Some searches were quick and easy

Users liked the flow of instances. They felt that

Some users prefer to call and talk to hotel as website was not as interactive w/ humans.

available rooms

Some amenities were not on the booking websites. User would have to call hotel

While selecting options the user did not like the page refreshing causing scrolling

Users thought that there should be a customer service number or chat box.

Page refresh should use an animated loading bar or a visual aid for user experience

navigation in some it was an easy process

After selecting a few common options, some users were left with no

The start of most searches were easy to navigate, but it did became more difficult

Some booking sites had good visual images that did represent the hotels

Snaptravel used an SMS code which cause extra steps, time, and confusion for the user

Every selection caused a page reload and user had to scroll back down the page

> The user should only have to select options once throughout the search

Some preselected options were removed from the search on the booking pages

3rd party vendors like Snaptravel takes the user away from the booking website

All hotel services where not on the booking website, e.g. room service, spa, salons, etc.

> Users did like the optionsand amenities in se arching for a room

Users claimed rooms were not what they expected upon arrival to the hotel

Users liked being able to choose a neighborhood and specific area in town

The booking websites

did not include a link

user convenience

to the hotels listed for

Users thought there

area where they are

booking

should be a map of the

Users felt like all links

were easy to click and

proceed with the

Users need to read

small print on

websites

Some booking sites had good visual functionality when

Some online images were of shampoo bottles which did not represent the hotel

navigation links were readable and understandable throughout the search

Some hotel images were very appealing and descriptive of the hotel and rooms

entering travel dates

After selecting a room, the user is faced with many discount options which is confusing

Discount options and 3rd party vendors make the search confusing

Most landing pages were user friendly

The payment pages were user friendly and easy to navigate

Users did like receiving a confirmation email after booking

Selecting price range was easy and understandable on all booking websites

visually understandable Users did not like web

functionality for setting

travel dates were not

Users thought there

space on booking

Design and

pages.

was too much negative

pages that were split vertically when they did not function separately

Users thought there would be an option to make changes before submitting payment

Options for 3rd party vendor discounts should be aware of the user experience

Keep pop-up messages to a minimum. If not necessory they should be avoided

Users thought that any additional hotel fees or booking fees should be obvious to the user

Users would prefer that

discounts and offers be

only at the end of the

search be submitting

When setting destination and dates. dates should be simplifited

Under attractions, a map with attractions and nearby hotels was not available

Navigation was not

intuitive and should be

essier to understand

Booking website

link to attractions

landing pages did not

include a primary nav

Users did not think that the images were a good representation of the hotels on the websites

There was not an order of navigation e.g. primary nav, secondary, tertiory that dictate the user flow