

## Case Study: Low Cost Holidays

lowcostholidays.com uses unique technology to provide a service enabling holiday packages like flights and accommodation, to be put together at the lowest price available in the market (5-star to budget). They are keen to differentiate themselves from competitors in the marketplace and are a UK Travel Industry award-winner.

### Objectives

- Increase conversion ratios
- Create a user friendly booking process
- Improve different navigation methods for researching a destination and booking a holiday
- Remove barriers impacting users' ability to achieve key tasks

**Responding to users' concerns and wishes enhances the customer experience.**

*"We have implemented 3 of the key changes and seen a 17% improvement in our conversion ratio!"*

**Lawrence Hunt**

**Director, Low Cost Holidays**

### The business challenge

lowcostholidays.com aims to provide the best value holidays on the web and deliver quality service to all their customers. They continuously measure the effectiveness of their website, monitoring and enhancing the customer experience. With so much competition in this sector, holiday websites have to be fast, logical and easy to use.

With a redesigned website and development cycle already underway, timeframes for the latest usability evaluation project to be carried out by Foviance, were very tight. lowcostholidays.com needed to identify 'quick wins' which could easily be implemented on the website and deliver immediate improvements for their customers; ready for their peak selling months.

Foviance, having conducted a similar project for lowcostholidays.com's website 12 months previously, already had a benchmark against which to measure the website. They were also able to replicate the test setup and use the previous findings as a basis for the new evaluation. This proved to be a perfect example of the benefits of interactive testing. While measuring the impact of changes made to key areas of the site and validating previous user feedback, it was immediately evident how developers had misinterpreted some of the previous design recommendations.

### The initial project

The key objectives of the user research project were to:

- Evaluate the usability of the booking processes for flights, hotels and holidays.
- Evaluate the usability of the different navigation methods for researching a destination and booking a holiday.
- Identify what areas of the page were attracting users' attention
- Gather feedback on brand, page layout, visual design, terminology and signposting.
- Understand which barriers were impacting on users' ability to achieve key tasks.

The main phases of the project included desk audits of the existing site, competitor analysis and one-on-one user testing by performing typical tasks with users. Foviance delivered full summaries within 2 days of the final day of tests.

## Challenges

- The development cycle for the new site build was already underway
- Rapid kick-off with very little lead time
- Quick turn-around
- Establish 'quick wins' which would be easily implementable yet deliver maximum improvements

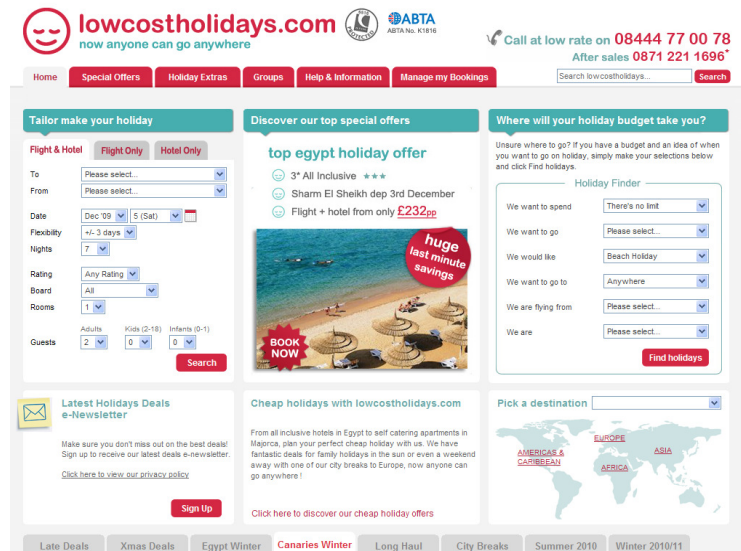
## Results

- Customers needs placed at the heart of business development
- Key changes which were immediately implemented on the homepage design, resulted in conversion rate of 17% in the first month.

## The results

lowcostholidays.com acted exceptionally quickly upon receiving the prioritised actionable recommendations. They implemented the findings and were rewarded with a 17% increase in conversion from 3 key findings alone.

### lowcostholidays.com Homepage



### Deliverables and assurances:

- Site audit and competitor analysis.
- High-level findings of usability evaluation.
- Detailed findings and design recommendations.

### The measurements used to gauge success were:

- Increased conversion rate.
- Increased marketing activity conversion.
- Increase customer satisfaction.
- Increased retention.

## Summary

Through two separate rounds of user evaluations with Foviance, lowcostholidays.com have entirely redesigned both the back-end and front end systems to cater for its customers' needs.

Their commitment to customers' needs being met has significantly increased the overall performance of their website and positioned them with a market leading user centred designed website.

The website was voted 'best agent-operator website in the UK' in the Travolution Awards against competition from industry giants in the Travel sector.

## Contact:

Foviance  
14 Bonhill Street  
London  
EC2A 4BX

E: [info@foviance.com](mailto:info@foviance.com)

Tel: 0845 054 6500