

TRAVEL & SERVICE

Travel booking experience audit

Search, comparison, price and confirmation

Follow a booking from the first search to a usable confirmation. Check whether the chosen trip, conditions and total remain understandable as the customer commits.

THE WORK

Review a defined itinerary and traveller group across search, selection, checkout, payment and support, including a changed price or interrupted transaction.

THE RESULT

An evidence-backed audit of comparison quality, pricing continuity, booking status and recovery routes, with a reusable price trace.

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Audit scope and comparison

A useful comparison preserves the customer's actual requirements: dates, travellers, location, service level and conditions.

Define the booking being audited

Choose the product type, route or destination, traveller group, market, currency and device. Record the dates and time of the review because availability and price can change.

Keep the same requirements across the journey. When comparing options, distinguish a changed product from a changed price for the same product. Include the channels and suppliers that participate in the final booking.

Make options comparable

Show the details that materially affect the decision: location, schedule, duration, stops or transfers, room or fare category, included services and important restrictions.

Use consistent units. A per-person or per-night amount should not be presented as equivalent to a total trip amount. If results use different inclusions, make those differences explicit before the customer selects an option.

Check search and filters

Test destination or location entry, dates, traveller counts, relevant ages, rooms and accessibility needs where the service supports them. Confirm that filters affect the results as their labels imply and remain visible when applied.

Check no-results and unavailable-date states. Preserve useful search criteria and offer a clear adjustment route. Avoid silently widening dates, location or conditions without making the change apparent.

Verify the actual service provider

Make clear who sells the booking, who provides the service and who handles support. For an itinerary involving several components, identify which parts are booked together and which depend on separate arrangements.

Check that product imagery and descriptions reflect the selected option. A general property or destination description should not imply that every room, fare or package includes the same features.

02 / COMMITMENT

Price continuity and booking conditions

The customer should be able to explain the total, what it includes and what may change before paying.

Trace the total at every step

Record the displayed amount, currency, charging unit and included components at search, detail, extras, checkout, payment and confirmation. Use the price trace page to keep the same itinerary in view.

Identify mandatory charges, taxes, optional extras and amounts payable later. Check the applicable disclosure rules with the responsible commercial or legal owner for the market. The audit should expose unexplained changes without assuming one jurisdiction's rule applies everywhere.

Explain changes before reconfirmation

If availability or price changes, show the affected component and revised total before the customer commits again. Preserve the other valid choices where possible.

Do not silently replace a room, fare, departure time or service level because the original option expired. A clear reconfirmation should identify the changed product as well as any changed price.

Make optional choices deliberate

Describe the price and scope of optional baggage, meals, seats, insurance, transfers or other extras before selection. Confirm that the total updates when an option is added or removed and that the final review reflects the customer's choice.

Avoid presenting a paid extra as required when it is optional. A customer should be able to proceed without an extra through an understandable route. Check that preselected choices and removal controls match the business's approved policy and applicable requirements.

Surface consequential conditions

Show cancellation, change, refund and no-show terms in language connected to the selected product. State relevant deadlines with the applicable time zone and identify the provider responsible for handling a change.

Give the customer a chance to review the conditions before payment. Keep the accepted terms or rate description available with the booking record so support can identify what was agreed.

03 / TRANSACTION

Checkout, mobile access and payment

A booking flow must preserve the chosen trip while validating information and handling an uncertain payment result.

Collect accurate traveller information

Explain how names and other required details should match the relevant travel documents or provider requirements. Collect only what the booking process needs at that stage.

Make field errors specific and retain valid entries where safe. Provide a review step for travellers, dates, locations, service selection and total before commitment. Changes to traveller details should not silently reset unrelated choices.

Handle payment and reservation separately

Identify the authoritative payment and reservation states. A browser redirect can fail after payment succeeds, and a payment authorisation may not mean the supplier has confirmed the booking.

Test declined payment, timeout, repeated submission and delayed supplier response using an approved environment or controlled process. Prevent duplicate charges and reservations, and assign an owner to reconcile unknown outcomes before another attempt is encouraged.

Test mobile and assisted access

Complete the main flow on a small screen and with keyboard and screen-reader checks. Inspect date selection, traveller controls, option comparison, price breakdown and error feedback.

Ensure fixed controls do not cover the total or required fields. Check zoom, long names, translated text and browser back navigation. An accessible public search page is insufficient if payment or confirmation becomes unusable.

Make waiting states truthful

If confirmation is pending, explain what is pending, what the customer should do and how they will receive the result. Provide a retrievable reference and a usable support route.

Avoid announcing a confirmed booking before the required supplier or ticketing step completes. If the booking fails, make the payment status and next action understandable without requiring the customer to infer them from an error code.

04 / AFTER BOOKING

Confirmation, changes and support

The final confirmation should be a usable record of the trip and a reliable route to the next action.

Verify the confirmed itinerary

Compare traveller details, dates, local times, locations, service provider, room or fare category, included extras and final amount against the accepted selection. Make different time zones or overnight date changes clear.

Provide the booking identifiers needed by the customer and the service provider. Distinguish a payment receipt from a ticket, voucher or other document required to use the service.

Trace changes and cancellations

Walk through the supported change and cancellation routes. Confirm which organisation can act, what conditions apply and how the customer can see the current status.

Keep reservation and payment adjustments connected. A cancelled booking may still require a refund or supplier confirmation. Give pending work an owner and communicate the outcome when it is resolved.

Make the next action explicit

Explain check-in, document retrieval, arrival instructions or other required administrative steps using the provider's approved information. Give the customer a way to retrieve the booking without relying solely on one email.

Check access on mobile and when images are blocked. Essential details should remain readable, and links should lead to the correct booking through appropriate access controls.

Prioritise consequential gaps

Escalate incorrect itineraries, duplicate charges, misleading final status and exposed traveller information. For other findings, record the observed friction, frequency where known and effect on the customer's task.

Define the change and retest the complete route after correction. A checkout fix can alter the confirmation or support record, so verify the connected states rather than only the page where the problem appeared.

05 / REVIEW

Booking experience verification checklist

Use the same itinerary and traveller requirements throughout each test. Record the review time, device and evidence so the result can be investigated.

01	Search and comparison preserve the requirements	Verified	☐
	Change filters and return from an option to the results. Confirm the itinerary, travellers and applied criteria remain clear.	Evidence to retain Comparable units, correct inclusions and no silent change to the search.	
02	Every price change is explainable	Verified	☐
	Trace total and currency through selection, extras and payment, including a changed availability or price response.	Evidence to retain A component-level explanation and explicit reconfirmation where the commitment changes.	
03	Checkout is usable across access methods	Verified	☐
	Complete dates, travellers, errors and payment review on mobile and through keyboard and assistive-technology checks.	Evidence to retain Visible totals, labelled controls and retained valid information.	
04	Uncertain transactions avoid duplication	Verified	☐
	Test timeout, repeat submission and delayed supplier confirmation through the approved process.	Evidence to retain One authoritative booking/payment outcome and a named reconciliation route.	
05	Confirmation supports travel and changes	Verified	☐
	Compare the accepted itinerary with the final record and follow retrieval, support and cancellation routes.	Evidence to retain Correct identifiers, usable next steps and an owned pending-adjustment state.	

Booking price trace

Use one itinerary, traveller group and currency throughout. Record the review time with each amount. Separate a change in the selected product from a change in the price of that product.

Itinerary or controlled test reference / traveller group

Search

Amount, currency, unit and review time

Included charges and amounts payable later

Difference from previous step and reason

Detail

Amount, currency, unit and review time

Included charges and amounts payable later

Difference from previous step and reason

Extras

Amount, currency, unit and review time

Included charges and amounts payable later

Difference from previous step and reason

Checkout

Amount, currency, unit and review time

Included charges and amounts payable later

Difference from previous step and reason

Payment

Amount, currency, unit and review time

Included charges and amounts payable later

Difference from previous step and reason

Confirmation

Amount, currency, unit and review time

Included charges and amounts payable later

Difference from previous step and reason

07 / DECISION

Booking audit finding and action

Record the observed problem against the itinerary and step reviewed. Keep traveller-identifiable and payment information in approved systems.

Product, market and device

Review time and evidence identifier

Observed problem and affected step

Customer consequence and state mismatch

Agreed change and acceptance evidence

Accountable owner and dependency

Delivery and verification date

Retest the selected trip, final amount, supplier state and customer confirmation together.