected room using thumbnail image : user doesn't have to remember what it chose.
- 3 Congratulations encourage users and comfort in its booking decision.
- 4 Cancellation policy is reminded before payment step : this is an element of reassurance.
- 5 Room options should be selected during entering details step : coming late in the booking process.
- 6 Total price is too visible compared to main CTA button that is « NEXT : FINAL STEP ». Same background color is used.
- 7 Global and transparent vision of Additional and included options in the booking.
- 8 Payment treatment is explained in a details : user knows exactly but whom its money will be treated after transaction is complete.
- 9 Repeated too many times in one page (at least 3).
- 10 Text reassures the user on the fact that it won't pay any money yet by clicking on the button.
- 11 Asking the user to retype email lengthens the process. Especially since copy/paste option is desactivate on this field.

# AGODA | PAYMENT PROCESS (2)



- 1 Payment is secured with HTTPS protocol in the URL. The text about security is a reassuring element for the user.
- 2 No flexibility on payment modes : 1 option provided (credit card).
- 3 Interface indicates to the user which step it is : it knows the end is close.
- 4 No consistency between the text in this CTA buttons : « Book » on this page and « Reserve » on the previous one.
- 5 User knows what to expect : bold characters text explains precisely what will happen after booking in complete.
- 6 User keeps control on the booking process and can modify travel criterias until the payment step.
- 7 Is this graphic element relevant here ? It is not interactive and occupies a lot of space on the page.



Secret de  
*sp* Paris

- [Website Location](#)
- Review : 12/17/2021
- Support : Desktop

\* Crédit photo : Hotel Design, Secret de Paris

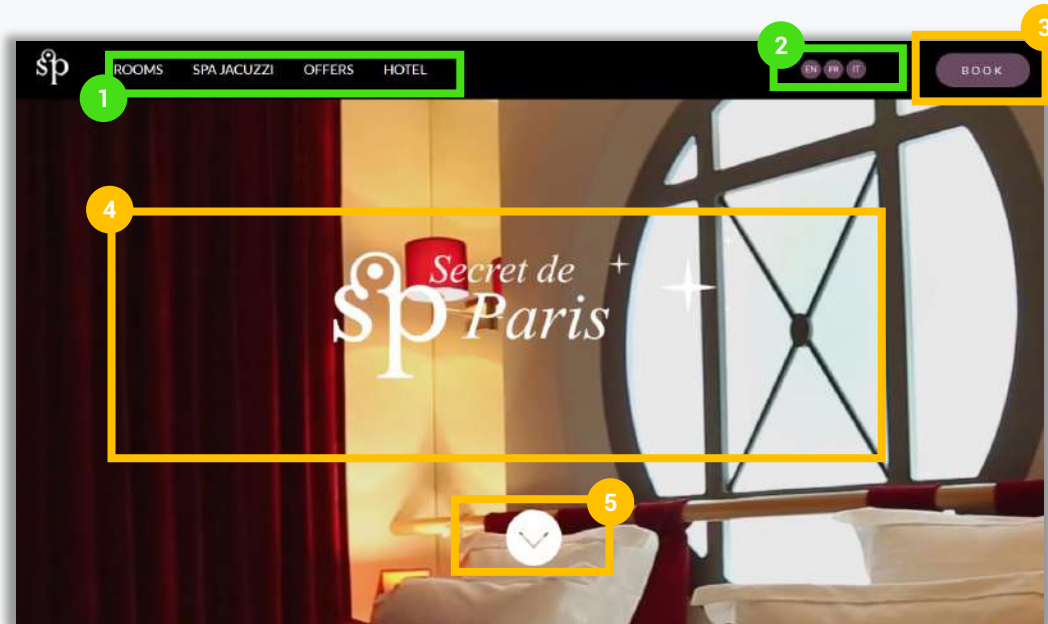
Project : Hotel Booking Websites | Competitive Benchmark

Arielle NTSONDE (She/Her)

UX Design Institute 2021-2

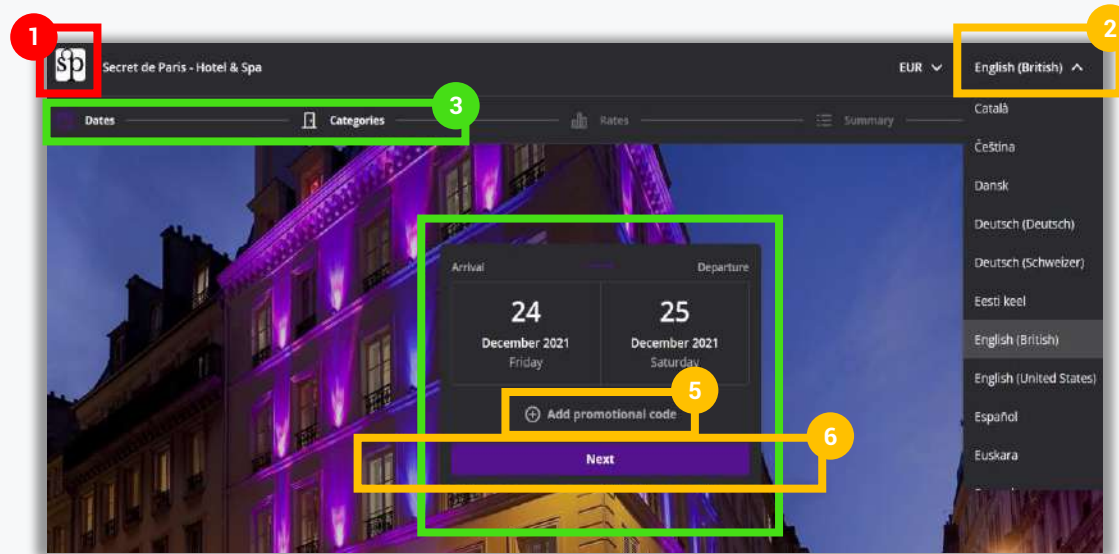
19

# SECRET DE PARIS | HOME PAGE



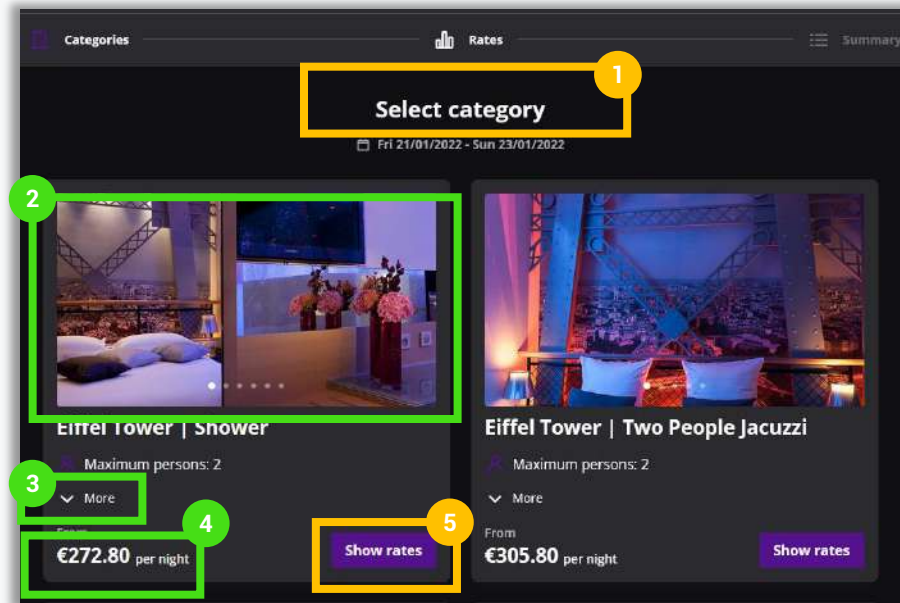
- 1 Simple menu offers overview of the hotel services and rooms thematics.
- 2 Website accessible to people from all around the world : possibility to change language.
- 3 CTA button not visible enough : no contrast color with background. Text is not specific enough : booking a room, spa time ?
- 4 Introduction video running too fast with no time to see. It may be heavy and slowing down the website speed.
- 5 The down arrow enables easy scrolling down but what is behind the click ?

# SECRET DE PARIS | SEARCH AND SELECT (1)



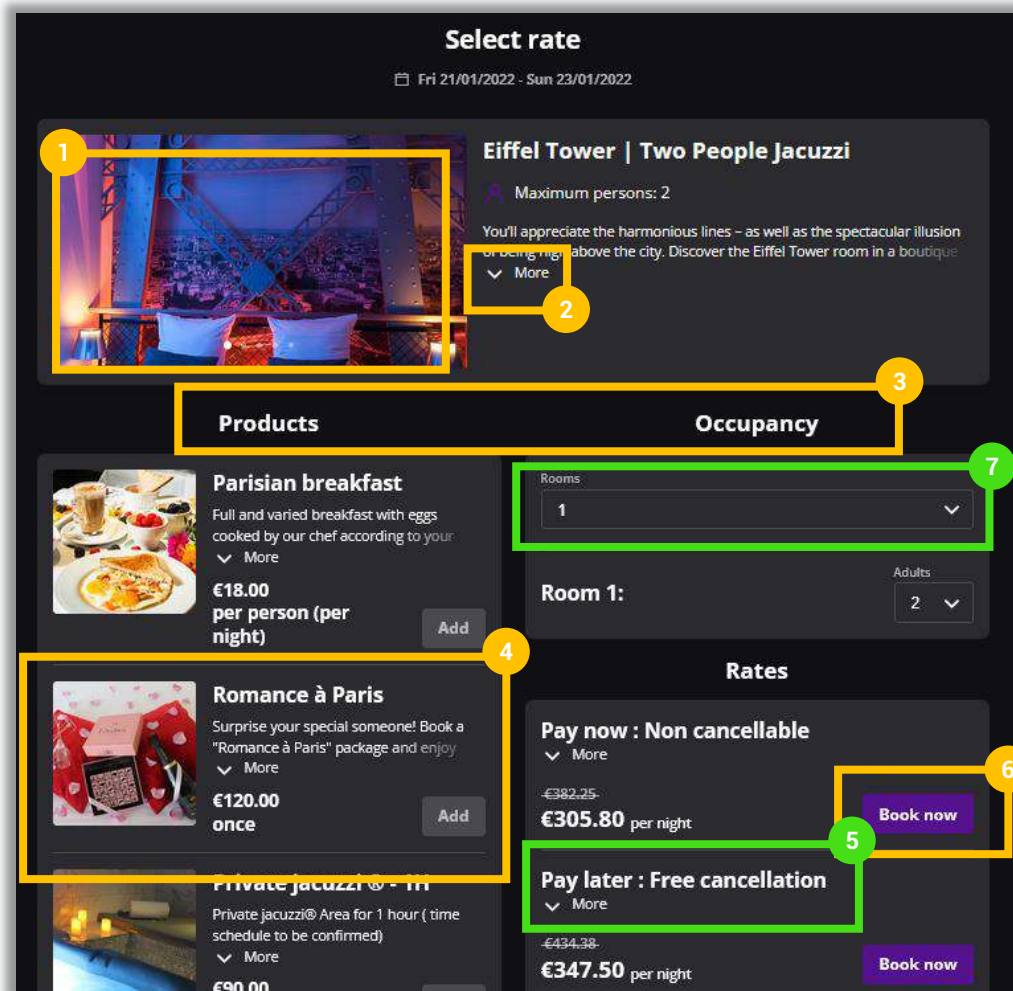
- 1 No clickable logo and no possibility to go back to homepage. No consistency between logo style on search page and home page.
- 2 No consistency between the language menu style on booking page (drop-down menu + over 10 languages) and language selection on home page (buttons + 3 languages only).
- 3 Breadcrumb helps the user to locate itself and know exactly at which step of the booking process they are. User can click to go back to previous step.
- 4 Classic and practical calendar. Once date 1 is selected, cursor automatically goes to date 2 selection. When date 2 is selected, calendar closes.
- 5 Too early in the process for the user to add a promotional code as no price is known : should come in payment process.
- 6 CTA button is not visible enough : no contrast color. Text not clear : what is behind « next » ?

## SECRET DE PARIS | SEARCH AND SELECT (2)



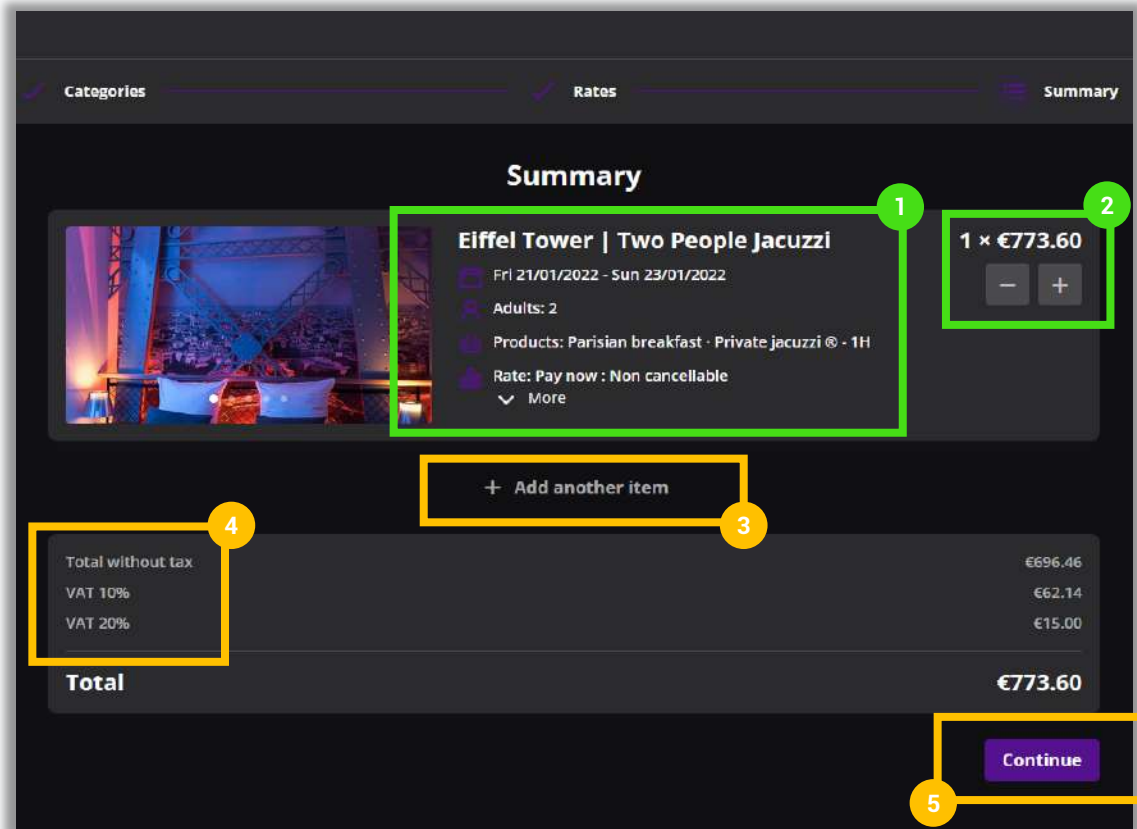
- 1 Title is not seductive :« Category » refers to a product rather than an experience. It doesn't suit with the sexy hotel ambiance.
- 2 Diaporama of images enables the user to have a quick view of the room before the entering details step.
- 3 Down arrow reveals a little description of the room that can help the user to project itself into the room experience.
- 4 The use of « from » helps to understand this is not the final price.
- 5 The choice of words is very price oriented. CTA button is not visible enough.

# SECRET DE PARIS | ENTERING DETAILS



- 1 Not large enough photo view : focus is not made on hotel themes.
- 2 Too much space in the box for short paragraph. Is the button « more » necessary ?
- 3 Text doesn't invite to dream : too e-commerce oriented not humanized enough.
- 4 Add-ons are the same for every room and take the lead over room description.
- 5 User is free to differ payment and cancellation policy is well explained with details text while clicking on « more ».
- 6 No hierarchy between booking buttons : which one is the most important ?
- 7 User has flexibility to add another room to the selection and specify the number of guests per room.

# SECRET DE PARIS | PAYMENT PROCESS



- 1 Details summary of the selected options and add-ons for the room but room isn't described enough. Cancellation policy is visible again.
- 2 User is free to add a room to the reservation.
- 3 The choice of word is too e-commerce oriented : « item » designs a product in supermarkets and e-shops.
- 4 2 VAT lines at a different percentage but not explained: is not normal ? Is it an error ?
- 5 5. CTA button is not visible enough and the writing « Continue » doesn't precise what the next step is.



## SECRET DE PARIS | PAYMENT PROCESS (2)

The image displays two screenshots of the payment process for Secret de Paris. The left screenshot shows the 'Contact & payment details' form, and the right screenshot shows the 'Payment' summary page. Both screenshots have yellow boxes and numbers highlighting specific areas of concern.

**1** Usefulness of this button is not very clear : will this person pay too ? Will it just receive booking confirmation ?, etc.

**2** Frame is too long : user needs to scroll down to fill in all the fields and reach the bottom of the page.

**3** Payment is secured with HTTPS protocol but user is only being proposed 1 payment option (credit card)

**4** The text « Marketing updates » isn't described : user doesn't which type of content it will agree to receive by checking the box.

**5** Logos of accepted payment cards appears 2 times on the page on close to one another.

- 1 Usefulness of this button is not very clear : will this person pay too ? Will it just receive booking confirmation ?, etc.
- 2 Frame is too long : user needs to scroll down to fill in all the fields and reach the bottom of the page.
- 3 Payment is secured with HTTPS protocol but user is only being proposed 1 payment option (credit card)
- 4 The text « Marketing updates » isn't described : user doesn't which type of content it will agree to receive by checking the box.
- 5 Logos of accepted payment cards appears 2 times on the page on close to one another.



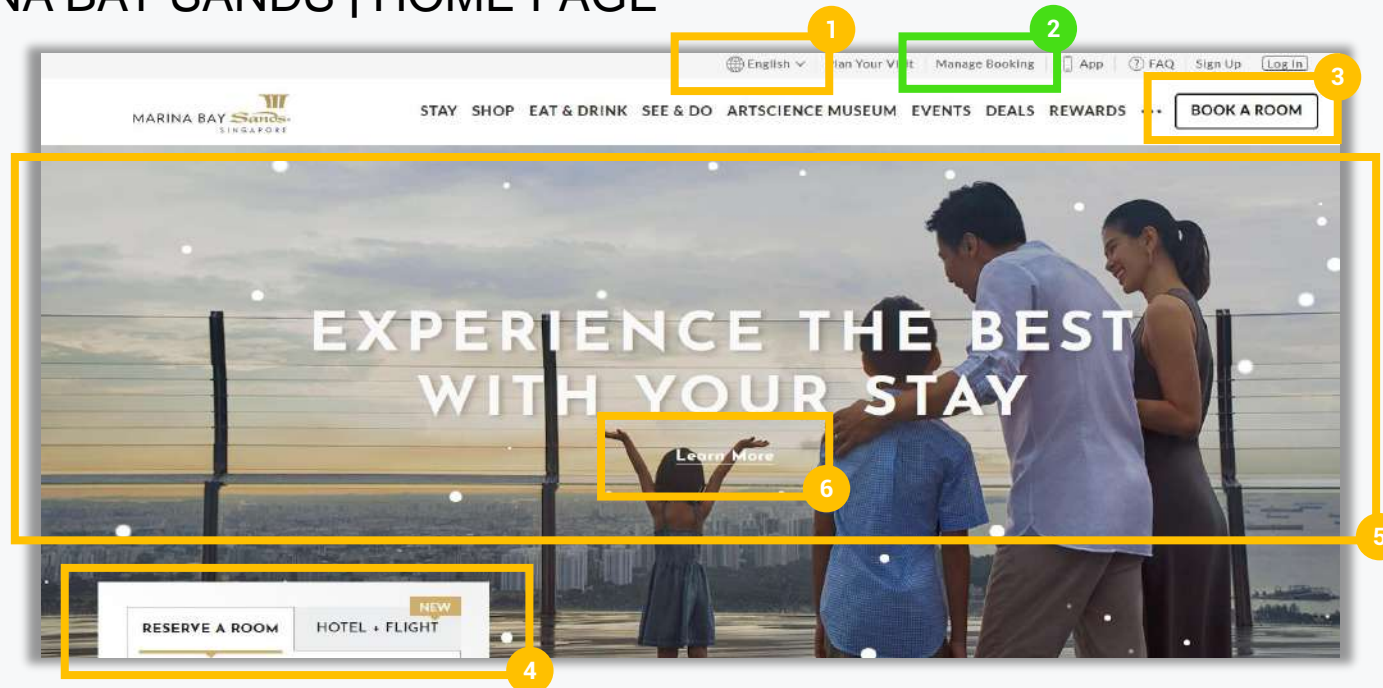
\* Crédit photo : Hotel Mandarin Bay Sands, Singapore (Premier room)

Project : Hotel Booking Websites | Competitive Benchmark

MARINA BAY  *Sands*<sup>®</sup>  
SINGAPORE

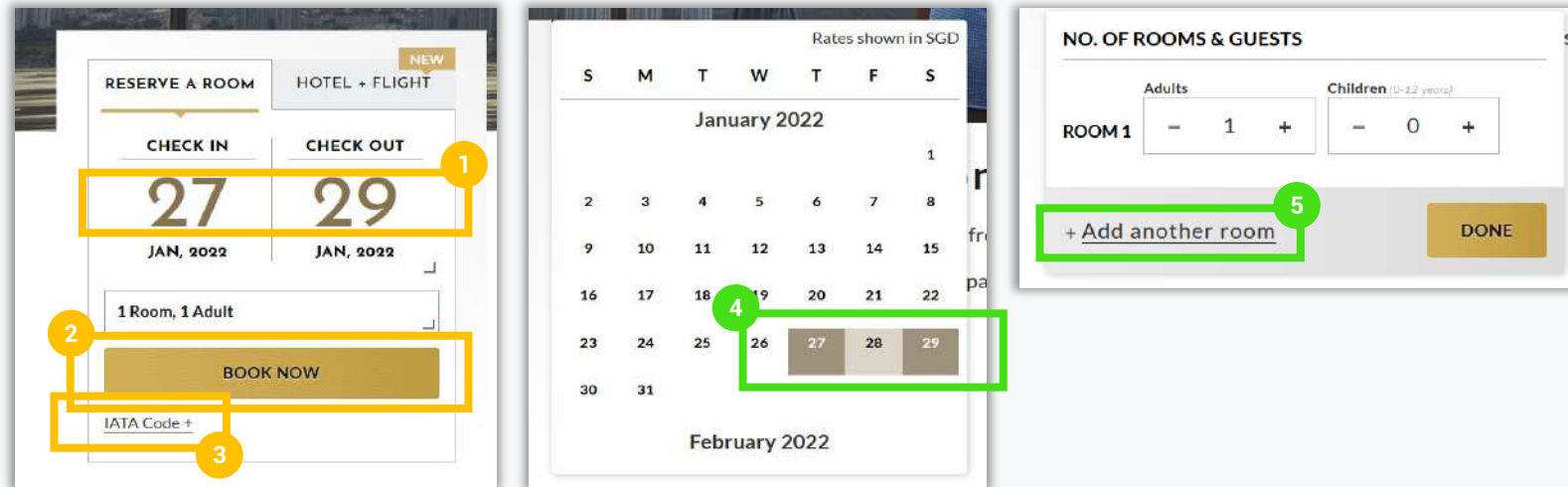
- [Website Location](#)
- Review : 12/18/2021
- Support : Desktop

# MANDARINA BAY SANDS | HOME PAGE



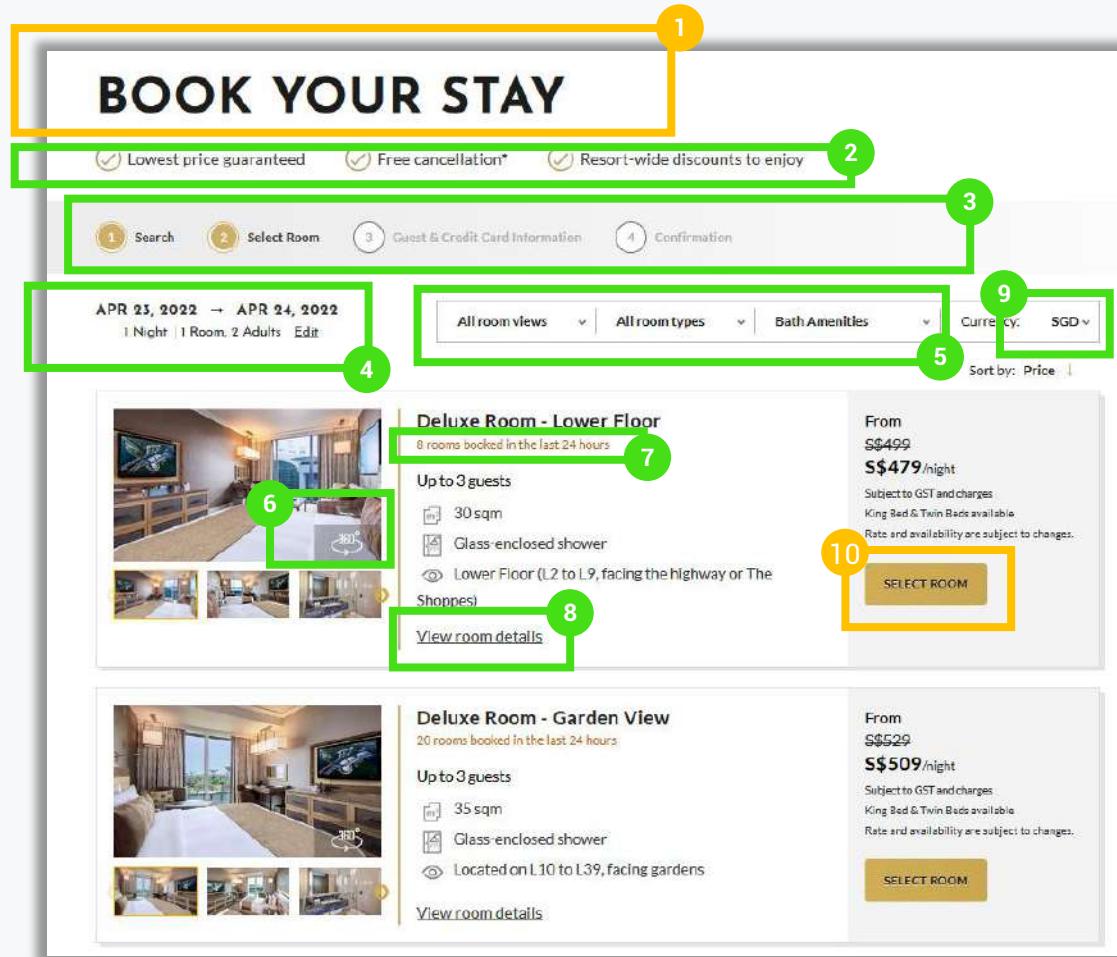
- 1 Website is not accessible for people from all around the world because user can change the language environment into English and 5 other languages in Asia.
- 2 Ease to find a previous reservation without having to log in at the step by entering reservation ID and email address.
- 3 Even with the black border, CTA button is not eye-catching : there is no contrast with colors.
- 4 No consistency between the texts of the booking buttons. Is it « book » or « reserve » a room ? The focus is made on the « Hotel + flight » buttons which can distract the user.
- 5 Main image is targeting family audience and not explicit about the service offered : how do the user know they are on a hotel booking platform ?
- 6 CTA text doesn't explain what kind of content hides behind the words « learn more ».

# MANDARINA BAY SANDS | SEARCH AND SELECT



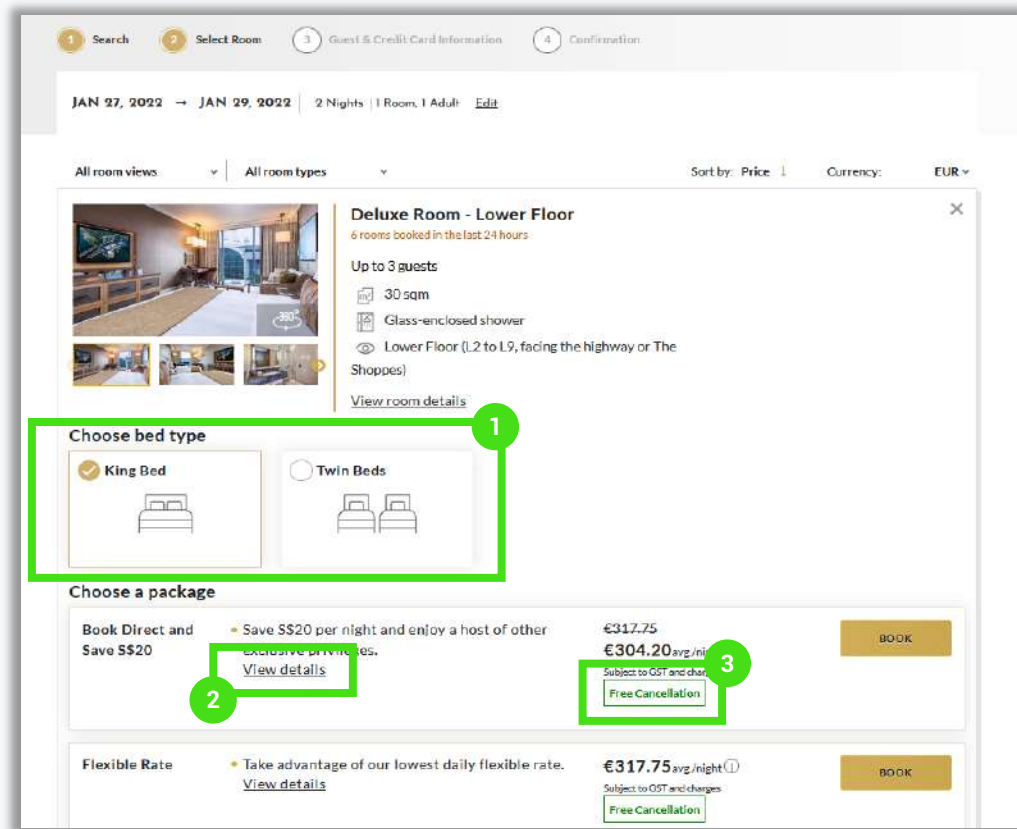
- 1 Numbers in the calendar are oversized and are styled in the same color as the CTA button (golden).
- 2 No consistency in the text : is it book or reserve ? Also, text color doesn't contrast with button background color.
- 3 Very specific term that is not explained. CTA button targets a specific audience which is not mentioned. It can be confused with a promotional code field.
- 4 Classic drop-down calendar that goes automatically from check-in to check-out date and closed after check-out is selected. User can scroll the calendar from top to the bottom instead of going from the left to the right using arrows.
- 5 User can easily add a room to its reservation and choose how it wants to distribute the guests in each room.

# MANDARINA BAY SANDS | SEARCH AND SELECT (2)



- 1 Title is oversized and is not consistent with the breadcrumb title which is « select room ».
- 2 Benefits from booking via the website are highlighted at the top of the page (free cancellation, prices...) They should also reappear at payment process for each room to reassure the user.
- 3 Breadcrumb helps the user to locate itself and know at which step of the process it is.
- 4 Travel options are recalled and user can easily edit them at any moment..
- 5 User can sort the results by type of view, room and/or bath amenities. They are free to choose the preferred ones.
- 6 Diaporama of image and 360° view enable the user to have a complete and realistic view of each room.
- 7 Information about room popularity can help the user making their decision. Bold characters and contrasted color make it visible.
- 8 Room details open in a new frame (inner-page) : it lightens the quantity of content in the page and avoid too much scrolling for reading details.
- 9 Option to change currency gives more transparency on the prices.
- 10 CTA button not visible enough : text color doesn't contrast with button background color.

# MANDARINA BAY SANDS | ENTERING DETAILS



- 1 User is free to choose the type of bed whatever the room is : practical wether you are willing to share bed with a guest or not.
- 2 Conditions of each package are detailed and explained in another window (opens inframe) : it lightens lisibility of the page.
- 3 Information on cancellation conditions are reminded before the payment is done within a CTA button : it reassures the user and can help it making up its mind.

# MANDARINA BAY SANDS | PAYMENT PROCESS

The screenshot shows a two-step payment process. The first step, 'GUEST INFORMATION', includes fields for Title, First Name, Last Name, Country/Territory, Phone Number, and Email Address. It also features a 'Room 1: Preferences' section with a dropdown menu. The second step, 'PAYMENT METHOD', displays the total amount in two currencies, a list of payment options, and a 'PROCEED' button. Annotations 1-6 highlight specific UI elements and their usability issues.

**1** GUEST INFORMATION

Please input in English only.

Title

First Name

Last Name

Country/Territory

Phone Number

Email Address

**2**

ROOM 1: 1 Adult

Deluxe Room - Garden View (Twin Beds)

Guaranteed access to the Infinity Pool

Marina Bay Sands Reimagine €746.09

Tax & Service Charges €132.06

TOTAL €878.15

**3**

Room 1: Preferences

Hotel Arrival Time (Check-in from 3pm)

Are you celebrating an occasion?  No  Yes

Room Preferences

**4**

**5** PAYMENT METHOD

Preferred mode of payment  VISA  Mastercard  American Express  JCB  UnionPay

Total amount: **\$51,292.35** €878.15 (You will only be charged for your stay after you check out)

**6**

Your payment card will be pre-authorized with \$51.00. Please note that this is not an actual charge on your payment card, and debit/prepaid card is not acceptable for pre-authorization purpose.

I have read and accept the [Terms & Conditions](#).

I wish to receive MBS marketing updates, preferably personalized content that I may be interested in, via any means of communications including email, text messaging, MBS devices, MBS applications, MBS websites, and other third party websites that I visit.

I agree to MBS processing my personal data as set out [here](#) to fulfil my request and I understand that I may visit [MBS Data Protection Office](#) for details on how to access or correct my data or withdraw my consent.

PROCEED

You may cancel your booking anytime before Jan 25, 2022 without incurring any charges.

- 1** Text is not humanized and too robotic : not giving the impression of a conversation between the user and the interface.
- 2** Form only has a few fields which is less work to do for the user. Too much information asked can stop the user from proceeding.
- 3** Information on personal data (email) treatment is explained in a detailed way : element of reassurance for the user.
- 4** Room preferences arrives a little bit late in the process. They should be asked during the entering details step. Not precised if they impact the final price.
- 5** User is free to choose between several types of payment cards : practical for international travelers.
- 6** Information on payment treatment reassures the user and can help it to proceed.

# HEURISTIC EVALUATION | JAKOB NIELSEN'S CRITERIA

	AIRBNB	AGODA	SECRET DE PARIS	MANDARINA BAY SANDS
<b>Visibility of system status</b>	<ul style="list-style-type: none"> <li>- CTA buttons are visible but not numerous enough</li> <li>- Few information about what is going on through the booking process</li> </ul>	<ul style="list-style-type: none"> <li>- CTA button not visible enough</li> <li>- No information about what is going on</li> <li>- No indicative titles in search bar</li> </ul>	<ul style="list-style-type: none"> <li>- Clickable breadcrumb of booking process indicates to the user where they are in the process.</li> <li>- Page titles indicates the user what action it has to carry out on the page : « select room / page... »</li> </ul>	<ul style="list-style-type: none"> <li>- Clickable breadcrumb of booking process indicates to the user where they are in the process.</li> <li>- Readable CTA buttons that clearly describe the action between the click</li> </ul>
<b>Match between system and the real world</b>	<ul style="list-style-type: none"> <li>- Conversation from the interface to the user via direct questions.</li> </ul>	<ul style="list-style-type: none"> <li>- Both details on the room and on the hotel are provided</li> <li>- Texts of CTA button are specific</li> </ul>	<ul style="list-style-type: none"> <li>- Graphic chart (dark) invites to mystery and fits with the brand name</li> <li>- Only possible to book a room for 2 as it is a romantic hotel</li> </ul>	<ul style="list-style-type: none"> <li>- Rooms can be virtually visited thanks to 360° view</li> </ul>
<b>User control and freedom</b>	<ul style="list-style-type: none"> <li>- Freedom to modify travel dates and guests at any moment of the booking process</li> <li>- Not « go back to » or « continue to » button</li> </ul>	<ul style="list-style-type: none"> <li>- Possibility to go back to previous step with research breadcrumb</li> </ul>	<ul style="list-style-type: none"> <li>- Possibility to go back to previous step using the breadcrumb</li> </ul>	<ul style="list-style-type: none"> <li>- Possibility to go back to previous step using the breadcrumb</li> <li>- Freedom to modify travel dates and guests at any moment</li> </ul>
<b>Consistency and standards</b>	<ul style="list-style-type: none"> <li>- Use of standard icons ease the interaction understanding. Heart = favorite, « Plus » = add, magnifying glass = search....</li> </ul>	<ul style="list-style-type: none"> <li>- Too much e-commerce references. User expects to book a room not to buy a product</li> <li>- Lack of consistency in the action words : « Reserve » VS « Book »</li> </ul>	<ul style="list-style-type: none"> <li>- No consistency between language menu or CTA text.</li> <li>- Not enough pictures of the room</li> </ul>	<ul style="list-style-type: none"> <li>- No consistency between conversation tone : humanized first and robotic at the end</li> </ul>
<b>Error prevention</b>	<ul style="list-style-type: none"> <li>- Important actions are explained to help decision making : Entire home = you'll have the house to yourself / Reserve = you won't be charged</li> </ul>	<ul style="list-style-type: none"> <li>- A few steps explained but too much purchase incentives</li> </ul>	<ul style="list-style-type: none"> <li>- Non-existent</li> </ul>	<ul style="list-style-type: none"> <li>- Important actions are explained to ease the navigation and prevent bad manipulations</li> </ul>



## HEURISTIC EVALUATION | JAKOB NIELSEN'S CRITERIA (2)

	AIRBNB	AGODA	SECRET DE PARIS	MANDARINA BAY SANDS
<b>Recognition rather than recall</b>	- Suggestions of destinations in the search toolbar to help the user go faster		- Picture + name of the selected room and travel dates are recalled during all the process	
<b>Flexibility and efficiency of use</b>	- Too much filters - Not enough intermediate call to action buttons	- Too much filters	- Not enough filters - Add ons take over pictures	- Not many filter options except for the room view and type of view
<b>Aesthetic and minimalist design</b>	- Sleek design with few colors and a lot of standard icons - Dreamy pictures are used over the amount of text	- Too much icons and colors - Too much text - Not enough focus on pictures	- Not enough focus on pictures - No consistency between used colors (different purple) - Some icons are invisible due to dark colors	- Sleek design with few colors and use of standard icons  - Icons associated to texts in descriptions ease the understanding
<b>Help users recognize, diagnose, and recover from errors</b>	- Error messages in red color with solution to help solve the problem	- Help is provided but lost behind purchase incentives	- Non-existent except for the payment step	Help is provided during all the process via short describing texts  Error messages in red color with solution to help solve the problem
<b>Help and documentation</b>	- FAQ/Support not very visible - Detailed explanation under titles to reduce the need for help	- Support / FAQ invisible		- FAQ is available on home page but not after