

CASE STUDY #2: **EVVAI.COM**

The logo for Peppermind features the word "peppermind" in a white, lowercase, rounded sans-serif font. Behind the text is a large, stylized graphic of a peppermint candy, rendered in a vibrant pink color. The candy has a circular top and a wavy, ribbon-like bottom, with a white swirl pattern on its surface.

peppermind

INDEXED SEARCH PAGE TEST

Evvai.com is an Online Travel Agency
e-commerce platform selling resort rooms



*SUPPORTING THE
DEVELOPMENT TEAMS
BY IMPLEMENTING THE
"TEST AND LEARN"
DESIGN APPROACH,
ACQUIRED DURING MY TENURE
AT EXPEDIA.*

TEST HYPOTHESIS

- Redirecting users who come from a catalog search (e.g., Calabria resorts) to an indexed search page rather than the catalog LP should encourage them to request a quote more quickly, leading to a higher conversion rate.

TEST ACTIVITY

- We redirected the catalog campaigns to the indexed search page instead of the catalog LPs, and within just 2 days, we noticed a decrease in conversion rate and an increase in bounce rate.

ANALYSIS OF RESULTS

- Conversion rate (structure quote) -34%
- Bounce rate +18%

Such negative results are understandable through a comparison of user experience between the two pages (indexed search page and catalog LP) and a comparison with that of competitor sites (e.g., booking.com).

CONCLUSIONS

The main problems are:

- The additional step in the funnel that landing on a search page as it is currently structured creates
- The scarcity of visible results above the fold.

PROPOSALS

Short-term changes (in order of priority):

- A series of minor changes to be made immediately can shorten the funnel for these pages, improve the user experience, and lead to an increase in the conversion rate.

1. Change the CTA label from "go to the structure" to "view rates" (desktop and mobile)

FUNNEL REDUCTION

The screenshot displays a travel website interface. At the top, there is a navigation bar with categories: Villaggi, Hotel sul mare, Resort, Last Minute, and Prenota prima. Below this is a red promotional banner: "Blocca la tua vacanza con 100€ ZERO RISCHI, TANTI VANTAGGI!". A search bar contains the dates "01/08/2020 - 08/08/2020", "2 Partecipanti, 1 Sistemazione", and a yellow "TROVA LE VACANZE" button. The main content area is titled "VILLAGGI CALABRIA" and features a card for "Evvai Club Villaggio Torre Sant'Irene" with a 3-star rating. The card includes an aerial photo of the resort, a rating of 7.8 "Buono", location "Calabria, Briatico", "Sul Mare", and "80 camere". A description states: "Direttamente sul mare della costa tirrenica calabrese, struttura accogliente ideale per una vacanza di mare e relax." A blue button labeled "Vai alla struttura" is highlighted with a red arrow. Below the button, it says "Modifica in: Visualizza Tariffe".

FUNNEL REDUCTION

2. Change the CTA action to display the form in modal (leave the action of clicking on the structure name and photo unchanged) (desktop and mobile)

Evvai Club Villaggio Torre Sant'Irene ✕

Inserisci date

Sistemazione 1

Adulti (18+)	Bambini (0-17)
<input type="text" value="2"/>	<input type="text" value="0"/>

Aggiungi 1 Sistemazione **Conferma**

[Procedi senza date](#)

DISPLAYING MORE SEARCH RESULTS

1. Move the stars on the same line as the structure name (mobile to be verified and decided)
2. Reduce the height of the structure photo to allow for more results above the fold (desktop and mobile)

evvai.com 0833 52 44 16 Assistenza gratuita Accedi

Vacanze | Villaggi | Hotel sul mare | Resort | Last Minute | Prenota prima

Blocca la tua vacanza con **100€** ZERO RISCHI, TANTI VANTAGGI!

Cerca in Calabria 01/08/2020 - 08/08/2020 2 Partecipanti, 1 Sistemazione TROVA LE VACANZE

FILTRA PER

Distanza dal mare

- Sul mare 15
- Poco distante dal mare 11
- A meno di un km dal mare 6
- A più di un km dal mare 3
- A più di due km dal mare 0

Numero stelle

- 5 stelle 0
- 4 stelle 24
- 3 stelle 11

Facilitazioni

- Servizio spiaggia 35
- Animali ammessi 22

VILLAGGI CALABRIA

Evvai Club Villaggio Torre Sant'Irene ★★ ★ 1. Spostare sul rigo nome struttura

Buono
Calabria, Briatico
Sul Mare
80 camere
Direttamente sul mare della costa tirrenica calabrese, struttura accogliente ideale per una vacanza di mare e relax.

Vai alla struttura

2. Modifica altezza foto

Evvai Club Nelema Village ★★ ★

DISPLAYING MORE SEARCH RESULTS

3. Move the form from horizontal to sidebar position (example booking.com) (desktop only)



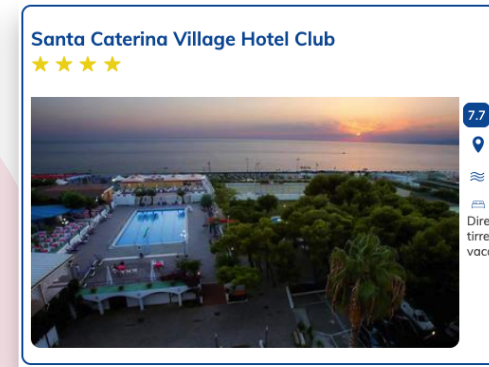
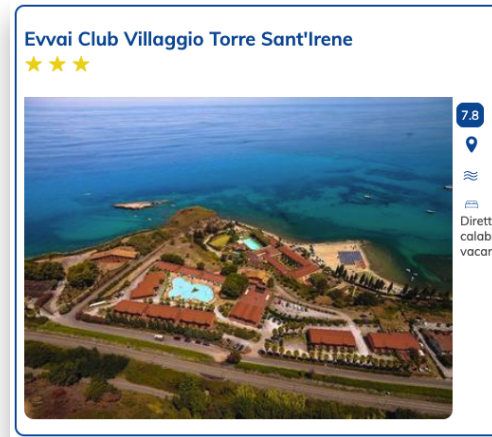
USER EXPERIENCE IMPROVEMENT

1. Align the CTA label to center it within the button (desktop only)



USER EXPERIENCE IMPROVEMENT

2. Standardize of the height of the structure photos (desktop and mobile)



3. Filter elimination (desktop and mobile)

- "Close to the sea"
- "Less than 1 KM from the sea"
- "More than 1 KM from the sea"
- "More than 2 KM from the sea"

4. Merge the "on the sea" filter with the "Facilities" list (desktop and mobile)

5. Change label "Facilities" to "Services" (desktop and mobile)

6. Move the "Star rating" filter section under the "Services" section (desktop and mobile)

FILTRA PER	
Distanza dal mare	
<input type="checkbox"/> Sul mare	15
<input type="checkbox"/> Poco distante dal mare	11
<input type="checkbox"/> A meno di un km dal mare	6
<input type="checkbox"/> A più di un km dal mare	3
<input type="checkbox"/> A più di due km dal mare	0
Numero stelle	
<input type="checkbox"/> 5 stelle	0
<input type="checkbox"/> 4 stelle	24
<input type="checkbox"/> 3 stelle	11
Facilitazioni	
<input type="checkbox"/> Servizio spiaggia	35
<input type="checkbox"/> Animali ammessi	22



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