



Room Selection

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I worked with the product teams in this area of Booking.com for over two years, covering cross-platform initiatives to introduce new features, optimise through experimentation, and address user frictions in one of the highest-traffic areas anywhere on the site. It required mechanical understanding to create solutions that cater to all property types, all segments of users, policy and price display, persuasion messaging and legal.

Everything has to be flexible enough to accommodate all situations in all languages. A sentence like, "This room is perfect for couples" would have to be written as one string of code that called variables for room and couples from translated back end lists, for example. How would that look like in a language where something's gender needs to be stated?