

# Strengthen the engagement

Enhance sense of security and booking flexibility for users.

# Discover with the North Star

"To encourage and provide people the best experience during their journey " is our vision to our customers. AsiaYo is keeping discovering the most desirable living stay to the user for over the past six years.

But the booking process and related policy have not been updated alongside the fast-growth of the company.

According to the user research result,

**Enhance the booking intention of the user was our first stop.**

## Accelerate the decision process

Our goal for the project was to increase the sense of security and decrease friction during the booking process. We want to help our user could have more flexibility while planning their trip.

Our high-level goals were to:

- 1. Empower the sense of security of the brand and product.**
- 2. Increase the chance of communication with the customer.**
- 3. Create a positive cycle of review.**

# My Role

I responsible for the engagement project between April 2019 to August 2019 and collaborated with UI designer on the **Consumer product** and **Membership center**.

Furthermore, I also work with Developers, Content Strategist, and Product Manager.

This project released on different stages since April 1st, 2019, and fully launched on August 1st, 2019.

# User Interview

## Profile

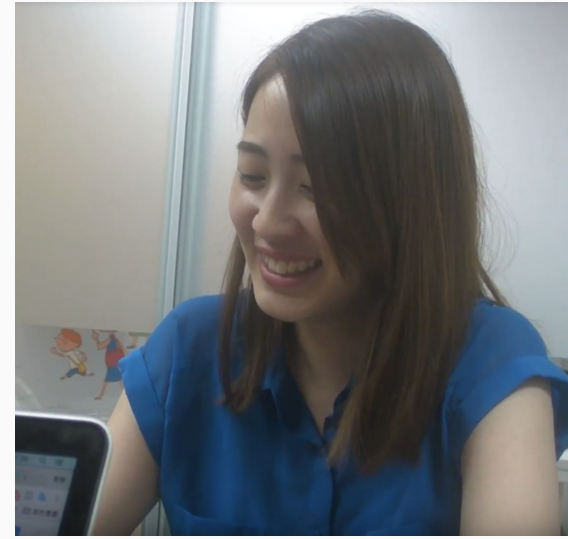
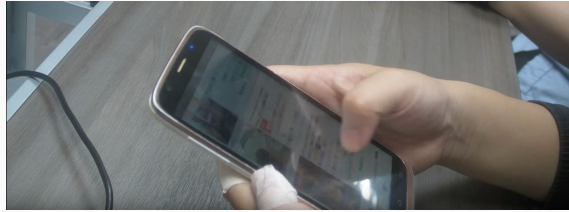
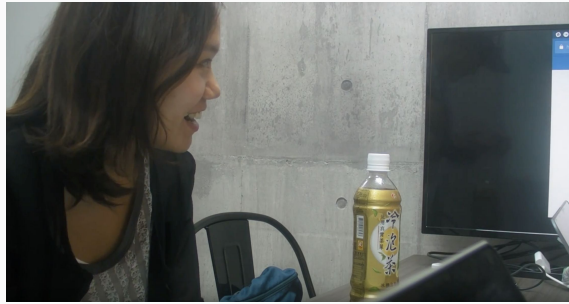
- Age : 25 ~35
- Gender : Female
- Device: Iphone / Android
- Non-member

## Scenario

- Free travel
- Couple
- Family
- Sisterhood

# Follow the bread crumb

At the beginning of the project, we didn't have a clear mission or specific goals for the booking experience enhancement. Without previous insights, I partnered with our researcher to explore how Customers were walking the process.



# Early Insights from the users

We tested the AsiaYo mobile website and App with 10 participants who they had planned to travel to Taiwan, Japan, Korea, and Thailand in the near six months.

Our goal is

**To understand the difficulty which users faced and the alternative they used.**



### 格調花寓

花蓮縣花蓮市

距離 東大門夜市約0.9...

很棒 5/5

👁 目前 3 人瀏覽中

最低起價TWD 2770



### 格調花寓

花蓮縣花蓮市

距離 東大門夜市約0.9...

## Can't tell a selling point

User barely to find highlight feature about the property, couldn't feel the benefit from the limited information.





可入住3位 可加3位可加3位可加3位可加3位可加3位(TWD300/人)

4-8 guests room, maximum can fit 8  
guests maximum can fit 8 guests

From TWD 2,770 per night

68% off TWD 3,770

[Room info](#)



包層



禁菸房



40平方公尺



公共衛浴

預訂床數

-

1

+

總房費

未含清潔費

1房/1人/2晚

TWD5,315

## Unclear of information architecture

The user feels confusion with related info  
allocate at different places. Further, the  
call to action message is not strong  
enough.

## 取消政策

請注意！此項退訂政策為您與旅宿主人之間所訂合約，在您詳閱後同意。AsiaYo.com僅負責提供交易平台服務，不會對該合同的任何條款承擔任何直接或間接責任或義務。

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（詳情請參考“退款相關資訊”）。

於入住日期7-13日取消訂房，得請求旅宿主人退還50%已付總房費，但需收取手續費。（詳情請參考“退款相關資訊”）。

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## 退款相關資訊

1. 所有因取消預訂、修改預訂或提前退房所產生的退費，只要符合退款規定，AsiaYo將依照您原先選擇的付款方式進行退款(包括：信用卡、銀聯卡與ATM轉帳)。信用卡退款須依各信用卡公司結帳進度而定，約5~7個工作天，ATM退款可在退款當日入帳。

2. 若取消/變更預訂並產生退款時，須支付 **已付總房費(扣除優惠折扣後)的3%** 做為取消手續費(包含行政處理費、退款手續費與匯兌費用等)。

# Unintuitive description

Most of the user often skip this part easily because the description was too long for reading; there is also a hidden cost when changing the order.

請注意！本旅店無法提供發票或收據。

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## 注意事項

☐ 我已詳閱並同意**服務條款**和退訂政策，且同意已年滿20歲。

請詳閱並勾選同意服務條款和退訂政策

☐ 我知道要詳閱旅店入住手冊，並遵守入住、退房時間以維護自己權益。如有遺失或損壞旅店設備，屆時也需賠償相關費用。

請詳閱並勾選同意旅店注意事項

申請訂房

# Inconsistency of experience

The user feels strange when entering a different color/layout payment page, and would easily skip important cancel policy.

# Aligned to the Customer experience and expectation

The customer is still got a low branding awareness to AsiaYo. It also has few co-work with famous brand or chain hotel – that causes most of the assets they had never seen before.

- **Hard to compare the quality and price with other options.**
- **Couldn't find an anchor point when making the purchase decision.**
- **Lack of social proof and reviews to verify the state.**
- **Uncertainty from the customer to keep changing the itinerary.**

# Reducing the Friction

According to the feedback, we would like to help the user have more willing to book stays on our platform. So we want to emphasize its stress-free during the booking process.

I conclude three different **Personas** and the **User Journey Map** to demonstrate the decision-making flow. To help us have a clear view of the customer.

I also team up with our Data Analyst and R&D to dig out more insights from the historical data.



PERSONA · 情侶出遊

ANGELA

26 歲 · 上班族

Couple



PERSONA · 背包客

ROLA

23 歲 · 行銷企劃

Backpacker



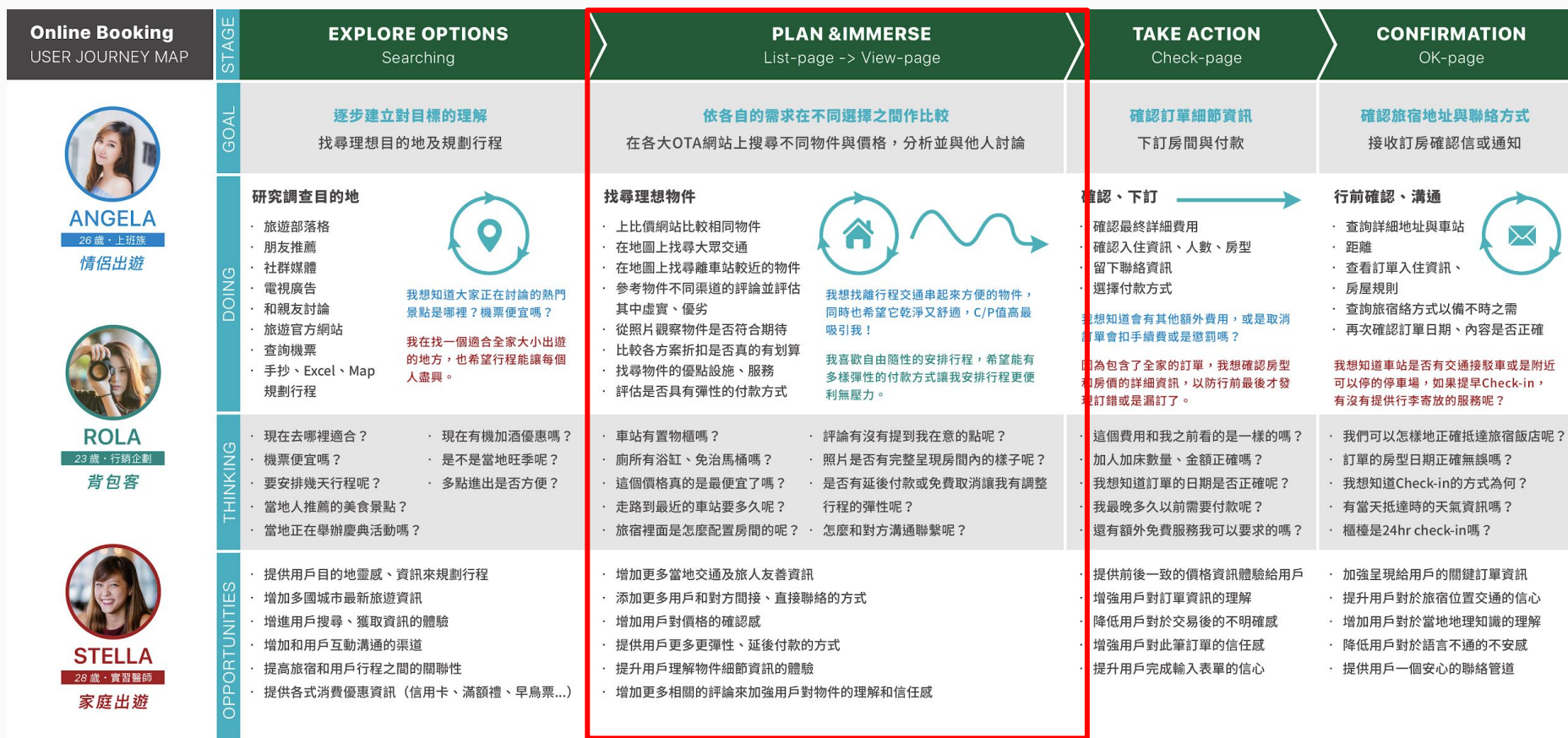
PERSONA · 家庭出遊

STELLA

28 歲 · 實習醫師

Family



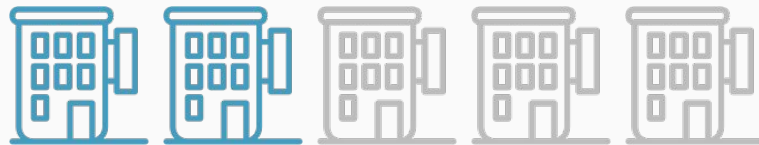


**The major blocker for the consumer.**

# An unexpected discover from the interview

We found out most of the user would like to select **3~5** different stays that match their needs. Then reserve **1~2** options after a round of comparison.

But AsiaYo would **charge 3%** of the room rate for cancel or changing the order **fee**. This fee would execute no matter how early the order makes.



Select Five choices and reserve Two of them for a flexible itinerary.



# Competitor Analysis

## 1. Airbnb

- a. **Full refund** within **48** hrs, after then would be charged a service fee accordingly.
- b. Three times a year maximum.

## 2. Booking.com

- a. **Full refund** within the cancellation policy date.

## 3. Agoda

- a. **Full refund** within the cancellation policy date.

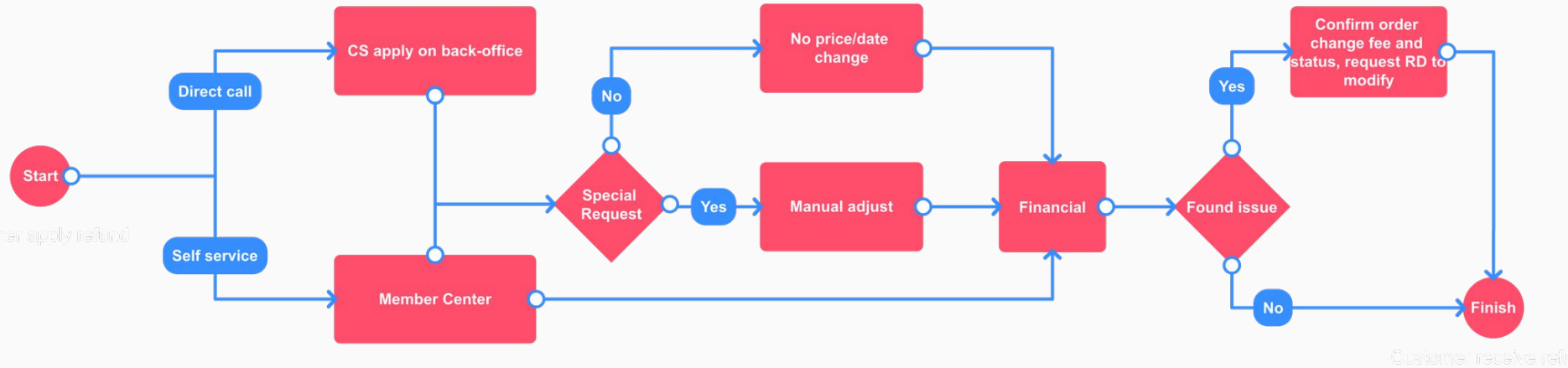
## 4. Ctrip

- a. **Full refund** within the cancellation policy date.

## 5. EZ Travel(Taiwan OTA)

- a. Cancel before **30** days would charge a **5% service fee**.

# AsiaYo Refund Process



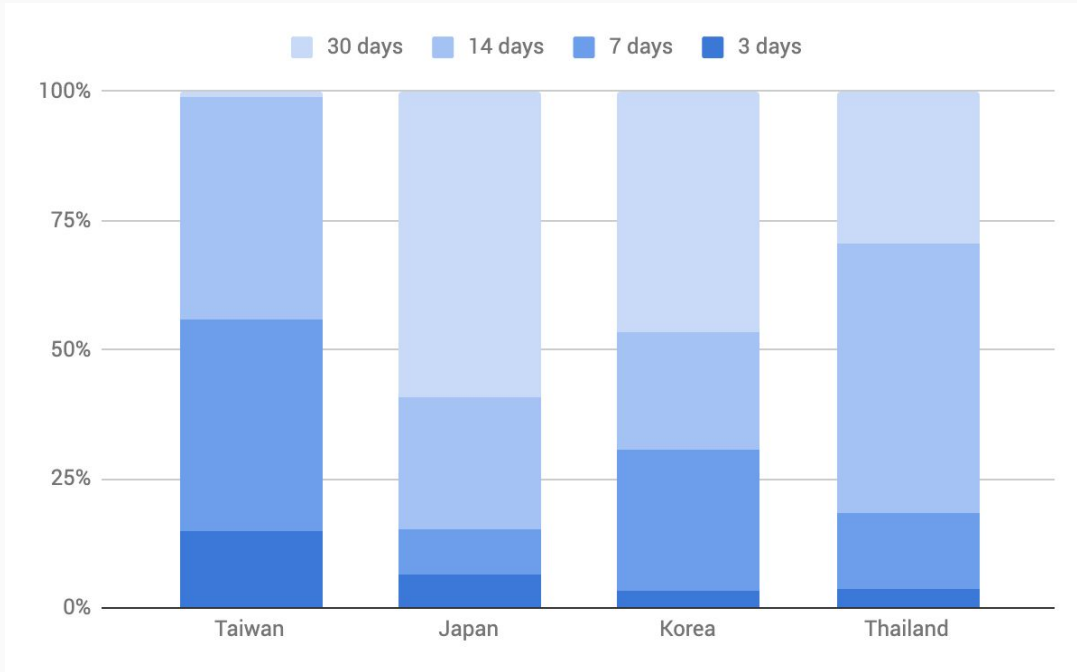
Main Actor: Customer, Host, CS, FA, RD

# Dive deeper

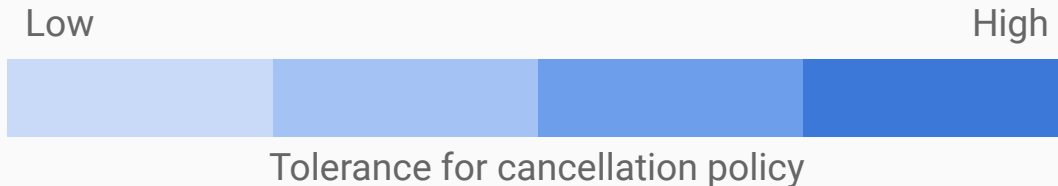
What's the status of the order cancellation on AsiaYo?

1. **How did the host behavior on cancellation policy?**
2. What's the user behavior on booking orders?
3. What's the cost of waive the cancellation fee?AsiaYo?

## Free cancellation policy



Taiwan has the **Highest** tolerance on cancellation policy, and Japan has the **Lowest**.



# Dive deeper

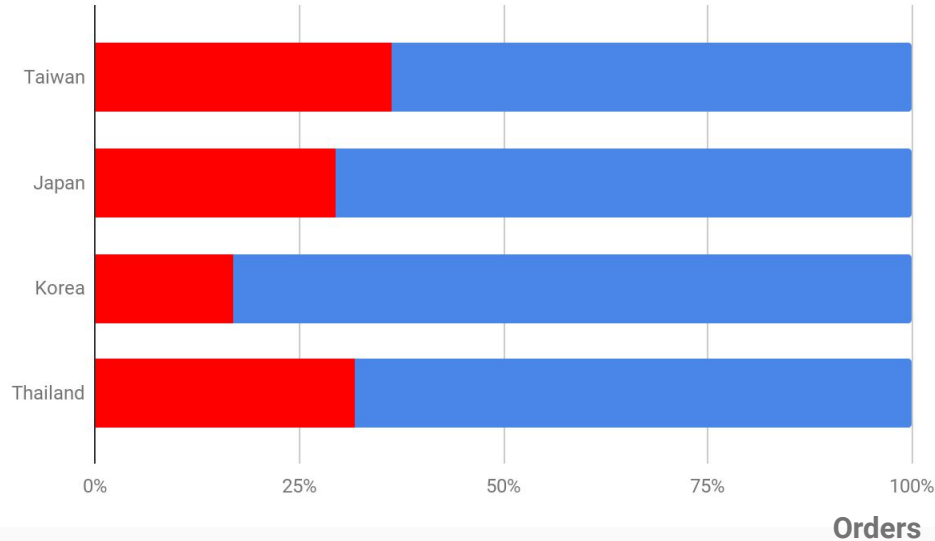
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# % of Orders apply the cancellation policy

Destination

Fee applied 100% Refund



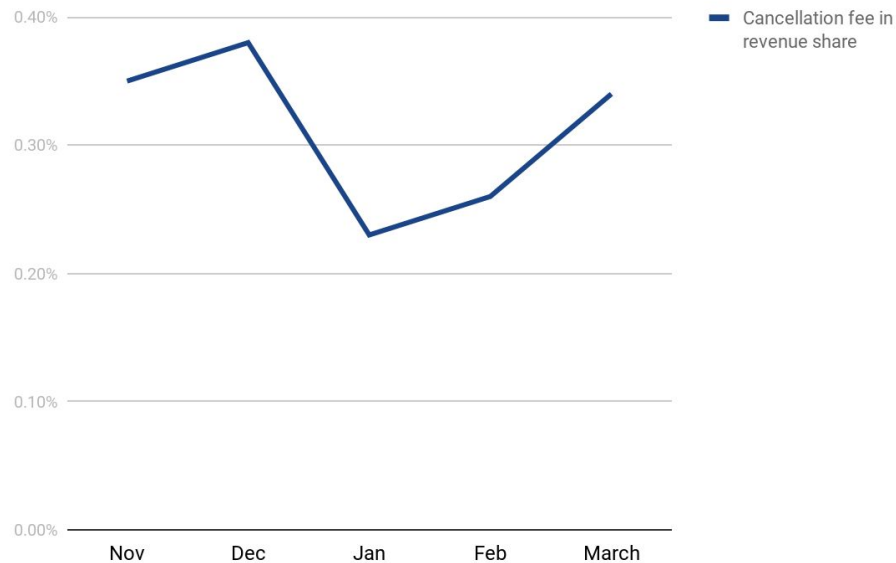
Over **70%** of orders could apply for a 100% refund.

# Dive deeper

What's the status of the order cancellation on AsiaYo?

1. How did the host behavior on cancellation policy?
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3. **What's the cost of waive the cancellation fee?AsiaYo?**

# The impact on the revenue

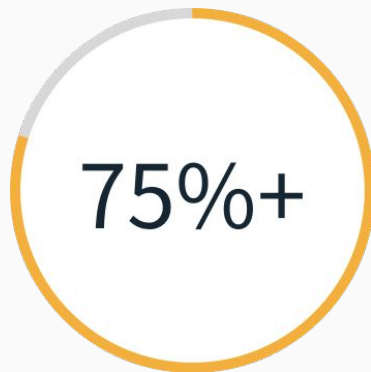


The revenue share from the cancellation fee was only **0.4%** below.

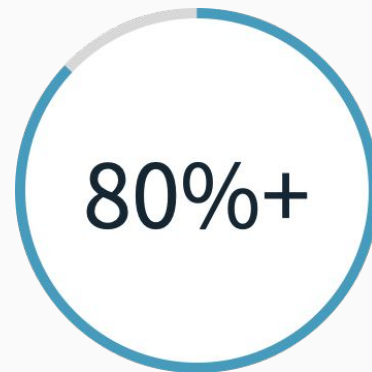


# What we found and learn so far?

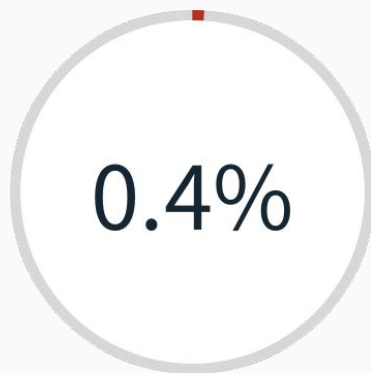
1. Most of the host would like to have more time to manage order and incoming guests.
2. **60%-80%** of the user would like to plan, and book stays at least **14-30** days early.
3. The cancellation fee had a **low revenue share**, but it cost us the most valuable staff time and effort to manage it.
4. Most of the customer couldn't understand and leave a bad review to **complain** about the **cancel policy**.



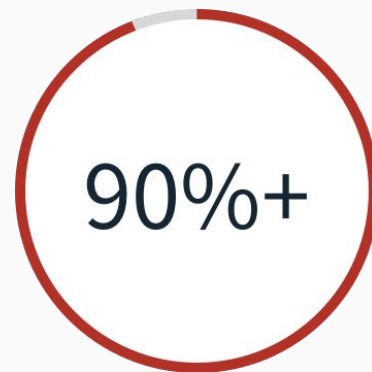
Over **75%** of Hosts could apply free cancellation before 14 days booking order.



Over **80%** of Customers would book order before 14 days.



The revenue share from the cancellation fee was only **0.4%** below.



Over **90%** of Customers complain about the strict policy.

## How might we :

- Help the user to understand the new cancellation policy?
- Increasing the user interest to take further action?
- Help user to know the relation between cancel policy and their desired date?
- Help user could tracking their order to align with the cancellation policy.

## As a user (Consumer)

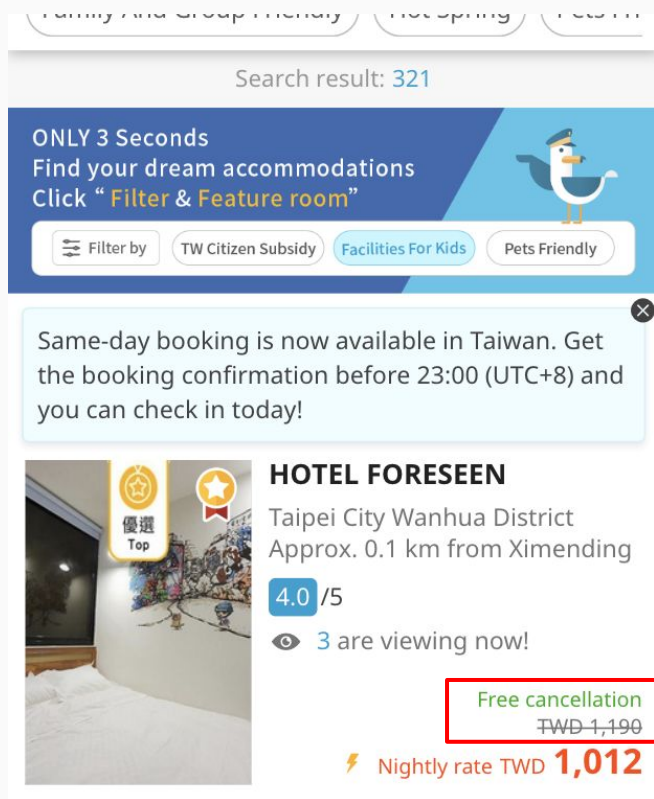
- I want to know when and how can I apply free cancellation?
- I want to know which hotel/vacation rental is available for free cancellation during my stays?
- I want to know how many days left could apply free cancellation?
- I want to know clearly about how many cancellation fees I would be charged by the order?

# Booking process of the Consumer and measurement



Section	Feature	Ease of implementation	impact	Key Metric
<b>Browsing</b>	Feature label	Low	High	user engagement time, CVR, CTR, NPS
<b>Compare</b>	Feature label, Cancel policy visualization, Display time zone realignment	High	High	% rate errors, CVR, CTR, NPS, # of CS Ticket
<b>Action</b>	Feature label, Display time zone realignment	Medium	High	% rate errors, NPS, CVR, # of CS Ticket
<b>Post order</b>	Feature label, Cancel policy visualization, Display time zone realignment	High	High	% rate errors, NPS, # of CS Ticket, # of cancel order

# Solution



## List Page

When the user inputs their period of stays, we would mapping the cancellation policy of each property then calculate the exact date and time without sacrificing page loading time.



# Solution

Double room with view | no pick  
room

 Sleeps : 2

 Private room

 Non-smoking room

 17m<sup>2</sup>

 Private bathroom

 Double bed

[See room details](#)

Rooms

- 1 +

Nightly Rate 

15% off ~~TWD 1,190~~

TWD 1,012

**TWD 2,024** / 2 nights  
1 room / 2 guests

 Book

You will not be charged until your booking is  
confirmed

Free cancellation until 2019-10-01, 23:59  
(your time zone: UTC+8)

## View Page

We want to raise the sense of security and remind the user they could change their mind anytime before the due date.

Furthermore, we had realigned the display time to the user time zone



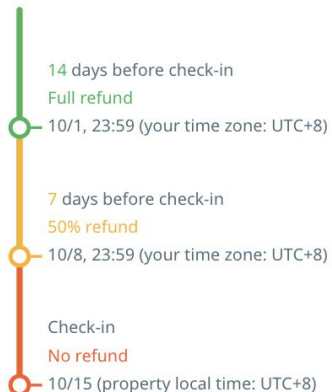
# Solution

## Conservative Cancellation Policy

Guests who cancel the booking **14** days prior to check-in day are eligible for **100%** refund of amount paid from the host.

Guests who cancel the booking **7 - 13** days prior to check-in day are eligible for **50%** refund of amount paid from the host.

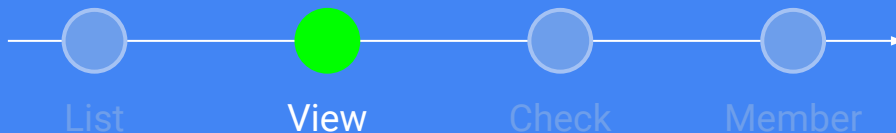
Guests who cancel the booking **1 - 6** days prior, or do not show up on check-in day are not eligible for a refund from the host.



## View Page

We also enhanced the cancel policy with a visualized timeline.

It would also change to a different policy accordingly when the user changing their criteria dynamically.



# Solution

## Important

- ☐ I've read and agree with the house rules, check in/out times, and will be liable for any loss or damages caused by me.
- ☐ I have read and agree with the [terms of service](#) and cancellation policy, and I declare that I am at least 20 years of age.

Free cancellation until 2019-10-01, 23:59  
(your time zone: UTC+8)

Previous

Don't worry, you will not be charged until your booking is confirmed.

Pay in TWD 2,024  
[View booking details](#)

Payment

## Check Page

We want to emphasize this is a stress-free order at the last step to push the willing of the purchase further.

Since we don't want disturbing when user is filling the required check-in information.





# Solution

責提供交易平台服務，不會對該合同的任何條款承擔任何直接或間接責任或義務。

入住前 30 日  
不收取任何房費

3/21, 23:59 前 (您所在的時區: UTC+8)

入住前 7 日  
退款 50% 房費

4/13, 23:59 前 (您所在的時區: UTC+8)

入住  
不提供退款

4/20 (旅宿當地時區: UTC+9)

☐ 我因個人因素不克前往，且同意取消訂房。

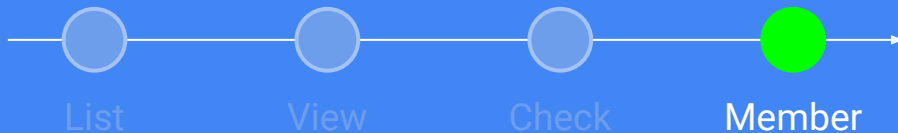
填寫取消理由

修改訂房

入住三天前皆有一次的變更申請機會

## Member Page

We not only implement the same design on the member page but also redesign the cancel order process to decrease the rate of human error.



# The user need to find critical information on the sight.



**格調花寓**  
花蓮縣花蓮市  
距離 東大門夜市約0.9...

**很棒** 5/5

👁 目前 **3** 人瀏覽中  
最低起價TWD **2770**



**Papersun Hotel**  
Taipei City Shilin District  
Approx. 0.3 km from Shilin MRT Station

**5.0** /5

👁 (53)  
👁 2 are viewing now!

Free cancellation  
Nightly rate TWD **2,860**

## Before

Low contrast and a bad IA led to low readability.

## After

Enhance contrast and realign the property info and price info

# The user need to find critical information on the sight.

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**Before**

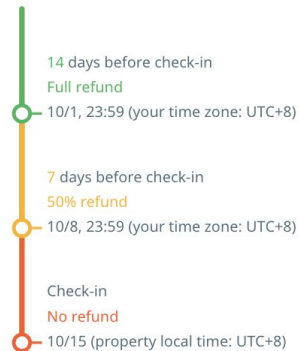
Hard to find the info that related to the order.

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**After**

Highlight the timestamp with colors alongside the timeline.

## Feedback from Users

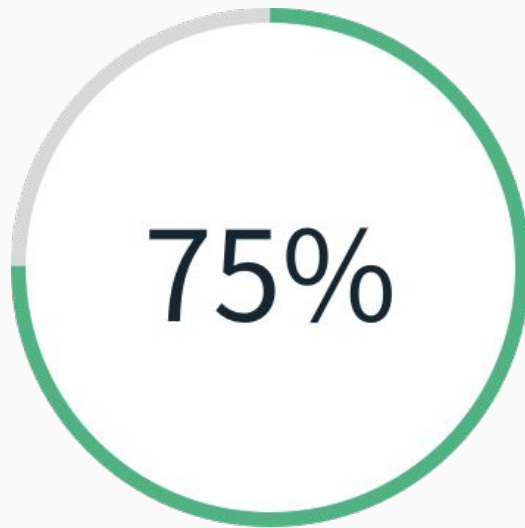
It was more clear than before.

It's really useful to see the exact cancel date and time.

It saves me lots of time in exchanging the local time zone.

It's pretty handy for the new looks of the bar chart.

It's more straightforward to understand.



**Three fourths of customers give positive feedback for the new features.**

Collected from Zendesk Support & Customer Service.

# The Impact

The new policy and design get a positive feedback when it rollout.

Although the number of cancel order has slightly increased, but we found the order rejection rate has significantly improved which means we not only optimized the user booking experience but also decreased the cost of the operation.

We still have lots of room would improve user engagement of the booking process.

- The total CVR increased by **17%**.  
(List -> View -> Check page)
- Negative reviews related to canceling policy decreased by **80%**.
- Amount of orders increased by **3%**
- CS/FA issue rate decreased by **33%**

Thank you!