



## ONE-ON-ONE



### ABID WARSI

Senior consultant

Webcredible

[www.webcredible.co.uk](http://www.webcredible.co.uk)

Abid Warsi is a senior consultant at London-based Webcredible, an online user experience consultancy. The company specialises in improving the user experience of websites in the travel industry. He gives his top tips on how to attract and retain website users:

- ▶ **FOCUS ON USER NEEDS:** Find out which features or content users really want on your website and use it to shape a web strategy. Our research shows that users particularly need help in choosing their holiday destinations and then preparing for their holiday after it has been booked.
- ▶ **REDUCE COMPLEXITY:** Travel websites often present a large amount of complex information. Flight search results pages usually have the most. Pay particular attention to the visual design and layout of these pages, making them as simple as possible.
- ▶ **LEARN FROM OTHER INDUSTRIES:** The travel industry can learn from other industries in some areas. For example, the retail sector is particularly good at selling special offers. On travel websites, it can be difficult to find a product at the advertised price.
- ▶ **HELP USERS SHARE INFORMATION:** Researching and booking a holiday is rarely done by one person alone. Make it easy for users to share the details of the holiday they're thinking of booking and to recommend somewhere they've been.
- ▶ **KEEP USERS ENGAGED WITH YOUR BRAND:** Users typically forget about a travel website as soon as they have booked their trip. Find ways to engage with users outside the booking process, to turn them into repeat customers.