

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	Use professional imagery	Show final price (including taxes, etc)	Allow social sign in	Ensure all FAQs could be found easily
Clear benefit-oriented value prop above the fold	Show geographically most relevant results by users geo	Allow sorting & filtering	Add urgency elements	Show reasons to download an app or sign up	
Use legible font sizes & large touch targets	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	
Show previous searches	Include sign-up/calls/contact us in the Menu card	Use drop-downs as a last resort	Add reviews and social proof		
Pre-fill current location	Include offers in the Menu card	Allow users to save or share different offers	Show steps & progress in booking		
If relevant, show aspirational content + shortcut to offers			Use inline validation		
			Use Autofill		
			Allow users to save a flight for 24/48 hours		



All recommendations
should be A/B tested!

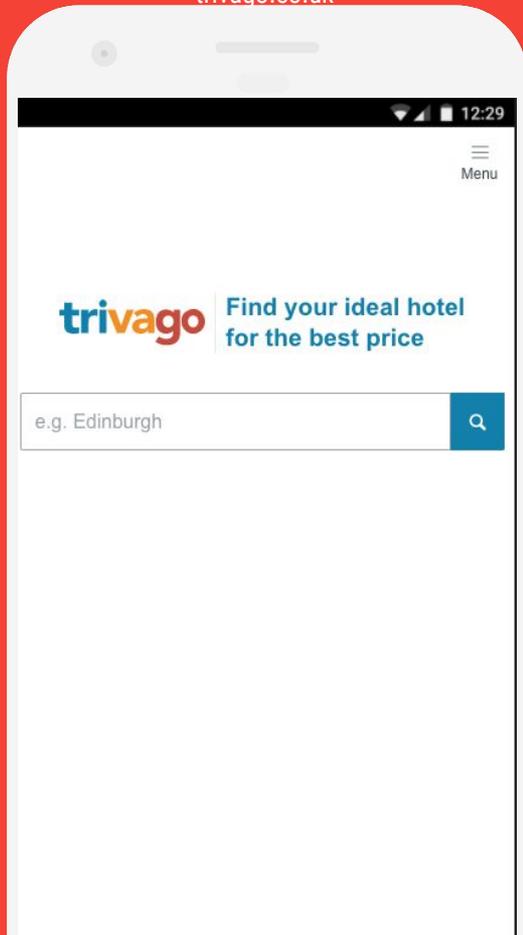
Homepage / Landing Page

Creating frictionless experiences across the funnel (TRAVEL)

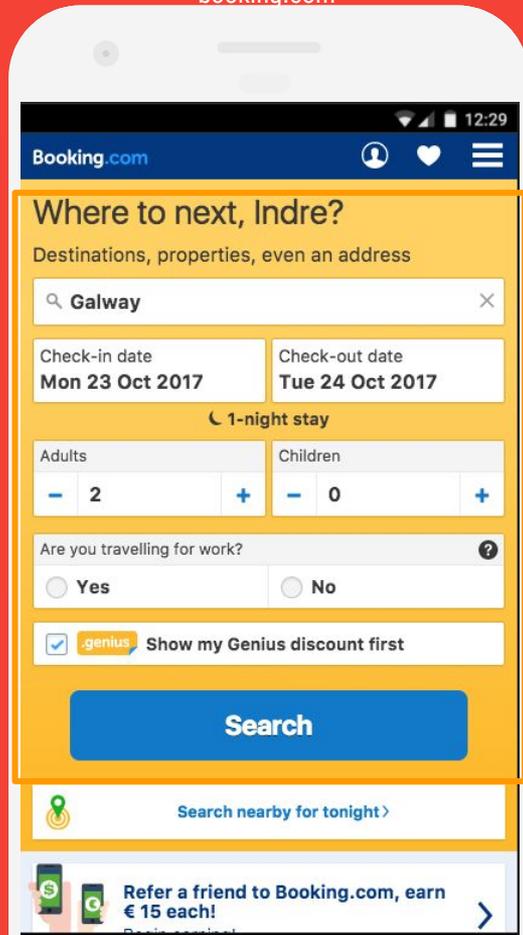
	1. HOME/LANDING PAGE	2. SEARCH	3. RESULTS PAGE	4. BOOKING	5. FORMS	6. POST-BOOKING
SECTION	Homepage/Landing Page		Ease of implementation	Impact	Key Metric	
KEY SUGGESTION	Clear CTA above the fold		Easy	High	Clicks on CTA, Bounce rate	
	Have descriptive CTAs		Easy	Medium	Clicks on CTA, Bounce rate	
	Clear 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)

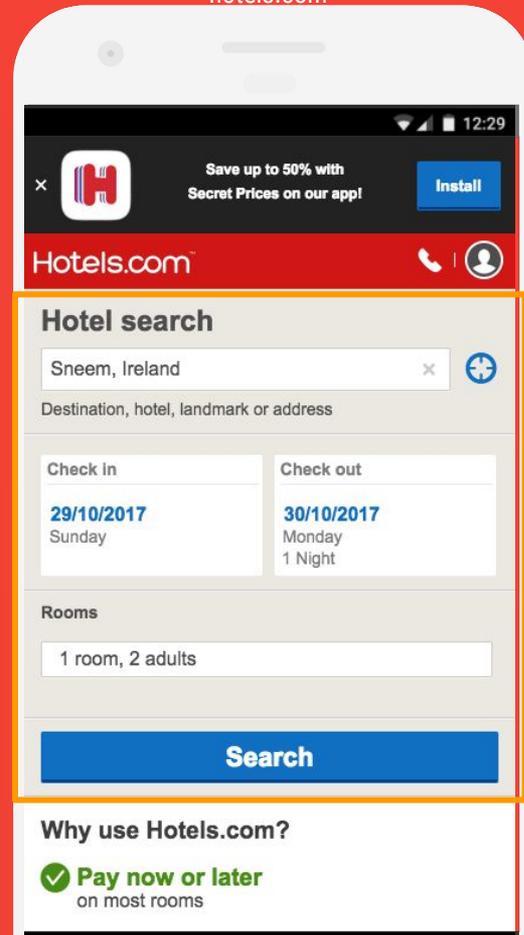
trivago.co.uk



booking.com



hotels.com



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 is a search form with three tabs: ONE-WAY, RETURN (selected), and MULTI-CITY. The form contains the following fields: Origin (LON, London, United Kingdom), Destination (To), Dates (24 Oct - 27 Oct, Tue - Fri), and Travellers (1 Traveller, Economy). A large orange arrow button is positioned below the form. At the bottom, there is a banner that says "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 TRAVELREPUBLIC logo, and a user profile icon. Below this is a yellow banner with the text "Trouble contacting us | Monarch Airlines and Somewhere2Stay." The main heading is "LOW HOLIDAY DEPOSIT from just £49 pp*". There are three tabs: Holidays (selected), Hotels, and Deals. The search form includes the following fields: Destination, Departure Airport (LCY + 5 more), Departure Date, Return Date, Flexible dates (+/- 3 days) (checked), and Occupancy (2 Adults). A large orange "Search Holidays" button is at the bottom. Below the button, there is a note: "£1 Deposit on most rooms 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 is a blue banner with the text "Looking for a great travel deal? Save money by comparing prices today". There are five tabs: Holidays (selected), Flights, Hotels, Car Hire, and Insurance. The search form includes the following fields: 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 "Search" button is at the bottom.

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

skyscanner.com

The Skyscanner mobile app interface features a clean, teal-themed design. At the top, there are navigation icons for flights, hotels, and car hire. Below this, users can select their trip type (Return, One way, Multi-city) and specify their departure location (London (Any)). There are checkboxes for 'Add nearby airports' and 'Direct flights only'. The departure and return dates are set to 24/10/2017 and 25/10/2017, respectively. The cabin class and number of travellers are set to '1 adult, Economy'. A prominent green button labeled 'Search flights →' is positioned below the search fields. At the bottom, there is a section for 'Popular destinations' with a sub-header 'November 2017' and the text 'Flying from London'.

momondo.com

The Momondo mobile app interface has a dark blue theme. It features a navigation bar with icons for Flights, Hotels, Car hire, and Inspiration. The main heading is 'Find and compare cheap flights'. The search fields are highlighted with a blue border and include: 'Waterford (WAT)' as the departure location, 'Fly to city, country or region' as the destination, '12 Nov' and '17 Nov' as the departure and return dates, and '1 passenger, Economy Class' as the passenger details. There are options for 'Return' and 'Direct preferred'. A large pink circular button labeled 'Search' is centered below the search fields. At the bottom, there is a section titled 'Open your world' with the text 'Get inspired, find the best deals, and start an unforgettable journey' and a 'Read more' link.

travelsupermarket.com

The Travel Supermarket mobile app interface features an orange and blue theme. It has a navigation bar with a 'Menu' icon and a 'Sign up' button. The main heading is 'Looking for a great travel deal?' with the sub-text 'Save money by comparing prices today'. Below this, there are tabs for 'Holidays', 'Flights', 'Hotels', 'Car Hire', and 'Insurance'. The search fields include: 'Select Location' for the departure location, 'Add another location' as an option, 'Enter Destination' for the holiday destination, '07 Nov 17' for the departure date, '7' for the number of nights, '2' for the number of adults, and '0' for the number of children (0-17). A prominent orange button labeled 'Search' is positioned below the search fields.

DISPLAY A CLEAR CTA ABOVE THE FOLD (car hire)

<http://www.rentalcars.com>

Rentalcars.com

Let's find your ideal car

Pick-up Location

Drop car off at different location

Pick-up Date: Drop-off Date:

Driver aged between 30 – 65?

Purpose of rental (optional)

Business
 Leisure

Search

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

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

TRAVELCAR

Smart rental

Pickup rental

Pickup date and time

Drop-off date and time

→ CALCULATE PRICE

<https://www.arguscarhire.com>

arguscarhire.com

The lowest price or the difference back. Simple.

Pick-up

Return to a different location

Pick-up date

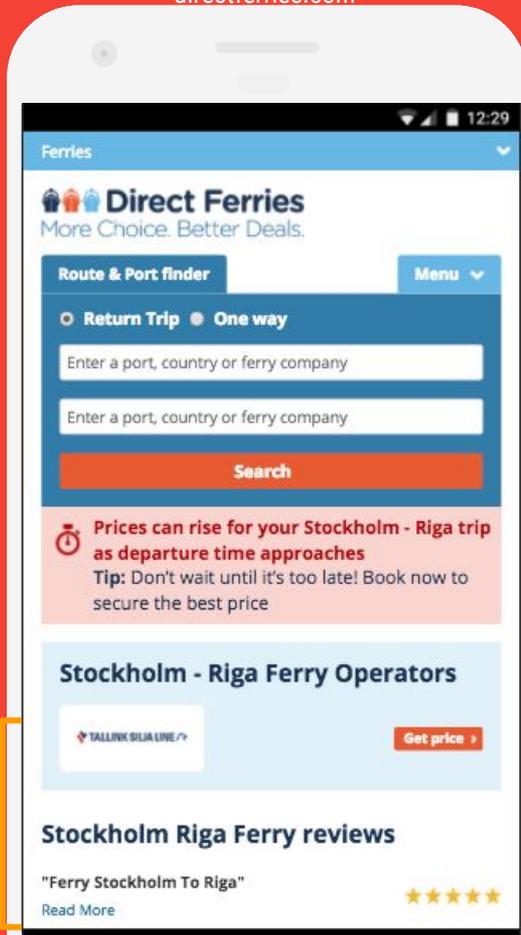
Return date

Driver aged between 25-70

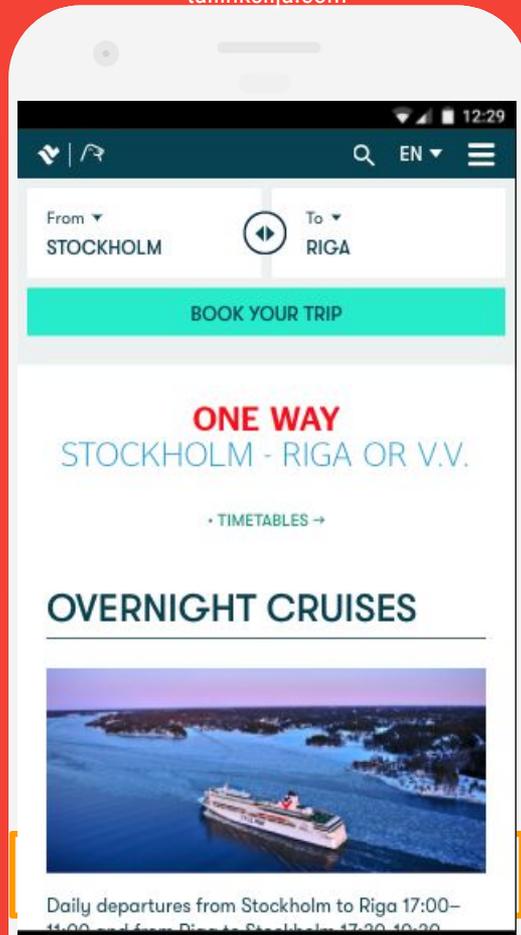
Search

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

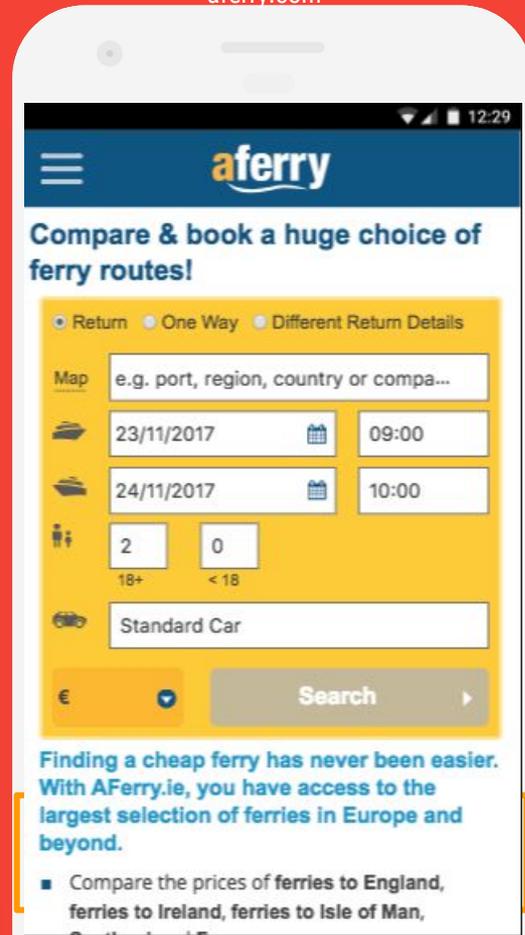
directferries.com



tallinksilja.com

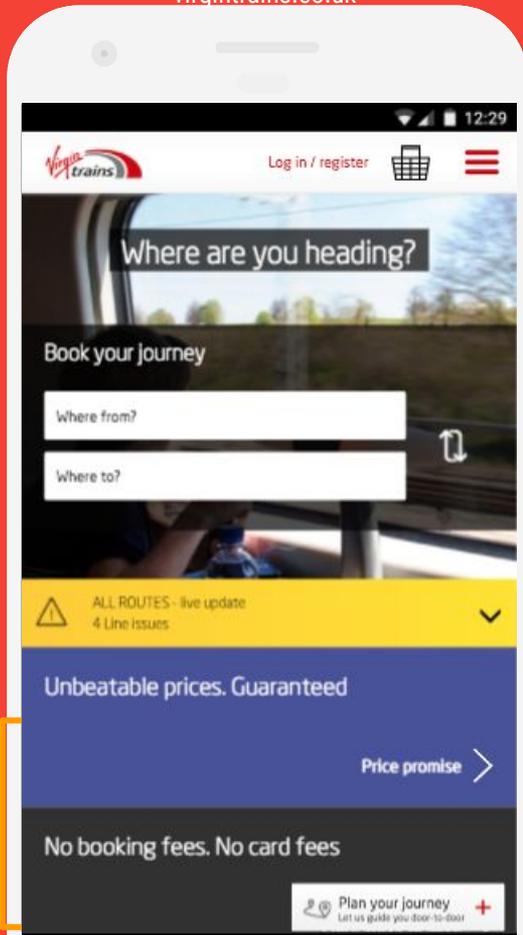


aferry.com

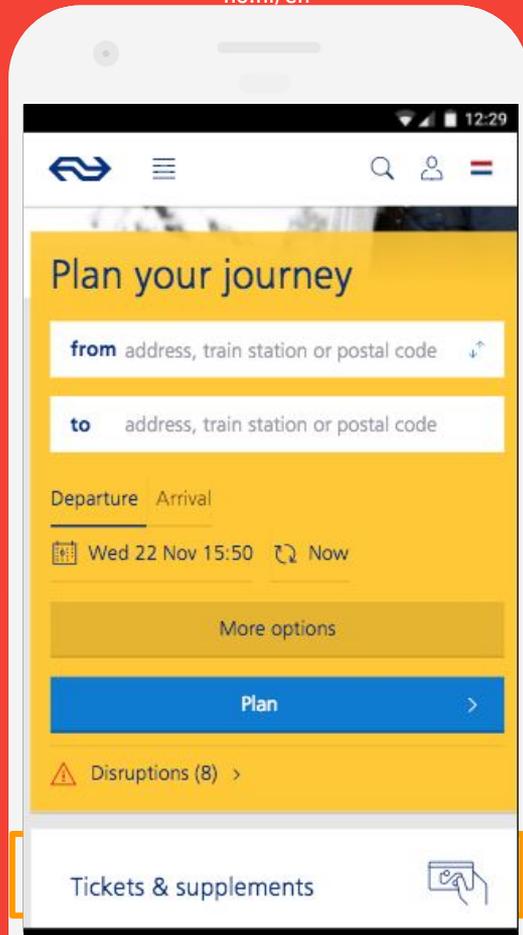


DISPLAY A CLEAR CTA ABOVE THE FOLD (trains)

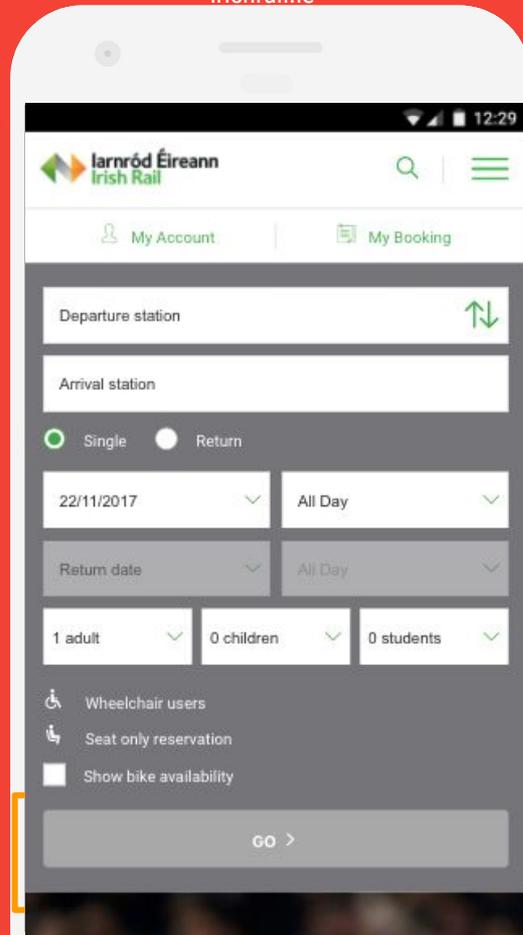
virgintrains.co.uk



ns.nl/en

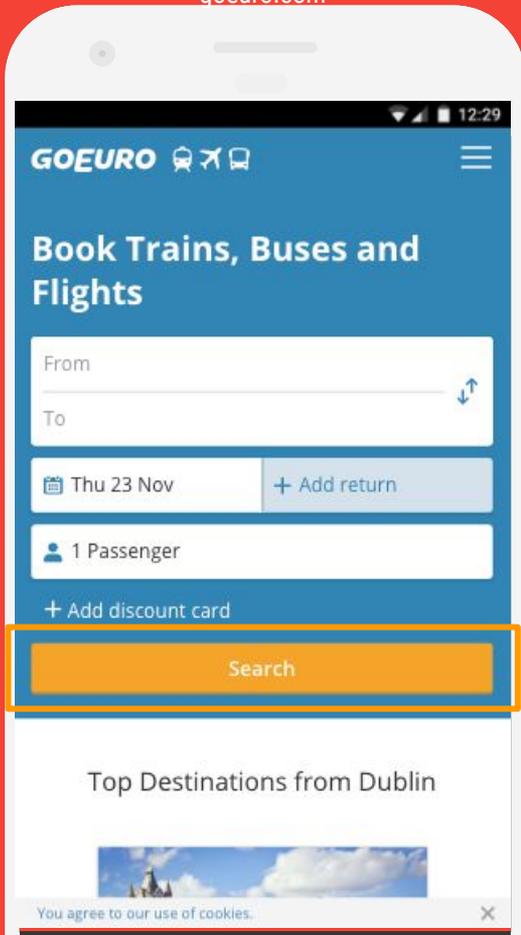


irishrail.ie

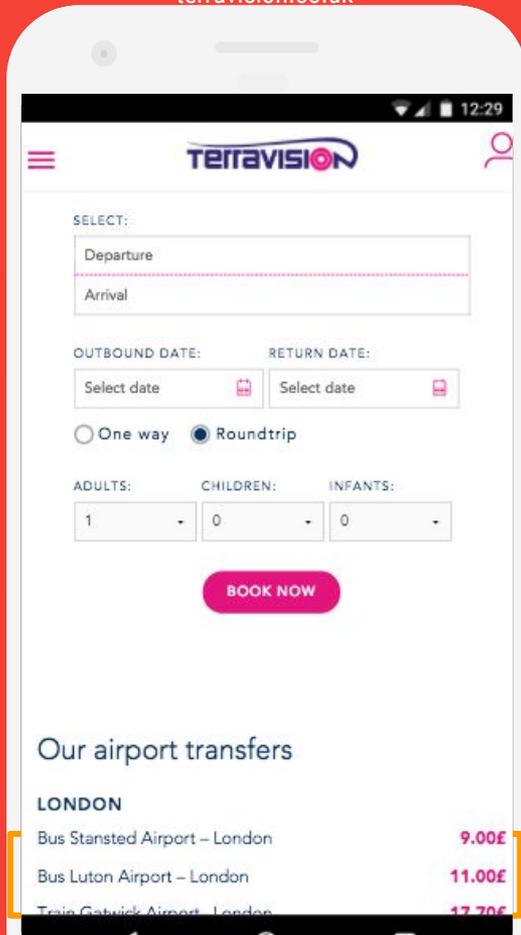


DISPLAY A CLEAR CTA ABOVE THE FOLD (buses)

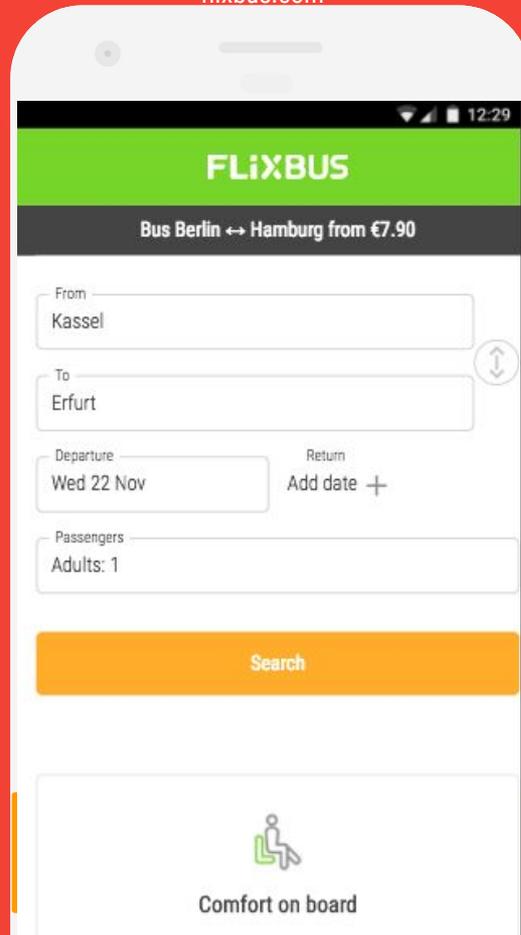
goeuro.com



terravision.co.uk

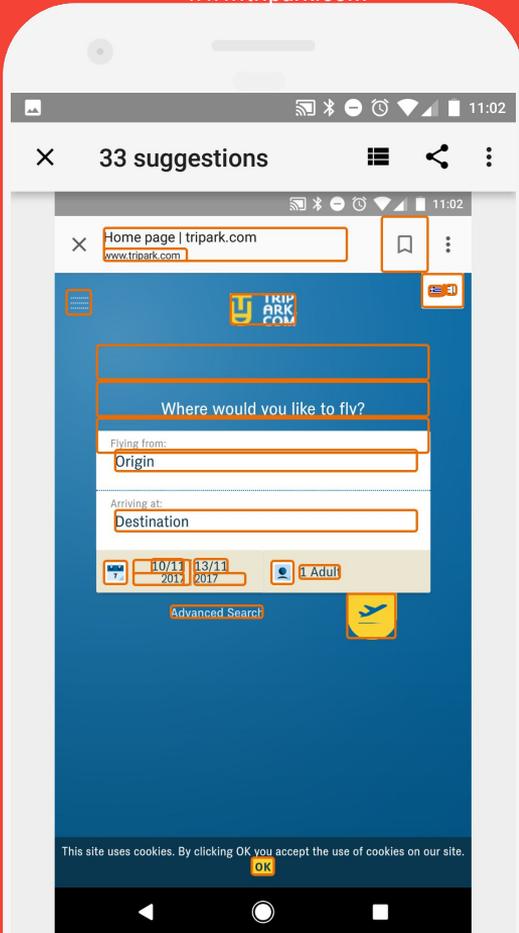


flixbus.com

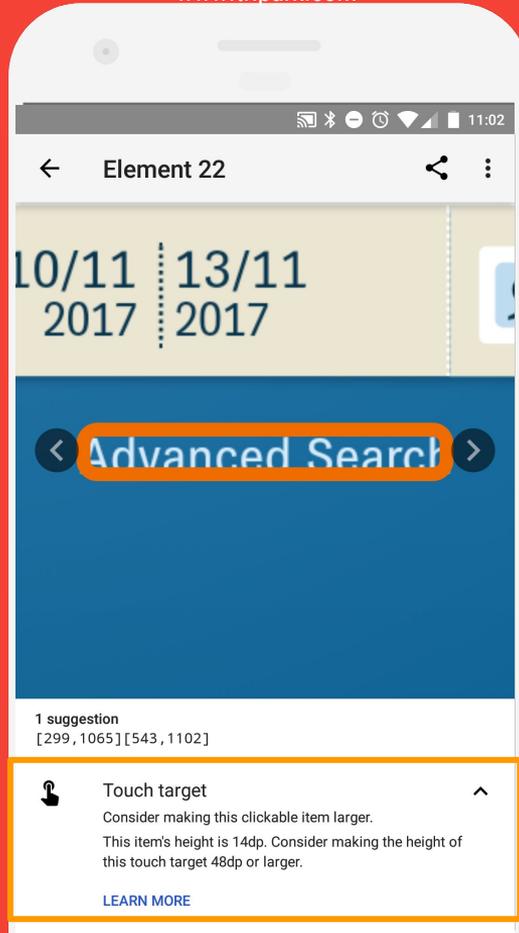


USE LEGIBLE FONT SIZES + LARGE TOUCH TARGETS (evaluate with Accessibility Scanner)

www.tripark.com



www.tripark.com



www.tripark.com

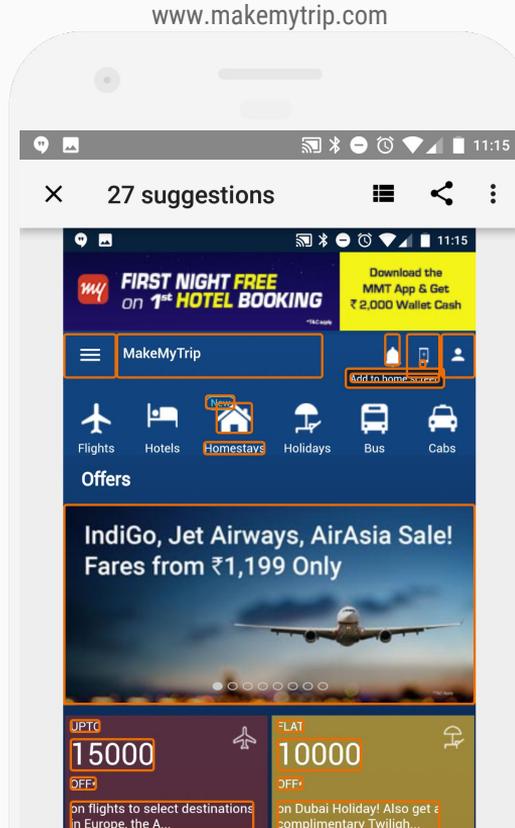


Is my mSite/PWA/app accessible for my users?

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

Hotels.com

Hotel search

Shoreditch, United Kingdom

Destination, hotel, landmark or address

Check in	Check out
15/11/2017 Wednesday	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

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

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

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 screenshot shows the edreams.com mobile app interface. At the bottom, a yellow box highlights a cookie notice: "By using our website, you accept our Cookies Policy" with a close button (X).

ryanair.com

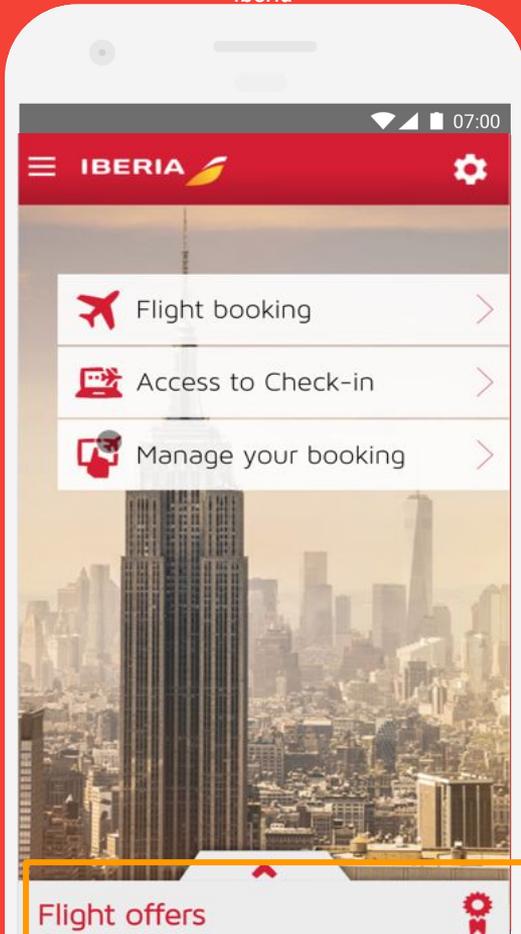
The screenshot shows the ryanair.com mobile app interface. At the bottom, a yellow box highlights a cookie notice: "By using our website you are consenting to our use of cookies in accordance with our Cookie Policy" with a close button (X).

lufthansa.com

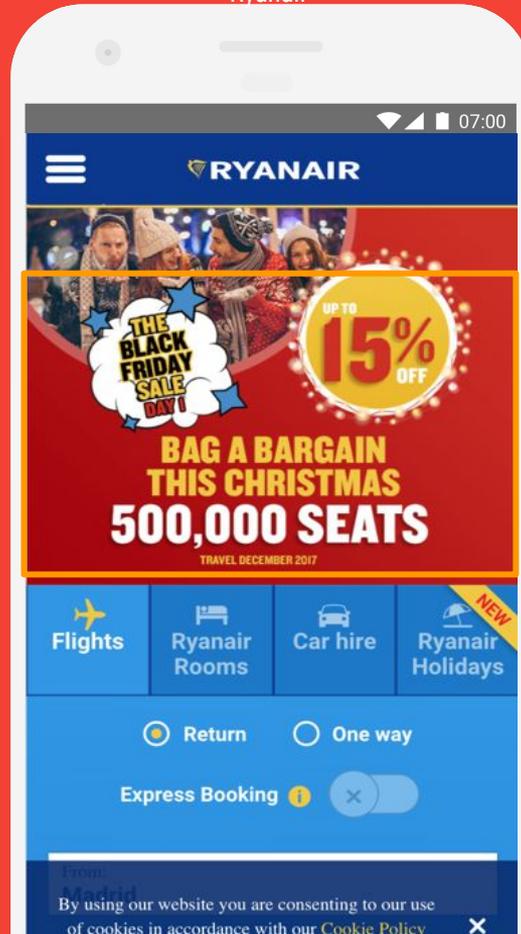
The screenshot shows the lufthansa.com mobile app interface. At the bottom, a yellow box highlights a cookie notice: "To personalize and improve your website experience this site uses cookies. By using LH.com, you agree to our → cookie policy." with a close button (X).

SHOW ASPIRATIONAL CONTENT + SHORTCUTS TO TOP OFFERS ABOVE THE FOLD

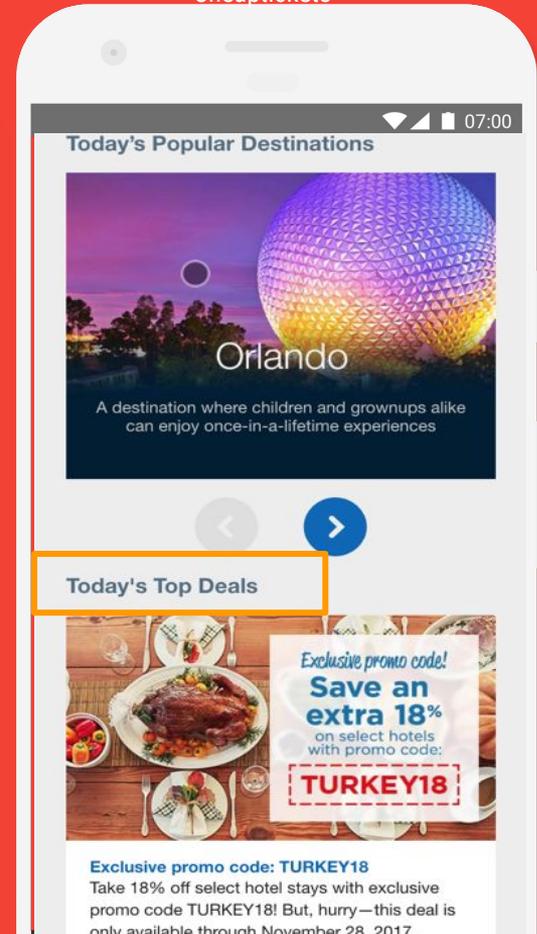
Iberia



Ryanair



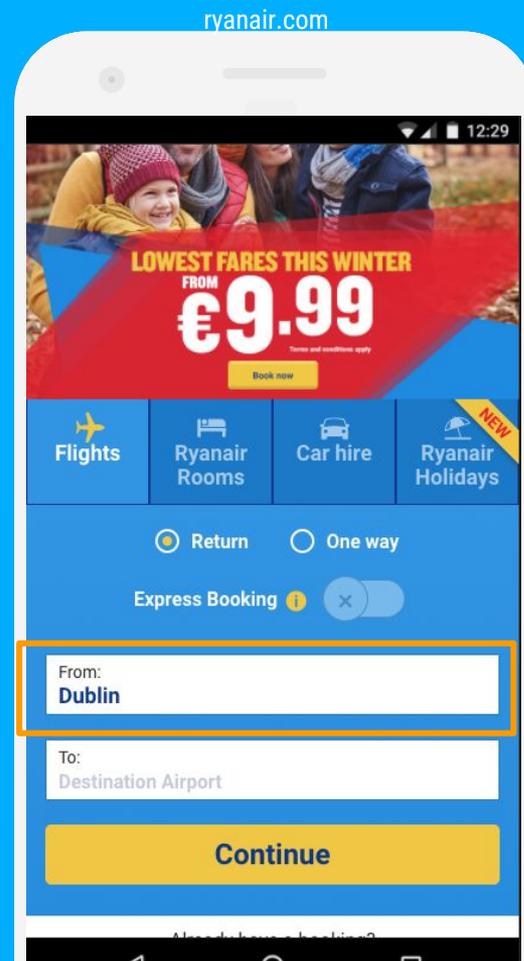
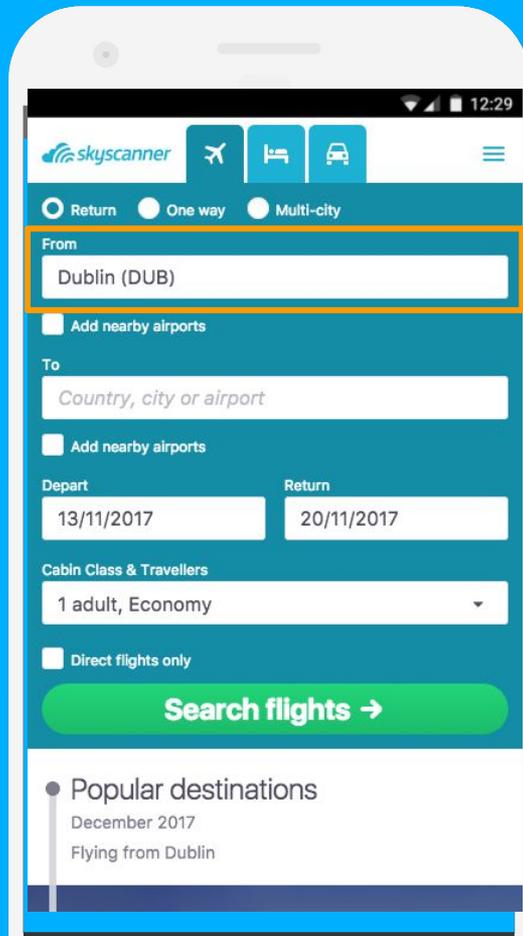
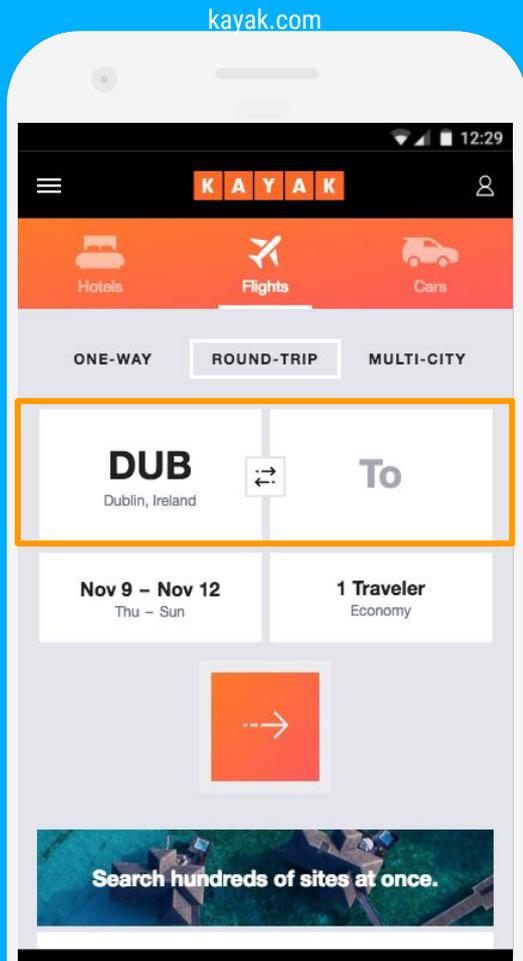
Cheaptickets



Creating frictionless experiences across the funnel (TRAVEL)

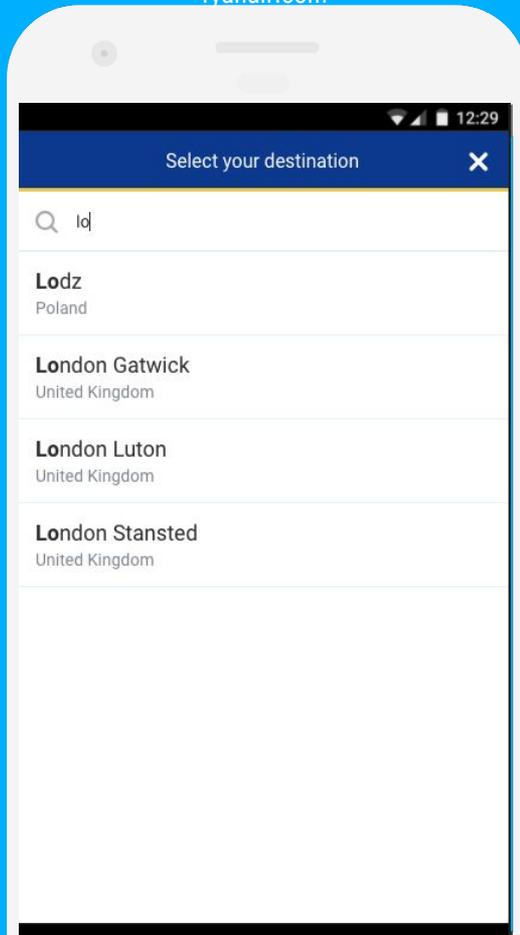
1. HOME/LANDING PAGE		2. SEARCH		3. RESULTS PAGE		4. BOOKING		5. FORMS		6. POST-BOOKING	
SECTION	Menu & Navigation	Ease of implementation	Impact	Key Metric							
KEY SUGGESTION	Detect and pre-fill current location	Medium	High	CTR, Bounce Rate							
	Autosuggest	Medium	High	CTR, Bounce Rate, % rate 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)

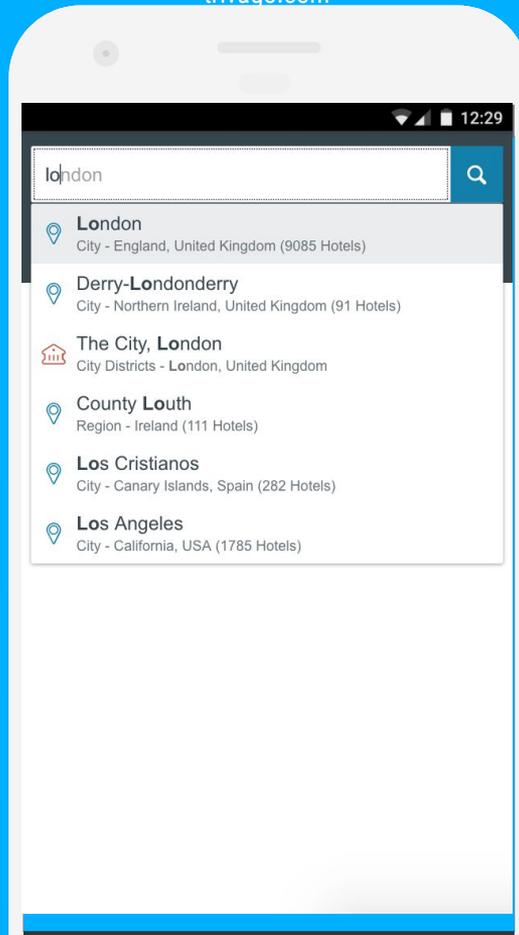


ALLOW TYPING FOR SEARCH, AUTO-SUGGEST AFTER 2 SYMBOLS TYPED

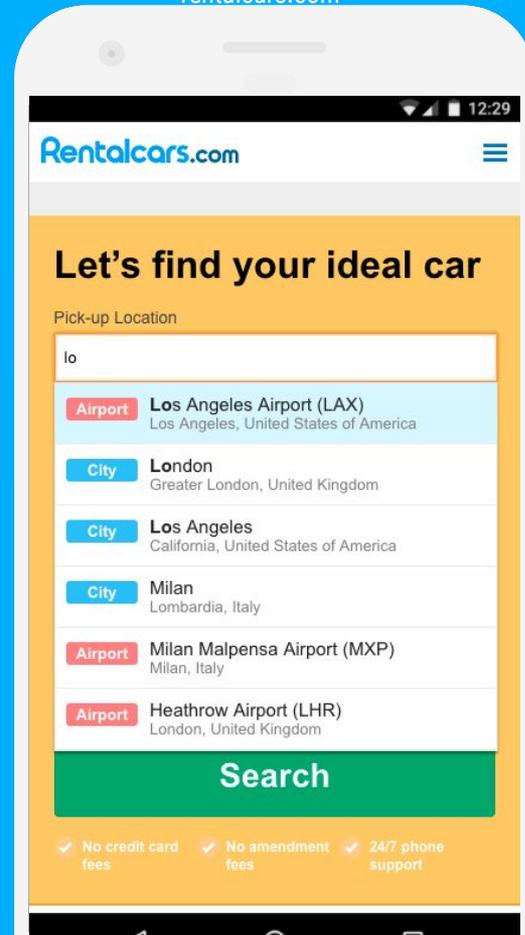
ryanair.com



trivago.com

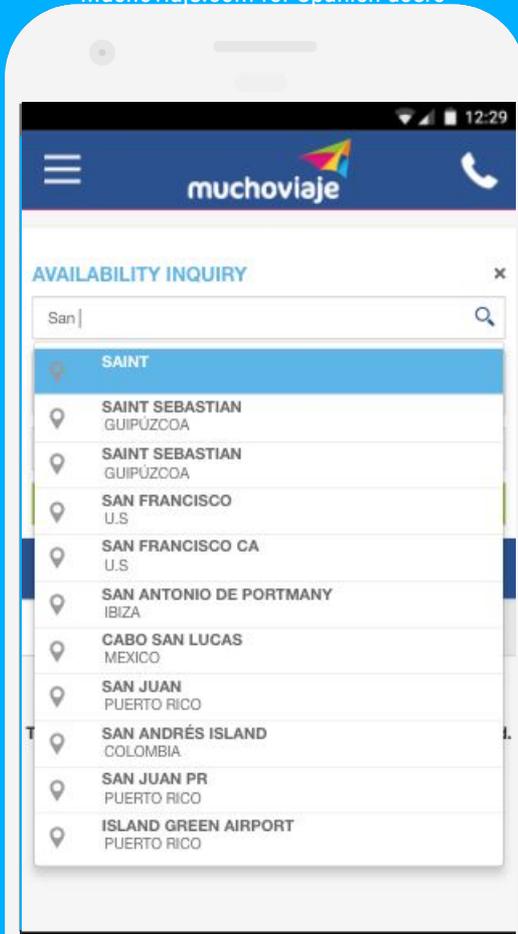


rentalcars.com

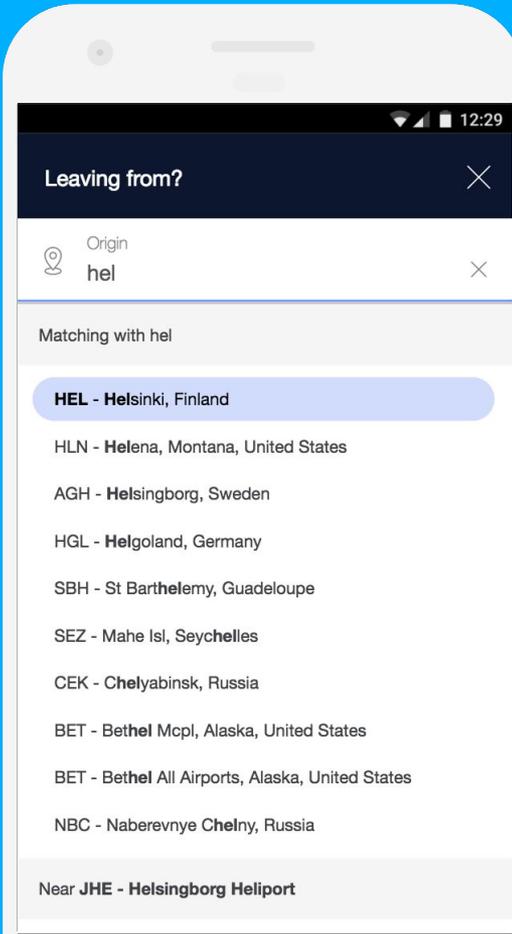


SHOW CLOSEST AIRPORT GEOGRAPHICALLY NOT THE BIGGEST GLOBALLY; GROUP AIRPORTS

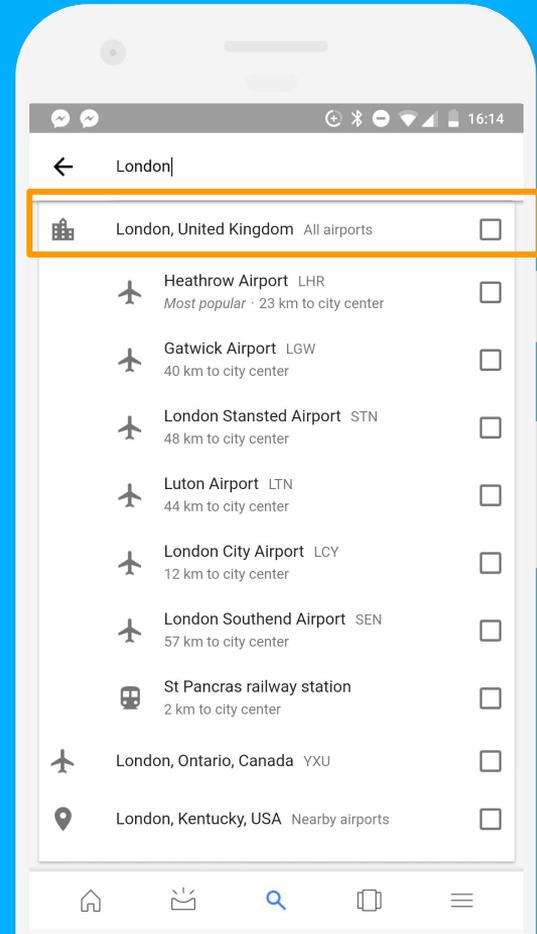
Muchoviaje.com for Spanish users



getsetfly.com for Europe



Google Flights



SURFACE & SHOW PREVIOUS SEARCHES (hotels & flights)

booking.com

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

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

Pay now or later on most rooms

Free cancellation on most rooms

Continue your search See all

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

London, United Kingdom ×
Wed 15 - Thu 16 November 2017, 1 night, 1 room, 2 adults

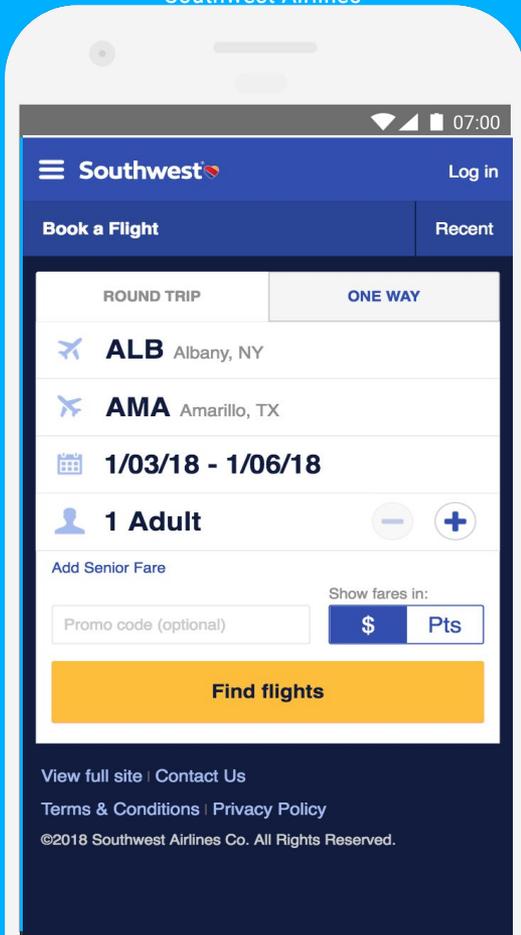
WINTER SALE

SAVE UP TO 40%

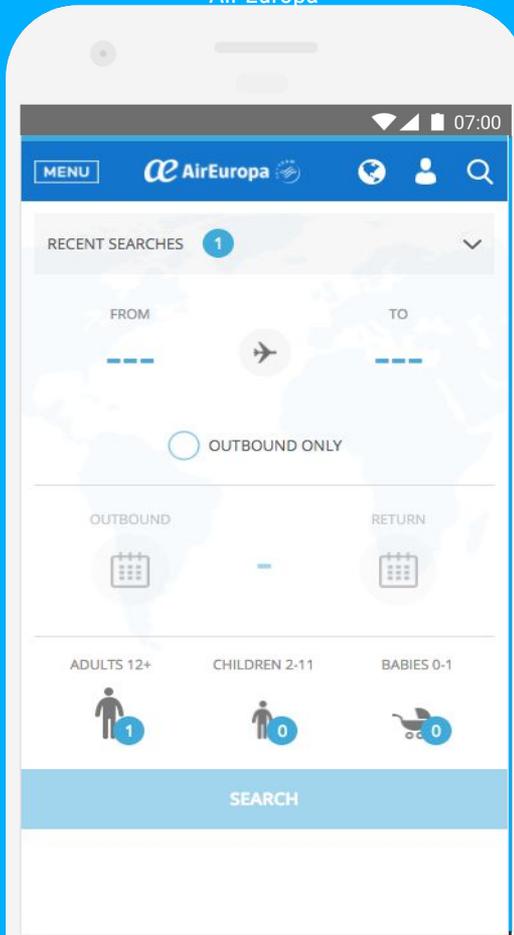
Winter Sale
Save up to 40%
Book now

DISPLAY RECENT SEARCHES (FLIGHTS)

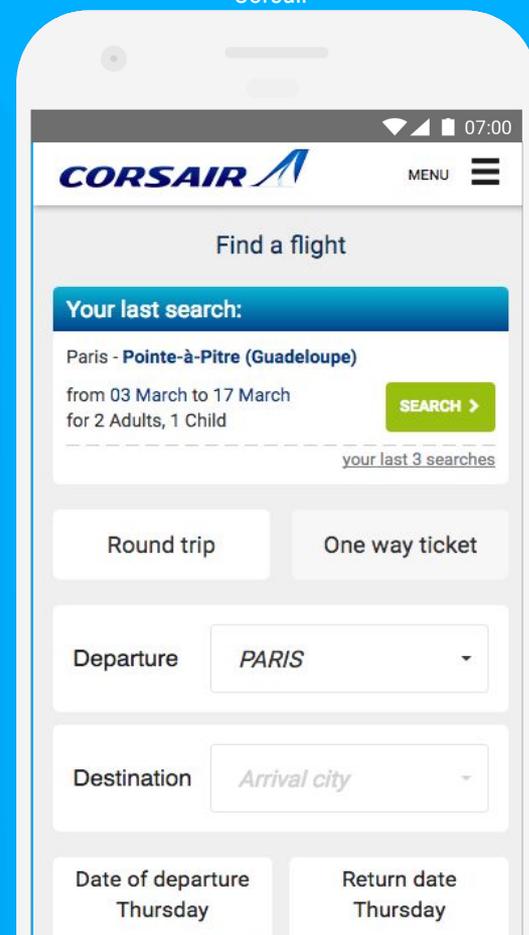
Southwest Airlines



Air Europa

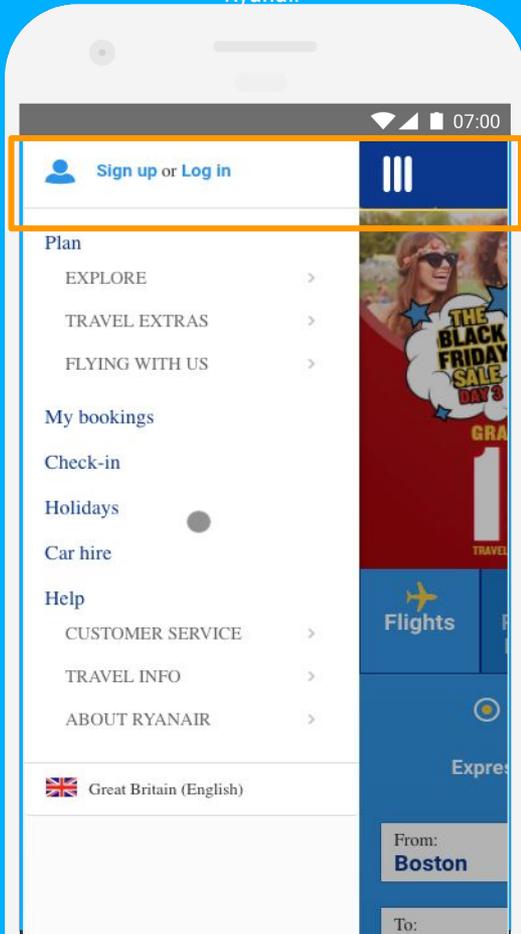


Corsair

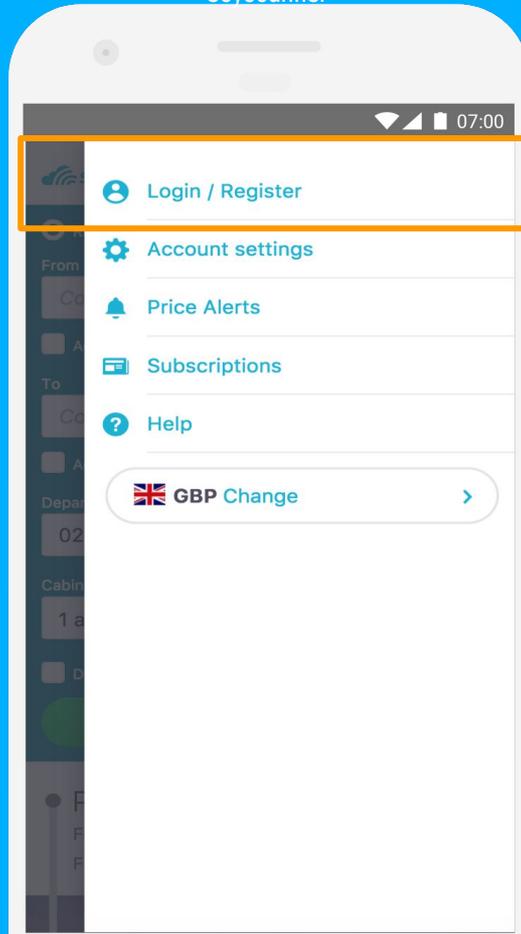


Encourage users to sign up/call/contact in the Menu Card

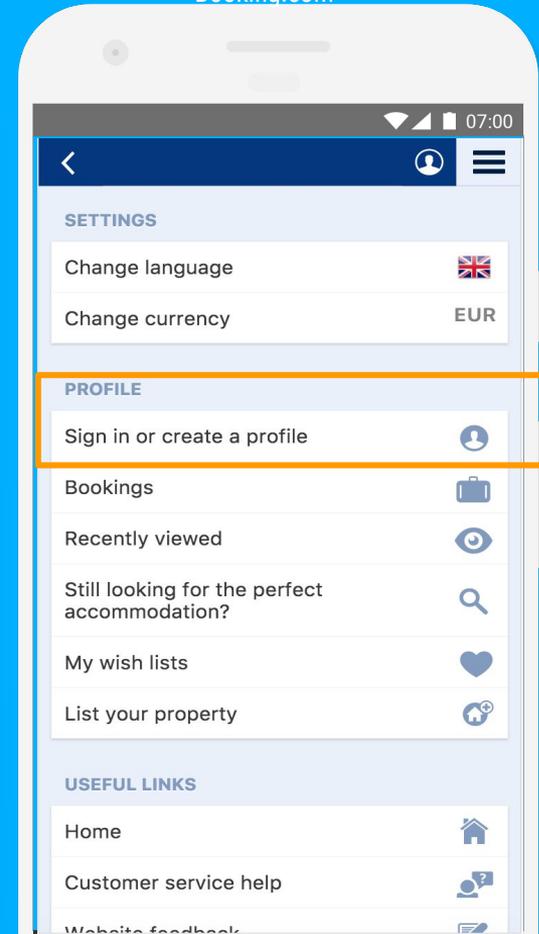
Ryanair



Scyscanner

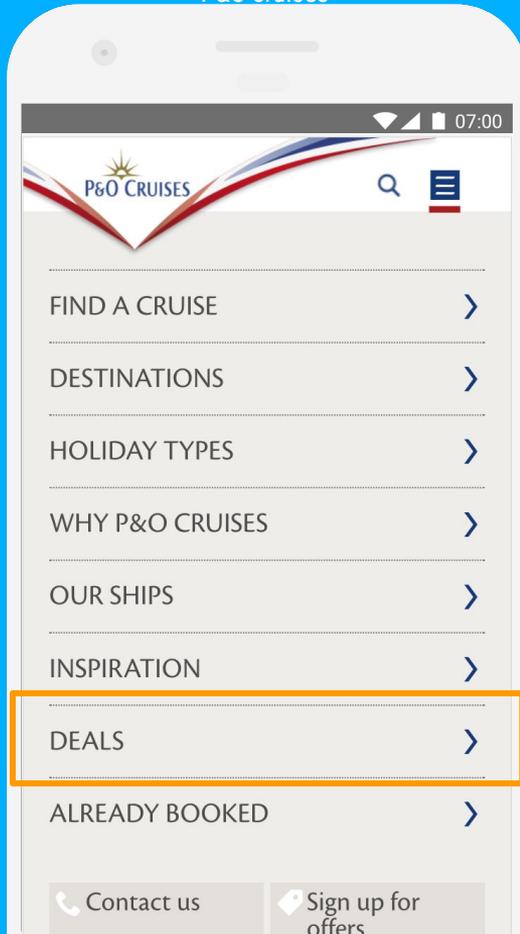


Booking.com

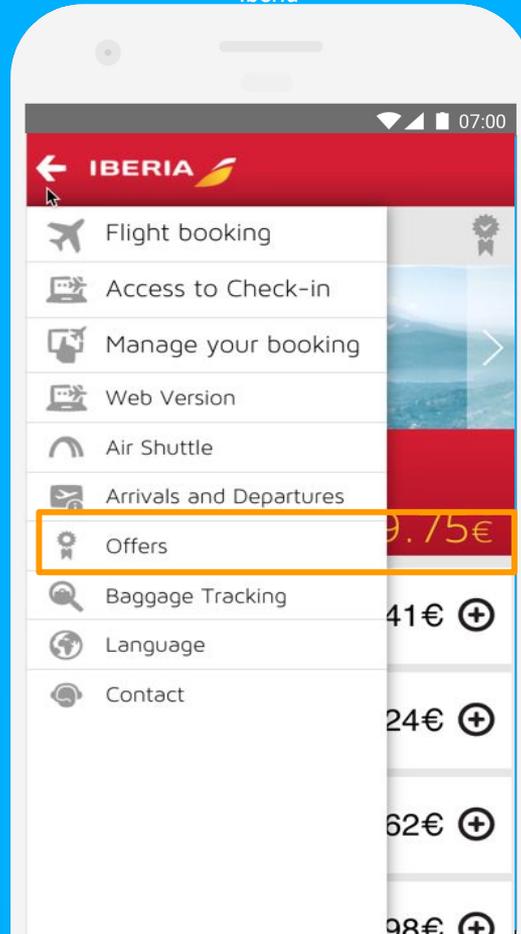


Have a subsection with offers in the Menu card

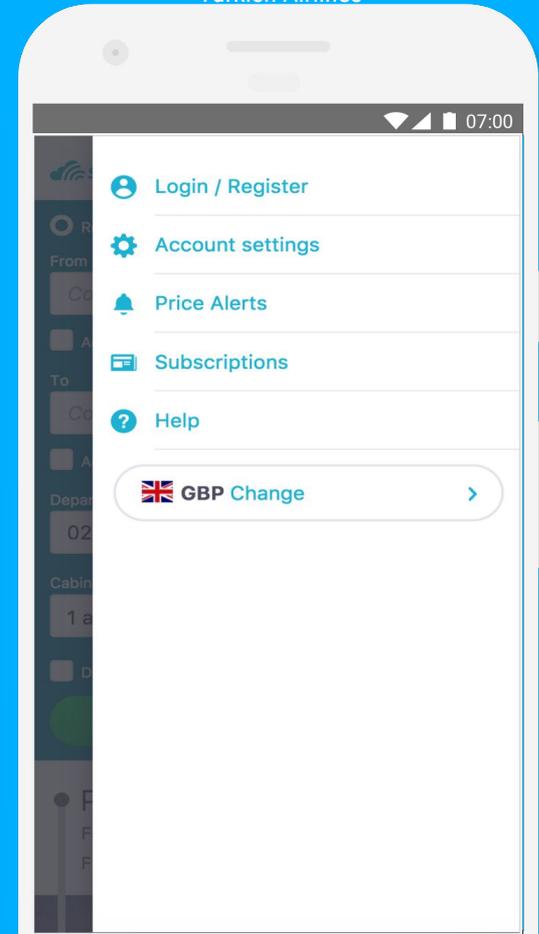
P&O cruises



Iberia



Turkish Airlines

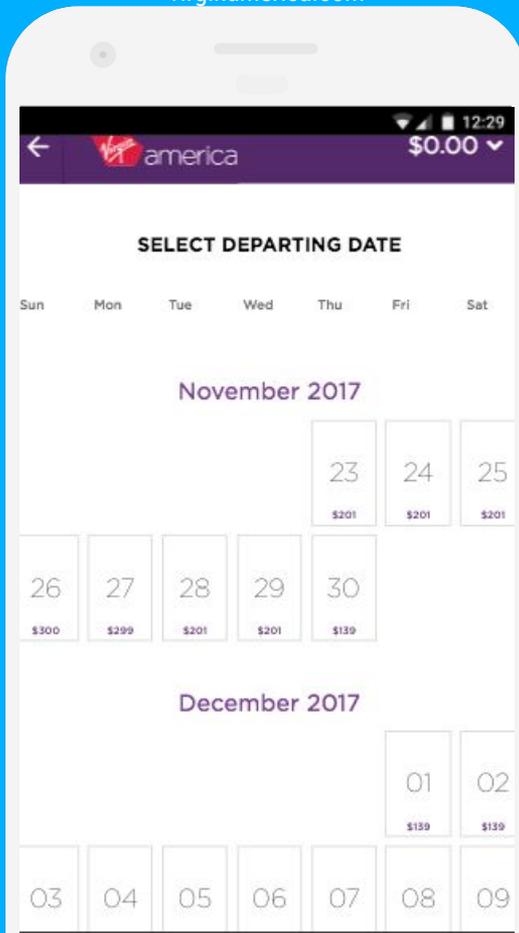


CALENDAR VIEW, AVOID DROP DOWNS; FOR FLIGHTS SHOW PRICE UPFRONT

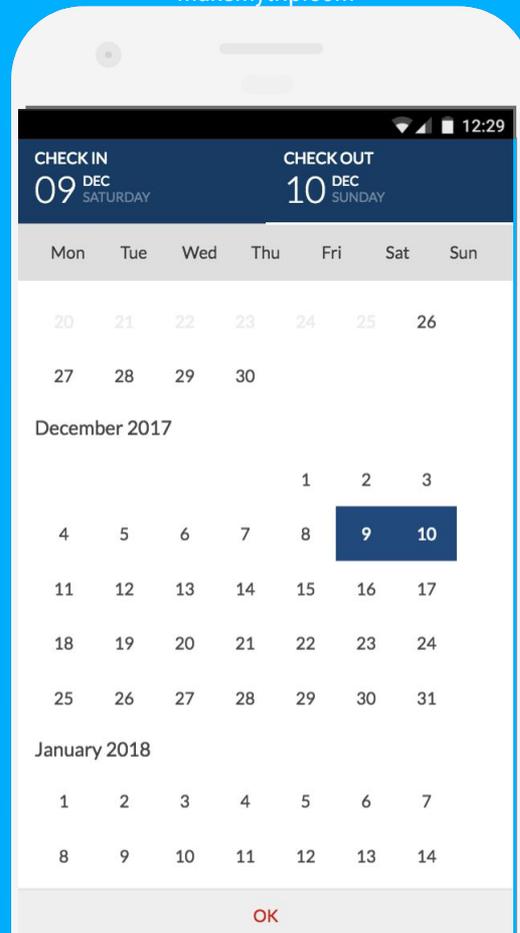
airbnb.com



virginamerica.com



makemytrip.com



ALLOW EASY VIEW FOR FLEXIBLE DATE TRAVELLERS

m.alaskaair.com

The screenshot shows the Alaska Airlines mobile app interface. At the top, there's a search bar with "Choose your departing flight" and the route "Seattle, WA (SEA) to San Francisco, CA (SFO)". Below this, a filter bar shows three date options: "Thu, Dec 7 \$59", "Fri, Dec 8 \$84" (highlighted with an orange border), and "Sat, Dec 9 \$59". Below the filter bar, two flight options are listed: Alaska Flight 398 and Virgin America Flight 1502. Each flight option shows the departure time, duration, and price for the lowest and refundable fares.

Day	Price
Thu, Dec 7	\$59
Fri, Dec 8	\$84
Sat, Dec 9	\$59

Flight	Lowest	Refundable
Alaska Flight 398	\$109	\$399
Virgin America Flight 1502	\$99	\$399

booking.com

The screenshot shows the Booking.com mobile app interface. The search results for "Sneem" are displayed for the dates "Dec 21 - Dec 23 (2 nights)" for "2 adults". A filter bar shows "Map", "Sort", and "Filter (35 results)". Below this, two property listings are shown: "Parknasilla Resort & Spa" (marked "Unavailable") and "Sneem Hotel" (marked "Wonderful" with a 9.1 rating). The "Sneem Hotel" listing includes a "FREE cancellation" badge and a price of "€ 210" for 2 nights. A "Show next available dates" button is highlighted with an orange border.

Property	Rating	Price (2 nights)
Parknasilla Resort & Spa	Unavailable	-
Sneem Hotel	9.1 Wonderful	€ 210

Google Flights

The screenshot shows the Google Flights mobile app interface. The search results for "Sneem" are displayed for the dates "Dec 21 - Dec 23 (2 nights)" for "2 adults". A calendar view is shown for the month of December, with prices for each day. The "Show next available dates" button is highlighted with an orange border.

Day	Price
12	-
13	-
14	-
15	-
16	-
17	-
18	-
19	-
20	-
21	-
22	-
23	€508
24	€303
25	€303
26	€399
27	€303
28	€359
29	€303
30	€359
31	€409

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

Rentalcars.com

Dublin Airport (DUB)
Sat 11/11/17 10:00 AM - Sun 11/12/17 10:00 AM

Sort by Filter

Show all 177 cars

It's busy in Dublin Airport (DUB) on your dates, prices are likely to rise.

Opel Astra or Similar
This car is likely to sell out soon!

Compact | Top seller

5 Seats | 4 Doors
✓ Without Air Conditioning
✓ Manual
✓ Full to Full
Mileage: Unlimited
FREE Amendments

23.17 € **Book Now**

Nissan Micra or Similar
Economy | Excellent value

4 Seats | 2 Doors
✓ Without Air

booking.com

7.9 Good
Apartments
Shoreditch, London
Latest booking: 1 hour ago
Only 1 left on our site! € 144

Shoreditch One
★★★★★ 8.5 Very good
Apartments
Islington, London • 0.3 km from Shoreditch
Latest booking: 2 hours ago
Only 1 left on our site! € 223

Central Hoxton Shoreditch
8.0 Very good
Apartments
Hackney, London • 0.4 km from Shoreditch
Latest booking: 2 hours ago
Only 1 left on our site! ~~€ 160~~ € 118

M by Montcalm Shoreditch London Tech City
★★★★★ 9.0 Superb
Islington, London • 0.6 km from Shoreditch
Latest booking: 5 minutes ago
FREE cancellation
NO PREPAYMENT NEEDED - pay at the property
€ 298

airbnb.com

Anywhere · Experiences

Dates Guests Filters

Enter dates to see full pricing

WINE TASTING · BARCELONA...
Wine & Cava at a family-run premi...
€69 per person
★★★★ 49

GUIDED HIKE · SYDNEY
Blue Mountains Day Trip. Escape the...
€86 per person
★★★★ 49

GUIDED HIKE · BARCELONA
Explore Montserrat Monastery &...
€62 per person
★★★★ 24

WORKSHOP · PRAGUE
Your own fragrance. Are Yo...
€81 per person
★★★★ 35

USE VISUALS/ICONS FOR EASIER INFO PROCESSING

airbnb.com

Overview · Reviews · The Host · Location

Amenities

- Internet
- Wireless Internet
- Family/kid friendly
- Free parking on premises

+ More

Prices

Cleaning Fee €25

Always communicate through Airbnb
To protect your payment, never transfer money or communicate outside of the Airbnb website or app.
[Learn more](#)

Sleeping arrangements

- 1 bed icon
- 2 beds icon

€81 per night
★★★★ 177

Book

booking.com

available on site. Some rooms feature a sitting ...

- Internet**
 - Free! WiFi is available in public areas and is free of charge.
- Parking**
 - Free! Free private parking is available on site (reservation is not needed).
- Pets**
 - Pets are not allowed.
- Food & Drink**
 - Restaurant
 - Room Service
 - Bar
 - Restaurant With Dining Menu
- Front Desk Services**
 - 24-Hour Front Desk
 - FREE Newspapers
 - FREE Safe
- Common Areas**
 - Grounds
 - Terrace
 - Library
- Entertainment and Family Services**
 - Babysitting/Child Services (additional charge)
 - Playground
- Cleaning Services**
 - Laundry (additional charge)
- Miscellaneous**
 - Facilities for Disabled Guests
 - Elevator
 - Heating

Missing some information?

Activities & Entertainment

- Tennis Court
- Golf Course (within 2 miles)
- Sauna
- Spa

booking.com

Standard Twin Room

Someone just booked this – reserve now while available!

Fits 2 people

Beds: 2 twin beds

Room with a view

Excellent breakfast included in the price

Flexible

- FREE cancellation before March 13, 2018
- NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights
€ 418

Reserve

Jackpot! This is the cheapest price you've seen in Sneem for your dates!
2 nights (Mar 16 - Mar 18)

Book now, PAY AT THE PROPERTY
With FREE cancellation on most rooms

Double Room with Mountain View

Fits 2 people

Bed: 1 full bed

Bathtub

Excellent breakfast included in the price

Flexible

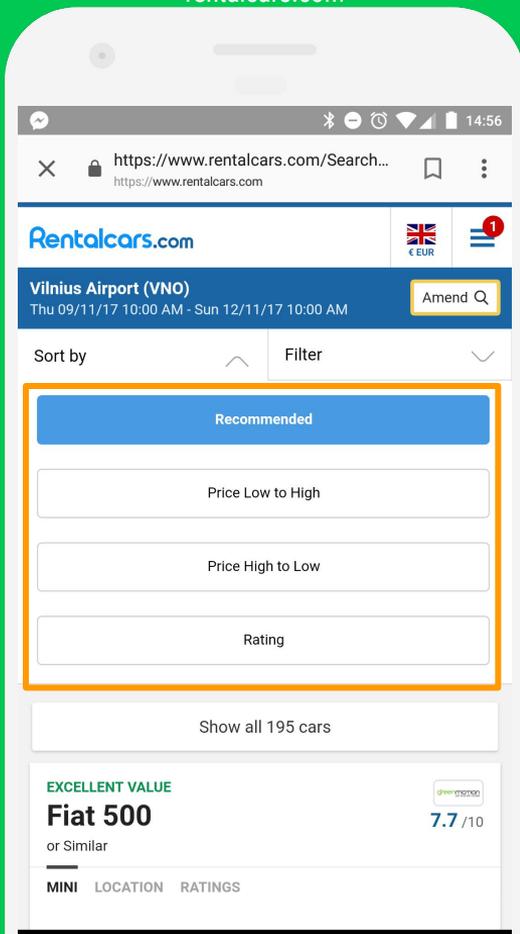
- FREE cancellation before March 13, 2018
- NO PREPAYMENT NEEDED – pay at the property

Price for 2 nights
€ 418

In high demand!

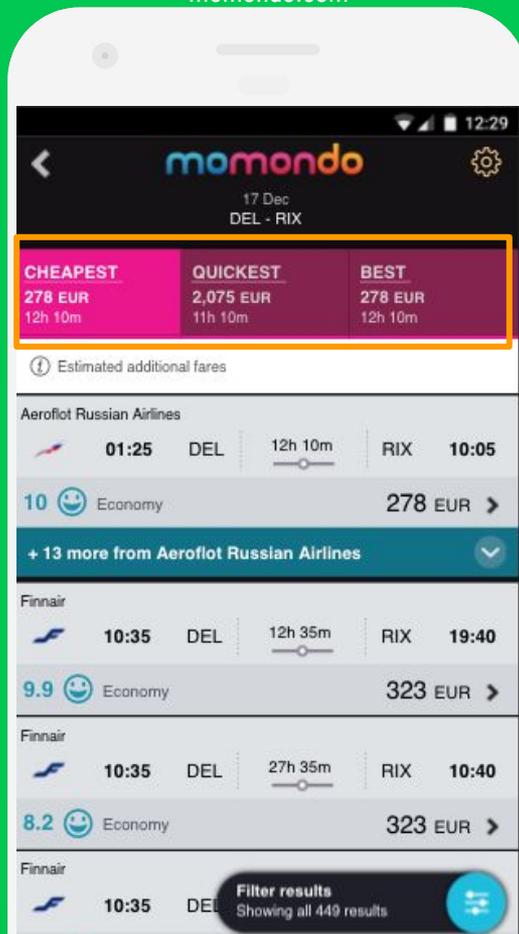
ALLOW EASY SORTING BETWEEN RESULTS

rentalcars.com



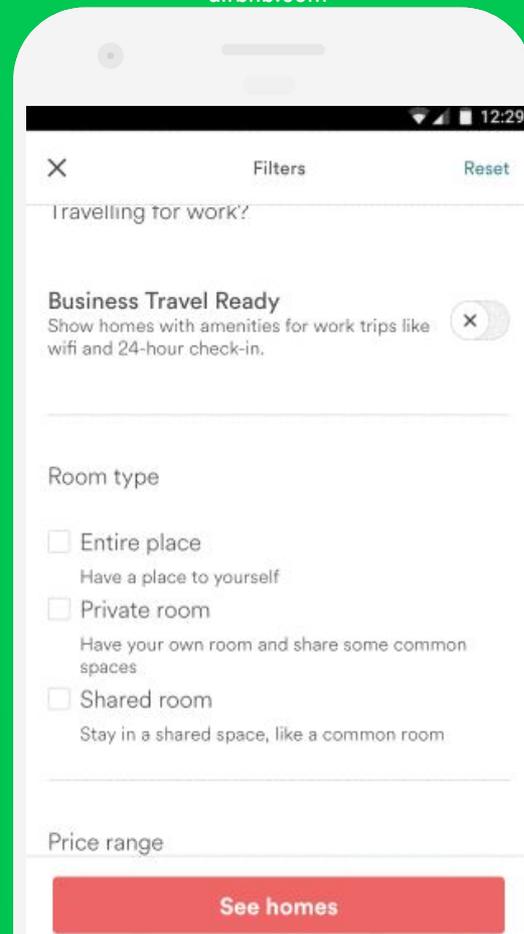
The screenshot shows the rentalcars.com search results page. At the top, the search criteria are Vilnius Airport (VNO) from Thu 09/11/17 10:00 AM to Sun 12/11/17 10:00 AM. Below this, there is a 'Sort by' dropdown menu and a 'Filter' button. The 'Sort by' menu is open, showing three options: 'Recommended' (highlighted in blue), 'Price Low to High', and 'Price High to Low'. Below the menu, there is a 'Rating' option. At the bottom of the page, a car listing for a Fiat 500 is visible, with a rating of 7.7/10.

momondo.com



The screenshot shows the momondo.com search results page for a flight from DEL to RIX on 17 Dec. The page features a 'Sort by' dropdown menu with three options: 'CHEAPEST' (278 EUR, 12h 10m), 'QUICKEST' (2,075 EUR, 11h 10m), and 'BEST' (278 EUR, 12h 10m). Below the menu, there is a 'Filter results' button. The search results show a list of flights from Aeroflot Russian Airlines and Finnair, with details such as departure time, duration, arrival time, and price.

airbnb.com



The screenshot shows the airbnb.com search results page. At the top, there is a 'Filters' button and a 'Reset' button. Below this, there is a section for 'Business Travel Ready' with a toggle switch. The page also features a 'Room type' section with three options: 'Entire place', 'Private room', and 'Shared room'. At the bottom, there is a 'Price range' section and a 'See homes' button.

ALLOW TO FILTER EASILY

rentalcars.com

The screenshot shows the rentalcars.com mobile app interface. At the top, the search location is Vilnius Airport (VNO) for the period Thu 09/11/17 10:00 AM - Sun 12/11/17 10:00 AM. A filter menu is open, showing options for Transmission (Manual, Automatic), Car Specifications (Full to Full, Air-Con), and Car Categories (Mini, Economy, Compact, Intermediate, Standard, Full-Size, Estate, People Carrier, SUV, Premium, Luxury). The filter menu is highlighted with an orange border.

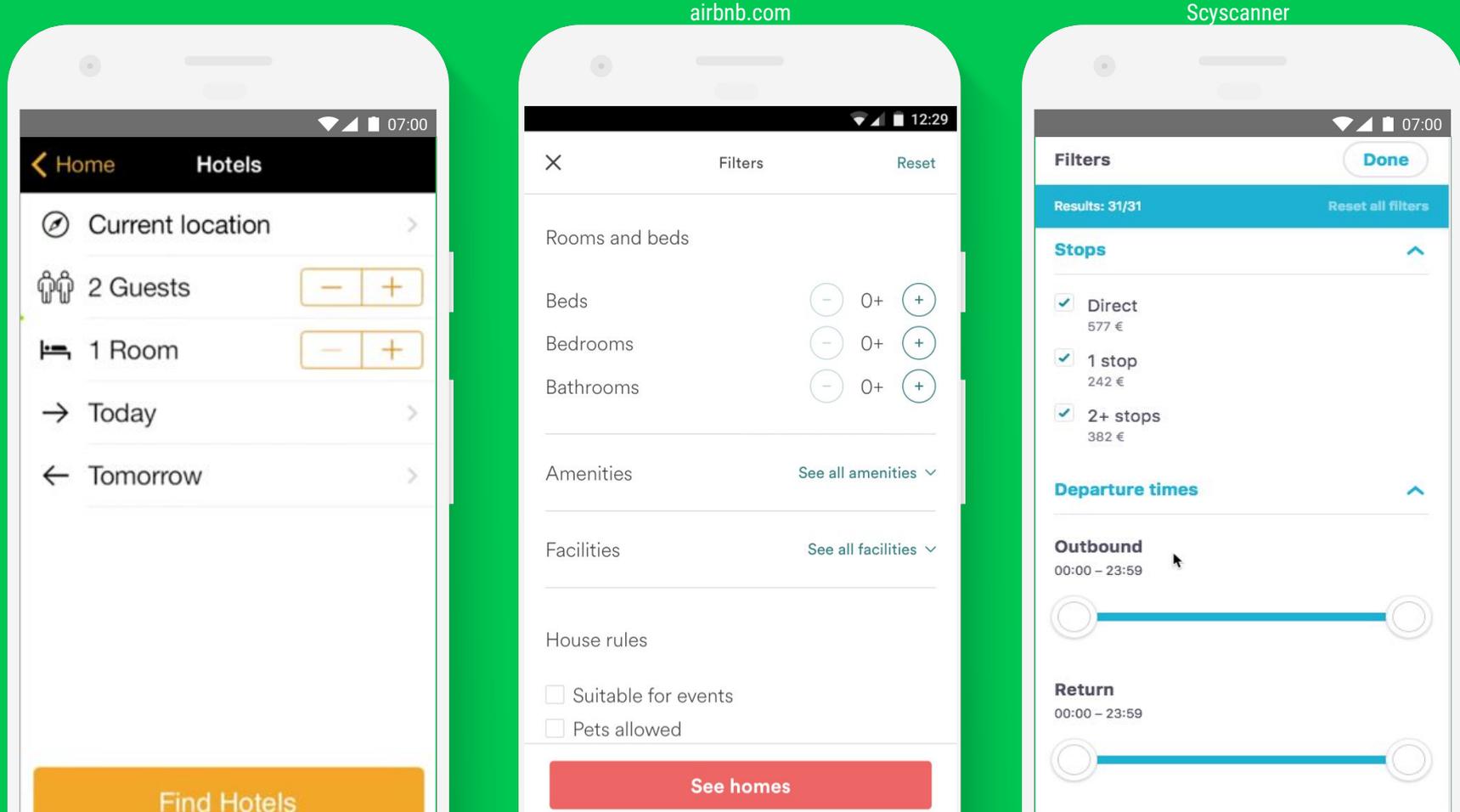
skyscanner.com

The screenshot shows the skyscanner.com mobile app interface. At the top, the search results are 544/544. A filter menu is open, showing options for Stops (Direct, 1 stop, 2+ stops) and Departure times (Outbound, Return). The filter menu is highlighted with an orange border.

hostelworld.com

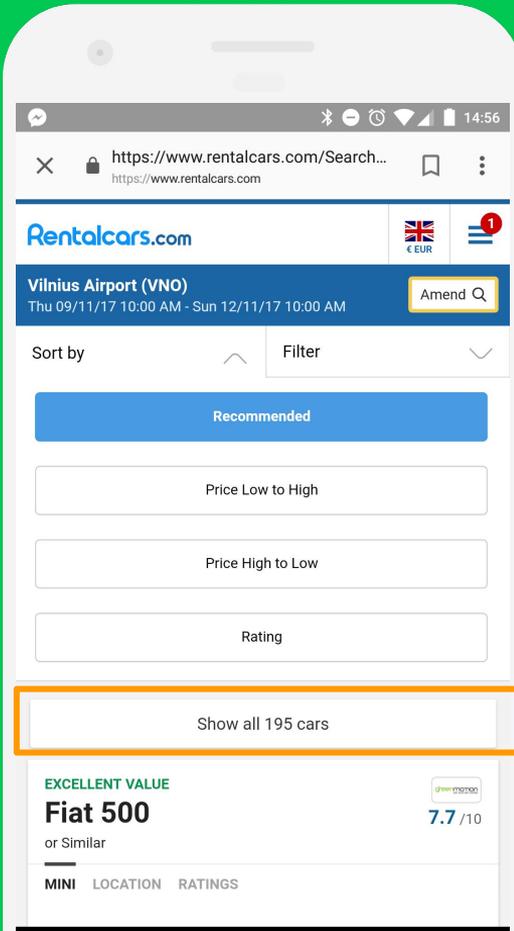
The screenshot shows the hostelworld.com mobile app interface. At the top, the search results are 103 of 150 Hostels available in Barcelona for 10 Nov 2017, 2 nights, 1 Guest. A filter menu is open, showing options for FILTER, SORT, and MAP. The filter menu is highlighted with an orange border.

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

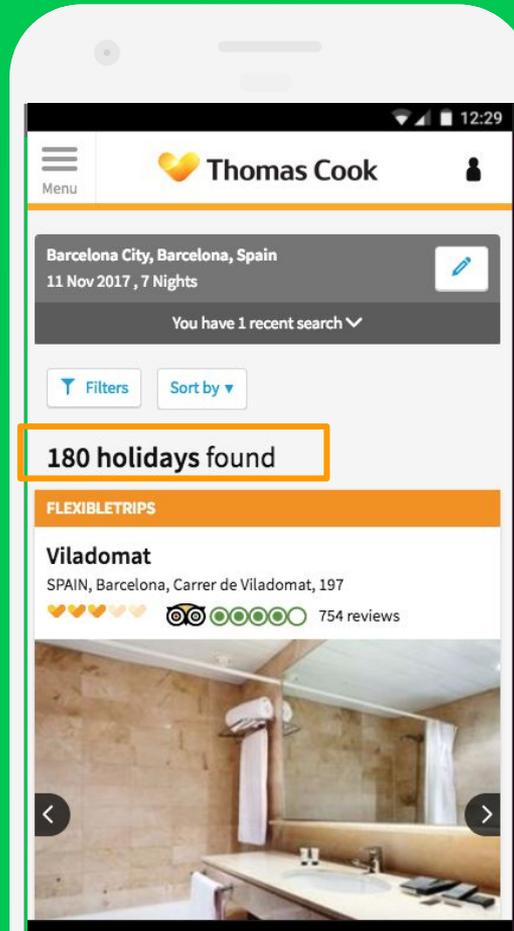


SHOW TOTAL NUMBER OF RESULTS

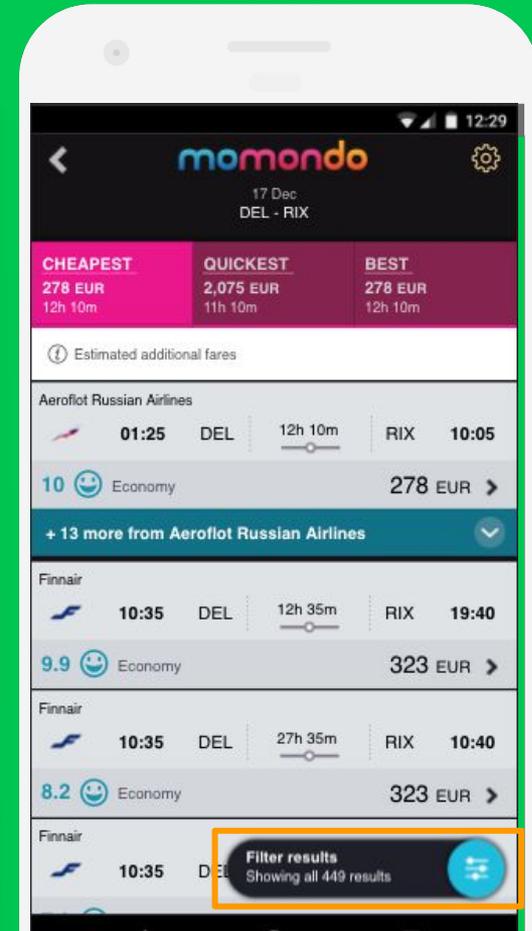
rentalcars.com



thomascook.com

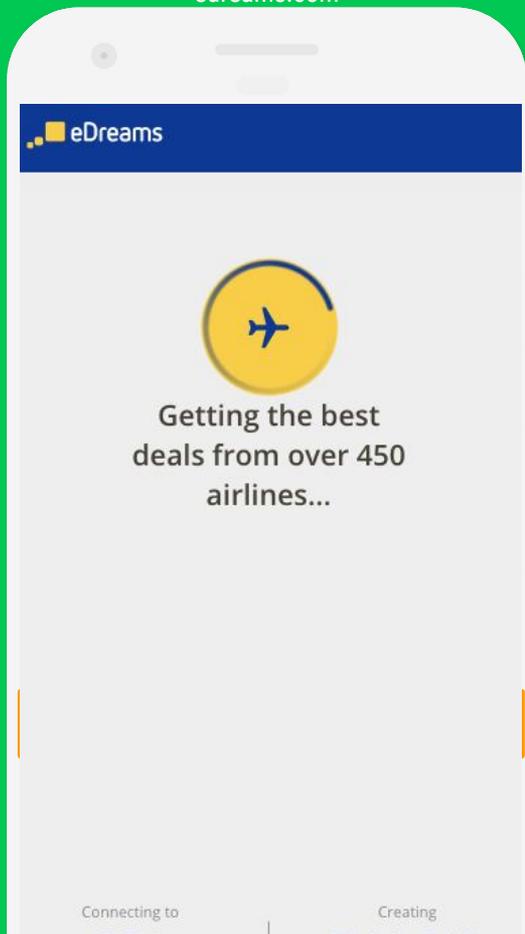


momondo.com

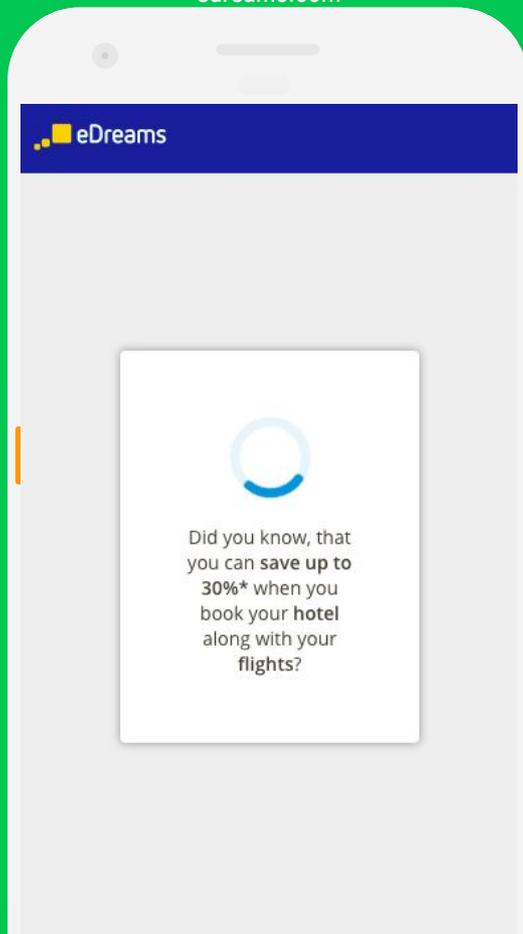


IMPROVE PERCEPTION OF SPEED WHILE FETCHING RESULTS

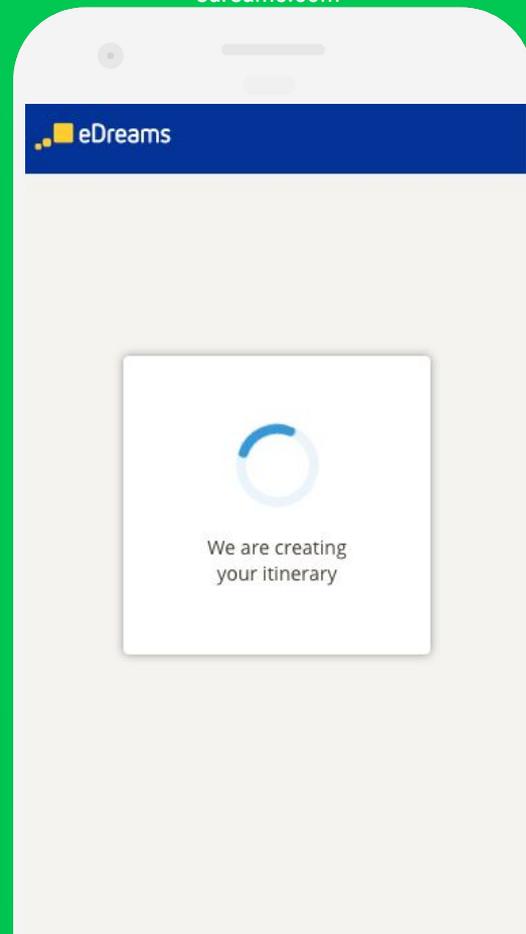
edreams.com



edreams.com

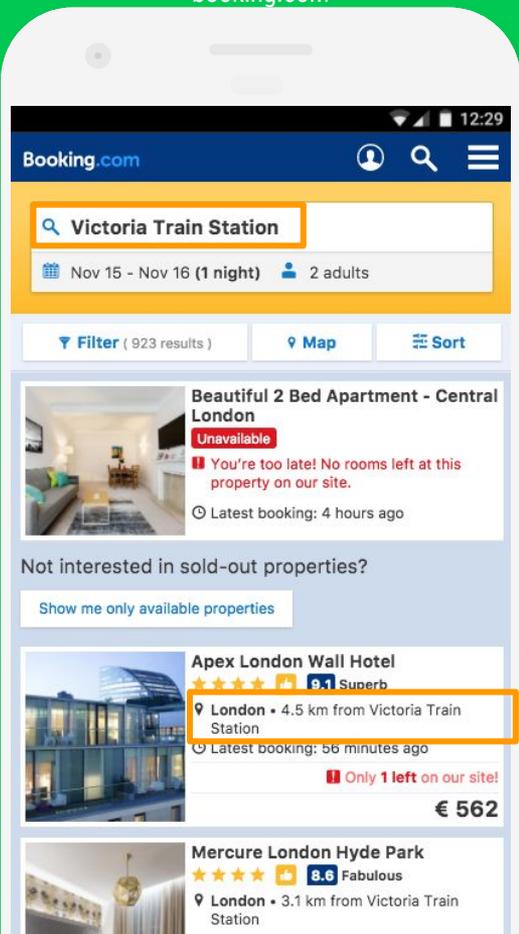


edreams.com

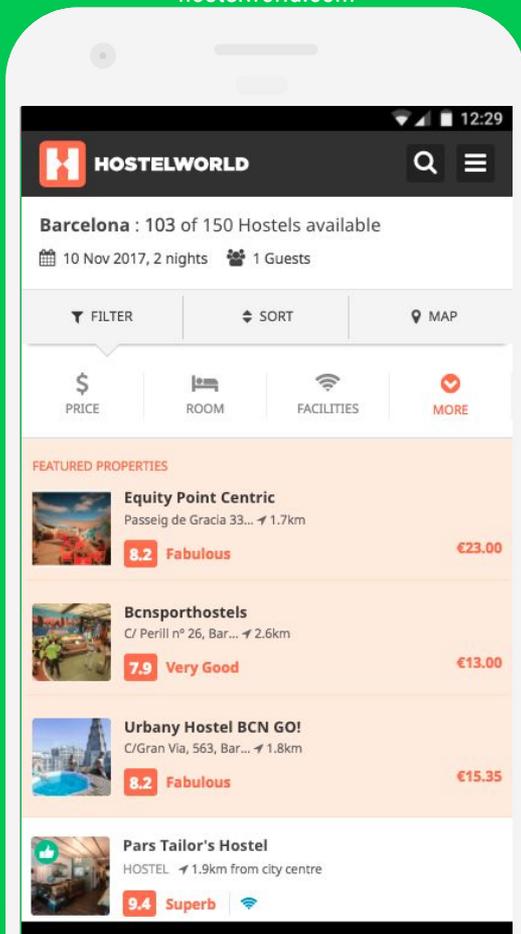


IF EXACT LOCATION CHOSEN, SHOW EXACT DISTANCE TO IT; ALLOW MAP VIEW/SEARCH

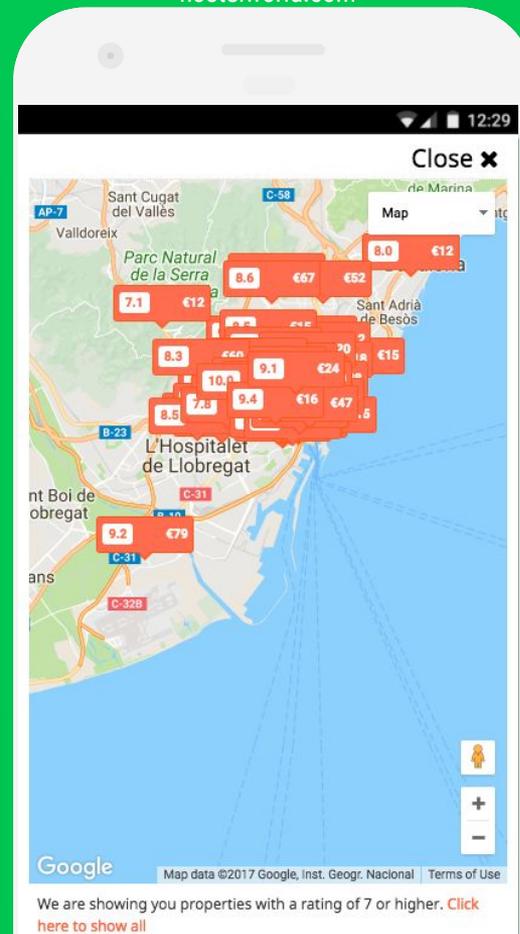
booking.com



hostelworld.com



hostelworld.com

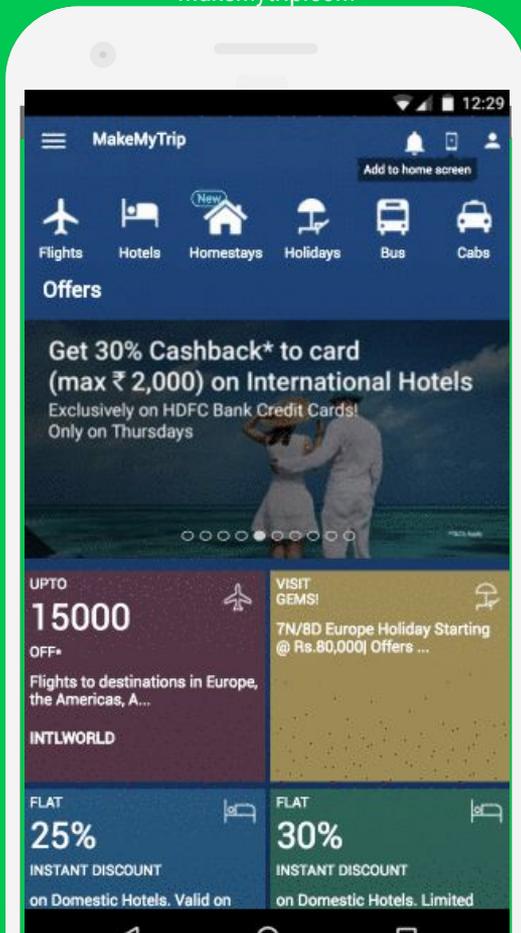


ALLOW SCROLLING BETWEEN IMAGERY/OFFERS IN THE LISTING; LAZY LOAD IMAGES

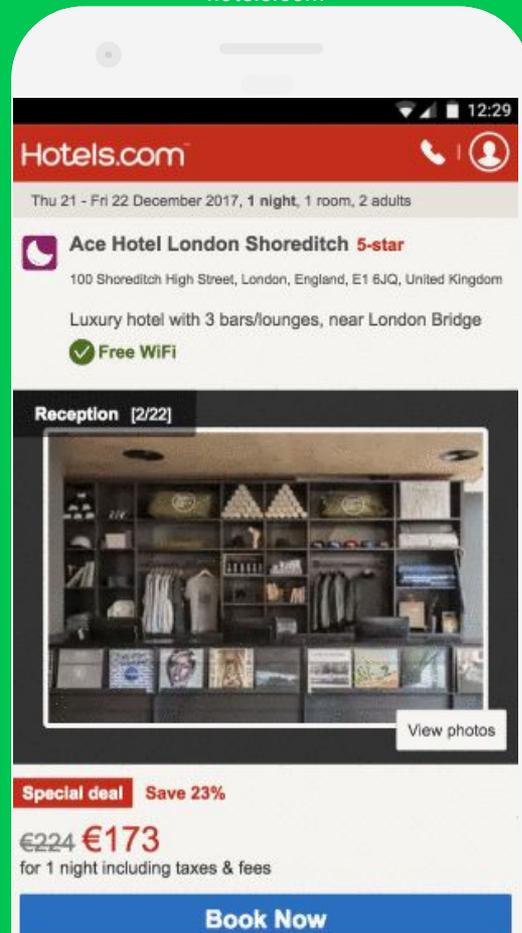
airbnb.com



makemytrip.com

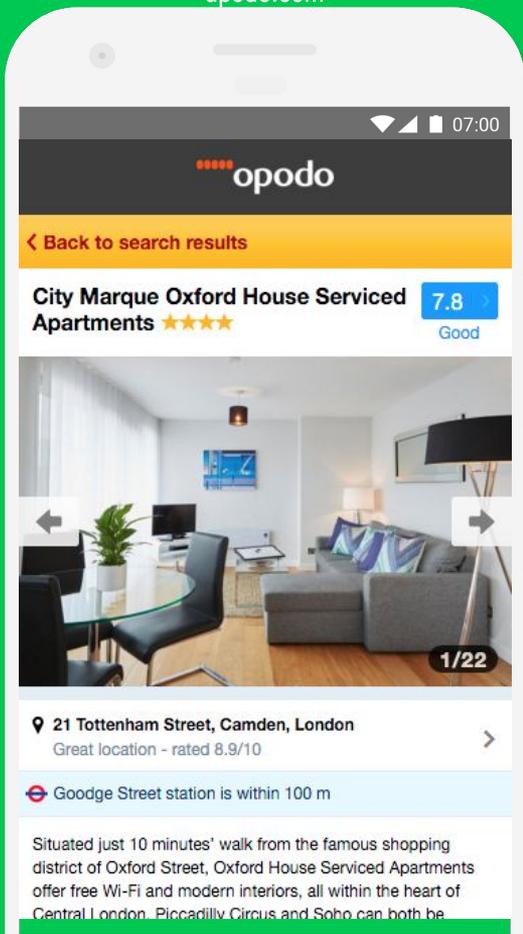


hotels.com

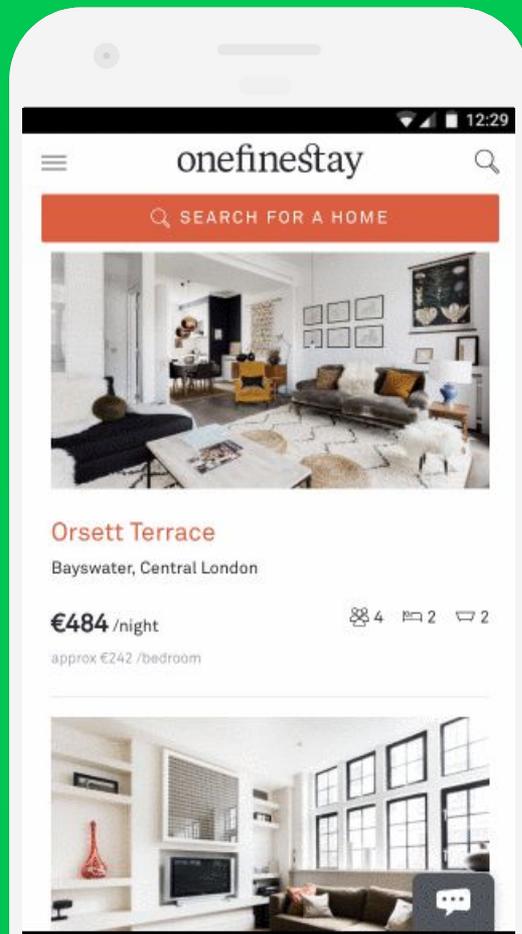
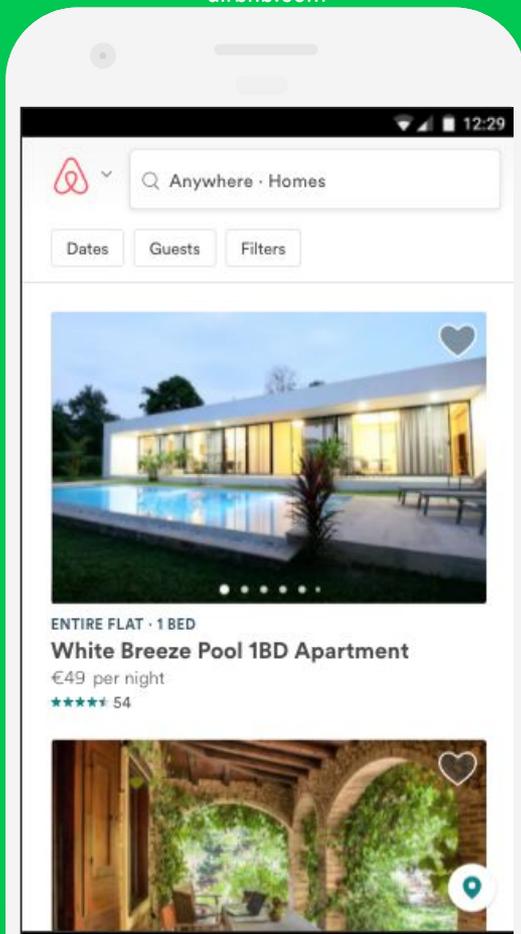


USE PROFESSIONAL IMAGERY; ALLOW TO SWIPE BETWEEN IMAGES, LAZY LOAD THEM

apodo.com



airbnb.com



MAXIMIZE IMAGERY VIEW, AVOID ELEMENTS THAT BLOCK IT

apodo.com

07:00

opodo

< Back to search results

City Marque Oxford House Serviced Apartments **7.8** Good ★★★★★

21 Tottenham Street, Camden, London
Great location - rated 8.9/10

Goodge Street station is within 100 m

Situated just 10 minutes' walk from the famous shopping district of Oxford Street, Oxford House Serviced Apartments offer free Wi-Fi and modern interiors, all within the heart of Central London. Piccadilly Circus and Soho can both be

airbnb.com

12:29

Anywhere · Homes

Dates Guests Filters

ENTIRE FLAT · 1 BED

White Breeze Pool 1BD Apartment

€49 per night

★★★★★ 54

White Breeze Pool 1BD Apartment

makemytrip.com

12:29

3.9/5 VERY GOOD

Entire Home

Lavish Rooms in an Apartment in Vasco da Gama **₹3,000** Per Night

Velsao - Pale, Goa
2 Bedrooms | 4 Guests

Book Now

Homely • Spacious rooms

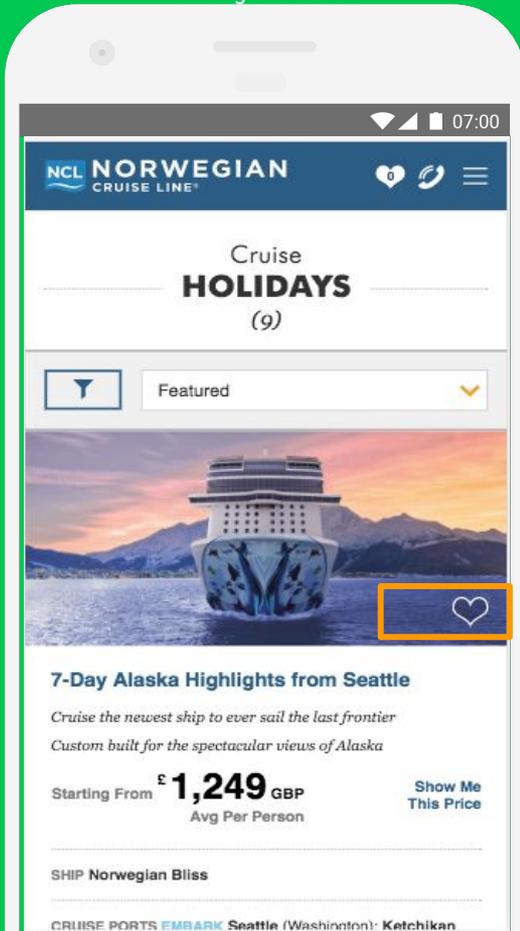
Entire apartment at ₹ 1,500 per person

DEAL Use code HOMES. Discounts upto 50%.

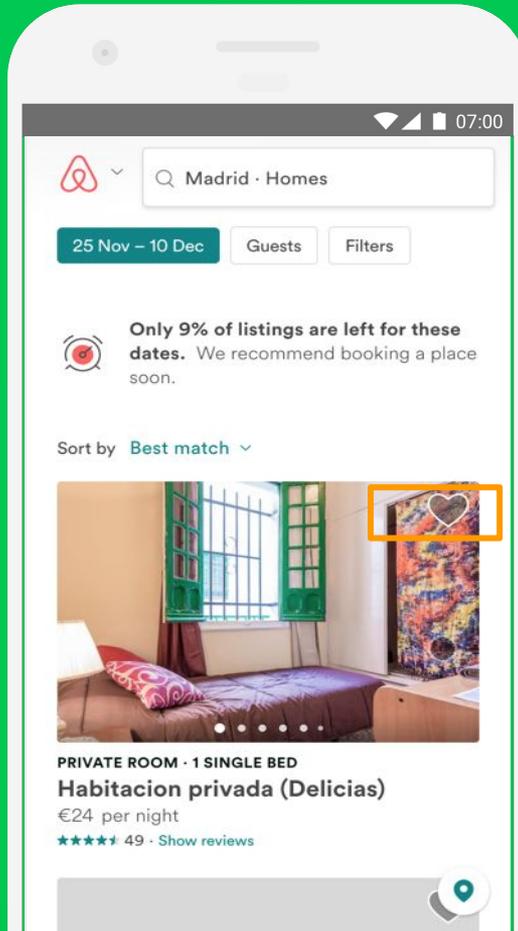
Lavish Rooms in an Apartment in Vasco da Gama

ALLOW USERS TO SAVE OR SHARE THEIR SEARCH

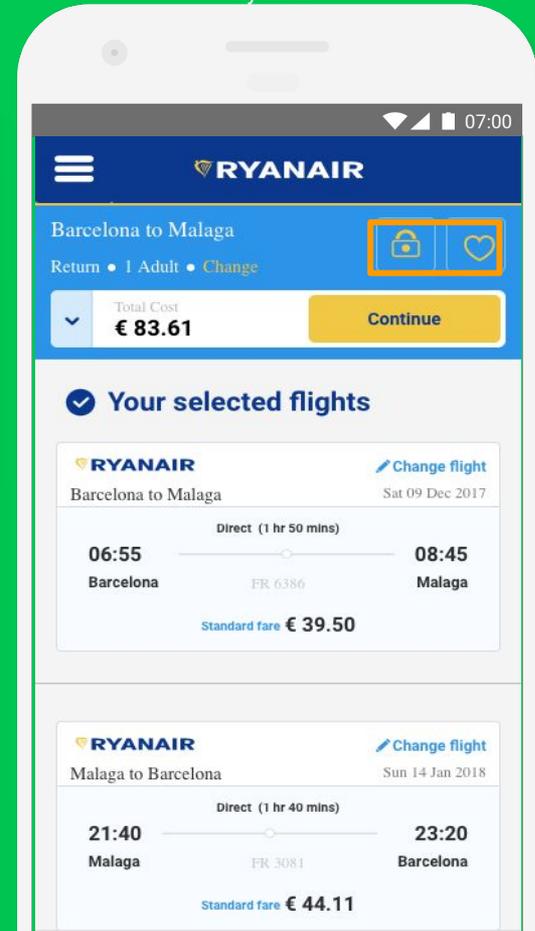
Norwegian Cruises



airbnb.com



Ryanair



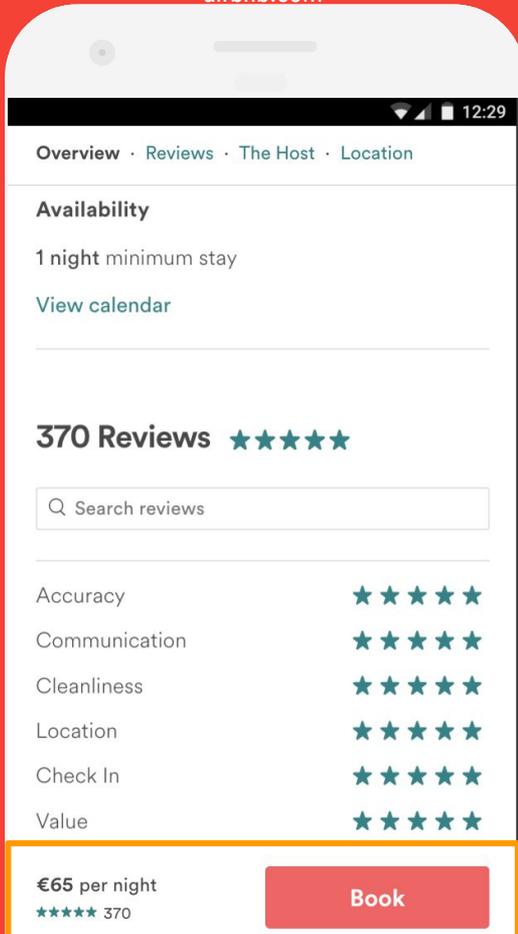
Booking

Creating frictionless experiences across the funnel (TRAVEL)

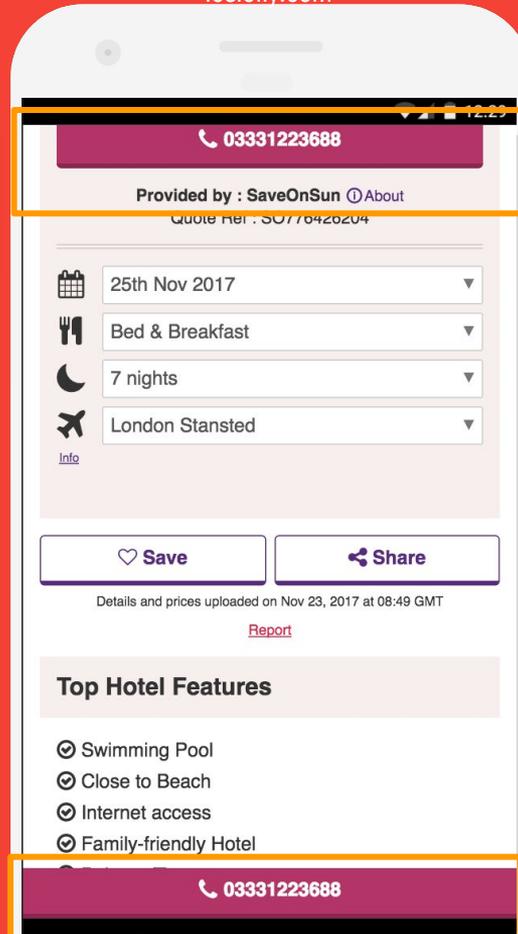
1. HOME/LANDING PAGE		2. SEARCH		3. RESULTS PAGE		4. BOOKING		5. FORMS		6. POST-BOOKING	
SECTION	Conversion Funnel			Ease of implementation	Impact	Key Metric					
KEY SUGGESTION	Have floating or 2x repeated CTA			Easy	High	CvR, CTR					
	Show final price (including taxes, etc)			Easy	Medium	CvR					
	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

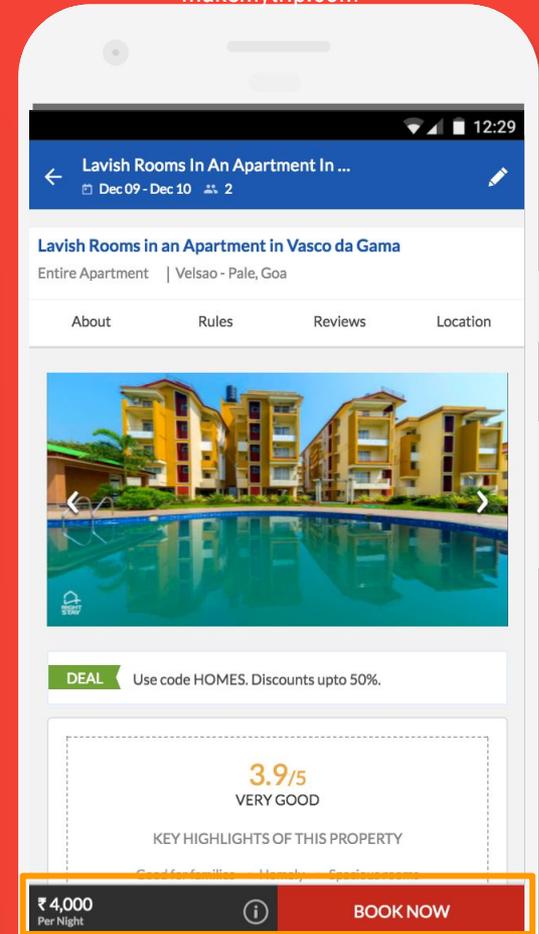
airbnb.com



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

DEAL Use code HOMES. Discounts upto 50%.

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

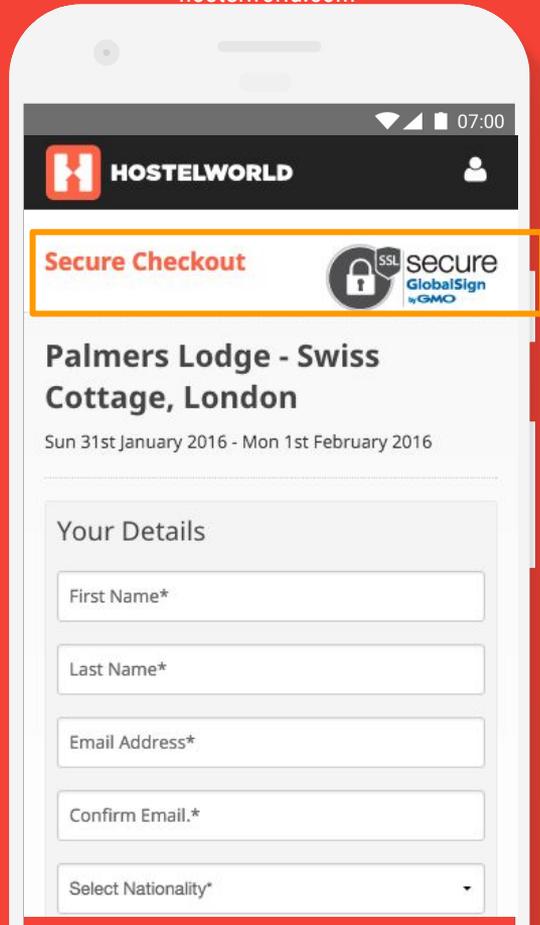
Name Surname
Female Male DD MM YYYY
E-mail
+90 Phone Number
+90 Mobile Number (optional)
 SMS Notification
Frequent Flyer Card (optional)
TK Miles&Smiles No

All Inclusive Price
138.52 EUR

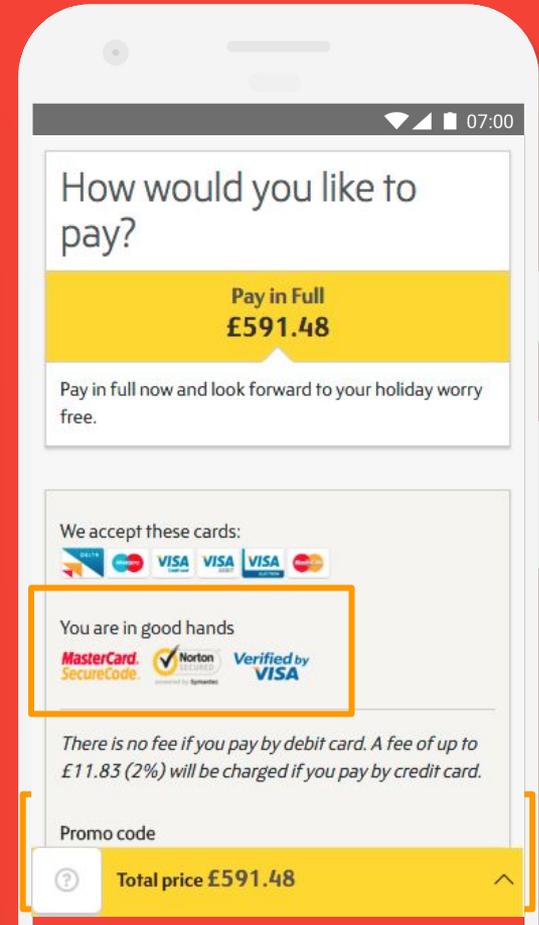
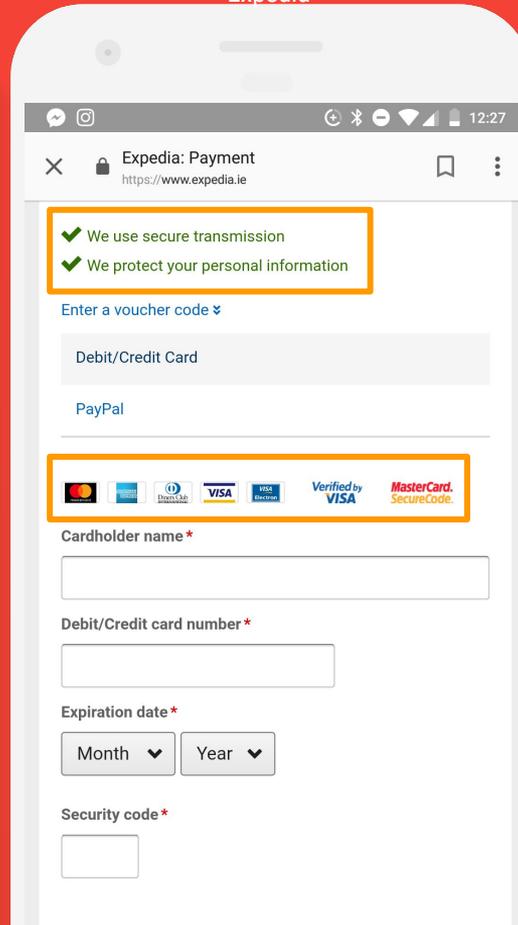
Go to Booking

RE-ASSURE SECURITY; USE CTAs TO COMMUNICATE SECURE CHECKOUT

hostelworld.com

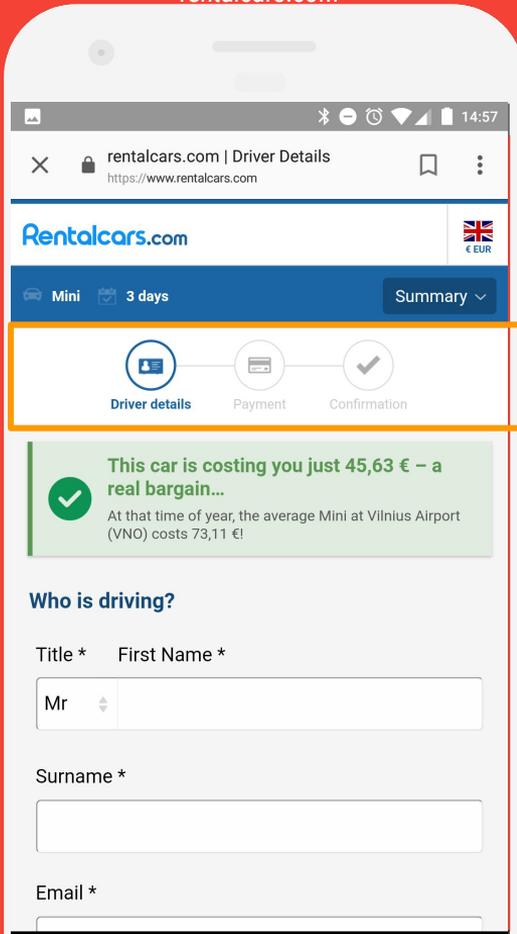


Expedia

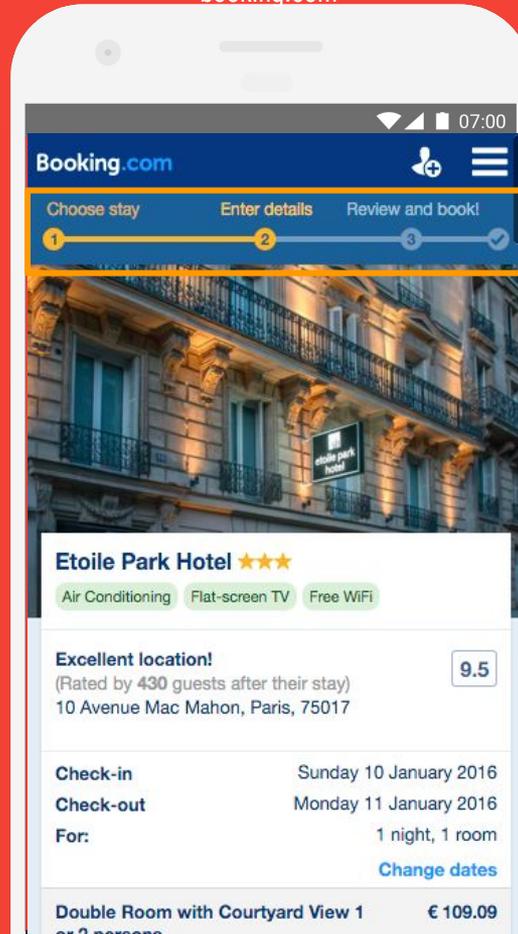


SHOW STEPS TO COMPLETE THE BOOKING, SHOW PROGRESS

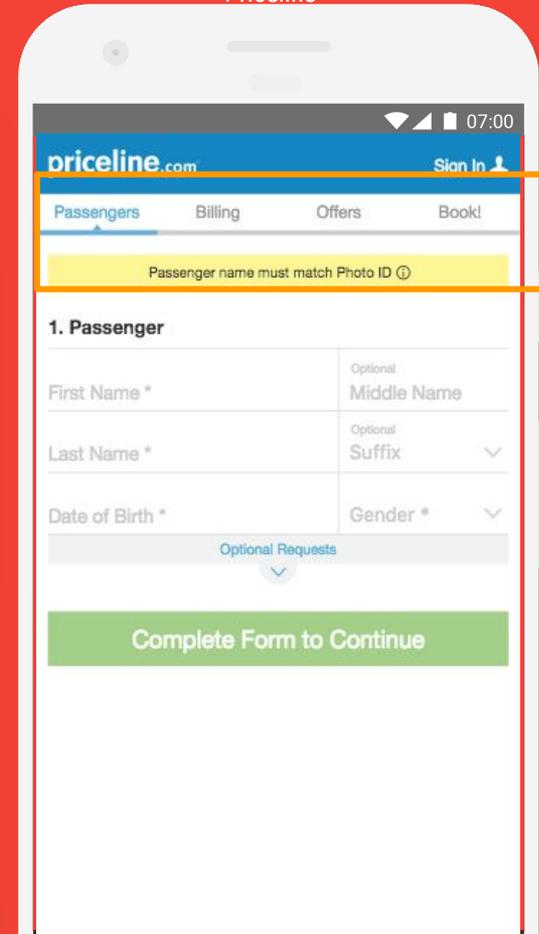
rentalcars.com



booking.com



Priceline



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

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 booking for?
 I'm the main guest
 I'm booking for someone else

Country

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

PERSONAL DETAILS

Title*

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

Q W E R T Y U I O P

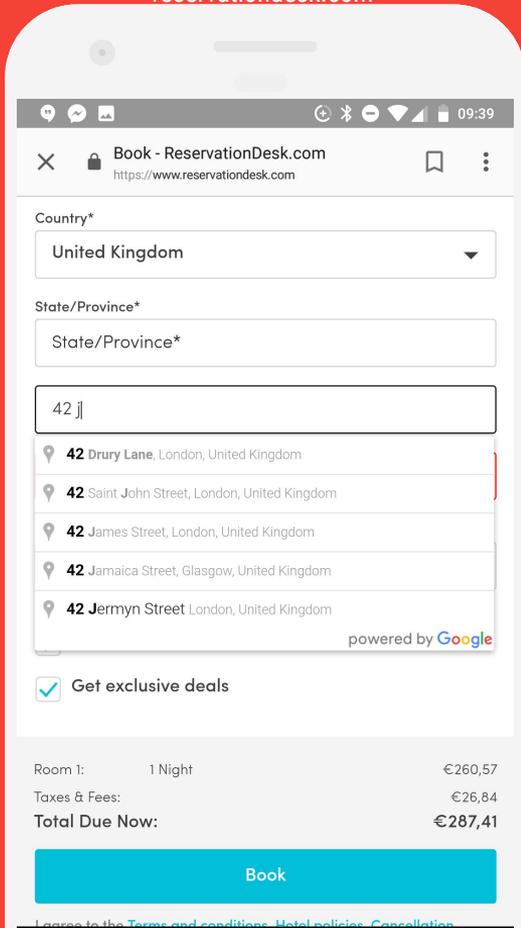
A S D F G H J K L

Z X C V B N M

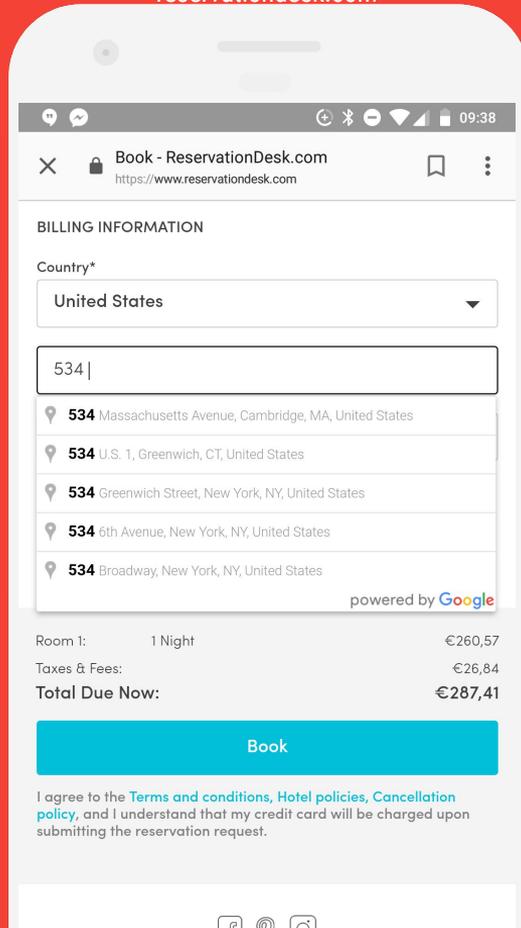
?123 English

USE GOOGLE PLACES API

reservationdesk.com

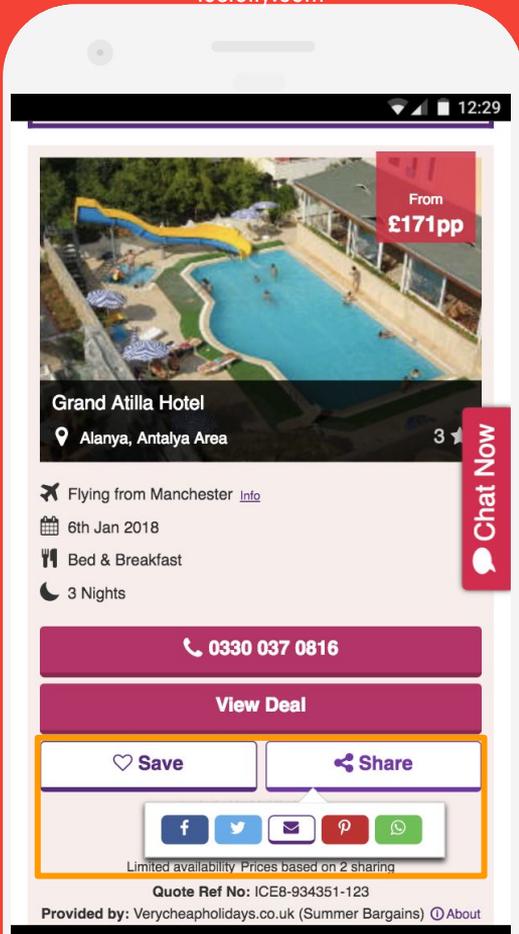


reservationdesk.com

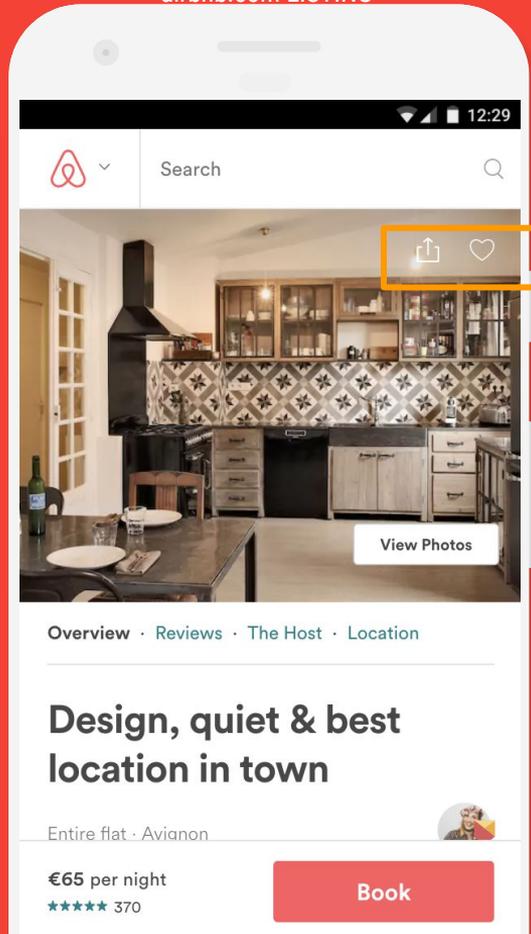


SUPPORT CROSS-DEVICE BEHAVIOR (MAKE SHARING LINKS EASY)

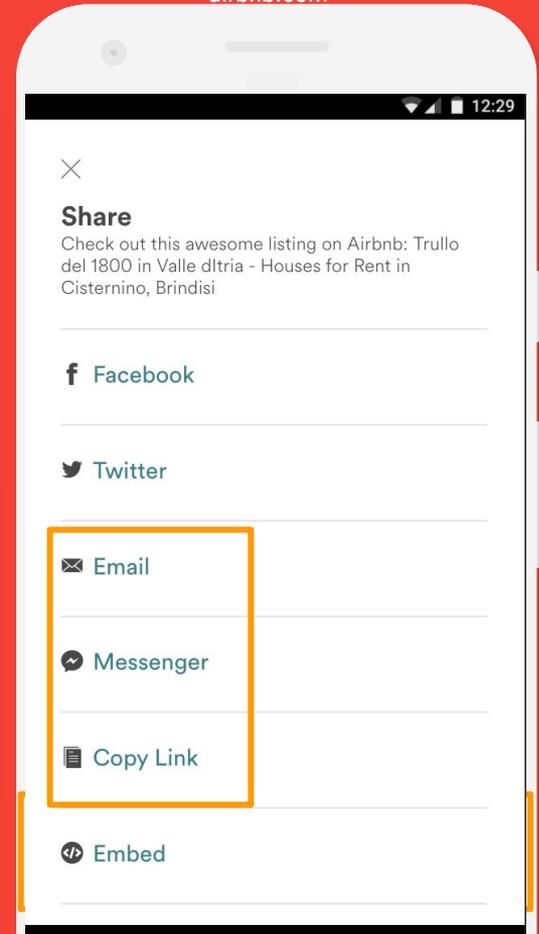
icelolly.com



airbnb.com LISTING



airbnb.com



CREATE URGENCY TO DRIVE CONVERSIONS

rentalcars.com

Rentalcars.com

Dublin Airport (DUB)
Sat 11/11/17 10:00 AM - Sun 11/12/17 10:00 AM

Sort by Filter

Show all 177 cars

It's busy in Dublin Airport (DUB) on your dates, prices are likely to rise.

Opel Astra or Similar
This car is likely to sell out soon!
Compact | Top seller

5 Seats | 4 Doors
Without Air Conditioning
Manual
Full to Full
Mileage: Unlimited
FREE Amendments

23.17 € **Book Now**

Nissan Micra or Similar
Economy | Excellent value

4 Seats | 2 Doors
Without Air

airbnb.com

Anywhere · Homes

23 Nov - 2 Dec Guests Filters

Only 12% of listings are left for these dates. We recommend booking a place soon.

SAVE €12

PRIVATE ROOM · 3 BEDS
Villa San Gennariello B&B
€60 per night
★★★★★ 149 · Superhost

SAVE €32

expedia.com

Arc la Rambla
Gothic Quarter
4.0/5 Very good! (2,469 reviews)
Booked in the last 2 hours

We have 3 left at
~~\$292~~ **\$267**
per person includes flight + hotel, taxes and fees

NOV 11 **55% booked!** Barcelona is a popular location on your dates.

Vinci Bit
Barcelona
4.3/5 Excellent! (1,009 reviews)

\$223
per person includes flight + hotel, taxes and fees

Vinci Marittimo
Barcelona
4.2/5 Very good! (1,818 reviews)

~~\$230~~ **\$214**
per person includes flight + hotel, taxes and fees

Hotel SB Glow
Sant Marti
4.4/5 Excellent! (47 reviews)

HELP ESTIMATE HOW LONG IT WILL TAKE TO COMPLETE THE BOOKING

rentalcars.com

https://www.rentalcars.com/DriverE...
https://www.rentalcars.com

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

Amend

Share the driving: journeys are always better when you can take turns at the wheel

More extras

Prices for additional extras are controlled by the local rental company and may be subject to change.... Read more

Full Protection
Excellent Value, Best Cover, Peace of Mind
+ Add Full Protection

Go To Book
It only takes 2 minutes

Not ready to book yet? Just tap 'Save for later' and we'll email you the details.

Save for later

booking.com

2 nights (Dec 21 - Dec 23)

Book now, PAY AT THE PROPERTY
With FREE cancellation on most rooms

2 B&B + 1 Dinner Special Offer

Fits 2
Bed: 1 full bed
Bathtub
Very good breakfast included in the price

Flexible

FREE cancellation before December 20, 2017
NO PREPAYMENT NEEDED - pay at the property

Price for 2 nights
€ 248

Remove

Only 4 left on our site!

1 room

Number of Guests
1 room selected

No account necessary! Booking takes just 2 minutes.

- Confirmation is immediate
- Booking.com doesn't charge any service fees

Next step >

1 room selected

bookit.com

https://hotels.bookit.com/mobile/boc

bookit.com

Secure booking (it only takes 2 minutes)

Step 1: Check details and book

Executive Hotel Vintage Court
San Francisco, CA, US
1-800-204-7250 (New Reservations & Support)

Check in: Thursday, February 22, 2018
Check out: Sunday, February 25, 2018
3 nights, 1 room

Includes special offer
Save 33%

Average nightly rate: \$166.83

Executive Room, 1 Queen Bed
Free cancellation

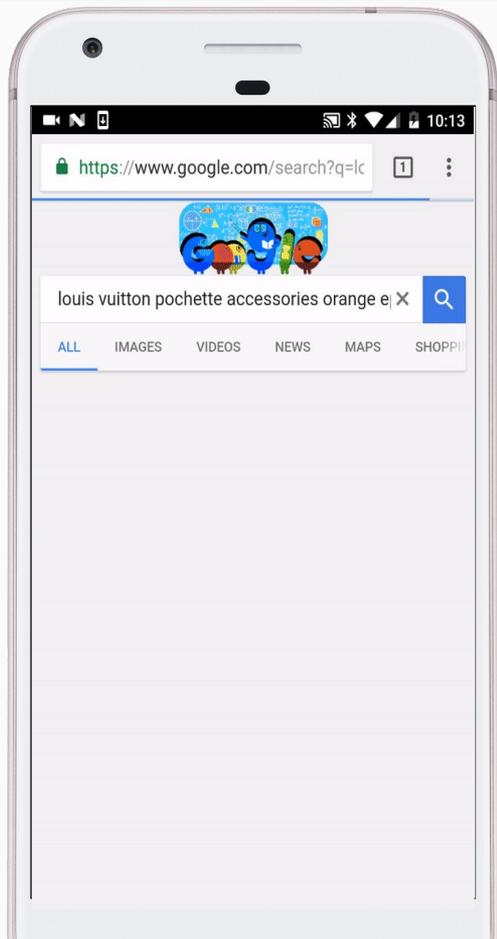
> 3 nights: \$500.49

Taxes and fees: \$92.58

Total to pay now: \$593.07

83 people have looked at this hotel in the last hour

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:

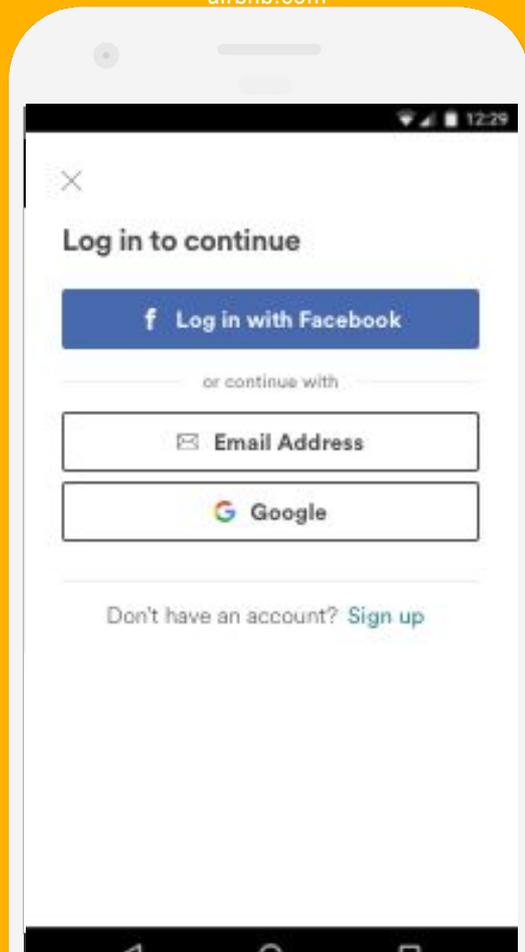
goo.gl/9FwBh4

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							

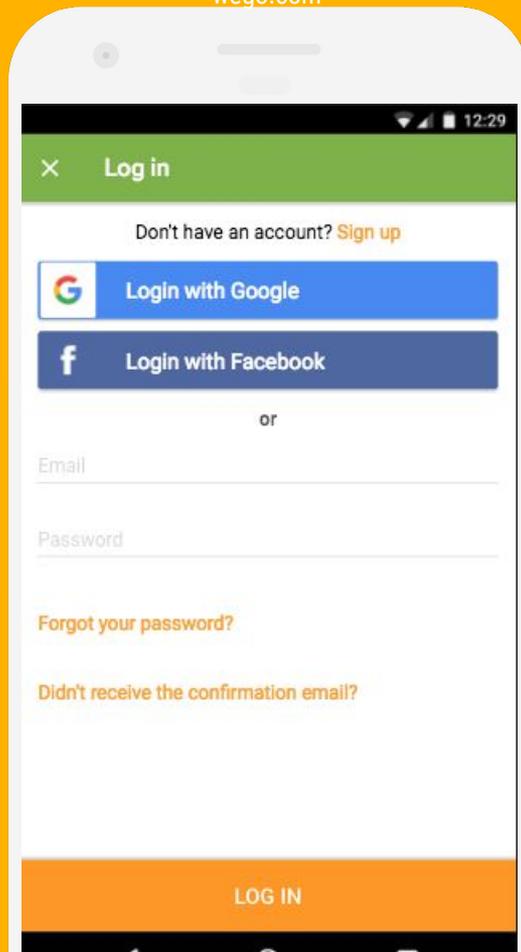
SIGN IN WITH SOCIAL (increases conversions by 53%; [study](#))

airbnb.com



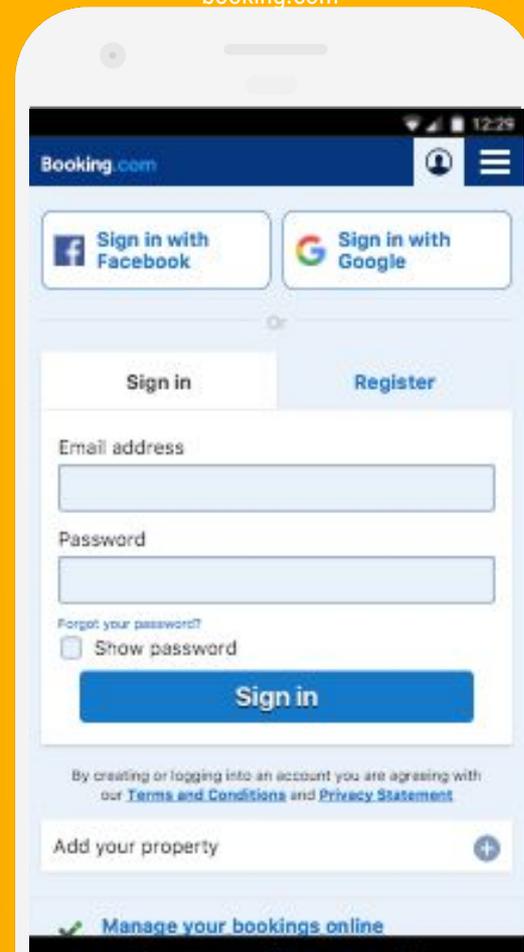
A mobile login screen for Airbnb. At the top, there is a close button (X) and the text "Log in to continue". Below this is a large blue button with the Facebook logo and the text "Log in with Facebook". Underneath, it says "or continue with" followed by a white button with an envelope icon and the text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

wego.com



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

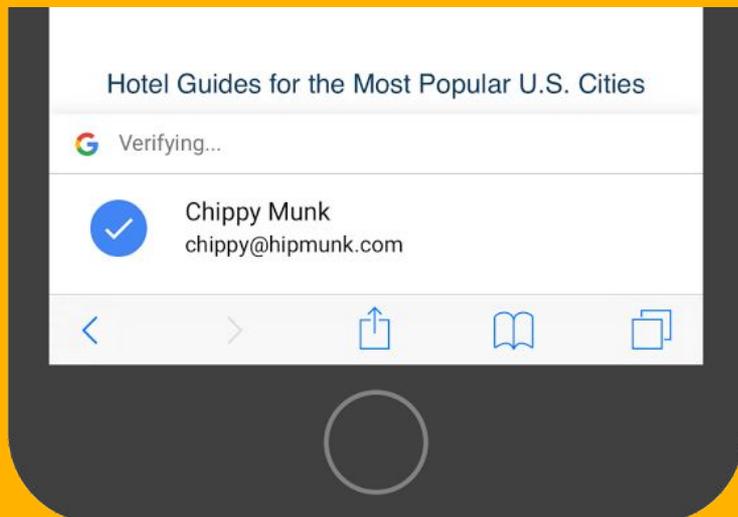
booking.com



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

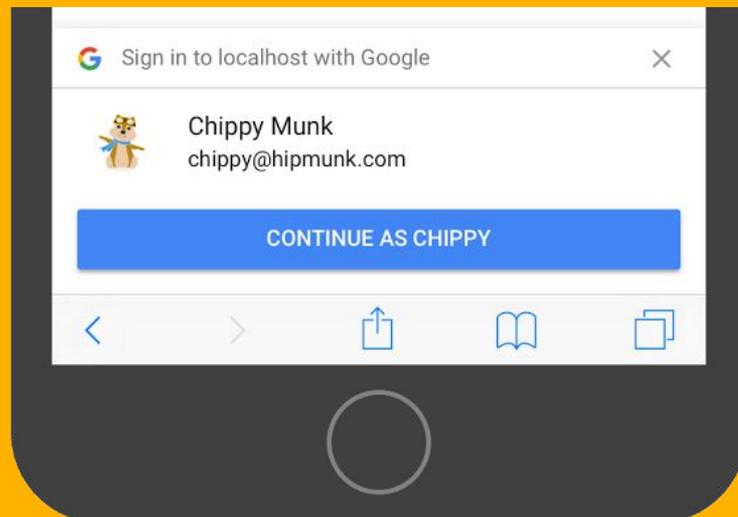
CONSIDER INTEGRATING ONE TAP SIGN UP (2-4x higher sign-up rates)

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

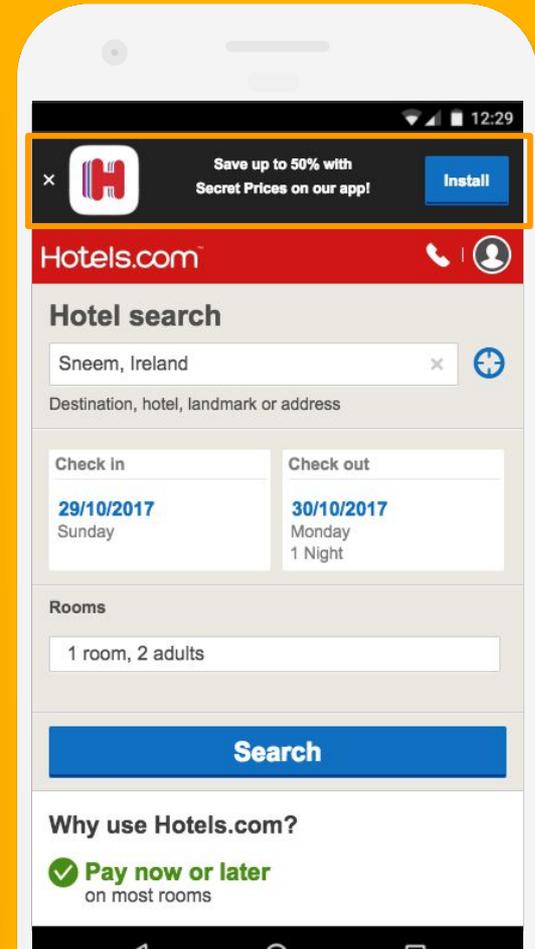
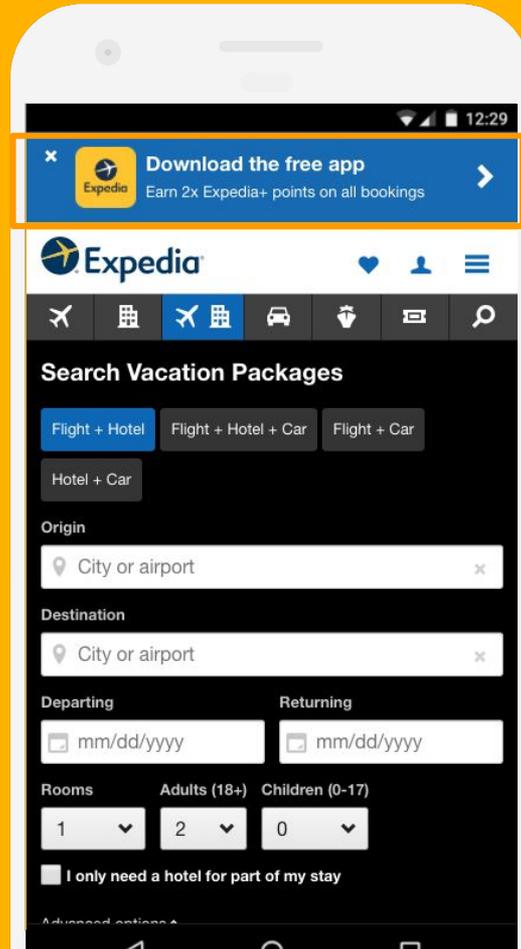
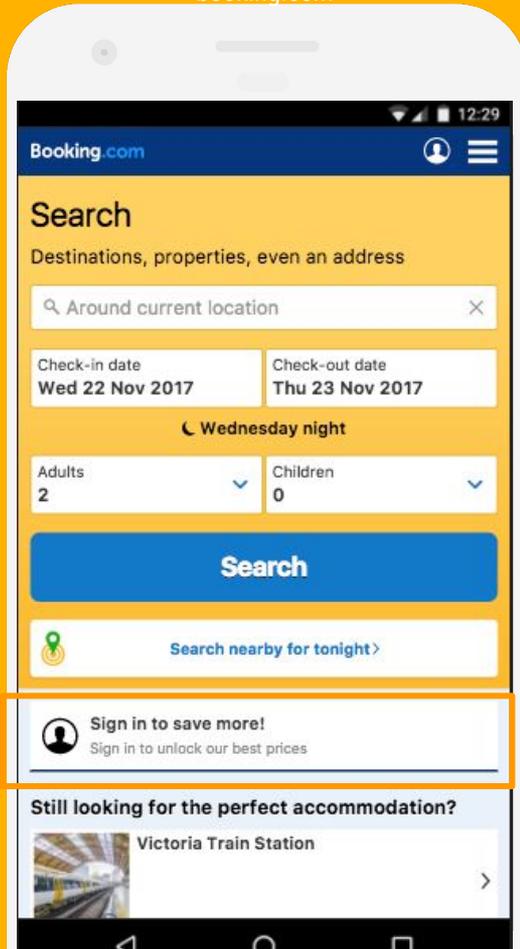
Sign up new users with just one tap, without interrupting them with a sign-up screen. Users get a secure, token-based, passwordless account on your site, protected by their Google Account. [More info](#).



One tap sign-up

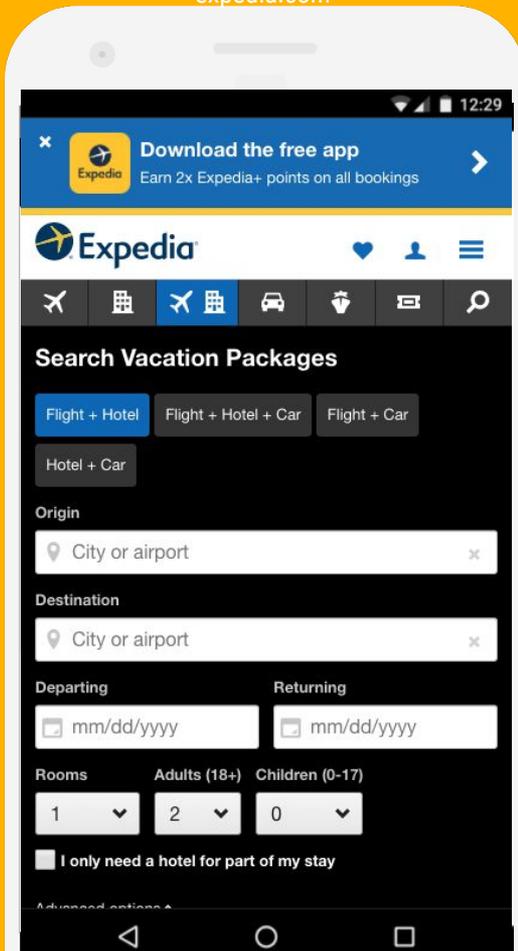
COMMUNICATE SIGN-UP/SIGN-IN/APP DOWNLOAD BENEFITS

booking.com

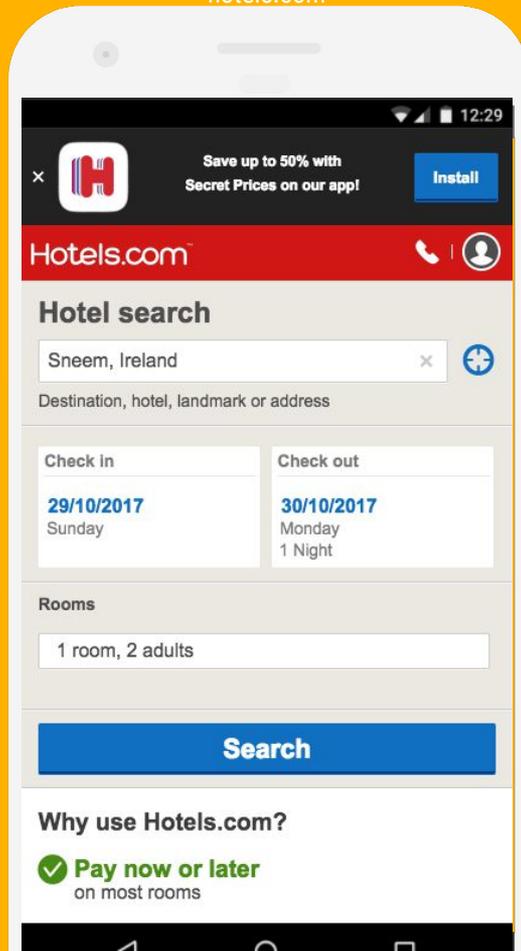


SHOW REASONS TO DOWNLOAD THE APP or SIGN IN

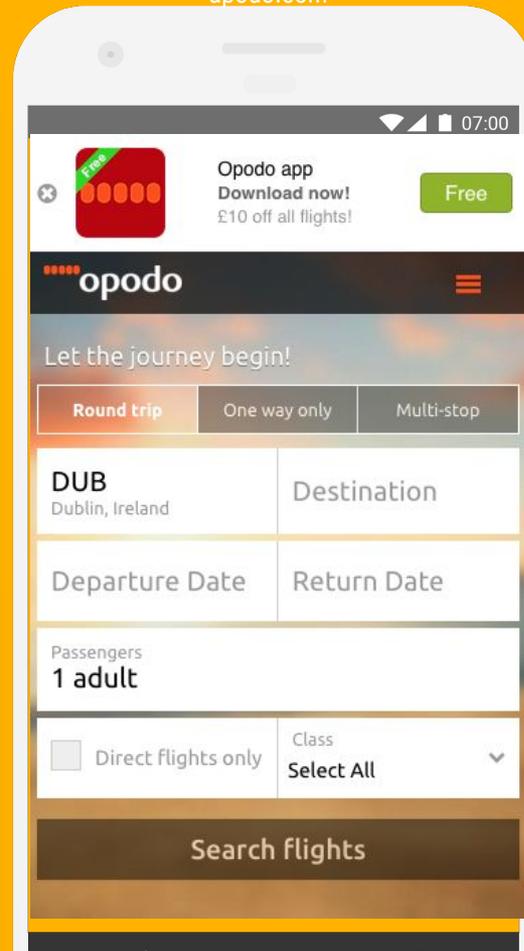
expedia.com



hotels.com



apodo.com



SHOW USER BENEFITS OF ENABLING PUSH NOTIFICATIONS

makemytrip.com

The screenshot shows the MakeMyTrip mobile app interface. At the top, it displays the route "New Delhi to Mumbai" for the dates "24 Nov - 28 Nov" with "1 Traveller". Below this, it shows the total price as ₹14,796, broken down into a departure fare of ₹7,175 and a return fare of ₹6,571. A red "PROCEED" button is visible. The main content area is divided into two columns: "DEL-BOM, 24 NOV" and "BOM-DEL, 28 NOV". Each column lists several flight options with their respective airlines, departure and arrival times, durations, and prices. At the bottom, a notification banner from MakeMyTrip asks the user to enable push notifications for airline sales and fare drops, with "LATER" and "ALLOW" buttons.

DEL-BOM, 24 NOV		BOM-DEL, 28 NOV	
13:00 2h 10m Non Stop ₹ 7,174	15:10 2h 10m Non Stop ₹ 7,174	10:55 2h 15m Non Stop ₹ 7,618	13:10 2h 15m Non Stop ₹ 7,618
06:35 2h 10m Non Stop ₹ 7,175	08:45 2h 10m Non Stop ₹ 7,175	12:40 2h 20m Non Stop ₹ 7,618	15:00 2h 20m Non Stop ₹ 7,618
15:50 2h 20m Non Stop ₹ 7,175	18:10 2h 20m Non Stop ₹ 7,175	13:35 2h 10m Non Stop ₹ 7,618	15:45 2h 10m Non Stop ₹ 7,618
04:00 2h 15m Non Stop ₹ 7,354	06:15 2h 15m Non Stop ₹ 7,354	14:30 2h 15m Non Stop ₹ 7,618	16:45 2h 15m Non Stop ₹ 7,618
		15:15 2h 15m Non Stop ₹ 7,618	17:35 2h 15m Non Stop ₹ 7,618

We would like to show you notifications on airline sales and fare drops.

[LATER](#) [ALLOW](#)

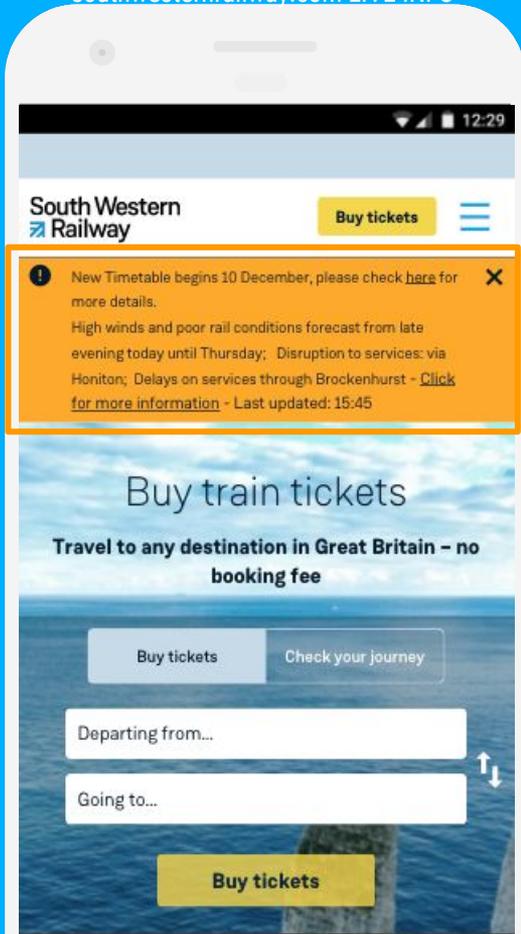
Post-booking

Creating frictionless experiences across the funnel (TRAVEL)

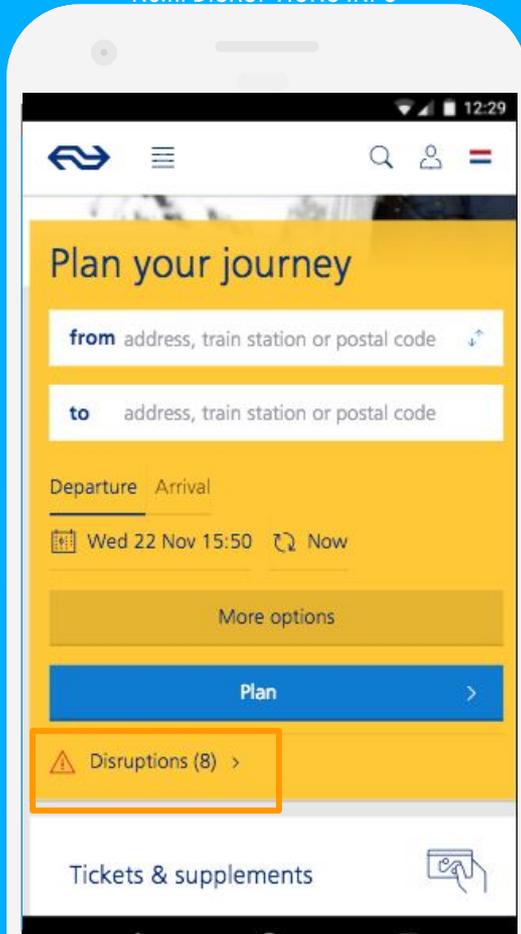
1. HOME/LANDING PAGE		2. SEARCH		3. RESULTS PAGE		4. BOOKING		5. FORMS		6. POST-BOOKING	
SECTION	Post Booking	Ease of implementation	Impact	Key Metric							
KEY SUGGESTION	Make obvious information easily accessible post booking	Easy	High	CvR, App to download							
	Ensure all FAQs could be found easily	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

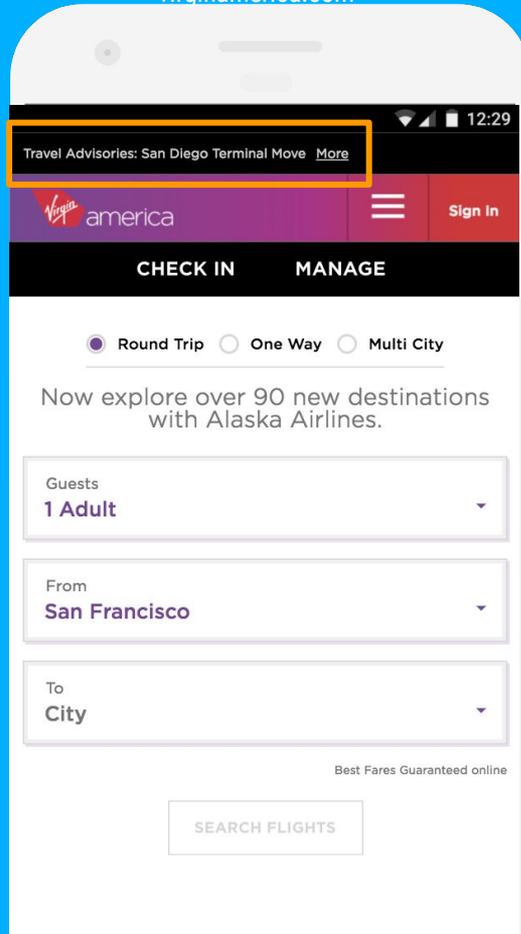
southwesternrailway.com LIVE INFO



Ns.nl DISRUPTIONS INFO

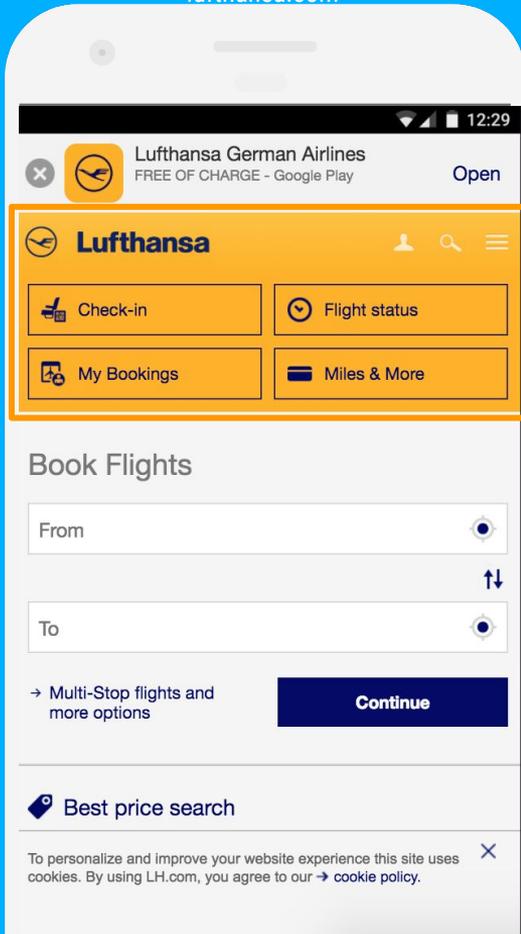


virginamerica.com

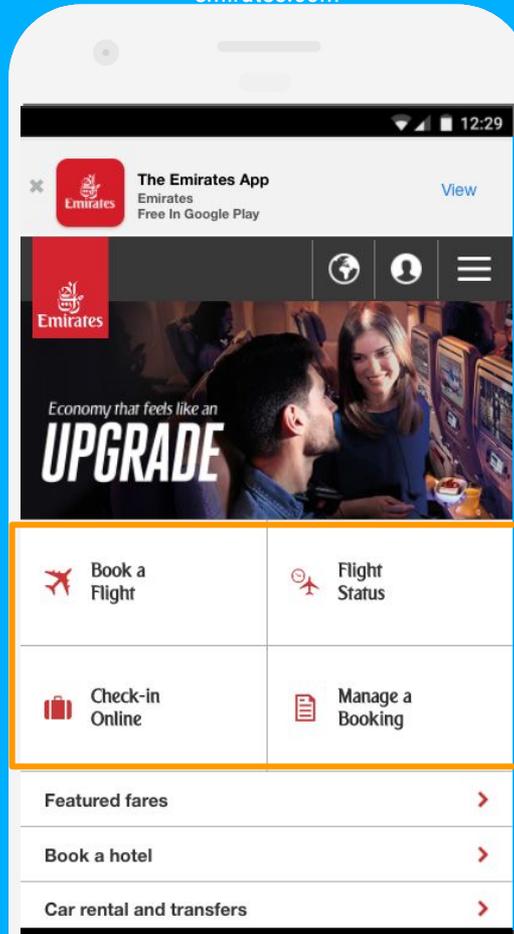


HAVE SHORTCUTS TO TOP CATEGORIES ON THE HOMEPAGE (STUDY)

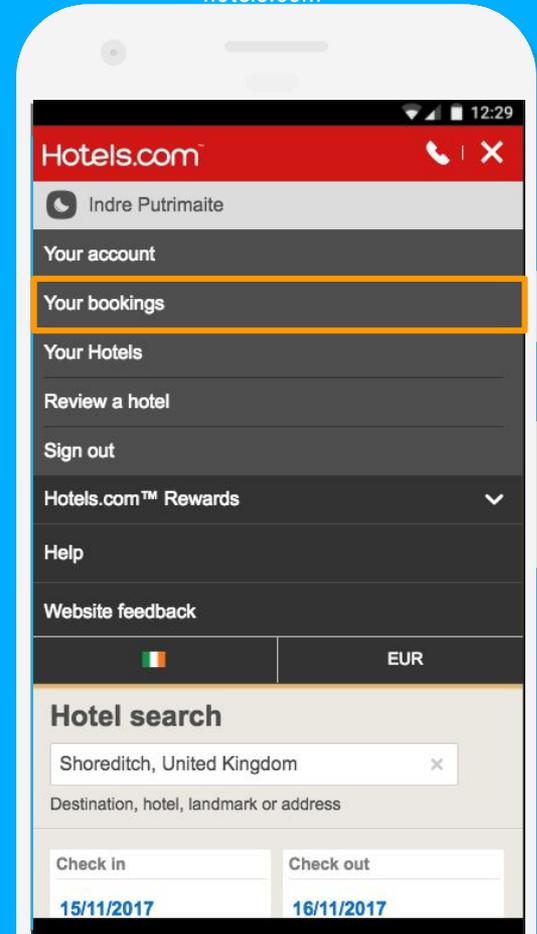
lufthansa.com



emirates.com

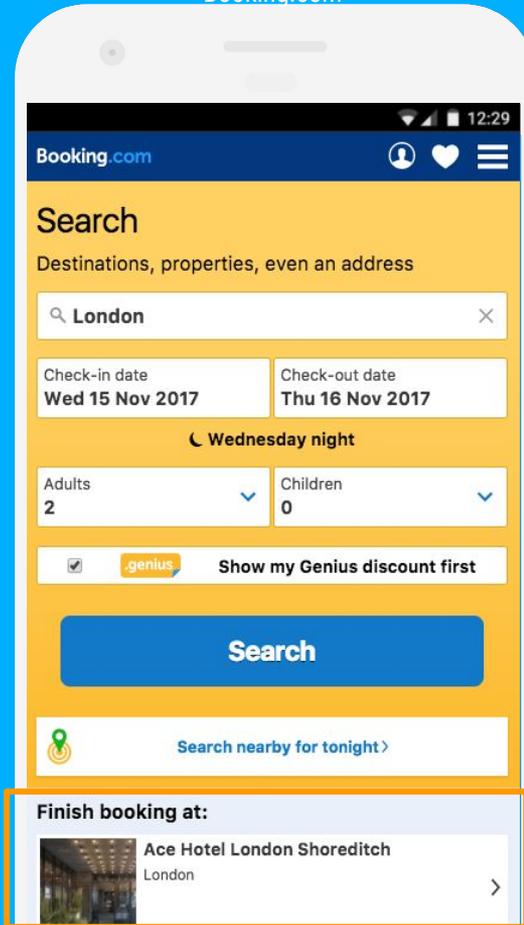


hotels.com

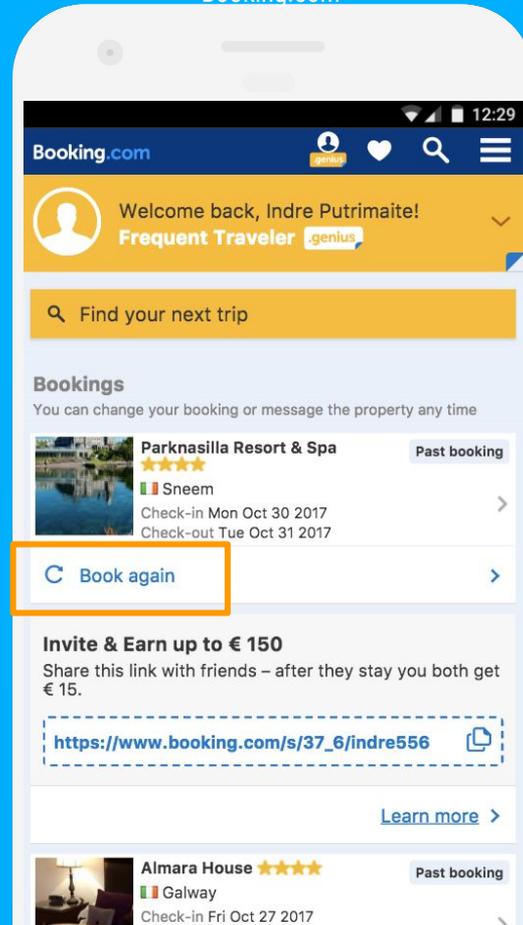


DELIGHT FREQUENT USERS, SURFACE PREVIOUS BOOKINGS FOR BUSINESS TRAVELERS

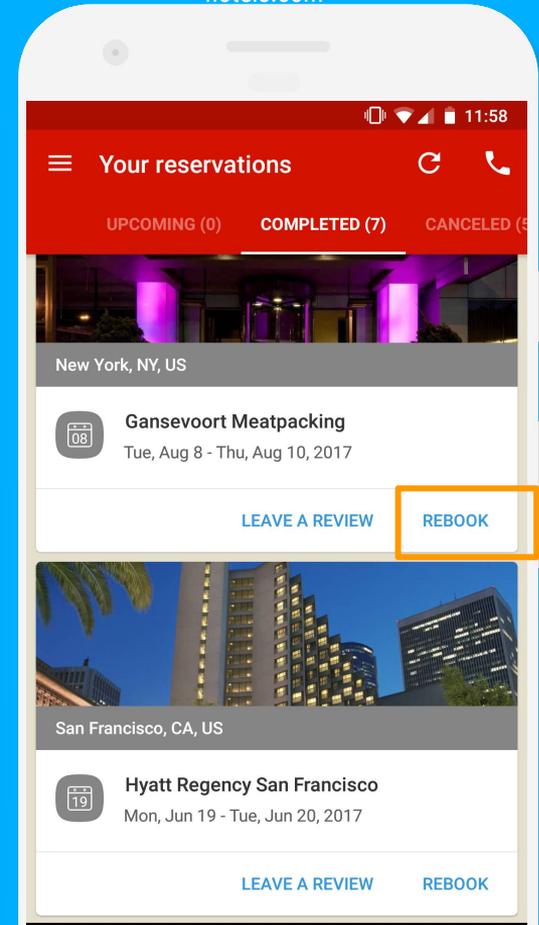
Booking.com



Booking.com

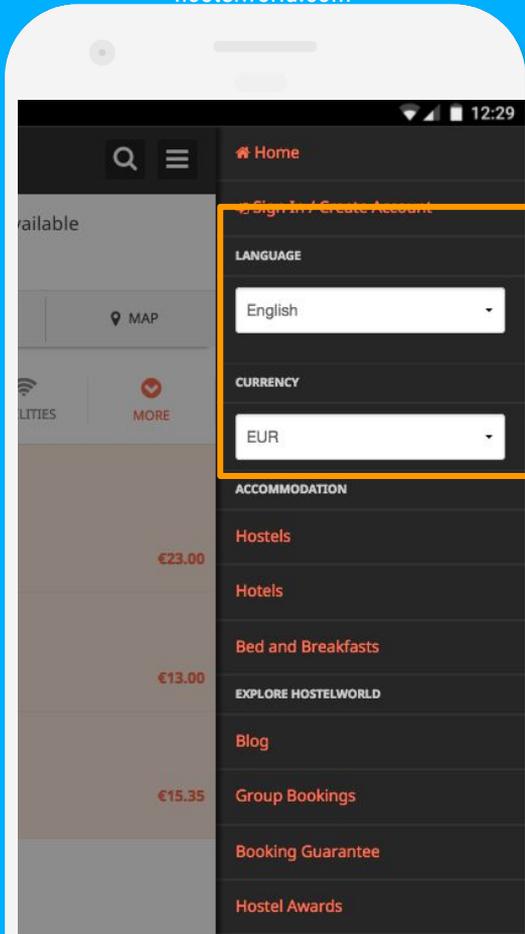


hotels.com

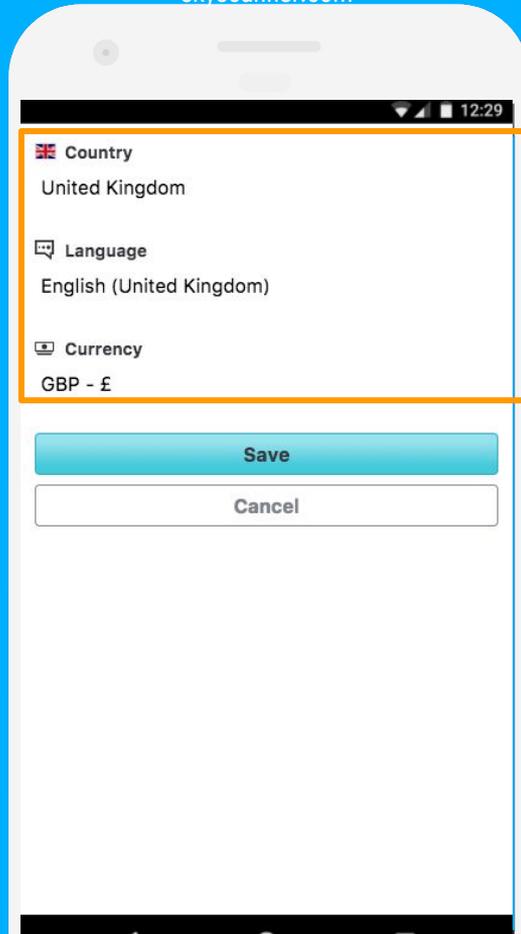


GIVE OPTIONS TO CHANGE CURRENCY/LANGUAGE, IF RELEVANT

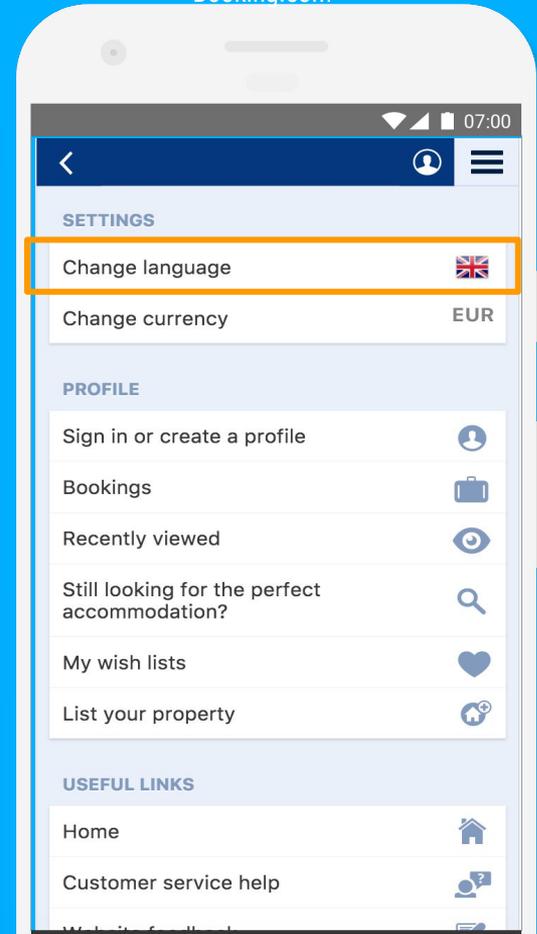
hostelworld.com



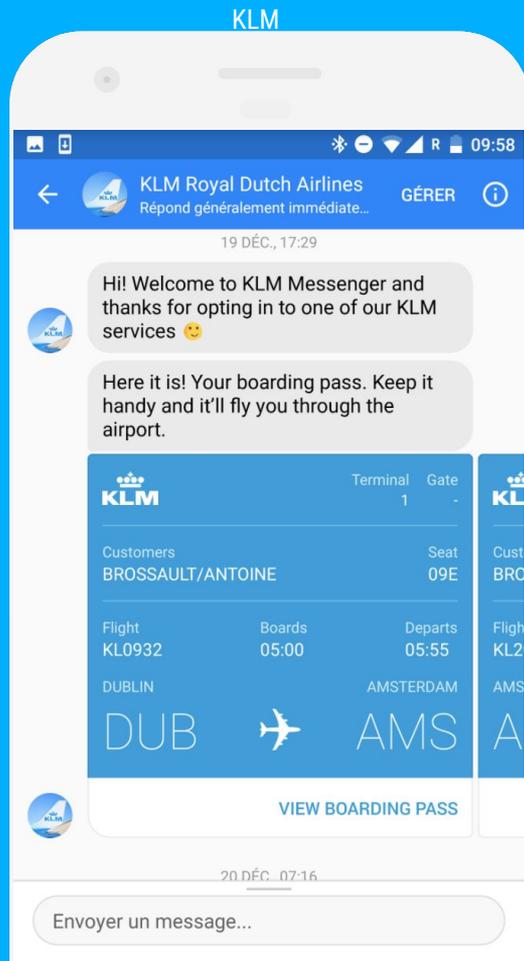
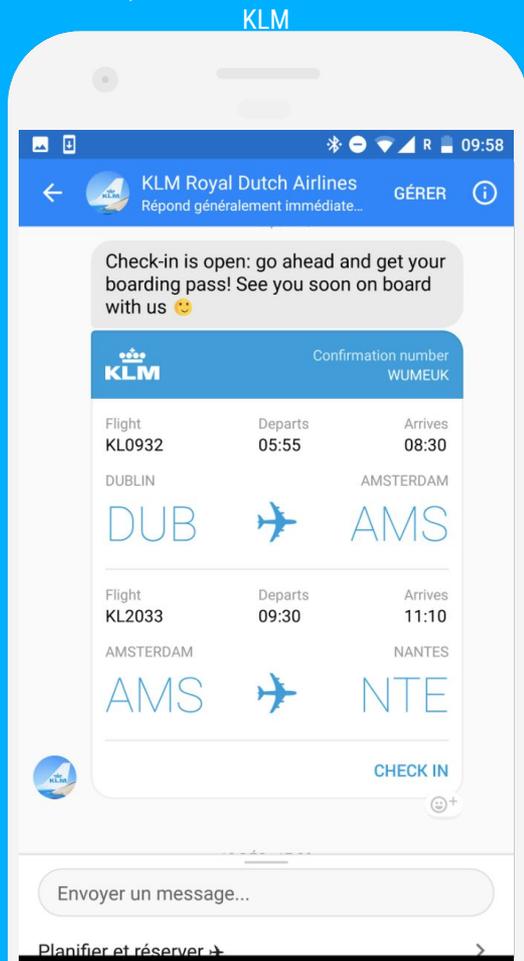
skyscanner.com



Booking.com

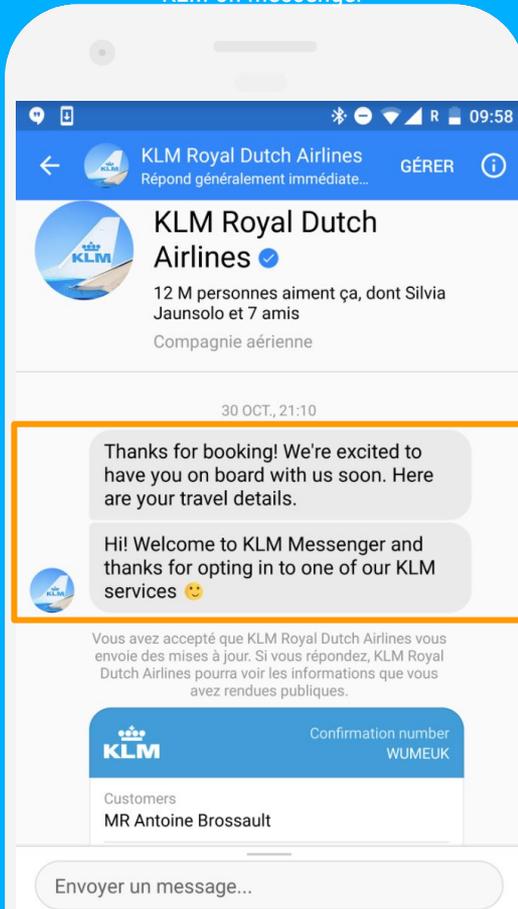


ALLOW USERS TO SAVE E-BOARDING PASS WITHOUT APP DOWNLOAD (i.e. PWA, EMAIL, MESSENGER, TEXT MESSAGE, etc.)

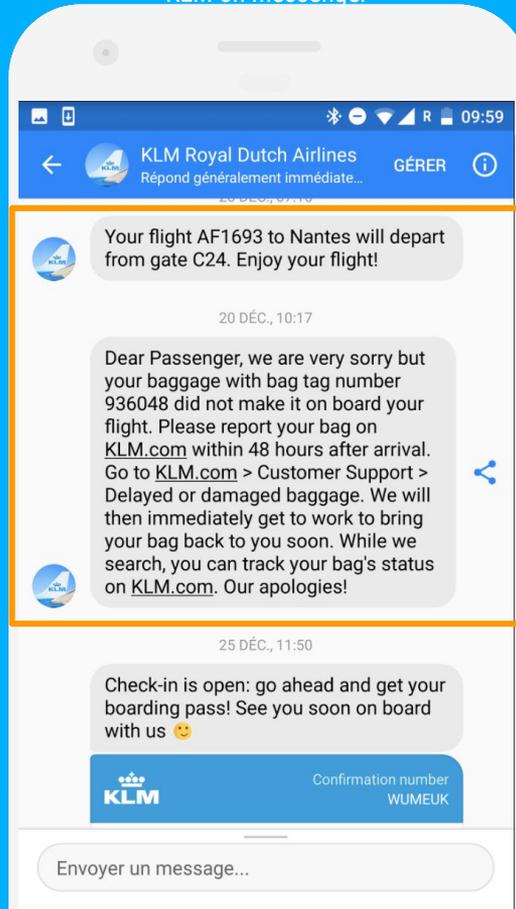


BE WHERE YOUR USERS ARE FOR FAQs AND CUSTOMER SUPPORT

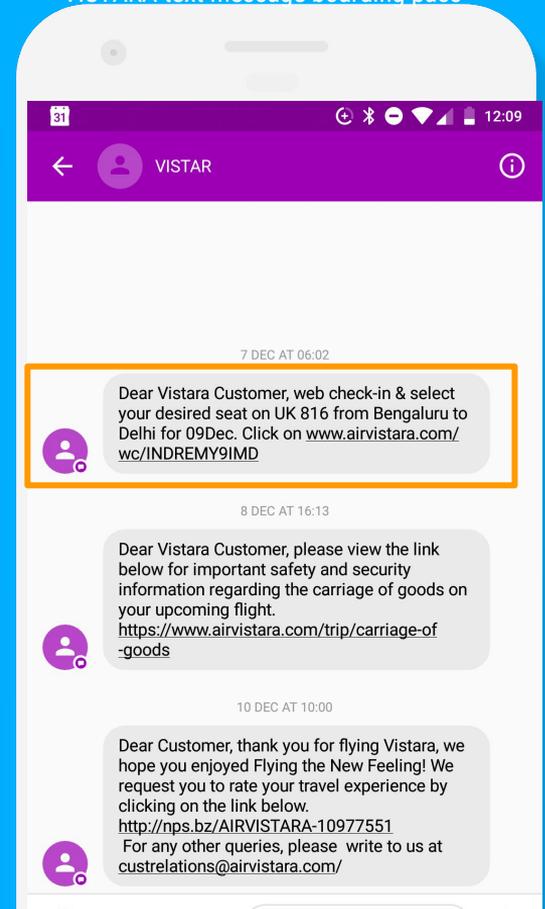
KLM on messenger



KLM on messenger



VISTARA text message boarding pass



More info/case studies

Expedia

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



Travelodge



Starcom
Mediavest
Group™

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

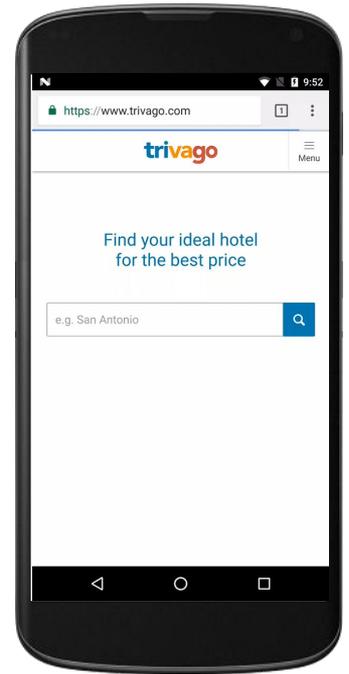
One of the largest hotel search engines in EMEA

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** [\[link\]](#)

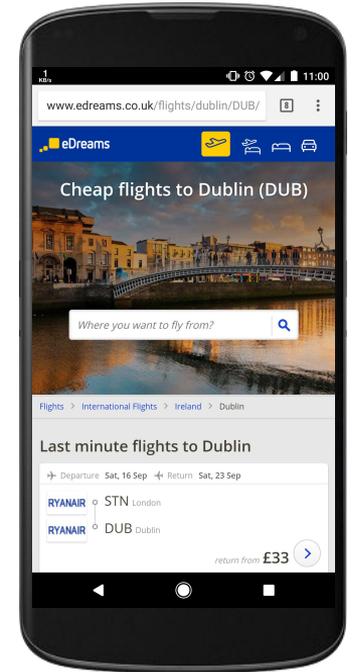
The Trivago logo consists of the word "trivago" in a lowercase, sans-serif font. The "tri" is blue, "vago" is orange, and there is a registered trademark symbol (®) to the upper right of the "o".

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.

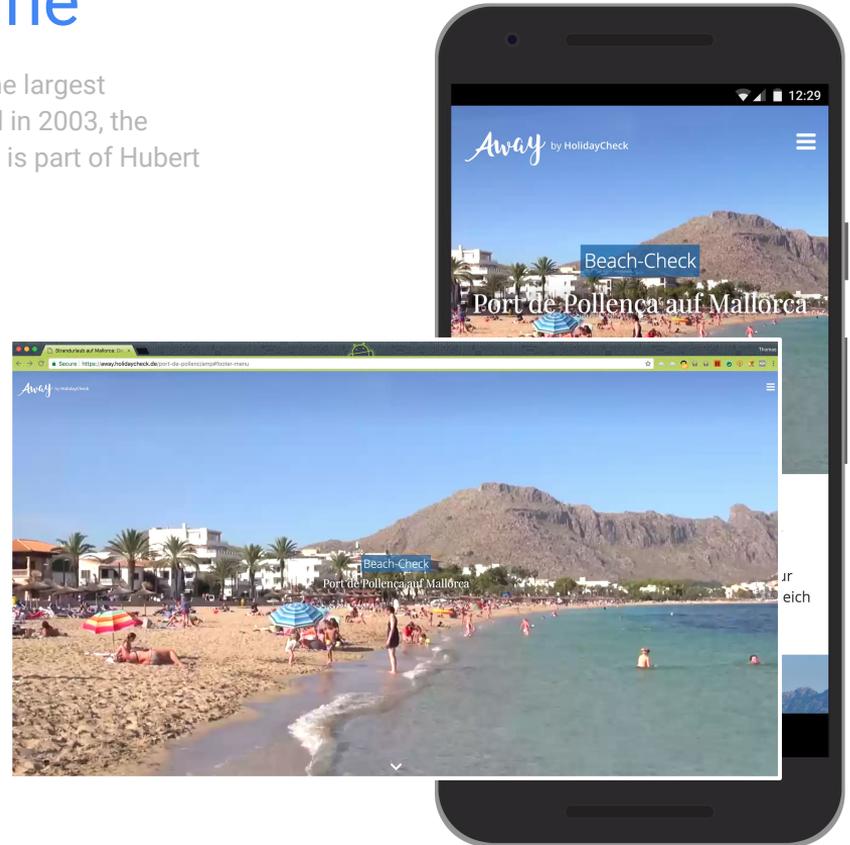
AMP

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