

Product strategy

It's an example of the audit



Agenda



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Basic UI/UX issues

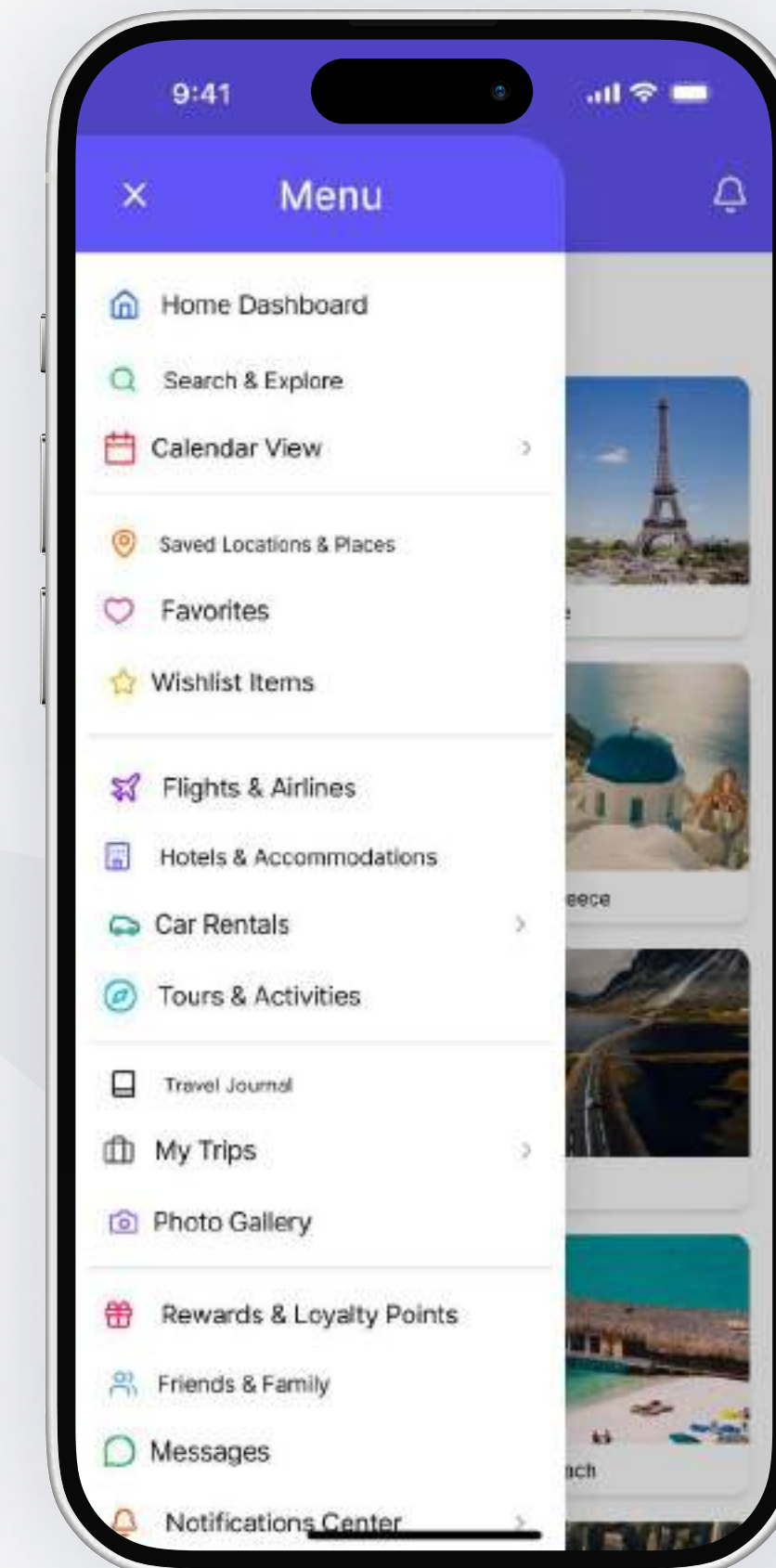
Confusing navigation hierarchy

The side menu requires extra scrolling, and users can't focus on critical actions. They have to revisit the list every time, which leads to dissatisfaction and ends in lost conversions.

- The key Home screen, Explore, and My Trips need additional taps to access.
- Items' icons are hard to distinguish at a glance ("Calendar View" vs. "Saved Locations & Places"), which may cause users to mis-tap.
- Booking and actions ("Flights & Airlines," "Hotels & Accommodations," and "Car Rentals") are all separated. Users have to jump around to different parts of the app.
- Help or contact methods are either deep below the menu or not an option at all.

Recommendations:

Create a tab bar with 4-5 primary tabs like Home, Explore/Search, My Trips, Support, and Profile, so the most important areas are always there. You can move other booking actions and active trip management into the top tabs. Redesign icons to be more familiar and group all booking options (Flights, Hotels, Cars) under a single tab heading. Finally, move less urgent sections (Wishlist, Photo Gallery, and Rewards) to a More tab so that they don't distract focus.



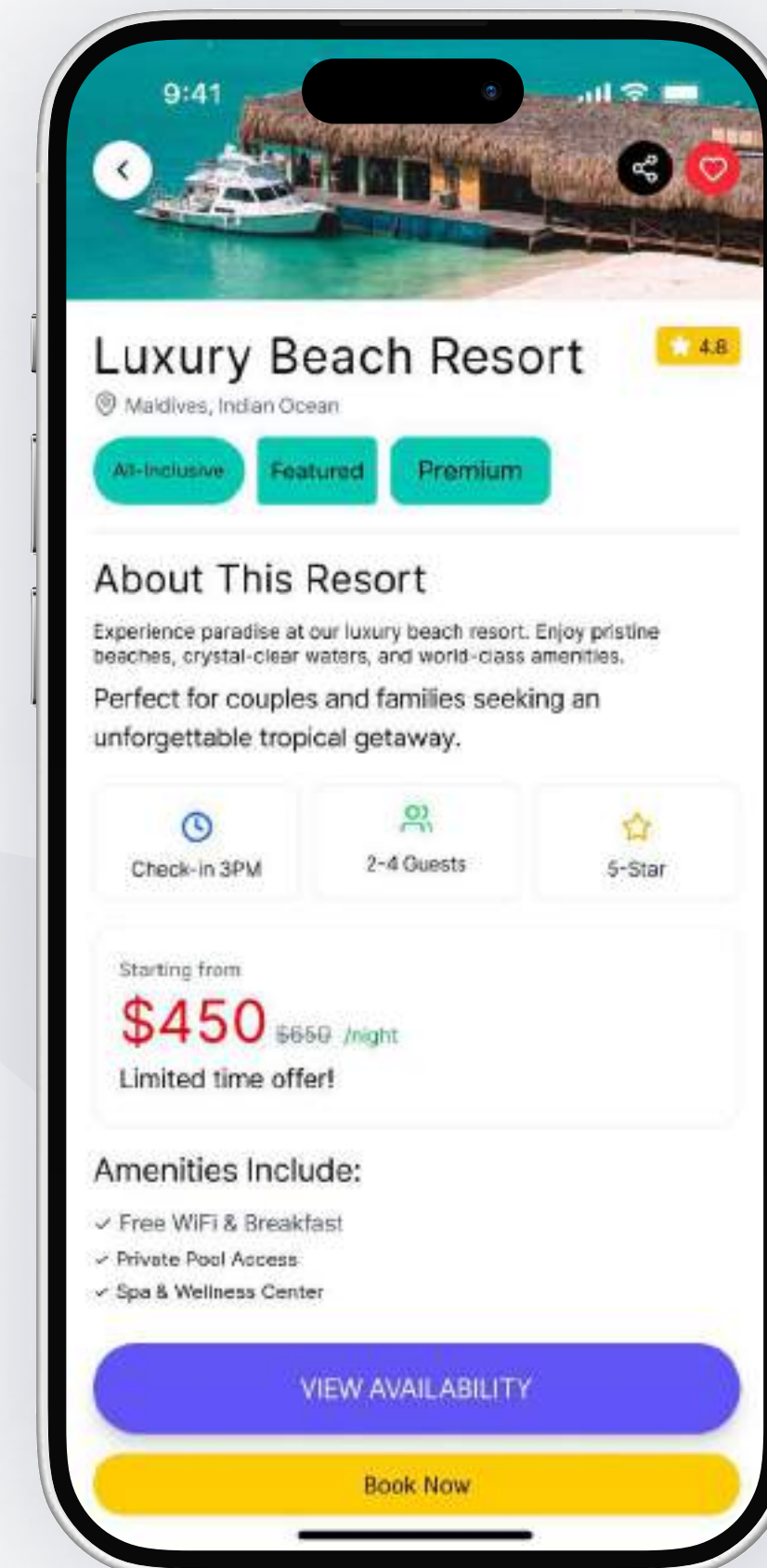
Lack of clear visual priority

'Book Now' and 'View Availability' lose their key importance as their color blends in with the surrounding text and tags. Users might not see where to go next, and you may risk conversions.

- Ratings, features, pricing, and amenities have no hierarchy, and each loses focus.
- Headers, main features, and promotional offers all visually contain similar font sizes and font weights, leading to cognitive overload.
- Blocks of content have inconsistent spacing, and there is no typographic scale. This makes it hard to distinguish between main actions (booking) from supporting content.

Recommendations:

Make the main CTA like "Book Now" most accented through its size, branded color (not used in other elements), and placement. Establish some logical font sizes and weights - bold typeface for the section titles, a medium weight for content details, and your typography should stand out for actions. Also, increase and standardize the padding between all different sections of content.

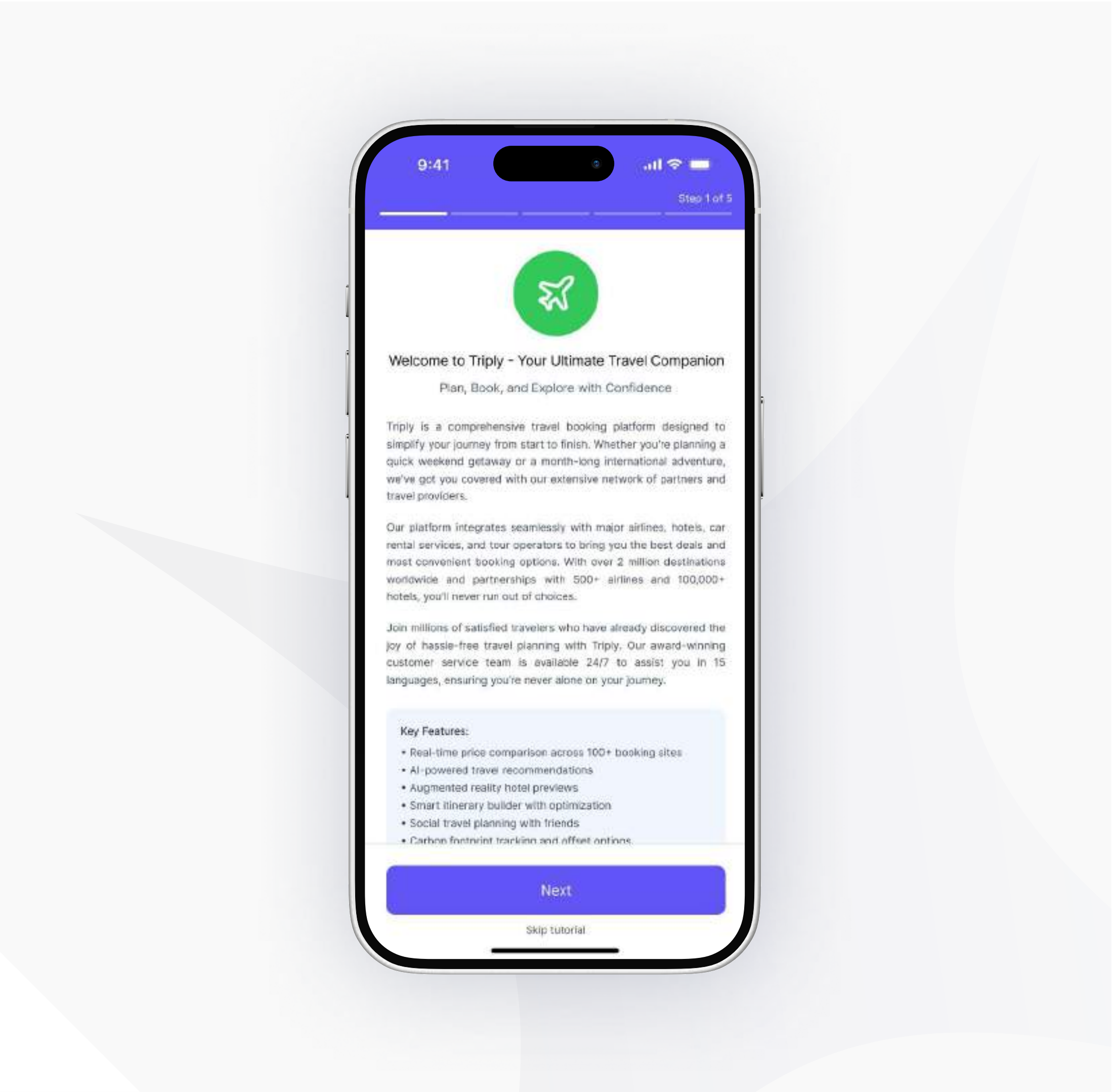


Overloaded onboarding

The app onboarding is stuck in long text that users are required to read all at once, without seeing anything in practice, creating barriers to entry and hindering user engagement early on.

Recommendations:

Simplify to quickly identify the app's key benefits in just one or two onboarding screens. Consider swapping the long text with bite-sized, readable, and visual cards with illustrations, or create banners that guide users in real-time while using the app. This just-in-time learning approach creates a lighter app experience.



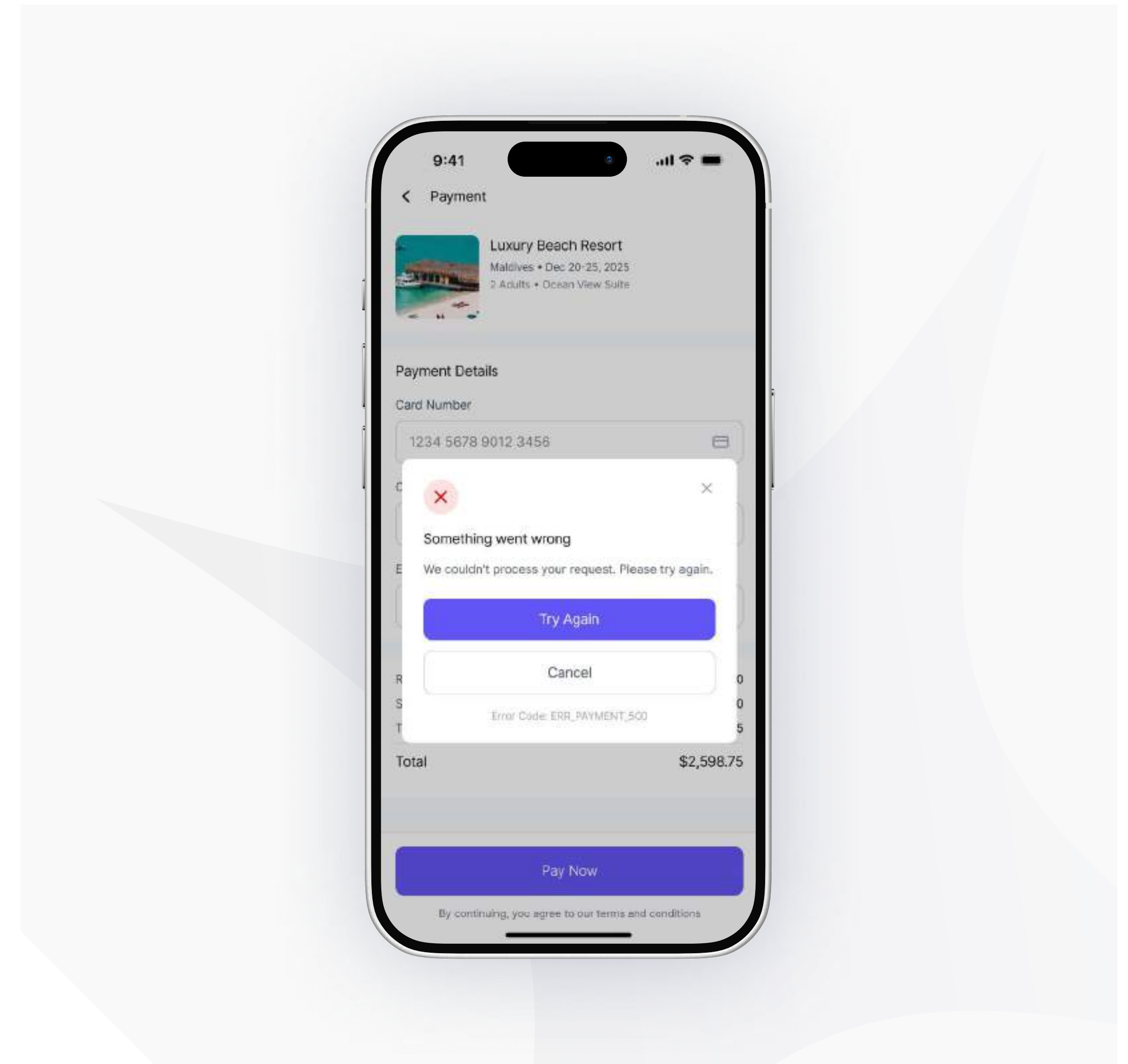
Ineffective error feedback

The error dialog displays only "Something went wrong", so when completing payment, users don't know what happened and how to fix it. A vague error message creates uncertainty.

- The message "We couldn't process your request" is **unclear, leaving users unsure** if the issue is the card number, network, or server timeout, which harms trust.
- The code "ERR_PAYMENT_500" **means nothing to most users** and feels unhelpful.
- **The app doesn't guide users on next steps**, whether to check card details, try another payment method, or wait, with only a frustrating 'Try Again' option provided.

Recommendations:


Replace with a more specific error message that describes what went wrong and helps explain what to do. For instance, you can go with "Your card was declined, please check the details of your card, or try another one". Be as clear as possible and keep a reassuring tone.



Competitor positioning analysis

Competitor analysis table

We analyzed five leading travel apps to understand how they guide users through search, booking, or support. This revealed that Triply has great visuals but lacks several critical areas: **filtering, booking flows, and error handling**. For instance, Hopper and Skyscanner provide a clear booking process and better error feedback. Each of these findings informed our recommendations to ensure the features you have guide users through the actions during their journey.

Rating	Explanation		Triply 	Hopper	Skyscanner	Kayak	Triplt
5	The feature is fully optimized, user-friendly, and well-integrated.	Search flow (flights/hotels)	4	5	5	4	3
4	The feature is well-implemented with only minor issues.	Filter & sorting	3	4	5	4	3
3	The feature works but lacks optimization or refinement.	Booking flow (checkout)	4	5	4	3	2
2	The feature exists but has major usability or functionality issues.	Support & feedback	4	4	5	3	4
1	The feature is implemented very poorly.	Error handling	5	3	5	4	2
N	The feature is not available in the app or not suitable for our type of application.	Trust & transparency	5	5	5	4	3


Lightweight personas & user flows

Personas

We've created two main personas (a Traveler and a Business Owner) to map how they search for trips, weigh their options, and book their stays.

For the Traveler persona, we determined:

- Travelers want a booking experience to be as simple as possible with little to no friction.
- They easily become frustrated by complicated forms and unclear pricing.
- Your priority should be creating fast and transparent bookings for travelers.



Emma Fischer

"The spontaneous experience seeker"

- Age: 29
- Occupation: Marketing Specialist
- Education: BA in Communication Design
- Location: Hamburg, Germany
- Marital status: Single
- Annual income: \$48,000

Bio

Emma enjoys short getaways and city breaks. She values flexibility and often makes booking decisions on impulse, depending on her mood, budget, and schedule. She seeks platforms that feel trustworthy, fast, and transparent, and avoids complicated interfaces or lengthy registration steps.

Interests

Discovering authentic travel experiences

Using digital tools to plan and manage trips

Booking last-minute deals and weekend getaways

Following travel bloggers and content creators

Influences

Social media travel recommendations

Reviews on TripAdvisor and Booking.com

Friends' and family travel experiences

Travel podcasts and YouTube channels

Loyalty programs from airlines and hotels

Goals

Book accommodations and transport in one place

Save time comparing options and prices

Have a clear overview of trip details

Receive reliable customer support when needed

Needs and expectations

Smooth and intuitive booking process

Transparent pricing and clear cancellation rules

Personalized recommendations based on preferences

Motivations

Enjoying stress-free travel experiences

Discovering new destinations easily

Feeling in control of every trip detail

Pain points and frustrations

Confusing navigation in booking apps

Lack of trust in unfamiliar platforms

Overwhelming number of irrelevant offers


Poor mobile optimization on some apps

Personas

We've created two main personas (a Traveler and a Business Owner) to map how they search for trips, weigh their options, and book their stays.

For the Business Owner persona, we determined:

- Business owners need tools that help manage their listings and reservations.
- Business owners struggle to keep their inventory manually updated and lack automation.
- The priority should be giving these users dashboard tools and workflow automation.



Marko Novak

"The efficient operations optimizer"

- Age: 45
- Occupation: Owner of a family-run hotel chain
- Education: BA in Tourism and Hospitality
- Location: Ljubljana, Slovenia
- Marital status: Married, 1 child
- Annual income: \$120,000

Bio

Marko manages three boutique hotels and several seasonal properties. He's tech-savvy enough to use digital tools but prefers systems that are intuitive and integrate seamlessly with his existing workflow. His focus is on automating repetitive tasks, reducing manual errors, and improving guest satisfaction.

Interests

Automating daily management routines

Exploring innovative hospitality tools

Networking with other property owners

Attending regional tourism events

Testing pricing and promotion strategies

Influences

Industry conferences like Hospitality Tech Europe

OTA updates and algorithm changes

Feedback from returning guests

Competitor performance and reviews

Goals

Minimize double bookings and communication delays

Improve control over pricing and availability

Simplify staff collaboration across multiple properties

Maintain consistent guest satisfaction

Increase share of direct bookings

Needs and expectations

Central dashboard for reservations, payments, and analytics

Integration with PMS, CRM, and accounting systems

Real-time synchronization with online travel agencies

Reliable data insights for decision-making

Motivations

Running operations smoothly without manual work

Scaling business without hiring additional staff

Reducing stress during peak seasons

Pain points and frustrations

Outdated or fragmented management tools

Manual data transfer between systems

Lack of integration between sales channels

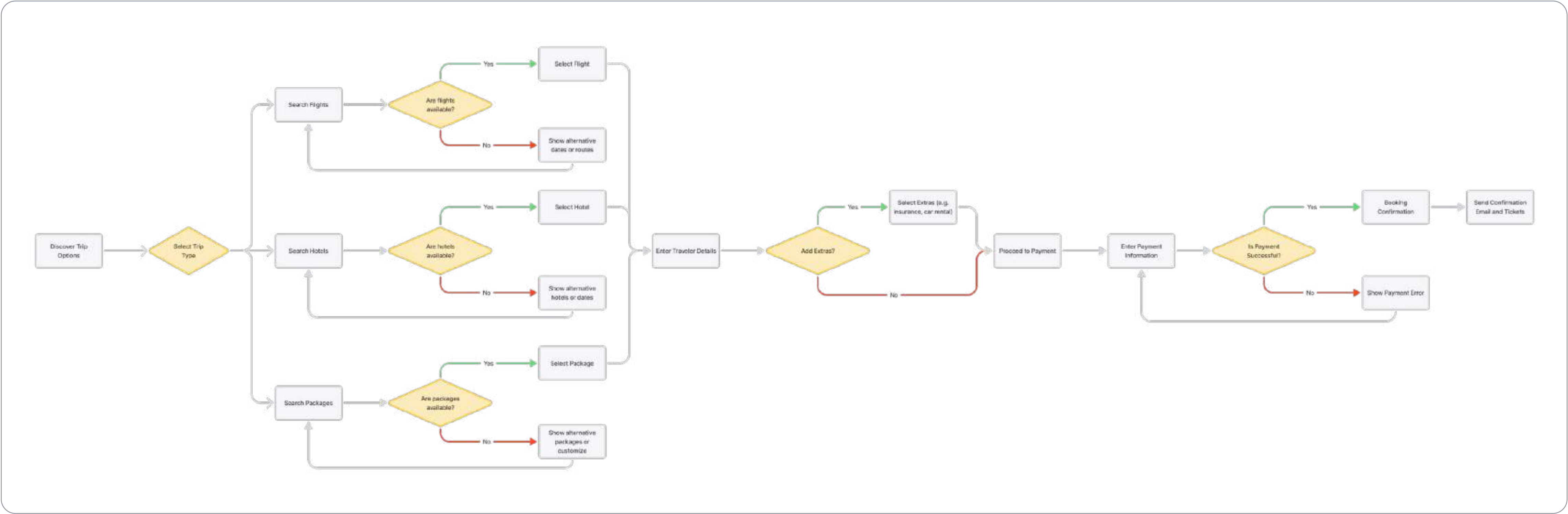
Poor visibility of performance analytics

Time wasted on repetitive administrative tasks

User flows

We have outlined two major user flows that outline how each side of the platform operates.

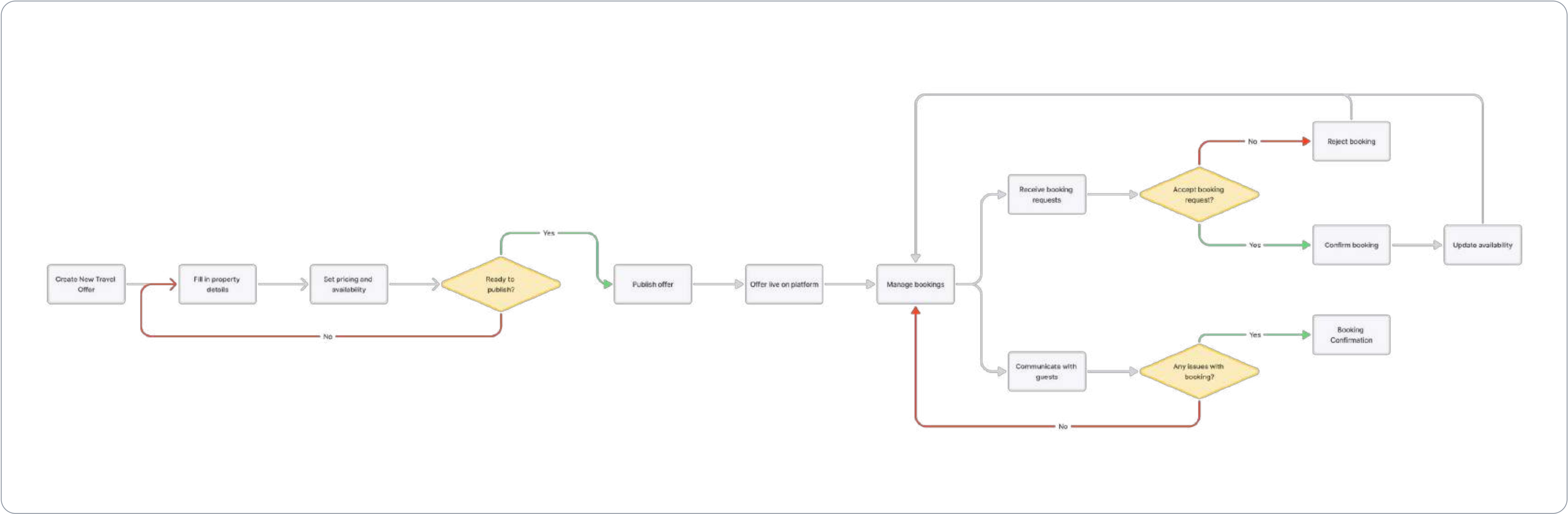
- The traveler's booking journey goes from **entering dates and destination to receiving the confirmation email**. Users filter results, review hotel details, pick a room, enter payment, and get confirmation. The goal is a quick, clear process with obvious steps.
- **Users often switch between comparison and detail** views searching for key info like prices or cancellation policies, and may abandon if payment takes too long.



User flows

Business owners need a management journey that covers creating listings, setting availability and pricing, uploading photos, handling review requests, managing bookings via calendar blocking, and messaging guests. The focus is on control and efficiency with automation tools on a centralized dashboard.

Critical moments involve bulk operations like updating rates or responding to multiple booking requests. Owners struggle when they can't see how changes impact bookings or are forced through repetitive steps instead of using templates or quick edits.



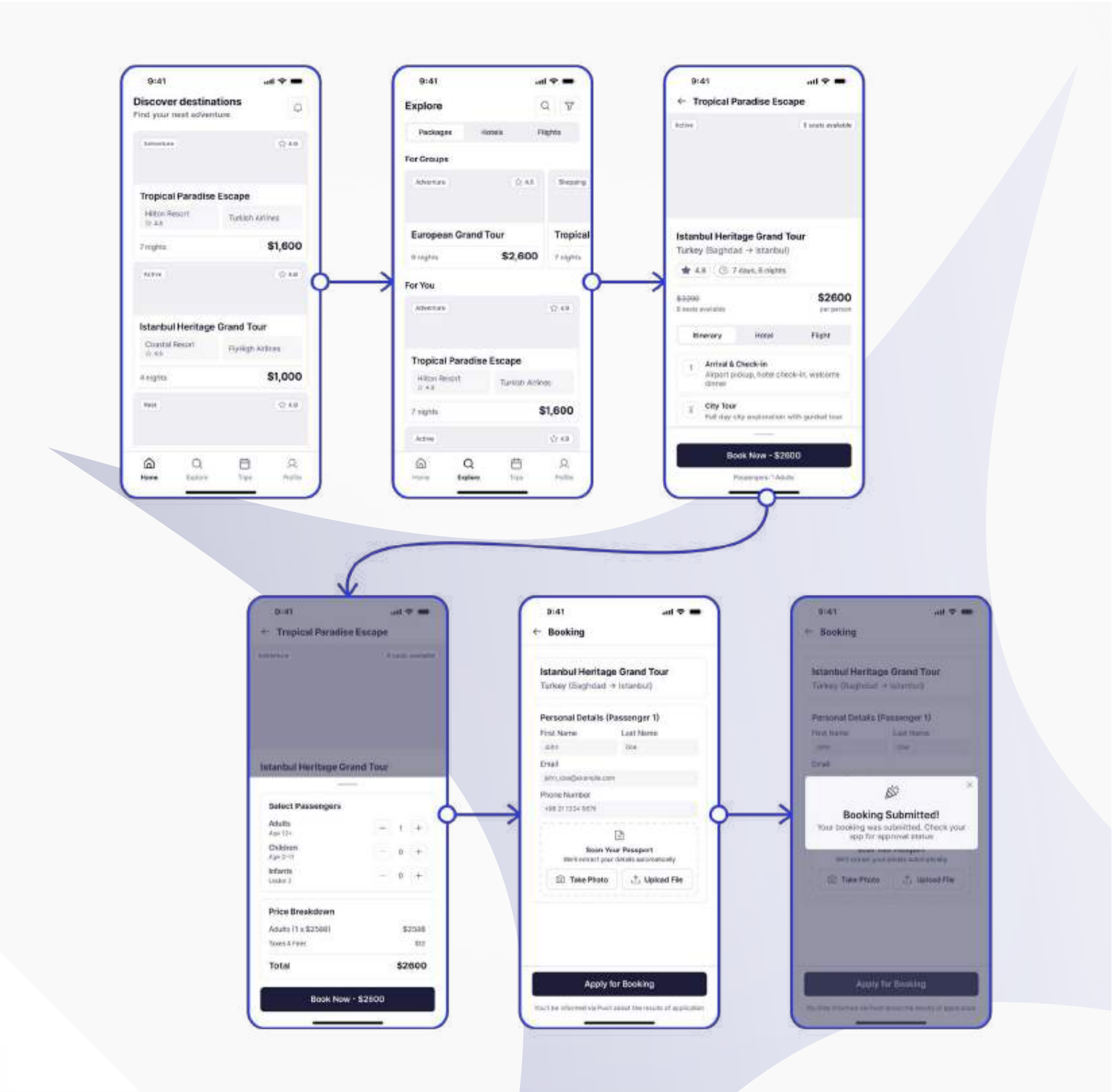
Clickable prototype

Interactive wireframe prototype

To test the flow before full design, we made a clickable prototype with 3 to 5 key screens to check if users can find what they want, understand pricing breakdowns, and complete checkout easily. The focus is on navigation logic, information hierarchy, and making steps feel intuitive.

The prototype includes:

- The home screen where users input destination, dates, and the number of guests.
- Search results showing available properties to filter for price, amenities, and location.
- A property detail page with photos, description, reviews, and an open dates calendar.
- A summary page where the user reviews their choice and moves on to payment.



A/B test roadmap & measurement plan

Tested variation

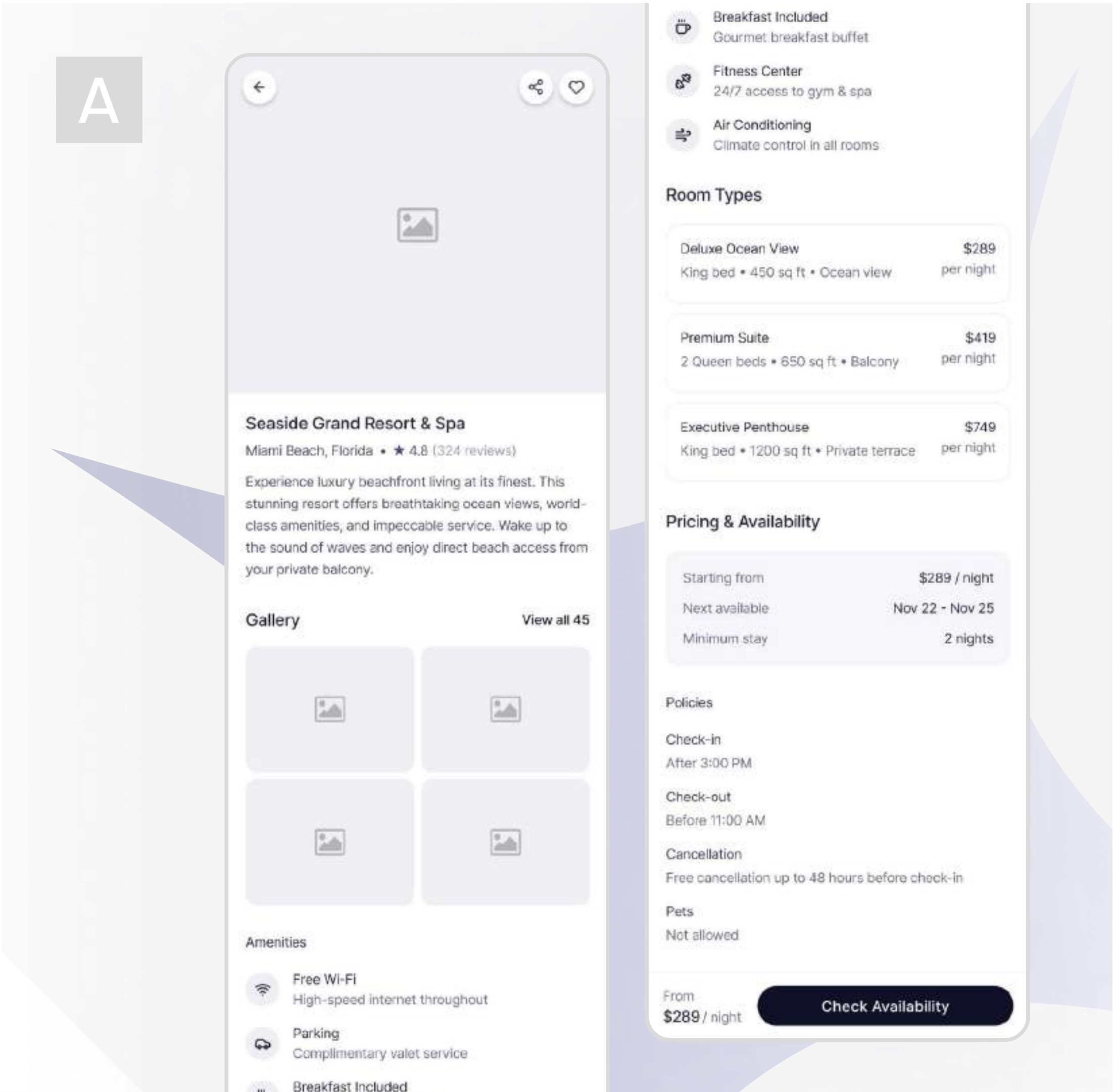
We tested two versions of the Property Details screen to see which layout drives faster booking. Both showed similar info (photos, price, amenities, reviews) but in different orders to find the arrangement that helps users quickly assess if the property suits them and move forward.

Feature tested

Information hierarchy on the Property Details screen - specifically, where price, availability, and key amenities appeared in the layout.

Version A:

A traditional layout with a large photo gallery at the top, pushing price and availability down. Users scroll past images and descriptions before seeing if the property fits their budget or dates.



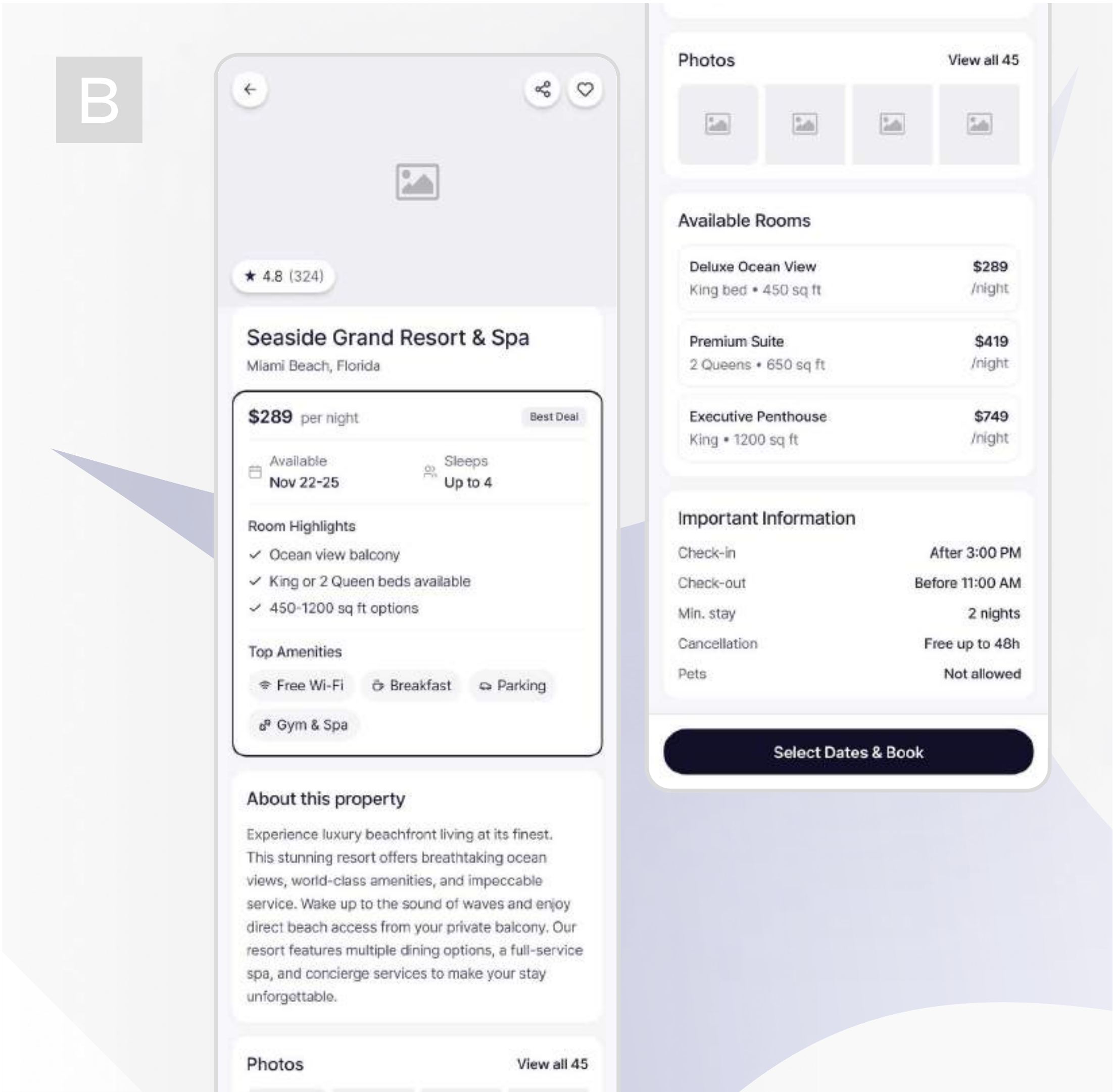
Tested variation

Version B:

We rearranged the layout to place pricing, availability, and key amenities directly below the main image, making this info quickly visible above the fold. Users can immediately see nightly rates, available dates, and deal-breakers like pet policies or free cancellation before reading further.

Insights from the test:

- Users moved faster when they were using Version B, as they spent less time scrolling.
- Having the pricing and availability at the top reduced hesitation.
- Users clicked the 'Book Now' button faster when the key details were at the top.
- The cleaner hierarchy lets users scan faster, as they quickly rule out or commit.
- Behavioral tracking showed version B had more users reaching the booking step, while some in version A dropped off before scrolling down.

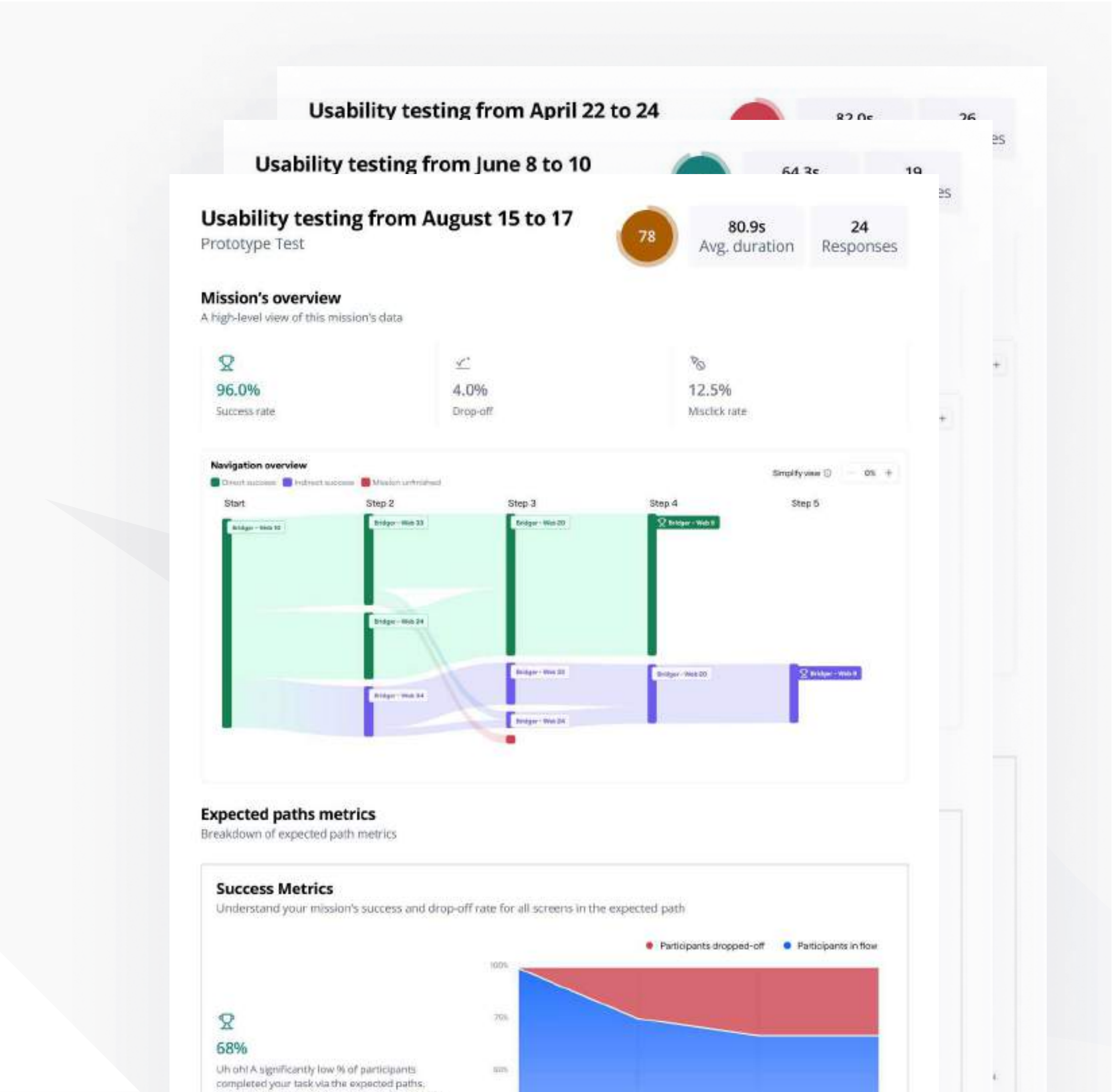


Usability tests

Quarterly usability testing

We conduct 5–8 usability tests quarterly to check for friction points where users hesitate, misuse features, or take too long. Testing focuses on key scenarios using clickable prototypes or pre-release builds for quick feedback.

We test both new and returning users to see if features are clear and updates are intuitive. This creates a feedback loop to prioritize fixes when multiple users struggle with the same step, ensuring designs work in practice, not just theory.



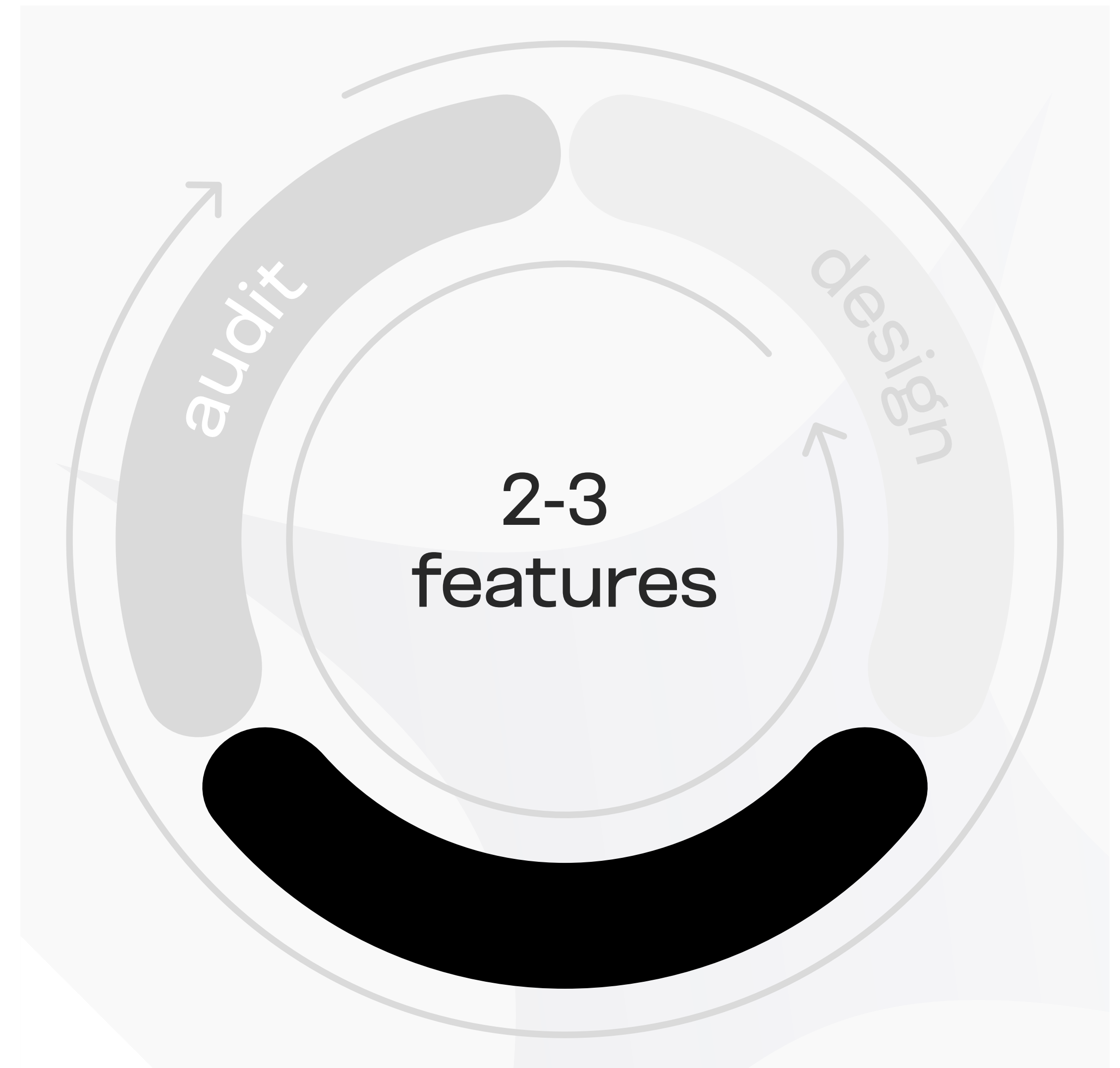
**Audit → design →
validate loop for
2-3 features**

Continuous improvement cycle

Every quarter, we conduct a recurring audit, design, and validation loop for 2-3 essential features: things like search filters, booking checkout, or property details.

Each cycle includes:

- **Audit** where we evaluate current feature performance, identifying user confusion, stuck points, and broken elements.
- **Design** where we sketch better flows, update screens and interactions, and create clickable prototypes to test solutions.
- **Validation**, where we confirm assumptions through quick team reviews, internal walkthroughs, or lightweight prototype testing with users to verify improvements.



Design system foundation

Unified Design Language

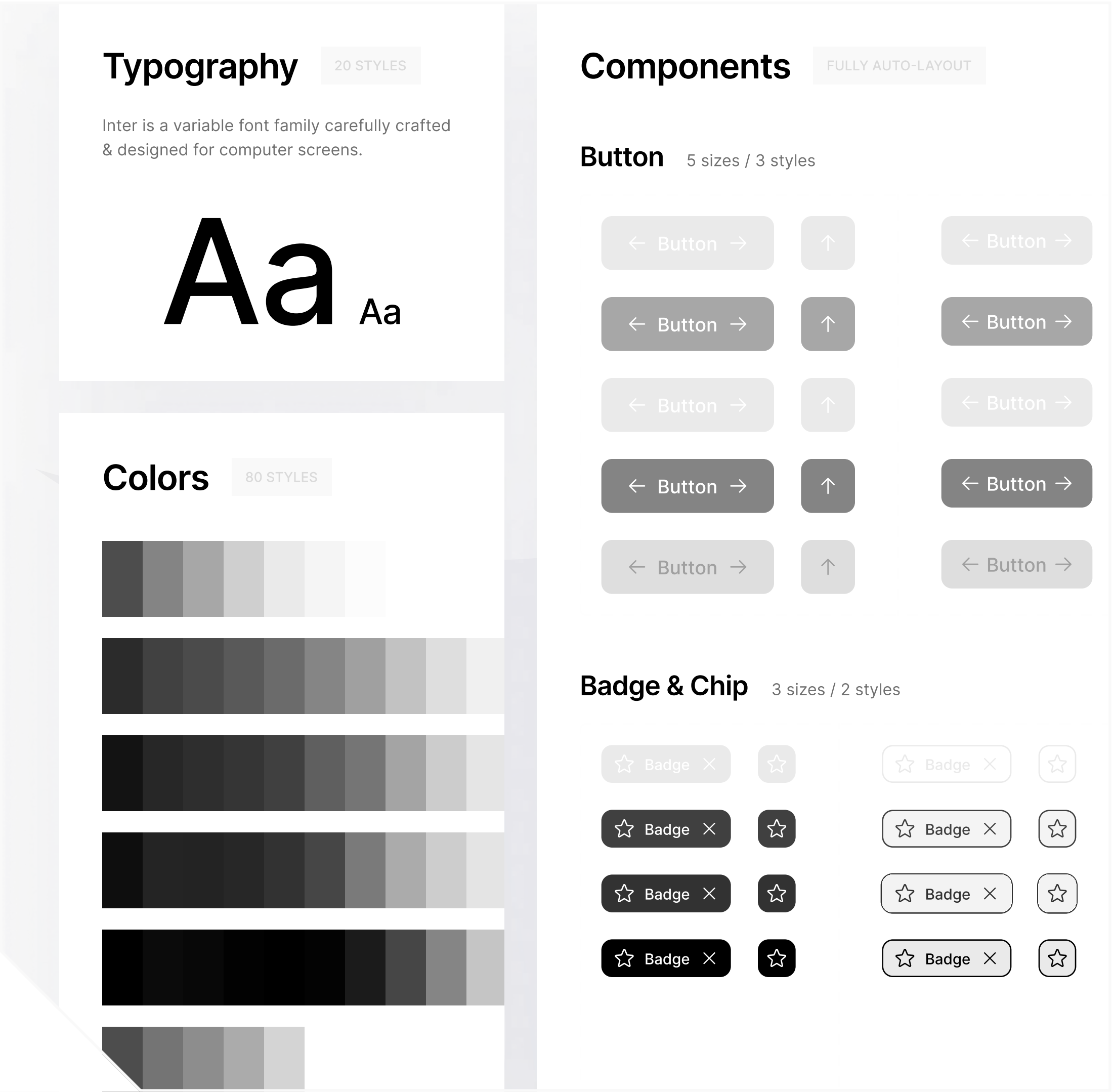
Creating a scalable, cohesive, and manageable visual language for long-term growth.

We established the base layer of the design system so that the app maintains a consistent look, and each screen uses relevant button styles, consistent spacing, and logical color choices.

This foundation covered:

- **Core styles** with color palettes (primary, secondary, neutral, error), typography hierarchy, 8px spacing grid, and shadows for cards and modals.
- **UI components**, or reusable elements like buttons, inputs, dropdowns, cards, nav bars, and modals, with consistent behavior.
- **Guidelines** that specify when to use each component, define interactions (hover, loading, error), and explain responsive layout adaptations.

This means designers and developers can work faster without reinventing solutions every time.



WCAG 2.2 AA accessibility audit

Accessibility Review

Ensuring compliance with WCAG 2.2 AA standards to support diverse user needs.

As part of the long-term collaboration, we assess the screens to pinpoint where users with visual, motor, hearing, or cognitive challenges face issues before we iterate on design.

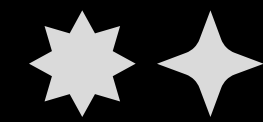
Our review focused on the following principles:

- **Perceivable**, where we evaluate color contrast ratios, review text readability, incorporate alt text, and verify the visual hierarchy is effective without depending on color.
- **Operable**, where we check the appropriate navigation through the keyboard, tap target size, especially for mobile, focus indication, and interactive elements behaved as expected.
- **Understandable**, where we confirm the clarity of the label of form fields, error messaging, and keep the terminology consistent in the app.
- **Robust**, where we confirm that the assistive technology, including screen readers, operates accurately, and the semantic HTML structure is clear and readable.

The goal is to standardize accessibility and make it an ongoing practice.

WCAG Guideline	Level	Issue	Description
1.1.1 Non-text Content	A	Missing alt text on some product images	Users relying on screen rea understand the content of
1.4.3 Contrast (Minimum)	AA	Low contrast on secondary buttons	Text on secondary buttons meet the 4.5:1 contrast rati
2.4.4 Link Purpose	A	Ambiguous link text "Click here"	Links without context make users to know the destinati
3.3.1 Error Identification	A	Form errors not announced	Error messages are not anr assistive technologies.
2.1.1 Keyboard	A	Dropdown menu not fully keyboard navigable	Users cannot access all me keyboard only.
1.4.4 Resize Text	AA	Text not resizable without breaking layout	Text scaling above 200% ca issues.

That's all.



If you are interested in audit
or have any questions, contact us:

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