



Tablet Hotels

Search Audit and Competitive Analysis

March 17, 2021



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Overview

We reviewed the tablethotels.com site with the goal of improving both search experience flow and functionality to match the needs of our target audience and support strategic business goals.

This discovery deck focused on the search experience (search module and search results screens). The observations and gaps we found are documented in this audit, along with recommendations for improvement.

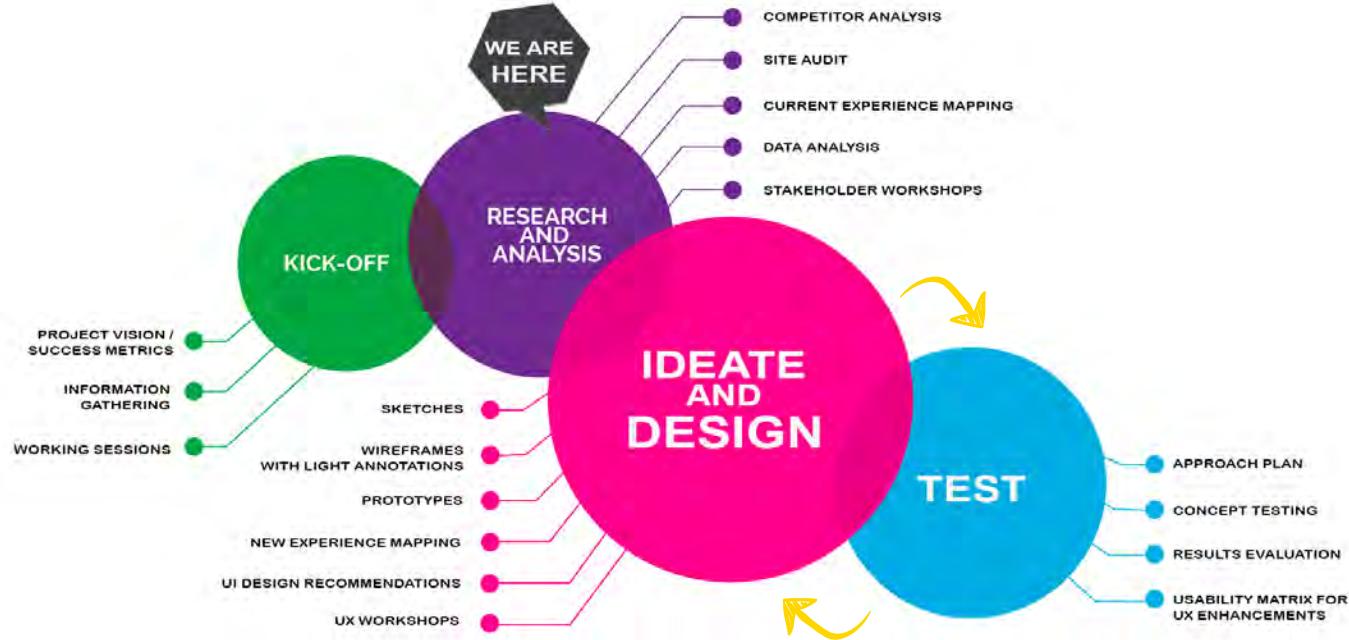


What is Discovery?

Discovery is the first phrase of UX-design process that involves researching and analyzing the magnitude of the problem space, outlining what aspect of the problem(s) to be solved.

The final output from the discovery phase is the usability workshop which will result in a shared vision to set the project off in the right direction. The workshop will focus on the high-priority usability problems first to help inform the next phrase of design ideation and testing.

Methodology



Design Principles

Below are five usability design principles used to analyze our discovery efforts

| | |
|--------------------------|--|
| Visual indicators | Visual cues or compelling indicator that helps user understand the how an item operates and includes both its perceived and actual functions |
| Data Transparency | Putting user in control and being upfront to help users learn and remember how the site works, instead of using jargons or advertising titles. |
| Consistency | Don't force people to learn something new every time they get to a new page or other part of the site. |
| Find-ability | Information needs to be findable and easy to navigate. |
| Scan-ability | Laying out content so it's easier to scan. Summarizing the most important content and visual design information. |

Competitive Landscape



KIWI COLLECTION



Direct Competitors

OK Average Good

| | AMERICAN EXPRESS | RELAIS & CHATEAUX | Smith Mr & Mrs Smith | KIWI COLLECTION |
|-------------------|------------------|-------------------|-------------------------|-----------------|
| Visual indicators | 👍 | 👍 | 👍 | 👍 |
| Data Transparency | 👍 | 👍 | 👍 | 👍 |
| Consistency | 👍 | 👍 | 👍 | 👍 |
| Find-ability | 👍 | 👍 | 👍 | 👍 |
| Scan-ability | 👍 | 👍 | 👍 | 👍 |

American Express Fine Hotels & Resorts

Visual indicators:

[Perks] provides visibility into what experience credits (member benefits) are available with the resulting hotels list. This in turn can be sorted.

1. States what search result is currently presented.

Consistency:

2. **[Filters]** Filters are always in the same format with the same categories and only relevant tags are enabled.

Scan-ability:

3. **[Hotel Data]** Hotel listing briefly states the main feature of the hotel, experience credit, the location, photo slideshow, and member credit that applies.

The screenshot shows the American Express Fine Hotels & Resorts website. At the top, there are navigation links for 'FINE HOTELS + RESORTS', 'Hotel Finder', 'Destinations', 'Our Brands', 'Get Inspired', 'Your Benefits', and a search bar. The main heading 'Your Destination Awaits.' is displayed, followed by a '1 EXPERIENCE CREDIT' indicator. Below this, a search for 'Japan' is shown with a 'View Map' button and a '31 Properties' link. The results list two entries: 'Aman Kyoto' and 'Aman Tokyo', each with a location pin, a photo, and a brief description. A 'Refine Your Results' modal is overlaid on the page, showing filters for regions (United States, Canada, Mexico, etc.), ambience (Romantic, Historic, Artistic), environment (Metropolitan, Tropical, Beachfront, etc.), guest experience (All-Inclusive, Family Friendly, Pet-Friendly, etc.), and features & activities (Spa On-Site, Fitness Center On-Site, Restaurant and Bar, etc.). The modal also indicates '12 hotels match your interest' and buttons for 'Update Filters' and 'Clear All'.

American Express Fine Hotels & Resorts

Data Transparency:

1. **[Search Criteria]** User's ability to search on the following data-points:

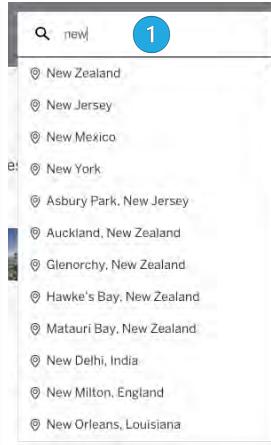
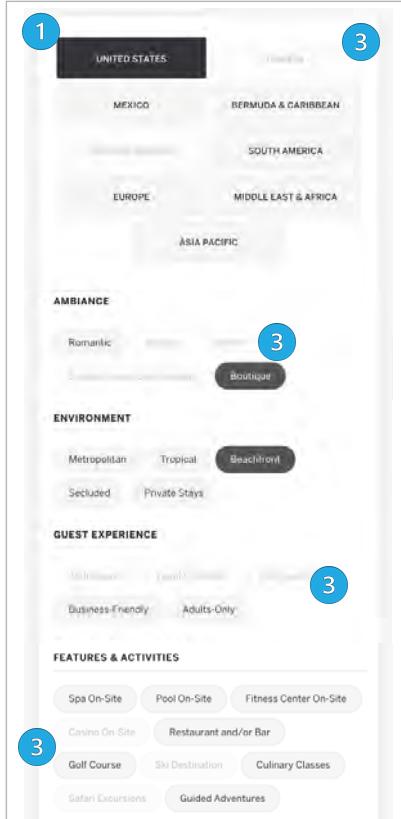
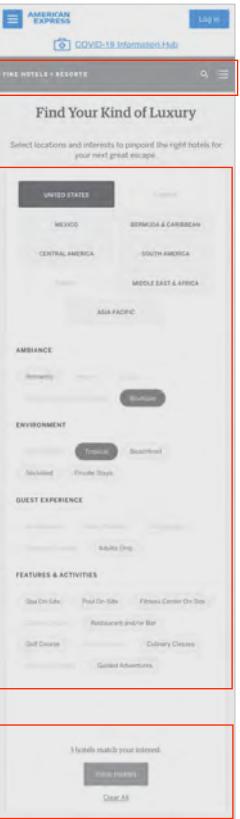
- Region
- Ambiance
- Environment
- Guest Experience
- Features & Activities
- Location (By City, State, Country from search)

2. **[Hotel Data]** Number of hotels that match the search criteria is reflected with each filter selection to show that the filters are affecting search results.

Visual Indicators:

3. **[Filters]** Selected filters cause other filters to become disabled to show that the options are exclusive of one another.

Search Module



American Express Fine Hotels & Resorts

Consistency:

1. **[Filters]** Filters are consistent with the search filters and user is able to see the number of results updated w/ filters open.

Data Transparency:

[Perks] provides visibility into what experience credits (member benefits) are available with the resulting hotels list.

2. States what search result is currently presented.

Search Results

The image shows the American Express Fine Hotels & Resorts search results interface. At the top, there are two mobile device screenshots. The left one shows the search filters for 'Food & Beverages' and 'Private Transfer' with a red box highlighting the 'Food & Beverages' section. The right one shows the results page with a blue circle labeled '2' indicating the current result. Below these are five hotel cards: 'Abury Ocean Club' (Food & Beverages), 'Castle Hill Inn' (Food & Beverages), 'Fisher Island Club Hotel & Resort' (Food & Beverages), 'Hayley Villas at Grand Wales' (Food & Beverages), and 'Little Palm Island Resort & Spa' (Food & Beverages). Each card includes an 'EXPERIENCE CREDIT' badge. To the right of the results is a sidebar titled 'Refine Your Results' with a 'Select region(s) and interests' input field and a list of regions: UNITED STATES, MEXICO, SOUTH AMERICA, EUROPE, and MIDDLE EAST & AFRICA. A blue circle labeled '1' is on the 'Update Filters' button, and a 'Clear All' link is at the bottom.

American Express Fine Hotels & Resorts

Data Transparency:

1. **[Perks]** provides visibility into what experience credits (member benefits) are available with the resulting hotels list.

Visual indicators:

2. **[Hotel Data]** Search results also allow for a map view as a way to place each hotel visually.

Search Results

The image displays three screenshots of the American Express Fine Hotels & Resorts mobile application. The first screenshot shows a list of 7 hotels, with the first two, Asbury Ocean Club and Castle Hill Inn, highlighted with a red box. The second screenshot shows a detailed view of the Asbury Ocean Club, featuring a large swimming pool and lounge chairs, with an 'EXPERIENCE CREDIT' badge indicating a US\$100 food and beverage credit. The third screenshot shows a map view of the United States, with a location pin and a 'View List' button. The interface is clean and modern, using a combination of cards and a map for visual representation.

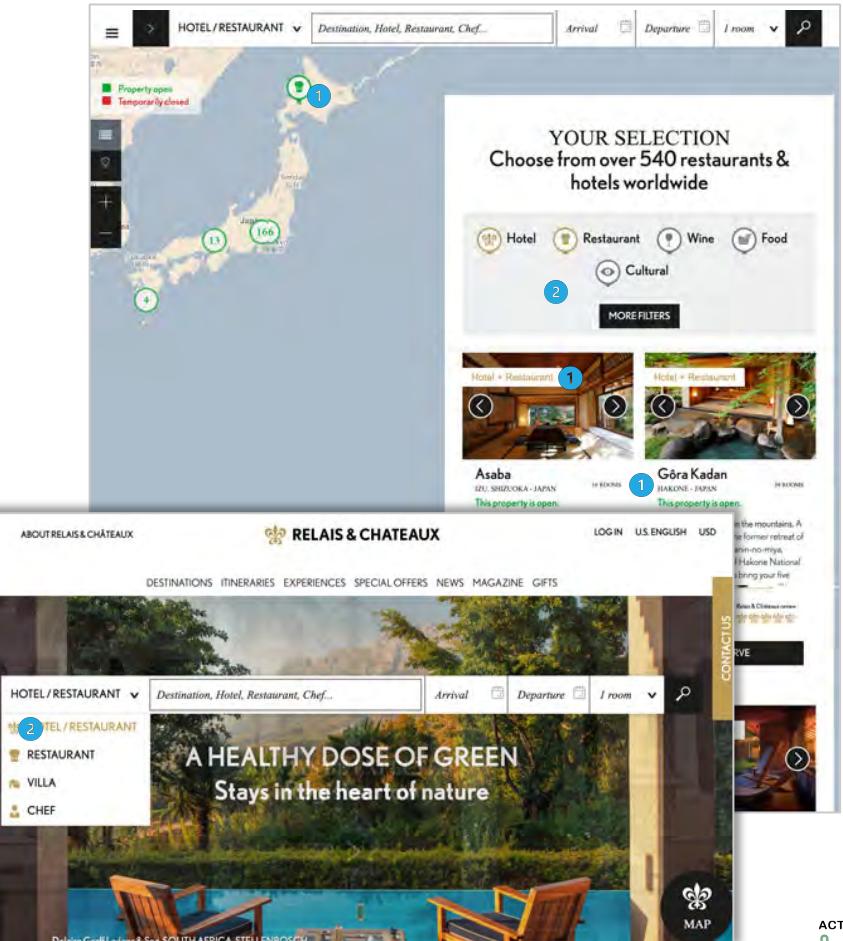
Relais & Chateaux

Visual indicators:

1. Search results list next to the map is helpful, offering options to visually map or look at the list.
 - **[Perks]** Everything is labeled so the user is aware of what's being communicated, i.e., icons and "Hotel + Restaurants" labels.
 - **[Hotel Data]** Lists number of rooms at each hotel.

Find-ability:

2. **[Filters]** Search includes selecting type of hotel as part of the focal point when running the search.
 - Type of hotel is filterable on the results page.
 - Other filters are hidden away but accessible when needed.



Relais & Chateaux

Data Transparency:

1. **[Search Criteria]** User's ability to search on the following data-points at any time:

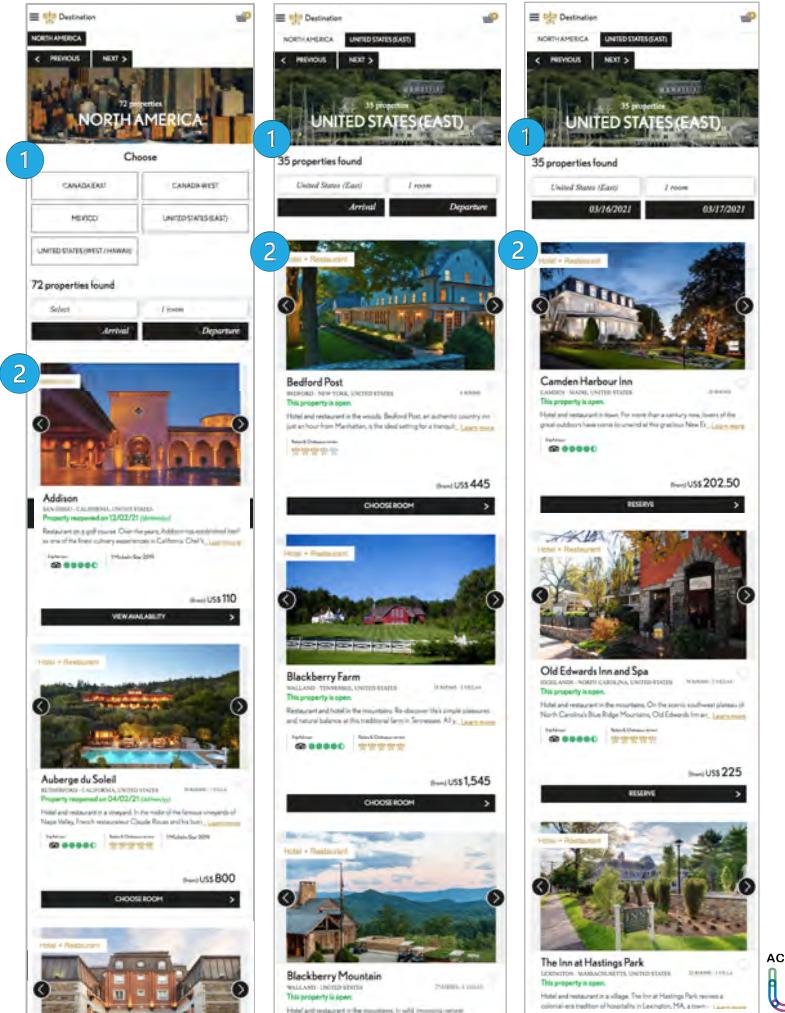
- Region
- Number of Rooms
- Dates (Arrival & Departure)

Selections made affect the various areas:

- Header & Hero Images (for regions)
- Display of the number of search results found
- Criteria selections displayed below hero (for regions, rooms & dates)

2. **[Hotel Data]** Number of hotels are updated as each criteria is selected (from #1). This suggests to the user they don't have to narrow down the search anymore if they don't want to do it. The display of hotels are also interesting b/c it encourages browsing with the large inviting images of each hotel. (NOTE: Starting prices for each hotel are always available)

Search Module



Relais & Chateaux

Data Transparency:

1. **[Hotel Data]** Before selecting a date, the user's able to see what dates are available.

Scan-ability:

2. **[Hotel Data]** Ability to hide the legend on the calendar allows for a better use of space on mobile.

Hotel Detail



Camden Harbour Inn 20 ROOMS
"European elegance on the rocky shoreline of Maine"
Maine de Marais - French Restaurants and Oceanside



Camden Harbour Inn offers 180 degree views of Penobscot Bay, Camden Harbor and the surrounding mountains.

TELEVISION & AVAILABILITY RATING:
★★★★★ Excellent reviews
Read reviews

OUR SERVICES:
Check-in
Check-out
In-room
Services
Pet-friendly

Book a stay
SELECT A DATE

Arrival Departure
Your stay: 0 night

1 room 2 persons

ROOMS AVAILABLE



Harbor View Twins
+ Comfortable standard harbor view rooms with two twin beds

From \$120.50

CHECK AVAILABILITY >



RELAIS & CHATEAUX

Standard King

Select your dates

Arrival Departure

Your arrival

MARCH 2021

1 2

CLOSE X

Selected date Available Not available

Your stay: 0 night

1 room 2 persons

ROOMS AVAILABLE

ROOMS AVAILABLE

Harbor View Twins
+ Comfortable standard harbor view rooms with two twin beds

CHECK AVAILABILITY >

MARCH 2021

1 2

DISPLAY THE LEGENDS

Your stay: 0 night

1 room 2 persons

ROOMS AVAILABLE

Harbor View Twins
+ Comfortable standard harbor view rooms with two twin beds

Mr. & Mrs. Smith

Find-ability:

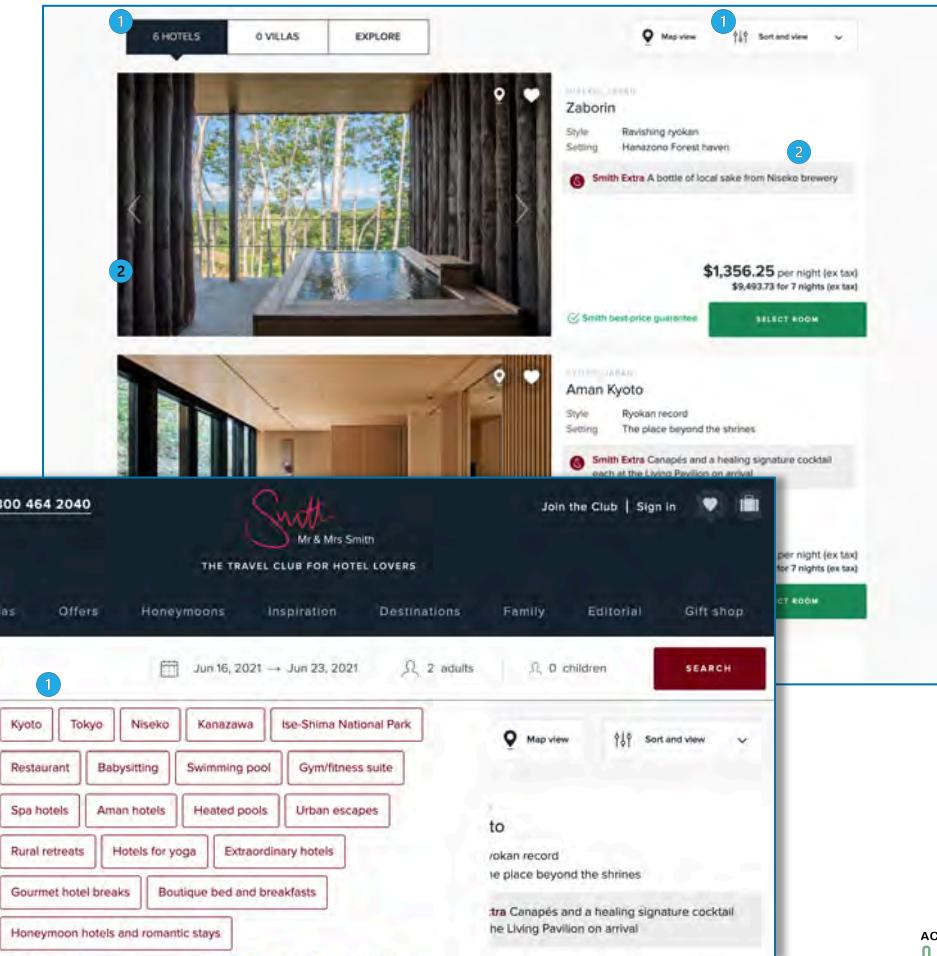
1. **[Filters]** Search results navigation offers flexibility to jump from hotels list to villas or just explore around around the area.

- Ability to add more criteria in the search bar, which acts like a filter to refine the list.
- Hidden but available sorting feature in proximity with the map, which is another viewpoint.

Scan-ability:

2. **[Hotel Data]** Clear club offer description.

- photo slides for preview.
- Brief hotel description



Mr. & Mrs. Smith

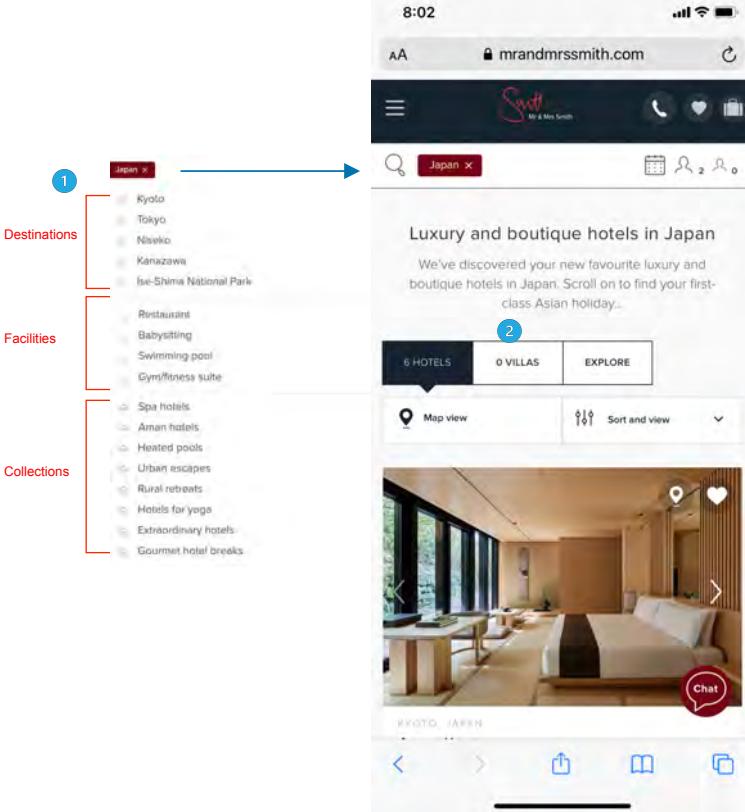
Data Transparency:

1. [Search Criteria] Users can initially search by:

- Destination/Facilities/Hotel collections
- Date
- Occupancy

Visual Indicators + Find-ability

2. [Hotel Data] Resulting number of hotels and villa from search results are filtered/grouped, enabling navigation between these groups. User can explore within the searched destination under its own tab.

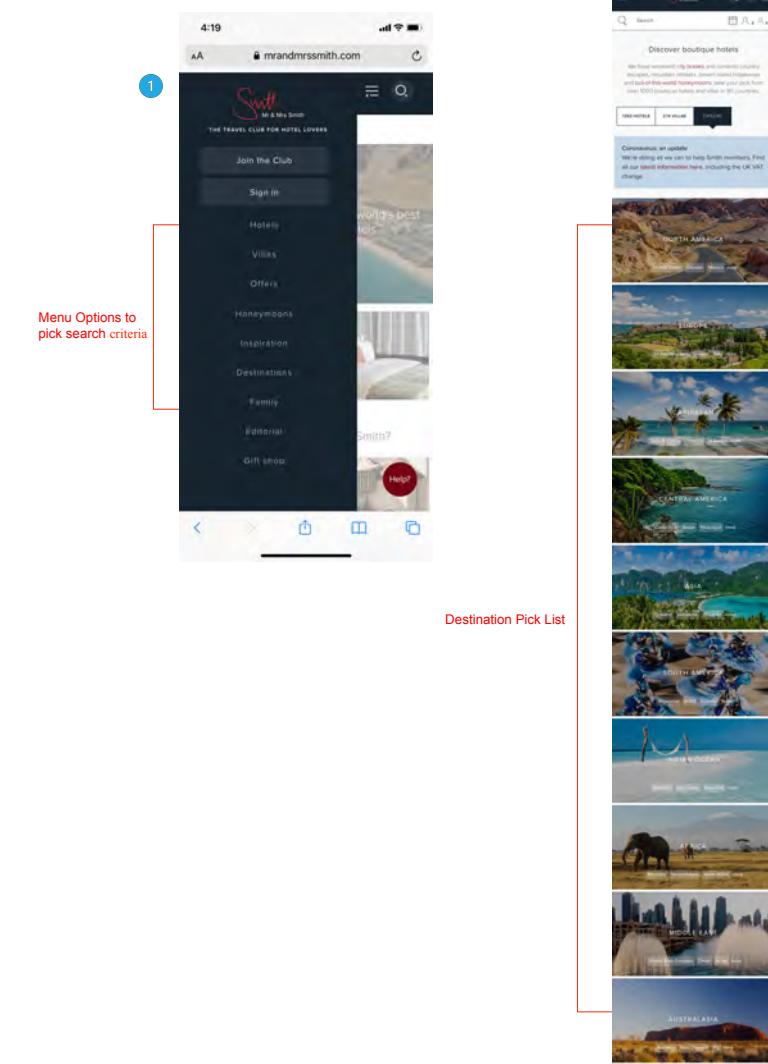


Mr. & Mrs. Smith

Data Transparency:

1. **[Search Criteria]** Users can pick their search criteria from the available site menu list by:

- Hotels
- Villas
- Offers
- Honeymoons
- Inspirations
- Destinations
- Family



Kiwi Collection

Visual Indicators:

- [Perks]** Use of icons are provided with information relating to that specific communication.
- [Hotel Data]** Provides information about the size of the hotel by number of room, setting, and style.
 - Provides estimated price, so it's expected the price is not final.

Luxury Hotels In Kanto

14 results found

Refine your Search

Results per page:

Sort by:

Featured Hotels

Grand Hyatt Tokyo

Tokyo, Japan, Asia

Rooms & Suites 382

Setting City

Style Opulent, Modern

Discover a true luxury hotel in the heart of Tokyo. Experience a dynamic lifestyle destination hotel.

2

Rooms Available

Estimated Price

\$257 USD / night

BOOK NOW

Conrad Tokyo

Tokyo, Japan, Asia

Rooms & Suites 291

Setting City

Style Modern

The elegance and style of Tokyo are captured in the international atmosphere of Conrad Tokyo. The hotel...

Rooms Available

Estimated Price

\$248 USD / night

BOOK NOW

Injuku Tokyo

Wych Lane, London, United Kingdom

Rooms 102

Setting City

Style Modern, Minimalistic

One Aldw...

1

Rooms Available

Estimated Price

\$505 USD / night

BOOK NOW

Premium Benefits

Kiwi Collection powers the Visa Luxury Hotel Collection. Book the Visa Premium Card Rate with an eligible Visa Premium Card at 900+ hotels and enjoy seven benefits.

- Complimentary breakfast for two
- \$25 USD food or beverage credit
- Automatic room upgrade upon arrival, when available
- Complimentary in-room Wi-Fi, when available
- Late check-out upon request, when available
- VIP Guest status
- Best available rate guarantee (temporarily unavailable)

Learn more about Visa Benefits

8.6

8.8

8.2

Kiwi Rating Extras

Kiwi Rating Extras

Kiwi Rating Extras

Location

Tokyo (14)

Extras

Visa Perks (7)

Kiwi Perks (6)

Wow Picks

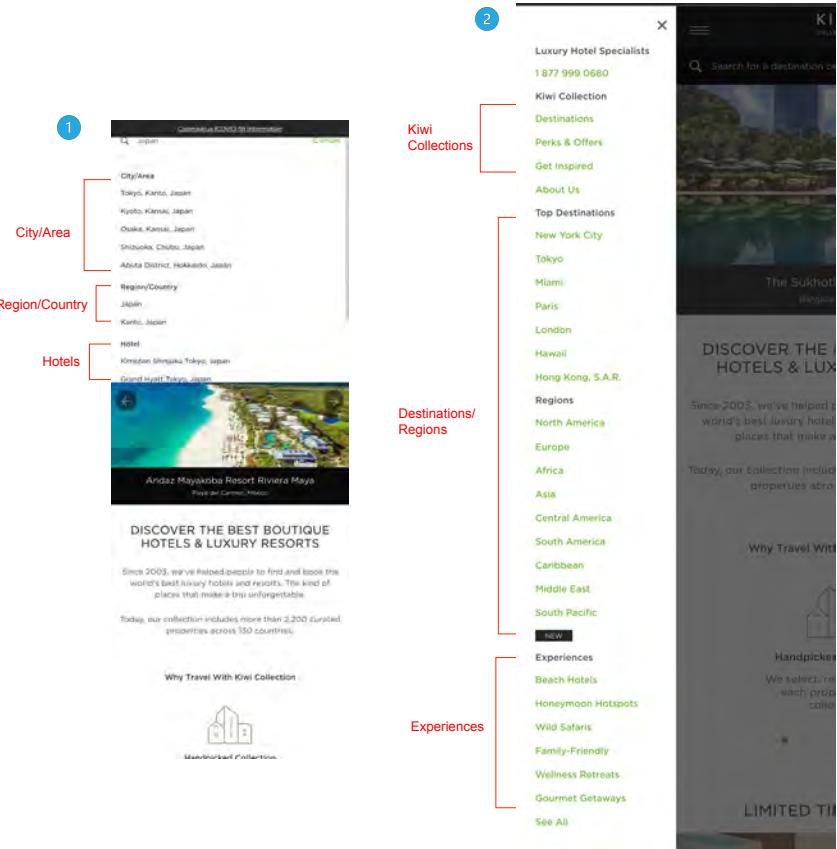
Wow Picks (2)

Setting

Kiwi Collection

Data Transparency:

1. **[Search Criteria]** Users can initially search by destination or hotel with suggestions panel offering additional related picklist of:
 - City/Area
 - Region/Country
 - Hotel
2. **[Search Criteria]** Users also have the option to choose from the main menu for search categories:
 - Kiwi Collections (hotels)
 - Top Destinations/Regions
 - Experiences

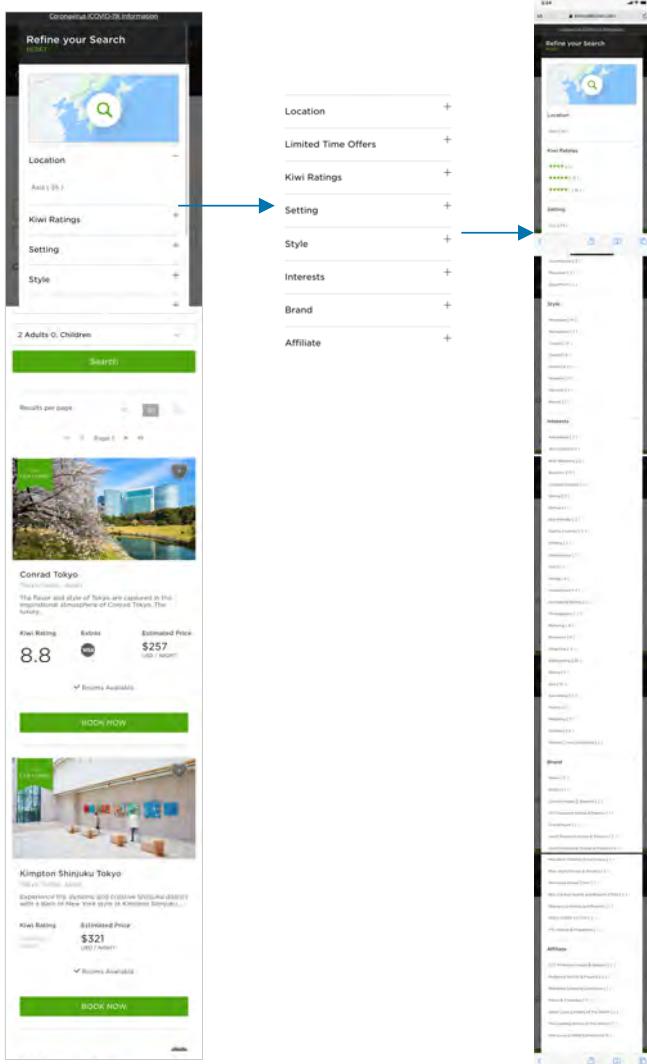


Kiwi Collection

Find-ability:

2. [Filters] Users can drill down their search results to target their search list by these criteria:

- Location
- Limited Time Offers
- Kiwi Rating
- Setting
- Style
- Interests
- Brand
- Affiliate



Tablet Hotels – iOS Mobile App Synopsis

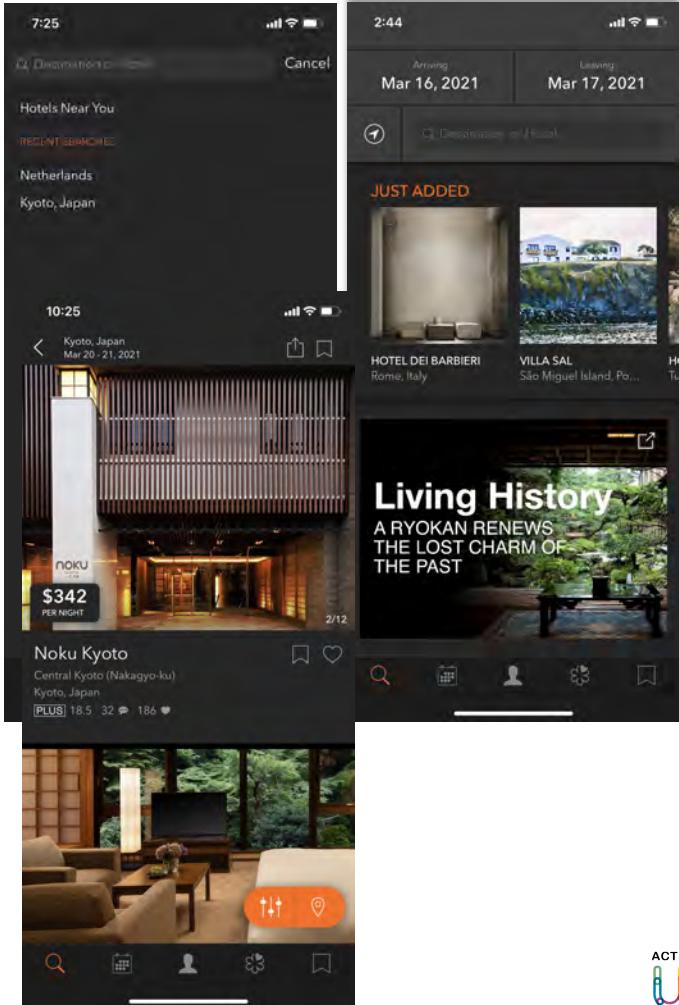
Mobile app search engine is **unlike the website**. Perhaps due to the smaller screen size, search bar is condensed to about third of the screen, whereas it takes up the full screen (above the fold) on the desktop.

Scan-ability:

- **[Hotel Data]** The condensed search bar allows room for viewing information about the hotel to be more efficient.
- **[Filters]** Filters are easily accessible via icon in bottom-right.
- **[Filters]** Overall, mobile experience is a bit easier. The features like remembering recent searches and personalization, such as having the freedom to group saved hotels and sharing them with friends is a plus.

Transparency:

- **[Filters]** When users adjust the filters, there's immediate feedback that the results are updated.



Tablet Hotels Search Audit

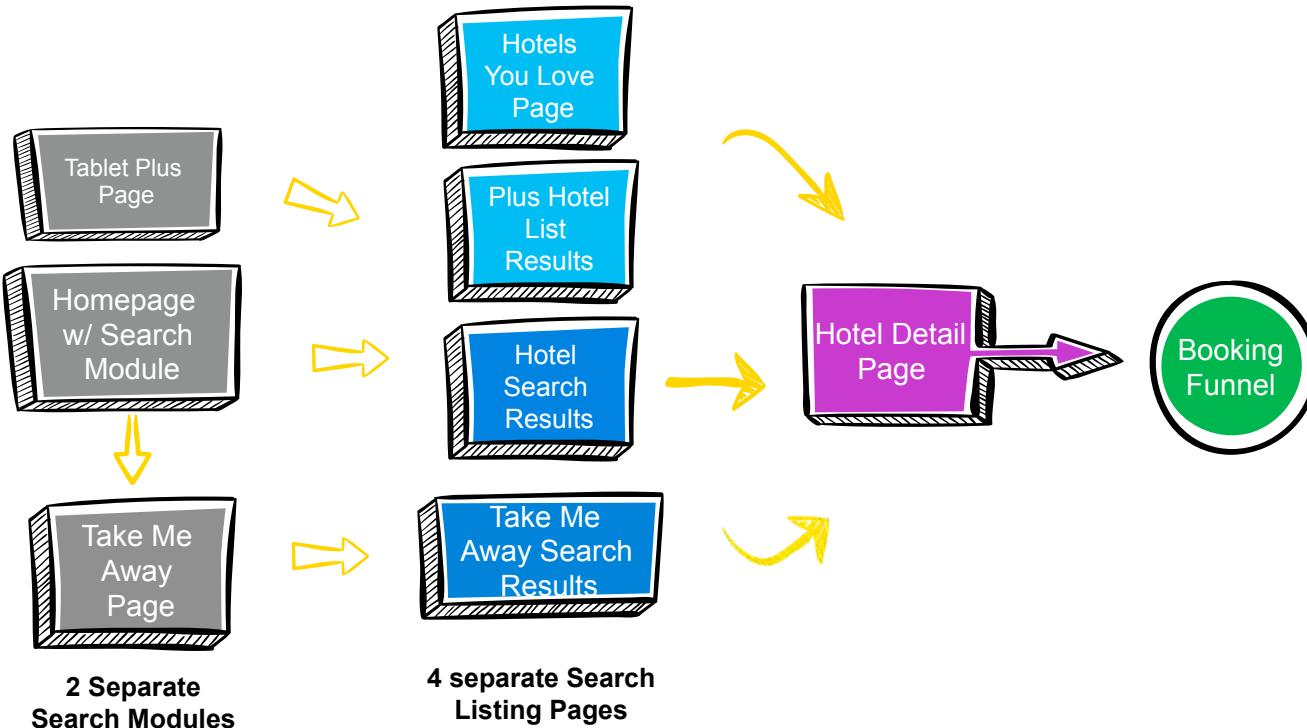


ITEMS WE REVIEWED FOR SEARCH AUDIT

- Homepage with Search Widget
- Search Results
- Take Me Away Page
- Tablet Plus Hotel List Page
- Hotels You Love Page

Search Experience Flow

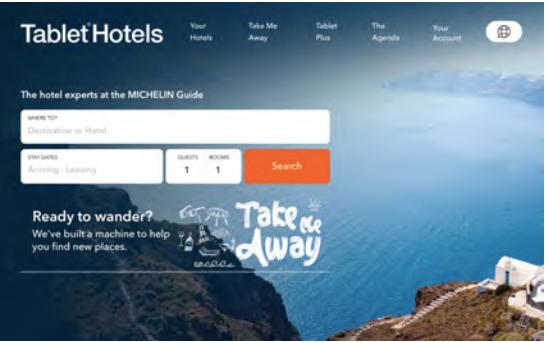
High-level diagram that maps the current fragmented search experience



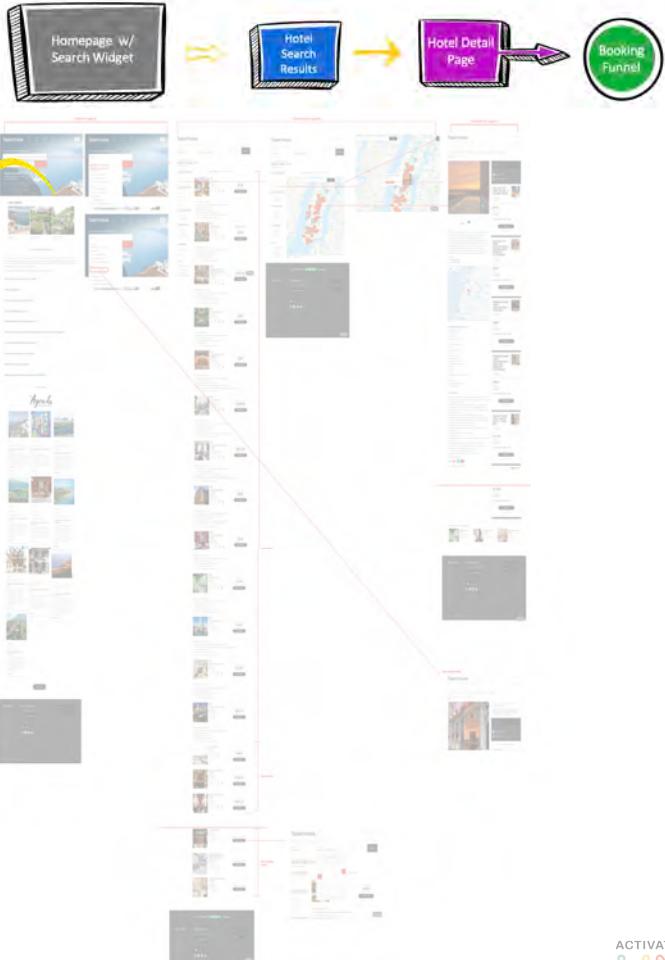
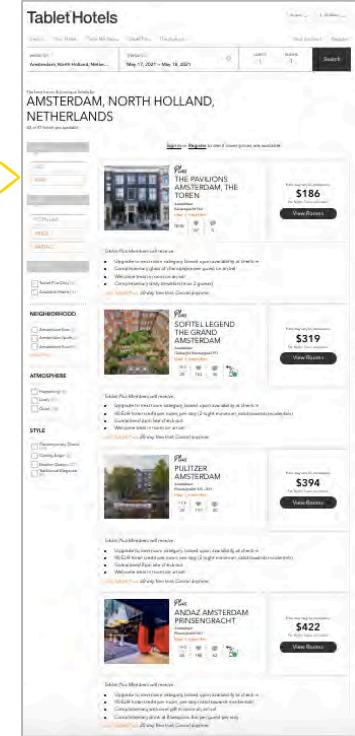
Current Flow

Homepage Search

Search Module on Homepage



Search Results on Homepage



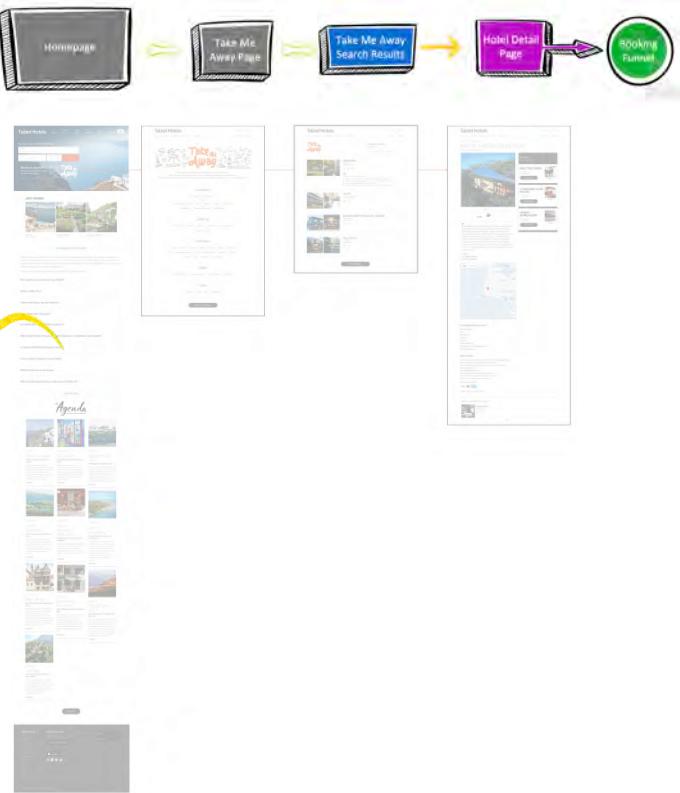
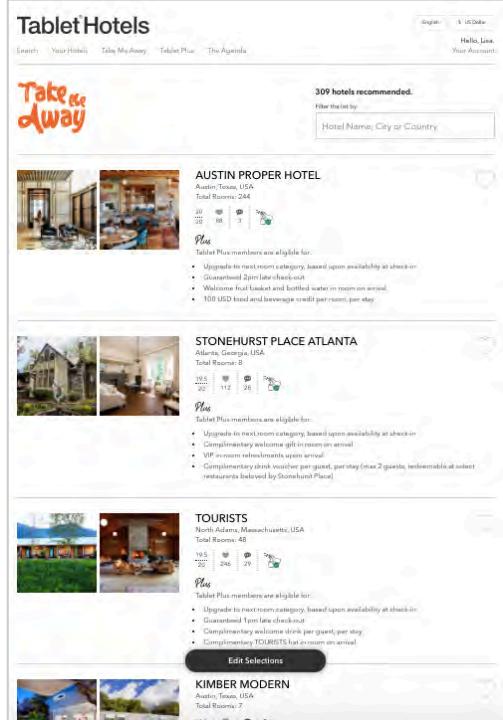
Current Flow

Take Me Away Search

Search Page TMA



Search Results TMA



Current Flow

Tablet Plus Search>List

TP Search>List Page



Tablet Hotels

May 17 - May 18

Tablet Plus Hotels

Tablet Plus members receive 10% off all bookings at participating brands, including Tablet Plus and independently owned and operated brands.

Learn more about Tablet Plus

- Alegria Boutique Hotel**
Santiago, Chile
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- Le Barthélémy Hotel & Spa**
Saint Barthélemy, French West Indies
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- One96**
Hong Kong Island, Hong Kong
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- Hotel Mercer Sevilla**
Seville, Spain
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- 7132 Hotel**
Växjö, Sweden
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- Hôtel Cézanne**
Avignon, France
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- The Pavilions, Phuket**
Phuket, Thailand
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands
- Masseria Torre Coccaro**
Locorotondo, Italy
 - Up to 10% off most stays, including hotel room availability at brands
 - Comprehensive list of services, amenities, and
 - Up to 10% off most stays, including hotel room availability at brands

TP Search>List Page - Filtered



Tablet Hotels

May 17 - May 18

Tablet Plus Hotels

Tablet Plus members receive 10% off all bookings at participating brands, including Tablet Plus and independently owned and operated brands.

Learn more about Tablet Plus

- SIXTY Soho**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- Sofitel New York**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- MADE Hotel**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- Gramercy Park Hotel**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- The Marlton Hotel**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- The Greenwich Hotel**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- The Whitby Hotel**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
- The Dominick**
New York City, NY, USA
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands
 - Up to 10% off most stays, including hotel room availability at brands



Tablet Hotels

Tablet Plus Hotels

Tablet Hotels

Tablet Hotels

Tablet Hotels

Search

Search Module on Homepage



Consistency:

[Hotel Data] Homepage and "Take Me Away" search module are inconsistent.

RECOMMENDATION - There should be one page template to accommodate these different ways of finding hotels. **

Search Results

Transparency:

1. **[Filters]** Show relevant filters user selected as it pertains to the results and avoid ‘no results’. For example, user selected “Tablet Plus Only” hotels and two neighborhoods with the expectation that 3 results should show.

RECOMMENDATION – Fix the filters so they’re additive and don’t offer options that will produce no results.

Consistency:

2. **[Filters]** Filter, View and Sort options are a bit awkward because there are different conventions to show what’s on/off

RECOMMENDATION – Keep a consistent UI pattern to show on/off for Filter, View and Sort.

Search Results on Homepage

Tablet Hotels

Search Your Hotels Take Me Away Tablet Plus The Basics Your Account Register

WHERE TO? STAY DATES GUESTS ROOMS

new york May 17, 2021 – May 18, 2021 1 1 Search

The best luxury & boutique hotels for NEW YORK

62 of 74 hotels are available

Sign in or Register to see if lower prices are available.

1

MAP

DEALS

POPULAR

PRICES

RATING

2

Tablet Plus Only Available Hotels (62)

NEIGHBORHOOD

Chelsea (11) Chinatown (11) Columbus Circle (1) Show More

ATMOSPHERE

Happening (26) Lively (46) Quiet (2)

STYLE

Contemporary (74) Cutting Edge (7) Modern Design (1) Traditional (1) Elegance (2)

Seems that combination of filters has no matches. Please try again.

Search Results

Visual indicators:

- [Hotel Data]** On mobile, when user filters or sorts the list, it should be clear that the system has generated filtered results. Currently, in situations where the list is longer, it's not clear whether the list has been updated after filtering or sorting.

RECOMMENDATION – Number of results should be visible with the filters so as the user changes it the number updates (similar to Take Me Away).

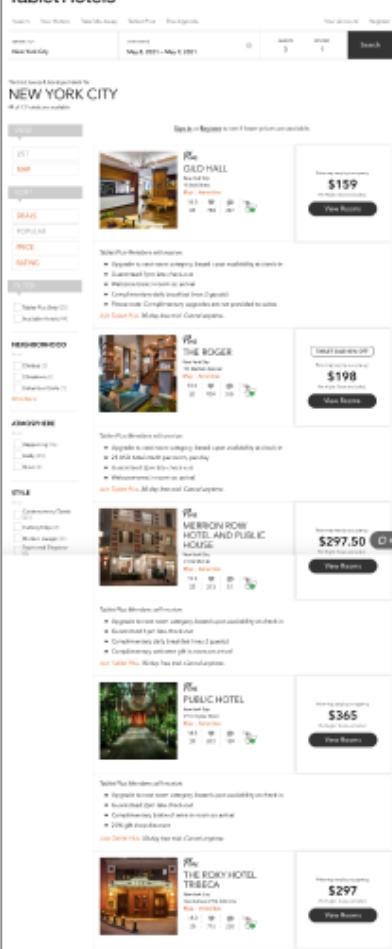
Scan-ability:

- [Hotel Data]** Plus Hotels should be differentiated from the other hotel listings in a clear way. This is even more important on mobile considering the smaller screen size.

RECOMMENDATION – This could be achieved by removing the benefits text and make it available as a tooltip when user clicks on the Plus logo (similar to Relais & Chateaux).

Search Results on Homepage

Tablet Hotels



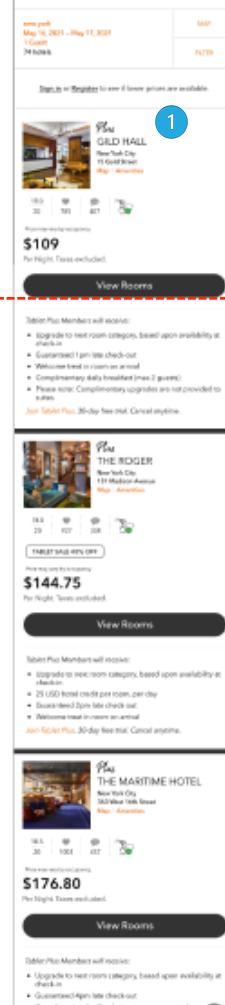
Tablet Plus Hotels with benefits:
• Upgrade to next room category based upon availability at check-in
• Complimentary breakfast (max 2 guests)
• Complimentary daily breakfast (max 2 guests)
• Complimentary upgrades (not provided to suites)
Join **Tablet Plus**... 30-day free trial. Cancel anytime.

Tablet Plus Benefits with benefits:
• Upgrade to next room category based upon availability at check-in
• Complimentary breakfast (max 2 guests)
• Complimentary daily breakfast (max 2 guests)
• Complimentary upgrades (not provided to suites)
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Tablet Hotels



Tablet Plus Hotels with benefits:
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Tablet Plus Benefits with benefits:
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• Complimentary breakfast (max 2 guests)
• Complimentary daily breakfast (max 2 guests)
• Complimentary upgrades (not provided to suites)
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Search Results

Scan-ability:

1. **[Perks]** Tablet Plus Members benefits are in between hotel listings, so it's unclear if the copy is related to a specific hotel or if it's an advertisement. The availability of Tablet Plus benefits should be scan-able.

RECOMMENDATION – These could be summed up with the use of an icon and simply show the benefits in a tool tip similar to Kiwi.

Data Transparency:

2. **[Hotel Data]** Fractional number and icons are vague.

RECOMMENDATION – It may be helpful to provide labels or tooltips on this page. Description of how the ratings were arrived would be a helpful information to know.

Search Results on Homepage

The screenshot shows the Tablet Hotels homepage with a search for Kyoto. The results page displays two hotel listings: HYATT REGENCY KYOTO and AMAN KYOTO. Each listing includes a thumbnail image, the hotel name, address, and a rating section with icons. A blue callout box labeled '1' points to the rating section of the HYATT REGENCY KYOTO listing, which shows a rating of 18.5. A blue callout box labeled '2' points to the rating section of the AMAN KYOTO listing, which shows a rating of 111. Both rating sections include icons for room type, price, and availability.

Tablet Hotels

Search Your Hotels Take Me Away Tablet Plus The Agenda

WHERE TO? Kyoto

STAY DATES Mar 31, 2021 – Apr 1, 2021

20 of 29 hotels are available

Sign in or Register to see if lower prices are available.

HYATT REGENCY KYOTO

Kyoto 644-2 Sanjusangendo-maeari, Higashiyama-ku, Kyoto

18.5 20 240 99

AMAN KYOTO

Kyoto 2, Okitayama Washinomi-Cho, Kitakyu

111 0

Price may vary by occupancy.

\$109 Per Night Taxes excluded.

View Rooms

Tablet Plus Members will receive:

- Upgrade to next room category, based upon availability at check-in
- Guaranteed 1pm late check-out
- Welcome treat in room on arrival
- Complimentary daily breakfast (max 2 guests)
- Please note: Complimentary upgrades are not provided to suites

Join Tablet Plus, 30-day free trial. Cancel anytime.

Price may vary by occupancy.

\$1,638 Per Night Taxes included.

View Rooms

Take Me Away

Visual indicators:

1. **[Filters]** Results list is missing information about what is generated, requiring people to remember what they've just chosen on the previous page.

RECOMMENDATION – Show the selected filters on this page similar to what all the competitors are doing OR just be consistent and show it in the same manner as the Search Results on Homepage.

Search Page TMA

The screenshot shows a search interface for 'Tablet Hotels'. At the top, there's a search bar with the placeholder 'Search... Hotel Name, City or Country'. Below it, a large orange 'Take Me Away' button is prominently displayed. The interface is divided into several sections: 'Location', 'Setting', 'Interests', 'Style', and 'Vibe'. Each section contains a grid of small, colorful icons representing different travel and accommodation types. Below these sections are buttons for 'Close By', 'Driving Distance', and 'Edit Selections'. On the right side, there's a 'Search Results TMA' section with a header '11 hotels recommended.' and a 'Filter the list by...' dropdown. It lists two results: 'TIMBER COVE RESORT' in Napa / Sonoma Valleys, California, USA, and 'TWO BUNCH PALMS - ADULTS ONLY' in Palm Springs, California, USA. Each result includes a small image, the name, location, total rooms, and a 'Plus' button with a list of perks.

Search Results TMA

11 hotels recommended.

Filter the list by: Hotel Name, City or Country

1

TIMBER COVE RESORT
Napa / Sonoma Valleys, California, USA
Total Rooms: 46

19 20 381 23

Plus
Tablet Plus members are eligible for:

- Upgrade to next room category, based upon availability at check-in
- Complimentary cocktail per guest, per stay
- \$20 USD minibar credit per room, per stay
- \$0 USD food and beverage credit per room, per stay

TWO BUNCH PALMS - ADULTS ONLY
Palm Springs, California, USA
Total Rooms: 70

Edit Selections

Plus
Tablet Plus members are eligible for:

Search Page TMA

Tablet Hotels

Sometimes you just need to get away, but you don't know where to go. Don't get stuck down a research rabbit hole – let us help you discover your next adventure. Choose what you want from a destination and we'll show you the hotels that can take you there – some just a drive away.

Location

Close By Driving Distance
OR

Africa & Indian Ocean Islands Asia Caribbean
Europe Latin America Middle East
Oceania & Pacific Islands USA & Canada

Setting

Beach City Coastal Countryside Desert
Island Mountains Unusual Jungle

Interests

Spa Adventure Business Escape Fishing Gambling
Golf MICHELIN Restaurants Hip Horseback riding
Shopping Ski Water sports Wine region
Romantic
Pet-friendly
Wine region

Style

Traditional English Community Classic Modern Design
Contemporary
Gated Edge

Vibe

Selected Quiet Lively Happening

Make Some Selections

Hotel List Pages

The image displays four screenshots of hotel list pages from different platforms, illustrating inconsistencies in hotel listing presentation:

- Hotels You Love:** Shows a list of hotels with small thumbnail images and basic details. A search bar at the top allows filtering by "Hotel Name, City or Country".
- Take Me Away:** Shows a list of hotels with larger thumbnail images and more detailed descriptions. A search bar at the top allows filtering by "Hotel Name, City or Country".
- Tablet Hotels:** Shows a list of hotels with small thumbnail images and basic details. A search bar at the top allows filtering by "Hotel Name, City or Country".
- Tablet Plus Hotels:** Shows a more detailed and structured list of hotels. It includes a sidebar with filters for "POPULAR", "PRICE", "RATING", and "NEIGHBORHOOD". It also highlights "Tablet Plus Hotels" with additional perks like upgrades and complimentary breakfast.

Consistency:

[Hotel Data] Hotel list pages such as “Hotels You Love”, “Take Me Away” results, and search results are inconsistent.

RECOMMENDATION - There should be one page template to accommodate these different ways of listing hotels. **

UX Recommendations & Thought Starters

Search Criteria Matrix

Key: **Recommend** **Adopting**

Initial Search Input

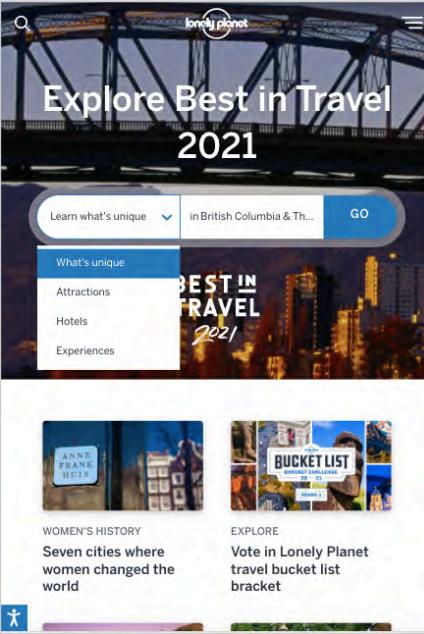
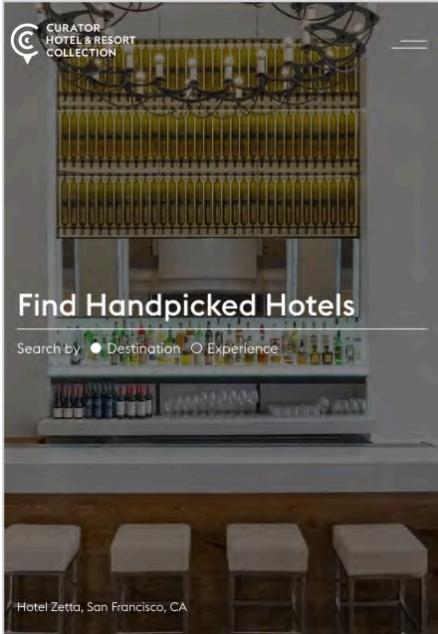
Filter

Both

Options in TMA should be the same ones as the filters after search

| | AMERICAN EXPRESS | RELAIS & CHATEAUX | Syndi Mr & Mrs Smith | KIWI COLLECTION | Tablet Hotels |
|--------------------------------------|--|---|---|---|---|
| BEFORE Search | <ul style="list-style-type: none"> Region [search] Location (by City, State, Country) Ambiance Environment Guest experience (Family friendly) Features & Activities (Spa on-site) <ul style="list-style-type: none"> Hotel Finder Destinations Our Brands Get Inspired Your Benefits | <ul style="list-style-type: none"> Region (Canada, US, etc.) [Search] Location (City, State, Country) [Search] Hotel / Restaurant [Search] Restaurant [Search] Villa [Search] Chef Dates Number of Rooms Occupancy <ul style="list-style-type: none"> Destinations Itineraries Experiences Special Offers | <ul style="list-style-type: none"> [Search] Destination (City, State, Country) [Search] Facilities (Restaurant, Pool, etc.) [Search] Collections (Spa hotels, Hotels for Yoga, etc.) Dates Number of Rooms Occupancy <ul style="list-style-type: none"> Type (Hotels, Villas) Guest Experience (Family, Honeymoons) Inspirations (Castles and Manors, Faraway Stays, Alfresco, Best Hotels for Proposals, Hotels w/ Romantic Restaurants) Offers | <ul style="list-style-type: none"> [Search] Destination (City, State, Country) or Hotel Dates Number of Rooms Occupancy | <ul style="list-style-type: none"> [Search] Destination (City, State, Country) or Hotel Dates Number of Rooms Occupancy |
| AFTER Search (Additional Filters) | <ul style="list-style-type: none"> Dates Number of Rooms Occupancy <p>SORT (N/A)</p> <p>Experience Credit</p> <ul style="list-style-type: none"> Food & Beverages Spa Services Round of Golf Private Transfer Property Credit Card Member Favorite Only | <p>SORT (N/A)</p> | <ul style="list-style-type: none"> Explore (new search) <p>(Depending on Results)</p> <ul style="list-style-type: none"> Collections Facilities Guest Experience Destination <p>SORT</p> <p>Price (Low, High)</p> <ul style="list-style-type: none"> Show (10, 25, 50) Currency (USD, AUD, etc.) Tax (Include, Exclude) | <ul style="list-style-type: none"> Limited Time Offers Extras (Visa Perks, Kiwi Perks) Wow Picks Setting (City) Style (Boutique, Classic, etc.) Interests (Art/Cultural, Bus., Dining, Family, etc.) Brand (Fairmont, Four Seasons, Park Hyatt, etc.) Affiliate (Design Hotels, etc.) <p>SORT</p> <ul style="list-style-type: none"> Featured Price (Low, High) Recently Added Kiwi Rating Alphabetical | <ul style="list-style-type: none"> Tablet Plus Only Available Hotels Neighborhoods (Chelsea, Chinatown, etc.) Atmosphere (Happening, Lively, Quiet) Style (Contemporary Classic, Cutting Edge,) <p>SORT</p> <ul style="list-style-type: none"> Deals Popular Price Rating |
| NOTES | Prices are only displayed after Dates, Number of Rooms and Occupancy are entered. | Prices are always displayed since Dates, Number of Rooms and Occupancy are required | Prices are always displayed since Dates, Number of Rooms and Occupancy are required | Prices are always displayed since Dates, Number of Rooms and Occupancy are required | Prices are only displayed after Dates, Number of Rooms and Occupancy are entered. |

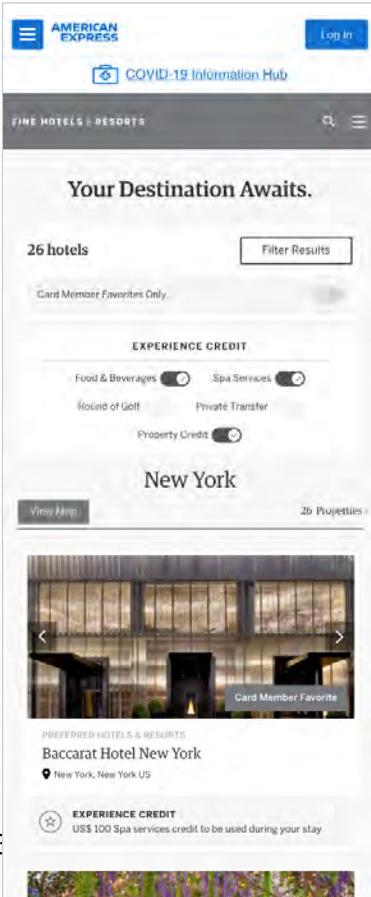
UX Recommendations / Search Widget



Both of these options would allow for the flexibility of letting the user enter the following:

1. Destination first (Homepage Search)
2. Experience (TMA Search)

UX Recommendations / Search Results



The screenshot shows the search results for New York. At the top, there are filters for 'EXPERIENCE CREDIT' (Food & Beverages, Spa Services, Round of Golf, Private Transfer, Property Credit) and a 'Card Member Favorites Only' section. Below these, the text 'Your Destination Awaits.' is displayed, followed by '26 hotels' and a 'Filter Results' button. A 'View Map' button is also present. The main content area shows a grid of hotel cards, with one card for 'Baccarat Hotel New York' from 'PREFERRED HOTELS & RESORTS' highlighted as a 'Card Member Favorite'. At the bottom, there is an 'EXPERIENCE CREDIT' section for 'Baccarat Hotel New York'.



The modal is titled 'Refine Your Results' and contains the text: 'Select regions and interests to pinpoint hotels that are just what you're looking for.' It features a grid of destination options: UNITED STATES, MEXICO, BERMUDA & CARIBBEAN, SOUTH AMERICA, EUROPE, and MIDDLE EAST & AFRICA. Below the grid, it says '7 hotels match your interest.' with 'Update Filters' and 'Clear All' buttons.

We think this option works well for the following reasons:

- **[Filters]** Format of the filters here allows for consistency with the search filters in terms of volume
- **[Filters]** Number of hotels matching the filters is visible while the user changes the filters
- **[Member Perks]** Provides visibility into what experience credits (member benefits) are available with the resulting hotels list.
- **[Various Features]** View Map, Filters and Experience Credits have different (1) design treatments and (2) placements
NOTE: "Filter Results" could become "Filter" to allow for more room to add "Sort"



Next Steps

- AUX + Tablet to do Discovery Workshop – by EOD **Thursday 3/18**
 - Usability Enhancement Matrix
 - Prioritize UX Recommendations
- AUX produce Approach Document and Test Plan – **3/19 – 3/23**
- AUX + Tablet Meeting to Review Approach Plan on – **3/24**



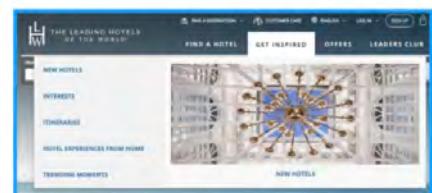
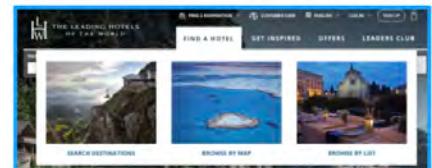
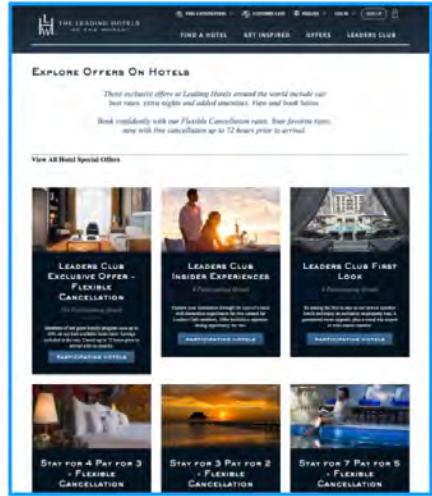
Appendix

- **Search Experience Flow**
- **Other place to find interesting hotels**— high-level findings from reviewing the below sites:
 - The Leading Hotels of the World: <https://www.lhw.com/>
 - Design Hotels: <https://www.designhotels.com/>
 - Small Luxury Hotels of the World: <https://slh.com/>
 - Curator Hotel and Resort Collection: <https://www.curatorhotelsandresorts.com/>
 - Hip Hotels: <https://www.hiphotels.com/>
 - Skylark: <https://skylark.com/destinations>

The Leading Hotels of the World

The Leading Hotels of the World, Ltd. is a collection of authentic and uncommon luxury hotels. Comprised of more than 400 hotels in over 80 countries, our hotels embody the very essence of their destinations. Offering varied styles of architecture and design, and immersive cultural experiences delivered by passionate people, our collection is curated for the curious traveler in search of their next discovery.

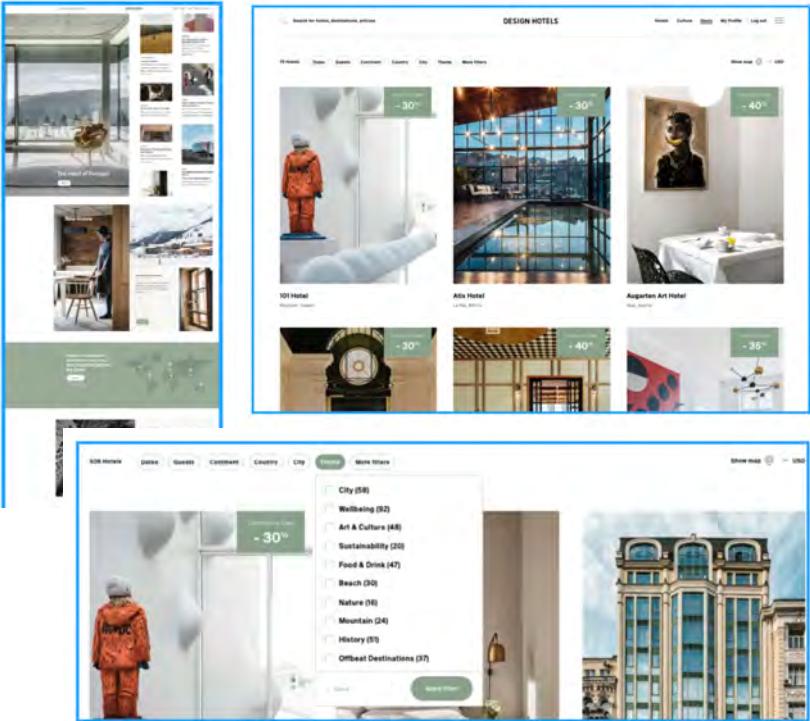
- Homepage: Emotional focused with experience from home section and real traveler stories/trips.
- Offers page: Dedicate page with marketing offer on hotels.
- Too many ways to browse hotels on the navigation: new, by interests, itineraries, etc.)



Design Hotels

Design hotels is an unrivalled global community for design, architecture, and original hospitality experience. It has a portfolio of 300+ privately owned and operated hotels that reflect the vision of independent hotelier - or "Originals - with a passion for culturally-rooted hospitality and cutting-edge design and architecture.

- Offers page prompts user to sign up to see exclusive community deals on the hotel search results page.
- Search results page uses a horizontal filtering. Search options are scalable and live within "More Filters" button.

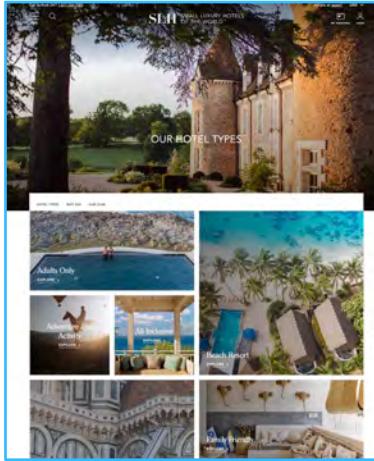


Small Luxury Hotels of the World

Small Luxury Hotels of the World™ (SLH) is the most desirable community of independently minded travelers and independently spirited hotels in the world.

We've personally visited, verified and vetted every single one of our 520 hotels in more than 90 countries – each one is anti-chain and anti-same.

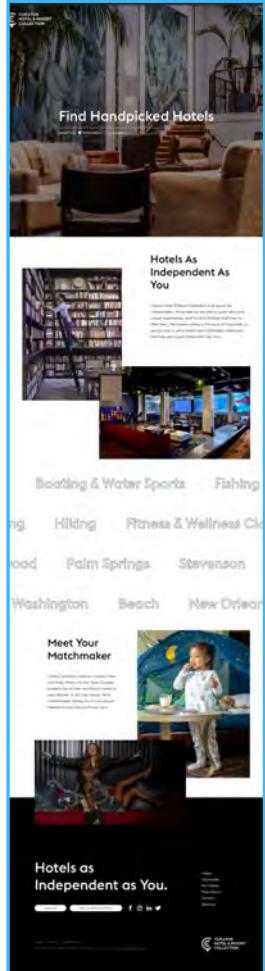
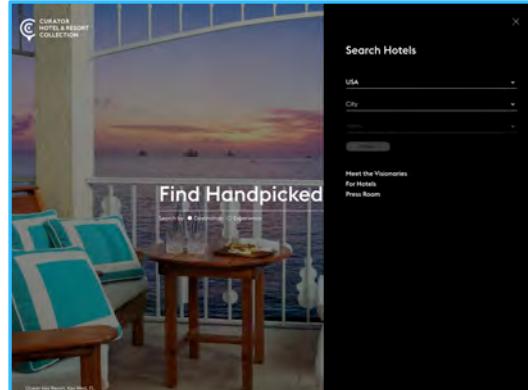
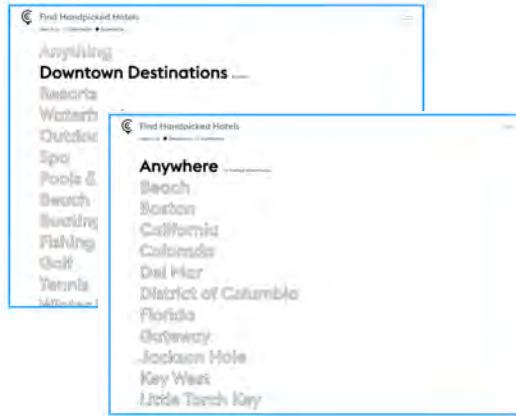
- Personalization on the homepage – Recommendations for you travel “From City to Sun” category module.
- About SLH Storytelling module – Pioneers in Boutique Luxury.
- Exclusive Loyalty club membership benefits is highlight on the bottom of the homepage.



Curator Hotel & Resort Collection

Curator Hotel & Resort Collection is all about the independents. We're here for the kind of guest who loves unique experiences, and the kind of hotel that loves to offer them.

- Persistent browse hotel bar throughout the website. Full screen browse functionality – Search by Destination or Experience.
- Hamburger menu hides the functionality to search hotels by location and hotel names.
- Interesting browsing “hotel types” tags on homepage. A tag links to hotel detail page.



Hip Hotels

A collection of the most unique hotels around the world. HIP stands for Highly Individual Places. It offers travelers an opportunity to explore these hidden gems and make travel exciting and rewarding. Founded in 1990 by an award winning photographer, Herbert Ypma. His travel books sold over 20 million books in over 11 languages.

- Explore Hotel Collection - Find hotel by Inspiration, Country or City/Region
- Hotels Stories - travel tips and recommendations
- Hotel offers and hotel deals page. Deals grouped by locations.
- Search input field autosuggest and displays location, hotel names, articles/blog keywords.

