

LONDON LUXURY HOTELS

COMPETITIVE BENCHMARKING ANALYSIS

MOBILE WEBSITES AND APPS

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Competitive Benchmark Analysis







Case

Aspect focus

Legend

Hotels
Mobile website and Apps

- Homepage
- Search and Select
- Entering Details

-  Good practice
-  Room for improvement
-  Poor
-  Interesting / Noteworthy



Why

Competitive analysis is a necessary part of the design process that will help me gain valuable insight into the market, identify the strengths and weaknesses of the hotel apps, and develop effective product strategies. The insight gained through competitive analysis research will help me develop a better product and more effective UX design.

Objectives and tasks

To identify 4 websites/apps of direct and indirect competitors to my future product in order to understand the strengths and weaknesses of my competition; learning what works and what doesn't while identifying established conventions.

Analyse the following aspects of each app/mobile website.

> Homepage > Search and Select > Input information > Complete the Reservation

The usability in each website will be evaluated by completing the tasks below.

> Find a room for 2 adults and 2 children for 2 nights with breakfast > Complete the room reservation

Review each website and app by taking screenshots with plenty of commentary to explain the design and flow and why these are relevant and worth noting.

Competitors



1. Corinthia – Mobile App



Luxury, Traditional, Boutique

2. The tree House

housetreehousehotels.com



Luxury, Trendy, Sustainable

3. The Goring

thegoring.com



Luxury, Traditional, Classic

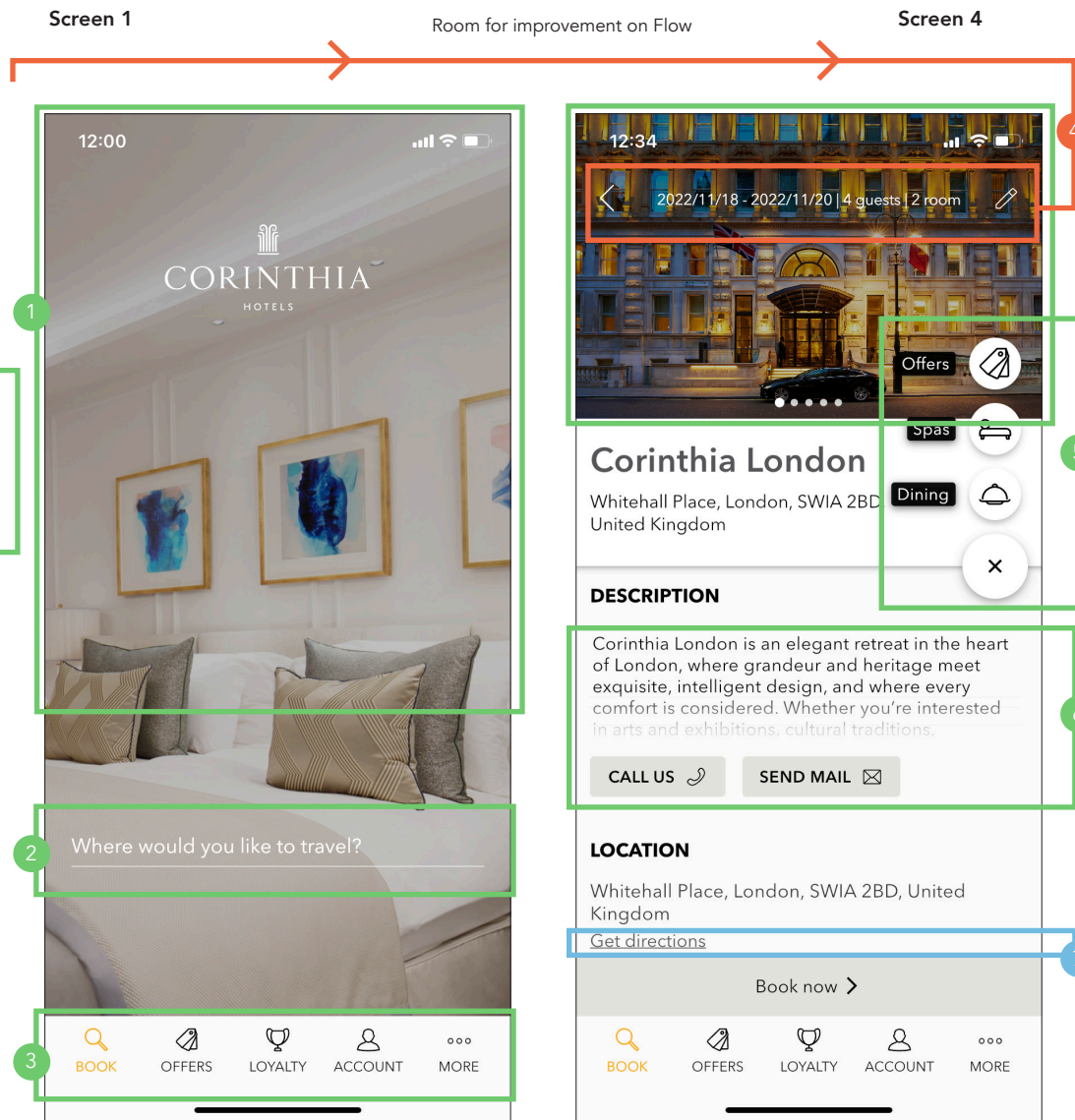
4. Edition Hotels

editionhotels.com/london/



Boutique, Luxury, Trendy

Homepage - Corinthia



1. Sleek and modern branding, use of blown out images showing the details of the Hotels are really appealing. The app looks and feels very premium indicating the luxury aspect of the hotel.

2. Drop down menu with all locations available, easy to scroll down and select a location.

3. Visible and clear bottom navigation bar the mobile app. Users can switch to a selected view or refresh the currently active view. App content is discoverable.

4. To get to this screen the user needs to enter details such as number of guests as well as check in/out dates. The next screen takes the user to a page showing hotels available at the chosen destination, only then the user is brought to this page with information about their preferred Hotel. It would be a better experience if this screen opened straight after the opening screen. Making the user enter details before showing information on the service/accommodation can be taxing in the user. Saying this, the system also allow for skipping the dates.

5. Carousel with enticing images make the experience of checking the hotel info pleasant and exciting. There is a visible plus icon at the top, when clicked the menu expands with more info such as offers, spas and dining. Elements on this screen flow naturally, information is easy to find making the experience effortless.

6. An apparent fade effect in the copy indicates continuity, when tapping on the copy the window expands down revealing a vast array of information on the hotel's facilities such as the restaurant, spa, pool etc. This feature is non-intrusive and so intuitive. Would be great to know how it does in usability testing, and if people get it straight away or not.

7. Geolocation is available when scrolling down. This can be achieved by naturally scrolling the page down, however for the less tech-savvy this important feature could be missed as the CTA is very small. Perhaps a better indication of the feature would be helpful here but overall I think this was nicely done as it avoids the risk of cluttering the page.

Search and Select - Corinthia

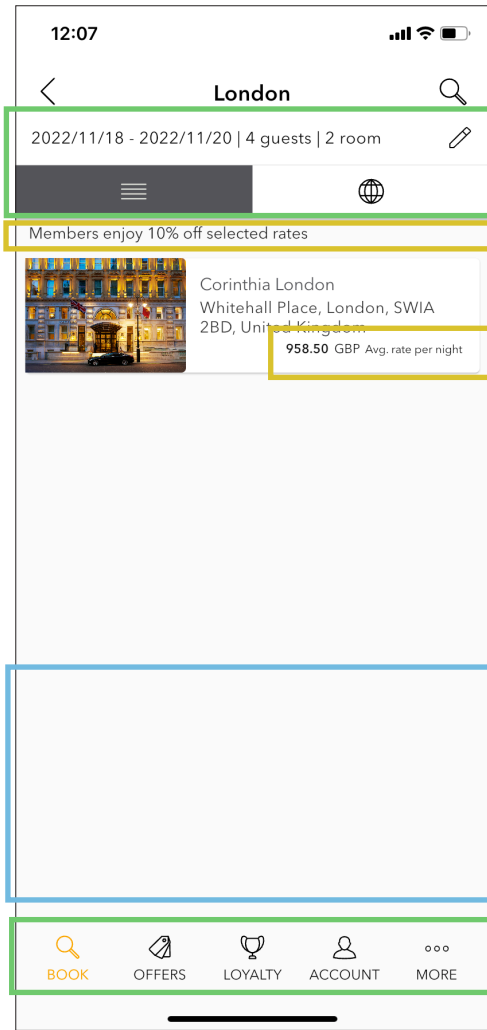
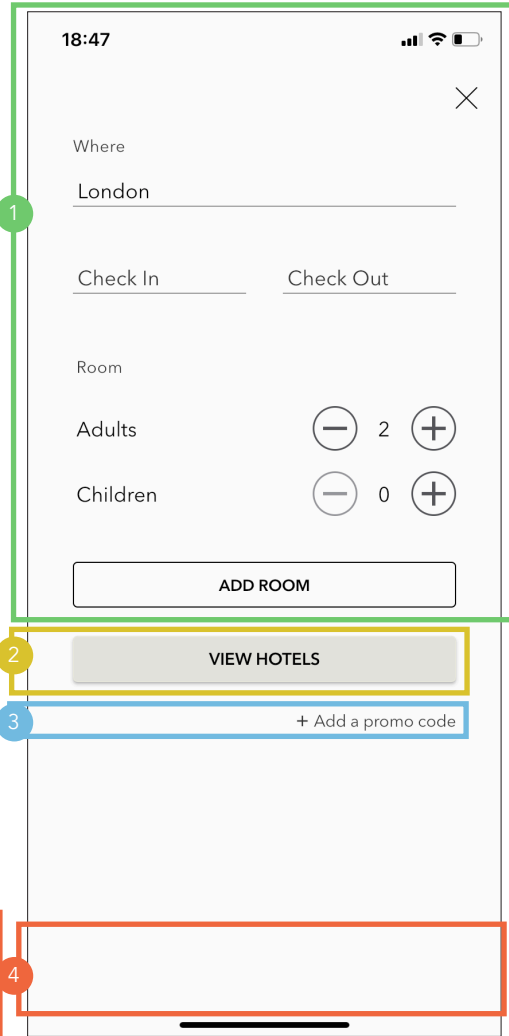


1. This screen appears straight after the first screen where the user entered the location. Dates are easily clickable in the calendar. And it's easy to add the amount of guests with options to select multiple rooms.

2. The option to view hotels could be introduced earlier. Although entering the dates is easy, this process could be introduced once the user had a chance to check the chosen hotel and rooms. This step here feels out of place and would fit better as screen 3 and not 2 as mentioned on the previous page.

3. Is there a reason for Promo code to be presented so early in the searching process? This could be included at the end once the user has selected the room and is ready to book.

4. Although this screen is neat and uncluttered, ideally it could include a few more options to better tailor the search such as options for flexible dates.



5. Options for amending dates manually and a full map of the area where the hotel is located when pressing the globe icon are very useful.

6. Good communication on letting the user know that members enjoy a discount but no CTA or indication on where and how to become a member.

7. This option here is great when there are rooms available as it shows the average rate per night, however, depending on the dates the user has entered, it will also show the message 'Unavailable'. The app could be a bit friendlier and have an option for flexible dates or maybe suggest a different type of accommodation.

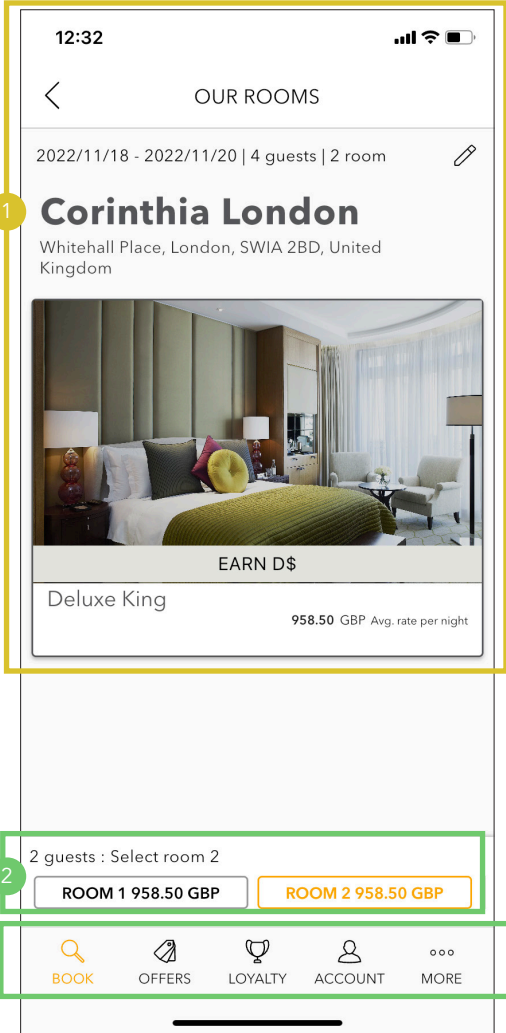
8. Is this good use of white space? Somehow the screen feels empty when this space could be utilised to add more detail about the hotel or types of accommodation.

9. Persistent Bottom Nav bar anchored allow the user to navigate the app.

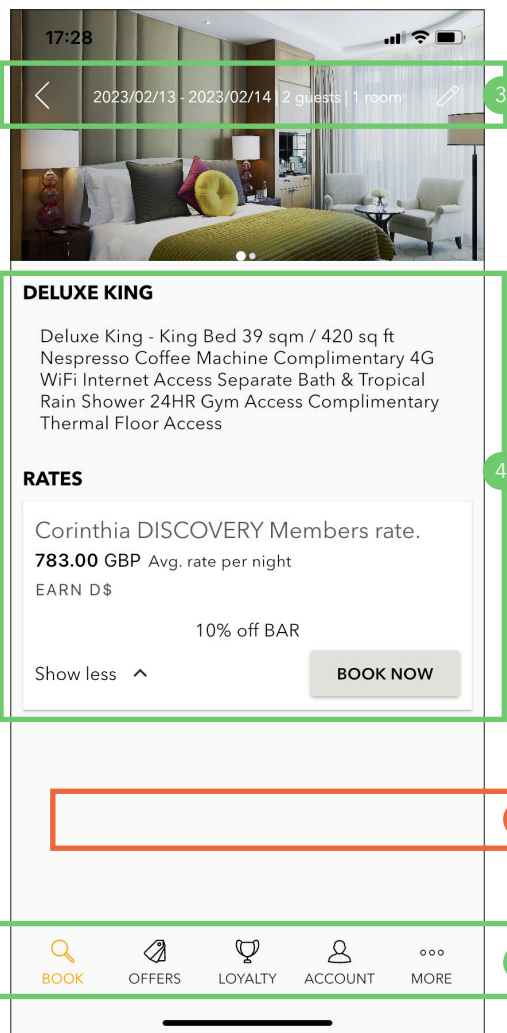
Search and Select - Corinthia



1. Upon inputting dates and number of guests the app shows the user the accommodation available, it is assertive in how it only displays the rooms available, however, as a constraint, it omits the various types of accommodation on offer. To view the different accommodations the user needs to go back to the Homepage and search for it.



2. Good visibility of what is being booked and at what price.



3. Options for amending dates manually at every point of the process.

4. Comprehensive breakdown of facilities and amenities available at the accommodation. Good visibility of price and discount. CTA button located at the bottom right of the section secures good flow.

5. No option for breakfast available or extras. As a luxury service, an extra set of options could be included here for a better tailored booking.

6. Persistent Bottom Nav bar anchored allow the user to navigate the app.

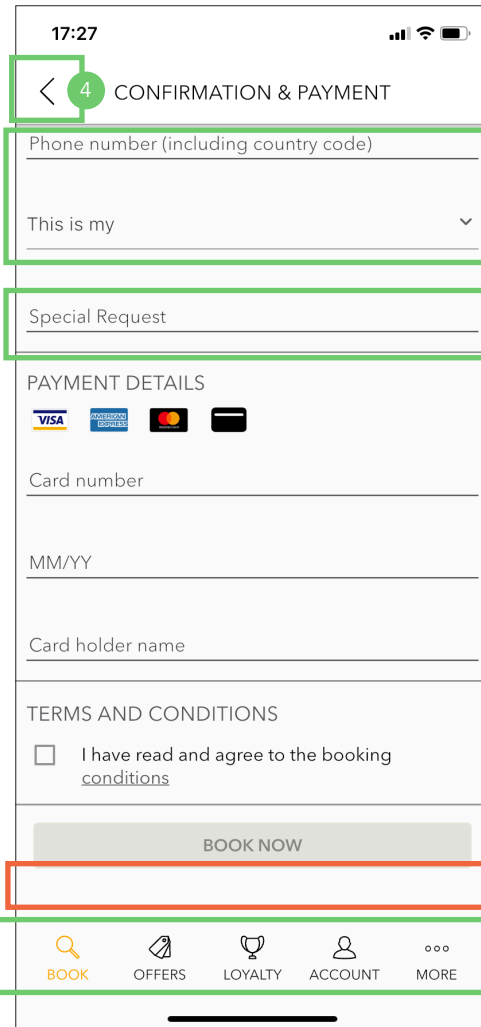
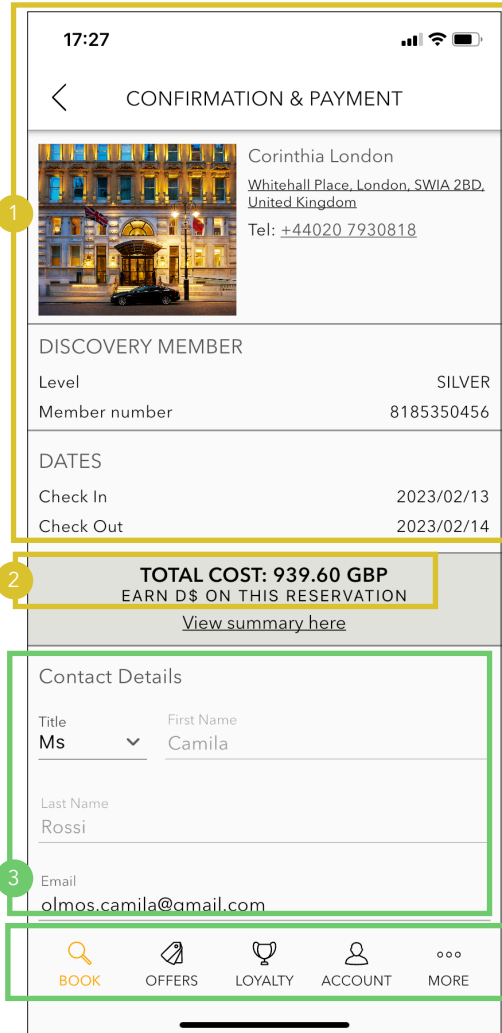
Entering Details - Corinthia



1. Confirmation is neatly displayed with location and dates. This could also include the type of accommodation and the check in/out times for greater detail and clarity.

2. As a service provider in the travel industry there could be an option for price to be displayed in a number of currencies.

3. Contact details will auto-fill when user signed up to the membership saving the user inputting these basic details.



4. Good visibility of back arrows on all screens allow users to go back and correct any mistakes without losing any details previously inputted.

5. The request to include country code can save the user inputting the number and getting an error message. This is my is a drop-down menu with options of phone numbers such as Home, Work or business number.

6. Options for special requests. Many people book fancy hotels to celebrate special occasions. Requests such as champagne in the room or a happy birthday message are common place. This feature greatly indicates the luxury nature of the service the hotel provides.

7. Still no option to book breakfast.

8. Persistent Bottom Nav bar anchored allows the user to navigate the app.

Booking Summary - Corinthia



1. Clear booking summary with information on deposit and cancellations.

17:40 📶 🔋

SUMMARY ✕

Room 1

Guests 2 Adults

Room type Deluxe King

Rate type Corinthia DISCOVERY Members rate.

Cancellations
Cancel by 12AM on 02/13/23 to avoid a penalty charge.

Deposit Policy
A deposit is not required for guarantee of your reservation

Daily rate:

2023/02/13	783.00 GBP
Total	939.60 GBP
Subtotal	783.00 GBP
Taxes and fees	156.60 GBP
Grand total	939.60 GBP

ⓘ 939.60 GBP

2. Check in/out times could also be included here.

2

[Empty box for check in/out times]



Strengths

Effective calls to action
Useful and relevant content
Intuitive navigation and search
Quick and easy checkout process

Weaknesses

Minimal and stripped back design could compromise information

Opportunities

More options to add extras or include breakfast

Threats

Competitors copying features or ideas

Overall Assessment

Good Practice

- Stripped back with information neatly organised.
- Only useful and relevant information.
- Uncluttered menus and accessible information.
- Intuitive and easy to navigate flows.
- Consistent premium look and feel throughout the entire flow from Homepage to the booking completion.
- Process flows seamlessly and consistently through the booking process.
- Good use of white space.

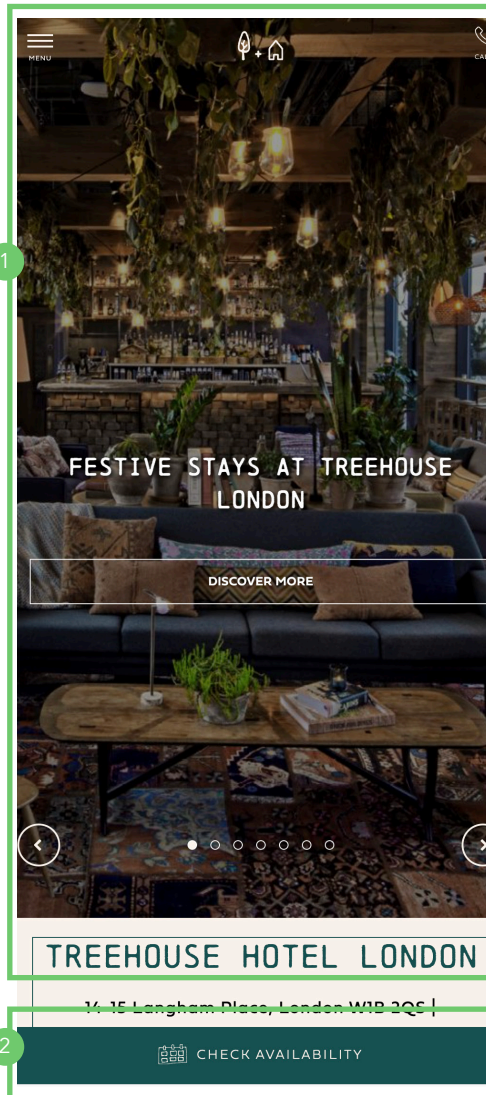
Needs Improvement

- Minimal style could mean that important or relevant information can go amiss such as check in and check out times.
- No breakfast option available or accessible throughout the booking process.
- Messages about member discounts but no apparent CTA to help users find the 'Become a Member' section.
- Flow could be improved and the order in where the screens appear could be revised.

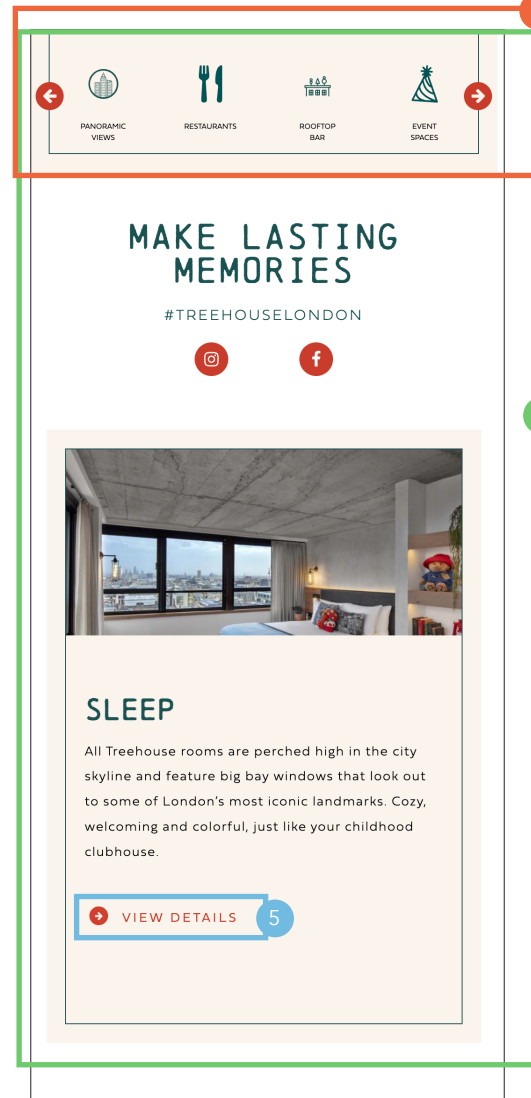
Homepage - Threehouse



1. Sleek and modern branding, playful language and typeface. Carousel with images show versatility of the place. Discover more button takes the user to sections with offers available. Each offer is displayed in a separate section in an organised manner.



2. Persistent bottom Nav bar anchors the site and offers interaction.



3. Inconsistent suit of icons. Even though the branding conveys a playful look and feel, the visual language would be more consistent if a suit of icons was created for the brand. The current icons display variation of line thickness, some are solid and some are outlined. Icons are too detailed and might confuse the user.

4. Good segmentation structure. When scrolling down the page reveals a lot of information, the content is well-organised and segmented by Sleep, Eat and Drink, Offers, Events and a map to indicate where the hotel is located.

5. Interesting CTA - clicking on it takes the user to a section to all rooms available with filters to refine the search. I wonder if the choice of colour is dubious as the red can be alarmist. However, the arrow icon indicates that the element is clickable.

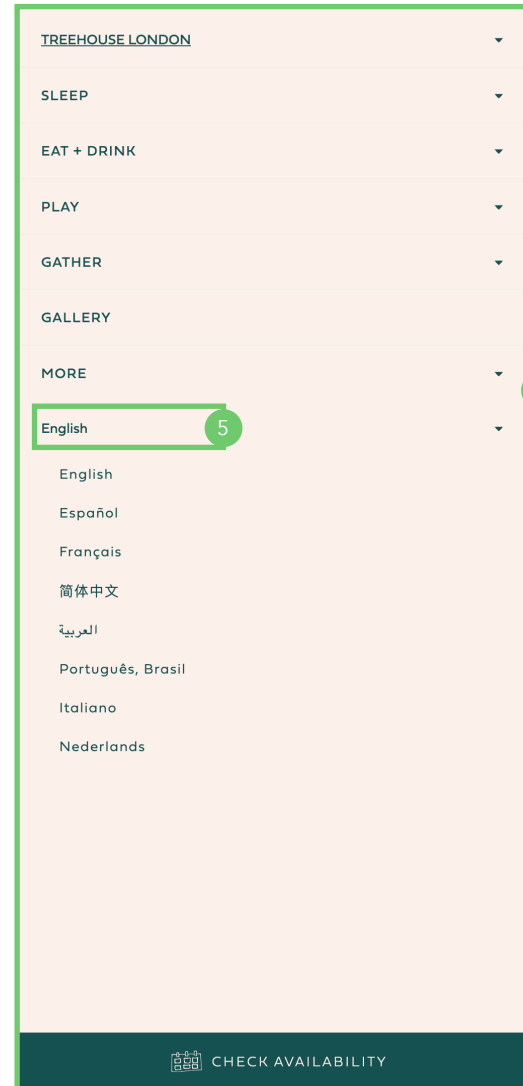
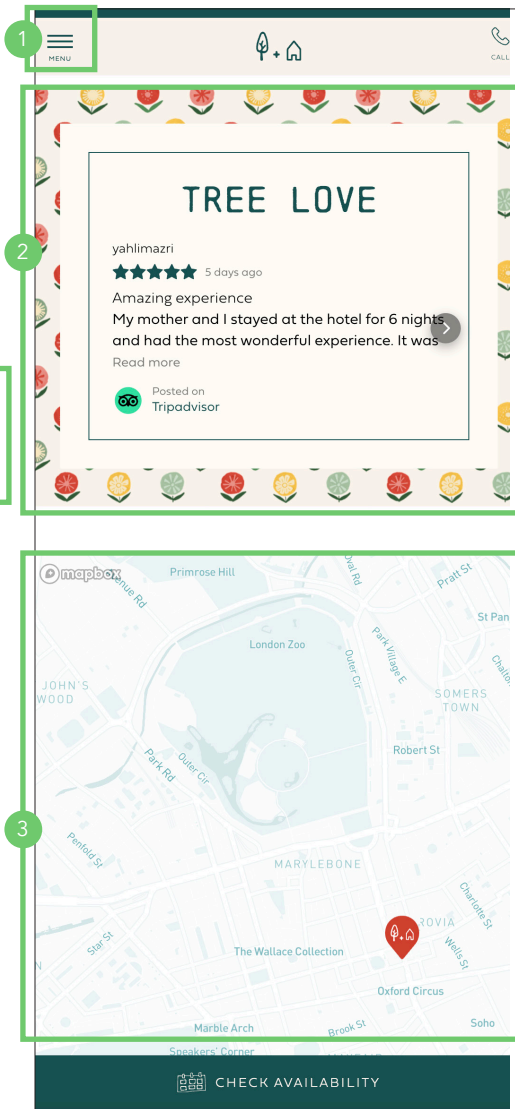
Homepage - Threehouse



1. Hamburger menu offers the same sections displayed when scrolling down the Homepage.

2. TripAdvisor Guest reviews linked to the of bottom of the Homepage can help to build trust and credibility.

3. Legend with address and a map of the area where hotel is located.



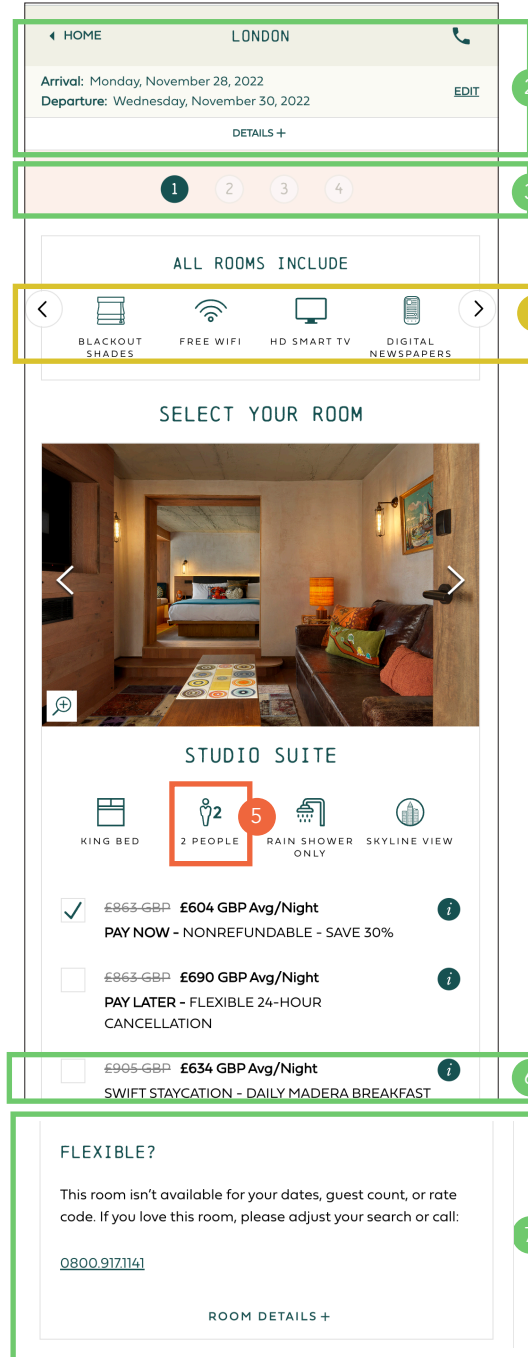
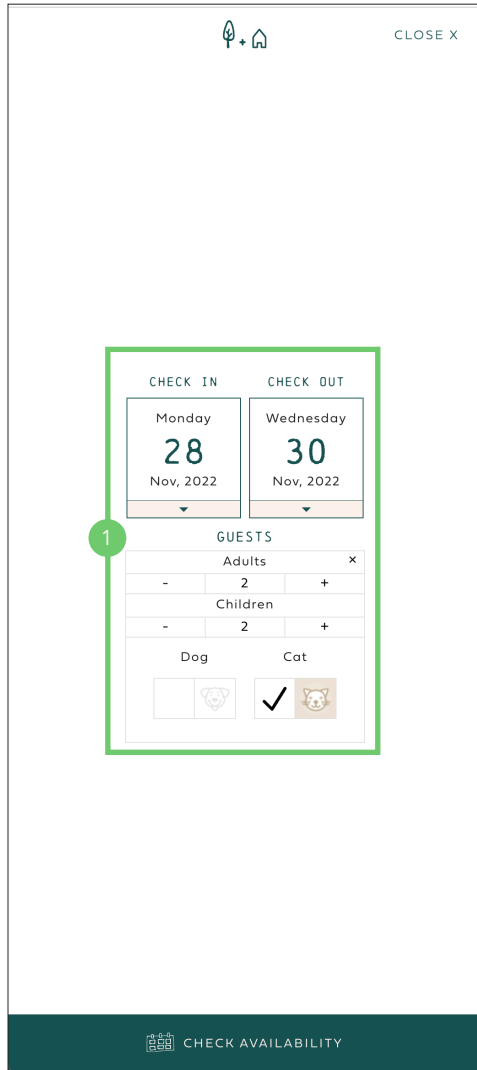
4. The hamburger menu expands displaying an array of sections. These sections can also be expanded by clicking on the arrow. This navigation bar menu ensures the information is displayed at users will - keeping the vast site content well-organised.

5. International feature with language option.

Search and Select - Threehouse



1. Very easy to input information on the calendar feature. Great option to bring children and pets.



2. Home menu to take user back to the Homepage. Details at the top of the page indicate what has been processed.

3. Nice progress indicator showing the length and status of the booking process.

4. Nice to know that all rooms include these facilities, but the suit of icons is not consistent here.

5. The page following the selection of dates shows the user ALL room options (even the ones that can NOT accommodate my party). This is distracting, clutters the page and slows down the booking process.

6. Booking and payment options available - and option for breakfast.

7. When the room is not available this message shows up - aside from being polite and providing the flexi option, this message indicates the hotel can accommodate individual situations accordingly to their guests needs. This shows dedication conveying the friendly nature of the brand.

Search and Select - Threehouse



1. After a lot of scrolling, the user might find an option that suits their needs. Lots of info on the chosen accommodation.

2. Booking options available.

3. Nice to see room details expand and shrink when clicked on. Visible CTA button.

CONNECTING CLUBHOUSE SUITE & LOOKOUT TWIN

- KING & TWO TWIN BEDS
- 4 PEOPLE
- SEPARATE SHOWER AND DEEP SOAKING TUB
- SKYLINE VIEW

~~£1238~~ GBP **£866 GBP Avg/Night**
PAY NOW - NONREFUNDABLE - SAVE 30%

~~£1238~~ GBP **£990 GBP Avg/Night**
PAY LATER - FLEXIBLE 24-HOUR CANCELLATION

~~£1281~~ GBP **£896 GBP Avg/Night**
SWIFT STAYCATION - DAILY MADERA BREAKFAST FOR 2

ROOM DETAILS -

62 sq m | Settle into your home away from home in a spacious Connecting Clubhouse Suite & Lookout Twin, with sweeping city views including the BT Tower and 20 Fenchurch (a.k.a. the "Walkie Talkie Building").

SELECT ROOM & CONTINUE

← BACK LONDON

Arrival: Sunday, November 27, 2022
Departure: Tuesday, November 29, 2022

DETAILS +

1 2 3 4

CONTINUE TO GUEST DETAILS

SHOW SOME TREE LOVE
£50.00 GBP/Per stay

Add something special to your stay with a bottle of organic prosecco and a sweet treat. Delivered up... [READ MORE](#)

ADD TO ROOM

4. CTA button to skip add-ons at the top of the page.

5. Add-ons are cluttering the page and slowing down the booking process. It also makes the site feel very salesy.

Entering Details - Threehouse



1. Easy to enter details in input fields, system is intuitive, and error message only shows when input hasn't been completed.

2. Dropdown menu is not customised by region at first - The country field automatically updates when inputting the phone number.

3. Nice to see a field for special requests. It adds a personal touch.

4. One currency option only.

5. Comprehensive and detailed booking summary here. Expandable menus are a great option to keep lengthy information organised and give user what they need when they need.



Strengths

Unique concept
Effective calls to action
Useful and relevant content
Intuitive navigation

Weaknesses

Showing rooms/info that do not match my search
Lengthy checkout process
Add-on may look salesly

Opportunities

Offer membership or loyalty credits

Threats

Relaxed look and feel (icons) might miss the mark on the luxury market

Overall Assessment

Good Practice

- Information is neatly organised.
- Only useful and relevant information.
- Uncluttered menus and accessible info.
- Intuitive and easy to navigate.
- Consistent playful look and language throughout the site.
- Thorough information and detail.
- Plenty of options available such as breakfast, late checkout etc.

Needs Improvement

- Showing all rooms and without filtering the info to match selection.
- Too many steps to finalise the booking.
- Too many add-ons and offers lowers the perceived value of the Brand.
- Flow could be streamlined by only showing rooms available based on the number of guests and dates.
- Site can look and feel cluttered in some sections.

Homepage - The Goring

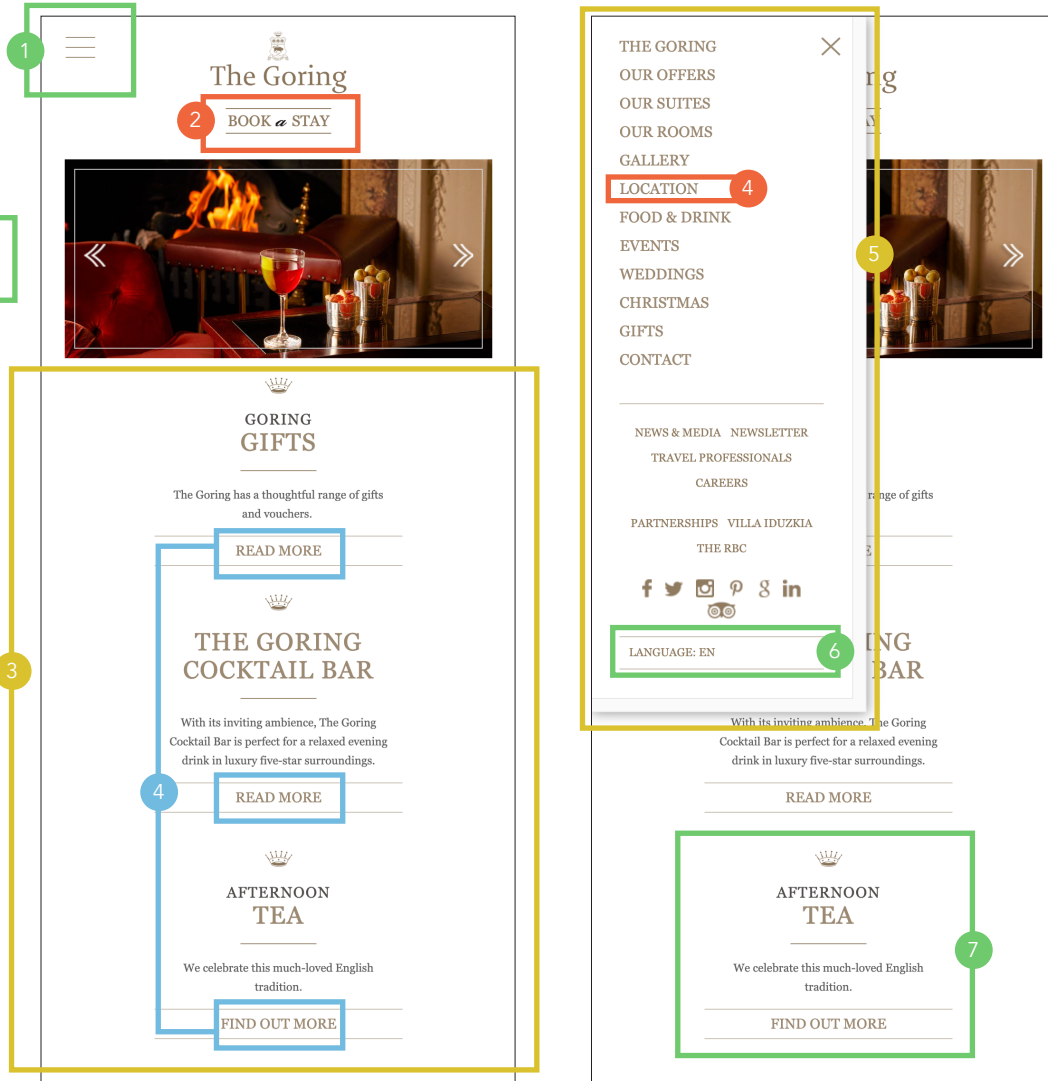


1. Hamburger menu helps to keep content organised by categories.

2. Book a Stay button could be easily missed. This is the only button directing the user to the booking section on the HP. I had to read the whole page to deduce the copy at the top was actually a button. This misses the mark on perceived affordance.

3. Although content looks well-organised and in good hierarchy, the only section with images is the top - with a carousel displaying a selection of images. An image per section could help break down the subjects whilst providing a clue on the section's subject saving the user from having to read through.

4. Although sleek, I am unsure that the CTA buttons are doing their best job here. The message is clear and actionable, however the appearance of the CTA does not indicate a clickable section.



4. Address is only found on the bottom of the page and there is no map of the area.

5. Hamburger menu is great to organise content, but the Nav bar could be improved. The content is not very clear when entering these sections. For example, to find a map for the location you would need to click in Contact, there is a link in that section that takes the user to a map and driving directions. Content and menus could be revised to organise the information better.

6. Nice to see options for German and French language.

7. Luxurious look and feel, Serif typeface and gold colour effect conveying tradition and elegance.

Search and Select - The Goring



The Goring

1. When clicking on 'Book a Stay' this tiny calendar pops up. It feels stiff and very small on mobile. Depending on the users fingers anatomy the selection of dates can prove a burdensome task. This feature is prone to cause accessibility issues.

2. CTA buttons that do not look like buttons.

3. Inviting call to action might go amiss.

The screenshot shows the homepage of The Goring. At the top, there is a hamburger menu icon and the text 'The Goring BOOK & STAY'. Below this is a 'Book a Stay' modal with a calendar for November 2022. A red box with a '1' highlights the calendar. Below the calendar are sections for 'GORING GIFTS', 'THE GORING COCKTAIL BAR', and 'AFTERNOON TEA'. Yellow boxes with '2' and '3' highlight the 'READ MORE' and 'FIND OUT MORE' buttons respectively.

The screenshot shows the 'SELECT ROOM' page for The Goring. At the top, there is a hamburger menu icon and the text 'The Goring'. Below this is a header with 'Your stay: 22 Nov - 24 Nov 2022' and 'Guests: 2 Adults, 2 Children'. A green box with a '4' highlights the header. Below the header is a 'SELECT ROOM' section with a 'Show Filters' button (annotated with a '5'). Below this is a 'GARDEN FAMILY ROOM' section with a placeholder image (annotated with a '6'). Below the image is a 'GARDEN FAMILY ROOM' section with a '1 King' bed, 'Garden Family Suites have the luxury of delightful garden views and two bedrooms', 'Room details', 'Flexible Advance Purchase Rate', 'Deposit Required', 'Book in advance and enjoy a discount on your rate. Full non-refundable prepayment is required', '£2,653 Per Night Including VAT', and a 'BOOK NOW' button. Below this is a 'The Goring Rate' section with 'Free cancellation up to 14:00 1 day before arrival', 'Guaranteed with Credit Card', 'Simply our best available rate without breakfast, but including VAT, WiFi and newspaper', '£3,074 Per Night Including VAT', and a 'BOOK NOW' button. A blue box with a '7' highlights the 'The Goring Rate' section.

4. Nice to have the hamburger menu available in case the user wants to move away from this page. Clicking on the logo also takes the user back to the Homepage. Header also indicates selected dates and guests, so the user can keep track on what is being booked.

5. Great feature, in this section is possible to select a room based on rates, dates, features etc.

6. No photo - This section looks neglected and does not build credibility or convey luxury.

7. Good communication and clear message on cancellations and flexible prices when paying a deposit.

Search and Select - The Goring



1. When clicking on the top menu the user is taken to a comprehensive and easy to use calendar. This section should have been offered earlier on in the selection process on the Homepage, instead of the tiny calendar that popped when clicking on book a stay.

Would be interesting to understand why this screen is only available when the user edits the original dates, instead of making it available when the user first inputs their dates.

Search
✕

November 22nd 2022 - November 24th 2022
Prices shown in GBP for 1-night stay

November 2022
>

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16 8,400	17 8,400	18 1,800	19 8,400	20 3,044
21 3,045	22 2,653	23 2,653	24	25 3,076	26 1,637	27 1,635
28 1,612	29 1,635	30 1,638				

No Check-in No Check-out

From £5,306 total for 2 nights
Including VAT

Select Guests

Adults

−

2

+

Children

−

2

+

Child 1 Age *
7

Child 2 Age *
8

Special Codes or Rates ▾

☰

Your stay: 22 Nov - 24 Nov 2022

Guests: 2 Adults, 2 Children

£5,306.00 ▾

< ENHANCE YOUR STAY

CHAMPAGNE ON ICE

To make your stay truly special, enjoy a bottle of Ayala Champagne on ice delivered to your room.

£97
Per Stay
Including VAT

ADD DETAILS

FRESHLY CUT FLOWERS

2. Only two add-ons. It could be good to see options for breakfast or special requests here.

✕
The Goring

HOTEL DETAILS

SELECT A ROOM

FIND RESERVATION £0.00 ▾

☎ 44 0 207 3969000

ENGLISH - GB ▾

BRITISH POUNDS ▾

3. Hamburger menu in this section shows international menu with options for language and currency.

Entering details - The Goring



1. Easy to use input fields and smart location with UK at the top of the list.

The Goring

£5,306.00

GUEST DETAILS

CONTACT INFO * Required

Prefix * First Name *

Surname *
Joyce

Phone *
07518524111

Email Address *
joyce@gmail.com
This is the email we will send your confirmation to.

ADDRESS

Country *
United Kingdom
Afghanistan
Aland Islands
Albania
Algeria
American Samoa
Zip / Postalcode *

TRANSPORTATION (OPTIONAL)

PAYMENT INFORMATION

£5,306.00 due 15 November 2022 (hotel local time) Please provide a valid payment method.

VISA Mastercard AMERICAN EXPRESS JCB Maestro

Card Number *

YOUR STAY

Check-in	Check-out
After 15:00	Before 12:00

Tue, 22 Nov 2022 - Thu, 24 Nov 2022
2 Adults, 2 Children

Garden Family Room **£5,306.00**
Flexible Advance Purchase Rate
2 Nights

EDIT Remove

+ Add a Room

Total: £5,306.00

3. Booking summary before payment and chance to edit the stay. Nice to see check-in and Check-out times.

2. Clear communication on when payment is due.



The Goring

Strengths

Classic Branding conveying luxury

Quick and easy checkout process

Weaknesses

Ineffective or concealed calls to action

Confusing structure and navigation

Lengthy checkout process

Outdated design (photo missing)

Opportunities

To increase the number of add-ons or special requests

New design trends to better convey messages

Threats

Competitors have better sites

Overall Assessment

Good Practice

- Homepage contain relevant information.
- Uncluttered menus and accessible info.
- Consistent traditional boutique branding look and language throughout the site.
- Comprehensive Booking summary.
- Quick and easy checkout process.

Needs Improvement

- Calendar might present accessibility issues.
- No section for special requests or to book breakfast.
- Too many steps to vfinalise the booking.
- Content on the hamburger menu is not well-organised and might be confusing.



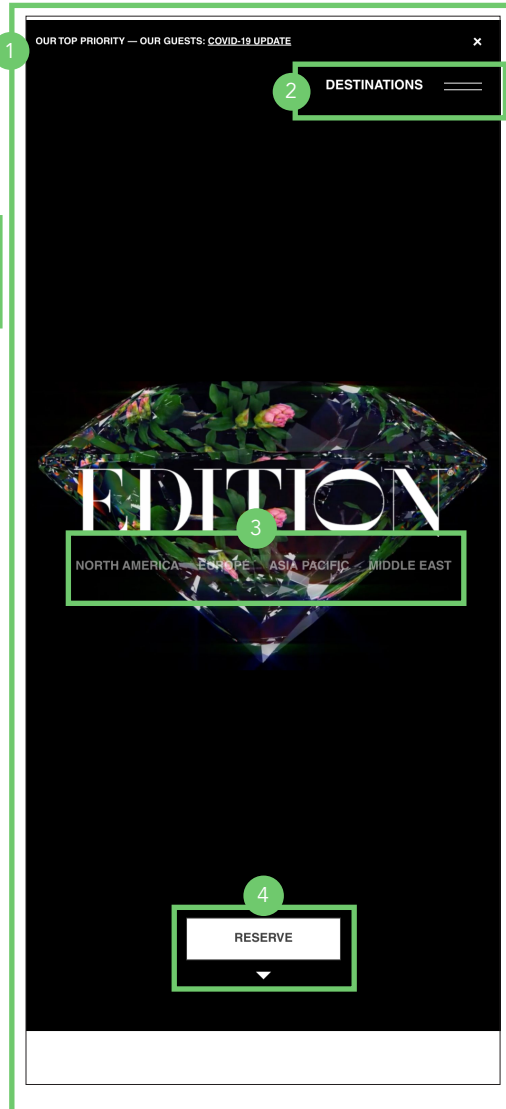
1. Sleek and aesthetically pleasing imagery really conveys the premium and dreamy concept of the brand.

2. Destination Menu takes the user to specific destination sites.

3. Destination here is also clickable and a drop-down menu appears with clickable destinations (cities) that will take the user to their specific city/hotel site.

4. CTA button is placed in thumb zone and will take the user to a booking page.

The arrow icon is also a great indication that there is more content to be explored down the page.

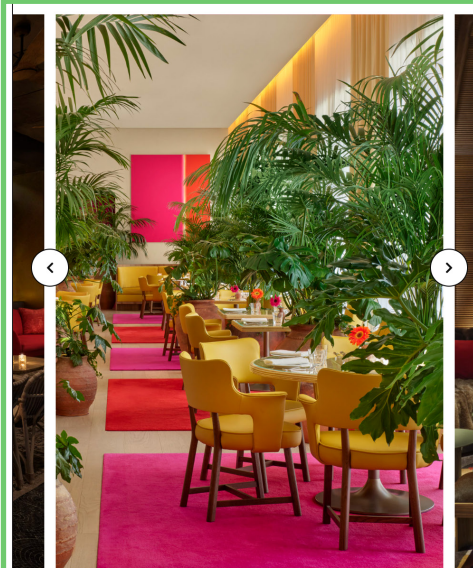


THE NEW GENERATION OF LUXURY

A place to lay your head and get everything you need (and want). At EDITION, we believe true luxury is being heard before you even speak.

DINING & ENTERTAINMENT

ALL ▾



BAR JERONIMO, MADRID

RESTAURANT TOLT

SHOP EDITION

Spoil yourself with our assortment of home essentials representing a new generation of luxury.

5. Part of Marriott hotels, the Edition segment position themselves as a modern, unique luxury brand. The language throughout the site is young and fresh. On the homepage there is information about their concept to create unique places for unique experiences, collaborations with artists, musicians and exclusive events reinforcing their editorial, fashionable vibe.

6. Drop-down menu in the section Dining and Entertainment where is possible to select bars or restaurants.

Good indication of Carousel with Arrows and navigation dots. Colourful, eye catching imagery — images are clickable and will open and extra tab with a page on that specific restaurant/bar.

7. Homepage sections are very general including information on the Hotel concepts, dining and entertainment, offers, what is on the press etc. The content is quite broad - leveraging on luxury lifestyle with a section showcasing the hotels own products.



1. Specific and unique London Logo indicates well where the user has landed. The destination option is still available should the user change their mind on which site to visit. Easy to navigate, the homepage offers plenty of opportunities to make a booking.

2. Arrow pointing down in the Menu button is a good indication that the Menu contains additional info such as location and maps etc.

The reserve button takes the user to a calendar for availability.

The difference in colour - Menu being white and Reserve Black can serve as indicator that the menu is a dropdown section and reserve is an action button.

3. View Rooms and Suite takes the user to a page where they can view all rooms in the hotel, with comprehensive information on each room and plenty of eye-catching imagery. It is also possible to reserve the room from that section.

The screenshot shows the homepage layout with three callout boxes:

- 1:** Points to the 'THE LONDON EDITION' logo.
- 2:** Points to the 'MENU' button with a downward arrow.
- 3:** Points to the 'VIEW ROOMS & SUITE' button.

The screenshot shows the main content area of the homepage with a green callout box:

- 4:** Points to the 'EDITION EXPERIENCES' and 'WHAT'S ON AT THE LONDON EDITION' sections.

4. Relevant content with plenty of beautiful images accompanying each section. The Homepage looks sleek and easy to navigate. CTAs are easy to find and identify including highly related text.

Search and Select - The Edition



1. Calendar and selection section is easy to use.

EDITION

London - United Kingdom

11/21/2022 11/23/2022

4 Guests 1 Room

Rewards # Promotional Code

USE POINTS / CERTIFICATES

MY DATES ARE FLEXIBLE

CHECK AVAILABILITY

2. When clicking the button there is no indication of completing an action and the box remains unchecked. However, the Flexible dates option still appears when the user is taken to the next screen.

THE LONDON EDITION

4.5 208 Reviews Currency Calculator

Mobile Key Digital Check-In

Dates Flexible in November - 2 NIGHTS EDIT

Flexible Dates

Total Room Cost Average Lowest Cost

Total room cost is the sum of the lowest nightly costs per room for the number of nights requested. Other rates may be offered as you proceed with your reservation. Room rates do not include taxes and fees in most markets.

Previous December 2022 Next

Sun 11/27	1,043
Mon 11/28	1,455
Tue 11/29	1,536
Wed 11/30	1,302
Thu 12/1	1,415
Fri 12/2	1,641
Sat 12/3	1,463
Sun 12/4	1,358
Mon 12/5	1,504

3. Options to edit.

4. This section shows flexible dates options against a list of prices. Great feature showing options for dates and prices with the average lowest cost breakdown included.

5. These rows are clickable and take the user to a selection of rooms available based on the showcase rate. This feature could be indicated by adding an arrow or perhaps a faded solid colour box when hovering over the rows.

Search and Select - The Edition



1. THE LONDON EDITION

2. Standard Rates Most Flexible | Prepay and Save With Restrictions | Deals and Packages Special Savings

3. Family Suite, 2 room Suite, Bedroom 1: 1 King, Bedroom 2: 1 King

4. Member Rate Prepay Non-refundable Non-changeable

2,545
2,057 GBP Avg. per night
4,115 GBP Total per room
Taxes and all fees included

Room(s) held for: 12:49

Review Reservation Details

Family Suite, 2 room Suite, Bedroom 1: 1 King, Bedroom 2: 1 King

ROOM DETAILS

Check in: Sunday, November 27, 2022

Check out: Tuesday, November 29, 2022

Room(s): 1

Guest(s) per room: 4

6. Choose Room Features >

Room Accessibility & Bed Type >

Summary of Charges

Member Rate Prepay Non-refundable Non-changeable

RATE DETAILS

1 room(s) for 2 night(s) Prices in GBP

1. Good indication on which site the user is (London) with options to see location, phone number as well as more specific features on the top menu. It is also possible to track dates and edit them if needed.

2. Payment options available and option to see a breakdown of the cost with fees.

3. The icon here indicates more photos of the room but when clicked it takes the user to a Room Details section with comprehensive information on the room. The same section is reached when clicking on Room Details below. Perhaps the choice of icon should be revised?

4. Transparent information on payment details and discount for members.

5. Very clear cancellation Policy.

5. Hotel Cancellation Policy

About this reservation:
Changes to your reservation are not permitted. Please note that you may cancel your reservation for no charge before 11:59 PM local hotel time on November 20, 2022. After this time, please note that your prepayment for this special rate is non-refundable.

LEARN MORE >

I have read the rate details and accept the cancellation policy

CONTINUE

6. Options to select room features such being on a low floor or near an elevator as well as options to add on, such as extra towels or foam pillows. These little details make all the difference when booking a luxury stay and these additional touches scream exclusivity.

Entering details - The Edition



1

THE LONDON EDITION

4.5 208 Reviews Currency Calculator

Mobile Key Digital Check-In

Stay Dates: Sun Jan 29 - Tue Jan 31

Total for Stay: 3,707.00 GBP

Room(s) held for: 14:27 **CHANGE**

1. Persistent editable top section/menu with indication of selected dates, price and option to change the booking.

2

Guest Information

SIGN IN FOR FASTER BOOKING

All fields are required unless otherwise stated.

Name

Title (Optional)

First Name

Last Name

Email Address

Marriott Bonvoy Member Number (Optional)

Send my reservation confirmation by SMS

2. Option to sign in or sign up for faster booking and discounts. Perhaps the CTA could also include a clue that clicking the button will take the user to a section where they can sign up to be member.

Send my reservation confirmation by SMS

Company Name (Optional)

Note: To be credited for this stay, the name on your Marriott Bonvoy account must match the guest name.

Address

Country/Region: USA

Address

City

State/Province: Select State

Zip Code

Are you a travel agent?

Yes, I am a travel agent or planner

Select Payment Option

A valid form of payment must be presented at check-in

Pay using **Click to pay**

Pay using Credit/Debit Card

Why we ask for this?

5. Easy to fill input fields and drop down menus where applicable make the entering details very straightforward.



Strengths

Unique concept
Effective calls to action
Useful and relevant content
Intuitive navigation and search
Quick and easy checkout process

Weaknesses

Ineffective or concealed calls to action in some sections
Broken features

Opportunities

More effective marketing tactics

Threats

Competitors copying features or ideas

Overall Assessment

Good Practice

- Consistent verbal and visual language across the sites.
- Consistent branding with modern and vibrant imagery.
- Neat organisation of content.
- Intuitive and easy to navigate.
- Clear language and detailed information.
- *Choose room features* section adds a touch of personality.

Needs Improvement

- Signing up for membership feature could be more prominent/readily available.
- *My dates are flexible* feature is broken.
- Clickable section on Flexible dates can be missed as there is no indication these section can be actionable.





Homepage - Comparison table



				
Good Practice	<ul style="list-style-type: none"> • Clear Brand and Identity • Visible and clear bottom navigation bar • Good use of icons and imagery • Straightforward Navigation and flow • Drop Down and expandable Menus 	<ul style="list-style-type: none"> • Clear Brand and Identity • Persistent bottom Nav bar • Good segmentation structure • Expandable menus • International feature (Language and currency) • Reviews and Maps 	<ul style="list-style-type: none"> • Clear Brand and Identity • Expandable menus • International feature (Languages) 	<ul style="list-style-type: none"> • Clear Brand and Identity • Quick and easy navigation • Relevant content with plenty of beautiful images • Clear CTAs
Room for Improvement	<ul style="list-style-type: none"> • Flow and screen order • CTA or indication on how to become a member is missing 		<ul style="list-style-type: none"> • Content in menus could be revised to organise the information better 	
Poor	<ul style="list-style-type: none"> • Flow 	<ul style="list-style-type: none"> • Inconsistent suit of icons 	<ul style="list-style-type: none"> • CTA buttons that do not look like buttons • Difficult to find address and location 	
Interesting / Worth noting	<ul style="list-style-type: none"> • Fading copy indicates there is more copy prompting the user to click and expand the copy field 	<ul style="list-style-type: none"> • Interesting choice of colour (RED) 	<ul style="list-style-type: none"> • CTAs message is clear but lack in visual clue 	<ul style="list-style-type: none"> • Segmentation helps organising content

Search And Select - Comparison table

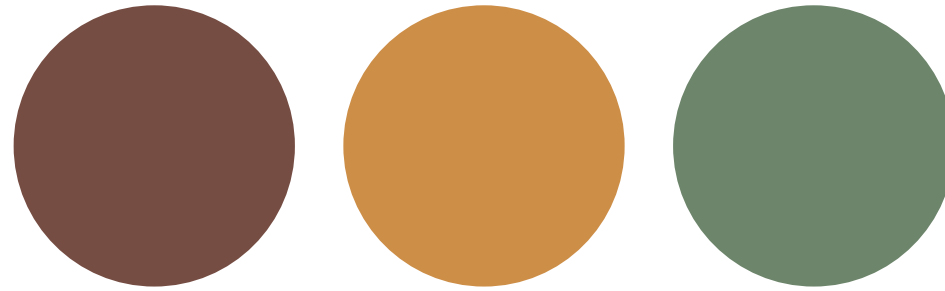


				
Good Practice	<ul style="list-style-type: none"> • Full map of the area • Easy to select dates and navigate Persistent Bottom Nav bar 	<ul style="list-style-type: none"> • Progress indicator feature • Persistent bottom Nav bar • Booking and payment options available • Flexible Dates option • Options to bring children and pets • Booking options available • Expandable menus 	<ul style="list-style-type: none"> • Detailed filters to help search • Expandable menus • International menu with options for language and currency 	<ul style="list-style-type: none"> • Calendar and selection section is easy to use • Flexible dates options against a list of prices • Payment options available • Select room features option • Transparent information on payment
Room for Improvement	<ul style="list-style-type: none"> • Flow and screen order • CTA or indication on how to become a member is missing 	<ul style="list-style-type: none"> • Add-ons are clutter the page 	<ul style="list-style-type: none"> • CTA buttons that do not look like buttons 	<ul style="list-style-type: none"> • No indication of interaction with price rows in flexible dates section
Poor	<ul style="list-style-type: none"> • No option for flexible dates 	<ul style="list-style-type: none"> • Inconsistent suit of icons • Shows all rooms available with no consideration for the size of the party 	<ul style="list-style-type: none"> • Calendar is too small and difficult to select dates • Photo of the room missing - makes the site look abandoned • No options to select breakfast 	<ul style="list-style-type: none"> • My Dates are flexible feature is broken
Interesting / Worth noting	<ul style="list-style-type: none"> • Promo code can be added • Interesting use of white space 		<ul style="list-style-type: none"> • Good communication and clear message on cancellations and flexible prices when paying a deposit. 	<ul style="list-style-type: none"> • Segmentation helps organising content • Choice of icons

Entering Details - Comparison table



				
Good Practice	<ul style="list-style-type: none"> • Quick and easy to enter details • Contact details will auto-fill when user signed up to the membership • Back arrows on top bar • Options for special requests • Persistent Bottom Nav bar 	<ul style="list-style-type: none"> • Quick and easy to enter details • Options for special requests • Comprehensive and detailed booking summary 	<ul style="list-style-type: none"> • Quick and easy to enter details • Clear rules on payment • Booking summary before payment and edit button easily available 	<ul style="list-style-type: none"> • Quick and easy to enter details • Persistent editable top section/menu
Room for Improvement	<ul style="list-style-type: none"> • More info in the Confirmation and Payment section 	<ul style="list-style-type: none"> • One currency option only 	<ul style="list-style-type: none"> • CTA buttons that do not look like buttons 	<ul style="list-style-type: none"> • Option to sign in for faster booking (but no clue on how to sign up)
Poor	<ul style="list-style-type: none"> • No option for breakfast or add-ons 			
Interesting / Worth noting		<ul style="list-style-type: none"> • Country field automatically updates when inputting the phone number 		<ul style="list-style-type: none"> • Segmentation helps organising content • Choice of icons



THANK YOU!

