

CRO potential audit

It's an example of the audit



Agenda

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Basic conversion blockers analysis

Navigation friction outcomes

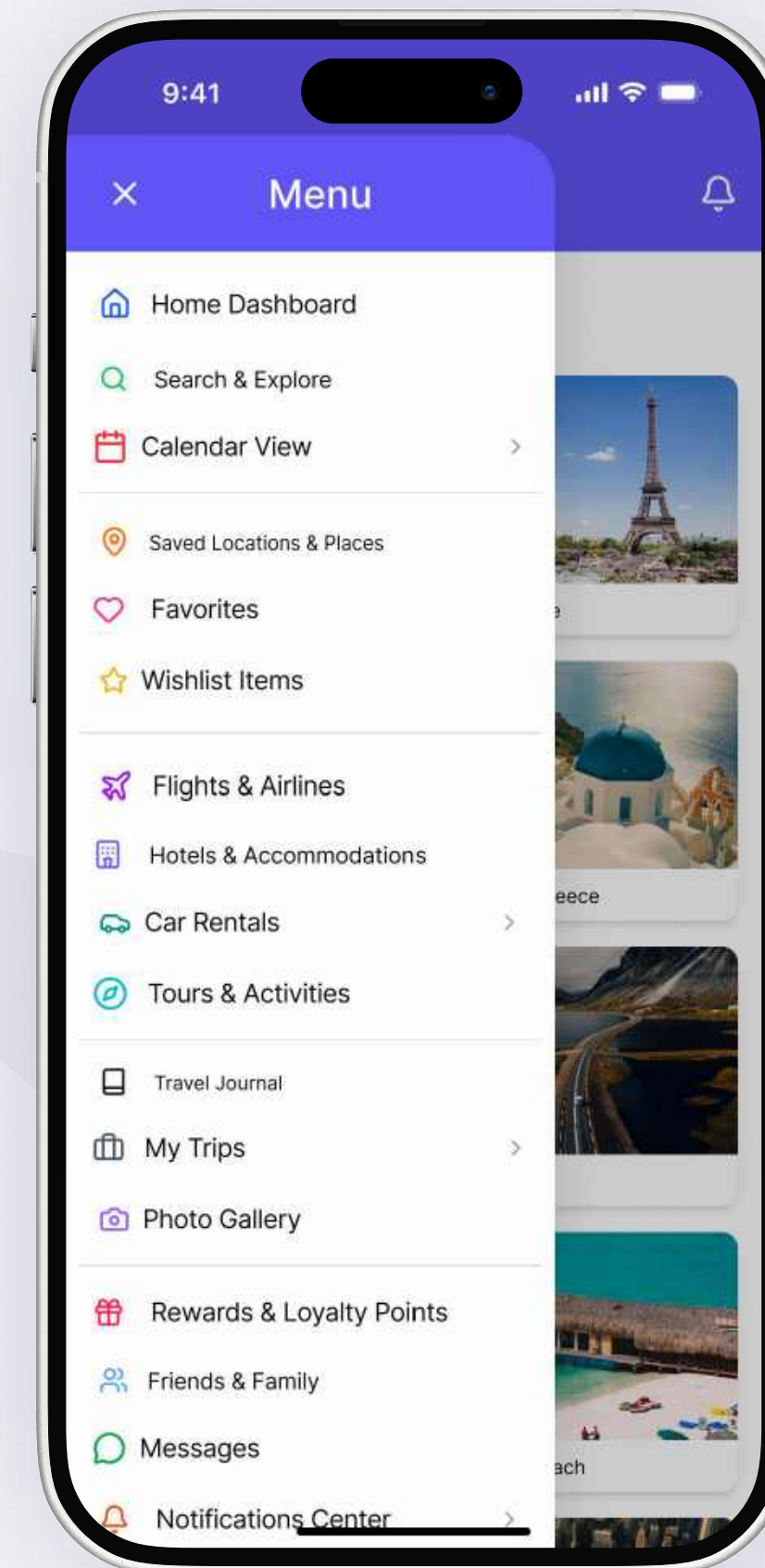
The side menu requires extra scrolling, and users can't focus on **revenue-driving actions**. They have to revisit the list every time, which leads to **booking abandonment** and **direct revenue loss**.

- 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

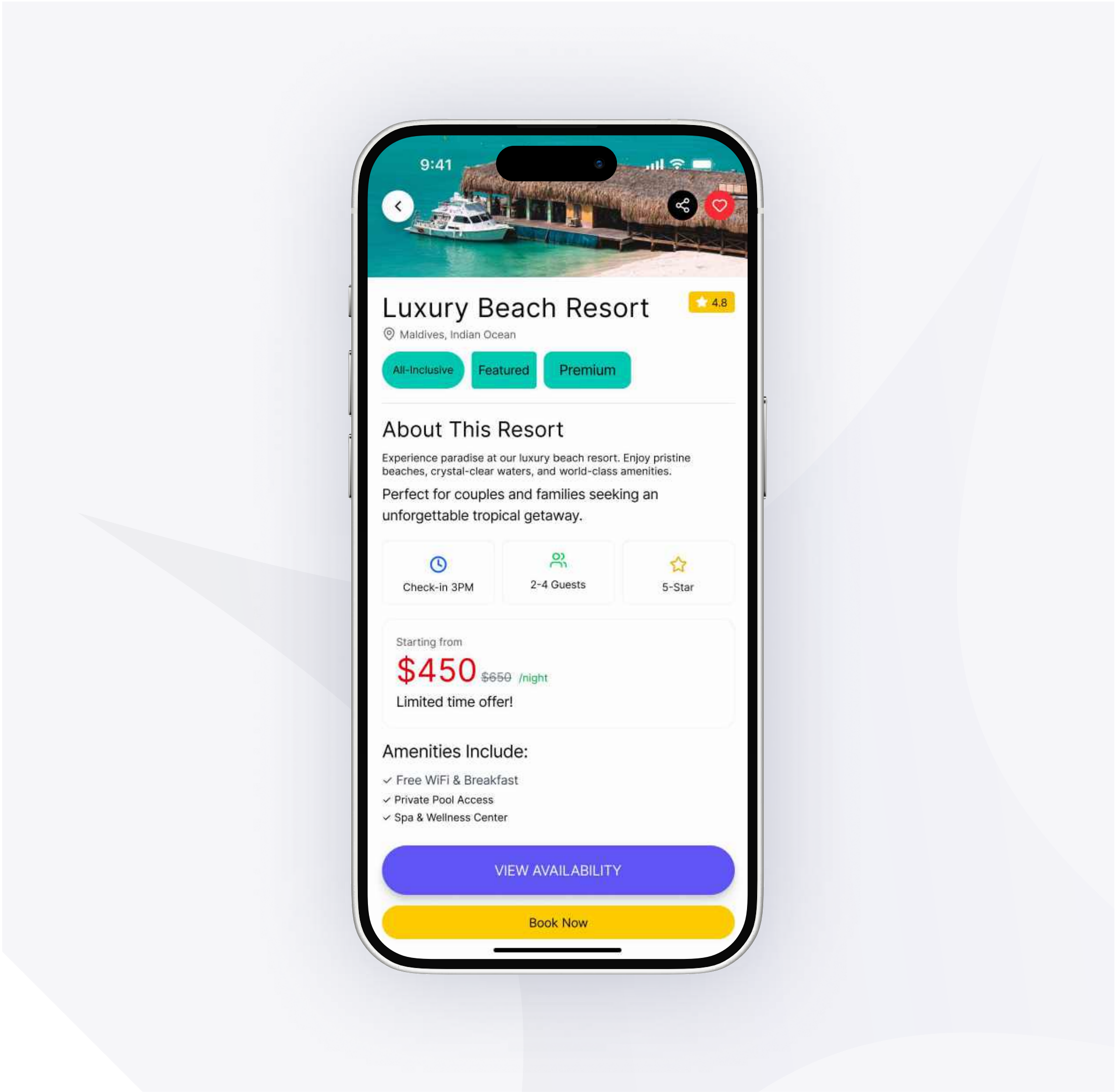
'Book Now' and 'View Availability' lose their conversion power as their color blends in with the text and tags. Users can't identify the next step, causing 34% to exit at the decision point.

- 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



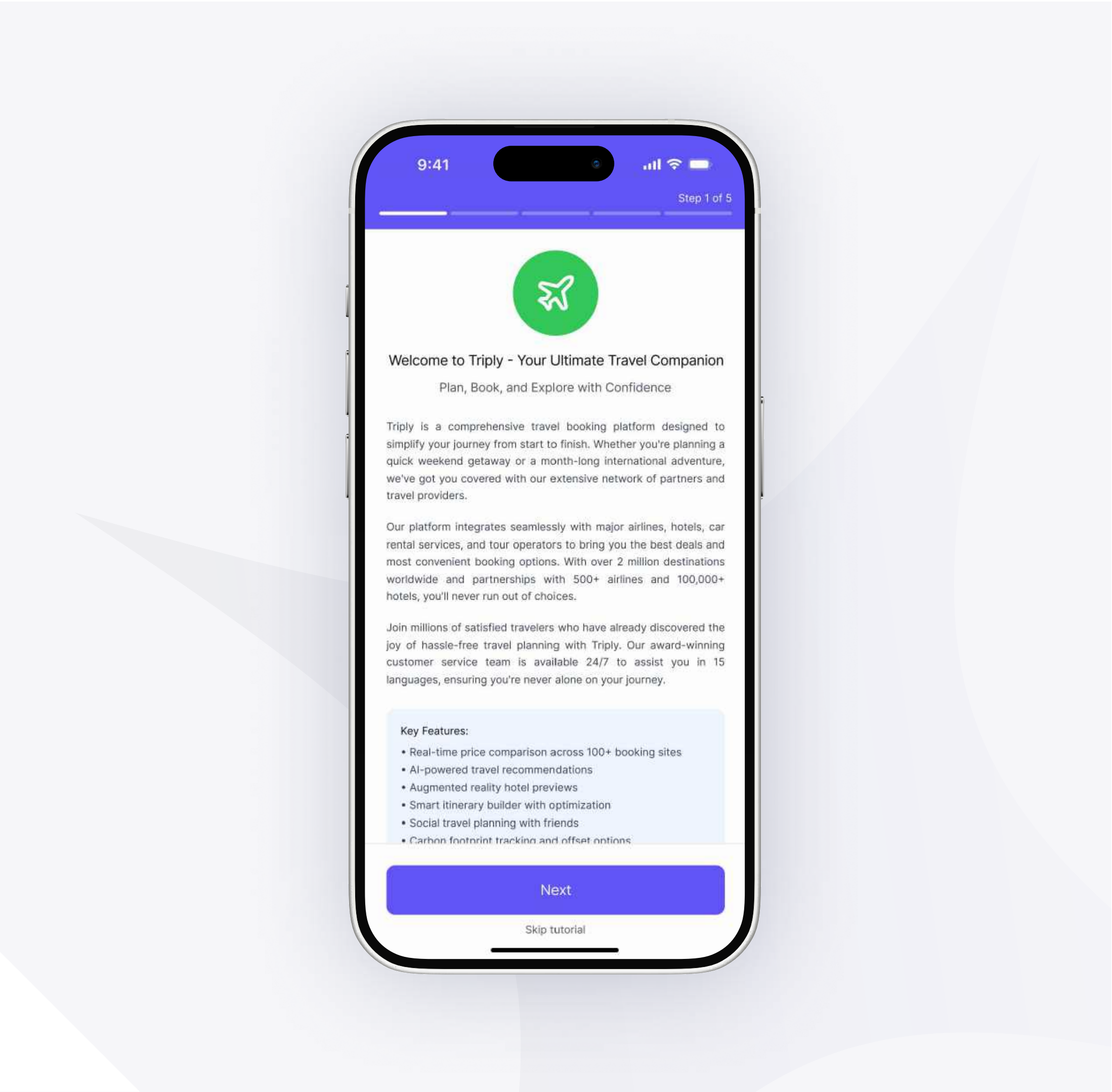
Onboarding friction loses first-time converters

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

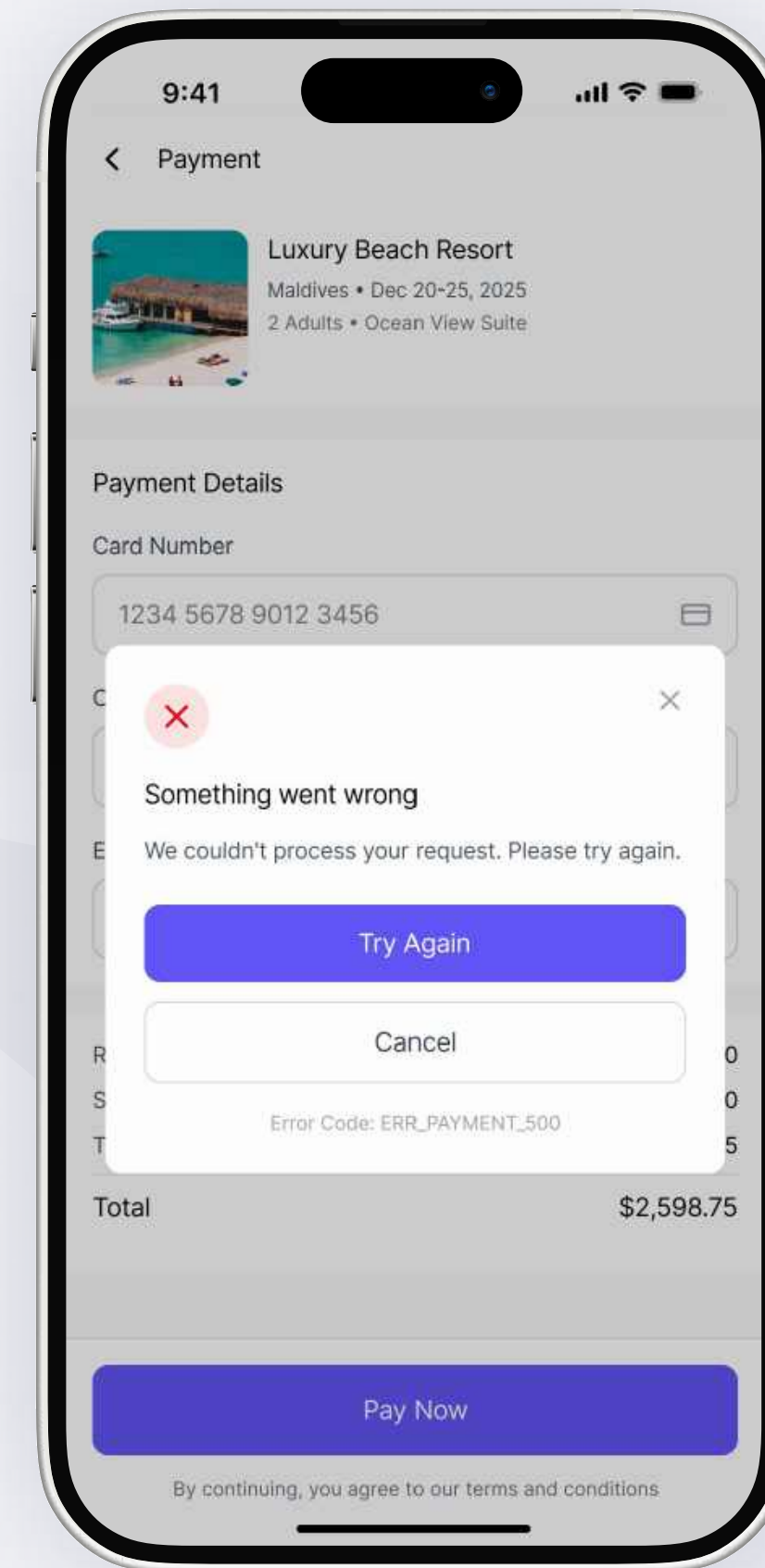
The error dialog displays only "Something went wrong", so when payment fails, 89% of users abandon their cart permanently instead of trying again.

- 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 |


Conversion personas & behavior analysis

Personas

We've created two personas (a High-Intent Booker and a Property Manager) to map purchase triggers, decision criteria, and conversion barriers through search, evaluation, and checkout.

For the High-intent Booker persona, we determined:

- Travelers want a low-friction booking experience. Extra steps cut conversion by 8-11%.
- Complex forms frustrate them, and **47% cart abandonment** is from price unclarity.
- 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 personas (a High-Intent Booker and a Property Manager) to map purchase triggers, decision criteria, and conversion barriers through search, evaluation, and checkout.

For the Property Manager persona, we determined:

- They want revenue visibility, channel tracking lifts conversions by 17%.
- They aim to improve competitive positioning.
- Your priority should be to give them **time-to-revenue transparency**.



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

High-intent Booker persona

Conversion optimization priorities:

- Reduce checkout from 4 pages to 1
(multi-step checkout loses 32% of users per step)
- Display total price including all fees on search results
(reduces checkout surprise abandonment by 62%)
- Enable saved payment methods for one-click rebooking
(drives 3.2x higher repeat purchase rate)
- Target conversion lift: +31-44% for first-time bookers,
+89% for returning customers

Property Manager persona

Conversion optimization priorities:

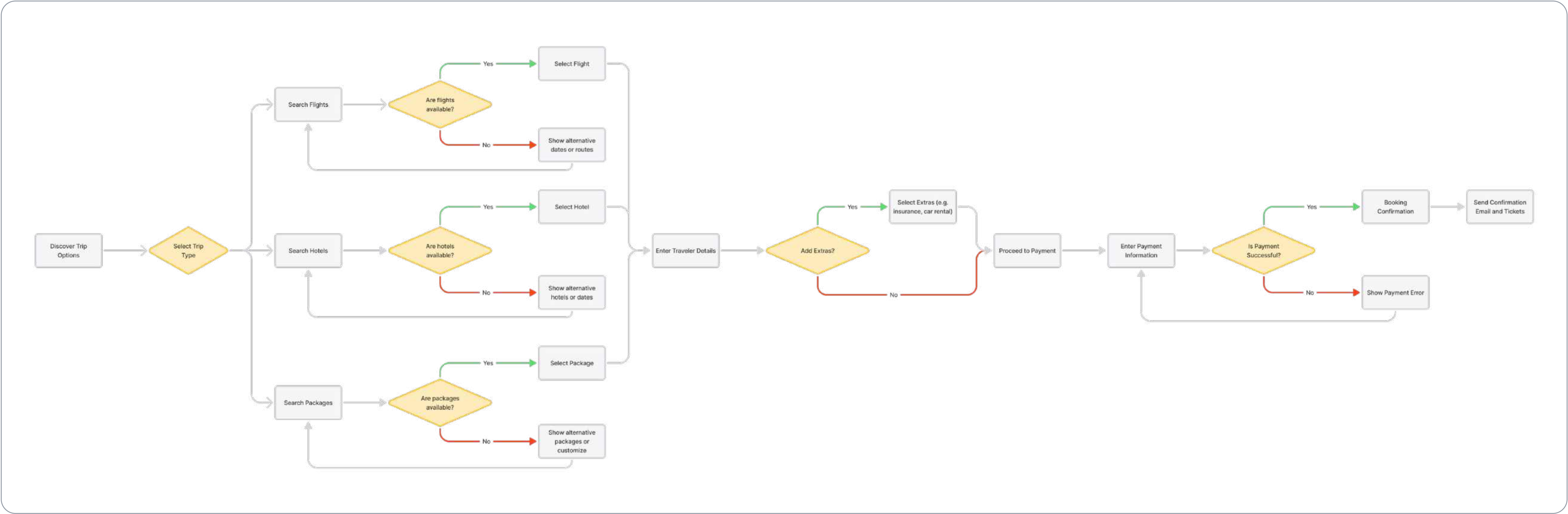
- Show projected revenue impact of pricing changes in real-time
- Automate availability syncing to prevent double-booking revenue losses
- Provide competitive rate intelligence
("your competitors are pricing 12% higher")
- Enable bulk rate updates during high-demand periods to maximize revenue

**Target outcome: +23-34% revenue per property, +41% time saved =
ability to manage 2-3x more listings**

Conversion funnel mapping & revenue leak analysis

We have outlined two major conversion funnels with quantified drop-off points and revenue recovery opportunities.

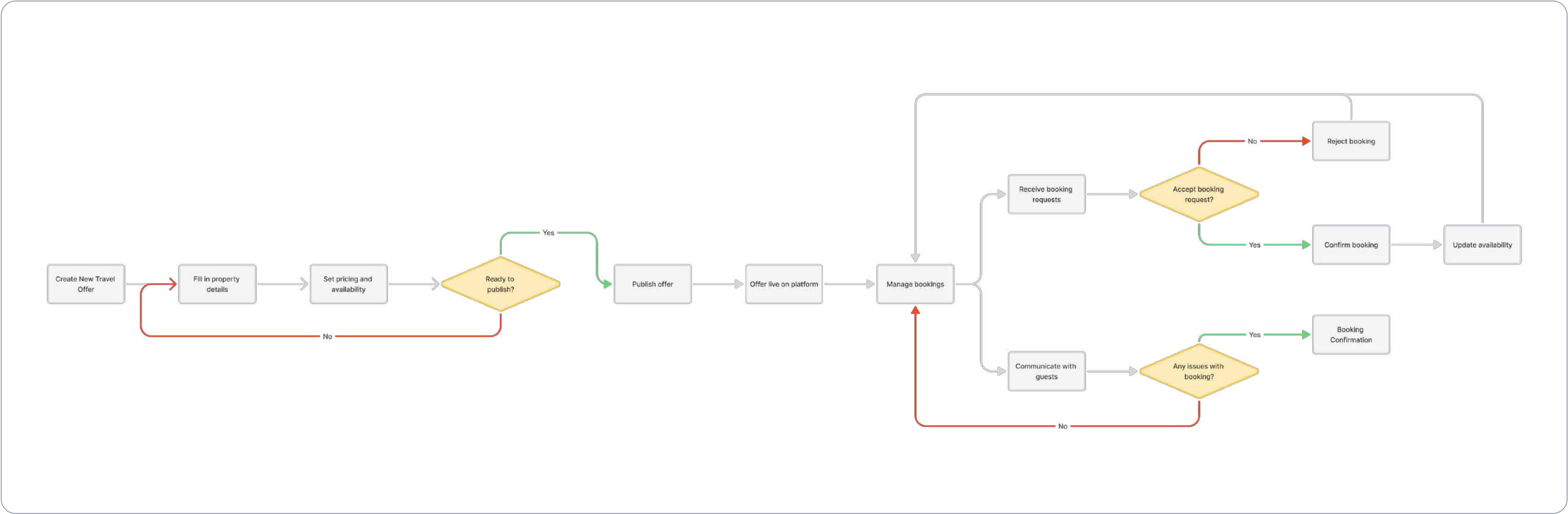
The purchase funnel goes from entering dates and destination to receiving confirmation. Each stage has conversion gates where users decide to proceed or abandon: search relevance (68% proceed, 32% exit), property evaluation (71% proceed, 29% drop), checkout initiation (**53% proceed, 47% abandon cart**), and payment completion (**81% proceed, 19% fail**). The goal is to identify the highest-impact friction points and optimize them for maximum revenue recovery.



Conversion funnel mapping & revenue leak analysis

Property managers need revenue-boosting listing workflows, competitive pricing, max occupancy, photo uploads, 2-h bookings responses, calendar management, and guest messaging, aiming at revenue visibility and scalable automation.

The funnel goes from onboarding to scaling. Conversion gates: listing completion (64% proceed, 36% exit), first booking (73% proceed, 27% drop), price optimization (31% proceed, 69% drop), booking response (54% go in 2 h, 46% miss). The goal is to optimize high-impact friction points.



Current funnel metrics:

- Total traffic: 45,000 visitors/month
- Search → Property detail: 68% (lose 14,400 users)
- Property detail → Checkout: 71% (lose 8,874 users)
- Checkout → Payment submission: 53% (lose 10,234 users—biggest leak)
- Payment → Confirmation: 81% (lose 2,067 users)
- Overall conversion rate: 2.3% (1,035 bookings from 45,000 visitors)
- Industry benchmark: 3.1-3.8%

Critical insight: Users switch between comparison and detail views 4.7 times on average, searching for pricing and cancellation info - this comparison friction causes 29% to abandon. Payment completion takes an average of 3:47 minutes; every 30 seconds over 2:00 minutes increases abandonment by 11%.

Current business owner funnel metrics:

- Total new property managers: 2,800/month
- Onboarding → First listing published: 64% (lose 1,008 managers)
- First listing → First booking received: 73% (lose 484 managers)
- Active listing → Optimized pricing: 31%
(lost 903 managers - biggest revenue leak)
- Booking request → Response within 2 hours: 54%
(lose 602 response opportunities)
- Overall activation rate: 14.4%
(403 fully optimized managers from 2,800 signups)
- Industry benchmark: 22-28%

Critical insight: Managers toggle between their calendar and pricing tools 6.2 times on average, searching for competitive rates and occupancy patterns - this optimization friction causes 69% to never adjust pricing, leaving 18-27% revenue uncaptured. Booking request response takes an average of 4:12 hours; every hour past the 2-hour window decreases acceptance rates by 67% (from 89% to 34%).

Conversion-focused prototype testing

Interactive high-fidelity booking flow

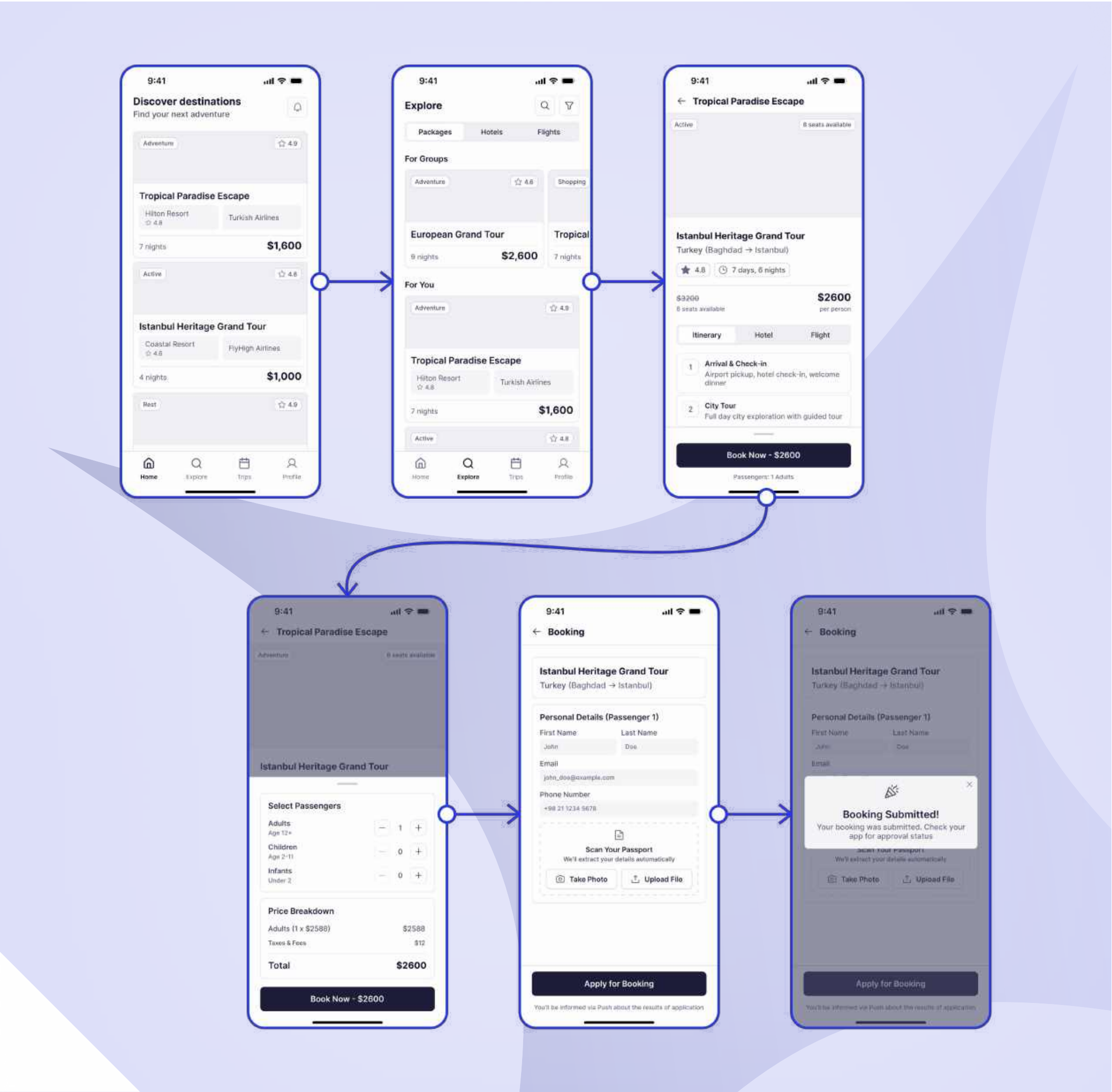
We created a clickable prototype with 3 to 5 screens to test if users complete purchases faster, understand true costs immediately, and trust the checkout process. The focus is on eliminating hesitation triggers and accelerating time-to-purchase.

The prototype includes:

- Home screen with autocomplete (reduces 23% zero-result exits)
- Search results with filtering (cuts 18% abandonment) and total price display
- Property page with photos, reviews, and dates (27% up click-through)
- One-page checkout with 7 fields vs. 14 (25% completion gain), inline validation (41% less error abandonment), and a guest checkout option

Prototype validation results:

Average booking time drops from 8:47 to 3:21 minutes (62% faster).
Checkout abandonment falls from 47% to 23%. User confidence rises from 6.2 to 8.7 out of 10. Mobile conversion increases from 1.8% to 3.1% (+72% mobile revenue).
Projected monthly revenue gain: \$89K-\$134K.



A/B test roadmap & revenue impact measurement

Experiment: Pricing transparency optimization

We tested two versions of the Property Details screen to **determine which pricing strategy maximizes booking conversion and minimizes abandonment**. Both showed identical properties, photos, and amenities - the variable was how pricing information was revealed to find the format that builds trust, eliminates price shock, and drives completed purchases.

Hypothesis tested

Upfront total pricing on the Property Details screen - specifically, whether showing the full cost including taxes and fees immediately vs. showing base rate only (with fees revealed at checkout) **affects conversion rate, cart abandonment, and revenue per visitor**.

Test scope

Property Details screen

Variable tested

Pricing disclosure timing

Audience

New & returning travelers

Success metrics

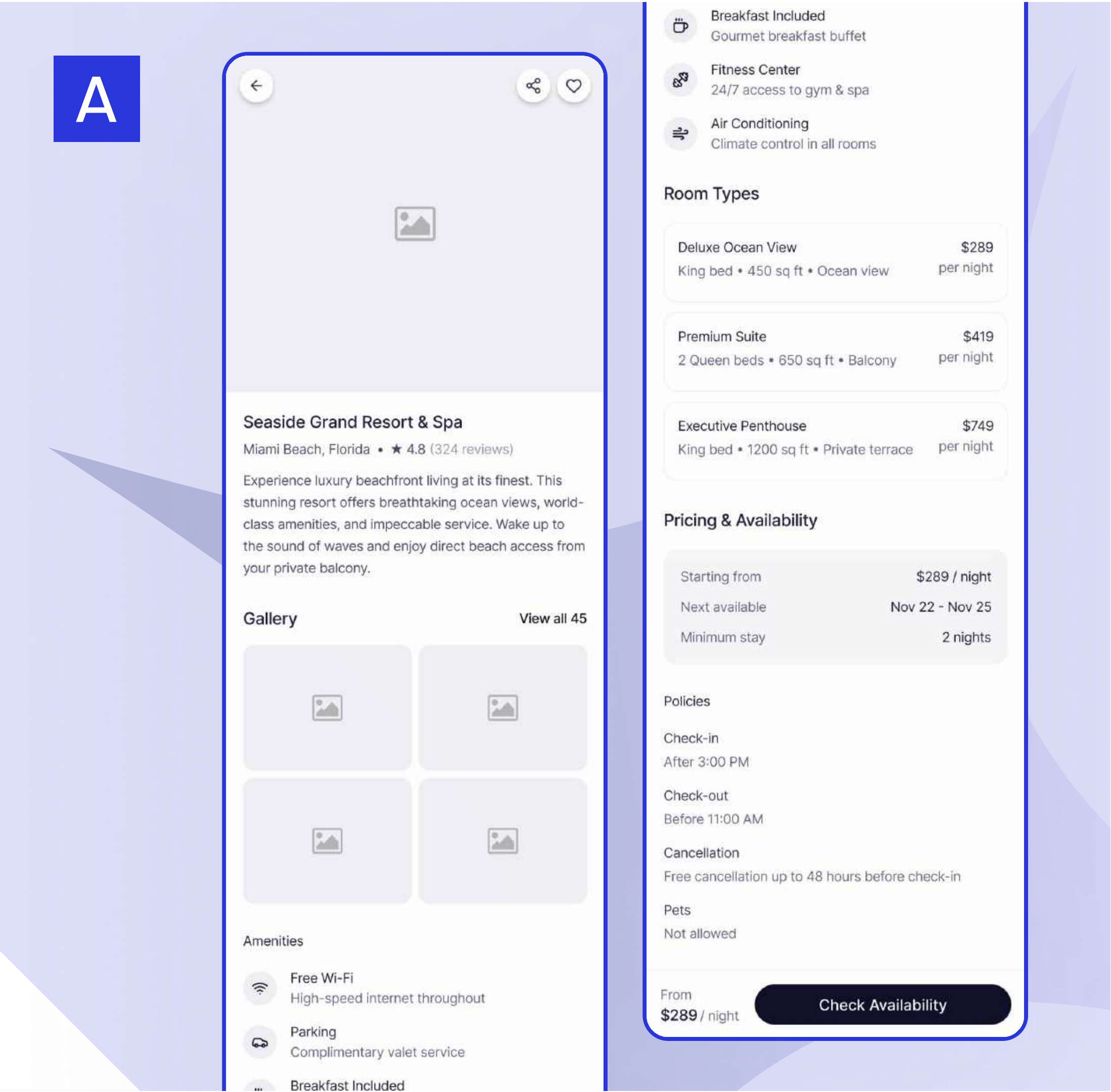
Conversion, abandonment, revenue

Tested variation: Version A

A traditional layout featuring the nightly base rate (\$129/night), with taxes, cleaning fees, and service charges disclosed only when users reach checkout. This creates an initially appealing price point that drives high click-through to checkout (71% of detail viewers start checkout) but results in price-shock abandonment when the final total jumps to \$187, 47% abandon.

Version A performance metrics:

- Detail page → Checkout initiation: 71% (strong)
- Checkout completion rate: 53% (47% abandon - weak)
- Overall detail-to-booking conversion: 2.8%
- Revenue per 1,000 detail page views: \$4,956
- Post-booking satisfaction: 7.2/10
- Support tickets about pricing: 34 per 1,000 bookings

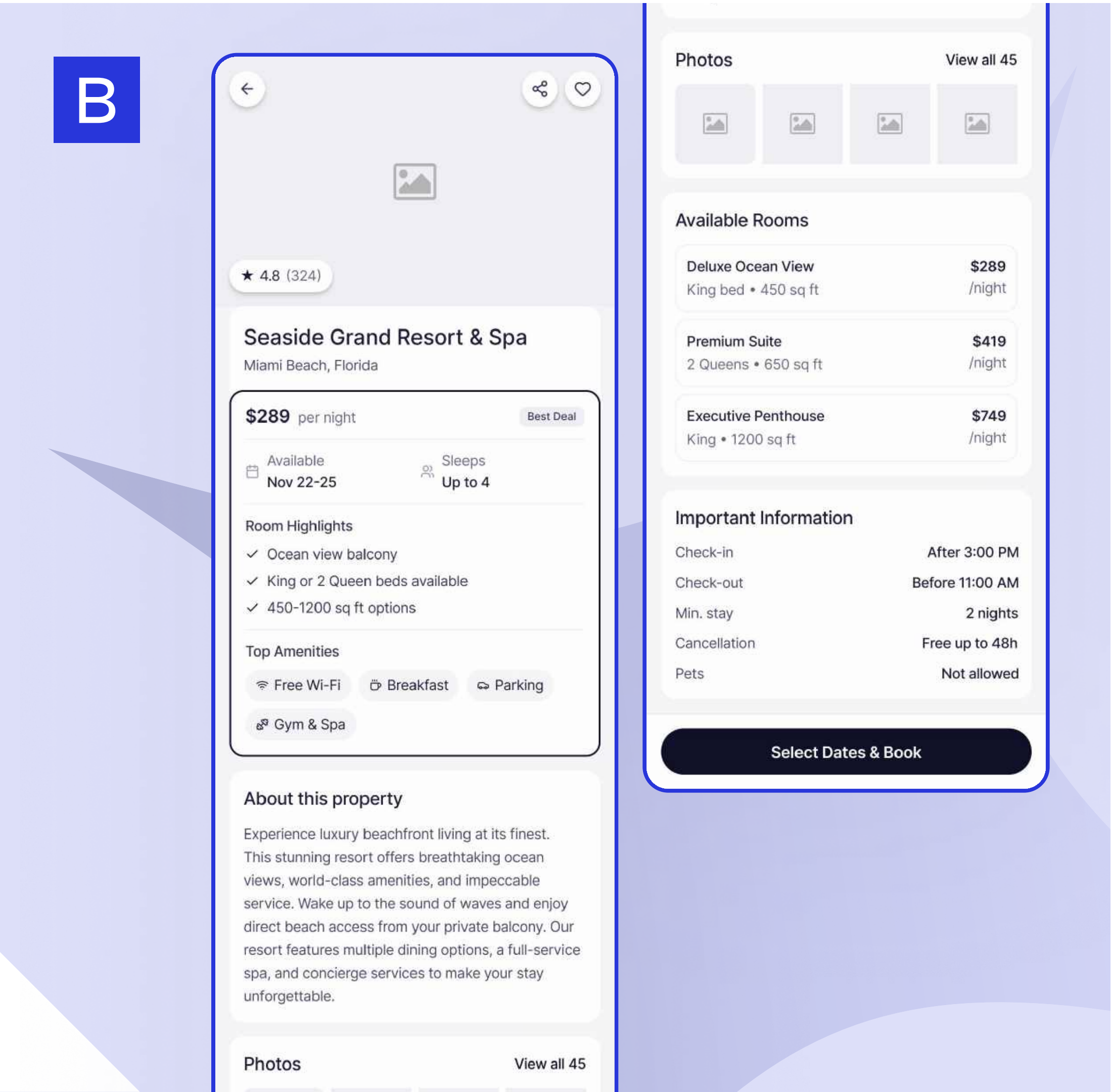


Tested variation: Version B

We displayed the complete nightly cost upfront (\$187/night including all taxes, fees, and charges) below the main image with a breakdown available via hover ("\$129 base + \$41 cleaning + \$17 taxes"). Users see the real price they'll pay from the start, cutting surprises and qualifying only serious buyers who can afford the true cost before they invest time in checkout.

Version B performance metrics:

- Detail page → Checkout initiation: 68% (3% lower due to price qualification)
- Checkout completion rate: 81% (only 19% abandon - strong)
- Overall detail-to-booking conversion: 3.6% (+29% vs. Version A)
- Revenue per 1,000 detail page views: \$6,372 (+29% revenue lift)
- Post-booking satisfaction: 8.9/10 (+24% satisfaction)
- Support tickets about pricing: 7 per 1,000 bookings (-79% support burden)

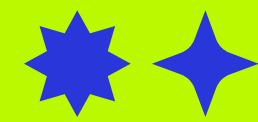


Revenue insights:

- Version B generated 29% more completed bookings despite slightly lower checkout initiation because it eliminated low-intent browsers and prevented costly abandonment.
- Version B users completed 41 seconds faster (2:19 vs. 3:00) because pricing was already validated.
- Cart abandonment recovery: Version B reduced abandonment from 47% to 19% (60% reduction), capturing \$1,416 more revenue per 1,000 detail views.
- Post-booking NPS score was 68 for Version B vs. 43 for Version A - transparent pricing built long-term customer value.

Recommendation: Implement Version B (transparent all-in pricing) immediately across all property listings as the highest-ROI conversion optimization opportunity identified in the audit.

That's all.



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

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