

# What Travelers Really Want From Their **Mobile Experience**

Emotions impact how consumers use and respond to the experience when engaging with brands on mobile. Research confirms that travelers' emotional mindset changes as they move through the different stages of their journey. Below are six emotional states we uncovered through research, and corresponding UX actions brands can take to improve the experience.



## “I don't feel secure”

This emotion is particularly prevalent during the “Booking” stage of the Journey. Questions like “are my details safe” impact willingness to book and pay on mobile. Further, travelers are apprehensive that they will miss the fine print on the smaller mobile screen, which could have financial impact.

By assessing and adding UX elements that increase the users' sense of reassurance, brands can reduce stress and increase traveler confidence.

### UX Actions:

- Add feedback and security elements, such as using progress bars and security logos
- Use reassuring content, such as “your details are safe with us.”



## “I don't trust the content”

Travelers develop this particular mindset during the Researching phase of the Journey. During our research, we uncovered travelers do not feel confident that content and offers are the same across desktop and mobile. It's important to make sure that relevant content, such as terms and conditions, can be easily accessed on mobile.

By checking that content is consistent across all touch points, brands can minimize the risk of unnecessary misunderstanding, and eliminate the frustration associated with planning a trip.

### UX Actions:

- Carry out content audit
- Offer real value in exchange for social shares
- Make customer service very accessible on mobile





## “I’m having technical issues”

Users feel especially anxious about technical issues while they are Researching and Booking. Because these stages play such a crucial role in the success of their trip, travelers are not willing to risk making a mistake because of a slow performing site.

By paying attention to technical issues that may arise on mobile, and updating the user during their experience, brands can eliminate frustration and decrease the number of drop offs on mobile.

### UX Actions:

- Address speed and reliability issues, such as slow page loads
- Design for performance, such as using overlays



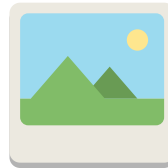
## “It seems you don’t know me.”

While Travelers experience different emotions at each stage of the traveler experience, personalization remains a constant expectation through their entire Journey. Users not only expect their searches to be retained and their information to be easily accessible on mobile, they also expect to receive local suggestions and recommendations. Brands must design their site to create a sense of urgency in the traveler, to not only research and book through mobile, but to also travel and relish their experience through mobile.

By providing a personalized experience at every stage, users will be more eager to use their mobile phone during the entire travel journey.

### UX Actions:

- Provide filters and bookmarks
- Make recommendations and alternative suggestions
- Learn from users preferences



## “These pictures are not great!”

Images and videos are the selling point during the Research and Booking phase. In fact, it was the number one aspect all Travelers felt was missing from their mobile experience. In order for Travelers to feel excited about their trip, they need brands to provide a visual representation of the experience they will be receiving.

By using UX elements to convey an accurate experience, users will feel more confident to make a decision on mobile.

### UX Actions:

- Eliminate “pinch and zoom”
- No pixelated images
- Use images to make a bigger impact on travelers’ decision



## “I don’t feel loyal to you.”

This emotion applies specifically to the Booking and Post-Trip stages. Our research uncovered travelers do not feel that booking or sharing directly through a brands site provides any benefit, so why do it? Brands should leverage this knowledge and offer customers incentives to share and book directly through their site.

Getting customers to interact directly through your site, creates a sense of excitement in the traveler, and increases the likely hood they will return to your site in the future.

### UX Actions:

- Explicit content on Rewards benefits
- Encourage enrollment and redemption of mobile loyalty
- Attach reward points to guest services