

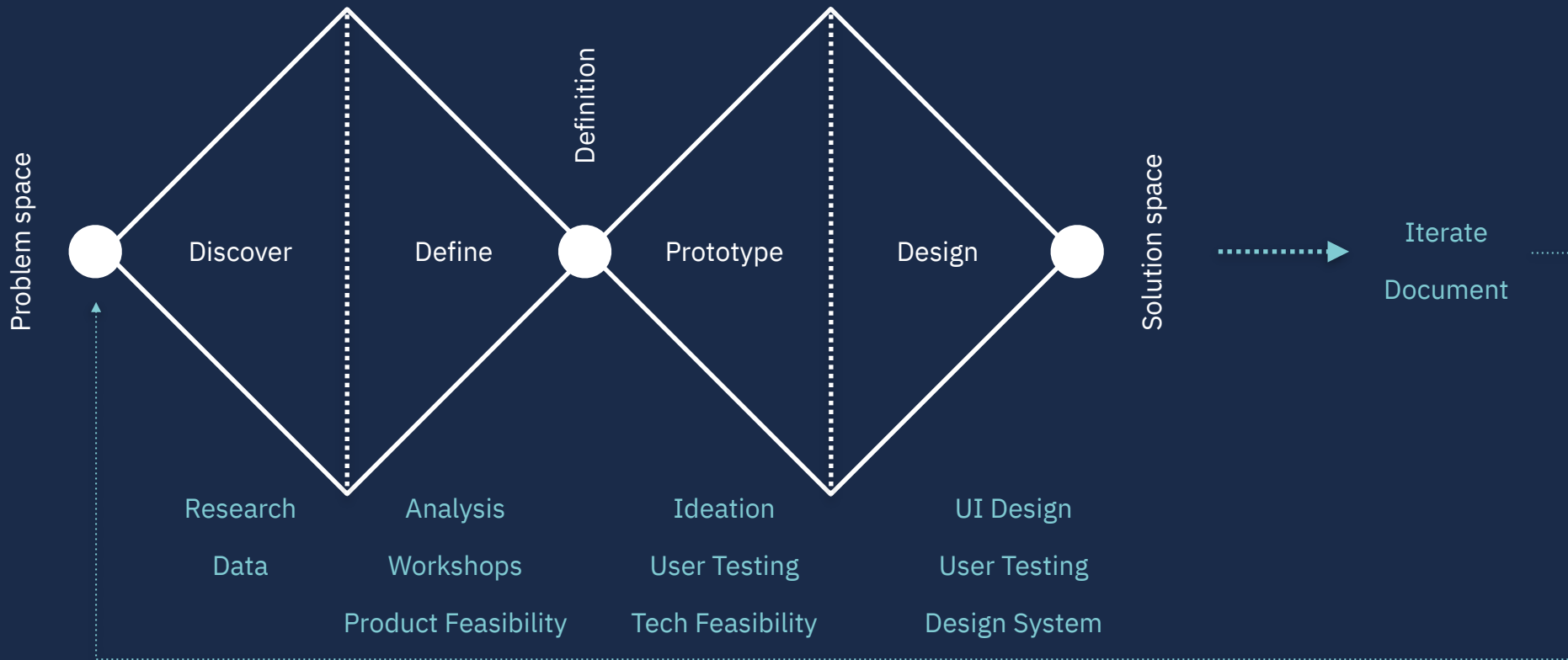
GetYourGuide Search and Discovery Experience

My role in this project

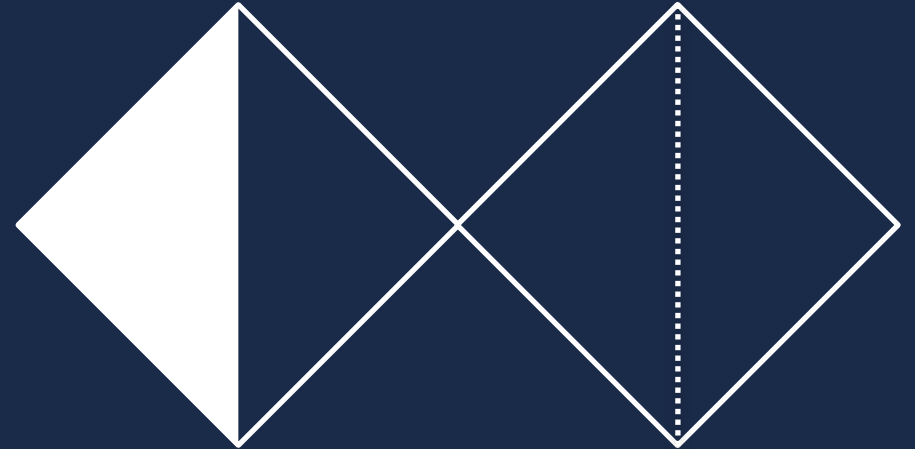
I'm the product design lead for the Search and Discovery experience. At GYG, the Search and Discovery experience consists of everything that happens throughout the customer journey in the platform. Currently, the Search and Discovery initiative has 3 mission teams: Search, Landing Pages, and Detail Pages. 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



Discover



Background

Brainstorming 28.01.2020

User problems

No controls that help me change the results I see

Filene: I want to find specific language filters on the panel
Filene: Filter dependencies are not clear
Filene: OK or Done button on 0
Filene: Why do we have the 40
Categories/Services
Filene: Too many editing tools
Filene: I've filter for cultural tour
Filene: Which category has the
most users cannot select a d
Filene: under destinations like
Filene: It's not easy to tell what
Filene: Selecting a time period
Filene: It's too much granular

Unclear why those results

Irrelevant results: Results in
General: A lot of results to per
Irrelevant results: Top 4 adre
and filters
Scannability/visibility: A
Redundancy of activities: No
displayed
General: Nothing to get more
Data: When you search for sp
Labels: Red labels will show
Low quality results: First resu
Irrelevant results: Options are
General: Hard to find things and
Missing map information: We

More information needs


Missing point: Missing point
Missing information: No stat
Redundant/informative: No
Missing information: How are
Missing information: No left



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



A solo traveler.

A 35-year-old person looking for a solo trip.


Personas



Couple traveling together.

or an accessible tour for their kids educational and gives the


Personas



Couple traveling together on their honeymoon.

A couple is traveling together for their honeymoon, and they're looking for ideas. Their schedule is flexible, and they've looked into activities before they are planning the wedding. They're stress-free in the next few days.


Personas



Two parents with a young child.

They care about kid-friendly options in their native language of a comfortable time of day. Their trip is 2 months away, but they're concerned kid-friendly activities will get sold out, and they want to book something before their trip.

Personas



Three budget-conscious students traveling together.

Three college students are on summer break. They're looking for an authentic, inexpensive thing to do today or tomorrow. They care about finding a unique experience that they can show with their friends back home.

Personas

ARMANDO AFFONSO

Solution Sketch

Idea 08

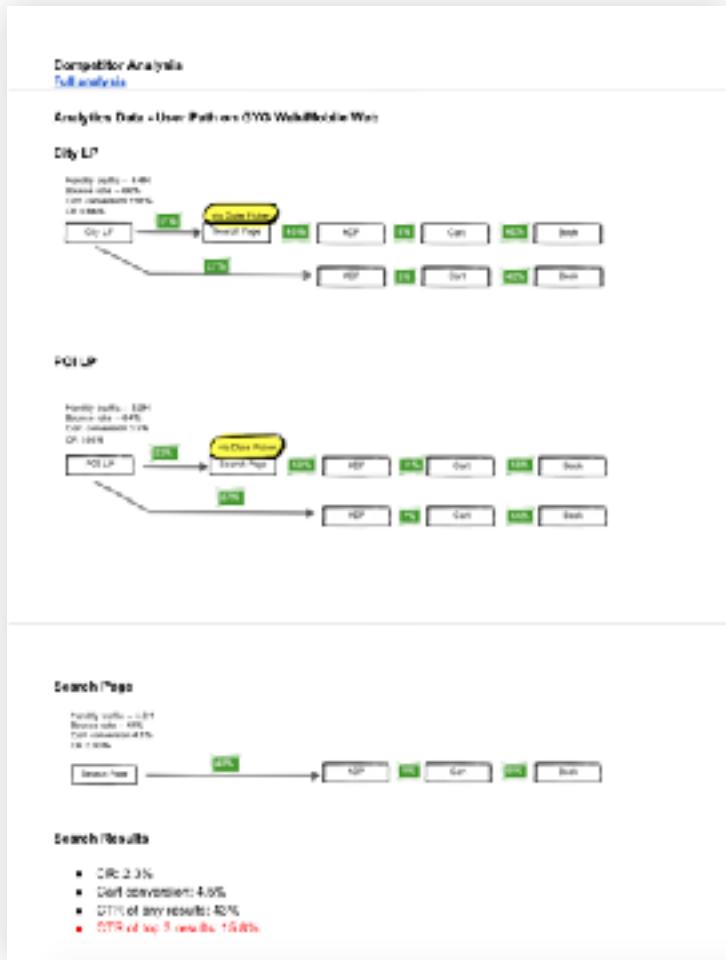
- Standardize access level in catalog
 - Remove access level from free text
 - Apply differentiating attributes to components of each activity (access level, STL level, etc.)
- Remove "Tour level" attributes. Options are what the customer buys and what we should be organizing.
- Distinguish between "attributes" (objective characteristics, define uniques/duplicates) and "tags" (subjective characteristics, relevant for categories, recommendations, etc.)



Workshop
outcomes

[illegible]

Competitor analysis



Data analysis - understanding the funnel



How travellers search

Last updated: March 2020
RUMEN AVRAHAM, NYLA TAN, ARMANDO AFFONSO

Background

The goal of this document is to summarise what we know about discover activities. The findings in this document came from 6 research literature reviews we turned into [39 reports](#) that put us in a better understanding how travellers search for activities.

With the 3 hours workshop we identified customer problems/ painpoints during a discovery journey. See the list of a

CONTENTS

[General information](#)

[Get Your Guide](#)

General information

Top customer needs

1. **Understand & narrow down:** Customers need a convenient way to find activities that are relevant to their type of travel, personal interests, and preferred activities. [\[Source\]](#)
2. **Inspire, help & engage:** Customers need relevant, engaging and helpful information about the places they're planning to visit.
3. **Trust & value:** Customers need transparency about the details of the activity so that they can evaluate the value for money, trust the platform and book confidently.

[See more here](#)

Customer journey

Researching & booking activities typically happens after travelers decide on the destination.

Often, people book travel activities right before their trip or when they've arrived in a destination. Some decisions are inflexible and happen first (e.g., booking flights), while others are flexible and happen later in the journey like finding activities and booking restaurant reservations.

People often look for an overview of the destination before looking into what activities they can do. Researching 'things to do' starts up to 3 months before users arrive in-destination, although this varies by destination and user.

Primary decisions: destination, time and duration of the trip, travel companions, accommodations, travel mode, travel budget

Secondary decisions: activities, attractions to visit, shopping and dining

[\[Sources: 1, 2, 3\]](#)

Top customer problems

Overwhelmed by choice: People are often overwhelmed by choice and information when researching activities. As a result, they start by searching for 'top of' or 'top things to do.'

[\[Sources: 1, 2, 3\]](#)

Fear of missing out (FOMO): First-time travelers visiting a new destination have a must-dos that they want to see or 'highlight' events. They'll book those in-advance if they're concerned about things selling out. People are also worried about coming back from a trip, only to realize they missed an event or attraction there. They do research to ensure they're not missing something important.

"I normally go back quite far in advance, I normally book all the stuff that's available. The worst thing I hate is going somewhere and when you come back... and you realize that... there was a festival happening in the same time you were there. Sometimes there's once-in-a-year, or once-in-a-decade festival and you just missed it because you didn't know about it."

[\[Sources: 1, 2 video starting at 2:56\]](#)

How travellers search (UX Research)

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

6 key components to VP v2 inclusions:

6 key components to VP v2 inclusions:

[Poi]

[Product category] (ticket vs tour vs cruise vs HoHo, etc.)

[Access level] (2nd floor vs summit, Nasrid palaces access Y/N)

[Access mode] (i.e. stairs vs elevator, segway vs electric bike vs walking)

[Private vs public]

[Skip the line type] (skip the ticket line, skip the security line, skip the elevator line)

For access
https://
2024/1/
Became

Includes

✓ [Priv

✓ [Skip

- ✓ Access to [Aranjuez Fortress]
- ✓ Access to [Generalife Palace]
- ✓ Access to [Generalife Gardens]
- ✓ Access to [Charles V Palace]
- ✗ Access to [Nasrid Palaces]

All 6 components used in the primary curation logic are accounted for in the new inclusion/exclusion criteria. Access levels within a POI are tabbed in from the inclusion / access type of that POI. This is important for activities where multiple POIs are visited, each with their own access levels (and possible STL variations) which need to be detailed in the inclusions/exclusions.

- E.g. Eiffel Tower (2nd Floor & Summit Tour), Louvre Museum STTL Entry Ticket, Seine River Cruise, etc.

These 6 components can be rearranged depending on the rules of how that POI functions and the way our inventory is differentiated.

For example—

- Depending on the POI, each of the access levels could have its own variable STL attribute.
- Depending on the activity, each POI could have its own variable product category and private/public distinction.

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.

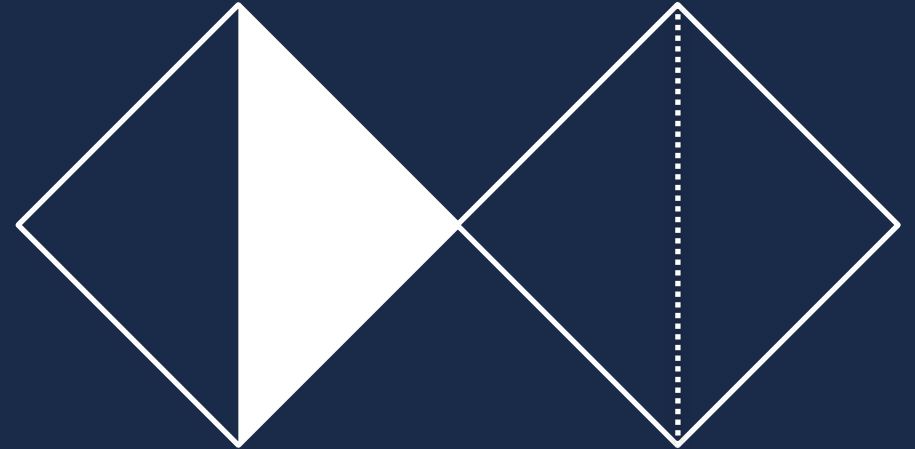
Users must click into various activities (ADPs) in order to find the one with the availability I want.

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	
Group of themes	How might we statements
<p>Check differentiable similar activities</p> <p>How users compare and decide on activities</p>	<p>How might we redesign the activity cards with relevant information that users need to make a decision?</p>
<p>How users understand a POI and its activities</p>	<p>How might we make it possible to compare activities without opening several APDs at the same time?</p> <p>How might we redesign the landing pages and Search Page, adding relevant information about cities and POIs?</p> <p>How might we make visible and clear where the access level of each experience is?</p> <p>How might we help our customers to find the most basic/cheapest activity (tickets, bigger NR) of a POI?</p> <p>How might we create better navigation through all the landing pages and search pages?</p> <p>How might we help our customers to identify how much each access level access cost?</p>
<p>Check available for every supplier</p> <p>Create CPTI defined experiences that meet our customer needs and aggregate multiple offerings (activity demand for a POI and NR) Get more details here</p>	<p>How might we make it possible to check the availability for more suppliers without opening several APDs at the same time?</p>
<p>Overhaul many styles</p> <p>How users search and find activities based on their needs</p>	<p>How might we redesign the filter's experience on the Search page, covering user needs?</p>

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?

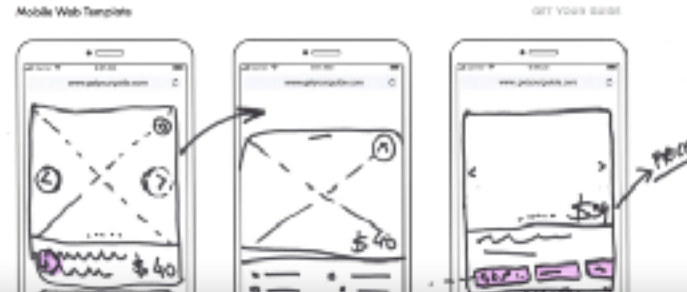
How might we make it possible to check the availability for more suppliers without opening several APDs at the same time?

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

Expandable cards

HMW redesign the activity cards with relevant information that users need to make a decision (compare value for money - duration, price, rating, access level, group size, skip the ticket line, priority access, audio guide, free cancellation, availability, inclusions)?

HMW make visible and clear where is the access level of each experience and how it works? (Eiffel Tower 2nd floor)



Expandable activity cards and comparison

HMW redesign the landing pages and Search Page, adding relevant information about cities and POIs?

HMW redesign the activity cards with relevant information that users need to make a decision (compare value for money - duration, price, rating, access level, group size, skip the ticket line, priority access, audio guide, free cancellation, availability, inclusions)?

HMW make visible and clear where is the access level of each experience and how it works? (Eiffel Tower 2nd floor)



Ideation workshop

Hypothesis 1

Redesign the Activity Card

Design Project: 🎨 New Activity Cards

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 travelers]

will result in [an improvement of the overall search and discovery experience, with a

decrease in drop rates, and in

Because [travelers can't differ

to compare basic activities' a

We will know that we were su

open less ADPs/VADPs before

Hypothesis 2 [WIP]

Redesign the POI Landing Page

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

Hypothesis 4 [WIP]

Redesign of the Discovery experience/flow/navigation

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 di

Because we know from research

between our sites and aren't able

We know that we were successfu

erwhelmed with our offered

em

increases

Hypothesis 5 [WIP]

Redesign the City Landing Page

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 quote rate and conversion rate increase

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**

UX Principles

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.

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.

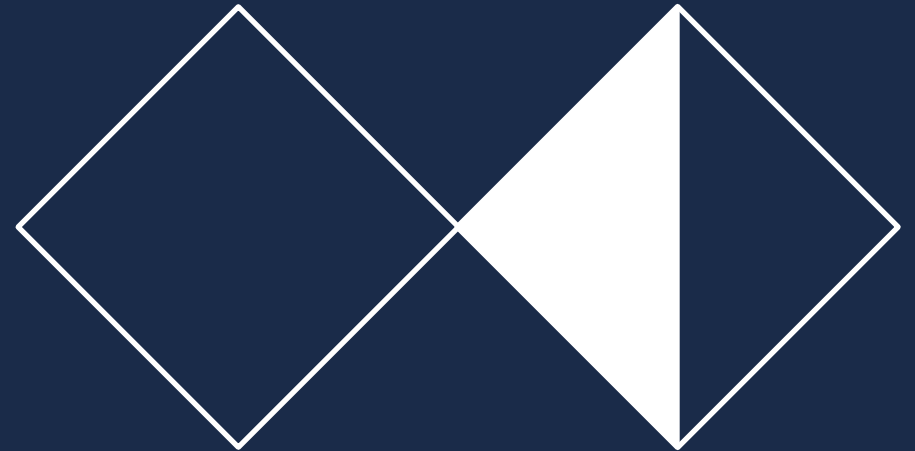
I want to easily find an activity that's available for my group size, language, and dates, without having to waste time looking at activities that don't suit my needs.

I want to feel confident in my booking by making sure I'm getting the best value for money.

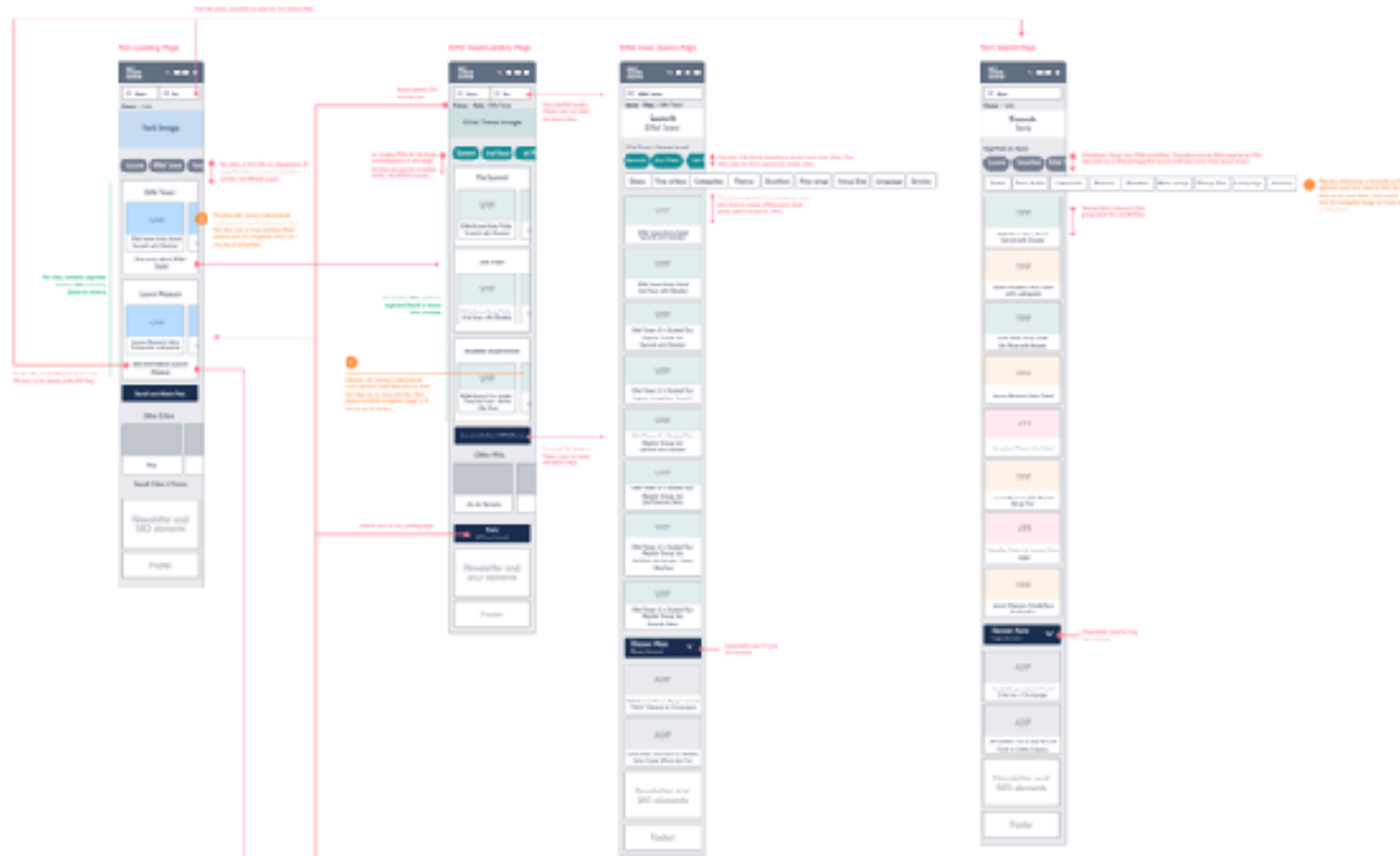
I want to feel confident in my booking by making sure others before I had a good experience.

Jobs stories
(JTBD)

Prototype

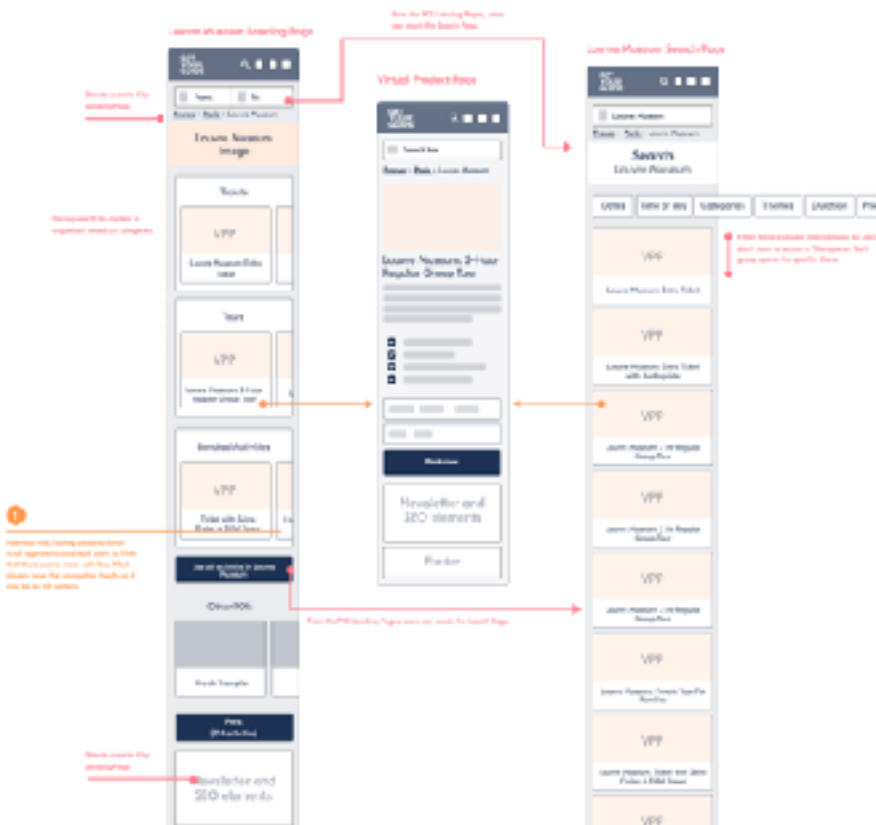


Overall User flow (updated)

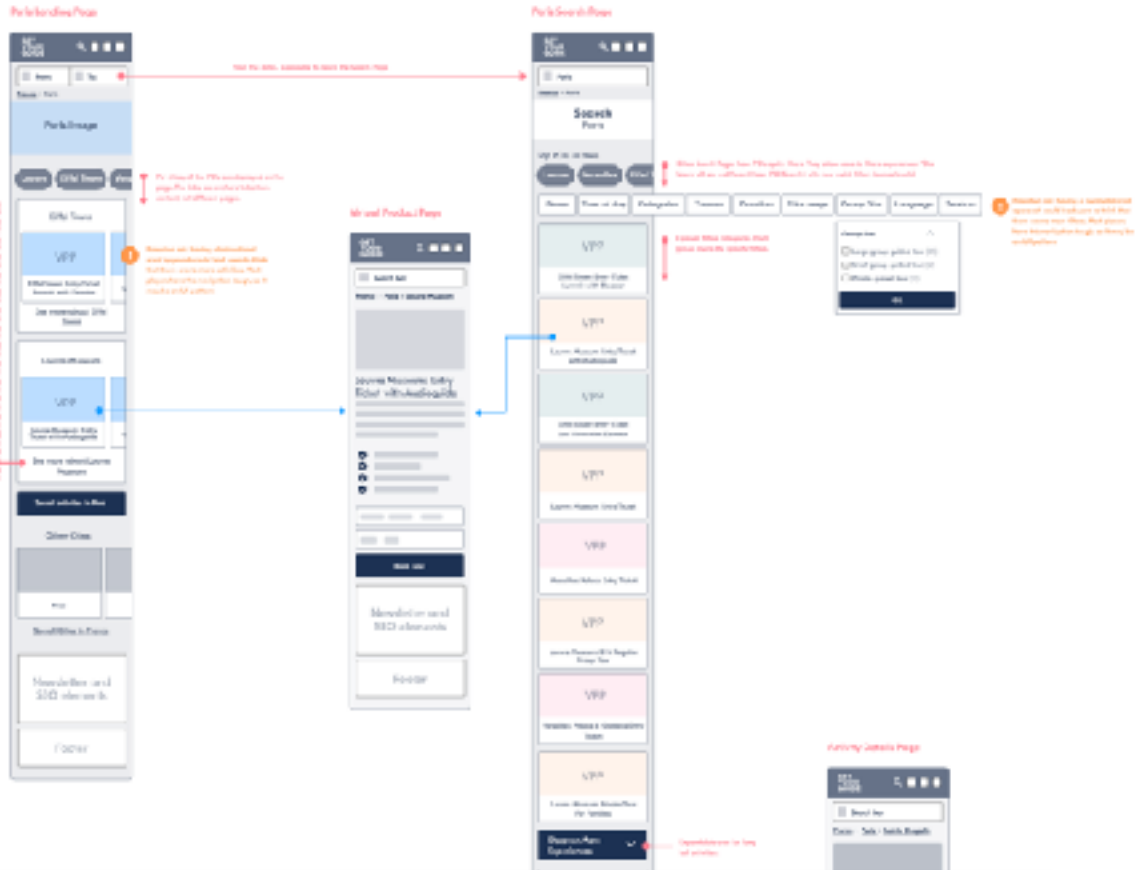


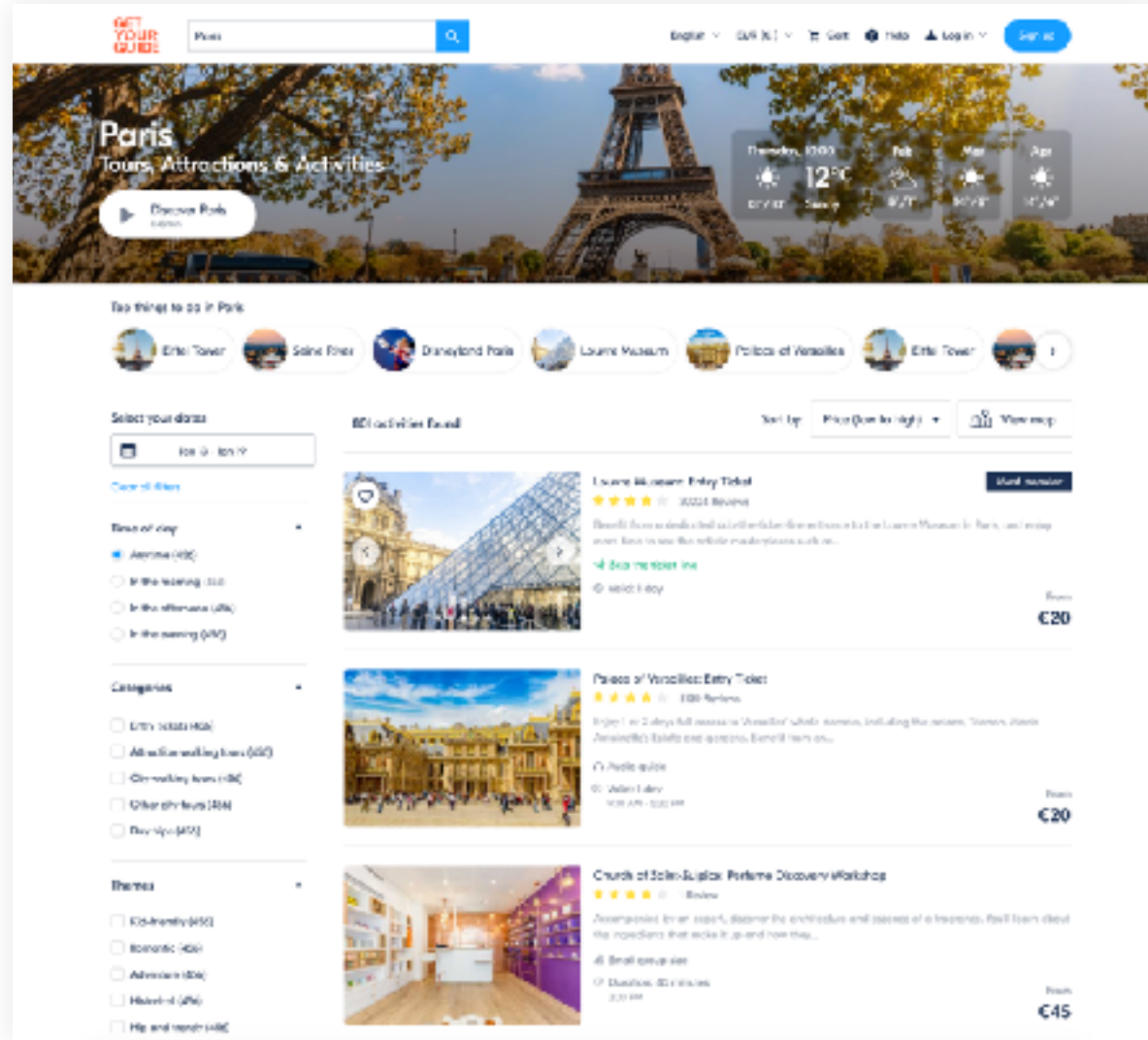
User flows

POI Landing Page user-flow

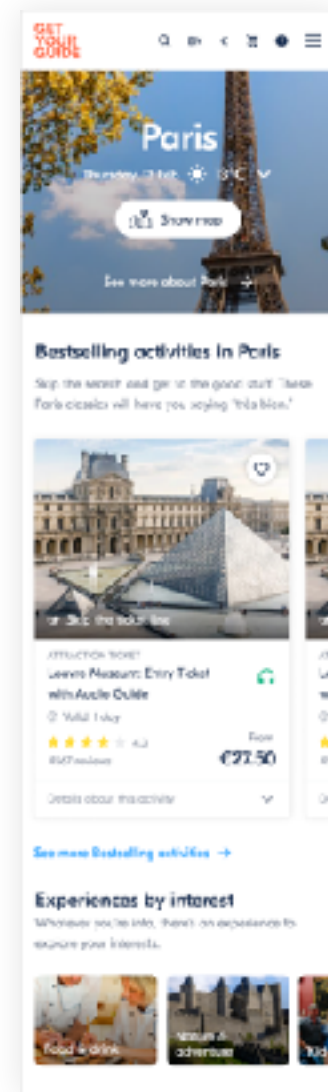
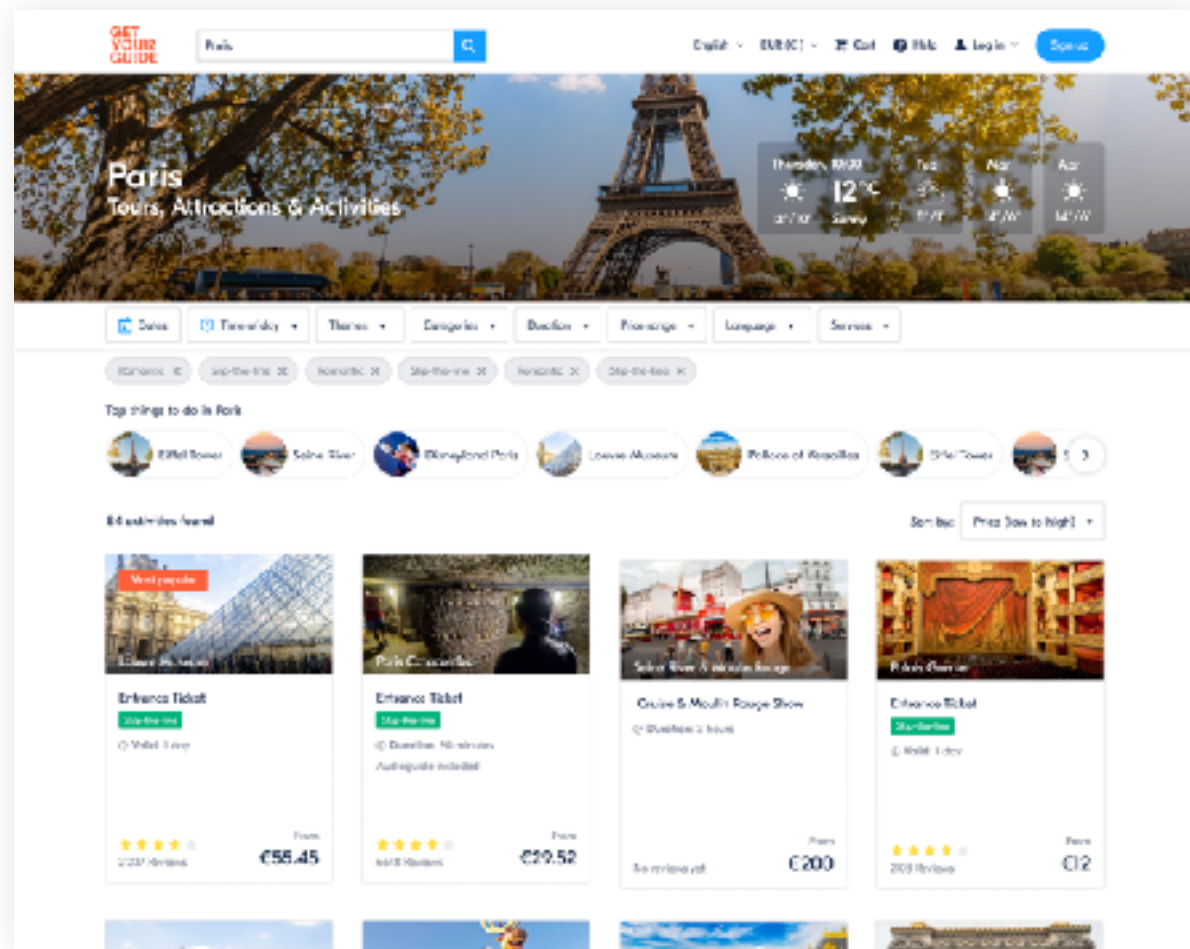


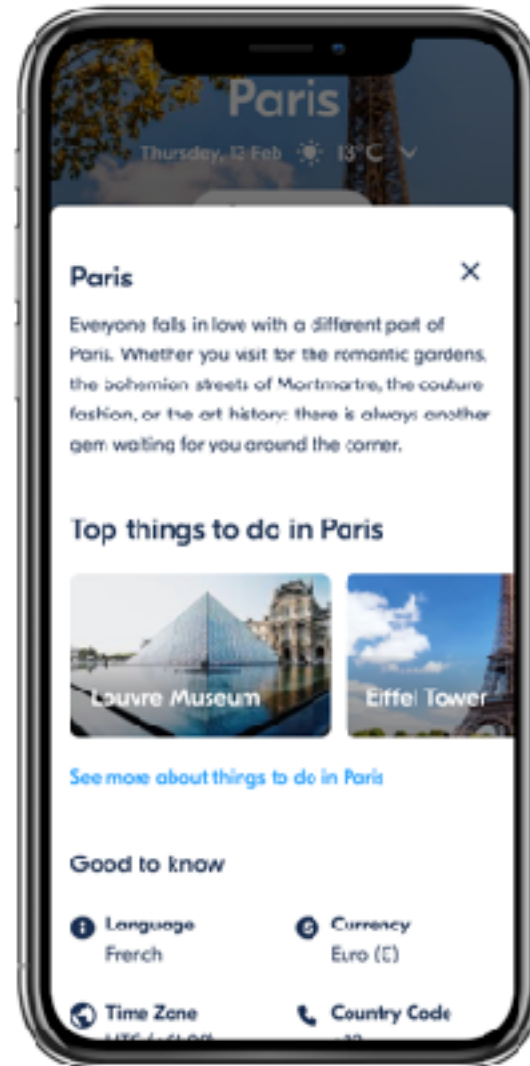
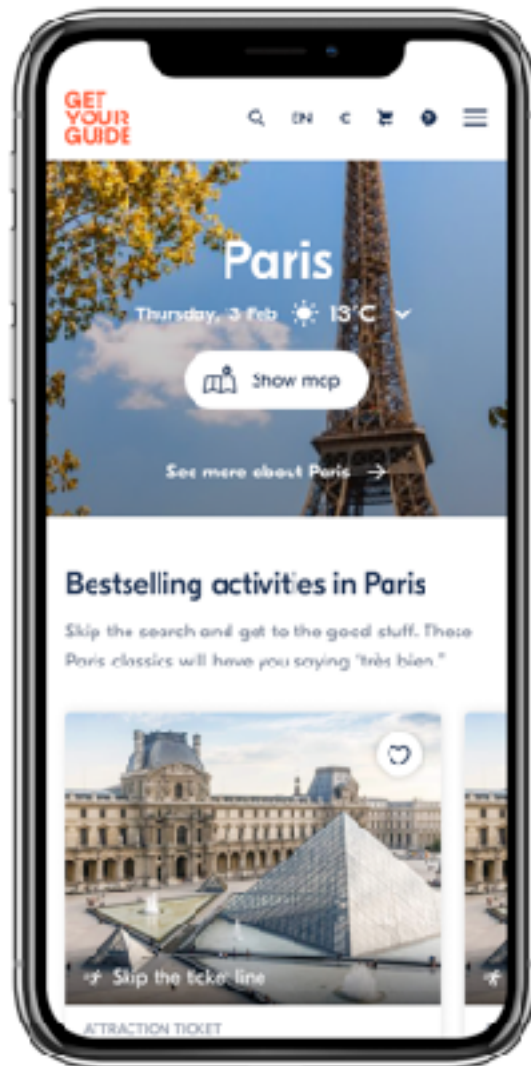
City Landing Page user flow

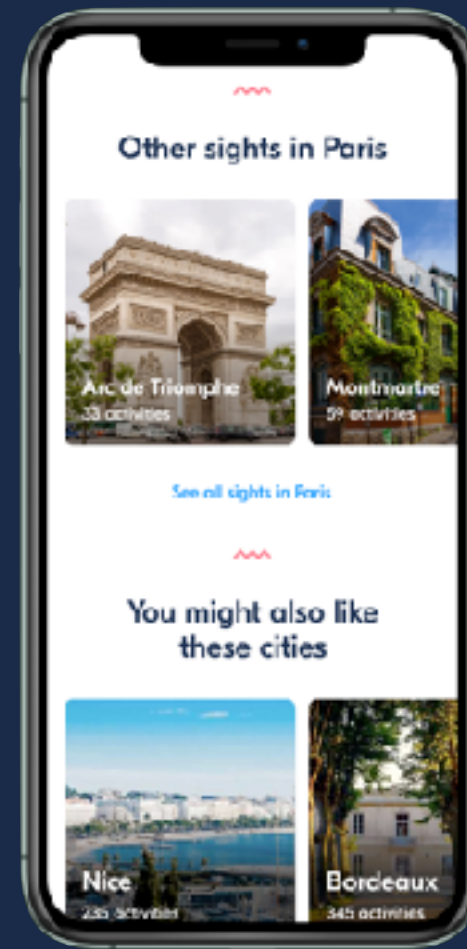
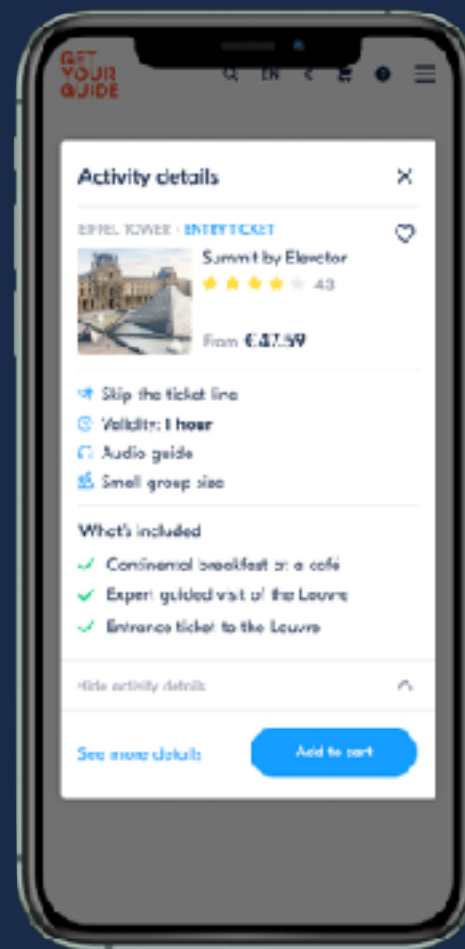
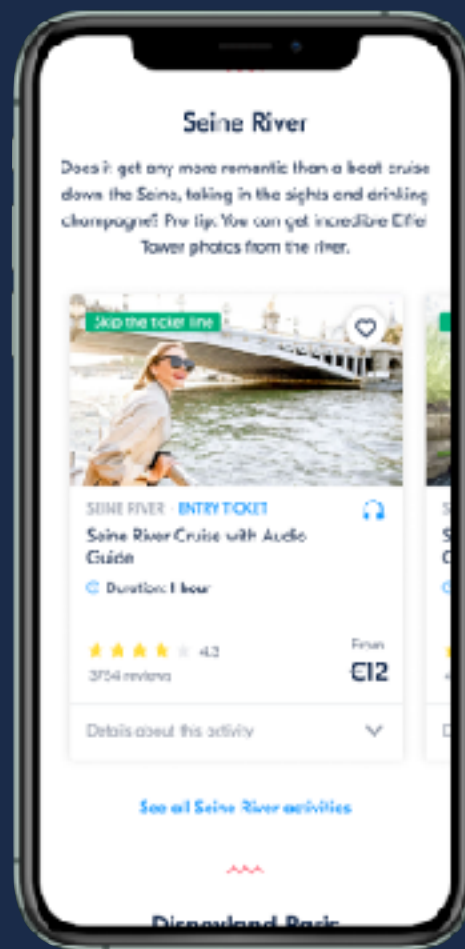
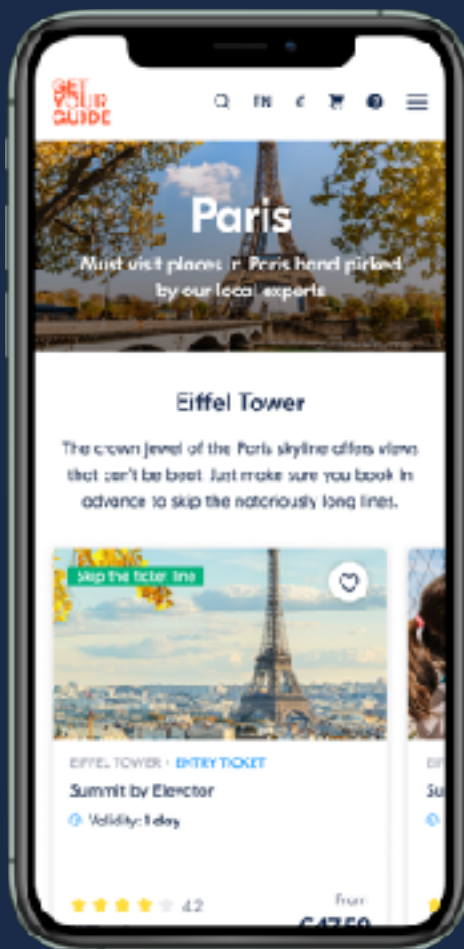




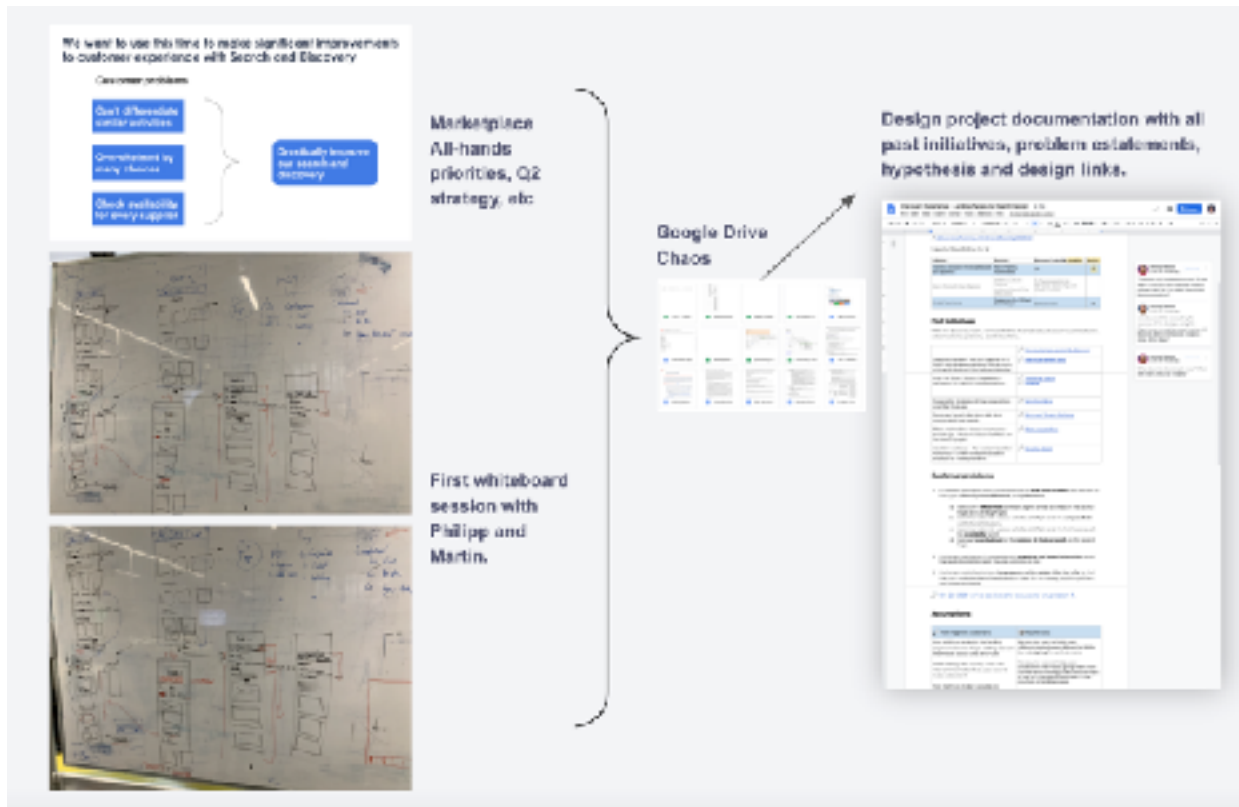
New Search Page (concept)





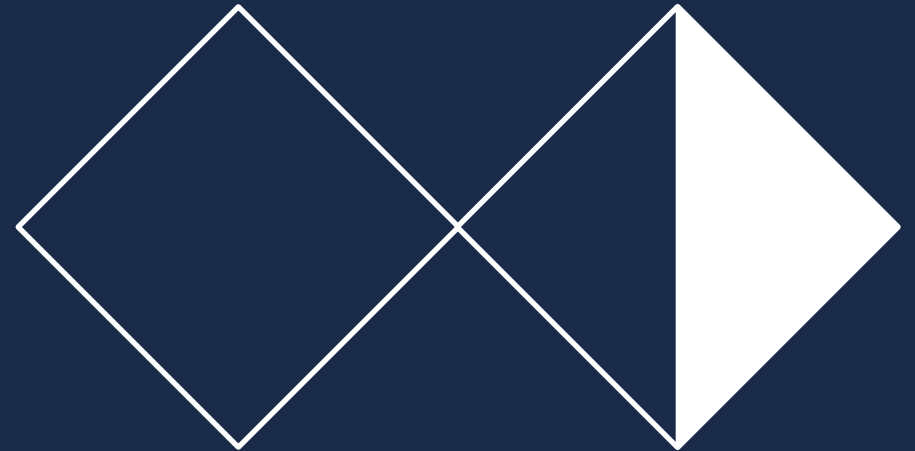


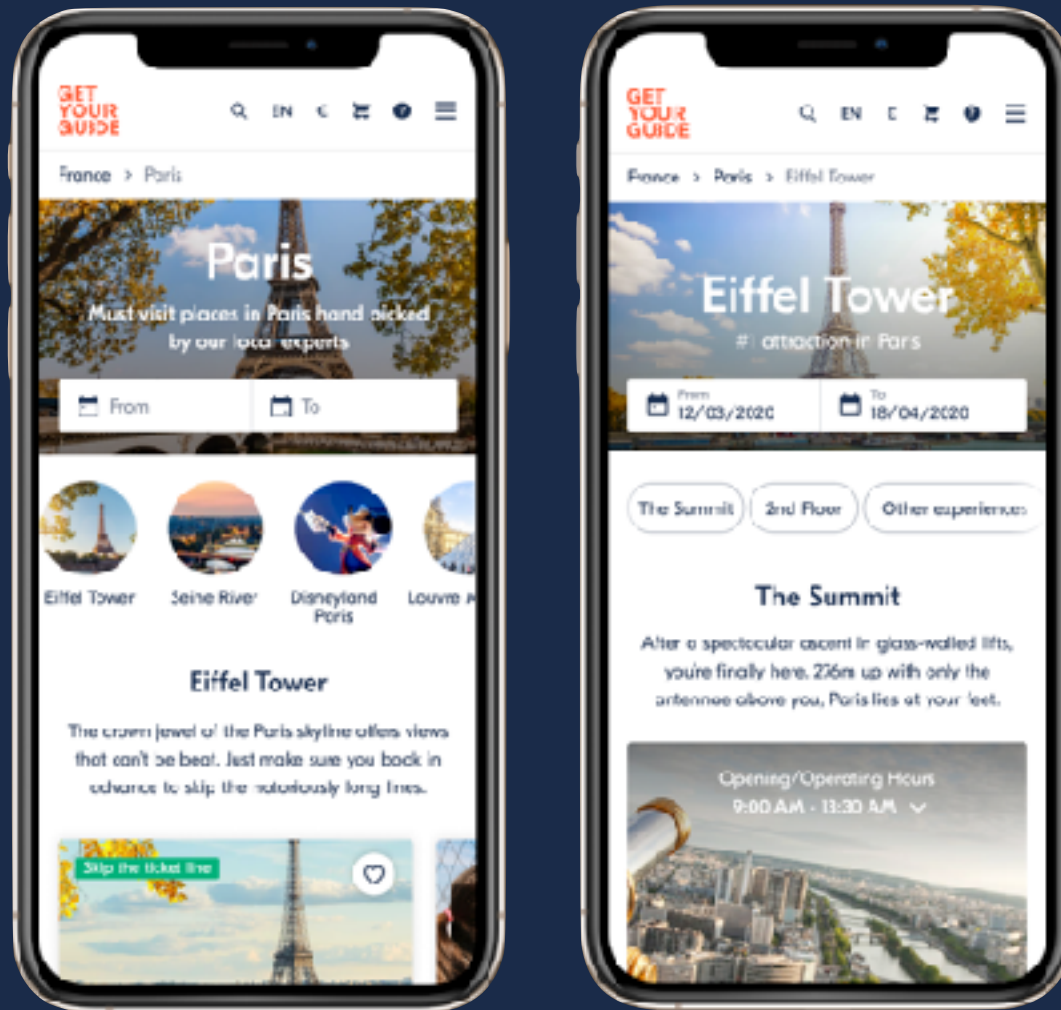




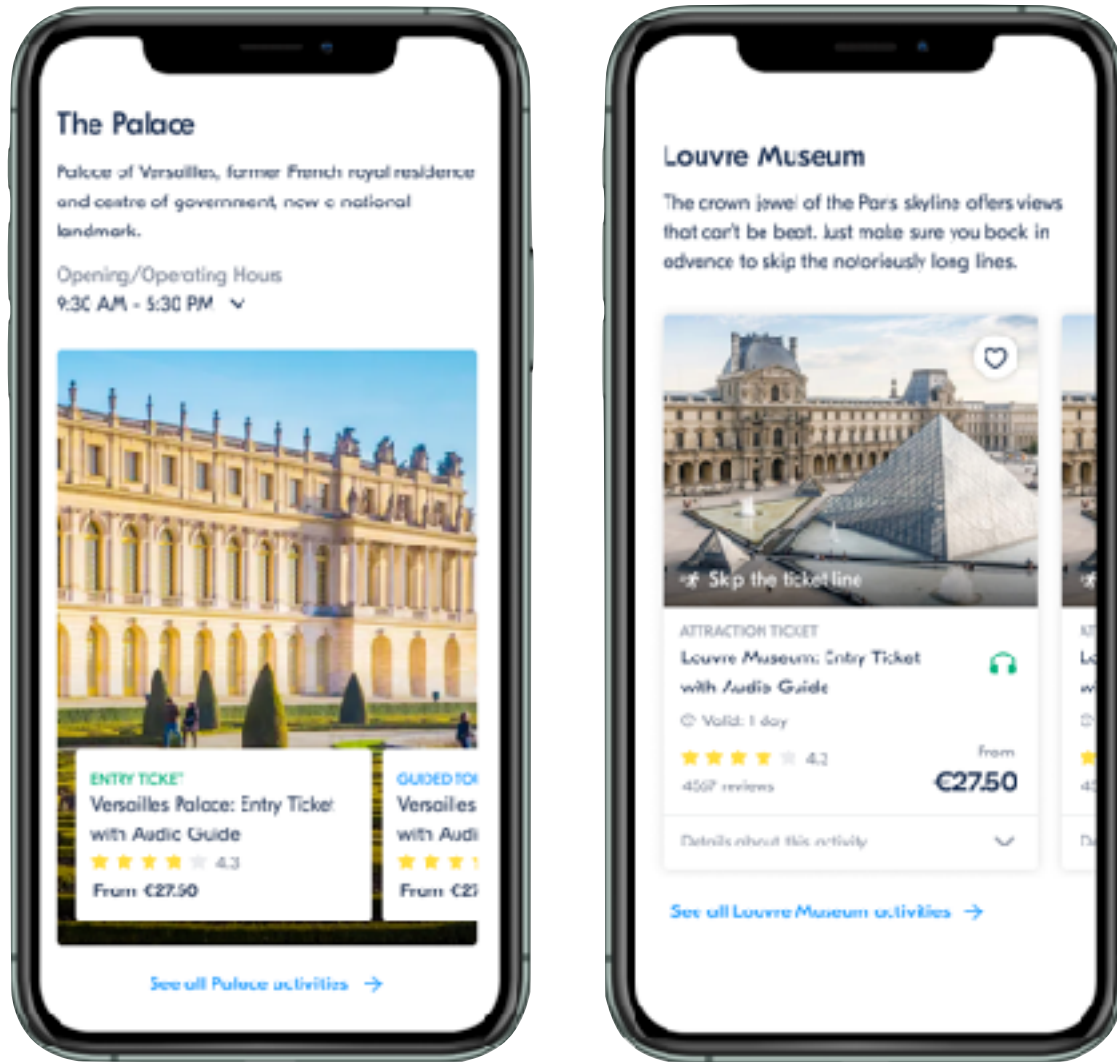
Design documentation
and leadership

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](#)

[Linkedin](#)

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