**Systems Analysis and Design**

**Phase 1 Research**

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1. **Introduction**

Nowadays, there are many applications that allow instant reservations anywhere in the world. Some of them are names that most of us know, have been used for years, and have now established their place. The purpose of this research is to compare the online hotel room reservation website called **SearchInn (searchinn.com)**, which is just getting ready to enter the Irish market, with its competitors such as **booking.com**, **expedia.ie**, **hotels.com**.

SearchInn is an online hotel reservation site developed mainly for the purpose of searching, comparing and booking available hotel rooms from all over the world. Since it is new to the market and there are now many online reservation sites, it has become important to know the strengths and weaknesses of the site and to promote itself with different and innovative content.

With this research, we will examine the features of rival sites such as interface, usage, booking/editing/cancellation steps, filtering and search options, payment facilities, and we will create a blueprint for SearchInn.

1. **Research**

There are three main competing sites. The first of these is booking.com. Booking is currently the most used site in the hospitality industry in Ireland. As of today, it has 2,563,490 monthly organic traffic (from Ireland). Our second site is hotels.com, which has 600,047 monthly organic traffic and is the 17th most visited page in this sector. Our third site is expedia.ie, which receives relatively less traffic with 320,463 per month (Domain Overview | Semrush, no date). When we look at the three of them, it is not difficult to say that the strongest competitor among them is booking.com.

A screenshot of a website

Description automatically generatedA screenshot of a website

Description automatically generatedA screenshot of a hotel

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The login screens of all 3 sites are very similar to each other. The first input received from the user is the check-in and check-out date, place (hotel name or location) and how many people will stay.

When you press the search button, available hotels on all 3 sites are automatically displayed in the order suggested by the site. The user can make filters such as property type, facilities, meals, property score/star rating, per night price according to his/her wishes. When you click on the recommended hotels, you will be transferred to a more detailed page about the hotel in a separate tab. From the beginning to the end of the page; there is a layout in the form of hotel photos, description, features, available rooms, comments and questions asked to the hotel. After the room is selected, the payment phase begins. On booking.com, hotels can choose options such as advance payment / on-site payment. For a hotel that chooses on-site payment, you cannot pay the money online in advance, even if you want to. For the other two sites, when you go to the payment stage, you are asked whether you want to pay now or later and you proceed accordingly. All 3 sites do not require login/registration to make payment. However, there are encouraging warnings that if you do not log in, you will not be able to earn some site rewards. In the payment section, there are options such as credit card, PayPal and Apple Pay. You choose one, make payment, and your reservation is sent to you by e-mail.

A screenshot of a computer

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Figure 1 A sample "My Bookings" page

There are two different ways to edit or cancel an existing reservation. Users who are logged in and have made a reservation through their membership can directly perform any transaction they want from the My Reservations section. Users who have not registered/login while making a reservation can access their reservations and perform the transactions they want by verifying the information such as confirmation number, pin code, and surname in the reservation e-mail they receive.

You cannot view hotels on all 3 sites unless you enter the date and number of people. In other words, there is no hotel search feature without the purpose of making a reservation. Only verified people who have stayed at the hotel can evaluate the hotels, so the possibility of fake reviews is minimized.

To summarize, these 3 sites are online reservation systems with very similar features. Although they have some different aspects, the main flows are quite similar to each other. SearchInn is inheriting the main flow of these 3 websites and plans to stand out by adding some differences. One of these differences is that users can search for hotels, compare them and ask questions without entering any information. To make a hotel reservation, information such as date and location is entered. At this stage, the user is required to log in/register to make/edit/cancel a reservation. In fact, the purpose of this is to gain customers due to its new entry into the market and to create discounts for registered customers with the support of hotel management. Payments are made by credit card or Apple Pay and all transactions (payment and refund) are provided by 3rd party payment providers in accordance with data protection guidelines.

1. **Scope Statement**

In this comparative analysis, only the main flows of the sites and other auxiliary functions that are expected to be available in SearchInn are compared. Other travel options (flight tickets, transportation, holiday suggestions) offered by the other 3 sites were not investigated. This is because SearchInn is primarily a fast and simple hotel room booking app. At the same time, there are options such as group booking or business travel management on other sites. Currently, SearchInn only accepts individual reservations. That's why these are also excluded from the scope.

**REFERENCES**

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