UX Design Diploma: Project 1

Competitive Benchmarking

Hotel Track





By Kathryn Wheeler

Objectives

- Learn how best-in-class Websites and apps solve the problems we are trying to solve.
- Understand the conventions we should follow.
- Highlight best practice that we should emulate.
- Use the project materials to build your portfolio.

Tasks

- Identify four websites or four apps to benchmark against. At least three of these should match your case study industry: air travel, hotels or car rental. You may choose one wildcard but it should be related. For example, if you are designing a new airline application, you could include a travel aggregator.

- Review each website and app by taking screenshots with plenty of commentary to explain what's happening and why you think it's noteworthy.

- Summarise your thoughts at the end.

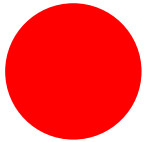
Key



Positive Observations / Sweet Points



Unsure / Could be improved



Frustrating / Pain Points

Contents



6. About
7. Home Page
8. Pop-ups
9. Navigation
10. Product Search
11. Hotel Selection
12. Filters
14. Room Selection
16. Checkout



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20. Home Page
22. Pop-ups
23. Navigation
24. Product Search
26. Room Selection
28. Filters
29. Checkout



30. About
31. Home Page
32. Product Search
34. Hotel Selection
37. Filters
39. Hotel Selection (Map)
41.Room Selection
43. Checkout



49. About
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52. Home Page
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57. Product Search
59. Hotel Selection
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61. Hotel Selection (Map)
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70. Summary

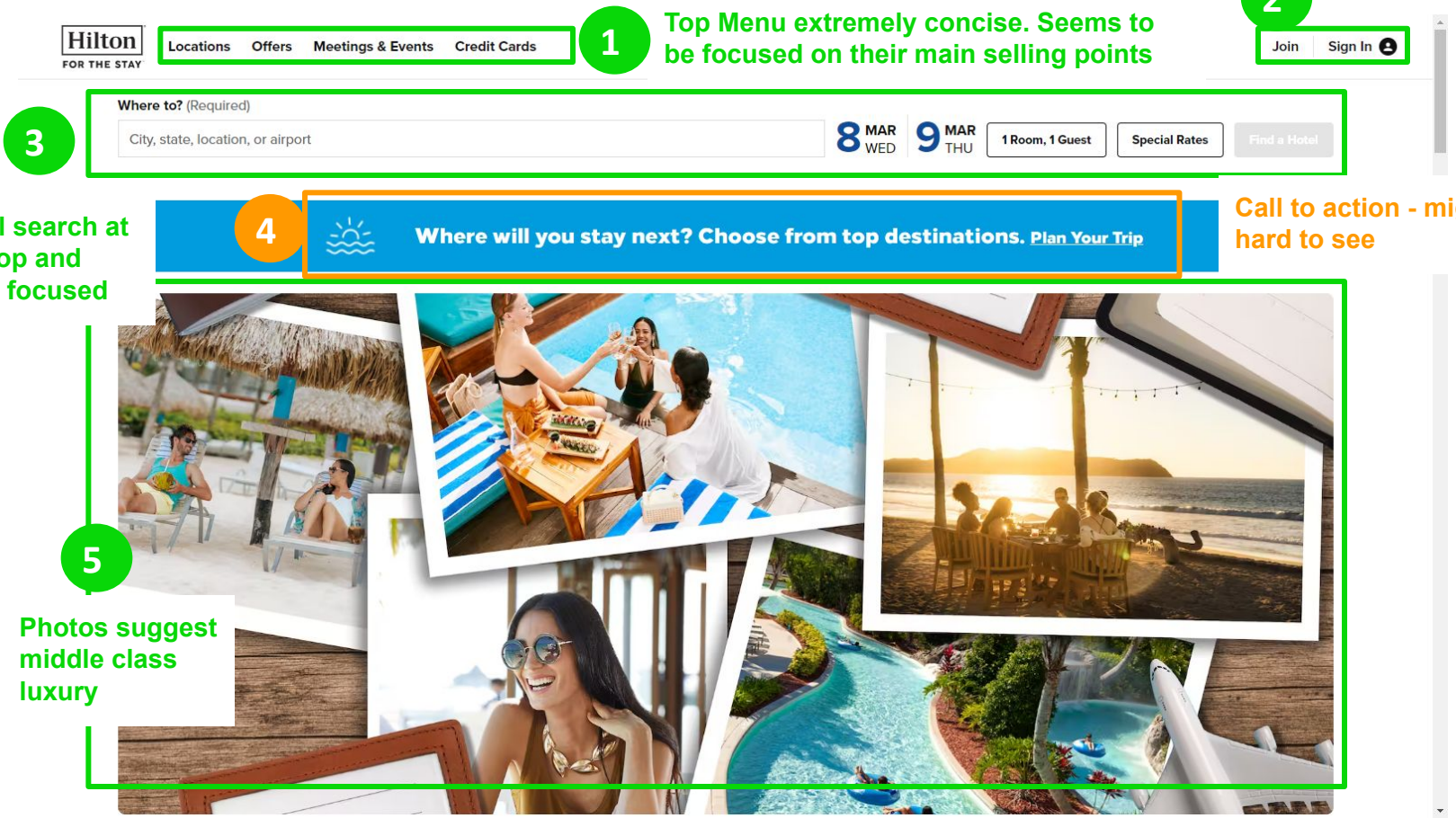


About

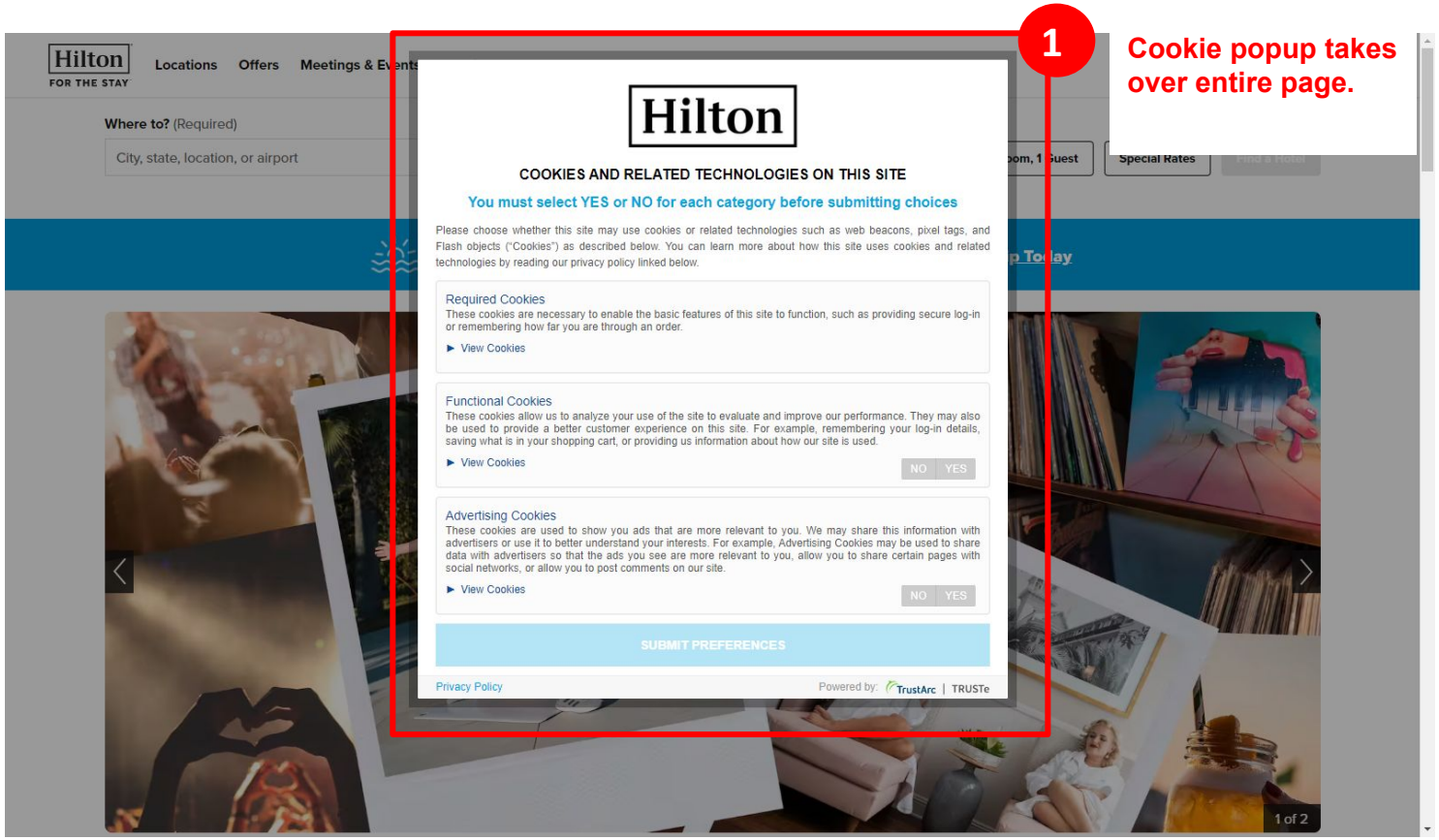
Hilton Hotels & Resorts is Hilton's flagship brand and one of the largest hotel brands in the world. The brand is targeted at both business and leisure travelers with locations in major city centers, near airports, convention centers, and popular vacation destinations around the world.

Source - Wikipedia (https://en.wikipedia.org/wiki/Hilton_Hotels_%26_Resorts)

Home Page (Hilton)



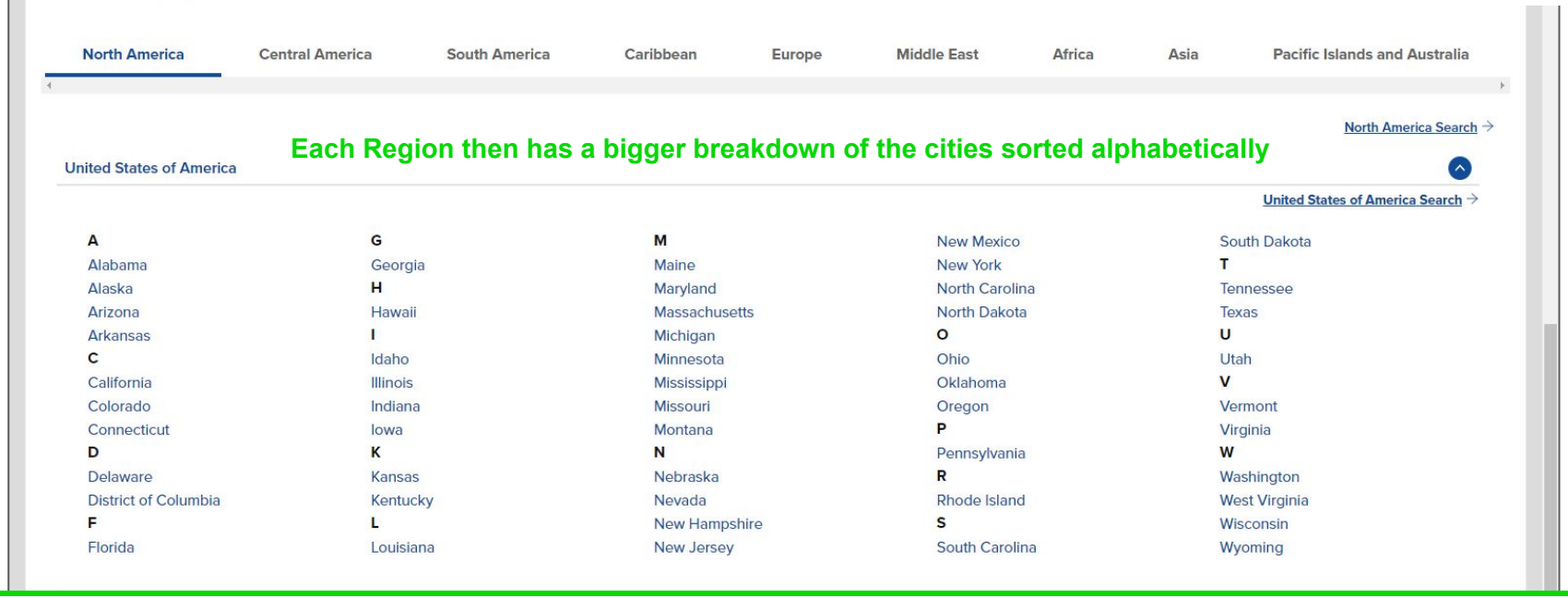
Home Page (Hilton) - Pop Ups



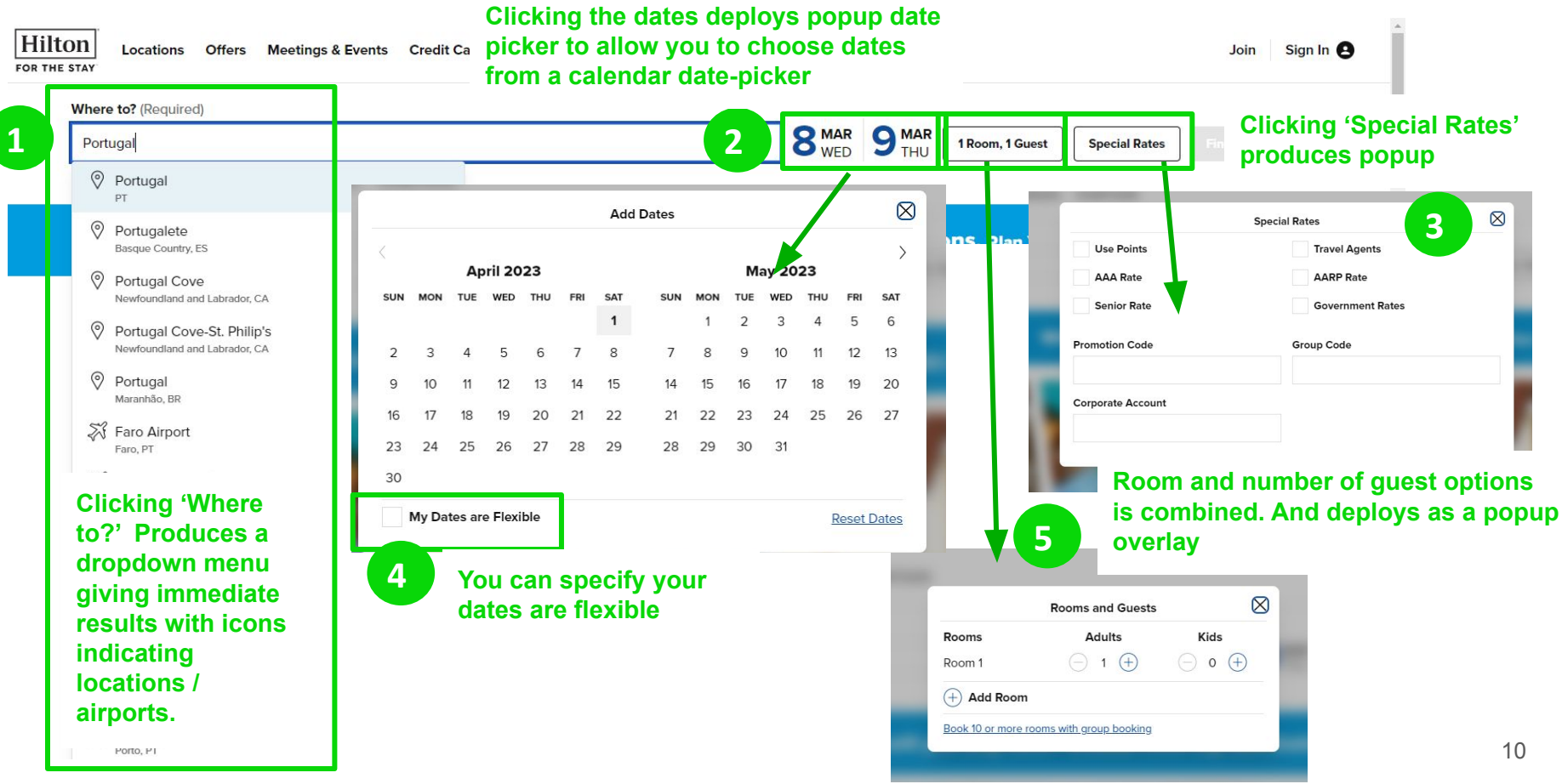
Navigation (Hilton) - Bottom navigation

1

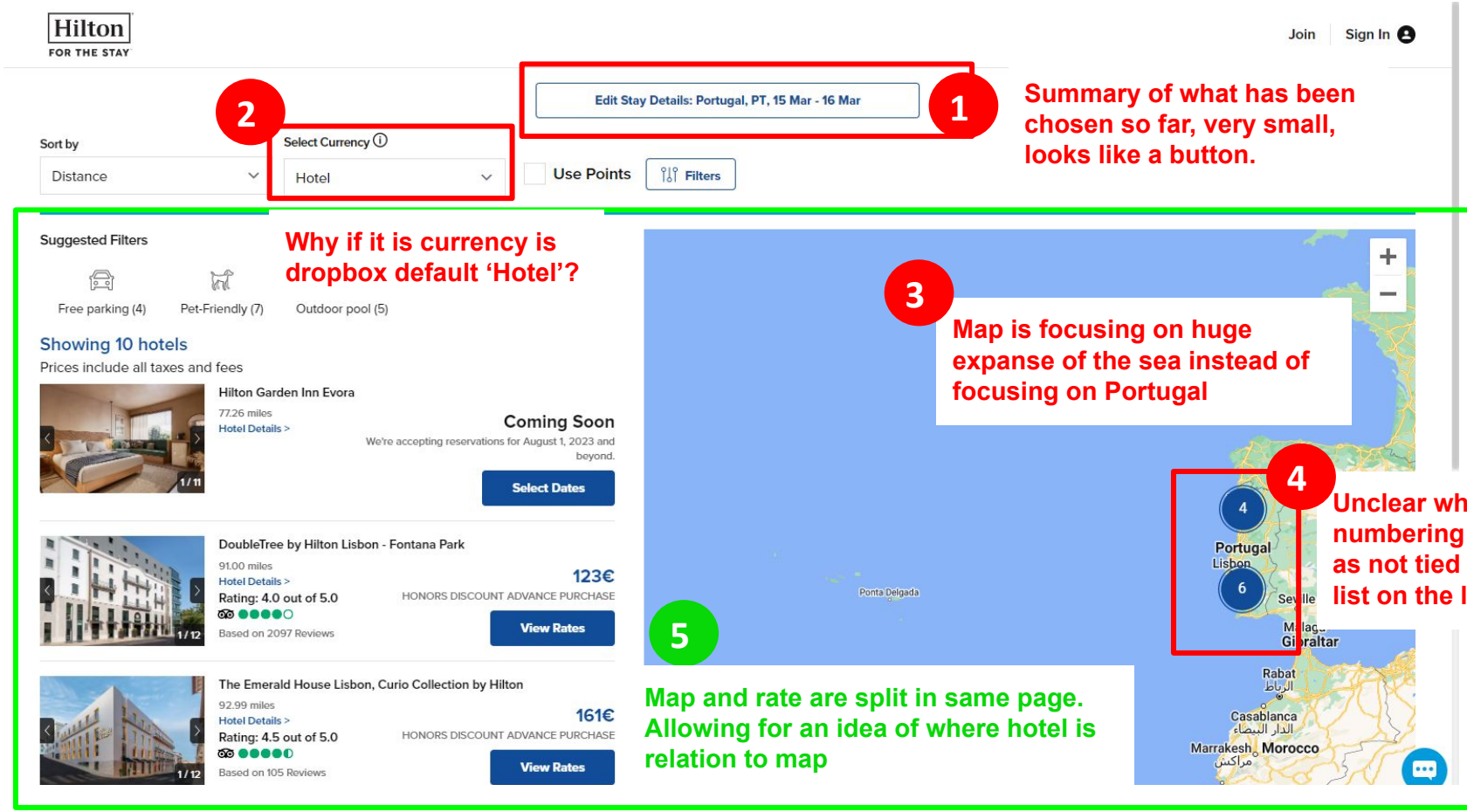
More extensive menu available at the bottom of the page with hotel listings by regions of the world.



Product Search (Hilton)

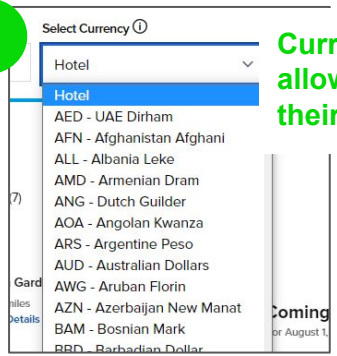


Hotel Selection (Hilton)



Product Search - Filters (Hilton)

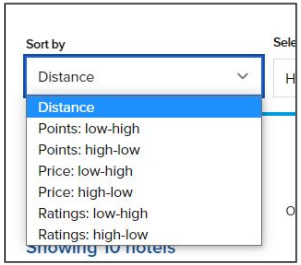
1



Currency dropdown allows user to choose their currency of choice

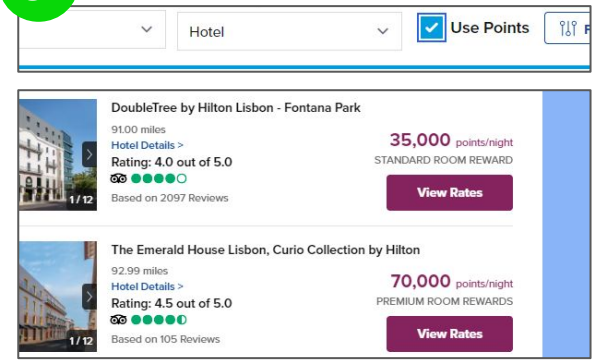
2

Sort filter lets you choose how you want hotels listed



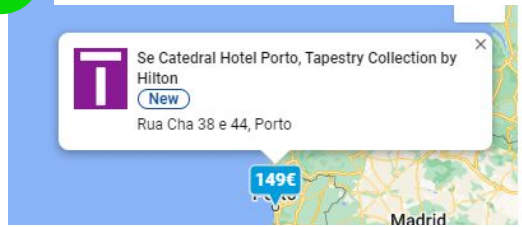
3

There's a button that lets you toggle between point use and currency.

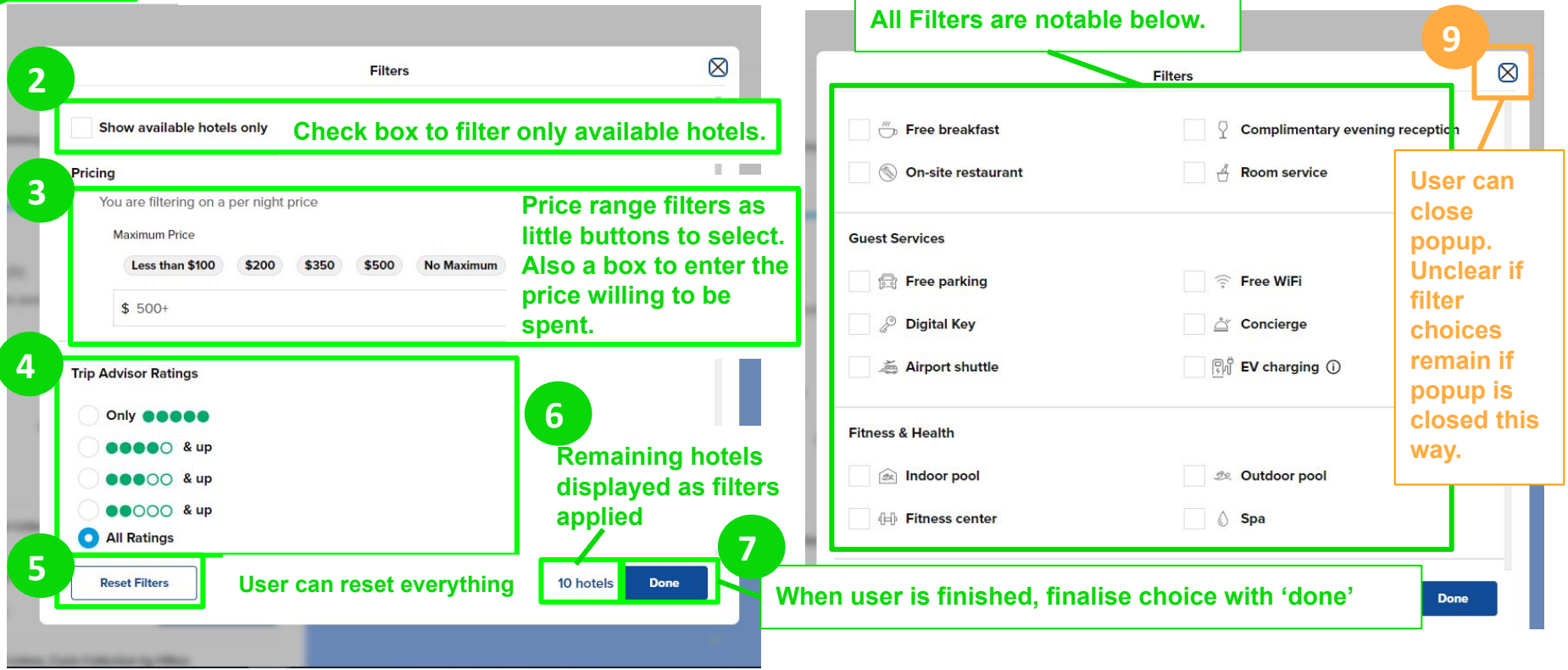


4

Popup shows details of hotel.



Product Search - Filters (Hilton)



Product Search - Room Selection (Hilton)

1

Your Stay | Wed, Mar 15 – Thu, Mar 16, 2023 (1 night) | 1 room for 1 adult | Edit Stay

Summary at top of room is bigger and more noticeable. Possible to edit stay here.

Step 1 of 3

Select a Room

3

Amount of empty space on top half of page makes the page look scattered

4



The Emerald House Lisbon, Curio Collection by Hilton
Rua das Janelas Verdes 130 Lisbon, 1200-690 Portugal
Hotel details >

Hotel picture and address floating off to the right. Something off about its positioning.

Your stay with Curio Collection by Hilton includes

2

✓ Free WiFi ✓ Non-smoking rooms ✓ On-site restaurant ✓ Fitness center

Amenities at a glance

5

Option to select connecting room

Special Rates | Connecting Rooms | Use Points & Money

We found 6 rooms for you.

Prices include all taxes and fees, in EUR€

6



King Deluxe Room

Book From 161€



Twin Deluxe Room

Book From 165€

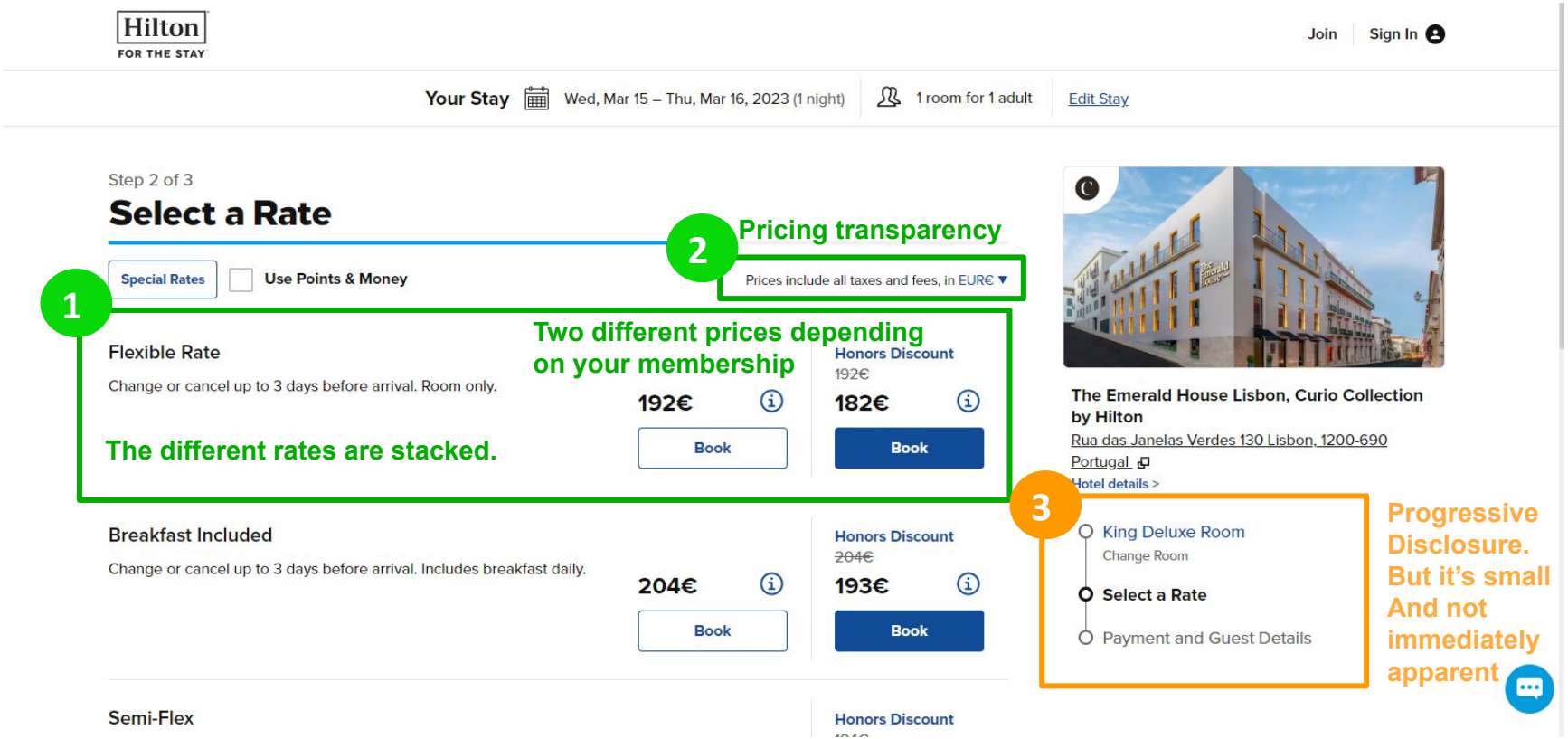


King Deluxe Room with Balcony

Book From 170€

Picture, title and button

Product Search - Room Selection (Hilton)



Checkout (Hilton)

Hilton FOR THE STAY

Language English | Find Stay | Join | Sign In

Your Stay | The Emerald House Lisbon, Curio Collection by Hilton | Thu, Nov 14 – Thu, Nov 21, 2024 (7 nights) | 1 room for 2 adults | Edit Stay

1

The stage of the booking process is tiny. Hard to read

Step 3 of 3

2

Payment and Guest Details

Total for stay 1,725.99€

Show price details

Total room charge 1,669.99€

Total taxes 56.00€

Price breakdown. Top of page

3

Guarantee and Cancellation Policy

Book now, pay later

There is a credit card required for this reservation. **Free cancellation before 11:59 PM local hotel time on 11 Nov 2024.**

The hierarchy of information is scattered here.

All fields are required unless marked optional.

4

Payment

Card number

Month Year

Asking for card details before entering guest details. No CSV.



The Emerald House Lisbon, Curio Collection by Hilton

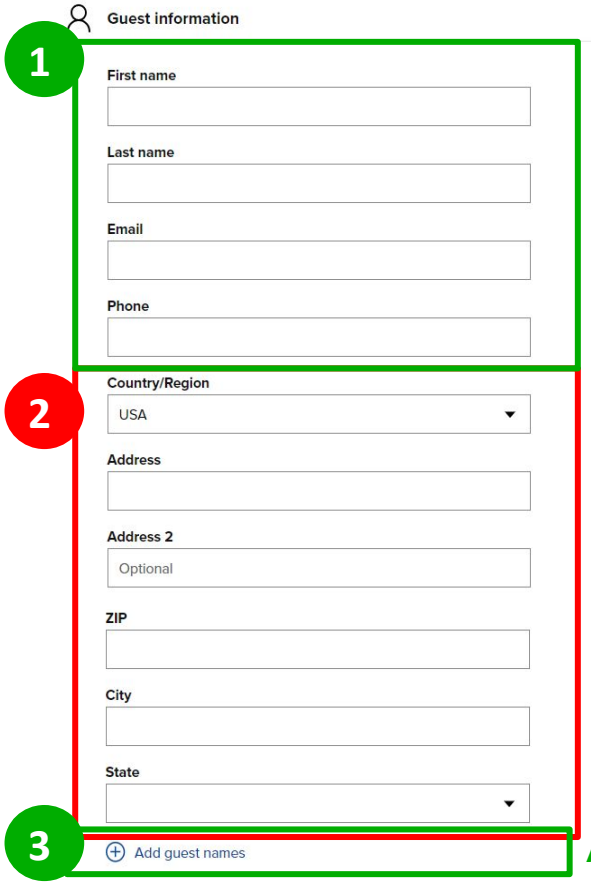
Rua das Janelas Verdes 130

Lisbon, 1200-690 Portugal

Hotel details >

- King Deluxe Room — Change Room
- Flexible Rate — Change Rate
- Payment and Guest Details

Checkout (Hilton)



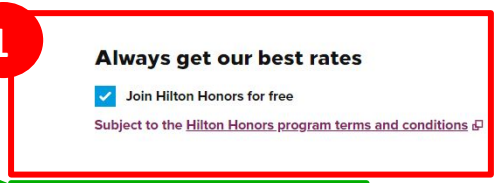
First name, last name, email, phone - all necessary information for a booking.

Asking for users home address. Why? Is it necessary? Hotel just trying to get users data and makes the page stretch on even more. Doesn't seem to be optional either.

Able to add another guest name at end of customer details form.

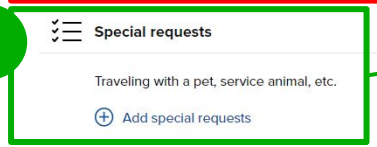
Checkout (Hilton)

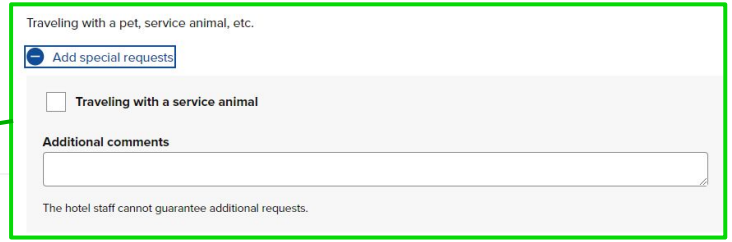
1



Option to sign up for the Hilton Honors program. But it's pre-checked. Not sure that's allowed with GDPR.

2





User allowed to add special requests. Like adding service animal.

3





Feels redundant to have this again.

4



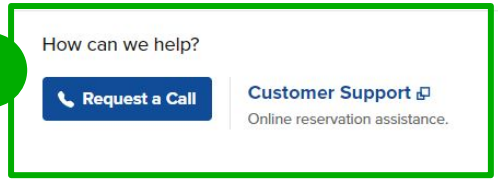
Terms and agreements laid out.



5

Why is this so tiny? Put at the bottom but not mentioned at the top with the pricing.

4



Customer support at end of page and close to the book reservation page in case customer needs to speak to someone.



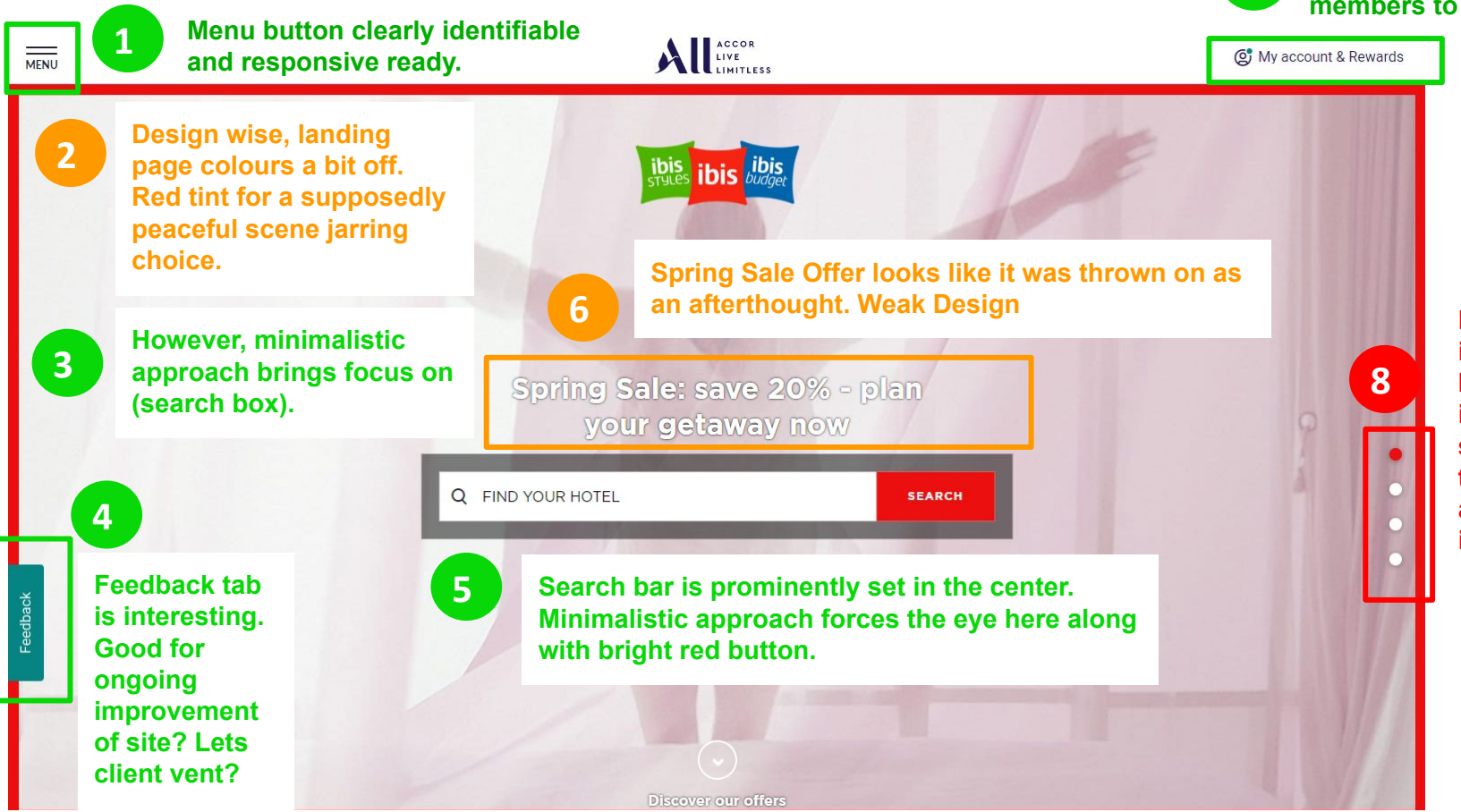


About

Ibis (or Ibis Red;stylised as ibis) is a French brand of economy hotels owned by Accor. Created in 1974, Ibis became Accor's economy megabrand in 2011 with the launch of Ibis Styles and Ibis Budget. As of December 2019, there were 1,218 hotels under the Ibis brand (excluding Styles and Budget hotels), with 155,678 rooms in total[1] across 67 countries.

Source - Wikipedia (https://en.wikipedia.org/wiki/Ibis_(hotel))

Home Page (Ibis)



1 Menu button clearly identifiable and responsive ready.

2 Design wise, landing page colours a bit off. Red tint for a supposedly peaceful scene jarring choice.

3 However, minimalistic approach brings focus on (search box).

4 Feedback tab is interesting. Good for ongoing improvement of site? Lets client vent?

5 Search bar is prominently set in the center. Minimalistic approach forces the eye here along with bright red button.

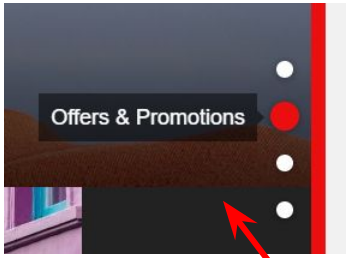
6 Spring Sale Offer looks like it was thrown on as an afterthought. Weak Design

7 Account Log-In is clear for existing members to sign in.

8 Home page is actually broken down into four sections. But this is not apparent immediately.

Home Page (Ibis)

1 Tiled Grid approach for Offers & Promotions. Very cluttered with a scattered approach. Have no idea if this would work to pull people's interest.



2 Would not have been able to find this without accidentally clicking the slider buttons.

MENU

Give your loved ones the gift of travel with the ALL Gift Card. Redeemable in hotels throughout the UK.

New Openings and Refurbishments

Discover London

Offers & Promotions

SEARCH

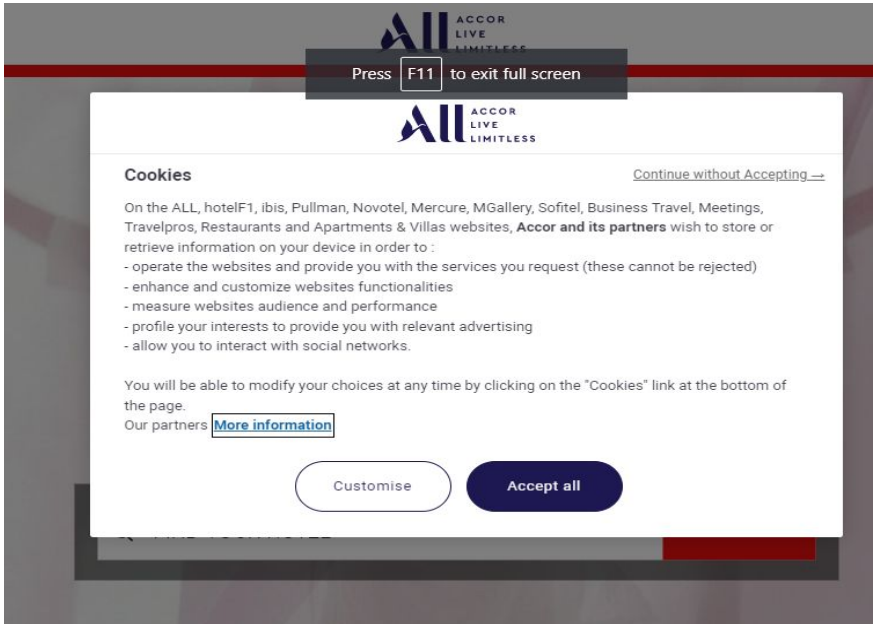
Feedback

Edinburgh
4 hotels
FROM £92*

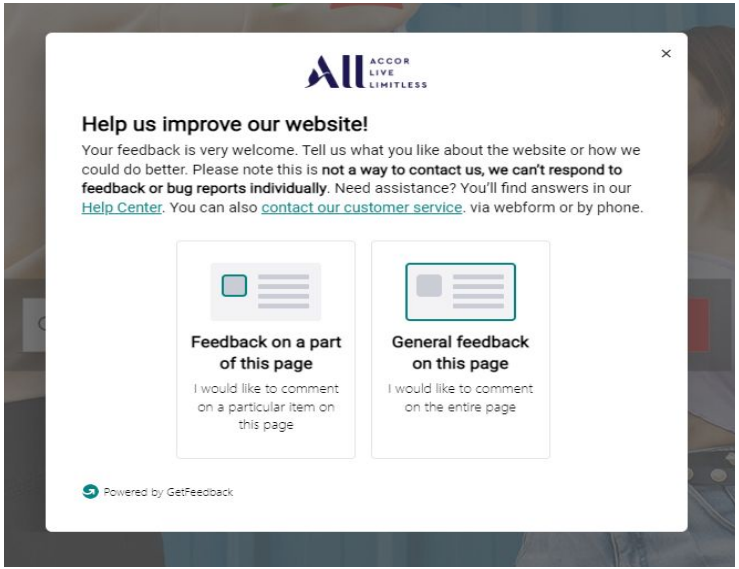
Den Haag
0 hotels
FROM £102*

3 Prefilled destination with a price but zero hotels. Bit weird and discouraging.

Home Page (Ibis) / Pop Out Notices

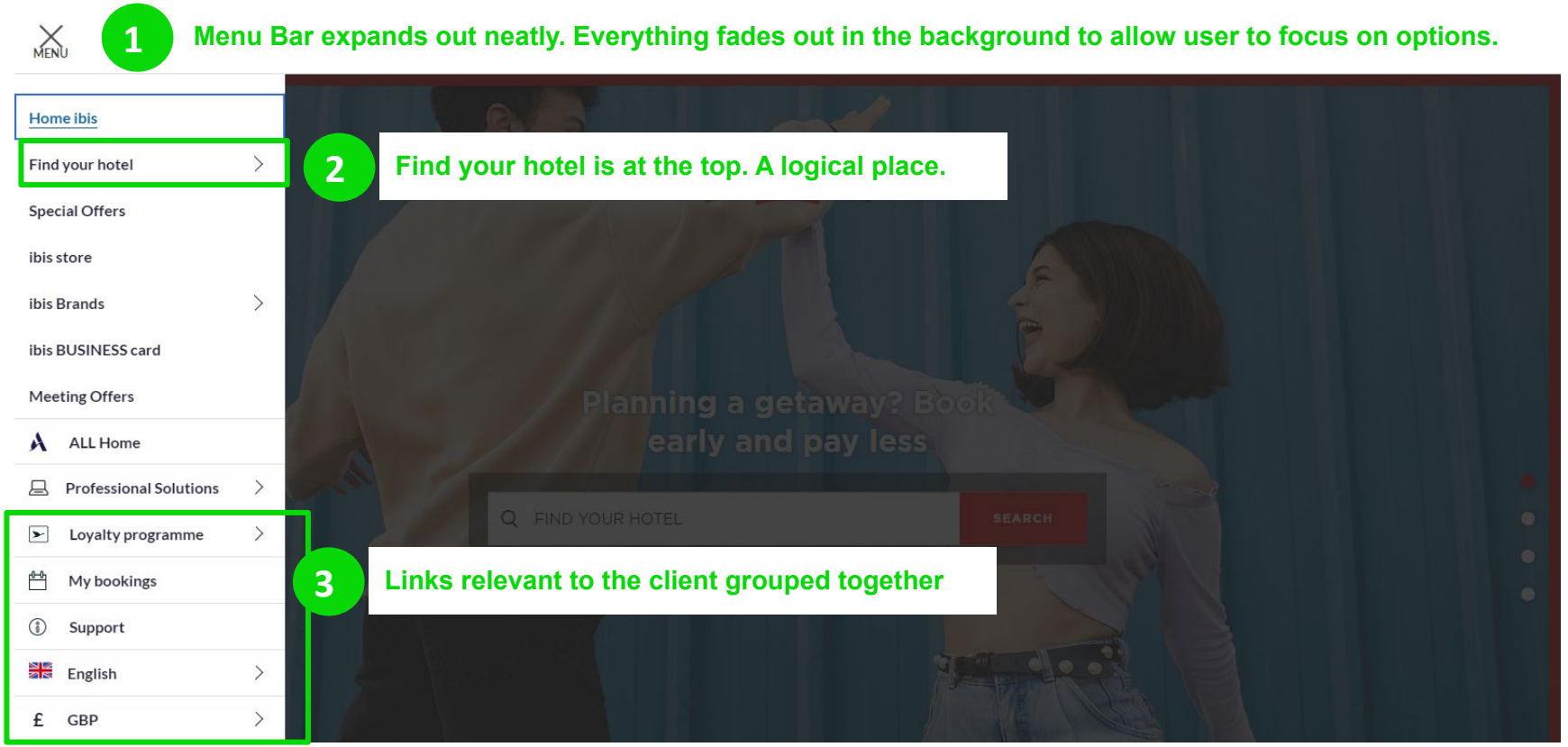


1 **Cookie popup took over entire page. So irritating when you're in a rush.**



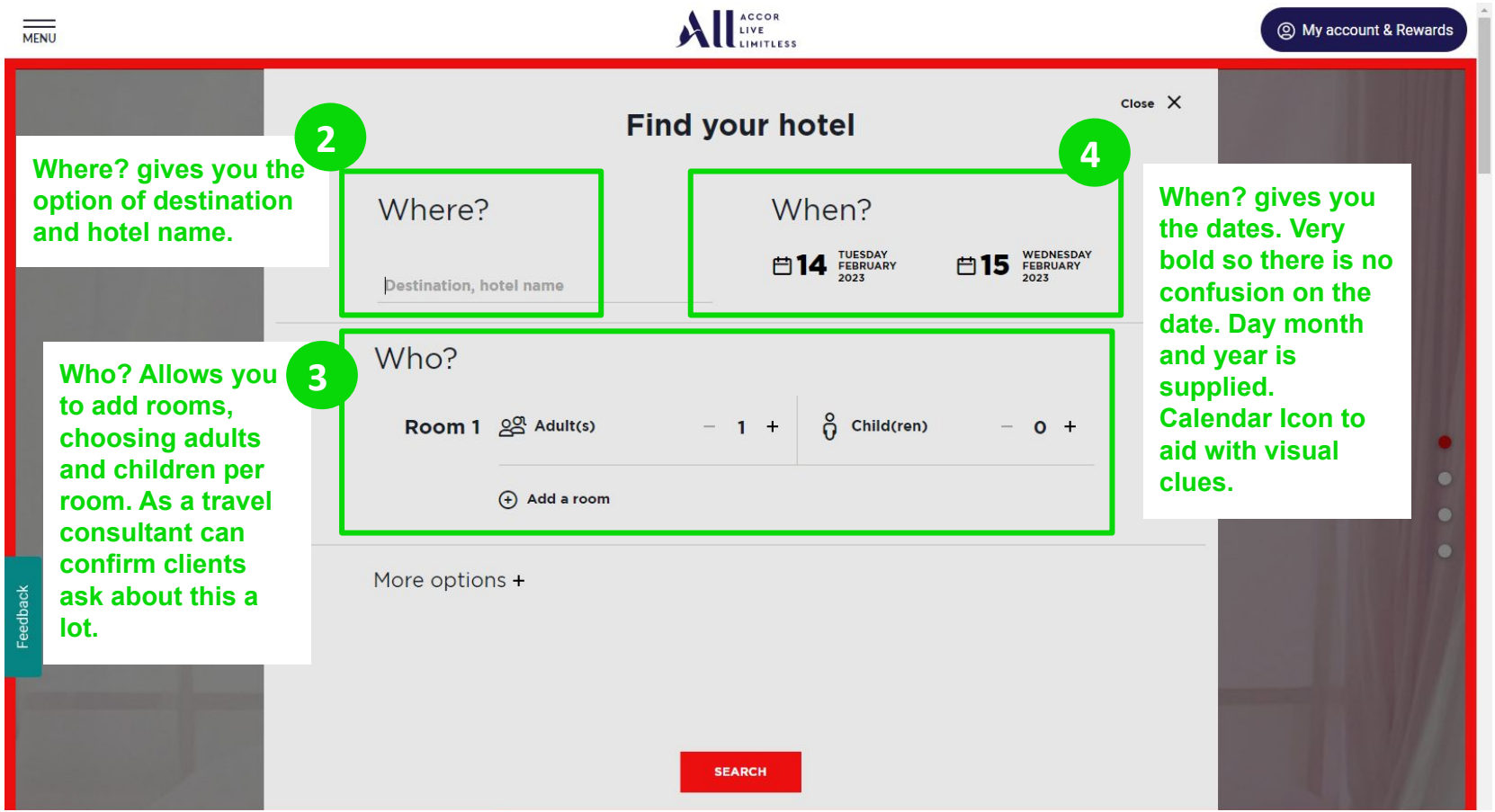
2 **Feedback tab pop up allows clients to give feedback on part of the page or general feedback.**

Navigation (Ibis)

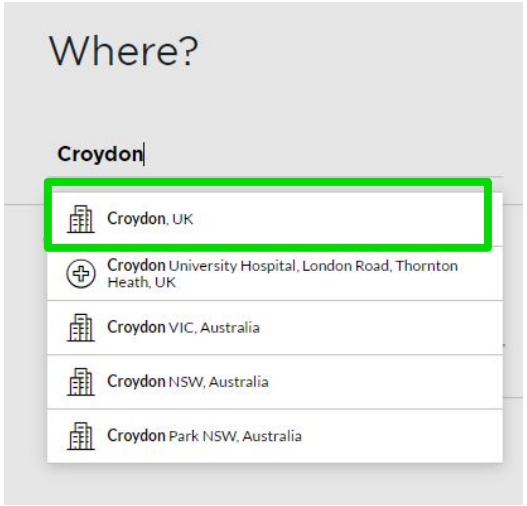


Product Search (Ibis)

1 Overall Observation: Search box expands. Titles make it clear. Where? When? Who? Background fades out to allow focus on the search.



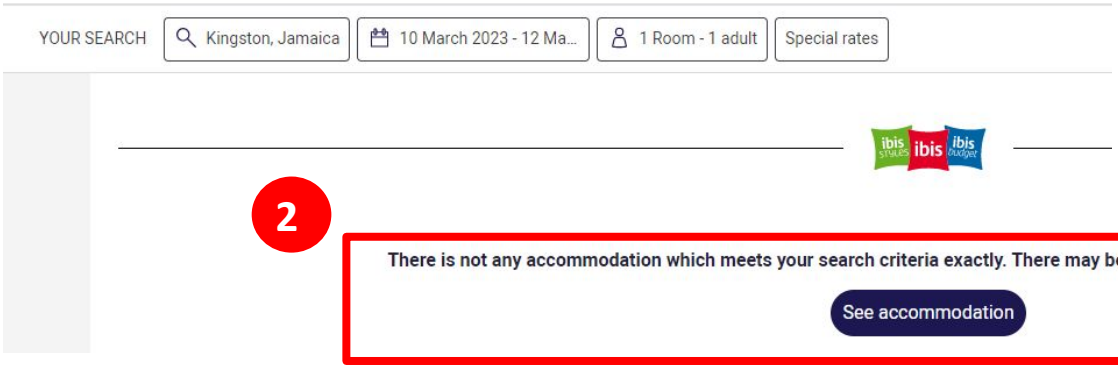
Product Search (Ibis)



1

Focusing on the Where? Section. It had no trouble identifying a location I put in 'Croydon' and chose the specific area closest to me. The next options were Australia. A logical progression.

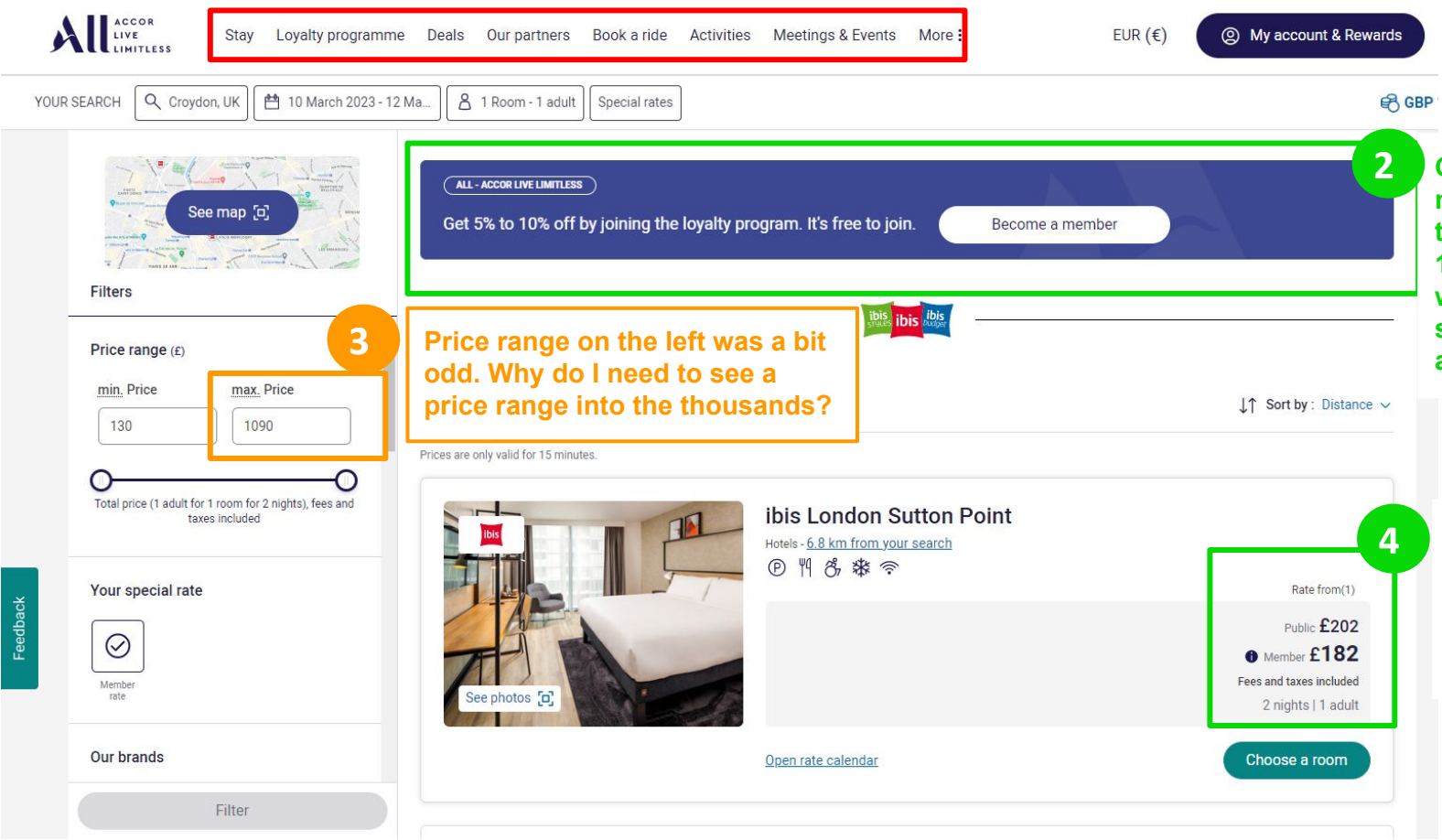
Tested again. Chose Kingston, Jamaica and though it accepted my search, it threw back 'no results' and suggested 'See Accomodation' - indicating that more accommodations of interest would be nearby. This resulted in it loading for a second and then giving me no results again. A deadend / painpoint.



2

Hotel Selection (Ibis)

1 Menu here seems self indulgent. What does 'Stay' mean?

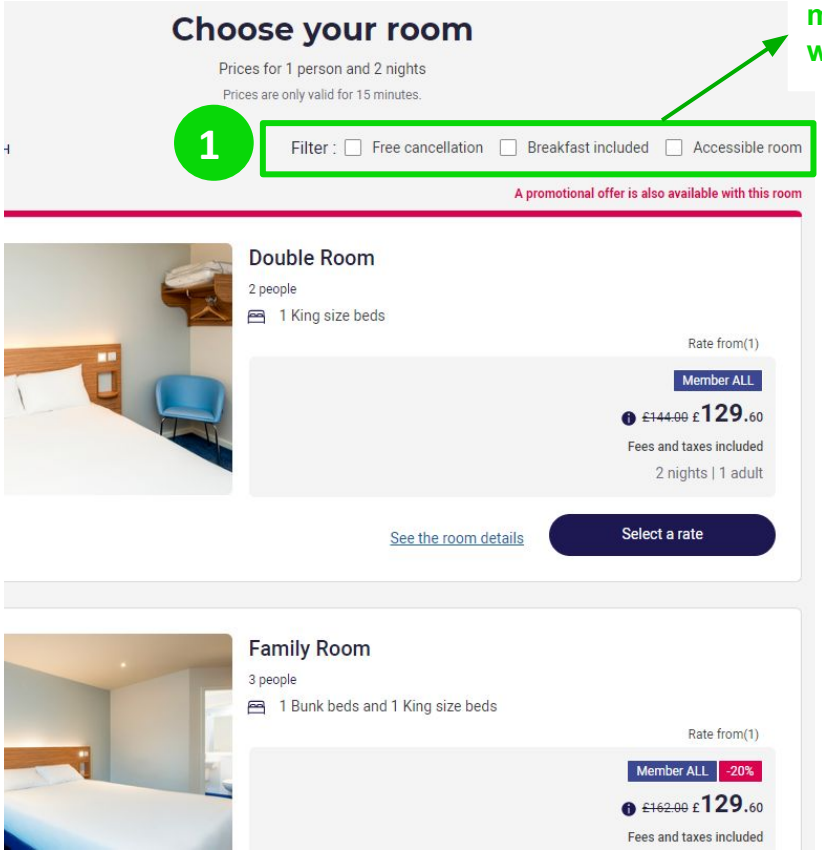


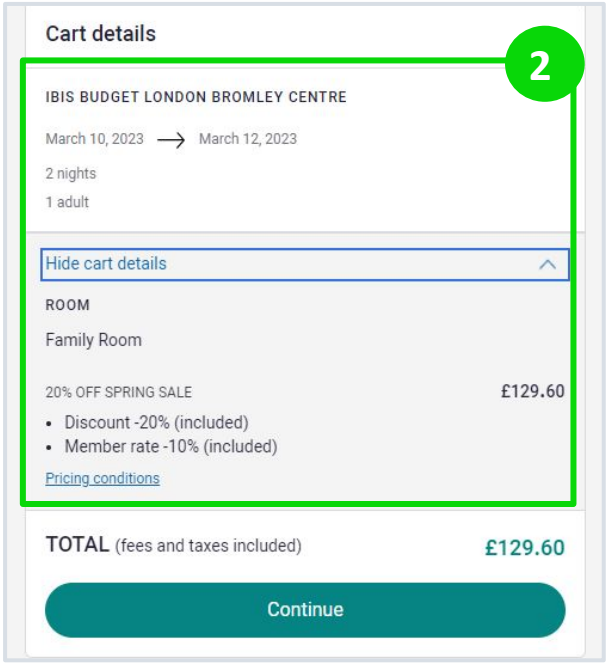
Call to action nicely located at the top with a 10% off offer just when people are seeing the prices available.

Prices (two different rates) and summary included here clearly.

Room Selection (Ibis)

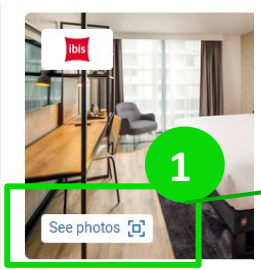
The filters are spot on. Usually these are the things clients ask me about as a travel consultant. Can I cancel? Can I have breakfast. I don't get many queries about accessabilities but with a disabled mum this is something I would appreciate if I was arranging travel with her. It's something that is sometimes overlooked.





The price breakdown is on the right prominently with full breakdown and terms and agreements.

Product Search (Ibis) - Filters



1

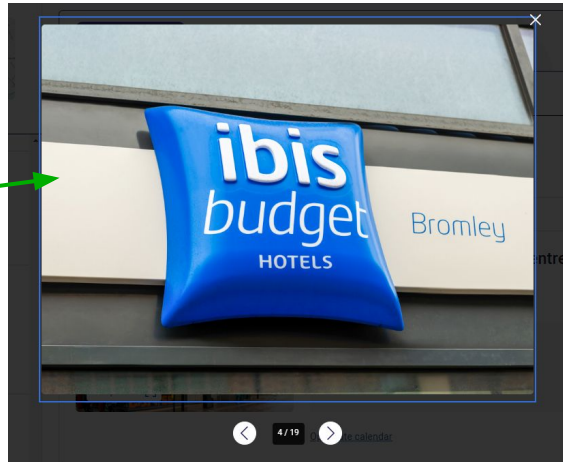


Photo gallery was an overlay, allowing you to focus on the photos easily and scroll through without leaving the page.

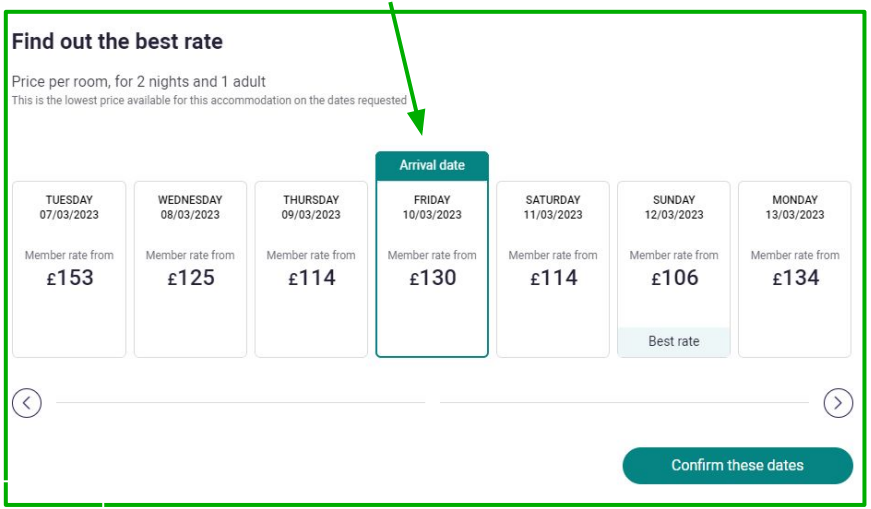


Hotels - 6.8 km from your se

Open rate calendar

2

Rate calendar a very nice feature. People who are flexible with their dates would appreciate this as it allows them to get the very best price.

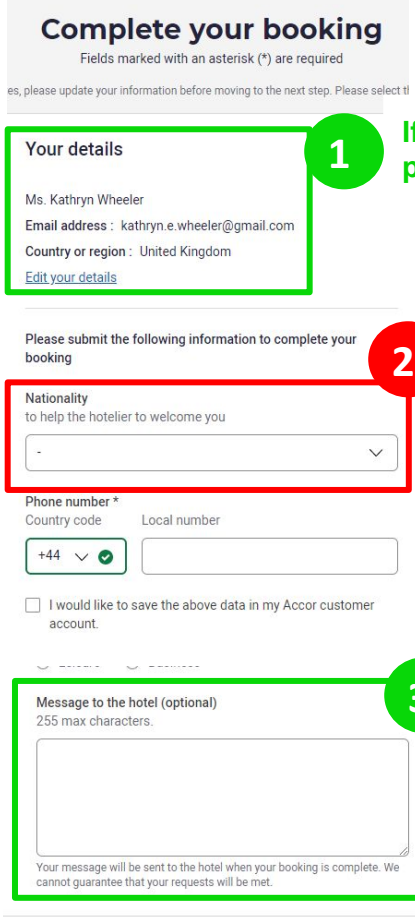




3

Filters broken down into useful categories. Surprisingly not overwhelming due to the layout. Categories included Tripadvisor ratings, parking, shuttle, pet friendly and family friendly.

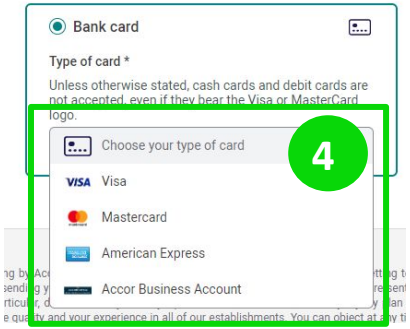
Checkout (Ibis)



If you're signed in, it prefills this part for you.

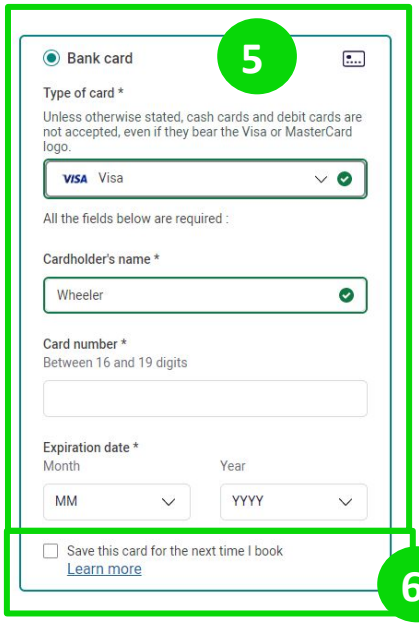
Asking for nationality baffling. Trying to see the necessity of this question which was not optional. As a travel consultant, I'm familiar with having to enter this for flights (due to crossing borders) but hotels cater to guests already in the country. Very off putting.

Able to leave a message with the hotel.



Paying was a relatively smooth process. You are presented with a single option. Bank card with three main card types and membership card.

Note: Did not see option to pay like google wallet.



Entering card details clean and precise without too many entries to fill.

Able to save card details. Useful if frequent customer.



About

Marriott is the largest hotel chain in the world by the number of available rooms. It has 30 brands with 8,000 properties containing 1,423,044 rooms in 131 countries and territories.[1] Of these 8,000 properties, 2,149 are operated by Marriott, and 5,493 are operated by others pursuant to franchise agreements.[1] The company also operates 20 hotel reservation centers.[1]

Source - Wikipedia (https://en.wikipedia.org/wiki/Marriott_International#:~:text=Marriott%20is%20the%20largest%20hotel,others%20pursuant%20to%20franchise%20agreements.)

Home Page (Marriott Hotel)

Two menus - One focused on the users account the other focus on selling Marriott's products

1

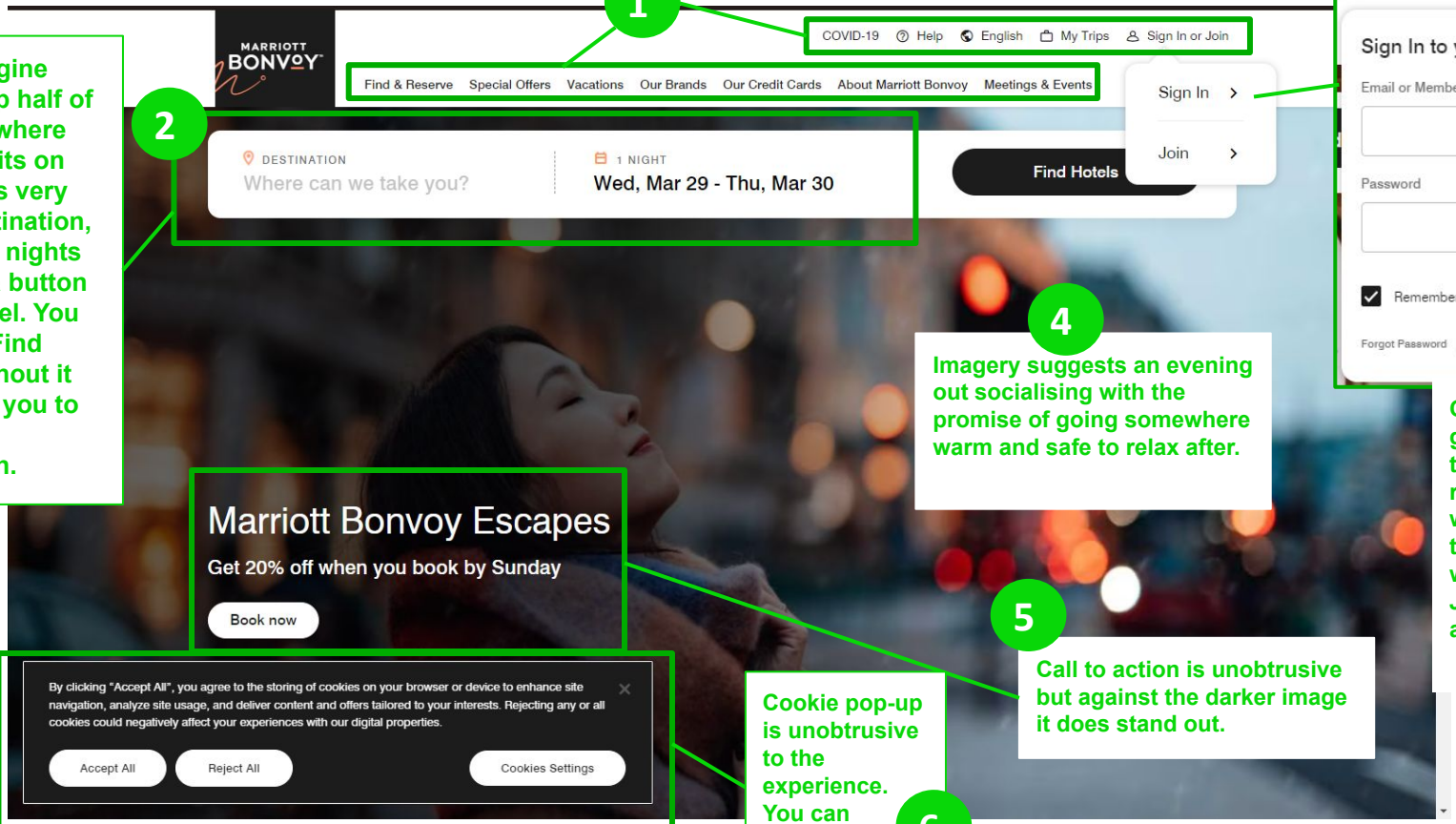
2

3

4

5

6



Search engine located top half of page just where the gaze sits on arrival. It is very clear. Destination, number of nights and then a button to find hotel. You can click Find Hotels without it punishing you to enter a destination.

Imagery suggests an evening out socialising with the promise of going somewhere warm and safe to relax after.

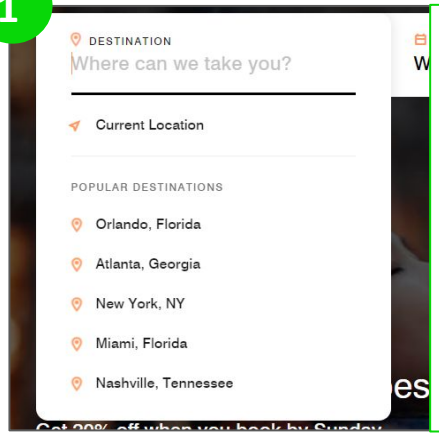
Clicking 'sign in' gives you a popup that allows sign in right there. This was consistent throughout the website. Clicking Join takes you to a new page.

Call to action is unobtrusive but against the darker image it does stand out.

Cookie pop-up is unobtrusive to the experience. You can choose to ignore it.

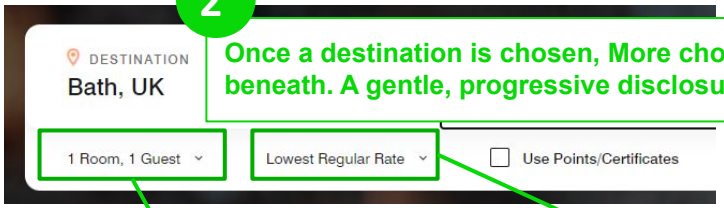
Product Search (Marriott Hotel)

1



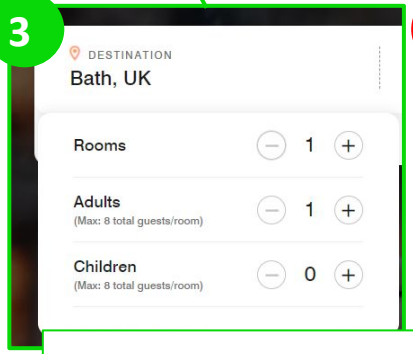
When using the search engine the drop down is clean and precise. Strong use of colour and font allows user to understand immediately their options. They can enter a location manually, choose their current location or choose from popular destinations.

2



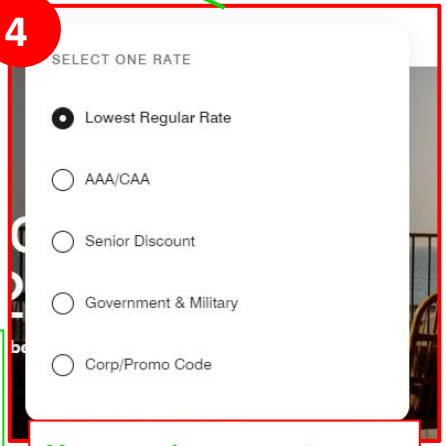
Once a destination is chosen, More choices appear beneath. A gentle, progressive disclosure

3



Choosing room and guest produces a popup. Number of rooms, adults and children can be adjusted. No obvious way to close it without clicking outside the box.

4



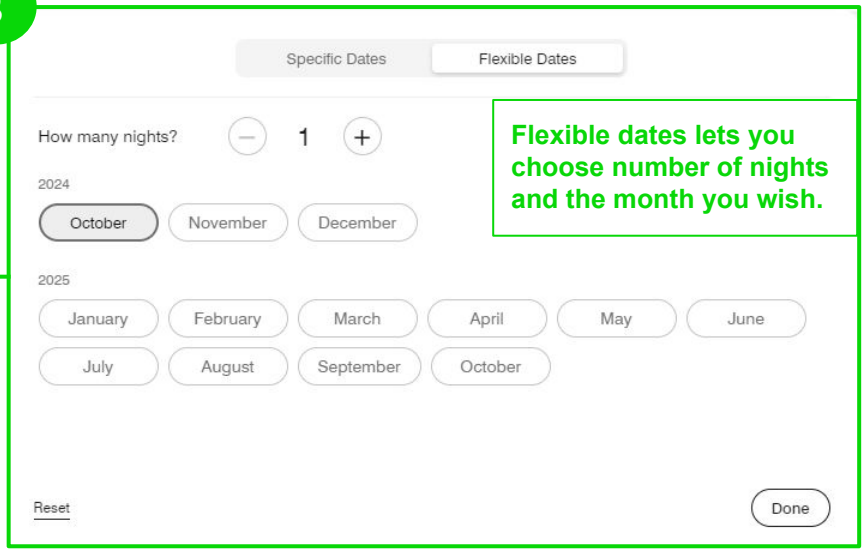
You can choose a rate Popup very difficult to close. Had to click Destination to make it shut.

Product Search (Marriott Hotel)

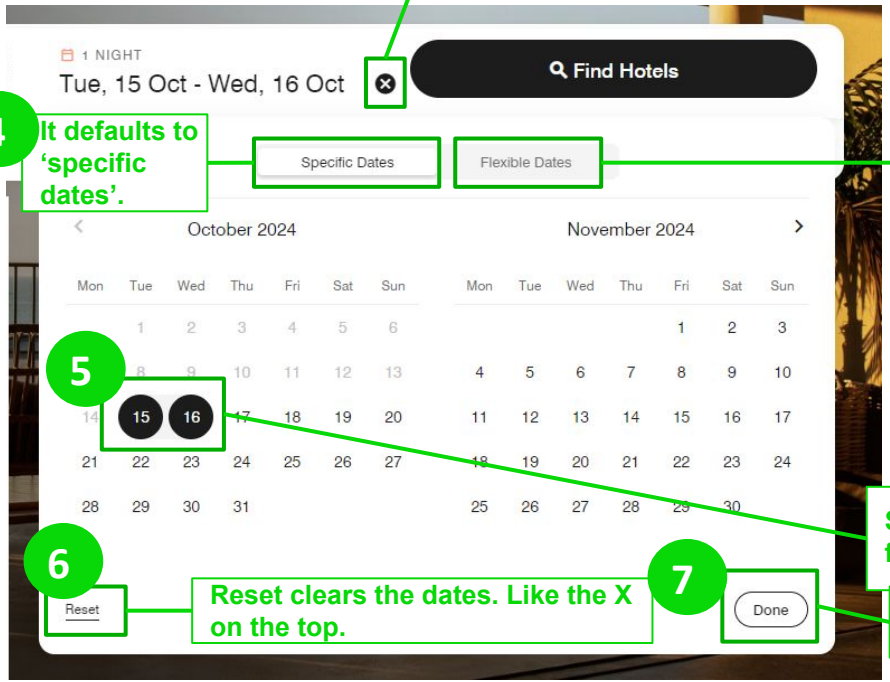
1 Clicking the date picker deploys a two month calendar.

2 Clicking the X empties the date box for a fresh entry

3



Flexible dates lets you choose number of nights and the month you wish.



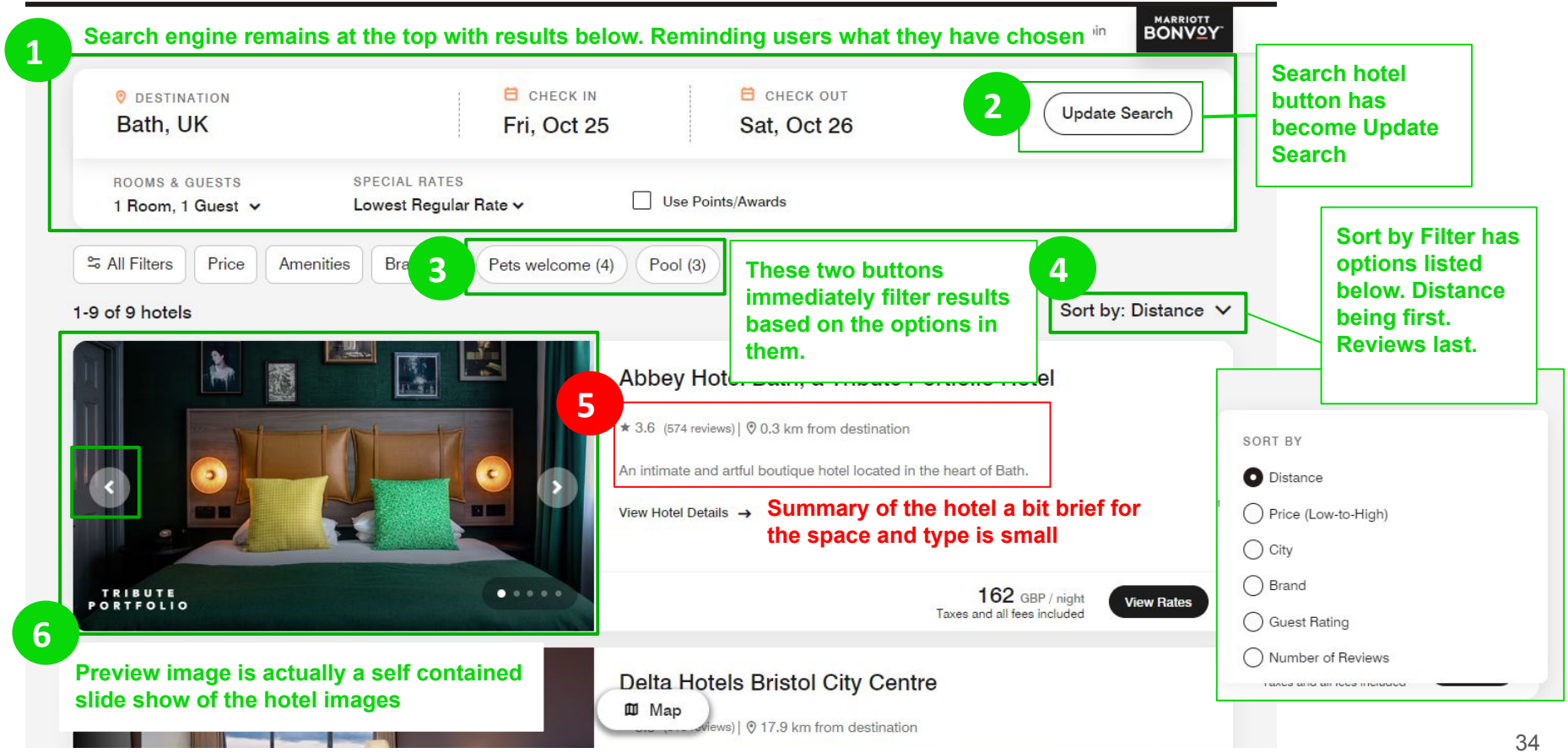
4 It defaults to 'specific dates'.

5 Selected dates indicated by dark filled circles and white text.

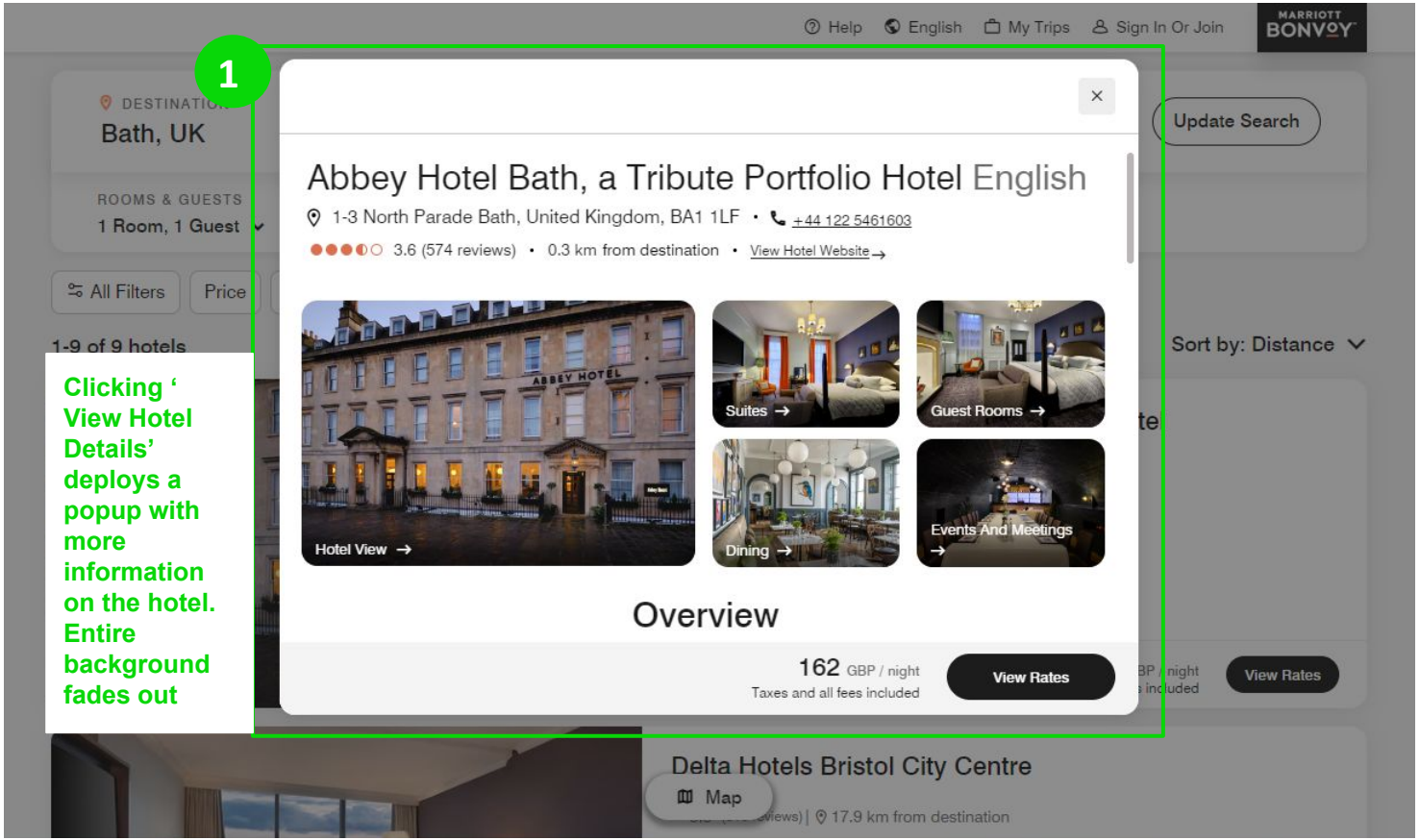
6 Reset clears the dates. Like the X on the top.

7 Clicking done closes the popup

Hotel Selection (Marriott Hotel)



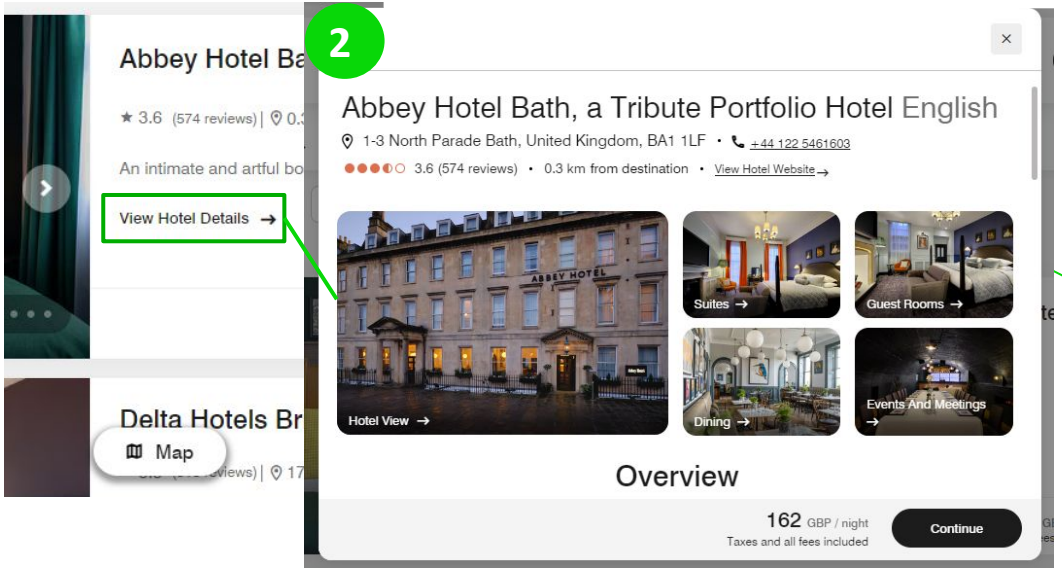
Hotel Selection (Marriott Hotel)

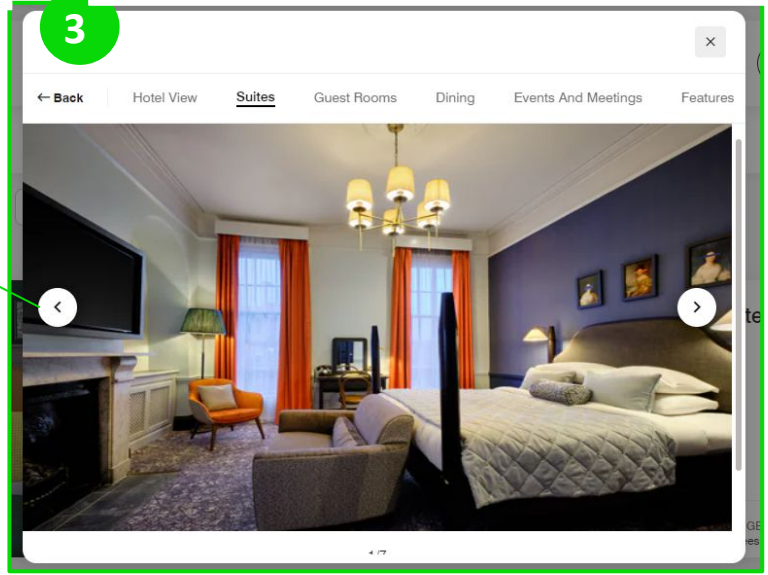


Hotel Selection (Marriott Hotel)

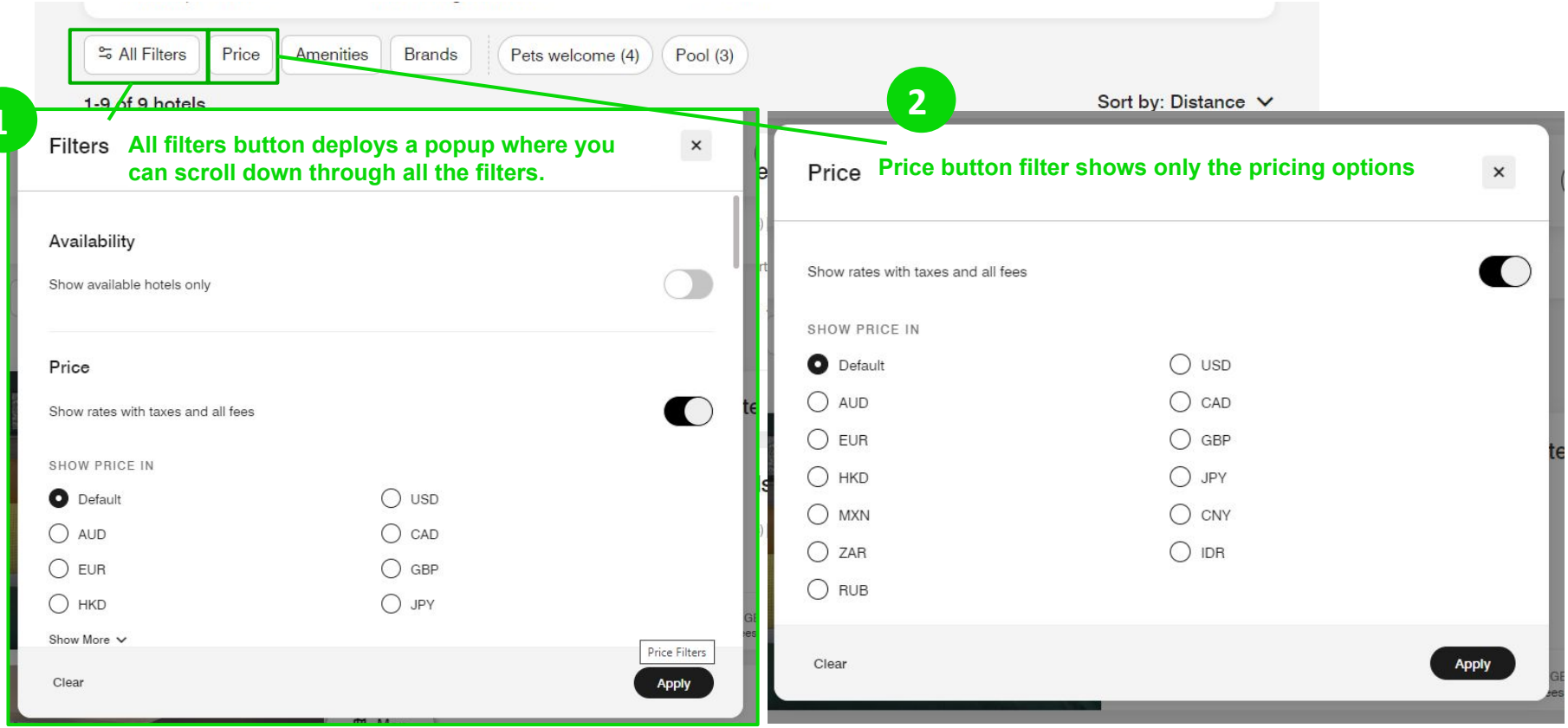
Information about hotel stays within the popup, letting user see everything within that space without losing their place in the booking process.

Image slideshow for each section of the hotels

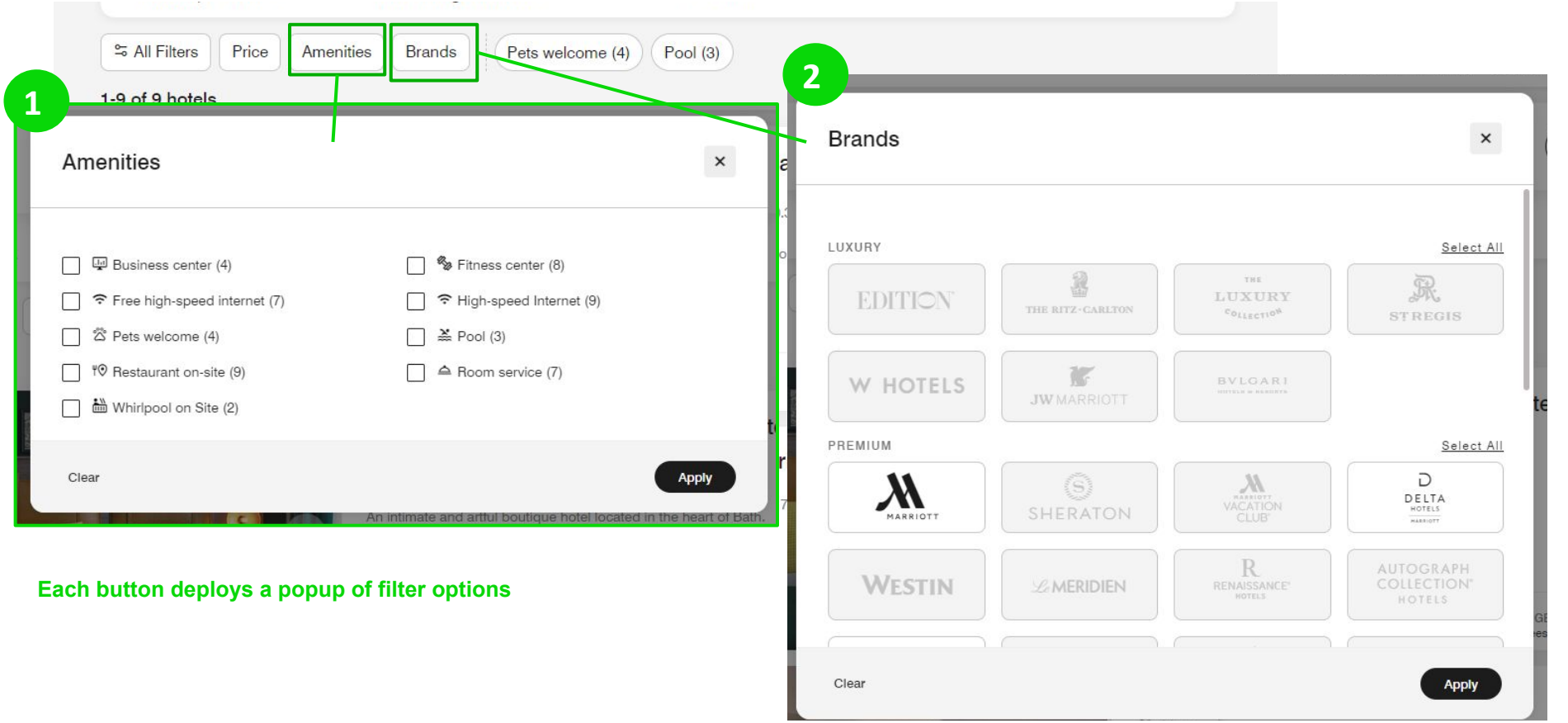




Filters (Marriott Hotel)

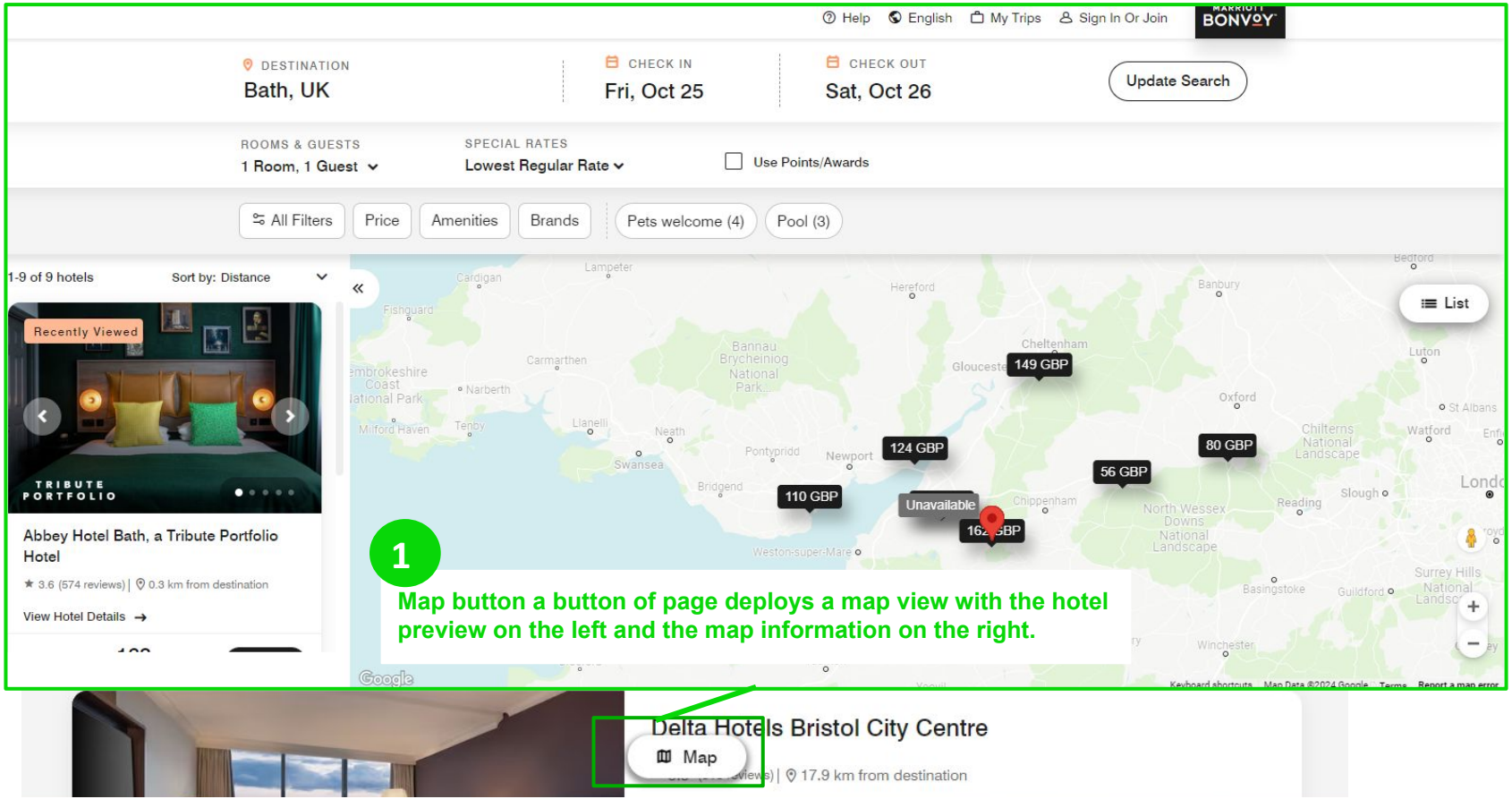


Filters (Marriott Hotel)

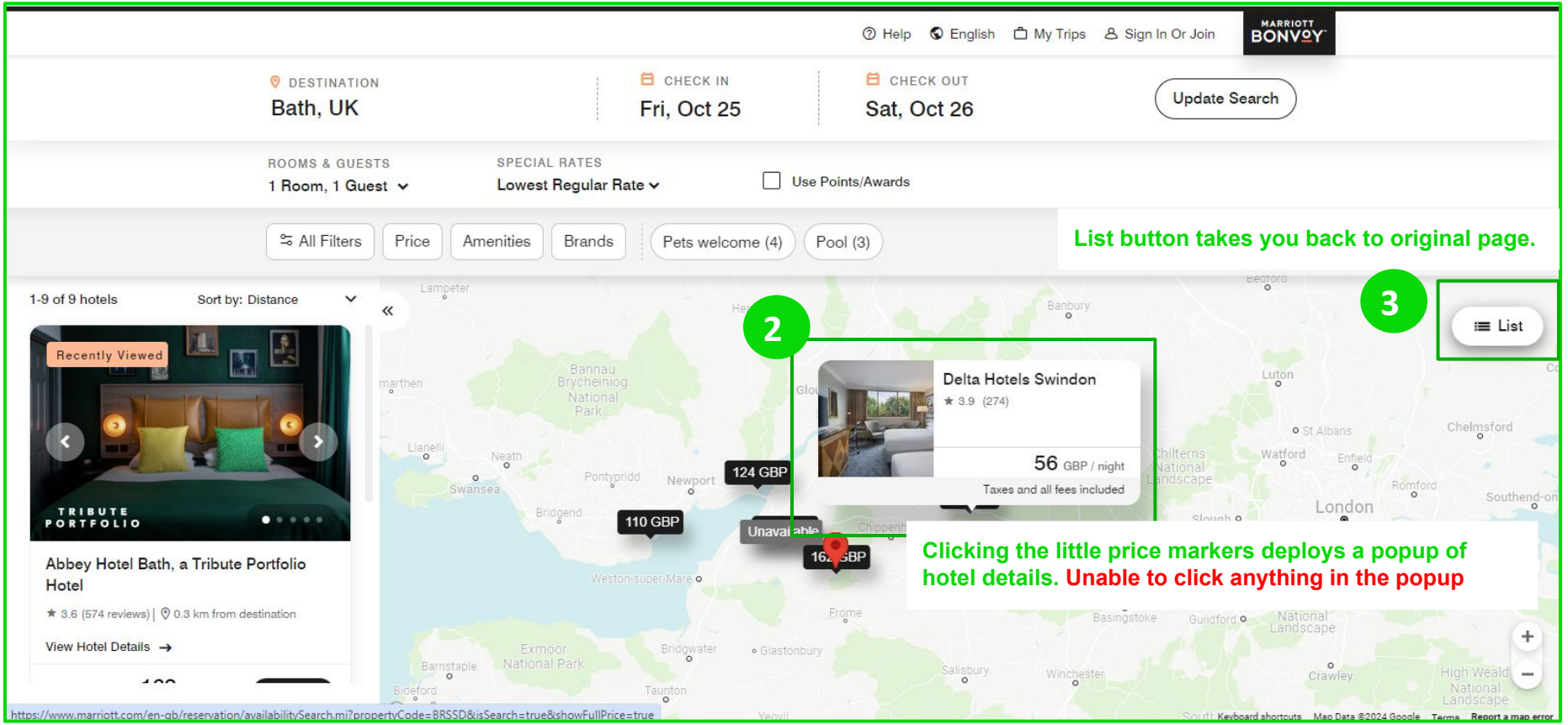


Each button deploys a popup of filter options

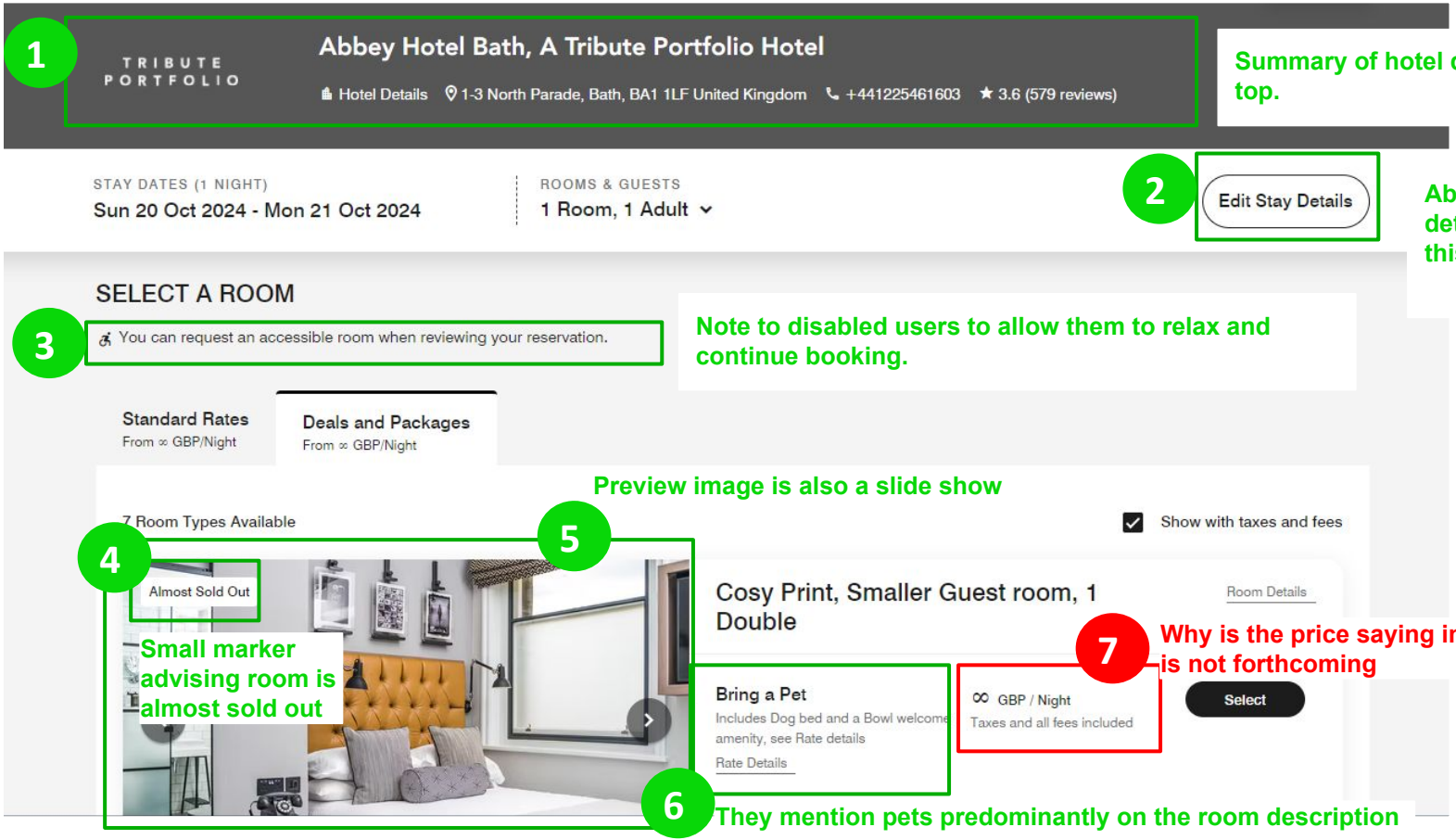
Hotel Selection- Map View (Marriott Hotel)



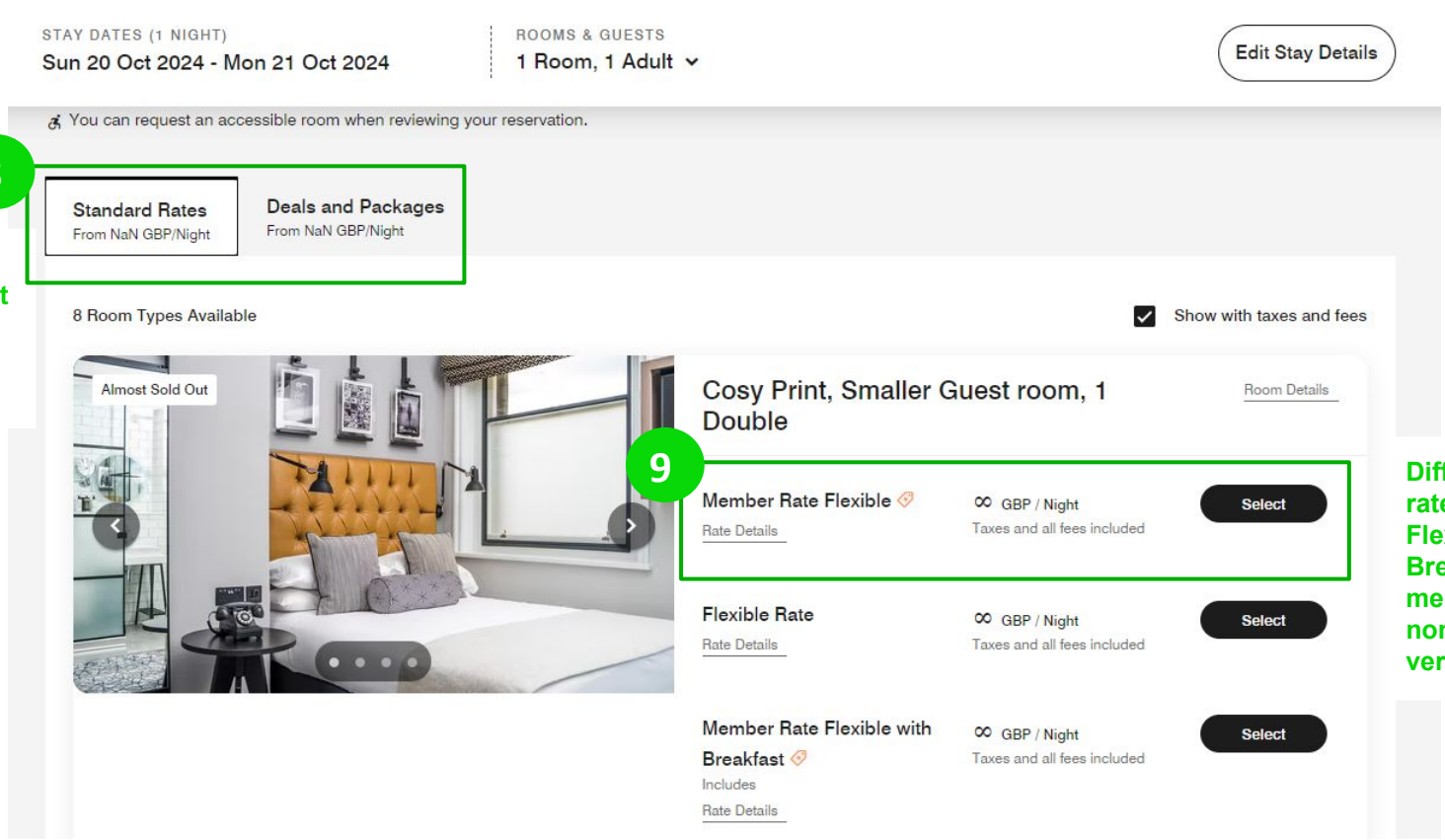
Hotel Selection- Map View (Marriott Hotel)



Room Selection (Marriott Hotel)



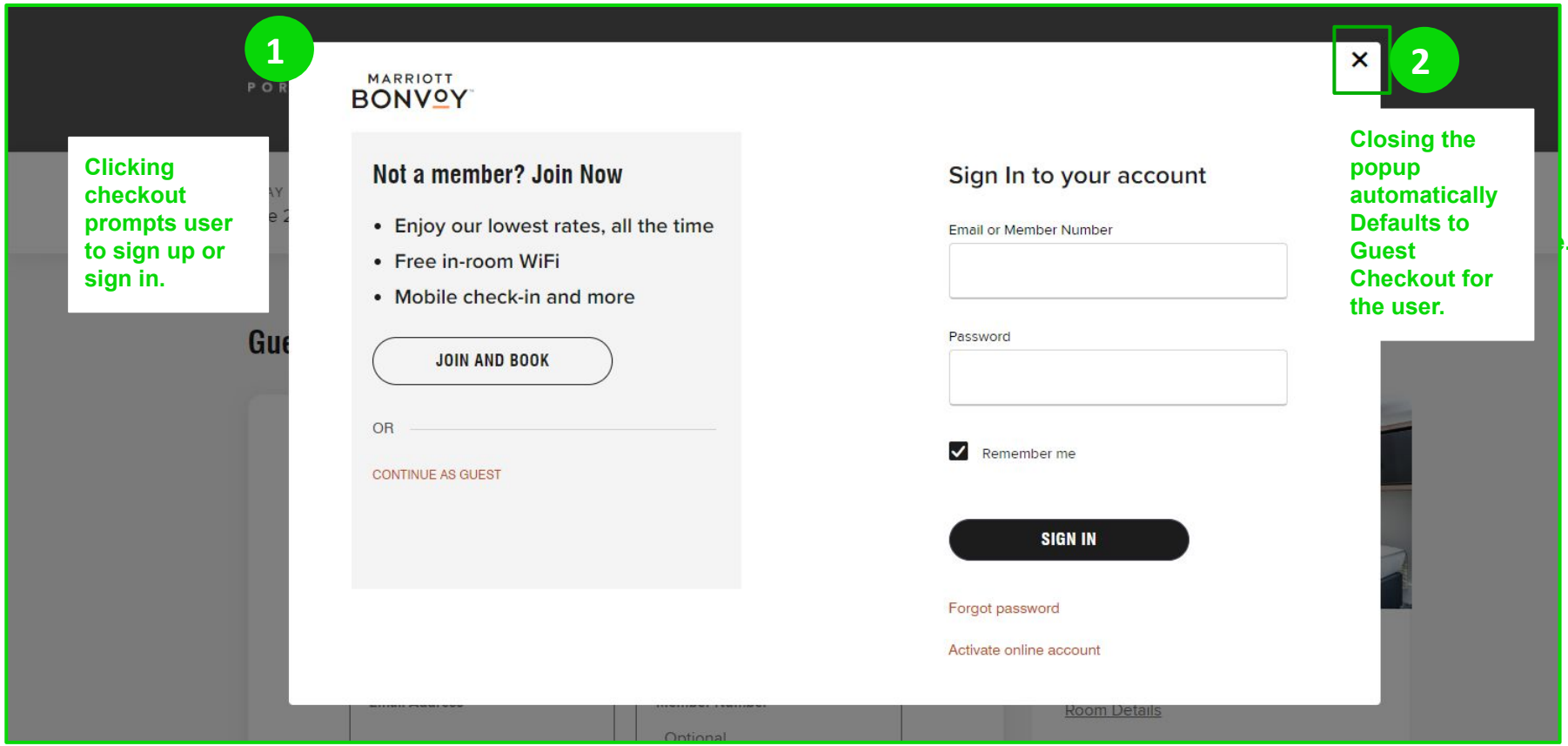
Room Selection (Marriott Hotel)



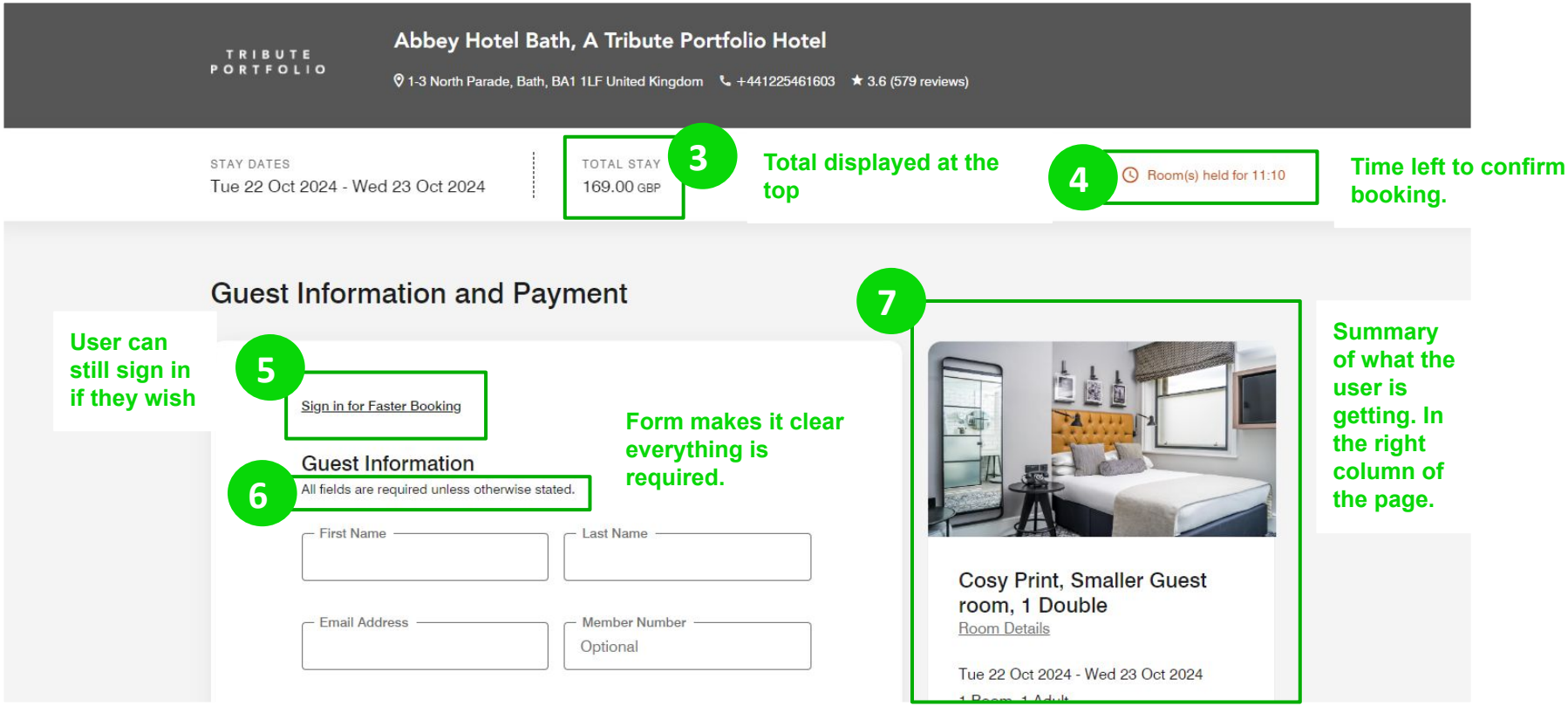
Two kind of rates as tabs at the top. Not specifying a price.

Different kind of rates available. Flexible / Breakfast with member and non-member versions

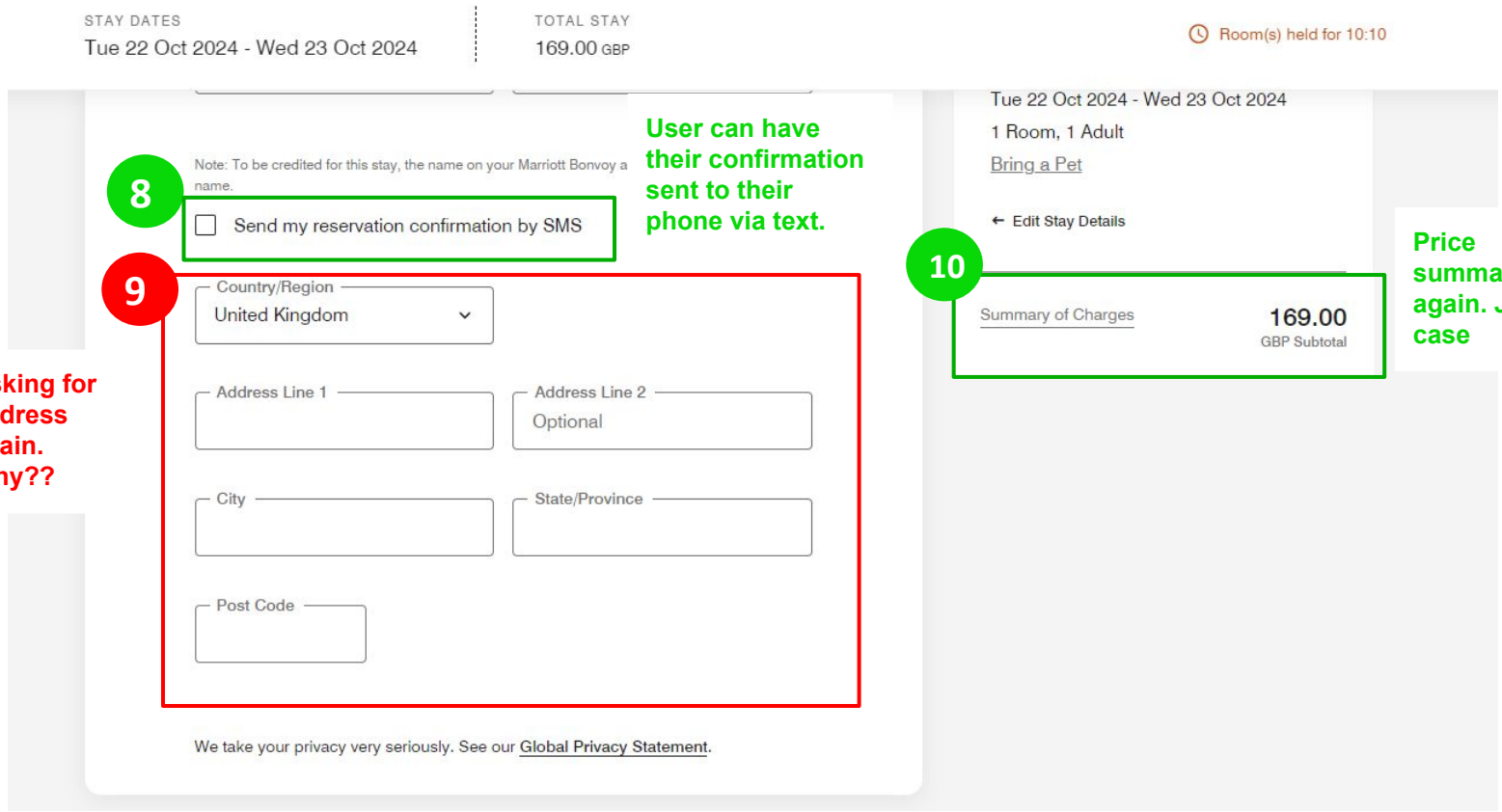
Checkout (Marriott Hotel)



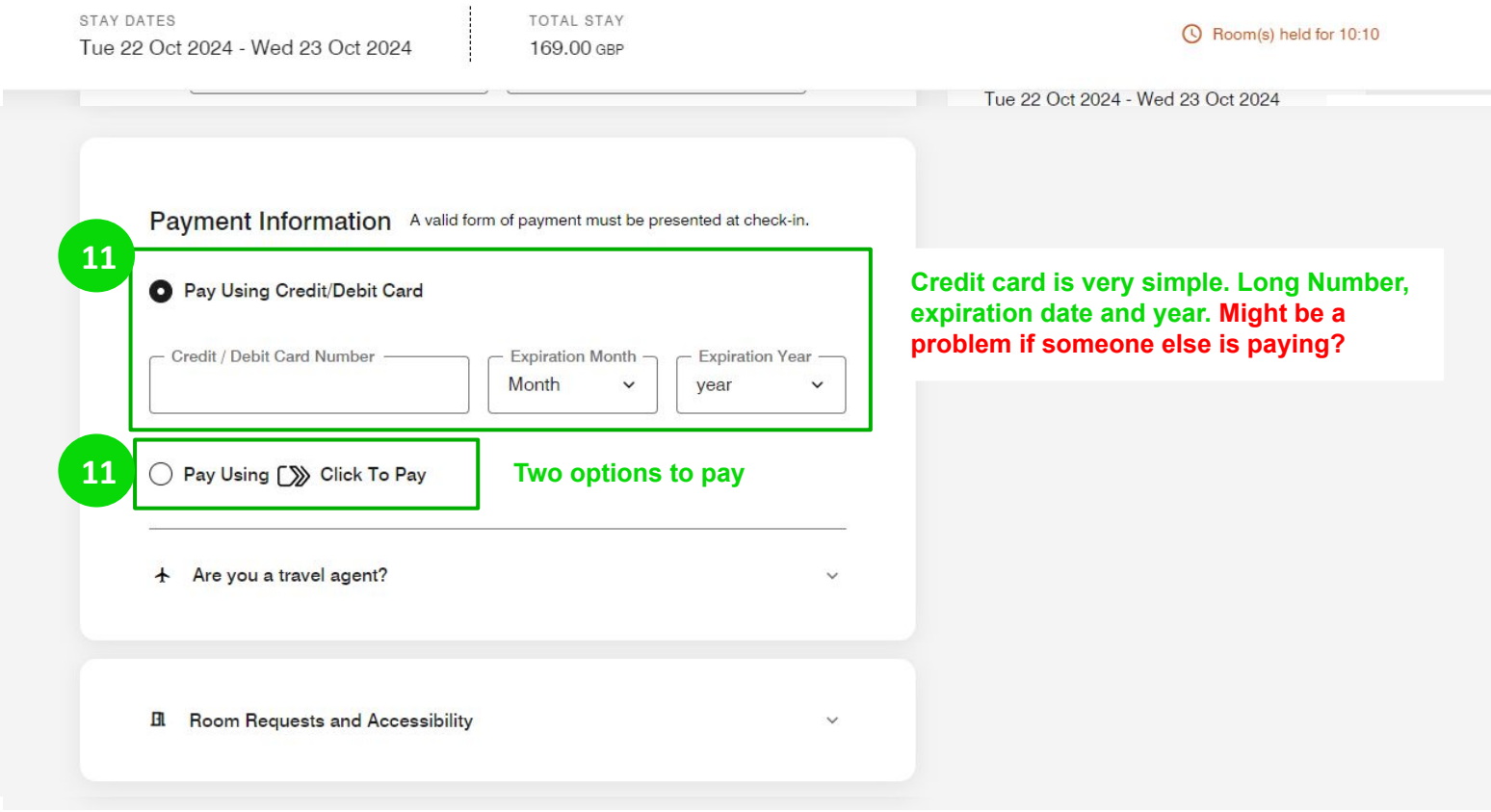
Checkout (Marriott Hotel)



Checkout (Marriott Hotel)

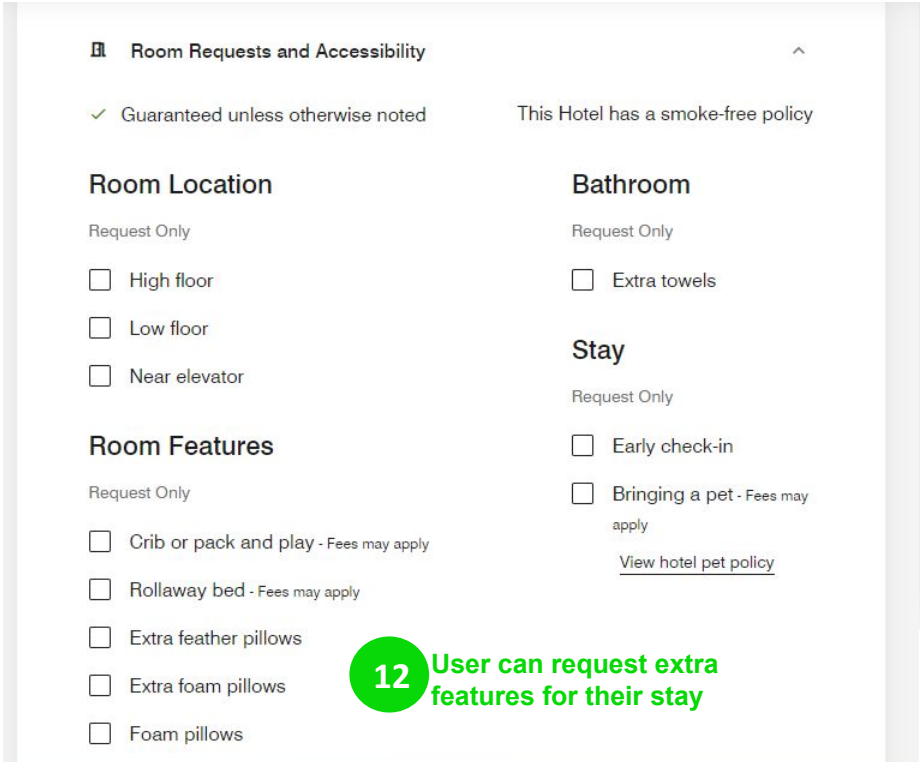


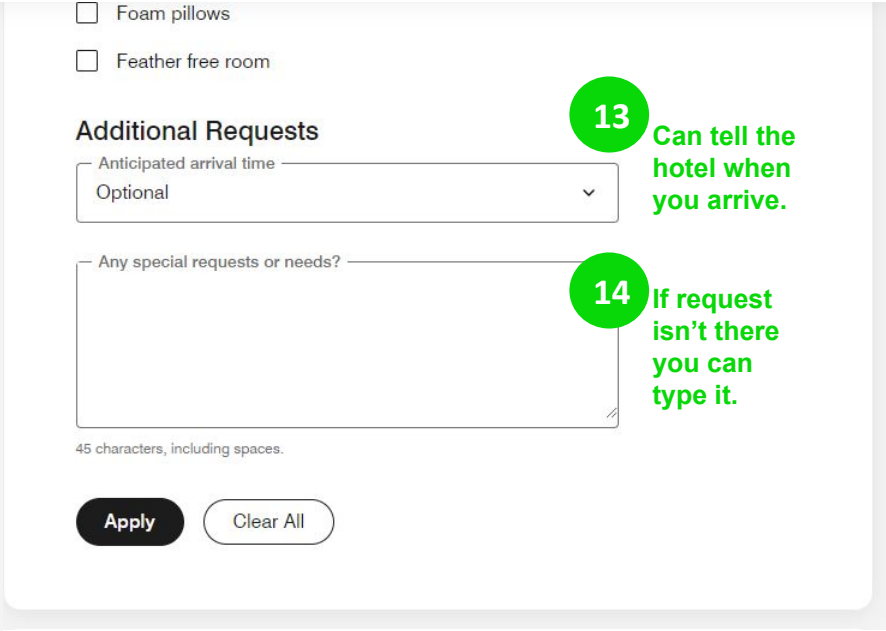
Checkout (Marriott Hotel)



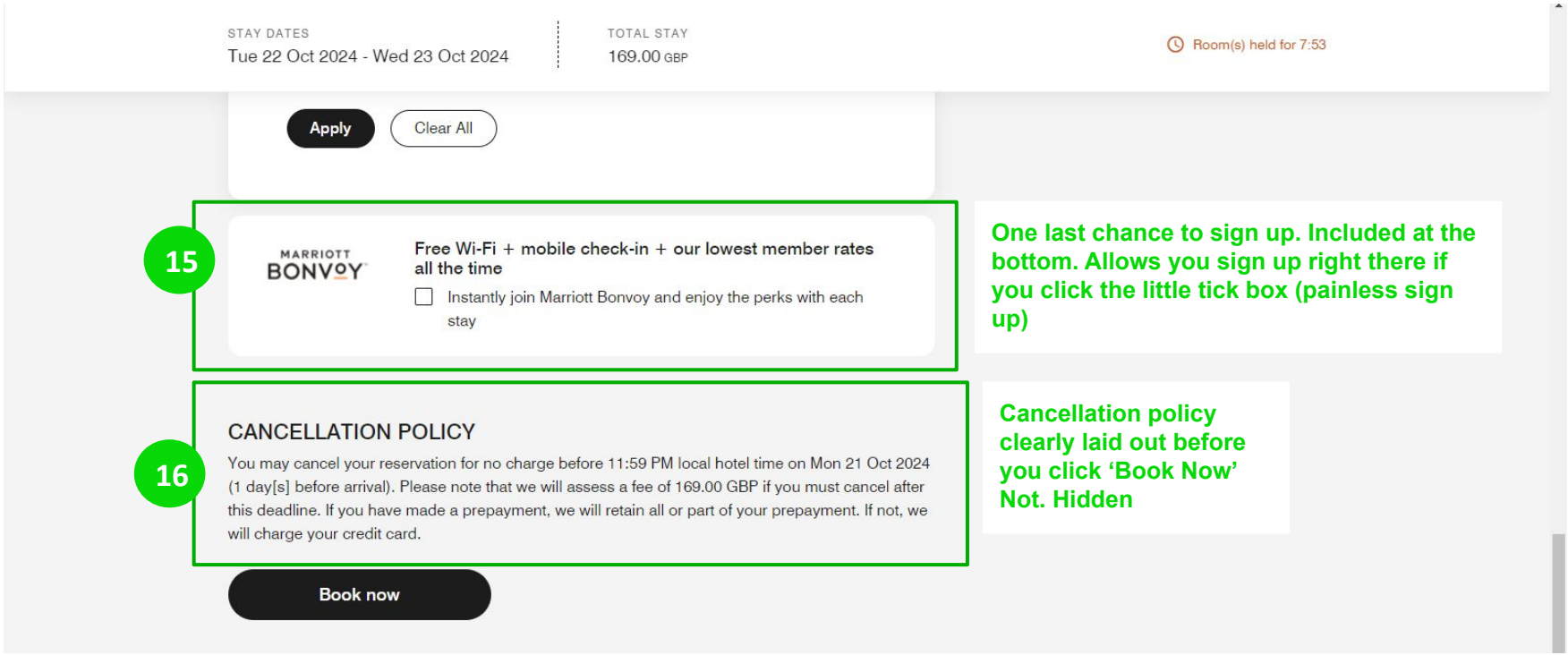
Credit card is very simple. Long Number, expiration date and year. Might be a problem if someone else is paying?

Checkout (Marriott Hotel)





Checkout (Marriott Hotel)



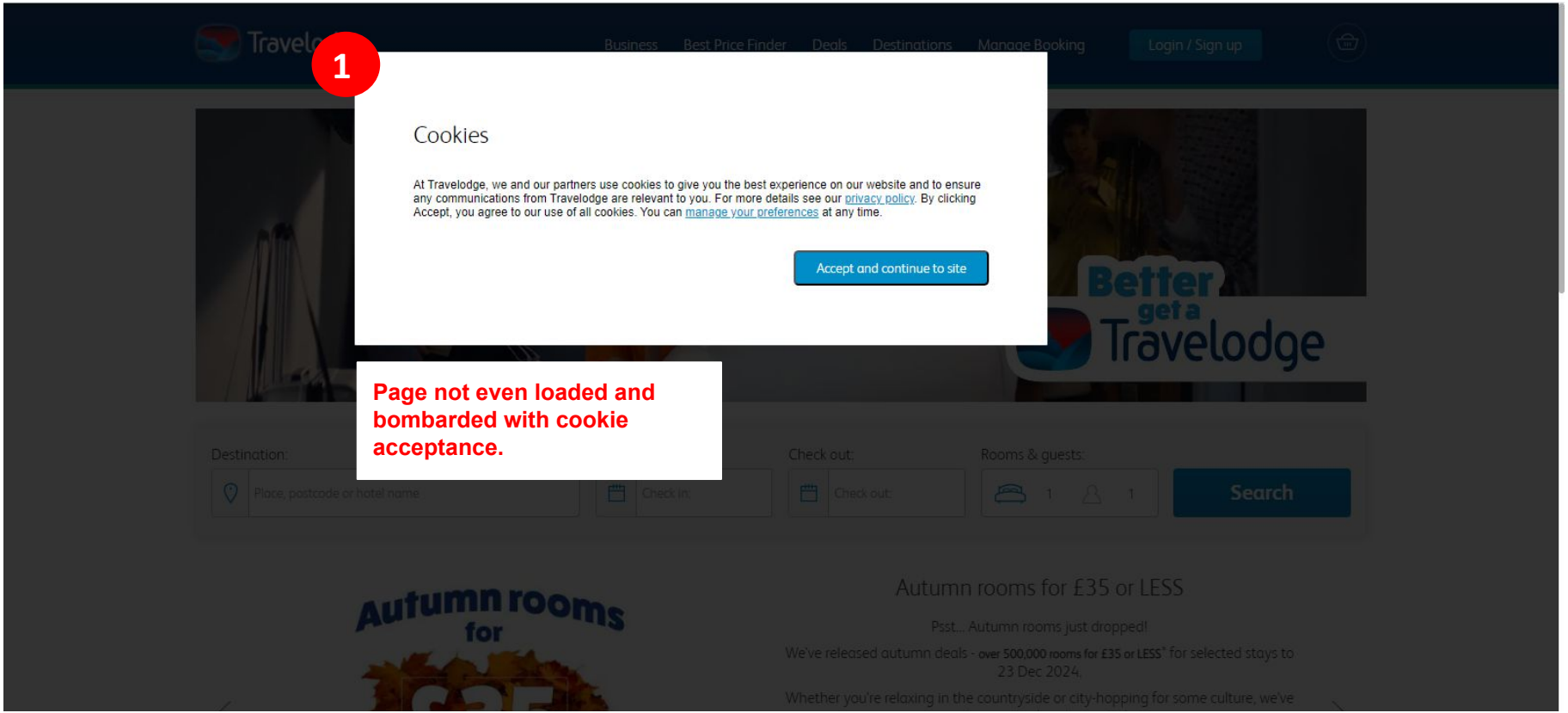


About

Travelodge Hotels Limited was a private company operating in the hotels and hospitality industry throughout the United Kingdom, Ireland and Spain. Known simply as Travelodge, it was the UK's largest independent hotel brand with over 570 limited-service hotels across the UK.[1]

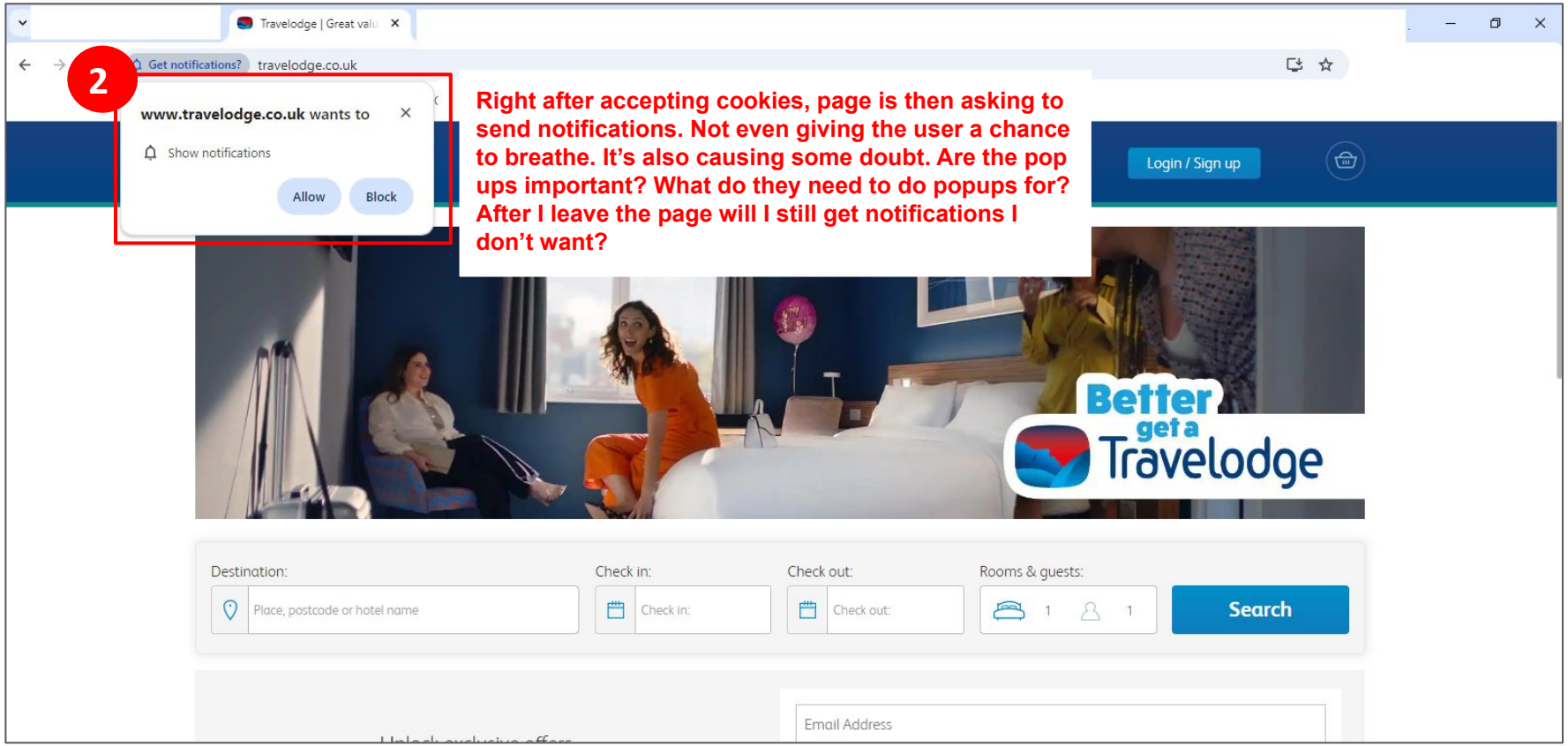
Source - Wikipedia (https://en.wikipedia.org/wiki/Travelodge_(British_company))

Home Page (Travelodge)



Page not even loaded and bombarded with cookie acceptance.

Home Page (Travelodge)

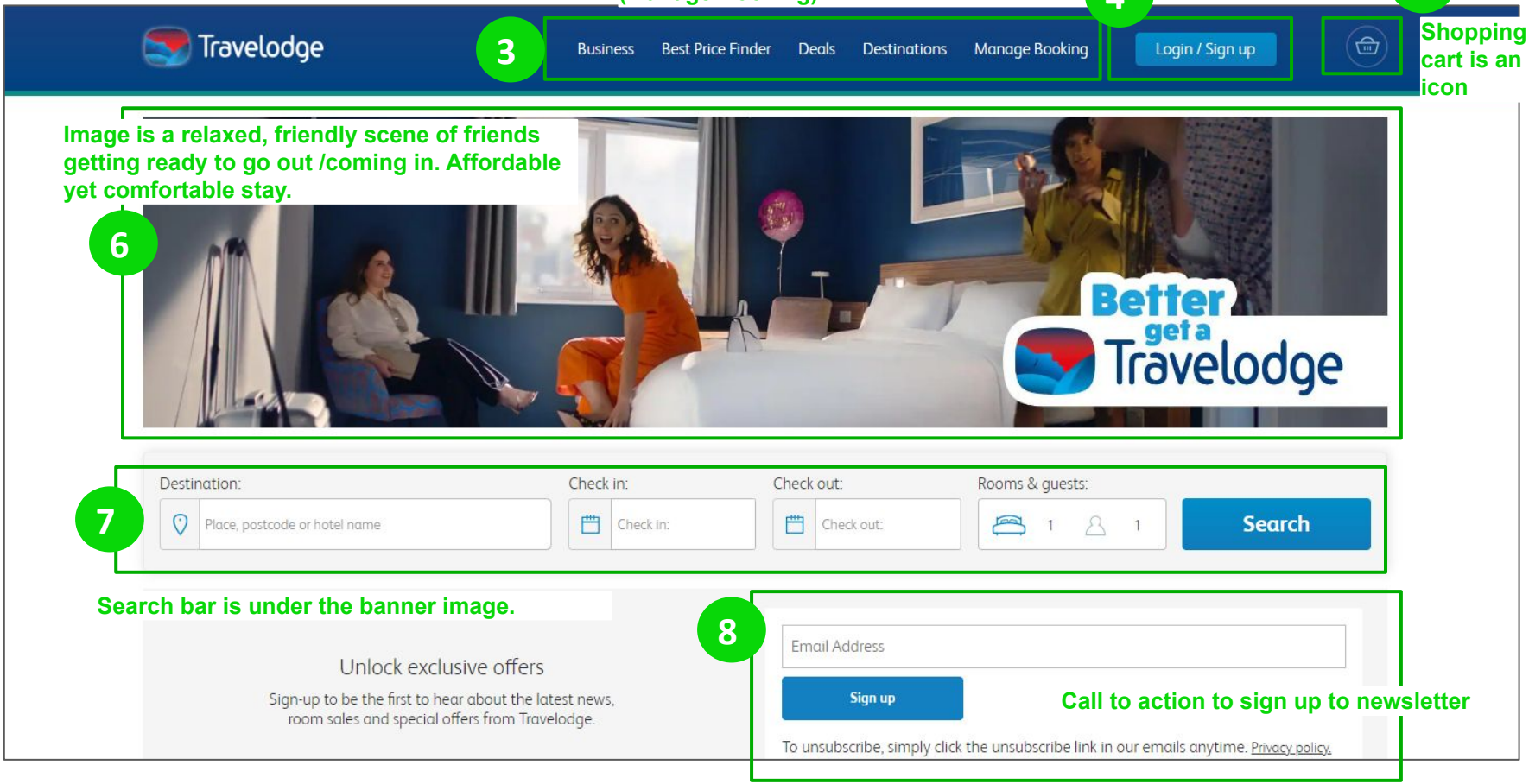


Home Page (Travelodge)

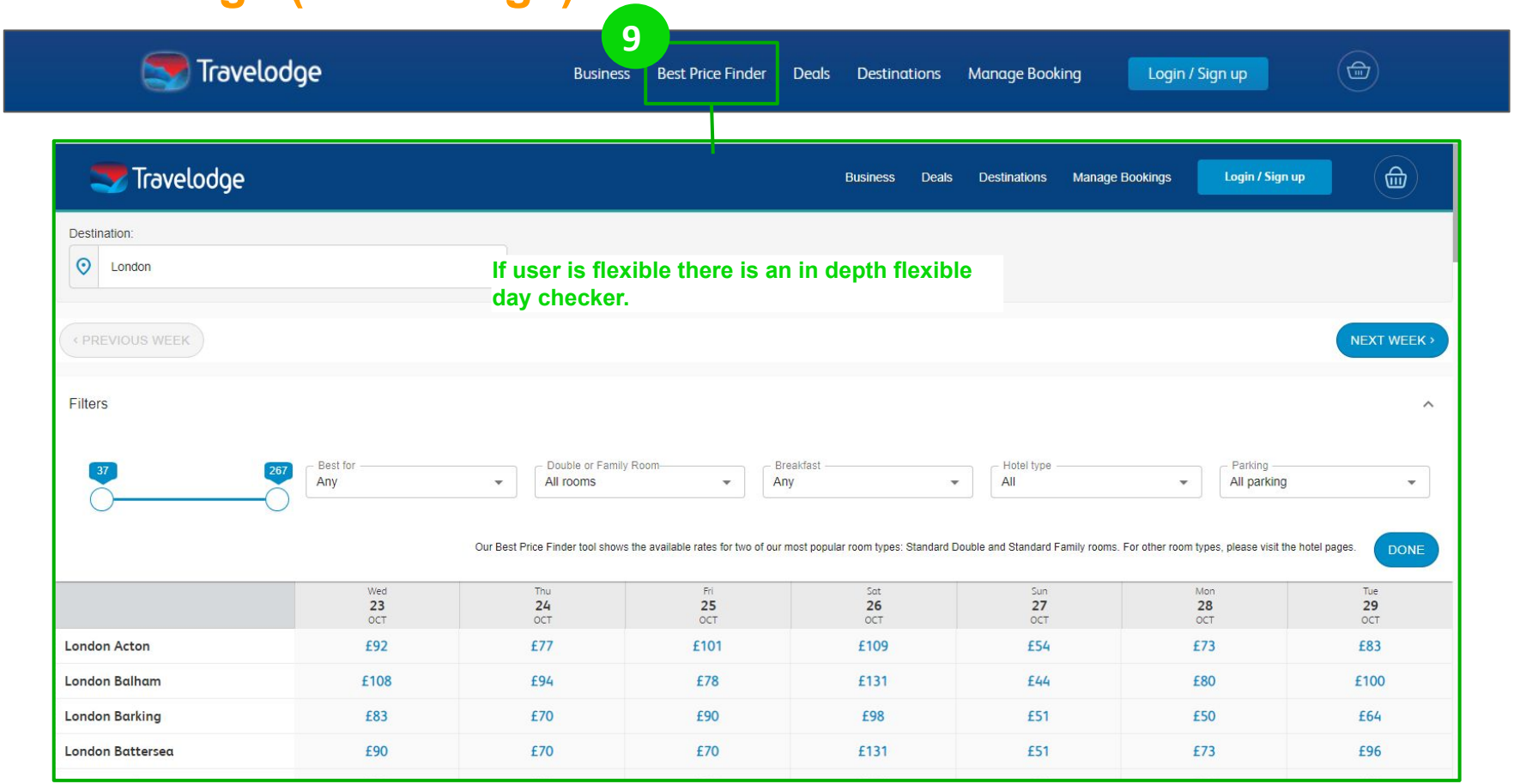
Concise list of options. General options are included in person list options (Manage Booking)

Login in/ Sign up separate button

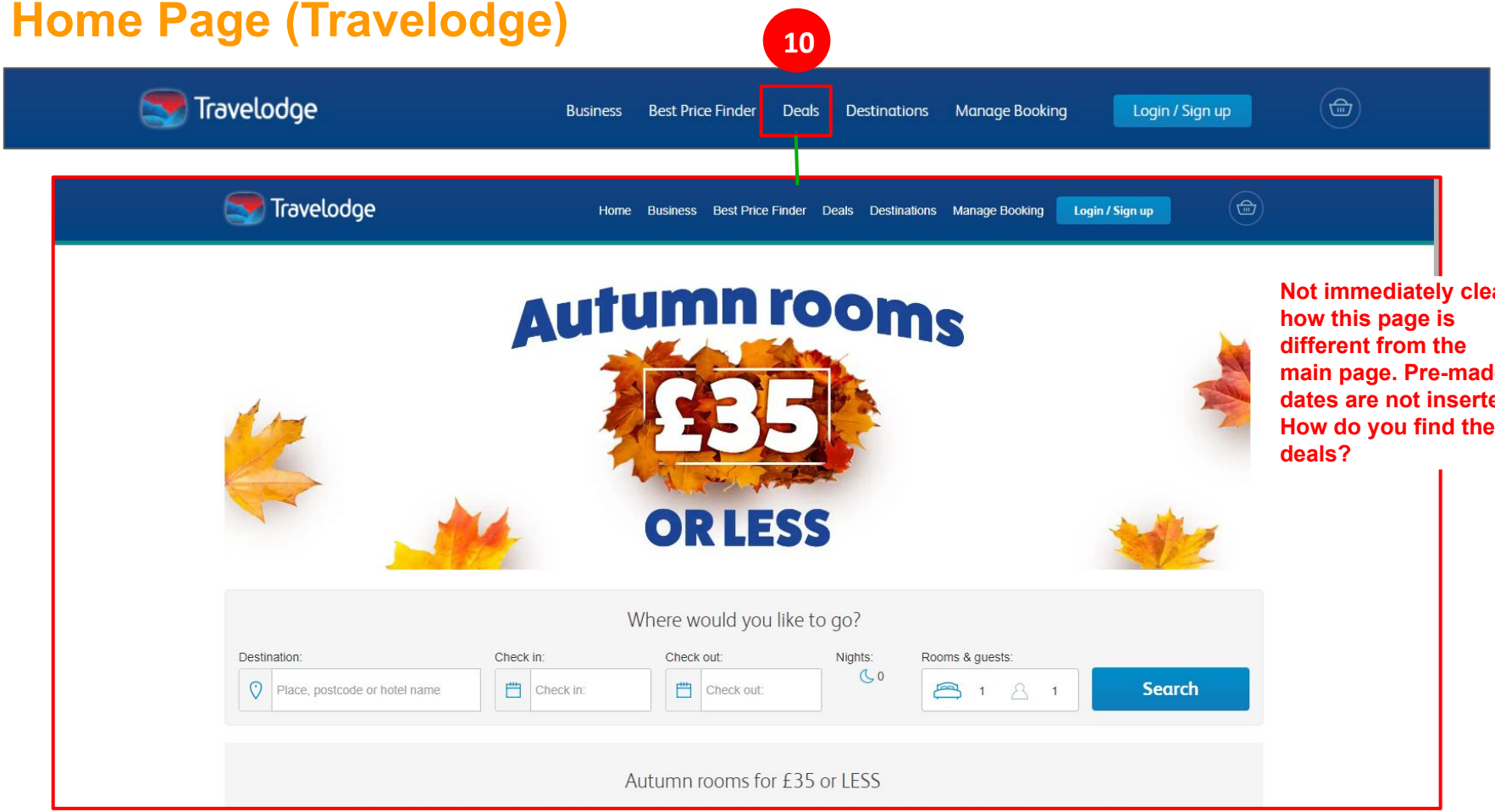
Shopping cart is an icon



Home Page (Travelodge)

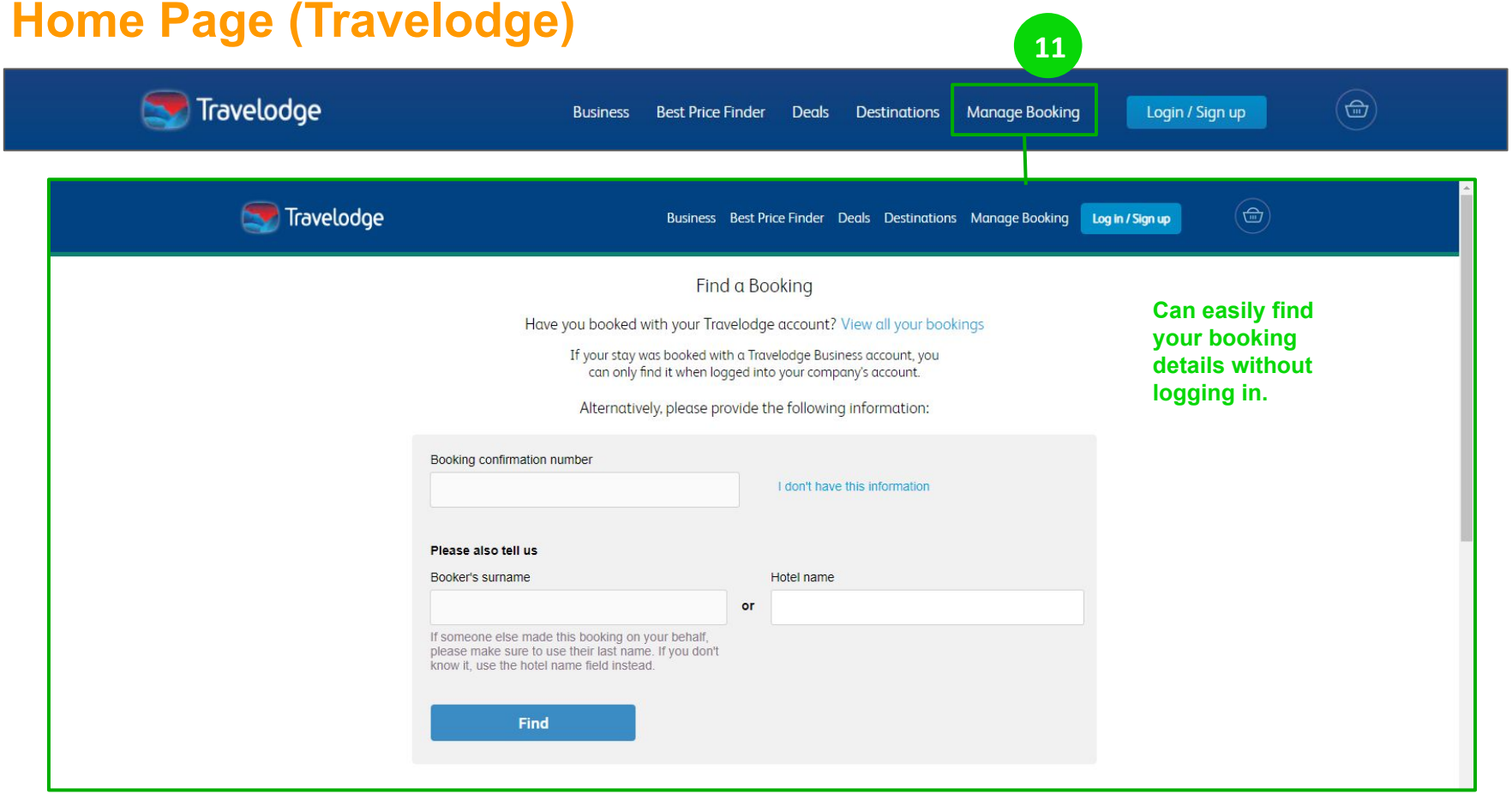


Home Page (Travelodge)

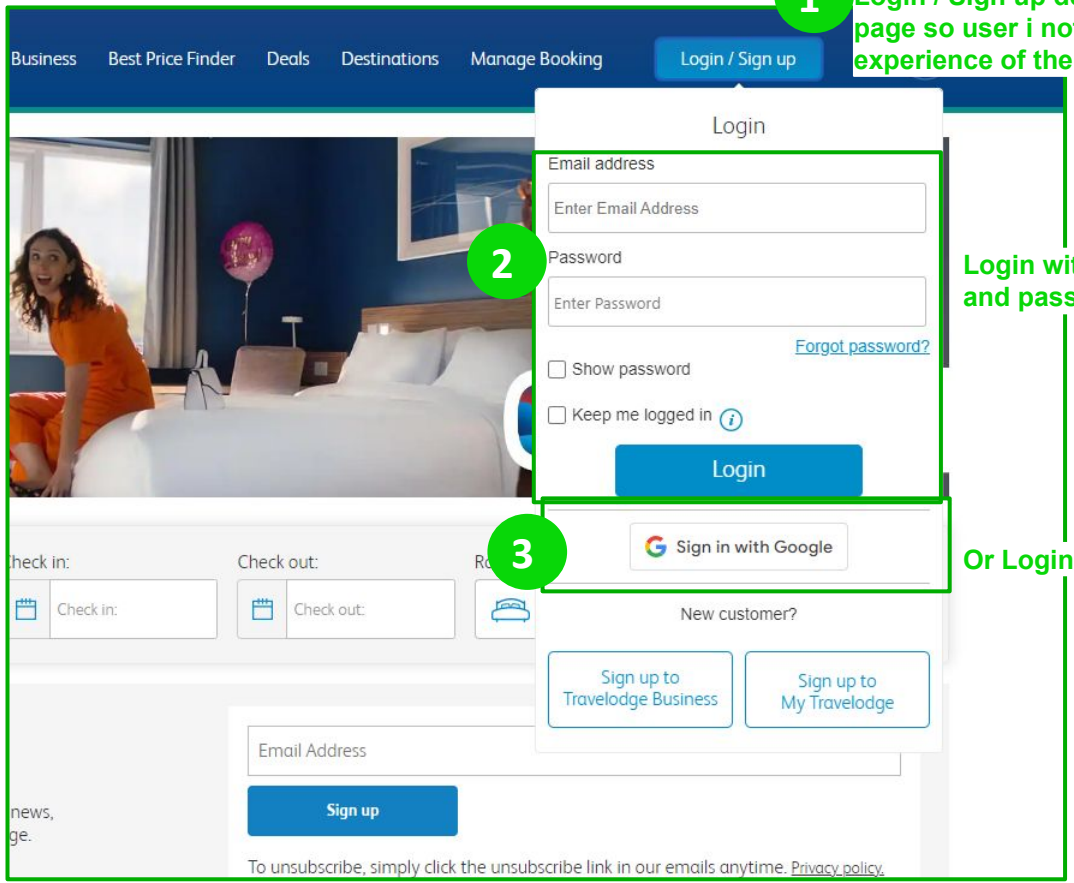


Not immediately clear how this page is different from the main page. Pre-made dates are not inserted. How do you find these deals?

Home Page (Travelodge)



Home Page - Login (Travelodge)

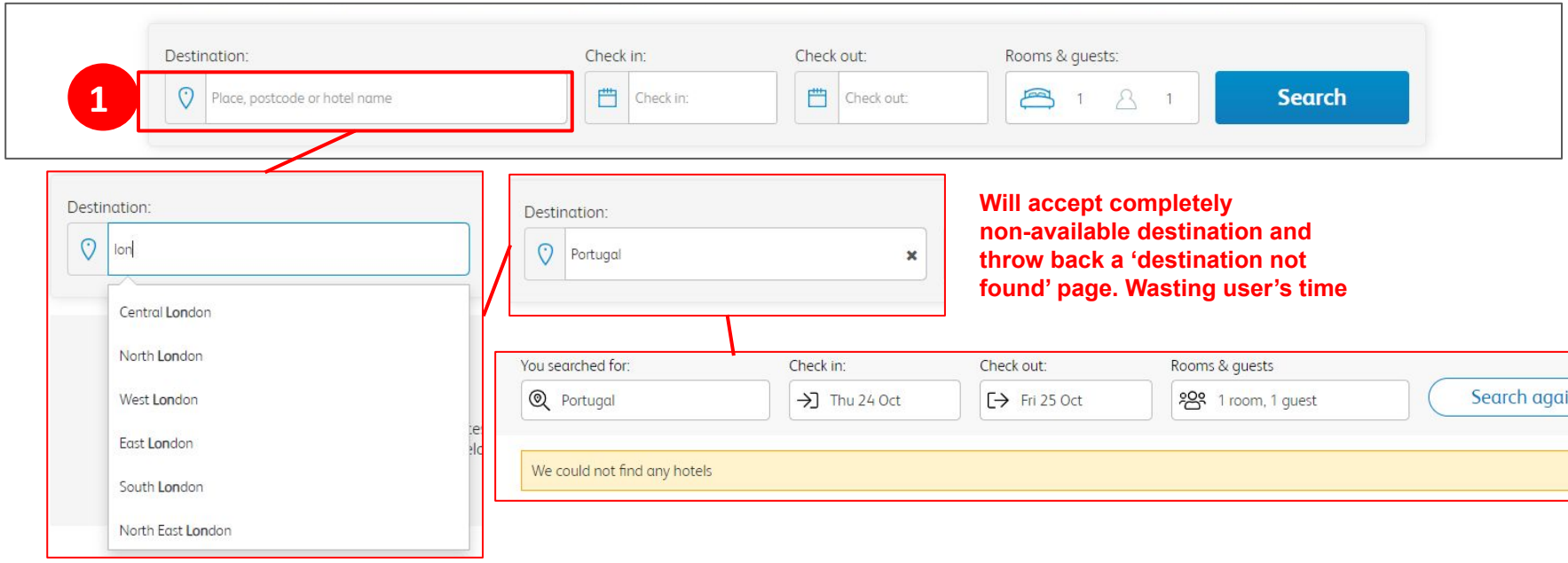


1 Login / Sign up deploys as a popup on the page so user i not taken away from the experience of the front page.

2 Login with email address and password.

3 Or Login with google account.

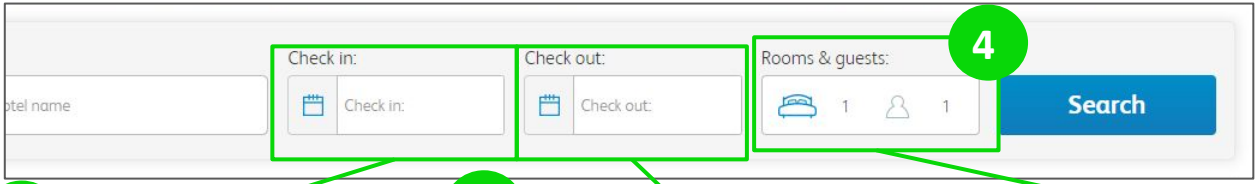
Home Page - Search Engine (Travelodge)



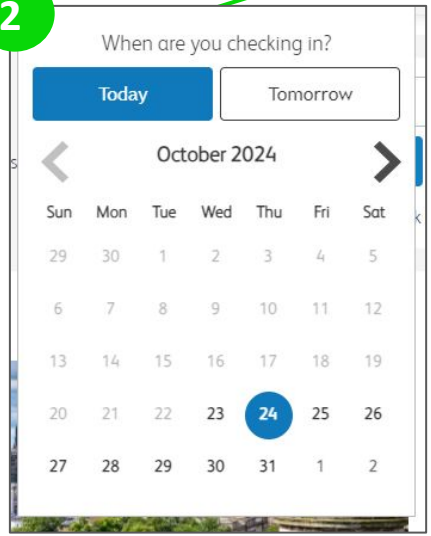
Will accept completely non-available destination and throw back a 'destination not found' page. Wasting user's time

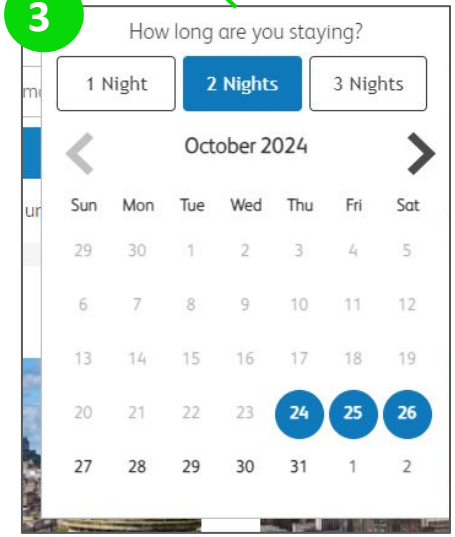
Destination box is reluctant to start assisting until you start typing up to 3 letters.

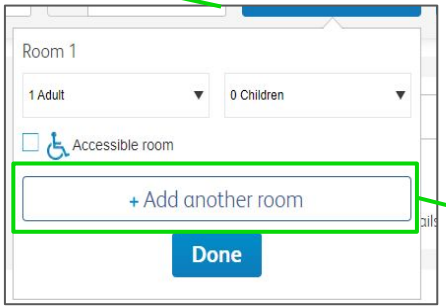
Home Page - Search Engine (Travelodge)

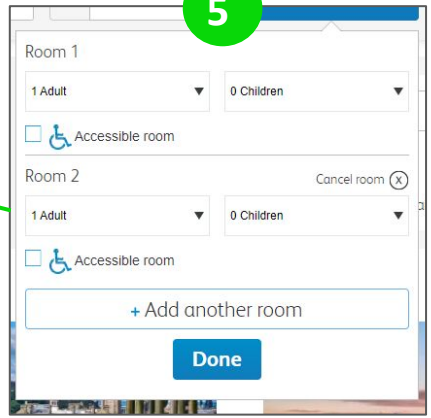


Clicking Room and guests deploys pop up of number of adult and children.







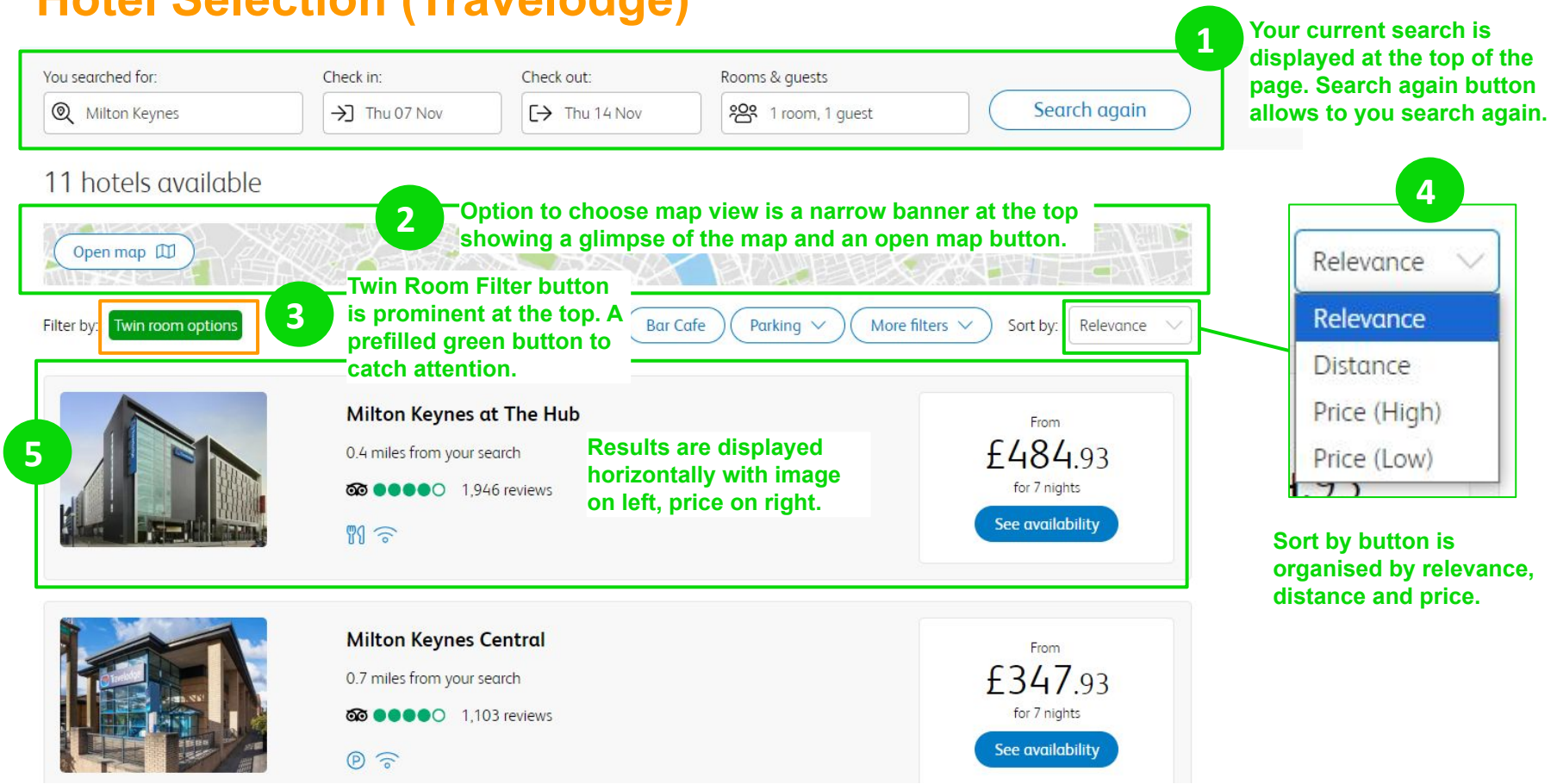


Clicking Check In deploys a calendar date picker. Some useful options of today or tomorrow buttons on top. Once you click a date…

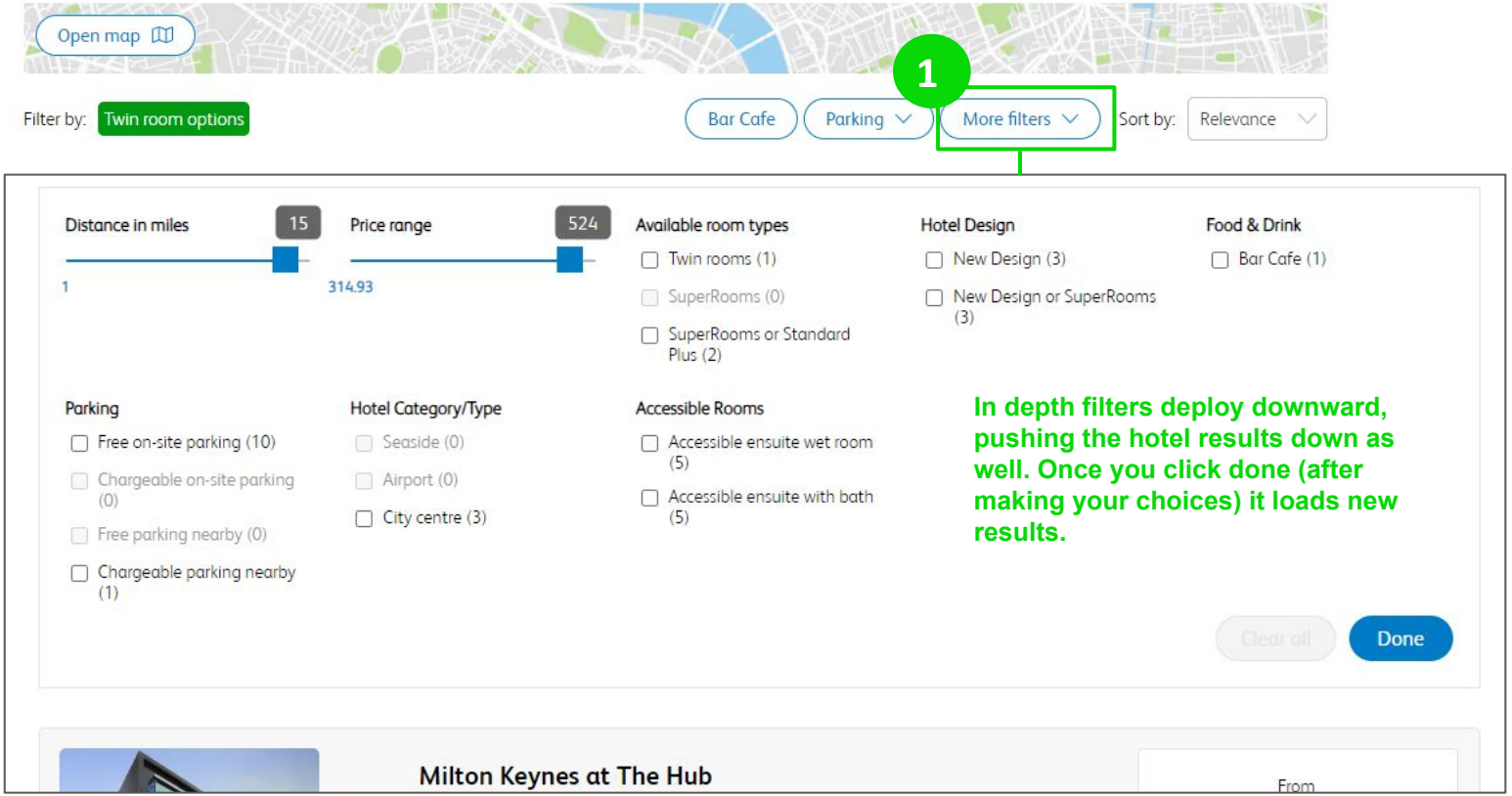
…you are immediately taken to the check out calendar. Three useful buttons of certain amount of stays 1 night, 2 nights, 3 nights. Picking a date closes the calendar.

Clicking Add another room expands the box. Allowing you to choose the number of guests for second room. Cancel button retracts the box to original state.

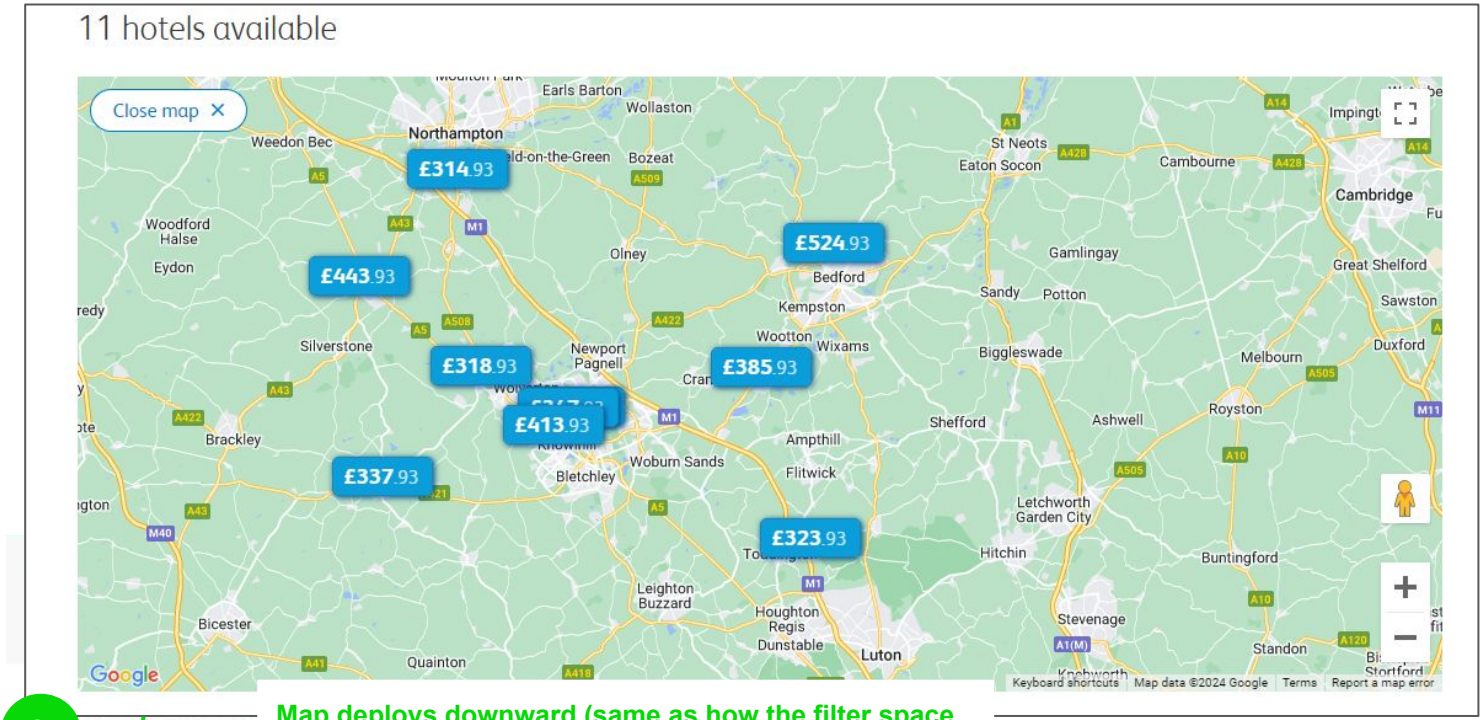
Hotel Selection (Travelodge)



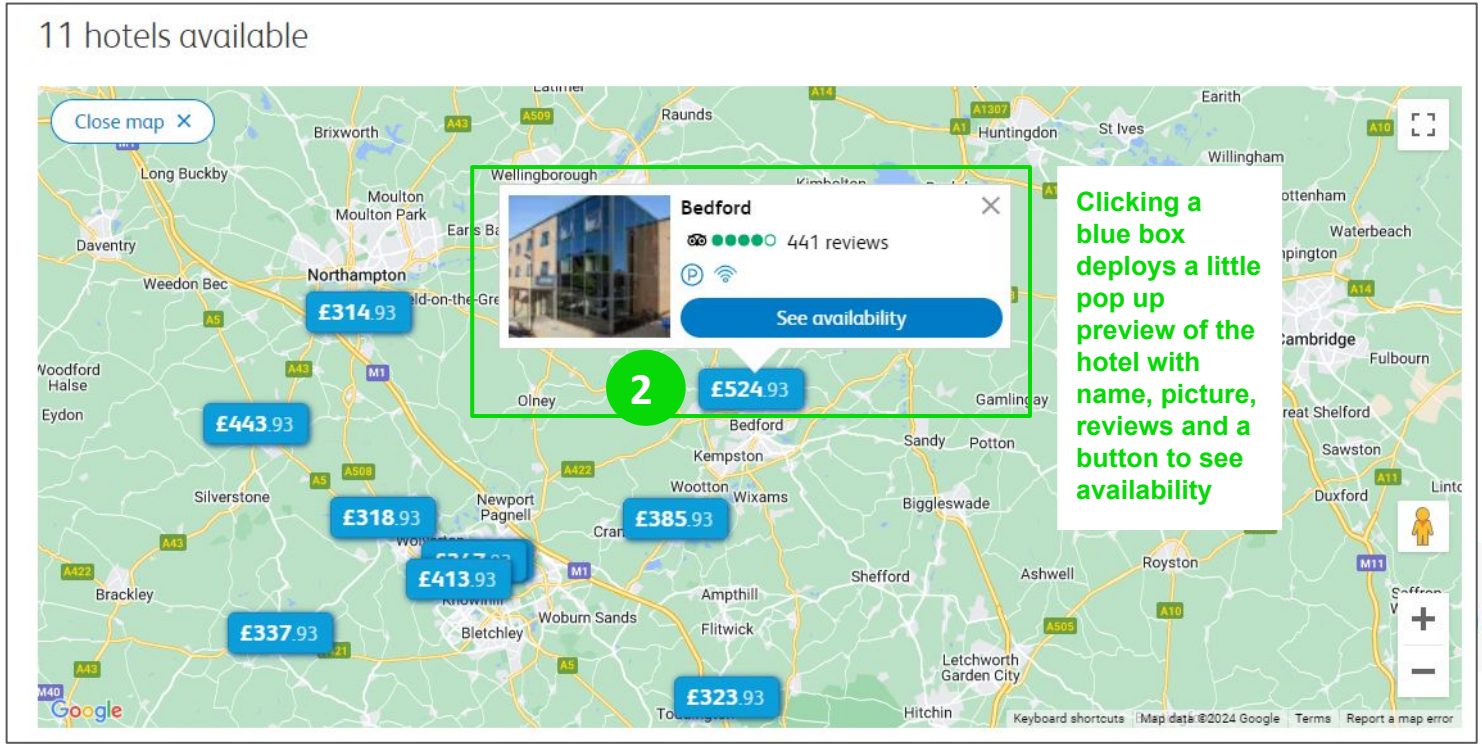
Filters (Travelodge)



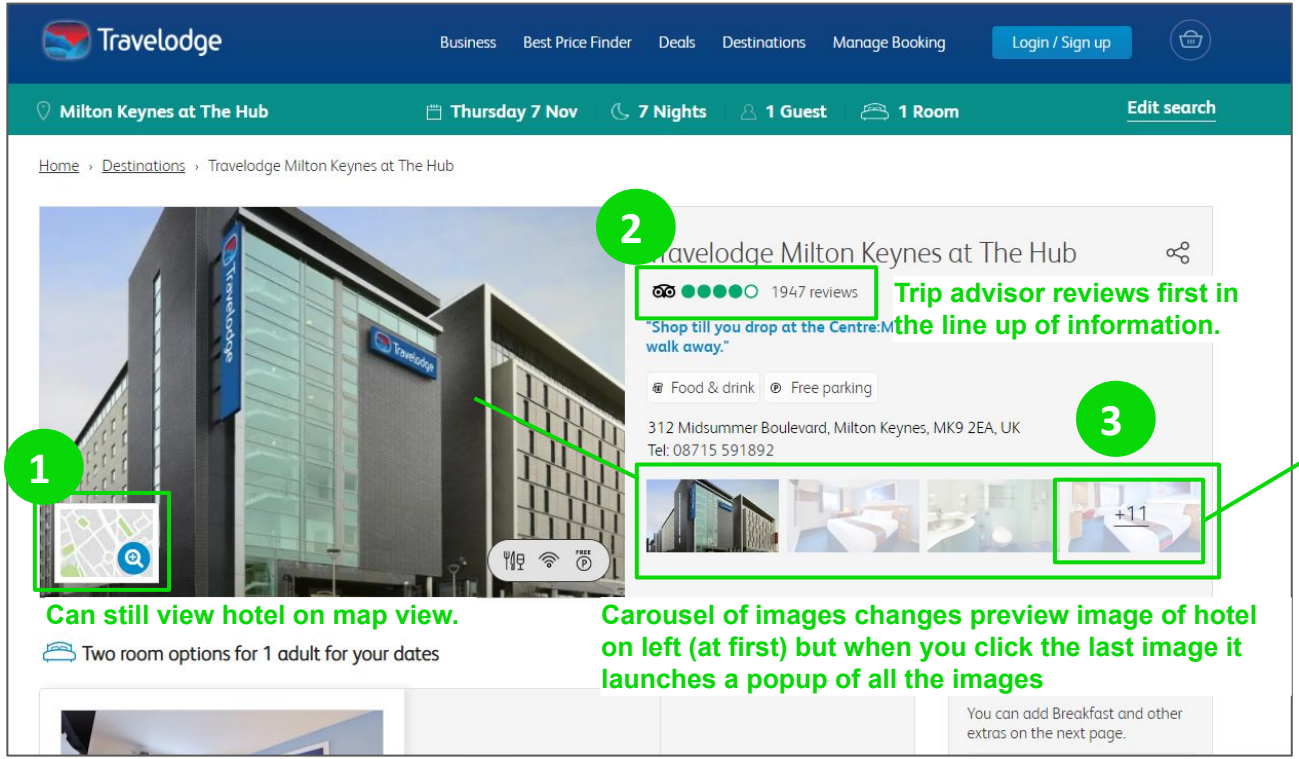
Map View (Travelodge)

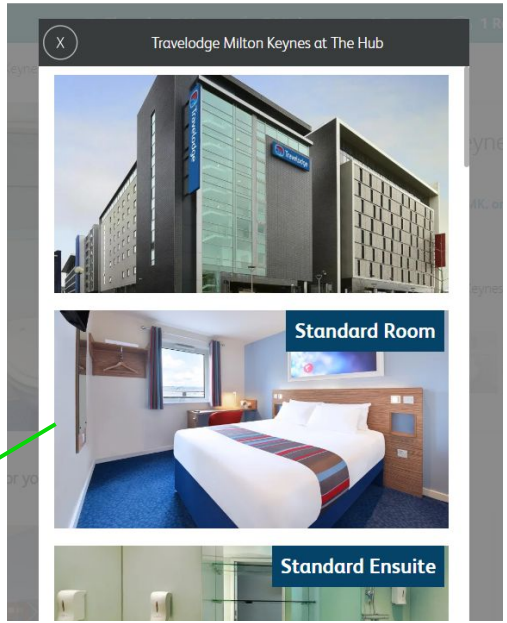


Map View (Travelodge)

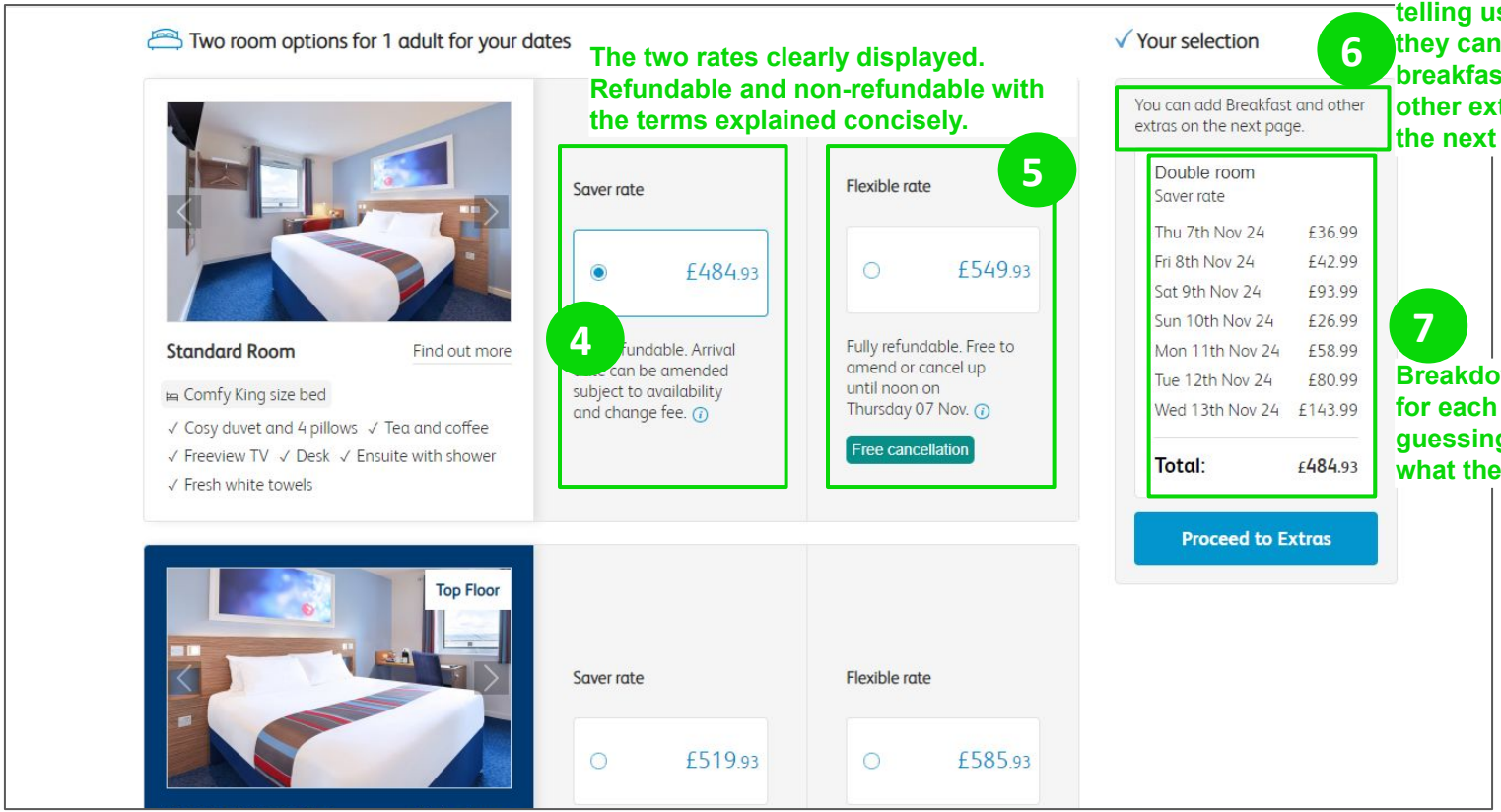


Room Selection (Travelodge)

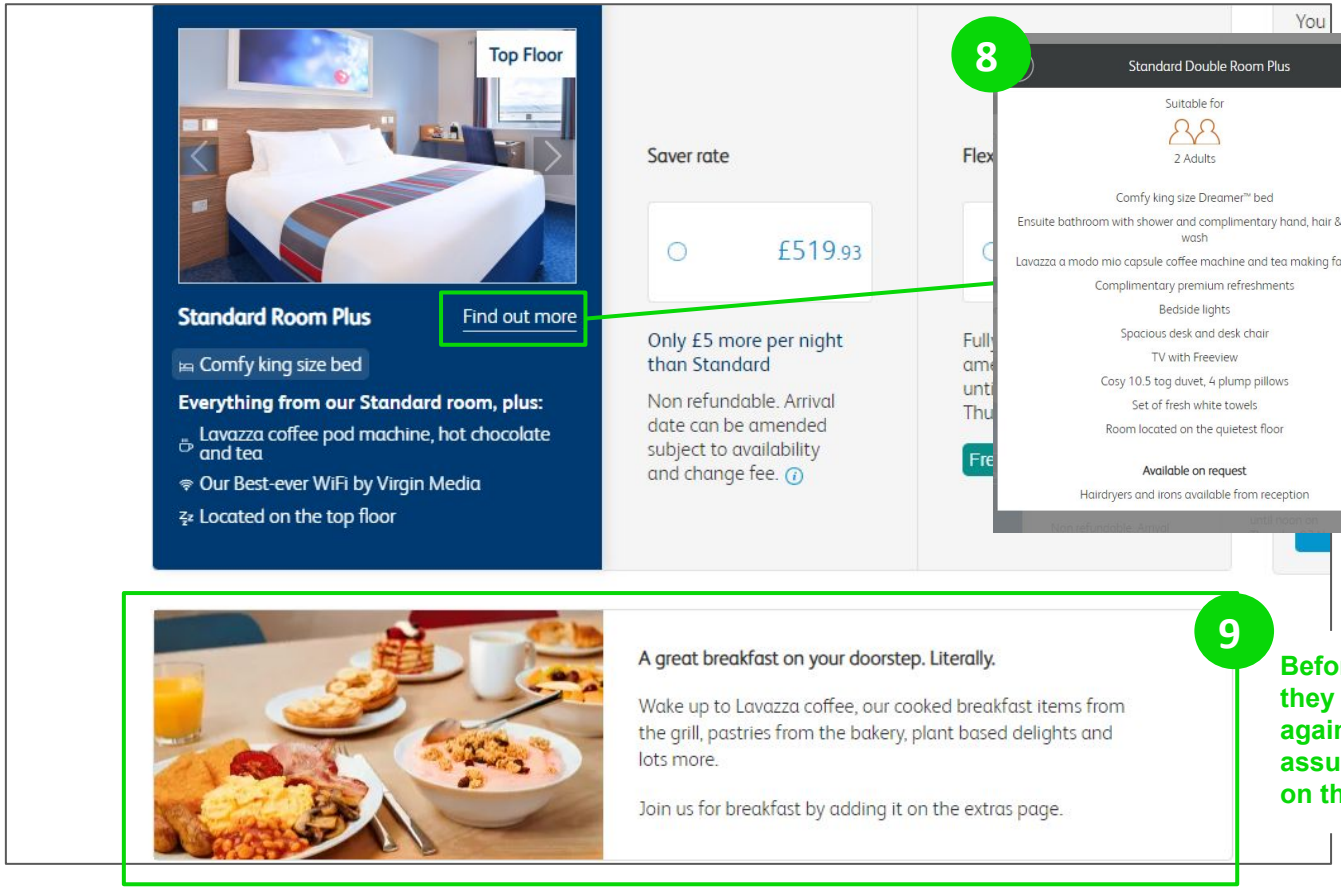




Room Selection (Travelodge)



Room Selection (Travelodge)



Find out more link deploys a narrow popup in the middle of the page that is scrollable. Gives the full details of the room so user can make an informed decision.

Before user can worry about when they can add breakfast, there is again an image and description assuring user they can add breakfast on the next page.

Extras Page (Travelodge)

User has option to skip if need be.

1

Extras page pushes out from the right. Has the main extras people ask for with a clear breakdown of the costing. Eg 1 adult x 7 mornings = £price

Very transparent.

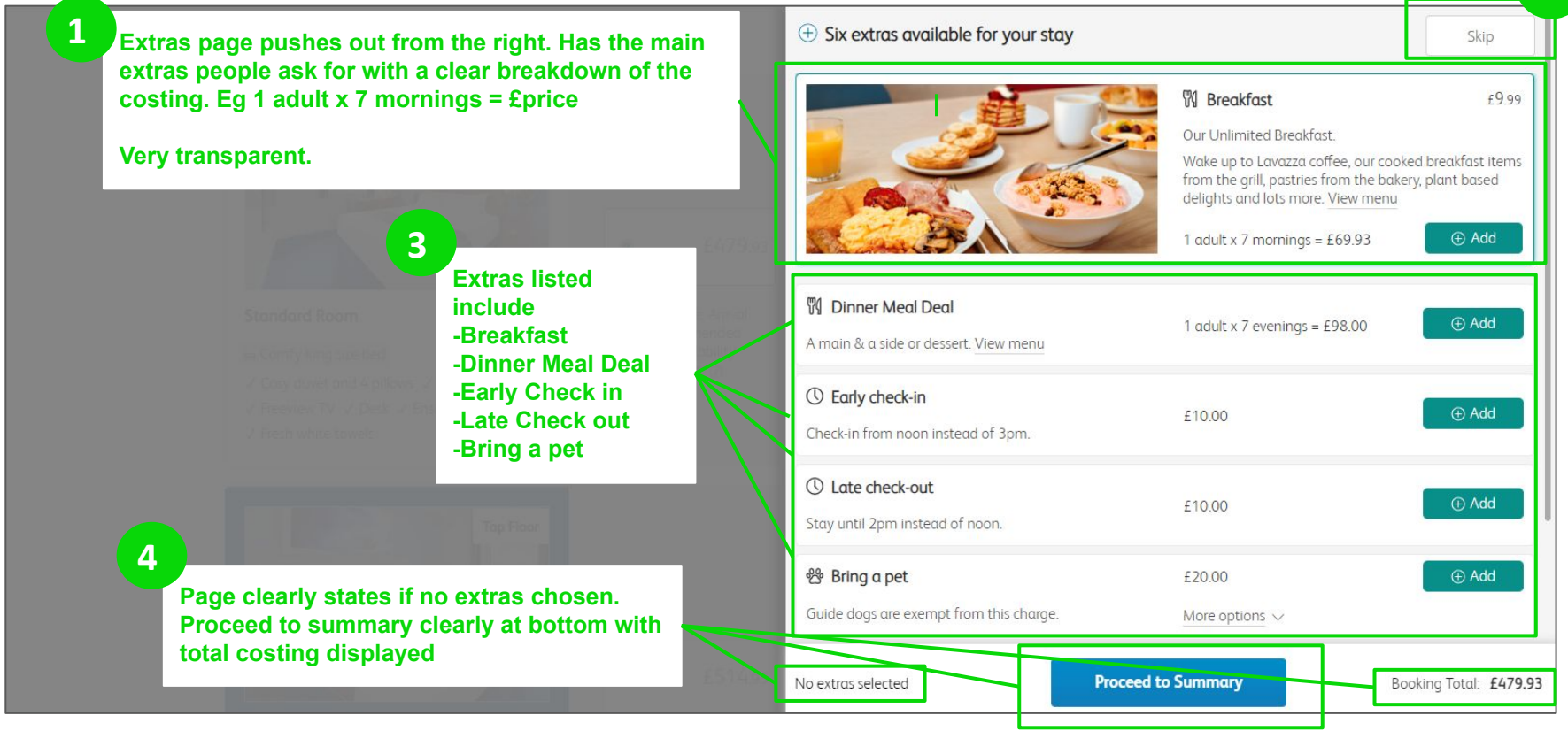
2

3

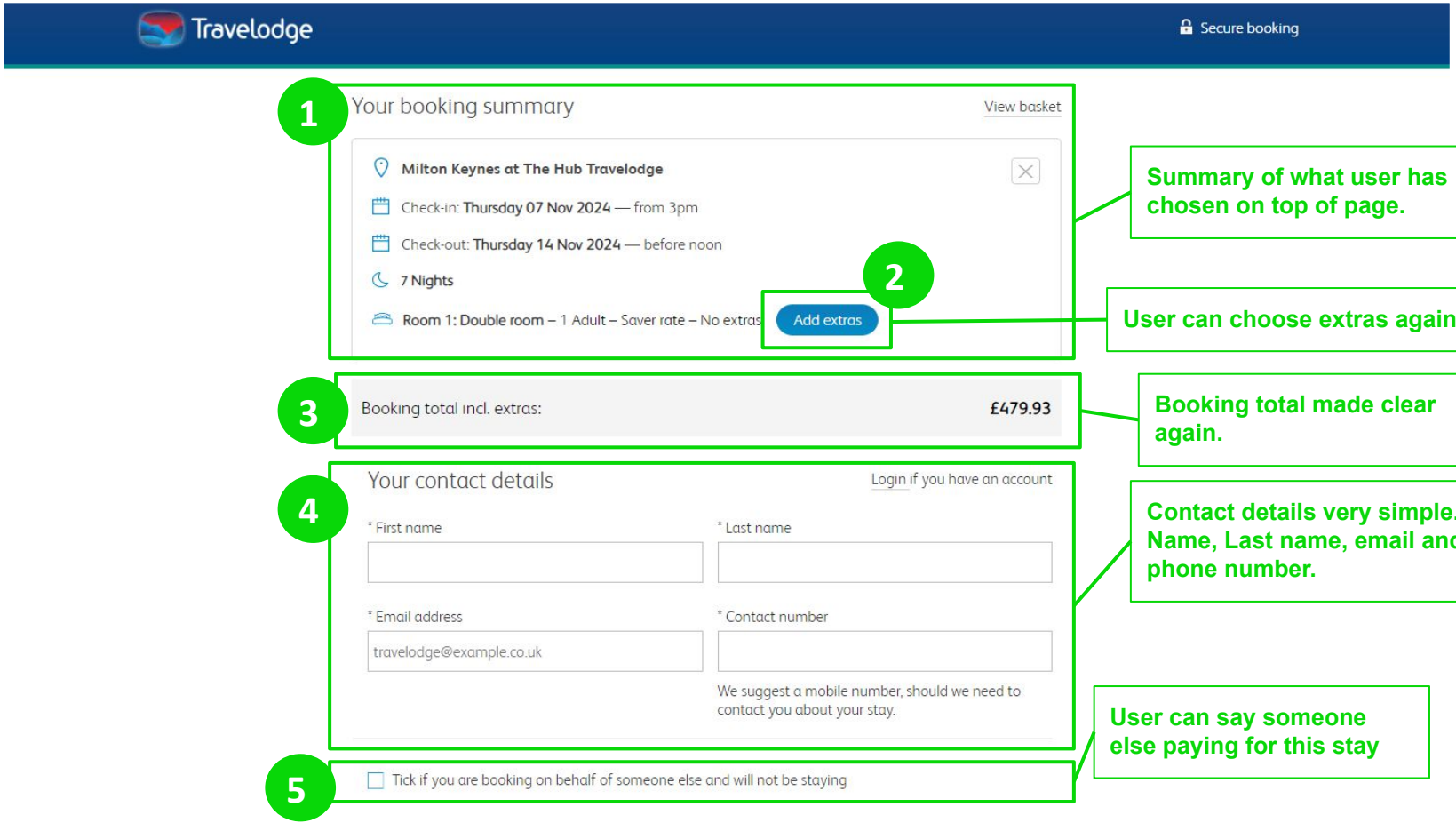
Extras listed include
-Breakfast
-Dinner Meal Deal
-Early Check in
-Late Check out
-Bring a pet

4

Page clearly states if no extras chosen. Proceed to summary clearly at bottom with total costing displayed

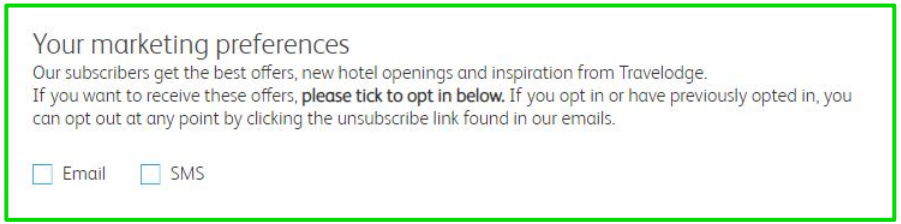


Checkout Page (Travelodge)



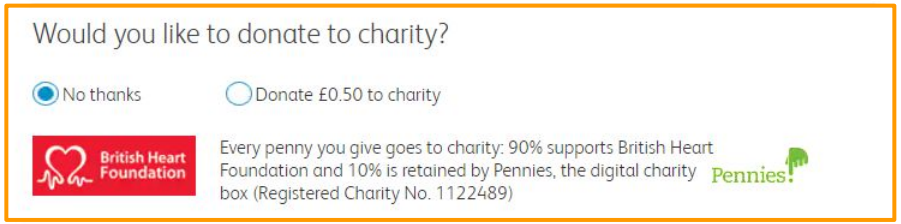
Checkout Page (Travelodge)

6



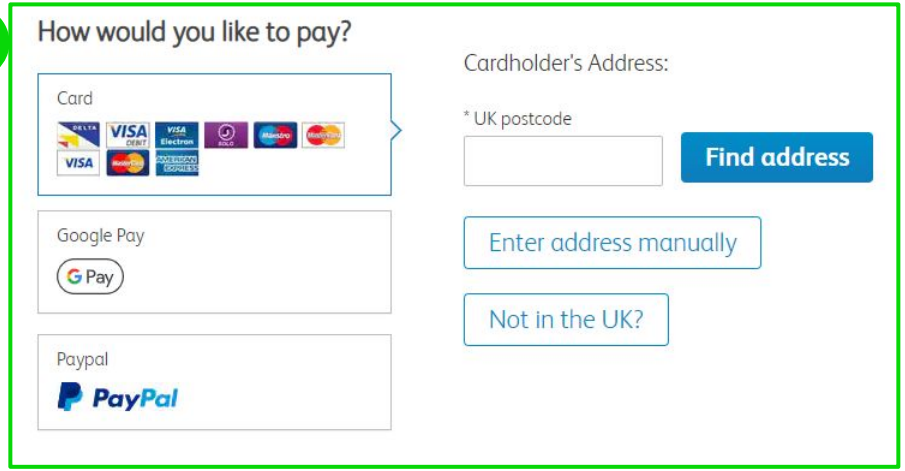
Marketing preferences displayed for user to choose if they want to receive any marketing. Defaults to not selected.

7



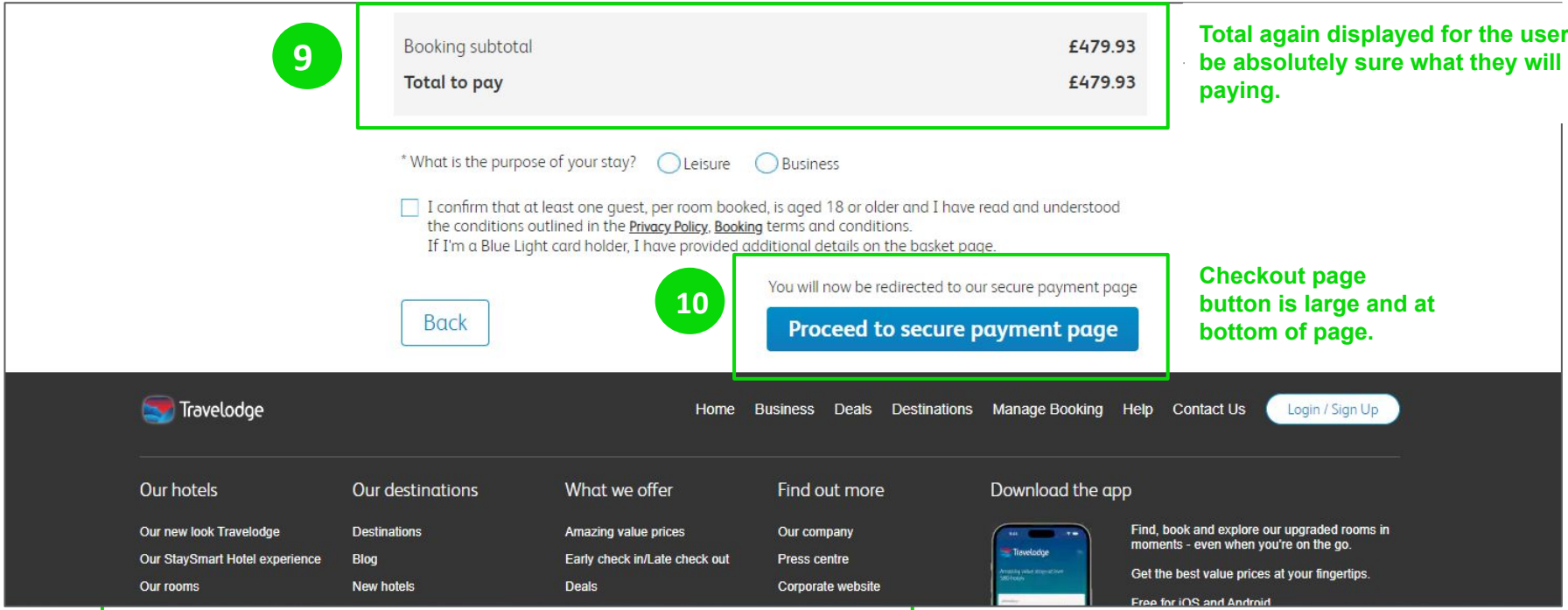
Donation section included. While a good cause might distract users and include an unnecessary guilt element.

8



Three very useful options to allow users to pay. By Card, Google Pay or Paypal.

Checkout Page (Travelodge)



Total again displayed for the user to be absolutely sure what they will be paying.

Checkout page button is large and at bottom of page.

Summary

Pros: Booking engine itself was nicely designed with easy to follow steps. Navigation for the locations clearly thought out and extensive.

Cons: Scattered layout with weak hierarchy in its layout. Progressive disclosure scattered. Checkout page too long and intimidating. Asking too much personal information before the user even books.

Pros: Booking process was quite a solid experience. Happy path was clear once you got booking and all relevant information on hand during the process. Layout was clean and not too overwhelming during the booking process. Best rate popup was nicely done, not overwhelming the user with choices.

Cons: Weak first impression. Homepage broken into those four sections using the slider would not be immediately obvious. Other pages seem like they were done to fill space and not really to make a sale. Asking for nationality was very off putting as none of the other hotel websites reviewed asked for this (so not a hotel standard).

Pros: Extremely solid booking experience. From front page to checkout, flow felt smooth and effortless. Good first impression.

Cons: Couple glitches on the page including pricing. Final price not clear until checkout page.

Pros: Landing page has good first impression. Clear, friendly and down to earth. Hotel page results extremely solid and user friendly experience. Everything clearly laid out to guide user through to checkout. Clear, concise language and excellent use of hierarchy.

Cons: Search engine has several major flaws that could stop a search immediately. Destination box not forthcoming on what should or should not be entered. Only after user has entered information does it punish them with a not available page.