

# Our Booking Engine Process

A step-by-step guide to the process of delivering a high-quality, custom booking engine.



## KICK-OFF MEETING

1

First meeting with the client to understand the hotel's needs, product offering and who the customers are.

## RESEARCH

Visiting the hotel; looking at competitors; understanding the hotel's brand; looking at analytics to see what worked and what didn't on previous booking engine.

2



## DESIGN PROCESS

3

Start desktop and mobile design according to the brand guidelines; present the ideas for the client and get feedback; keep adjusting until we find the best design that fits the hotel's brand.

## BUILD & TEST

HTML build & Responsive Testing; testing all devices and browsers.

4



## PRE-RELEASE

5

Build the booking engine and send a pre-release link that allow clients to check its development and give real-time feedback.

## TRAINING

Product training and content guidance to help hotels to create a user-friendly terminology within their booking engine pages.

6



## REVIEWING

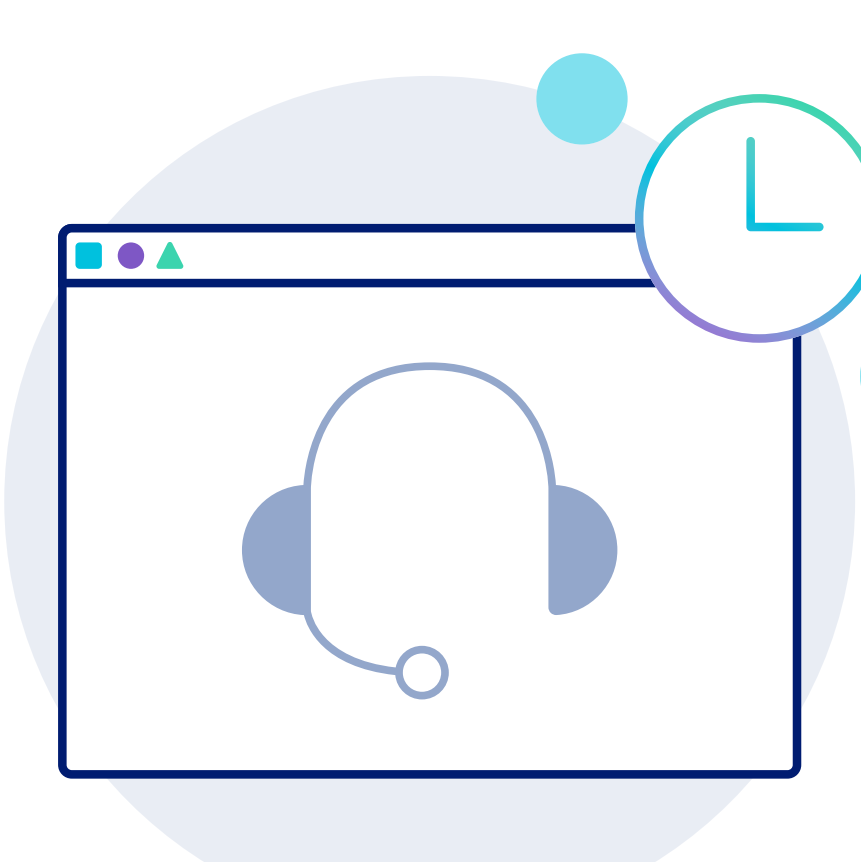
7

Functional testing and reviewing of the booking engine before its launch.

## GO LIVE

Launching the new booking engine and start checking its performance in terms of conversion rate and direct revenue.

8



## SUPPORT

9

24/7 technical and product support to solve any issues or improve the performance of the booking engine.