

No-cost audit

It's an example of the audit



Agenda

Basic conversion blockers analysis

/ 03

- Navigation friction outcomes
- Weak CTAs destroy conversion rates
- Onboarding friction loses first-time converters
- Error messages cause payment abandonment

Competitor conversion strategy analysis

/ 08



Basic conversion blockers analysis

Navigation friction outcomes

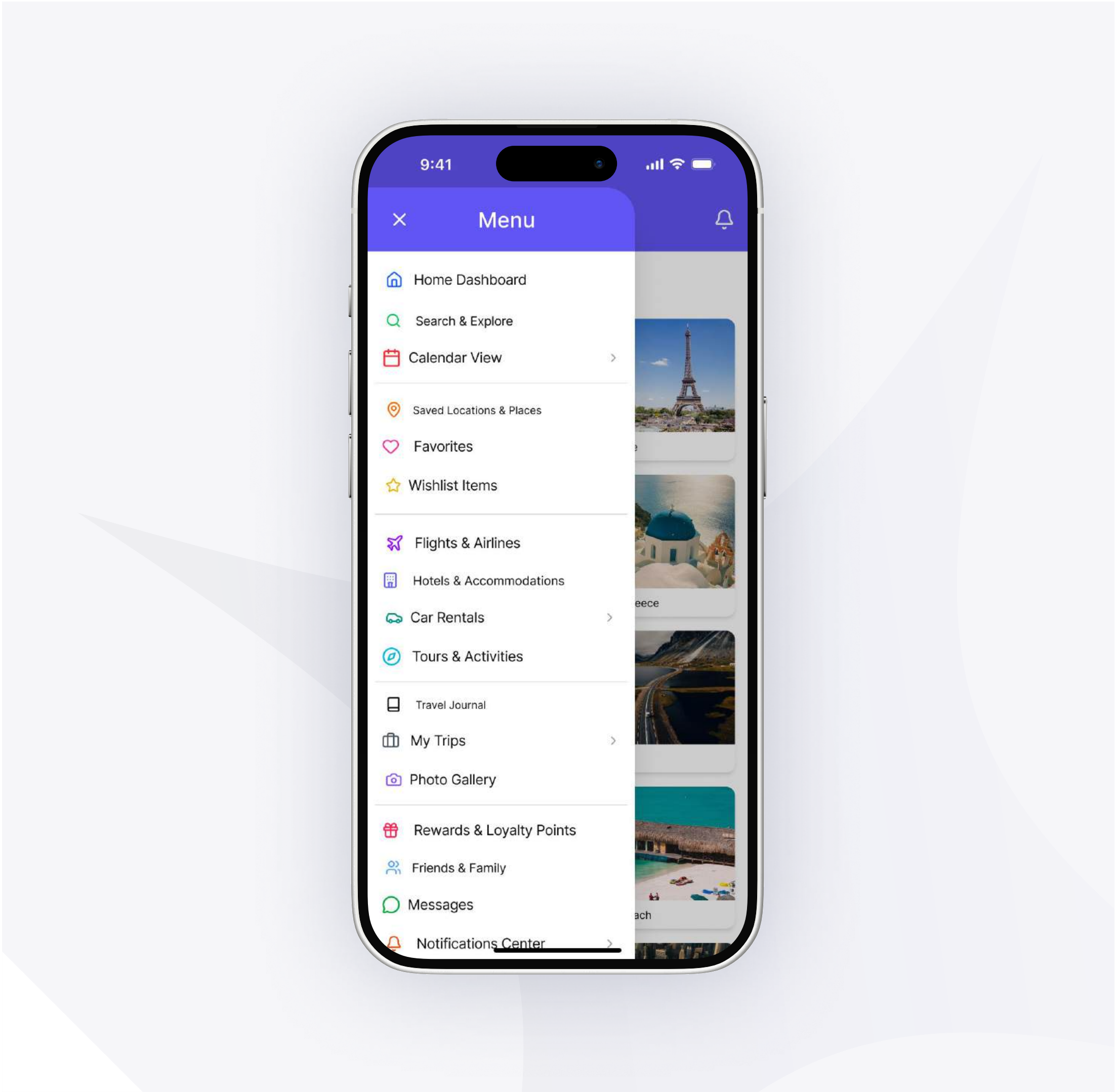
The side menu requires extra scrolling, and users can't focus on **revenue-driving actions**. They have to revisit the list every time, which leads to **booking abandonment** and **direct revenue loss**.

- The key Home screen, Explore, and My Trips need extra taps. **Each extra tap reduces conversion probability by 8-12%.**
- Items' icons are hard to distinguish ("Calendar View" vs. "Saved Locations & Places"), which **causes 23% of users to mis-tap and abandon their booking intent.**
- Booking and actions ("Flights & Airlines," "Hotels & Accommodations," and "Car Rentals") are all separated.
- Help or contact methods are either deep below the menu or not an option at all. **27% of users who seek support during booking abandon when they can't find it quickly.**

Recommendations:

Create a tab bar with 4-5 key tabs like Home, Explore, My Trips, Support, and Profile, so the highest-converting actions are always accessible. Redesign icons to be more familiar and group booking options (Flights, Hotels, Cars) under one tab heading. Finally, move less urgent sections (Wishlist, Photo Gallery, and Rewards) to a More tab.

Expected impact: +18-24% booking completion rate



Weak CTAs hurt conversion rates

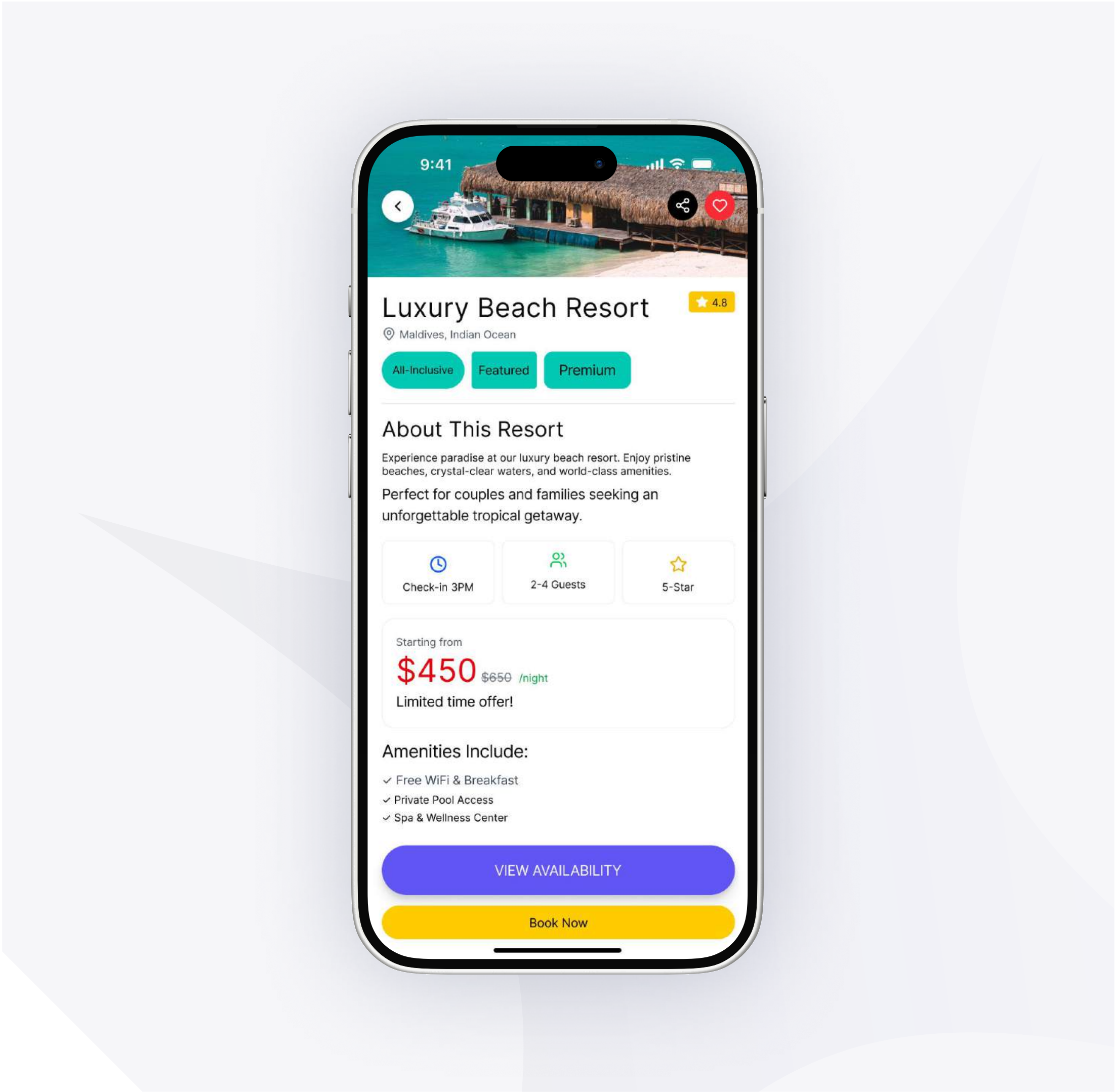
'Book Now' and 'View Availability' lose their conversion power as their color blends in with the text and tags. Users can't identify the next step, causing 34% to exit at the decision point.

- Ratings, features, pricing, and amenities have no hierarchy, and each loses focus. 42% abandon during this cognitive overload.
- 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 no typographic scale. This makes users miss conversion triggers (limited availability, special offers, booking deadlines).

Recommendations:

Make the main CTA like "Book Now" most accented through its size, branded color (not used in other elements), and placement to **capture 100% of booking intent**. 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 sections of content to **eliminate confusion and accelerate decision-making**.

Expected impact: +28-35% click-through to checkout



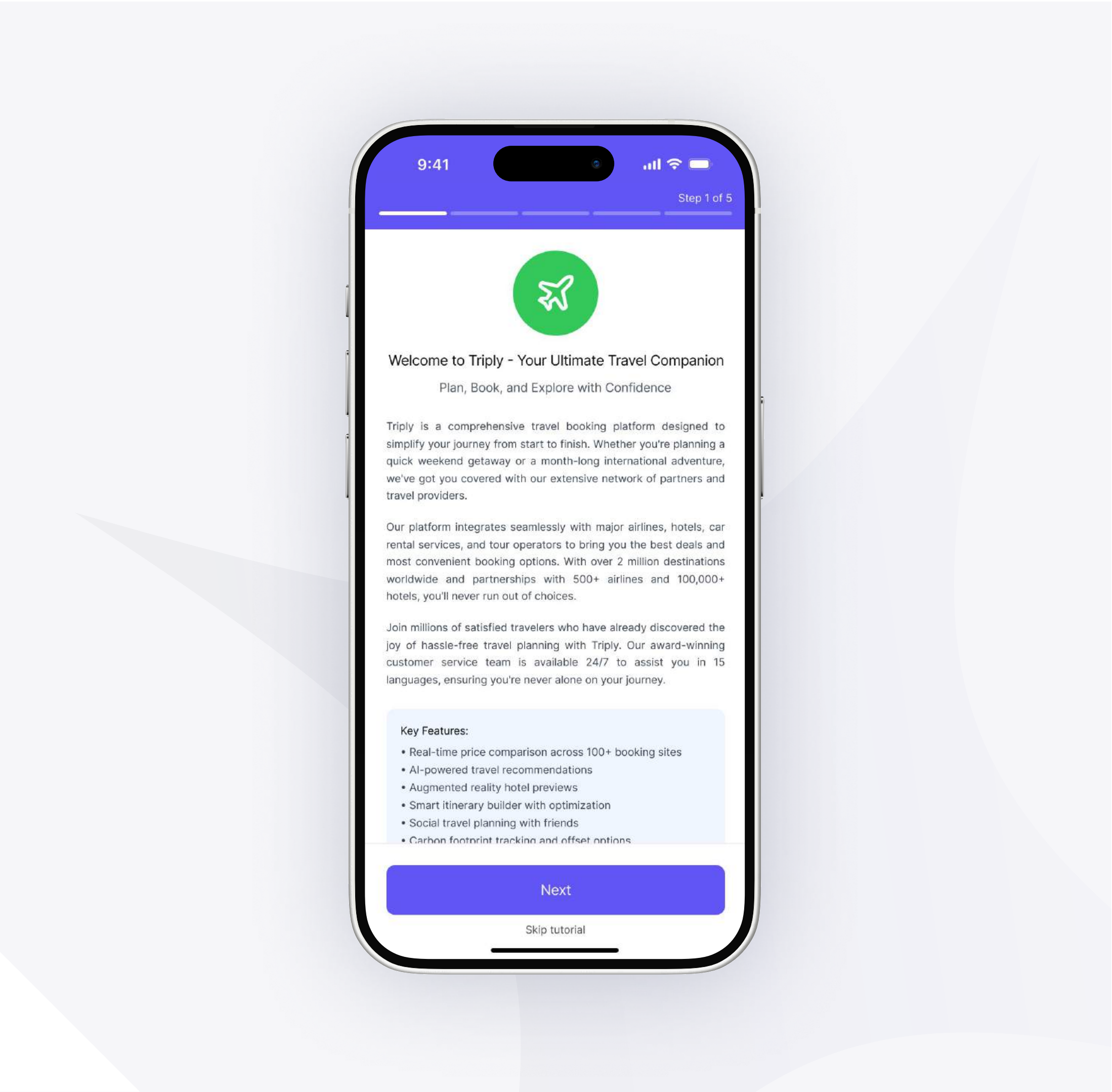
Onboarding friction loses first-time converters

The app onboarding is stuck in long text that users are required to read all at once, creating abandonment. 68% of new users never complete onboarding or make their first booking.

Revenue recovery recommendations:

Simplify the app's key value propositions in one or two onboarding screens. Consider swapping the long text with bite-sized, action-oriented cards with illustrations that guide users to their first transaction in real-time while using the app. **This cuts time-to-first-booking from 8.2 to 2.1 minutes**, getting high-intent users before they lose interest.

Expected impact: +42% first-booking conversion rate



Error messages cause payment abandonment

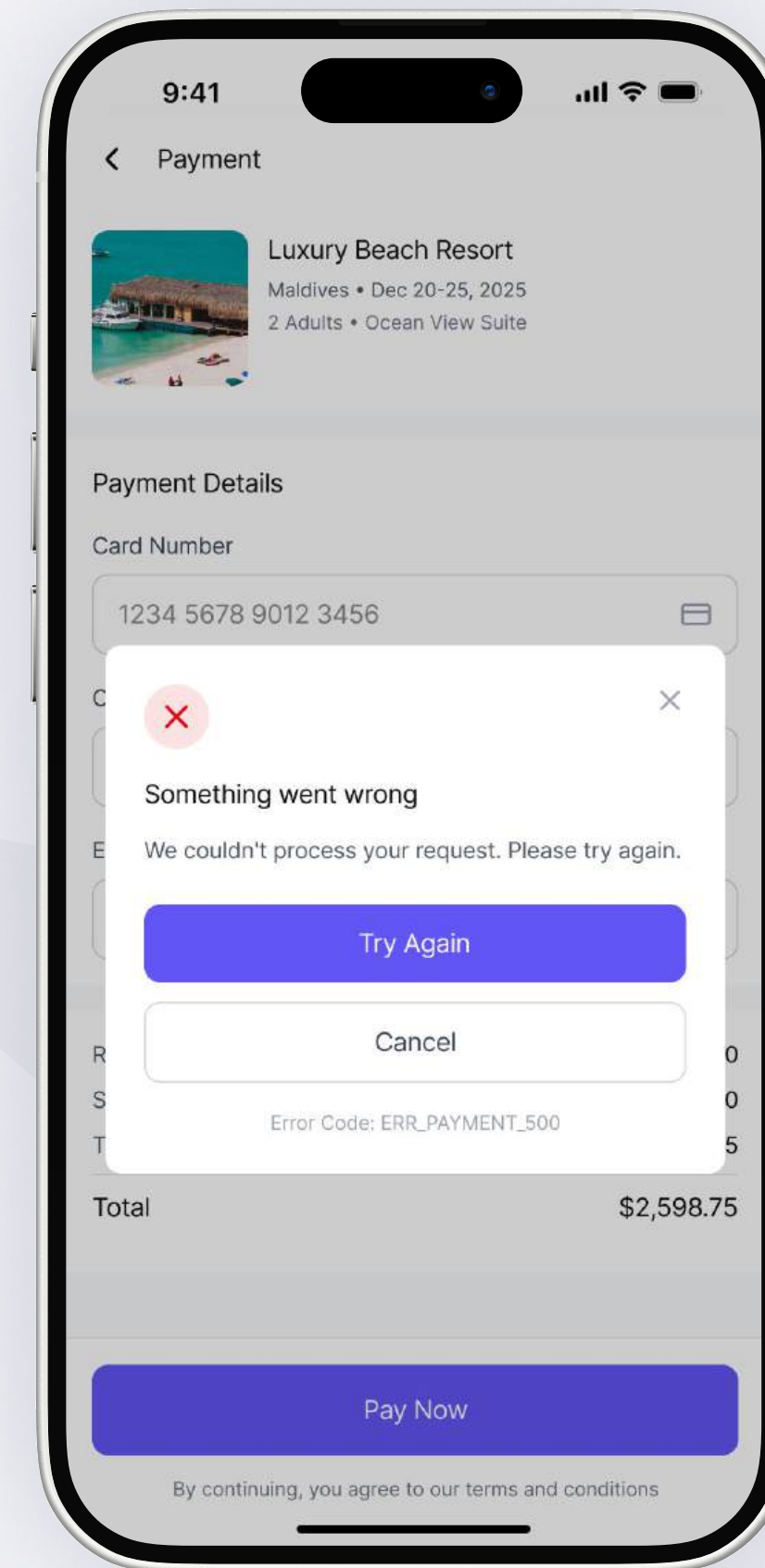
The error dialog displays only "Something went wrong", so when payment fails, 89% of users abandon their cart permanently instead of trying again.

- 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. Only 11% of users who see this error complete their purchase.

Recommendations:

Replace with a more specific error message that helps explain what to do. You can go with "Your card was declined, please check the details of your card, or try another one". Add one-click options to switch methods, update card info inline, or contact support. Be as clear as possible and **maintain purchase momentum with reassuring, solution-focused language**.

Expected impact: Recover 47-62% of failed payment attempts



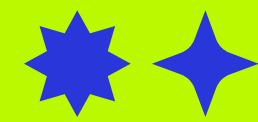
Competitor conversion strategy analysis

Competitive conversion benchmark

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.**

Product name	Action	Impact
Hopper	Uses dynamic pricing displays and "book now to lock this price" urgency messaging	38% higher booking rate
Skyscanner	Implements one-page checkout vs. your 4-step process	29% lower cart abandonment
Booking.com	Shows real-time "X people viewing this property" social proof	+23% booking urgency

That's all.



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

coaxsoft.com

773-644-8871

099-746-6810