



**Digital
that
Delivers.**

Case Study

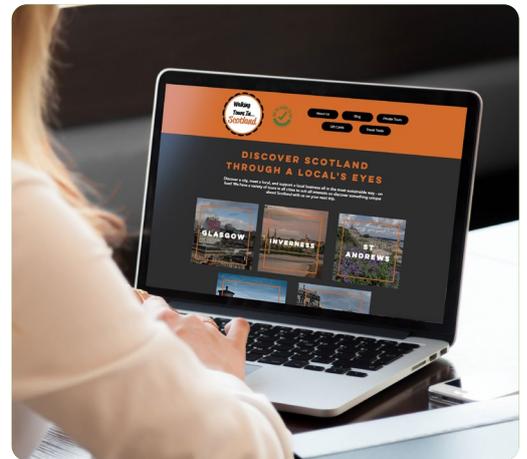
Walking Tours in Glasgow



Case Study – Walking Tours in Glasgow

What is important to the visitor on their booking journey?

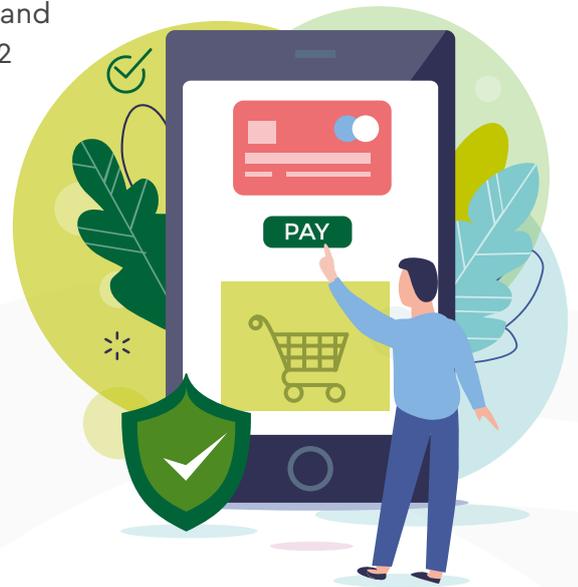
The user experience of any website includes the visitor's perception of system aspects such as utility, ease of use and efficiency. The words 'user experience' are often now interchangeable with the phrase 'bookability of the website', i.e. how easy is it to navigate and most importantly complete a timely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

Walking Tours in Glasgow – Bookability

There are two different online booking journeys for ticket purchase, depending on whether the site is accessed through the URL <https://www.walkingtoursin.com> or <https://www.walkingtoursin.com/glasgow> Both booking journeys are detailed below.

Online booking journey #1

Online booking on <https://www.walkingtoursin.com> is facilitated through their booking engine which is powered by Fareharbor.



Step 1: Buy Ticket – Call to action home page

There is a clear calendar displayed just below the bar on the homepage of this website with a simple call to action of 'Book Online'.



Walking Tours in Scotland

WE'RE GOOD TO GO

About Us | Blog | Private Tours | Gift Cards | Travel Trade

DISCOVER SCOTLAND THROUGH A LOCAL'S EYES

Discover a city, meet a local, and support a local business all in the most sustainable way - on foot! We have a variety of tours in all cities to suit all interests so discover something unique about Scotland with us on your next trip.

GLASGOW | **INVERNESS** | **ST ANDREWS**

PUBLIC TOURS

Want to book a public tour in any of our cities quickly? You can book below!

Book online ✓ Real-time availability

September 2021 >

M	T	W	Th	F	S	Su
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

Click a date to browse availability

Once a visitor chooses their preferred date, a drop-down product range displays. This details the product availability and timing.

This is very intuitive to use and easy to understand. The visitor completes 2 steps in the booking journey with just 2 clicks. This is very visitor friendly.

PUBLIC TOURS

Want to book a public tour in any of our cities quickly? You can book below!

M	T	W	Th	F	S	Su
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

Tuesday, 28 September 2021

- 10:30 Glasgow City Centre Walking Tour >
- 11:00 Stirling Old Town Tour >
- 11:00 St. Andrews Town Walking Tour >
- 11:30 Inverness City Walking Tour >
- 14:00 Glasgow Street Art Tour >

Step 2: Purchase ticket

This experience has a standard flat ticket price for all visitors irrespective of age or timing.



A maximum of 6 tickets can be purchased in any one transaction.

Once a visitor completes the number of tickets required section, a further drop-down menu appears, allowing the purchase to be completed and paid for.

The screenshot shows a booking page for the 'Glasgow Street Art Tour'. The main heading is 'Glasgow Street Art Tour' with a sub-heading '£12 pp | 1.5 hours | Street Art | Unique Glasgow Experience'. Below this is a large image of a group of people standing in front of a large mural of mushrooms. To the right, there is a 'Book online' section with 'Real-time availability' and 'Instant confirmation' icons. Below that is a calendar for September 2021, with dates 12 through 19 highlighted in green. A link 'Click a date to browse availability' is present. At the bottom right, there is a TripAdvisor rating of 506 reviewers and a '#5 of 171 Tours in Glasgow' badge. A 'Health & Safety' icon is visible at the bottom left of the page.

M	T	W	Th	F	S	Su
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

Step 3: Complete order and pay

Once the number of tickets has been quantified a drop-down screen displays to allow the credit card number and visitor details to be entered.



Here navigation allows you to go back and change the date if required, which is very helpful.

A screenshot of a booking interface. At the top, there's a 'Secured' indicator and a 'Choose a different date or time' link. The main section is titled 'You're Booking' and features a card for 'Glasgow City Centre Walking Tour' on Tuesday, 28 September 2021 at 10:30 - 12:00. The card includes a 5-star rating from 506 reviewers and a price of £12. A dropdown menu is open, showing options for the number of people (0, 2, 3, 4, 5, 6) and the age group ('All ages'). Below the card, there's a message: '+ Nothing added yet. Use the buttons above to get started.' At the bottom, there's a language selector set to 'English (UK)' and a note that all prices are in British pounds sterling. The interface is powered by FAREHARBOR.

Marketing information, email, phone number and "where did you hear about us?" are all marked as mandatory data to complete. This is minimal enough data collection and does not lengthen the booking journey and cause visitor frustration as a result.

Visitors can buy up to 6 of any one ticket type, which suggests that group bookings are handled separately to this website.

A screenshot of the payment and contact information section. At the top, there's a dropdown menu for 'How did you hear about us?' with a 'Choose an option' prompt. Below this, there's a link to 'Apply a gift card' and a 'Secured with 2048-bit encryption' indicator. The subtotal (including taxes) is £24.00, with fees of £1.44, resulting in a total of £25.44. The 'Contact' section includes fields for 'Full name', 'Phone number', and 'Email address', all marked as mandatory. There's also a checkbox for 'Get future email updates from Walking Tours in Scotland'. The 'Payment' section includes fields for 'Card number', 'Expiration' (Month and Year), 'Name on card', and 'Country/Region' (set to 'United Kingdom (Great Britain)'). A 'CVC' field is also present. The 'Cancellations' section contains a scrollable text box with the following text: 'Customers will receive a full refund or credit if cancelled 48 hours before the start of the tour. Customers will also receive a full refund or credit in case of operator cancellation due to weather or other unavoidable circumstances decided by the operator. Contact us by phone to cancel or inquire about...'. At the bottom, there's a 'Complete and Pay' button.

In summary – good practice

This is a three step process which makes the customer journey straightforward and easy to complete.

The experience provides a very easy to follow booking journey for the visitor. By its very nature it is also time efficient.

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

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

Tour information and pricing are displayed alongside the booking engine, meaning that the visitor has visibility of this, whilst making their booking.

Other suggestions

1. Consider using a chat function on the site or "help" icons throughout the booking process.
2. Some of the tours have a minimum ticket quantity of 2 per order, which prevents solo visitors from booking these products.



Online booking journey #2

Online booking on <https://www.walkingtoursin.com/Glasgow> is facilitated through their booking engine which is powered by Fareharbor.



1

Homepage
call to action,
Book Now /
Public Tours /
Private Tours

2

Select tour
Call to action
"Book"

3

Select
date

4

Select number
of tickets,
input details
and purchase

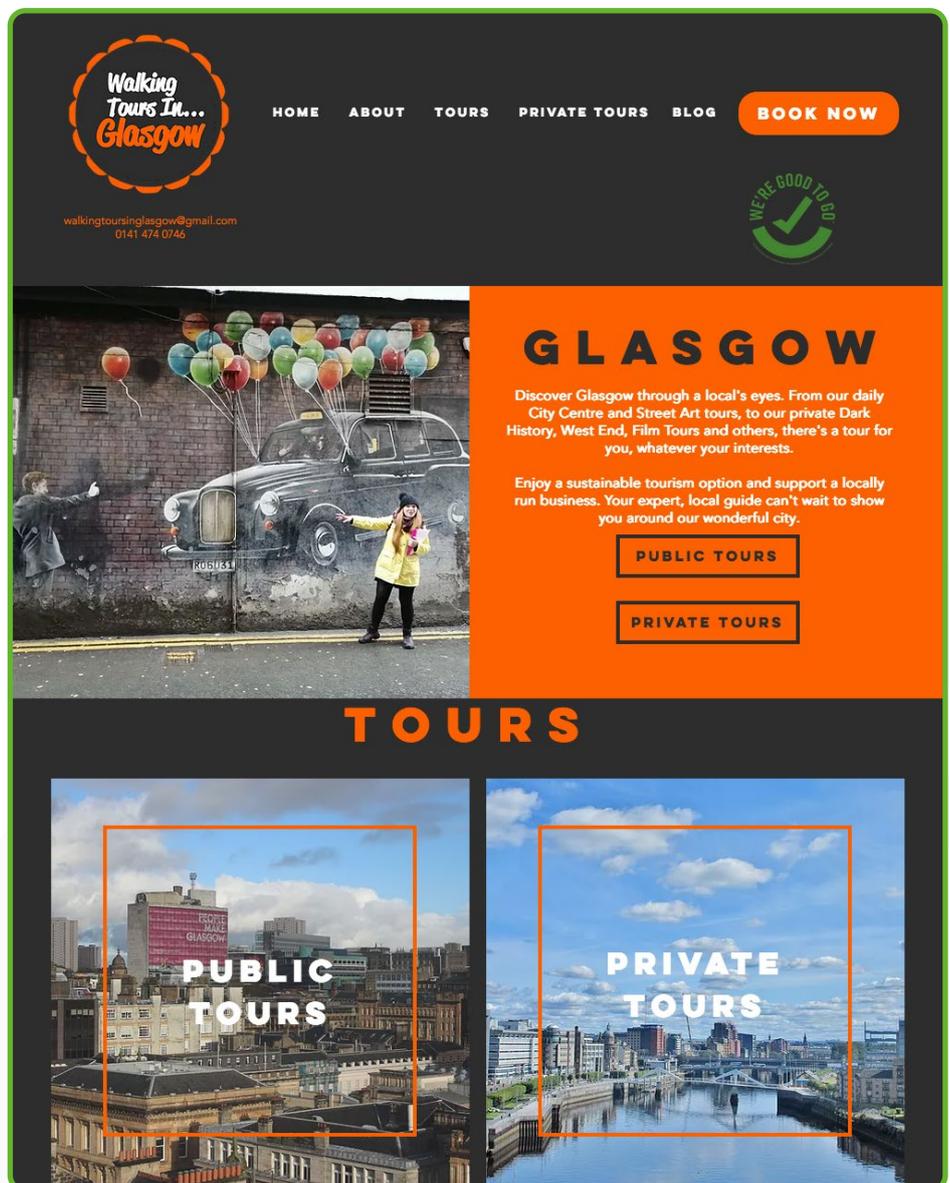
Step 1: Book Now. Call to action on home page

There is clear labelling of the booking button and main call to action on the home page, providing the visitor with ease of navigation through the first step of the booking process.

A secondary call to action, can be found by scrolling down on the home page where the visitor can choose between two further click through options:

1. Public tours
2. Private tours

By selecting the main "Book Now" button the visitor is taken to a page which lists the available tours, each with a "Book Now" button.



By selecting **Public Tours** from the home page the visitor is taken to a page, shown below, which lists tour USPs followed by a listing of available tours, each with a "Book Now" button.

THE TOURS

- Discover Glasgow with a local expert.
- Completely outside & 2m distance!
- Support a local business!
- Fun for kids too! (kids go free on public tours)
- Dogs welcome too.

PUBLIC TOURS
CLICK TO FIND OUT MORE

By selecting **Private Tours** from the home page the visitor is taken to a page which gives details of tours and pricing, specifying that tours cater for up to 6 people.

Walking Tours In... Glasgow
walkingtoursinglasgow@gmail.com
0141 474 0746

HOME ABOUT TOURS PRIVATE TOURS BLOG **BOOK NOW**

WE'RE GOOD TO GO

PRIVATE TOURS

We offer a range of private tours around Glasgow to suit all interests. You can book a private tour online with us today for up to 6 people with an additional charge per person for more than 6!

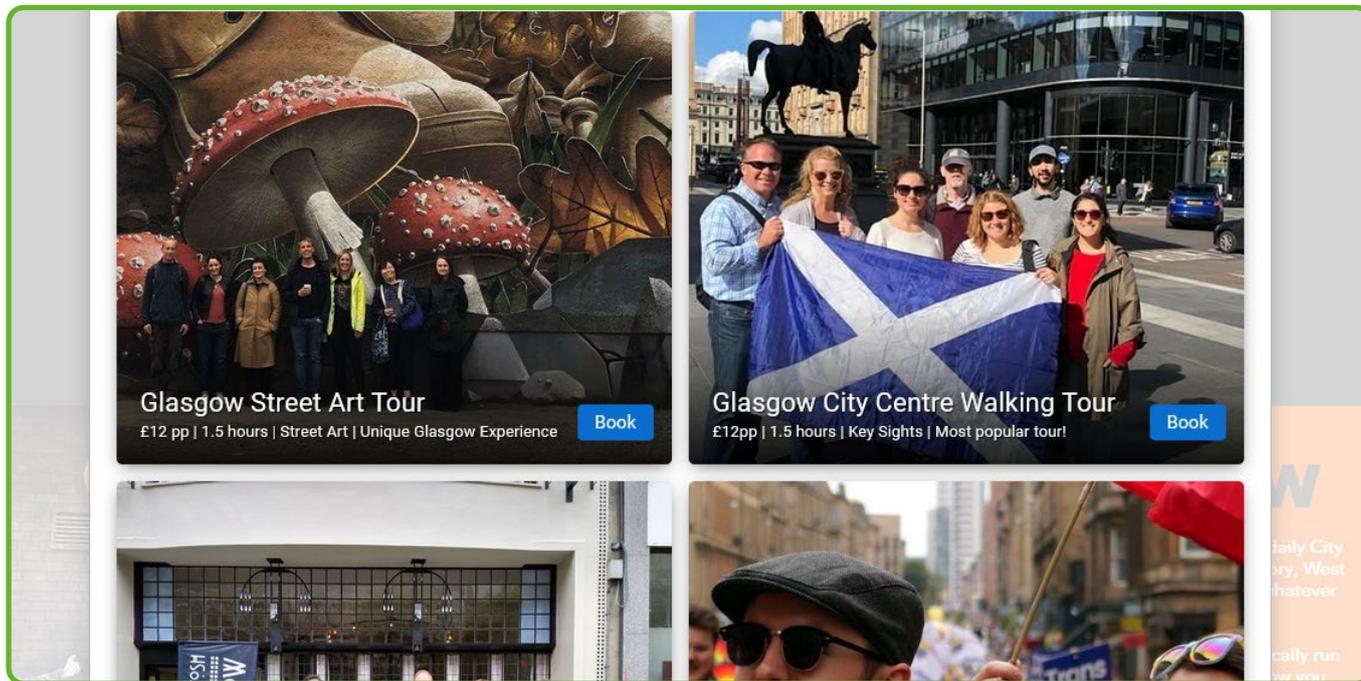
Have a bigger group, or an idea for a different private tour? We can sort anything for you, [email us here.](#)

ONLY £65
(UP TO 6 PEOPLE)

SEE ALL PRIVATE TOURS

Step 2: Select tour

The visitor selects their chosen tour from the listing by clicking the call to action button simply labelled "Book".

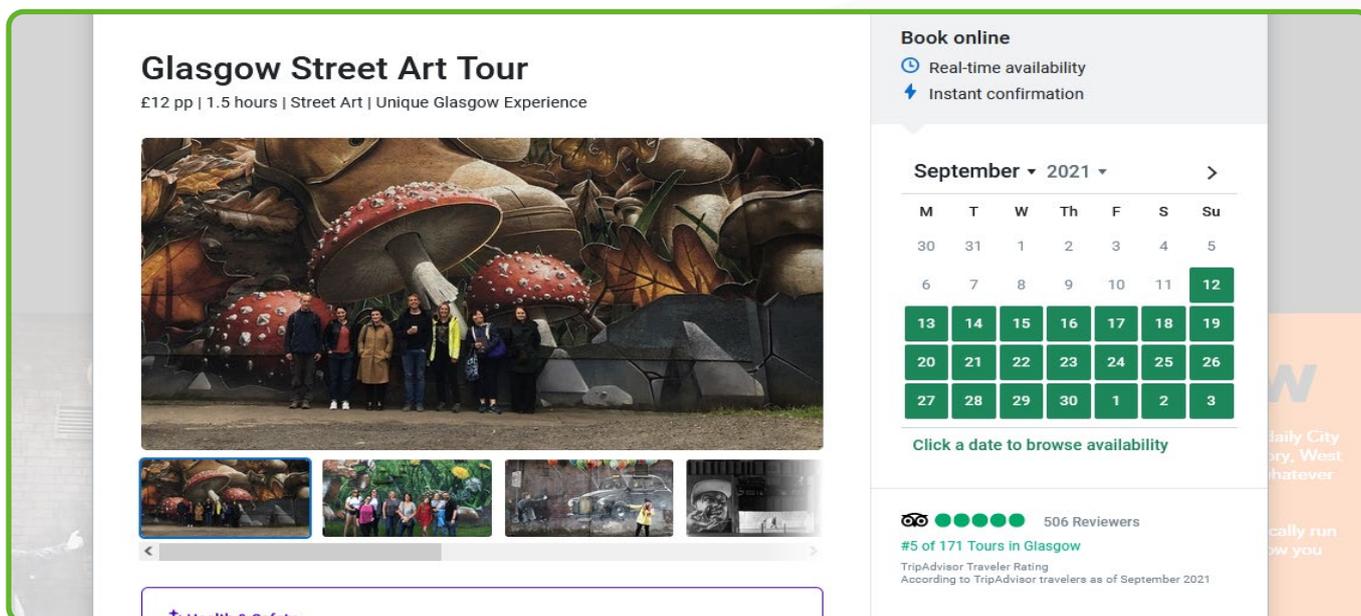


Step 3: Select date

Once the visitor selects their chosen tour, they are taken to a calendar from which they select their preferred date.



By clicking on the time and tour icon which appears below the calendar, once the date is chosen, the visitor is brought to the next step in the process, where they select the number of tickets.



Step 4: Select number of tickets, input details and purchase



Once the date is chosen from the calendar, the next step in the booking journey is to quantify the number of tickets required.

Once this information is provided, a drop-down screen displays to allow credit card and visitor details to be entered. Here, navigation allows the visitor to make changes to the order if required, which is very helpful. The purchase is made by clicking the "Complete and Pay" button. It is worth noting that some of the tours on this website allow a minimum booking of two tickets per order.

Secured

Choose a different date or time

Fields marked with * are required

You're Booking

Glasgow Street Art Tour
Thursday, 30 September 2021 @ 14:00 - 15:30

506 Reviewers
#5 of 171 Tours in Glasgow
TripAdvisor Traveler Rating
According to TripAdvisor travelers as of September 2021

0 People All ages £12

Nothing added yet. Use the dropdown above to get started.

English (UK)

All prices are in British pounds sterling

Powered by FAREHARBOR

Marketing information, email, phone number and "where did you hear about us?" are all marked as mandatory data to complete. This is minimal enough data collection and does not lengthen the booking journey and cause visitor frustration as a result.

Customers can buy up to 6 of any one ticket type which suggests that group bookings are handled separately to this website.

Apply a gift card

Secured with 2048-bit encryption

Subtotal (Includes Taxes) £24.00
Fees £1.44
Total £25.44

Contact

Full name *

Phone number *

Email address *

Get future email updates from Walking Tours in Scotland

Payment

Card number *

Expiration Month * Year *

Name on card CVC *

Country/Region United Kingdom (Great Britain)

Cancellations

Customers will receive a full refund or credit if cancelled 48 hours before the start of the tour. Customers will also receive a full refund or credit in case of operator cancellation due to weather or other unavoidable circumstances decided by the operator. Contact us by phone to cancel or inquire about.

Complete and Pay

In summary – good practice

This is a four step process which makes the customer journey straightforward and easy to complete.

The experience provides a very easy to follow booking journey for the visitor. By its very nature it is also time efficient.

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

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

Tour information and pricing are displayed alongside the booking engine, meaning that the visitor has visibility of this whilst making their booking.

Other suggestions

1. Consider using a chat function on the site or "help" icons throughout the booking process.
2. Some of the tours have a minimum ticket quantity of 2 per order, which prevents solo visitors from booking these products.



OTA Distribution of Walking Tours in Glasgow

Get Your Guide	Viator	Klook	Expedia
Available to book	Available to book	Not available to book	Available to book
<p>Straightforward and visitor 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 visitor 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>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

Discover Glasgow with a local guide during a 1.5-hour walking tour through the city center. See the key sights and learn about how Glasgow became the vibrant city it is today - a must-do activity for anyone visiting Glasgow.

About this activity

- 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**
Use your phone or print your voucher
- Duration 1.5 hours**
Check availability to see starting times.
- Instant confirmation**
- Live tour guide**
English
- Wheelchair accessible**
- Private or small groups available**

From
€ 14.63
per person

Book now

Give this as a gift

Viator

Reserve Now & Pay Later

Glasgow City Centre Walking Tour

★★★★★ 214 Reviews | Badge of Excellence | Glasgow, United Kingdom Share ▼ Save to Wishlist







See More



from €14.90
Lowest Price Guarantee
Select Date and Travelers

📅 Sunday, Sep 12, 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](#)

Expedia








Overview
Check Availability
About this activity
Cleanliness & Safety
Location
Reviews

Glasgow City Centre Walking Tour

By Walking Tours in Glasgow

4.9/5
13 Viator reviews ⓘ

[See all reviews >](#)

\$18

per adult

See tickets

Features

✓ Free cancellation available

🕒 1h 30m

📱 Mobile voucher

⚡ Instant confirmation

+ Cleanliness and safety

Cleaning and safety practices

+ Social distancing

🧼 Guides regularly wash hands