

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

The screenshot displays a vertical scrollable page for booking a trip on Expedia. The page is divided into several sections, each with a blue header and a white body. The sections are: 1. Review and Book: Shows flight details (Seattle to Las Vegas), hotel details (Four Seasons Hotel Las Vegas), and a total price of \$1,433.33. 2. Step 1 of 4: Traveler Information: Contains fields for traveler name, email address, country, phone number, gender, date of birth, and loyalty/emergency contact. 3. Step 2 of 4: Choose Insurance: Offers vacation, package, and medical insurance options with checkboxes and prices. 4. Step 3 of 4: Payment: Includes fields for credit card type, number, expiration date, and billing address. 5. Create an account (optional): Offers to create an account with Expedia Rewards points. The page ends with a 'Complete Reservation' button.

Fake Two-page CKO Design

Step 1: Traveler Information

Review and Book

Seattle to Honolulu
2 Tickets, 2 Adults
Fri, Jul 16, 5:00pm
Sun, Jul 20, 8:30pm

Hawaii Prince Hotel Waikiki
1 Room, 2 Nights
Check-in Fri, Jul 16
Check-out Sun, Jul 20

Dolphin Encounter
2 Tickets
Sat, Jul 19

Flight + Hotel Savings Activity Total \$1,625.28

Free Cancellation Best Price Guarantee

Sign in to book faster

Step 1 of 3: Traveler Information

Flight: 2 Adults
Traveler names must match government-issued photo ID exactly.

Traveler 1
Name * First name Last name
Email address * We'll send your confirmation here
Country code * United States +1
Phone number * In case we need to reach you
Gender * Male Female
Date of birth * MM DD YYYY
Loyalty and Emergency contact +

Traveler 2
Name * First name Last name
Gender * Male Female
Date of birth * MM DD YYYY
Loyalty and Emergency contact +

Hotel: 2 Nights, 1 Room
Please tell us who will be checking in. Must be 18 or older.
Contact Name * Traveler 1 Traveler 2 Other Contacts

Activities: Dolphin Encounter or Swim, 2 Tickets
Please tell us who will redeem the vouchers.
Contact Name * Traveler 1 Traveler 2 Other Contacts

Next

Review and Book

Seattle to Honolulu
2 Tickets, 2 Adults
Fri, Jul 16, 5:00pm
Sun, Jul 20, 8:30pm

Hawaii Prince Hotel Waikiki
1 Room, 2 Nights
Check-in Fri, Jul 16
Check-out Sun, Jul 20

Dolphin Encounter
2 Tickets
Sat, Jul 19

Flight + Hotel Savings Activity Total \$1,625.28

Free Cancellation Best Price Guarantee

Sign in to book faster

Step 1 of 3: Traveler Information

Flight: 2 Adults
Traveler names must match government-issued photo ID exactly.

Traveler 1
Gender undefined
Gender undefined
Hotel contact: Activity contact:

Step 2 of 3: Choose Insurance

Please select an insurance plan.

Vacation Waiver
Change for ANY reason View terms, conditions and plan sponsor
Yes, add this plan for \$42/person

Package Protection Insurance
Change for ANY reason Cancel for medical reasons Protection during your trip, up to View terms, conditions and plan sponsor
Yes, add this plan for \$57/person
No, I don't need trip protection and I understand this is not available after purchase.

Step 2: Insurance

Enter Payment And Complete Booking

Review and Book

Seattle to Honolulu
2 Tickets, 2 Adults
Fri, Jul 16, 5:00pm
Sun, Jul 20, 8:30pm

Hawaii Prince Hotel Waikiki
1 Room, 2 Nights
Check-in Fri, Jul 16
Check-out Sun, Jul 20

Dolphin Encounter
2 Tickets
Sat, Jul 19

Flight + Hotel Savings Activity Insurance Total \$2,137.28

Free Cancellation Best Price Guarantee

Step 3 of 3: Payment

Card type * MasterCard
Expiration date * Month Year
Card identification number *
Cardholder name *
Billing ZIP code *

Create an account (optional)
Earn Expedia Rewards points
All my itineraries in one place
Faster checkout
Email
Primary contact email address
Create password * 6-30 characters, no spaces
Confirm password * confirm your password
Earn free travel points with Expedia Rewards

Insurance \$114.00
By completing this booking, I agree that I have read and accept the Rules & Regulations, Terms of Use and Privacy Policy.

Complete Reservation

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.

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 participants entered last names wrong also because of iPhone autocorrect and realized their mistakes when they went through hotel and activity contacts.

Traveler 1 ^

Name *

Traveler names must match government-issued photo ID exactly.

First name: Artus
Last name: [Autocorrected]

Email address *

We'll send your confirmation here

Country code *

Hotel: 2 Nights, 1 Room

Please tell us who will be checking in.
Must be 18 or older.

Contact Name *

☒ Artist Penguern
☐ Melanie Smith
☐ Other Contacts

Activities: Dolphin Encounter

Flight: 2 Adults

☒ **Artist Penguern** Edit
Fhsuru@gmail.com
2063832469
Male
15 07, 1986

☒ **Melanie Smith** Edit
Female
05 04, 1988

☒ Hotel contact: **Artist Penguern** Edit

☒ Activity contact: **Artist Penguern** Edit

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.

The screenshot shows a mobile app interface for entering a date of birth. At the top, the label "Date of birth *" is in red. Below it are three input fields: the first contains "01", the second contains "pD" (with a blue cursor), and the third contains "YYYY". Below these fields is a blue link "Loyalty and Emergency contact v". Underneath is a blue button labeled "Traveler 2 ^". Below the button is the label "Name *" in red. At the bottom of the form is a numeric keypad with a grey header bar containing a back arrow, a forward arrow, and the word "Done". The keypad has a 3x3 grid of numbers 1-9, with letters ABC, DEF, GHI, JKL, MNO, PQR, STU, VWX, and YZ associated with them. The bottom row contains a grey button with symbols "+ * #", a grey button with "0", and a grey button with a backspace icon (an arrow pointing left with an 'x').







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 trip is not protected”.

Step 2 of 3: Choose Insurance


 You've added travel protection to your trip!
Your total is now **\$1471.23**.
[Change](#)

Step 3 of 3: Payment







     

Debit/Credit card number *

Step 2 of 3: Choose Insurance

 **Warning**
Your trip is not protected. [Change](#)

Step 3 of 3: Payment

Debit/Credit card number *

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.

Name *

Traveler names must match government-issued photo ID exactly.

John Benford

Gender *

☒ Male ☐ Female

Date of birth *

07 28 1980

Loyalty and Emergency contact ▼

Update

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