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
Problems with current Booking Channels

AirB&B - as a channel booking example
Filters

- Truncate data
- Crossreferencing filters
  - Reduces the data set in a binary form
- No weights
  - Unable to redistribute or prioritize
Private room in Boulevard Num.3
Cairo Panorama Hotel
2 guests · 5 bedrooms · 1 bed · 2 shared baths
Wifi · Kitchen · Washer

$10 $9 / night
$21 total
★ 4.58 (26)

Entire apartment in Oslo
Panoramic Nile Views, Amazing Decor
6 guests · 3 bedrooms · 3 beds · 3 baths
Air conditioning · Wifi · Kitchen · Washer
New lower price

$149 $127 / night
$1,038 total
★ 4.0 (10)
Filters

- Truncate data
- Crossrefencing filters
  - Reduces the data set in a binary form
- No weights
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AirB&B - as a channel booking example
Enhanced Booking Visualization

Nikola Cucuk / UBC - CPSC547
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
Vancouver - AirB&B

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

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Conclusion

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

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

Let’s travel, and save some money and time while doing it.