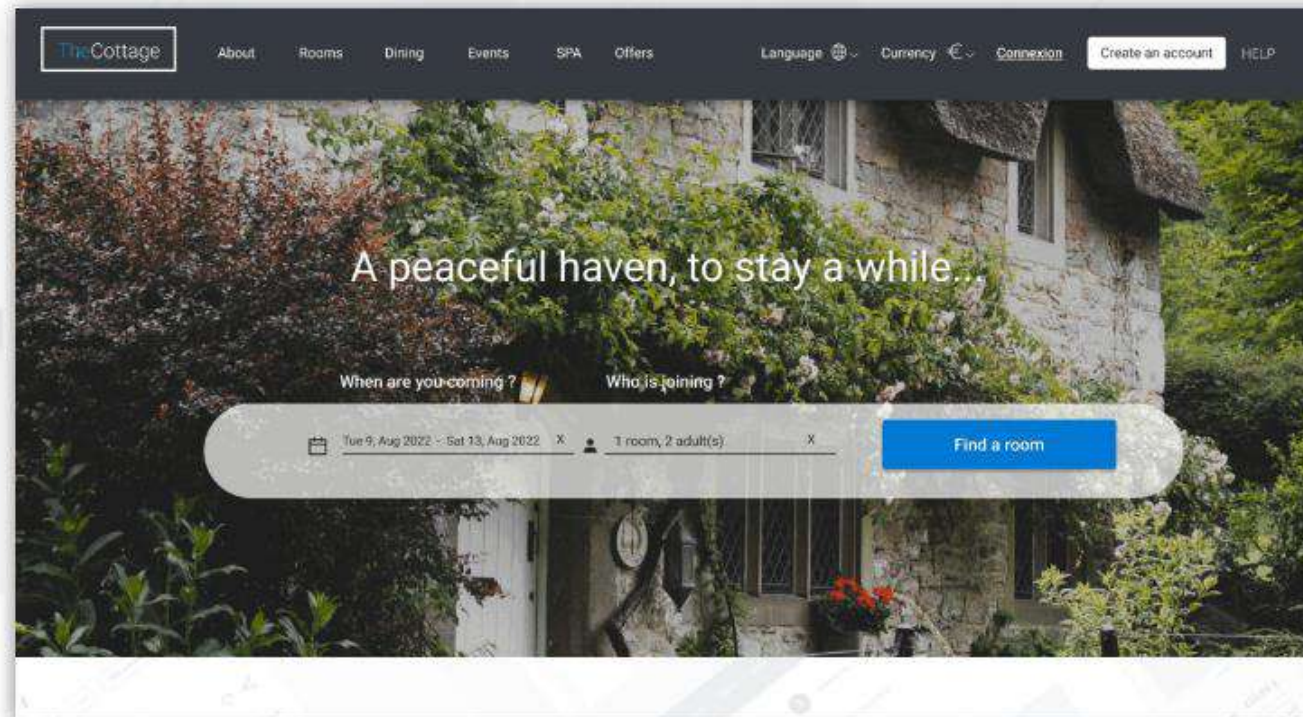


Documentation

Hôtel The Cottage

Concevoir une expérience de réservation d'hôtel en ligne, simple et accessible.



Summary

| | |
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| Competitive Benchmark | 03 |
| Online Survey | 36 |
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| Interaction design | 70 |
| Annotated wireframes | 118 |

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



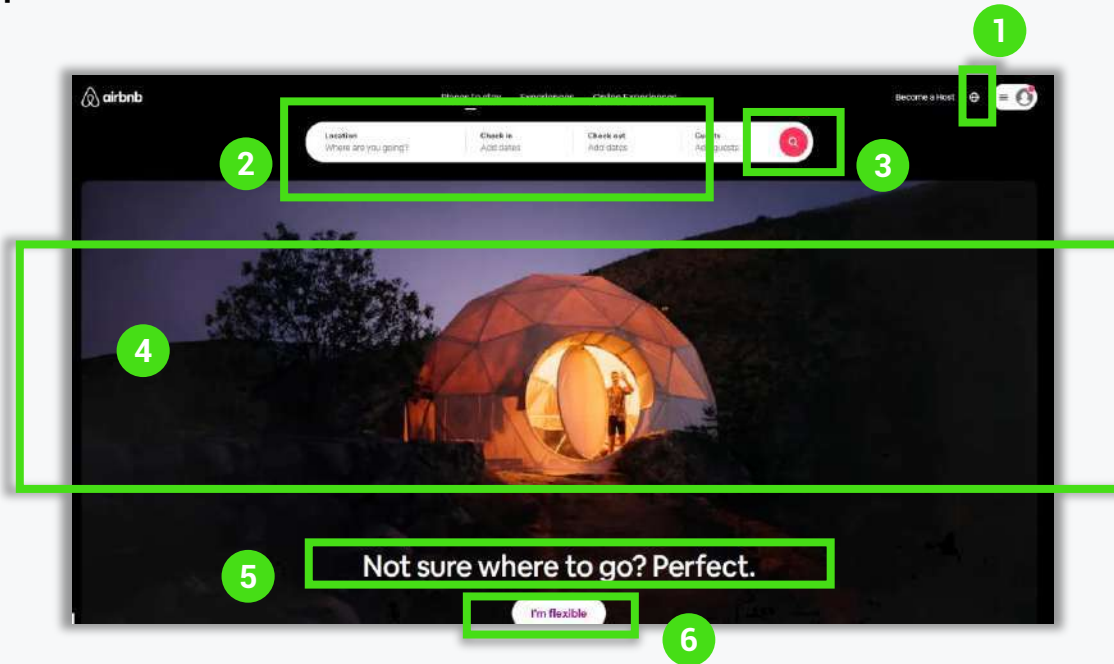
* Crédit photo : Airbnb

Project : Hotel Booking Websites | Competitive Benchmark



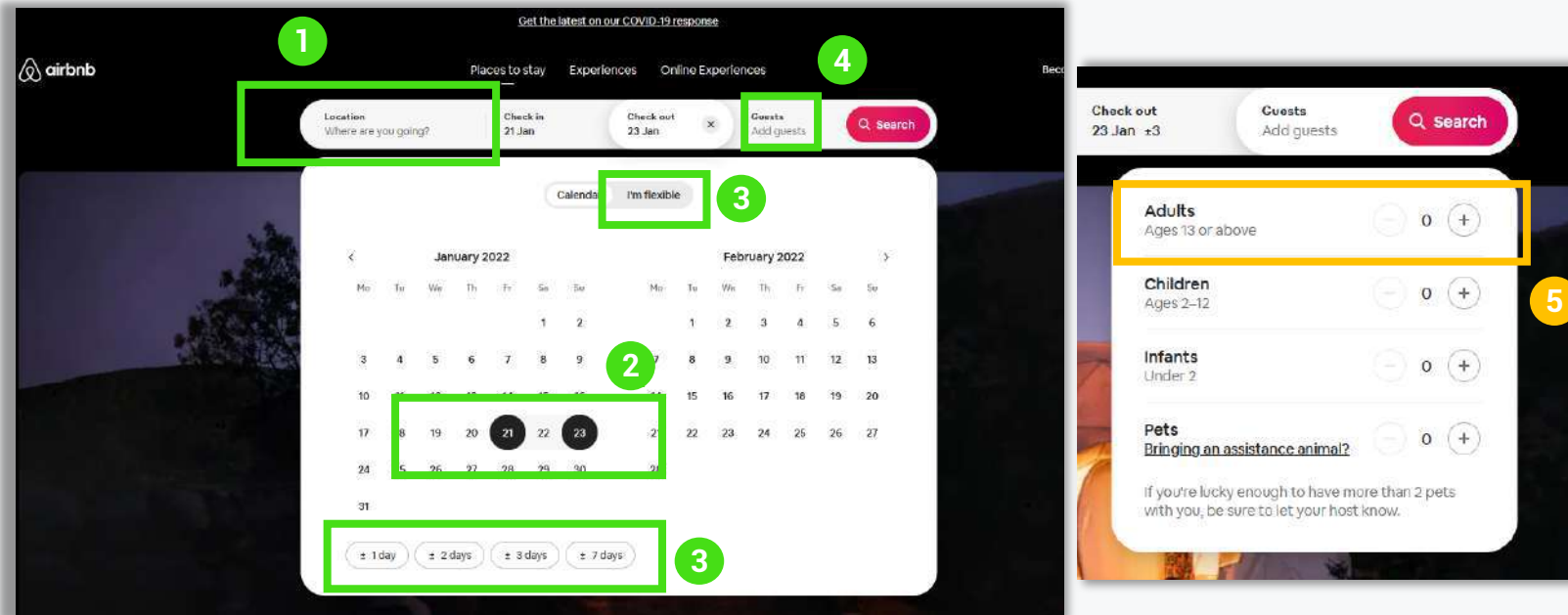
- [Website Location](#)
- Review : 12/15/2021
- Support : Desktop

AIRBNB | HOME PAGE



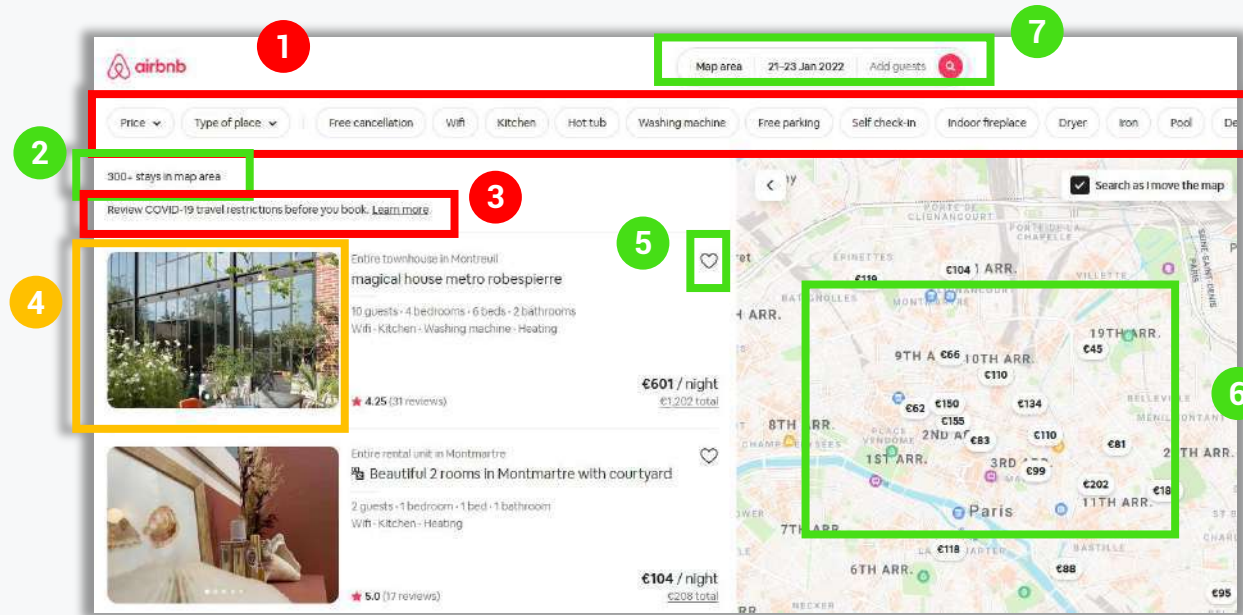
- 1 Website accessible to people from all around the world : Many different languages are listed.
- 2 Search bar is placed at the top of the page with a color contrast between the black and white backgrounds : it is easily visible.
- 3 Use of bright color makes the search icon visible and icon (magnifying 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)



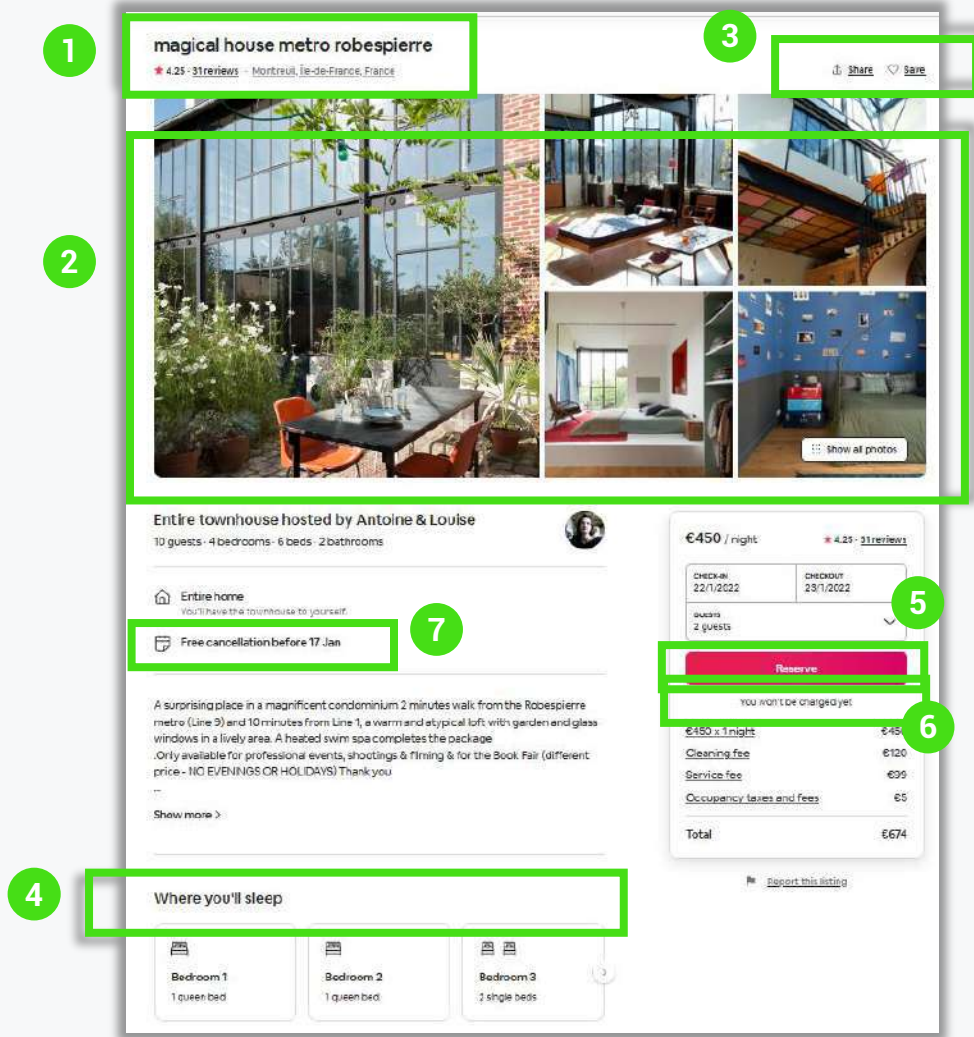
- 1 A direct question is asked to the user as if it was a real conversation between two people.
- 2 Travel dates are selected via a classical drop-down calendar. But there is no « Apply » CTA button.
- 3 Flexibility on modifying travel dates. And choice between using the calendar « I'm flexible » button 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)



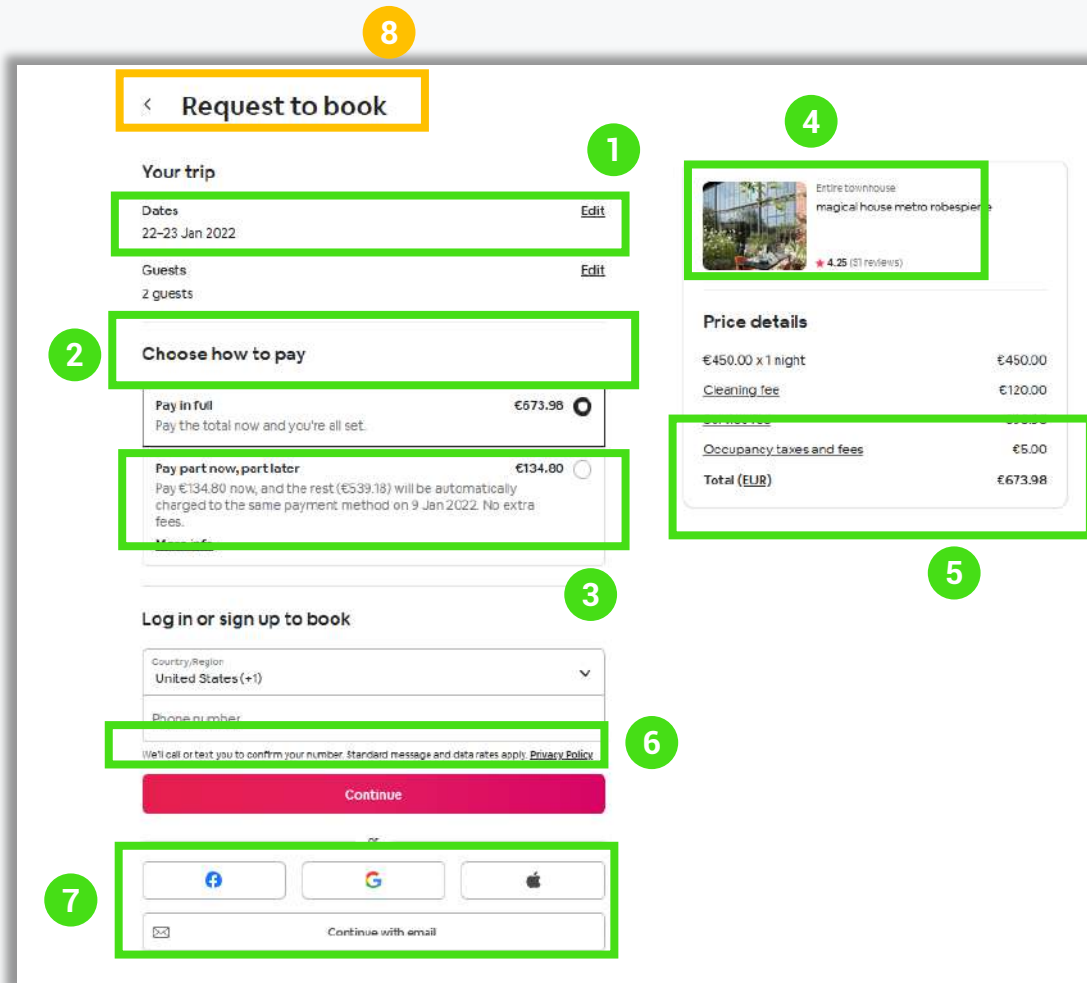
- 1 Too much buttons for the user to refine its research. Page reloads at every filter modification.
- 2 Interesting information on available stays : helps the user to refine its research – Not visible enough.
- 3 Important sanitary information about travel guidance during COVID-19 : not visible enough.
- 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 interface. A green box labeled '1' highlights the 'Pay with' section at the top, which includes logos for VISA, AMERICAN EXPRESS, DISCOVER, and PAYPAL. A yellow box labeled '2' highlights the 'Billing address' section, which includes fields for 'Street address', 'Apt or suite number', 'City', 'County', and 'Postcode'. A yellow box labeled '3' highlights the 'Enter a coupon' field. A green box labeled '4' highlights the 'Cancellation policy' section at the bottom. To the right of the form is a 'Price details' summary table.

| Price details | |
|--------------------------|----------------|
| €450.00 x 1 night | €450.00 |
| Cleaning fee | €120.00 |
| Service fee | €96.56 |
| Occupancy taxes and fees | €2.50 |
| Total (EUR) | €669.06 |

- 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

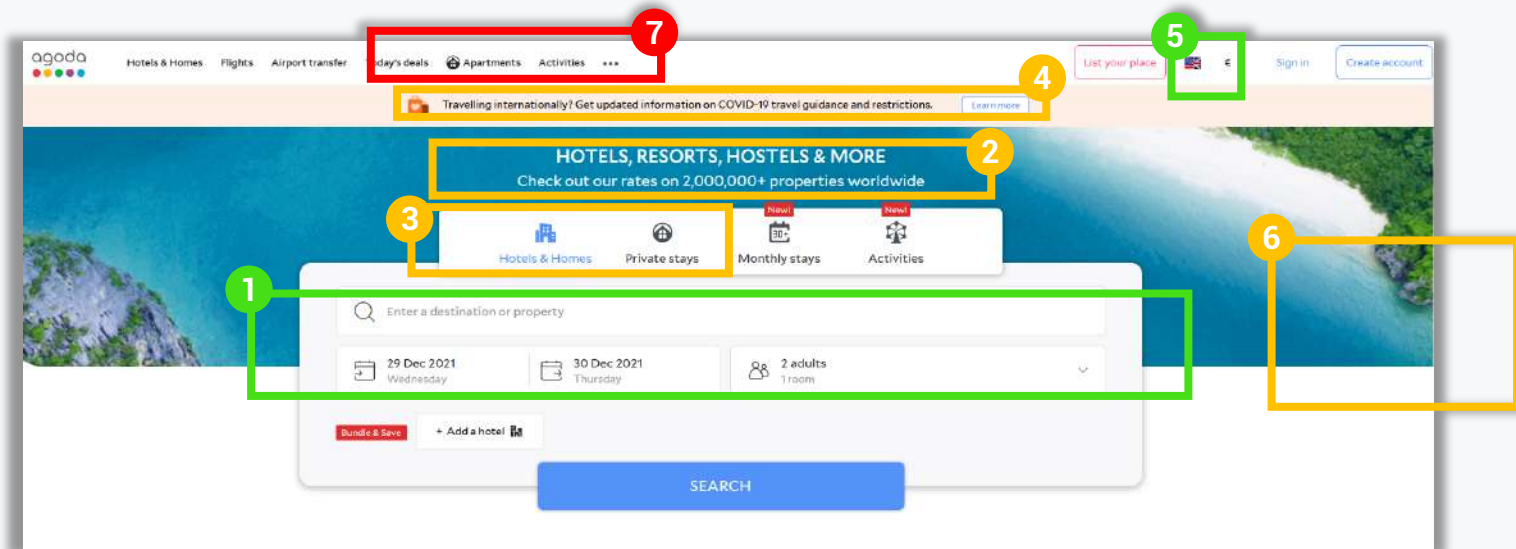
Project : Hotel Booking Websites | Competitive Benchmark

Arielle NTSONDE (She/Her)

UX Design Institute 2021-2

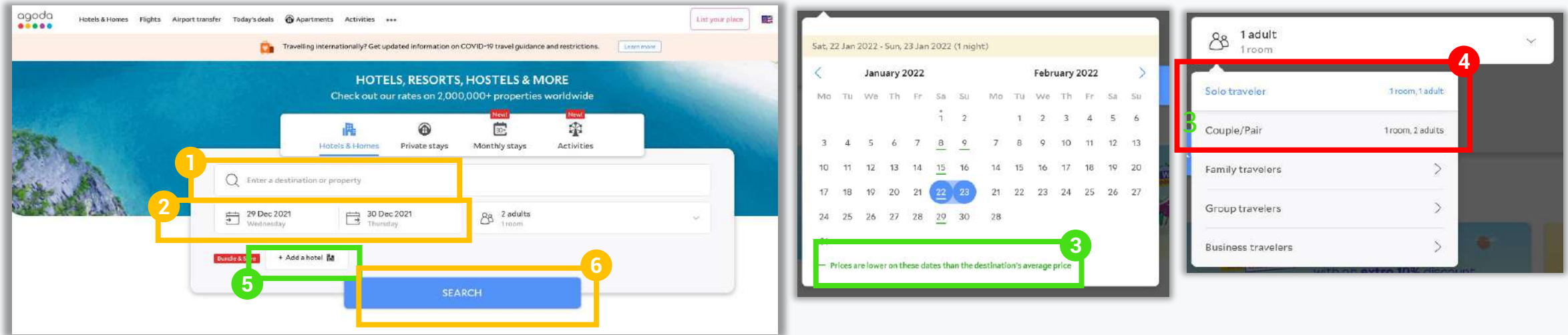
11

AGODA | HOME PAGE



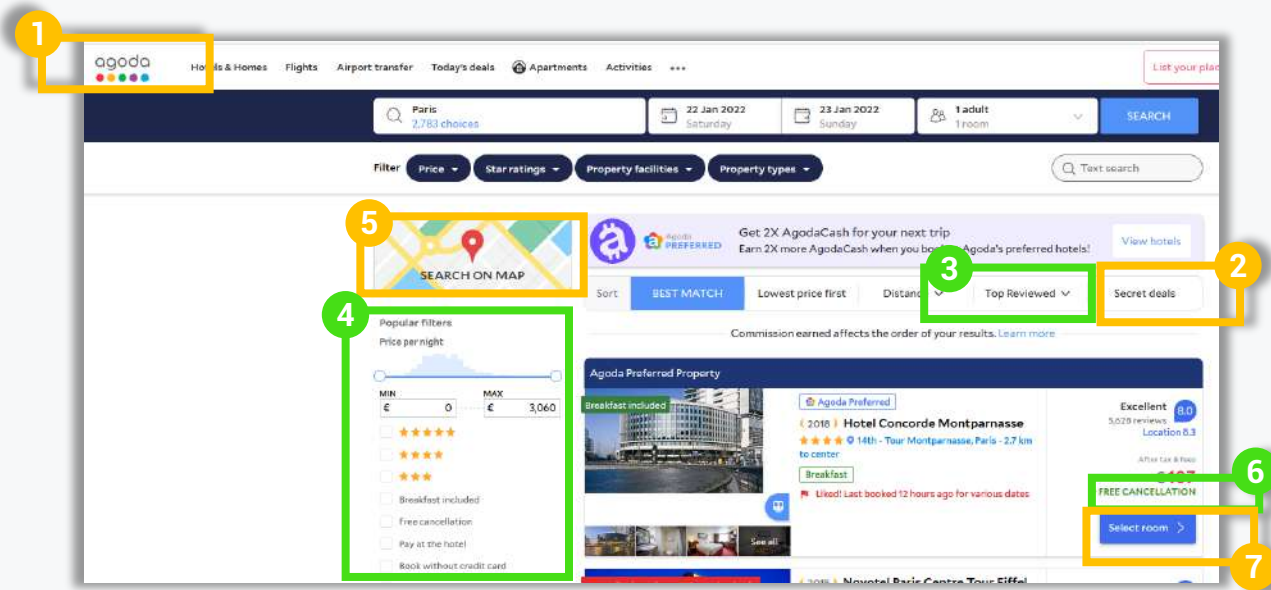
- 1 Search bar is placed on home page.
- 2 Non-attractive main title : it doesn't generate any emotion. Not visible enough : too small size and no color contrast with image background.
- 3 Difference between « Hotels & Homes » and « Private stays » is not very : what is behind those buttons ?
- 4 Important 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)



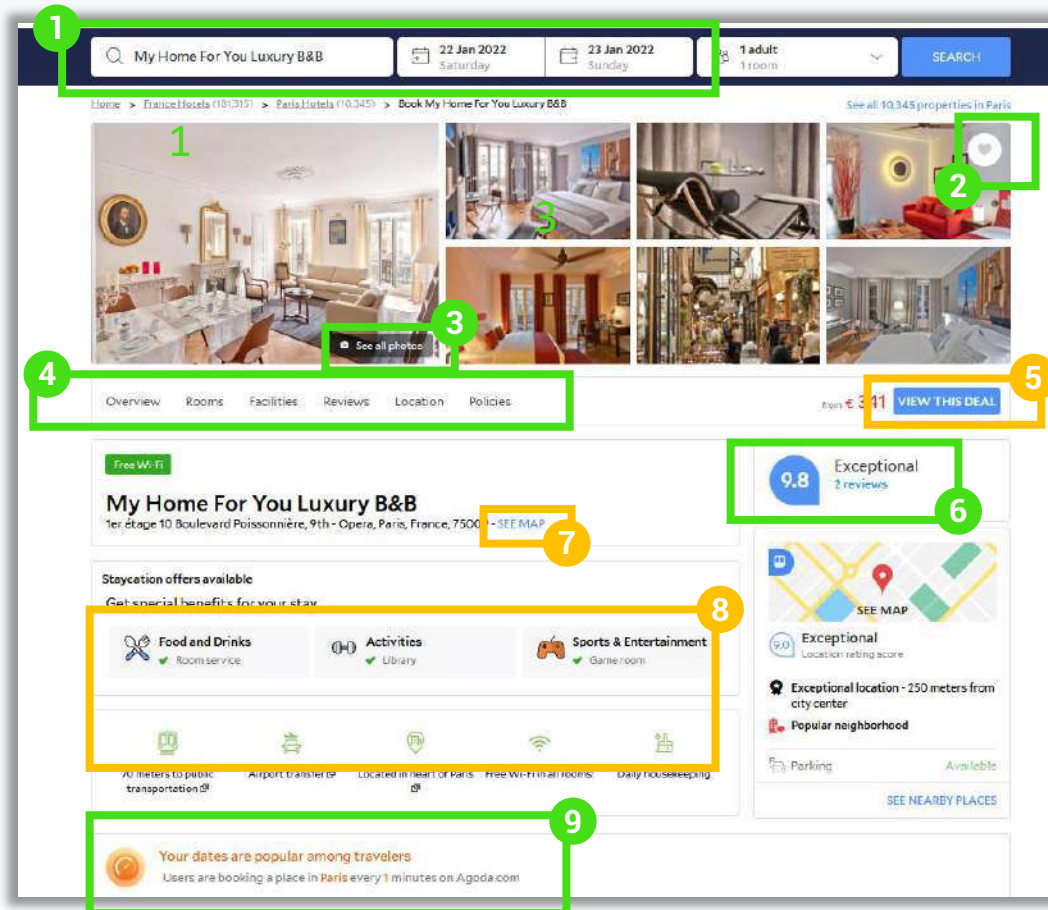
- 1 « Destination » and « property » are not precise terms : Placeholder text could be refined. Magnifying glass is irrelevant here : should be placed in CTA button « search ».
- 2 No text describes what the user is supposed to select here. They have to assume. Is it check-in / out ? Entering guests ?
- 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)



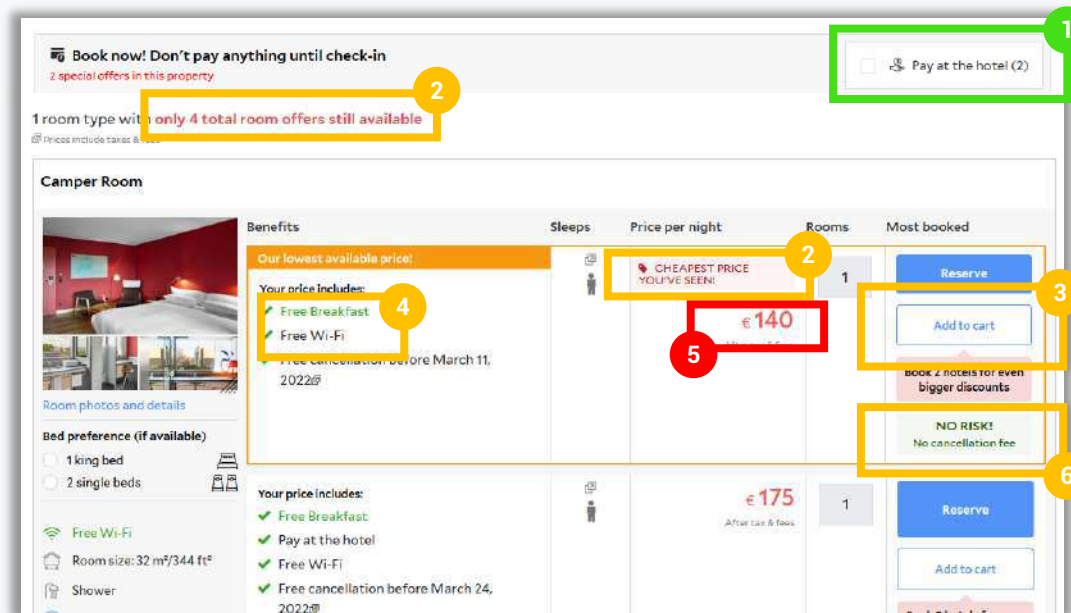
- 1 Not centered logo when zooming : unaesthetics.
- 2 Text on « secret deals » button is not very clear : what kind of content does it lead to ?
- 3 Flexibility to view ratings from similar types of travelers (couples, family): interesting for comparison.
- 4 Possibility to add sight-seeing oriented 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)



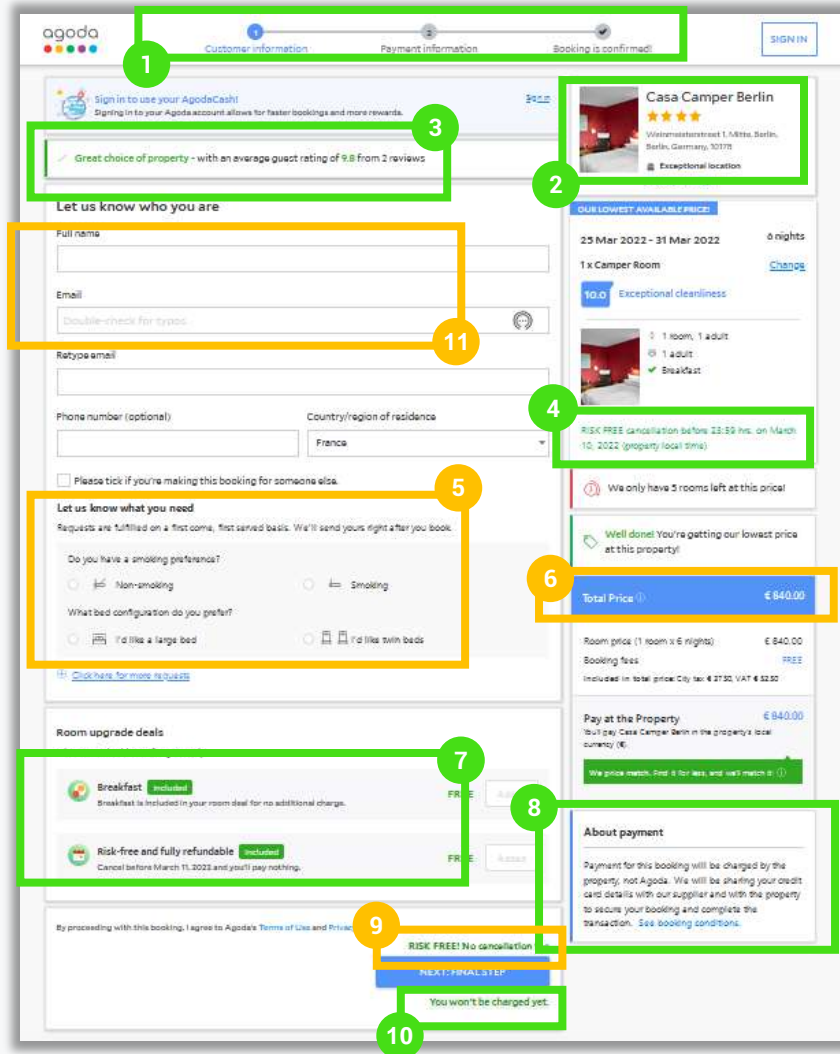
- 1 Interface reminds th user of the selected trip parameters. User is free to start another research at any step of the process.
- 2 Possibility to save a destination into favorites and create a wishlist and gain time.
- 3 Diaporama of photos enables the user project itself in the room.
- 4 Possibility 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)



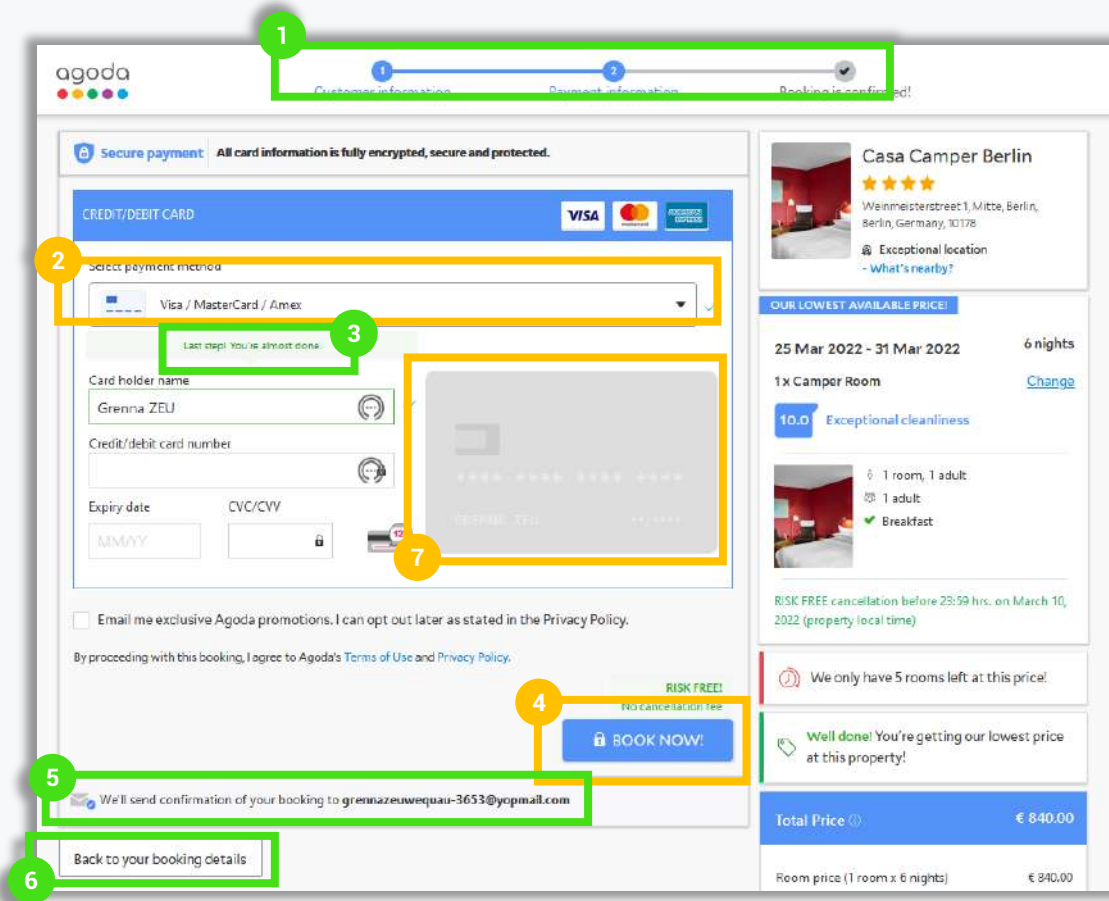
- 1 Flebility to look for hotels that accept payment on site.
- 2 Too much urgency : focus seems to be on prices rather than on experience.
- 3 CTA button text is too e-commerce oriented : away from the user's reality that is booking a room and not buying a product at the supermarket.
- 4 Use of different 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.



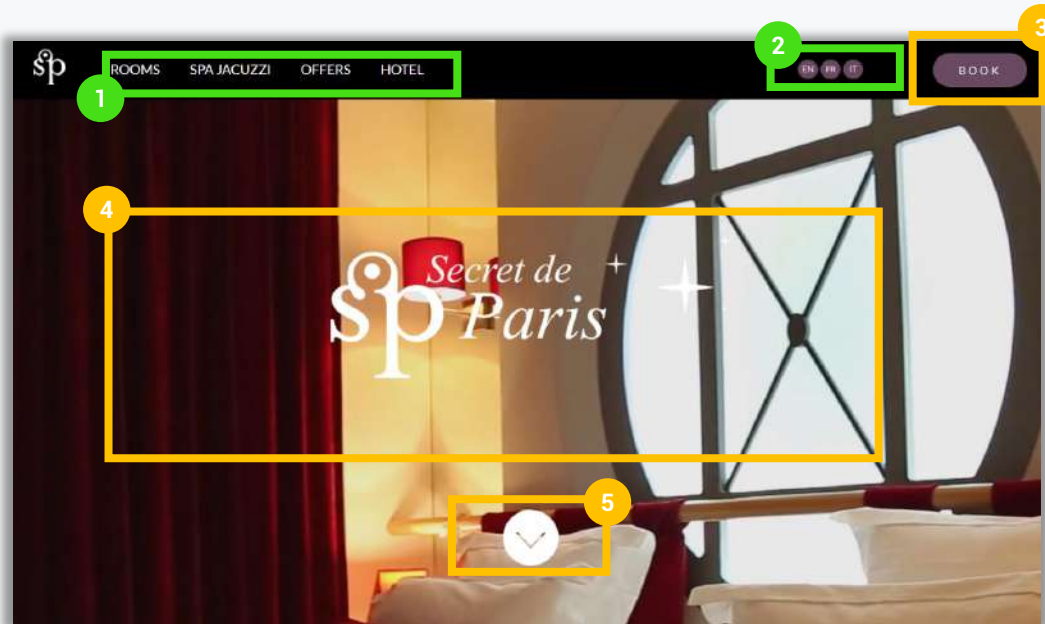
Secret de
sp Paris

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

* Crédit photo : Hotel Design, Secret de Paris

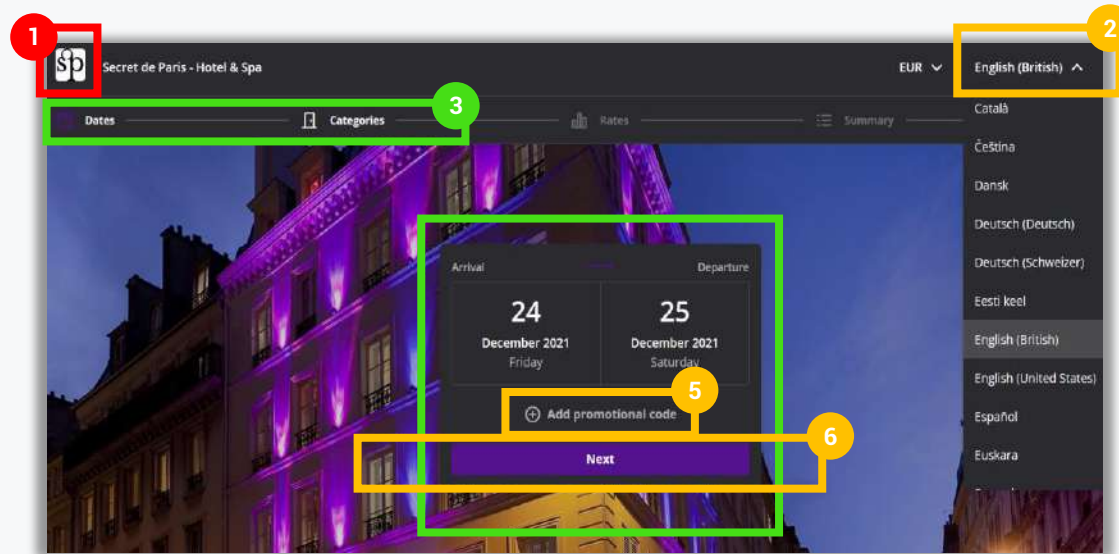
Project : Hotel Booking Websites | Competitive Benchmark

SECRET DE PARIS | HOME PAGE



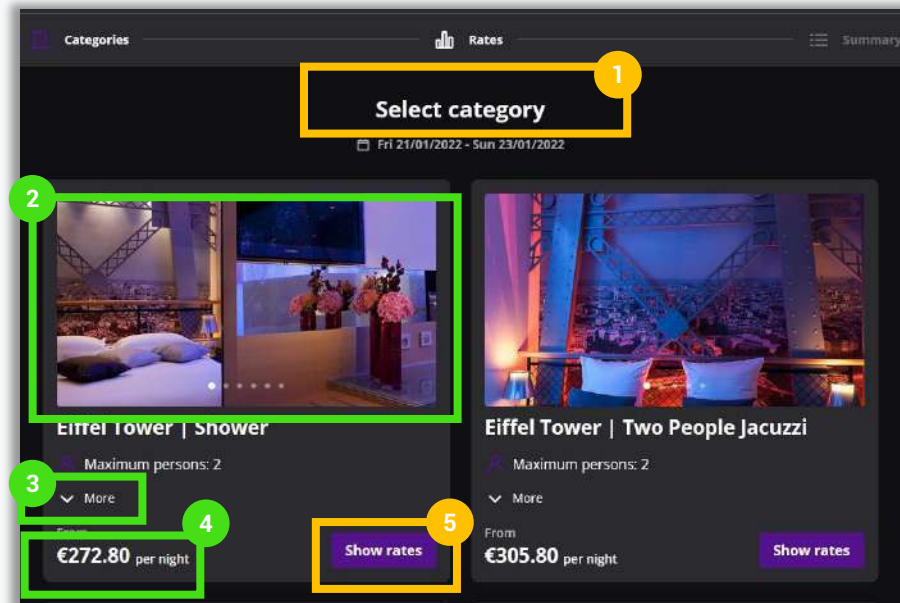
- 1 Simple menu offers overview of the hotel services and rooms thematics.
- 2 Website accessible to people from all around the world : possibility to change language.
- 3 CTA button not visible enough : no contrast color with background. Text is not specific enough : booking a room, spa time ?
- 4 Introduction 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)



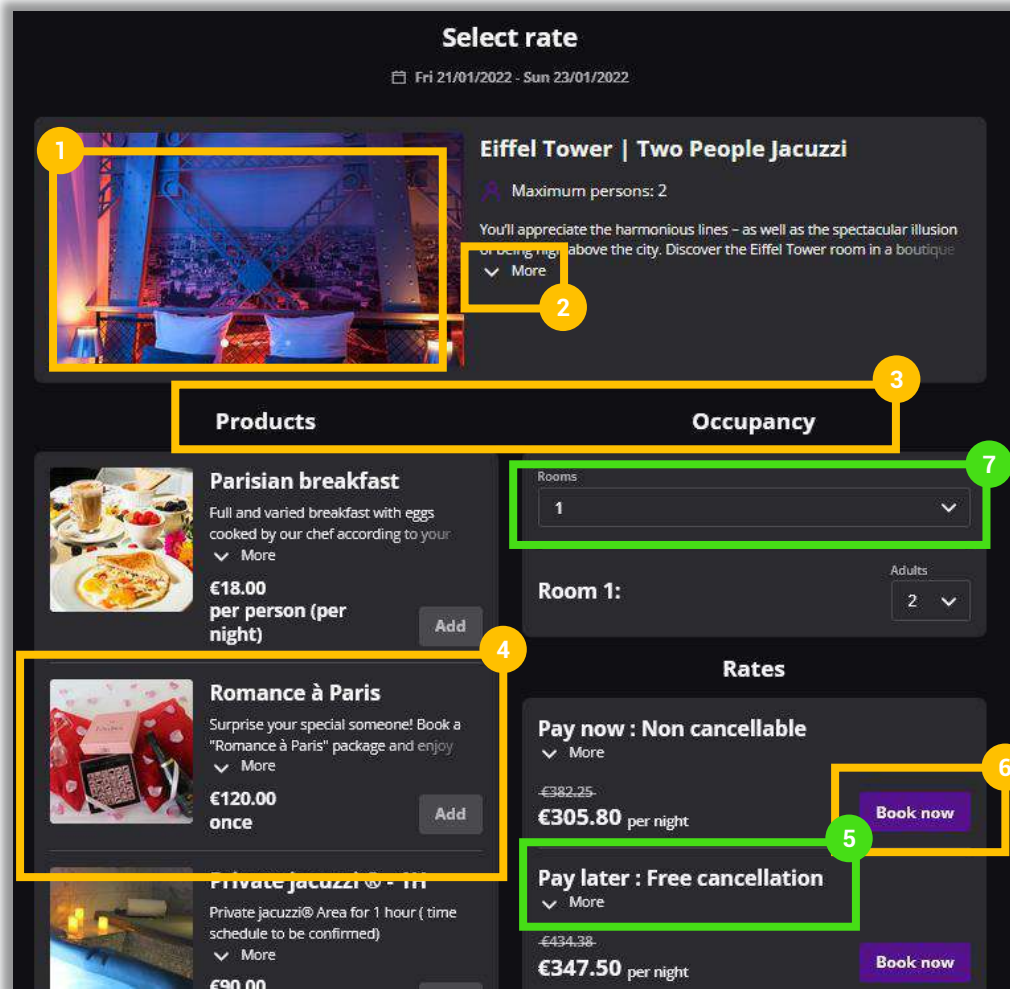
- 1 No clickable logo and no possibility to go back to homepage. No consistency between logo style on search page and home page.
- 2 No consistency between the language menu style on booking page (drop-down menu + over 10 languages) and language selection on home page (buttons + 3 languages only).
- 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)



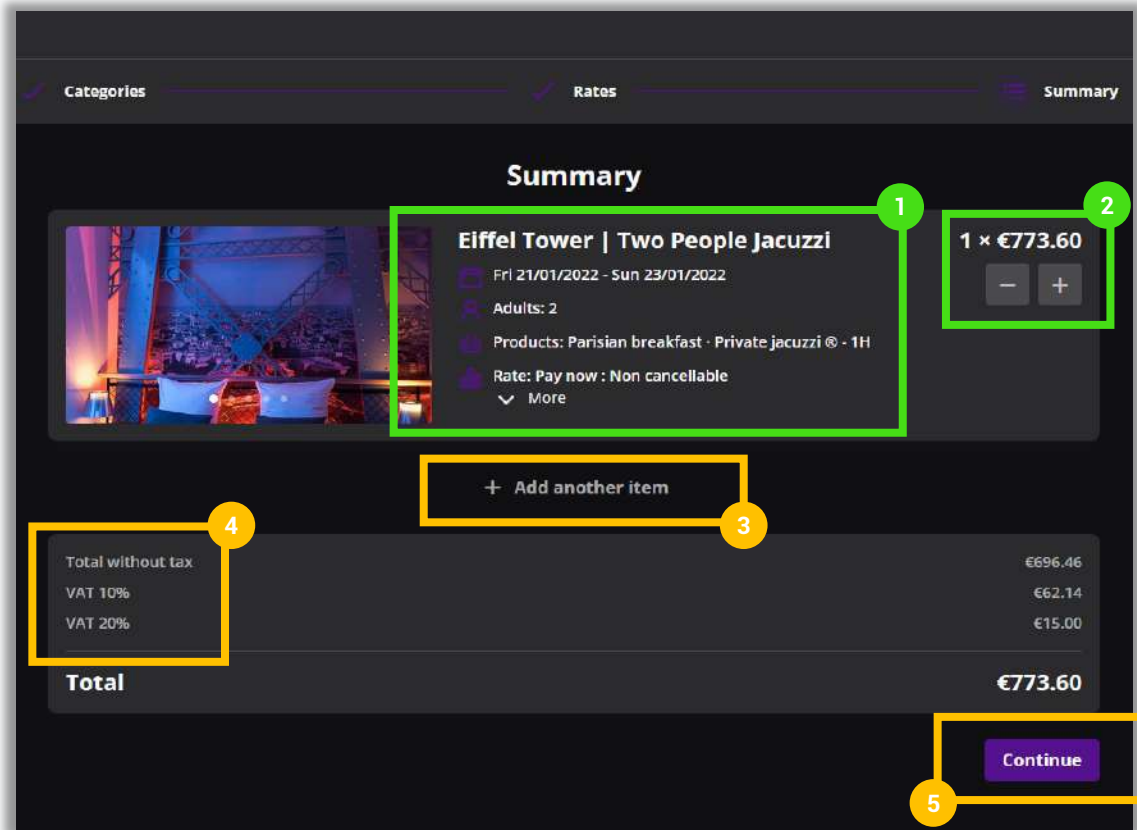
- 1 Title is not seductive :« Category » refers to a product rather than an experience. It doesn't suit with the sexy hotel ambiance.
- 2 Diaporama of images enables the user to have a quick view of the room before the entering details step.
- 3 Down arrow reveals a little description of the room that 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 a payment process for 'SECRET DE PARIS'. The left screenshot shows the 'Contact & payment details' form with a yellow box around the 'Your details' section (labeled 2) and a yellow box around the 'I'm booking for someone else' button (labeled 1). The right screenshot shows the 'Payment' summary page with a yellow box around the security notice and payment logos (labeled 3), a yellow box around the marketing updates checkbox (labeled 4), and a yellow box around the payment logos at the bottom (labeled 5).

- 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.



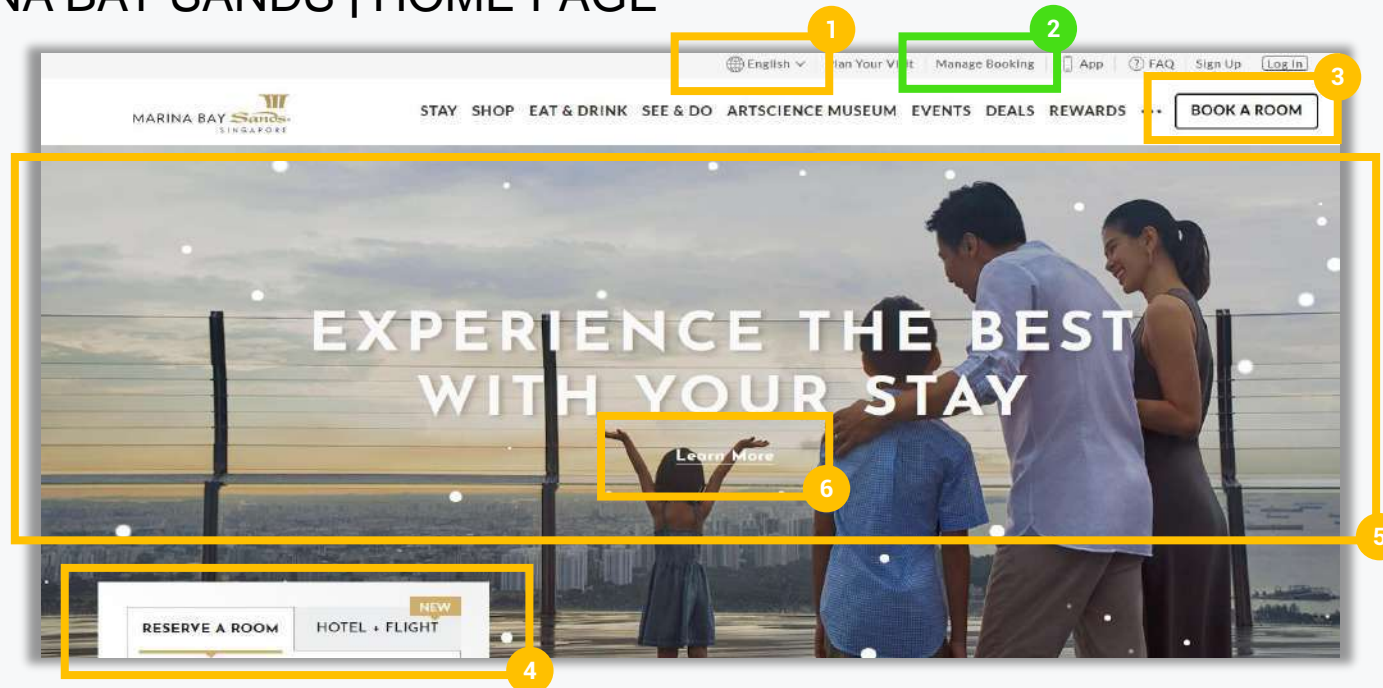
* Crédit photo : Hotel Mandarin Bay Sands, Singapore (Premier room)

Project : Hotel Booking Websites | Competitive Benchmark

MARINA BAY  *Sands*[®]
SINGAPORE

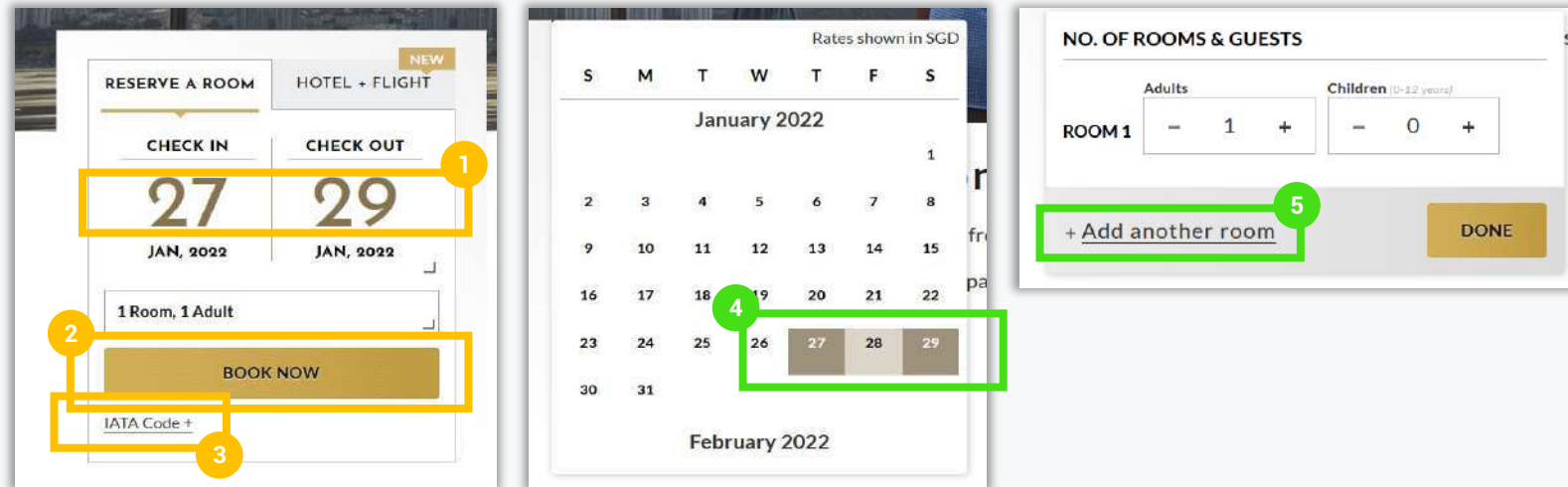
- [Website Location](#)
- Review : 12/18/2021
- Support : Desktop

MANDARINA BAY SANDS | HOME PAGE



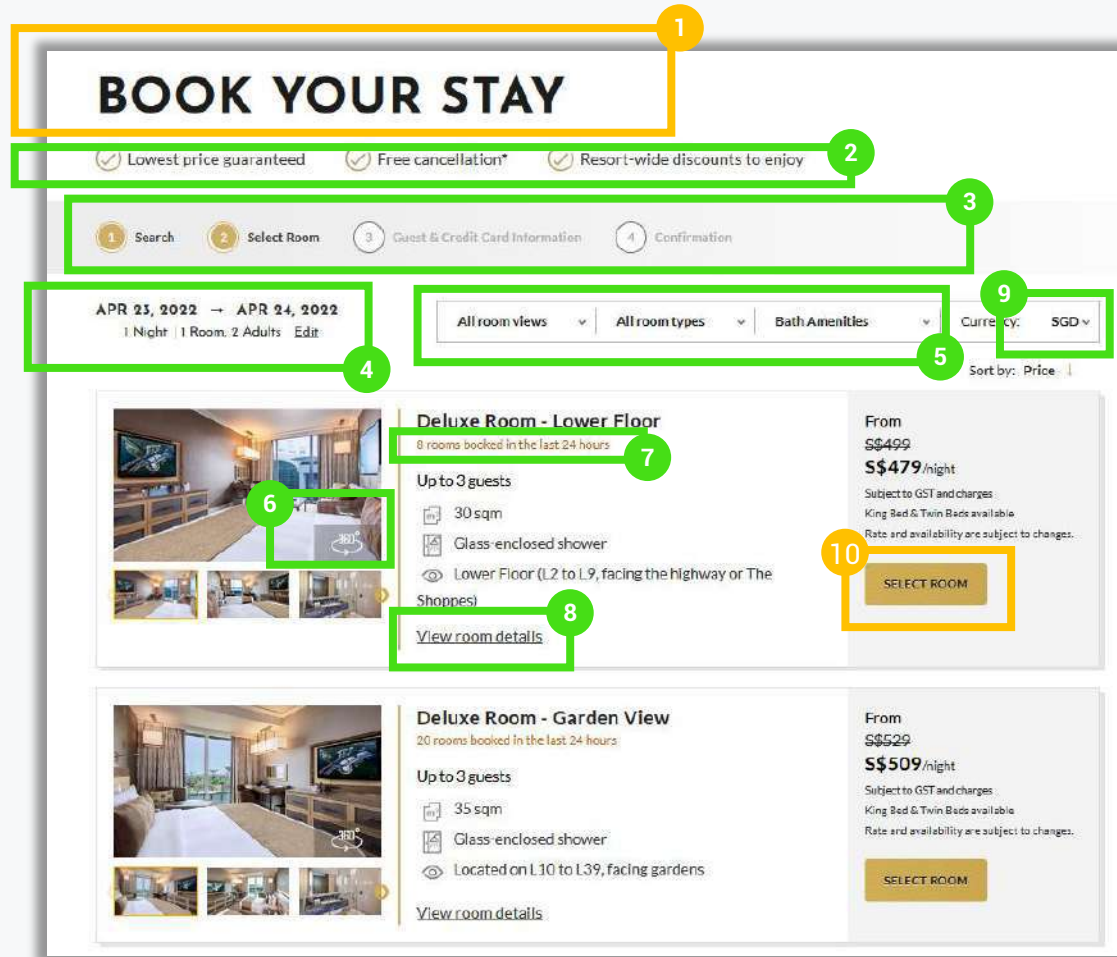
- 1 Website is not accessible for people from all around the world because user can change the language environment into English and 5 other languages in Asia.
- 2 Ease to find a previous reservation without having to log in at the step by entering reservation ID and email address.
- 3 Even with the 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 texte doesn't explain what kind of content hides behind the words « learn more ».

MANDARINA BAY SANDS | SEARCH AND SELECT



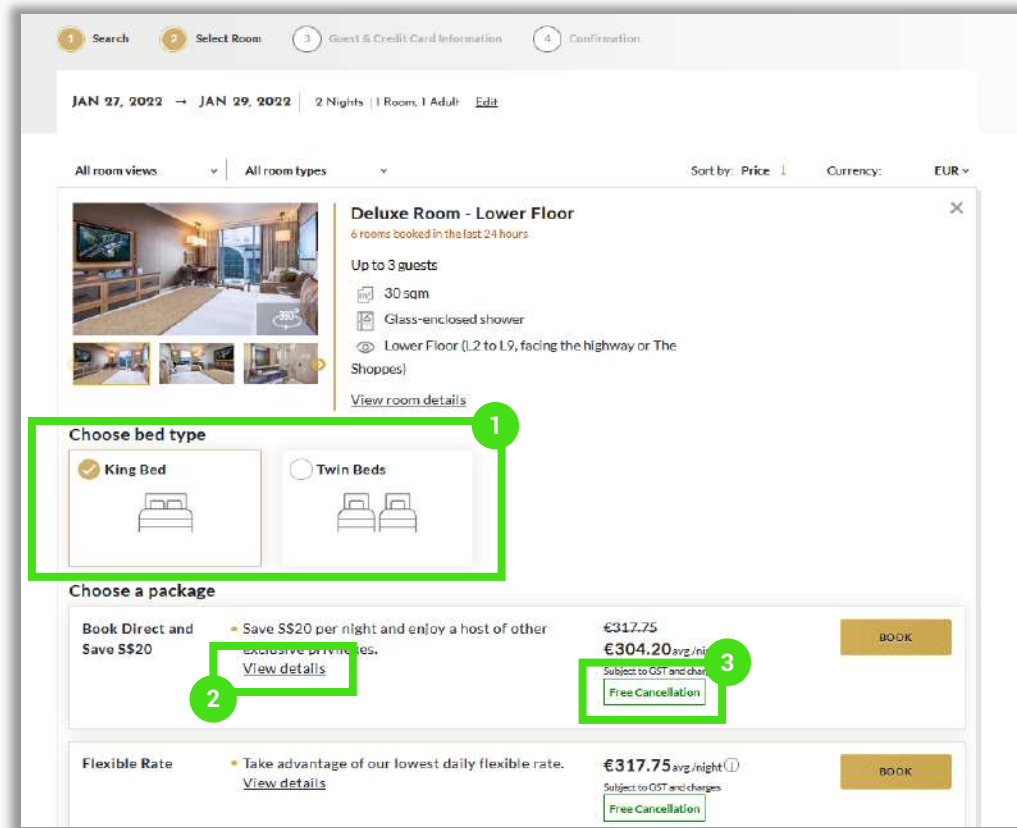
- 1 Numbers in the calendar are oversized and are styled in the same color as the CTA button (golden).
- 2 No consistency in the text : is it book or reserve ? Also, text color doesn't contrast with button background color.
- 3 Very specific term that is not explained. CTA button targets a specific audience 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 displays two main sections of the booking process:

- GUEST INFORMATION (Section 1):** A form with fields for Title (Mc), First Name, Last Name, Country/Territory (France), Phone Number (+33), and Email Address. A note explains that the email address is used for contact and reservation follow-up. Below this is the 'Room 1: Preferences' section (Section 4) with a dropdown menu set to 'No preference'.
- PAYMENT METHOD (Section 5):** Shows the 'Preferred mode of payment' with icons for VISA, Mastercard, American Express, and Alipay. The total amount is \$51,292.35 (€878.15). A note (Section 6) states: '(You will only be charged for your stay after you check out)'. Below the total, there are checkboxes for accepting terms and conditions and receiving marketing updates, followed by a 'PROCEED' button.

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

HEURISTIC EVALUATION | JAKOB NIELSEN'S CRITERIA (2)

| | AIRBNB | AGODA | SECRET DE PARIS | MANDARINA BAY SANDS |
|--|--|--|--|---|
| Recognition rather than recall | - 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 | |
| Flexibility and efficiency of use | - 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 |
| Aesthetic and minimalist design | - 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 |
| Help users recognize, diagnose, and recover from errors | - 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 |
| Help and documentation | - 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 |

A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a mustard-colored, ribbed sweater and a black watch on their left wrist. The laptop is open on a wooden desk. The background is softly blurred, showing what appears to be a window with some greenery outside.

ONLINE SURVEY

Hotel booking websites

Photo by Christin Hume on Unsplash

Completion of the task

- **Survey tool** : Survey Monkey
- **Date of creation** : January 7, 2022
- **Period** : 10 days
- **Link to the survey** : <https://fr.surveymonkey.com/r/TYFG2PK>
- **Distribution channels** : Linkedin and Mobile messages (Whatsapp, SMS)
- **Audience** : Family, friends and former colleagues

- **#Questions** : 10
- **#Structured questions** : 4
- **#Unstructured questions** : 6
- **Languages** : English and French

- **#Participants** : 49
- **Completion rate** : 100%
- **Age of participants** : 18-73 years-old
- **Estimated time of response / participant** : 04m:27s

(!) As I used a free version of Survey Monkey for this survey, I only have access to 40 answers out of 49. But for this project, a minimum of 15 responses was required. Goal = reached !

Questions summary

- **Q1** : When was the last time you used a hotel booking online service : website or application ?
(structured question | 6 options)
- **Q2** : Which device did you use to visit the website ?
(structured question | 3 options)
- **Q3** : Do you prefer booking a hotel room from the hotel application/website or using an online aggregator such as booking.com, hotel.com, lastminute.com, etc. ?
(structured question | 2 options)
- **Q4** : Which website or application did you use ?
(unstructured question)
- **Q5** : Why did you visit the hotel website or application that day? What were you trying to do?
(unstructured question)
- **Q6** : Were you able to complete your task that day, and if not tell us why not ?
(structured question | 2 options + comment)
- **Q7** : What feature did you prefer in the website/application you used, and why ?
(unstructured question)
- **Q8** : What would you change about that website or app? What improvements would you make?
(unstructured question)
- **Q9** : What is the most important criteria for you when choosing a place to stay ?
(unstructured question)
- **Q10** : Most of the time, when do you use an online hotel booking service ?
(structured question | 4 options)

Insights from the survey

- Most respondents **are used to engage** with online hotel booking services and **31% did within the last 4 weeks**
- Respondents **prefer using a desktop / laptop** to visit a hotel booking website (62%)
- Respondents prefer **using an online aggregator** to book a hotel (80%)
- Most respondents **use booking.com** in order to make a hotel reservation (76%)
- Most respondents visit a hotel booking website because they want to **make a reservation** (40%)
- Most respondents **managed to complete their task** that and found the needed information (85%)
- For the respondents, the top features in hotel booking websites are the possibility to **compare prices** (8 i.e 21%), **compare hotels** (6 i.e 16%) equally as **checking ratings** (6).
- Most respondents said **they would change nothing** about the website (26%), 17% have no idea of what they would change and 11% would improve the map view.
- Most respondents said **location** is the **most important criteria** for them when booking a hotel (74%)
- Most respondents mostly make hotel reservation for **tourism / leisure** (62,5%)

Q1 : When was the last time you used a hotel booking online service : website or application ?

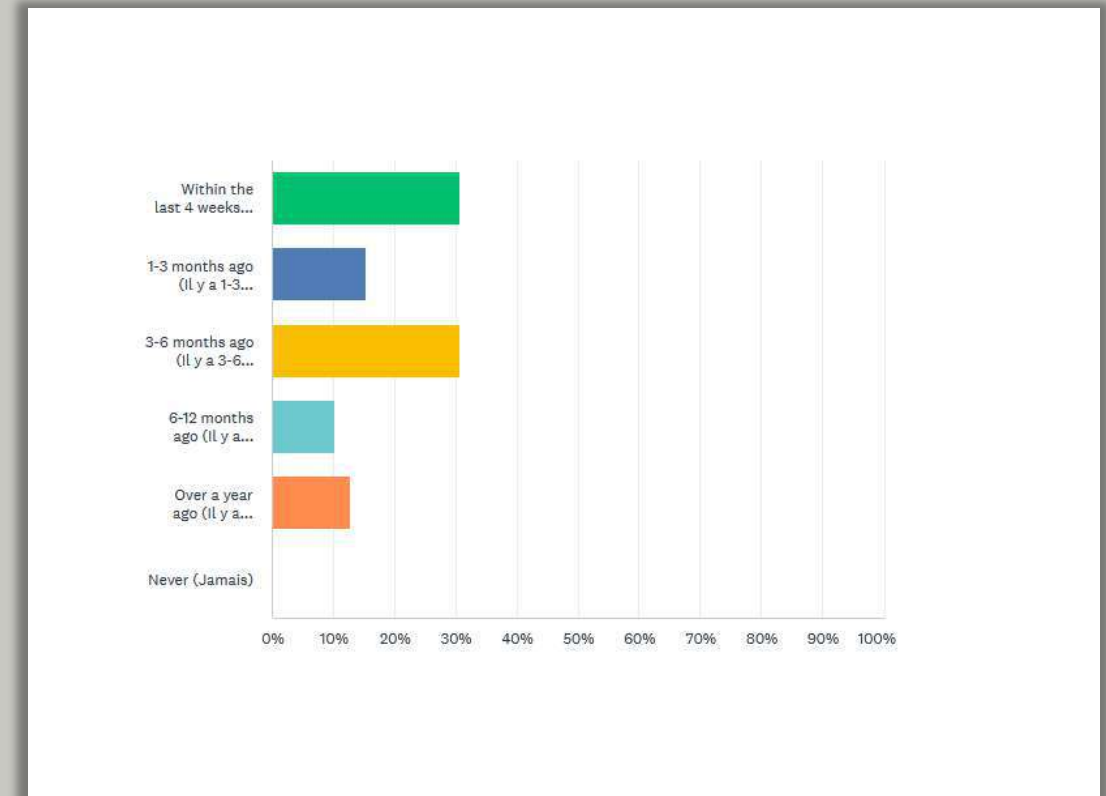
- **Type** : structured question
- **Aim** : determine how recently the respondents had engaged with an online hotel booking website

Answered : 39 | Skipped : 1

Observations :

- 31% of the respondents had used an online hotel booking service within the last 4 weeks when the survey was being conducted.
- Another 31% had used one within 3 to 6 months before.
- 16% of them had used one within 1 to 3 months before.

(!) The survey was conducted during COVID-19 context with sanitary and travel restrictions.



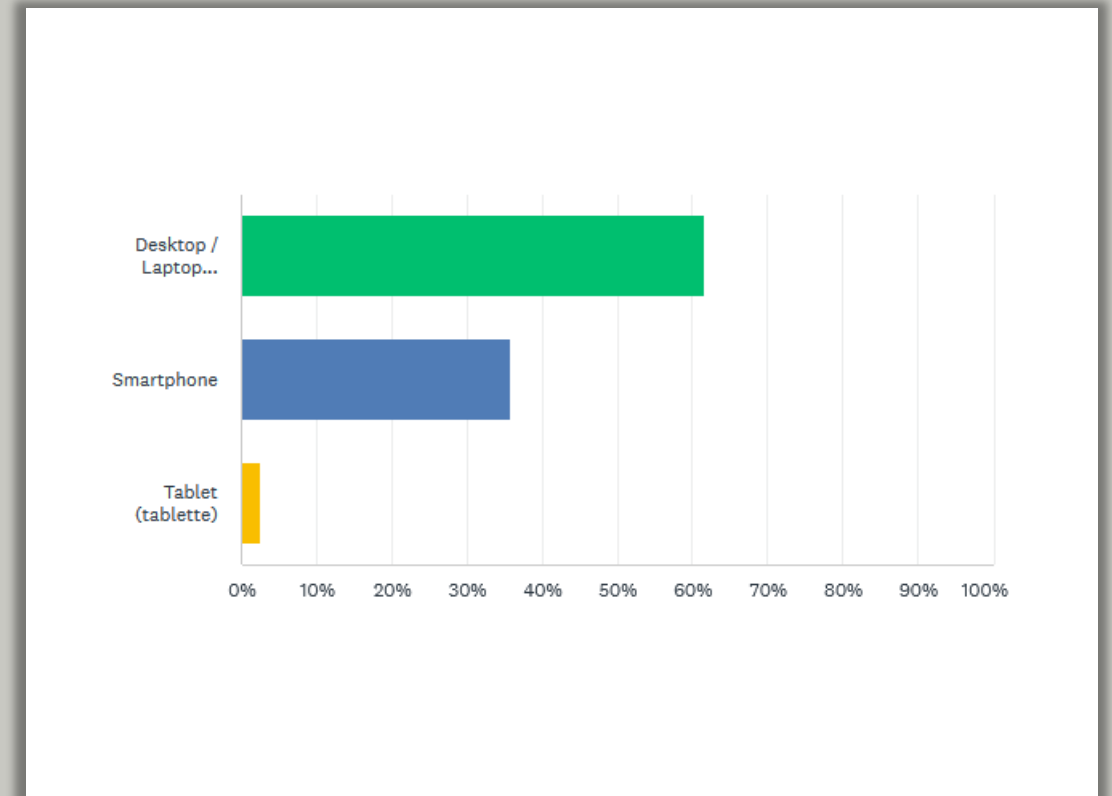
Q2 : Which device did you use to visit the website ?

- **Type** : structured question
- **Aim** : identify what device the respondents prefer using while booking a hotel

Answered : 39 | Skipped : 1

Observations :

62% of the respondents used a desktop or a laptop to visit the hotel booking website instead of using their smartphone (36%) or a tablet (2,6%).



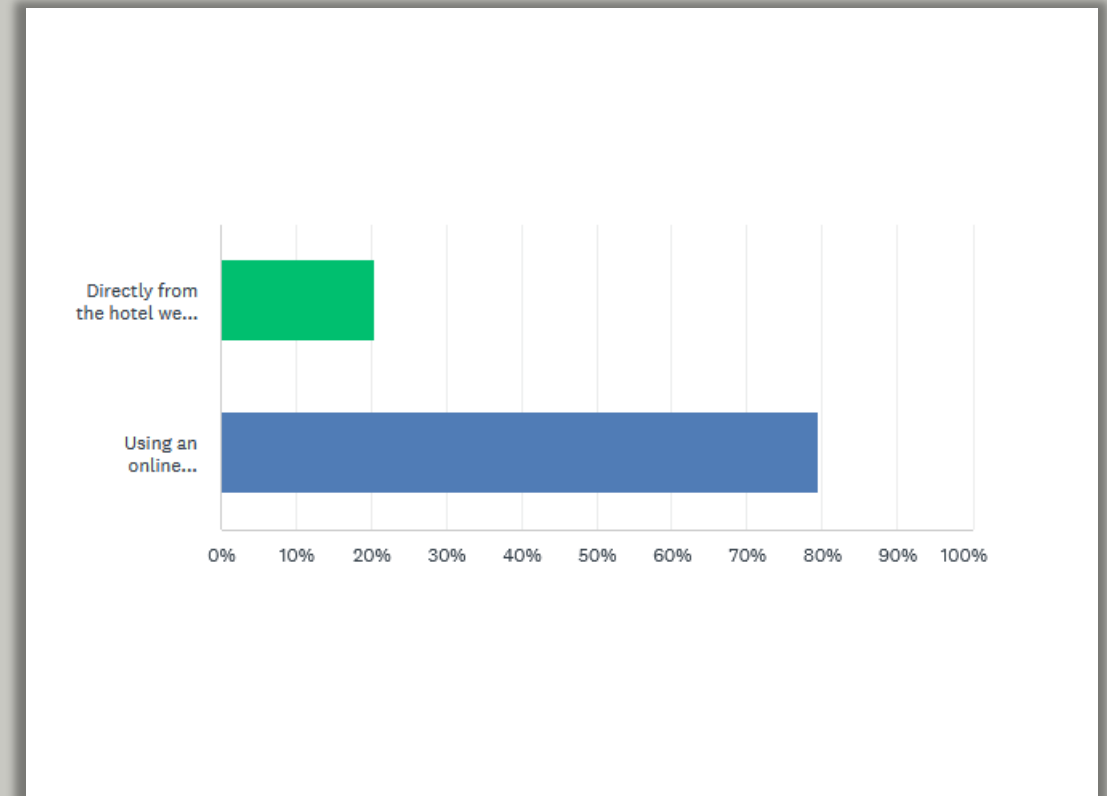
Q3 : Do you prefer booking a hotel room from the hotel application/website or using an online aggregator such as booking.com, hotel.com, lastminute.com, etc. ?)

- **Type** : structured question
- **Aim** : : identify what type of websites the respondents prefer using for hotel researches

Answered : 39 | Skipped : 1

Observations :

80% of the respondents prefer using an online aggregator to book a hotel instead of directly visiting the hotel webservices (20,5%)



Q4 : Which website/application did you use ?

- **Type** : unstructured question
- **Aim** : identify the most popular and top-of-the-mind websites / applications the respondents use when they think about making a hotel reservation

Answered : 38 | Skipped : 2

Observations :

The website booking.com was quoted 29 times out of the 38 answers i.e 76%.
Then Airbnb was quoted 4 times.

| Website name | Quotes |
|----------------|-----------|
| Accor | 2 |
| Airbnb | 4 |
| Booking | 29 |
| Expedia | 1 |
| Google | 1 |
| Hilton | 2 |
| Hotels.com | 2 |
| Ibis | 1 |
| Last Minute | 1 |
| Luderna | 1 |
| Marriott | 1 |

Q5 : Why did you visit the hotel website/application that day ? What were you trying to do ?

- **Type** : unstructured question
- **Aim** : determine what were the main goals of respondents when they visited a hotel booking website for the last time

Answered : 38 | Skipped : 2

Observations :

15 out of 38 respondents declare that they were visiting the website to make a reservation i.e 40%. 12/38 respondents say they visited the hotel booking website to compare prices.

(!) 4 answers were unusable because off topic or unprecise

| Respondent answers | Keywords |
|--|-----------------------------------|
| <ul style="list-style-type: none"> • <i>Plan and compare offers</i> • <i>Check price and availability</i> • <i>Confirm availability</i> • <i>I was looking for available rooms & the total cost of the stay</i> | Check availability and prices (4) |
| <ul style="list-style-type: none"> • To find interesting prices • Compare the prices • Compare the prices, the quality of the hotels to have a reservation at the "best quality / price" corresponding to my expectations ... • Price/offer comparison • See prices and services • find the closest hotel to an appointment at the best price • to see if there was a price difference • compare rates • I use aggregators to get the best price-quality ... • Compare the prices • Have more details or better prices. • look for a place to stay. Then I looked at the price difference between the hotel's direct site and booking or hotel type sites. | Compare Prices (12) |
| <ul style="list-style-type: none"> • <i>Sometimes i visit the hotel website to see more pics or look a bit more around</i> • <i>To have more information about the room, facilities and services</i> | Get more information (2) |
| <ul style="list-style-type: none"> • <i>Make a reservation</i> • <i>Book a hotel room</i> • <i>I wanted to make a reservation</i> • <i>I wanted to book a shirt holiday stay</i> • <i>Booking a room</i> • <i>make a reservation</i> • <i>Find quickly a room</i> • <i>Find a hotel where we could stay during our next vacation</i> • <i>Do a reservation</i> • <i>Réservation</i> • <i>Book a room</i> • <i>To book a rom</i> • <i>To book a hotel room</i> • <i>Find a hotel for a weekend</i> • <i>Because I found it in booking, but I always prefer to book directly with the hotel website</i> | Make a reservation (15) |
| <ul style="list-style-type: none"> • <i>Find the best solution</i> • <i>Faster and more choice</i> • <i>Yes</i> • <i>I'm a member</i> | Unprecise (4) |

Q6 : Were you able to complete your task that day : Yes or No ? If not, please tell us why not.

- **Type** : unstructured question
- **Aim** : : identify what obstacles / pain points the respondents faced while making their latest hotel booking reservation

Answered : 39 | Skipped : 1

Observations :

33 out of 39 respondents i.e 85% managed to complete their task that and only 6 didn't.

Those who answered no were still in the "research phase". They wanted to keep comparing and were not ready to make the final reservation at that time. Another identified pain point is the price : too expensive.

| Answer | Quantity |
|--------|----------|
| Yes | 33 |
| No | 6 |

Comments if « No » :

- *Not really, i would like to be sure that it was the best price*
- *Not the first date, because I was still browsing when i visited.*
- *No, i was not ready to buy*
- *No I ended up booking an Airbnb for budget reasons*
- *I compared hotel to see what options were available, but I didn't select a hotel because I need to do more research before deciding. I will also look into alternatives like Airbnb before making a final choice.*

Q7 : What feature did you prefer in the website/application you used, and why ?

- **Type** : unstructured question
- **Aim** : identify qualitative data about the type of functionality the respondents like / expect to see on a hotel booking website

Answered : 38 | Skipped : 2

Observations :

For the respondents, the top features in hotel booking websites are the possibility to compare prices (8 i.e 21%), compare hotels (6) equally as checking ratings (6 i.e 16%) . They also like being able to use filters (5) and having a map view for localization (5).

Answers

- *Details of the services and functions offered + reviews*
- *The facility to see all that is available and compare prices*
- *Sorting by price and choosing options*
- *The filters allowing you to sort by price / stars but also the map allowing you to see the location of each hotel, these stars as well as these rates (all directly integrated into the map)*
- *Filter with my important options*
- *the proposal of several hotels and the possibility of choosing*
- *booking.com is very user friendly, easy to compare rates, easy to situate locations, useful filters, interesting fidelity program*
- *several choices (dates, rooms, formulas etc)*
- *Customer rating*
- *The possibility to locate places with the map view and compare prices between the different rooms*
- *To easy book the days and see the availability*
- *Customer reviews, because they are reassuring before a booking*
- *To be able to compare many hotels at the same time according to my criteria*
- *I would like to compare the Price*
- *Hotel location*
- *The capability to check several lodging options at the same time.*
- *Location, photos, filters*
- *Filters*
- *Price comparison*
- *Lot of answers, ratings, prices*
- *The ability to view the room*
- *Being able to compare the ratio location/standing/pricing for several hotels, the pictures and the customers reviews that can be displayed using multiple filtering options*
- *Filter*
- *The availability list as well as prices*
- *The choice for the best value for money*
- *Compare hotels deals*
- *The possibility of choosing the configuration of the rooms (surface, types of beds) and being able to choose whether or not to have breakfast*
- *Lot of choices with a lot of comments on their experience.*

Keywords :

Price comparison (8) | Hotel comparison (6) | Ratings (6) | Filters (5) | Map view (5) | Option choice (3), Room view (3) | Easy to use (2) | Service details (2) | Availability list (1) | Fidelity program (1) | Room configuration (1)

Q8 : What would you change about that website/application ? What improvements would you make ?

- **Type** : unstructured question
- **Aim** : identify qualitative data about what the respondents didn't like about their latest hotel booking reservation and what they would like to find

Answered : 35 | Skipped : 5

Observations :

9/35 respondents (26%) said they would change nothing about the website and 6 answered they don't know what they would change (17%). 4 of them (11%) mentioned improving the map view and another 3 said they would appreciate less advertisement.

Answers

- Adding a comparison table, have features to help us evaluate the ratio location/standing /pricing based on our criteria would be great. 3D view would be nice too.
- NC
- n/a
- Na
- I don't know
- No idea
- There are too many options
- I would optimize the search by the map
- Being able to find a hotel based on the distance with a certain point
- Une meilleure visibilité de la carte / un ajout de trajet dans la carte (permettant directement de voir la distance entre l'hôtel et les points de visites qui nous intéressent / une proposition d'événement / exposition / musée / endroit touristique à voir mais aussi hôtel et restaurant à proximité des hôtels / une explication des transports (comment acheter une carte de transport /bicloo Vélib'.../ Une explication des trajets pour se rendre à l'aéroport par métro/tram/bus...
- J'enlèverai les textes indiquant que d'autres personnes sont en train de consulter la même offre (le truc qui met la pression, pour bien encourager à réserver vite)
- Moins de pub, plus de choix
- Push notifications when 'Saved' accommodations offer discount
- Customers services
- plus de filtres
- The possibility to add baby supplies to the rent : bed, chair, toys....
- to choose the different type of rooms in a easy way
- Meilleure option pour les familles nombreuses (hôtel avec une grande chambre ou chambres communicantes uniquement)
- Rien pour l'instant
- rien
- Nothing
- Nothing, it is simple, i can change the different criterias. Do it is nice to have the best price
- Aucun
- nothing
- Rien de particulier
- Rien de particulier
- Nothing.
- Set up your traveller profile
- Reduce the number the number step to take in order to finalise your booking
- Would make it responsive, functional & easy to navigate
- Ratings based on my segment (adults, without kids, traveling for fun, couple)
- Allow for day bookings

Keywords :

Nothing (9), I don't know (6), Improve map view (4), Less advertisement (3), Add itinerary in the map (2), More filters (2), More room configuration (3), Improve room view, Segmented ratings, More customer services , Profile personalization, Reduce booking process, More responsiveness and intuitivity (1)

Q9 : What is the most important criteria for you when choosing a place to stay ?

- **Type** : unstructured question
- **Aim** : understand which criteria help the respondents make their decision when booking a hotel

Answered : 39 | Skipped : 1

Observations :

29 out of 39 respondents i.e 74% said location is the most important criteria for them when booking a hotel. Then 15/39 i.e 38% declared price is the most important and 12/39 i.e 31% care more about the quality of services.

Answers

- | | |
|---|--|
| <ul style="list-style-type: none">• Location• Location conviviality originalities to discover activities accessible to all• Location, price, quality• The proximity to the city center, the price, the advantages• Tourist attraction• Price and security (as a woman who often travels alone, housing security is important)• Service and provision• Public transport and cleanliness• The property, the setting and the environment• Cancellation and method of payment• the services offered, the cleanliness, the calm• Location• cleanliness• proximity to the city center• Location• Location, price, services on site• Photos, commodities, location, price• close to the center and comfort• Price/ localisation / services• Value for money | <ul style="list-style-type: none">• The price• Location• Location• Budget and rating• Distance• place and services offered• Location, stars, price• Prices• Hotel rental, bed quality, soundproofing, and breakfast• Location, clear information about what is included (breakfast, wifi, transportation etc.) & what is not.• 1. Location 2. price• Place and prize• cleanliness and location• Price, size of the room, breakfast includes• Cleanliness, price and location• proximity to the center of interest and value for money• Location, comfort and price• Geographical position, nearby transport, price and quality of service• The breakfast and the distance from the metro/center. |
|---|--|

Keywords :

Location (29)

Price (15)

Quality of service (12)

Breakfast option (3)

Cleanliness (5)

Calm (2)

Ratings (2)

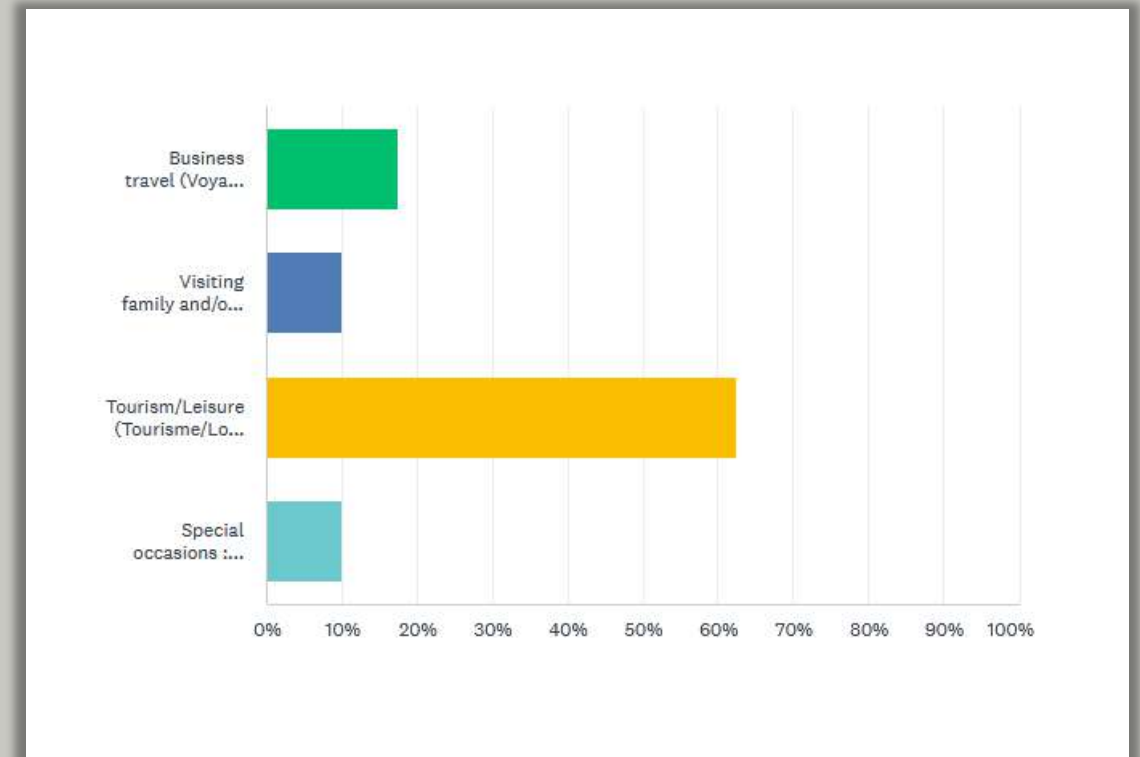
Q10 : Most of the time, in which occasion do you use an online hotel booking service ?

- **Type** : unstructured question
- **Aim** : understand the reasons why the respondents more often engage with a hotel booking service

Answered : 40 | Skipped : 0

Observations :

62,5% of the respondents mostly make hotel booking reservation for tourism / leisure purposes while 17,5% do it for business travels.



Documentation

Online Survey

The screenshot shows a SurveyMonkey survey interface. At the top, there is a navigation bar with options: 'Tableau de bord', 'Mes sondages', 'Abonnements et tarifs', 'S'abonner', and 'Créer'. Below this is a progress bar with steps: 'Résumé', 'Concevez un sondage', 'Aperçu et score', 'Collectez les réponses', 'Analysez les résultats', and 'Présentez les résultats'. The main content area is titled 'Hotel website/app Online Survey - Arielle NTSONDE'. It contains two questions:

1. When was the last time you used a hotel booking online service : website or application ?
(À quand remonte la dernière fois que vous avez utilisé un service de réservation d'hôtel en ligne : site web ou application) ?

Options for question 1:

- Within the last 4 weeks (Au cours des 4 dernières semaines)
- 1-3 months ago (Il y a 1-3 mois)
- 3-6 months ago (Il y a 3-6 mois)
- 6-12 months ago (Il y a 6-12 mois)
- Over a year ago (Il y a plus d'un an)
- Never (Jamais)

2. Which device did you use to visit the website ?
(Quel type d'appareil avez-vous utilisé pour accéder au site web ?)

Options for question 2:

- Desktop / Laptop (ordinateur)

At the bottom, there is a footer with 'Vue de l'appareil' (desktop, tablet, mobile icons), '0 sur 10 ont obtenu une réponse', and 'Format du sondage' (list, grid icons).

LinkedIn Post

The screenshot shows a LinkedIn post by Arielle Ntsondé, a UX Designer and Writer in training. The post is in French and asks for help with an online survey about hotel booking. It includes a list of requirements and a video thumbnail.

Arielle Ntsondé
UX Designer | Writer in training
3 sem. •

👋 Hello réseau ! Dans le cadre de ma formation en #UX Design, je réalise un petit sondage sur la réservation d'hôtel en ligne : <https://lnkd.in/gWr3aT6>

Peux-tu prendre 2-3 minutes pour y répondre ? Cela m'aiderait beaucoup pour mon projet final et la validation de mon cursus 😊

- ✅ Pas de bonnes ou mauvaises réponses / sondage anonyme
- ✅ Réponses en anglais préférées, si possible
- ✅ Si tu y as déjà répondu, tu peux partager et m'aider à obtenir encore plus de réponses 👍

Merci à toi et bonne fin de semaine !

Hotel website/app Online Survey - Arielle NTSONDE
fr.surveymonkey.com • Lecture de 1 min



AFFINITY DIAGRAM

Hotel booking websites

Photo by fizkes on iStock

Affinity Diagram > Results



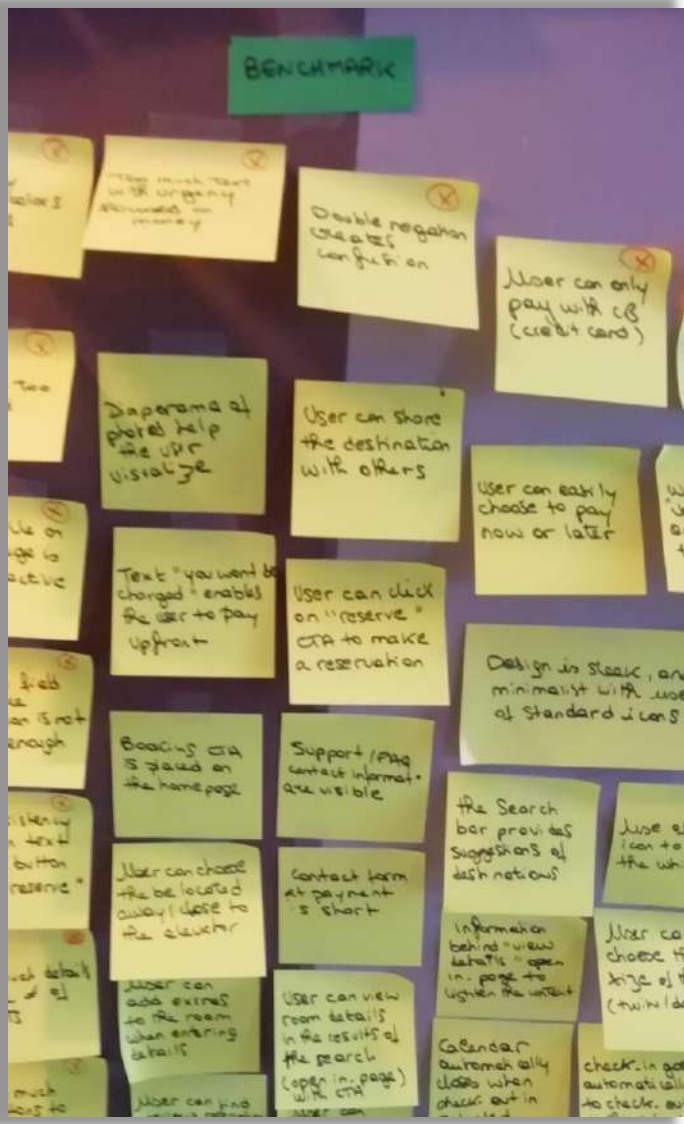


STEP 1

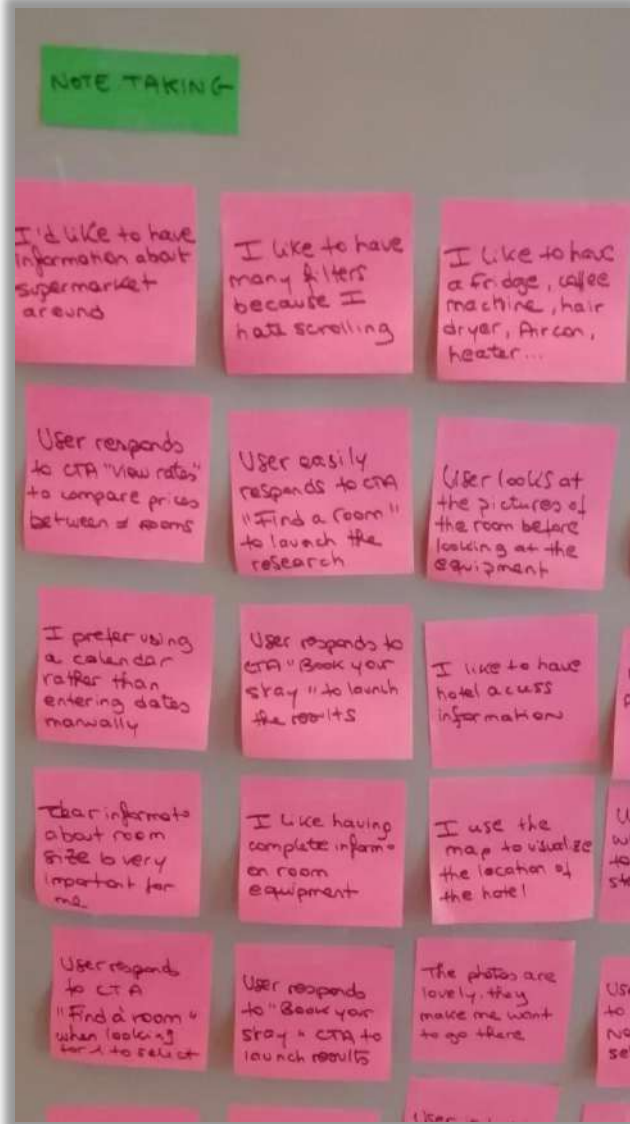
- ✓ To start with this project, I **gathered data** collected from research phase (projects 1 to 4).
- ✓ I **wrote down** the notes taken on post-its and decided to sort them by color. One color = One source of research.
- ✓ Then I **sticked all the post-it** on the wall.

* Notes that represent **user pain points** are identified with a red cross X

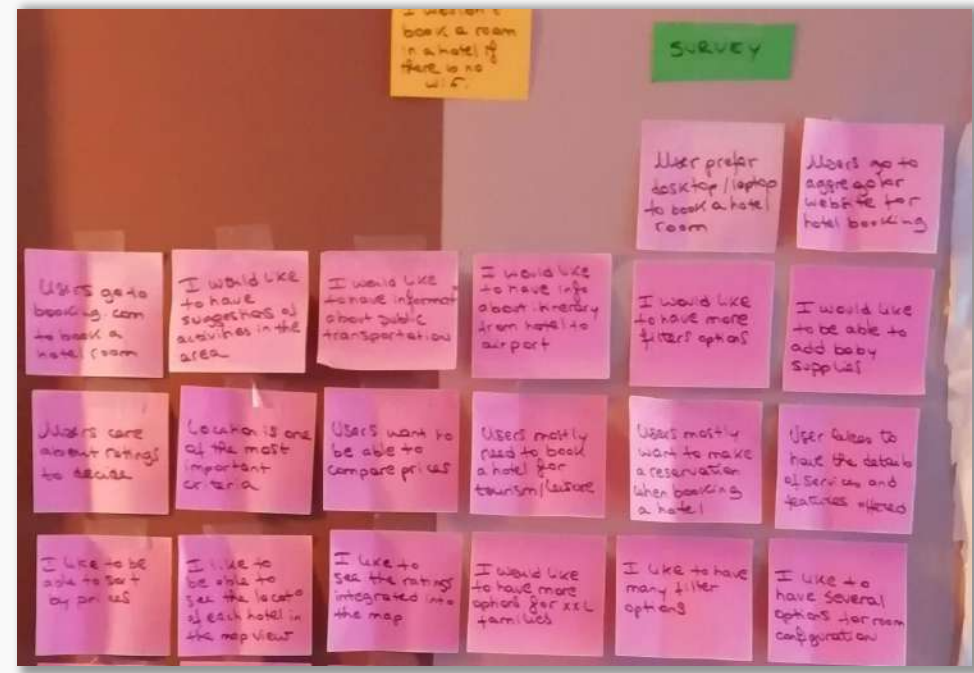
| Project | Name | Key : Hotel booking websites | Color code |
|---------|-----------------------|---|------------|
| 01 | Competitive Benchmark | AirBnB Agoda Secret de Paris Mandarin Bay Sands | |
| 02 | Online Survey | - | |
| 03 | Note-taking | barcelo.com doylecollection.com | |
| 04 | Usability Tests (x3) | louvrehotels.com marinabaysands.com | |



Project : Hotel Booking Websites | Affinity Diagram



Arielle NTONDE (She/Her)



UX Design Institute 2021-2

STEP 2



After that, I started to **group the notes in themes** that made sense to me and focus on a **similar subject**.



STEP 3



I managed to identify **12 groups**. I named them as listed below and placed a light green post-it above each section :

1. Homepage
2. Room Search
3. Room Selection
4. Payment Process
5. Aesthetics *
6. Flexibility and Efficiency of use *
7. User control and Freedom *
8. Help and Error prevention *
9. Hotel Information
10. Transport Guidance
11. Enhance the Stay
12. Pain Points



* Based on Jakob Nielsen's 10 usability heuristics

← Homepage **1**

- User can enter ID or code (with description)
- Background picture is appealing
- User can use the calendar to pick up dates
- Search bar is placed on the home page
- User can choose the # of guests / room
- Booking CTA is placed on the home page
- The Search bar provides suggestions of destinations
- User can add several rooms to the search
- I prefer using a calendar rather than entering dates manually
- User easily responds to CTA "Search" to launch results
- User responds to "Book your stay" CTA to launch results
- Website is giving nice lifestyle images
- User easily responds to CTA "Find a room" to launch the research
- I like when it's a 12 month calendar and I have to see several months
- User scrolls into the home page to see what kind of things the hotel offers

Room Search **2**

- Information about which hotel the room is located can be useful
- User easily responds to CTA "Select" when wanting more info on the room
- User can create a wishlist
- User can view pictures of the room in the search results
- User can see how many hotels are available
- User can add "points of interest" as filters
- I use the map to visualize the location of the hotel
- User can sort ratings by similar types of travelers (single, family...)
- User can view room details in the results of the search (open in a page) with CTA
- User can sort the results by type of views, room and/or both amenities
- User can use map view to search location preferences
- User can sort the results by traveler profile (Adults, couple...)
- User can easily check ratings and reviews in search results
- I like to be able to see the location of each hotel in the map view
- I like to be able to sort by prices
- I would like to have more filters options
- User responds to CTA "Find a room" when looking

Room Selection **3**

- User can easily check ratings and reviews in room details
- User can click on "reserve" CTA to make a reservation
- User can add extras to the room when entering details
- I like having complete information on room equipment
- Information about breakfast option must be clear
- User can easily choose the type of the bed (twin/double)
- CTA to "make a reservation" is visible and text is explicit
- Detailed photos help the user visualize
- Services that are included are clearly visible in room description
- User can click in room details to which hotel / room of the hotel the room is located
- I like user names or what what is included
- I would like to be able to add baby supplies
- I like to have a photo of the room, hair dryer, Air con, heater
- User responds to Add ons CTA

Payment Process

- User can use different types of credit cards for payment
- Free cancellation policy is detailed and recalled at payment step
- All fees and extra charges are explained with links
- Payment is secured with HTTPS protocol
- User can easily choose to pay now or later
- User can log in and reserve by using email and number - webapp/cabot
- User can check to pay online or at the hotel
- Contact form at payment is short
- Details of the reservation are precisely recalled at payment step
- User easily responds to a confirmation with pop-ups when booking and going through the reservation
- I don't see about extra as long as booking is not confirmed
- It's better to have all the add ons in one place, not in several tabs
- For those who care it would be nice if the extra information were limited
- It's a bit confusing to add an extra reservation in the reservation if there is this (cancel, edit, booking...)

Aesthetics **5**

- Bright color makes CTA more visible
- Use of "heart" icon to identify the wishlist
- Points of interests are materialized by a call on the map
- I see a cross on the map for what seems to be a church
- Design is sleek, and minimalist with use of standard icons

Flexibility and Efficiency of use **6**

- Website indicates to the user that the end is close
- Information behind "view details" opens in a page to lighten the content
- List view + map view are visible in the same window
- User can find previous reservation with "manage bookings" CTA using email
- Logo is identifiable and enables the user to go back to homepage
- "Scroll to the top" button eases the navigation
- I like to have many filter options
- User can refresh the selected filter while editing the research
- List view + map view updates accordingly
- I would like to reduce the number of tabs to finalize the booking
- I like that hotel selection opens in a new tab
- The website is talking directly to the user
- Selected research content are recalled in the top right hand corner of the page
- User can date an in-page menu to see room details

4

Pain Points ← 12

- I don't like list about price as it are consuming the same over
- I am not sure what a room is
- main title on home page is not attractive
- User can only pay with CC (credit card)
- Texts too e-commerce oriented and not humanized
- I want less advertisements
- It takes too long to find what I want for
- the consistency between text in CTA button "Book/ reserve"
- Too much Buttons to refine the research
- Photos and margin at the room are not large enough
- The Bt image of home page don't make me feel like I am in a hotel booking website
- I don't like add on because I can't like hotel it's too expensive more things
- I don't like scrolling
- Too much start with urgency sounds or money
- Too much detail on the detail of guests
- User can't add the # of guests
- User can't find what to the sea option
- I don't know if breakfast is included in the price
- Travelers section is not segmented
- Coupon code for price reduction is not visible enough
- Images don't get in order when scrolling on the gallery
- list and map view don't load in a synchronized way
- map view gives no information about hotel
- map gives no information about places around hotel
- It's not good that I had to count the # of nights on my fingers
- I have to click on the web what 35\$ are in fact no extra the size of the room
- It's not user friendly to have to drag around when making calendar
- The pictures do not tell me what the room is
- I'm not sure about what why call why call to evaluate criteria from the hotel
- Too many different colors for i want
- I can't see and contact info and that is not working
- Hotel is so small to reserve on homepage
- Double negative creates confusion

User control and Freedom ← 7

- Visible free cancellation policy help the user make a decision
- User can change language
- I can be flexible on the choice of destination
- User can edit dates and # of guests at any moment
- I want to be able to easily cancel my reservations
- User can change the currency at any moment
- I can be flexible on the choice of dates
- User can click on the breadcrumb to go back to the previous step
- User can share the destination with others
- User responds to CTA "edit" to modify hotel parameters

Enhance the stay ← 11

- I'd like to have information about supermarket around
- User appreciates the menu that shows everything that is possible in the area
- It would be useful to have a few landmarks on the map with the most visited areas and distance from the hotel

Help and Error prevention ← 8

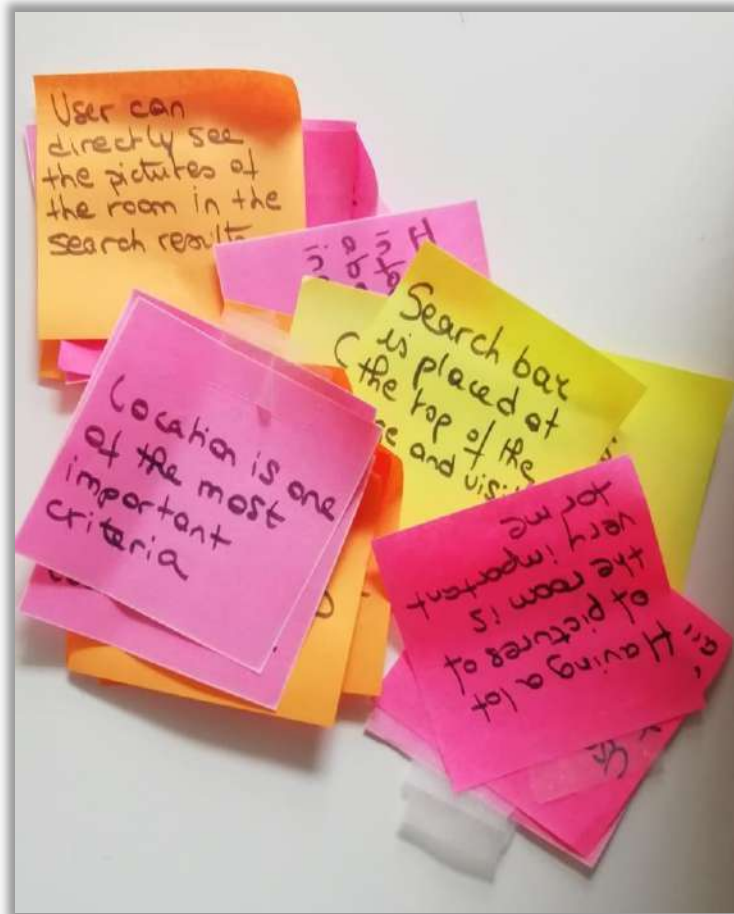
- Text "you want be charged" enables the user to pay upfront
- Priority CTA are more visible than secondary
- Title is search bar are explicit
- Website uses verbs to empower the user
- Intention and defined payment options are clearly explained
- The use of different colors creates hierarchy in the text + buttons
- Website is clear to the user through all the process
- Support /faq content is not visible

Transport Guidance ← 10

- I would add itinerary suggestions in the map to go from hotel to point of interest
- I would like to have info about itinerary from hotel to airport
- I like to have hotel access information
- I would like to have information about public transportation

Hotel Information ← 9

- User engages with social icons to know more about the hotel
- It would be nice to have information on the parking
- User can view the hotel services using the main menu
- I wouldn't book a room in a hotel if there is no wifi
- It's very important for a hotel to have nice pictures of all the rooms and places (restaurant, bath...)



STEP 4



At this stage of the project, I ended up with many **doublons** in my post-it notes.

- ✓ I put them aside which allowed me to lightens my wall of research.
- ✓ Once I had the 12 groups, I thought I **could subdivide the following groups** further :
 - Homepage
 - Room Search
 - Room Selection
 - Payment Process
 - Flexibility and Efficiency of use
- ✓ I **named those subgroups** and placed a dark green post-it above each undersection to separate them from each other.

Search Bar

Search bar is placed on the home page

User can add several rooms to the search

User can choose the # of guests / room

User can enter IATA code (with description)

The Search bar provides suggestions of destinations

Benefits like cancellation are clearly visible to reassure

Calendar

I prefer using a calendar rather than entering dates manually

If User can use the calendar to pick up dates

I like when it's a 12 month calendar and I have not to scroll down month to month

CTA

Booking CTA is placed on the home page

User easily responds to CTA "Search" to launch results

User responds to "Book your stay" CTA to launch results

User easily responds to CTA "Find a room" to launch the reservation

Visual Design

Website is giving me a great image

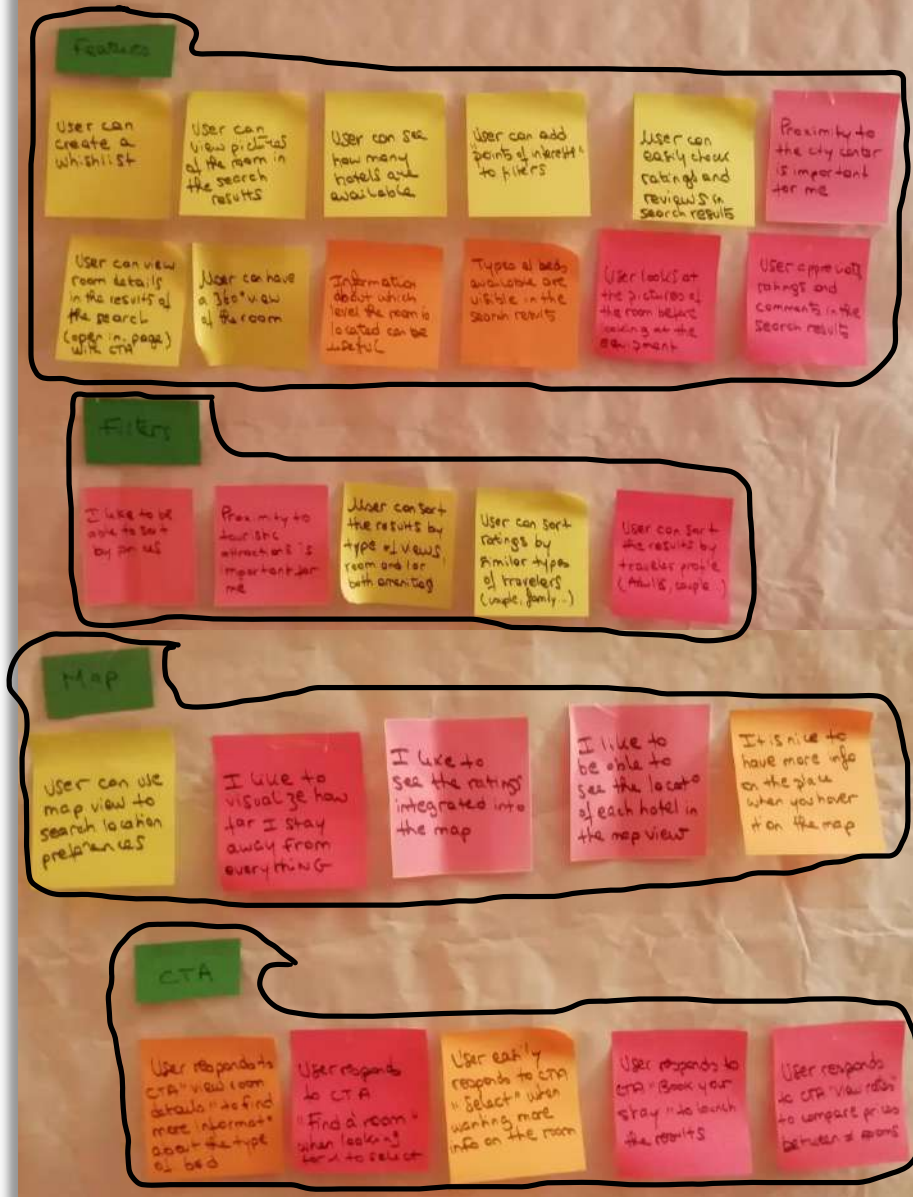
Background Picture is appealing

HOME PAGE

I divided the group « Home page » into 4 subgroups :

- Search Bar
- Calendar
- CTA « Call To Action »
- Visual Design

ROOM SEARCH

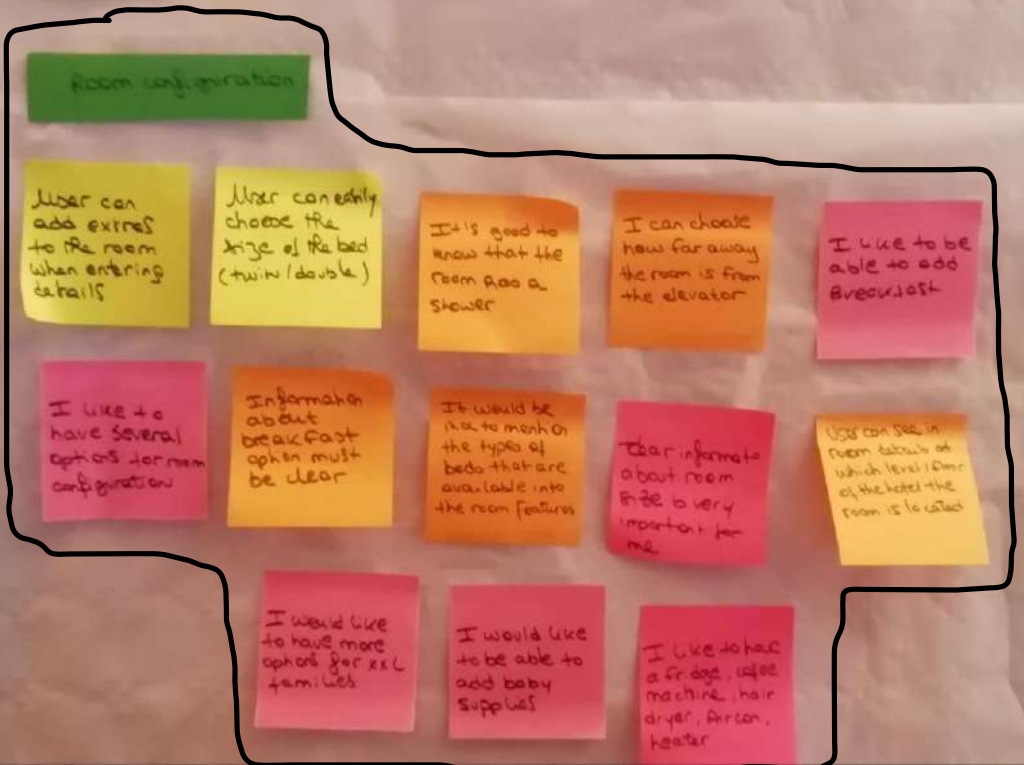


ROOM SEARCH

I divided the group « Room Search » into 4 subgroups :

- Features
- Filters
- Map
- CTA

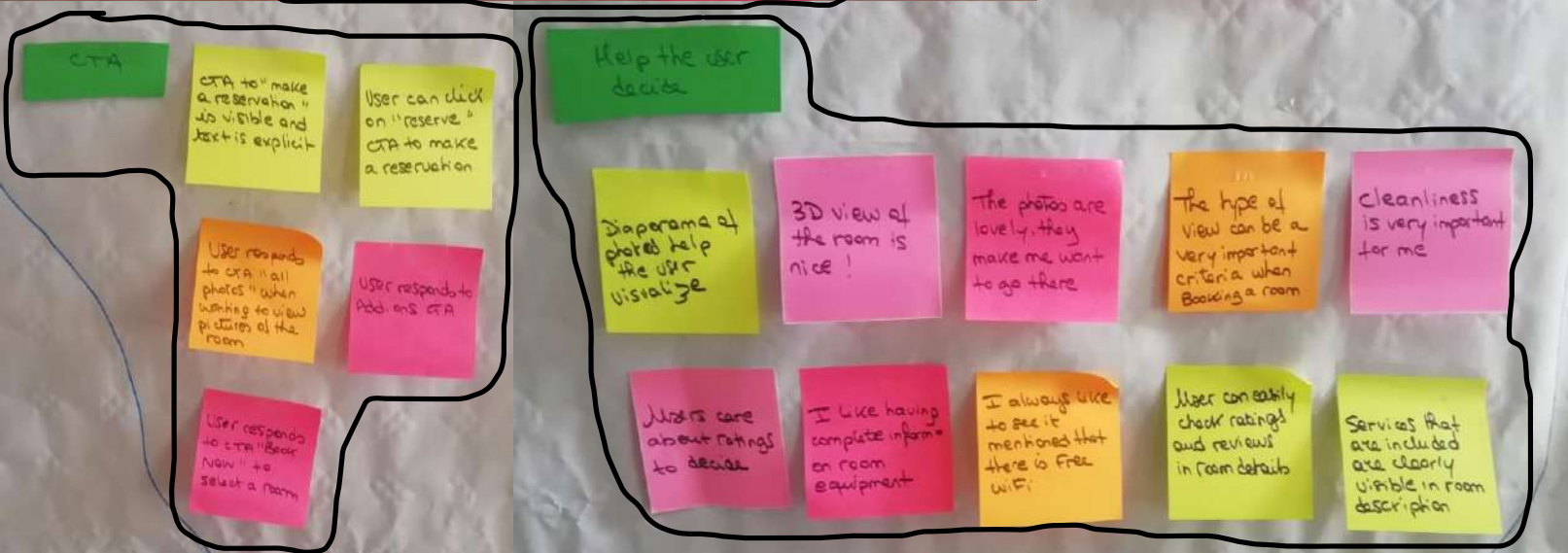
ROOM SELECTION



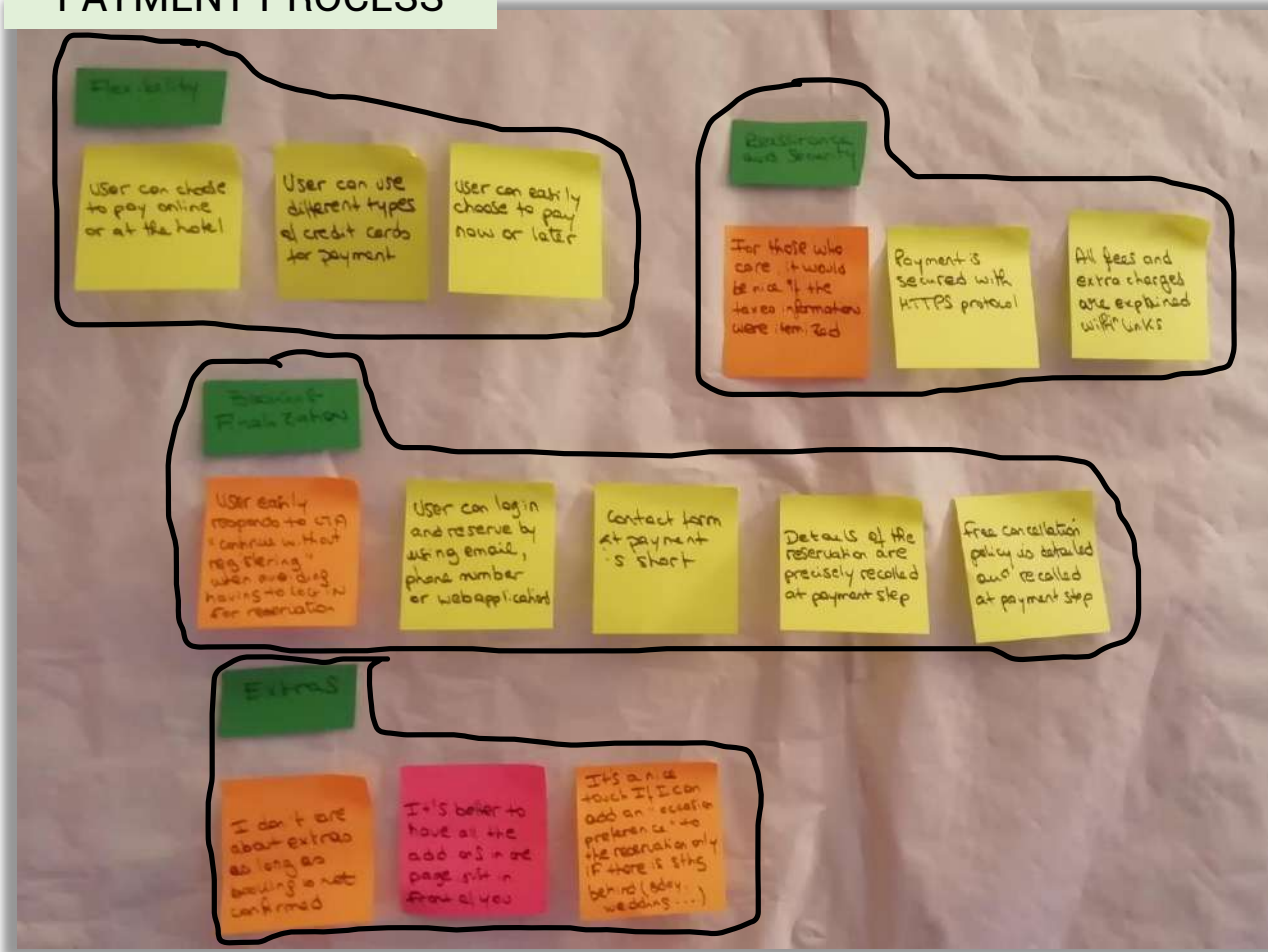
ROOM SELECTION

I divided the group « Room Selection » into 3 subgroups :

- Room configuration
- Help the user decide
- CTA



PAYMENT PROCESS



PAYMENT PROCESS

I divided the group « Payment Process » into 4 subgroups :

- Flexibility
- Reassurance and Security
- Booking Finalization
- Extras

FLEXIBILITY AND EFFICIENCY OF USE

Ease of Navigation

Breadcrumb helps the user know at which step they are

User responds to CTA "Go Back" to get to previous step

User easily engages with "destination" field

I like that hotel selection opens in a new tab

Logo is actionable and enables the user to go back to homepage

"Scroll to the top" button eases the navigation

List view + map view are visible in the same window

User can use an in-page menu to see room details

The website is talking directly to the user

check-in goes automatically to check out in the calendar

Calendar automatically closes when check out is selected

I like to have many filter options

List view + map view updates accordingly

Information behind "view details" opens in-page to lighten the content

Journey recall

User can refine the selected filter while editing the research

Search parameters stay visible at the top of the page

User expects to keep search parameters entered when clicking on "Go Back"

I like to have room details in a drop down menu rather than in a block

Selected research criteria are recalled in the top right hand corner of the page

FLEXIBILITY AND EFFICIENCY OF USE

I divided the group « Flexibility and Efficiency of use » into 2 subgroups :

- Ease of navigation
- Journey recall

HELP AND ERROR PREVENTION

Text "you want to cancel" is placed on the user to pay upfront

Priority can give more visible than secondary

Titles is short but are explicit

Website does "errors" to empower the user

Instant and defined payment options are clearly explained

In case of different card's hierarchy in the system is better

Website is the help to the user through all the process

Support page makes information available

HOTEL INFORMATION

User expects to see all items to know more about the hotel

I would like to have more information on the particular

User can view the hotel services on the main menu

I wouldn't book a room in a hotel if there is no "it"

It's very important to have a photo of the room and also the bathroom

TRANSPORT GUIDANCE

I would add itinerary suggestions in the map to go from home to point of interest

I would like to have info about itinerary from home to airport

I like to have hotel access information

I would like to have information about public transportation

ENHANCE THE STAY

I'd like to have information about supermarket around

User appreciates the menu that shows exactly what's possible in the area

It would be useful to have a few landmarks on the map with the most used areas and choices from the hotel

HOME PAGE

Search bar

Search bar is placed on the home page

User can add several rooms to the search

User can choose the # of guests (room)

User can enter zip & date (with dropdown)

The Search bar provides suggestions of each method

Benefits like collection can be used to be realistic

Calendar

I prefer using a calendar rather than entering dates manually

The user can use the calendar to go up to date

I like when it is a 3 month calendar and I like when it is scroll down month to month

CTA

Booking CTA is placed on the home page

User easily responds to a CTA search on search results

User responds to "Book your stay" CTA as search results

User easily responds to CTA "Book your stay" as search results

Visual Design

Layout is going to be a grid

Background pattern is appealing

ROOM SEARCH

Features

User can create a wishlist

User can view photos of the room in the search results

User can see room name, details and availability

User can add items of interest to the search results

User can easily check room details and search results

Priority to the user is important for me

User can view room details from search results

User can view the details of the room

Information about the room is available

Maps to help understand the location and search results

User can filter the room details

User can view the details of the search results

Filters

I like to see filters by price

Priority to the user is important for me

User can filter the results by price of the room and the location

User can filter the results by the number of travelers (single, family...)

User can filter the results by the number of bedrooms (1, 2, 3...)

Map

User can use map to see the location of the search results

I like to see the location of the search results on the map

I like to see the ratings and reviews on the map

I like to see the location of the search results on the map

I like to see the location of the search results on the map

CTA

User responds to CTA "Book your stay" as search results

User responds to CTA "Book your stay" as search results

User responds to CTA "Book your stay" as search results

User responds to CTA "Book your stay" as search results

ROOM SELECTION

Room configuration

User can add extras to the room when entering details

User can easily choose the type of the bed (single/double)

It's good to know that the room has a shower

I can check how far away the room is from the elevator

I like to be able to see the room details

I like to have a view of the room

Information about breakfast options must be clear

It would be nice to have the type of beds that are available in the room

It's important to have a view of the room

User can see the room details

I would like to have more options for the room

I would like to be able to add more items to the room

I like to have a view of the room

I like to have a view of the room

I like to have a view of the room

CTA

User can make a reservation as visible and text is explicit

User can click on "reserve" CTA to make a reservation

User responds to CTA "Book your stay" as search results

User responds to CTA "Book your stay" as search results

Help user decide

Diagram of photo help the user visualize

3D view of the room is nice

The photos are clear and make me want to go there

The host of the view can be a very important criteria when booking a room

Cleanliness is very important for me

Users are about ratings to decide

I like having complete information on room equipment

I always like to see if there is a free Wi-Fi

User can easily check ratings and reviews in room details

Services that are included are clearly visible in room description

PAYMENT PROCESS

Flexibility

User can choose the way to pay for the hotel

User can use different types of credit cards for payment

User can easily choose to pay from or with

Reassurance and Security

The hotel can provide a secure payment process

Payment is secured with HTTPS protocol

It's best and more secure and explicit with links

Booking Finalization

User can easily respond to the booking process

User can see the details of the booking process

User can see the details of the booking process

User can see the details of the booking process

Extras

I like to see the details of the booking process

I like to see the details of the booking process

I like to see the details of the booking process

AESTHETICS

Bright color makes CTA more visible

Use of "heart" icon to easily mark a favorite

Priority of information is clear and easy to read on the map

I like a book on the map for what seems to be a choice

Click on a specific and minimal with use of standard icons

FLEXIBILITY AND EFFICIENCY OF USE

Ease of navigation

Breadcrumb helps the user know at which step they are

User responds to "Go Back" as go to previous step

User can filter the search results with "filter" button

I like to see the details of the search results in a new tab

Layout is intuitive and makes the user go back to homepage

Screen on the map is clear and easy to read

List view is clear and easy to read

User can use an in-page menu to filter from details

The website is clear and easy to use

Check-in and check-out dates are clearly visible in the calendar

Calendar calendar is clear and easy to use

I like to have more options

List view is clear and easy to read

Information about the search results is clear and easy to read

Journey recall

User can find the selected filter while doing the search

Search parameters stay visible at the top of the page

User expects to see search parameters listed when clicking on "Go Back"

I like to have room details in a drop down menu rather than in a list

Selected search criteria are recalled in the top right hand corner of the page

USER CONTROL AND FREEDOM

User can always go back to the search results

User can change language

I can be flexible on the date of destination

User can edit dates on a day at any moment

I want to be able to easily cancel my reservation

User can change the currency at any moment

I can be flexible on the date of travel

User can click on the breadcrumb to go back to the previous step

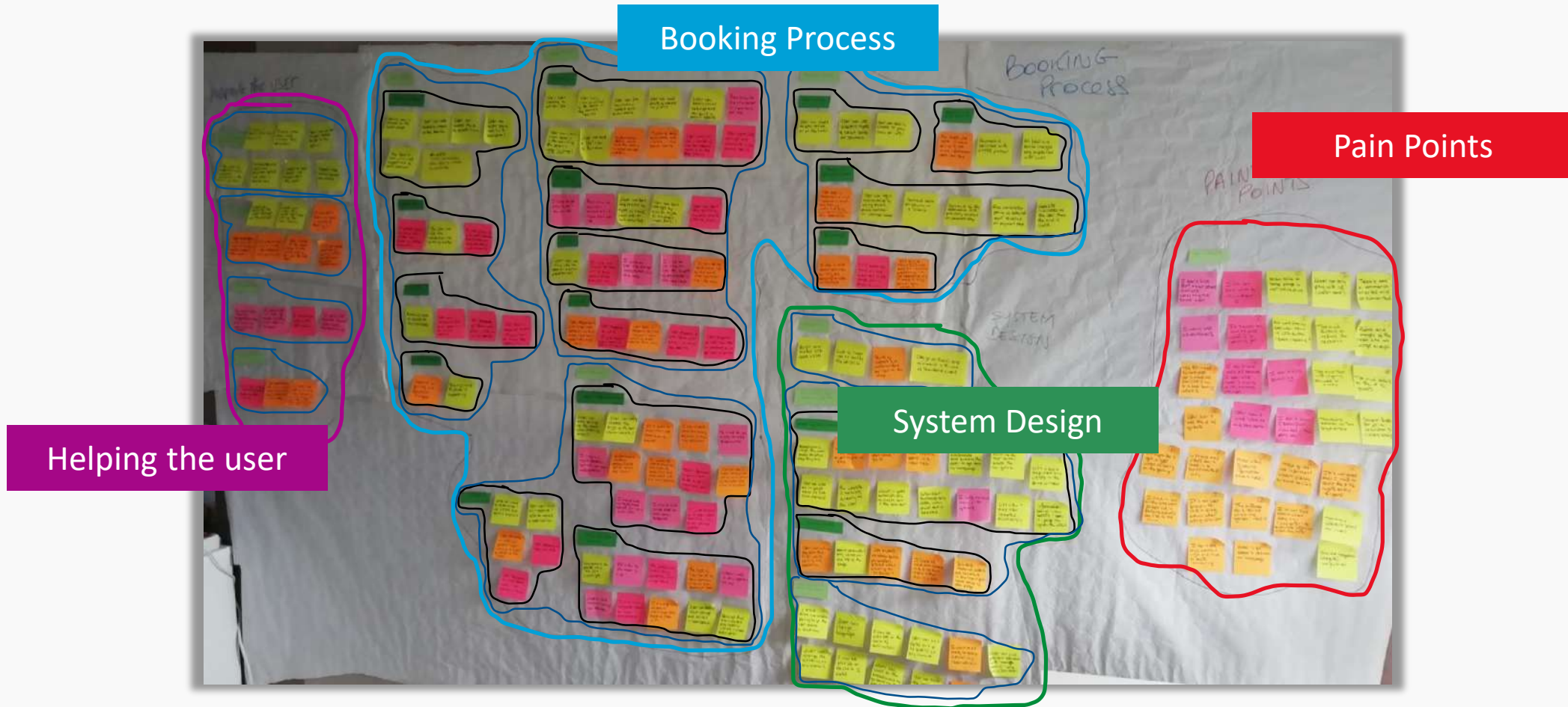
User can share the destination with others

User responds to CTA "Book your stay" as search results

STEP 5



I organized the 12 themes into **4 main groups** : Booking process, System Design, Helping the user, Pain Points.



Helping the user

HELP AND ERROR PREVENTION

Text 'You want to change?' enables the user to try again

Priority CTA and more visible than secondary

Titles & search bars are explicit

Visible and visible to the user

Instant and delayed feedback gives clear explanation

Use of different colors creates meaning in the text & buttons

Visible and visible to the user through all the process

Support icon sends alarm message

HOTEL INFORMATION

User might not know where a hotel is

I would like to know more information on the location

User can view the hotel location on the map

I would like to know more about the hotel

It's important to know more about the hotel

TRANSPORT GUIDANCE

I would add more information about transport

I would like to know more about transport from the airport

I would like to know more about transport from the airport

I would like to know more about transport from the airport

ENHANCE THE STAY

I would like to have more information about the area

User appreciates the menu that shows everything that's possible in the area

I would like to have more information about the area

HOME PAGE

Search bar

User can search for hotels

User can add filters to the search

User can choose the location (from all queries)

User can enter the address (with autocomplete)

The search bar provides suggestions of hotels

Benefits of search bar are visible in the results

Calendar

User can view the calendar for the selected dates

User can use the calendar to find the best dates

User can see the calendar for the selected dates

CTA

Booking CTA is on the home page

User can see the CTA for the selected dates

User can see the CTA for the selected dates

Visual Design

Visual design is important

Background picture is appealing

ROOM SEARCH

Features

User can create a shortlist

User can view the results of the search

User can see the price of the room

User can see the location of the room

User can see the amenities of the room

User can see the reviews of the room

User can see the photos of the room

User can see the availability of the room

User can see the cancellation policy of the room

User can see the check-in and check-out times of the room

User can see the number of guests of the room

User can see the number of bedrooms of the room

User can see the number of bathrooms of the room

User can see the number of floors of the room

User can see the number of parking spaces of the room

User can see the number of pets of the room

User can see the number of wheelchair accessible rooms of the room

User can see the number of rooms with a view of the sea of the room

User can see the number of rooms with a view of the city of the room

User can see the number of rooms with a view of the garden of the room

User can see the number of rooms with a view of the pool of the room

User can see the number of rooms with a view of the terrace of the room

User can see the number of rooms with a view of the balcony of the room

User can see the number of rooms with a view of the garden of the room

User can see the number of rooms with a view of the pool of the room

User can see the number of rooms with a view of the terrace of the room

User can see the number of rooms with a view of the balcony of the room

Filters

User can filter by price

User can filter by location

User can filter by amenities

User can filter by reviews

User can filter by photos

User can filter by availability

User can filter by cancellation policy

User can filter by check-in and check-out times

User can filter by number of guests

User can filter by number of bedrooms

User can filter by number of bathrooms

User can filter by number of floors

User can filter by number of parking spaces

User can filter by number of pets

User can filter by number of wheelchair accessible rooms

User can filter by number of rooms with a view of the sea

User can filter by number of rooms with a view of the city

User can filter by number of rooms with a view of the garden

User can filter by number of rooms with a view of the pool

User can filter by number of rooms with a view of the terrace

User can filter by number of rooms with a view of the balcony

Map

User can see the location of the room on the map

User can see the location of the room on the map

User can see the location of the room on the map

CTA

User can see the CTA for the selected dates

User can see the CTA for the selected dates

User can see the CTA for the selected dates

ROOM SELECTION

Room configuration

User can see the room configuration

User can see the room configuration

User can see the room configuration

CTA

User can see the CTA for the selected dates

User can see the CTA for the selected dates

User can see the CTA for the selected dates

Help user decide

User can see the room configuration

User can see the room configuration

User can see the room configuration

PAYMENT PROCESS

Flexibility

User can choose the payment method

User can see the payment options

User can see the payment options

Booking Finalization

User can see the booking confirmation

User can see the booking confirmation

User can see the booking confirmation

Extras

User can see the extras for the room

User can see the extras for the room

User can see the extras for the room

Reassurance and Security

User can see the security information

User can see the security information

User can see the security information

AESTHETICS

User can see the aesthetics of the room

User can see the aesthetics of the room

User can see the aesthetics of the room

FLEXIBILITY AND EFFICIENCY OF USE

User can see the flexibility and efficiency of use

User can see the flexibility and efficiency of use

User can see the flexibility and efficiency of use

Ease of navigation

User can see the ease of navigation

User can see the ease of navigation

User can see the ease of navigation

Journey recall

User can see the journey recall

User can see the journey recall

User can see the journey recall

USER CONTROL AND FREEDOM

User can see the user control and freedom

User can see the user control and freedom

User can see the user control and freedom

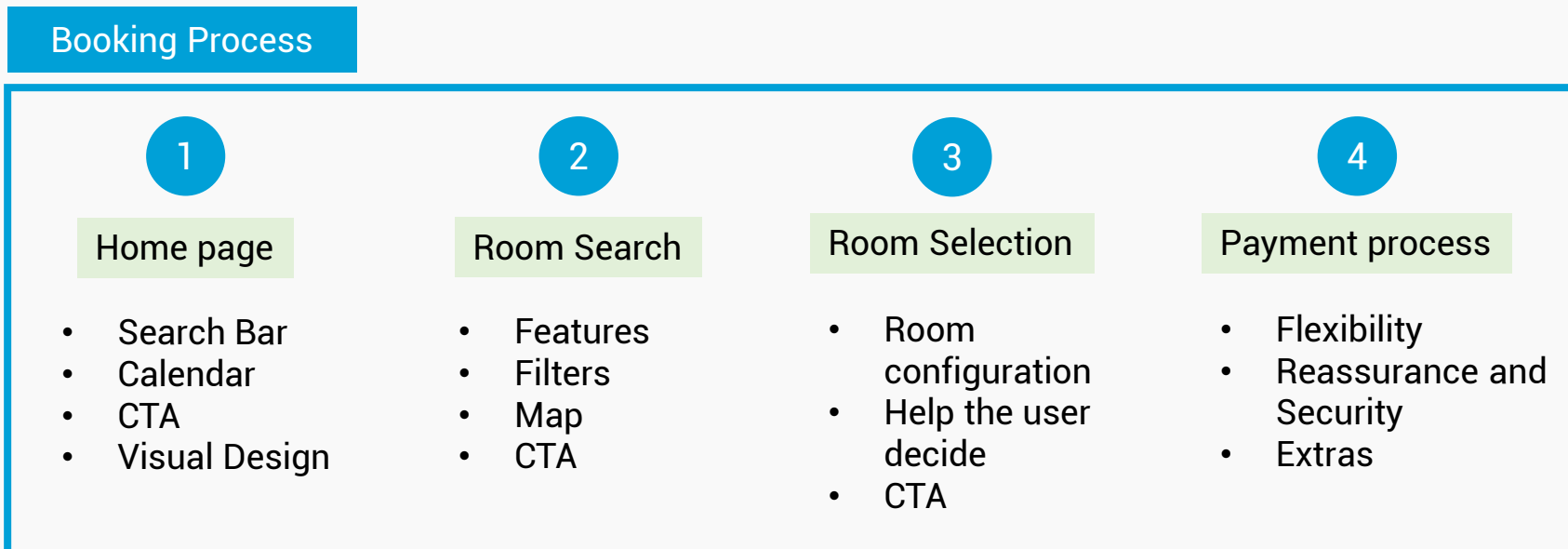
System Design

STEP 6

Final step of this project is to sequence the subdivisions into a **chronological and intuitive user flow**. I chose to use the elements of the “booking process” group.

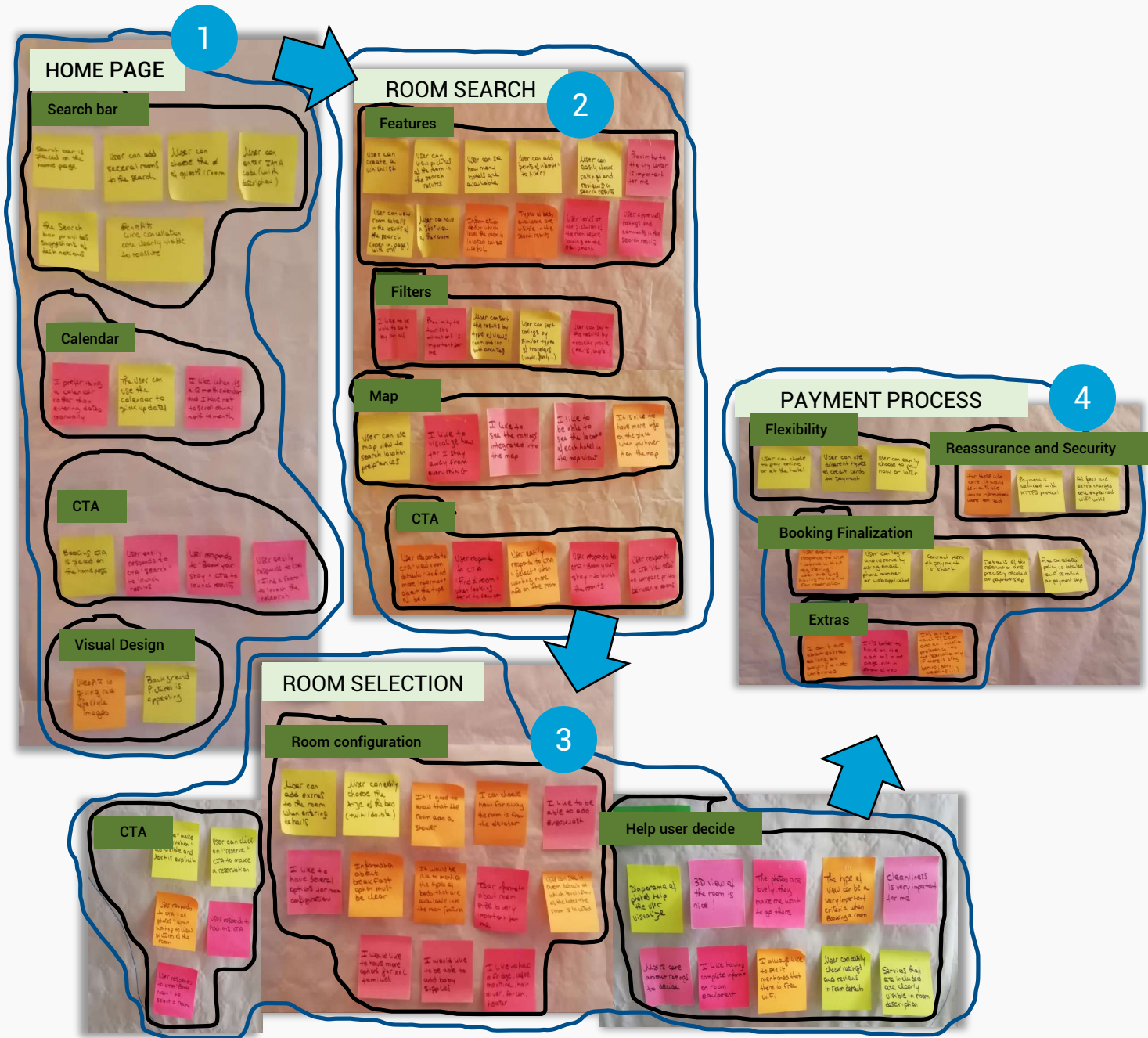
X I did not integrate the groups “system design” and “helping the user” into the sequencing because they are apart from the user journey. They represent insights to keep in mind when the time will be to conceive an intuitive and adapted product.

X As for the “Pain points” group, it gathers all bad feelings encountered by the users and other issues that I found on the websites during the research phase. They won't be designed but they will need to be solutioned afterwards during the design phase.



Hotel Booking Process

User Flow



Interaction design for desktop

Hotel booking web sites

Photo by Amélie Mourichon on Unsplash



Hotel booking statement

Context summarization

The client is **a new hotel**. They're looking to create an online booking experience that is simple, accessible and based on a deep understanding of their target users.

Step 1

Before deeping into each screen, I started by a basic sketch of the user flow.

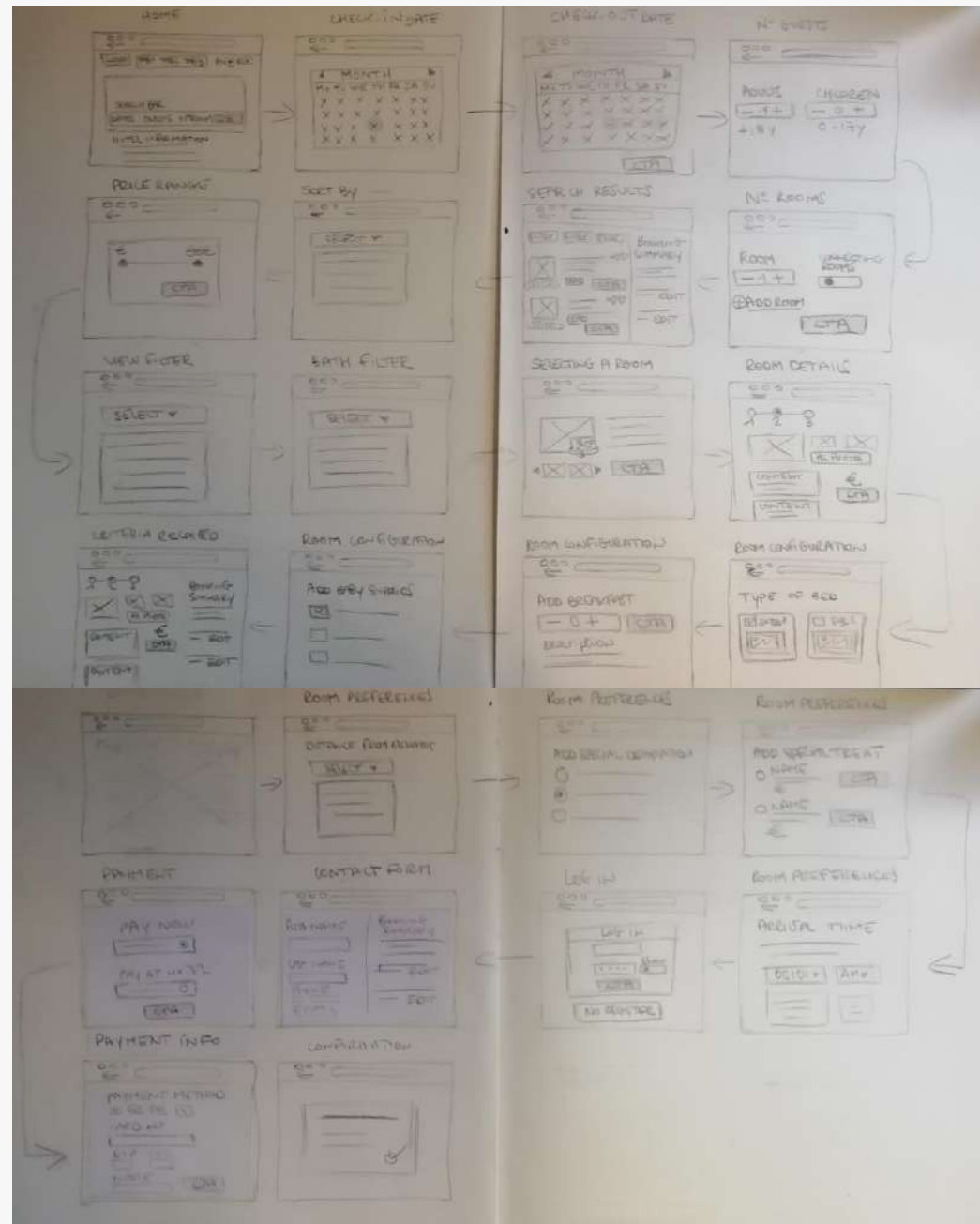
The sketches are based on my flow diagram design and each screen represents a screen state.

Step 2

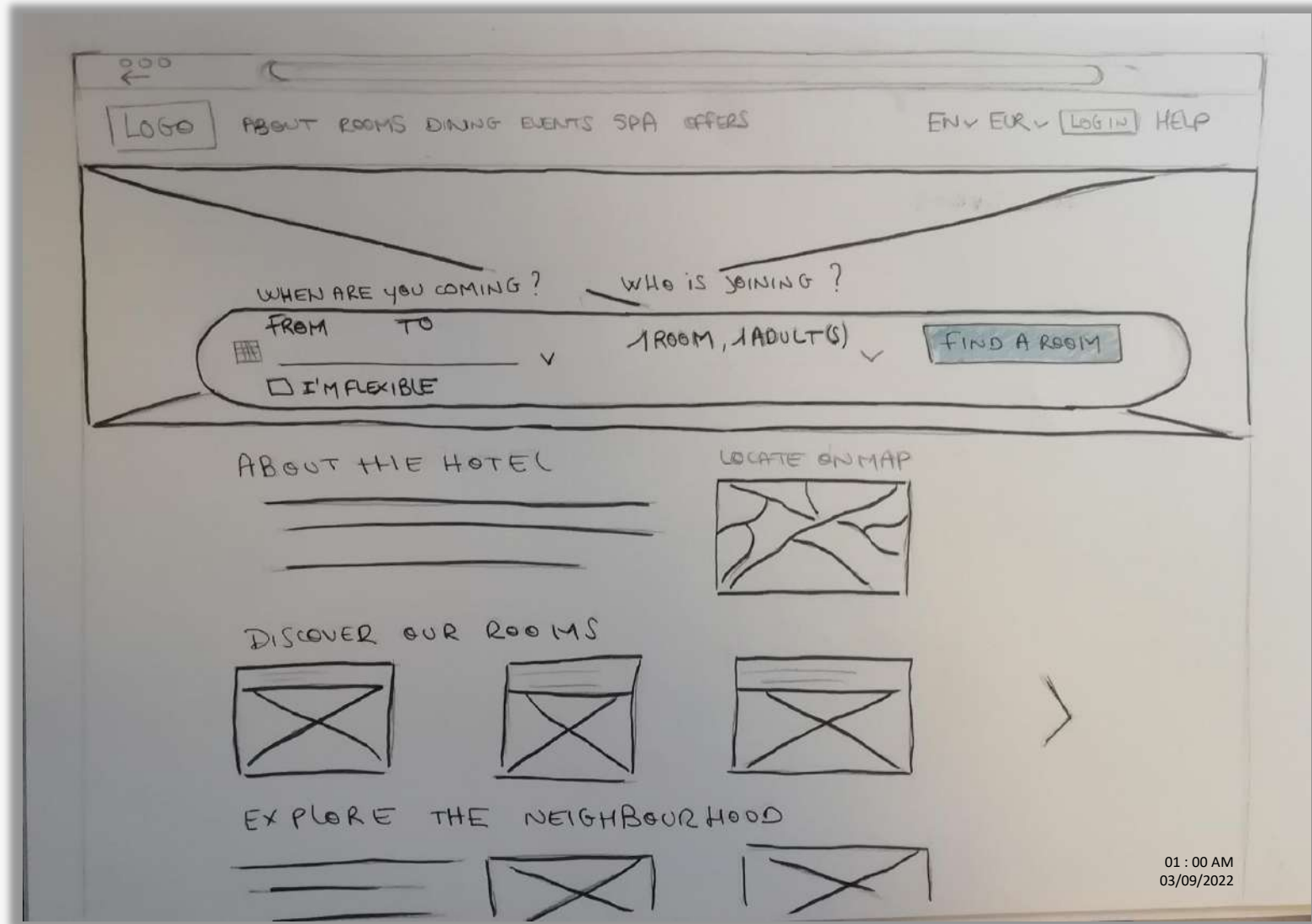
In the following slides, I will detail each screen and step of the flow.

I will make note of any issues or inconsistencies that become apparent.

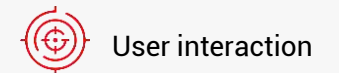
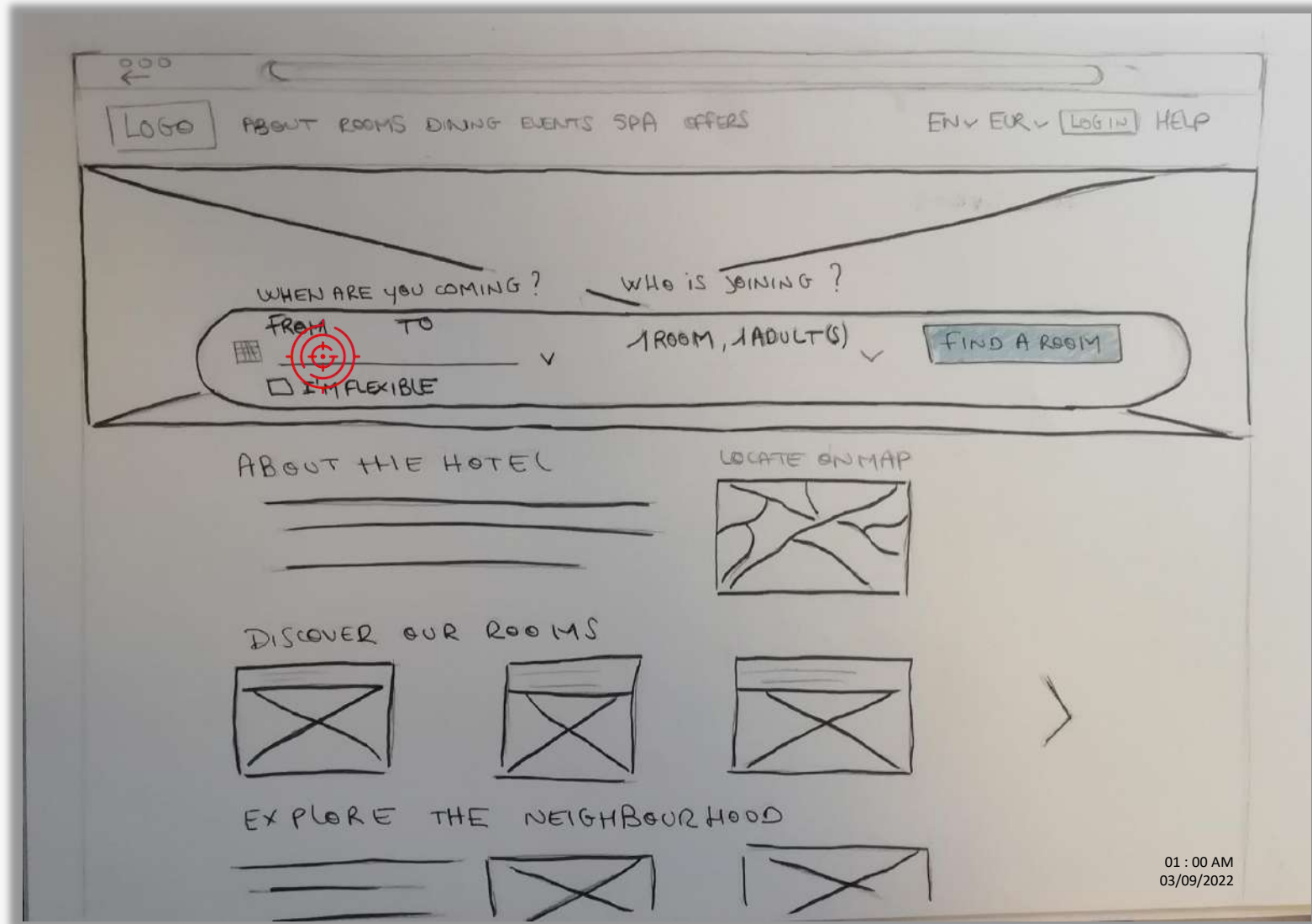
Material : I used drawing paper, drawing pencils, colored pencils and felt pens.



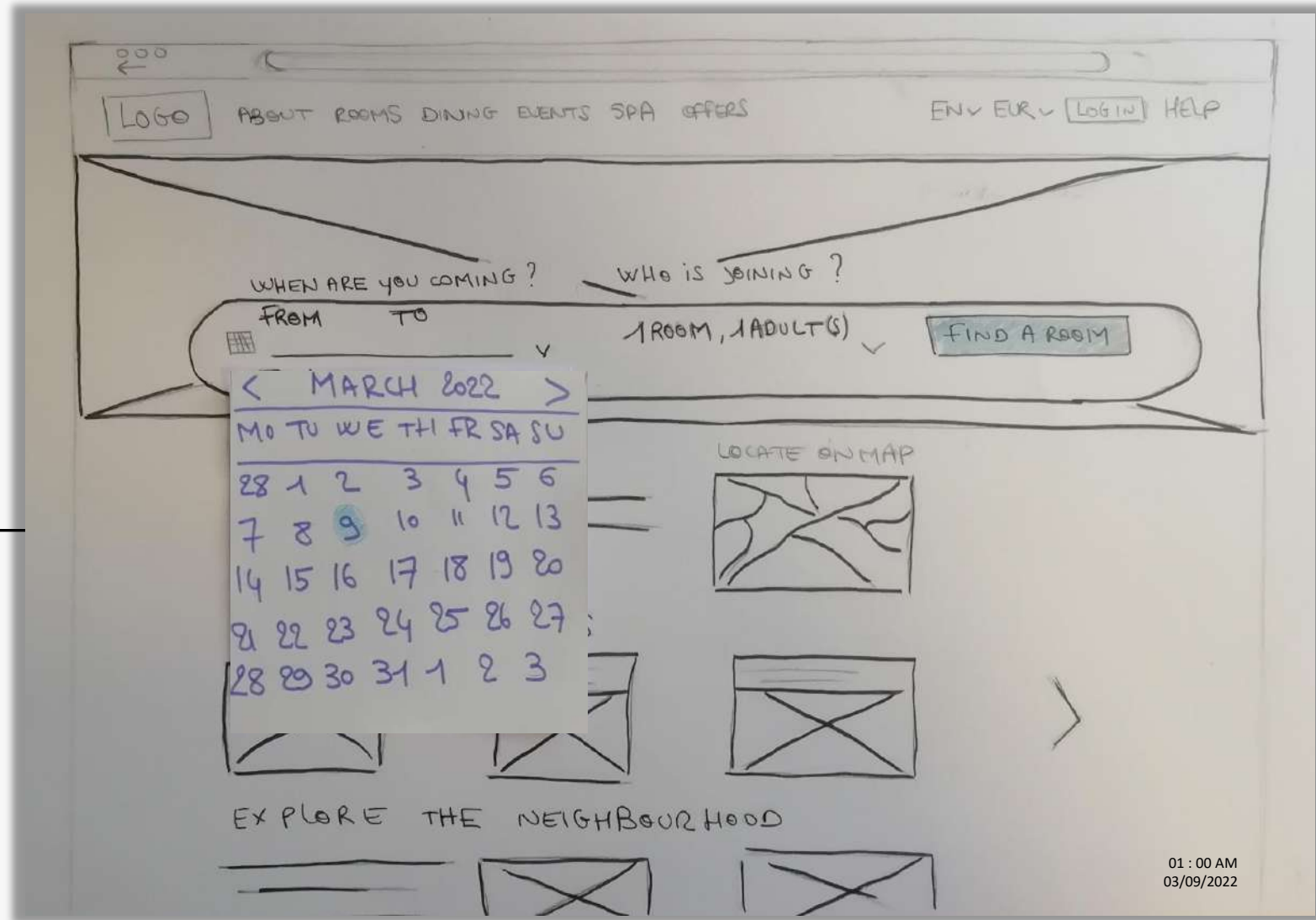
Screen 1 : HOMEPAGE



Screen 1 : HOMEPAGE > SEARCH BAR

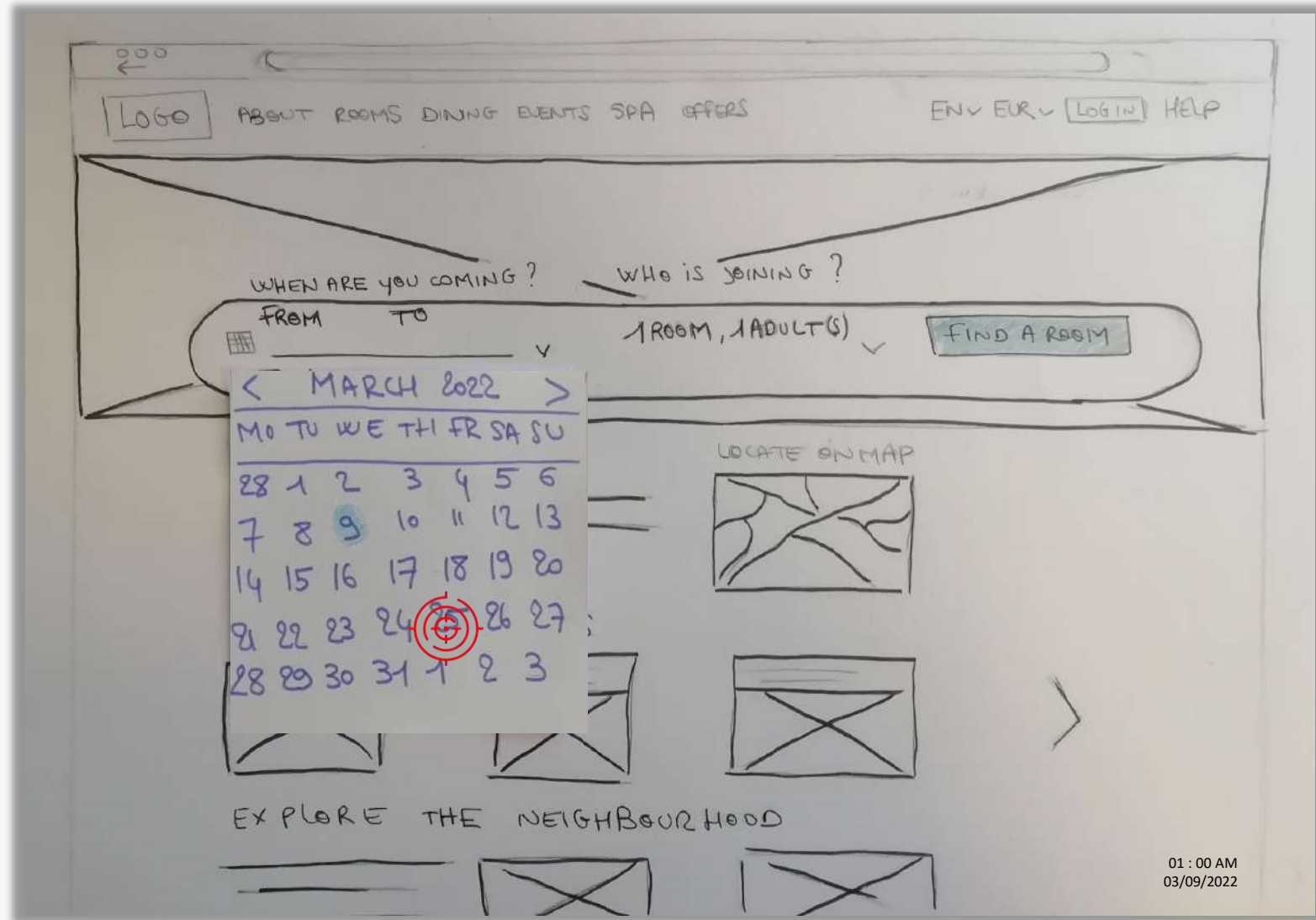


Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR

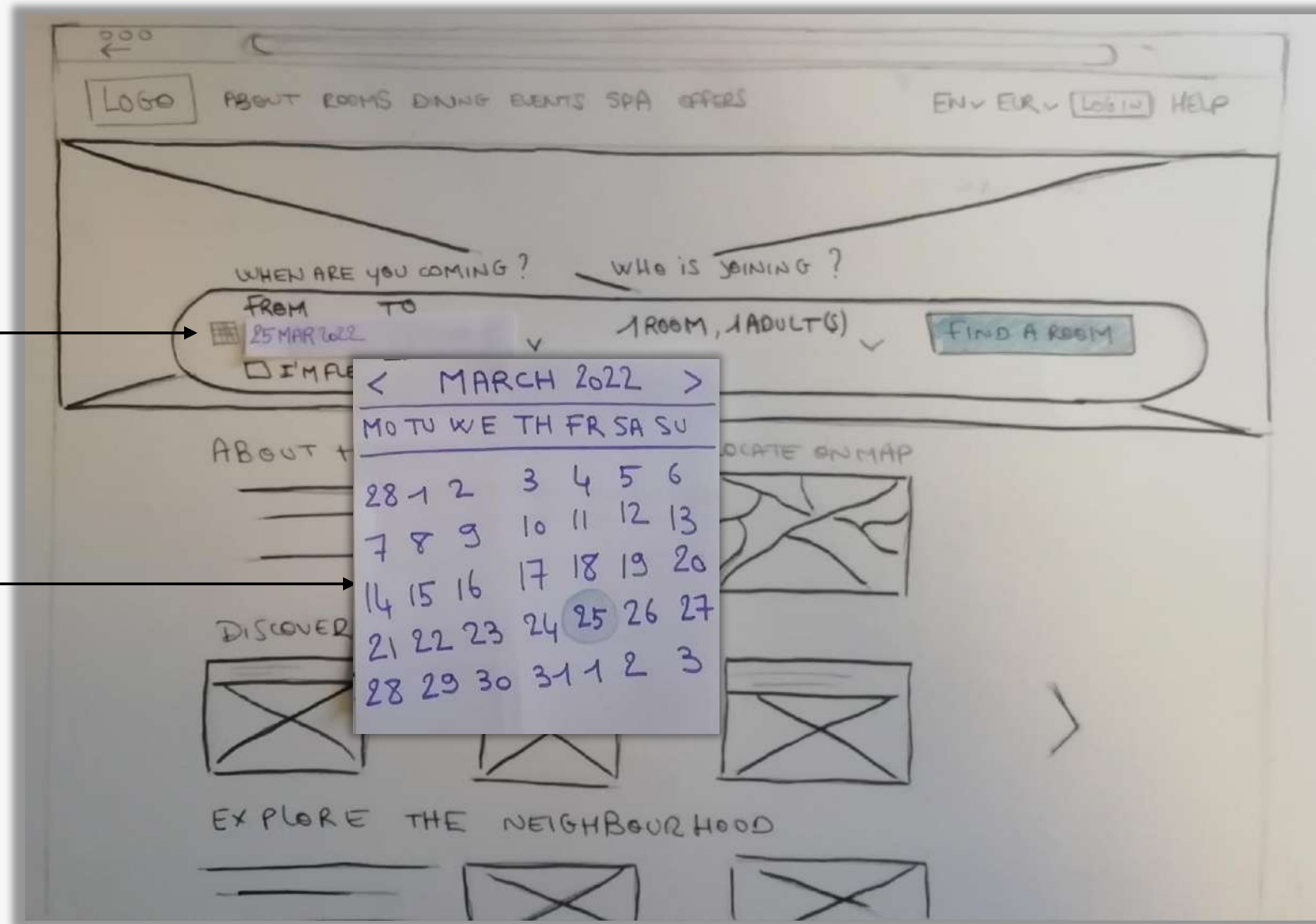


Calendar is automatically set on user visiting day

Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR



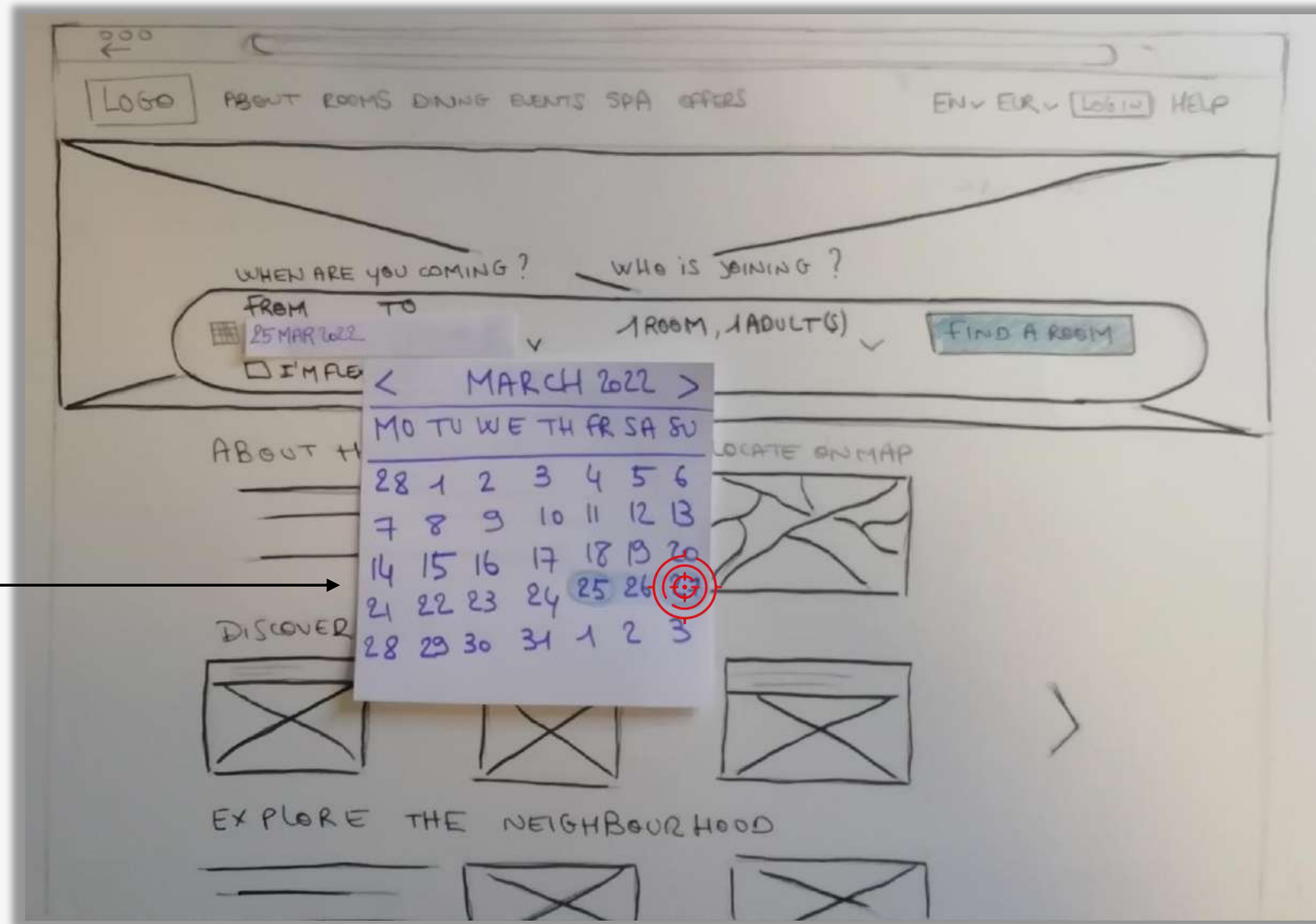
Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR



Check-in date is selected and displayed in search bar

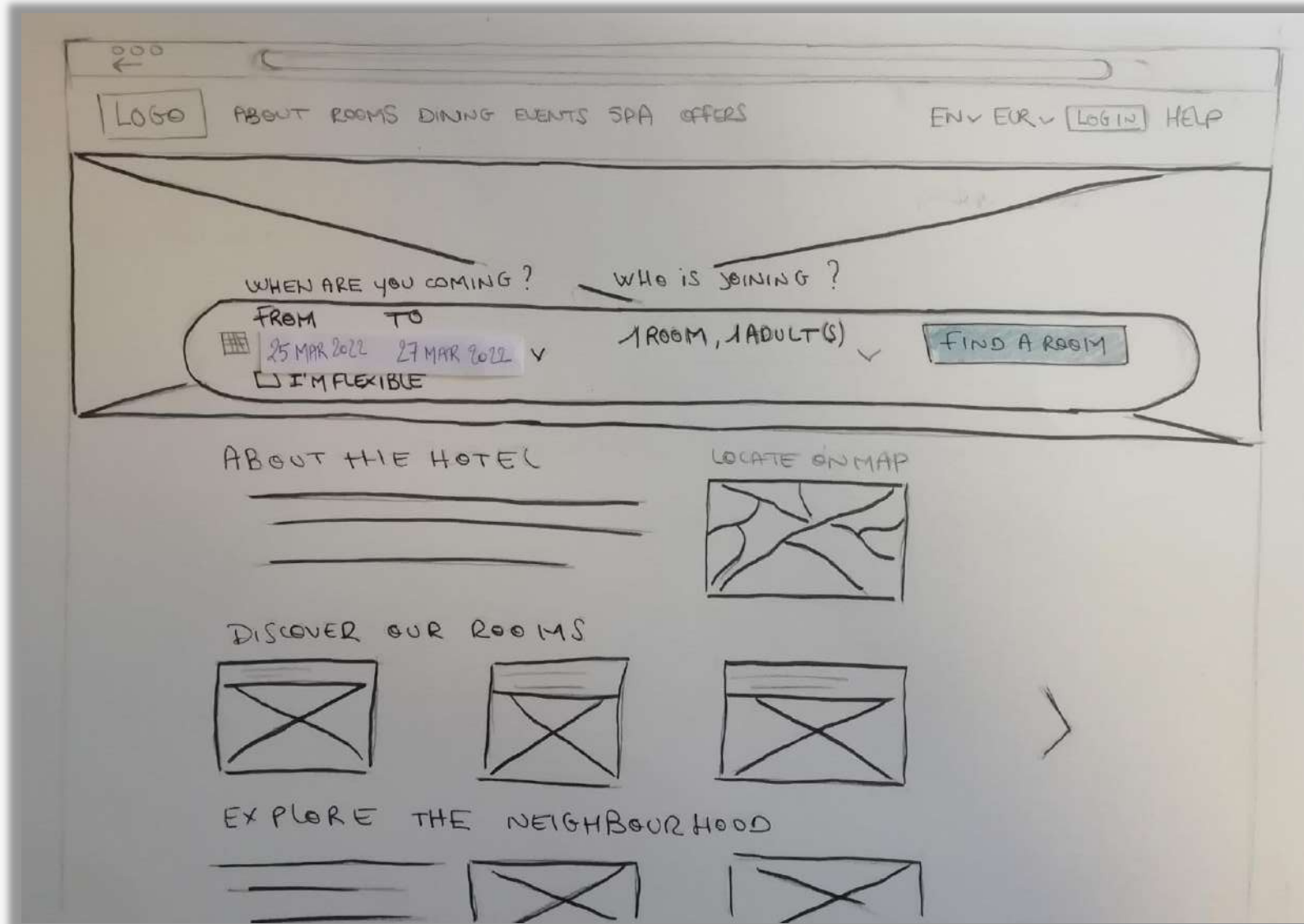
Calendar automatically goes to check-out

Screen 1 : HOMEPAGE > SEARCH BAR > CALENDAR

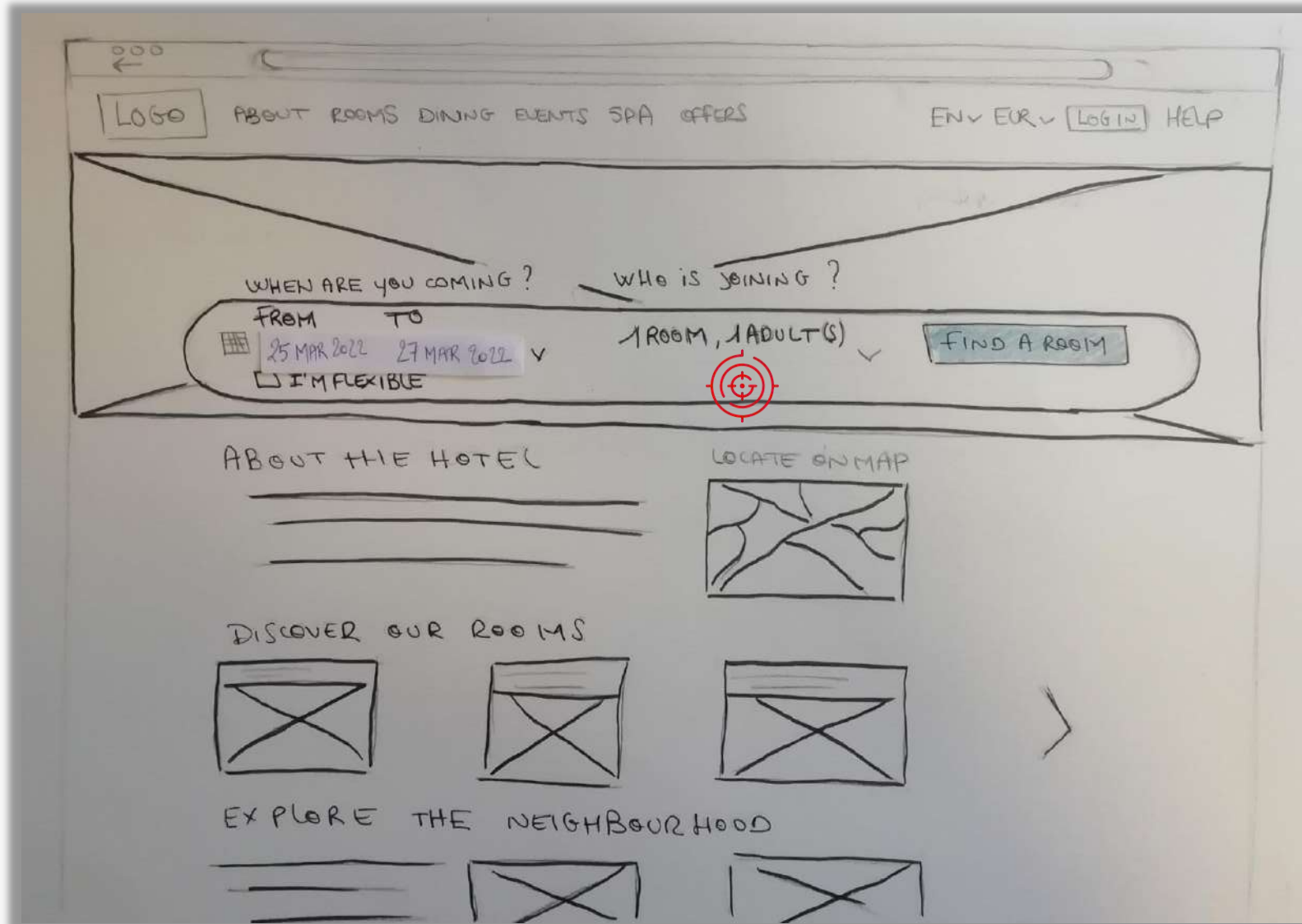


Selected days are highlighted when user mouses hover calendar to select check-out date

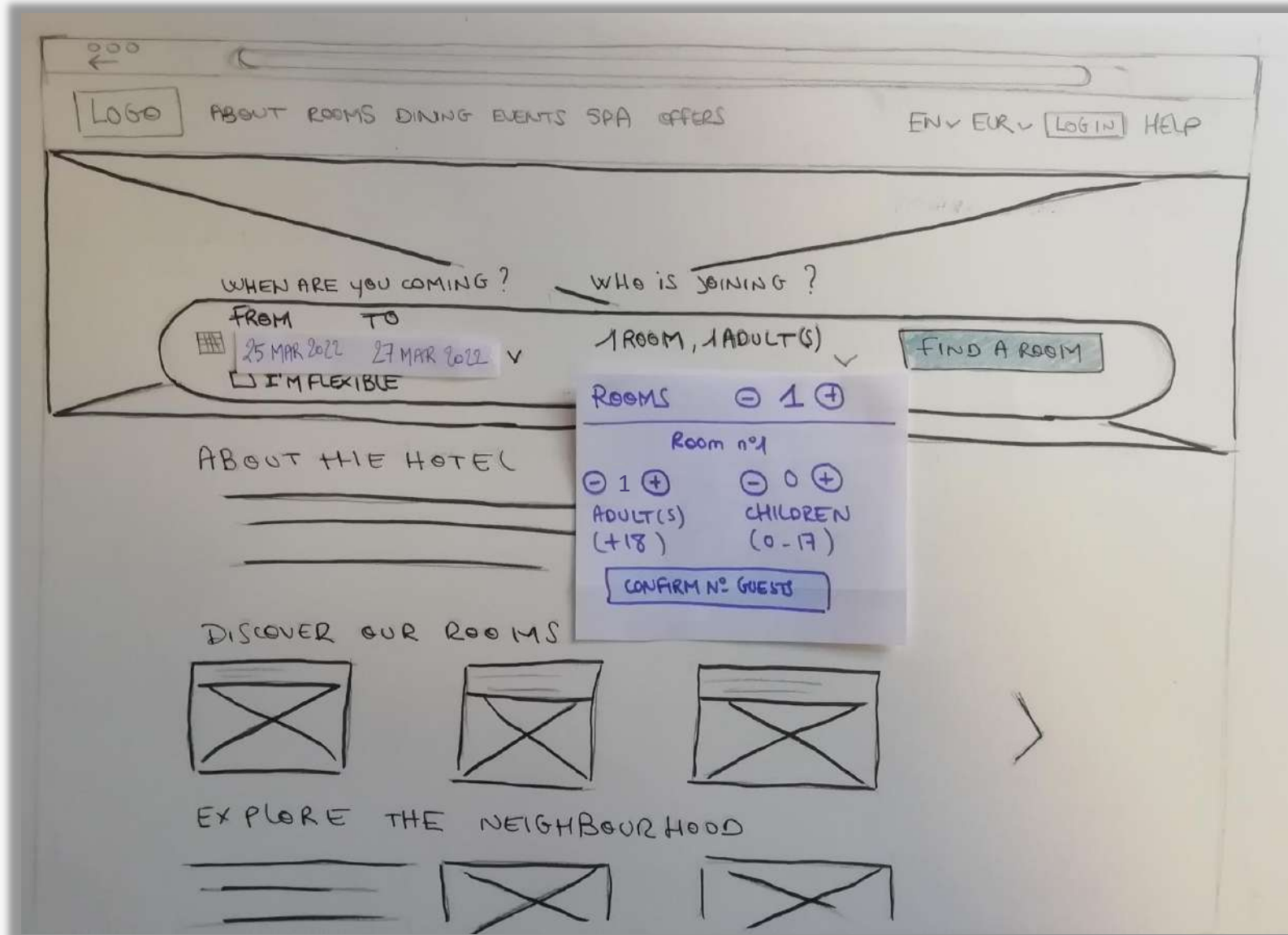
Screen 1 : HOMEPAGE > SEARCH BAR



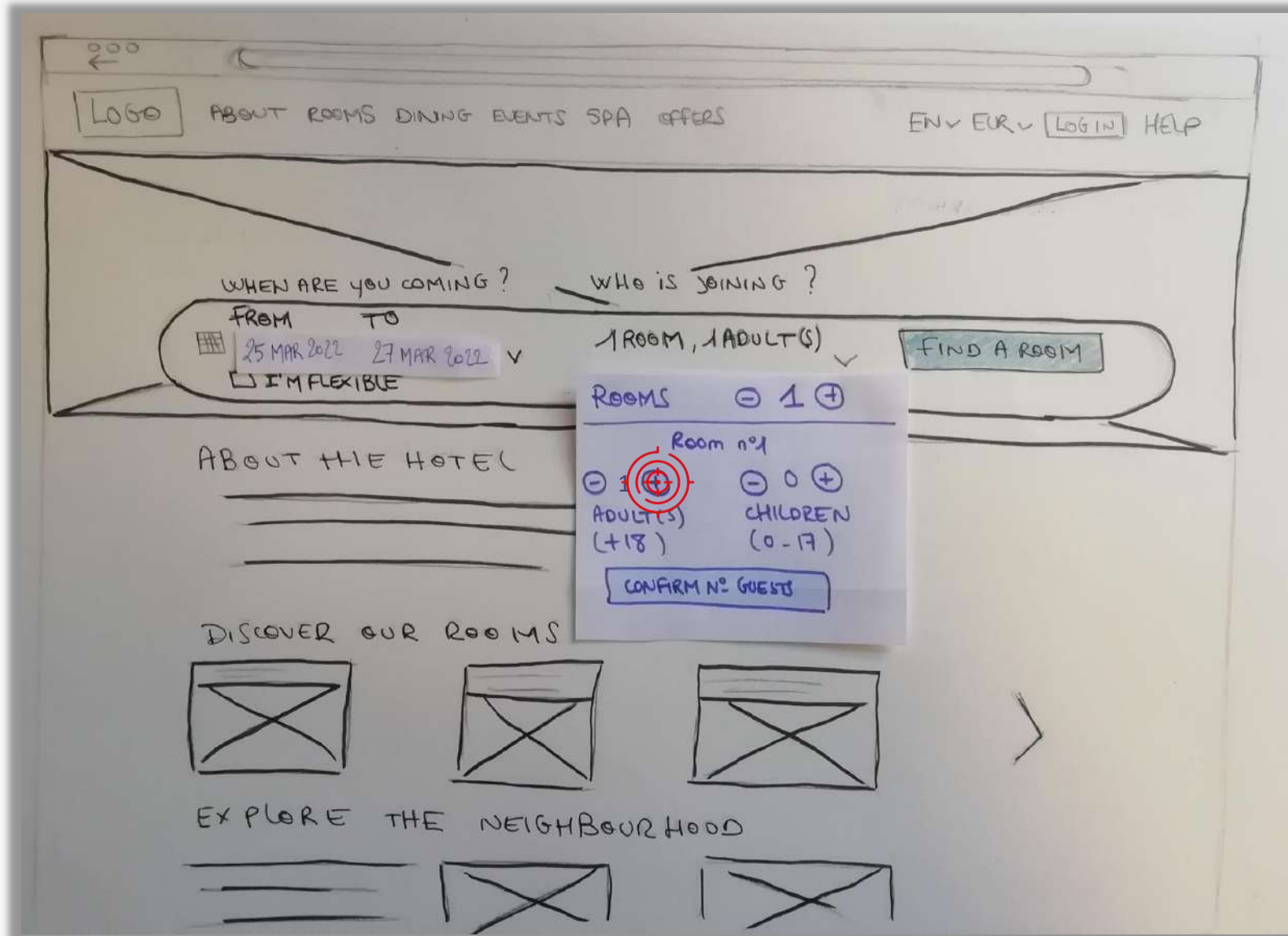
Screen 1 : HOMEPAGE > SEARCH BAR



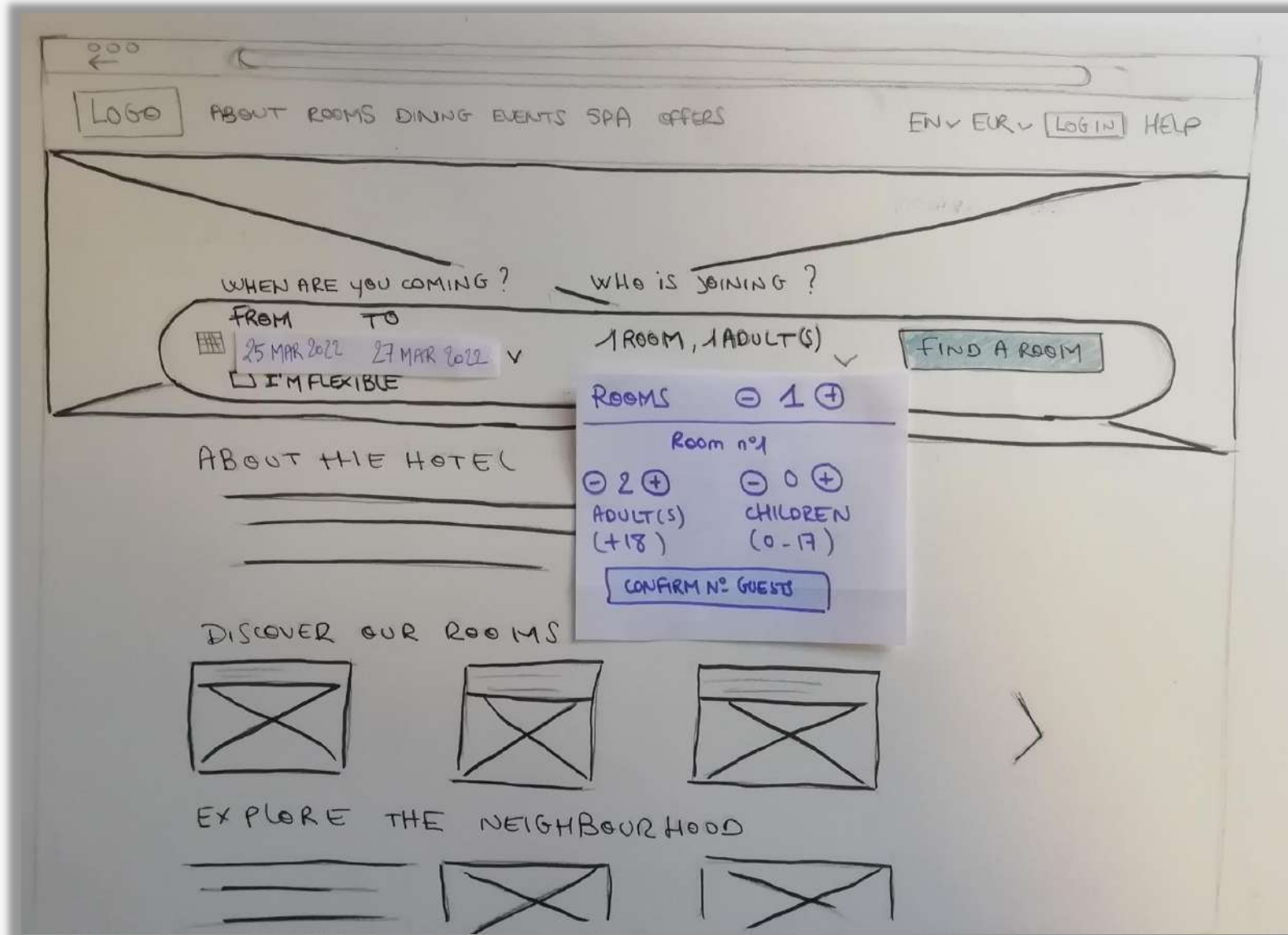
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



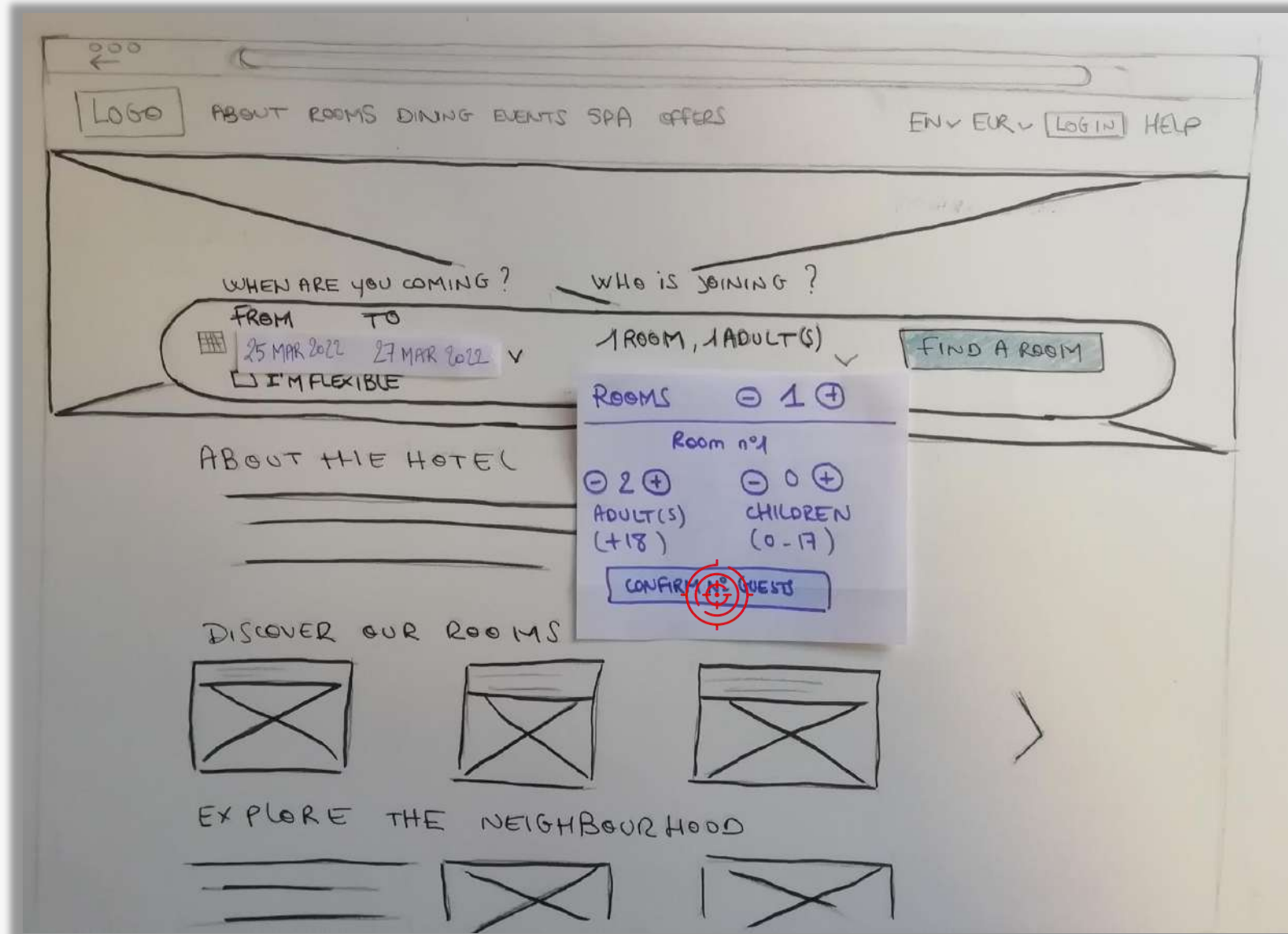
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



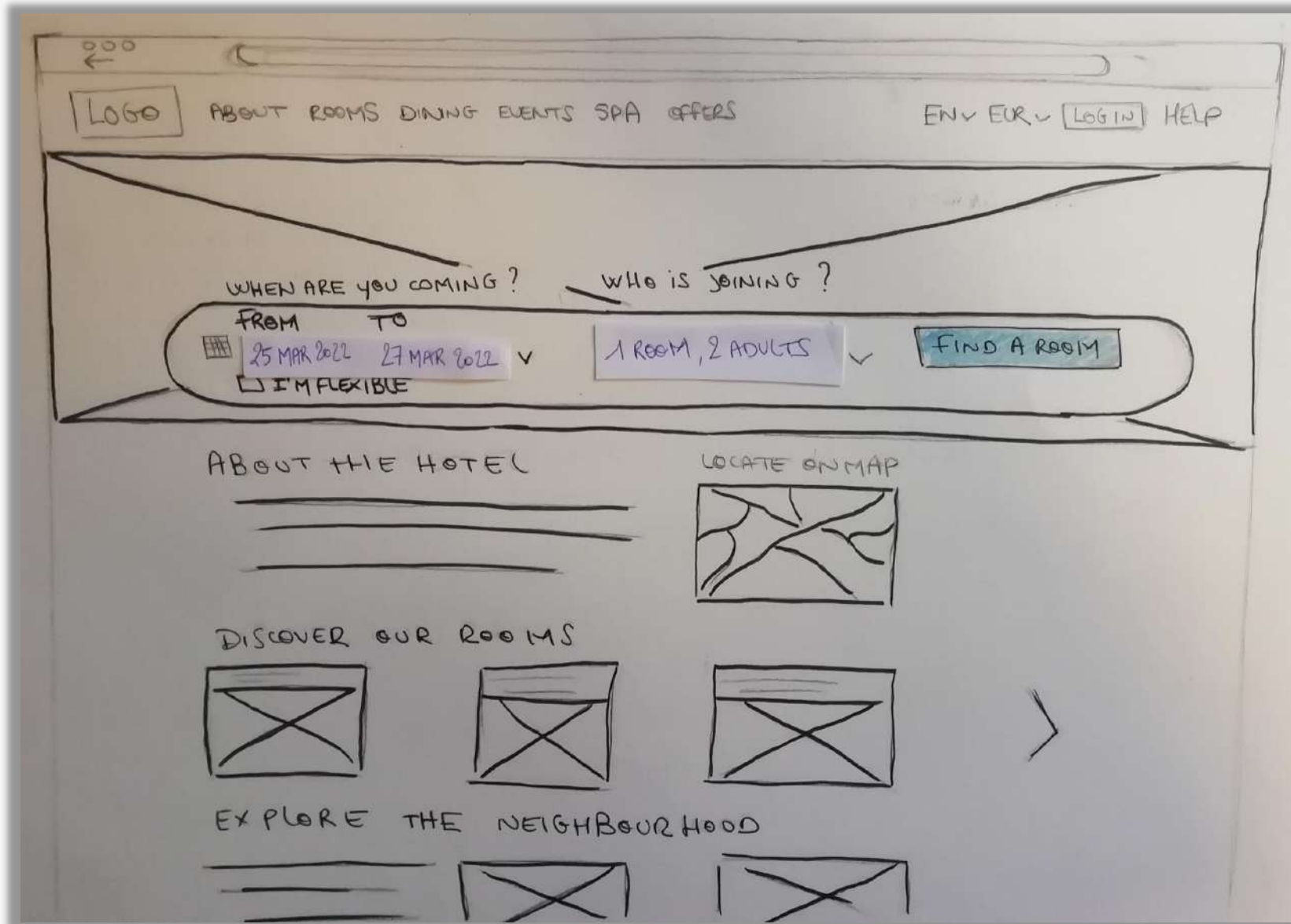
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



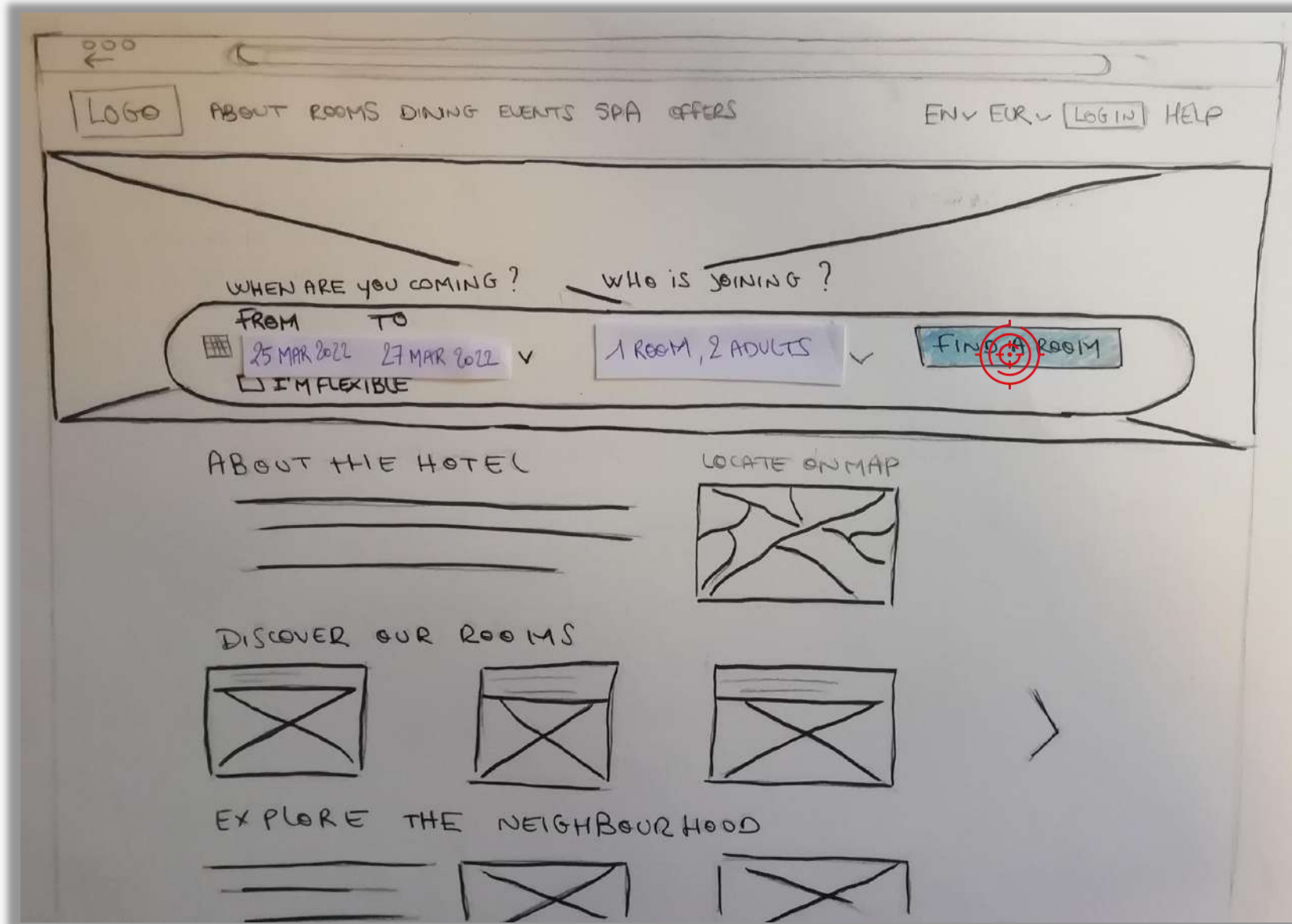
Screen 1 : HOMEPAGE > SEARCH BAR > OCCUPANCY



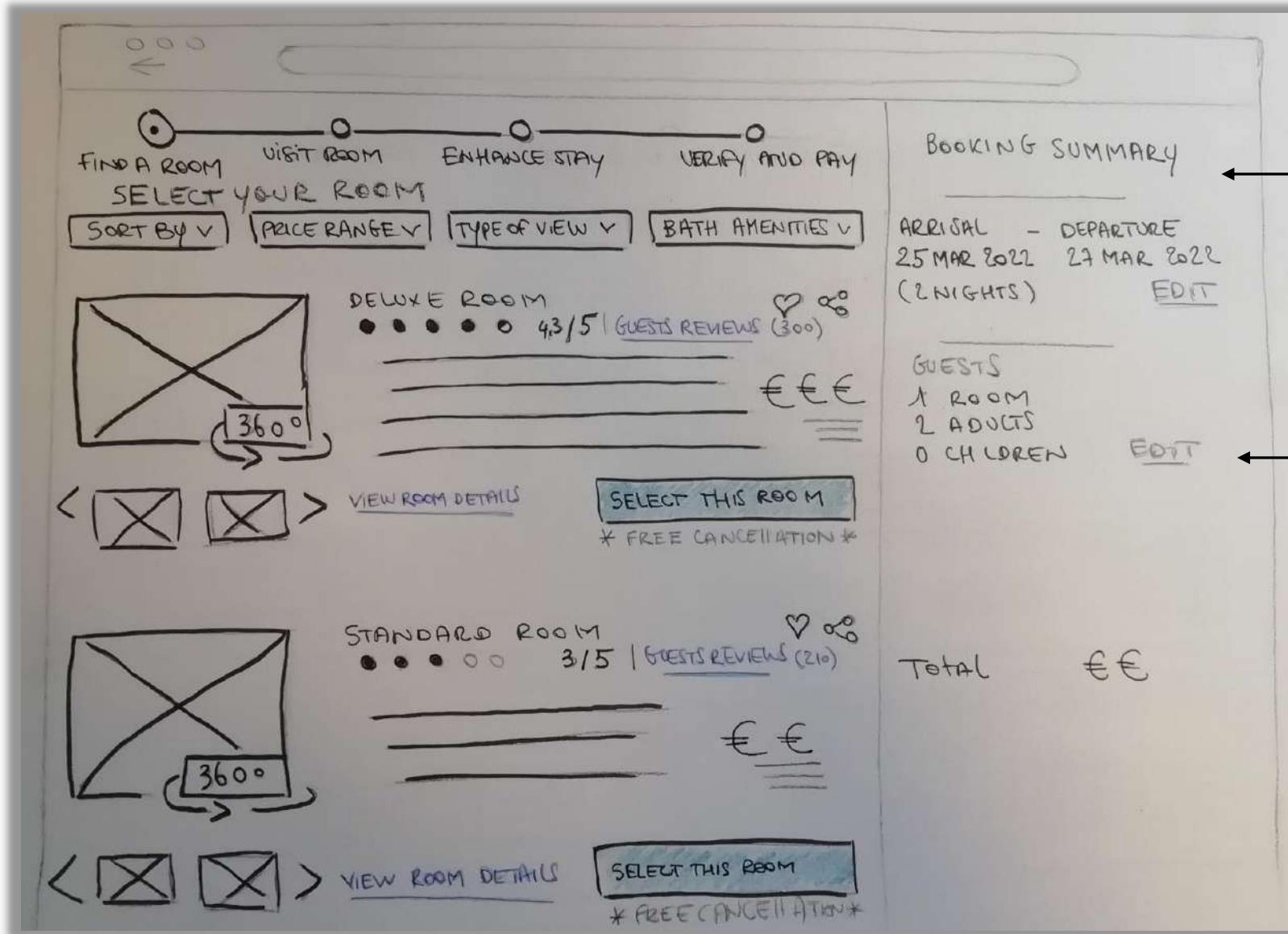
Screen 1 : HOMEPAGE > SEARCH BAR



Screen 1 : HOMEPAGE > SEARCH BAR



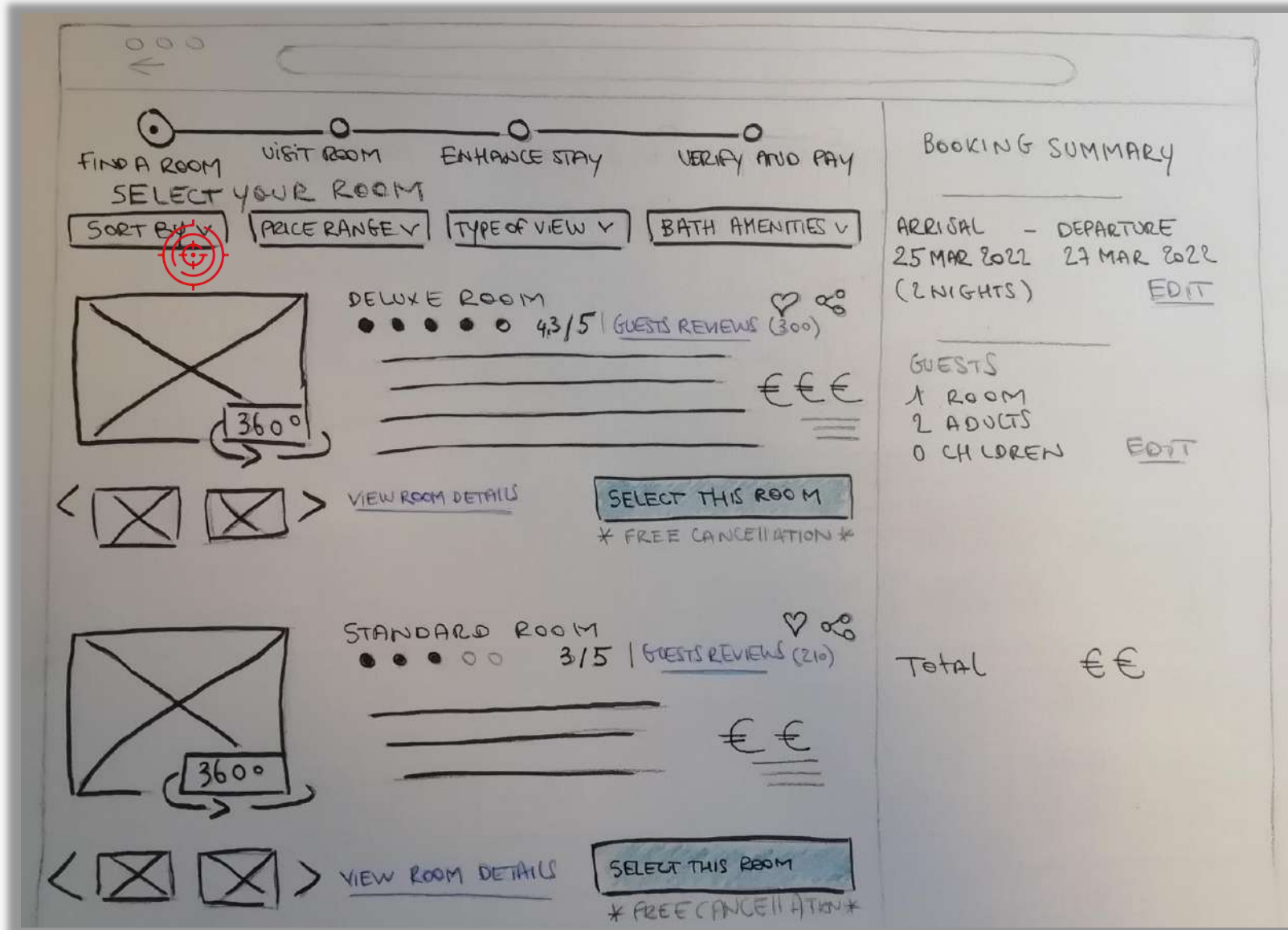
Screen 2 : SEARCH RESULTS



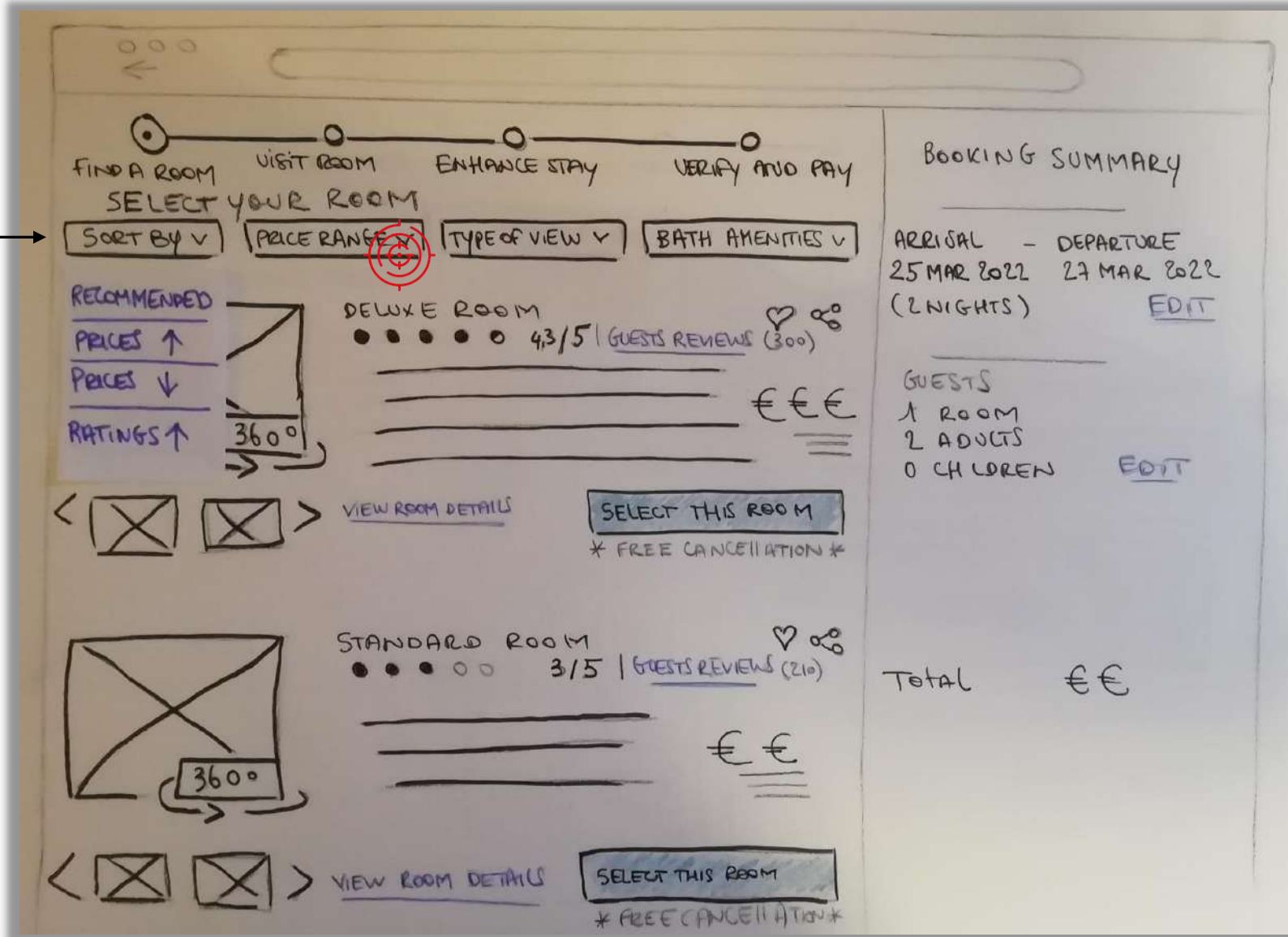
Selected travel criteria are recalled all through the booking process

User can modify travel criteria at any moment with « Edit » CTA

Screen 2 : SEARCH RESULTS

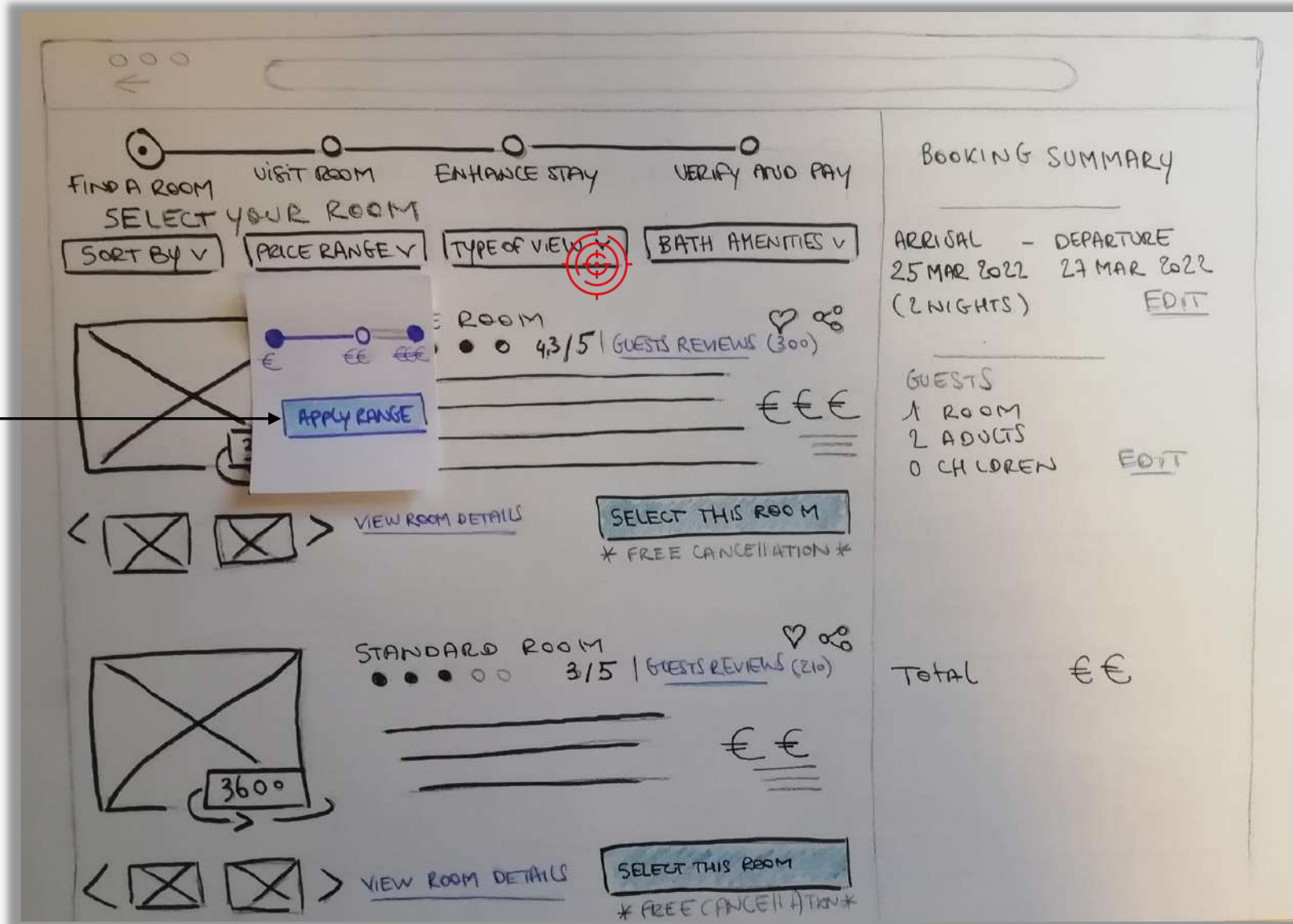


Screen 2 : SEARCH RESULTS > FILTERS



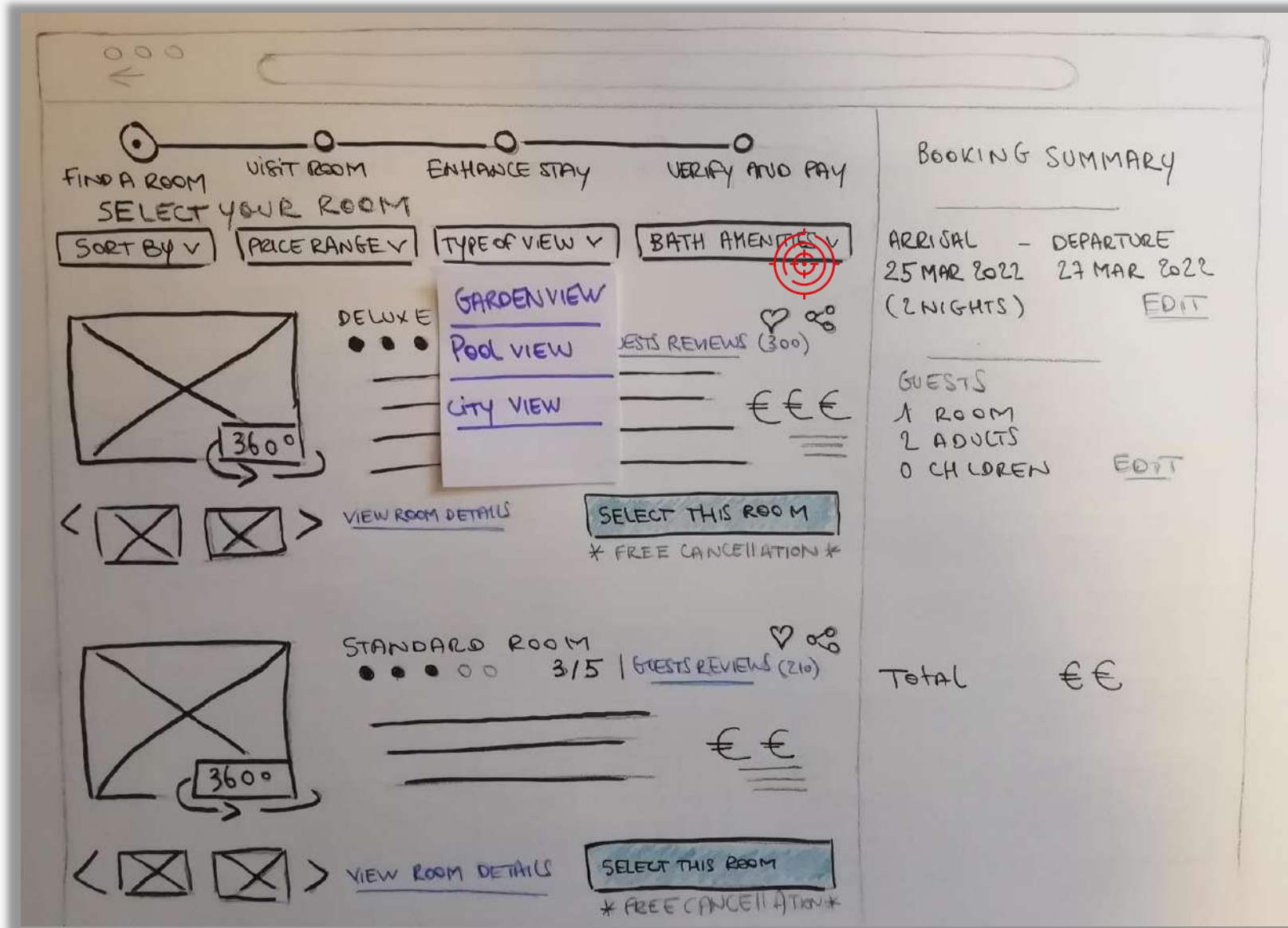
User has many filter options

Screen 2 : SEARCH RESULTS > FILTERS

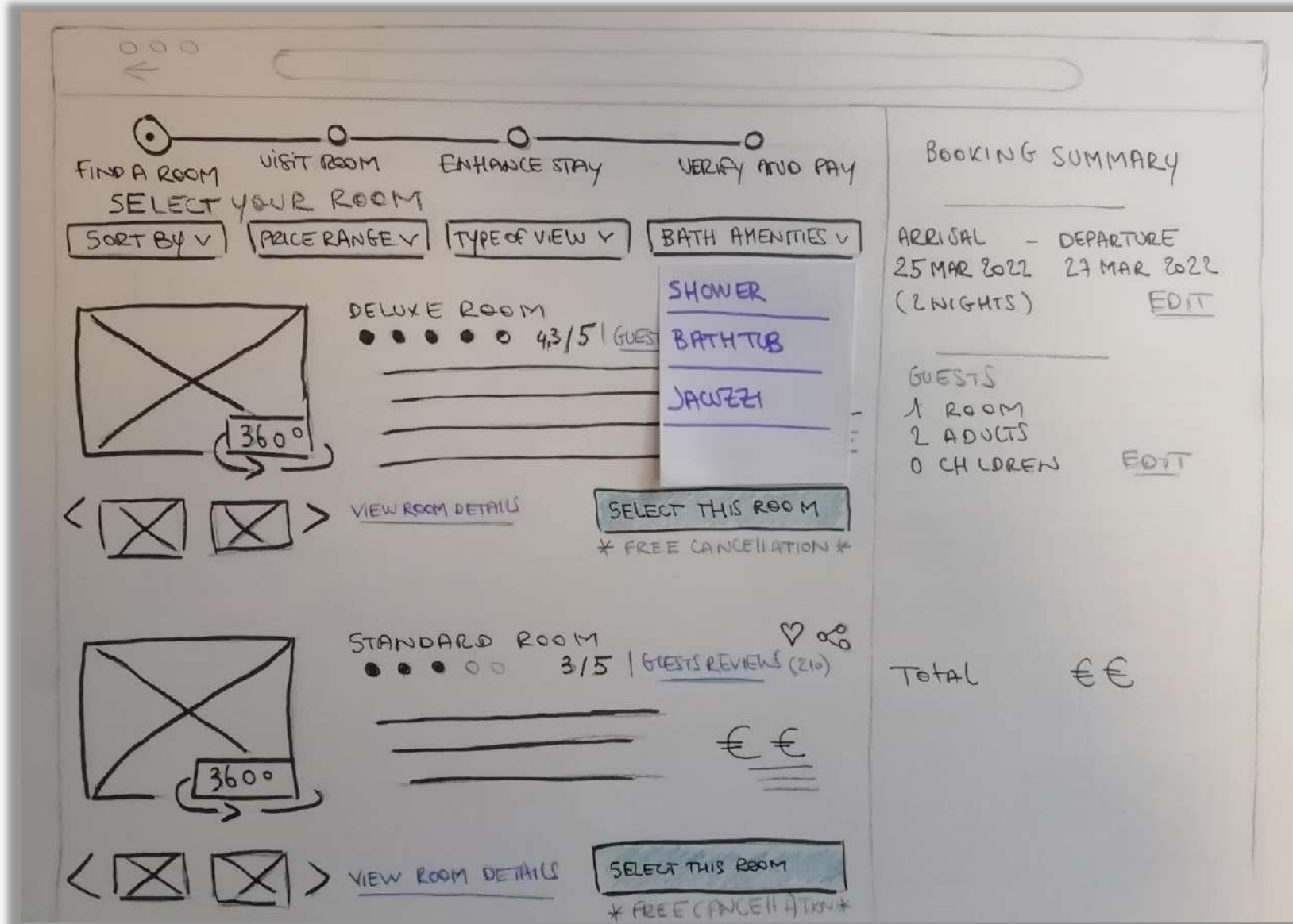


User can click on CTA « Apply range » to apply price criteria to the results

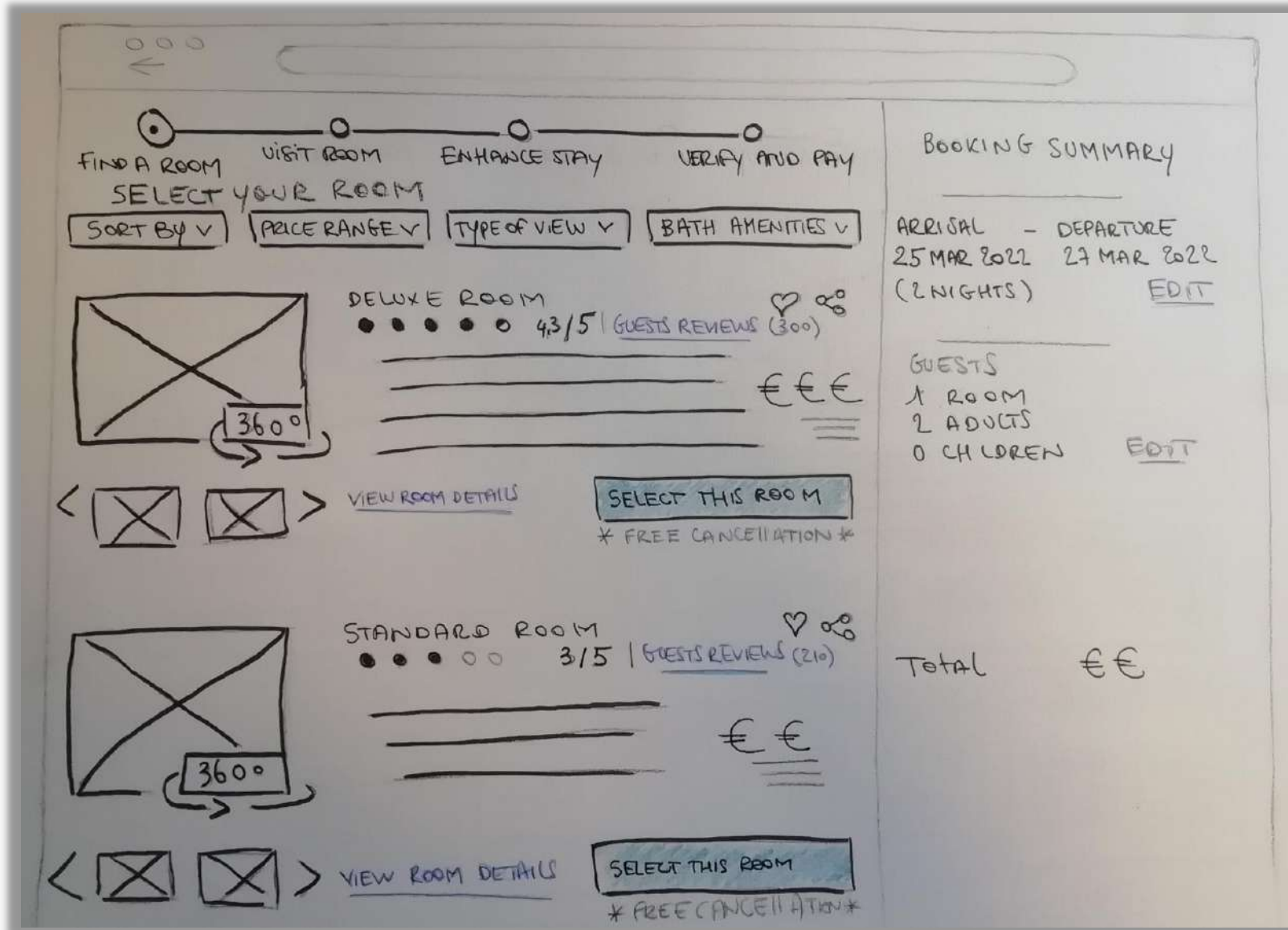
Screen 2 : SEARCH RESULTS > FILTERS



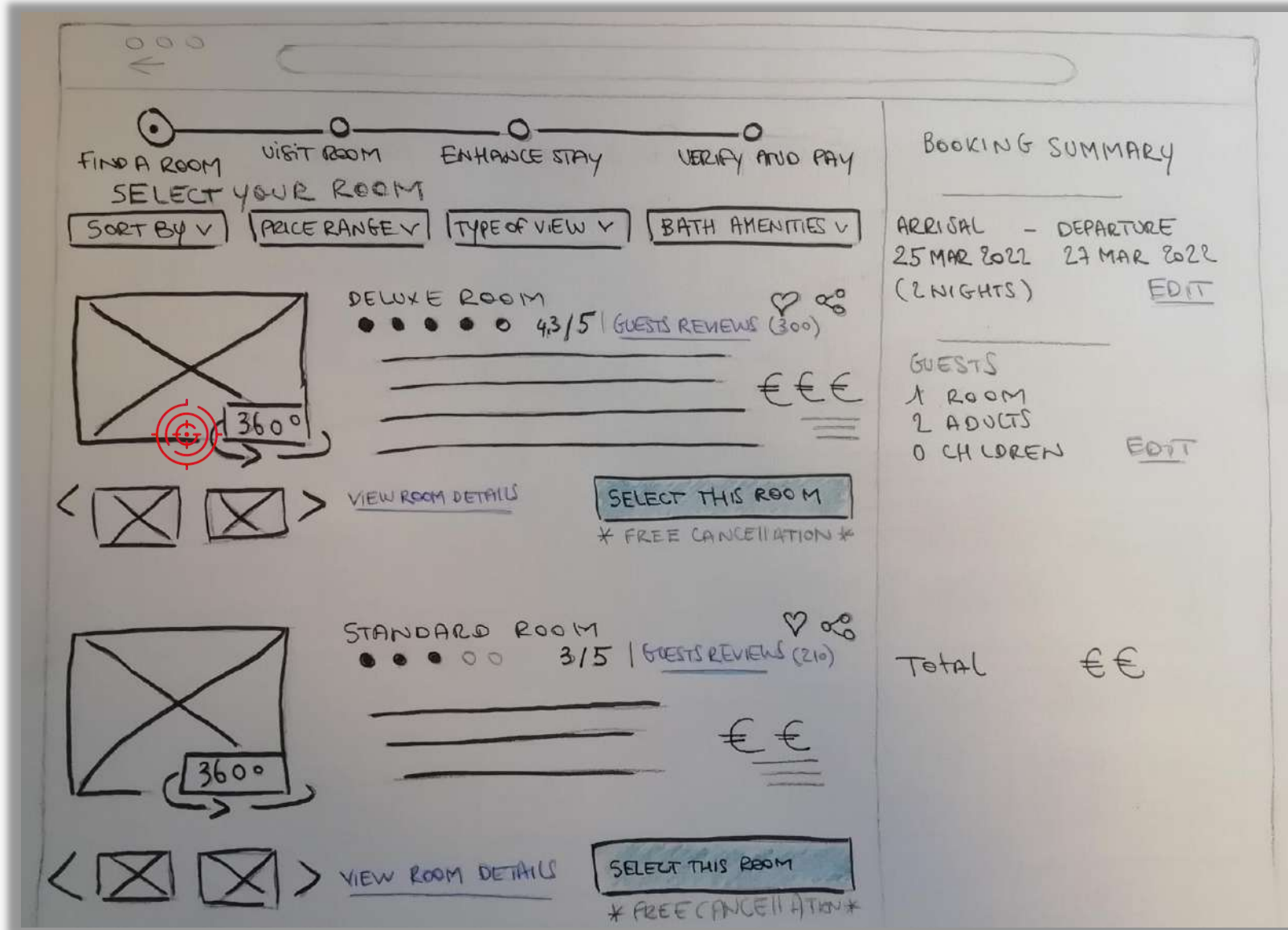
Screen 2 : SEARCH RESULTS > FILTERS



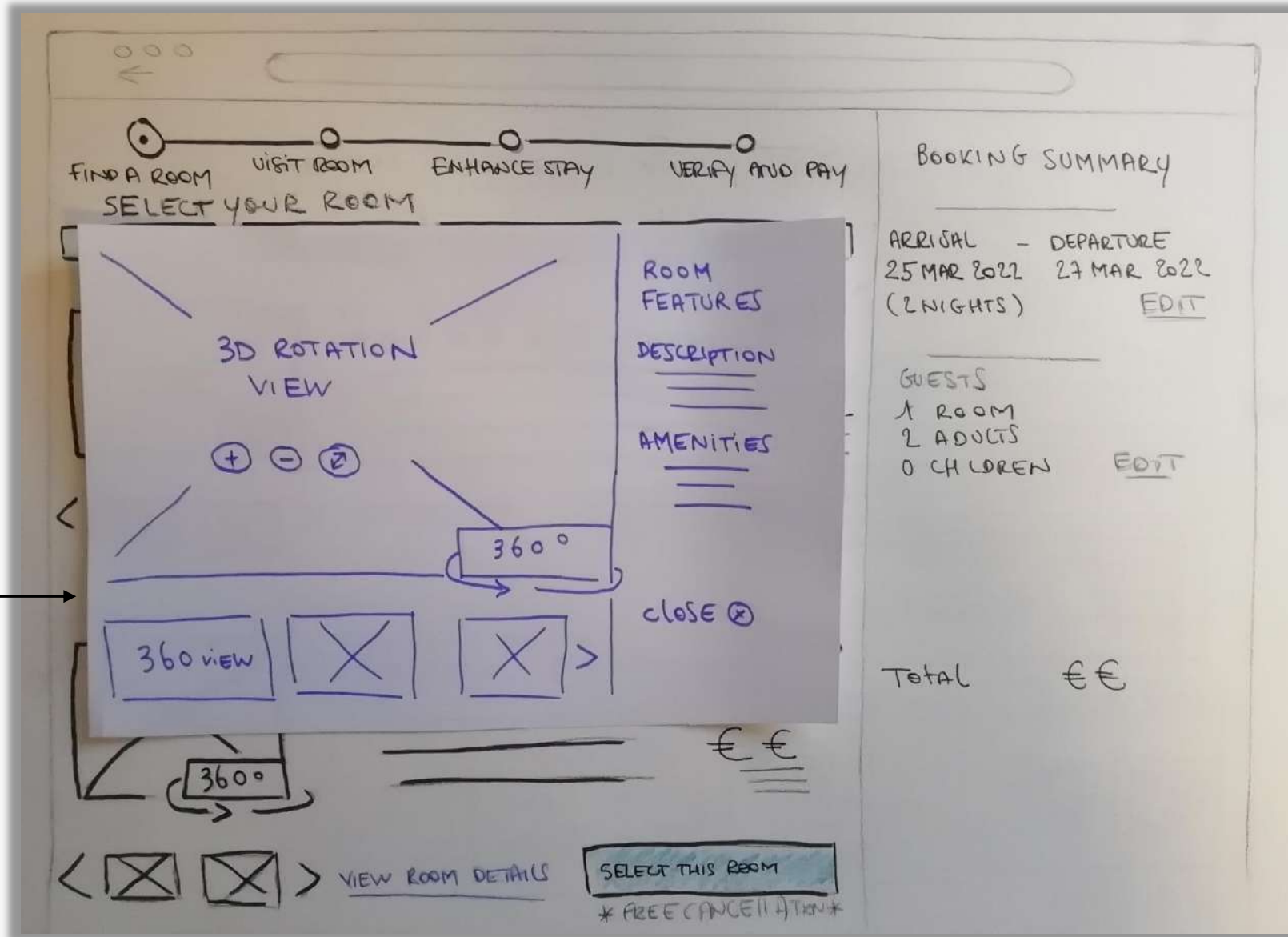
Screen 2 : SEARCH RESULTS



Screen 2 : SEARCH RESULTS > ROOM SELECTION

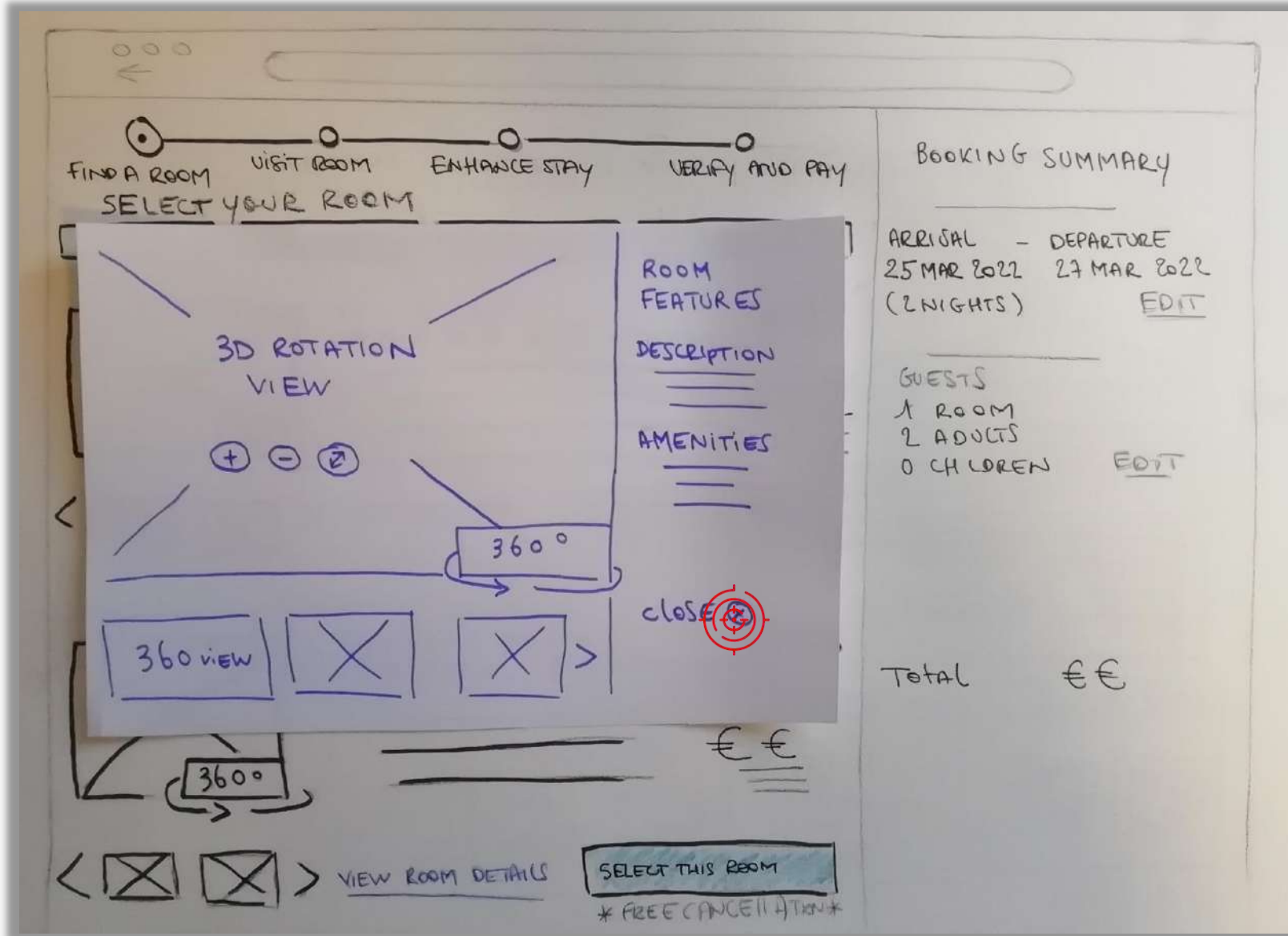


Screen 2 : SEARCH RESULTS > ROOM SELECTION

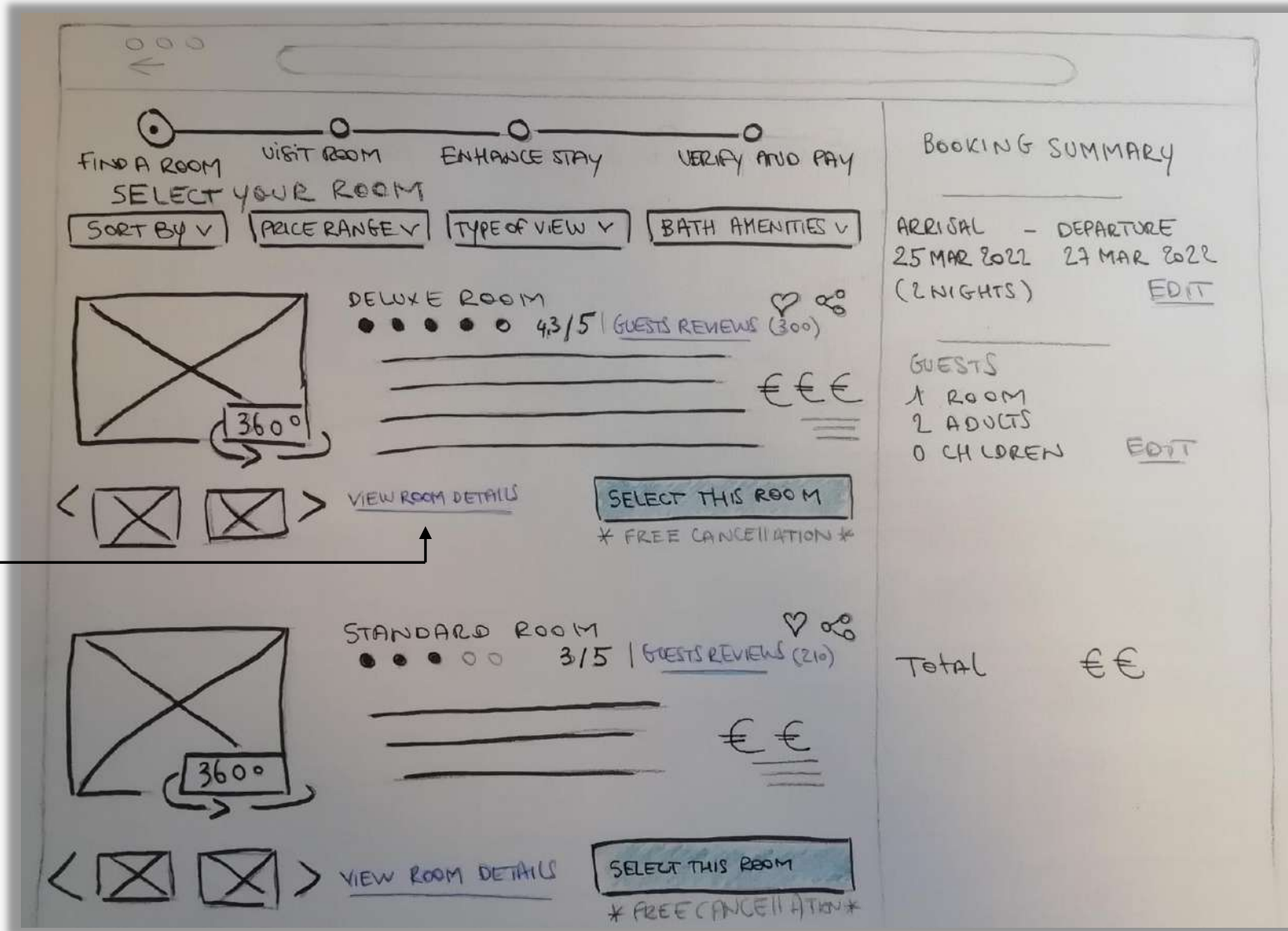


Room details with 3D view and diaporama of images open in **iframe** element

Screen 2 : SEARCH RESULTS > ROOM SELECTION

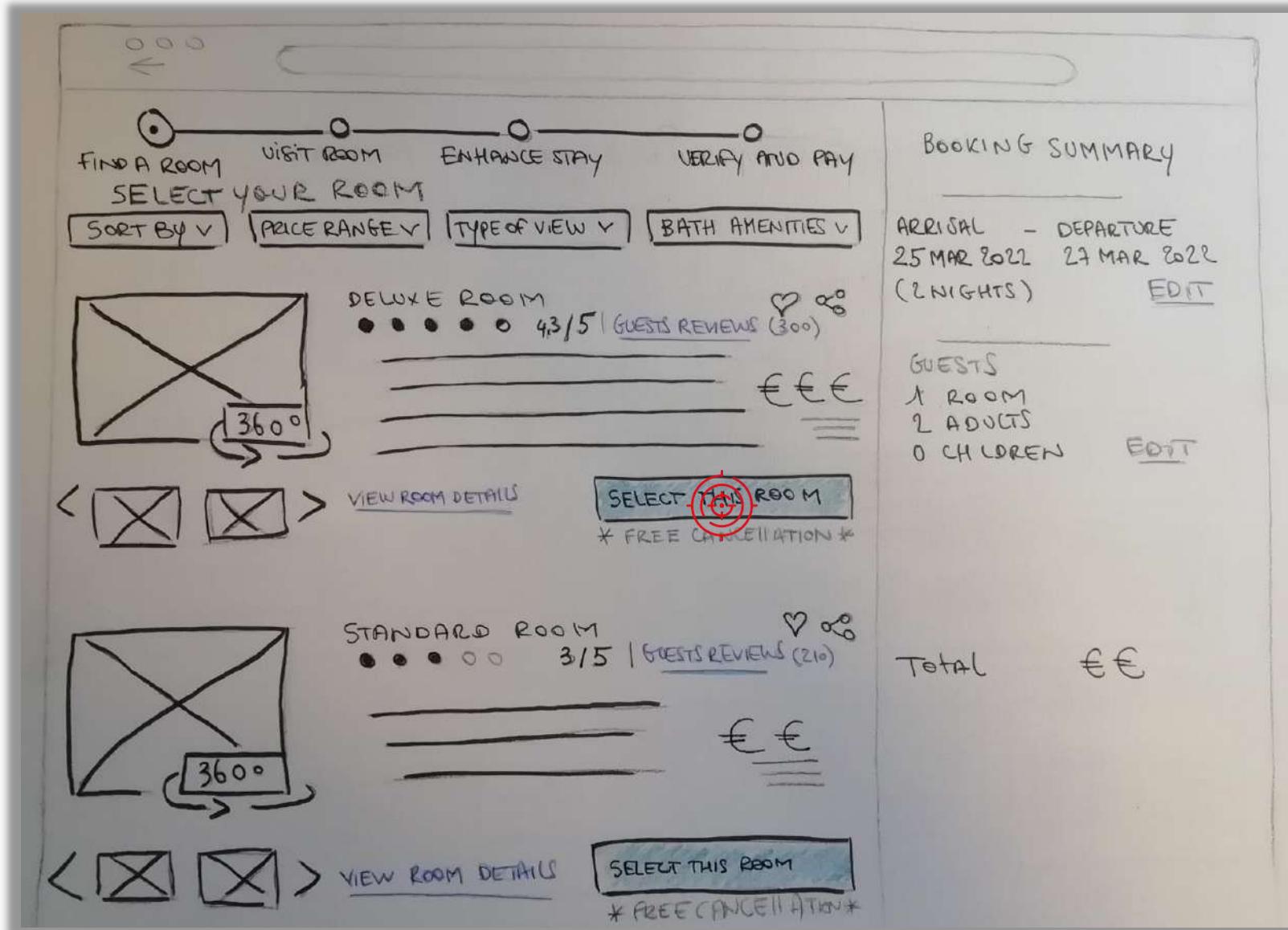


Screen 2 : SEARCH RESULTS > ROOM SELECTION



User can also click on « view room details » to open room features and images in iframe element

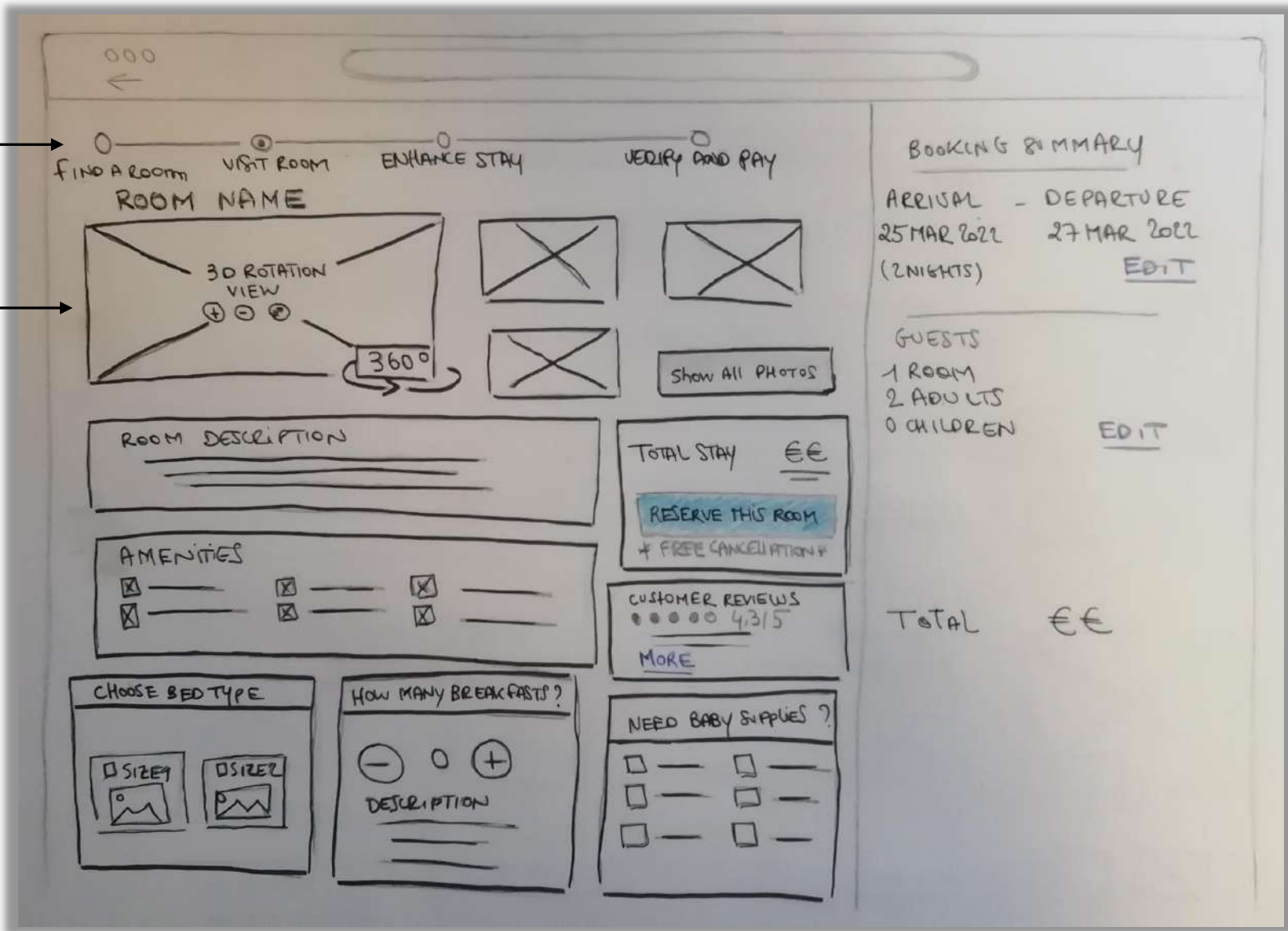
Screen 2 : SEARCH RESULTS > ROOM SELECTION



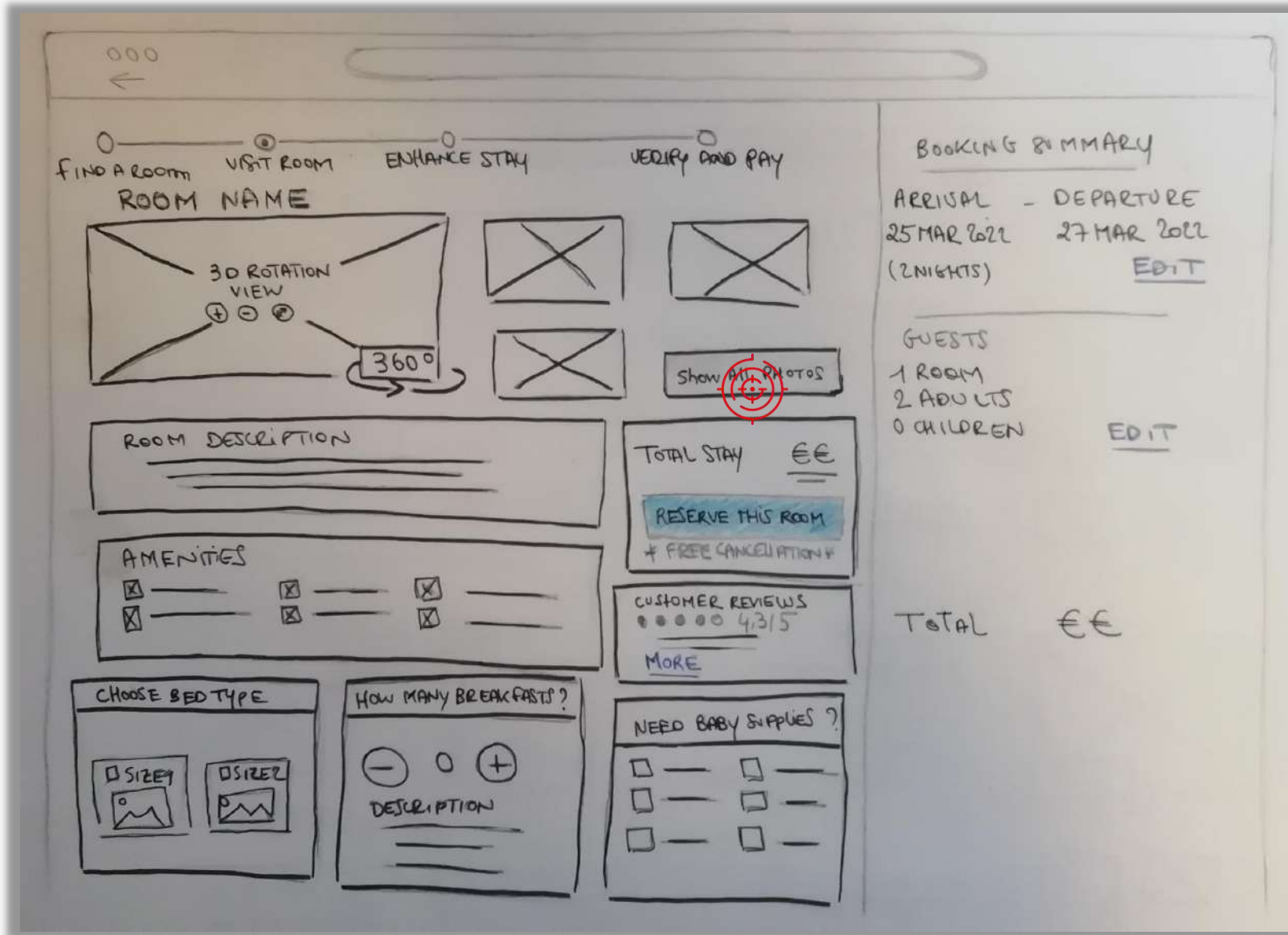
Screen 3 : ROOM DETAILS > OVERVIEW

User can use breadcrumb to go back to previous step

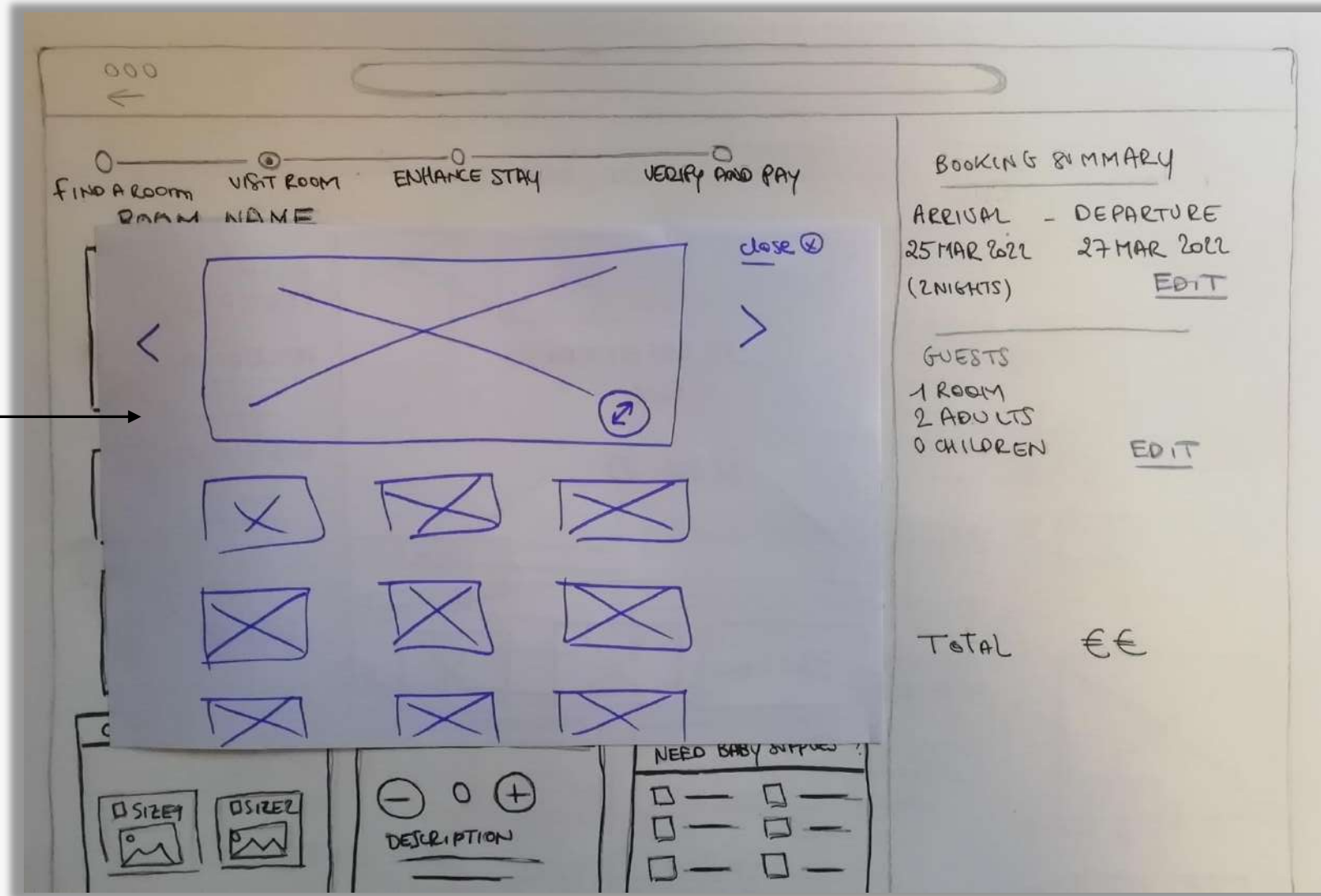
User can click to open 3D view of the room in iframe element



Screen 3 : ROOM DETAILS > OVERVIEW

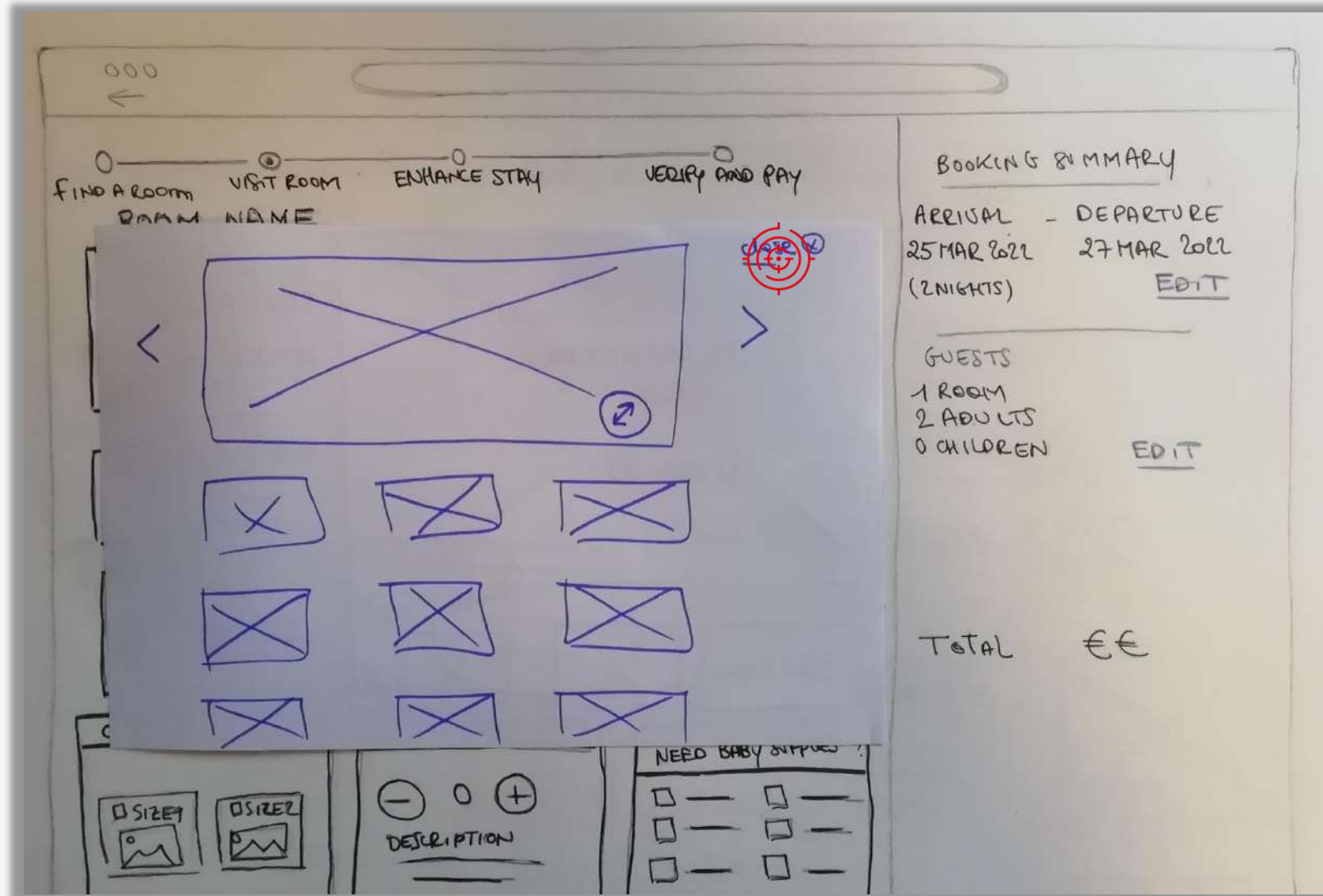


Screen 3 : ROOM DETAILS > OVERVIEW

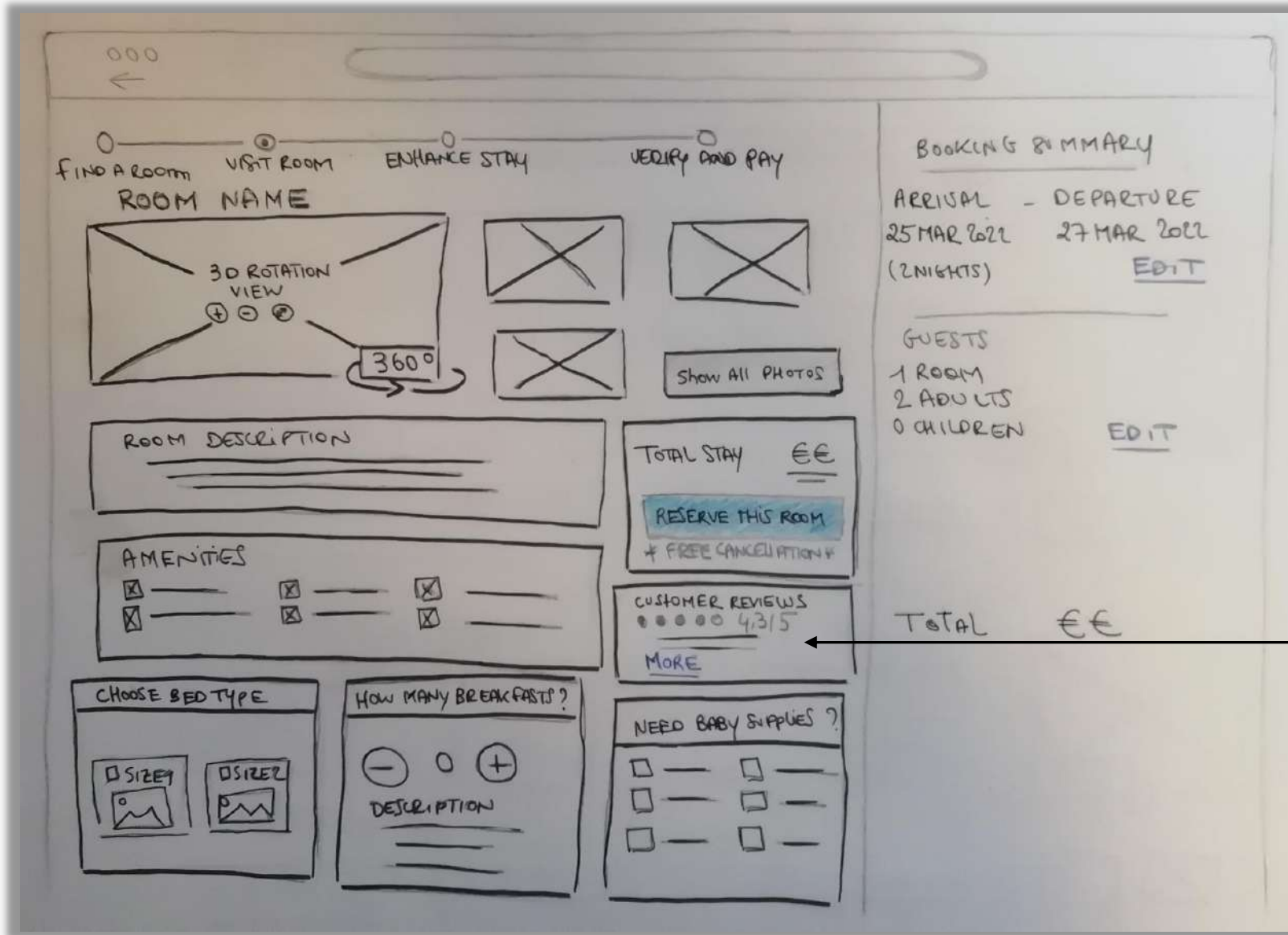


Diaporama of images opens in iframe element

Screen 3 : ROOM DETAILS > OVERVIEW

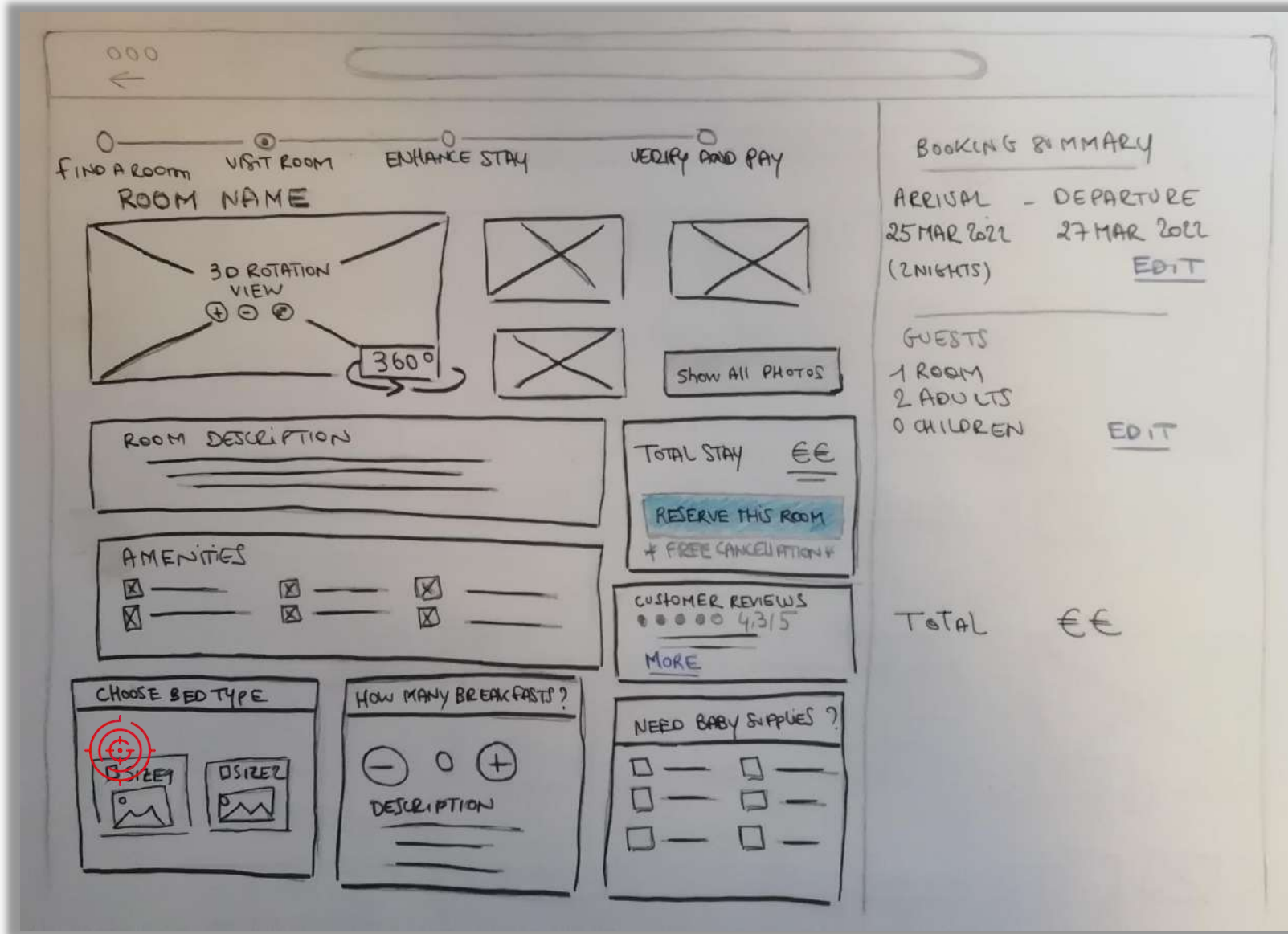


Screen 3 : ROOM DETAILS > OVERVIEW

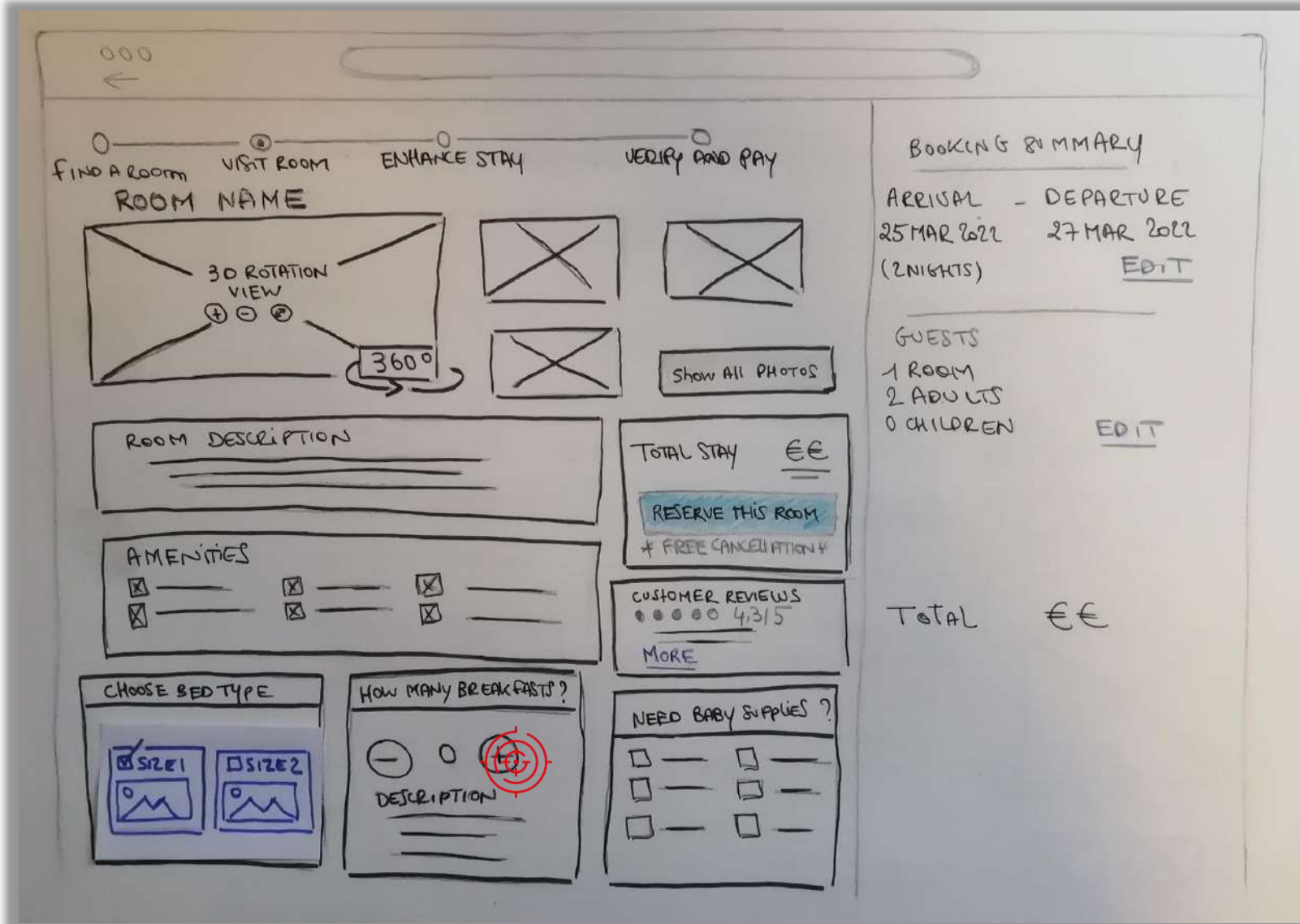


User can click on CTA « More » to read customer reviews

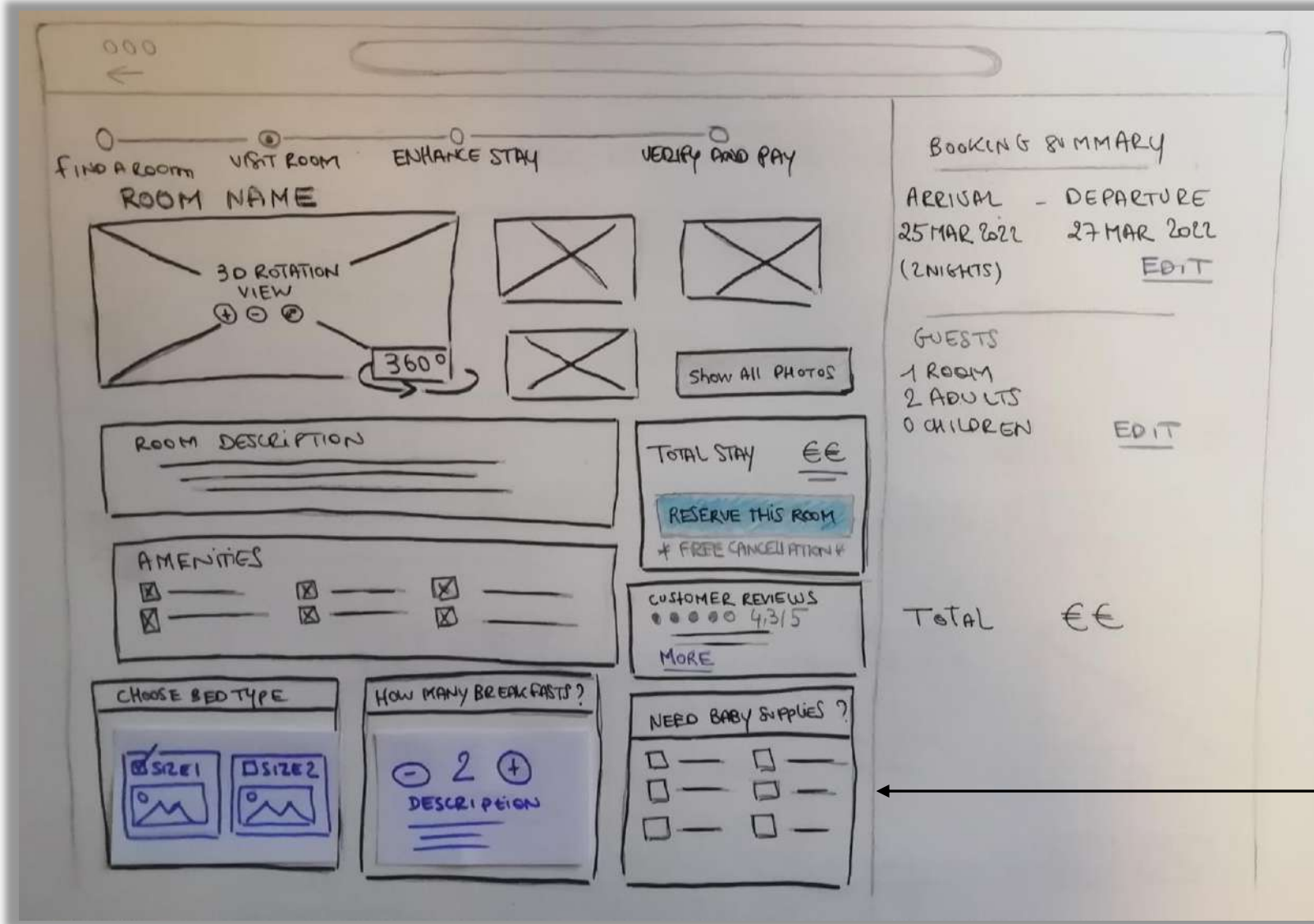
Screen 3 : ROOM DETAILS > CONFIGURATION



Screen 3 : ROOM DETAILS > CONFIGURATION

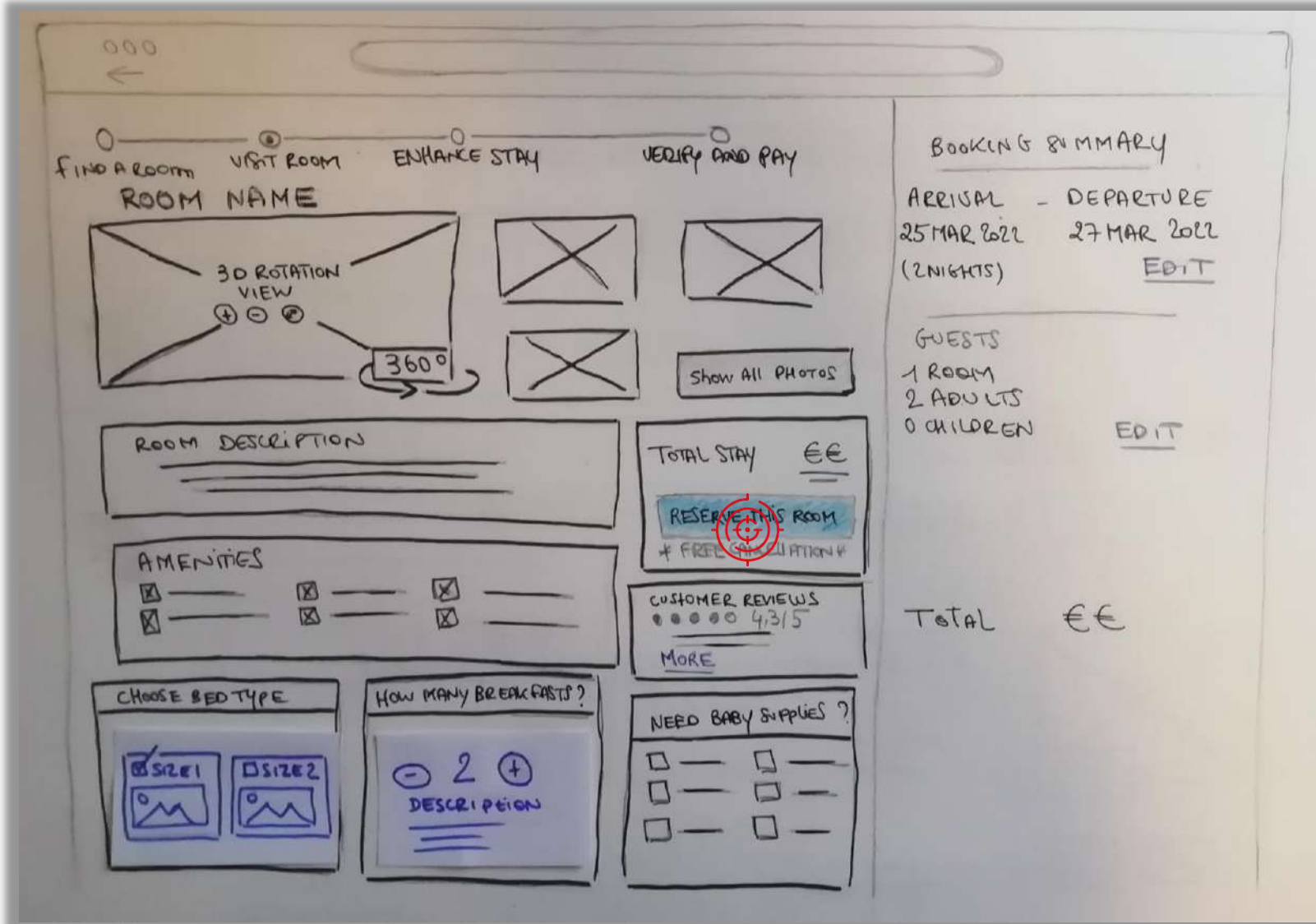


Screen 3 : ROOM DETAILS > CONFIGURATION



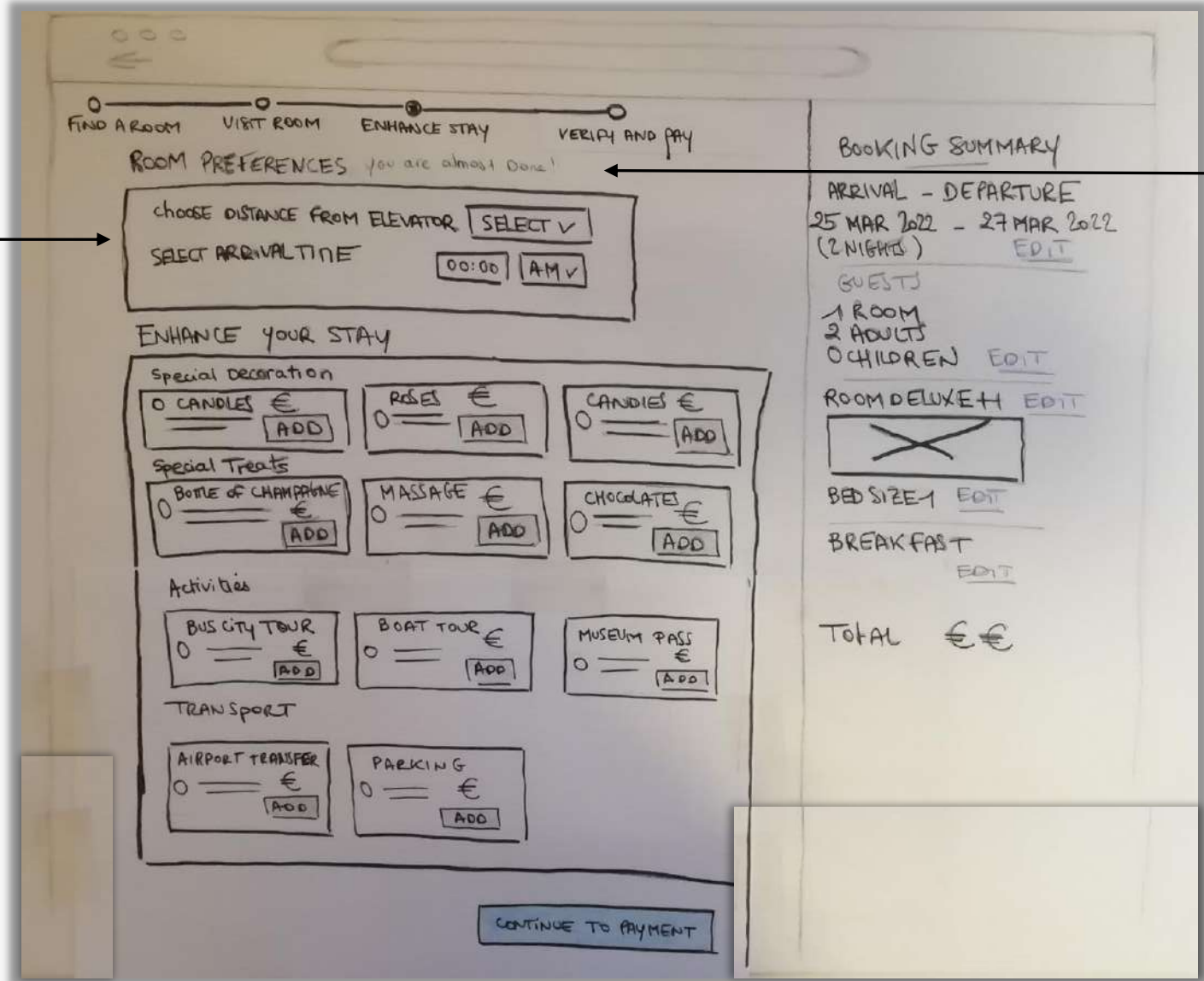
User can add baby supplies

Screen 3 : ROOM DETAILS



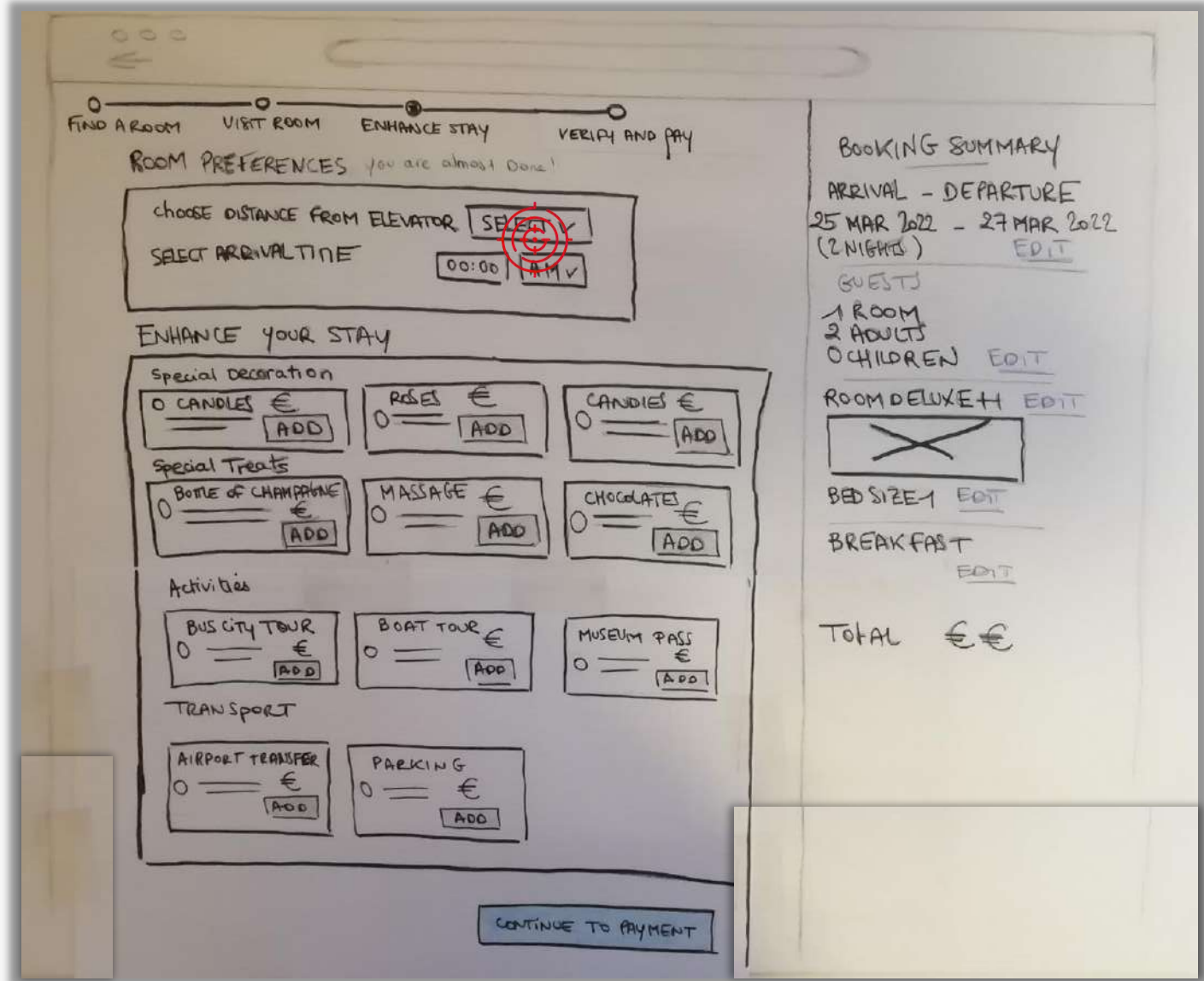
Screen 4 : EXTRAS

User can set room preferences

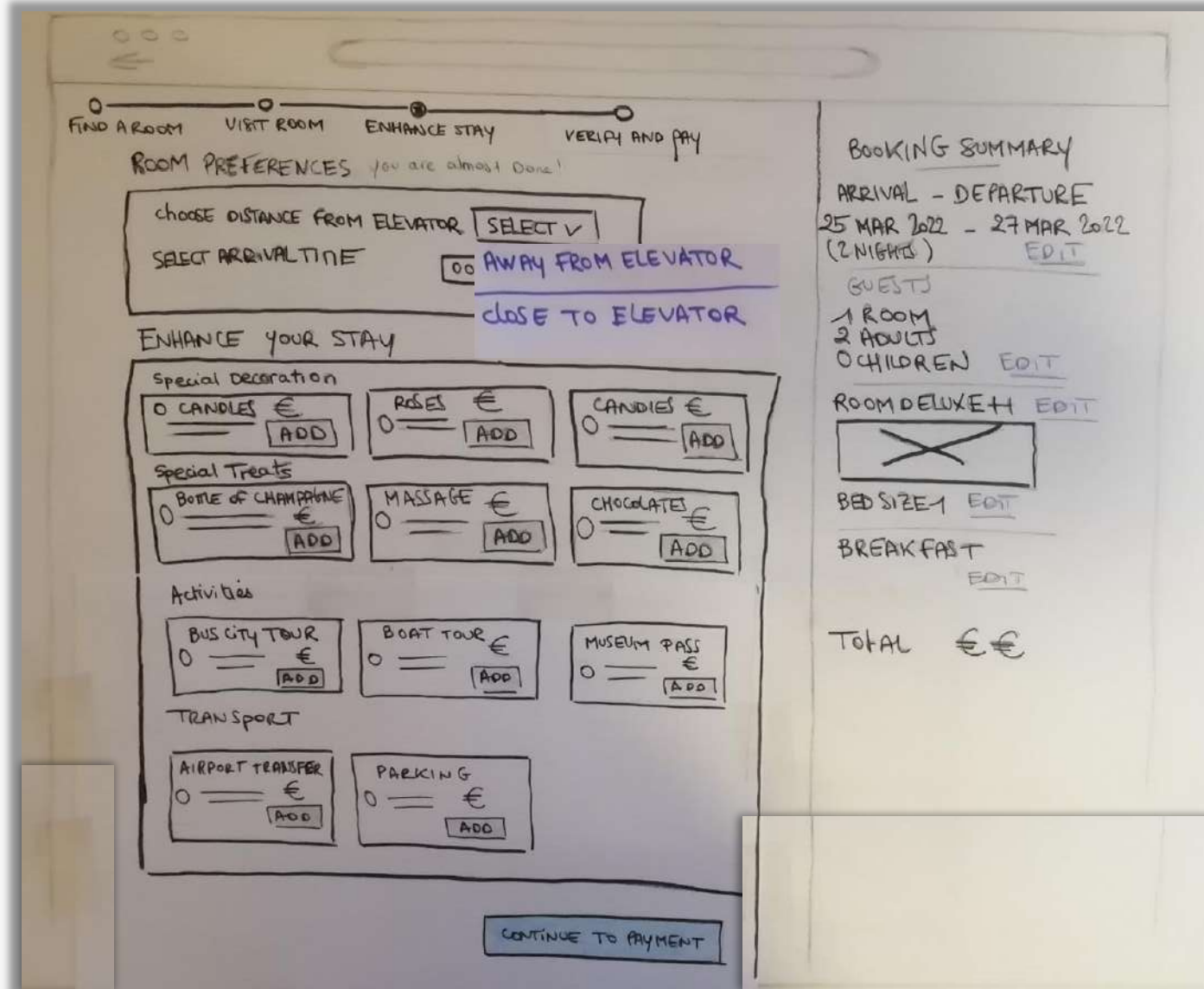


Copy indicates to the user that the booking process is close to the end

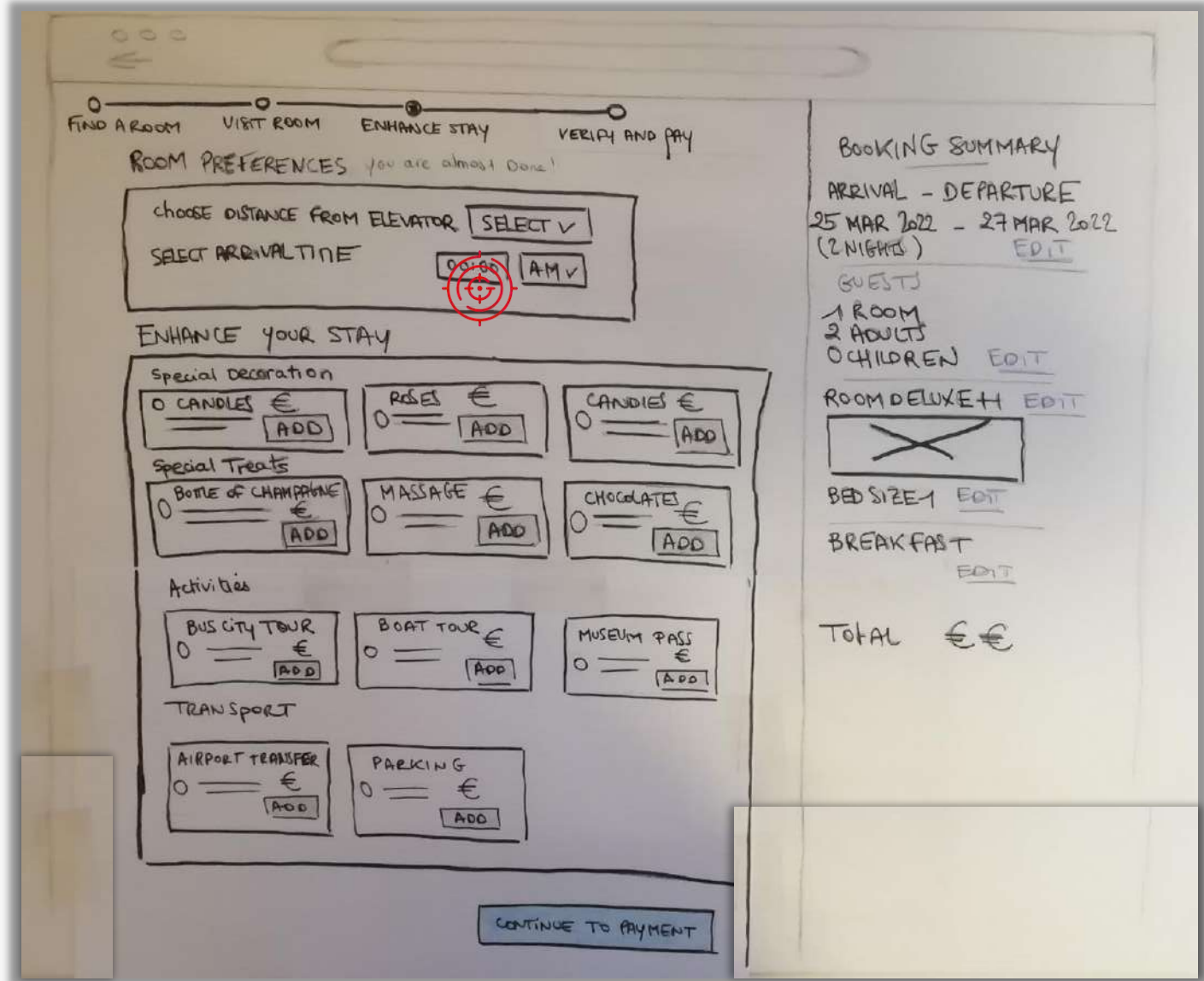
Screen 4 : EXTRAS



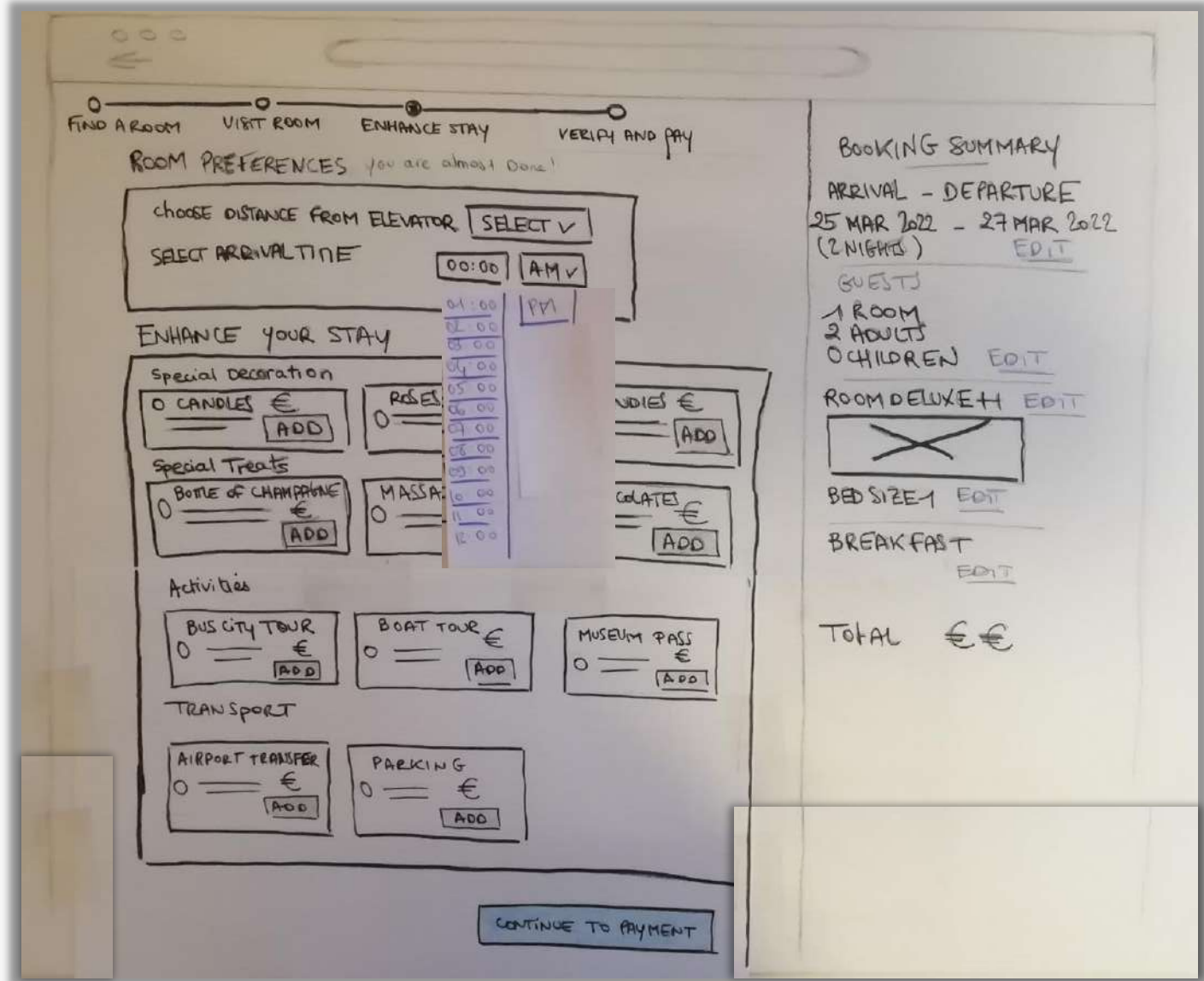
Screen 4 : EXTRAS



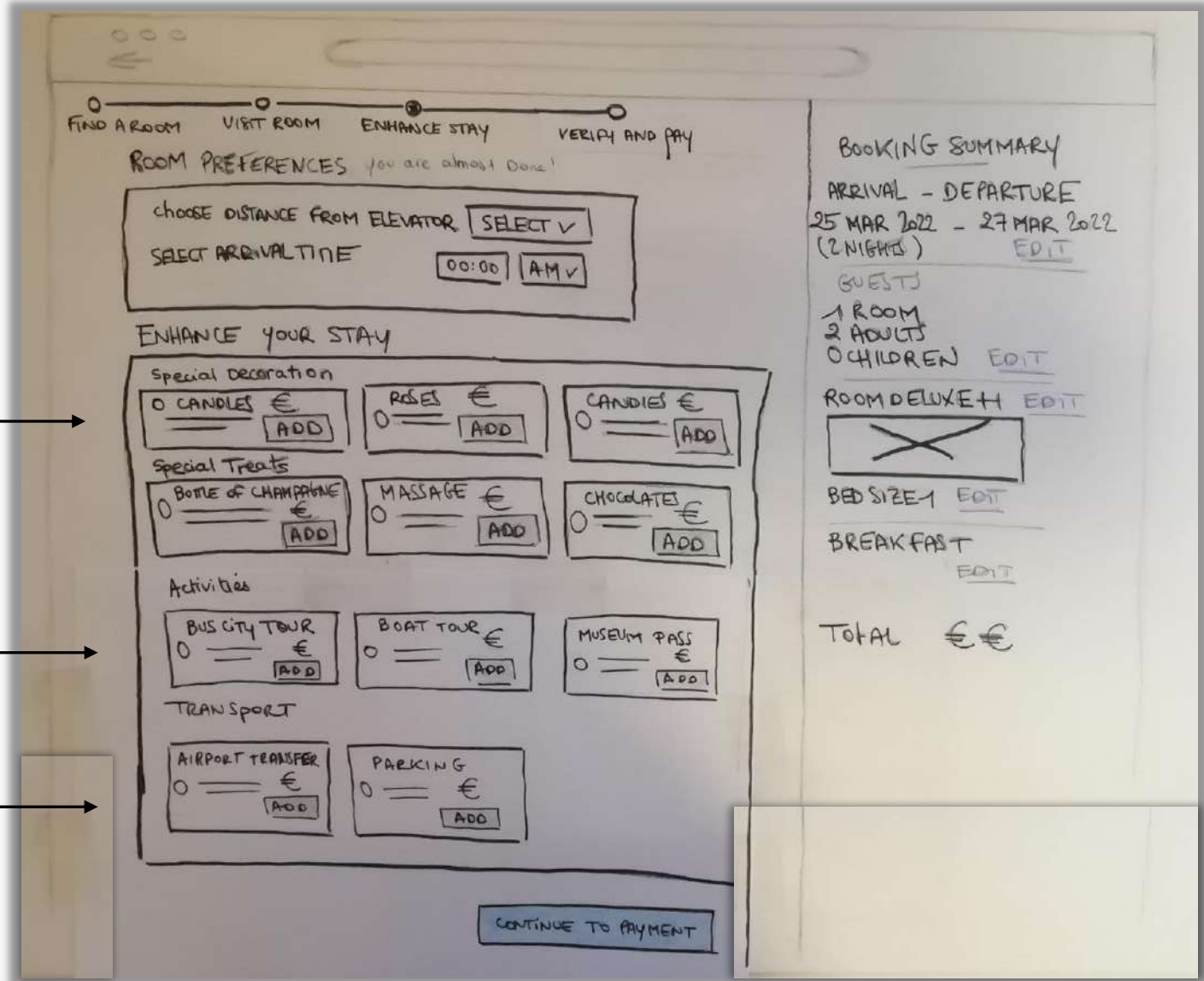
Screen 4 : EXTRAS



Screen 4 : EXTRAS



Screen 4 : EXTRAS

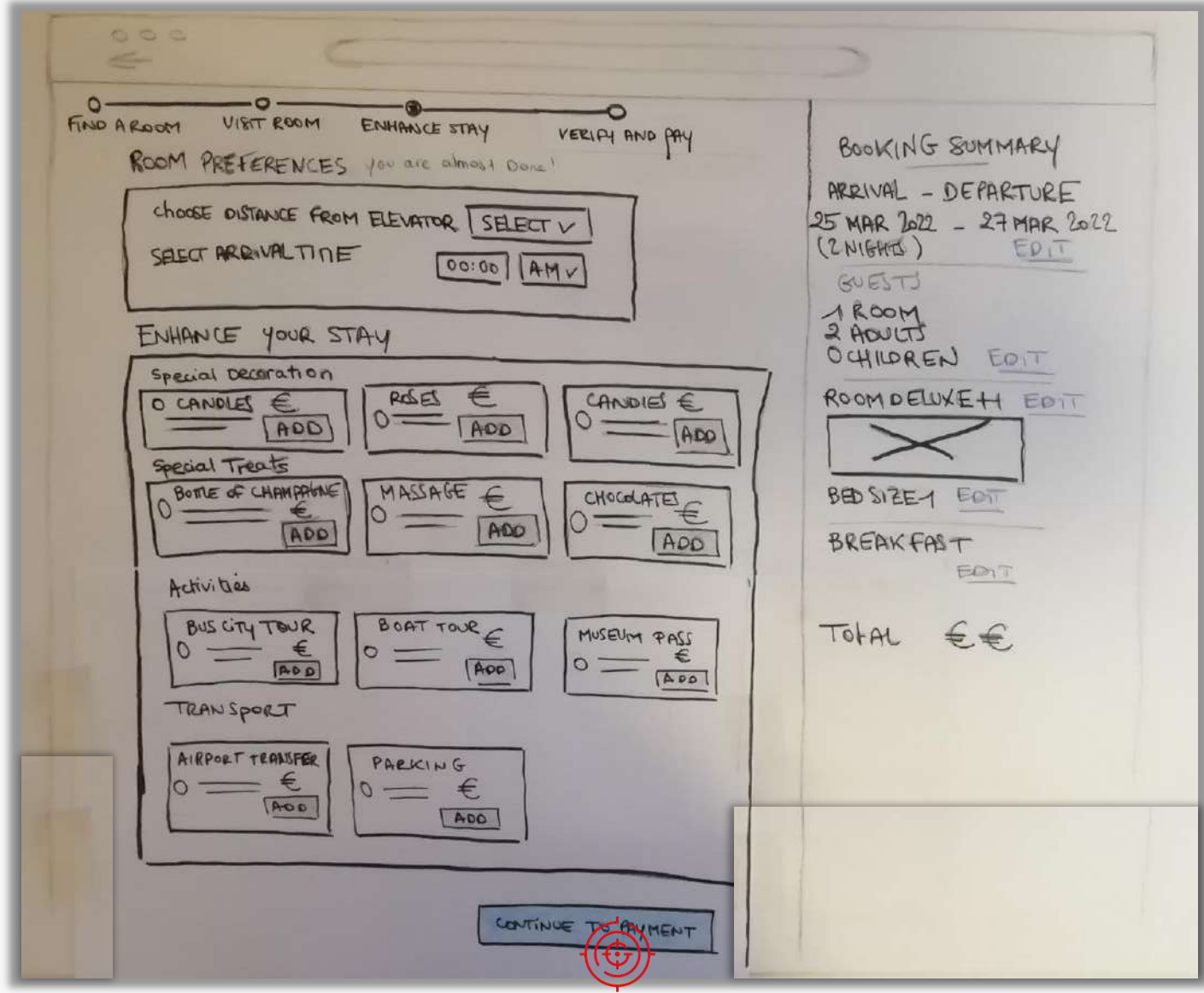


User can add special treatment dispensed at the hotel

User can add experiences to discover the city

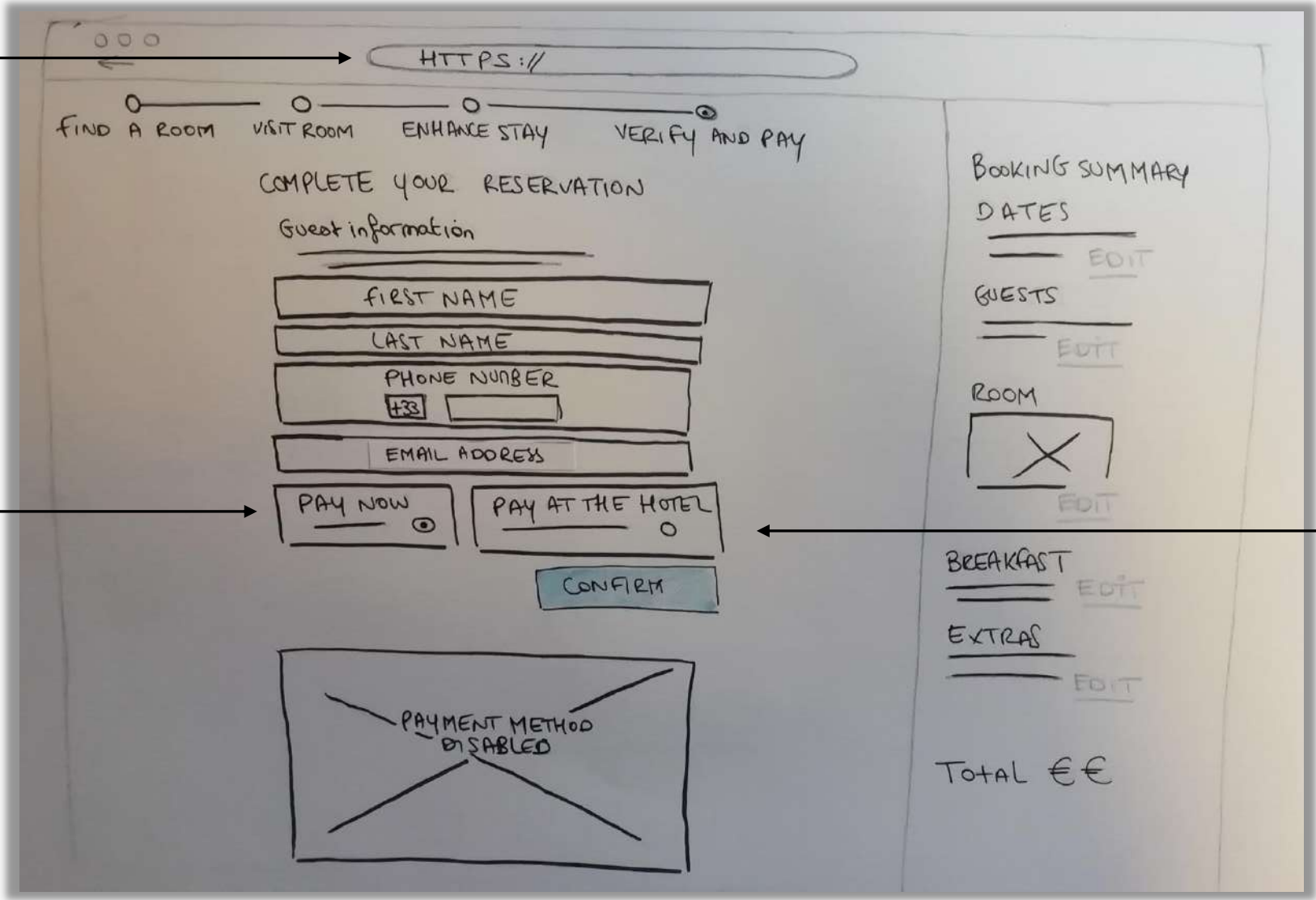
User can add transport services

Screen 4 : EXTRAS



Screen 5 : PAYMENT

HTTPS protocol reassures the user about payment security



Immediate payment option is selected by default

User can decide to pay at the hotel

Screen 5 : PAYMENT

000
← HTTPS://

FIND A ROOM VISIT ROOM ENHANCE STAY VERIFY AND PAY

COMPLETE YOUR RESERVATION

Guest information

FIRST NAME

LAST NAME

PHONE NUMBER
+33

EMAIL ADDRESS

PAY NOW

PAY AT THE HOTEL

CONFIRM

PAYMENT METHOD DISABLED

BOOKING SUMMARY

DATES EDIT

GUESTS EDIT

ROOM EDIT

BREAKFAST EDIT

EXTRAS EDIT

TOTAL €€

Screen 5 : PAYMENT

Hand-drawn wireframe of a payment screen for a hotel booking website. The screen is divided into a main reservation area and a booking summary area.

Main Reservation Area:

- Progress bar: FIND A ROOM, VISIT ROOM, ENHANCE STAY, VERIFY AND PAY (selected).
- Section: COMPLETE YOUR RESERVATION
- Section: Guest information
- Fields: FIRST NAME, LAST NAME, PHONE NUMBER (+33), EMAIL ADDRESS.
- Payment Options: PAY NOW (selected), PAY AT THE HOTEL.
- Button: CONFIRM.

Payment Method Selection Modal:

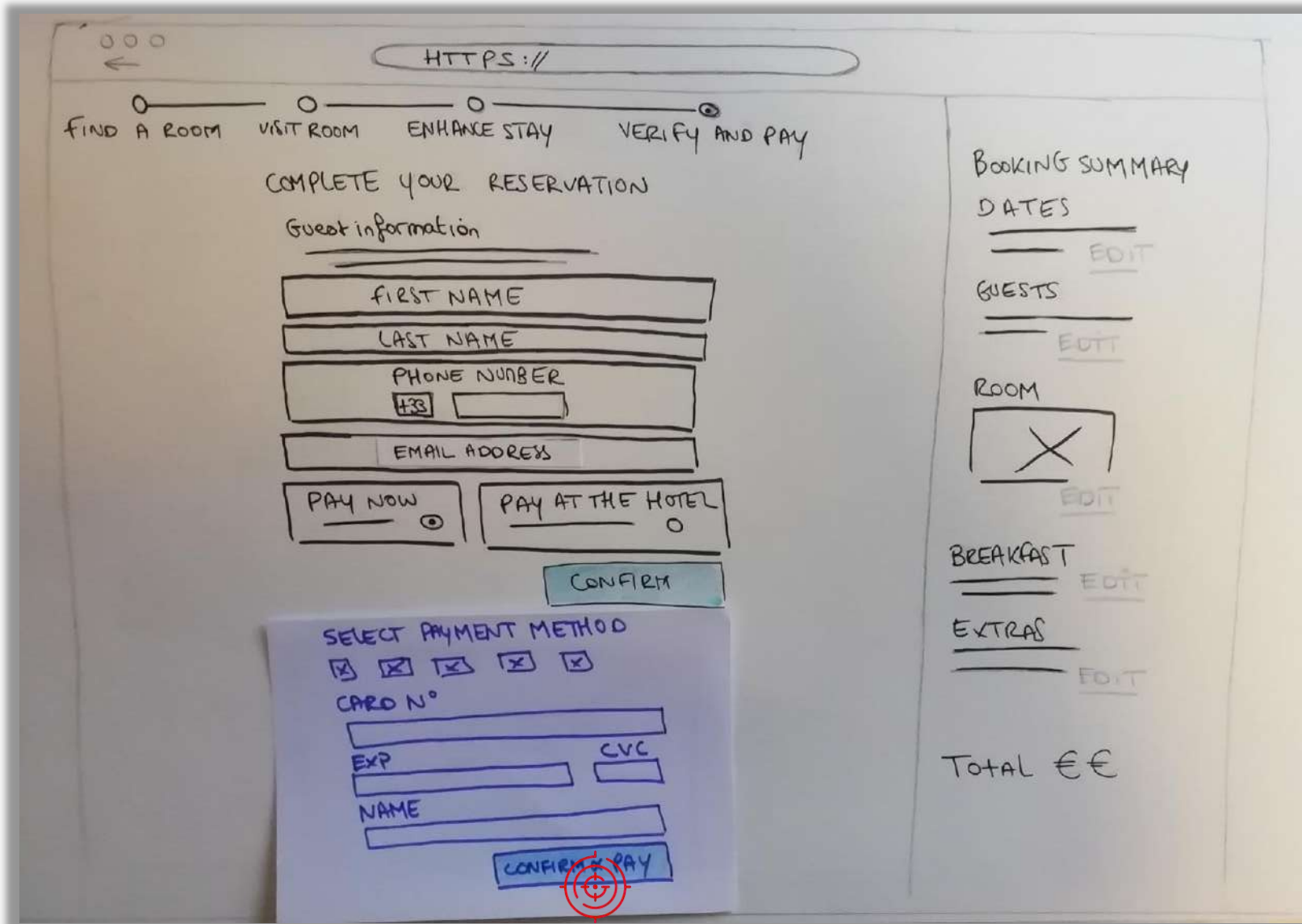
- Section: SELECT PAYMENT METHOD
- Options: Five checkboxes, all checked.
- Fields: CARD N°, EXP, CVC, NAME.
- Button: CONFIRM & PAY.

Booking Summary Area:

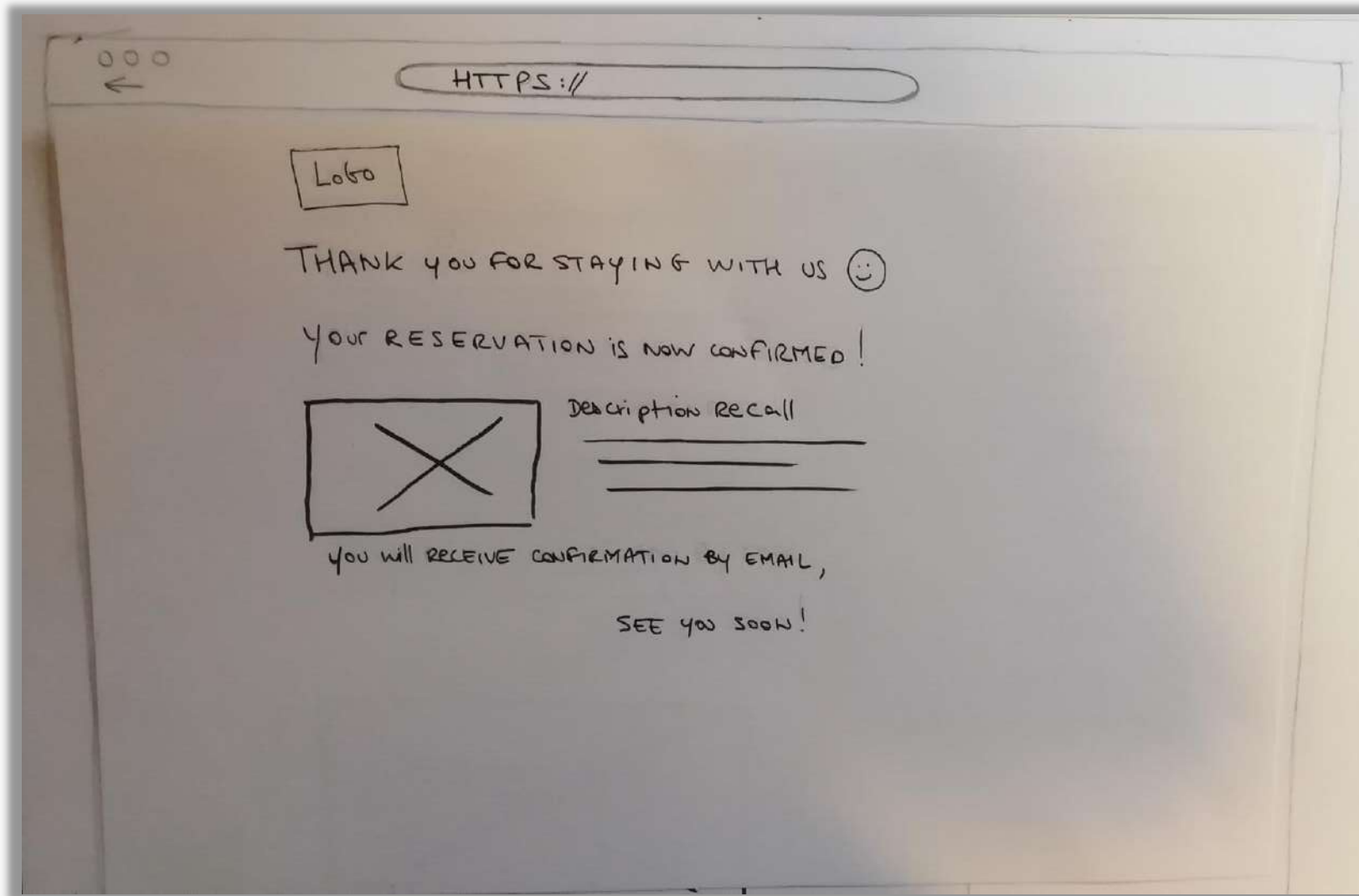
- Section: BOOKING SUMMARY
- Items: DATES (EDIT), GUESTS (EDIT), ROOM (EDIT), BREAKFAST (EDIT), EXTRAS (EDIT).
- Total: TOTAL €€

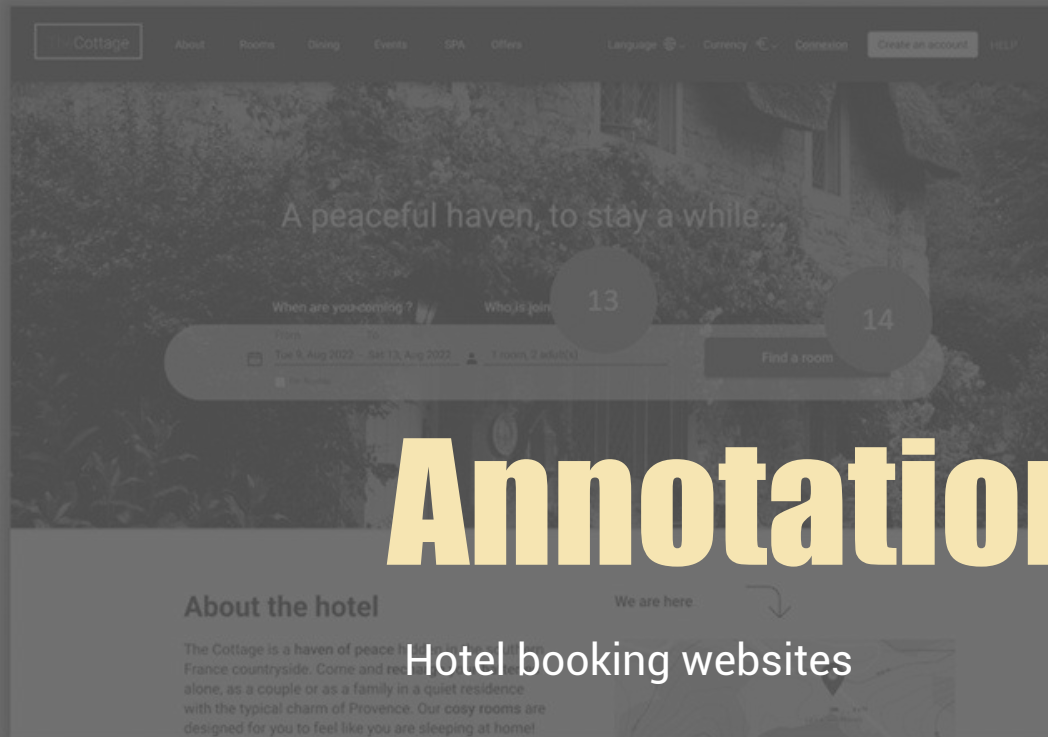
User can pay by credit card or connect to Paypal

Screen 5 : PAYMENT



Screen 6 : CONFIRMATION > END OF FLOW





Annotations for desktop

Annotations

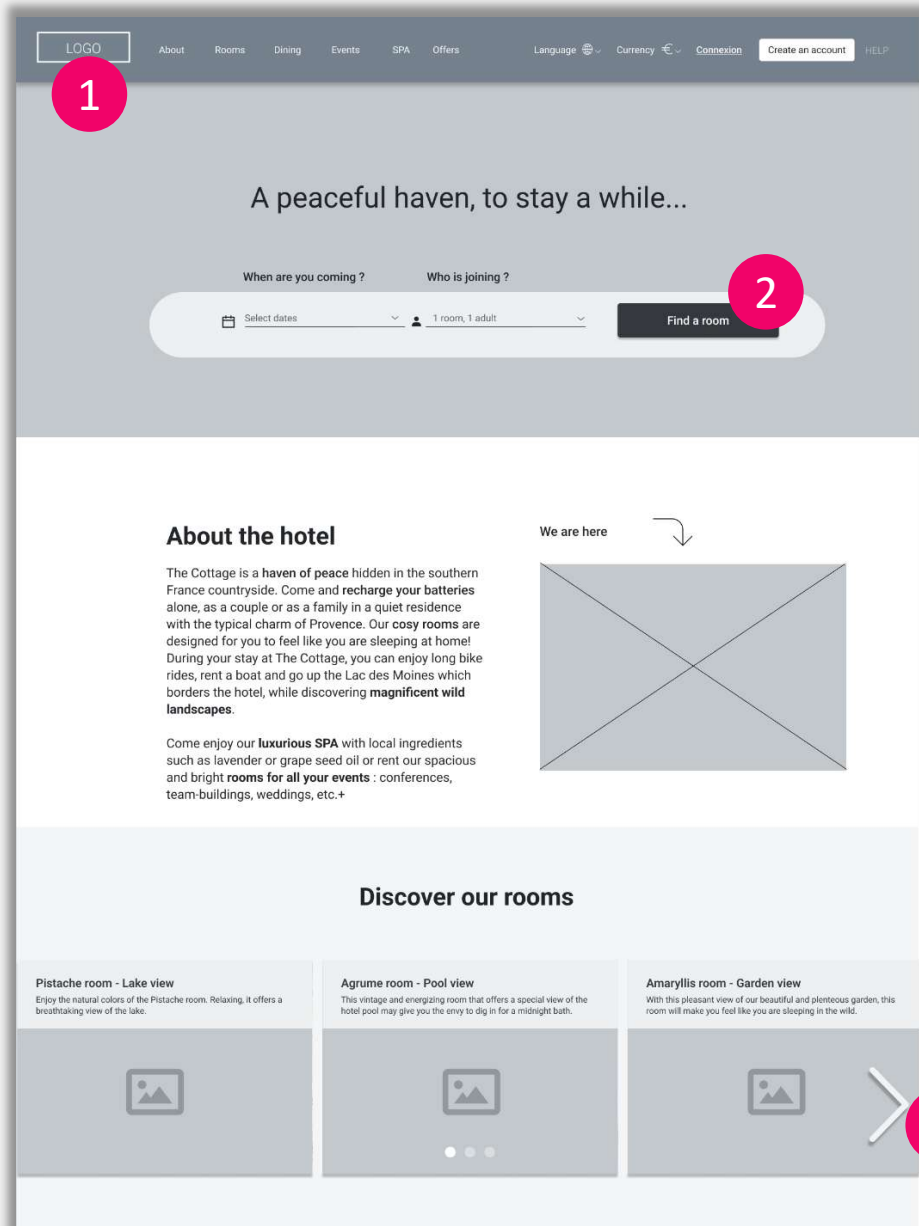
13

- When selected, number of guests appear in the given format.
- On click again, guest frame re-opens / user can modify nb of guests

14

On click, brings user to screen "02 SEARCH RESULTS" default color :

Screen 01 HOMEPAGE / START



Annotations

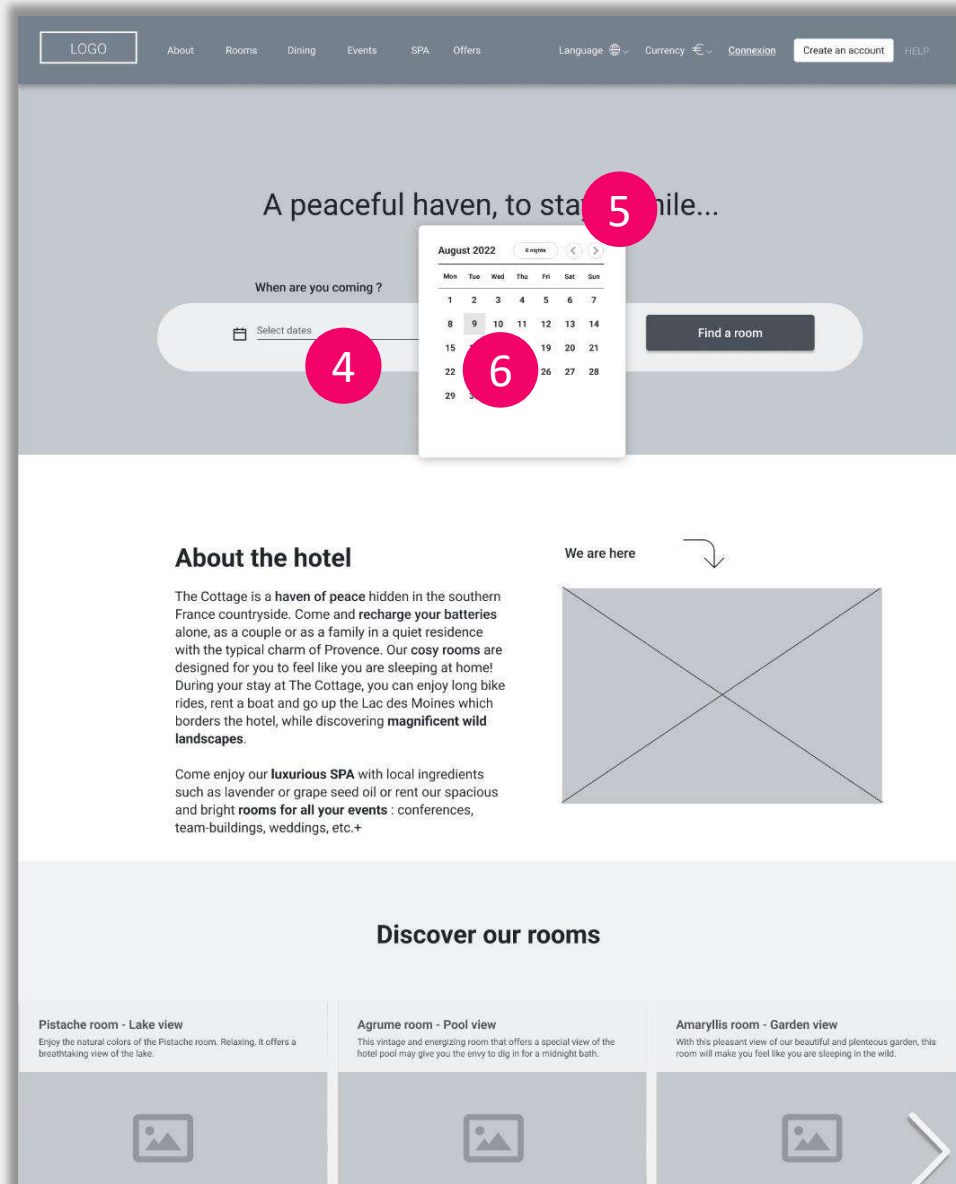
- 1

 - Logo is fixed in the header (appears on all pages)
 - Brings user to home page | travel parameters are conserved through the booking process
- 2

 - If dates and nb of guests are not selected, display error message underneath CTA button
 - Error message : " *Please enter your travel dates first* ":
- 3

 - Carousel enables user to view hotel pictures horizontally within carousel

Screen 01.01 HOME / CALENDAR OPEN



Annotations

4

- Calendar opens overlay on right side
- Brings user to screen **01.01 HOME / CALENDAR OPEN**
- User doesn't have to scroll to view calendar entirely.

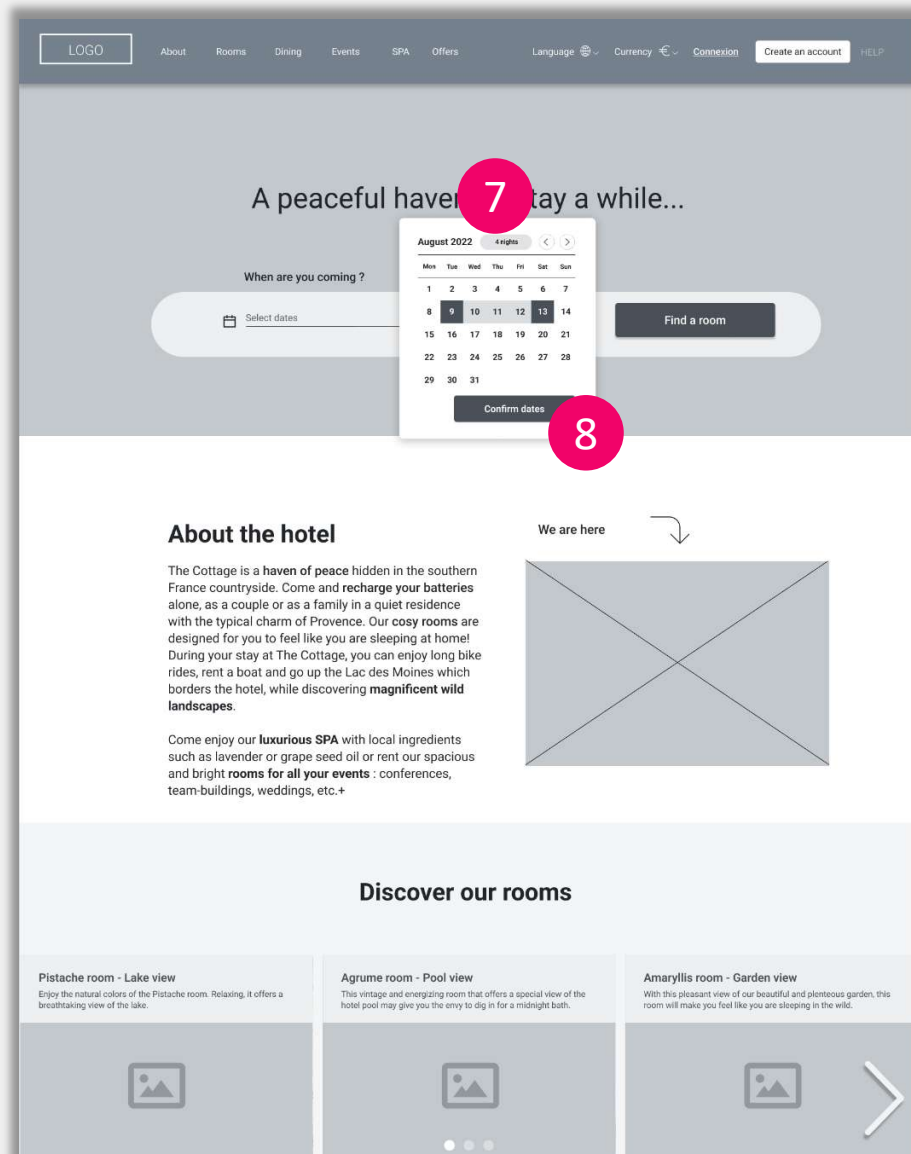
5

Calendar arrows : user can navigate horizontally month to month.

6

Brings user to screen **01.02 HOME / CALENDAR OPEN DAY1**

Screen 01.03 HOME / DATE SELECTED



Annotations

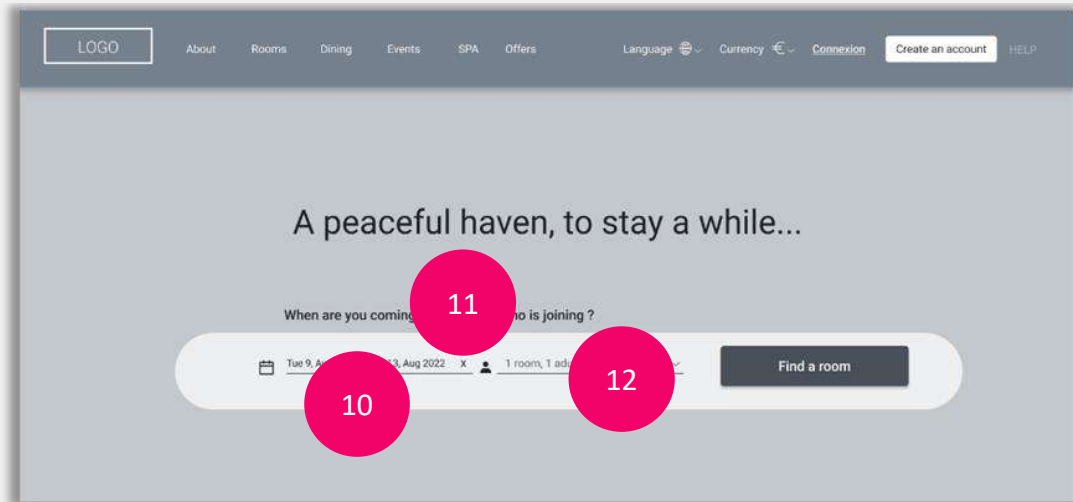
7

Estimated number of nights for the stay is highlighted at the top of the calendar.

8

- When arrival date is selected, "Confirm dates" CTA appears.
- Brings user to screen to screen **01.04 HOME / Search bar / selected day**

Screen 01.04 HOME / Search bar / selected day



Home / Guest Default

The screenshot shows the "Home / Guest Default" occupancy selection screen. It features a "Rooms" section with a minus sign, the number "1", and a plus sign. Below this, there is a "Room 1" section with two columns: "Adult(s) (+18)" and "Kid(s) (0-17)". Each column has a minus sign, a number, and a plus sign. The "Adult(s)" column shows "1" and the "Kid(s)" column shows "0". A "Confirm occupancy" button is located at the bottom of the screen.

Home / Guest selected

The screenshot shows the "Home / Guest selected" occupancy selection screen. It features a "Rooms" section with a minus sign, the number "1", and a plus sign. Below this, there is a "Room 1" section with two columns: "Adult(s) (+18)" and "Kid(s) (0-17)". Each column has a minus sign, a number, and a plus sign. The "Adult(s)" column shows "2" and the "Kid(s)" column shows "0". A "Confirm occupancy" button is located at the bottom of the screen. A red circle with the number 13 is overlaid on the bottom right corner of the screen.

Annotations

10

- Selected travel dates appear in the given format.
- On click, calendar re-opens overlay, and user can modify travel dates

11

- User can delete travel dates
- Brings user back to screen **"01 HOMEPAGE / START »**

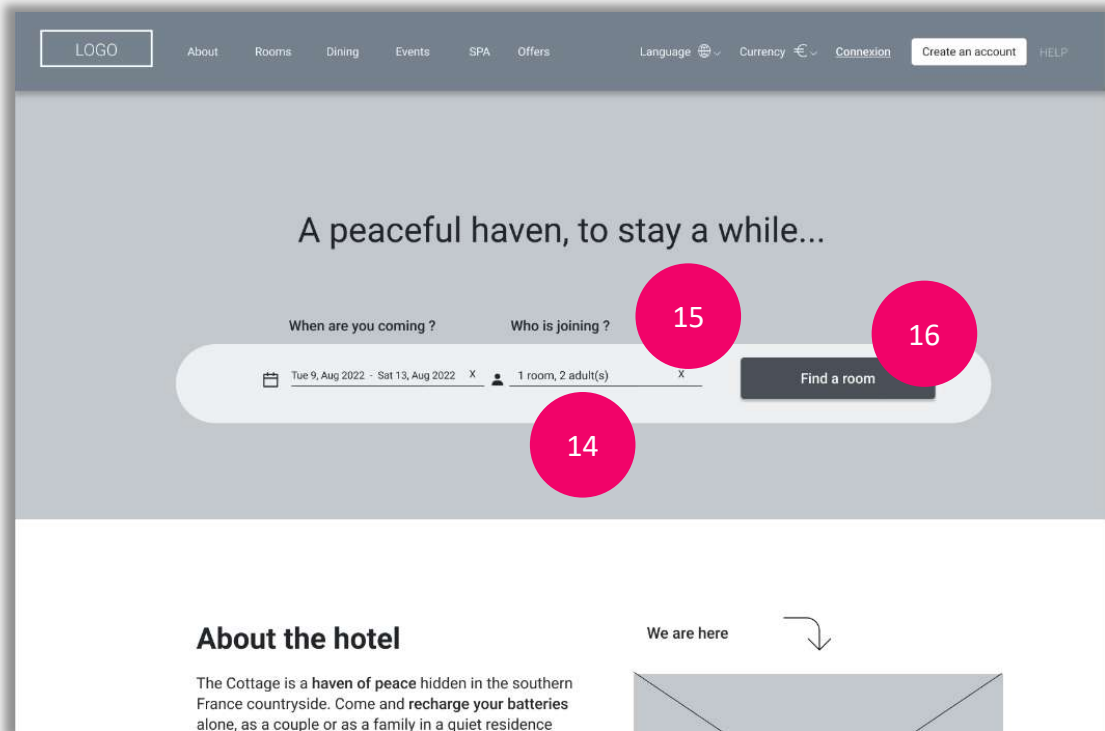
12

- User can add number of guests
- Screen **"Home / Guest Default"** opens overlay on the right

13

- Brings user to screen **"01.05 HOME / Search / selected guests"**

Screen 01.05 HOME / Search / selected guests



Annotations

14

- When selected, number of guests appear in the given format.
- On click again, guest frame re-opens / user can modify nb of guests

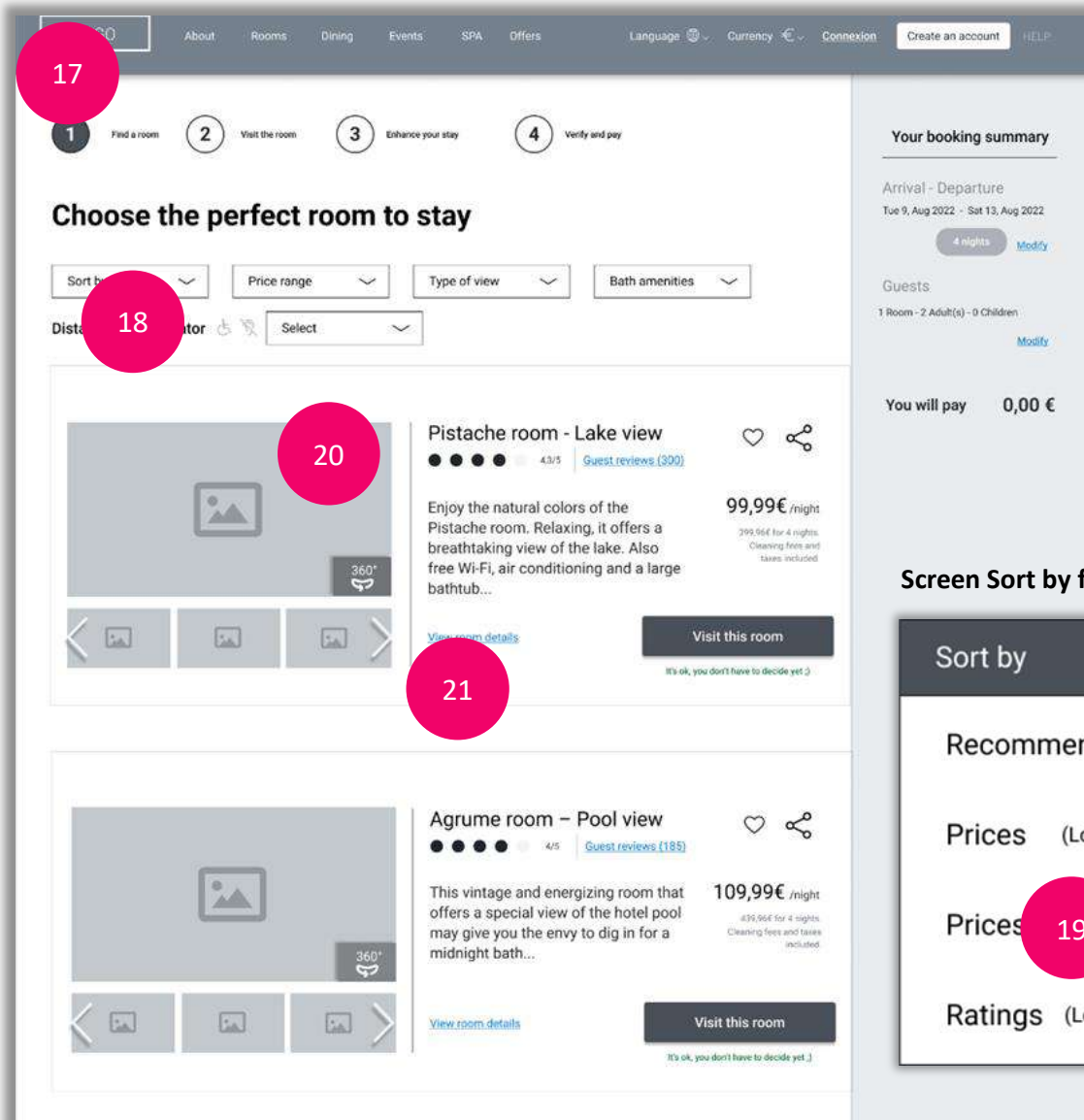
15

- User can delete number of guests
- Brings user back to screen "**Screen 01.04 HOME / Search bar / selected day** »

16

- On click, brings user to screen "**02 SEARCH RESULTS**".

Screen 02 SEARCH RESULTS



Annotations

17

- Progress bar helps user navigating through the booking steps.
- Brings user to screen "**Screen 02 SEARCH RESULTS** »

18

On click, frame screen "**Sort by filter / open**" opens down overlay.

19

Brings user to screen "**02.03 SEARCH / FILTER1 / SORTBY**"

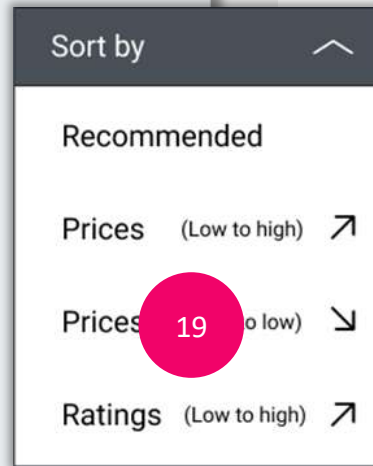
20

3D rotation module helps the user to have a 360° view of the room

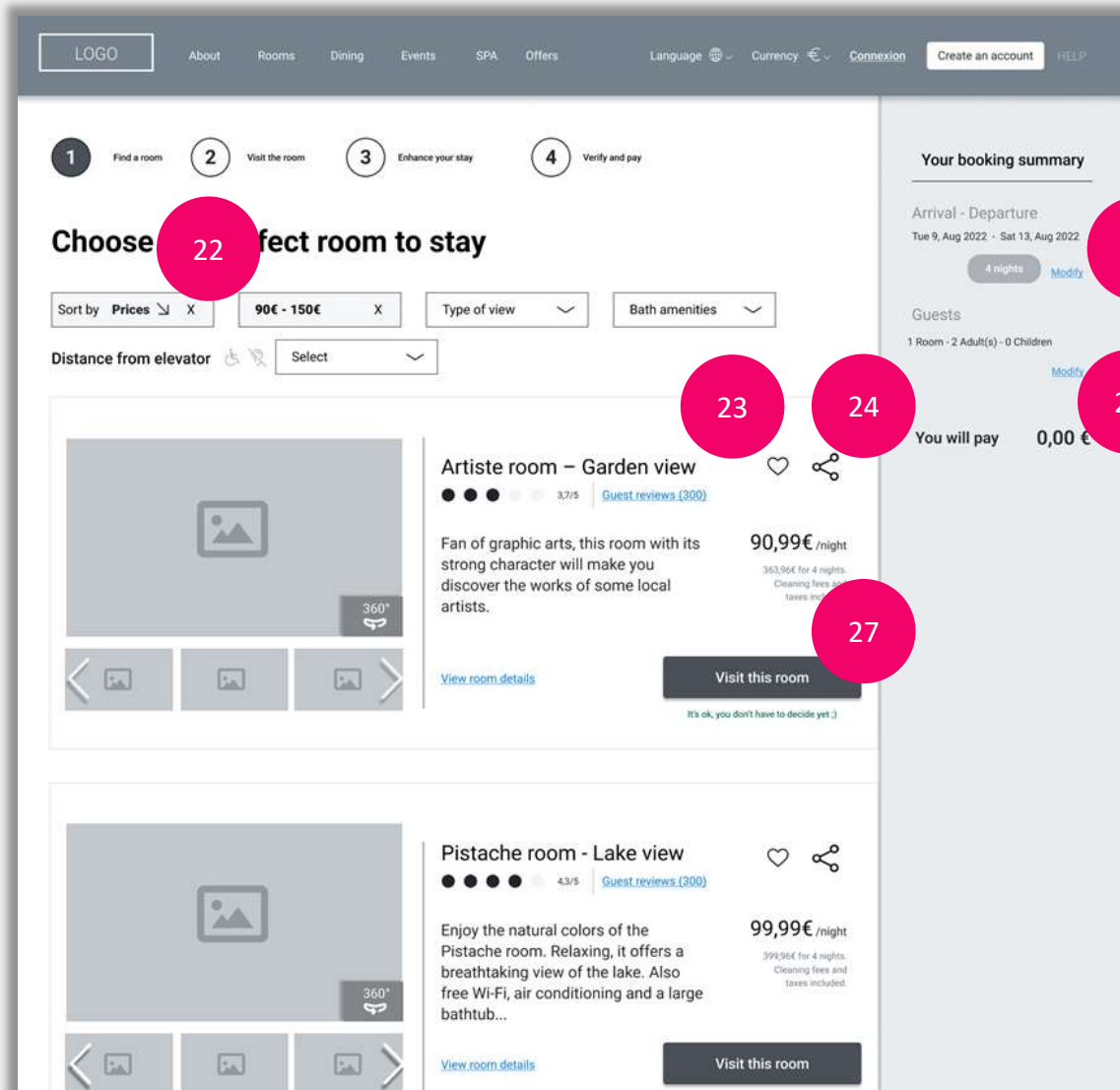
21

- On click, new window opens in-page
- User can read room details

Screen Sort by filter / open



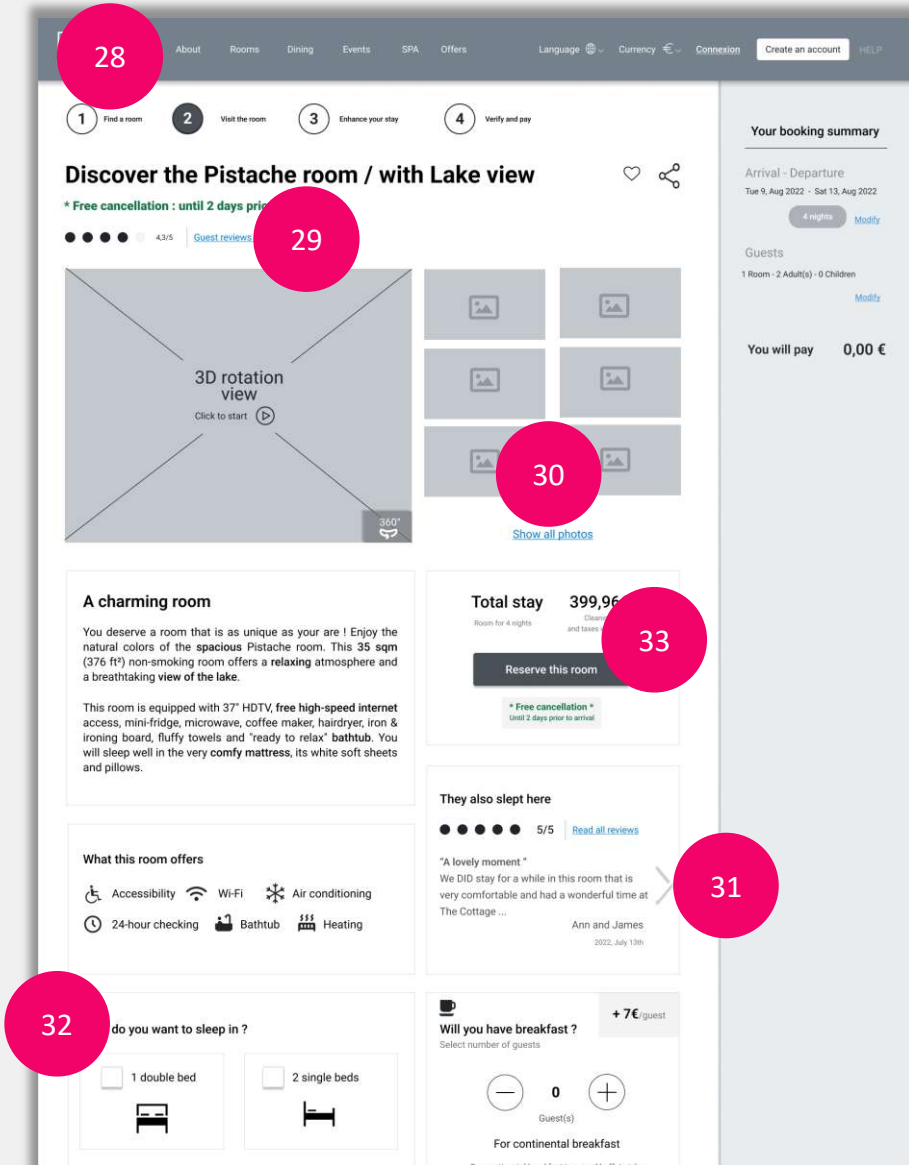
Screen 02.03 SEARCH / FILTER1 / SORTBY



Annotations

- 22 User can remove filter
- 23
 - User can add room to favorites and create a wishlist | They need to be registered.
 - If user is not connected= brings user to registration screen.
- 24 User can export link of the page and share through social media or mobile apps
- 25
 - On click, calendar opens overlay
 - User can modify travel dates
- 26
 - On click, guest frame opens overlay
 - User can modify number of guests and/or add another room
- 27 Brings user to screen "03 ROOM DETAILS"

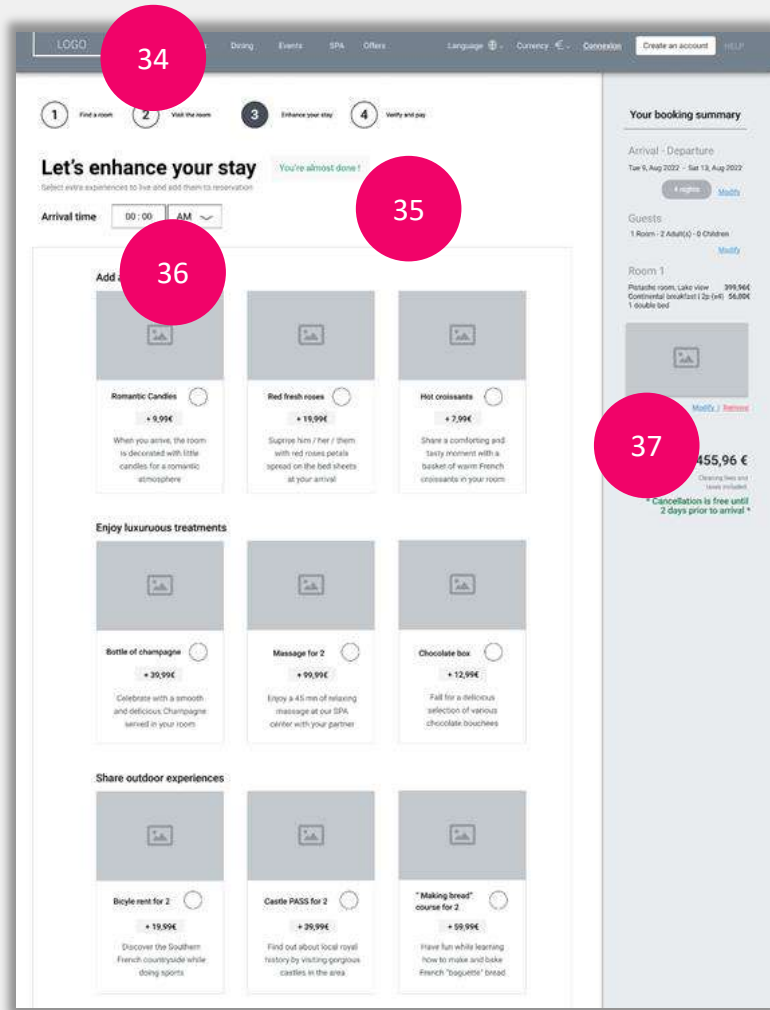
Screen 03 ROOM DETAILS



Annotations

- 28 Brings user back to screen "02 SEARCH RESULTS"
- 29 Brings user to user reviews page
- 30
 - New windows opens in-page
 - User can see the whole room within a diaporama of photos
- 31 User can read a selection of reviews horizontally
- 32 User can select type of bed
- 33 Brings user to screen "04 EXTRAS"

Screen 04 EXTRAS



Annotations

34

- Brings user back to screen "03 ROOM DETAILS"
- Filters and travel parameters must be conserved when user goes back

35

System indicates to the user that booking process is almost finished

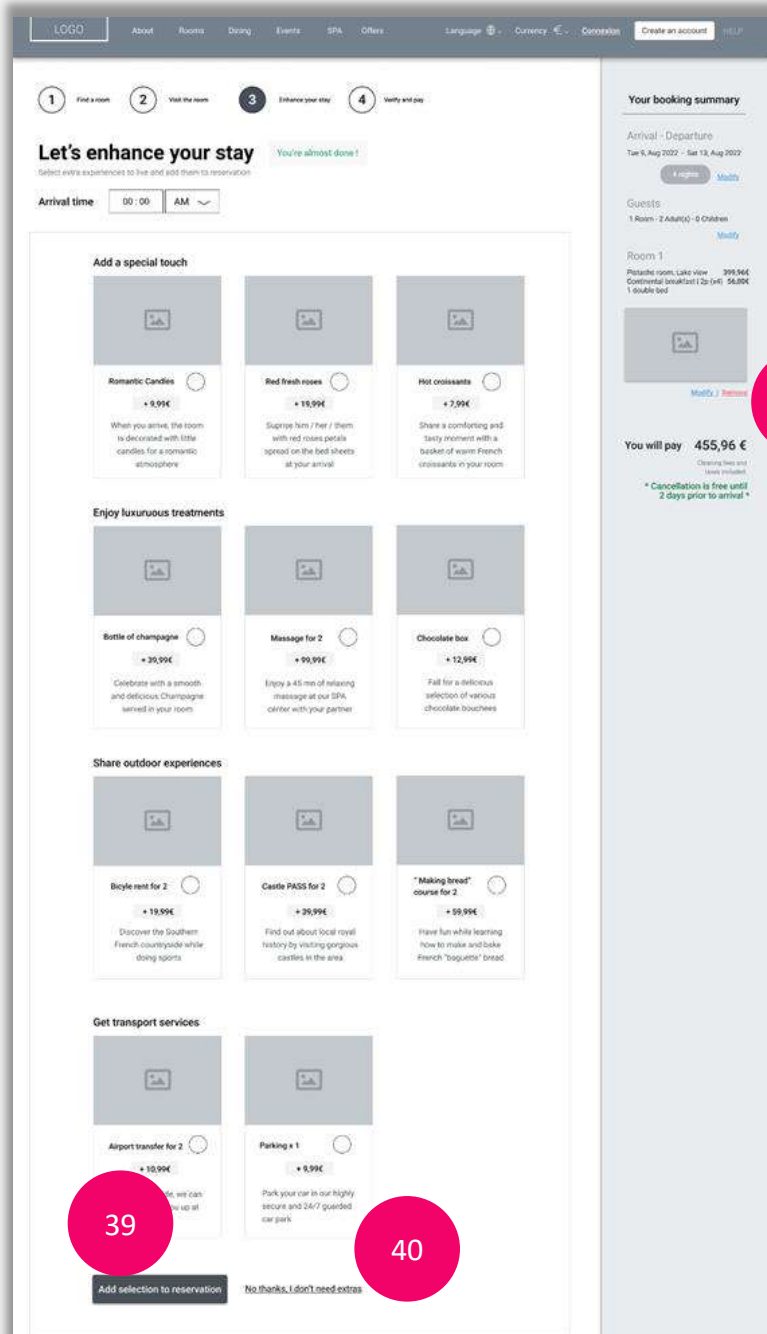
36

User can select arrival time from 00:00 AM to 12:00 PM

37

- Brings user to screen "03.01 ROOM / BNB selected"
- Travel parameters (dates, guests, room...) are conserved.
- User can change breakfast option and bed type

Screen 04 EXTRAS



Annotations

38

- User can delete room from reservation
- Display link in place of remove: "Please select a room to add extras" = brings to screen "03.03 ROOM / no Room / with EXTRAS"
- Room details no more appear in booking summary
- If room is removed = disable "Find a room" CTA button

39

- Brings user to screen "05 LOG IN"
- Added Extras are displayed in booking summary on screen 06.01 PAYMENT / Registered (Verify and pay)

40

- Enables the user to skip the "extras" step
- Brings user to screen "05 LOG IN"
- None extras are added

Screen 05 LOG IN

The screenshot shows a registration form titled "Register now to continue your reservation". The form includes an "Email" field with a placeholder "example@gmail.com" and a pink circle annotation "41" pointing to it. Below the email field is a "Password" field with a placeholder "At least 8 characters" and a pink circle annotation "42" pointing to it. A "Remember me" checkbox is located below the password field. The form has two buttons: "Register and continue" (dark grey) and "Continue without registering" (light grey). Below the buttons, there is a section "or register with" with "Google" and "Facebook" buttons. At the bottom, there is a link "No account yet? Create one now". The website's navigation bar at the top includes "Rooms", "Dining", "Events", "SPA", "Offers", "Language", "Currency", and "Connexion".

Annotations

41

- Mobile and tablet devices: Use email keyboard type.
- Validation occurs after cursor has left field
- Placeholder : "example@gmail.com"
- Error message when input does not match standard email format : "Please enter a valid email address"

42

- Input should be masked
- Password entered must be at least 8 characters / digits
- Validation occurs after cursor has left field
- Placeholder : « At least 8 characters »
- Error message (empty): « Please enter your password »
- Error message (wrong entry) : « We don't recognized this password, please try again »

Screen 05 LOG IN

The screenshot shows a registration form titled "Register now to continue your reservation". The form includes the following elements:

- Header:** Navigation links for Rooms, Dining, Events, SPA, Offers, Language, Currency, and Connexion.
- Email Field:** Contains "jane.doe@gmail.com" with a green checkmark. An annotation "43" is placed to the right.
- Password Field:** Contains "*****" with a green checkmark and a "SHOW" button. An annotation "43" is placed to the right.
- Remember me:** A checkbox with the text "Remember me". An annotation "44" is placed to the right.
- Buttons:** "Register and continue" (dark grey) and "Continue without registering" (light grey). An annotation "45" is placed to the left of the "Continue without registering" button.
- Social Login:** "or register with" followed by "Google" and "Facebook" buttons.
- Footer:** "No account yet ? [Create one now](#)"

Annotations

- 43 Opens new tab to help user generate a new password
- 44
 - Validation occurs after cursor has left field
 - On successful validation, brings user to screen **06.01 PAYMENT / Registered**
- 45 Brings user to screen **"06.01 PAYMENT / empty form"**

Screen 06.01 PAYMENT / Registered

LOGO About Rooms Dining SPA Offers Language Currency € Jane Log out HELP

1 Find a room 2 Visit the room 3 Enhance your stay 4 Verify and pay

Welcome back, Jane !

Last steps, and your reservation will be complete

Step 1/3

Who is making the reservation ?

First name
Jane

Last name
DOE

Country
France

Phone number
+33 1 58 74 63 25

Email
jane.doe@gmail.com

IMPORTANT NOTE : we may use this email address to confirm you the hotel reservation and to contact you in case of any important information regarding your stay.

Go to payment information

→ Step 2/3

Your booking summary

Arrival - Departure
Tue 9, Aug 2022 - Sat 13, Aug 2022
4 nights [Modify](#)

Guests
1 Room - 2 Adult(s) - 0 Children [Modify](#)

Room 1
Pistache room, Lake view 399,96€
Continental breakfast | 2p (x4) 56,00€
1 Double bed

Extras
Romantic candles 9,99€
Hot croissants 7,99€
Bottle of champagne 30,99€
[Modify](#) | [Remove](#)

Total Fare 513,93 €
Cleaning fees and taxes included.
*** Cancellation is free until 2 days prior to arrival ***

Annotations

- 46 • Brings user back to screen "04 EXTRAS"
- 46 • Filters and travel parameters are conserved
- 46 • User stays registered
- 47 • Mobile and tablet devices: use standard keyboard type
- 47 • No numbers are accepted in the field
- 47 • Error message when input is empty : « *Please enter your first name using letters only* »
- 47 • Placeholder : « *Ex. John DOE* »
- 48 • Error message : « *Please enter your Last name using letters only* »
- 48 • Placeholder : « *Ex. DOE* »

Screen 06.01 PAYMENT / Registered

LOGO About Rooms Dining Events SPA Offers Language Currency € Jane Log out HELP

1 Find a room 2 Visit the room 3 Enhance your stay 4 Verify and pay

Welcome back, Jane !

Last steps, and your reservation will be complete

Step 1/3

Who is making the reservation ?

First name
Jane

Last name
DOE

Country
France

Phone number
+33 1 58 74 63 25

Email
jane.doe@gmail.com

IMPORTANT NOTE : we may use this email address to confirm you the hotel reservation and to contact you in case of any important information regarding your stay.

Go to payment information

→ Step 2/3

Your booking summary

Arrival - Departure
Tue 9, Aug 2022 - Sat 13, Aug 2022
4 nights Modify

Guests
1 Room - 2 Adult(s) - 0 Children
Modify

Room 1
Pistache room, Lake view 399,96€
Continental breakfast | 2p (x4) 56,00€
1 Double bed
Modify | Remove

Extras
Romantic candles 9,99€
Hot croissants 7,99€
Bottle of wine 30,99€
Modify | Remove

Total Fare 513,93 €
Cleaning fees and taxes included
* Cancellation is free until 2 days prior to arrival *

Annotations

49

- User can modify added extras
- Brings user back to screen « **04 EXTRAS** »
- Selection is conserved in summary

50

- User can delete extras from reservation
- Extras no more appear in booking summary

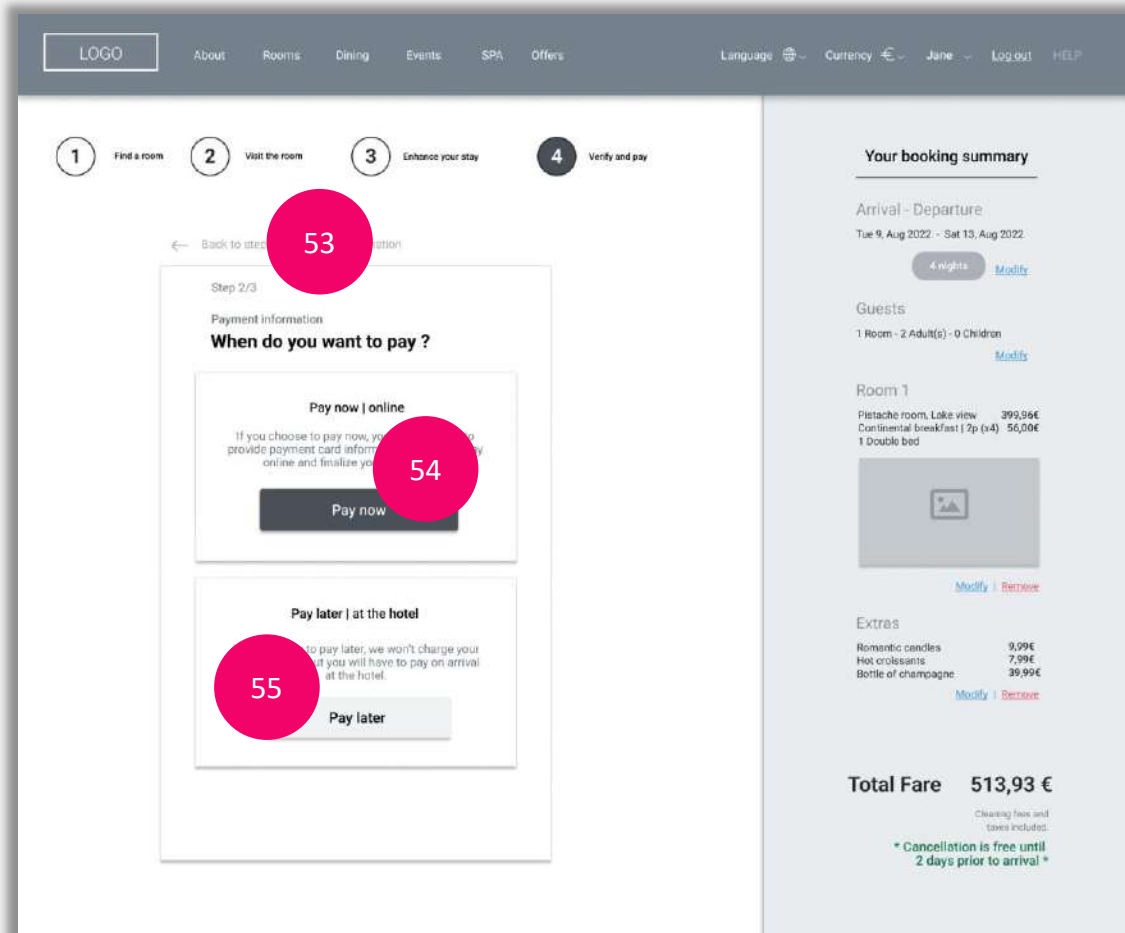
51

- On type chunk numbers in the phone indicator format
- Error message when input does not match number format. : « Please enter valid phone number »
- Placeholder : « 1 23 45 67 89 »

52

- Brings user to screen « **06.02 PAYMENT / payment information** »

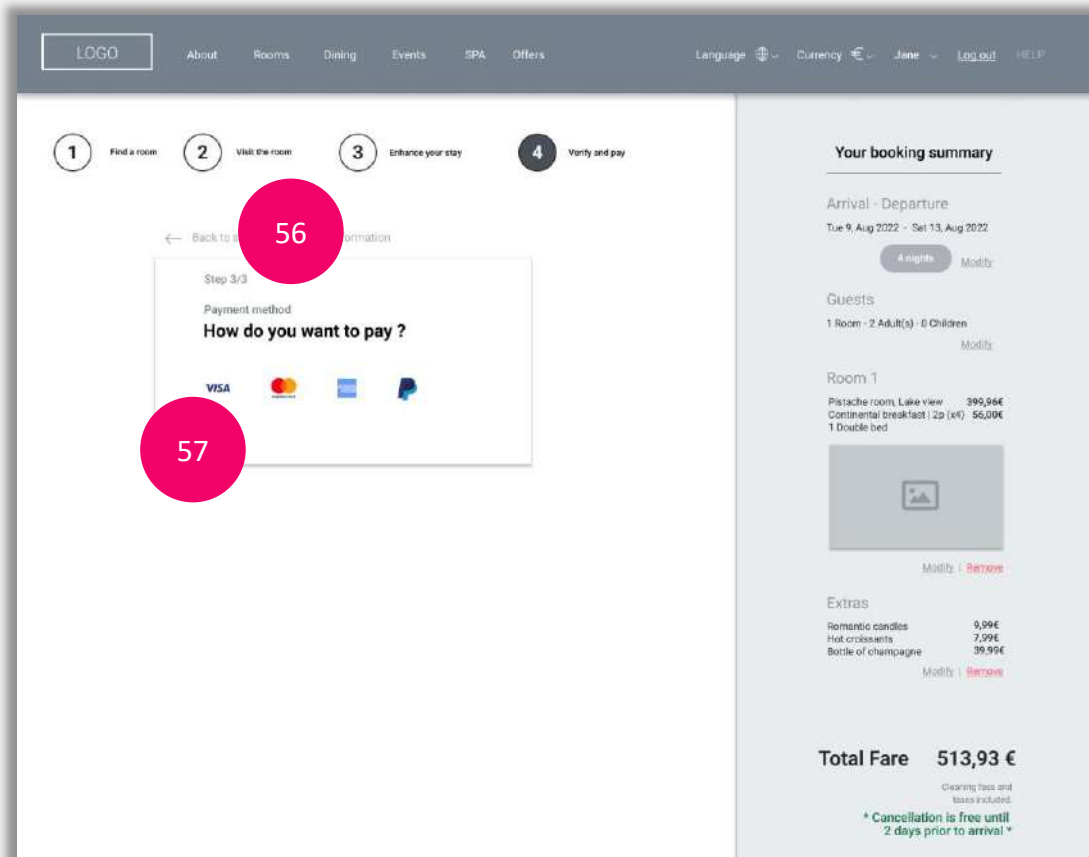
Screen 06.02 PAYMENT / payment information



Annotations

- 53 Brings user back to screen « 06.01 PAYMENT / Registered »
- 54 Brings user to screen « 06.03 PAYMENT / card information »
- 55 Brings user to confirmation page

Screen 06.03 PAYMENT / card information



Annotations

56

Brings user back to screen « **06.02 PAYMENT / payment information** »

57

- Opens payment card form
- Brings user to screen « **06.04 PAYMENT / card information** »

Screen 06.04 PAYMENT / card information

The screenshot shows a payment page with a navigation bar at the top containing 'LOGO', 'About', 'Rooms', 'Dining', 'Events', 'SPA', and 'Offers'. Below the navigation bar are four steps: 1 Find a room, 2 Visit the room, 3 Enhance your stay, and 4 Verify and pay. The main content area is titled 'Step 3/3' and 'Payment information'. It features a 'Payment method' section with 'How do you...' and a '58' annotation. Below this are icons for VISA, Mastercard, and American Express. The 'Card number' field has a '59' annotation and a placeholder 'Ex. 1234 5678 9123 4567'. The 'Expiration date' field has a '60' annotation and a placeholder 'MM / YY'. The 'CVV' field has a '61' annotation and a placeholder '123'. The 'Card holder's name' field has a placeholder 'Ex. John DOE'. There is a checkbox for 'Save card information for other transactions' and a 'Pay and complete reservation' button. A 'Cancel and back to preferences' link is also present. On the right side, there is a 'Your booking summary' section with 'Arrival - Departure' (Tue 9, Aug 2022 - Sat 13, Aug 2022), '4 nights', 'Guests' (1 Room - 2 Adult(s) - 0 Children), and 'Room 1' (Prestige room, Lake view - 295,06€, Continental breakfast (2p) (x4) - 55,00€, 1 Double bed). There is also an 'Extras' section with items like 'Romantic candles' (9,99€), 'Hot croissants' (7,99€), and 'Bottle of champagne' (39,99€). The 'Total Fare' is 513,93 €. A note at the bottom states '* Cancellation is free until 2 days prior to arrival *'.

Annotations

58

Unselected payment logo are disabled

59

- On type chunk numbers according to selected payment card format
- Validation occurs after cursor has left field
- Error message when input does not match number format : *"Please enter valid card number"*
- Placeholder : *"Ex. 1234 5678 9123 4567"*

60

- On type chunk numbers in the given format and add the slash (/) after the month and year have been entered
- Validation occurs after cursor has left field
- Error message when input does not match date format : *"Expiration date doesn't match"*
- Placeholder : *"Ex. MM / YY "*

61

- Mobile and tablet devices : Use Numeric keyboard type
- Accept number values only / max 3 numbers
- Validation occurs after cursor has left field
- Error message when input is empty.: *« Please enter a 3 digit verification number »*

Screen 06.04 PAYMENT / card information

The screenshot shows a payment page for a hotel booking. The page is divided into two main sections: a payment form on the left and a booking summary on the right. The payment form is titled "Step 3/3: Payment method" and asks "How do you want to pay?". It features a "VISA" logo and a "Card number" field containing "4866 0198 9981 7721". Below this are "Expiration date" (03 / 24) and "CVV" (478) fields. The "Card holder's name" field contains "JANE DOE". There is a checkbox for "Save card information for other transactions" and a "Pay and complete reservation" button. A "Cancel and back to preferences" link is also present. The booking summary on the right includes "Your booking summary", "Arrival - Departure" (Tue 9, Aug 2022 - Sat 13, Aug 2022), "Guests" (1 Room - 2 Adult(s) - 0 Children), "Room 1" (Postiche room, Lake view - 295,06€, Continental breakfast | 2p (x4) - 55,00€, 1 Double bed), and "Extras" (Romantic candles - 9,99€, Hot croissants - 7,99€, Bottle of champagne - 35,99€). The "Total Fare" is 513,93 €. A note states "Cancellation is free until 2 days prior to arrival".

Annotations on the screenshot:

- 62: Points to the "Card number" field.
- 63: Points to the "Card holder's name" field.
- 64: Points to the "Pay and complete reservation" button.

Annotations

62

- No numbers are accepted in the field
- Validation occurs after cursor has left field
- Error message when input is empty : « *Please enter your name* »
- Placeholder : « *Ex. John DOE* »

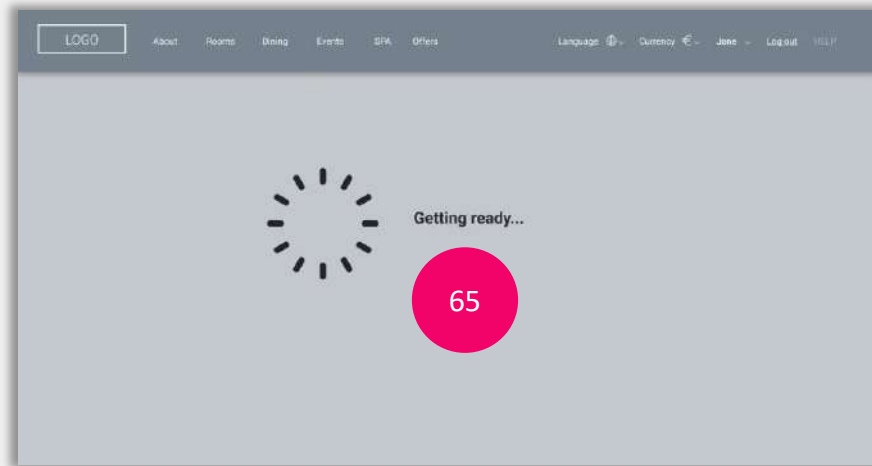
63

- All fields are validated | CTA = abled
- Empty or missing fields = CTA disabled
- Inline validation, errors occur when the field has no input.
- Error message = "Please see errors above"
- On successful validation, brings user to screen **07 LOADING PAGE**

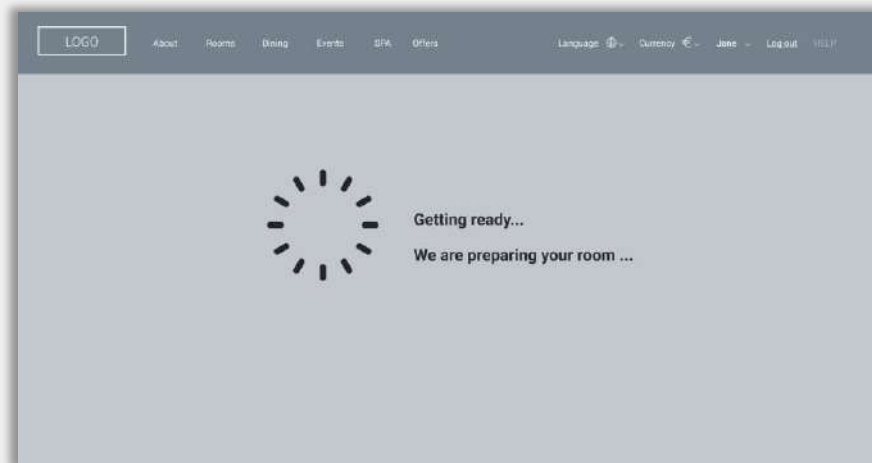
64

- Brings user back to screen « **04 EXTRAS** »
- Travel parameters are conserved

Screen 07 LOADING PAGE



Screen 07 LOADING PAGE 2

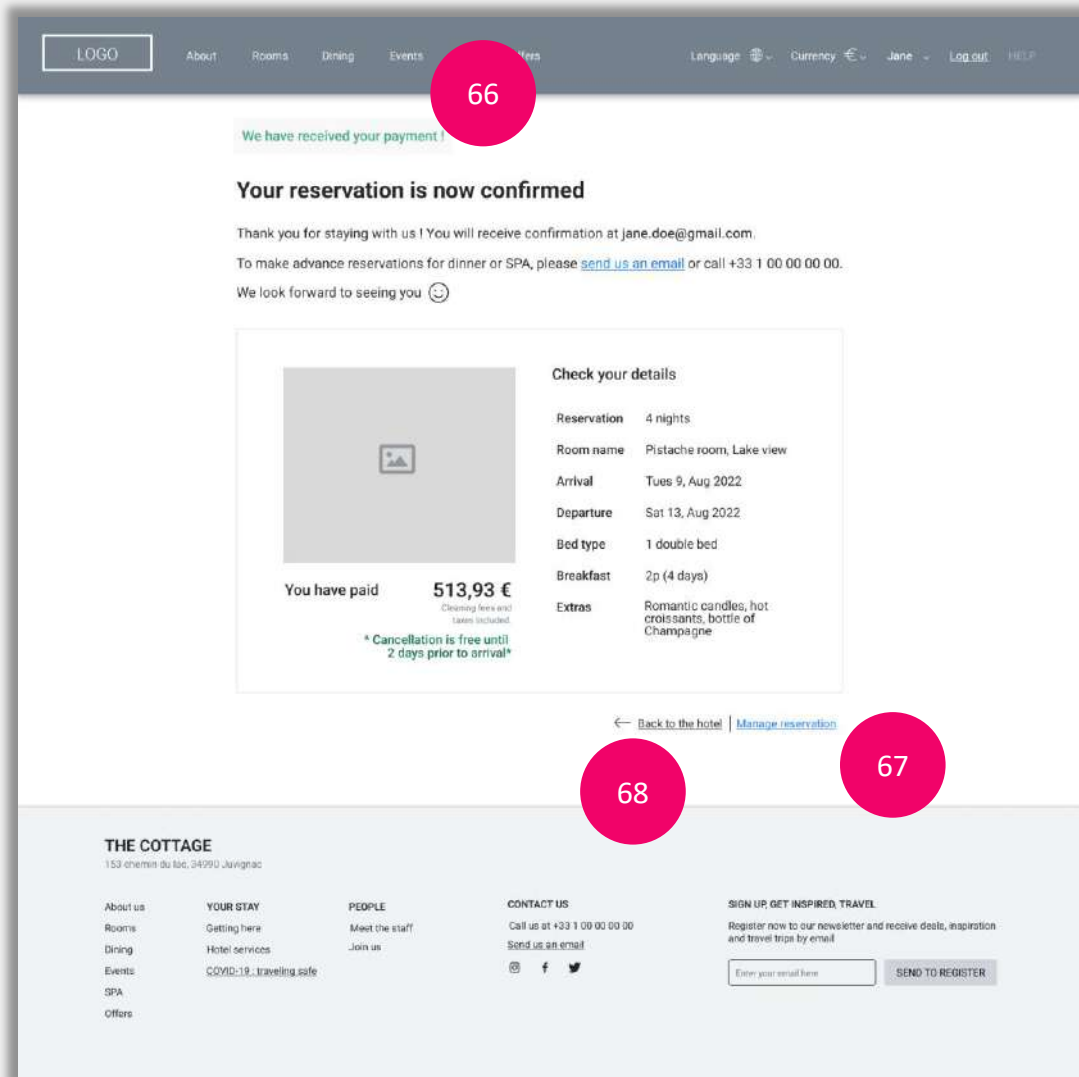


Annotations



- Text 1 « Getting ready » appears first, then
- Text 2 « *We are preparing your room* »
- Brings automatically utilisateur to screen « **08 CONFIRMATION** »

Screen 08 CONFIRMATION



Annotations

66

System indicates to the user that payment is complete | user is reassured

67

- Brings user to « account » page
- They can manage their reservation (cancel, read conditions, etc.)

68

Brings user to screen « **01 HOMEPAGE / START** »