

Analyzing Booking.com and trivago

The 8 golden rules of interface design

1. Strive for Consistency
2. Enable Frequent Users to Use Shortcuts
3. Offer Informative Feedback
4. Design Dialog to Yield Closure
5. Offer Simple Error Handling
6. Permit Easy Reversal of Actions
7. Support Internal Locus of Control
8. Reduce Short-Term Memory Load

Taking into account the 8 Golden Rules of Interface Design, we have arrived at the following results:

1. Booking.com seemed pretty consistent, but in some sections of the web page the images were in different sizes in the same section, particularly in the discount section as the number of elements are odd numbers but it isn't very worrying because it maintains almost the same layout in other sections.
2. In addition, the amount of filters and possibilities that the web page offers the user a lot of possibilities for searching the hotel. As a counterpart, the webpage doesn't seem very suitable for blind people.
3. The feedback that the website offers to the user is kinda minimal because it only changes the form of the cursor and the colors but, the contrast when you use "tab" to navigate through the web is almost unnoticeable so a colorblind person could find it a little bit more difficult.
4. Nonetheless when you make a reservation, the page offers you a reservation resume with all the data but it doesn't have a dialogue when you make a filter for your searches, it only changes the html and that's it.
5. About exceptions, the most important one that booking faces is the missing data that the user may not fill when making a reservation, so it advises the user that something is missing and doesn't let the user continue with the process.
6. Booking offers a good reversal in any moment because it permits the user to go back to the previous html if you want to, for example, change some filters.
7. To keep users in control, booking asks the user for information for all searches that you make instead of offering accommodations taking into consideration data from other sources, so it only notifies you about discounts.

8. Finally, Booking shows the data that the user gave in previous steps like the filters made or the destination that the user specified before. In addition, they offer you to register or login with an account so you can specify your personal data once and not every time you have to do a reservation but they don't save your bank account because it is understood that it is very sensitive information that can change easily if you want to pay in other ways such as Paypal for example.

1: Trivago's web page is very reliable, it is very simple to understand and always maintains the same layout so the client won't be lost if he/she misclicks something.

2: In terms of filters Trivago has more than enough to help the client in their searches, but the web site doesn't provide any kind of support to blind people.

3: Trivago's web page doesn't have much feedback with the user, usually keeps the same page and changes a few things.

4: Making a reservation in Trivago is easier than other pages, and it is friendly with people that don't have a good relationship with web pages or technology.

5: In terms of exceptions or problems inside the web page, they are used to remind the client to meet all the requirements of the reservations or payment methods.

6: As a web page dedicated to making reservations at hotels Trivago provides to the users an easy way to undo filters or even reservations.

7: Trivago doesn't keep their users under control, they have been using the same interface for a lot of years and it doesn't seem that they are going to change it.

8: Trivago always shows the parameters of your searches, because it's all made on the same page, also Trivago offers you to create an account and login for receiving notifications of your reserves and promotions or discounts.