Purchase & Extras Cross-sell

Hypothesis:

Improving the user experience of the purchase flow will result in an increase of conversions on the Gozengo.com website.

Business Goals:

- To increase the success rate of conversions once a customer enters the purchase flow
    - **Current abandonment rate:** 35% -> 10% -> 0%
    - **Goal:** INCREASE
- To increase the contact rate to the call center
    - **Current UV to Call rate**: .71%
    - **Goal**: 2%

User Goals

- Rachel (Relaxer)
    - Make it easy for me to check out
        - Make it clear as to what I'm buying
        - Minimize fields required to check out
        - Provide "smart" defaults
- Danielle (Dream Chaser)
    - Get me excited about my trip
        - (Could be) offer me experiences that will improve my dreamy trip
    - Make it easy for me to check out
    - Help me feel that I'm making a good purchase decision
        - Call or provide assurance about what I'm buying
- Roberto (Re-connector)
    - Make it easy for me to check out
    - Show me all the great things my son is going to do.

Range of Scope:

Phase 1:

1. Improve the clarity and comprehensiveness of what the user is purchasing
    a. Product summary
    b. Included Promotion
    c. Pricing summary
    d. Number of passengers
    e. Etc
2. Promote contact to the call center
    a. Increase presence and value of call center
3. Streamline the customer / traveler information interface
    a. Reduce number of fields required for stand alone hotel flow
        i. No need to ask for second traveler
        ii. Condense Name down to 1 field?
        iii. Remove middle name
    b. Improve the traveler headings within Travelers section
    c. Continue to support Known traveler?
    d. Introduce frequent flier number

Nice to have:

1. Improve the clarity and content with regards to transfers
    a. Increase clarity on what a transfer is

b. Increase clarity on transfer options

Not included in scope:

1. Mobile wireframes
2. Enhancements to confirmation page
3. Enhancements to the confirmation email

Competitive Audit

Performed a competitive audit comparing the total, required and option fields for stand alone hotel and package flows on 3 competitor sites.

Results can be found here.

Key Finding:

- Opportunity exists to reduce/streamline the volume of information being requested on Gozengo.com, especially within the stand alone hotel path

Summary of results:

- Expedia and Booking **do not require any information for second passenger for stand alone hotel**
- Booking.com**only requires last name and email address** to complete a booking for stand alone hotel
  No other site requests "contact" info as a separate section as "traveler" info
    - This info is combined into the traveler 1 fields
    - Gozengo does auto-populate these fields, but the overall perception is that the user has to fill out twice
- For package, **all sites ask for middle name**, but not required on any site
- Expedia asks for passport country information; the only site of the 3 package sites to do so
- Gozengo is the **only site that asks for "Known Traveler" info**
- **Expedia and CC ask for Frequent Flier number** as a minimized optional field
- **All three package sites prompt for Redress Number** as a minimized optional field

Data

Based on two passengers, 1 room

Site	Product	Total Fields	Total Required	% More/Less than GZ Total	% More/Less than GZ Required
Expedia	Hotel	3	3	233% more on Gozengo	167% more on Gozengo
Expedia	Package	20	13	Same (different fields)	17% more on Gozengo (different fields)
Cheap Caribbean	Hotel	6	6	67% more on Gozengo	33% more on Gozengo
Cheap Caribbean	Package	17	10	13% more on Gozengo	40% more on Gozengo
Booking	Hotel	4	2	150% more on Gozengo	300% more on Gozengo
Gozengo	Hotel	10	8		
Gozengo	Package	18	12		

Background

- Overlaps w/ 4% Call Epic
- What's wrong with it today?
- Do we need to validate it?

Scenarios

- User looking for total price
    - A user find a vacation or resort (and room) that they are interested in. They proceed to the next step to find out how much the

total cost is.
- User looking for additional products
  - A user find a vacation or resort (and room) that they are interested in. They now want to know what their options are for transfers, activities and travel insurance.
- User wanting to book
  - A user find a vacation or resort (and room) that they are interested in. They now want to book and provide payment info for their selections.
- User looking for some information not provided on previous pages
  - A user find a vacation or resort (and room) that they are interested in, however they require more information to proceed to purchase or add it to their "serious" consideration set. They proceed looking for the information they have been unable to locate on the previous page.

Prototype

- http://qqn0qc.axshare.com

Appendix:

Stakeholder Expectations/Concerns

- Constant visibility into what I'm purchasing
  - Summary of charges missing a lot of information
  - Running summary
  - Freebie services listed
  - To be considered as part of this scope
- Stream-line input fields
  - Do we need both adult names for Hotel, other sites do not have it?
  - redress / known traveler numbers
  - To be considered as part of this scope
- Promo code visibility / location - Move to checkout step
  - To be considered as part of this scope
- Cancellation non-refundable policy
  - Pre-Trip worry free cancel - 5% of trip
  - Post-Trip cancel fee - 20% of trip
- Frequent flier number support
  - To be considered as part of this scope
- Contact us needs to be stronger
  - Customer service agents
  - To be considered as part of this scope
- Transfer redesign
  - Possibly to be considered as part of this scope
- Share / bookmark / save itinerary
- Pre-check email signup
  - Minor fix