CRO growth plan

It's an example of the audit

Agenda

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
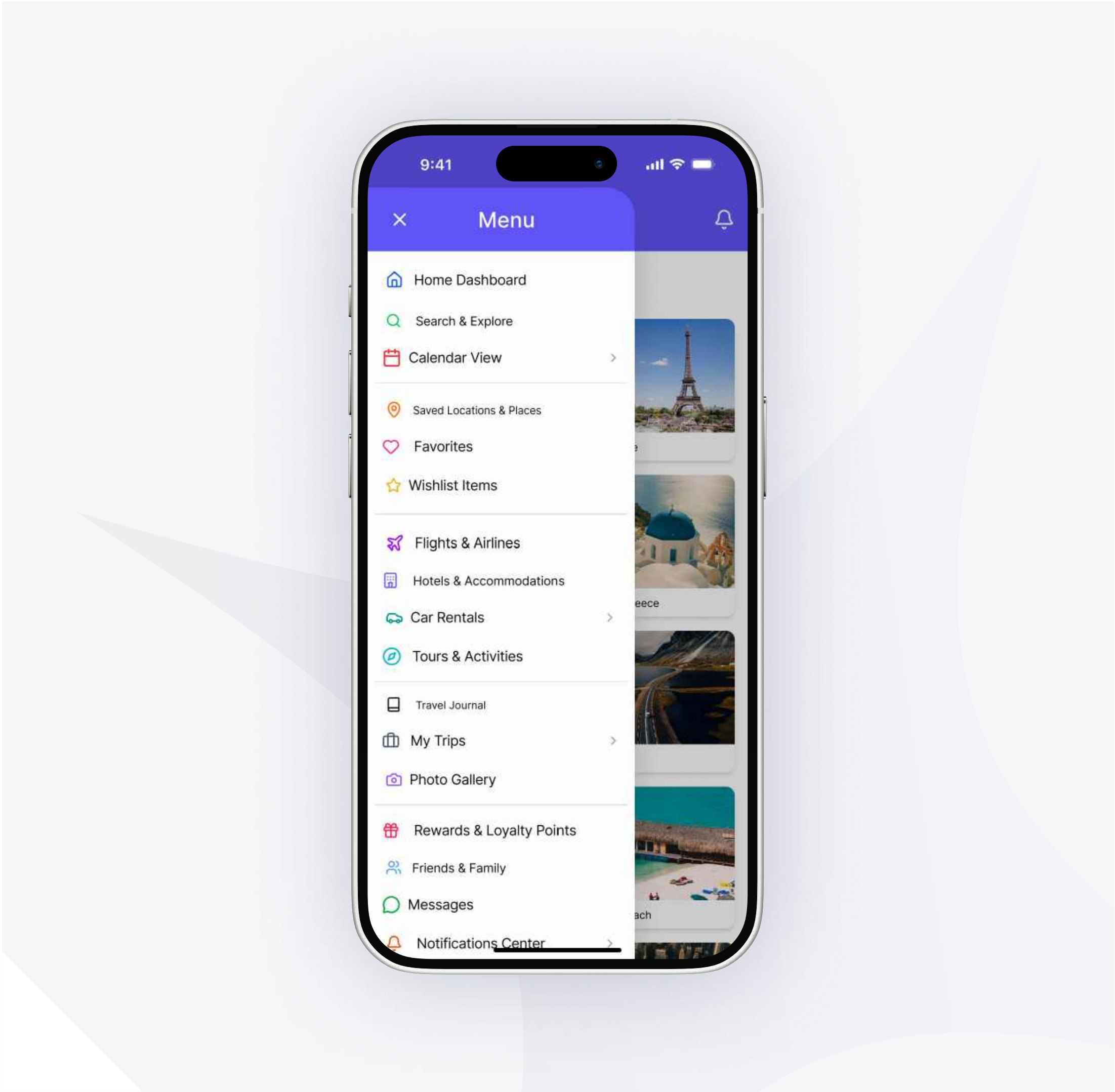
Weak CTAs hurt conversion rates

'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
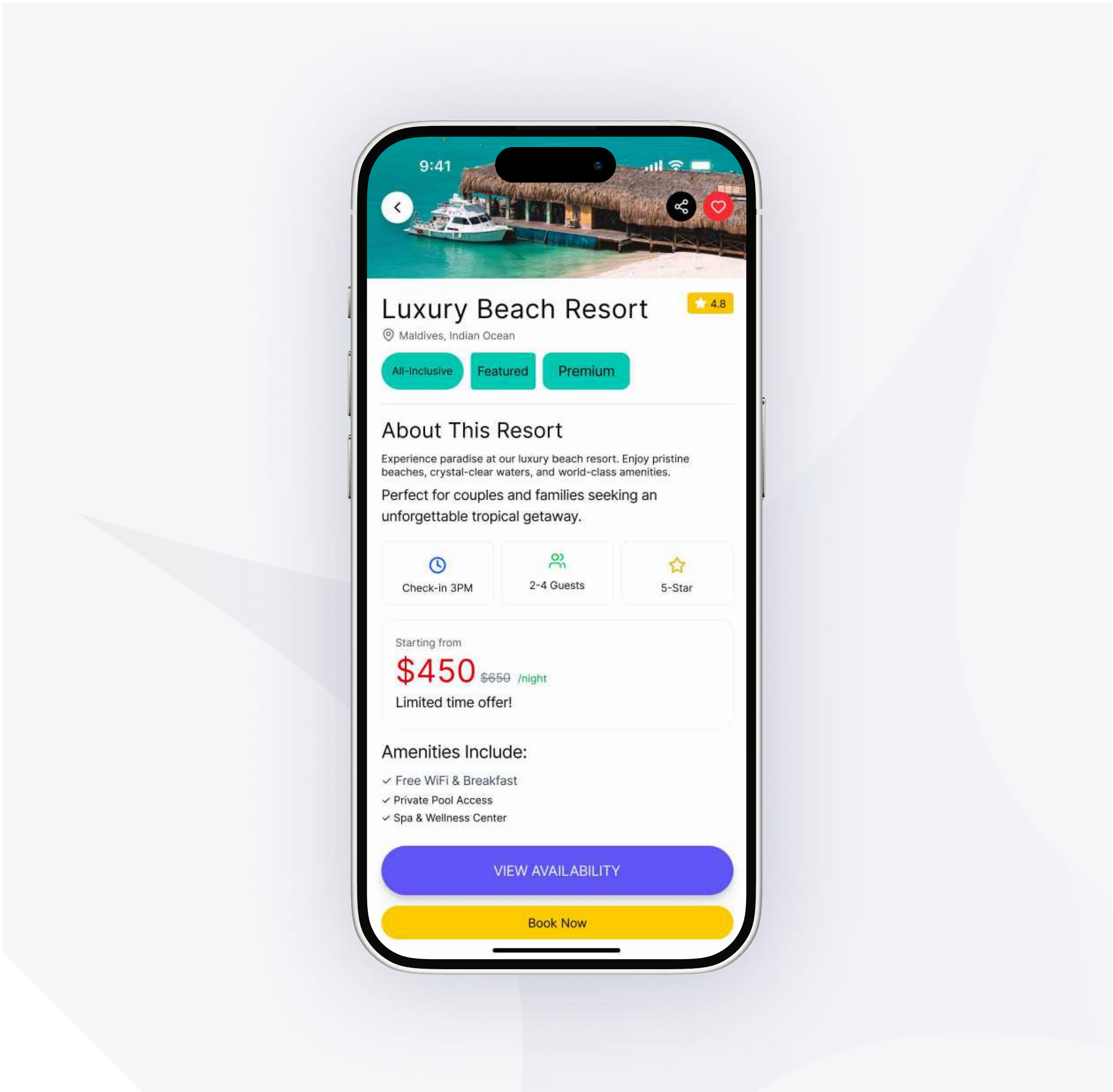
Onboarding friction loses first-time converters

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
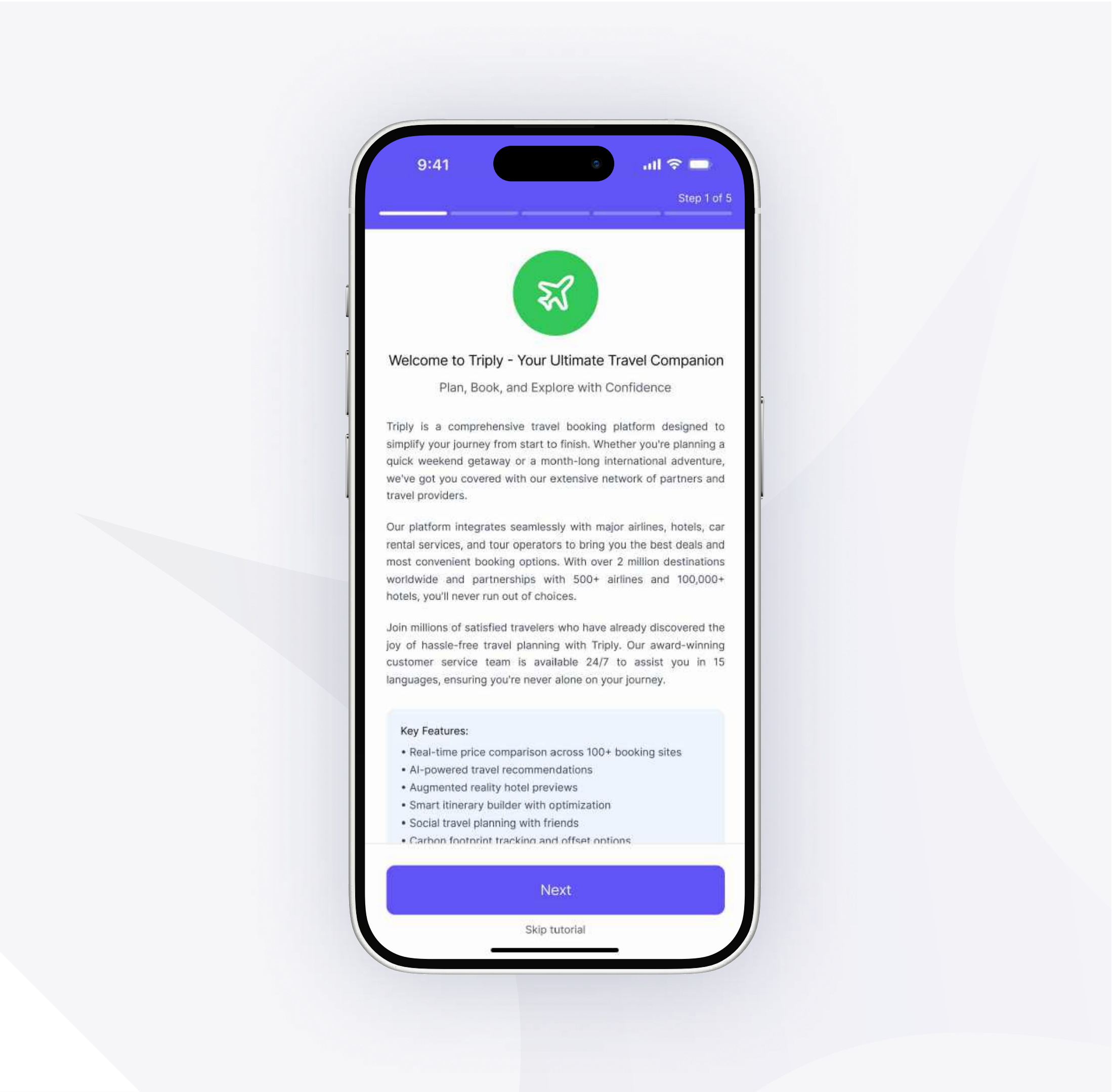
Error messages cause payment abandonment

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
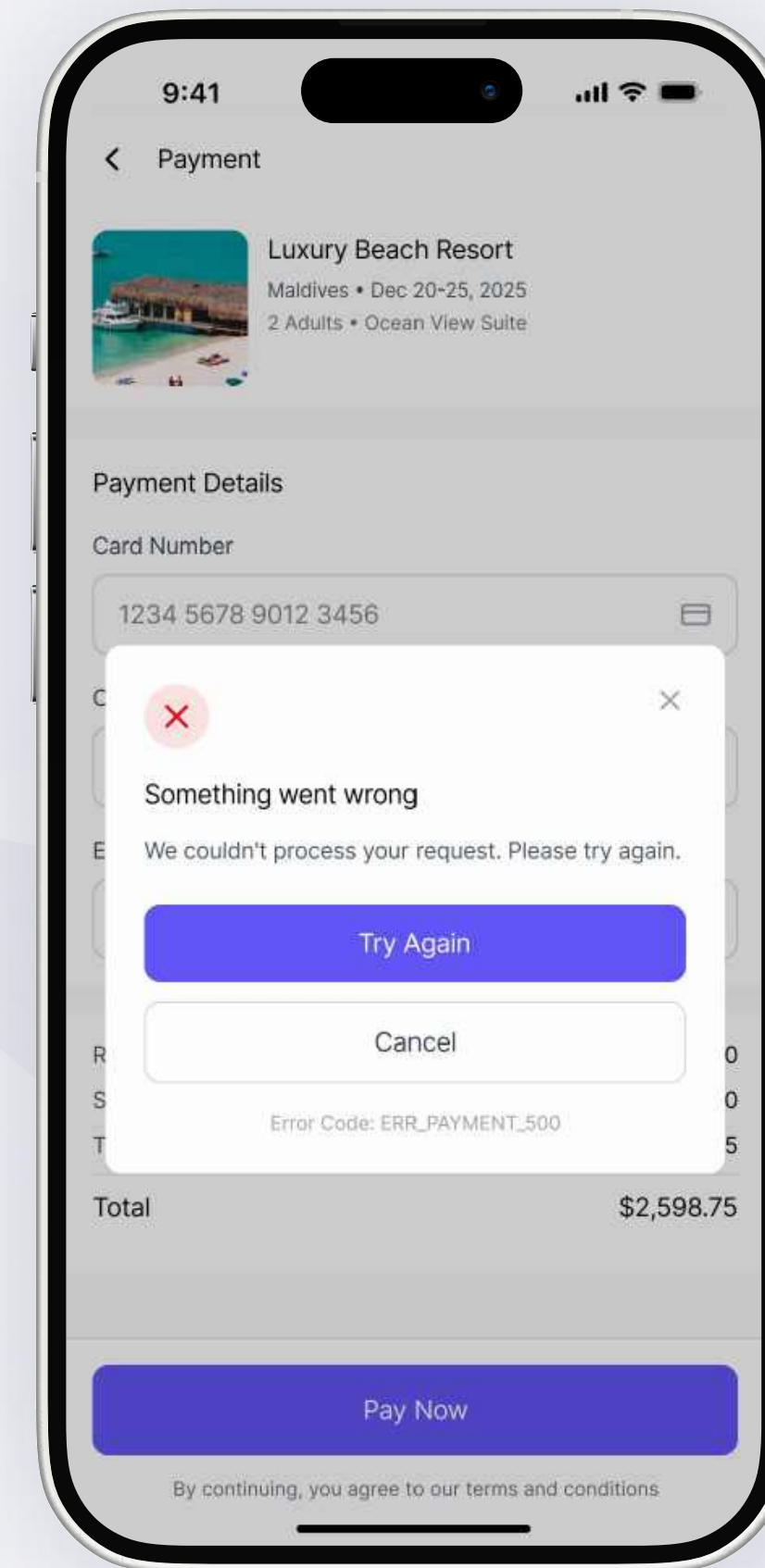
Competitor conversion strategy analysis

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.
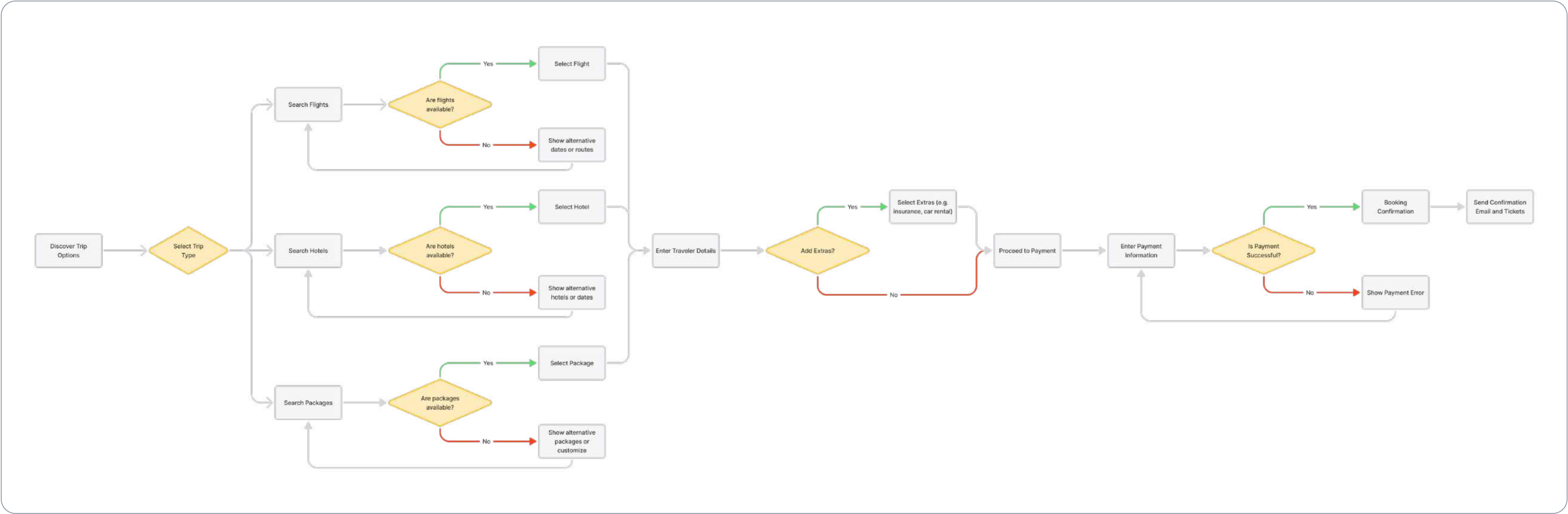
Conversion funnel mapping & revenue leak analysis

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.
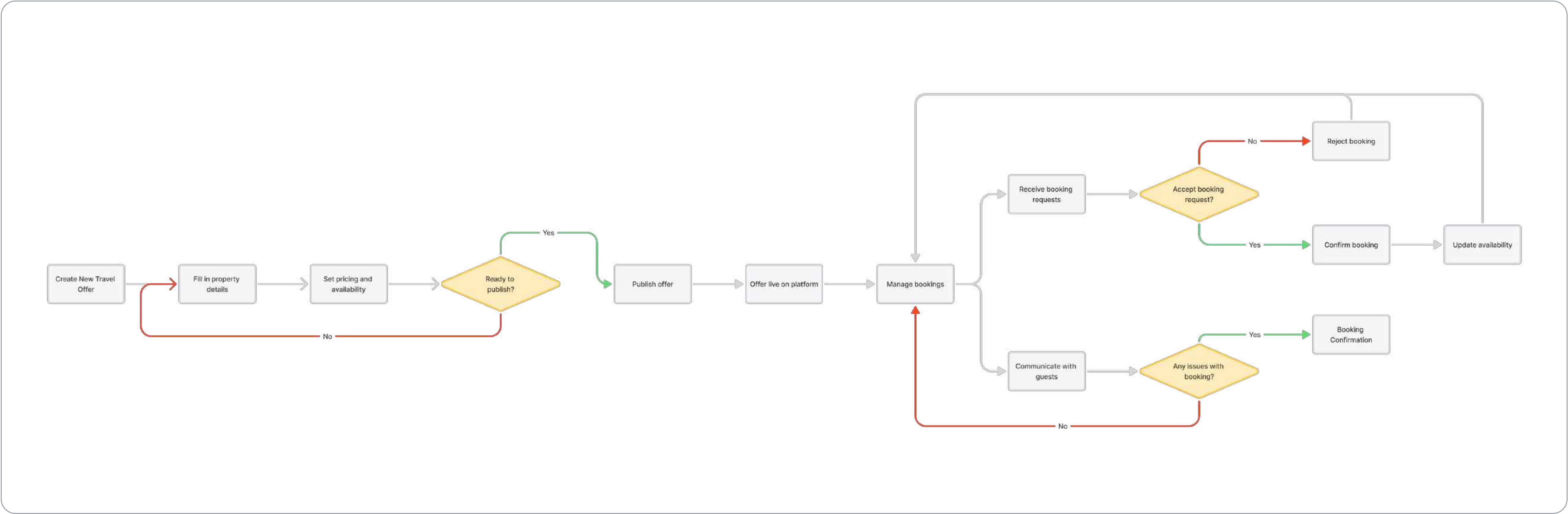
Current funnel metrics:

- 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.
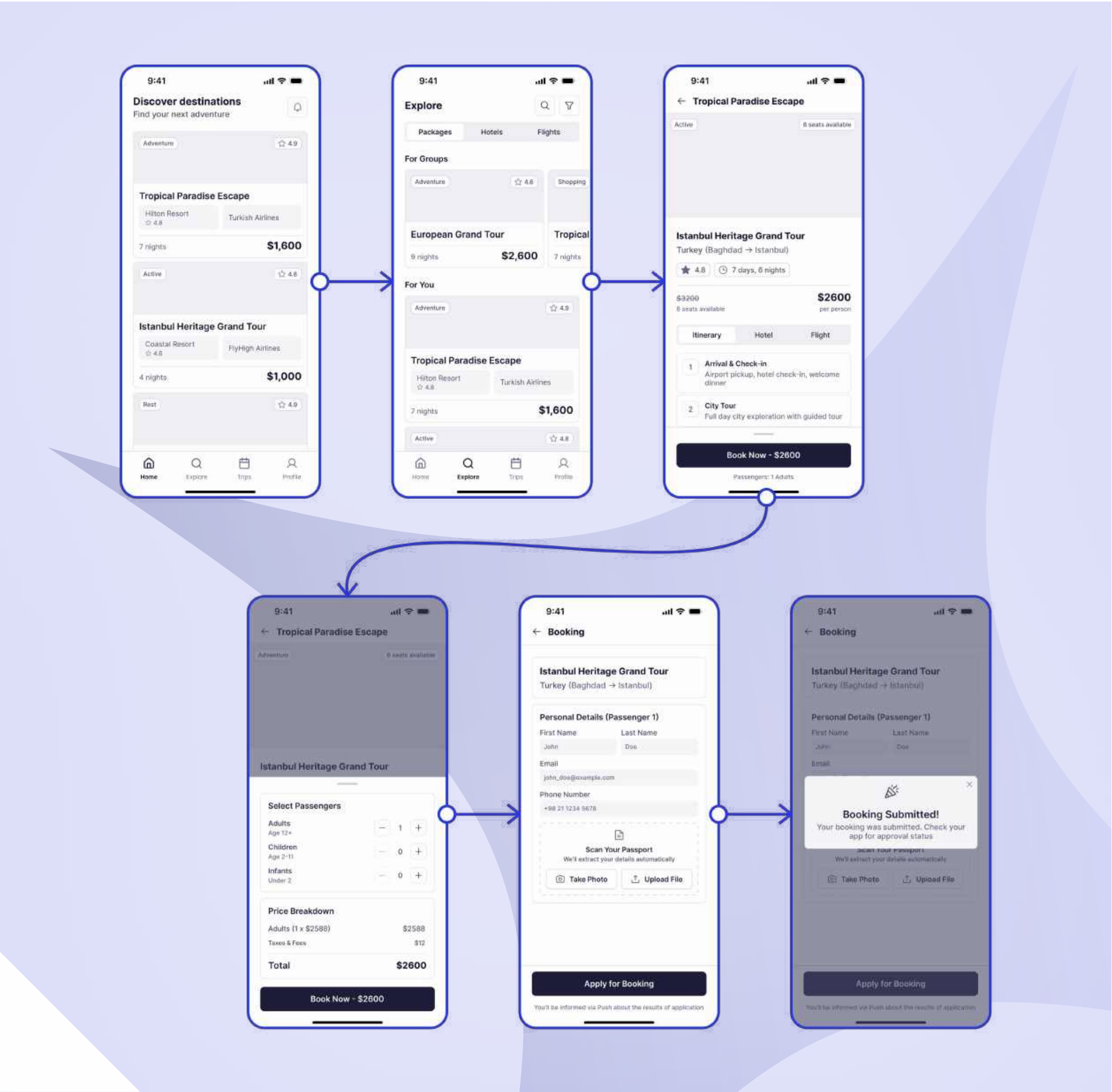
A/B test roadmap & revenue impact measurement

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
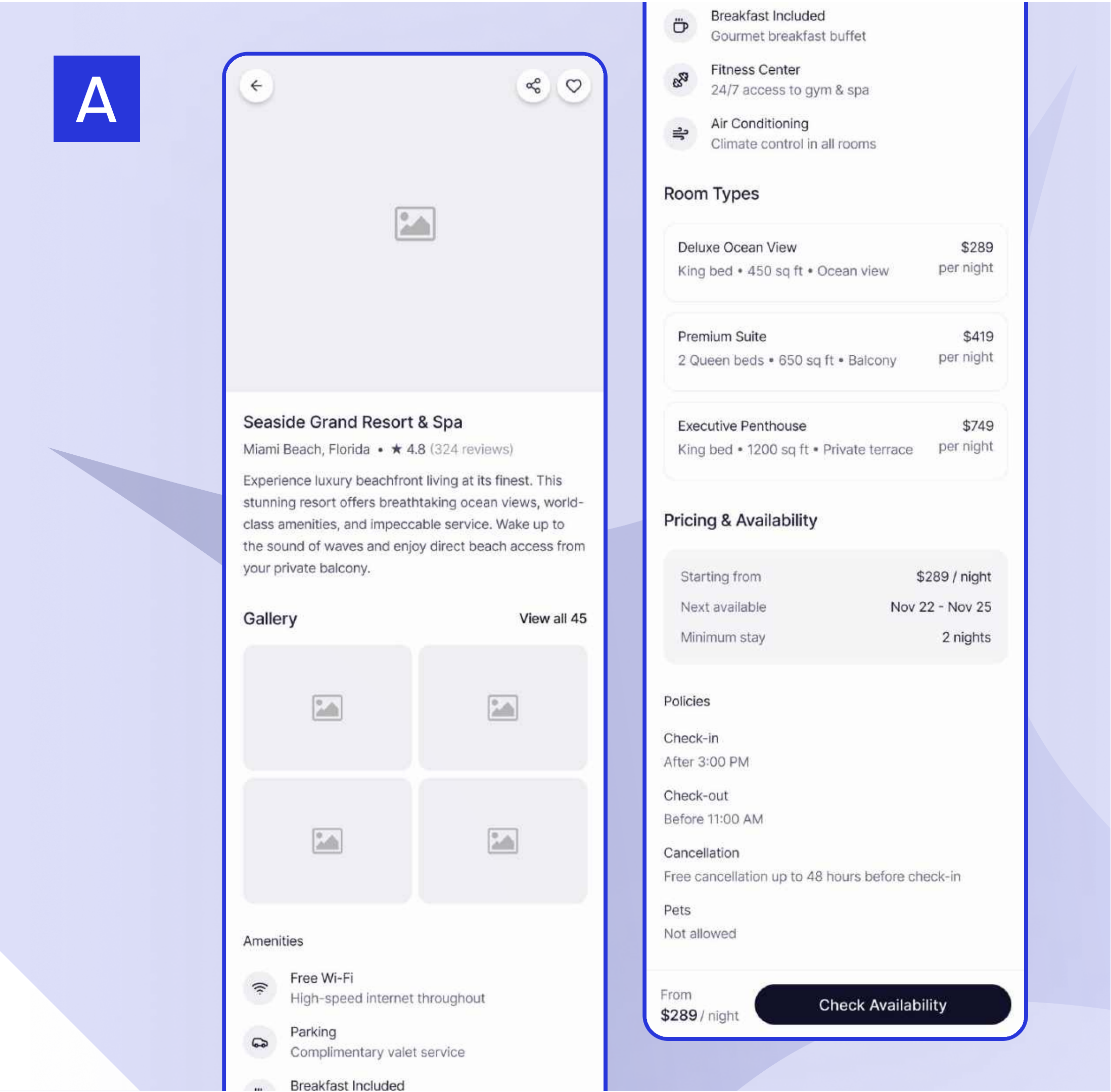
Tested variation: Version B

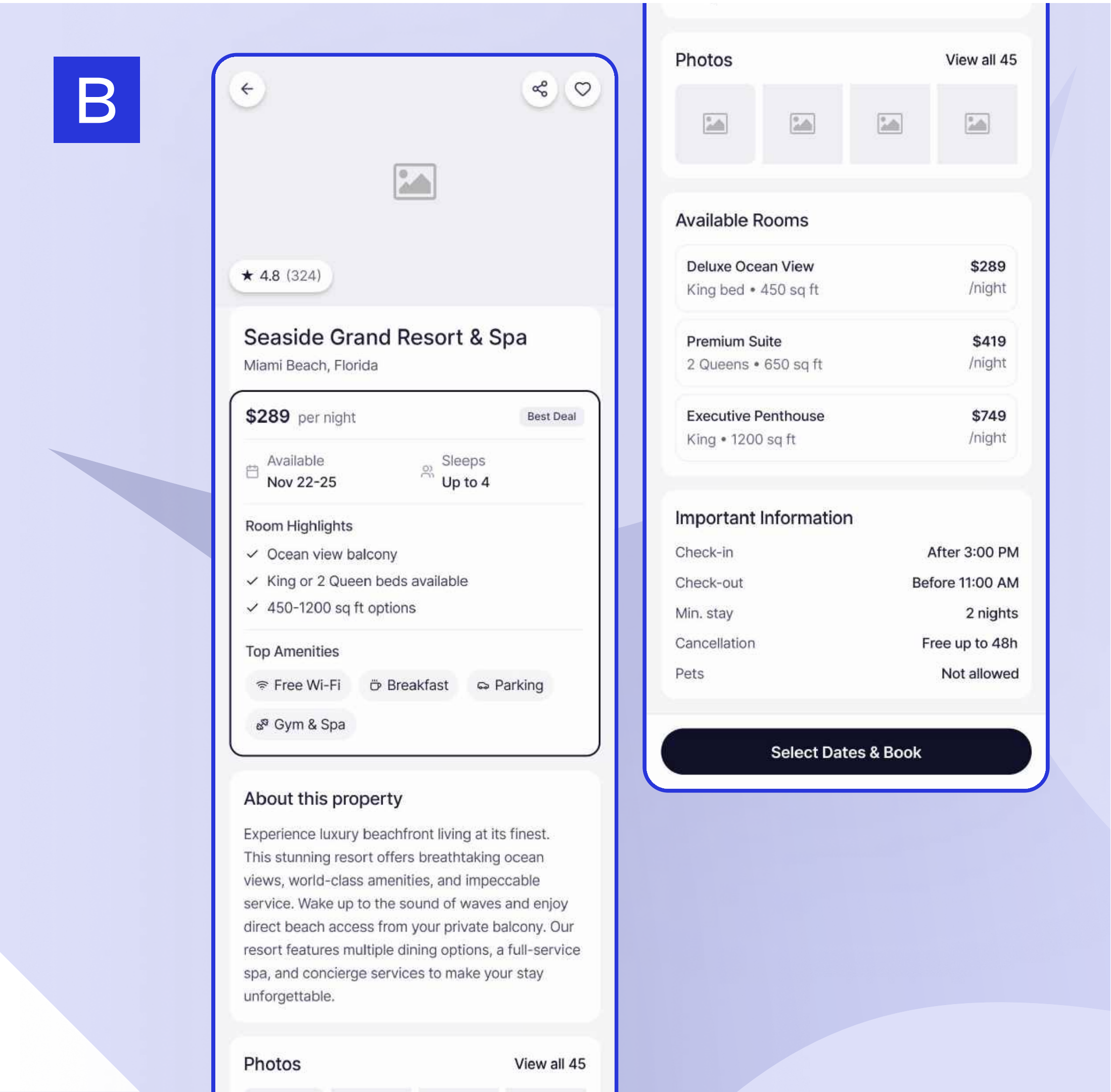We displayed the complete nightly cost upfront ($187/night including all taxes, fees, and charges) below the main image with a breakdown available via hover ("$129 base + $41 cleaning + $17 taxes"). Users see the real price they'll pay from the start, cutting surprises and qualifying only serious buyers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

B

★ 4.8 (324)

Seaside Grand Resort & Spa
Miami Beach, Florida

$289 per night   Best Deal

Available   Sleeps
Nov 22-25   Up to 4

Room Highlights
✓ Ocean view balcony
✓ King or 2 Queen beds available
✓ 450-1200 sq ft options

Top Amenities
🛜 Free Wi-Fi   🍽 Breakfast   🅿 Parking
💪 Gym & Spa

About this property
Experience luxury beachfront living at its finest. This stunning resort offers breathtaking ocean views, world-class amenities, and impeccable service. Wake up to the sound of waves and enjoy direct beach access from your private balcony. Our resort features multiple dining options, a full-service spa, and concierge services to make your stay unforgettable.

Photos   View all 45

Photos   View all 45

Available Rooms

Deluxe Ocean View $289
King bed • 450 sq ft   /night

Premium Suite $419
2 Queens • 650 sq ft   /night

Executive Penthouse $749
King • 1200 sq ft   /night

Important Information

Check-in   After 3:00 PM
Check-out   Before 11:00 AM
Min. stay   2 nights
Cancellation   Free up to 48h
Pets   Not allowed

Select Dates & Book

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.

Conversion experimentation program

Quarterly conversion testing cycle

We conduct 5–8 revenue-focused experiments quarterly to identify and eliminate conversion blockers. Testing focuses on revenue-critical scenarios: checkout flow optimization, payment method friction, form field reduction, and cart abandonment triggers.

We test both first-time and returning customers to see if conversion paths are optimized for new buyer acquisition. This creates a systematic framework where each winning test compounds the gains. **Our clients get 8-12% quarterly conversion improvement through this testing.**

Each test includes:

- Hypothesis with projected revenue impact

- Success metrics (conversion rate, revenue per visitor, AOV)

- Statistical significance targets (95%+ confidence, 7-14 day runtime)

- Implementation plan for winning variants

- Ongoing performance monitoring post-launch
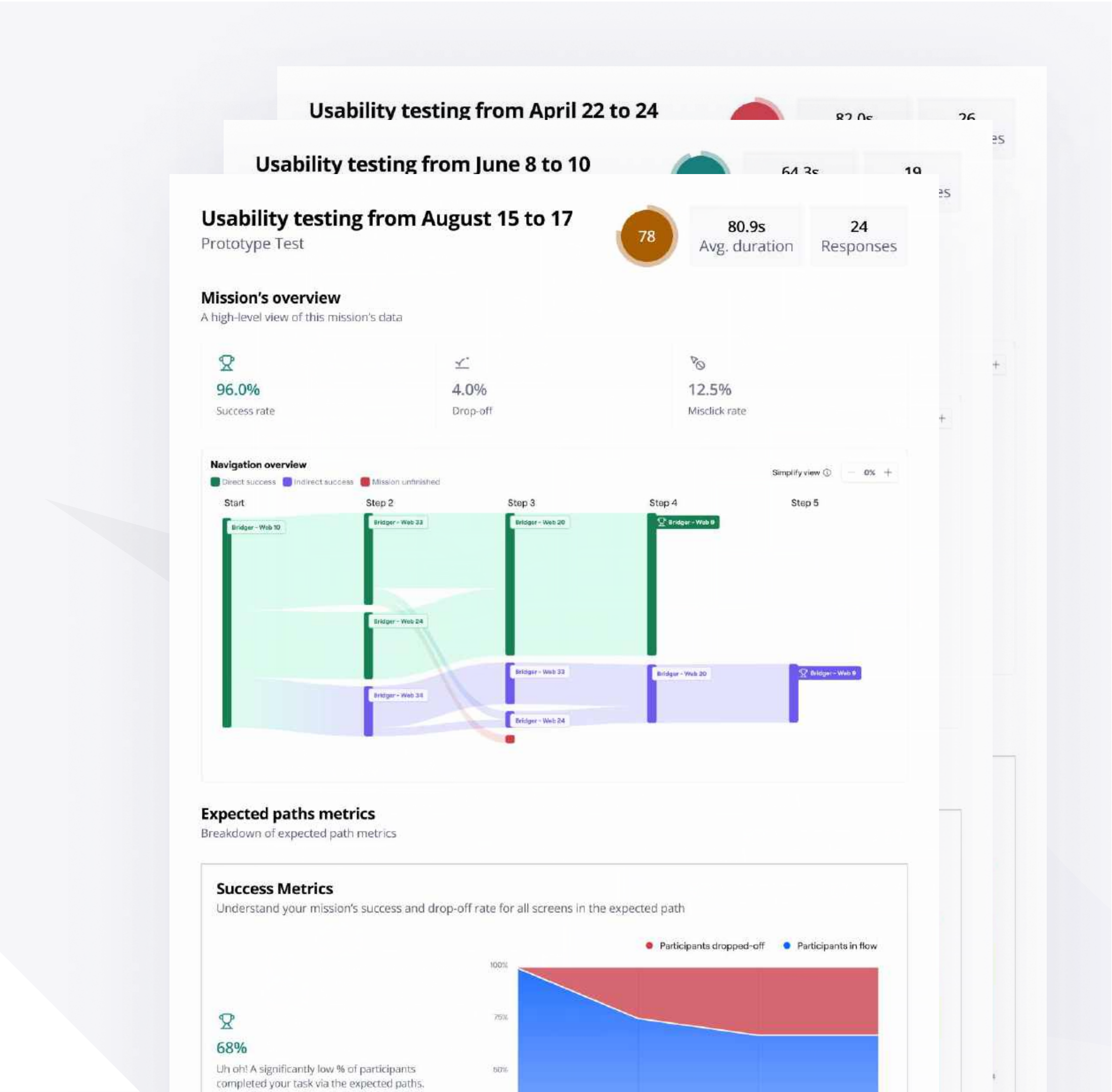
Test → measure → scale loop for 2-3 revenue drivers

Continuous improvement cycle

Every quarter, we run a systematic optimization loop
for 2-3 high-impact conversion opportunities like checkout friction,
pricing strategy, or cart recovery.

Each cycle includes:

- Conversion audit where we analyze drop-off data, quantify revenue leaks,
  review session recordings, and prioritize tests by ROI potential.

- Experiment design where we create test variations, define success metrics
  (conversion rate, revenue per visitor, AOV), and launch statistically valid A/B tests.

- Scale winners where we validate results at 95%+ confidence, calculate revenue lift,
  implement permanently, and identify the next opportunity.

Example results:

- Checkout optimization: 14→7 fields + guest checkout = +31% completion

- Payment expansion: Added digital wallets = +31% mobile conversion
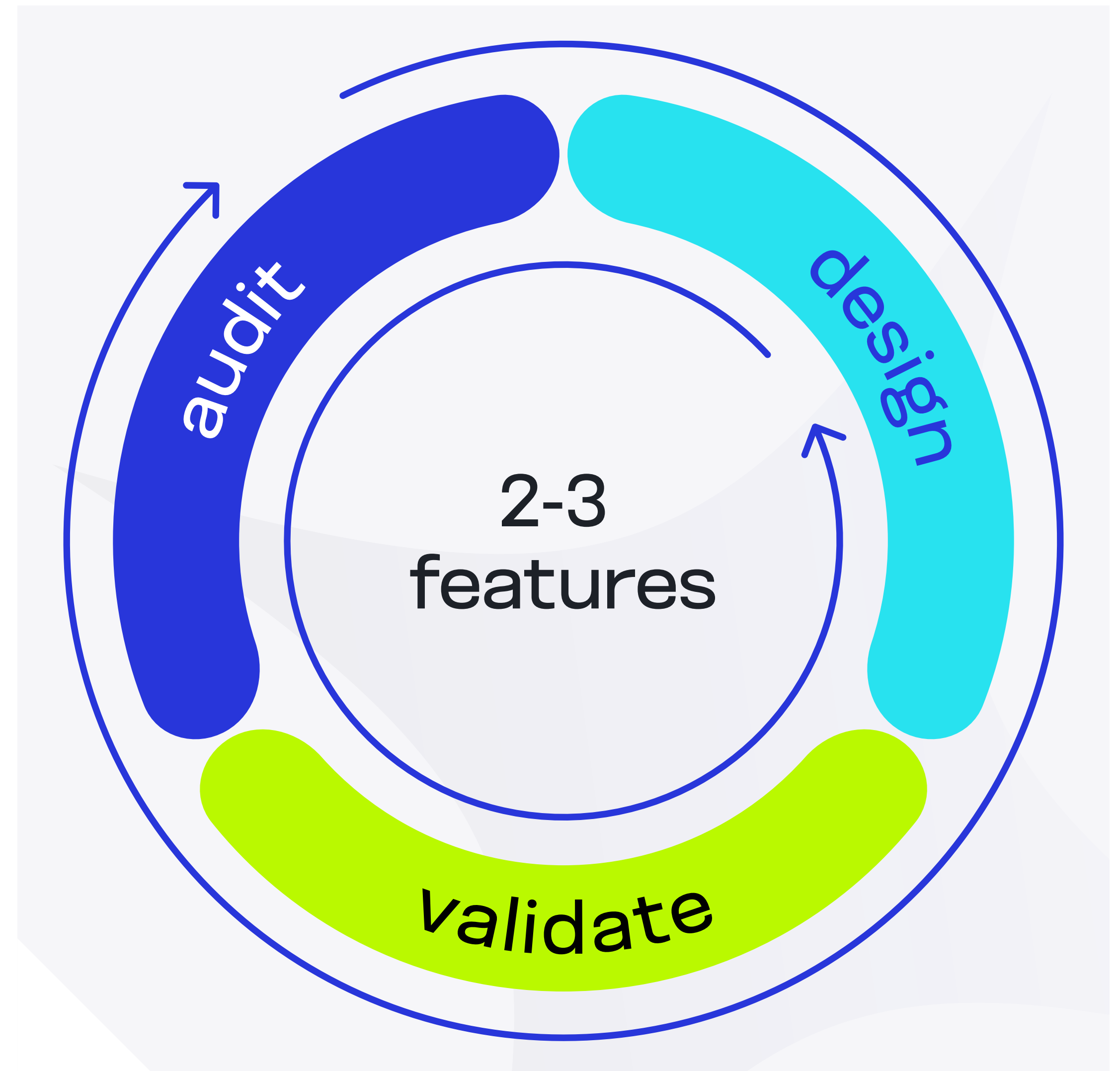
Conversion-optimized design system

Revenue-focused design language

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

We build a conversion-driven design system where every element is engineered for maximum revenue performance.

The foundation includes:

- Conversion-tested styles: High-contrast CTA colors (A/B tested), urgency colors (red/green), trust-building neutrals, error states that reduce abandonment

- Revenue-optimized components: CTA buttons (tested sizes), friction-reducing forms (inline validation), trust badges (+28% checkout confidence), urgency timers.

- Conversion guidelines: Optimal CTA placement by device, urgency vs. scarcity triggers, pricing presentation, form field ordering, checkout best practices.

Typography   20 STYLES

Inter is a variable font family carefully crafted & designed for computer screens.

Aa Aa

Colors   80 STYLES

Components   FULLY AUTO-LAYOUT

Button   5 sizes / 3 styles

Badge & Chip   3 sizes / 2 styles

WCAG 2.2 AA accessibility → revenue expansion

Accessibility as a revenue growth strategy

We ensure WCAG 2.2 AA compliance to eliminate barriers blocking 15-20% of potential customers from converting.

- **Perceivable:** Color contrast 4.5:1 min, readable text at all sizes, alt text for images, color-independent hierarchy
  - Impact: +12-15% conversion audience = +$67K-$94K annual revenue

- **Operable:** Full keyboard navigation, 44×44px touch targets, clear focus states, assistive tech compatibility
  - Impact: Recover 22-28% mobile abandonment = +$43K-$71K annual revenue

- **Understandable:** Specific error messages (+41% form completion), plain language, consistent terminology
  - Impact: -28-41% form abandonment = +$52K-$89K annual revenue

- **Robust:** Screen reader compatibility, semantic HTML, error recovery without restart
  - Impact: Zero exclusion = capture 100% converting traffic

Implementation: Phased quarterly rollout with ongoing compliance monitoring.

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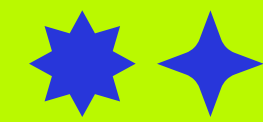
If you are interested in audit
or have any questions, contact us:

coaxsoft.com   773-644-8871   099-746-6810