



# ***GoTo*** ***HUB***

## **Activity Booking**

inspire, facilitate & inform  
design propositions

EC Utbildning - UX20  
2022-01-30

 Eva-Maria Johansson  
 [eva-maria.se](https://eva-maria.se)  
 [eva-maria\\_johansson@hotmail.com](mailto:eva-maria_johansson@hotmail.com)  
 +46-793401897





# Table of content

01. Understand..... 1

The company..... 2

The core idea..... 3

The issues..... 4-5

The user journey..... 6

02. Stakeholders..... 7

Relations..... 8

The end consumer..... 9

Primary persona 1.....10

Primary persona 2..... 11

Secondary persona..... 12

03. Explore.....13

The competitors..... 14

The end consumer.....15-16

The product..... 17-18

Hypothesis..... 19

04. Ideate & Create..... 20

Choice of prototype method..... 21

Sketching..... 22

Low-Fi prototype..... 23

Mid-Fi prototype.....24-25

Mid-Fi prototype testing..... 26

05. The solution..... 27

Hi-Fi prototype principles..... 28

Hi-Fi prototype/ Search page..... 29-30

Hi-Fi prototype/ Activity Page..... 31

B2B Adaptations..... 32-37

Usability Testing..... 38





01

Understand





## Empower Tourism Stakeholders With Bookable Products

GoTo Hub is a library of bookable tourism products. The company aims to create an echo system of Tourism stakeholders such as local destinations, hotels, tour arrangers, influencers, bloggers and other sites connected to travelling and experiences. GoTo Hub's own customizable product offers sales channels to existing websites without having to manage the details such as maintenance and booking management.

Unlike the Online Travel Agencies GoTo Hub wants to give their B2B customers the opportunity to get a part of the profit.

The customers to promote each other and through that also gain a percentage of each others sales. A percentage also goes to GoTo Hub, but the total amount matches that of the OTA's, with the difference that everybody gains from it.

Local connection is a key word which brings trust and confidence to the parties involved.

### The advantage and the unique selling point of GoTo Hub:

- 1) All parties in the system can earn money out of each others product.
- 2) The money in movement stays in the local Norwegian market.



# The Product

brief description

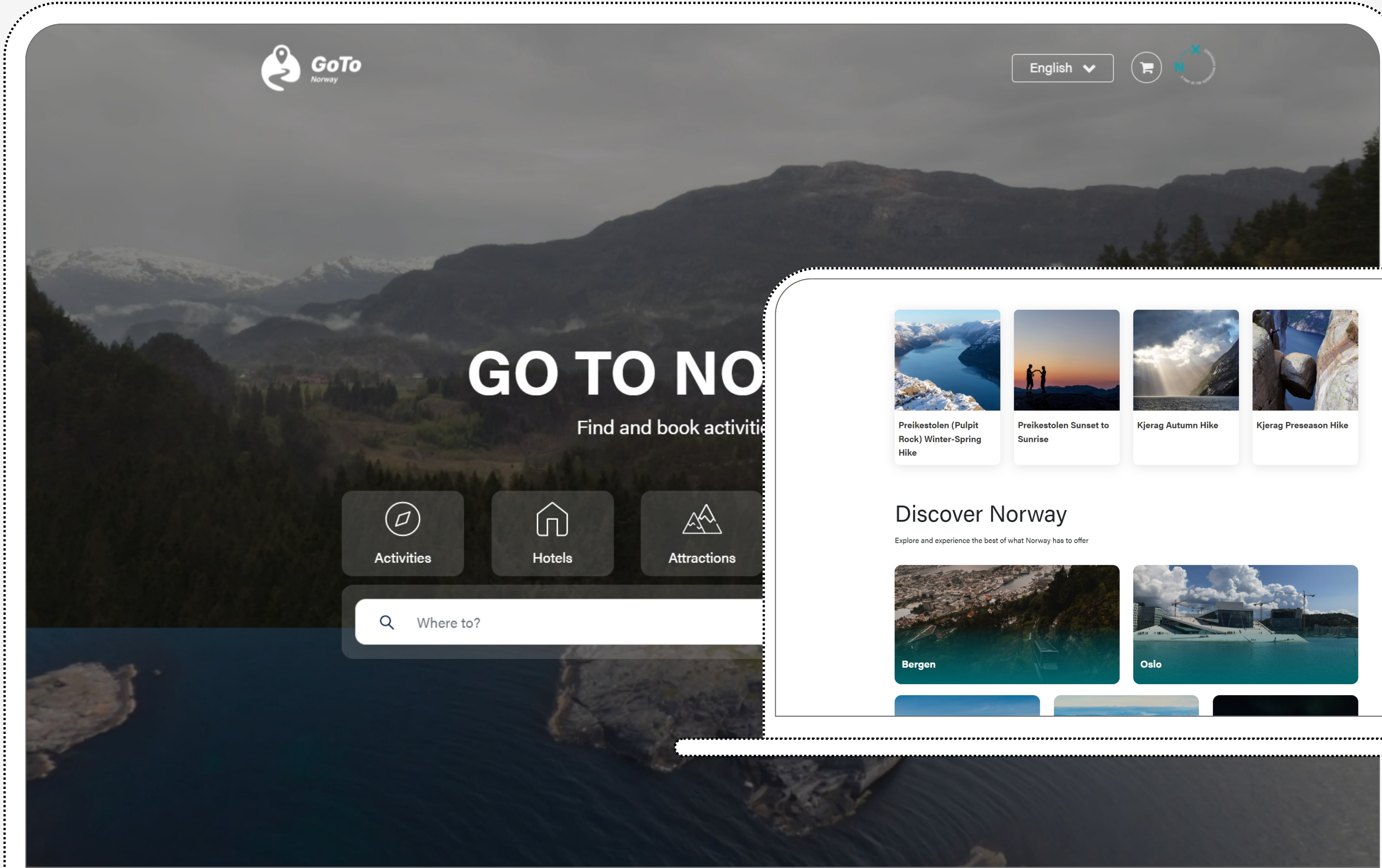
The first page is structured according to the B2B customers preference, but consists of a top of page with a background picture or movie, and different options including selected categories: Activites, Hotels, Attractions, Restaurants and Car Rentals.

The B2B customer can be a destination/ a city/ tourist information, a hotel or somebody arranging tours, but could also be a travellers blog.

Thet can customise the range of hotels, activities, attractions and restaurants they want to market in their "shop" according to their own preferences.

The end customer (B2C) can book experiences, and the site owner receives a percentage of the sales amount without having to manage any details around it.

In this report I will focus on the Activities section.





### Issues expressed by **GoTo** **HUB** regarding activity booking

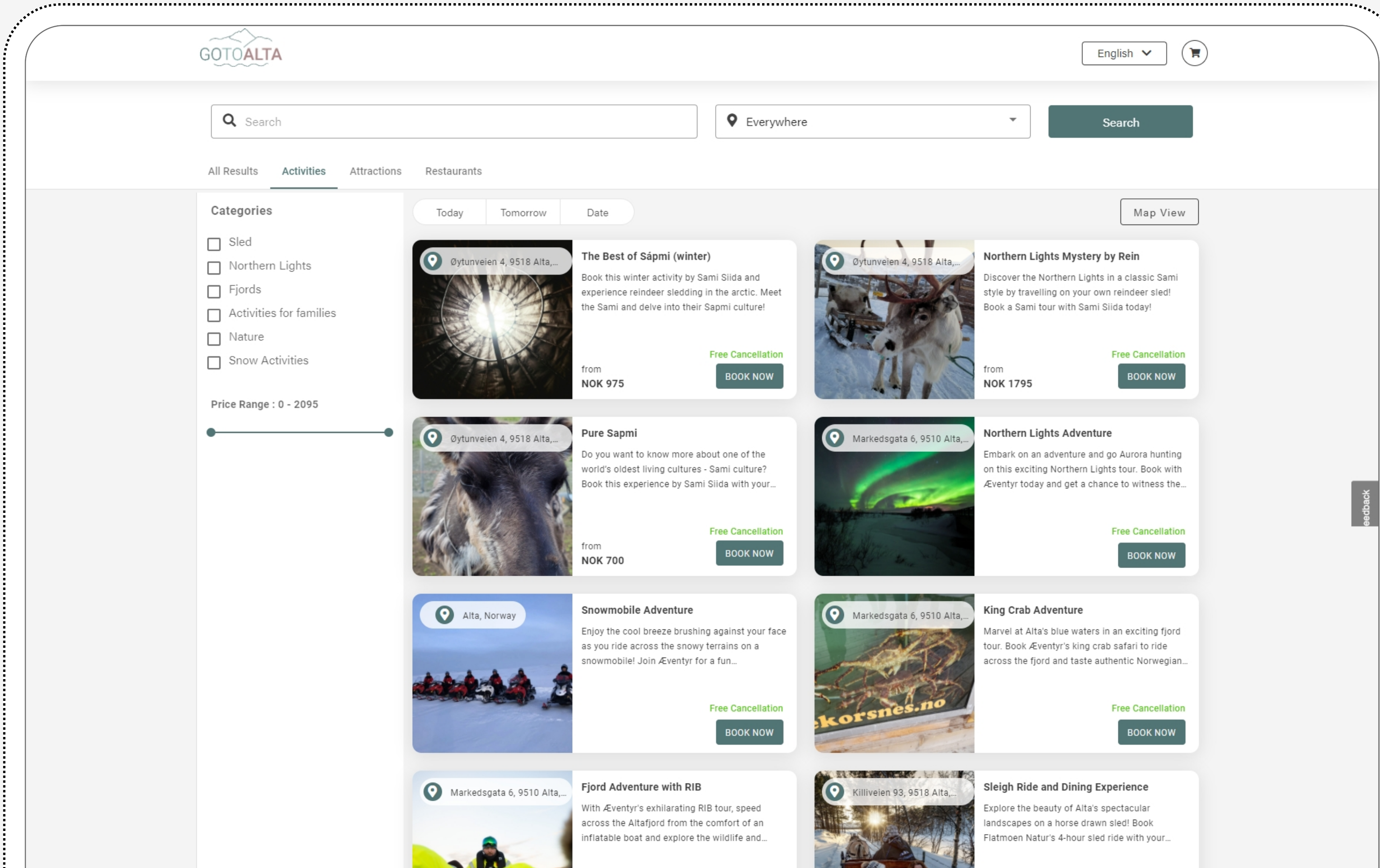
- What information should be there to lead the customer to a purchase decision?
- How can we present an activity in a smaller product card in the best way?
- How do we present activities on a search page where several activities are presented?
- Which are the unique USP:s in the activity booking flow?



# Booking of activities

The representatives from GoTo Hub express an overall general dissatisfaction with:

- a. the look of the search page (aesthetic).
  - b. the way search results are filtered.
  - c. how the short overview within each product card is presented.
- From hearing them talk I understand:
- a. They are not sure what information is important.
  - b. A need to define who is the end customer (B2C) and what are their needs.
  - c. Their main need is to define themselves towards B2B in order to get their product out on the market.





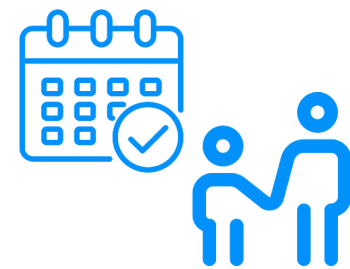
## The dream end user journey for the site



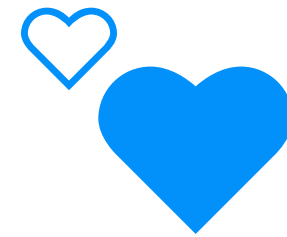
User is going on holiday to Tromsø, Norway, but has not yet planned any activities.



S/he finds a Go-To Hub powered site, which specialises on Tromsø.



Under the Activities tab she looks for activities suitable for the whole family. S/he filters on kids friendly & the dates they will be there.



S/he marks the activities she finds interesting so that she can get an overview of available options before booking.



From the selected activities, she can make their detailed itinerary, just like s/he wants it!



The family leaves on vacation.



With the possibility to cancel 24 ahead they can always adjust the family's day to day plan once there - cancel or book new activities as they go.



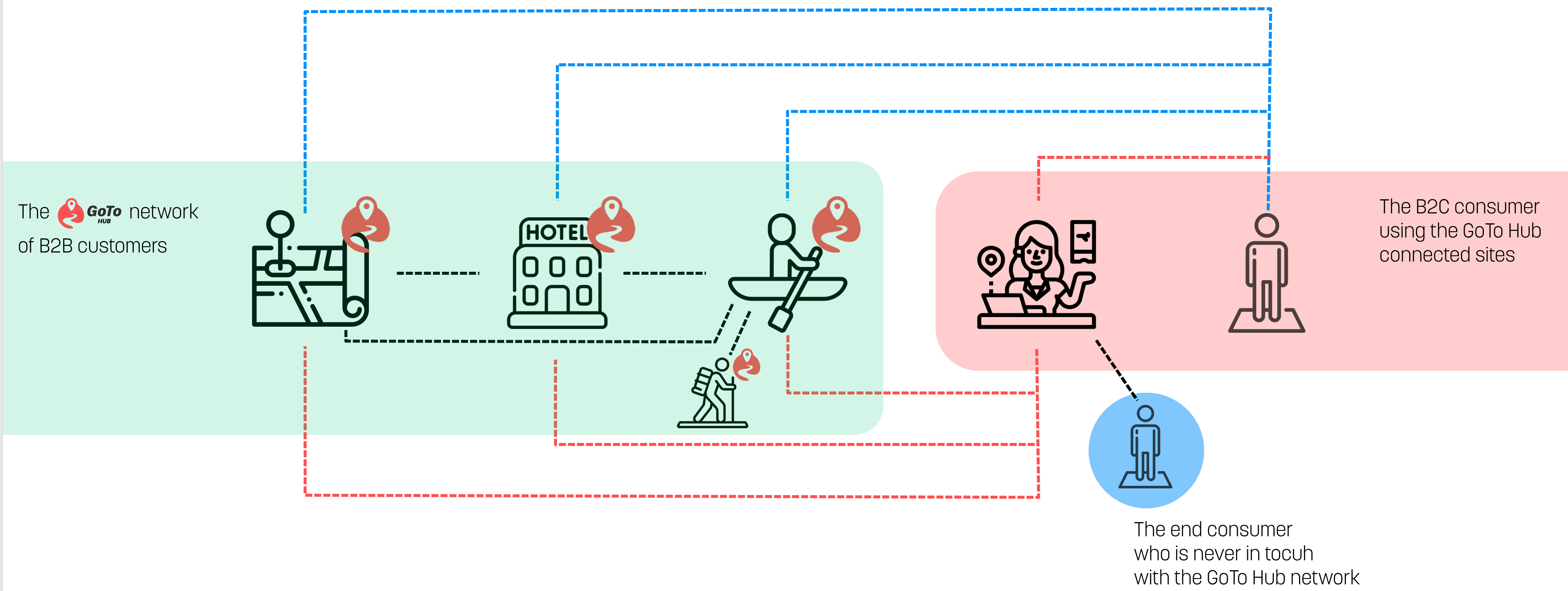
Back home again, everybody is satisfied with their great, eventful trip!



# 02

## Stakeholders







## Attract the end consumer and B2B will follow

Being a white label company, GoTo Hub has (understandably) the focus on the needs of their B2B customers. When looking at the stakeholders I find it quite clear that there is a need to focus on the end consumer/ user instead. Once they have a product that appear attractive and user friendly to the end consumer it will be easier to attract the B2B customer.

With that being said, there also needs to be a solution and a way to show to the B2B customer that the product is easily adapted to their needs.

I decided to create two primary and one secondary persona to better understand the needs of the B2C customer (end consumer) needs.

Primary



Primary



Secondary







*"I don't want to book too much ahead, I want to find what to do once on my destination."*

# Jorge Nunes

 Madrid, Spain  34 yo  engineer

## Bio .....

Jorge is an active person who loves spending the weekend with his cycling squad outside of Madrid or cheering on his favourite team (Real Madrid of course) in the Santiago Bernabéu Stadium.

In his job as engineer he spends most of his time sitting still indoors, so spending time outside in his spare time is important to him.

Jorge loves traveling once he gets some time off, with a friend or one of his occasional girlfriends. For him a holiday means activities - sitting on a beach reading a book is not his game. He prefers going to a destination and finding out what to do once there, exploring the local area and what's available. He does research before traveling so that he has an idea of what to do and occasionally books activities beforehand. He prefers getting tips from friends or other travellers like him.

## Wants & Needs .....

- Action activities.
- Being surprised when traveling.
- Unusual activities that he can brag about to his friends.
- Taking it one day at the time.

## Motivations .....

- Meeting new people with similar mindset
- Learning new things
- Being physically challenged
- Limited and hard to find experiences
- Environmentally friendly options

## Frustrations .....

- Being told what to do
- Not being able to be impulsive/ change plans quickly
- Sitting still
- When things feel "put in" place and not authentic





# Mitsuko Tanaka



Tokyo, Japan



28 yo



Travel Agent

## Bio .....

Mitsuko grew up in Yokohama just south of Tokyo. Right after finishing university with a specialisation in foreign languages and tourism, she started working in a small travel agency.

She lives in the popular suburb Hatagaya, where there is also a strong international community and she has made friends from around the world. In her spare time she loves being active and is often found hiking in the mountains outside Tokyo or strolling Yoyogi park which is not far from where she lives.

In her role at the agency, she specializes in arranging trips and activities for customers who want to experience Northern Europe - she even had the opportunity to travel once with her work to Scandinavia. She has formed a relationship with a few selected hotels and organizers, whom she trust to offer the high quality local experiences her picky customers are looking for.

## Wants & Needs .....

- Providing excellent service for her clients
- Easy to find accomodation, activities & restaurants
- Reliable sources of bookable experiences

## Motivations .....

- Unique experiences for her customers
- Customer Satisfaction
- Personal service
- Clear and easy information

## Frustrations .....

- Dealing with many different organizers
- Picky customers
- Payment information not being clear
- Finding tours and activities on the other side of the world





*"I am tired of busy cities, I want to experience something real when traveling"*

# Hiro Satō



Tokyo, Japan



42



financial advisor

## Bio .....

Hiro lives with his wife in the popular area Ebisu in Tokyo. He works as a financial advisor at a large Japanese bank where he has been since he left universty.

Hiro is interested in envoironmental questions and he and his wife are trying to live a healthy life - eating organic and buying products produced with a smaller environmental footprint.

They have travelled a lot as a couple (especially to Europe) and they have gotten a little tired of big cities, fancy hotels and shopping. They are now looking for more mindful and true natural experiences. A round trip to Northern Europe is definitely on his wish list, sine he feels a strong connection to the nature and the adventures that he is reading about when researching the region.

## Wants & Needs .....

- Climate change from the busy city life in Tokyo
- Green experiences
- Hard to find adventures
- Being able to have a good story when coming back from a trip abroad (and slightly brag about it)

## Motivations .....

- Doing things that his friends wouldn't
- Nature experiences with modern comfort
- Uniqueness and the rare
- Experiencing other cultures

## Frustrations .....

- Hard to find package trips
- Finding inspiration but then not knowing how to book
- When things don't go as planned
- Not having time to do research



03

Explore



## So what is everybody else doing?

To get an idea of common practice of similar sites I started by looking at direct competitors - Online Travel Agencies like Momondo, Tripadvisor, Viator, Get Your Guide, Air BnB etcetera. From there I established what is common practice and how they have solved things like filtering, important information, iconography and attracting the user to an activity. I also looked at other sites like hotel and travel booking to see how they are using filtering and display methods.

For filtering and display I also turned to web shops for clothes and interior. These kind of pages focus on pictures and information architecture in a way I think can be useful to look into.
















## What is the end consumer saying?

I started talking to people around me about their experience in activities while on holiday (total 4 people). I also posted a survey online (51 Swedish respondents)

A general opinion is that the reviews and rating come first. If there is no rating they will turn to othersites like Tripadvisor for this information. The users tend to look at the rating, but form tjheir own opinion more based on the customer reviews. The general feedback I got was that they are sceptical towards reviews. Reviews are read with attention to the used language, where the reviewer os from etc. The most negative feedback is often sorted out and seen as unserious.

Another drive (based on the survey and interviews) is that there is a demand for both pre-booking and on-the-fly booking. A responsive webpage is a must-have for both web and mobile.

**Trust** is a word that is frequently mentioned together with **quality** and **uniqueness**.

"If I book an outdoor experience and the weather is bad that day I want to be able to cancel."

"I want to see a lot of photos"

"When I pay a lot of money for something I want to be sure that it will be a good experience, so I choose to book from companies I can trust."

"I travel with my kids, so I need to know if an activity is suitable for them"

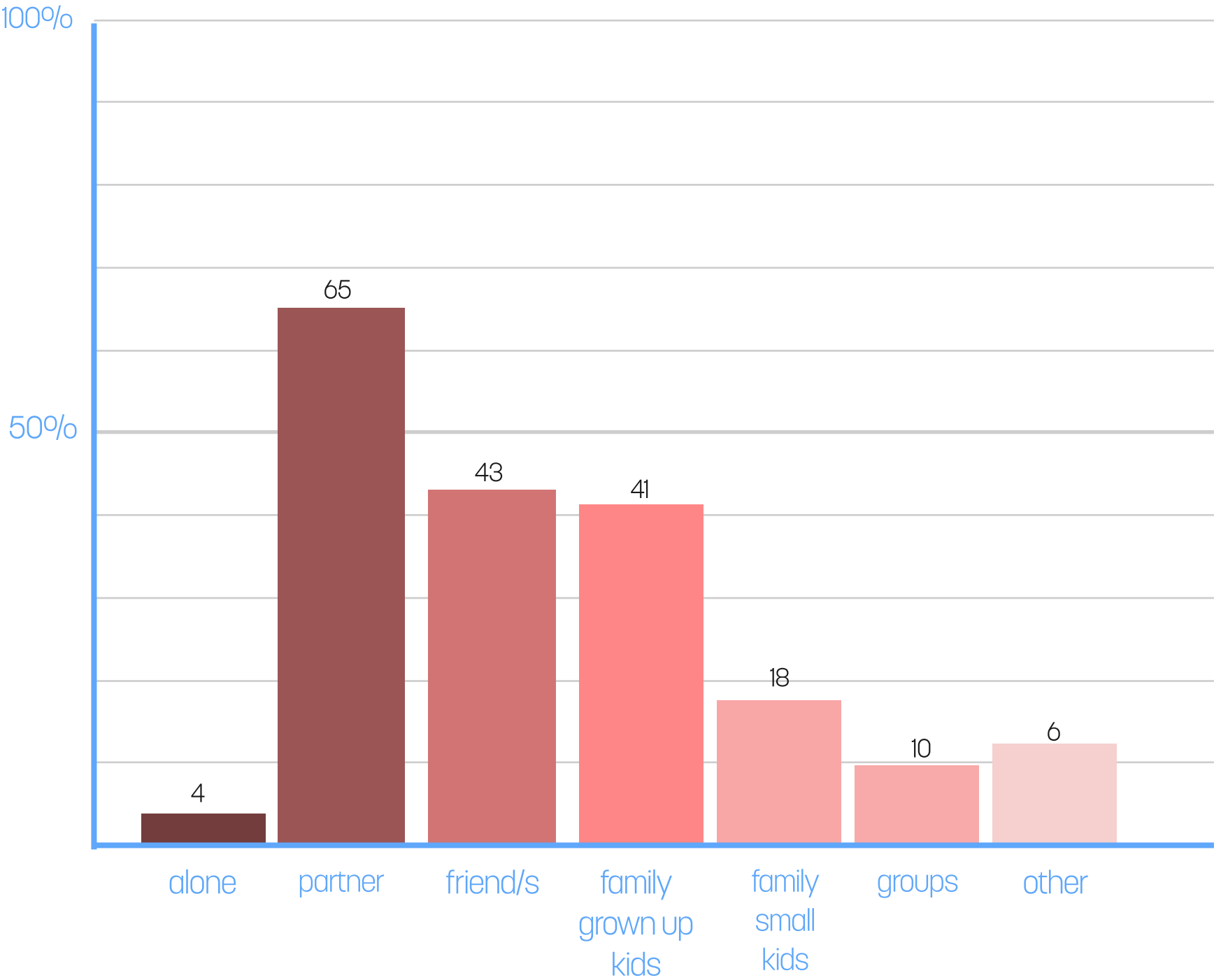
"I don't want to see only rating, I read personal reviews from earlier guests. And I read many to shape my own idea."

"I always book things once on the destination. It is hard to know before I go what I will want to do during my stay."

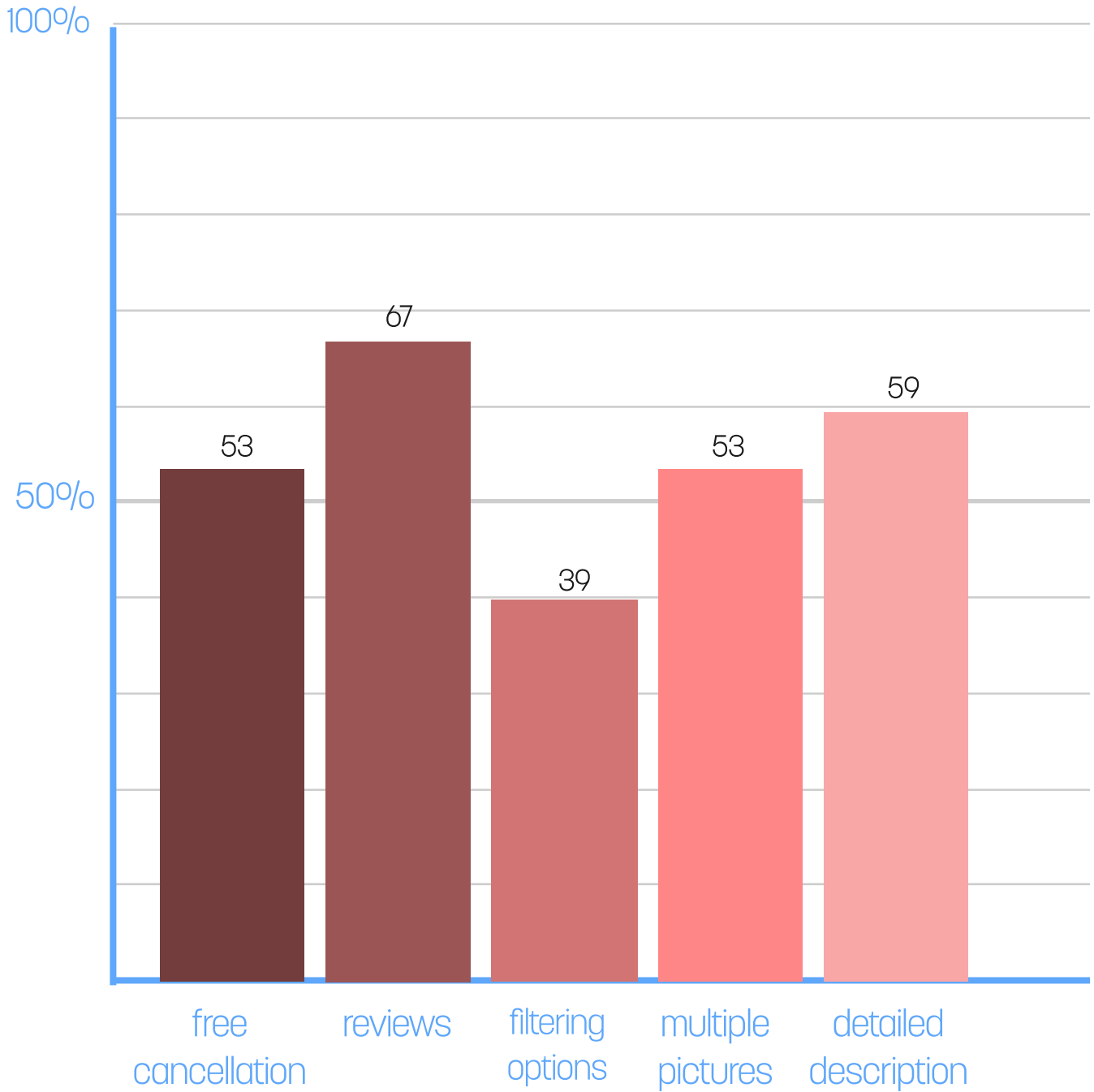
"A must have is Tripadvisor reviews"



With whom do you travel?  
(multiple answers allowed)



Choose top 5 things that are important when  
you want to book an activity.  
(top 5 ratings shown)



survey conducted online, Swedish respondents



# Exploring the activites search page

Based on my research I looked into the existing product and I could establish several things that needed looking into:

1) The layout of the page gives a very systematic look with a slightly institutional feel.

2) Activity cards are presented in pairs which overwhelms the eye and steals focus from each individual activity. This is better when switching over to Map view where the cards are sorted in only one column, but photos still don't get the attention they would need to attract and intrigue the user.

3) The search filters are too few and not organized in any logical way. OTA's often have categories to organize by, which gives the user more options to personalize the search.

4) Pagination is used instead of an infinite scroll of the activity list, which forces the user to click back and fourth with a risk of frustration and loosing the overview.

5) No possibility to mark activities as interesting/ favourites in this view. User should be able to save interesting activities for later already in the list view.

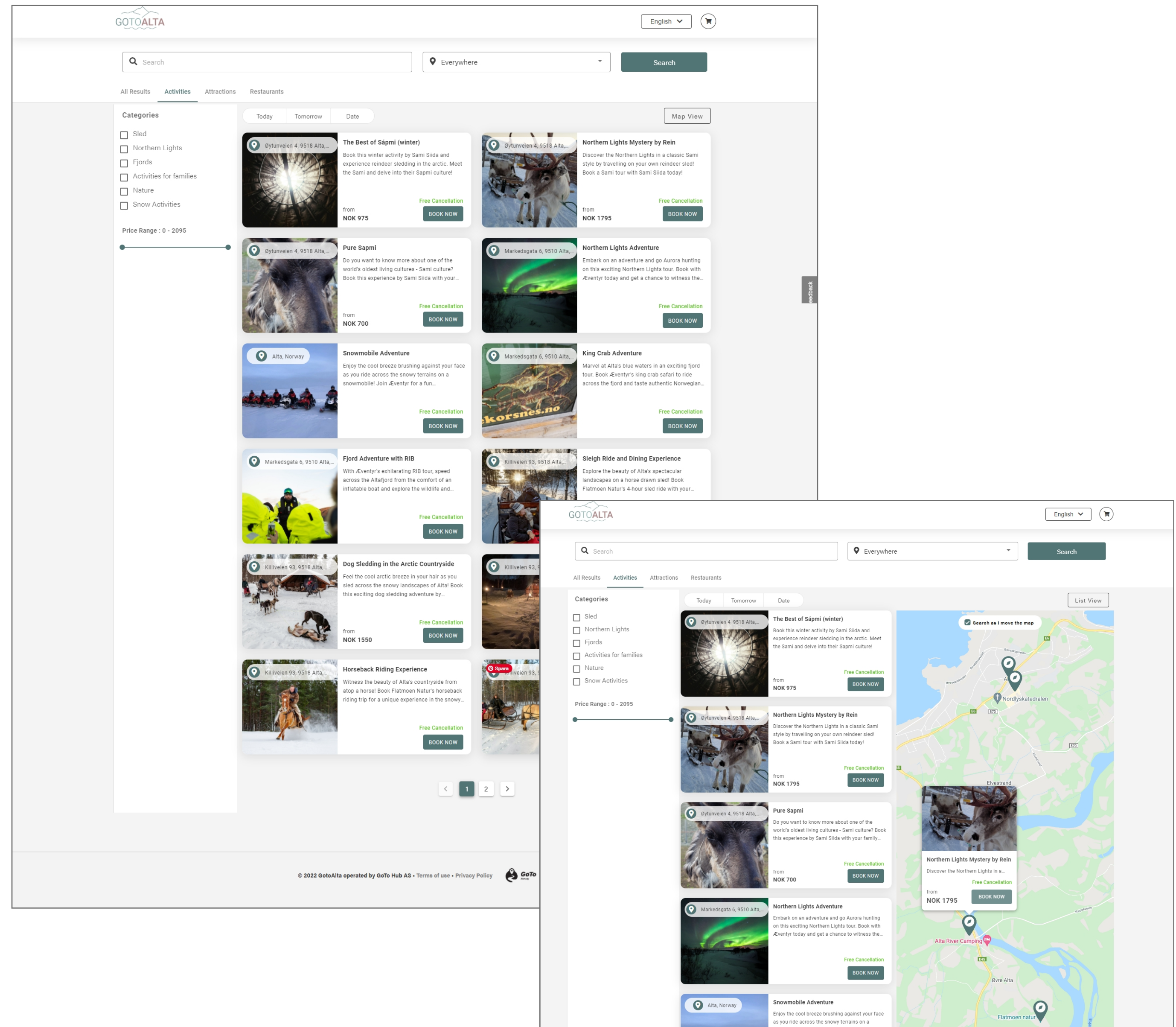
6) No indication is give regarding rating or customer satisfaction. Users I talked to are expressing a need for quick feedback regarding the popularity of an activity.

6) The color choice:

a. Important features like the date picker is almost invisible both by position and by color choice.

b. The "book now"-button is the thing that catches the eye in the activity cards, wherase it should be the photos and the information.

c. Most OTA's are working with at least one strong color, used on thigs like "Book now" buttons. The GoTo Alta page has this too, but it is used on the "Free cancellation" information, which is maybe not the most important thing to promote by color usage.





# Exploring the activity details page

1. The user is met with equal shaped boxes. Again, this gives quite a clinical and static look of the page.

2) There are many photos linked to each activity, but only one is showing on the page. Small arrows are indicating that there is more to see/ scroll to, but the users attention is not drawn to it.

3) Calendar: When clicking a date where this activity is not provided, nothing happens. It is confusing for the user when no feedback is given. The calendar should indicate possible dates, and while clicking on an unavailable date a message should be shown to the user for feedback.

4) Important information might not be clear to the user, such as "kids age range" which is for some reason informed about underneath the map, or "warm clothing needed" which is stated under a heading that is called Extras.

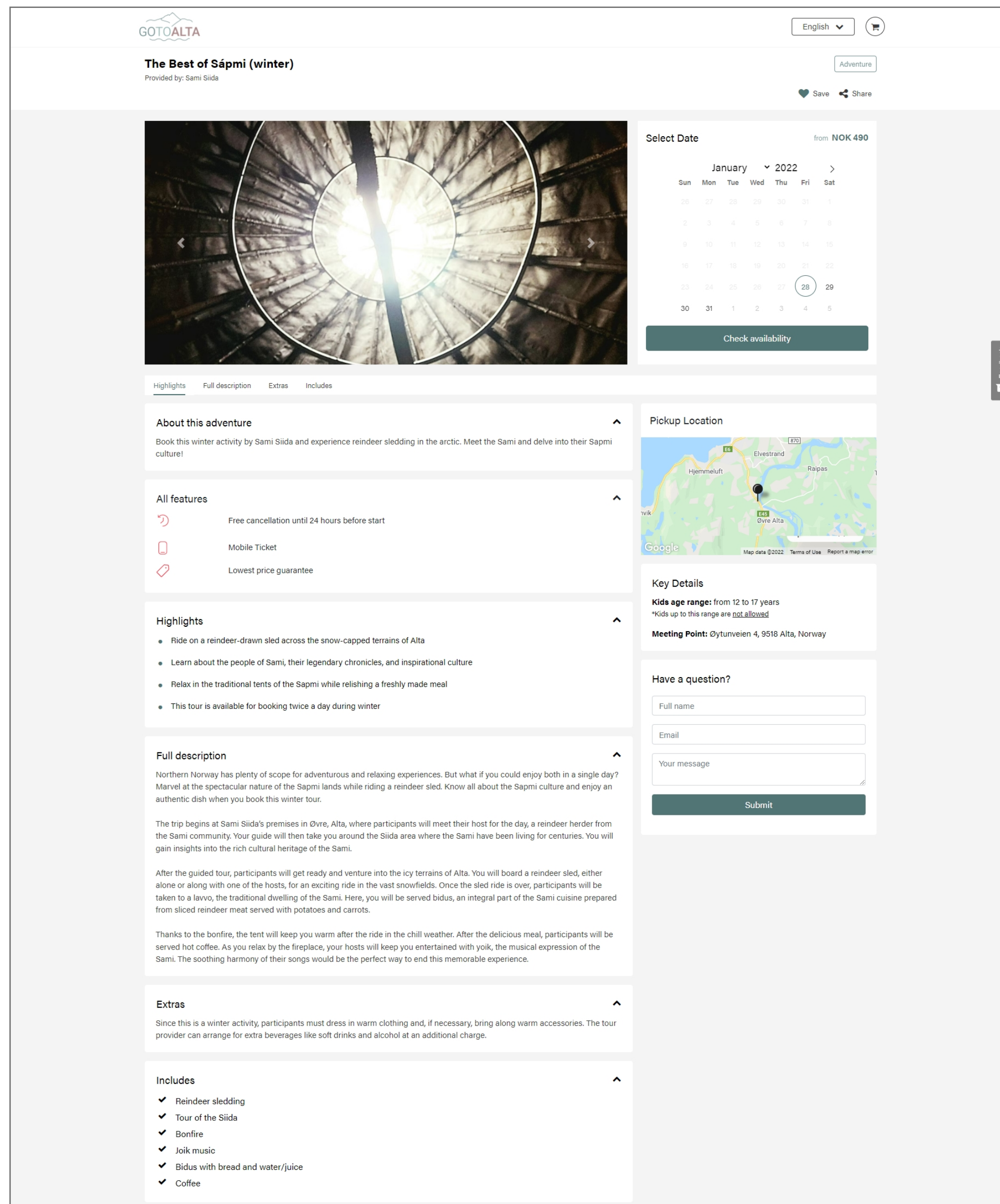
5) There is no information on the duration of the activity. Is it a 2-hour trip or a full day?

6) Colour - again the use of colour could be optimized to draw attention to certain details or elements.

7) There is a heart-shaped icon that indicates save (add to favourites), but it is not clear if it has a purpose.

8) The share button is for sharing via social media. User might want to have a quick way to share by email instead, especially if they are booking for a third party.

9) Clicking the "Select Availability"-button takes the user away from the page and onto a booking page. If the user then wants to go back to check details they need to use the browsers back button. This interrupts the user flow, with the risk of the user getting lost (and leaving the page).





I beleive that:

By *(based on the existing design)* creating a visually attractive and user friendly page for B2C customers and an easily adapted and visualised white label template we will create interest with the possible B2B clients.



# 04

Ideate & Create





### How to visualise it

#### High Fidelity prototyping

My goal was to make a High Fidelity prototype to be able to visualise my ideas to users as well as the client. To make a prototype as close to reality as possible with the User Interface that I have in mind and workable links to show and test the user flow.

It was also my goal to be able to show the client (GoTo Hub) how my idea can easily be adapted to their B2B customers.

Choice of tool: Adobe XD

### How to get there

**Sketching - Crazy eights** To use the research and USPs I have defined in the research phase and quickly get ideas down on paper.

**Low-Fi prototype** From the Crazy eights define the essence of what is working and what a rough new idea could look like.

**Mid-Fi prototype** Sketch the Low-Fi framework for the prototype in Adobe XD. Discuss my idea to the solution with the customer & users and then iterate.

**Hi-Fi prototype** Show to and discuss with potential users and the GoTo Hub.



Best practice?

What is working?

What is not working?

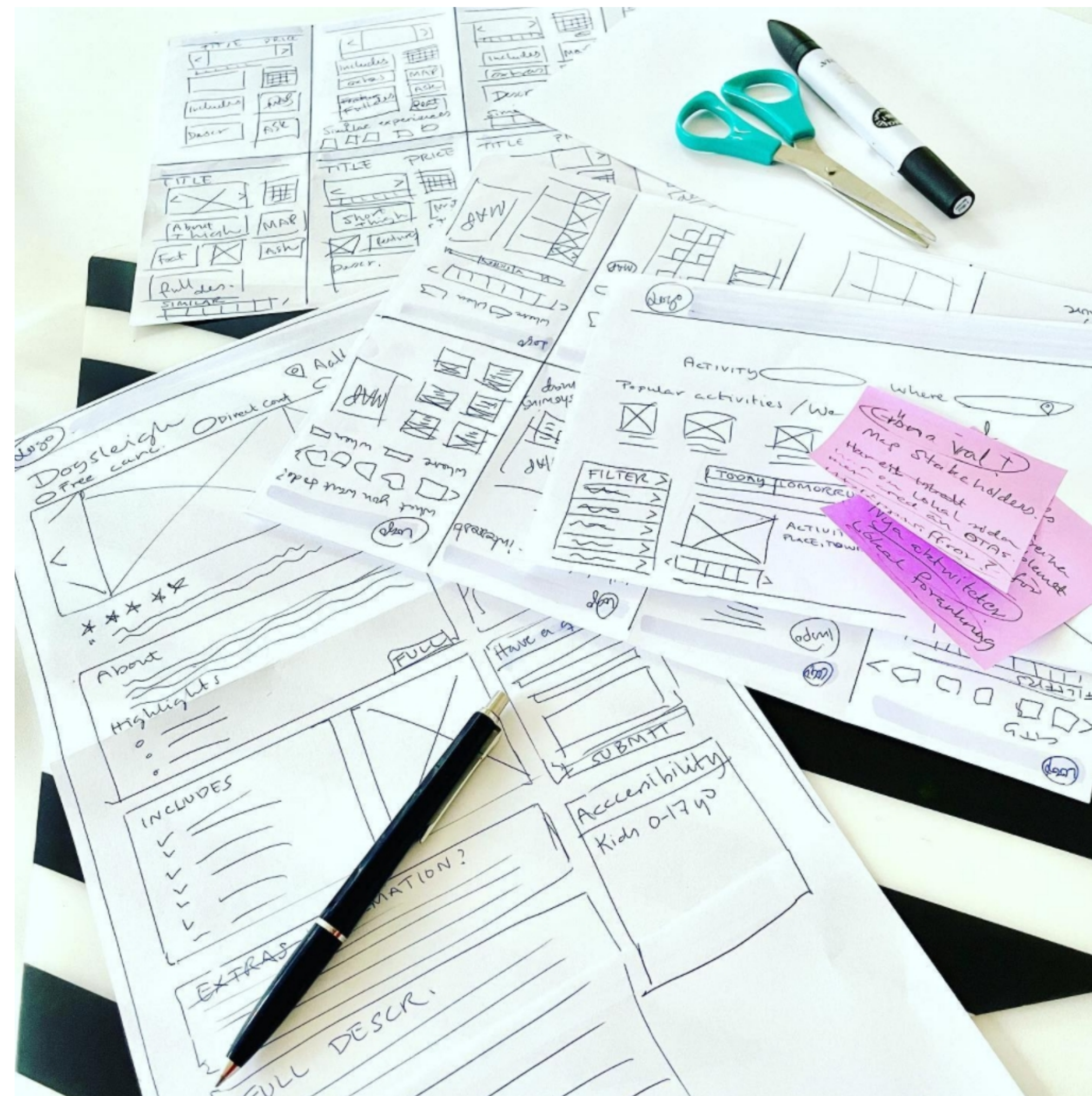
Deal breakers?

OTA's - what are they doing right?

How do we create flow?

How do we create interest?

USPs? .....





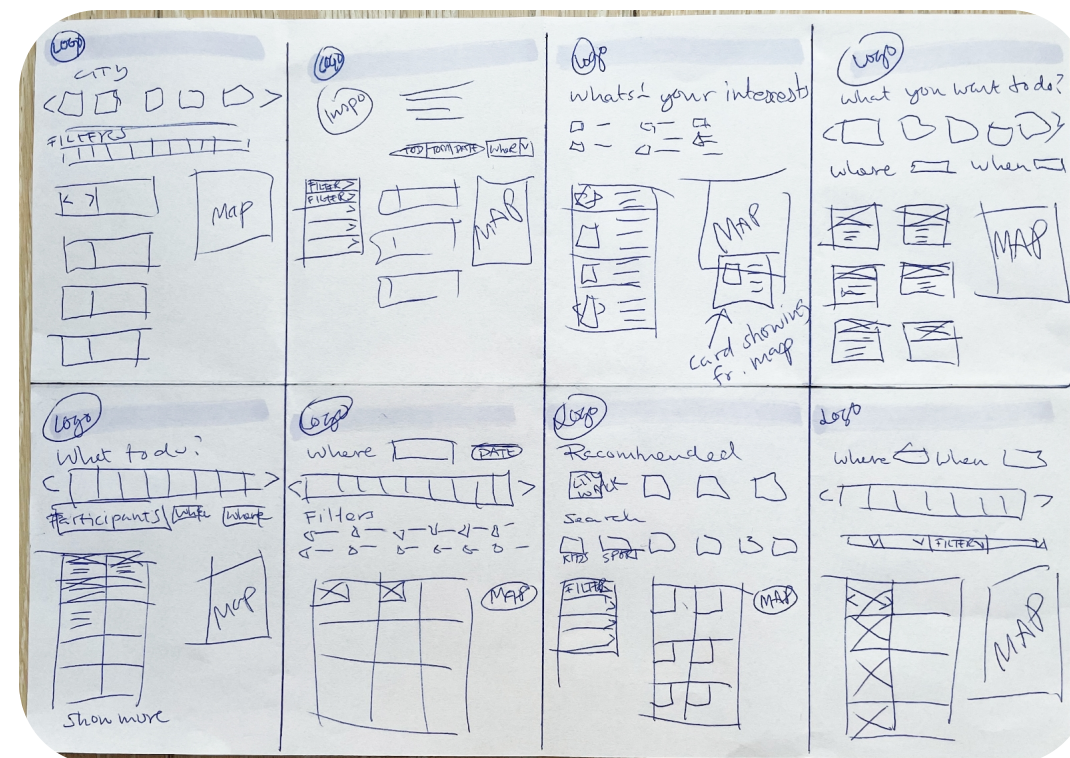
# Sketching

## Part 1 - Crazy eighths

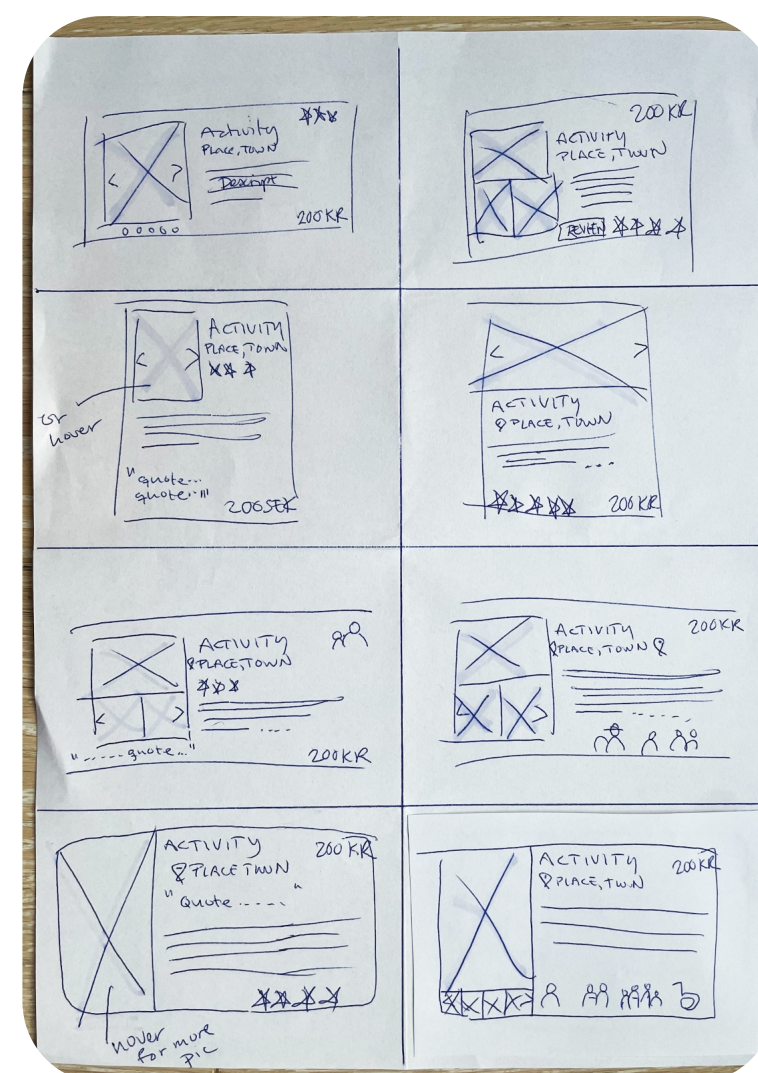
I worked on getting my collected ideas down on paper through the sketching method called Crazy Eight - 1 minute per sketch on a paper with 8 squares.

I did this exercise both for the Search overview and the Activity Card.

### Activities Overview



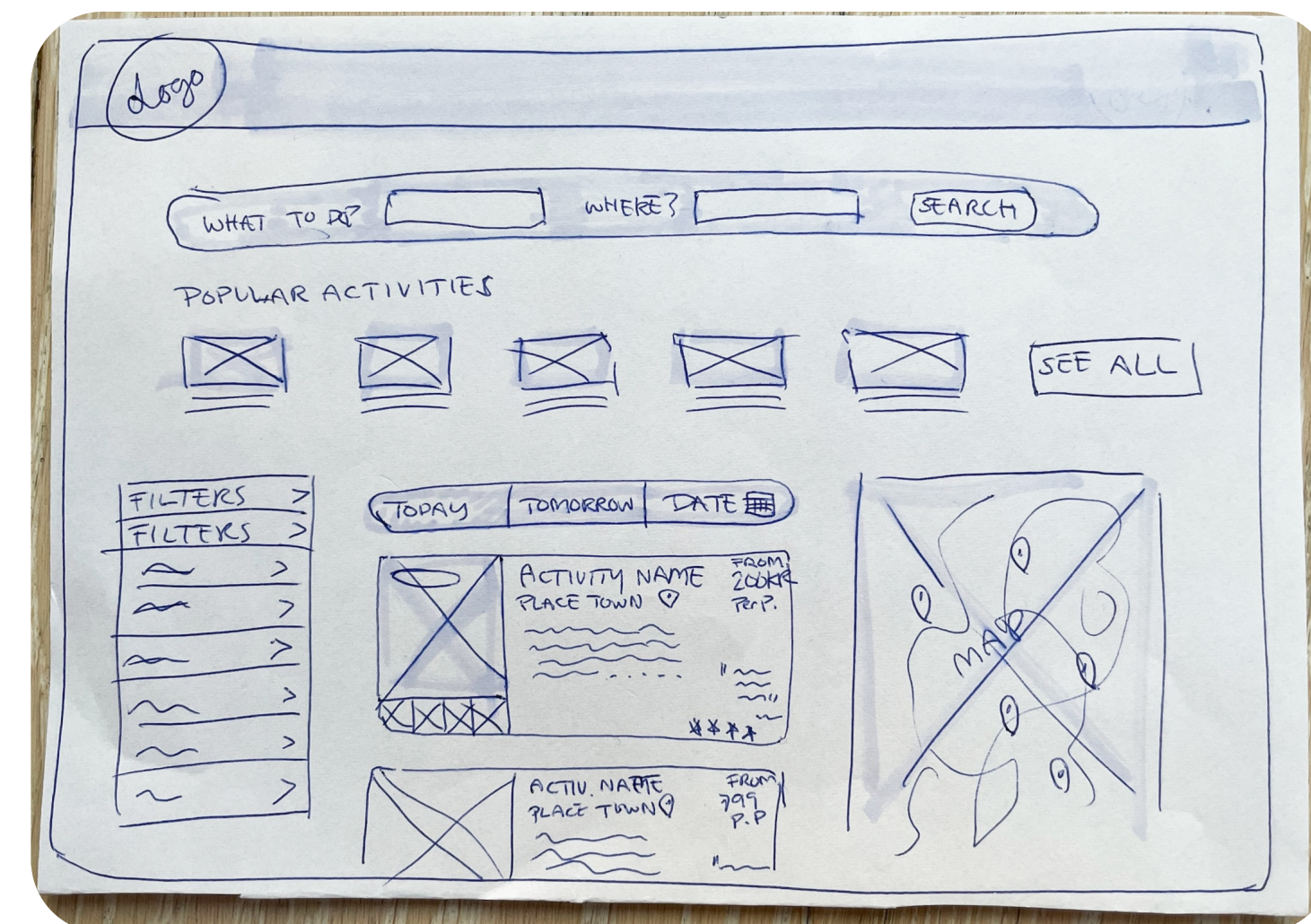
### Activity Card



## Part 2 - Low-fi hand sketched prototype

From my crazy eights I established what I found the best ideas and started sketching on a more precise Low-fi prototype without actual content. I wanted to do this to get a feel for what the overview of the page could look like, based on the design they have implemented today.

I tried to test the paper prototype with 2 people, but quickly realised that it unfortunately was too soon in the process to actually get any feedback from users, as it was too hard for them to imagine the outcome from these rough sketches.





# Mid-Fidelity Prototyping

## Activities overview

To be able to discuss my solutions with the client and potential users I realised that I needed a more clear and communicative prototype.

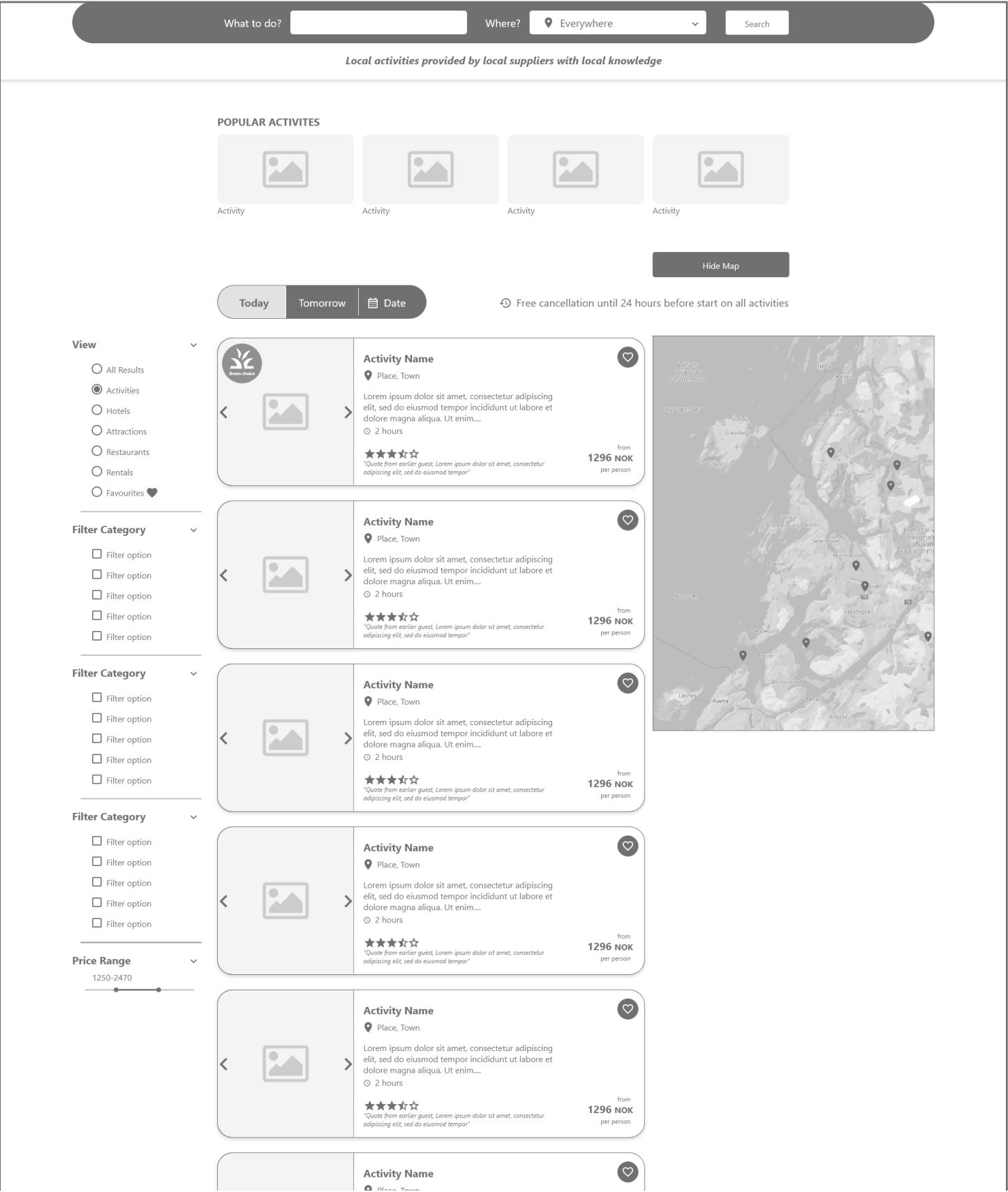
I decided on a Mid-Fi prototype that could quickly be sketched in Adobe XD but still give the client and users a feel for what kind of content they are looking at. Making the sketch in Adobe XD already at this stage would save time as I could easily use the same document to create my High-Fi prototype in the next step.

While translating my ideas from the paper prototype I found that some of them were not working in a digital format so some changes and adjustments were made.

I worked on my prototype in a 12-column grid and my goal was to create a more light design with white space.

I wanted to draw the users attention more to the activity cards and chose to change them into a one column design. The aim with this was to draw the users attention more to the individual activites as well as give the photos a more prominent place.

I also focused on (even though working only in grayscale) highlighting the important functions such as the date picker in order to lead the user through the flow.





# Mid-Fidelity Prototyping

## Activity detail page

For the detail page I wanted to achieve a design that would give the user a quicker overview.

The photo section is changed into one large photo with a right side photo gallery. This way the user is more inclined to click and see more photos due to the small previews. The photo preview column is scrollable so that the organizer can add as many photos as they need to promote their experience

The section called "Extras" in the existing design had an unclear message and is changed into "Practical information".

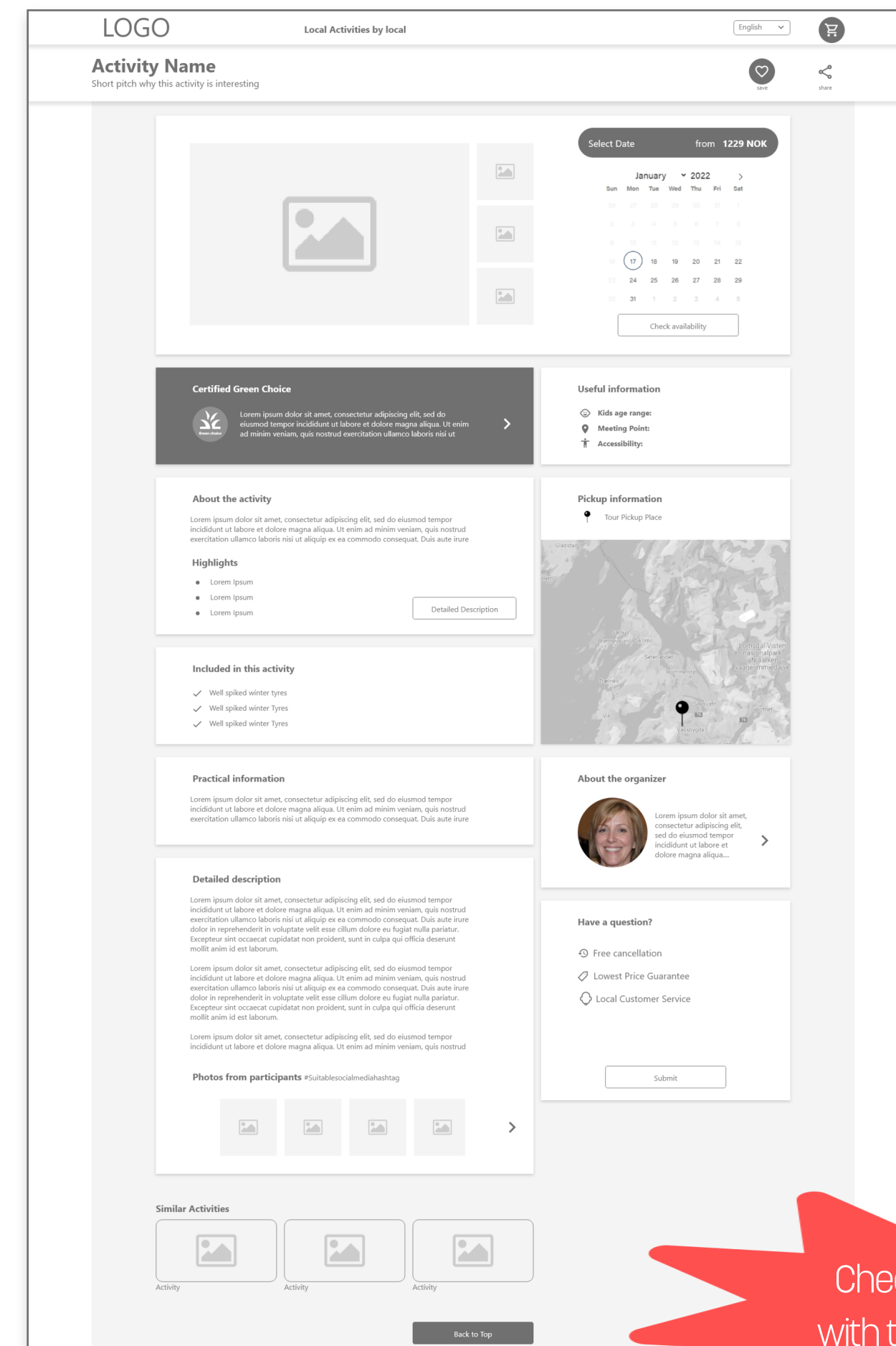
A badge is added to the activities where the company can communicate values, recommendations or environmentally friendly choices.

As per the clients wish for a more visible local connection I added a section with information about the organizer. To furthermore establish trust and a real world connection I am suggesting to the client to add a social media hanshtag on their activities to show earlier customer experiences.

## Checkpoint with the client

At this point I felt ready to discuss my ideas with the client and we had a short sit down. I got some feedback on things to change, things that were good and less good, and I was able to iterate and implement further changes based on this.

I had, for example chosen to skip the section with the general information such as free cancellation and local customer service, but was informed that it had to be prominent on the page according to market studies.



Checkpoint  
with the client



## Mid-Fidelity Prototyping

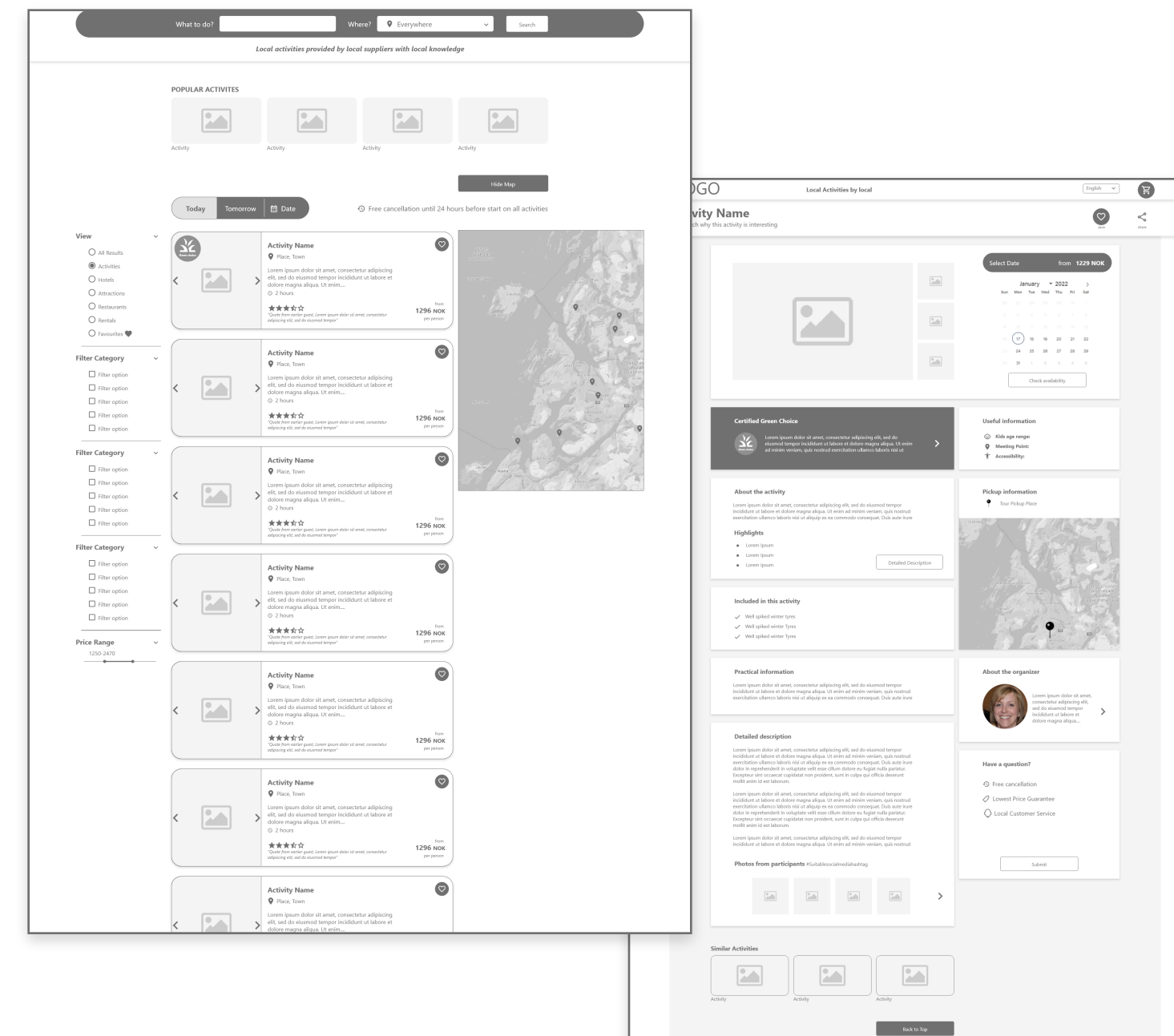
### Testing

After implementing changes to my Mid-Fi prototype I went on with testing the prototype on 2 users. What I wanted to get feedback on was the impression of the overall layout, if something was missing and changes to be made.

Again I experienced difficulties to get useful information from my test persons due to the lower fidelity of the design. Small comments like a wish for a bigger map view was something that was requested, but overall the test persons were not able to relate to the prototype.

Why is this? I think it is due to that this product is leaning a lot on emotional values and visual aspects. To really get a feel for the product the user needs to be able to emotionally relate to be able to form their opinion.

So from here I decided to go directly to High-Fidelity.





# 05

## The Solution

<https://xd.adobe.com/view/62f915f7-0b6a-47b9-b600-076e85bbf0ac-37ad/?fullscreen>



# High-Fidelity Prototyping: Applied Principles

## “Match between the system and the real world”

My design presents the information in a way that is logical to the user.

I also want the user to be able to imagine themselves participating in the presented activities. I am reinforcing this through different aspects.

- 1) Reviews and ratings from real world people.
- 2) A presentation of the organizer/ the people behind the activity.
- 3) Photos from former participants.

## “Recognition rather than recall”

The design is focused around communication with the user in a way that they are used to and that they can relate to from other webpages, for example OTAs.

- 1) A flow that they recognize.
- 2) Iconography that is relatable and easy to understand.
- 3) headings that match the expected content.

## “Aesthetic and minimalist design”

There is a lot of information that needs to be presented to the user. By using a minimalistic, logical and appealing design I facilitate the communication.

## “User control & freedom”

My aim was to create a logical flow for the user. One way I did this was to minimize the number of steps the user has to take. For example:

- 1) Through a logical filtering system the user can feel they are in control of what content is presented.
- 2) By not using pagination on the Activities overview, there is no risk of the user getting lost because they have the entire overview in one place.
- 3) In the original design the button for booking took the user to a separate page. By adding a booking section to the activity page the user has the possibility to scroll back if needed and can feel more in control over where they are in the process.

## “Consistency and standards”

Standards from the business is implemented in the shape of words and expressions, but also in how information is presented, for example in activity cards.



## Search Page - List view

## The solution / Hi-Fi prototype / Search page

Search fields are highlighted with a signature colour to draw attention and show the purpose of the page

A slogan is added to the top of page  
(adjustable for B2B clients)

**A selected section of activities is placed at the top of page**  
to create interest. Can be called "Popular activities", "In  
season....", "Recommended....", "New.." or similar.  
When hovering over the photos the photo "bounces" to draw  
attention.

**Position of the date picker** is changed and the colors draws the attention to it.

When opening the calendar the dates with activities are highlighted. This way the customer gets instant feedback of possible dates to choose from.

Filters are divided into categories for easy overview.  
Added filtering possibilities: "Suitable for" & "Duration".  
After selecting favourites the user can sort the list based only on favourites.

Colors:

The colors are picked up from the clients color profile. In the example case I have used Goto Alta.

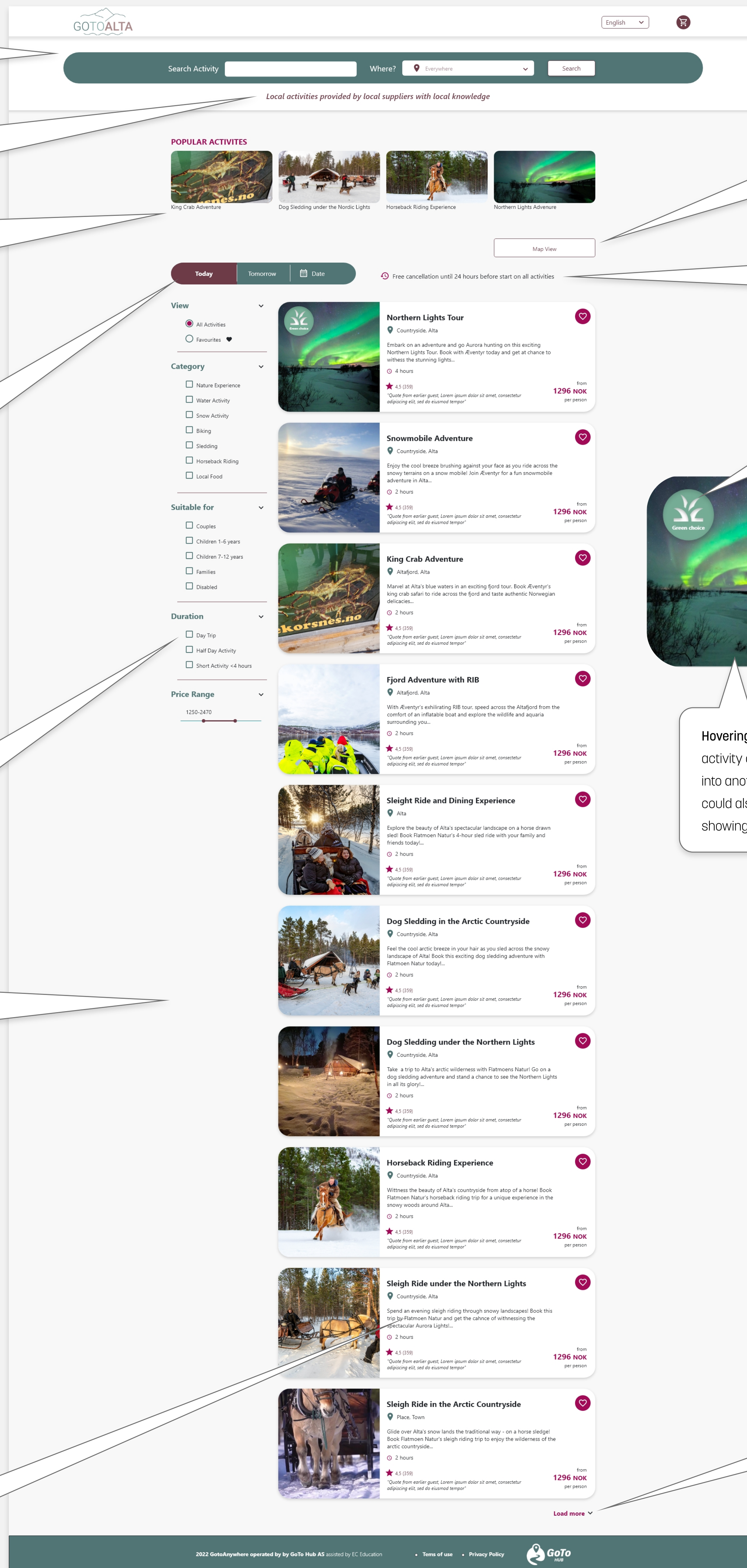
Two profile colors are used to give shape to the page  
(header, footer and buttons)

The strong color is used to highlight things that are important to the user, such as icons, favourites, price, ratings and controls.

Background color is kept basic but can be adjusted to B2B customers needs.

Windows and information boxes have a neutral white background as standard.

Font style is adapted to B2B clients graphic profile.



**Map view is separated from the list view** in order to create a harmony and let the user focus on one thing at the time.

Free cancelation is one of the main important features reported by users, so this is featured at the top of the activity list.

Badge feature added, defined by B2B client.

Aim to indicate added value of some sort and through that create confidence and trust.

**Hovering over the photo** in the activity card will switch the photo into another one. A possibility could also be that a slideshow is showing while hovering.

**The activity card information contains:**

- Small description indicating through the dots at the end (...) that there is more to read.
- Duration.
- Rating and selected customer review.
- Price indication.

No use for a button.

The card indicates to the user that there is more to see so there is no need for a booking button. This is implied by the provided information and is seen as standard practice (example [getyourguide.com](https://www.getyourguide.com)).

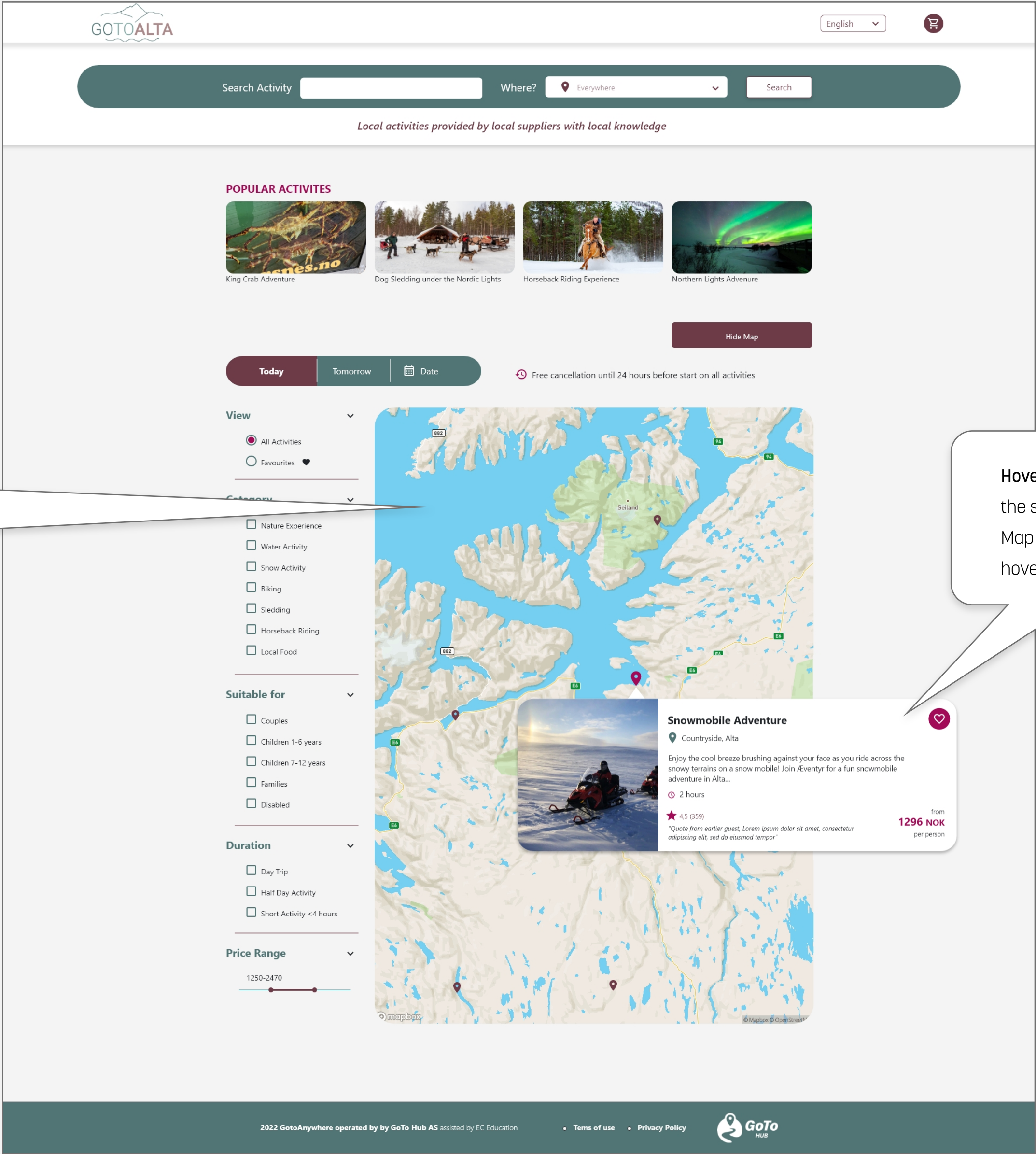
The user can load more content by clicking the link at the **bottom**. This way it is easy to get an overview and go back in the list without breaking the user flow.



The map view is separate from the list view.

This gives the user a larger map and a better overview. Since in Norway the distances between places can be quite far, this is an advantage.

The user can scroll in and out of the map to get a larger "hit-area" in their search according to chosen filters.



Hovering over the map pin will show the activity card, which is the same that is shown in the list view.

Map pin changes from primary color to highlight color when hovering.







### Get started in no time

The prototype is built in a way that facilitates the adaptation to white label customers in an easy way. By making small adjustments the Activities booking page could be linked to an existing webpage in no time.

The prototype could also be used in marketing purposes to show potential customers what their booking page would look like. Preparing a personalised prototype with their specific design profile can be done in less than 15 minutes.

The following pages will show some examples of adaptations to live sites.

**1) Font** Font is changed into the same as used on the parent web page.

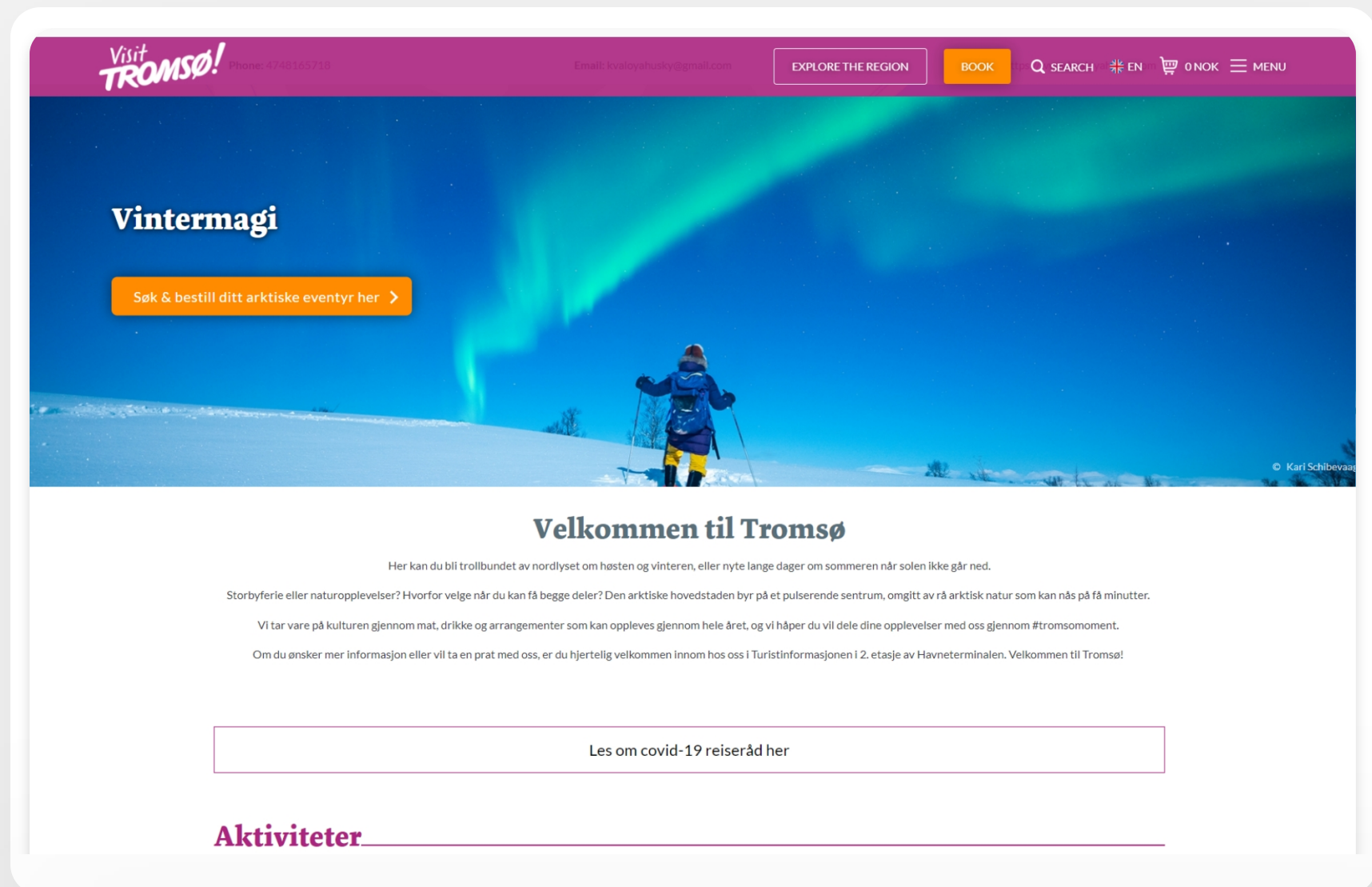
**2) Colors** Follow the parent site.

**3) Corner radius** Depending on the design language of the parent site, corner radius on buttons and search field are either round or squared.

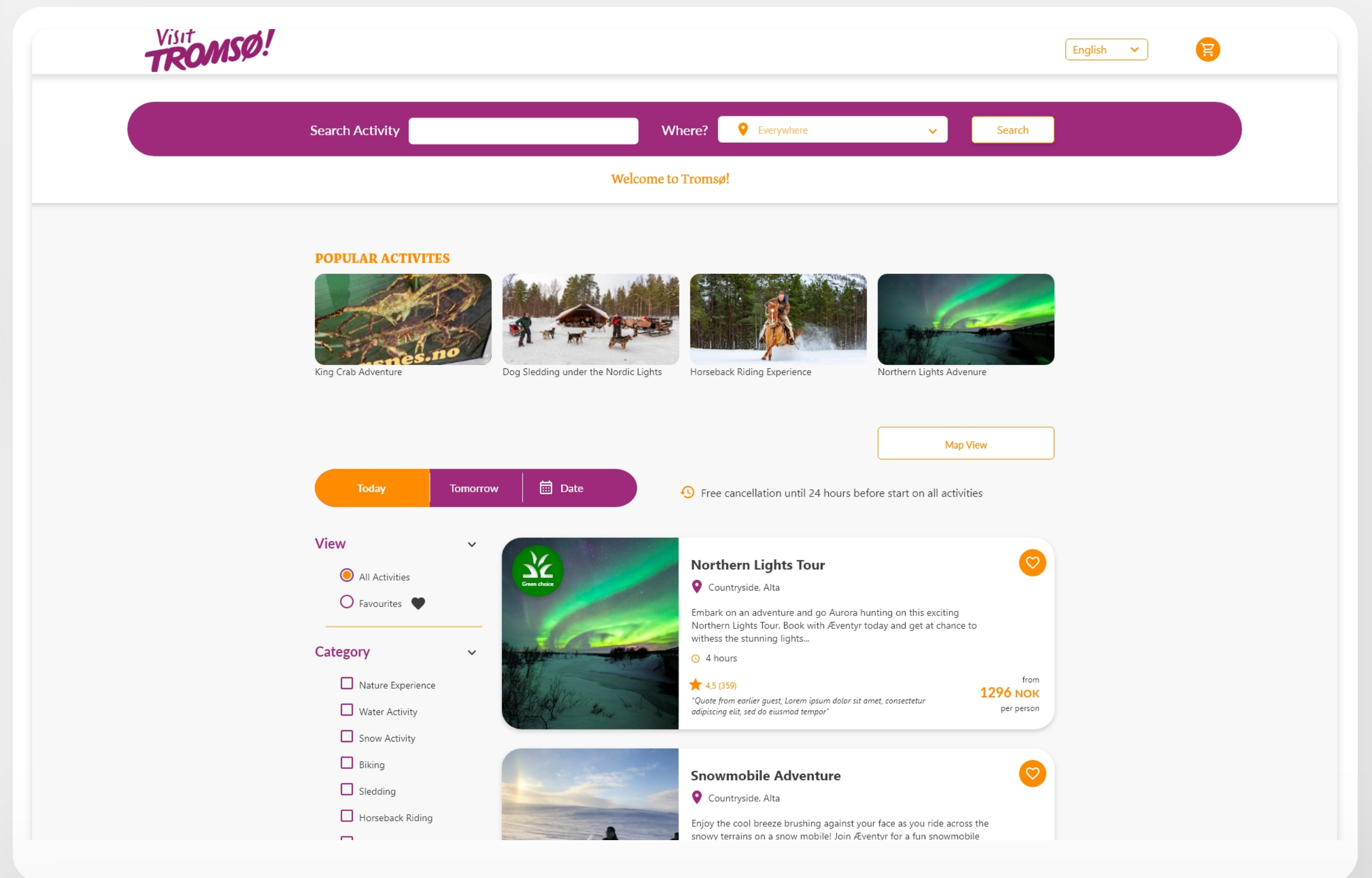
**4) Logo** The parent site logo (alternatively in inverted color for the case they do not have a version for white background)

**5) Top of page slogan** Adjusted to the parent site.

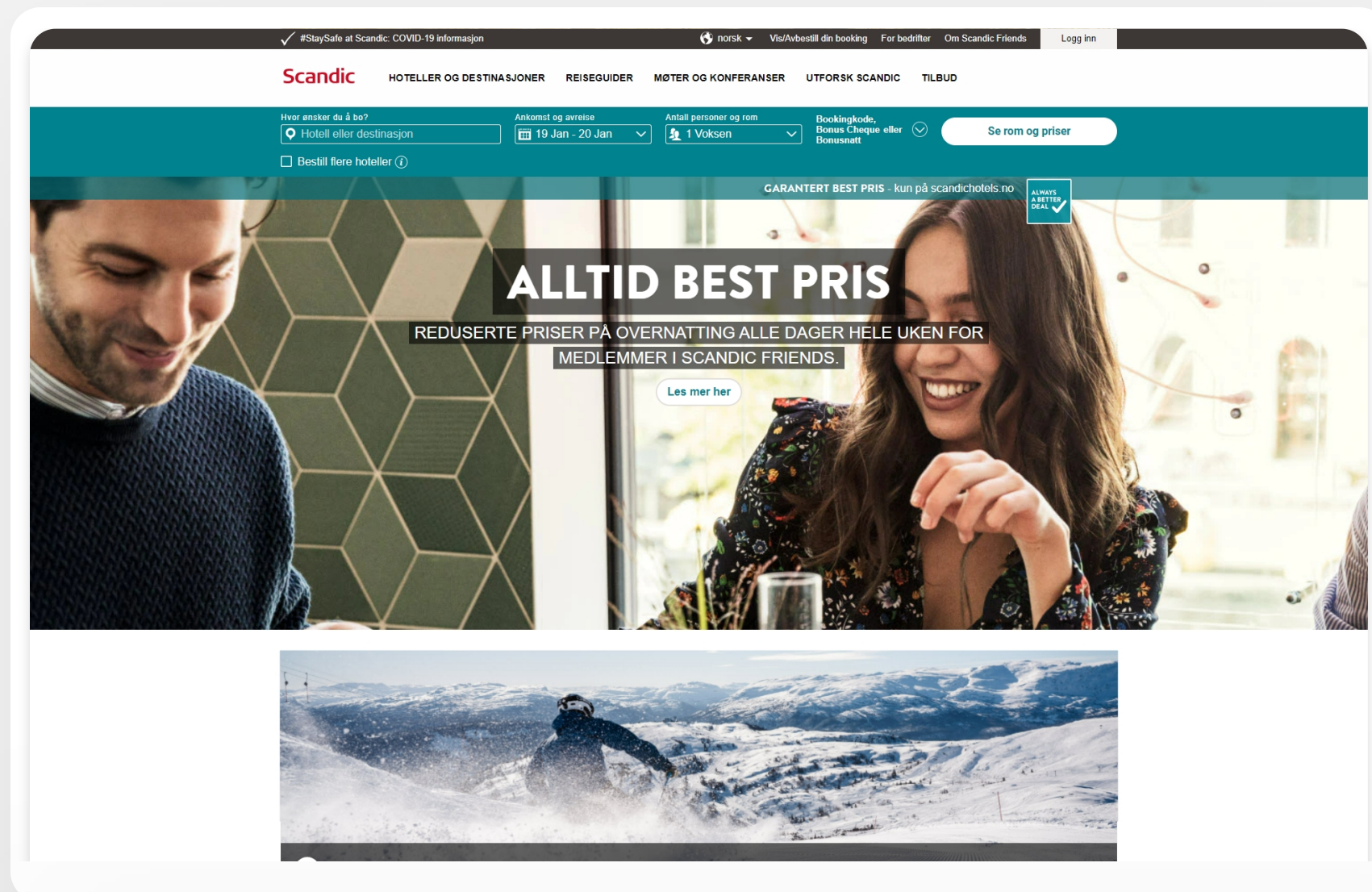




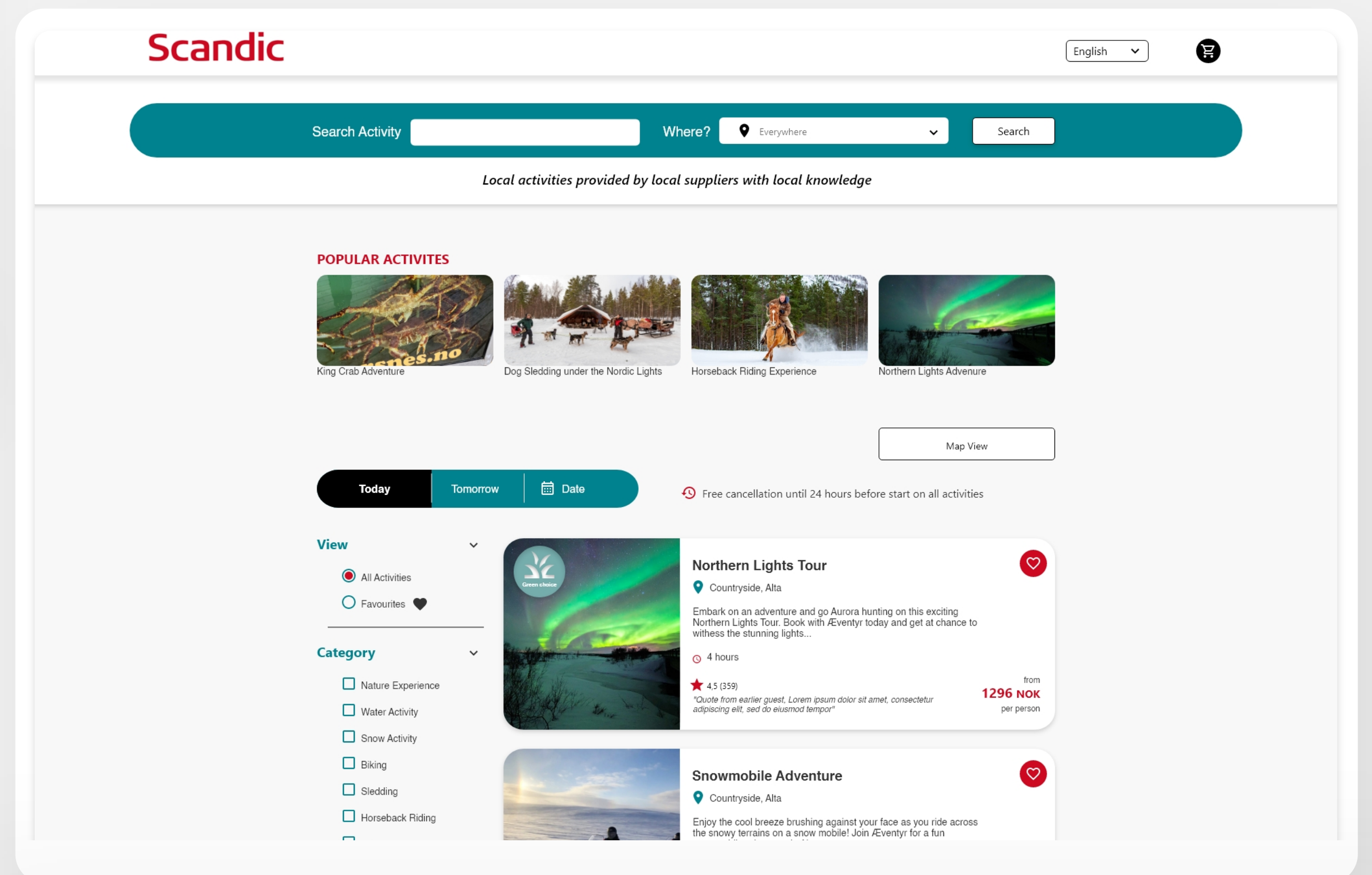
https://www.visittromso.no/



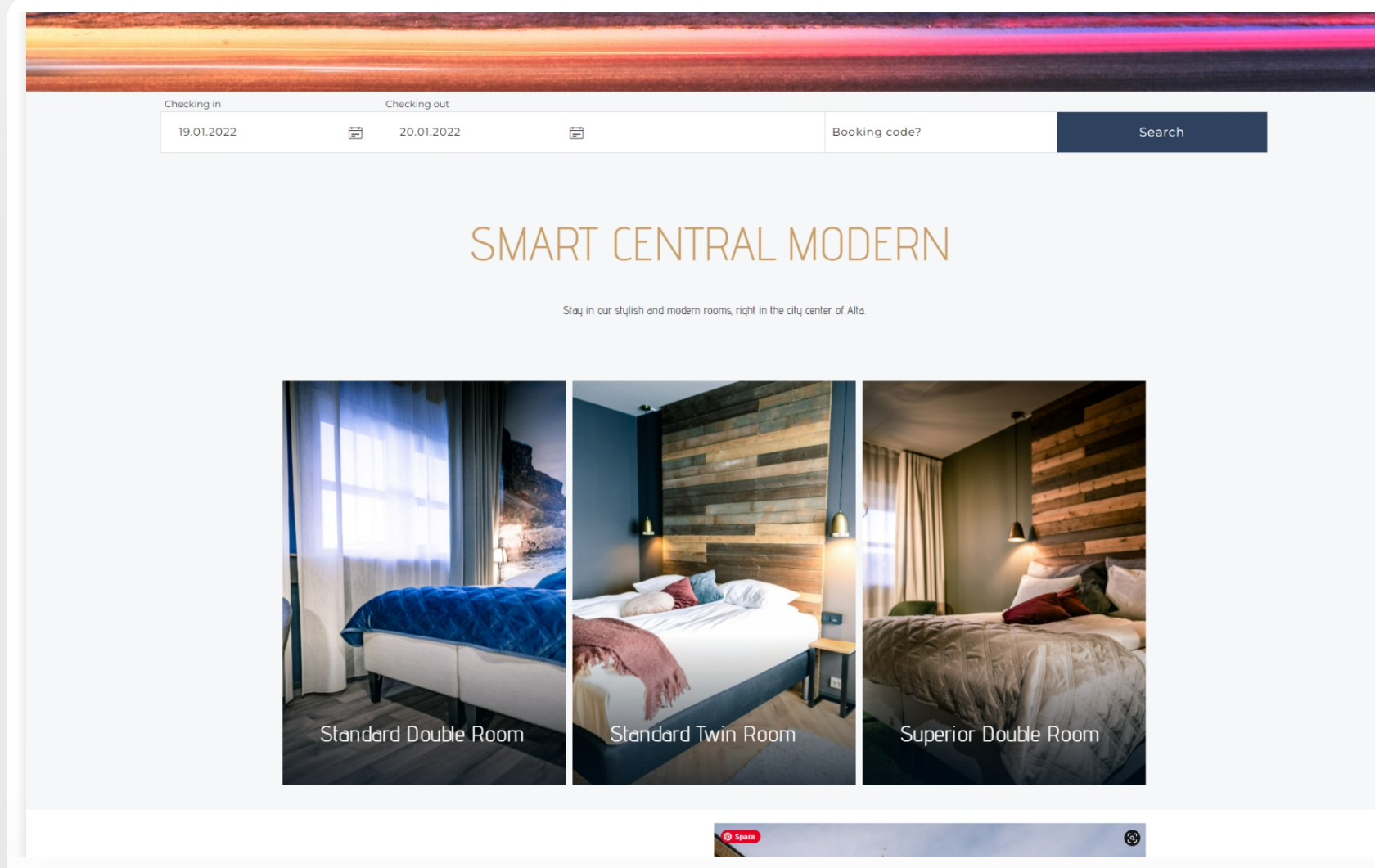




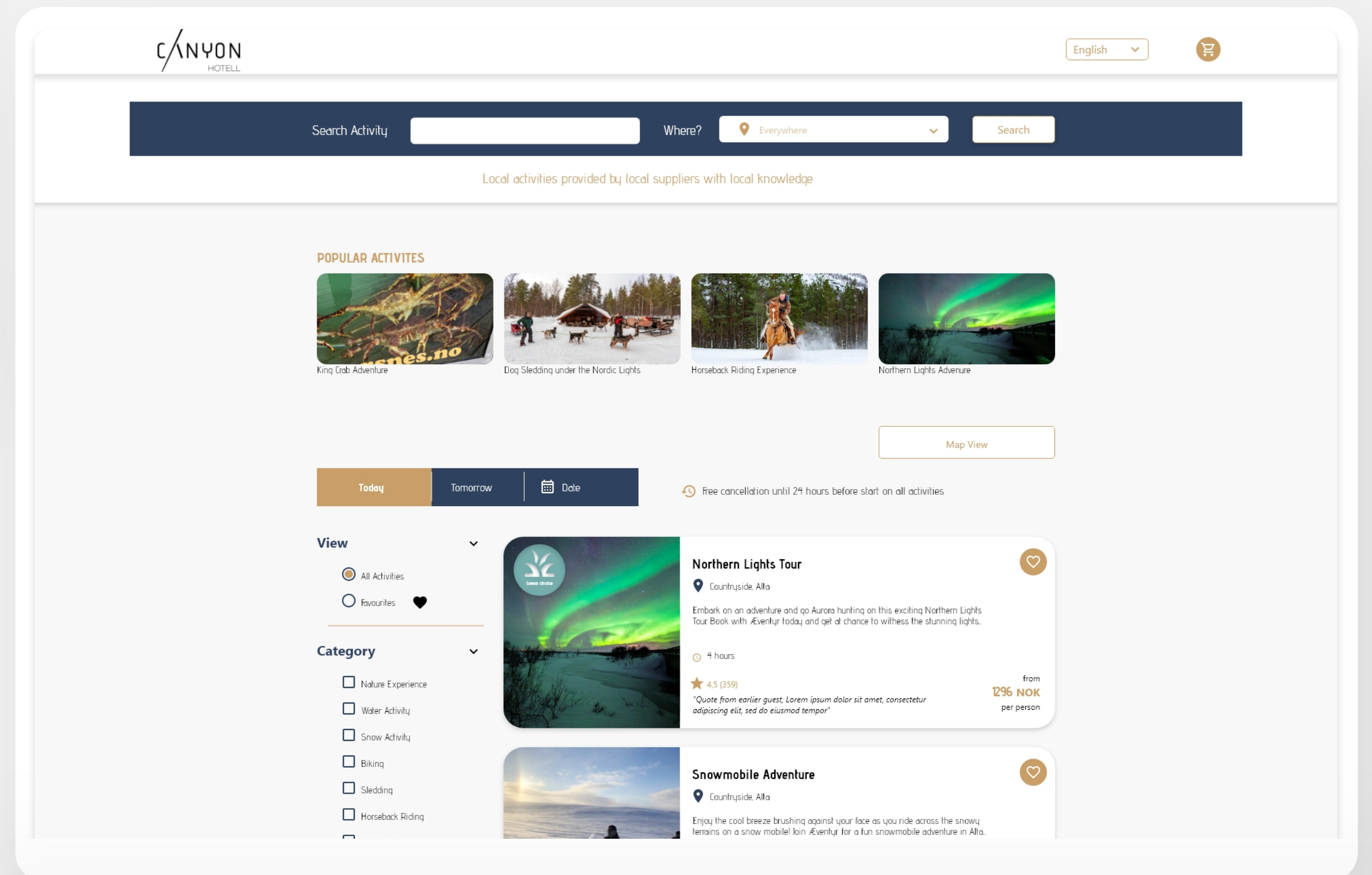
<https://www.scandichotels.no/>







<https://www.canyonhotell.no/>



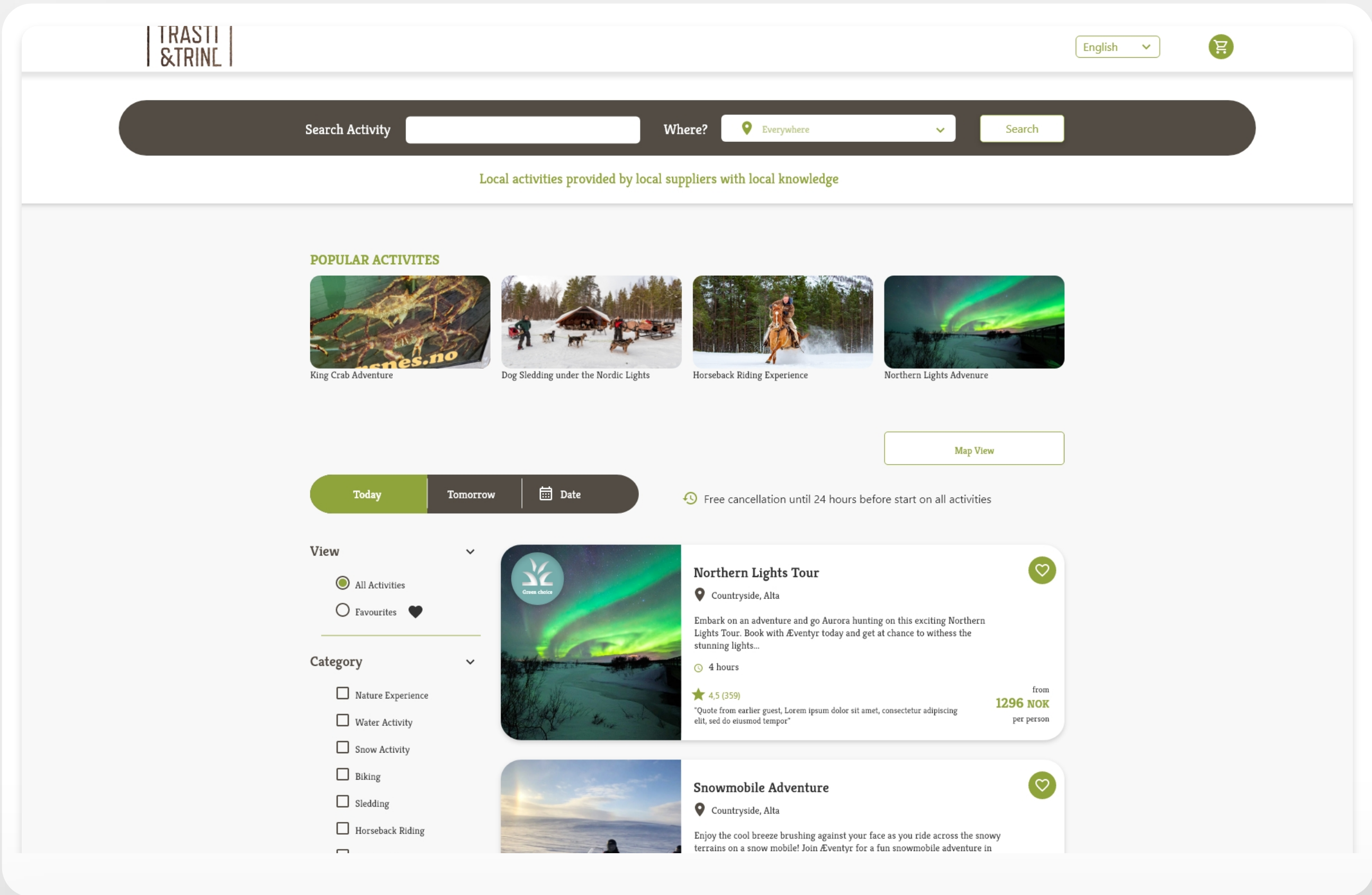




https://trastioctrine.no/



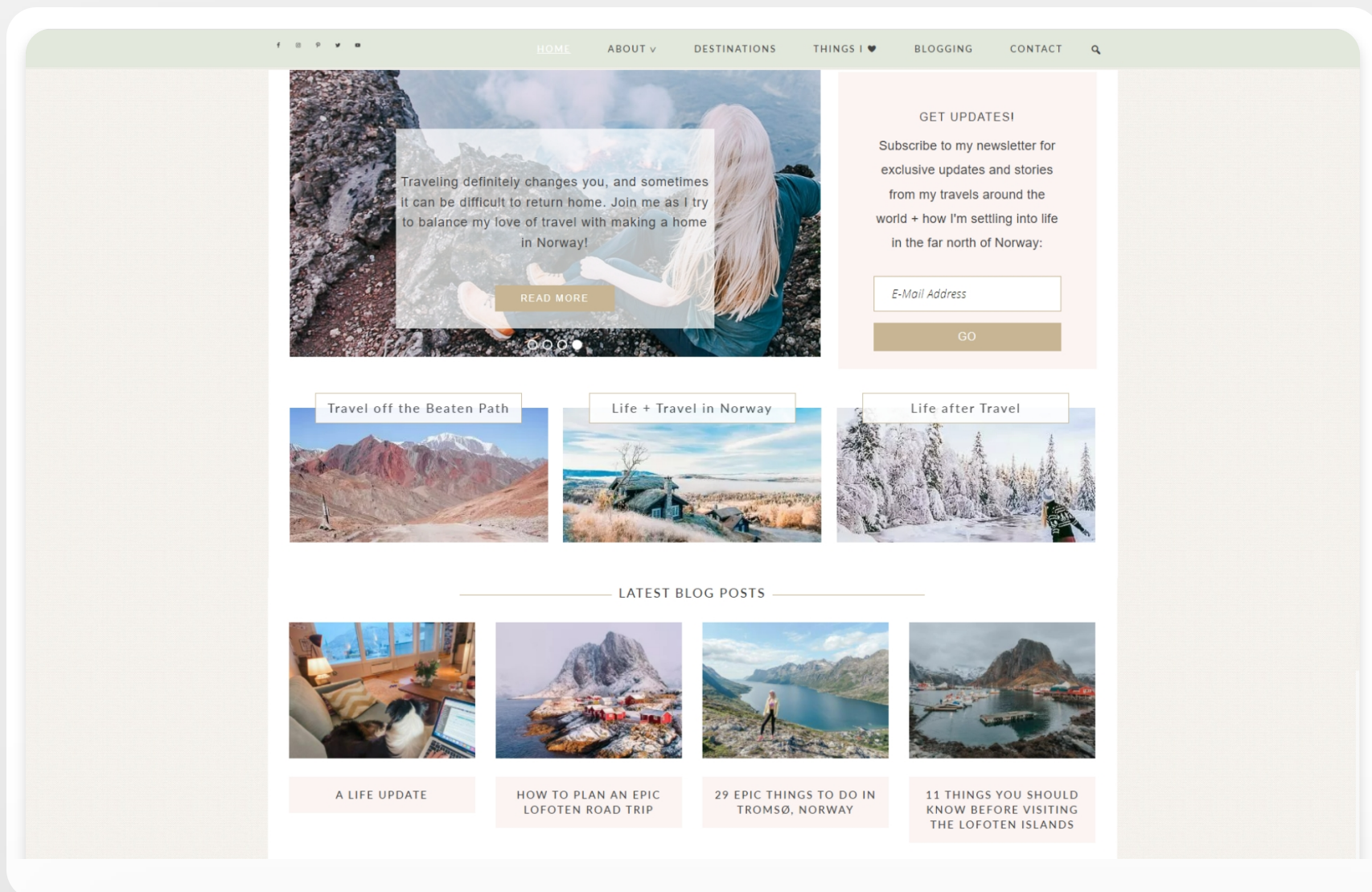
TRASTI  
&TRINE



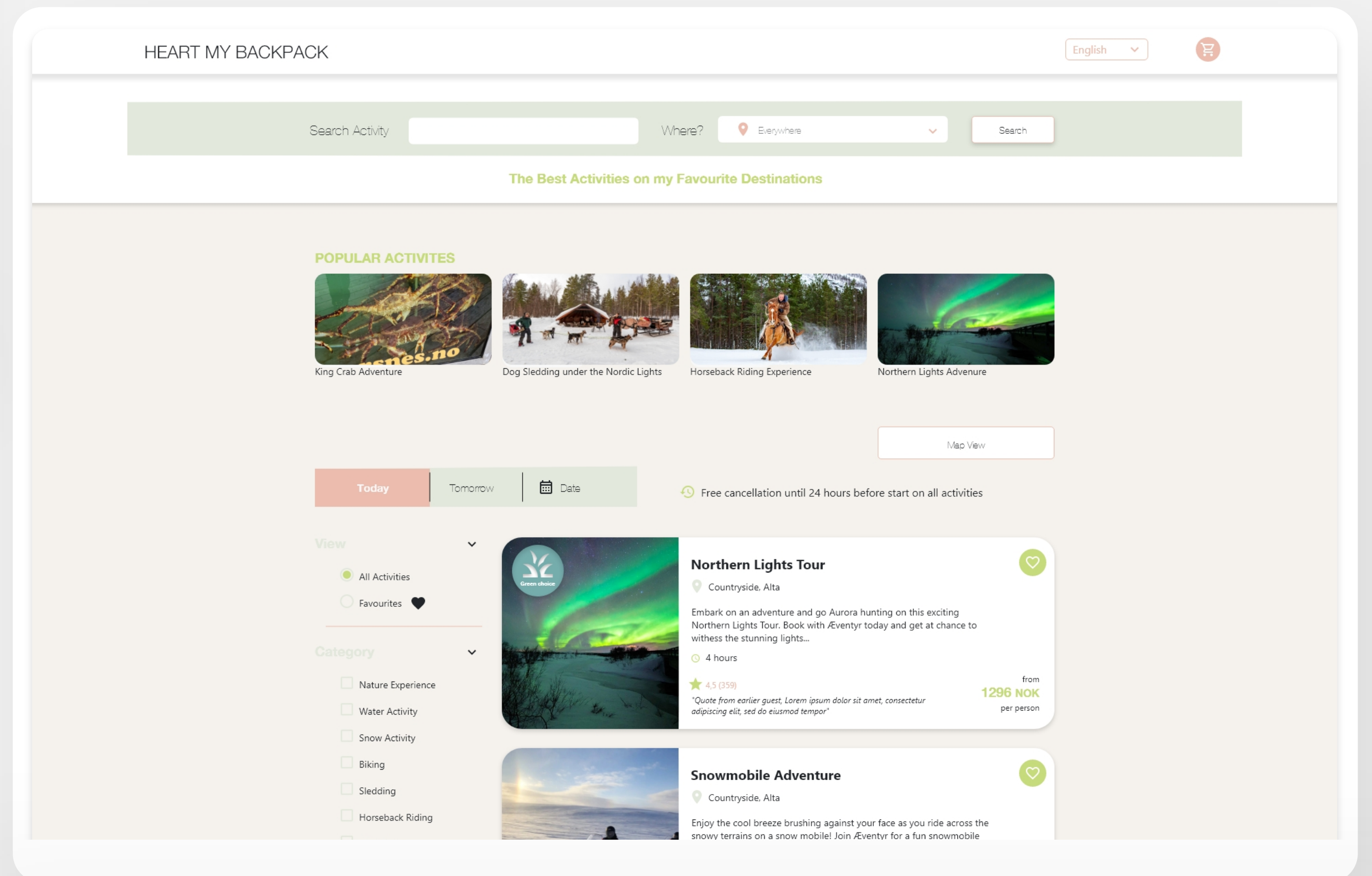




# HEART MY BACKPACK



<https://www.heartmybackpack.com/>





## User tests

The solution has been tested with 2 persons in a Think Aloud session, and iterated according to feedback. Think aloud means that the user is giving feedback on what they see, feel, understand and experience while looking through a product, without being guided. Further test with a more specific purpose would be a big advantage.

### User testing with Think Aloud

To understand the user I would set up a user test with a given task to test on 5 end users.

Task: "Book a Northern lights tour on the 18th of January for 1 child and 1 adult."

During these sessions I would get the feedback I need on both the structure of the pages and the user flow. I would gain deeper insight of the logic in the structure of the pages as well as user desires and needs.



### Moderated Card Sorting

To fully understand the way the user thinks regarding the filtering and search options, I would also like to conduct one-on-one (or group) moderated card sorting session.

These sessions would be a so called mix card sort, where the user is given some categories and topics, but also can create their own.

