

## Refresh the visual experience and audience perception

1

### Define the message - Know it!

New logo + strap line

The current logo is painfully dated, something created from a 1980's clip art book. Completely at odds with the aspirations of the business and target audience - Busy professionals

Strap lines reinforce brand association - the attributes people think of when they hear or see expedia.com is Cheap, not very cheerful, but functional - simply a booking utility, hence the lack of personality. Very forgettable!

Some ideas:

- Explore your dreams, Expedia.com
- Experience the dream, Expedia.com
- Explore, then experience your dream holiday. Expedia.com
- Explore and Experience with Expedia.com

My rationale: I've chosen **Explore** and **Experience** as it ties in with the first three letters of **Expedia**, I think there's some mileage in the parent, child relationship, there's also the sub communication of movement. **Explore** and **Experience** is the call to action born of Expedia.com May be, may be not...

Consider the following:

#### BMW - The ultimate driving experience

The ultimate driving experience' and they have built their brand around a premium proposition - their photography, copy and adverts mirror this.

#### Sky - Believe in Better

The UK largest and most innovation supplier of satellite linear and On-demand TV content (Capturing the Broad-band market demonstrates their aggressive road map - Next generation of Set Top Box will be impressive.

#### Lastminute.com

It's a no brainer, it's does exactly what it says on the tin.

Also, I'd evolve the brand language, change **Cheap** to **Affordable** and add '**Quality holidays**'. Busy professionals by their consumption and behavioral habits are less concerned with price and more driven by **quality** and **convenience**

2

### Build the image - See it, read it! (top level)

At a glance the home page displays a bland and inefficient use of 'image and copy' lock-up. Nothing in particular grabs you, so:

- > Adopt hierarchical promotional images - 100% full width (EPIC), 70% width images (POWER/HERO) to 20% width teaser images
- > Consistent use of affirmations and aspirational messages/copy
- > X and Y navigation carousel (surface a greater width and breath of content for grazers)

**My rationale:** On the list of expensive purchase items (below Houses, and Cars) travel/holidays are considered a luxury and emotive purchase (when it's not a business expense). Expedia needs to seduce costumers with desirable and people focused images, correctly positioned and sized. Merely pushing the bargain basement price is weak, EasyJet does a better job!

I'll cut to the chase, the conversation between the site and customer should be what I call 'TRANSFORMATIONAL' at the moment the conversation is heavily biased to the 'TRANSACTIONAL'

## Over view

**Expedia.com**, once an industry leader, is losing its ground to other discount travel operators.

Not able to compete on price anymore, it needs something new to differentiate itself from the pack. Focusing on **existing customers, building loyalty** and **encouraging recurring** use seems a logical next step.

The company needs advice on how to make their offering unique through functional as well as experience innovation.

### BUSINESS GOAL

Increase sales on Expedia.co.uk

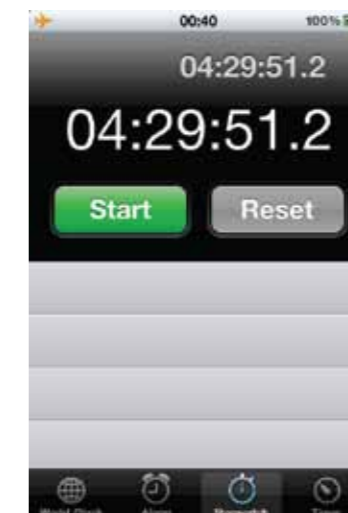
### TARGET AUDIENCE

Busy professionals living in London

### SUCCESS METRICS

Number of unique visitors to the site  
Number of return visitors  
Number of sales  
Sales volume  
Sales composition  
Number of referrals

\ Completed in 4hrs 29mins 51sec



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## Over view

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### Booking Travel Using a Single-Page User Interface

A Complex User Workflow - travel booking has its peculiarities, it's essentially a purchasing process that comprises six basic steps:

- 1 Define your needs.
- 2 Search for products that meet your requirements.
- 3 Evaluate and compare alternatives.
- 4 Decide which alternatives best match your needs.
- 5 Complete your purchase.
- 6 Re-evaluate your purchase.

Using a single-page user interface would greatly improve the user experience on Expedia.com. Such a single-page user interface should comprise at least steps 2, 3, and 4 of the purchasing process—searching, evaluating, and deciding.

The main functional modules that support these steps are:

- > search,
- > search results,
- > detailed views,
- > summary

Showing a customer's selected options and their prices. Customers should be able to view and use these modules simultaneously. Since the available real estate on a single page is limited and unchanging, displaying all of this requires showing and hiding information and functionality as appropriate. At the beginning of the purchasing process, you allocate more space to the search module; later, to detailed views; and in the end, you may want to focus on a summary view. Modules, therefore, can have various states.

For example, after a customer clicks a search result, the list of search results partially collapses to make space for a detailed view, but remains in sight, showing basic information about each result—such as location, name, and price and allowing comparisons...I dont have enough time to wireframe this!

4

### Community Activity module/widget (global)

The barometer for non-sales derived stuff! You dont want to be alone and you want to see what others (and friends) are doing and saying.

Modules:

- > On Twitter.
- > Most Searched - faceted searches into VIDEO, PICTURES, REVIEWS and BLOGS.
- > Most Commented
- > On Facebook

5

### Social Media Integration

For casual grazers and heavy users. Allow new/existing users to login outside of Expedia.com process, perfect for priming customers to share their travel discoveries with friends and family

- > Facebook Login.
- > Tweeter Login

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### ...continuation

Close integration of Twitter and Facebook on Expedia pages coupled with exclusive offers and competitions to get new and existing customers to 'follow' you and 'like' you. Ultimately customers are gaining something meaningful from connecting with you here. We're adding to the 'Share this page on facebook'

Making customers feel special and part of a wider social network that they obviously have an interest in can only be a good thing. On the Offers pages or Cheap (affordable) Flights pages, always have a facebook "Like" or "Recommend" button. Use these just about anywhere you can.

6

### Social travel (probably the most ambitious of ideas)

Group booking + bulk discounts + impulse booking. Think of it as Groupon/Ebay for the travellers. At the moment, when a customer books for a group of friends, they'll get a discount or free ticket depending. Lets move that reward mechanism forward.

Lets use the Groupon metaphor to start with, it's a great purchasing scenario to push weekend local and international trips/breaks. This supports recommendation #5 and #9 and is non intrusive for user data collection

## Head line: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Book Now**

Price: £349

Discount: 67%

Current saving: £120

THE DEAL ENDS IN

10hrs 03min 46sec

245 People are booked

5 Seats free

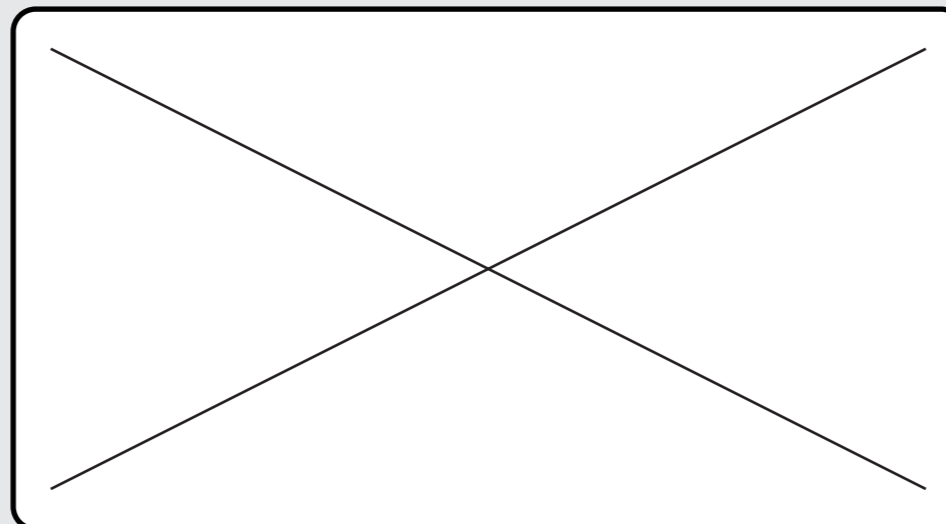
32 Friends are booked ▼



Share/Recommend to friends >

Add to wish list

Alert me



#### Highlights:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ultrices arcu ac risus euismod varius. Praesent id mollis sapien. Aenean commodo, nisl vitae rutrum ornare, lectus neque tristique justo, vel eleifend urna velit et nunc. Quisque ipsum purus, tincidunt id auctor non, pretium a erat. Nunc id blandit dui. Aliquam vel erat lectus.

#### Small print:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Vivamus ultrices arcu ac risus euismod varius. Praesent id mollis sapien.

- Aenean commodo, nisl vitae rutrum ornare, lectus neque tristique justo, vel eleifend ur

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## Over view

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### Wish list/favorites

Soft sale strategy for conversion and increased engagement. Save user selection(s) via Facebook or Twitter login when they haven't created a Expedia acc. If and when users decide to commit to a saved item, they'll need to complete the Expedia registration.

Also, visual feedback of added/saved content will increase engagement and likelihood of recurring usage

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### UGC - user generated content

Built into the site at top level - automated.

Allow customers to write interactive reviews, make comments, leave feedback and create video blogs (connected to their facebook page). This also helps static pages look refreshed and good from a SEO perspective.

Also get users involved by conducting polls and give them a say in making THEIR website better. (Facebook founder stated that facebook will always change and evolved into what users want)

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### Rewards/Credits for the lead Booker

Credits for the lead Booker. If 4 mates go to the snow mountain and Iliia sticks all of it on his credit card and then passes off the invoice to his mates, so they know he's not over-charging them.

Iliia get's an email with a voucher from Expedia.com, or within his Expedia acc he'll see the number of Rewards points - it's kind of like frequent flyer points, but better. It'll make him feel like his time with Expedia.com was well spent - he'll come back and shop again (the other budget players will miss out, because he's now coming back to Expedia.com to use his Rewards)

10

### PayPal

Setting up PayPal for payments can be done quickly and smoothly. Some big players are doing this now. Some users are still worried of using their credit card and paypal can re-assure them. Some customers could not get Credit Card approval (bad credit rating) and have their PayPal account linked to their general savings account.

?

### Mobile

- > iPad & iPhone and Mobile Apps - promote these on the Expedia homepage with a link to the App store
- > iPhone, Android and Mobile Websites - do device detection and make sure the user always gets the best UX
- > Mobile Widgets (not sure about this one)

### Content strategy and association

- > Editorial voice
- > Linking travel destinations with timely or seasonal events etc ( would be more meaningful if it matches the user profile)

I don't have any more time go into this...

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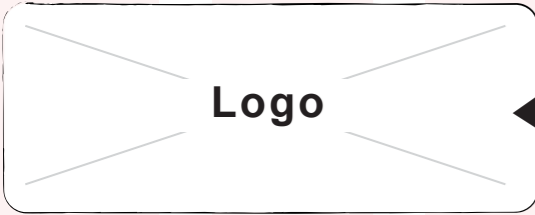
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### Annotation

Content - functionality

Travel Alerts



login with Facebook my account - customer support

Search

Experiences **World** Landscape Traveller type Status My Favourites - Friends (3 online)

Africa - Antarctica - Asia - Australasia - Caribbean - Central America - Europe - Middle East - North America - South America

Image

## GROUP DEAL: Hero Holiday/fight promo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ultrices arcu ac risus euismod varius. Praesent id mollis sapien. Aenean commodo, nisl vitae rutrum ornare, lectus neque tristique justo, vel eleifend urna velit et nunc. Quisque ipsum purus, tincidunt id auctor non, pretium a erat. Nunc id blandit dui. Aliquam vel erat lectus.

Price: £349 **THE DEAL ENDS IN**  
Discount: 67% **10hrs 03min 46sec**  
Current saving: £120

### Book your holiday

Flights Hotels Holidays

From

To

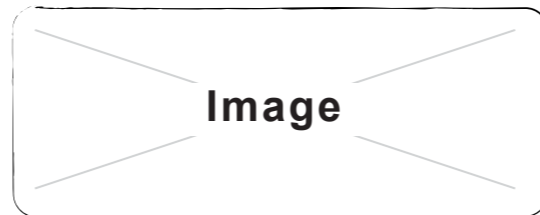
Flying out on

### Recent Travel Guides



[Lorem ipsum dolor](#)  
sit amet, consectetur adipiscing elit. Vivamus ultrices arcu ac risus euismod varius. Praesent id mollis sapien.

### Promotion/News



[Lorem ipsum dolor](#)

### Most Searched



[Lorem ipsum dolor](#)  
sit amet, consectetur adipiscing elit. Vivamus ultrices arcu ac risus euismod



[Lorem ipsum dolor](#)  
sit amet, consectetur adipiscing elit. Vivamus ultrices arcu ac risus euismod

- a** Travel Alerts (logged in experience): link through to my flights - weather, cancellations info etc
- b** Branding/Logo links Home Page
- c** Search with predictive suggestion defined use case results-v2
- d** Faceted search allows the user to dynamically sort/filter matching results set. Any of these can be reversed once the user views the entire results on the search results screen  
*out of time...*
- d** Carousel of Group deals/specials/packages - html/JQuery X & Y navigation for contextual discovery
- e** Promotional CTAs/Partner Promotions
- f** *out of time...*
- g** *out of time...*

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