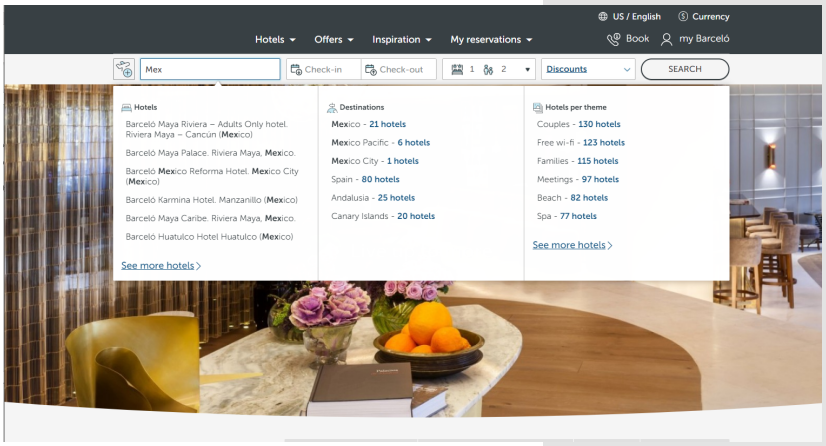
Competitive Analysis

Booking Widget

Competitors

- Barcelo
- Excellence
- Hard Rock
- Iberostar
- RIU
- Sandals

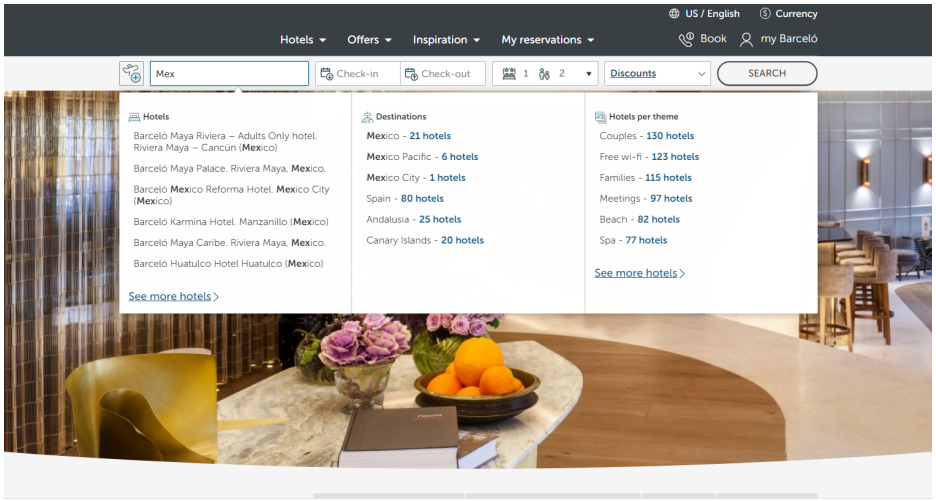
Barcelo



Good

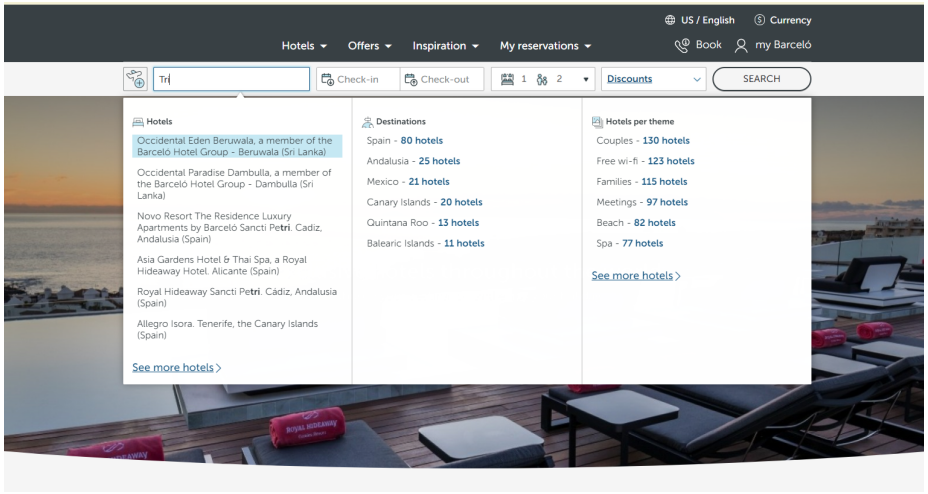
Type Ahead Search

Three Column Filtering



Bad

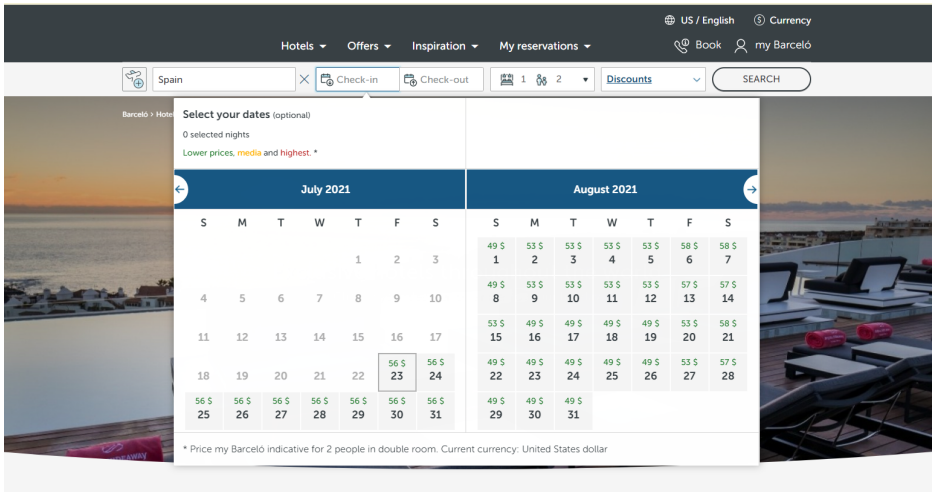
Empty search results seem to be a random unrelated selection



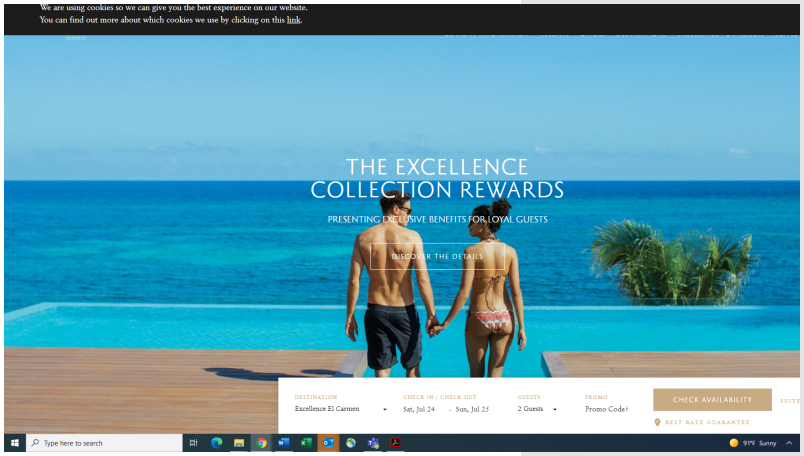
Excellent

Search / Book button is context aware

Pricing is available in Calendar if other criteria chosen

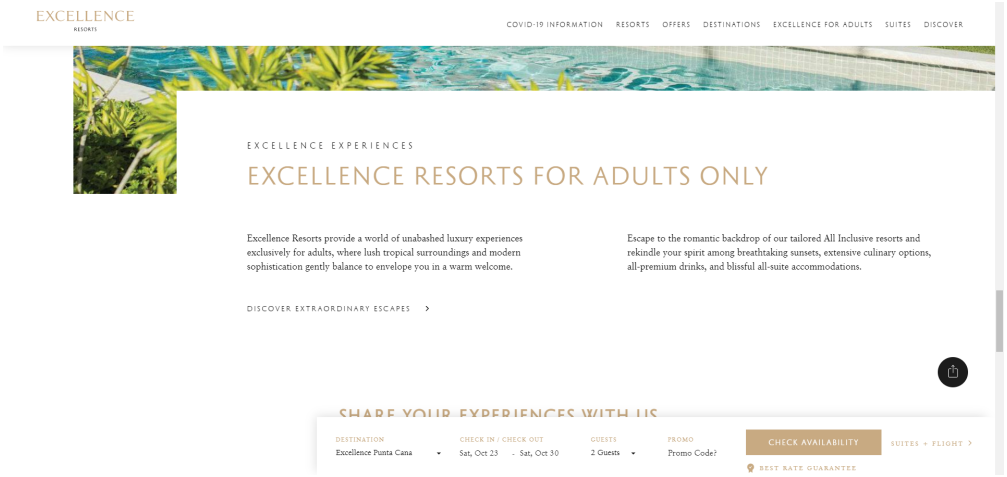


Excellence

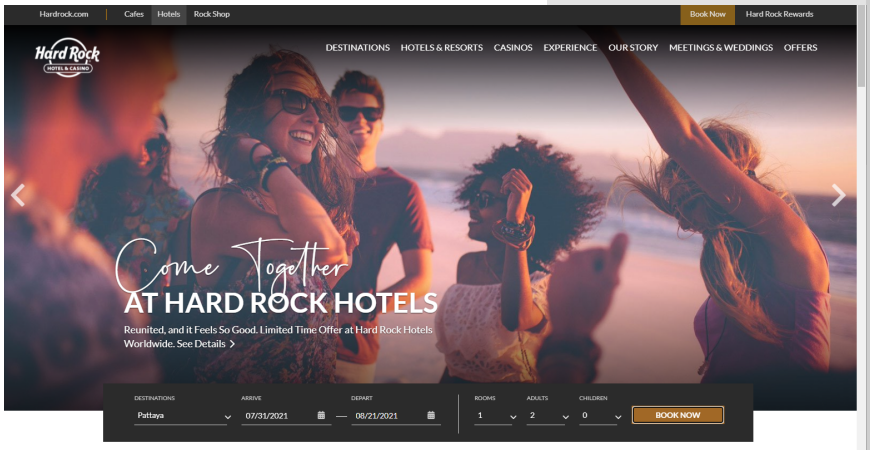


Good

Advanced Search option



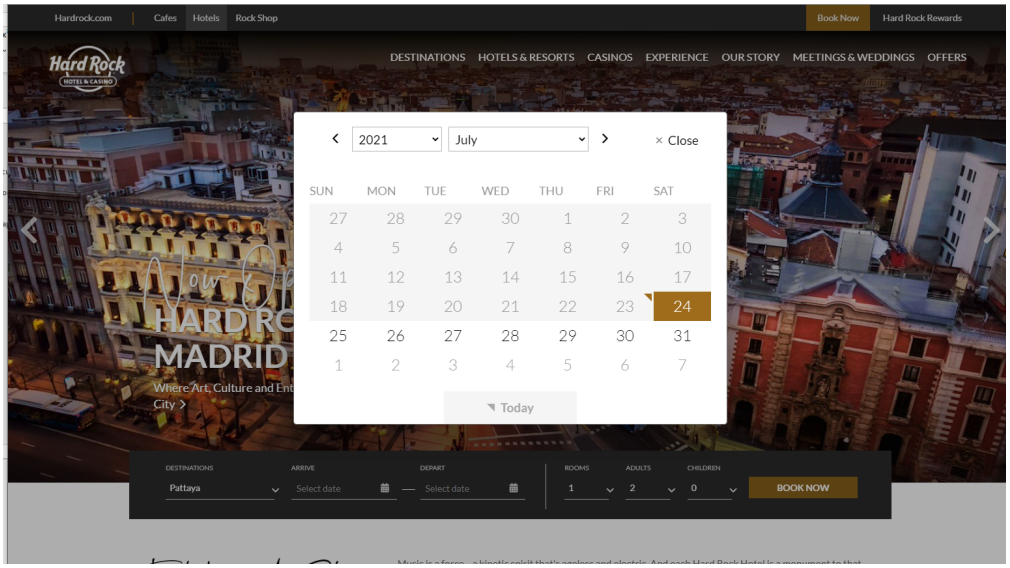
Hard Rock



Good

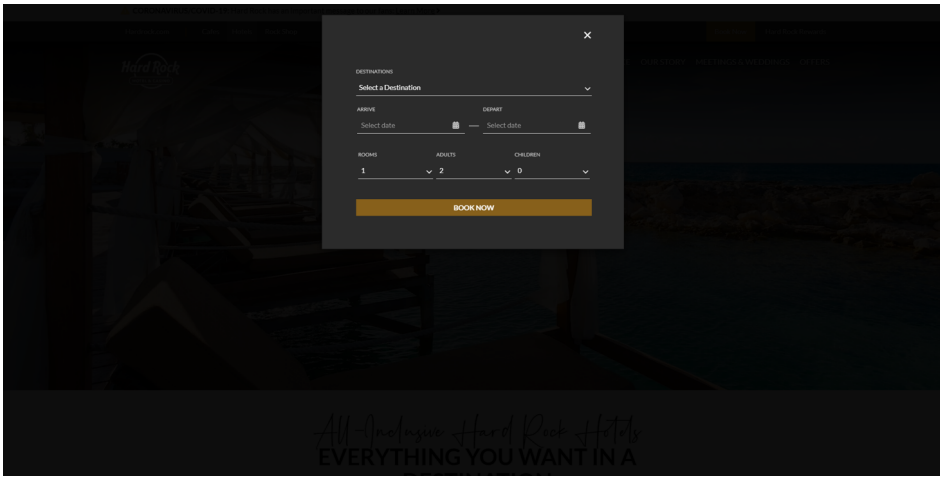
Large text calendar, with year and month selectors

Bad – default to a single night stay

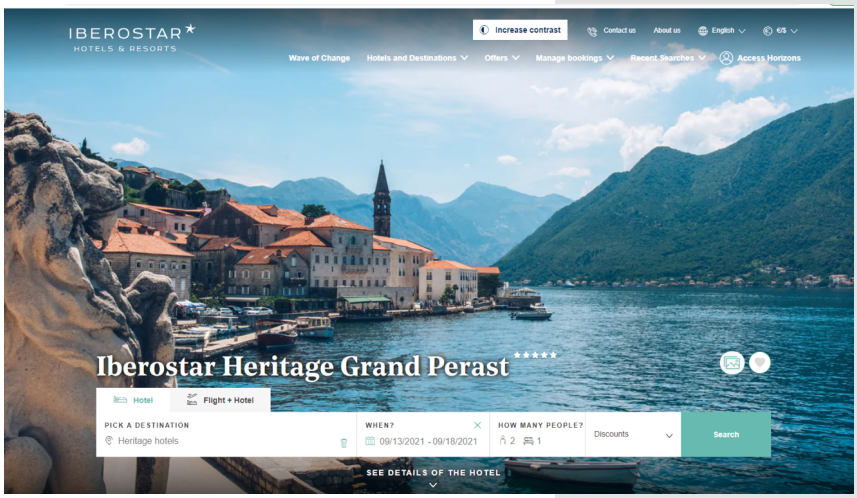


Confusing

Hard Rock includes a dialog box booking widget



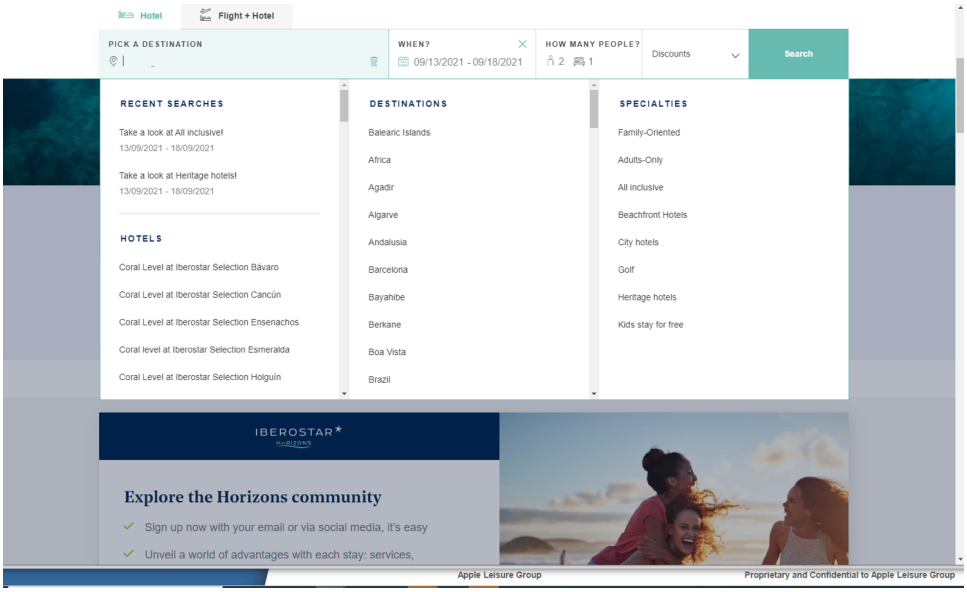
Iberostar



Good

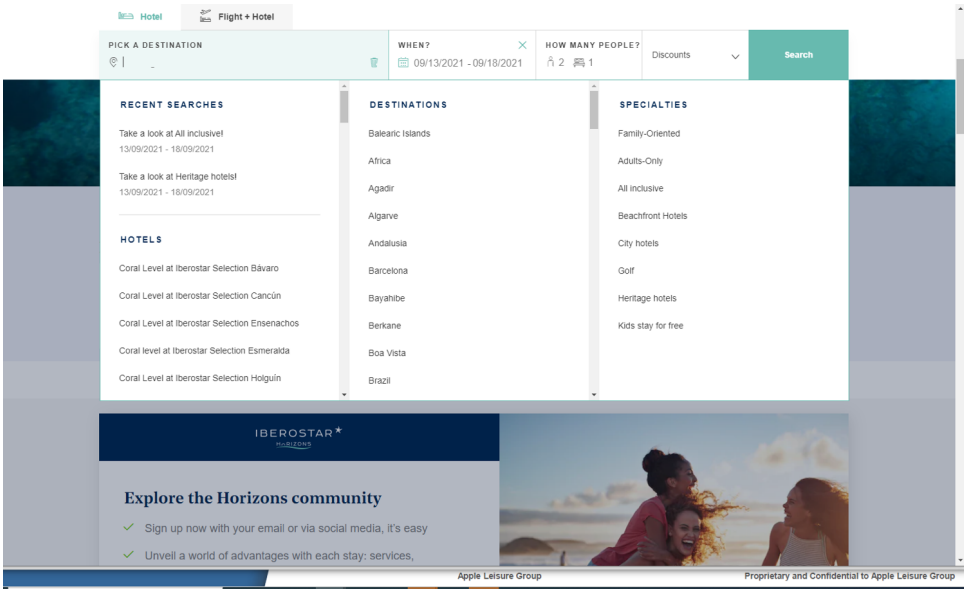
Big blocks to choose Resorts, Destinations or Specialties

Recent Search affordance

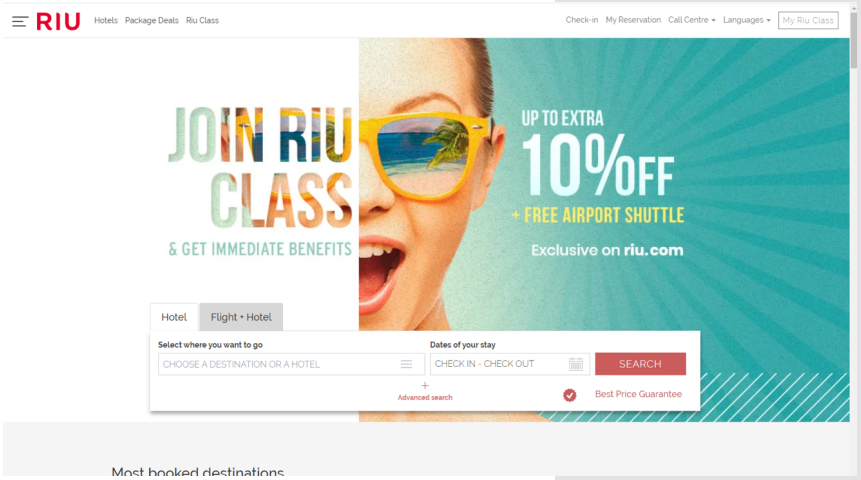


Good

Search / Show Me Prices button is context aware



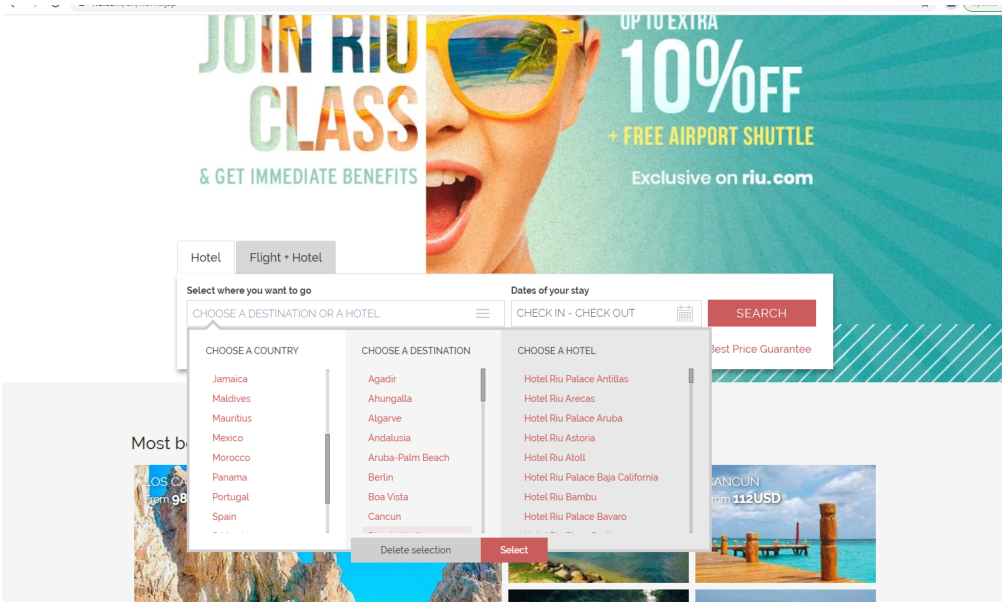
RIU



Good

Search filters as dropdown

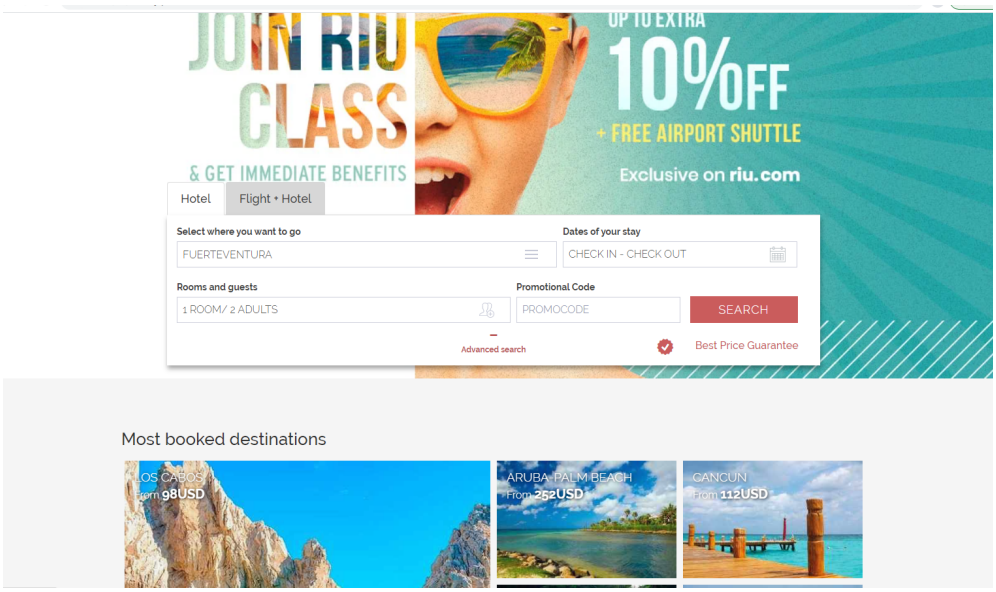
“Search All” in country or destination



Good

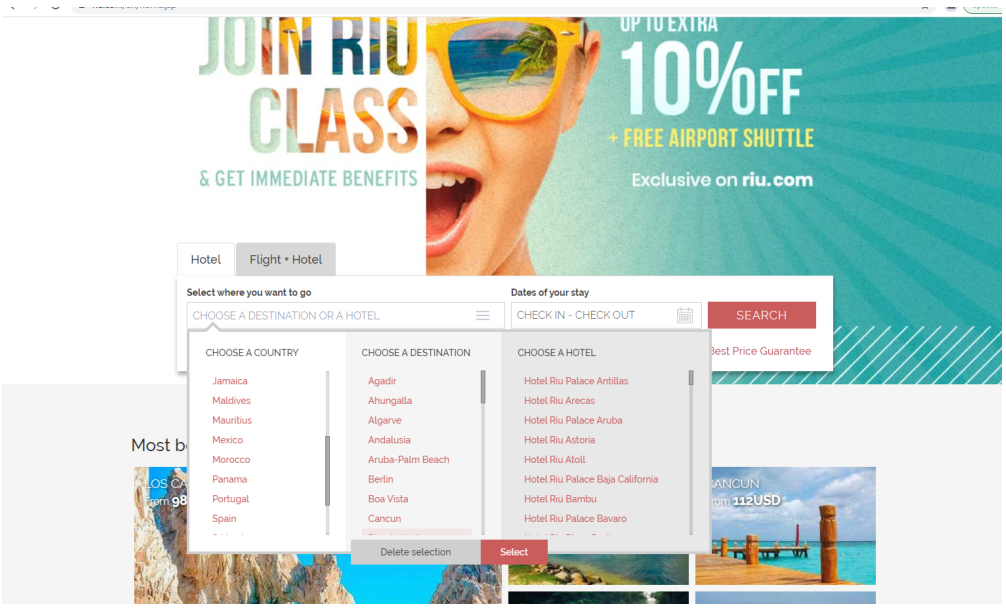
Advanced Search

Flight/Flight+Hotel tabs

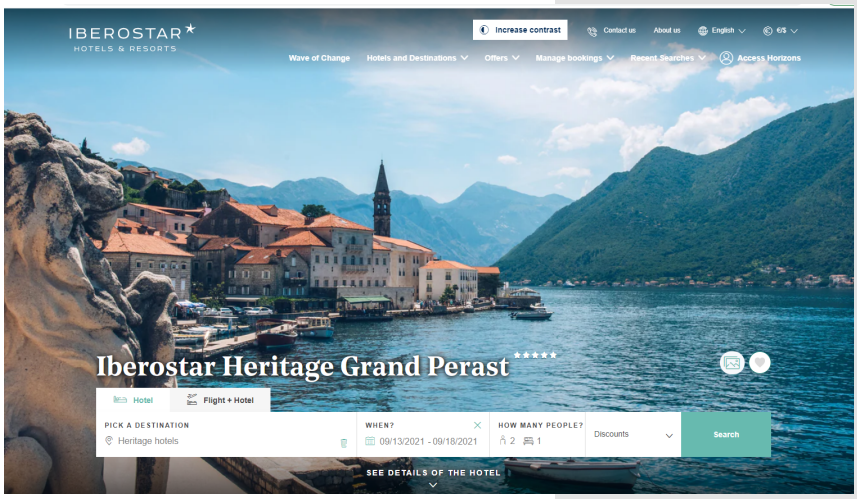


Bad

Dropdown is only accessed by ‘hamburger’ on the right, not by typeahead search or other action

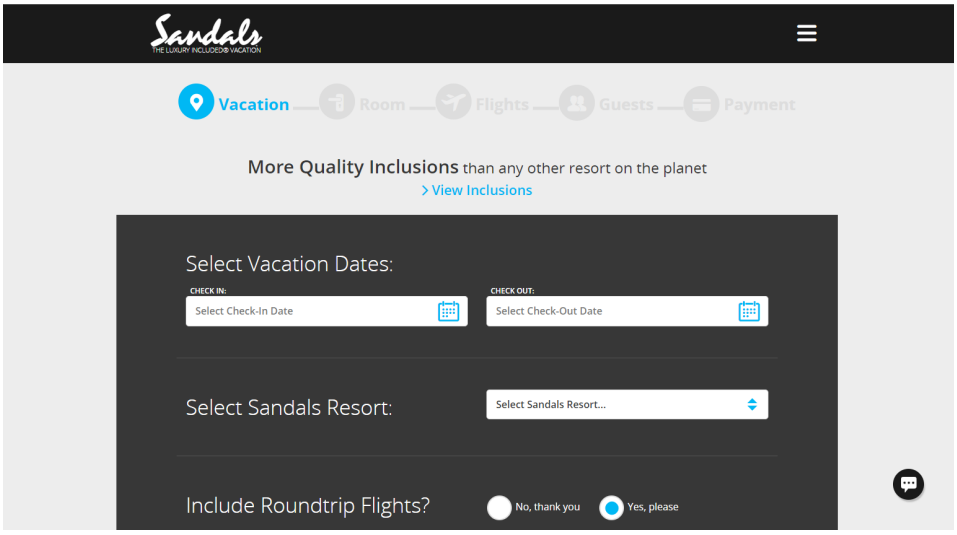


Sandals



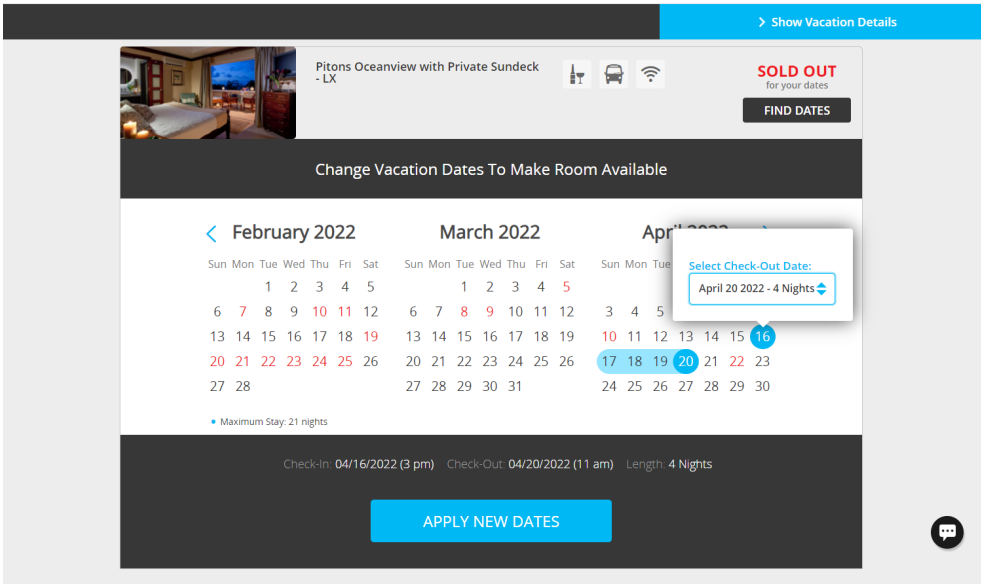
Bad

Separate search page



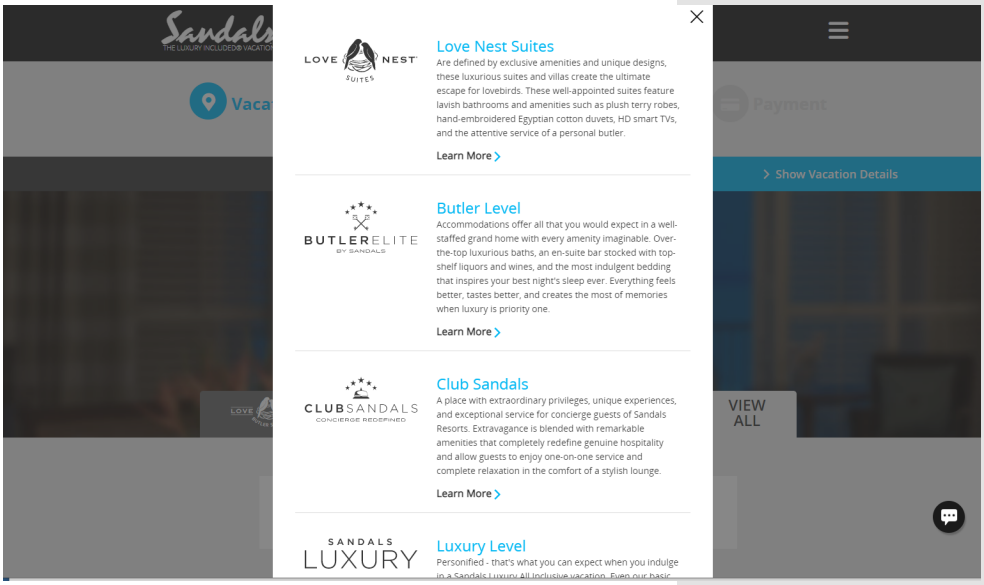
Bad

Unhelpful assistant on calendar.



Confusing

Levels of service as an interruption between search and results.



Synthesis Best Practices

- Selectable Filters
  - Ideally used in conjunction with typeahead search
- Contextual Search / Book button
- Approximate Pricing on Calendar
  - Red/ Yellow/ Green if reliable prices are not available
- Recent Search Recap
- Resort / +Airfare Tabs
- Advanced Search – subject to user testing

Best Practices

Selectable Filters

Selectable Filters offer the user a quick method to narrow their search, ideally to the point of booking on the resulting view

Possible Filters – *Need user input and/or booking expertise*

Destination

Country and then Region on Advanced View or on tap

Theme/ Audience

Family vs Romance vs Friends … this will align – and may include – branding

Calendar

Best Practices

Contextual Search / Book

The Book button implies a commitment when Search is more appropriate

The Search button doesn't connote the specificity already input by the user

A Search button that changes to Book when sufficient criteria is selected is the best of both options

In addition, if/when the user makes a selection that will return no results, the Search button can be grayed out to signal the user they have no matching resort.

Best Practices

Approximate Pricing on Calendar

If the pricing is known, giving the user some awareness of which dates are more expensive than others would be welcome and provide another incentive to book.

Specific prices may be unavailable, and changing prices would be off-putting, so using a simple red/green or red/yellow/green signal on the calendar will give the user the sense they are getting the best selection at the better price.

This recommendation is subject to booking expertise input.

Best Practices

If (n) searches are listed and clickable, this allows the user to compare/contrast options as well as get further input from partners/other travelers, without requiring a save option.

Recent Search Recap

The recent search recap could be by aspect or by complete search, depending on user testing and acceptance.

This recommendation is subject to booking expertise input.

Best Practices

The current “Type” menu is confusing until the user taps on it.

Resort / Resort + Airfare Tab

Explicitly visible tabs of “Resort” and “Resort + Airfare” gives an immediate selection, leading to a possible change in search affordances to include airfare options.

Best Practices

Advanced Search

More than any other Best Practice, this is subject to user testing.

Considerations: Advanced Searches provide user satisfaction on frequent use – which in this case is unlikely.

An overall Advanced Search option is probably less likely to be adopted than a per-affordance option – for example, allowing a basic search to choose a country but an ‘advanced’ search to choose sub-region.

TBD – whether an advanced search should be explicitly labeled as such or to just provide further tools as needed.

Next Steps: Sketches