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A top-down view of a wooden desk. On the desk are a laptop, a tablet, a smartphone, a white coffee cup on a saucer, a silver pen, and a pair of black-rimmed glasses. The laptop screen shows a travel website with various destination cards. The tablet and smartphone also display travel-related content. A semi-transparent dark rectangle is overlaid on the center of the image, containing the title and subtitle. Another semi-transparent dark rectangle is overlaid on the bottom left, containing the role description.

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.

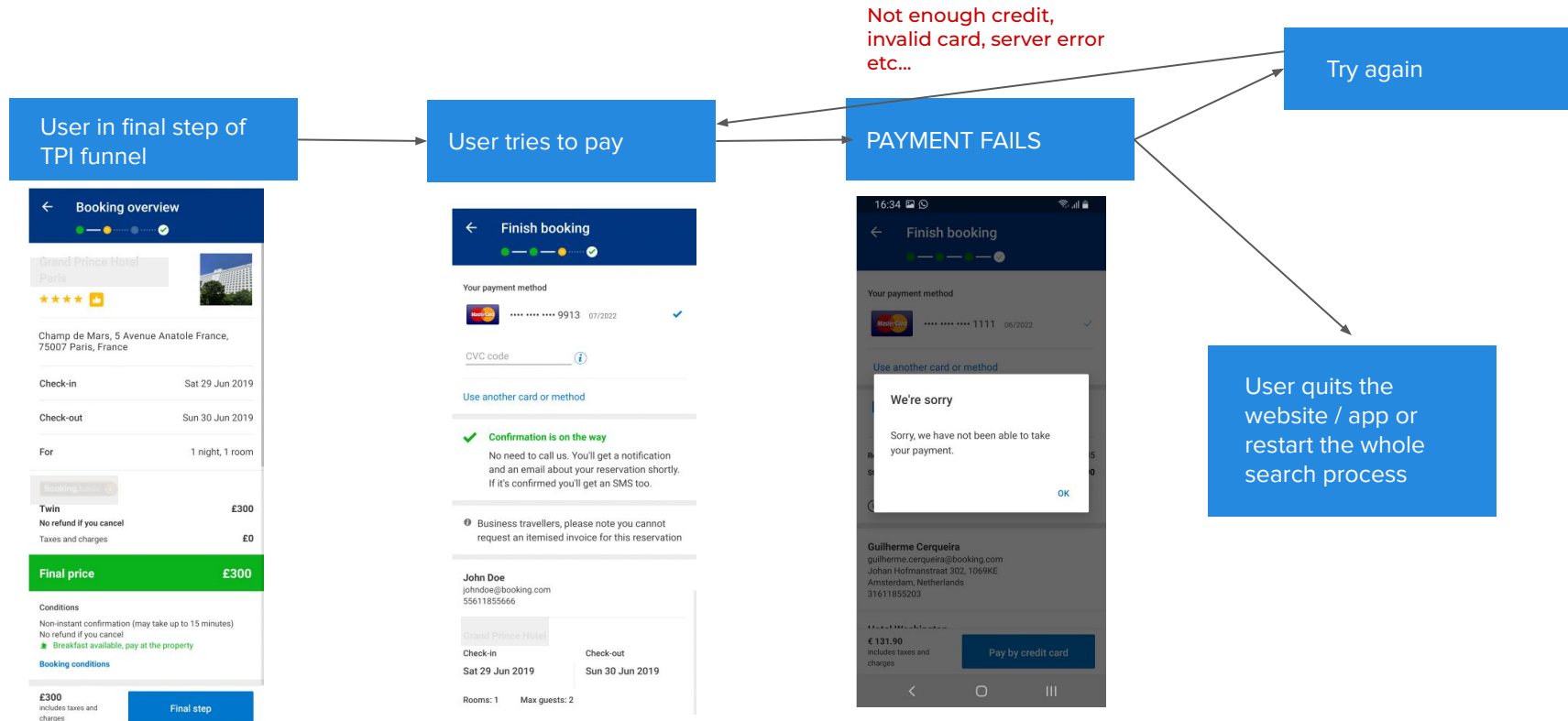
Research showed that users react negatively and are prone to leave the app/website when their payment could not be completed.

So I took this as an opportunity to upsell a regular inventory room which has a pay at the property condition.

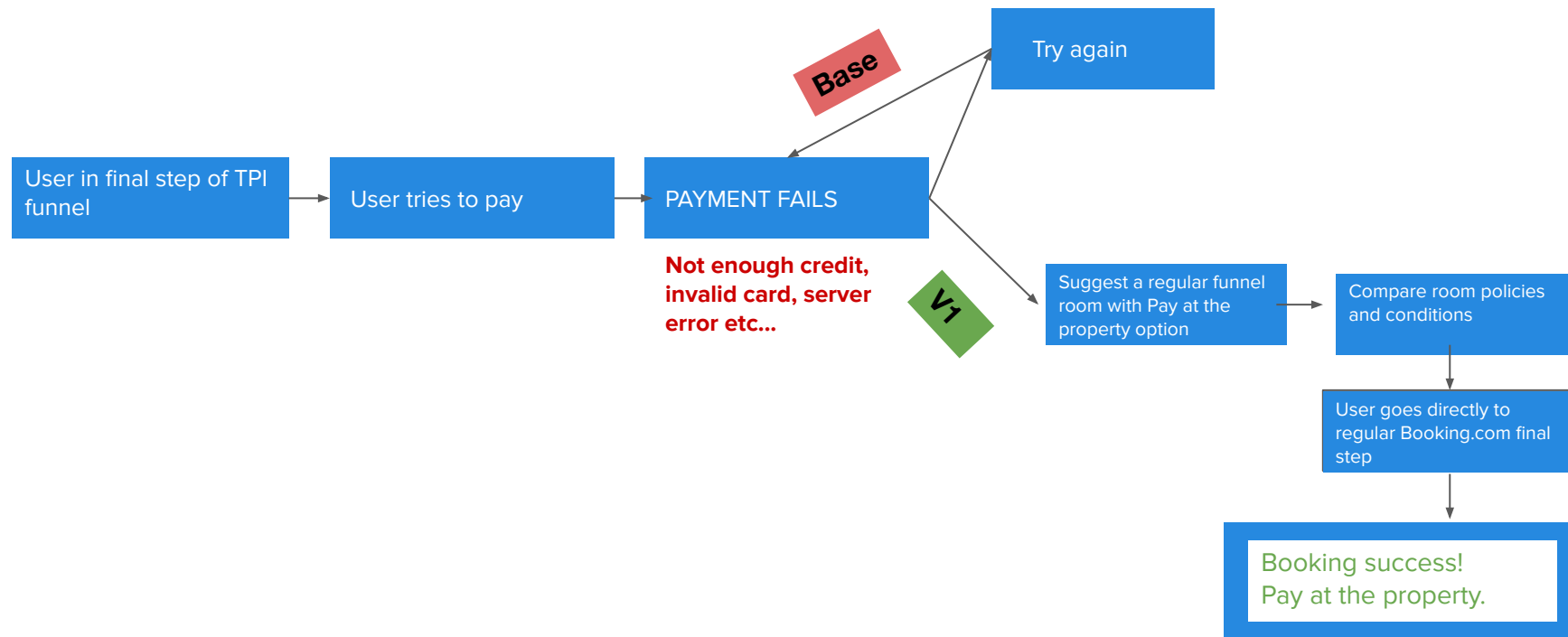
Methodology used:
Lean UX


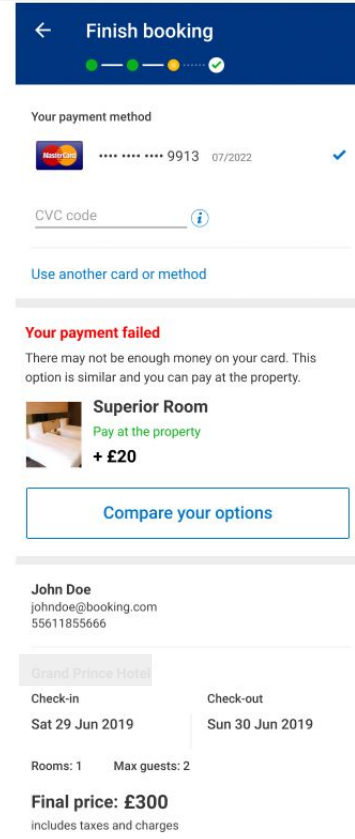
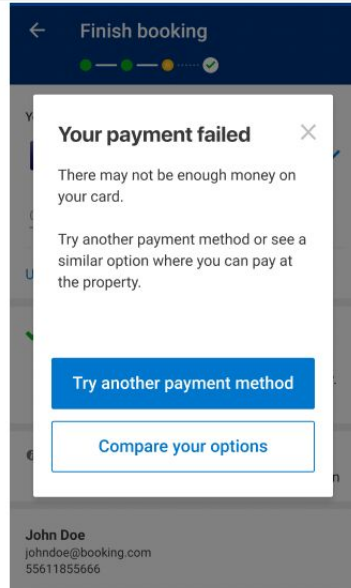
User flow

How it was



Proposed solution





Upselling component



For the comparison screen, **various prototypes were tested in usertesting** via usertesting.com

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

Also, the colors were very confusing. On the survey after the testing, they could not tell the differences between the rooms.

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

Also, font-size of the headers were more consistent with our design system.

Iteration #1

← Pay at the property

Would you prefer paying at the property?

Unfortunately, your payment was declined and your booking couldn't be completed. You can choose an option that lets you pay at the property.

1 Nov - 2 Nov

Current selection Basic	Upgrade option Double Room
Total price of stay: € 50	Total price of stay: € 60
Payment options Prepayment needed	Payment options Pay at the property
Cancellation Non-refundable	Cancellation Non-refundable
Invoice ✗ No invoice available	Invoice ✓ Invoice available
Room size: 30 m2	Room size: 30 m2
Bed size(s): 1 large double bed (151-180cm wide)	Bed size(s): 1 large double bed (151-180cm wide)
Only in your current room: All features and facilities in this room will also be in the upgrade room	Only in the upgrade room: Bath Balcony Spa Bath View Terrace

Get room payable at property

Iteration #2

← Pay at the property

Your payment didn't work

We suggest an alternative where you can pay when you stay. Review the differences and decide if you'd like to change to the suggestion.

What you chose	What we suggest
Basic Budget-friendly	Superior room
Pay securely with Booking.com today	Pay at the property
Non-refundable	Non-refundable
30 m2	30 m2
1 large double bed	1 large double bed
Facilities All facilities listed previously are also included in the suggestion	Facilities Exclusive to this suggestion: View City view River view Show more details
Total price of stay: USD 303.64	Total price of stay: USD 333.64

This change will cost only \$20 more

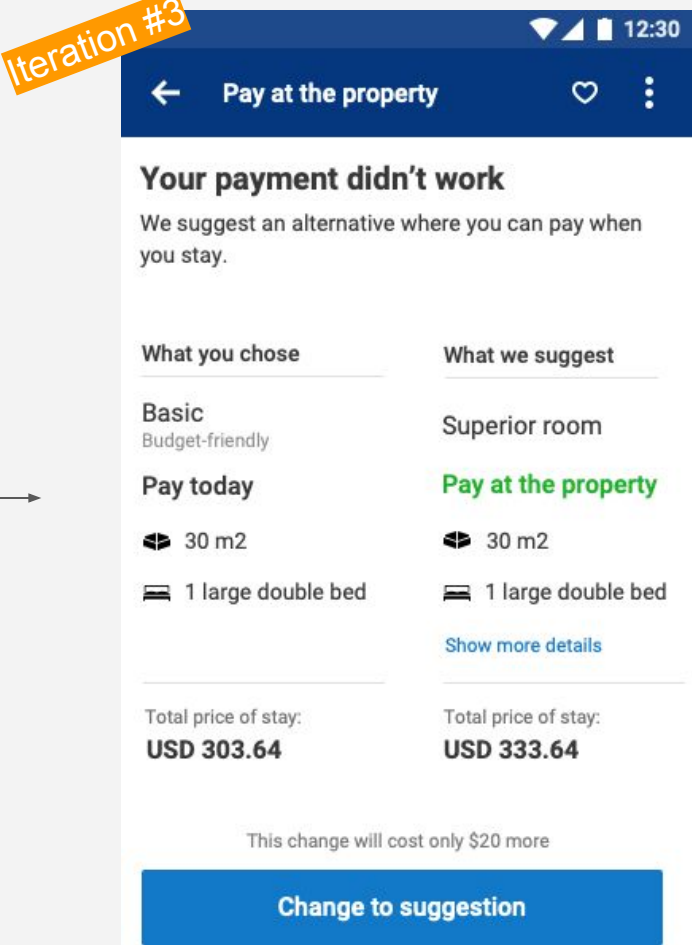
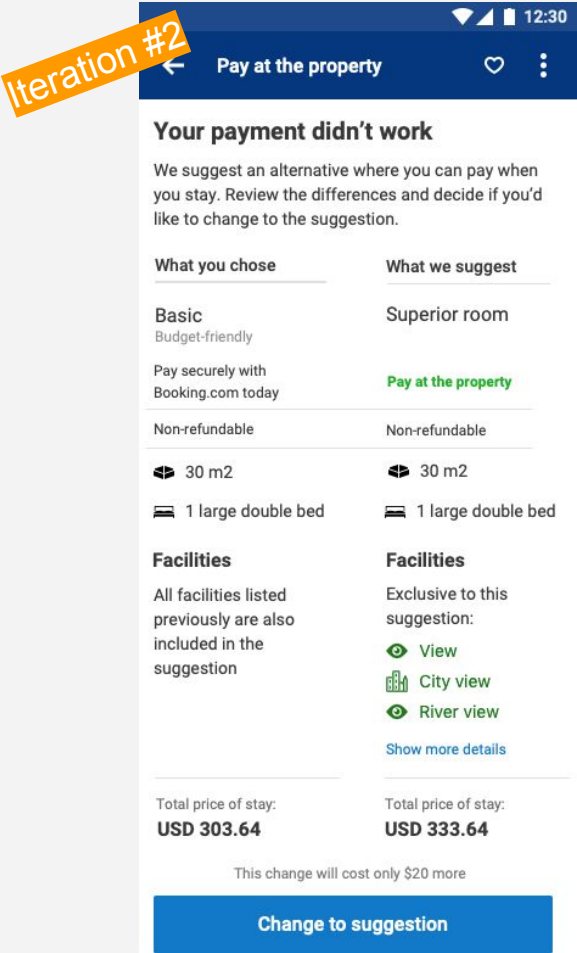
Change to suggestion

On the second iteration, the information was better structured than in the first one, but **still the users were missing a lot of information**.

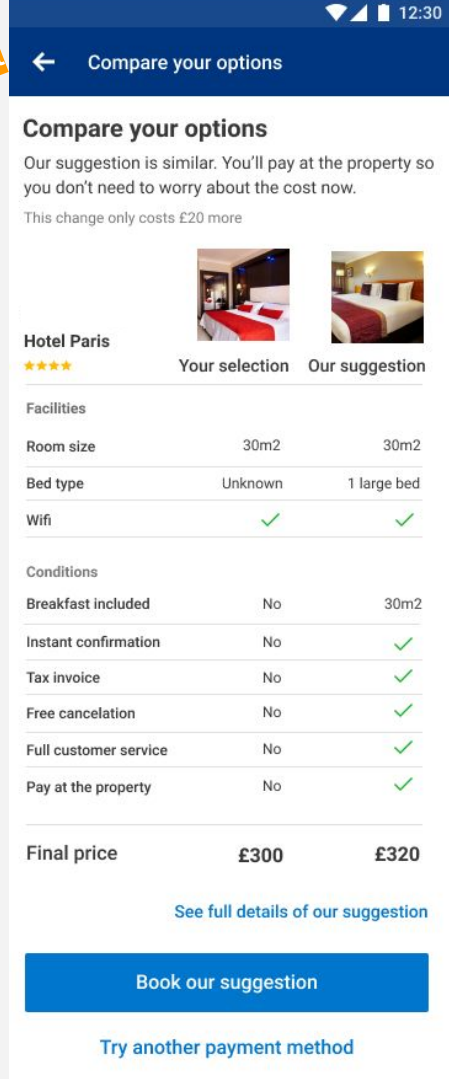
Probably because the **big amount of information** was causing confusion to a already frustrated user after the payment failure.

The third iteration highlighted only the main difference between the rooms, kept only facilities like Bed type and Room size (based on research, they are the attributes the users look first into a room).

Also, the copies were cut shorter and were more straightforward.

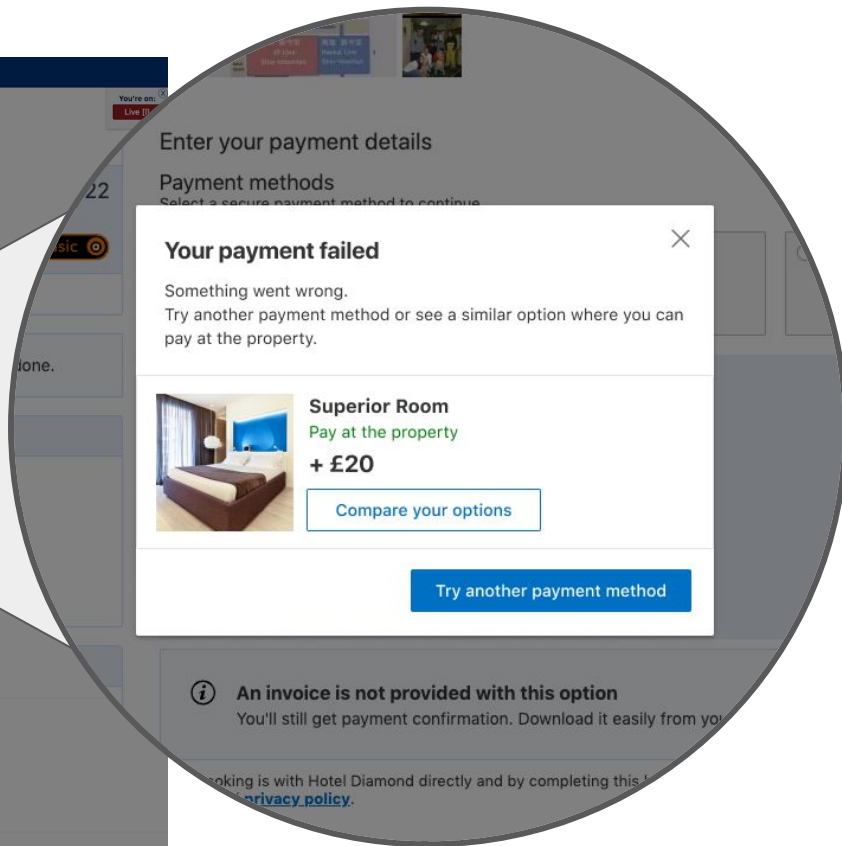
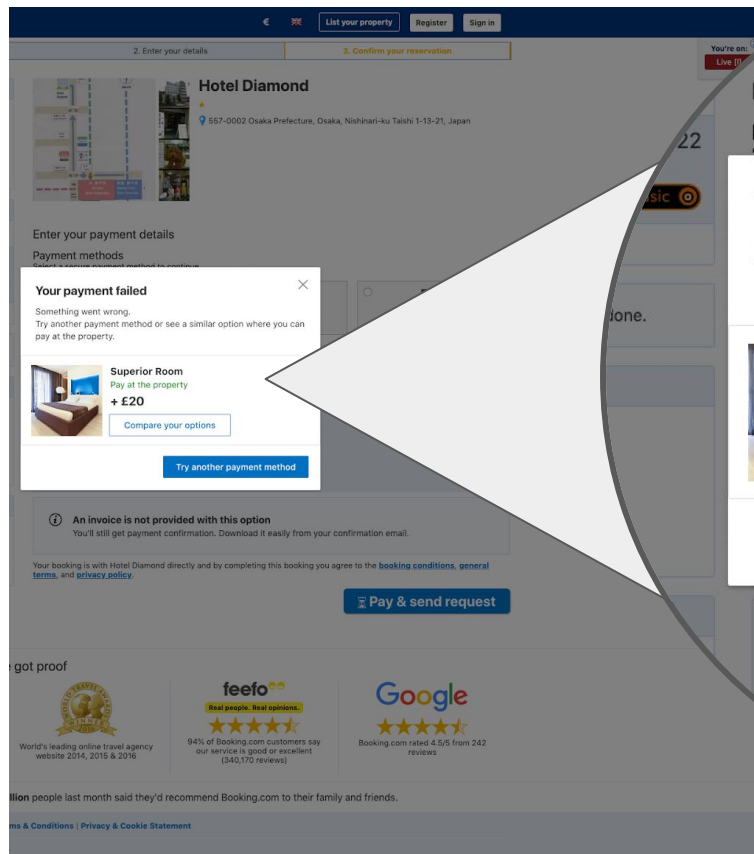


Also, photos of the selection and suggestion were included, and a link “See full details of our suggestion” that links to the full Room Page.



**The same flow and testing was
applied to www version.**

Desktop - Payment failure



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

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 want to compare a facility/condition.

The users **did not understand easily that the rooms were from the same hotel**, even with the name and address at the hotel on the right. Probably the positioning could be optimized.

Also, I realized that using **big pictures as visual appeal could backfire** in case we did not have beautiful pictures of the suggested room.

Iteration #1

Compare your options

23 Nov 2019 - 24 Nov 2019 (1 night, 2 guests)

Kings Hotel London ★★★★★

Free WiFi

Parking

Kings Drive, London, EC1 1AB, United Kingdom

Our suggestion is similar. You'll pay at the property so you don't need to worry about the money now.

Your selection



Basic Room

What's in your current room:

Facilities

Room size: 10m²

Bed type unknown

Wi-Fi

Breakfast not included

Conditions

Non-instant confirmation

Pay in advance

Tax invoice not provided

Non-refundable

Limited customer service

All features and facilities in this room will also be in the upgrade room.

Total price of stay

€ 80

Sleeps

Max. 2 people

Try another payment method

Our suggestion



Superior Double Room - Non-smoking

What you get with the upgrade:

Facilities

Room size: 10m²

1 double bed

Wi-Fi

Breakfast not included

Conditions

Instant confirmation

Pay at the property

Tax invoice available

Non-refundable

Full customer service

Total price of stay

€ 90

Sleeps

Max. 2 people

Price difference: € 10

What's included in the price?

Book our suggestion

See more details

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

The name of the hotel was the first thing on the container, making the users understand easily that the rooms are from the same hotel.

Also, the excessive green was removed to highlight the differences and the **checkmarks were added**, so the user could interpret the **conditions as benefits**.

This **design was better understood by the users as it was easier to compare the features**, but it still lacked a bit of hierarchy.

Also, there was too much white space added to make the facilities and conditions aligned in each column for easier comparison.

Iteration #2

Compare your options

✓ Our suggestion is similar. You'll pay at the property so you don't need to worry about the money now.

Hotel Diamond ★★★★★  Free WiFi  Parking
Kings Drive, London, EC1 1AB, United Kingdom

23 **24**
Nov Nov

Current selection



Basic room

What's in your current room:

All features and facilities in this room will also be in the upgrade room.

- Room size: 10m²
- Bed type unknown
- Wi-Fi
- Breakfast not included

- Non-instant confirmation
- Tax invoice not provided
- Non-refundable
- Limited customer service
- Pay in advance

Total Price of Stay

for up to 2 adults

[What's included in the price?](#)

€ 82*

Our suggestion



Superior Double Room - Non-smoking

What you get with the upgrade:

- Room size: 10m²
- 1 large double bed
- Wi-Fi
- Breakfast not included

[See more details](#)

- ✓ Non-instant confirmation
- ✓ Tax invoice available
- ✓ Free cancellation before 11:59 PM on November 19, 2019
- ✓ Full customer service
- ✓ No prepayment needed — pay at the property

Total Price of Stay

for up to 2 adults

[What's included in the price?](#)

€ 90*

Get a better room

No thanks

After iterations, I tried testing the 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. Also, click on the “Our suggestion” picture brought the Room page pop-up, which made them see more details of the room without leaving the comparison page.

Clicking on “Book our suggestion” takes them directly to the final step, while “Try another payment method” will bring them again to the final step of TPI Funnel..

So the **flow is interrupted to the minimum** and the user doesn't have to type all of their data again.

Final design

Compare your options

✓ Our suggestion is similar. You'll pay at the property so you don't need to worry about the money now.

Hotel Diamond ★★★★★  Free WiFi  Parking
Kings Drive, London, EC1 1AB, United Kingdom

23 24
Nov Nov

Pay at the property

All features and facilities in current selection will also be in the suggested room.

This change only costs €8 more



Current selection



Our suggestion

Room size	10m ²	10m ²
Bed type	Unknown	1 large double bed
Wifi	✓	✓
Conditions		
Meal plan	No meal included	Breakfast included
Instant confirmation	No	✓
Tax invoice	No	✓
Free cancellation	No	✓
Pay at the property	No	✓
Total Price of Stay for up to 2 adults	€ 82	€ 90

Try another payment method

Book our suggestion

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.



Thank you!