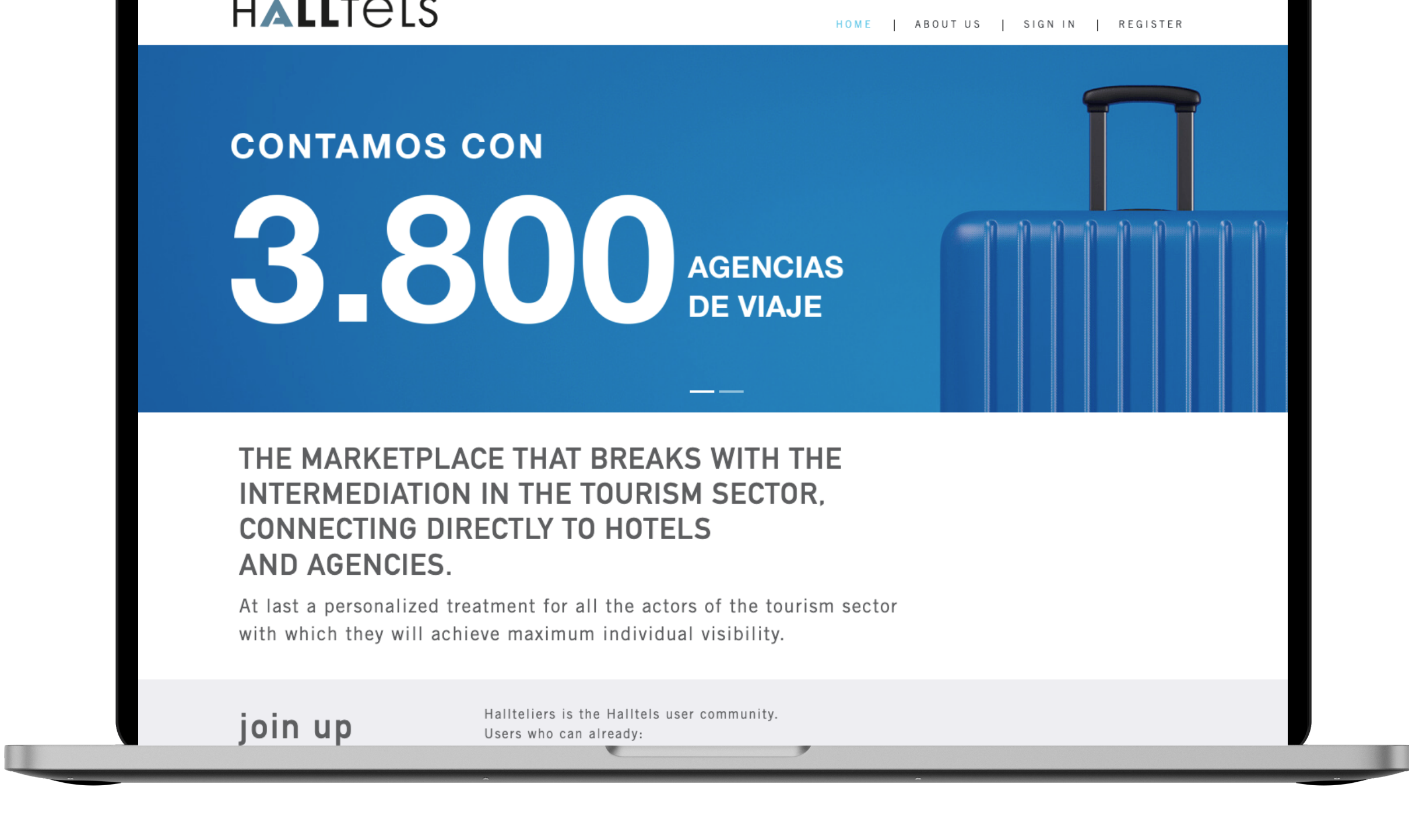


Digital Marketplace

Digital marketplace that the marketplace that breaks with the intermediation in the tourism sector, connecting directly to hotels and agencies.

My Role: As the product design leader at Xcale Consulting, I build customer-centered digital products that make a measurable impact.



Business Goals

Increase Conversion Rates: Enhance the hotel booking shopping cart experience to increase the conversion rates for travel agencies using the portal.

Improve User Satisfaction: Create a seamless and user-friendly shopping cart experience for travel agencies, leading to higher satisfaction.

Boost Partner Engagement: Encourage more travel agencies to use the platform by offering a streamlined and efficient booking system.

Discovery (Empathize)

Prototpersonas



Customer Journeys

Mapped out end-to-end user experiences, identifying crucial touchpoints and interactions.

User testing and interviews

Conducted comprehensive online user testing, actively engaging participants through interviews and usability assessments.

Data analysis

Implemented tracking tools to collect data on user interactions within the Halltels Travel Agency Portal, focusing on the booking process.

Insights Leading to New Features

Problem: Checkout with Insufficient Funds

- Pain Point:** James faces disruptions when users attempt to checkout with insufficient funds, causing delays and potential issues with reservations.
- Resolution:** Allow users to recharge their payment card directly from the checkout page if there are insufficient funds.

Streamline the process to ensure a seamless experience for James and prevent disruptions during the checkout process.

This enhances user convenience and avoids potential errors.

Problem: Training Challenges for New Staff Members

- Pain Point:** James faces disruptions when users attempt to checkout with insufficient funds, causing delays and potential issues with reservations.
- Resolution:** Introduce in-cart training resources, such as guided tutorials and tooltips, to assist new staff members in understanding the booking process. Provide interactive elements that guide users through common tasks. Moved from FAQ to a Helper Center to easy provide important information.

Problem: Cart Abandonment

- PainPoint:** Users abandons the booking process more often than expected, leading to potential revenue loss and incomplete reservations.
- Resolution:** Implement a system that sends a personalized email to Sarah when she abandons the cart. The email should offer incentives, discounts, or a reminder to encourage her to return and complete the booking, addressing potential concerns or hesitations.

Design Process

Wireframes: Develop wireframes for the new shopping cart interface. Iterate on different design concepts to address identified pain points.

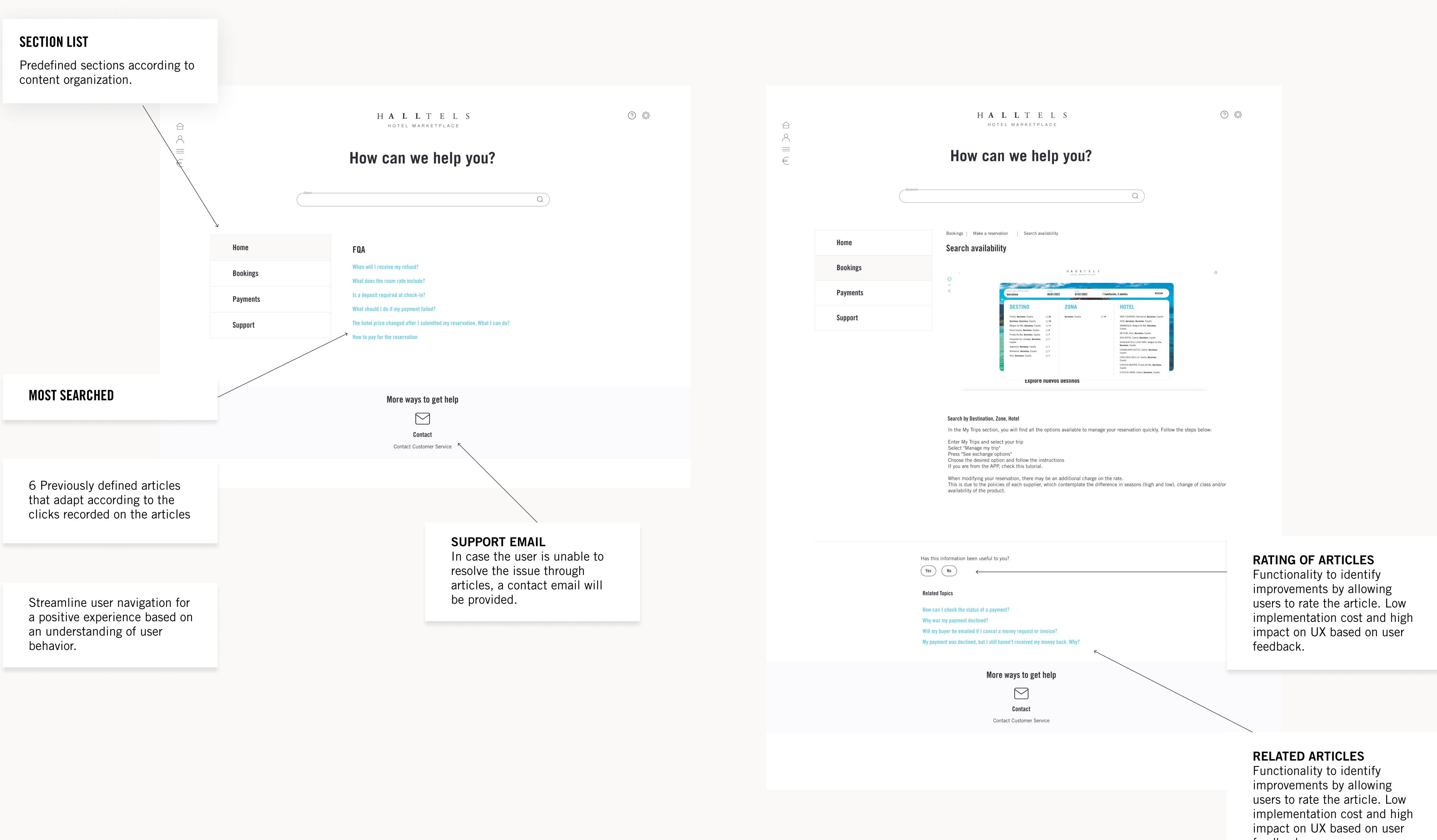
Prototypes: Create interactive prototypes based on wireframes for user testing. Test the prototype with travel agencies to gather feedback on the new design.

Feedback Collection: Gather feedback from travel agencies through usability testing sessions. Identify any remaining issues and areas for improvement.

Iterative Process: Iterate on the design based on feedback, continuously refining the shopping cart interface for optimal usability.

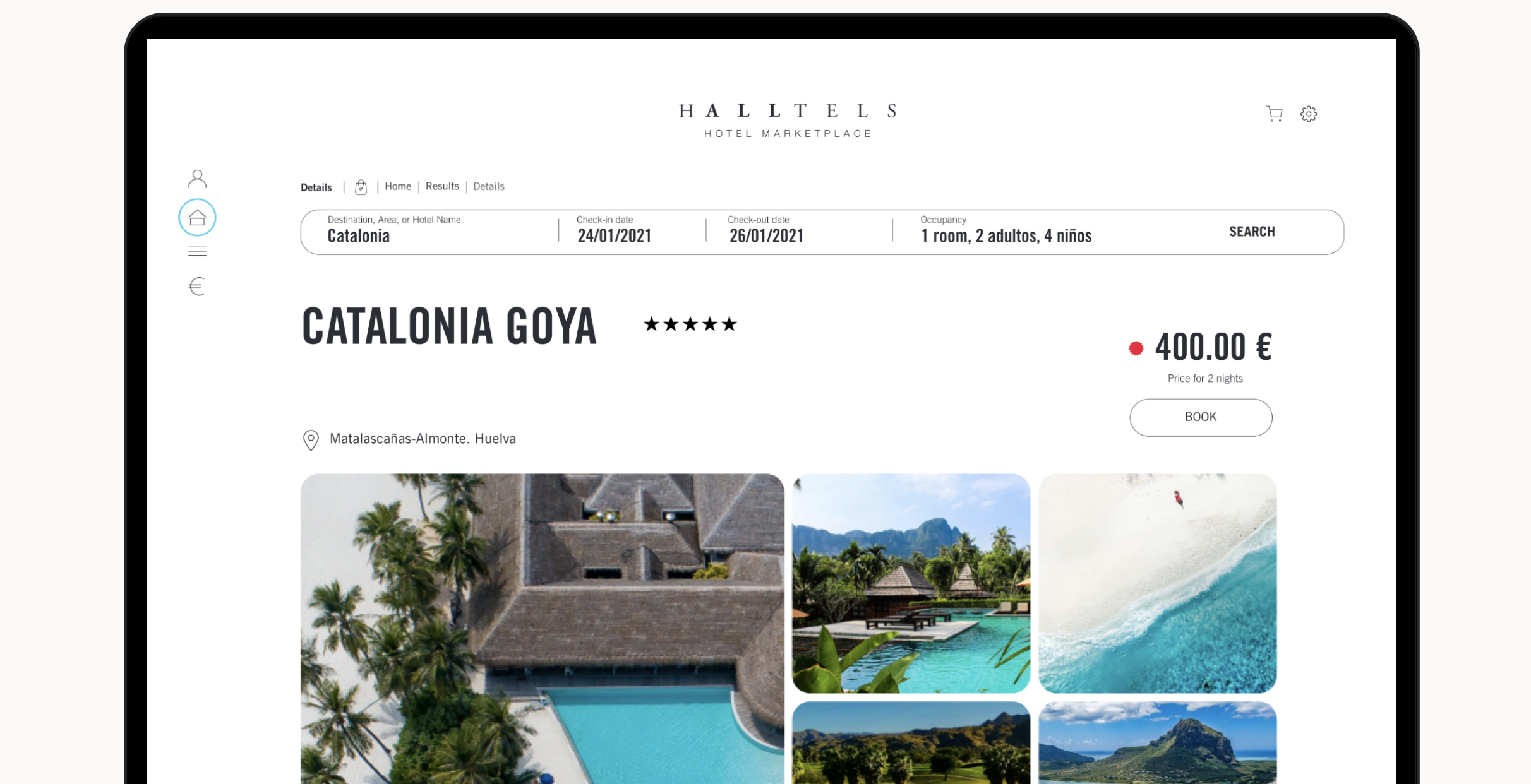
Handoff with Developers: Provide detailed design specifications and collaborate closely with developers during the implementation phase.

Helper Center



[Explore the Helper Center prototype by tapping here](#) >

Recharge Your Wallet



[Recharge wallet prototype by tapping here](#) >

Results - Goals achieved

Improved User Experience: The 25% wallet recharge conversion rate through the checkout process. The Helper Center's interaction has shown a monthly growth of 10%.

Increased Conversion Rates: An 8% booking confirmation rate is observed when users utilize the email to return to the booking process, highlighting the effectiveness of the email in recovering and finalizing bookings.

Positive Partner Engagement: Travel agencies expressed higher satisfaction, leading to increased engagement and a growing user base on the platform.