



**Digital
that
Delivers.**

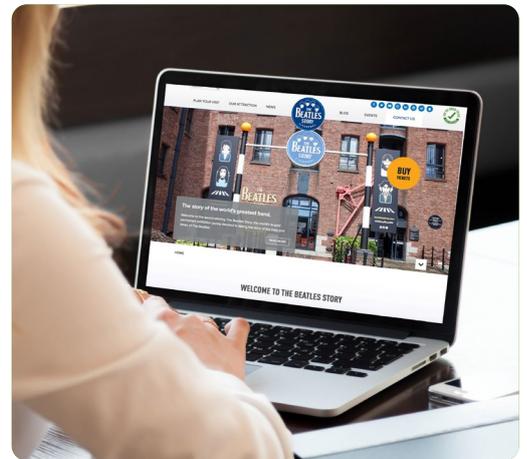
Case Study

The Beatles Story

Case Study – The Beatles Story

What is important to the visitor on their booking journey?

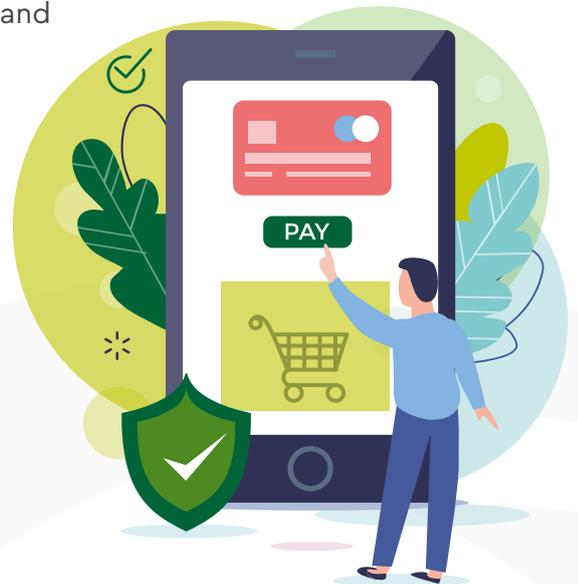
The user experience of any website includes the visitor's perception of system aspects such as utility, ease of use and efficiency. The words 'user experience' are often now interchangeable with the phrase 'bookability of the website', i.e. how easy is it to navigate and most importantly complete a timely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

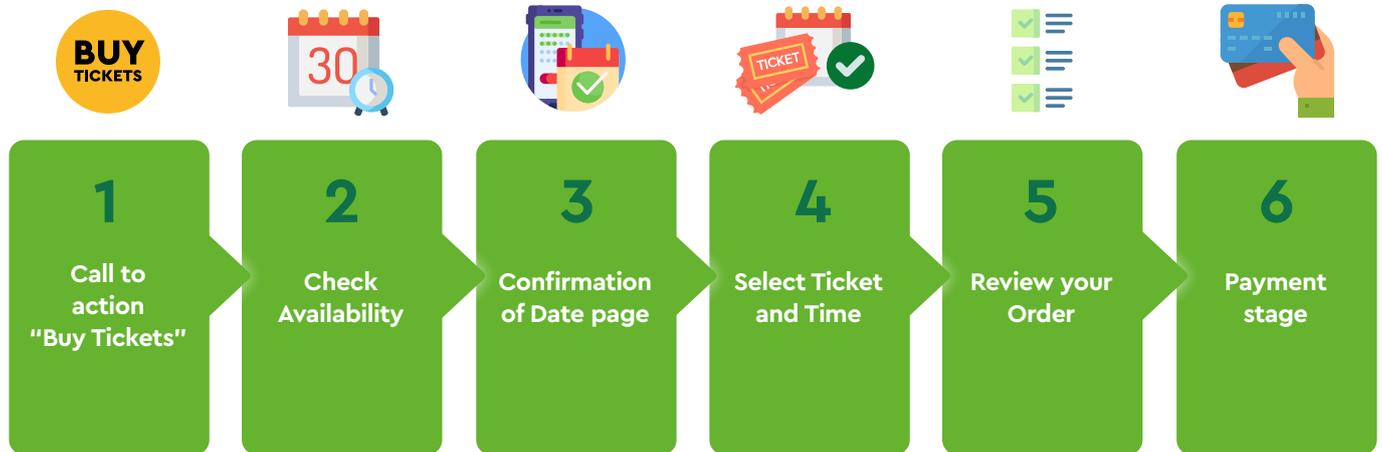
Once they have completed their purchase what are the next steps that are required by the visitor? Regardless of device the visitor will require the following:

- ✓ 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.

The Beatles Story – Bookability

Online booking on <https://www.beatlesstory.com/> is facilitated through their booking engine which is powered by Ticket Quarter.

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



Review

Step 1: Buy Tickets – call to action on home page

There is clear labelling of the booking button, creating a call to action on the home page, which makes navigation easy for the user.



Step 2: Availability page



Clicking on the 'Buy Ticket' button brings the consumer to an availability page which details essential information:

1. Mandatory advance ticket policy
2. Promotional voucher redemption process

This is helpful detail giving clarity on their ticket policy and a current promotion. Availability is displayed here in the current year, to the end of 2021.

PLAN YOUR VISIT OUR ATTRACTION NEWS **THE BEATLES STORY LIVERPOOL** BLOG EVENTS CONTACT US

CHECK AVAILABILITY

Tickets must be pre-purchased in advance of your visit. To purchase tickets on the day, please speak to a member of our staff on arrival and you will be allocated the next available timeslot, subject to availability. Our opening times are subject to change, please check our website prior to your visit for the latest information.

Tesco Club Card 'Days Out' vouchers will only be accepted in exchange for general admission on the day of your visit and cannot be redeemed online. To redeem your voucher on the day of your visit, please speak to a member of the team on arrival who will allocate the next available timeslot on the day.

SEPTEMBER 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

Step 3 – Confirmation of date page



Once a date is chosen the visitor is taken to a confirmation page, where the chosen date is reconfirmed.

The navigation allows visitors to go back and change the date if required. The navigation also allows users to continue to the Ticket Page, where the purchase will be made. The page navigation is straightforward and user friendly.

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THE BEATLES STORY CONFIRMATION

You have selected: Thu 09 Sep 2021

< GO BACK BUY

Step 4: Select ticket



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PLEASE SELECT YOUR TICKET

You have selected: Thu 09 Sep 2021

PROMOTION CODE

If you have a promotion code, please enter it here:

SELECT ARRIVAL TIME

The order of this page is a calendar of available times followed by the ticket types.

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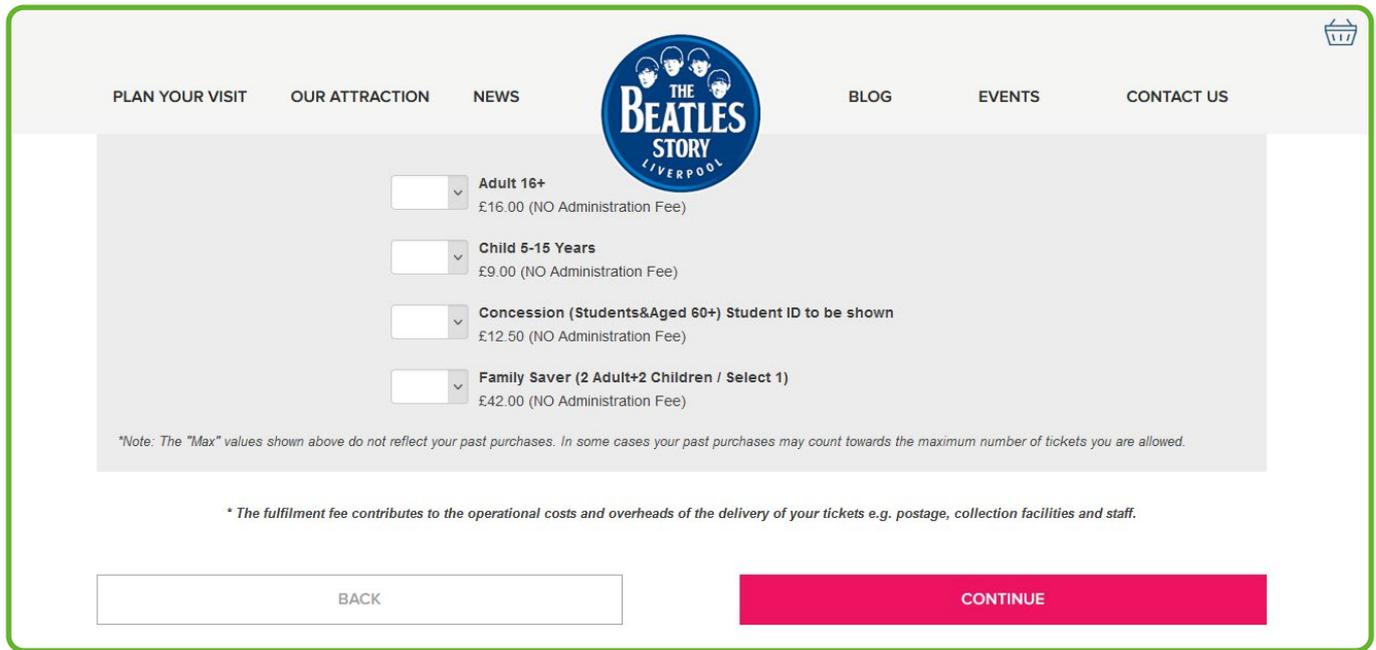
SELECT ARRIVAL TIME

10.00	10.15	10.30	10.45
11.00	11.15	11.30	11.45
12.00	12.15	12.30	12.45
13.00	13.15	13.30	13.45
14.00	14.15	14.30	14.45
15.00			

Overall, it is useful for the visitor to see as a minimum, the time and ticket price on the same page.

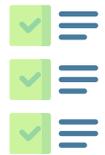
Visitors can purchase up to 8 of any one ticket type, which suggests that group bookings are handled separately to this website

Once the booking is complete, visitors are then given an opportunity to review their order before completing their purchase.



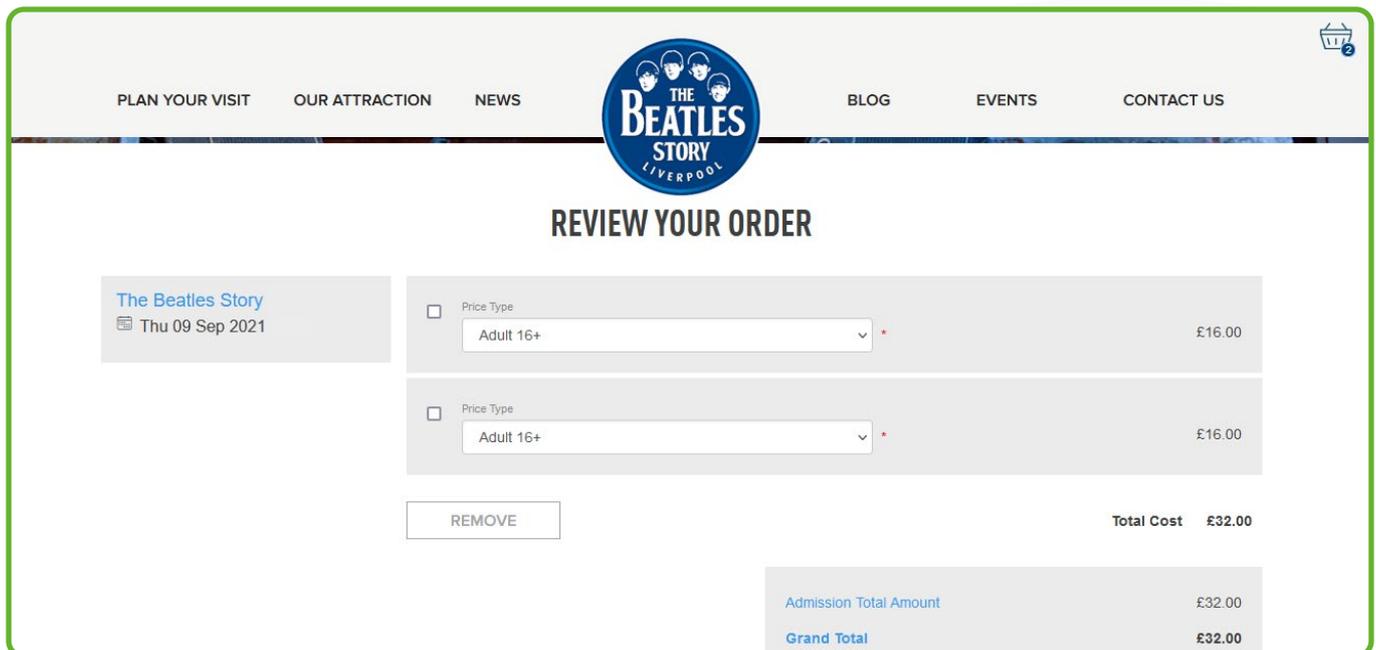
Step 5 – Review your order

This page offers the visitor a comprehensive overview of what they have chosen, by date, time and ticket type. This is a valuable feature for your visitor.



There are 3 options on this page:

1. Cancel order
2. Continue shopping (add or amend dates / tickets and time)
3. Continue to check out (labelling here is limited)



In summary – good practice

This visitor attraction provides a clearly navigable and efficient booking journey.

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

Other suggestions

This attraction may consider making the following amendments to their visitor booking journey:

1. Display the price earlier in the booking journey.
2. The purchase order on Step 4 could be reversed to allow the visitor to purchase the time slot first and then ticket type.
3. Consider including a progress bar as the visitor works through the 6-step process.
4. Consider using a chat function on the site or "help" icons throughout the booking process.



OTA Distribution of The Beatles Story

Get Your Guide	Viator	Klook	Expedia
Available to book	Available to book	Available to book	Available to book
<p>Straightforward and user friendly booking journey. Price is displayed at step one. Clear booking process with drop-down menu for ticket choices. The check availability 'call to action' follows this and information giving the highlights of the tour. Final stages are "Add to Cart" and purchase.</p>	<p>This is a user friendly booking process. Step one provides tour pricing and a check availability 'call to action', asking for the preferred date and number of people. The process gives attractive messaging of 'book now, pay later' and free cancellation. Following check availability, time options are given with the final book now button.</p>	<p>Once again, a user friendly booking journey. Pricing is displayed on the initial booking page with a "Select Options" button which asks the visitor to check availability and the list of ticket types. Once availability is selected there is an option to add to the cart and continue shopping, or to book now and complete the purchase.</p>	<p>This booking journey starts with a rating for the experience followed by pricing and an option to view tickets. There is an availability bar at the bottom on the screen which allows the user to view alternative dates. The "See Tickets" button brings users to a booking page where they can select their chosen language and time for the tour before completing the payment.</p>

Get Your Guide

ⓘ This attraction is now open and welcoming visitors.

 The award-winning the Beatles Story is the world's largest permanent exhibition purely devoted to the lives and times of The Beatles. Located in the Fab Four's hometown of Liverpool on the stunning UNESCO World heritage site at the Albert Dock.

From
€ 18.72
per person

[Book now](#)

 **Best family-friendly experiences**
2020 GetYourGuide Award Winner
Let's celebrate the local experiences sparking travel's comeback.
[Learn more](#)

About this ticket

- 👍 **Free cancellation**
Cancel up to 24 hours in advance to receive a full refund
- 🧻 **Covid-19 precautions**
Special health and safety measures apply. [Learn more](#)
- 📱 **Mobile ticketing**

 Give this as a gift

Viator

Reserve Now & Pay Later

The Beatles Story Experience Ticket

★★★★★ 592 Reviews | Badge of Excellence | Liverpool, United Kingdom

Share Save to Wishlist



from €19.01

Lowest Price Guarantee

Select Date and Travelers

Saturday, Sep 11, 2021

Number of travelers

Check Availability

Reserve Now & Pay Later
Secure your spot while staying flexible

Free cancellation
Up to 24 hours in advance. [Learn more](#)

Heart icon

Klook

KLOOK Look for activities in Liverpool

EUR Download app Help Sign up Log in

Klook Travel > Liverpool > Experiences > Attractions & tickets > Museums & galleries

The Beatles Story Ticket in Liverpool

★ 4.6 (67 reviews) | 700+ Booked

Wishlist

Free cancellation - 24 hours notice | Fixed Date Ticket | Show mobile or printed voucher

Collect physical ticket | Meet at location

- Explore the world's largest permanent exhibition purely devoted to the lives and times of The Beatles
- See how four young lads from Liverpool were propelled to the dizzying heights of worldwide fame and fortune
- Join Sgt. Pepper's Lonely Hearts Club Band, take a trip down Penny Lane, and hop on the Yellow Submarine!
- Hang out at the Casbah Coffee Club or explore the stunning replica of the Cavern Club

Best Price Guarantee

€ 19.2 ~~€ 19.85~~

Book now for 12 Sep 2021

Instant Confirmation

Select options

Get Klook credits when you complete an experience

Get 5% off your first booking in the app with promo code **BetterOnApp**

Chat icon

The screenshot shows the Expedia website interface for 'The Beatles Story Experience Ticket'. At the top, the Expedia logo is on the left, and navigation links for 'English', 'List your property', 'Support', 'Trips', and 'Sign in' are on the right. Below the navigation bar, there are tabs for 'Stays', 'Flights', 'Cars', 'Packages', 'Things to do', and 'More travel'. The main content area features a grid of images: a large guitar and drum set, a Beatles bus, a Beatles guitar, a Beatles club, and a sign for 'Abbey Road NW'. Below the images are tabs for 'Overview', 'Check availability', 'About this activity', 'Cleanliness & safety', 'Location', and 'Reviews'. The title 'The Beatles Story Experience Ticket' is partially visible at the bottom.