



Hotel desktop booking:

## COMPETITIVE BENCHMARK

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UXDI | PROJECT 01 | JELENA VONCINA

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Summary

# OBJECTIVES

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Learn how competitors are approaching problems we are trying to solve



Highlight best practice that we should emulate



Understand the conventions we should follow



Spot areas that need improvement

# AREAS OF FOCUS



Homepage



Search and select



Entering details

# COLOR CODING

Each element of the website will be rated using colored coding system below

	<b>Strong practice</b>
	<b>Weak practice</b>
	<b>Needs improvement</b>

# COMPETITORS

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**Loveholidays**

<https://www.loveholidays.ie/>



**Airbnb**

<https://www.airbnb.ie/ireland/stays>



**Samsara Ubud**

<https://www.samsaraubud.com/>



**The Maritime**

<https://www.themaritimehotel.com/>

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## TOTAL VISITS LAST MONTH

536.7K

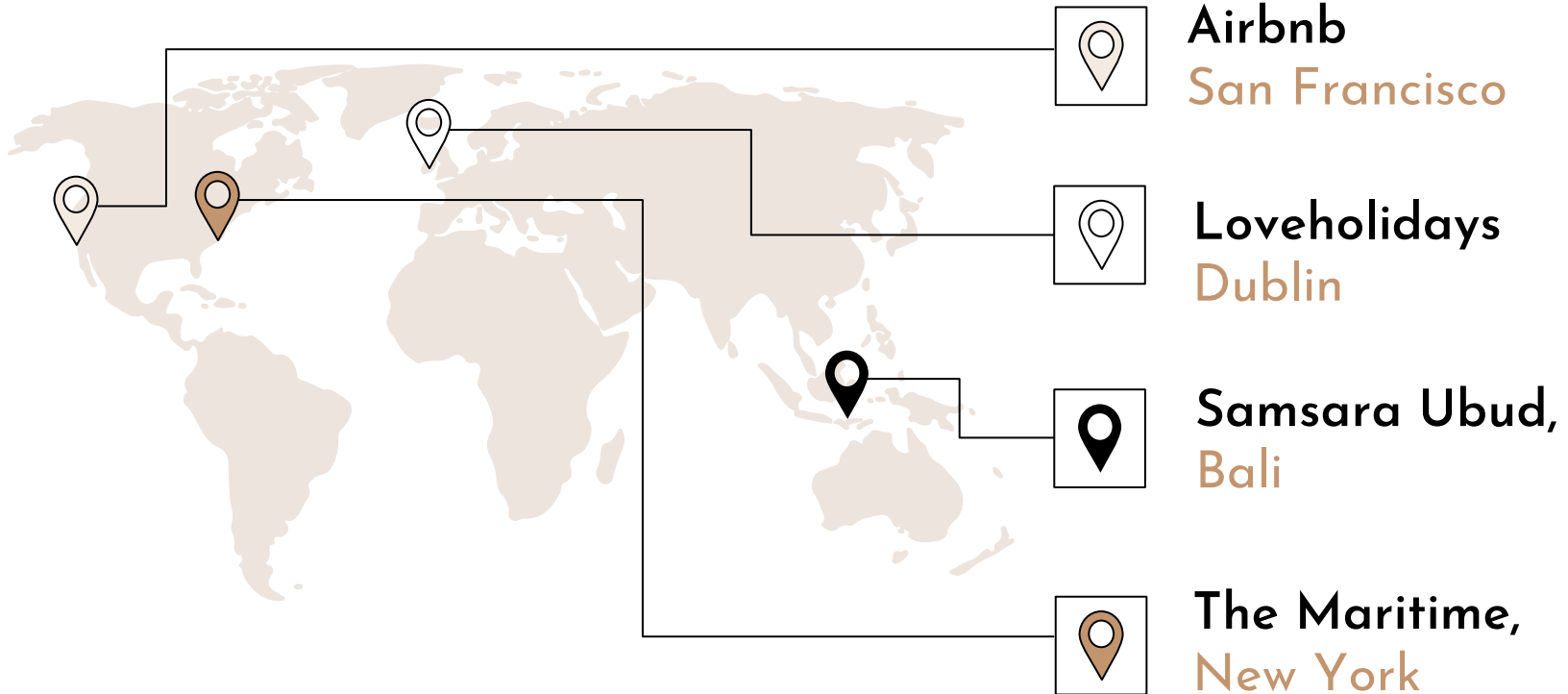
1.1M

4.0M

10.0K

# Competitors location

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**Area of focus**

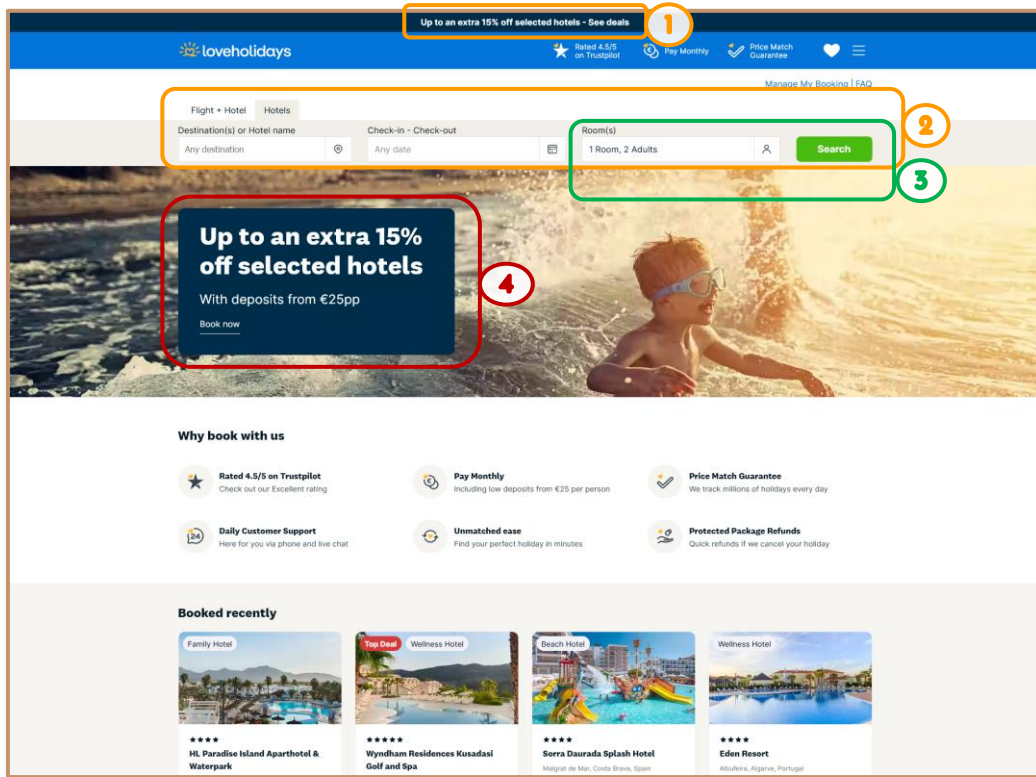
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HOMEPAGE



# Loveholidays

## HOMEPAGE

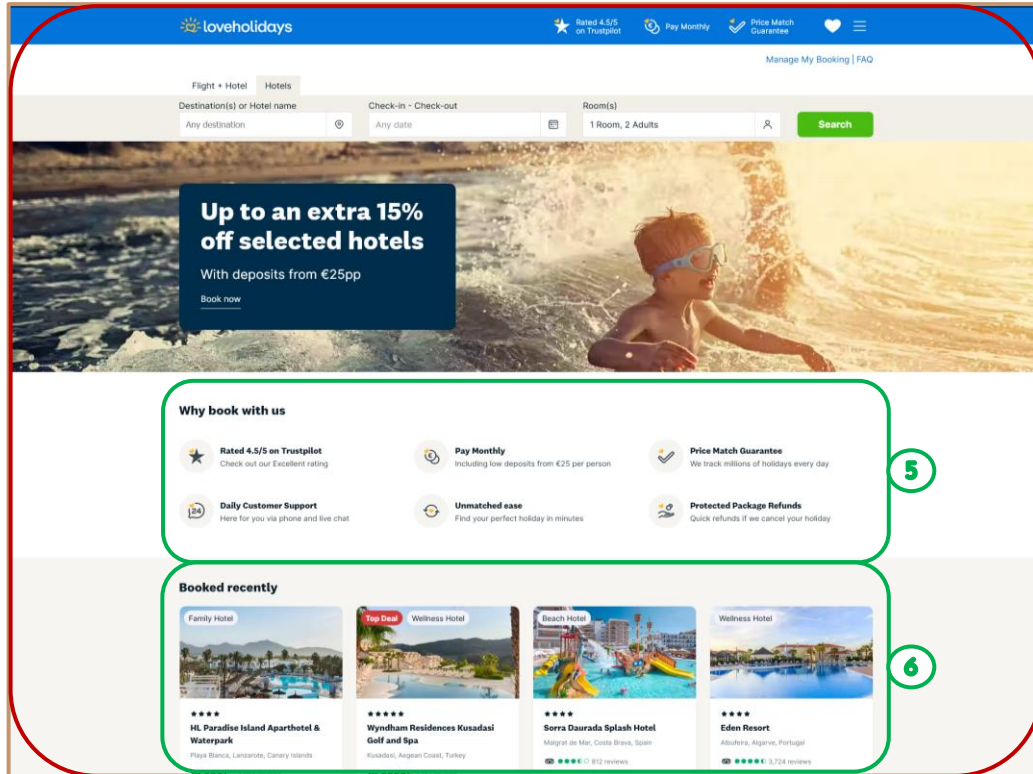


- 1** A non-disruptive header presents deals briefly. There is no cues that suggest clickability.
- 2** The searchbar is following conventions, but it is not the main focal point of this website.
- 3** Room section is predicting users choice with most common option.
- 4** Message is repetitive. Information is not clearly explained; users might not understand „pp“. High risk of wasting users time and good will.



# Loveholidays

## HOMEPAGE



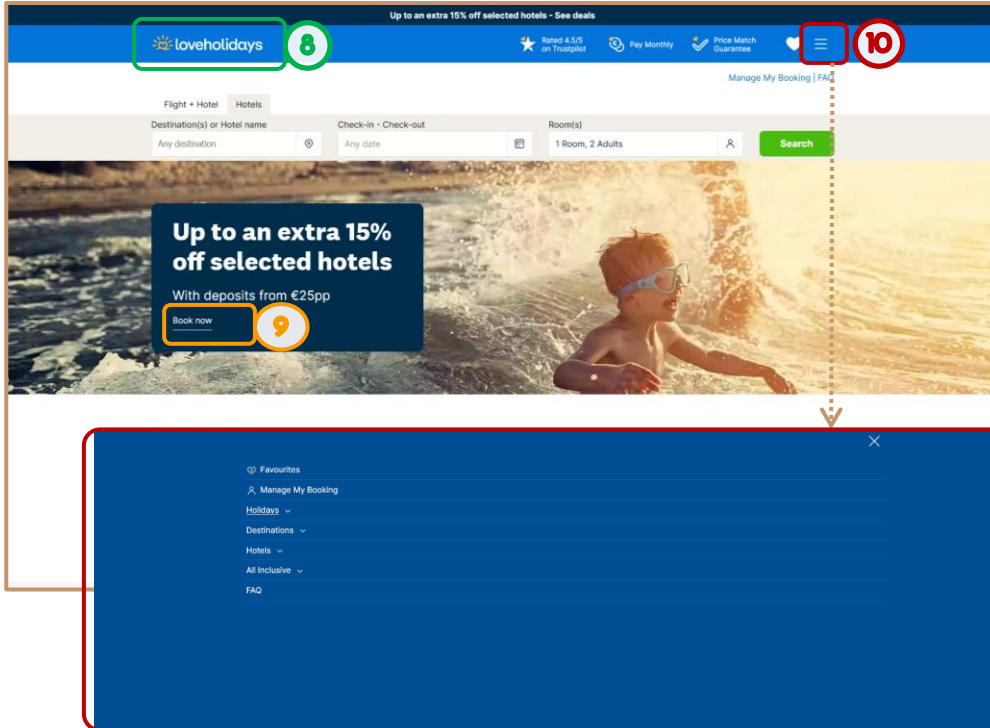
5 Additional information giving user more trust in this website is easy to find. Iconography is clear and simple.

6 Inspiring and inviting display of recently booked hotels. Short descriptions (such as family, wellness, beach hotel) help users to make a decision.

7 Interface should be simplified. Hierarchy is not clear and there is a lot going on.

# Loveholidays

## HOMEPAGE



8 Logo placement is following conventions.

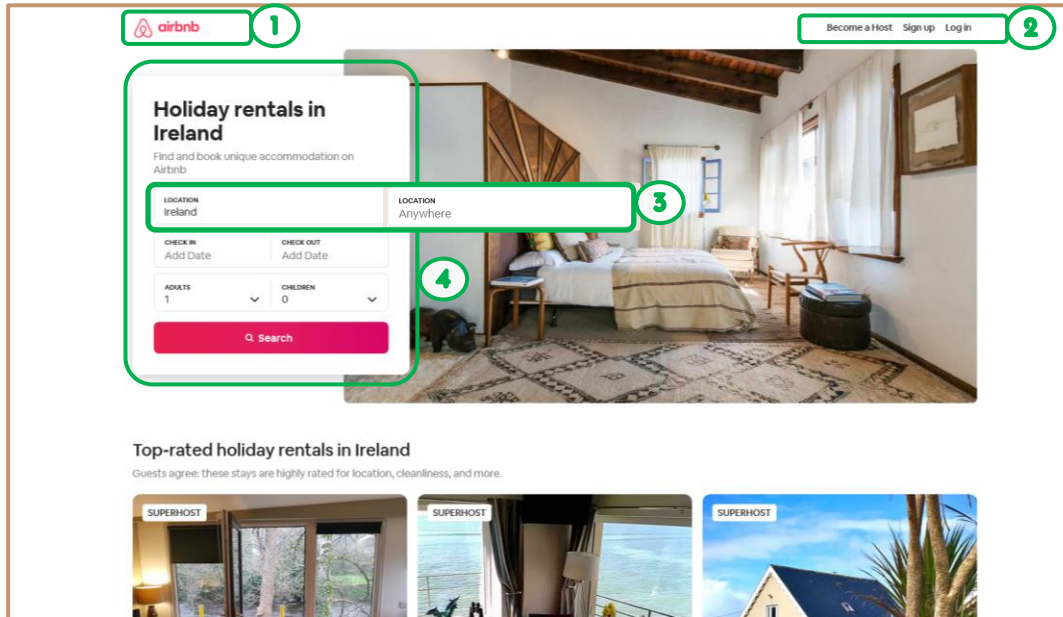
9 Visibility of system status could be improved. There is only one visual cue: „Book now” option underlines when user hovers the cursor over it.

10 Menu icon is standard but it is difficult to find due to other icons.

11 Interface is more fitting for a Mobile version than a Desktop version.

# Airbnb

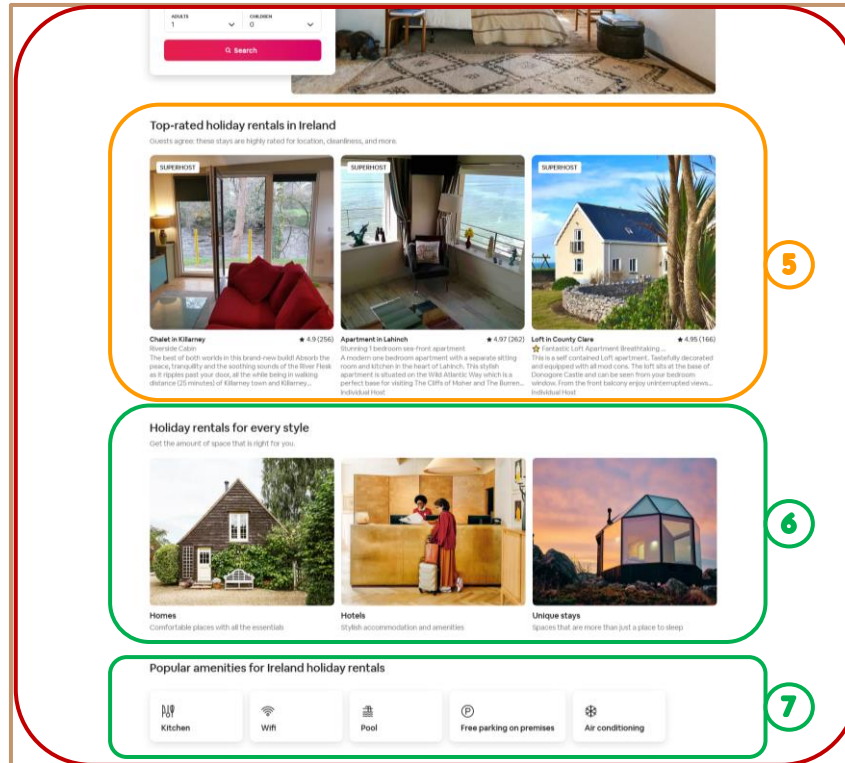
## HOMEPAGE



- 1 Logo placement follows standard conventions.
- 2 The interface presents elements simply. User can use short-cut buttons to find out more if necessary.
- 3 Search bar is standard and easy to use. User has option to search without set location and dates of holiday. This gives users freedom and control.
- 4 Website is forthcoming by predicting location and number of guests.

# Airbnb

## HOMEPAGE



5 Interface is suggesting top-rated holiday rentals personalised by users location. However, long descriptions are cluttering this section.

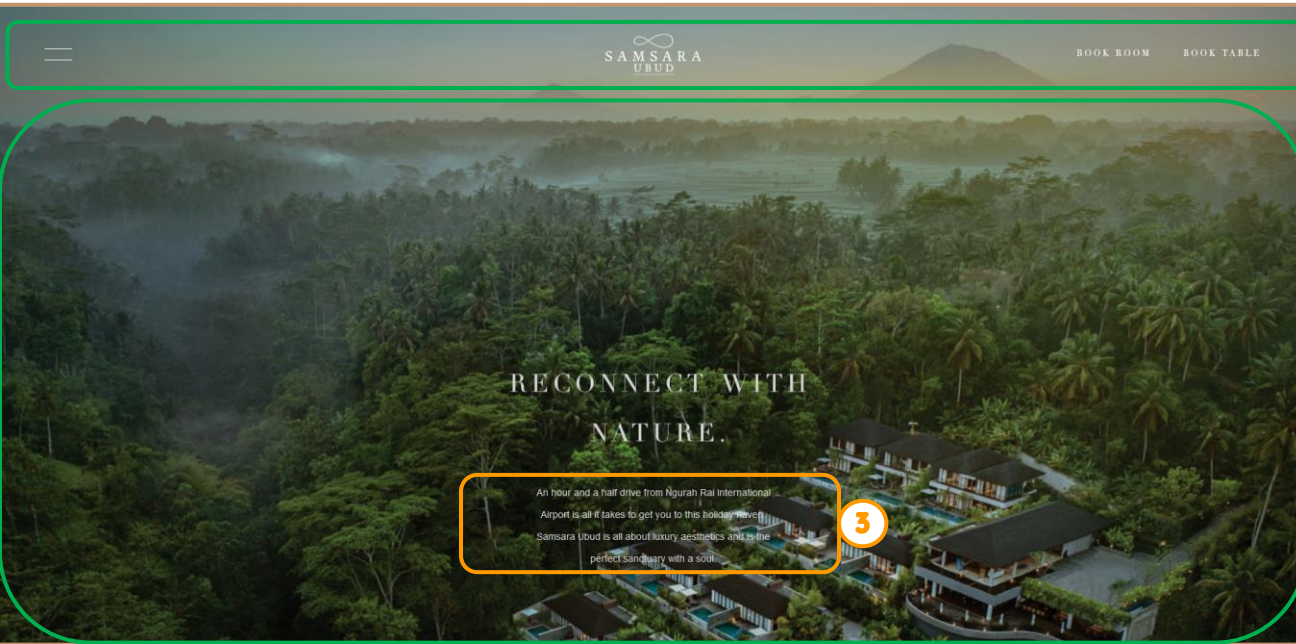
6 Nice touch - option to search by the preferred rental type. Design is eye catching, aesthetic and minimalistic.

7 User also has an option to choose by wanted amenities in the rental. Iconography is clear and aids to interpretation.

8 Interface is missing visibility of system status. It doesn't interact when user hovers over.

# Samsara Ubud

## HOMEPAGE



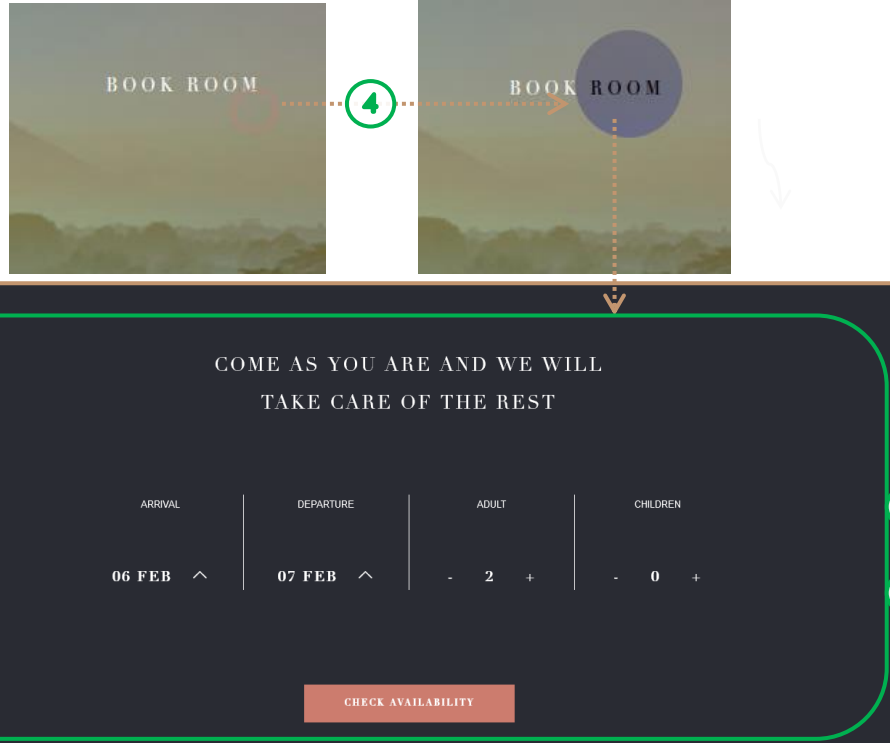
① Interface is easy to follow /navigate. Sections are clearly defined.

② Website is confident and inviting. Beautiful photo sets the scene of a future holiday.

③ The readability of the text is poor due to small font and low contrast to the back

# Samsara Ubudu

## HOMEPAGE



- 4 Cursor icon is a minimalistic circle which changes when user hovers over the button. Software is interacting with user and encouraging exploration.
- 5 When user clicks on „Book room” interface scrolls down to the search feature. Powerful message builds customers trust and once again interface shows confidence.
- 6 Minimalistic and modern search bar. Aestetical design with strong contrast. Software is predicting users choice.

# Samsara Ubud

## HOMEPAGE

COME AS YOU ARE AND WE WILL  
TAKE CARE OF THE REST

ARRIVAL	DEPARTURE	ADULT	CHILDREN
06 FEB ^	07 FEB ^	- 2 +	- 0 +

CHECK AVAILABILITY

7

ARRIVAL

DEPARTURE

07 FEB ^

10 FEB v

FEBRUARY 2023

8

CHECK AVAILABILITY

9

7 Software is forthcoming.  
By changing the arrival date  
departure changes automatically.

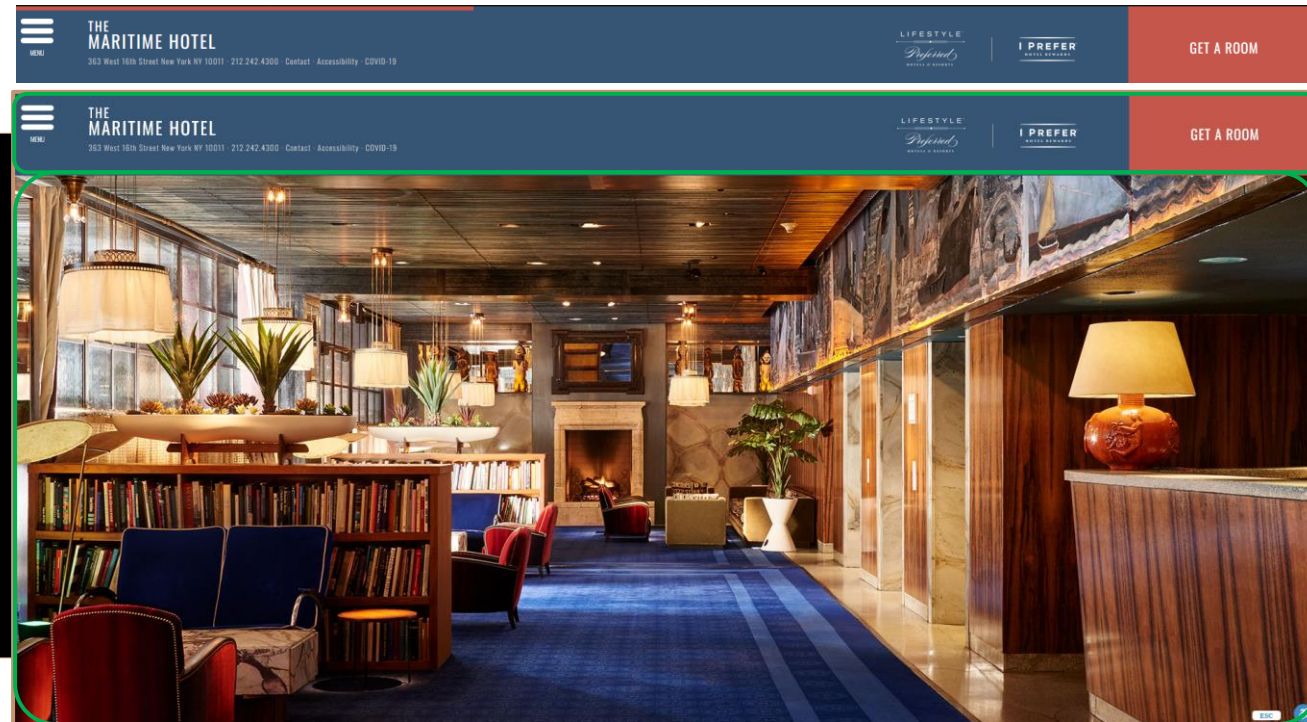
8 The system responds to users  
action by changing the icon ^  
to v when user opens the  
calendar.

9 When user is hovering over the  
„check availability button, cursor is  
changing the colors and button is  
slightly moving in an enticing way.



# The Maritime

## HOMEPAGE



① Minimalist loading screen design.

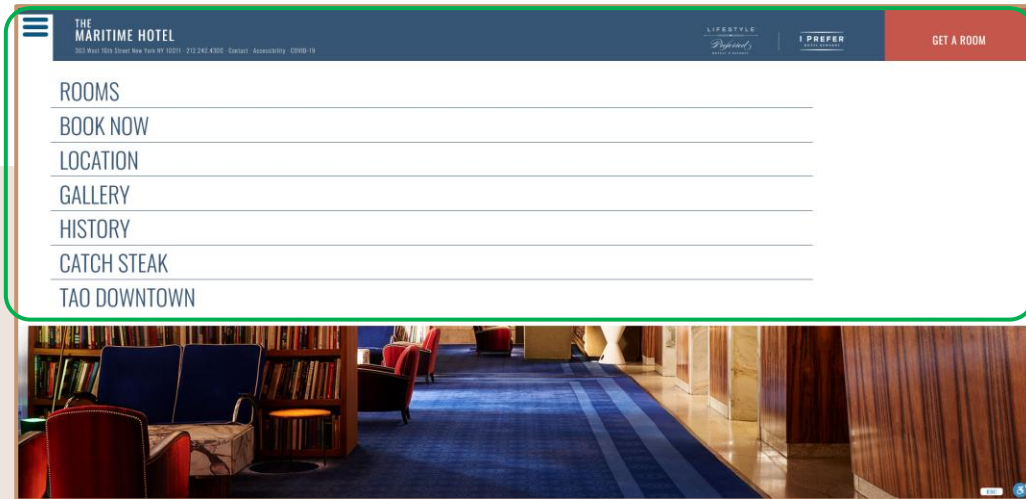
② Easy to scan and navigate. A prominent booking button draws the eye.

③ There is no scrolling and no distractions. User is welcomed by a photo of a hotel lobby.



# The Maritime

## HOMEPAGE



5

Menu feature presents elements simply in a natural and logical order. Aesthetic and minimalistic design.

6

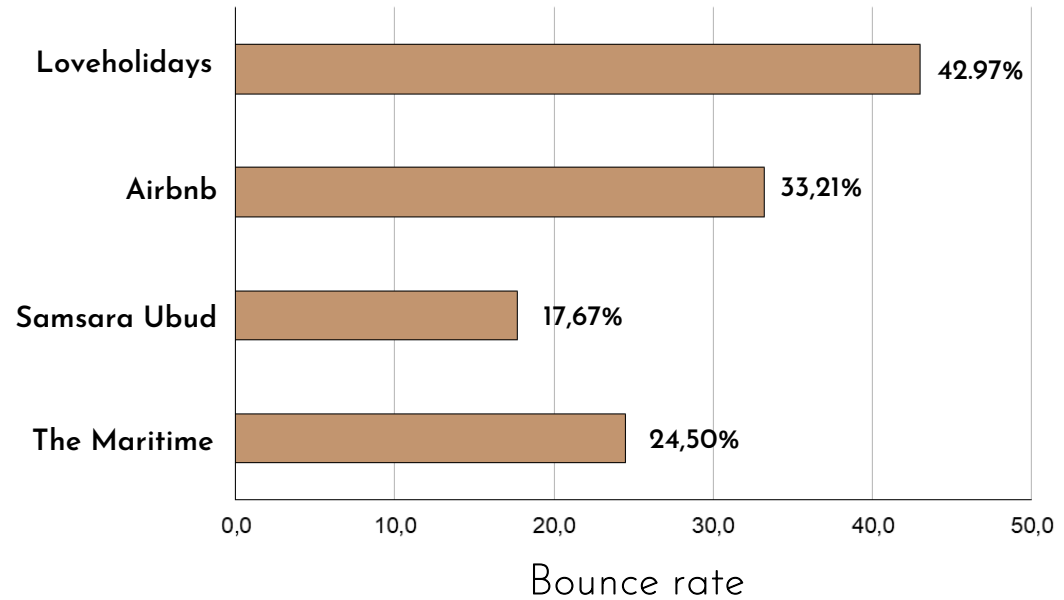
Hand (pointer) cursor indicates clickability. Standard visual cue well known to users.

7

Additional information is easy to search. User can open Google maps by clicking on the address.

# Bounce rate

Average percentage of visitors who view only one page before leaving the website





**Area of focus**

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SEARCH & SELECT



# Loveholidays

## SEARCH & SELECT

The screenshot shows the top search bar of the Loveholidays website. It has tabs for 'Flight + Hotel' and 'Hotels'. The 'Destination(s) or Hotel name' field contains 'Portugal' and is annotated with a green circle and the number 1. Below this field is a dropdown menu with options: 'Portugal' (checked), 'Any Destination', 'Mediterranean', 'Canary Islands', 'Spain', and 'Balearic Islands'. This dropdown is annotated with a green circle and the number 2. To the right of the destination field is a 'Check-in - Check-out' date selector and a 'Room(s)' field set to '1 Room, 2 Adults'. A green 'Search' button is on the far right.

This screenshot shows the dropdown menu from the previous image, now with 'po' entered in the search field. The dropdown list is expanded, showing more specific location options: 'Portugal', 'Algarve, Portugal', 'Madeira, Portugal', 'Albufeira, Algarve, Portugal', 'Lisbon Coast, Portugal', and 'Santa Ponsa, Majorca, Balearic Islands'. A green circle with the number 3 is placed next to the dropdown list.

This screenshot shows the 'Check-in' calendar. It displays two months: March 2023 and April 2023. The dates are arranged in a grid. A green circle with the number 4 is placed over the calendar grid. An orange arrow points from this circle towards the right, towards the text for annotation 4.

- 1 Flexible and efficient search bar allows to add multiple destinations.
- 2 Destinations are logically grouped into categories allowing exploration and control.
- 3 Useful tool to search by typing destination/hotel. User can click and choose wanted destination. Buttons interact when hovered over.
- 4 Easy Click-and-drag feature. Buttons interact when hovered over.

# Loveholidays

## SEARCH & SELECT

Flight + Hotel Hotels

Destination(s) or Hotel name: Portugal

Check-in - Check-out: Any date

Room(s): 1 Room, 2 Adults

Search

5 Clear and simple booking window containing all basic options.

Specify party size

Room 1

Adults: 2 Children: 0

Add another room

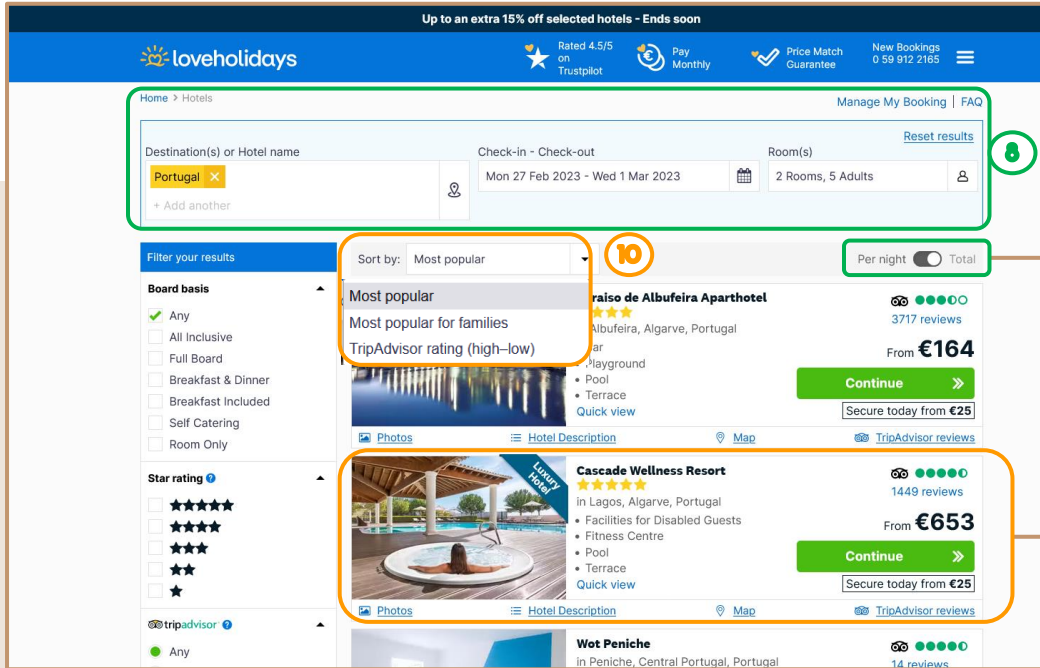
Cancel Apply

6 Pop up window allows user to change number of guests and add another room - useful for group bookings.

7 User has freedom and control. Close and cancel options available and clear.

# Loveholidays

## SEARCH & SELECT



1 User can easily alter choices or reset the search. Results are refreshed after every change.

2 Option to show either prices per night or total price gives user control.

3 Sorting results control could be improved. Sort by Price is missing.

4 Hotel description is very detailed, but it is cluttered and could be perceived as overwhelming to user.

# Loveholidays

## SEARCH & SELECT

Filter your results

**Board basis**

- ☒ Any
- ☐ All Inclusive
- ☐ Full Board
- ☐ Breakfast & Dinner
- ☐ Breakfast Included
- ☐ Self Catering
- ☐ Room Only

**Star rating**

- ☐ ★★★★★
- ☐ ★★★★
- ☐ ★★★
- ☐ ★★
- ☐ ★

**tripadvisor**

- ☒ Any
- ☐ 4 and over
- ☐ 3 and over
- ☐ 2 and over
- ☐ 1 and over

**Property type**

- ☐ Apartment
- ☐ Boutique
- ☐ Hotel
- ☐ Villa

**Facilities**

- ☒ Any
- ☐ Air Conditioning
- ☐ Bar
- ☐ Beauty Treatments
- ☐ Disabled Facilities
- ☐ Gym
- ☐ Massage
- ☐ Satellite TV
- ☐ WiFi

**Pool**

- ☒ Indoor Pool
- ☐ Infinity Pool
- ☐ Kids Pool
- ☐ Outdoor Pool
- ☐ Pool Bar
- ☐ Swimming Pool
- ☐ Water Slides

**Kids**

- ☐ Kids Club
- ☐ Kids Pool
- ☐ Playground
- ☐ Theme Parks
- ☐ Water Slides

Apply filters



Filters are intuitive and allow user to reduce complexity.

Loveholidays presents as a low-cost holiday travel agent. User might be disappointed because filtering by price is not possible.

# Loveholidays

## SEARCH & SELECT

loveholidays

Rated 4.5/5 on Trustpilot

Pay Monthly

Price Match Guarantee

New Bookings 0 59 912 2165

Manage My Booking | FAQ

Price Match Guarantee We won't be beaten on price

Flight + Hotel Hotel only

**Toren Palace Porto** ★★★★★  
Porto | North Portugal | Portugal  
227 reviews

Photos Hotel Description Map TripAdvisor reviews

Wed 1 Mar 2023 - Sun 5 Mar 2023 1 Room, 2 Adults

Breakfast included from €248 pn

Room type	Conditions	Price per night
<b>Classic Double or Twin Room</b> Breakfast included ⓘ Sleeps x2	<ul style="list-style-type: none"><li>Best rate - Non-refundable ⓘ</li><li>Pay the full amount today to get our cheapest price ⓘ</li><li>Includes taxes and local fees</li></ul>	<b>€248 pn</b> >> <a href="#">Add flights from €144 pp</a>
	<ul style="list-style-type: none"><li>Flexible hotel changes ⓘ</li><li>Pay the full amount today to get our cheapest price ⓘ</li><li>Includes taxes and local fees</li></ul>	<b>€271 pn</b> >> <a href="#">Add flights from €144 pp</a>
<b>Double or Twin Room</b> Breakfast included ⓘ Sleeps x2	<ul style="list-style-type: none"><li>Flexible hotel changes ⓘ</li><li>Pay the full amount today to get our cheapest price ⓘ</li><li>Includes taxes and local fees</li></ul>	<b>€328 pn</b> >> <a href="#">Add flights from €144 pp</a>
<b>Junior Suite</b> Breakfast included ⓘ Sleeps x2	<ul style="list-style-type: none"><li>Best rate - Non-refundable ⓘ</li><li>Pay the full amount today to get our cheapest price ⓘ</li><li>Includes taxes and local fees</li></ul>	<b>€377 pn</b> >> <a href="#">Add flights from €144 pp</a>
	<ul style="list-style-type: none"><li>Flexible hotel changes ⓘ</li><li>Pay the full amount today to get our cheapest price ⓘ</li><li>Includes taxes and local fees</li></ul>	<b>€411 pn</b> >> <a href="#">Add flights from €144 pp</a>

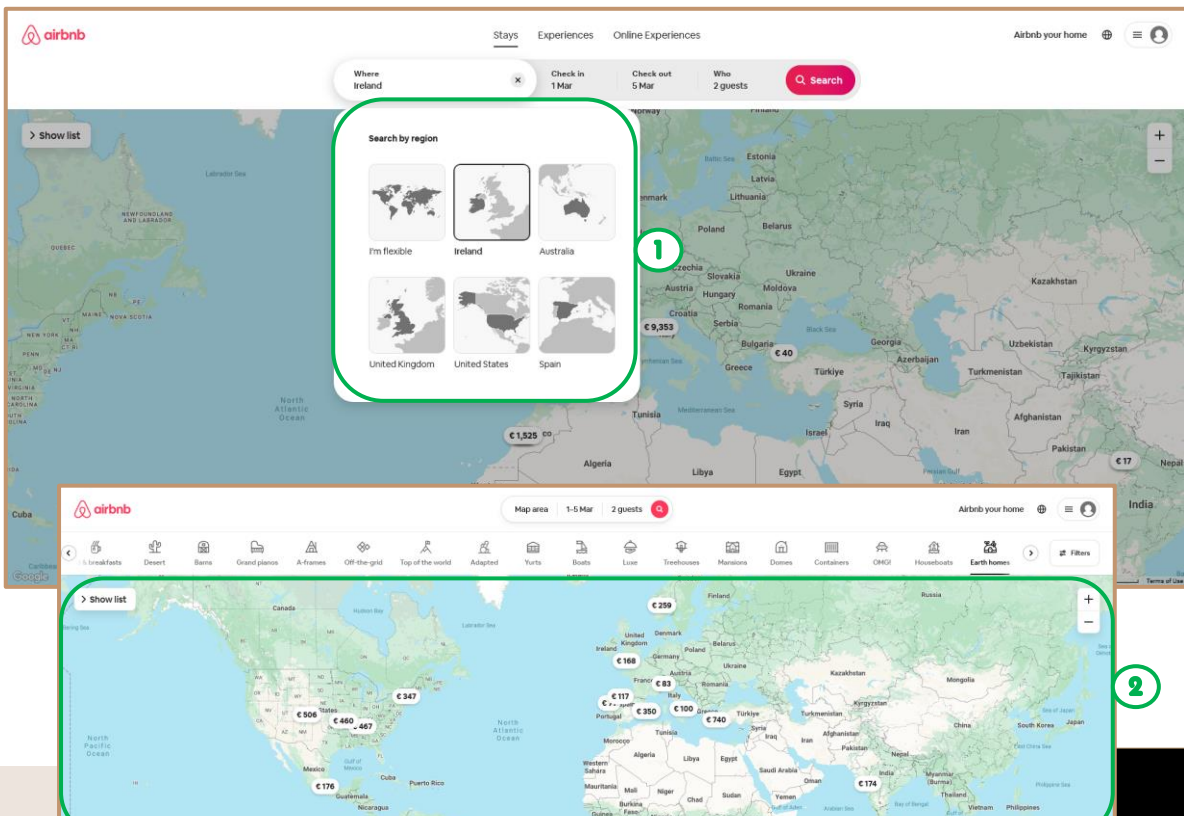
13

Hotel rooms are sorted by the price automatically.



# Airbnb

## SEARCH & SELECT



① Modern and efficient tool with visual aids encourage users to explore. User can type in destinations also.

② Map feature allows user to search around the area. Ability to search by moving the map works well and loads new results quickly. A preview of each holiday home is available.

# Airbnb

## SEARCH & SELECT

The screenshot shows the Airbnb search interface. A green box highlights the search bar area, which includes the following elements:

- Where:** A dropdown menu showing "Ireland".
- When:** A dropdown menu showing "Week in Mar, Apr".
- Who:** A dropdown menu showing "2 guests".
- Search button:** A red button with a magnifying glass icon and the text "Search".

Below the search bar, there is a calendar selection tool. A green box highlights this tool, which includes the following elements:

- Choose dates / Flexible dates:** Two tabs for selecting dates.
- How long would you like to stay?:** A section with three buttons: "Weekend", "Week", and "Month".
- When do you want to go?:** A section with six calendar buttons for "February 2023", "March 2023", "April 2023", "May 2023", "June 2023", and "July 2023".

Annotations 3 and 4 are placed on the search bar and the calendar tool respectively.

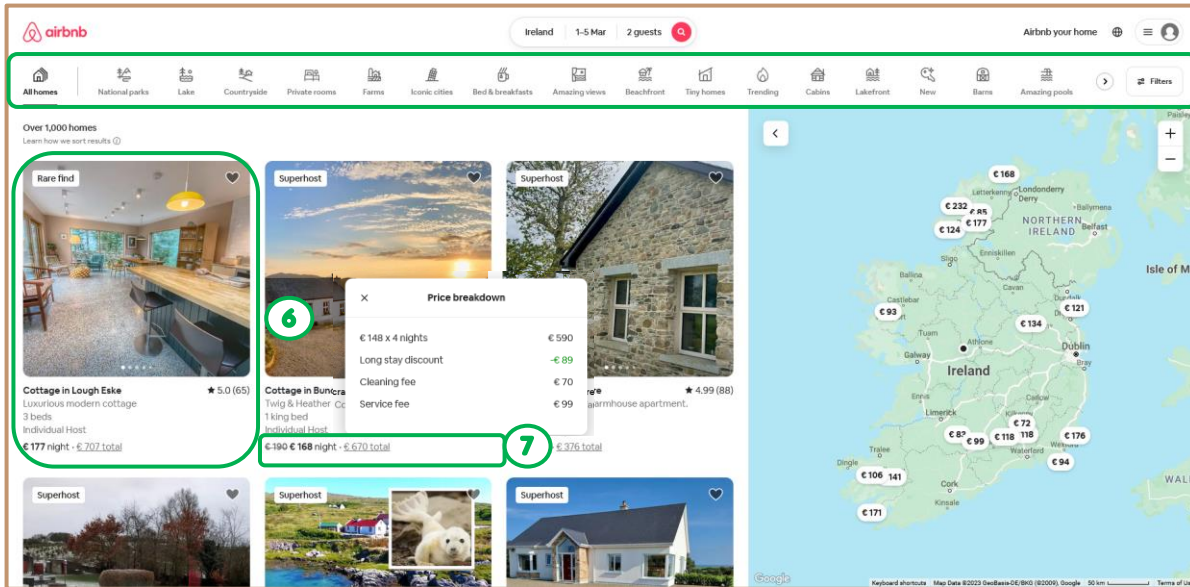
3 Straightforward and simple language:  
Where, When, Who?  
Search button stands out well.

4 Airbnb follows conventions and has  
standard calendar with click and drag  
feature to select dates.

Additional tool is added for flexible  
dates and allows user multiple choice  
of months.

# Airbnb

## SEARCH & SELECT



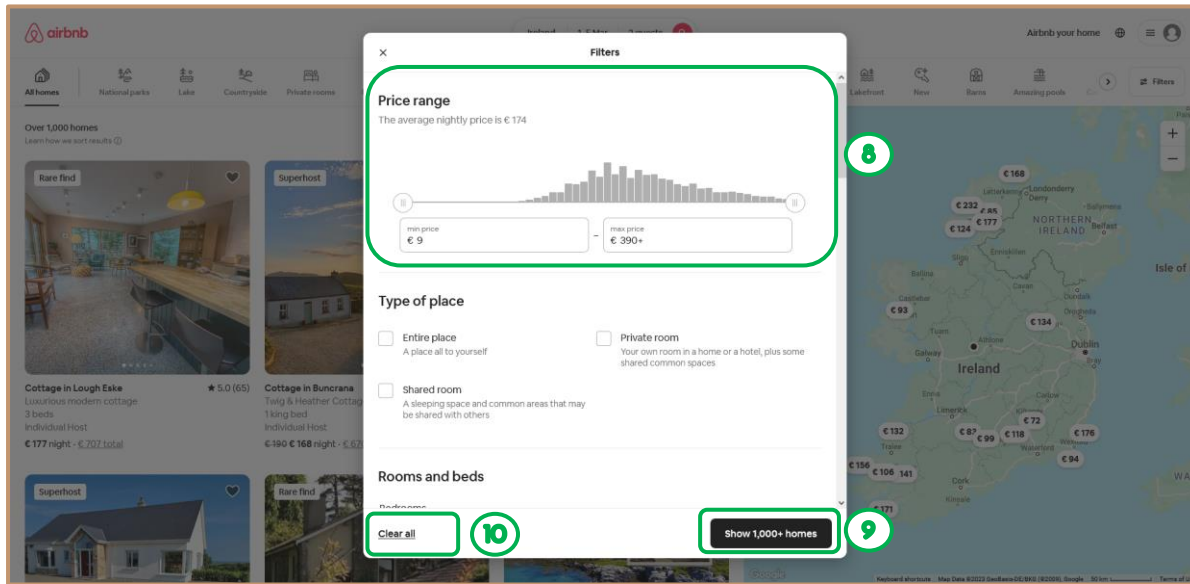
5 The sub navigation shows iconography allowing user to pick their type of holiday home. Very strong visibility of system status.

6 Rental display provides relevant information with clarity. Imagery is easy to navigate.

7 Prices are displayed clearly. With one click window pops up with a price breakdown.

# Airbnb

## SEARCH & SELECT



8 This subtle price range chart allows users to instantly get an idea of the range of prices available for their search. User can tailor prices with ease (type or drag option).

9 Interface is forthcoming; shows how many results will match after filter selection.

No places to stay available

10 Visibly clickable button „clear all” permits easy reversal of actions.

# Airbnb

## SEARCH & SELECT

The screenshot shows the Airbnb interface for a listing titled "Spatatino apartment \*NEAR THE BEACH". The listing is hosted by Ivona, a Superhost, and is located in Split, Dalmatian County, Croatia. It features a large balcony with a view of the sea, a modern interior with a sofa and coffee table, and a kitchen area. The listing is priced at €50 per night for 2 guests, with a total cost of €246 including cleaning and service fees. The interface includes a search bar, a navigation menu, and a list of amenities.

**airbnb** Start your search Airbnb your home

**Spatatino apartment \*NEAR THE BEACH**  
★ 4.83 · 241 reviews · Superhost · Split, Dalmatian County, Croatia

Share Save

Entire rental unit hosted by Ivona  
4 guests · 1 bedroom · 2 beds · 1 bathroom

**Ivona is a Superhost**  
Superhosts are experienced, highly rated hosts who are committed to providing great stays for their guests.

**Great check-in experience**  
95% of recent guests gave the check-in process a 5-star rating.

**Park for free**  
This is one of the few places in the area with free parking.

**aircover**  
Every booking includes free protection from Host cancellations, listing inaccuracies, and other issues like trouble checking in.  
[Learn more](#)

€ 50 night ★ 4.83 · 241 reviews

CHECK-IN	CHECKOUT
1/3/2023	5/3/2023

guests 2 guests

**Reserve**

You won't be charged yet

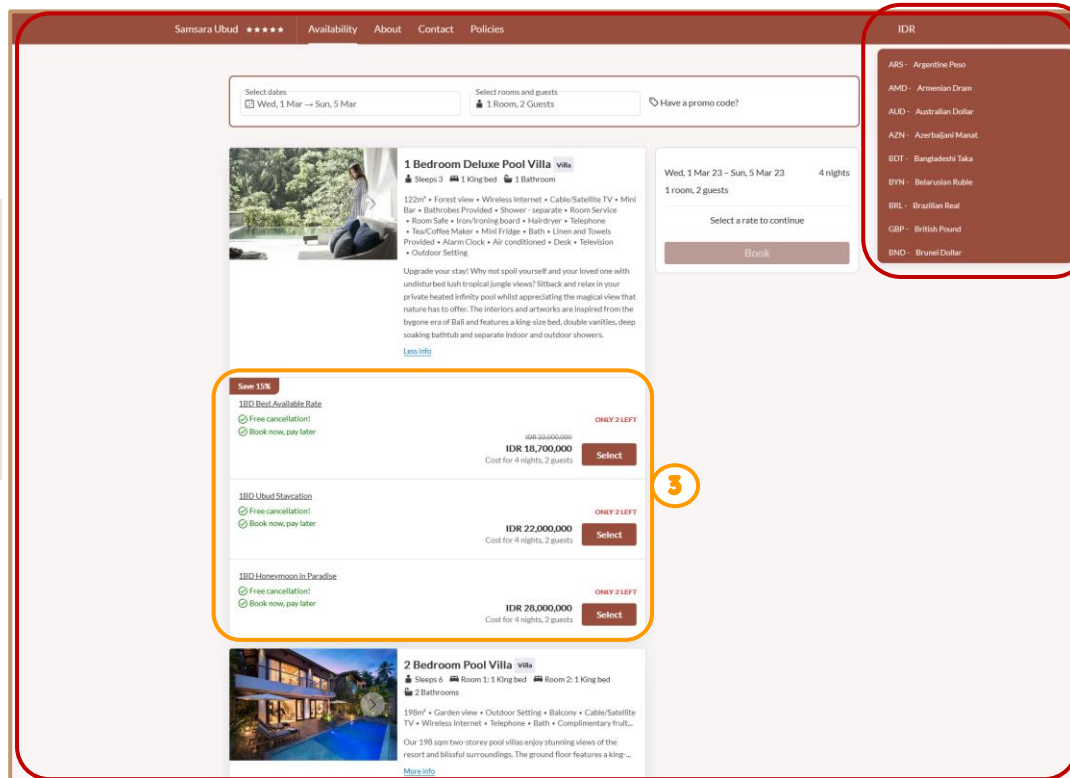
€ 50 x 4 nights	€ 200
Cleaning fee	€ 10
Service fee	€ 36
<b>Total</b>	<b>€ 246</b>

11 User has freedom and control to easily modify the search.

12 Aesthetic design, information is easy to scan and absorb.

# Samsara Ubud

## SEARCH & SELECT



Interface is not interested in the user. There is no autocomplete: user needs to scroll through the long list to pick currency.

Theme consistency and harmony is broken. Homepage had different aesthetical and functional elements.

Clearly defined sections with strong contrast. However, offers don't match real world language and difference between given rates is unclear.

# Samsara Ubud

## SEARCH & SELECT

Samsara Ubud ★★★★★ Availability About Contact Policies IDR

Select dates  
Wed, 1 Mar → Sun, 5 Mar

Select rooms and guests  
1 Room, 2 Guests

Have a promo code?

**1 Bedroom Deluxe Pool Villa** villa  
Sleeps 3 • 1 King bed • 1 Bathroom  
122m² • Forest view • Wireless Internet • Cable/Satellite TV • Mini Bar • Bathrobes Provided • Shower - separate • Room Service...  
Upgrade your stay! Why not spoil yourself and your loved one with undisturbed lush tropical jungle views? Sitback and relax in your...  
[More info](#)

Save 15%  
1BD Best Available Rate

Book now, pay later

ONLY 2 LEFT

IDR 32,000,000  
**IDR 18,700,000**  
Cost for 4 nights, 2 guests

Select

Wed, 1 Mar 23 - Sun, 5 Mar 23 4 nights  
Room, 2 guests

Select a rate to continue

Book

**Rate information**

**1BD Best Available Rate**  
Inclusions:

- 1 x 60 minutes Balinese massage for adults (min. 2 nights stay)
- Daily a la carte breakfast.
- Personalized in-villa check-in.
- Welcome drink, sweet lights, and chilled towel upon arrival.
- Welcome fruit basket served in the villa upon arrival.
- Complimentary WiFi access in the villa & throughout the resort area.
- Complimentary shuttle service to Ubud center based on a daily schedule
- 24 hours butler service.

Included occupancy: 2  
Max occupancy: 3

**Room rate's cancellation policy**  
A non-refundable one-night deposit is required to secure the reservation.  
The resort will collect this prepayment from the guest anytime after the reservation is made via a secure payment link that will be sent in a separate email.

**Rate breakdown**

Wed, Mar 1	EUR 286.66
Thu, Mar 2	EUR 286.66
Fri, Mar 3	EUR 286.66
Sat, Mar 4	EUR 286.66
<b>Total</b>	<b>EUR 1,146.62</b>

4

Nice display of photos, but room description looks cluttered. Color contrast and visual hierarchy could be improved.

5

Text changes color to suggest clickability. Legibility is not great.



# Samsara Ubud

## SEARCH & SELECT

**1 Bedroom Deluxe Pool Villa** villa  
Sleeps 3 • 1 King bed • 1 Bathroom  
122m² • Forest view • Wireless Internet • Cable/Satellite TV • Mini Bar • Bathrobes Provided • Shower - separate • Room Service...  
Upgrade your stay! Why not spoil yourself and your loved one with undisturbed lush tropical jungle views? Sitback and relax in your...  
[More info](#)

**Save 15%**

**1BD Best Available Rate**  
✓ Free cancellation!  
✓ Book now, pay later  
ONLY 2 LEFT  
EUR 1,342.35  
**EUR 1,157.91**  
Cost for 4 nights, 2 guests **Select**

**1BD Ubud Staccation**  
✓ Free cancellation!  
✓ Book now, pay later  
ONLY 2 LEFT  
EUR 1,362.25  
Cost for 4 nights, 2 guests **Select**

**1BD Honeymoon In Paradise**  
✓ Free cancellation!  
✓ Book now, pay later  
ONLY 2 LEFT  
EUR 1,733.77  
Cost for 4 nights, 2 guests **Select**

**1 Bedroom Pool Villa** villa  
Sleeps 3 • 1 King bed • 1 Bathroom  
122m² • Garden view • Private Pool • Wireless Internet • Terrace • Complimentary fruit basket • Cable/Satellite TV • Air conditione...  
Our One-Bedroom Pool Villas are generously sized (122sqm) with a heated infinity pool that provide ample space for couples to unwind...  
[More info](#)

Wed, 1 Mar – Sun, 5 Mar are unavailable

[Find available dates](#)

EUR 1,852.66 total

Wed, 1 Mar 23 – Sun, 5 Mar 23 4 nights  
1 room, 2 guests

**2 Bedroom Pool Villa - 2BR Best Available Rate**  
2 guests 4 nights EUR 1,852.66  
Free cancellation!

**Total** EUR 1,852.66  
Includes taxes + fees

Book now, pay later!  
Outstanding balance: EUR 1,852.66

**Book**

6

Chosen room and rate is not prominent. It is not clear what other amenities are included in the price.

7

Barely visible message on the bottom is causing uncertainty - dates are unavailable. Does not suggest alternative dates.



# The Maritim

## SEARCH & SELECT

The screenshot shows the 'BOOKING' section of the Maritim website. At the top, there is a 'BOOKING' header with a globe icon. Below it is a calendar for February 2023. The calendar shows dates from Sunday to Saturday. The prices for a 1-night stay are displayed for each date. The prices range from \$189 to \$349. Below the calendar, there is a 'GUESTS' section with options for 'Adults' and 'Child'. The 'Adults' section shows a count of 2, and the 'Child' section shows an 'ADD' button. At the bottom, there is a 'SEARCH' button.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 \$238	7 \$238	8 \$349	9 \$279	10 \$279	11 \$279
12 \$218	13 \$259	14 \$259	15 \$259	16 \$259	17 \$298	18 \$298
19 \$269	20 \$218	21 \$288	22 \$288	23 \$208	24 \$228	25 \$228
26 \$189	27 \$208	28 \$208				

Calendar prices shown for 1 night stay excluding taxes and fees.

**GUESTS**

**Adults**  
Older than 12 years old

**Child** ADD

SEARCH

The 'Basic Settings' modal is shown. It has a close button (X) in the top right corner. The 'LANGUAGE' is set to 'English'. The 'CURRENCY' is set to 'Swiss Franc CHF'. There is a 'SAVE' button at the bottom.

**Basic Settings** X

LANGUAGE  
English

CURRENCY  
Swiss Franc CHF

SAVE

The 'GUESTS' section shows 'Adults' (Older than 12 years old) with a count of 2 and a plus button. Below it is a 'Child' section with an 'ADD' button. The 'SPECIAL RATES / CODES' section has a 'TYPE' dropdown set to 'Promo code' and a 'PROMO CODE' input field. At the bottom, there is a '+ ADD NEW CODE' button.

**GUESTS**

**Adults**  
Older than 12 years old

**Child** ADD

**SPECIAL RATES / CODES**

TYPE  
Promo code

PROMO CODE

+ ADD NEW CODE

1 Simple icon offers user to change language but website has only English.

2 It is possible to change currency. After saving, prices are updated accurately.

3 Useful feature that shows prices straight away saves time.

4 Aesthetic and minimal design with clearly defined sections.

5 Option to search for accessible rooms.

# The Maritim

## SEARCH & SELECT

The image displays three sequential screenshots of a hotel booking application interface, illustrating a search and selection process. Each screenshot shows a calendar for February 2023 and a guest selection section.

**Screenshot 1 (Left):** The calendar shows dates 9, 10, and 11 selected. The guest selection section shows 2 adults selected. A red box highlights the minus and plus buttons next to the number 2.

**Screenshot 2 (Middle):** The calendar shows dates 12, 13, 14, 15, 16, 17, and 18 selected. The guest selection section shows 5 adults selected. A red box highlights the minus and plus buttons next to the number 5.

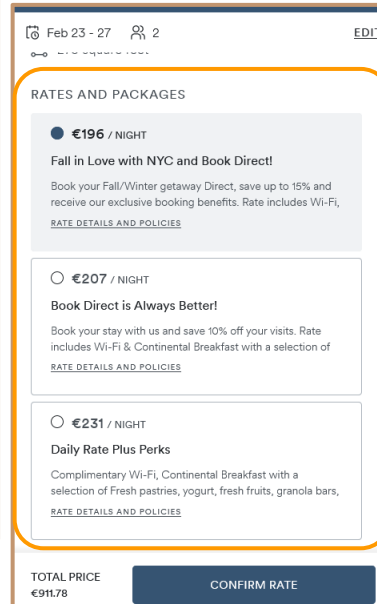
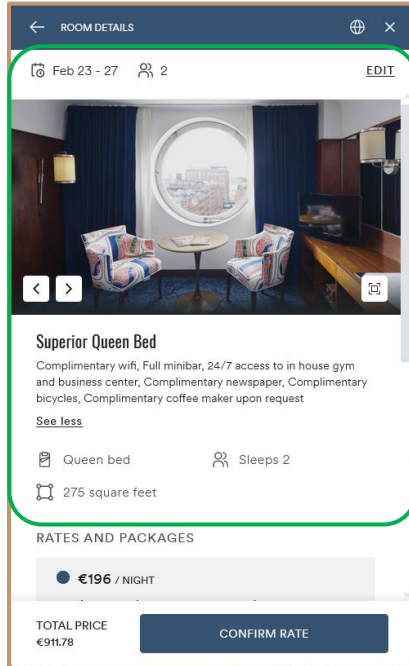
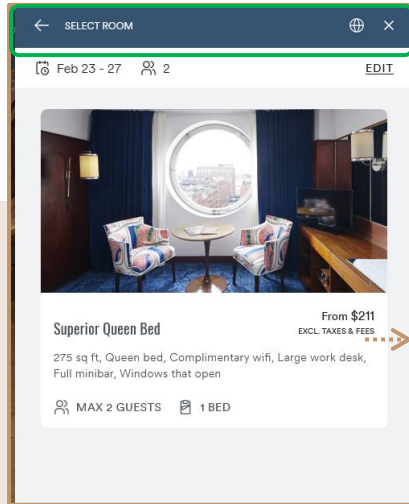
**Screenshot 3 (Right):** The calendar shows dates 12, 13, 14, 15, 16, 17, and 18 selected. The guest selection section shows 5 adults selected. A red box highlights the error message "No rooms available" and a "Close" button.

⑥ Error is not prevented. If user is changing dates or number of guests system is not displaying relevant information. Problematic error handling afterwards, user needs to refresh the page by pressing search.

⑦ If user wants to make booking for 5 adults, error message will appear but there is no solution suggested.

# The Maritime

## SEARCH & SELECT



Heading informs user of the current action.



Room images are available. User can enlarge them with one click on the familiar icon. Room description is giving just enough information.



Information about packages is given in a logical order. Button to find out more is visible. However, difference between each package is not clear.



**Area of focus**

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ENTERING DETAILS



# Loveholidays

## ENTERING DETAILS

The screenshot shows the Loveholidays website interface. At the top, there's a navigation bar with the Loveholidays logo, a Trustpilot rating of 4.5/5, and links for 'Pay Monthly', 'Price Match Guarantee', and 'New Bookings'. Below the navigation bar, there's a search bar and a 'Back to search results' link. The main content area displays the details for 'Toren Palace Porto', including a 5-star rating, location (Porto, North Portugal), and a list of reviews. A pop-up message is overlaid on the page, asking 'You're nearly there! Have you booked your flights yet?'. The pop-up has two buttons: 'Add flights from €144 pp' and 'I don't need flights'. The background shows the hotel details, including the name, location, and a table of room types and prices.

Room type	Price per night
<b>Classic Double or Twin Room</b> Breakfast Included Sleeps x2	€249 pn <a href="#">Add flights from €144 pp</a>
<b>Double or Twin Room</b> Breakfast Included Sleeps x2	€328 pn <a href="#">Add flights from €144 pp</a>



Pop up message to add flights is repetitive and obtrusive.

# Loveholidays

## ENTERING DETAILS

The screenshot shows the Loveholidays booking interface. At the top, there's a blue header with the logo and navigation tabs: "Hotel summary", "Passengers", and "Booking confirmation". The "Booking confirmation" tab is active. Below the header, there's a section for the hotel: "Torel Palace Porto" in Porto, Portugal. It includes a 5-star rating, a check-in/out date (Wed 1 Mar 2023 to Sun 5 Mar 2023), 4 nights, and a room type of "Classic Double or Twin". The price breakdown shows a room rate of €1,067.65, a total price of €1,067.65, and a total due today of €1,067.65. There's also a section for "Flexible hotel amendments" and a button to "Email this deal".

Annotations on the screenshot:

- 1. Points to the "Hotel summary" tab.
- 2. Points to the "Booking confirmation" tab.
- 3. Points to the "29:51 left!!" warning message.
- 4. Points to the "Add hotel transfer" section.
- 5. Points to the "Email this deal" button.

- 2 Informative feedback of a booking process.
- 3 Set time to book might motivate user to complete the booking faster, but this section could be simplified.
- 4 Software is forthcoming - offering transfer.
- 5 Summary of booking could be improved. Total price doesn't add up additional hotel fees. Local currency in Portugal is Euro - message shown is non applicable. Option to email this deal is useful.

# Loveholidays

## ENTERING DETAILS

The screenshot shows a booking page for Loveholidays. It features a payment section at the top, followed by a section for important information, and a 'Book now' button at the bottom. Annotations are provided for several elements:

- 6** (Green circle): Points to the payment section, which includes the total amount to be paid today (€1,067.65), a note about departure dates, and a 'Payment - Safe and simple' module. The module shows a 'Credit / Debit Card' icon, a card number field, an expiry date field, a CVV field, and a name on card field.
- 7** (Red circle): Points to the 'Important information' section, which contains text about DFA advice and a link to 'terms and conditions'.
- 8** (Green circle): Points to the 'Book now' button, which is a green button with a white arrow.
- 9** (Red circle): Points to the bottom right area, indicating there is no option to log in or register.

6 Standard payment module indicating to user what amount needs to be transferred today. System is using user's language.

7 Information seems overwhelming and could add uncertainty to user.

8 Interface is confirming email and gives option to user to amend it if needed. Booking button stands out well.

9 There is no option to log in or register.

The diagram illustrates the Airbnb booking process with three numbered callouts:

- 1** **Request to book**: A green box highlights the top section of the booking flow, including the heading, a message about the rarity of the find, and the 'Your trip' details (Dates, Guests, and Edit links).
- 2** **Price details**: A green box highlights the 'Price details' section, showing the booking is protected by **aircover** and listing the costs for 4 nights, cleaning fee, service fee, and the total amount.
- 3** **Log in or sign up to book**: A green box highlights the login/signup section, which includes a dropdown for Country/Region, a text input for Phone number, a 'Continue' button, and social login options (Facebook, Google, Apple) and an email login option.

**Request to book**

This is a rare find.  
Ivona's place is usually booked.

**Your trip**

**Dates**  
1-5 Mar [Edit](#)

**Guests**  
2 guests [Edit](#)

**Log in or sign up to book**

Country/Region  
Ireland (+353)

Phone number

We'll call or text you to confirm your number. Standard message and data rates apply. [Privacy Policy](#)

**Continue**

or

[Facebook](#) [Google](#) [Apple](#)

[Continue with email](#)

**Price details**

Your booking is protected by **aircover**

€ 50.00 x 4 nights	€ 200.00
Cleaning fee	€ 10.00
Service fee	€ 36.47
<b>Total (EUR)</b>	<b>€ 246.47</b>

- 1** Heading is reducing uncertainty informing user of current step.
- 2** Clear display of price and reassurance that booking is protected.
- 3** Log in or sign up is simple. User has a good choice of platforms.



The screenshot shows the Airbnb 'Request to book' interface. A green rounded rectangle highlights the main booking area. Inside this area, a green circle with the number '5' points to the 'Pay with' section, which includes a dropdown menu currently set to 'VISA' and a text input field for a coupon. Another green circle with the number '6' points to the 'Required for your trip' section, which includes a 'Message the host' button and a profile card for 'Ivona' (joined in 2014). The page also displays trip details (1-5 Mar, 2 guests), a price breakdown table, and a note about the booking being protected by 'aircover'.

airbnb

### < Request to book

This is a rare find.  
Ivona's place is usually booked.

**Your trip**

**Dates**  
1-5 Mar [Edit](#)

**Guests**  
2 guests [Edit](#)

**Pay with**

VISA AMERICAN EXPRESS Mastercard JCB PAYCOMET PayPal Discover

VISA

Enter a coupon

**Required for your trip**

**Message the host**  
Let the host know why you're travelling and when you'll check in.

**Ivona**  
Joined in 2014

Entire rental unit.  
Spalantino apartment \*NEAR THE BEACH

4.83 (241 reviews) • Superhost

Your booking is protected by **aircover**

**Price details**

€ 50.00 x 4 nights	€ 200.00
<a href="#">Cleaning fee</a>	€ 10.00
<a href="#">Service fee</a>	€ 36.47
<b>Total (EUR)</b>	<b>€ 246.47</b>

4 Clear and simple booking process.  
Once user logs in, there is no need to fill out details.

5 Software is forthcoming and offers available pay options

6 Interface is supporting user and offering a shortcut to message the host.

# Samsara Ubud

## ENTERING DETAILS

The screenshot displays the Samsara Ubud booking interface. At the top, there's a navigation bar with a back arrow, the text 'Samsara Ubud' followed by five stars, and the currency 'EUR'. Below this, the main content area is divided into three sections. On the left, a property card for '1 Bedroom Deluxe Pool Villa - 1B...' is highlighted with a red box. It includes a photo, a 'Read more' link, and details like '2 guests', 'Sleeps 3', '1 King bed', '1 Bathroom', '122m² • Forest view', and 'Free cancellation! | Book now, pay later' for a price of 'EUR 1,362.25'. In the center, a 'Your details' form is highlighted with a green box and labeled with a circled '1'. It contains fields for 'First name' (filled with 'Jelena'), 'Last name', 'E-mail', 'Confirm e-mail', 'Phone', 'Address', 'Address (additional line)', 'City', 'State (optional)', 'Post code', 'Country' (a dropdown menu), and 'Planned arrival time?'. To the right of the form, a summary section is highlighted with a red box and labeled with a circled '2'. It shows 'EUR 1,362.25 total' for 'Wed, 1 Mar 23 - Sun, 5 Mar 23' for '4 nights', '1 room, 2 guests'. It also lists 'Stay details' and '1 Bedroom Deluxe Pool Villa - 1BD Ubud Staycation' for '2 guests 4 nights' at 'EUR 1,362.25'. A 'Total' of 'EUR 1,362.25' is shown, including taxes and fees. A light blue callout box at the bottom of the summary section says 'Book now, pay later! Outstanding balance: EUR 1,362.25'.

➔ 1 „Read more” feature is pointless as it only shows 2 more words.

➔ 2 Good visibility of system status. When user is entering details in field, it stands out due to different color.

# Samsara Ubud

## ENTERING DETAILS

The screenshot shows a booking form for Samsara Ubud. The form includes fields for Name (Jelena), Email, Confirm e-mail, Phone, Address, City, Post code, and Country. A green box highlights the email, phone, address, city, and post code fields, with a green circle '3' next to it. A green circle '4' is next to the country dropdown menu, which is open and shows a list of countries. A green circle '5' is next to the 'Continue' button at the bottom right. Red text indicates required fields and provides error messages for the email and address fields. The total price is EUR 1,362.25, and the stay details are Wed, 1 Mar 23 - Sun, 5 Mar 23, 4 nights, 1 room, 2 guests.

Jelena V

E-mail This field is required Confirm e-mail This doesn't look like a correct e-mail address

Phone This field is required Address This field is required

Address (additional line) City This field is required

State (optional) Post code This field is required

Country Help us ensure a warm welcome and smooth check-in at your arrival.

- Iceland
- India
- Indonesia
- Iran, Islamic Republic of
- Iraq
- Ireland
- Isle of Man
- Israel
- Italy

Planned arrival time?

EUR 1,362.25 total

Wed, 1 Mar 23 - Sun, 5 Mar 23 4 nights

1 room, 2 guests

Stay details

Continue


- 3 Efficient error prevention: mandatory fields marked clearly if user continues without filling them out.
- 4 As user types interface narrows down countries starting with typed letters.
- 5 Continue button stands out well.

# The Maritime

## ENTERING DETAILS

← SUMMARY

Your booking



Superior Queen Bed

CHECK IN Mar 01, 2023

CHECK OUT Mar 05, 2023

NIGHTS 4

GUESTS 2

ADD SPECIAL REQUEST

CONTINUE TO PRICE & POLICY

Price & Policy

Selected currency is for display only. Payment will be made in hotel's local currency according to current conversion rate.

Close

2

← SUMMARY

Your booking

VIEW

Price & Policy

1 room / 4 nights €944.48

Taxes and fees €152.60

Amount due [See detail](#) €1,097.07

Pay now €0.00

Pay at property €1,097.07

24 hour cancellation policy Cancel by 3pm day prior Credit Card

☐ I agree to the terms of the [hotel](#) and [Selfbook](#) (required)

CHECKOUT

By continuing to checkout, you agree to all the terms, including booking and cancellation policies.

Selected currency is for display only. Payment will be made in hotel's local currency according to current conversion rate.

Close

1

Clear heading provides visibility of system status.

2

Minimalistic and aesthetic design provides all relevant information.

3

Booking summary is divided into 2 sections. Hence it is reducing cognitive load.

4

Easy to scan price overview. User can find out more by pressing underlined words (convention).

5

Software is forthcoming.

# The Maritime

## ENTERING DETAILS

← PAYMENT

1. Payment 2. Confirmation

Book with Pay

OR CONTINUE AS A GUEST Have an account? [Log In](#)

CARD NUMBER MM / YY

Card and reservation holder must be present at check-in.

FIRST NAME LAST NAME

BILLING ADDRESS

STATE

CITY POSTAL CODE

COUNTRY / REGION  
Ireland

Selected currency is for display only. Payment will be made in hotel's local currency according to current conversion rate. [Close](#)

6 Feedback of the current and next step.

7 Flexibility and efficiency of use (booking with Pay, continue as guest or log in option).

8 Sections are clearly defined and presented simply.

EMAIL

+353 PHONE NUMBER













































BOOK DUE NOW €0.00

The remainder (€1,097.07) of the booking will be paid directly at the hotel. [Cancellation Policy](#)

9 Software has common sense.

10 Clear information of what user is expected to pay and when.

# Summary

				
Software should be interested in me				
Software should be forthcoming				
Software should be confident				
Software should have common sense				
Visibility of system status				
Match between system and real world				
Freedom and control				
Recognition over recall				
Don't force me your way				
Don't waste my time				

# Insights

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## HOMEPAGE

- Minimal, aesthetic and confident design will lower the bounce rate.
- Conventional layout with zero distractions .
- Have clearly defined sections.
- Make sure user will understand your language.
- Use cues to suggest clickability.



## SEARCH & SELECT

- Provide consistent design.
- Aid to interpretation with good iconography.
- Include only necessary data.
- Reasonable guessing of what user is trying to do.
- Allow users to tailor their search and refresh the results accordingly.



## ENTERING DETAILS

- Error messages have to be clear and suggest alternative.
- Reduce uncertainty by informing user of booking process.
- Eliminate mental calculation and cognitive load.
- Allow user freedom and control.



**Thank  
you!**