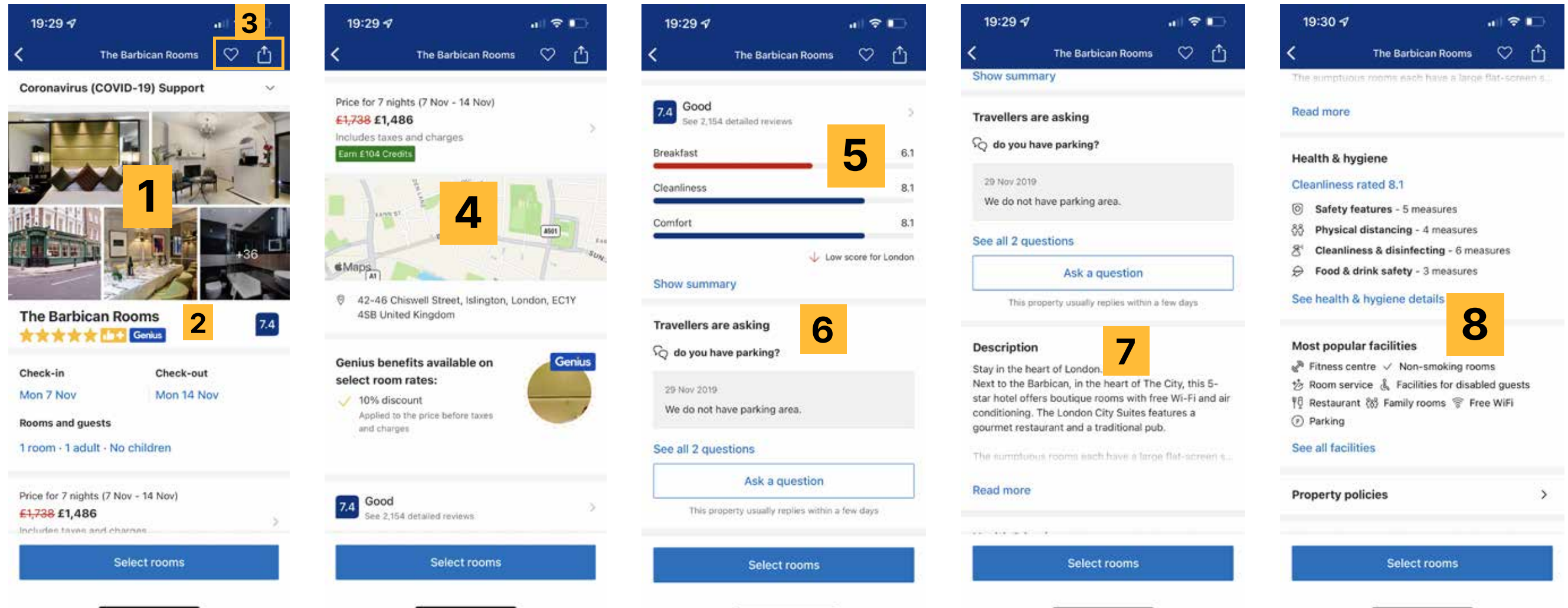


Booking.com

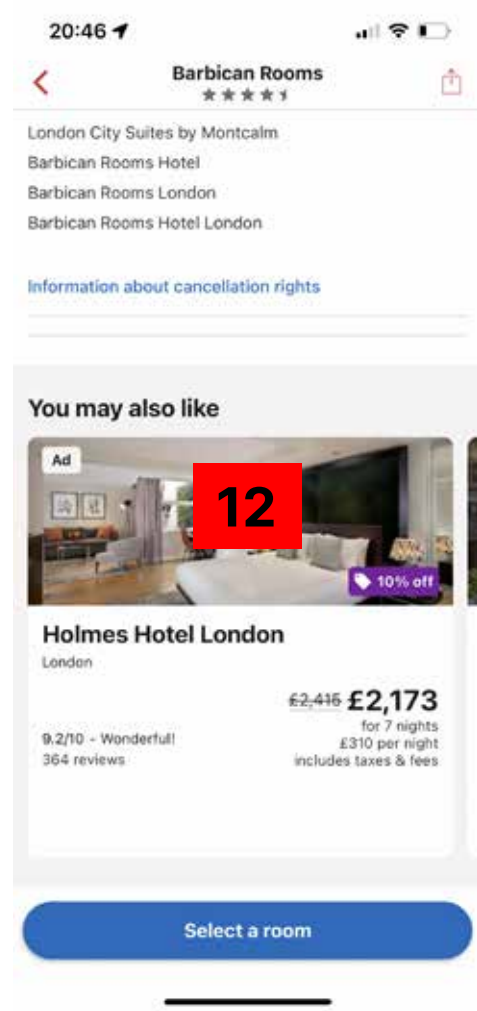
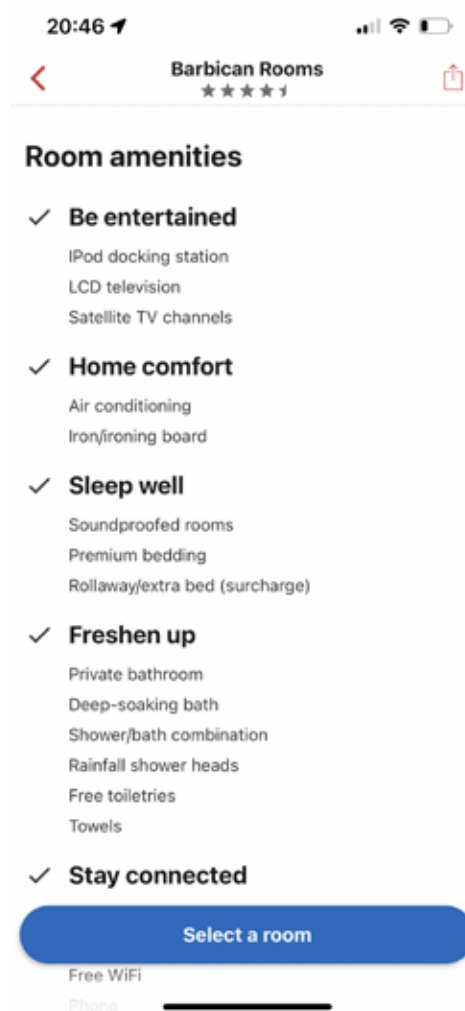
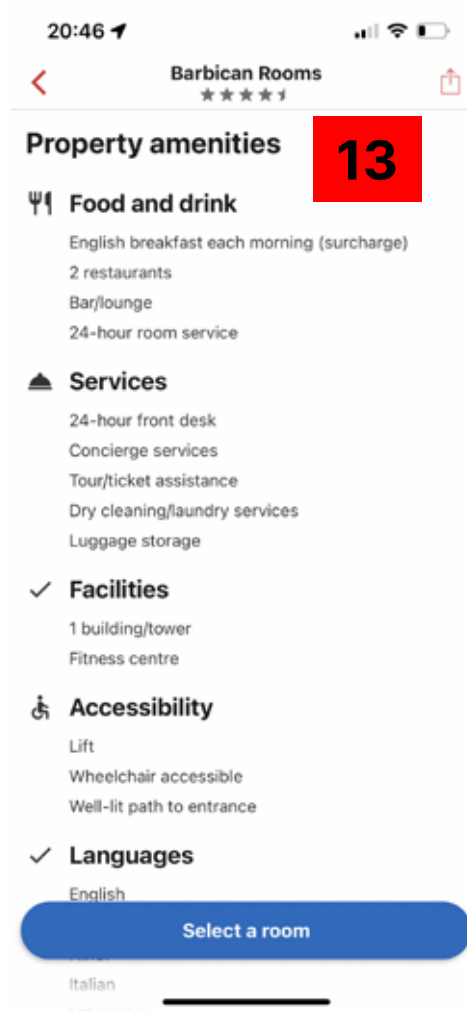
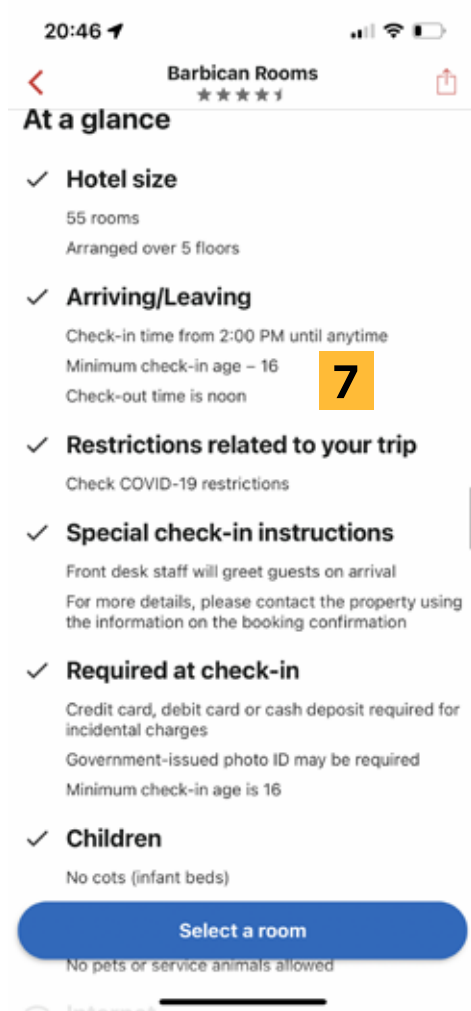
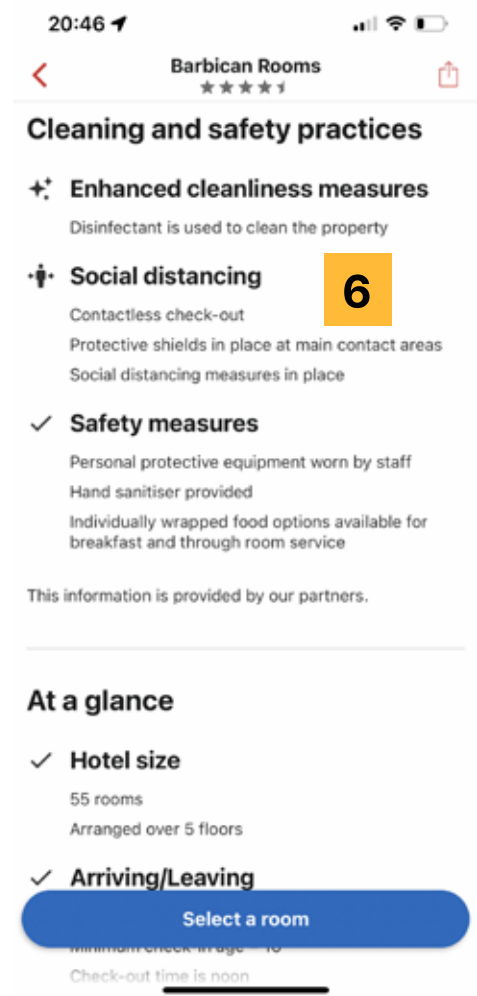
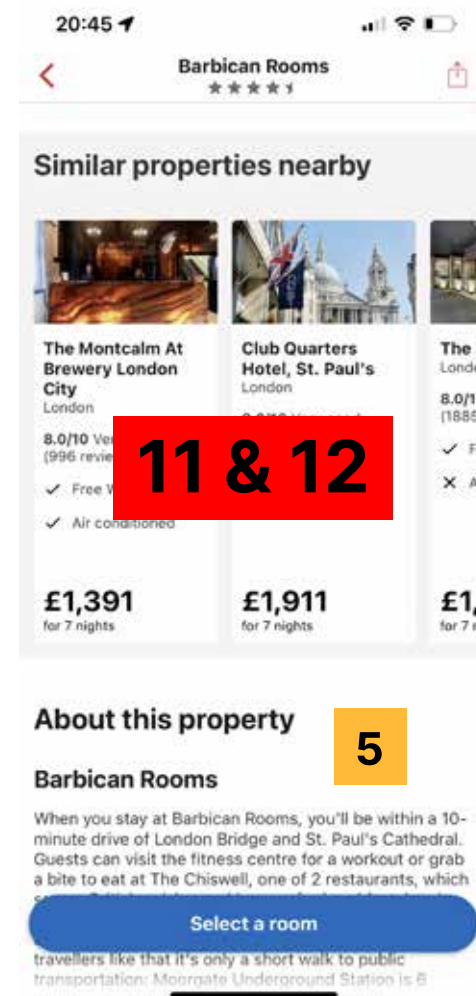
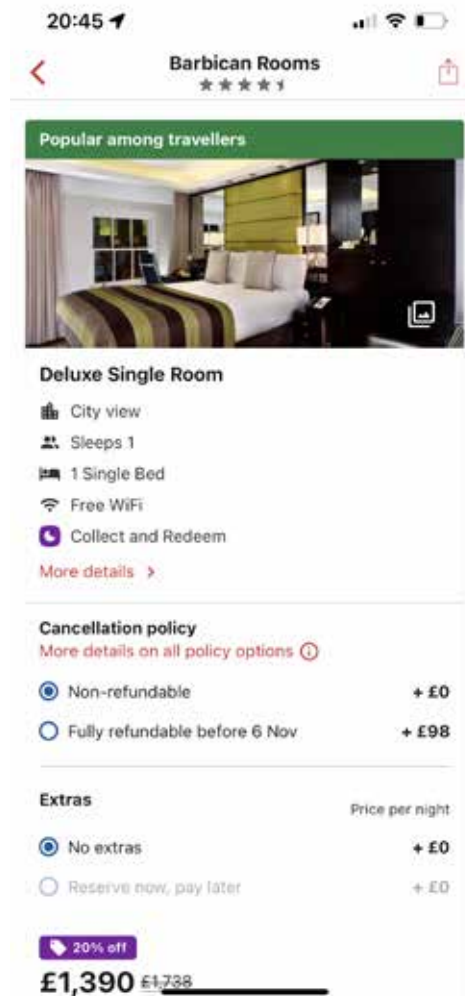
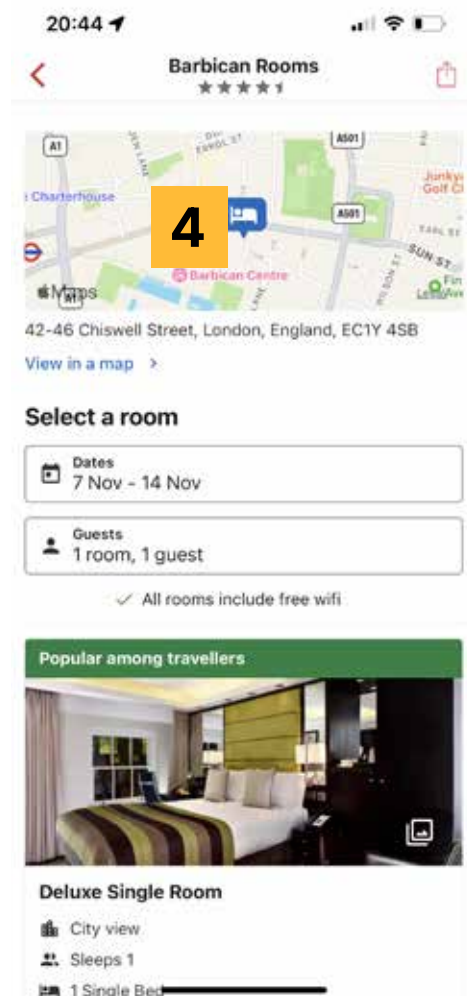
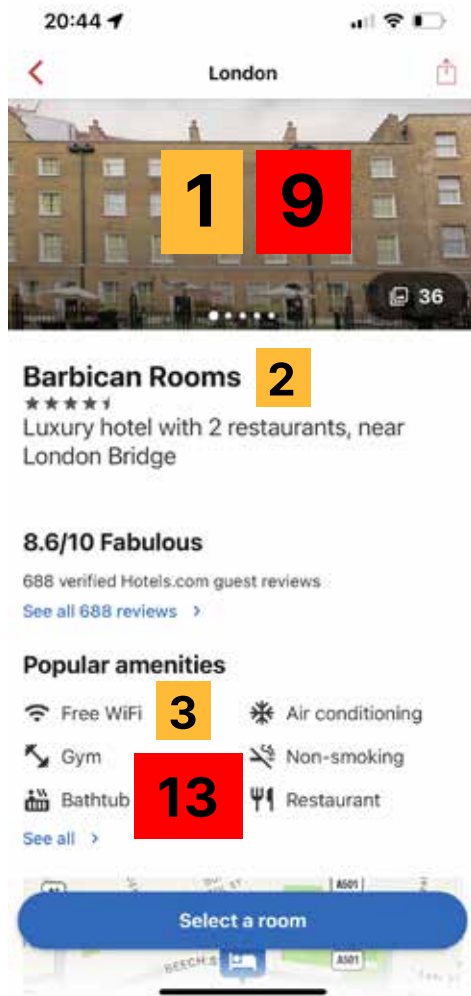


Positive attributes:

1. Image gallery is nice, easy to use, and we can see how many images are included
2. There is a review of the hotel which is always helpful
3. Share button and save to favourites icon always useful
4. Map of the exact location included as well as the address
5. Summary of the reviews
6. Useful questions from travellers included
7. Description easy to find
8. Most popular facilities as well as all hotel facilities list included

Overall: user-friendly and easy to use app with all the important information included. The design of the app is a little unexciting but that's a personal opinion — no further research done. I can't see any pain points in this case.

Hotels.com



Positive attributes:

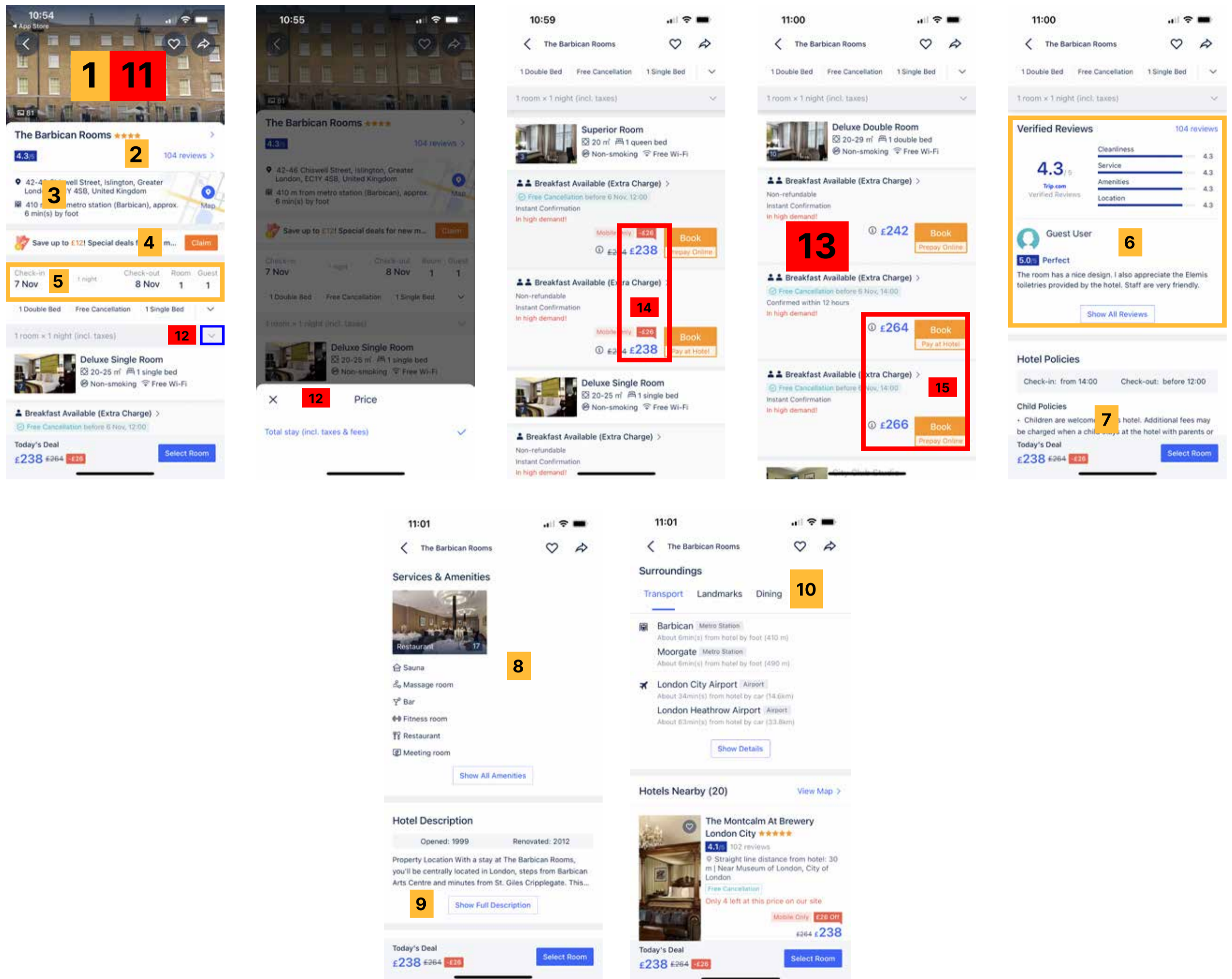
1. Simple image gallery, number of images
2. Hotel rating and reviews
3. Popular amenities, with the option to click and see all amenities
4. Hotel map with the exact location
5. Info about the hotel
6. Cleaning and safety practice info useful during Covid times
7. Check-in information easy to find
8. Fees & policies info

Pain points:

9. The main image is a bit unappealing in my opinion, could be more images shown
10. The hotel preview page is very long, contains too much information and therefore is a bit disorganized and confusing
11. "Similar properties nearby" in the middle of the page is a bit disturbing
12. "Similar properties" and "You may also like" is almost the same thing, no need to be there twice?
13. Property amenities and popular amenities could be joined together and arrow button with the option to view more could be applied to make the page look less cluttered?

Overall: nice and simple design with lots of information, the image of the hotel is unappealing and the page is a bit cluttered containing same information twice.

Trip.com



Positive attributes:

- Image gallery is standard, same as on Hotels.com
- Hotel review with the option to view all reviews
- Exact address, when clicked we see the location on the map
- Option to claim a deal
- Check-in & Check-out date, guests number preview
- More detailed review
- Hotel policies & Check-in/Check-out info
- Services & Amenities list
- Hotel description preview with the option for full description (makes it less cluttered)
- Surroundings - distance to the airport and stations, landmarks and dining

Pain points:

- Unappealing, single image
- Not quite sure what this arrow means or why it's useful
- Room options look a bit cluttered, too many options on a single page
- Why room with the option free cancellation is for the same price as non-refundable?
- Prepay Online more expensive than Pay at hotel by £2? Is it not supposed to be the other way round? More research needed

Overall: a nice and pretty standard hotel review page with all the information we need. I enjoy the design, but seems a little too cluttered and the option arrow doesn't make sense to me.