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

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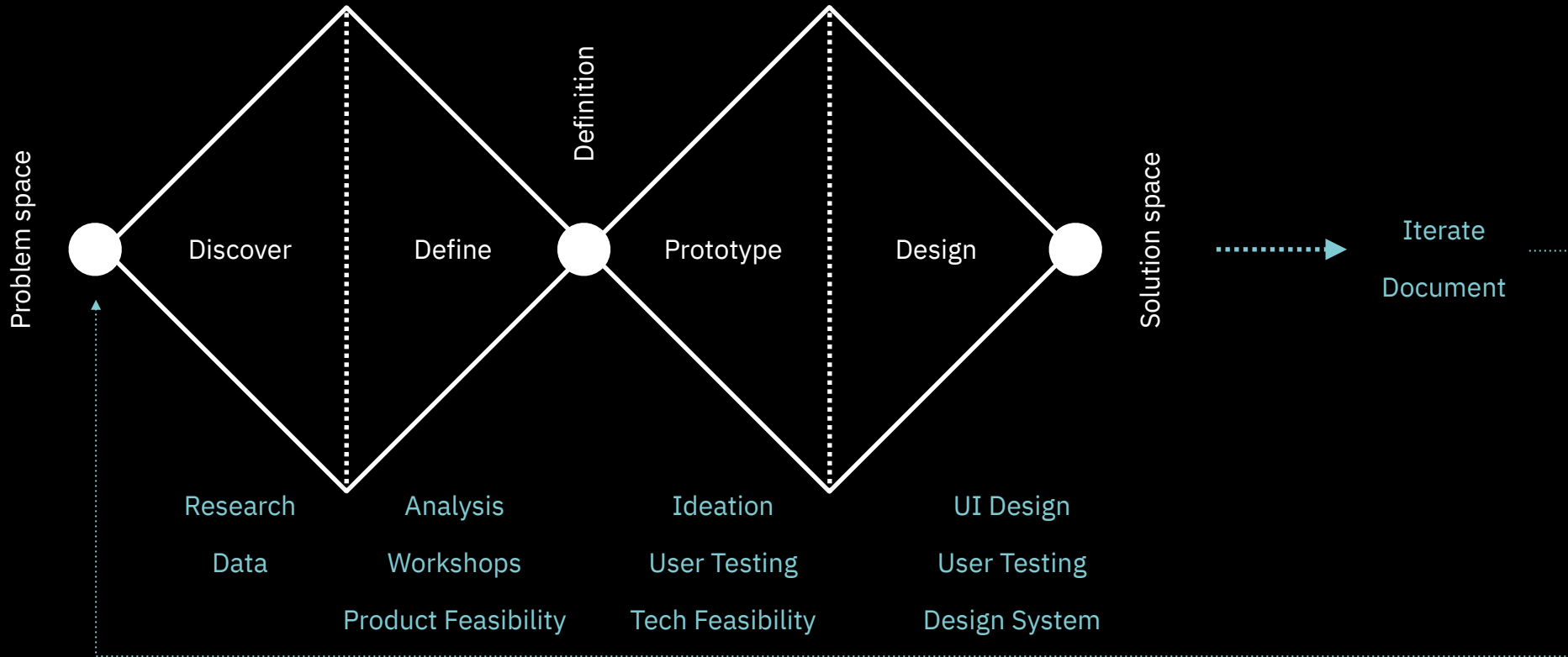
Discover
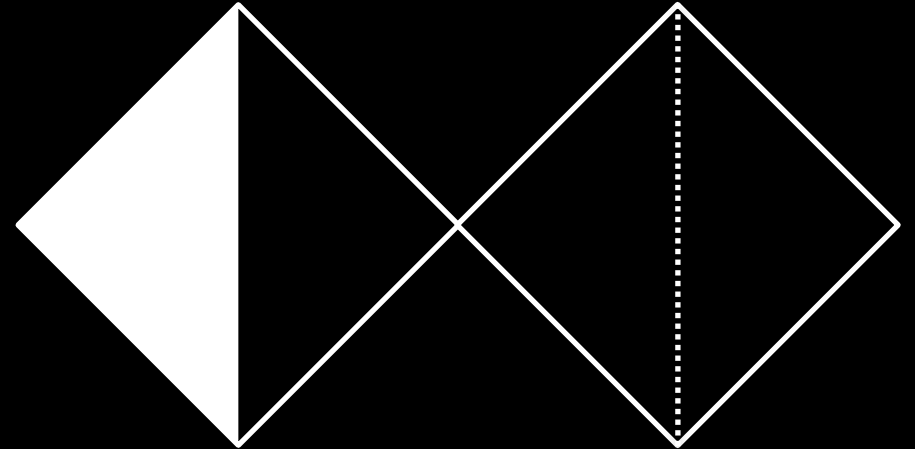
Framing the right problem

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

Funnel CTRs from AttributionTracking — Desktop

Funnel CTRs from AttributionTracking — MWeb
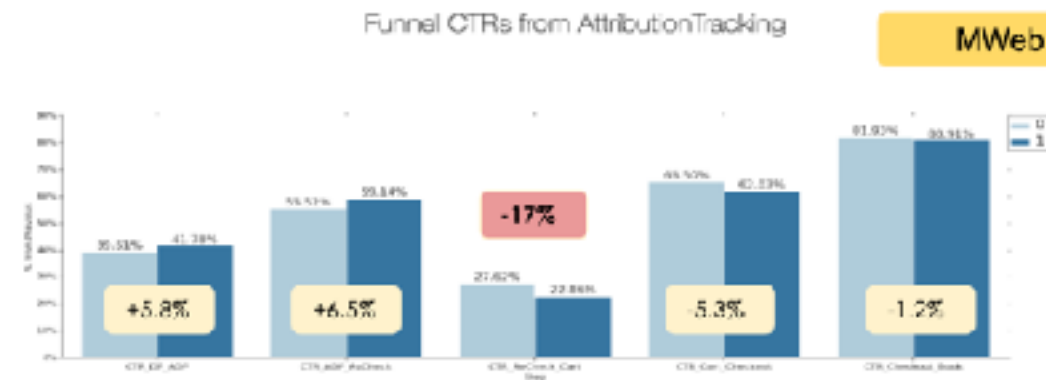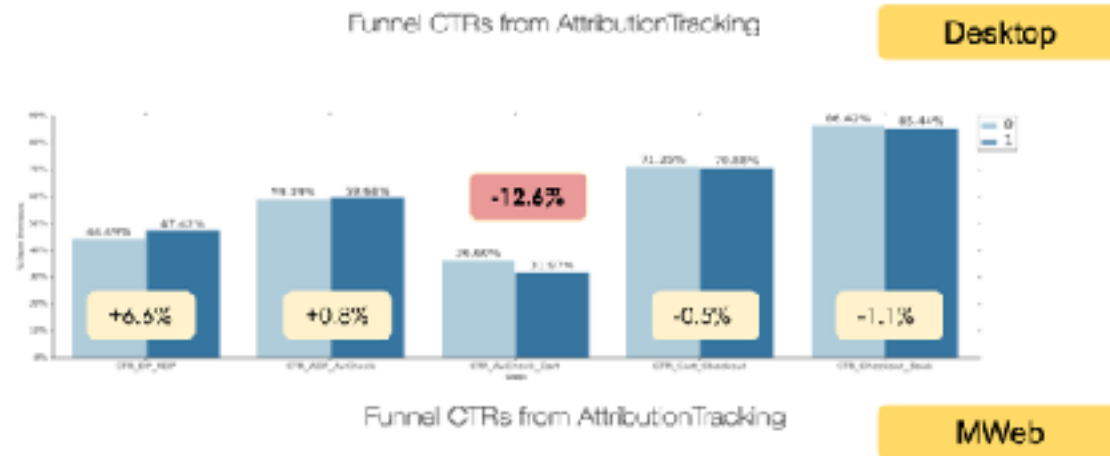
Problem

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%	-6%	-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
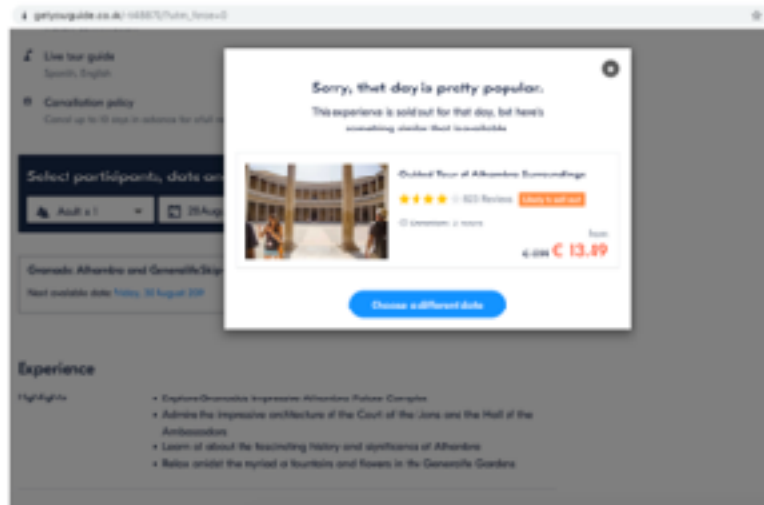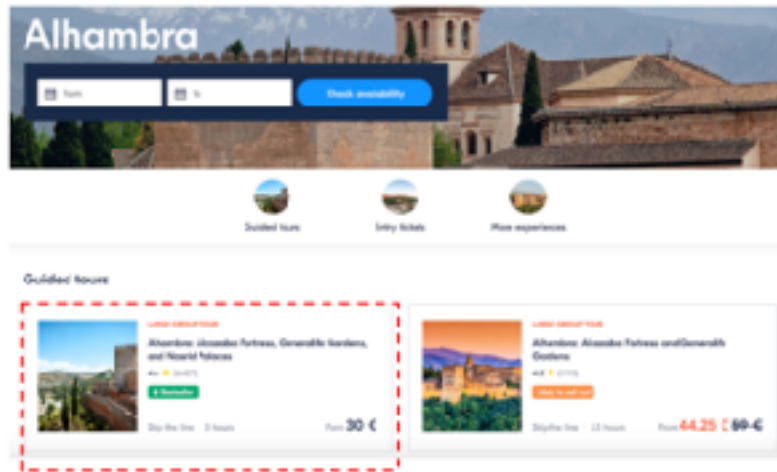
2. We recommend a Detail Page to user before we know the customer's dates or language preferences

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

Status quo — 286
POI baseline — 28
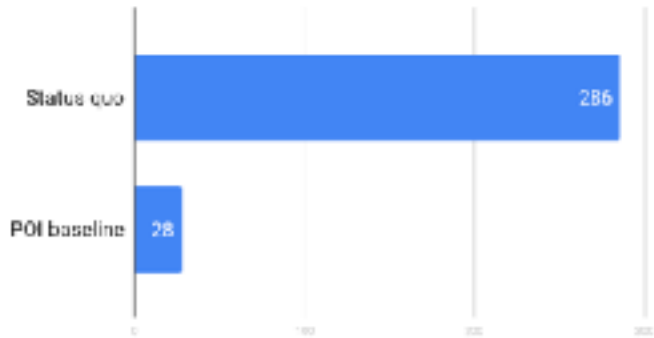
Alhambra

Comparison of activity count

Status quo — 132
POI baseline — 14
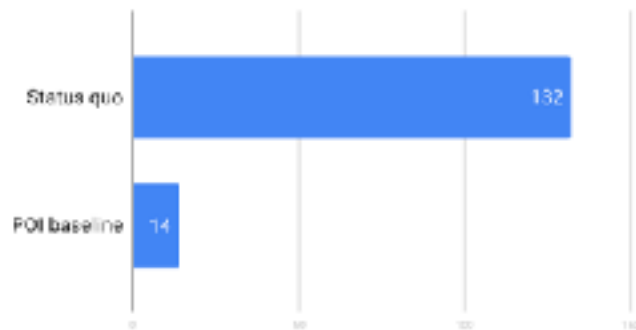
3. We restrict the number of activities for users

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

1	Removed control and ability to explore options	▶	Remove XP from Discovery funnel (and revert to search)
2	Recommend activity before knowing dates and language	▶	Motivate users to provide date/language earlier in the funnel
3	We restrict the number of activities for users		
4	Perusing multiple ADPs is cumbersome	▶	Virtual product card
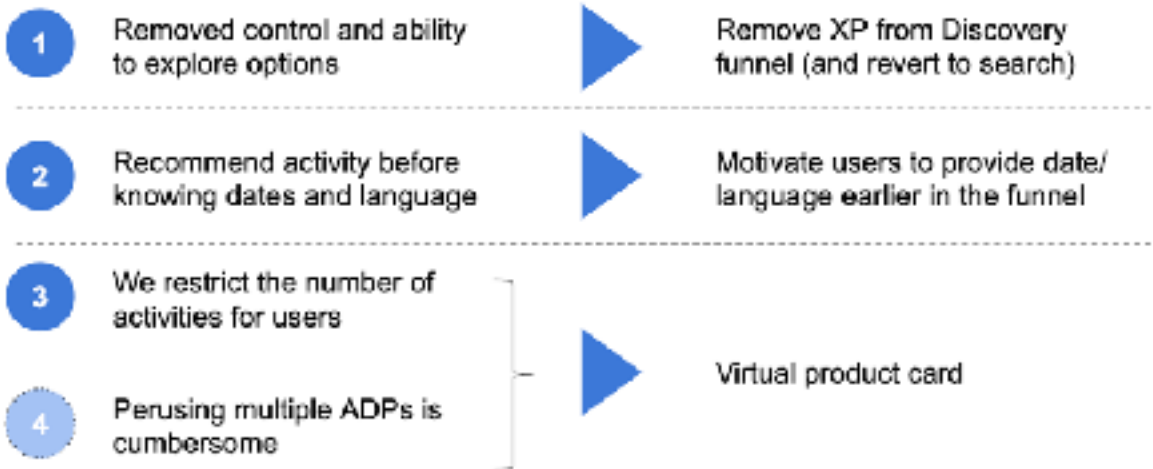
How might we tackle those problems?

| Option | Impact | | Cost |
	Customer experience	Company	
Improved search/ filter experience on landing page (w/ existing activity IDs)	**Med** - Improves simplicity, but doesn't remove duplicates - May still require users to visit multiple ADPs	**Low** - Does not deliver any particular benefit to company beyond UX improvement	**Med** - Work required to improve catalog, filters UX, and search relevance
Make experiences the "collections" and show activities in each "collection"	**Low** - Doesn't remove duplicates, requires visits to multiple ADPs, could result in many "collections"	**Low** - Does not deliver any particular benefit to company beyond UX improvement	**Low** - Small lift to change the hierarchy on the landing page
Virtual products	**High** - Improves simplicity, removes duplicates - Doesn't require user to visit multiple ADPs	**High** - Reduces incentive for suppliers to "game the system," create different activity IDs	**High** - 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

Availability: Virtual product page aggregates the availability from multiple suppliers.
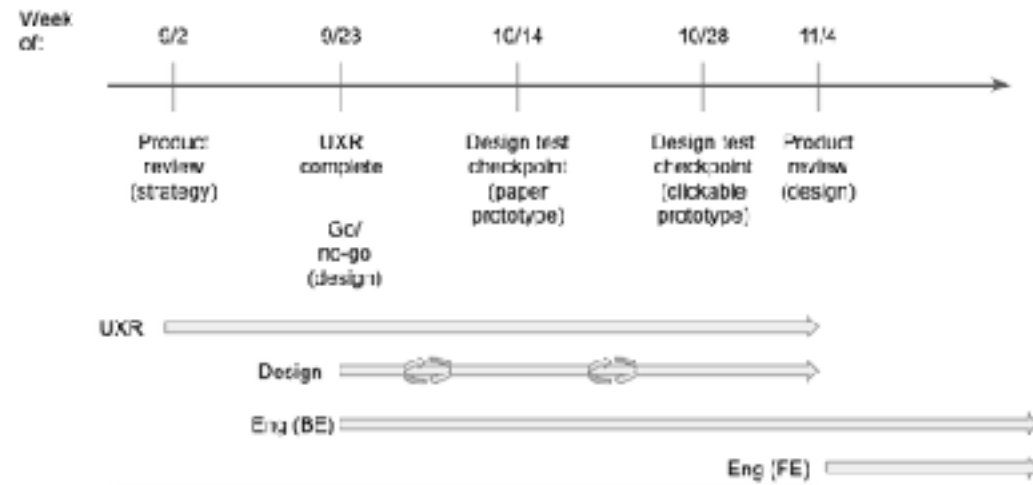
Setting Schedules and Goals

Research and prototype testing

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

Card sorting

Results

Results

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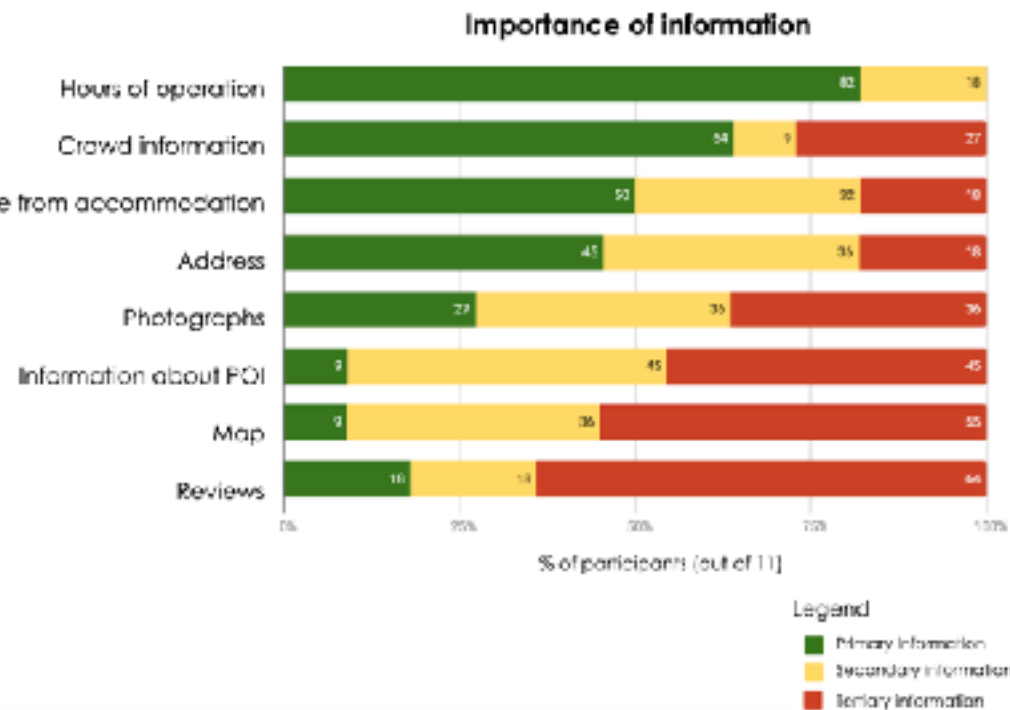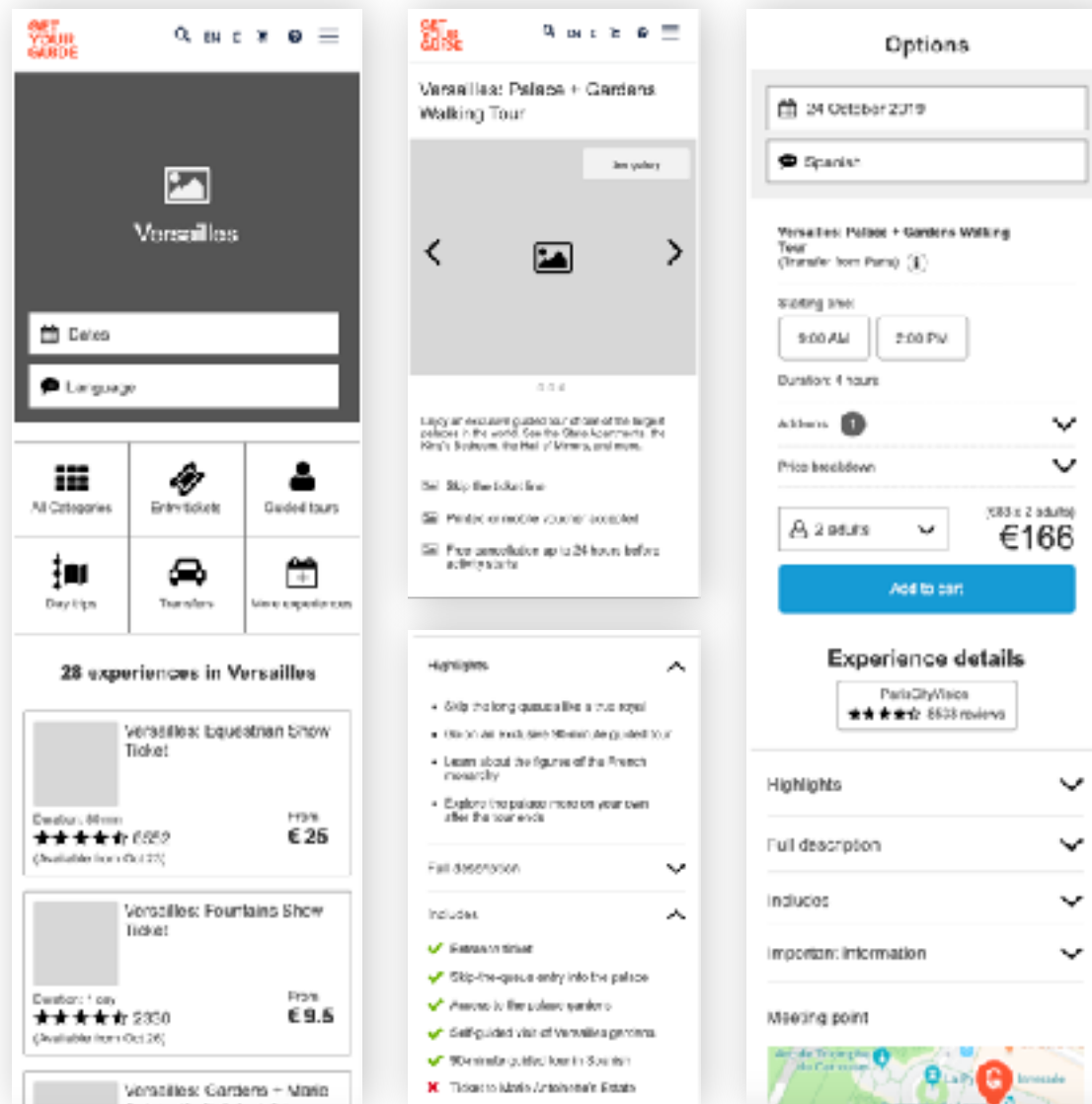
Based on the insights of this exploratory research, we've designed the first to-be-tested prototype.

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.

Landing page

Virtual product page

Prototypes for the Louvre and Versailles usability studies

Rational and UX Writing logic

12 prototypes

3 Research sessions

40h+ Videos

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

Prototype

UI/visual language and engineering effort calculation

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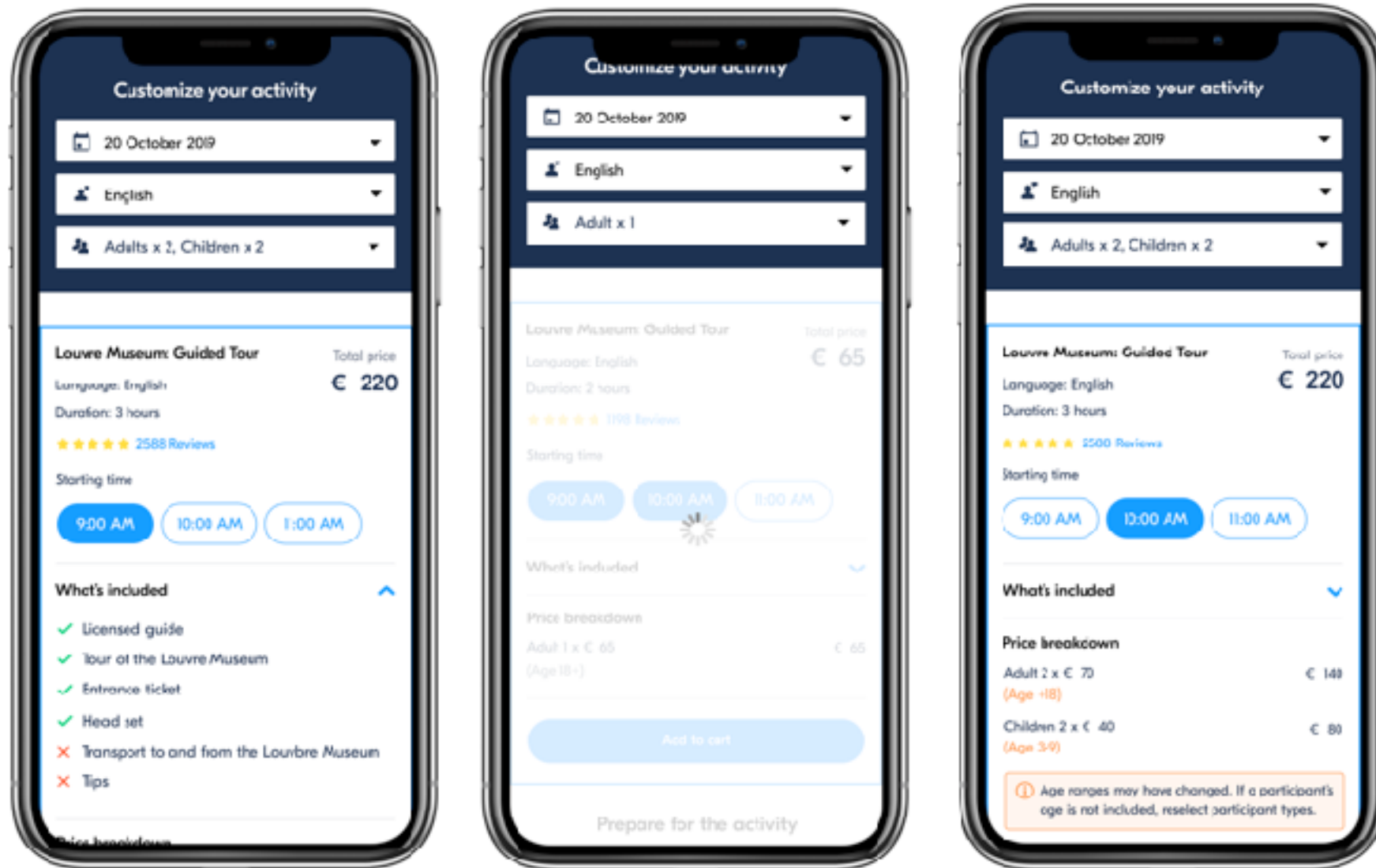
Heuristic evaluation: identify UX issues in a low-cost, fast way to work towards usable and understandable builds.

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?

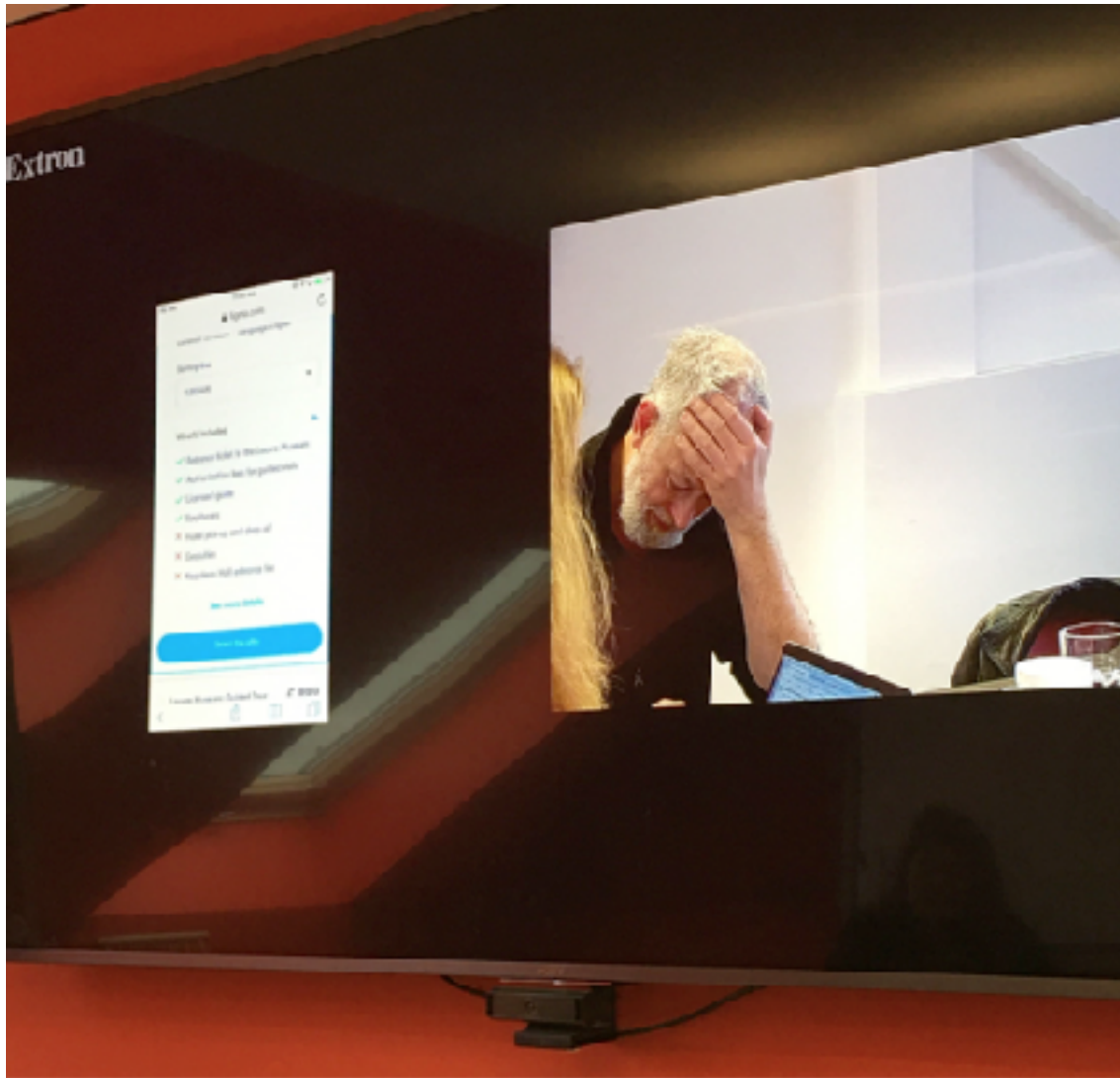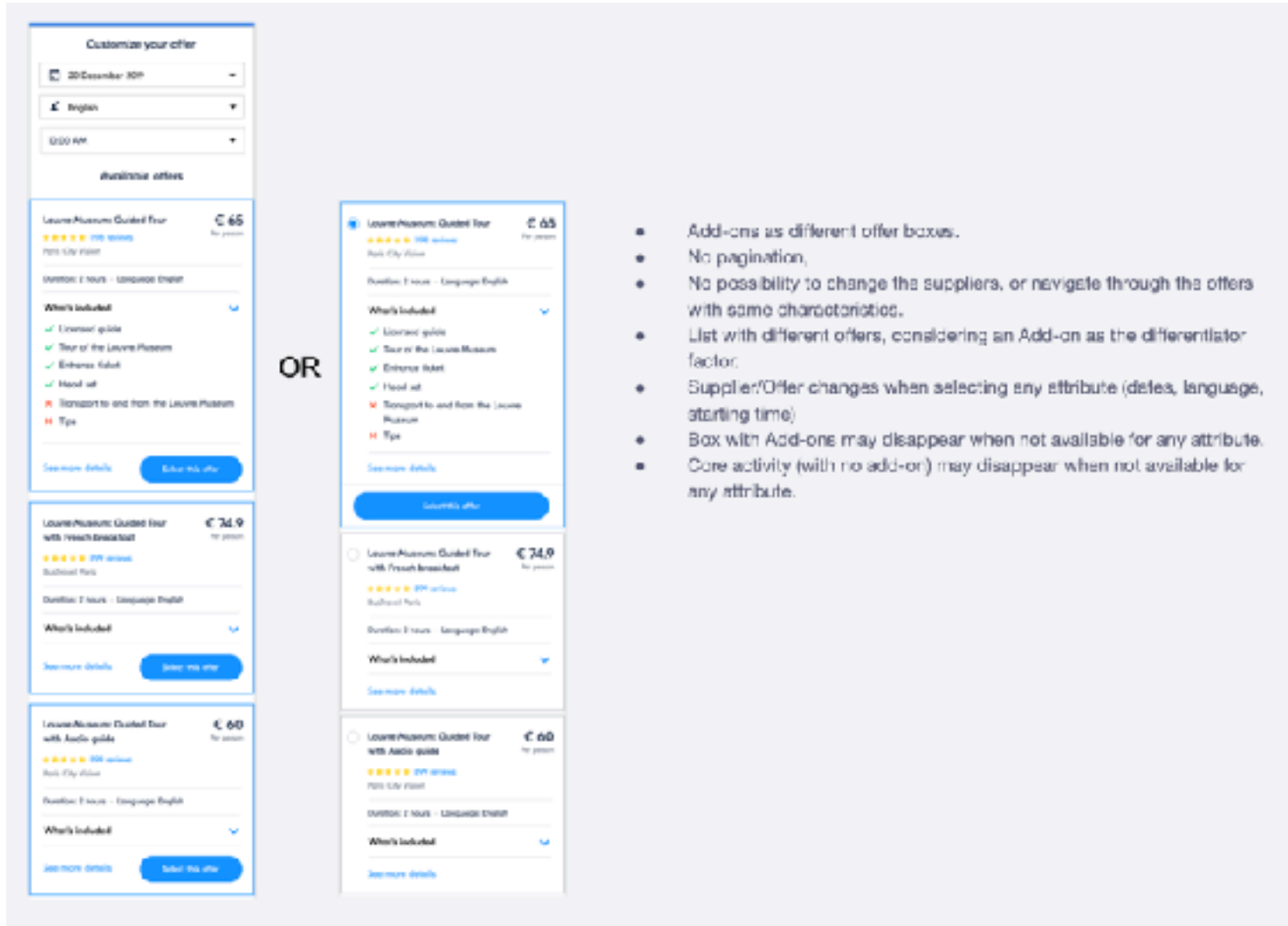Price per person for add-ons was confusing. How can we solve it?

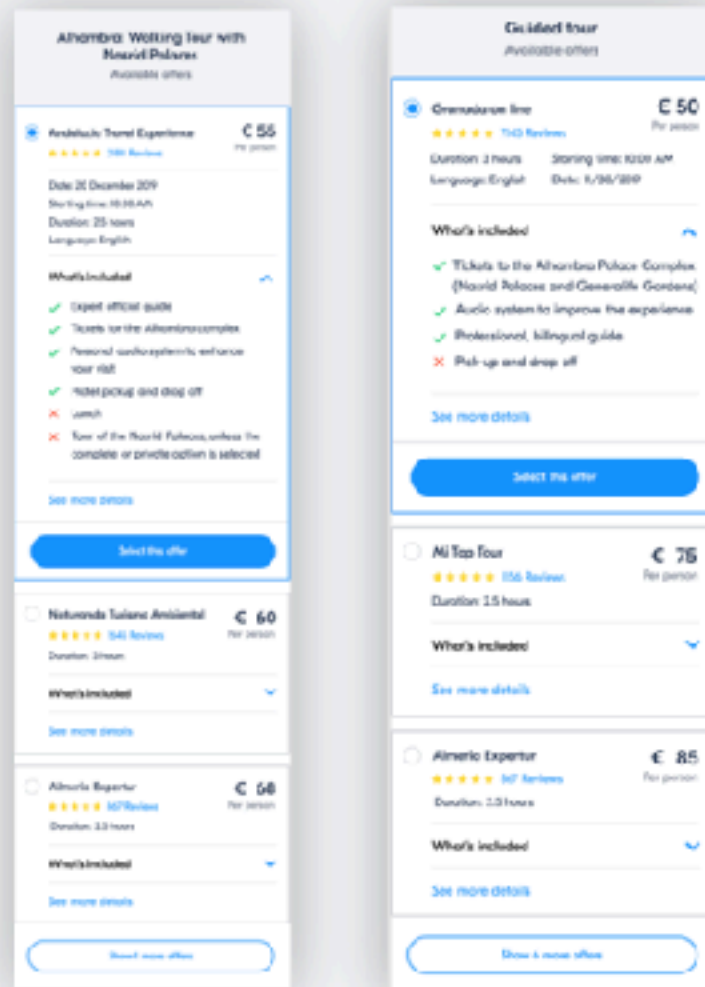How do the add-ons affect other parts of the configurator? See above scenarios.

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

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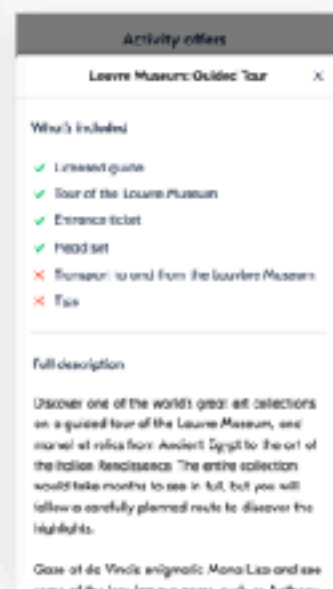
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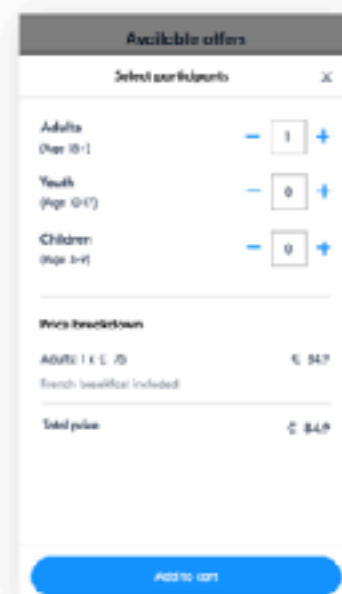We've changed the add-ons structure aiming for simplicity. Now we have the price of each "option" on the same title, and the button is just "add"

Standardized content (SD and highlights for the experience)

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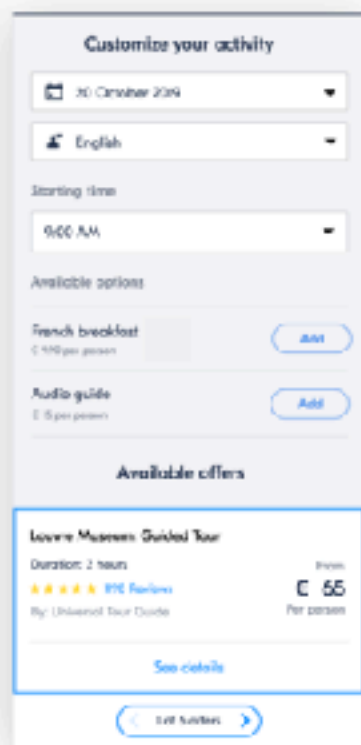
Configurator and different offers from different suppliers for the same configuration. "See details" shows the offer content.

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.

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.

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.
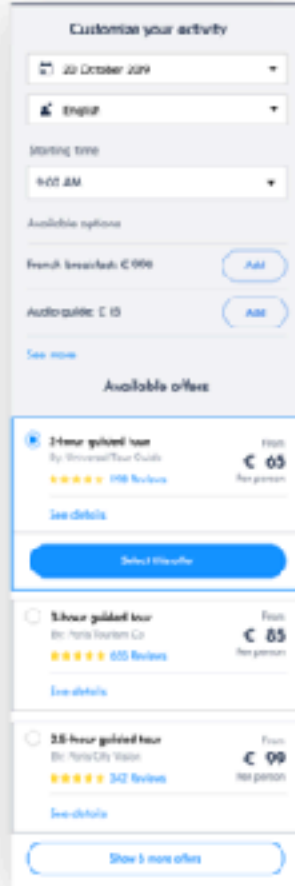
When users "Add" an add-on to the current offer customization, the button becomes "Added" and the title in all offers change. Now we display the default activity + the add-on.
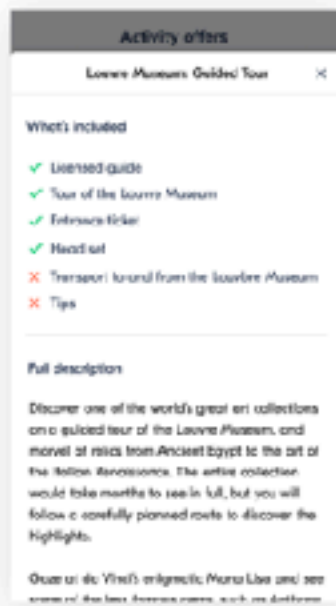
We've changed the add-ons structure aiming for simplicity. Now we have the price of each "option" on the same title, and the button is just "add"

Standardized content (SD and "highlights for the experience)
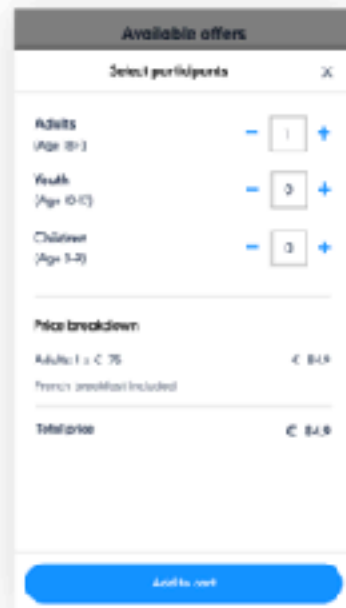
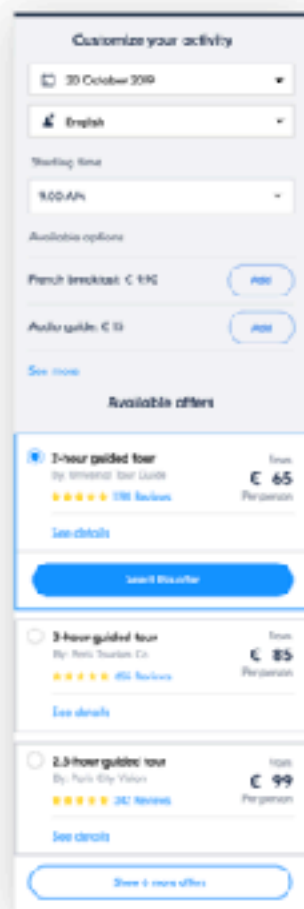Multiple offers are displayed in a list format. Hitting the "Show more" button shows more offers in the column.

Content is displayed in a backdrop layer. Closing the layer keeps users in the same scroll position.
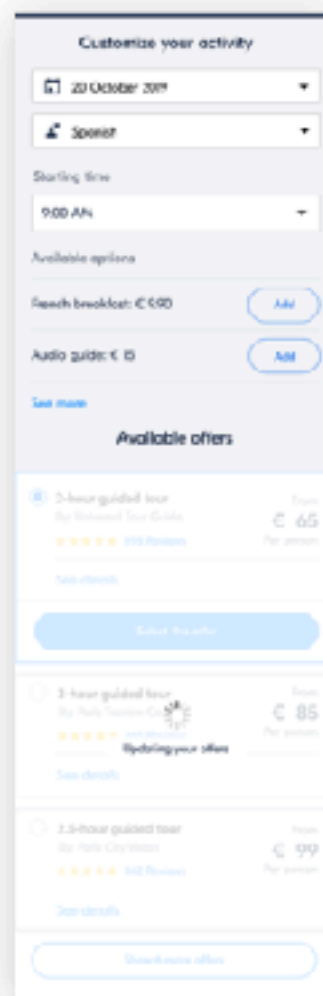
Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.

The link "see details" opens the layer with all the offer-related information.
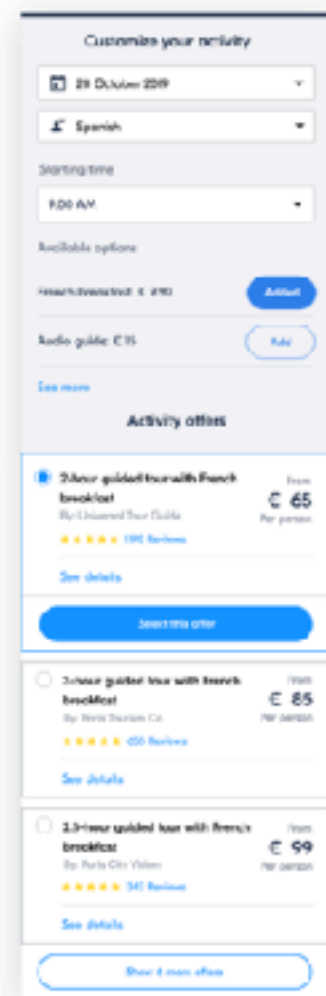
When users select an offer with the radio-buttons, the "Select this offer" button, related to that offer, appears.
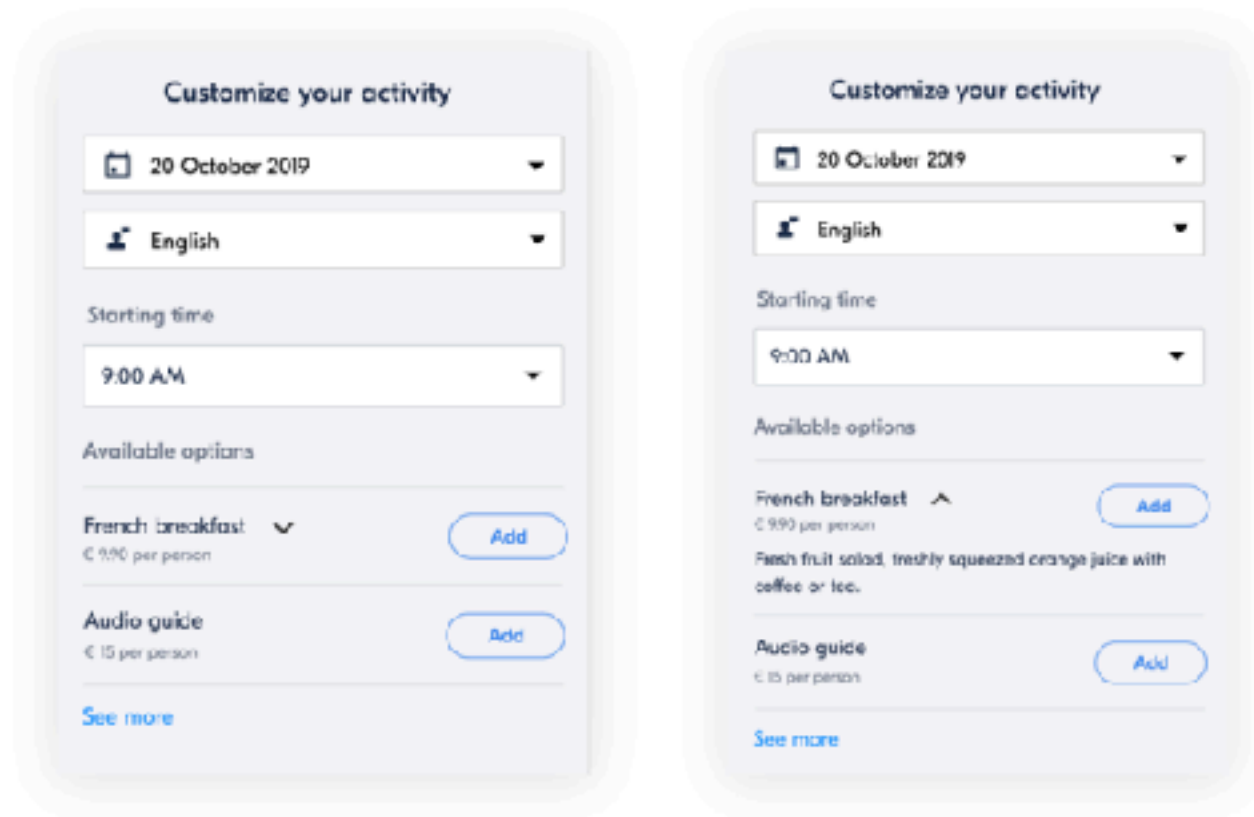
On the first state, users see a list of offers available for the selected attributes. We've also changed the title, in order to create a differentiation amongst the offers. Title has Duration + Activity + Add-on

Title example with an add-on applied.
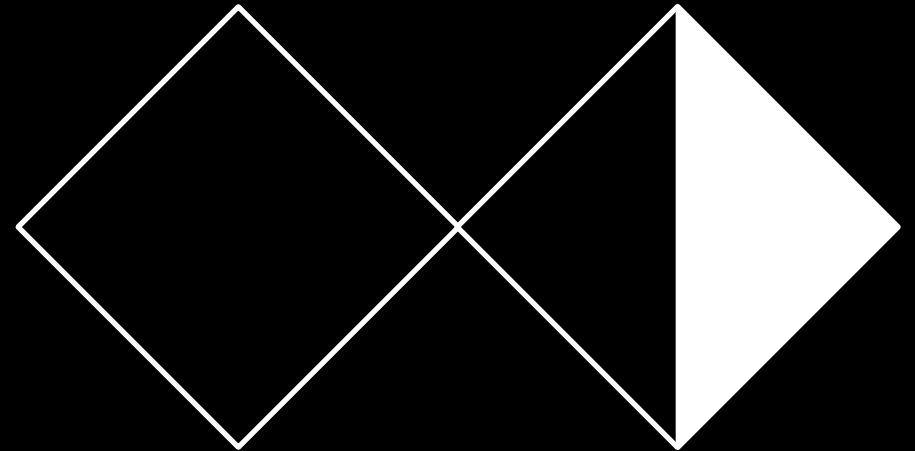
The loader layer covers all the available offers.

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Customize your activity

📅 20 October 2019 ▾

👤 English ▾

Starting time

9:00 AM ▾

Available options

French breakfast ▾
€ 9.90 per person   (Add)

Audio guide
€ 15 per person   (Add)

See more

Customize your activity

📅 20 October 2019 ▾

👤 English ▾

Starting time

9:00 AM ▾

Available options

French breakfast ▴
€ 9.90 per person   (Add)

Fresh fruit salad, freshly squeezed orange juice with coffee or tea.

Audio guide
€ 15 per person   (Add)

See more

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.
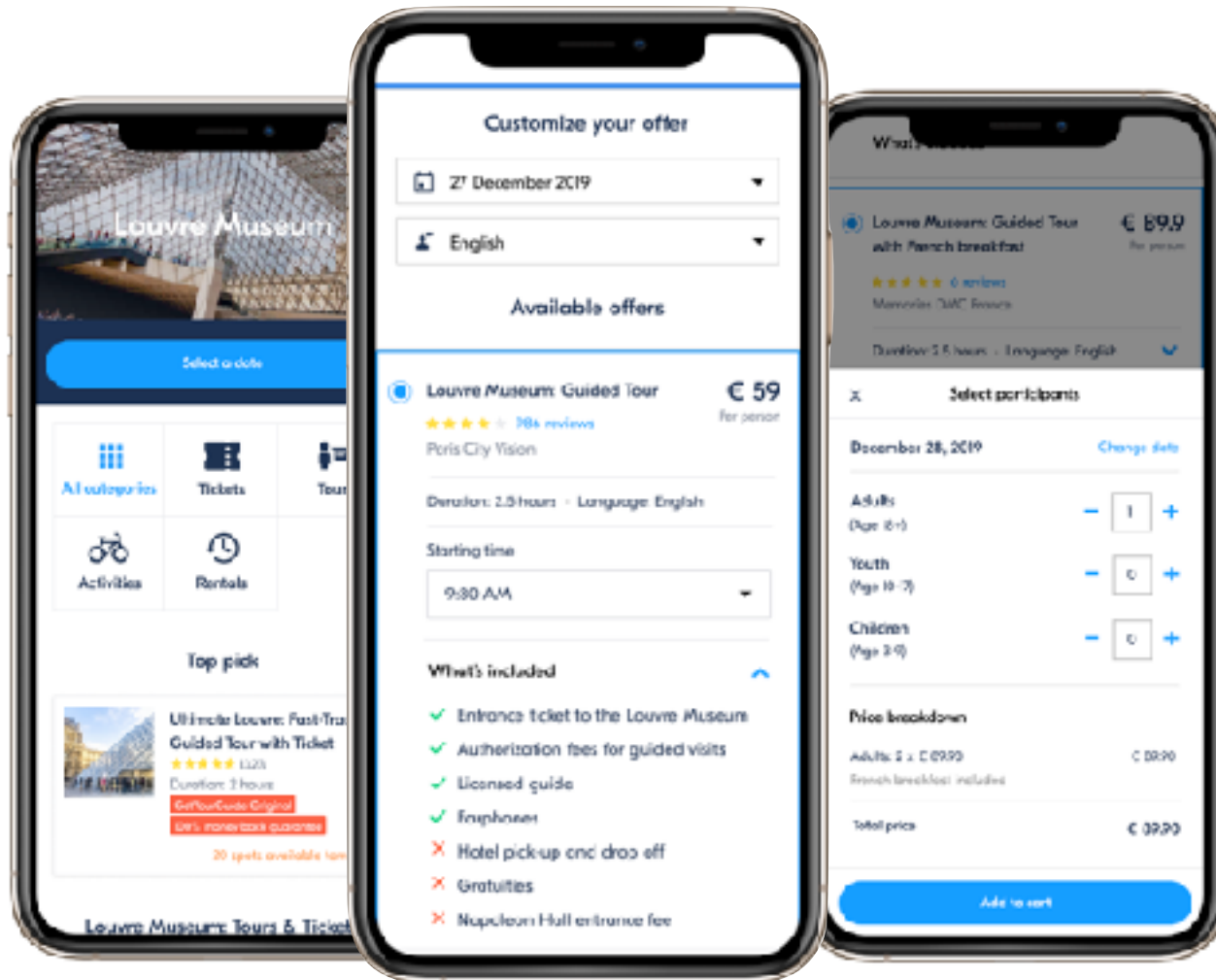
This state shows the small description opened.

Design

Final Prototype

Check the prototype here

Experiment 1 and MVP

Experiments and AB Testing planning

Metics

~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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