

How to Strengthen the Customer engagement

Henry Chen



Henry Chen

Product Designer / Design Producer

- Has 12 years of design experience with broad aspects.
- Experienced in helping the organization with digital transformation.
- Good at transforming high-level business strategies into a practical action plan.
- Excellent in organizing design workflow to coordinate the cross-function operation.

Explore 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.

Discover to Design Work

Empathize	Define	Ideate	Prototype	Test
Understand what customers need	Construct Point of View based on the needs identified	Come up with creative solutions	Build the solutions into visible/tangible representations	Test the prototype

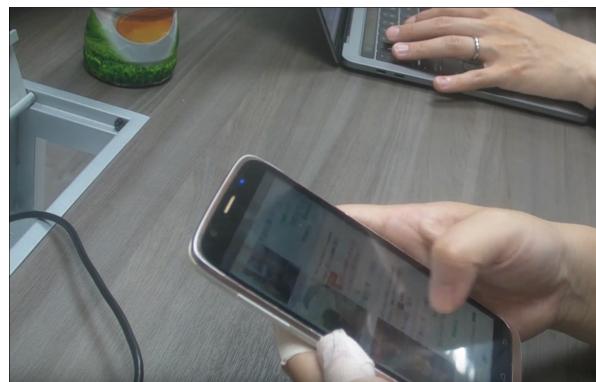
RESEARCH

Empathize Define Ideate Prototype Test

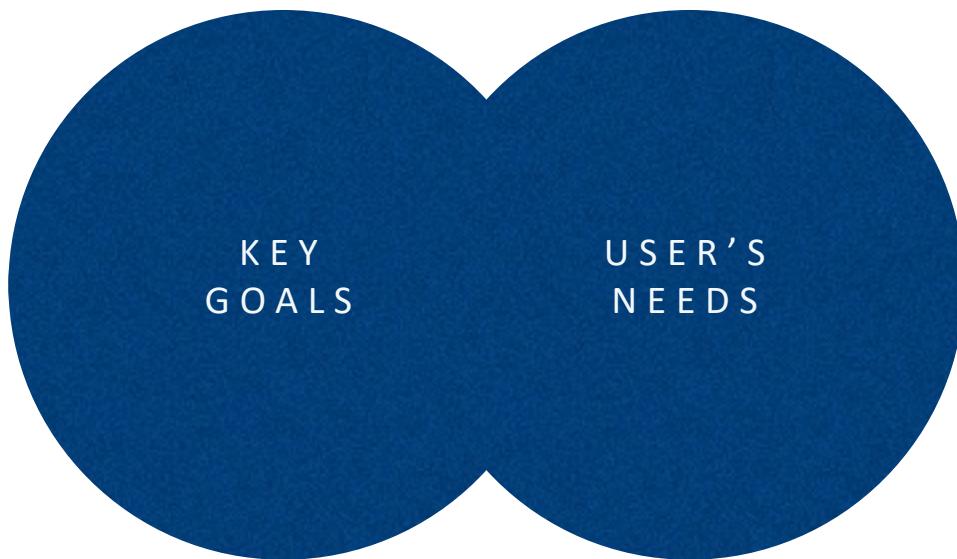
Understand what customers need

Goal

1. Learn user behavior and decision process.
2. Understand the difficulty user faced and the alternative they used.
3. Discover how competitors engage and what user like about them.
4. Find any potentially improved the opportunity for our product.



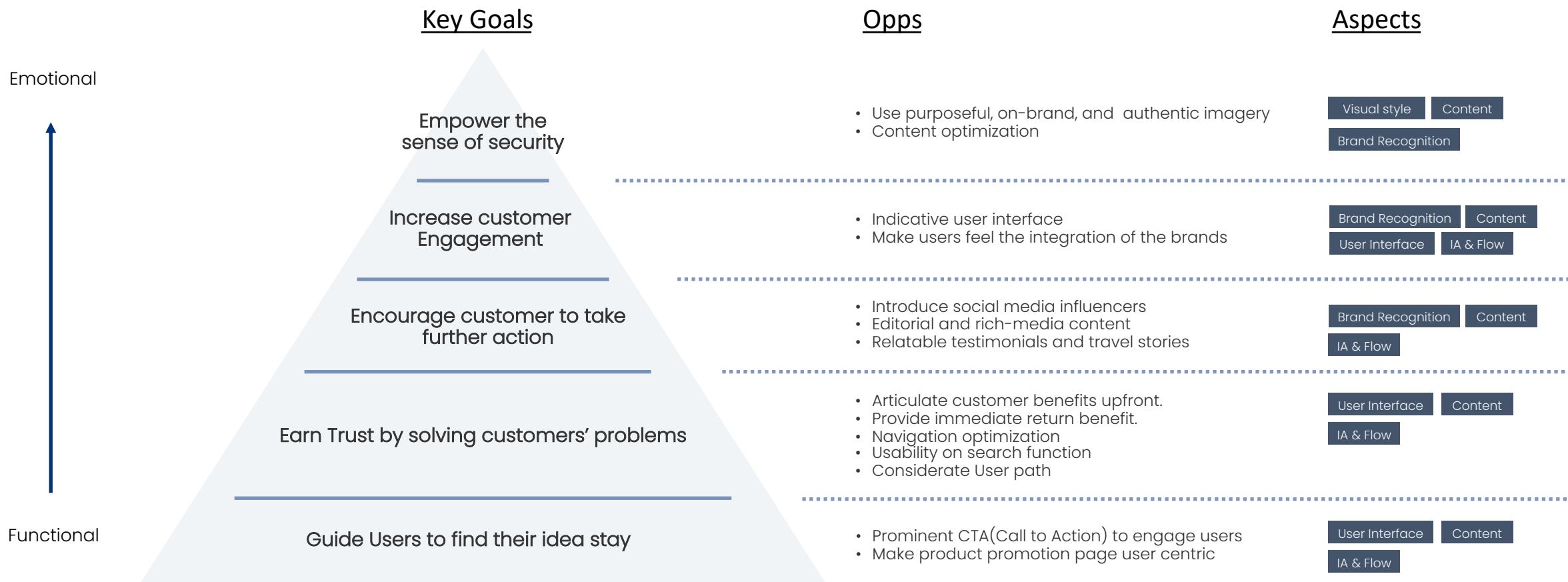
Focus on the optimization of the digital journey touchpoint, achieve key goals while meeting user needs



5 Aspects to Review

- Visual style
- Brand Recognition
- User Interface (UI)
- Information architecture and flow
- Content

Construct Point of View based on the needs identified



ANALYSIS

Empathize Define Ideate Prototype Test

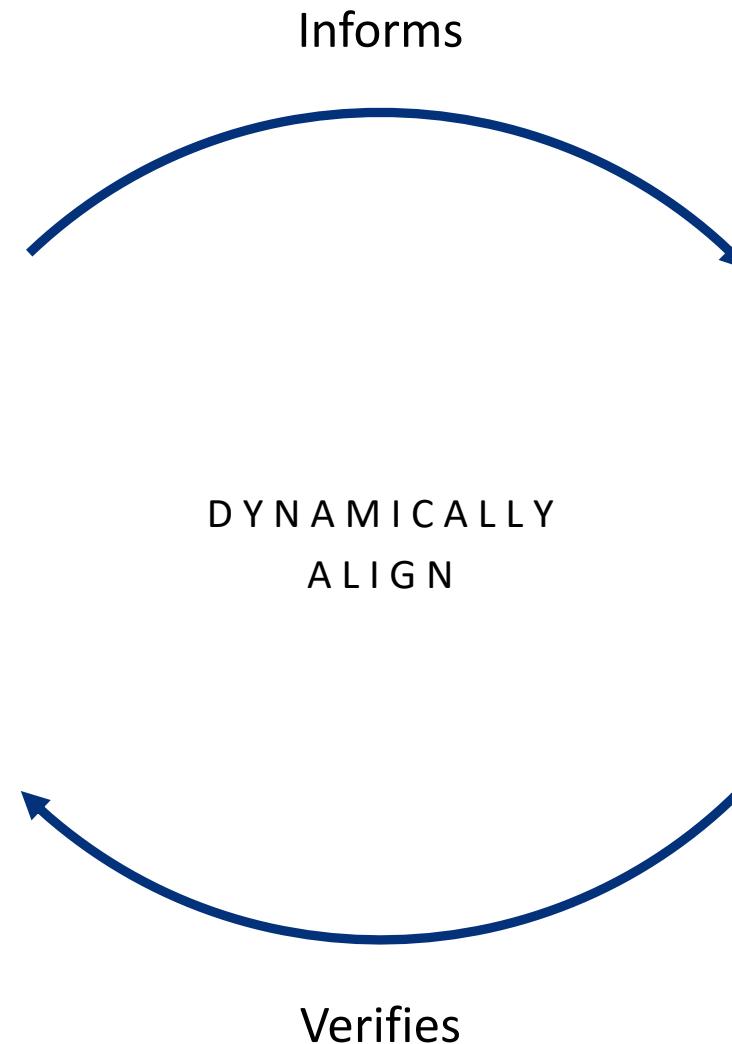
The way of working

Strategy

- Needs discovery
- Analysis & Reframe
- UX & Service strategies

Design

- Concept & Storytelling
- Design Creation
- Prototypes for Communications



ANALYSIS

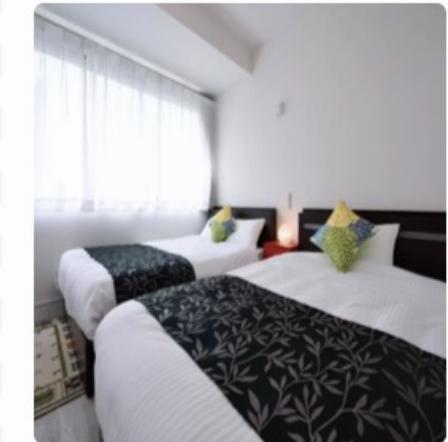
Empathize Define Ideate Prototype Test

Guide Users to find their idea stay

User Interface Content IA & Flow

Status Quo

User is not familiar with the content also can't tell the selling point of this property. And they couldn't feel the benefit from the limited information.



格調花寓

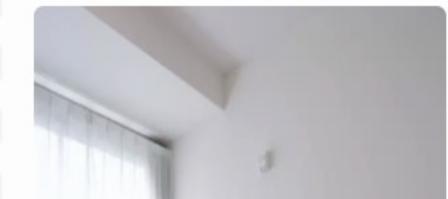
花蓮縣花蓮市

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...

ANALYSIS

Empathize Define Ideate Prototype Test

Encourage customer to take further action

Brand Recognition Content IA & Flow

Status Quo

User feels confused with related info allocated at different places.
Further, the call to action message is not strong enough.



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

ANALYSIS

Empathize Define Ideate Prototype Test

Increase customer Engagement

Brand Recognition User Interface Content IA & Flow

Status Quo

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

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。

於入住日期14日(含)前取消訂房，得請求旅宿主人退還100%已付總房費，但需收取手續費。

(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”)。

於入住日期1-6日取消訂房或怠於通知者，旅宿主人得收取100%已付總房費。

退款相關資訊

- 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。

- 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)。

ANALYSIS

Empathize Define Ideate Prototype Test

Empower the sense of security

Brand Recognition Visual Style Content

Status Quo

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

請注意！本旅宿無法提供發票或收據。

退訂政策

1. 於入住日期14日(含)前取消訂房，得請求旅宿主人退還100%已付總房費，但需收取手續費。
2. 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。
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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。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。

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

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

請詳閱並勾選同意旅宿注意事項

申請訂房

ANALYSIS

Empathize Define Ideate Prototype Test

Earn Trust by solving customers' problems

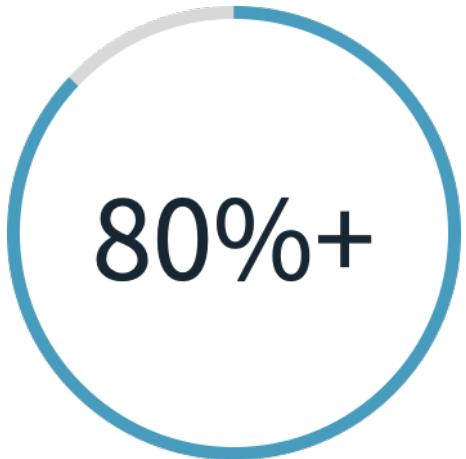
User Interface Content IA & Flow

Status Quo

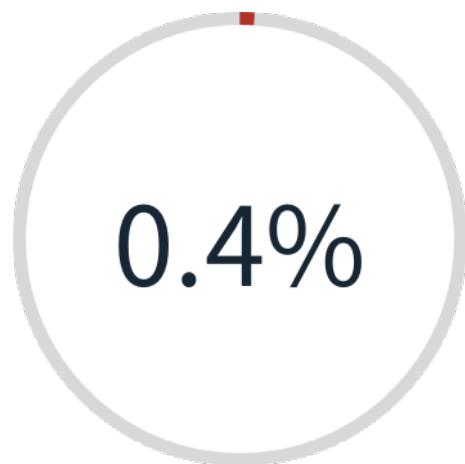
Most of the users would like to select 3~5 different stays that match their needs. Then reserve 1~2 options after a round of comparison. But AsiaYo would charge 3% of the room rate for canceling or changing the order fee. This fee would execute no matter how early the order executes.



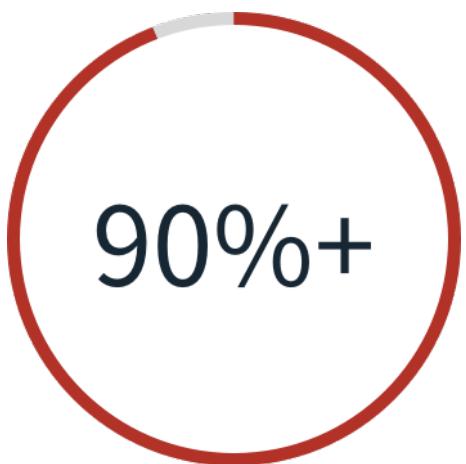
Over **75%** of Hosts could apply free cancellation before 14 days booking order.



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.

Building Foundation of Customer cognition

Attribute

- Scenario
- Occupation
- User's quote
- Motivations
- Wants
- Evaluations
- Favorite brands

PERSONA · 情侶出遊 ANGELA 26 歲 · 上班族

MOTIVATIONS

- “會事前研究景點&交通 跟住宿距離”
- “被朋友推薦因而拿到 住房優惠”
- “喜歡有專屬 會員的優惠 折 扣”
- “常上比價網站 比價”
- “比較刷哪一家 信用卡較划算”
- “會因折扣數 大而考慮提 高原本預算”

WANTS

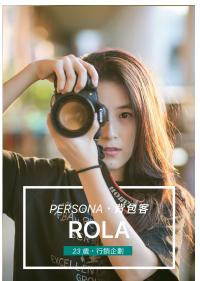
- 地點要離捷運近
- 房間要乾淨
- 要有獨立衛浴
- 床的尺寸不能太小
- 希望是景觀高樓層房間
- 禁菸房

EVALUATIONS

- 價格
- 評價分數/內容
- 飯店星級
- 照片
- 交通
- 廁所衛浴

FAVORITE BRANDS

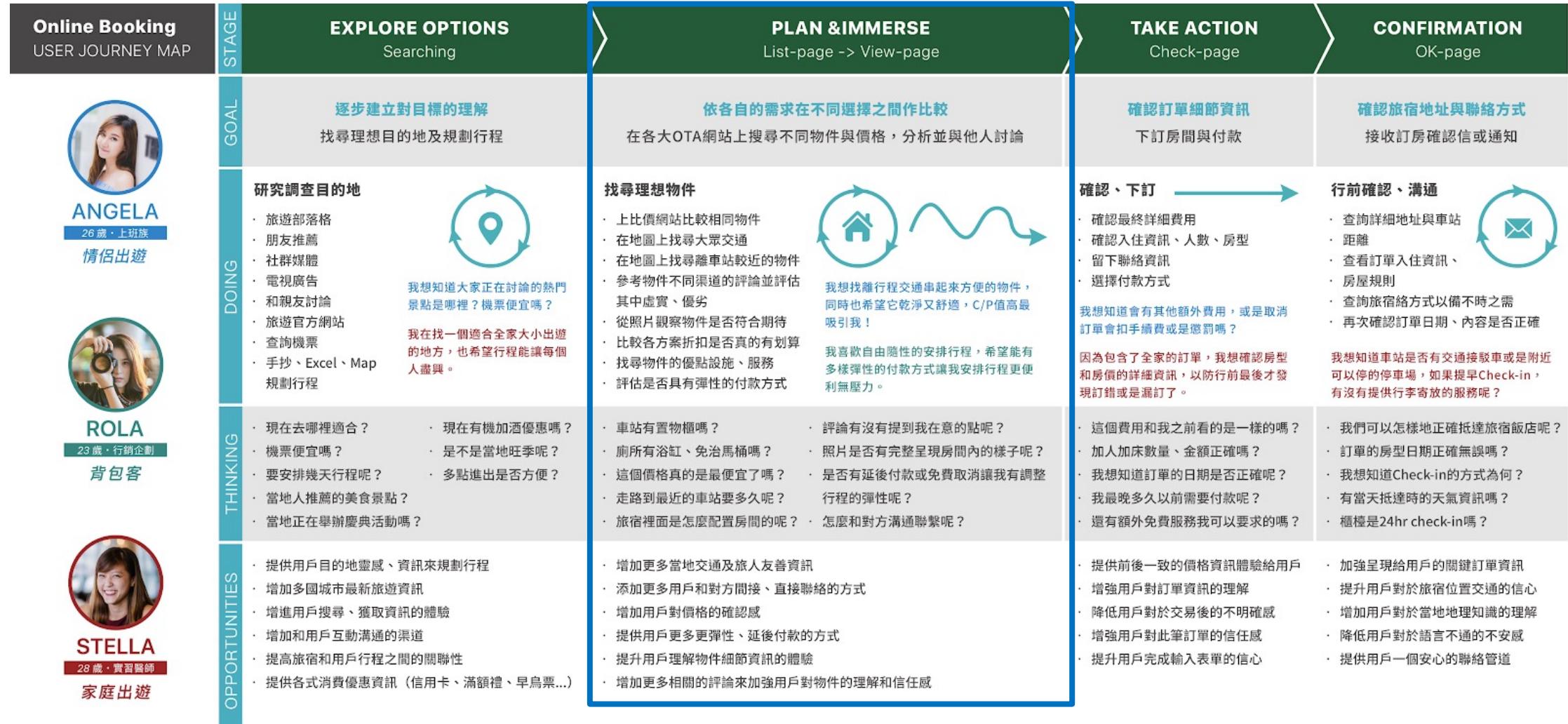
- Booking.com
- tripadvisor*
- Ctrip
- trivago
- Hotels.com



CONSENSUS

Empathize Define Ideate Prototype Test

Illustrate the user journey and identify opportunity



IMPLEMENT

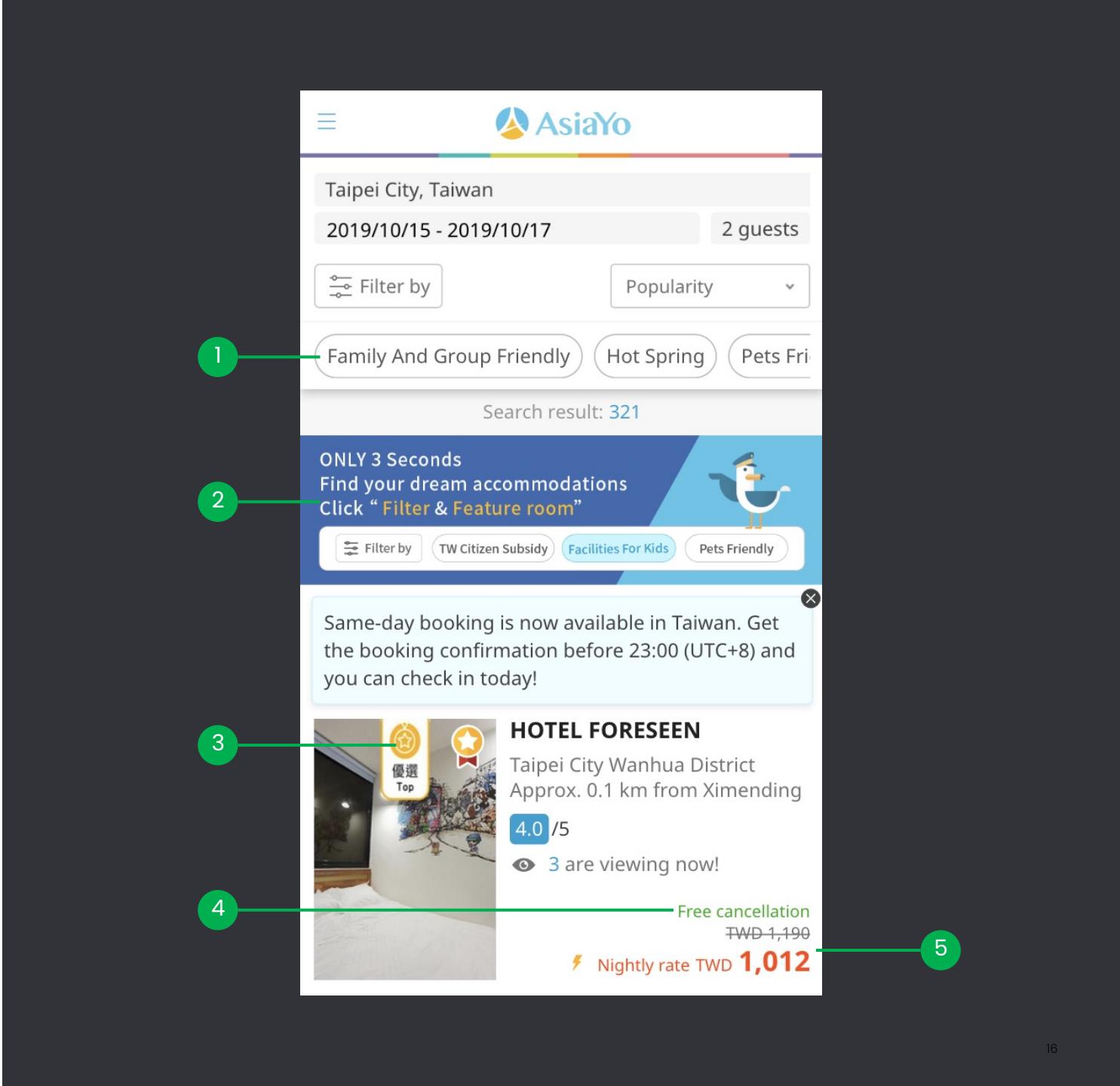
Empathize Define Ideate Prototype Test

Guide Users to find their idea stay

User Interface Content IA & Flow

Opportunity

1. Implement accommodation tags to promote the property and accelerate the result filtering.
2. Adding promotion banner for user onboarding.
3. Feature label for promoting accommodation.
4. Display free cancellation info to add the benefits of the property.
5. Enhance the visual of promotion rate.



IMPLEMENT

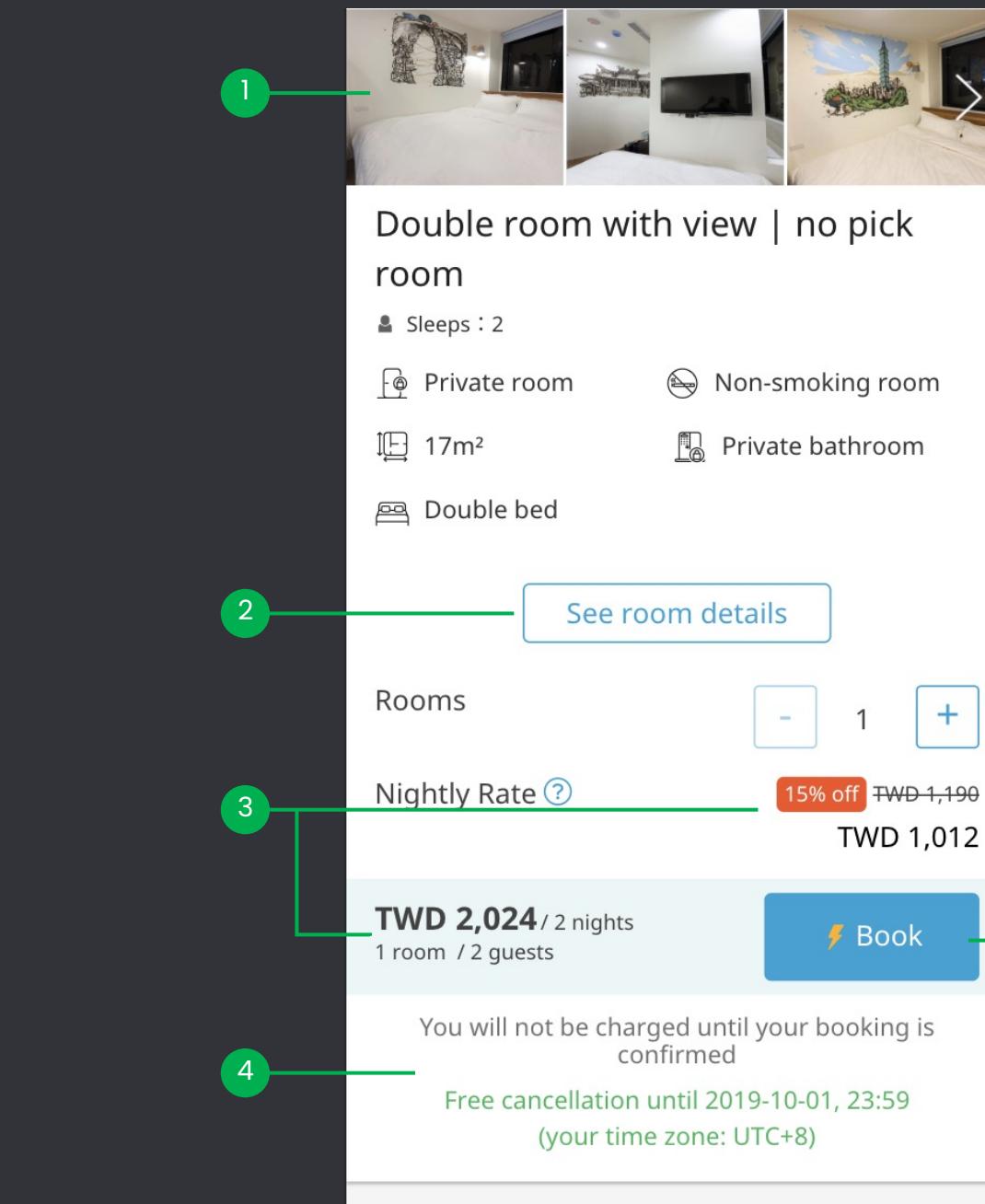
Empathize Define Ideate Prototype Test

Encourage customer to take further action

Brand Recognition Content IA & Flow

Opportunity

1. Add more photos and enable swipe for a better browsing experience.
2. Optimize the room detail CTA with clear white space and brand color.
3. Rearrange the IA for better readability between the nightly rate and total rate.
4. Enhance user confidence to take action to secure the inventory.
5. Display instant booking mark to show this property can confirm order right away.



IMPLEMENT

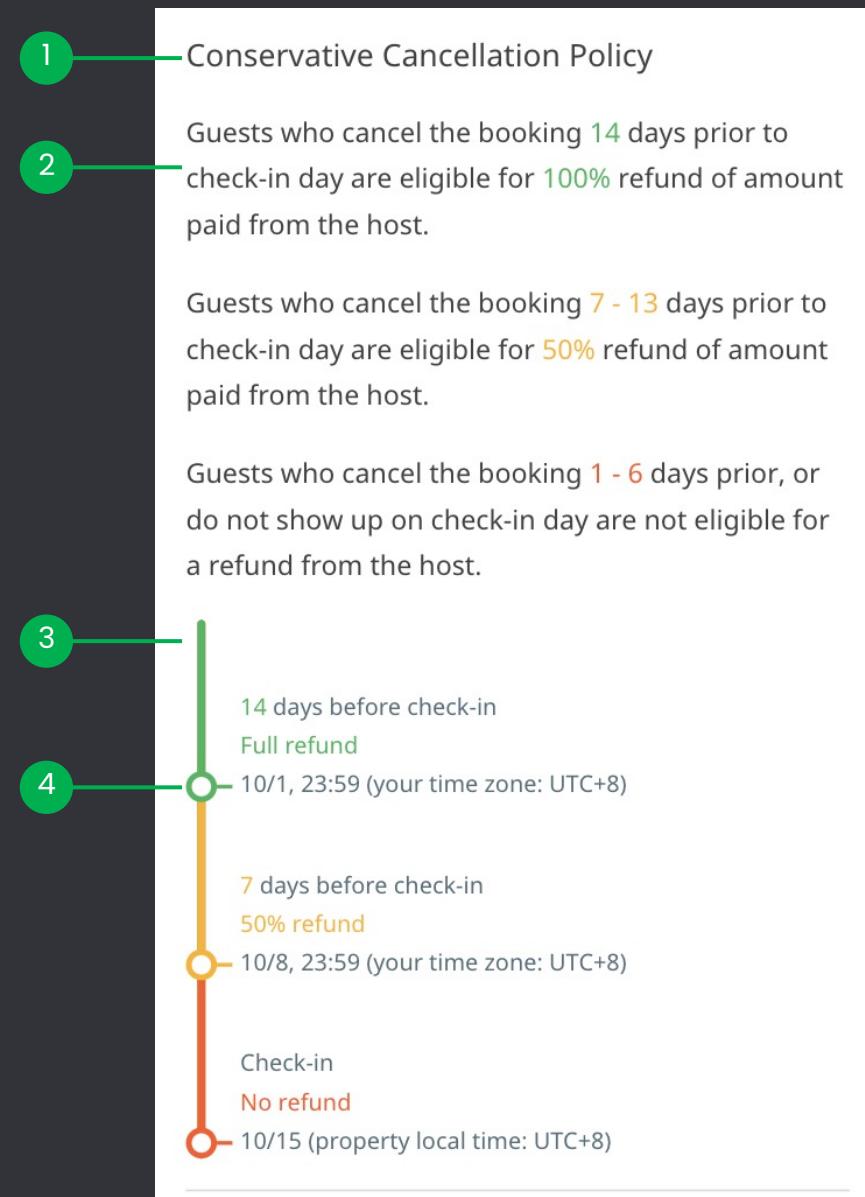
Empathize Define Ideate **Prototype** Test

Increase customer Engagement

Brand Recognition User Interface Content IA & Flow

Opportunity

1. Provide different levels of the cancellation policy for a more flexible itinerary.
2. Only display crucial information here and highlight with meaningful colors.
3. Utilize timeline to imply the direction of time and each of the status.
4. Synchronize the accommodation time zone to the user's time zone for better recognition of the travel plan.



IMPLEMENT

Empathize Define Ideate **Prototype** Test

Empower the sense of security

Brand Recognition Visual Style Content

Opportunity

1. Embed logo at the top and keep a design consistency of brand identity.
2. Given the primary order info at a glance like property name, room type, the number of guests, check-in/out date and total rate.
3. Show progress at the header to hint at the user's remaining steps to reduce uncertainty.
4. Provide free cancellation policy and date in details again for users to double-check the final deadline to cancel if needed.

Hôtel Le Hôme

1 room, Standard Double Room - No Window

1 guest, Basic Plan

1 night, 2022/04/29 (Fr) - 2022/04/30 (Sa)

Pay in TWD 2,028 [More details](#)

Estimated check-in time

We remind you to check-in (local time prevailing) at your earliest convenience. If you check-in after service hours, the host may not be able to immediately assist you with any problems you may encounter.

Select one

Number of guests : 1 guest / 1 room

Rooms : 1 guest

Adults
age 20+ - 1 +

Children - 0 +

Booking details

Guests 1 adult, 0 children

Basic Plan

Rooms 1

Recipe

Plan price TWD 7,800

Received Early-bird discount - TWD 5,772

Pay in **TWD 2,028**

Cancellation Policy

- 7 days before check-in **100% refund**
04/22, 23:59 (your time zone: UTC+8)
- 4 days before check-in **50% refund**
04/25, 23:59 (your time zone: UTC+8)
- Check-in **No refund**
04/29 (property local time: UTC+8)

IMPLEMENT

Empathize Define Ideate **Prototype** Test

Earn Trust by solving customers' problems

User Interface Content IA & Flow

Opportunity

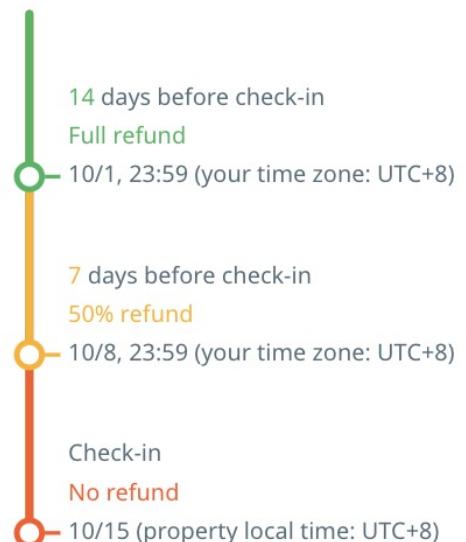
1. Most of the host would like to have more time to manage incoming order and guests.
2. **60%-80%** of the user would like to plan, and book stays at least **14-30** days early.
3. The cancellation fee had a low revenue share, but it cost us the most valuable staff time and effort to manage it.
4. Most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

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.

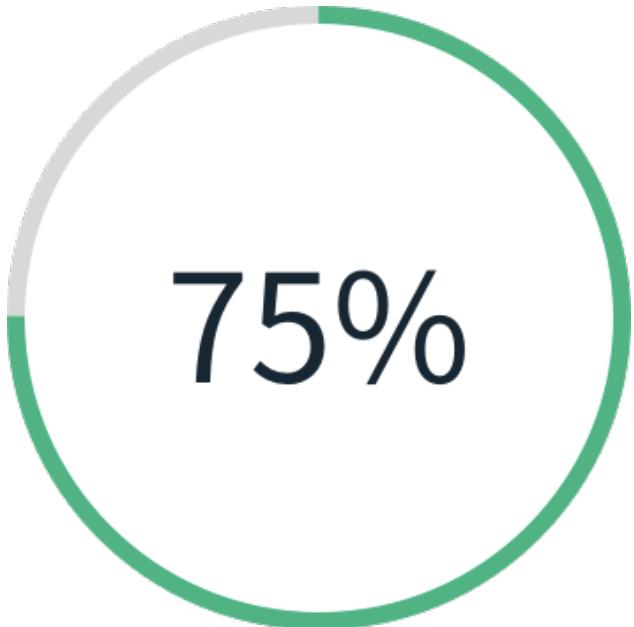
Guests who cancel the booking **7 - 13** days prior to check-in day are eligible for **50%** refund of amount paid from the host.

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.



IMPLEMENT

Empathize Define Ideate Prototype **Test**



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

Collected from Zendesk Support center & Customer Service.

The Impact

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

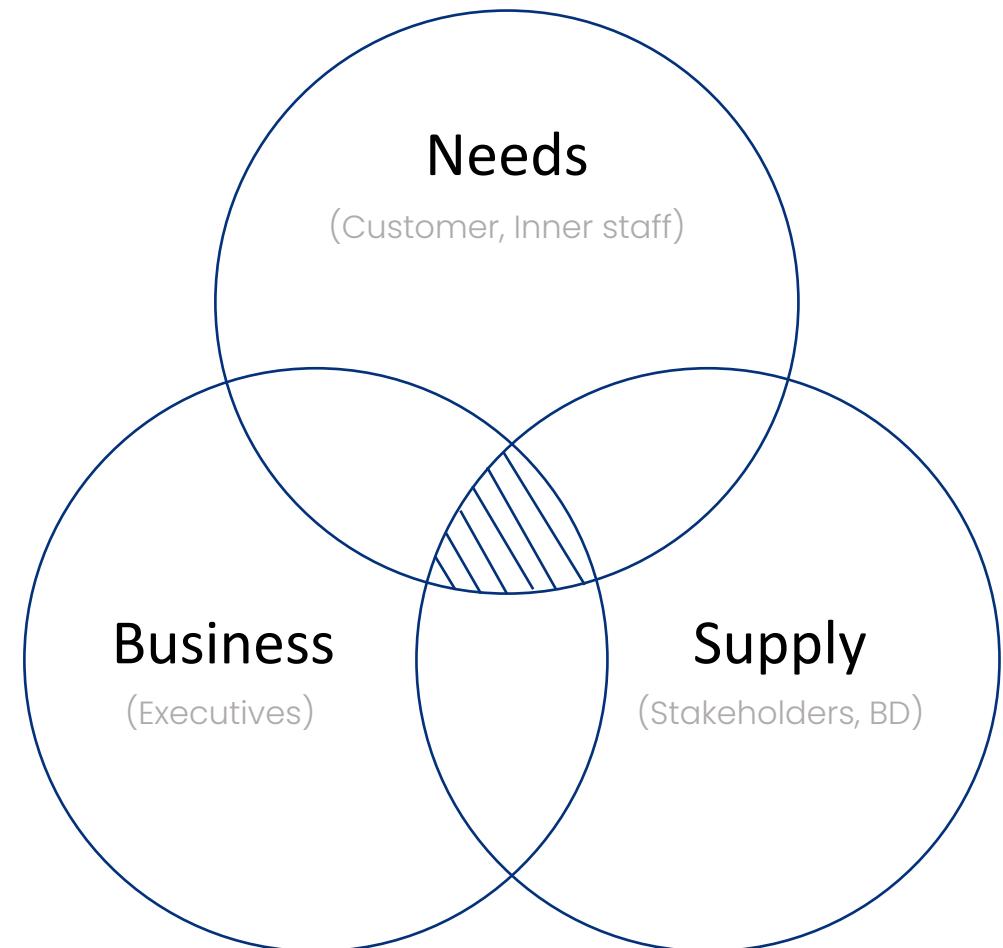
Product Quo & Next

Status Quo

Customers still have a low branding awareness of AsiaYo. It also has few co-ops with famous brands or chain hotels that cause most of the property they had never seen before.

Opportunity

1. Co-op with trustworthy travel review brand to extend the accommodation review.
2. Build up partnerships with chain-hotel such as Marriott, OYO, IHG, etc.,
3. Provide a map mode to view accommodation's precise location on the map.
4. Show more attraction info near the accommodation on map.



**Thank you for the
listening**