Competitive Benchmarking

Comparing 4 Best-In Class Hotel Mobile Apps

UX Research

4 Best-In Class Apps

Hilton airbnb Booking.com trivago

- What is the mobile app booking experience like?
- What design features and functionality should be emulated?
- What design features and functionality should be avoided?
- What design elements spark end-user delight?

**Competitive Benchmarking**

SN
ux Design

Evaluation Criteria

- Main Landing Page
- Booking Detail Process Flow
- App Store Listing Details/Ranking
- Demo Destination LAS VEGAS

Visual Indicators

🔴 Frustrating Design Aspects to Avoid/Improve

🟡 Mobile App Conventions Most Users Expect

🟢 Booking Best Practices + Delightful Design Features/Functionality

Competitive Benchmarking

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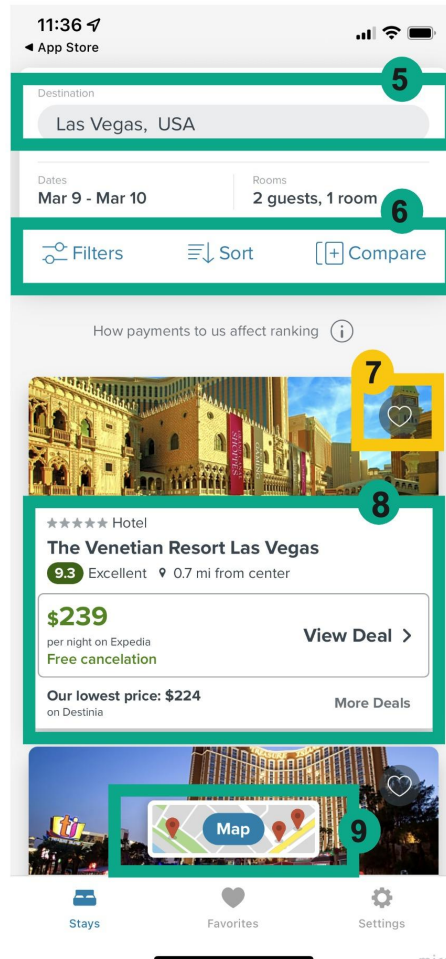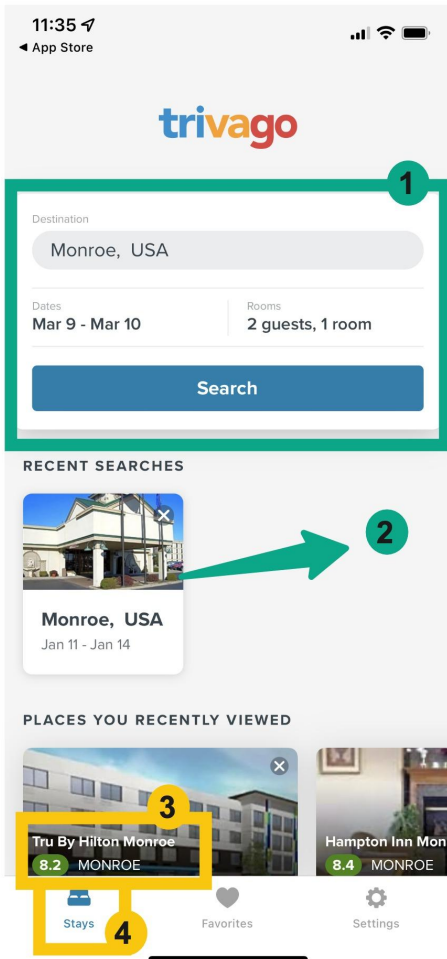
trivago
App Main Landing Page

1. Streamlined visual design with immediate and essential data search input prioritized

2. App remembers end-user previous visits/search

3. Hotel chain clearly identified, ranking provided

4. One-click access to all bookings

5. Destination field provides smart, relevant options with a few keystroke characters

6. Consolidated sort/filter/compare functionality

7. Favorite functionality expected by users

8. Key information and cost available at a glance

9. Comparison mapping feature helpful
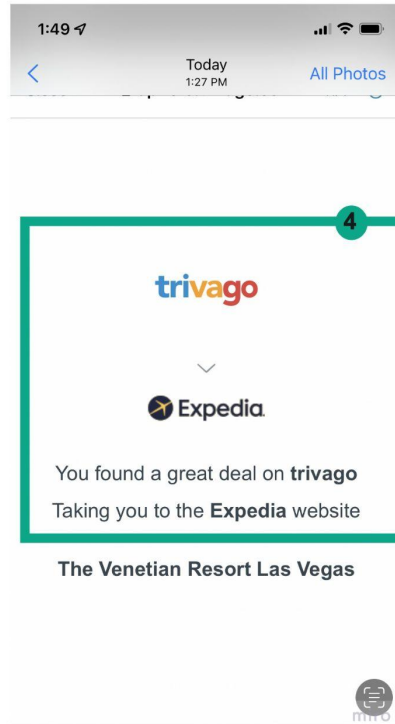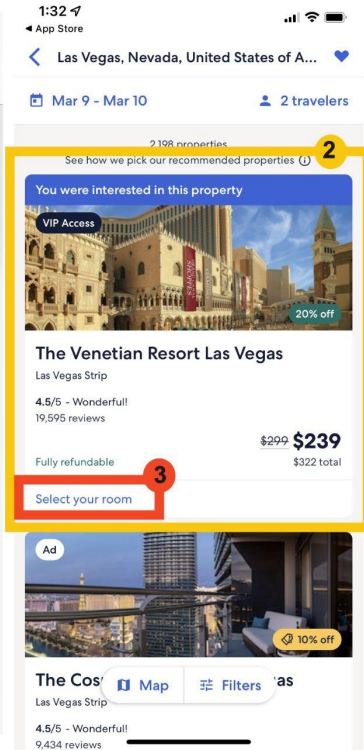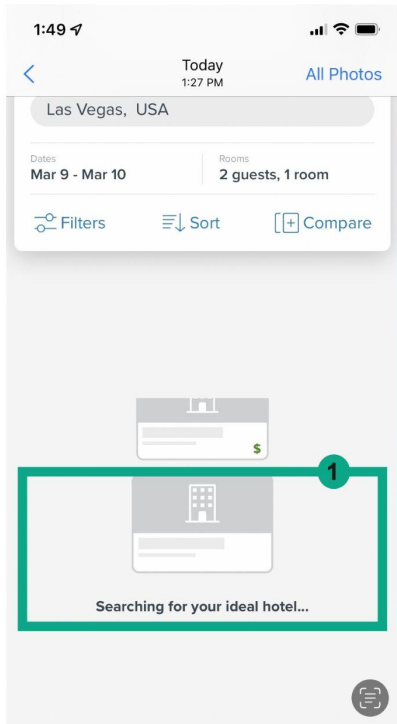
Competitive Benchmarking

trivago
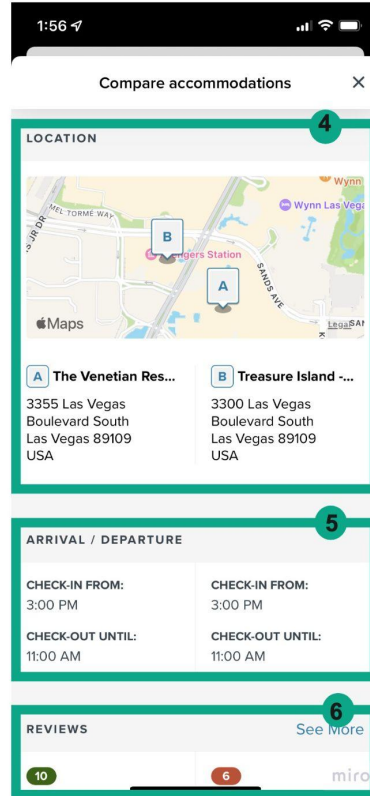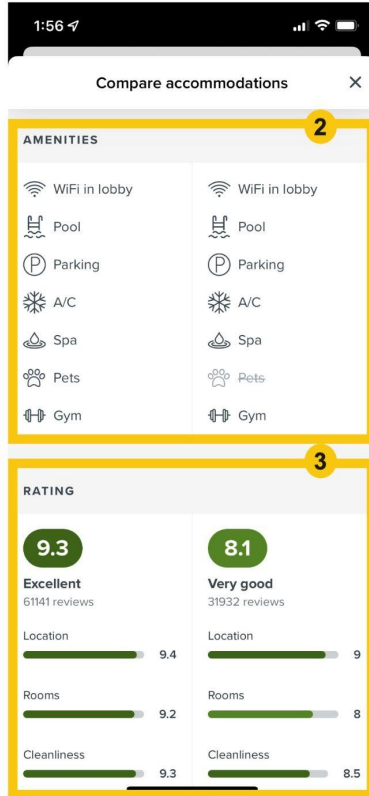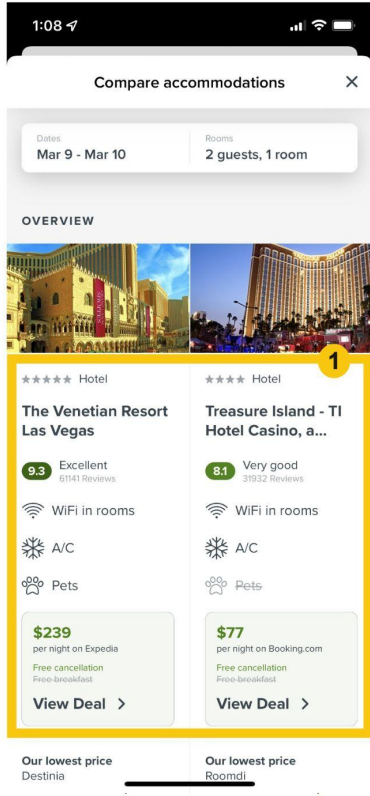
Booking Flow: comparison tool

1. Comprehensive snapshot

2. Top amenities, side by side

3. Overall ranking and breakouts

4. Both locations mapped

5. Hotel check-in/out details

6. In app customer reviews featuring 1-10 ranking, date of stay, and free write review
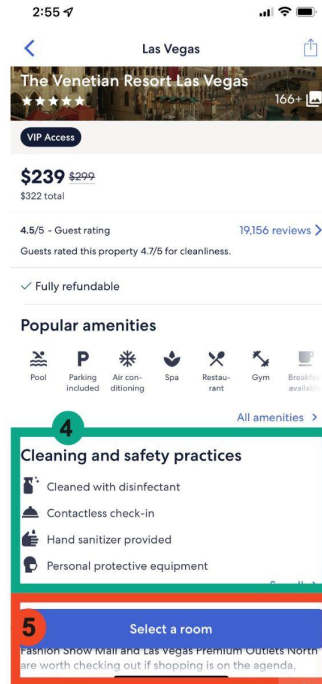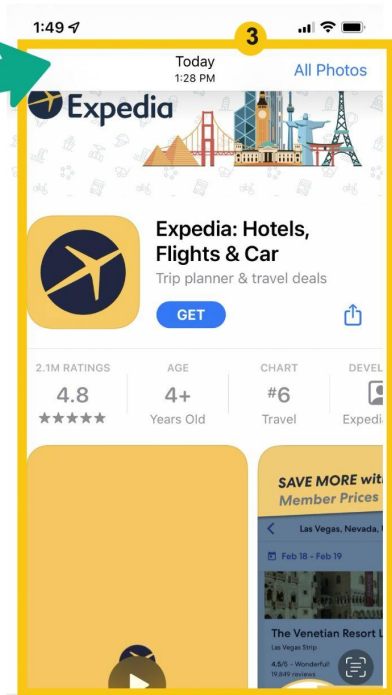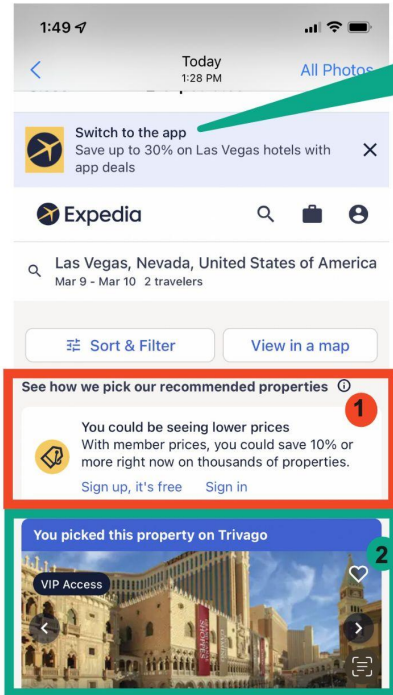
Competitive Benchmarking

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Booking Flow: select + book

1. Search status clearly communicated

2. Concise hotel property details

3. No "BOOKING" button, instead features small text

4. Booking requires app off-ramp, status communicated clearly again

Competitive Benchmarking

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ux Design

trivago

Booking Flow: finalize booking

1. Lots of unnecessary text, multiple calls to action

2. App retains booking selection after off-ramp

3. External booking app easily opens and retains end-user data

4. COVID-19 info displayed

5. "Select a room" booking button not an immediate visual and requires repeat actions on external app
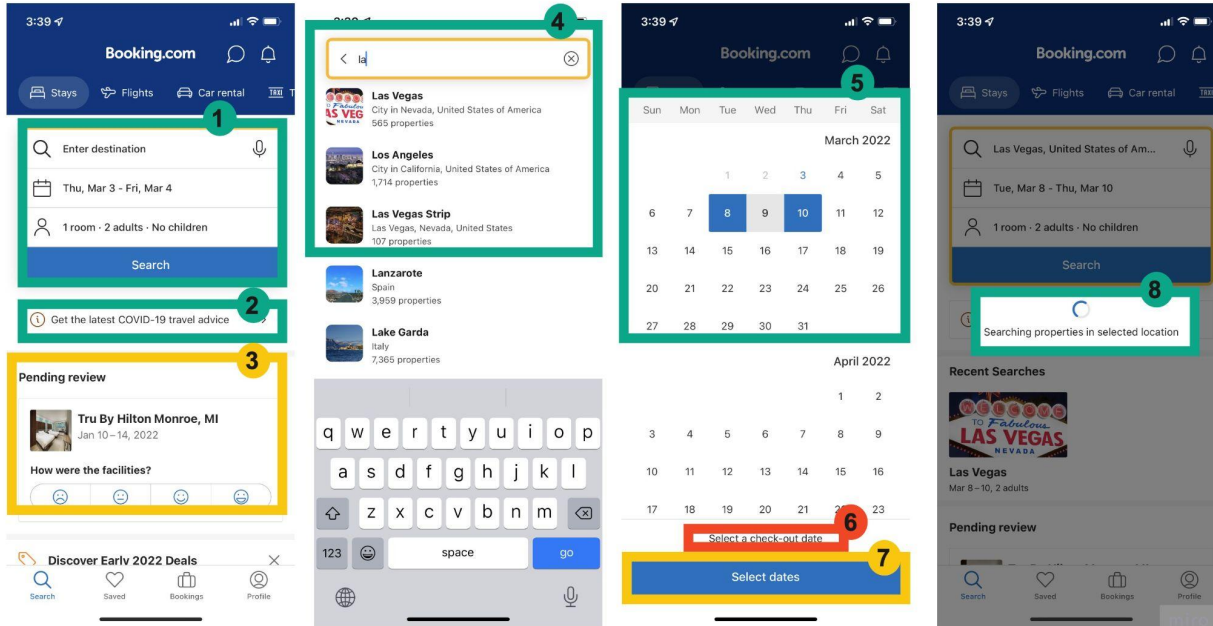
Competitive Benchmarking
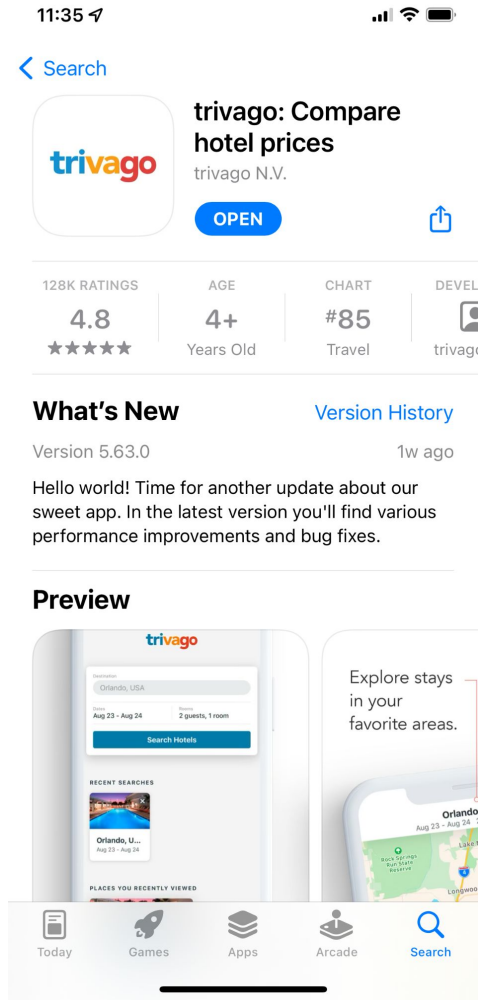
App Store Listing

1. 4.8/5 stars
2. Comprehensive comparison tool
3. Actual booking occurs externally
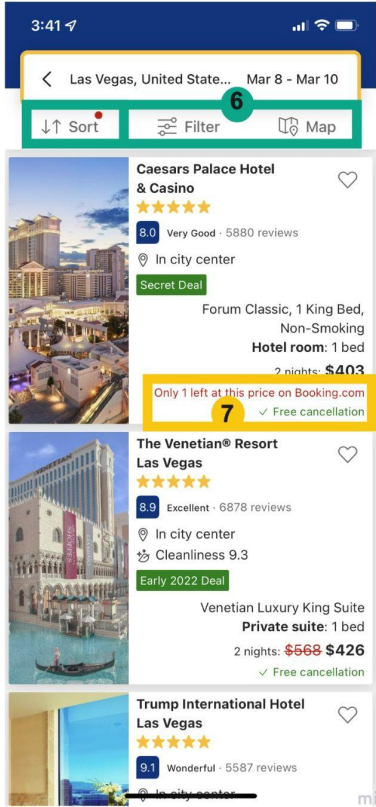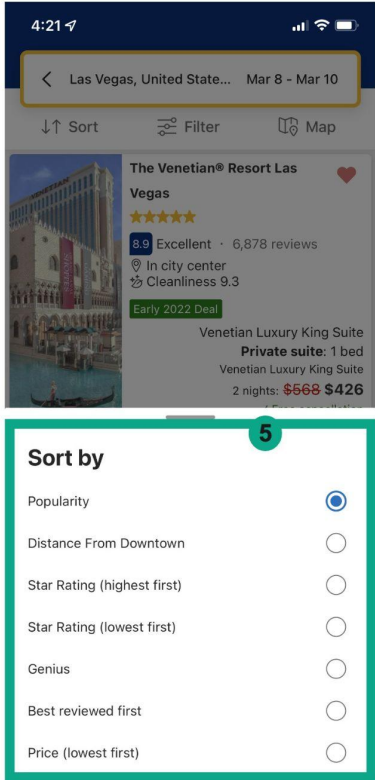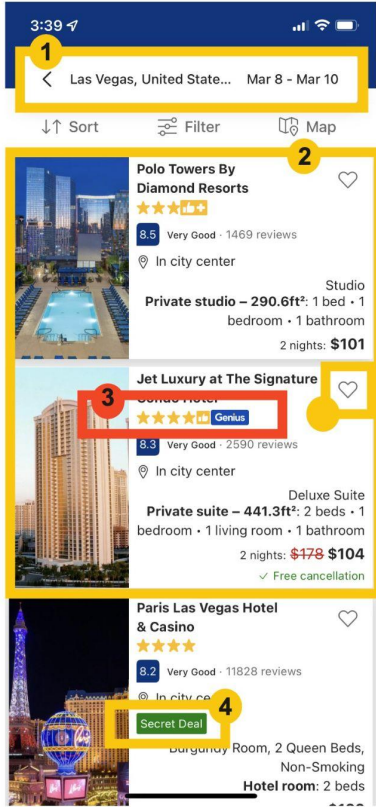
Competitive Benchmarking

Booking.com

App Main Landing Page

1. Prominent streamlined search field
2. Timely COVID-19 travel updates
3. "leave a review" CTA
4. Smart search auto-populate
5. Intuitive date selector
6. Action prompt too small (odd placement)
7. Blue action color continuity
8. Status updates communicated clearly

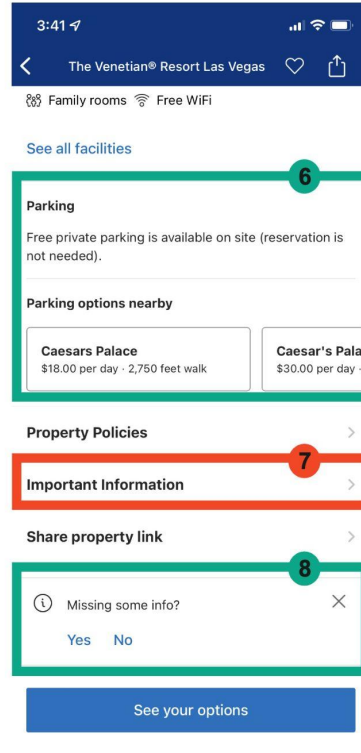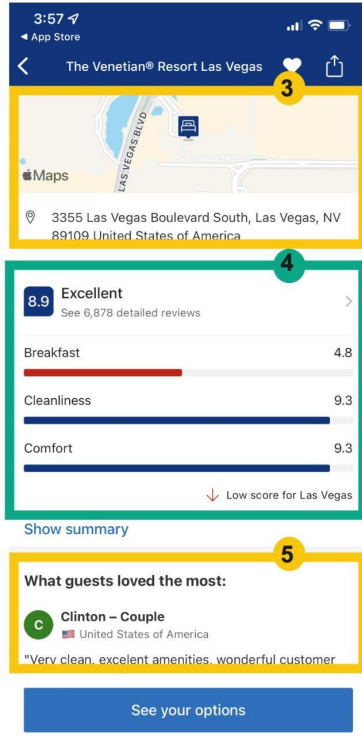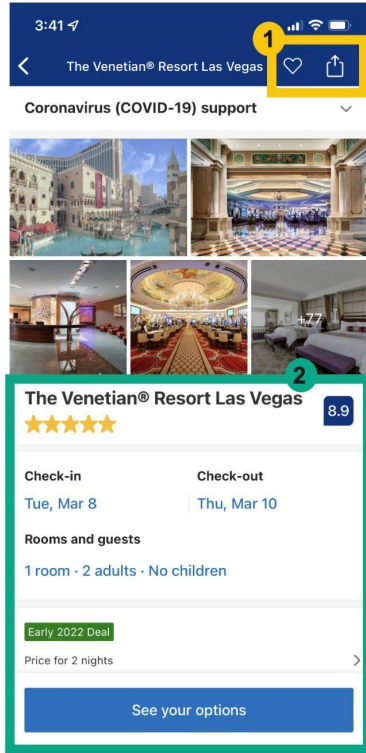**Competitive Benchmarking**

SN ux Design

Booking.com

Booking Flow: review listings

1. Main search bar with details and back track functionality

2. Property snapshots with key info

3. Unknown "genius" tag meaning

4. Price/savings transparency

5. Easy sort by function

6. Sort/Filter/Map with red light use indicator

7. Room availability and cancellation policy displayed

# Competitive Benchmarking

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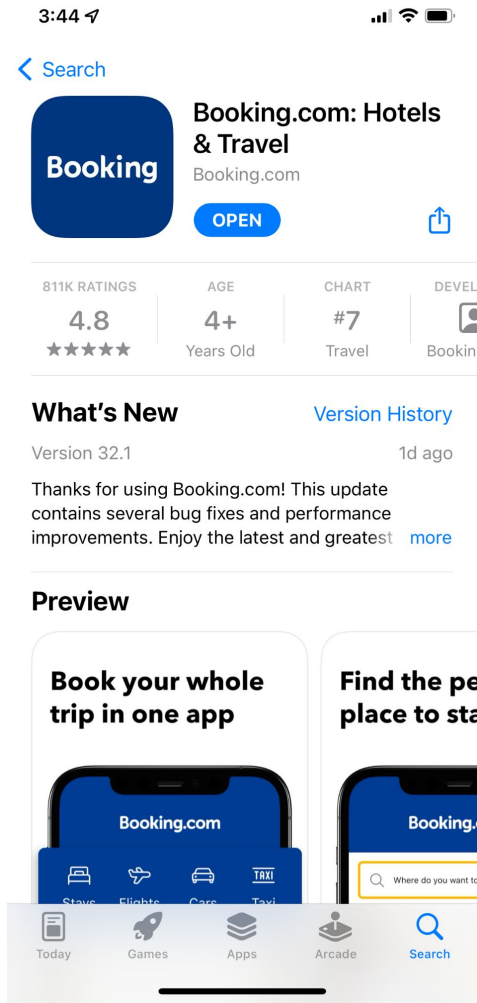
Booking.com

Booking Flow: select + book

1. Favorite/Share feature

2. Property snapshots with key info

3. Mapping feature

4. Ratings breakout, additional "low score" indicator for destination

5. Detailed customer reviews

6. Parking details/options

7. Unknown "important info"

8. Ability to add missing info to listing

Competitive Benchmarking

SN ux Design

Booking.com

Booking Flow: finalize booking
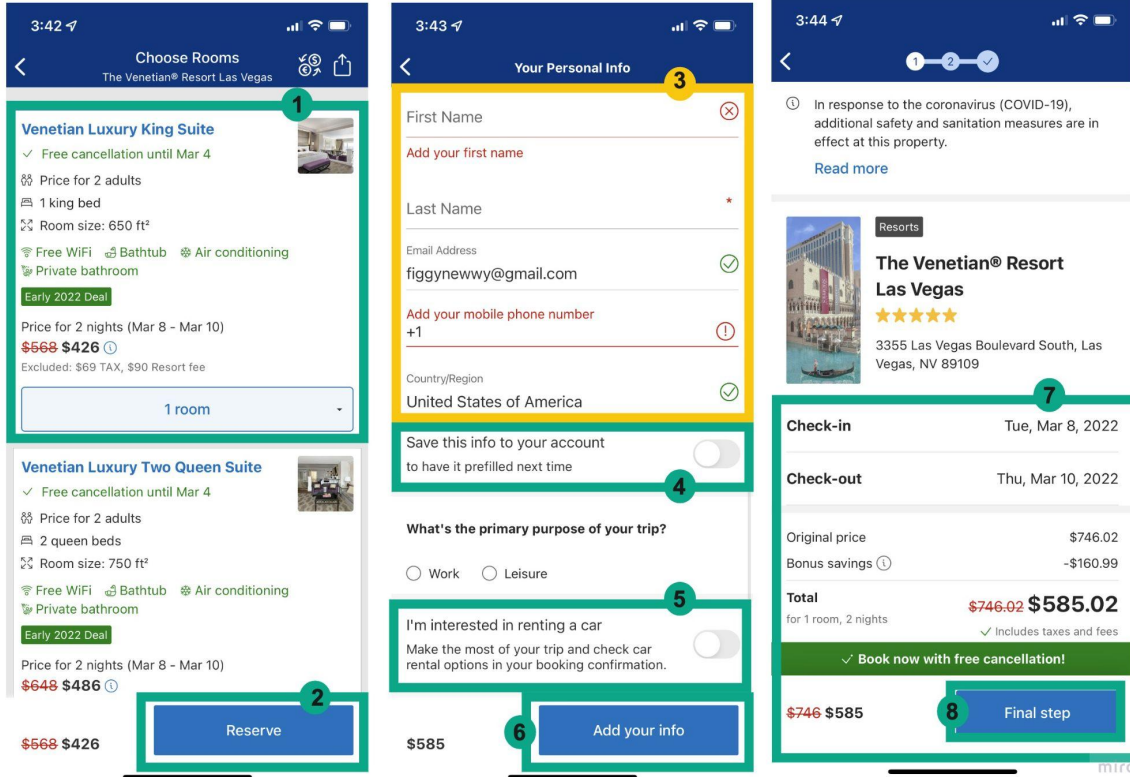
1. Concise room details/options, including savings alerts and top amenities

2. "Reserve" button

3. Simple registration process

4. 1-click ability to save info for future use

5. Toggle to add rental car to itinerary

6. Next step button languaging

7. Final details confirmation

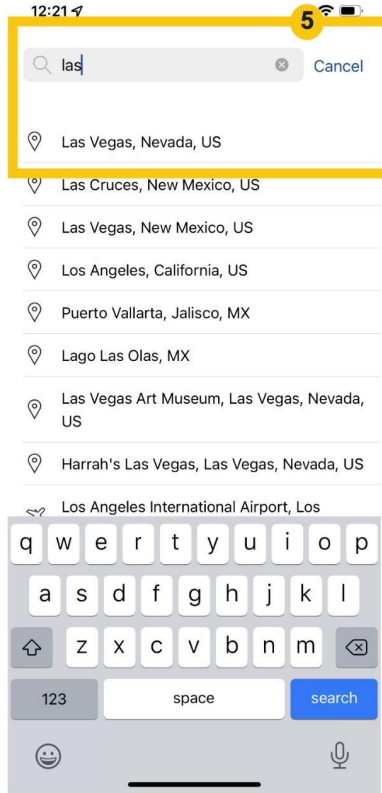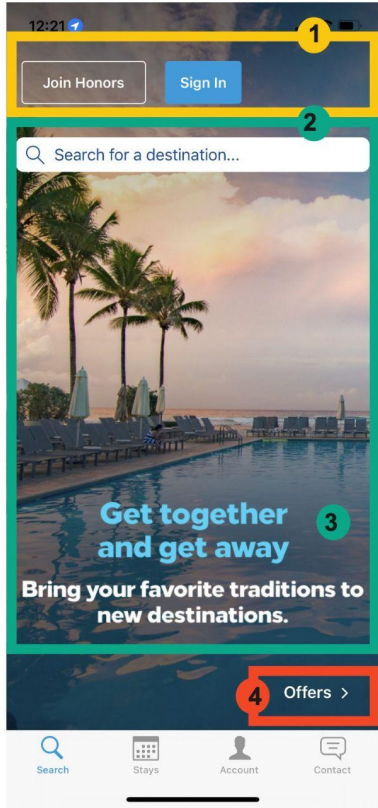8. Clear "final step" button language

Competitive Benchmarking

SN uxDesign

Booking.com

App Store Listing

1. 4.8/5 stars
2. Top ten travel booking app
3. All bookings occur internally
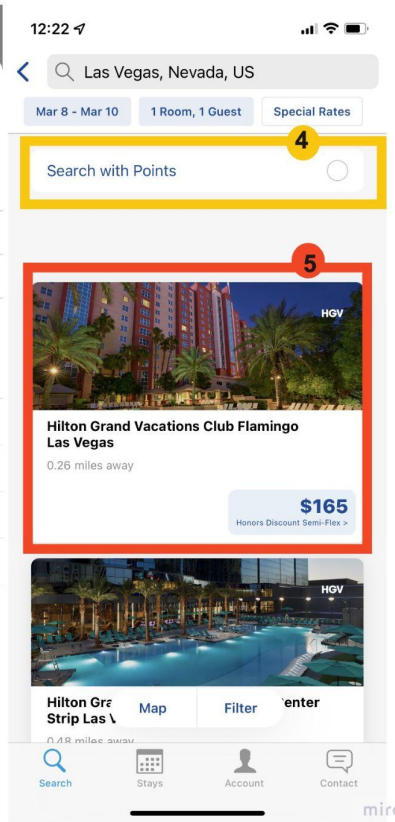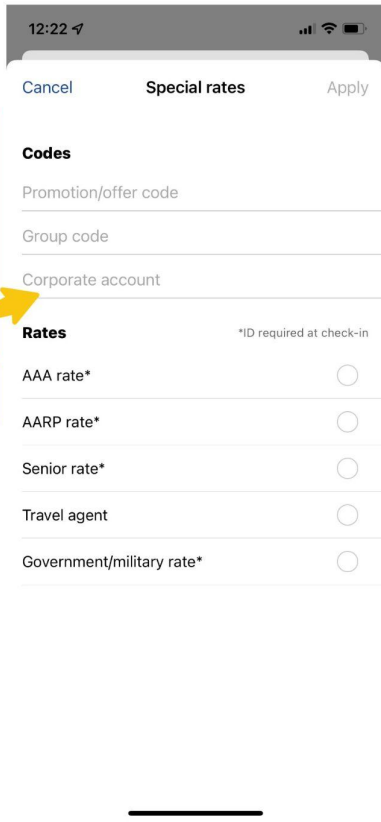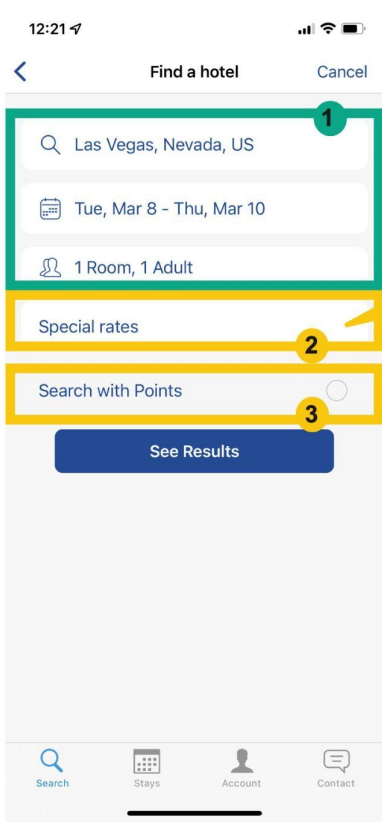
Competitive Benchmarking

Hilton

App Main Landing Page

1. App caters to Hilton Members

2. Destination search prompt

3. Pleasing aesthetics

4. Special offers not prominently displayed

5. Smart search field auto-populate

6. Intuitive date selector
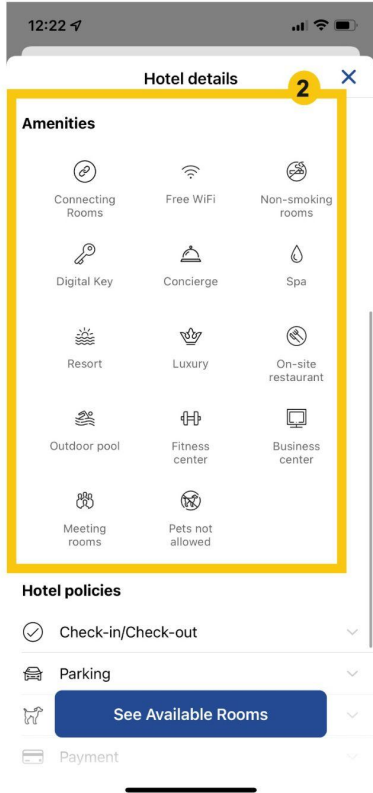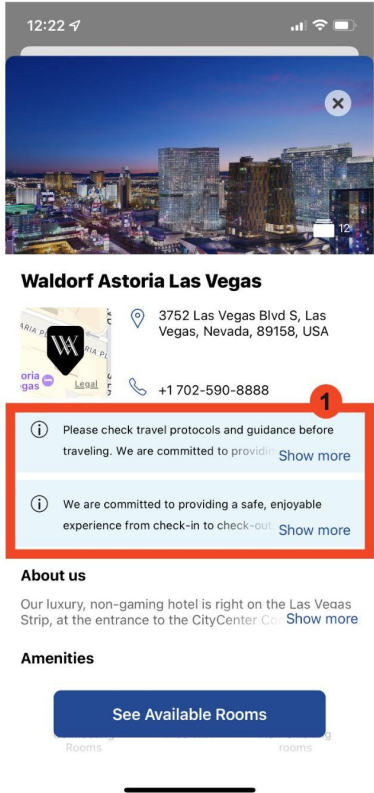
Competitive Benchmarking

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Hilton

Booking Flow: review listings

1. Concise search criteria

2. Ability to book with variety of savings options

3. Ability to search booking options using member points

4. Ability to re-prioritize search results using redeemable member points

5. Minimal property information recap along with confusing price subtext
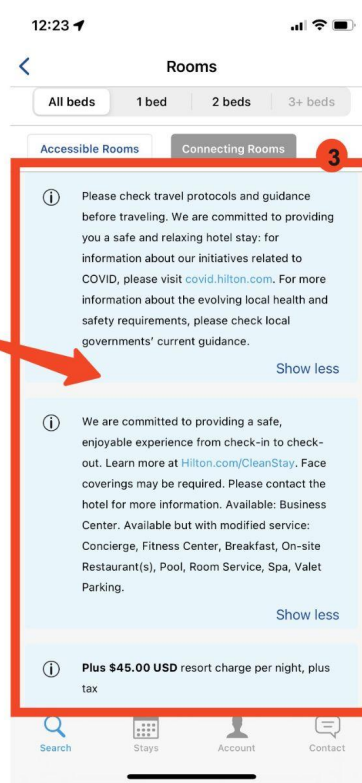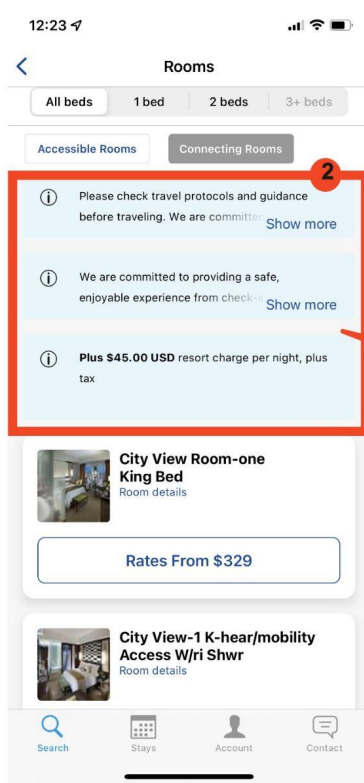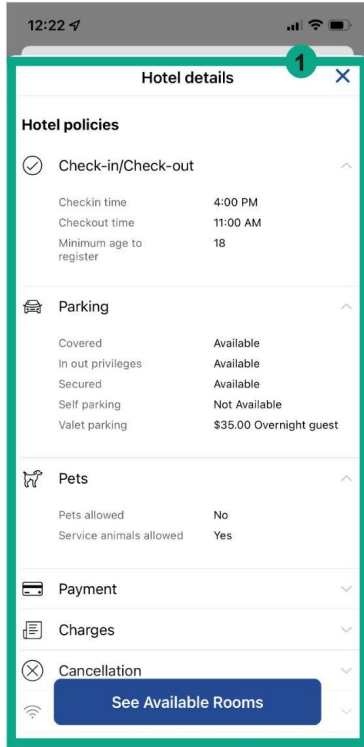
Competitive Benchmarking

Hilton
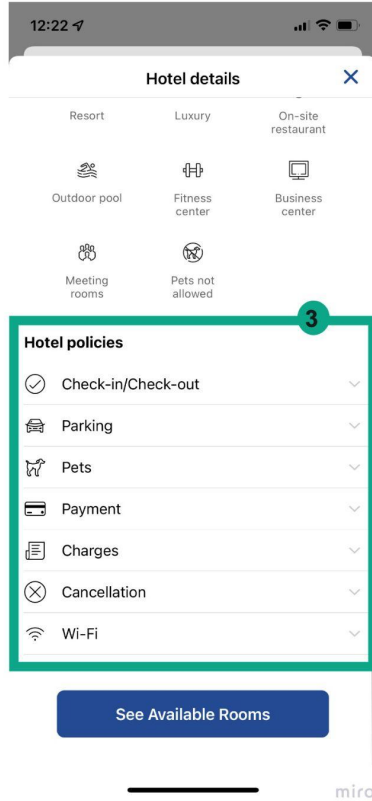
Booking Flow: select + book

1. Multiple poorly designed alerts

2. Easy amenity review

3. Helpful nesting menu of all important booking policies, amenities fees, and other potential extra costs
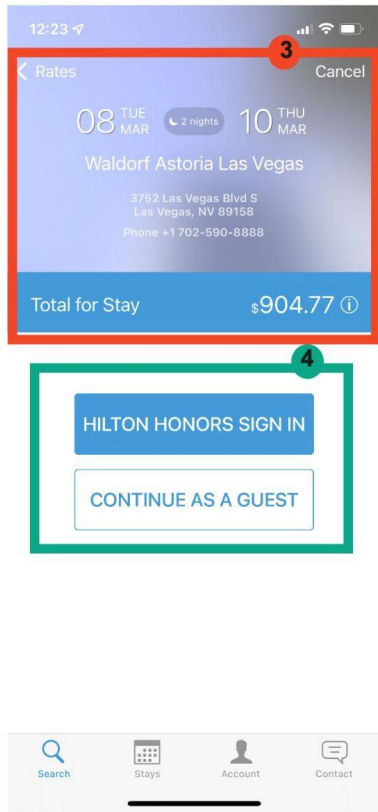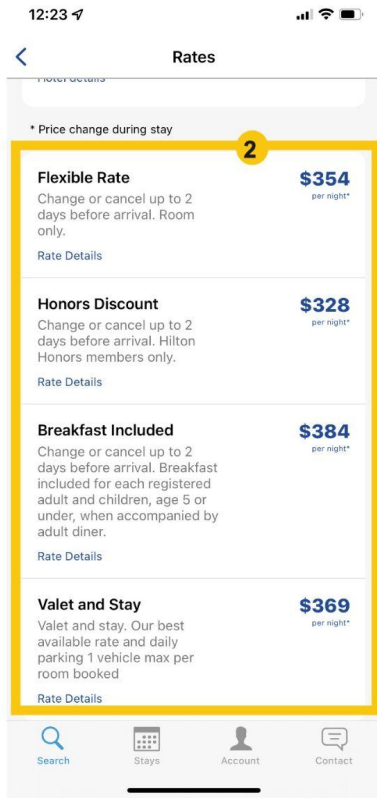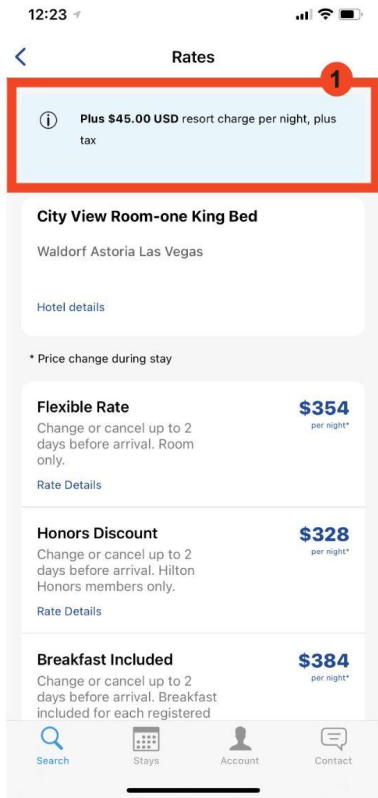
Competitive Benchmarking

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Booking Flow: select + book

1. Comprehensive snapshot of hotel details prior to room selection

2. Excessive alerts - no prioritization

3. Alerts contain paragraphs of information, unlikely to be read by end-user

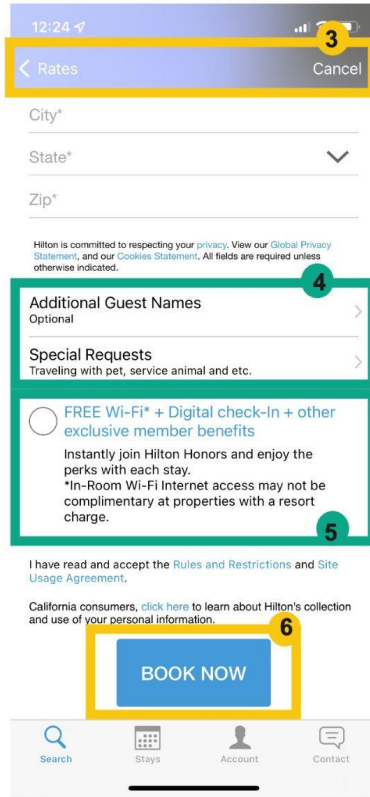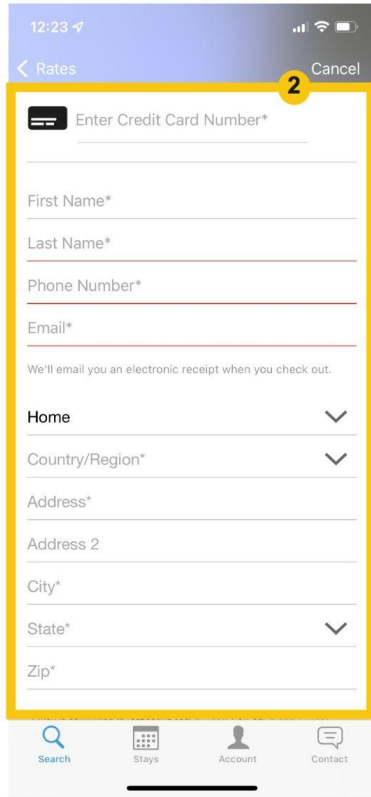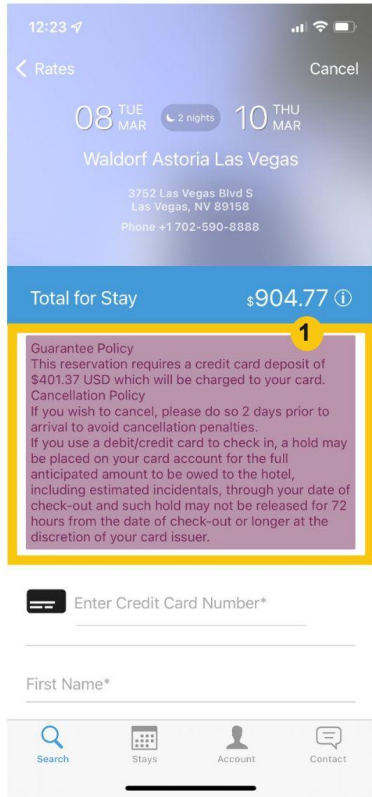## Competitive Benchmarking

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Booking Flow: finalize booking

1. Repeat alert for resort charge

2. Rate selections members expect with cancellation policy posted

3. Difficult to read/see booking confirmation

4. Option to proceed as a guest or member sign in

Competitive Benchmarking

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Hilton

Booking Flow: finalize booking

1. Long, difficult to read deposit/cancellation policy

2. Standard manual registration process

3. Cancel and return to rate selection page function available

4. Easily add special requests/guests

5. Marketing opt-in

6. Clear "BOOK NOW" button

Competitive Benchmarking

Hilton

App Store Listing

1. 4.9/5 stars
2. Caters to Hilton Honors members
3. All bookings occur internally

Competitive Benchmarking
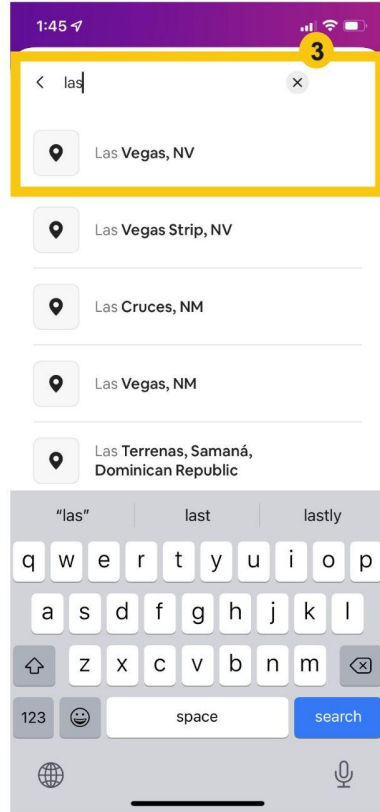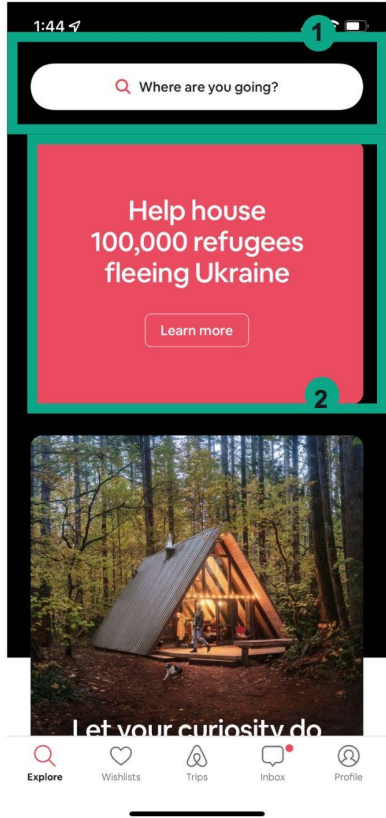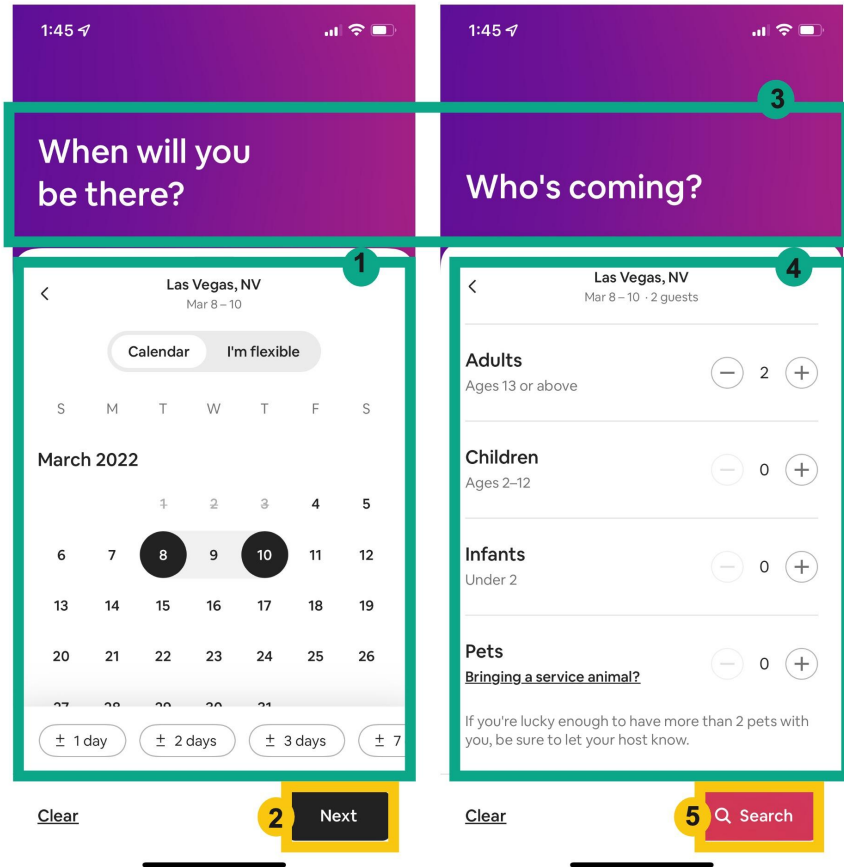
airbnb
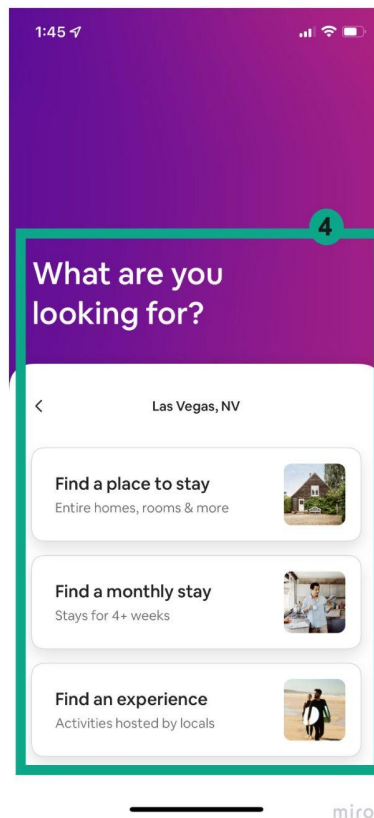
App Main Landing Page

1. Clean, pleasant streamlined design with singular conversational search prompt

2. Humanitarian aid focus

3. Smart search field functionality

4. Conversational search terms and options on booking seach

Competitive Benchmarking
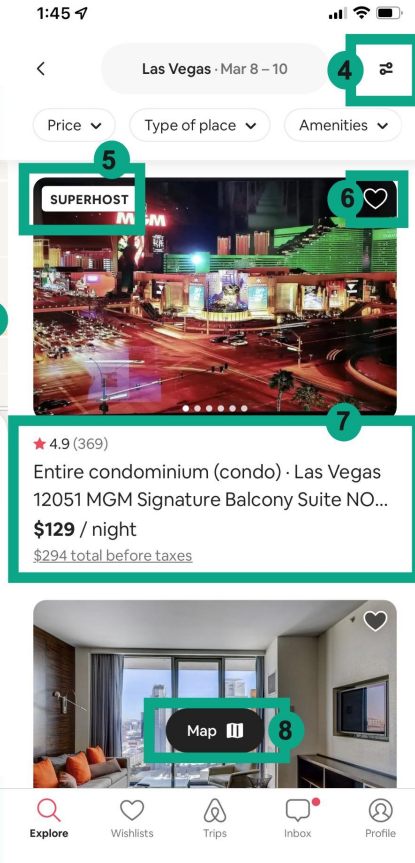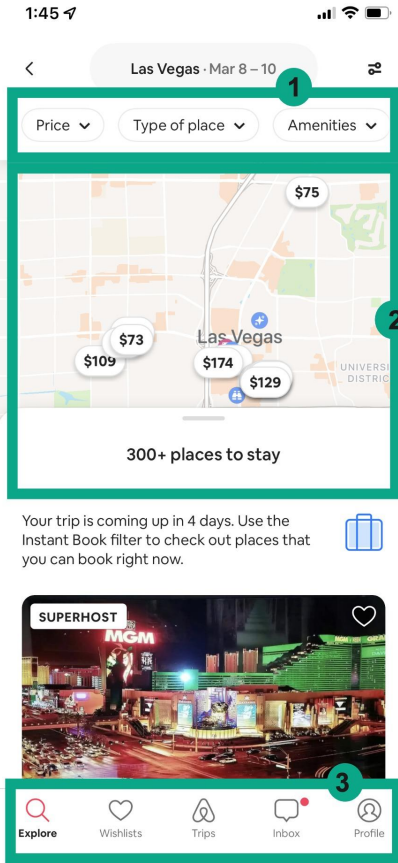
SN ux Design

airbnb

Booking Flow: review listings

1. Intuitive date selector with ability to toggle to flexible travel dates

2. Simple action button prompt text

3. Friendly, conversational tone for all reservation search criteria

4. Easily input traveler/pet requirements

5. Expected "search" button prompt
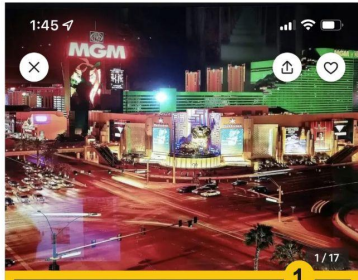
Competitive Benchmarking

airbnb

Booking Flow: select + book

1. Condensed sort/filter function by price, type of place, and amenities

2. Comparison mapping feature

3. Important actions quick access menu bar

4. Toggle to list view

5. Top host identifier

6. Favorite function

7. Satisfactory booking details snapshot

8. Interactive mapping feature

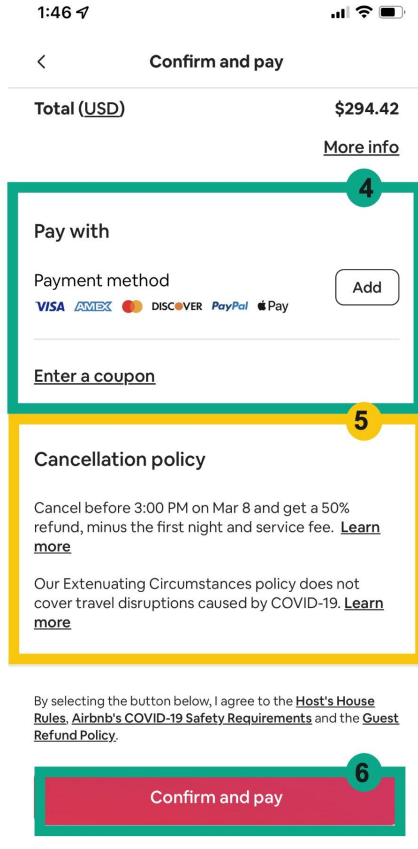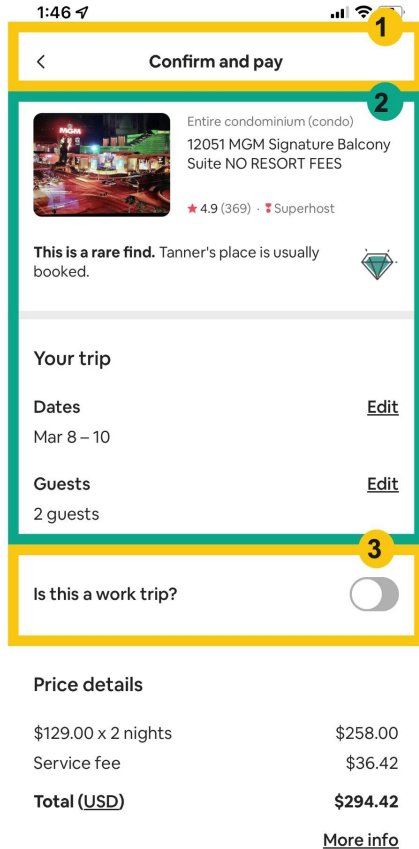# Competitive Benchmarking

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airbnb

Booking Flow: select + book

1. Adequate property snapshot including reviews

2. "Rare find" shoutout

3. Important reservation details

4. Conversational tone, amenities menu

5. Personalized customer input on location

6. Customer reviews

7. Price clarity and red action "reserve" prompt

Competitive Benchmarking

airbnb

Booking Flow: finalize booking

1. Reservation confirmation and pay or backtrack

2. Reservation details confirmation and ability to edit without leaving location

3. Toggle "business" option

4. Integrated payment options

5. Clear cancellation policy, no extraneous design elements

6. Red action "confirm and pay" button

Competitive Benchmarking

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App Store Listing

1. 4.8/5 stars
2. Strong conversational/relational tone
3. Leading global vacation rental app
4. All bookings occur internally

Competitive Benchmarking