The Rage Room Springfield

Enhancing UX booking with design laws and principles.

CASE STUDY OF CREATIVE DO

Project Information

Project Objective

Enhance company branding and optimize online user experience to increase the amount of bookings and provide more flexibility in online features.

My Role(s)

UX/UI Designer / Developer

Tools Utilized

Wordpress • HTML / CSS • Hotjar

Background

What is The Rage Room Springfield?

The Rage Room is a locally owned entertainment business where people can relieve stress or vent their frustrations in a safe, controlled environment.

The Problem

users encountered challenges navigating through a large selection of packages on the website, resulting in decision fatigue and abandonment before completing a booking.

The Solution

User recordings revealed that many users reviewed only a few packages before leaving, highlighting the need for a more intuitive and streamlined experience to guide them effectively through the booking process.

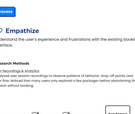
Process

Empathize

Understand the user's experience and frustrations with the existing booking interface.

Research Methods

Use Recordings & Analytics
Implemented Hotjar recordings to observe patterns of behavior, drop-off points, and user flow. Noticed that many users only explored a few packages before abandoning the session without booking.



Insights

Users were overwhelmed by the extensive, non-categorized list of packages on the booking page.

Mobile users, representing 63.1% of traffic, found the **vertical scrolling of packages tedious.**

Users were confused by the absence of filters and sorting options, which hindered their ability to efficiently and frustration in making booking decisions.

Ideate

Generate ideas & possible solutions to provide improved user engagement and conversations.

Before
After
Package Info
Package Info
Package Info
Package Info