# WYNDHAM REWARDS APP COMPETITIVE ANALYSIS

# WYNDHAM HOTELS & RESORTS



# HILTON HONORS

# HILTON HONORS | HOME & SEARCH



App starts the user within the search section of the app.

Tabbed navigation.

Search defaults to "Hotels near me".

Micro-animations help direct the user to where they should be focused and understand changed states.

Join opens a form in app where users can call to make a reservation, contact customer care, or fill out the form to become a member.

Sign In gives the option to sign in with fingerprint or use password. Password screen still gives the option to join.



Search results uses tabs at the top to switch between list view and map view.

Users need to go back to the search options screen to make changes to the search criteria.

Property cards display if digital keys are available.

The map pins show brand logos and colors but not the rate.

# HILTON HONORS | ROOM & RATE

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Tabbed navigation stays with the user as they progress through the app, until they are within the booking funnel after selecting a property.

Users can select their room and rate separately, as two separate steps. If more than one room is needed than the user selects which guest room to book first before selecting a room type or rate.

From the "Choose a Room" screen, users have the option to call the property directly.

Before moving to the booking page, unauthenticated users are given the option to sign in or continue as a guest.



The only payment option is to use a credit card. Users can't scan their card or use other forms of online payment.

Another push for membership sign up is just before the booking button. The headline touts the benefits, such as free WiFi and digital check-in instead of directly telling the user they are joining.

After confirming the booking, the user is given the option to add the entered credit card to their account.

Once the booking is confirmed, the Stays tab will show the closest upcoming stay.

The Stays tab is the control area for each stay, giving the user features such as mobile check-in, digital keys, making requests upon arrival, floor plans, and travel via Uber.

# HILTON HONORS | ACCOUNT



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The Account tab has two tabs at the top for Status and additional account information.

Status tab features a large chart and progress bar displaying the users number of stays, nights, and points available.

Account tab is where a user logs out, updates personal information, favorites, sets room preferences, sets email subscription preferences, and notification preferences.

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### How can we help you, Greg?

Have an immediate concern? Tap Call Hilton Honors. An idea for the app? Tap App Feedback.

- Tell us about your stay
- R Give app feedback
- **Call Hilton Honors**
- Make reservation



The Contact navigation tab contains actions which are intuitive - tell about your stay, give feedback for the app, call the membership program, call to make a reservation.



# HILTON HONORS | BOOKING FLOW



## Estimated Booking time

\*Based on user knowing exactly what to look for





# Sign In gives the option to sign in with fingerprint.

- To make changes to the search criteria, users need to go back to search.
- Users can select their room and rate separately, as two separate steps.
- Users can book more than one room independent of room type and rate.
- The Stays area gives the user additional functionality once a booking is made.



## IHG | HOME & SEARCH



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Hamburger navigation used for navigation, until a user has performed a search and is looking at a property.

The authenticated state of the navigation changes the Stays menu item to list upcoming stays.

If the user has booked a stay, the home screen displays information for the users next stay. Information includes property name, confirmation number, dates of stay, option to set your stay preferences, or get directions to the hotel.

Recent searched recalled also include the date range selected in the search.

Upon entering a destination, the next screen in the search flow is to select the date range, rooms, party mix, and rate. Users have the option to include a corporate ID if available.



## **IHG | SEARCH RESULTS**



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Search Results give the user an option to select a rate in cash or either a rate in point or in points and cash.

The Map View allows the user to redo a search if they have moved the map to a new location.

Selecting a map pin gives the user options to move forward in the flow by selecting a rate type – cash, points, or points and cash.

Users have the option to change currency.

### IHG | PROPERTY DETAIL



Hero image is a gallery carousel.

A phone number for the property is available in the upper right corner. The phone number is displayed as a full string and not just an icon.

Users can share the property via the share icon under the hero carousel.

A second contact link is available, and upon tapping the link a modal displays options for a phone number and email.

A sticky CTA is at the bottom of the screen for the Room From rate and "Select a Room".

### IHG | ROOM & RATE



When selecting a room type, options are given based on the hotel's availability. Users can select room types such as One Bed, Two Beds, Suites, or Standard Room. Each has the from rate available.

Each room type has its own gallery of images. The user needs to open the gallery by tapping on the image and can't swipe to advance to the next image.

A quick filter for Accessibility available rooms is just under the section heading. This area also mentions of information, such as if the hotel is non-smoking and the number of available rooms.

After selecting a room, rate options are available as both standard rates and member discounted rates.

Upgrades are available after the user selects the rate.

## IHG | BOOKING

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IHG <sup>®</sup> Rewards		IHG <sup>®</sup> Rewards Club	Earn <b>4,480</b> Estimated Points >
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Sign in to Earn Points		Payment Method Gnnvg Fhnbh	
Not a Member?		Payment information is coll Privacy Statement	lected to fulfill this hotel reservation.
Join today and start earning points with this reservation and free.	n. It's easy	Debit/Credit card	
Why you should join		Your room will be h of your check-in da	neld until your arrival on the day ate.
<ul> <li>Free Internet worldwide</li> <li>Earn and redeem points at over 5,300 hotels worldwide</li> <li>Combine points and cash for faster rewards</li> </ul>	de	No card on file.	Scan Card
PIN (4-Digit)		The IHG app uses your information. The app do	camera to scan your payment card pes not store payment card photos.
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As a non-member booking, users have the option to create a member account at the top of the booking page. Users have to opt-in and provide a PIN number. If the user expands the member component, the potential points earned breakdown is displayed.

While filling out the Guest Information, users are required to either select notifications by Email or SMS.

When entering the billing information, users can scan their credit card instead of entering the numbers manually. The user will still need to enter in the expiration date for verification.

# IHG | UPCOMING STAYS



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When looking up booking, users need to provide their confirmation number and their last name.

Users can see either their upcoming stays or past stays.

If a stay is available, the user is given new functionality, such as to add the stay to their calendar, set stay preferences, share the hotel information, email or call the hotel directly.

Exploring Dining Options are provided by OpenTable.

Users are also provided information for the average high and average low temperature during the month of their stay.

# IHG | BOOKING FLOW



## Estimated Booking time

\*Based on user knowing exactly what to look for







# **Exploring Dining Options are provided by OpenTable.**

# Users can scan their credit card during booking.

# Each room type has its own gallery of images.

# Room selection has a quick filter for accessibility available rooms.

# Map View allows the user to redo a search if they move the map to a new location.

# CHOICE HOTELS

# CHOICE HOTELS | HOME





Home screen provides the user with a search field, Book Now button (same as tapping into the search field), Sign in/ Join, a Recent Hotels horizontal slider with option to view properties within a map view, and additional promo touts.

The search field is the location of the hamburger navigation and where to see locations the user has set as favorites.

To see hotels set as favorites, the user must be signed in.

The authenticated state of the home screen adds personalization with the users name as well as a profile photo uploaded.

Earned points are front and center from the authenticated state of the home screen.

# CHOICE HOTELS | SEARCH

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The users current location is set as the default search location when tapping into the search field.

"Tonight" is set as the default date of stay when tapping into the search field.

As the user enters a location, suggestions are provided for Cities, Airports, and Attractions.

The stay calendar is a vertical scroll.





Econo Lodge

<sup>\$67</sup> \$50 USD Per Night



**Rodeway Inn & Suites** 



Search Results defaults to the map tab.

Users can swipe the property cards to advance to the next hotel.

Map pins feature both the brand logo and a rate.

Photos from the Photo tab are a carousel.

List view is very condensed but has all the same information as Photo.

Users can only favorite a hotel from the Photo tab.

# CHOICE HOTELS | PROPERTY DETAIL/ROOM



From the property detail, tapping on the "Rooms from" button will scroll the user down to where the user selects the room type, below the map.

Rates are decided in the next step, but the room selection will let the user know what the lowest rate for a particular room is.

# CHOICE HOTELS | ROOM/RATE



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Rate program: Pay at Check-in (i)

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Users can select multiple rooms, each as their own room type and rate.

Users can set the number of rooms up front when performing the initial search, or they can decide to add rooms once ending up on the rooms and rates area of the app. If two rooms were initially set, the use can choose to only book one room at this point.

The room image gallery has a quick nudge animation to indicate to the user that the hero image can be swiped to advance the image.



# CHOICE HOTELS | BOOKING



Urgency messaging displays across the top of the booking screen, counting down that your room has been held for 15 minutes.

All sections of the booking screen can be collapsed/ expanded. Some default to collapsed, such as the guest information, if the user is signed in.

Users still have the option to add additional rooms from the booking screen, as well as edit the party mix for the selected room.

If you change the payment information, the user is given the option to update their profile.

The complete booking button mentions the total charge and the number of rooms. For example, "Book 1 Room for \$312.30 USD".

# CHOICE HOTELS | UPCOMING STAYS

<ul> <li>Find Reservation</li> <li>Sign In</li> <li>App Set</li> <li>Distance</li> <li>Distance</li> <li>Fingerprint</li> </ul>	10:27		ଓ ⊡ ⊽⊿ 🛢	1:00	f 🖞 🗳 🕨
If you are a Choice Privileges@ member, please sign in to see your scale at option below. Distance   Image: Distance Fingerprint     Option 1   Confirmation Number   Last Name   View Reservation   Option 2   Hotel Code   Last Name   Check-In Date   Credit Card Number	<del>&lt;</del>	Find Reservation	Sign In	<del>(</del>	App Se
Image: Discrete your recent stary's decivity. An other guessis, piedse   Fingerprint   Image: Discrete your recent stary's decivity. An other guessis, piedse     Image: Discrete your recent stary's decivity. An other guessis, piedse     Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse   Image: Discrete your recent stary's decivity. An other guessis, piedse your recent stary's decivity. An other stary's decivity. The other st	lf	you are a Choice Privileges® member, plea	se sign in	Dista	ince
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Users have two options when looking up a reservation, – they can look up a reservation from a confirmation number and their last name, or by entering the Hotel Code, Last Name, Check-in Date, and Credit Card Number.

App settings allow the user to set a fingerprint to quickly logging in.

# CHOICE HOTELS | BOOKING FLOW



## Estimated Booking time

\*Based on user knowing exactly what to look for





# The authenticated state of the home screen includes personalization features like the users first name and their photo.

# Users can book more than one room independent of room type and rate.

Fingerprint login is available.

# A count down timer provides urgency messaging on the booking screen.

# MARRIOTT

# MARRIOTT | HOME





"Continue as guest" link will open a browser for the user to search. Only members can use the app to find/book a hotel.

The FAB (Floating Action Button) cycles through three areas of the app – Book a Stay, My Reservations, My Account. A long press of the FAB will open a menu for the three areas.

A second FAB appears on the My Account screen for App Settings. App settings, such as including manage profile, communication preferences, notifications, and fingerprint login, are found only from the My Account area.

User can scroll the Book a Stay screen to view Offers and Promotions.

My Reservations uses tabs to switch between upcoming stays and canceled stays.

# MARRIOTT | SEARCH



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Location is not set as current location by default. The user will always need to enter in a location, search recent, or search by current location.

Stay calendar is a vertical scroll.

Tapping on either "Options" or "Special Rates" will open the same Search Options screen. From here, user can update number of rooms or guest per room, special rates, or specific brands.

Search Options allows for the user to save selected search options for future searches.

# MARRIOTT | SEARCH RESULTS





Search Results provides either a List View, with a large image, or a Map View.

New secondary FABs are introduced, one to switch to Map View and one for Sort Order.

Map View does not allow the user to select a Sort Order.

Map View does not allow the user to edit Search Options or Special Rates.

# MARRIOTT | PROPERTY DETAIL/ROOMS/RATES



# SpringHill Suites Las **Vegas Convention** Center

••••• 4.5 671 REVIEWS >

CATEGORY 4 >



2989 Paradise Road Las Vegas, NV 89109 USA +1702-433-5880

 $\heartsuit$ 

There is a daily parking fee. This hotel does not acr party credit authorizations.









Once the user has selected a property, there is a timed interaction to anchor the user down to view rates. If the user scrolls back to the top, they can favorite the hotel (by way of additional FAB) or view the gallery.

Rates are shown in tabs. Each tab has rooms associated with that particular rate. More rates are seen by an expanding menu.

Room Details open in a modal.

The property Detail, Room options, and Rate options are all combined on the same screen.

# MARRIOTT | BOOKING



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Since only members have access to the app, guest information is already filled out.

Users have the option to edit stay duration, room type, guest info, payment info, and stay preferences . If a credit card is not already entered, a prompt shows the entering card info.

Credit Cards can be scanned from the credit card field.

## MARRIOTT | MY ACCOUNT



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The users Marriott Rewards number is displayed at the top of the section.

A touch of personalization is shown with the members name displayed in a script font, overlapping "Rewards Member".

### My Account has a prominent area tracking the users rewards
#### MARRIOTT | BOOKING FLOW



#### Estimated Booking time

\*Based on user knowing exactly what to look for



# Only members can use the app. Guests link out to a browser experience.

# A FAB cycles through three areas of the app. A long press of the FAB will open a menu.

# Map View does not allow the user to edit Search Options or Special Rates.

# Rates are shown in tabs and each tab has rooms associated with that rate.

# Credit Cards can be scanned in payment information.

# LA QUINTA

#### LA QUINTA | HOME





Home has 3 CTAs – search, sign in, and join.

Hamburger menu is used for Home, Sign In to Returns account, My Reservations, Favorite Hotels, Call Us, and Customer Support.

There is an area just under the header which is reserved for special messages.

Once signed in, the CTAs for Sign In and Join are hidden and replaced with a banner at the bottom for Name, Account Number, Points Available, and Member Level.

#### LA QUINTA | SEARCH







To adjust any search criteria, the user has to first perform a location search. The check in date is set to default on the current day.

There are two steps to get to the stay calendar – 1) tapping on edit next to the dates of stay on Search Results and 2) tapping on the dates from the search options screen.

Adjusting the search distance can only be done in increments of 10s, from 10 to 100.

The user is unable to select children in the party mix – only the number of adults, from 1 to 4.

Performing a follow up search provides the user with Recent Searches.

#### LA QUINTA | SEARCH RESULTS



Users can star properties to favorite them.

Tapping on reviews will open a modal for the user to read reviews.

A FAB to switch between Map and List view is anchored to the bottom of the screen.

There are no micro-animations throughout the search experience.

### LA QUINTA | PROPERTY DETAIL/ROOMS/RATES



The gallery images can either be tapped to advance or swipe left or right.

Rooms and Rates are combined on the same screen as the rest of the property details.

Reviewing details about a room will open a modal. Users can still book from that modal, without having to close it and tap on "Book Now".

Some properties allow for users to "InstantHold" a room by entering your phone number.

Hotel Features are listed, however they are near the bottom of the content.

Modals play a big part of displaying content on this screen lists of Restaurants, Banks, Bars, Coffee Shops, Drugstores, and Everything else.

#### LA QUINTA | BOOKING

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Booking is broken into three steps, I identified by the "tabs" at the top of the screen.

Users can not tab forward in the process, but they can tab backwards if they need to edit something.

The first step in the booking flow is reviewing the booking details, such as the room type, dates of stay, number of adults, and rate booked.

After tapping on Continue from the Reservation review, the guest is presented with a modal, where they can sign in to their member account or continue as a guest.

Users can either enter a Credit Card to complete their booking of use a Direct Bill number.

#### LA QUINTA | BOOKING FLOW



Booking Confirmation Estimated Booking time

\*Based on user knowing exactly what to look for



# Authenticated state displays Name, Account Number, Points Available, and Member Level.

# To adjust any search criteria, the user has to first perform a location search.

# Users can star properties to favorite them.

# **Rooms and Rates are combined on property details.**

# Users can "InstantHold" a room by entering their phone number.

# **Booking is broken into three tabbed steps.**

# EXPEDIA

#### EXPEDIA | HOME



Android has 5 areas of search (Hotels, Flights, Bundle Deals, Cars, and Things to Do) and iOS has 6 (Hotels, Flights Bundle Deals, Cars, Things to Do, and Cruises).

Bottom Tabs used for navigation.

On Android, user is able to left and right swipe the screen to switch between tabs. Users on iOS have to tap the tabs to navigate to each area.

The iOS environment has smoother micro-animations. Example is scrolling down the Home screen and the 6 areas of search move up and become a top navigation which stays sticky as the user scrolls.

On Android, the Home screen stops after Last-Minute Deals, however, on iOS more is available, such as Recently Viewed and VIP Access Hotels.

#### EXPEDIA | SEARCH





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The tabbed navigation is hidden once a search is performed.

Tapping into search, Android users are first asked for destination and the cursor is already active in the field. iOS users need to select either destination, range of stay, or party mix up front.

The stay calendar can be either tapped for check in/check out or the user can tap and drag the dates they want to select.

The party mix picker for iOS has a side scroll when selecting the age of children vs a drop menu on Android.

Android defaults children ages at 10 year and iOS does not have a default age.

#### EXPEDIA | SEARCH RESULTS



The map pins cluster and tell the user the number of hotels clustered, along with a from rate. This feature is on Android only.

On Android, users can favorite a search, edit the range of stay, and have a small map along with the listing.

As the user scrolls, the listed properties will hide the map.

A FAB (Floating Action Button) is used for Map/List toggle as well as the filters.

iOS users are able to remember which properties they have viewed as stepping back after selecting a property shows a "Viewed" tag over the property image.

Urgency messaging is used to encourage users to book.

### EXPEDIA | PROPERTY DETAIL/ROOMS/RATES



\$269/night Earn 2,420 points

/ Dec 25 - Dec 27 1 guest



	Select a Room		
-	$\bigcirc$	•	

before Sat, Dec 15





Android users have a Pay Now / Pay Later toggle under the map, conversely iOS users are asked to pay now or later via a modal after selecting a room/rate option.

Android users can share the property via the share icon in the top right.

As the user scrolls, the property name, review in stars, and share (on Android) stay sticky at the top.

A "Non-refundable" or "Free cancellation" call out are strongly positioned with each rate option.

On Android, as the user scrolls to the select a room section, the sticky bottom button for "select a room" changes to hotel fees.

A "Book by phone" CTA appears if the user scrolls all the way to the bottom of the property screen.

#### EXPEDIA | BOOKING



9:56 AM

🕇 🖹 13% 🚺 +

#### Secure checkout

Room 1: 1 Adult, 1 King Bed, Non-smoking

✓ Free parking ✓ Free internet

So the property can reach

Receive text alerts about this trip. Message and

Almost there! **19 other people** viewing this

Diners Club NTHUNATIONAL	DISCOVER	ЈСВ	VISA		
ame	*				
card	numb	er*		 	

### Screenshots from iOS. Can't take screenshots of the booking screen with Android.

Sign in CTA describes the points the user can earn if they book signed in.

Android users can book using PayPal, iOS users can't.

#### EXPEDIA | TRIPS



There is no quick access way to get back to the tab navigation if a user is already in the search/book funnel.

Users can find their itinerary either by signing in or by looking it up from email and itinerary number.

#### EXPEDIA | BOOKING FLOW



#### Estimated Booking time

\*Based on user knowing exactly what to look for





Booking Confirmation



# Many differences between Android and iOS.

## Can only book one room at a time.

# Map pin clustering on Android only.

# A "Book by Phone" CTA appears at the bottom of the property screen.

## Android users can book using PayPal, iOS users can't.

# No quick access way to get back to the tab navigation in the search/book funnel.

# HOTELS.COM

#### HOTELS.COM | HOME









From opening the app, the user has the option to search a destination/hotel, view recent searches, or scan available promotions.

Search can be done by typing or using speech, via a service from Nuance.

Tapping into the search field will make the field active. Additionally, the user has the option to search by current location or by "recommended for you".

There are elements of on-boarding within the app, such as if the user selects "Find Deals Near Me" for the first time, the deals section has a new favorites functionality.

Signing in can be done by an email address or by a Facebook account. The same criteria is used for creating an account.

#### HOTELS.COM | SEARCH



After a user enters a destination, additional options become available. The user can now set their check in/out dates, number of rooms, and party mix per room.

The calendar is a vertical scroll and each date can be selected independantly. Selecting the check out date will close the stay calendar after a second.

The calendar is not a vertical scroll on iOS. The user needs to cycle through one month at a time.

The CTA to move to search results is "Show Deals".

Room 1 defaults to 2 adults and subsequent rooms default to 1 adult.

#### HOTELS.COM | SEARCH RESULTS





Urgency messaging is prominent and at the top of the results listing. User can close the message if desired.

Quick filters, for price, ratings, and amenities, are available at the top of the results list.

At the bottom the screen is a sticky menu for Map/List toggle, Sort & Filter options, and more. The More menu has options for Call Us, Home, and Edit Search.

Users can favorite properties. Doing so adds the property to the favorites menu above the quick filters. A nice short micro-animation shows the user where they can find properties they favorite.

In Map View, selecting a property displays a property card. Swiping left or right on this card will dismiss it.

#### HOTELS.COM | PROPERTY DETAIL



A carousel gallery is available from the hero. User can also tap on the image to see a larger version. A micro-animation indicates to the user that they can rotate their phone to see an even larger view of the photo.

At the bottom of the property card, the user can either call the hotel directly or share with friends and family.

Rooms have their own separate gallery.

A Lowest Priced Room/Rate is shown to the user by default, but additional rooms can be expanded and reviewed.

Some Rooms have multiple Rates.

The sticky CTA on this screen is to See All Rooms, but to advance to complete booking, a user will need to tap on the "Book" button for a particular Room/Rate.

The map has a unique parallax effect on iOS.

#### HOTELS.COM | BOOKING



**U** Hotels.com® Rewards

> Sign in (optional)

#### **D** Step 1: Check details



Our Price Guarantee promise Cancel for free if plans change, pay online now and rely on our Price Guarantee.



Disney's Port Orleans Resort - Riverside Lake Buena Vista, FL, US



••••• Verizon 죽



This is a secure booking form (it only takes 2 minutes)

**Disney's Port Orleans Resort - Riverside** 

#### Step 4: Payment details

ebit card	
narge any credit card fees	
00 0000 0000	

# Screenshots from iOS. Can't take screenshots of the booking screen with Android.

Booking page starts with a Rewards sign in.

Booking is broken into 4 steps on the same page.

Step 1 is a review of the property and rate the user is trying to book.

Step 2 are the room details where you enter the First Name, Last Name, Special Requests, and Accessibility requests.

The field for a contact phone number is Cell Phone.

Users can use a credit card, PayPal, or gift card to complete their booking.

#### HOTELS.COM | MY RESERVATIONS/SETTINGS



The "Find Reservation" option on Android requires the user to tap a button to display the required fields. These fields are already displayed on iOS.

Within the App settings for Android, the user has the option to turn on a low bandwidth mode. This enables them to have a better experience if their data service or network connection aren't strong or restricted.

#### HOTELS.COM | BOOKING FLOW



#### Estimated Booking time

\*Based on user knowing exactly what to look for





# A destination search can be performed by typing or speech.

# There are elements of on-boarding within the app.

# Users can favorite properties and are added to the favorites menu.

# Users can use a credit card, PayPal, or gift card to complete their booking.

### Android setting available to turn on a low bandwidth mode.

Urgency messaging is prominent and at the top of the results listing.



#### KAYAK | HOME & SEARCH



Party mix defaults to 2 adults.

Micro-animations are used with most actions a user takes within the app, from opening menus to navigating around the app.

The search destination defaults to "Around me".

The stay calendar allows the user to tap on check in/out dates, or they can tap a date than tap again and hold to drag out the span of the stay in either direction.

Using the "Explore the world" option opens a world map where top destinations are listed out by the lowest rate.

Explore has quick filters at the top of the map.

#### KAYAK | SEARCH RESULTS



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Search Results defaults to a List View. The Map View and filters are found in a FAB (Floating Action Button) at the bottom of the screen.

The map pins display the property rate, or they are clustered where the number of properties in the cluster is shown.

Small property cards display along the bottom of the screen in Map View. Users can swipe left and right to cycle through each property.

Opening the Map View changes the FAB so that the options are now for Heatmap and Filters.

The Map View acts as an overlap to the List View and can be closed by using the close X.

#### KAYAK | PROPERTY DETAIL



#### Legacy Vacation Resorts-Lake Buena Vista

Jul 16 – 23, 2 rooms, 2 guests

DETAILS	REVIEWS	DEALS
	S FREE CANCELLATION	
last minute travel	\$111 MOBILE RATE	воок
Easy Click Travel	\$111 MOBILE RATE	воок
	\$119 per night	воок
KAYAKFree internet	\$128 per night	воок
•		

÷	Legac
DE	TAILS
9.8	
Locati	on
97% lik 90% sa 93% fo 94% lik	ked the prov aid the wifi o ound the sta ked the prov
7.5 +	NOV 15, 2018 The bed w no time to The kitche this might kitchenett
	Booking.com



- oximity to sightseeing.
- i quality was great.
- taff to be very friendly.
- oximity to shopping.

#### 8

- was ok, but not more. The pool looked fine, to use it though.
- hen could have had a kettle and a burner. But ht be the American standard for a tte.



Properties use a gallery carousel as a hero.

Users can share the property via a share link in the app right of the screen. They can also add the property to their watchlist.

Details, Reviews, and Deals are displayed in tabs under the hero and property name.

At the bottom of the property screen, "Similar Hotels" are listed for the user to consider.

#### KAYAK | SELECTED PROPERTY/BOOKING





#### Hotel Giraffe by Library Hotel Collection

Hotels.com will email your reservation and provide

Mon May 6 – Thu May 9 (3 nights)

365 Park Avenue South At 26th Street, New York, NY



The user can choose to book through other OTAs, which opens a new "overlay" experience. The user is now interacting with a web experience more closely resembling other brands sites.

A Kayak option is sometimes available. Selecting this option keeps the user in a Kayak environment. Payment options, such as Google Pay are available in this scenario.

Entering guest information is done for each room, if more than one was booked.

#### KAYAK | TRIPS



If an account is created for the Trips area of the app, users have access to up-to-date information regarding their travel plans.

The Trips area allows users to share their travel itinerary.

Users can also have access to their itinerary offline once it's created in Trips.

The circle icon in the upper right corner of the screen is for tracking flights. Users can search by schedule, flight number, or route – accessible via a tabs at the top of the screen. A member account is not required for this.

#### KAYAK | BOOKING FLOW



Booking confirmation

#### Estimated Booking time

\*Based on user knowing exactly what to look for





## Reservation/ Guest information

# Tap and drag available for the stay calendar.

## The map pins display the property rate, or are clustered.

# **Opening the Map View changes the FAB to Heat Map and Filters.**

# At the bottom of the property screen, "Similar Hotels" are suggested.

# Entering guest information is done for each room, if more than one was booked.

# Users can also have access to their itinerary offline once it's created in Trips.