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.
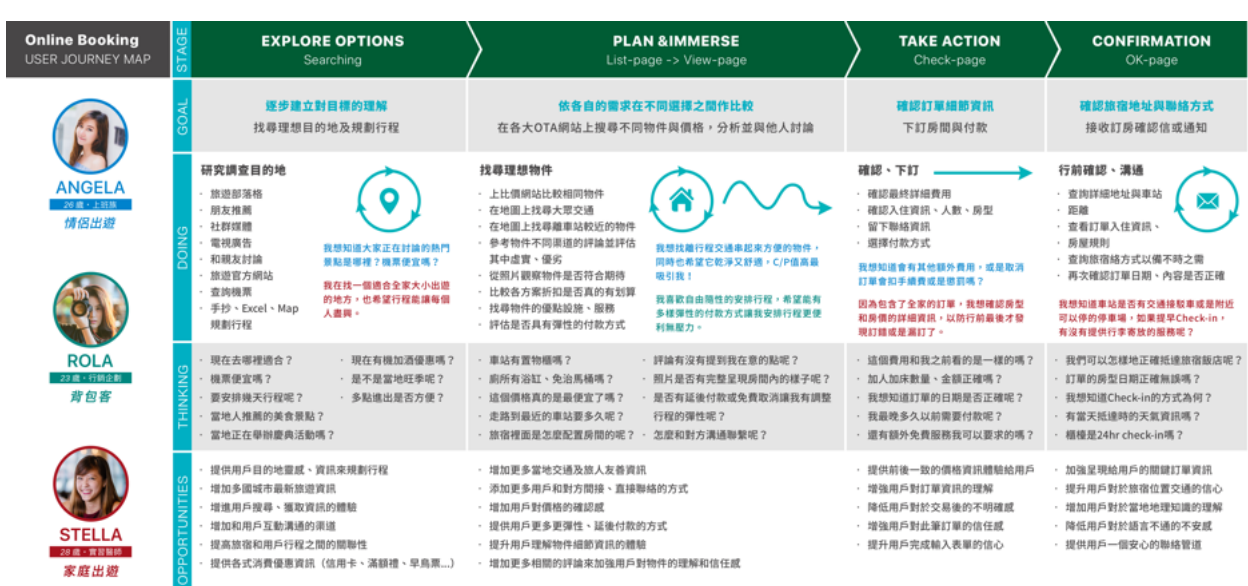
—User journey map—

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.