

## RESEARCH HIGHLIGHTS:

# Next-Gen Attributes for Mobile Travel Sites

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### Best-in-class UX for task completion and speed

Streamlined, efficient and agile mobile experiences that enable travelers to accomplish their required goals make for the most satisfying user experiences. Successful mobile travel sites invite users to browse and book with compelling visual navigation, advanced search options, a slide-in main menu, and a reduced number of lengthy page loads.

### Advanced social share functionality

Our focus group respondents preferred integrated experiences when connecting with brands through social networks. Enrich your brand's sense of community with effective integrations of Triplt or Trip Advisor. By enabling these sharing features, users can browse other traveler's recommendations, experiences and travel tips. To extend your brand's role in the travel journey, encourage users to share their experiences or itineraries with friends and family via Facebook, Twitter, or Instagram integrations from within your mobile experience.

### Personalization on mobile

Simple actions that save time resonate with those traveling and on-the-go. Help create a customized travel experience with personalized offers, promotions, and suggestions based on browsing behavior and past travel experiences. Retain "recently viewed" searches throughout browsing and leverage push notifications as reminders and alerts for new promotions, soon-to-expire deals, and updated availability messages. Airline and hospitality loyalty programs offer added incentives for business and leisure travelers alike. Create special promotions or unlock additional functionality for rewards members who log-in via mobile and ease their experience with saved information, travel history, preferences, etc.

### Engage with localization

Relevant content increases customer engagement, builds brand loyalty and drives sales on mobile. Enhance travelers' journeys by broadening the mobile experience to include local information that will be valuable both when planning travel at home and itinerary building on-the-go. Integrate customizable 3rd party maps, such as Triplt and Google Maps, so that travelers can save favorite attractions, restaurants, and activities.

### Streamline payment

Reduce stumbling blocks at this critical stage of the user journey by thoroughly streamlining the booking funnel: eliminate unnecessary data entry points, clarify the number of steps in a journey so that users have a sense of time, and reduce transaction concerns with security badges. Integrating a variety of convenient payment options, including mobile wallets or PayPal, allow travelers to transact as quickly as possible in a way that is most convenient for them.

### Self-assess your mobile site:

The first 30 seconds of the mobile experience are crucial to engaging the mobile traveler, whether they are planning a trip or exploring a particular destination. Evaluate whether your mobile site will help customers achieve their goal on mobile with these questions:

- Does your mobile homepage maintain brand consistency with your desktop site?
- Does your site feature rich and immersive images without slowing the experience?
- Can the content on the homepage (with scrolling) be digested in five seconds?
- Has navigation been streamlined?
- Are all calls-to-action prominent and mobile friendly?
- Does the search function include predictive suggestions?
- Is there a prominent geolocation feature to ease browsing?
- Can previous searches be saved for reference and price/time comparison later?
- Have page loads been minimized?

# UX BEST PRACTICES FOR TRAVELER BROWSING AND BOOKING ON MOBILE WEB



Don't revert to desktop pages at any stage of the user journey.



Integrate a 3rd party interactive map, so that users can personalize with saved favorites or browse through other travelers' recommendations.



Incorporate location-specific videos and user-generated reviews.



Anticipate and deflect common barriers to booking by including FAQs in spots that might typically deter users.



Offer direct incentives to booking, such as "lowest rate" guarantees or listing the limited number of available rooms/seats remaining.



Prominently display visual security cues throughout the journey, especially during the sensitive payment screens.



Display direct click-to-call contact numbers should travelers require personal help.



Reduce unnecessary pages and forms by including only those fields vital to checkout.



Engage travelers with rich visual content. Allow them to play and explore destinations and locations while they plan.



Save previous searches and non-sensitive user data so that accidental clicks do not require restarting the entire booking funnel.



Include a clear numbered step indicator throughout core booking stages, so that users maintain a sense of progress.



Support world travelers with currency conversion tools, translations, and time zone differences.