

Project 1 - Competitive Benchmarking

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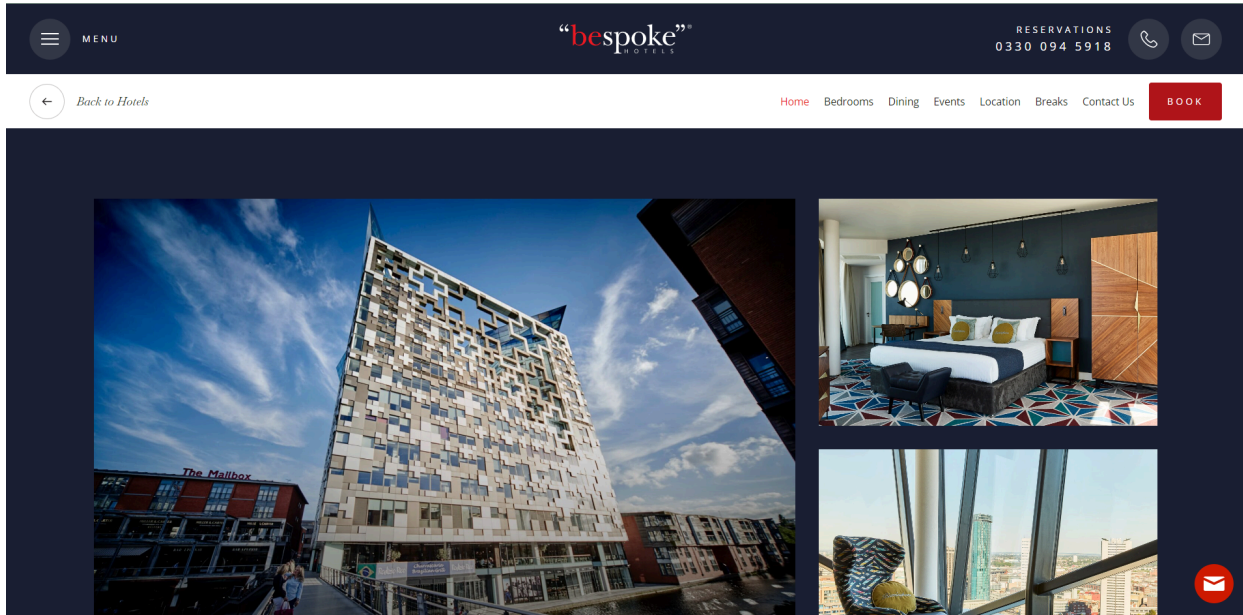
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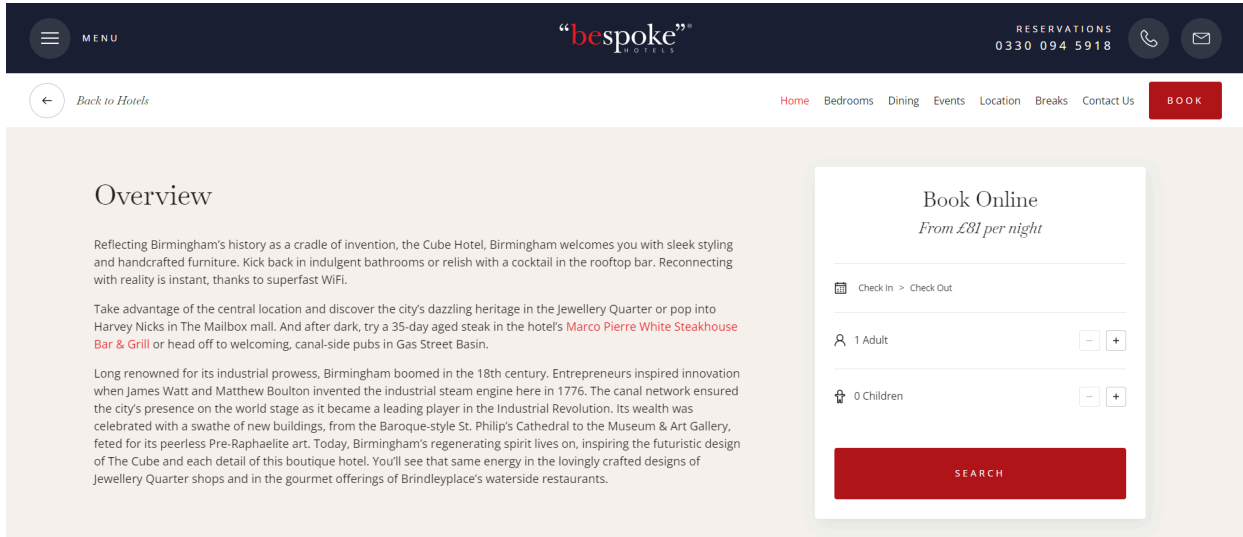
Hotel page details

The official website for this hotel is <https://www.thecube.co.uk/stay/>, however it is using a webpage on the Bespoke Hotels booking system to collect bookings.

This webpage has an appealing layout which is easy to follow, however it could be improved by putting the booking form and hotel details above the fold, so that visitors do not need to scroll down. Right at the top of the page there is imagery of the hotel, however users need to scroll down to see more details.



The page displays some key details about the hotel, such as whether it is accessible, and can be used to host meetings and weddings. Also, it displays other information that would be important to visitors, such as WiFi, and distance to other areas of the city. The booking form appears to the side of this information.



There is also a gallery near the bottom of the page displaying how bedrooms may look, alongside other photos displaying the quality that a visitor would expect at the hotel.

At the bottom of the page, there is a section linking to useful offers relating to the hotel, such as getaway breaks.

Booking form

The booking form starts off quite simple, by just asking the date(s), the amount of adults, and the amount of children. However, it is not clear where the dates needed to be inputted, and could easily be missed. There doesn't seem to be any authentication on the form, so I was able to submit it without dates, which would be key information.

Filling in this form and clicking the Search button opens up a new tab which seemed to take a very long time to load and just displayed a loading spinner which didn't display anything to indicate progress like a percentage bar.

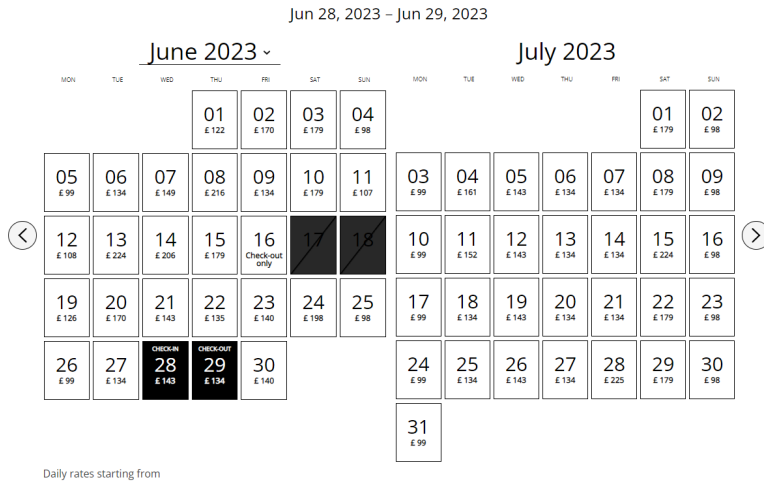
Eventually, the page loaded a dashboard where I could confirm the amount of guests, add more rooms, add a discount code, and choose the type of room I would like to book.

This dashboard was visually unappealing and didn't display any of the branding of the previous website, and also didn't display any details of the hotel, such as the name, which would confirm that I am booking for the right hotel. However, it did have tabs going across the top, so it was easy to navigate back to a previous section of the booking form if needed.

1. Confirming guests & rooms

The screenshot shows a booking form interface for 'bespoke'. At the top, there is a navigation bar with four sections: 'ADULTS & CHILDREN' (1/0), 'DATES OF STAY' (Jun 1-3), 'ACCOMMODATIONS' (Select), and 'TOTAL' (£ 0.00, ALL ROOMS £ 0.00). Below this is the 'Guests & Rooms' section, which includes input fields for '1 Adult' and '0 Children', a '+ Add a Room' button, an 'Add Code' field, and a red 'UPDATE GUESTS & ROOMS' button. At the bottom of the form, there is a grey bar with the text 'Add more rooms to accommodate your selected number of occupants'.

2. Confirming dates




3. Choosing room type

“bespoke”
ADULTS & CHILDREN 1/0
DATES OF STAY Jun 28-29
ACCOMMODATIONS Select
TOTAL £ 0.00 ALL ROOMS £ 0.00
ENGLISH (GBP)

[Add More Rooms](#)

ROOMS

Add Code



Double Room


2 People

Double Bed. Free Wi-Fi access, seating area, desk, a flat-screen satellite TV and a private modern bathroom feature in this room. All rooms also have air-conditioning.

[View Room Details And Enhancements](#)

- Prepay Room Only £ 143.10 [Details](#)
- Room Only £ 159.00 [Details](#)
- Prepay Bed & Breakfast £ 158.10 [Details](#)
- Bed & Breakfast £ 174.00 [Details](#)

£ 143.10 BOOK



King Room Double or Twin

2 People 1 King Bed

This twin/double room features an electric kettle, seating area and desk. Free Wi-Fi access, seating area, desk, a flat-screen satellite TV and a private modern bathroom feature in this room. All rooms also have air-conditioning.

[View Room Details And Enhancements](#)

- Prepay Room Only £ 143.10 [Details](#)
- Room Only £ 159.00 [Details](#)
- Prepay Bed & Breakfast £ 158.10 [Details](#)
- Bed & Breakfast £ 174.00 [Details](#)

4. Booking confirmation and payment

Your Reservation

Prepay Room Only ⓘ
 Double Room - 1 room £ 143.10
 1 night 1 adult
 Wed, Jun 28, 2023 £ 143.10
 Subtotal £ 143.10

Total £ 143.10

Included in the Rate
 Taxes £ 23.85

Special Requests:
 Note: These are not guaranteed.
 Arrival Time:

Additional Comments:

Guest Information

[Been here before? Click here](#)

Are you booking on behalf of someone else?

Yes, I am booking on behalf of someone else

Guest Detail

Salutation/Title *

First Name *

Last Name *

Email Address *

Phone Number

Address

City

UNITED KINGDOM

State/Province:

Payment Method



Name on Card *

Card Number *

MM/YY *

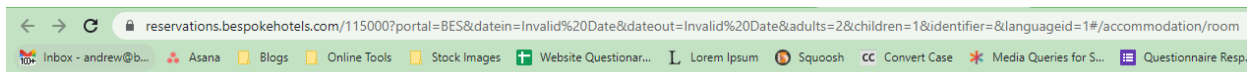
Use the same address as contact information.

Notify me about special offers.

I have read and agree to the [Terms & Conditions](#) and [Privacy Policy](#)

BOOK NOW

Trying to use the initial booking form without entering a date seemed to eventually show this unhelpful technical error, without any other details such as why the error occurred, or what to do next:



Gateway Timeout

The proxy server did not receive a timely response from the upstream server.

Reference #1.24f61002.1683569990.1ceb70

Conclusion

In conclusion, the initial page had a good layout with some minor design tweaks that could improve the usability of the page. One major issue was that the booking form didn't have any authentication, so it was possible to submit the form without the details it would need to provide a search.

The booking system took a very long time to load, which may lose visitors as they may believe the system isn't working, and would look for another hotel.

Also, the booking system could be updated to be more visually appealing, as it looks dated compared to other major hotel booking systems.

Radisson Blu Birmingham - [Webpage](#)

Hotel page details

This hotel is part of the Radisson Hotels group, so it doesn't have its own website, and is displayed on a webpage on Radisson's website.

This page is functionally well designed, as it has all of the key details for the hotel right at the start of the page, such as how much a room will cost, what a room would include, and contact details for the hotel. It could be improved by including a large photo gallery somewhere on the page for people to view, however there is a lightbox gallery that appears when clicking the thumbnail photos, which is good.

The screenshot shows the Radisson Hotels website interface. At the top, there is a navigation bar with the Radisson Hotels logo, a search bar, and links for 'MY RESERVATIONS', 'ENGLISH', '+44 28 30640900 (GB)', 'GBP', and 'JOIN - SIGN IN'. Below this is a secondary navigation bar with links for 'HOTELS', 'DESTINATIONS', 'RADISSON REWARDS', 'DEALS', 'RADISSON MEETINGS', 'TRAVEL EXPERIENCES', and 'DIGITAL SERVICES'. The main booking form includes fields for 'Destination' (Radisson Blu Hotel, Birmin...), 'Check-in' (29 May 23), 'Check-out' (30 May 23), 'Occupancy' (1 room 2 adults), and 'Selected rates' (Lowest available rate), with a 'SEARCH' button. Below the form are 'Filter rates' buttons: 'Members Only Rates (20)', 'Free cancellation (20)', 'Breakfast (20)', and 'Accessible Rooms (8)'. The main content area features a grid of room options. On the left, there is a section for 'Radisson Blu Hotel, Birmingham' with a 15% savings badge, 'Pay on arrival' option, 'Sustainable Stays' icon, address (12 Holloway Circus, Queensway, Birmingham, B1 1BT, United Kingdom), phone number (+44 121 654 6000), and a map. The 'Standard Room' is highlighted, showing a photo of the room, a description, and amenities: Free Wi-Fi, Coffee and tea facilities, Iron and ironing board, In-room safe, Professional hair dryer, Magnifying mirror, TV with mirror casing, and Individual room climate control. Below the room details are two booking options: 'Prepaid Book & Join' for GBP 82.80 per night (Non-refundable, Pay with Points) and 'Prepaid' for GBP 92.00 per night (Room only). A red 'SELECT >' button is visible for the first option.

The page isn't broken up into specific sections, and just displays each type of room, along with the booking options for the room, such as whether it is refundable. The page also urges people to download their app, and displays reasons to do so, such as exclusive rates.

Booking Form

Clicking the “Select” button for one of these room options displays a booking system which carries the same Radisson branding, along with the details of the hotel room chosen. It also has an alert saying that the booking for the room has been temporarily reserved for the user, so the room doesn’t get booked by someone else while the visitor is in the process of booking.

The page displays all of the details for the room, along with forms for users to insert their contact details. There are also sections for users to specify options for their room, such as the amount of beds, and upsells. However, the check-out step page is quite long, and could be improved.

The payment page is short, and displays the cost very clearly, along with the details of the booking, so the visitors can double-check before paying.

1. Check-out

RADISSON HOTELS ENGLISH +44 28 30640900 (GB)

1. Room reservation **2. Check-out** 3. Payment (optional) 4. Confirmation

Your booking is guaranteed for a limited time only.

My reservation

Log in for faster booking.

Best Online Rates Guaranteed
On a Radisson Hotels website, get the best rate online—we guarantee it.
[Learn more >](#)

Personal information

Mrs. Mr. Other

First name _____

Last name _____

Email _____
We'll use your email address to send you a confirmation email.

(Optional) Yes, I would like to receive news, via email and commercial offers from the Radisson Hotel Group. I can opt out.

My booking

Occupancy
2 adults, 1 room

Check-in
Mon, 29 May 2023 - 3:00 PM

Check-out
Tue, 30 May 2023 - 12:00 PM

Standard Room
Prepaid Members Only - room only

Radisson Blu Hotel, Birmingham
12 Holloway Circus, Queensway,
Birmingham, B1 1BT, United Kingdom

2. Payment

1. Room reservation 2. Check-out **3. Payment** 4. Confirmation

**Radisson Blu Hotel,
Birmingham**

Total price: 82.8 GBP

To pay now: 82.8 GBP

My booking


Occupancy
2 adults, 1 room

Check-in
Mon, 29 May 2023 - 03:00 PM

Check-out
Tue, 30 May 2023 - 12:00 PM

Standard Room
Prepaid Members Only - room only


Pay with Credit Card



Card Number:

Expiry Date:
 01 2023

CVV:



Conclusion

The hotel's page is easy to navigate, and displays the key details of the hotel clearly, along with each of the room options. The page could be made more visually appealing by perhaps adding a gallery or a description of the hotel itself, however it does display a TripAdvisor embed, so that users can browse testimonials from other visitors.

This booking system is well designed, as it is always displaying the details of the room to the user to ensure that they can check before paying. The booking confirmation page is quite long as it shows a lot of information, however it is better to include this information rather than not. Also, the system reserves the room for the user while they book, which is useful.

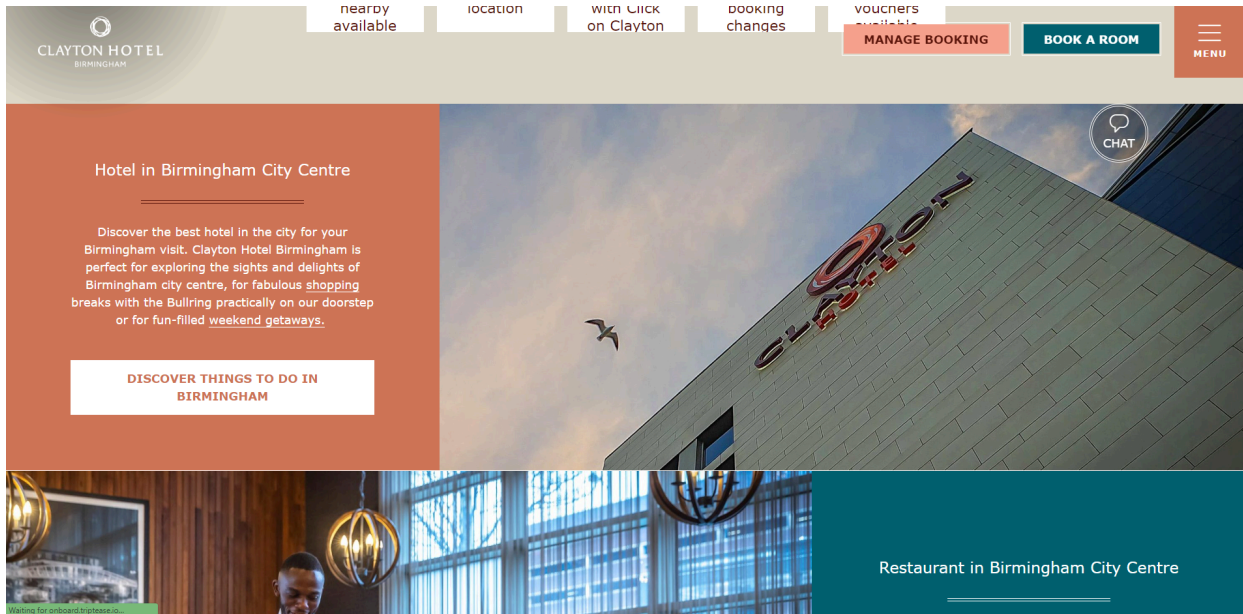
Clayton Hotel - [website](#)

Hotel page details

This hotel is part of the Clayton hotels group, and has its own booking system on its website, without taking users to a third party website.

Unlike the other websites which often display the main details of the website first, such as location or services, this website starts with the near relevant offers at the top of the page. In fact, nowhere on the page does it state the address of the hotel or contact details of the hotel.

The sections of the page relate to things to do in Birmingham, and what the hotel includes. However, it doesn't provide much information on rooms, or how much a room may cost, which may be important to visitors.



Booking Form

The booking form is easy to access, by simply clicking the Book Now button at the top of the page, this then displays a new section requesting details, such as location, check-in date, and rooms. This is simple to follow, and displays a helpful calendar when selecting a date

Details section:

The image shows a 'BOOK YOUR STAY' form on the Clayton Hotel Birmingham website. The form is titled 'BOOK YOUR STAY' and includes a close button (X). The form fields are: 'Location' (Birmingham), 'Hotel' (Clayton Hotel Birmingham), 'Check-in' (16 May-2023), 'Nights' (1), 'Promotional code (optional)', 'Rooms' (1), 'Room 1' (Adults (13+): 1, Children (3-12): 0, Infants (0-2): 0), and a 'BOOK NOW' button.

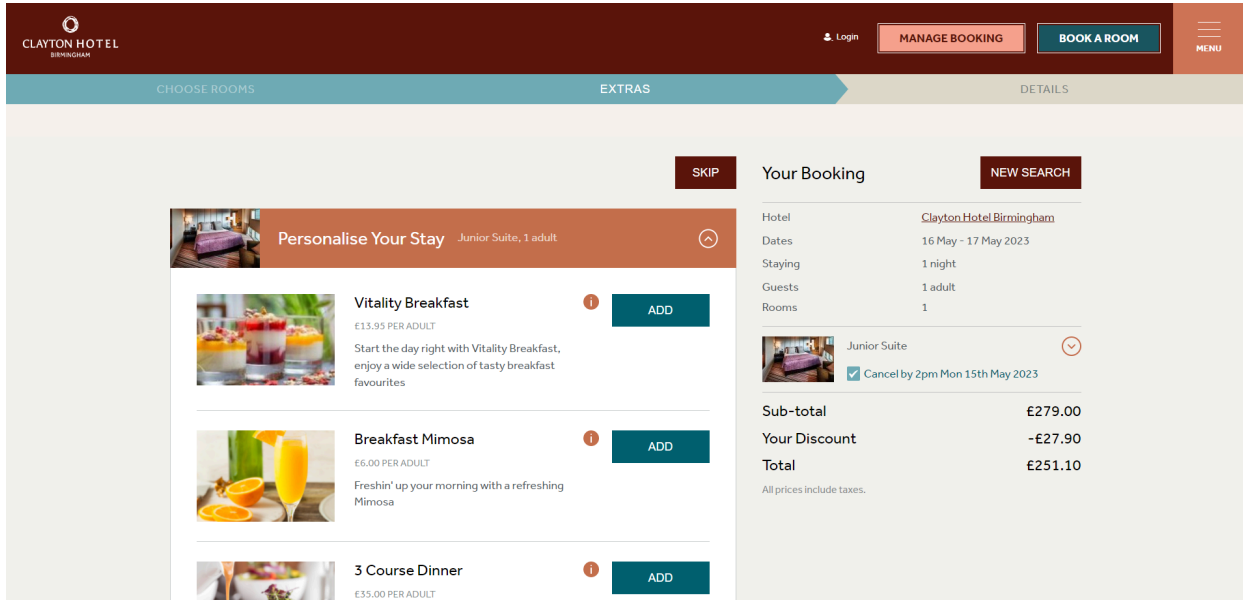
The next page shows the room options, along with the pricing and amount of beds in each room. The page has a lot of details for each room, and displays a discount for booking directly on their website, which is useful. It also shows different rates as well, such as whether the room has free cancellation.

Rooms section:

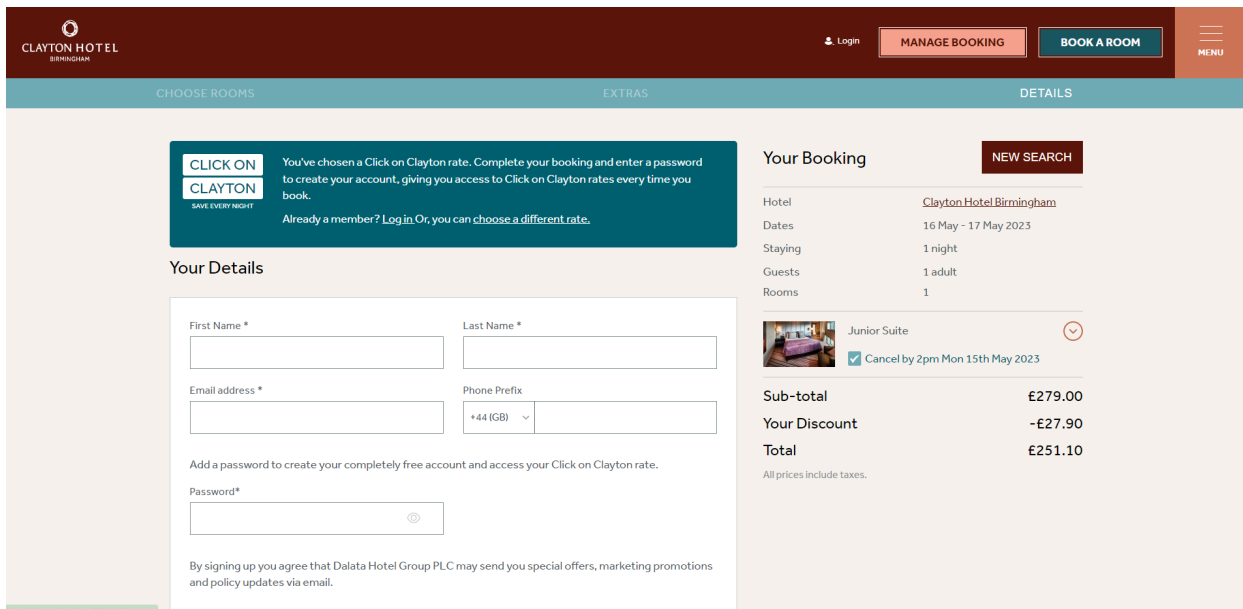
The screenshot displays the 'CHOOSE ROOMS' section of the Clayton Hotel Birmingham website. The header includes the hotel logo, navigation links for 'MANAGE BOOKING' and 'BOOK A ROOM', and a 'MENU' icon. The main content area features a navigation bar with 'CHOOSE ROOMS', 'EXTRAS', and 'DETAILS'. A promotional banner offers 'Instant Savings For You' with a 10% discount for direct bookings. Below this, a 'Flexible Rate: Room Only' is highlighted with a 'Free Cancellation' checkbox and a price of £161.10. Two room options are listed: 'Executive King Room' (Sleeps 2, 1 King Bed) and 'Executive Family Room' (Sleeps 4, 2 Flexible Beds). Each room option shows a 'Public Rate' and a 'Click on Clayton Rate' with a discount. A sidebar on the right provides hotel details, including '218 Rooms & Suites', '5 minute walk from Birmingham New Street', 'Free, high-speed WiFi', and 'Off Site parking Nearby'. It also includes a 'NEW SEARCH' button and 'MAP' and 'HOTEL INFO' links.

The page after show the addons that can be included, such as breakfast and wine. This page is useful because it can be skipped quickly if none of these addons are needed. Also, it shows the cost of each addon:

Addons section:



Finally, the payment details page asks people to create an account, so that they are eligible for the discount. This is useful so that people don't need to create an account beforehand. There is also a breakdown of costs, the details of the room booked, and the cancellation date, which is important in case the user's plans change:



Conclusion

In conclusion, this website has a good, simple booking system, and doesn't take users through lots of unnecessary sections and pages. The initial page could be improved to include more

details about what the hotel provides, such as free wifi, however the booking process does cover this.