

UX Playbook for Travel

Collection of best practices to delight your users



Creating frictionless experiences across the funnel

After looking at several hundred travel sites, we realized that there were certain universal UX elements that helped create a frictionless user experience. This list aims to expand on the 25 UX Principles and provide a checklist for improving your mobile site experience across 6 key site areas:



Creating frictionless experiences across the funnel

1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. SIGN IN/SIGN UP	6. POST-BOOKING
Clear CTA above the fold	Allow searching by typing in location	Use real estate efficiently: use visual icons, show concise info, make it easy to compare between offers	Have a value prop at every point in the funnel, including search results and offer pages	Communicate sign in/sign up benefits upfront	Make obvious information easily accessible post booking
Have descriptive CTAs	Auto-suggest after 2 symbols			Allow social sign in	
Clear benefit-oriented value prop above the fold	Show geographically most relevant results by users geo	Use professional imagery	Show final price (including taxes, etc)	Allow booking as a guest	Ensure all FAQs could be found easily
Use legible font sizes & large touch targets		Allow sorting & filtering	Add urgency elements	Show reasons to download an app or sign up	
Show previous searches	If you care about in-store traffic, include locator in menu	Use geo info meaningfully	Have secondary CTAs that facilitate cross-device, like save for later or email	Support cross-device action	
Pre-fill current location		Use drop-downs as a last resort			
If relevant, show aspirational content + shortcut to offers	Include sign-up/calls/contact us in the Menu card	Allow users to save or share different offers	Add reviews and social proof		
	Include offers in the Menu card		Show steps & progress in booking		
			Use inline validation		
			Use Autofill		
			Allow users to save a flight for 24/48 hours		



All recommendations
should be A/B tested!

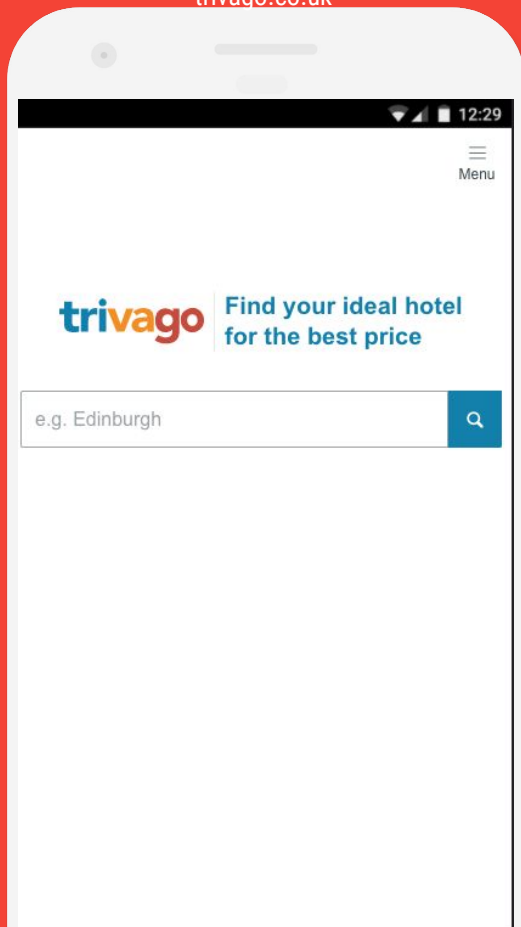
Homepage / Landing Page

Creating frictionless experiences across the funnel (TRAVEL)

1. HOME/LANDING PAGE		2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Homepage/Landing Page	Ease of implementation		Impact	Key Metric	
KEY SUGGESTION	Clear CTA above the fold	Easy		High	Clicks on CTA, Bounce rate	
	Have descriptive CTAs	Easy		Medium	Clicks on CTA, Bounce rate	
	Clear benefit-oriented value prop above the fold	Easy		High	Bounce Rate, CVR, # of new users	
	Use legible font sizes (16px+)	Easy		High	Time on site	
	Show previous searches	Medium		High	User engagement, time spent on site, CVR	
	Pre-fill current location	Medium		High	User engagement, time spent on site, CVR	

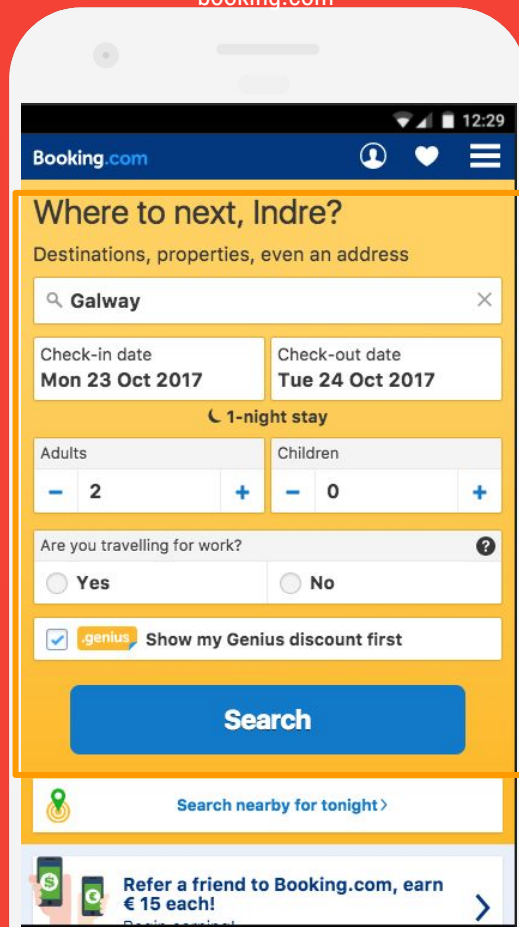
DISPLAY A CLEAR CTA ABOVE THE FOLD (hotel booking)

trivago.co.uk



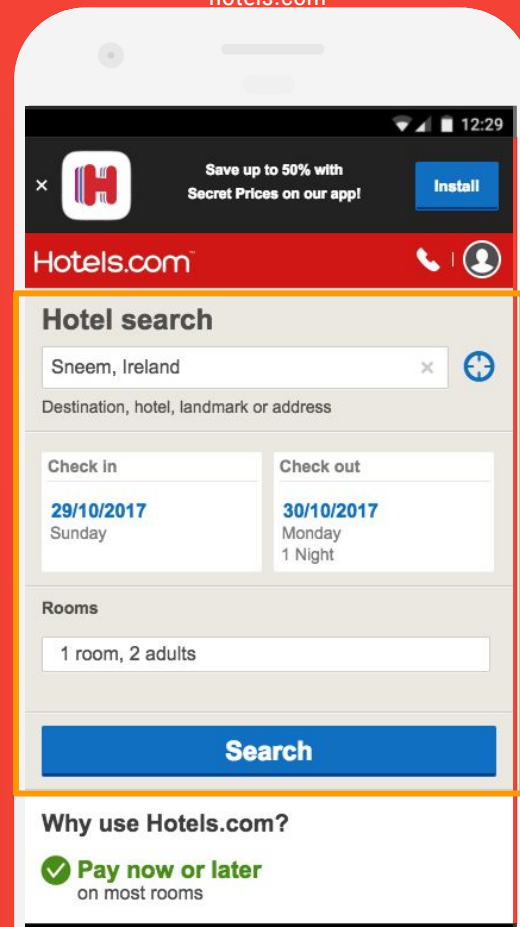
The trivago mobile app interface features a clean, minimalist design. At the top, the trivago logo is displayed in blue and orange, followed by the tagline "Find your ideal hotel for the best price". Below this, there is a search bar with the placeholder text "e.g. Edinburgh" and a magnifying glass icon on the right. A "Menu" icon is located in the top right corner. The interface is primarily white with blue accents.

booking.com



The booking.com mobile app interface is more complex than trivago's. It features a blue header with the "Booking.com" logo and user icons. Below the header, a yellow box highlights the main search area, which includes a search bar with "Galway" entered, check-in and check-out date fields (Mon 23 Oct 2017 to Tue 24 Oct 2017), a "1-night stay" indicator, and fields for the number of adults (2) and children (0). There is also a section for "Are you travelling for work?" with "Yes" and "No" radio buttons, and a checkbox for ".genius Show my Genius discount first". A large blue "Search" button is at the bottom of the yellow box. Below the yellow box, there is a "Search nearby for tonight" link and a "Refer a friend to Booking.com, earn €15 each!" promotion.

hotels.com



The hotels.com mobile app interface features a red header with the "Hotels.com" logo and user icons. Below the header, a black banner promotes a "Save up to 50% with Secret Prices on our app!" with an "Install" button. The main search area is highlighted by a yellow box and includes a search bar with "Sneem, Ireland" entered, a "Hotel search" title, and fields for check-in and check-out dates (29/10/2017 to 30/10/2017). There is also a "Rooms" section with a field for "1 room, 2 adults". A large blue "Search" button is at the bottom of the yellow box. Below the yellow box, there is a "Why use Hotels.com?" section with a "Pay now or later" option.

DISPLAY A CLEAR CTA ABOVE THE FOLD (travel booking)

www.kayak.co.uk

The screenshot shows the Kayak mobile app interface. At the top, there is a navigation bar with icons for Hotels, Flights, and Cars. Below this, there are tabs for ONE-WAY, RETURN, and MULTI-CITY. The main content area displays a search form with fields for 'LON' (London, United Kingdom), 'To', '24 Oct - 27 Oct' (Tue - Fri), and '1 Traveller' (Economy). A large orange button with a right-pointing arrow is positioned below the search fields, serving as a clear CTA above the fold. At the bottom, there is a banner with the text 'Search hundreds of sites at once.'

m.travelrepublic.co.uk

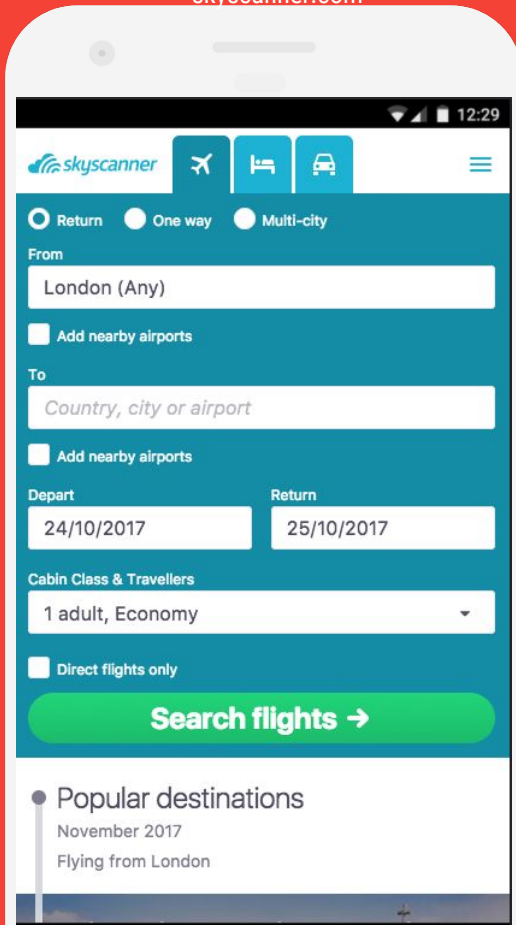
The screenshot shows the Travel Republic mobile app interface. At the top, there is a navigation bar with a Menu icon, the Travel Republic logo, and a user profile icon. Below this, there is a yellow banner with the text 'Trouble contacting us | Monarch Airlines and Somewhere2Stay.' The main content area displays a search form with a large orange button labeled 'LOW HOLIDAY DEPOSIT from just £49 pp*'. Below this, there are tabs for Holidays, Hotels, and Deals. The search form includes fields for Destination, Departure Airport (LCY + 5 more), Departure Date, Return Date, Flexible dates (+/- 3 days), and Occupancy (2 Adults). A large orange button labeled 'Search Holidays' is positioned below the search fields, serving as a clear CTA above the fold. At the bottom, there is a blue banner with the text '£1 Deposit on most rooms' and 'Flexible payment pay 2 weeks before you go'.

travelsupermarket.com

The screenshot shows the Travel Supermarket mobile app interface. At the top, there is a navigation bar with the Travel Supermarket logo, a Menu icon, and a Sign up button. Below this, there is a blue banner with the text 'Looking for a great travel deal? Save money by comparing prices today'. The main content area displays a search form with tabs for Holidays, Flights, Hotels, Car Hire, and Insurance. The search form includes fields for Depart from (Select Location), Add another location, Holiday Destination (Enter Destination), Depart (07 Nov 17), Nights (7), Adult (2), and Child (0-17) (0). A large orange button labeled 'Search' is positioned below the search fields, serving as a clear CTA above the fold.

DISPLAY A CLEAR CTA & TOP CATEGORIES ABOVE THE FOLD (comparison sites)

skyscanner.com



The Skyscanner mobile app interface features a clean, blue-themed design. At the top, there's a navigation bar with the Skyscanner logo and icons for flights, hotels, and car hire. Below this, a search form is prominently displayed with fields for 'From' (London (Any)), 'To' (Country, city or airport), 'Depart' (24/10/2017), and 'Return' (25/10/2017). A green 'Search flights' button is positioned at the bottom of the search form. A 'Popular destinations' section is visible at the bottom of the screen.

skyscanner

Return One way Multi-city

From

London (Any)

Add nearby airports

To

Country, city or airport

Add nearby airports

Depart

24/10/2017

Return

25/10/2017

Cabin Class & Travellers

1 adult, Economy

Direct flights only

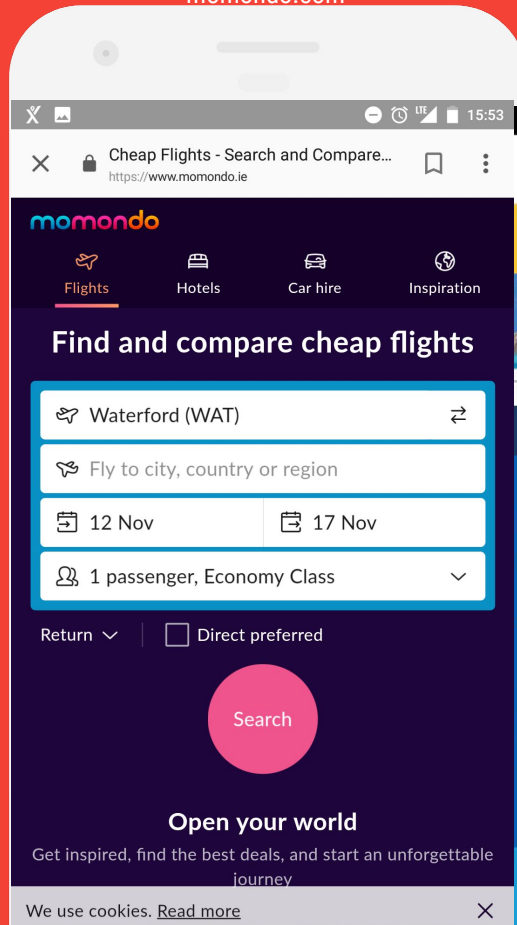
Search flights →

Popular destinations

November 2017

Flying from London

momondo.com



The Momondo mobile app interface has a dark blue background. It features a search bar with a blue border and a blue 'Search' button. The search form includes fields for 'From' (Waterford (WAT)), 'To' (Fly to city, country or region), 'Depart' (12 Nov), and 'Return' (17 Nov). A 'Search' button is prominently displayed at the bottom of the search form. A 'Popular destinations' section is visible at the bottom of the screen.

Cheap Flights - Search and Compare...

https://www.momondo.ie

momondo

Flights Hotels Car hire Inspiration

Find and compare cheap flights

Waterford (WAT)

Fly to city, country or region

12 Nov

17 Nov

1 passenger, Economy Class

Return Direct preferred

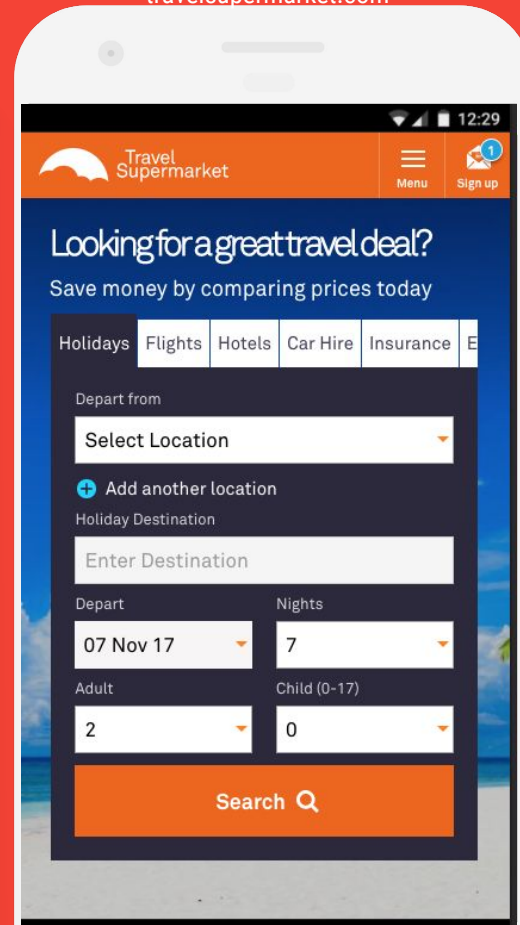
Search

Open your world

Get inspired, find the best deals, and start an unforgettable journey

We use cookies. [Read more](#)

travelsupermarket.com



The Travel Supermarket mobile app interface features a blue and orange color scheme. It has a search bar with a blue border and a blue 'Search' button. The search form includes fields for 'From' (Select Location), 'To' (Enter Destination), 'Depart' (07 Nov 17), and 'Return' (7). A 'Search' button is prominently displayed at the bottom of the search form. A 'Popular destinations' section is visible at the bottom of the screen.

Travel Supermarket

Menu Sign up

Looking for a great travel deal?

Save money by comparing prices today

Holidays Flights Hotels Car Hire Insurance

Depart from

Select Location

Add another location

Holiday Destination

Enter Destination

Depart

07 Nov 17

Nights

7

Adult

2

Child (0-17)

0

Search

DISPLAY A CLEAR CTA ABOVE THE FOLD (car hire)

<http://www.rentalcars.com>

The mockup for Rentalcars.com features a yellow background. At the top, the header includes the 'Rentalcars.com' logo and a hamburger menu icon. Below the header, the main heading 'Let's find your ideal car' is displayed. The form contains a 'Pick-up Location' field with placeholder text 'city, airport, station, region, district...'. A checkbox labeled 'Drop car off at different location' is present. The 'Pick-up Date' and 'Drop-off Date' are set to 'Fri 10 Nov 2017' and 'Mon 13 Nov 2017' respectively, with time selectors for 10:00. A checkbox 'Driver aged between 30 - 65?' is checked. The 'Purpose of rental (optional)' section has radio buttons for 'Business' and 'Leisure'. A large green 'Search' button is positioned below the form. At the bottom, three checkmarks indicate benefits: 'No credit card fees', 'No amendment fees', and '24/7 phone support'.

<https://www.travelcar.com/rent-a-car>

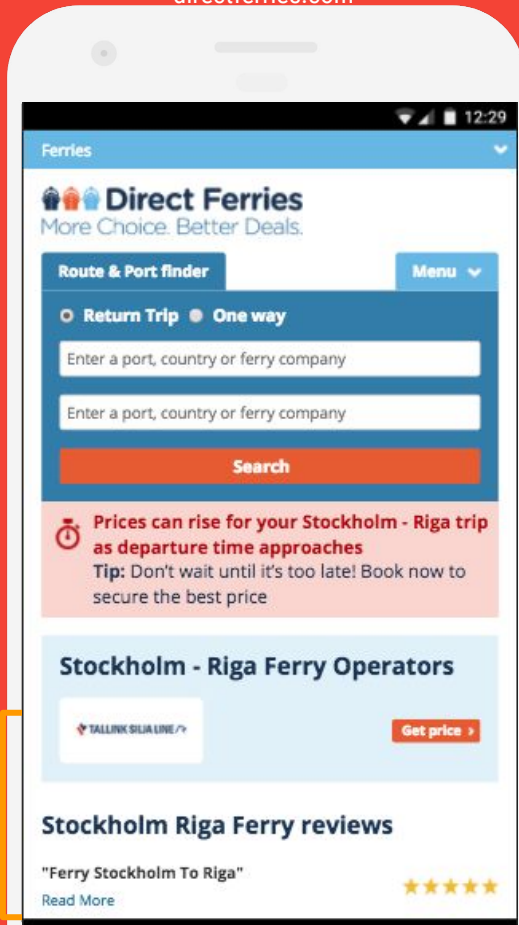
The mockup for TRAVELCAR has a blue header with the 'TRAVELCAR' logo and a hamburger menu icon. Below the header, a blue banner features the 'T RENT' logo and the text 'Smart rental'. The form includes a 'Pickup rental' field with 'Los Angeles (LAX)' selected. The 'Pickup date and time' is set to '11/10/2017' at '10:00 AM'. The 'Drop-off date and time' is set to '11/17/2017' at '10:00 AM'. A large blue button with a right arrow and the text 'CALCULATE PRICE' is located at the bottom of the form.

<https://www.arguscarhire.com>

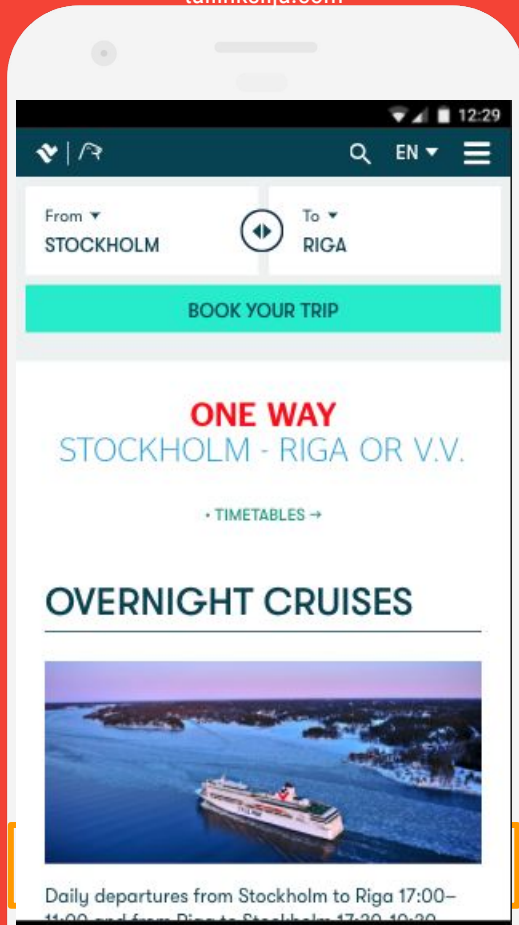
The mockup for arguscarhire.com features a white header with the 'arguscarhire.com' logo and a hamburger menu icon. Below the header, a large blue banner contains the text 'The lowest price or the difference back. Simple.' The form includes a 'Pick-up' field with placeholder text 'City, airport, address, station, postcode...'. A checkbox 'Return to a different location' is present. The 'Pick-up date' is set to 'Start date' at '10:00'. The 'Return date' is set to 'End date' at '10:00'. A checkbox 'Driver aged between 25-70' is checked. A large orange 'Search' button is positioned below the form. At the bottom, there is a red circular icon containing a white credit card.

DISPLAY A CLEAR CTA ABOVE THE FOLD (ferries & comparison sites)

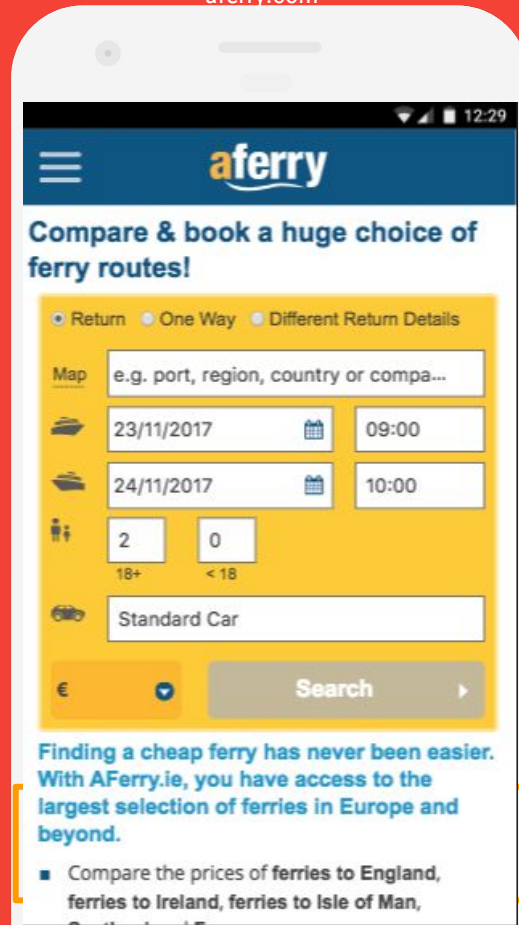
directferries.com



tallinksilja.com



aferry.com



DISPLAY A CLEAR CTA ABOVE THE FOLD (trains)

virgintrains.co.uk

Where are you heading?

Book your journey

Where from?

Where to?

ALL ROUTES - live update
4 line issues

Unbeatable prices. Guaranteed

Price promise >

No booking fees. No card fees

Plan your journey
Let us guide you door-to-door

ns.nl/en

Plan your journey

from address, train station or postal code

to address, train station or postal code

Departure Arrival

Wed 22 Nov 15:50 Now

More options

Plan >

Disruptions (8) >

Tickets & supplements

irishrail.ie

Plan your journey

Departure station

Arrival station

Single Return

22/11/2017 All Day

Return date All Day

1 adult 0 children 0 students

Wheelchair users

Seat only reservation

Show bike availability

GO >

DISPLAY A CLEAR CTA ABOVE THE FOLD (buses)

goeuro.com

GOEURO

Book Trains, Buses and Flights

From

To

Thu 23 Nov + Add return

1 Passenger

+ Add discount card

Search

Top Destinations from Dublin

You agree to our use of cookies.

terravision.co.uk

terravision

SELECT:

Departure

Arrival

OUTBOUND DATE: RETURN DATE:

Select date Select date

One way Roundtrip

ADULTS: CHILDREN: INFANTS:

1 0 0

BOOK NOW

Our airport transfers

LONDON

Bus Stansted Airport - London 9.00€

Bus Luton Airport - London 11.00€

Train Gatwick Airport - London 17.70€

flixbus.com

FLIXBUS

Bus Berlin ↔ Hamburg from €7.90

From: Kassel

To: Erfurt

Departure: Wed 22 Nov Return: Add date +

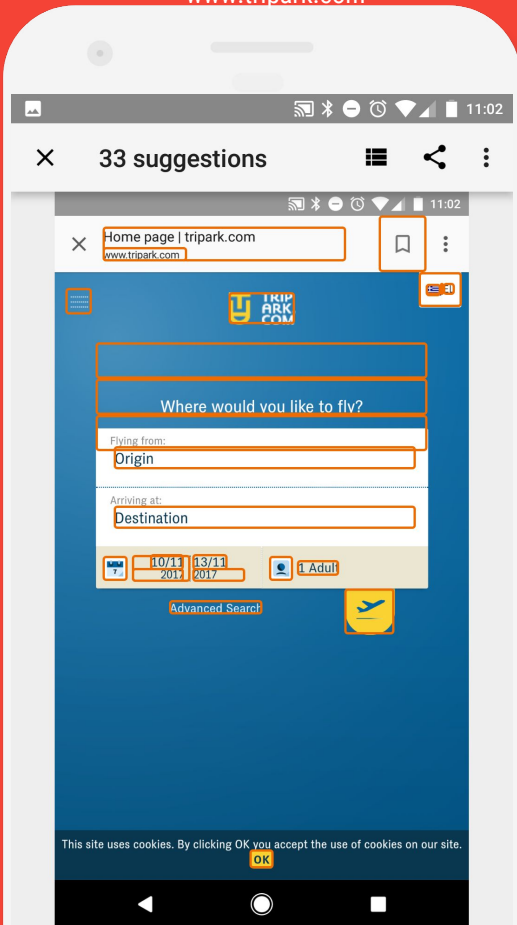
Passengers: Adults: 1

Search

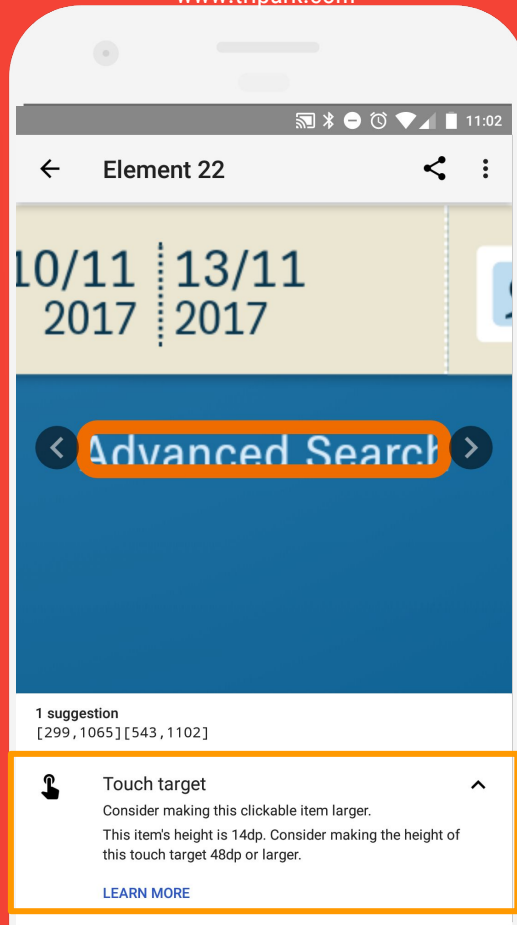
Comfort on board

USE LEGIBLE FONT SIZES + LARGE TOUCH TARGETS (evaluate with Accessibility Scanner)

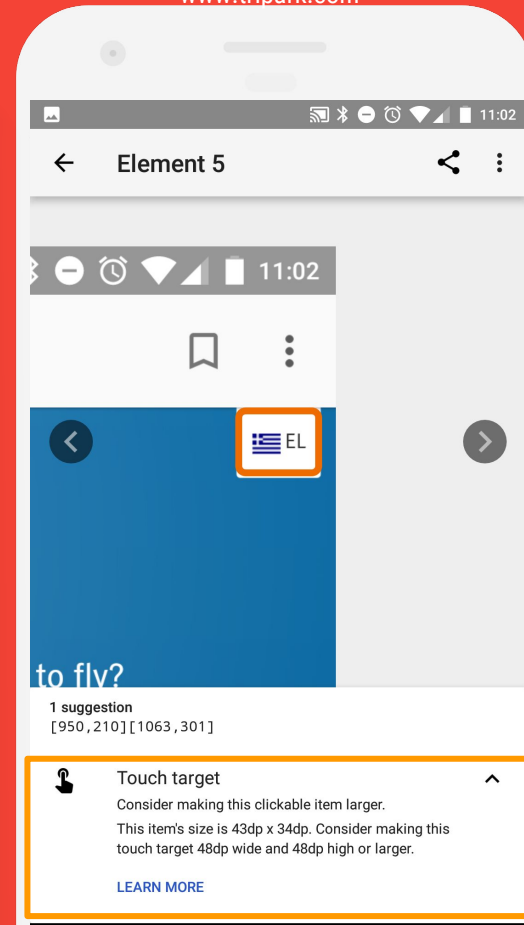
www.tripark.com



www.tripark.com



www.tripark.com

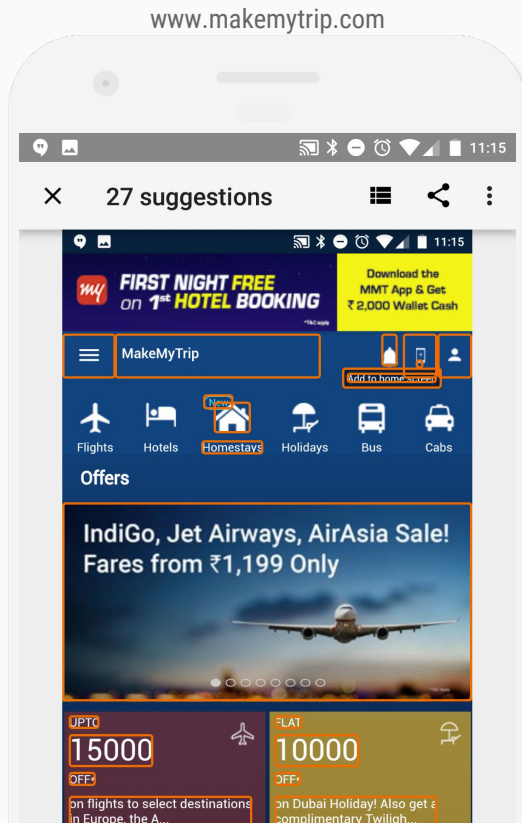


Is my mSite/PWA/app accessible for my users?

Problems to solve: Are the touch target areas convenient to use?
Correct contrast for accessibility matters?

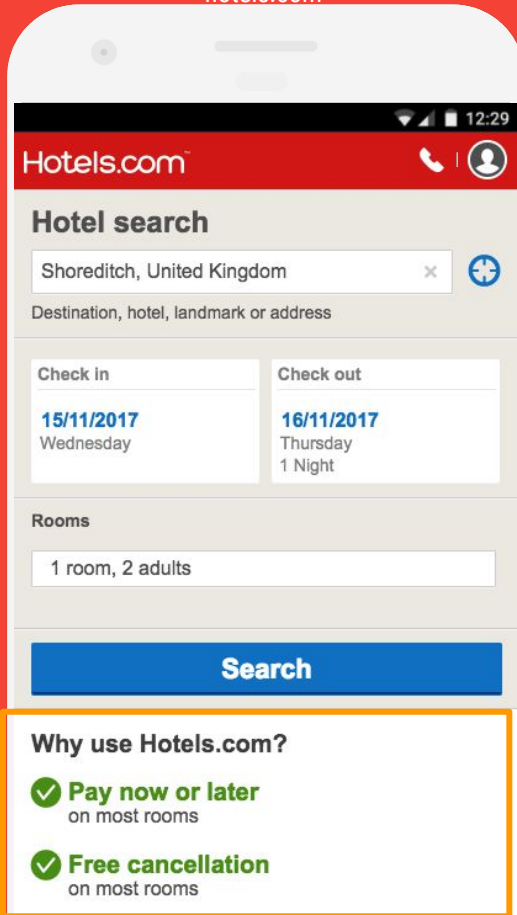
Tools to assess:

- For mSites/PWA/apps: Accessibility scanner app ([Android](#) + [iOS](#))
- For web apps: <https://webaim.org/resources/contrastchecker/>
- For designers using this Sketch App plug is in great: <https://github.com/getflourish/Sketch-Color-Contrast-Analyser>
- General guidance from Google's accessibility UX team <https://sites.google.com/corp/google.com/a11y-ux-resources/home>



DISPLAY A CLEAR VALUE PROPOSITION ABOVE THE FOLD

hotels.com



The Hotels.com mobile app interface features a red header with the brand name and navigation icons. Below is a 'Hotel search' section with a text input field containing 'Shoreditch, United Kingdom', a clear button, and a search icon. A label 'Destination, hotel, landmark or address' is positioned below the input. The 'Check in' and 'Check out' dates are displayed as '15/11/2017 Wednesday' and '16/11/2017 Thursday 1 Night' respectively. The 'Rooms' section shows '1 room, 2 adults'. A large blue 'Search' button is at the bottom. Below the fold, a section titled 'Why use Hotels.com?' is highlighted with an orange border, containing two green checkmark icons and text: 'Pay now or later on most rooms' and 'Free cancellation on most rooms'.

Hotels.com

Hotel search

Shoreditch, United Kingdom

Destination, hotel, landmark or address

Check in

15/11/2017
Wednesday

Check out

16/11/2017
Thursday
1 Night

Rooms

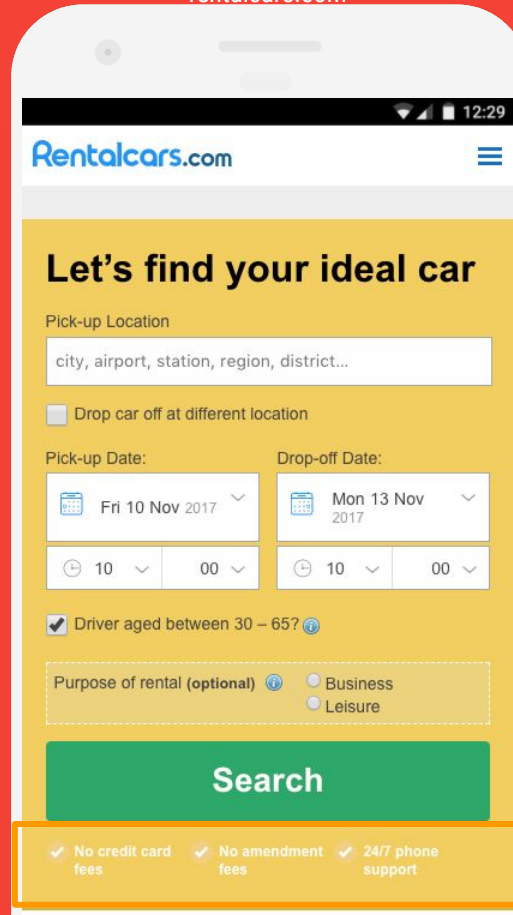
1 room, 2 adults

Search

Why use Hotels.com?

- ✓ Pay now or later on most rooms
- ✓ Free cancellation on most rooms

rentalcars.com



The Rentalcars.com mobile app interface has a white header with the brand name and a menu icon. The main heading is 'Let's find your ideal car'. The 'Pick-up Location' section includes a text input field with placeholder text 'city, airport, station, region, district...', a checkbox for 'Drop car off at different location', and a 'Pick-up Date' dropdown set to 'Fri 10 Nov 2017'. The 'Drop-off Date' dropdown is set to 'Mon 13 Nov 2017'. Time selectors for both dates are set to 10:00. A checkbox 'Driver aged between 30 - 65?' is checked. The 'Purpose of rental (optional)' section has radio buttons for 'Business' and 'Leisure'. A large green 'Search' button is at the bottom. Below the fold, a section with an orange border lists three benefits: 'No credit card fees', 'No amendment fees', and '24/7 phone support'.

Rentalcars.com

Let's find your ideal car

Pick-up Location

city, airport, station, region, district...

☐ Drop car off at different location

Pick-up Date: Fri 10 Nov 2017

Drop-off Date: Mon 13 Nov 2017

10 00 10 00

☒ Driver aged between 30 - 65?

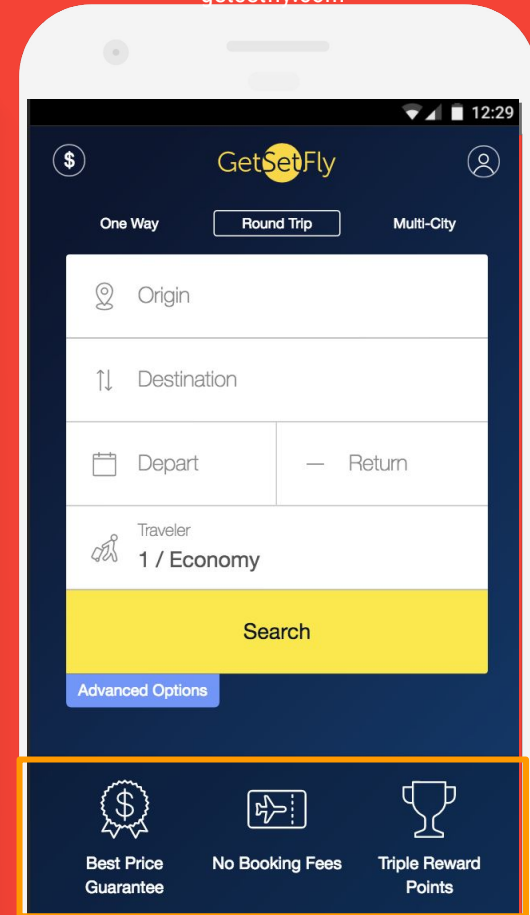
Purpose of rental (optional)

☐ Business ☐ Leisure

Search

- ✓ No credit card fees
- ✓ No amendment fees
- ✓ 24/7 phone support

getsetfly.com



The GetSetFly mobile app interface features a dark blue header with the brand name and a user icon. It has three tabs: 'One Way', 'Round Trip', and 'Multi-City'. The 'Origin' and 'Destination' fields are separated by a double-headed arrow icon. The 'Depart' and 'Return' date fields are also separated by a double-headed arrow icon. The 'Traveler' section shows '1 / Economy'. A large yellow 'Search' button is at the bottom. Below the fold, a section with an orange border displays three benefits with icons: 'Best Price Guarantee' (dollar sign), 'No Booking Fees' (arrow), and 'Triple Reward Points' (trophy).

GetSetFly

One Way Round Trip Multi-City

Origin

Destination

Depart Return

Traveler

1 / Economy

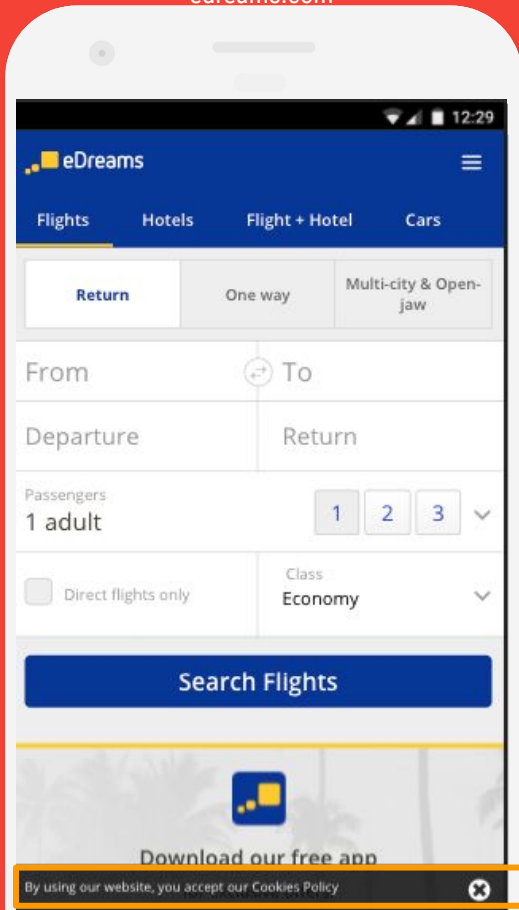
Search

Advanced Options

- Best Price Guarantee
- No Booking Fees
- Triple Reward Points

ONE LINE COOKIE INFO, MOVE IT TO THE BOTTOM (easier to close with the thumb)

edreams.com



The eDreams mobile app interface shows a top navigation bar with 'Flights', 'Hotels', 'Flight + Hotel', and 'Cars'. Below this is a search section with tabs for 'Return', 'One way', and 'Multi-city & Open-jaw'. The search form includes fields for 'From', 'To', 'Departure', and 'Return', a 'Passengers' section set to '1 adult', and a 'Class' dropdown set to 'Economy'. A 'Search Flights' button is prominently displayed. At the bottom, there is a banner for 'Download our free app' and a cookie consent bar at the very bottom, which is highlighted with an orange box.

By using our website, you accept our Cookies Policy

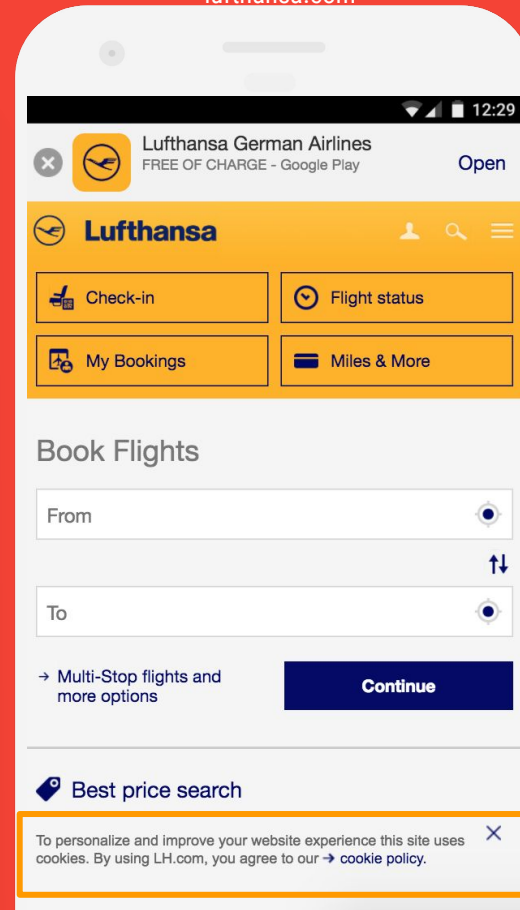
ryanair.com



The Ryanair mobile app interface features a top navigation bar with a menu icon and the 'RYANAIR' logo. The main content area displays a 'SEAT SALE' banner with a family photo and 'LOWEST FARES THIS WINTER FROM €9.99'. Below the banner are buttons for 'Flights', 'Ryanair Rooms', 'Car hire', and 'Ryanair Holidays'. A 'Return' or 'One way' selection is present, along with an 'Express Booking' toggle. At the bottom, a cookie consent bar is highlighted with an orange box.

By using our website you are consenting to our use of cookies in accordance with our Cookie Policy

lufthansa.com

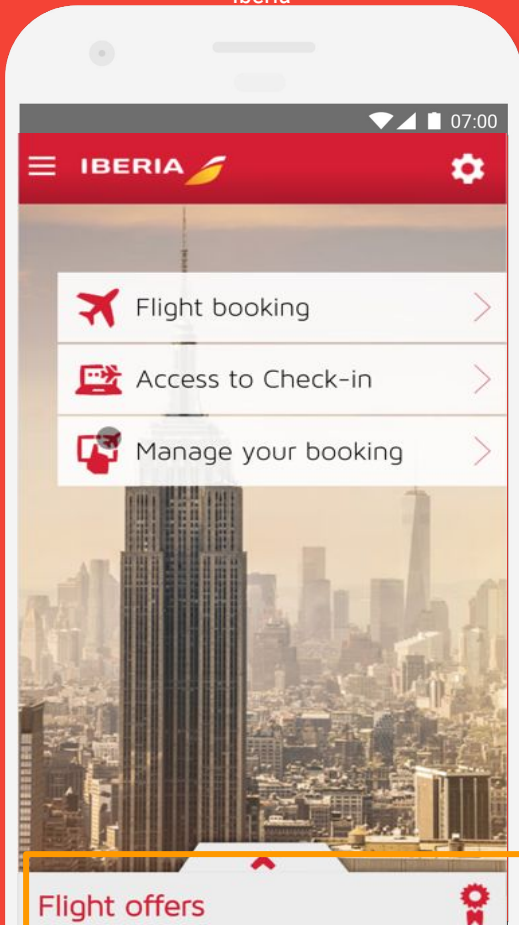


The Lufthansa mobile app interface shows a top navigation bar with a menu icon, the 'Lufthansa German Airlines' logo, and a 'FREE OF CHARGE - Google Play' badge. Below this is a 'Lufthansa' header with a search icon and a menu icon. The main content area includes buttons for 'Check-in', 'Flight status', 'My Bookings', and 'Miles & More'. A 'Book Flights' section follows with 'From' and 'To' input fields, a 'Continue' button, and a 'Best price search' option. At the bottom, a cookie consent bar is highlighted with an orange box.

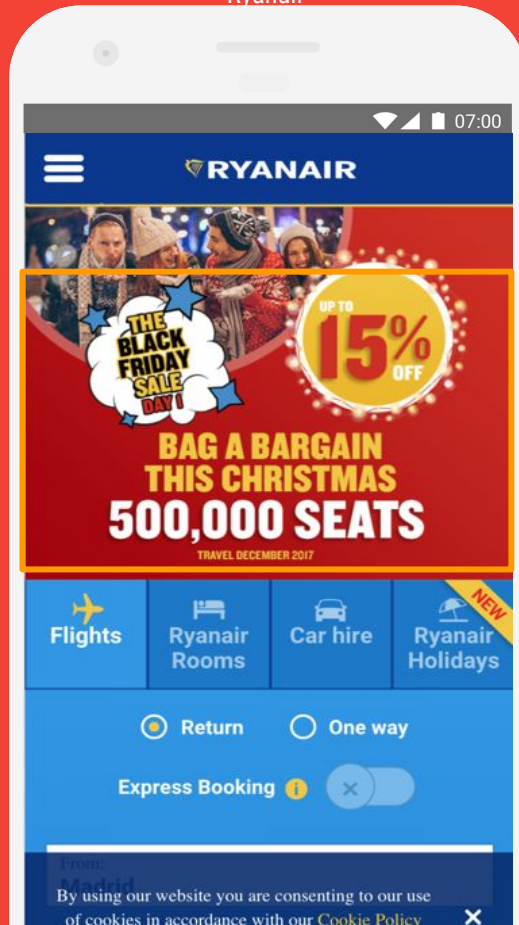
To personalize and improve your website experience this site uses cookies. By using LH.com, you agree to our → cookie policy.

SHOW ASPIRATIONAL CONTENT + SHORTCUTS TO TOP OFFERS ABOVE THE FOLD

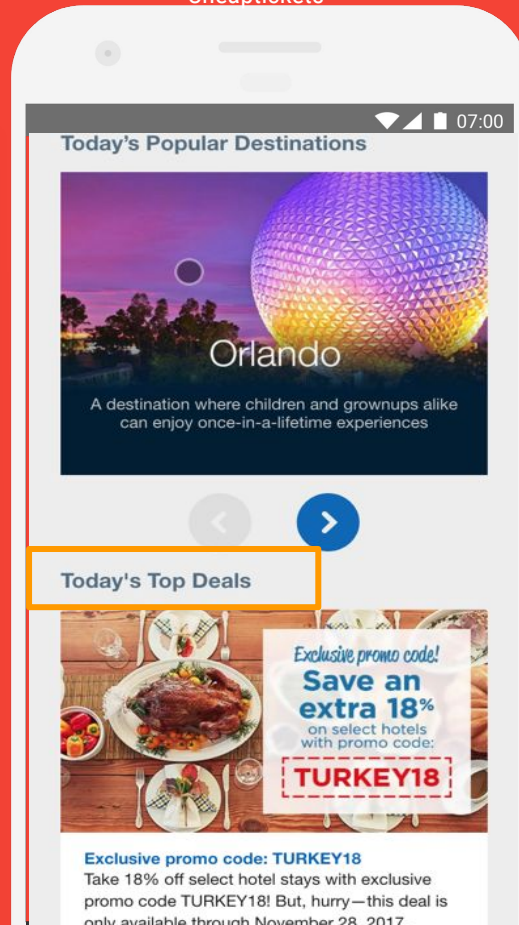
Iberia



Ryanair



Cheaptickets



Creating frictionless experiences across the funnel (TRAVEL)

1. HOME/LANDING PAGE		2. SEARCH		3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric			
KEY SUGGESTION	Detect and pre-fill current location	Medium	High	CTR, Bounce Rate			
	Autosuggest	Medium	High	CTR, Bounce Rate, % rate errors			
	Display closest airport geographically not the biggest globally	Medium	High	CTR, Bounce Rate			
	Display previous searches	Medium	High	CTR, Bounce Rate, % rate errors			
	Encourage users to sign up/call/contact in the Menu card	Easy	High	CTR, CvR (for sign ups and calls)			
	Add a subsection with offers in the Menu card	Easy	High	CTR, Clicks on offers, CvR for offers			
	Calendar view, avoid drop downs, for flights show price upfront.	Easy	High	% rate errors, CTR			
	Allow easy view for flexible date travellers	Easy	High	% rate errors, CTR			

DETECT & PRE-FILL CURRENT LOCATION (flights & flight aggregators)

kayak.com

KAYAK

Hotels Flights Cars

ONE-WAY ROUND-TRIP MULTI-CITY

DUB
Dublin, Ireland

To

Nov 9 - Nov 12
Thu - Sun

1 Traveler
Economy

Search hundreds of sites at once.

skyscanner

Return One way Multi-city

From
Dublin (DUB)

Add nearby airports

To
Country, city or airport

Add nearby airports

Depart 13/11/2017 Return 20/11/2017

Cabin Class & Travellers
1 adult, Economy

Direct flights only

Search flights →

Popular destinations
December 2017
Flying from Dublin

ryanair.com

LOWEST FARES THIS WINTER
FROM €9.99

Book now

Flights Ryanair Rooms Car hire Ryanair Holidays

Return One way

Express Booking

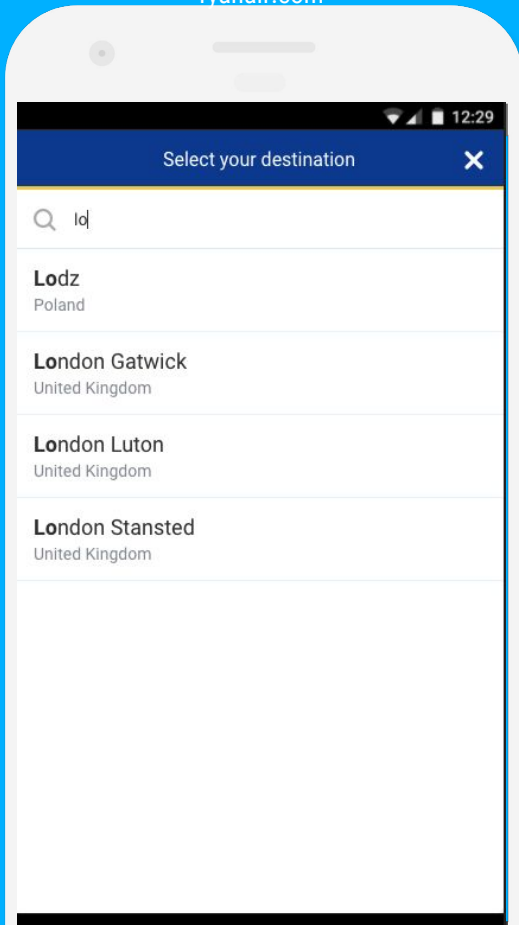
From:
Dublin

To:
Destination Airport

Continue

ALLOW TYPING FOR SEARCH, AUTO-SUGGEST AFTER 2 SYMBOLS TYPED

ryanair.com



The screenshot shows the ryanair.com mobile app interface. At the top, there's a dark blue header with the text "Select your destination" and a close icon. Below this is a search bar with a magnifying glass icon and the text "lo". A list of suggestions is displayed below the search bar, including "Lodz", "London Gatwick", "London Luton", and "London Stansted".

Select your destination X

lo

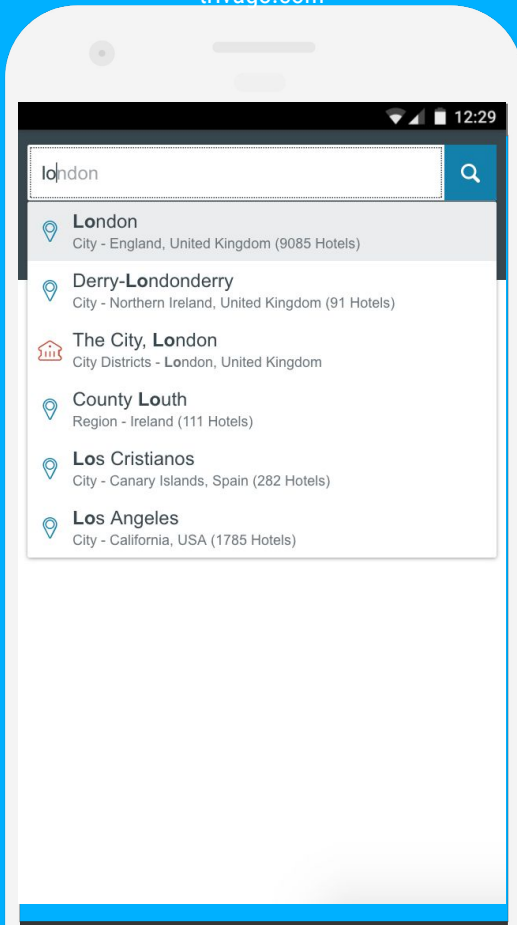
Lodz
Poland

London Gatwick
United Kingdom

London Luton
United Kingdom

London Stansted
United Kingdom

trivago.com



The screenshot shows the trivago.com mobile app interface. At the top, there's a search bar with the text "london". Below the search bar, a list of suggestions is displayed, including "London", "Derry-Londonderry", "The City, London", "County Louth", "Los Cristianos", and "Los Angeles".

london

London
City - England, United Kingdom (9085 Hotels)

Derry-Londonderry
City - Northern Ireland, United Kingdom (91 Hotels)

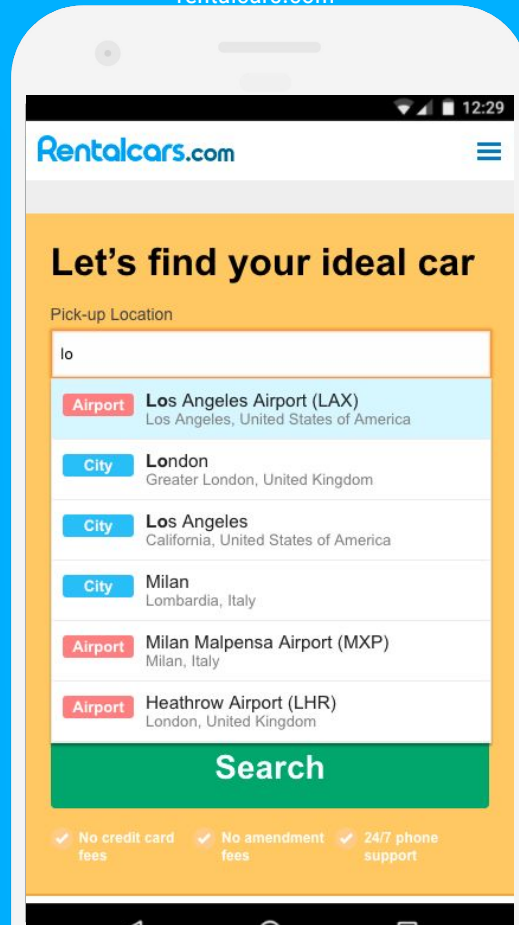
The City, London
City Districts - London, United Kingdom

County Louth
Region - Ireland (111 Hotels)

Los Cristianos
City - Canary Islands, Spain (282 Hotels)

Los Angeles
City - California, USA (1785 Hotels)

rentalcars.com



The screenshot shows the rentalcars.com mobile app interface. At the top, there's a header with the text "Rentalcars.com" and a menu icon. Below this is a large orange section with the text "Let's find your ideal car". Underneath, there's a "Pick-up Location" section with a search bar containing "lo". A list of suggestions is displayed below the search bar, including "Los Angeles Airport (LAX)", "London", "Los Angeles", "Milan", "Milan Malpensa Airport (MXP)", and "Heathrow Airport (LHR)". At the bottom, there's a green "Search" button and a footer with three checkmarks and text: "No credit card fees", "No amendment fees", and "24/7 phone support".

Rentalcars.com

Let's find your ideal car

Pick-up Location

lo

Airport **Los Angeles Airport (LAX)**
Los Angeles, United States of America

City **London**
Greater London, United Kingdom

City **Los Angeles**
California, United States of America

City **Milan**
Lombardia, Italy

Airport **Milan Malpensa Airport (MXP)**
Milan, Italy

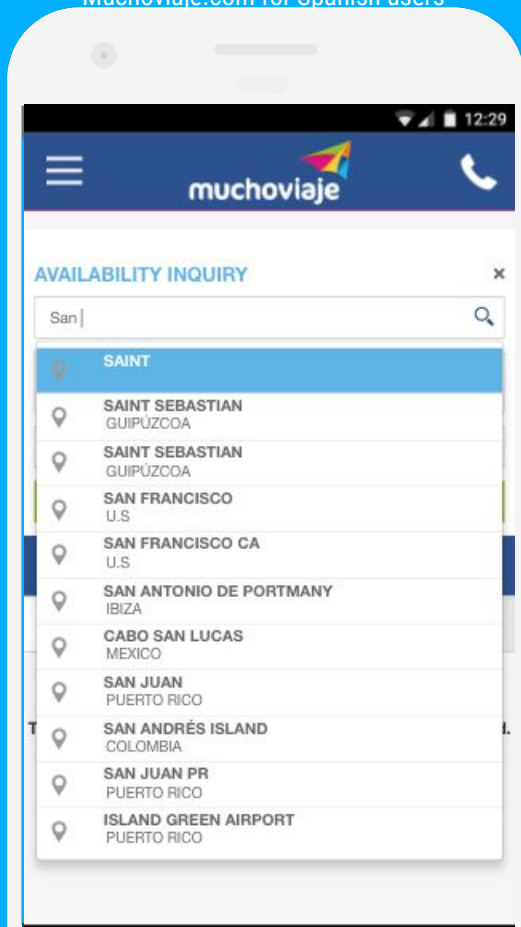
Airport **Heathrow Airport (LHR)**
London, United Kingdom

Search

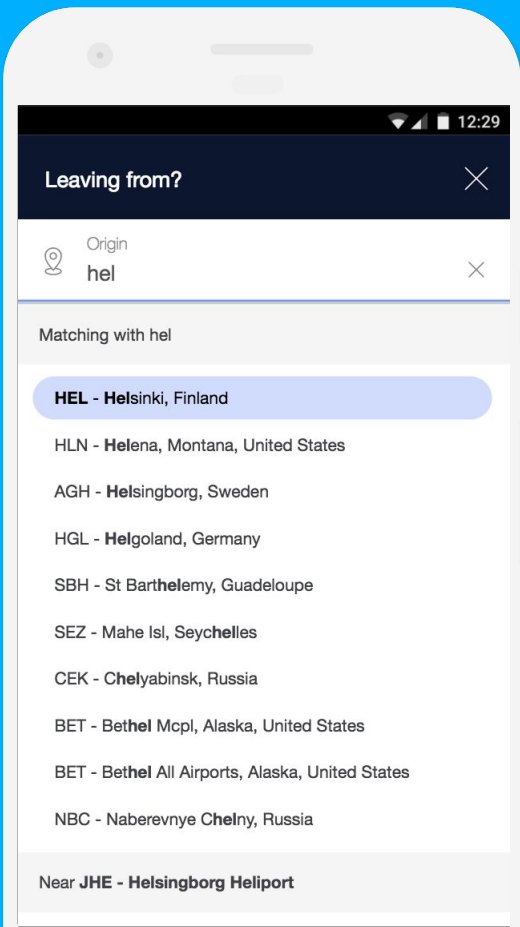
✓ No credit card fees ✓ No amendment fees ✓ 24/7 phone support

SHOW CLOSEST AIRPORT GEOGRAPHICALLY NOT THE BIGGEST GLOBALLY; GROUP AIRPORTS

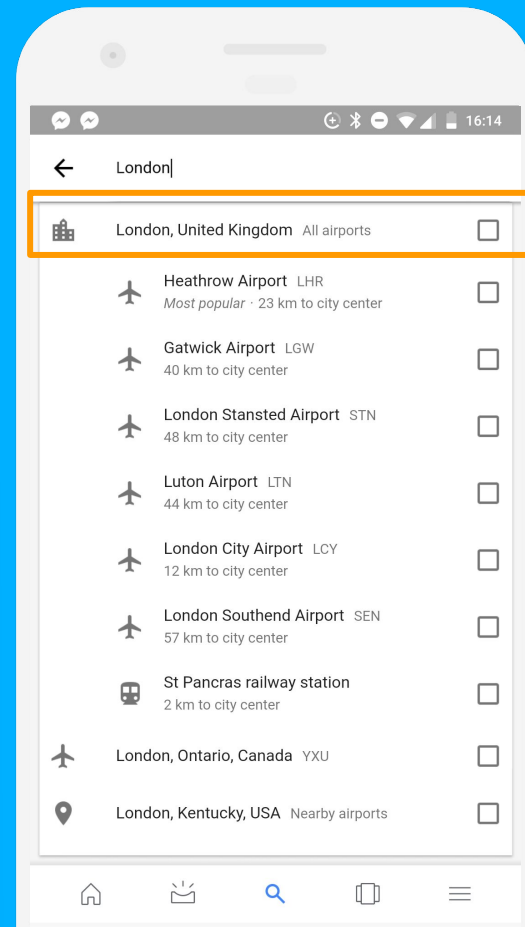
Muchoviaje.com for Spanish users



getsetfly.com for Europe



Google Flights



SURFACE & SHOW PREVIOUS SEARCHES (hotels & flights)

booking.com

12:29

Booking.com

Search

Destinations, properties, even an address

London

Check-in date

Wed 15 Nov 2017

Check-out date

Thu 16 Nov 2017

Wednesday night

Adults

2

Children

0

☒ .genius

Show my Genius discount first

Search

Search nearby for tonight >

Finish booking at:

Ace Hotel London Shoreditch
London

Google Flights

12:29

Where to?

Recent destinations

San Francisco SFO

London

Barcelona

MORE RECENT DESTINATIONS

Popular destinations

Fri, Nov 24–Tue, Nov 28

London

Nonstop · 1h 10m+

from €49

New York City

Nonstop · 7h 10m+

from €416

Amsterdam

Nonstop · 1h 35m+

from €61

Paris

Nonstop · 1h 35m+

from €65

Manchester

Nonstop · 1h 0m+

from €94

hotels.com

12:29

✓ Pay now or later

on most rooms

✓ Free cancellation

on most rooms

Continue your search

See all

Q Sligo, Ireland

X

Sun 19 - Mon 20 November 2017, 1 night, 1 room, 2 adults

Q London, United Kingdom

X

Wed 15 - Thu 16 November 2017, 1 night, 1 room, 2 adults

WINTER SALE

SAVE UP TO 40%

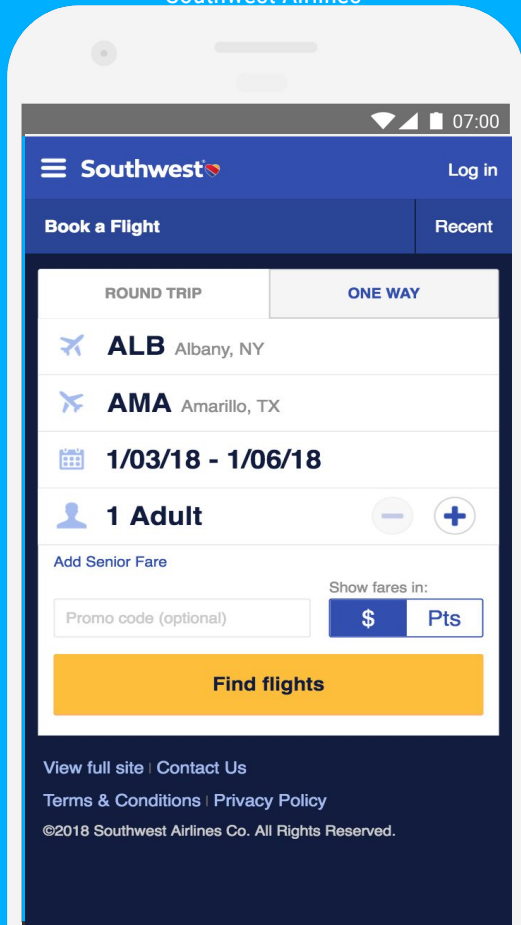
Winter Sale

Save up to 40%

Book now

DISPLAY RECENT SEARCHES (FLIGHTS)

Southwest Airlines



The Southwest Airlines mobile app interface features a dark blue header with the Southwest logo and a 'Log in' link. Below the header, there are two tabs: 'Book a Flight' and 'Recent'. The 'Book a Flight' tab is active, showing a 'ROUND TRIP' selection. The flight details include: 'ALB Albany, NY' as the origin, 'AMA Amarillo, TX' as the destination, dates '1/03/18 - 1/06/18', and '1 Adult' as the number of passengers. There are buttons for 'Add Senior Fare', 'Show fares in: \$ Pts', and a large orange 'Find flights' button. At the bottom, there are links for 'View full site', 'Contact Us', 'Terms & Conditions', 'Privacy Policy', and a copyright notice for 2018 Southwest Airlines Co.

Southwest Airlines

Log in

Book a Flight Recent

ROUND TRIP ONE WAY

ALB Albany, NY

AMA Amarillo, TX

1/03/18 - 1/06/18

1 Adult

Add Senior Fare

Promo code (optional)

Show fares in: \$ Pts

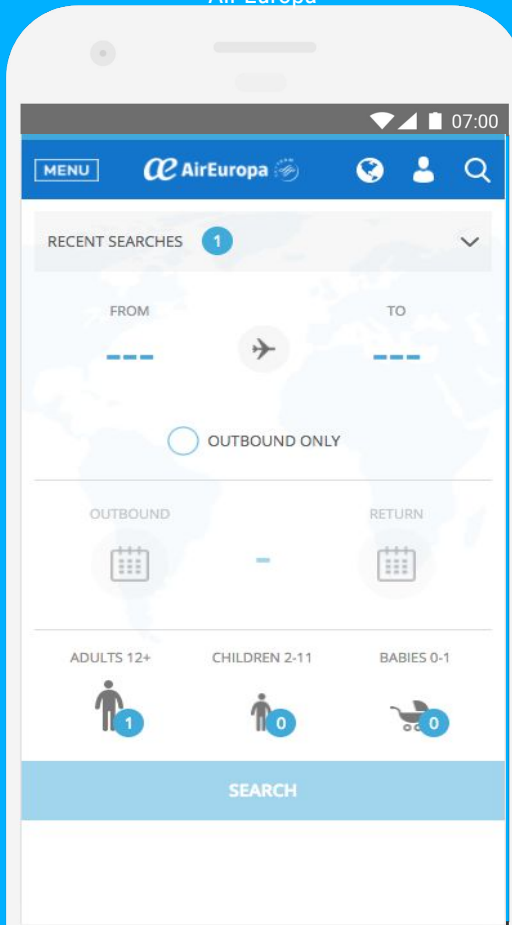
Find flights

View full site | Contact Us

Terms & Conditions | Privacy Policy

©2018 Southwest Airlines Co. All Rights Reserved.

Air Europa



The Air Europa mobile app interface has a blue header with the Air Europa logo and navigation icons. Below the header, there is a 'RECENT SEARCHES' section with a dropdown arrow and a '1' indicating one search. The search details include: 'FROM' and 'TO' fields, a 'TO' button, and an 'OUTBOUND ONLY' option. Below this, there are 'OUTBOUND' and 'RETURN' sections with calendar icons. At the bottom, there are buttons for 'ADULTS 12+', 'CHILDREN 2-11', and 'BABIES 0-1', each with a count (1, 0, and 0 respectively). A large blue 'SEARCH' button is at the bottom.

Air Europa

MENU

RECENT SEARCHES 1

FROM TO

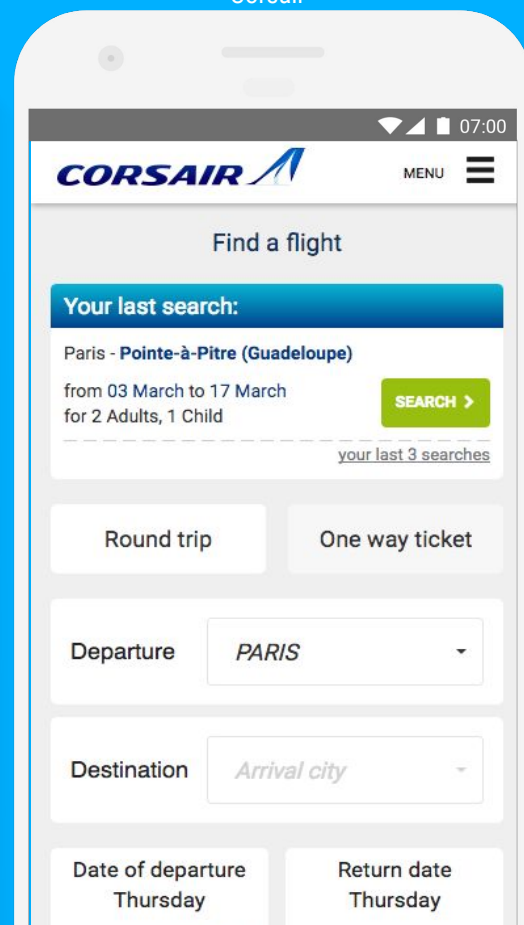
OUTBOUND ONLY

OUTBOUND RETURN

ADULTS 12+ CHILDREN 2-11 BABIES 0-1

SEARCH

Corsair



The Corsair mobile app interface has a white header with the Corsair logo and a 'MENU' link. Below the header, there is a 'Find a flight' section. The 'Your last search:' section shows: 'Paris - Pointe-à-Pitre (Guadeloupe)', dates 'from 03 March to 17 March', and 'for 2 Adults, 1 Child'. There is a green 'SEARCH >' button and a link to 'your last 3 searches'. Below this, there are buttons for 'Round trip' and 'One way ticket'. The 'Departure' field is set to 'PARIS' and the 'Destination' field is set to 'Arrival city'. At the bottom, there are buttons for 'Date of departure Thursday' and 'Return date Thursday'.

CORSAIR

MENU

Find a flight

Your last search:

Paris - Pointe-à-Pitre (Guadeloupe)

from 03 March to 17 March

for 2 Adults, 1 Child

SEARCH >

your last 3 searches

Round trip One way ticket

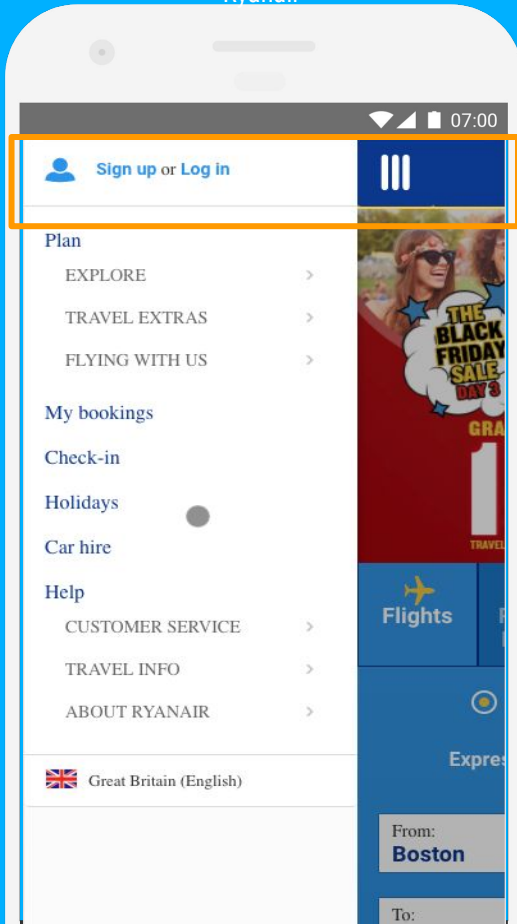
Departure PARIS

Destination Arrival city

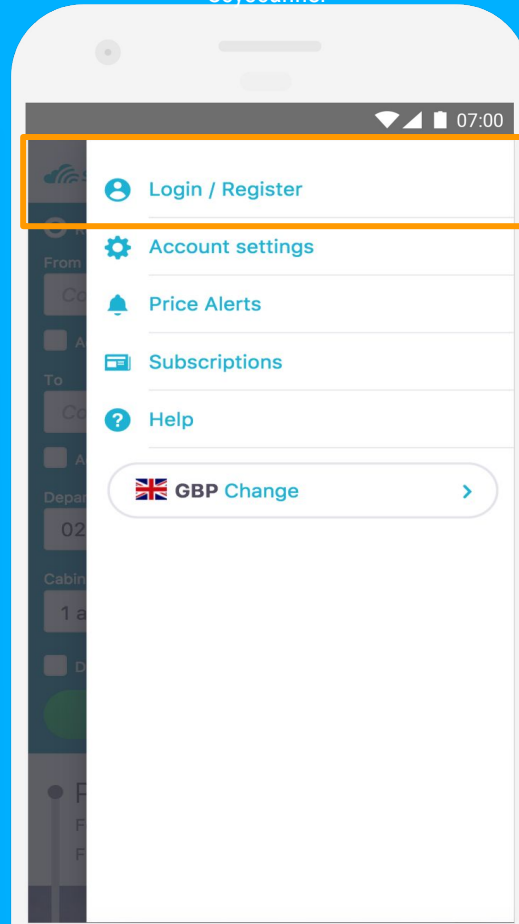
Date of departure Thursday Return date Thursday

Encourage users to sign up/call/contact in the Menu Card

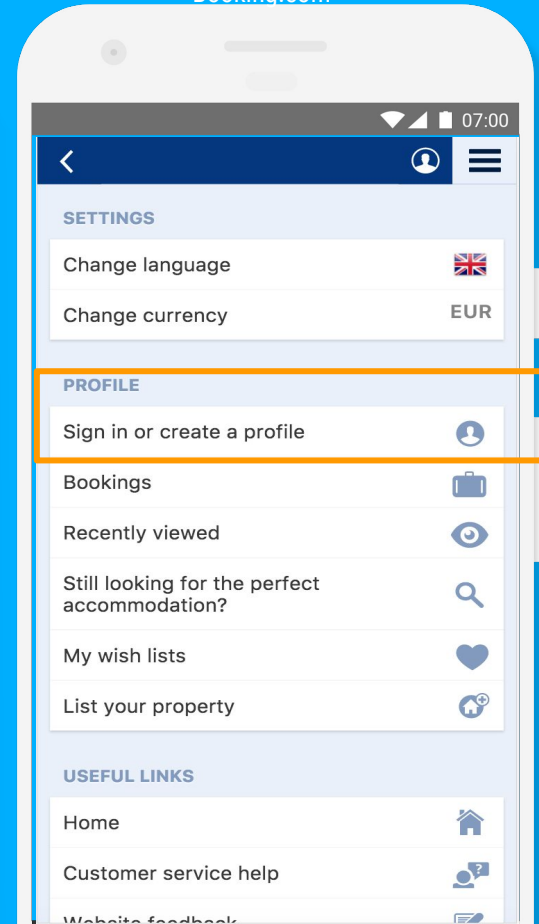
Ryanair



Scyscanner

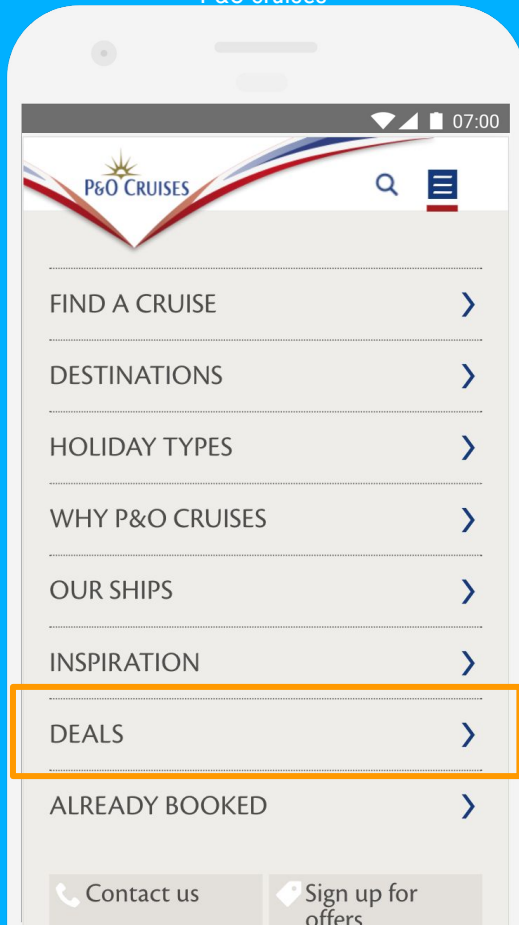


Booking.com

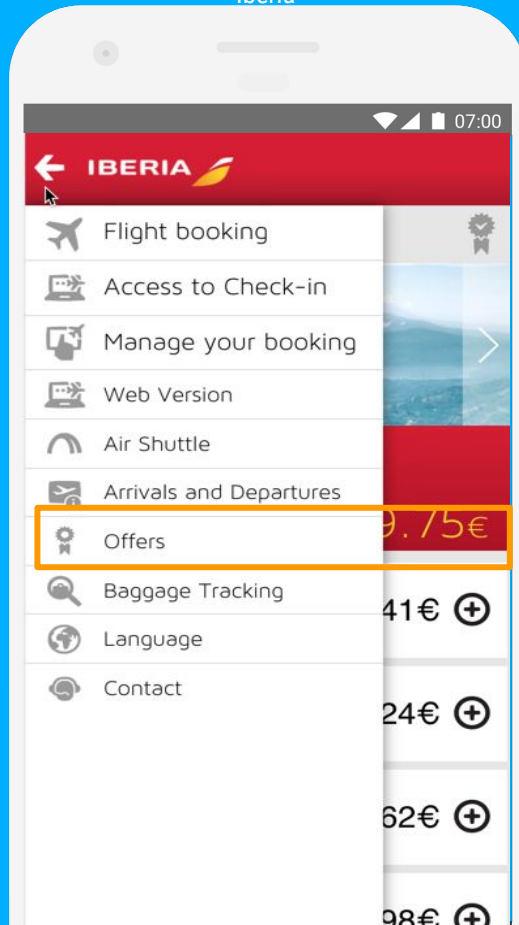


Have a subsection with offers in the Menu card

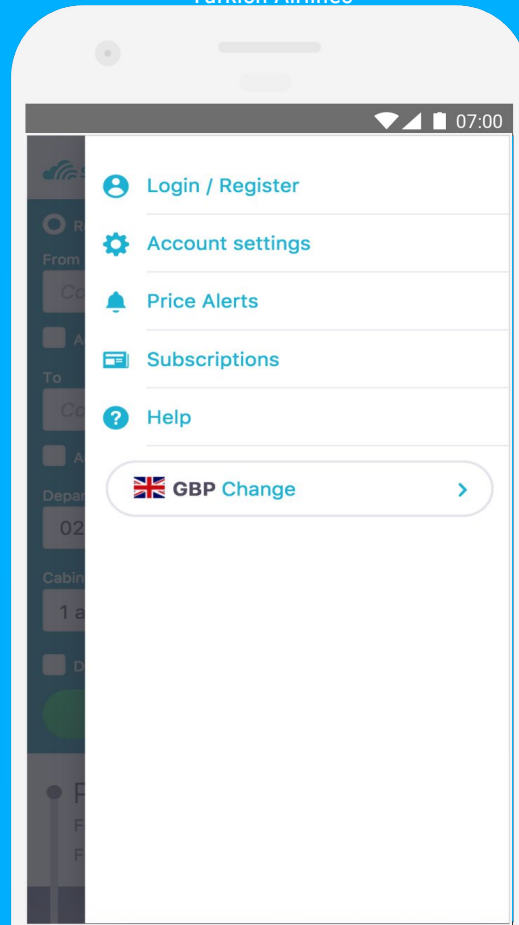
P&O cruises



Iberia

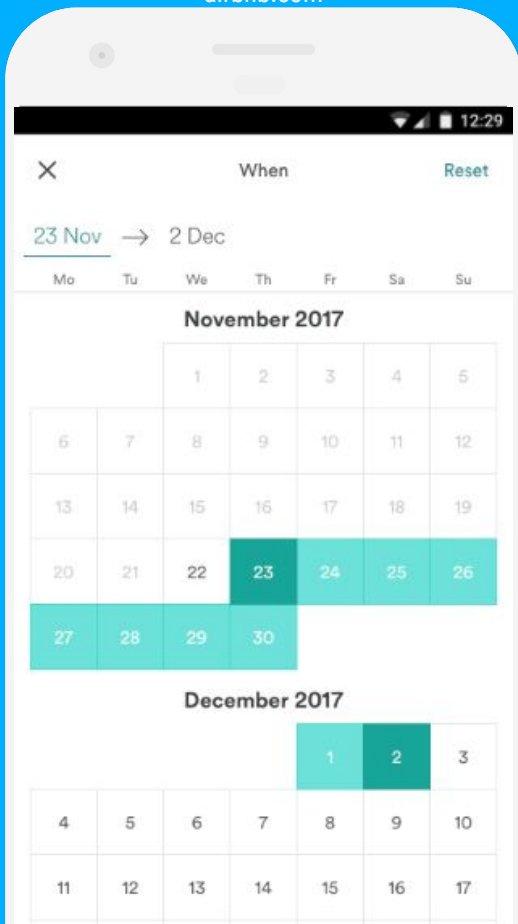


Turkish Airlines

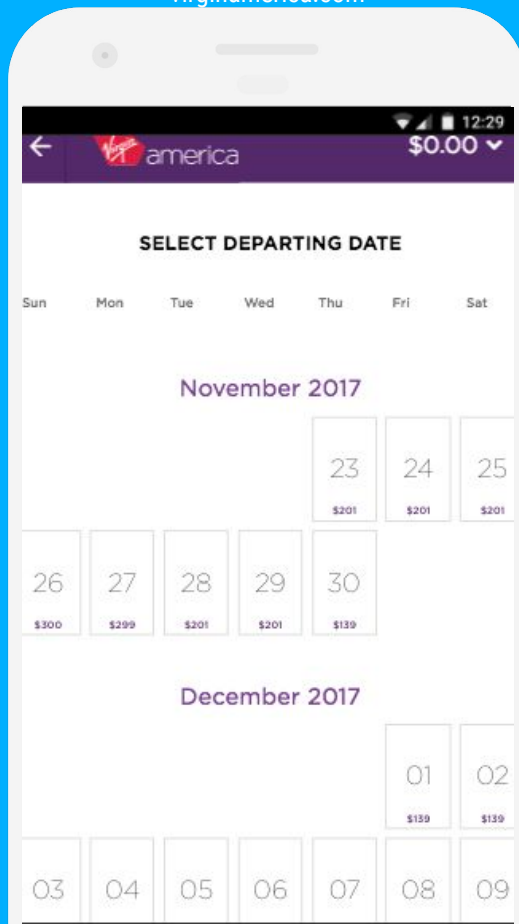


CALENDAR VIEW, AVOID DROP DOWNS; FOR FLIGHTS SHOW PRICE UPFRONT

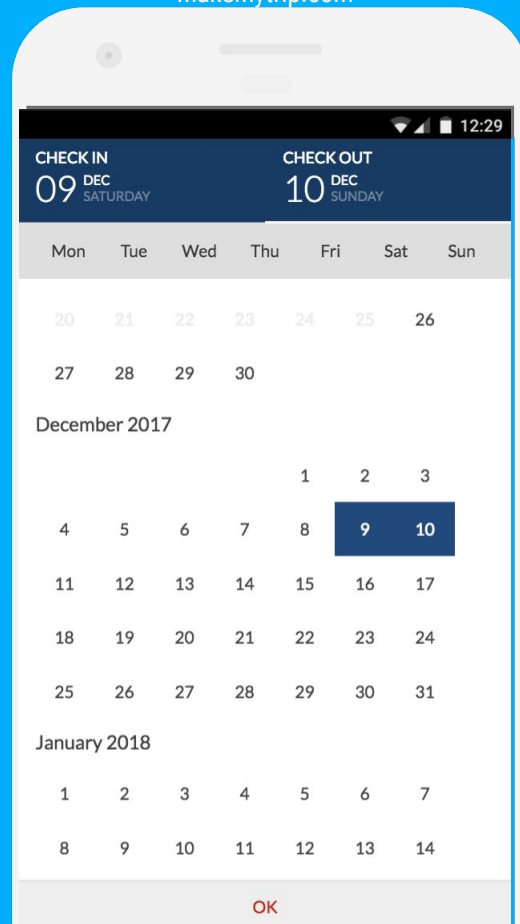
airbnb.com



virginamerica.com

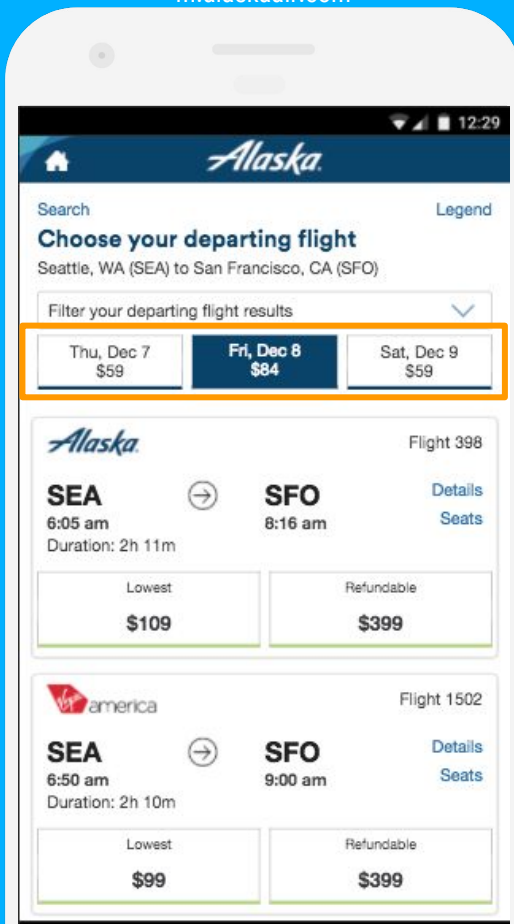


makemytrip.com

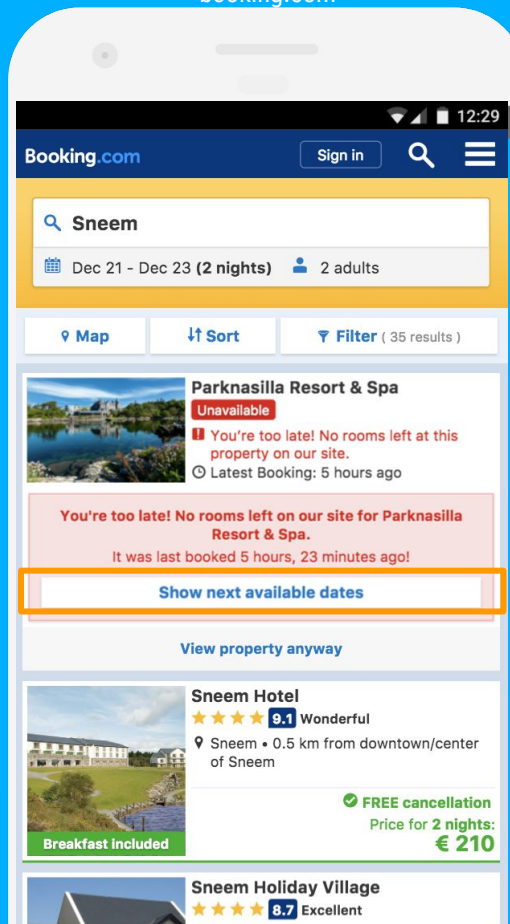


ALLOW EASY VIEW FOR FLEXIBLE DATE TRAVELLERS

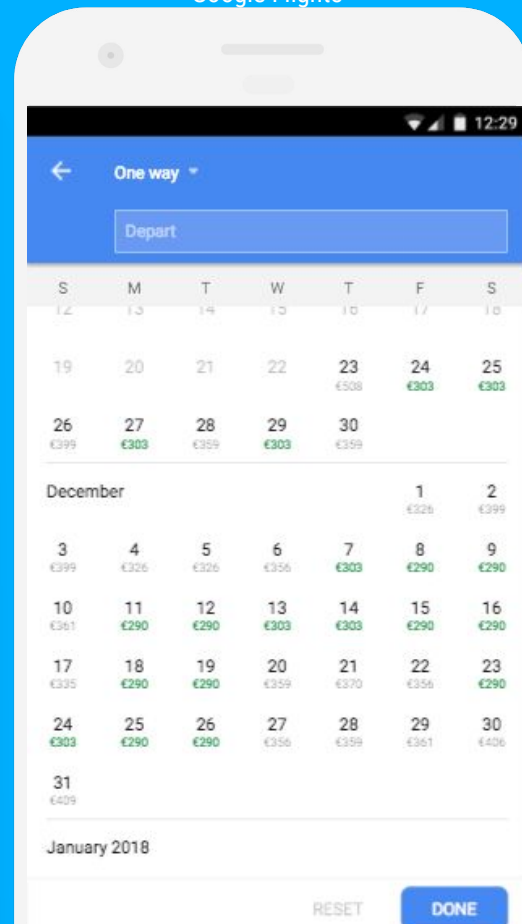
m.alaskaair.com



booking.com

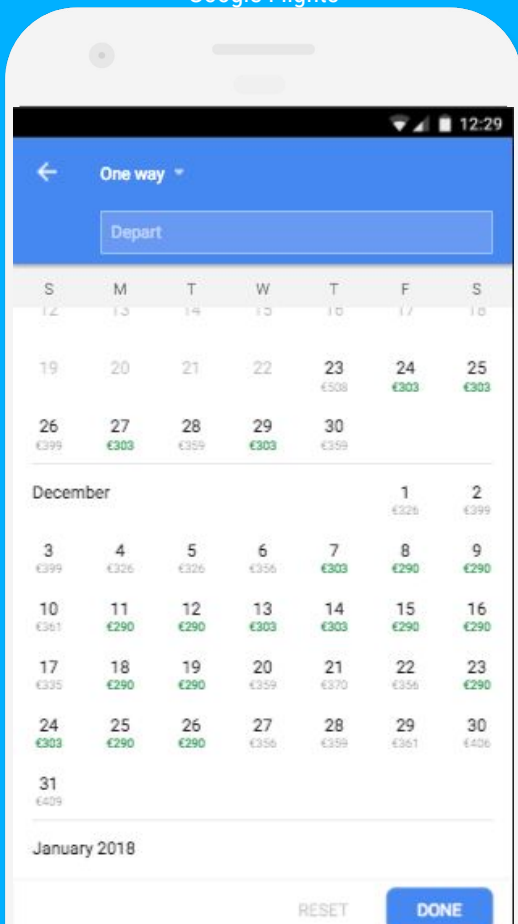


Google Flights

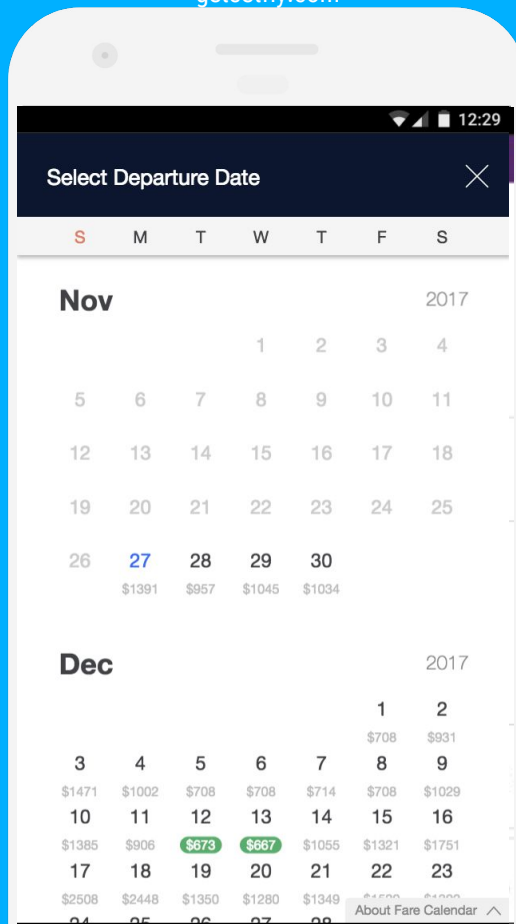


SHOW PRICE UPFRONT, IN THE CALENDAR VIEW

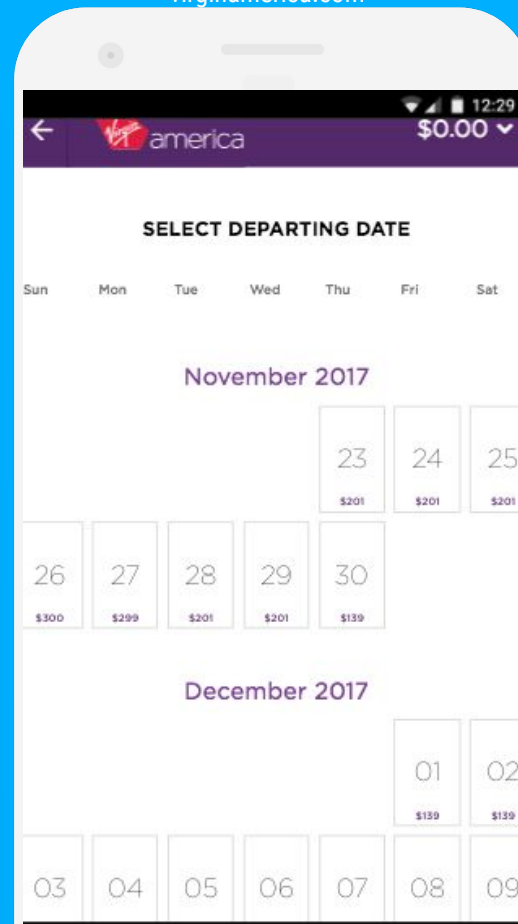
Google Flights



getsetfly.com



virginamerica.com



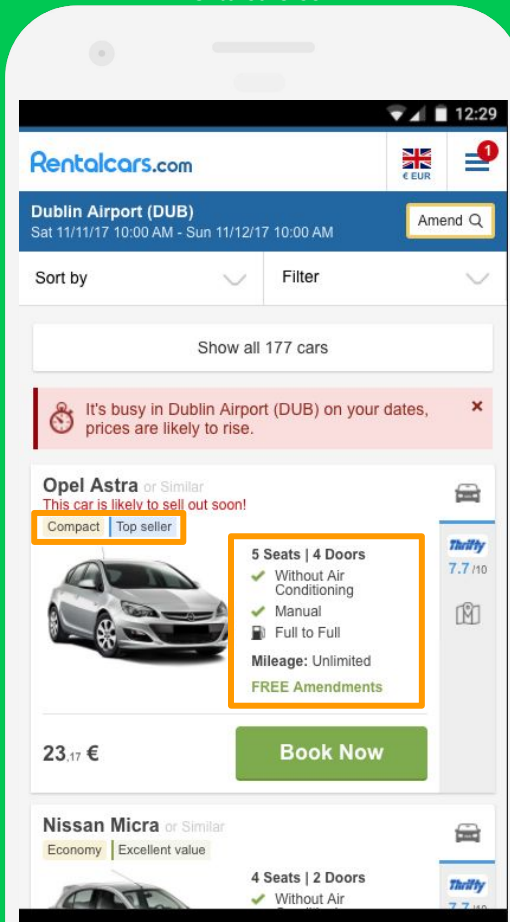
Results page: Comparison & Filtering

Creating frictionless experiences across the funnel (TRAVEL)

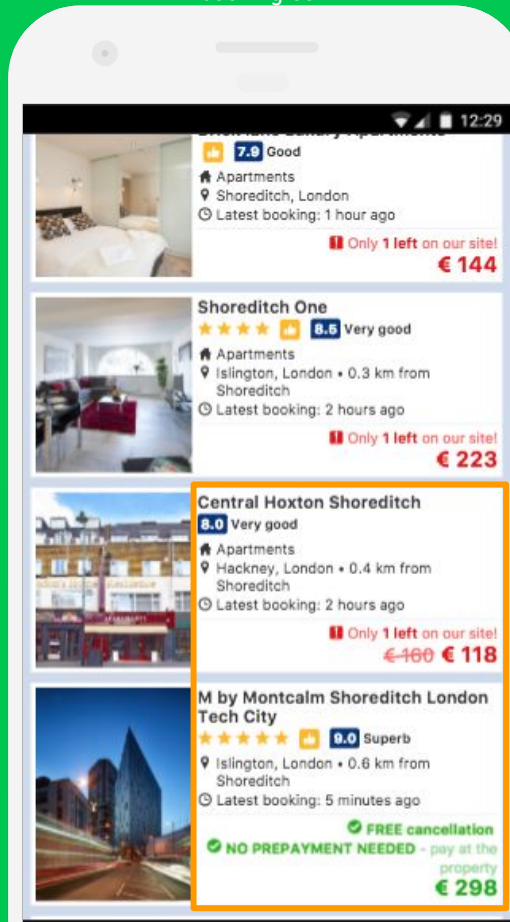
1. HOME/LANDING PAGE		2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Results page	Ease of implementation	Impact	Key Metric		
KEY SUGGESTION	Use real estate efficiently: use visual icons, show concise info, make it easy to compare between offers	Medium	High	CTR, Bounce Rate, % try to book conversion		
	Allow sorting & filtering	Medium	High	CTR, Bounce Rate, Time on page, % try to book conversion, %rate errors		
	Show total number of results	Easy	Medium	CTR, Bounce Rate		
	Use professional imagery	Medium	High	Time on page, CTR, % try to book conversion		
	Use geo info meaningfully	Medium	High	CTR, Bounce Rate		
	Use drop-downs as a last resort	Easy	Medium	CTR, Bounce Rate, %rate errors		
	Allow users to save or share different offers	Medium	High	CTR, CvR, % book conversions		

USE LIMITED REAL ESTATE EFFICIENTLY, ALLOW TO COMPARE EASILY BETWEEN RESULTS

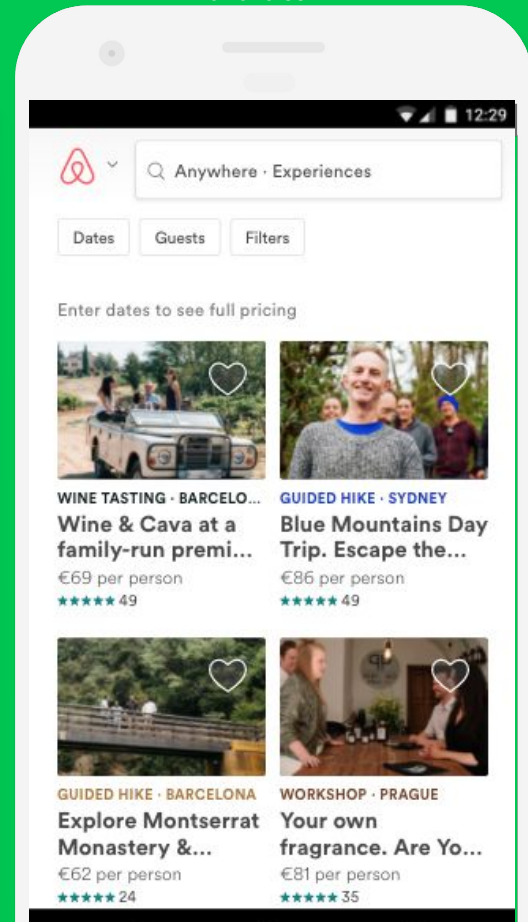
rentalcars.com



booking.com

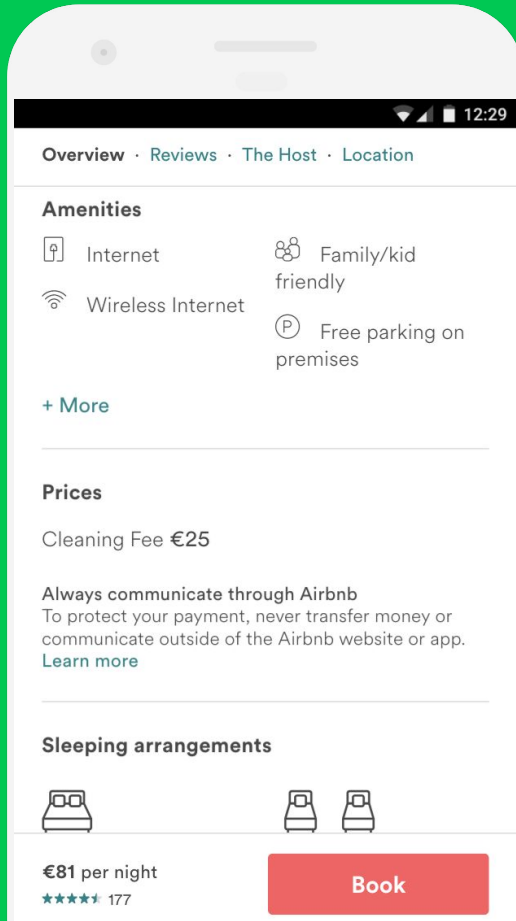


airbnb.com

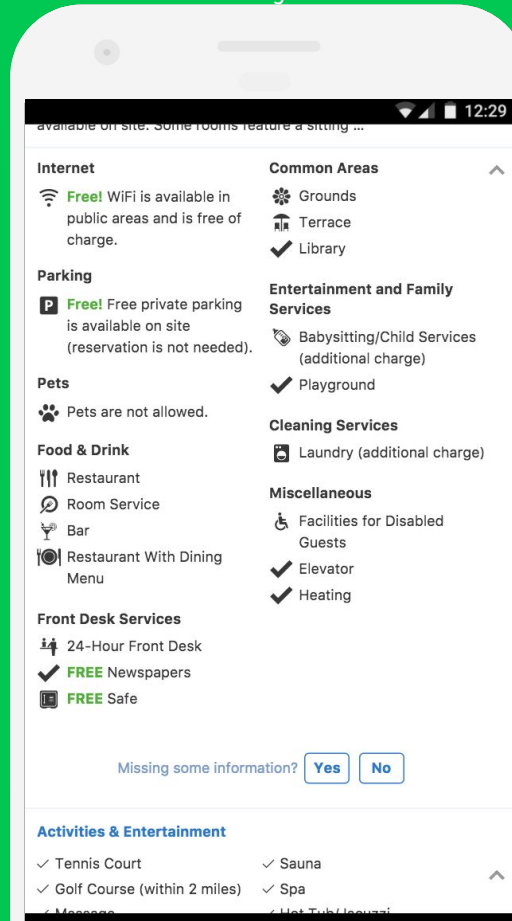


USE VISUALS/ICONS FOR EASIER INFO PROCESSING

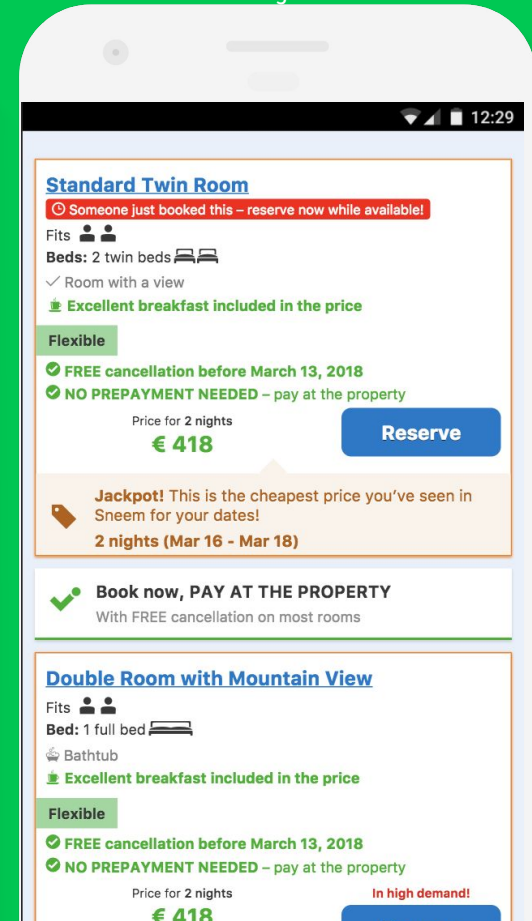
airbnb.com



booking.com

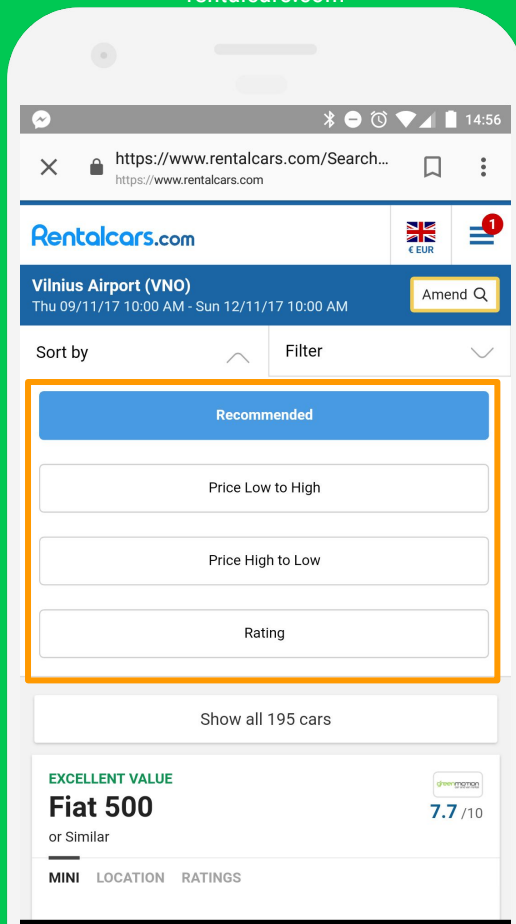


booking.com

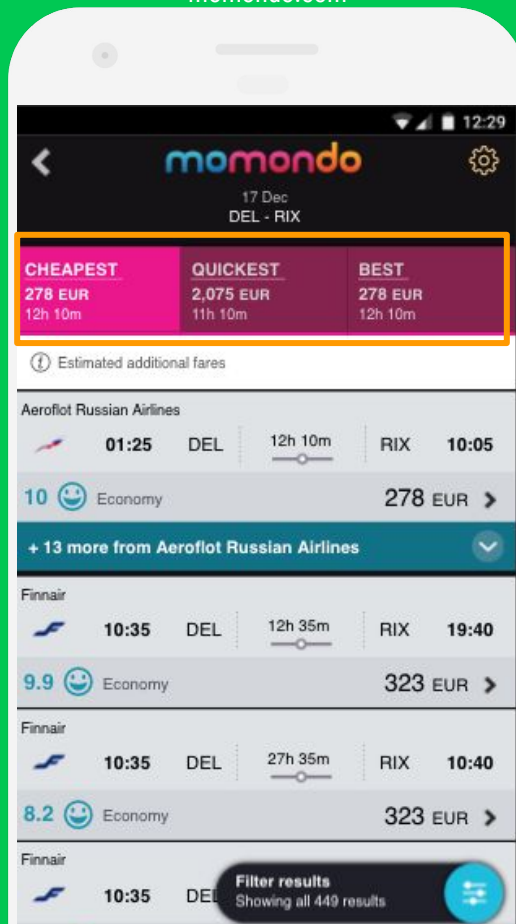


ALLOW EASY SORTING BETWEEN RESULTS

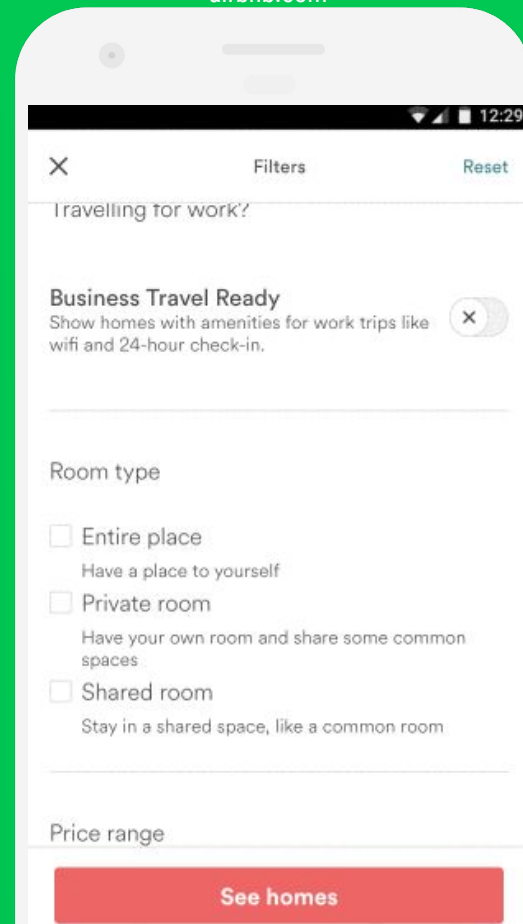
rentalcars.com



momondo.com



airbnb.com



ALLOW TO FILTER EASILY

rentalcars.com

https://www.rentalcars.com/Search...
https://www.rentalcars.com

Rentalcars.com

Vilnius Airport (VNO)
Thu 09/11/17 10:00 AM - Sun 12/11/17 10:00 AM

Sort by Filter

Transmission

Manual	Automatic
--------	-----------

Car Specifications

Full to Full	Air-Con
--------------	---------

Car Categories

Mini	Economy
Compact	Intermediate
Standard	Full-Size
Estate	People Carrier
SUV	Premium
Luxury	

skyscanner.com

Filters Done

Results: 544/544 Reset all filters

Stops

Direct	£130	✓
1 stop	£258	✓
2+ stops	None	

Departure times

Outbound
00:00 – 23:59

Return
00:00 – 23:59

Journey duration

hostelworld.com

HOSTELWORLD

Barcelona : 103 of 150 Hostels available
10 Nov 2017, 2 nights 1 Guests

FILTER SORT MAP

PRICE ROOM FACILITIES MORE

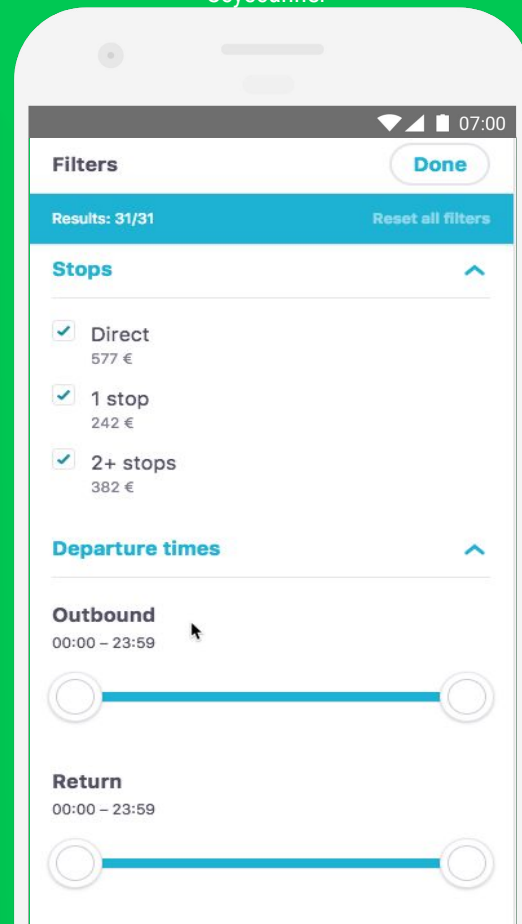
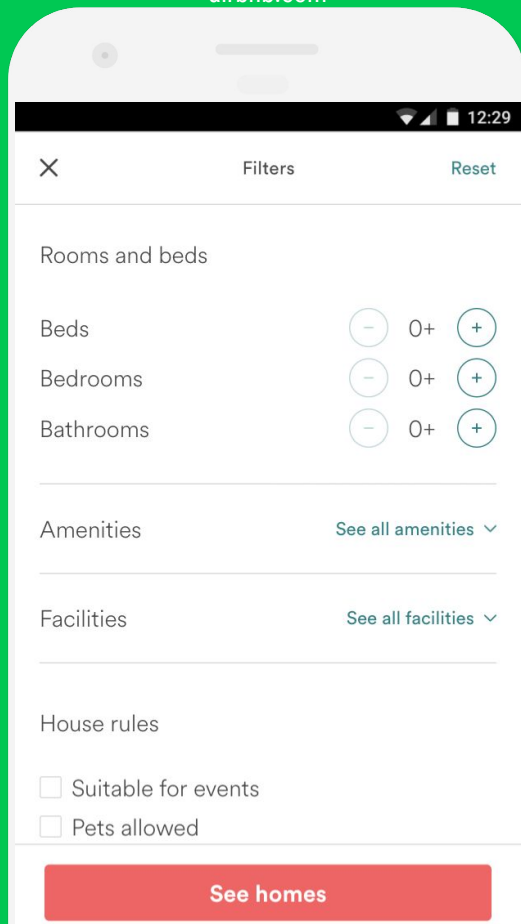
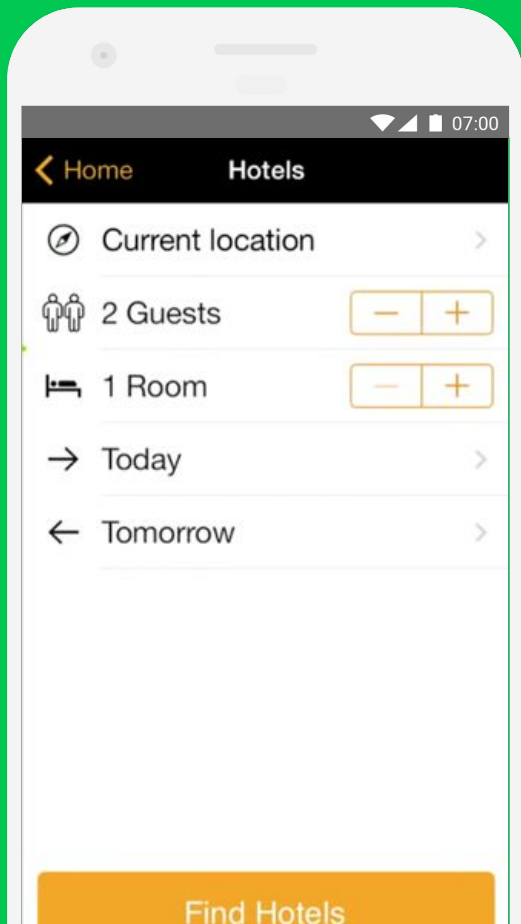
FEATURED PROPERTIES

	Equity Point Centric Passeig de Gracia 33... 1.7km 8.2 Fabulous €23.00
	Bcnsporthostels C/ Perill nº 26, Bar... 2.6km 7.9 Very Good €13.00
	Urbany Hostel BCN GO! C/Gran Via, 563, Bar... 1.8km 8.2 Fabulous €15.35
	Pars Tailor's Hostel HOSTEL 1.9km from city centre 9.4 Superb

AVOID DROP DOWNS, MEASURE UX IN NUMBER OF TAPS TO COMPLETE ACTION

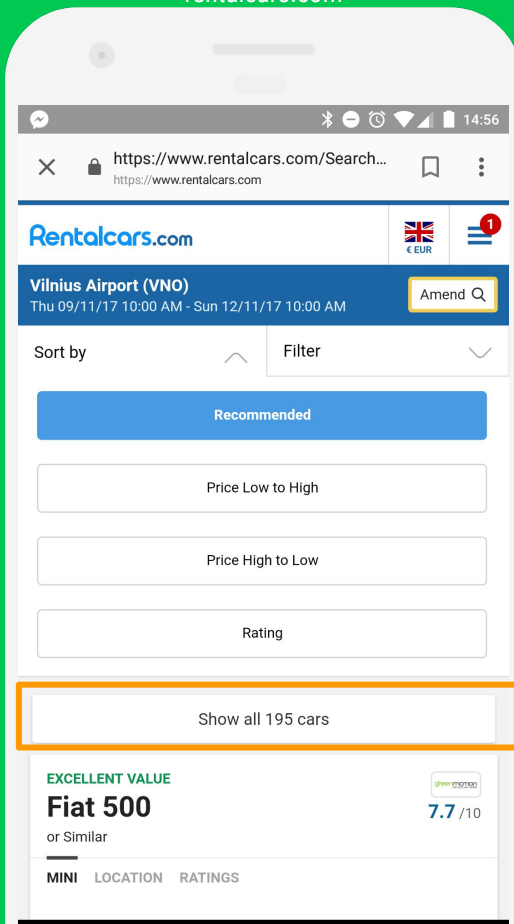
airbnb.com

Scysscanner

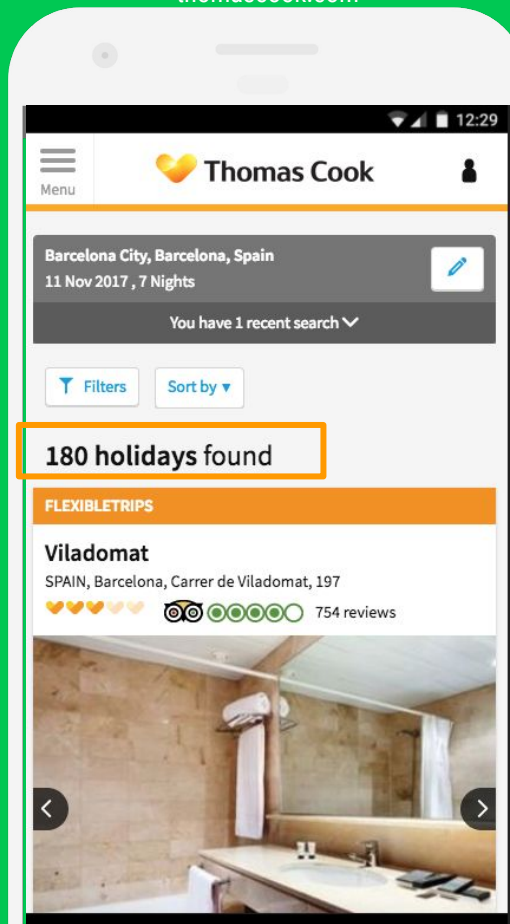


SHOW TOTAL NUMBER OF RESULTS

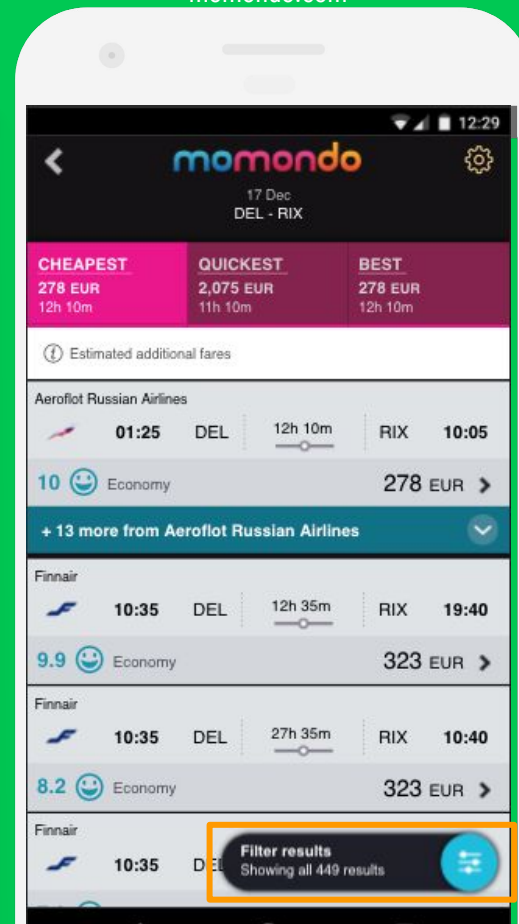
rentalcars.com



thomascook.com

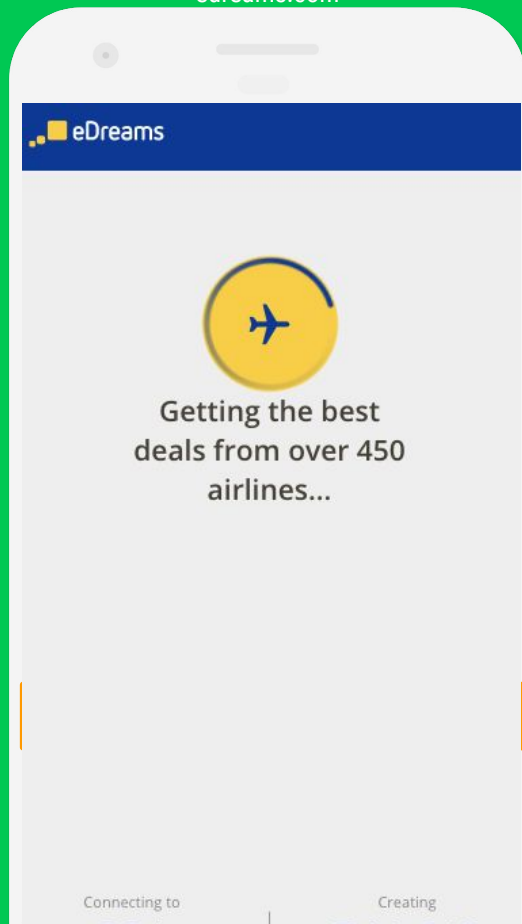


momondo.com

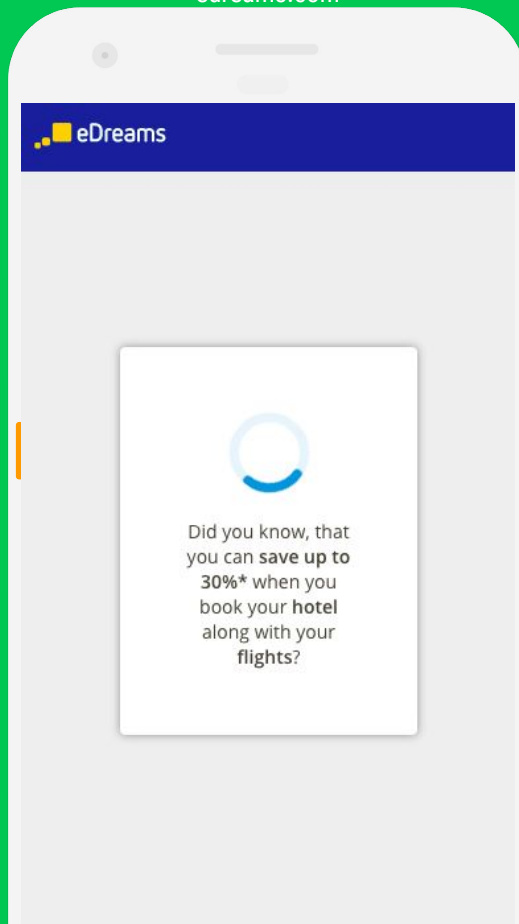


IMPROVE PERCEPTION OF SPEED WHILE FETCHING RESULTS

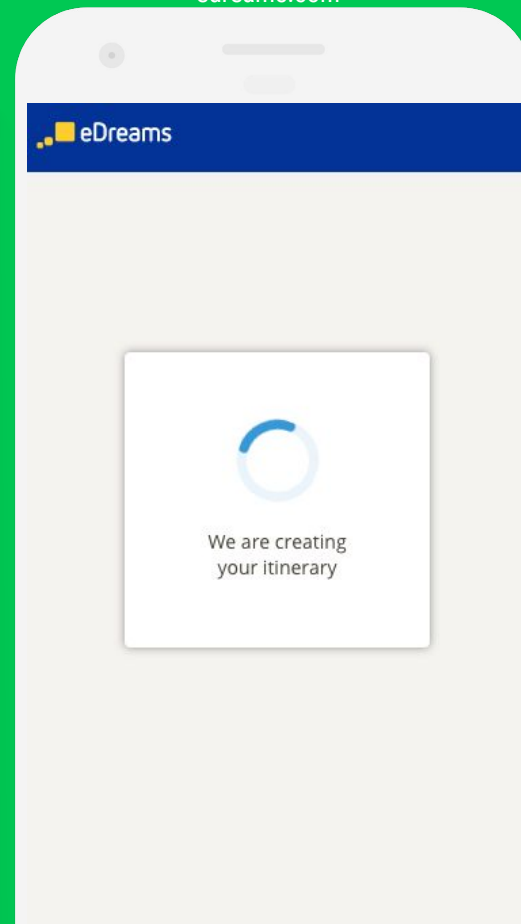
edreams.com



edreams.com

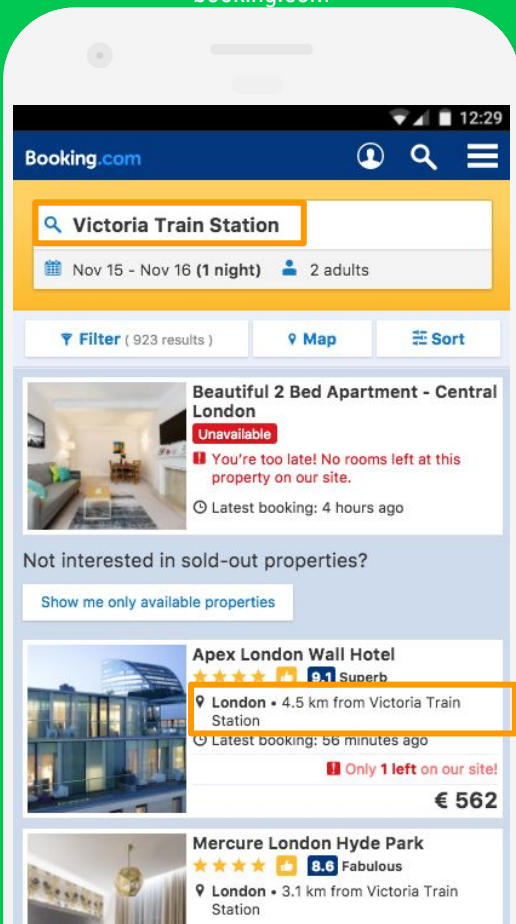


edreams.com

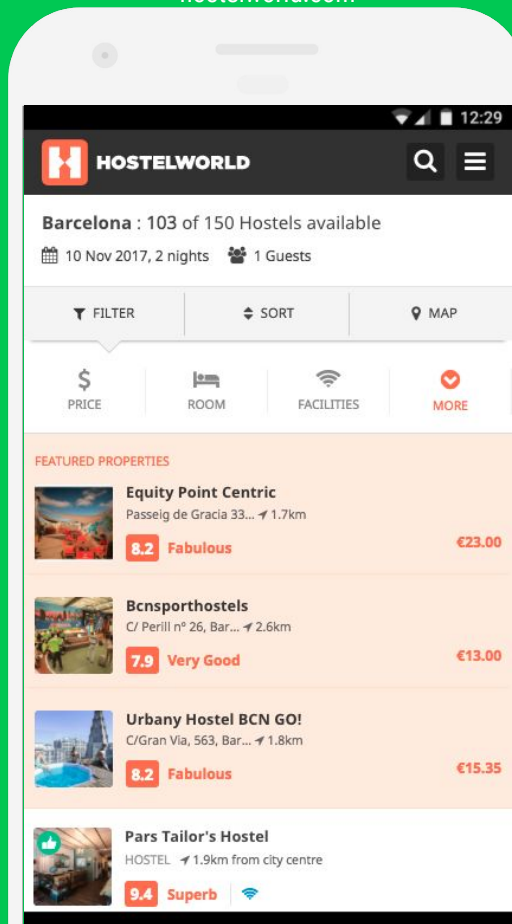


IF EXACT LOCATION CHOSEN, SHOW EXACT DISTANCE TO IT; ALLOW MAP VIEW/SEARCH

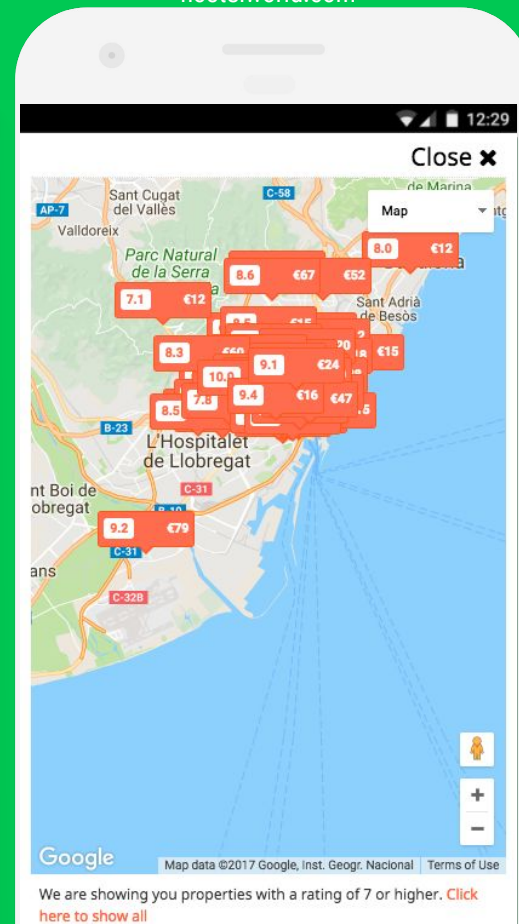
booking.com



hostelworld.com



hostelworld.com

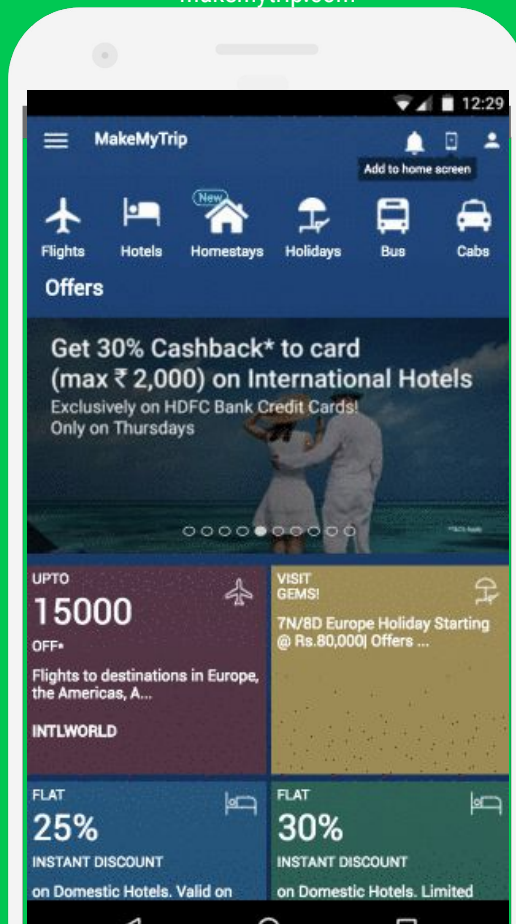


ALLOW SCROLLING BETWEEN IMAGERY/OFFERS IN THE LISTING; LAZY LOAD IMAGES

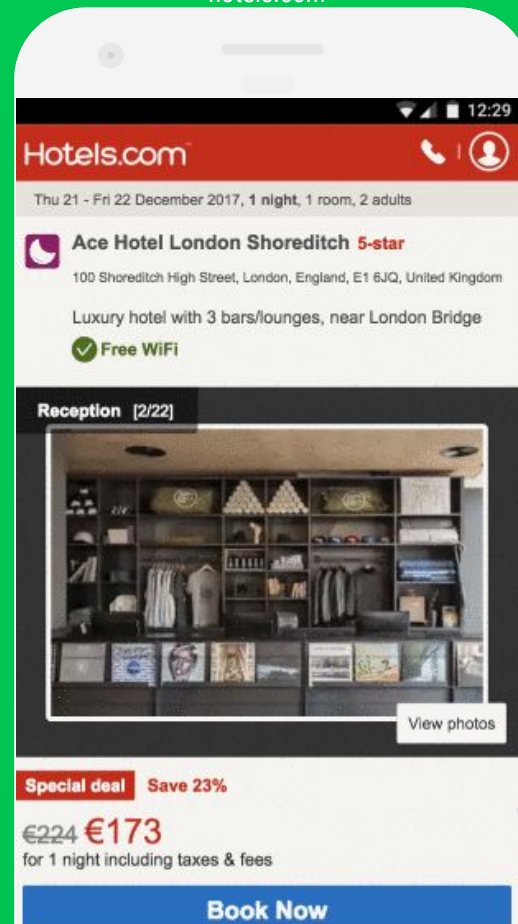
airbnb.com



makemytrip.com

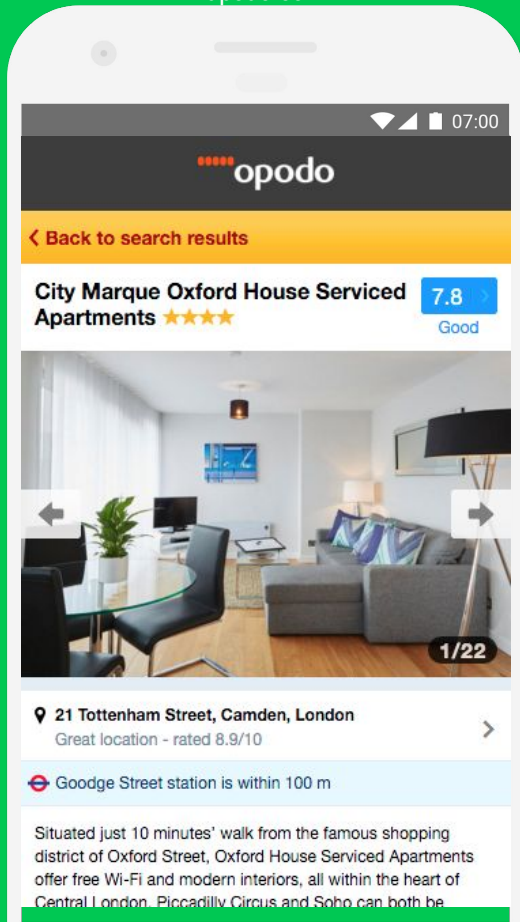


hotels.com

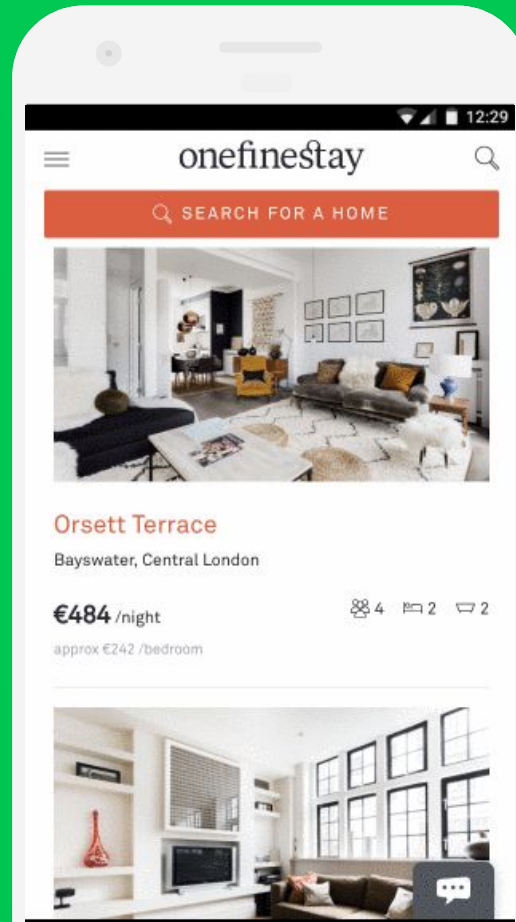
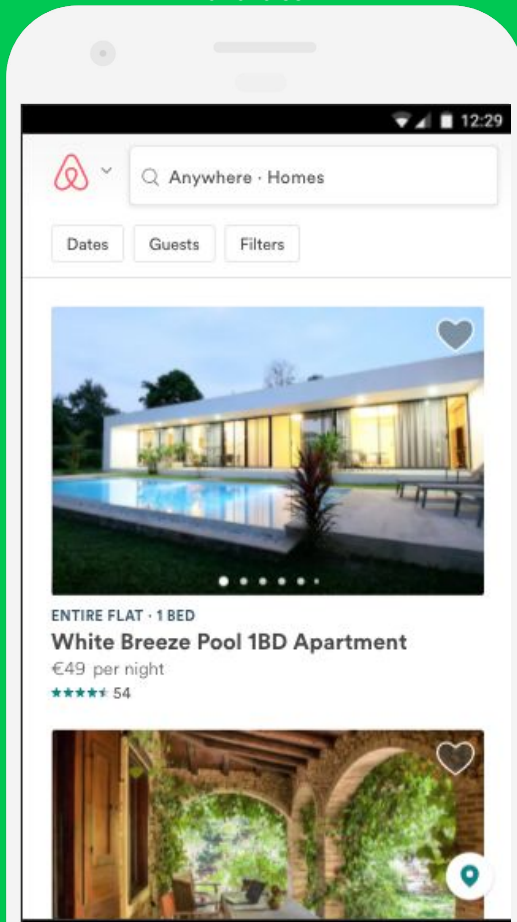


USE PROFESSIONAL IMAGERY; ALLOW TO SWIPE BETWEEN IMAGES, LAZY LOAD THEM

apodo.com

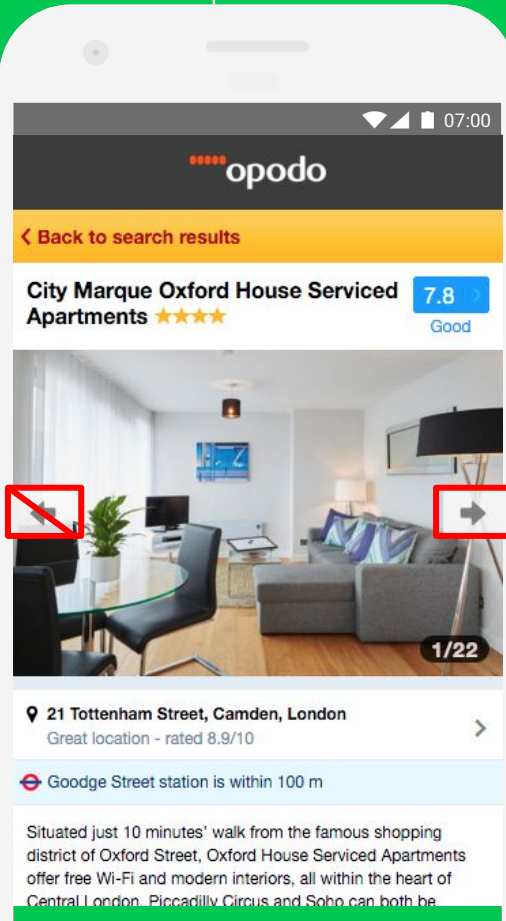


airbnb.com

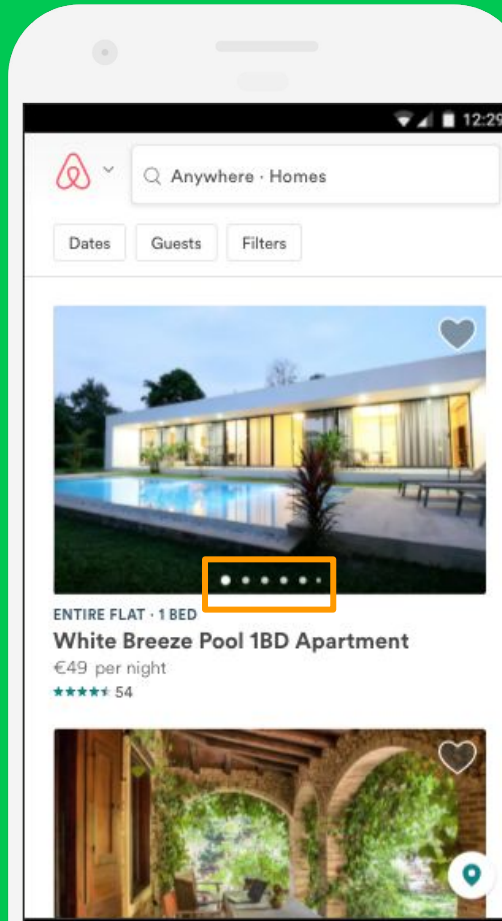


MAXIMIZE IMAGERY VIEW, AVOID ELEMENTS THAT BLOCK IT

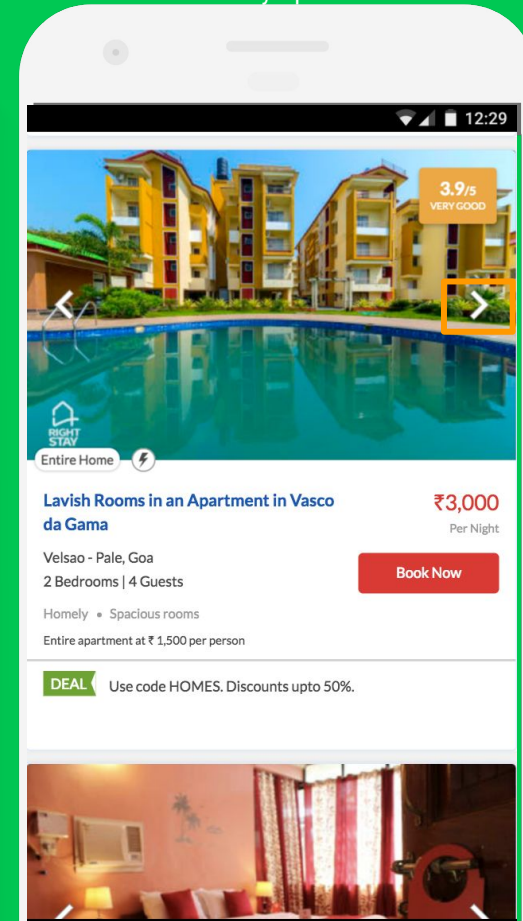
apodo.com



airbnb.com

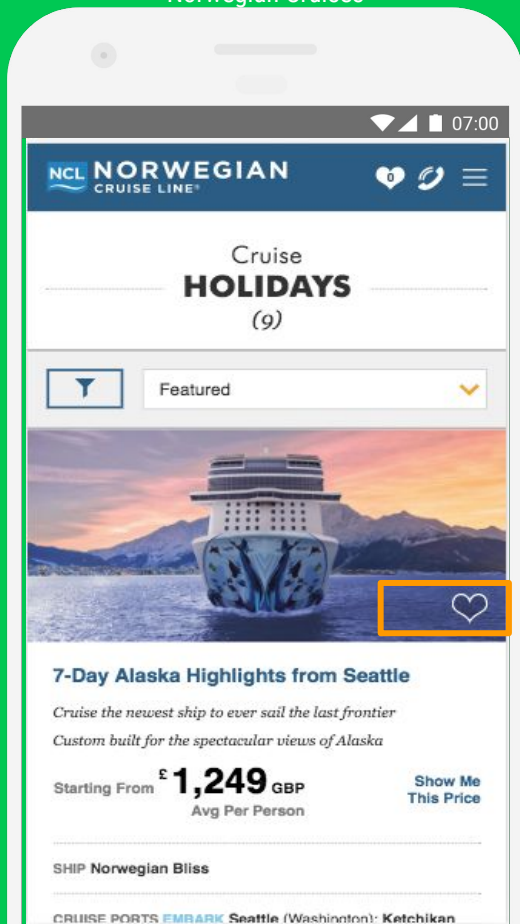


makemytrip.com

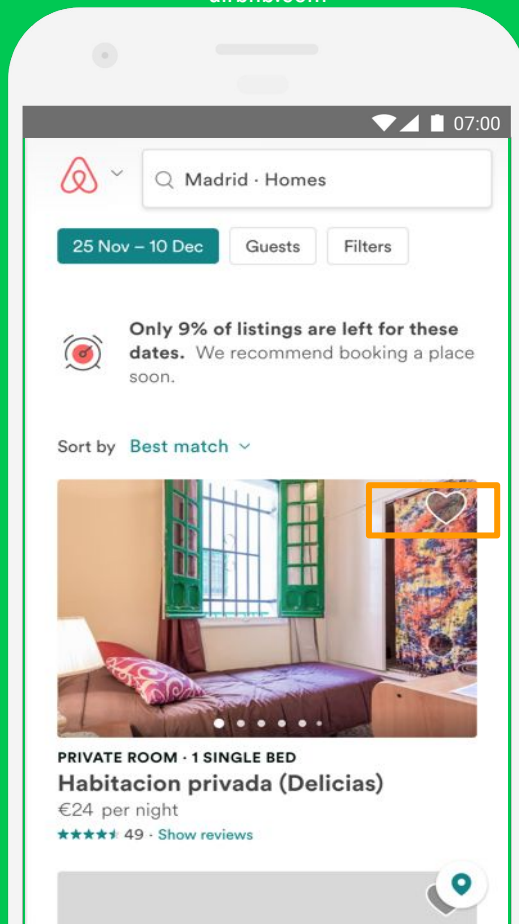


ALLOW USERS TO SAVE OR SHARE THEIR SEARCH

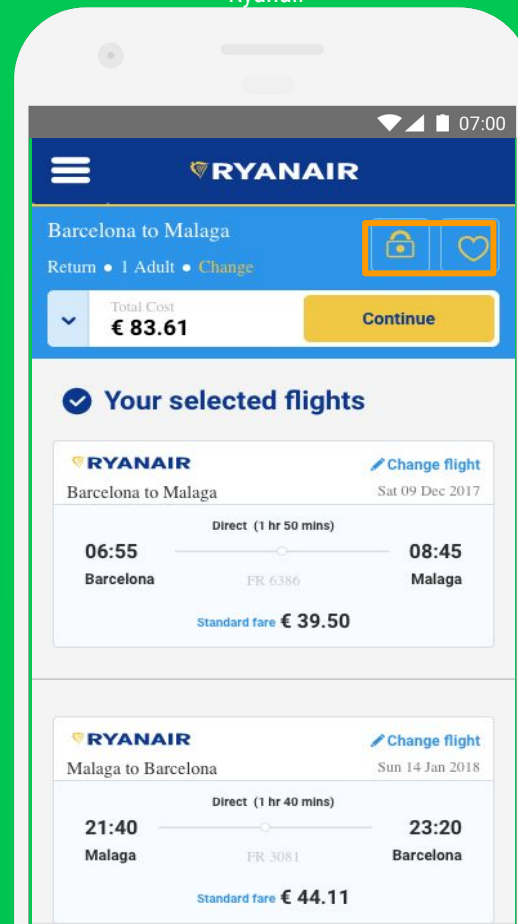
Norwegian Cruises



airbnb.com



Ryanair



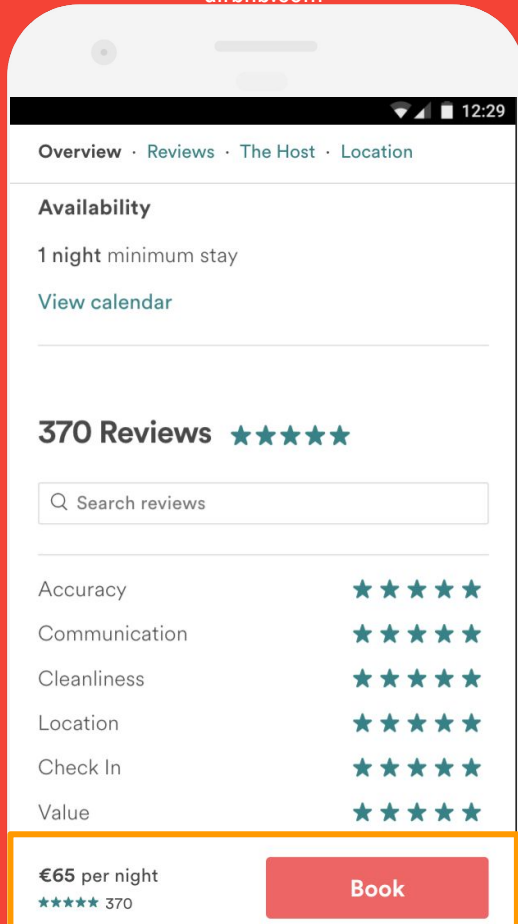
Booking

Creating frictionless experiences across the funnel (TRAVEL)

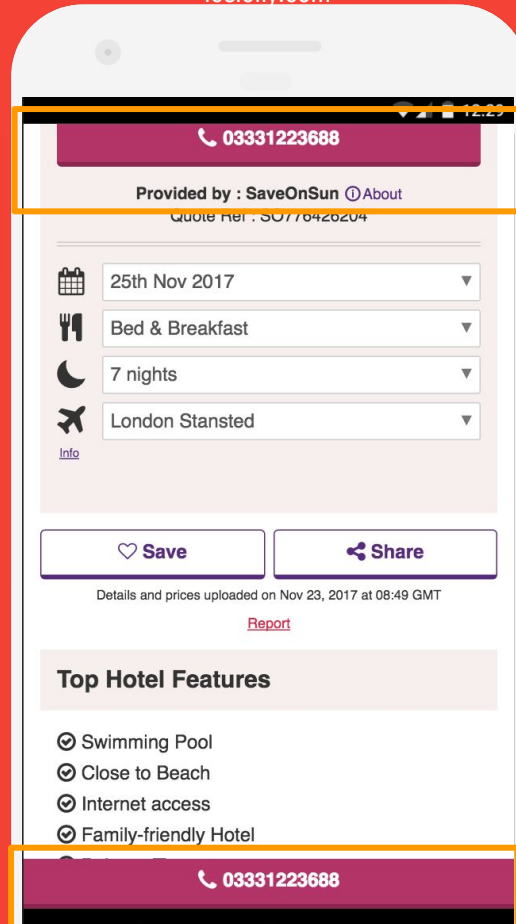
1. HOME/LANDING PAGE		2. SEARCH		3. RESULTS PAGE		4. BOOKING		5. FORMS		6. POST-BOOKING	
SECTION	Conversion Funnel			Ease of implementation		Impact		Key Metric			
KEY SUGGESTION	Have floating or 2x repeated CTA			Easy		High		CvR, CTR			
	Show final price (including taxes, etc)			Easy		Medium		CvR			
	Add urgency elements			Easy		High		CvR			
	Have secondary CTAs that facilitate cross-device, like save for later or email			Medium		High		CvR, # of sharings, cross device conversions			
	Re-assure security			Easy		High		CvR			
	Show steps & progress in booking			Easy		Medium		CvR			
	Use inline validation			Easy		High		CvR, % error rate			
	Use Autofill			Easy		High		CvR, % error rate			

HAVE FLOATING OR 2X REPEATED CTA, SHOW EXACT PRICE HANDY

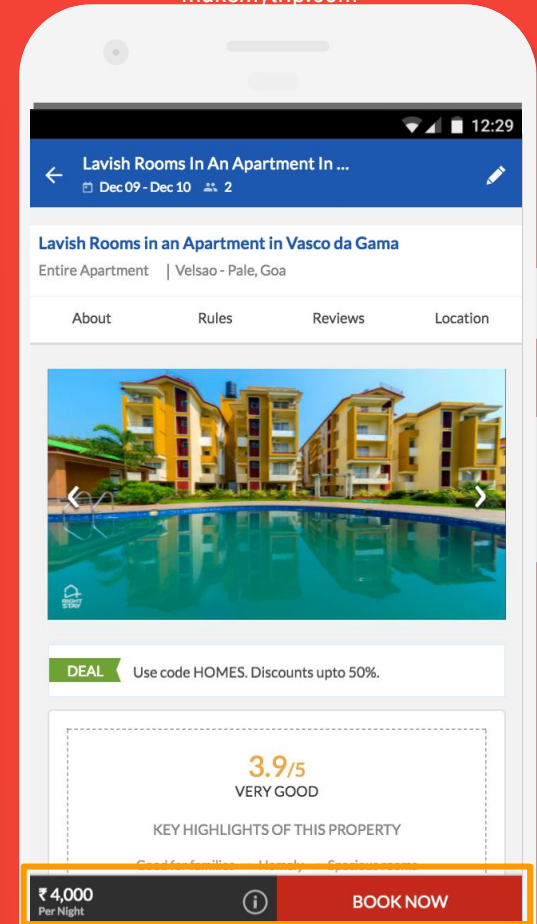
airbnb.com



icelolly.com



makemytrip.com



SHOW EXACT PRICE UPFRONT (including taxes, tourist fees, etc.)

airbnb.com

Overview · Reviews · The Host · Location

Availability

1 night minimum stay

[View calendar](#)

370 Reviews ★★★★★

Q Search reviews

Accuracy ★★★★★
Communication ★★★★★
Cleanliness ★★★★★
Location ★★★★★
Check In ★★★★★
Value ★★★★★

€65 per night
★★★★★ 370

Book

makemytrip.com

Lavish Rooms In An Apartment In ...
Dec 09 - Dec 10 2

Lavish Rooms in an Apartment in Vasco da Gama
Entire Apartment | Velsao - Pale, Goa

About Rules Reviews Location

3.9/5
VERY GOOD

KEY HIGHLIGHTS OF THIS PROPERTY
Good for families · Homely · Spacious rooms

₹ 4,000 Per Night

BOOK NOW

x

Turkish Airlines
Would you like to try our Android application? Yes

Passenger Details
1 Adult

Adult

Name Surname

Female Male DD MM YYYY

E-mail

+90 Phone Number

+90 Mobile Number (optional)

☐ SMS Notification

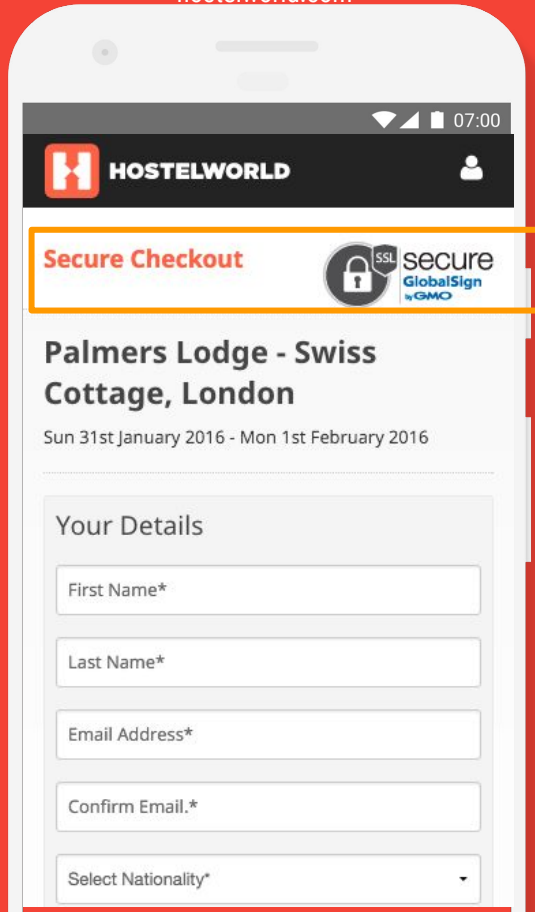
Frequent Flyer Card (optional)
TK Miles&Smiles No

All Inclusive Price
138.52 EUR

Go to Booking

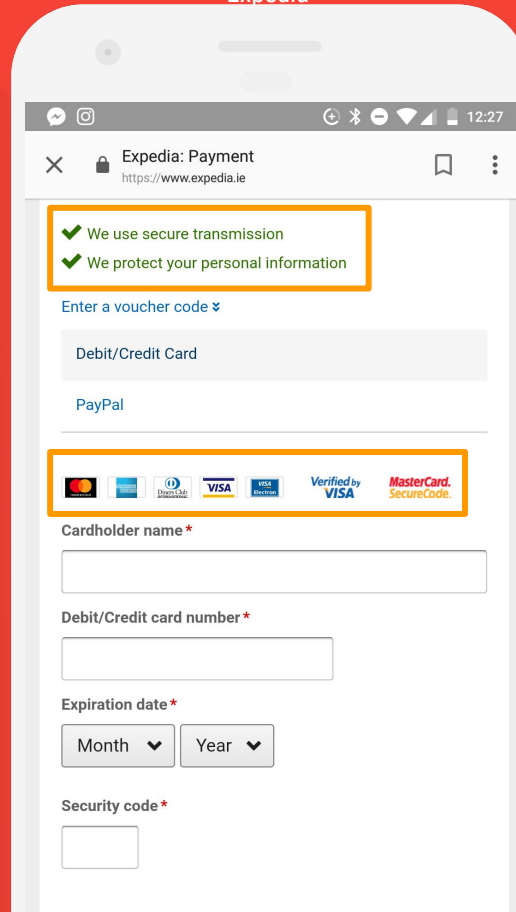
RE-ASSURE SECURITY; USE CTAs TO COMMUNICATE SECURE CHECKOUT

hostelworld.com

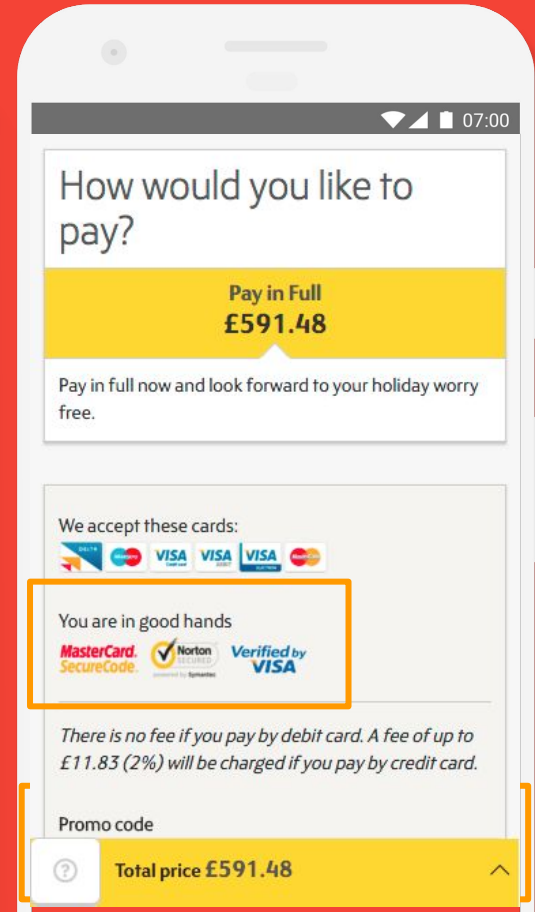


Hostelworld mobile app checkout screen. The header shows the Hostelworld logo and a user profile icon. Below the header, a 'Secure Checkout' banner is highlighted with an orange box, featuring a padlock icon and the text 'SSL secure GlobalSign byGMO'. The main content area displays 'Palmers Lodge - Swiss Cottage, London' and the dates 'Sun 31st January 2016 - Mon 1st February 2016'. Below this, a 'Your Details' section contains form fields for 'First Name*', 'Last Name*', 'Email Address*', 'Confirm Email.*', and a 'Select Nationality*' dropdown menu.

Expedia



Expedia mobile app payment screen. The header shows the URL 'https://www.expedia.ie'. Below the header, a box highlights two green checkmarks: 'We use secure transmission' and 'We protect your personal information'. Below this, there is a field for 'Enter a voucher code' and a 'Debit/Credit Card' button. A 'PayPal' link is also visible. Below these, a box highlights a row of payment logos: Mastercard, American Express, Discover, Visa, Visa Signature, Verified by Visa, and MasterCard SecureCode. The main content area contains form fields for 'Cardholder name*', 'Debit/Credit card number*', 'Expiration date*' (with month and year dropdowns), and 'Security code*'. A 'Pay' button is at the bottom.



Mobile app payment screen. The header shows the time '07:00'. Below the header, the text 'How would you like to pay?' is displayed. A yellow box highlights the 'Pay in Full' option with the price '£591.48'. Below this, the text 'Pay in full now and look forward to your holiday worry free.' is shown. Below this, a section titled 'We accept these cards:' displays logos for American Express, Visa, Visa Signature, and Mastercard. A box highlights the text 'You are in good hands' followed by logos for MasterCard SecureCode, Norton Secure, and Verified by Visa. Below this, the text 'There is no fee if you pay by debit card. A fee of up to £11.83 (2%) will be charged if you pay by credit card.' is displayed. At the bottom, a 'Promo code' field is shown, and a yellow box highlights the 'Total price £591.48' at the bottom right.

SHOW STEPS TO COMPLETE THE BOOKING, SHOW PROGRESS

rentalcars.com

The screenshot shows the rentalcars.com mobile app interface. At the top, the URL bar displays "rentalcars.com | Driver Details" and "https://www.rentalcars.com". Below the header, there's a navigation bar with "Mini" and "3 days" selected, and a "Summary" button. A progress bar is highlighted with an orange box, showing three steps: "Driver details" (active), "Payment", and "Confirmation". Below the progress bar, a green banner states: "This car is costing you just 45,63 € – a real bargain... At that time of year, the average Mini at Vilnius Airport (VNO) costs 73,11 €!". The main section is titled "Who is driving?" and contains form fields for "Title *", "First Name *", "Surname *", and "Email *".

booking.com

The screenshot shows the booking.com mobile app interface. The header displays "Booking.com" and a "Sign In" button. Below the header, a progress bar is highlighted with an orange box, showing three steps: "Choose stay", "Enter details" (active), and "Review and book!". Below the progress bar, there's a large image of the "Etoile Park Hotel" with a 9.5 rating. The hotel details include "Air Conditioning", "Flat-screen TV", and "Free WiFi". The booking dates are "Check-in: Sunday 10 January 2016" and "Check-out: Monday 11 January 2016" for "1 night, 1 room". The room type is "Double Room with Courtyard View 1 or 2 persons" for "€ 109.09".

Priceline

The screenshot shows the priceline.com mobile app interface. The header displays "priceline.com" and a "Sign In" button. Below the header, a progress bar is highlighted with an orange box, showing four steps: "Passengers" (active), "Billing", "Offers", and "Book!". Below the progress bar, a yellow banner states: "Passenger name must match Photo ID ⓘ". The main section is titled "1. Passenger" and contains form fields for "First Name *", "Last Name *", "Date of Birth *", "Optional Middle Name", "Optional Suffix", and "Gender *". There's a "Complete Form to Continue" button at the bottom.

USE INLINE VALIDATION & HIGHLIGHT INCORRECTLY FILLED FIELDS

rentalcars.com

rentalcars.com | Driver Details
https://www.rentalcars.com

Who is driving?

Title * First Name *

Miss

Firstname must be specified

Surname *

Email *

Ir Kaip Bet

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M

?123 , . LT • EN

booking.com

Booking.com Sign in

1 2 3 4

Whoops! Looks like you missed a few things – fill in these missing fields and continue:

Email address

Enter Your Details

First name

Indre

Last name

Putrimaite

Email address

Please enter a valid email address

You'll receive a confirmation email

Who are you looking for?

☐ I'm the main guest

☐ I'm booking for someone else

AVIS

PERSONAL DETAILS

Title*

Miss

First name (as it appears on your driving licence)*

Lida

Last name (as it appears on your driving licence)*

Douka

Email address*

lidad@gmail.co

Confirm your email address*

☒ Please do keep me posted on your latest vehicle-hire offers and updates.

☐ Yes, send me offers from your favourite partner brands every so often.

Telephone number*

GB 44

USE AUTOFILL (up to 75% completion rates vs. no Autofill)

rentalcars.com

rentalcars.com | Driver Details
https://www.rentalcars.com

Driver details Payment Confirmation

This car is costing you just 45,63 € – a real bargain...
At that time of year, the average Mini at Vilnius Airport (VNO) costs 73,11 €!

Who is driving?

Title * First Name *

Miss Indre

Surname *

Putrimaite

Email *

indrep@google.com

So we can send you your confirmation email & voucher.

Phone Number *

AVIS

PERSONAL DETAILS

Title*

Miss

First name (as it appears on your driving licence)*

Lida 31 Portview Unit, Thorncaste Street

Chrome Autofill settings...

Email address*

Confirm your email address*

☒ Please do keep me posted on your latest vehicle-hire offers and updates.

☐ Yes, send me offers from your favourite partner brands every so often.

Telephone number*

GB 44

Lida 172, The George

Lida 31 Portview Unit

Lida Google Docks, barrow Street

Lida 17 Forbes Quay, Forbes Street

Lida 2 Kosti Palama, Halandri, Athens

Nickos 33 Venizelou Sofokli, Halandri

Lida

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M

?123 , . English

USE GOOGLE PLACES API

reservationdesk.com

Book - ReservationDesk.com
https://www.reservationdesk.com

Country*
United Kingdom

State/Province*
State/Province*

42 j|

42 Drury Lane, London, United Kingdom

42 Saint John Street, London, United Kingdom

42 James Street, London, United Kingdom

42 Jamaica Street, Glasgow, United Kingdom

42 Jermyn Street London, United Kingdom

powered by Google

☒ Get exclusive deals

Room 1: 1 Night €260,57
Taxes & Fees: €26,84
Total Due Now: €287,41

Book

Agree to the [Terms and conditions](#), [Hotel policies](#), [Cancellation](#)

reservationdesk.com

Book - ReservationDesk.com
https://www.reservationdesk.com

BILLING INFORMATION

Country*
United States

534 |

534 Massachusetts Avenue, Cambridge, MA, United States

534 U.S. 1, Greenwich, CT, United States

534 Greenwich Street, New York, NY, United States

534 6th Avenue, New York, NY, United States

534 Broadway, New York, NY, United States

powered by Google

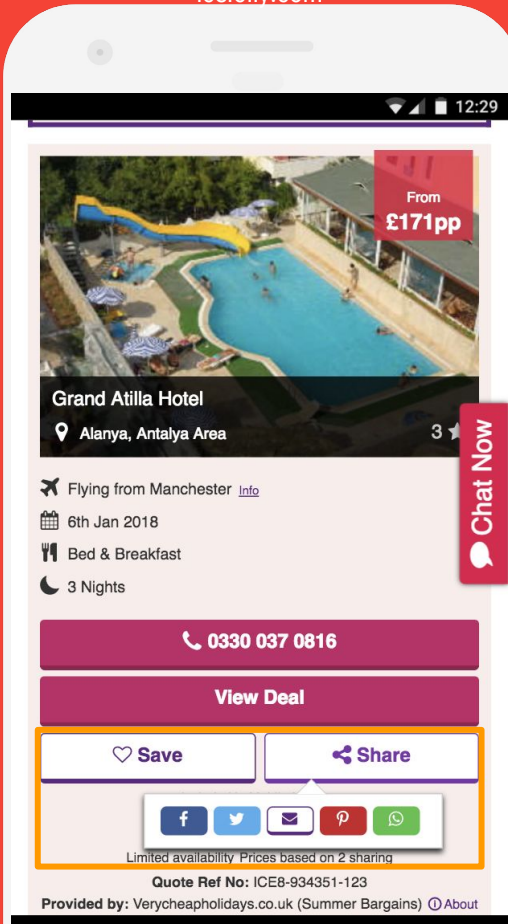
Room 1: 1 Night €260,57
Taxes & Fees: €26,84
Total Due Now: €287,41

Book

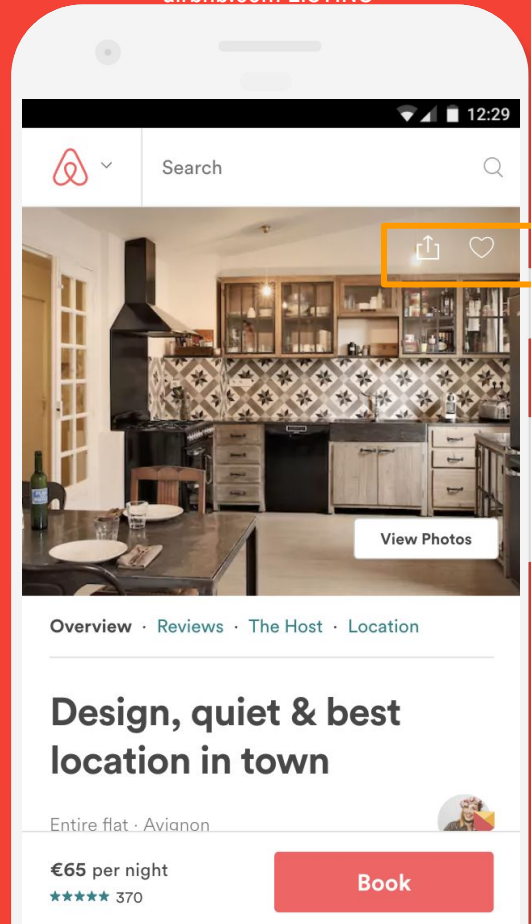
I agree to the [Terms and conditions](#), [Hotel policies](#), [Cancellation](#) policy, and I understand that my credit card will be charged upon submitting the reservation request.

SUPPORT CROSS-DEVICE BEHAVIOR (MAKE SHARING LINKS EASY)

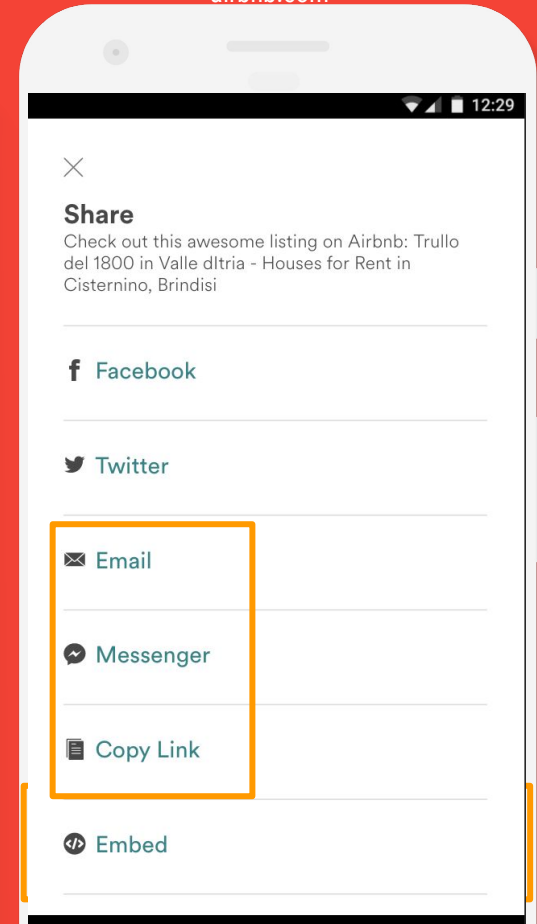
icelolly.com



airbnb.com LISTING

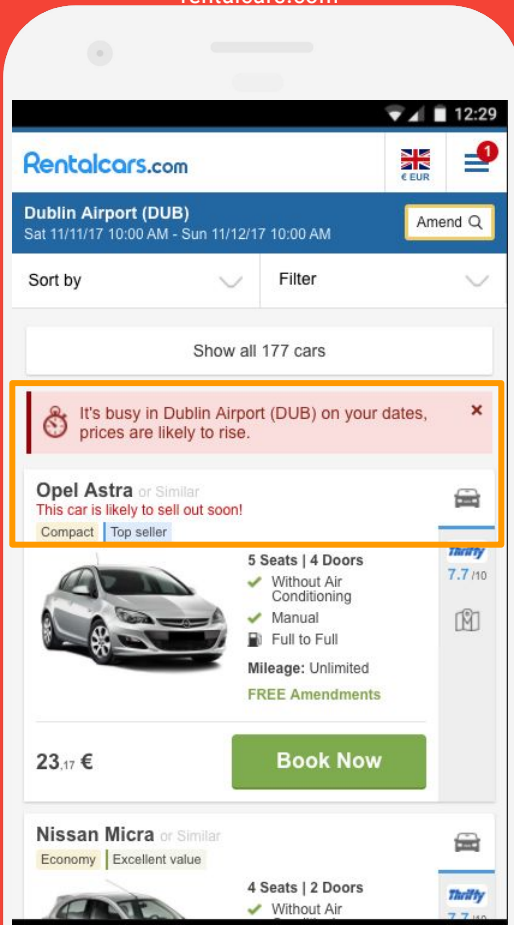


airbnb.com

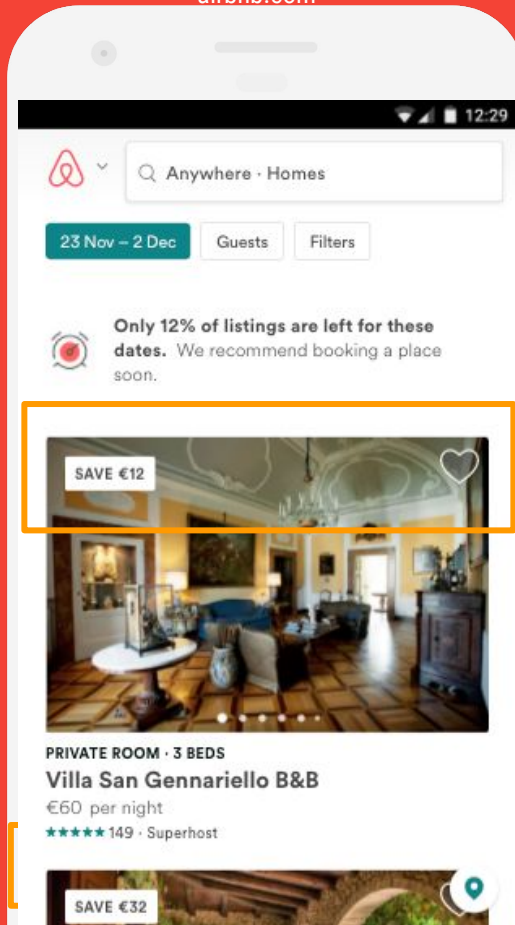


CREATE URGENCY TO DRIVE CONVERSIONS

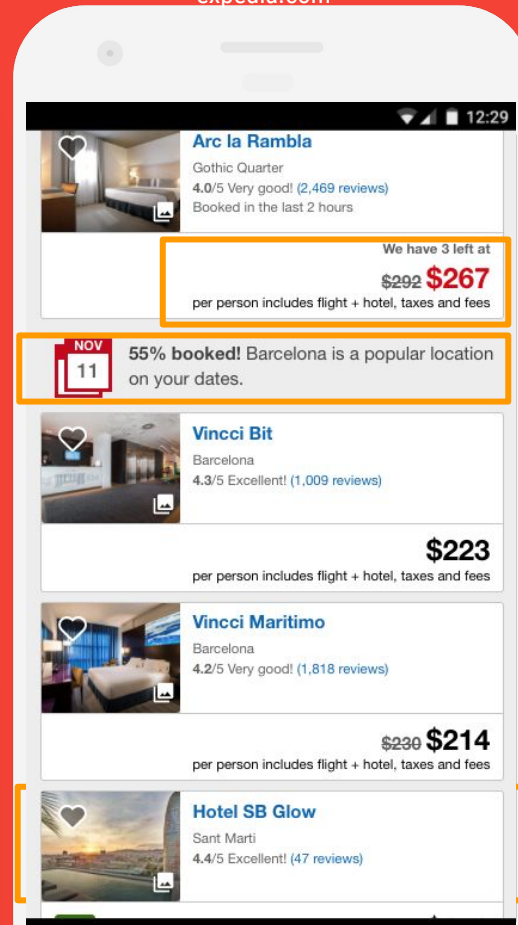
rentalcars.com



airbnb.com

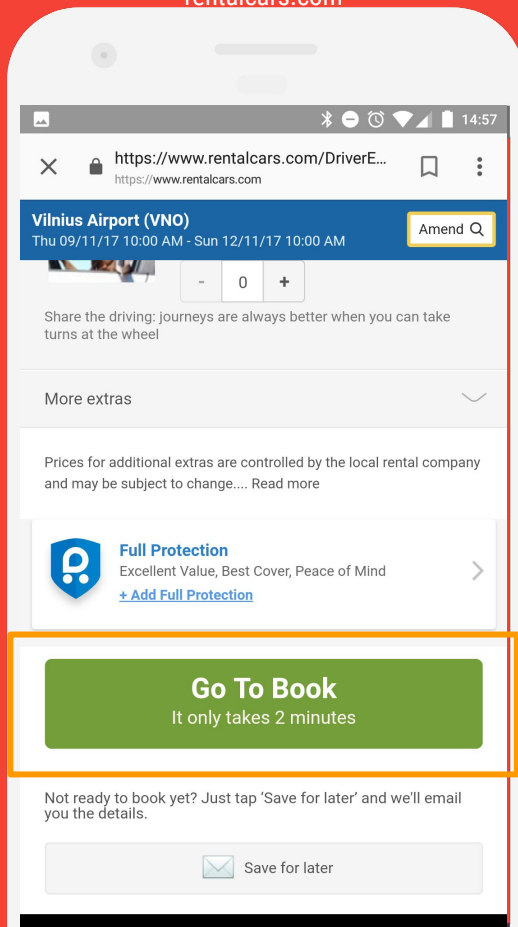


expedia.com

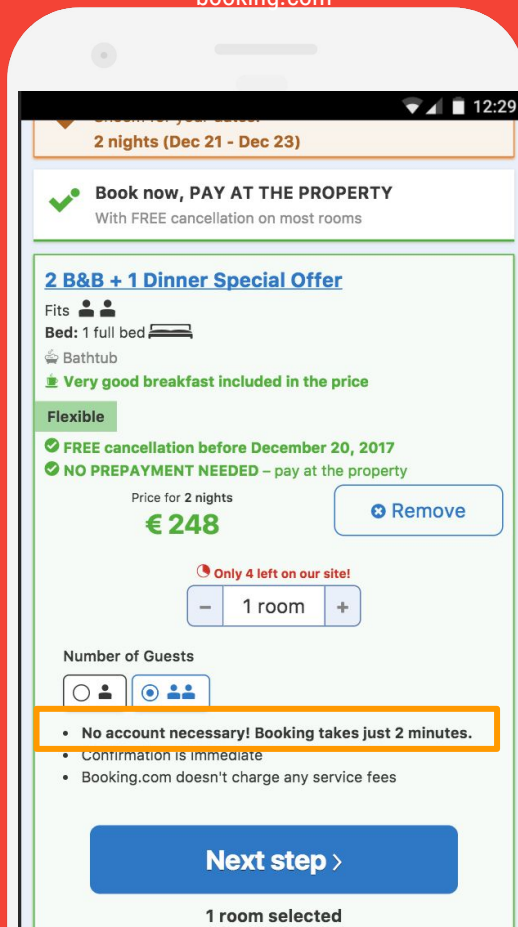


HELP ESTIMATE HOW LONG IT WILL TAKE TO COMPLETE THE BOOKING

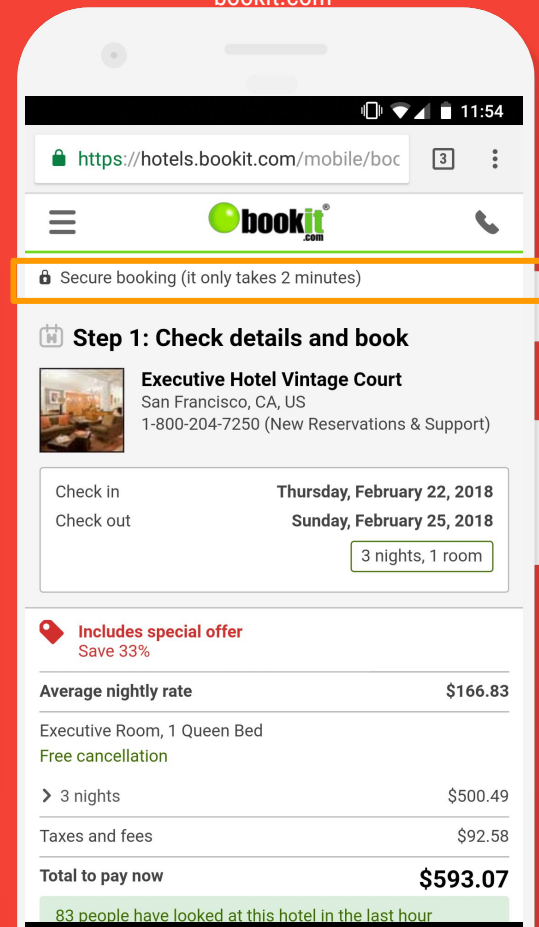
rentalcars.com



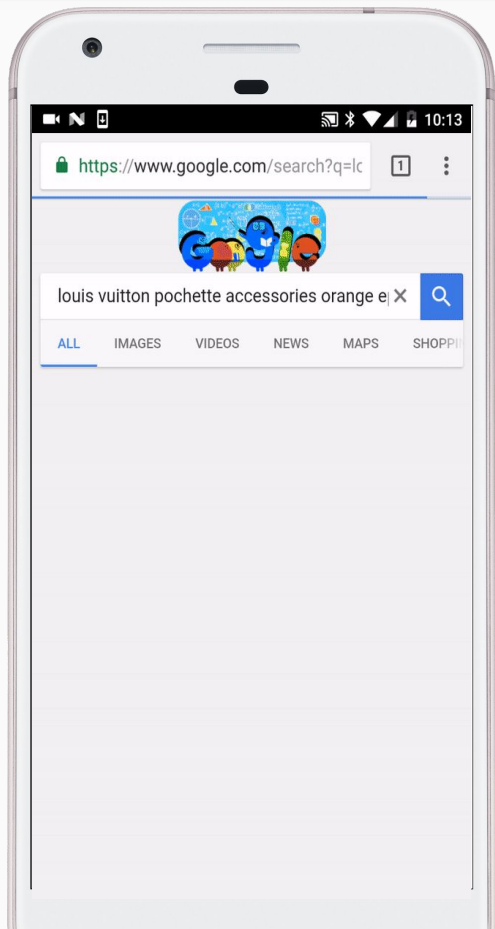
booking.com



bookit.com



USE PAYMENT REQUEST API: Takes advantage of users stored information



Why:

25% increase in CVR from autofill

30% decrease in form completion time with autofill

What:

- Leverages autofill
- Eliminates forms
- One tap to check out
- Replaces experience for 'buy now' or guest checkout

Google Developers implementation docs:

- [Introducing the Payment Request API](#)
- [Deep dive](#)
- [UX Considerations](#)

Research:

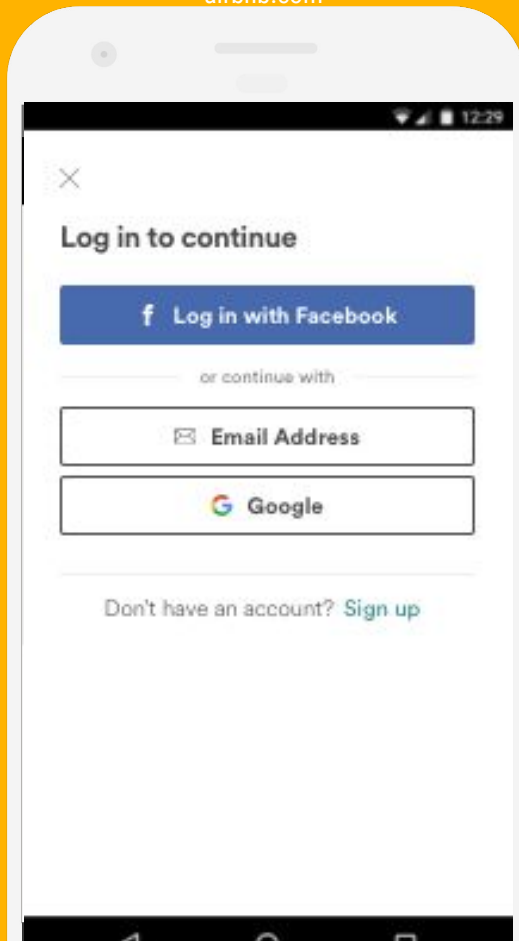
goo.gl/9FwBh4

Creating frictionless experiences across the funnel (TRAVEL)

1. HOME/LANDING PAGE		2. SEARCH		3. RESULTS PAGE		4. BOOKING		5. FORMS		6. POST-BOOKING	
SECTION	Sign-in/up Forms			Ease of implementation		Impact		Key Metric			
KEY SUGGESTION	Communicate sign in/sign-up/app download benefits upfront			Easy		High		CvR for Account creation, app download # of Returning users			
	Sign in with social			Easy		High		CvR, Exit Rate, % error rate			
	Consider integrating one tap sign up			Easy		High		CvR, Exit Rate, % error rate			
	Show reasons to download an app or sign up			Easy		High		CvR, App to download			
	Support cross-device action			Easy		High		Cross device conversion			
	Show user benefits of enabling push notifications			Easy		High		Micro-conversion on # of users opt-in			

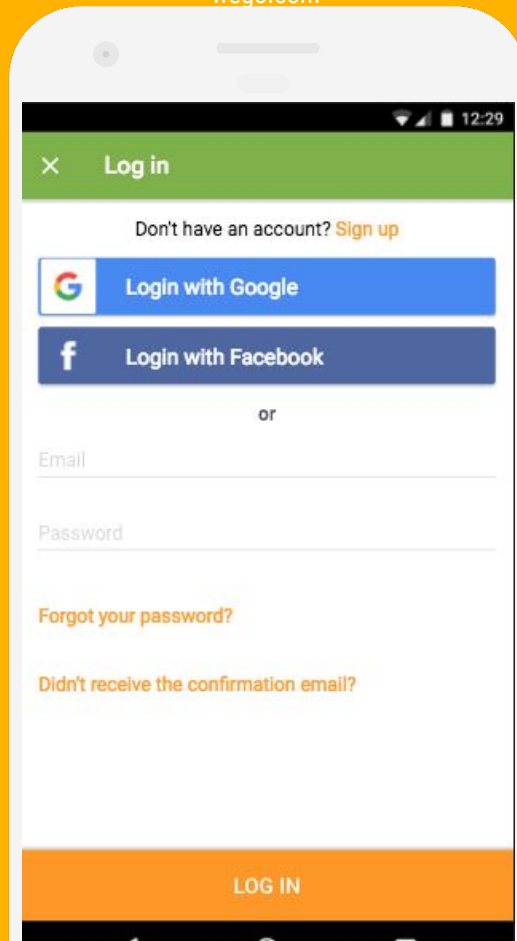
SIGN IN WITH SOCIAL (increases conversions by 53%; [study](#))

airbnb.com



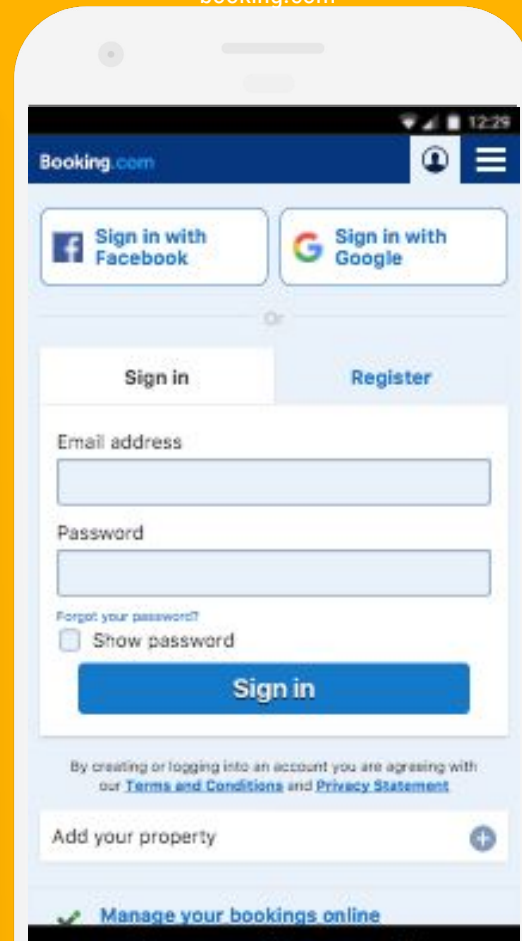
A mobile app login screen for Airbnb. At the top, there is a close button (X) and the text "Log in to continue". Below this is a large blue button with the Facebook logo and the text "Log in with Facebook". Underneath, it says "or continue with" followed by two input fields: one for "Email Address" with an envelope icon, and another for "Google" with the Google logo. At the bottom, there is a link that says "Don't have an account? Sign up".

wego.com



A mobile app login screen for Wego. It has a green header with a close button (X) and the text "Log in". Below the header, it says "Don't have an account? Sign up" in orange. There are two large buttons: a blue one with the Google logo and "Login with Google", and a dark blue one with the Facebook logo and "Login with Facebook". Below these is the text "or". There are two input fields for "Email" and "Password". Below the password field, there are two links in orange: "Forgot your password?" and "Didn't receive the confirmation email?". At the bottom is a large orange button that says "LOG IN".

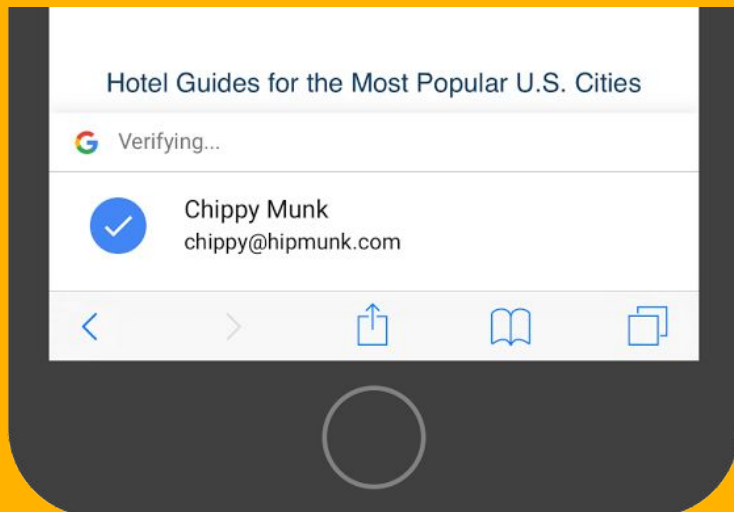
booking.com



A mobile app login screen for Booking.com. It has a blue header with the Booking.com logo, a user profile icon, and a menu icon. Below the header are two buttons: "Sign in with Facebook" and "Sign in with Google". Below these is the text "or". There are two tabs: "Sign in" (active) and "Register". Below the tabs are two input fields for "Email address" and "Password". Below the password field, there is a link "Forgot your password?" and a checkbox labeled "Show password". Below this is a large blue button that says "Sign in". At the bottom, there is a line of small text: "By creating or logging into an account you are agreeing with our Terms and Conditions and Privacy Statement". Below that is a button that says "Add your property" with a plus icon. At the very bottom is a link that says "Manage your bookings online" with a checkmark icon.

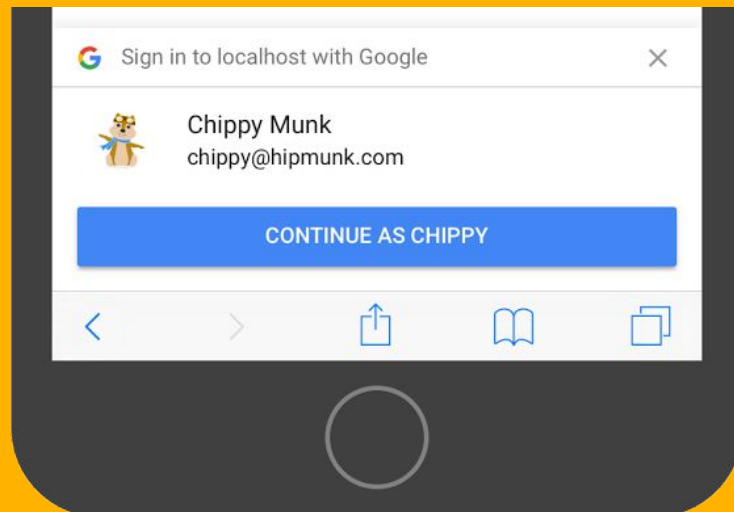
CONSIDER INTEGRATING ONE TAP SIGN UP (2-4x higher sign-up rates)

Sign in users automatically when they return to your site on any device or browser, even after their session expires. [More info](#)



Automatic sign-in

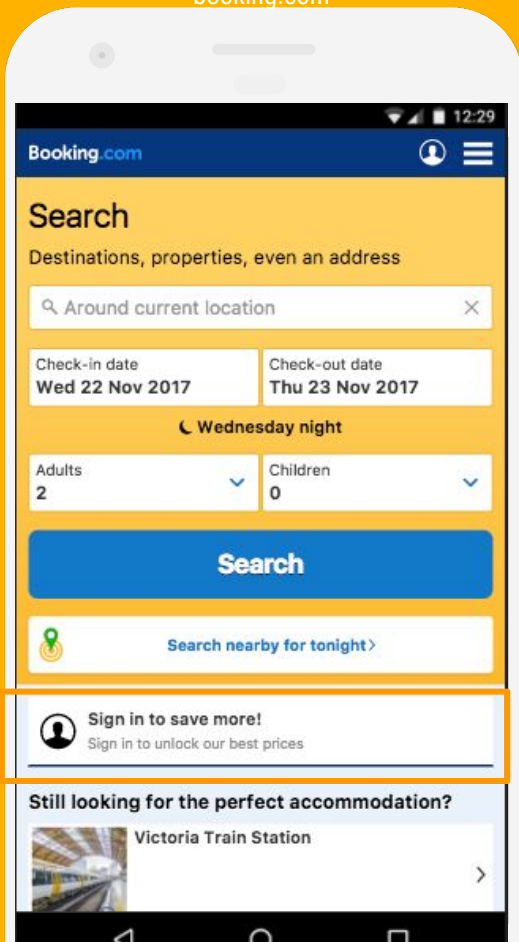
Sign up new users with just one tap, without interrupting them with a sign-up screen. Users get a secure, token-based, passwordless account on your site, protected by their Google Account. [More info](#).



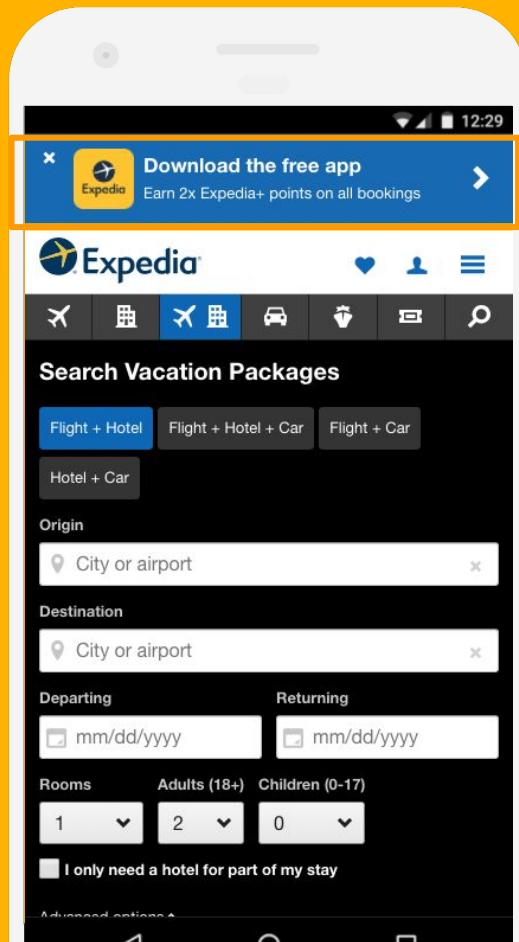
One tap sign-up

COMMUNICATE SIGN-UP/SIGN-IN/APP DOWNLOAD BENEFITS

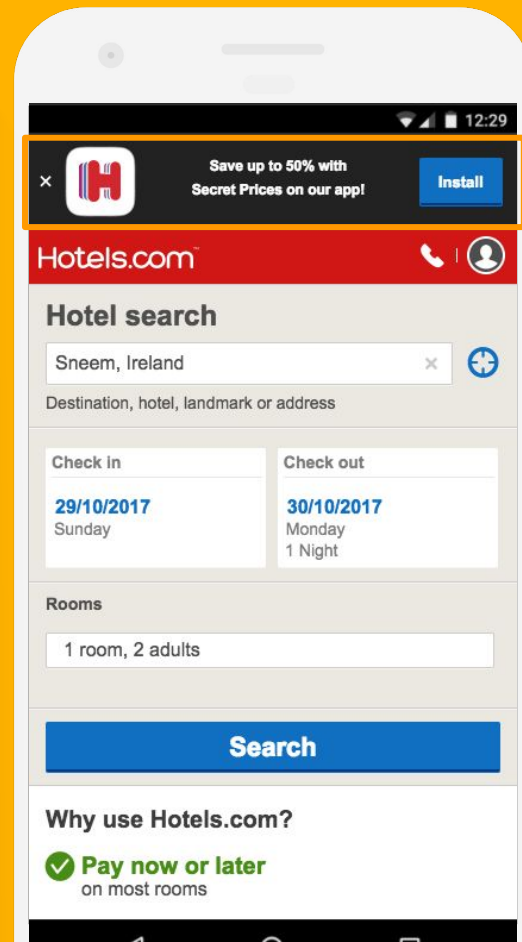
booking.com



The image shows the Booking.com mobile app interface. At the top, there's a blue header with the Booking.com logo and a user profile icon. Below the header is a search bar with the text "Search" and "Destinations, properties, even an address". The search bar has a placeholder "Around current location". Below the search bar are fields for "Check-in date" (Wed 22 Nov 2017) and "Check-out date" (Thu 23 Nov 2017). There's a section for "Wednesday night" and fields for "Adults" (2) and "Children" (0). A large blue "Search" button is prominent. Below the search bar, there's a section for "Search nearby for tonight" with a location pin icon. At the bottom, there's a section for "Sign in to save more!" with a user profile icon and a link to "Sign in to unlock our best prices". Below this, there's a section for "Still looking for the perfect accommodation?" with a photo of Victoria Train Station and a right arrow.



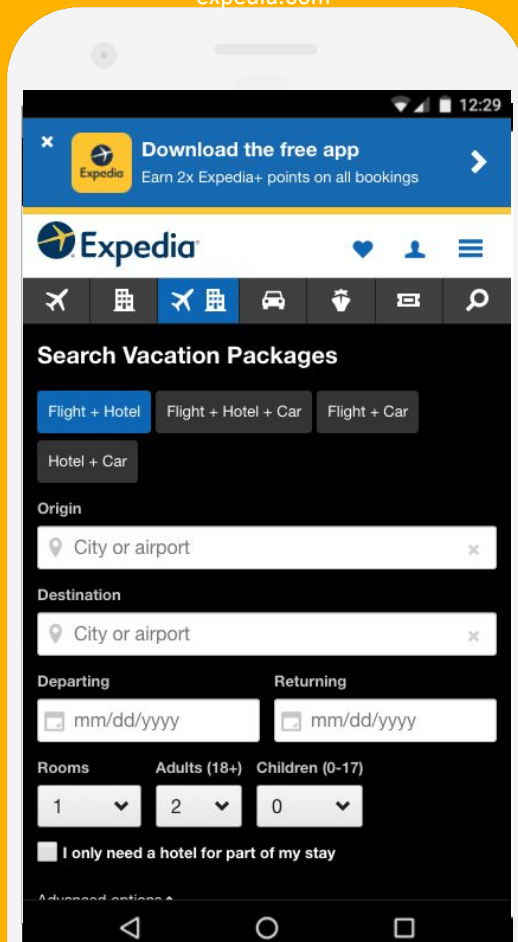
The image shows the Expedia mobile app interface. At the top, there's a blue header with the Expedia logo and a user profile icon. Below the header is a search bar with the text "Search Vacation Packages". The search bar has a placeholder "City or airport". Below the search bar are fields for "Origin" and "Destination", both with a placeholder "City or airport". There are buttons for "Flight + Hotel", "Flight + Hotel + Car", "Flight + Car", and "Hotel + Car". Below these are fields for "Departing" and "Returning" dates, both with a placeholder "mm/dd/yyyy". There are also fields for "Rooms" (1), "Adults (18+)" (2), and "Children (0-17)" (0). At the bottom, there's a checkbox for "I only need a hotel for part of my stay".



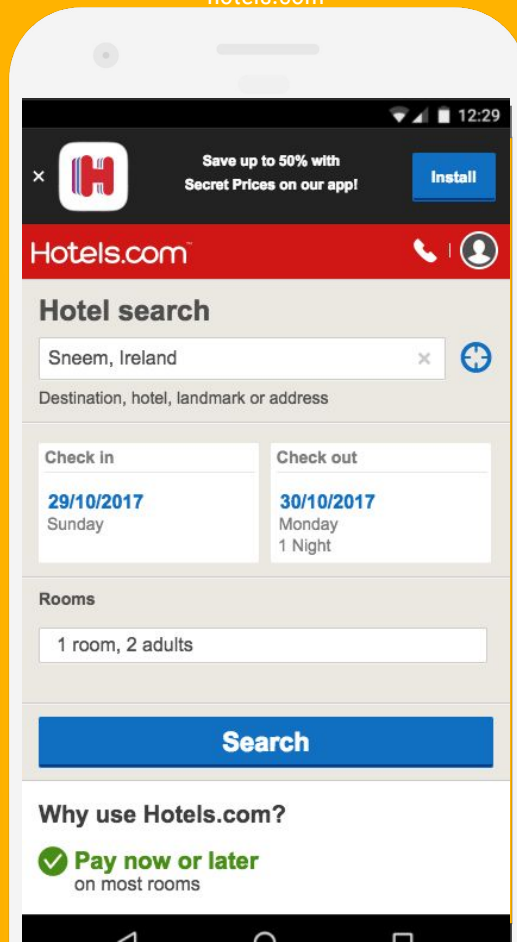
The image shows the Hotels.com mobile app interface. At the top, there's a red header with the Hotels.com logo and a user profile icon. Below the header is a search bar with the text "Hotel search" and a placeholder "Sneem, Ireland". Below the search bar is a section for "Check in" (29/10/2017, Sunday) and "Check out" (30/10/2017, Monday, 1 Night). There's a section for "Rooms" with a placeholder "1 room, 2 adults". A large blue "Search" button is prominent. Below the search bar, there's a section for "Why use Hotels.com?" with a green checkmark and the text "Pay now or later on most rooms".

SHOW REASONS TO DOWNLOAD THE APP or SIGN IN

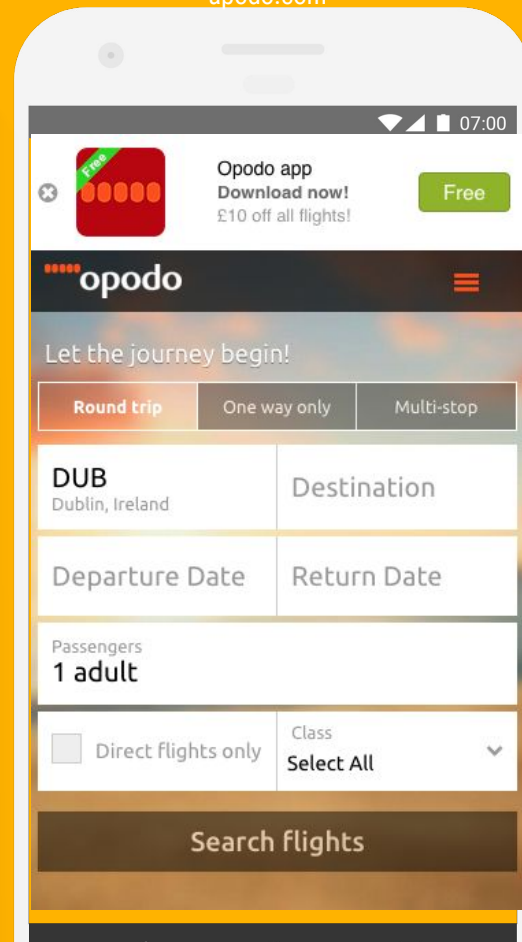
expedia.com



hotels.com

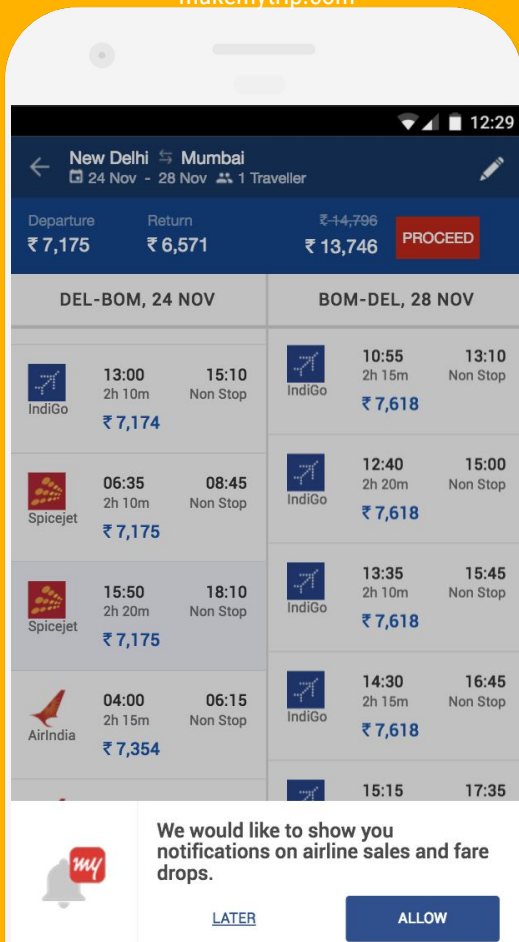


apodo.com



SHOW USER BENEFITS OF ENABLING PUSH NOTIFICATIONS

makemytrip.com



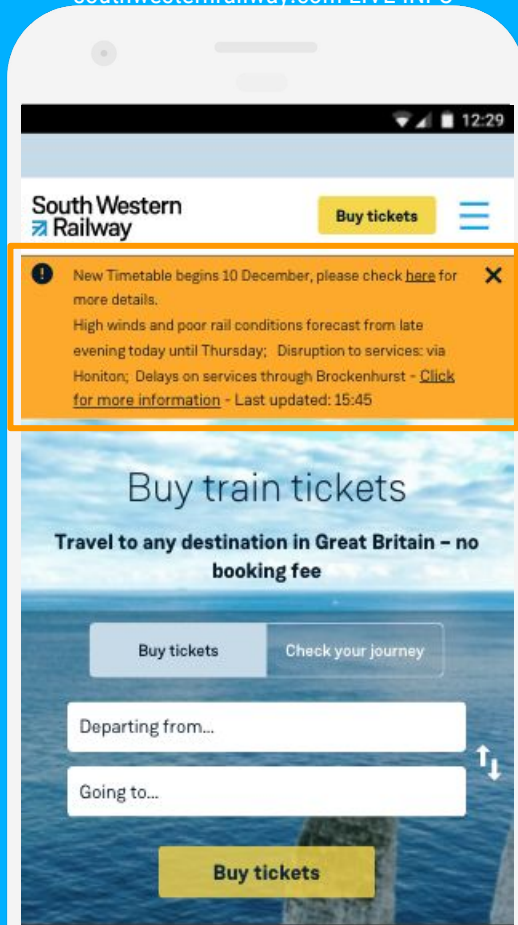
Post-booking

Creating frictionless experiences across the funnel (TRAVEL)

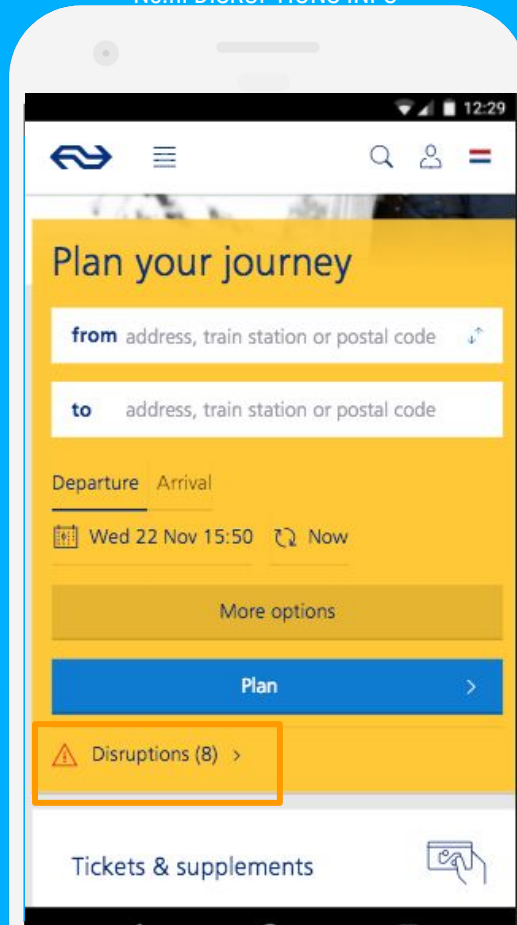
1. HOME/LANDING PAGE		2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Post Booking	Ease of implementation		Impact	Key Metric	
KEY SUGGESTION	Make obvious information easily accessible post booking	Easy		High	CvR, App to download	
	Ensure all FAQs could be found easily	Easy		Medium	Clicks on the page, time spend on the page	
	Make the obvious easy to find: bookings/check in	Easy		Medium	CTR	
	Make the obvious easy to find: change currency/language	Easy		High	CvR, App to download	
	Allow users to save e-boarding pass without app download (i.e. PWA/e-mail it)	Medium		Medium	Cross device conversion	

SHOW KEY NOTIFICATIONS & UPDATES ON THE HOMEPAGE

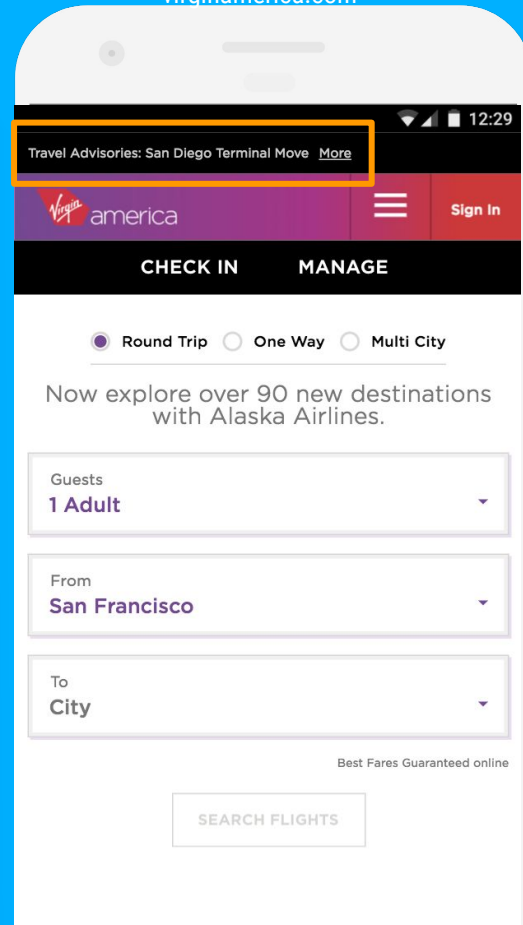
southwesternrailway.com LIVE INFO



Ns.nl DISRUPTIONS INFO

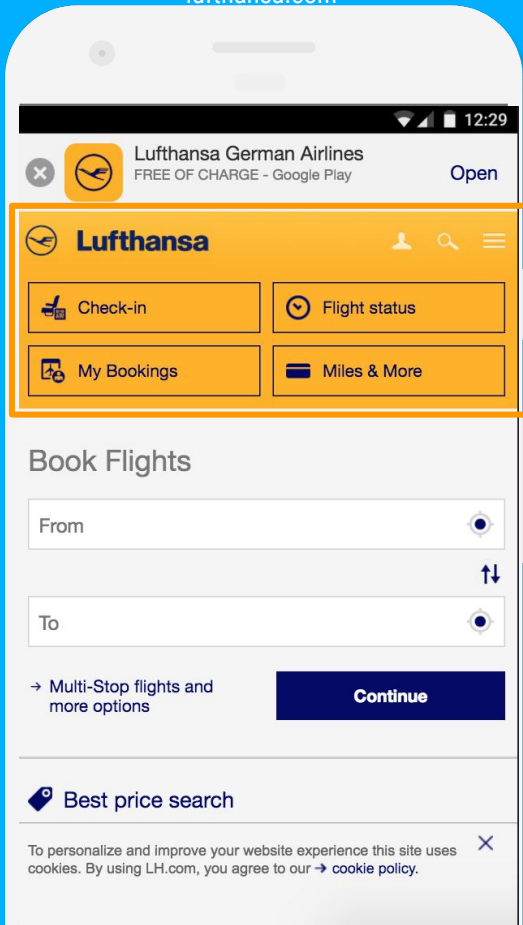


virginiamerica.com

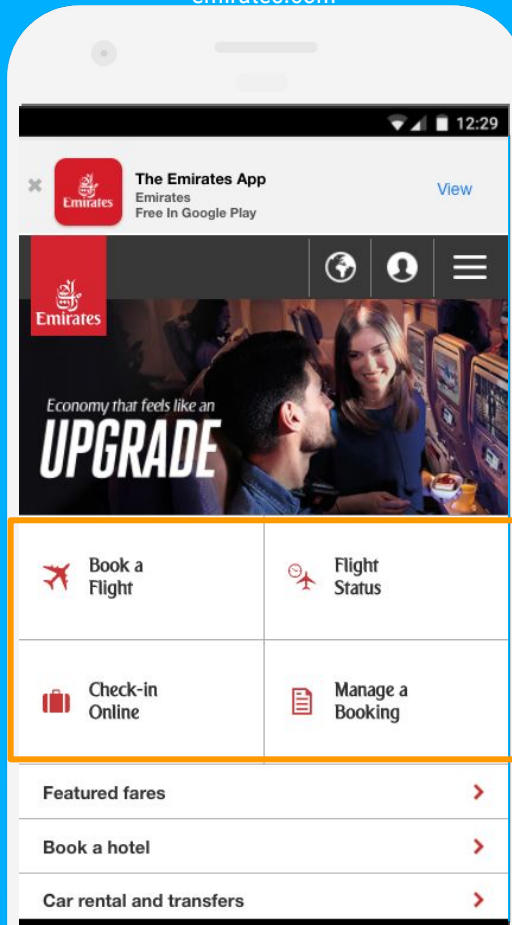


HAVE SHORTCUTS TO TOP CATEGORIES ON THE HOMEPAGE (STUDY)

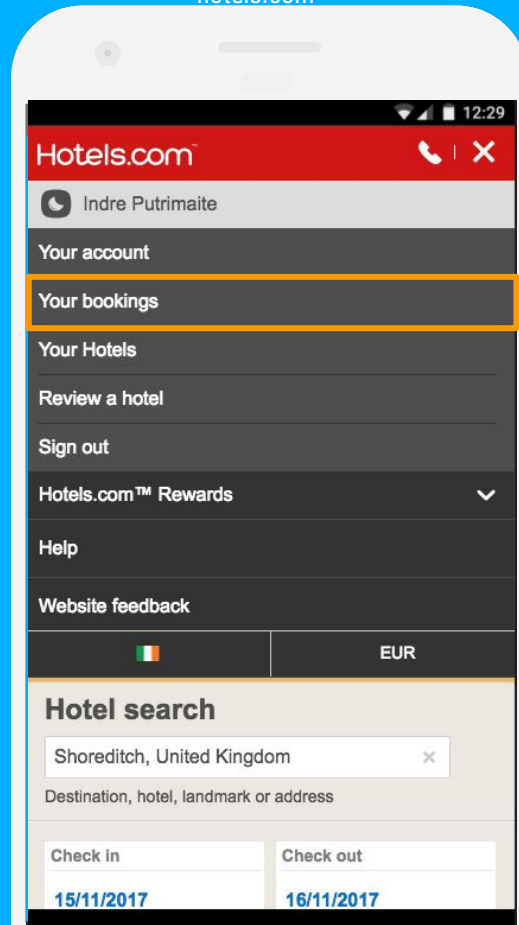
lufthansa.com



emirates.com

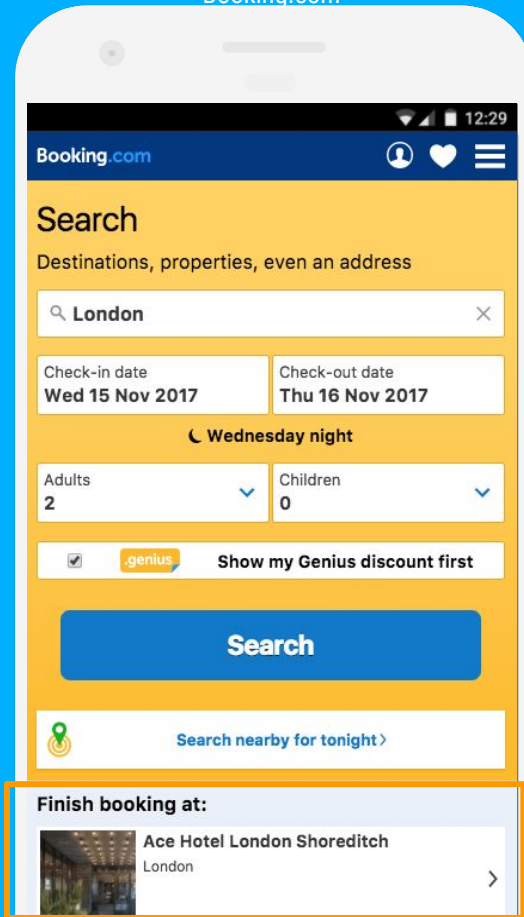


hotels.com

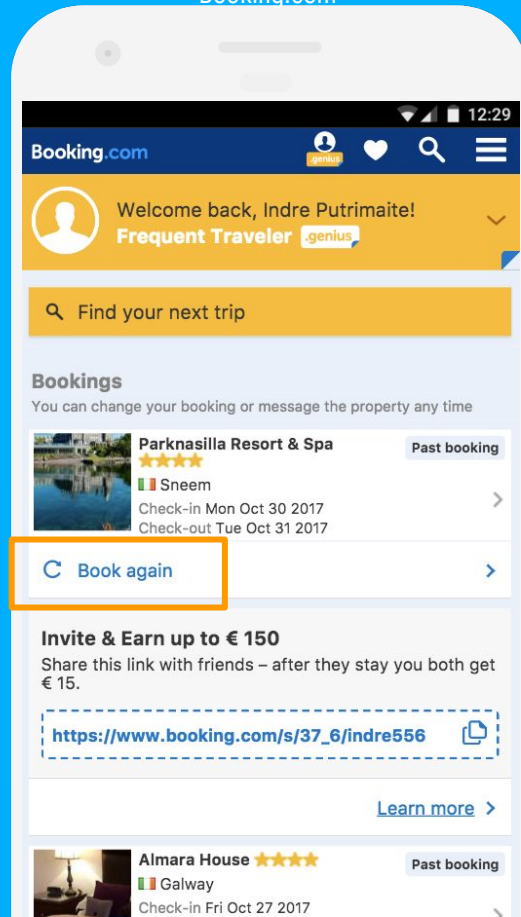


DELIGHT FREQUENT USERS, SURFACE PREVIOUS BOOKINGS FOR BUSINESS TRAVELERS

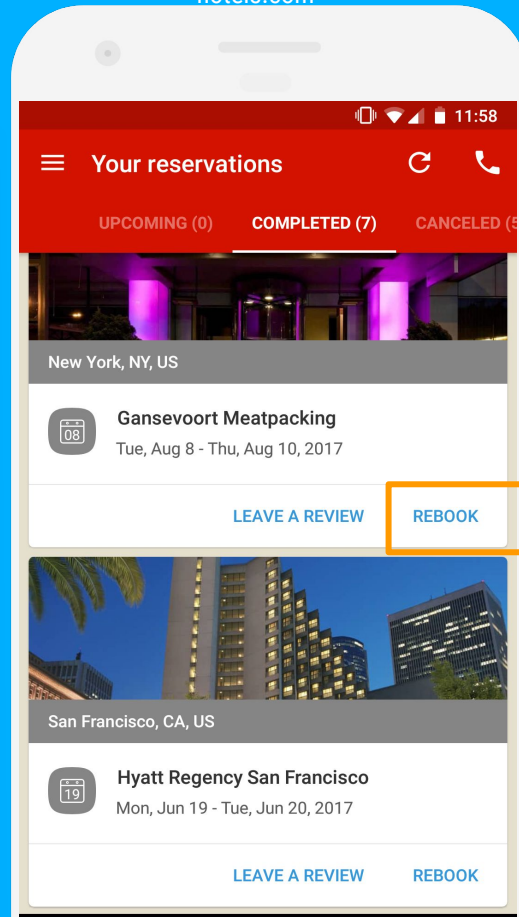
Booking.com



Booking.com

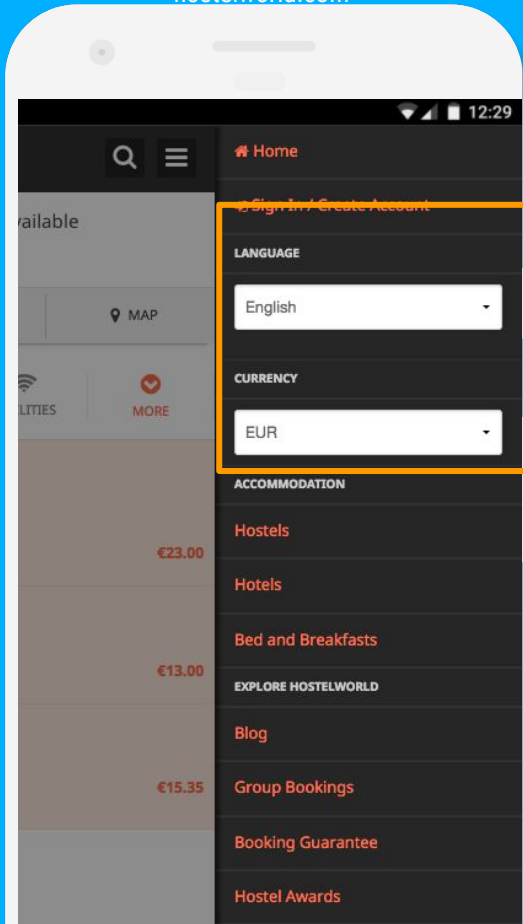


hotels.com

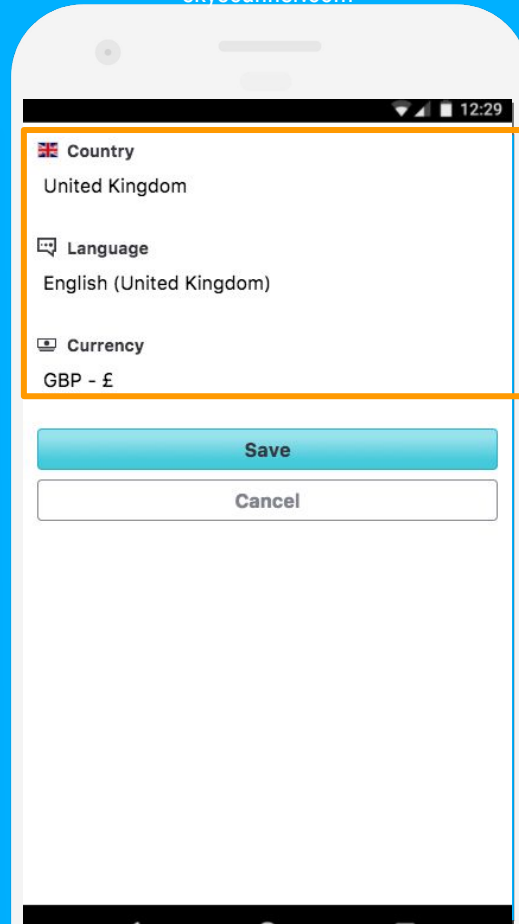


GIVE OPTIONS TO CHANGE CURRENCY/LANGUAGE, IF RELEVANT

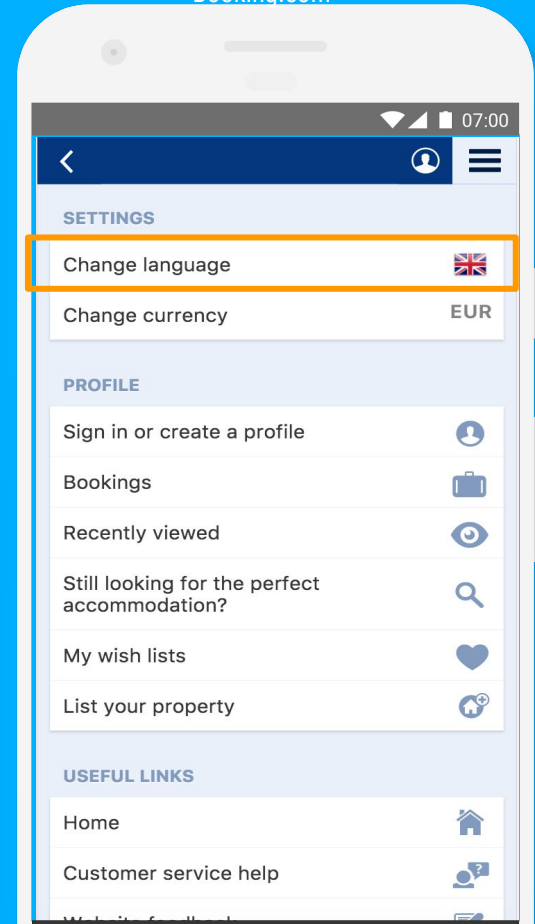
hostelworld.com



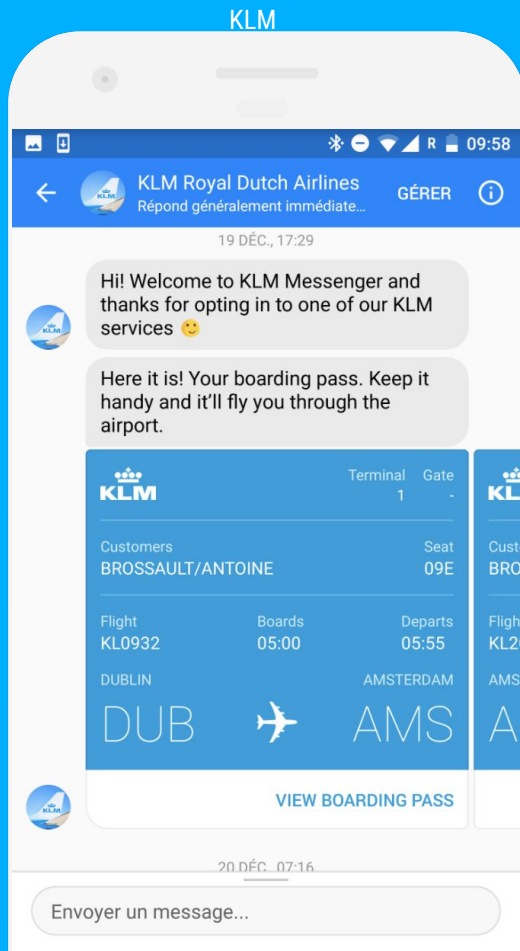
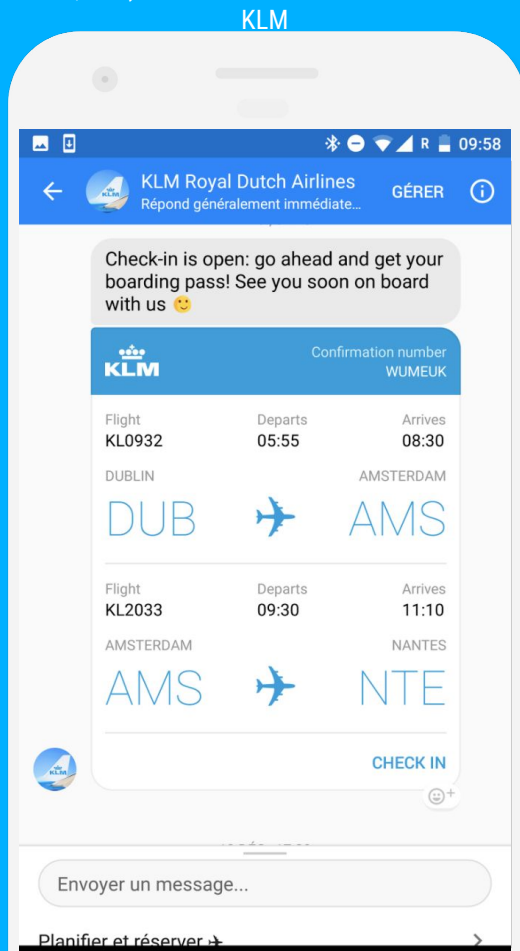
skyscanner.com



Booking.com

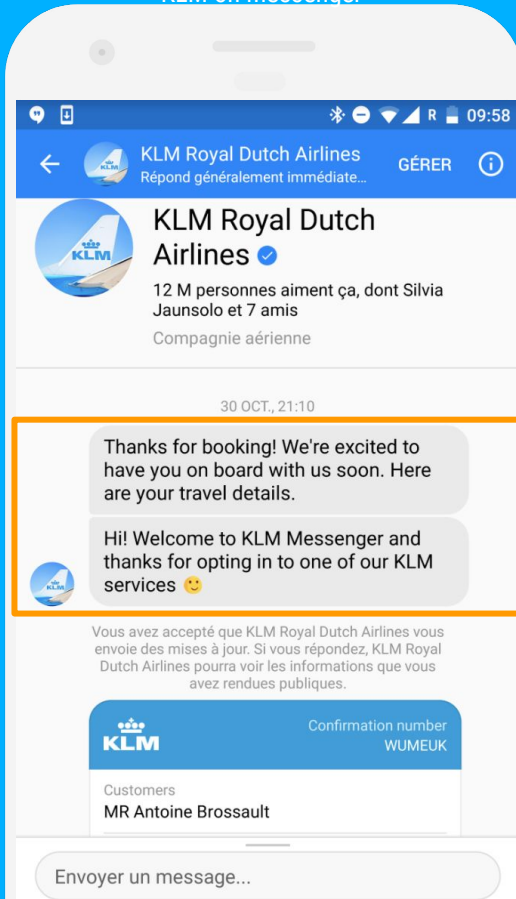


ALLOW USERS TO SAVE E-BOARDING PASS WITHOUT APP DOWNLOAD (i.e. PWA, EMAIL, MESSENGER, TEXT MESSAGE, etc.)

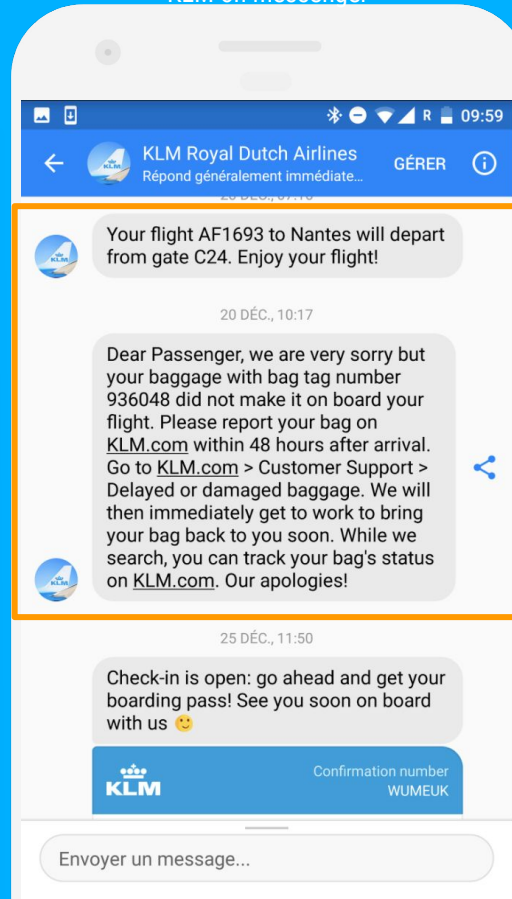


BE WHERE YOUR USERS ARE FOR FAQs AND CUSTOMER SUPPORT

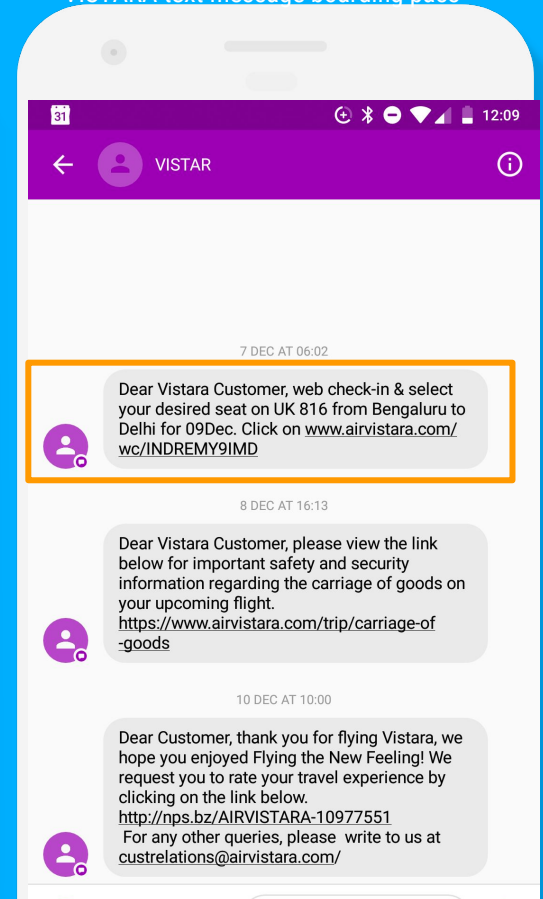
KLM on messenger



KLM on messenger



VISTARA text message boarding pass



More info/case studies



Improved user experience drives higher engagement



Goals

- Improving their website's mobile user experience

Approach

- Consulted with Google on various UX opportunities across the customer journey
- Tested 25/30 of the UX recommendations (e.g. making images zoomable)

Results

72% Uplift in engagement rate on mobile after making images zoomable

10% Increase YoY in share of repeat mobile visitors to the US and UK landing pages

Travelodge

Focusing on ad extension depth and reaping rewards

"When facing tough performance targets, it's important we leverage any new search products to give us an edge over the competition. Dynamic Search Ads have proved to be a great complimentary product to traditional keyword based PPC, opening up new targeting opportunities. They will form a key part of our strategy forward."

Jonathan Melton, Paid Search Director, Mediavest



Goals

- Collect traffic from search terms based site content not yet covered in existing campaigns
- Improve efficiencies within the account with higher click-through-rates and lower cost-per-clicks

Approach

- Setup Dynamic Search Ad campaigns across 18 different cities across 3 Google accounts (London, North and South).
- Implemented a strong negative strategy to ensure no duplicate bidding

Results

Captured traffic from terms not previously covered and saved time

Compared to generic exact match campaigns, dynamic search ads drove:

123% higher click-through-rate

-78% decrease on cost-per-acquisition

Transavia



With Google Optimize 360 Transavia cuts mobile homepage bounce rate by 77%

Goals

- Optimise digital experience
- Improve mobile usability
- Generate more revenue

Approach

- Consulted with Google on a list of usability test suggestions based on best practices on the Travel industry
- Used GA 360 and Google Optimize to A/B test the suggestions

Results

- 5%** Higher CvR on mobile
- 77%** Lower bounce rate

Trivago fully featured PWA

One of the largest hotel search engines in EMEA

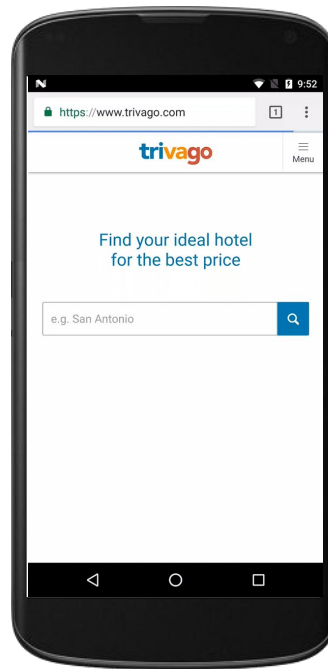


HTTPS

A2HS

Offline

- Trivago's PWA-evolved website is now available in 33 languages, across 55 countries with more than half a million people adding the trivago site to their homescreen.
- Engagement for users who add to homescreen has increased by 150%, from an average of just 0.8 repeat visits for users of the old mobile site, to 2 visits for PWA.
- Push notifications led to improvements in conversion, with a 97% increase in click-outs to hotel offers for users of the PWA.
- Among users whose sessions are interrupted by a period offline, 67% of those who come back online continue browsing the site.
- **Think with Google Case Study** [\[link\]](#)
- **Video case study on YouTube** [\[link\]](#)

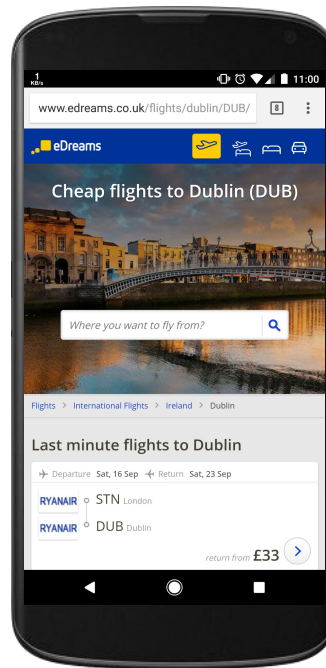


eDreams launched 500 AMP LPs

Hotel and Flights search engines of group Odigeo

AMP

- Partner launched 500 AMP Landing Pages to optimize AdWords campaigns.
- 2x improved Start Render and Page Load Time (11 to 5 seconds).
- CVR change to calculate



HolidayCheck launched responsive AMP pages for their Away e-magazine



The HolidayCheck AG, based in Bottighofen (Switzerland), is the operator of the largest German-language travel portal for travel and holidays on the Internet. Founded in 2003, the company has been a part of HolidayCheck Group AG since 2006, which in turn is part of Hubert Burda Media.

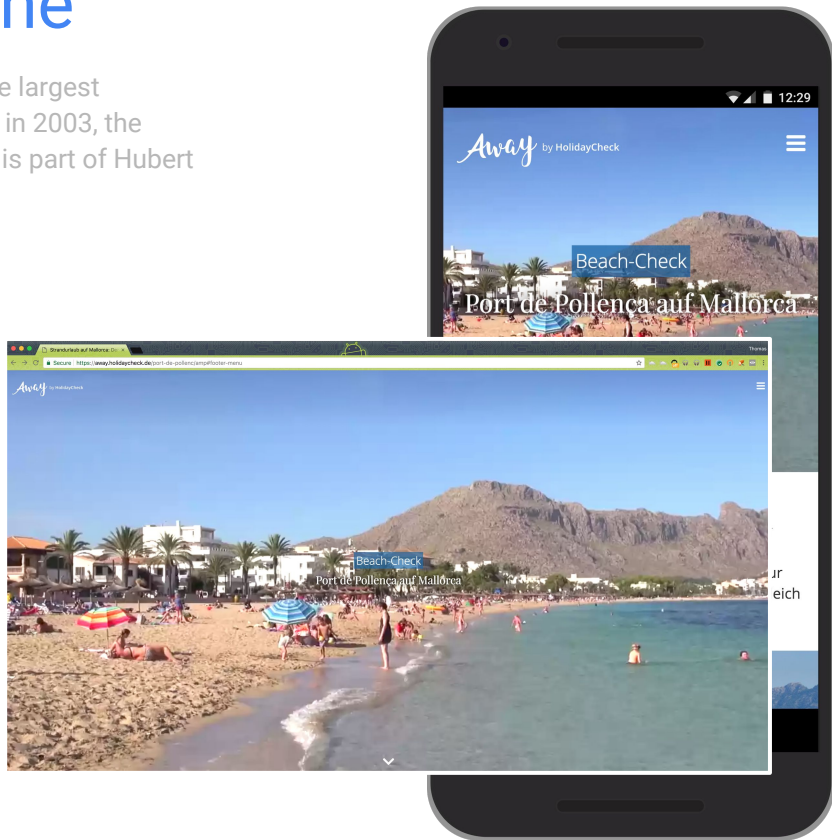
AMP

Video

Responsive

- To get a feeling for AMP and to eventually enable it on all areas of the site (pending the session stitching feature), HolidayCheck have successfully launched AMP pages for their Away e-magazine, with hotel pages ready to go.
- The e-magazine is fully responsive and features full-bleed background video.
- Average 3G loadtime went down from >10s to <1s, with far improved perceived performance for full-bleed videos.

<https://away.holidaycheck.de/port-de-pollenc/amp>



THANK YOU