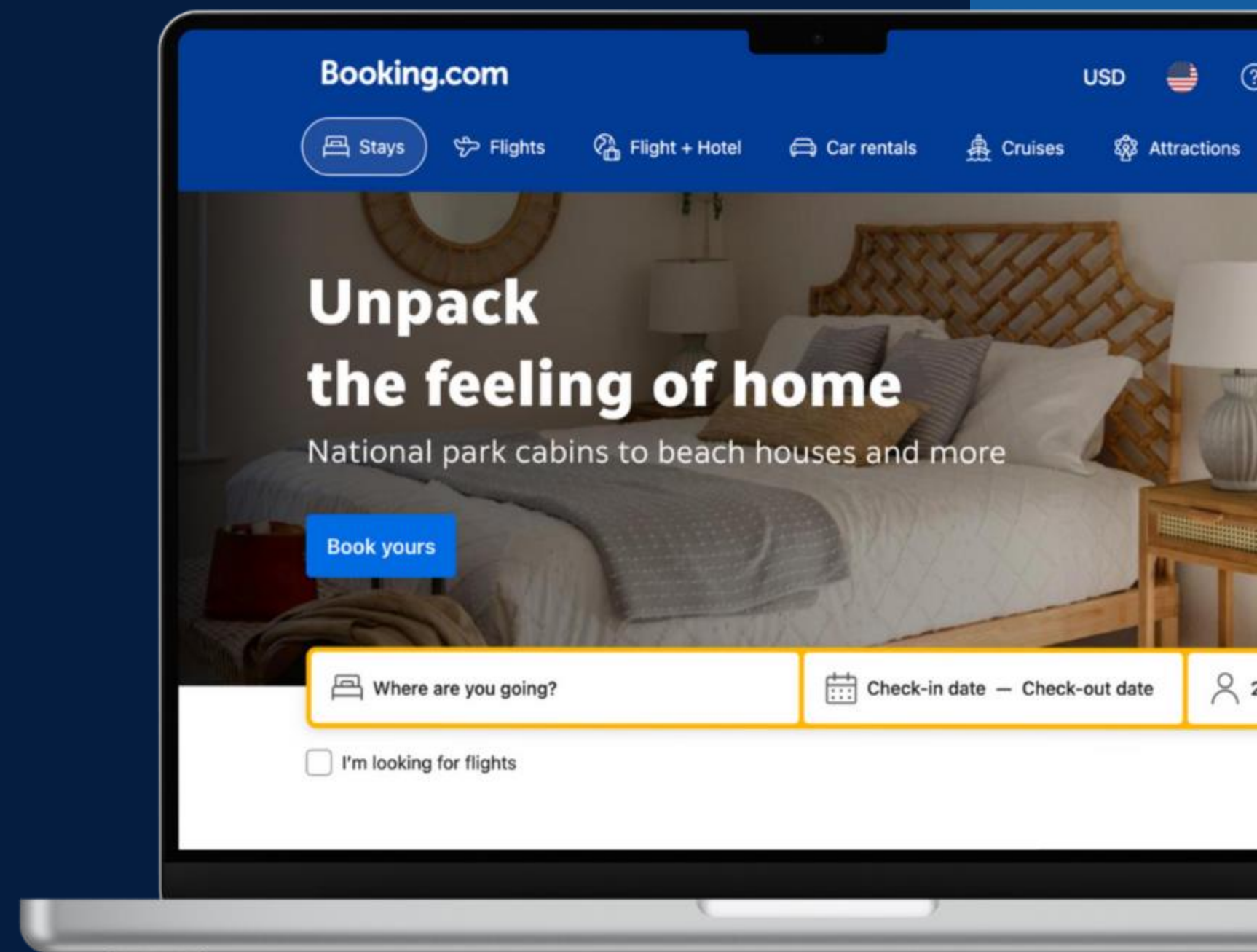




Booking.com

Transparent Pricing Feature



Market Leadership and Business Model

- Booking.com is the leading online travel platform
- One-stop solution for travel accommodation bookings
- Primarily earns revenue through commissions from property owners

Research and Insights

We conducted secondary research using **academic sources, news articles, Booking.com's internal data, and user interviews** with a diverse group of travelers.

Insights highlighted the need for a **transparency pricing model** for the ease of booking.

Problem Space and User Pain Points

Key traveler frustrations include:

- Lack of transparency in pricing, hidden fee
- Unclear cancellation/refund policies
- Confusing booking flows
- Fragmented customer support experience

These issues undermine trust and user satisfaction.

Design Challenge

How might we empower users to make confident decisions through clearer cost communication?

PETER THOMPSON

Age: 42

Occupation: University Professor

Location: Chicago Suburban Area

Income:

Role:



"A vacation should be stress-free. I want a place where my family can relax, and I don't have to worry about the little details."

DEV PATEL

Age: 35

Occupation: Investment Banker

Location: New York

Income:

Role:



"I don't have time to browse. Just give me a reliable, comfortable place to stay for my business trips."

MEGHAN CARTER

Age: 26

Occupation: Freelance Advertiser

Location: Missoula, Montana

Income:

Role:



"I travel for experiences, not luxury. As long as it's budget-friendly and well-located, I'm in!"

DAVID KIM

Age: 65

Occupation: Retired Bank Manager

Location: San Diego, California

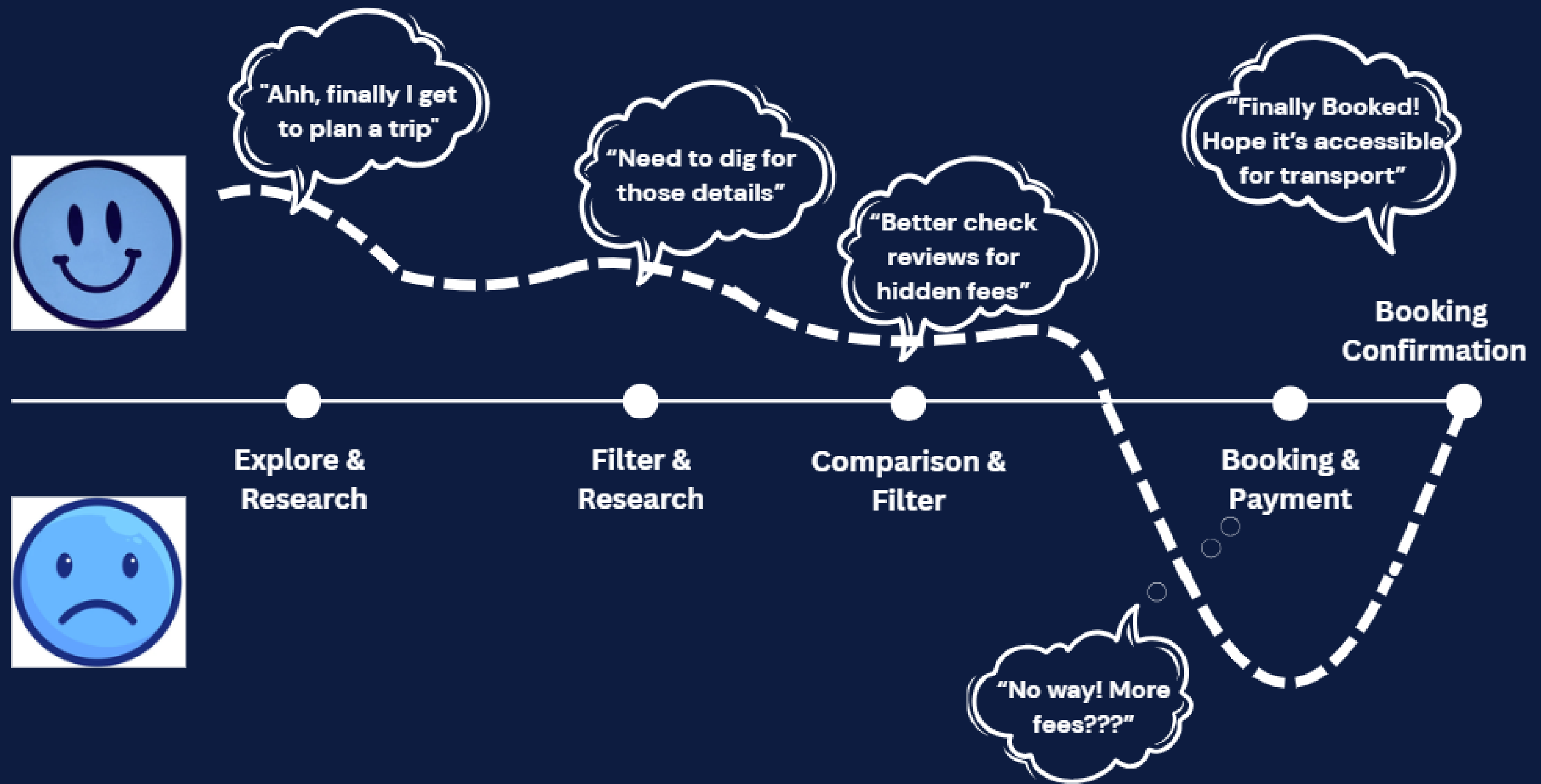
Income:

Role:



"When I book a trip to see family, I just want it simple, clear steps, big text, no sneaky fees, and straight talk on wheelchair access. Just let me pay safe and cancel easy."

USER FLOW



CONCEPT EXPLORATION



OVERLAY

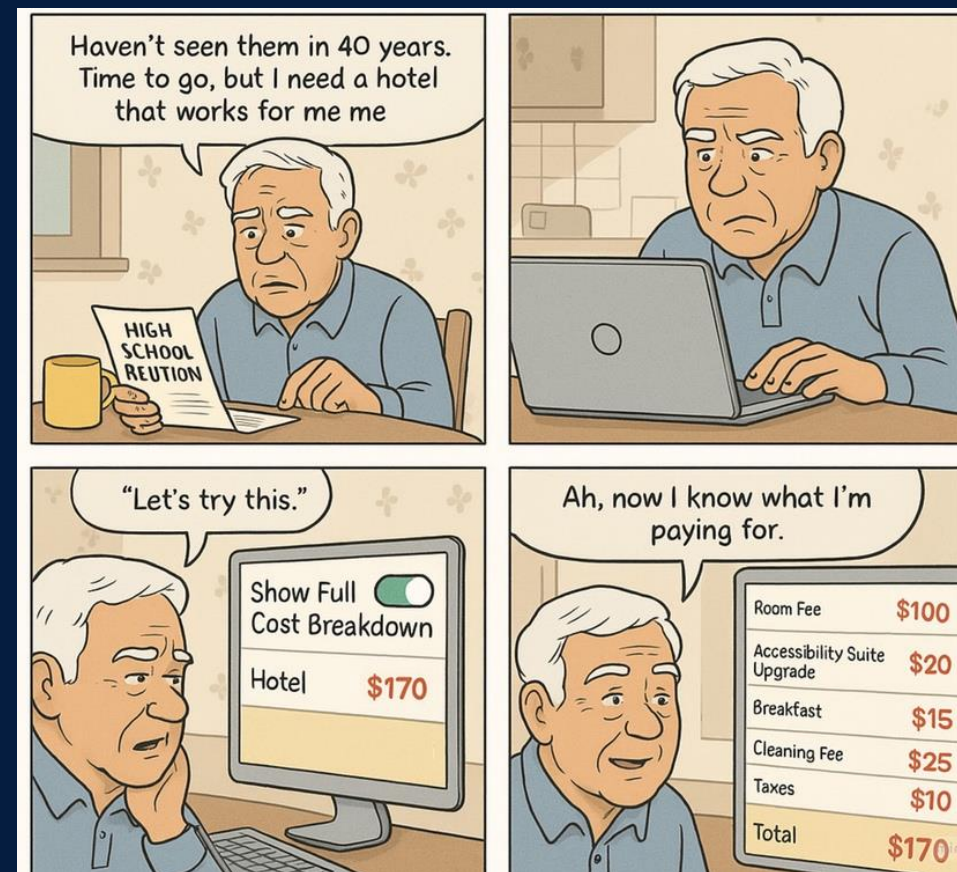
- Shows a pop-up display with full price details when users click on the hyperlink
- Designed to offer clear cost details without leaving the search results



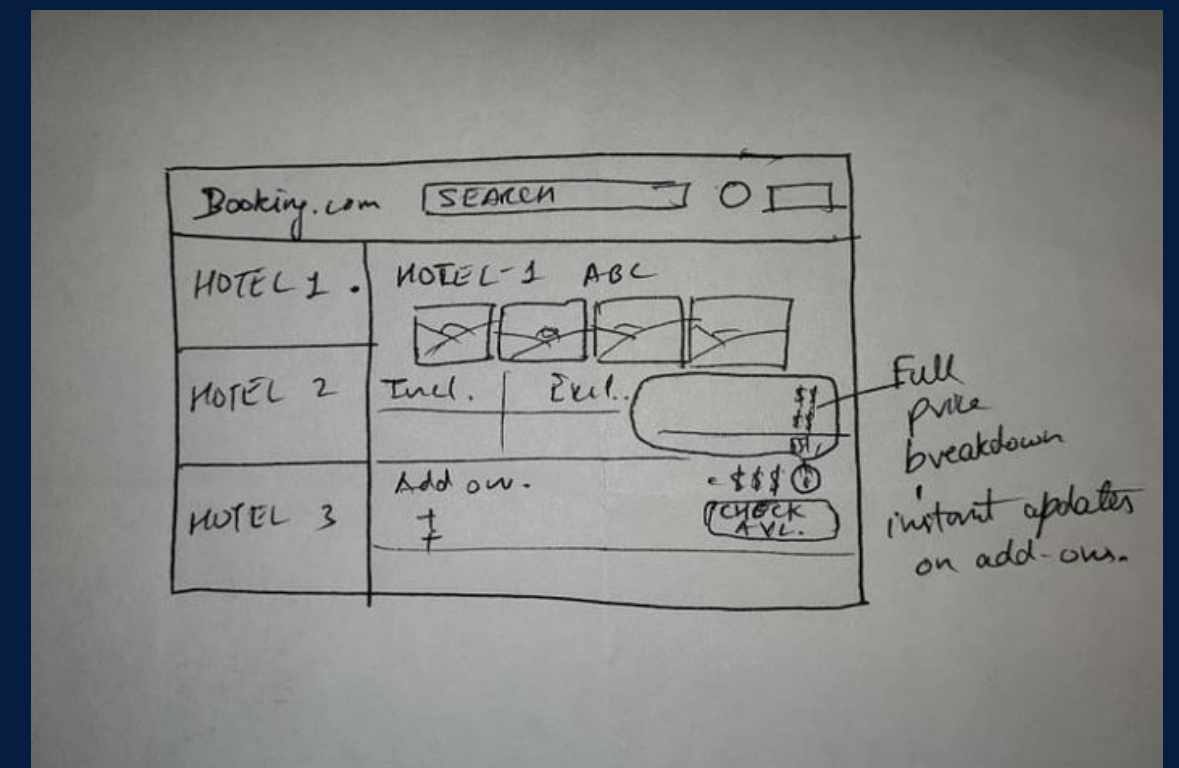
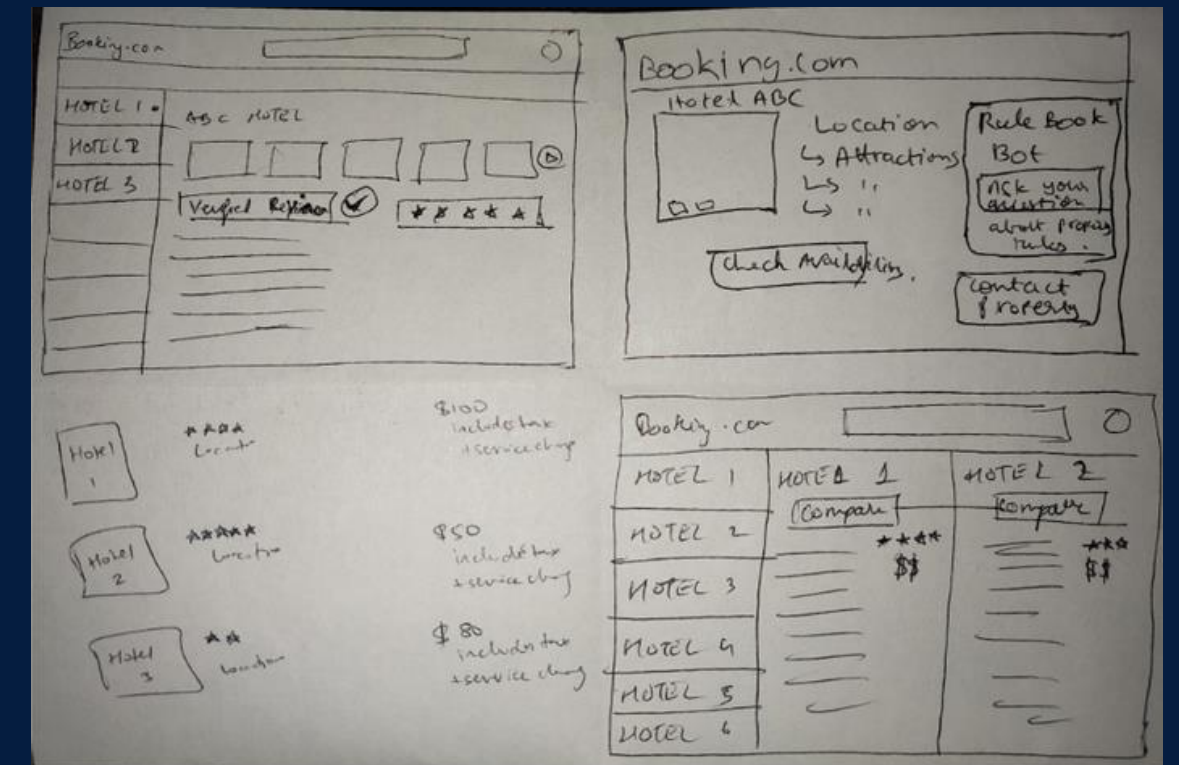
TOGGLE SWITCH

- Lets users opt to reveal full prices directly in the listings
- Provides a customizable experience while browsing multiple properties

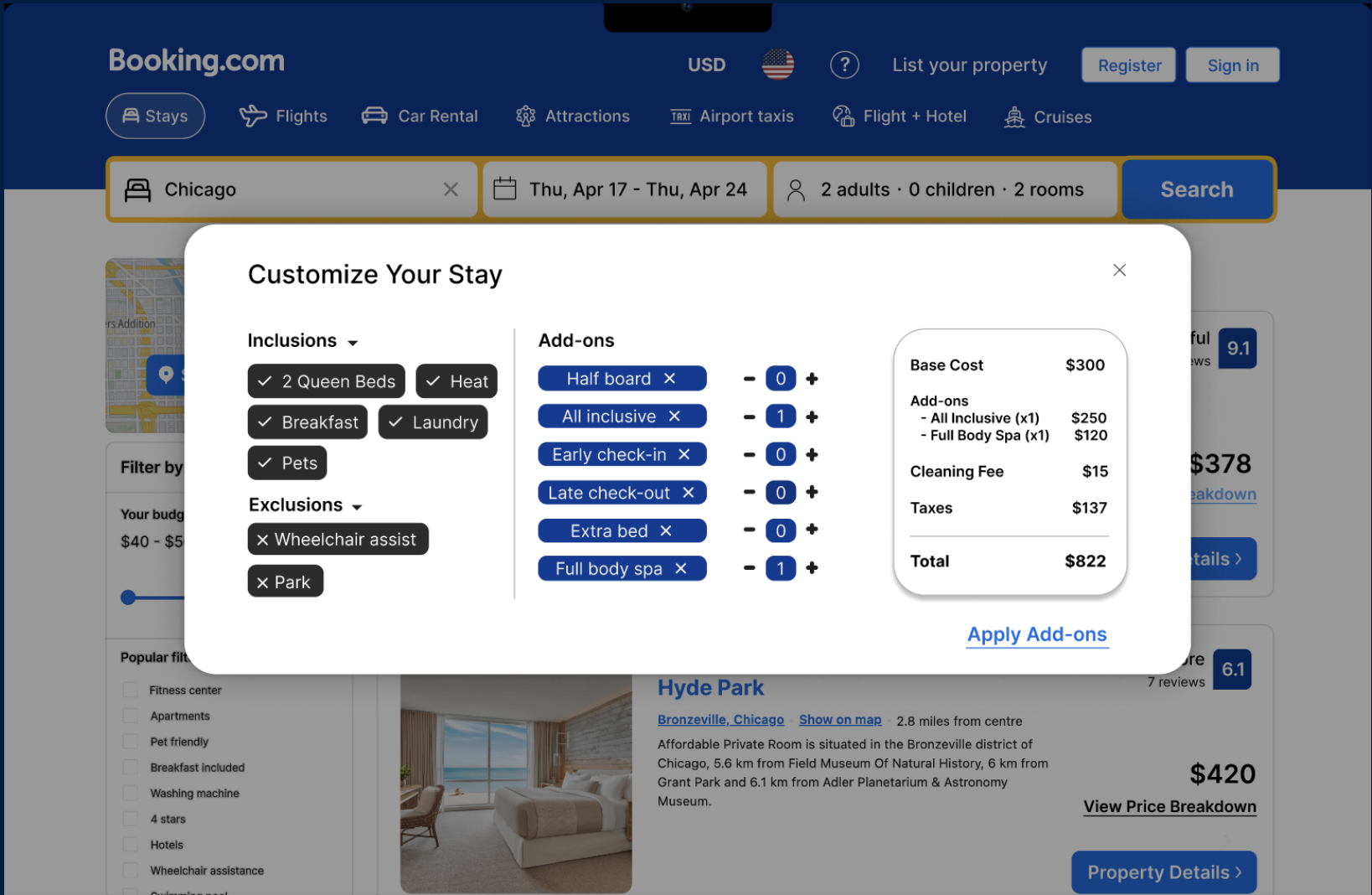
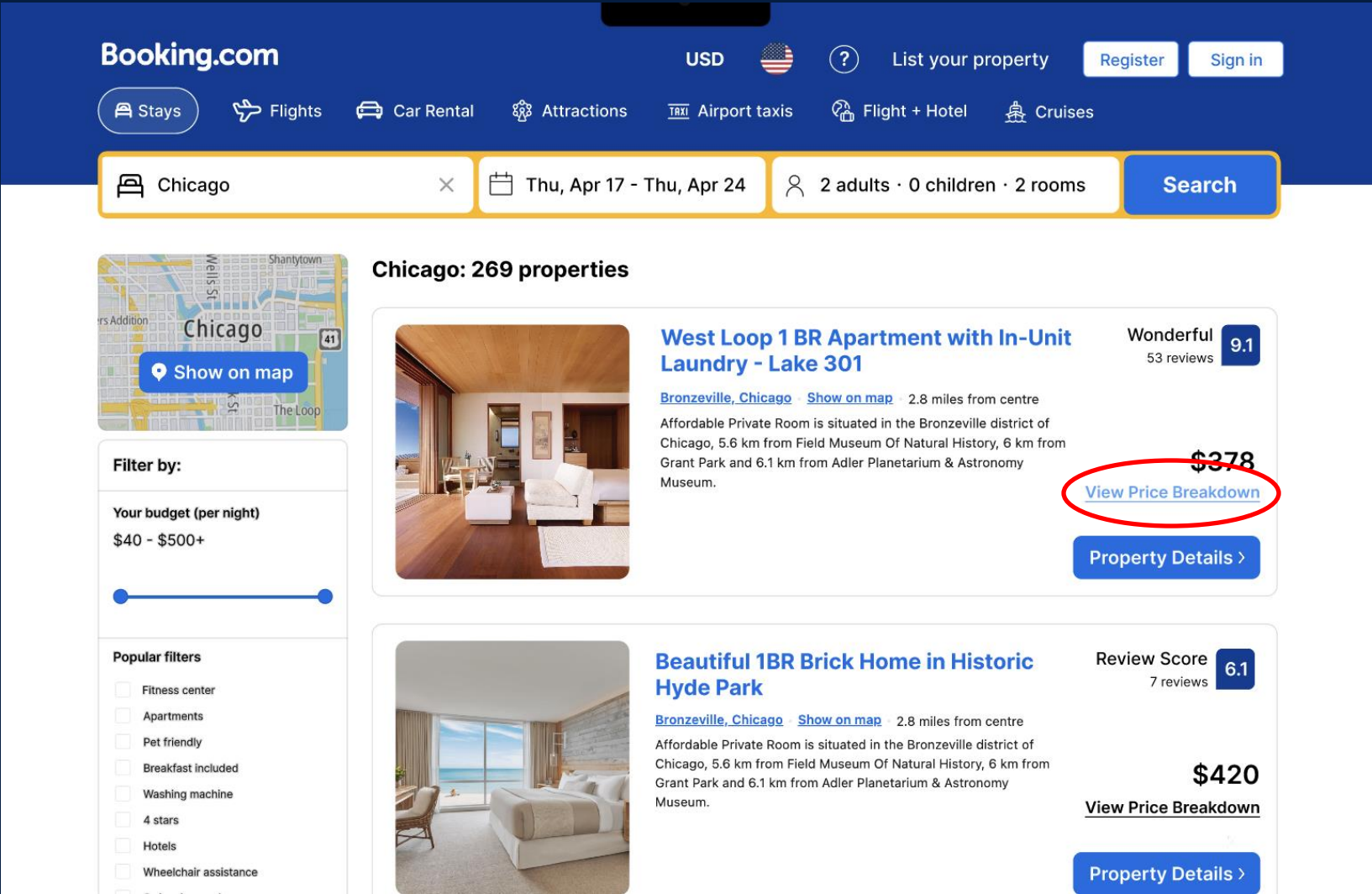
STORYBOARDING



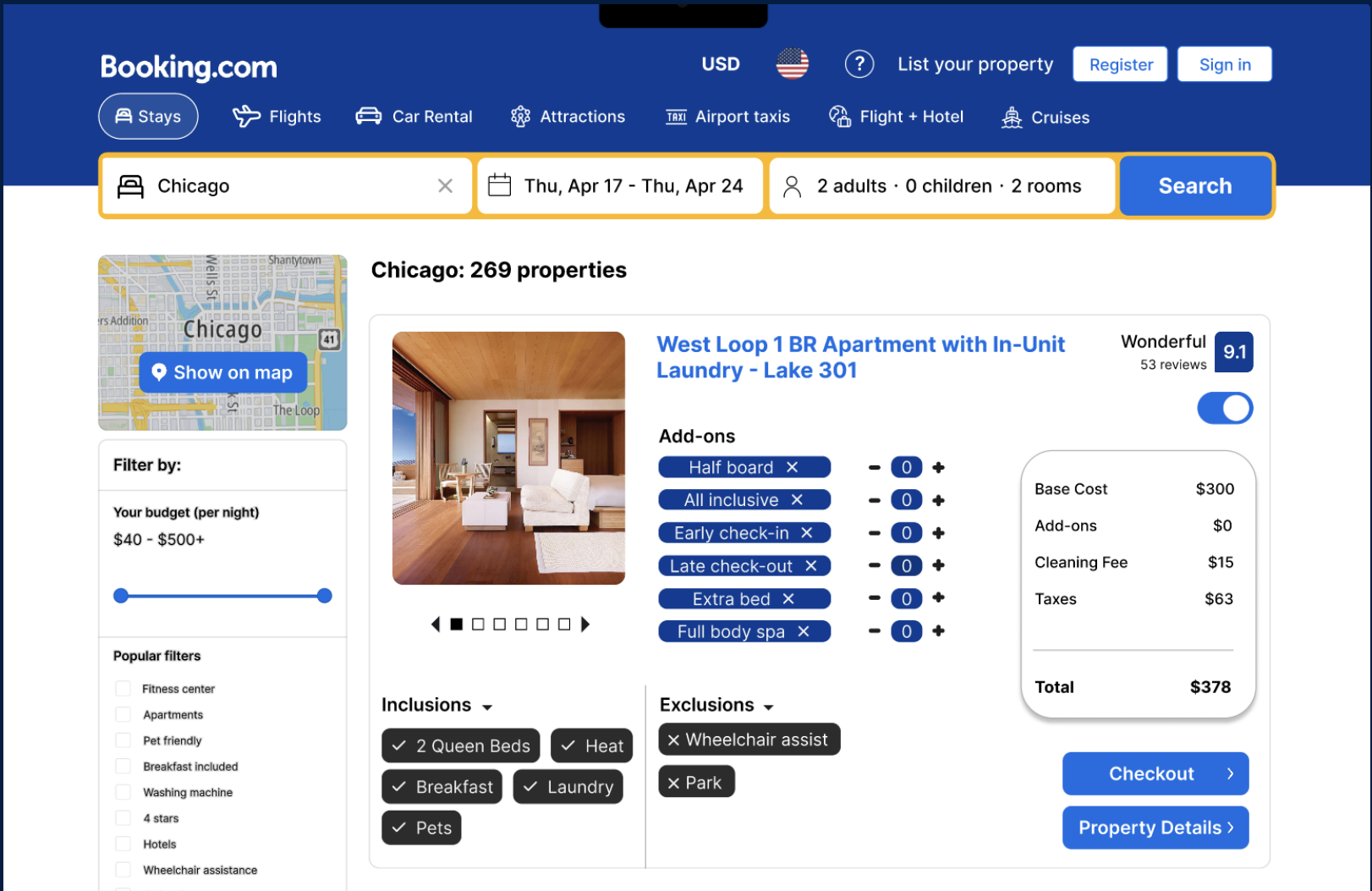
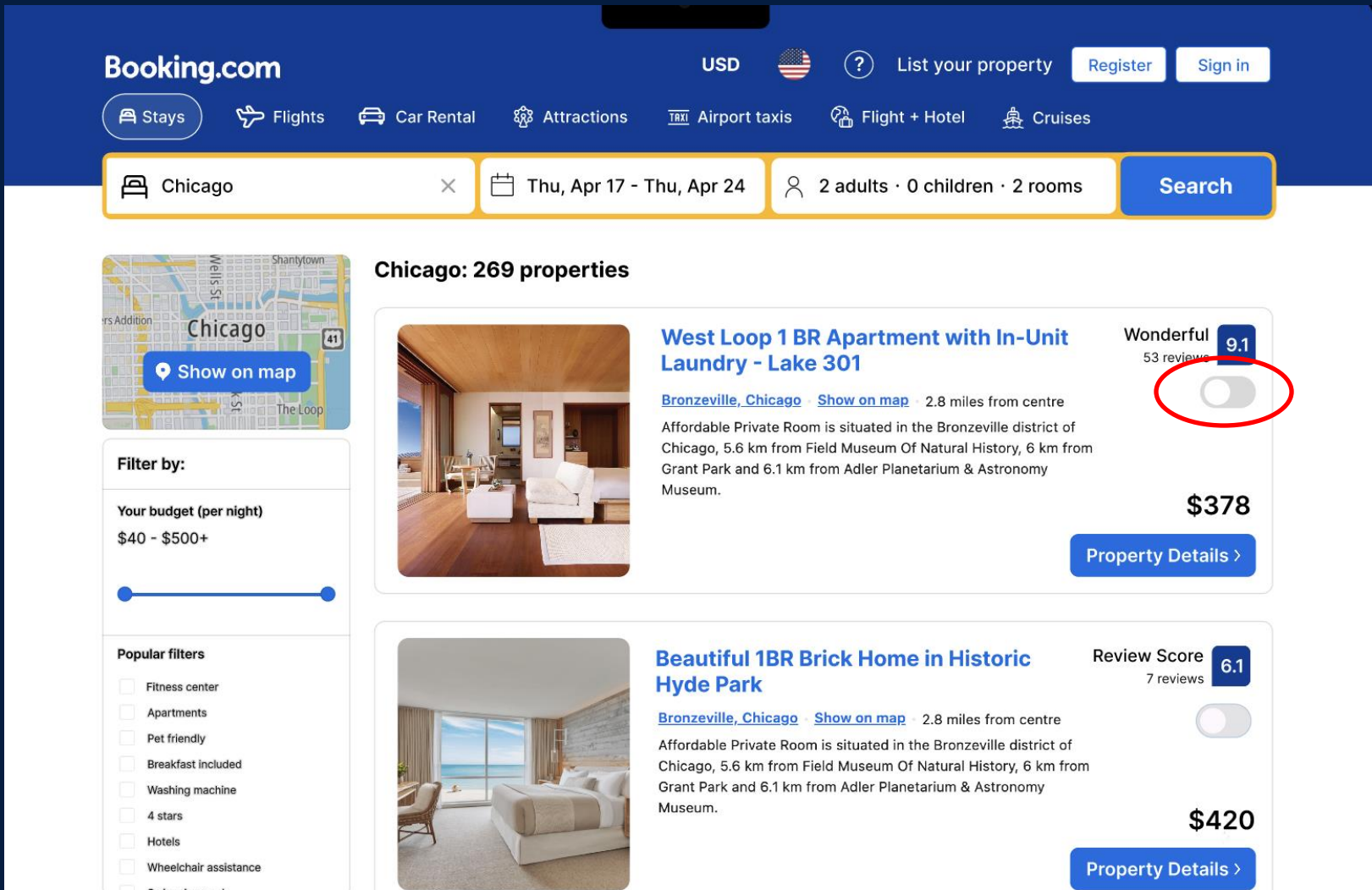
SKETCHES



HI-FI PROTOTYPE 1: OVERLAY



HI-FI PROTOTYPE 2: TOGGLE SWITCH





Vasudha Acharya

★★★★★

10 Exceptional • 15 reviews

[Listen to the interview >](#)

Someone who is mindful about pricing and seeks the best deals when booking travel



Liza Azzara

★★★★★ **Genius**

8.1 Very good • 154 reviews

[Listen to the interview >](#)

Someone who is tech-savvy and comfortable booking travel online



Zehra Vajid

★★★★★ **Genius**

8.1 Very good • 154 reviews

[Listen to the interview >](#)

Frequent traveler who values convenience and variety in accommodation options

MEET OUR TRAVELERS

We selected participants who matched our target demographic of frequent travelers who are highly engaged with booking accommodations online and have a strong interest in discovering and reviewing new destinations.

KEY QUESTIONS

Question 1

How easy or difficult was it to find and use the price transparency feature?

Question 2

At any point, did the pricing information feel unclear or confusing?

Question 3

What changes or improvements would make the price transparency feature more helpful to you?

WHAT WE HEARD FROM OUR USERS

“ The pop-up blurred the background, so I could only focus on it. ”

“ The pop-up isn't that user-friendly. ”

“ Visually, the toggle was easier to spot. If you're not clicking on it, you can't understand its purpose. ”

OVERLAY DESIGN

TOGGLE SWITCH DESIGN

“ I was confused if the pop-up would support scrolling or would the size be bigger if there are a lot of add-ons. ”

“ It is less cluttered and clean. It's all neatly laid out here. ”

“ It's nice to browse around without actually adding it to your cart. ”

KEY INSIGHTS



Clear Price Breakdown Solves Hidden Fee Concerns

Users appreciated seeing the full cost; including taxes and fees, before checkout, which addressed frustration around surprise charges.



Add-On Summary Enhances Decision-Making

Participants valued the ability to view totals with or without add-ons in one place, making cost comparison simpler and more transparent.



Toggle Button Improves Usability

The toggle for viewing breakdowns was easy to spot, intuitive to use, and allowed users to compare multiple properties without leaving the page.




Feature Visibility Needs Improvement


While the toggle worked well, users didn't immediately understand its purpose. Clearer labeling or highlighting is needed to increase engagement.


WHAT WE CHANGED


Booking.com


USD  ? List your property [Register](#) [Sign in](#)

[Stays](#) [Flights](#) [Car Rental](#) [Attractions](#) [Airport taxis](#) [Flight + Hotel](#) [Cruises](#)

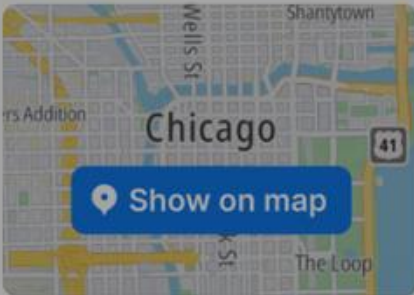
 Chicago



 Thu, Apr 17 - Thu, Apr 24

 2 adults · 0 children · 2 rooms

[Search](#)



[Show on map](#)

Filter by:

Your budget (per night)
\$40 - \$500+

Popular filters

☐ Fitness center

☐ Apartments

☐ Pet friendly

☐ Breakfast included

☐ Washing machine


☐ 4 stars

☐ Hotels

☐ Wheelchair assistance

☐ Swimming pool

Chicago: 269 properties



West Loop 1 BR Apartment with In-Unit Laundry - Lake 301


Wonderful 9.1
53 reviews

See total cost upfront

Toggle on to view full price breakdown.

\$378

[Property Details >](#)



Beautiful 1BR Brick Home in Historic Hyde Park

Review Score 6.1
7 reviews

\$420

[Property Details >](#)



 Stays

 Flights

 Flight + Hotel

 Car rentals

 Cruises

 Attractions

Confirmed

Thank you for joining us on this design journey!

- ✓ We explored [traveler frustrations](#) and uncovered [key insights](#)
- ✓ We designed and tested solutions grounded in [real user needs](#)
- ✓ Our transparency [toggle prototype](#) is ready for the next phase



Print full version



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