

XYZ Company
Competitive Benchmark Research Plan
TripAdvisor and Vrbo

By Theresa Wilkinson

Contents

Overview..... 3
 TripAdvisor 3
 Vrbo..... 3
Methodology..... 3
 Goals 4
 Research Questions..... 4
 Participants..... 4
 Task Metrics 5
 Survey Metrics 5
 Schedule..... 5
Discussion Guide 6
 Welcome 6
 Legal Consent Request 6
 Screener Questions 7
 ScreenOut Text 8
 Completed Study Text 8
 QuotaFull..... 8
Tasks..... 9
 Task 1 9
 Task 2..... 9
 Task 3..... 10
 Survey Questions..... 11
Screenshots..... 12
 Task 1 Screenshots 12
 TripAdvisor 12
 Vrbo 13
 Task 2 Screenshots 14
 TripAdvisor 14
 Vrbo 23
 Task 3 Screenshots 30
 TripAdvisor 30
 Vrbo 31

Overview

XYZ Company planned a benchmark study between the travel sites of TripAdvisor and Vrbo.

TripAdvisor

TripAdvisor, Inc. is an online travel company that operates a global platform. The website includes:

- User-generated content
- Price comparison tools
- Online reservations for:
 - Transportation
 - Lodging
 - Travel experiences
 - Restaurants

Its flagship brand, TripAdvisor.com, reached 490 million average monthly unique visitors in 2018. NPS score in 2019 was 46.

Vrbo

Vrbo, originally known as Vacation Rentals by Owner, was founded in 1995 as a service for homeowners to list their properties for short term rental. The original website was created by David Clouse in Aurora, Colorado in order to rent his Breckenridge Ski Resort condo. NPS score in 2019 was 29.

Methodology

XYZ Company plans to compare two travel websites using remote, unmoderated, think-out-loud usability testing with both quantitative and qualitative tasks.

Participants will be equally divided so that 30 use each site to complete several tasks in order to test and measure the design of the home page, the Book a vacation home task flow and gather usability metrics for each website.

We also plan to gather information on what influences users to book a vacation home, as well as, their likelihood to recommend the website to friends, family and colleagues.

Goals

- Update NPS scores
- Identify any obstacles or improvements for booking a vacation home
- Identify any additional information that users would value in deciding which vacation home to book

Research Questions

- How easy or difficult is it to book a vacation home?
- Did the user identify any improvements to booking a vacation home?
- Did the user identify any additional information that would influence booking a vacation home?
- Was the user satisfied with their experience?
- Would the user recommend the travel website?

Participants

- 30 participants will use Vrbo.com
- 30 participants will use TripAdvisor.com

Total #	60
	30 women
	30 men
Age	18+
Income	>\$50,000 per year
Country	Any
Device	Any
Operating system	Any
Web browser	Mozilla, Chrome

Task Metrics

- Task Success
- Task Time
- Completion Rate
- Effectiveness (= # of tasks completed/# of tasks undertaken x 100%)
- Errors
- Single Ease Question (SEQ)

Survey Metrics

- Ease of Use
- Errors
- CSAT Customer Satisfaction Score
- NPS Net Promoter Score

Schedule

The remote, unmoderated study will be conducted in January of 2020.

Discussion Guide

Welcome

Hi!

Thanks for your interest in this study. Before we get started, let's review some key points and tips.

1. Make sure you're in a quiet environment with good lighting and a stable surface.
2. If required for the test, make sure your audio is turned on to record your comments.
3. We will ask you to verbally express your thoughts, to think out loud, while you are experiencing a website or an interactive prototype.

There are no wrong answers - we want your honest and thoughtful feedback. It's what helps us improve, so be loud and proud!

Tip: Prototypes are concepts that are not live websites yet. Some links and areas may not be fully functional, but do not dwell too much on these.

This study should take about 10-15 minutes.

Ready? Click "Agree and Continue" to start!

Legal Consent Request

COMPLYING WITH DATA REGULATION LAWS

The data from your study participants is extremely valuable. To protect it, laws like the GDPR or the CCPA that empower the user and its rights have been emerging during the past years and will continue to do so.

As a general rule of thumb, if you want to collect any personal information from your participants (like name, email, record their screen, voice or face), you should first ask their explicit consent.

In this page you'll find a generic template for a consent request. You can edit it, review it with your legal team and adapt it to your needs.

We care about the privacy of your data

In this study we will collect your behavioral data for a User Experience research project.

This information will be encrypted and protected in accordance with security best practices. If you want to know more about our security measures or how your data will be stored and used, our full Privacy Policy is available on our website.

I understand that my behavioral data will be collected for a User Experience research project.

Screener Questions

What is your age?

- Under 18 Screenout
- 18 to 24 Next
- 25 to 34 Next
- 35 to 44 Next
- 45 to 54 Next
- 55 to 64 Next
- 65 or older Next
- Prefer not to say Screenout

1. Are you?

- Male Next
- Female Next

2. What is your total annual household income?

- Less than \$15,000 Screenout
 - \$15,000-\$24,999 Screenout
 - \$25,000-\$34,999 Screenout
 - \$35,000-\$49,999 Screenout
 - \$50,000-\$74,999 Next
 - \$75,000 - \$99,999 Next
 - \$100,000 - \$124,999 Next
 - \$125,000 - \$149,999 Next
 - \$150,000 - \$199,999 Next
 - \$200,000 or more Next
 - Prefer not to answer Screenout
3. When was the last time you booked travel online?
- Within the past 6 months Next
 - 6 months to 1 year ago Next
 - 1 to 2 years ago Next
 - More than 2 years ago Next
 - Never Screenout
4. You will be required to "talk out loud" as you complete this study. When you "talk out load", you can talk about your reactions to what you are seeing, doing, or feeling as you go through each task and question. Play the video below to learn more about Talk Out Loud.
- Are you willing to "talk out loud" while giving your feedback?
- Yes End Screener
 - No Screenout

ScreenOut Text

Thanks for your answer, unfortunately you don't qualify for this survey.

Completed Study Text

You have completed the study. Thank you for participating!

Quotafull

Sorry! This study is full.

Tasks

(Dummy credit card information is not included in this document.)

Task 1

Please navigate to <https://www.tripadvisor.com/>.

Please navigate to <https://www.vrbo.com/>.

What are your first impressions of this website?

Goal	Qualitative information
Input	None
Assumptions	
Steps	User is presented with main page of travel site
Success criteria	Qualitative information
Notes	

Task 2

You would like to find a vacation rental home for a week-long trip to Isle of Palms, South Carolina for four adults. You really want a house on the beach but will consider something within a reasonable walking distance. Please find a reasonable rental price and reserve a vacation home. Please use the “dummy” credit card information provided. DO NOT USE YOUR PERSONAL CREDIT CARD INFORMATION.

Goal	Book a vacation home
Input	TripAdvisor: Full name, Phone number, E-mail address, Personal message, Name on Card, Dummy credit card information (card number, expiration month and year, Security code) Country, Zip Code, Click Book Now button
Assumptions	Dummy credit card works
Steps – TripAdvisor Scenario 1	<ol style="list-style-type: none"> 1. On main page, user clicks “Vacation Rentals” in top navigation 2. In the Where To modal, user enters location information and selects location from results 3. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review 4. On rental home page, user the Book Now button 5. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button

Steps – TripAdvisor Scenario 2	<ol style="list-style-type: none"> 1. On main page, user clicks “Where To” modal 2. User enters location information and selects location from results 3. On the results page, user selects Vacation Rentals in navigation 4. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review 5. On rental home page, user clicks the Book Now button 6. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button
Steps - Vrbo	<ol style="list-style-type: none"> 1. User enters date and location criteria and clicks Search button 2. On the Isle of Palms Vacation Rentals results page, user selects the blue home rental name (appears underlined on mouse over) to review 3. On rental home page, user clicks the Book Now button 4. On the Begin Booking pages (3), user enters personal information including dummy credit card and Clicks Book Now button
Success criteria	Goal of the task is to land on the booking pages: <ul style="list-style-type: none"> • TripAdvisor: Answer: Your Secure Booking page; • Vrbo: Answer: Begin Your Booking
Notes	Dummy credit card information is being used. This may result in an error if the dummy card number is not accepted. This will not be counted as an error in that the user did navigate to the correct page.

Overall, how difficult or easy did you find this task?						
Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy

Task 3

<https://www.tripadvisor.com/>

<https://www.vrbo.com>

What additional information influenced you to book the vacation home? For example, ratings, customer reviews, photos, etc.

Goal	Identify any additional information that would influence the user to book the vacation home
Input	Verbal

Assumptions	
Steps	User looks over several pages and verbally comments on information that would help influence their preference
Success criteria	User comments
Notes	

Survey Questions

1. How would you rate the ease of using this website?

Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy
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2. Did you experience any errors while using the website?

- Yes – Go the Q3
- No – Go to Q5

3. If yes, was the error message intuitive for you to understand the problem?

- Yes – Go to Q5
- No – Go to Q4

4. If No, please explain in detail: (When filled out, Go to Q5)

5. Overall, how satisfied are you with your experience?

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neither Dissatisfied nor Satisfied	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied
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6. How likely are you to recommend this website to a friend or colleague?

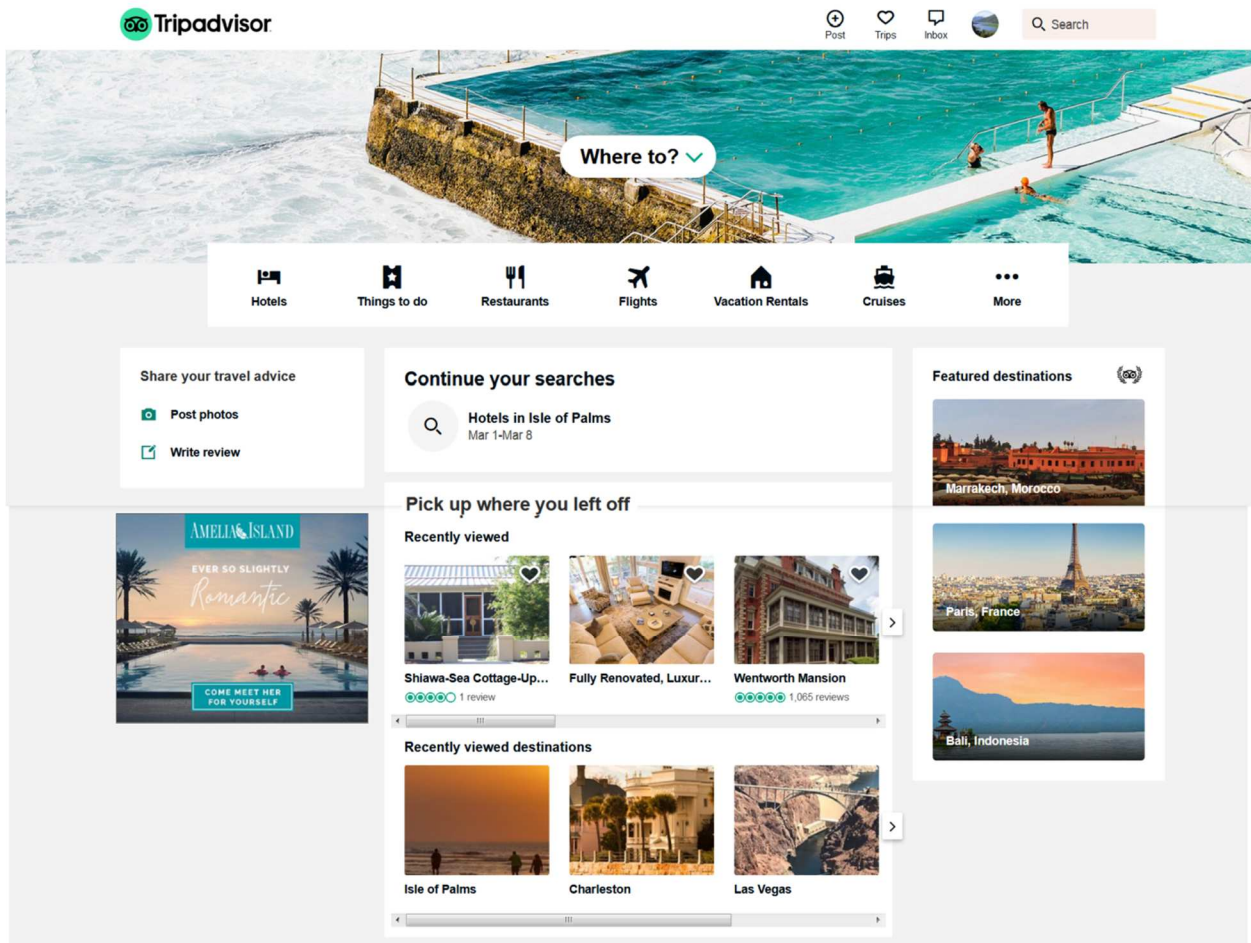
0	1	2	3	4	5	6	7	8	9	10
Not					Neutral					Extremely

likely at all									likely
Detractor					Passive			Promoter	

Screenshots

Task 1 Screenshots

TripAdvisor



Vrbo

The screenshot displays the Vrbo website interface. At the top, the Vrbo logo is on the left, and navigation links for Trip Boards, Login, Help, USD (\$), EN, and List your Property are on the right. The main banner features a large image of a modern beach house with the text "Beach house? Condo? Cabin? Your perfect vacation awaits". Below the banner, search filters are set for "Isle of Palms, SC, USA", dates "03/01/2020" to "03/08/2020", and "4 Guests". A "Search" button is visible.

Continue searching

Isle of Palms
4 adults
Mar 1, 2020 - Mar 8, 2020

Recently viewed properties

Isle of Palms, SC, USA
Sleeps 8 - 4 BR - 2 BA
★★★★★ (56)
\$294 avg/night

Recommended for you
Because you viewed vacation homes in Isle of Palms

- Book a March/April Week to Recei...**
Sleeps 8 - 4 BR - 4 BA
★★★★★ (20)
\$236 avg/night
- Warm inviting plantaton style bea...**
Sleeps 10 - 4 BR - 2 BA
★★★★★ (9)
\$540 avg/night
- Stunning Ocean, Marsh, Sunset & ...**
Sleeps 9 - 4 BR - 3 BA
★★★★★ (35)
\$214 avg/night
- *RENOVATED 2019!* OCEANFRO...**
Sleeps 8 - 4 BR - 3 BA
★★★★★ (32)
\$259 avg/night

Recommended destinations
Based on your recent searches

- Jensen Beach
- Bradenton Beach
- Jekyll Island
- Wrightsville Beach

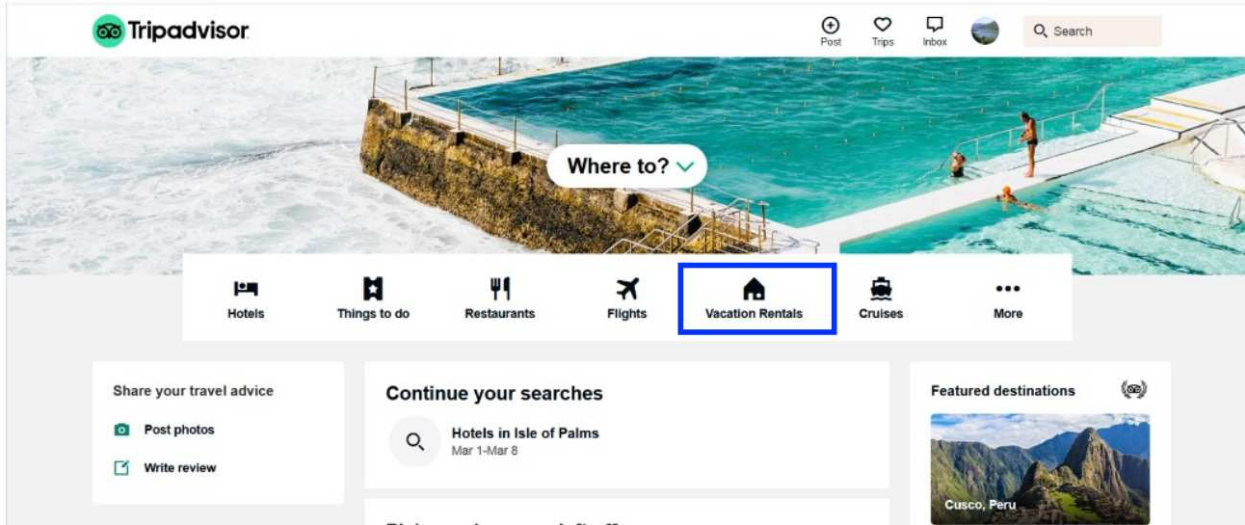
Find spaces that suit your style

Task 2 Screenshots

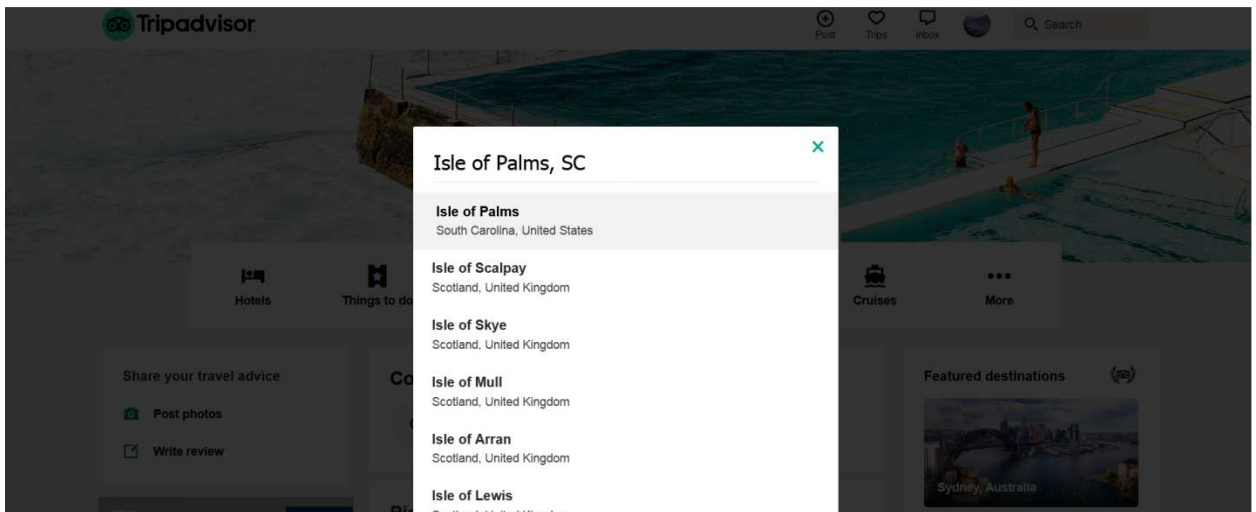
TripAdvisor

Scenario 1

1. On main page, user clicks "Vacation Rentals" in top navigation.



2. In the Where To modal, user enters location information and selects location from results.



- On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review

The screenshot displays the TripAdvisor website for 'Isle of Palms Vacation Rentals'. At the top, there are navigation tabs for 'Isle of Palms', 'Hotels', 'Things to do', 'Restaurants', 'Flights', 'Vacation Rentals', 'Shopping', 'Vacation Packages', 'Cruises', and 'Rental Cars'. Below the navigation, the search criteria are set to 'Feb 28 - Mar 8', 'Any Bedrooms', and '4+ Guests'. A banner at the top right states: 'Most travelers to Isle of Palms in February book their vacation rentals 2-3 months before they travel. Book now and get the rental you want.'

The main content area shows 178 matching rentals. Each listing includes a thumbnail image, a rating (e.g., 'Excellent' or 'Very good'), a title, a brief description of the property (e.g., '6 Bedrooms, 5 Bathrooms, Sleeps 14'), the price per night, and a 'Book Now' button. Some listings also show a 'Save' percentage and a 'Match: Sleeps' indicator.

On the left side, there are several filter sections:

- Clear all filters**: Feb 28 - Mar 8, 4+ Guests.
- Location**: A search box for 'Point of Interest'.
- Price per night**: A bar chart showing the average price of \$459 per night, ranging from \$0 to \$1,000+.
- Suitability**: Checkboxes for 'Kid friendly (100)', 'Wheelchair access (13)', 'Pet friendly (12)', and 'Business Travel (7)'. A 'More' dropdown is also present.
- Bathrooms**: A dropdown menu set to 'Any'.

At the bottom left, there is a 'priceline' advertisement for 'Hotels in Isle of Palms', featuring the Wild Dunes Resort with 5,484 reviews.

4. On rental home page, use clicks the Book Now button

The screenshot displays the TripAdvisor listing for a "Beautiful Condo - Wild Dunes Resort, Isle of Palms". The page includes a navigation bar with "Tripadvisor" and "Isle of Palms" selected. Below the navigation, there are tabs for "Vacation Rentals", "Shopping", "Vacation Packages", "Cruises", and "Rental Cars". The listing features a large photo of a pool and marina, a "Seaside Inn" advertisement, and a price breakdown table. The price breakdown shows a subtotal of \$1,724, with a 31% savings alert. The overview section provides details about the property, including 2 bedrooms, 2 bathrooms, 6 guests, and a 3-night minimum stay.

Seaside Inn
419 reviews
See rates in Isle of Palms

Beautiful Condo - Wild Dunes Resort, Isle of Palms

7 reviews

20 other travelers have booked this property

02/28/20 - 03/08/20
4 guests

Your dates are **Available!**

Rate for 9 nights	\$1,417
Tax	\$177
Owner Fees	\$135
Subtotal	\$1,724

savings alert: 31% cheaper

Book Now

Send Message

This property has Payment Protection

Never pay for your vacation rental by wire transfer. Learn more about paying safely.

Overview

2 bedrooms | 2 bathrooms | 6 guests | 3 nights minimum

Condo/Apartment

Beautiful condo located in Wild Dunes Resort on Isle of Palms which is just 20 minutes from Historic Charleston, South Carolina. This condo is located on the 3rd floor overlooking a pool and marina. Guests have all privileges of the Wild Dunes resort including world class golf, use of the tennis facilities, and the Wild Dunes beach club. Located near Charleston, guests are just minutes away from historic downtown Charleston. Marina view two bedroom/bath apartment style homes with screened porch. This condo is equipped with wireless internet. Moorings Villas are located on Yacht Harbor Court; the nearest pool is the Moorings; 1000 yards to the beach; 2600 yards to the Grand Pavilion; 2600 yards to the Harbor Club; the back of the property has a Morgan Creek and Isle of Palms Marina view. Tw... [More](#)

Send to a friend

House Rules


Pets Allowed: No | Smoking Allowed: No | Kid Friendly: Yes

Condo has sufficient parking space

Bathrooms

2 Full baths

5. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button



Need help? Call TripAdvisor: (855) 609-5008
 24 hours a day, 7 days a week
 Theresa Sign out

Your Secure Booking * required

The owner has 24 hours to accept your booking. If it is accepted, we will charge your account for the amount authorized.

20 other travelers have booked this property

1 Your information

Your full name *

Phone number *

+1
▼

E-mail address * [Not you? \(sign out\)](#)

Personal message to Christopher C * [?](#)

Hi!
I'd love to come and stay for these dates. I look forward to hearing from you.

2 Payment details

Credit Card
 PayPal

Name on Card *

Credit Card Number *

Expiration *

Month

▼

Year

▼

Security Code *

Country *

United States

▼

Zip Code *

3 Review and book

\$1,724.11 will be charged to your card

[Cancellation Policy](#) | [Booking conditions](#)

Receive text messages about your inquiry, booking and offers on top attractions near your rental (you can opt out at any time).

🔒 Book Now

This booking is facilitated by FlipKey Inc (part of the TripAdvisor group) but the booking is solely between you and the owner/manager. By clicking above, you agree to the [booking conditions](#) and [cancellation policy](#) of the owner/manager, as well as FlipKey Inc's [terms and conditions](#) (which includes a chargeback policy) and [privacy policy](#). By clicking above, you will become a TripAdvisor member and agree to TripAdvisor's [privacy policy](#) and [terms of use](#). Although FlipKey Inc facilitates your booking, your payment may be processed by another group company, e.g. Holiday Lettings Ltd., on behalf of FlipKey, Inc.



Beautiful Condo - Wild Dunes...
 2 BR / 2 BA / sleeps 6
 Isle of Palms, South Carolina

Fri, Feb 28, 2020 - Sun, Mar 8, 2020
 9 nights / 4 guests

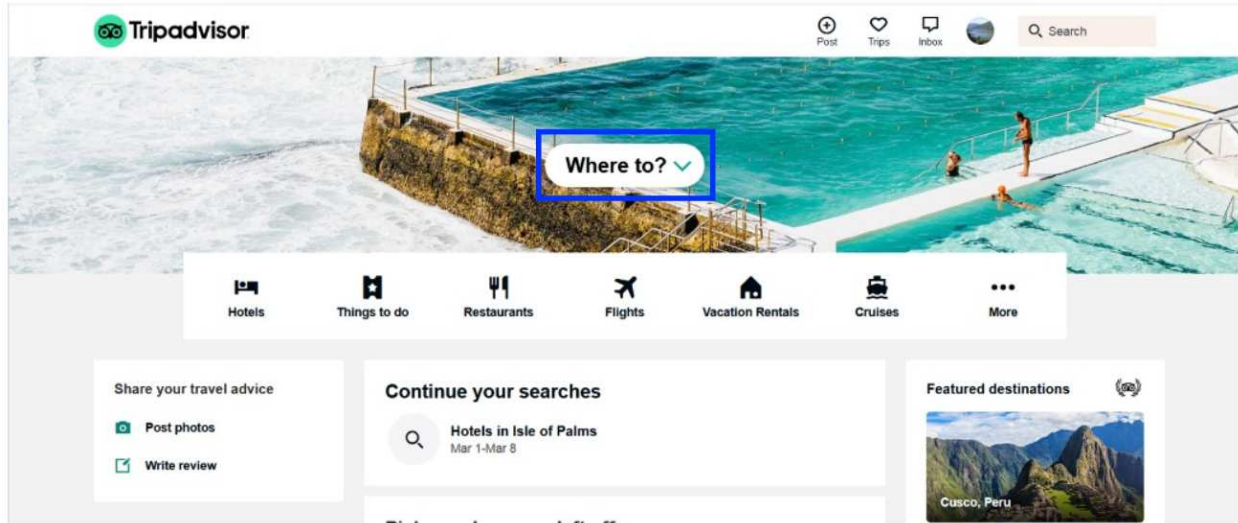
Total **\$1,724.11** [+](#)

Maximum damage claim: \$200.00

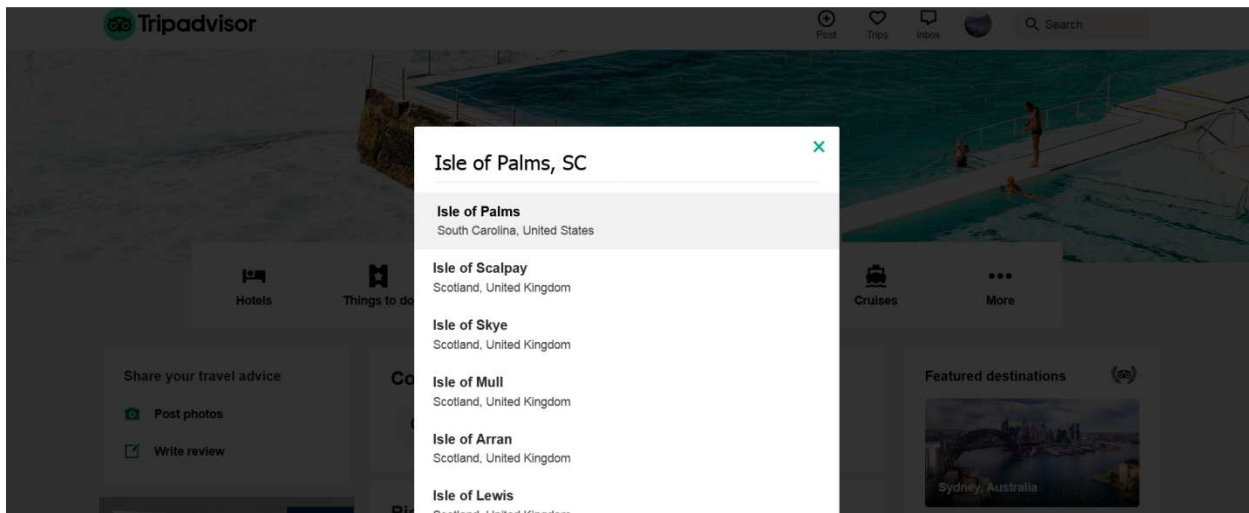
Your stored payment details won't be charged or authorized (for a hold on funds) unless the Owner makes a claim for property damage within 10 days of your checkout.

Scenario 2

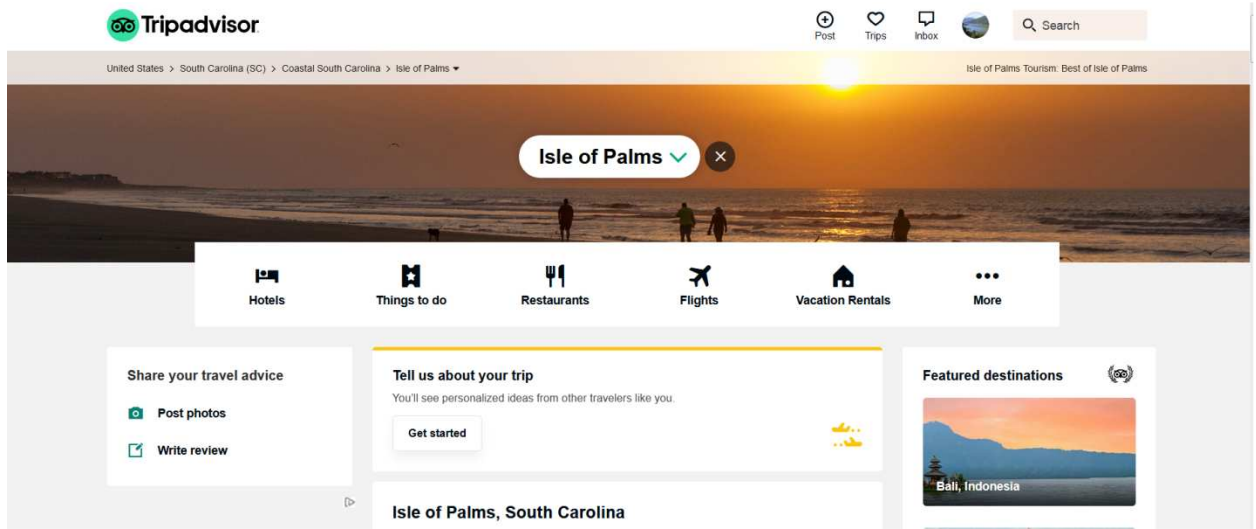
1. On the main page, user clicks the Where To modal.




2. User enters location information and selects location from results



3. On the results page, user selects Vacation Rentals in navigation



4. On the Isle of Palms Vacation Rentals results page, user can select the Book Now button or the blue home rental name (appears underlined on mouse over) to review


Isle of Palms

Post
Trips
Inbox
Search

Isle of Palms Hotels Things to do Restaurants Flights **Vacation Rentals** Shopping Vacation Packages Cruises Rental Cars
Vacation Rentals and Beach Rentals in Isle of Palms, SC

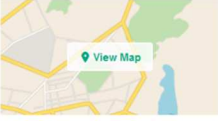
Isle of Palms Vacation Rentals

Feb 28 — Mar 8
Any Bedrooms
4+ Guests
Update

Clear all filters

Feb 28 - Mar 8

4+ Guests




Location

from

Price per night

\$459 Average



Suitability

Kid friendly (166)

Wheelchair access (13)

Pet friendly (12)

Business Travel (7)

More

Bathrooms


Any

More filters

Most travelers to Isle of Palms in February book their vacation rentals 2-3 months before they travel.
Book now and get the rental you want.

178 Matching Rentals in Isle of Palms [View all 598 rentals](#) Sort by: Default


<p>Save 69%</p> <p>Excellent (4)</p>	<p>Ocean Views! Luxurious Vacation Home to ...</p> <p>6 Bedrooms, 5 Bathrooms, Sleeps 14 Quick View</p> <p>3 other travelers have booked this property</p> <p>Match: Sleeps</p>	<p>\$538 Per Night</p> <p>\$4,845 / 9 Nights</p> <p>Payment Protection</p> <p>Book Now</p>
<p>Very good (3)</p>	<p>Lagoon Views, Private Balconies, Wildlife, ...</p> <p>2 Bedrooms, 2 Bathrooms, Sleeps 8 Quick View</p> <p>Match: Sleeps</p>	<p>\$297 Per Night</p> <p>\$2,674 / 9 Nights</p> <p>Payment Protection</p> <p>Book Now</p>
<p>Excellent (5)</p>	<p>Ocean Breeze Villa</p> <p>1 Bedroom, 1 Bathroom, Sleeps 6 Quick View</p> <p>13 other travelers have booked this property</p> <p>Certificate of Excellence</p> <p>Match: Sleeps</p>	<p>\$333 Per Night</p> <p>\$3,005 / 9 Nights</p> <p>Payment Protection</p> <p>Book Now</p>
<p>Save 35%</p> <p>Very good (6)</p>	<p>Adorable Beach Cottage On Isle Of Palms</p> <p>2 Bedrooms, 2 Bathrooms, Sleeps 6 Quick View</p> <p>17 other travelers have booked this property</p>	<p>\$204 Per Night</p> <p>\$1,839 / 9 Nights</p> <p>Payment Protection</p>
<p>Very good (14)</p>	<p>GOLF CART and KAYAKS withnCONDO R...</p> <p>3 Bedrooms, 3 Bathrooms, Sleeps 8 Quick View</p> <p>36 other travelers have booked this property</p> <p>Match: Sleeps</p>	<p>\$361 Per Night</p> <p>\$3,252 / 9 Nights</p> <p>Payment Protection</p> <p>Book Now</p>
<p>Save 31%</p> <p>Very good (7)</p>	<p>Beautiful Condo - Wild Dunes Resort, Isle ...</p> <p>2 Bedrooms, 2 Bathrooms, Sleeps 6 Quick View</p> <p>20 other travelers have booked this property</p> <p>Match: Sleeps</p>	<p>\$191 Per Night</p> <p>\$1,724 / 9 Nights</p> <p>Payment Protection</p> <p>Book Now</p>
<p>Save 25%</p>	<p>Newly Renovated Penthouse with Ocean V...</p> <p>3 Bedrooms, 3 Bathrooms, Sleeps 6 Quick View</p> <p>Match: Sleeps</p>	<p>\$491 Per Night</p> <p>\$4,419 / 9 Nights</p> <p>Payment Protection</p>



5. On rental home page, user the Book Now button

The screenshot displays the TripAdvisor interface for a vacation rental. At the top, the TripAdvisor logo and 'Isle of Palms' location are visible. A navigation bar includes categories like 'Hotels', 'Vacation Rentals', and 'Rental Cars'. The main heading is 'Beautiful Condo - Wild Dunes Resort, Isle of Palms' with a 7-review rating. A large image shows a pool and marina. To the right, a booking panel shows dates (02/28/20 to 03/08/20) for 4 guests, with a subtotal of \$1,724 and a 'Book Now' button. Below the image, an 'Overview' tab is selected, showing details like 2 bedrooms, 2 bathrooms, 6 guests, and a 3-night minimum. The description highlights the condo's location and amenities. A 'House Rules' section lists 'No Pets', 'No Smoking', and 'Kid Friendly'. The 'Bathrooms' section notes '2 Full baths'.

6. On the Your Secure Booking page, user enters personal information including dummy credit card and Clicks Book Now button



Need help? Call TripAdvisor: (855) 609-5008
 24 hours a day, 7 days a week
 Theresa Sign out

Your Secure Booking required

The owner has **24** hours to accept your booking. If it is accepted, we will charge your account for the amount authorized.

1 Your information


Your full name* Phone number*

E-mail address* Not you? (sign out)

Personal message to Christopher C* ?





Hill
 I'd love to come and stay for these dates. I look forward to hearing from you.

2 Payment details

Credit Card 

Name on Card*

Credit Card Number*

Expiration* Security Code*

Country* Zip Code*

3 Review and book


\$1,724.11 will be charged to your card

[Cancellation Policy](#) | [Booking conditions](#)

Receive text messages about your inquiry, booking and offers on top attractions near your rental (you can opt out at any time).

Book Now

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Beautiful Condo - Wild Dunes...
 2 BR / 2 BA / sleeps 6
 Isle of Palms, South Carolina

Fri, Feb 28, 2020 - Sun, Mar 8, 2020
 9 nights / 4 guests

Total **\$1,724.11** +

Maximum damage claim: \$200.00

Your stored payment details won't be charged or authorized (for a hold on funds) unless the Owner makes a claim for property damage within 10 days of your checkout.

Vrbo

1. User enters date and location criteria and clicks Search button

Vrbo Trip Boards Login Help USD (\$) EN List your Property

Beach house? Condo? Cabin?
Your perfect vacation awaits

Isle of Palms, SC, USA 03/01/2020 03/08/2020 4 Guests Search

Continue searching

Isle of Palms
4 adults
Mar 1, 2020 - Mar 8, 2020

Recently viewed properties

Isle of Palms, SC, USA
Sleeps 8 - 4 BR - 2 BA
★★★★★ (56)
\$294 avg/night

Recommended for you
Because you viewed vacation homes in Isle of Palms

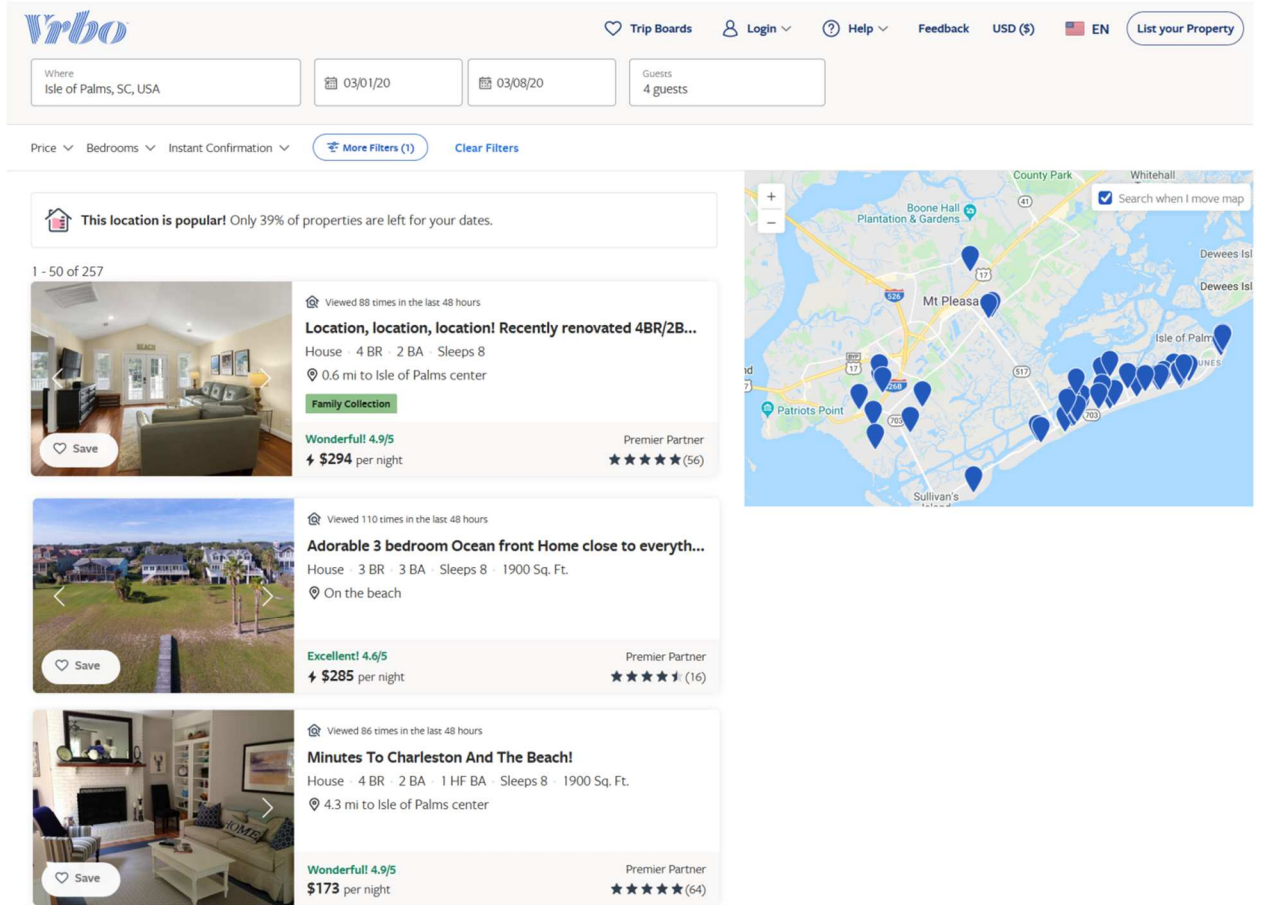
- Book a March/April Week to Recci...
Sleeps 8 - 4 BR - 4 BA
★★★★★ (20)
\$236 avg/night
- Warm inviting plantaton style bea...
Sleeps 10 - 4 BR - 2 BA
★★★★★ (9)
\$540 avg/night
- Stunning Ocean, Marsh, Sunset & ...
Sleeps 9 - 4 BR - 3 BA
★★★★★ (35)
\$214 avg/night
- *RENOVATED 2019!* OCEANFRO...
Sleeps 8 - 4 BR - 3 BA
★★★★★ (32)
\$259 avg/night

Recommended destinations
Based on your recent searches

- Jensen Beach
- Bradenton Beach
- Jekyll Island
- Wrightsville Beach

Find spaces that suit your style

2. On the Isle of Palms Vacation Rentals results page, user selects the blue home rental name (appears underlined on mouse over) to review



3. On rental home page, user clicks the Book Now button

The screenshot shows the Vrbo website interface for a property listing. At the top, the Vrbo logo is on the left, and navigation links for Trip Boards, Login, Help, Feedback, USD (\$), EN, and List your Property are on the right. Below the navigation is a search bar with 'Where: Isle of Palms, SC, USA', 'Check in: Mar 15', 'Check Out: Mar 22', and a Search button. The main content area features two large photos: one of a wooden pier extending into the water towards a large house, and another of a balcony with a table and chairs overlooking the water. To the right of the photos, the price is listed as '\$350 per night' with 'Save' and 'Share' buttons. Below the price, it says 'Your dates are available' and shows a calendar with 'Check in: Mar 1' and 'Check Out: Mar 8', and 'Guests: 4 guests'. The total price is '\$3,308.28' including taxes and fees, with a 'Book Now' button and 'Free Cancellation until 2/16/2020'. Below the photos are tabs for Overview, Amenities, Reviews, Map, and Rates & Availability. The listing title is 'Private Island Getaway on ICW'. The property details include: House - 2000 sq. ft., Sleeps: 10, Bedrooms: 4, Bathrooms: 3, and Min Stay: 3 nights. A map shows the location on the coast of Isle of Palms, SC, USA, near Meeting Reach and Waterway Blvd. At the bottom, there are amenity tags: Instant Confirmation, Air Conditioning, No Smoking, TV, Heater, and Garden.

4. On the Begin Booking pages (3), user enters personal information including dummy credit card and Clicks Book Now button

Page 1 of 3

Vrbo ? Help ▾ USD (\$)

Begin your booking Step 1 of 3

Book with confidence. Guaranteed.
You're covered when you book and pay on Vrbo. [Learn more.](#)

Act fast! Price and availability may change.

Free cancellation until Feb 16, 2020


Enter contact information

First Name Last Name

Email 🇺🇸 ▾ +1 Mobile Phone

Include a message for the owner

What brings you to the area? Who are you traveling with?

 **Damon Bidencope**
Speaks: english

Your message... (optional)

Vrbo is committed to an inclusive marketplace built on a foundation of trust, safety, and respect... [Read more](#)

By clicking 'Agree & continue' you are agreeing to our [Terms and Conditions](#), [Privacy Policy](#), and to receive booking-related texts. Standard messaging rates may apply.

[Agree & continue](#)

📞 For booking assistance, call (888) 640-6970
Rental Number: 1894282

Private Island Getaway on ICW

Goat Island, SC, US

Arrive 03/01/2020	Depart 03/08/2020	Nights 7
----------------------	----------------------	-------------

Guests


\$350 x 7 nights	\$2,450.00
Cleaning Fee	\$200.00
Service Fee 🔒	\$252.00
Lodging Tax	\$406.28
Total	\$3,308.28

Your payment is \$3,308.28

Payment Protection

Book & Pay on Vrbo and get:

- Comprehensive Payment Protection
- Emergency Booking Assistance
- 24hr Customer Service

 [Book with Confidence Guarantee](#)

Feedback

Page 2 of 3

Review rules & policies

Step 2 of 3

Check-in : 4:00 PM Check-out : 11:00 AM

Owner's Cancellation Policy
Cancel for free up to 2 weeks before your trip. Cancel up to 1 week before your trip for a 50% refund.

Damage Policy
You will be responsible for any damage to the rental property caused by you or your party during your stay.

House Rules

Max guests: 8

I have read and agree to comply with all rental policies and terms.

[Back](#) [Continue](#)

For booking assistance, call **(888) 640-6970**
Rental Number: **1894282**

Private Island Getaway on ICW
Goat Island, SC, US

Arrive	Depart	Nights
03/01/2020	03/08/2020	7

Guests
4 guests


\$350 x 7 nights	\$2,450.00
Cleaning Fee	\$200.00
Service Fee [?]	\$252.00
Lodging Tax	\$406.28
Total	\$3,308.28

Your payment is **\$3,308.28**


Payment Protection

Book & Pay on Vrbo and get:

- ✓ Comprehensive Payment Protection
- ✓ Emergency Booking Assistance
- ✓ 24hr Customer Service


 [Book with Confidence Guarantee](#)


Enter payment information Step 3 of 3



✓ We use secure transmission ✓ We protect your personal information

First Name: Theresa Last Name: Wilkinson

Card number 

Expiration MM / YY Security code 

Billing address

Street Country: United States

City ZIP code State

When you book this property, your reservation will be confirmed instantly.

✓ Change of plans? No problem.
Cancel for FREE until Feb 16, 2020
(Including the Service Fee)

[Back](#) [Book Now](#)


This payment will be charged on behalf of the property owner by HomeAway and processed in: Ireland. [View privacy policy.](#)


For booking assistance, call (888) 640-6970
Rental Number: 1894282

Private Island Getaway on ICW

Goat Island, SC, US

Arrive: 03/01/2020 Depart: 03/08/2020 Nights: 7

Guests: 4 guests 


\$350 x 7 nights	\$2,450.00
Cleaning Fee	\$200.00
Service Fee 	\$252.00
Lodging Tax	\$406.28
Total	\$3,308.28

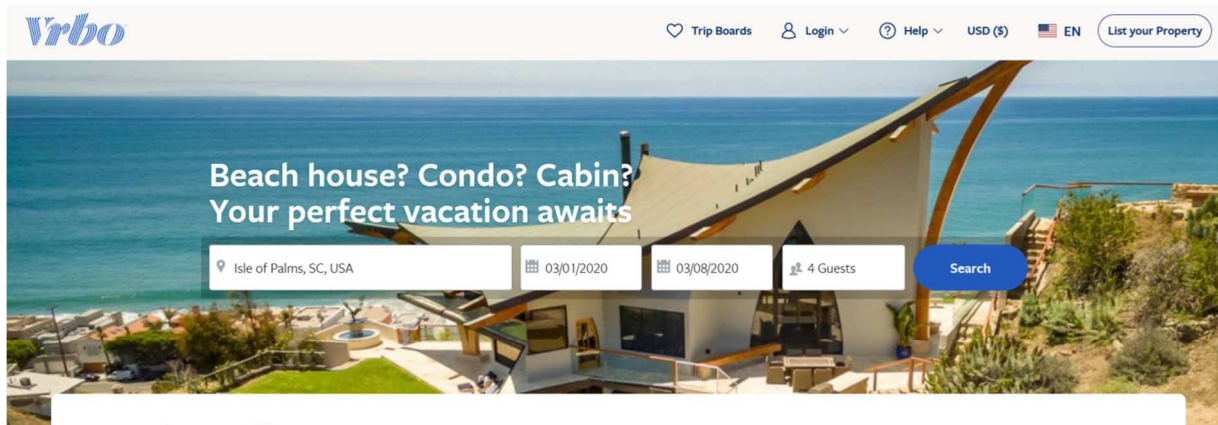
Your payment is \$3,308.28

Payment Protection


Book & Pay on Vrbo and get:

- ✓ Comprehensive Payment Protection
- ✓ Emergency Booking Assistance
- ✓ 24hr Customer Service

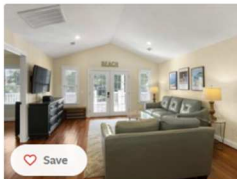
 [Book with Confidence Guarantee](#)



Continue searching

 **Isle of Palms**
4 adults
Mar 1, 2020 - Mar 8, 2020

Recently viewed properties

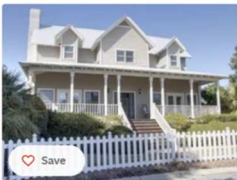

[Save](#)

Isle of Palms, SC, USA

Sleeps 8 · 4 BR · 2 BA
★★★★★ (56)
\$294 avg/night

Recommended for you

Because you viewed vacation homes in Isle of Palms


[Save](#)

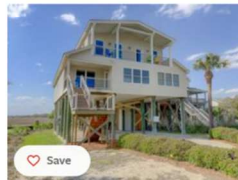
Book a March/April Week to Recei...

Sleeps 8 · 4 BR · 4 BA
★★★★★ (20)
\$236 avg/night


[Save](#)

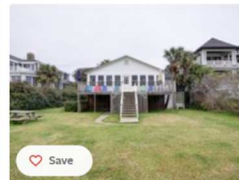
Warm inviting plantaton style bea...

Sleeps 10 · 4 BR · 2 BA
★★★★★ (9)
\$540 avg/night


[Save](#)

Stunning Ocean, Marsh, Sunset & ...

Sleeps 9 · 4 BR · 3 BA
★★★★★ (35)
\$214 avg/night


[Save](#)

RENOVATED 2019! OCEANFRO...

Sleeps 8 · 4 BR · 3 BA
★★★★★ (32)
\$259 avg/night

Recommended destinations

Based on your recent searches



Jensen Beach



Bradenton Beach



Jekyll Island

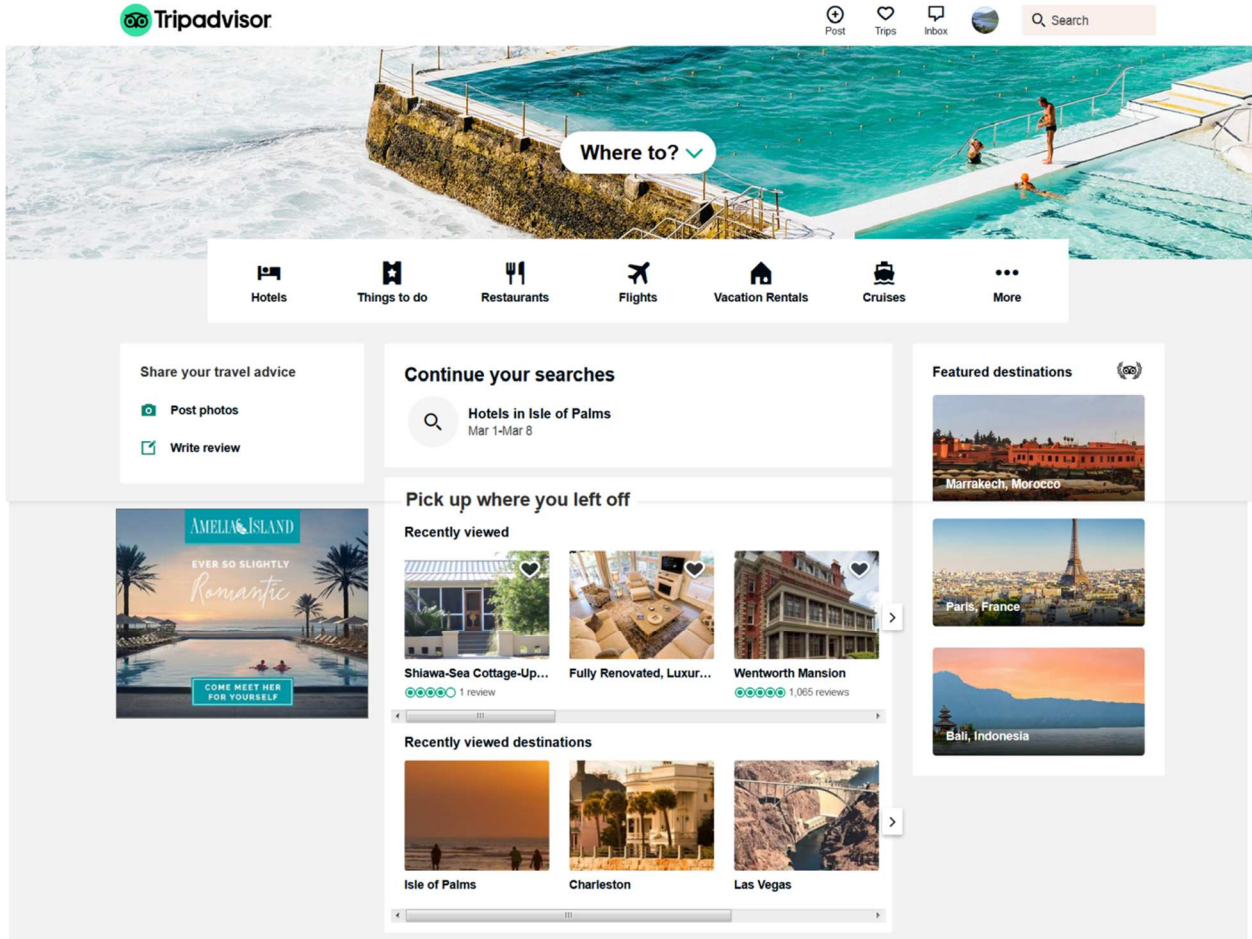


Wrightsville Beach

Find spaces that suit your style

Task 3 Screenshots

TripAdvisor



Vrbo

The screenshot displays the Vrbo website interface. At the top, the Vrbo logo is on the left, and navigation links for Trip Boards, Login, Help, USD (\$), EN, and List your Property are on the right. The main banner features a large image of a modern beach house with the text "Beach house? Condo? Cabin? Your perfect vacation awaits". Below the banner, search filters are set for "Isle of Palms, SC, USA", dates "03/01/2020" to "03/08/2020", and "4 Guests". A "Search" button is visible.

Continue searching

Isle of Palms
4 adults
Mar 1, 2020 - Mar 8, 2020

Recently viewed properties

Isle of Palms, SC, USA
Sleeps 8 · 4 BR · 2 BA
★★★★★ (56)
\$294 avg/night

Recommended for you
Because you viewed vacation homes in Isle of Palms

- Book a March/April Week to Recei...**
Sleeps 8 · 4 BR · 4 BA
★★★★★ (20)
\$236 avg/night
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Sleeps 10 · 4 BR · 2 BA
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Sleeps 8 · 4 BR · 3 BA
★★★★★ (32)
\$259 avg/night

Recommended destinations
Based on your recent searches

- Jensen Beach
- Bradenton Beach
- Jekyll Island
- Wrightsville Beach

Find spaces that suit your style