

Hotel booking mobile website (App)

Competitive benchmark



→ **Competitors**

Homepage (Key site)

Search (Key feature)

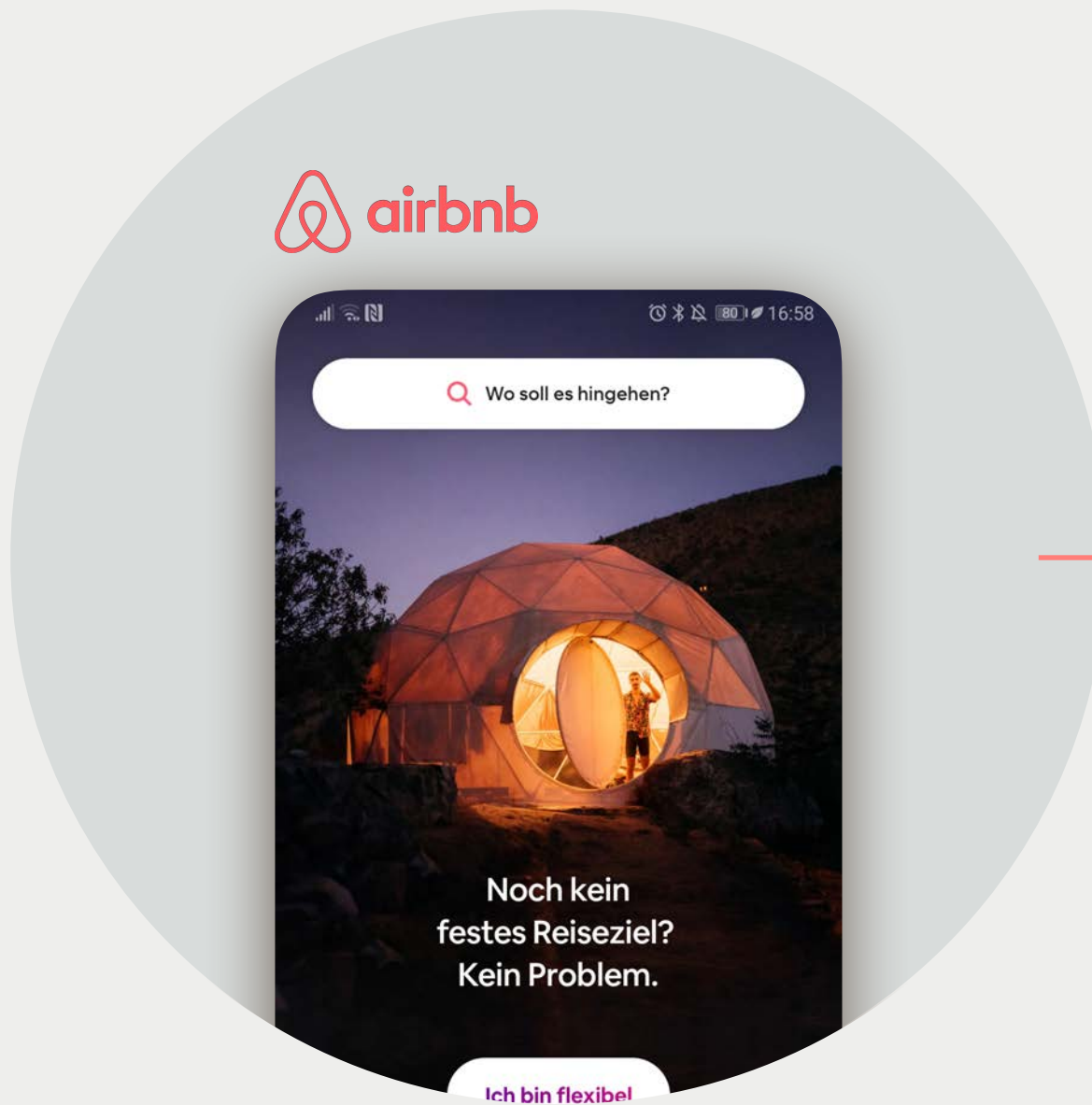
Accommodation (Key site)

Checklist

Competitors to analyse



App: airbnb



Website or App:

App

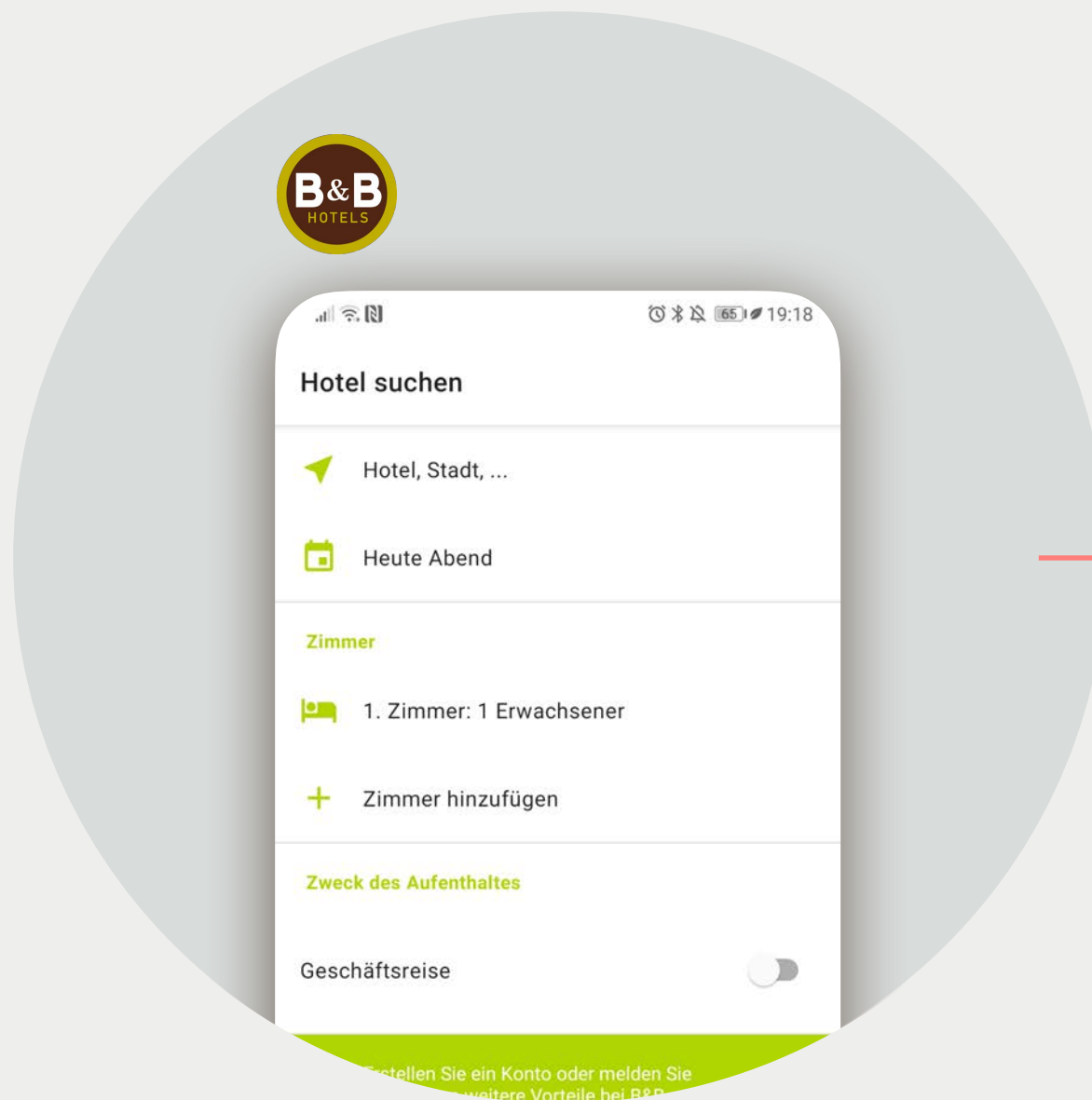
First impression:

Minimalistic and aesthetic design, app is reduced to the important features.

Assumptions:

Used by people who want to go on private vacation with a special location or a special experience. Mostly used by flexible people who want to connect with other people.

App: B&B



Website or App:

App

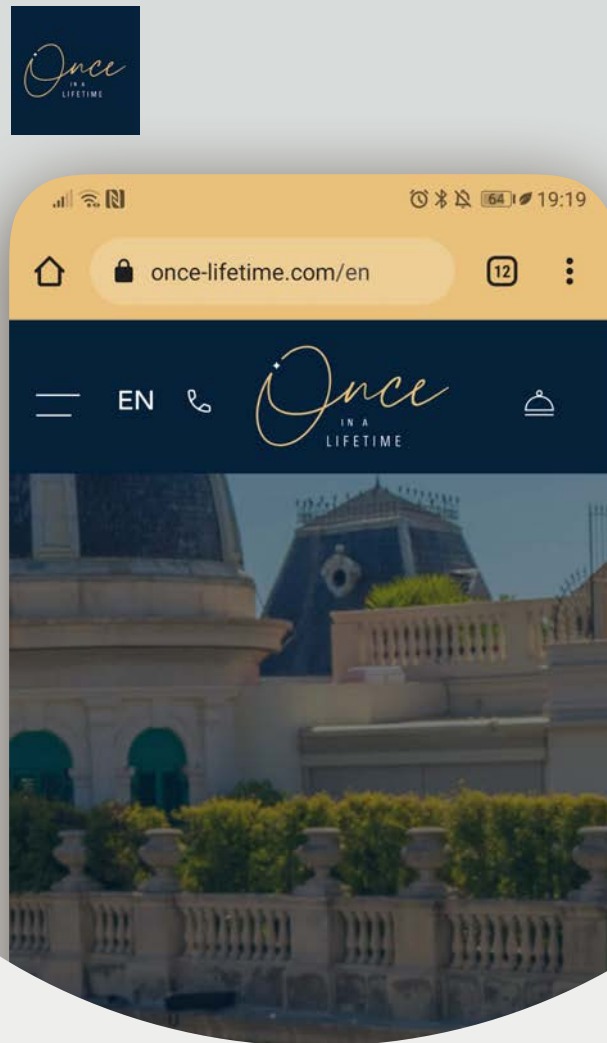
First impression:

Very clean and unemotional app with less pictures. Focus on the booking process.

Assumptions:

Used by people for business trips not for holiday vacations. Focus is on the fast and easy booking process.

Mobil website: Once in a lifetime



Website or App:

Mobile website

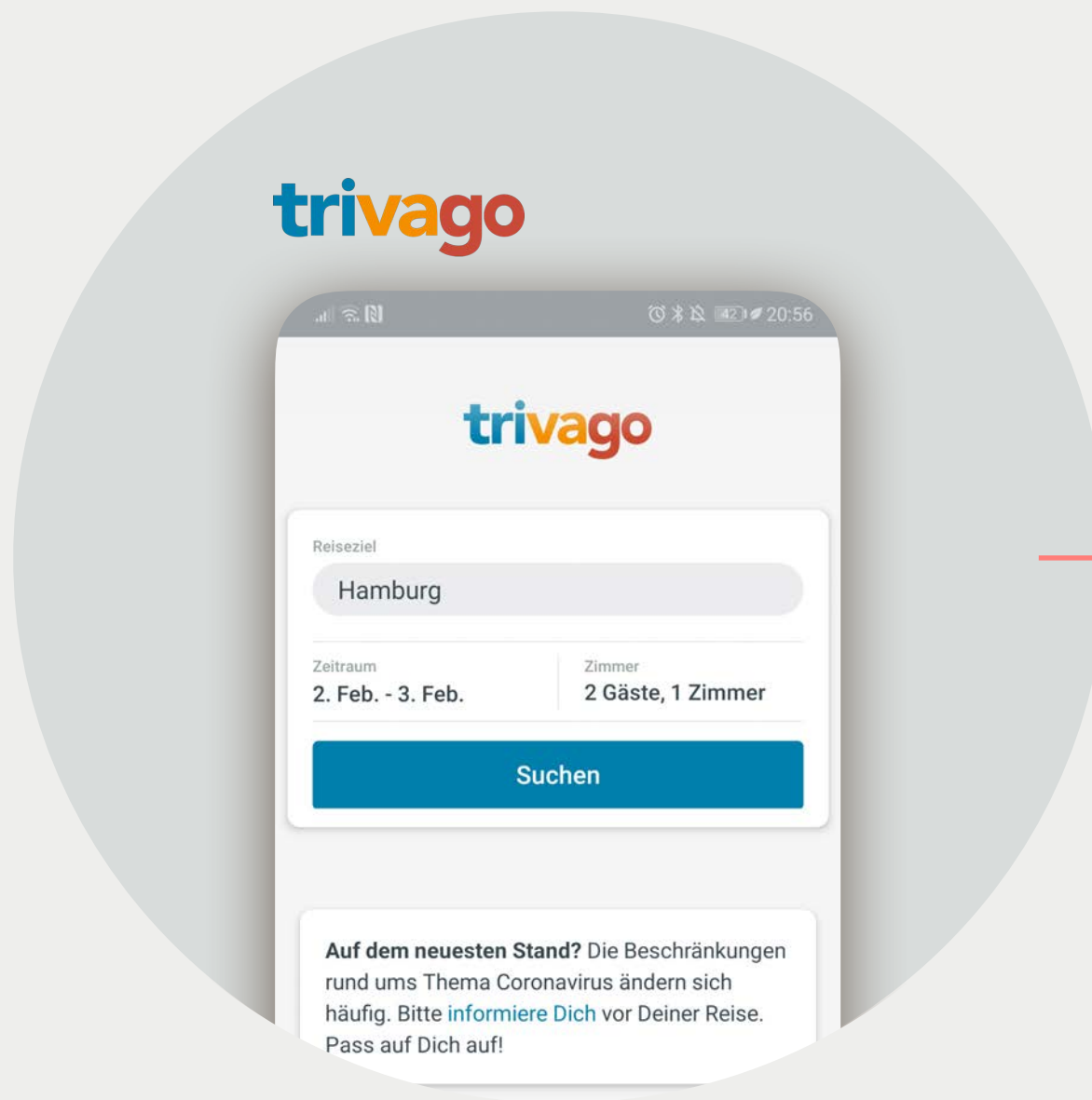
First impression:

Very emotional and design aesthetic website with professional images and personal texts.

Assumptions:

Hotel gets booked by people who want to have a dream vacation with a wonderful dream time and no worries.

App: trivago



Website or App:

App

First impression:

Sober app with informational and unemotional features. Focus on informational booking research.

Assumptions:

Used to search for targeted vacations, not used for research on holiday inspiration.

Competitors

→ **Homepage** (Key site)

Search (Key feature)

Accommodation (Key site)

Checklist

App: airbnb

= Logo: No logo shown, only an icon in the middle of the bottom navigation bar. To show the logo is not absolutely necessary, because the user opens the app on purpose and knows which company he is using.

+ Search options: Two options: search bar at the top and „I am flexible“ button on top of the image. The first search bar is at the top, so that the user sees it first. There is a question in the search bar, so that the user is addressed directly.

+ Cropped Image: To show the user that he can reach more information by scrolling down.

+ Positive = Neutral - Negativ

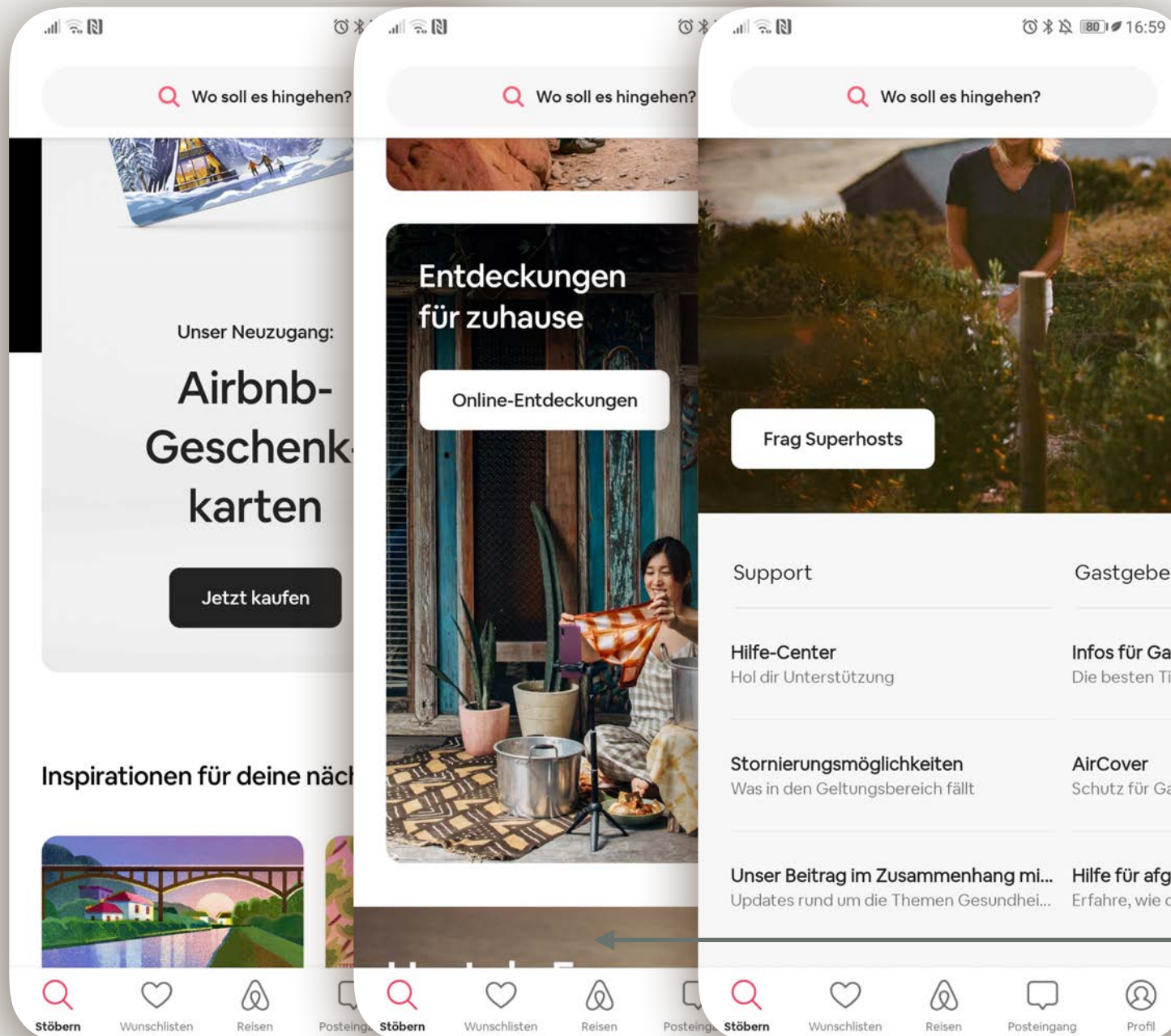


+ Start Image: Images are personal, emotional, curious to trigger the desire of the user to go on vacation and / or to experience something special.

+ Headline: Direct approach to the user: asks if the user has a problem and immediately gives the solution.

+ Bottom navigation bar: All important features at a glance. Simple and intuitive navigation that is used in apps like Instagram, Pinterest or Spotify. It's a learned navigation, simple to understand.

App: airbnb



+ Search Bar: Sticky, so that the user sees it first and can reach it from everywhere at the side.

+ Images: Emotional images to create feelings like curiosity.

- Button style: Different kinds of button styles, there is no obvious reason why. (1. button rounded, 2. button with corners rounded, 3. button rounded with shadow)

= Side scrolling: Side scrolling to get more information on one page with less scrolling. Not every user is familiar with this feature. But with the cropped text at the right side it's easy to understand.

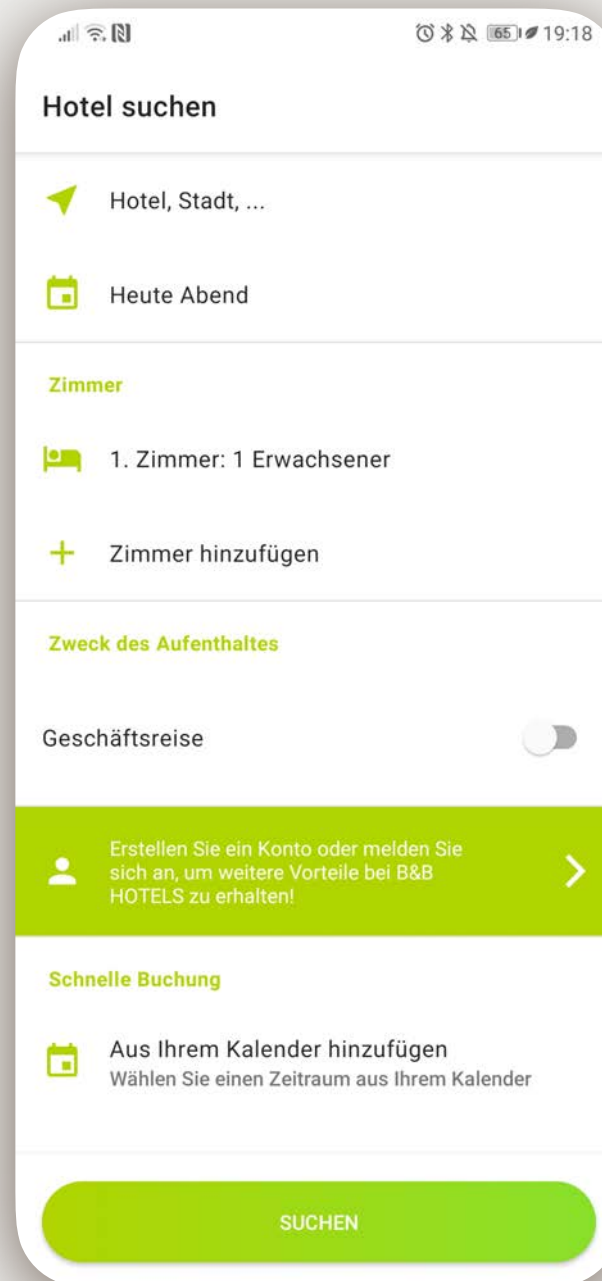
+ Cropped images: The side is splitted in parts that have the size of one screen. So the user can see all information of one part in once. Additionally the parts are cropped at the bottom to show the user that there are more information he can scroll to.

+ Positive **= Neutral** **- Negativ**

App: B&B

= Logo: No logo shown. That's not absolutely necessary, because the user opens the app on purpose and knows which company he is using.

- Color: The font color is difficult to read at a white background, respectively the white text color at the green background.



+ Quicklink: The current evening is selected before, so that the user can book faster.

+ Business trip: Possibility to switch to business trip.

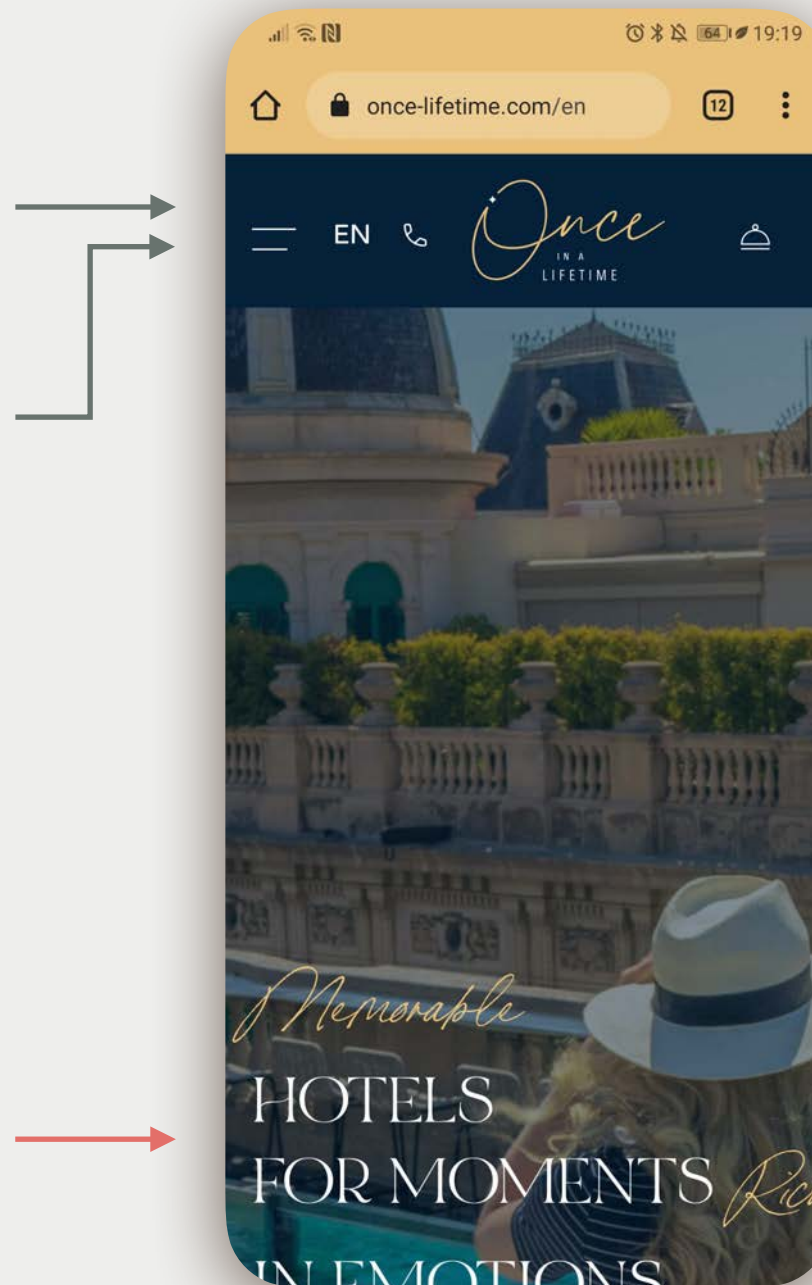
+ Positive **= Neutral** **- Negativ**

Mobile website: Once in a lifetime

+ Logo: Logo centered and easy to find and helps the user orientate himself at the website.

+ Menu: Menu and quicklinks like language and phone number are easy to find at the top of the header.

- Titel Text: The title is cut of at the bottom and at the right side.



- Icon: Only an icon to get to the booking page, does not stand out from the other icons at the top.

+ Image: Images that trigger the desire to go on vacation.

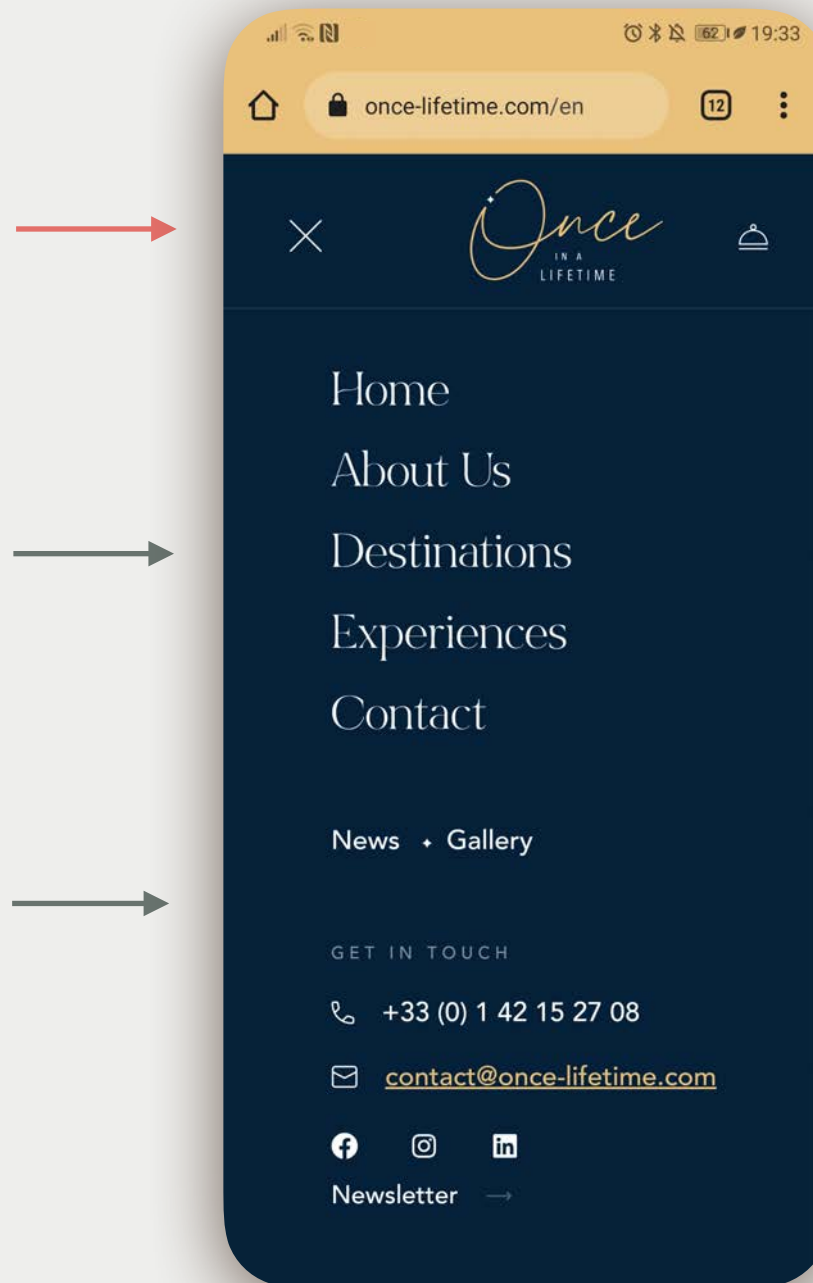
+ Positive **= Neutral** **- Negativ**

Mobile website: Once in a lifetime

- Language: Language switch button is not available while the menu is open.

+ Menu: Important menu items at a glance.

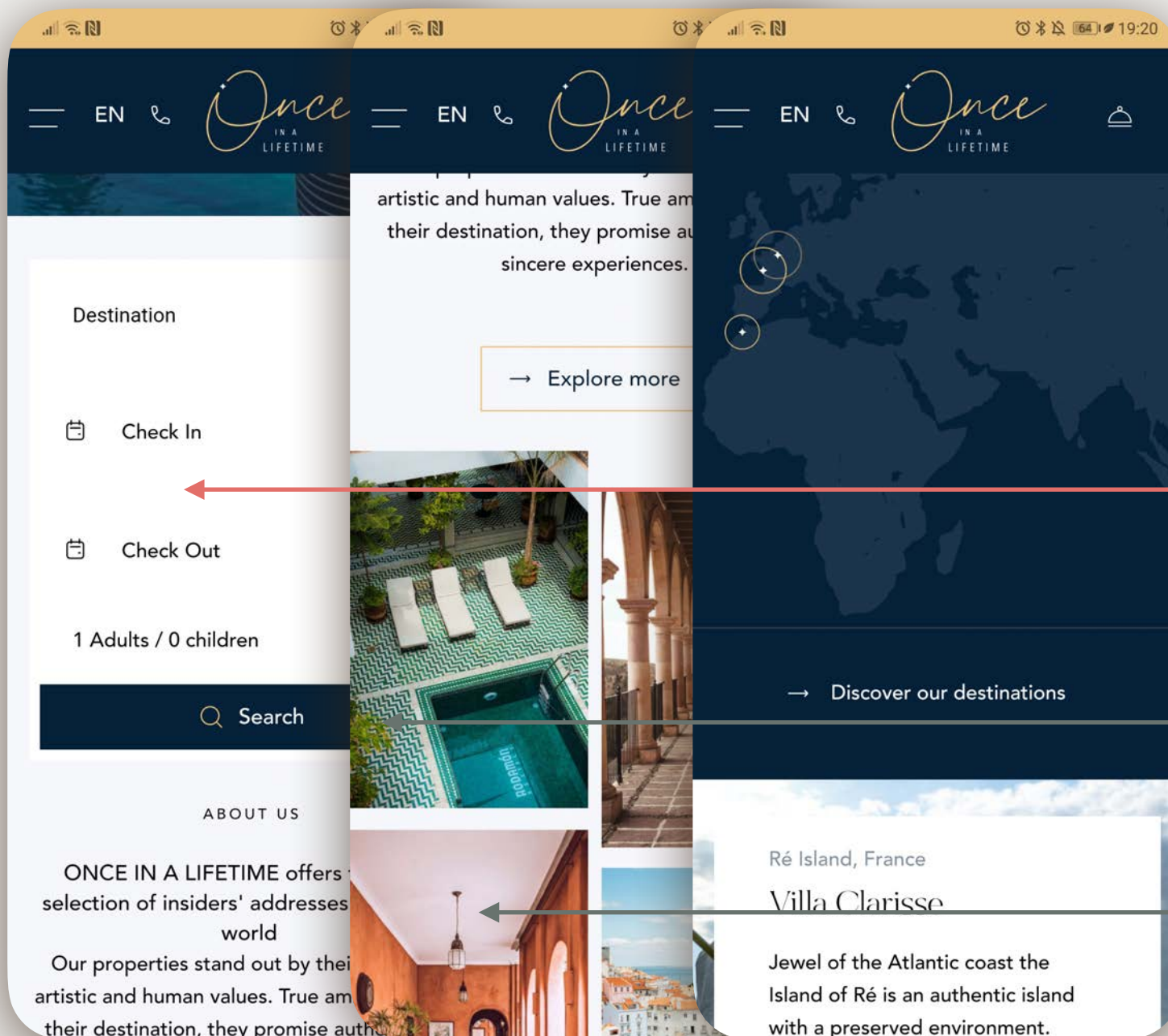
+ Menu overview: The user can find all important information he needs to know about the hotel in the menu. Orderly distribution between the menu items and the contact information.



- Search: No search possibility, neither in the top menu nor in the burger menu.

+ Positive **= Neutral** **- Negativ**

Mobile website: Once in a lifetime



+ Header: Sticky header to help the user orientate himself on every part of the homepage.

- Map: Feature works fine at the desktop website, but not on mobile view, parts of the map are cut off.

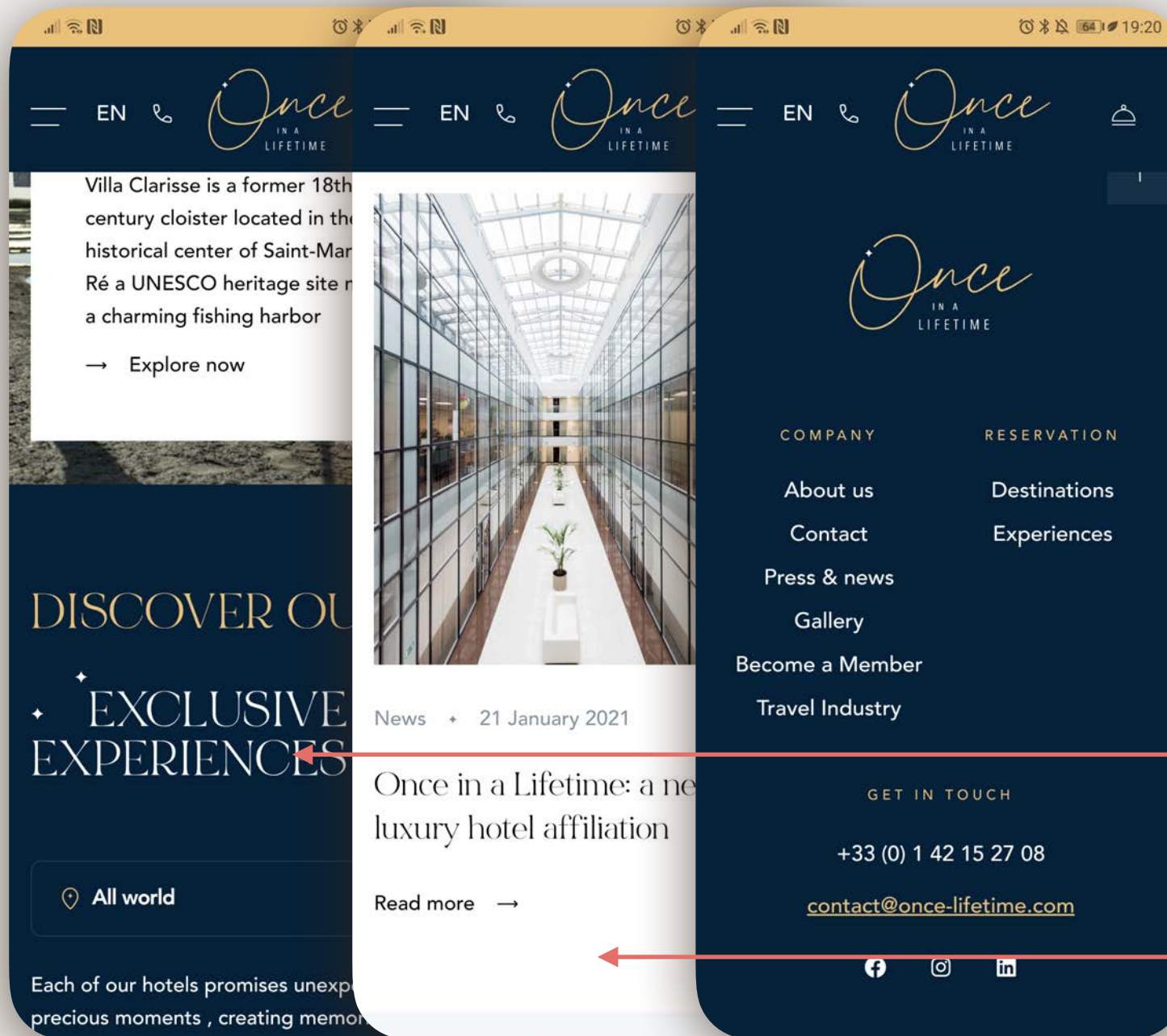
- Booking tool: No differentiation between the field options. All have the same color and are therefore difficult to identify as field buttons.

+ Button: Buttons style easy to identify and text is supported by an icon.

+ Images: Emotional and professional images that look more like art than like typical hotel pictures.

+ Positive **= Neutral** **- Negative**

Mobile website: Once in a lifetime



– **Arrow:** Arrow is not available till the end of the page.

– **Logo:** Not necessary because of the sticky header.

+ **Menu:** All important information at the footer in a glance.

– **Button:** It's not always obvious what is clickable and what not.

– **Differentiation:** Less differentiation between the different elements like news, gallery, text blocks etc..

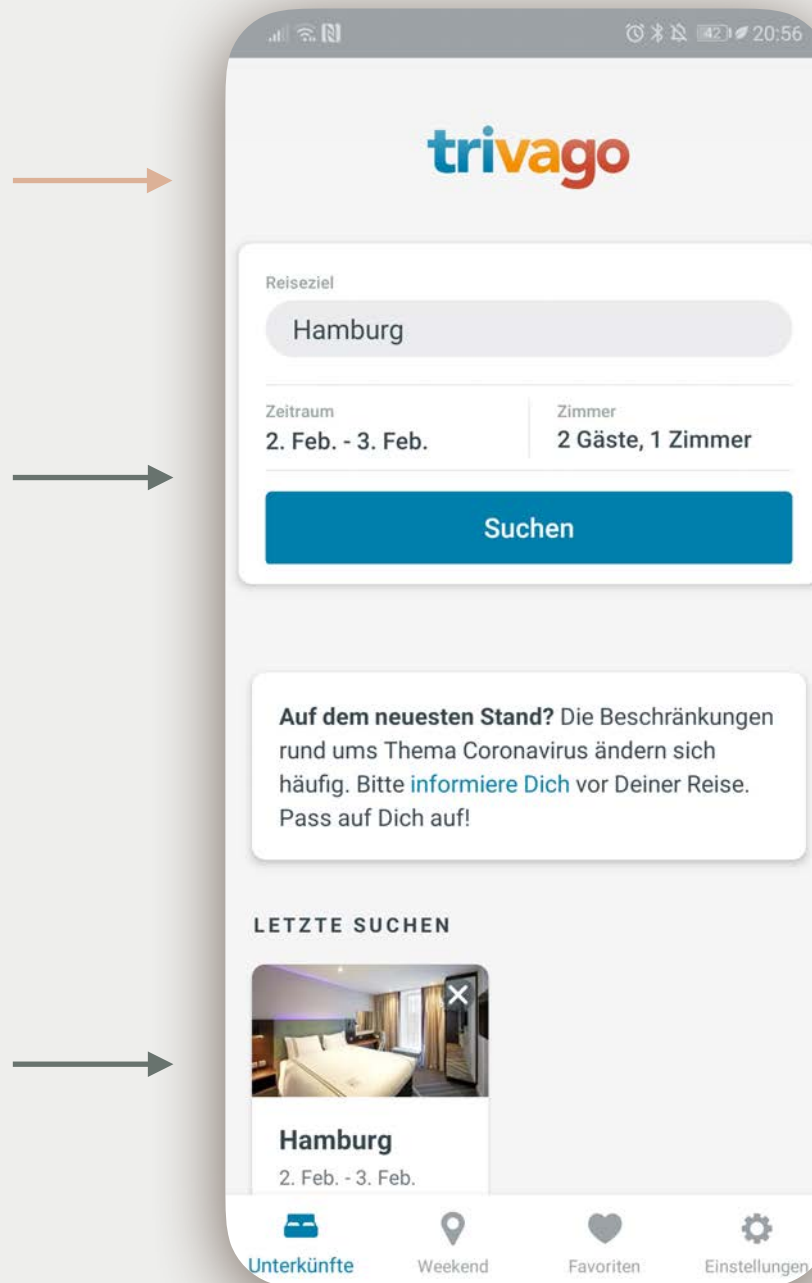
+ Positive = Neutral – Negative

App: trivago

= Logo: No logo shown. That's not absolutely necessary, because the user opens the app on purpose and knows which company he is using.

+ Button style: Clear differentiation between the button functions, communicated by the style (Grey text field, white option field, blue button admit field).

+ Search results: Last search results for a quick and easy resumption of the search.



+ Fields: No overload on information, just the important and needed facts for the first search.

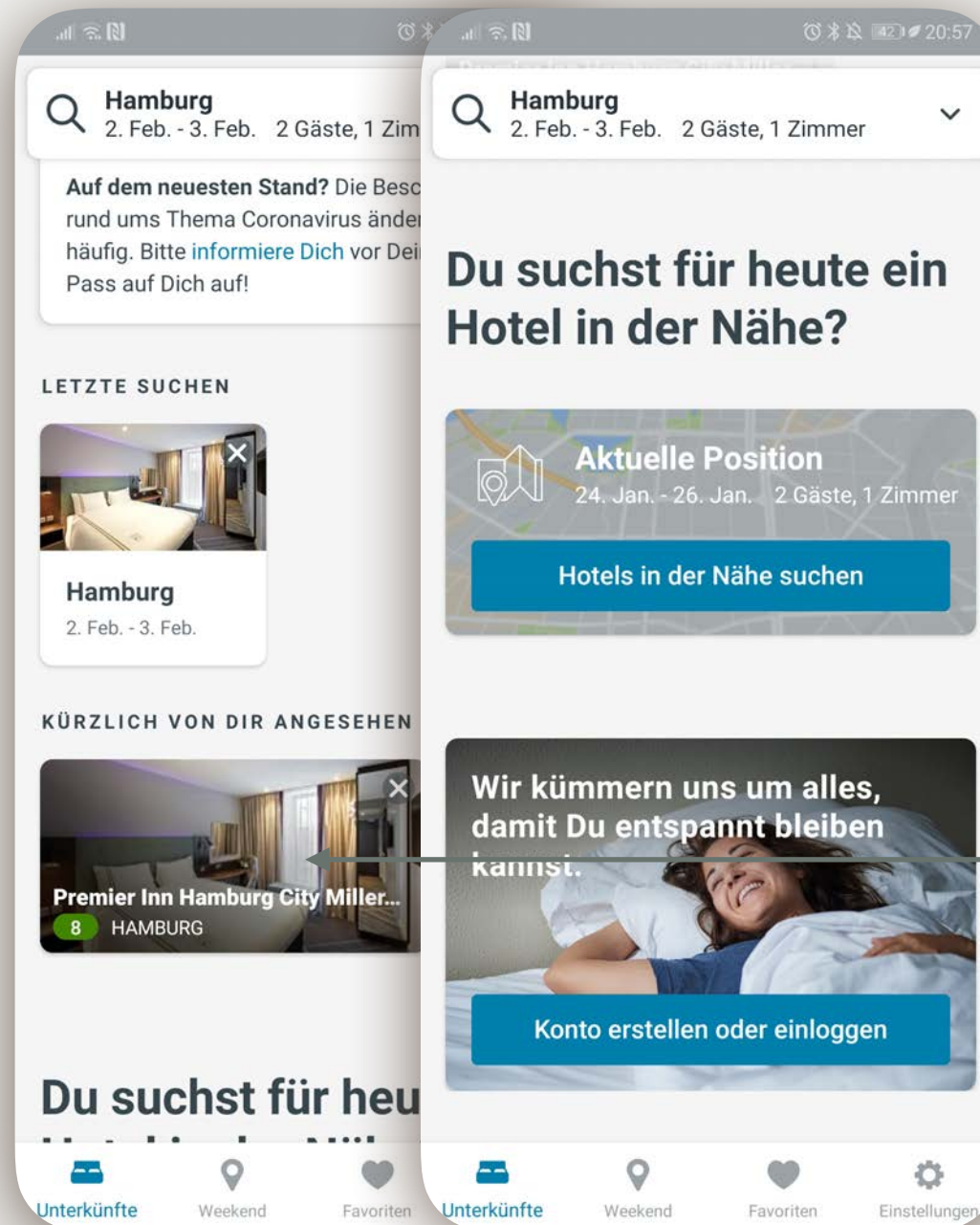
+ Button: The search button is easy to identify and to find.

= Corona: Important news about corona at the middle of the page.

+ Bottom navigation bar: All important features at a glance. Simple and intuitive navigation that is used in apps like Instagram, Pinterest or Spotify. It's a learned navigation, simple to understand.

+ Positive **= Neutral** **- Negativ**

App: trivago



+ Sticky search bar: The user can see the search bar and change his search from all over the page.

= Layout: Text and feature blocks don't look harmoniously together.

+ Quick search: Nice feature that helps the user to find a hotel nearby.

+ Last search: Additional to the last search result, the app shows the last hotel the user has opened.

+ Button: Same button style all over the page, easy to understand for the user.

+ Positive **= Neutral** **- Negativ**

Summary of the homepage analysis results



+ Positive

- Personal and emotional images to trigger the desire of the user.
- Headline with question and solution in once.
- Sticky search bar, so that the user can reach it from everywhere.
- More than one search option (search bar and flexible button).
- Bottom navigation with all important features at a glance.
- Cropped parts (images or texts) to show the user the option to scroll down the page.

= Neutral

- Side scrolling to save space, but sometimes difficult to understand for the user.
- Logo not shown, not absolutely necessary.

- Negative

- Different buttons styles, could be more consistent.



+ Positive

- Filled up fields for a quicker search.
- Switch between business and personal trip.

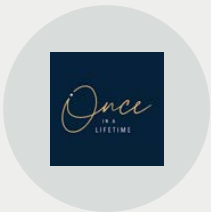
= Neutral

- Logo not shown, not absolutely necessary.

- Negative

- Not enough contrast between the used colors.

Summary of the homepage analysis results



+ Positive

- Logo in the center, easy to see and use as a homebutton.
- Quicklinks and menu at the top of the page (sticky).
- Emotional images that trigger the desire of the user.
- Opened menu shows the user all important information in a glance.
- Buttontext supported bei icons.

= Neutral

- Logo not shown, not absolutely necessary.

- Negativ

- Booking icon does not stand out from the other icons in the menu.
- Some features are not made for mobile view.
- No search option.
- Language switcher disappears while the menu is open.
- Booking tool is inconspicuous and because of the missing differentiation between the fields, difficult to understand.
- Up arrow is just available at the end of the page.
- Sometimes difficult to differentiate what is clickable and what is not.



+ Positive

- Bottom bar navigation with all important features in a glance.
- Clear and differentiated button style, that communicate the function.
- Search button easy to find and sticky.
- Shows the last search results for a quick and easy booking.
- Quick search button, to find a hotel nearby.
- Latest search results shown at first, so that the user can go on with the last search.
- Consistent button style, easy to understand.
- Fields are not overloaded with information just the needed facts.

= Neutral

- Logo not shown, not absolutely necessary.
- Important news (for example about Corona) shown.

Competitors

Homepage (Key site)

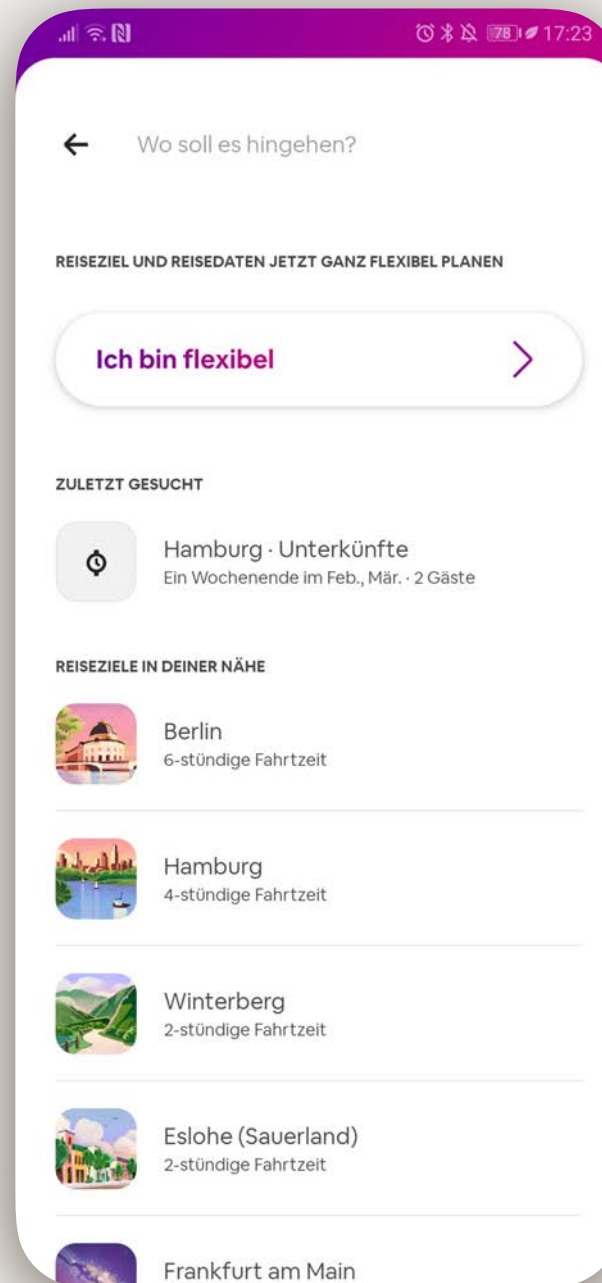
→ **Search** (Key feature)

Accommodation (Key site)

Checklist

App: airbnb

– **Bottom navigation bar:** The bottom navigation bar is no longer available. The user can only go back by using the back arrow.



– **Search bar:** No color difference to the background color. It's not directly identifiable as a text field.

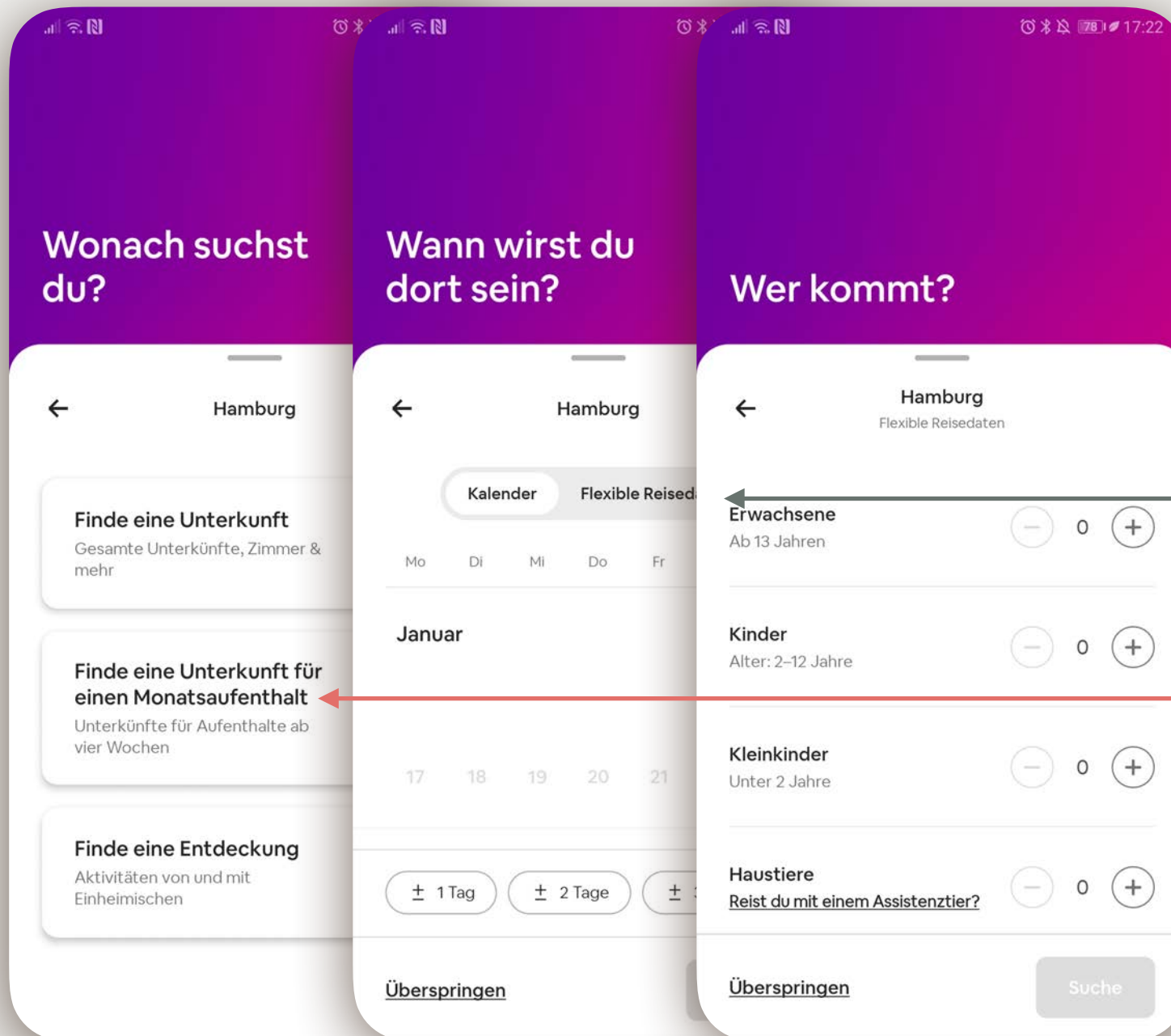
+ **Flexible Button:** User gets a second possibility to search for a flexible destination.

+ **Last searches:** User gets the possibility to search again for his last search option.

+ **Nearby searches:** User gets a third search possibility, by choosing a destination nearby, chosen by tracking.

+ Positive = Neutral – Negativ

App: airbnb



+ Page division: Input fields are possible to reach with one hand because they are all in the thumb zone. Different color and rounded corners of white background signalize the user that he is at a lower surface.

+ Overview: Overview about the current search and previous filled information.

+ Flexible field: The user gets the option to search for a flexible time or date.

- Wording: Message can only be understood right by reading the subtitle.

+ Input fields: Easy and intuitive to understand.

+ Navigation: Possibility to skip the input fields. Search and Continue button gets colored by filling out the input fields.

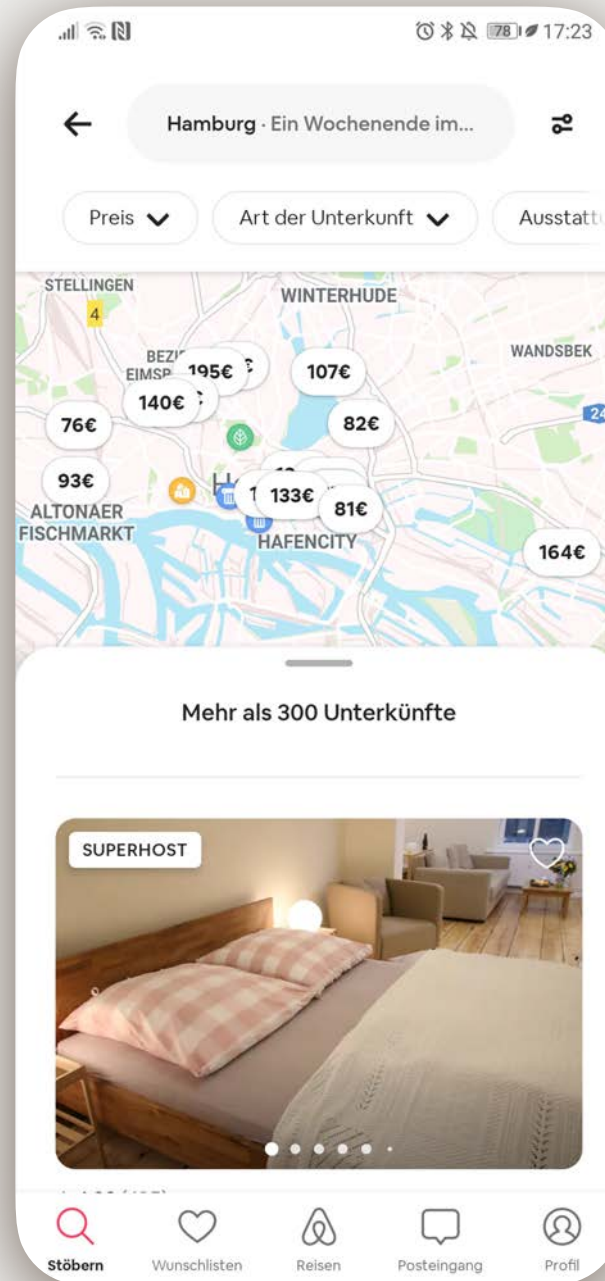
+ Positive **= Neutral** **- Negativ**

App: airbnb

+ Search: User gets the option to search again for another destination.

+ Map: Perfect overview about all accommodations and the related prices.

+ Accommodations: The user can decide whether to choose his view by map or by list.



+ Filter: User can filter his search more accurate.

= Filter: Second filter elements are not included in the first one. If so, the user could filter all in one without switching between the filter elements.

+ Filter: Second filter option shows the important filter on a glance.

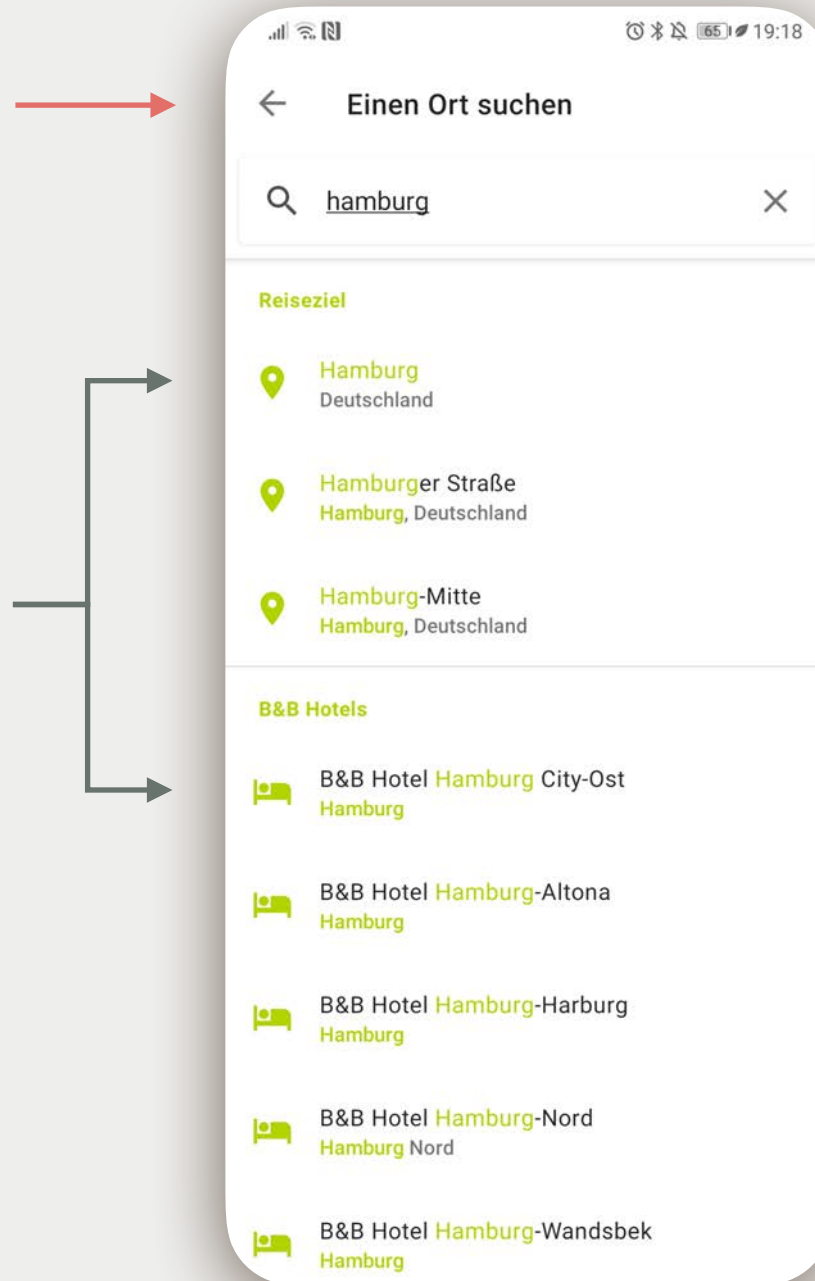
- Image: Image could be cropped more, to show, like on the other pages, that there are more information reachable by scrolling down.

+ Positive **= Neutral** **- Negativ**

App: B&B

- Back button: The back button is so close to the headline of the page “search a place” that the user could get confused about the meaning of the arrow.

+ Icons: Icons to underline the affiliation of the search result.



+ Search bar: After typing in the city, the app proposes destinations and hotels in that area.

+ Positive **= Neutral** **- Negativ**

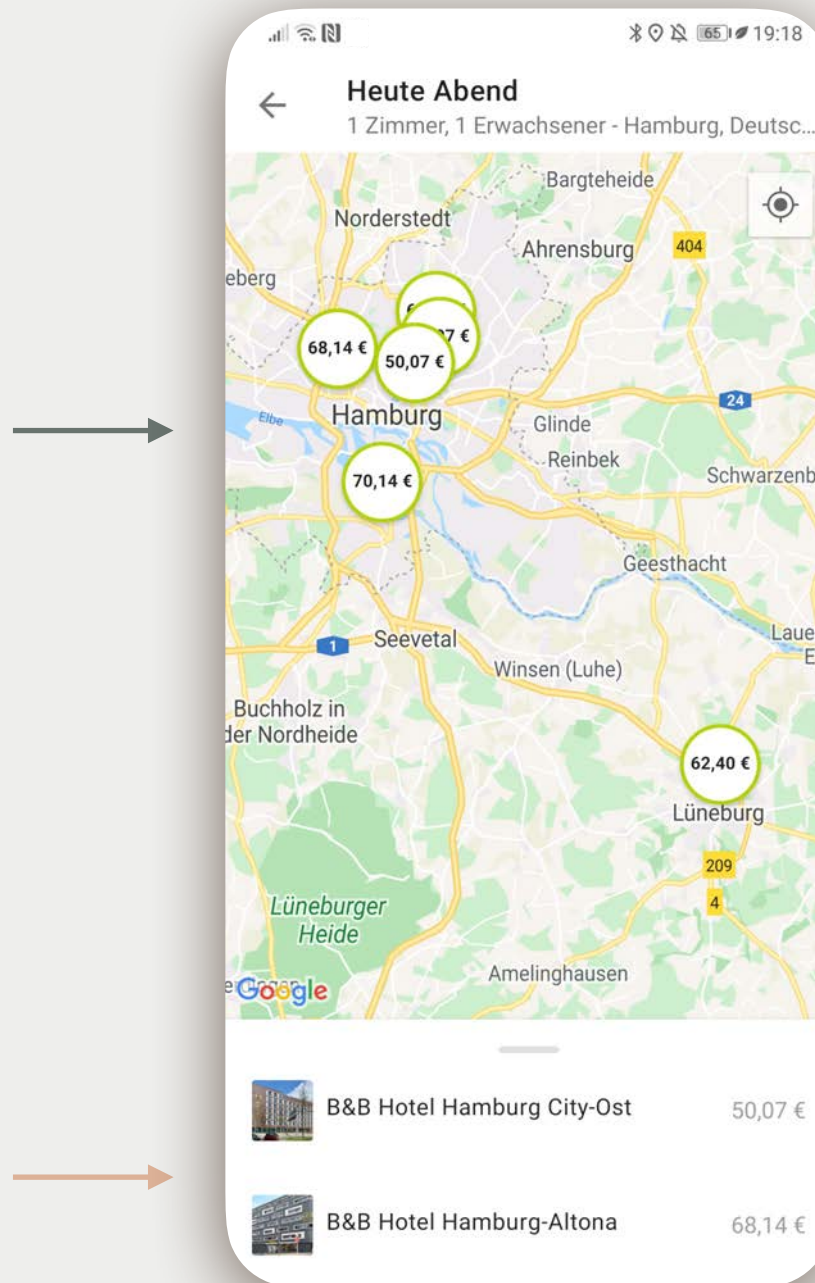
App: B&B

+ Map: All hotels at a glance with the prices, so that the user can compare easily. Additionally the maps helps to compare distances between the hotel and other places.

= Images: Small images of the hotels, hard to recognize details or to compare in that size.

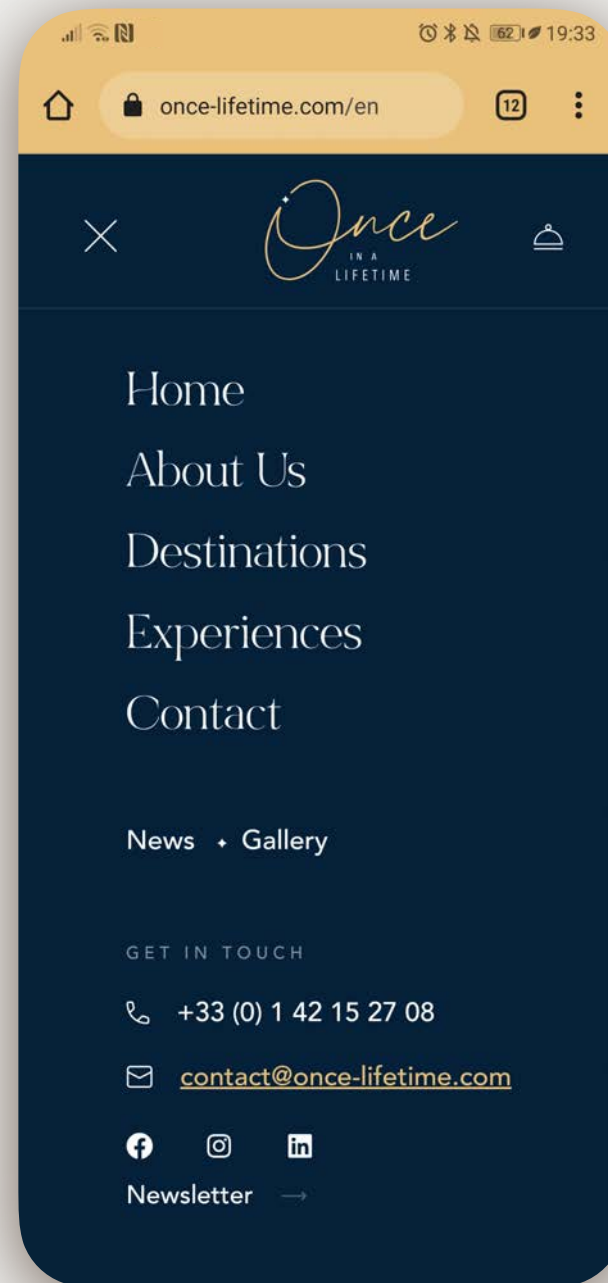
+ Positive **= Neutral** **- Negativ**

Competitive benchmark | Anja Bührmann



= Information: All information about the search are shown in the top of the page. If the search result is too long, the text is cut off. One line more would not take that much space, but it would show all information about the search.

Mobile website: Once in a lifetime



– **Search:** No search option, neither in the header not in the menu.

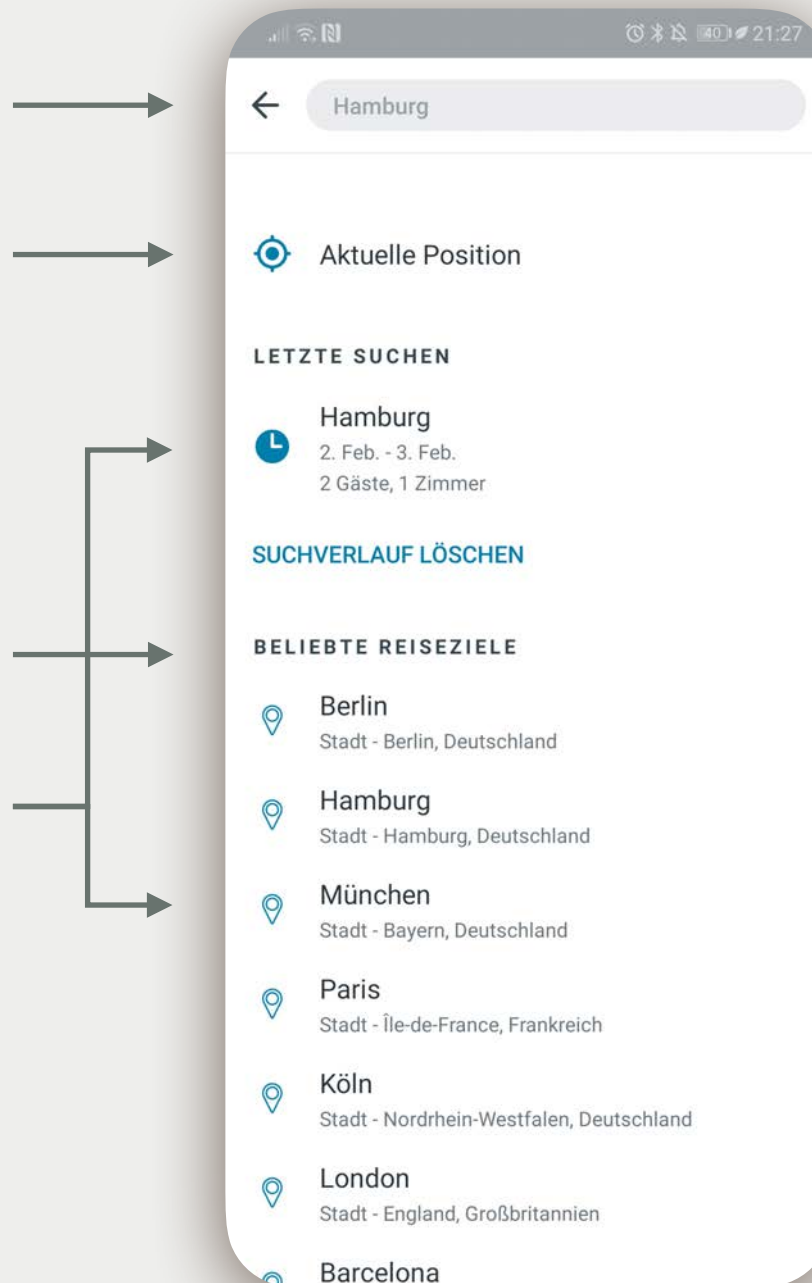
App: trivago

+ Search bar: Clear and easy to understand designed text field.

+ Location: The user can use the location pin to search for hotels nearby.

+ Favorites: Shows the most wanted vacations destinations.

+ Icons: Icons to underline the affiliation of the terms.

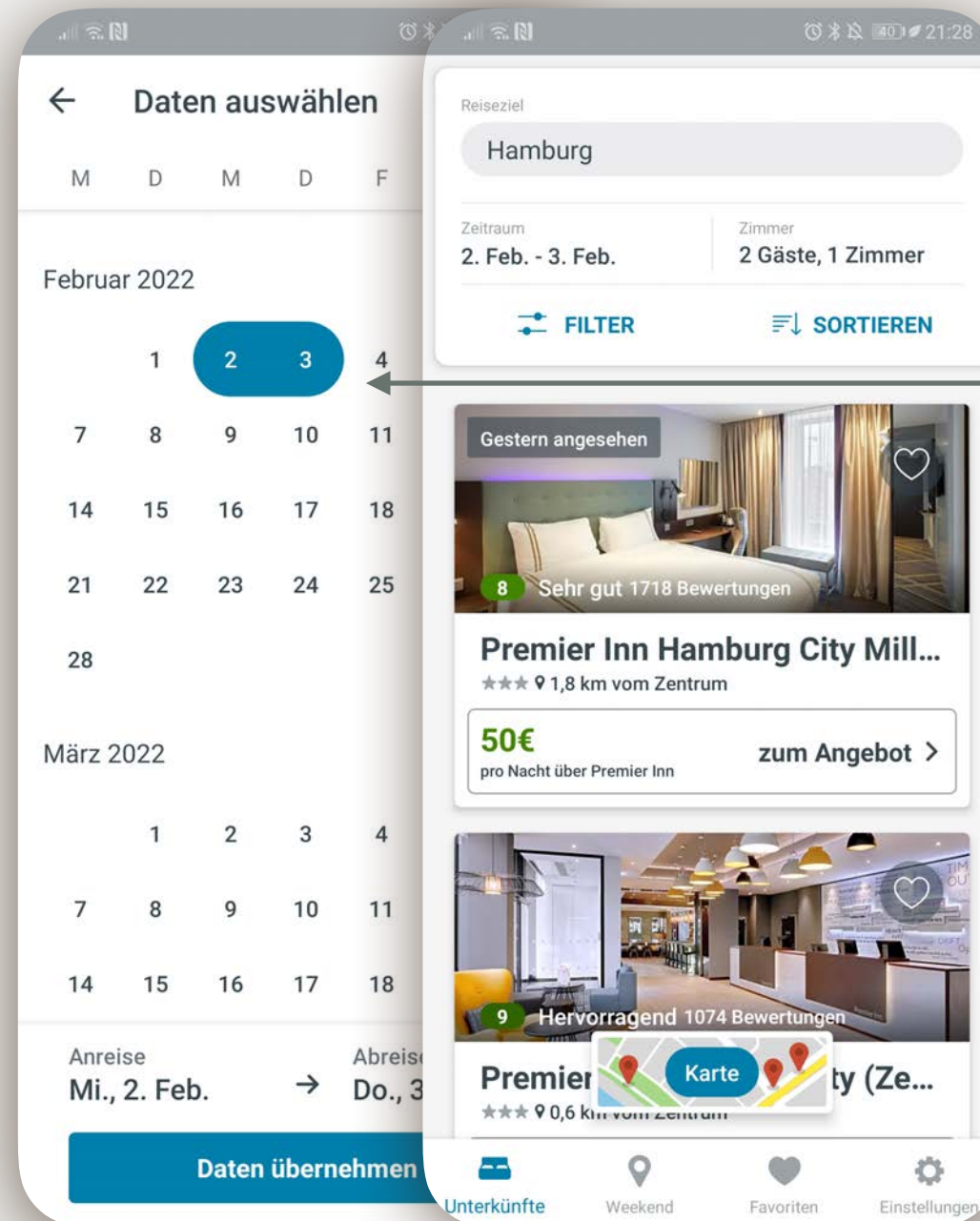


+ Search result: Last search results shown to search again.

+ Delete option: Option to delete the last search results. Nice feature, for example, if the user searched for birthday vacation trip.

+ Positive **= Neutral** **- Negativ**

App: trivago



+ Search bar: Same design like the page bevor. Easy to memorize.

+ Search fields: User can see all search option he filled in a glance and change them directly.

+ Filter: Option to filter and sort the search results, to help find the best fitting hotel easier.

+ Date marker: Significantly marked dates, prevents misunderstandings.

+ Information: All necessary information about the hotel collected in as less space as needed. Additional the option to add the hotel to a favorite list.

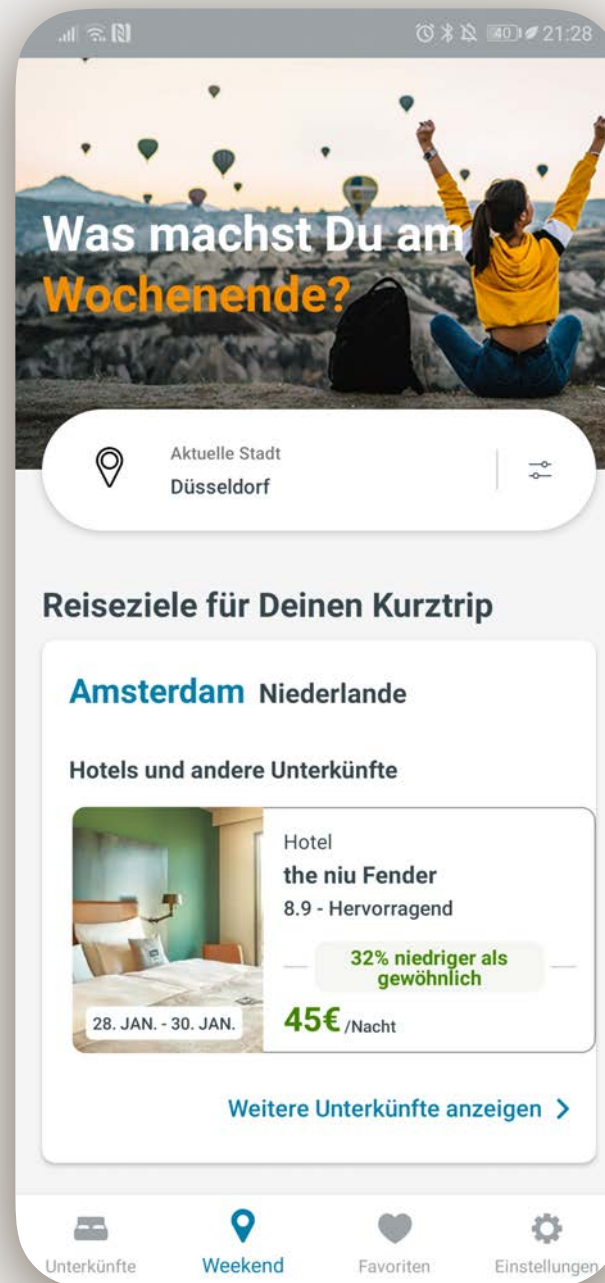
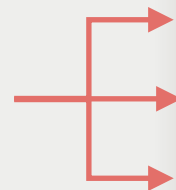
+ Maps: Option to see the map view with all hotels.

+ Positive **= Neutral** **- Negativ**

App: trivago

+ Weekend: Extra feature at the bottom menu bar “weekend“ The user can see offers for weekend trips around his current location.

- Hierarchy: Three headlines in different sizes but the same color, the hierarchy is not clear enough.



+ Image: Emotional image to catch the attention and increase the desire to go on vacation.

+ Headline: Question to the user to let him think about his weekend and increase the desire to go on vacation soon.

+ Design: Different design to the shown hotels in the search result page. Categorized in cities.

+ Positive **= Neutral** **- Negativ**

Summary of the search analysis results



+ Positive

- Maps gives a perfect overview about all accommodations with prices and the locations.
- Input fields are reachable with the thumb.
- User gets on every step an overview about the so far filled search fields.
- Flexible and different search options for the user.
- Different result view, map oder list.
- Input fields are easy and intuitive to understand.
- Option to skip the input field.

- Negative

- Search bar is not colored differently to the background, so it's not directly understandable that it's an input field.
- Bottom navigation bar is during the search process not available.



+ Positive

- The app gives proposes while typing into the search bar.
- Icons to underline the affiliation of the search result.

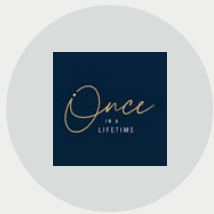
= Neutral

- Hotel images too small to see all details.
- Search result informations are too long and cut off, one line more could be more helpful to keep the overview.

- Negative

- Back button does not stand out and not easy to find.

Summary of the search analysis results



- Negativ

- No search bar at all.



+ Positive

- Clear and easy to understand search bar.
- Location pin to find a hotel nearby.
- Last search results are shown at the search screen, there is also the option to delete the search results.
- Most wanted vacations are shown.
- Icons to underline the terms.
- Recurring design between the pages.
- Always the option to change the search.
- Filter and sort option for the search results.
- Map with all hotels at a glance.
- All important information about the hotel collected in a space.
- Emotional images, to trigger the desire of the user.
- Questions used to make the user think about vacation.

- Negativ

- Unstructured headlines hierarchies.

Competitors

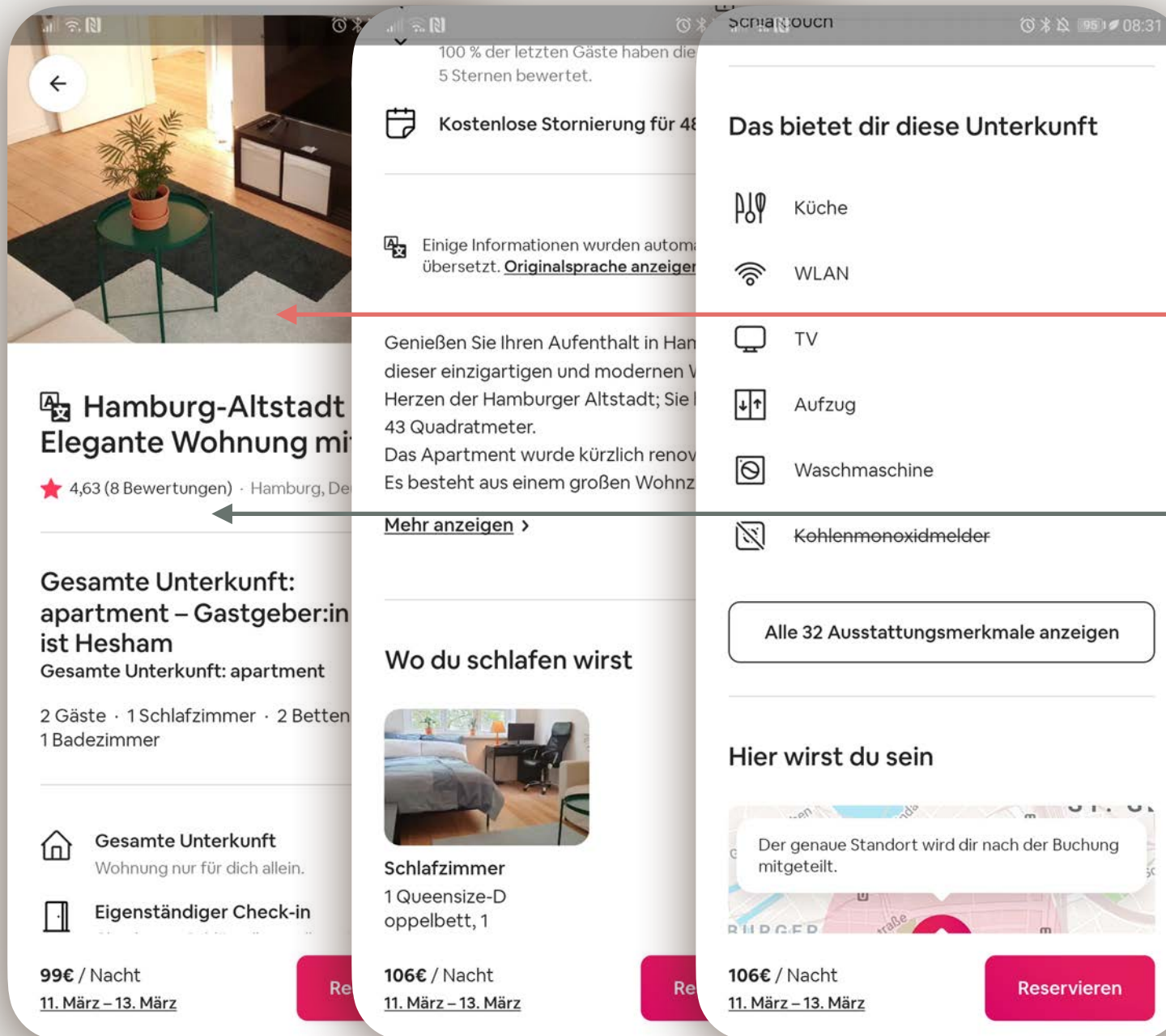
Homepage (Key site)

Search (Key feature)

→ **Accommodation** (Key site)

Checklist

App: airbnb



+ Share possibilities: User can share his search easy and fast.

+ Icons: Informations are supported by icons.

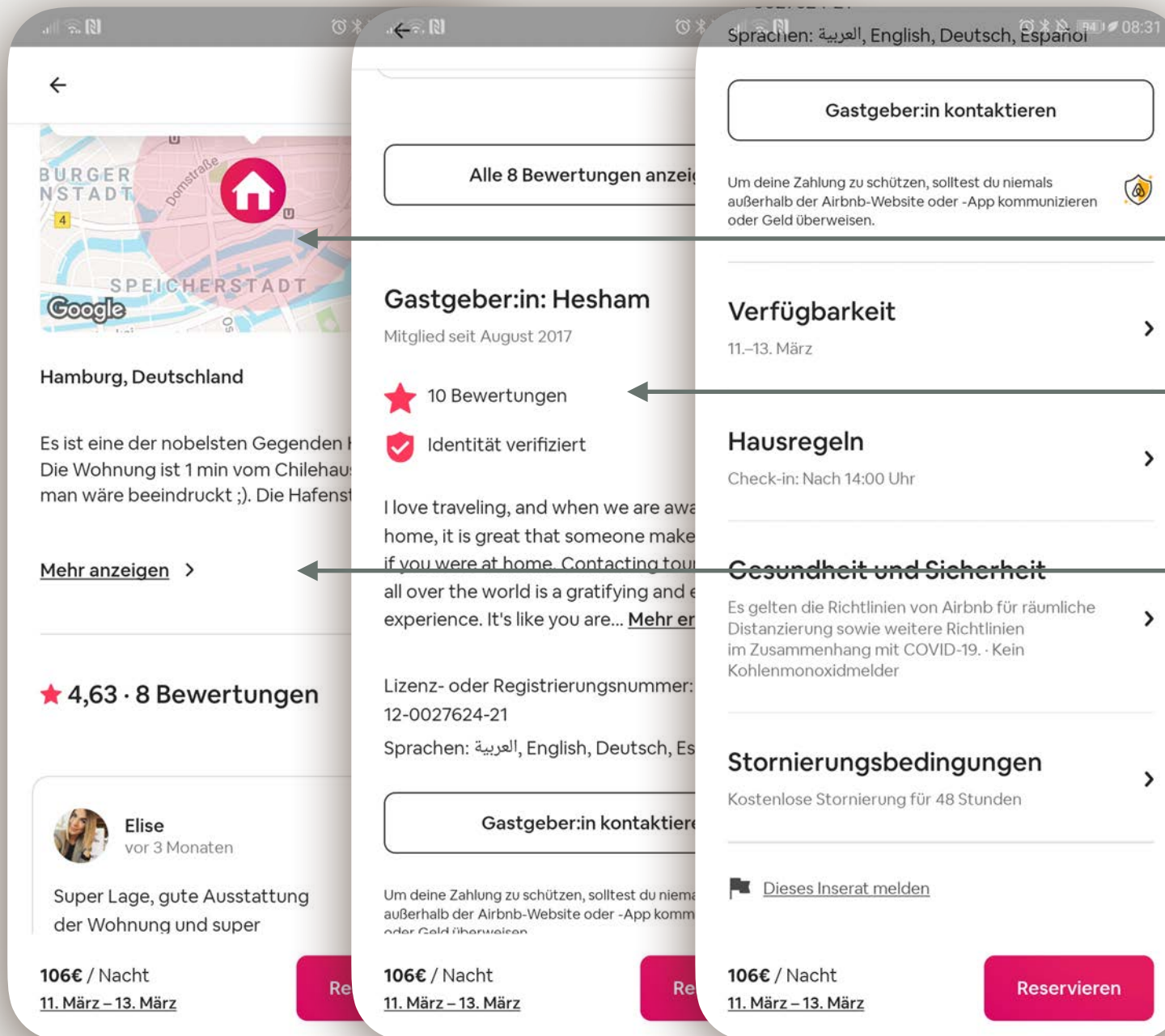
- Slider bullets: On the overview page there are slider bullets on the images, now numbers are used.

+ Rating: Rating star is colored so that the user can find it directly.

+ Booking Button: Booking or reserve button is directly to find. (Sticky element at the bottom.)

+ Positive **= Neutral** **- Negativ**

App: airbnb



+ **Buttons:** Different kind of button style, to differentiate between the meanings.

+ **Location:** User can see the location on a map, which helps him to orientate himself.

+ **Icons:** Important icons are colored red to separate them from the other icons used on the page.

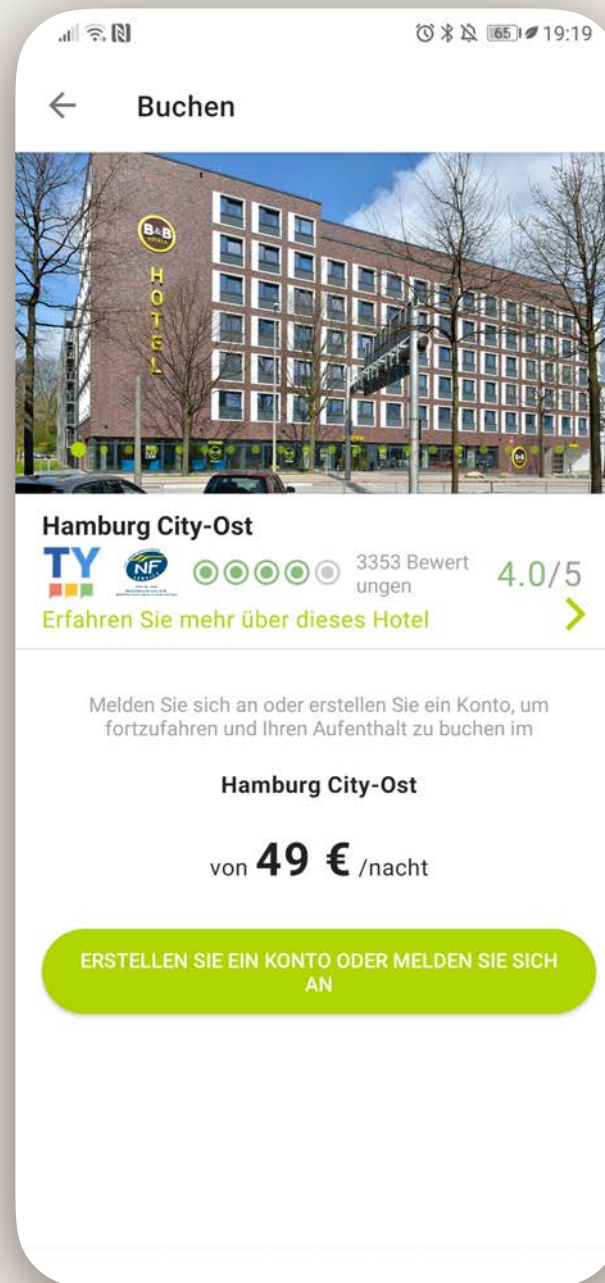
+ **More information:** User can get more information if necessary. "More information" button saves space.

+ **Divider:** Separates the different sections, so that's easier for the user to recognize the input.

+ Positive = Neutral - Negativ

App: B&B

- Information: Too much information at a small space. There is white space at the bottom of the page, that could be used to show the information more detailed.



+ Image: Big picture of the accommodation.

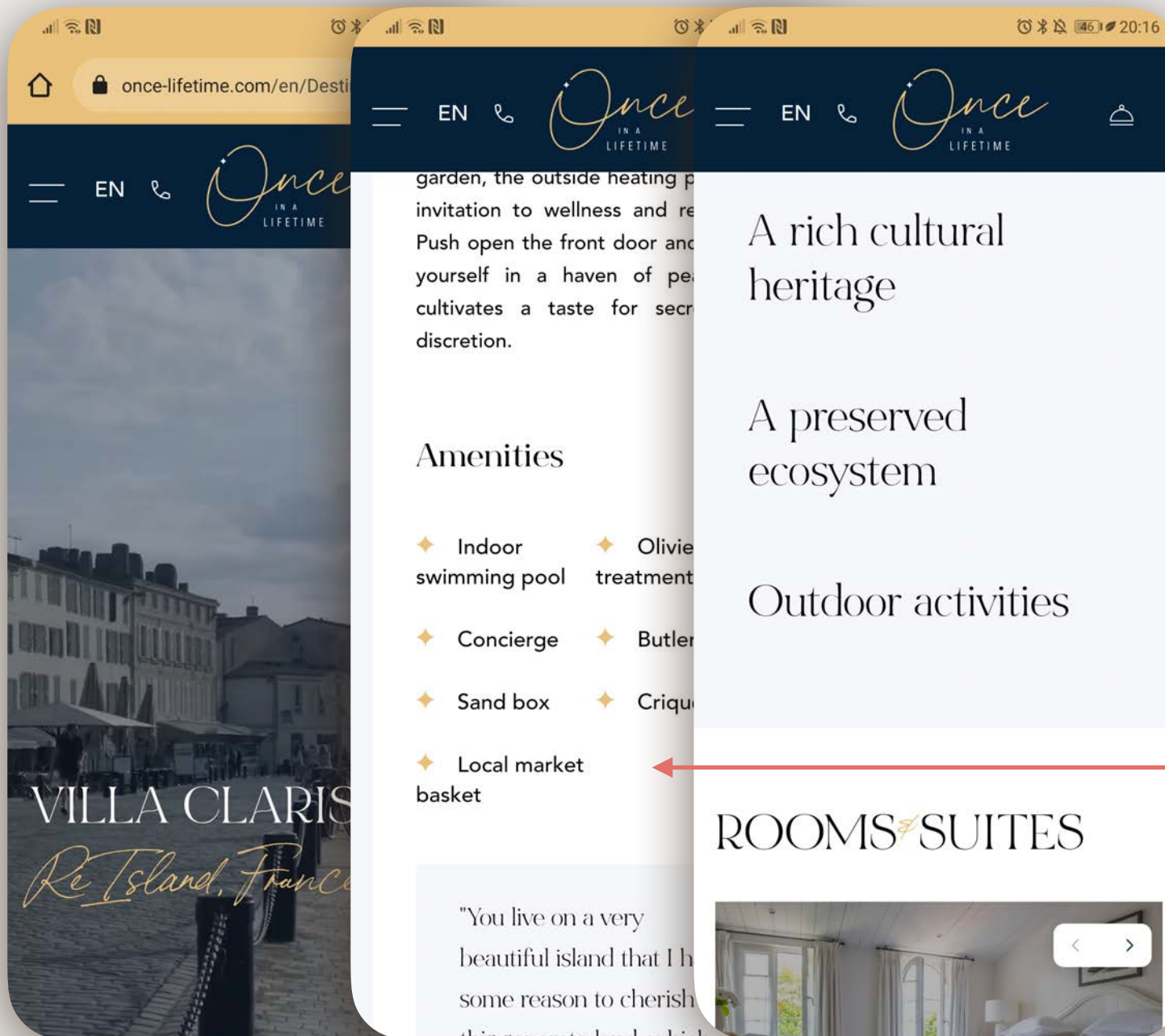
- Slider: Slider buttons hard to recognize, because of the color and size.

- Registration: To book a hotel the user has to be registered to the app.

+ Button: The button is big and good to recognized.

+ Positive **= Neutral** **- Negativ**

Mobile website: Once in a lifetime



+ Header: Sticky header to help the user orientate himself on every part of the homepage.

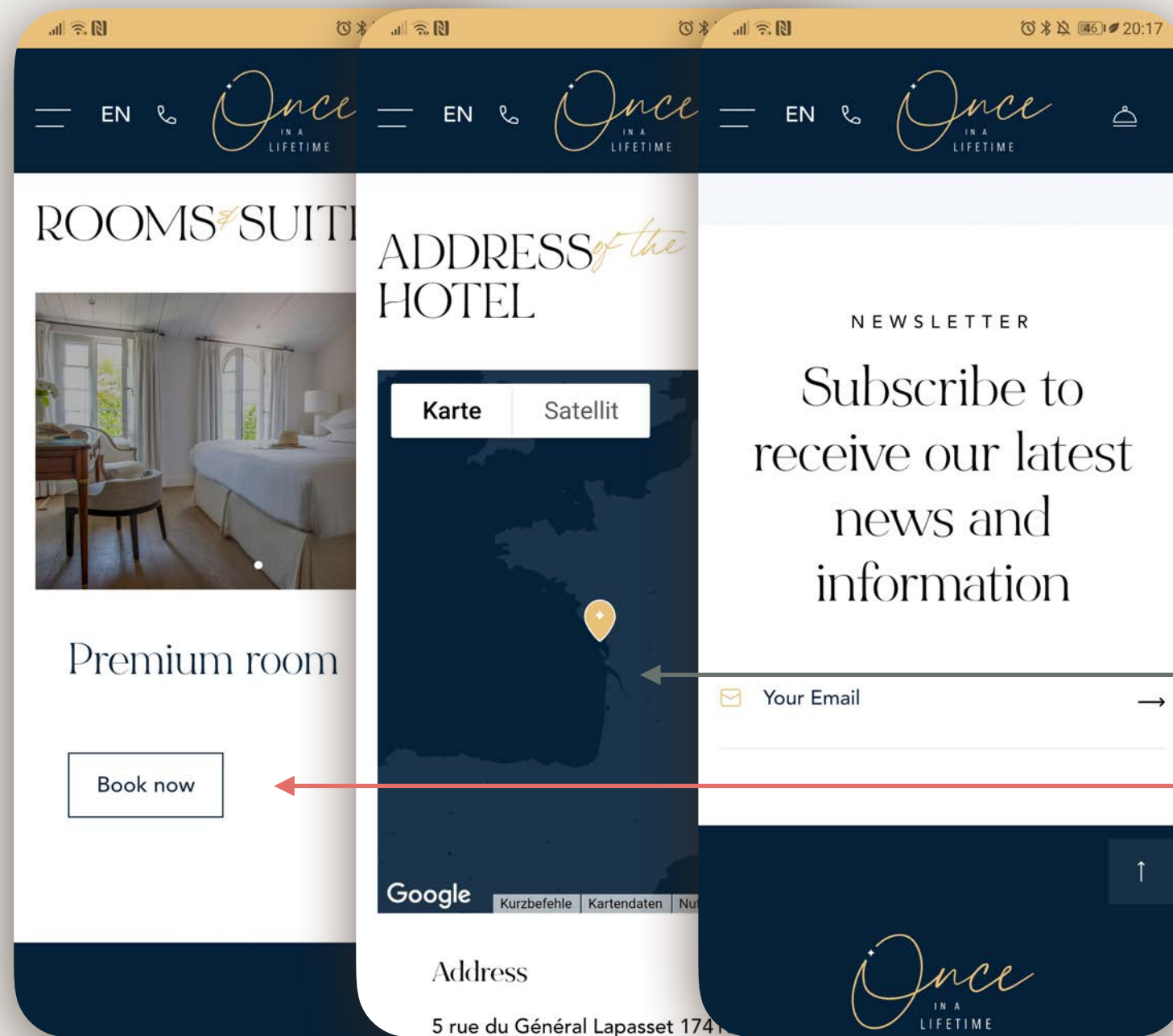
- Elements: The used tap menu could show more information, but it's not understandable for the user that he has to click at the text element.

- Mobil first: The bullet element is not made for mobile view, which can be seen at the wraps.

= Side Navigation: Side navigation helps to make the page shorter, so that the user doesn't have to scroll so long. Gives the user the opportunity to see more information.

+ Positive **= Neutral** **- Negative**

Mobile website: Once in a lifetime



+ Header: Sticky header to help the user orientate himself on every part of the homepage.

- Newsletter: The newsletter feature is designed as a normal text part at the page. If it really wants to be found by the user and not be scrolled over, it should be more concise.

+ Maps: Helps to find the location and to get some route information.

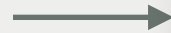
- Button: "Book now" button should be more concise.

- Up Arrow: The button is just available in the footer, should be accessible from anywhere on the page.

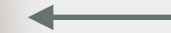
+ Positive **= Neutral** **- Negativ**

App: trivago

+ Back: Back button at the top left side, learned and easy to find. (Should change the color depending on the background.)



+ Quicklinks: User has the option to share or to save the hotel as a favorite.



+ Bubbles: User understands directly that there are more pictures he can see by switching so the side.



+ Best Price: Best Deal offer is shown at the top and highlighted in green to make it more concise.



- Button: The button to see the offer is less concise than the button in the middle of the page, even though they have the same meaning.



+ Positive **= Neutral** **- Negativ**

Summary of the accommodation analysis results



+ Positive

- Different kind of button styles to differentiate between the meanings.
- Share feature button.
- Location shown in a map, helps to orientate.
- Color used to categorize the importance of the informations.
- More information button to save space.
- Separation of the different sections to give the user a better overview and orientation.
- Booking button sticky at the bottom, so that the button is always reachable.

- Negative

- Non-continuous slider elements.



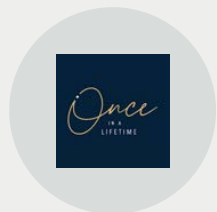
+ Positive

- Big picture of the hotel at the top.
- Booking / Signing in button is good to recognize.

- Negative

- Slider buttons are hard to identify.
- To book a hotel the user has to be registered. There should be an alternative option or the user should get an advantage when he signs up.
- Too much information at a small space.
- White space could be used to show information more detailed.

Summary of the accommodation analysis results



+ Positive

- Sticky header.
- Google maps to help find the location and route information.

= Neutral

- Side scrolling to save space.

- Negative

- Newsletter feature is too inconspicuous.
- Arrow up button only in the footer.
- Tap menu not recognizable.
- Elements partly don't work on mobile screen.
- "Book now" button should be more concise.



+ Positive

- Best price / deal offer is shown at the top.
- Option to share or to save the searched hotel.
- Back button at the top is easy to find.
- Slider bubbles easy to see and to identify.

- Negative

- Use of different button styles on buttons with the same meaning.
- Back button on the picture should be changing the color depending on the color of the picture.

Competitors

Homepage (Key site)

Search (Key feature)

→ **Accommodation** (Key site)

Checklist

Checklist for a new hotel booking app

Search Field

- Filled up for quicker search.
- Sticky, reachable from everywhere of the site and on every lower surface.
- More than one option so search at the page, ex. flexible vacation search.
- The user should get proposes while typing into the search field.
- Clear and easy to understand and to find at the page.

Content and features

- Headline with question and solution in once, to bind trust.
- Last search results shown to continue the search.
- Most wanted vacations shown under the search.
- There should always be the option to change the search easily.
- There should be filter and sort option for the search results.
- Search result should be shown in a map and list.
- The search result page should show all important information about the hotel in a small space.
- Input fields should be reachable with the thumb.
- Use of google maps to get route information and to use the navigation system.
- Up arrow if the site gets too long.
- Share options.
- More information button so save space if possible.

Menu and navigation

- Bottom navigation reachable from every site with the most important features.

Design and structure

- Consistent button style.
- Icons to support text parts.
- Enough contrast between the used colors.
- Booking button has to stand out from the rest of the content.
- Always mobile first!
- Images should be personal and emotional to trigger desires and they should be big enough to get a feeling for the accommodation.
- Cropped text or image parts to show scroll options.
- Back button should be easy to identify.
- Structured and defined headline hierarchies.
- Input fields should be easy and intuitive to understand.
- Slider bubbles good to recognize at different pictures.
- There shouldn't be white unused space.
- Information should get enough space to understand them.
- Color could be used to differentiate the importance of different information.
- Booking button at the bottom of the side helps to get a faster booking closure.