Affinity Mapping

Competition

Competition

search:
- Google

hotels:
- booking.com
  - airbnb
- hotels.com

flights:
- momondo
  - opodo
- kiwi.com

cars:
- rentalcars
- check24

Activities:
- GetYourGuide
- with locals

United airlines app is the king of airline apps in user experience

inspiration

inspiration often comes from friends, family wish for relevant non invasive inspiration on booking platform would be appreciated

inspirations also equaly come from
- travel blogs
- top deals
- popular destinations

travel blogs, look at some Instagram pictures of people traveling, prices- cheap flights

people have "travel lists" instead of activities or things they want to do

tourist information & google for search

User behaviour & preference

travel

traveling for events / festivals

Short trips 3 to 4 days, on holidays 1 week or 2, for longer trips, more than 2 months

I like to explore new places, experience new cultures and also like some sport activities, in general opt for something new.

short get-aways are popular

multiple trips per year are common → the right offer at the right time can turn into a sale

travelers value
- active holidays
- culture
- food

travel 3 to 4 times a year.

Low budget, small treats in between like Classes, something interest i want to learn e.g diving, cooking school

reviews

ratings are important and the general reference of decisions

ratings need to be trustworthy, more specific (customized to booking)

users also follow their intuitions what's best / appealing / trustworthy

direct booking with companies preffered

want best deals and discounts

comparing offers is important

users tend to compare through multiple plattforms

Rentals & Transportation

motorcyclist have very specific requirements (secure parking) and need detailed trustworthy information

rent a scooter to explore the entire island because its less expensive.

Car public transport bicycle

are popular

car rental: uncomplicated insurance with native support very important

Public transports, scooters, E-scooter risky .....

food

local food is preffered

travelers are open to try unknown cuisine

acco

motorcyclist have very specific requirements (secure parking) and need detailed trustworthy information

holiday apartments are the second choice

camping is popular as 3rd choice

Accommodation needs to be available for single, double and family / friends

price

price is important

25% users have a daily budget of 100-250 €

As a frequent traveller i most times know the prices to different places depending on location i.e knowing what's expensive or not. most times the offers you get as well

50% users have a daily budget of 20-50 €

opportunities

most would like to travel more / try to travel as often as possible

time and money is an issue for traveling more

personalized offers on time alerts for relevant deals only could lead to more bookings

info about family / kids friendly or adults "only" wanted

deal packages with one booking only

Problems

struggle with adjusting the search to my needs because i like to be specific, in terms of comparing different countries id like to travel to, time range i.e when to leave and when to come back.

good filters & sorting essential

search, filter, sorting options wanted

Booking is not the main issue for me, its about the price. When i try to book its either the price automatically increases after filling all the details.

higher price policy without cookies upsetting → less app use for booking?

deal alerts wantend for relevant ones only

major data immediately visible and prominent

insufficient description

to much irrelevant content & advertising

price per night and info if room or per person often not visible directly

booking subpages are aweful to handle, bad UI and UX

airBnb activites are expensive