How Covid-19 is changing hotel user experience design:

Building mobile and desktop UX that converts.

Contents

# How hard can it be to book a hotel room..?

Regular readers of the Triptease blog will know that we've been closely tracking the accelerating growth of mobile bookings over the past year. In fact, it's exactly this kind of hotel booking data that guides new product innovation at Triptease. We know that investing in a better mobile experience is a top priority for many hotels in 2021. That's why we recently launched an upgraded, mobile-first version of Triptease Convert, designed to improve the customer experience and maximize bookings across both desktop and mobile.

Helping customers to book no matter what device they're on is also what this guide is all about. While it's absolutely vital that hotel websites provide the premium mobile booking journeys that guests already experience on online travel agents, that doesn't mean the desktop experience no longer matters.

A report released by Google last year outlines the complexity and non-linear nature of the typical buyer decision process. The report introduces the concept of the 'messy middle'. This is the space between the initial trigger to buy and the point at which the purchase is made, where your customer is moving through a process of exploration and evaluation. While the 'abundant information and unlimited choice' available to users at this stage is certainly a positive for the consumer, it also creates a 'complicated web of touchpoints that differs from person to person'.
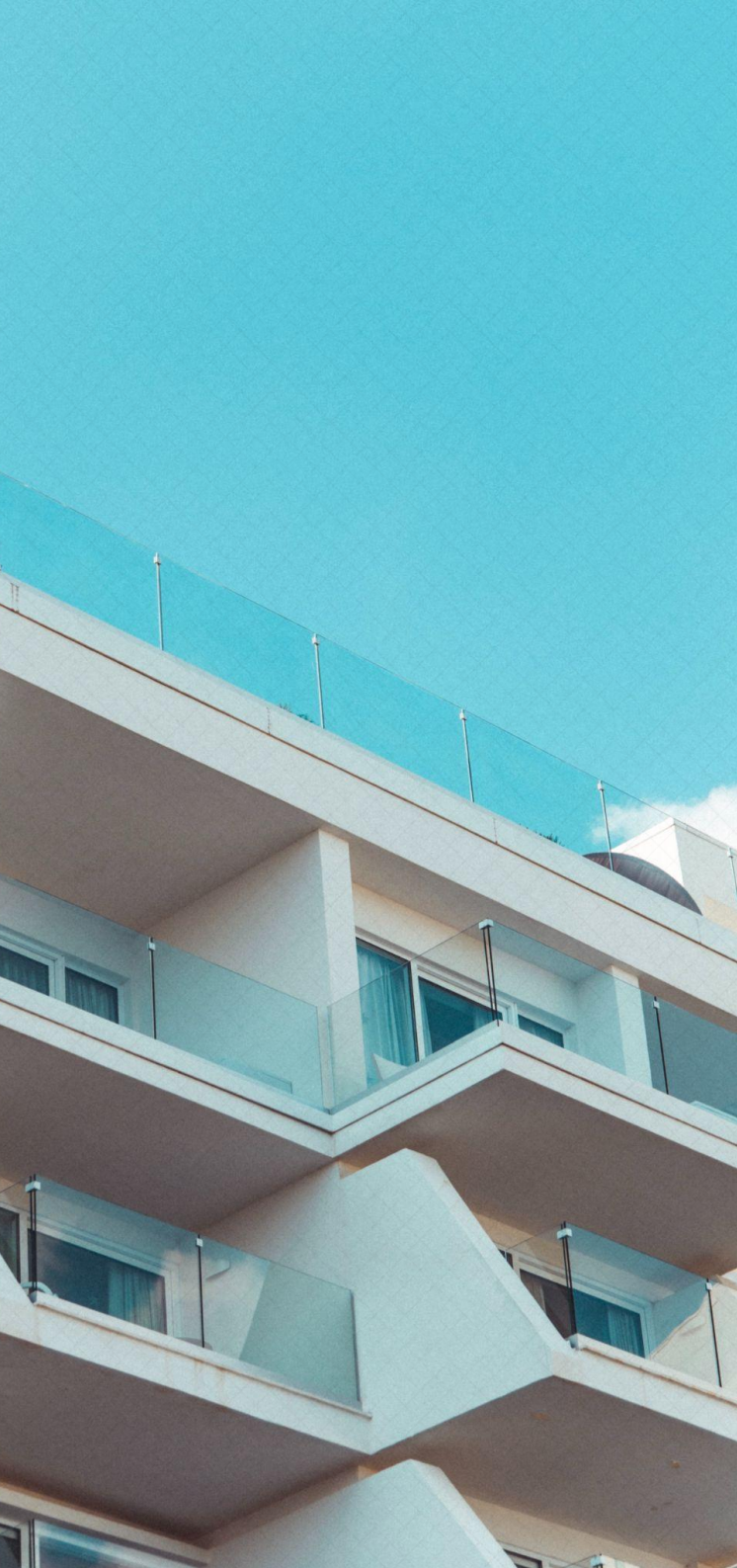
This 'web' is probably at its most complex for customers looking to purchase hotel rooms. They typically visit almost 40 different websites before deciding which hotel to book and - crucially - what website to book on.

Naturally this customer tendency to bounce from website to website extends to devices too. In his Direct Booking Masterclass session in December 2020, Roy Madhok of Real Hospitality Group encouraged hoteliers to think less like a hotelier and more like a guest when assessing the booking journey. Walking through all the steps a real user takes when they actually book a room, Roy noted that - just as a customer will jump from Google maps to OTAs and hotel websites quite randomly as they make their booking - they'll also switch devices too.

That means if you're still treating your desktop and mobile user experience as two separate entities, it's highly likely you're placing barriers in your customer's path to booking. Having distinctly separate strategies for mobile and desktop means you'll fail to optimize the journey for customers who are jumping between devices. Whether they come to your website from metasearch while at their desk, return to see more photos while waiting for the bus or are booking tonight's accommodation from the passenger seat as they drive into your local area, users expect to get a consistent, seamless experience every time. If you don't provide that, you're going to lose bookings.

To complicate matters further, an increased preference for mobile isn't the only customer behavior that's changed as a result of Covid-19. As well as knitting together the desktop and mobile user experience to provide one consistent flow, hoteliers now have to contend with a whole new range of questions and emotions that users will have along the way.

Those changing behaviors offer a fantastic opportunity to create the right user experience (UX) for the way your customers are feeling right now. Hoteliers who understand how attitudes and emotions towards travel have changed, and who use this knowledge to guide customers through the 'messy middle' of booking a room, will be best-placed to benefit from the boom in bookings as travel demand returns.

EXPOSURE

TRIGGERS

EXPLORATION   EVALUATION

EXPERIENCE

PURCHASE
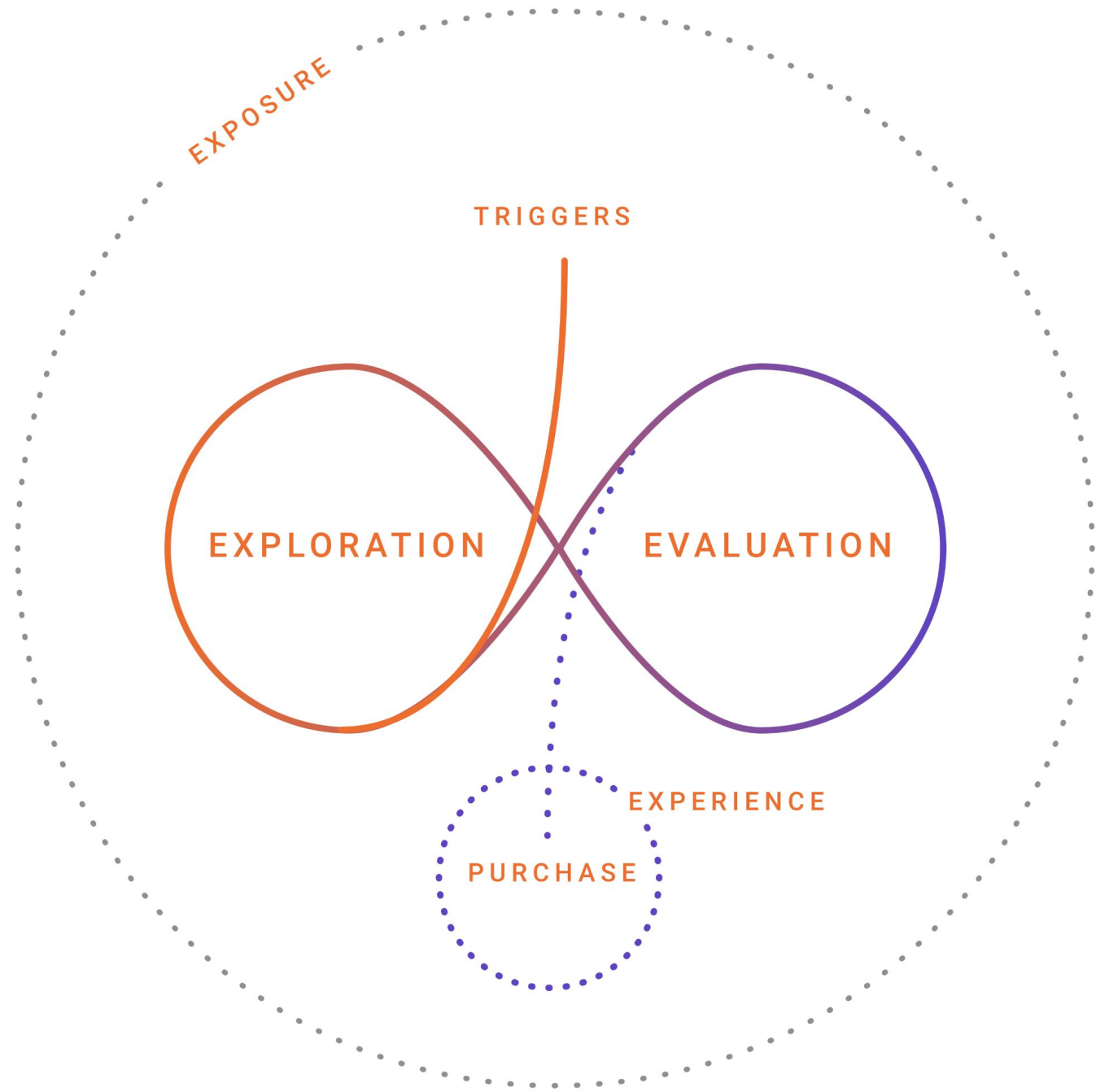
The basics of great mobile and desktop UX

So what actually is user experience (UX) design? In short, it's the process that design teams use to create products that provide relevant and meaningful experiences for users. In the context of this guide, the 'product' we're talking about is your desktop and mobile website and booking engine.

UX design looks at the whole experience that a customer goes through when they're using the product. UX designers are concerned with who the customer is, what goal they're trying to achieve, how they're going about achieving their goal and how they feel while they're doing it.
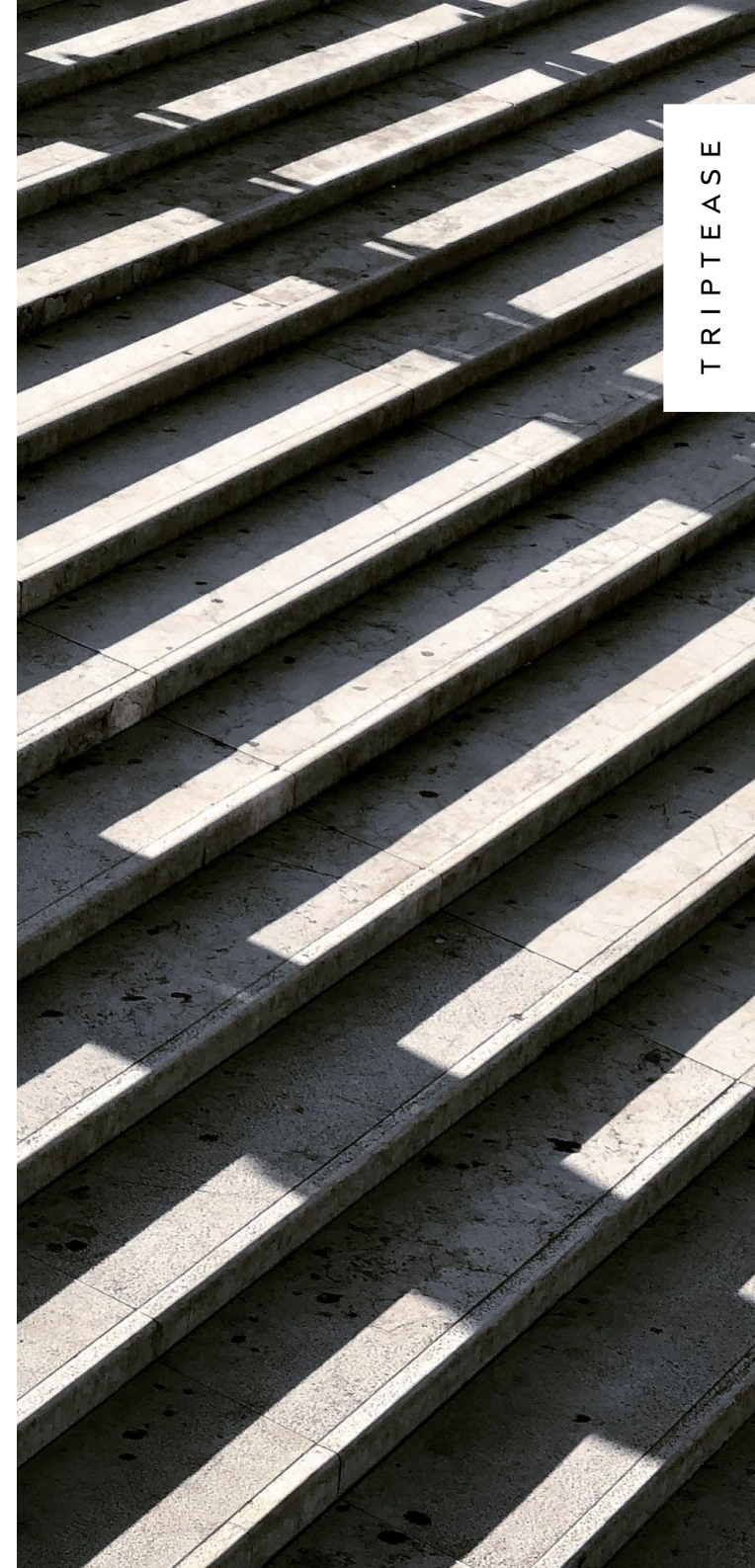
The basics of great mobile and desktop UX

Let's look again at the concept of the 'messy middle' in a purchase journey. Good UX design can help to remove some of the complexity and overwhelming choice from the customer's decision making process, guiding them to make their choice and complete their booking much faster.
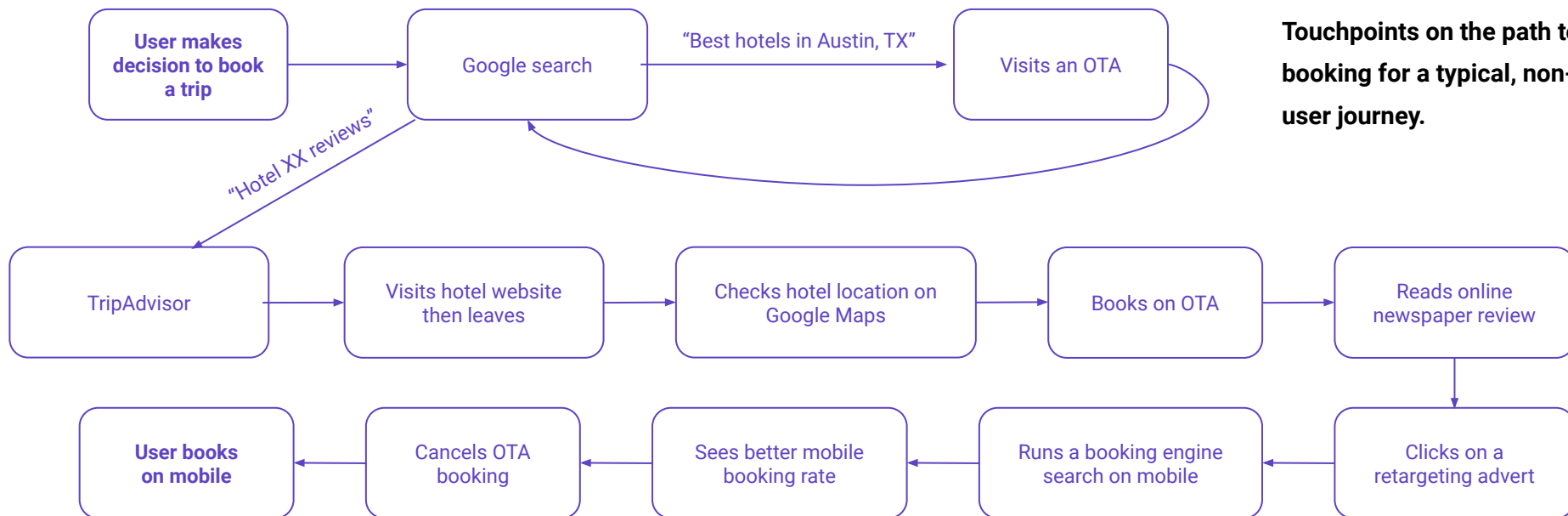
Touchpoints on the path to booking for a typical, non-linear user journey.

The three pillars of great user experience

While the exact UX design for a particular website, app or digital experience will vary depending on the specific business, industry and type of customer involved, there are three things all great user experiences have in common.

Fast

Pages should load instantly and the user should be able to interact with elements on the page as soon as possible.

Seamless

Navigating through the experience and completing any required actions should feel ordered, simple and smooth.

Personalized

No two users are alike but everyone wants an experience that feels completely relevant to them, so personalization is key.

Providing a **fast** user experience

A 0.1 second improvement in loading speed on travel websites can increase conversion rates on mobile by 10.1%. While speed is important across both desktop and mobile, a huge 74% of smartphone users expect to get immediate information while using their smartphone - so it's really crucial that your mobile experience feels fast as your user moves through it.

You can check your mobile website loading speed using a free tool like Google Lighthouse or Google's Test My Site, which will also provide a personalized report to help you improve your mobile site speed.

If it's your booking engine rather than your website that's slowing the user experience down, the Express Mobile Experience could be a useful tool to implement. Express takes the content from your existing mobile booking engine and optimizes it for mobile, providing a simple, streamlined booking experience that can be completed up to twice as fast as a typical mobile booking engine journey. The Express Mobile Experience is part of the Triptease Convert product. Get in touch with the Triptease team if you'd like to know more about Express.

Providing a **seamless** user experience

When a user interface is well-designed it can result in more than a 200% improvement in conversion rate. 'Well-designed' can mean different things to different people, but when it comes to digital experiences - particularly on mobile - there is some basic guidance that will help ensure the path to conversion feels seamless.

A good place to start is with UX pioneer Peter Morville's seven factors that influence user experience:

- **Useful**
- **Usable**
- **Findable**
- **Credible**

- **Desirable**
- **Accessible**
- **Valuable**

Examples of a **useful** experience

Does your website present enough information in an easily digestible format, so that users can quickly make informed choices? For a hotel website that would likely include clear, high resolution images of your hotel, an easy to see 'Book now' button as well as clearly highlighted benefits of booking direct with the hotel.

Clear call-outs of highlights,

with helpful icons
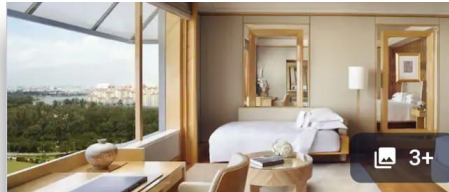
Summarizing reviews

Easy-to-scan, structured information

Visually highlight the details that

matter most

Examples of a **usable** experience

Can your customers arrive on and use the website easily, and complete their desired task quickly? For example, is it simple to select and change search dates? Is it super clear where things like room details can be expanded to show more information? And if users have to log in, will their details be pre-populated for them?
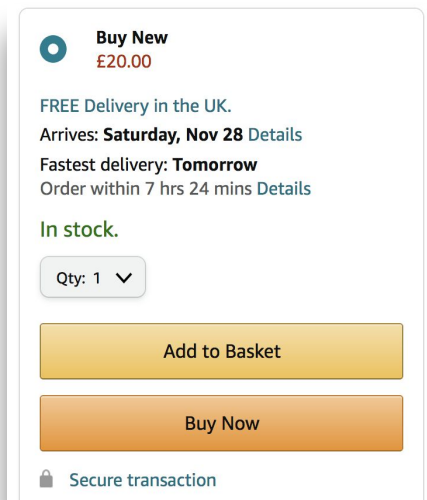
Express checkouts and
one-click payment options
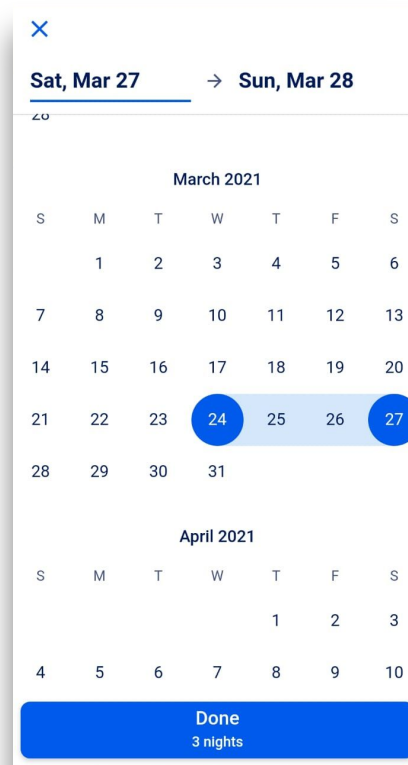
Calendar style date selection
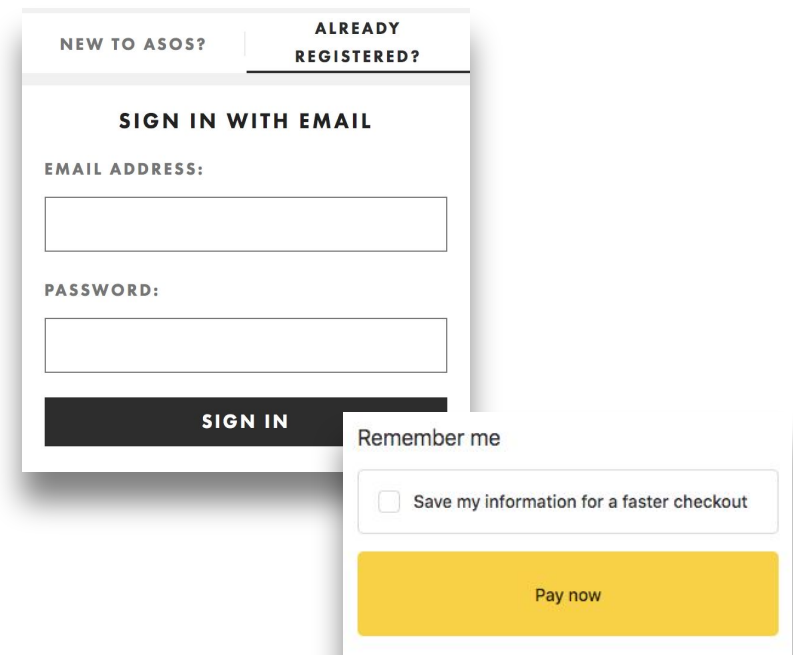
Option to create an account
for frequent users

Examples of a **findable** experience

If your users can't find your product, they're not going to buy it. Are you appearing in the right metasearch results when you have the best price and retargeting users who have left your website to ensure they remember to come back and book?
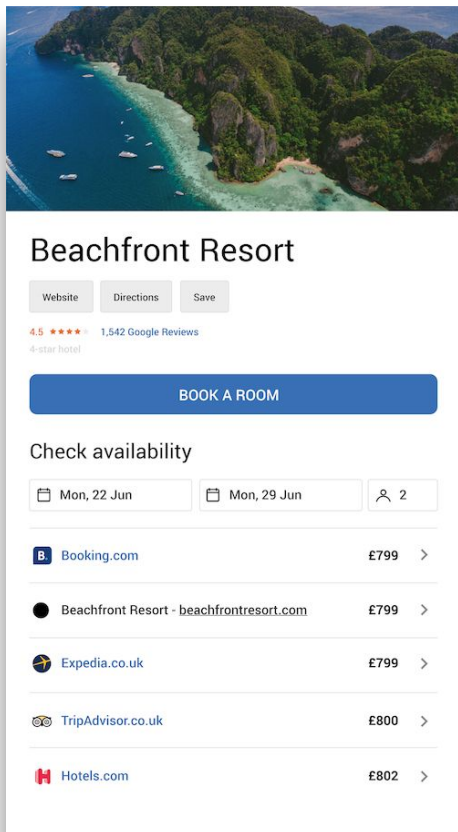
Appear in metasearch when your customers are searching
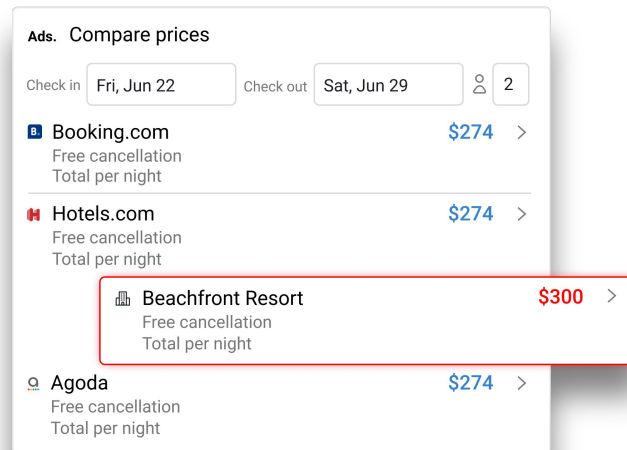
Don't bid to appear in meta if you don't currently have the best rate available
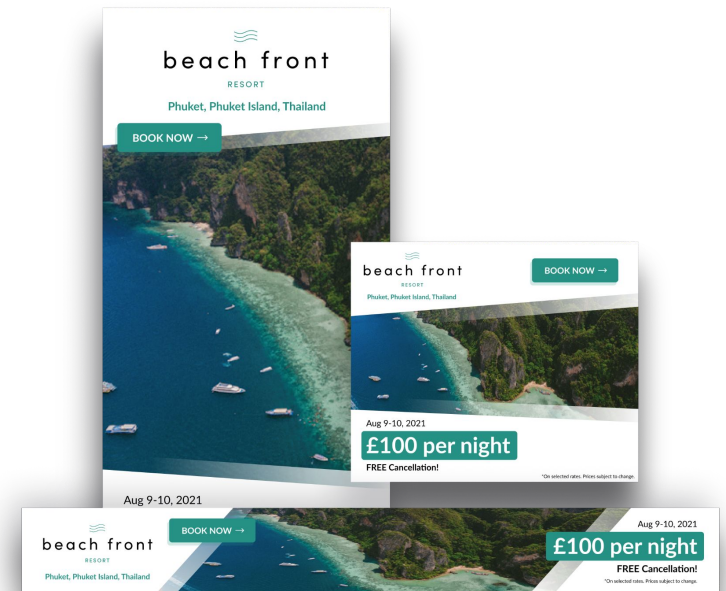
Use retargeting adverts to bring customers back to your website

Examples of a **credible** experience

Trust plays a huge role in terms of online security, so make sure your security features and policies are easy to access. This is more important than ever as a result of Covid-19. Customers will be looking for reassurance and will want to check your cancellation policies as a priority.

Complete transparency and breakdowns of fees is a way trust can be built with users

Padlock icons to give the user extra piece of mind just as they are about to pay

Social proof as a good way to increase level of trust in the purchase of intangible goods

Examples of a **desirable** experience

The best UX allows a user to form an emotional bond with the website or product. More than in any other industry, hotel websites are selling the promise of a feeling and an experience. Does yours help users to visualize the amazing time they'll have when they arrive at the hotel? Does it provide tailored incentives to delight and inspire every individual customer?
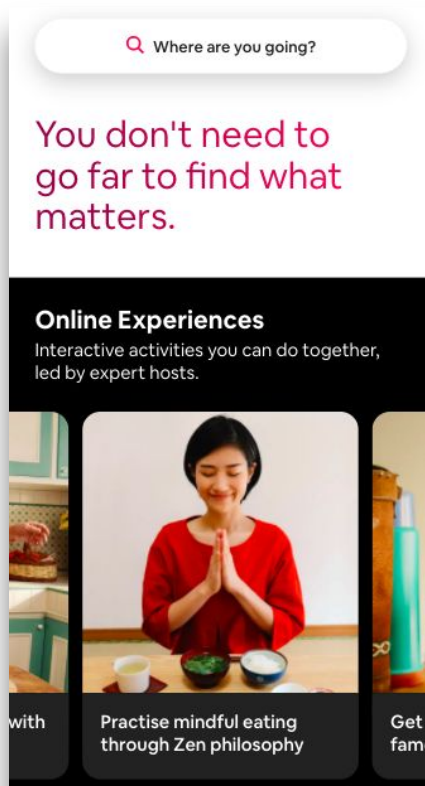
Use your brand and tone of voice to connect with your customers
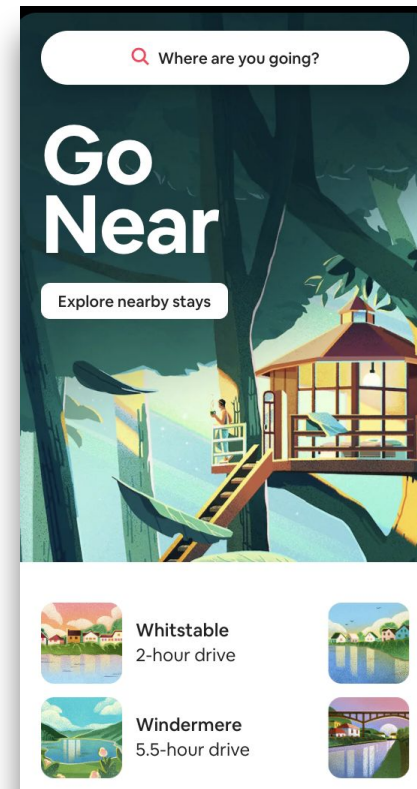
Utilize user profiles and data to dynamically personalize content

Examples of an **accessible** experience

Online experiences can be frustrating for people with different levels of ability, so it's important to adhere to accessibility standards. Accessibility focuses on providing an experience which can be accessed by users of a full range of abilities – including those who are disabled in some respect such as hearing loss, impaired vision, motion impaired or learning impaired. You can read some practical guidelines for accessibility here.

This is an example of small text.

Colors ⑦

■ 1BA39C ■ 000000

Contrast ratio   6.77:1

Large text   AAA

Small text   AA

Try local favourites

Local restaurants are open and delivering with Uber Eats

Order now

Sign in | Get started
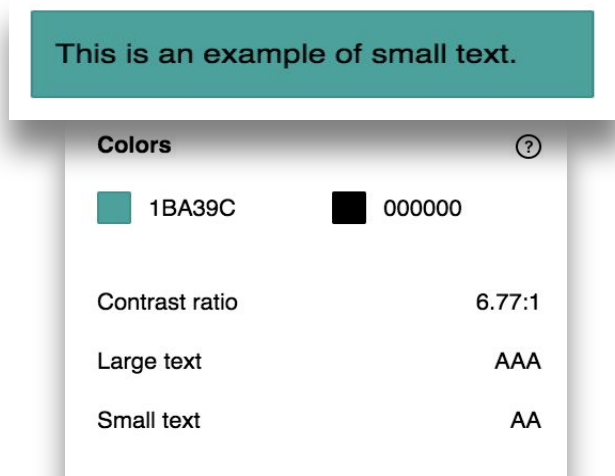
Contrasting brand colours help to increase visibility.
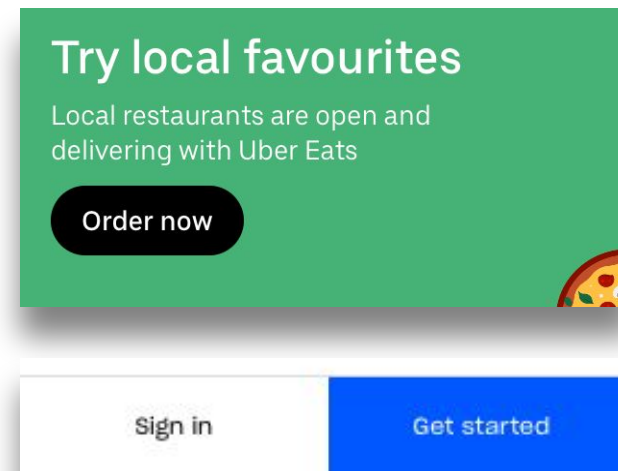
Ensuring buttons are descriptive, not just 'click now' helps those who rely on screen readers.

Examples of a **valuable** experience

Finally, your product must deliver value. Luckily for hotels, you'll always have the option to provide better value than an OTA because you control your rates and direct booking benefits. Make sure these are always clearly highlighted on your website and tailored to suit each specific customer.

Breakfast on the Rooftop ✕

Celebrate summer with 15% off our best available rate AND two vouchers for our grab n go breakfast on our rooftop terrace.

Book Now

Road Trip Discount ✕

Get up to 15% off for residents of Wyoming, Colorado, Idaho, Montana, and Utah.

Book Now

Stay Longer, Play Longer!

15% off three or four nights
20% off five or six nights
25% off seven nights or more

View Offer

You've found the best price!

25 - 26 Jun 2021, 2 adults, 1 child

| Direct Price | £205.33 |

- Free breakfast
- Free cancellation
- Late check-out

Become a loyalty club member for even more exclusive benefits.

OTA 1	£206.29
OTA 2	£207.00
OTA 3	No rooms

Verified by TRIPTEASE

Personalized website messages can be used to highlight the value of booking direct to all kinds of customers.

Triptease Targeted Messages can be used to highlight specific content and offers based on the customer's location, check-in date, the length of stay they've searched for, booking group size, whether they're booking in advance or last minute, the website they've arrived from, whether they're on desktop or mobile, whether they've visited your website before, or even their likelihood to book.

Seamless user experiences on mobile

With less space to work with, and users interacting with their device in a very different way, providing seamless experiences on mobile comes with some additional requirements.

1. **Minimize content:** Design mobile pages in a way that will reduce page-loading times and cognitive load. That means keeping images small, having a clear visual hierarchy, removing all clutter, keeping descriptions short (but expandable if needed) and using colour and contrast to maximize visibility.

2. **Restrict user inputs:** Users become frustrated when they have to continuously tap buttons on mobile, so keep URLs short and pre-fill or minimize data inputs on forms. This reduces the amount of effort required from your mobile user, making them more likely to complete their booking.

3. **Simplify navigation:** Most users use one hand to navigate their mobile screen so it's important to provide an easy-to-learn, self-evident navigation. Call-to-action buttons should be 30x30 pixels and navigation menus should be full screen. There should be clear labelling (including tabs, icons and graphics) and links should be easy to see and obvious when they've been activated. Prioritize the most-used items at the top of the screen and stay aware of the 'hand-reach comfort zones' of mobile phones. Finally, it's important to allow only one primary action per screen on mobile, so don't overload users with multiple options.
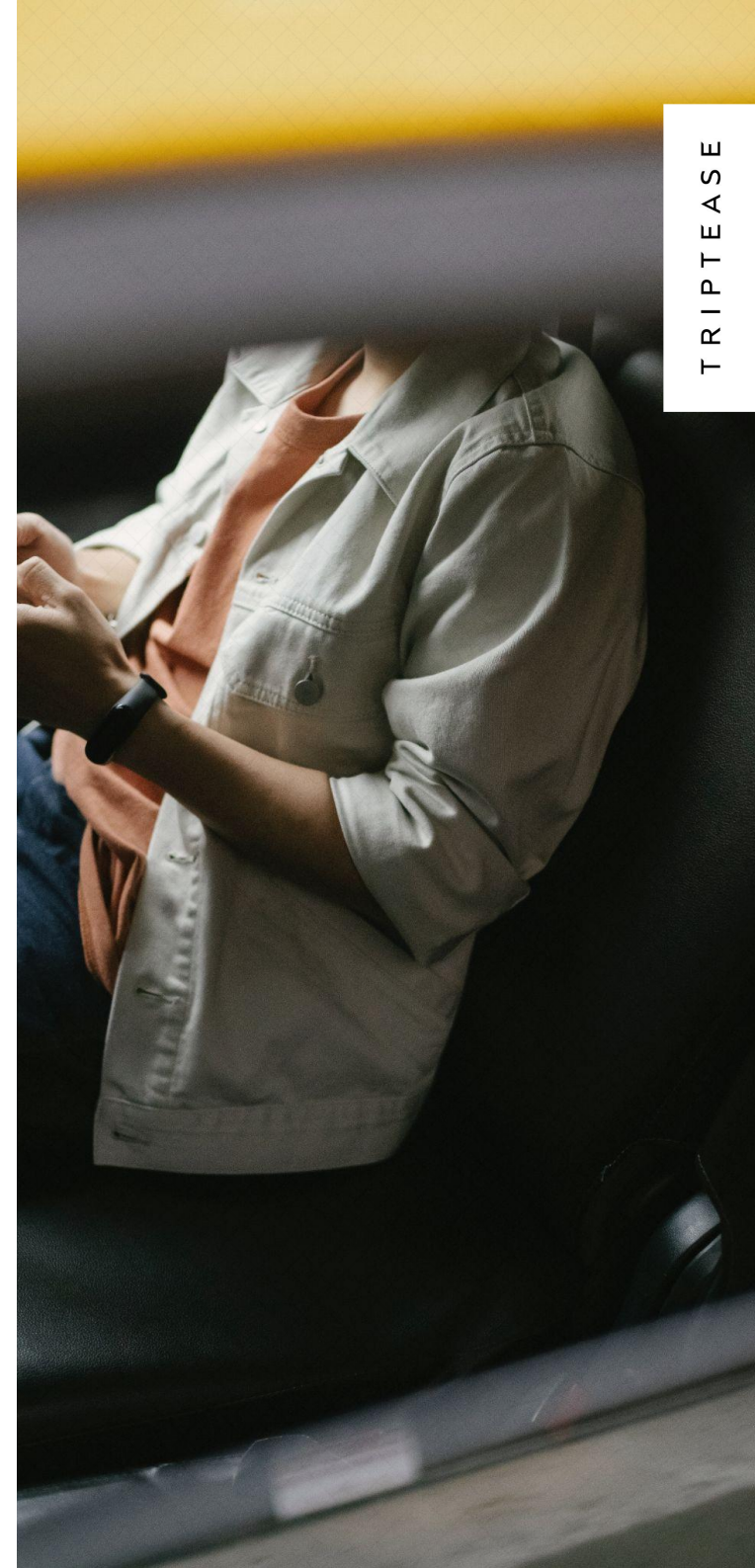
If your mobile experience is currently not quite as seamless as it could be, Triptease can help. A fully customizable, mobile Nudge Message can provide a clear, high-contrast primary action on any page of your website, and can be placed easily inside the hand-reach comfort zone.

Similarly if your booking engine isn't fully optimized for mobile, the Express Mobile Experience provides a mobile-friendly 'skin' or overlay that takes the content from your existing booking engine and optimizes it for mobile. That means you'll get all the mobile-specific requirements listed above, with no need to switch booking engines.
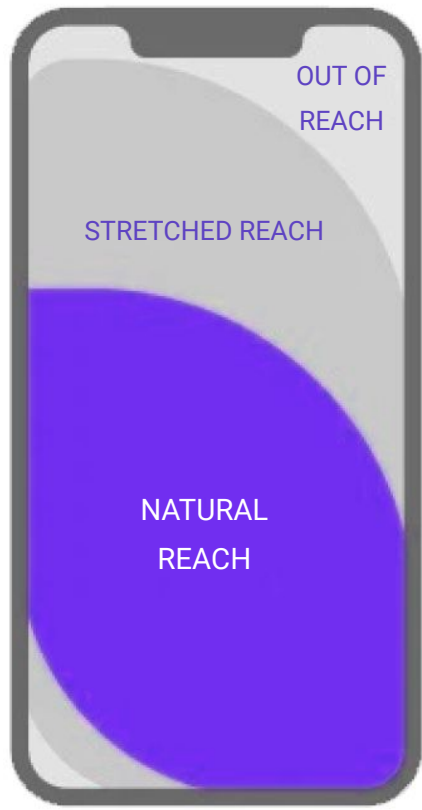
LEFT HAND USE   COMBINED ZONES   RIGHT HAND USE

OUT OF REACH

STRETCHED REACH

NATURAL REACH

OUT OF REACH

STRETCHED REACH

NATURAL REACH

OUT OF REACH

STRETCHED REACH

NATURAL REACH

IMAGE SOURCE: INTERACTION DESIGN FOUNDATION - MOBILE USER EXPERIENCE DESIGN
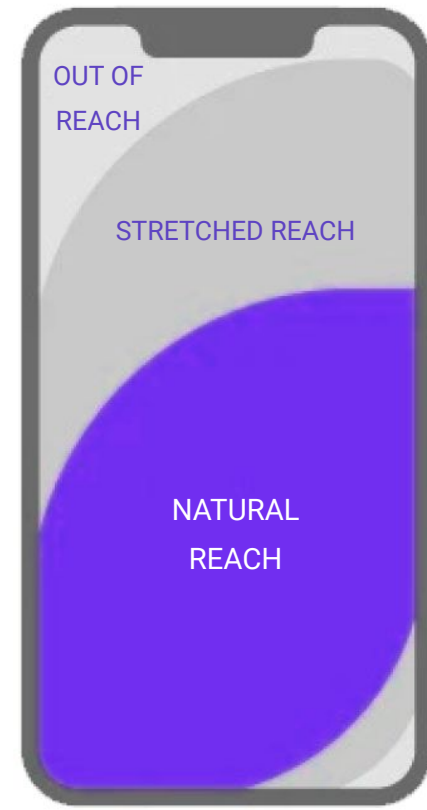
Providing a **personalized** user experience

Providing a personalized experience begins with knowing what kind of customers are currently visiting your website and what they're commonly looking for. This guide to targeting customers with the right personalized content explains how to use your existing customer insights to understand which audiences to target and how. Looking to improve personalization specifically on your booking engine? Take a look at this guide to improving booking engine personalization instead.

A website and booking engine personalization tool - like Triptease Targeted Messages - allows you to quickly create tailored offers, messages and content for specific audiences. You can target based on the visitor's profile (where they are in the world, what website they've come from, what device they're on and whether they're a first time or returning visitor) or by the type of search they're running (the lead time of their potential booking, the check-in date, the length of stay, or the size of the group their booking for). There's even the option to use Triptease's industry-leading smart targeting which can send different messages to your potential customer depending on their likelihood to book.

Covid-19 and customer behavior: The messy middle just got messier

Google's recent 'The Journey Reshaped' report documents the impact of Covid-19 and those newly emerging customer behaviors on the path to purchase, looking particularly at what types of behaviours are likely to stick in the future. Even if you felt relatively sure of how to guide users through a booking on your website previously, there are now a range of new behaviours you'll likely need to cater for.

1.   Pent up demand is at an all time high

What's immediately obvious is the pent up demand that's waiting to be unleashed as vaccine programmes continue to roll out across the globe and international travel restrictions begin to lift. Forty seven percent of consumers have researched accommodation but not yet booked - and while 60% of those people are not booking because they are 'worried about travelling due to the pandemic', the rest are either 'still researching' (32%) or 'waiting for a good deal' (24%).

This should be a huge signal to hoteliers that bookings are out there for the taking if their websites are catering correctly to those user experience fundamentals mentioned above: Fast, seamless and personalized journeys that help your customers find what they need and book on your website.
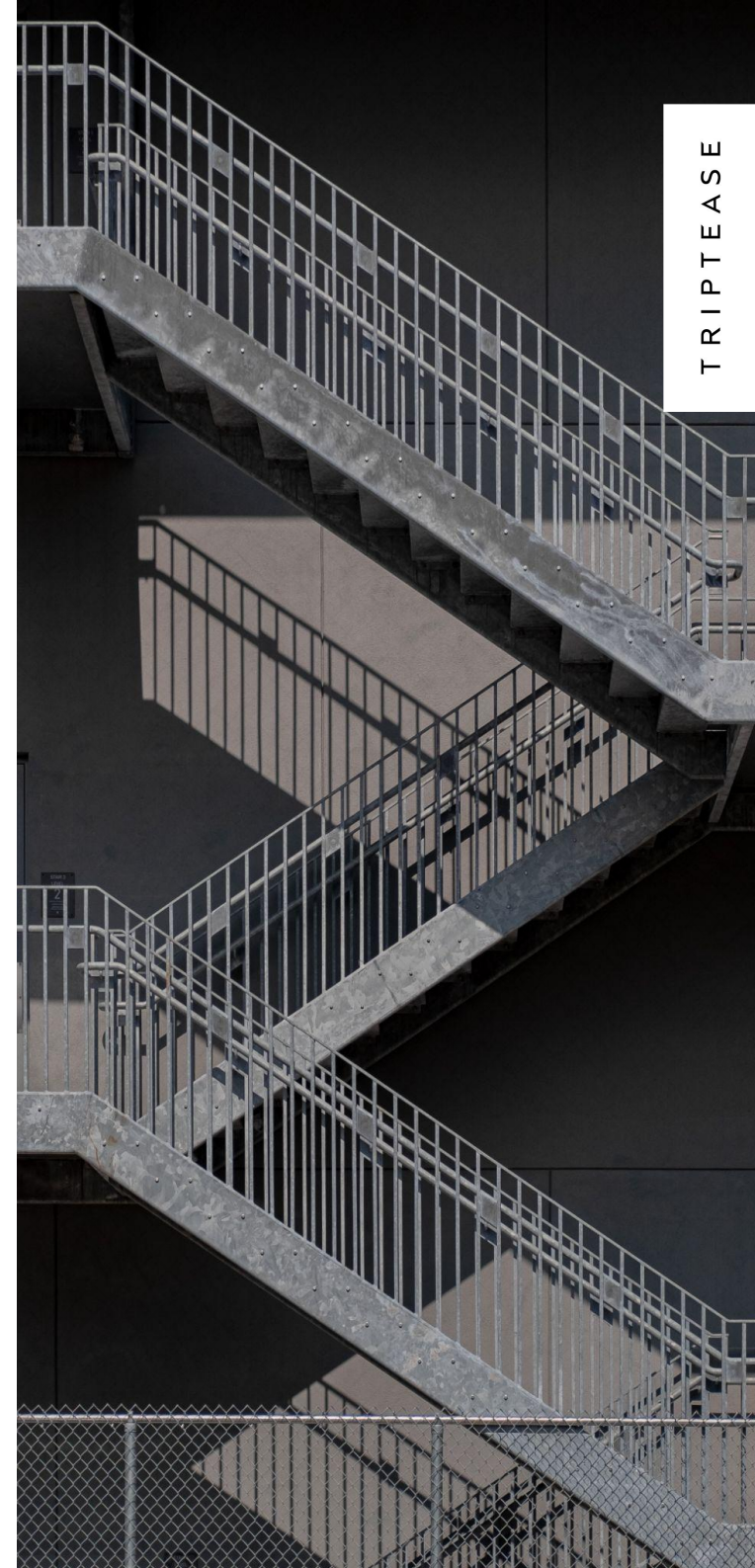
2. Customers are looking for reassurance and protection

Twenty seven percent of consumers confirmed that they would purchase travel insurance when booking accomodation during Covid-19, while a massive 49% said they would purchase travel insurance when booking accomodation in the future.

After more than a year of cancelled trips, booking postponements and requests for refunds it could be a long time before customers feel comfortable booking a hotel room without first checking cancellation and refund policies in full.

If you know this is what your customers need to see during their user journey, make sure to highlight your hotel policies and provide that reassurance straight away. Triptease's Crisis Management Message, which is fully customisable and appears as soon as a user arrives on your website, has helped many hotels to achieve this since launching last year.

FREE CANCEL

×

Clean, safe & free cancellation

We value your safety and security. That's why communal spaces are deep cleaned regularly, and booking can be cancelled or rearranged at any time. Click below to read our Covid-19 guidelines and booking policies.

Learn more

3. Booking accommodation is a treat and an escape

The pandemic has brought about changed priorities. In 2021, Google's research found out that the key reasons for booking accommodation are:

1. to "get away" (43%)

2. to "treat themselves" (36%).

This is a really useful insight when planning changes and improvements to the user experience on your website. Thinking back to the 'desirable' content that's required for great UX - are you showing potential customers that your hotel could be their escape? What packages can you provide that would entice a user who's desperate for a break from their current surroundings?

Similarly, if there's an audience out there who are looking to treat themselves to a hotel break after such a difficult year, what offers and benefits are you putting front and center to ensure they see the value in booking directly with your hotel? Remember that OTAs may be able to match your free cancellations and best price, but they'll never be able to offer your customers exactly the spa credit, round of golf, room upgrade, cookery lesson or a free welcome drink that will secure their booking on your website.

Discounts on a well deserved break...

Need a change of scenery? Get 10% of week night stays and 20% off treatments in our luxury spa.

Book today

Escape the city for less

Get back to nature in style. Book a premium suite & enjoy free national park access during your stay.

Book now

4. People want to visit their family and friends

Twenty five percent of consumers also cited 'seeing family and friends' as a key reason for booking accommodation in future. Keep this in mind when building content to enhance the UX of your website. If you want your customers to connect emotionally and purchase directly from you, show them that your hotel provides the opportunity to reconnect with loved ones.

This can be done using location targeting to show specific messaging to customers in local cities or states who may be considering a trip to visit relatives or friends they have not been able to see over the past year. Alternatively, use check-in date targeting to persuade users who are considering a trip to visit family for a specific holiday like Thanksgiving, Christmas or Lunar New Year.

Time for a catch up?   ✕

Our beachside apartments are perfect for group holidays. Get $10 discount per person when you book direct.

Book your stay

Celebrate New Year together   ✕

Save 15% on the cost of your Lunar New Year holiday when you book in advance.

Book and save

5. Search is the most used and useful touchpoint on the booking journey

This may be a guide to mobile and desktop UX, but the user experience starts long before your potential customer has reached your website. If you're not appearing in search results, all your efforts to improve your website UX could be wasted. Looking back to Peter Morville's factors that influence user experience - if users can't find your website, they're not going to book your rooms! Right now this really matters, as Google's data shows that search is the most consistently used touchpoint for customers booking accommodation.

This is the principal reason why Triptease offers both onsite conversion and traffic acquisition tools. Blessy Townes of The Discovery Leisure Company, Inc gave a perfect summary of this at the 2019 Direct Booking Summit in Singapore: "You cannot have the acquisition strategy of a Ferrari with the engagement strategy of a Kia." And that analogy works both ways - what's the point of building an incredible user experience on your website if nobody is getting there?

Triptease Metasearch and Retargeting were launched specifically to ensure that hoteliers who were already investing in their onsite experience using Triptease Convert are getting the absolute maximum return on investment by driving as much high quality traffic as possible to the direct website. The tools are designed to complement each other, which is shown in the fact that Triptease Targeted Messages increase the performance of metasearch by 118%. With search being the most-used touchpoint for customers booking accommodation, it's vital that you consider your metasearch presence as part of your updated user experience.
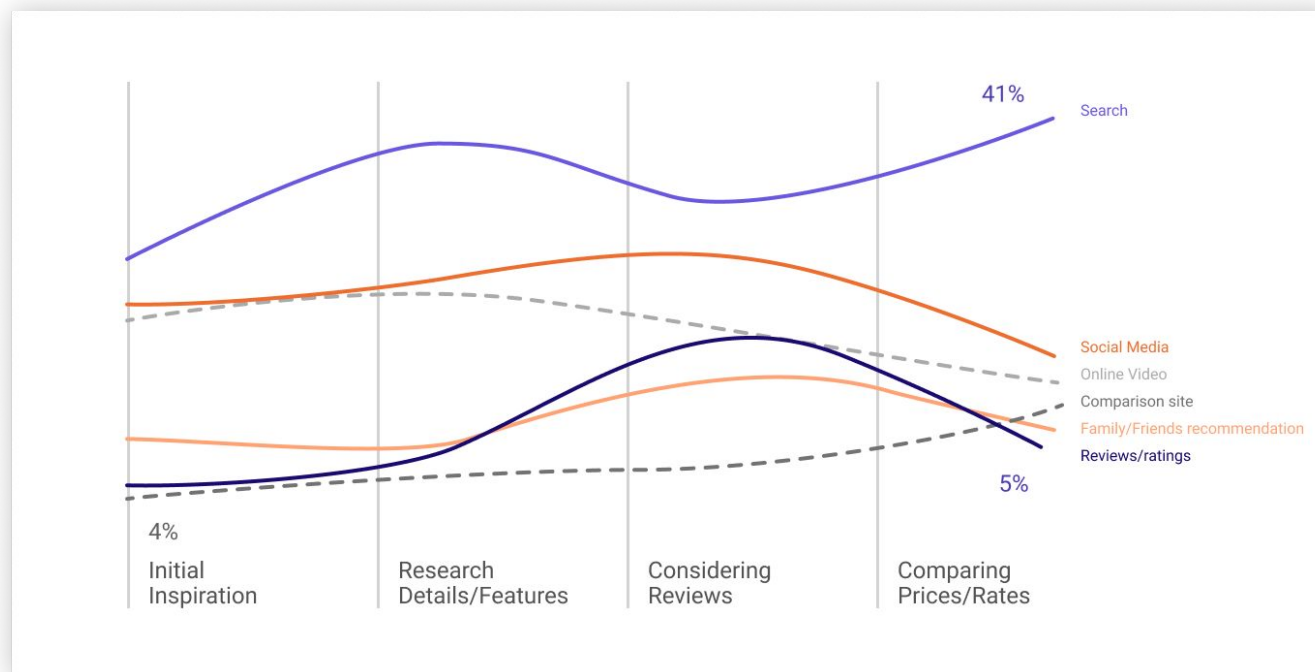
Looking at the graph on the previous page, another key point to note is that the use of search peaks at the point when your customer is comparing prices and rates. This makes sense - they've been through the 'exploration' phase of the messy middle (initial inspiration and research) and they're now at the point of 'evaluation' (they know what they want to book and are looking for the best deal). So they're back to jumping around from website to website, making sure that they've found the best possible price for your hotel. Again, the UX of your own website can minimize the chances of a user needing to go elsewhere to find the information required to make their decision.

A Price Check Message (available for both desktop and mobile booking engines, and soon to be embedded content within the Express Mobile Experience) appears when a user has run a search on your website and you have the best rate. It displays your price alongside your selected OTAs, reassuring your customer that they've already found the best price. At this point in the journey, there really couldn't be a more useful piece of content to show them.

Finally, when it comes to booking hotels, the second most consistently used touchpoint throughout the user's journey was reviews and ratings. Surfacing these on your website is another way to ensure that your potential customers get the information they need without having to bounce away to another location where they may end up making their booking. Triptease provides review message templates that can be easily customized to showcase your best customer reviews on both desktop and mobile.
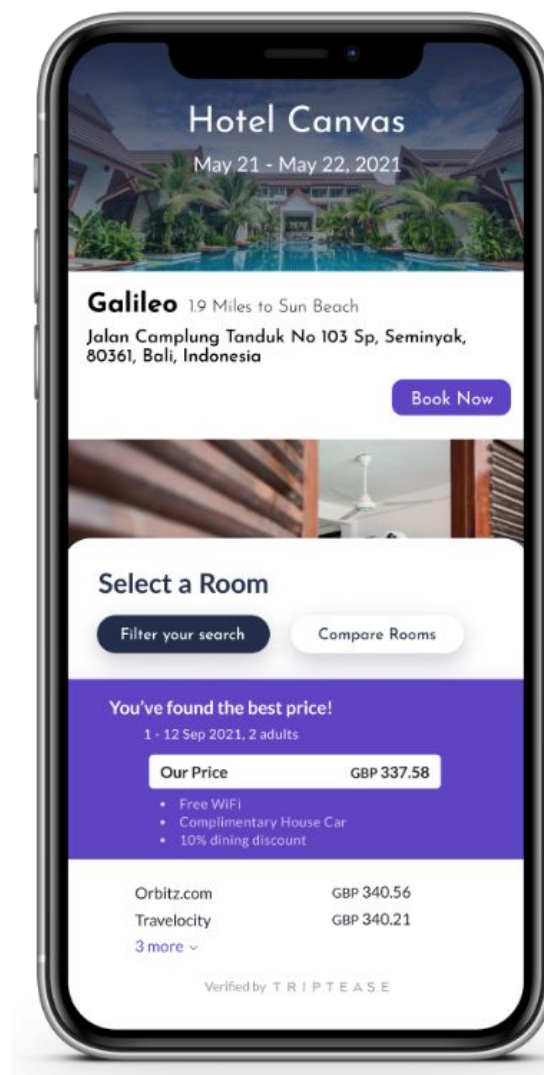
6. Availability and customer support issues are pain points

While only 29% of travellers experienced a problem while booking accommodation online, the specific issues they faced were largely connected to availability or technical and customer support issues.

There are ways to resolve these kinds of blockers in your desktop and mobile UX. Firstly, make it really easy for customers to contact you directly if they need to. Seeing as more than half of customers would rather message than call and 90% rate an immediate response as important, a high-performing, automated chat product is a useful tool to have as part of your onsite experience.

When it comes to a lack of availability, if you have other hotels in the area make sure these alternative options can be easily discovered if there is no availability at one of your properties. Use a Nudge Message to point towards a hotel group page, or alternatively switch on Urgency Notifications to alert potential customers to the fact that your rooms are being searched and booked fast. This will hopefully mean they don't miss out on the hotel they wanted to book.

See the rest of our hotels ✕

Explore our other properties, located in Europe's most exciting cities.

See more hotels

7. Customers are likely to try a new brand, particularly if it's a good deal

Forty one percent of travellers are willing to try a new brand vs their preferred brand in future and over half of those will do so as a result of finding a better price, value, deal or reward. Targeted Messages are a valuable tool for ensuring that each customer sees the price, deal or reward that will convince them to book, so spend time understanding your audience types and what kind of incentives and deals they're interested in.

You can also use the 'new vs returning' targeting functionality to show a specific offer to first time visitors to your website. If new audiences are open to trying a new brand, this is a great way to capture their attention and secure their booking
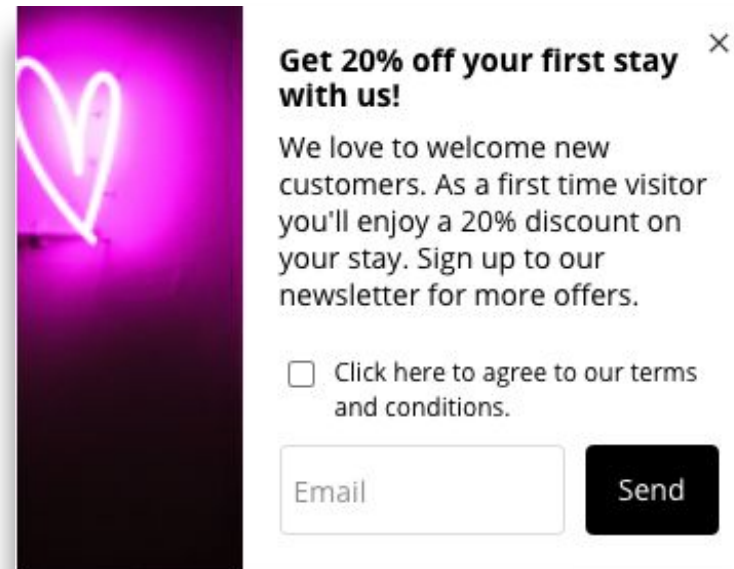
Your Covid-19 recovery
UX checklist

- Your cancellation policy and safety information still need to be front and center

- Make sure you're offering the get-away treat your customers are longing for

- Build an emotional connection by showing customers that they can book your hotel to visit or catch up with family and friends

- Increase your presence in search results - make sure you're appearing with the best price in metasearch results (and bringing potential customers back again with retargeting ads)

- Use a Price Check message to stop users leaving your site when they want to check they have the best rate

- Use a Review template message to showcase customer reviews on your website

- Alleviate availability and customer support issues using onsite messaging and an automated chat tool

- Grab the attention of new audiences with bespoke offers and special rates

UX best practices

Tips and tricks for maximum impact on mobile and desktop

By this point you should have a clear understanding of the basics of mobile and desktop UX design and how you'll need to update your existing user experience to cater to recent changes in customer behavior. This final section will share some additional ideas and recommendations that will elevate your UX from good to really great.

Don't forget that the Triptease Team is always happy to help with suggestions for ways to improve the user experience on your hotel website. If you'd like to review your current mobile and desktop strategy with one of our team of experts, get in touch today.

One word can change your whole message

Think about the language you're using and how it might make your customer feel. In the example below, 'Reserve' implies that they'll have to go through a reservation process, whereas 'Get' focuses purely on the benefit rather than the process the customer needs to complete.

If you're not sure what kind of impact certain wording will have on your users, try testing two variants of the same message or offer to see which one has a higher conversion rate. If you're using Triptease Targeted Messages, you can easily set up a test of two different messages and monitor their performance over time. You can also use this functionality to test different images, offers or message designs too.

Colour contrast will make a call-to-action stand out

When a user is scanning a page quickly (as they often will be - particularly on mobile devices) it's really helpful to make the call-to-action (CTA) stand out from the rest of the page.

You can pre-set your branding in the Triptease Platform so that every message you create will be perfectly branded by default - but when reviewing your website UX you might want to review your brand colours to ensure that they provide sufficient contrast for important text and CTA buttons.

A colour wheel is a really helpful tool to find the right contrasting colour to ensure your message or call-to-action stands out. Just pick the colour shown opposite your website's background colour and use the Triptease Message Builder to test out how it looks.
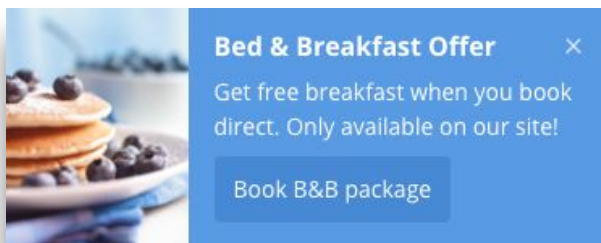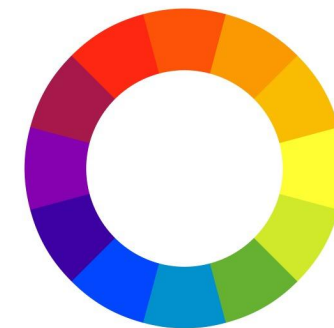
Message background colour and message button colour are much too similar, which means the button is not clearly visible to users.


Message background colour and message button colour come from opposite sides of the colour wheel, meaning the CTA stands out visually.

Don't use 'ghost buttons' for your primary call-to-action

A 'ghost button' is a transparent button that will appear the same colour as the background it sits on, but with a contrasting colour outline and button text. While these are useful for secondary CTAs, they are harder to spot as they tend to blend in with the overall layout of the page.

For great UX (particularly on mobile) you'd really only have one CTA per webpage. If that's not possible, a ghost button is a useful tool if you need to add a second, less important CTA to the page.

Book now

Book now   Image gallery
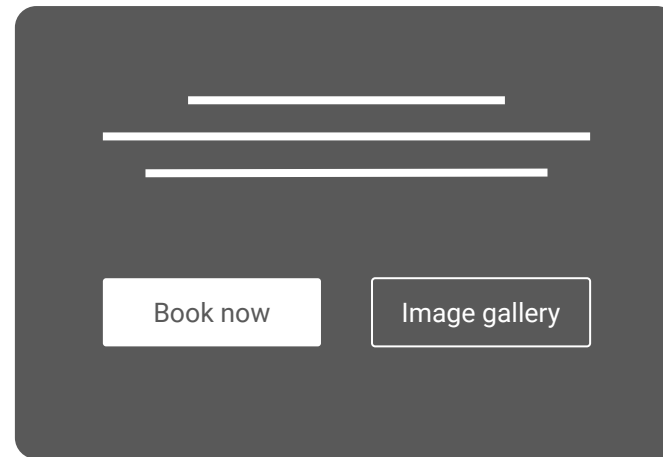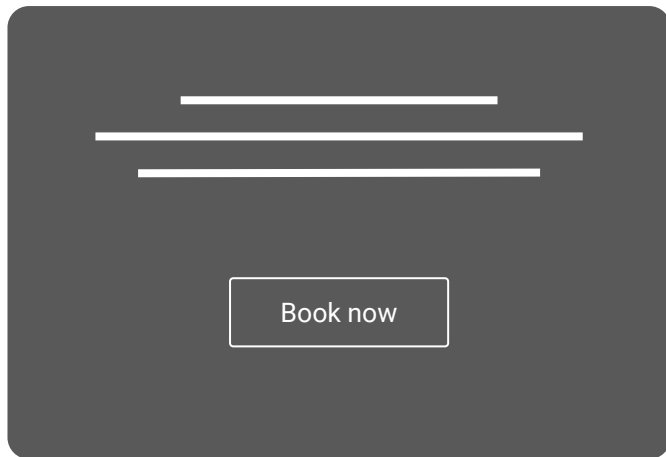
Show aspirational content and shortcuts to top offers at the top of the page

When designing a webpage the term 'above the fold' refers to everything your user can see immediately on the page without scrolling.

Great UX should make everything easy for your customer, so putting the content they need to see 'above the fold' means they don't have to scroll or search to find it.

If you have targeted offers that you know will resonate well with particular types of users make sure they've visible above the fold - particularly on mobile. You can do this using Triptease Targeted Messages, by customizing their position to ensure they appear right at the top of the screen on both desktop and mobile.
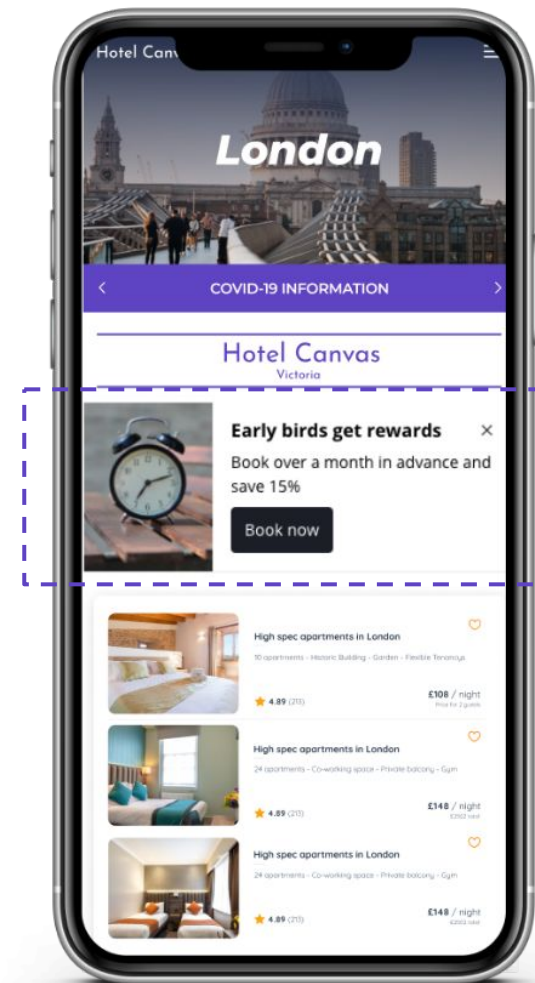
Triptease Nudge Messages can be customized to appear in your chosen location on a mobile or desktop device.

Icons help to highlight that your user has found what they're looking for

Icons can help convey the subject of a message instantly. If your customer is looking specifically for discounts, for example, the icon below adds an additional visual signifier that they've found what they're looking for.

Equally a gift icon makes it clear they've found some kind of free gift or added extra, while the parking sign is what a drive-in customer may be looking to see. These are a few examples available in the icon library in the Triptease Message Builder.

Book direct for free parking during your stay   ✕

Book on our website for the best rates and free parking.

Book today

Free spa credit when you book direct   ✕

Book on our website & get $50 credit to use in our award-winning spa.

Get spa credit

Save 10% this weekend   ✕

Have a change of scene this weekend and save 10% when you book direct.

Book today

Use the right imagery to inspire your guests

Earlier in this guide we focussed on the 'desirable' element of good UX design and how important it is for a customer to connect emotionally with your product. Imagery is one of the most powerful tools you have at your disposal to help make that connection.

Steer clear of stock imagery and ideally invest in some high quality photographs that work well with your brand. If you need photos with people in them, try to avoid anything that's clearly staged and opt for natural, unposed shots that convey the experiences available at your hotel.

- Obviously staged and cliché
- Quite a busy, cluttered image

- Clearly a staged stock image
- No views of the hotel

- A clear, clean looking image
- Shows what the added extra is


- Clear, inspiring view of the pool
- Users can imagine themselves here

# Set a time delay to help customers notice key messages

In an ideal world there would only ever be one value proposition and one CTA on a webpage - but when you know a user is likely to bounce to another website, it's sometimes necessary to provide additional information quickly on that same page while you have their attention.

This is where the timing functionality of Triptease Targeted Messages can be really helpful. Rather than having a message appear instantly, you can set a short timed delay so that your user has a few seconds to absorb the information from your main webpage, before you share the additional targeted content you want them to see.
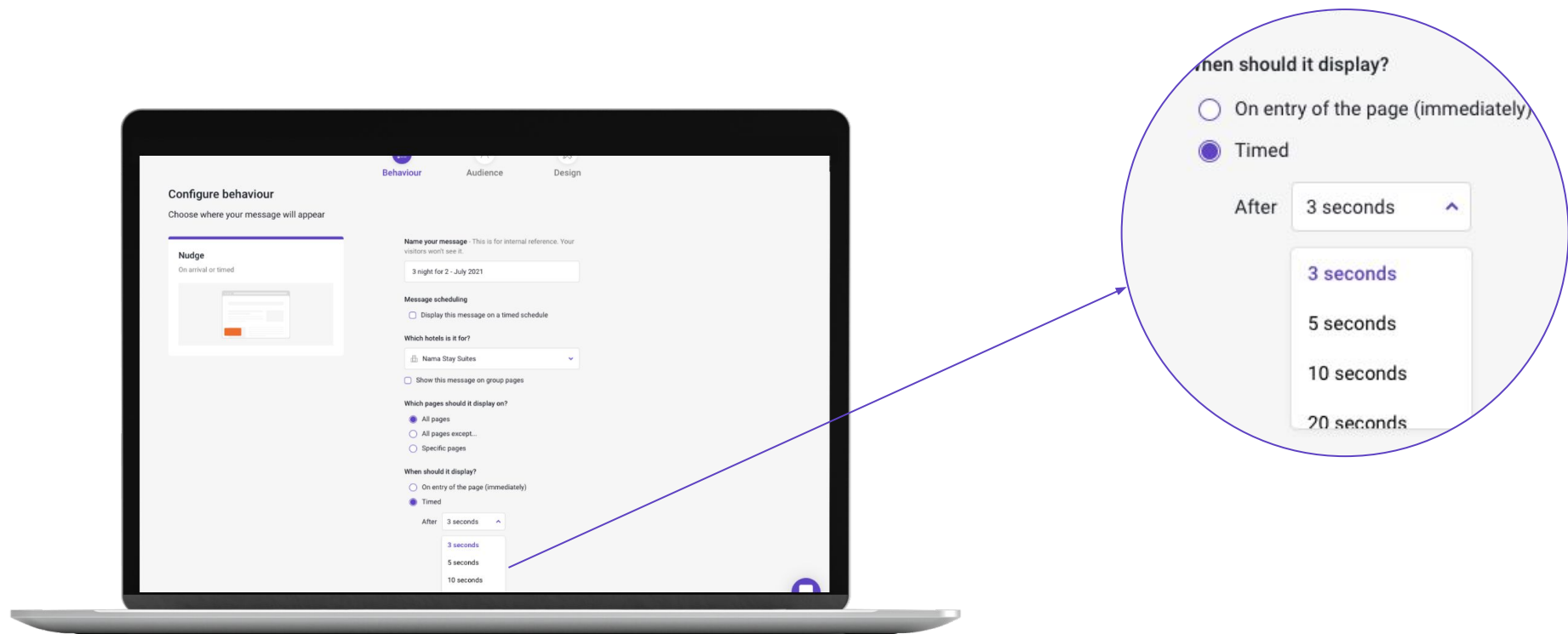
Don't overload the experience
particularly on mobile

Overwhelming a user with too many competing messages when they arrive at your website results is a poor customer experience. This is why Triptease Messages have been carefully designed to ensure that the most important message takes priority. There are also options to build content more directly into the layout of your page - whether that's by using an In-line Price Check Message or switching on the Express Mobile Experience to provide a mobile-optimized user interface.
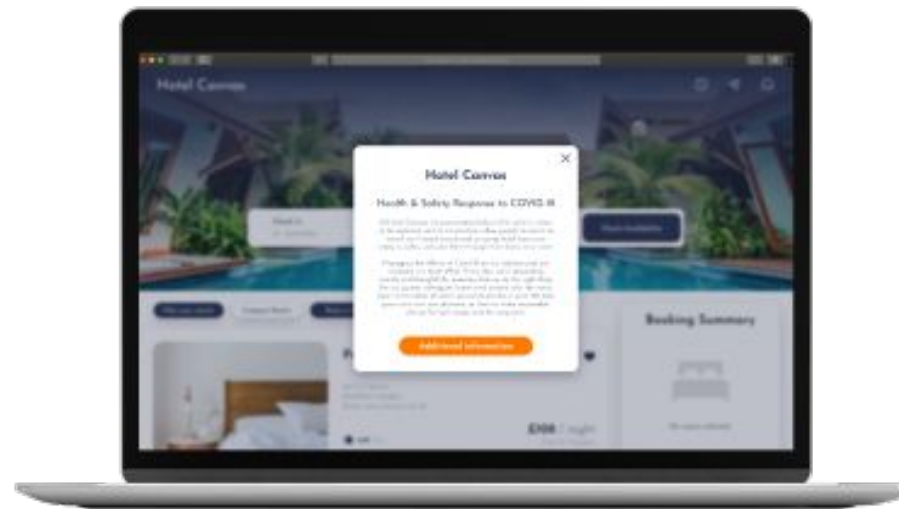
3 hotel UX take-aways

Great UX is fast

- Navigating the 'messy middle' of travel booking takes time. Hotels can speed this process up with good UX that guides their users towards the specific information they need.

- Users expect immediate information - especially on mobile. Check your mobile website loading speed using a free tool like Google Lighthouse or Google's Test My Site.

Great UX is seamless

- A seamless user experience is: Useful, usable, findable, credible, desirable, accessible and valuable.

- For seamless UX on mobile you'll need to minimize content, reduce user inputs, simplify the navigation and stay aware of 'hand-reach comfort zones'.

Great UX is personalized

- No two users are the same, but they all expect the tailored, personalized experiences they get on other e-commerce websites.

- Create bespoke content and offers for every guest based on the behavior and type of trip they're looking for.

- Triptease Convert helps to provide a fast, seamless, personalized user experience on mobile and desktop.

About Triptease

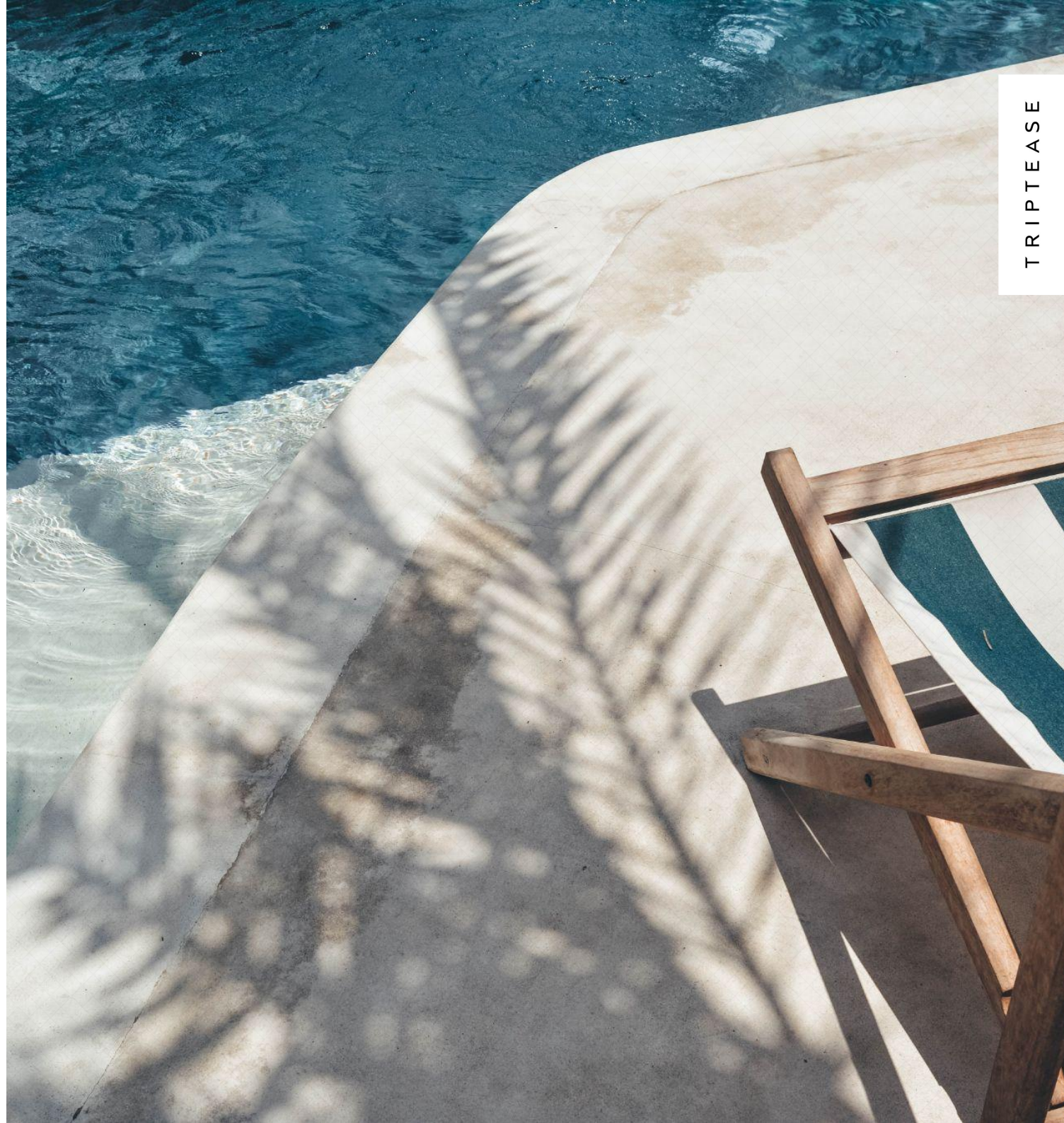## Helping hotels increase their direct bookings

Get more bookings at a lower cost. The Triptease platform is built to help hotels take back control of their distribution and increase their direct revenue by identifying a hotel's most valuable guests and working across the entire customer journey - from acquisition to conversion - to make sure they book directly on your website.

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