User Research & Design Workshop

Conduct user research and design sprint workshop.

OVERVIEW

One of our cultures is "Data-driven," but mostly data here represent revenue, sessions, and CVR. That result stands for quantitative data and hard to understand our user's why and motivations.

We want to utilize a series of UX research and methods to find out what's our user's shape. Further helping cross-function team to gain more background knowledge and understanding our target audience. TIME

05/2018 - 06/2018

ROLE

UX research Workshop facilitator Visual design

USER INTERVIEW

In the beginning, we find the most iconic target user and combine online questionnaire plus the information we've already know. I also design a series of the survey to interview our target user.

During the interview we also plugin user's smartphone to record their behavior(of course we had their permission), to find their connection, naturally and repeatedly behavior. To make up the insight that we couldn't see from the quantitative data.



—User interview—

PERSONA

We total interview ten different background users, then group them into three types of traveler.

- Couple (using desktop and mobile device)
- Backpacker (majorly using mobile device)
- Family (majorly using desktop device)

I design these persona templates not only display the user's motivations, wants, evaluations even their favorite brands, but also show their voice and inner thoughts. Let everyone could quickly get to know their story and personality.

COUPLE

BACKPACKER

FAMILY



—Persona —

USER JOURNEY MAP

To demonstrate the whole booking journey that user had been through clearly, I divide it into four different phases:

- 1. Explore
- 2. Plan & Immerse
- 3. Take action
- 4. Confirmation

This map was designed from left to right means a user's behavior; also each stage shows their thoughts and opportunity which we could interact with it.

Online Booking USER JOURNEY MAP	BEXPLORE OPTIONS Searching	PLAN &IMMERSE List-page -> View-page	Check-page	CONFIRMATION OK-page
	1000 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網站上提尋不同物件與價格,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
ANGELA 水田 化加速 水磁出版	研究講室目的地 - 加速部落格 - 加速前落格 - 加速加落格 - 社友智慧 - 電視満告 - 電視満告 - 電視満告 - 加速支方病站 - 変換周囲 - 多換周囲 - 多換局量 - 多換局量 - 支持局量 - 夏季 - 支持局量 - 支持局量 - 支持局量 - 支持局量 - 支持局量 - 支持員 - 支援局量 - 支援局量		確認是共詳細費用 ・確認是共詳細費用 ・確認人在資訊、人数、房型 ・ 選擇付款方式 現想に協會有其任態外費用,或是取消 訂單會因子總費或是證明嗎? 因為也含了全案的訂單。就整確認房型 和局的詳細質具、以防方前最後才發 現訂讓或是單訂了。	行前確認、濃適 ・ 宣告對細地址與單站 ・ 宣告對 罪人往資法、 ・ 房屋規則 ・ 當時前宿結方式以環不時之間 ・ 門次確認可是用則、內容居否正確 我想知道車局間、內容居否正確 我想知道車局間、內容居否正確
ROLA 23度+计算2者 背包客	PRQTAFF推进高合? ·现在去哪裡還合? ·现在有难加温做惠嗎? ·规带模宣嗎? ·是不是當地理學呢? ·多粘慮出最高方便? ·雷松人推断的食费服剂? ·雷松上推断的食费服剂?		 這個費用和我之前看的是一種的嗎? 加人加床散量、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? 還有额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? 訂單的房豆日期正確無誤嗎? 我想知道Check-in的方式為何? 有當天抵達時約天氣資訊嗎? 櫃檯是24h check-in嗎?
STELLA 家庭出題	 提供用戶目的地質處、資訊未規劃行程 增加多個城市最新旅遊資訊 增加多周城市最新旅遊資訊 增加和戶互動溝通的用道 增加和戶互動溝通的用道 建築蒸馏和用戶行程之間的開聯性 提供長式消費優惠資訊(信用卡、滿額禮、早鳥兩) 	 增加更多當地交通及加人友養資訊 添加更多用戶和對方間接、直接聯絡的方式 增加用戶對有間積的確認成 提件用戶更多理律L<減值收約方式 提升用戶還除物件細節沒很的機能 增加更多相關的評論來加強用戶對物件的環解和信任成 	 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成 增強用戶對此單訂單的信任成 提升用戶完成輸入表單的信心 	 加強星現地用戶的間號打算資訊 提升用戶對於旅宿位置交通的信心 增加用戶對於旅宿位置交通的信心 增加用戶對於旅宿不通的不安成 降低用戶對於諸宮不通的不安成 提供用戶一個安心的聯絡智道

DESIGN SPRINT WORKSHOP

The next step we host a design workshop, the purpose is to transfer the user insight into tangible, actionable item and plan. There are total three processes: 1. define problem 2. brainstorming 3. take actions.

There is also some rule for brainstorming, to keep everyone laser focus on the problem.

- Don't criticize others idea
- Make idea become a doodle
- Build on others idea
- Focus on quantity not quality
- Focus on the goal



-Design workshop ---

STRATEGY

We base on the most meet user's need, could be scaled on business and could fastly launch to the market, these three principles to vote our final solution. We came up with our top two:

First, the pricing strategy improvement, such as time-limited offer, lower good behavior host's commission, lower our service fee. It can make our property more competitive. Also, we want to extend the free cancelation period, to let our user can book with more flexibility.

Second, we would provide more useful information about the property to let the user gain more background knowledge to make the decision more confidently. Not only the city guidance but also the comparison around the room, such as price, facility, room detail info or extra benefit. We believe providing the right information at the right moment to the user could increase the intention adequately further pushing the revenue.