

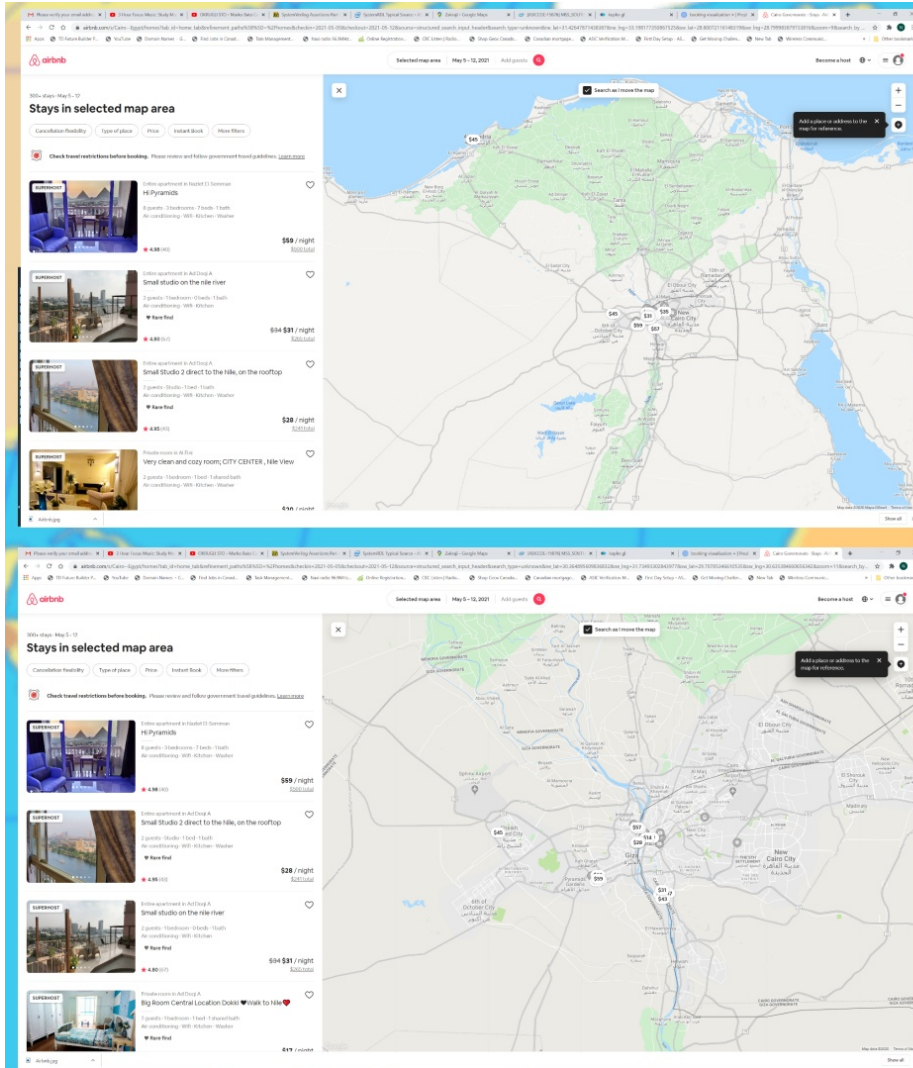
Info in 1D & 2D

Filters

# Problems with current Booking Channels



AirB&B - as a channel booking example



## Valuable Information in 1D or 2D

### Map issues 2D:

- Not all units visible at first
  - As we zoom in, new properties
- Price only available for comparison

### List issues 1D:

- Limited sorting attributes
  - Only one sorting option
- Difficult to cross reference price/rating





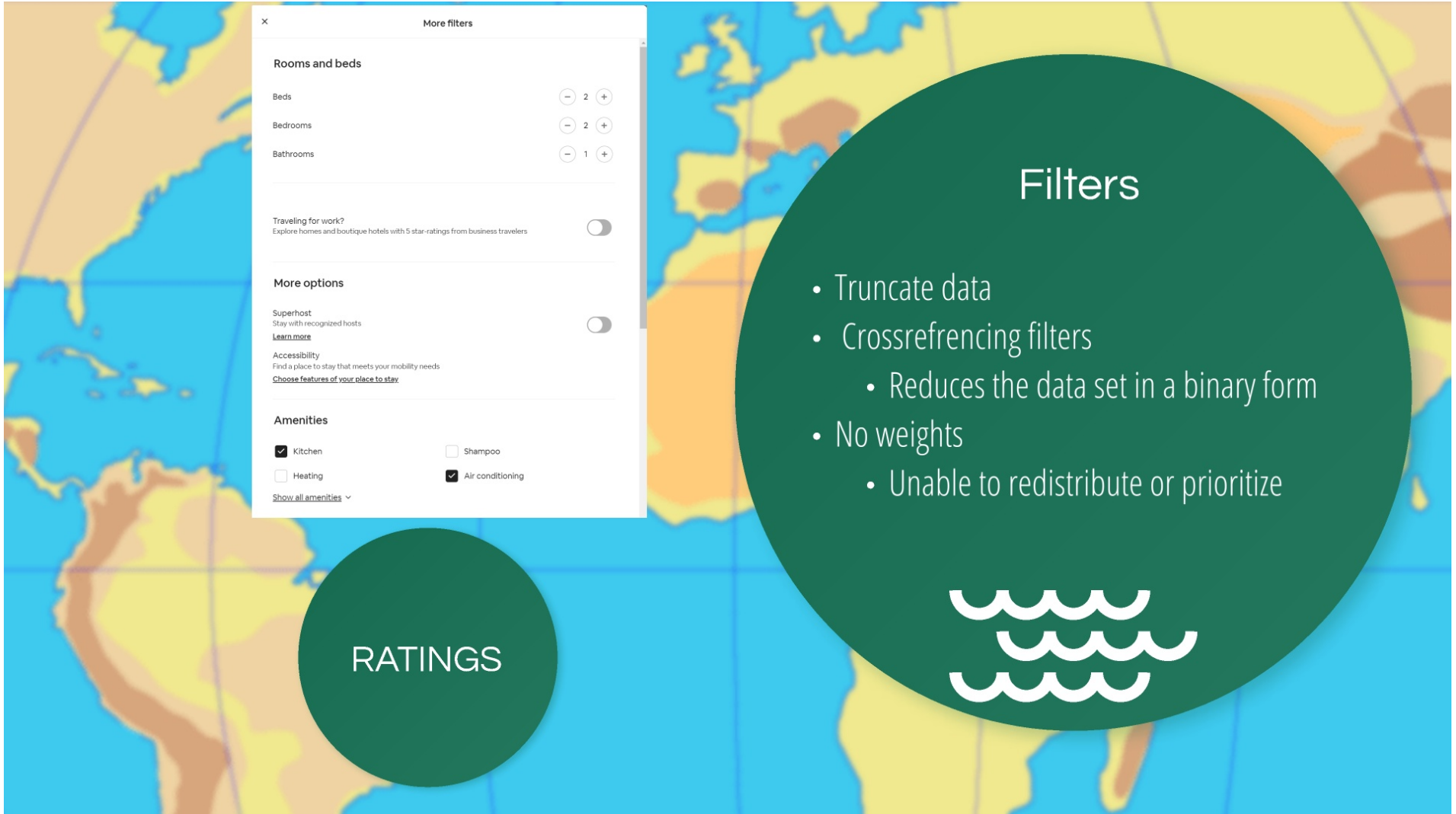
Info in 1D & 2D

Filters

# Problems with current Booking Channels




AirB&B - as a channel booking example



RATINGS

### Filters

- Truncate data
- Crossreferencing filters
  - Reduces the data set in a binary form
- No weights
  - Unable to redistribute or prioritize





Private room in Boulaq Num.3  
**Cairo Panorama Hotel**



2 guests · 5 bedrooms · 1 bed · 2 shared baths  
Wifi · Kitchen · Washer

★ 4.58 (26)

~~\$10~~ **\$9** / night  
\$71 total



Entire apartment in Oula  
**Panoramic Nile Views, Amazing Decor**



6 guests · 3 bedrooms · 3 beds · 3 baths  
Air conditioning · Wifi · Kitchen · Washer

♥ New lower price

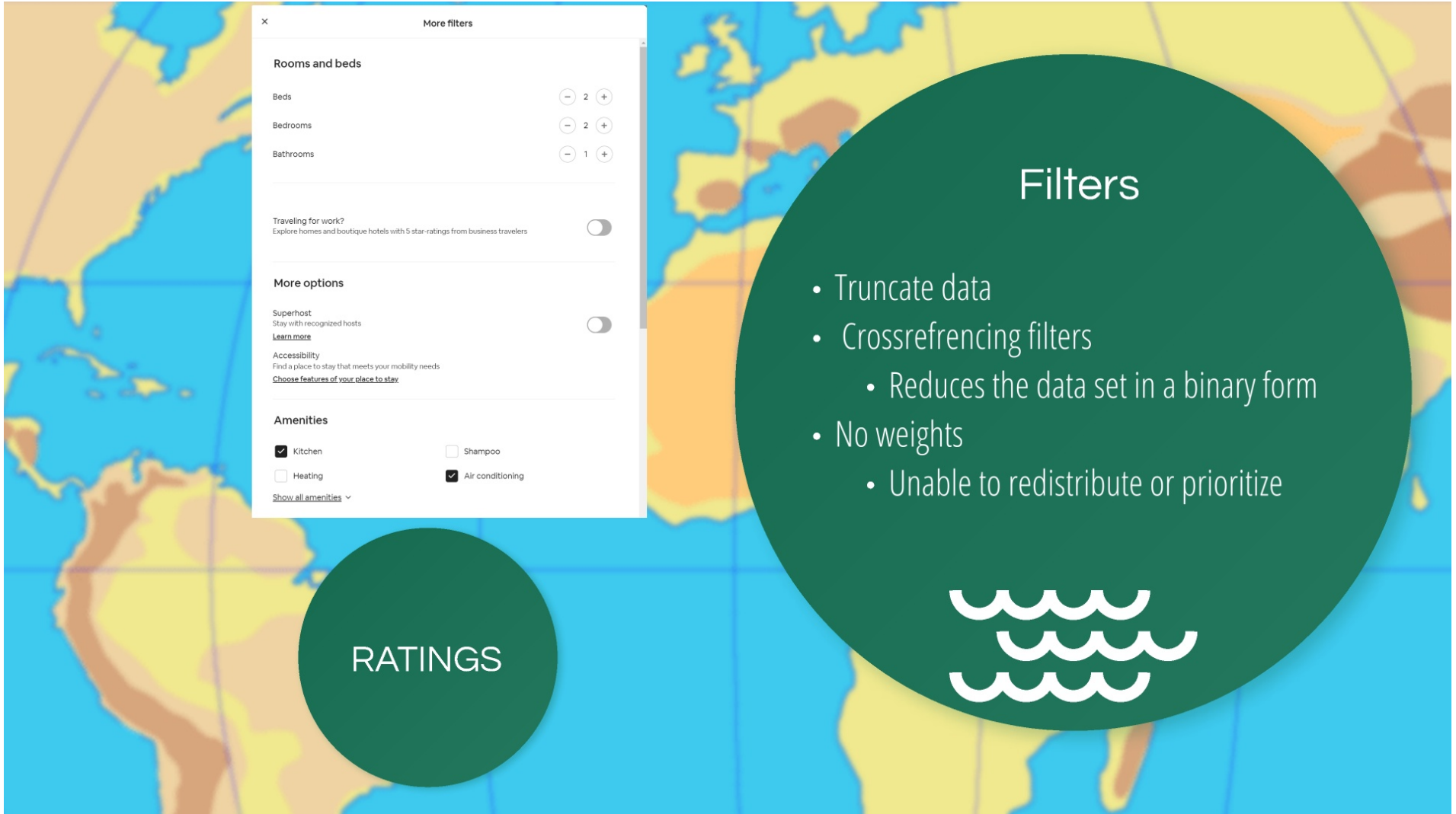
★ 4.0 (10)

~~\$149~~ **\$127** / night  
\$1,098 total

## Reviews

Photo 1


Photo 3



RATINGS

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Info in 1D & 2D

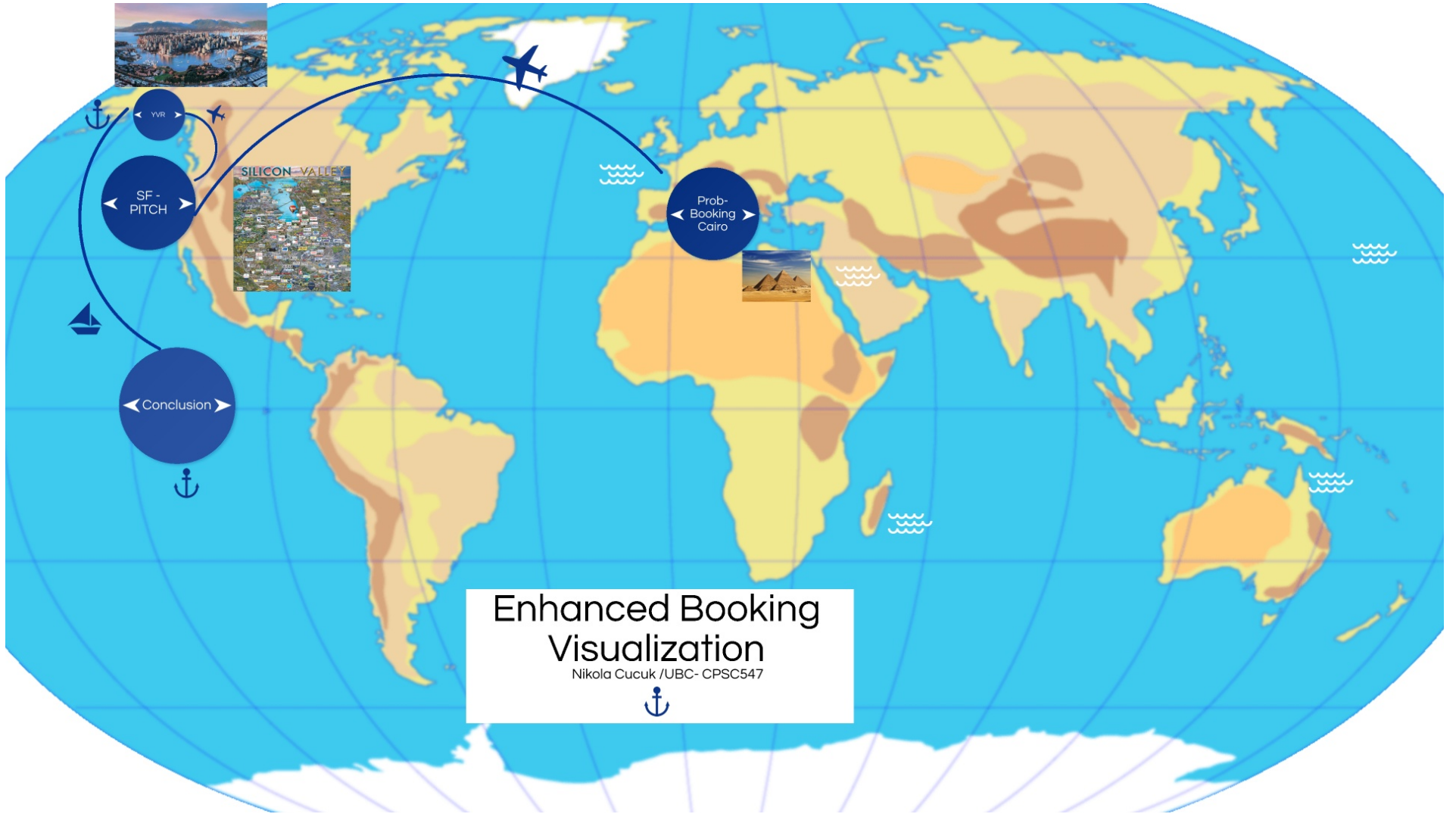
Filters

# Problems with current Booking Channels



AirB&B - as a channel booking example

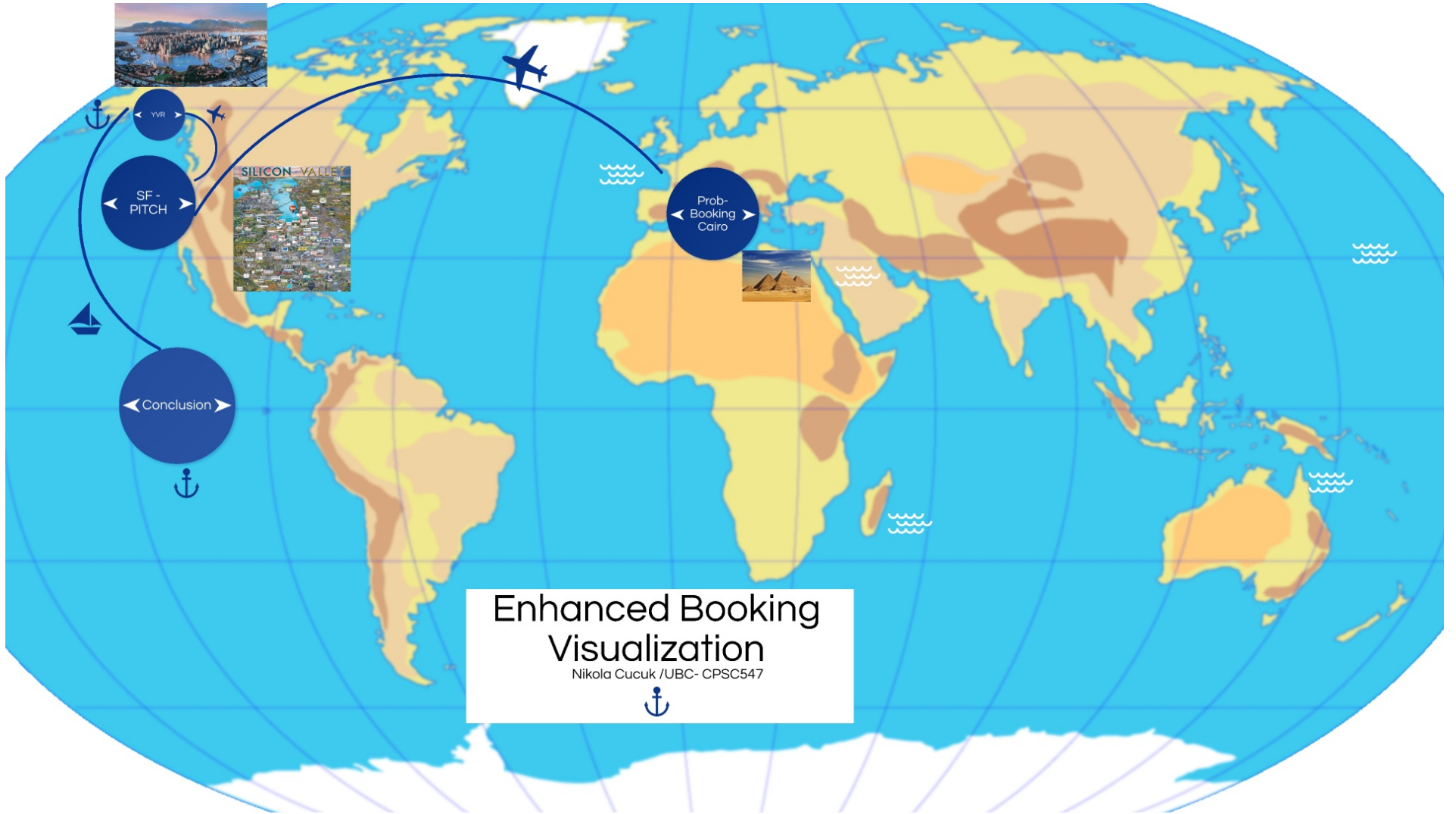




# Why Change

- Novel
  - 21st century visualization
  - Wow effect
- Saves time to customers
  - Faster bookings
  - No need for data sub-sets
- Reduces cross platform comparison
  - Reduces chances for lost customers
- Gives to the user the AI customization knobs









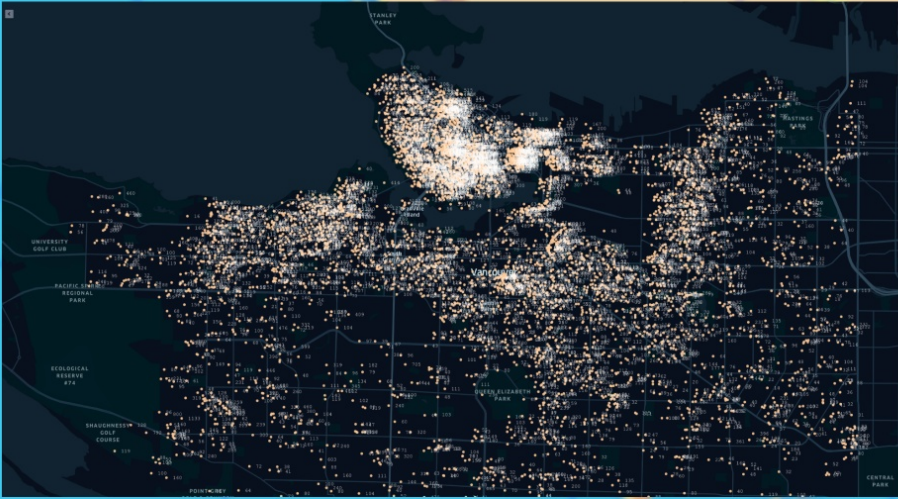
## Vancouver- AirB&B

- Original data-set visualization
- vs.
- 2D & 3D Enhanced visualization



# YVR - AirB&B Properties

- Displayed properties all at once
  - Price - next to the location
- 2D Map - Vancouver BC





# YVR-AirB&B Enhanced Visualization

- Top: 2D - Price heatmap
  - Don't go to :
    - Yalletown
    - Granvil Island
- Bottom: 3D - Price heatmap + reviews hex-Bin
  - Focus on:
    - West End
    - MtPleasant

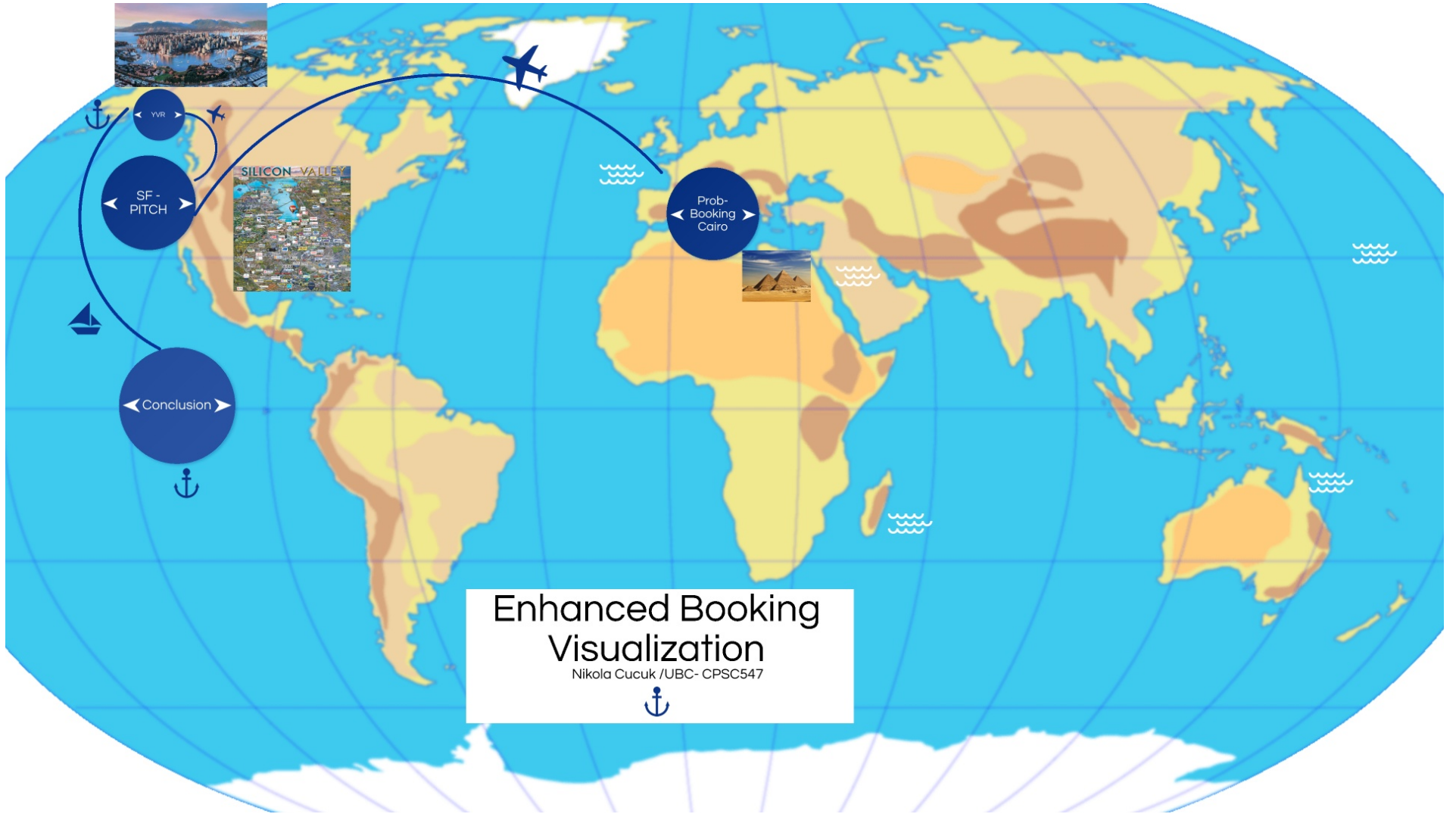




## Vancouver- AirB&B

- Original data-set visualization
- vs.
- 2D & 3D Enhanced visualization







## Conclusion

Enough with countless hours wasted looking for the next travel destination property!

Booking channels, lets join the 21st century visualization. Technology and internet speeds can handle it now.

Lets travel, and save some money and time while doing it.

