Competitive Benchmarking

the **inn** thing - Project 1

Ben Jenner

Professional Diploma in UX Design
UX Design Institute 2023 - 2024

Contents

Objectives

- Locate best-in class hotel booking apps and understand how they solve user problems.

- Discover what works well that can in turn be emulated, as well as what can be improved upon.

- Understand the conventions that have been established that we should follow.

Tasks

- Identify four apps to benchmark against, at least three of which should be related to the hotel industry.

- Investigate the following aspects of each app:
  - Homepage
  - Hotel search
  - Search results
  - Hotel selection.

- Evaluate each app in turn, evidenced with annotated screenshots that explain what is happening and why it is important.

Hotel Apps Tested

This Competitive Benchmarking tested the following hotel booking apps: Hilton, Radisson Hotels, Booking.com and Expedia.

Key

✅ Good practice
➖ Opportunity for improvement
❌ Bad practice

Hilton

Homepage

✅ Attractive first impression with enticing imagery.

✅ Clear 'Join' and 'Sign In' CTA.

❌ No branding or logos found on this screen.

✅ 'Search for a destination…' CTA is clear and easily located.

✅ Straightforward navigation bar at the bottom of the app. All necessary options and services can be found easily.

✅ Unobtrusive 'Offers' CTA.

✅ App tracks recent searches, allowing the user to continue their previous search.
Heuristic: Software should be forthcoming and save me steps wherever possible.

Join   Sign In

🔍 Search for a destination...

Offers ›

🔍 Search   📅 Stays   👤 Account   ❓ Help
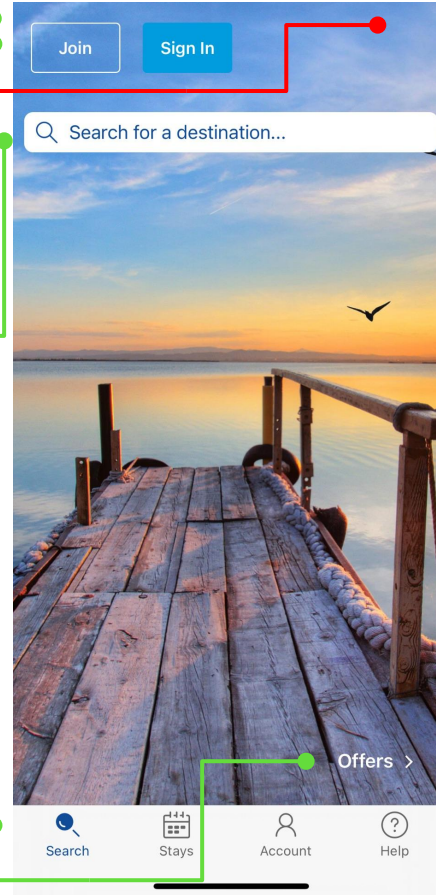
Homepage

🔍 Search for a destination...   Cancel

◎ Search hotels nearby

Recent searches

📍 Barcelona, Catalonia, ES

Suggested search function

Hotel search

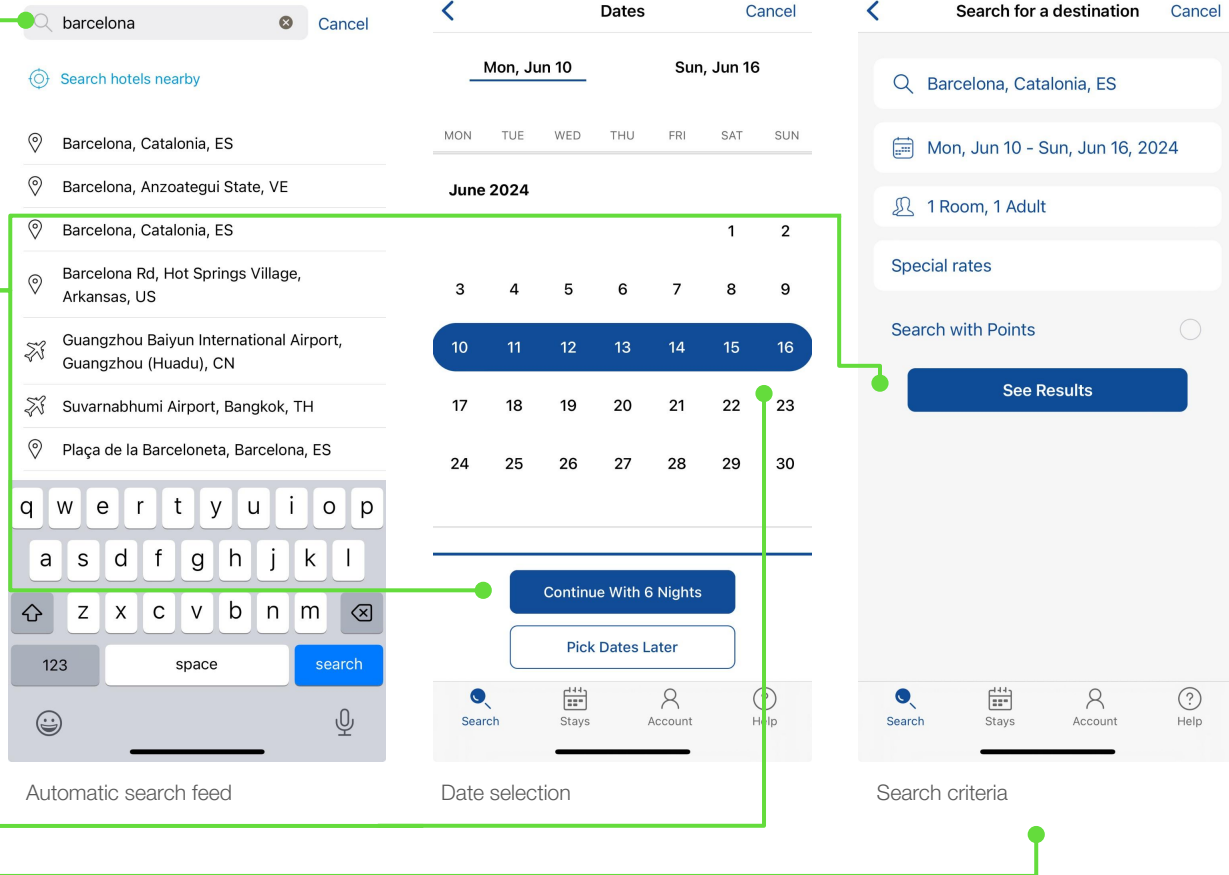✅ Search destination field offers a series of suggested locations in relation to user's search term.
Heuristic: Software should be forthcoming.

✅ 'Continue…' and 'See Results' in stand out colour makes for a clear CTA.

✅ Scrollable calendar interface is intuitive and easy to use.

✅ Limited colour palette and high contrast in colour makes for clear date selection.

✅ Interface is clean and straightforward overall.

Automatic search feed

🔍 barcelona ⊗   Cancel

◎ Search hotels nearby

📍 Barcelona, Catalonia, ES

📍 Barcelona, Anzoategui State, VE

📍 Barcelona, Catalonia, ES

📍 Barcelona Rd, Hot Springs Village, Arkansas, US

✈ Guangzhou Baiyun International Airport, Guangzhou (Huadu), CN

✈ Suvarnabhumi Airport, Bangkok, TH

📍 Plaça de la Barceloneta, Barcelona, ES

q w e r t y u i o p
a s d f g h j k l
⇧ z x c v b n m ⌫
123   space   search
😊   🎤

Date selection

‹   **Dates**   Cancel

Mon, Jun 10   Sun, Jun 16

MON TUE WED THU FRI SAT SUN

June 2024

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Continue With 6 Nights

Pick Dates Later

🔍 Search   📅 Stays   👤 Account   ❓ Help

Search criteria

‹   **Search for a destination**   Cancel

🔍 Barcelona, Catalonia, ES

📅 Mon, Jun 10 - Sun, Jun 16, 2024

👥 1 Room, 1 Adult

Special rates

Search with Points   ◯

See Results

🔍 Search   📅 Stays   👤 Account   ❓ Help

Search results

✅ Intuitive summary of user's search is displayed in the top navigation.
Heuristic: Software should be interested in me.

✅ Hotel cards are clear and well displayed, showing only necessary information at this stage

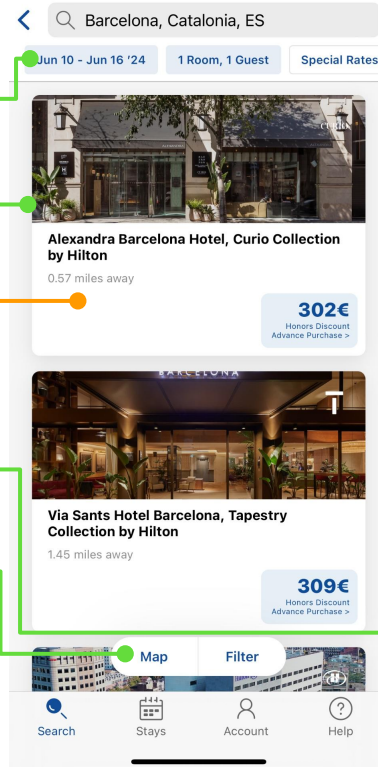⊖ Could benefit from reviews or similar to enhance user trust.

✅ Ability to search by location or filter results based on user requirements or preferences.

✅ 'Map' and 'Filter' CTA disappears when scrolling so does not distract from important information during user browsing.
Heuristic: Software should have common sense.

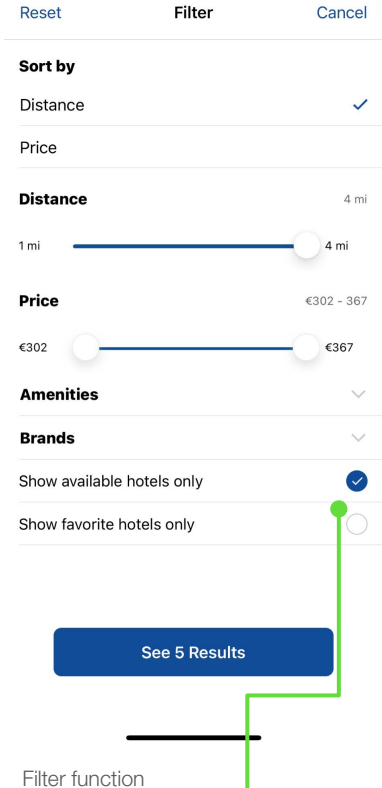✅ Function to filter out hotels that are not available for this specific search.
Heuristic: Software should be forthcoming.

Barcelona, Catalonia, ES

Jun 10 - Jun 16 '24   1 Room, 1 Guest   Special Rates

Alexandra Barcelona Hotel, Curio Collection by Hilton
0.57 miles away
302€
Honors Discount
Advance Purchase >

Via Sants Hotel Barcelona, Tapestry Collection by Hilton
1.45 miles away
309€
Honors Discount
Advance Purchase >

Map   Filter

Search   Stays   Account   Help

Hotel selection screen

Search by location

Barcelona, Catalonia, ES

List   Filter

Reset   Filter   Cancel

Sort by
Distance   ✓
Price

Distance   4 mi
1 mi ———————○ 4 mi

Price   €302 - 367
€302 ○———————○ €367

Amenities   ⌄
Brands   ⌄

Show available hotels only   ✓
Show favorite hotels only   ○

See 5 Results

Filter function

Hotel selection

⊖ Could benefit from a horizontal image scroll function for a more intuitive interface.

✅ Highlighted text to display information that might be important for the user prior to booking.
*Heuristic: Software should be forthcoming.*

✅ Good usage of 'show more' drop down menus so as not to overload the interface with text.

❌ 'Rates from…' CTA is prominent and takes user to a list of available rates. Unclear that the user must click the image to view the hotel room itself.
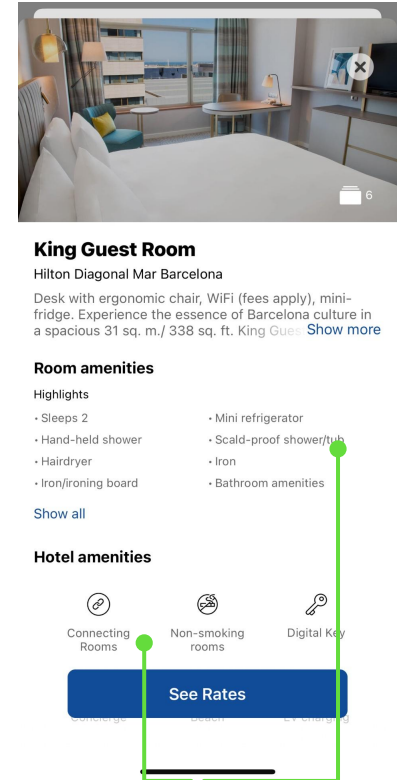*Heuristic: Software should have common sense and software should be forthcoming.*

✅ Well laid out information and familiar icons so hotel room details are easy to understand and digest.
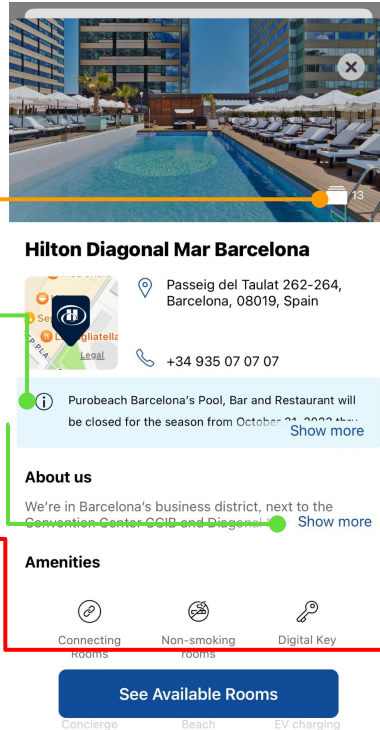
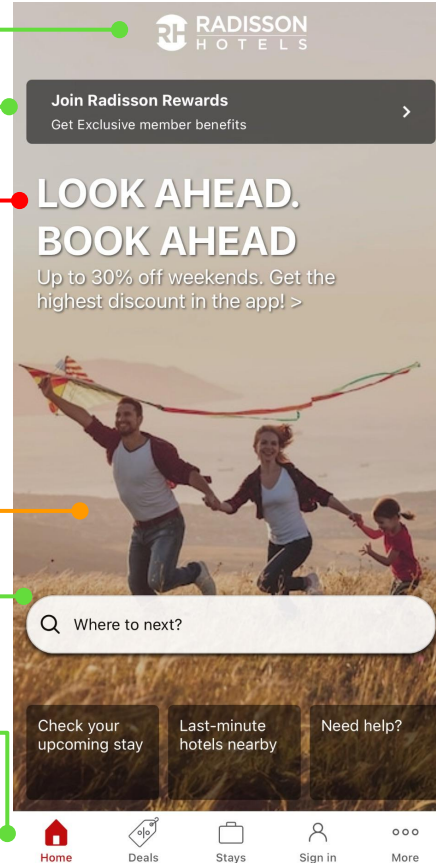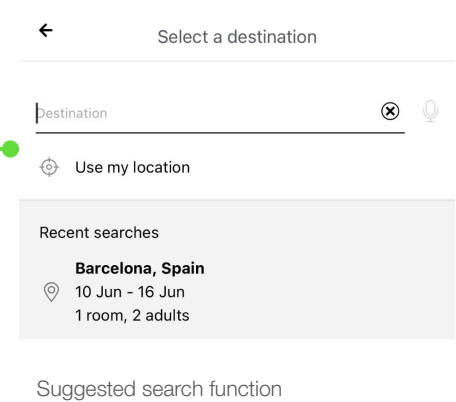Selected hotel details
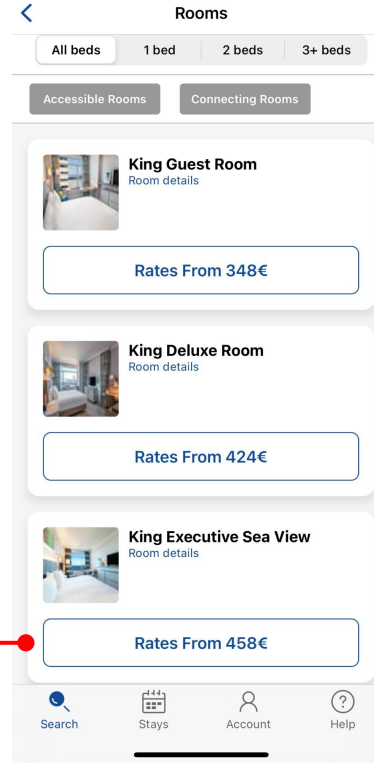
Select a room

Room details

RADISSON
HOTELS

Homepage

✅ Clear branding and logo found on this screen.

✅ Unobtrusive rewards CTA encouraging user to join but not a dominating advert.

❌ Catchy slogan, but white subtext is slightly hard to read against the light background.

➖ Imagery is vivid and suggests 'outdoors' and 'family', but not necessarily hotels.

✅ 'Where to next?' CTA is clear and easily located.

✅ Straightforward navigation bar at the bottom of the app. All necessary options and services can be found easily.

✅ App tracks recent searches, allowing the user to continue their previous search.
Heuristic: Software should be forthcoming and save me steps wherever possible.

RADISSON HOTELS

Join Radisson Rewards
Get Exclusive member benefits ›

LOOK AHEAD.
BOOK AHEAD
Up to 30% off weekends. Get the highest discount in the app! ›

🔍 Where to next?

Check your upcoming stay

Last-minute hotels nearby

Need help?

🏠 Home | Deals | Stays | Sign in | More

Homepage

← Select a destination

Destination ⊗ 🎤

◎ Use my location

Recent searches

📍 **Barcelona, Spain**
10 Jun - 16 Jun
1 room, 2 adults

Suggested search function

Hotel search

✅ Clear titles for each step so user knows exactly what they're doing at each stage of the booking process.

✅ 'Select a destination' field offers a series of suggested locations in relation to user's search term.
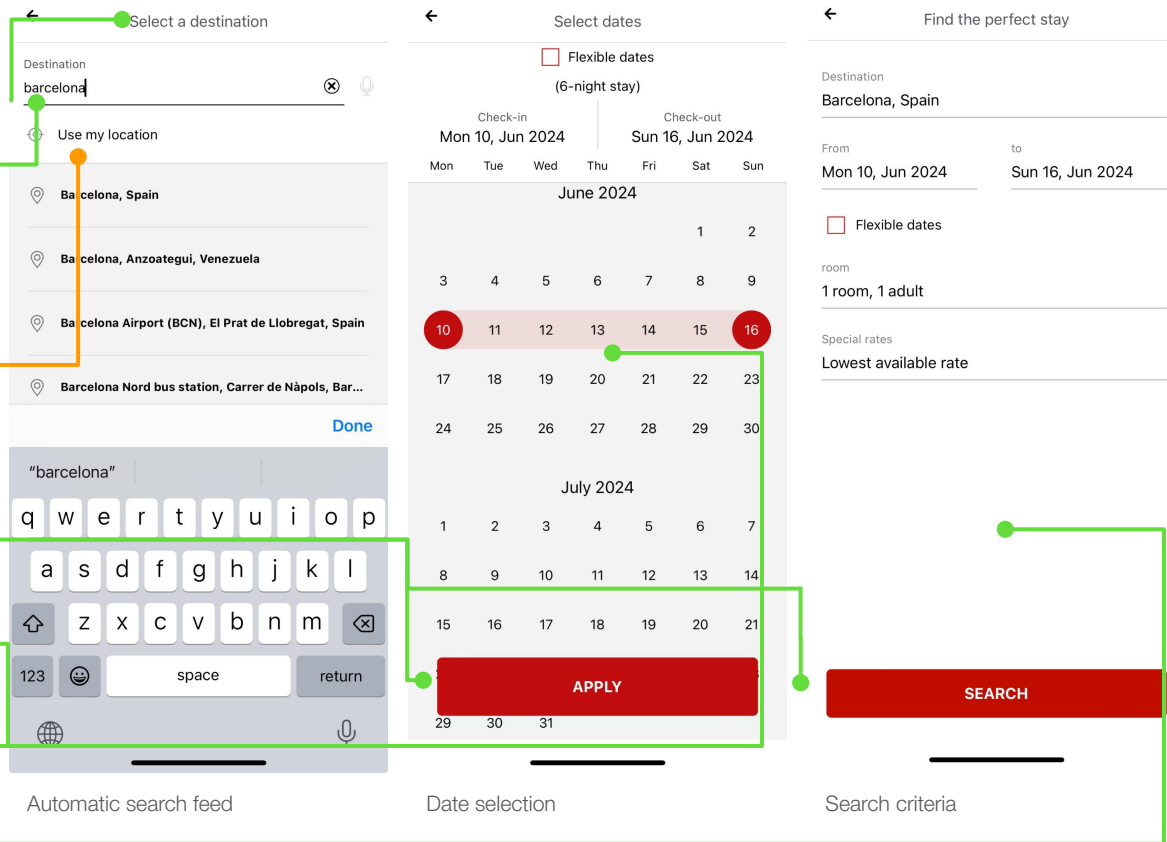*Heuristic: Software should be forthcoming.*

⊖ 'Use my location' wording is confusing and 'Search for nearby hotels' might translate better.

✅ 'Apply' and 'Search' in stand out colour make for a clear CTA.

✅ Scrollable calendar interface is intuitive and easy to use.

✅ Limited colour palette and high contrast in colour makes for clear date selection.

✅ Interface is clean and straightforward overall.

Select a destination

Destination

barcelona ⊗ 🎤

📍 Use my location

📍 Barcelona, Spain

📍 Barcelona, Anzoategui, Venezuela

📍 Barcelona Airport (BCN), El Prat de Llobregat, Spain

📍 Barcelona Nord bus station, Carrer de Nàpols, Bar...

Done

"barcelona"

q w e r t y u i o p
a s d f g h j k l
⇧ z x c v b n m ⌫
123 😊 space return
🌐 🎤

Automatic search feed

Select dates

☐ Flexible dates

(6-night stay)

Check-in   Check-out
Mon 10, Jun 2024   Sun 16, Jun 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun

June 2024

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2024

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
29	30	31				

APPLY

Date selection

Find the perfect stay

Destination
Barcelona, Spain

From   to
Mon 10, Jun 2024   Sun 16, Jun 2024

☐ Flexible dates

room
1 room, 1 adult

Special rates
Lowest available rate

SEARCH

Search criteria

Search results

✅ Intuitive summary of user's search is displayed in the top navigation.
*Heuristic: Software should be interested in me.*

✅ Hotel card is attractive and well displayed, showing only necessary information at this stage.

✅ Attractive imagery that highlights proximity to local attractions to entice the user.
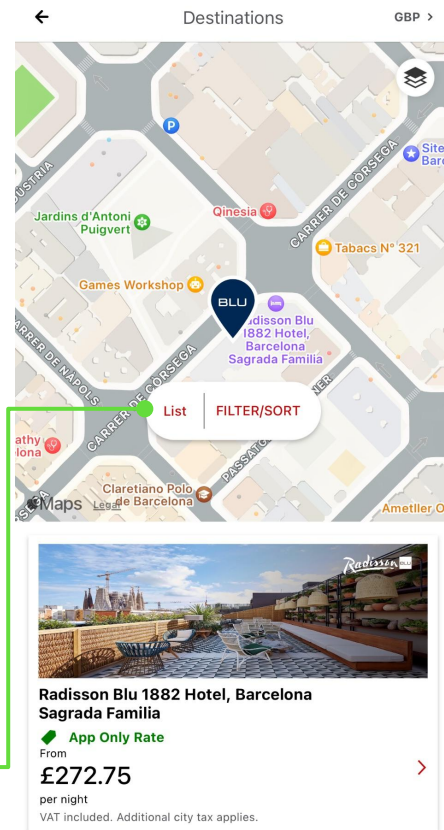
✅ Horizontal image scroll makes the browsing session more straightforward.

✅ Prominent use of reviews to enhance user trust.

✅ Ability to search by location or filter results based on user requirements or preferences.
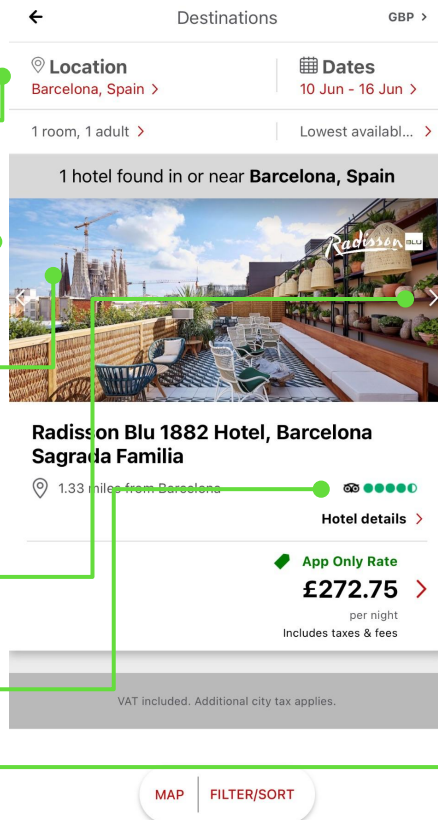
Hotel selection screen

Search by location

Hotel selection

✅ Benefits from a horizontal image scroll function for an intuitive interface.

✅ Intuitive scroll function for viewing room types makes for a straightforward browsing session.

✅ Familiar icons so hotel room amenities are easy to understand and digest.

⊖ Prices are not final, and change throughout the booking process which might be misleading for the user. The total price is not shown until much later in the browsing session.
Heuristic: Software should have common sense and software should be forthcoming.
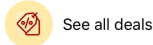
✅ 'Book now' in stand out colour for a prominent CTA.

Radisson Blu 1882 Hotel, Barcelona Sagrada Familia

🗺️ ●●●●○ 573 reviews

✅ Radisson Hotels Safety Protocol

Carrer Còrsega, 482, Barcelona, 8025, Spain
See location

📞 +34 933 478 486
✉️ info.barcelona@radissonblu.com

More details

🏷️ See all deals ⌄

Discover Barcelona from our stylish hotel

Check the price calendar

from
£272.75 per night   **BOOK NOW**

Selected hotel details

Radisson Blu 1882 Hotel, Barcelona Sagra...

Room types

1/5

Standard Room - Interior Facing
max: 2 adults | 22m² | 1 king

📶 ⚏ 🛍️ 🧴

View room details ›

Superic
max: 2 adu

📶

View room

Restaurants and bars

Check the price calendar

from
£272.77 per night   **BOOK NOW**

Select a room

Add extra options

⏱️ Room(s) held for 14 min 56 sec

Food And Beverage   **Rooms**

Breakfast
SEE DETAILS
£98.13 /room   ⊕ ADD

10% restaurant discount
SEE DETAILS
£0 /room   ⊕ ADD

A bottle of champagne
SEE DETAILS
£21.52 /room   ⊕ ADD

A bottle of red wine
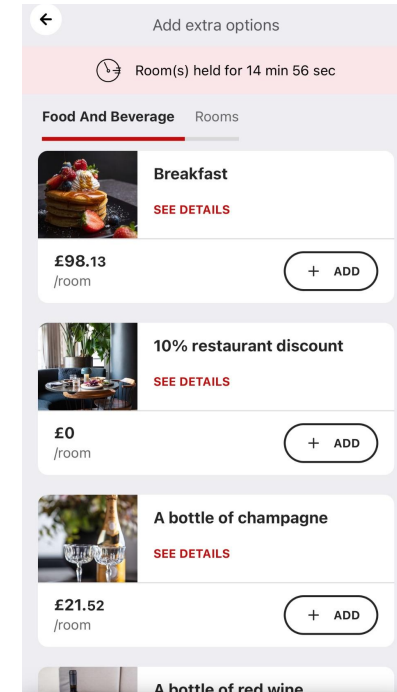
Total
⌃ £1,636.59   NO THANKS

Add extra options

Homepage

✅ Clear branding and logo found on this screen.

❌ 'Sign in and save money' pop-up advert is invasive and dominating. Potentially detrimental to user's trust.

✅ 'Enter destination' CTA is clear and easily located.

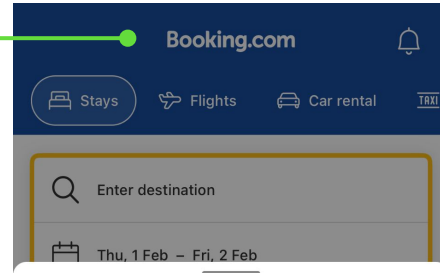✅ Straightforward navigation bar at the bottom of the app. All necessary options and services can be found easily.

✅ App tracks recent searches, allowing the user to continue their previous search.
Heuristic: Software should be forthcoming and save me steps wherever possible.

Booking.com
Stays · Flights · Car rental · TAXI

🔍 Enter destination

📅 Thu, 1 Feb – Fri, 2 Feb

Booking.com
Stays · Flights · Car rental · TAXI

🔍 Enter destination

📅 Thu, 1 Feb – Fri, 2 Feb

👤 1 room · 2 adults · No children

Search

Continue your search

Barcelona
10–16 Jun, 2 adults
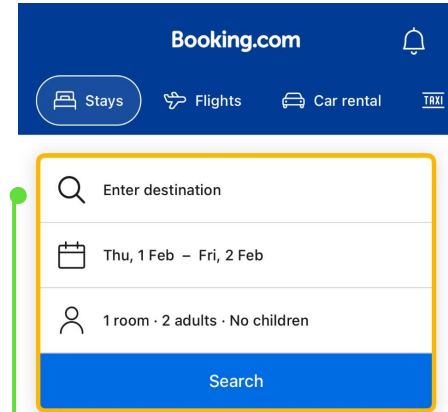
London
12–14 Apr, 2 adults

Chat with our AI

Sign in and save money

Get instant access to our Genius loyalty programme and enjoy discounts at properties worldwide.

Sign in to save

Search · Saved · Bookings · Profile

'Sign in and save money' pop-up

Homepage

Hotel search

✅ 'Enter destination' field offers a series of suggested locations in relation to user's search term.
Heuristic: Software should be forthcoming.

❌ Unclear how to exit the date selection modal.
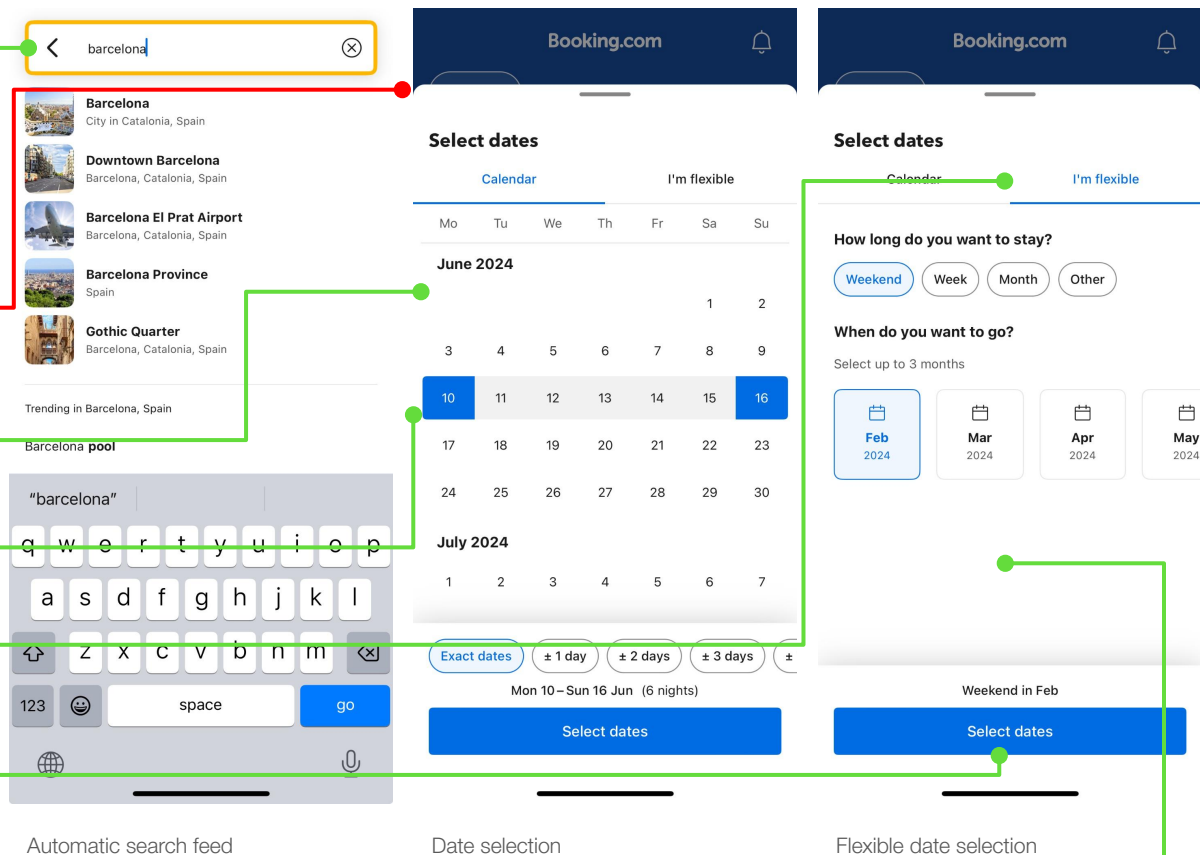*Heuristic: Software should have common sense.*

✅ Scrollable calendar interface is intuitive and easy to use.

✅ Limited colour palette and high contrast in colour makes for clear date selection.

✅ Date selection modal offers users the opportunity for flexible date input for a more informal browsing session.

✅ 'Select dates' in stand out colour makes for a clear CTA.

✅ Interface is clean and straightforward overall.

barcelona

Barcelona
City in Catalonia, Spain

Downtown Barcelona
Barcelona, Catalonia, Spain

Barcelona El Prat Airport
Barcelona, Catalonia, Spain

Barcelona Province
Spain

Gothic Quarter
Barcelona, Catalonia, Spain

Trending in Barcelona, Spain

Barcelona **pool**

"barcelona"

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space go

Automatic search feed

Booking.com

Select dates

Calendar | I'm flexible

Mo	Tu	We	Th	Fr	Sa	Su
June 2024						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
July 2024						
1	2	3	4	5	6	7

Exact dates | ± 1 day | ± 2 days | ± 3 days | ±

Mon 10 – Sun 16 Jun (6 nights)

Select dates

Date selection

Booking.com

Select dates

Calendar | I'm flexible

How long do you want to stay?

Weekend | Week | Month | Other

When do you want to go?

Select up to 3 months

| Feb 2024 | Mar 2024 | Apr 2024 | May 2024 |

Weekend in Feb

Select dates

Flexible date selection

Search results

✅ Intuitive summary of user's search is displayed in the top navigation.
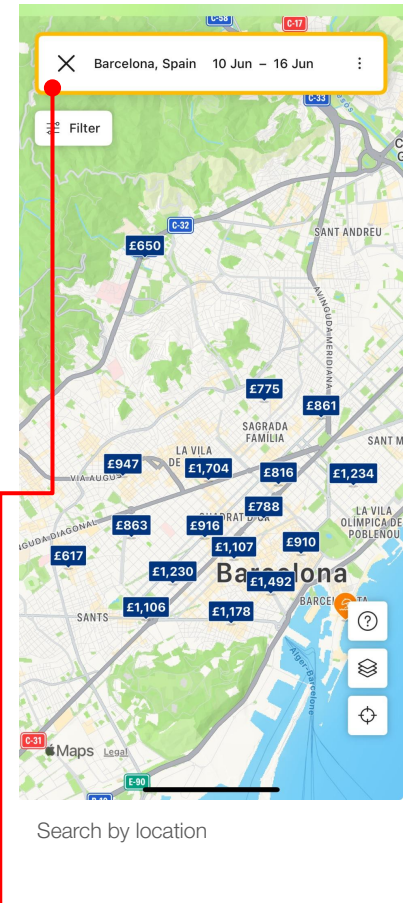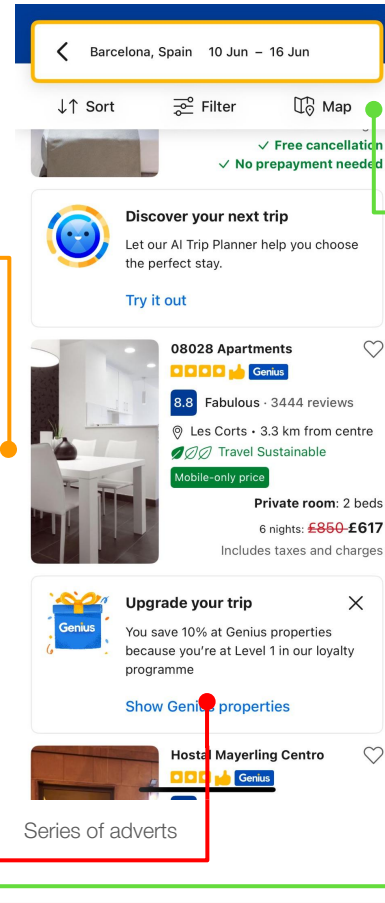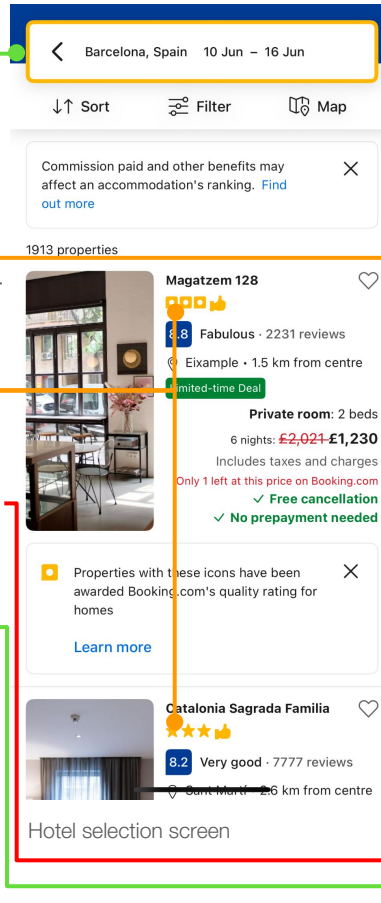*Heuristic: Software should be interested in me.*

⊖ Hotel card is cluttered, not all information is necessary at this stage and could wait until later in the browsing session.

⊖ Inconsistent icon usage in guest review Likert scale could be confusing for users.

❌ Interface is cluttered with adverts and upgrade suggestions that could be detrimental to user's trust.

✅ Ability to search by location or filter results based on user requirements or preferences.

❌ Unclear how to leave the map view, 'X' CTA suggests deleting the current search criteria.
Heuristic: Software should have common sense.

← Barcelona, Spain   10 Jun — 16 Jun

↕ Sort   Filter   Map

Commission paid and other benefits may affect an accommodation's ranking. Find out more ✕

1913 properties

Magatzem 128   ♡
🟨🟨🟨👍
8.8 Fabulous · 2231 reviews
Eixample · 1.5 km from centre
Limited-time Deal
Private room: 2 beds
6 nights: ~~£2,021~~ **£1,230**
Includes taxes and charges
Only 1 left at this price on Booking.com
✓ Free cancellation
✓ No prepayment needed

🟨 Properties with these icons have been awarded Booking.com's quality rating for homes ✕
Learn more

Catalonia Sagrada Familia   ♡
🟨🟨🟨👍
8.2 Very good · 7777 reviews
Sant Martí · 6 km from centre

Hotel selection screen

← Barcelona, Spain   10 Jun — 16 Jun

↕ Sort   Filter   Map

✓ Free cancellation
✓ No prepayment needed

Discover your next trip
Let our AI Trip Planner help you choose the perfect stay.
Try it out

08028 Apartments   ♡
⭐⭐⭐⭐ Genius
8.8 Fabulous · 3444 reviews
Les Corts · 3.3 km from centre
🌿🌿🌿 Travel Sustainable
Mobile-only price
Private room: 2 beds
6 nights: ~~£850~~ **£617**
Includes taxes and charges

🎁 **Upgrade your trip**   ✕
Genius
You save 10% at Genius properties because you're at Level 1 in our loyalty programme
Show Genius properties

Hostal Mayerling Centro   ♡
🟨🟨🟨👍 Genius

Series of adverts

✕ Barcelona, Spain   10 Jun — 16 Jun   ⋮

Filter

£650 £775 £861 £947 £1,704 £816 £1,234 £788 £863 £916 £910 £617 £1,107 £1,230 £1,492 £1,106 £1,178

Barcelona

Search by location

Hotel selection

⊖ Could benefit from a horizontal image scroll function for a more intuitive interface.

✅ Familiar icons so hotel room amenities are easy to understand and digest.

⊖ Multiple coloured text is distracting rather than helpful with what is already a cluttered and confusing information page.
Heuristic: Software should have common sense and software should be forthcoming.

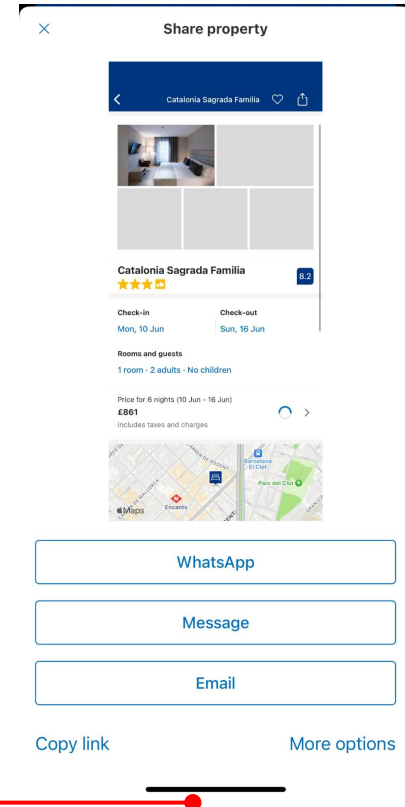✅ 'Select rooms' in stand out colour for a prominent CTA.

❌ App is guessing the intention of the user when taking a screenshot of the page.
Heuristic: Don't try to force me your way.
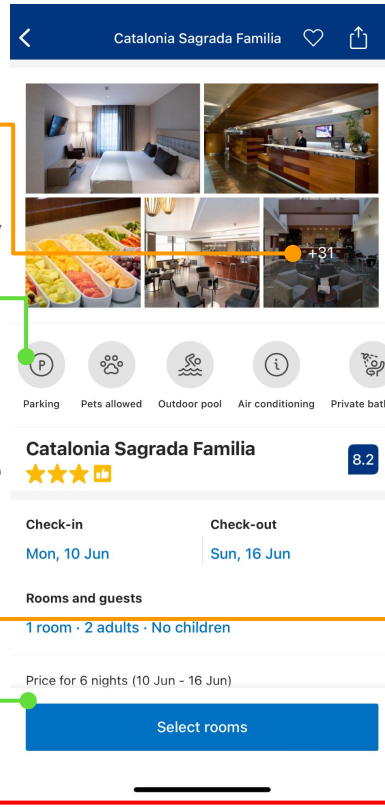
Selected hotel details
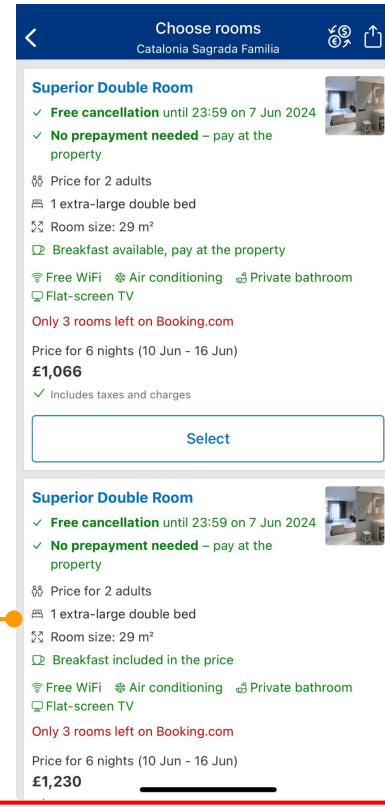
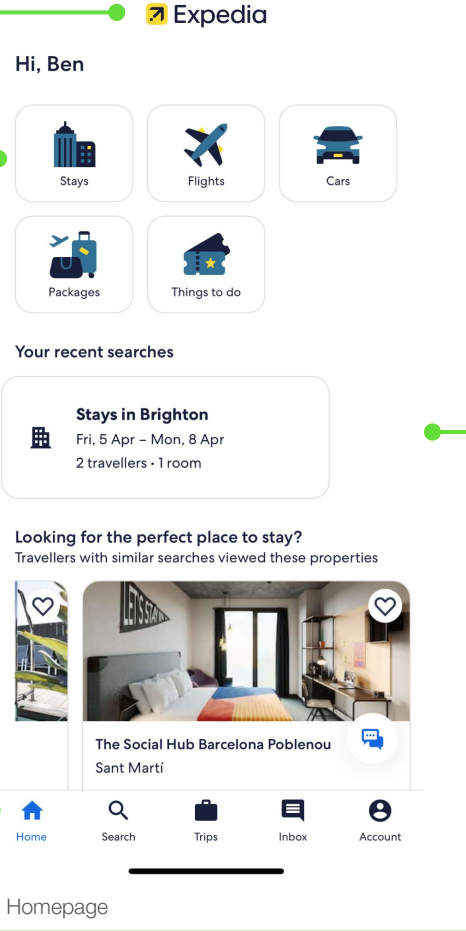Select a room

Pop-up share function

Expedia

Homepage

✅ Clear branding and logo found on this screen.

✅ Familiar icons in colours consistent with the brand to suit user goals during browsing session.

✅ App tracks recent searches, allowing the user to continue their previous search.
Heuristic: Software should be forthcoming and save me steps wherever possible.
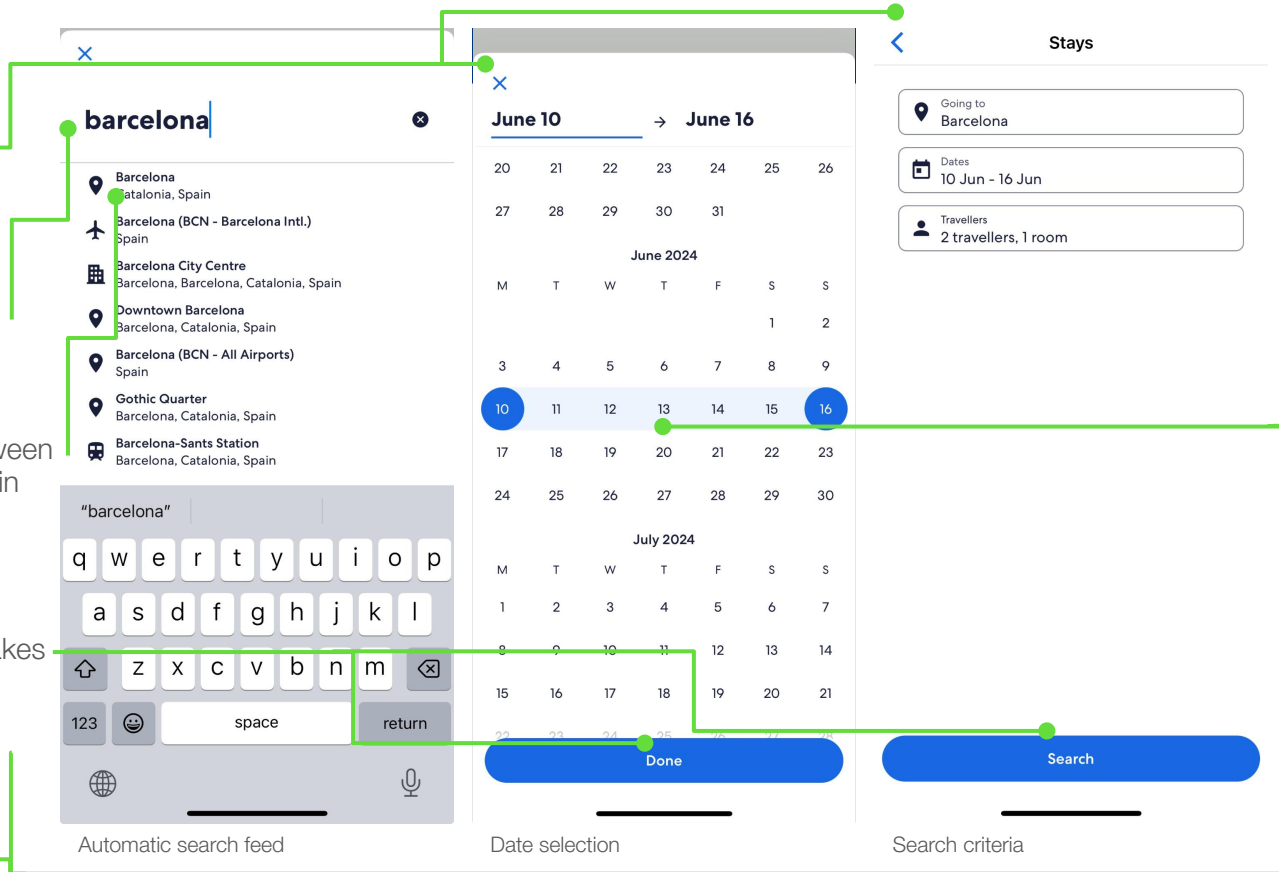
✅ Straightforward navigation bar at the bottom of the app. All necessary options and services can be found easily.

✅ Interface is clean and straightforward overall.

↗ **Expedia**

Hi, Ben

🏢 Stays

✈️ Flights

🚗 Cars

🧳 Packages

🎟️ Things to do

Your recent searches

🏢 **Stays in Brighton**
Fri, 5 Apr – Mon, 8 Apr
2 travellers · 1 room

Looking for the perfect place to stay?
Travellers with similar searches viewed these properties

The Social Hub Barcelona Poblenou
Sant Martí

🏠 Home   🔍 Search   💼 Trips   ☰ Inbox   👤 Account

Homepage

Hotel search

✅ Clear control buttons allow user to feel confident leaving the search.
Heuristic: Software should have common sense.

✅ 'Going to' field offers a series of suggested locations in relation to user's search term.
Heuristic: Software should be forthcoming.

✅ Familiar icons so user can differentiate between hotels, flights, locations and transportation in their browsing session.
Heuristic: Software should have common sense.

✅ 'Done' and 'Search' in stand out colour makes for a clear CTA.

✅ Scrollable calendar interface is intuitive and easy to use.

✅ Limited colour palette and high contrast in colour makes for clear date selection.

barcelona

📍 **Barcelona**
Catalonia, Spain

✈️ **Barcelona (BCN – Barcelona Intl.)**
Spain

🏢 **Barcelona City Centre**
Barcelona, Barcelona, Catalonia, Spain

📍 **Downtown Barcelona**
Barcelona, Catalonia, Spain

📍 **Barcelona (BCN – All Airports)**
Spain

📍 **Gothic Quarter**
Barcelona, Catalonia, Spain

🚆 **Barcelona-Sants Station**
Barcelona, Catalonia, Spain

"barcelona"

| q | w | e | r | t | y | u | i | o | p |

| a | s | d | f | g | h | j | k | l |

⇧ | z | x | c | v | b | n | m | ⌫

123 | 😊 | space | return

Automatic search feed

June 10 → **June 16**

| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

June 2024

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2024

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Done

Date selection

Stays

📍 Going to
Barcelona

📅 Dates
10 Jun – 16 Jun

👤 Travellers
2 travellers, 1 room

Search

Search criteria

Search results

✅ Intuitive summary of user's search is displayed in the top navigation.
Heuristic: Software should be interested in me.

✅ User is able to edit their search criteria with ease, not having to leave the current search page.
Heuristic: Software should have common sense and save me steps wherever possible.

✅ Hotel cards are clear and well displayed, showing only necessary information at this stage.

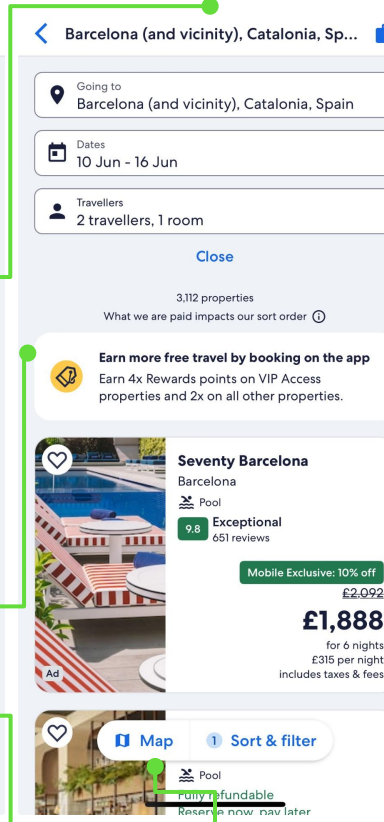✅ Unobtrusive rewards advert does not distract from browsing session.

✅ Ability to search by location or filter results based on user requirements or preferences.
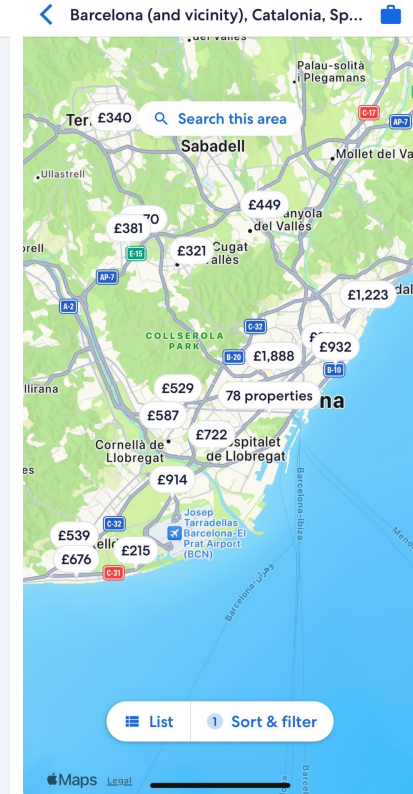
✅ Map view allows user to simultaneously search by price.
Heuristic: Software should be forthcoming and save me steps wherever possible.
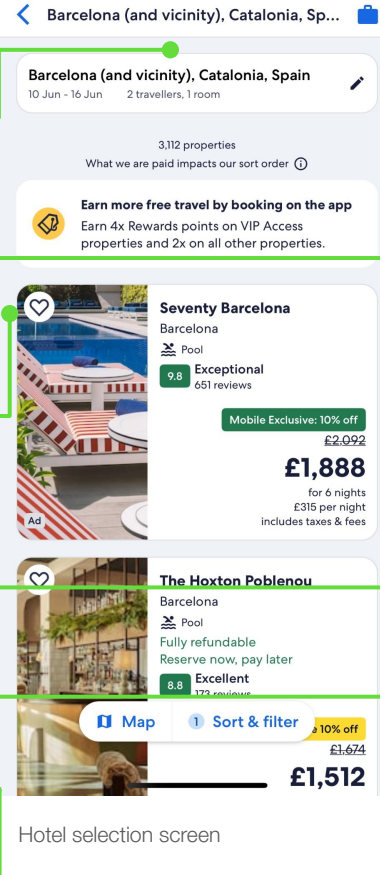
Hotel selection screen

Edit search criteria

Search by location

Hotel selection

✅ Attractive first impression of the hotel with enticing imagery.

✅ Benefits from a horizontal image scroll function for an intuitive interface.

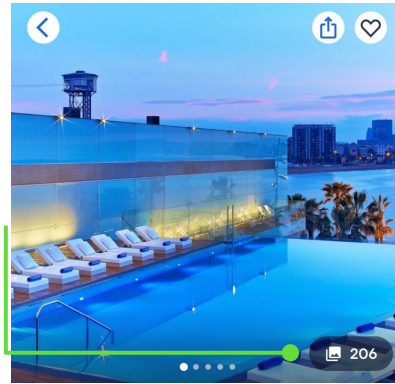✅ Total amount for hotel room is consistent, with a clear breakdown of cost per night.
Heuristic: Software should be forthcoming.

✅ Prominent use of reviews to enhance user trust.

✅ App allows user to share results of the browsing session in an intuitive and considerate manner.
Heuristic: Software should have common sense.

✅ Prominent CTAs in high contrast colour.

✅

206

W Barcelona
★★★★★
Beachfront, with full-service spa

8.6 **Excellent**

See all 1,004 reviews ›

Popular amenities

🍴 Restaurant   🍸 Bar
🛎 Room service   🍽 Pool
🍳 Breakfast available 📶 Free WiFi

See all property amenities ›

Select a room

Explore the area

Hotel selection screen

‹   W Barcelona   📤 ♡

Frequently booked for long stays

🖼 9

Wonderful Room, Room, 1 King Bed, Non Smoking, Marina View

〰 Ocean view
〰 Marina view
📶 Free WiFi
👥 Sleeps 2
🛏 1 King Bed
⬚ 431 sq ft

More details ›

£1,992
for 6 nights
£332 per night
includes taxes & fees

Price details ›   We have 5 left

Select and customise

Edit search criteria

✕ Room information

Room options

Cancellation policy
More details on all policy options ⓘ

⦿ Non-refundable   + £0

◯ Fully refundable before 9 Jun   + £640
   Reserve now, pay later

Extras   Price per night

⦿ No extras   + £0

◯ Breakfast   + £35

◯ Breakfast   + £47

£1,992
for 6 nights
£332 per night
includes taxes & fees   We have 5 left

Price details ›   **Reserve**

Room amenities

✦ **Highlights**

Soundproofed   Air conditioning
Connecting rooms available
Free cots/infant beds   Flat-screen TV
Hypo-allergenic bedding   Pillow menu
Blackout curtains

〰 Ocean view
📶 Free WiFi
👥 Sleeps 2

Search by location

Summary

✅
- Uncluttered interface with clear CTAs in high contrast colour at each step of the browsing and booking process.
- Attractive imagery that entices users and gives them an accurate representation of the hotel and rooms.
- Intuitive search functions with the ability to filter and search by location on map view.
- Straightforward navigation bar, including all necessary options and services.
- Ability to track both recent searches and offer suggested searches based on user's search term.
- Scrollable calendar interface with high contrast colour for clear date selection.
- Simple hotel cards that use familiar icons, showing only relevant information that is appropriate to the stage in which the user is at in the browsing and booking process.

➖
- Inclusion of reviews or similar would enhance user trust in the app.
- A horizontal image scroll function would make for a more intuitive interface.
- Pricing is inconsistent throughout the browsing and booking process which could be misleading or confusing to the user.
- Hotel cards are cluttered, information should be appropriate to the stage of the journey that the user is at.
- Text is inconsistently aligned and uses colour unnecessarily, important information could be missed or confused.

❌
- Invasive pop-up adverts that distract and dominate run the risk of user losing faith and trust in the app.
- User must feel empowered to leave the browsing session at any stage, control buttons and CTAs must be clear.
- Interface is cluttered with upgrade suggestions that could be encouraged later in the booking process.
- App guesses intention of the user when screenshotting the browsing session, this could be made less intrusive with a simple CTA.