



Improving IKKY's usability and user experience

3

Key Areas to Improve

1

Help users
complete the flow

2

Add value to
booking

3

Make IKKY more
human

Improvement 1

**Help users
complete the flow**

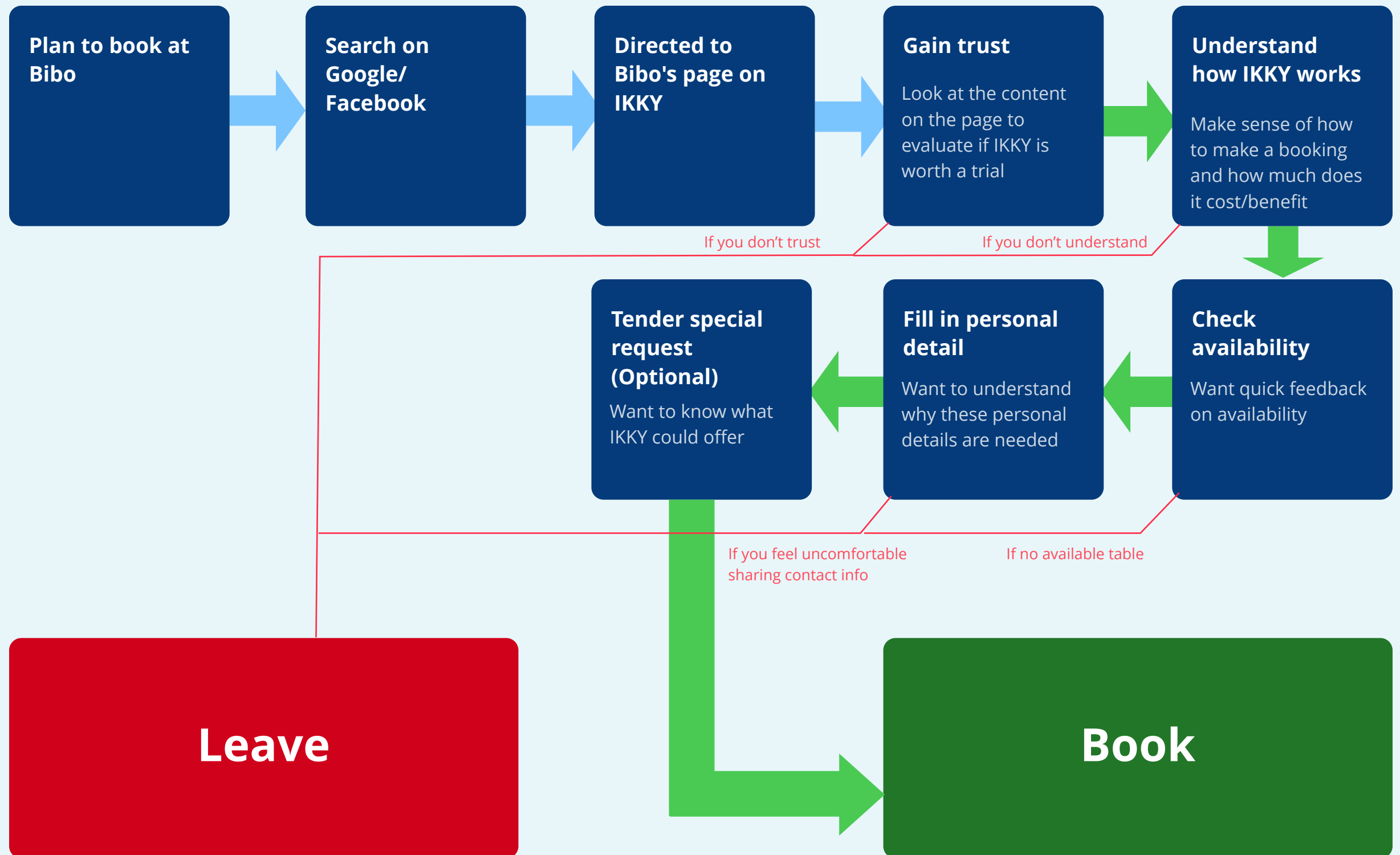
3

Use Cases

1 Book specific shop
directed from Google
or other sources

2 Browse for
suitable shop to
book

3 Search for specific
shop



Why users are leaving?

Users don't trust IKKY

SUGGESTION "Guarantee"

Users don't understand what IKKY is for and how it works

SUGGESTION Subtle explanation , Instant response during booking

Users cannot book what they want

SUGGESTION Alternative timeslots and "Notify me if available"

Users are not comfortable sharing contact information

SUGGESTION Explicitly explain to users why they are needed

1

When users land on the restaurant's page

ikky

Search

Restaurant Beauty & Spa Healthcare Event

Home > Restaurant > Hong Kong > Bibo

BIBO

★★★★☆

French fine dining | Central and Western | \$600 - 1,000

G/F, 163 Hollywood Road, Central and Western, HONG KONG ISLAND, Hong Kong

Make a Booking at BIBO

Party Date Time

Book Now

✔ Seat guaranteed | ✔ No deposit required

Show all categories to show what IKKY offers

Show immediate availability and offer alternatives when timeslot is not available

"Guarantee" to explain the mechanism and our offer

Make a Booking at Les Saveurs

2017-5-2 19:00 2 Guests **Book Now**

✔ Selected booking time is still available

Seat guaranteed | No deposit required

Make a Booking at Les Saveurs

2017-5-2 20:00 2 Guests **Book Now**

! Sorry, Les Saveurs is fully booked at your selected time

These timeslots on 5-2 are still available:

SELECT 19:15 19:30 20:30

or **Notify me when available**

Seat guaranteed | No deposit required

Make a Booking at Les Saveurs

2017-5-2 20:00 2 Guests **Book Now**

! Sorry, Les Saveurs is fully booked at your selected time

No timeslots are available on 5/2:

Notify me when available

We promise to try hard to press Les Saveurs to squeeze a table for you. Try this so that we can notify you when we get a spot for you.

Seat guaranteed | No deposit required

1

When users proceed to booking

The image shows a mobile app interface for booking a table at a restaurant named 'Les Saveurs'. The screen is titled 'Booking almost done...'. It displays the booking details: Restaurant (Les Saveurs), Date (2017-5-2), Time (19:00), and Guests (2 People). Below this, there is a blue banner stating 'We will hold this table for 05:00. Make your booking now or it will be gone.' The 'Contact detail' section includes a 'Sign in' button for existing members and input fields for Name, Email, and Phone Number. The 'Special Request (Optional)' section features a toggle for 'Only for IKKY VIP' and a section titled 'Become IKKY VIP to unlock exclusive request' with three options: 'Window Seats', 'Private Room', and 'Free Corkage'. Below this is an 'Other Request' section with three buttons: 'Vegetarian', 'Birthday', and 'Birthday'. A text box at the bottom prompts the user to 'Write down your request so Les Saveurs can prepare'. A small note at the very bottom states 'Special requests are subject to availability'.

Booking almost done...

Booking Detail Edit

RESTAURANT
Les Saveurs

DATE	TIME	GUESTS
2017-5-2	19:00	2 People

We will hold this table for 05:00. Make your booking now or it will be gone.

Contact detail Already a member?

Name
Tell us how you like would be addressed

Email
Leave your email so we could send you a confirmation email

Phone Number
Give Les Saveurs your phone number just for emergency matter

Special Request (Optional)

Only for IKKY VIP

Become IKKY VIP to unlock exclusive request i

Window Seats Private Room Free Corkage

Other Request

Vegetarian Birthday Birthday

Write down your request so Les Saveurs can prepare

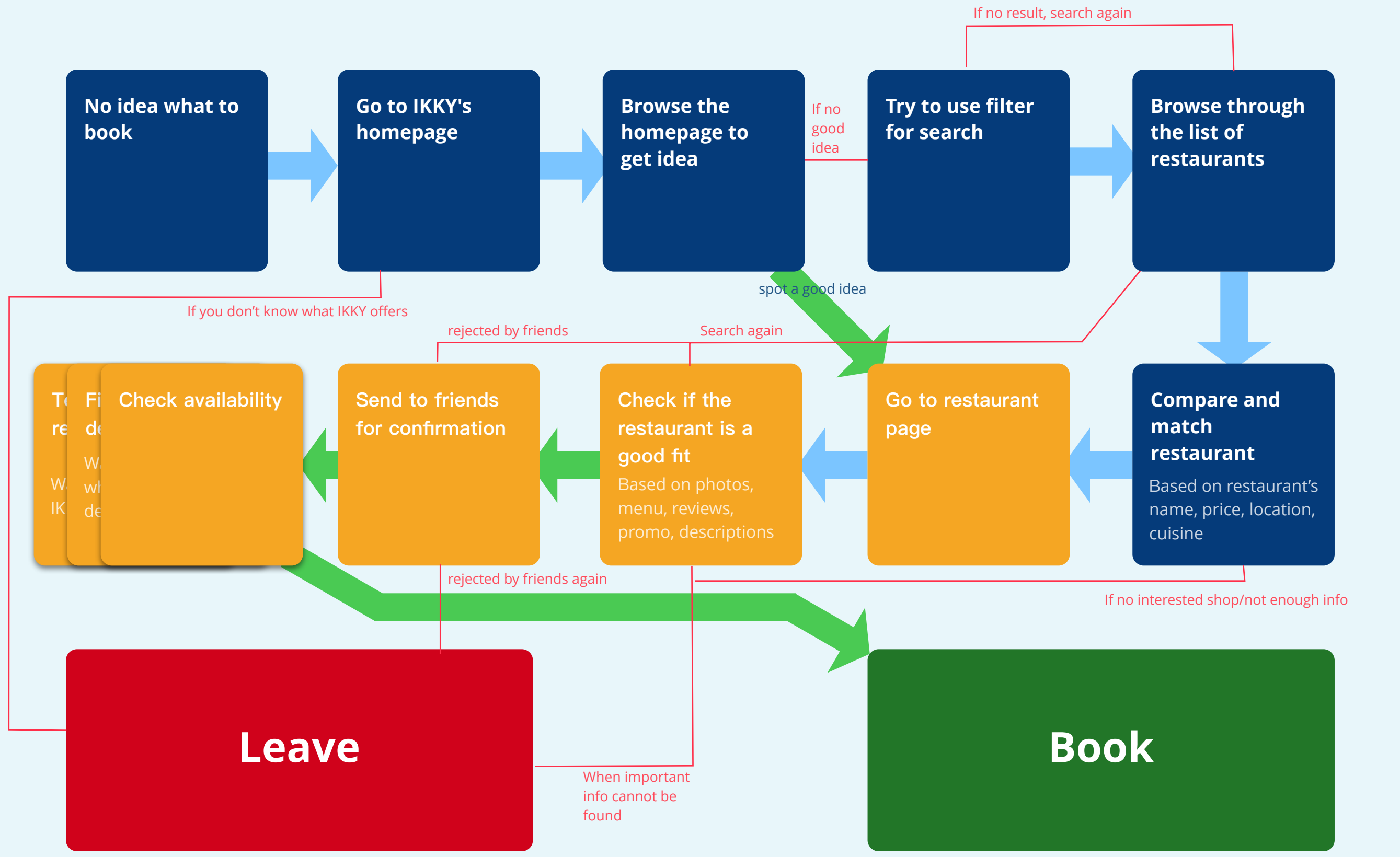
Special requests are subject to availability

Hold table for 5 minutes
— prompt users to book
and show how our system
works

Explain why information is
needed and do not ask for
sign up

“Special request” for
IKKY VIP to push users
to become VIP

Suggestion for special
request to let users feel
they are taken care of by
IKKY



Why users are leaving?

Users don't know what IKKY is for

SUGGESTION Top navigation showing what IKKY offers, obvious book button

Users can't search what they want

SUGGESTION More familiar filter, suggested categories on the homepage

Users can't decide which restaurants to go

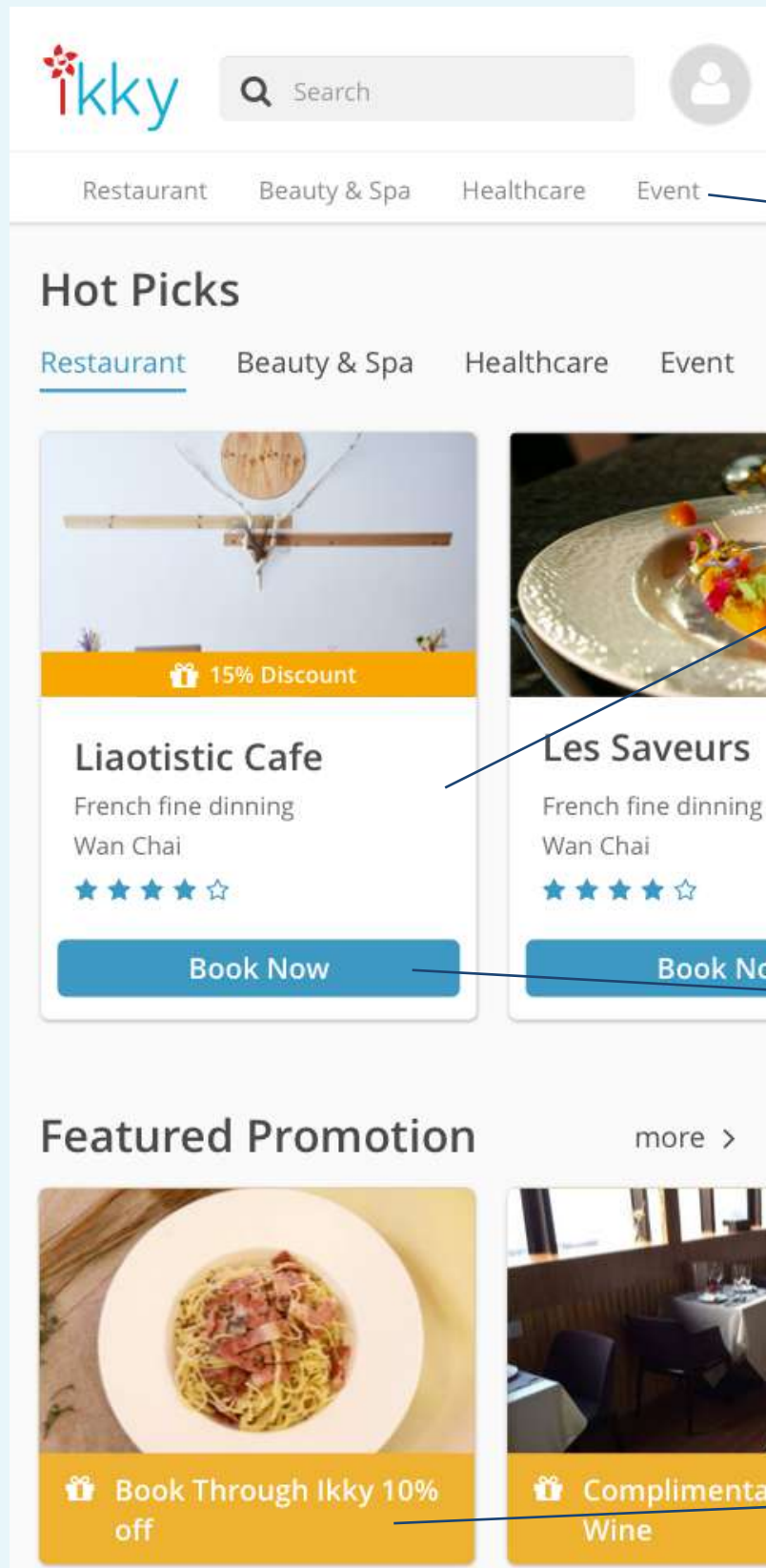
SUGGESTION REVIEWS, photos, menu and promotion as key info

Users don't know how to compare restaurants

SUGGESTION Show price, location, cuisine on the listing page

2

When users land on ikky's home page



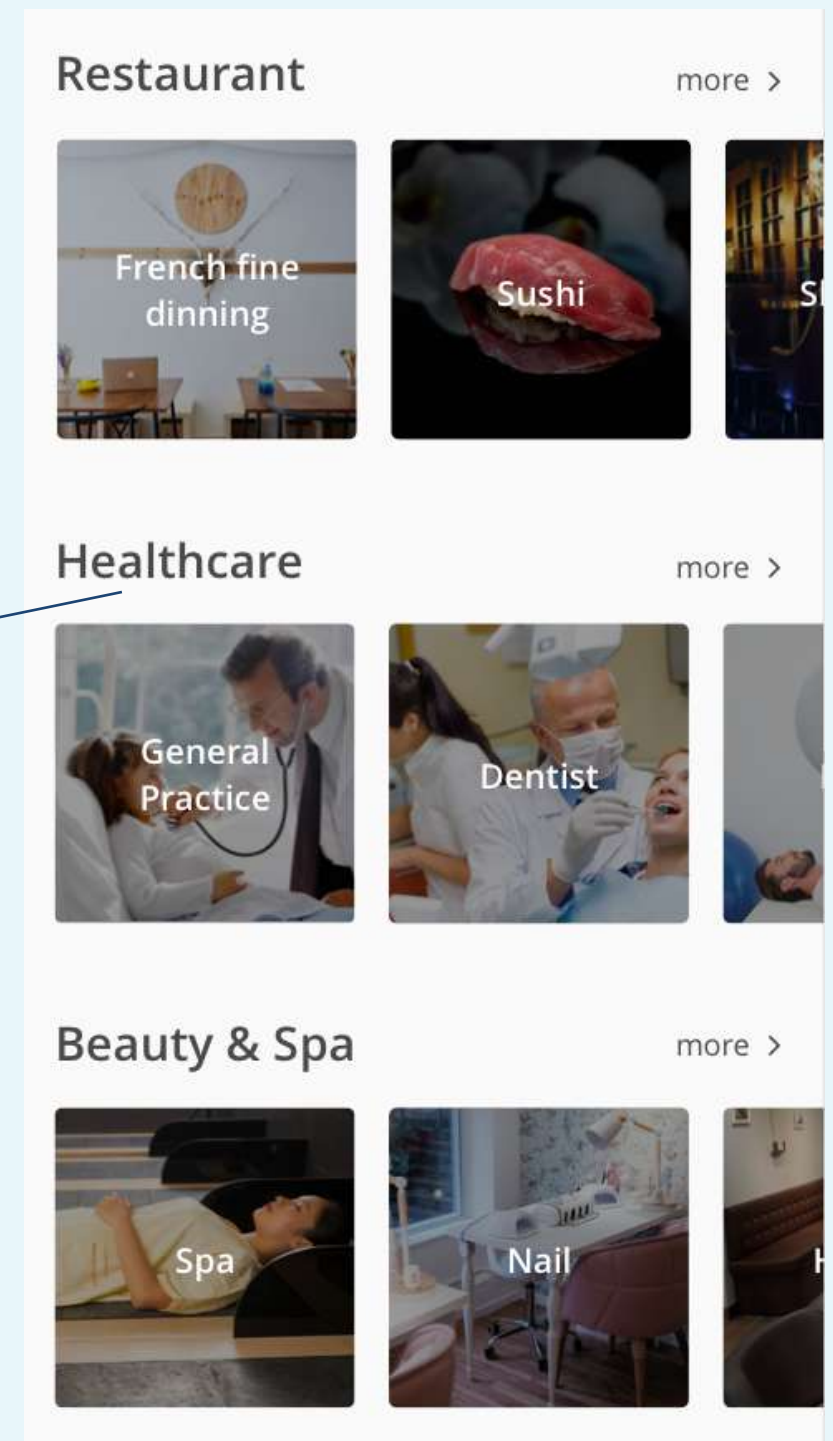
Top navigation bar for easy access to diff. verticals

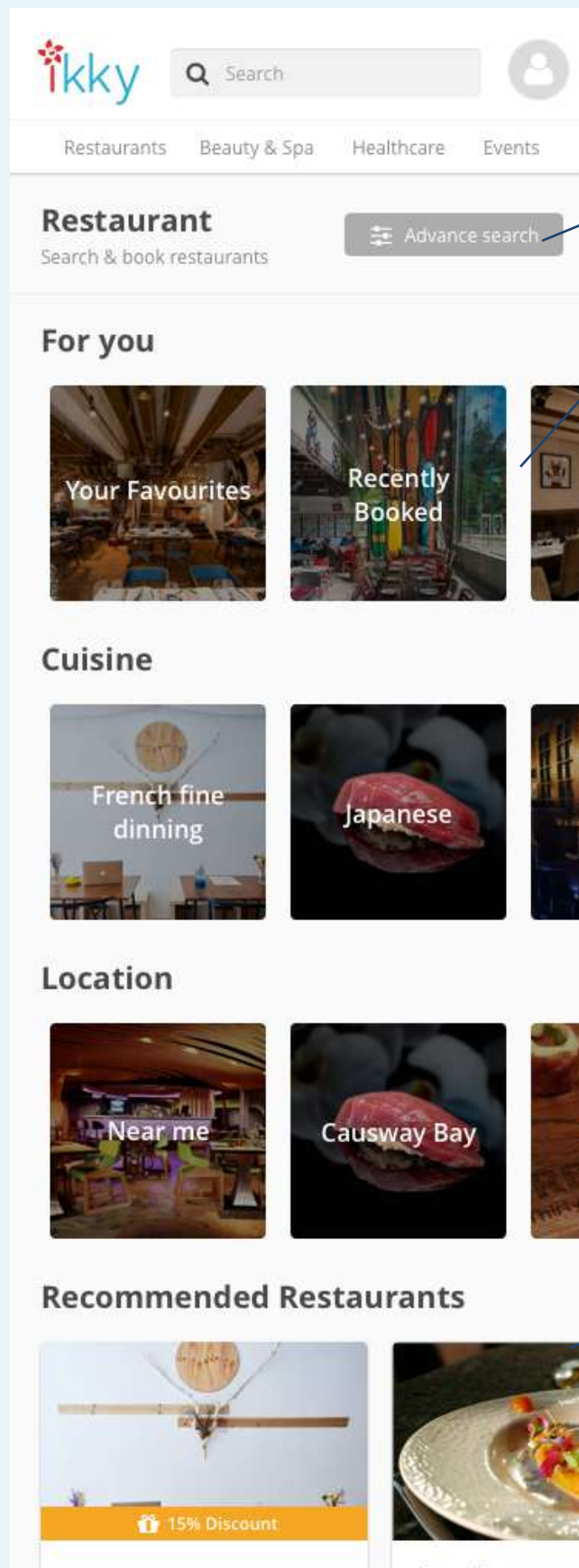
Show suggested shops to arouse users' interest

"Categories" in case no good ideas are on the page

"Book Now" button to suggest that IKKY is a booking app

Show all categories to show what IKKY offers





Advance search for people who like to search by filters

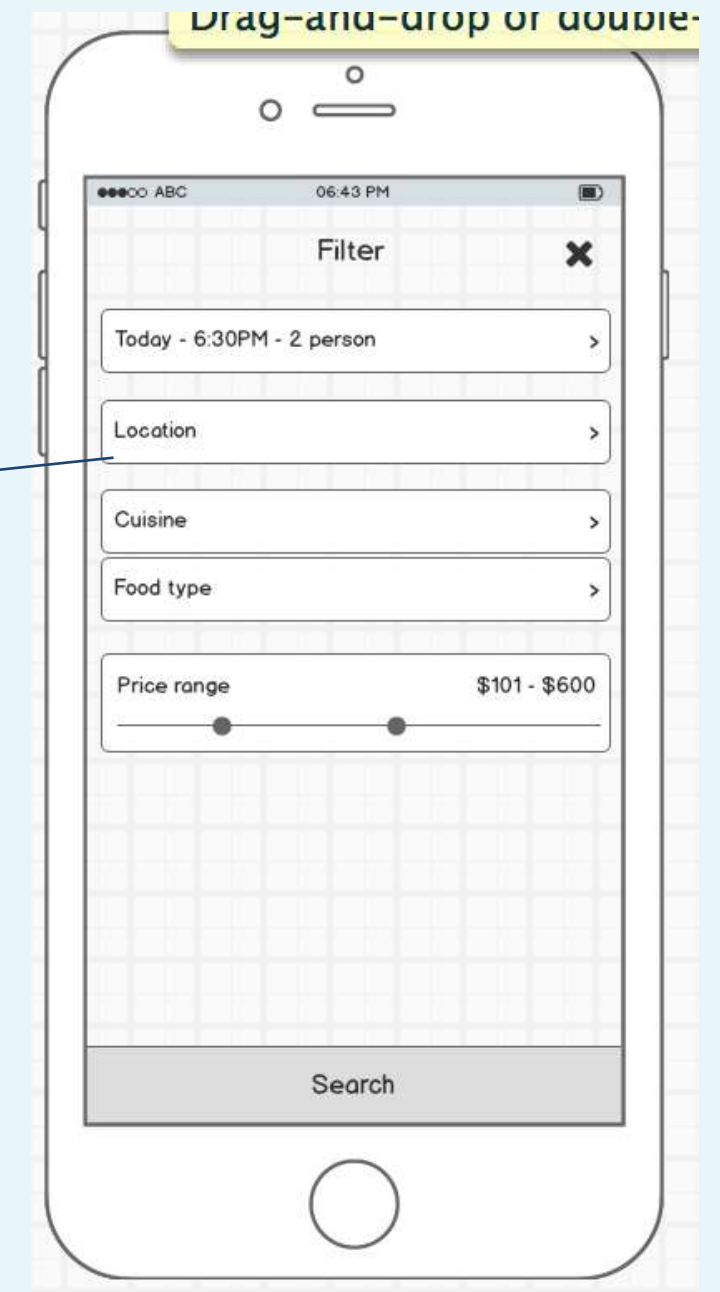
For you section featured suggestions for users

Familiar filter items

Cuisine/Location categories for lazy users

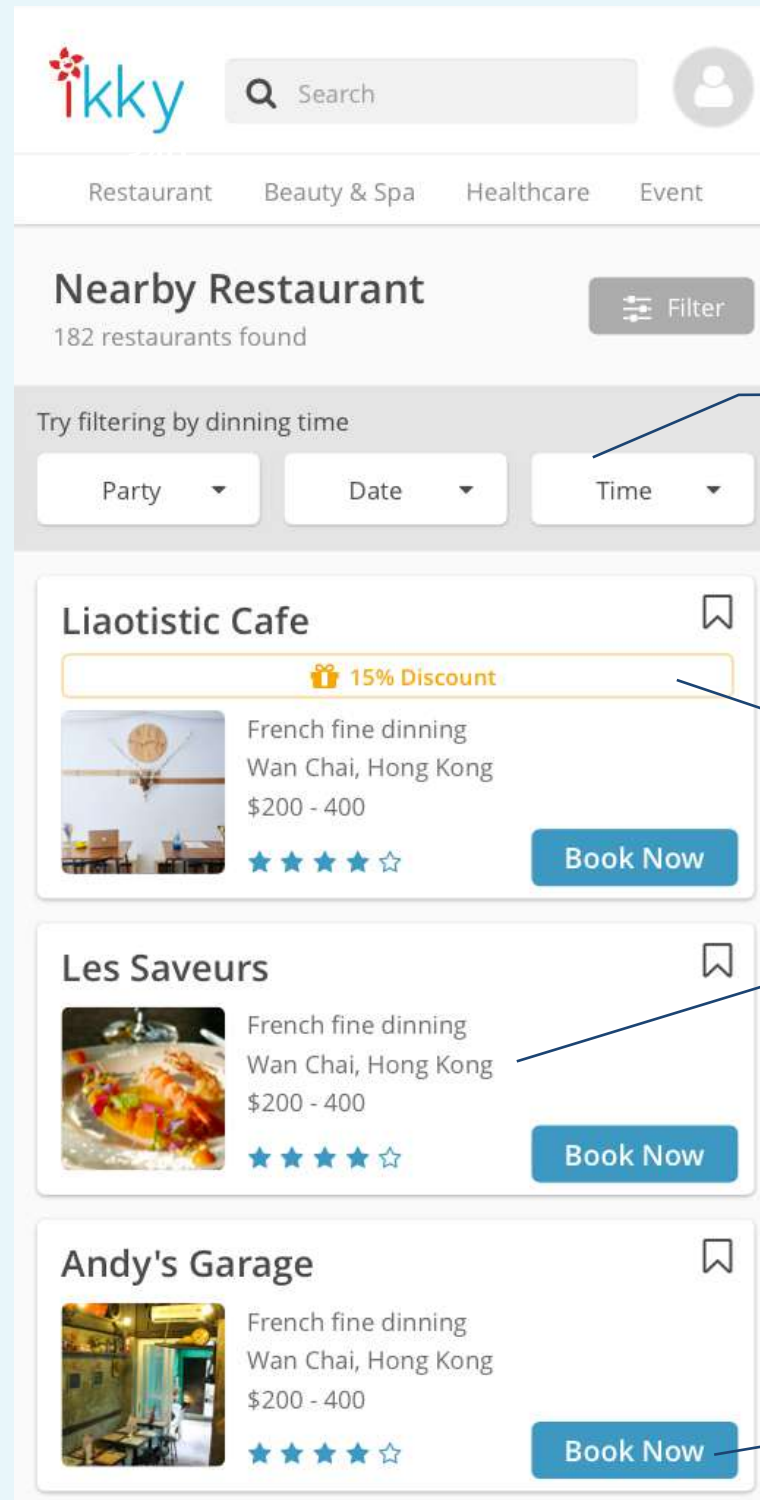
"Book Now" button to suggest that IKKY is a booking app

Restaurant rows to cater for promotions



2

When users get search results



Time filter not necessary
but an option so users can
access more restaurants

Display promotions to draw users

Show price, location, and
cuisine to help users identify
target restaurants

"Book now" to call for action

2

When users visit the restaurant's detail page



BIBO
★★★★☆
French fine dinning | Central and Western | \$600 - 1,000
G/F, 163 Hollywood Road, Central and Western, HONG KONG ISLAND, Hong Kong

Make a Booking at BIBO

Party ▼ Date ▼ Time ▼

Book Now

✔ Seat guaranteed | ✔ No deposit required

Photos



View more photos >

Menu, reviews for reference

Check for promotion

Can share to friends

Show price, location, and cuisine to help users identify target restaurants

Book now btn to call for action

Check photos

Read chef's/restaurant's story to increase their tendency to go to the restaurant

Menu

Regular Menu >

Reserve special Dish >

Read Reviews ★★★★★ >

Promotion

Complimentary Wine >

View all promotion >

What's special about BIBO?

Bibo is the embodiment of understated luxury: a dynamic, groundbreaking realization of art, in all forms — on the wall, on the plate and in the...
Read more >

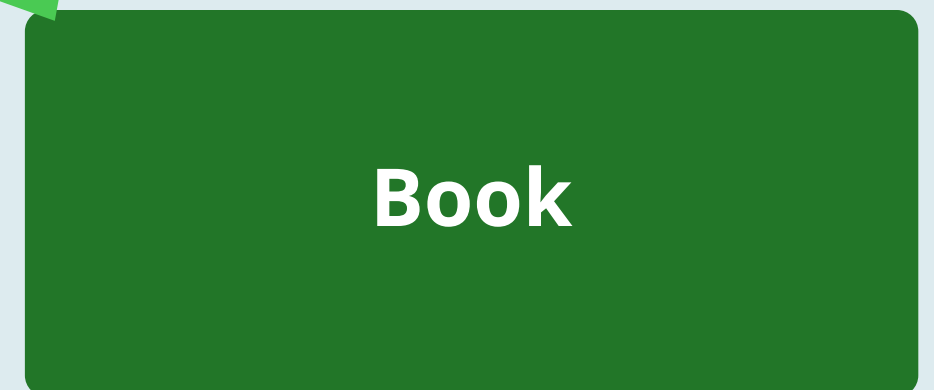
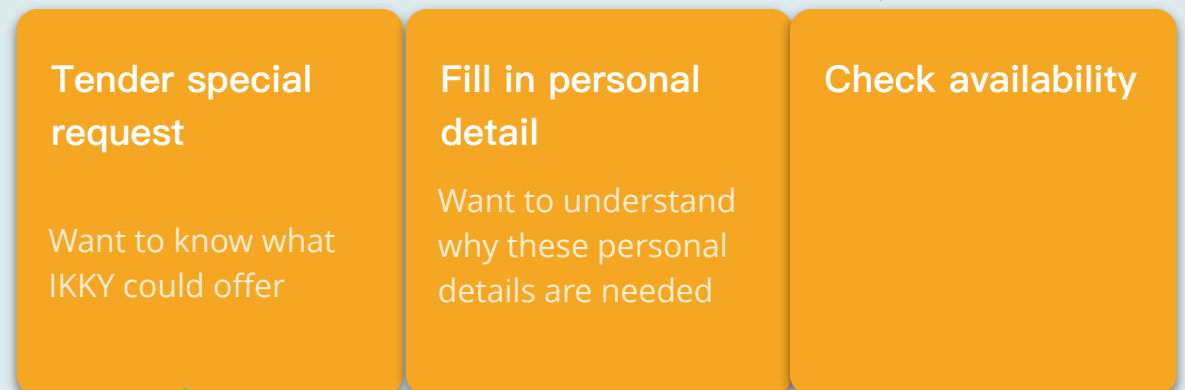
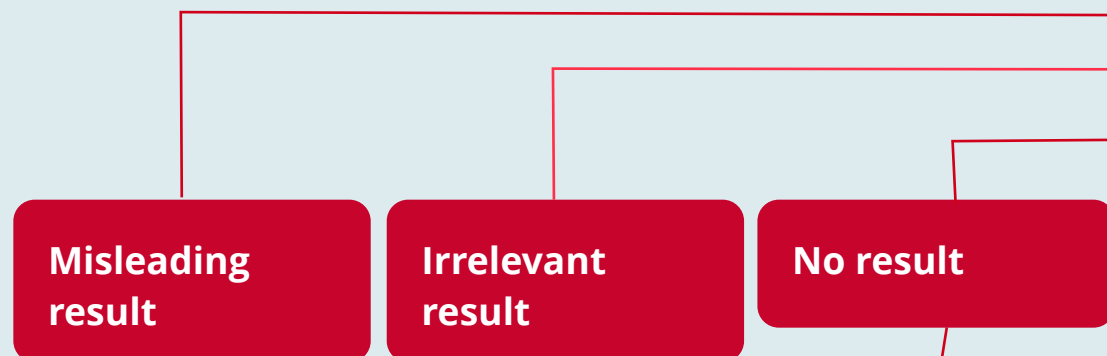
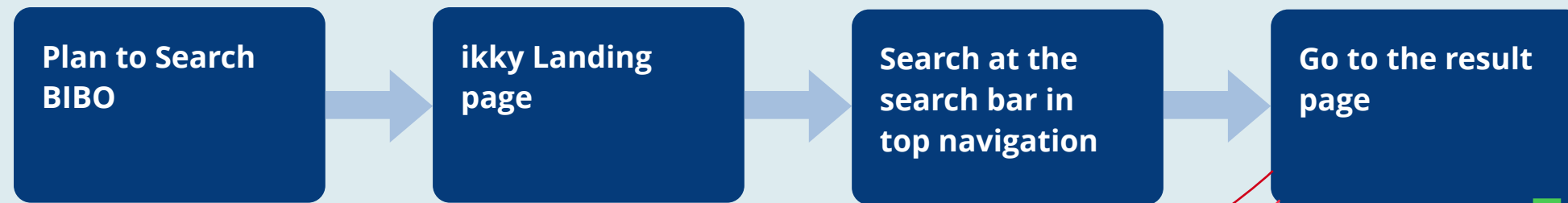
Read Chef's stories >

Awards & Recognition >

Address

G/F, 163 Hollywood Road, Central and Western, HONG KONG ISLAND, Hong Kong

Restaurant Details



Why users are leaving?

Users can't find the search bar

SUGGESTION Top navigation with a search bar which could search everything

Irrelevant search results

SUGGESTION Prioritize result by User habit / Popularity

Misleading search results

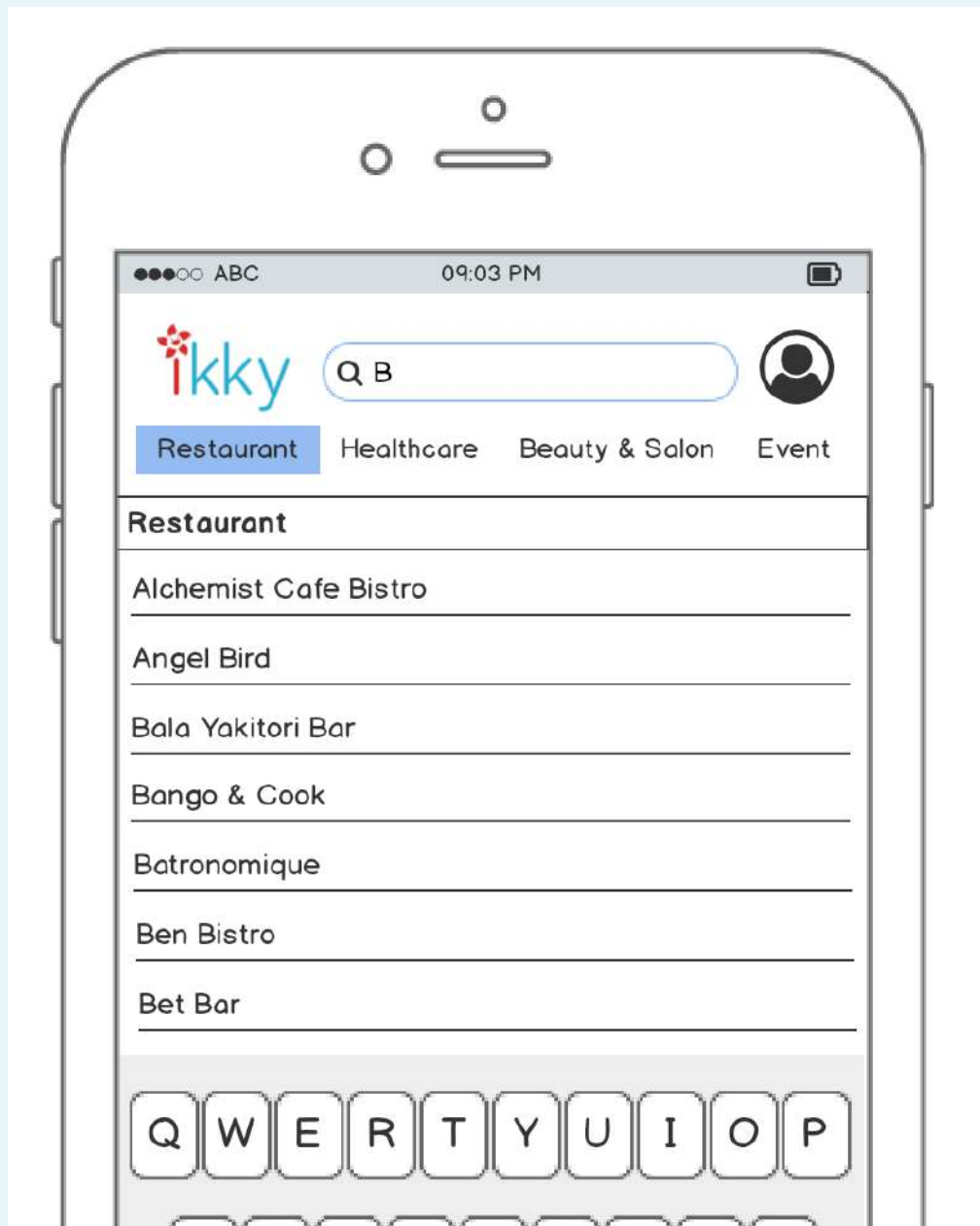
SUGGESTION Categorizes results into different verticals

Inconvenience

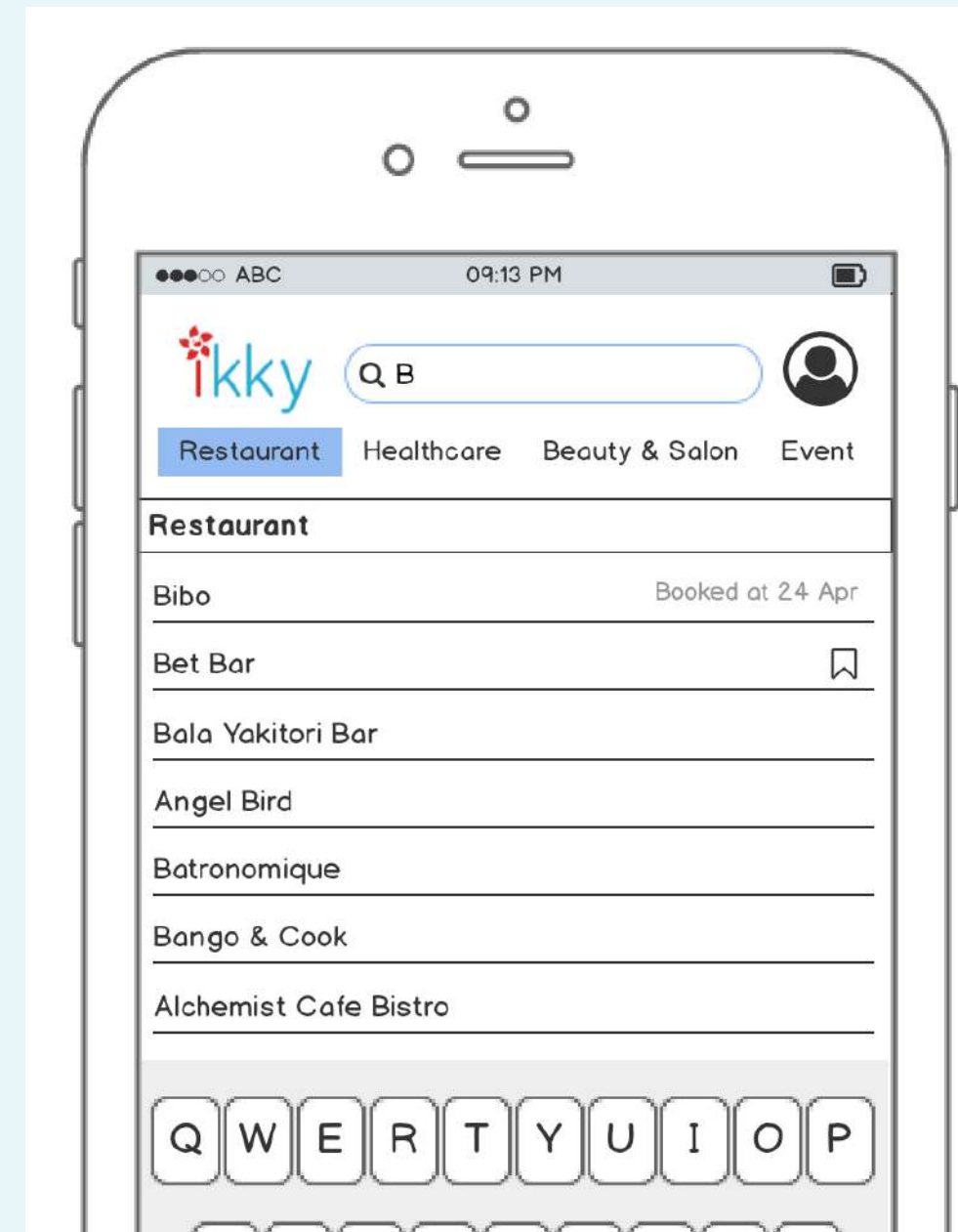
SUGGESTION Auto suggestions & Auto complete result

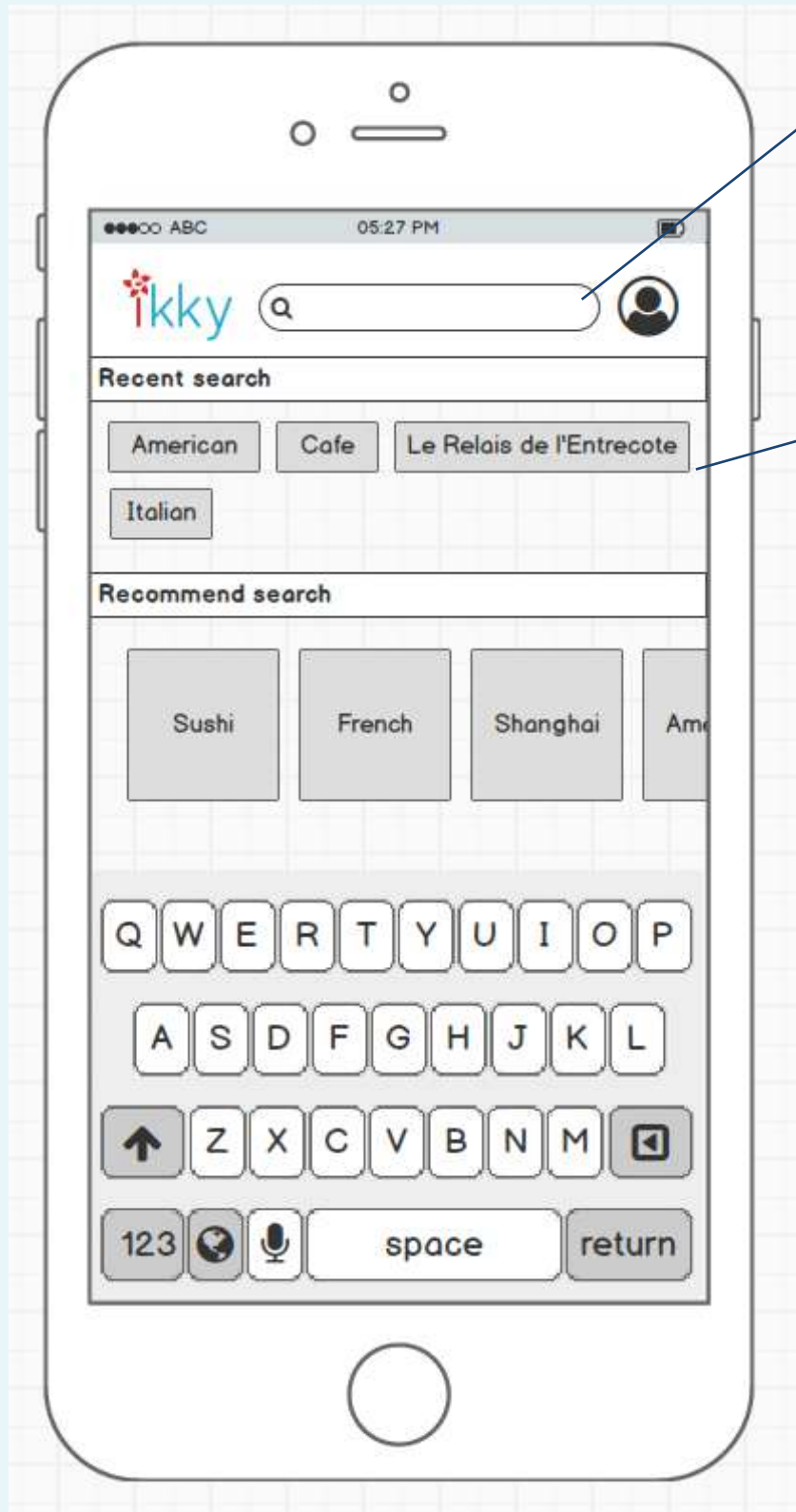


Alphabetical
Order



User Habit
Popularity





Unify search bar:
Location
Food type
Cuisine
Verticals (Restaurant, Healthcare...)
etc...

Show previous search
record

Auto suggestion

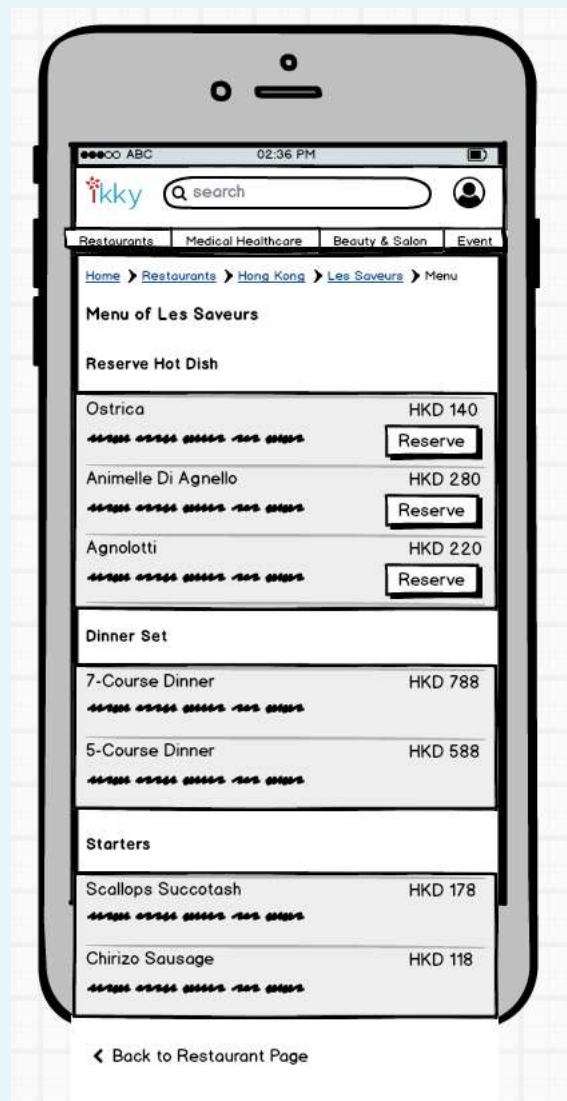
Categories results



Improvement 2

**Add value to
booking**

IKKY VIP Exclusive



Reserve Hot Dish

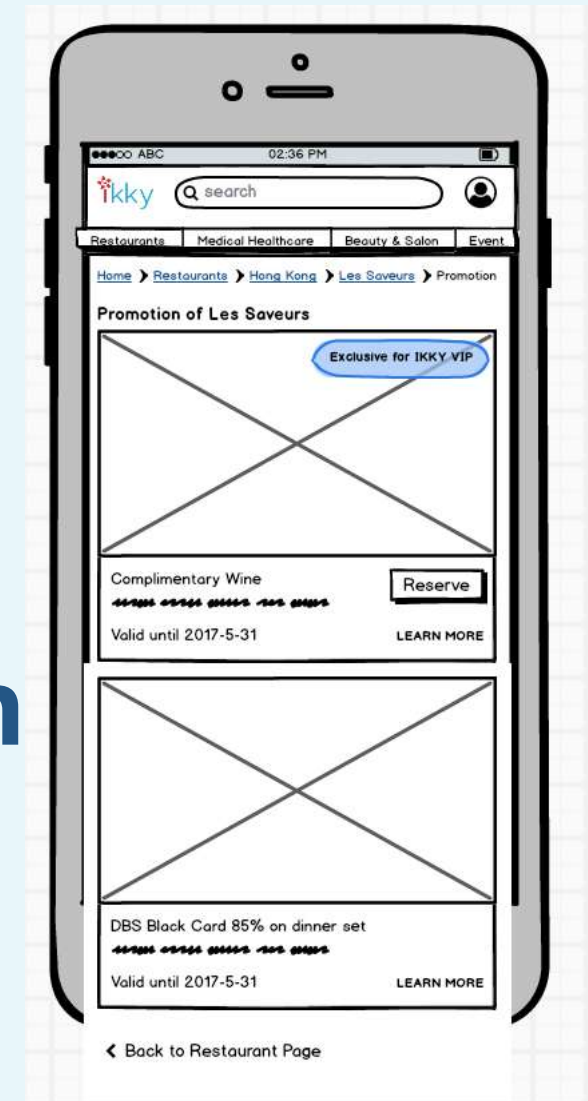
Ikky VIP can reserve hot dishes when they make bookings.

So users don't need to book through call

Reserve Promotion

Ikky VIP can reserve promotion when they make booking.

To track if they like the promotion and also to prompt them to book through IKKY.



IKKY VIP Exclusive

The image shows a smartphone screen displaying the IKKY app's booking interface. At the top, the status bar shows 'ABC' and '02:43 PM'. The app header includes the 'ikky' logo, a search bar, and a user profile icon. Below the header is a category bar with 'Restaurants', 'Medical Healthcare', 'Beauty & Salon', and 'Event'. The main content area is titled 'Booking almost done...' and shows 'Booking Detail' for 'Les Saveurs' restaurant. The booking details include the date '2017-5-2', time '19:00', and '2 People'. A blue banner below the details states: 'We will hold this table for 05:00. Make your booking now or it will be gone.' Under 'Contact detail', there is a 'Sign in' button. Below this are input fields for 'Name', 'Email', and 'Phone Number'. A section titled 'Special Request (Optional)' contains a sub-section 'Only for IKKY VIP' with three buttons: 'Window Seats', 'Private Room', and 'Free Corkage'. Below this is an 'Other Request' section with three buttons: 'Vegetarian', 'Birthday', and 'Birthday'. At the bottom, there is a text area for 'Write down your request so Les Saveurs can prepare' and a small note: 'Special requests are subject to availability.'

Booking almost done...

Booking Detail Edit

 RESTAURANT
Les Saveurs

DATE	TIME	GUESTS
2017-5-2	19:00	2 People

We will hold this table for 05:00. Make your booking now or it will be gone.

Contact detail Already a member? Sign in

Name
Tell us how you like would be addressed

Email
Leave your email so we could send you a confirmation email

Phone Number
Give Les Saveurs your phone number just for emergency matter

Special Request (Optional)

Only for IKKY VIP

Become IKKY VIP to unlock exclusive request i

Window Seats Private Room Free Corkage

Other Request

Vegetarian Birthday Birthday

Write down your request so Les Saveurs can prepare

Special requests are subject to availability

Only for VIP request

Ikky VIP can make exclusive special request when they fill in the booking details.

To get more users to book IKKY repeatedly.

Improvement 3

**Make IKKY more
human**

Make IKKY more human

Write down your request so Les Saveurs can prepare

Special requests are subject to availability.

Deposit Discount

10% off if you pay \$200 deposit now

I'm in ☐

Keeping promise could always get rewarded!

Free cancellation guaranteed

Understand our cancellation policy

>

☒ Keep me updated of latest offers.

Complete Booking

By clicking "Complete Booking" you agree to IKKY's Terms of Use and Privacy Policy.

Discount for paying deposit.

Push users to pay deposits

Explain our cancellation policy

Give more trust to users

Connect to check for availability

To simulate the process of booking by calling.

Auto sign up after first booking

Get more users and contact list

Les Saveurs

★★★★☆

French Fine Dining | Causeway Bay | HKD201-400

10/F, Universal House, 229-230 Gloucester Road, Causeway Bay, Hong Kong

Make a Booking at Les Saveurs

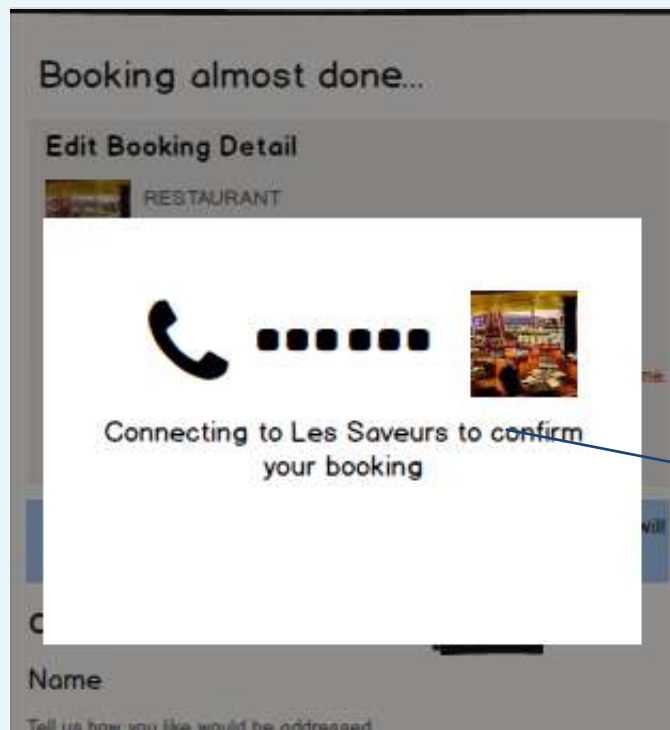
Connecting to Les Saveurs to check availability

Seat guaranteed | No deposit required

Photos

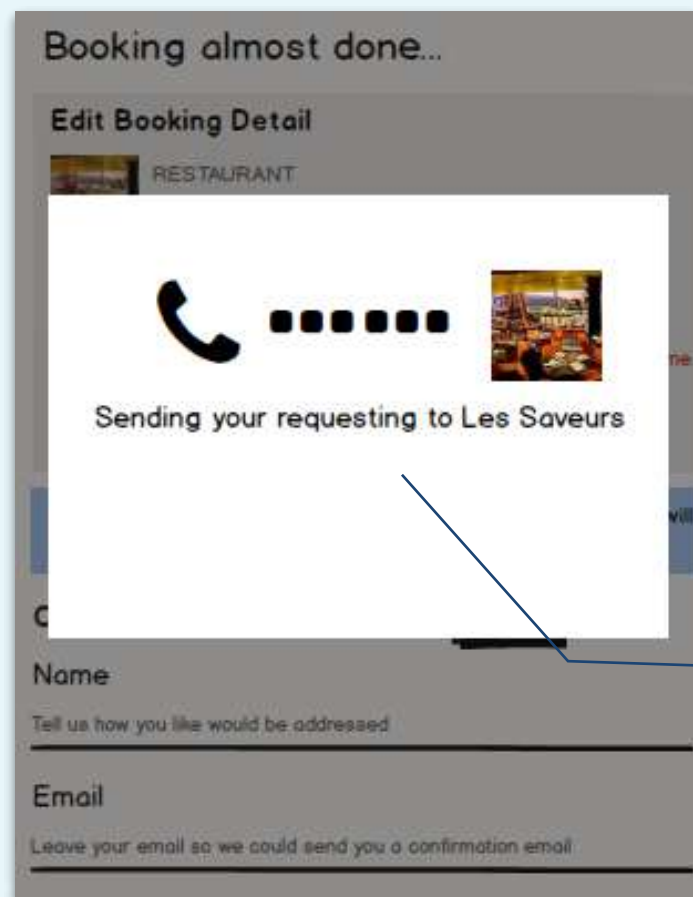
[Placeholder for 4 photos]

Make IKKY more human



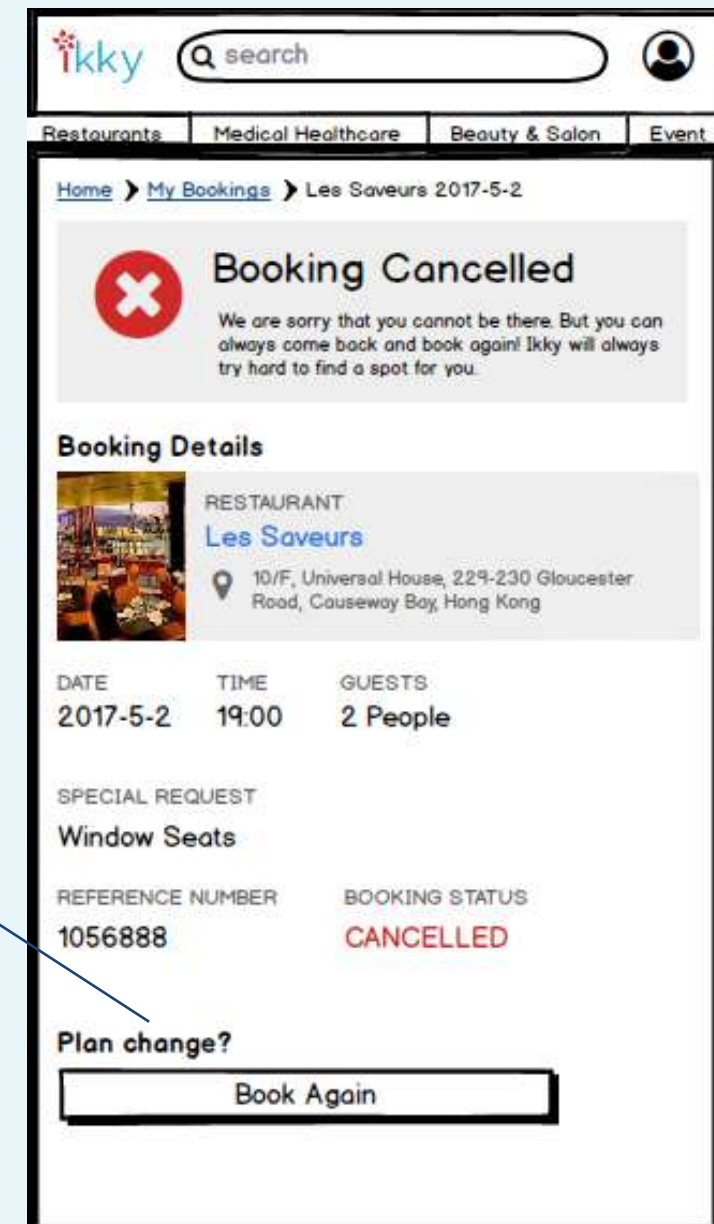
10 seconds to confirm with the shop

To simulate the connection process to gain trust.



Message shows "sending request"

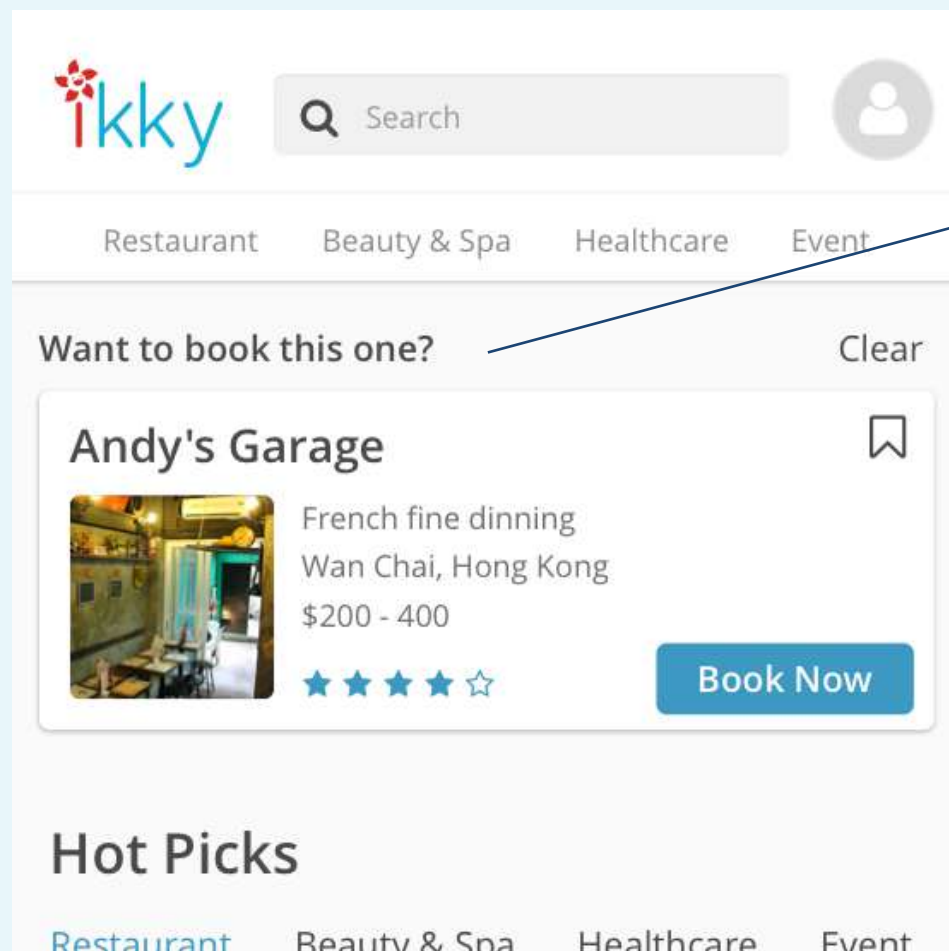
To show users that restaurants are receiving and checking their special requests.



Easy booking after cancellation

To facilitate users to use it again.

Make IKKY more human



Suggest user to book when they view a restaurant frequently or if have booked it before

Remind user if they have a booking within 3 hours

