

GetYourGuide Virtual Products

A Design initiative for GetYourGuide's Search and Discovery experience.



GetYourGuide

GetYourGuide is a privately held global company headquartered in Berlin, Germany that operates an online marketplace and internet booking engine accessible via website and mobile.

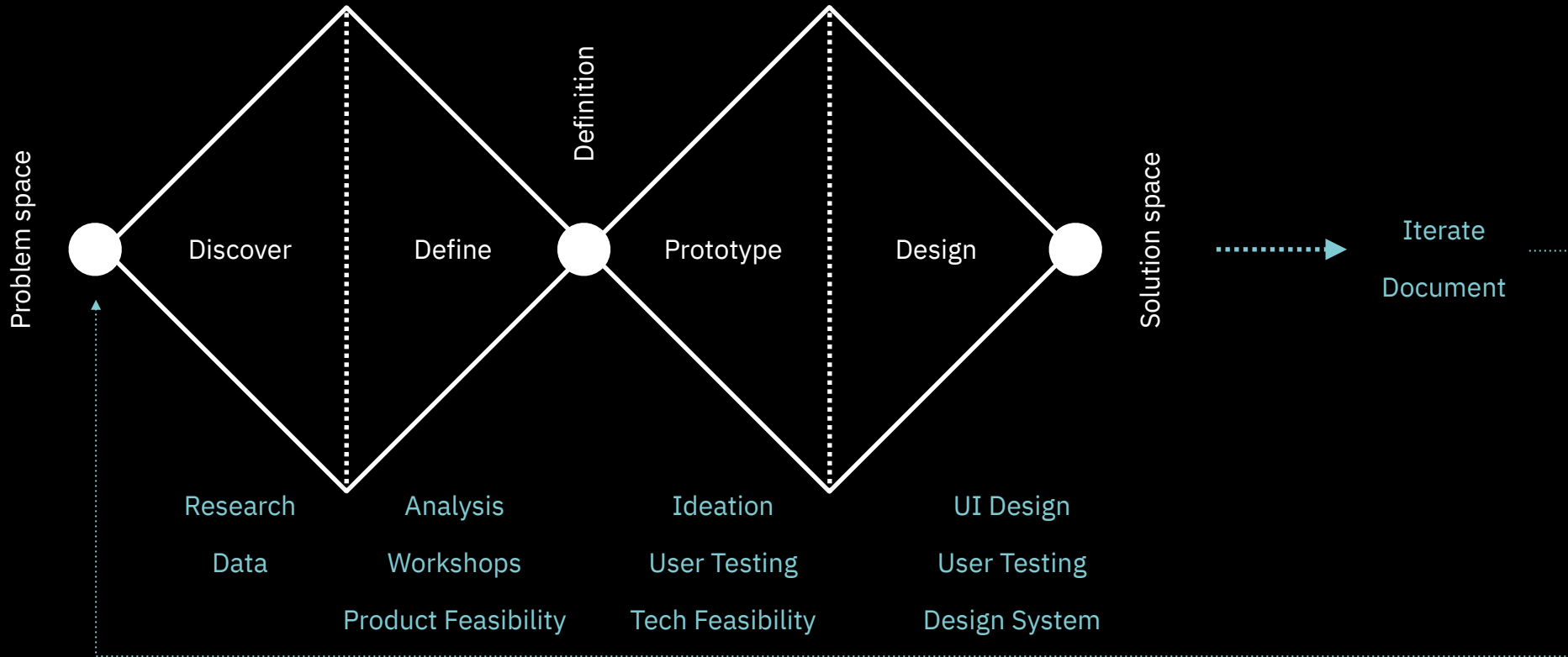
Currently, I'm the lead product designer responsible for the Search and Discovery experience in all platforms (desktop, mobile web, and native apps).

My role in this initiative and projects

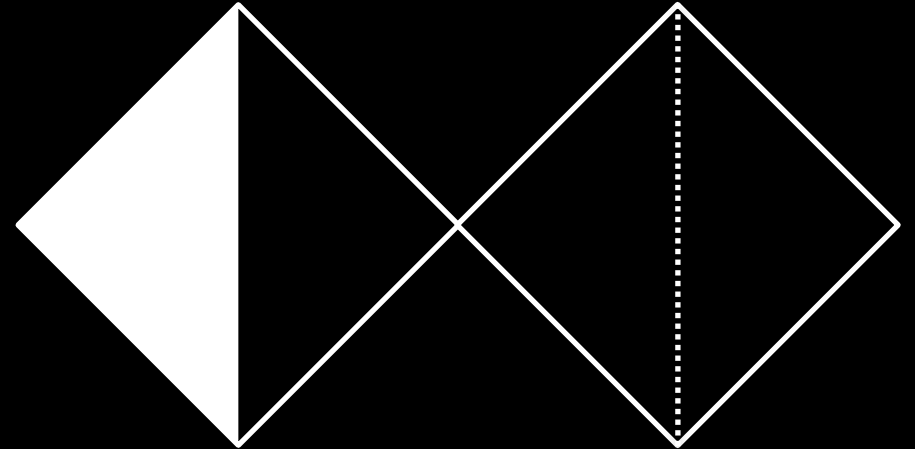
I'm the product design lead for the Search and Discovery experience. At GYG, the Search and Discovery experience consists of everything that happens throughout the customer journey in the platform. Currently, the Search and Discovery initiative has 3 mission teams: Search, Landing Pages, and Detail Pages.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

This initiative is about helping our users to discover more available options on the activities they're looking for, so they can book what they want at the time they want. The key aspect of this initiative was the aggregation of all tour suppliers in order to increase the availability of specific activities.

Design Process



Discover



Framing the right problem

After extensive research, we've found out that our customers care about three things:

1) simplicity, 2) availability, and 3) inspiration.

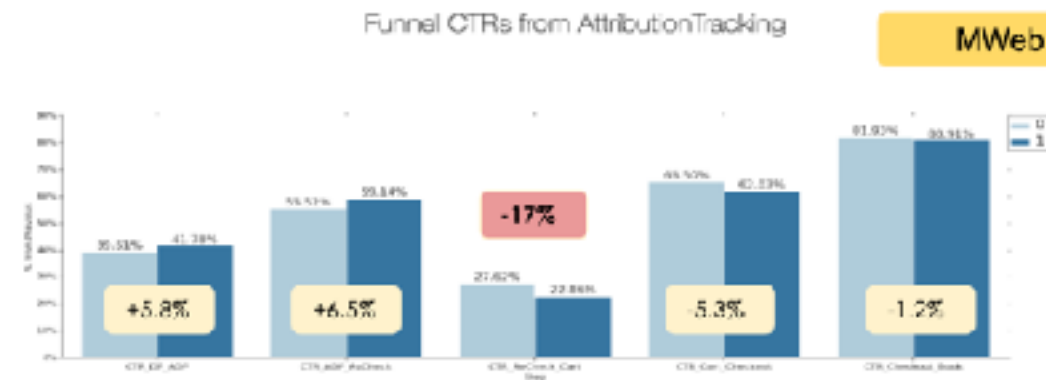
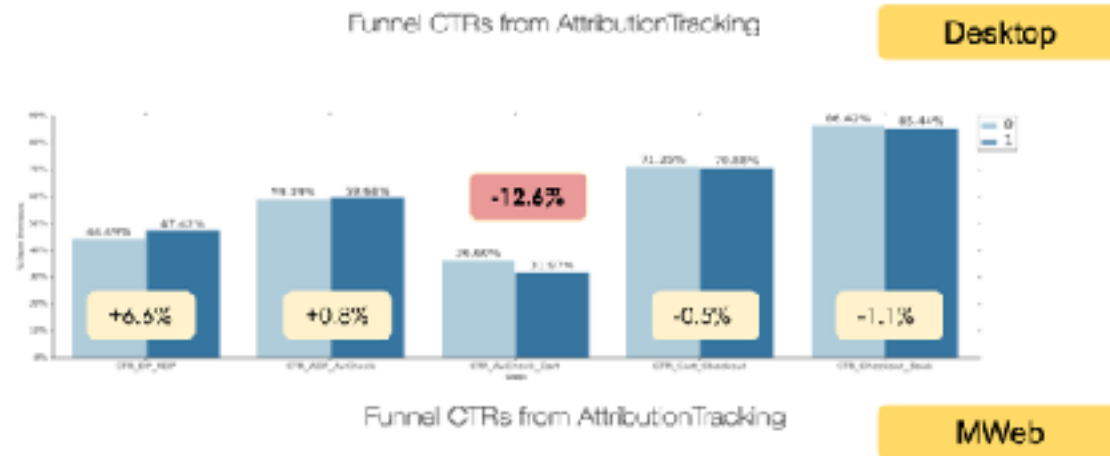
→ **Simplicity:** Helps me to easily find what I want

- Travellers know that they want to visit a particular POI
- They want to book an entry ticket (and perhaps a tour) with minimal thought and friction

→ **Availability:** What I want, when I want it

- Travellers want to visit a POI at particular times to accommodate their schedule, and/or to avoid crowds
- Travellers have specific needs related to date, language, and many other options

→ **Inspiration:** Inspires me to engage in incredible travel experiences



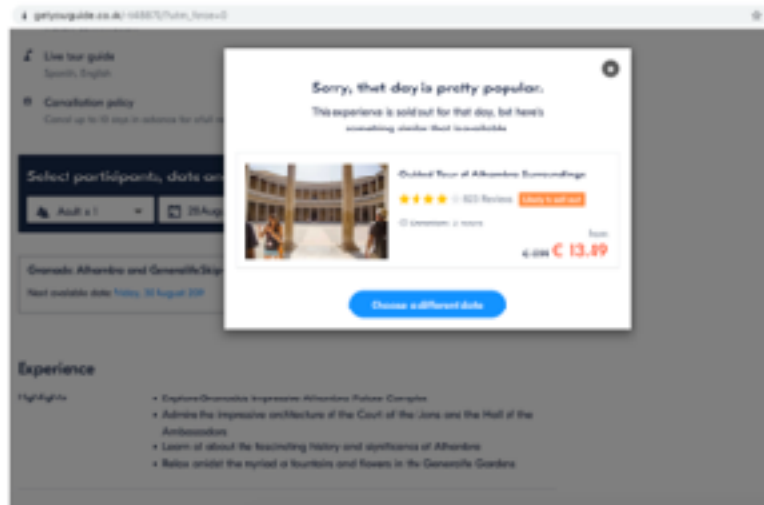
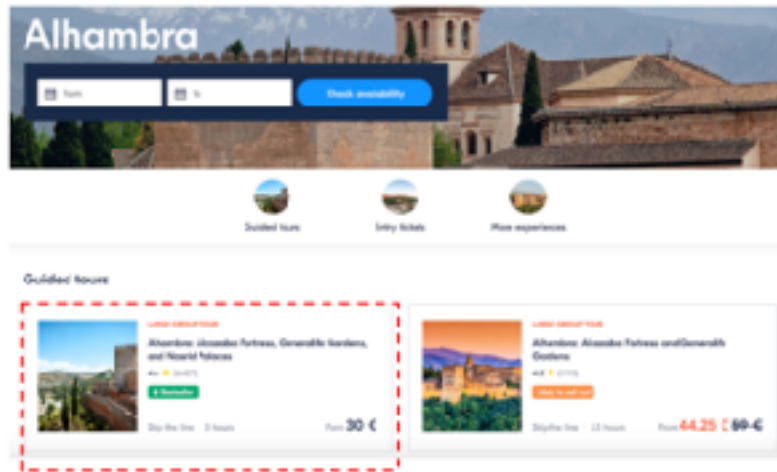
Problem

High customer drop-off after availability check.

1. Control and the opportunity to explore more options were not available.
2. Activities were recommended before knowing the customer's preferred dates and language.
3. The number of activities for users were restricted.

Variation	Path Type	To next step	To ADP	To Avail Check	To Add to Cart	Path CR
Status Quo (SQ)	ADP		26.9%	54.8%	33.6%	11.1%
Status Quo (SQ)	Structured Search	34.4%	70.3%	68.6%	40.2%	12.3%
Status Quo (SQ)	Text Search	1.2%	63.2%	56.2%	46.8%	13.3%
Persuasion Labels (PL)	ADP		44.3%	60.6%	31.9%	11.7%
Persuasion Labels (PL)	Experience Page	9.7%	70.3%	64.1%	36.8%	10.4%
Persuasion Labels (PL)	Text Search	1.9%	65.0%	65.1%	44.0%	13.3%
Diff PL vs. SQ	ADP		65%	11%	-5%	5%
Diff PL vs. SQ	Experience Page	-72%	0%	-5%	-8%	-15%
Diff PL vs. SQ	Text Search	54%	3%	16%	-6%	0%

1. Previous experiments showed that giving customers less control on the Landing Pages reduced conversions

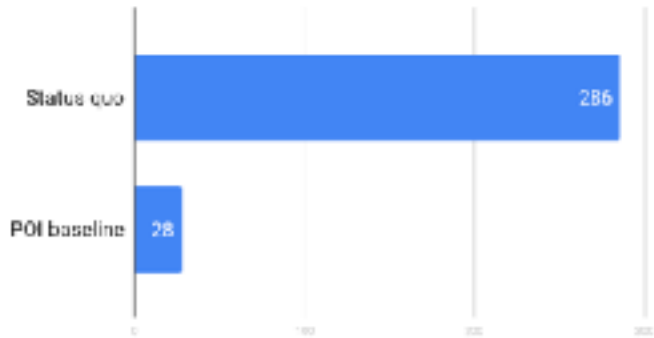


2. We recommend a Detail Page to user before we know the customer's dates or language preferences

Dates and Language are an important factor for selecting tour, and there is a higher proportion of “no availability” results if users don’t select Dates and Language before, as they will land in a detail page with an unknown availability.

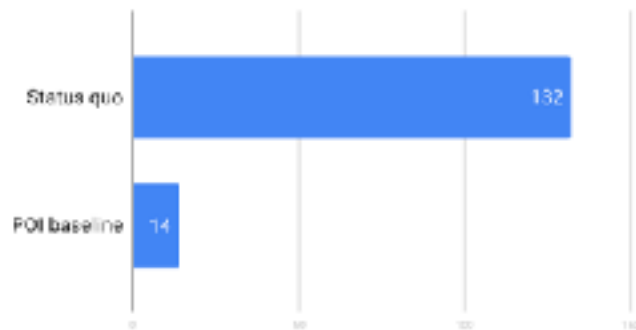
Vatican

Comparison of activity count



Alhambra

Comparison of activity count



3. We restrict the number of activities for users

This was a big experiment GYG has done in the past.

Unfortunately, it caused several problems on the search process. The experiment was a new “Discovery page” with a small group of activities.

Looking through multiple ADPs is...

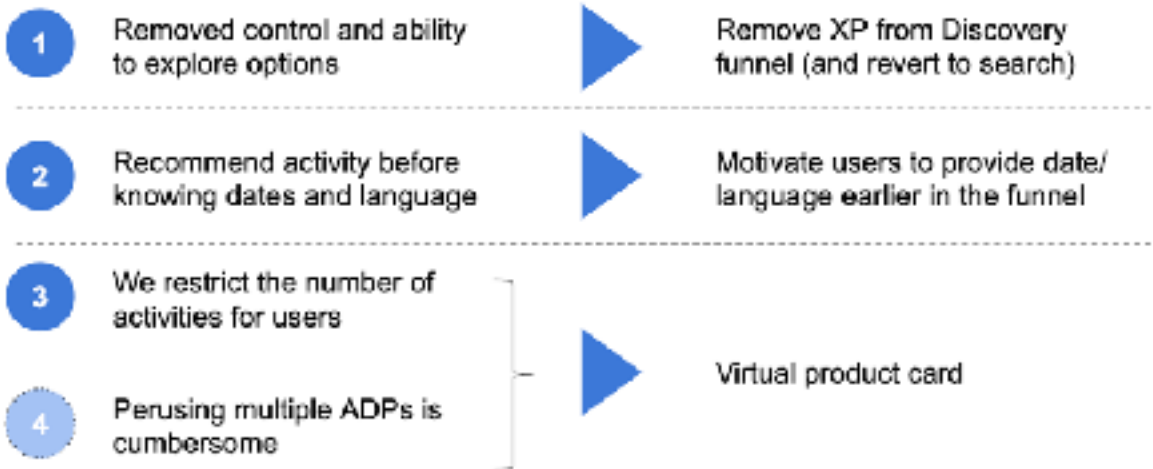
Common: median converted visitor checks 3 ADPs before deciding to convert ([data](#) from 2018). Each backtrack reduces CR by a factor of 3.

Time-consuming: users [need to open ADPs](#) to understand differences between activities

Difficult to understand differences: the lack of structured data on ADPs makes it [difficult](#) to directly compare activities side-by-side

Especially cumbersome on mobile: users can't see more than one ADP at the same time

4. Another problem (unrelated to availability): Reading multiple Detail Pages is cumbersome



How might we tackle those problems?

Option	Impact		Cost
	Customer experience	Company	
Improved search/ filter experience on landing page (w/ existing activity IDs)	Med <ul style="list-style-type: none"> - Improves simplicity, but doesn't remove duplicates - May still require users to visit multiple ADPs 	Low <ul style="list-style-type: none"> - Does not deliver any particular benefit to company beyond UX improvement 	Med <ul style="list-style-type: none"> - Work required to improve catalog, filters UX, and search relevance
Make experiences the "collections" and show activities in each "collection"	Low <ul style="list-style-type: none"> - Doesn't remove duplicates, requires visits to multiple ADPs, could result in many "collections" 	Low <ul style="list-style-type: none"> - Does not deliver any particular benefit to company beyond UX improvement 	Low <ul style="list-style-type: none"> - Small lift to change the hierarchy on the landing page
Virtual products	High <ul style="list-style-type: none"> - Improves simplicity, removes duplicates - Doesn't require user to visit multiple ADPs 	High <ul style="list-style-type: none"> - Reduces incentive for suppliers to "game the system," create different activity IDs 	High <ul style="list-style-type: none"> - Map activity IDs to experiences, design virtual product page UX - Work required for 1st option (catalog, filters UX, etc.)

Impact X Cost matrix
(Done by the Product team to help the Design team get clarity).

Among the three options, virtual products have the highest impact, but also the highest cost

Option 1

*Get Your Guide, Fours
& Tickets GmbH*
★★★★★ 11
[View 3 suppliers](#)

Includes:

- ✓ Skip-the-queue timed entrance to the Louvre Museum
- ✓ Full access to the permanent collection and all temporary exhibitions
- ✓ Booking fee of 30 per person
- ✗ Audio guide
- ✗ Leonardo Da Vinci exhibition October 24-2019-February 24, 2020
- ✗ Skipping security checks due to safety measures, all visitors have to comply to security check

[More Details](#)

\$ 46,90 *per person*

From 16th June to 17th June
2 People
French, German, Spanish

[Book now](#)

Option 2

*Get Your Guide, Fours
& Tickets GmbH*
★★★★★ 11
[View 3 suppliers](#)

Includes:

- ✓ Skip-the-queue timed entrance to the Louvre Museum
- ✓ Full access to the permanent collection and all temporary exhibitions
- ✓ Booking fee of 30 per person
- ✓ Skipping security checks due to safety measures, all visitors have to comply to security check
- ✓ Audio guide
- ✗ Leonardo Da Vinci exhibition October 24-2019-February 24, 2020

[More Details](#)

\$ 72,90 *per person*

From 16th June to 17th June
2 People
French, German, Spanish

[Book now](#)

Option 3

*Get Your Guide, Fours
& Tickets GmbH*
★★★★★ 11
[View 3 suppliers](#)

Includes:

- ✓ Skip-the-queue timed entrance to the Louvre Museum
- ✓ Full access to the permanent collection and all temporary exhibitions
- ✓ Booking fee of 30 per person
- ✓ Audio guide
- ✓ Leonardo Da Vinci exhibition October 24-2019-February 24, 2020
- ✓ Skipping security checks due to safety measures, all visitors have to comply to security check

[More Details](#)

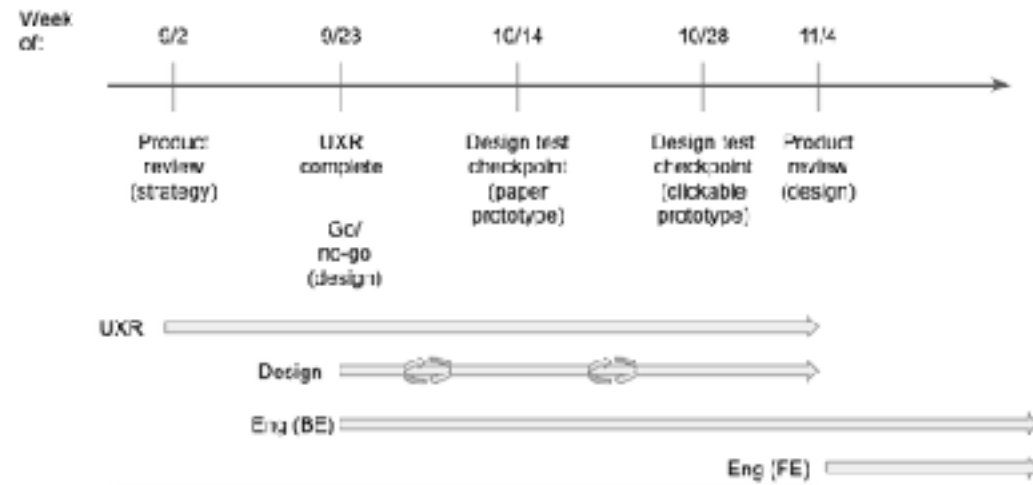
\$ 105,90 *per*

From 16th June to 17th June
2 People
French, German, Spanish

[Book now](#)

[See all](#)

Availability: Virtual product page aggregates the availability from multiple suppliers.



Setting Schedules and Goals

Research and prototype testing



An example of a participant sorting information about the Palace of Versailles

Card sorting

Louvre

Most important:

Hours of operation

Crowd information

Distance from accommodation

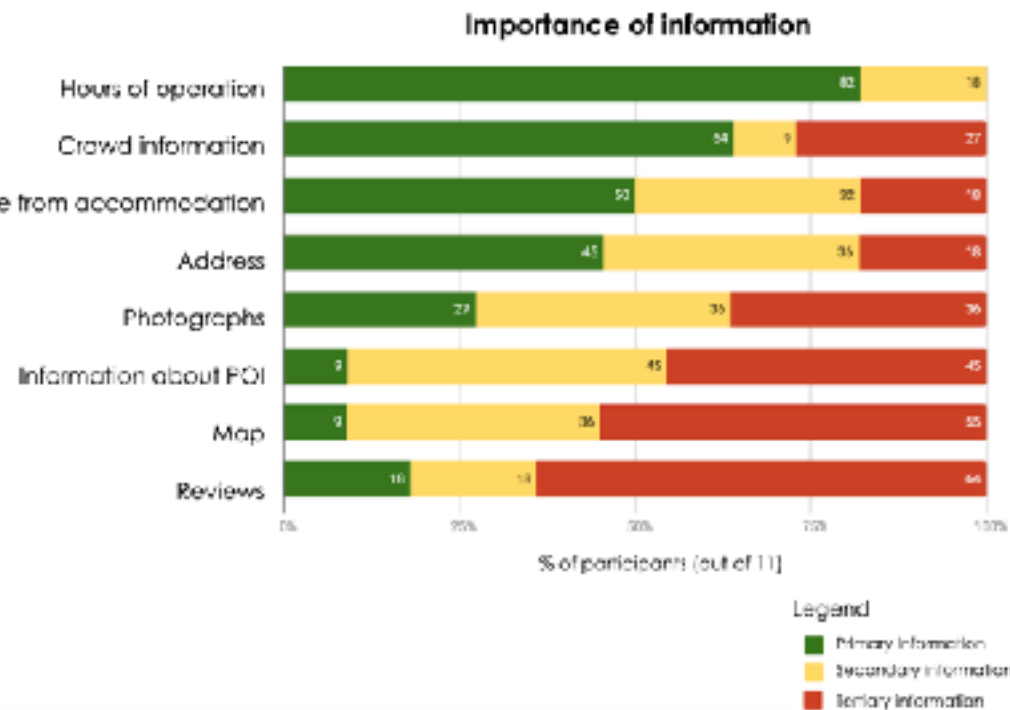
"I want to know what time it's open so I can plan when to go." - P5

Least important:

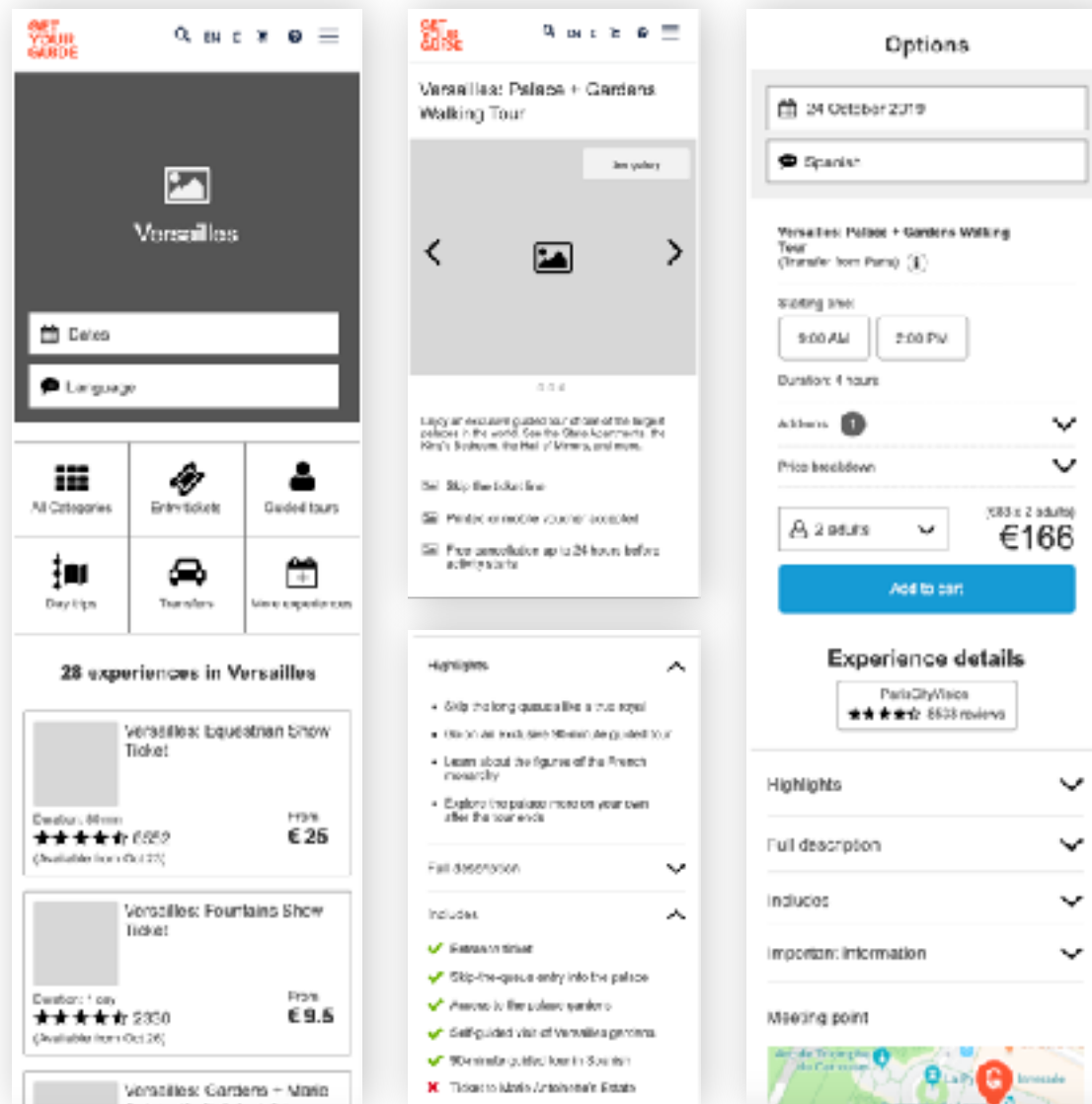
Map

Reviews

"[Reviews are] more important if [the POI] is less well known, but if you're going to the Louvre or Eiffel tower, you don't need reviews." - P10



Results



Based on the insights of this exploratory research, we've designed the first to-be-tested prototype.

What we tested

In both prototypes, we tested the following:

- **Filters:** we added new filters on the landing page.
- **Titles:** we simplified the titles and made the structure consistent.
- **Curation:** we removed similar activities from the landing and grouped them together on virtual product pages. To show the breadth of inventory, we also updated the booking assistant with filters and add-ons.



Prototypes for the Louvre and Versailles usability studies

Rational and
UX Writing
logic

12

prototypes

3

**Research
sessions**

40h+

Videos

Wireframe tests · Oct '19


Setting the foundation for VPs
VP wireframe testing: Louvre
VP wireframe testing: Versailles

What we learned

- ✓ **Curate** activities by access level
- ✓ **Less focus on supplier**
- ✗ **Add-ons** on VPP
- **Filters** on LP and VPP


GET YOUR GUIDE

Search filters: EN, €, 10, 10, 10

 Louvre Museum

Calendar icon Dates | Filter icon Filters


8 experiences in Louvre Museum

 Louvre Museum: Entry Ticket

★★★★☆ 9658

From € 20

Get it now

 Louvre Museum: Guided Tour

★★★★☆ 1165

Likely to sell out

From € 61

Options

24 October 2019

Spanish

Versailles: Palace + Gardens Walking tour
(Transfer from Paris) ⓘ

Starting time:

9:00 AM | 2:00 PM

Duration: 4 hours

Add-ons ⓘ

Bus transfer from Paris
Mandatory based on your configuration ⓘ

Hotel pickup - €96

Private tour + €401

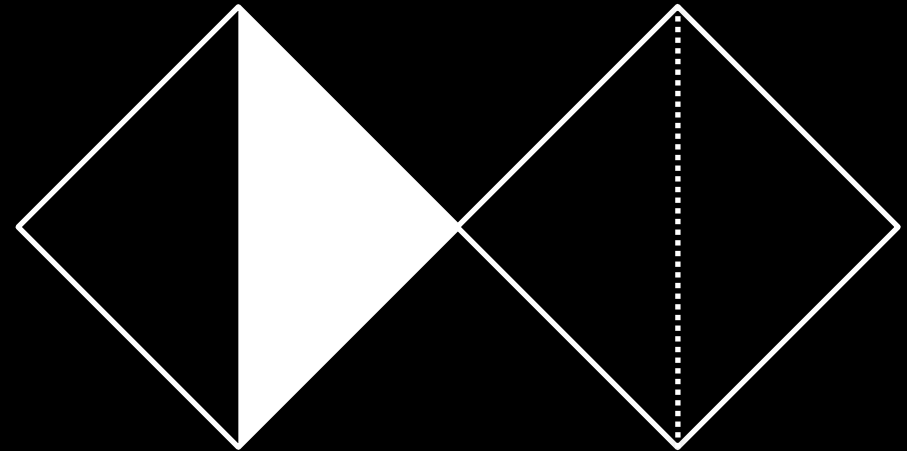
Price breakdown

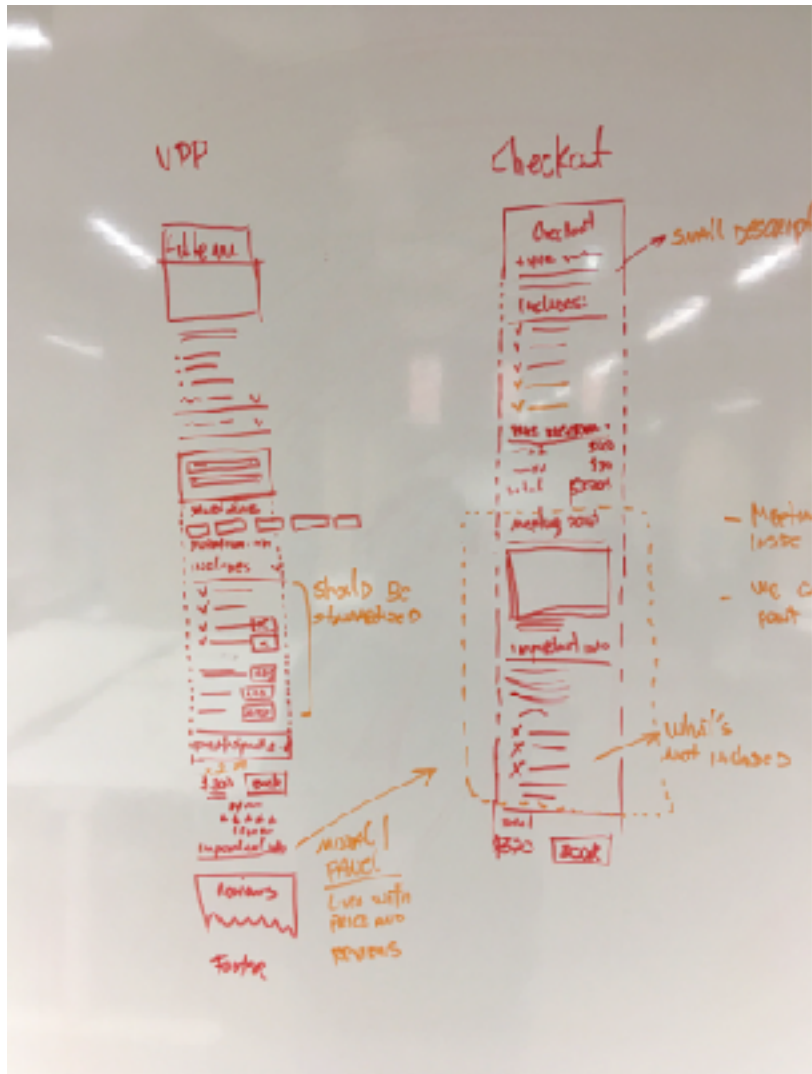
2 adults (182 x 2 adults) €166

Add to cart

Learnings

Define



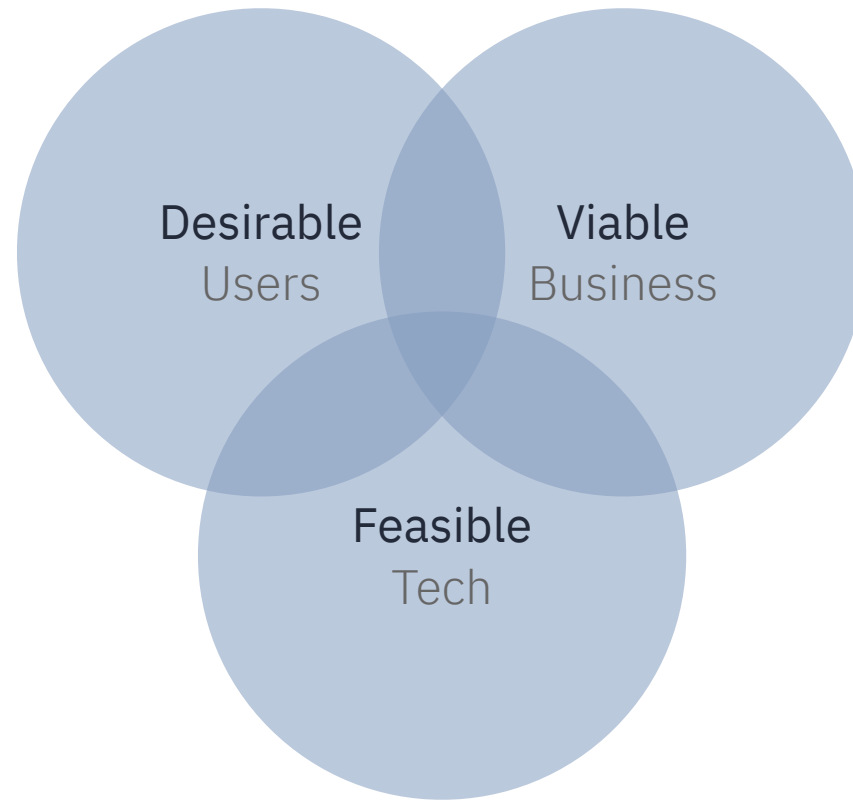


Definition Workshop

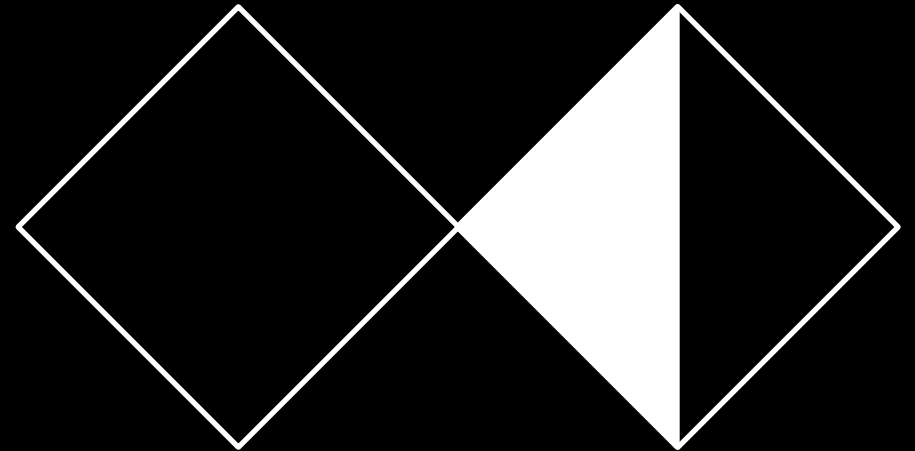
With the set of the most critical problems, the Development, Business, and Design teams met together for a definition session. This is one of the moments where we work collaboratively towards a unique goal.

UX Writing: Curation

PCN	Tour Title	Language	Tour / Ticket / Tour Option Title	Language	Actual Product Entry
Louvre	Musei Louvre Museum Timed-Entrance Ticket	145179	Musei Louvre Museum Timed-Entrance Ticket	218301	Louvre Museum Entry Ticket
Louvre	Ultimate Louvre: Fast-Track Guided Tour With Ticket	175122	Tour in English	200007	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3190	English Guided Tour of the Louvre Museum	3190	Louvre Museum Guided Tour
Louvre	Musei Louvre Museum: Guided Tour with Tickets	103238	Musei Louvre Museum: Guided Tour with Tickets	103238	Louvre Museum Guided Tour
Louvre	Louvre Museum: 3-hour Comprehensive Tour with Skip the Line	15565	English Group Tour	15565	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3190	Spanish Guided Tour of the Louvre Museum	20251	Louvre Museum Guided Tour
Louvre	Ultimate Louvre: Fast-Track Guided Tour With Ticket	175122	Tour in German	175122	Louvre Museum Guided Tour
Louvre	Louvre Museum: Last Entrance English Tour and Mona Lisa	18528	Louvre Museum: Last Entrance English Tour and Mona Lisa	18528	Louvre Museum Guided Tour
Louvre	Paris: 2-hour Small Group Louvre Highlights Tour	100347	Paris: 2-hour Small Group Louvre Highlights Tour	140041	Louvre Museum Guided Tour
Louvre	Musei Louvre Museum: Guided Tour with Tickets	188384	Musei Louvre Museum: Guided Tour with Tickets	280103	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Louvre Museum Skip-the-Ticket-Line Guided Tour in German	48079	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Entry and Guided Tour	108134	Louvre Museum Skip-the-Ticket-Line Entry and Guided Tour	108134	Louvre Museum Guided Tour
Louvre	Paris: Louvre by Night Skip-the-Ticket-Line Guided Tour	188079	Paris: Louvre by Night Skip-the-Ticket-Line Guided Tour	104409	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Louvre Museum Skip-the-Ticket-Line Guided Tour in Italian	77623	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Louvre Museum Skip-the-Ticket-Line Guided Tour in Spanish	10158	Louvre Museum Guided Tour
Louvre	Musei Louvre Museum: Guided Tour with Tickets	50046	Paris: Louvre Museum Skip-the-Line Small Group Tour	50046	Louvre Museum Guided Tour
Louvre	Musei Louvre Museum: Guided Tour with Tickets	103238	Musei Louvre Museum: Guided Tour with Tickets	103238	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Louvre Museum Skip-the-Ticket-Line Guided Tour in Portuguese	48079	Louvre Museum Guided Tour
Louvre	Louvre Highlights Skip-the-Line Small Group Tour	142871	Louvre Highlights Skip-the-Line Small Group Tour	212734	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3190	Portuguese Guided Tour of the Louvre Museum	20264	Louvre Museum Guided Tour
Louvre	Paris: Louvre Museum: Guided Tour with Tickets	41138	Louvre Museum: Guided Tour of the Louvre Museum	75696	Louvre Museum Guided Tour
Louvre	Small Group 3-Hour Guided Louvre Highlights Tour	123784	Small Group 3-Hour Guided Louvre Highlights Tour	191727	Louvre Museum Guided Tour
Louvre	Paris: Guided Visit of the Louvre Museum	118014	Guided Visit of the Louvre Museum	118014	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3190	German Guided Tour of the Louvre Museum	20252	Louvre Museum Guided Tour
Louvre	The Louvre: Small Group Tour with Skip-the-Line Access	20208	Small Group Tour in English	18208	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3190	French Guided Tour of the Louvre Museum	19158	Louvre Museum Guided Tour
Louvre	The Secrets of the Louvre: Ancient Codes & Hidden Messages	225649	The Secrets of the Louvre: Ancient Codes & Hidden Messages	188125	Louvre Museum Guided Tour
Louvre	Paris: Louvre De Vinci Delfo Guided Tour	140667	Paris: Louvre De Vinci Delfo Guided Tour	214707	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3190	Italian Guided Tour of the Louvre Museum	19153	Louvre Museum Guided Tour
Louvre	Paris: Louvre Tour with Skip-the-Ticket-Line	188039	Paris: Louvre Tour with Skip-the-Ticket-Line	106523	Louvre Museum Guided Tour
Louvre	Visitors and Mysteries of the Louvre Museum	172121	Visitors and Mysteries of the Louvre Museum	208197	Louvre Museum Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	48079	Paris: Louvre Museum Skip-the-Ticket-Line Guided Tour	18154	Louvre Museum Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	188039	Paris Louvre Museum: Guided Tour with Tickets	188039	Louvre Museum Guided Tour



Prototype



1 Picking starting time & participants change to people



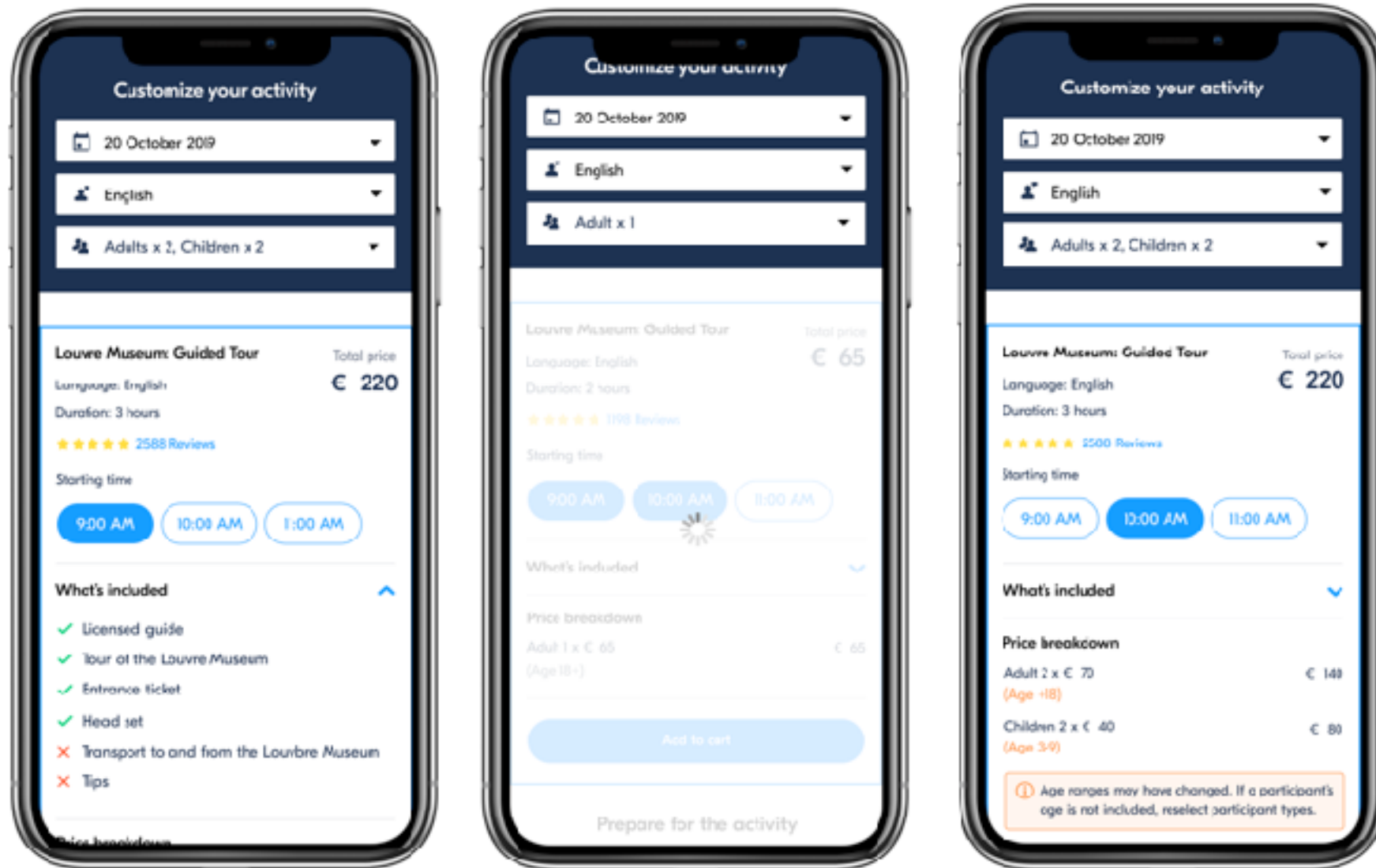
2 Picking starting time & participants change to people



3 Picking starting time & participants change to infants

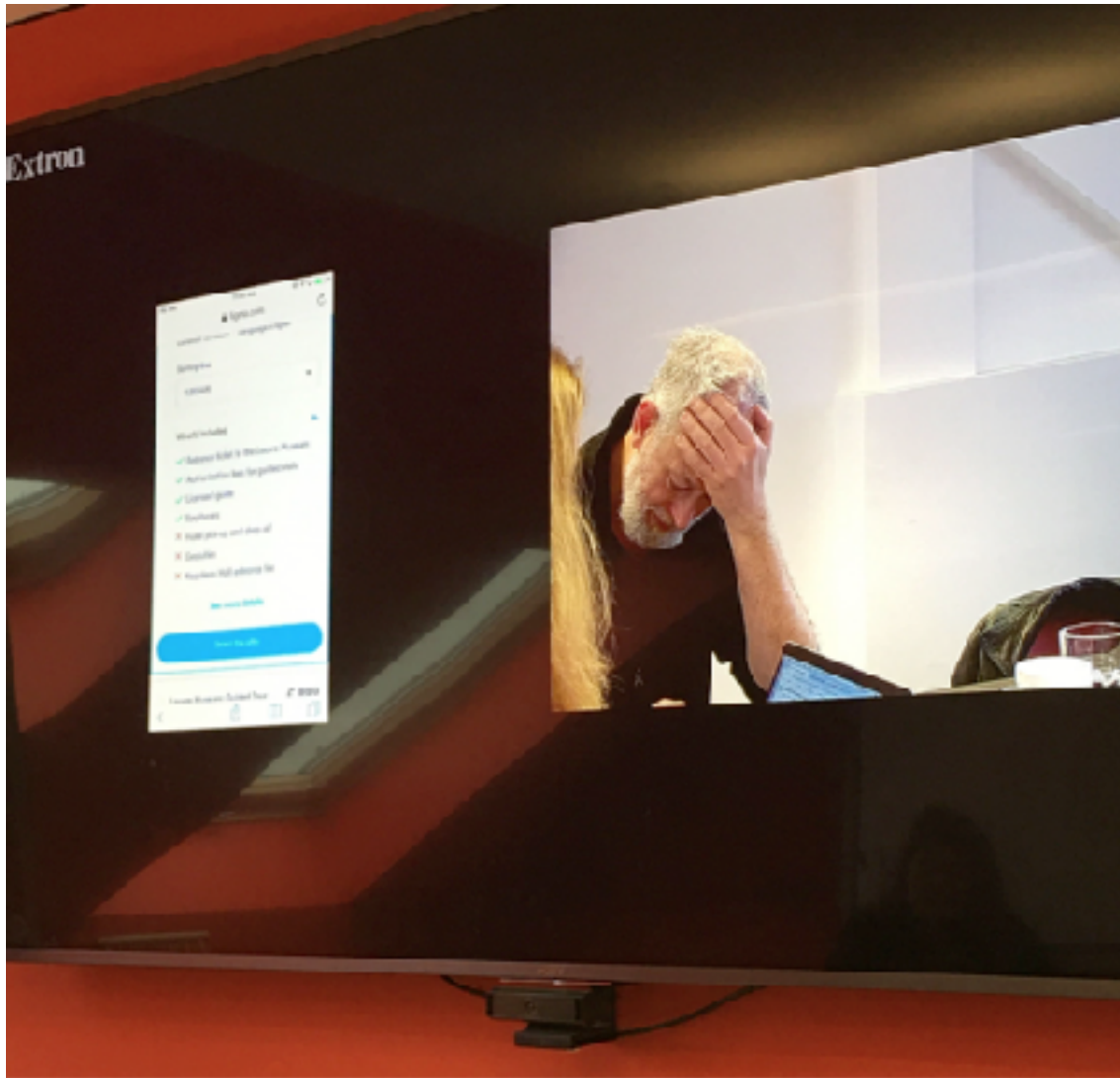


UI/visual language
and engineering
effort calculation





Heuristic evaluation:
identify UX issues in a
low-cost, fast way to
work towards usable
and understandable
builds.



Testing final design
with customers

Insights

The name “add-ons” was confusing and didn’t match expectations in the last study

How do we deal with similar (e.g., bus transfer, train transfer) and mandatory add-ons?

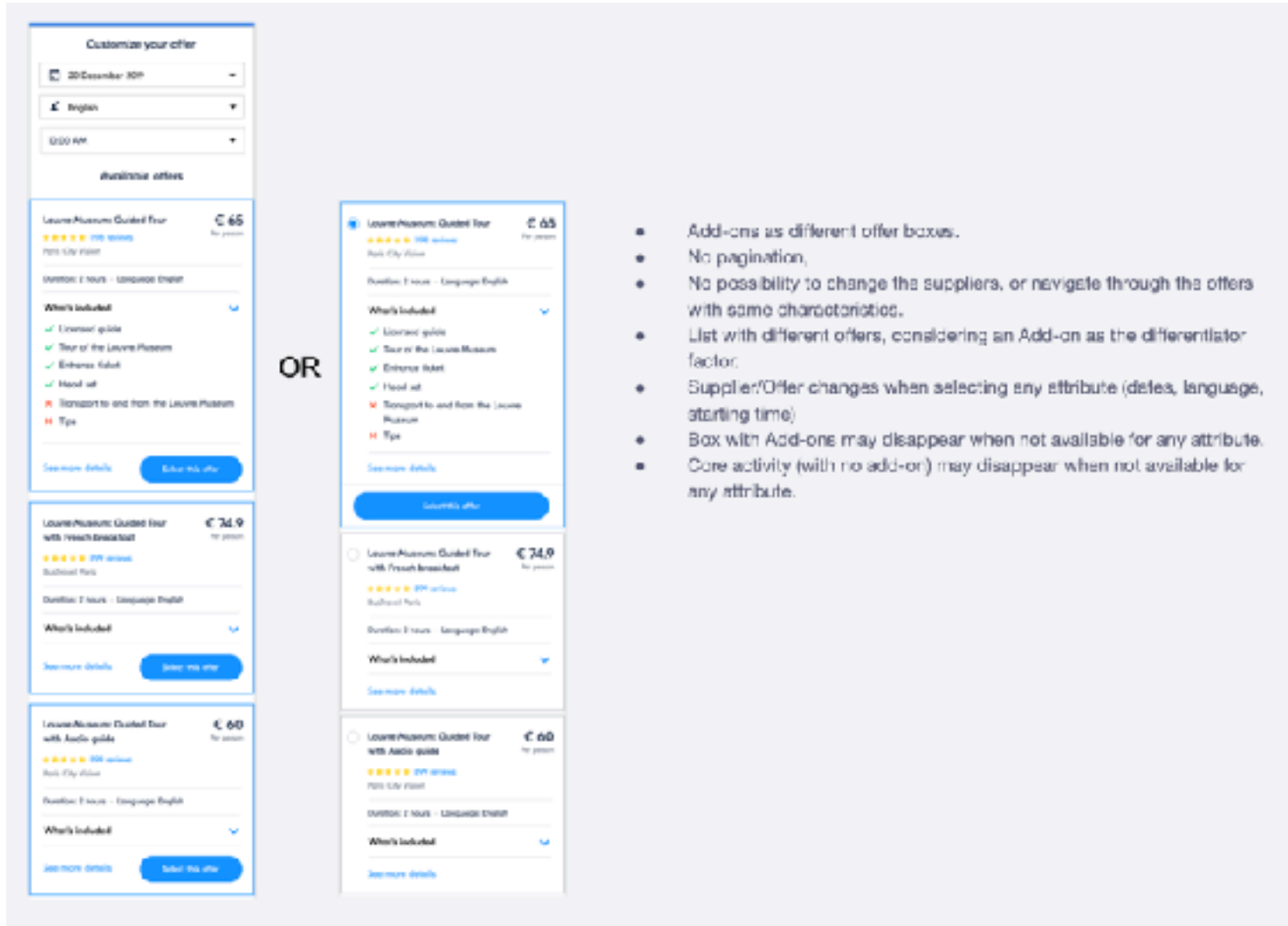
Price per person for add-ons was confusing. How can we solve it?

How do the add-ons affect other parts of the configurator? See above scenarios.

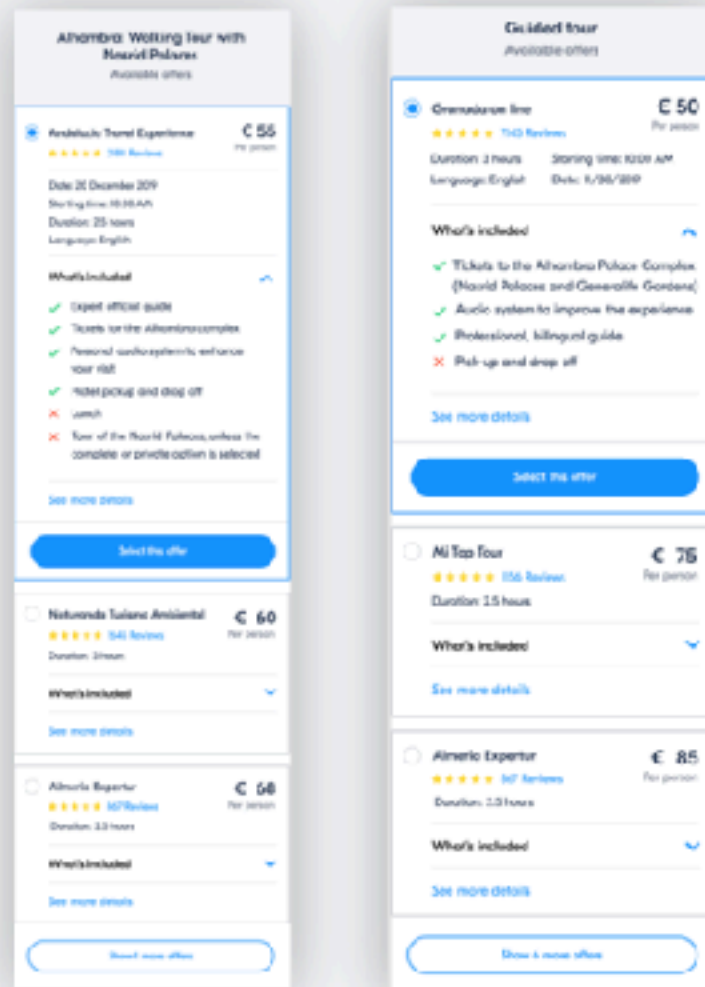
What error messages and states do we have?

What do we show in the price breakdown?

What’s the upper limit on the # of add-ons for a virtual product based on our catalog?



Design reviews



Aiming to help users to compare offers and discover if comparison is important.

- Supplier name doesn't communicate the changes in the offer.
- Suppliers have weird names and possible will harm the UX.
- Users don't care about the supplier name.
- The main thing changing is the Price.

From a copy perspective...

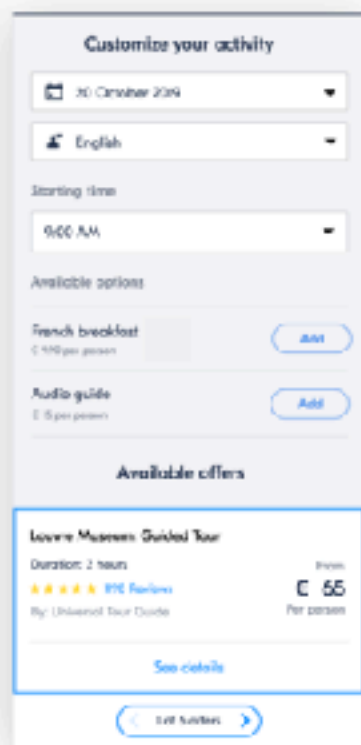
- 1) The title of the offer should be for "the thing" they're buying. The supplier name is not what they're buying
- 2) It's not immediately obvious that the title = supplier name. We know it's the supplier because we work here. What would a random person off the street think they were buying by selecting "Granada on line"?
- 3) Even if the user knew this was a supplier, some of the supplier names are very odd/spelled strangely and look spammy. Why would they pick these?
- 4) We learned in attractions research that price is the top thing users scan for. Shouldn't we lead with that differentiator?
- 5) We also learned that resellers are not trusted. By elevating the supplier name, we're highlighting the fact that we are not the supplier, when the user may not have otherwise noticed.



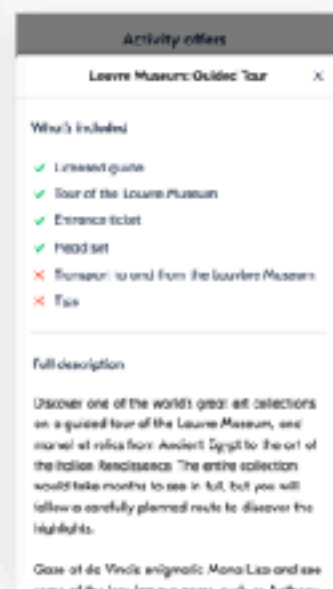
Standardized content (SD and "highlights for the experience")

Sticky bar with CTA.

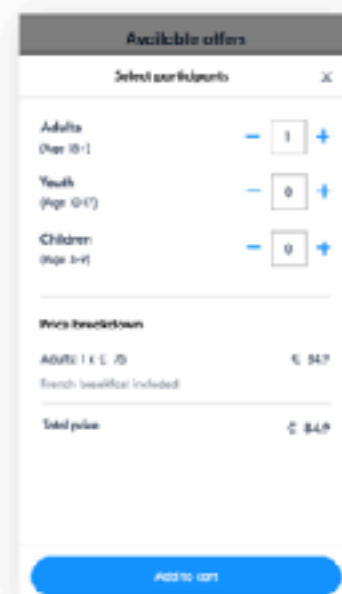
We've changed the add-ons structure aiming for simplicity. Now we have the price of each "option" on the same title, and the button is just "add"



Configurator and different offers from different suppliers for the same configuration. "See details" shows the offer content.



Content is displayed in a backdrop layer. Closing the layer keeps users in the same scroll position.



Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.

Customize your activity

20 October 2019

English

Starting time

9:00 AM

Available options

French breakfast: € 990 [Add](#)

Audio guide: € 10 [Add](#)

Available offers

Louvre Museum: Guided Tour

Duration: 2 hours From

★★★★★ 198 Reviews **€ 65**

By: Universal Tour Guide Per person

[See details](#)

1 of 6 offers

On the first state, users see the default supplier for the specified configuration. In this version, we kept the title similar to the top of the page and also closer to the current Virtual Product title.

Customize your activity

20 October 2019

Spanish

Starting time

8:00 AM

Available options


French breakfast: € 990 [Add](#)

Available offers

Louvre Museum: Guided Tour

Duration: 2 hours From

★★★★★ 345 Reviews **€ 70**

By: Universal Tour Guide  Per person

Updating your offers

[See details](#)

1 of 4 offers

When changing any attribute, we update the available offers and add-ons (options). We can have more or less add-ons. The Loader has a message to help users to identify that offers will change.

Customize your activity

20 October 2019

Spanish

Starting time

8:00 AM

Available options

French breakfast: € 990 [Added](#)

Audio guide: € 10 [Add](#)

[See more](#)

Available offers

Louvre Museum: Guided Tour with French breakfast

Duration: 2 hours From

★★★★★ 699 Reviews **€ 84,90**

By: Paris Tour Ltd Per person

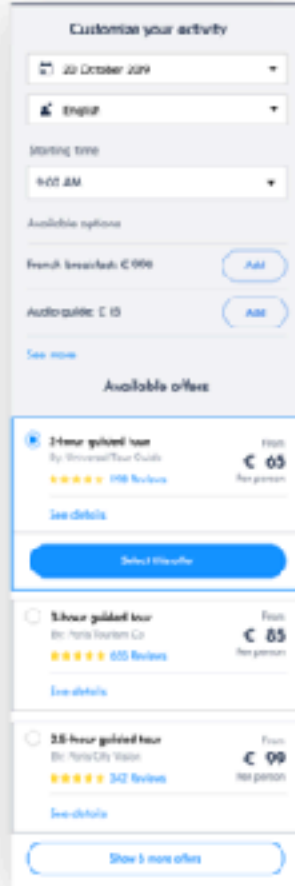
[See details](#)

1 of 2 offers

When users "Add" an add-on to the current offer customization, the button becomes "Added" and the title in all offers change. Now we display the default activity + the add-on.

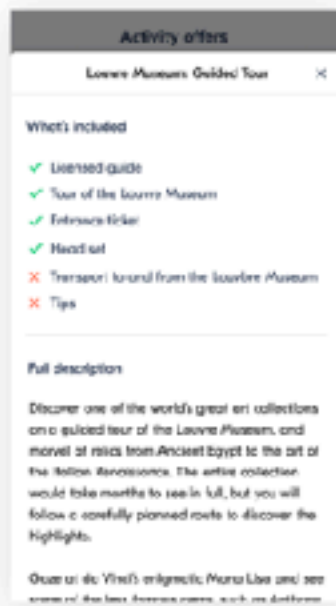


Standardized content (SD and "highlights for the experience")

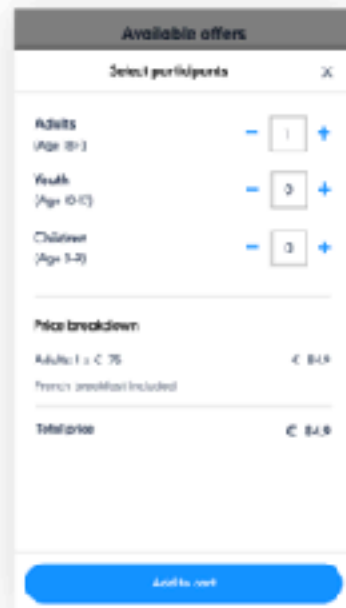


Multiple offers are displayed in a list format. Hitting the "Show more" button shows more offers in the column.

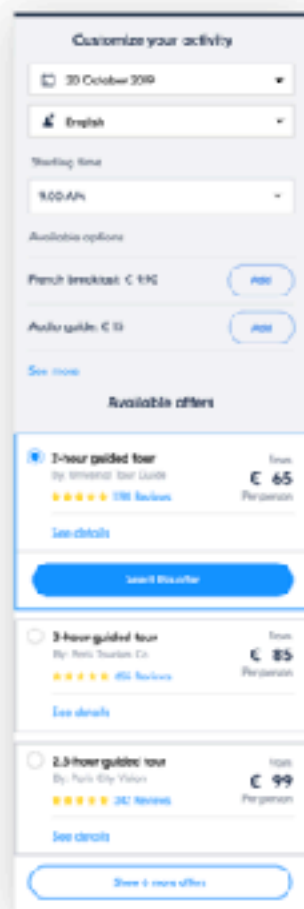
We've changed the add-ons structure aiming for simplicity. Now we have the price of each "option" on the same title, and the button is just "add"



Content is displayed in a backdrop layer. Closing the layer keeps users in the same scroll position.



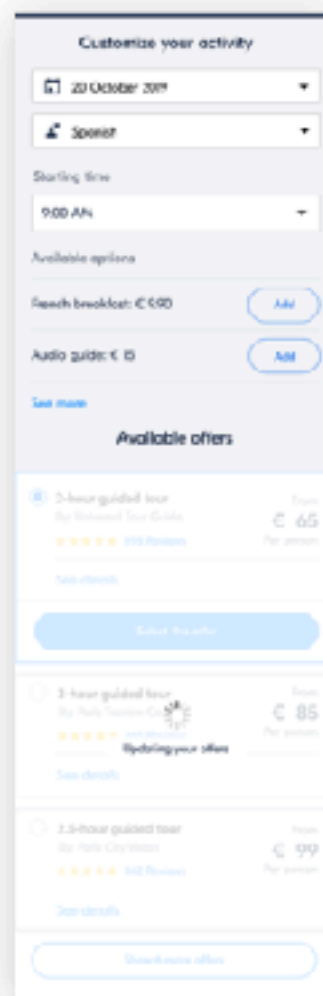
Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.



The link "see details" opens the layer with all the offer-related information.

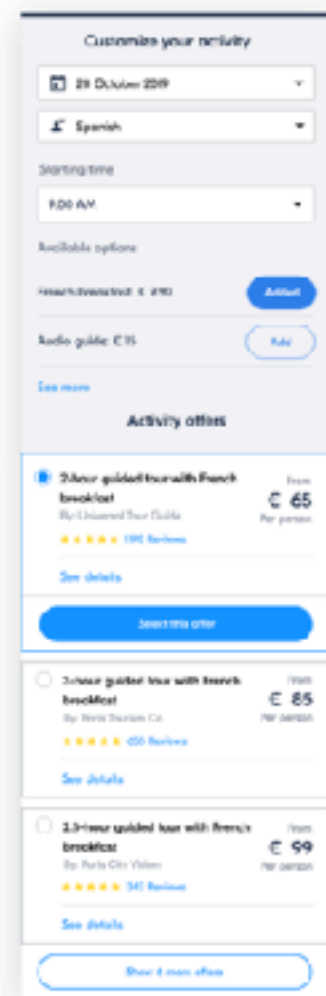
When users select an offer with the radio-buttons, the "Select this offer" button, related to that offer, appears.

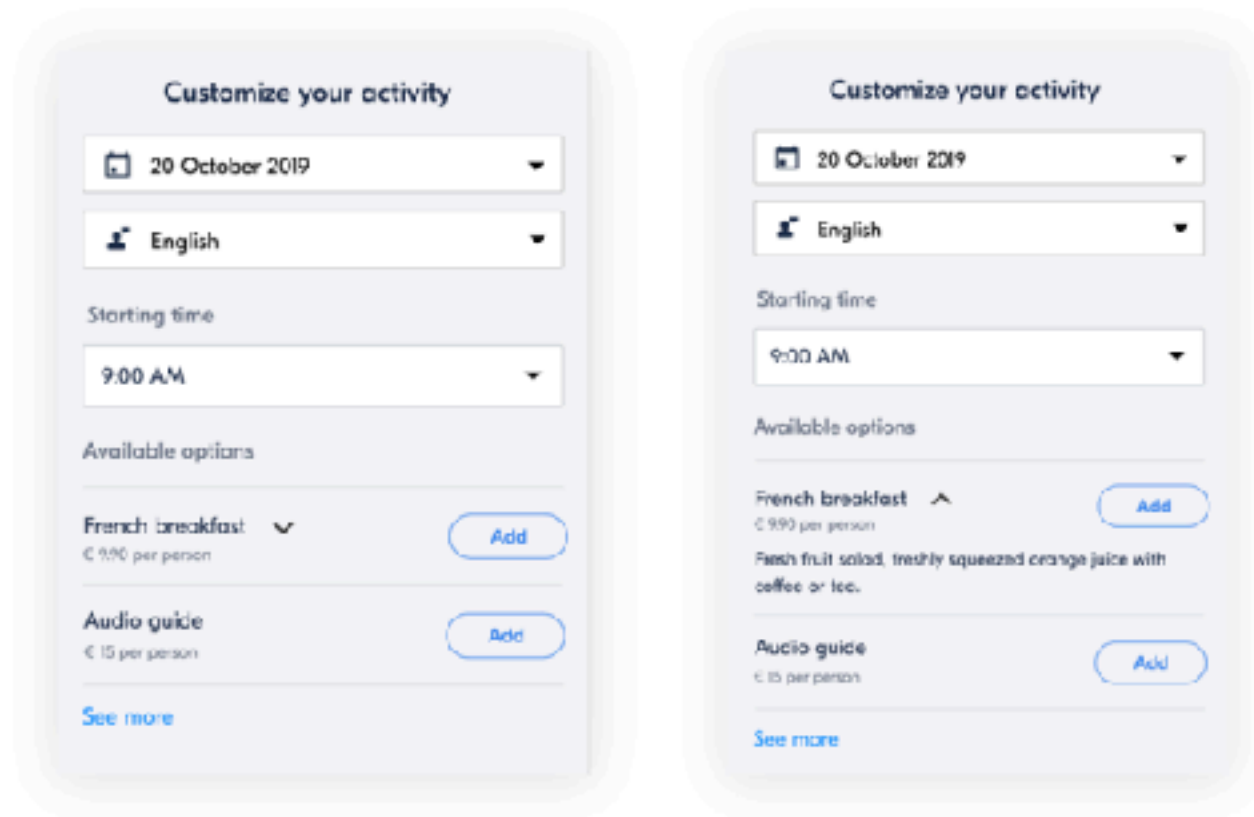
On the first state, users see a list of offers available for the selected attributes. We've also changed the title, in order to create a differentiation amongst the offers. Title has Duration + Activity + Add-on



Title example with an add-on applied.

The loader layer covers all the available offers.

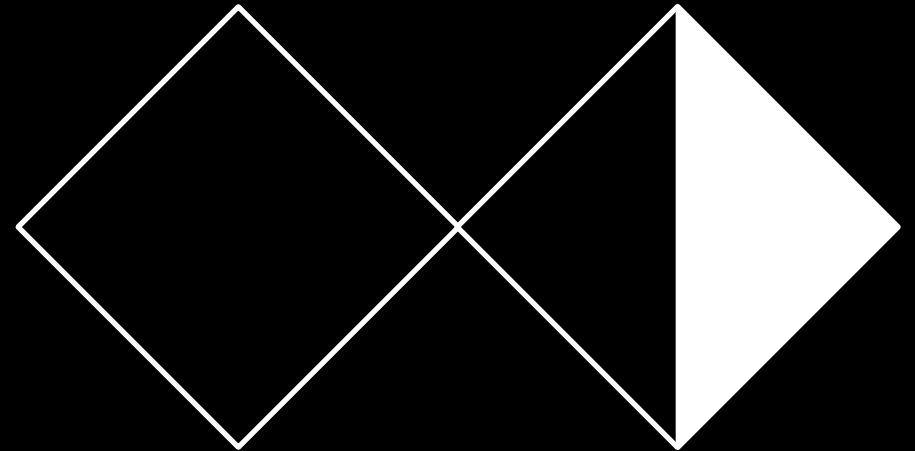




Add-ons with a dedicated area for a small description if needed. This would require new content. The reason behind this is because sometimes some add-ons may be difficult to understand.

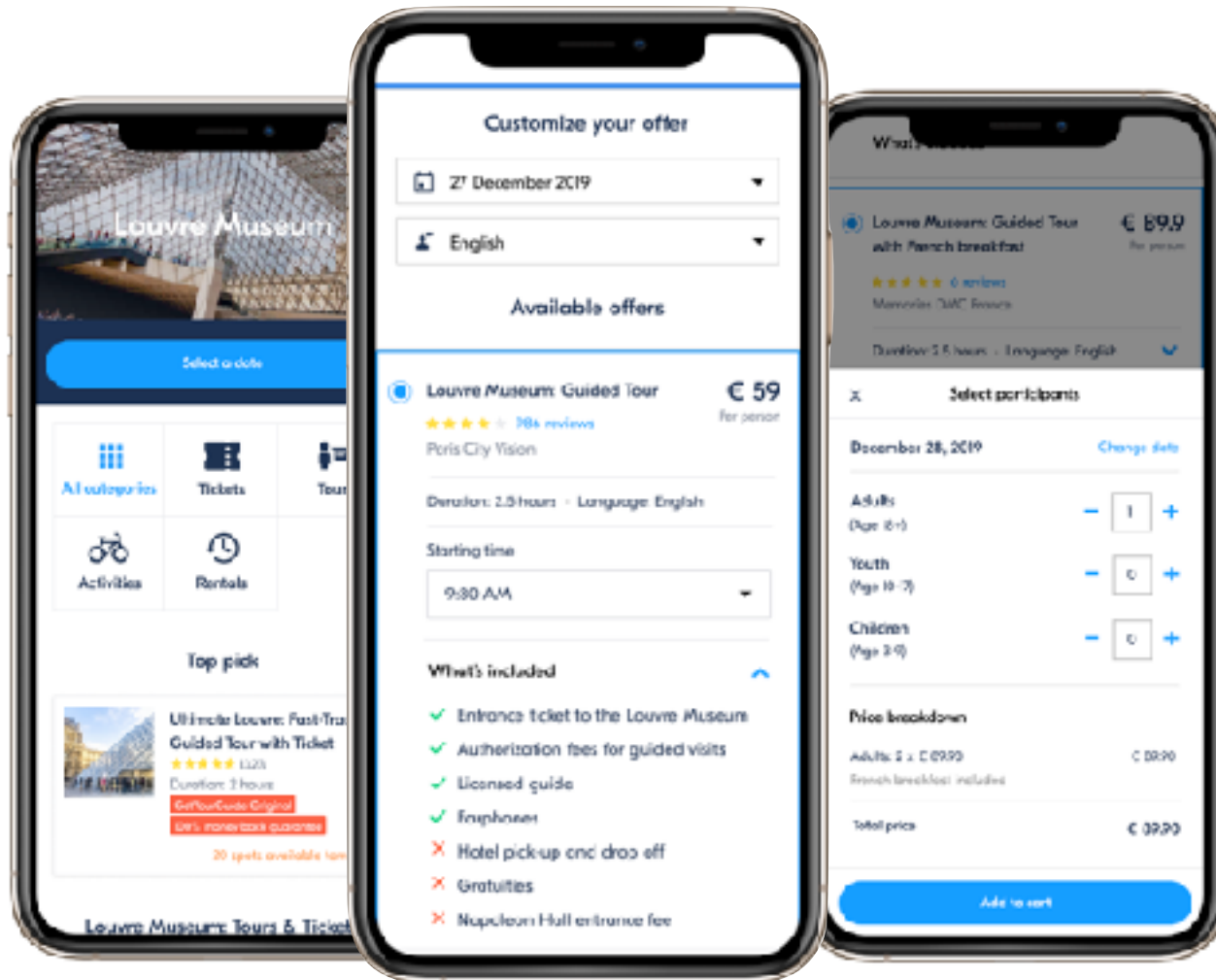
This state shows the small description opened.

Design





Final Prototype



[Check the prototype here](#)

Experiment 1 and MVP

How is the default option selected?

Filtering criteria: filter by possible dates, browser language, layout based on this filtering criteria, the option with the highest CR is offered on the card. This also will be the option preselected by the time the user loads on the VPP.

Differences from status-quo:

Configurer and how it works:

When the user loads on the VPP from an experience card, there will be an option that is displayed to the user. This option will be the option displayed by default on the PDI page to the user.

Title:

Will be displayed at the VP level.

Price:

Will be displayed at the activity level.

Reviews:

Will be displayed at the activity level.

Durations:

Will be displayed at the activity level.

Starting time:

The starting time options displayed is a collection of all the available times returned for all the options for the virtual product.

The starting time should be ordered by ascending.

If there are no starting time involved, do not display the starting time section.

If the same starting time is offered in multiple options, show the one with the highest CR.

What's included:

Will be displayed at the activity level.

Customers will be charged with the current 'includes'.

The screenshot shows a 'Customize your activity' form for 'Leanne Museum Guided Tour'. At the top, there are three dropdown menus: '20 October 2021', 'English', and 'Adult x 1'. Below these, the activity details are listed: 'Language: English', 'Duration: 2 hours', and a 'Starting time' section with three buttons: '11:00 AM', '12:00 PM', and '1:00 PM'. A 'What's included' section shows a checkmark. The 'Price breakdown' section shows 'Adult x 1 € 10' and '(Per 10+)'. A blue 'Add to cart' button is at the bottom. Below the form, there is a yellow bar with the text 'Prepare for the activity'.

As the user switches between inputs (e.g. starting time, language, etc.) on the homepage and we will do an availability check and display an available option as defined in the logic above.

Experiments and AB Testing planning

- Increase the expected accuracy, increase criteria?
 - Success metric:
 - Can conversion (**visits adding to cart / assigned visitors**)
 - Support metrics(!):
 - Time information will help plan on PCI pages
 - From PCI:
 - **Visitors who view pages from PCI page:**
 - On PCI page: Viewed Product Page (and/or) added product with VF identifier, e.g. C1 or I1, as last device location visited at time T
 - On VP page: ActiveVisitPageRequest, unique_id, visit_start_timestamp, job_id
 - # Unique VPs visited
 - visit_start_timestamp, job_id will serve this purpose
 - Visitors to search across from PCI sources
 - Both already
 - From search:
 - Visitors to VP pages from search pages
 - Same: Check if it click exists
 - # availability check
 - # unique callouts displayed to the user (VP specific)
 - ID: AvailabilityView
 - Constant: provide him/her this even exists -> are bugs?
 - Includes additional parameters, all the details that customer sees
 - Event needs to have visit_start_timestamp, job_id in it to be able to split per initial product
 - BI: CheckAvailabilityAction
 - Act: inform Herve Y. from Analytics about changes to CheckToAvailabilityAction event how we will handle unavailability options -> this is used for forecasting
 - # "the availability" class
 - Add the constant event of CheckToAvailabilityAction so that it includes unavailability options / indication that calling is available
 - Interactions with the core: participant, login, add
 - Already tracked with existing UI events
 - Number of drop-offs after each of these interactions
 - Connected with the UI testing event but do a high level (VPF -> BEICE participants change -> AddToCart)
 - We should know when the deployed workflow changes available in CheckToAvailabilityAction to see if people close off their journey (change)
 - If there's the "confirm participant ages" warning has been displayed (VPF specific)
 - If proceeded to cart vs. dropped off
 - How often when this message appears
 - Add to cart:
 - Drop-offs in cart
 - # Unique devices loaded
 - CR
 - ADV
 - Session duration until reaching next step to pass
 - Log
 - Ranking of VPs on PCI at a given time
 - Ranking of visitors with VPs at a given time
 - Scroll depth
 - Any conversations being displayed or hidden while the option changes
- How do we build?
 - Good effort! I was twice ready, we should more see that tracking is implemented in all places and all codebooks are prepared
- Ending up experiment
 - 21 days
- Which platforms?

Metrics

~25% fewer
availability error

5% decrease
in cart conversion (+3% desktop, -8% mobile)

5.5% decrease
in conversion rate (-5% desktop, -10% mobile)

Results and learnings

1. Due to the experimental design and Covid-19, the sample sizes were too small to conclude the experiment with statistical significance.
2. The high-level experiment metrics (cart conversion, conversion rate) is not statistically significantly different. We also shouldn't focus much on these metrics due to dilution, it is explained here. Thus, the experiment is analyzed separately for LP and Activity Page for specific funnel metrics.
3. **Landing Page:** The conversion on the landing page is flat however the characteristics of activities are different. As we group similar activities together we end up with higher-priced and less reviewed activities on the Landing Page. It shows that for the success of VP, an excellent experience for the rest of the funnel is essential.

4. Activity Page:

- There is ~25% fewer availability error in the test version.
- Conversion metrics are flat but when we isolate the specific virtual product funnel, we observe a ~5% drop in both cart conversion and conversion rate (mobile is worse than desktop). There is already a list of planned improvements.
- Among users interacted with the configurator: 17% run into “reselect participants warning” and 80% run into multiple prices on the same page. However, we can't estimate the negative impact of these sub-optimal experiences.

Next steps

VPP experience should be improved. The curation is increasing the diversity of LP but also increased the average price and decreased the average rating counts. For a better experience, it should be supported with an exceptional experience on VPP.

The fact that only part of the funnel is covered makes it very difficult to analyze and interpret the results. If we can include the whole funnel for some locations (i.e. fully curating a city and have a consistent experience at every page such as poi/city/activity/search, etc.) we can understand the impact better.

Improve the consistency of pricing across different touchpoints. Data do not prove the impact but among visitors interacted with the configurator, 80% have seen different prices for the same activity.

Thanks

[Online Portfolio](#)

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