

playbook ux

Spa Booking Experience - Mo... Moderated

Done

Study

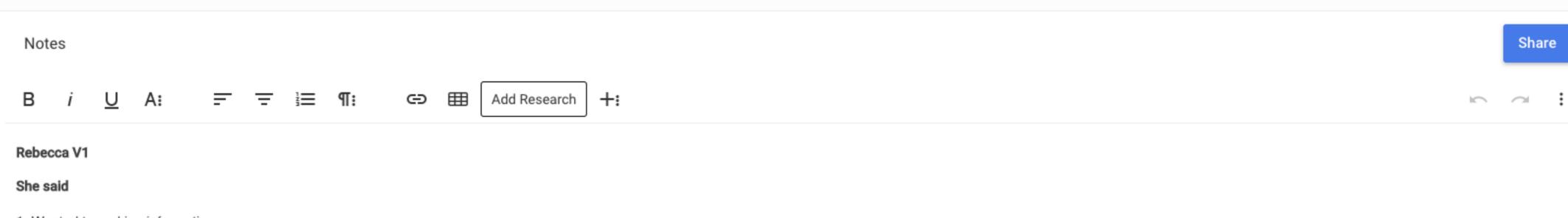
Schedule

Participants

Analytics

Reports

BuyagiftSpa 🕶



- Wanted to parking information
- 2. Wanted to see cancellation policy that may prevent her from booking
- 3. She would expect to see confirmation email would be referenced on the booking confirmation page
- Wants to know what the treatments are
- 5. Price was very important to her
- She would buy if had a discount
- Wants to know what's included
- 8. Value for money really important
- 9. Description of treatments can sometimes be misleading
- 10. Reviews really important would have TA open in another tab
- 11. Would she book via desktop as feels it's safer and more secure for payment details
- 12. Hadn't heard of BAG
- Had used voucher sites previously
- 14. Would like to know the value of the voucher
- Wanted to know if drinks are included
- 16. Wanted to know if she would need to spend any money on the day
- 17. Would like to see a full treatment menu and options for add ons
- 18. Would be happy to browse upsells and this wouldn't devalue the experience voucher for her

#### She did

- Didn't click on images
- 2. Read all the product page content and noticed T&Cs of voucher
- 3. Noticed unavailable dates on calendar
- Expected to book a specific time
- Clear that couldn't add another guest
- 6. Edit button clear

#### Opportunities

- 1. Add parking info?
- More details on the treatments they are getting
- 3. Add sentence to confirmation page that a confirmation email will be sent
- 4. Add cancellation policy?

## Katrina V2

## She said:

- 1. Goes every week to a spa UK/Bali
- 2. Has visited a spa on her own
- Hasn't heard of BAG
- Books with spa directly
- Uses laptop to book prefill information
- 6. Feels less secure booking on phone don't want to put in payment details
- 7. Hidden costs important to her expects there will be some so wants to see them up front
- 8. Booking needs to be easy has a used a site recently where it was difficult to select the location to book
- 9. Covid reassurance
- 10. Likes a journey with minimal upsells otherwise easy to get lost in the booking journey
- 11. Reviews are important enjoys reading them multiple tab browser
- 12. Would leave computer open for days with these tabs open
- 13. Journey is easy and intuitive
- Likes there is one thing to do per page
- 15. 10/10 easy to follow process
- 16. Not keen on adding upsells when booking would prefer to do this at the spa
- 17. Very keen to book

# She did:

- 1. Clicked on images would like to see more photos and videos
- 2. Didn't choose a date
- 3. Edit button easy to find

## Opportunities:

- 1. Key features above the map
- 2. Summary as a separate page
- Customer reviews
- 4. Not have date pre-selected