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Disclaimer:

For more than five years in the company, I've worked in many teams and many segments of the product. Here is an overview of a few projects I've worked on, like the partner offer funnel, room comparison, and dashboards. It also includes 2 small case studies.

Due to confidentiality agreement with the company, all the data and information in the screenshots are dummy data.

The goal of this presentation is solely to give an overview on my design process for portfolio purposes.

Partner offer mobile funnel

The mobile funnel for properties with a "partner offer" option has some payment restrictions.

The image comprises the property selection, room selection, and room details.
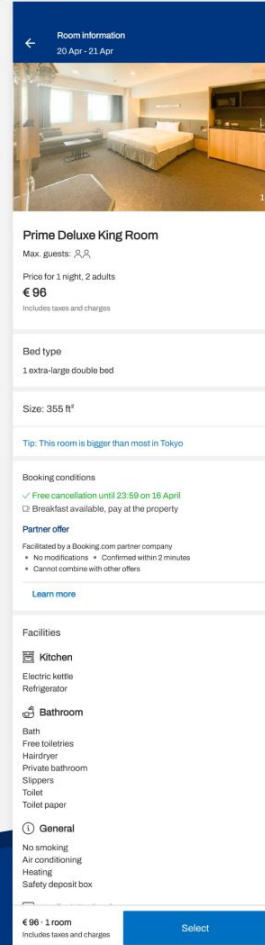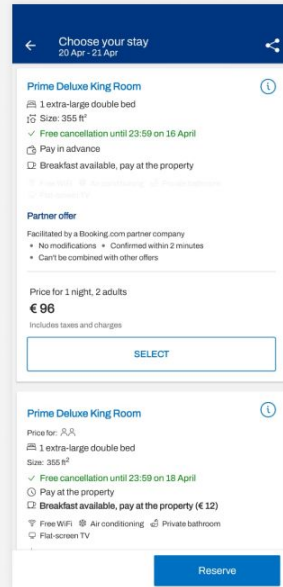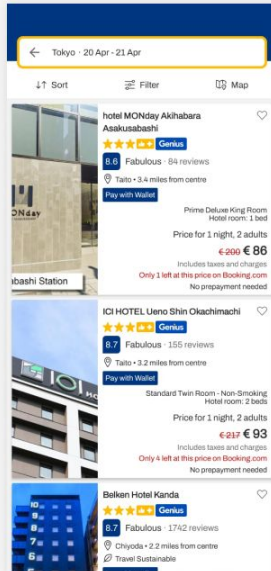
Partner offer mobile funnel

Details for the "partner offer" options and payment/details funnel.

18 ~ 21 Jul

Sort Filter Ma

Fauchon l'Hôtel ★★★★★
9.5 Exceptionally clean rooms
8th arr. • 2.6 mi from centre
Genius
Great Value Today
Price for 3 nights, 2
Superior Double R
£612 £4
Includes all taxes and charges

La Villa Royale ★★★★
8.1 Very good
9th arr. • 3 mi from centre
Price for 3 nights, 2
Double R
£5
Includes all taxes and
Only 1 left on Booking.

Le Cinq Codet ★★★★
8.3 Great location!
8th arr. • 3.8 mi from centre
Getaway deal +2 more deals
Price for 3 nights, 2
Classic Double R
£515 £4
Includes all taxes and ch
Includes free break

Choose rooms
Le Cinq Codet

Check-in
Thu, 18 Jul

Check-out
Sun, 21 Jul

Classic Double Room
⊘ Non-refundable
🕴 Fits up to 2 adults
🛏 1 large double bed or 2 single beds
⤢ Room size: 270ft²

📶 Free WiFi ❄ Air Conditioning 👁 View
🚿 Private Bathroom 🛁 Bath
🍽 Free Breakfast included in the room rate

Getaway deal

Price for 3 nights, 2 adults
£454 £515
Includes all taxes and charges
You're saving £61 (12%) with a Getaway deal

Select

Deluxe Double Room
✓ Free cancellation
✓ Pay at the property – no prepayment needed
🕴 Fits up to 2 adults
🛏 1 large double bed or 2 single beds
⤢ Room size: 275ft²

📶 Free WiFi ❄ Air Conditioning 👁 View
🚿 Private Bathroom 🛁 Bath
🍽 Free Breakfast included in the room rate

⛔ Only 2 left on Booking.com

Room Information
Le Cinq Codet

Classic Double Room
⊘ Non-refundable
🕴 Fits up to 2 adults
🛏 1 large double bed or 2 single beds
⤢ Room size: 275ft²

Check-in
Thu, 18 Jul

Check-out
Sun, 21 Jul

The Great Getaway Sale Getaw

Get away this season with at least 10% off stays from 1 June to 31 August.

Price for 3 nights, 2 adults
£454 £515
Includes all taxes and charges
You're saving £61 (12%) with a Getaway deal

Select

Le Cinq Codet

Le Cinq Codet ★★★★

Check-in
Thu, 18 Jul

Check-o
Sun, 21

Best for your search

Classic Double Room
⊘ Non-refundable
✓ Free breakfast included

Getaway deal

Price for 3 nights, 2 adults
£454 £515
Includes all taxes and charges
You're saving £61 (12%) with a Getaway d

View 4 other options from £475
Free cancellation available on 3 options

Select rooms

Price Breakdown

Price for 3 nights, 2 adults, 1 room

Deluxe Double Room

Getaway deal   £462.13
10% off selected properties for
stays from 1 June – 31 August   - £61.00

10% VAT   £42.85

£2.50 city tax   £15.00
per person per night

Final price   £454.27
In property's currency: € 506.63

About the price

🔄 The price in € (EUR) has been converted to show you the approximate price in £ (GBP).

🔄 You will pay in € (EUR) according to the exchange rate on that day.

Continue booking

Internal landing page redesign
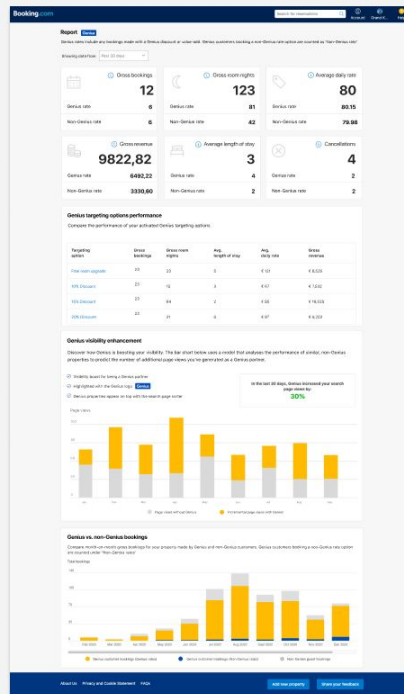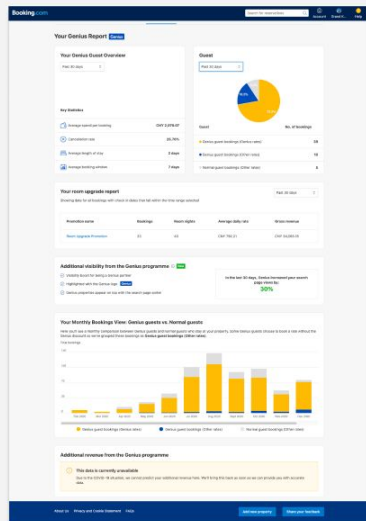
Internal Dashboard redesign

Case study

Upselling regular inventory
to Third Party Inventory users
(Booking.com)

My role: Owner, driver, designer, responsible for talking to the relevant stakeholders and pushing topics and discussions while the whole team follows up with copy and development.

The problem

The company had a product which offered users a room from a third-party inventory (let's call it **TPI**).

This product comes with many restrictions, like advance payment, being non-refundable, no invoice available, limited payment options, no full customer support, and others.

In TPI, payments were a big issue. Regularly, the payment would fail due to various circumstances.

Research showed that users react negatively and are prone to leave the app/website when their payment could not be completed.
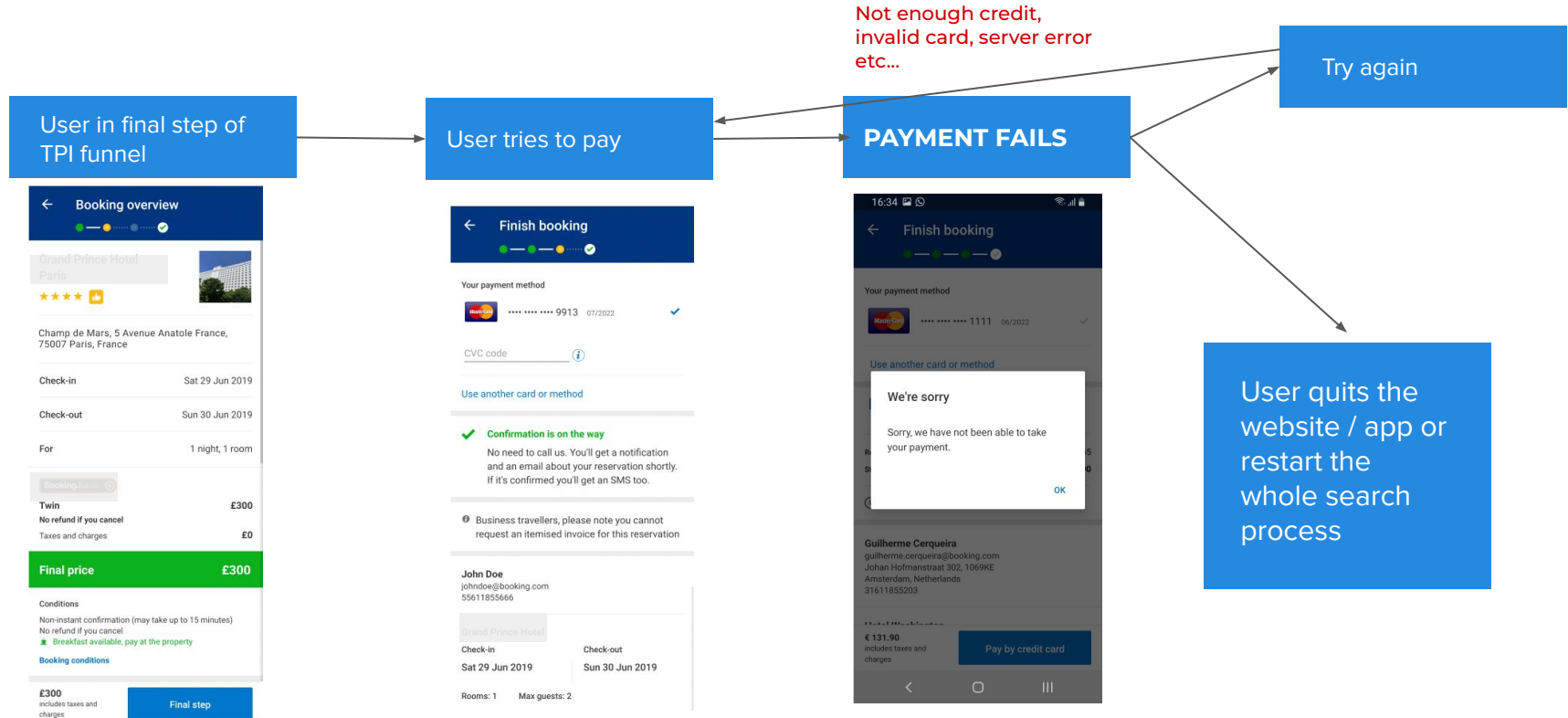
So I took this as an opportunity to upsell a regular inventory room which has a pay at the property condition.
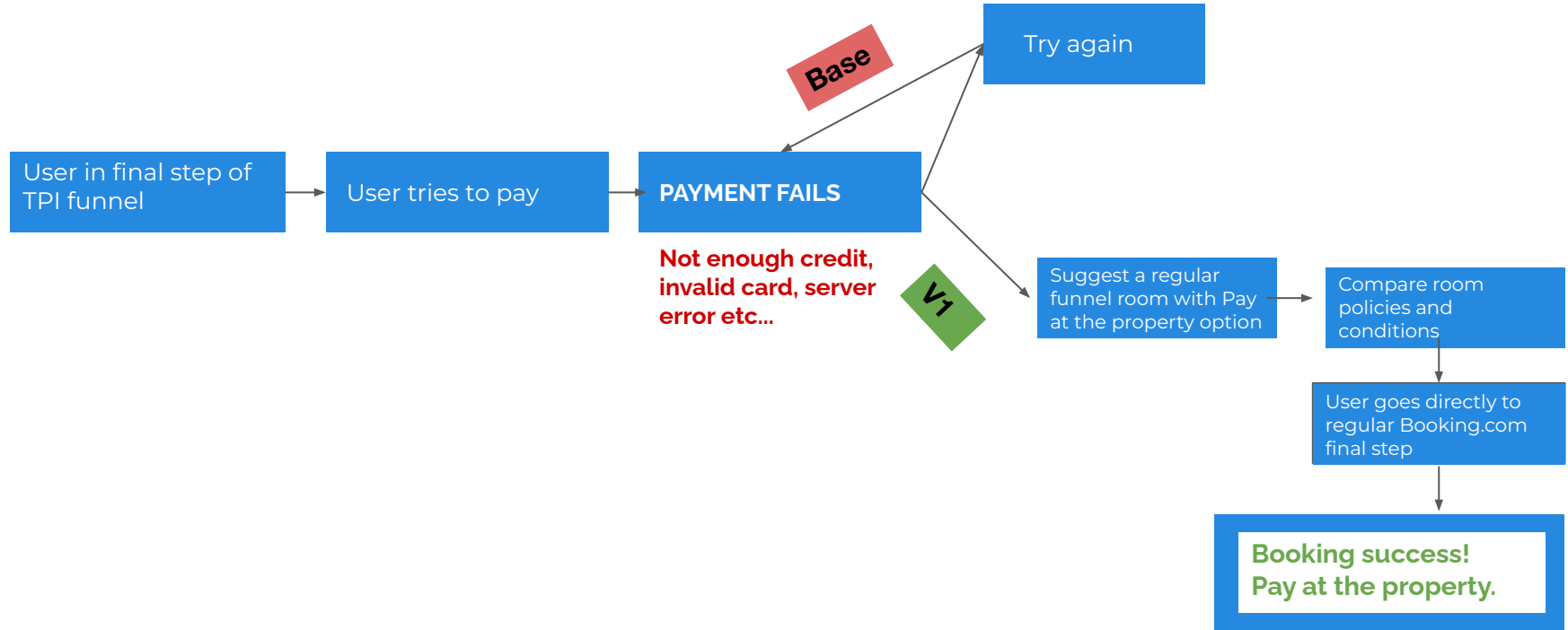
Methodology used:

Lean UX

User flow

How it was

Not enough credit, invalid card, server error etc...

| User in final step of TPI funnel | → | User tries to pay | → | **PAYMENT FAILS** | → | Try again |
| | | | | | → | User quits the website / app or restart the whole search process |

Proposed solution

Try again

Base

User in final step of TPI funnel → User tries to pay → **PAYMENT FAILS**

Not enough credit, invalid card, server error etc...

V1

Suggest a regular funnel room with Pay at the property option → Compare room policies and conditions

User goes directly to regular Booking.com final step

Booking success! Pay at the property.

Upselling component

| User in final step of TPI funnel | → | User tries to pay | → | PAYMENT FAILS | → | Suggest a regular funnel room with Pay at the property option | → | Compare rooms |

Payment failure and room comparison redesign (mobile)

When the "partner offer" payment fails, the app suggests a similar room that can be paid for directly at the property.

User testing and experimentation via A/B testing resulted in many iterations.

In the first testing, the users were confused with the amount of information and could not understand that this was a room comparison.

The colors were very confusing. They could not tell the differences between the rooms on the survey after the testing.

The second iteration brought a better-organized design without titles, avoiding red/green colors.

The font size of the headers was more consistent with the company's design system.

In the second iteration, the information was better structured than in the first one, but the users were still missing a lot of information.
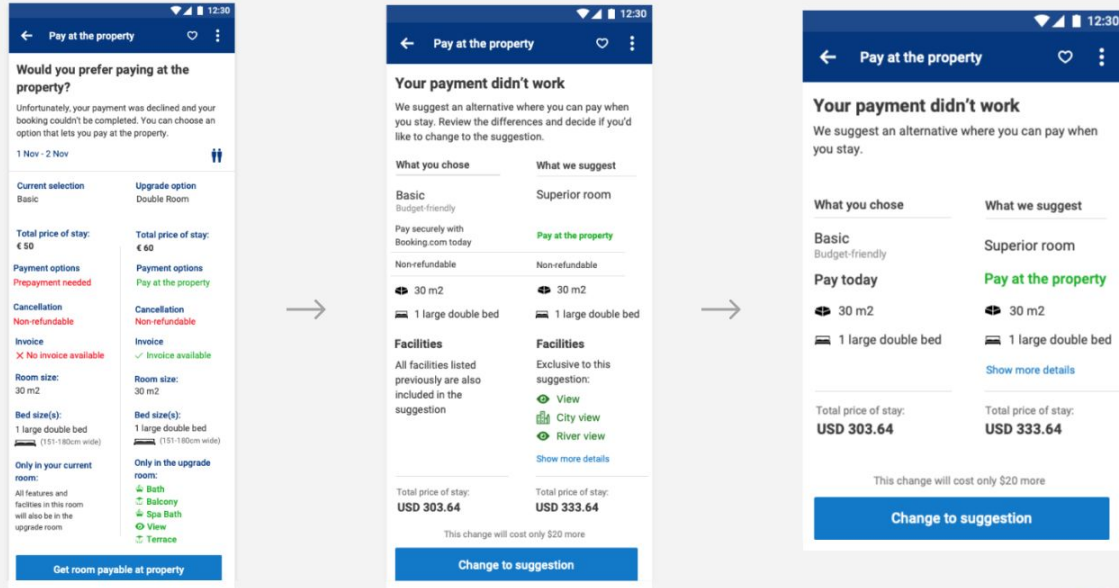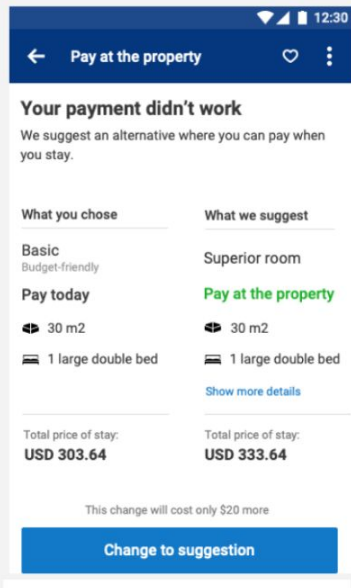
Payment failure and room comparison redesign (mobile)

The large amount of information confused an already frustrated user after the payment failure.

The third iteration highlighted the main difference between the rooms, keeping only facilities like the bed type and room size. Based on research, they are the attributes the users look to first in a room.

The copies were cut shorter and were more straightforward.
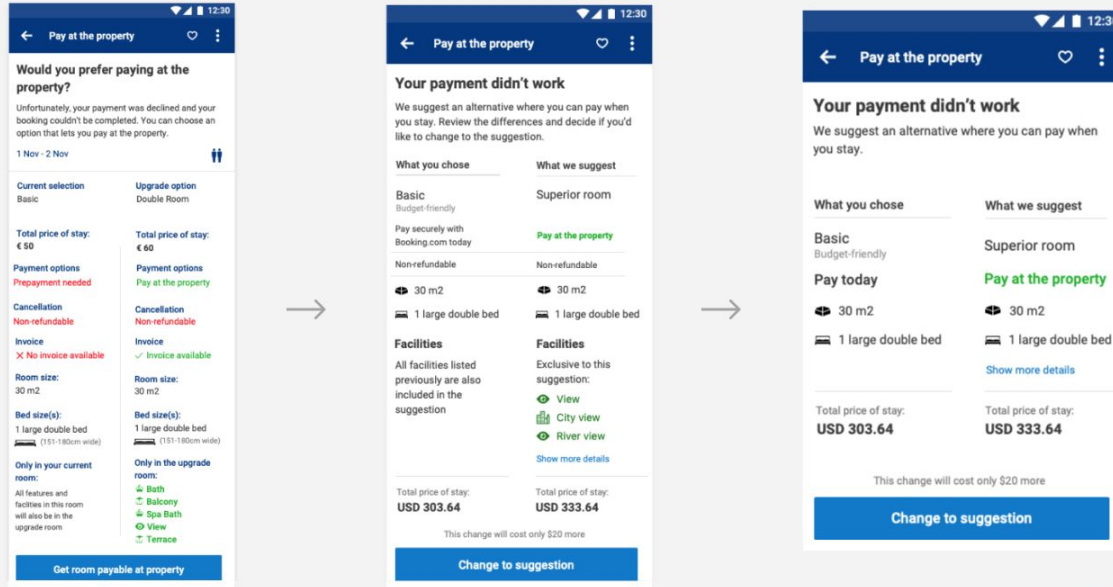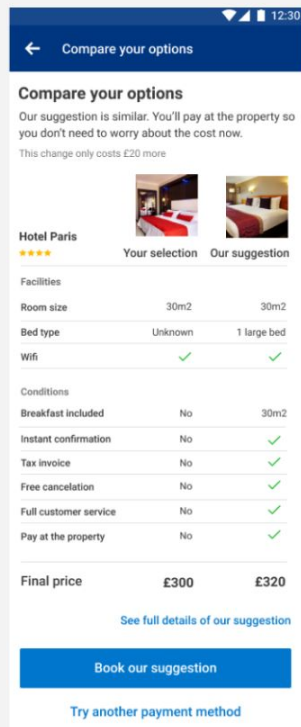
Payment failure and room comparison redesign (mobile)

The main feedback received for the third iteration was that they didn't know where this suggested room came from, if they were from the same hotel or other, and would like to see pictures of the room.

Also, the message "your payment didn't work" as the main title disappointed the users, and they didn't want to be reminded of that. Since the primary goal of the screen is the comparison between rooms, we changed the title and reinforced a positive message on the copy.

I decided to try a new approach: a comparison table with condensed information. This design makes it easier to compare conditions with less copy and more visual appeal, and it's much less tiring to the eyes.

The hotel's name was also added to ensure the user that it was the same hotel.

Also, photos of the selection and suggestion were included, and a link "see full details of our suggestion" that links to the entire room page.

Desktop - Payment failure

Hotel Diamond

557-0002 Osaka Prefecture, Osaka, Nishinari-ku Taishi 1-13-21, Japan

Enter your payment details

Payment methods

Your payment failed

Something went wrong.
Try another payment method or see a similar option where you can pay at the property.

Superior Room
Pay at the property
+ £20

Compare your options

Try another payment method

i **An invoice is not provided with this option**
You'll still get payment confirmation. Download it easily from your confirmation email.

Your booking is with Hotel Diamond directly and by completing this booking you agree to the **booking conditions**, **general terms**, and **privacy policy**.

Pay & send request

feefo
Real people. Real opinions.
94% of Booking.com customers say our service is good or excellent (340,170 reviews)

Google
Booking.com rated 4.5/5 from 242 reviews

World's leading online travel agency website 2014, 2015 & 2016

...llion people last month said they'd recommend Booking.com to their family and friends.

...ms & Conditions | Privacy & Cookie Statement

Room comparison redesign

The comparison screen highlighted the differences between the selection and suggestion in green.

The main feedback received from the users was that the separated column design made it hard to compare, as they had to switch their eyes to the other column each time they wanted to compare a facility/condition.

The users did not understand that the rooms were from the same hotel, even with the name and address of the hotel on the right. The positioning needed to be optimized.

I realized that using big pictures as visual appeal could backfire if we did not have beautiful pictures of the suggested room.

The second iteration brought one big container instead of two separate columns.

The hotel's name was the first thing on the container, enabling the users to understand that the rooms were from the same hotel.
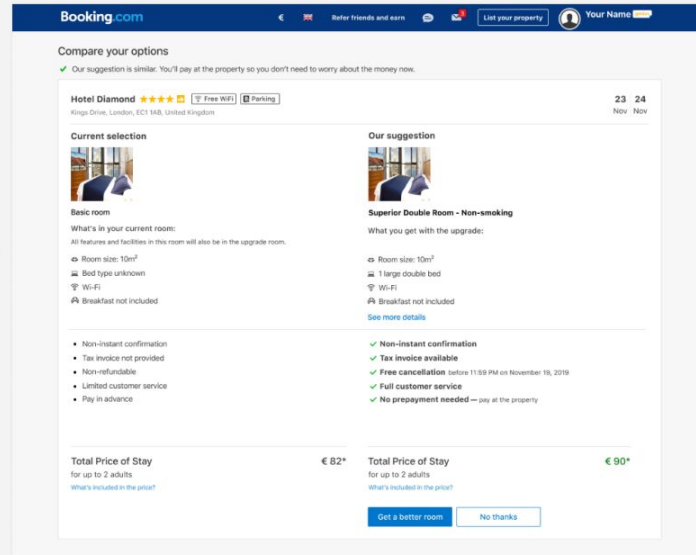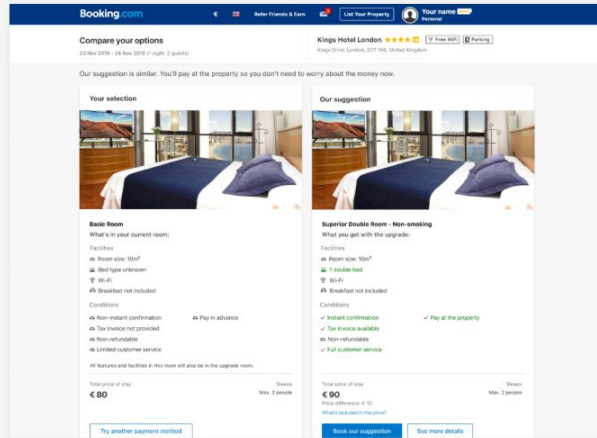
Room comparison redesign

After iterations, I tried testing a similar design used on apps.

It was the most accepted by the users in testing. The horizontal lines and titles on the left made the comparison much easier, and they could quickly understand the differences.

There was a clear separation for the "conditions" section.

Clicking on the "our suggestion" picture brought the room page pop-up, enabling users to see more room details without leaving the comparison page.

Clicking on "book our suggestion" takes them to the final step, while "try another payment method" will bring them to the last step of the funnel. Therefore, the flow is interrupted to the minimum, and the user doesn't have to type all of their data again.

Outcome

Success! The first live try with this design was already positive Net Conversion on all platforms.

Conversion has had a notable increase and we saw that almost half of users for whom payment failed ending up going to the suggested room - which was the expected behavior.

Case study: Tax Manager

The problem:

In the company's internal systems, **there was no consistent way to set tax values across properties** (Ex: City Tax, VAT, etc), so every property in a city with the same tax law could still be set up with different tax values.

This inconsistency could cause legal problems and wrong charges for the partners.

No team owned the tax setup process to manually monitor and correct it. The UI and the process to maintain consistent tax setup were far from ideal.

The goal:

Simplify the interface, ownership, process and consistency problem of setting up taxes.

My role:

Owning end-to-end design process, from research to release.

Methodologies used:

Design thinking, Lean UX

Phase #1: Discover & Empathize

I started the design process by interviewing stakeholders in order to learn more about how the tasks were being done at the time and some pain points found in the current process.

"It is my responsibility to ensure taxes are setup correctly due to legal reasons and unfairness between partners. The current process is slow and frustrating, usually leading to issues."

"The operational load for the team is huge. Other departments can make changes that are incorrect. Seasonality taxes cause issues."

"Japan tax setting is quite unique and they have a hard time setting the taxes. It would be awesome to have a way to make bulk changes."

"Complex tax setting is simply impossible with the current way, it takes a lot of time and it has a lot of limitations. We have to do everything by hand."

Case study: Tax Manager

Phase #1: Discover & Empathize

Then, I analyzed the current tool to find out which features were missing and what could be improved.

Based on the user interviews, data analysis and heuristic evaluation, some of the pain points were:

- The taxes are set up per property instead of city/country level
- No filtering
- No way to know if the rule is active
- No way to add seasonal taxes that expire automatically
- No way to add complex rules
- Confusing interface, too technical
- No way to review the rule after setup
- No way to view change history
- And many others

The old Tax portal

Phase #2: Define

Based on all this research, I put together a user flow to visualize
their steps and overall thought process.

Case study: Tax Manager
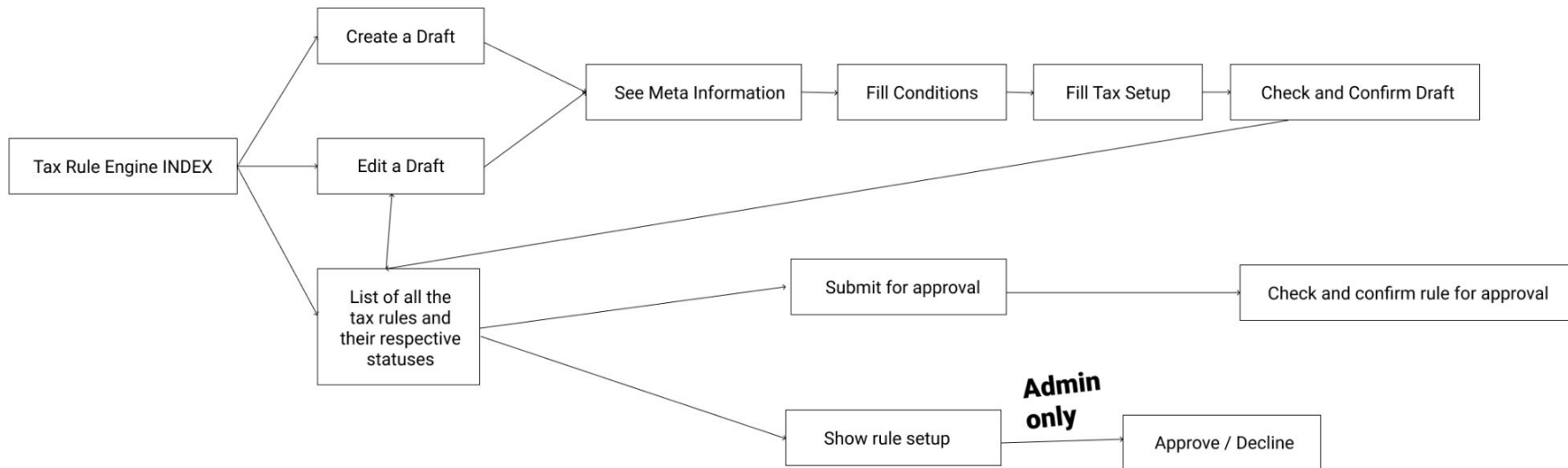
Phase #3: Ideate

After creating the user flow, I started sketching initial wireframes to have an idea on how the UI would look.

Case study: Tax Manager
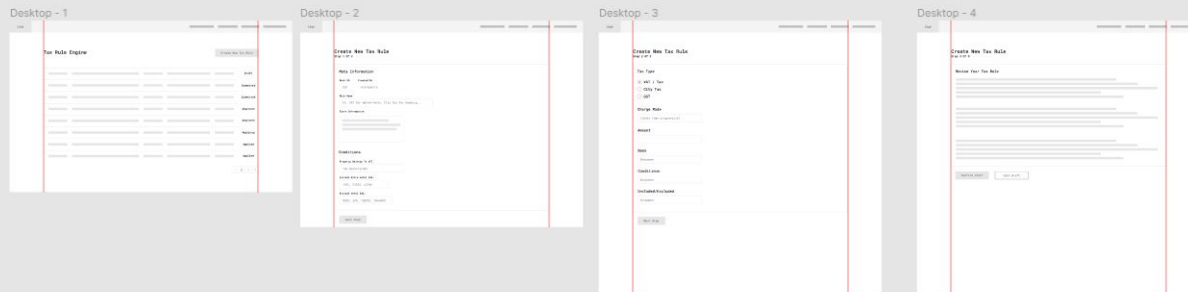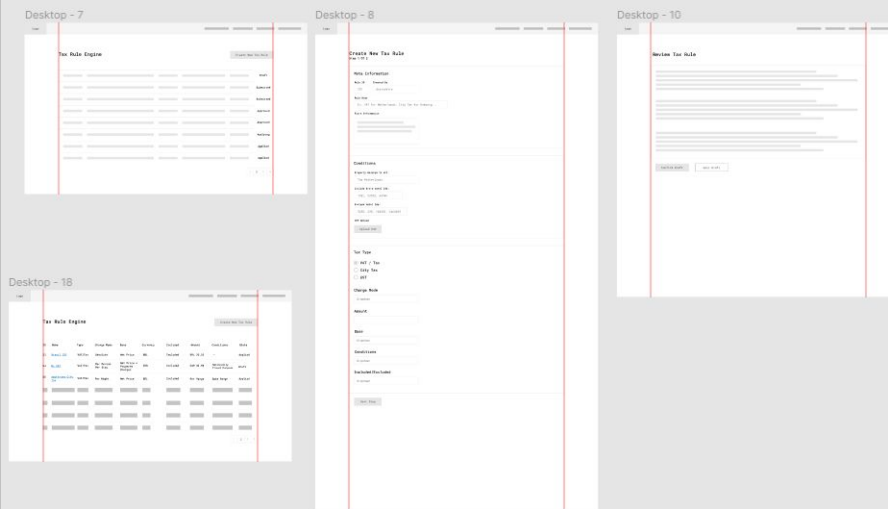
Phase #3: Ideate

It is extremely important to involve users and stakeholders in the design process as early as possible.
That's why I presented the first draft ideas for them to give feedback and then sketched the final wireframes.

Final wireframes

Case study: Tax Manager

Phase #4: Prototyping

Based on the wireframes final feedback, I created the first
version of the prototypes and ran a design critique session with
colleagues before moving to user testing.

Phase #5: User testing

With the prototypes ready, I ran more user testing sessions and gathered a lot of feedback and attention points from the actual users.
Each pin in the Figma screenshot seen below is something observed during user testing sessions.

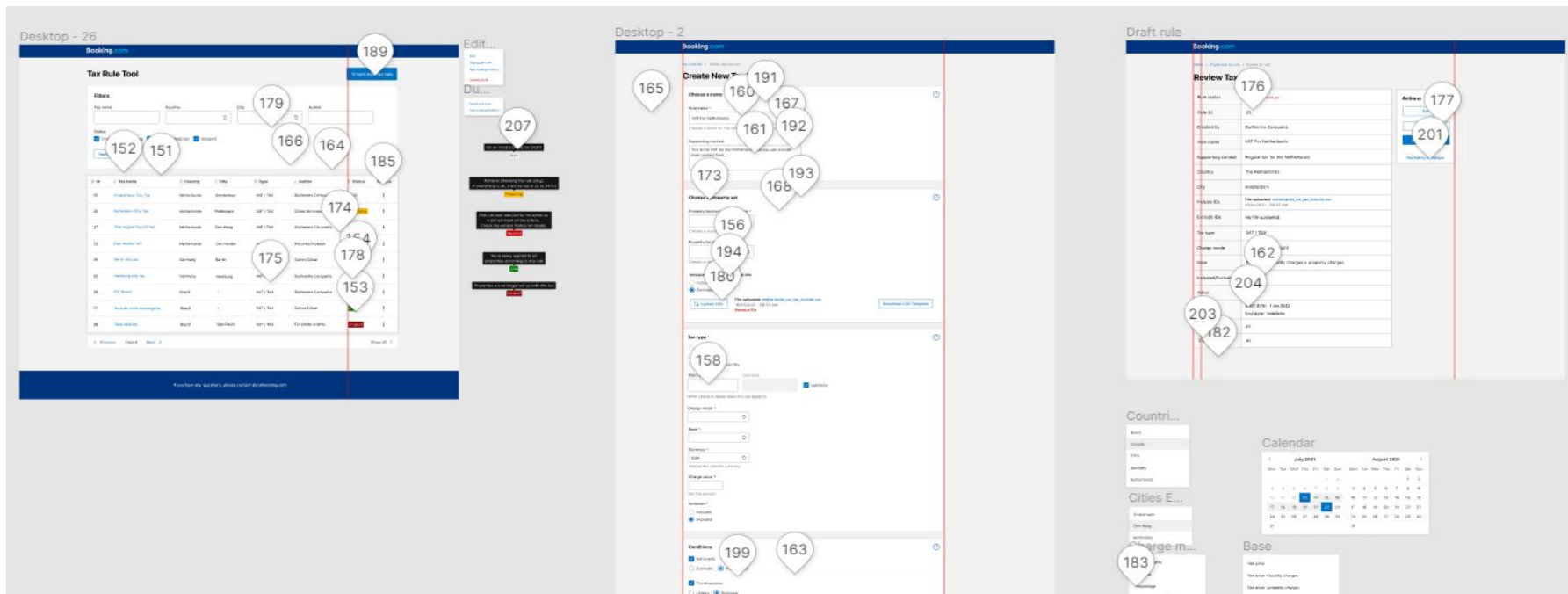# Case study: Tax Manager

Phase #6: Final touches

Finally, adjusting the prototypes with the feedback collected from user testing, we had the first version of the tool ready to be developed.

Index page

A cleaner interface and new features like filtering, sorting, overall information of the rules and rule status.

Booking.com

Tax Manager

[Create new tax rule]

Filters

Tax name	Country	City	Author

Status
☑ Draft ☑ Processing ☑ Live ☑ Rejected ☑ Stopped

[Apply filters]   Reset filters

⇵ ID	⇵ Tax name	⇵ Country	⇵ City	⇵ Type	⇵ Author	⇵ Status	Actions
25	Amsterdam City Tax	Netherlands	Amsterdam	VAT / TAX	Guilherme Cerqueira	Draft	⋮
26	Rotterdam City Tax	Netherlands	Rotterdam	VAT / TAX	Chloe McInnes	Processing	⋮
27	The Hague Tourist Tax	Netherlands	Den Haag	VAT / TAX	Guilherme Cerqueira	Processing	⋮
28	Dan Helder VAT	Netherlands	Dan Helder	VAT / TAX	Priyanka Prakash	Processing	⋮
29	Berlin city tax	Germany	Berlin	VAT / TAX	Carlos César	Live	⋮
25	Hamburg city tax	Germany	Hamburg	VAT / TAX	Guilherme Cerqueira	Rejected	⋮
26	IOF Brasil	Brazil	-	VAT / TAX	Guilherme Cerqueira	Live	⋮
27	Taxa de visita estrangeira	Brazil	-	VAT / TAX	Carlos César	Live	⋮
28	Taxa paulista	Brazil	Sao Paulo	VAT / TAX	Fernando Aramis	Stopped	⋮

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Case study: Tax Manager

Phase #6: Final touches

Rule creation / edit page

Apart from the cleaner interface and revamped information architecture, a tooltip with an explanation of each box is available for a smoother onboarding experience.

Field validation is also included in real-time, with no need for the user to search what has gone wrong only after finishing filling all the fields.

The options provided also make it easy for the users to create complex rules in just a few clicks.

Phase #6: Final touches

Review page

After creating the rule, users have the possibility to review it, edit, save as draft to finish it up later, etc. They can also see the history of changes in case of multiple edits.

Booking.com

Home > Create new tax rule > Review tax rule

Review Tax Rule

Rule status	Draft Not saved yet
Rule ID	25
Created by	Guilherme Cerqueira
Rule name	VAT For Netherlands
Supporting context	Regular tax for the Netherlands
Country	The Netherlands
City	Amsterdam
Include / Exclude IDs	Include File uploaded: netherlands_vat_tax_include.csv 16/01/2021 - 09:33 AM
Tax type	VAT / TAX
Date range	Start date: 1 Jan 2022 End date: Indefinite
Charge mode	Per person per night
Base	Net price + locality charges + property charges
Included/Excluded	Included
Value	EUR 26
Nationality	All
Travel purpose	All

Actions

Edit

Save as draft

Submit for review

See history of changes

Case study: Tax Manager

Wrapping up

The goal of the project was simple: turn complexity into simplicity.

Instead of having to set up taxes for each of 85M+ properties manually, this tool made it easy to do the tax setup in a bulk.

After the product was developed and launched, we observed a huge decrease in internal inbound, rule creation time and a lot of appreciation from the colleagues who take care of the taxes setup.

Main takeaway:
The earlier and more constantly users and stakeholders are involved in the design process, the easier this will be achieved.

Booking.com

Tax Rule Tool

[Create new tax rule]

✓ **New tax rule draft created**
Your tax rule "Amsterdam City Tax" has been created as a draft.

Filters

Name
[ ]

Country
[ ]

UFI Code
[ ]

Status
☑ Draft ☑ Processing ☑ Live ☑ Rejected ☑ Stopped

[Apply filters]   Reset filters

ID	Name	Country	City	Type	Status	Actions
25	Amsterdam City Tax	Netherlands	Amsterdam	VAT / TAX	Draft	⋮
26	Rotterdam City Tax	Netherlands	Rotterdam	VAT / TAX	Processing	⋮
27	The Hague Tourist Tax	Netherlands	Den Haag	VAT / TAX	Processing	⋮
28	Dan Helder VAT	Netherlands	Dan Helder	VAT / TAX	Processing	⋮
29	Berlin city tax	Germany	Berlin	VAT / TAX	Live	⋮
25	Hamburg city tax	Germany	Hamburg	VAT / TAX	Rejected	⋮
26	IOF Brasil	Brazil	-	VAT / TAX	Live	⋮
27	Taxa de visita estrangeira	Brazil	-	VAT / TAX	Live	⋮
28	Taxa paulista	Brazil	Sao Paulo	VAT / TAX	Stopped	⋮

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Thank you!