

# 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

Understand what customers need

## Define

Construct Point of View based on the needs identified

## Ideate

Come up with creative solutions

## Prototype

Build the solutions into visible/tangible representations

## Test

Test the prototype

## RESEARCH

Empathize

Define

Ideate

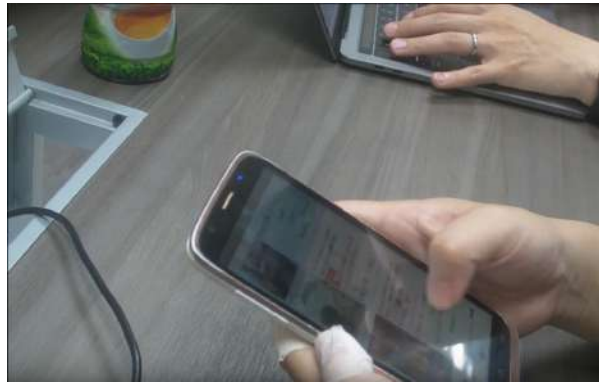
Prototype

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.



## CONSENSUS

Empathize

Define

Ideate

Prototype

Test

# Building Foundation of Customer cognition

## Attribute

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

“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”

“我喜歡精打細算比較各種房型價格，希望找到心目中物超所值的物件。”

**MOTIVATIONS**

“好不容易和男友一起排到的特休，我想要盡可能的把想去的景點、交通給安排好，飯店最好是離行程交通方便的地方，C/P值高的房間是我的首選。”

**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

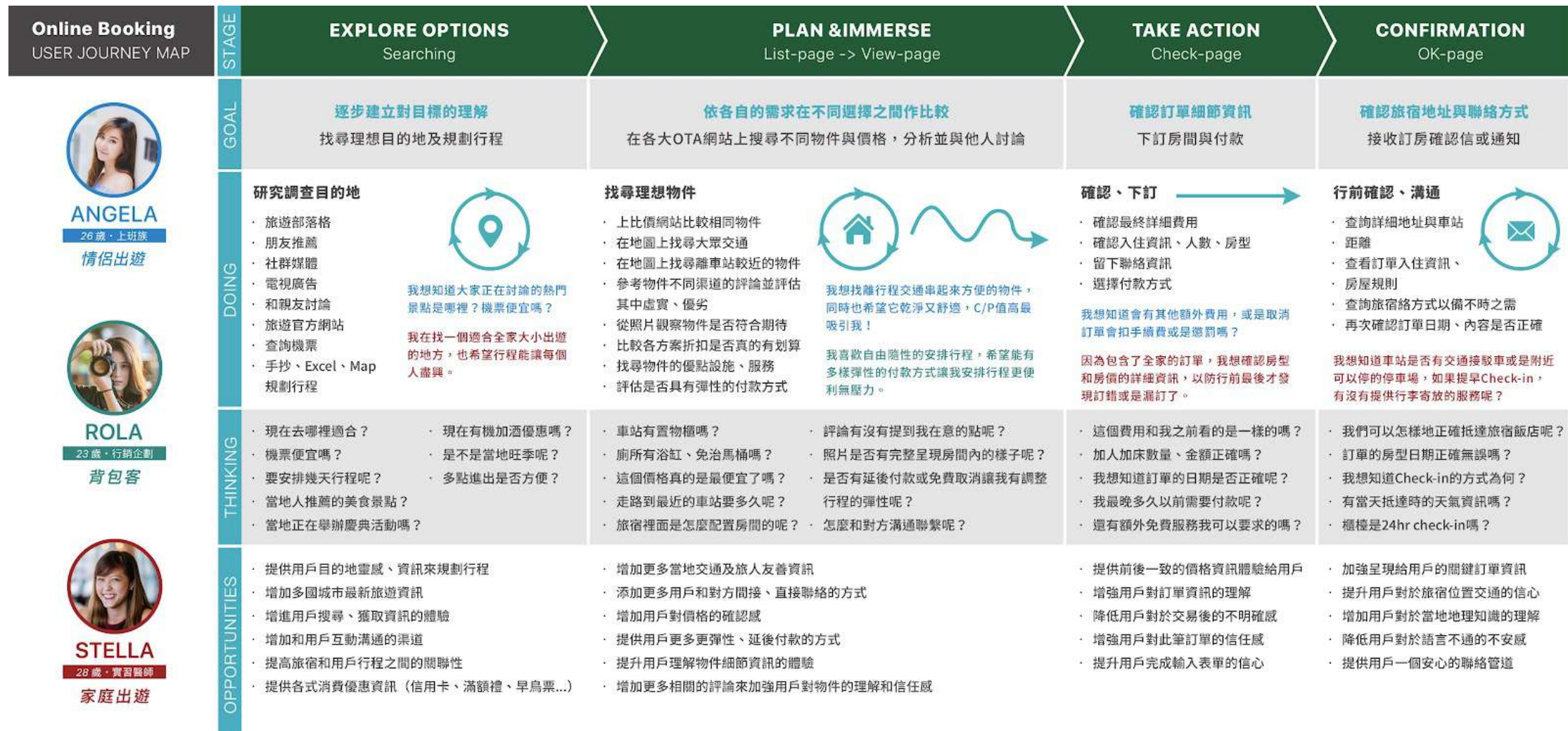
**FAVORITE BRANDS**

Booking.com   @tripadvisor   Ctrip  
trivago   Hotels.com

PERSONA · 情侶出遊  
**ANGELA**  
26歲 · 上班族



# Illustrate the user journey and Identify opportunity



## ANALYSIS

Empathize

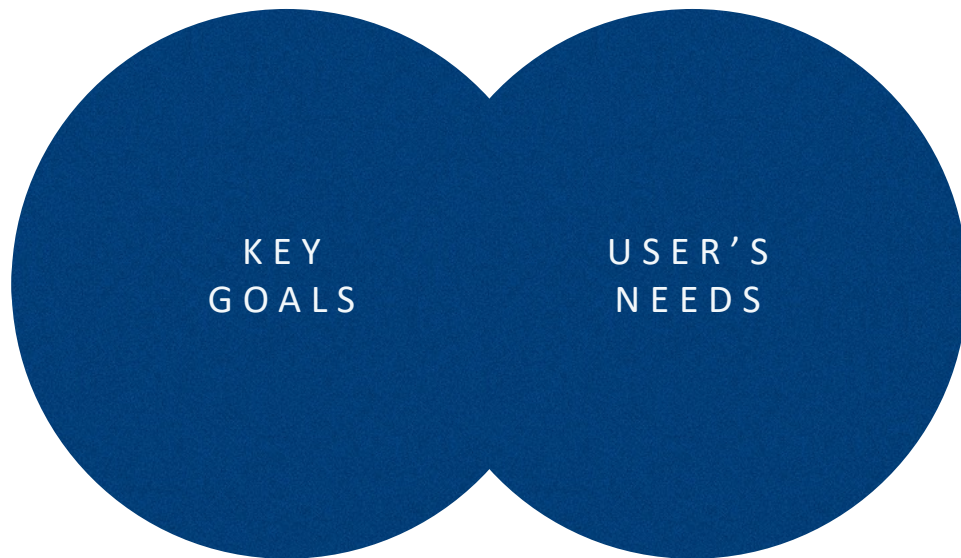
Define

Ideate

Prototype

Test

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



ANALYSIS

Empathize

Define

Ideate

Prototype

Test

## The way of working

Informs



# Strategy

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

DYNAMICALLY  
ALIGN

# Design

- Concept & Storytelling
- Design Creation
- Prototypes for Communications

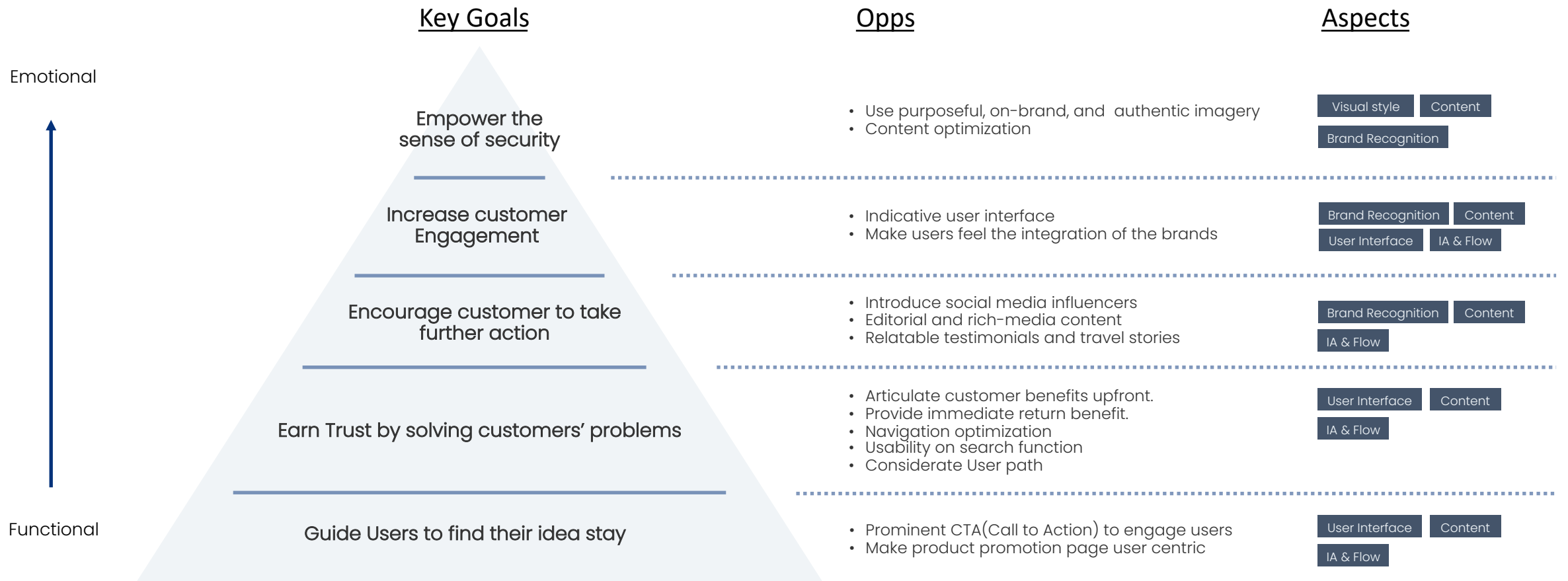
Verifies



ANALYSIS

- Empathize
- Define
- Ideate
- Prototype
- Test

# Construct Point of View based on the needs identified



## ANALYSIS

Empathize

Define

Ideate

Prototype

Test

# Guide Users to find their idea stay

User Interface

Content

IA & Flow

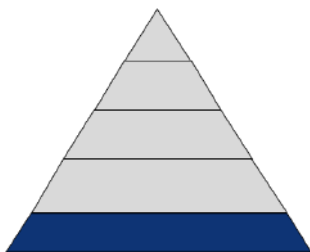
## Status Quo

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.

Emotional



Functional



### 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

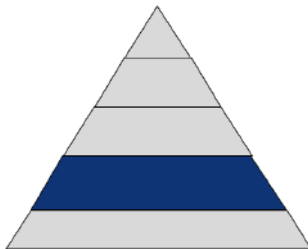
User feels confused with related info allocated at different places.

Further, the call to action message is not strong enough.

Emotional



Functional



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

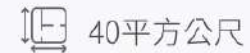
[Room info](#)



包層



禁菸房



40平方公尺



公共衛浴

預訂床數



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

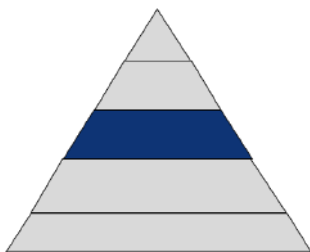
## Status Quo

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.

Emotional



Functional



## 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。

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## 退款相關資訊

1. 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。
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)。

## ANALYSIS

Empathize

Define

Ideate

Prototype

Test

# Empower the sense of security

Brand Recognition

Visual Style

Content

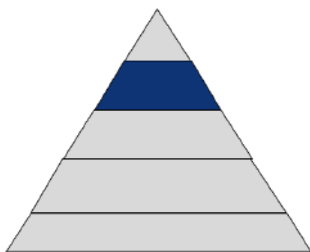
## Status Quo

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

Emotional



Functional



請注意！本旅宿無法提供發票或收據。

### 退訂政策

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### 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

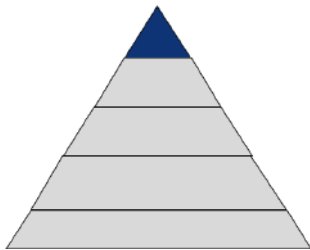
## Status Quo

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.

Emotional



Functional



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.

## IMPLEMENT

Empathize Define **Ideate** Prototype Test

# Guide Users to find their idea stay

User Interface Content IA & Flow

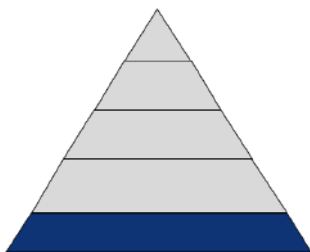
## Opportunity

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.

Emotional



Functional



After

The screenshot shows the AsiaYo app interface. At the top, there's a search bar with 'Taipei City, Taiwan', dates '2019/10/15 - 2019/10/17', and '2 guests'. Below the search bar are filter buttons: 'Filter by', 'Popularity', 'Family And Group Friendly', 'Hot Spring', and 'Pets Fri'. A search result count of '321' is displayed. A blue banner reads 'ONLY 3 Seconds Find your dream accommodations Click "Filter & Feature room"'. Below the banner are more filter buttons: 'Filter by', 'TW Citizen Subsidy', 'Facilities For Kids', and 'Pets Friendly'. A notification box states: 'Same-day booking is now available in Taiwan. Get the booking confirmation before 23:00 (UTC+8) and you can check in today!'. The main listing is for 'HOTEL FORESEEN' in Taipei City, with a '4.0 /5' rating and '3 are viewing now!'. A 'Free cancellation' tag is shown above the price 'Nightly rate TWD 1,012'. A 'Top' badge is also visible on the hotel image.

1

2

3

4

5

Before

The screenshot shows the AsiaYo app interface before implementation. It displays a hotel listing for '格調花寓' in Hualien City. The listing includes a photo of a room, the hotel name, location, distance to a market, a rating of '5/5', and a price of '最低起價TWD 2770'. There is no notification or enhanced listing information.



## IMPLEMENT

Empathize Define **Ideate** Prototype Test

# Encourage customer to take further action

Brand Recognition Content **IA & Flow**

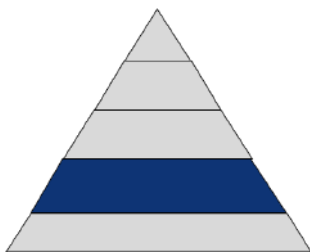
## Opportunity

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.

Emotional



Functional



After

1



### Double room with view | no pick room

Sleeps : 2

Private room

Non-smoking room

17m<sup>2</sup>

Private bathroom

Double bed

See room details

Rooms

- 1 +

Nightly Rate ?

15% off TWD 1,190

TWD 1,012

**TWD 2,024** / 2 nights  
1 room / 2 guests

Book

You will not be charged until your booking is confirmed

Free cancellation until 2019-10-01, 23:59  
(your time zone: UTC+8)

4

5

Before



可入住3位 可加3位可加3位可加3位可加3位可加3位(TWD300/人)

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

1房/1人/2晚

未含清潔費

**TWD5,315**

## IMPLEMENT

Empathize Define Ideate Prototype Test

# Increase customer Engagement

Brand Recognition User Interface Content IA & Flow

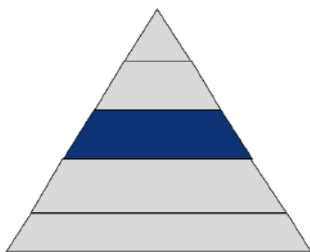
## Opportunity

1. Provide different levels of the cancellation policy for a more flexible itinerary.
2. Only display crucial information here and high light 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.

Emotional

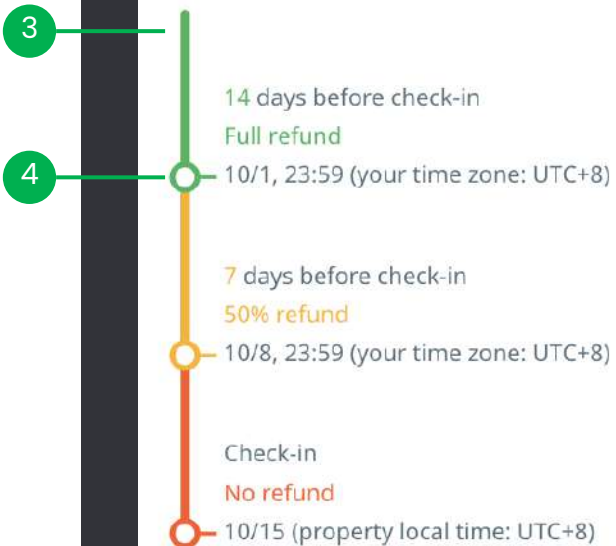


Functional



## After

- 1 Conservative Cancellation Policy
- 2 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.



## Before

### 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)。

## IMPLEMENT

Empathize Define **Ideate** Prototype Test

# Empower the sense of security

Brand Recognition Visual Style Content

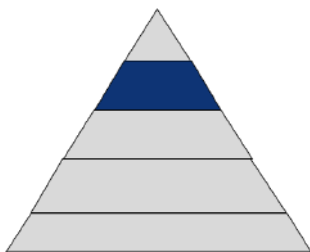
## Opportunity

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.

Emotional



Functional



After

The screenshot shows the AsiaYo booking interface. At the top, there is a progress indicator with three steps: 1 (selected), 2, and 3. The main booking summary includes: **Hôtel Le Hôme**, 1 room, Standard Double Room - No Window, 1 guest, Basic Plan, 1 night, 2022/04/29 (Fr) - 2022/04/30 (Sa), and a total price of TWD 2,028. A 'More details' button is visible. Below this, there is a section for 'Estimated check-in time' with a reminder to check-in early. A 'Booking details' overlay is shown, listing: 1 adult, 0 children; Basic Plan; 1 room; Plan price of TWD 7,800; and a received early-bird discount of -TWD 5,772, resulting in a 'Pay in' amount of TWD 2,028. The 'Cancellation Policy' section shows a timeline: 7 days before check-in (100% refund), 4 days before check-in (50% refund), and at check-in (no refund).

Before

The 'Before' interface shows a cancellation policy overlay with the following text: **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。  
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請詳閱並勾選同意旅宿注意事項  
申請訂房

## IMPLEMENT

Empathize

Define

Ideate

Prototype

Test

# Earn Trust by solving customers' problems

User Interface

Content

IA & Flow

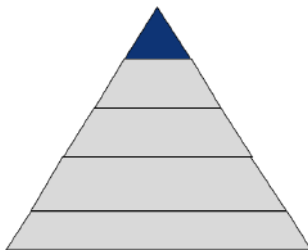
## Opportunity

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.

Emotional



Functional

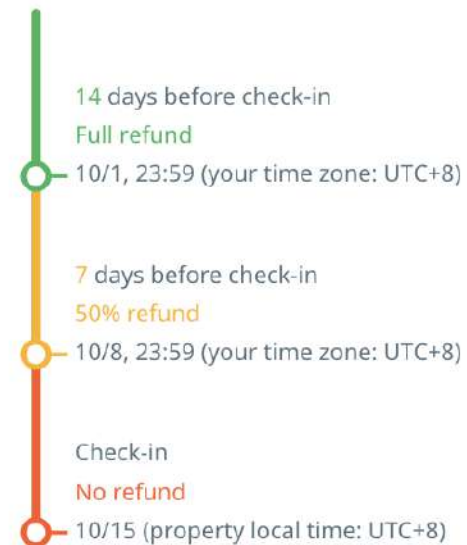


## Conservative Cancellation Policy

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## IMPLEMENT

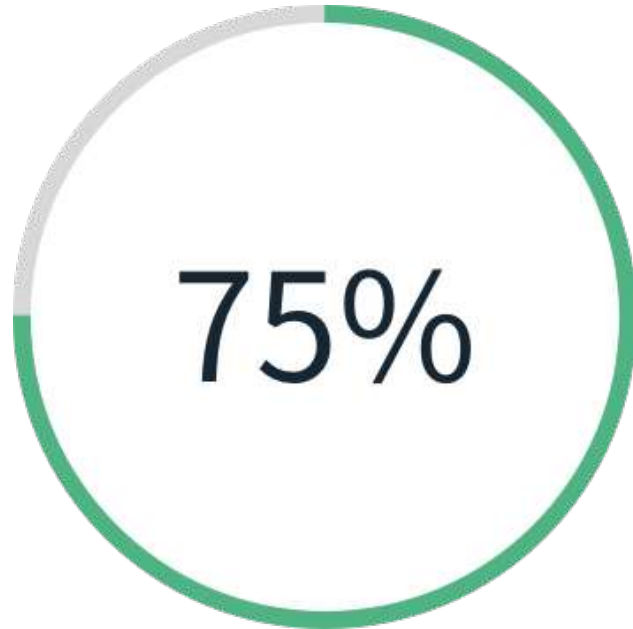
Empathize

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%**.

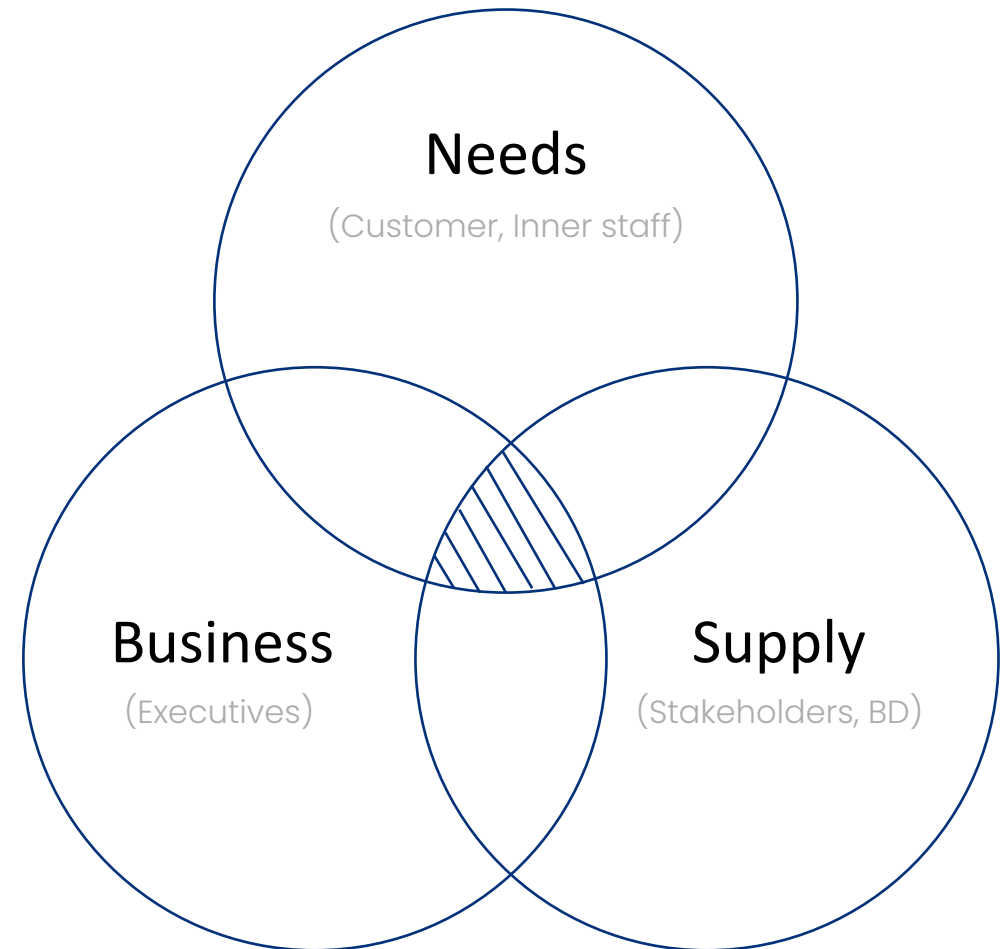
# Product Quo & Next

## 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**