

21 of 2700:08:32

Take some time to scroll up and down the page but don't click on anything yet. What is the purpose of this page?

Remember to speak your thoughts aloud.

UX

Next

23 of 2700:09:25

On a scale of 1-10, how easy was it to book this spa day?

9

Very DifficultVery Easy

UX

Remember to speak your thoughts aloud.

Next

projects.i...436438029

CHOOSE A DATE

1 person (Included)

Edit

January 2023

Mon	Tue	Wed	Thur	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Please select a date

Choose arrival time

Select your arrival time

Continue

UX

Spa Booking Experience - Mo...
Moderated

Done

- Study
- Schedule
- Participants
- Analytics
- Reports

Notes

Share

B i U A: = = = ¶: ↻ ⌂ Add Research +:

Rebecca V1

She said

1. 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
4. Wants to know what the treatments are
5. Price was very important to her
6. She would buy if had a discount
7. 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
13. Had used voucher sites previously
14. Would like to know the value of the voucher
15. 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

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

Opportunities

1. Add parking info?
2. 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
3. Hasn't heard of BAG
4. Books with spa directly
5. 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
14. 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
3. Customer reviews
4. Not have date pre-selected