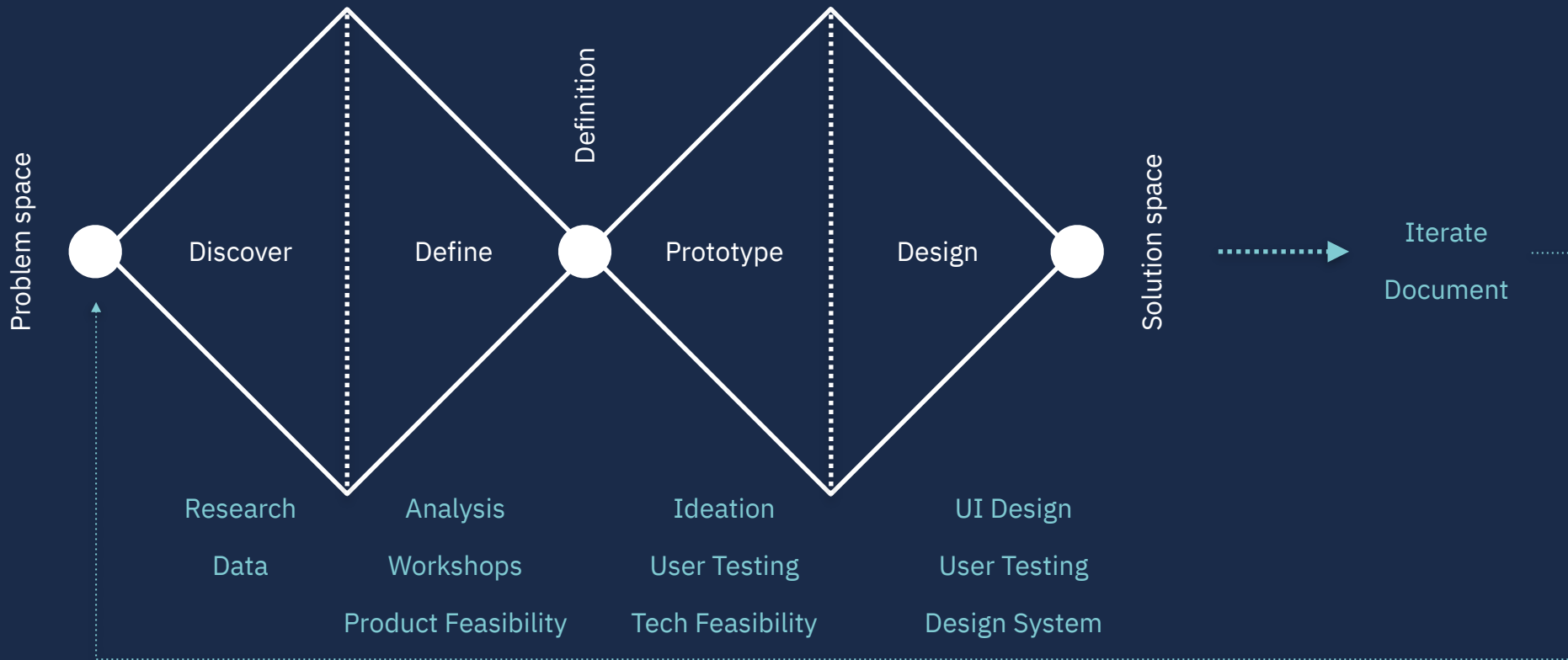# GetYourGuide Search and Discovery Experience

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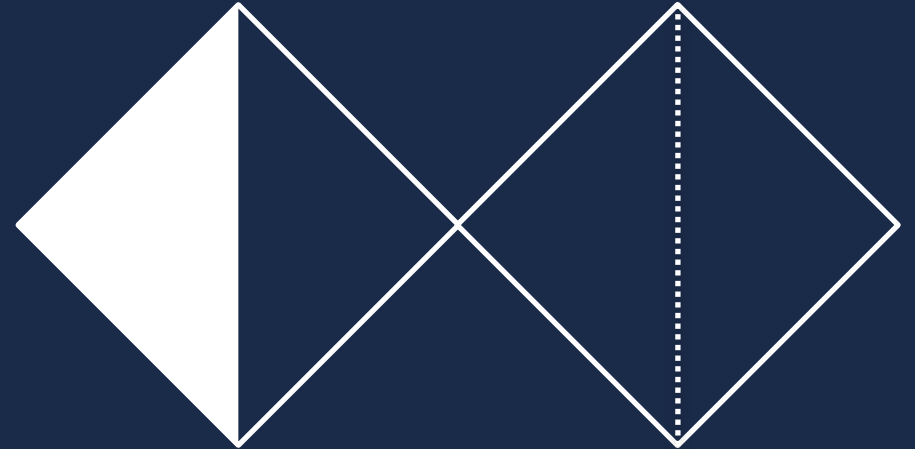
My role in this project

I'm the product design lead for the Search and Discovery experience. At GYG, the Search and Discovery experience consists of everything that happens throughout the customer journey in the platform. Currently, the Search and Discovery initiative has 3 mission teams: Search, Landing Pages, and Detail Pages. Each mission team owns a step/page of the user journey, and I help these mission teams to design user-centred, consistent, and desirable solutions.

Design Process

Problem space — Discover — Define — Definition — Prototype — Design — Solution space → Iterate / Document

Research	Analysis	Ideation	UI Design
Data	Workshops	User Testing	User Testing
	Product Feasibility	Tech Feasibility	Design System

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Discover

Background

Search & Discovery Team mission:

Launch products and features to help travellers find activities they love.

Planning and Backlog for 2020

As a team, we've done a step back and started to re-evaluate priorities. After getting data from a big experiment we've run before, we worked together on the OKRs definition and the future of Search and Discovery.

Literature Review

Search literature review: we looked into 38 reports from past internal and external research to understand how travellers search for activities.

Walk the Store

Walk the Store workshop: we identified customer problems by evaluating the end-to-end user journeys during a Discovery team brainstorm.

Personas

Workshop outcomes

Competitor analysis

Data analysis - understanding the funnel

How travellers search
(UX Research)

Summary of what we know about how travellers search & discover activities.

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Anatomy of an activity (UX Writing)

Customer problems

1. Customers are looking for a convenient way to distill what activities are relevant to their type of travel, personal interests, and preferences.

Users can't differentiate between slightly similar activities on the Search Page and Landing Pages.

Users must click into various activities (ADPs) in order to compare their content and inclusions.

Users must click into various activities (ADPs) in order to find the one with the availability I want.

Users get overwhelmed by the number of choices/results on the Search Page.

2. Customers are looking to have relevant, engaging and helpful information about the destination(s)/places(s) they are planning to visit.

3. Customers would like to have transparency on the details of the tour offer so that they can evaluate alternatives based on value for the money, trust the platform and book confidently.

Define

How might we statements

How might we redesign the activity cards with relevant information that users need to make a decision?

How might we make it possible to compare activities without opening several APDs at the same time?

How might we redesign the landing pages and Search Page, adding relevant information about cities and POIs?

How might we make visible and clear where the access level of each experience is?

How might we help our customers to find the most basic/cheapest activity (tickets, bigger NR) of a POI?

How might we create better navigation through all the landing pages and search pages?

How might we help our customers to identify how much each access level access cost?

How might we make it possible to check the availability for more suppliers without opening several APDs at the same time?

How might we redesign the Filter's experience on the Search page, covering user needs?

Ideation workshop

Hypotheses

Hypothesis 1

We believe if that **[redesigning the activity cards, with more relevant and contextual information, and better UI design that improves clarity]**

For **[all types of travellers]**

will result in **[an improvement of the overall search and discovery experience, with a decrease in drop rates, and increase of intention through the journey]**

Because **[travellers can't differentiate similar activities, and had to open multiple ADPs to compare basic activities' attributes]**

We will know that we were successful **[when cart conversion rate increases, and users open less ADPs/VADPs before making a decision]**

Hypothesis 2

We believe that **redesigning the POI landing pages around virtual activities and more relevant options up front**

For **High intent POI page visitors**

will result in **an improvement of discoverability of options and a better understanding of the POI.**

Because **we know from research that our users are overwhelmed with our offered selection and can't identify the relevant activity for them**

We will know that we were successful when **quoter rate increases**

Hypothesis 3

We believe that **a clear navigation and concise information architecture on our City and POI landing pages**

For **visitors of the landing pages**

will result in **an improvement of discoverability of activities, POIs and content**

Because **we know from research, that our customers have a difficult time navigating between our sites and aren't able to identify all available information**

We know that we were successful **when bounce rate decreases**

Hypothesis 4

We believe that **a redesigned city landing page that gives users more context to understand the destination, the top activities and POIs based on their travel preferences**

For **visitors of the city landing pages**

will result in **improved confidence in GetYourGuide and purchasing a relevant activity**

Because **we know from research that customers seek information and relevant activities based on their travel preferences**

We know we were successful when **quoter rate and conversion rate increase**

1. Focus on user value.

Guide users to their goals and celebrate their achievements.

2. Keep it simple.

Create intuitive experiences so our users don't have to think.

3. Build trust.

Earn customer trust by being consistent, honest, and relevant.

4. Be empathetic.

Connect to how users think and feel by considering their diversity and perspectives.

UX Principles

Increase Cart Conversion by 5% test-over test with Virtual Product.

Increase CR by X% (TBD)

Reduce bounce rate for landing pages by X% (TBD)

Increase quoter rate from landing pages by X% (TBD)

Metrics

When I'm looking to experience a POI:

I want to easily differentiate between the types of activities offered (ticket, tour), so I can quickly find the right activity for me.

I want to be able to easily differentiate between similar activities, so I can quickly get an activity that suits my interests.

I want to find the activity that has the access levels/sub-POIs I'm looking for, so I can quickly and easily book it.
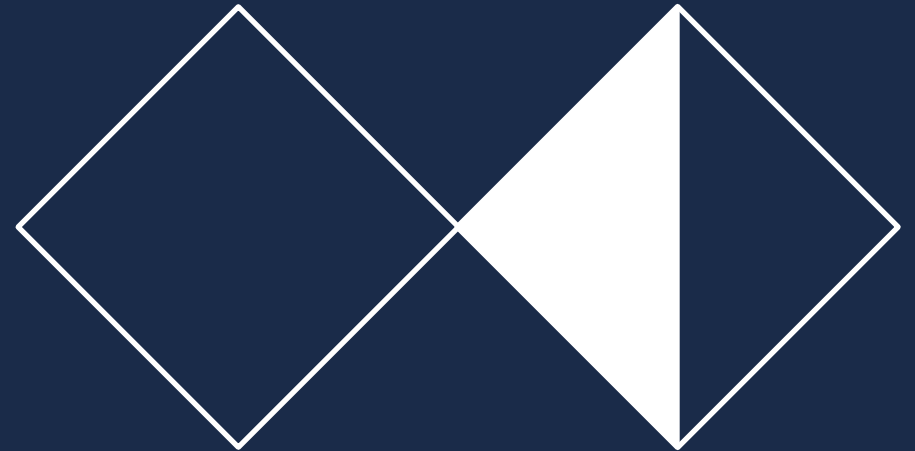
I want to easily find an activity that's available for my group size, language, and dates, without having to waste time looking at activities that don't suit my needs.

I want to feel confident in my booking by making sure I'm getting the best value for money.
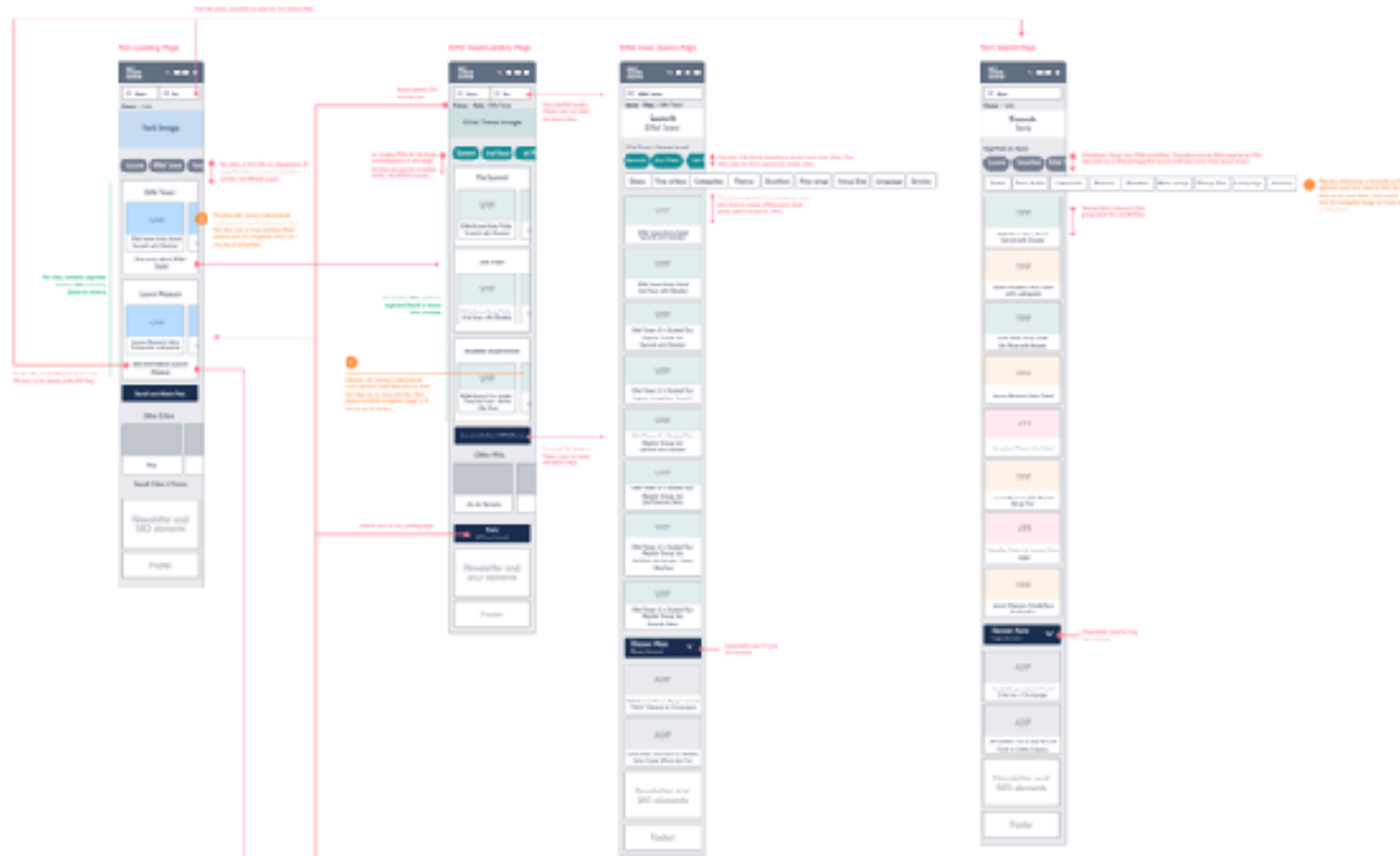
I want to feel confident in my booking by making sure others before I had a good experience.
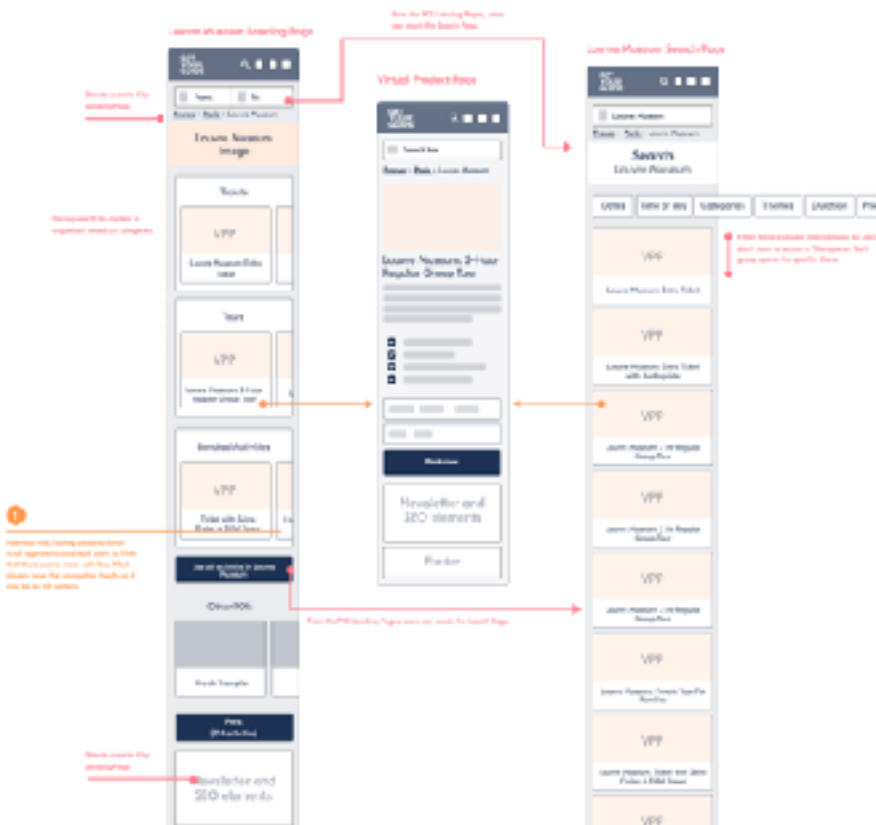
Jobs stories
(JTBD)
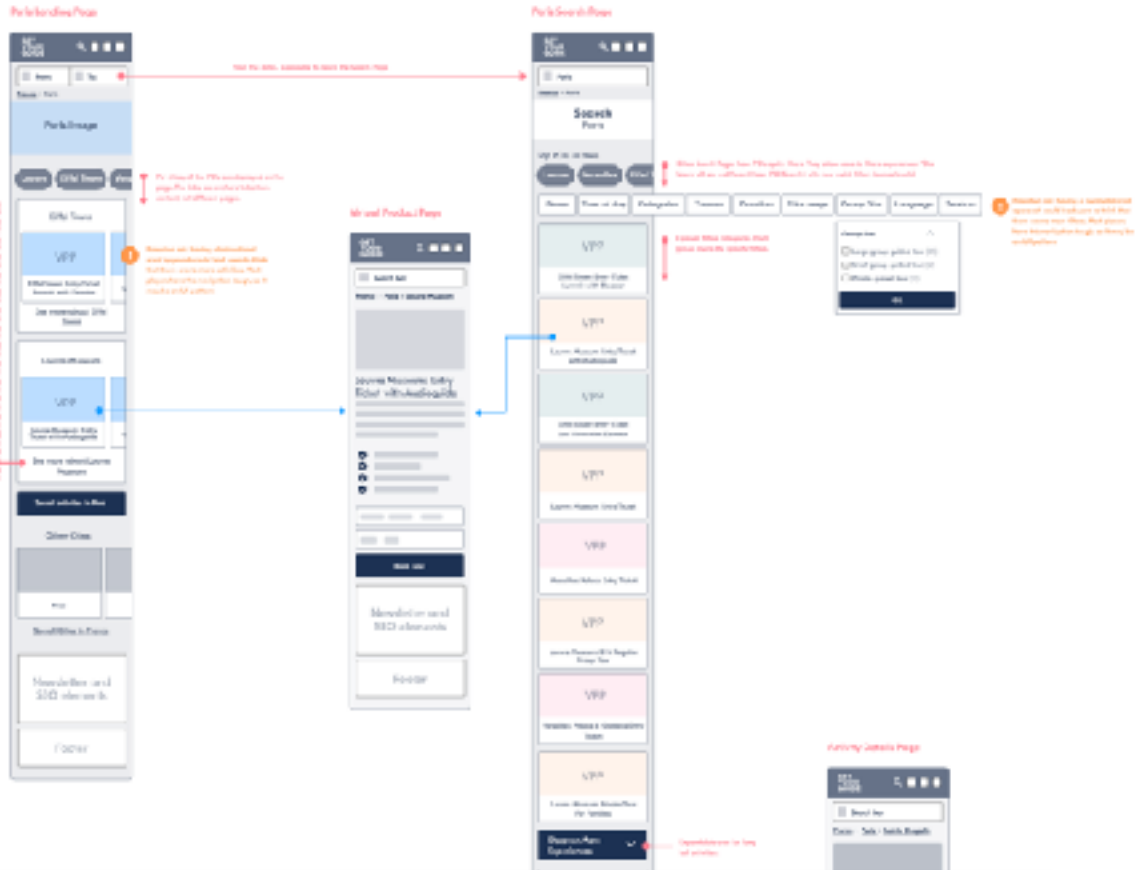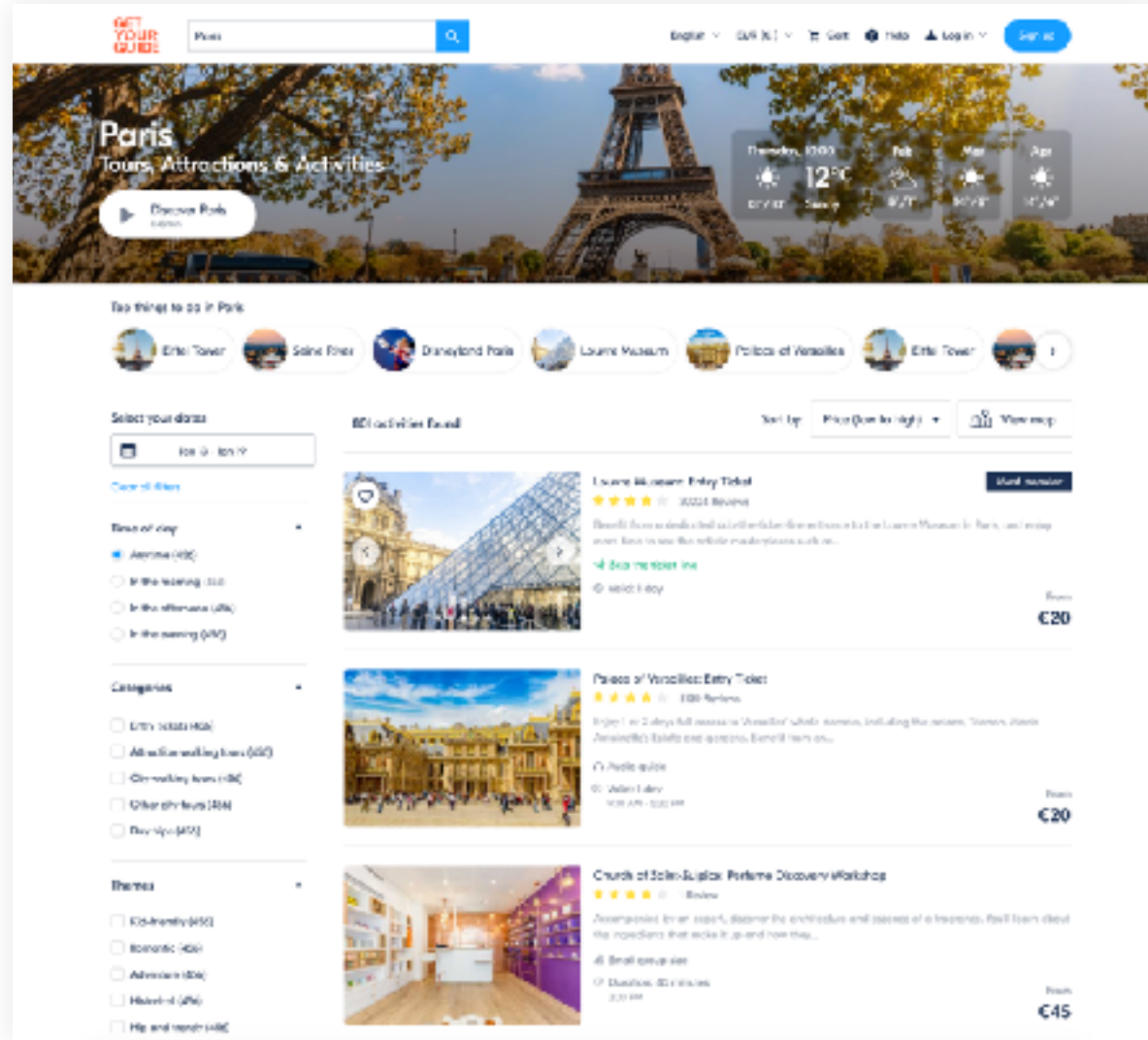
Analysis of the current inventory and activity card
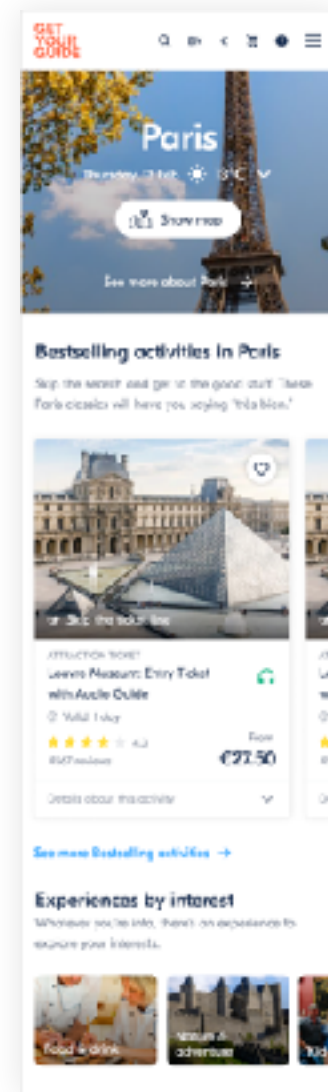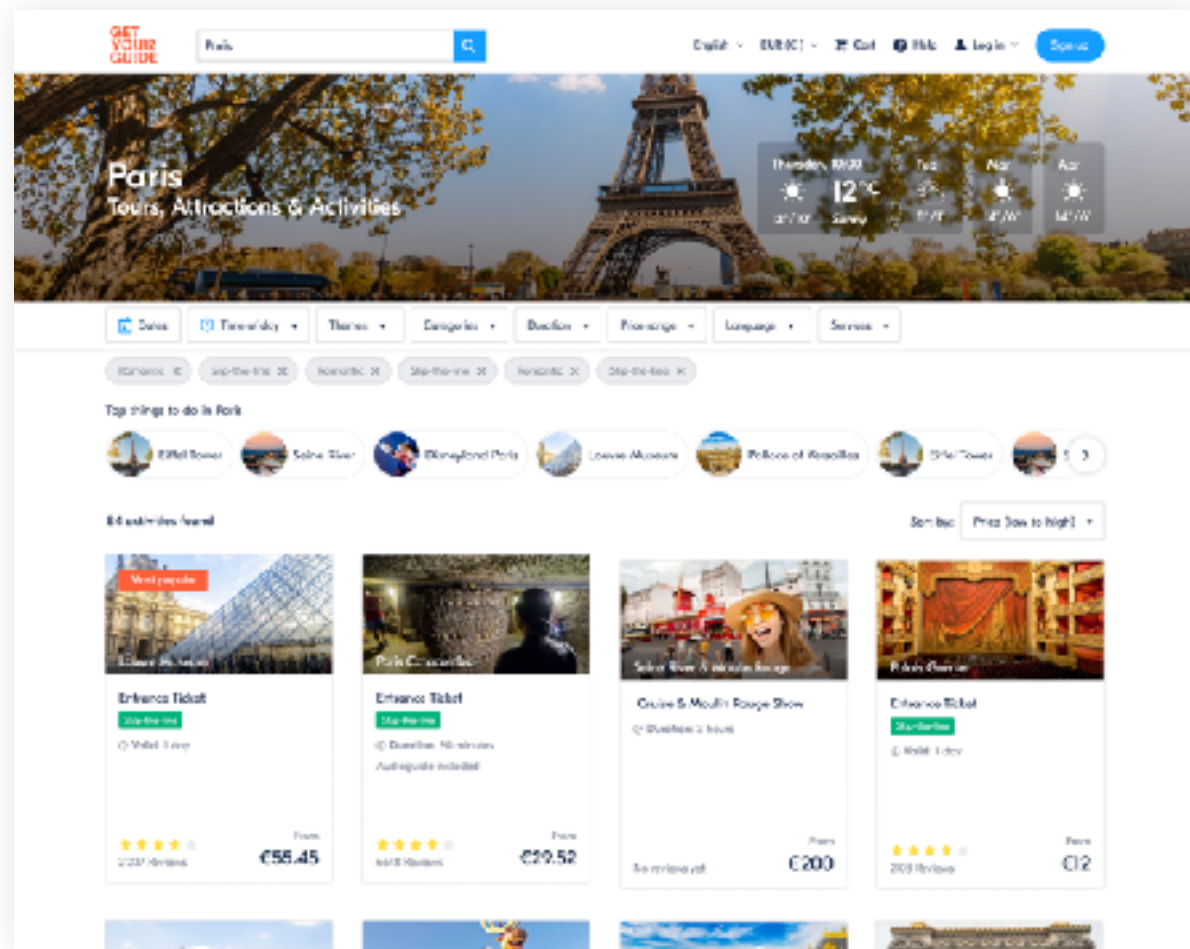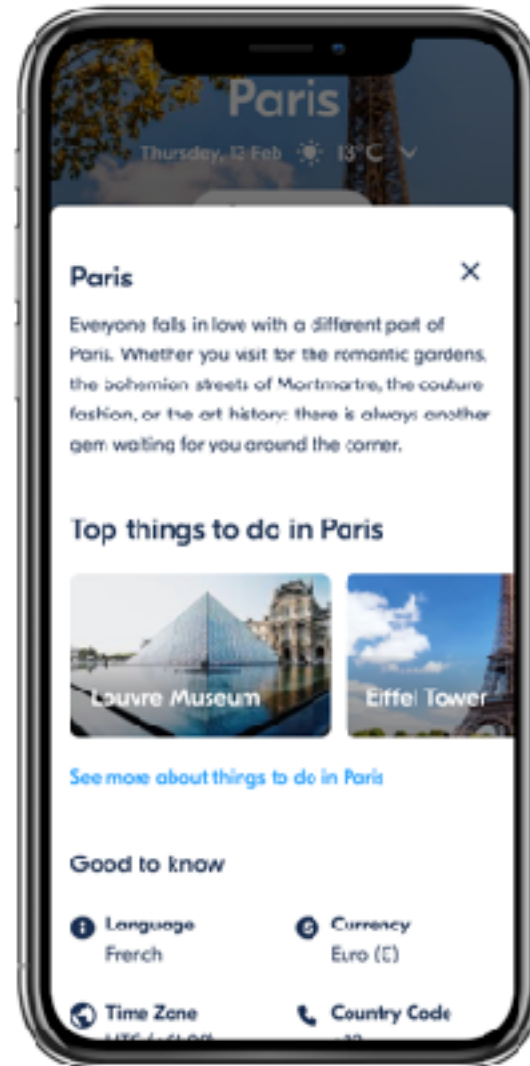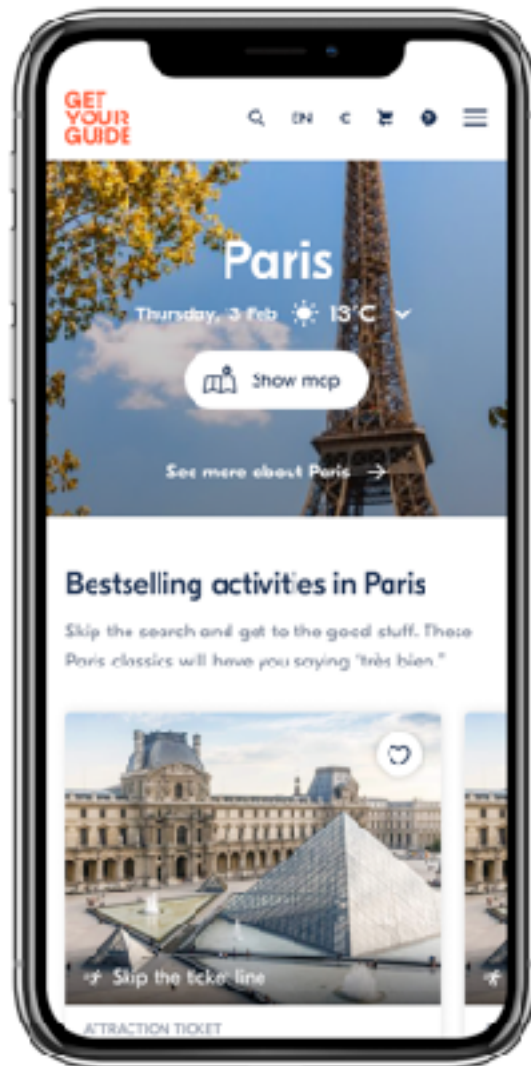
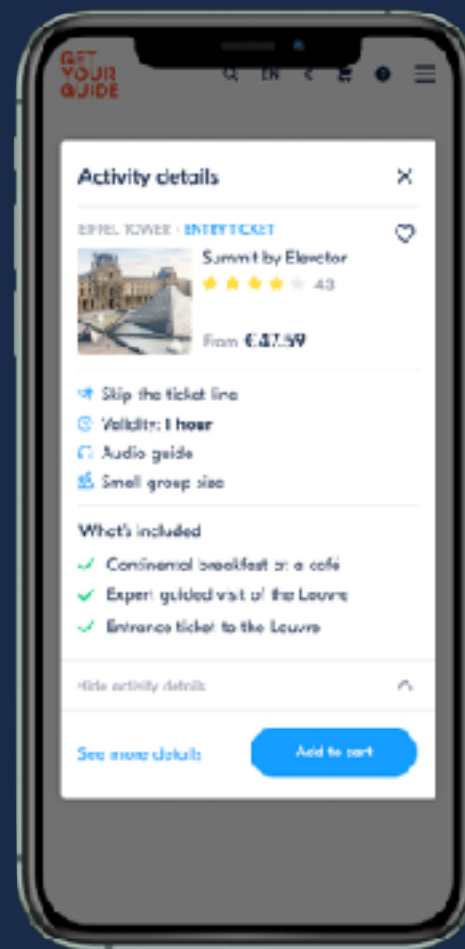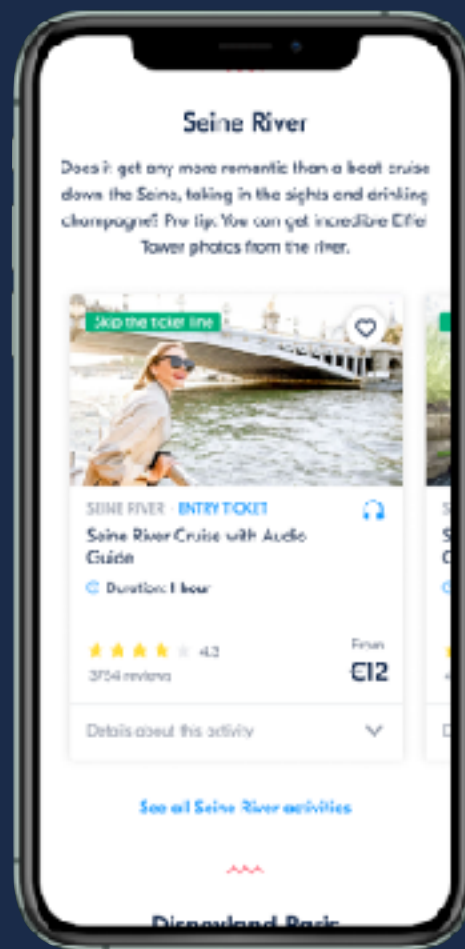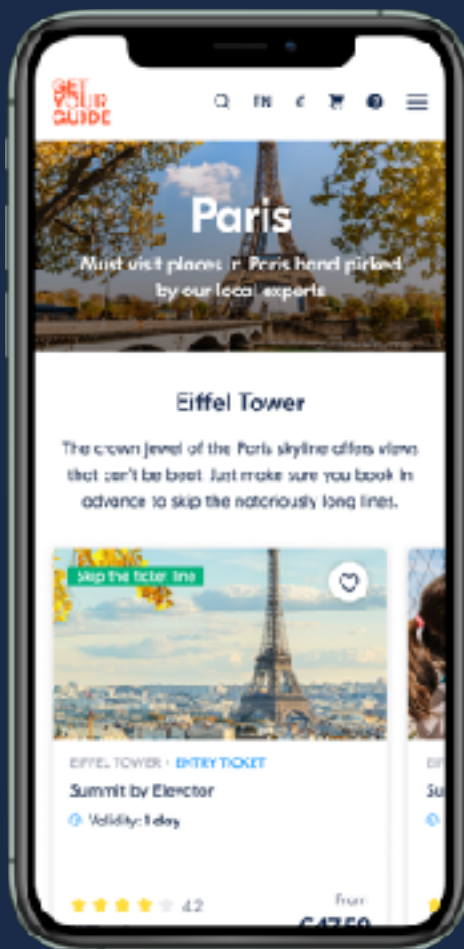ARMANDO AFFONSO

Prototype

User flows

POI Landing Page user-flow

City Landing Page user flow

New Search Page (concept)

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Design Review and
modules definition
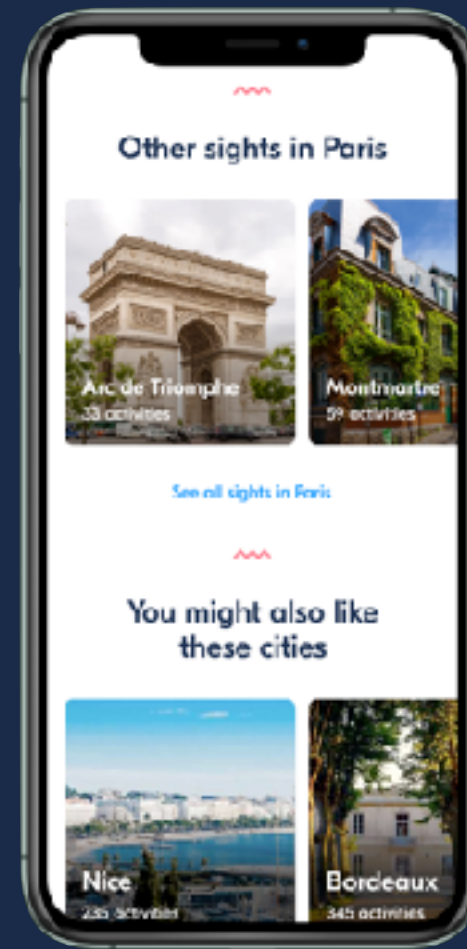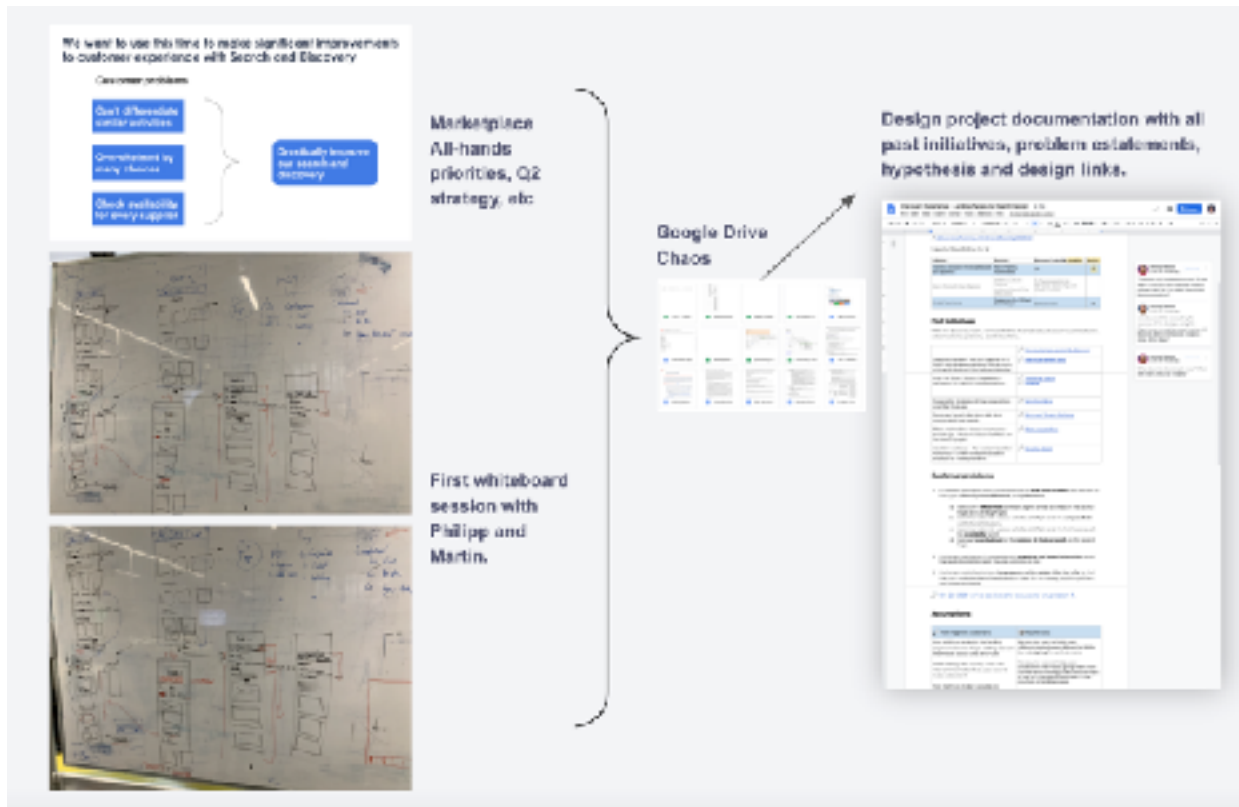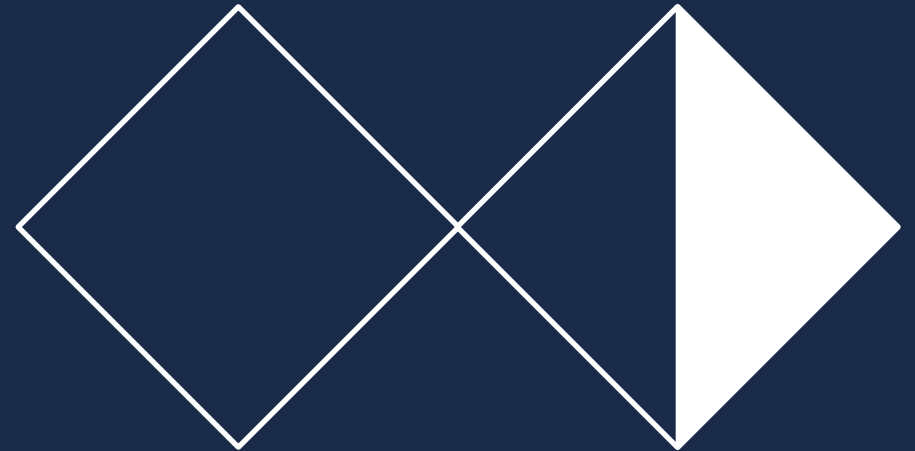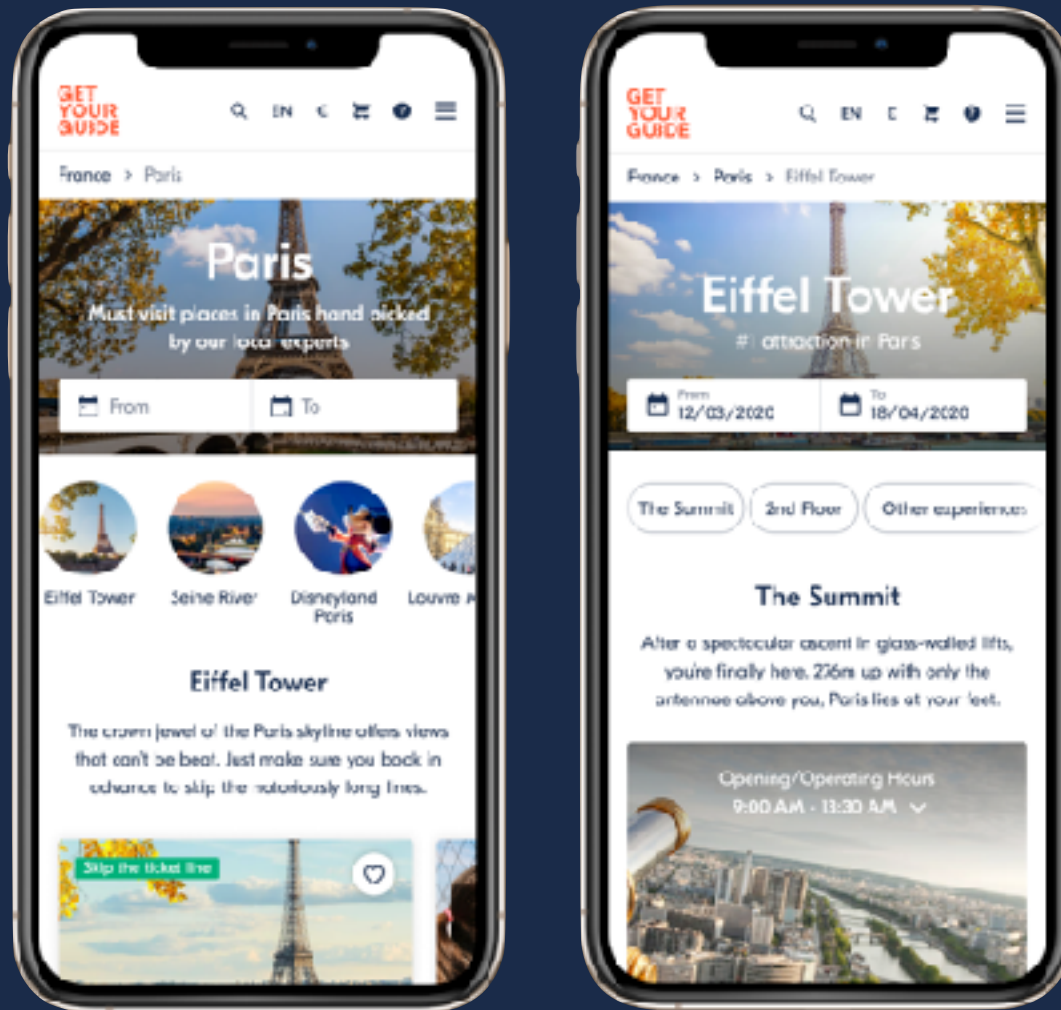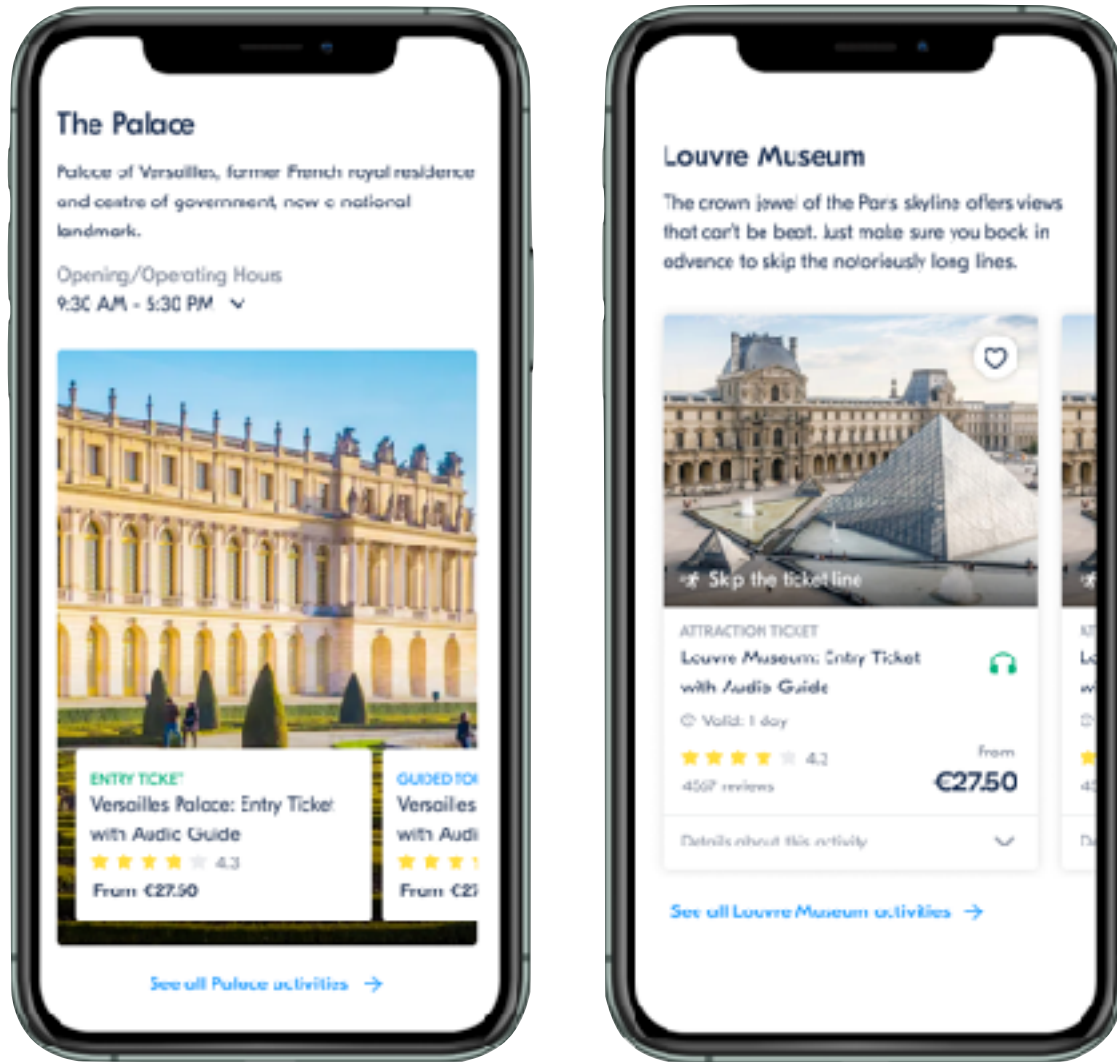
Design documentation
and leadership

Design

New requirements such as category menu and Date selector

New cards for complex activities.

New Search Page:
- Map
- New cards
- Quick filters
- Categories

This is a WIP

As this project is a work in progress, here at GYG we're still planning the experiments

and MVP.

[Check the designs on Figma](#)

Thanks

Online Portfolio

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