

User Research & Design Workshop

Conduct user research and design sprint workshop

OVERVIEW

One of AsiaYo's culture is "Data driven", but mostly data here represent revenue, sessions and CVR. Those result stands for quantitative data and hard to understand our user's why and motivations.

We want to utilize a series of UX research and methods to find out what's our user looks like. Further helping cross function team to gain more background knowledge and understanding our target audience.

TIME

05/2018 - 06/2018

ROLE

UX research
Workshop facilitator
Visual design

USER INTERVIEW

At begining we find the most iconic target user, and combine online questionnaire plus the information we've already know. I also design a series of questionnaire to interview our target user.

During the interview we also plugin user's smartphone to record their behavior(of course we had their permission), to find their connection, obviously and repeatedly behavior. In order to make up the insight that we couldn't find from the quantitative data.



—User interview—

PERSONA

We total interview 10 different background users, then group them into three types of traveler.

- Couple (using desktop and mobile device)
- Backpacker (majorly using mobile device)
- Family (majorly using desktop device)

I design these persona templates not only display user's motivations, wants, evaluations even their favorite brands, but also show their voice and inner thoughts. Let everyone could quickly getting know their story and personality.

COUPLE

BACKPACKER

FAMILY



—Persona —

USER JOURNEY MAP

To demonstrate the whole booking journey that user had been through clearly, I divide it into four different phases:

- Explore
- Plan & Immerse
- Take action
- Confirmation

This map was designed from left to right means user's behavior, also each stage shows their thoughts and opportunity which we could interact with.

Online Booking USER JOURNEY MAP	GOAL STAGE	EXPLORE OPTIONS Searching	PLAN & IMMERSE List-page -> View-page	TAKE ACTION Check-page	CONFIRMATION OK-page
		逐步建立對目標的理解 找尋理想目的地及規劃行程	依各自的需要在不同選擇之間作比較 在各大OTA網站上搜尋不同物件與價格，分析並與他人討論	確認訂單細節資訊 下訂房間與付款方式	確認旅館地址與聯絡方式 接收訂房確認信或通知
ANGELA 情侶出遊	GOING	研究講究目的地 旅遊部落格 朋友推薦 社群媒體 電視廣告 和線友討論 查詢官方網站	找尋理想物件 - 上比價網站比較相同物件 - 在地圖上找尋大眾交通 - 在地圖上找尋離車站較近的物件 - 參考物件不同來源的評論並評估 其中虛實、優劣 - 從照片觀察物件是否符合期待 - 比較各方案所知是否真的划算 - 找尋物件的優點設施、服務 - 評估是否具有彈性的付款方式	確認、下訂 - 確認最終詳細費用 - 確認入住資訊、人數、房型 - 留下聯絡資訊 - 選擇付款方式 - 我想知道這會有其他額外費用，或是取消 訂單會扣手續費或是甚麼呢？ 因為包含了全家的訂單，我最確認金額 和條件的詳細資訊，以防行前最後才發 現訂購或是算錯了。	行前確認、溝通 - 查詢詳細地址與車站 - 距離 - 查看訂單入住資訊、 房間數目 - 當我確認訂單方式以備不時之需 - 再次確認訂單日期、內容是否正確 - 我想知道這是否有交通接駁車或是附近 可以停的車庫，如果選擇Check-in， 有沒有提供行李寄放的服務呢？
ROLA 背包客	THINKING	現在去哪裡適合？ 機票便宜嗎？ 要安排幾天行程呢？ 當地人推薦的美食景點？ 當地正在舉辦甚麼活動嗎？	現在有幾家酒店便宜嗎？ 是不是當地旺季呢？ 多點進出是否方便？ 我在找一個適合全家大小出遊 的地方，也希望能找幾間適合 人羣。	這個費用和我之前看的一樣的嗎？ 加入加床數量、金額正確嗎？ 我想知道訂單日期是否正確呢？ 我最晚多久以前需要付款呢？ 還有額外免費服務我可以要求的嗎？	我們可以怎樣地正確抵達旅館飯店呢？ 訂單的房型日期正確無誤嗎？ 我想知道Check-in的方式為何？ 有當天抵達時的天氣資訊嗎？ 櫃檯是24hr check-in嗎？
STELLA 家庭出遊	OPPORTUNITIES	提供用戶目的地資訊、資訊來源規劃行程 增加多國城市最新旅遊資訊 增進用戶搜尋、獲取資訊的體驗 增加和用戶互動溝通的渠道 提高旅館和用戶行程之間的關聯性 提供各式消費優惠資訊 (信用卡、滿額禮、早鳥票...)	- 增加更多當地交通及旅人友善資訊 - 增加更多用戶和對方問路、直接聯絡的方式 - 增加用戶對價格的確認感 - 提供用戶更多選擇性、延後付款的方式 - 提升用戶理解物件細節資訊的體驗 - 增加更多相關的評論來加強用戶對物件的理解和信任感	- 這個費用和我之前看的一樣的嗎？ 加入加床數量、金額正確嗎？ 我想知道訂單日期是否正確呢？ 我最晚多久以前需要付款呢？ 還有額外免費服務我可以要求的嗎？	- 加強呈現給用戶的關鍵訂單資訊 - 提升用戶對於旅館位置交通的理解 - 增加用戶對於當地地理知識的理解 - 降低用戶對於語言不通的不安感 - 提供用戶一個安心的聯絡管道

—User journey map —

DESIGN SPRINT WORKSHOP

The next step we host a design workshop, the purpose is to transfer the user insight into tangible, actionable item and plan. There are total three process: 1. define problem 2. brainstorming 3. take actions.

There is also some rule for brainstorming, to keep everyone laser focus on the problem.

- Don't criticize others idea
- Make idea become doodle
- Build on others idea
- Focus on quantity not quality
- Focus on the goal



—Design workshop —

STRATEGY

We base on the most meet user's need, could be scale on business and could fastly launch to the market, these three principle to vote our final solution. We came up with our top two:

First, the pricing strategy improvement, such as time limited offer, lower good behavior host's commission, lower our service fee, etc. It can makes our property become more competitive. Also we want extend the free cancelation period, to let our user can book with more flexibility.

Second, we want provide more useful information around the property to let user gain more background knowledge to further make the decision more confidently. Not only the city guidance, but also the comparison around the property, such as price, facility, room detail info or extra benefit. We believe providing the right information at right moment to user could increase the intention properly further pushing the revenue.