



Intro

Findings

Review

Summary

UX EVALUATION & REDESIGN

IMPROVING DIGITAL USER FLOWS

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SELECTED PRODUCT & TARGET FLOW

1

Product: Klook is a global travel and experiences marketplace, enabling users to discover and book tours, activities, and transport across 1,000+ destinations worldwide.

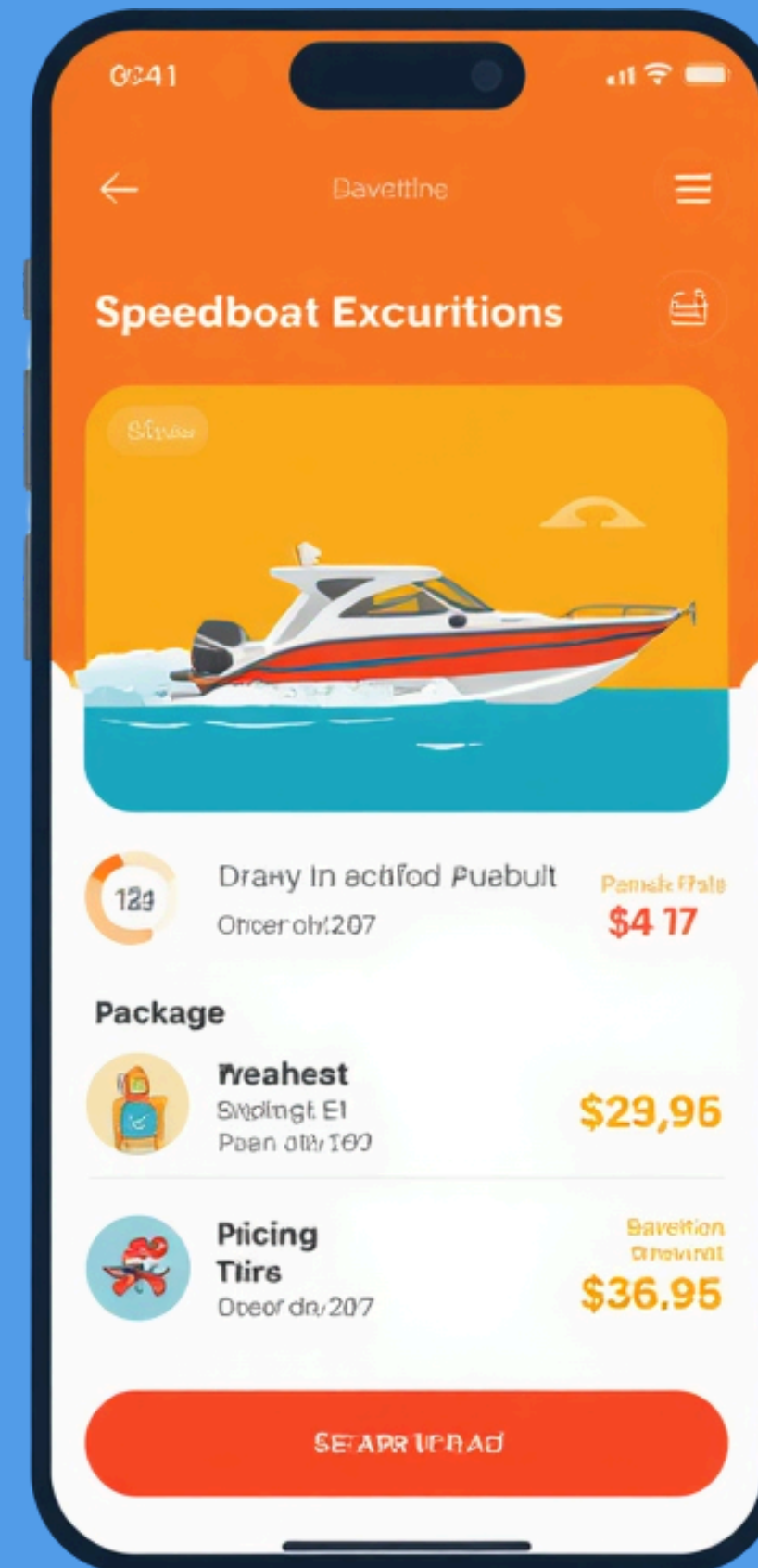
2

Target User Flow: Booking a multi-option, full-day speedboat excursion — a complex flow involving dates, transport tiers, group sizing, and dynamic pricing decisions.

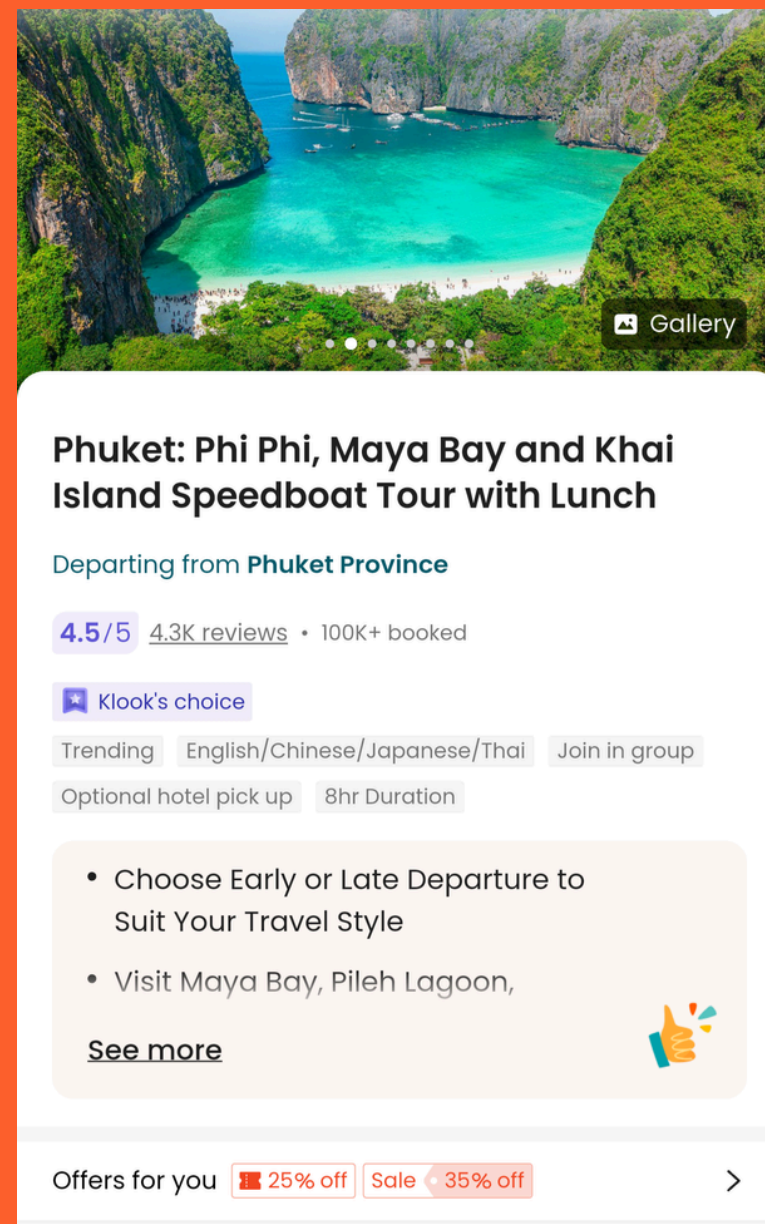
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Why this flow ?

Experiential travel demands navigating high cognitive load. Users must balance dates, logistics, tier packages, and dynamic pricing — a perfect environment to evaluate UI friction, information hierarchy, and error prevention.

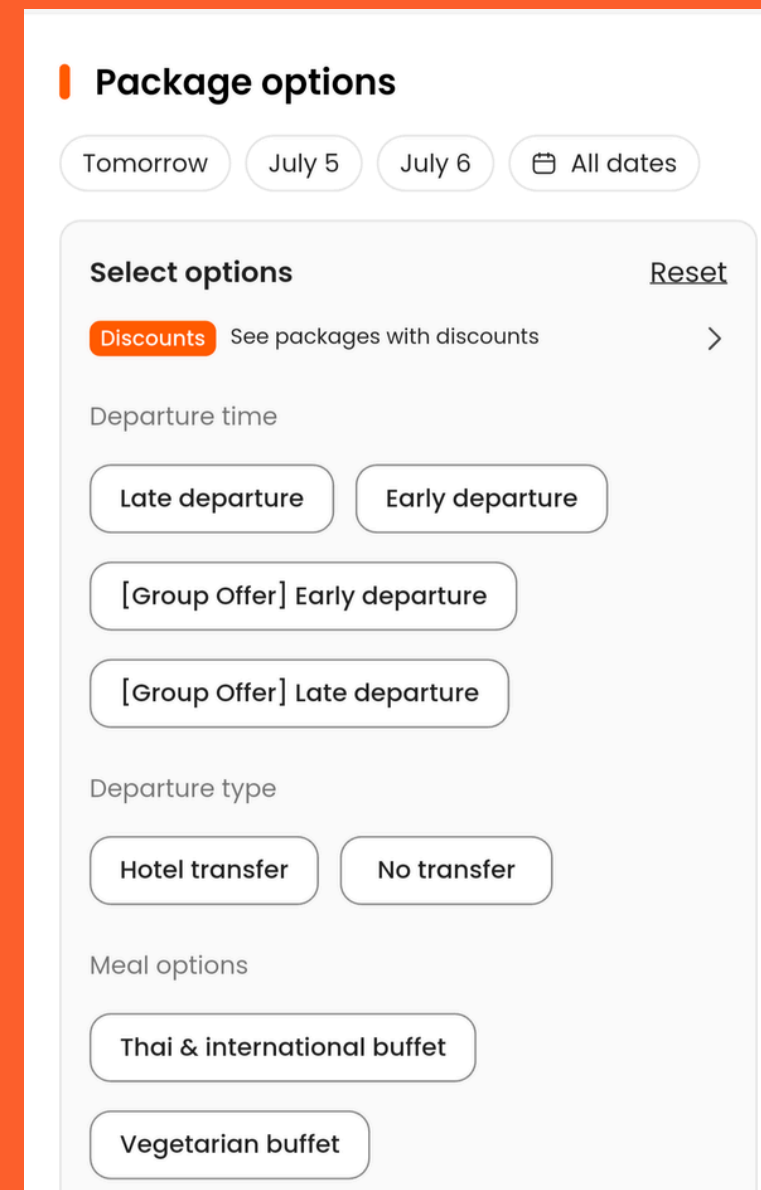


THE CURRENT EXPERIENCE: DISCOVERY & SELECTION



PRODUCT PAGE

FULL ACTIVITY LISTING &
DETAILS

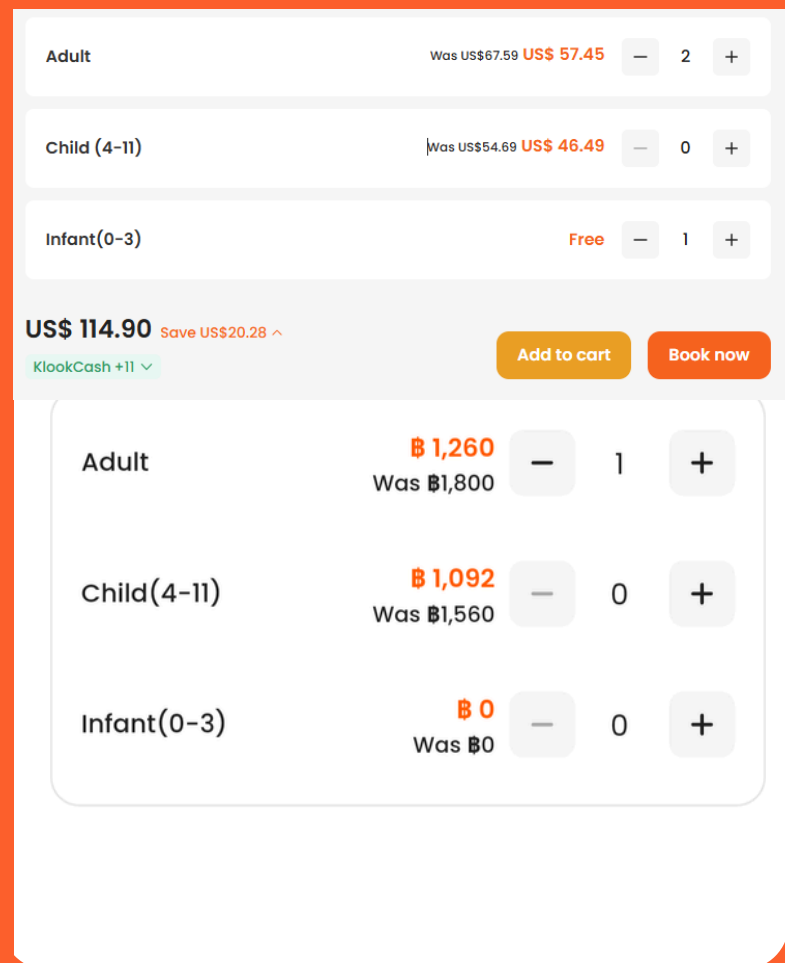


PACKAGE OPTIONS

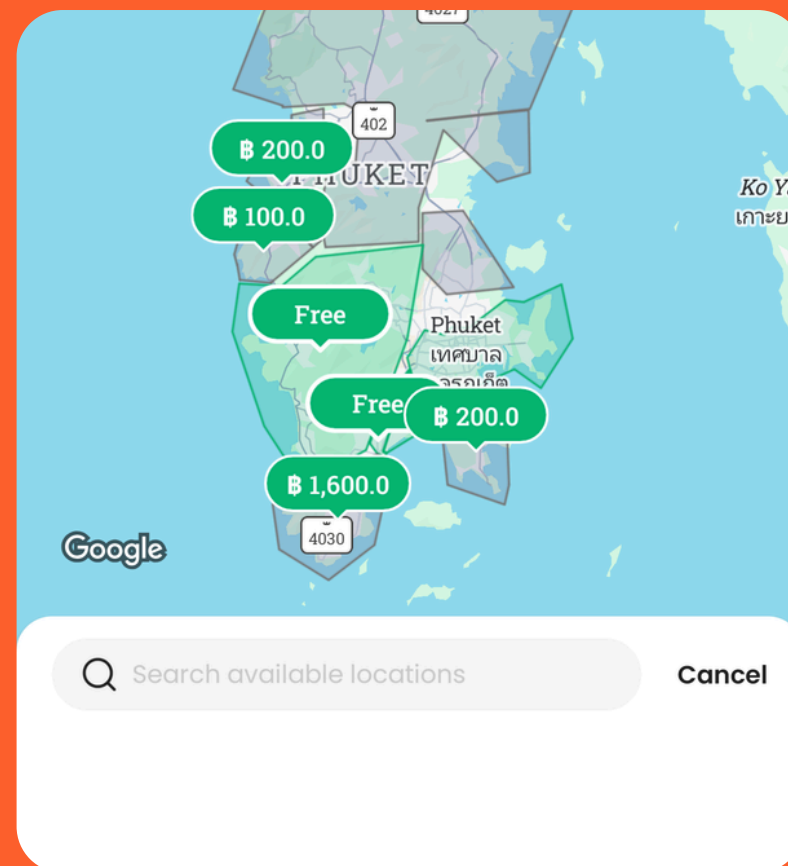
⚠️ VISUAL CLUTTER: TIME
CONFIGURATIONS, TRANSFER
TYPES, AND MEAL OPTIONS
ARE ALL CLUSTERED
TOGETHER

LACK OF VISUAL HIERARCHY
CAUSES IMMEDIATE DECISION
PARALYSIS.

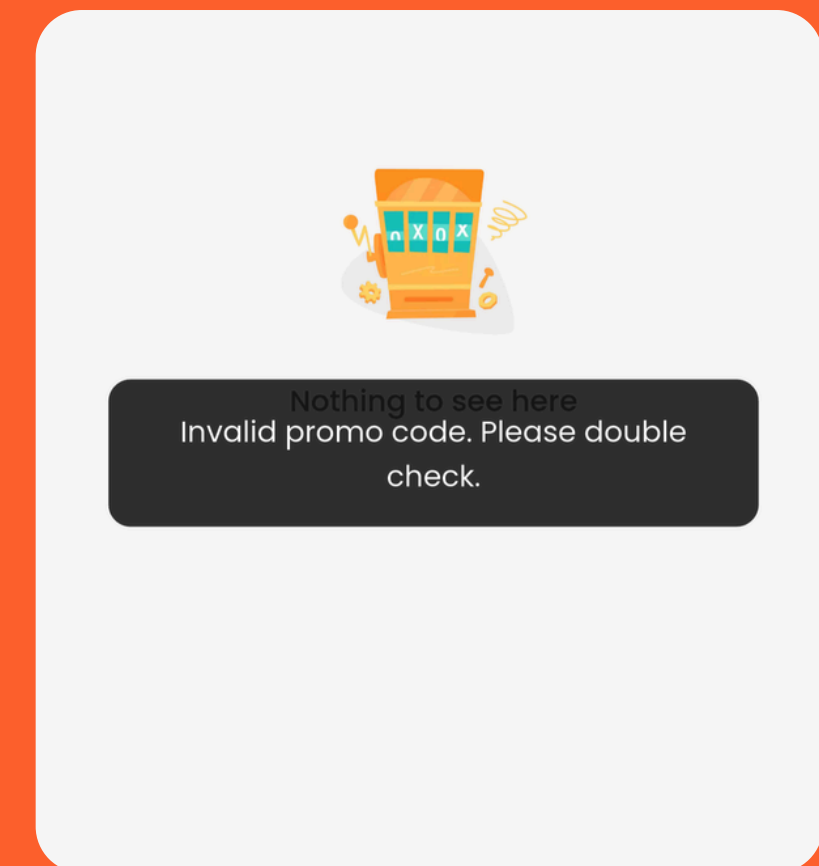
THE CURRENT EXPERIENCE: CONFIGURATION & CHECKOUT



GUEST COUNTER
CONFIGURATION
UTILIZES ISOLATED,
UNDERSIZED TOUCH
CONTROLS



PICKUP MAP
↓ CHAOTIC
OVERLAPPING POLYGONS



PROMO ERROR
⚠️ NO ACTIONABLE
FEEDBACK

USABILITY EVALUATION MATRIX (PART 1)

Identified UI/UX Issue	Violated Heuristic / Law	Improvement Recommendation
Package Choice Paralysis: Buttons for early/late departures and group offers are clustered with poor visual hierarchy, creating a dense wall of choices.	• Hick's Law • Aesthetic & Minimalist Design	Implement progressive disclosure. Break the flow into distinct steps (Step 1: Choose Time, Step 2: Choose Transfer).
Micro Touch Targets: The plus and minus quantity adjusters for counting adults/children are tiny, naked text icons spaced tightly together.	• Fitts's Law	Enlarge touch targets to meet mobile accessibility standards (min 48x48px) and add distinct grey background fills to each icon for better targeting.
Dead-End Promo Errors: Entering an invalid coupon code yields a generic dark toast message stating: "Invalid promo code. Please double check."	• Help Users Recognize, Diagnose, & Recover from Errors	Provide actionable context (e.g., "Code expired" or "Minimum spend of \$50 not met") and actively suggest alternative available coupons.

USABILITY EVALUATION MATRIX (PART 2)

Identified UI/UX Issue	Violated Heuristic / Law	Improvement Recommendation
Chaotic Pickup Mapping: The interactive map utilizes overlapping, semi-transparent polygons with floating price tags, making it difficult for users to verify their exact hotel zone.	• Visibility of System Status • Match Between System & Real World	Deprecate the polygon map in favor of an automated address autocomplete API that instantly calculates and displays the surcharge in a clean text banner.
Intrusive Upsell Banners: Right before payment, a brightly colored "Satisfaction Guarantee" banner disrupts the user flow, adding sudden visual noise.	• Aesthetic & Minimalist Design	Condense the upsell into a standard, single-line toggle switch integrated seamlessly into the final checkout price breakdown.

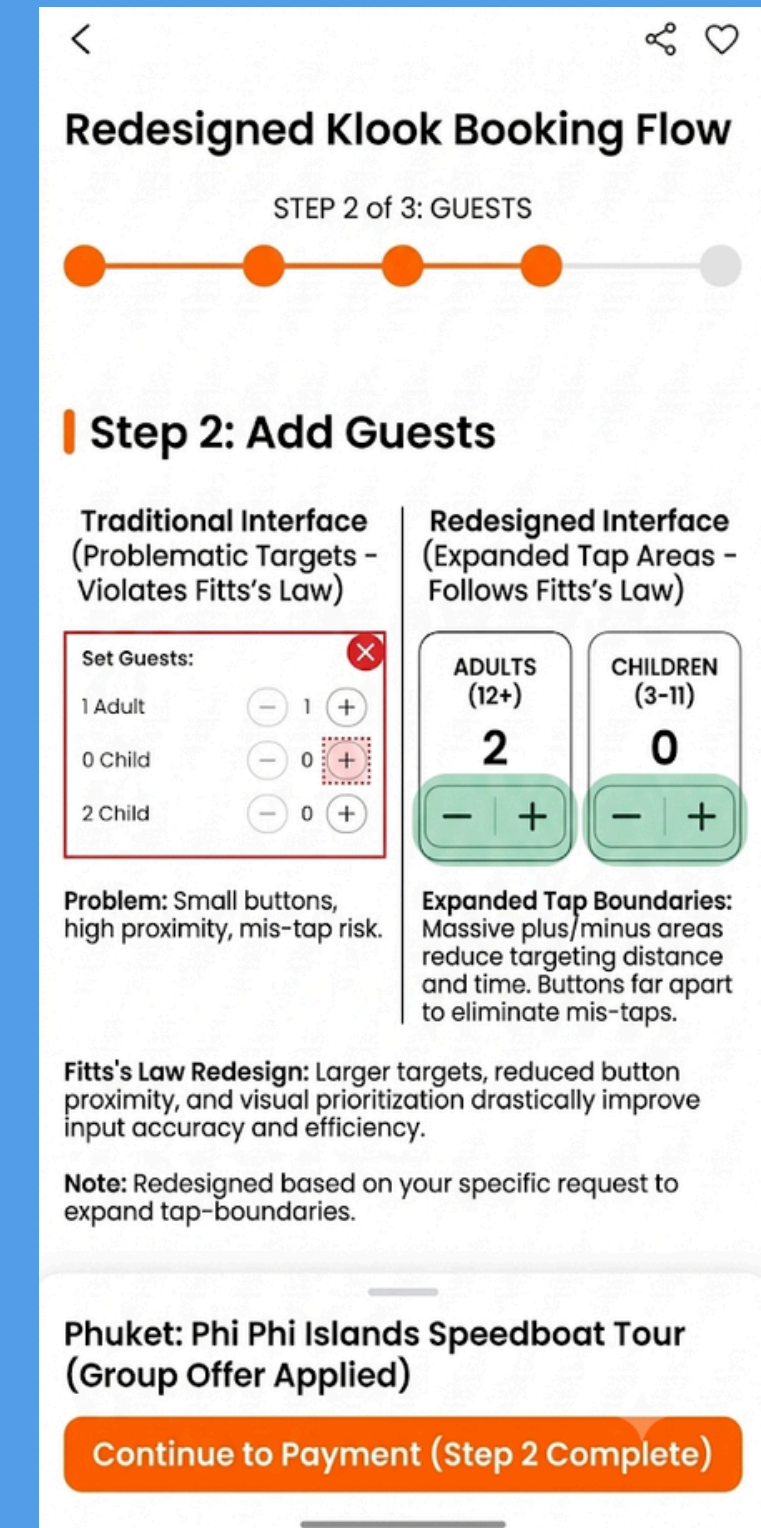
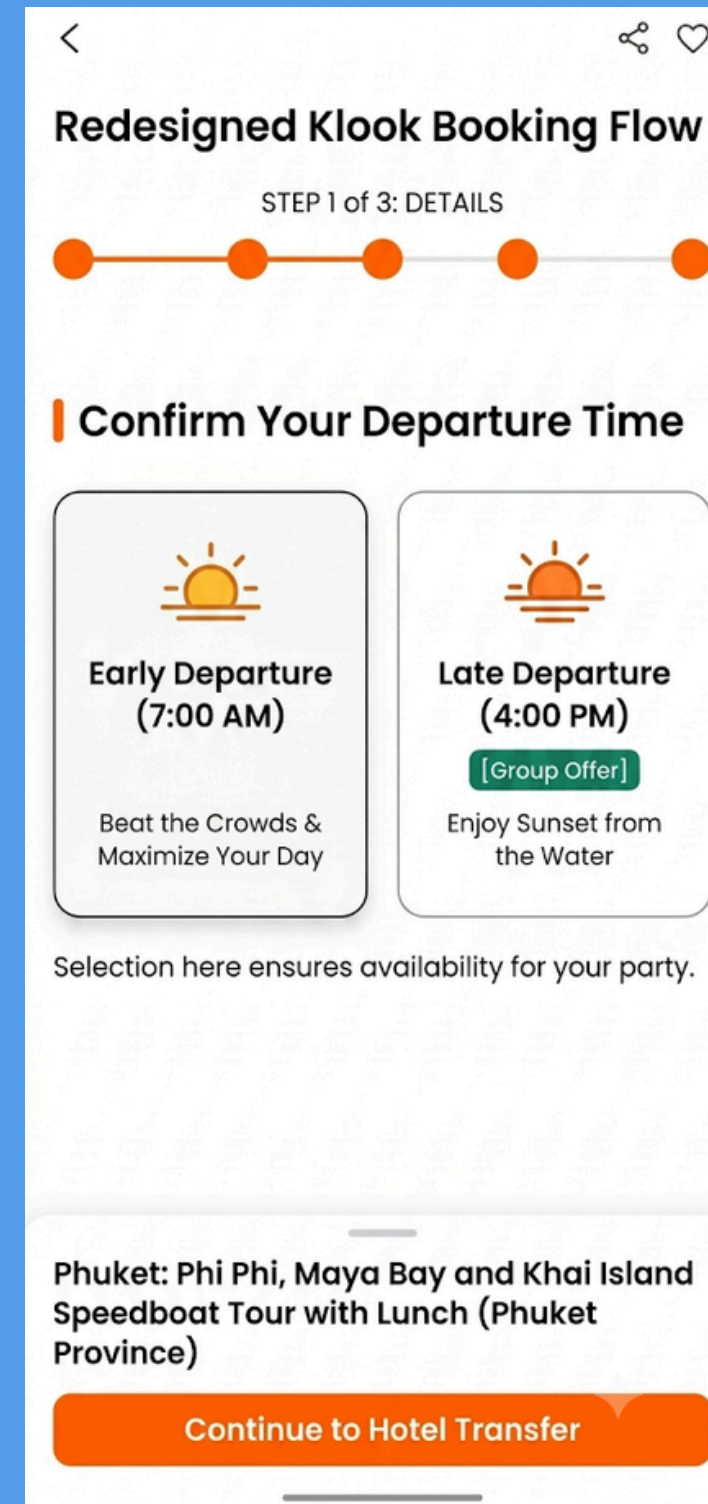
STRATEGIC REDESIGN RECOMMENDATIONS

1

Structural UI & Clarity: Redesign the package selection layouts using a clean, step-wise configuration wizard. Isolate high-stakes variables to reduce instantaneous cognitive load and respect Hick's Law.

2

Interaction Engineering: Expand the active tap-boundaries of all primary configuration icons (specifically guest adjustment tools) to guarantee flawless, on-the-move mobile input matching Fitts's Law.



STRATEGIC REDESIGN RECOMMENDATIONS

3 **Logistics Simplification:** Eradicate manual map deciphering by introducing a smart address-validation API that automatically tells the user if they qualify for free pickup based on text entry.

4 **Intelligent Error Handling:** Transition from dead-end static error pop-ups to clear, contextual assistance scripts that guide users forward through minor mistakes instead of causing cart abandonment.

Redesigned Klook Booking Flow

STEP 2: GUESTS & LOGISTICS

Step 2: GUESTS & Pickup Logistics

1. Set Guest Count

ADULTS (12+)
2
- +

CHILDREN (3-11)
0
- +

Redesigned Guest Inputs (Fitts's Law): Expanded targets, low proximity, eliminate targeting errors.

2. Select Pickup Location (Smart API Integration)

Phuket Marriott Resort & Spa, Merlin Beach

Smart Address Input: Auto-validates location as you type.

Free Hotel Pickup Qualified! Your total remains unchanged.

Eradicates Map Deciphering: Instant, accurate free pickup confirmation. No manual map required.

Logistics & Fitts's Law: Massive tap areas, reduced button proximity. Address-Validation API ensures accurate free pickup qualification, eliminating map checks.

Note: Redesigned based on your specific requests.

Phuket: Phi Phi Islands Speedboat Tour (Group Offer Applied)

Continue to Payment (Logistics Confirmed)

Redesigned Klook Booking Flow

STEP 2 of 3: GUESTS

ADULTS (12+)
2
- +

CHILDREN (3-11)
0
- +

Select Pickup Location (Smart API Integration)

Smart Address

Merlin Beach Resort, Phuket

We've located Merlin Beach Resort, but it is just outside the immediate free pickup zone.

Pickup Logistics: Intelligent Surcharge Transfer Options (Option)

Your location is serviced by our trusted local partner. A private shuttle transfer is available for ฿350 per adult. The total surcharge for 2 guests is ฿700.

We recommend using our direct service.

Add Surcharge & Continue (Total +฿700)

Enter Another Address

Phuket: Phi Phi Islands Speedboat Tour (Group Offer Applied)

Confirm Logistics Options to Proceed