

## **Headline users experience improvements to the customer journey on the Co-operative travel website.**

Mobile and Tablet quick fixes

Header Site Search

Header Site Search Merchandising

Call to actions

Carousel

Site Speed

Tools

Social validation

Side navigation usability

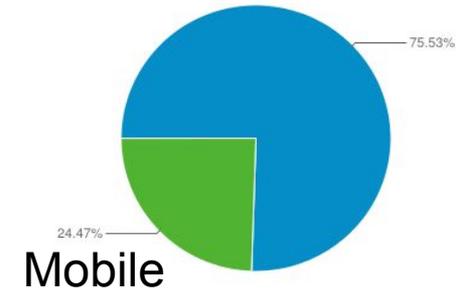
Loading screen

## Mobile and Tablet quick fix

Mobile and tablet use increase dramatically after Christmas as every upgraded their devices.

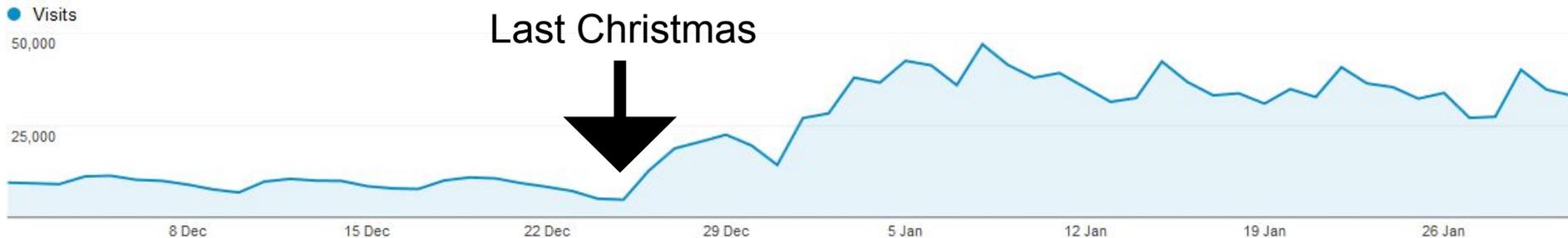
The user experience is poor on mobile.

The website needs to be tested on handheld devices and some quick fixes found ASAP.



### Problems with the mobile experience:

- Date picker not working properly.
- Right nav search bar drop downs too small.
- Horizontal sliding carousel confusing.



## **Solution: Mobile and Tablet usability quick fix**

### Usability testing

Get 5 users to follow some directed and non directed tasks that cover the majority of the customer journeys.

Score these :

- 1 = User cannot overcome issue.
- 2 = User can work around issue.
- 3 = Minor inconvenience.

Use the maintenance time to fix the level 1 and 2 issues in priority order.

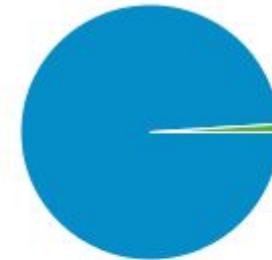
## Header Site Search result overview

People searching for something know what they want.  
All we need to do is give it to them.

1% of customers use the search.

21% of people that search from the home page exited  
the website without clicking on a link.

We need to keep these customers on the journey to  
conversion.



## Header Site Search result quality poor

In the last month the 3rd most searched for term  
was insurance. However holiday insurance does  
not appear in the results.

- insurance for landlords
- insurance for buy to let properties
- insurance for buy to let
- insurance for landlords uk
- insurance for let properties
- insurance call back
- insurance on home
- insurance compensation scheme
- insurance for home business
- insurance for ford ka

## **Solution: Header search conversion rate optimisation**

Produce a matrix of the top searches, focus on high volume and low conversion.

Test the quality of these results to discover why people are not finding what they want.

A system needs to be developed to make sure people can find what they want in the results.

Note! People search for new stuff all the time so this will have to be done periodically.

## Site search Merchandising

Analytics shows customers are searching for individual resorts.

This is a great opportunity for merchandising as we know what they are looking for.

Holidays | Ski | Cruise | Florida | City breaks | Worldwide | UK | Disney | Hotels | Flights | Extras

you are here: home > Google Search Results

### Holiday Search

  Holidays

Country  
Canaries

Destination  
Tenerife

Resort  
Any Resort

I want to type my destination...

Departure Point  
Manchester

Departure date  
5 Dec 12

more options

Duration Rooms  
7 nights 1

Room 1  
Adults Children (2-11)  
2 0

Next Previous Hi

### Hotel Les Lutins, Les Deux Alpes **Special offer** ★★



Conveniently located, family-run hotel, 100m from the main Jandri Express lift & ski school meeting point, 50m from the ski bus stop. The hotel bar is a popular après-ski meeting point.

Departing UK 2nd February 2013, 07:20 (TCX2034)  
Returning UK 9th February 2013, 12:45 (TCX2035)

**£379.05** [Book now](#)

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[www.co-operativetravel.co.uk/ski/france/Val-dIsere/](http://www.co-operativetravel.co.uk/ski/france/Val-dIsere/)

## **Solution: Merchandising up sell based on header search**

Analyse the top resorts people are searching for .

Provide the functionality to include a merchandising offer in the search results based on these top searches.

## To many calls to action

There are too many types of call to action. This is making the critical journeys towards conversion unclear.



## You only need two types of button



Obvious primary path to the basket.



Less distracting secondary options

## **Solution: Call to action improvement**

Analyse what the main call to actions are on each page

Swop out all the old buttons for new ones.

This would be a good opportunity to use CSS based buttons which would improve site speed.

# Carousel

There are too many types of carousel. What's more they all have usability issues the user has to overcome. This is burdening the user who wants to focus on finding a holiday. They should be replaced by a single carousel that works perfectly.

## Confusing



## Text too small to read



## Hidden call to action



## No call to action



## **Solution: Carousel refresh**

Develop a new carousel that is fit for purpose

This will need to be tested with real users.

A presentation and guide to producing effective banners can be provided.

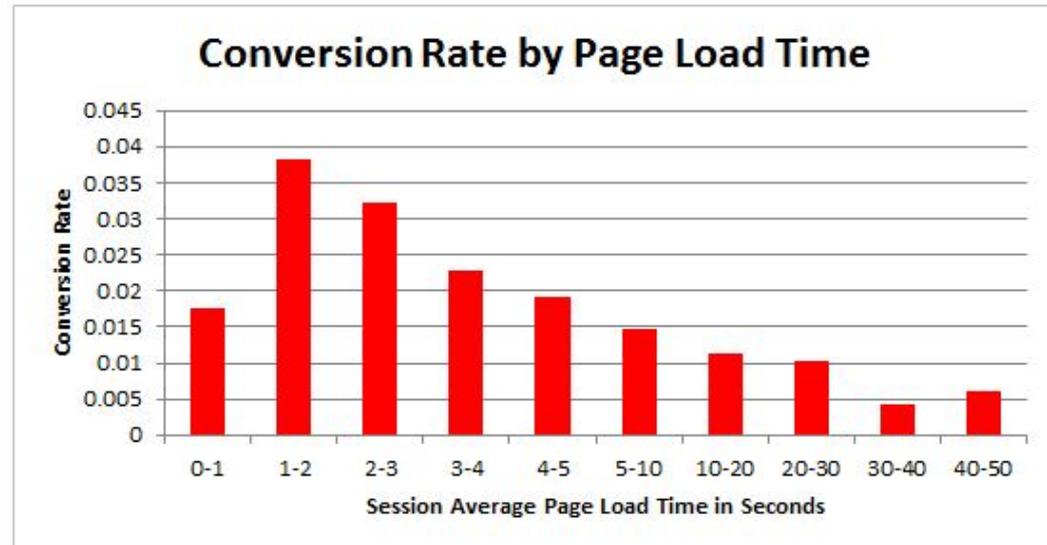
## The website is to slow

According to econsultancy

- 47% of people expect a web page to load in two seconds or less.
- 40% will abandon a web page if it takes more than three seconds to load.
- 88% of online consumers are less likely to return to a site after a bad experience.
- More than a third of users told others about their disappointing experience.
- A one second delay in page-load can cause 7% loss in customer conversions.
- Not only does slow site speed negatively impact the user experience, but it will also cause your site to be penalised by Google in search results.

### Co-operativetravel.co.uk

Browser	Avg. Page Load Time (sec)
1. Chrome	6.41
2. Firefox	7.06
3. Internet Explorer	7.82
4. Mozilla Compatible Agent	9.74
5. IE with Chrome Frame	10.97
6. Android Browser	11.21
7. Safari	24.55



## **Solution: Site speed optimisation**

A multi faceted approach needs to be taken to achieve this.

Optimise images and build into a single sprite.

Evaluate all third party plugins that may effect performance .

Optimise the code and remove any unused fragments.

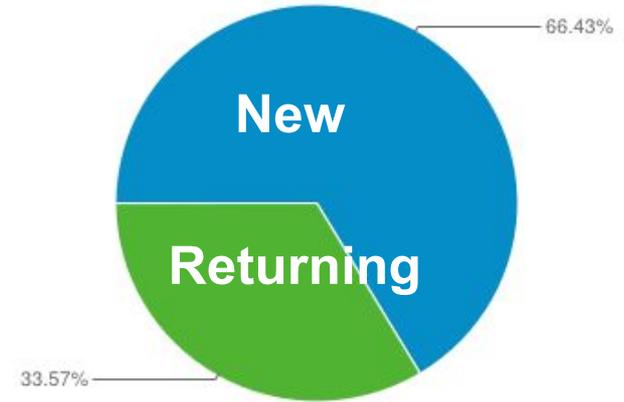
Compile CSS and JS files.

Consider down loading the page in sections that render individually.

## Tools

### Previous viewed

33.57% of visitors returned to the website. If they has some way of seeing what they had previously look at this would make the site more attractive.



### Email me this holiday

Customers may want to research their holiday at lunch but purchase them at home, an email me this holiday feature would help them.



### Retargeting

If you have new unconverted customers email address and you know what they have been looking at it offers many retargeting possibilities.

## **Solution: Develop tools to aid users and retargeting efforts**

Develop previously viewed functionality.

Develop email me this link functionality.

Integrate software that can use this behavioural matrix to retarget users.



## Social validation

More integration with trip advisor would satisfy users that research based on other opinions.



## Six degrees of separation

Facebook integration would be an effective way of personalising the shopping experience.

**It is also a powerful tool for targeting new customers.**

	Fully Integrated trip advisor	Guest reviews / rating	Facebook integration
On the beach	✓	✓	
Travel republic		✓	✓
Expedia	✓	✓	

## **Solution: Third party social integration**

Integrate more services from Facebook, Trip advisor, Google +1.

## Side navigation usability

This feature could be greatly improved by making it more usable. Its good but it needs to be perfect.

## Progressive disclosure

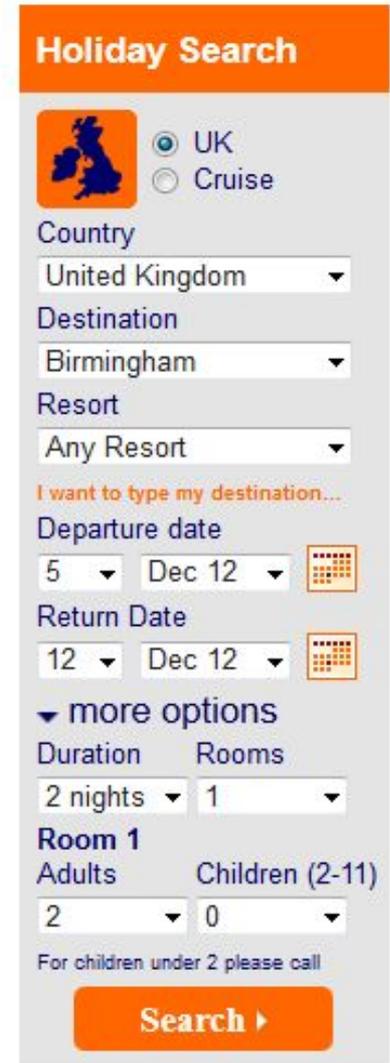
Little used features should be hidden until they are needed. e.g. Promo Codes could appear from a link, the radio at the top need only appear when two options are available.

## Accessibility

Users should be able to enter the information in the form they want and the way they want. i.e. Free text, read ahead, mobile gestures, date entry, fuzzy search, incomplete.

## Usability

The information in the box is cramped and more consideration needs to be given to this important feature in the overall design.



**Holiday Search**

  UK  Cruise

Country  
United Kingdom ▾

Destination  
Birmingham ▾

Resort  
Any Resort ▾

*I want to type my destination...*

Departure date  
5 ▾ Dec 12 ▾ 

Return Date  
12 ▾ Dec 12 ▾ 

▼ more options

Duration Rooms  
2 nights ▾ 1 ▾

**Room 1**

Adults Children (2-11)  
2 ▾ 0 ▾

For children under 2 please call

**Search ▶**

## **Solution: Left hand navigation usability improvements**

The usability of this feature needs to be improved.

A new design needs to be mocked up and tested to ensure it works efficient.

## Loading screen

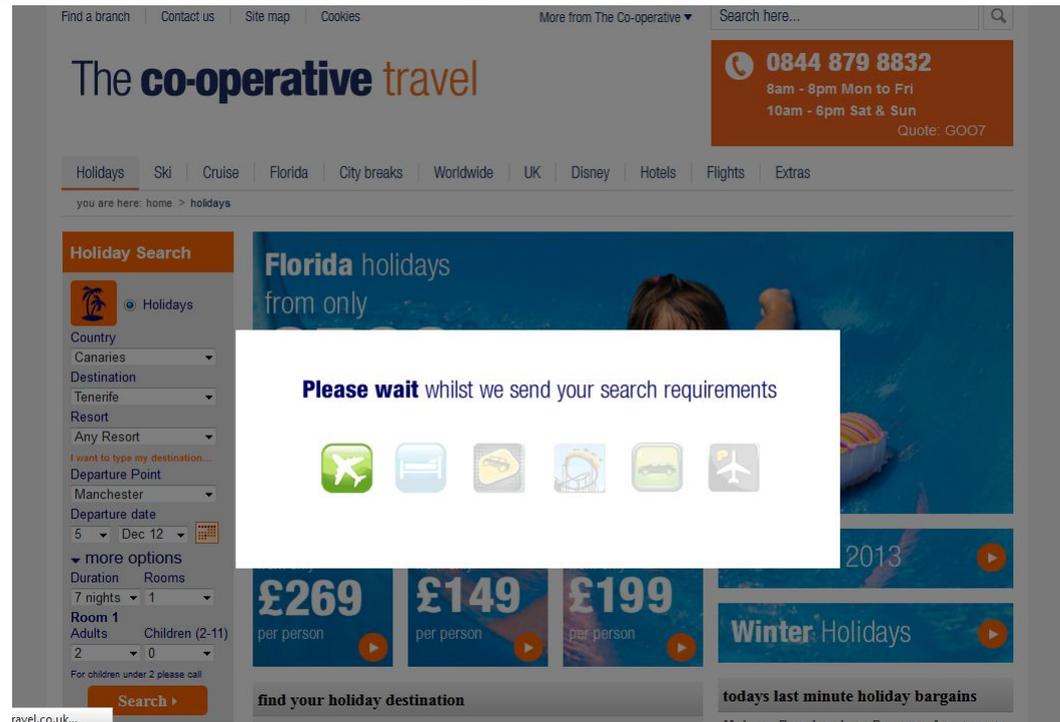
A huge opportunity is being lost while users wait for the results of their holiday search.

This time could be used to...

Build loyalty and trust by demonstrating some of the benefits co-operative travel offer.

Help users understand how to use the facet navigation in the next stage of the shopping experience.

Drive desire by showing imagery about the chosen location.



## **Solution: Loading screen improvements**

Any technical improvements that can be made need to be researched and leveraged.

Improvements include:

- Speed
- Content management

# Lister

This part of the website is very poor and I would recommend the following improvements.

A page title is needed saying what the page is actually displaying e.g. "Weekend holidays in Paris for two leaving on the 24 of march from Manchester airport".

The map is pushing everything below the fold, also the blue dots are ambiguous.

Displaying the holidays in pounds and pence is very unusual.

It is unclear if this is a customer rating or a star rating.

This feature does not clearly say what it does.

It would be help to say how much the users is saving with a 'was / save' message.

More information needs to be available about flexi packages.

More information needs to be available about Tailor made.

There is no need to show the time in seconds.

When you click on the price single price I expect this to start showing me information based on a holiday for one.

It would be useful to users if they could have a preview of the full content so they don't have to ping pong in and out of the lister.

The screenshot shows the 'Package Options' section of the website. It features a search filter sidebar on the left with options like 'Per Person Price', 'Board Basis', and 'Star Rating'. A map of Paris is displayed, with several blue dots indicating search results. Below the map, there are five package cards with prices ranging from £247.71 to £509.69. The selected package is 'Abrial, Arr17:Arc de Triomphe-Pte Maillot', which has a 3-star rating and a price of £244.57. The package details include 'Free nights', 'Included Flights', and 'Accommodation Options'. Arrows from the text on the left point to various elements on the page, such as the map, the package list, and the details of the selected package.

## **Solution: Booking system**

Special care needs to be given to this part of the customer journey to ensure it reaches the highest standards due to its importance.

## **Short and long term objectives**

- 1) Fix key issues raised in UX audit**
- 2) Tender process, how Ultimedia fits in**
- 3) Full site audit and conversion timetable**
- 4) The ongoing service**

**Thank you**