

Competitive Benchmark

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Wesites up for analysis:



Task, Objectives and Color Coding

Task:

- Review each website by taking screenshots with plenty of commentary to explain what's happening and why it's noteworthy

Objectives of the analysis:

Understand how websites solve problems

Compare the following on every selected website:

- Homepage
- Search and select
- Booking process

Color coding:

Good

Can be improved

Airbnb

Homepage

1. **Brand logo** placed in the top left hand corner is in clear contrast from background and thus is easy to spot and adds to company's brand awareness.

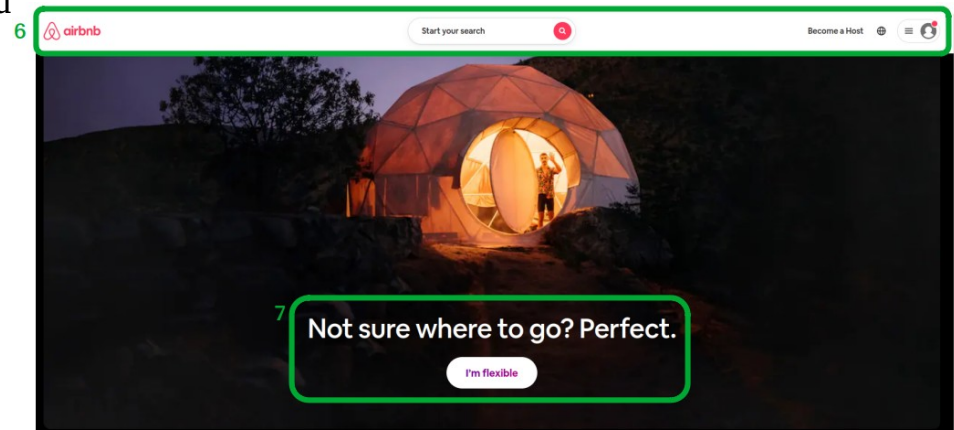
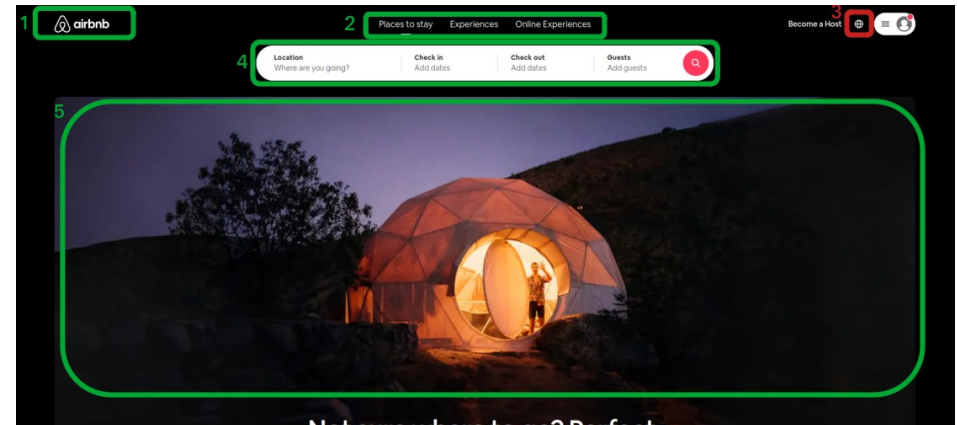
2. **Navigation bar** provides options of company services that users may be interested in. Users may choose to browse experiences as well as places to stay, which provides information, usefulness of website and adds to the excitement.

3. **Language and Currency** gives you option to choose any language and currency of the world, making it convenient internationally, however it may not be clearly understood by people who are not familiar with the symbolism

4. **Booking search box** is easily visible, concise and is clearly a key element of the website.

5. **Background image** of the website is great quality and increases Airbnb brand awareness with portraying travelling as an authentic way to experience places.

6. **Navigation bar transforms** while scrolling through the homepage into high contrast bar and sticks to the screen, allowing users to proceed with booking places or experiences at any point.



7. Option to browse the possibilities of travel without committing to place, date or type. It increases excitement, and is in line with brand carefree personality

Search and select: Input

1. **Location box** allows you to select various destinations without limiting the input, thus it feels freeing and encouraging to search or explore different locations, from broad, such as continents and countries, to specific, such as towns and establishments.

2. **Calendar** may take a while to go through some months if your desired date is long time away, making you click through all months in between.

2.1 **Calendar of dates on the bottom of calendar.** User can push around their dates of travel, providing an option for flexibility.

3. **Another calendar option is flexible stay** where user can choose from various lengths and months of travel providing additional feature of flexibility in booking search process.

4. **Guests options is neat and clear to understand.** It has added option of infants and pets, which is very good differentiating factor out of the competition.



Search and select: choosing

1. Navigation sticks to the top when scrolling. It has the logo in the same primary position as in the homepage and is clickable, thus serving as a *back to homepage* button. The user has a clear reminder of the selection that has been chosen and availability to modify it. The left hand options are consistent through all process.

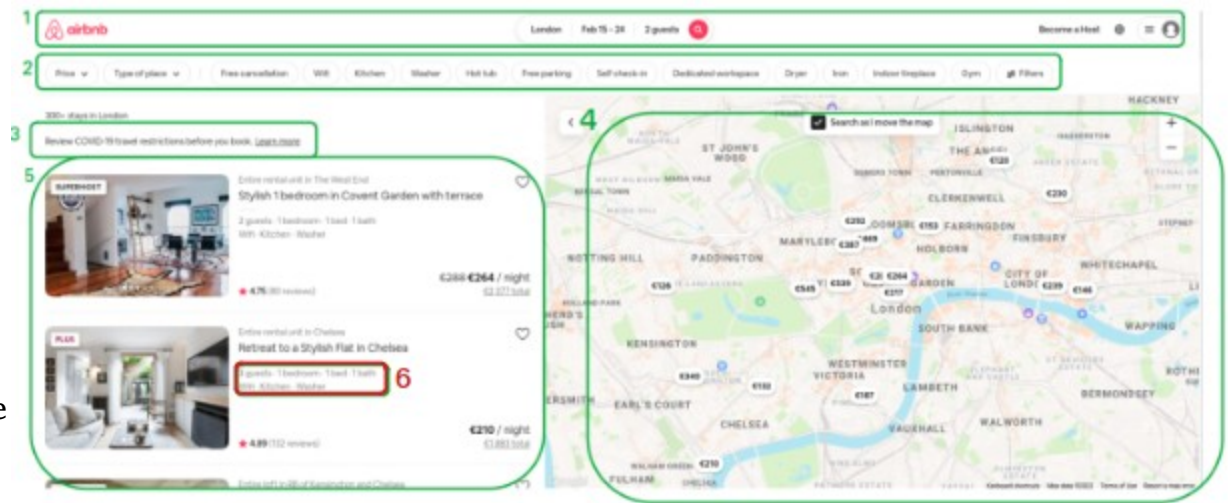
2. Additional navigation sticks to primary navigation bar and works as sorting and filtering feature. Layout helps people with efficient selections of needed/ desired aspects of the stay, including most common choices provided at the click of a button. As the selections been adjusted – the list and map function adjust the information accordingly.

3. Mandatory Covid information serving as a reminder during these uncertain times, is central to the results page

4. Map is evolved and highly informational. Map loads already zoomed in for the choices in the area selected. The places are seen as rates for one night, making it easy to do comparison.

5. Listing is informative and concise. It provides rating, number of reviews, prices per night and the total for the stay of dates selected as well as short description of amenities. The type and name of the places describes what you are getting as an accommodation, which assures the guest and with efficiency, top requirements are shown neatly and clearly.

6. Number of guests is provided not accurate to the input (while the user selected 2 people, website showed the option of all possible places that house at least 2 people)



Search and select: review

1. **Preview of the house** in extensive amount of high quality pictures. The original title reminds you of staying in something *more* than 1 bedroom apartment.


2. **Price breakdown** is a feature that stays on the screen when you scroll and is providing calculated amounts, including some extra fees and discounts for longer stays.

1

Fabulous Leicester Sq 1BR - Netflix & Nespresso

★ 5.0 · 9 reviews · Superhost · Greater London, England, United Kingdom

Share Save



Entire rental unit hosted by Alex

2 guests · 1 bedroom · 1 bed · 1 bath

€272 / night ★ 5.0 · 9 reviews

CHECK-IN 2/15/2022 CHECKOUT 2/24/2022

Entire home

Entire rental unit hosted by Alex

2 guests · 1 bedroom · 1 bed · 1 bath

Entire home
You'll have the apartment to yourself.

Enhanced Clean
This Host committed to Airbnb's 5-step enhanced cleaning process. [Show more](#)

Great location
100% of recent guests gave the location a 5-star rating.

Free cancellation before Feb 14

Fabulous Leicester Sq 1BR - Netflix & Nespresso

Where you'll sleep

2

€272 / night ★ 5.0 · 9 reviews

CHECK-IN 2/15/2022 CHECKOUT 2/24/2022

GUESTS 2 guests

Reserve

You won't be charged yet

€286 x 9 nights	€2,578
Weekly discount	-€129
Cleaning fee	€60
Service fee	€0
Total	€2,509

3. Navigation sticks to the top of the screen, reminding different sections you can review on the page.

4. Listing of amenities included in the accommodation, marked with symbols to make it visually appealing for younger generations.

5. Direct contact with the host button is provided, with information on the response wait and rate that is reviewed and determined by the webpage statistics.

6. Information important to know and keep in mind about House rules, Health and safety standards and cancellation policy is provided with playful symbolism as a check list, that makes it less boring to read.

The screenshot displays an Airbnb listing for a bedroom in London. At the top, a navigation bar includes 'Photos', 'Amenities', 'Reviews', and 'Location'. The 'Where you'll sleep' section shows a 'Bedroom' with '1 king bed'. A green box highlights the 'What this place offers' section, which lists amenities like Kitchen, TV, Dryer, High chair, Refrigerator, Wifi, Washer, Crib, Hair dryer, and Microwave. To the right, the pricing section shows a nightly rate of €272, a weekly discount of €129, and a total of €2,509. A 'Reserve' button is prominently displayed. Below the pricing, a note states 'This is a rare find. Alex's place on Airbnb is usually fully booked.' The host information section identifies the host as 'Alex', a Superhost with 1,346 reviews, who joined in December 2011. A green box highlights the 'Contact Host' button, which shows a response rate of 100% and a response time of within an hour. At the bottom, a green box highlights the 'Things to know' section, which includes House rules (Check-in: After 3:00 PM, Check-out: 11:00 AM, No smoking, No pets, No parties or events), Health & safety (Committed to Airbnb's enhanced cleaning process, Airbnb's social-distancing and other COVID-19-related guidelines apply, Carbon monoxide alarm, Smoke alarm, Security Deposit - if you damage the home, you may be charged up to €180), and Cancellation policy (Free cancellation before Feb 14, Show more >).

Photos Amenities Reviews Location

Where you'll sleep

Bedroom
1 king bed

What this place offers

- Kitchen
- TV with standard cable
- Dryer
- High chair
- Refrigerator
- Wifi
- Washer
- Crib
- Hair dryer
- Microwave

Show all 36 amenities

€272 / night ★ 5.0 · 9 reviews

CHECK-IN
2/15/2022

CHECKOUT
2/24/2022

GUESTS
2 guests

Reserve

You won't be charged yet

€286 x 9 nights €2,578

Weekly discount -€129

Cleaning fee €60

Service fee €0

Total €2,509

This is a rare find. Alex's place on Airbnb is usually fully booked.

Report this listing

Joined in December 2011

★ 1,346 Reviews Identity verified Superhost

Hello!

Alex is a Superhost

Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Response rate: 100%

Response time: within an hour

Contact Host

To protect your payment, never transfer money or communicate outside of the Airbnb website or app.

Things to know

House rules

- Check-in: After 3:00 PM
- Checkout: 11:00 AM
- No smoking
- No pets
- No parties or events

Health & safety

- Committed to Airbnb's enhanced cleaning process. [Show more](#)
- Airbnb's social-distancing and other COVID-19-related guidelines apply
- Carbon monoxide alarm
- Smoke alarm
- Security Deposit - if you damage the home, you may be charged up to €180

Cancellation policy

Free cancellation before Feb 14

[Show more >](#)

Booking process

1. **Price breakdown** has no option of being **modified**. Cleaning fee is mandatory and not included in the original price. And the average nightly rate is rounded, leaving a slight mistake in provided mathematical calculation
2. **Flexible payment options** are a great way to appeal to population with different budgeting and financial situation.
3. **Log in** autofills a random country that has no relation to destination, user, or even currency. It just raises a question of “why bother with autofill?”. It also provides no option of booking without signing in making it obviously mandatory to become part of the community.
4. **Fasttrack log in** when using other platforms is convenient way to link with already used websites by the user.

< Request to book

This is a rare find.
Alex's place is usually booked.

Your trip

Dates Feb 15 – 24 [Edit](#)

Guests 2 guests [Edit](#)

Choose how to pay

Pay in full €2,509.25

Entire rental unit
Fabulous Leicester Sq 1BR - Netflix & Nespresso
★ 5.0 (9 reviews) · Superhost

Price details

€286.46 x 9 nights	€2,578.12
Weekly discount	-€128.91
Cleaning fee	€60.04
Service fee	€0.00
Total (EUR)	€2,509.25

Pay in full €2,509.25 ☒

Pay the total now and you're all set.

Pay part now, part later €1,254.63 ☐

Pay €1,254.63 now, and the rest (€1,254.62) will be automatically charged to the same payment method on Feb 6, 2022. No extra fees.

[More info](#)

Log in or sign up to book

Country/Region
United States (+1) ▼

Phone number

We'll call or text you to confirm your number. Standard message and data rates apply. [Privacy Policy](#)

Continue

or

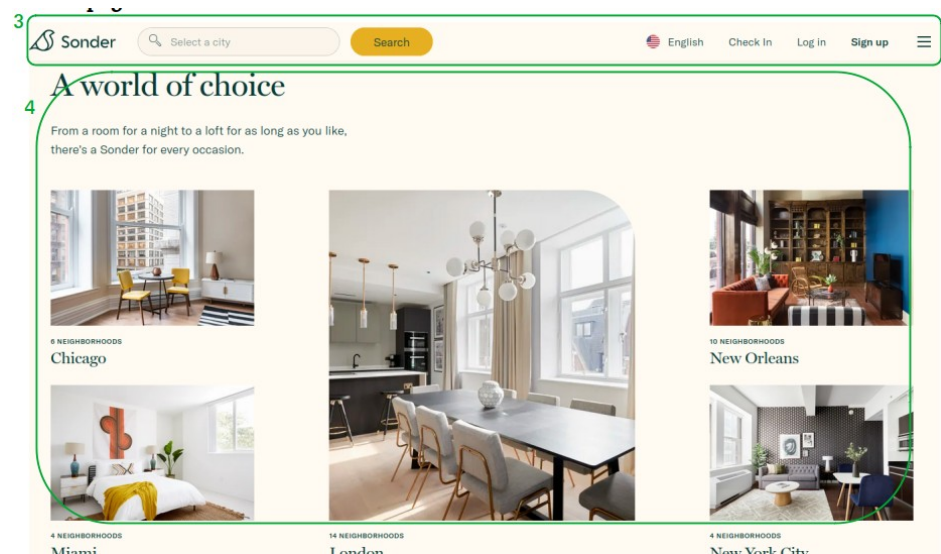
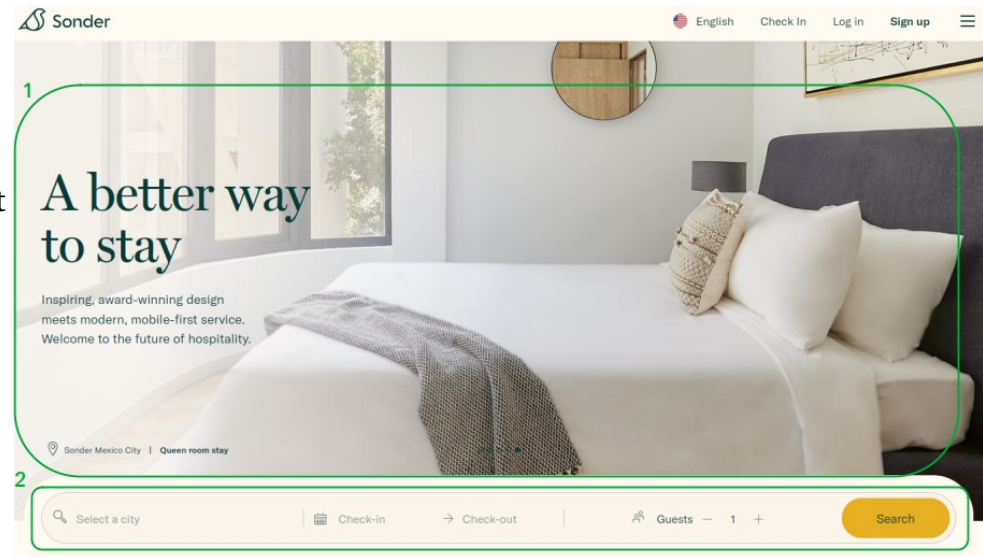
[f](#) [G](#) [Apple](#)

[✉](#) Continue with email

Sonder

Homepage

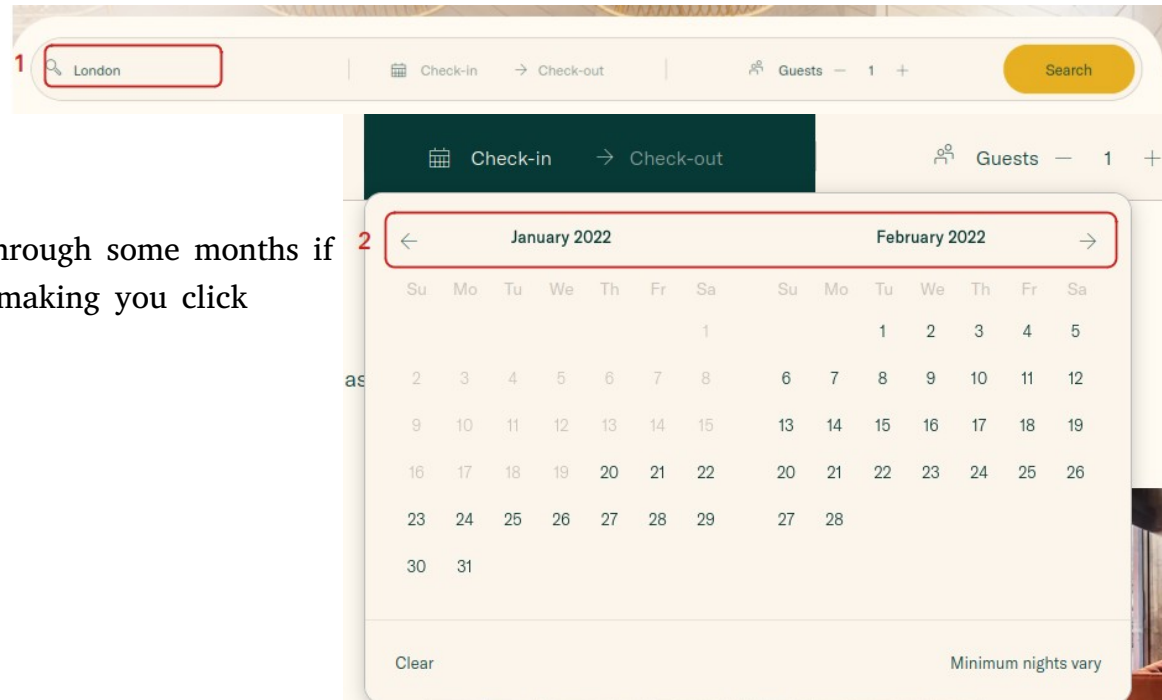
1. **Appealing, high quality background photo** with a little story line about the brand and it's personality
2. **Clean search bar** to initiate the booking process. It compliments the page and does not stand out too much to be the main focus of the attention
3. **The logo and navigation** sticks to the top of the screen when scrolling. It provides modern and seamless effect, collapsing the booking search bar, assuming user may want to focus on browsing at that point.
4. **Option to browse** the availability of locations, providing high quality photos of accomodation.



Search and select: input

1. Location must be inserted grammatically correct. It recognizes input that is similar to wanted result (ex. If you want London, it will not recognize “ondon”, ”ond”)

2. Calendar may take a while to go through some months if your desired date is long time away, making you click through all months in between.



Search and select: choosing

1. Sort function is not optimized and does not provide efficiency as filters do. It has the most basic sorting function that I expect many to ignore.

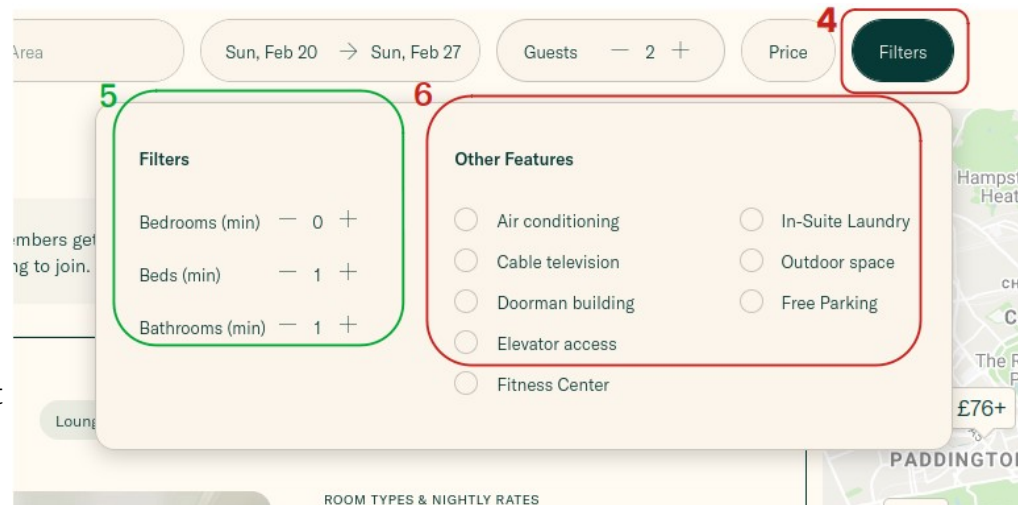
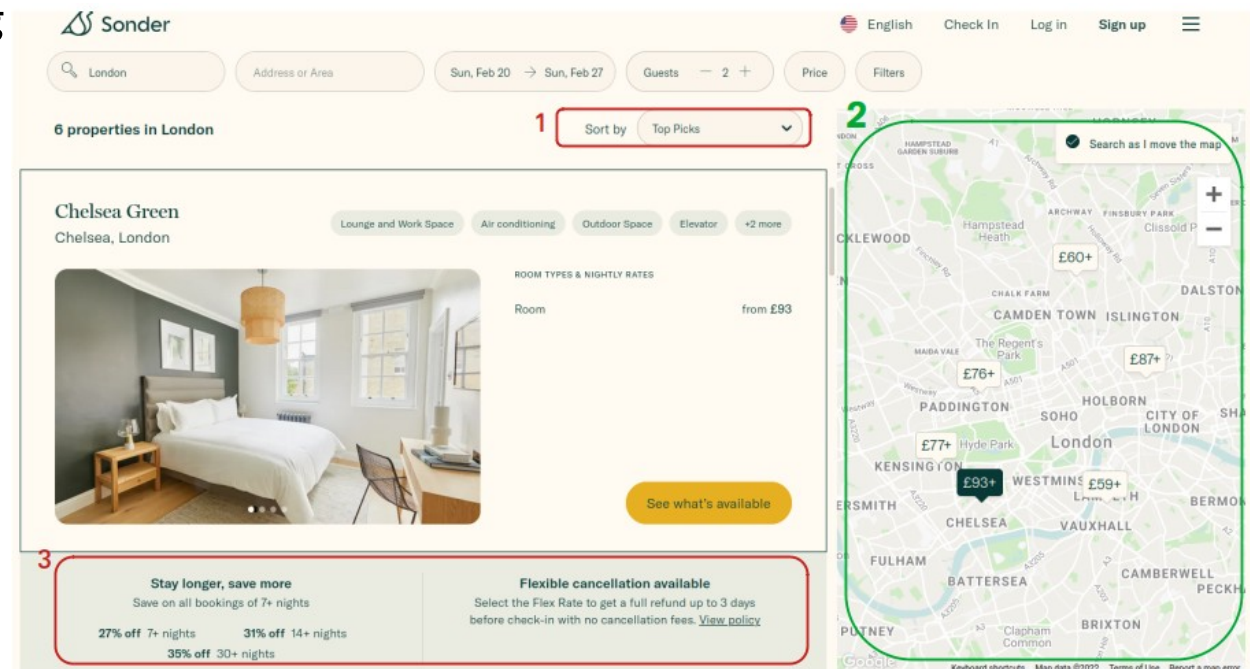
2. Map is provided, looking over every accommodation location in the area, making it efficient to choose according to the location criteria

3. Promotion on saving when staying longer periods – for those travelling with work it may be an important factor to consider. Flexible cancellation policy information is provided before booking.

4. Filter button while visible, it is in an unusual place, next to search navigation, while sort button is below.

5. Filters through larger and smaller apartments, suitable for bigger group needs.

6. Other features are clumped up together, without clear categorization.



7. Overview navigation sticks while scrolling, making it easy to notice and navigate through the sections provided as description of the accommodation

8. Multiple high quality photos taken from the accommodation, making the stay appealing and providing the feeling of the room.

9. The description includes the area of the room and included features. It's simplistic and to the point.

10. Overall stay price and price per stay calculation is convenient to see.

11. The calculation is not precise, making it a little odd ($100 \times 7 < 703$)

7

Overview Availability and rates Amenities The neighborhood Booking policies

Sun, Feb 20 → Sun, Feb 27 Guests 2 Price

Book with peace of mind Cancel your reservation up to 3 days before check-in for a full refund

Please note: The layout, furniture, and decor of your space may vary from what's shown here.

8

9

10

Double Room

1 Bedroom 2 Guests 1 Bathroom 105 Sq ft

Features

- Double bed
- Air conditioning
- Television

£649
Includes taxes and fees
£93 / night
~~£127~~

16 others are looking at the same dates

Book

Queen Room

1 Bedroom 2 Guests 1 Bathroom 123 Sq ft

Features

- Queen bed
- Air conditioning
- Television

£708
Includes taxes and fees
£101 / night
~~£138~~

3 others are looking at the same dates

11

£703
Includes taxes and fees
£100 / night
~~£138~~

£138 × 7 nights	£964
27% off - weekly member rate	-£260
Your rate £100 × 7 nights	£703
Cleaning Fee	£0
Total	£703


Book

Booking process

1. Booking summary looks concise and modern, with provided main image of the room.

2. The calculation is not precisely calculated. Tried multiple bookings and Tax was always 0. “Why include it if it’s always 0?”

1

 **Guest Info**
Already a member? [Log in »](#)

Email address * Confirm email address *

First name * Last name *

Country code * Phone number *


Birthdate *
Month Day Year

You must be at least 18 years old to book spaces with Sonder.

Create password * Confirm password *
(8-30 characters, no spaces)

☐ Receive occasional news about Sonder, new locations, and special deals.

2



Double Room
Chelsea Green
Chelsea, London

Sun, Feb 20 - Sun, Feb 27 (7 nights)

£127.06 × 7 nights	£889.42
27% off - weekly member rate	-£240.00
Your rate £92.75 × 7 nights	£649.28
Tax	£0.00
Total	£649.28

[Add promo code](#)

Vrbo

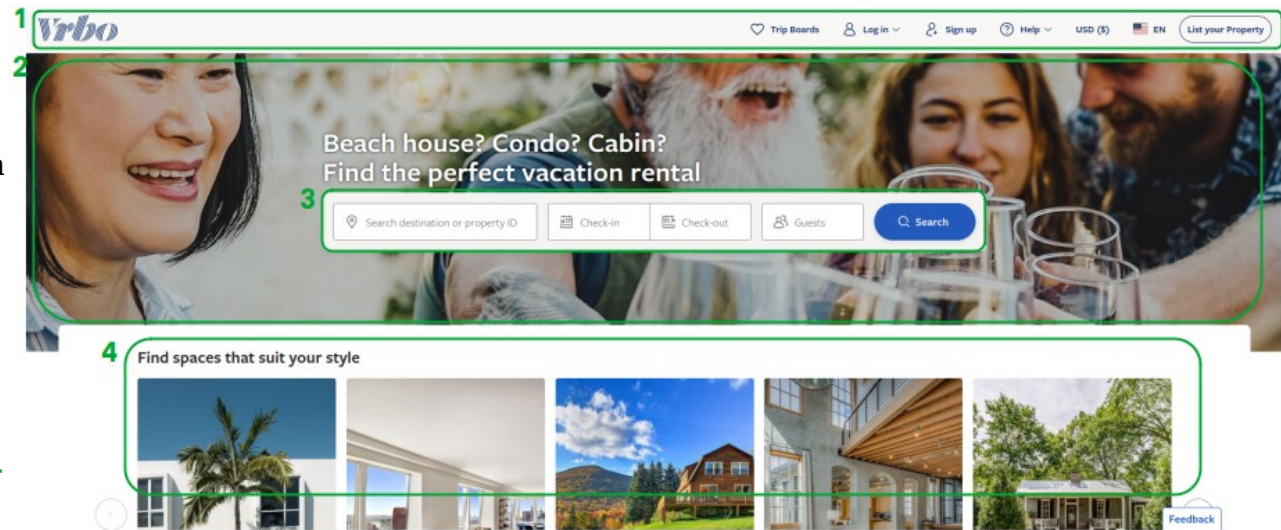
Homepage

1. Navigation is clear and understandable. Separate log in, language and currency buttons on the right and visible logo on the left – making it very clear what actions are desired in the navigation bar.

2. High quality photo shows family/togetherness which is their target, making it appealing to those who travel with families.

3. Search bar is simplistic, yet is the focus of the page even surrounded by the vibrant pictures. It sticks to the top of the screen when scrolling, making it easy to proceed with booking without scrolling back to the top.

4. Browsing options for types of stay are provided as clickable photos representing types of accommodation – it's simple and easy way to showcase the options without overcrowding the homepage. The homepage invites you to click on what user is interested in rather than keep scrolling and browsing without choosing.



Search and select: input

1. **Destination search** can be written anywhere and in not precise manner
2. **Calendar** needs to be clicked through the months in order to get to the desired date (if it's not close to the current date). It shows two month calendar at a time
3. **Simplistic choice for guest number**, including what defines as an adult (18+), what defines as a child (0-17) and pets.

Beach house? Condo? Cabin?
Find the perfect vacation rental

1. Search destination or property ID

Check-in: 01/26/2022

Check-out: 02/02/2022

Guests

Search

Clear

January 2022

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2022

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Jan 26 - Feb 02 (Nights: 7)

Close

2. Calendar navigation arrows

h?
ental

Check-out: 02/02/2022

Guests: 2 Guests

Search

3. Guest selection options

2 adults (18+)

0 children (0-17)

Pets: ☒ No ☐ Yes

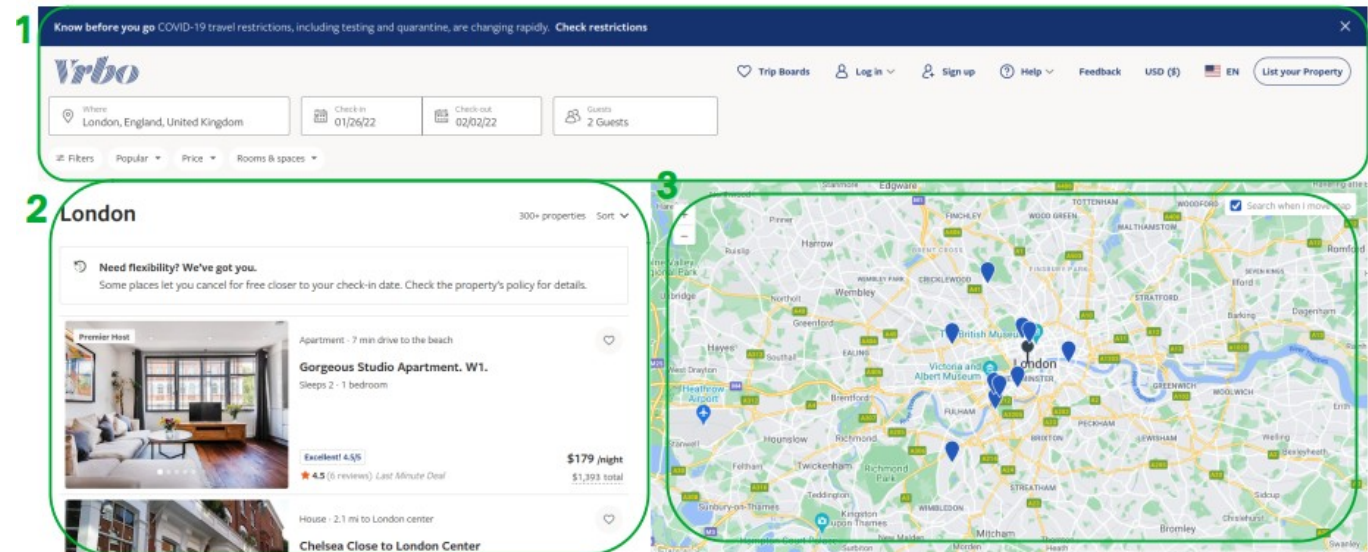
Apply

Search and select: choosing

1. Navigation sticks to the top of the screen when scrolling. The logo stays in it's primary position, as do all options on the right, for language, currency, etc. The filtering options are listed in depth and categorized accordingly just under the search bar.

2. The listing of available accommodation is provided with small descriptions , including price per night and for the entire stay. Thing to mention is when you scroll on the map – it only scrolls the listing, making it very easy to navigate.

3. Map shows all locations of the listings. When mouse pointer is on the listing, the color of the point drop where it is located changes (blue point drop turns orange), and when clicking on the blue pointer on the map – the window pops up of the exact listing. When zooming in just a little, map turns more informative.



Search and select: review

1. Preview of the accommodation has many high quality pictures, with an appealing layout, inviting ou to flick through the selection. The name is also slightly creative/inviting, rather than *One bedroom apartment*. It also has *share* and *save* options.

2. The selection of dates and *Book now* button sticks to the screen as a reminder anda clear call to action.

3. Overview navigation sticks to the screen while *scrolling*, reminding user their position on the screen with a subtile underline. The navigation has clear categories/sections indicating the content and making it easy to find needed information fast.

4. The poetic writing about the accommodation is imaginative, inviting and thorough.

The screenshot shows a Vrbo listing for a studio apartment in London. The interface includes a search bar at the top with filters for location (London, England, United Kingdom), check-in date (Jan 26), check-out date (Feb 2), and number of guests (2). The main content area features a large photo of the living room (annotated with a green '1') and a sidebar with a price of €158/night, a 4.5-star rating, and a 'Book now' button (annotated with a green '2'). Below the main photo is a navigation bar with tabs for 'About', 'Amenities', 'Availability', 'Host', 'Rooms & beds', 'Reviews', 'Map', and 'Policies' (annotated with a green '3'). The 'About this rental' section (annotated with a green '4') describes the apartment's amenities, including complimentary pod coffee, Egyptian Cotton bedding, a digital shower, and high-speed internet. The listing is hosted by Scott Knight, a Premier Host, and lists amenities such as Internet, TV, Satellite or cable, and No Smoking.

Vrbo

England / London / Fitzrovia

Gorgeous Studio Apartment. W1.

€158 /night
★ 4.5 (3 reviews) - Excellent!

Your dates are available

Check In: Jan 26
Check Out: Feb 2
Guests: 2 guests

Total: €1,228.23
Total includes fees, not tax

[Book now](#)

[Contact host](#)

Property # 100380398a
[Report this property](#)

[Share](#) [Save](#)

[About](#) [Amenities](#) [Availability](#) [Host](#) [Rooms & beds](#) [Reviews](#) [Map](#) [Policies](#)

About this rental

Apartment | **1 bedroom** | **1 bathroom**
Sleeps 2 | 1 full bath

Breath the aroma of your complimentary pod coffee. Run your hands across the soft Egyptian Cotton bedding. Pre-select your desired temperature on the digital shower & step beneath a large chrome shower head. If all that sounds too much effort - then you can simply sit & relax on your contemporary designer sofa - while you flick thru Netflix or catch up on your socials using the high-speed Internet (Wi-Fi). Add to this the giant smile across your face. As you start to appreciate the wonderful value for money you have achieved by booking our exceptional offer.

A full-size undercounted fridge is filled with complimentary mineral water, fresh milk & orange juice.

Guests enjoy unlimited high-speed Internet access (over secure wi-fi network).

[View more](#)

Hosted by Scott Knight
Premier Host

Amenities

- Internet
- TV
- Satellite or cable
- No Smoking

Booking process

1. Number for help is provided with an information needed. Very convenient for those you may have some questions.

2. Preview of the photos of the accommodation is provided on the final step of booking. It's concise, non-obstructing, yet gives a clear sense of excitement and confidence in booking.

3. Breakdown of the prices does not provide the breakdown in calculation. It only shows the end figure without showing how the figure was calculated.

Begin your booking Step 1 of 3

Book with confidence. Guaranteed.
You're covered when you book and pay on Vrbo. [Learn more.](#)

Act fast! Price and availability may change.

Non-refundable for your trip dates

Enter contact information

First Name	Last Name	
Email	+1	Mobile Phone

Include a message for the host

Let them know who you are traveling with and what brings you to the area.

Scott Knight
Premier Host

Speaks: english

1 For booking assistance, call **(1) 888-382-8909**
Rental Number: **10508039ha**

2

Gorgeous Studio Apartment. W1.
London, GB

4.5/5 "Excellent!"
★★★★★ (6)

Check In Jan 26	Check Out Feb 2
Guests 2 guests	

3

7 nights	£1,060.00
Weekly discount ⓘ	-£136.00
Service Fee ⓘ	£104.00
Total	£1,028.00

Europa Group Hotels

Homepage

1. **Language selection** is overlapping the homepage navigation. While functionality is kept, the function presentation feels outdated and sloppy.

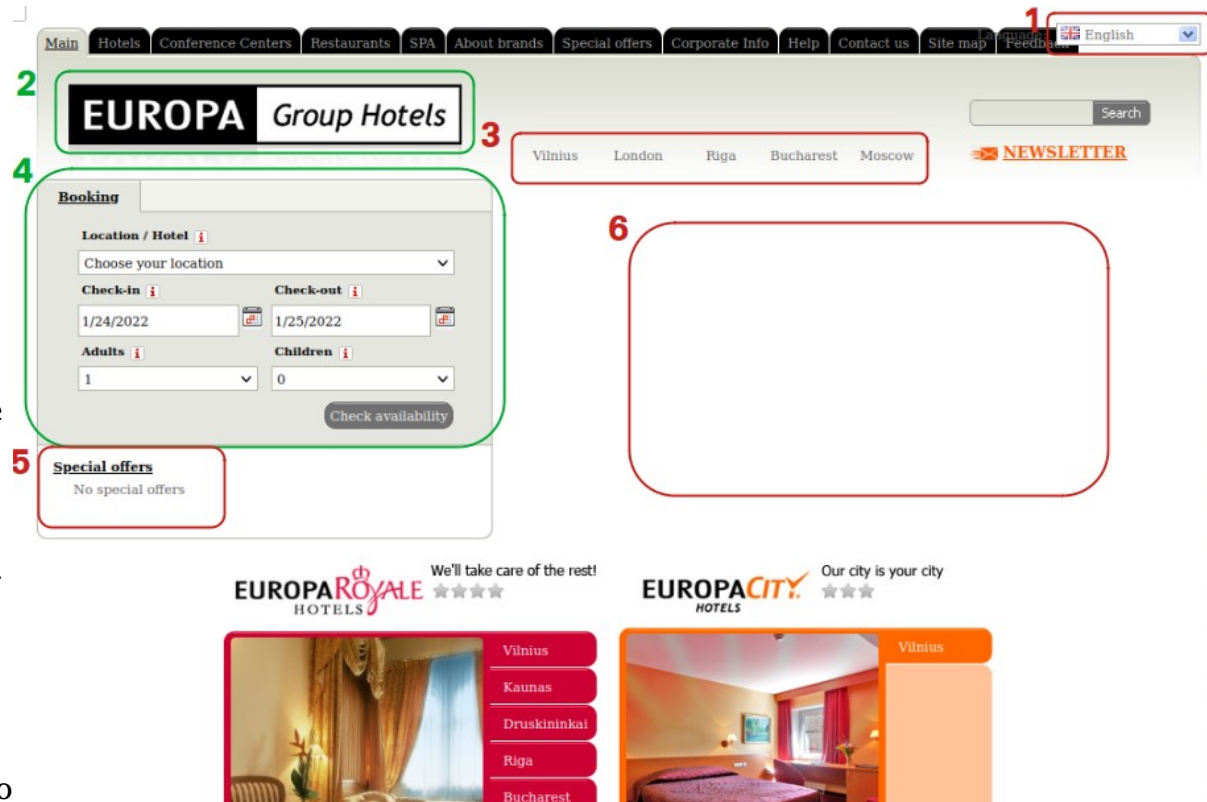
2. **The logo** is prominent and consistent while flicking through the navigation tabs.

3. **The locations** where the hotel group operates is just words in non-clickable format, making user question the purpose of it

4. **The booking form** requests of all necessary information. It is simple to understand.

5. **Special offers section** is empty, making user question the purpose of keeping it.

6. **The whitespace** is purposeless



Search and select: input

1. All *information symbols* repeat the information above every box, making user question the purpose of the feature.
2. Calendar is quick to search dates that are not close to the current date. It does give you an option of clicking through the months or choosing directly from drop-down selection.

Booking

1

Location / Hotel ⓘ
Choose your location ▼

Check-in ⓘ 1/24/2022 ⓘ **Check-out** ⓘ 1/25/2022 ⓘ

Adults ⓘ 1 ▼ **Children** ⓘ 0 ▼

Check availability

Booking

Location / Hotel ⓘ
Choose your location ▼

Check-in ⓘ 1/24/2022 ⓘ **Check-out** ⓘ 1/25/2022 ⓘ

2

Jan 2022 ⓘ


Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Check availability

We'll take care of you




Search and select: choosing

1. The primary search pannel from prior page has not been modified and takes up most of the screen. In addition, *Warning* message popped out indicating poor development of the website.
2. The overview navigation lets you know what scctions to expect on the page and indicates in wht section user is now.
3. The details of the hotel is cramped up in one paragraph, making the user filter through the information forthemselves.



Old Town close to the main gates of the city, the mystical Gates of Dawn. To the other side the hotel faces the City Hall and City Square with only a two-minutes walk from the hotel entrance door. The city's famous landmarks, cozy restaurants, sunny terraces, stylish shopping and cultural offerings are reachable within a walking distance from the EUROPA ROYALE VILNIUS - 4 star hotel in Vilnius. All 54 guest rooms are of different sizes and layouts in order to preserve the former shapes and walls. This gives an exceptional coziness and aura to the hotel. Hotel restaurant MEDININKAI is the oldest restaurant in Vilnius old town with a wine cellar that dates back to 16th century. Hotel also offers two conference/meeting rooms with the latest conference equipment up till 60 persons at a time.

4 Reservations for: 2022-02-19 - 2022-02-20

	Offer type	Total	Book
Junior Suite  <p>Cozy and spacious room with 2 twin beds and convertible sofa, approx 40sqm is air conditioned, equipped with comfortable relaxation area, writing desk, safety box, free Wi-Fi, mini bar, satellite TV. Bathroom with Jacuzzi, hairdryer, heated bathroom floor, telephone, bathrobe and slippers. More information</p>	Daily rate	EUR 0.00 (0.00 LT)	0
Suite  <p>Luxury room with queen size bed, baldachin and authentic 19th century ceiling décor, 50sqm, air conditioned, equipped with comfortable relaxation area, writing desk, safety box, FREE Wi-Fi, Mini bar, satellite TV. Bathroom with Jacuzzi, bidet, hairdryer, telephone, heated bathroom floor, bathrobe and slippers. More information</p>	Daily rate	EUR 0.00 (0.00 LT)	0
Round suite  <p>Award winning suite framed by glass walls offering stunning old city panorama with round king size bed adored by wedding couples. Air-conditioned, equipped with comfortable relaxation area, writing desk, safety box, FREE Wi-Fi, mini bar, satellite TV, hairdryer, heated bathroom floor, telephone in the bathroom, bathrobe and slippers More information</p>	Daily rate	EUR 0.00 (0.00 LT)	0

8 [Continue](#)

Warning: count(): Parameter must be an array or an object that implements Countable in /var/www/hosts/eurparoyaledraskininkai.lt/groupeuropa.com/header_for_booking.php on line 67

Main Hotels Conference Centers Restaurants SPA About brands Special offers Corporate info Help Contact us Site map Privacy English

EUROPA ROYALE


It's all take care of the rest.

Vilnius London Riga Bucharest Moscow

NEWSLETTER

Booking
Location / Hotel: Vilnius
Check-in: 2/19/2022 Check-out: 2/20/2022
Adults: 2 Children: 0
[Check availability](#)

Special offers
1. Available rooms 2. Details 3. Overview 4. Completed

EUROPA ROYALE HOTEL VILNIUS


Europa Royale Vilnius
Four-star EUROPA ROYALE VILNIUS hotel lies in its splendor of a nineteenth-century mansion in a peaceful spot in of the Old Town close to the main gates of the city, the mystical Gates of Dawn. To the other side the hotel faces the City Hall and City Square with only a two-minutes walk from the hotel entrance door. The city's famous landmarks, cozy restaurants, sunny terraces, stylish shopping and cultural offerings are reachable within a walking distance from the EUROPA ROYALE VILNIUS - 4 star hotel in Vilnius. All 54 guest rooms are of different sizes and layouts in order to preserve the former shapes and walls. This gives an exceptional coziness and aura to the hotel. Hotel restaurant MEDININKAI is the oldest restaurant in Vilnius old town with a wine cellar that dates back to 16th century. Hotel also offers two conference/meeting rooms with

4. Dates are indicated here only as a reminder and not for correction, making user scroll to the top if they want to make changes.
5. Types of rooms are listed in what almost looks like excel format, with details mashed together in one paragraph, without no categorization.
6. Only one small picture provided. It does not allow user to feel the room nor see anything but one small part of the room.
7. Daily rate is not disclosed, and total amount does not update upon selecting the room quantity.
8. Call to action button is clearly visible

Search and select: review

1. *My preferences* section gives you options of add-ons and thus is not named accordingly. *Preferences* implies something that is included in the price and not something user pays extra for. In addition, the prices are provided in a currency that is discontinued since 10+ years ago. Why would it provide prices in discontinued currency?

2. *Comment* section would be very useful for this website, thus user can ask for anything they need.

3. *Total price* is provided only after choosing the late check-out option that costs 20euros (automatically updates). It's hard to understand what is the rate of the room and by extension – the total price of the accommodation.

The screenshot shows a hotel booking interface with a progress bar at the top: 1.Available rooms, 2.Details (active), 3.Overview, 4.Completed. The 'Booking details' section contains the following information:

- Stay dates: 2022-02-19 - 2022-02-20
- Hotel: Europa Royale Vilnius
- Hotel address: Ausros Vartu St. 6, LT-01303 Vilnius, Lithuania
- Room: 2 Adults, 0 Children
- Room type (1): Junior Suite
- Offer type (1): Daily rate (Number of packages: 1)

Below this, there are three annotated sections:

- My preferences (1):** A list of add-ons with checkboxes and prices in EUR and a discontinued Lithuanian currency (LT).
 - ☐ Extra Bed (EUR 30.00 (103.58 LT))
 - ☐ Flowers (EUR 30.00 (103.58 LT))
 - ☒ Parking (Free)
 - ☒ Late check out (EUR 20.00 (69.06 LT))
 - ☐ Vilnius City tour (EUR 22.00 (75.96 LT))
 - ☐ Tour to Trakai (EUR 29.00 (100.13 LT))
 - ☐ Taxi pick up from the airport (EUR 20.00 (69.06 LT))
- Comments:** A text input field with a placeholder 'Add your comment' and a link icon.
- TOTAL PRICE:** EUR 20.00 / 69.06 LTL.

The 'Customer details' section at the bottom has a 'First name*' input field.

Booking process

1. **Necessary Customer** details are marked with * symbol, thus requesting the unnecessary information a waste of time
2. The **total amount** is still counted without including the price of the room. It brings confusion to the whole process

Customer details

First name*:

Last name*:

E-Mail*:

Country*:

Time of arrival to the hotel:

1 **Date of birth:**

Telephone:

Address line 1:

Address line 2:

Postal code:

City:

☒ Please send me monthly newsletters and specials

1.Available rooms 2.Details 3.Overview 4.Completed

Booking details Customer details

Stay dates 2022-02-19 - 2022-02-20

Time of arrival to the hotel 1:00 AM

Hotel: Europa Royale Vilnius

Hotel address: Ausros Vartu St. 6, LT-01303 Vilnius, Lithuania

1 **Room:** 2 adults, 0 children

Room type (1): Junior Suite

Offer type (1): Daily rate (Number of packages: 1)

My preferences (1): (0) Extra Bed (EUR 30.00(103.58 LT))
(0) Flowers (EUR 30.00(103.58 LT))
(1) Parking (Free)
(1) Late check out (EUR 20.00(69.06 LT))
(0) Vilnius City tour (EUR 22.00(75.96 LT))
(0) Tour to Trakai (EUR 29.00(100.13 LT))
(0) Taxi pick up from the airport (EUR 20.00(69.06 LT))

Comments: Anything additional

2 **TOTAL PRICE:** EUR 20.00(69.06 LT)

First name: John

Last name: Johnson

Date of birth: --

E-Mail: namesurname@gmail.com

Country: Lithuania

Telephone:

Address line 1:

Address line 2:

Postal code:

City:

Please send me monthly newsletters and specials No

☐ I agree with [terms and conditions](#)

Summary

Good ways problems were solved:

- Choice of colours to create contrast for easy reading and clear display (logo, navigation, CTA, etc.)
- Background image relates to brand identity
- Typo-tolerant location search bar
- Calendar has listing function for further dates as well as scroll/next button for closer dates
- Pet owners travel – the inclusion of pet in accommodation is fantastic!
- Filter functions add to efficiency, provided they are useful and popular by being requested
- Included map feature should resemble Google Maps for the purpose of familiarity
- Pages are divided in sections with different controls: lists scrolls, map drags, navigation sticks to screen.
- Good amount of visuals (quality photos) and listing of amenities
- Concise and transparent calculation of price breakdown provided before/during checkout
- Overview navigation as a useful tool to indicate the process

Poor ways problems were solved:

- Language and currency symbolism is not familiar to all users
- Words in unclickable format that are not the body of a paragraph (navigation, dates)
- Listings are not exact according to input, filters and preferences.
- Autofilling information that is random and not personalized
- Features are clumped up together without no clear categorization
- Indication of special offers that says “no special offers”
- Purposeless whitespace
- Information symbols repeating the text in question.
- Duplicating full navigation across multiple pages in the process of booking
- Clumped up descriptions of hotel/ accommodation/destination making user read all or skip all.
- Small or limited picture provided as an only indication of how the accommodation looks
- Collecting unnecessary customer data