WhereOffers

Multi-Event Reservation App

PRODUCT VISION

To create an app to plan an evening or day out where users can search for special offers/discounts on hotels, entertainment and takeaway/eating out options then reserve all of these on our website. The app is to be a geo-localised offers aggregator.

The functionality is the key reason that users would be using our app and our USP.

BACKGROUND

Length: About 3 months (5 sprints)

Roles: 3 man start up: 2 Developers (1 CTO/Backend Developer, 1 Frontend Developer), & 1 Product Designer / Product Owner.

Location Madrid Tetuan Valley start-up incubator.

APPROACH

Research (Opportunity/Problem/Need) – Ideation - Spec – Requirements – User Story Map - User Stories – Wireframe – Hi-Fidelity Mock up – Clickable Prototype – Backlog creation - Developer hand-off – Coding – User Testing – Feedback – Review - Iteration.

The above procedure is an overview of the methods we used to develop the product incorporating Lean Startup concepts, User Centred Design and SCRUM to achieve quickest TtM. This case study will go through each phase in some detail.

In terms of involvement, I identified the opportunity and market need via research talking to people about evenings out, then defined the product vision. I found co-founders through the incubator management, and put together a spec and requirements then, in liaison with developers, put together a User Story Map & User Stories. I created wireframes & mock ups. The team reviewed these for technical feasibility then I turned them into a clickable prototype. Then together we created a backlog of features, tech tasks and technical debt /bugs.

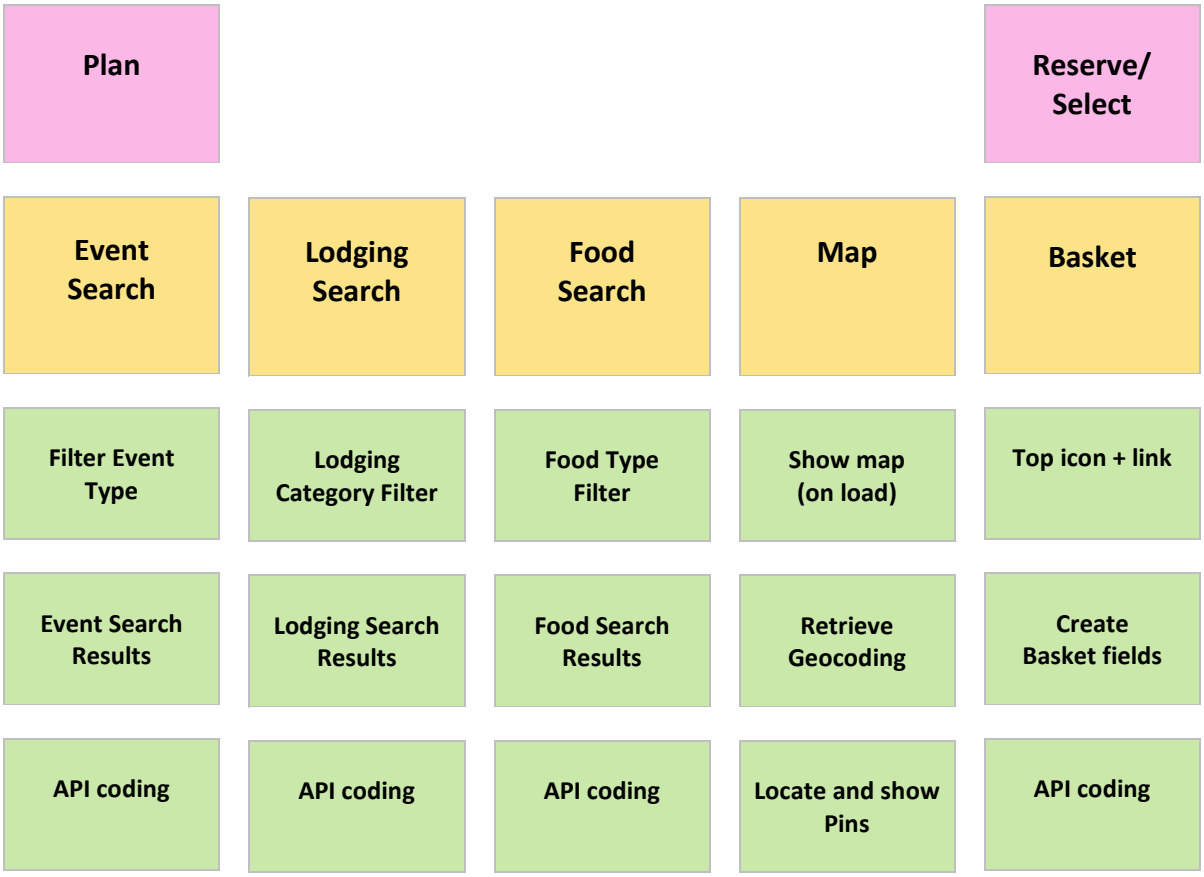
Throughout the coding phase over several months of sprints, the team demoed feature releases in sprint review meetings. After most of the backlog was done we put it front of customers to get feedback early on to check if it would deliver value.

FUNCTIONAL REQUIREMENTS

Spec/Requirements: As a start-up, we defined the spec and functionality ourselves (rather than given by a client).

	Features	*(Defined in this case as being the minimum functionality required to plan an evening out & introduce the site/product)*
	Aggregation	Aggregation of offers from various other sites via APIs (Groupon, Atrapalo.es for events).
	Prices	Allow users to see prices and select various options (to buy all at once from our site) or (buy through affiliate links).
	Geo-localisation	Give users the locations of each (Lodging, Event, and Food) and perhaps directions between the 3 locations to show the route on a map.
	Menus	Top menu (same all pages). Insert internal URLs in top menu
	Optional Functionality Features	
	Profiles	
	Email verification	
	User login area	

USER STORY MAPPING



USER STORIES

The next thing is translating the requirements & prototype into user stories/PBIs to go into a product backlog.

	Event Search	**Filter Event Type:**	Users would like to be shown events and lowest seat prices, to allow them to see entertainment options for the day.	
		Event Search Results:	Users need to click on events and be shown up to 5 options on map & iframe section below	
	Lodging Search	**Lodging Category Filter:**	Users would like to cheapest lodging prices in each lodging type, to allow them to select a lodging category.	
		Lodging Search Results	Users need to click on lodgings and be shown options in iframe area & on map.	
	Food Search	**Food Type Filter**	Users would like to be shown food categories & prices, to allow them to select	
		Food Search Results:	Users need to click on food options and be shown up to 5 options in iframe area & on map.	
	Basket		Users might like a summary of those options clicked through to reserve,	
	Trolley		Users need to retrieve selected items	

WIREFRAMES

The idea is relatively complicated since there is a large amount of data to present so it would certainly require some iterations to get it into shape.

The goal is for users to quickly select and reserve a full evening or daytime plan to visit an event.

They can search for the city/location initially (text entry field), date (date picker), and amount of people (drop down 1, 2, 3)

Search

LOCATION	**DATE**	**PEOPLE**	
City name	*Any*	3	Search

Then simply click to select a category from the "**multi menu table**" below.

The ability to provide enhanced customer value (over mono-reservation sites) in the form of putting together a quick plan is very much centred on this **multi menu table.** This functionality should in turn lead to 3 x affiliate revenue streams (i.e. lodging, food & events reservation sites).

The idea of this **multi menu table** is to quickly and clearly show the user's rough plan. In under 1 min they should be moving quickly into decisioning through selecting 1 of the (5) category filters for each the 3 sections. Getting the user into an active mental decisioning mode instead of inactive browse mode, means they are more likely to convert to sale/ reservation. Too many choices might lead to indecision from info overload, so a maximum of 7 choices in each category should be shown. The key to this is to show a large amount of options concisely.

The prices given via the multi menu table should be for the lowest or standard price. So if the user requires 2 people, it would show double and twin room prices. Events could show the lowest price seat for 1 person. Eating option categories and pricing ranges shown in the table would be taken from food/table booking websites for each location. Users could then upgrade later if they so require.

Results from multi menu table

Once the user has chosen price related categories, there will be 3 types of results (lodging, event, and food) so the question is whether to show all of these results on top of each other or as tabs.

Layered results

Lodging (You selected: 1 2 3
Event 1 2 3
Food 1 2 3

Tabs

Lodging	**Event**	**Food**
1 2 3 4 5		

Both of these are fine for mobile & desktop. The question is if users are more likely scroll or click tabs.

The layered structure above allows a quicker one directional (scroll down) flow, since 5 options (with large enough pictures & room options) are going to require scrolling down anyway especially on mobile, and means they can avoid scrolling up again to reach the 3 tabs. After clicking the button to reserve, text can appear to remind them “Now you can scroll down to find your (event/food)”.

The challenge is that for each category button in the menu table there would be both results and then sub results. If you select a cheap hotel button, it shows the results and also sub-results being the room types. For eating out, the results would be the restauration options and the sub- results the food selected. For the events, you could pick a sports event, and then the sub-results would be the seating types (front row, etc).

In technical terms, partner sites’ results can be shown in iframes (or pulled through an API).

Users could upgrade / downgrade price after seeing the results if they prefer.

Reserving

I think it can be effective to consider various options when designing UIs. One option is to open deeplinks launched from the iframe to partner sites in other browser tabs to reserve meaning revenue for our website therefore is to be based on affiliate tracked links. Or another option is to allow users to buy / reserve on our website using the API to send the purchase request. .

The challenge with deeplinks in tabs is that once users click away to the partner site is finding some way to get them to return to our site and click through to the rest of the selections in their evening plan, i.e. to visit all of the 3 partner sites. Therefore reserving entirely on our site would be a better UX design decision.

Actually reserving will depend on partner iframe design or technical capacities of the partner API.

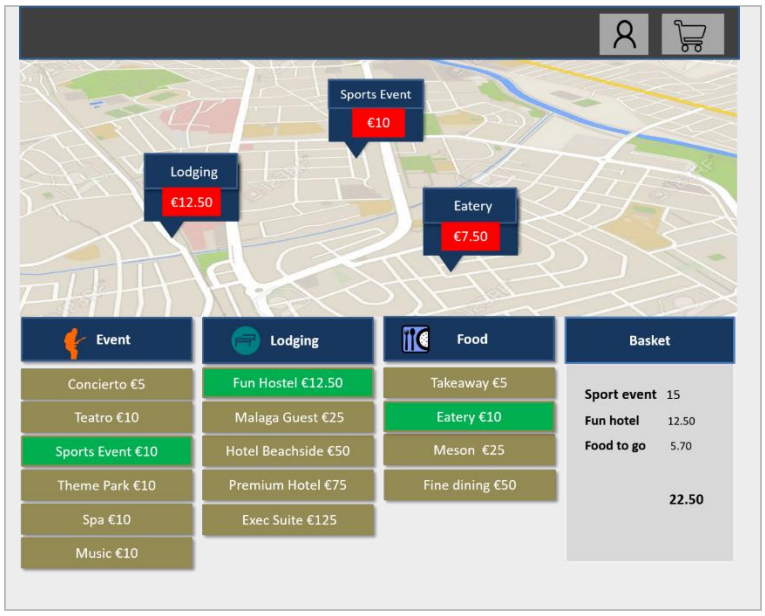
Checkout

Up to 3 items can be shown in the basket. User clicks “reserve”, launching multi API calls. Then after API response, reservations then shown “confirmed”.

100% Payments are sent to partners using our affiliate URL ID. .

MOCK UPS

These requirements turned into a desktop prototype. These require several iterations in liaison with dev team



USER FLOW

The ideal user flow is to guide the user from hotel selection, click next, then select event. & click next, then select eating choice. After this, the map appears and shows the location of each and 3 buy buttons are shown

1	Fill in search	2	Use multi menu	3	Reserve Lodging	4	Reserve Event	5	Reserve Food	6	Show route on Map	7	Basket& Checkout

USER PERSONA

Name: **Alvaro**
Location: Large town or city
Job: Student
Segment: Young (17-27)
Marital Status: Girlfriend or single

Qualities /Personality	Music loving Fun-loving Risk taker	
Devices:	Tablet Desktop Smart phone	50% 25% 25%
Internet experience level:	(1 to 5)	3/5
Goals	To spend time doing fun things To find girlfriend, get drunk	
Frustrations	Many things to consider when reserving events in other cities. Finds it takes time to arrange group travel	
Motivations (to reserve an event online)	Cheap Useful Quick	
User Needs	Intuitive UI Quick Fun imagery	

USER RESEARCH

Method: Talking to those waiting /queuing for events.

Event visitors	50
Interest in online search for events	90%
Find digital confusing	15%
Takes too long to find/ expensive	57%
Online tool to arrange of interest.	90%
Rely on tour operator or travel agents to put together deals.	29%
Want special offers/deals on events	70%

USABILITY TESTING

Questions	User Responses
Device type	Mobile: 55% Tablet: 23% Desktop: 22%
Easy to sign up?	Yes 76%
User Goals: What are you trying to achieve on the site/app?	"I'm trying find some fun places to visit" "I'm going to arrange a night out in (another city)" "Reserve everything in the one place"
Blockers: Did anything stop you achieving your goal?	"Finding cheap hotels close to event" "I forgot to check takeaways near our hostel"
Time taken: How many minutes did it take to complete?	"15 to 25 mins"
Difficulty: Anything slow/ unobvious/ unintuitive?	"I felt uncertain if I need to sign up" "Different concept, quite smooth to use"
Frequency of use: Would you use this again and often?	"Yes, quite useful, saves time on searching maps for each individual thing"
Improvements: Can anything be done better? Any other features you might want?	