Introduction

- This study was conducted to ensure that customers are able to successfully navigate through the package checkout path on a smartphone.

- The participants completed the study by selecting two predetermined package deals and proceeding to checkout.
    - This study tested two scenarios. Each scenario contains a specific package deal.
    - Because currently there's no package shopping path design on mobile that we can leverage, we let the participants go through the shopping path on computer.
    - Participants were told to modify some of the traveler information in follow-up task.
    (refer to Methodology slide in Appendix)

- This study was conducted on May 28 and May 30, 2014.

Goals of study:
- To ensure customer can go through package checkout on mobile without issue by validating the hypotheses we set for the design. *(refer to Hypotheses slide in Appendix)*
- To validate that package checkout on mobile is quick and easy.

One-page CKO Design

Trip summary

Traveler Details

Insurance

Payment

Account Creation (optional)

Complete Booking

Fake Two-page CKO Design

Step 1: Traveler Information

Enter Payment And Complete Booking

Step 2: Insurance

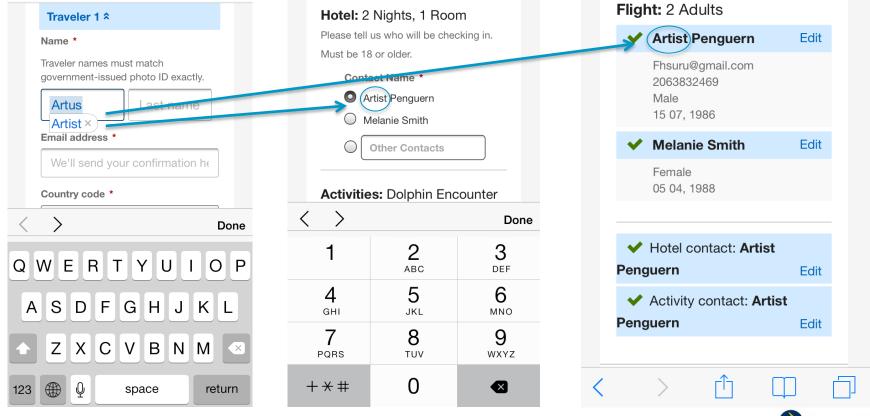**Most participants have similar behaviors on fake two-page checkout as they have on one-page checkout.**

- In fake two-page checkout, one participant scroll back to ensure he entered all the traveler information right before he hit the Next button. He perceived that the Next button would open up a new page.
- In fake two-page checkout, when being asked to change second traveler information, all participants understand traveler information is on the same page as insurance and payment information.

All participants know what information they need to fill out on the checkout page.

- When participants were on the checkout page, they expressed no confusion what information they need to fill out and didn't skip any of the required fields.
- Few participant interacted with the advanced options. Only one participant interacted with the advanced option, because she is member of a Delta program and was interested in what is in the loyalty program option.
- Half of the participants chose to create an account, but all of them understood this is optional and think there's benefits by creating an account.
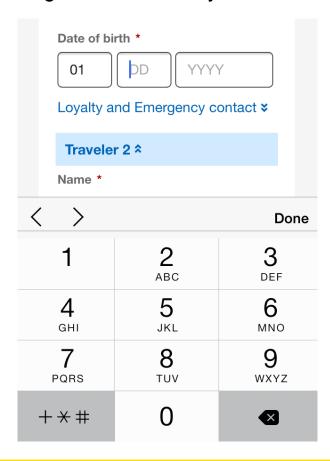
Expedia®

Half of the participants did not enter traveler names correctly

- 2 out of 6 participants entered nicknames instead of legal names.
- One participant entered her last name wrong because of iPhone autocorrect and did not realize the mistake until in the follow-up task.
- Two participant entered last names wrong also because of iPhone autocorrect and realized their mistakes when they went through hotel and activity contacts.
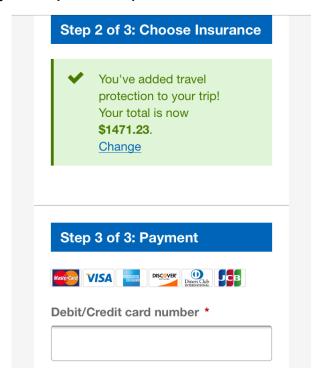
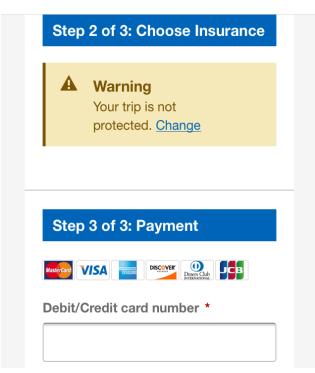# Some participants had minor issues entering birthday information

- All participants understood in which field they should put month and in which they should put day.
- When completing one field of birthday information, half of the participants had issue switching to the next field but figured out instantly.

All participants understand they must make a choice in the insurance module.

- 2 out of 6 participants chose to add an insurance.
- For those who opts in, they understood the change of price after adding an insurance.
- For those who opts in, they added an insurance because they had unhappy past travel experience like flight cancellation.
- 4 out of 6 participants opted out for insurance.
- For those who opts out, all of them did not change their mind when they saw the message of "your tip is not protected".
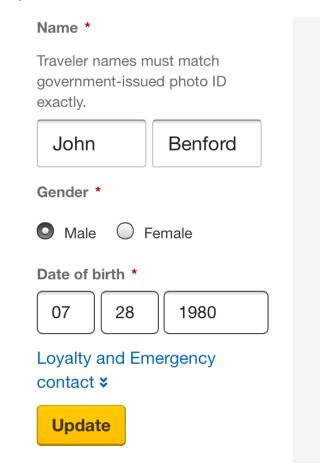
All participants have no issue interacting with playbacks of traveler information

- None of the participants notice playbacks of traveler information until in the follow-up task.
- In the follow-up task, all participants understand the information in the playbacks.
- In the follow-up task, all participants showed no confusion modifying traveler information.

Additional Findings

- Most participants went through trip summary carefully.
  - They had no issue looking for flight, hotel and activity information in trip summary.
  - They had no issue understanding the total price they were going to pay.

- Most participants did not notice the confidence message.
  - All participants understood what the confidence messages mean when prompted to read the messages.

- All participants understood account creation is optional.
  - 4 out of 6 participants created an account.
  - All participants understood the benefits of having an account.

Implications/Opportunities

1 The message "Traveler names must match names on government issued IDs" should be highlighted enough to catch user's attention.

2 When one field of birthday information is completed, the next field should be auto focus.

3 Traveler names playback in hotel and activity contacts is a good spot for user to check if they spell the traveler names right.

4 Playback of traveler information should be triggered in the way that user can more easily find out.

APPENDIX

Hypotheses

Overall
- Most users (more than 80%) understand where they are when they enter the CKO path.
- Most users (more than 80%) understand what information they need to fill out.

Trip Summary
- Most users (more than 80%) look carefully at the trip summary.
- Most users (more than 80%) know where they can look for information (e.g. flight departure time, hotel room type, etc.).
- Most users (more than 80%) understand how much they are paying for the trip.

Confidence Message
- Most users (more than 80%) notice the confidence message.

Traveler Details
- Most users (more than 80%) enter traveler names that match government issued ID.
- Most users (more than 80%) understand his/her birthdate information is flight secure information.
- Most users (more than 80%) enter birthdate information without encountering confusions/problems.
- Most users (more than 80%) understand the "Loyalty program…Assistance" are advanced options.

Insurance
- Most users (more than 80%) make a selection for insurance.
- Few users (less than 30%) opt in for insurance.
- Out of those who opt in, they understand the change in the total price.
- Most users (more than 80%) understand the message in the playback.
- Out of those who opt out, few (less than 30%) change their mind after they see the playback.

Payment
- Most users (more than 80%) enter payment information without issue.

Account Creation
- Average number of users (between 30% and 80%) choose to create an account.

Playback of Traveler Details
- Most users (more than 80%) understand the information in the playback.
- Most users (more than 80%) know they can edit and update the traveler information.
- Most users (more than 80%) know how to edit and update the traveler information.

Participants

6 in lab participants
- Have mobile shopping experience
- Have package shopping experience in the past 6 months

Methodology/Study Design

- The participants completed the study by selecting two assigned package deals and checkout.
  - Participants were assigned to different scenarios. Each scenario contains a specific package deal.
  - Participants selected a package deal on desktop first. When they went through the UDP, they were asked to checkout on phone.
  - The Complete Booking button is disabled, because we have a follow-up task for the participants.

Follow-up Task

Now you decide you want to travel to Las Vegas/Hawaii with your best friend instead of your significant other. Go ahead and change the information of the second traveler.

Tasks

- You are planning a fun weekend getaway to Las Vegas for you and your spouse/significant other/friend from Friday, June 13th to Sunday, Jun 15th.
  You have done extensive research previously and have most of your trip planned out already and now want to review the details again and then book it.
  Below are the details you have settled on. Go ahead and add the following on Expedia.com and book it.

  Four Seasons Hotel Las Vegas for 2 nights
       Deluxe, One King Bed, Mountain View
  Delta Airline flight
       Find the departure flight from Seattle to Vegas at 7:26pm
       Find the return flight from Las Vegas to Seattle at 6:50pm
  Also add two tickets for Mystère by Cirque du Soleil on the evening of June 14th

- You are planning a fun weekend getaway to Las Vegas for you and your spouse/significant other/friend from Friday, Jul 18th to Sunday, Jul 20th.

  You have done extensive research previously and have most of your trip planned out already and now want to review the details again and then book it.

  Below are the details you have settled on. Go ahead and add the following on Expedia.com and book it.

  Hawaii Prince Hotel Waikiki for 2 nights
       Room type: Ocean Front Vista
  Delta Airline nonstop flight
       Find the departure flight from Seattle to Honolulu at 5:05pm
       Find the return flight from Honolulu to Seattle at 8:30pm
  Also add two tickets for Dolphin Encounter on Saturday, Jul 19th