

# Candela Hotel

## Competitive benchmark

Case study: Hotel Booking System

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# Objectives and scope

The main goal of this competitive benchmark is to **understand the competitive landscape** of hotel room booking websites.

## GOALS

For this purpose I aim to detect conventions and common patterns, as well as **highlight best practice** during the hotel booking process on a website. I want to **identify errors** in the heuristics and **describe the general feeling** of the booking experience.

## SCOPE

The analysis will cover **four websites**:

- The King's Garden (Sweden)
- Kempinski St. Moritz (Switzerland)
- Park Inn by Radisson Stockholm Hammarby Sjostad (Sweden)
- AirBnB

And it will be limited to the following pages/aspects:

- Homepage/ Landing page
- Search and selection of date and room
- Entering customer details

# Conclusion and common patterns

The most important function of the hotel page is the **presentation of the hotel** and the **possibility to book** a room.

The booking should request the most important details of the trip without unnecessary information.

The **booking process** should be intuitive and short for the user, but may be divided into several steps. If the booking is made in several steps, a process bar should illustrate which step the user is in.

The **representation of the hotel**, on the other hand, is best done via atmospheric photos or videos. However, the loading time must be taken into account here.

Distinctions between the main page and the booking page may exist, but should not confuse the user.

There should be a **clear summary of offers and benefits**, this can be done by icons and precise short texts.

Add-ons should be clearly displayed and easy to select and deselect.

**Important information should be highlighted** in colour.

Separating the **different information areas** increases visual clarity.

All four booking pages compared also showed the following patterns:

- Selected arrival and departure date is highlighted
- Social media buttons available
- Fast booking access available
- Plenty of white space and air to breathe
- Logo serves as 'back to homepage'

# Summery of main positive and negative features

## Hotel Kungsträdgården

+

- Ambience and room views are shown. (10)
- It is possible to book several rooms for different numbers of people. (15)
- Instructions are displayed to the user during the booking process. (16)
- Currency can be selected and changed. (26)
- Room overview contains icons with text (showing bed type, such as Twin Beds or Double Bed), brief description of room facilities. Directly visible that breakfast and WIFI are included. (27)
- All reservation information and customer details are summarised on one page. (31)

-

- Instructions for the user are displayed in different places and are not uniformly designed. (23)
- Unlike the homepage, the Room select / additions page seems very crowded.
- The page is not adapted to large 22" screens. (34)

## Hotel Kempinski

+

- Fast booking possible. (3)
- Elegant photo views of the hotel. (7)
- Selection of several persons and children possible. (26)
- Room features are displayed. (32)
- During the booking process, the user is shown where to go and what to do with a title and instructions. (34)
- Currency can be selected. (28)

-

- Newsletter pop up is shown immediately and hides information. (5)
- In the cost summary, important details are kept small. (38)
- not all required fields are visible. (44)
- Additional offers and newsletter subscription before finalising the booking. (45)
- Tiny note about the 'Booking Conditions and Privacy Policy'. (46)

## Park Inn by Radisson

+

- Room booking bar sticks to the header when scrolling and therefore booking is possible at any time. (7)
- Services offered displayed as icons. (8)
- Other offers of the hotel and nearby attractions. (12)
- Possibility to book several rooms with several people. (21)
- Brief overview of the hotel incl. map. (23)
- Room rates with different 'special rates' are clearly displayed. (28)
- Clear summary at check-out. (32)
- Process status is displayed, but only at check-out. (35)

-

- Hotel views and surroundings photos are not very inviting. (3)
- Room categories compared with photos side by side, differences not very highlighted. (9)
- Other room categories only visible after scrolling. (29)
- Currency cannot be selected, only payable in SEK. (33)

## AirBnb

+

- Extravagant and very aesthetic photos and illustrations are used for advertising. (3)
- Website offers inspiration for future getaways. (11)
- Clearly arranged location, date and guest selection (15)
- The search fields remain after the travel data have been entered and allow the search criteria to be changed. (20)
- Overview of the accommodation's amenities, visualised by icons and labelling. (27)
- The cost overview is displayed when scrolling. (30)
- Reservation only possible with login. Login and registration in the same area. (33)

-

- Language selection is only displayed by icon. Current language and language region are not displayed. (4)
- Agreement to terms and conditions too small and the individual conditions cannot be selected additionally. (35)



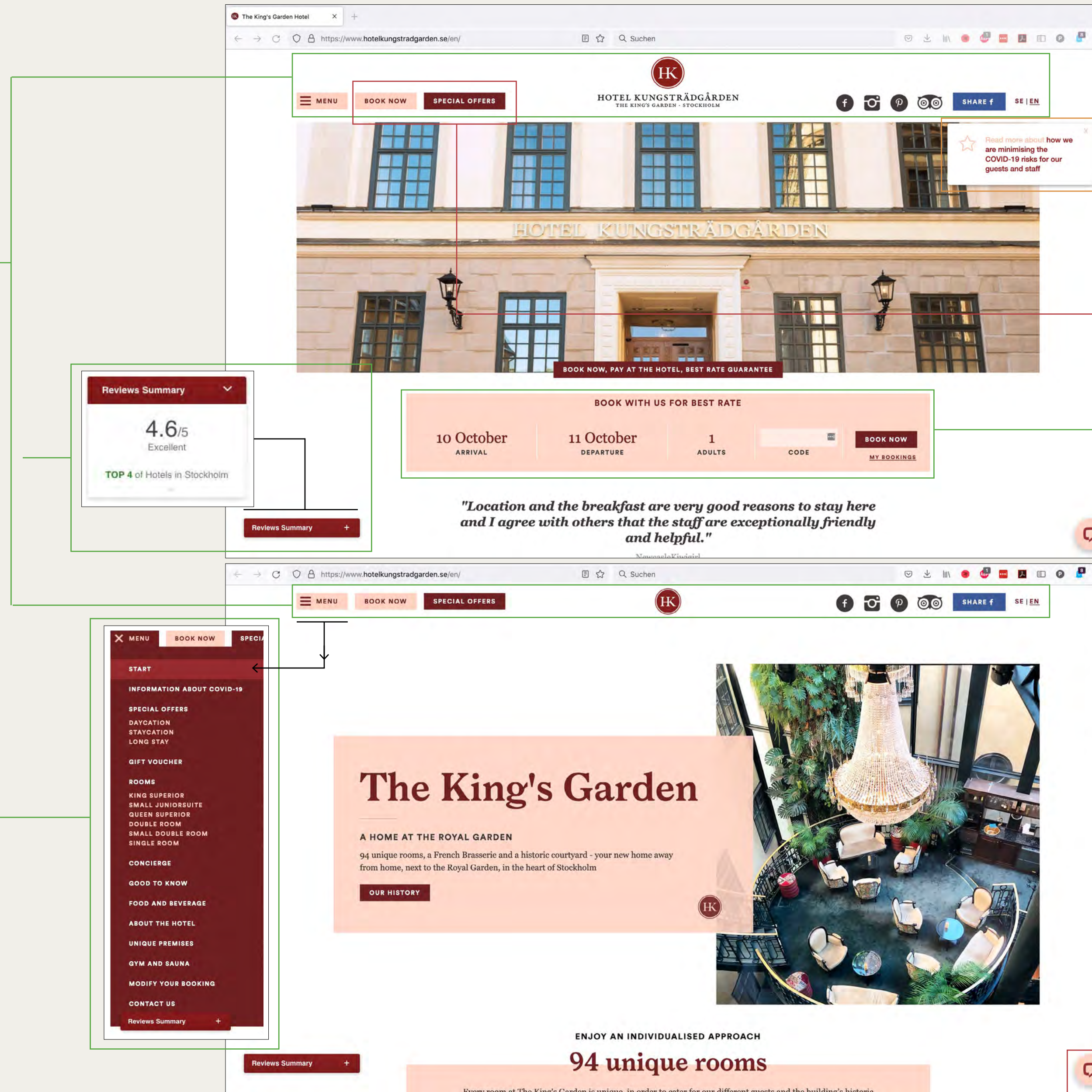
# Hotel Kungsträdgården homepage

1 'Menu' collapses after the first scroll. 'Menu' is kept short and small when closed.

2 Additional information is available first, but the user can choose when to open it.

3 Navigation hierarchy: The distinction between the first and the second stage is well distinguished.

● positiv ● could be improved ● negativ



4 COVID-19 Information and behaviour is not immediately obvious

5 'book now' is less important than 'special offer'

6 Fast booking possible.

7 Chatbot does not work.



8

Plenty of white space, which supports the quiet atmosphere of the hotel



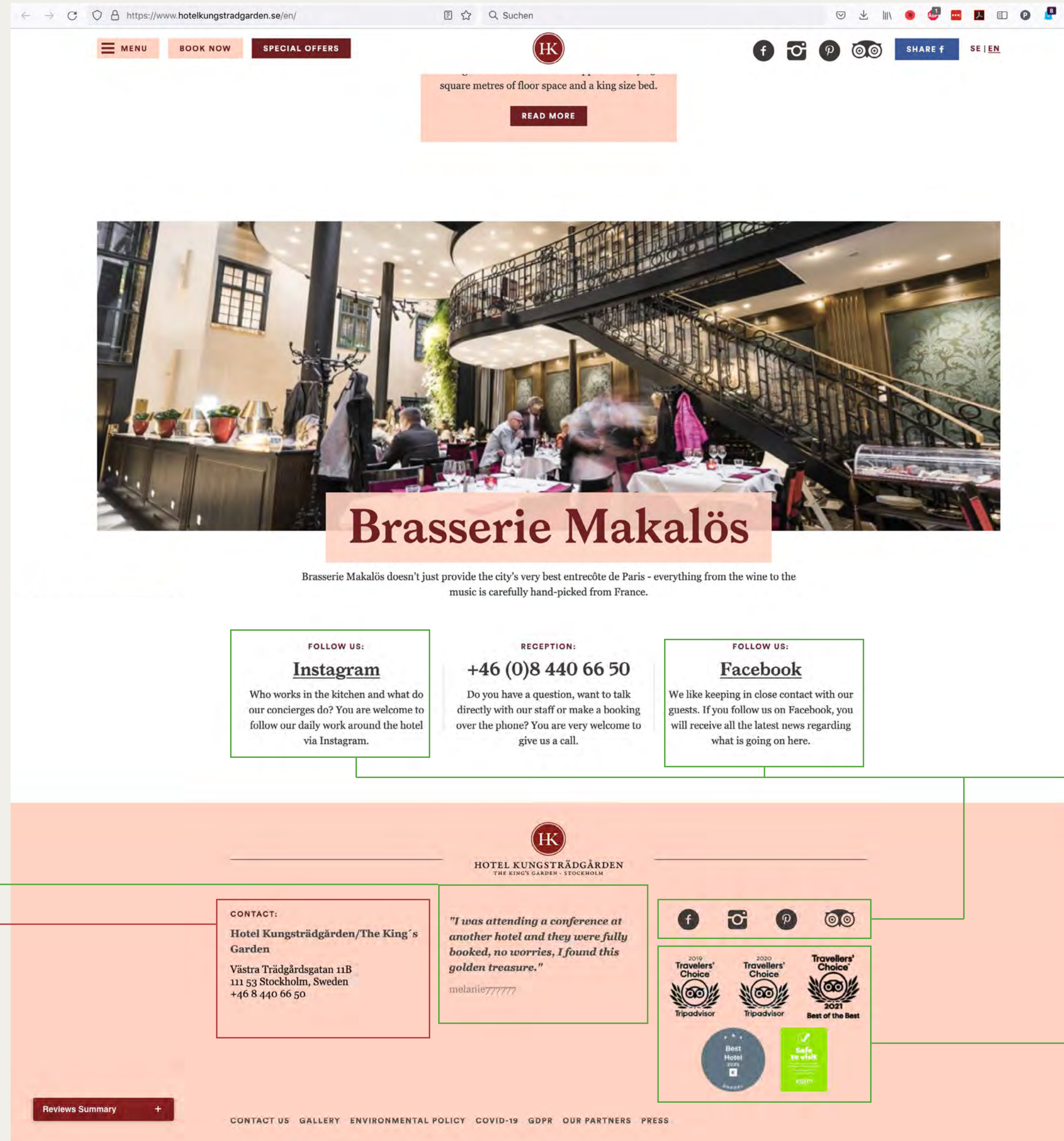
9

Text showing the advantages of the hotel is kept short, but the layout makes it seem very compact

10

Room photos, which transmit ambience





11 Reviews from other guests are very discreet displayed.

12 User has to scroll far to find out the hotel address

13 Social media links and buttons minimally displayed in one colour

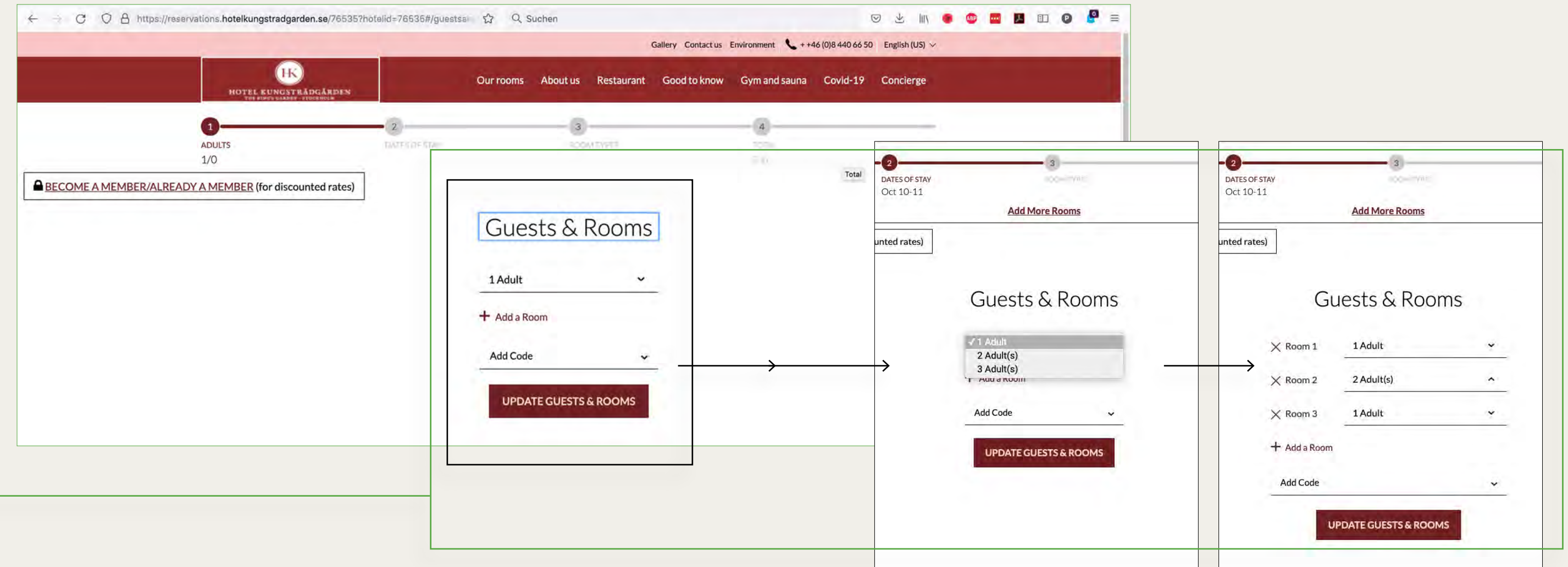
14 Awards minimally displayed in one colour



# Hotel Kungsträdgården

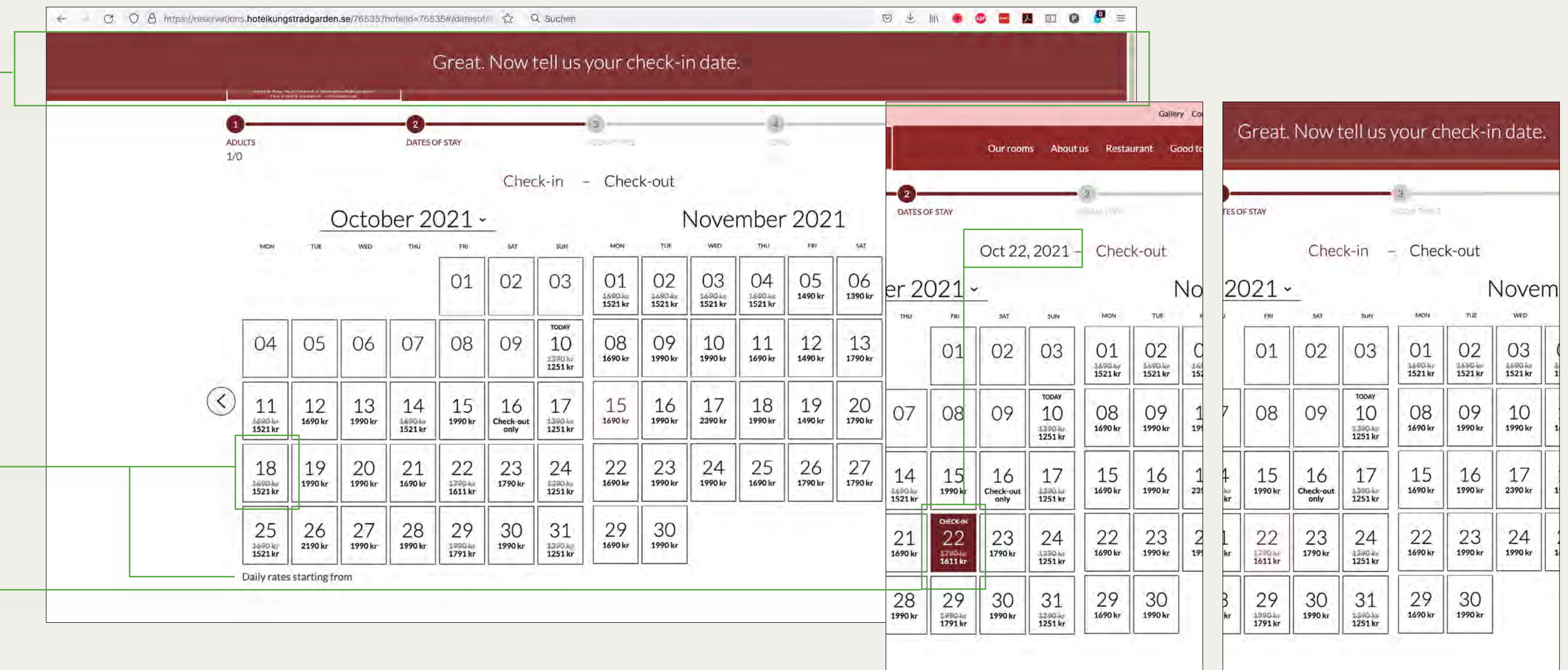
## search and select

After clicking 'book now' on the home-page, a new tab will open asking for guest and room information.



15 It is possible to book several rooms with different numbers of adults

16 Instructions are displayed to the user during the booking process



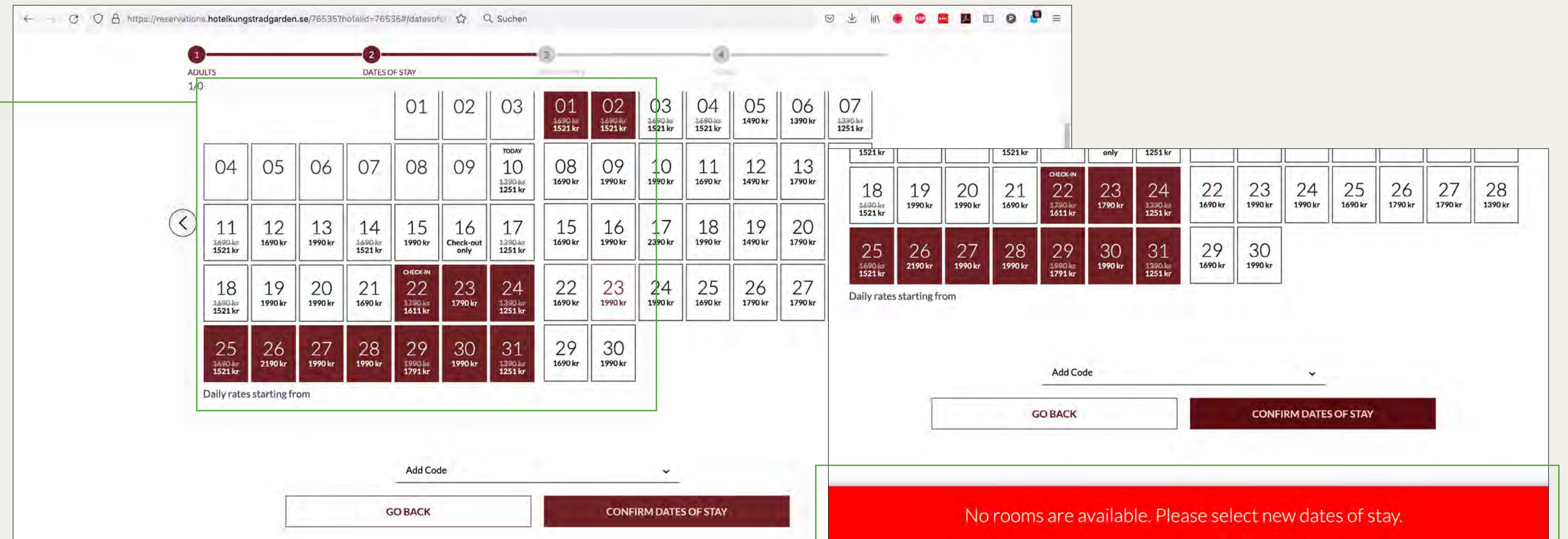
17 Prices per night are visible / lowest price category is displayed

18 Selected date is highlighted



19

After clicking the second date, the selected period is highlighted.



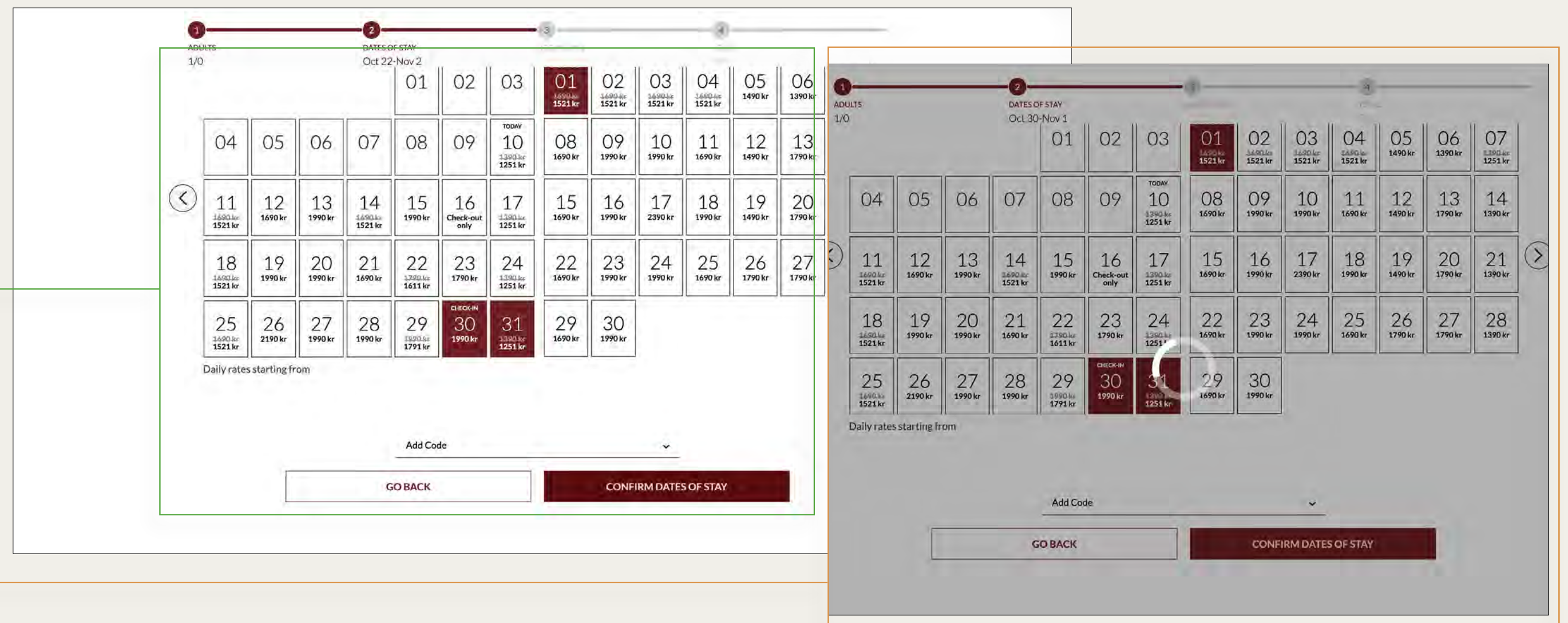
20

Immediate information if the period is not available. Information is displayed at the bottom of the screen.



21

After date correction, there is an additional message that these dates are available. The customer can confirm the date directly.



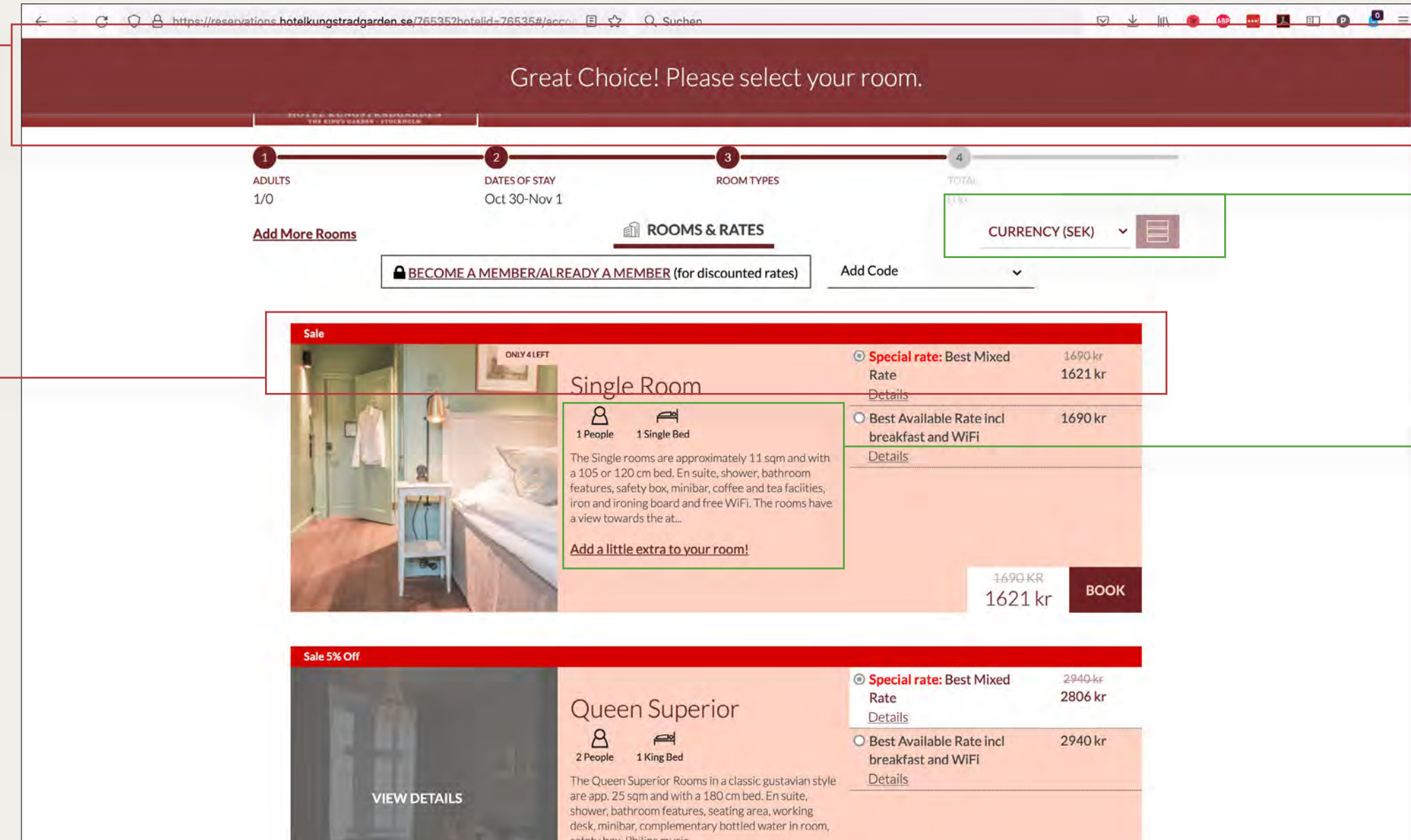
22

Data is transmitted, no information is given to the customer about what exactly is happening.



23

The data has been transferred. The arrival and personal data are displayed on the top screen panel. However, they are covered by the pop-up bar 'Great Choice! Please select your room.' In contrast to the 'no rooms are available' bar, this information bar has a different colour and is displayed at the top and not at the bottom of the screen.



26

current currency is displayed, but can also be changed via dropdown menu before checkout.

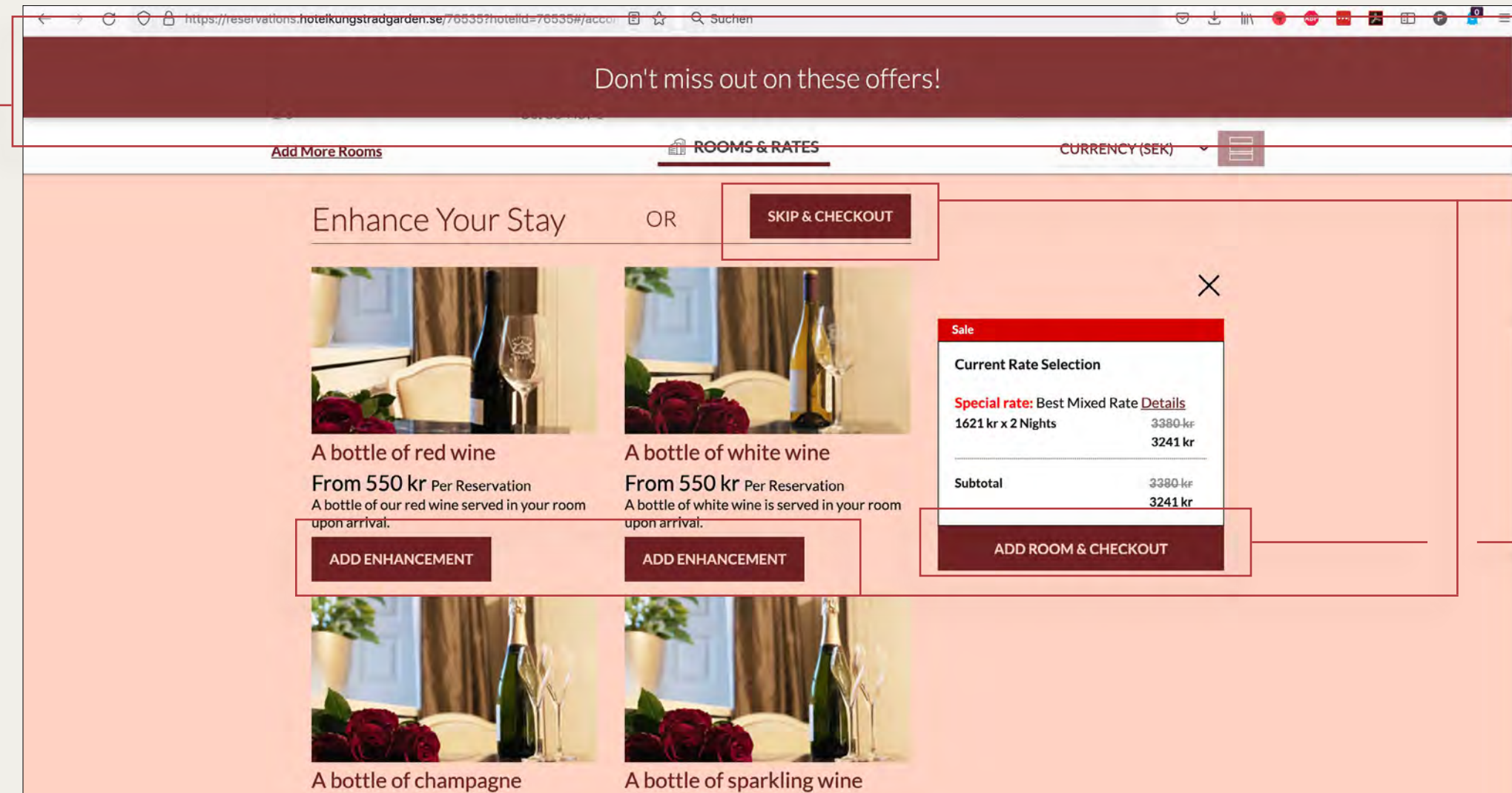
24

The same warning colour is used for 'special rate' as for 'there are no rooms available'

27

Room overview contains icons with text (showing bed type, such as Twin Beds or Double Bed), brief description of room facilities. Directly visible that breakfast and WIFI are included.

After the room has been selected, the screen scrolls further down. The customer can now select add-ons.



28

Button to continue booking without additions does not differ from the buttons of the additions

25

As with the bar 'Great Choice! Please select your room', this bar is not very noticeable and could be overlooked by the user.

29

Confusing name. The user has already selected a room, why does he have to 'add room' again - what is probably meant here is 'add enhancement'.



# Hotel Kungsträdgården

details, register and payment

30

Information box in the corporate colour with instructions is not immediately obvious.

31

All reservation information is combined with guest information and payment options on one page.

Please fill out the information below.

1 ADULTS 1/0      2 DATES OF STAY Oct 30-Nov 1      3 ROOM TYPES Single Room      4 TOTAL 3241 kr

[Add More Rooms](#)

<b>Your Reservation</b>	
Special rate: Best Mixed Rate ⓘ	
Single Room - 1 room	3241 kr
2 nights 1 adult	
Subtotal	3380 kr 3241 kr
<b>Total</b>	<b>3241 kr</b>
Included in the Rate	
VAT	347 kr
Special Requests:	
<a href="#">+ Another Request</a>	

**Guest Information**  
Already a member? [Click here!](#)

1. Last Name \*

2. First Name \*

3. Address \*

4. City \*

Country \*

CREDIT CARD FOR GUARANTEE ONLY. Authorization will be done upon arrival and debit upon departure.

VISA    AMERICAN EXPRESS    Mastercard    Discover Club

5. Card Number \*

6. Expiry Date \*

7. Cardholder Name \*

Use the same address as contact information.

I consent to receiving special offers and promotional messages from Hotel Kungsträdgården - The King's Garden by email.

I have read and agree to the [Terms & Conditions and Privacy Policy](#)

**COMPLETE RESERVATION**

The Kings Garden, Sweden - [Property Details](#)

[Modify/Cancel Reservation](#)    [START OVER](#)

32

There is the possibility to change the reservation or start again, but it is very hidden.



# Hotel Kungsträdgården

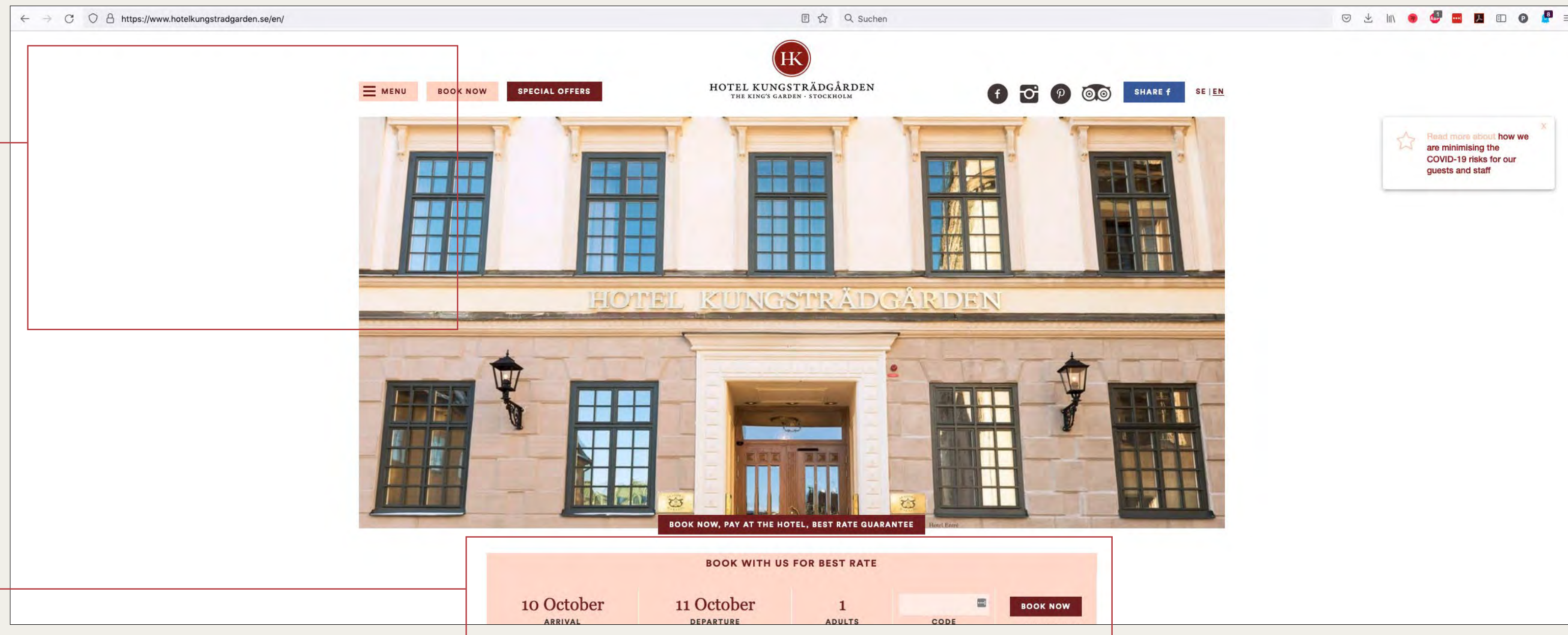
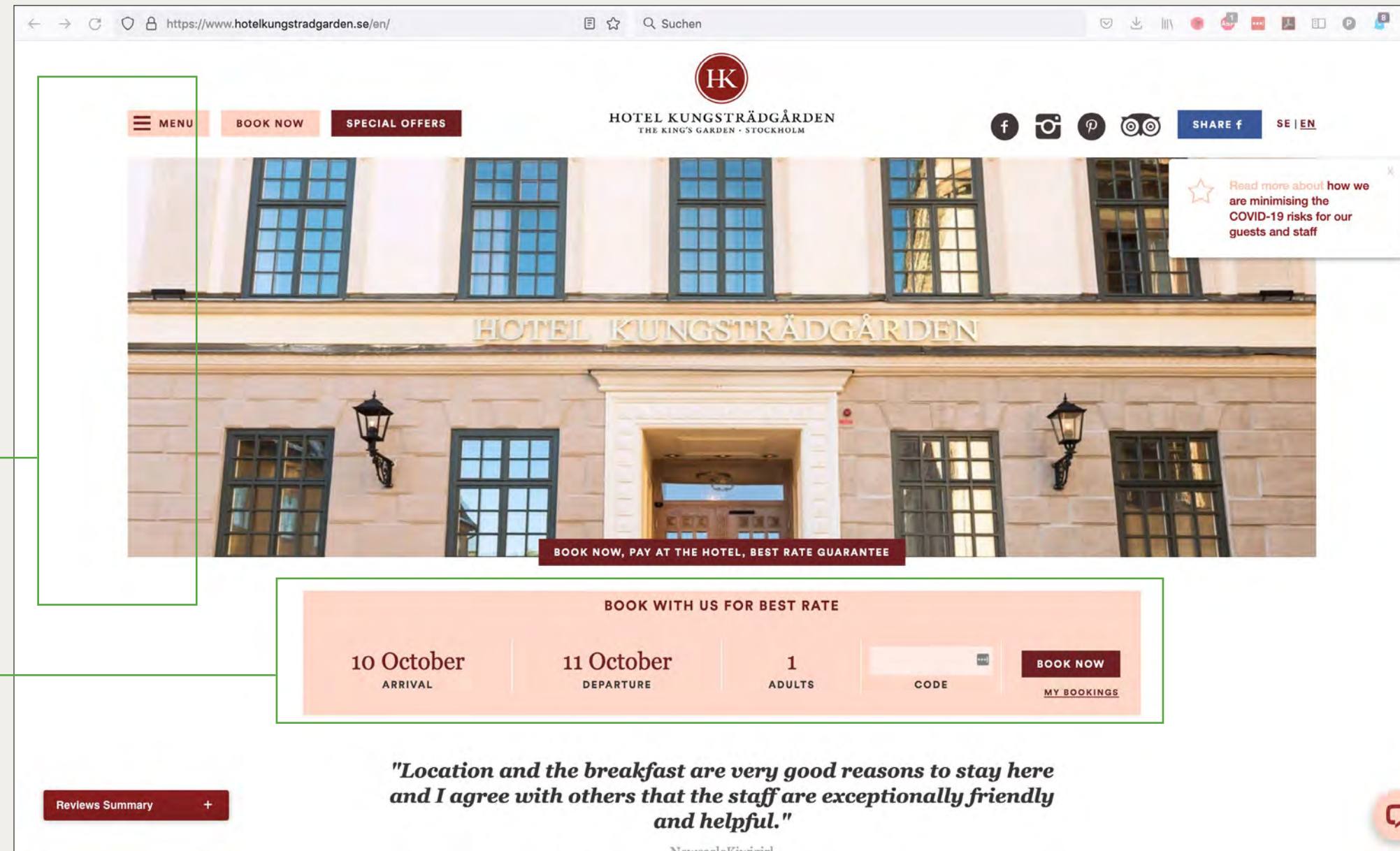
screen comparison on laptop 15"  
and screen 22"

32 The white space is evenly distributed.

33 Booking window is visible immediately.

34 A lot of white space.

35 Booking window/ calendar for booking is cut.



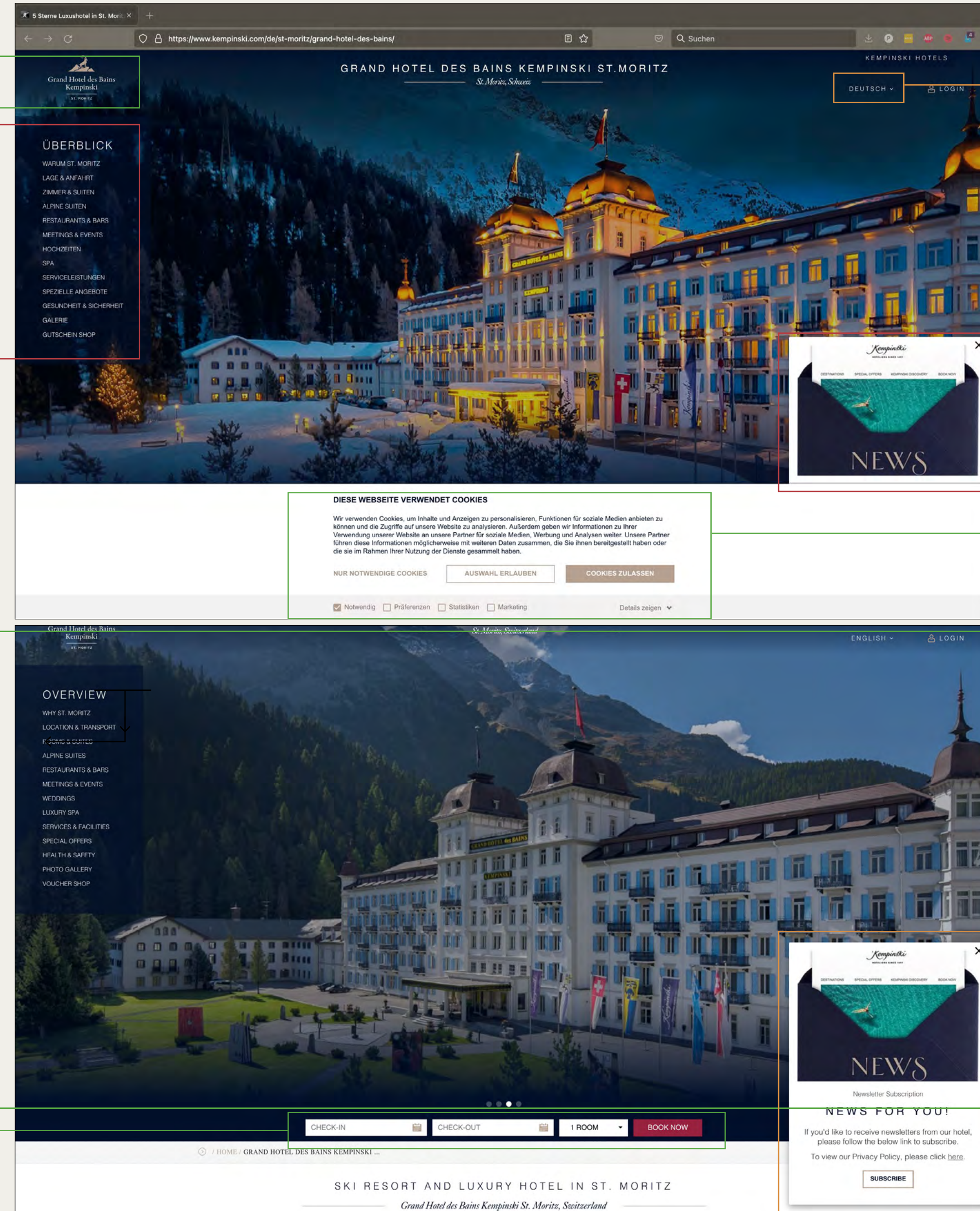


# Hotel Kempinski homepage

- 1 Logo serves as a return to the main page
- 2 No navigation hierarchy. All menu items have the same size.

- 3 Booking possible on the first screen.

● positiv
 ● could be improved
 ● negativ



4 For foreigners it is not obvious that 'deutsch' means a language. An international icon could help the user to switch to the required language.

5 Newsletter subscription is requested immediately, but cannot be selected due to the cookie banner.

6 Cookie banner according to EU standard

7 4 automatically changing shots of the hotel

8 Pop-up overlaps information



9

Detailed ,menu' becomes an icon,  
Booking remains attached at the top  
when scrolling.

10

Information about the hotel.  
Very small font

11

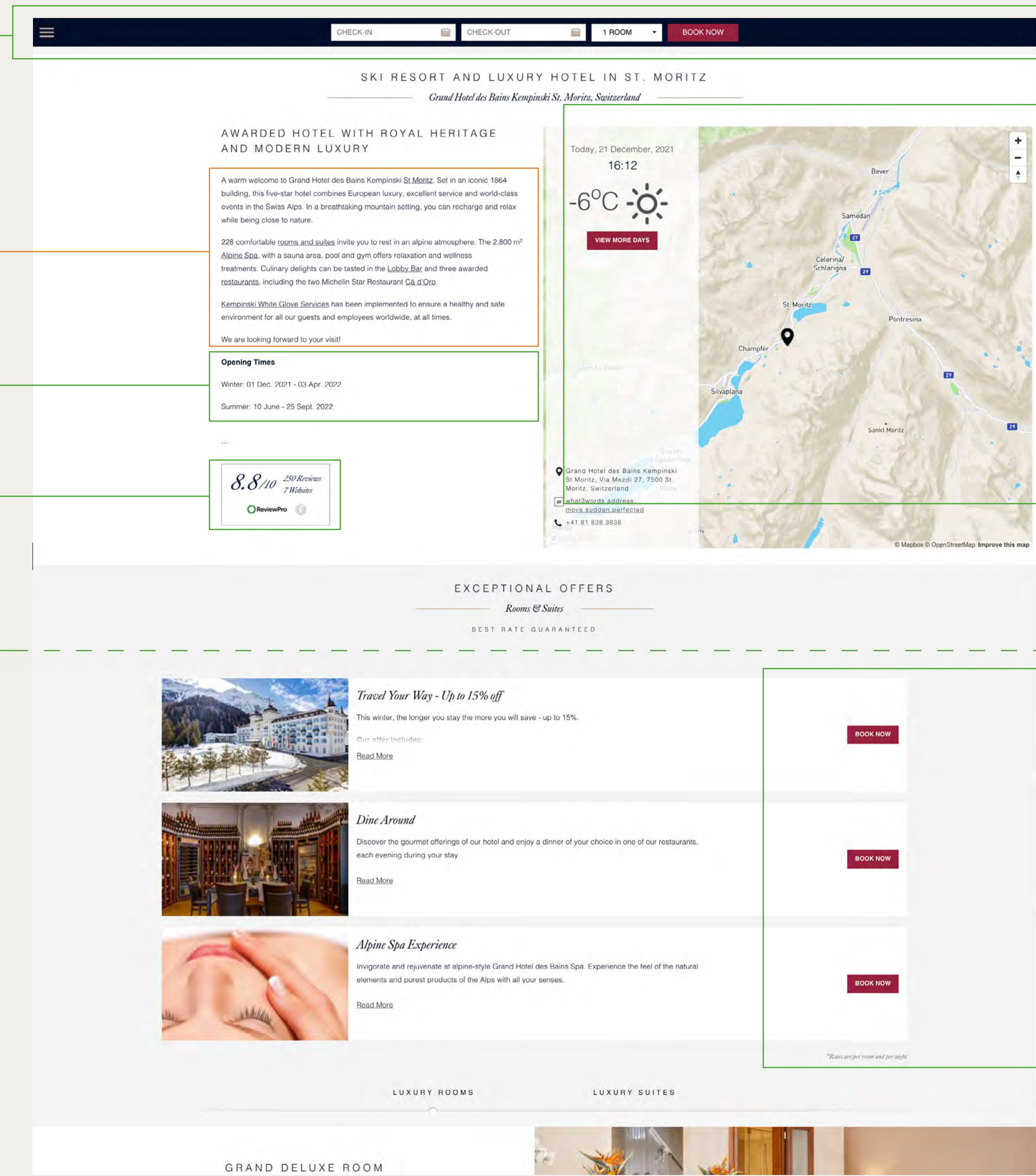
Information about the opening hours  
during the year.

12

Reviews discreetly shown.

13

Title of the new paragraph is still  
visible before scrolling.



14

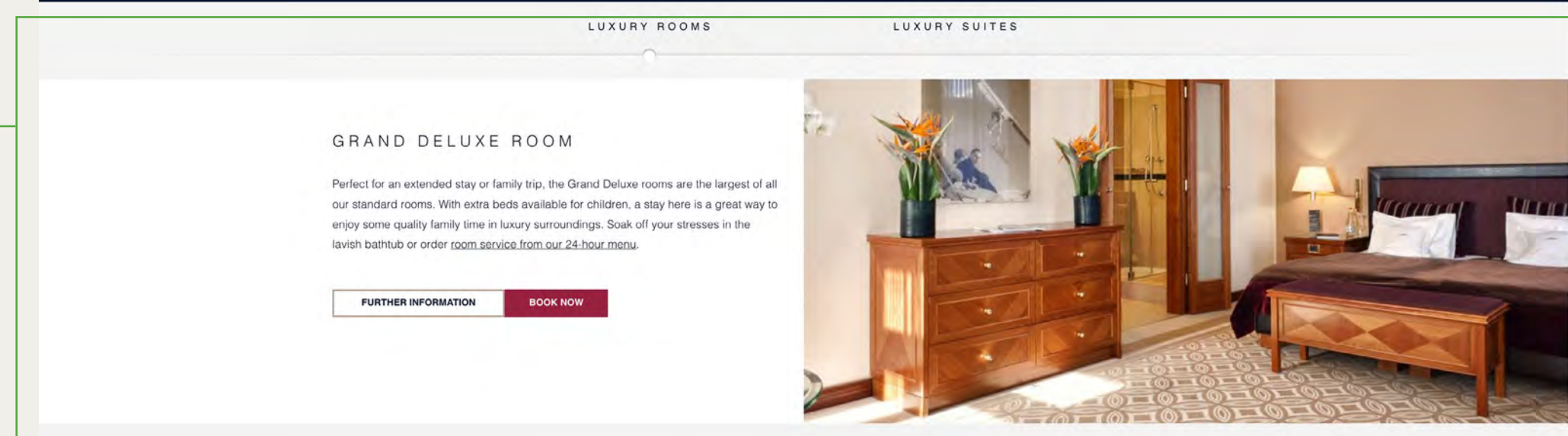
Current weather conditions  
with map, give a  
feeling of holiday.

15

Spacious white room,  
feels luxurious



16 Room examples and associated explanations are highlighted on a white background.

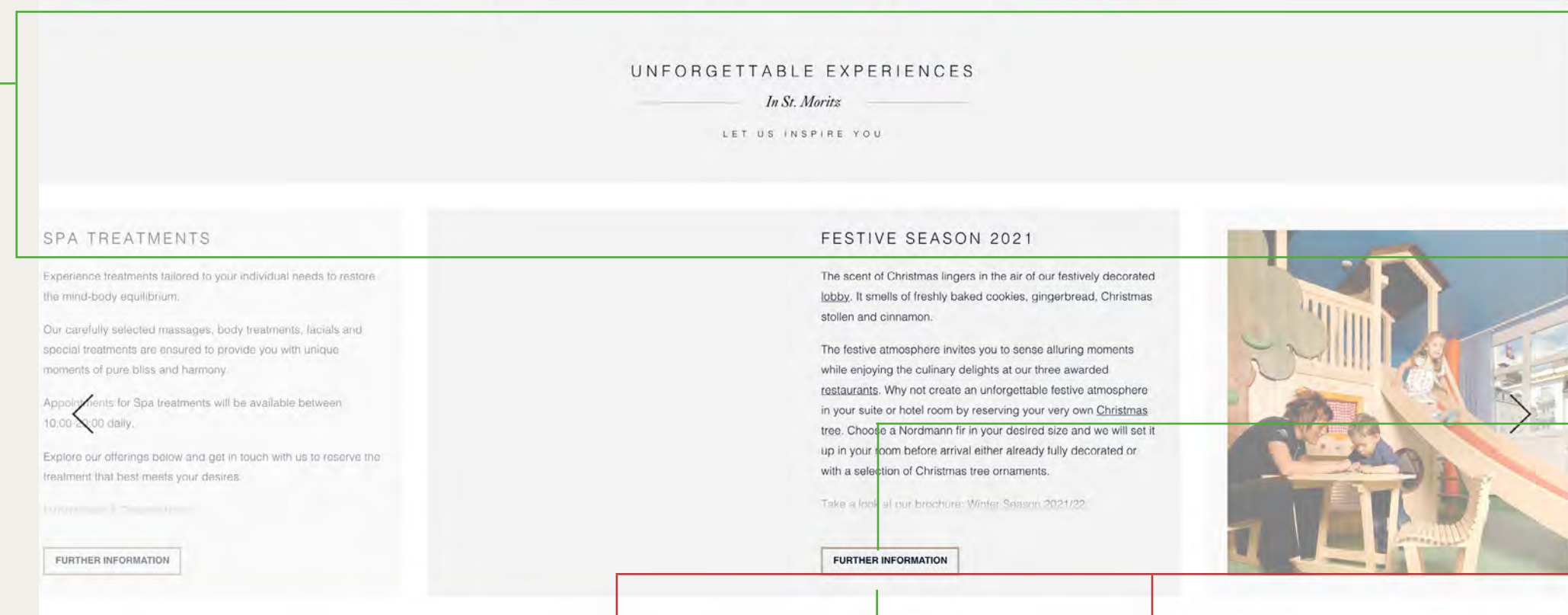


17 Sections or texts are minimally highlighted with a grey background



17 Sections or texts are minimally highlighted with a grey background

20 Sitemap is kept short.



18 Contact and address are difficult to read.

19 Social media links and buttons minimally displayed in two colours



'Modify' and 'Cancel' not quickly visible and less conspicuous than newsletter button.



# Hotel Kempinski

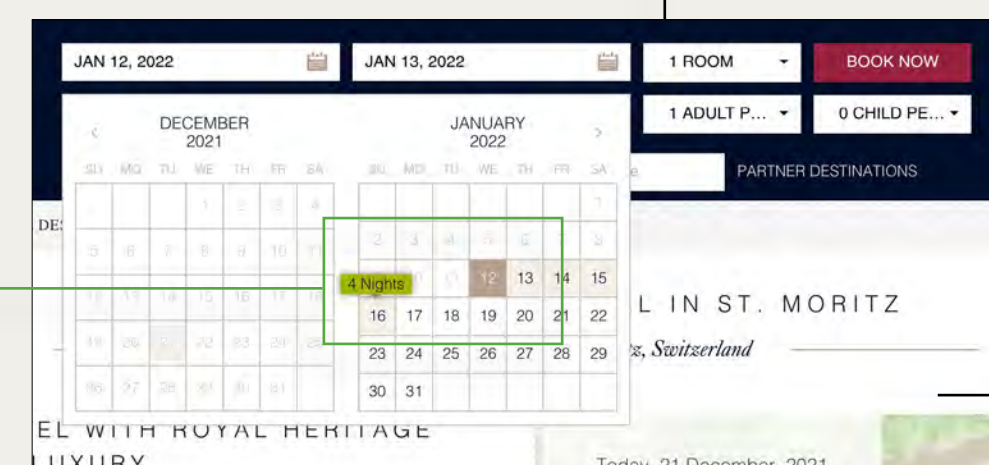
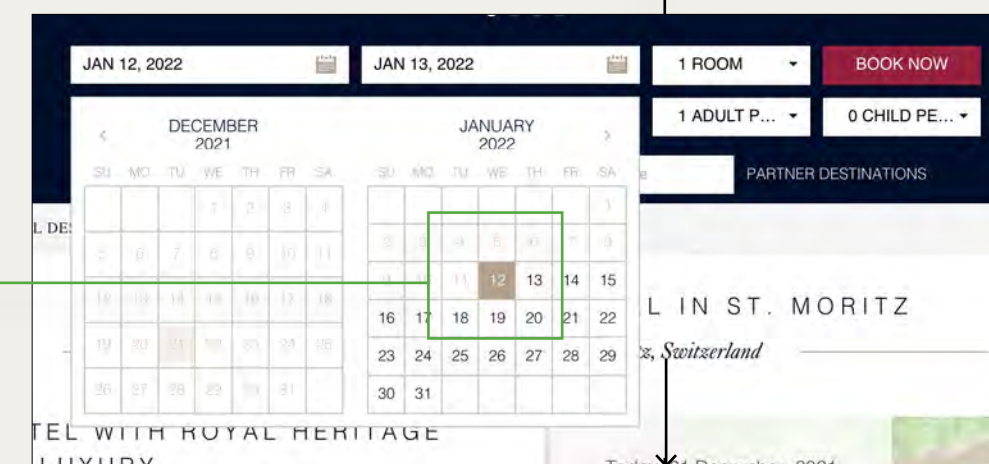
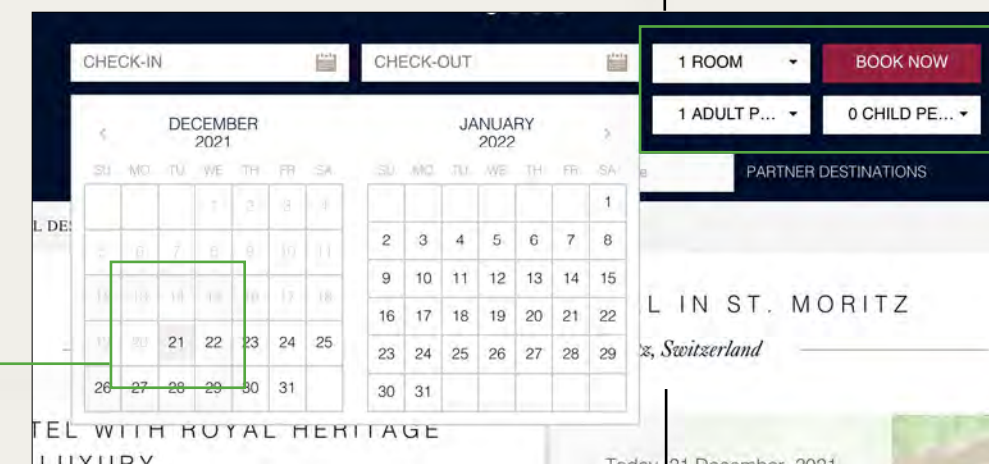
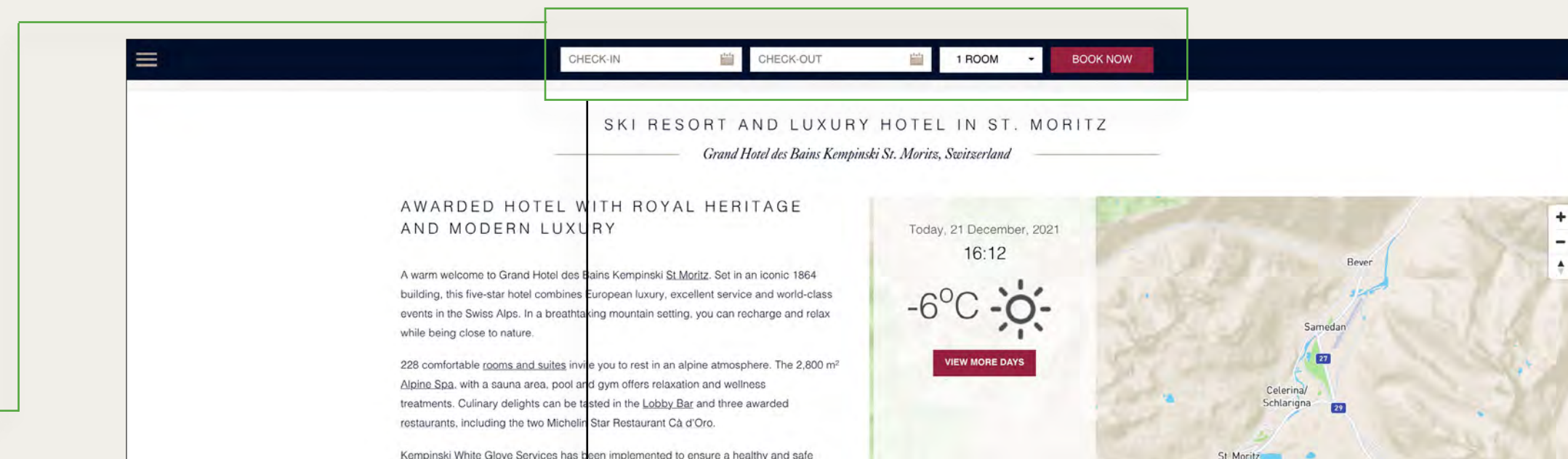
## search and select

22 Calendar opens after clicking in the Check-in box. Two more boxes for adults and children will be added.

23 Excavation of old dates, light grey highlighting of current date, possible dates for overnight stay black.

24 Selection of the check-in date highlighted in light brown.

25 Total stay in number of nights added together.



26 After entering the dates into the calendar, two more boxes for adults and children will be added.

27 After clicking the check-out date, the fields reduce again. No instruction what to do.



# Hotel Kempinski

## details, register and payment

28

Overview of the current request is kept in plain grey. All information can be entered and changed by the user.

29

Currency selection is barely visible and could be made more understandable for international users by using icons.

30

Current information on Covid-19 is displayed before the room selection so that it is not overlooked by the user.

31

Overview of room features and amenities with a representativ room photo.

32

Rates per night and additional booking options are only shown with titles. They can be expanded by clicking the arrow. This lets the user see the room listed below it.

33

Process bar has a simple design, the current status is highlighted with black letters, further steps are kept in a grey colour.

34

Information on where the client is and what they need to do

35

General amenities, important information about the hotel, as well as annual opening times and address are discreetly displayed.



After clicking on 'book now' again, the new page refreshes.

36 Covid-19 info still fully visible

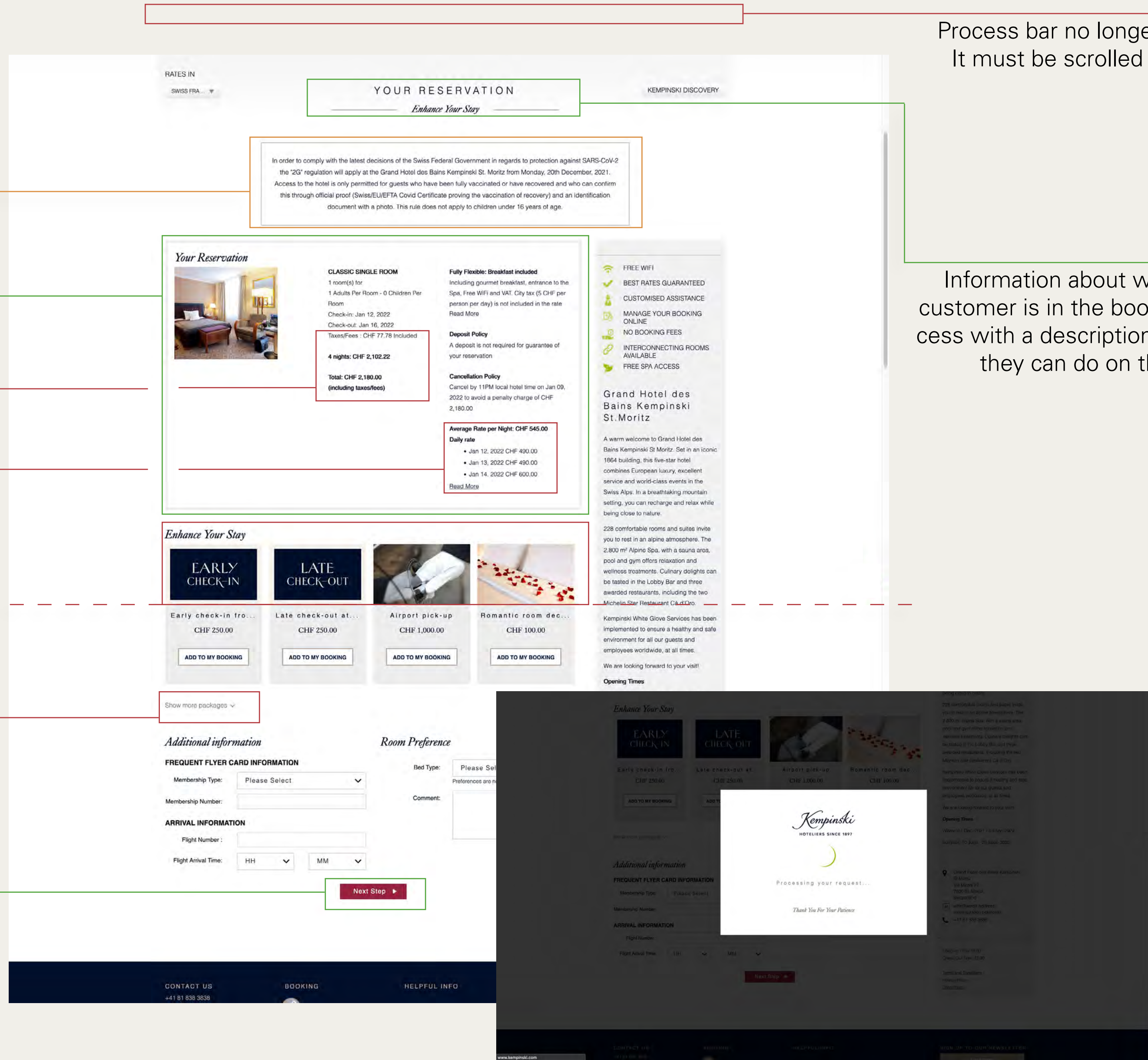
37 Summary of the selection so far is kept compact.

38 Important payment information is not sufficiently highlighted. The list of costs is not comprehensible, the order seems wrong

39 Options that the customer is supposed to select are not fully visible on the display, customer has to scroll first.

40 One does not find out how many packages are available. Text very small.

41 Clearly recognisable button for the next step.



42 Process bar no longer visible. It must be scrolled upwards

43 Information about where the customer is in the booking process with a description of what they can do on this page.



After clicking on 'next step', the page refreshes.

44 Here, too, not all available and simultaneously required fields are visible. Here, too, you have to scroll first.

45 Additional offers and newsletter will be displayed before you finalise your booking.

46 In contrast to the offers, there is only a tiny note on the booking conditions and data protection policy

The screenshot shows a hotel booking confirmation page for the Grand Hotel des Bains Kempinski St. Moritz. The page is titled "YOUR RESERVATION" and features a "Guest Details" section with a form for entering personal information. A "Card Details" section is also present, with a form for entering credit card information. Below these forms, there are promotional offers for the Kempinski DISCOVERY loyalty program and a section for signing up for Kempinski Newsletters. At the bottom of the page, there is a "Confirm Reservation" button. The page also includes a "RATES IN" dropdown menu, a "KEMPINSKI DISCOVERY" logo, and a "Your Reservation" section with a room image and details. A "Grand Hotel des Bains Kempinski St. Moritz" section provides information about the hotel's location and amenities. A "Guest Details" section contains a form with fields for Title, First Name, Last Name, Country, City, Telephone, Mobile, and Email. A "Card Details" section contains a form with fields for Credit card type, Credit card number, and Expiration date. A "Start Enjoying Your Benefits Benefits now" section contains a checkbox for agreeing to the Terms & Conditions and Privacy Policy. A "Kempinski Newsletters" section contains two checkboxes for signing up for newsletters. A "Confirm Reservation" button is located at the bottom of the page.

47 Information about where the customer is in the booking process with a description of what they can do on this page.

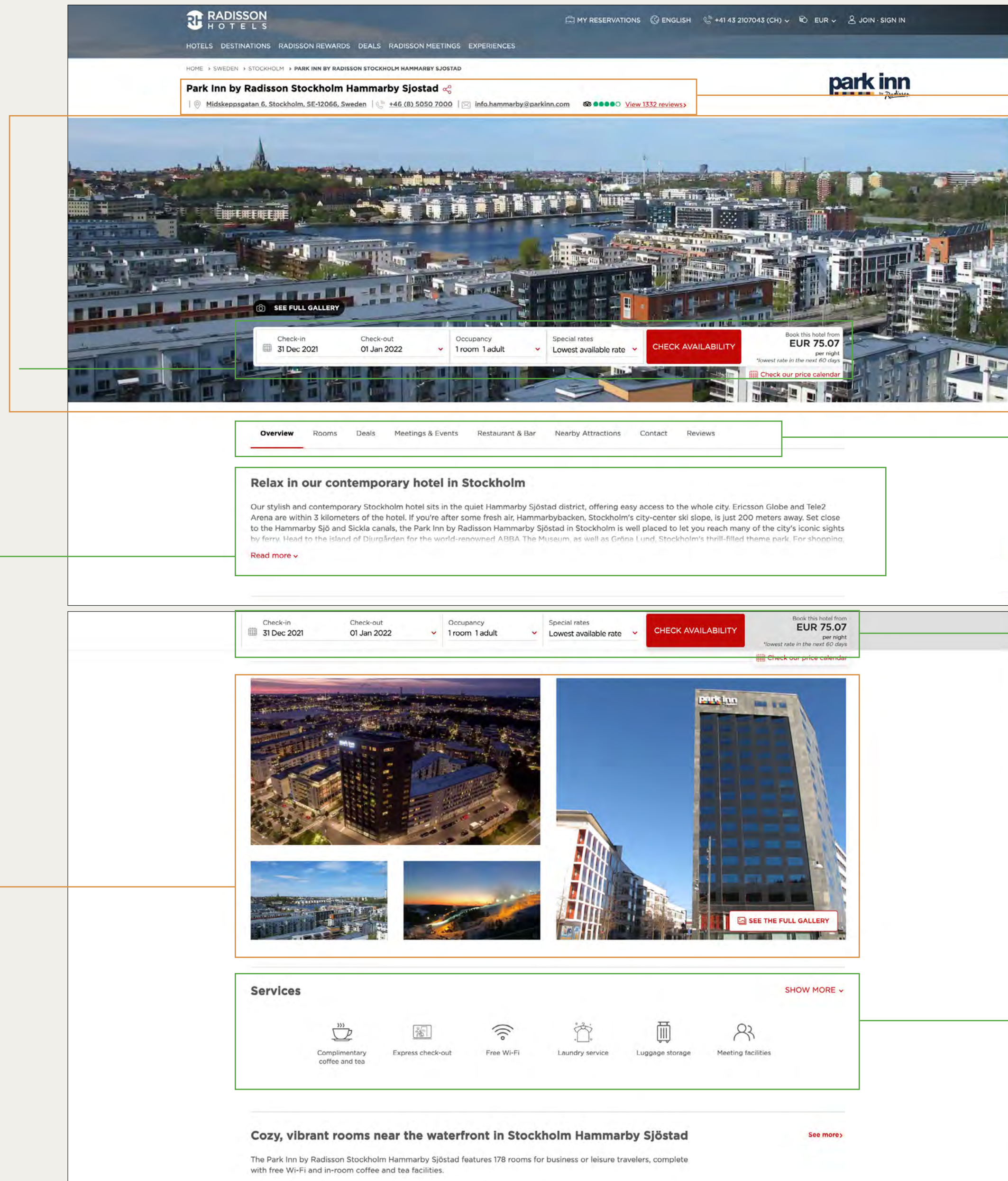


# Park Inn by Radisson homepage

1 Booking possible directly on the first page.

2 Information about the hotel with the possibility to read more text.

3 Hotel views and surroundings photos are not very inviting.



4 Name of the hotel incl. address, contact with telephone number, email address and rating from Tripadvisor

5 Screen-width photo, no actual room or hotel photo

6 Section headings serve as a horizontal menu and guide the user to the desired section.

7 Room booking bar sticks to the header when scrolling and therefore booking is possible at any time

8 Services offered displayed as icons

● positiv ● could be improved ● negativ




9

Room categories with photos compared side by side, differences not very highlighted.

Check-in: 31 Dec 2021 | Check-out: 01 Jan 2022 | Occupancy: 1 room 1 adult | Special rates: Lowest available rate | CHECK AVAILABILITY | Book this hotel from EUR 75.07 per night


### Cozy, vibrant rooms near the waterfront in Stockholm Hammarby Sjöstad

The Park Inn by Radisson Stockholm Hammarby Sjöstad features 178 rooms for business or leisure travelers, complete with free Wi-Fi and in-room coffee and tea facilities.




**Standard Guest Room**  
24 m² | 2 twin or 1 queen | 2 adults

Our Standard Guest Rooms offer more space and the choice between double and twin beds.



**Superior Room**  
24 m² | 2 twin or 1 queen | 2 adults

Upgrade your stay with our Superior Rooms to enjoy additional in-room amenities.



**Business Friendly Room**  
31 m² | 1 king | 3 adults, 1 child


Business travelers and families alike appreciate the added space in our Business Friendly Rooms.

**BOOK NOW**

10

Title of the new paragraph is still visible before scrolling. A lot of white space and reduced presentation.

### Offers and packages




**Members Only Rate**

Members save up to 10% more on stays worldwide.

Book this offer from **EUR 83.41** per night

**Book now**




**Plan & Save**

Book a stay and pay in advance to save up to 25%.

Book this offer from **EUR 75.07** per night

**Book now**



**Dream Deals: Save up to 20%**

Enjoy great discounts on stays until March 14, 2022. Offer ends December 31.

Book this offer from **EUR 75.64** per night

**Book now**

11

Offers and packages are clearly presented. They include a photo, title, price and a booking button.

### Restaurant & Bar



Have fun and eat well at RBG Bar & Grill, our on-site restaurant that's perfect for families on the go, business lunches or a girls' night out. The restaurant offers a children's menu to make your little ones happy, as well as an all-day menu, à la carte menu and bar menu. Join us every morning for our buffet breakfast, or order a meal from the comfort of your room with RBG Bar & Grill's room service menu. Be sure to try one of the restaurant's draught beers which come from the local brewery Nya Carnegiebryggeriet, known for its craft brews that are popular throughout Sweden and beyond. The beautiful outside terrace invites guests to enjoy a drink in the fresh air.

### Nearby Attractions

Whether you're travelling for business or leisure, you'll find that our spot close to Stockholm city centre makes the hotel suitable for any kind of trip to Sweden's capital. Hit the slopes at nearby Hammarbybacken, a unique city centre ski slope, enjoy an afternoon of shopping at Sickla Shopping Centre, and take in an exciting performance at the Ericson Concert Arena or the Tele2 Arena. After a morning of meetings at Stockholm International Fairs & Congress Centre, stroll through Sweden's first open-air museum, Skansen, or ride the insane rollercoasters at Gröna Lund, both found on the verdant island of Djurgården.

12

Other offers of the hotel and nearby attractions



13 Travel information is provided with icons.

Check-in: 31 Dec 2021 | Check-out: 01 Jan 2022 | Occupancy: 1 room 1 adult | Special rates: Lowest available rate | CHECK AVAILABILITY | Book this hotel from EUR 75.07 per night

### How to get to the Park Inn by Radisson Stockholm Hammarby Sjöstad

Midskeppsgatan 6, Stockholm SE-12066, Sweden

Our hotel's location near Stockholm city centre places you in Hammarby Sjöstad. The revitalized neighborhood of Hammarby Sjöstad, home to our hotel, sets you near Stockholm city centre as well as many businesses and sightseeing attractions. Enjoy the waterfront culture of the area, which has developed on the banks of 2 lovely canals, Hammarby Sjö and Sickla. The hotel lies just 5 kilometers from Stockholm's central railway station and is within walking distance from tram and bus stops. Ferries are also a popular choice for travelling throughout Stockholm. Plan a ski day at Hammarbybacken, a ski slope just 200 metres from the hotel. Spend an afternoon in the neighboring area of Södermalm, a trendy collection of vintage shops, modern Swedish fashion and a variety of restaurants and bars that can be reached by a free boat ride. Take a ferry to the island of Djurgården to explore the architectural wonders, museums and natural beauty of this historic part of Stockholm. The ferry can also take you to the city center, giving you a unique perspective of the city from the water's edge. Take advantage of the on-site garage, which offers secure and convenient parking.

**From Arlanda Airport**

**By public transport:**  
Take the Arlanda Express train or the airport coach to Stockholm Central Station. At the central station, change to the metro and take green line T19, T18 or T17 south. Disembark at Gullmarsplan, and then take the tram toward Sickla Utdes. Exit at Sickla Kaj. Turn right and walk to the roundabout. Turn

**From Stockholm Central Station**

**By public transport:**  
Take tram 17 to Skanstull and make a connection with bus 74. Exit at Sickla Kaj and walk 200 meters to the hotel.

**By taxi:**

Read more | Contact us

14 Aufklappbarens FAQ

SELECT A TOPIC

All

Frequently Asked Questions

### FREQUENTLY ASKED QUESTIONS

Are meeting and conference rooms available at Park Inn by Radisson Stockholm Hammarby Sjöstad?

Which room types are offered at Park Inn by Radisson Stockholm Hammarby Sjöstad?

Are pets welcome at Park Inn by Radisson Stockholm Hammarby Sjöstad?

Does Park Inn by Radisson Stockholm Hammarby Sjöstad offer free Wi-Fi?

Is Park Inn by Radisson Stockholm Hammarby Sjöstad a smoke free hotel?

15 Special offer is highlighted by a screen-wide photo and underlines the distinction from the general information.

GIVE THE GIFT OF TRAVEL

### The world awaits

Gift cards to redeem and enjoy at +300 hotels.

Learn more

RHG RADISSON HOTEL GROUP

16 Three-column footer with contact and social media buttons

Contact Radisson Hotels

Need help?

Follow us on social media

f @ t y in

Never miss out on our most popular deals

email address

Subscribe

17 Opportunities to travel to other cities.

HOT DESTINATIONS

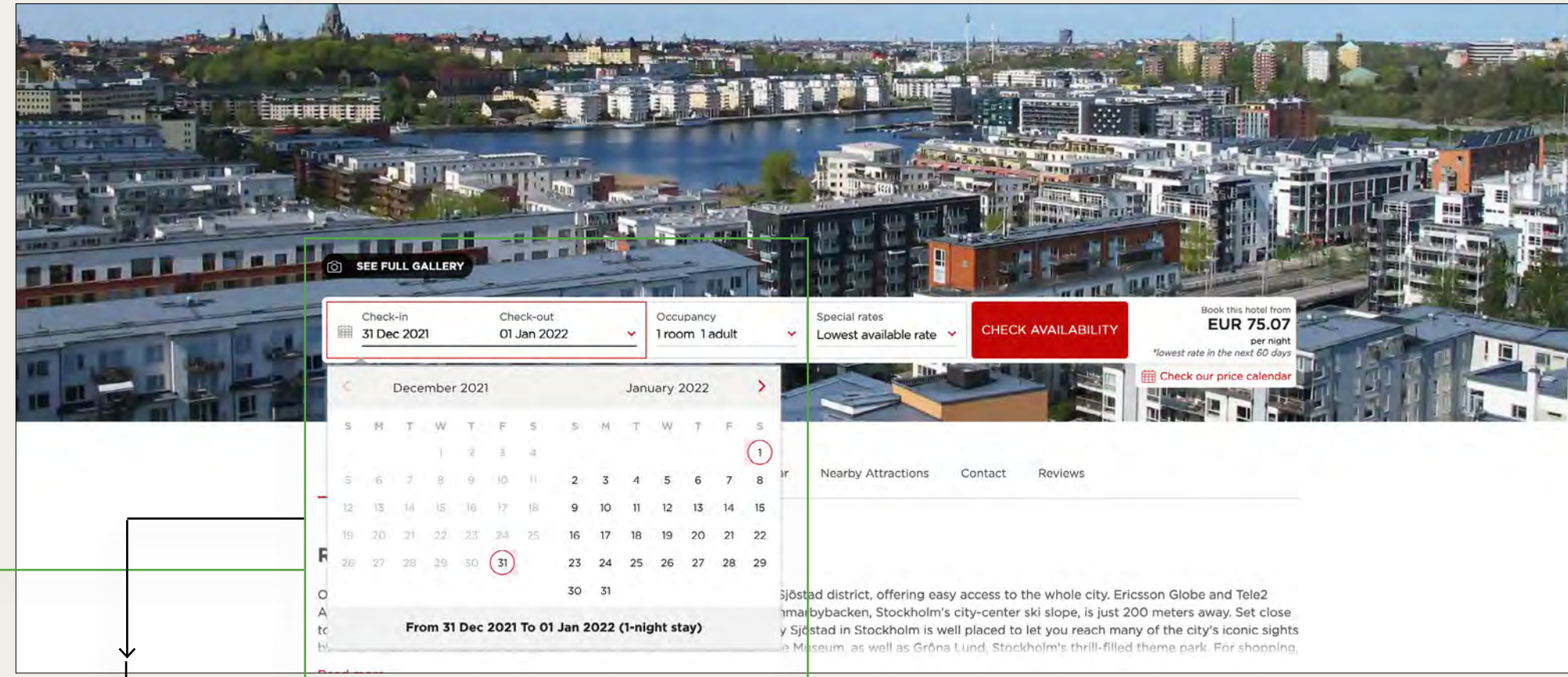
Amsterdam Bangkok Bengaluru Berlin Budapest Copenhagen Dubai Dublin Istanbul London

Manchester Moscow New Delhi Oslo Paris Shanghai Sochi Stockholm Sydney Zurich

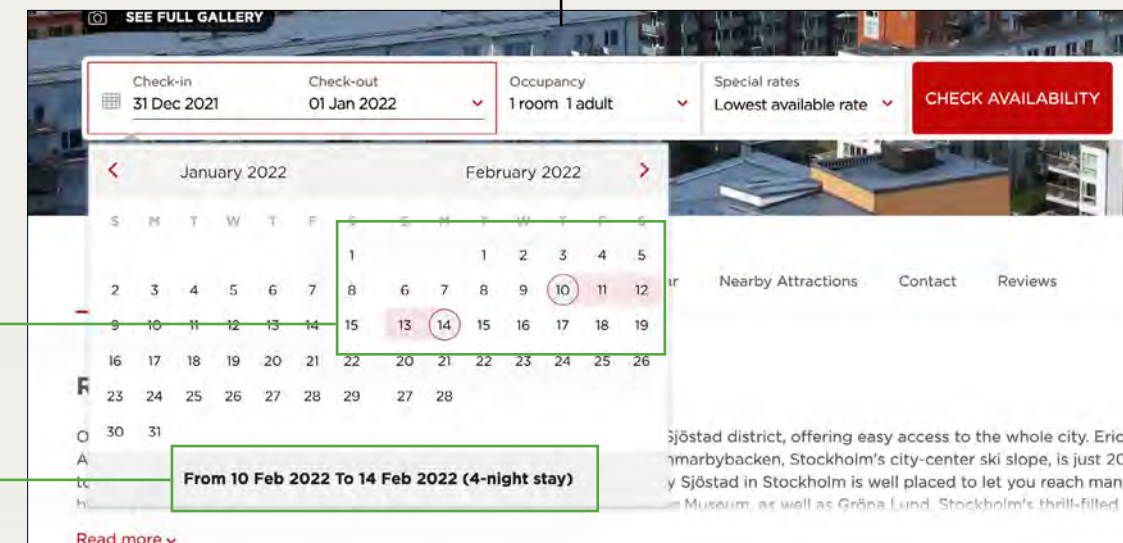


# Park Inn

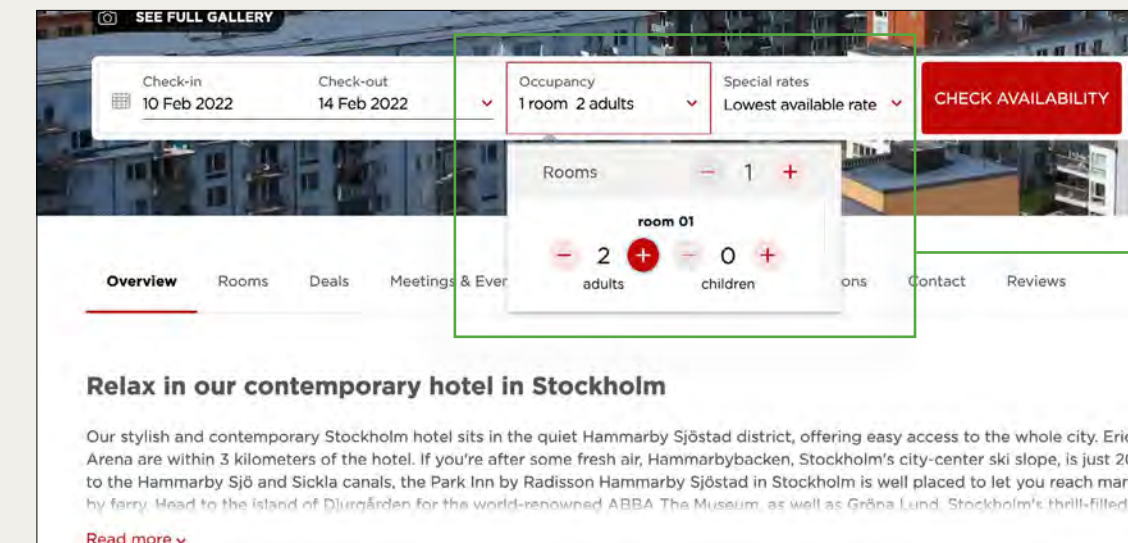
search and select



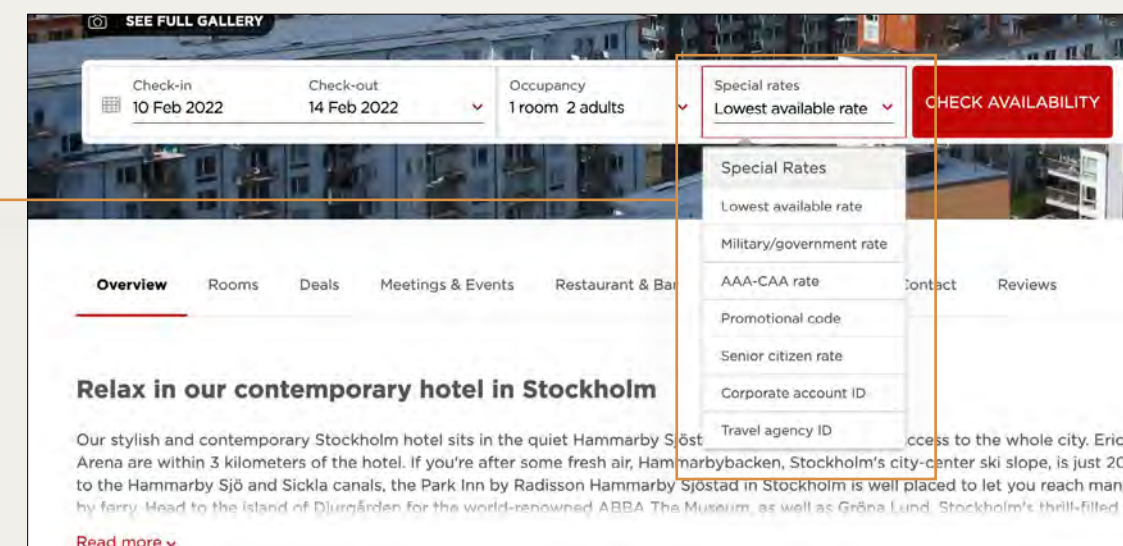
18 Automatic suggestions. Not only city names, but also regions and districts.



19 Highlighting the days and summarising the dates and nights



21 Possibility to book several rooms with several people



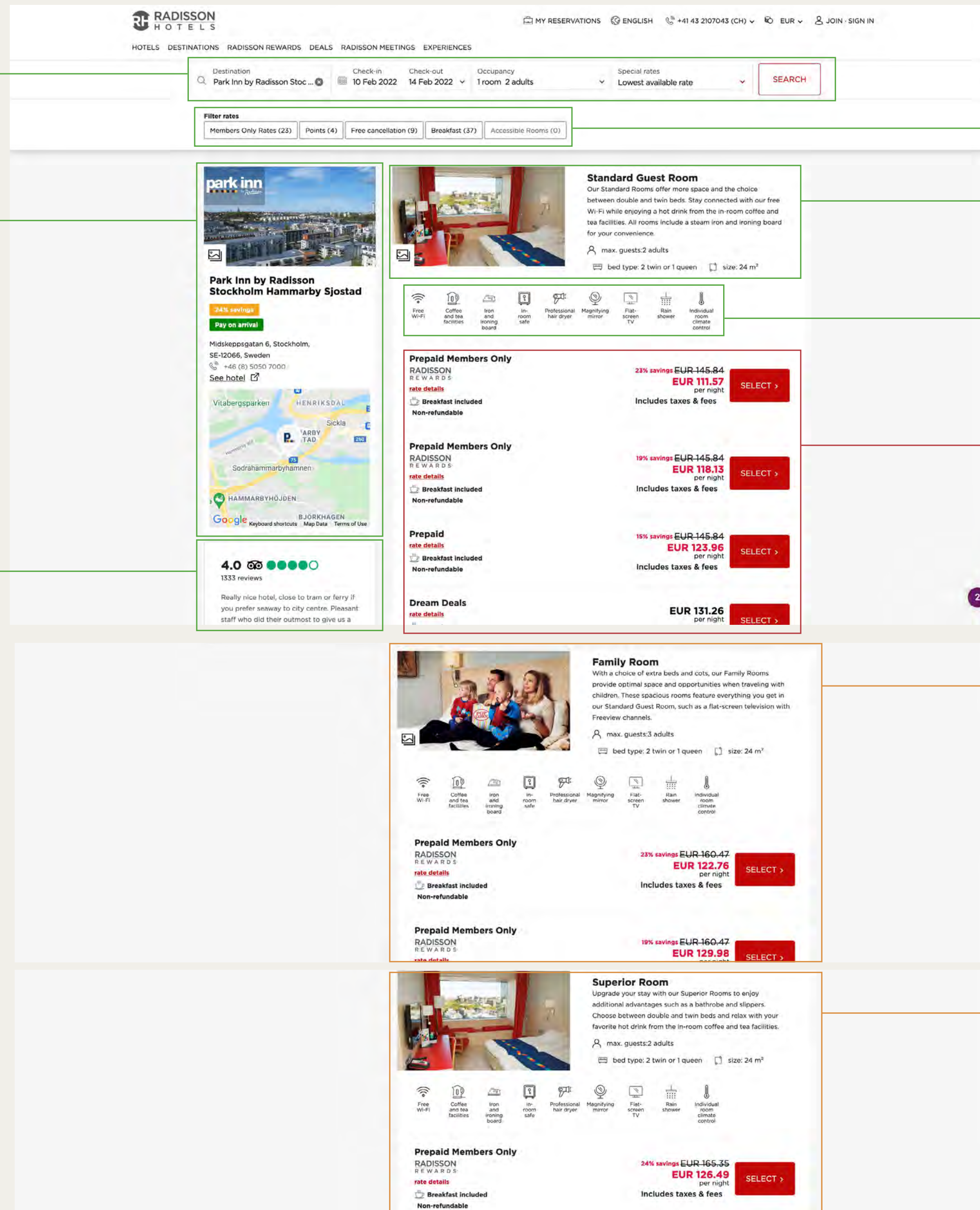
20 Specific phrases can be selected, but these are without explanation and not understandable to the ordinary user.



22 Display of the search with the possibility to change the search

23 Brief overview of the hotel incl. map

24 Reviews are taken from Tripadvisor, which is a well-known review platform for users.



25 There is a ready-made filter option

26 Short summary about the hotel room

27 Room amenities are clarified with icons and captions.

28 There are an incredible number of special rates

29 Other room categories only visible after scrolling.



# Park Inn

## details, register and payment

30 The website puts pressure on the user in two places by building up time pressure that the booking is only guaranteed for a short time.

31 Overview of the booking is clear and brief.

32 Cost overview is clearly broken down.

33 The user is informed that he/she is paying in a foreign currency, but this is not the case. is shown very small and separate from the price summary.

34 Self-promotion is so discreet that it is perhaps even unnecessary at this point.

1. Room reservation 2. Check-out 3. Payment (optional) 4. Confirmation

Your booking is guaranteed for a limited time only.

**My reservation**

Already a member? Log in for faster booking. RADISSON REWARDS

**My booking**

Park Inn by Radisson Stockholm Hammarby Sjostad  
Midskeppsgatan 6, Stockholm, SE-12066, Sweden

Occupancy: 2 adults, 1 room  
Check-in: Thu, 10 Feb 2022 - 3:00 PM  
Check-out: Mon, 14 Feb 2022 - 12:00 PM  
Standard Guest Room  
Prepaid - Breakfast included

Room(s) held for 14 min 49 sec

**Price summary**

Average nightly rate\* SEK 1,134.62 per night

Room 1 cost	SEK 4,538.48
Subtotal	SEK 4,538.48
Estimated taxes	SEK 544.56
Estimated additio...	SEK 0.00
<b>Total price</b>	<b>SEK 5,083.04</b>

Additional taxes and surcharges may apply. The total estimated cost is only available in the currency applicable to the hotel. Following the COVID-19 prevention measures, we would like to inform you that some areas or services at our property may be reduced or limited during your stay. For any payments carried out, we promote cash free operations to minimize any risk. We apologize in advance for any inconvenience caused.

Hotel's currency in SEK  
You'll pay the hotel in the hotel's currency. SEK 5,083.04 = EUR 495.86

\*Average nightly rate - Additional taxes and surcharges may apply. The total estimated cost is only available in hotel currency.

Cancellation and rate details >

**Best Online Rates Guaranteed**  
On a Radisson Hotels website, get the best rate online—we guarantee it. [Learn more >](#)

**Personal information**

Mrs.  Mr.  Other

First name  
Last name  
Email  
We'll use your email address to send you a confirmation email.

(Optional) Yes, I would like to receive news via email and commercial offers from the Radisson Hotel Group. I can opt out any time. See our full [privacy policy](#).

Country or region of residence  
Select your country or region

Radisson Rewards number (Optional)

Additional details >

**Preferences**

**Room 1**

Room type

1 queen bed Non-smoking [Room details >](#)

2 twin beds Non-smoking [Room details >](#)

+ Add an additional guest  
Add a comment >

**Payment options**

Payment and guarantee type

Credit card

Guarantees your room for the arrival date.

Card number  
Valid until\*  
MM YYYY

**Review my booking**

Check-in: Thu, 10 Feb 2022 - 3:00 PM  
Check-out: Mon, 14 Feb 2022 - 12:00 PM

35 Process bar is only displayed at check-out.

36 Login option for Radisson members is highlighted

37 Personal information is simply designed

38 The bed reference can be selected by simply clicking on it.

39 Adding an additional guest - very small display

40 Different payment methods

41 Possibility of change, No indication of further action

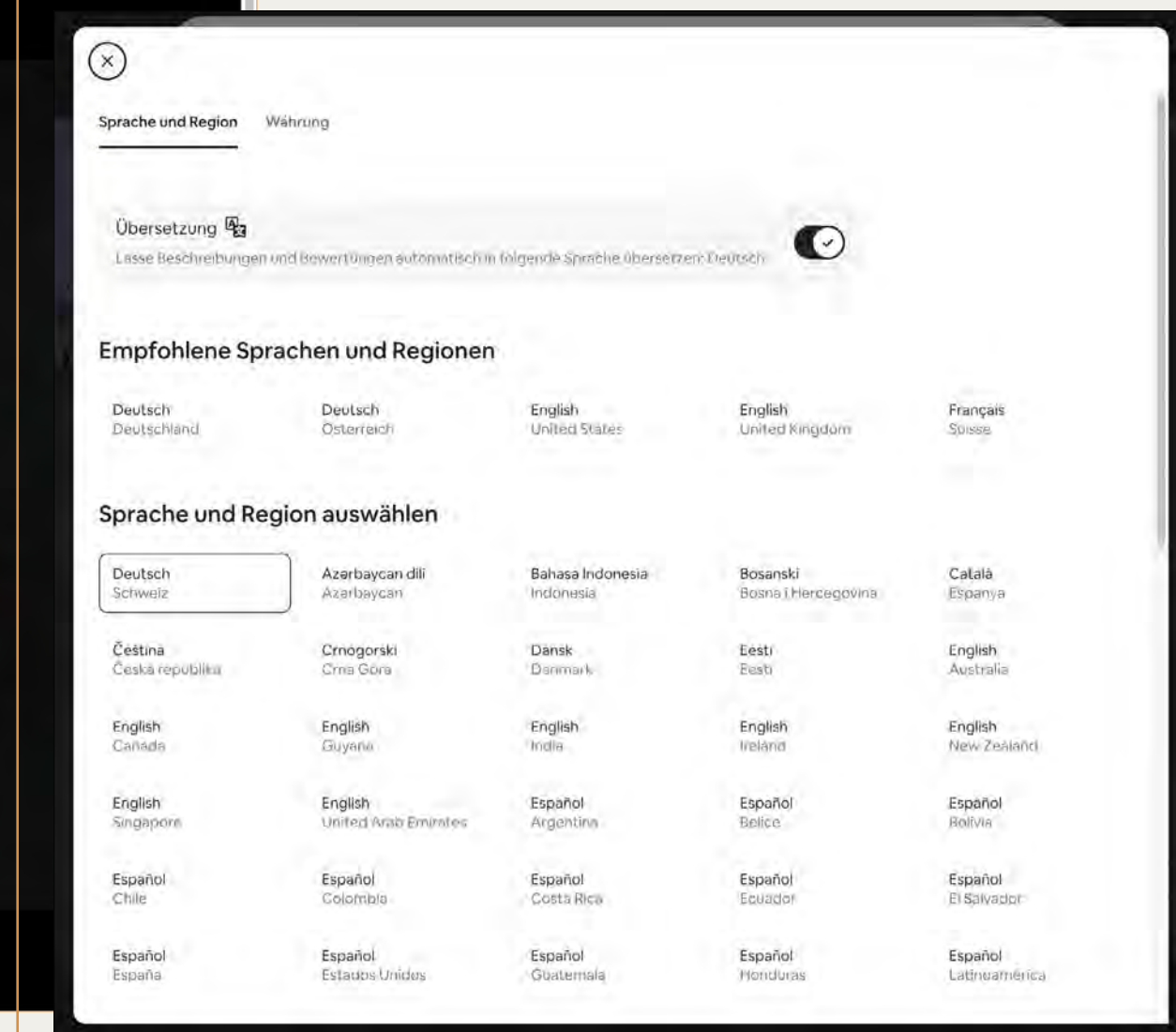
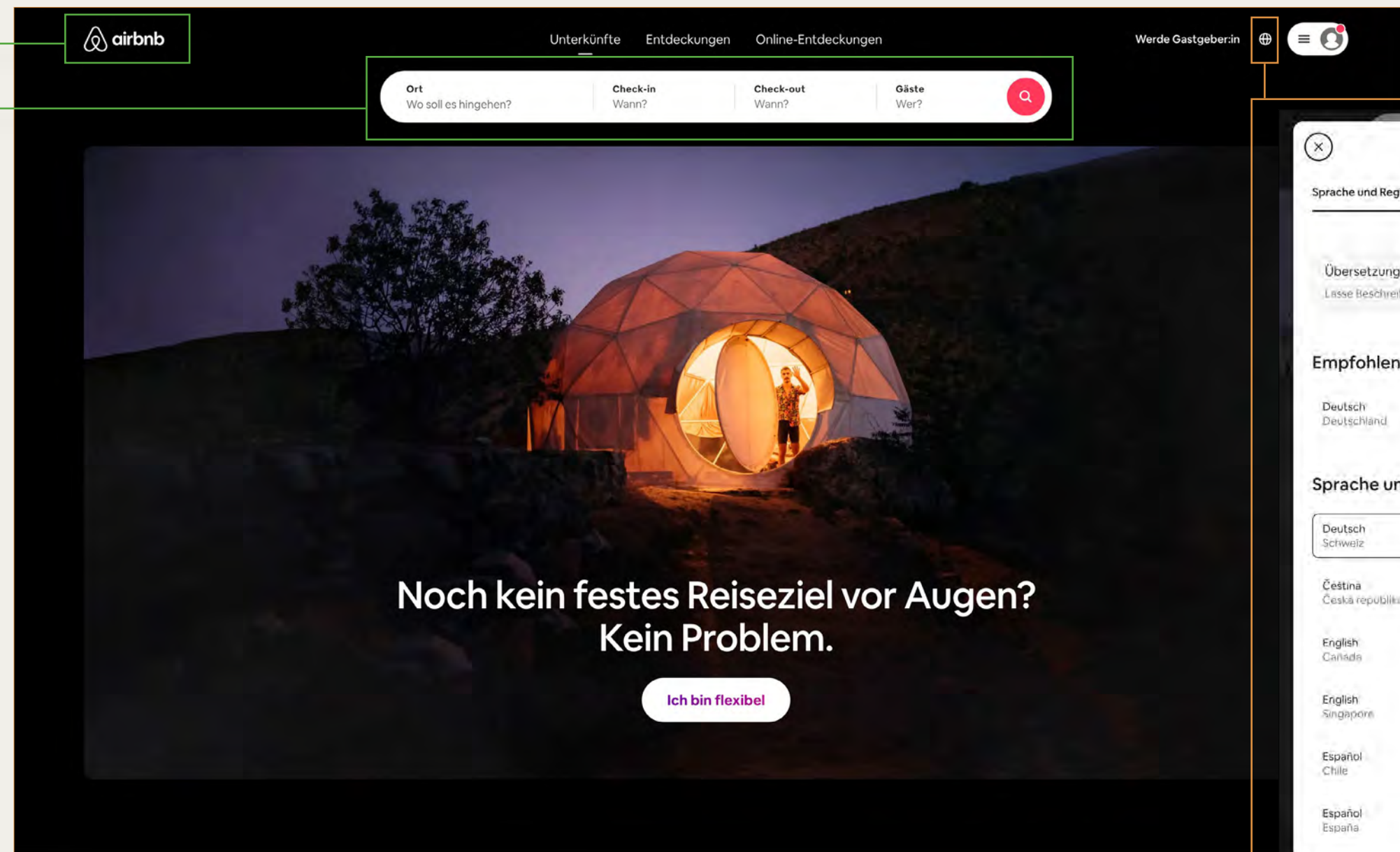


# AirBnb homepage

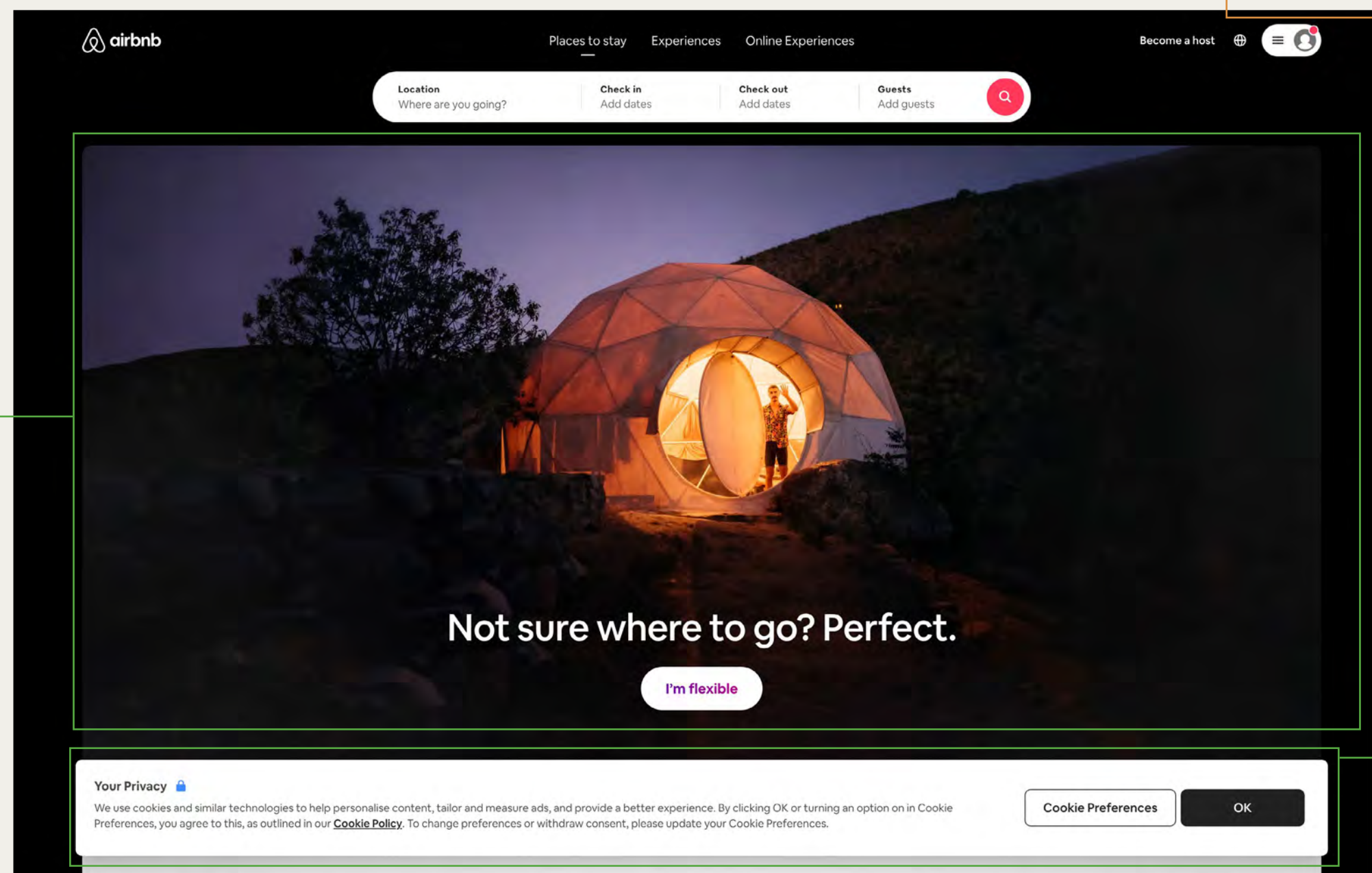
1 Logo is link back to homepage.

2 Booking fields are clearly visible and clarified with questions.

3 Ambiencefoto



4 Language selection only shown by icon. Current language and language region are not displayed.



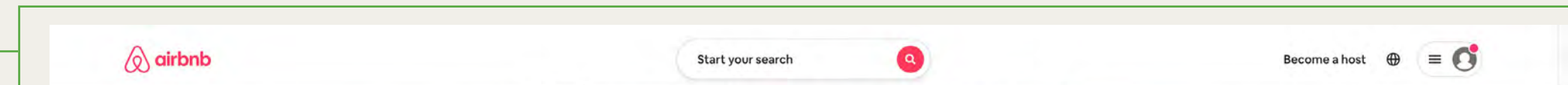
5 Narrow cookie banner is only displayed after a few seconds.

● positiv ● could be improved ● negativ



6

Colour change of background and logo, as well as collaps of rooms / flat search



Not sure where to go? Perfect.

I'm flexible

Introducing

# Airbnb gift cards

Shop now

 A promotional banner for Airbnb gift cards. It features the text "Introducing Airbnb gift cards" and a "Shop now" button. To the right, there are two gift cards: one with a winter scene illustration and the Airbnb logo, and another solid red card with the Airbnb logo.

8

Advertising for own products highlighted on other background

7

Title of the new paragraph is still visible before scrolling. A lot of white space and reduced presentation.

### Inspiration for your next trip

<p><b>Zermatt</b> 62 miles away</p>	<p><b>Grindelwald</b> 65 miles away</p>	<p><b>Saas-Fee</b> 67 miles away</p>	<p><b>Interlaken</b> 58 miles away</p>
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9

Places of travel shown as illustrations, not as a photo.

### Discover Airbnb Experiences

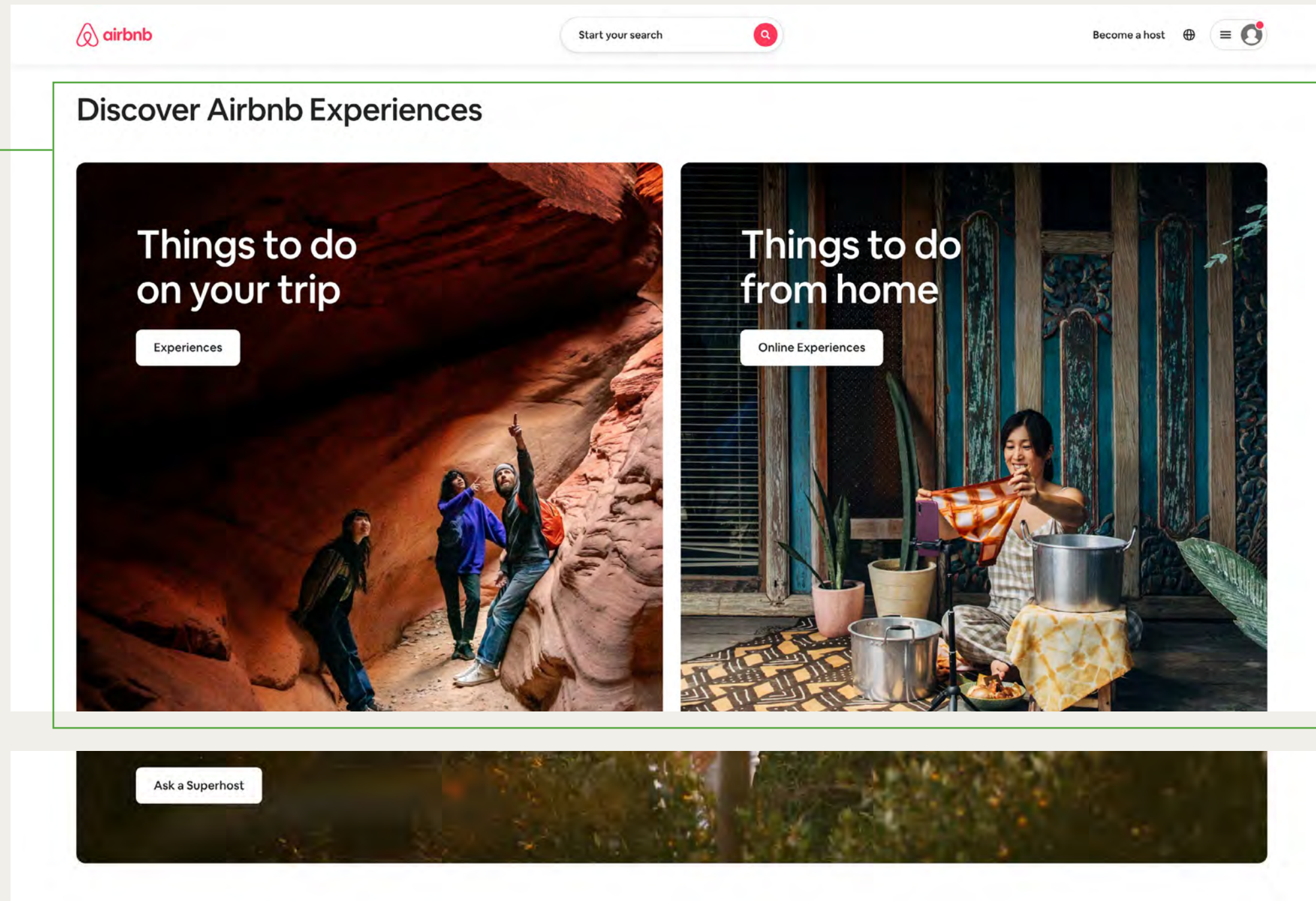
Things to do on your trip

Things to do from home



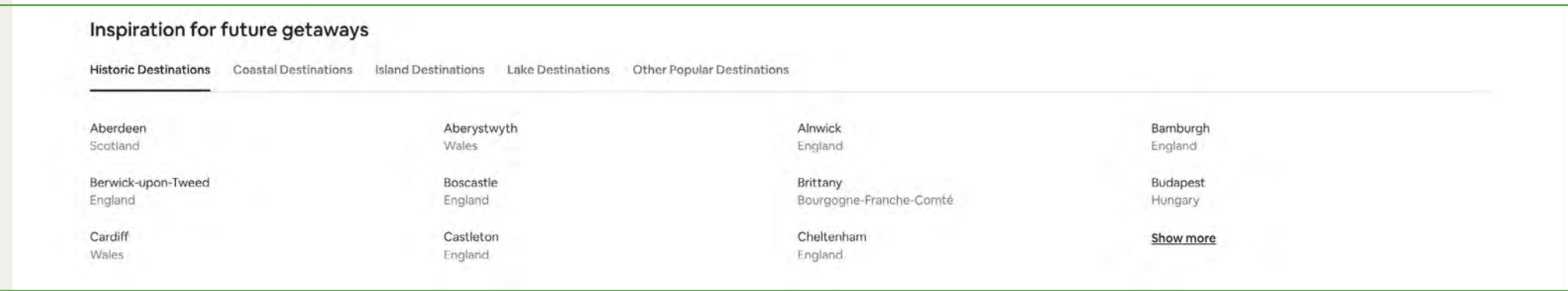
10

Additional offers. Title only, no further description, photographs with people.



11

Offers inspiration for future getaways.



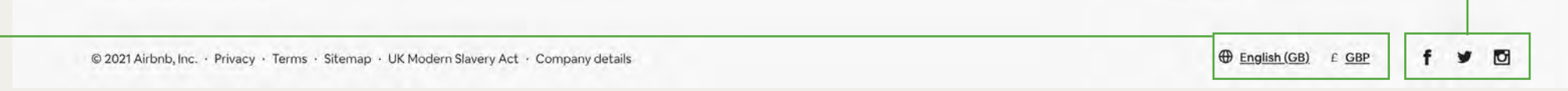
12

Four-column footer with support information



13

Buttons for language and currency change: language selection shown with current language.



14

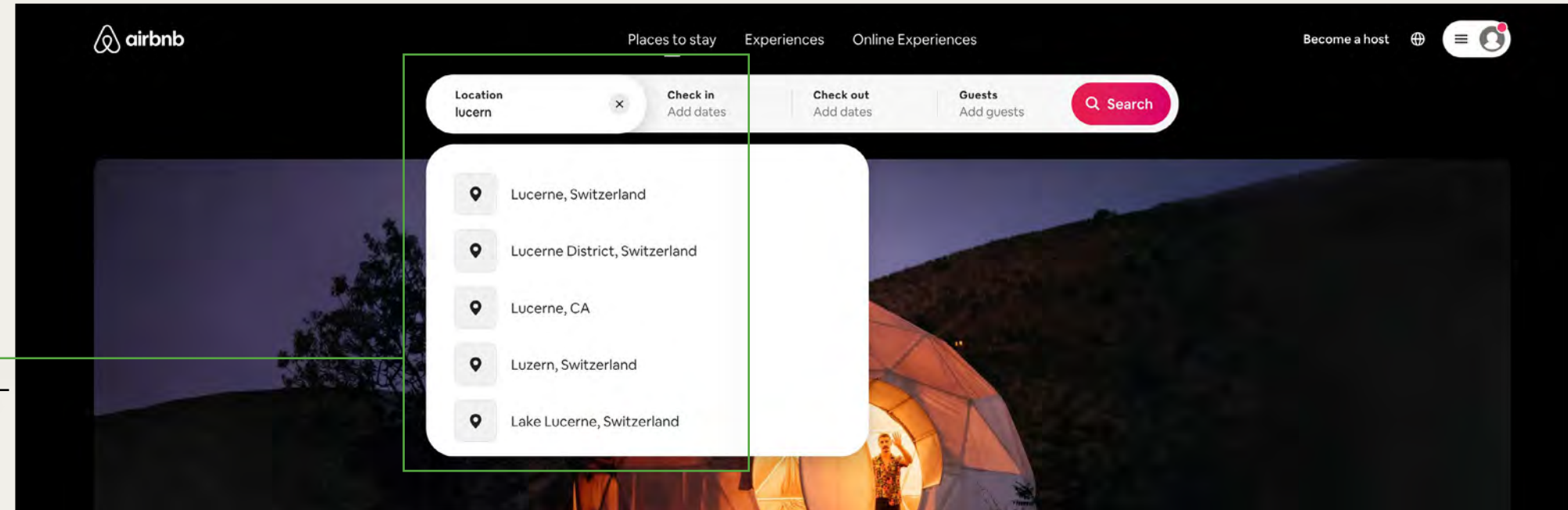
Social media buttons are kept very discreet and minimalistic, but are easily recognisable on the slightly grey background.



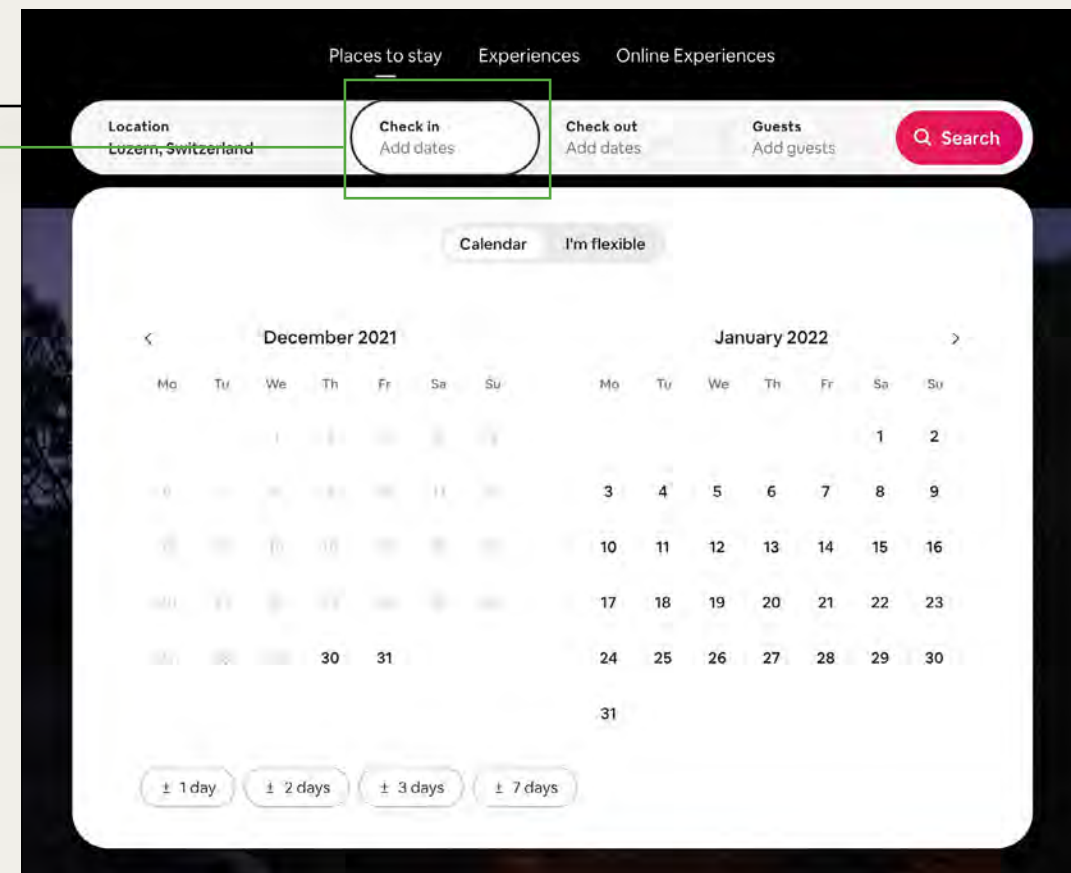
# AirBnB

search and select

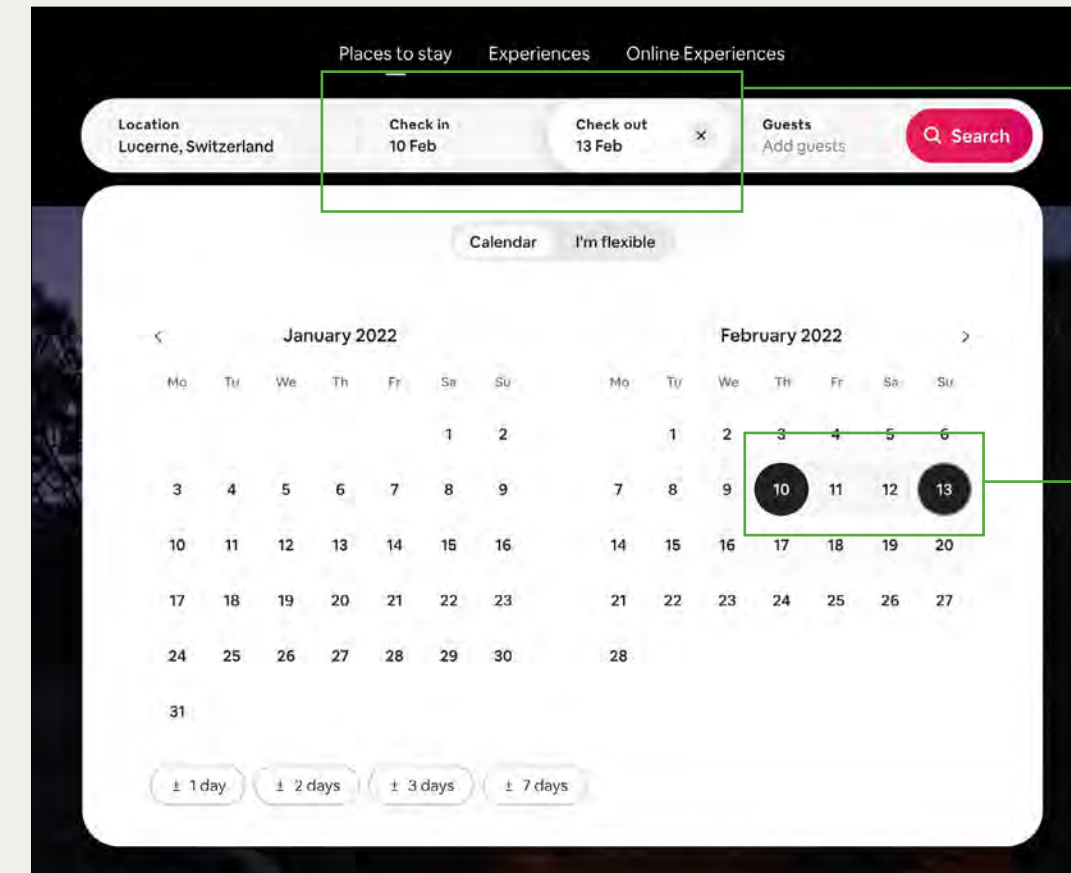
15 Automatic suggestions. Not only city names, but also regions and districts.



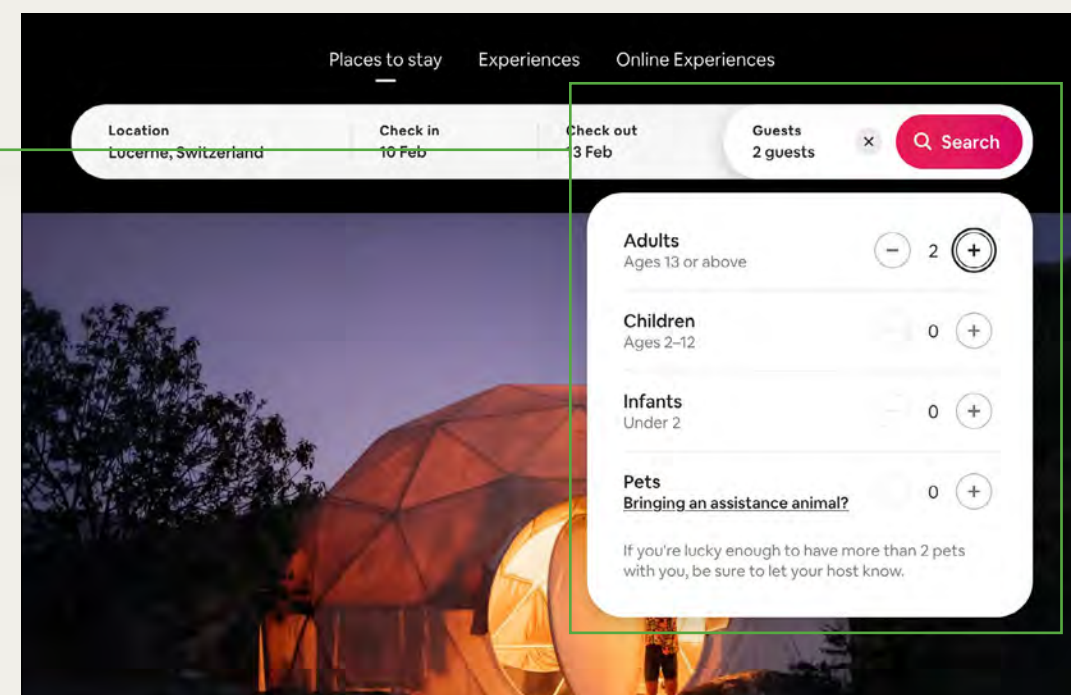
16 Instructions in the search fields are shown in a light grey.



18 Automatic change from check-in to check-out date.



17 Guest selection opens after click and allows adding children and pets.



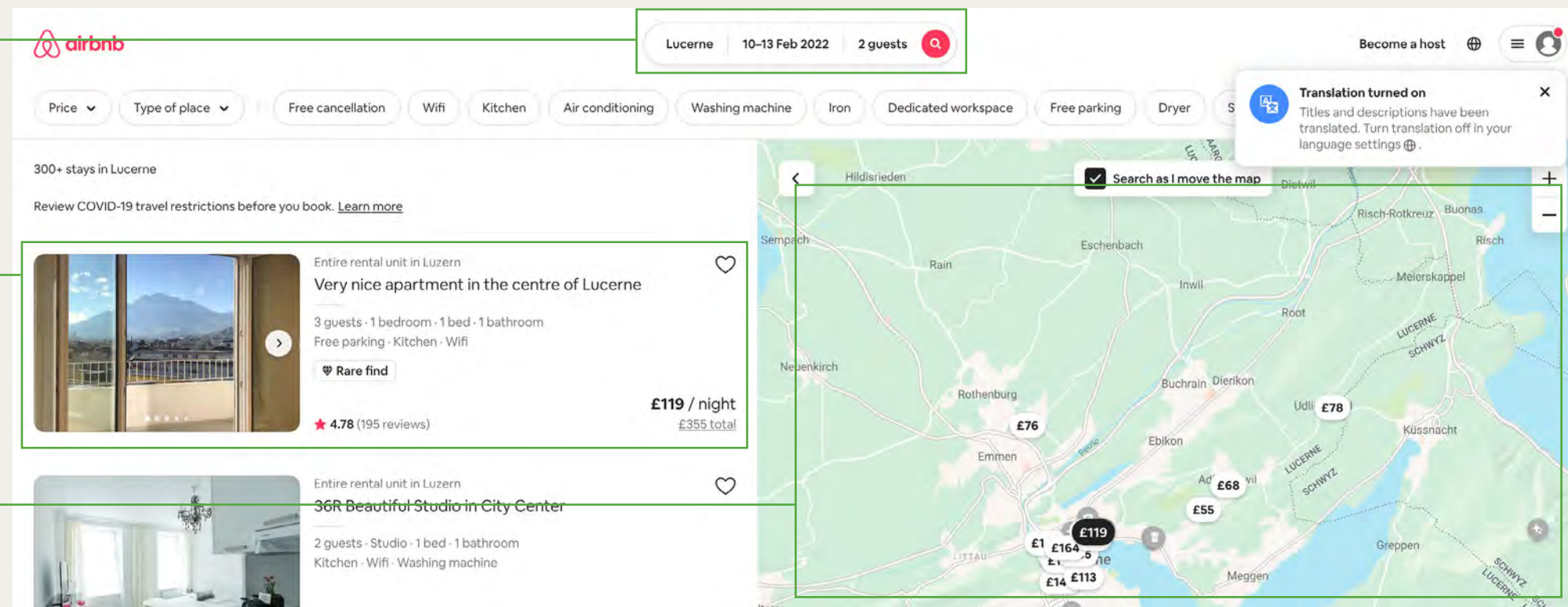
19 Highlighting the check-in and check-out dates.



20 The search fields remain after the travel data have been entered and allow the search criteria to be changed.

21 Listing of the results incl. price and short description

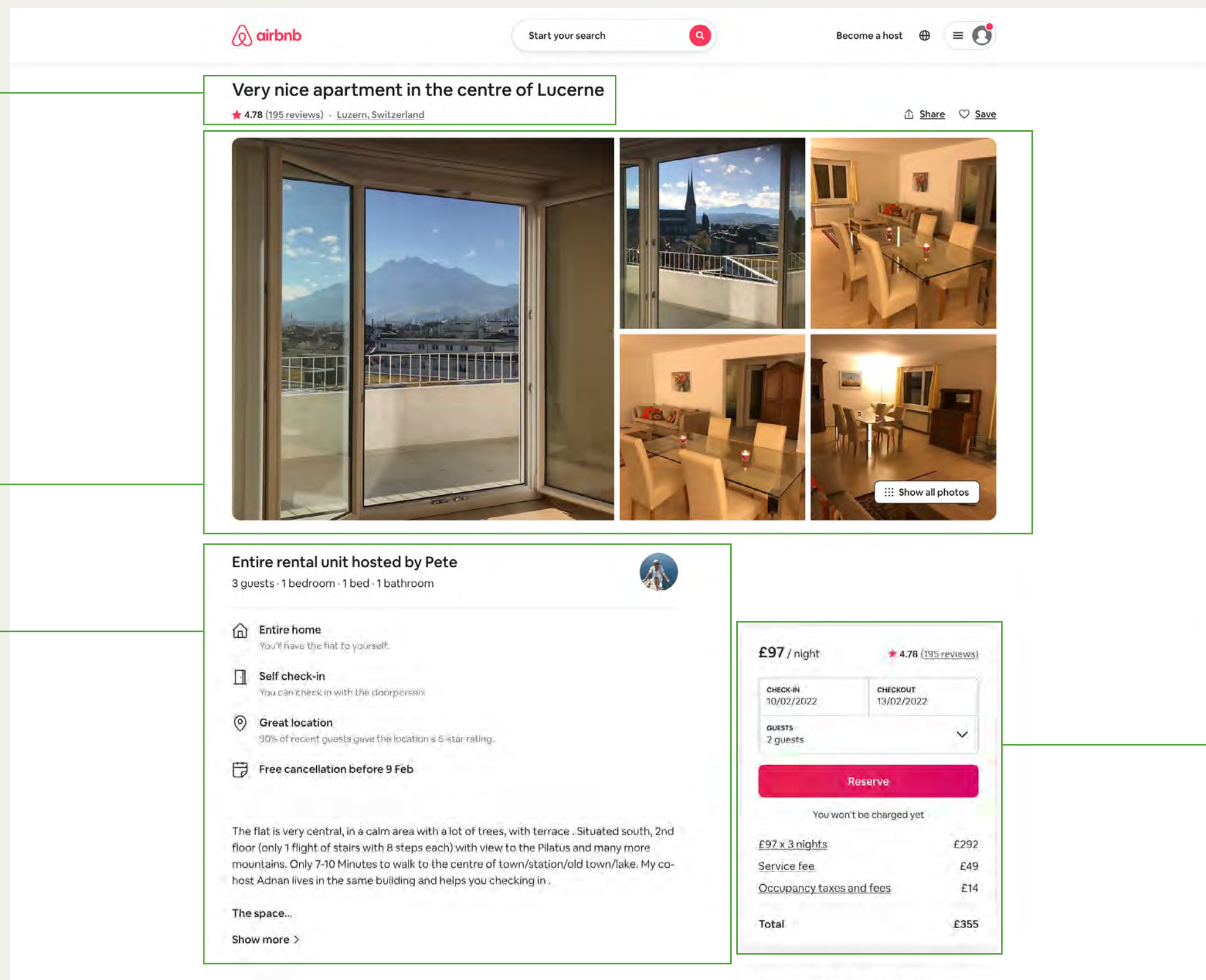
22 Hovering over an accommodation result will highlight it on the map.



23 Short title, reviews and location

24 It is immediately visible that there are more photos of the accommodation.

25 Information about the location and room / flat



26 Overview of costs per night, date, persons and other applicable fees.



27 Overview of the accommodation's amenities, visualised by icons and labelling.

Where you'll sleep

Bedroom  
1 queen bed

Common space  
1 sofa bed

What this place offers

- Kitchen
- Free parking on premises
- Carbon-monoxide alarm
- Wifi
- Pets allowed
- Smoke alarm

Show all 29 amenities

28 Overnight stay overview summarises the overnight stays and additionally displays them in the calendar

3 nights in Luzern  
10 Feb 2022 - 13 Feb 2022

February 2022      March 2022

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 31

Clear dates

29 Reviews in stars and comments from customers.

★ 4.78 - 195 reviews

Cleanliness	4.7	Accuracy	4.9
Communication	5.0	Location	5.0
Check-in	5.0	Value	4.8

Marie  
April 2021  
Very cosy flat, great location and amazing host!

Michael  
February 2021  
We stayed in Pete's apartment for a month, and it was great in so many ways. As many others have mentioned, the view is fantastic - even stupendous! The apartment is light and...

Sam & Ioana  
December 2019  
Lovely positioning of the flat, loved waking up to seeing the mountain range around the town! Right next to main attractions and city centre too...

Anthony  
October 2019  
Enjoyed our stay at Pete's place. Great location, spacious and clean with excellent views.

Fiona  
August 2019  
Lovely light-filled apartment with a great view! Easy to access both walking or bus. Great communication and checkin / checkout. Will definitely use again.

Sarah  
April 2019  
Beautiful apartment, extremely central to Lucerne. Very friendly, and helpful stay with beautiful views from the apartment of the mountains. Would highly recommend...

Show all 195 reviews

30 The cost overview is displayed when scrolling.

£97 / night      ★ 4.78 (195 reviews)

CHECK-IN: 10/02/2022      CHECKOUT: 13/02/2022

GUESTS: 2 guests

Reserve

You won't be charged yet.

£97 x 3 nights	£292
Service fee	£49
Occupancy taxes and fees	£14
<b>Total</b>	<b>£355</b>

31 Highlighted button with information.



# AirBnB

## details, register and payment

32

Overview of the booking incl. possibility to pay in two parts.

33

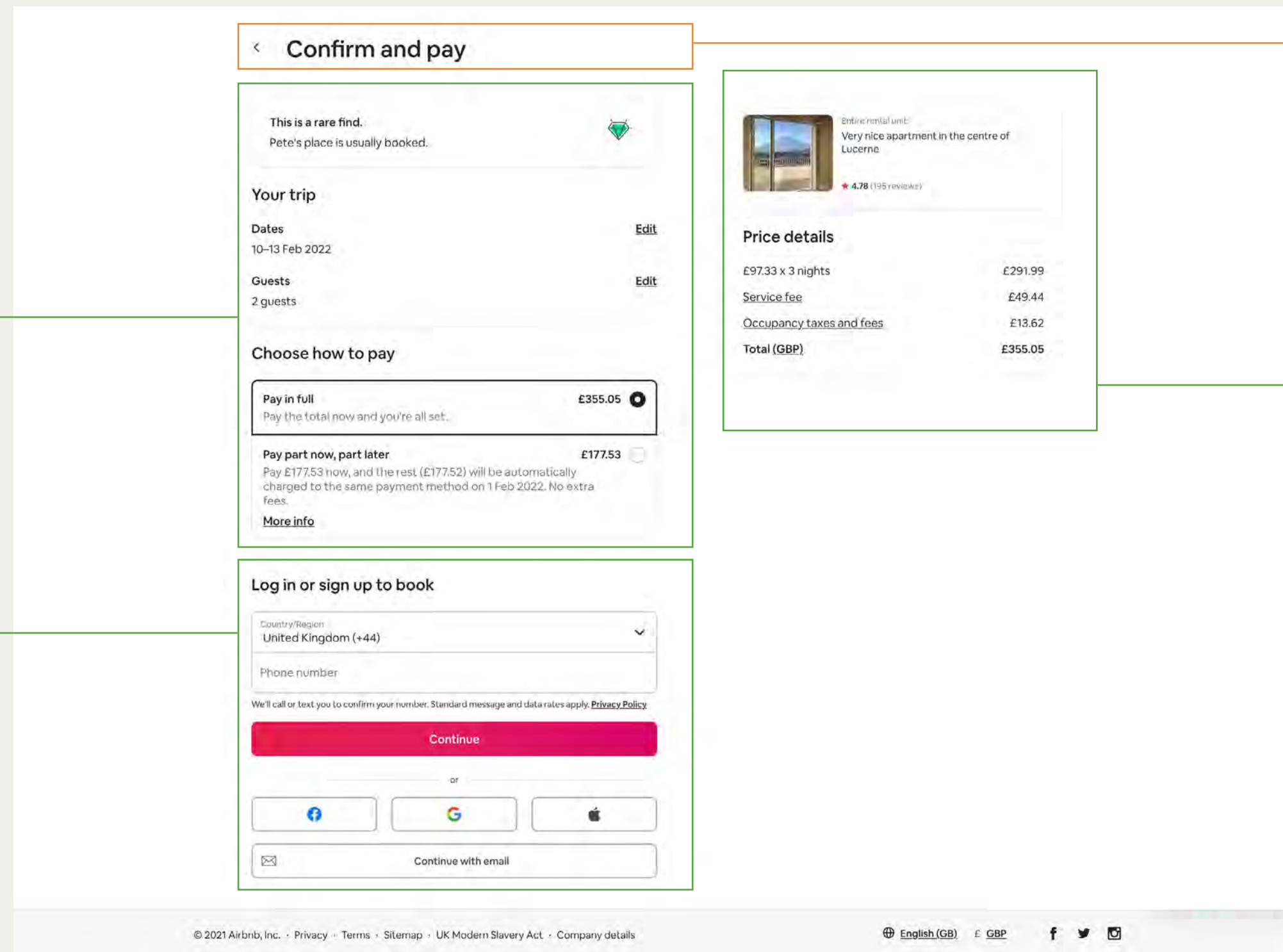
Reservation only possible with login. Login and registration in the same section.

34

For already registered users the favoured payment method is displayed.

35

Consent to Terms & Conditions too small and the individual terms cannot be selected additionally.

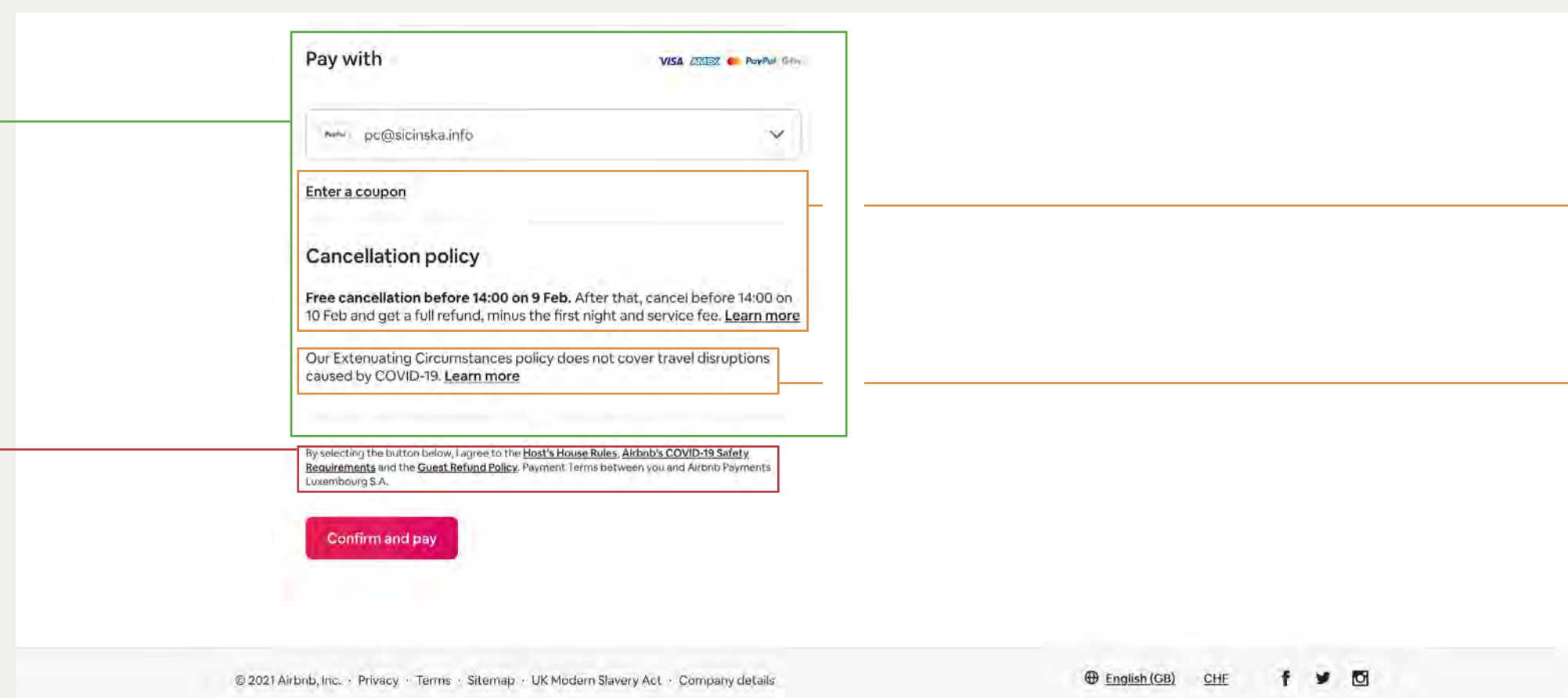


Process status

36

37

The cost overview is displayed when scrolling.



38

Coupon is lost in the different fonts

39

Information about Covid-19 very small