



BOOKING.COM

202201085 – Parth Dholariya

202201449 – Priyansh Lathigara

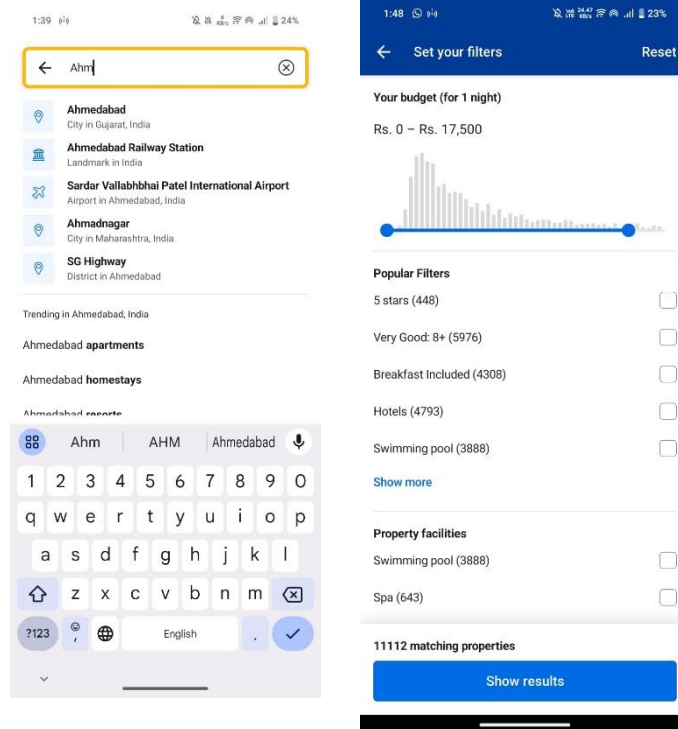
202201482 – Meet Zalavadiya

1. Time - How long it takes to complete an action (Rating : 8 / 10)

- **Search and Filter :**

Booking.com offers auto-suggestions for destinations and properties while typing, saving time for users.

Filters of categories like "Meals" , "Property facilities" , "Property type" , "Free Cancellation" etc... allow users to narrow down options quickly.



- **Express Checkout :**

For returning users, the app enables saved personal information to reduce booking time.

Fill in your info

First Name *
Priyansh ✓

Last Name *
Lathigara ✓

Email Address *
p.lathigara29@gmail.com

Country/Region *
India ✓

Mobile Phone *

Save your details for future bookings ☐

What's the primary purpose of your trip?

Leisure ☐

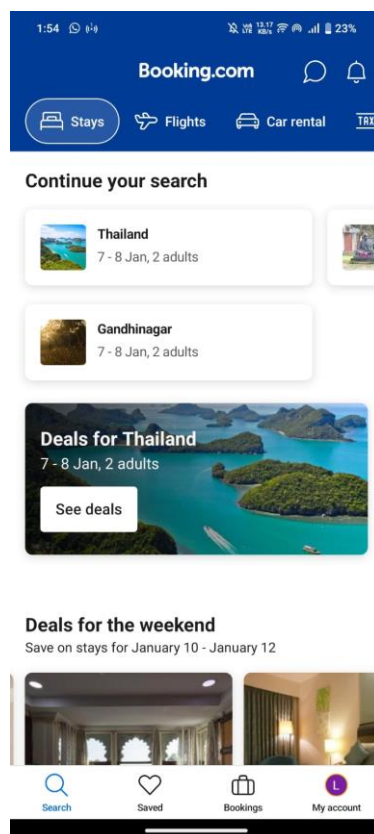
Business ☐

Rs. 1,767 Rs. 857
+Rs. 136.86 taxes and fees

Add missing details

- **Recommendations :**

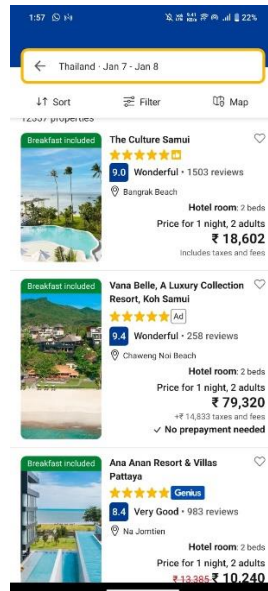
The app provides "previous searches" helping users skip repetitive search processes.



2. Money - The fiscal cost of taking an action (Rating : 8.5 / 10)

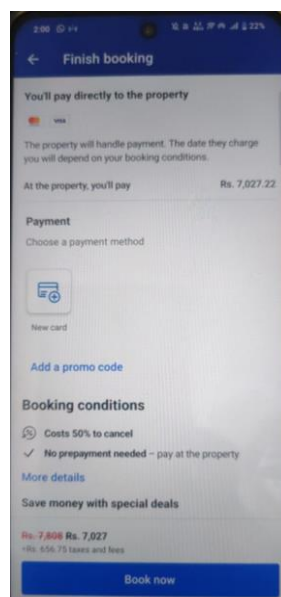
- **Price Transparency :**

Booking.com shows total costs upfront (including taxes and fees) and offers.



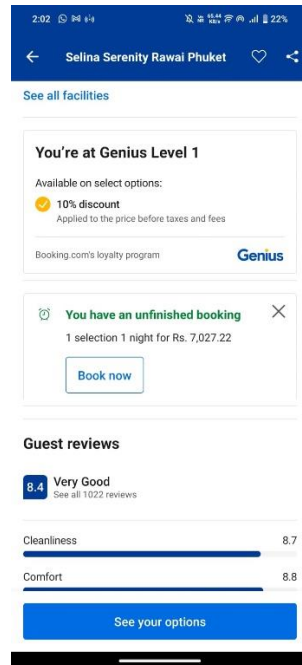
- **Pay Later Options :**

Users can choose to "Pay at the Property" or delay payments, which appeals to those hesitant about upfront spending.



- **Discounts and Offers :**

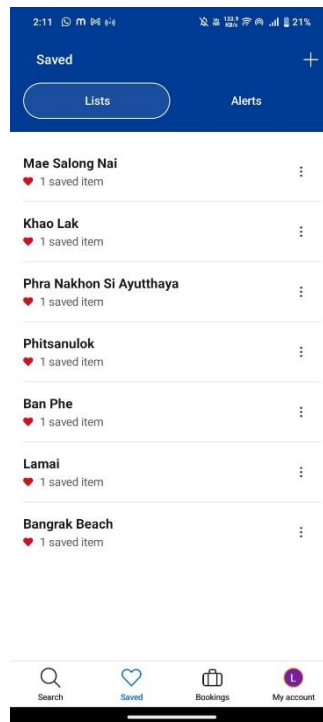
Exclusive discounts for members of Genius Loyalty Program or for long stays (e.g., "Stay for 7 nights and get 15% off").



3. **Physical effort** - The amount of labour involved in taking the action (Rating : 7.5 / 10)

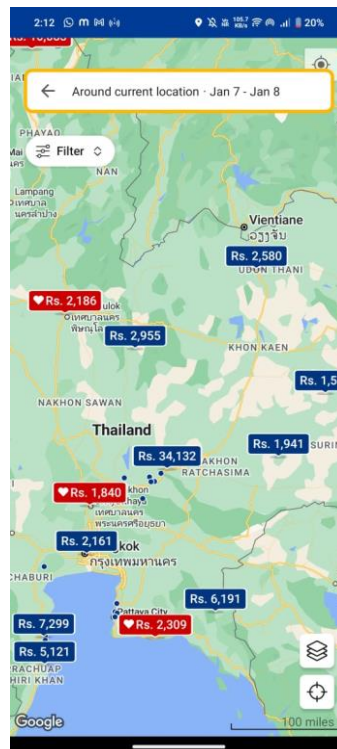
- **Saved Preferences:**

For logged-in users, saved preferences (e.g., “Non-smoking rooms” or “2 adults, 1 child”) eliminate the need for repeated inputs.



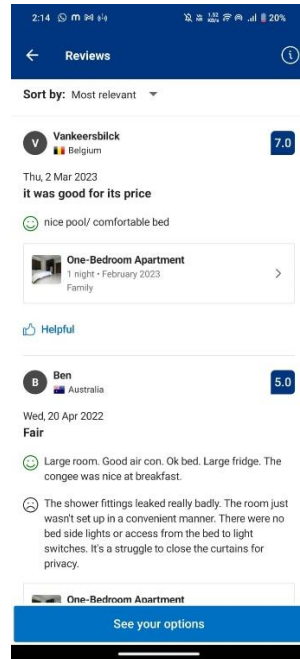
- **Map-Based Search:**

Users can visually explore properties on a map view, making it easier to find hotels near landmarks or specific locations.



- **Quick Reviews:**

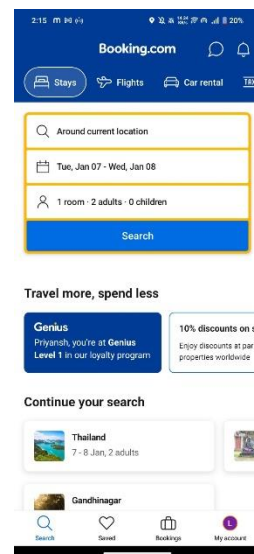
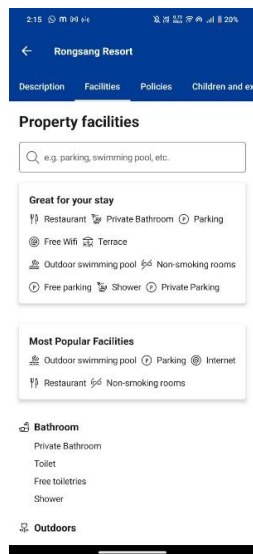
Guests can leave reviews via a simple star rating system without filling long forms.



4. **Brain cycle** - The level of mental effort and focus required to take an action (Rating : 9/10)

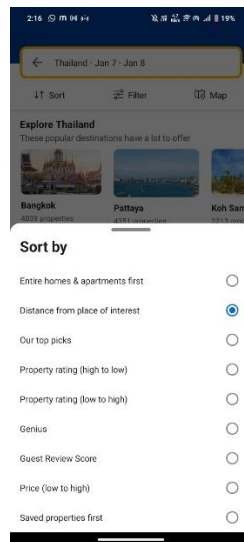
- **Intuitive UI :**

Booking.com uses icons and visuals like breakfast icons, pool badges, or labels, so users can instantly identify features.



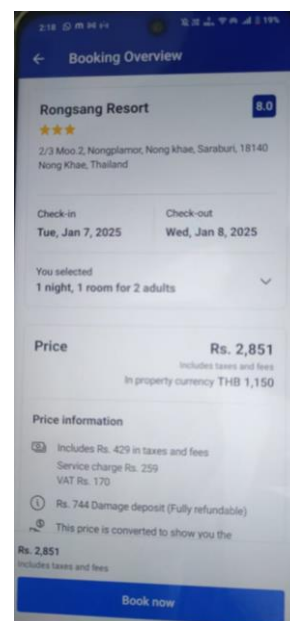
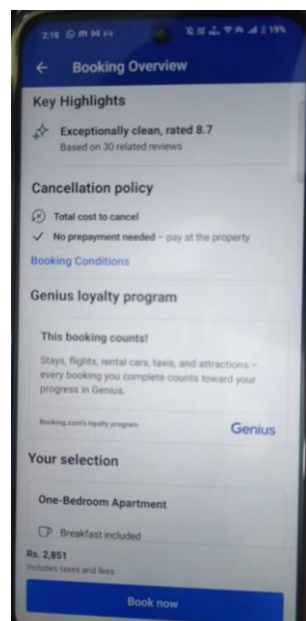
- **Sorting Options:**

The app provides clear sorting choices like “Price (Low to High),” “Top Picks,” etc... to make decisions easier.



- **Booking Summary :**

During the checkout process, Booking.com shows a clear breakdown of costs, dates, cancellation policies, and inclusions, avoiding any hidden surprises.



5. Social deviance - How accepted the behavior is by others: (Rating : 8 / 10)

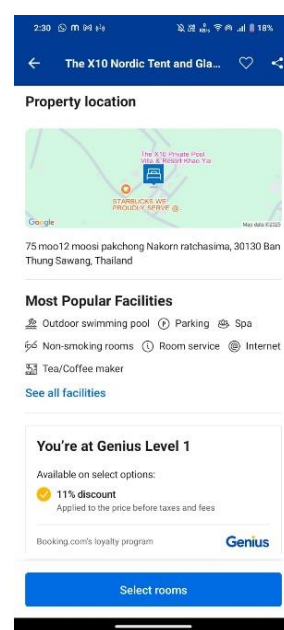
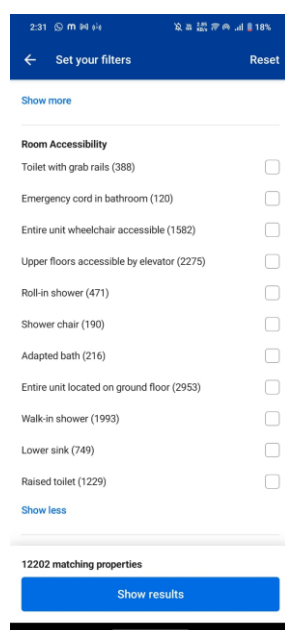
- **Guest Reviews:**

User reviews and ratings help validate user decisions.



- **Family-Friendly Tags:**

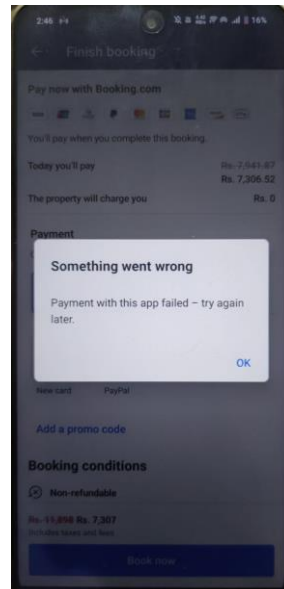
Properties labeled as “Non-smoking rooms” , “swimming pool” , “Games” , “wheelchair accessibility” etc.... cater to societal norms around family travel.



6. **Non-routine** - How much the action matches or disrupts existing routines : (Rating : 7.5 / 10)

- **Payment Failure :**

A user attempts to complete a booking, but the payment is failed.



- **Search Failure :**

A user searches for specific result but finds no available properties.

