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:

1. Explore
2. Plan & Immerse
3. Take action
4. 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.
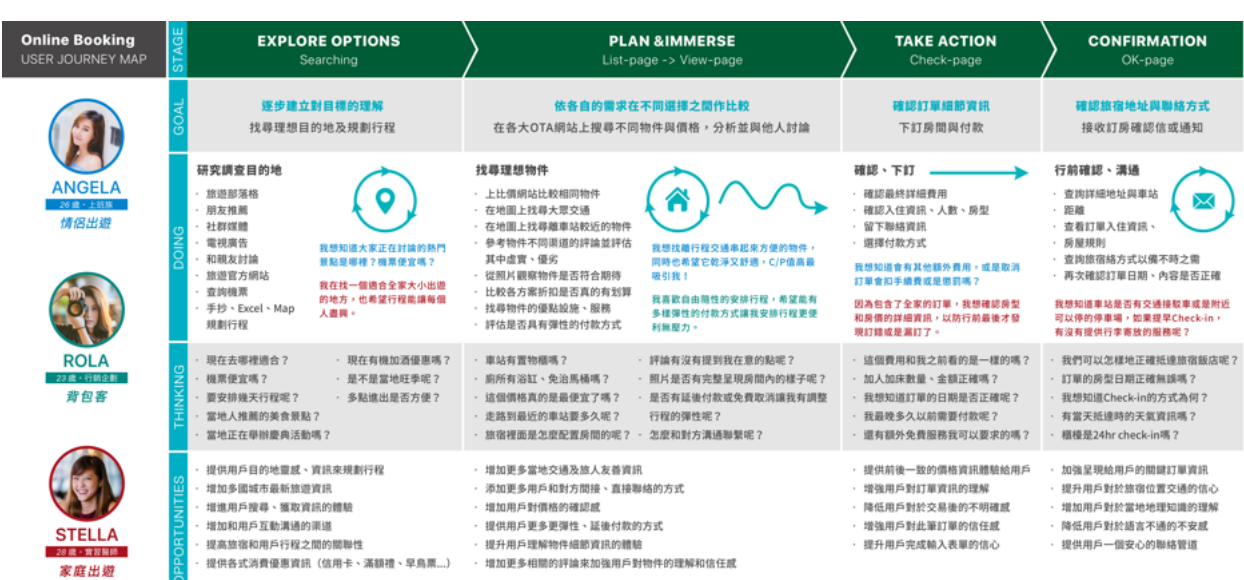
—User journey map—

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 principles 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 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.