









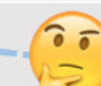


Home Page	Calendar	Hotel Search	Location / Map	Offers	Hotel Room	Add-ons	Breakfast	Booking	Navigation Flow	Payment & Cancellation
										
<b>Goals</b> <ul style="list-style-type: none"> <li>Find a hotel</li> <li>Find the hotel location</li> <li>Book a room</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Choose the dates</li> <li>Check hotel availability</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Find a hotel</li> <li>Find the hotel location</li> <li>Book a room</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Find a hotel</li> <li>Find the hotel location</li> </ul>	<b>Goals</b>	<b>Goals</b> <ul style="list-style-type: none"> <li>Find a room</li> <li>Book the room</li> </ul>	<b>Goals</b>	<b>Goals</b> <ul style="list-style-type: none"> <li>Book a breakfast with possible cancellation</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Book a room with free cancellation</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Modern website with a great interface</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>Pay for the room</li> </ul>
<b>Behaviours</b> <ul style="list-style-type: none"> <li>Images look superior</li> <li>Home page is lovely (pics &amp; flow)</li> <li>Home page looks empty (strange)</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>User does not like the calendar, too many clicking</li> <li>User prefers a 12-months calendar</li> <li>User would prefer if the price was listed in the calendar</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>Impressed with the photo slider</li> <li>Prefers to check availability of the hotel first, not the hotel</li> <li>Hotel list is unclear and confusing</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>Happy to see a map and provided details: distance from the airport, bus, metro etc.</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>It would be good to have a discount in the restaurant or on a public transport</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>User chooses the room with sea view</li> <li>User expects a few photos of the room, there is only one</li> <li>Beautiful pictures of the room</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>User hates scrolling</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>Breakfast was annoying, not clear if included</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>User is not sure if breakfast and free cancellation is included</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>Pages are loading very slow, user is very confused</li> <li>Easy and simple to use websites are preferred</li> </ul>	<b>Behaviours</b> <ul style="list-style-type: none"> <li>'Best Flexible Rate' is listed twice, a bit confusing</li> <li>Double bed add-on - not clear</li> </ul>
<b>Context</b> <ul style="list-style-type: none"> <li>Home page is nice and clear</li> <li>Home page is easy to navigate</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Nice, clean and easy to navigate calendar with listed prices is preferred</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Layout of the page (hotel list) is unclear</li> <li>Filter does not work</li> <li>User always checks the hotel facilities and feedback</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Map and location is expected when choosing a hotel</li> <li>Good location of the hotel is preferred (city center, supermarket nearby etc.)</li> <li>Detailed map preferred</li> <li>Map should include local attractions</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Offers &amp; vouchers – are nice when listed &amp; available</li> <li>Offers should list dates and a short description</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Everything what is included in the room should be listed</li> <li>Expects to see pictures of the bathroom, desk, wardrobe, dresser</li> <li>Coffee machine in the room, nice toiletries &amp; good room size should be a standard</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Transport amenities should be listed</li> <li>Hotel should always offer a transportation</li> <li>User prefers room types with pictures, prices, add-ons on one page, it is easier to compare them</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>User prefers to know if breakfast is included on early stage</li> <li>Breakfast should be listed there, maybe brunch as well</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Booking should be fast and easy</li> <li>Free cancellation option should be there</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>Consistency &amp; higher standard is expected</li> <li>Clear menu bar is preferred / expected</li> <li>Weather widget is useful, map must be there</li> <li>Layout of this website should be nice and clear</li> <li>Menu bar at the top of the page with hotels list is expected</li> </ul>	<b>Context</b> <ul style="list-style-type: none"> <li>User expects a proper and clear summary of payment</li> <li>Free cancellation and option to pay later is expected</li> <li>Service description and payment should be clear</li> </ul>
<b>Pain Points</b> <ul style="list-style-type: none"> <li>Home page is empty and confusing</li> <li>Home page is loading too slow, user is confused</li> </ul>	<b>Pain Point</b> <ul style="list-style-type: none"> <li>Problem to select the dates</li> <li>Problem to change the selected dates</li> <li>Calendar appears and disappears, user is confused</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>No filter option</li> <li>Problem to find a hotel beside the beach</li> <li>Hotel list is unclear</li> <li>Hotels overview and comparison should be on one page</li> <li>Pages are loading too slow</li> <li>Not enough pictures</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>User has a problem to find a hotel beside the beach</li> <li>Problem to find a hotel location</li> <li>Map and location of the hotel is not visible enough</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>'Discounts' option, nothing is there</li> <li>'Seasonal Offer' (20% off) – user would expect to put nr of guests before she entered dates</li> <li>Black Friday discount CTA pop ups, no interest in it, user cannot close it because it is still uploading</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>Expects more pictures of the room</li> <li>User cannot find the twin room</li> <li>User does not know how to book the room</li> <li>WIFI, TV, bathrobe are missing</li> <li>User is confused with the 'Double bed' option and listed prices</li> <li>User prefers when rooms are displayed on one page instead of scrolling down</li> <li>The list of room types is too long</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>The add-ons page lists too many options, list is too long</li> <li>User hates scrolling</li> <li>User does not like add-ons before booking is finalised</li> <li>Double bed add-on - not clear</li> <li>'Personalise Your Stay' nothing is there, not clear what that means</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>Breakfast was annoying, it was not clear if is available or included</li> <li>User cannot find if the hotel provides breakfast</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>No free cancellation option, user prefers to see this option before booking</li> <li>Problem with selecting check in &amp; check out dates</li> <li>Booking system is too slow or does not work properly</li> <li>Check in &amp; check out times are displayed at the end of the booking</li> <li>Check in is impossible, user needs to select the hotel first</li> <li>Booking summary not visible enough</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>Pages are loading very slow</li> <li>User expected a local attraction tab in the menu list</li> <li>Pages are loading too slow</li> <li>User does not like very old, clunky websites</li> <li>'Search for hotel' CTA is located too low on the home page, it is confusing</li> </ul>	<b>Pain Points</b> <ul style="list-style-type: none"> <li>User has a problem to find pay later option</li> <li>User does not know what he pays for</li> </ul>
<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>Very classy and rich images</li> <li>User likes the home page layout</li> <li>Slider with photos</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>User likes the calendar, it is quicker to use (12-months)</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>Hotel list with pictures</li> <li>Small description of the hotel</li> <li>TripAdvisor scores</li> <li>User likes when the date is entered first and it gives you a few hotel options</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>User likes a map with the hotel location and displayed attractions</li> <li>Distance from the airport, bus, metro</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>Black Friday discount CTA - user likes this idea</li> <li>User likes small treats, offers, vouchers...</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>Coffee machine, nice toiletries &amp; good room size</li> <li>Plenty of photos, they are very informative, show size of the room etc.</li> <li>Hotel amenities (fridge, hairdryer, air conditioner, coffee machine, dresser, bath)</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>User likes add-ons displayed on one page, to be added after booking (sleepers, robes, bottle of wine)</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>User likes an option to pay for a breakfast added separately</li> <li>User likes a transparency if breakfast is included</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>User likes a transparency if there is a free cancellation</li> </ul>	<b>Positive Interactions</b> <ul style="list-style-type: none"> <li>User likes a higher standard, better experience</li> <li>User likes very easy websites to use/book</li> <li>User likes when things are more concise on the page</li> </ul>	<b>Positive Interactions</b>