

# Booking.com Requests

Actionable Improvements

Version 1.0  
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**Booking.com**

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# Navigation System

## This chapter contains:

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Current Navigation

Mega Navigation Examples

Icon Use

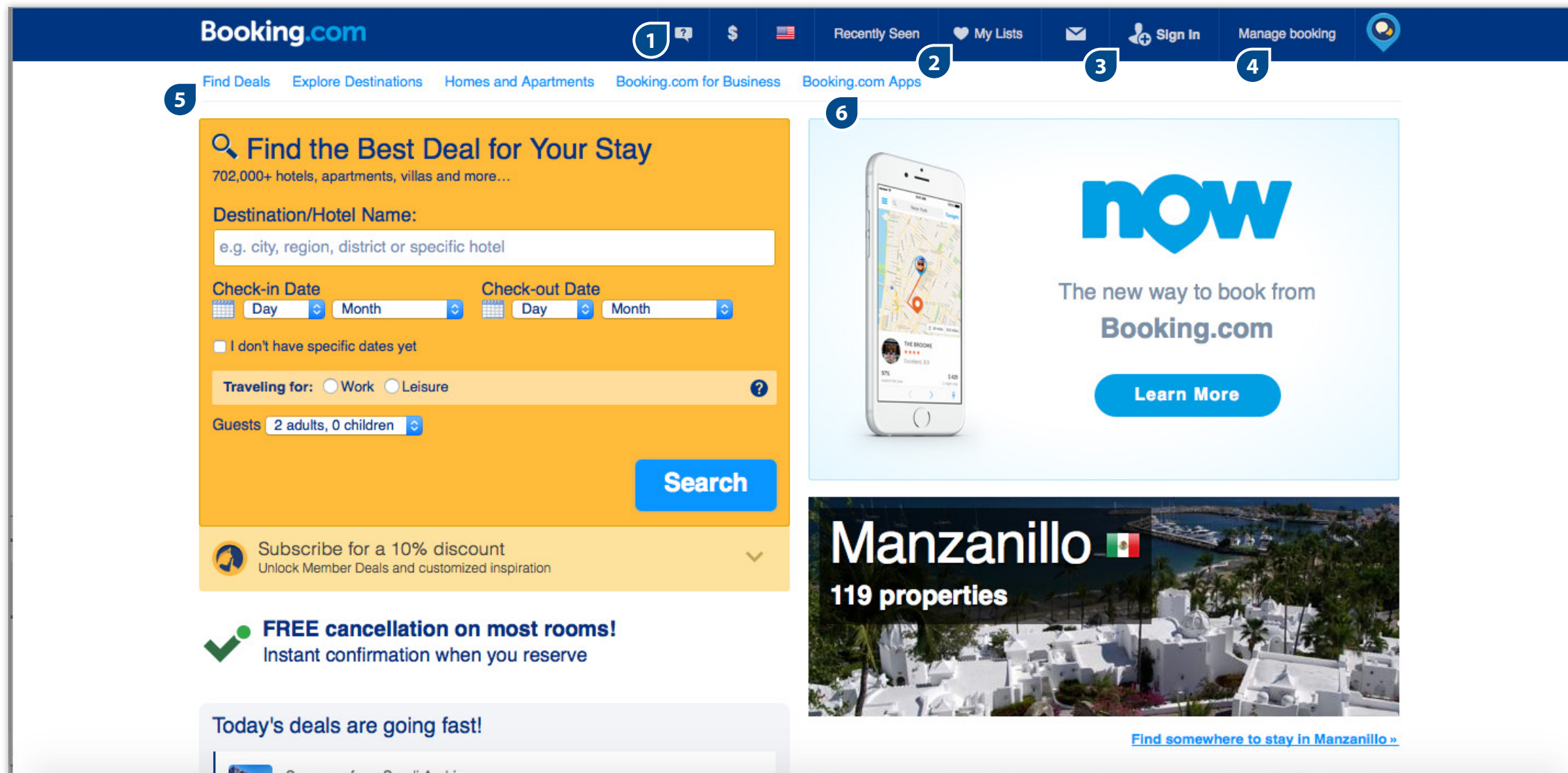
Updated Utility & Primary Navigation

Footer Navigation

Footer Navigation Examples



# Navigation



## Annotations

- Icons are not clear as to their purpose
  - update icons (where used) to better reflect their purpose
- 'My lists' and 'View Account Information' can not be utilized until the user has signed in
  - remove hyperlinks and place in drop down widget that will be displayed within the user sign in area after the user has accessed their account (important to demonstrate correlation)
- 'Sign In' widget should be more prominent and not in line with the utility navigation
  - move 'Sign In' widget up into its own real estate area in order for it to be more prominent
- 'Manage Booking' needs to be more prominent for the user to quickly find their booking.
  - move 'Manage Booking' into the primary navigation area
- Primary navigation is not visually dominant on the site.
  - Provide a more visually appealing navigation that catches the user's eye
- 'Booking.com Apps' should not have as much weight in primary navigation as there is no functionality on a desktop device
  - Move to footer and other promo/CTA areas

## Overall

- Primary navigation would benefit from a mega nav. Please see preceding examples.
- Lack of consistency in navigation throughout site. This, in turn, causes a lack of branding consistency when using the site as a whole.

# Mega-Navigation Example

The screenshot shows the Lutron website's navigation structure. At the top, there are utility links: "Register or Login to myLutron", "United States | English", "Product Quick Links", and "Where to Buy". The Lutron logo is on the left, and a search bar is on the right. Below the logo is a mega-menu with five main categories: "Experience Light Control", "Residential & Commercial Solutions", "Products", "Service & Support", "Education & Training", and "Our Company".

The "Experience Light Control" category is expanded, showing three columns of sub-links:

- Why Lutron** (annotated with '2'):
  - Save Energy
  - Enhance Comfort & Convenience
  - Increase Productivity
  - Improve Safety & Security
- Find Inspiration** (annotated with '2'):
  - Idea Gallery for your Home
  - Idea Gallery for your Business
  - The Lutron Experience Center
- Visualize Light Control** (annotated with '2'):
  - Whole Home Tour

Annotation 1 points to the main text area under "Experience Light Control": "See how Lutron's superior light control enhances the many facets of your home and workplace. Find inspiration through rich visualizations of Lutron design."

Annotation 3 points to a promotional banner for "The Lutron Experience Center" which includes an image of an interior scene and a "Learn more" link.

## Annotations

1. Compelling copy aimed at providing an emotional relationship with the customer
2. Organized content to delve deeper into the site, this will decrease the overall time that it takes the user to locate the content they are looking for
3. Promo spot with a CTA hyperlink to delve deeper into the site, this will lead to the user spending more time on the site and will likely increase revenue.

### Overall

- Promo spots and CTAs should take into consideration users interact with newsworthy content more than evergreen. (annotation 3.)

# Icon Use

## Current

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### Purpose

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1. Give website feedback
2. Customer service
3. +Add your property

### Intended Changes

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1. Move website feedback to a sticky widget on the right-hand side for desktop and footer hyperlink for desktop/tablet/mobile
2. Move customer service to utility nav and footer
3. +Add your property is a hyper-linked text

### Business Reasons

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1. With constant website changes, website feedback should be prominent in order to fix items on a consistent basis
2. Customer service should occupy its own space to assist users with sales & service in utility navigation
3. Keep +Add your property within the utility

## Current

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### Purpose

---

- 1, Select preferred currency for site usage

### Intended Changes

---

1. Remove icon and add a hyperlink with a dropdown in order for the user to understand they can select a different currency

### Business Reasons

---

1. Improves user experience to understand that the widget supplies a multitude of information

## Current

---



### Purpose

---

1. Select preferred language for site usage

### Intended Changes

---

1. Remove icon and add a hyperlink with a dropdown in order for the user to understand they can select a different language

### Business Reasons

---

1. Improves user experience to understand that the widget supplies a multitude of information

## Current

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### Purpose

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1. Destination tips from other users

### Intended Changes

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1. Change the 'destination tips' widget to a primary navigation item

### Business Reasons

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1. Destination tips should be treated as a social media functionality in order to drive users to continually utilize the site



# New Navigation Direction

## Not Signed In

The wireframe shows the top navigation bar of the Booking.com website. It features a search area with a blue circle containing the number '1' and two input fields, followed by a blue 'Submit' button. Below this is a dark blue navigation bar with the 'Booking.com' logo on the left and several menu items: 'customer service v', 'add your property v', 'currency v', 'language v', 'recently seen', and 'manage booking'. At the bottom of the wireframe is a white navigation bar with the following links: 'Find Deals | Explore Destinations | Destination Tips | Homes & Apartments | Booking.com for Business'.

### Annotations

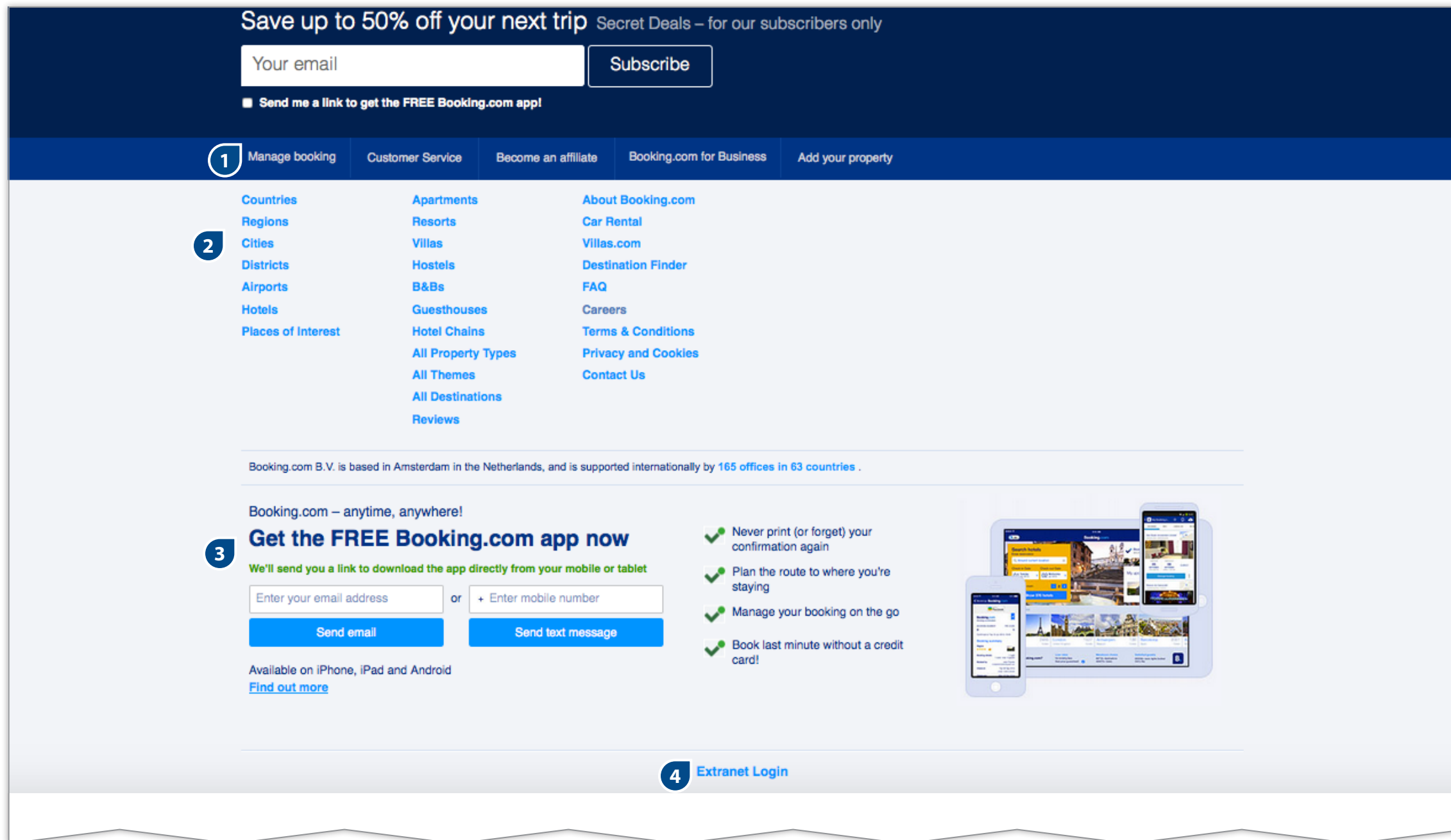
1. After user signs in, sign in area turns into a drop down with the following items below:

- My Lists
- View Account Notifications
- Log out

### Note

- This is not for design consideration. It is a high fidelity wireframe.

# Current Footer Navigation



## Annotations

1. Area should represent utility navigation items such as

- customer service
- terms & conditions
- social media links
- partnerships (possible)

[restructure based on business needs]

• *business needs are not currently matching overall within the site and there should be a direct correlation across all areas of navigation. Perhaps adding a secondary level utility navigation in the footer will help solve confusion [TBD]?*

2. Unorganized footer navigation

• *Lack of overall organization in footer causes poor usability*

3. Promo area could be implemented within an improved overall structure

• *User flow beneath footer navigation and "booking.com" copy does not provide a smooth experience*

4. Is this the correct placement for the intranet hyperlink?

• *Perhaps add it into the secondary utility navigation as mentioned in annotation #1*



# Footer Mega-Navigation Example

The screenshot shows the Sony.com footer navigation with several sections and annotations:

- Annotation 1:** Points to the 'Shop with confidence' icon.
- Annotation 2:** Points to the 'Find a Retail Store' section.
- Annotation 3:** Points to the email sign-up form for 'Special Offers'.
- Annotation 4:** Points to the social media icons (Twitter, Email, YouTube, Facebook).
- Annotation 5:** Points to the 'SGNL' video preview section.

The footer navigation includes the following sections:

- The Sony Store Advantage:** Shop with confidence, Customizable PCs, Holiday delivery, Sony Rewards.
- Find a Retail Store:** Store Locator, Sony Dealers.
- Specialty Stores:** Education Store, Business Store.
- Order Support:** Order Status / Tracking, Customer Service, Returns, FAQs.
- Savings and Special Offers:** Deals, Outlet, Trade-in & Recycling Program.
- Shop:** Laptops, Desktops, Tablets, Mobile Phones, Televisions, Blu-ray Players, Cyber-shot Cameras, NEX Cameras, DSLR Cameras, Headphones.
- Payment & Rewards:** Sony Rewards, Sony Card, Sony Financing.
- Product Support:** Forums, Product Manuals, Product Registration.
- Special Offers:** Email sign-up form with 'Submit' button and 'Get the latest deals by text.' link.
- Support Services:** Premium Services, In-home Installation, Extended Service Plans.
- Programs:** Sony Authorized Dealer, Affiliate Program.
- Connect:** Social media icons for Twitter, Email, YouTube, and Facebook.
- Sony Entertainment Solutions:** Video Unlimited, Music Unlimited, Playstation Network, Reader Bookstore, PlayMemories.
- SGNL - An in-depth look at Sony products:** Video preview section with three video thumbnails.

Additional footer text includes: 'You are shopping in the US Sony Store', 'US/APO/FPO shipping only', 'Shop by phone 1-877-865-7669', and 'Copyright © 2012 Sony Electronics Inc. All Rights Reserved. Terms & Conditions | Sitemap | Privacy Policy/Your California Privacy Rights | Site Feedback'.

## Annotations

1. Area to point out highlights on Sony
  - ideal place to put booking.com's business partners
2. Clean organization of site navigation
  - Having headers improves overall usability
3. Email sign up area
  - Booking.com does have an email sign-up area but this treatment produces a smoother user flow
4. Social media widgets
  - Area for Booking.com to bring users' to their social media sites
5. Promo CTA areas
  - Organized area to pull users into the site through promotional modules

## Overall

- Email marketing campaigns (annotation 3) are one of the best means of promoting products and services online.
- Social Media (annotation 4)
  - increases brand recognition
  - improves brand loyalty
  - improves conversion rate
  - provides opportunity to convert
  - higher brand authority
  - increases inbound traffic
  - decreases marketing costs
  - improves search engine rankings
  - provides a richer customer experience
  - improves customer insights

# Hero & Layout

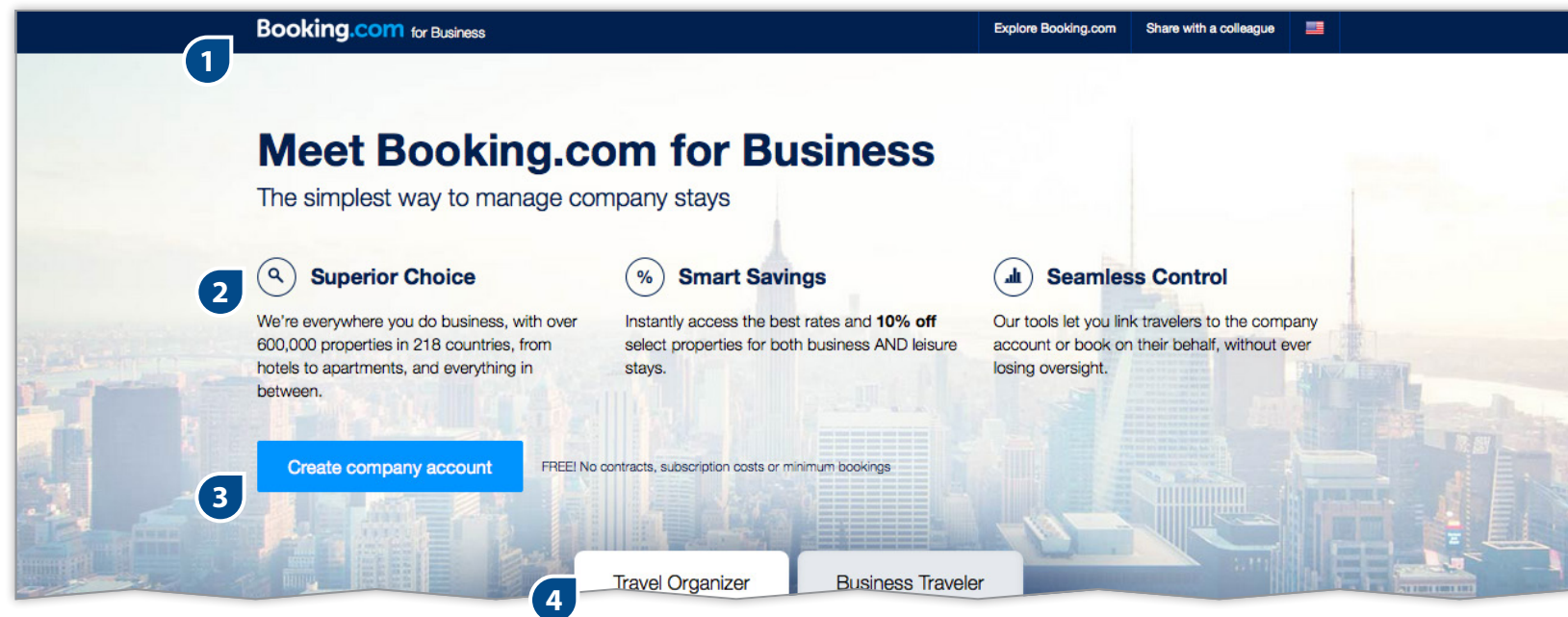
## This chapter contains:

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Current Hero Space Sample  
Hero Space Example  
Responsive Grid Design



## Current Hero Space Sample



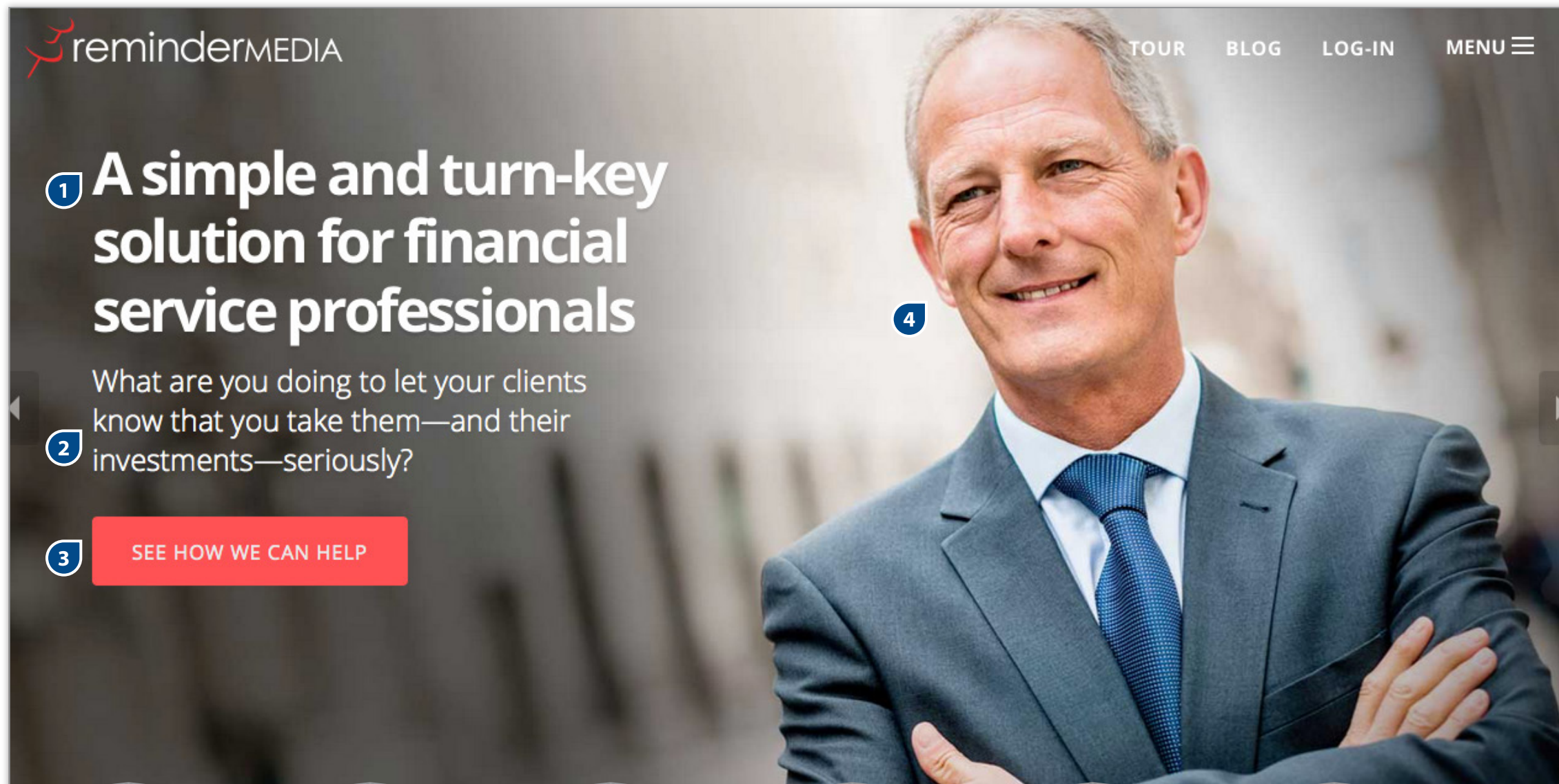
### Annotations

1. Lack of primary navigation
  - keep navigation throughout consistent regardless if there is a different business area to improve branding experience
2. Lack of use of bold and strong infographics
  - infographics can be more bold to catch visual intention
3. CTA to sign up for a business account
  - based on business needs, this area should be more of a prominent promo and CTA area
5. Tabbed areas to separate the possible types of users
  - overall poor visual design

### Overall

- Users need consistency (annotation 1). Regardless of how a visitor ends up on the site, they need to know which site they are on. When the site's pages are widely different users will be confused when they navigate to a different page. A unified branding experience should be the same across all areas.
- Infographics (annotation 2):
  - compelling and attractive
  - easily scanned and viewed
  - viral capabilities
  - portable (embeddable)
  - worldwide coverage
  - brand awareness
  - increases traffic
  - benefits search engine optimization
  - displays an expert understanding of the subject

## Hero Image Example



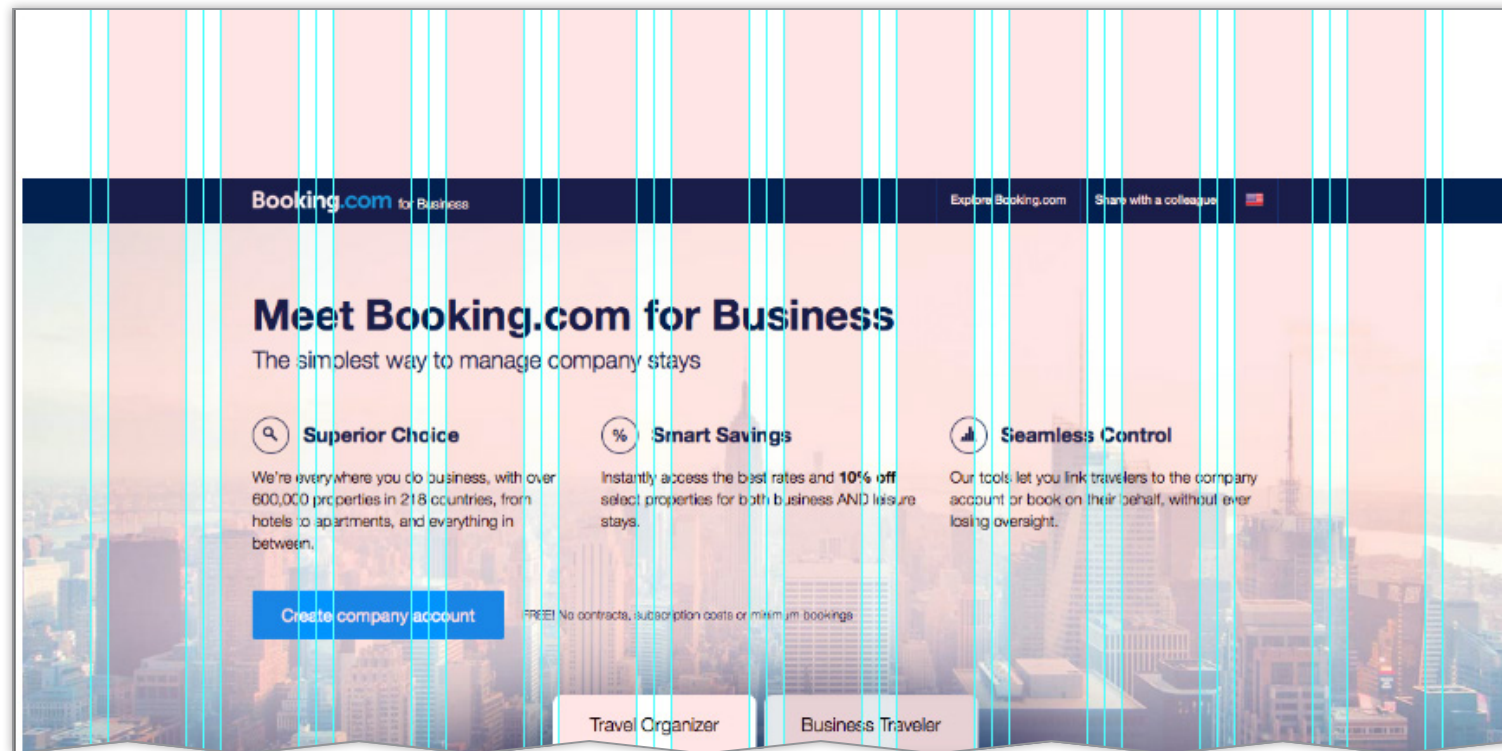
### Annotations

1. Strong intentional statement
2. Simple, direct copy for supporting facts
  - *precise and easy to interpret intention*
3. Related CTA
  - *call to action elicits an action wherein the user knows what next step to take*
4. Related imagery
  - *visual cue directly related to content*

### Overall

- Copy content:
  - place keywords in header and sub-header copy for SEO purposes
  - keep them short and concise
  - strive for clarity and not creativity
  - don't restate what comes below
  - pose a question
- Hero Call to Action (CTA):
  - rather than a direct action, prompt the user as to a positive benefit
  - allow users' eye to flow directly into CTA

## Responsive Grid Design



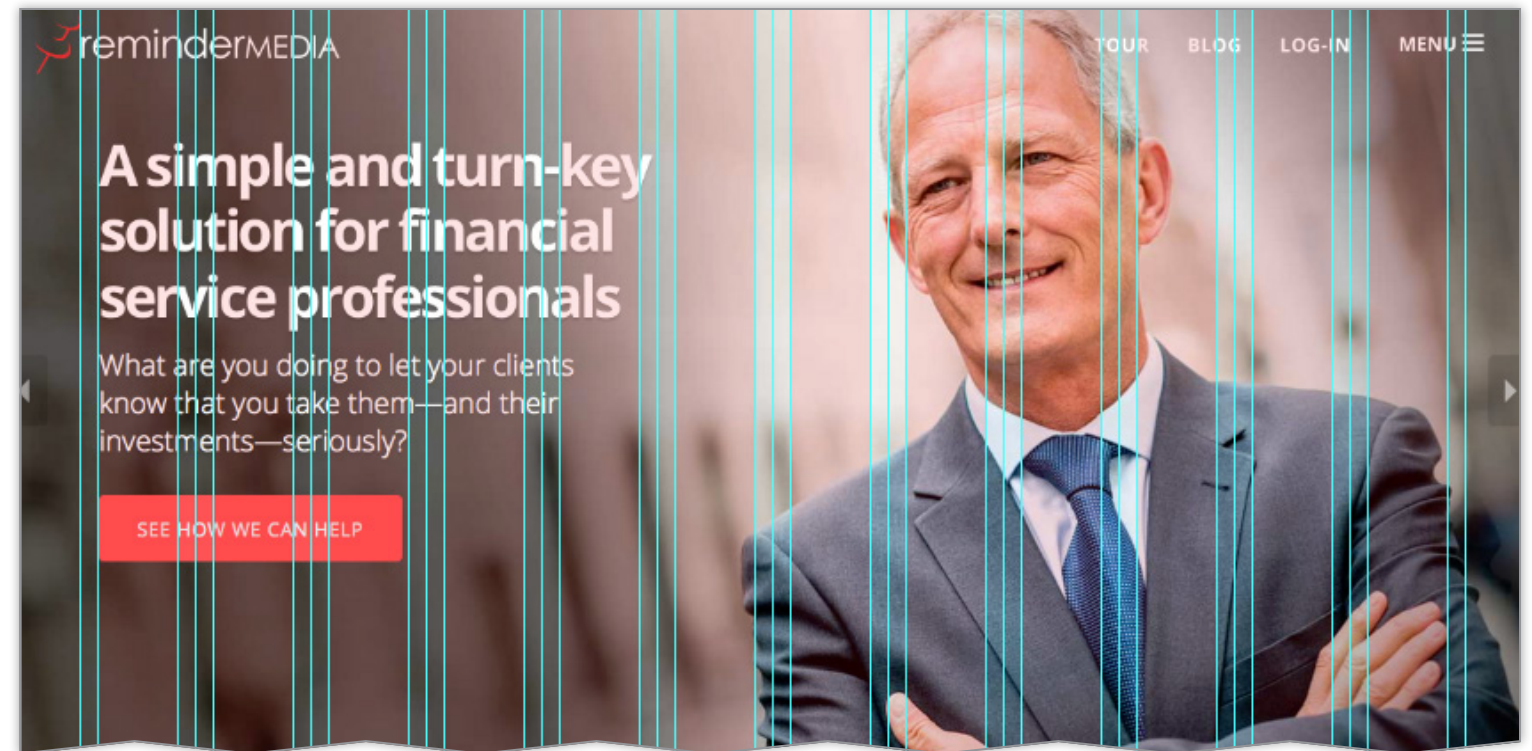
### Design Lacking Proper Layout

#### Design & Grids

1. Eye does not know where to look first
2. Can not add additional elements with ease
3. Lack of other stakeholders to find room to add elements
4. Lack of consistency & harmony throughout additional pages

#### Responsive Design

1. Content strategy for responsive design is not apparent
2. Lack of optimal user experience across multiple devices (not cost effective)
3. Lack of consistent visual design look and feel.
4. A separate mobile site which has a different URL and different HTML than its desktop counterpart requires Google to crawl and index multiple versions of the same site. In addition, having one site rather than two is far easier to manage within the company's SEO strategy.



### Design With Proper Layout

#### Design & Grids

1. Establish clarity and order
2. Efficiency: established grid allows designer to quickly all elements
3. Economy and collaboration: other Stakeholders can add items without impacting layout
4. Consistency & harmony leads to unification regardless of content across other pages

#### Responsive Design

1. Mobile first: understand user experience strategy for content first
2. Optimize user experience, regardless of what screen the user is looking at (cost effective)
3. Provides a consistent visual design look and feel.
4. Responsive design sites have one URL and the same HTML, regardless of device, which makes it easier for Google to crawl, index and organize content. In addition, it provides for one SEO strategy to handle all devices.