



# User Engagement In Travel



Let's meet

I am  
Alicia  
Konstantourou





## UX team

UX Lead

Design

3 Web Designers

1 Mobile Designer

1 Graphic Designer

Content

2 Content





170



3



1



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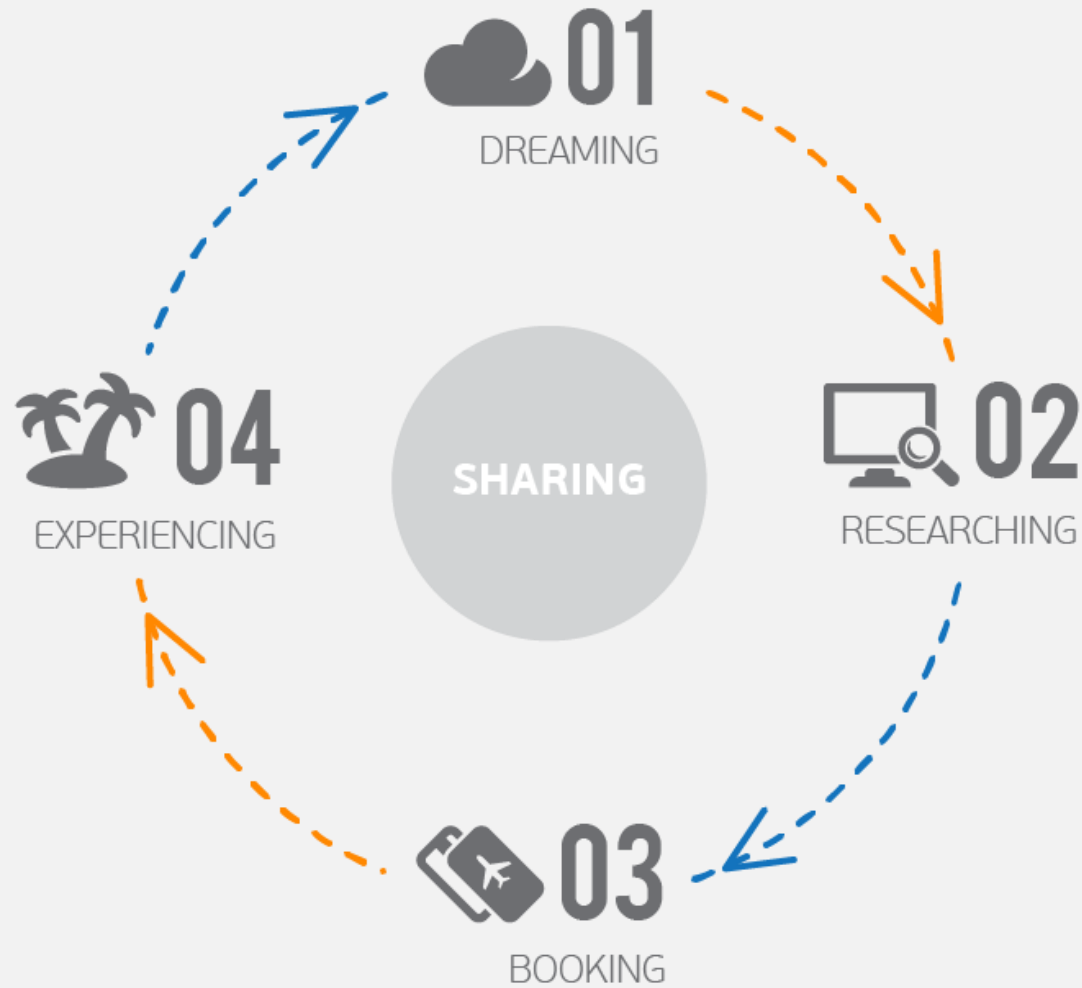
Organization Chart

Engagement  
#Travel

- Fragmented industry
- High price-sensitivity of customers
- No loyalty
- Technology intense; need for innovation
- Too much content
- Similar brand colors



## Stages of Travel





## Devices





# The meta-search user



## Different Engagement Tactics

- ❑ Touch point
- ❑ Traffic Source
- ❑ Persona
- ❑ Context
- ❑ Seasonality
- ❑ Business Goals



What's the challenge?

Measure & interpret different:

- ☐ Users & Needs
- ☐ Touch points & Experiences
- ☐ Goals & Metrics



## User Engagement

Comfortable

Reassured

Anxious

Worried

Feelings

Concentrated

Focused

Intrigued

Inspired

In a hurry

Bored

Confused

Mental States

Clicks

Bookings

Subscriptions

Downloads

Bounces

Interactions



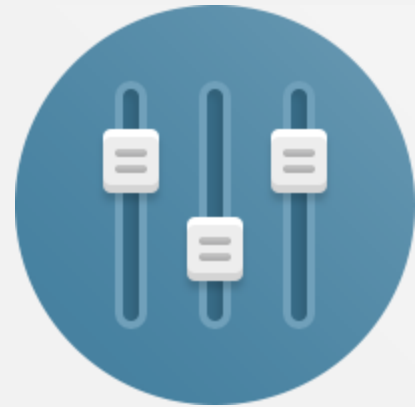
### Customer/User Touch Points

- ☐ Number of complaints
- ☐ Number of calls
- ☐ Number of emails
- ☐ Customer sharing & advocacy



### User Engagement

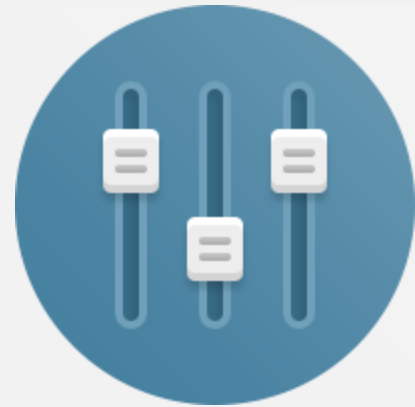
- ☐ Time to interact
- ☐ Bounce Rate
- ☐ Conversion Rate
- ☐ Abandonment Rate





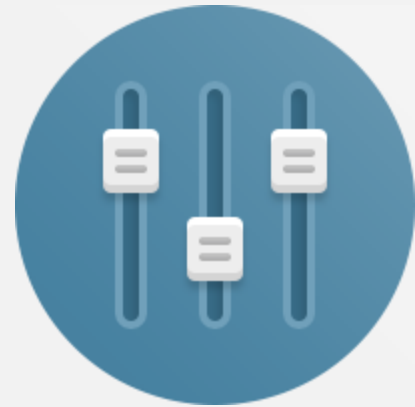
## Customer Loyalty

- ❑ Retention rate
- ❑ Customer churn
- ❑ Customer Value (RFM)



## Visitor Loyalty

- ☐ Visitor Loyalty (New vs Returning)
- ☐ Satisfaction
- ☐ Direct Traffic



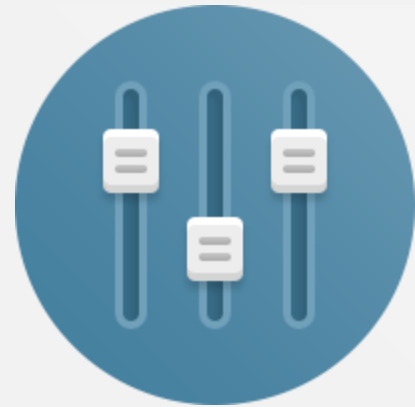
### Task/Flow specific

- ❑ Task completion rate
- ❑ Time on task
- ❑ # of errors



### Device-specific

- ☐ App downloads
- ☐ App crashes
- ☐ App uninstalls
- ☐ Conversion Rate per device



# Customer Acquisition & Retention

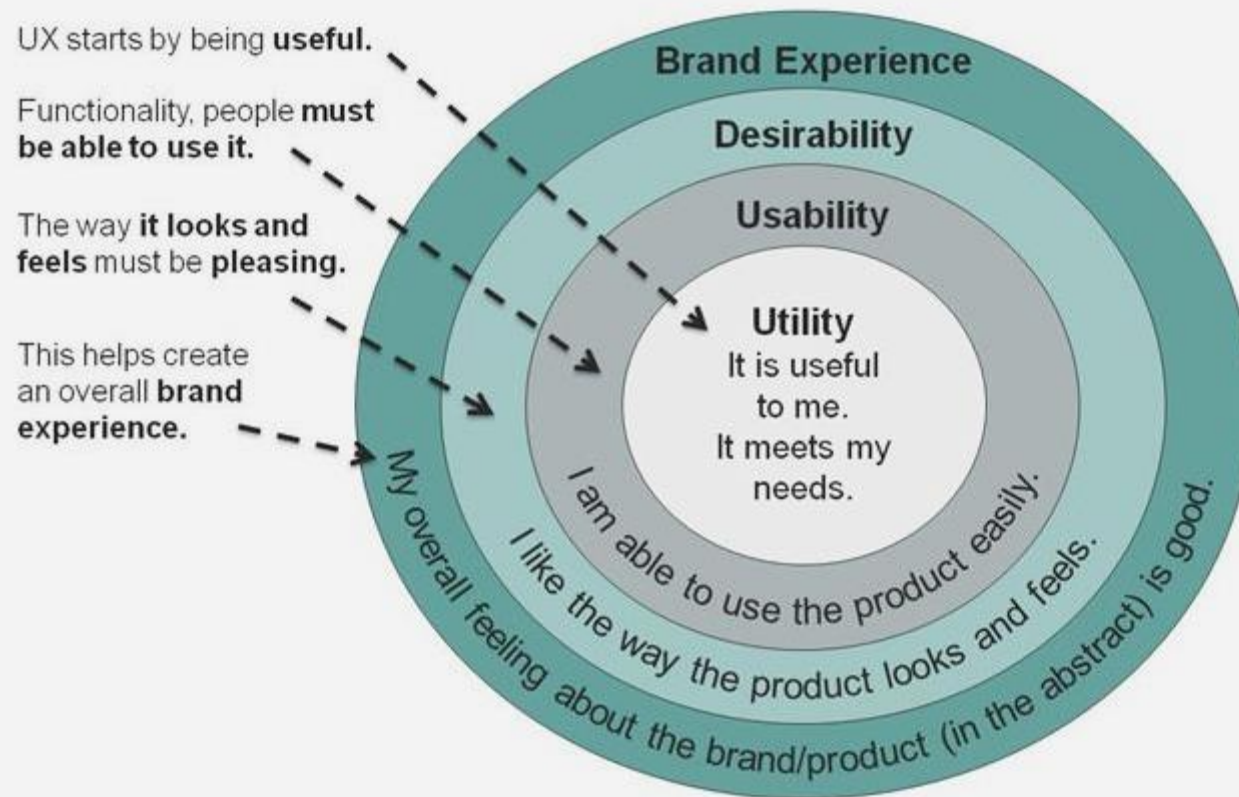
# 1

## User Experience



- ✓ Behaviors, attitudes and emotions.
- ✓ Considered to be subjective.
- ✓ May involve all senses.
- ✓ Affected by prior and future moments of engagement.

# User Experience



Source: User Experience 2008, nnGroup Conference Amsterdam





# 2

## UX Design



# User-Centered Design



# “Satisfy the cat”

## Don'ts:

- ~~1. Put the owner first~~
- ~~2. Our own tastes/opinions~~
- ~~3. Compel the user~~



# Target Group



## Traveler's Categories

### Type of Travel:

Leisure

Business

### Frequency:

Frequent Traveler

Occasional Traveler

**Other:** Stay duration, Travel companion,  
Booking date VS Travelling date



## Target Group

- ☐ Business Frequent Travelers
- ☐ Business Non-Frequent Travelers
- ☐ Leisure Frequent Traveler
- ☐ Leisure Non-Frequent Traveler
- ☐ Mixed Frequent Traveler
- ☐ Mixed Non-Frequent Traveler









Where's the empathy?





# Personas



## Persona Characteristics

### Demographic Data

*User Description, Age,  
Location, Internet Use,  
Tech Savviness, Marital  
Status, Physicals  
restraints*

### Motivations

*What motivates them?  
Why do they need this  
service? How have they  
found us?*

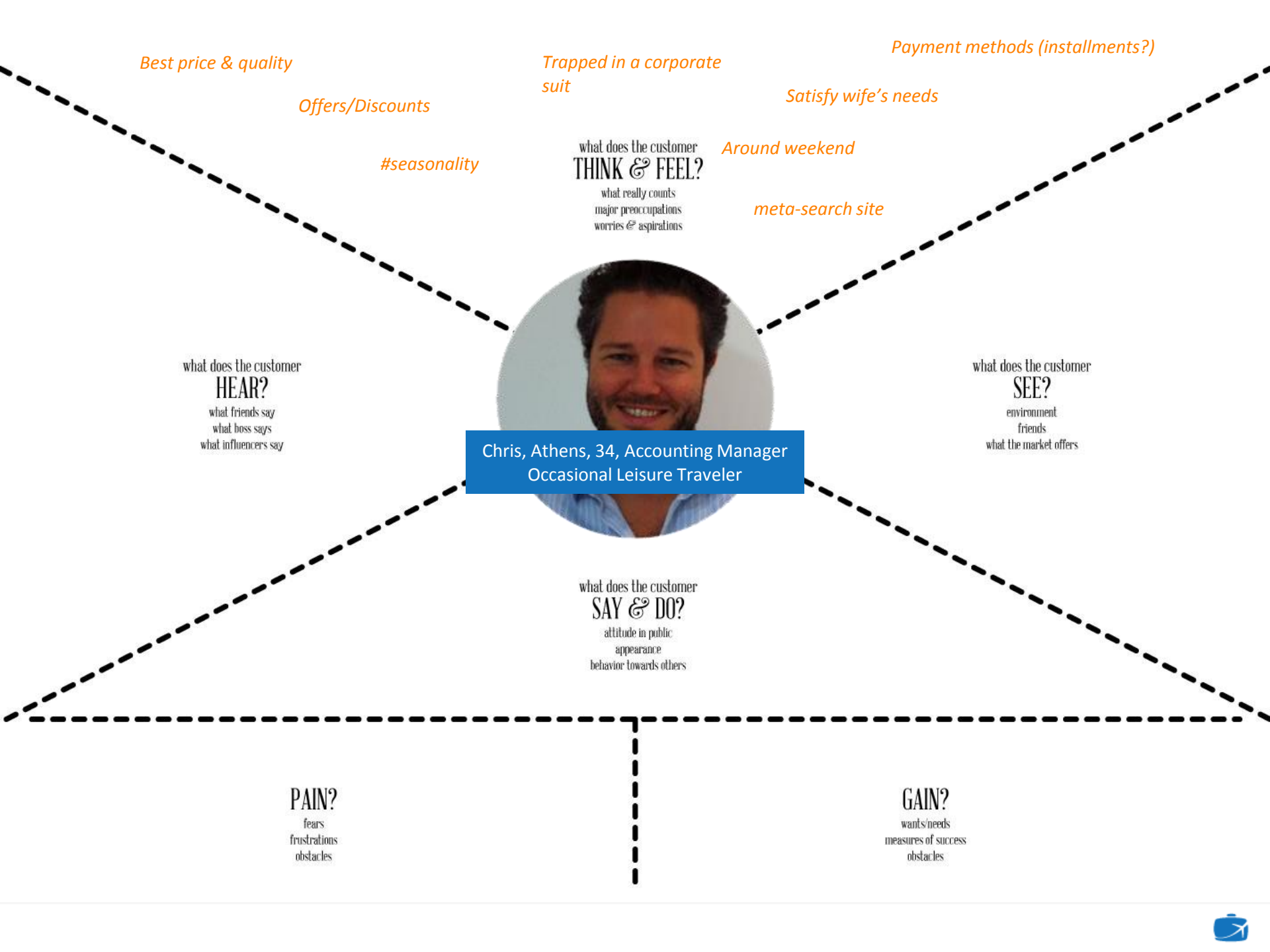
### Frustrations

*What's stopping them  
from choosing our  
service?*

### Ideal Experience

*Features & Content  
which will help them to  
have a great experience*





Chris, Athens, 34, Accounting Manager  
Occasional Leisure Traveler



# Context / Ethnography



One frequently ignored **differentiator** of **desktop** & **mobile** applications is context.





THINKING  
(FRAMING)

HEARING

SEEING

FEELING  
(MOTIVATIONS)

DEVICE

DOING  
(BEHAVIOR)

TIME

RELATIONSHIPS

PLACE

NEW RELEASE  
movies & games

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# 3

## Optimization



# Product & UX Vision





### UX Vision

*Provide a comfortable, seamless, simple, personalized and innovative booking experience to users (potential customers) via all available devices.*

### UX Qualities

#### Personality/Character

Comfortable, Pleasant, Easy to use, Trustworthy, Easy-going, Helpful, Honest.

#### Innovation

Intelligence, Dynamic, Distinctive, Seamless, Personalized,, Simplicity, Credibility, Intuition, Educative, Accessible, ...



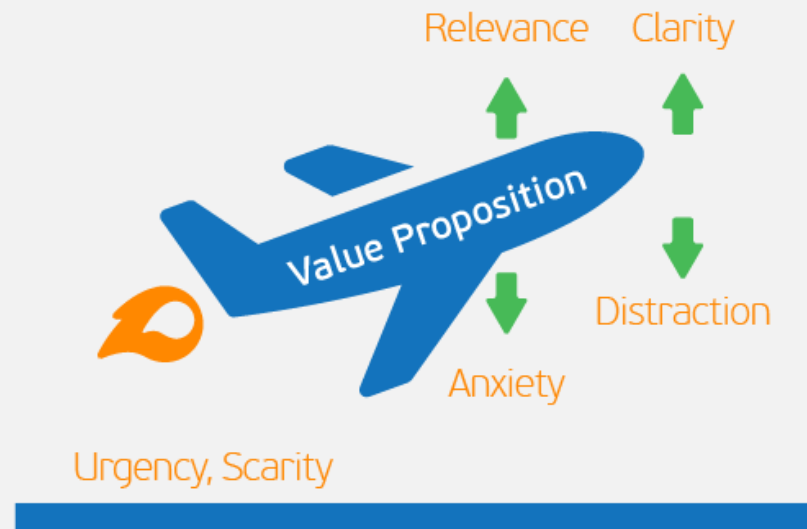
# Conversion Optimization Framework



# Conversion optimization framework

Conversion drivers:

- ☐ Value proposition
- ☐ Relevance
- ☐ Clarity
- ☐ Urgency
- ☐ Scarcity



Conversion inhibitors:

- ☐ Anxiety
- ☐ Distraction



# Tools & Methods



## Tools & Methods

- ☐ Contextual Inquiries/Interviews
- ☐ User testing (*moderated in person, moderated remotely or unmoderated*)
- ☐ Card Sorting
- ☐ User monitoring
- ☐ Heuristic Evaluation (*Expert Review*)
- ☐ Cognitive Walkthrough (*Expert Review*)
- ☐ AB testing
- ☐ Multivariate Testing
- ☐ Click testing
- ☐ User Journey Mapping



# Experimentation



## Experimentation process

Define problematic space / Ask a question

Conduct background research

Construct hypothesis

Set metrics & KPIs

Decide on suitable method

Experiment

Analyze data

Implement corrective tactics – if any

Propose next steps



# 4

## Personalization





Front End

---

Revenue & Optimization

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Content Integration

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Front End

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Revenue & Optimization

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Variety in flights (routes, prices)

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## Front End

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Benefits: discounts, preselected products & ancillaries

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Variety in flights (routes, prices)

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## Personalized, User-friendly & Engaging UI

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Benefits: discounts, preselected products & ancillaries

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Variety in flights (routes, prices)

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# 5

Big Data



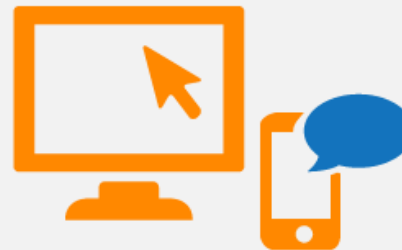
The current frontier for innovation,  
competitiveness & personalization.



volume



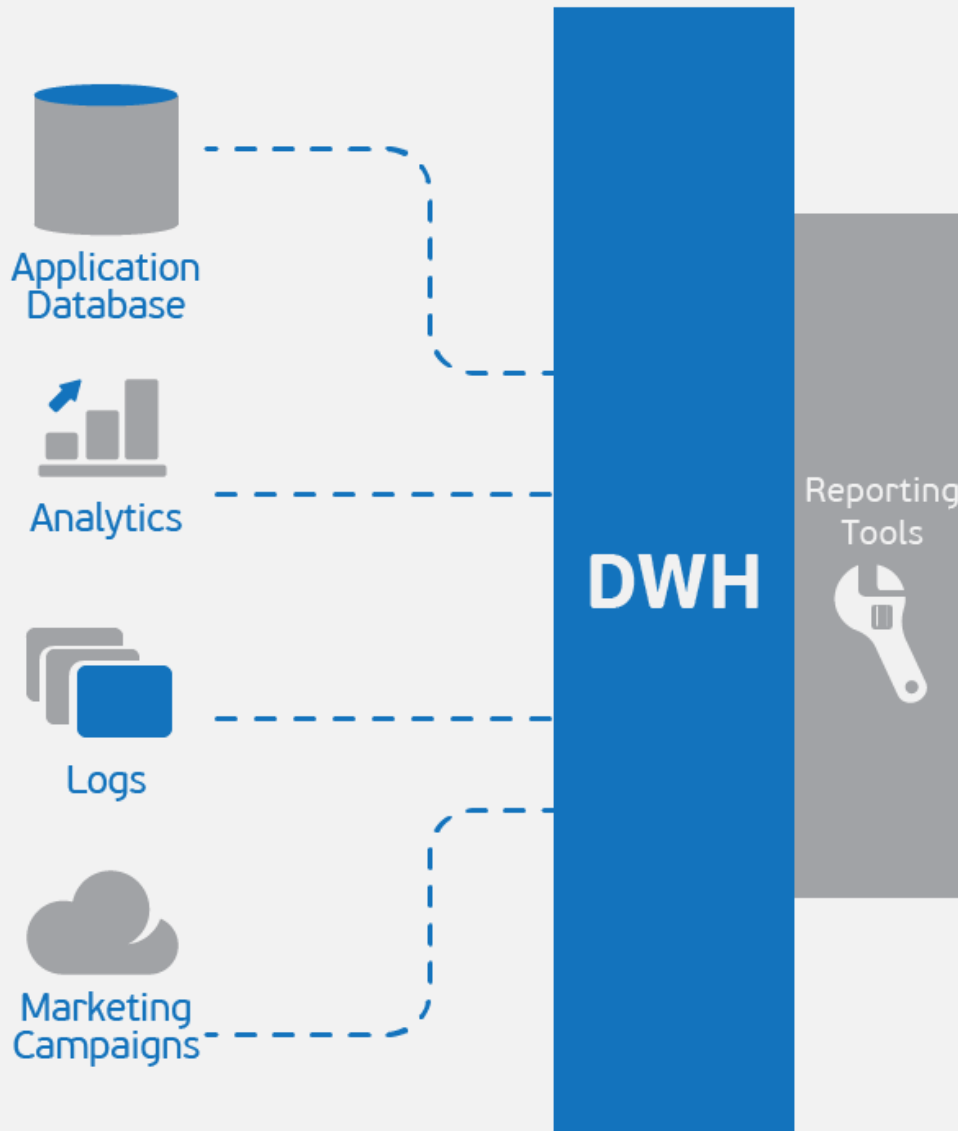
velocity



variety



value



Data into  
Insights

# Closing Remarks



# UX is not something abstract

*It's actually highly measurable*



# UX is all about the user

*Get to know him.*

*Mind his needs.*

*Interpret his behavior.*



# Optimization is an infinite journey

*Find a problematic space  
& then work on a solution.  
Make an assumption and test it.*



# Personalization is the key

*User Engagement, Customer Retention & Acquisition*



**Gamification is not the goal;  
emotions are!**

*Help people to overcome obstacles  
and motivate them to make the most difficult (first) step.*



# We should rethink devices!

*Not all devices for booking stage*



# Main goal is the long-term User Engagement

*From a scarcity economy to a connection economy*



“Think outside the display box.”

Luke W.





Users are people &  
people love simplicity



Focus on delivering value  
to the end user



Work hard on  
Information Architecture



# Build innovative products

# Mobile-first approach

Mobilize, not miniaturize



# Focus on the customer journey

Customer Journey Mapping



Engagement derives from  
a better UX



# Thank you!

Alicia Konstantourou

UX/UI Manager @ Travelplanet24

