Airbnb:
https://www.airbnb.com/?c=.pi0.pk36239956_25650614176&c=.pi0.pk36239956_256506
14176&ghost=true&gad_source=1&gclid=CjwKCAjw4_K0BhBsEiwAfVVZ_3EZzw2QV4V6sO
5ljWZR3hpC2W8HZFKqqffHx6QAN9pV9B6n6t5L2hoCUkQAvD_BwE

Vrbo:
https://www.vrbo.com/en-
ca/?gad_source=1&gclid=CjwKCAjw4_K0BhBsEiwAfVVZ_y257nlnc9EfoARTOHPJeDqfuIO77
vqPIVDdnTw1yEG29JbZVwL18hoCeowQAvD_BwE&pwaDialog=customer-notification-
centered-sheet-dialog&semcid=VRBO-CA.B.GOOGLE.BT-c-
EN.GT&semdtl=a118251470012.b1141191206989.g1kwd-
13405466.e1c.m1CjwKCAjw4_K0BhBsEiwAfVVZ_y257nlnc9EfoARTOHPJeDqfuIO77vqPIVD
dnTw1yEG29JbZVwL18hoCeowQAvD_BwE.r10b0102493cb34fda67f7c0331ec301830c9c1
db8ec6bb6441f600e9001694296.c1KZUu8O0kbBJxnFpusfx79w.j19021712.k19001540.d1
624922943276.h1e.i1.l1.n1.o1.p1.q1.s1.t1.x1.f1.u1.v1.w1

vacationrenter:
https://www.vacationrenter.com/search/Canada?placeId=ChIJ2WrMN9MDDUsRpY9Doiq3
aJk&as=Vacation%20Rentals&utm_source=google&utm_medium=paid_search&utm_cam
paign=18360664492&utm_content=143095798684&utm_term=kwd-
29002274507&match_type=e&network=g&device=c&query=wimdu&location=9021712&ga
d_source=1&gclid=CjwKCAjw4_K0BhBsEiwAfVVZ__mu5f6pisQHkyAuejNZuiGVCS0wRsqJt
bRfcRYVInm2SZdSAvKKiRoCvBMQAvD_BwE&nm=1

All three website have there on unique design. However, they still have the fundamental feature such as destination bar, date, number of travelers, and popular or recommendation places for the customer.

- In Airbnb, there is a wide variety of accommodation options available, including castles, ski-in/ski-out properties, and treehouses.
- They all have a section that recommends places that suit the customer's style.
- Customers can choose a place on the map when they enter the destination name.
- All three websites have the place ranking.
- They also include customer favorites.
- The website also shows the distance to the downtown or the closest town.
- The number of views and reviews added below place information
- The raking of the host is also shown in the information on the place.
- Customers can filter the place by price rank.
- Airbnb also collaborates with celebrities where they are the host.

What connections can you identify between qualitative (video) and quantitative (survey results) research?
- The past trip section should be add because customer tend to go back
- The suggest place is important which is 38.67% of customer know what type of vacation I want, but haven't settled on a destination.

- website should include the detail and suggestion of popular vacation type or destination type because 24.21% of customer I have an exact destination in mind.

What are some of the "pain points" (tensions or frustrations) users are describing as they interact with the Marriott website?
- There some location customer did not know much about.
- The map did help customer to find the place, but the amount of poverty may make customer overwhelming.
- Customer suggested that it will be more helpful if the website can suggest where to go
- Customer suggested that the destinations should include the drop bar where they can see the popular destinations
- Customer suggested that in the popular destination website should include the hover effect which display the information of the property

What kind of experience do you think users wish for?
- The filter in the map will really helpful for customer.
- Customer suggest include the city activities, entertainment place such as movie theater, museum, restaurant around the property.
- More specify about which activities suite for kids and which is suite for adult.
- Filter the type of vacation for example beach, mountain, city and then sort it by location.