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.

Before we going further into the details...

Needs
(Customer, Inner staff)

Business
(Executives)

Supply
(Stakeholders, BD)
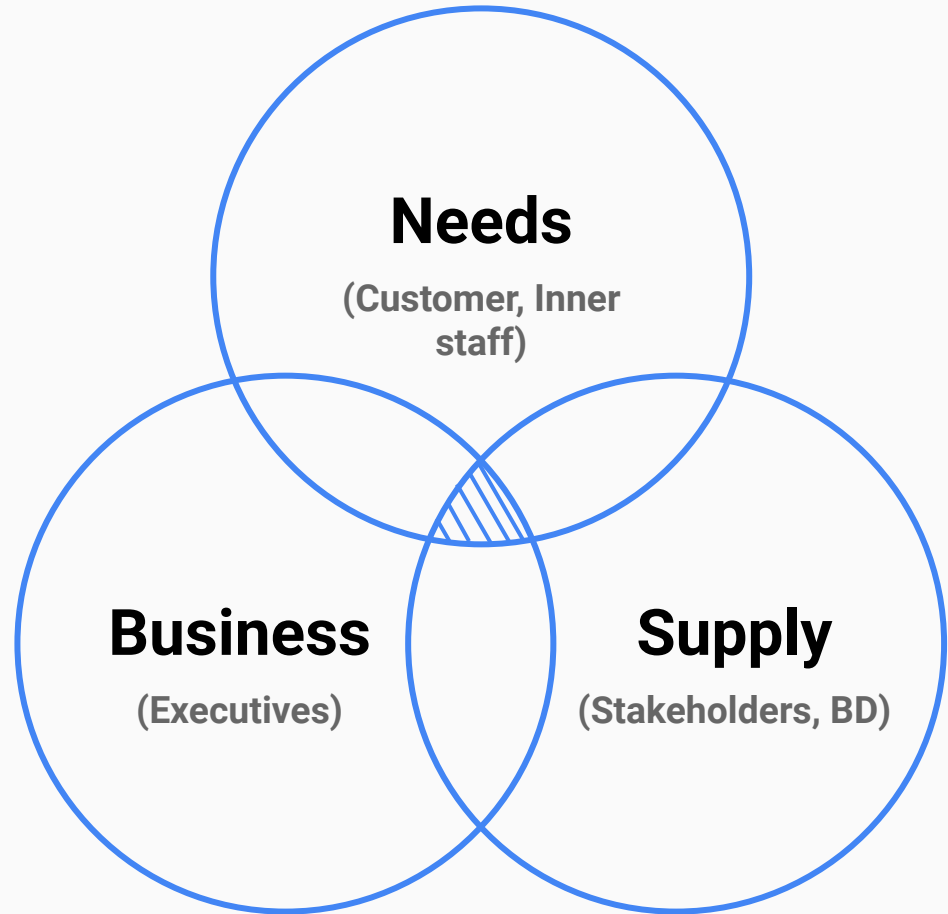
Accelerate the decision process

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.
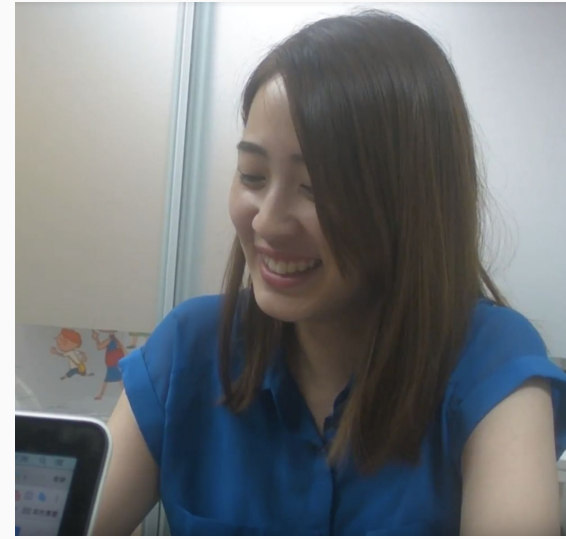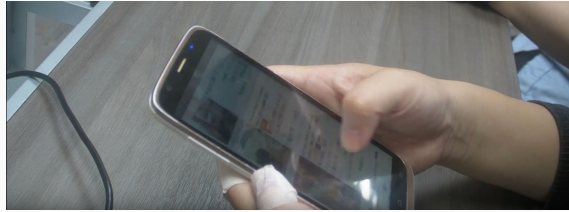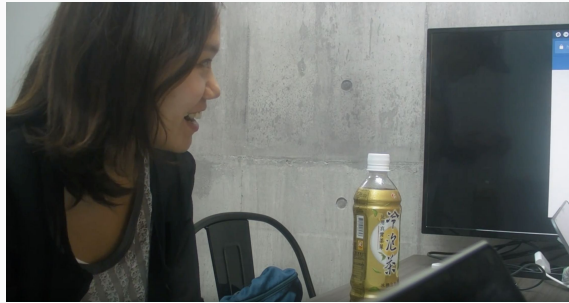
Reducing the Friction

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 behavior.

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

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.

PERSONA・情侶出遊
ANGELA
26 歲・上班族

PERSONA・背包客
ROLA
23 歲・行銷企劃

PERSONA・家庭出遊
STELLA
28 歲・實習醫師

Couple

Backpacker

Family

Online Booking USER JOURNEY MAP

	EXPLORE OPTIONS Searching	PLAN &IMMERSE List-page -> View-page	TAKE ACTION Check-page	CONFIRMATION OK-page
GOAL	逐步建立對目標的理解 找尋理想目的地及規劃行程	依各自的需求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	確認旅宿地址與聯絡方式 接收訂房確認信或通知
DOING	研究調查目的地 · 旅遊部落格 · 朋友推薦 · 社群媒體 · 電視廣告 · 和親友討論 · 旅遊官方網站 · 查詢機票 · 手抄、Excel、Map 規劃行程 我想知道大家正在討論的熱門景點是哪裡？機票便宜嗎？ 我在找一個適合全家大小出遊的地方，也希望行程能讓每個人盡興。	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 · 參考物件不同渠道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 · 比較各方案折扣是否真的有划算 · 找尋物件的優點設施、服務 · 評估是否具有彈性的付款方式 我想找離行程交通串起來方便的物件，同時也希望它乾淨又舒適，C/P值最高吸引我！ 我喜歡自由隨性的安排行程，希望能有多樣彈性的付款方式讓我安排行程更便利無壓力。	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 我想知道會有其他額外費用，或是取消訂單會扣手續費或是懲罰嗎？ 因為包含了全家的訂單，我想確認房型和房價的詳細資訊，以防行前最後才發現訂錯或是漏訂了。	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、 · 房屋規則 · 查詢旅宿絡方式以備不時之需 · 再次確認訂單日期、內容是否正確 我想知道車站是否有交通接駁車或是附近可以停的停車場，如果提早Check-in，有沒有提供行李寄放的服務呢？
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？ · 當地正在舉辦慶典活動嗎？ · 現在有機加酒優惠嗎？ · 是不是當地旺季呢？ · 多點進出是否方便？	· 車站有置物櫃嗎？ · 廁所有浴缸、免治馬桶嗎？ · 這個價格真的是最便宜了嗎？ · 走路到最近的車站要多久呢？ · 旅宿裡面是怎麼配置房間的呢？ · 評論有沒有提到我在意的點呢？ · 照片是否有完整呈現房間內的樣子呢？ · 是否有延後付款或免費取消讓我有調整行程的彈性呢？ · 怎麼和對方溝通聯繫呢？	· 這個費用和我之前看的是一樣的嗎？ · 加人加床數量、金額正確嗎？ · 我想知道訂單的日期是否正確呢？ · 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宿飯店呢？ · 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？
OPPORTUNITIES	· 提供用戶目的地靈感、資訊來規劃行程 · 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 · 提高旅宿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 · 添加更多用戶和對方間接、直接聯絡的方式 · 增加用戶對價格的確認感 · 提供用戶更多更彈性、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	· 提供前後一致的價格資訊體驗給用戶 · 增強用戶對訂單資訊的理解 · 降低用戶對於交易後的不明確感 · 增強用戶對此筆訂單的信任感 · 提升用戶完成輸入表單的信心	· 加強呈現給用戶的關鍵訂單資訊 · 提升用戶對於旅宿位置交通的信心 · 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

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26 歲 · 上班族
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背包客

STELLA
28 歲 · 實習醫師
家庭出遊

The major blocker for the consumer.

The User Journey Map

Can't tell a selling point

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

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

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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.

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.**

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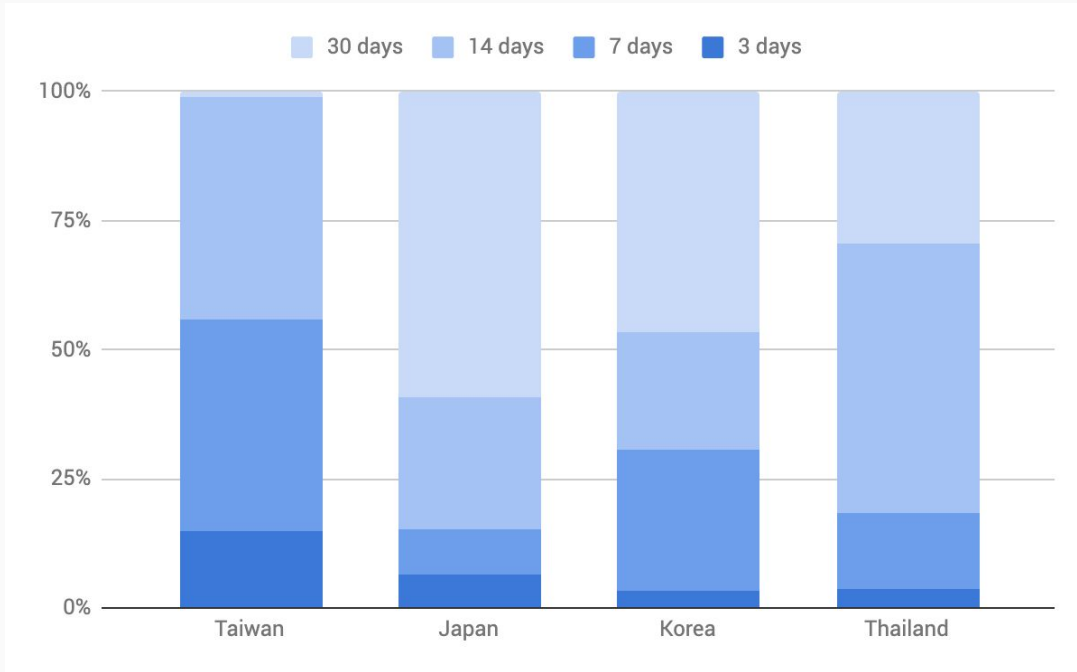   a. Cancel before **30** days would charge a **5% service fee**.

AsiaYo Refund Process
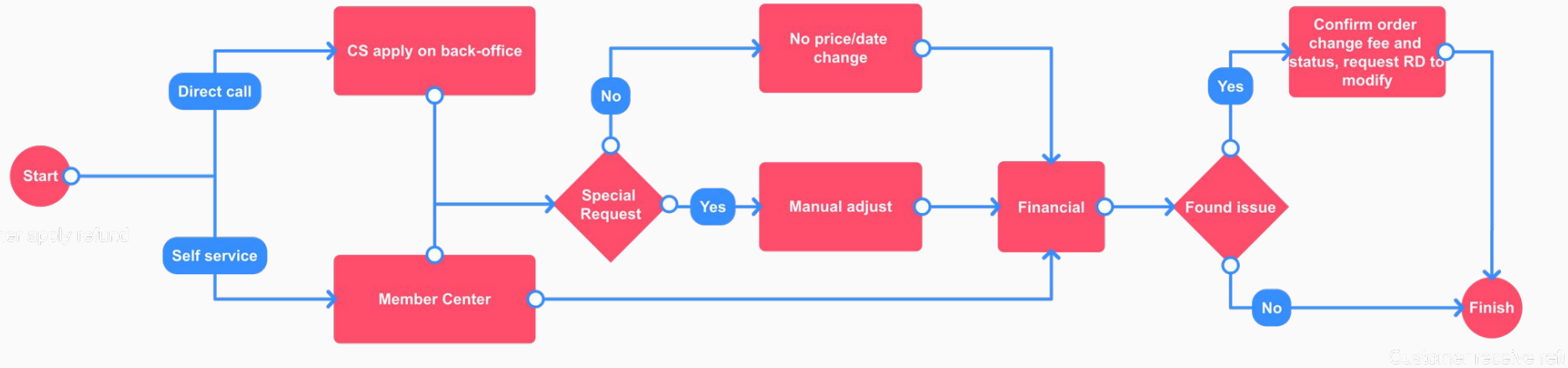
Main Actor: Customer, Host, CS, FA, RD

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

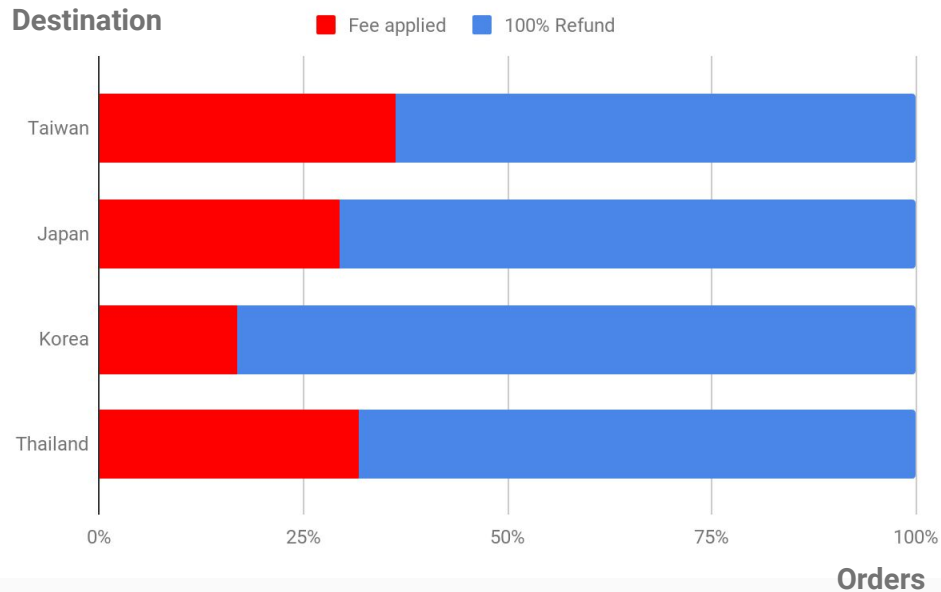Taiwan has the **Highest** tolerance on cancellation policy, and Japan has the **Lowest**.
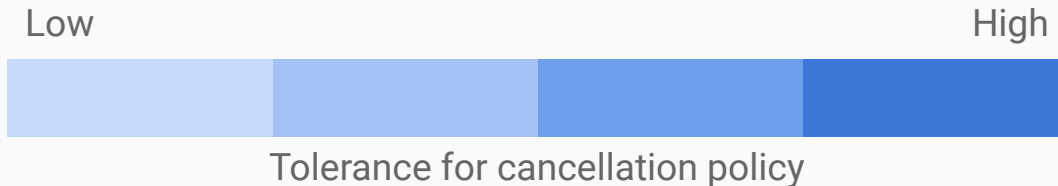
Dive deeper

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% of Orders apply the cancellation policy

Destination

Fee applied ■ 100% Refund ■

Taiwan

Japan

Korea

Thailand

0%   25%   50%   75%   100%

Orders

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

Dive deeper

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

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2. What's the user behavior on booking orders?

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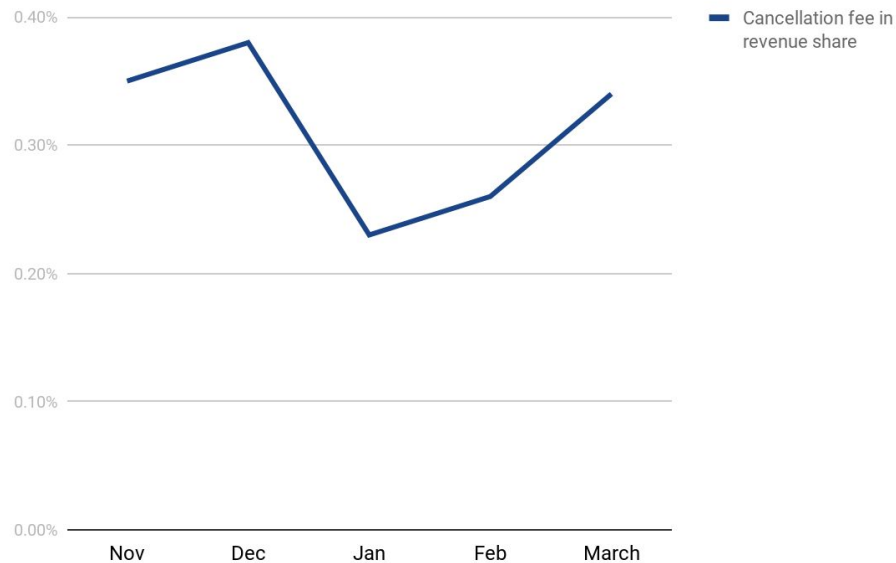
The revenue share from the cancellation fee was only **0.4%** below.

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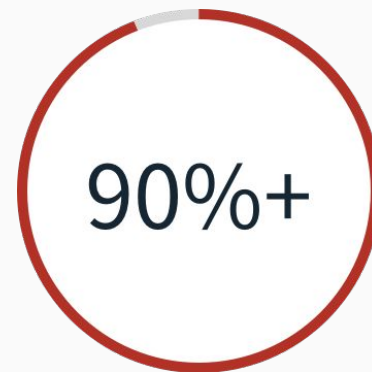
75%+
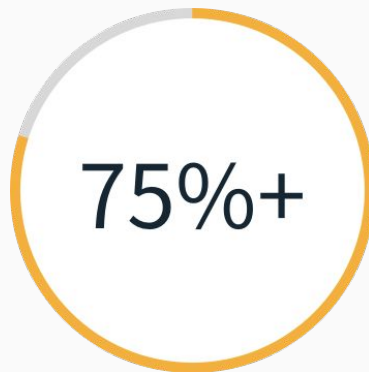
Over **75%** of Hosts could apply free cancellation before 14 days booking order.

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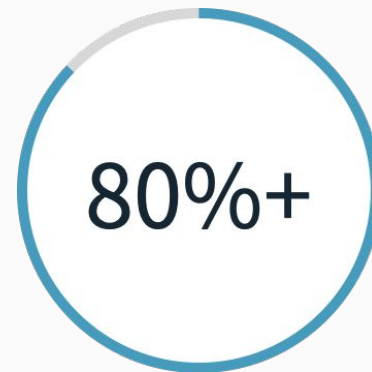
Over **80%** of Customers would book order before 14 days.

0.4%

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

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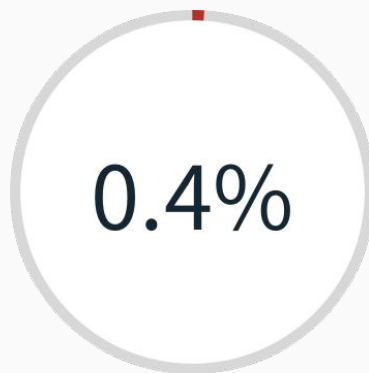
Over **90%** of Customers complain about the strict policy.

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

| Pre-booking | Browsing | Compare | Action | Post order |

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

Solution
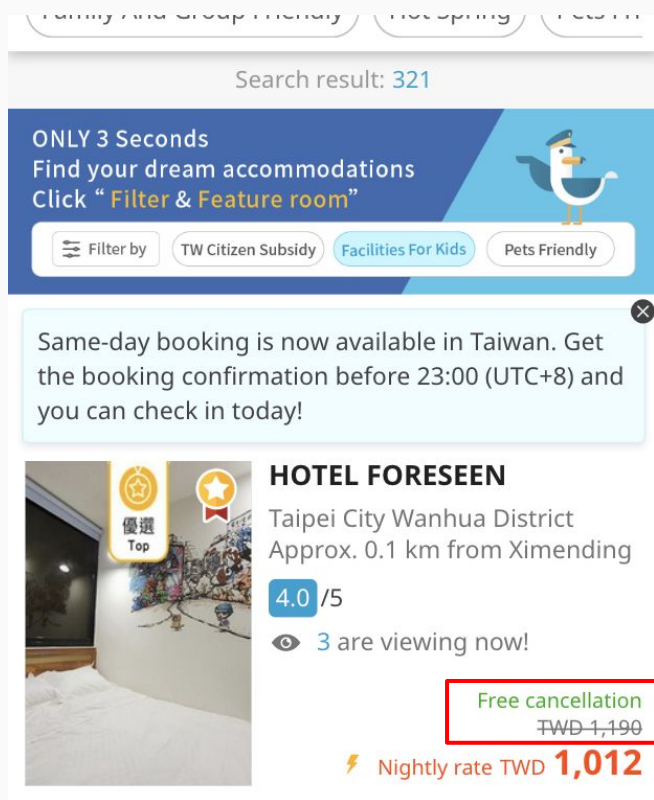
List Page

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.

List   View   Check   Member
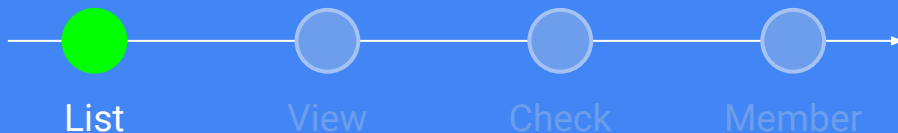
Solution

Double room with view | no pick room

👤 Sleeps : 2

🚪 Private room   🚭 Non-smoking room

🛏 17m²   🚿 Private bathroom

🛏 Double bed

See room details

Rooms   − 1 +

Nightly Rate ❓   **15% off** ~~TWD 1,190~~
                                    TWD 1,012

TWD 2,024 / 2 nights   ⚡ Book
1 room / 2 guests

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.

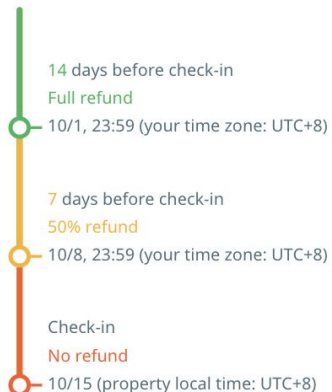Furthermore, we had realigned the display time to the user time zone

List   View   Check   Member

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.

14 days before check-in
Full refund
10/1, 23:59 (your time zone: UTC+8)

7 days before check-in
50% refund
10/8, 23:59 (your time zone: UTC+8)

Check-in
No refund
10/15 (property local time: UTC+8)

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.

List   View   Check   Member

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 emphasis 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.

List — View — Check — Member

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.

List   View   Check   Member

The user need to find critical information on the sight.

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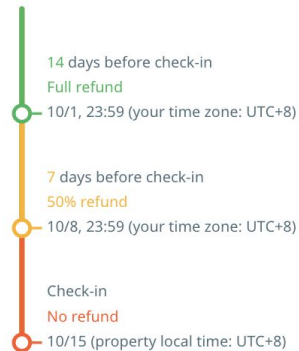2. 若取消/變更預訂並產生退款時，須支付 已付總房費(扣除優惠折扣後)的3% 做為取消手續費(包含行政處理費、退款手續費與匯兌費用等)。

Before

Hard to find the info that related to the order.

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.

14 days before check-in
Full refund
10/1, 23:59 (your time zone: UTC+8)

7 days before check-in
50% refund
10/8, 23:59 (your time zone: UTC+8)

Check-in
No refund
10/15 (property local time: UTC+8)

After

Highlight the timestamp with colors alongside the timeline.
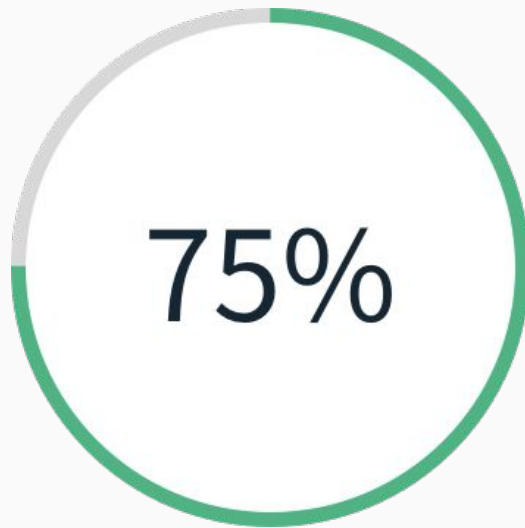
Feedback from Users

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 feature of the bar chart.

It's more straightforward to understand.

75%

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

Collected from Zendesk Support center & 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!