



TRAVELBEE



User Experience - Assignment 1

**BOOKING ACCOMMODATION FOR YOUTH
BACKPACKERS & TRAVELMAKERS**

EXECUTIVE SUMMARY

The research project provides an analysis of the competitive online booking accommodation market with a focus on the users within the youth backpackers and travel markers segmentation.

In order to analyse the market effectively, a competitive analysis of three leading businesses within the market was conducted by comparing the main functionalities, visuals and structure of each competing site. The analysis led to a clear indication of similar consumer journey patterns within the customer journey and differences in the way in which each business presents visuals, information and the extra content they provide to consumers. Qualitative research was then conducted with five users within the target audience to identify their behaviours, goals and actions. The outcome identified two personas, each obtaining similar outcome goals that differentiated in line with their personal characteristics and life circumstances.

The research outcome of the research highlights opportunities in regards to creating a booking site that is designed for both types of users/personas by combining their similar needs. Recommendations are to design a simplistic, easy to use website/booking portal.

The design should be highly interactive and structured for the consumer by utilising user-generated content and a flexible, easily navigable booking and member portal that is responsive across devices. These factors will aim to create a competitive position in the market and bring new fresh ideas to meet consumer requirements.



COMPETITOR ANALYSIS

ANALYSIS OF THREE MARKET LEADERS:

To complete the competitive analysis, I identified three main booking sites within the current market that offer accommodation globally around the world.

Analysation of the three main competing websites in the travel industry presents that each company identifies themselves primarily as a booking portal for accommodation with additional features throughout the customer journey. However, the approach to strategising each customer flow and design, along with communication of information to the end consumer differs based on the company's goals and design purpose.

I have identified the key elements of each site; the visuals and content, navigation flows, membership and registration and social media presence and investigated in detail to understand the differences, similarities and must haves for a booking site to be competitive in the market as well as future opportunities.



NAVIGATION FLOWS

Each site organises its customer journey in a similar format from searching, to accommodation options available, booking portals, booking confirmation and post-sale communication with prompts for sign up incentives and marketing material. Hostelworld, Booking.com and Hostels.com home pages are very similar with a main banner containing the search bar followed by travel blogs, sign up banners and footer menus. Similarities are evident across the three searches in terms of property and destination categories, broken down further into facilities, ratings etc.

MEMBERSHIP

Each competitor has the option for a consumer to sign up to become a member with incentives, such as newsletters and marketing deals drive the customer to register. The member portals are very basic but useful for the consumers journey as it saves the consumers booking information for future bookings - making the next visit a quicker, easier process. Hotelworlds member portal is very simple with not much engagement, however it is easy to use. Hotels.com dive in for more information on sign up, which could defer users but helps the company target their audiences appropriately. Booking.com has the right content for the member to be able to access their information, however the structure of options and information in addition to the visual appearance may confuse the user.

SOCIAL MEDIA

Each competitor has a highly interactive social media presence across a range of platforms. The main platforms include; Facebook and Instagram.

VISUALS & CONTENT

There are clear similarities throughout all three competitors' content, both primary and secondary are apparent within the booking search components, portals and additional information - therefore making these factors vital to be included within the content strategy of a new competitor in the industry. Hostelworld stands out as a site that has incorporated the vital attributes to compete with giants like Booking.com by creating a specific target market orientated website through image based and simplistic informative content. The main entities and attributes include: Search by property/destination tool, filtering options to tailor to customer requirements, property information and visuals in similar layouts, booking portals/forms, newsletter sign ups, account registration, sales promotions, extra travel information to inspire bookings and extra travel components e.g travel insurance.

Booking.com uses a very heavy sales based and marketing orientated approach with a lot of information and heavy contented pages, which may defer uses when booking as an information overload and too many options may confuse the user. Each site utilises slightly different strategy for consumers options with filtering, visuals and layout of property information selections, however all content is relevantly similar. Hotels.com appears to have a similar approach to Booking.com, with less repetition of information and broken down differently using less images than both Hostelworld and Booking.com. User-generated content included reviews and ratings are continuously displayed throughout each booking journey - new customers are influenced by reviews and ratings and each site encourages members to review their stays.

Hostelworld stands out as the most visually image driven and simplistic site, whereas the other two competitors appear to have a much more informative layout and overcrowd the images, which are key within this type of market to visually show the property and amenities.

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

WHAT IT MEANS FOR US:



DESIGN & STRUCTURE OF INFORMATION

Firstly, in order to be competitive within the market the design must be clear and include only relevant information that is structured to build an easy consumer journey from search to confirmation of booking. Therefore, information must be presented appropriately, written content must be relevant and concise without overloading the consumer to prevent confusing the consumer or diverting them to another booking site. The site should be very image driven and they must be in high resolution.

BOOKING PROCESS

The steps to search for a property need to be simple and allow the consumer to search using alternative methods and filter using a variety of options. User-generated information should be included through ratings and reviews and are clear sales persuaders of the booking process. The booking page must include all relevant information and multiple payment options through a secure booking portal. There must also include a booking guarantee for consumer claims and information to ensure consumer feels safe and secure when booking through the site.

MEMBER PORTAL

An easy sign up process for the consumer to become a member and an easily navigable member portal will ensure that the site is competitive.

EXTRAS

The site should also include extra engagement and inspirational content such as well written blogs that include images should definitely be included to spark sales and travel ideas. There must also be the option for the consumer to sign up for newsletters for marketing purposes. The site may also wish to include travelling affiliated products, such as business partners with flights, car rentals etc. Customer care is very important and therefore it is important to include an easy way of contact.

CURRENT OPPORTUNITIES IDENTIFIED

- Simplistic booking site
- Interactive member portal with extra features
- Bucket list to favourite destinations/properties/blogs
- 24/7 online chat
- Social media for marketing and communication
- Highly involve user-generated content

KEY MUST HAVES:

BOOKING SEARCH BANNER

PROPERTY/DESTINATION SEARCH

FILTER OPTIONS

CLEAR IMAGES AND DESCRIPTIONS

EASY CUSTOMER JOURNEY FLOW FROM SEARCH TO PAYMENT

CUSTOMERCARE

HIGH SOCIAL MEDIA PRESENCE

SECURE PAYMENT PORTAL

EXTRA ENGAGEMENT/BLOGS

THE USER RESEARCH PROCESS

To effectively identify the consumer needs and patterns between the target market, five interviews were conducted over voice call with a mix of female and male candidates within their 20's.



USER RESEARCH

KEY FINDINGS

The interviews identified two different segments of consumers within the target market who use online booking sites. They travel with similar goals, but they expect different outcomes and approach the way they book differently, which is apparent by their end travel goal, budget and time restrictions. They have named the two segments/personas, 'The Backpacker' and 'The Glampacker'. The site will be built for both user personas.

FINDINGS/GOALS: THE BACKPACKER

- Initially holidayed with friends but now wants solo travelling
- Wants to save as much money as possible and travel as much as can on tight budget
- A social atmosphere is very important to meet new people
- Wants deals, offers and flexibility alongside booking
- Very persuaded by ratings and reviews of other backpackers
- Needs flexibility with bookings and payment
- Requires guidance throughout the customer journey

THE GLAMPACKER

- Prefers to travel with friends but will travel alone
- Would rather spend money on quality but likes a good deal
- Atmosphere is important, however so is privacy
- Ratings and reviews are very highly influential
- Wants to be super organised
- Needs flexibility with booking and payment

OPPORTUNITIES

- Create a user centred booking site targeted at both ends of the spectrum.
- Offer search selection and filter tools that work effectively to locate the consumers desired property.
- Utilise user-generated content in the form of blogs on the member portal.
- Provide travel information to consumer from start to finish of booking and customer journey.
- Allow flexibility with booking and payment options.
- Ensure a simple, sophisticated member portal is produced as a hub for the consumer to organise their bookings.
- Additional features such as an interactive map of locations and option to favourite/bucket list a property, blog or destination whilst searching so they can come back to it in the future
- Market specific types of deals to each consumer based on favoured bucket list options

NAME: CODY
AGE: 23

THE GAP-YAH GRADUATE WITH A TIGHT BUDGET AND BIG PLANS. 'THE BACKPACKER'

ABOUT

Cody is a fresh Marketing Graduate from the University of Brighton that isn't ready to jump straight into his career. He wants to discover what the world has to offer before commitments start to form in his day to day life. Although Cody graduated with a 2:1 at Uni, he isn't very organized and is on the 'no plan' plan, he has only booked his flight before leaving and landing accommodation. He wants to book accommodation on the go and travel alone so he isn't tied down to a certain spot and can do his own thing. He is very outgoing, likes to explore, loves to party and makes friends easily. He is the eldest of three brothers and therefore the first one to flee the nest, only taking his mobile with a UK sim - making social media important in order to keep up to date with his family and friends making WIFI an important factor to his travels.

TECHNOLOGY



PHONE



TABLET



LAPTOP

SOCIAL MEDIA



Highly active on all above platforms Uses to engage in content and keep in contact with family.

“I'M READY TO TRAVEL THE WORLD! BEFORE ENTERING THE 9-5, I WANT TO EMBRACE MYSELF INTO NEW CULTURES, MEET NEW PEOPLE AND GO WITH THE WIND. ON MY VERY LITTLE BUDGET – LET'S SEE HOW FAR I CAN MAKE IT STRETCH!”

GOALS:

Book with ease
Travel on tight budget
Have the time of his life
Meet new people

PAIN POINTS:

Lack of budget & organisation
Doesn't want to miss out on anything
Leaving home nerves

TRAVEL PERSONA:

Solo traveler
Frequent flyer
Backpacker
Last minute
Deal huter

MUST DOS:

Offer a service that guides the consumer from start to finish smoothly. Offer deals and market budget accommodation travel information and flexibility. Advertise to consume via social media and make site available across platforms.

MUST DON'TS:

Overcomplicate or overload with information. Do not leave customer with no after care or reminders of journey

CAREER FOCUSED & ORGANISED. 'THE GLAM PACKER'

NAME: CHELSEA
AGE: 26

GOALS:

Organisation
Budget and comfort
Planned ahead
Explore new places

PAIN POINTS:

Time constraints
High standards
Feels responsible for others

TRAVEL PERSONA:

Group or Solo Travellers
Planner but likes flexibility
Holiday Style
Glampacker

ABOUT

Chelsea is a career focused young lady who loves her profession. Due to being a teacher, she is blessed with having multiple constructive weeks off for holidays and now she has a her career, looking to buy her first house in the near future and has a life plan - she wants to travel to a few places on her bucket list before settling down. Comfort is very important to Chelsea, as she has always lived at home her privacy and personal space is vital, and keeping in contact with family back home is a must to prevent homesickness. Chelsea likes to travel with friends,, however is independent and she is open to meeting new people. She wants to do as many activities as possible within her time limits at each destination. She loves to be organised and leading the group/taking control, on top of the game, one step ahead at all times and on top of finances and therefore is bringing her laptop, smartphone and a folder containing all travel documents.

SOCIAL MEDIA



Highly active on all above platforms
Uses to engage in content and stay in touch with family and friends.

TECHNOLOGY



PHONE

TABLET

LAPTOP

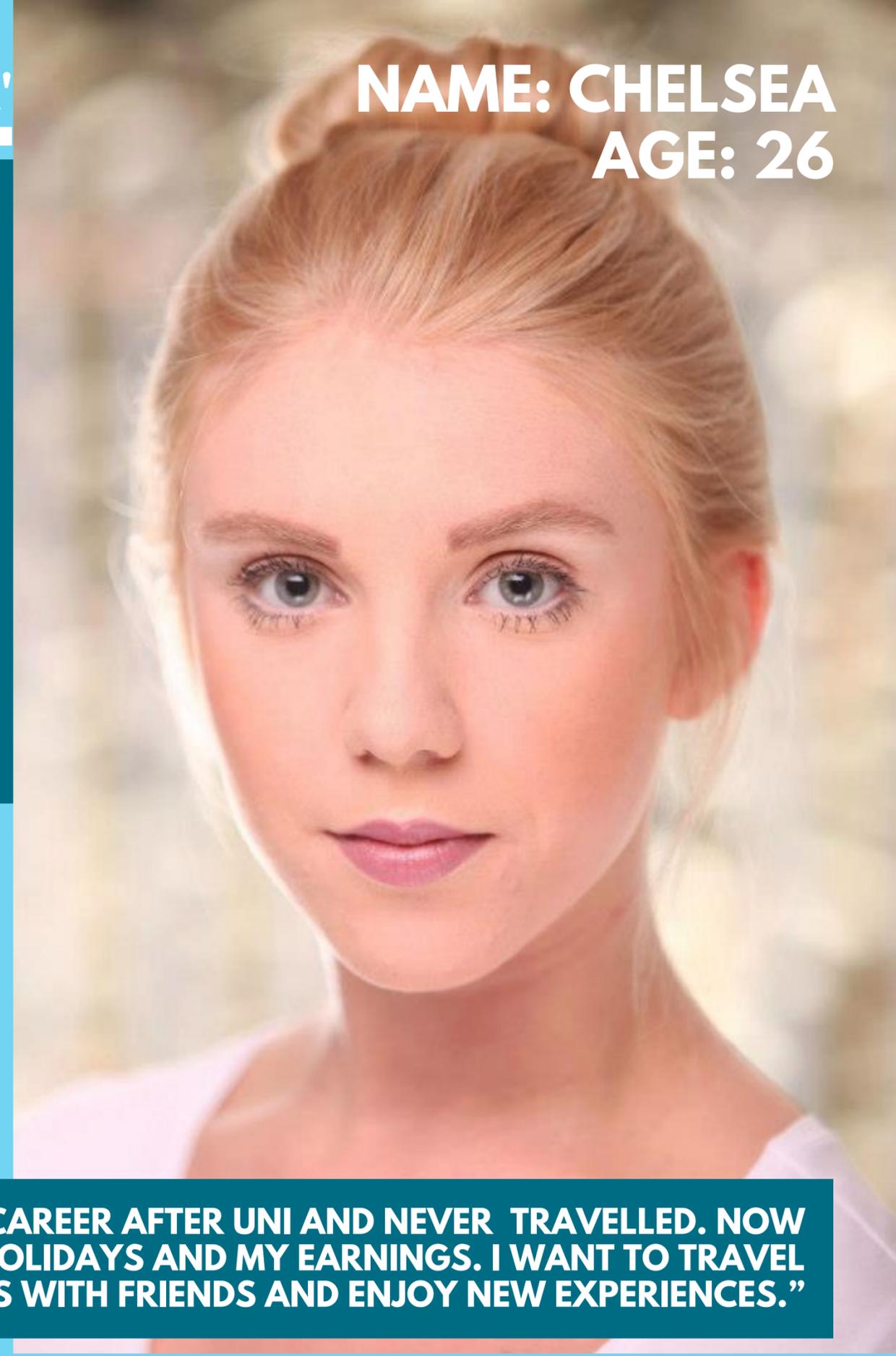
MUST DOS:

Offer a simplistic yet organised structure and customer journey from search to payment with flexibility. Include customer care and online inspiration and extra travel products. Offer an easy to use member portal, advertise via social media and make site available across devices.

MUST DON'TS:

Do not just offer budget and deals, complicate information and have no aftercare.

“BEING A SENSIBLE SALLY, I JUMPED STRAIGHT INTO MY CAREER AFTER UNI AND NEVER TRAVELLED. NOW I’M SETTLED, I WANT TO MAKE THE MOST OF SCHOOL HOLIDAYS AND MY EARNINGS. I WANT TO TRAVEL TO SOME COOL PLACES WITH FRIENDS AND ENJOY NEW EXPERIENCES.”



CUSTOMER JOURNEY MAP

EMPATHY

GOALS & ACTIONS

DRIVERS	AWARENESS	PLANNING	BOOK ACCOMMODATION	PRE-STAY	STAY	POST STAY
<p>I want to travel/go on holiday</p> <p>I want to travel as much as I can on a tight budget</p> <p>I want don't want to jump straight into my career</p>	<p>Ask family/friends for opinion on traveling before career</p> <p>Research accommodation options and consumers ratings and price comparisons</p> <p>Watch YouTube channels for travel inspiration</p>	<p>Create a rough plan of places want to travel</p> <p>Check graduation dates and flight deals</p> <p>Ensure destination of arrival has accommodation within price range and book a few days prior</p> <p>Sign up to mail list to receive deals and discounts</p>	<p>Utilize search filters to find good deal on hostel dorm room in prime location</p> <p>Browse reviews and ratings from other backpackers</p> <p>Book property that matches budget</p> <p>Forgets to book travel insurance and travel from airport to property</p>	<p>Packs backpack with what believes will need throughout journey</p> <p>Makes sure has travel insurance last minute</p> <p>Throws a leaving party</p>	<p>Pretty tired from journey but ready to party and settle in to the backpacker lifestyle</p> <p>Meets lots of new people and friends</p> <p>Starts to consider next travel destination</p>	<p>Leaves backpack unpacked for weeks</p> <p>Starts job hunting to raise cash for next travel</p>
<p>I want to plan a trip away whilst on leave from my career at home</p> <p>I want to be as organised as possible</p> <p>I want to comfort and affordability whilst travelling</p>	<p>Speak to co-workers about their traveling during leave periods</p> <p>Get heavily inspired by Instagram</p> <p>Heavily research travel ideas and destinations online</p>	<p>Speak to friends/family and see who would like to join and plans trip accordingly</p> <p>Create clear concise travel and budget plan</p> <p>Browse all accommodation options to ensure reviews, ratings and facilities match needs</p>	<p>Have an organized plan of flight information – knows when lands and how long travel to property will take</p> <p>Has travel insurance booked</p> <p>Ensures friend has everything organised and confirmation via email & SMS plus member portal</p> <p>Pays using credit card for secure payment</p>	<p>Has packed suitcase according to weather and activities</p> <p>All travel documents organised</p> <p>Says goodbye to family and friends</p>	<p>Uses time to relax</p> <p>Explores destination and excursions booked through accommodation</p> <p>Decides to try new accommodation throughout stay to meet new people</p>	<p>Unpacks suitcase</p> <p>Settles back into job</p> <p>Starts budgeting for next travel destination</p>
<p>I want to explore new places, meet new people and experience new cultures.</p> <p>I want flexibility and a good deal with accommodation</p>	<p>Check online for deals and browse social media sites for inspiration and any deals or marketing materials</p> <p>Get inspired by other friends/family who have travelled</p>	<p>Decision made on destination of arrival</p> <p>Flights booked to definition</p> <p>Shortlisted accommodation</p>	<p>Check bank balance</p> <p>Choses flexibility booking option</p> <p>Payment using debit card</p> <p>Ensures WIFI available at property</p> <p>Uses email for confirmation of booking</p>	<p>Says goodbyes to family and friends</p> <p>Makes sure has all essentials – bank card, passport and phone</p>	<p>Gets transport to the accommodation</p> <p>Checks into accommodation</p> <p>Pays accommodation (if applicable)</p> <p>Messages/Calls home to let friends/family know arrived and settled in safety</p>	<p>Leave review/rating of property</p> <p>Wants to share experience with all friends and family</p> <p>Sad at work researching new destinations to travel</p> <p>Sharing photographs and videos of trip online</p>
<p>I don't want to miss out on seeing the world</p> <p>Confident about leaving home alone</p> <p>Optimistic with tight budget</p> <p>Confused about where to go</p> <p>Excited</p>	<p>Sceptical if making right decision</p> <p>Confused with information available</p> <p>Pumped to start planning travel</p> <p>Bored of university and work</p>	<p>Energised by thought of leaving and plans coming into action</p> <p>Determined to make the plan work</p> <p>Hopeful has found the best deals</p> <p>Lost with amount of options as wants to travel everywhere</p>	<p>Ready to go</p> <p>Motivated to make 'no plan' plan work</p> <p>Sense of freedom</p> <p>Impatient</p>	<p>Worried has missed something whilst packing</p> <p>Worried if made right decision about leaving</p> <p>Hopefully works out</p>	<p>Pretty tired from journey but ready to party and settle in</p> <p>Confused about what the next plans are</p> <p>Surprisingly missing some home comforts</p> <p>Wishes had more of a plan of what should do</p>	<p>Hyped from the trip</p> <p>Feeling cultured by new experiences and friends made</p> <p>Excited for next trip</p> <p>Sad because has to save money</p> <p>Lonely as used to being around people all the time</p>
<p>Curious about destinations and wants to travel during leave from work</p> <p>Grateful for long periods of work to travel</p> <p>Hopeful that friend or family member(s) will join</p>	<p>Relieved lots of options and information available</p> <p>Overwhelmed with number of places want to go and things to do</p> <p>Hopeful will choose right travel destination</p>	<p>Organised</p> <p>Satisfied by accommodation search</p> <p>Emotional about leaving comfort zone</p> <p>Worried missed something out</p> <p>Responsible for friend</p>	<p>Organised</p> <p>Secure and safe</p>	<p>Emotional</p> <p>Organised</p> <p>Ready to go</p>	<p>Feeling homesick</p> <p>Happy has friend to keep company but getting on top of one another</p> <p>Excited by excursions planned</p>	<p>Relaxed, reenergized and content</p> <p>Itching to go away again on next trip</p>
<p>Inspired by online content about traveling</p>	<p>Inspired by online content about traveling</p> <p>Confused by other opinions of destinations and travel tips</p>	<p>Nervous about leaving home</p> <p>Excited</p> <p>Freedom</p>	<p>Adrenaline</p> <p>Excitement</p> <p>Sense of freedom</p>	<p>Happiness</p> <p>Excitement</p> <p>Nervous</p>	<p>Content</p> <p>Freedom</p>	<p>Happy met new friends</p> <p>Thankful for new experiences</p>



THE CUSTOMER JOURNEY MAP OUTLINES THE JOURNEY THAT EACH PERSONA WOULD TAKE FROM THEIR CHARACTERISTICS, BEHAVIOURS AND ATTITUDES TOWARDS THE TRAVEL INDUSTRY AND BOOKING WEBSITES.

KEY:

	PERSONA 1
	PERSONA 2
	BOTH

CUSTOMER JOURNEY MAP

DRIVERS	AWARENESS	PLANNING	BOOKING	PRESTAY	STAY	POST STAY
<p>USER ONBOARDING:</p> <p>Market via social media channels and through affiliated websites</p> <p>Advertise and market deals/information about top destinations trending</p> <p>Utilize SEO in order to show up on internet search results</p> <p>Allow customers to sign up and select which information they want to receive about destinations and deals</p>	<p>Travel inspiration content and marketing to spread awareness throughout social media platforms.</p> <p>Collaborate with online travel influencers</p> <p>Include travel inspired content on website, for example; where other travelers booked (destination and property), who else stayed at accommodation (divided by country)</p> <p>Simple navigable site with filters to suit individuals' preferences</p> <p>Content must be image driven and information concise and appealing.</p> <p>User generated content - Reviews and ratings and consumer written blogs</p>	<p>Include map of property location and destination</p> <p>How to get to property details</p> <p>Ensure property description lists check in times and payment conditions.</p> <p>Highlight whether breakfast is included and if WIFI is available</p> <p>Send travel details again and reminder of details to email address</p>	<p>Create easy to use and efficient filter options</p> <p>List the top picks and best deals for properties in the chosen destination</p> <p>Give option to favorite/like properties that will add to 'Bucket list' on Membership portal and tailor marketing to selected places</p> <p>Include travel destination maps of destination ideas</p> <p>Market to consumer the ease of registering so can view all bookings online via member portal</p> <p>Have a clear map that pin points location of accommodation booked</p> <p>Ensure currency conversion is included on the website/option to convert prices into the currency of the consumer</p> <p>Send through an auto clear and simple booking confirmation</p> <p>Offer travel insurance</p>	<p>Send reminder email to consumer of booking</p> <p>Remind consumer to book travel insurance if hasn't already</p> <p>Include map of property location and destination</p> <p>How to get to property details</p> <p>Ensure property description lists check in times and payment conditions</p> <p>Highlight whether breakfast is included and if WIFI is available</p> <p>Include ratings and reviews</p>	<p>Customer care online chat support if they have any questions about the booking or if anything goes wrong</p> <p>Recommendations for next stay</p> <p>Email any deals on bucket list creation</p>	<p>Email consumer asking how their stay was</p> <p>Recommendations for next stay</p> <p>Travel blogs sent in email marketing to inspire next trip</p> <p>Notify users of any deals or marketing within close destinations</p> <p>Member portal that allows guests to alter booking details</p> <p>Online chat for guest to contact if need help with booking arrangements</p>



OPPORTUNITIES

INFORMATION ARCHITECTURE



SUMMARY

Based on the user and competitor research, the information will be broken down into a customer journey that includes competitive content that fulfils the users' needs and requirements. From searching destination/property name to selecting the accommodation, booking and payment through to aftercare and post-sale actions, each step will visually display relevant content in an efficient and simplistic format that allows both personas to reach their end goals and outcomes when booking online.

REQUIREMENTS FROM USERS:

PERSONA 1 - BACKPACKER

- Quick, simple, easy, on the go structure
- No time constraints
- SMS to phone for confirmation of booking
- Main facilities information: breakfast, WIFI
- Best value deals and marketing
- Ratings and reviews by other backpackers
- Travel inspiration blogs for next trip
- Opportunity to write own blog and publish
- Flexibility with booking options
- Last minute options
- Customer care
- Chat online help and support, registration to save details for quick booking
- Ratings and experiences of others is very important.
- Good customer service

PERSONA 2 - GLAMPACKER

- Image and information driven
- Property descriptions and filter options
- Ratings and reviews from other travellers
- Detailed facility information
- Confirmation options to print document via email and SMS and details available on member portal
- Registration to save details/leave reviews/view all bookings for organisation
- Affiliated travel needs such as flights/rentals/transfers
- Travel inspiration blogs for next trip
- Best value for quality
- Deals and offers customised to consumer
- Flexibility and security of booking
- Good customer service
- Chat online



WIREFRAMES

HOMEPAGE

HEADER

BOOKING SEARCH BANNER

REVOLVING IMAGE GALLERY

MENU

BLOG 1 BLOG 2 BLOG 3

SIGN UP BANNER

FOOTER CHAT WITH US

SEARCH

HEADER

IMAGE OF DESTINATION

DESTINATION SEARCH TITLE / NUMBER OF EACH RESULTS

FILTER OPTIONS MAP RESULTS

FEATURED PROPERTY LISTING PROPERTY CONTENT TABLE

SIGN UP BANNER

FOOTER CHAT WITH US

BUCKET LIST

HEADER

IMAGE OF DESTINATION

YOUR TRIPS

MAP

BUCKET LIST

FOOTER

REGISTER

HEADER

MEMBER PORTAL LOG IN - NON MEMBER MANUAL REGISTER

IMAGE OF DESTINATION

MEMBER PORTAL

REGISTER NOW FORM REGISTER WITH FACEBOOK

ALREADY A MEMBER REDIRECTION

FOOTER CHAT WITH US

BOOKING

PROPERTY SELECTION CONTENT TABLE BOOKING CONTENT TABLE

ARRIVAL CONTENT TABLE RATINGS FACILITIES CONTENT TABLE

CUSTOMER INFORMATION FORM

T&C'S ACCEPTANCE SELECTION
CONFIRMATION SELECTION

PAYMENT TABLE

PAYMENT SUMMARY EXTRA BOOKING INFORMATION

BOOK NOW

FOOTER CHAT WITH US

CHANGE

BOOKING SEARCH BANNER

FILTER OPTIONS MAP RESULTS

PROPERTY CONTENT TABLE CHANGE ME

PROPERTY CONTENT TABLE CHANGE ME

MEMBER

HEADER

IMAGE OF DESTINATION

MEMBER PORTAL

MENU

MEMBER NAME

MEMBER DETAILS & PAYMENT DETAILS BUCKET LIST FAVOURITES PROPERTIES

FOOTER CHAT WITH US

REVIEWS

HEADER

IMAGE OF DESTINATION

REVIEWS

LEAVE A REVIEW PAST REVIEWS

REVIEW CONTENT TABLE PAST REVIEW CONTENT TABLE

PENDING REVIEWS

FOOTER

MY BOOKINGS

HEADER

IMAGE OF DESTINATION

MY BOOKINGS

FUTURE PAST

PROPERTY CONTENT TABLE PROPERTY CONTENT TABLE LEAVE A REVIEW

PROPERTY CONTENT TABLE PROPERTY CONTENT TABLE LEAVE A REVIEW

FOOTER CHAT WITH US



**THE
END.**

THANK YOU