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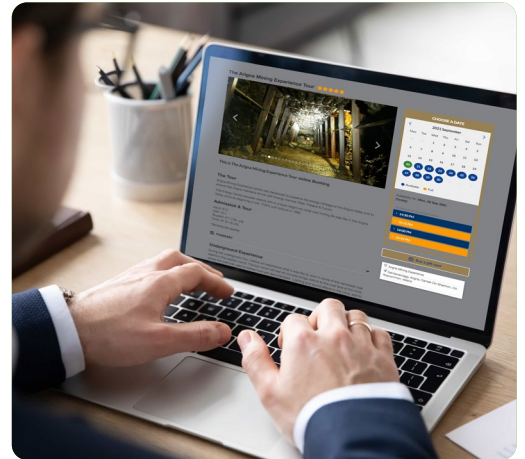
Case Study

Arigna Mining Experience

Case Study – Arigna Mining Experience

What is important to the visitor on their booking journey?

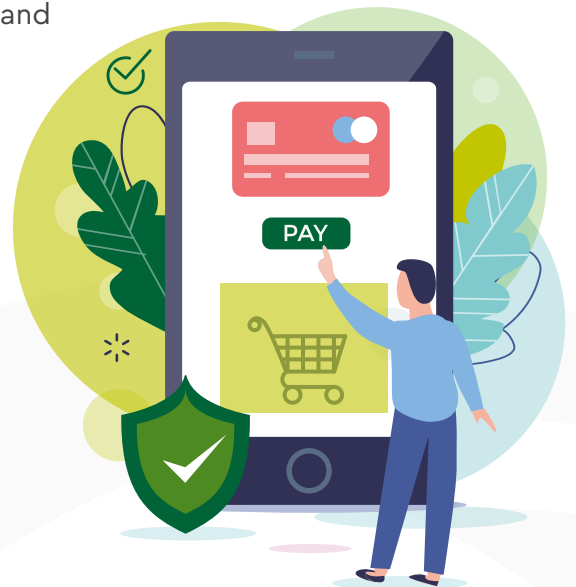
The user experience of any website includes the visitor's perception of system aspects such as utility, ease of use and efficiency. The words 'user experience' are often now interchangeable with the phrase 'bookability of the website', i.e. how easy is it to navigate and most importantly complete a timely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

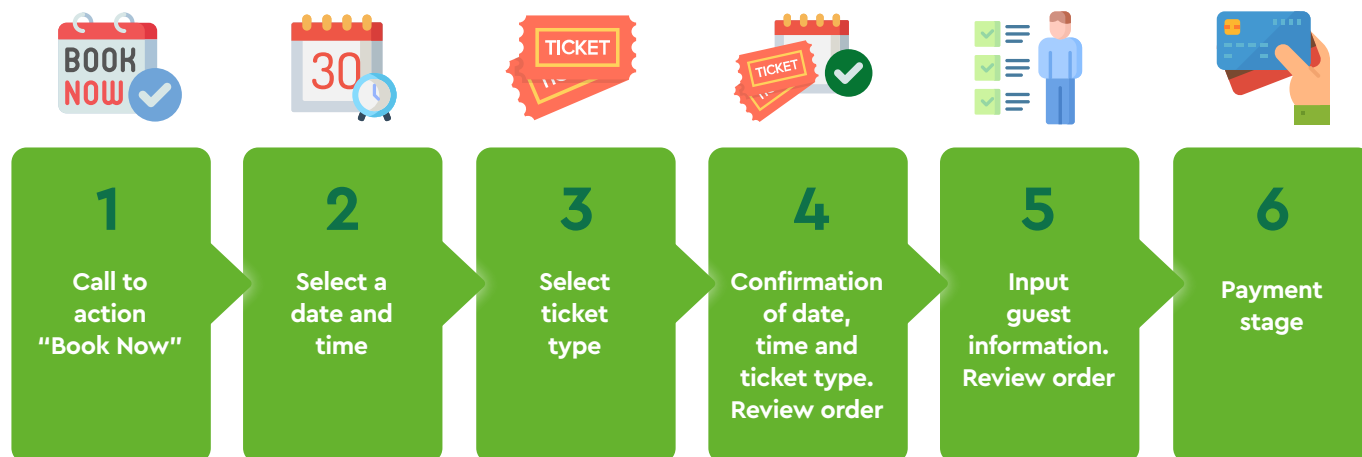
Once they have completed their purchase what are the next steps that are required by the visitor? Regardless of device the visitor will require the following:

- ✓ 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.

Arigna Mining Experience – Bookability

Online booking on <https://www.arignaminingexperience.ie/> 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

Navigation through the home page is straightforward for the visitor with two clearly labelled booking buttons in place.

One is positioned on the tool bar at the top on the page, with the second appearing as the visitor scrolls down the home page.



Step 2: Select date and time

Clicking on the "Book Now" button takes the visitor to an availability page, which allows them to select their preferred date and time for the booking from the calendar.



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.


Once visitors have selected their date, they can then choose their preferred time from the time slots below the calendar.

The different ticket types and pricing for each are displayed on the left-hand side of the screen. From a consumer/visitor perspective having this information on the same page as the calendar will help them select the most appropriate ticket. It also clearly states that a booking fee applies.

Verified reviews from previous visitors to the mines can be accessed by clicking the five stars on the 'choose a date' page. Positive reviews will often influence a booking/purchase decision, particularly if the visitor is looking at a number of different options.

Availability on the calendar is displayed in the current year until the end of 2021.

The Arigna Mining Experience Tour ★★★★★



This is The Arigna Mining Experience Tour online Booking

The Tour

Arigna Mining Experience centre was developed to preserve the energy heritage of the Arigna Valley and to ensure that Arigna maintains its link with Energy themes: Past, Present & Future.

This Energy Centre provides visitors with a unique insight into what coal mining life was like in the Arigna Valley, since its beginning in the 1700's until closure in 1990.

Admission & Tour

Adult: €13
OAP: €11
Student: €11 (18+ yrs)
Child: €7 (5-18 yrs)

**Booking fee applies*

ITINERARY

Underground Experience

CHOOSE A DATE

< 2021 September >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

● Available ● Full

Availability for: **Fri, 24 Sep 2021**
(Tomorrow)

Choose one of the options below:

- > 10:45 AM
- > 11:30 AM
- > 12:15 PM
- > 13:00 PM
- > 13:45 PM
- > 14:30 PM
- > 15:15 PM
- > 16:00 PM

Buy a gift card

Step 3 – Select ticket type

Once the visitor has selected the preferred date and time for their visit, a drop-down menu of ticket options appears under the preferred time chosen. This allows visitors to select the type and number of tickets required for the purchase.



In tandem with ticket type and pricing, this page displays the number of tours available at the selected time and the duration of the tour.

The tour itinerary is displayed on the left-hand side of the screen, which the visitor can browse in advance or once they have chosen their ticket type for more information on the experience.

The screenshot shows a web interface for selecting tickets for the Arigna Mining Experience. On the left, under the 'ITINERARY' tab, there is a section titled 'Underground Experience' with a description of the tour. Below this is the 'Exhibition Space' section, which describes the local geology and the formation of coal deposits. Further down, there is a 'PICKUP' section with the address 'Derreenavoggy, Arigna, Carrick-On-Shannon, Co. Roscommon, Ireland'. Below that is a 'THINGS TO BRING' section with the instruction 'Please bring one of the following:' and a list of items: 'The confirmation email on your mobile phone.' and 'If you prefer, a paper copy of the voucher can be printed by clicking the link on your confirmation email.' At the bottom of the left column is an 'ADDITIONAL INFO' section with a video player showing a man wearing a hard hat and safety glasses, with the title 'Arigna Mines by Nicole'. On the right side of the interface, there is a dropdown menu for selecting a time slot, currently set to '13:45 PM'. Below this, there is a list of ticket options with their respective prices and quantities. The options are: 'Adult' (€13.00), 'OAP' (€11.00), 'Student' (€11.00), 'Child' (€7.00), '2 Adults 5 - 6 Children' (€50.00), '2 Adults & 4 Children' (€45.00), '2 Adults & 3 Children' (€40.00), '2 Adults & 2 Children' (€35.00), and '2 Adults & 1 Child' (€30.00). At the bottom right, there is a button labeled 'ADD TO ORDER'.

Admission & Tour

Adult: €13
OAP: €11
Student: €11 (18+ yrs)
Child: €7 (5-18 yrs)
**Booking fee applies*

ITINERARY

Underground Experience

During the underground tour, visitors will experience what it was like to work in some of the narrowest coal seams in the western world. The tour which will last 45 minutes brings visitors to the coal face of the mine, where the methods used to extract coal are demonstrated. Lighting and sound effects in the mine, add to the authenticity of the underground experience.

Exhibition Space

Local geology and the formation of coal deposits are explained in our exhibition area, as is the history of energy production.

The exhibition also explains the concepts and operation of different renewable energy systems. Some of these systems can then be viewed in operation in the Energy Centre Building and on the nearby wind farms.

A history tour presents the origins and history of the Arigna coal mines. It explores its impact on the local community, through a photo gallery & displays. The Renewable Energy Demonstrations can be viewed on site in the Centre, while the wind farms can be seen on the nearby Kilonan Mountains

PICKUP

Derreenavoggy, Arigna, Carrick-On-Shannon, Co. Roscommon, Ireland

THINGS TO BRING

Please bring one of the following:

- The confirmation email on your mobile phone.
- If you prefer, a paper copy of the voucher can be printed by clicking the link on your confirmation email.

ADDITIONAL INFO

Arigna Mines by Nicole

Watch later Share

13:45 PM

Availability: 10
Duration: 50 minutes
Time: 1:45 PM

Adult

0 €13.00

OAP

0 €11.00

Student

0 €11.00

Child

0 €7.00

2 Adults 5 - 6 Children
~ includes 2 Adult, 6 Child

0 €50.00

2 Adults & 4 Children
~ includes 2 Adult, 4 Child

0 €45.00

2 Adults & 3 Children
~ includes 2 Adult, 3 Child

0 €40.00

2 Adults & 2 Children
~ includes 2 Adult, 2 Child

0 €35.00

2 Adults & 1 Child
~ includes 2 Adult, 1 Child

0 €30.00

ADD TO ORDER

Step 4 – Confirmation of date, time and ticket

This page provides a summary of the booking details, giving the visitor full visibility of their selected date, time and ticket type.



This page gives the opportunity for visitors to review their order details. There are 5 options on this page:

1. Remove order
2. Edit guests
3. Add a promo code
4. Book more – add or amend dates, tickets and time
5. Continue to check out

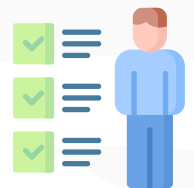
The screenshot shows a booking confirmation page for 'The Arigna Mining Experience Tour'. The page has a breadcrumb trail: Order > Guest Information > Payment. The main content area displays 'Booking 1 of 1' for 'The Arigna Mining Experience Tour — 13:45 PM' on 'Date: 25 Sep 2021'. It includes links for 'Edit Guests' and 'Remove From Order'. A table lists the booking details:

Type	Qty.	Cost	Total
Adult	1	€13.00	€13.00
Subtotal			€13.00
Booking Fee			€1.50
Total			€14.50

On the right, a sidebar shows '1 of 1' for 'The Arigna Mining Experience Tour' at '13:45 PM'. It includes a 'Enter Promo Code' field with an 'APPLY' button, a 'Subtotal €14.50', a 'CHECK OUT' button, and a 'Book More' link.

Step 5 – Input visitor information

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 are provided on this page, giving visitors a second opportunity to review their booking.

Step 6: Payment stage

When the visitor clicks "Checkout" on the order screen they are taken to the next screen and asked for three details:



1. First name
2. Last name
3. Email address – it states that the confirmation of the order will be sent to this email address. Once again, the order summary is confirmed allowing the visitor to do a final check. The visitor then clicks "Continue to Payment".

The screenshot shows a web form for the 'Payment' stage. At the top, a breadcrumb trail reads 'Order > Guest Information > Payment'. The main section is titled 'Booking Contact' and contains three input fields: 'First Name *' with the value 'John', 'Last Name *' with the value 'Smith', and 'Email *' with the value 'johnsmith@gmail.com'. Below the email field, a small note states 'Booking confirmation will be sent to this email'. To the right, a summary box displays '1 of 1', 'The Arigna Mining Experience Tour', '13:45 PM', and '€27.50'. Below this, it shows 'Subtotal €27.50' and a prominent 'CONTINUE TO PAYMENT' button. A link for 'Back To Order' is at the bottom of the summary box. On the left, under 'Booking 1 of 1', it lists 'The Arigna Mining Experience Tour — 13:45 PM' and 'Date: 25 Sep 2021'. A note at the bottom states: 'To complete this booking, please fill out the following form. Guest information is not required for booking #1'.

The visitor is then taken to a payment screen which re-confirms the order details and provides two options for payment. Visitors are also given the opportunity to return to the previous screen. Two options for payment are provided:

1. Gift card
2. Credit or debit card

The screenshot shows the '2. Payment' stage. It features two main payment options. The first is 'Apply a Gift Card', which includes an input field for 'Enter Gift Card Number' and an 'APPLY' button. Below this are logos for VISA, MASTERCARD, AMERICAN EXPRESS, and DISCOVER. The second option is 'Credit Card Details', which includes input fields for 'Name on Card', 'Card number', and 'MM / YY CVC'. To the right, a summary box displays '1 of 1', 'The Arigna Mining Experience Tour', '13:45 PM', and '€27.50'. It shows 'Total Due €27.50' and a 'Previous Step' link. The entire form is enclosed in a green border.

The visitor then inputs their billing details.. This form is pre-populated with the visitor name and email address which saves time in the booking process.

3. Billing Information

Name

Address

City

Country

Email

Phone

Would you like to receive SMS messages regarding your booking? If so, please enter your mobile number in the space provided. Please note that your provider may charge additional fees.

SMS

1 of 1

The Arigna Mining Experience Tour

13:45 PM

€27.50

Total Due **€27.50**

[Previous Step](#)

The final step in the booking journey is to agree to the booking T&Cs and to complete payment by clicking "Complete Booking".

☐ I agree to the [Terms And Conditions](#) and [Privacy Policy](#)

Please note that your credit card will be charged.
If you are satisfied with your entries, please confirm by clicking the "Complete Booking" button.

COMPLETE BOOKING

In summary – good practice

Overall, this is a straightforward and efficient booking journey, allowing the visitor to navigate the booking process with minimal effort. The price and tour details are displayed alongside the booking engine for reference, as the visitor makes their booking.

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

The clarity of information provided throughout and the points at which this information is displayed, results in a very intuitive booking journey. Effective use of image and video brings the engaging visitor information to life.

Call to action buttons are clearly labelled and visible on the site. The shopping basket icon is displayed throughout the process, meaning that the visitor can review their order at any stage.

The visitor can see a progress bar at each stage of the booking journey.

Other suggestions

1. Consider using a chat function on the site or "help" icons to facilitate questions from the user.

