



LCH Reskin Project: Design review 2

February 2015

Agenda

XX.XX - XX.XX:

Our Brand

Visual design and conversion rates

Opinions of our current site

Comparisons with our competitors

Design workshop 1 - key points

XX.XX - XX.XX:

The new designs

XX.XX - XX.XX:

User feedback

XX.XX - XX.XX:

Your feedback

Our Brand

Our Brand

- We aspire to build the world's smartest holiday company
- We're about smart, price-savvy holiday buying
- Our name "Low Cost Holidays" is used as a spring board into the luxury market
- We are intelligent but not high-brow
- Aspirational but accessible
- We like to be witty and occasionally cheeky, but we will never offend or scandalise

Our Brand

BRAND IMAGERY SHOULD:

- Be evocative
- Capture a moment
- Have saturated colours
- Tell a story
- Be taken by someone 'with' you, not by someone who doesn't know you

BRAND TONE-OF-VOICE SHOULD BE:

- Playful
- Savvy
- Intimate
- Knowing
- Conversational

**But our site doesn't represent our
Brand as well as it should**

**...and it's design is below par,
which can both affect conversion**

Visual design and conversion

“The website’s aesthetic reflects directly on the perception and trustworthiness of your brand”

“An old design will be detrimental to your product, leading to declining metrics”

Clear Indications That It’s Time To Redesign, By Jeff Gothelf

<https://www.smashingmagazine.com/2011/12/clear-indications-time-to-redesign/>

Opinions of our current site & our competitors

User feedback

We spoke to users in Gatwick and compared our site to some really well-designed competitors (Momondo, AirBnB, Expedia, & Travel Supermarket)

Here are some of their comments (about the LCH site):

- “It looks like a cowboy website”
- “I wouldn’t even bother looking at the site”
- “It looks like a schoolkid designed it”
- “The Images are too small. Big images tell you everything... no one reads anything”

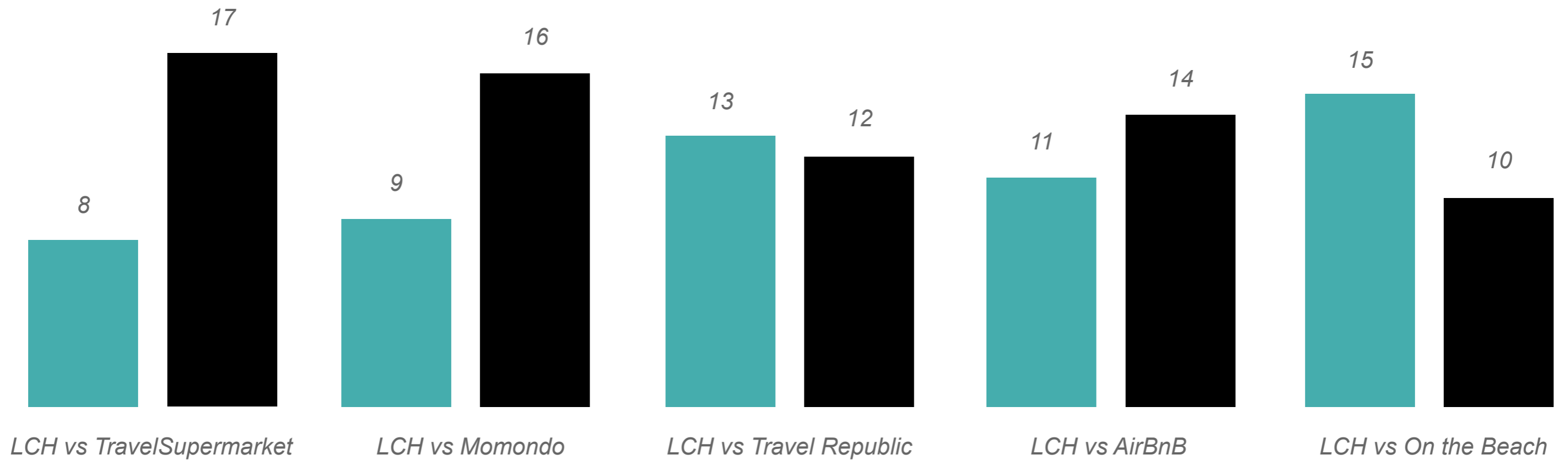
Senior team feedback

We reviewed the site page by page and recorded our teams feedback.

- “It looks like a banking website”
- “It’s messy - I have to focus really hard to find the info I need”
- “It’s remarkably boring”
- “It feels dated like a 90’s travel magazine”

User feedback

We remote surveyed 100 users about our site's design and our competitors and asked them to choose which site they preferred



What our users liked about our competitors

- The use of colour
- A decent layout that looks simple to use
- The map (looks good and describes their trip)
- Less text to read
- Big images of hotels (external not room)
- Interesting typefaces
- The feel of being exciting

We want to achieve the same things with our redesign...

Design workshop

Who was involved

Sarah Bowen - Aviation

Francesco DM - IT

David Jonnes - Product

Andrea King – Offline sales

Paul Matthews - Product

Siobhain Mulholland - Ireland

Caroline Norris – Customer Services

Dimitris Tsintoglou - Trading

Claire Trevis - Aviation

Clem Walshe - Ireland

Jess Whitworth – Brand/Marketing



What we will be translated to the new designs

- Provide a broader colour palette
- Add icons and illustrations that have some personality (add some delight with animation)
- Replace text with images and icons where possible - a picture says a thousand words
- Utilise a video on the homepage - of a beautiful holiday moment
- Add subtle clear confident messaging across the site
- Have big evocative imagery (and ensure our imagery feels like it belongs to the same 'family')
- Add a hierarchy to the content that we have so it's easier to visually navigate
- Translate the Brand onto site - it's a great Brand!

PROJECT SCOPE

‘This is a reskin project - not a rebrand’

XX.XX - XX.XX

Out of scope

- This is a reskin project - not a rebrand
- Logo cannot be redesigned
- The site journey will not change
- The site features and functionality will not change
- Large scale layout changes
- Content will not be changed
- Microsites/3rd party etc (Blog, MMB, FAQ, Careers, E-mails, Pdf's, Banners)
- We cannot overhaul the site and add new content and creative features yet. Some of the site will look like the current (old) branding until we get time to develop it. Our core journey and pre-purchase pages will however, all have the new styling.

The new designs

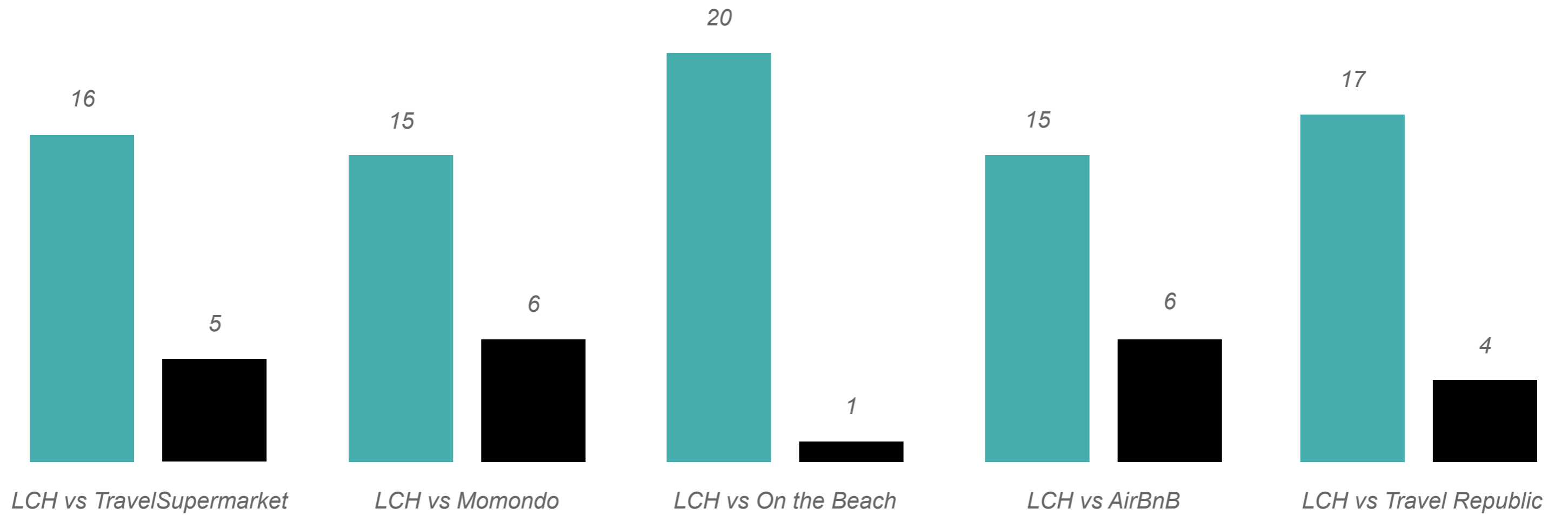
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User feedback

XX.XX - XX.XX

User feedback

We remote surveyed 100 users about our new site's design and our competitors and asked them to choose which site they preferred



Your feedback

XX.XX - XX.XX