

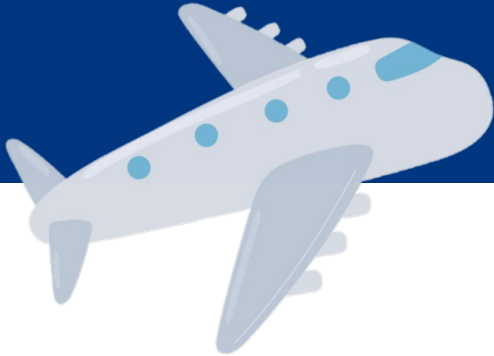
# Product Assessment & Redesign

Booking.com

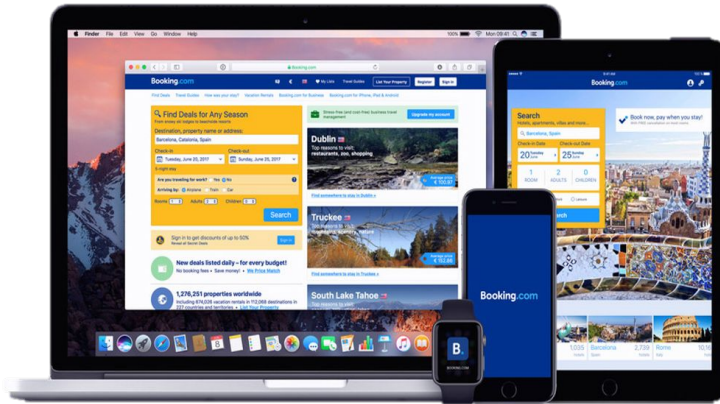
Present by Yun-Fen Huang  
COMMLD 510A



**Special Thanks to  
Dorothy, Linh, and Ishita  
For reviewing my project!**



# Booking.com



- Founded in 1996 in Amsterdam, Booking.com is one of the world's leading digital travel companies.
- Booking.com's mission is to **make it easier for everyone to experience the world.**
- Booking.com is available in 43 languages and offers more than 28 million reported accommodation listings, including over 6.6 million homes, apartments, and other unique places to stay.

priceline.com

KAYAK

agoda

Rentalcars.com

OpenTable

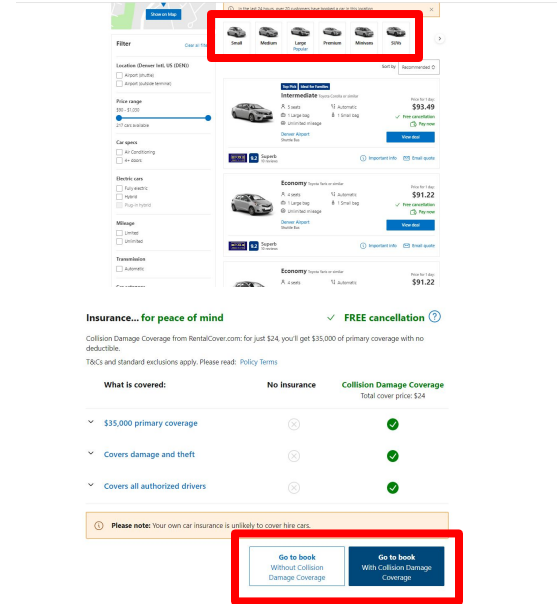
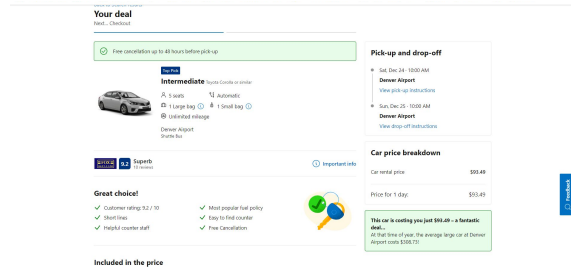
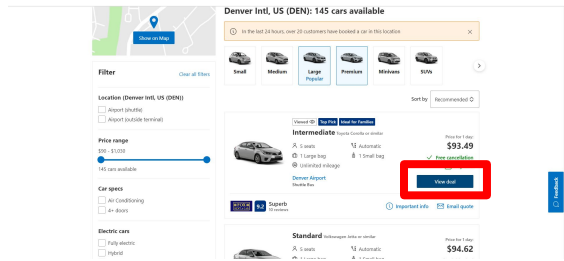
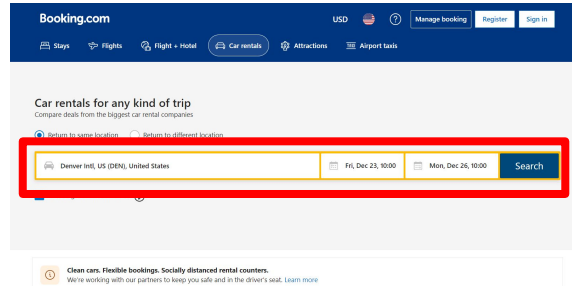
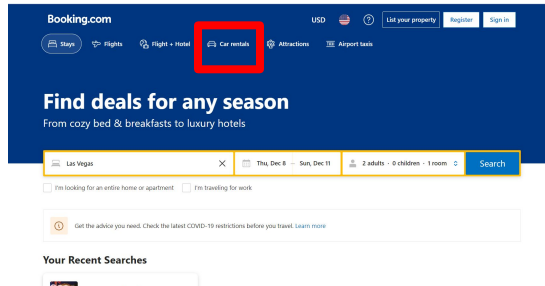
## 3 Tasks Chosen

1. You are going on a vacation with a few friends to Rocky Mountain in Denver over the Christmas holidays. But you need to rent a vehicle while you are there. How would you start?
2. You are planning to have fun in Las Vegas during Christmas holiday, and you and your friends want to watch a circus. How would you start?
3. Your Parents will come visit you around new year's eve from Los Angeles to Seattle and you are planning to book their flights and hotel for them. How would you start?

# Task 1

## Rent a vehicle around Christmas to a snowy destination

### User Journeys



Car Rental> Choose Date & Location> Pick Car Type> View Deal> Confirm Info> Choose Insurance Plan & Fill Out Booking Info> Done

## Users' Concerns

-What the users are thinking about when booking

In order to rent a car in Denver during the winter, here are some concerns that the users have in their mind to find their ideal rental car:

- **Car's Driving safety:** whether the car is safe enough to drive in snow conditions
- **Car's Features:** whether the car is AWD or 4WD which can better apply snow weather
- **Additional Info about the Car:** whether the car has equipped snow tires or snow chain
- **The Price**
- **Car's Trunk Size**
- **Car Size**
- **Rental Car Company Rating**

# The Findings

## 1. Confused Description

- All three different cars have the same description
- Economy cars are not really economy

"I don't really understand what are the differences between these cars."

Viewed

Top Pick

Ideal for Families

**Intermediate** Nissan Sentra or similar

5 seats

Automatic

1 Large bag

1 Small bag

Unlimited mileage

Price for 1 day:  
**\$92.23**

✓ Free cancellation

Pay part now, part later

Denver Airport Shuttle Bus

View deal

**Premium** Dodge Charger or similar

5 seats

Automatic

1 Large bag

1 Small bag

100 km per rental

Price for 1 day:  
**\$132.15**

✓ Free cancellation

Pay now

Denver Airport Shuttle Bus

View deal

**Economy** Hyundai Accent or similar

5 seats

Automatic

1 Large bag

1 Small bag

Unlimited mileage

Price for 1 day:  
**\$103.14**

✓ Free cancellation

Pay part now, part later

Denver Airport Shuttle Bus

View deal

## 2. Lack of Information

- No more details about car
- No any explanation about car size

"I am wondering what features and equipments these cars have."."

# Redesign

-Add more detail and Clarify the information

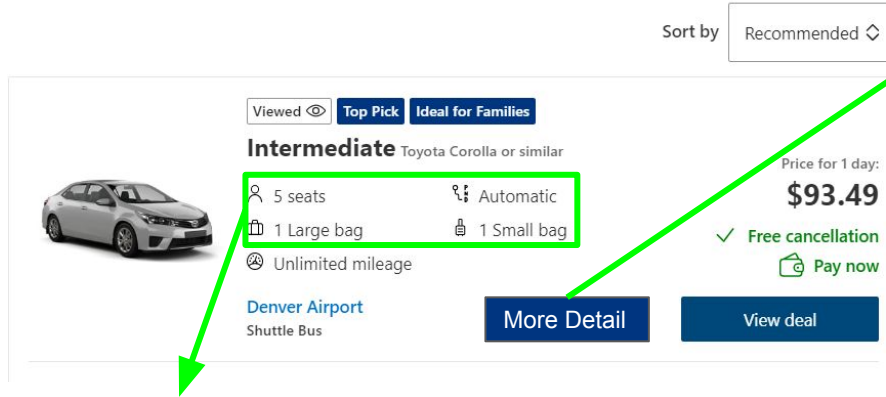
## 2. Add “More Detail” Button

Give the users more details such as:

- Apple Carplay available
- Android Auto available
- Have built-in GPS or navigation
- Support bluetooth connection
- Equipped with all-weather tires
- Additional features: blind spot sensor, back up camera
- Optional: snow tires, snow chains

## 1. Be More Specific

- 5 seats => 5 Seats (adult)
- 1 Large bag => 1 Large bag (28 inches luggage)
- 1 Small bag => 1 Small bag (20 inches carry on)

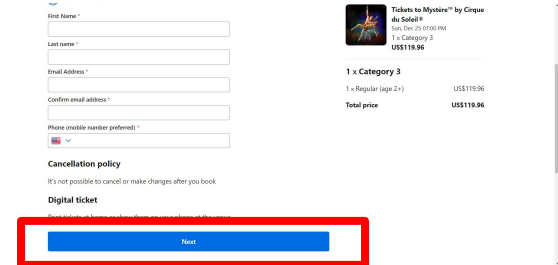
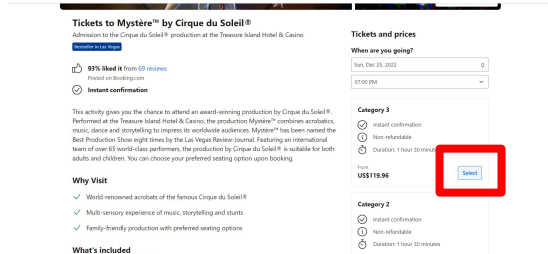
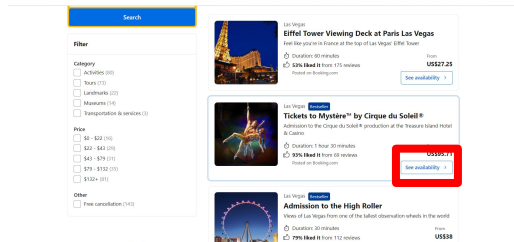
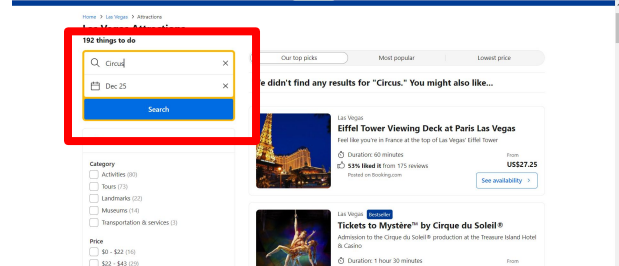
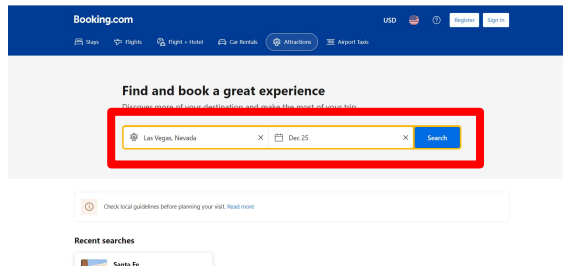
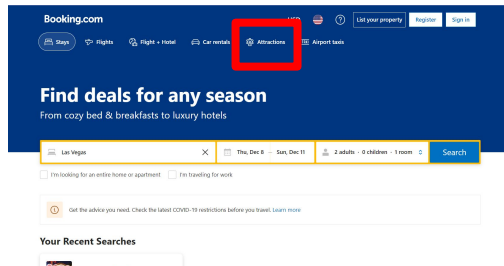




# Task 2

## Book an attraction ticket in Las Vegas during Christmas holidays

### User Journeys



Attractions> Choose Date & Location> Type Keywords> View Availability> Choose Seat> Fill Out Booking Info> Done

## **Users' Concerns**

-What the users are thinking about when booking

In order to book a ticket for circus show in Las Vegas, here are some concerns that the users have in their mind to find their show:

- **Show Seats**
- **Show Rating**
- **Popularity of the Show**
- **The Price**
- **Introduction about the show**
- **Show Location**

# The Findings

Home > Attractions > Tickets to Mystère™ by Cirque du Soleil®



## Tickets to Mystère™ by Cirque du Soleil®

Admission to the Cirque du Soleil® production at the Treasure Island Hotel & Casino

Bestseller in Las Vegas

93% liked it from 69 reviews

Posted on Booking.com

Instant confirmation

This activity gives you the chance to attend an award-winning production by Cirque du Soleil®. Performed at the Treasure Island Hotel & Casino, the production Mystère™ combines acrobatics, music, dance and storytelling to impress its worldwide audiences. Mystère™ has been named the Best Production Show eight times by the Las Vegas Review-Journal. Featuring an international team of over 65 world-class performers, the production by Cirque du Soleil® is suitable for both adults and children. You can choose your preferred seating option upon booking.

### Why Visit

- ✓ World-renowned acrobats of the famous Cirque du Soleil®
- ✓ Multi-sensory experience of music, storytelling and stunts
- ✓ Family-friendly production with preferred seating options

### What's included

- ✓ Tickets to Mystère™ by Cirque du Soleil®



### Tickets and prices

When are you going?

Fri, Dec 9, 2022

Starts at 0:30 PM

#### Category 3

Instant confirmation

Non-refundable

Duration: 1 hour 30 minutes

From  
US\$95.71

Select

#### Category 2

Instant confirmation

Non-refundable

Duration: 1 hour 30 minutes

From  
US\$112.06

Select

## Unclear and Misleading Description

Where to sit is important for people to get the best experience of the show, however, the description of different seats area is unclear that the users don't understand what it means "category". There are the explanation in the photo but it is too small to be noticed.

"I am not sure where to see the seats. What it means about the category?"

# Redesign

-Make it clear and Easy to find

**Tickets to Mystère™ by Cirque du Soleil®**  
Admission to the Cirque du Soleil® production at the Treasure Island Hotel & Casino  
**Bestseller in Las Vegas**

93% liked it from 69 reviews  
Posted on Booking.com

**Instant confirmation**

This activity gives you the chance to attend an award-winning production by Cirque du Soleil®. Performed at the Treasure Island Hotel & Casino, the production Mystère™ combines acrobatics, music, dance and storytelling to impress its worldwide audiences. Mystère™ has been named the Best Production Show eight times by the Las Vegas Review-Journal. Featuring an international team of over 65 world-class performers, the production by Cirque du Soleil® is suitable for both adults and children. You can choose your preferred seating option upon booking.

**Tickets and prices**

When are you going?  
Fri, Dec 9, 2022  
Starts at 09:30 PM

**Seat Zone 3**

- Instant confirmation
- Non-refundable
- Duration: 1 hour 30 minutes

From US\$95.71 [Select](#)

**Seat Zone 2**

- Instant confirmation
- Non-refundable
- Duration: 1 hour 30 minutes

## 1. Let the Seat Chart Easy to Find

- Put the seat chart directly in the attraction description

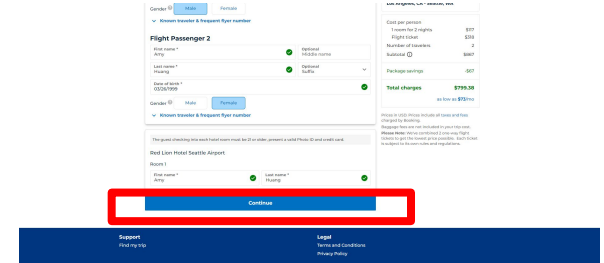
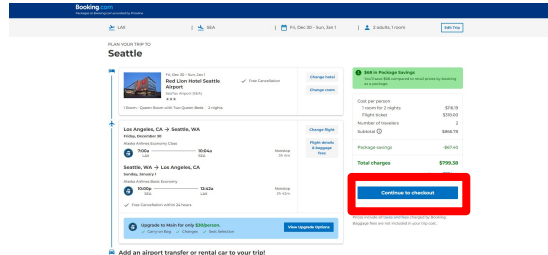
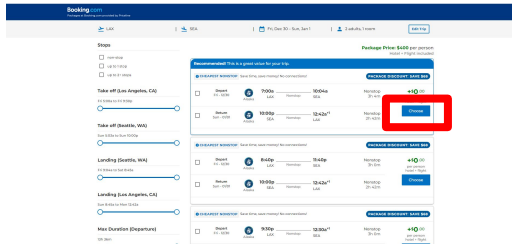
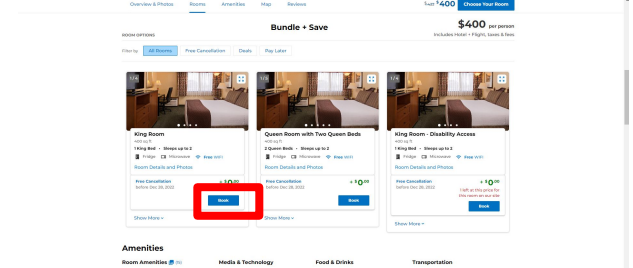
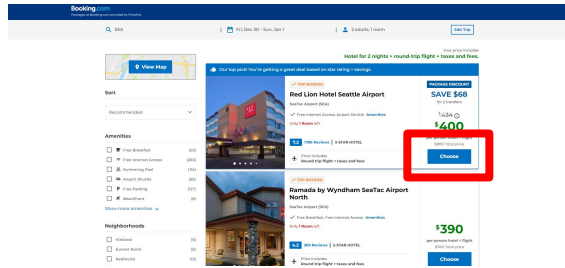
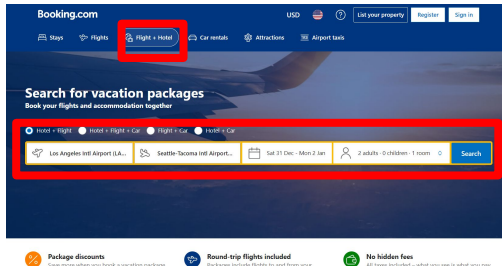
## 2. Make it Clear and Easy to Understand

-Change the word “Category” to “Seat Zone”

# Task 3

## Book the flight from Los Angeles to Seattle and hotel in Seattle

### User Journeys



Flight+Hotel> Choose Date & Location> Choose Hotel> Choose Flight> Confirm Info>Fill Out Booking Info> Done

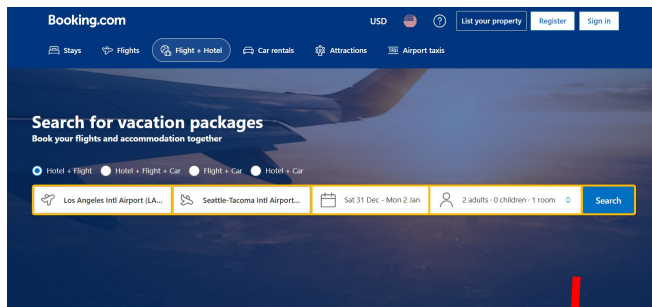
## Users' Concerns

-What the users are thinking about when booking

In order to book a flight and hotel for the parents to come during New Year Eve from Los Angeles to Seattle, here are some concerns that the users have in their mind to welcome their parents:

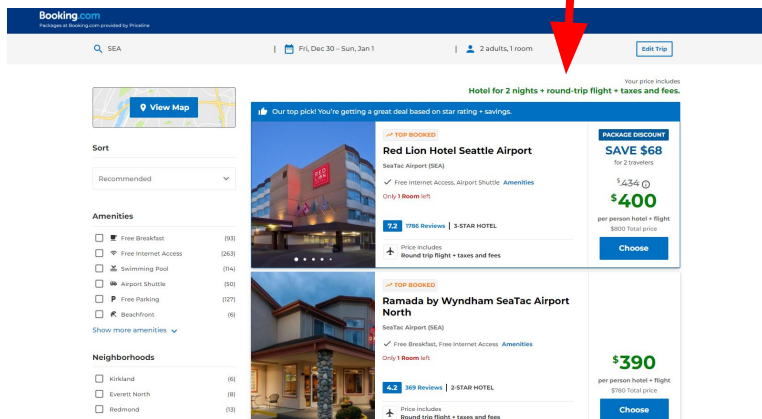
- **Flight Duration:** how much time it will take for parents to stay on the plane and it is more convenient for them to take a nonstop flight
- **Suitable Flight Time**
- **Flight Price**
- **Hotel Price**
- **Hotel Location**
- **Hotel Ratings**
- **Hotel Room Amenities**

# The Findings



## Unexpected Order to Choose Hotel First

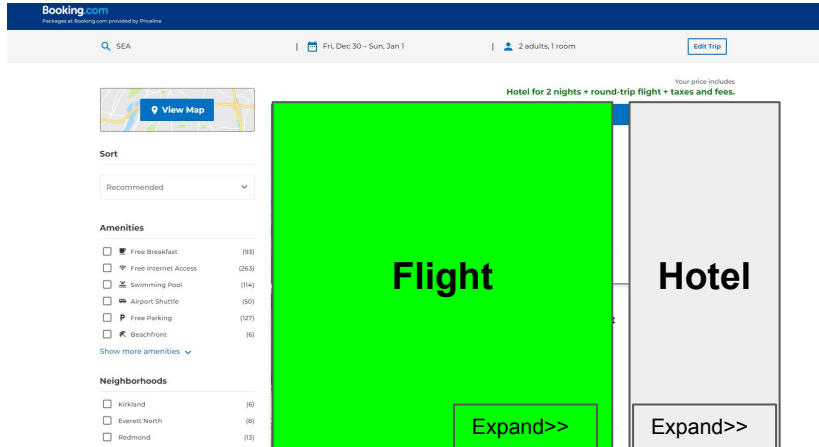
Two of participants will expect to see the flight first then decide the hotel or they would like to see them both in the meantime to get as much information as they can.



"I want to make sure the flight first then I can be more concern about the date and time. If I finished the choice for the hotel but I am not happy with my flight, it is annoying to restart from the beginning process which would make me want to quit"

# Redesign

–Follow the users’ expectations



## Show the Flight and Hotel both

- Show up the flight and hotel at the same time
- To avoid overwhelming information, hotel options can show up only some basic information for overview
- Allow users to “expand” if they want to browse only flight information or hotel information at a time



# Sum Up

## As an digital travel booking website....

**Provide Enough Details**

**Make things Clear and Simple**

**Follow the Users' Intuition**



**Thank You**  
**Q&A**