

CAP Worldwide

Research insights report

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2 – Key findings summary

As design and technology trends progress, in this initial research, we focus on CAP Worldwide's brand perception across the website and other materials to inform the next branding iteration for CAP 3.0.

We have grouped our observations into the following three themes.

Brand recognition
5 observations found

Content and storytelling
2 observations found

Continuity and efficiency
3 observations found



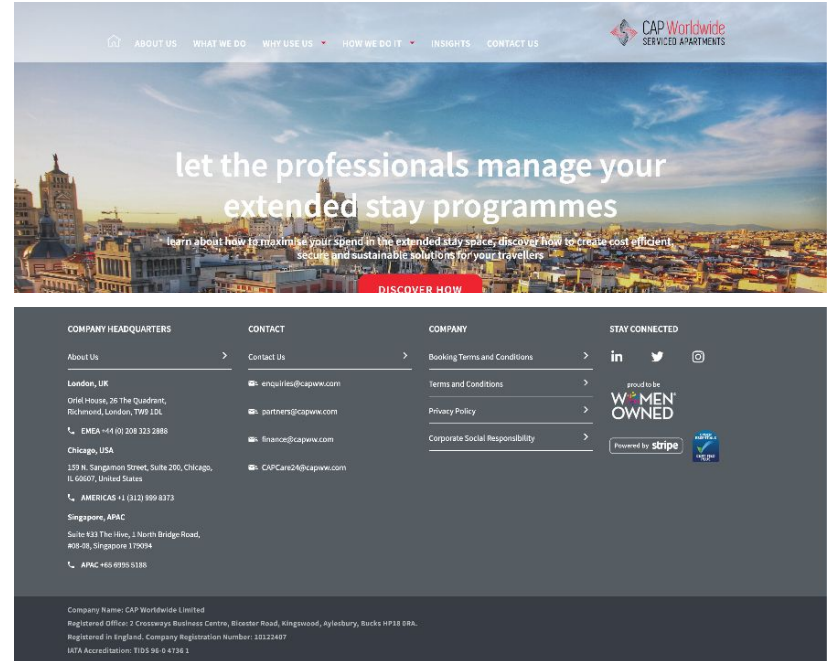
[illegible]

Inconsistent header and footer styles across online platforms

CAP Worldwide website:

We observed differences in header navigation and footer elements between the implementation of the website and the partner microsites.

These structure elements define how users navigate and recognise where they are, provide continuity, and visibility.



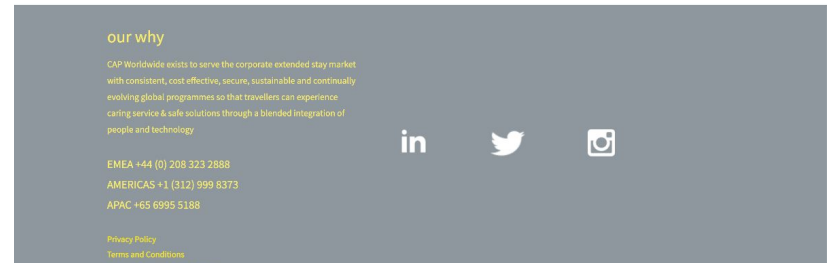
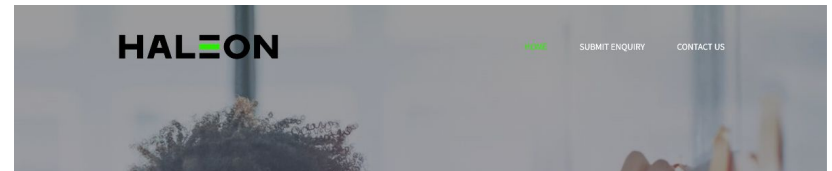
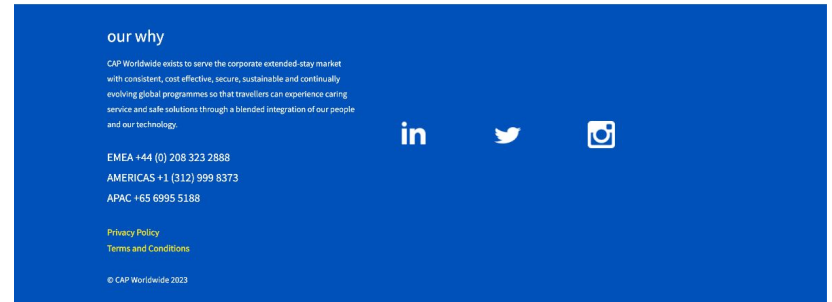
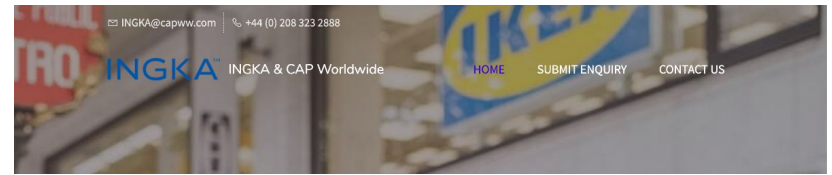
Brand recognition

Inconsistent header and footer styles across online platforms

Partner microsites:

The inconsistency can negatively impact the brand CAP.

- > Brand positioning and co-branding
- > Large space around the header navigation, taking too much distance.
- > The top nav bar contains useful contact info such as the email address and phone number.
- > Context around the 'our why'
- > Proportion of social media icons



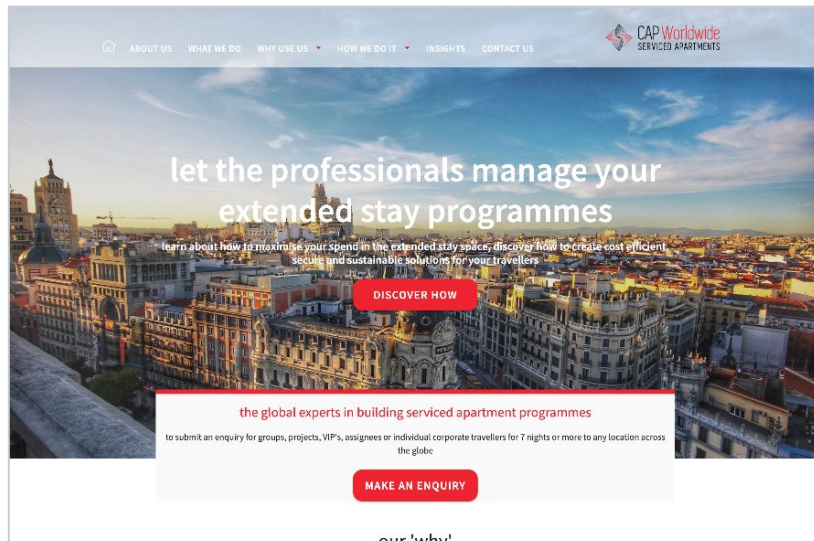
Busy hero banners and CTAs

Difficult to read:

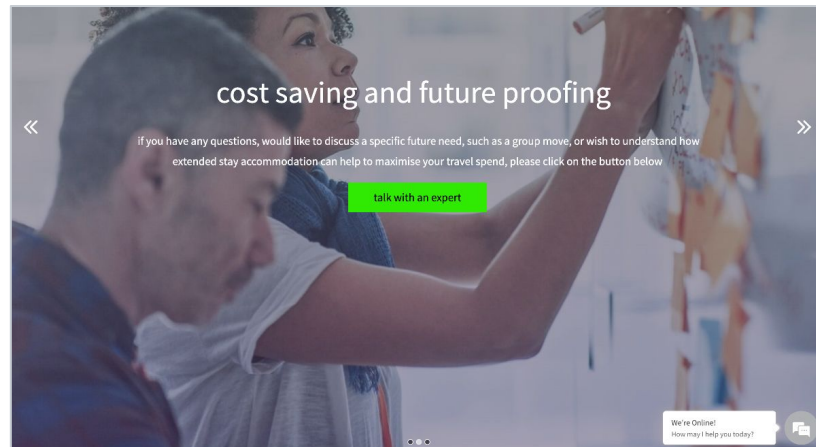
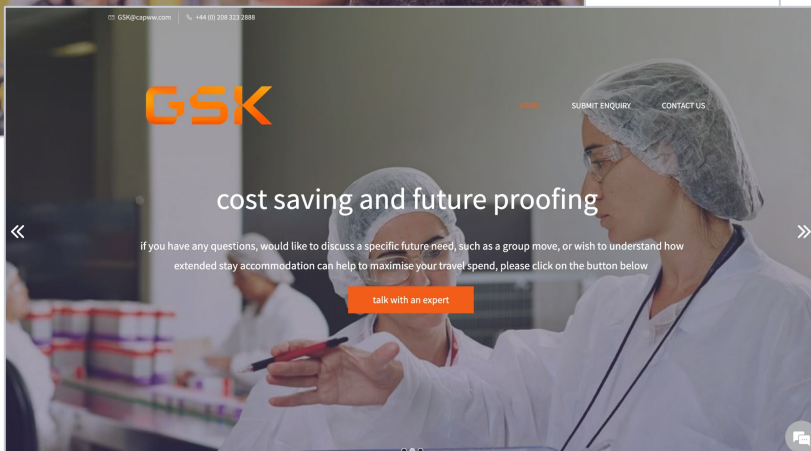
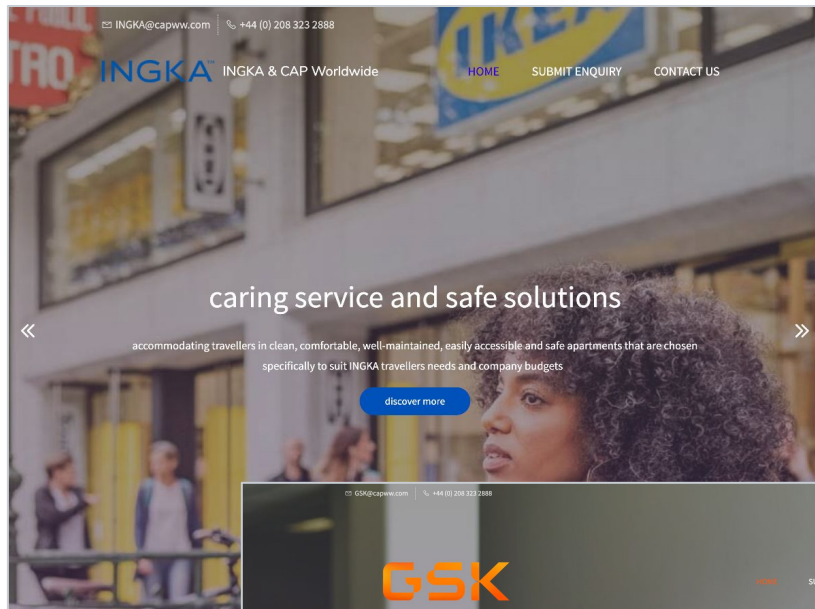
There needs to be more colour contrast between the background image and text, making it difficult for users to read the content.

Inconsistent button styles:

Colour, text, and corner style attributes are different across platforms.



Seen on: Website and partner microsites



safe, secure, expertly managed extended stay programmes

The Haleon CAP Worldwide Team are global experts in providing long-stay apartment programmes to corporate travel teams. We provide Haleon with a specialist global extended-stay and serviced apartment sourcing and booking solution, which delivers an enhanced experience to bookers and travellers.

Our extended-stay apartment solutions are ideal for business trips of 7+ nights, project driven requirements, groups and both short and long term assignments, as a more cost-effective, spacious and comfortable alternative to a hotel.

If you require extended-stay serviced accommodation, residences, apart-hotels or corporate housing in primary, secondary and tertiary locations globally, The Haleon CAP Worldwide Team can assist. We look forward to working with you.



[submit an enquiry](#)

our why

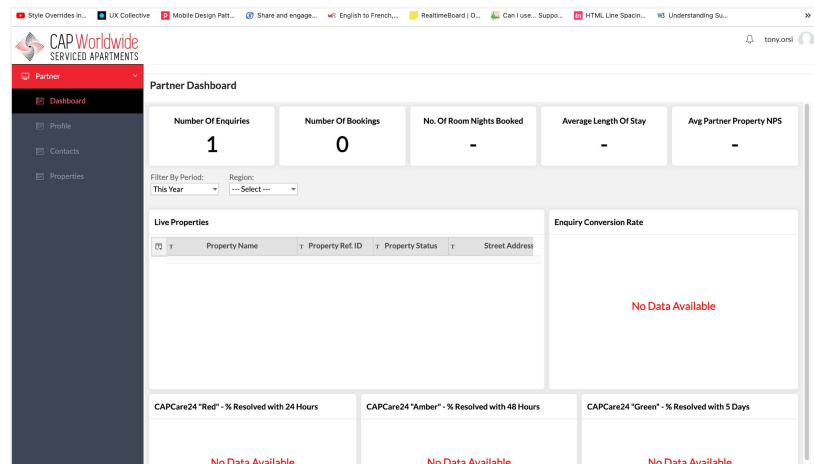
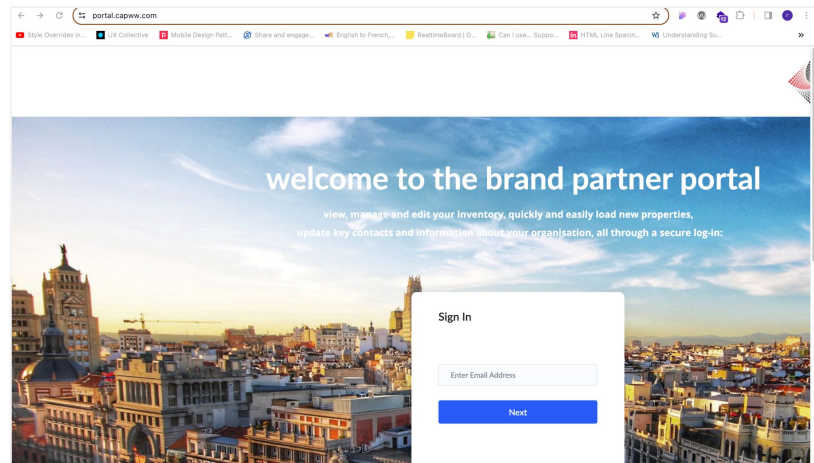
CAP Worldwide exists to serve the corporate extended stay market with consistent, cost effective, secure, sustainable and continually evolving global programmes so that travellers can experience caring service & safe solutions through a blended integration of

Login brand partner portal

Implementation issues:

We found scenarios where the header navigation seems offsite from the right, and the login form widget is not centred aligned.

- > Text is not readable due to poor colour contrast
- > Brand positioning conflict



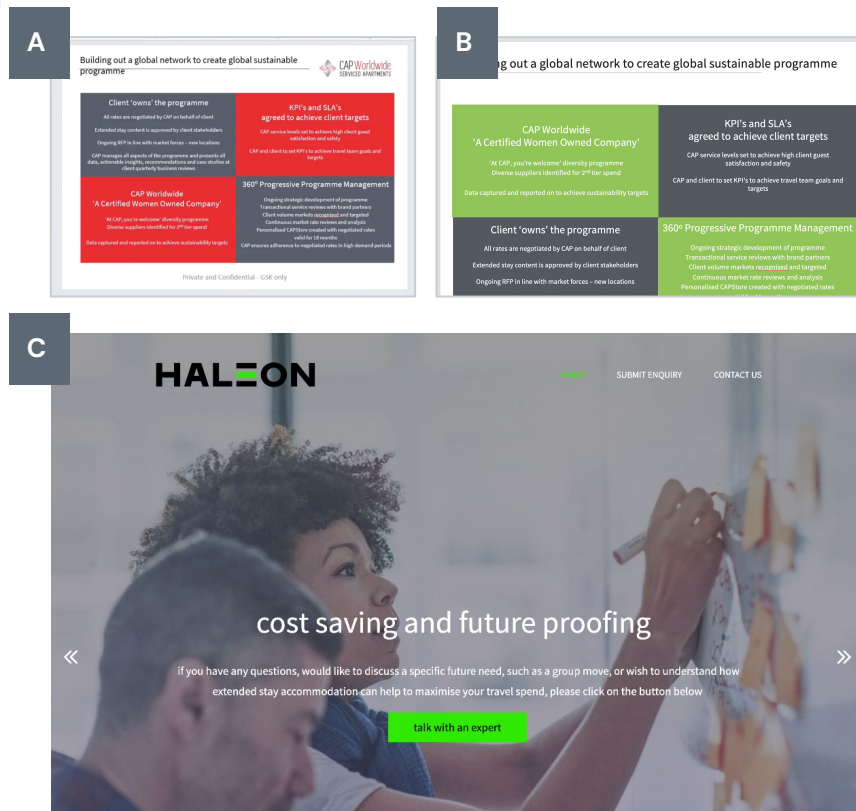
Mixed visual language

Inconsistent colour customisations:

We found that co-brand customised presentations and microsites differ in text styles and colour implementation.

Image A refers to the partner presentation using what is recognisable as the CAP Worldwide four panels' Red and Grey colour combo.

Images B and C represent the same partner. Still, it is two different tones of green and the button's text-style implementation.



Enquiry forms

Identify the minimum information the user requires at this step to support flexibility and efficiency.

- > Visual cues to adapt the field to the input data.
- > Inputs alignment.
- > Mobile friendly.
- > Form colour customisations

Seen on: Website and partner microsites

[illegible]



It's simple. To receive the best 3 options for your stay, fill out the form below with as much information as you have and we will identify and secure the best possible extended stay accommodation options matching your needs

Please note that all fields marked * are mandatory fields

Are you the
Booker or the
Traveller? *

-Select-

Booker Information

Booker
Salutation

-Select-

Booker Name
*

First

Last

Telephone *



+44

Traveller Last Name *

Traveller Mobile Telephone *

Please note the Traveller's First Name, if this is to be confirmed, please enter TBC.

Please note the traveller's last Name, if this is to be confirmed, please enter TBC.

Traveller Email *

GSK Region *

-Select-

Please note the GSK Region.

Travel Reason *

-Select-

Please note the primary reason for travel.

Traveller Destination

Please enter the destination of the address, or desired location

Building Name/Number *

Street *

City *

Province

Country *

-Select-

Postal / Zip Code *

Accommodation Requirements

Check-in Date *

09-Dec-2023

or MM/DD/YYYY

Please note the estimated check-in date.

Check-out Date *

or MM/DD/YYYY

Please note the estimated check-out date.

Number of Adult Travellers *

Please confirm the number of Adult travellers.

Number of Children *

Please confirm the number of children travelling.

Apartment Type Required *

Select

Please confirm the type of Apartment required; please note all apartment types come with a kitchen or kitchenette and private bathroom.

Additional Requests *

Please enter any apartment accommodation requirements here.

Payment Information

Payment Method *

Corporate Card

Please confirm the method of payment for this booking. Please note Corporate Credit/Debit Card payments are subject to a 2.25% transaction fee.

Connecting opportunities to insights

Our initial recommendations indicate how each specific finding impacts the user and improve the experience.

Priority categories

Quick win: It can be implemented soon for important benefit.

Major gain: It's substantial positive impact but larger effort.

Foundational: It enables other opportunities later.

Strategic: It's important but lower urgency.

Key opportunity examples

Mockup: It shows a draft of how the issue can be solved for demonstration purposes only. A proper design and approval processes will happen and supervised by the stakeholders.

Centralized brand guideline hub

User impact:

Having a centralized brand guideline hub can greatly improve consistency and ease of use when it comes to applying brand assets and rules.

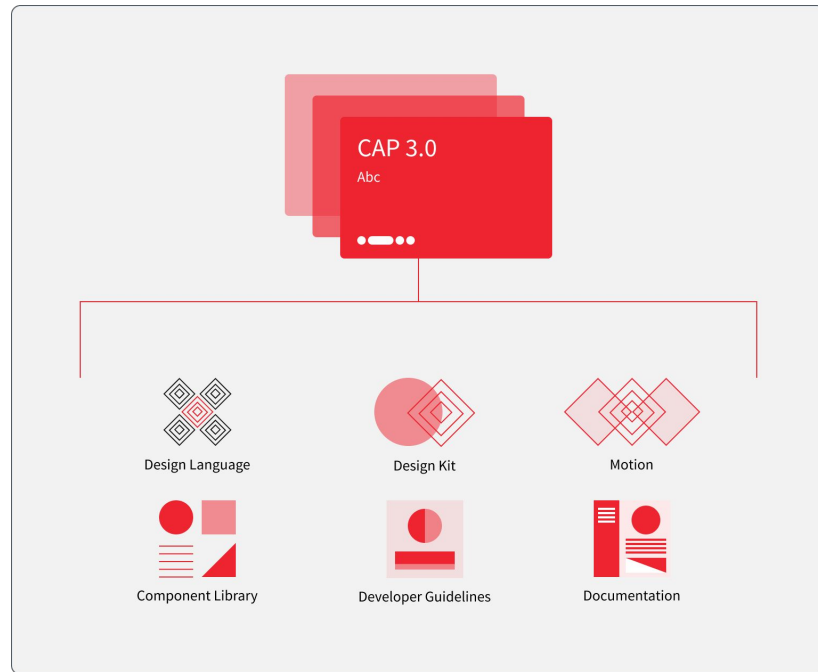
- > Provides a single source of truth
- > Enables on-brand and co-brand collaboration
- > Saves time and minimizes errors
- > Offers user-friendly guidance to support the brand architecture needs.

Key considerations:

It's a collaborative process and needs to be informed by an agreed creative brief that informs all areas of branding, tone-of-voice, vision and mission and other standard templates and rules.

It's strategic and will evolve in parallel while curating content, implementing website's quick wins and logo design evolution.

Priority category: **Major gain**



Forms

User impact:

Having well-designed and intuitive web forms better holds the user's attention span from start to finish. It lowers friction so visitors can provide information effortlessly

- › Reduces cognitive load and
- › Improves accessibility
- › Increases completion rates with more users completing the desired actions with less dropoff
- › Improves data quality with optimized flows, input types, and validation

Key considerations:

It needs research in terms of data required, design guidelines and implementation.

Priority category: **Quick win**

The image shows a side-by-side comparison of a web form titled 'Before' and 'After'. Both forms are for GSK and contain the same introductory text: 'It's simple. To receive the best 3 options for your stay, fill out the form below with as much information as you have and we will identify and secure the best possible extended stay accommodation options matching your needs'. Below this, both forms have a note: 'Please note that all fields marked * are mandatory fields'. The 'Before' form has a question 'Are you the Booker or the Traveller? *' with a dropdown menu showing '-Select-' and a downward arrow. The 'After' form has the same question but with a dropdown menu showing 'Select' and a red checkmark. Below the question, both forms have a section titled 'Booker Information'.