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Case Study

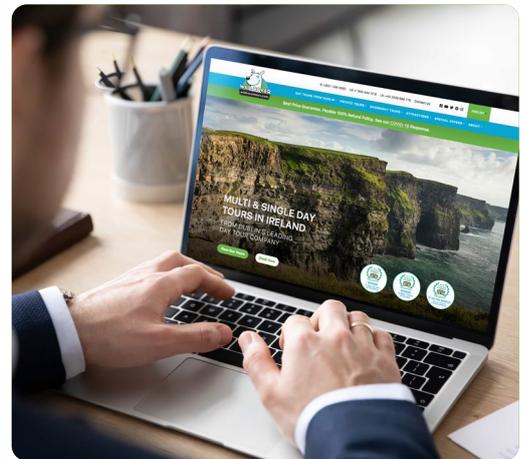
Wild Rover Tours



Case Study – Wild Rover Tours

What is important to the visitor on their booking journey?

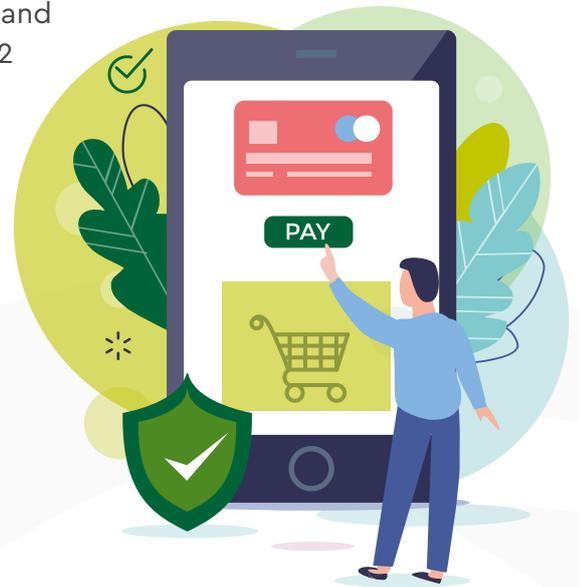
The user experience of any website includes the visitor's perception of system aspects such as utility, ease of use and efficiency. The words 'user experience' are often now interchangeable with the phrase 'bookability of the website', i.e. how easy is it to navigate and most importantly complete a timely purchase on a website.



Making the booking or purchase journey easier from a visitor perspective

To help streamline the booking journey for your visitors and to ensure that they don't click off your website before they have made a purchase, it is important to consider the following elements when designing and managing your website – especially across the booking journey.

- ✓ Consider having all elements of the purchase, date, price and time available on the same page or at a maximum across 2 pages, as the visitor's priority will center on availability.
- ✓ Consider including a progress bar so the consumer knows what steps they have yet to complete.
- ✓ Allow the consumer to be able to review their purchase or basket on each page.
- ✓ Label all buttons clearly with call to actions, such as buy now, continue to payment, checkout etc. This makes the call to action very clear from a consumer perspective.
- ✓ Consider including a help button on each page of the booking journey, so that they can easily call or email you.
- ✓ Consider using a chat bot to help with visitor queries.



Post purchase

Once they have completed their purchase what are the next steps that are required by the visitor? Regardless of device the visitor will require the following:

- ✓ Ability to download the order.
- ✓ An option to save the confirmation to their Apple Wallet or Google Pay.
- ✓ An option to save the date to a Google or Outlook calendar is also helpful.

Wild Rover Tours – Bookability

Online booking on <https://wildrovertours.com> is facilitated through their booking engine which is powered by Rezgo.

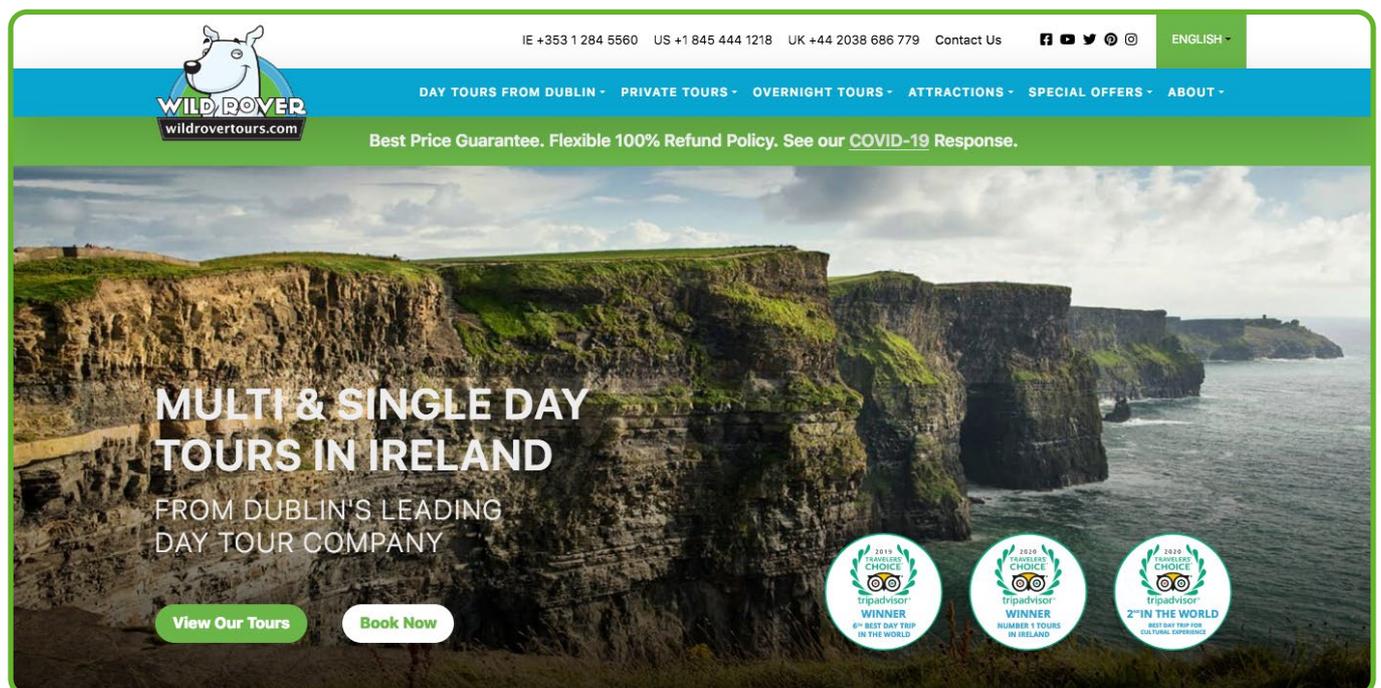
The following is the booking journey as undertaken on this website:



Review

Step 1: Book now – call to action on home page

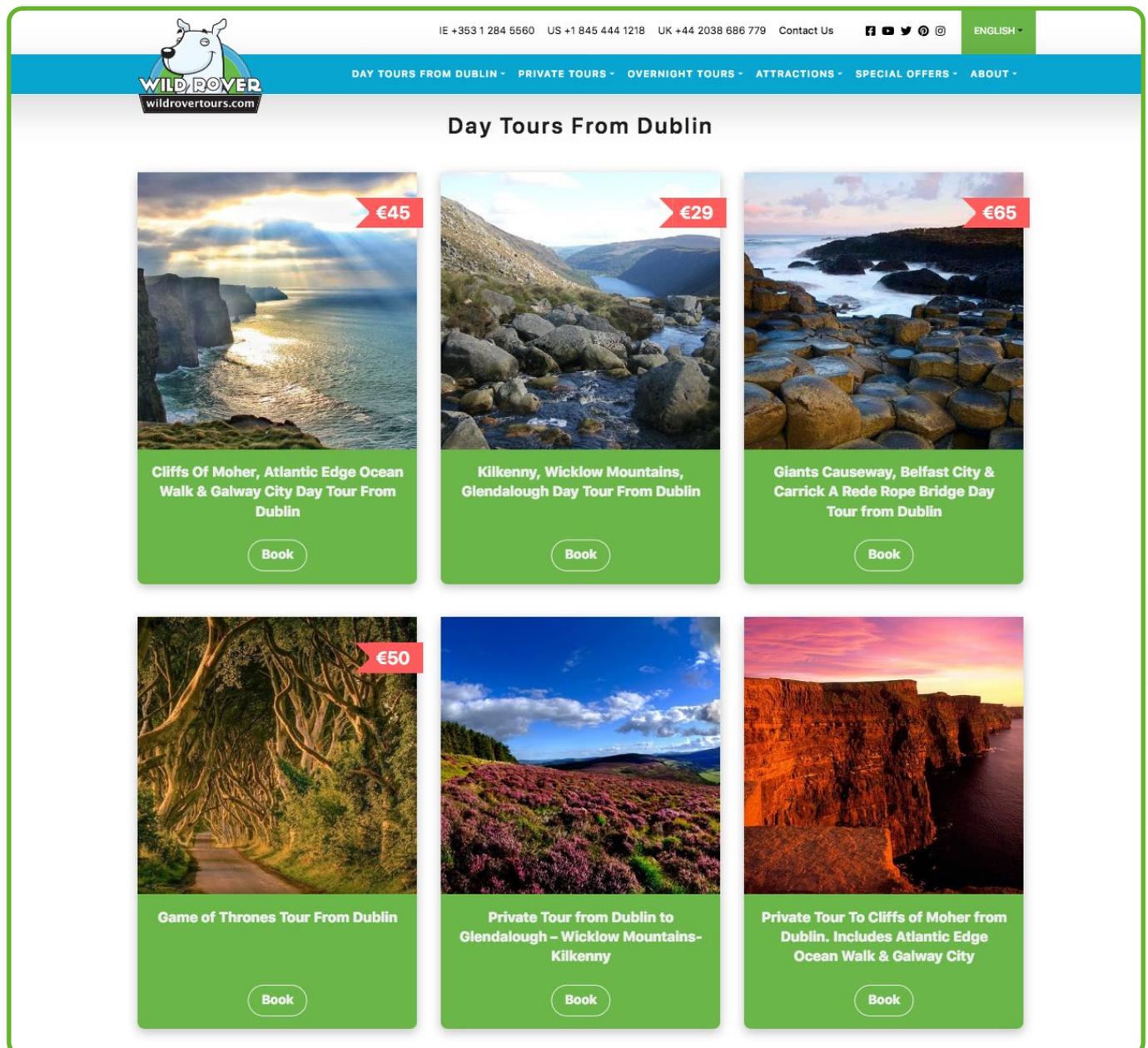
There is clear labelling of the booking button and call to action on the home page, providing the visitor with ease of navigation as to where to commence their booking journey.



Step 2: All Day Trips and Tours

Once the visitor has clicked the **Book Now** button on the home page, they are brought to a screen called "All Day Trips & Tours".

Here there is an extensive list of tour options displayed. Tours are grouped by departure city e.g. Dublin or Belfast and also by tour type; day tour, two-day tour and private tour. This page contains many options for the consumer to consider. The price of each tour experience is clearly labelled on the listing. Providing clear pricing information at this stage of the booking journey is helpful to the user. The departure city is also confirmed in the summarised information provided on the listing for each tour. This is a positive feature, given the volume of information which is presented on this page. The visitor chooses their preferred tour by clicking on the tour icon.



The screenshot displays the Wild Rover Tours website interface. At the top, there is a navigation bar with contact information for Ireland, the US, and the UK, along with social media icons and a language selector set to 'ENGLISH'. Below the navigation bar, the main heading is 'Day Tours From Dublin'. The page features six tour cards arranged in a 2x3 grid. Each card includes a scenic image, a price tag in a red banner, the tour title, and a 'Book' button. The tours listed are:

- Cliffs Of Moher, Atlantic Edge Ocean Walk & Galway City Day Tour From Dublin** (€45)
- Kilkenny, Wicklow Mountains, Glendalough Day Tour From Dublin** (€29)
- Giants Causeway, Belfast City & Carrick A Rede Rope Bridge Day Tour from Dublin** (€65)
- Game of Thrones Tour From Dublin** (€50)
- Private Tour from Dublin to Glendalough – Wicklow Mountains- Kilkenny**
- Private Tour To Cliffs of Moher from Dublin. Includes Atlantic Edge Ocean Walk & Galway City**

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DAY TOURS FROM DUBLIN - PRIVATE TOURS - OVERNIGHT TOURS - ATTRACTIONS - SPECIAL OFFERS - ABOUT

Day Tours From Belfast

Belfast Conflicting Stories Political Tour

Book

Game of Thrones Filming Locations Tour from Belfast

Book

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WILD ROVER wildrovertours.com

DAY TOURS FROM DUBLIN - PRIVATE TOURS - OVERNIGHT TOURS - ATTRACTIONS - SPECIAL OFFERS - ABOUT

Two Day Tours

Ring of Kerry & Dingle Peninsula 2 Day Tour

Book

Two Day Connemara, Galway, Cliffs of Moher (including boat trip) & Aran Island Tour

Book

Step 3: Select tour from listing "Book Now"

Once the visitor has clicked on their chosen tour they are taken to an information page taking them to the next step in the booking process.



Step 4: Book Now or Contact Us

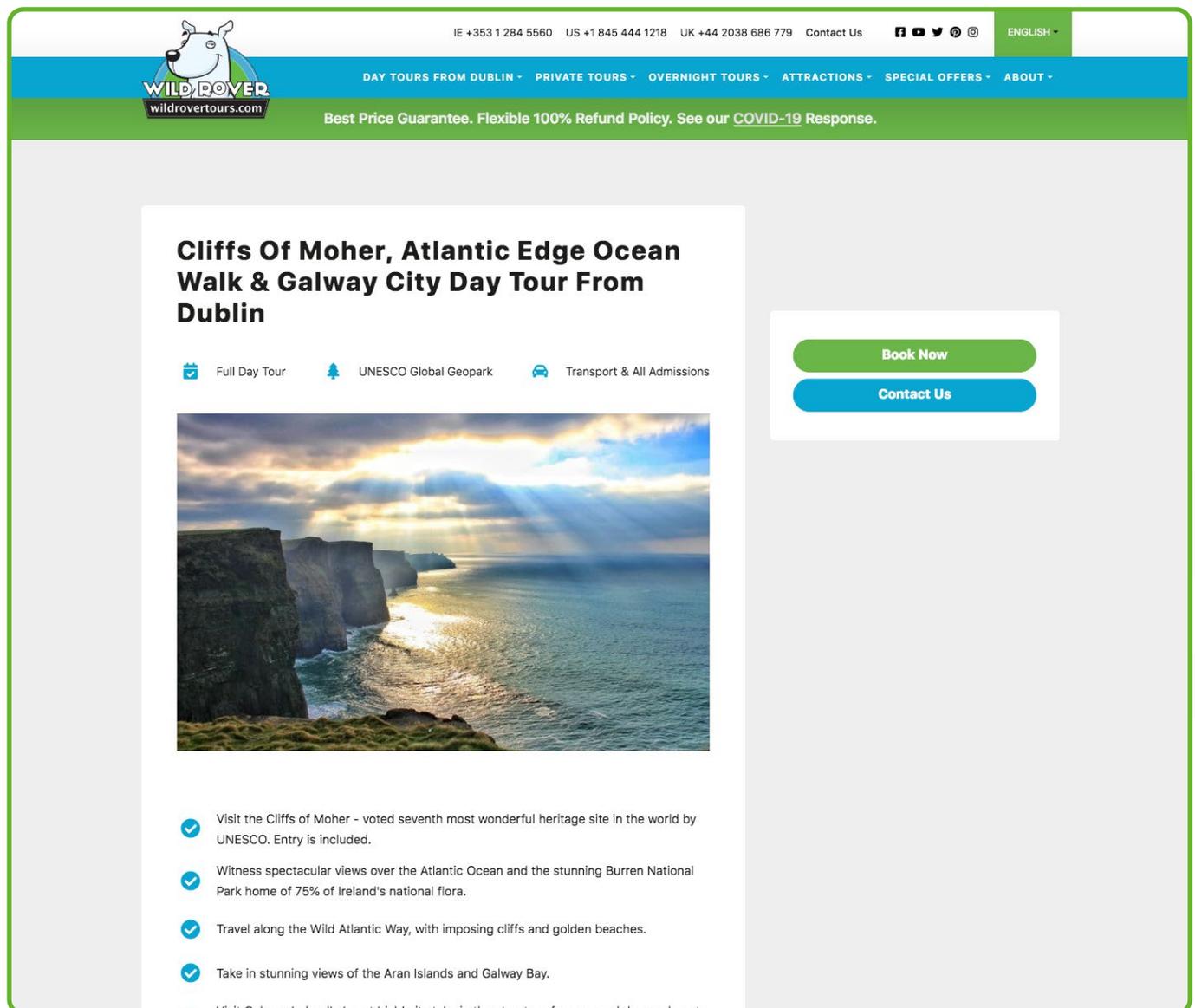
Visitors now land on the dedicated information page of the tour which they have chosen. Here they are presented with further information and tour details.



The visitor has two options on this page:

1. **Book Now** – brings the visitor to the booking page.
2. **Contact Us** – brings the visitor to an email template to send a message to the tour company.

There is header information provided about each tour, calling out the main USPs and reasons to book. This is helpful information for visitors. On scrolling down this page, more detailed information is provided regarding tour inclusions, the vehicle, tour logistics, payment and cancellation policy. Vivid imagery and video content of the tours are available for users to view in this part of the booking process which supports the purchase decision.



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WILD ROVER
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DAY TOURS FROM DUBLIN - PRIVATE TOURS - OVERNIGHT TOURS - ATTRACTIONS - SPECIAL OFFERS - ABOUT -

Best Price Guarantee. Flexible 100% Refund Policy. See our [COVID-19 Response](#).

Cliffs Of Moher, Atlantic Edge Ocean Walk & Galway City Day Tour From Dublin

Full Day Tour UNESCO Global Geopark Transport & All Admissions



- ✓ Visit the Cliffs of Moher - voted seventh most wonderful heritage site in the world by UNESCO. Entry is included.
- ✓ Witness spectacular views over the Atlantic Ocean and the stunning Burren National Park home of 75% of Ireland's national flora.
- ✓ Travel along the Wild Atlantic Way, with imposing cliffs and golden beaches.
- ✓ Take in stunning views of the Aran Islands and Galway Bay.

Visit Galway - Ireland's 'most Irish' city - take in the street performers and dance along to

Book Now

Contact Us

Step 5: Select date and ticket

Clicking on the "Book Now" button on the tour details page brings the visitor to an availability calendar, where they select their preferred date for their tour.



This availability calendar can be reached by the visitor scrolling to the end of the tour information page, which is a helpful feature for visitors who wish to read about the tour in advance of booking. They don't need to search for the booking widget to complete their purchase decision.

Available dates are coloured blue, with non-available dates coloured yellow. This is a helpful feature, particularly in peak months, as it allows visitors to scan availability at a glance.

The visitor then selects their ticket, manually typing the quantity of each ticket required in the corresponding box. To finalise this process the visitor clicks "Add to Order" and is subsequently taken to the next step to review their order.

A screenshot of the Wild Rover Tours website. The top navigation bar includes the company logo, contact numbers for Ireland, US, and UK, social media icons, and a language selector set to 'ENGLISH'. Below the navigation bar, a menu lists 'DAY TOURS FROM DUBLIN', 'PRIVATE TOURS', 'OVERNIGHT TOURS', 'ATTRACTIONS', 'SPECIAL OFFERS', and 'ABOUT'. The main content area features a calendar for '2021 September'. The calendar shows dates from 1st to 30th. Dates 25th and 26th are highlighted in blue, indicating they are available. A legend below the calendar shows a blue circle for 'Available' and a yellow circle for 'Full'. Below the calendar, the availability for 'Sat, 25-09-2021 (Tomorrow)' is confirmed. A dropdown menu is open for the 'Cliffs of Moher, Burren, Galway' tour, showing a duration of 1 day and a start time of 6:55 AM. Three ticket options are listed with checkboxes: 'Adult (€50.00)', 'Student (€45.00)', and 'Child aged 2-12 (no infants <2) (€40.00)'. A green 'ADD TO ORDER' button is positioned at the bottom of the dropdown menu.

Step 6: Review order

This page provides a summary of the booking details, giving the visitor full visibility of their selected tour, date and ticket type, giving the opportunity for visitors to review their order details.



There are 4 options on this page:

1. Remove order
2. Edit guests
3. Add a promo code
4. Check out

The screenshot shows the Wild Rover Tours website interface. At the top, there's a navigation bar with contact numbers for Ireland, US, and UK, and social media icons. Below that, a blue banner contains the company logo and navigation links like 'DAY TOURS FROM DUBLIN', 'PRIVATE TOURS', etc. A green banner below the navigation bar states 'Best Price Guarantee, Flexible 100% Refund Policy. See our COVID-19 Response.' The main content area is titled 'Order > Guest Information > Payment'. It features two booking cards. The first card, 'Booking 1 of 2', is for 'Cliffs Of Moher, Atlantic Edge Ocean Walk & Galway City Day Tour From Dublin — Cliffs of Moher, Burren, Galway' on 25-09-2021. It includes a table with columns for Type, Qty, Cost, and Total. The second card, 'Booking 2 of 2', is for 'Kilkenny, Wicklow Mountains, Glendalough Day Tour From Dublin — Kilkenny Day Tour' on 25-09-2021. To the right of these cards is a summary box showing the subtotal as €78.80 and a prominent green 'CHECK OUT' button.

Type	Qty.	Cost	Total
Adult	1	€50.00	€50.00
Subtotal			€50.00
Total			€50.00

Step 6: Payment stage

At this stage of the booking process visitors provide their details to complete the booking, information is only required of the lead guest. There are two options on this page:

1. Return to booking
2. Proceed to payment



A summary of order details is provided on this page to provide visitors with a second opportunity to complete a final review of their booking details.

In summary – good practice

Overall, this is a clear and easy to navigate booking journey, providing detailed information relating to the tours to the visitor as they move through the process.

As the day tours involve a high value spend from a potential visitor, the depth and richness of information provided is important to support the purchase decision.

All elements of the purchase, date, price and time are available on the one page.

At the booking stage of the process, the visitor is given an option to "Contact Us" which is good practice if a customer has a question or query.

Call to action buttons are clearly labelled and visible on the site.

Other suggestions

Consider the following:

1. Reduce the number of "Book Now" call to actions in the booking process – there are three requirements in the booking process to click the "Book Now" widget. The tour company might consider trying to reduce this to streamline the booking process.
2. Consider including a progress bar as the visitor works through the 7-step process.

