

Site + Booking Flow

Breakdown & Summary

High Level

Task

Redesign marketing site (quips.com) and booking flow to improve user experience, increase awareness, and convert more movers.

Hypothesis

1.) I believe higher user engagement be achieved by drawing movers into a booking flow with simple, descriptive visuals and content.

2.) I believe booking conversion rates will be improved by providing clearer, intuitive steps and progress indication throughout, while minimizing steps as much as possible.

Key Aspects

- Engaging: Emphasize primary call-to-actions
- Direct: Keep each step in the booking flow to-the-point and in view
- Clear: Design elements should appear selectable and familiar

Empathize

Who are your users?

- People moving into small/mid-size apartments and homes
- Do-it-yourself mindset

Where are they coming from?

- Direct marketing
- Organic search
- Most are mobile

Define

Problem Statement

Home movers need a clear way to engage with site content and book their move with Quips.

What are their problems?

- Users are not noticing the initial "Book Now" call to action and is buried in the fold
- Page feels "static" and uninviting; no engaging visuals or information
- It's not obvious or clear how to proceed through the booking flow steps

Ideate

Goals

- Create an engaging and clear experience that allows users to come in, enter their move details with little obstruction, and book their move
- Clearly illustrate why Quips is set apart and much easier to understand vs. traditional means
- Make it clear that no payment is needed up front; do the heavy lifting for them

User Story

As a home mover, I need a clear way to enter my moving information, so that I can book my move as soon as possible.

Acceptance Criteria

- Given I'm a home mover, when I land on this marketing site, I should get an immediate sense of value proposition and understanding of the Quips difference higher in the fold
- Given I'm a home mover, when I'm looking to book, I should get an obvious call-to-action to do so
- Given I'm a home mover, while I'm entering my information to book, I should be presented with clear and unobtrusive steps
- Given I'm a home mover, when I get my results, I should be aware of no payment necessary

Ideas

- Keep the "Book Now" call-to-action and value proposition highest in the fold
- Make elements look selectable and in view
- Keep each step as short and concise as possible
- Display progress indication