

How can we make **iKKKY**
a leading booking platform?



Research in Progress

134 participated in online survey

8 shared in-depth feelings in user interview



Our Problems

1

Branding

2

**Unclear Market
Position**

3

Lack of Choices

4

**Against Users'
Expectation**

5

**Unprofessional
Content**

6

**Wording
Matters**

7

Lack of Incentives to Book Through Ikky



Branding Problem

52.9% left after reaching the landing page

only **2.13%** made a booking before they leave



Branding Problem

All users said they would not use iKKY when they see the logo and the name

Users expect the name and the logo to inform them **what this is for**

Users don't understand **what is iKKY** and what can be booked through us

The brand **does not match** the content of high-end restaurant and service

Users think iKKY as **childish** and **unprofessional** providers



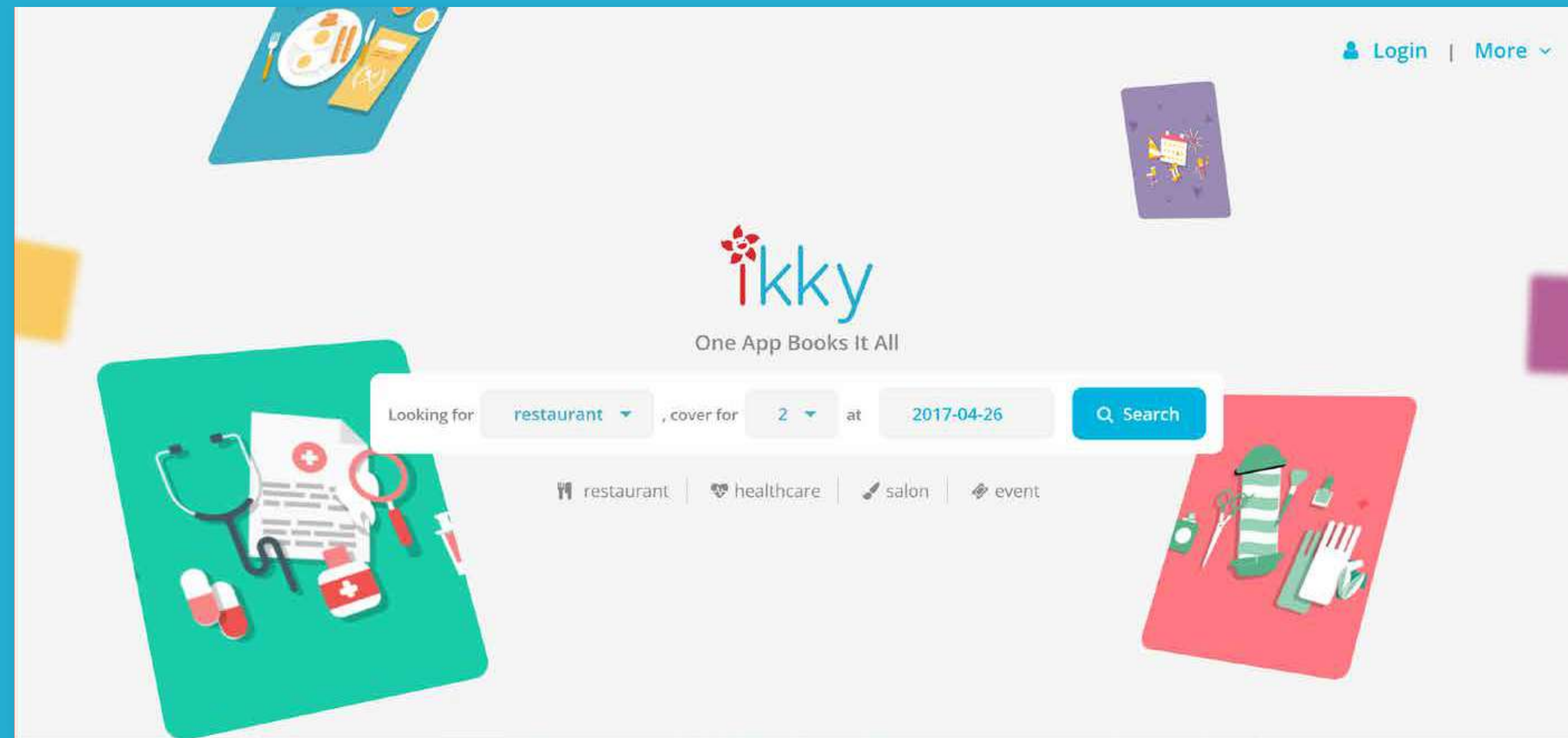
Branding Problem

"The app looks childish..."

"I would not download this as this looks unprofessional"

"I don't know what this is for?"

"Is this a game?"



"I don't trust this website"

"What is this flower?"

"What is iKKY?"

"What does 'all' mean?"

"Is this for booking playgroup?"



Unclear Market Position

Users are unsure whether iKKY could offer, restaurant, beauty or medical care?

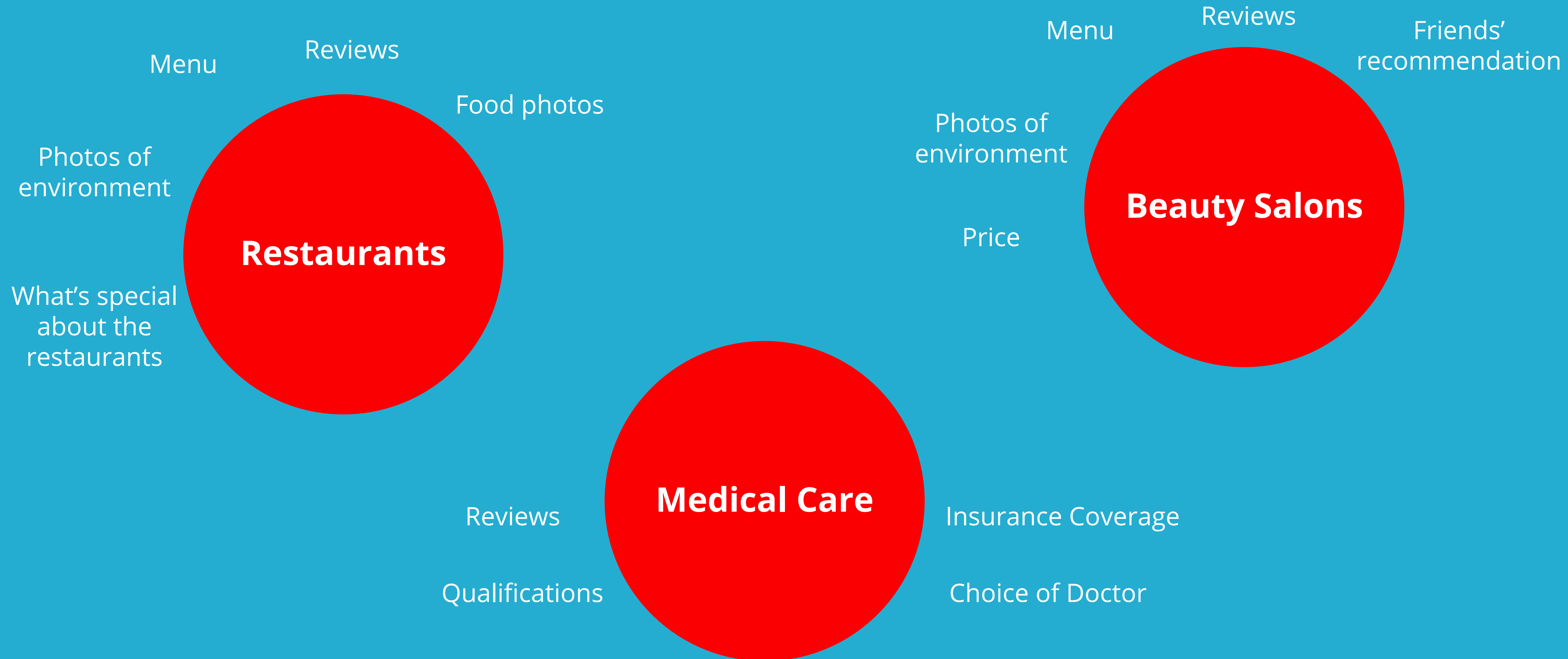
Users have **very different needs** for different services

Is iKKY another Openrice or Yelp or what?

What is our unique selling point?



Unclear Market Position





Lack of Choice

Irrelevant or unreliable search results

No restaurants shown if applying too many filters

Many of the salons' timeslots are not open

Most users **could not find** what they are looking for



Against Users' Expectations

Users looking for specific service providers could not find what they want

Users do not understand the ranking of the list

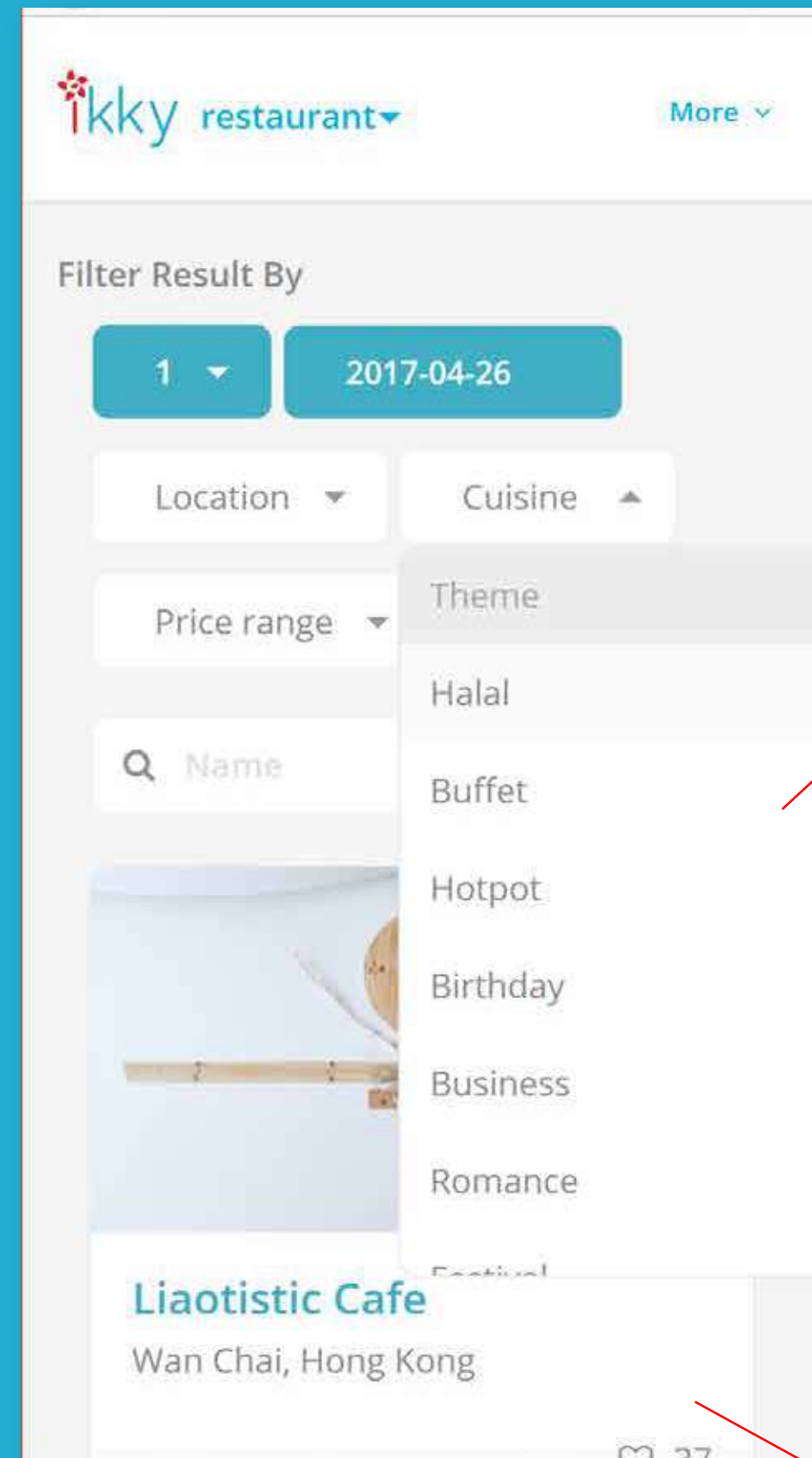
Users do not understand the logic of the filter

No useful information to help users make a decision

Unexpected feedback when timeslot is not available or when action could not be completed



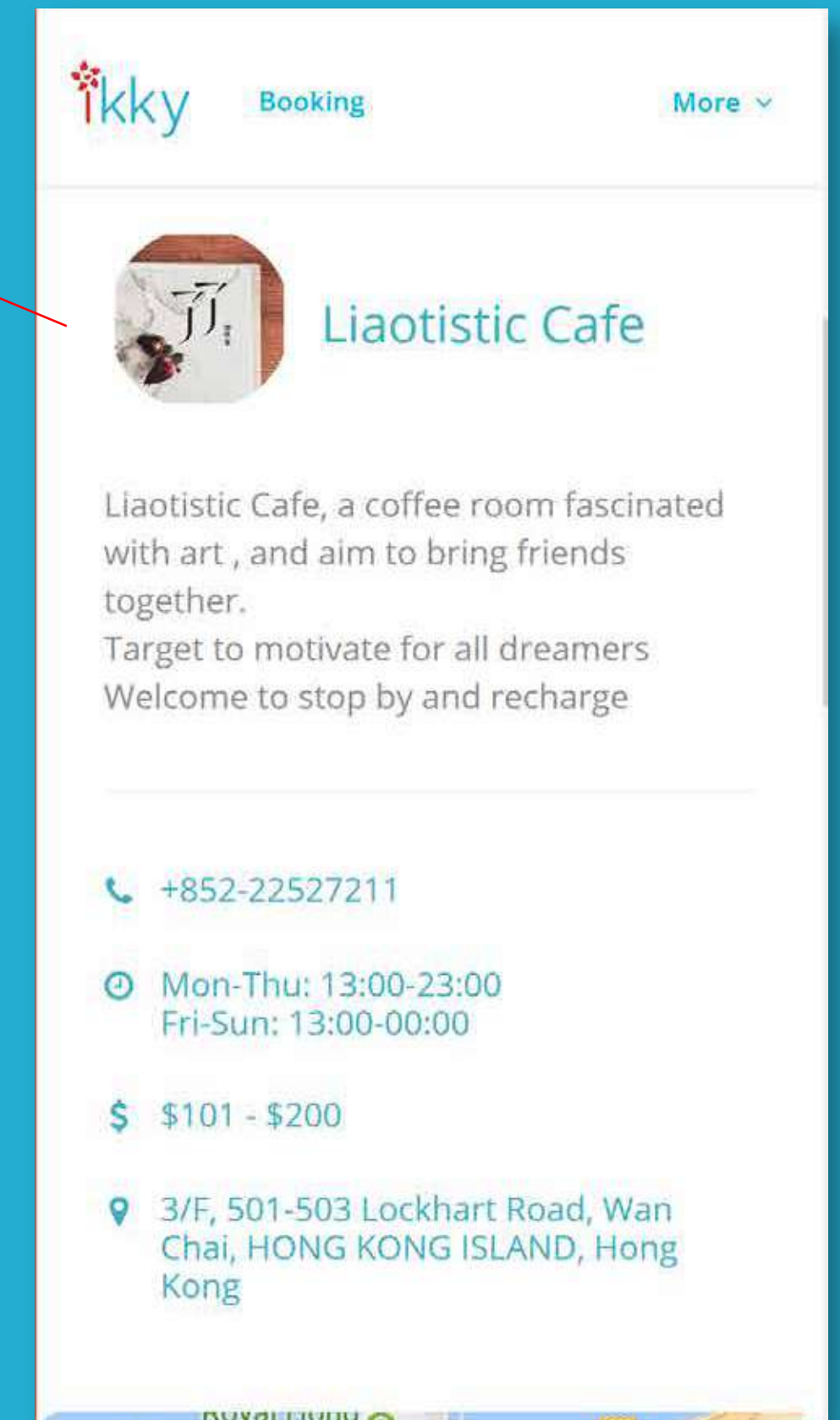
Against Users' Expectations



Why should I book this after reading this?

Why is birthday a cuisine?

How does this list come out? Is the restaurant promoted ad?





Unprofessional Content

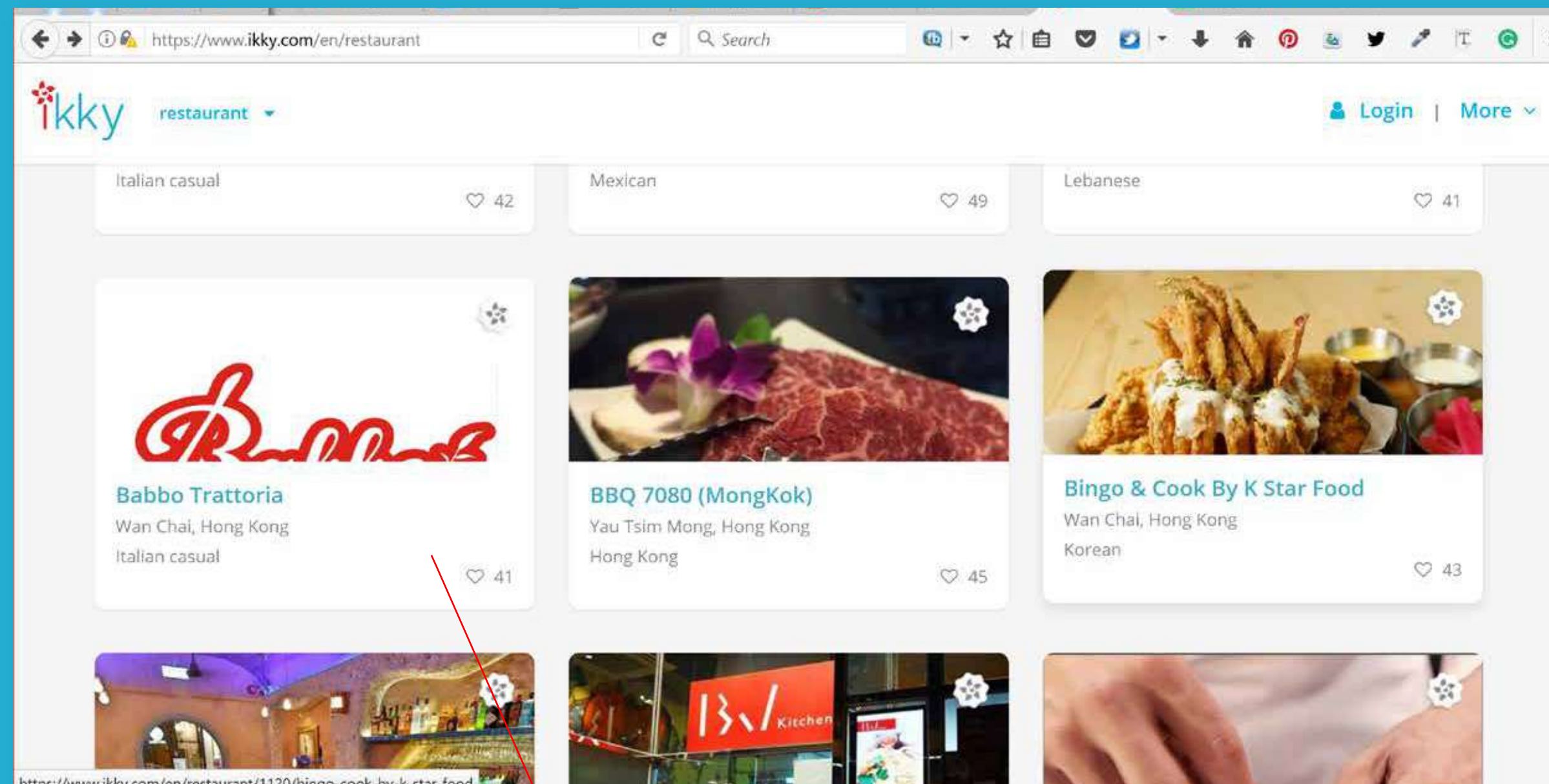
The photos of the service providers are of **low quality**

Poor description of services provided

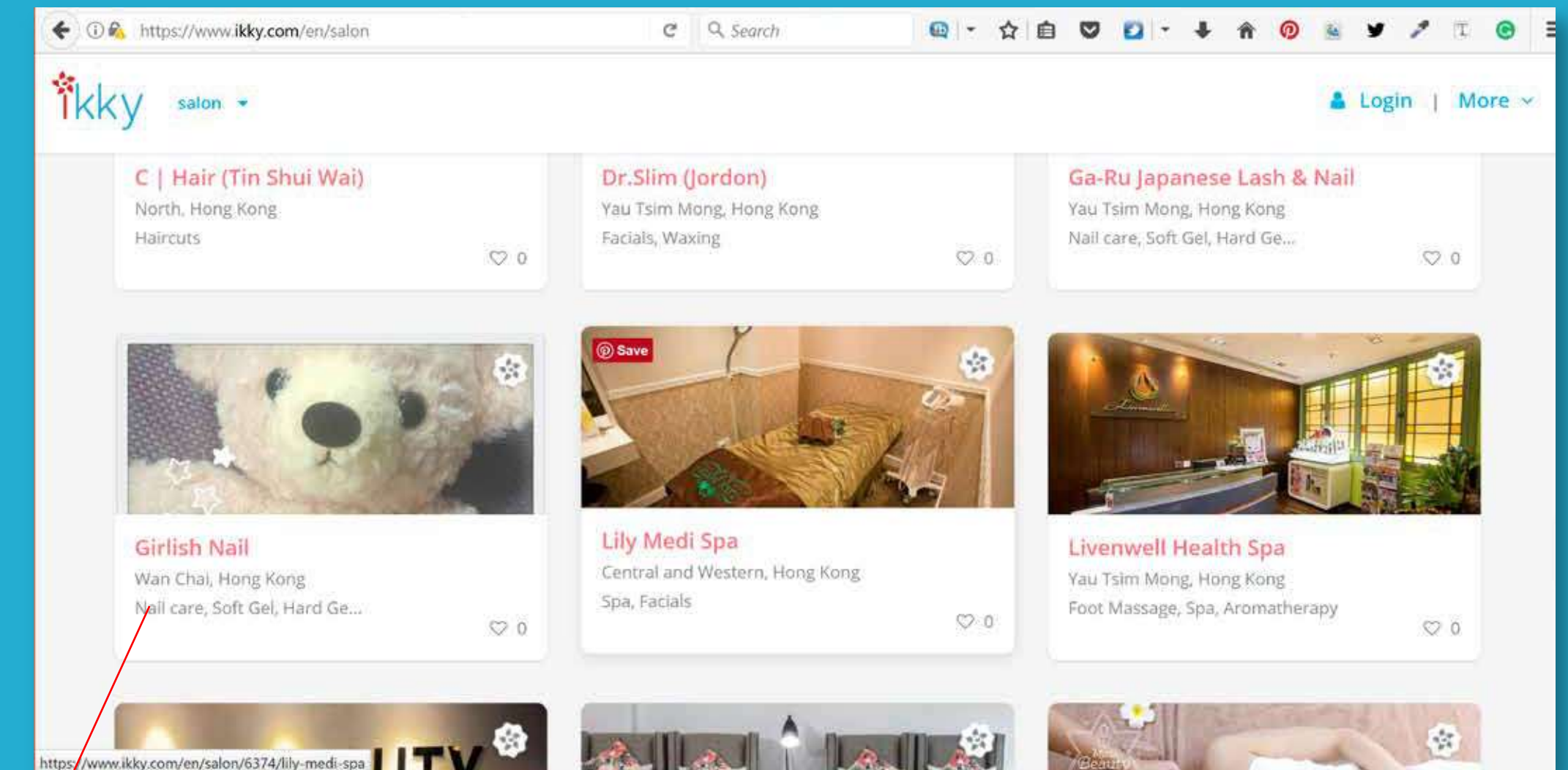
The photos do not match the price range



Unprofessional Content



Why should I eat at this restaurant?



What is this?



Wording Matters

Users could not understand all content

Some messages are unclear

ikky Booking Login | More ▾

Human Health Medical Centre
General Practice

Our Group has been providing healthcare services to the Hong Kong community since 1997. We operate more than 60 medical centres in Hong Kong, with more than 100 doctors and dentists and more than 300 healthcare staff. With our motto "From our heart. For your health", we strive to provide one-stop medical services for public convenience. Through our network of medical centres in Hong Kong, we have established a good relationship with more than 1.7 millions of clients.

WhatsApp

Date: 2017-04-27

Cover: 1 ▾

Time: Select time ▾

Require time

[Add a special request](#)

Book now

What does "cover" mean?



Lack of Incentives

Why should people use **iKKKY**?

Who are our target customers?



Lack of Incentives

Users prefer website to applications

Users would only sign up after a few times of trial on the website

Users have no incentives to book unless they need to book certain exclusive restaurants



Future Direction

Rebrand

Minimize "IKKY"

Add "BookNow" to the name

Change the brand image (color, style) to suit the more high-end market

VIP system

Increase incentives for members to login

Offer VIP privileges

WEB first

Develop better website experience first

Auto-sign up after first use

Use "privilege" and "account management" as incentive for member to download app

Service Provider

Exclusive content to help service providers promote their services

Chef's stories



VIP system

To **match** with our brand image

To **differentiate** from competitors



Earlybird discount

Openrice points for
redeemable coupons



Discount

EZCash for redeemable
ccash coupon



Cash rebates



Chope dollars for
redeemable cash
coupons



Discount



Rebrand as a premium booking system

High spending users are **20% more likely** to book a table

High spending users on average go to high end restaurants **4 times/month**

Could iKKY satisfy these people?

Making the brand look more luxurious could attract not only high income groups but middle income groups who aspire high society lifestyle



Web first

only **6% users** would download an app for booking restaurants
(data from OpenTable)

Users would only consider signing up after several times of good experience

IMPROVE website experience as first priority



Service Provider

Why should restaurants, salons, clinics use us?

Help service providers build exclusive content that could attract customers' attention

e.g. Chef's stories, New menus

Help service providers record their VIP and prompt them to come back again by starting cross-promotion

e.g. Newsletter, Events, Feedback