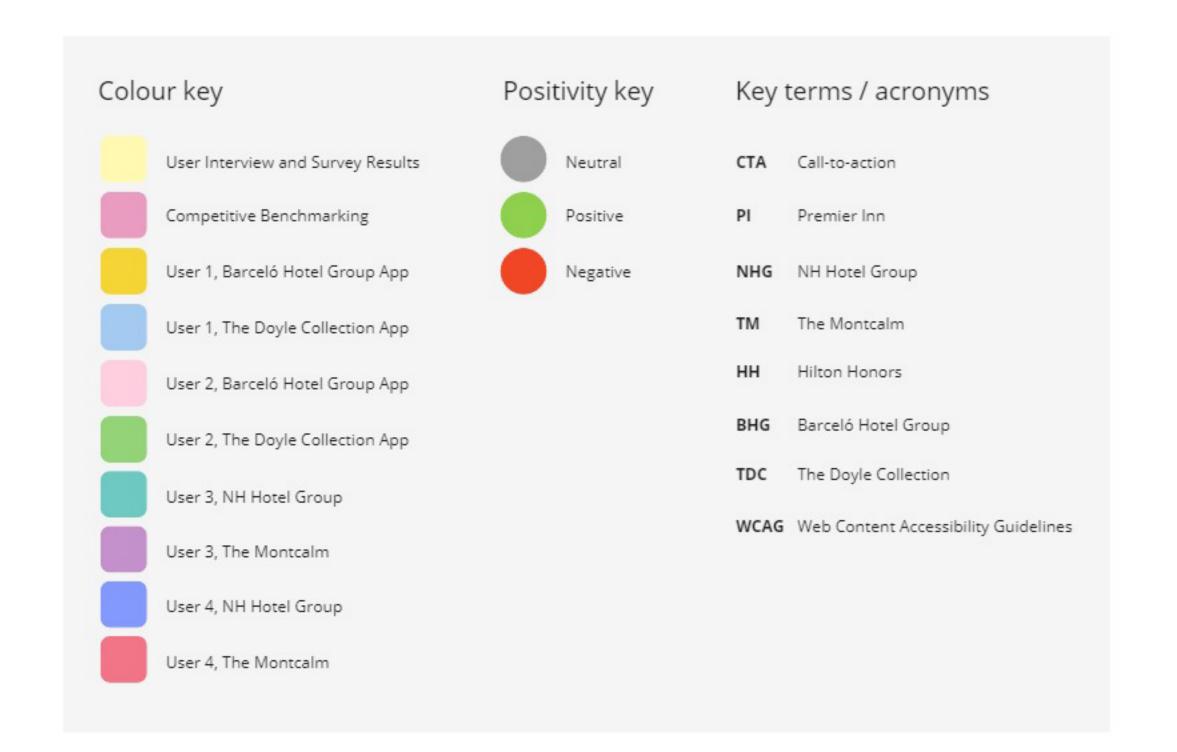
Key

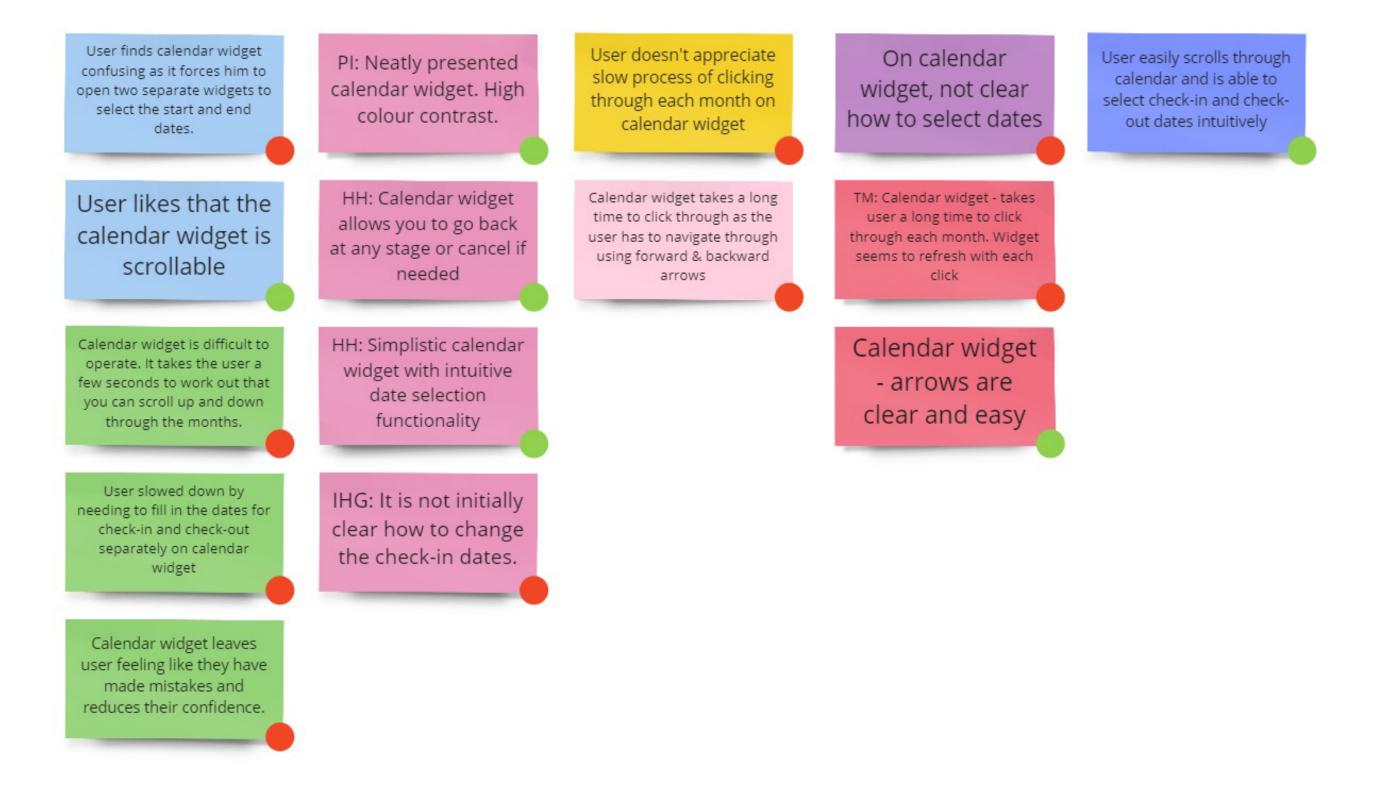


Key note: Some rows within groups contain more than one colour. In this instance, they are grouped into the same row because they focus on the same hotel app.

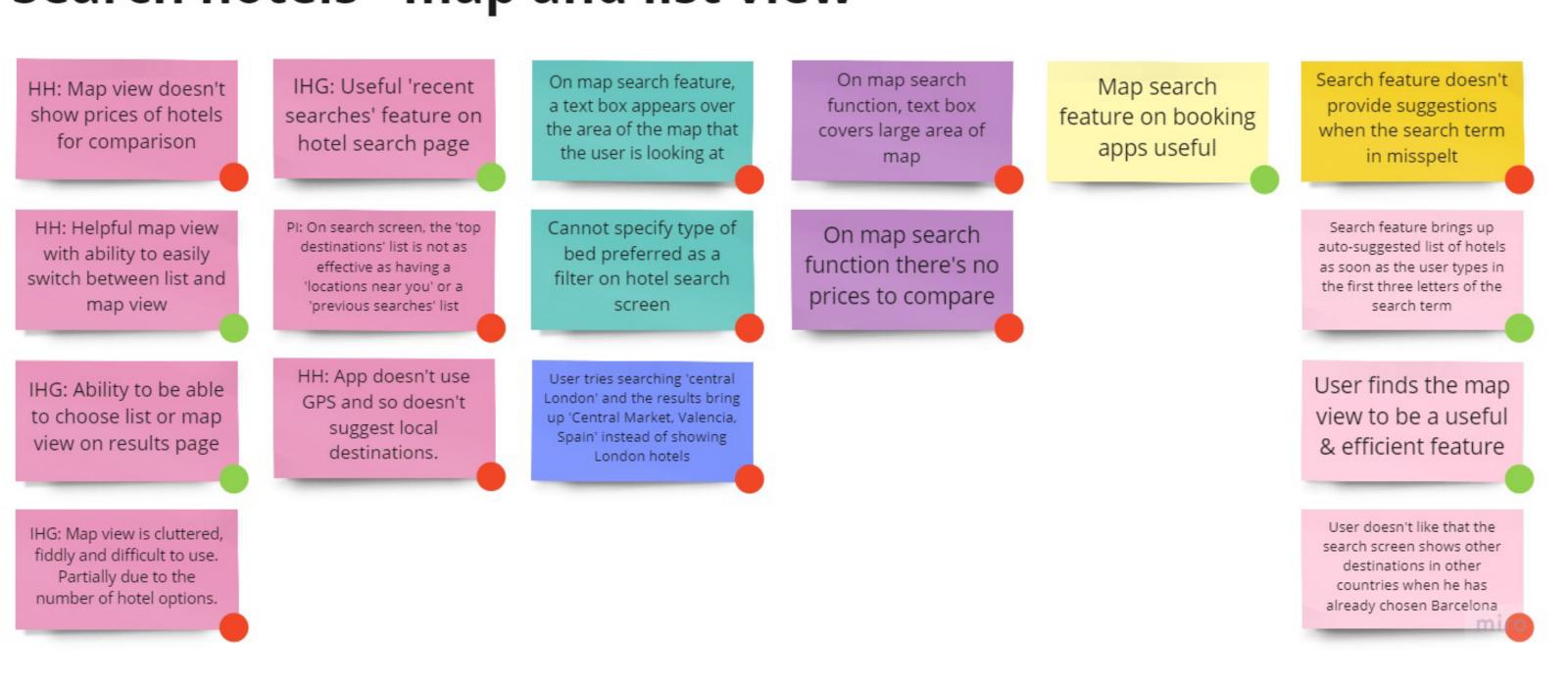
Home screen



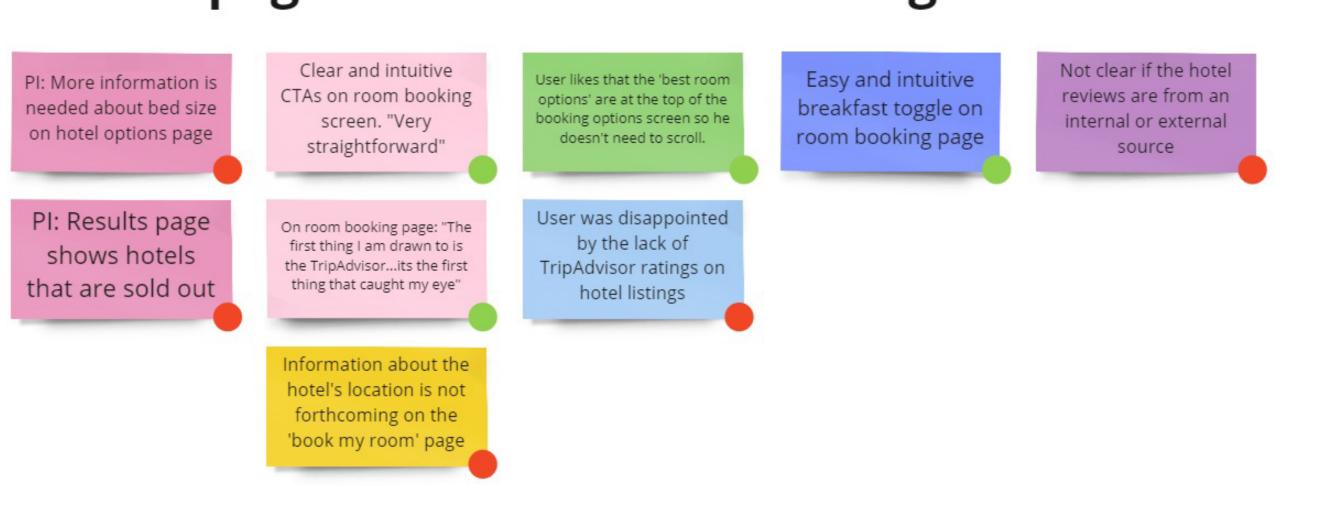
Search hotels - calendar widget



Search hotels - map and list view



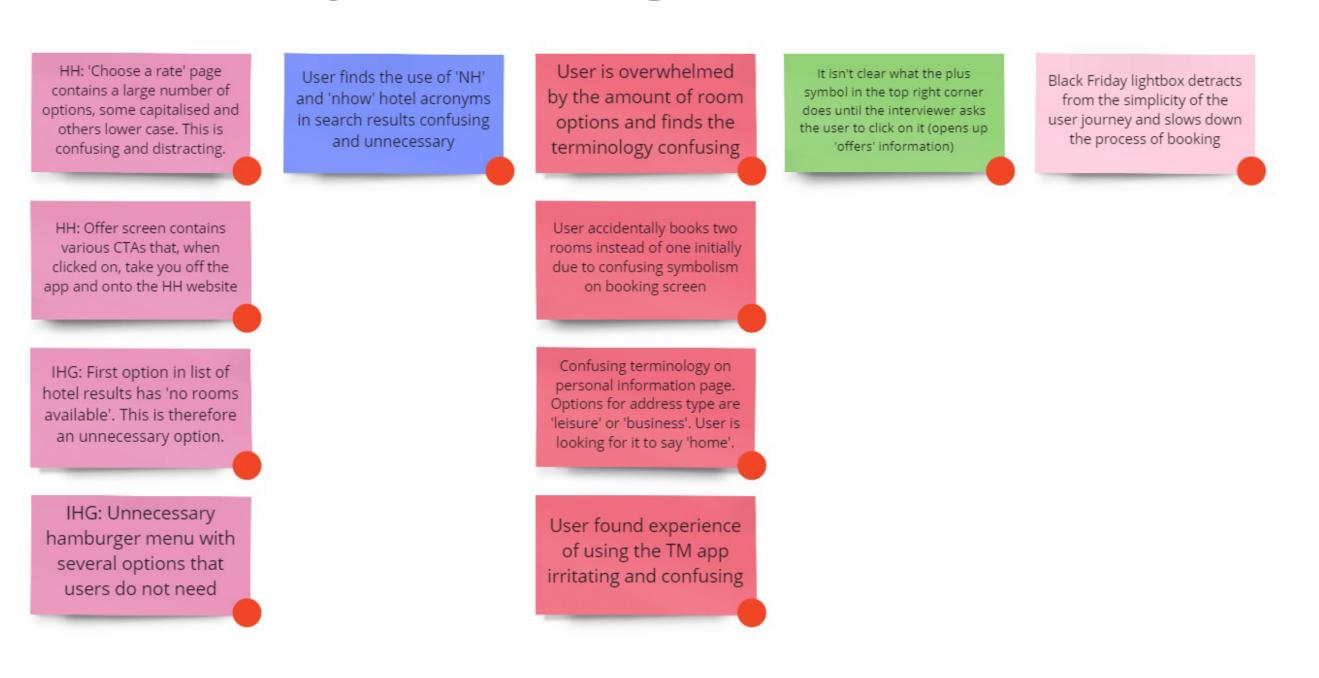
Results page - hotel and room listings



Booking pages - personal details and payment



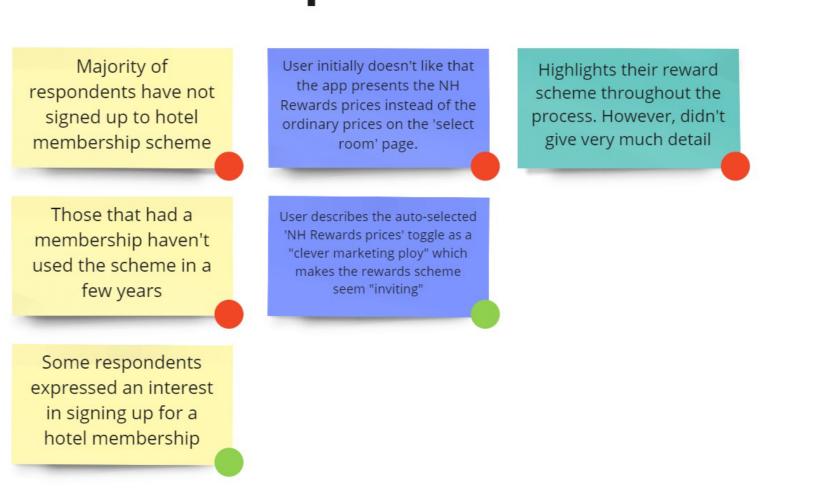
Unnecessary & confusing features



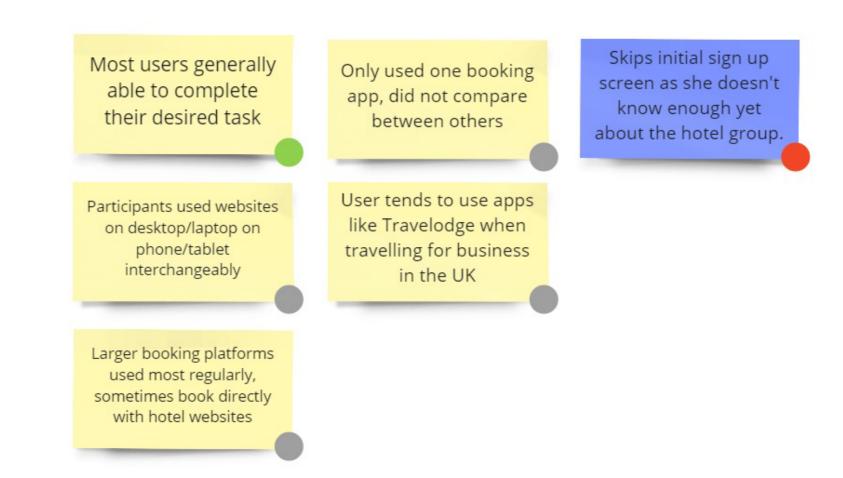
User priorities



Membership / reward schemes



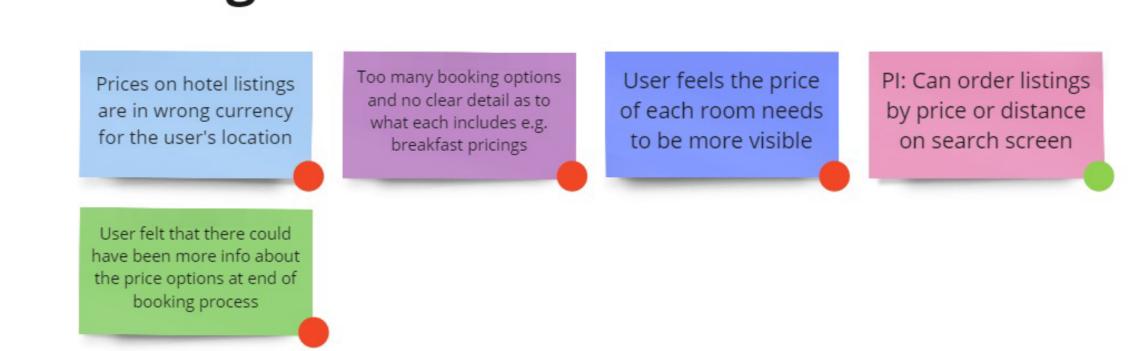
User behaviour



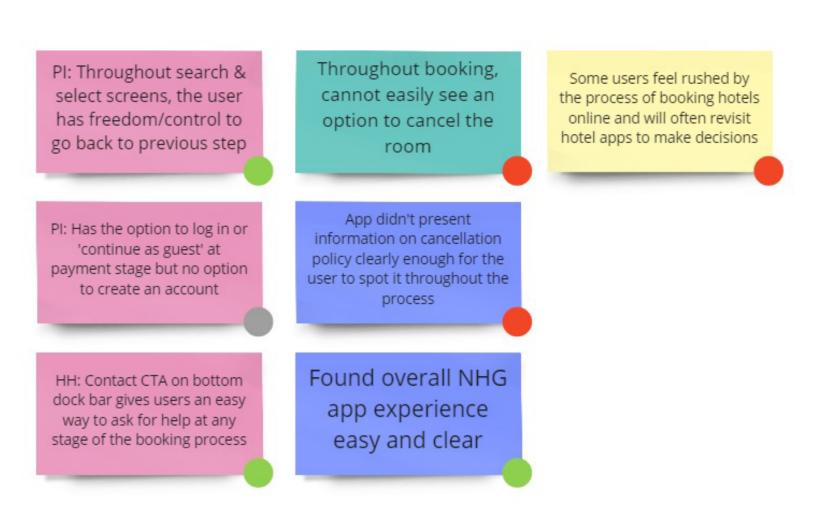
Imagery & iconography



Pricing



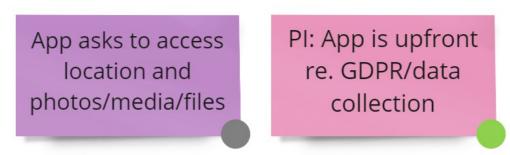
Process & flow



Cancellation



GPS and app permissions



Offers & extras



User's concluding remarks & opinions

