LCH Reskin Project

January 2015

Agenda

09.30 - 10.00: **The Product roadmap**

10.00 - 10.30: **Project background and goals**

- Current issues

- User feedback

- Brand ethos & audience

- In scope

- Out of scope

- Project timeline and activities

- Rules of a creative design workshop

10.30 - 13.00: **The Workshop pt 1**

13.00 - 14.00: **Lunch**

14.00 - 16.30: **The Workshop pt 2**

16.30 - 17.00: **Ideas for the future**

THE PRODUCT ROADMAP

09.30 - 10.00

PROJECT BACKGROUND AND GOALS

10.00 - 10.30

Project background and goals

- Where we are: design is old - we've fallen behind technology and our competitors

- To provide a new visual presence for LCH.com. To inspire our customers and get them excited about going on holiday. To immerse them in the excitement of going on holiday while they are searching.

- To ensure the new visual design relates to the existing brand

- To (eventually) apply the visual design coherently across all of our touch points (phase 2)

Project background and goals

CURRENT ISSUES

- Website design is tired and uninspiring

- It has negative impact on brand perception and sales

- Our brand's visual presence is fragmented
  (banners, adverts, 3 websites, pdfs, emails)

Project background and goals

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" *

* = users do read text sometimes. Especially about a hotel they're about to spend 2 weeks in with their family

Project background and goals

USER FEEDBACK

Common aspects users disliked:

- Lack of colour

- Lack of imagery

- Small imagery

- Too much text, not enough visual info

- Looks complicated to use

- Lacks personality

Project background and goals

USER FEEDBACK

But they did like:

- Facility icons

- A clean design

- Trip advisor reviews

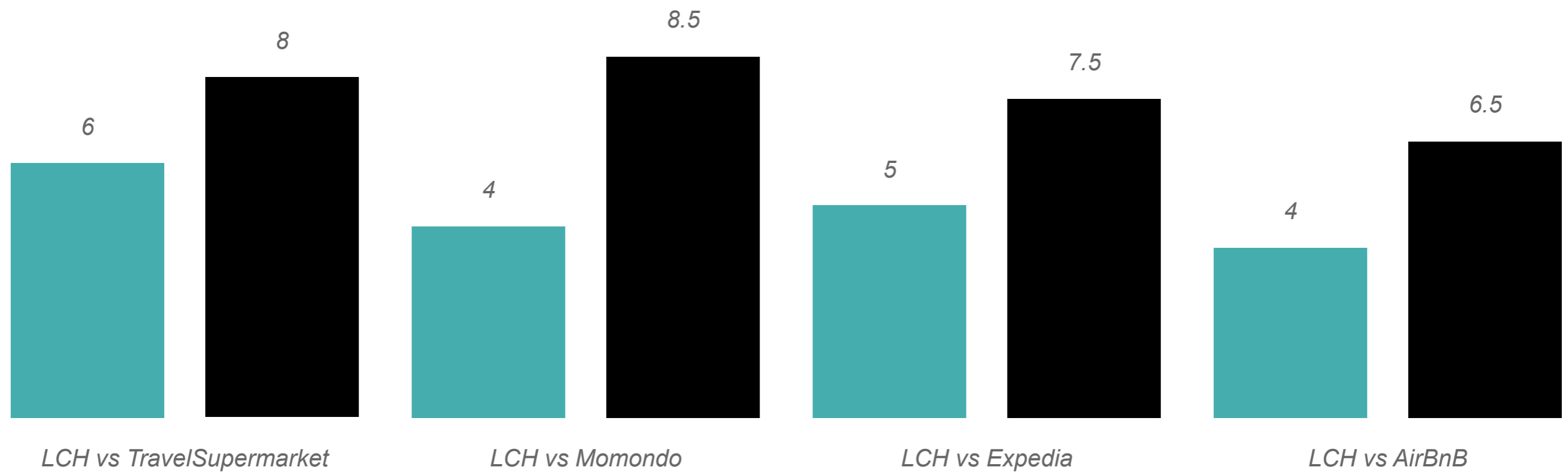# Project background and goals

USER FEEDBACK

What they like about our competitors:

- The use of colour

- A decent layout that looks simple to use

- The map (looks good and describes their trip)

- Big images of hotels (external not room)

- Interesting typefaces

- The feel of being exciting

Project background and goals

USER FEEDBACK

Gatwick survey - We surveyed 8 users about our site's design and our competitors and asked them to choose which site they preferred and why...

Project background and goals

USER FEEDBACK

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

8	17	9	16	17	8	11	14
LCH vs TravelSupermarket		LCH vs Momondo		LCH vs Expedia		LCH vs AirBnB	
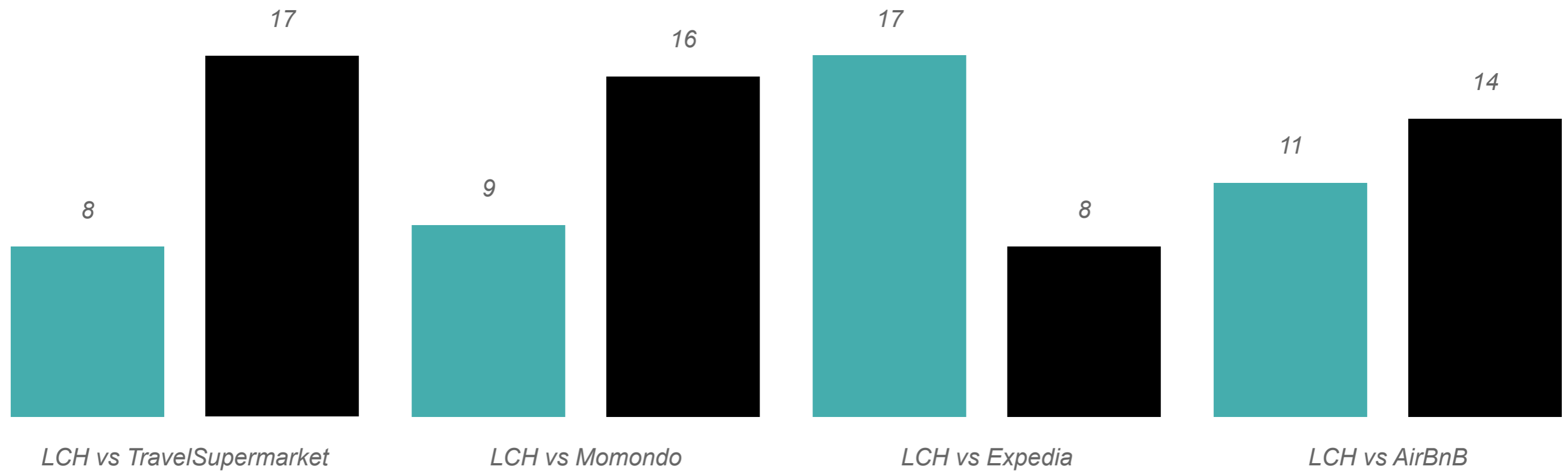
Brand ethos & audience

AUDIENCE: who our brand should appeal to (Source Experian Report)

- 55% of our customers are:

    - 'Suburban Stability'

    - 'Aspiring Homemakers'

    - 'Prestige Positions'

    - 'Domestic Success'

    - 'Family Basics'

- 'Prestige Positions' & 'Domestic Success' have the highest affluence in the UK (luxury and/or high spenders)

- Families new and established, young and old and couples

- Ages 18-70 (38% 18-40, 48% 41-60)

- Older families with <18 kids & Older families with no <18 kids = 47%

Brand ethos & audience

- 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

Brand ethos & audience

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 ethos & audience

BRAND TONE-OF-VOICE SHOULD BE:

• Playful

• Savvy

• Intimate

• Knowing

• Conversational

In scope

- Visual redesign of the LCH.com site based on structure and features of LCH.ie

- New fonts

- New icons / illustrations

- Better use of brand imagery

- Expansion of colour palette

- Animations and transitions

- Some layout changes - if it's justified

- Adding an 'idea' - nice-to-have, won't delay project

- A design deliverable that developers can work from

Out of scope

- 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.

Project timeline, activities and your involvement

WEEK 1

• Workshop (with Steering Group 1)

• Design Phase 1

WEEK 2

• Design Phase 1

• User feedback

• **Concept review (with Steering Group 1)**

WEEK 3

• Design iteration 1

• **Concept signoff (with Steering Group 1)**

• Post sign-off amends

• Production design phase starts

WEEK 4

• **Steering group 2 Presentation**

• Post sign-off amends

WEEK 5

Development phase 1
- reskin the current site

Rules of a creative design workshop

- Forget almost all other rules...

- Every opinion is needed and accepted

- No idea is taboo

- Let's generate ideas - these can be rationalised and evaluated later

WORKSHOP PT. 1

10.30 - 13.00

LUNCH

13.00 - 14.00

WORKSHOP PT. 2

14.00 - 16.30

IDEAS FOR THE FUTURE

16.30 - 17.00