

Hotel Refresh

The Hotel Refresh program will improve the overall user experience for Deem customers searching for and booking hotels. This enhancement combines powerful technology with a streamlined user experience.

SOME HIGHLIGHTS OF THE NEW PAGES INCLUDE:



RESPONSIVE MODERN DESIGN



REDUCED NUMBER OF CLICKS



EASY TO USE AND NAVIGATE



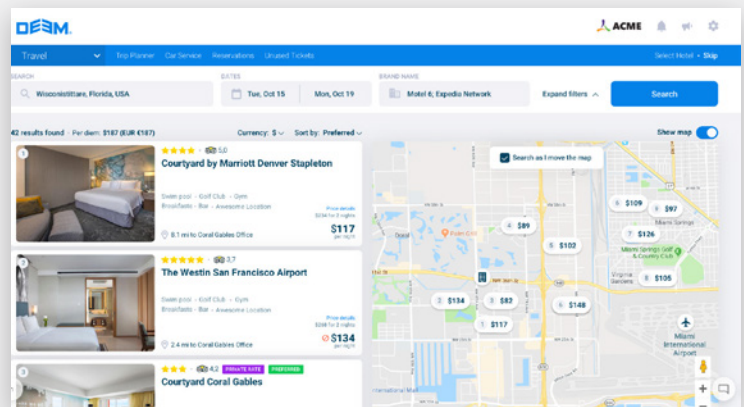
INTRODUCTION OF NEW FEATURES



INTERACTIVE MAP

Highlights

- Responsive Design
- Interact with page as content is loading
- Faster search results
- Replace change hotel link with open search bar
- Exposed six amenities on hotel card
- Larger pictures
- Compare six hotels

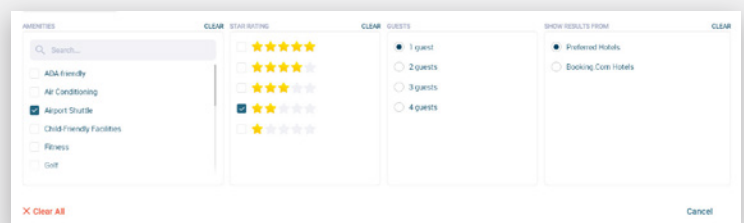


Additional Design Changes

- Moved sort by to top of hotel results and exposed sort criteria
- Removed multi-currency from hotel card and replaced with selector at top of hotel results
- Per Diem removed from individual hotel cards and placed on top of hotel results

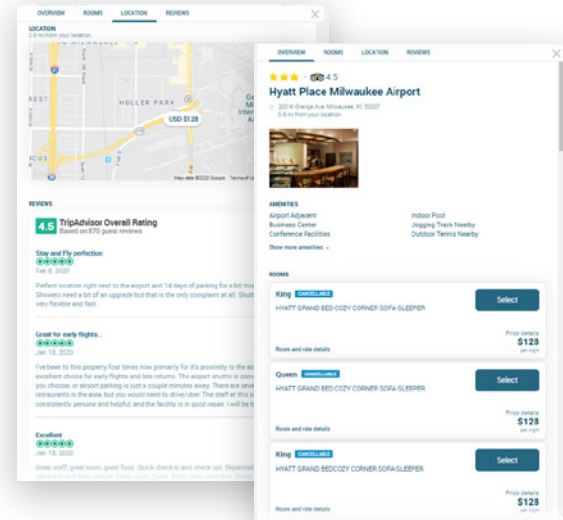
Filter and Amenity Changes

- Super brand display and selection enhanced
- Expand/collapse filters
- Clear filters individually and/or as a group
- Apply filters to all filter selections



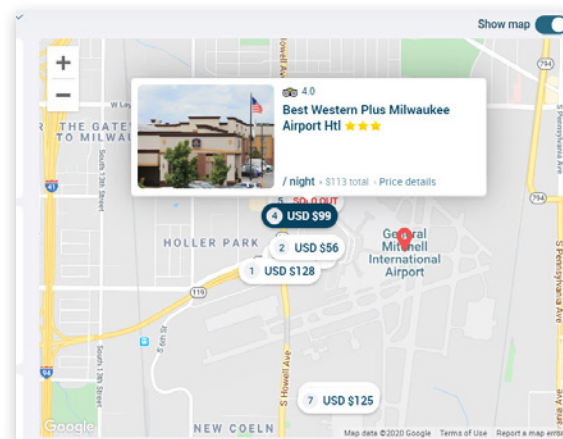
Room Rate Card Changes

- Added average nightly rates
- Average cost of stay
- Added price details tax, and total
- Jump links to overview, reviews, location
- Alphabetized, deduped, and standardized



Map Makeover

- Corresponding numbers to list view
- Expand/collapse map
- Zoom in/out
- Reset search by moving cursor on map
- Hover over includes picture, review and star rating, labels, and pricing breakdown



On the Horizon

- Full page details/pictures
- More quality images
- Hotel by name functionality improved
- 30 results on page
- Migration to microservice architecture
- Filter by negotiated amenities
- Pre-filter by amenities in user profile
- Property descriptions

