

Hello, I'm Brandon.

My work focuses on both the high-level strategy and the surface level details.

Because of that, I have had the good fortune of collaborating with some of the world's most ambitious brands and organisations during my time working in agencies, internal teams and my own design consultancy.

Here's the story of one of my past projects...



This document is unlocked but please keep it private

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CASE STUDY

Helping travellers find the good out there



SUMMARY

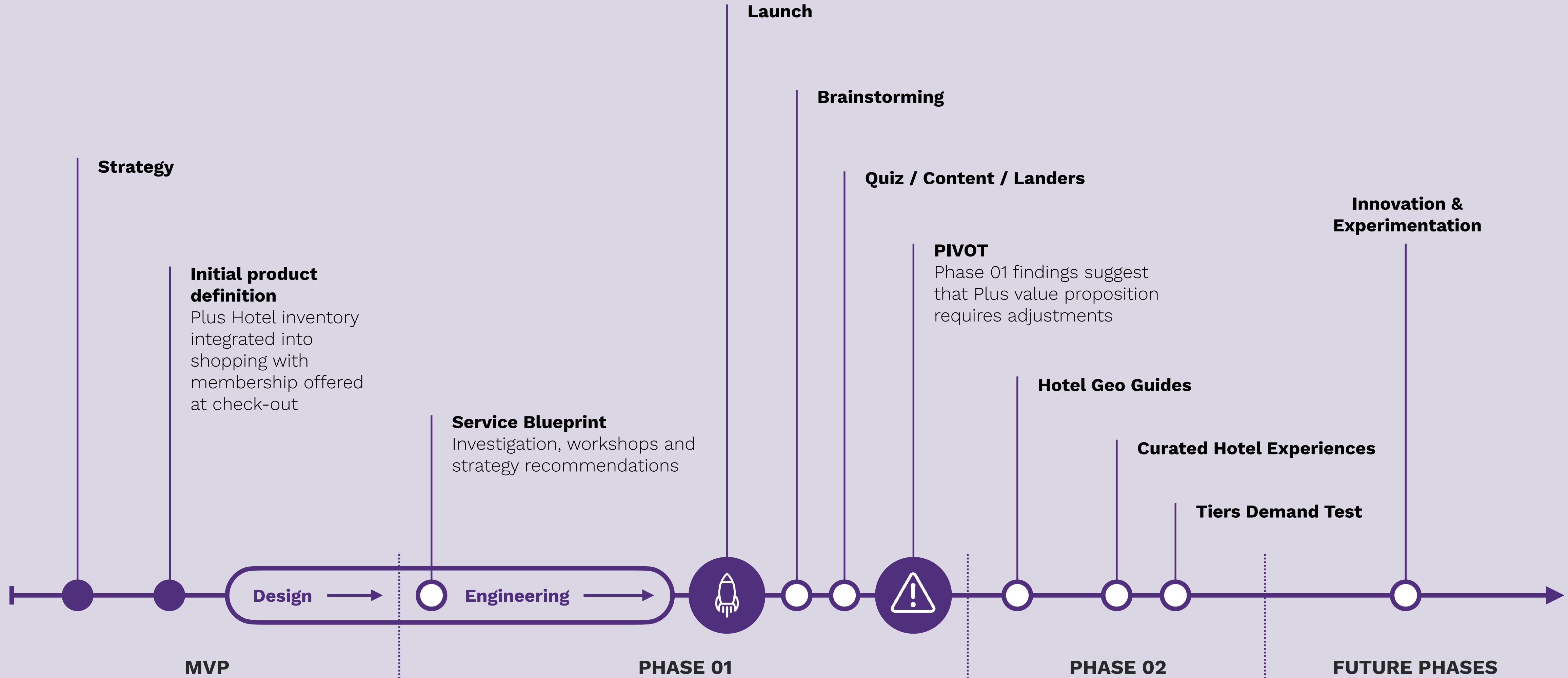
Tripadvisor Plus is a curated subscription travel service for the world's largest travel platform. It offers subscribers special deals on hotels and things to do, with exclusive travel perks, partner benefits and timely advice to enhance travelers' experience.

Tripadvisor Plus was launched quickly to get ahead of competition and test out a new revenue model. This led to gaps in the value proposition and service model that needed immediate addressing.

The Singapore Product Innovation team came in to strengthen the product and fine-tune its value proposition by discovering and focusing on user needs.

We were involved in internal research, educating travelers about the program, improving acquisition, and exploring how Tripadvisor Plus looked and felt across various product surfaces. Revenue for Plus is estimated at \$1B annually.

TIMELINE



PHASE 01:

Service Blueprint

An organization-wide reflection on Tripadvisor Plus

Service investigation

Interviews with 15 stakeholders over 5 sessions surfaced learnings about team goals, needs and responsibilities.

These sessions used pre-built FigJam boards, a team of moderators and a tightly run workshop agenda that kept things manageable at a time when pandemic lockdowns were making it difficult to work collaboratively.

Findings from each session were synthesised and shared back to the teams prior to creation of the service blueprint.

The image displays a comprehensive service investigation workspace. At the top, a FigJam board titled 'Plus Service Blueprint / Stakeholder Interview 1: Onboarding + Plus Team' is visible, featuring a customer journey map with various stages and associated notes. Below this, a detailed agenda for five sessions is provided, each with a list of participants and their roles. The bottom right section contains a large, colorful diagram titled 'What are the major moments of your team, and where does it fall along the customer journey?'. This diagram highlights key stages: 'Discover & Consider', 'Enroll & Onboard', and 'Discover'. A prominent orange circle labeled 'Poor onboarding' is centered on the 'Enroll & Onboard' stage, with several callout boxes detailing specific issues and feedback. A video call grid at the bottom left shows participants from the sessions.

SESSION 01
B2C Plus
 Elisse Ciollo
 Director, Strategy & Operations, Subscriber Experience
 Orhun Gural
 Senior Associate, Strategy & Operations
 Sean Graber
 General Manager, Tripadvisor Plus

SESSION 02
Design, Marketing, Research
 Becky Verhey
 Director, Marketing
 Paula Guntaur
 Director, UX Research
 Stephanie Prevost
 Director, Product Design
 Emily Geller
 Senior Manager, Product Design

SESSION 03
Customer Support
 Sartaj Kajla
 VP, Operations
 Tim Barker
 Director, Business Operations, Customer Support

SESSION 04
Backend Support
 Mariesa Victoria
 Senior Director Accounting
 Andrew Gale
 B2C Sr Technical Manager
 Barak Schiller
 Senior Technical Manager

SESSION 05
B2B / Supply
 Melissa Gavin
 Director, B2B Strategy & Operations
 Daniel Mitchell
 Vice President, GM Auction
 Damien Blanc
 Principal Account Manager, Tripadvisor Plus

What are the major moments of your team, and where does it fall along the customer journey?

Discover & Consider

Enroll & Onboard

Discover

Poor onboarding

ISSUES
 No onsite onboarding
 • Very confusing explanations of member benefits and how to redeem those benefits
 • Hard to find "where Plus is" on the site

Clarifying the benefit, education, and nurturing to use

Do TA members & non-members get access to different sets of information regarding Plus pre-enrollment?
 Would there be a confusion between Plus and Non-plus members for different price displayed?

Can the membership center do more work here?

Why cant Plus be integrated with Profile?

Error prone is a great word for this - What are these errors? Are they technical? Speed? Interface?

Which of these issues are WIP?

Pointing out differences in app vs. desktop view in terms of the booking experience (part of the customer journey audit)
 Lapses in messaging and differences in the booking experience when it comes to booking experiences vs. hotels

Extremely error prone
 Poor booking confirmation process (reservations not confirmed until 48 hours in many cases)
 Pricing is confusing in many cases (esp. resort fees)
 Breakdown of Plus price not clear
 Plus benefits not explained (or at all) on the check

homepage looks like TA, and go to dates, specific geo, then see plus offer
 have to go far into process to see smith cliff, not via hotel funnel

Side proj phoenix to rework, pot implications.

Omni: figma screenshot - working on summarising info, app needs rework - harder to figure out benefits, perks, discounts on app.

Elisse: we don't do anything that makes the experience seem different

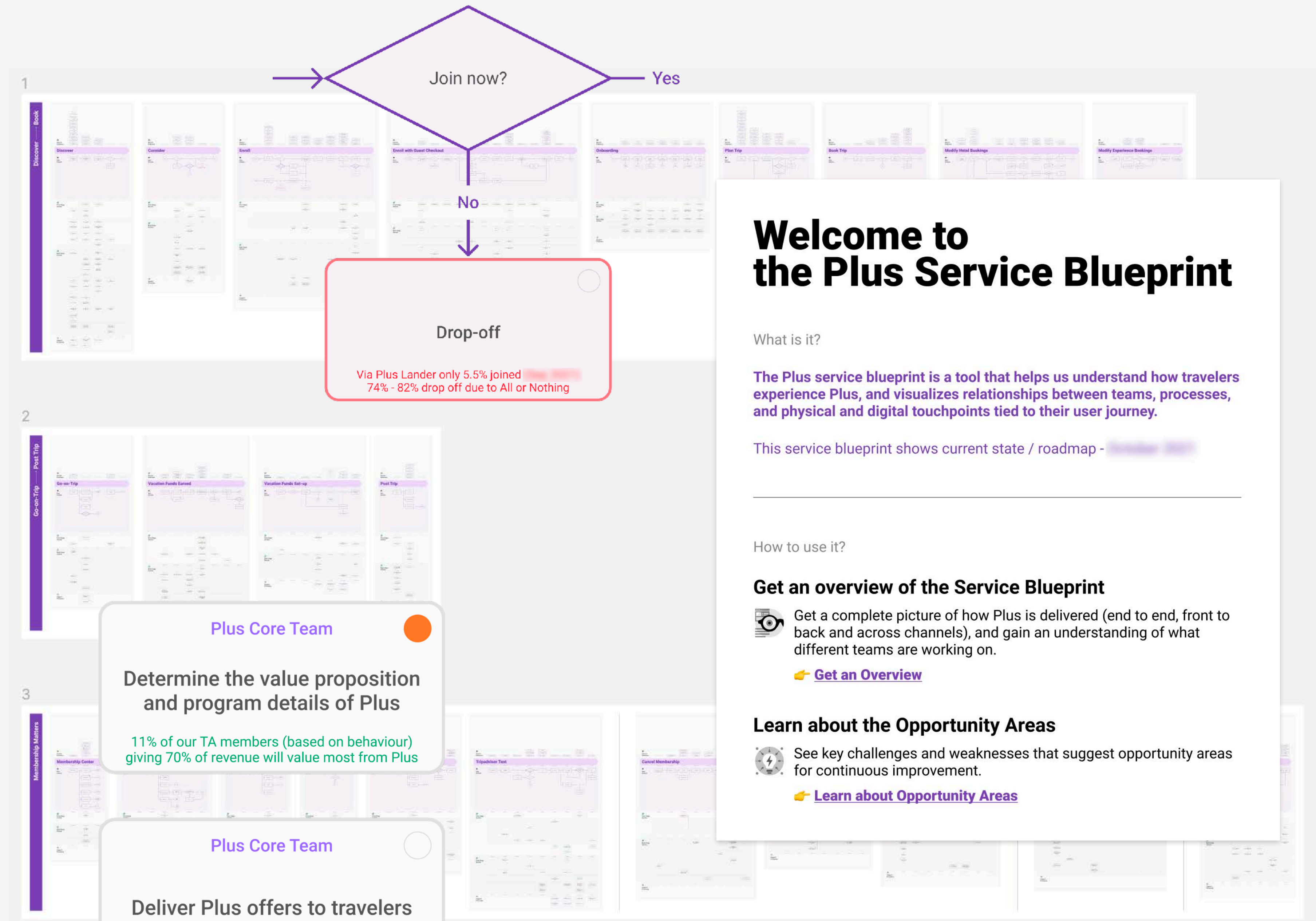
NO concept of flexible dates or locations
 • No cross-category shopping

Able to elaborate this? (Poor comparison (esp. at the room level))

Blueprint production

The final service blueprint covered 19 known stages and 6 newly discovered stages that were detected and added during the investigation:

Discover
Consider
Enroll
Guest Checkout
Onboarding
Plan Trip
Book Trip
Modify Hotel Bookings
Modify Experience Bookings
Go on Trip
Vacation Funds Earned
Vacation Funds Set Up
Post Trip
Membership Center
Membership Benefits
Membership Details
Membership History
Membership Payment
Tripadvisor Text
Cancel Membership
Cancel Auto-Renew
Renew Membership
Get Help
Free Trial



Example Stage

Discovery phase showing various layers of intelligence...

- Current state summary
- Service evidences
- User Actions
- Front Stage actions
- Back Stage actions
- Support Processes
- Opportunity Areas
- “How might we” prompts for future investigation

Here we think about the traveler discovering Plus for the first time (when getting travel inspiration, comparing options and booking).

Currently:

- We are introducing travelers to Plus by mentioning it across multiple surfaces.
- We are orchestrating lots of different marketing channels together.
- We are expecting travelers to learn the most about Plus during the booking process.
- We are relying on Customer Support to resolve a lot of initial queries.

	Session 1	Session 2	Session 3	Session 4	Session 5
User Actions	Get travel inspiration and see Plus sign-up banner	Compare options and see "Discover" banner	Book and see Plus sign-up banner	Discover?	Discover
Front Stage Actions	Surface open travel Plus banners	Surface inspiration Plus flights Plus inspiration	Surface open travel Plus banners	Surface a compelling headline to job Plus	Surface a compelling headline to job Plus
Back Stage Actions	Understand traveler needs, jobs to be done & target audience	Understand traveler needs, jobs to be done & target audience	Understand traveler needs, jobs to be done & target audience	Understand traveler needs, jobs to be done & target audience	Understand traveler needs, jobs to be done & target audience
Support Processes	Make sure partners know Plus strategy	Ensure consistency across different sites & touchpoints	Partner with Customer Support on specific queries		

#1 Discovering Plus: Making sure users discover Plus
Travelers are introduced to Plus in limited moments and in ways that may not be relevant.
 How might we introduce Plus at relevant points throughout the traveler's trip planning journey?
 Areas of consideration:

- Varying traveler segments, needs and use cases
- Different trip planning stages
- Possibilities beyond geo-specific discovery
- Discovering Plus in relation to other sub-brands such as Reco, Weekender & Insurance

#2 Value Proposition: Clearly Communicating Plus VP
Information and benefit about Plus is inconsistent, limited and confusing for travelers to understand.
 Current technology / partner limitations curb understanding of Plus benefits and its discoverability.
 How might Plus benefits be communicated in a clear and appealing way to potential subscribers?
 Areas of consideration:

- Overcoming current partner / tech limitations
- Providing clear and consistent communication
- Showcasing the best of what Plus has to offer

#3 Tripadvisor Ecosystem: Highlighting Plus in Tripadvisor branding & marketing
Travelers come to TA in different contexts, with different intents. Clearly being a sign in desktop, acknowledging that TA is also a great resource.
 How might we make travel subscription synonymous with the Tripadvisor brand?
 Areas of consideration:

- Integrating the Plus proposition with Tripadvisor's strengths
- Introducing Plus from a variety of angles - beyond just hotels and flights
- Leveraging Tripadvisor's brand association with bookings

#4 Tripadvisor Ecosystem: Considering Plus and other sub-brands
It is hard to discover Tripadvisor sub-brands within the TA ecosystem (Plus, Reco, Weekender and Insurance).
 How might we introduce and position all Tripadvisor sub-brands, including Plus?
 Areas of consideration:

- Easy discoverability of all sub-brands
- Integrating sub-brand benefits and usage with Plus
- Considering which Plus Rows / features live within the Tripadvisor ecosystem vs. the Plus-specific surfaces

Service Evidences	Onboarding -1	Onboarding -2	Onboarding -3	Onboarding -4	Onboarding -5	Onboarding -7	Onboarding -8
Membership Center Plus Welcome Email							
Audible Website Plus x Audible Email							
Tripadvisor Website Plus member Email							
Membership Center Save with Plus Email							
Tripstest Page Tripstest Email							
Rent The Runway Website Plus x Rent The Runway Email							

	Onboarding -1	Onboarding -2	Onboarding -3	Onboarding -4	Onboarding -5	Onboarding -7	Onboarding -8
User Actions	Enroll Flow	Receive email on Welcome to TA Plus	Receive email on Audible	Receive email on Member Deals	Receive email on More Ways to Save with Plus	Receive email on "Tripadvisor Text"	Receive email on Rent The Runway
Front Stage Actions		Membership Benefits Flow	Visit Audible website	Find Plus deals on Tripadvisor website	Membership Benefits Flow	Tripadvisor Text Flow	Visit Rent The Runway website
Back Stage Actions		Marketing: Introduce Plus to subscriber	Marketing: Encourage subscriber to benefit from Audible discount as a Plus member	Marketing: Encourage subscriber to explore Plus member deals	Marketing: Encourage subscribers to book Plus deals	Marketing: Encourage subscribers to setup and use Tripadvisor Text	Marketing: Encourage subscribers to purchase clothes from Rent the Runway with discount code
Support Processes		Research & Analytics Work: Analyze open and engagement rate of email	Research & Analytics Work: Analyze open rate of email and traffic to partner site	Research & Analytics Work: Analyze open and engagement rate of email	Research & Analytics Work: Analyze open and engagement rate of email	Research & Analytics Work: Analyze open rate of email and traffic to Tripadvisor Text site	Research & Analytics Work: Analyze open rate of email and traffic to partner site

#1 Discovering Plus: Making sure users discover Plus
Travelers are introduced to Plus in limited moments and in ways that may not be relevant.
 How might we introduce Plus at relevant points throughout the traveler's trip planning journey?
 Areas of consideration:

- Varying traveler segments, needs and use cases
- Different trip planning stages
- Possibilities beyond geo-specific discovery
- Discovering Plus in relation to other sub-brands such as Reco, Weekender & Insurance

#2 Value Proposition: Clearly Communicating Plus VP
Information and benefit about Plus is inconsistent, limited and confusing for travelers to understand.
 Current technology / partner limitations curb understanding of Plus benefits and its discoverability.
 How might Plus benefits be communicated in a clear and appealing way to potential subscribers?
 Areas of consideration:

- Overcoming current partner / tech limitations
- Providing clear and consistent communication
- Showcasing the best of what Plus has to offer

PHASE 01:

Co-Design Ideation

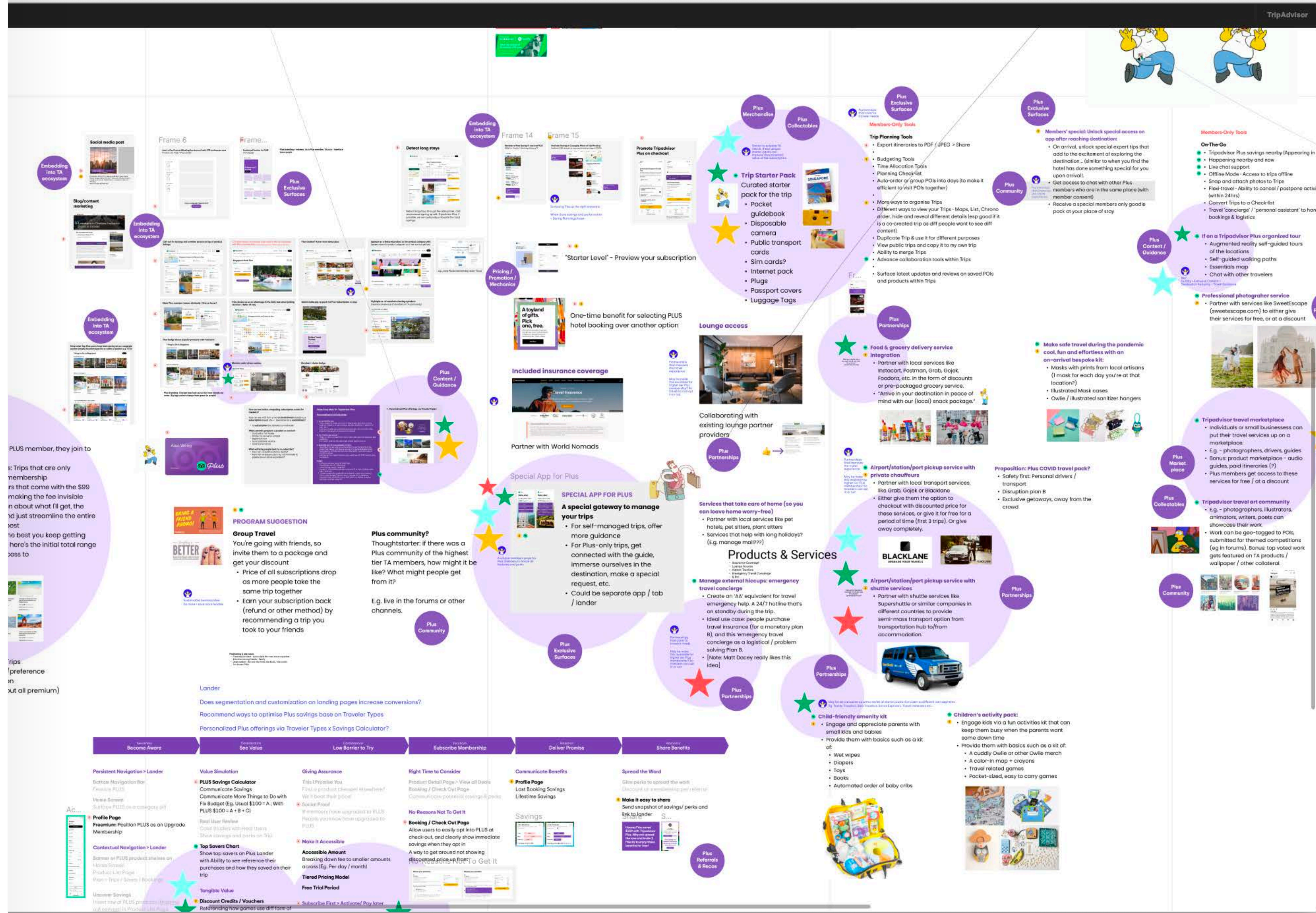
Brainstorm sessions inspired by the service blueprint

Co-design Ideation

The Service Blueprint enabled all teams to hold their own brainstorming sessions to solve strategic problems with new, existing and improved solutions.

Here, the Innovation team is conducting an energetic brainstorm focused on new user acquisition.

Ideas from this and other workshops were compiled and selected based on level of effort estimates from creative and engineering.

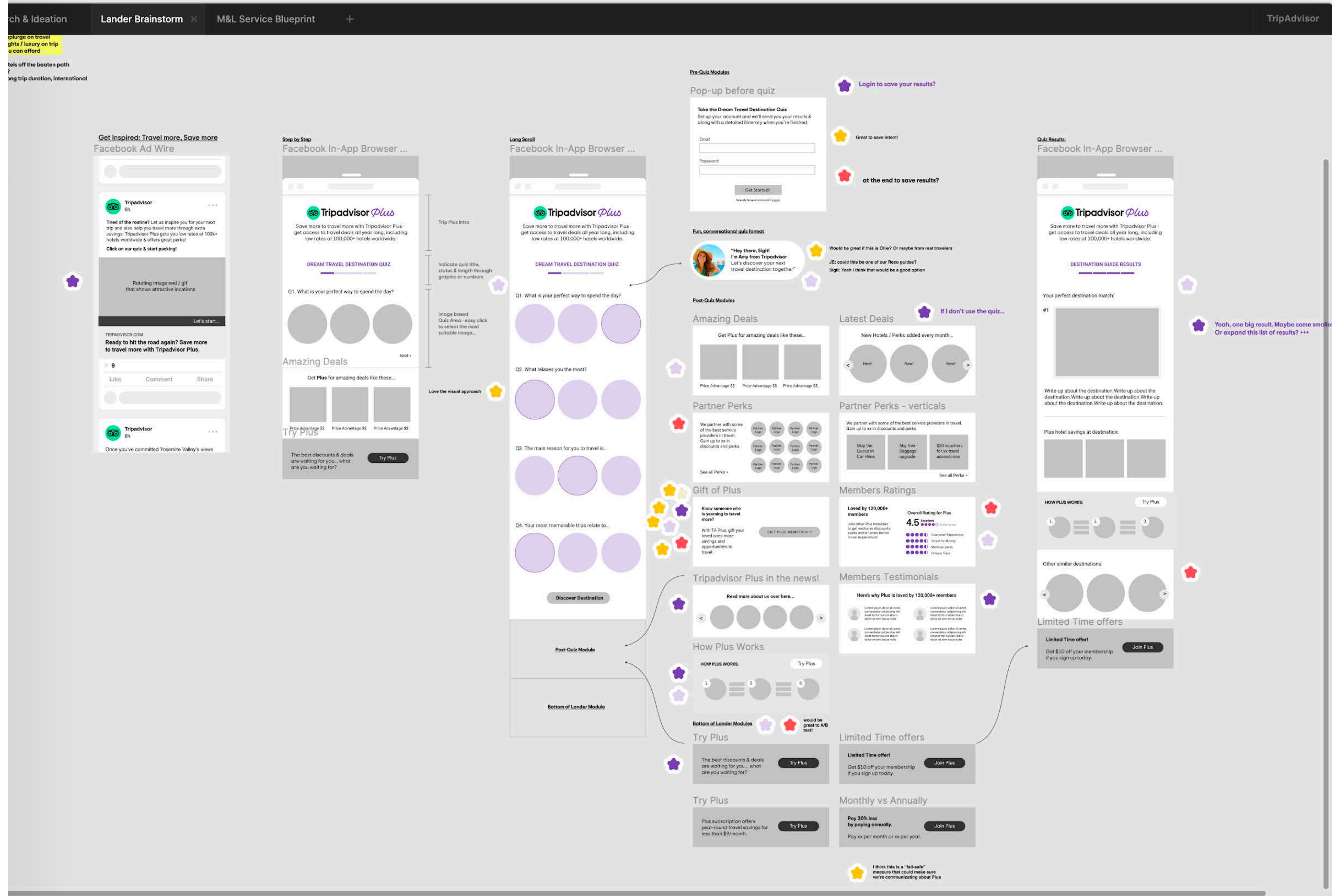


SOLUTION

PHASE 01:

Launch Material

Quiz / Channel Content / Landers



Quiz

New users landing on specially prepared quiz pages answer questions about their style of travel and other preferences, learning about Plus in the process, and are shown their ideal trip with Plus savings already applied.

Next pages...

Wireframing and prototyping enabled design and engineering to work in parallel as fidelity increased.

Page Flow & Modules

Sections

Section Annotation

Mindset
Exploring

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Wireframes

Wireframe

FB_Gene...

Join Now!

What other travelers are saying about Plus

Plus in the news!

Try Plus risk-free

Not now?

Know someone who is yearning to travel more?

Wireframe

FB_Speci...

Try Plus risk-free

What other travelers are saying about Plus

Plus in the news!

Try Plus risk-free

Not now?

Other Module Ideas

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Estimate your savings

What You...

Annotation

User: [Name]

Section: [Section Name]

Annotations:

- Annotation 1: [Text]
- Annotation 2: [Text]
- Annotation 3: [Text]

Average ...

Evaluating



Ready to unlock endless travel savings for the year ahead?

Take our quiz and discover how much you can save annually with Tripadvisor Plus.

[Calculate my savings](#)

It'll take less than a minute.



How long is an average trip?

Over the weekend

3-4 days

5-6 days

One week

Calculating your savings



Just one question to go

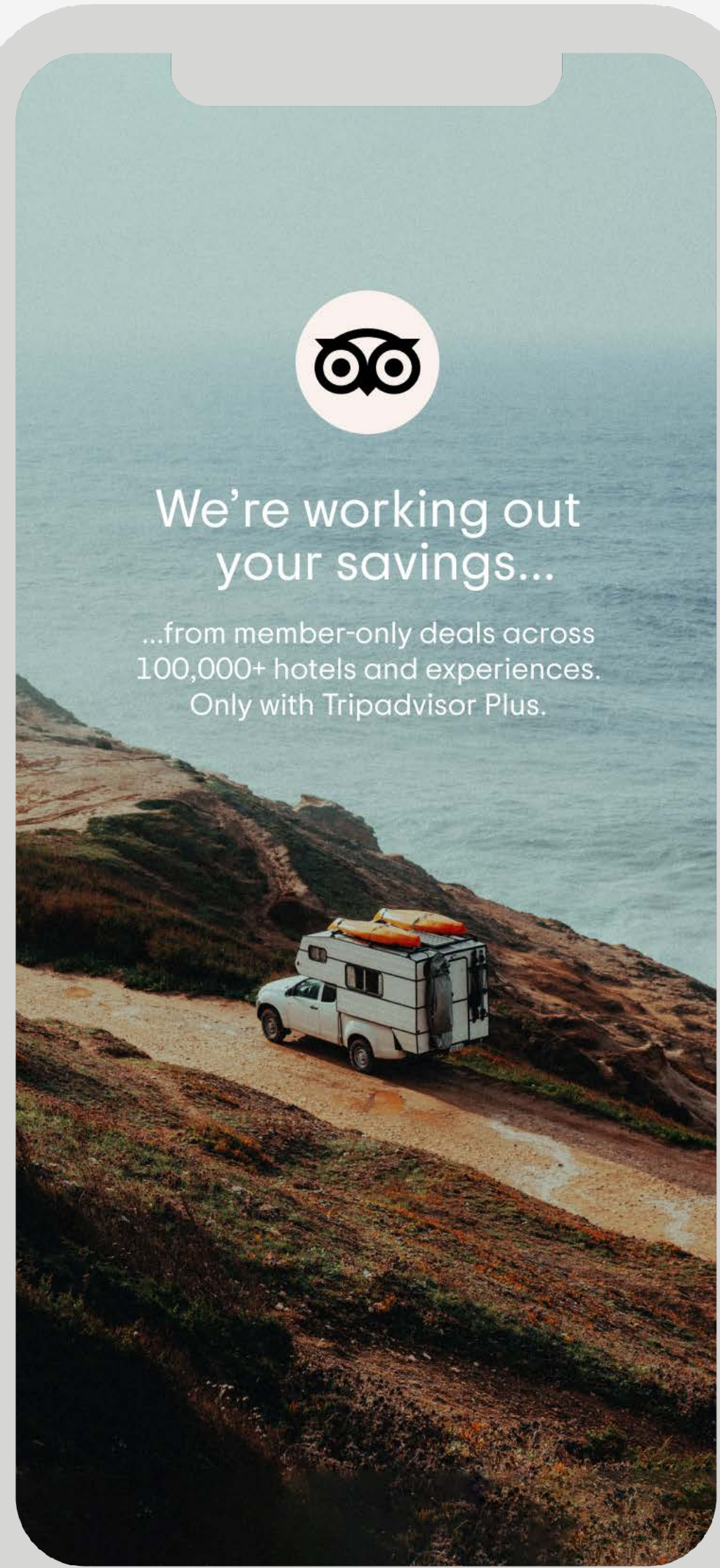
[Back](#)

[Next](#)



We're working out your savings...

...from member-only deals across 100,000+ hotels and experiences. Only with Tripadvisor Plus.



Plus members with similar trips have saved an average of

\$2,500

in just one year.

[Start saving](#)

[Retake quiz](#)

Top picks for you

Maui

Hotels



Hyatt Regency
Save up to \$80 per night



Four Seasons Maui
Save up to \$80 per night



Andaz Maui At Wailea Resort

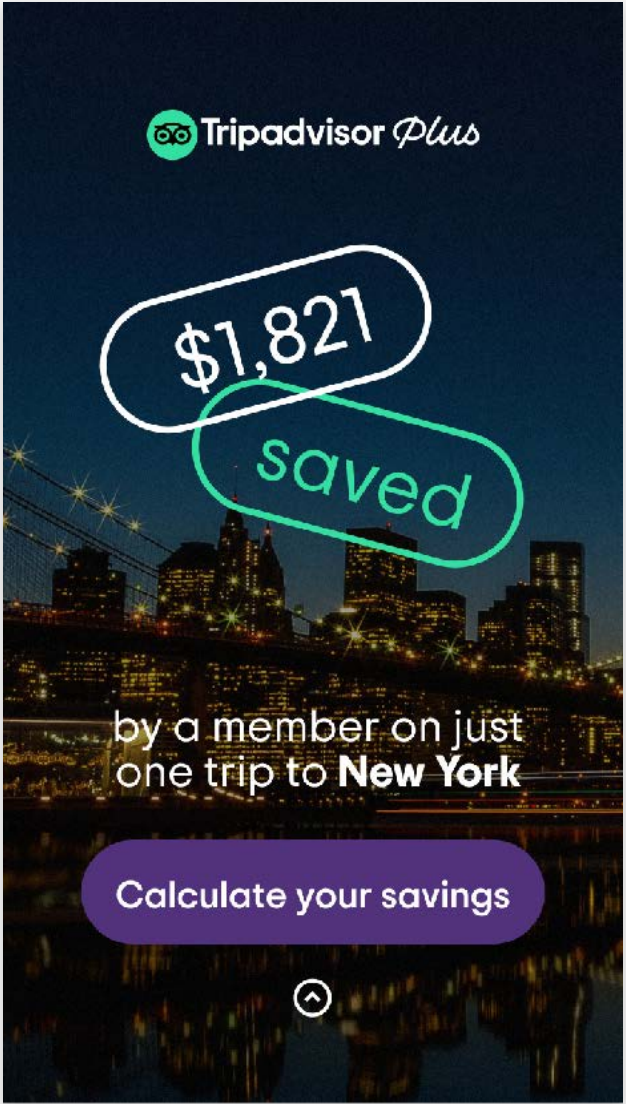
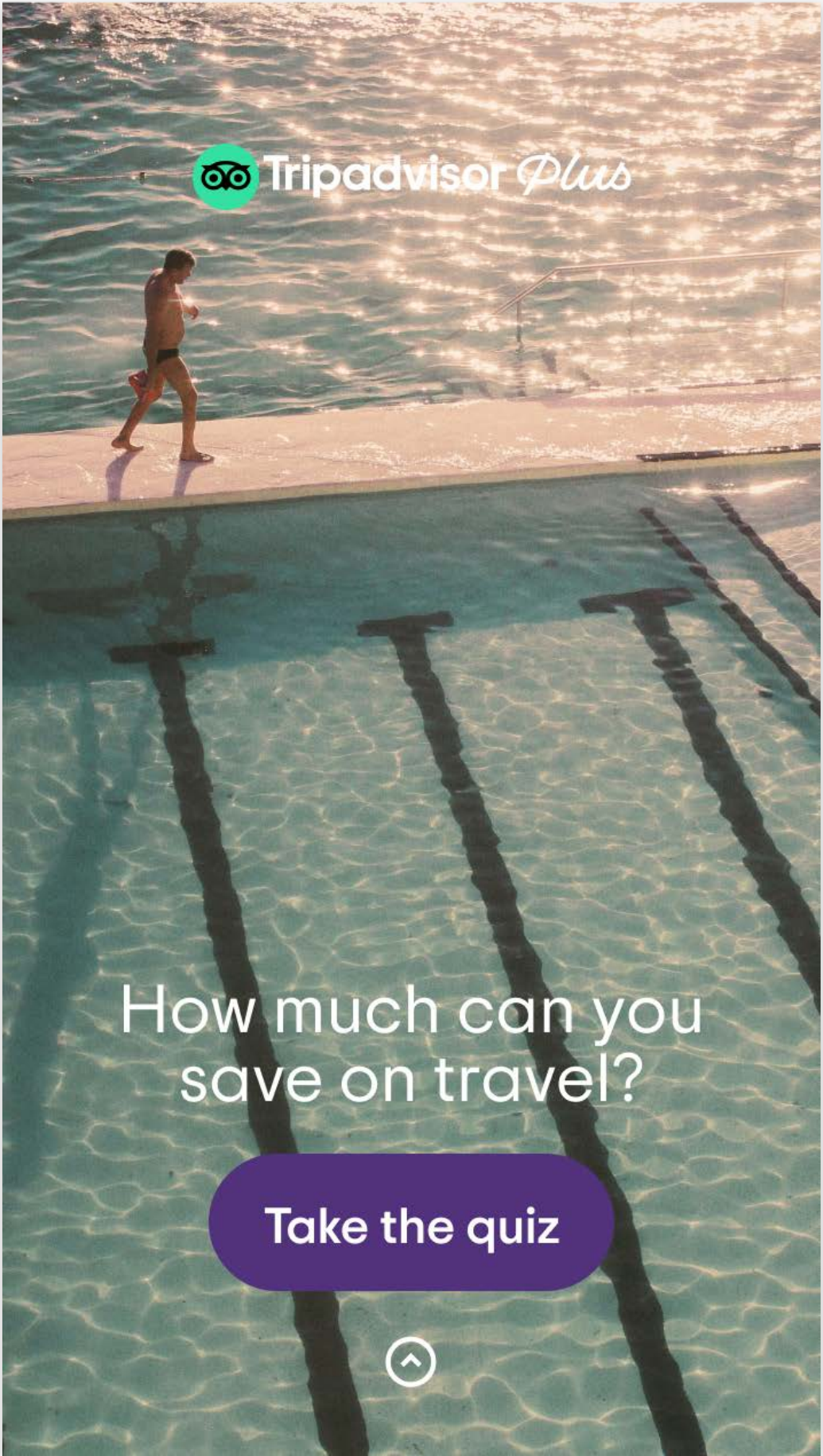
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Channel Content

Instagram stories that show Plus savings across trending destinations with link to take the quiz.



Channel Content

Facebook ads, animated banners and video clips urge travellers to learn how much they can save.

Next page...

When a new feature called "Vacation Funds" launched, specific ads were created that retargeted Active Planner travellers.

Tripadvisor
Sponsored ·

Tripadvisor Plus members are saving big. Take a 1-minute quiz and find out how much you can save annually on travel.

Tripadvisor Plus

How much can you save on travel?

Save with Tripadvisor Plus
Take the quiz and calculate your savings [Learn More](#)

541 26 Comments 87 Shares

Like Comment Share

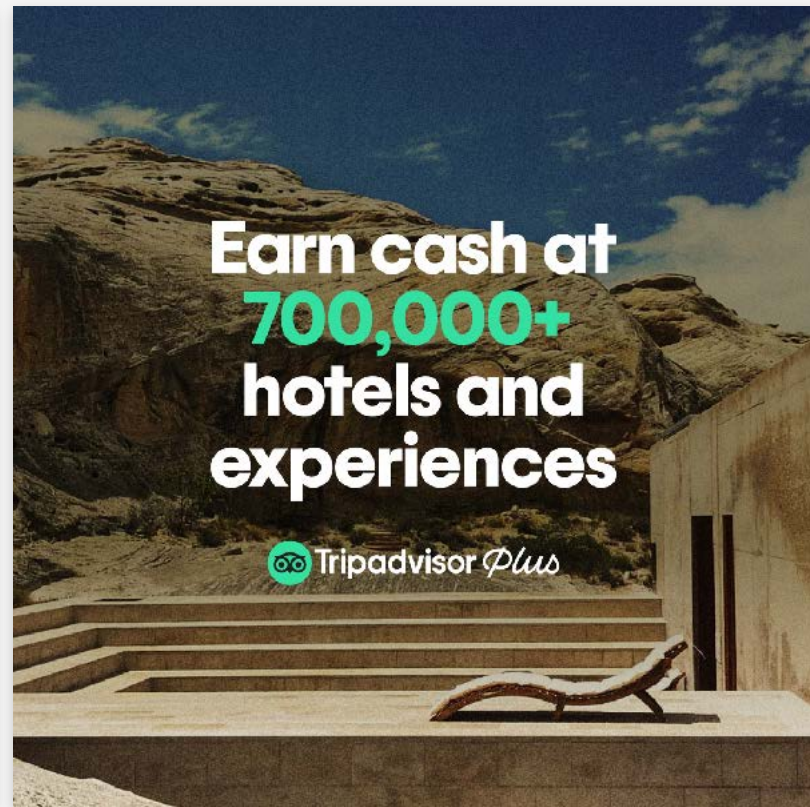
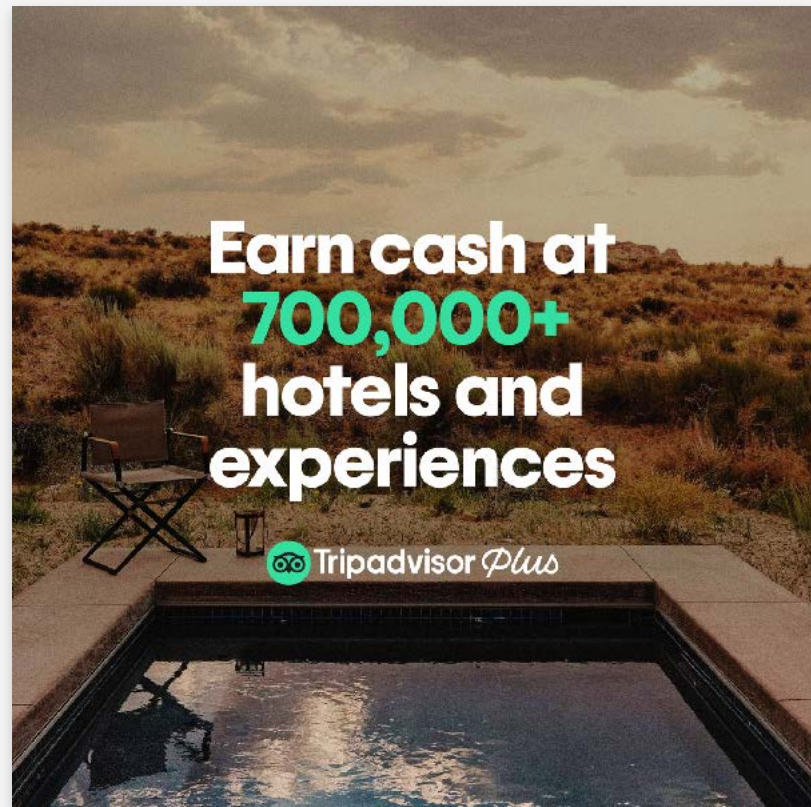
A member saved **\$2,758** on
6 nights in **Playa del Carmen, Mexico**

How much can you save?

A member saved **\$2,859** on
7 nights in **Maui, Hawaii**

Tripadvisor Plus

Take the quiz to find out



Tripadvisor
Sponsored · 🌐

Saving for your next trip? 🏡 Earn cash on all stays and activities with Tripadvisor Plus. Try it now.

Try Tripadvisor Plus
A membership that pays you to travel [Learn More](#)

👍❤️ 541 26 Comments 87 Shares

👍 Like 💬 Comment ➦ Share

Tripadvisor (Default) ✓
Sponsored · 🌐

Have more fun, get more funds. 💰 Earn 10% back on all experiences sitewide with Tripadvisor Plus.

Book Now **Full-day Hiking Tour**
Earn \$\$\$ in Vacation Funds **Book Now** **Speedboat S Tour of Mian**
Earn \$\$\$ in Va

👍 Like 💬 Comment ➦ Share

Tripadvisor (Default) ✓
Sponsored · 🌐

👂 Psst...don't leave this offer on the table. Earn cash at 700,000+ hotels and experiences with Tripadvisor Plus.

Book Now **Marquis Villas Resort**
Earn \$\$\$ in Vacation Funds **Book Now** **Faena Hotel Miami Beach**
Earn \$\$\$ in Va

👍 Like 💬 Comment ➦ Share

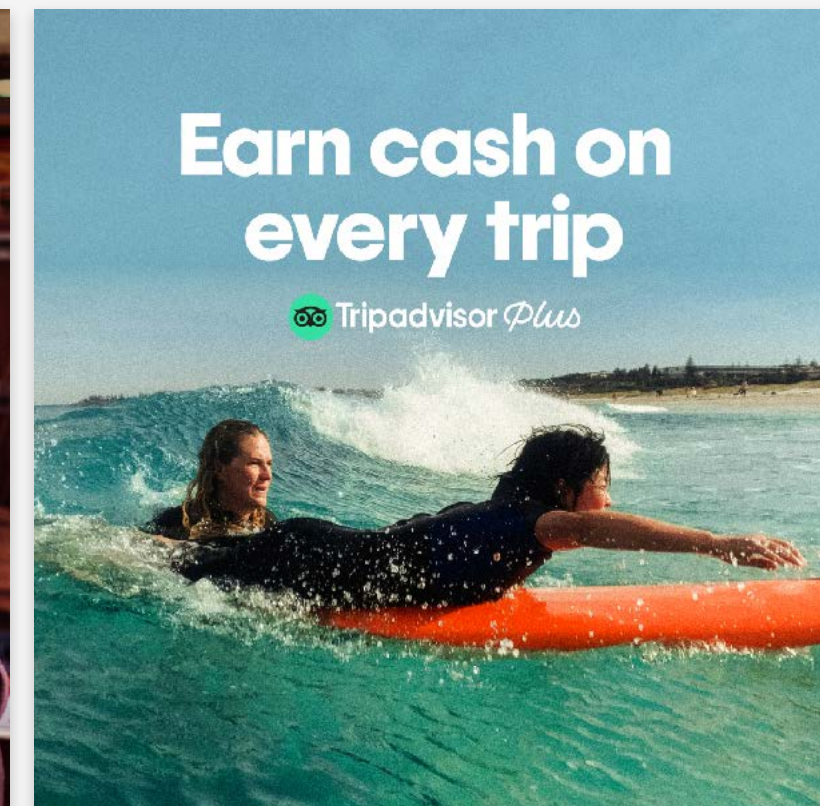
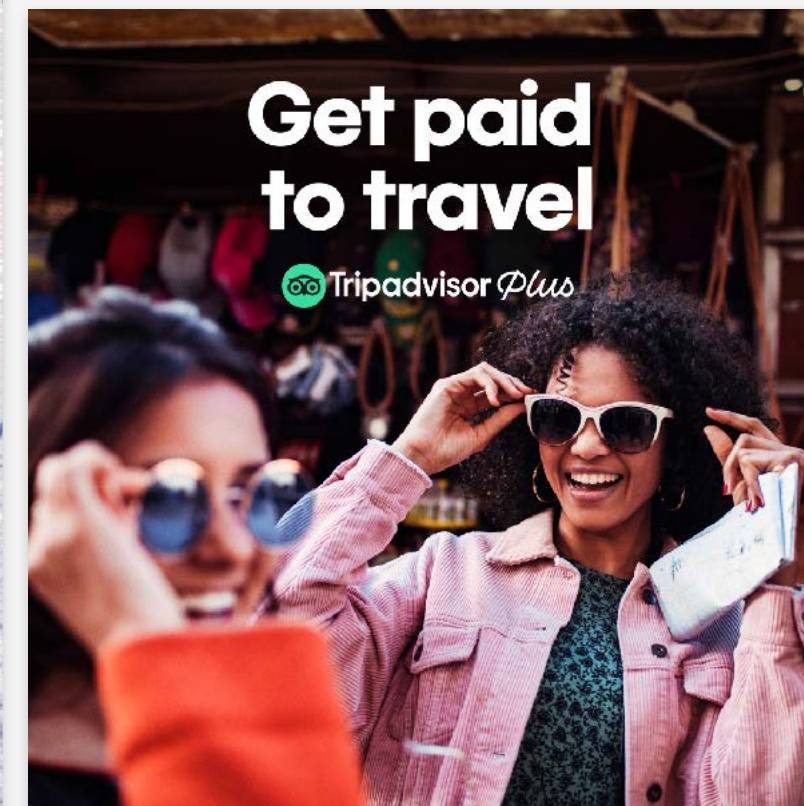
Tripadvisor
Sponsored · 🌐

Travel often? Now, get paid for it. 💰 Earn cash at 700,000+ hotels and experiences with Tripadvisor Plus. Try it risk-free for 90 days.

Try Tripadvisor Plus risk-free
Start earning on every trip [Learn More](#)

👍❤️ 541 26 Comments 87 Shares

👍 Like 💬 Comment ➦ Share



Landers

Specific landing pages for different acquisition use cases were designed, launched and tested to determine relevancy and effectiveness.

Co-branded partner landers were rolled out which were used for campaign purposes.

Learnings from the Tiers Lander helped to steer future messaging and program perks.

Next page...

Interstitials drove traffic to landers from Geography, Hotels and Things To Do pages.

Tripadvisor Plus

Earn cash on every trip with your new travel membership.

Get paid on 700,000+ stays and experiences worldwide for just \$99/year.

- Earn Vacation Funds on every stay
- Earn 10% back on every experience
- Score extra perks from our partners
- Get travel advice from the pros

Pay less for TripAdvisor Plus with Rakuten

Only applicable to your first year of subscription

\$99 (Plus Subscription) - \$7.50 (Rakuten Cash Back) = \$91.50 (for endless savings on every trip)

Start Earning

How does Plus work?

Join
When you join, you're eligible to get cash back on TripAdvisor Plus hotels and experiences. Just look out for the logo.

Book
Book any of our 700,000+ hotels or experiences and see the amount of cash you'll get back after you check-in.

Earn
Cash is transferred the day after you check in or complete your experience. Simply connect your Venmo, Paypal or bank account.

Get \$ with TripAdvisor Plus

- No-Brainer Deals
- Luxury Stays
- Romantic Getaways
- Family Trips
- Popular Destinations

No-Brainer Deals
Save more than \$99 on these deals & let Plus pay for itself.

Start Earning

Miami Beach, Florida
AVAILABLE NOW
Earn \$1658
on a 3-night stay at Nautilus by Arlo
Free welcome drink • Free WiFi

Key West, Florida
AVAILABLE NOW
Earn \$390
on a 2-night stay at The Gates Hotel
Free welcome drink • Free WiFi

Plus Member Amanda J.
Earned \$680
on a 3-night stay at The Gates Hotel
Key West, Florida

Los Cabos, Mexico
AVAILABLE NOW
Earn \$590
on a 5-night stay at Cabo Azul Resort
Free welcome drink • Free WiFi

Plus Member Jay Darren
Earned \$480
on a 4-night stay at Cabo Azul Res
Key West, Florida

Tripadvisor Plus
Introducing a new way to save when you travel
Choose the travel membership that's best for you
Take a look

Tripadvisor Plus
Tell us which perks you want the most
Place a check next to all your favorite perks—and we'll try to make them happen.

- Member exclusive hotel deals
- 10% discounts on tickets and tours
- Extra hotel perks (e.g. upgrades, free breakfast)
- Texting with travel experts
- Itineraries picked by travel experts
- Hotels selected by travel experts
- Travel extras like deals on car rentals and flights
- Other

Submit

Tripadvisor Plus

How to save on your next trip

Whether you're traveling all the time or just once a year, we've created three membership tiers to fit your needs. Choose the plan that's best for you.

Lite

Start saving with experiences discounts

\$49/year

Learn more

- ✓ 10% off 400,000+ tours, tickets, and experiences around the world
- ✓ Access to personalized travel advice from pros via TripAdvisor Text



What kind of traveler are you?

There's something for every traveler with Tripadvisor Plus. Find out what's in it for you, and score **\$XX off** your membership 🎉🌴

Start quiz

[Learn more about Tripadvisor Plus](#)



You are:

Active

If you love novelty, you'll love Tripadvisor Plus

💰 Unlike other loyalty programs, you can earn cash on thousands of brands

🌴 Choose from 700,000+ hotels and experiences worldwide

🎉 **Subscribe now to get \$XX off your membership** 🎉

Claim offer

[Remind me later](#)



You are:

Flexible

If you love novelty, you'll love Tripadvisor Plus

💰 Unlike other loyalty programs, you can earn cash on thousands of brands

🌴 Choose from 700,000+ hotels and experiences worldwide

🎉 **Subscribe now to get \$XX off your membership** 🎉

Claim offer

[Remind me later](#)



How do you plan trips?

I plan everything myself

I leave it to others

Plan? I just go



Outcome: Landers

Travellers reported...

- The Landers have a clean design that is “inviting”.
- Users get an idea about what this program offers right from the lander.
- Premium plan spans multiple categories, from dining to rentals, and “makes sense for a frequent traveler”.
- Customer testimonials help - there should be more especially given that this is a relatively new program.
- More information would be valuable to understand program and potential savings details.

New Objectives

There is an opportunity to introduce Plus “tiers” to acquire more subscribers.

- Experiment with bundles of Plus benefits and perks at different price points.
- Early research (2021) suggests that travellers may be willing to pay more if they get more.
- Better market positioning relative to growing competition (e.g. using tablet devices, incorporating TravelZoo subscriptions).
- Partner with big brands and hotel chains.

Outcome: Plus Program

The original Plus shopping experience was suboptimal for travelers as well as for the business. Travelers were overwhelmed by the noise on Tripadvisor's hotel shopping pages, and as a result they were not able to easily search for and book Plus offers - nor were they able to comprehend the full value of the Plus subscription offering.

Furthermore, the interrelated logic for how and when Plus and meta offers were shown in the shopping experience caused an alarming 12% revenue cannibalisation rate of hotel revenue.

These issues required a fundamental rethink of the Plus shopping experience for the benefit of travelers and the overall health of Tripadvisor.

New Objectives

Pivot to ideas from Blueprint: Membership Area

- Improve the overall Plus shopping experience so that users understand how to find and book Plus stays, and more clearly see the full scope of benefits that the Plus program offers
- Solve the hotel cannibalisation issue.
- Test user response to a geo-curated and hotel-curated model via qualitative user research, and use that feedback to inform an approach to launching a series of demand tests for the “curated Plus shopping” space.
- Accumulate the learnings from research and demand tests to inform how/what we build on plus.tripadvisor.com for a standalone Plus shopping experience.

SOLUTION

PHASE 02:

Hotel Geo Guides

First step towards a member shopping experience

Geo Guides

Miami was chosen as the first location for the Geo Guide concept.

To kick-off Phase 2 new Plus Member pages were designed to test out 3 potential directions for the Plus program: Deals, Geo Guides, and Curation.

UX research findings were used to test winning concept via demand tests.

Next page...

A variety of content modules were put in place to enable flexible testing. Emails were also created to drive traffic to these new Plus product surfaces.

The screenshot shows the TripAdvisor Plus Miami Geo Guide page. At the top, there's a navigation bar with the TripAdvisor Plus logo, the location 'Miami', the dates 'Feb 23-28', and a 'Go' button. Below this is a large aerial image of Miami Beach. The main heading is 'Miami' with the subtext 'Florida, United States'. A short introductory paragraph follows: 'If you'd like to break out of the Miami Beach bubble, you've come to the right place. We've curated a wonderful list of hotels and activities in the Magic City just for you. With TripAdvisor Plus, you're a VIP in Miami—all the time.'

Below the intro is a section titled 'Top-rated Plus stays' with a subtext 'Exclusives, extras & more'. There are several filter tabs: Highlights, Budget, Mid-range, Luxury, Family-friendly, Business, Modern, and Romantic. The 'Luxury' tab is selected. Below the filters is a grid of hotel cards. Each card includes a hotel name, rating, price, and a list of perks.

Hotel Name	Rating	Price	Perks
Faena Hotel Miami Beach	4.5/5 (288)	\$1,295 \$995/night	Early Check-in
W South Beach	4.5/5 (288)	\$788 \$588/night	Early Check-in • Free Breakfast
Mandarin Oriental, Miami	4.5/5 (288)	\$879 \$689/night	Early Check-in • Free Breakfast • Welcome Drink
The Miami Beach Edition	4.5/5 (288)	\$700 \$540/night	Free Breakfast
The Setai, Miami Beach	4.5/5 (288)	\$1,068 \$888/night	Welcome Drink
The Raleigh Miami Beach	4.5/5 (288)	\$568 \$468/night	Early Check-in
Nobu Miami	4.5/5 (288)	\$654 \$524/night	Free Breakfast
1 Hotel South Beach	4.5/5 (288)	\$700 \$776/night	Free Access to Rooftop Bar
The Goodtime Hotel	4.5/5 (288)	\$348 \$288/night	Late Check-out

Best hotel deals

Only for TripAdvisor Plus members

[See more](#)

Hotel Name	Rating	Price	Savings
Faena Hotel Miami Beach	4.5/5 (288)	\$1,295 \$995/night	Save \$300
Mandarin Oriental, Miami	4.5/5 (288)	\$879 \$689/night	Save \$190
The Miami Beach Edition	4.5/5 (288)	\$700 \$540/night	Save \$160

Essential Miami

Ways to explore the city

Beach & Sports | Nightlife | **Art & Culture** | Design & Architecture | Family-friendly | Outdoors

Art & Culture

Miami's art and culture scene is much more than its splashy art fairs. Pick your eye-candy from a dizzying list of museums, street art, and stage shows. The city is also known as the Capital of Latin America, so be sure to dive into her cultural offerings, from neighborhood jaunts to food tours.

Category	Item Name	Rating	Perks
Hotels	The Raleigh Miami Beach	4.5/5 (9,743)	Miami Beach Hotels
Things to Do	Superblue Miami	4.5/5 (9,763)	Art Museums
Things to Do	Wynwood Walls	4.5/5 (9,763)	Points of Interest & Landmarks
Things to Do	Wynwood City Tour	4.5/5 (9,763)	City Tours

More TripAdvisor Plus benefits

Make the most of every trip

I'm looking for a quiet hotel in London 🇬🇧

We got you...

Extra perks for members

Get discounts on Hertz rental cars, Rent the Runway outfits, and Dollar Flight Club flight bookings

[Learn more](#)

Get guidance from travel experts

Find the answers to all your questions with our Trip Insiders

[Text an Insider](#)

Properties taking safety measures

Deals

- Free cancellation
- Reserve now, pay at stay
- Properties with special offers

Price

\$0 - \$336 +

Hotel Indigo Miami Brickell, an IHG hotel Sponsored

Booking.com \$198 Expedia.com 23 reviews

Free cancellation

Free Wi-Fi, Pool, Special offer

Novotel Miami Brickell 2,758 reviews

Free cancellation, Reserve now, pay at stay, Special offer, Visit hotel website

Hampton Inn & Suites by Hilton Miami Airport South - Blue Lagoon 3,667 reviews

All inclusive

Heading to Miami?
We've picked the best of the best hotels, with special perks & deals.
[Take a look](#)

Heading to Miami?
We've picked the best of the best hotels, with special perks and deals.
[Take a look](#)

Extra cash. For the extras.
Introducing a new membership program that pays you to travel. Literally.
[Find out more](#)

Best Western Plus Miami Airport North Hotel & Suites 1,490 reviews

Expedia \$108 Booking.com \$108 Hotels.com \$108 TravelUp.com \$147

Free Wi-Fi, Free parking, Taking safety measures, Visit hotel website

Mandarin Oriental, Miami 3,410 reviews

Booking.com \$240 Expedia.com 87 Best Value of 365 places to stay in Miami

Hotels handpicked for you

Tripadvisor Plus members get access to preferred rates and perks in Miami.

The *Plus* Standard

How we select only the best hotels for Tripadvisor Plus

- 'Very Good' or 'Excellent' rating
- 4* or 5* properties only
- Curated by city insiders
- Offer member-only rates and perks

[Luxury](#) [Family-friendly](#) [Boutique](#) [Romantic](#)

Prices for a 5-night stay from June 13 - 18, 2022. [See more](#)

Mr. C Miami Coconut Grove

Save \$388 • Free Parking

\$388 \$310/night

<NAME>, here's a sneak preview for you

Tripadvisor
To: etiberio@tripadvisor.com

A new way to travel better in Miami

Plus by Tripadvisor

Wave hello to endless sun, sea, and savings

We've worked with local insiders to curate Miami's best hotels and experiences. And—we're launching an awesome new way to save on them all.

[Take a look](#)

SOLUTION

PHASE 02:

Curated Hotel Experiences

Iterating and improving member shopping

Curated Hotel Experiences

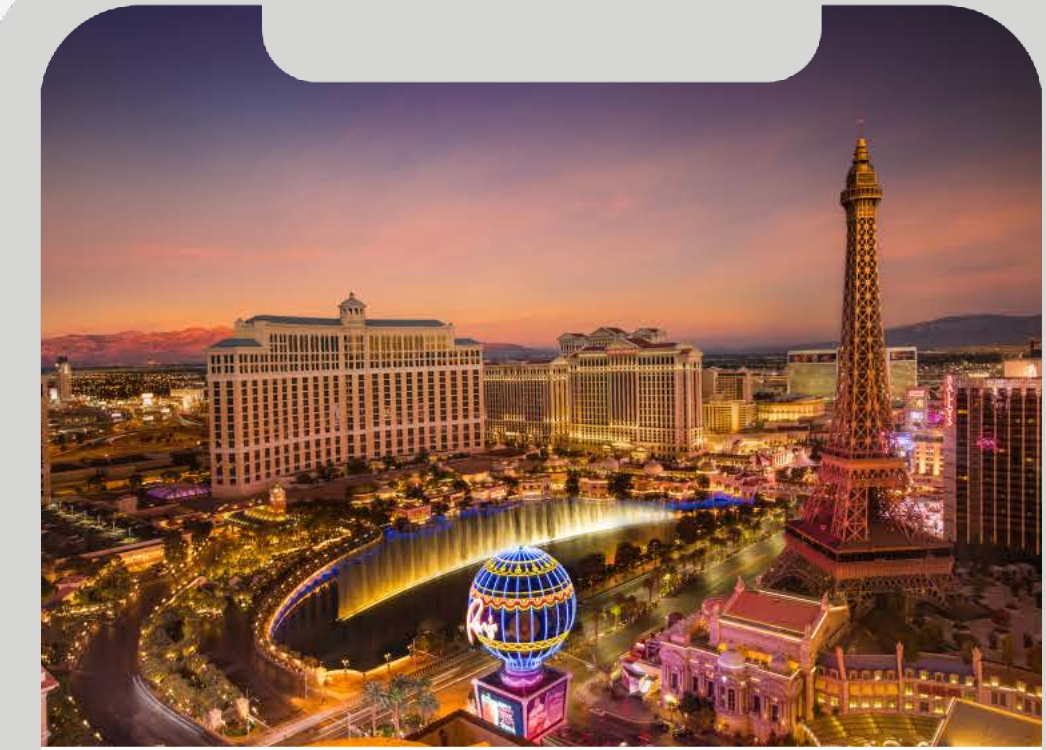
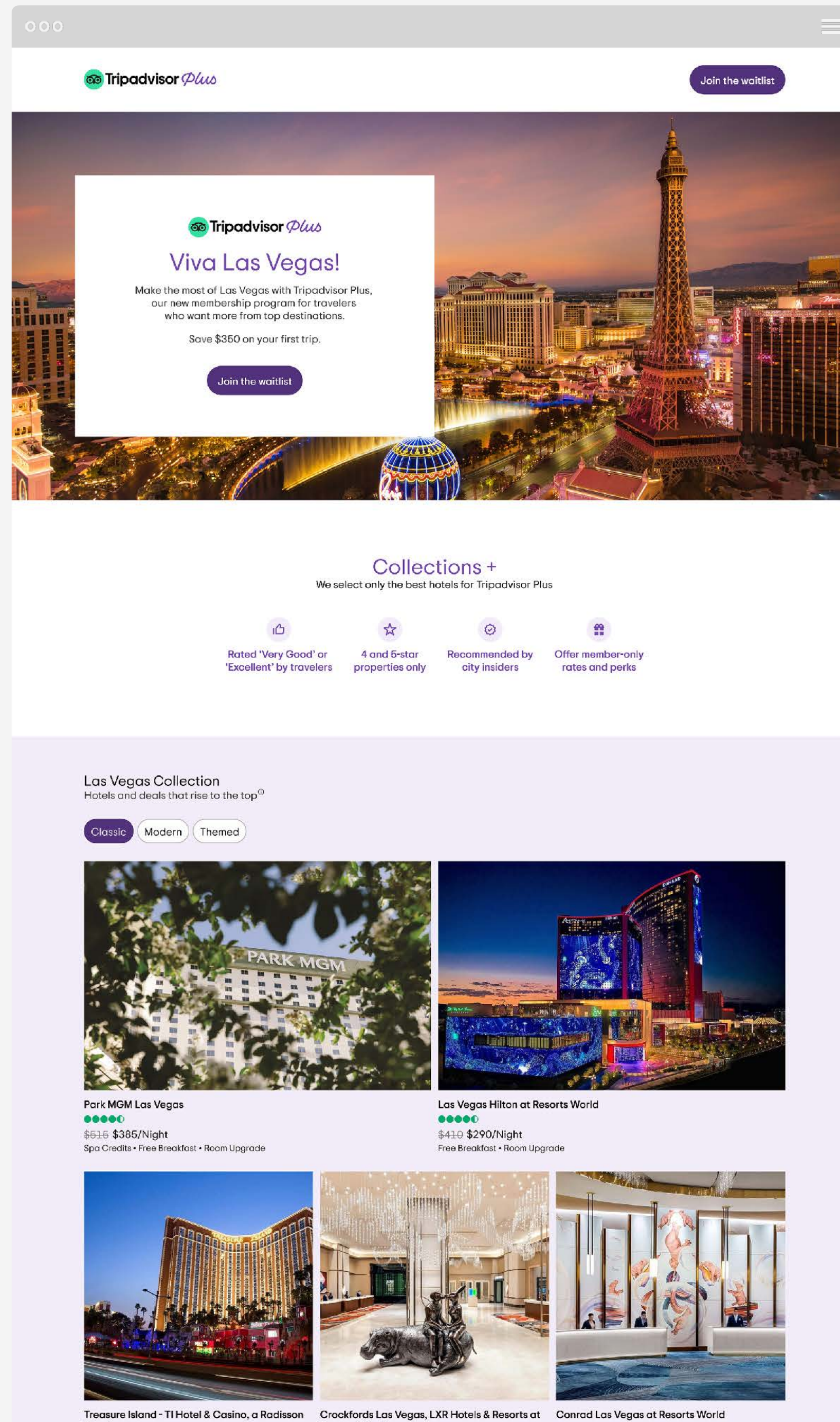
Vegas was chosen as the location for this concept and these were shared with and shaped by feedback with hotel partners.

Curating the Plus member shopping experience by offering the best hotels, and explaining why they've been selected for the inclusion.

Educating users on the breadth of Plus and showing them how to make the most of their benefits.

Next page...

Offering similarly exclusive experiences that only Plus members can access.



Viva Las Vegas!

Make the most of Las Vegas with TripAdvisor Plus, our new membership program for travelers who want more from top destinations.

Save \$350 on your first trip.

Join the waitlist


Collections +

We select only the best hotels for TripAdvisor Plus



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Tripadvisor Plus Join the waitlist






+ Collection
ARIA Resort & Casino
 ●●●●●
 \$515 \$385 /Night
 Early check-in • Free breakfast • Free room upgrade

About the hotel

#7 of 18 resorts in Las Vegas • © 2021 Travellers' Choice Best of the Best

Discover a world of illuminating experiences at AAA Five Diamond ARIA Resort & Casino, where world-class dining and five-star service converge with in-room technologies and award-winning rooms and suites.




ARIA's unsurpassed amenities include technologically-advanced rooms and suites, renowned restaurants, unique pools and cabanas, 5-star spa facilities, innovative fitness center, integrated shopping, buzzing nightlife, and a world class casino.

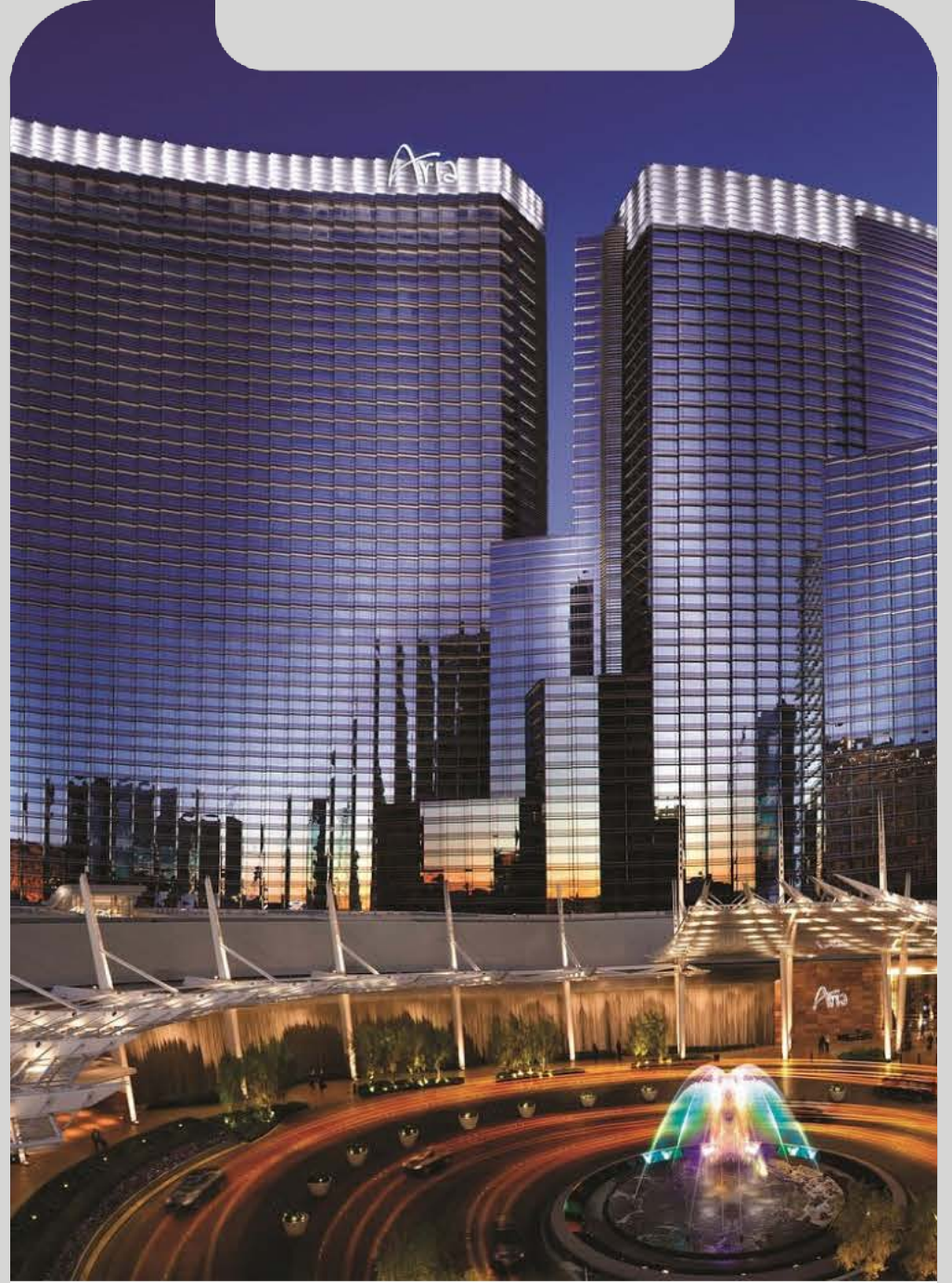
World class amenities

- Award-winning Rooms
- Unique Pools & Cabanas
- Innovative Fitness Center
- 5-star Spa Facilities
- World-renowned Restaurants
- Entertainment Venues
- Integrated Casino

Why we selected this hotel

Award-winning Hotel Entertainment Choices World-class Dining




+ Collection

ARIA Resort & Casino
 ●●●●●
 \$515 \$385 /Night
 Early check-in • Free breakfast • Free room upgrade

About the hotel

The hotel's unsurpassed amenities include technologically-advanced rooms and suites, renowned restaurants, unique pools and



+ Collection

Grand Canyon Deluxe Helicopter Tour from Las Vegas
 ●●●●●
 \$515 \$385 /Adult

About the tour

This Grand Canyon helicopter tour whisks guests from Las Vegas to the secluded grandeur of the Arizona desert in a fast and fabulous manner.

Your tour begins with private transport

Outcomes

All signs point to a positive change in direction...

- 20% of 7,500 total visitors joined the waiting list which is a strong signal of interest in Plus
- 3.1% CTR on desktop interstitial (vs benchmark of 1.5%)
- 0.3% CTR on ads (vs. benchmark of 0.17)
- 7K visitors made it to a Plus shopping lander
- Of those visitors, 20.3% clicked through on the "Waitlist" CTA

Travellers have communicated their interest in the following premium benefits...

- Hotel trip cancellation insurance
- 20% off your bill at select restaurants
- 15% discount on Vacation Rentals
- Premium welcome gift package
- 5 free-days on rental cars
- Fee-free restaurant delivery
- Pre-reserved tickets on experiences

New Objectives

Build on this success as Plus finds market fit

- Continue to pursue the path of 1) Curation and 2) a Standalone shopping experience for Plus.
- Determine the most attractive bundles and price points that customers may be willing to pay for.
- “Phase 3” testing is actively being scoped and new design is proceeding.

With demand tests proceeding, some effort has been spent imagining how Plus may look in the not too distant future.

Examples of future use cases...


- On-trip wearable
- App Clip program trial

WAVE 4

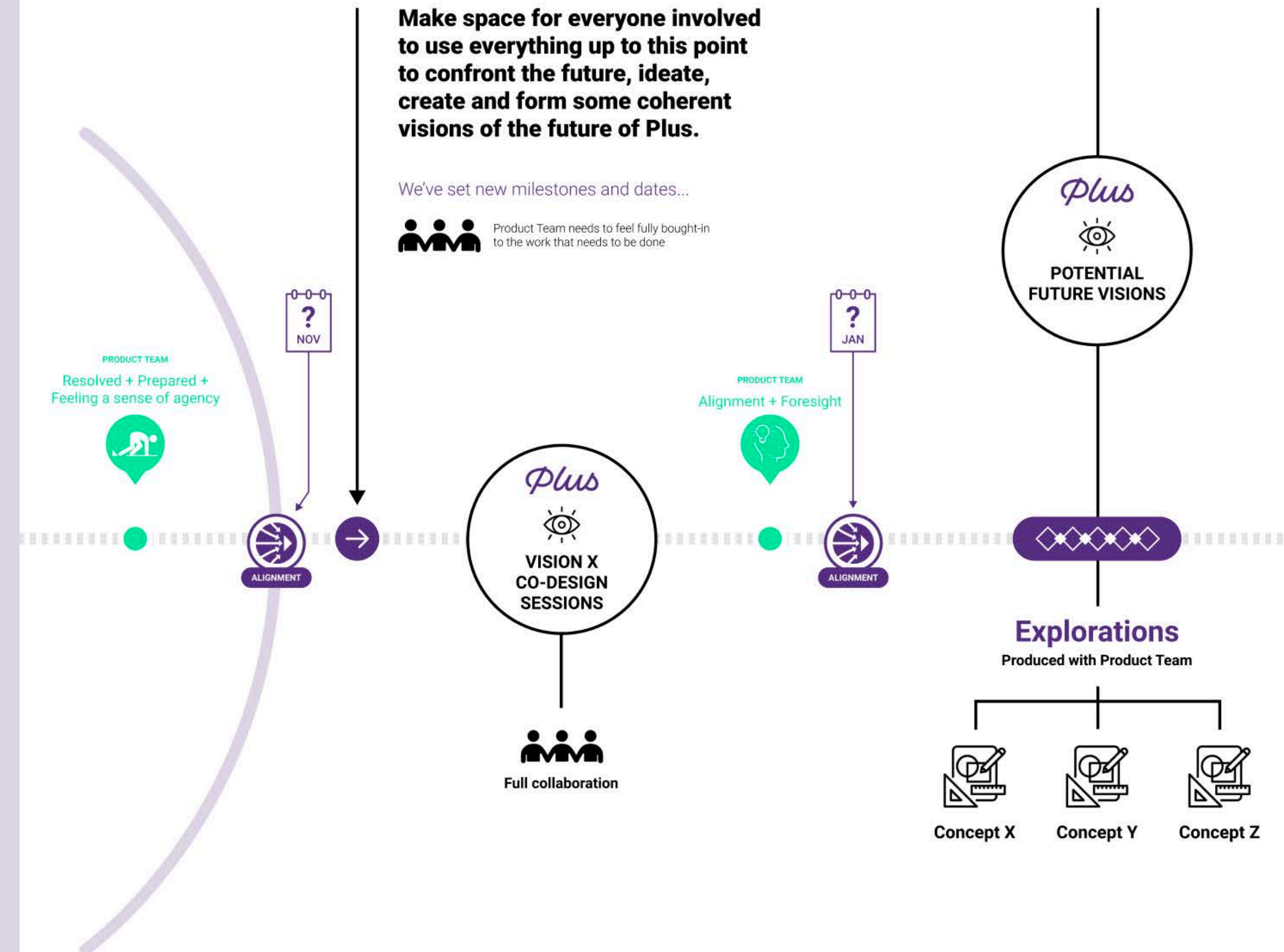
Future Thinking

Make space for everyone involved to use everything up to this point to confront the future, ideate, create and form some coherent visions of the future of Plus.

We've set new milestones and dates...

 Product Team needs to feel fully bought-in to the work that needs to be done.

Prototyping



FUTURE PHASE:

On-Trip Wearable

Integrating Plus into the traveller's daily habits

On-Trip Wearable

After hotel check-in, Plus members receive their Plus Vacation Funds which can be used on-trip.

Currently, this service interaction happens over email – but if the traveller had a wearable, such as an Apple Watch, the traveller might experience this moment in real time and be able to take action more easily.



Notification

The cashback moment has arrived



Options

Start a transfer right away or see details



Details

Branded moment to emphasise notification

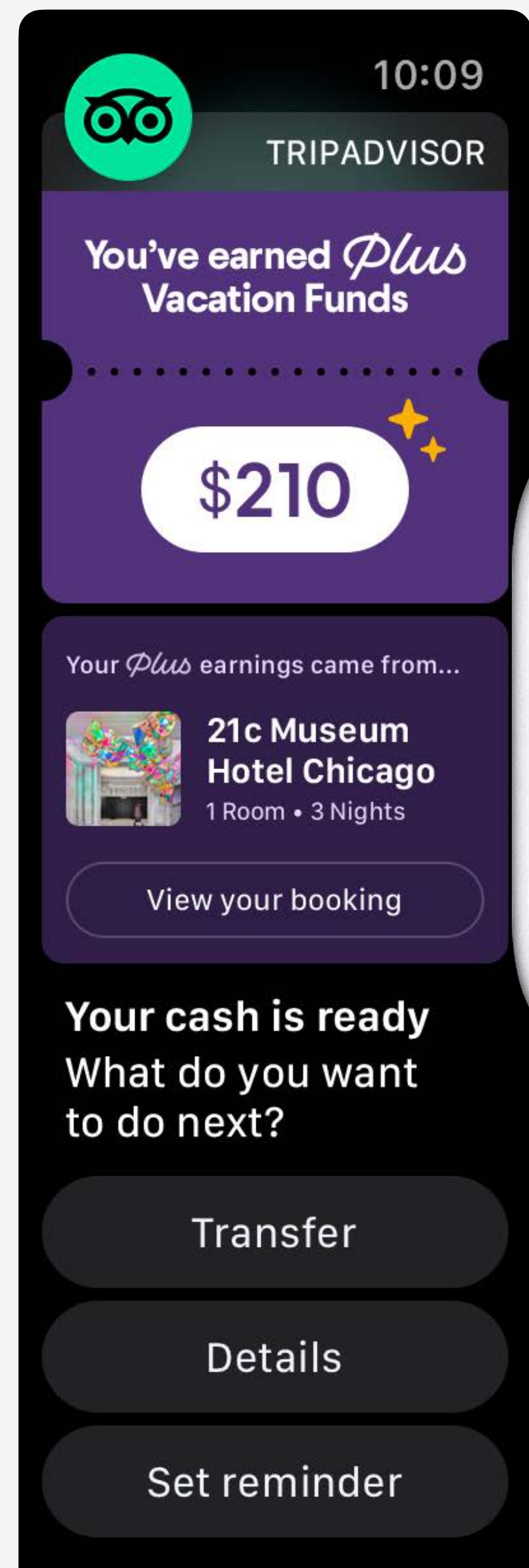
On-Trip Wearable

Scrolling or swiping down reveals additional details about the Vacation Funds event.

Big Plus Moment
Celebrate and see your savings

Booking
Easy access and attribution

Transfer
Transfer your money now while you're thinking about it



On-Trip Wearable

Plus is a service that can improve the traveller's on-trip experience in any number of ways.

In this example, a well-timed Geo Update about a nearby point of interest (the zoo) surfaces a an exclusive ticketing deal for Plus members.

Geo Update

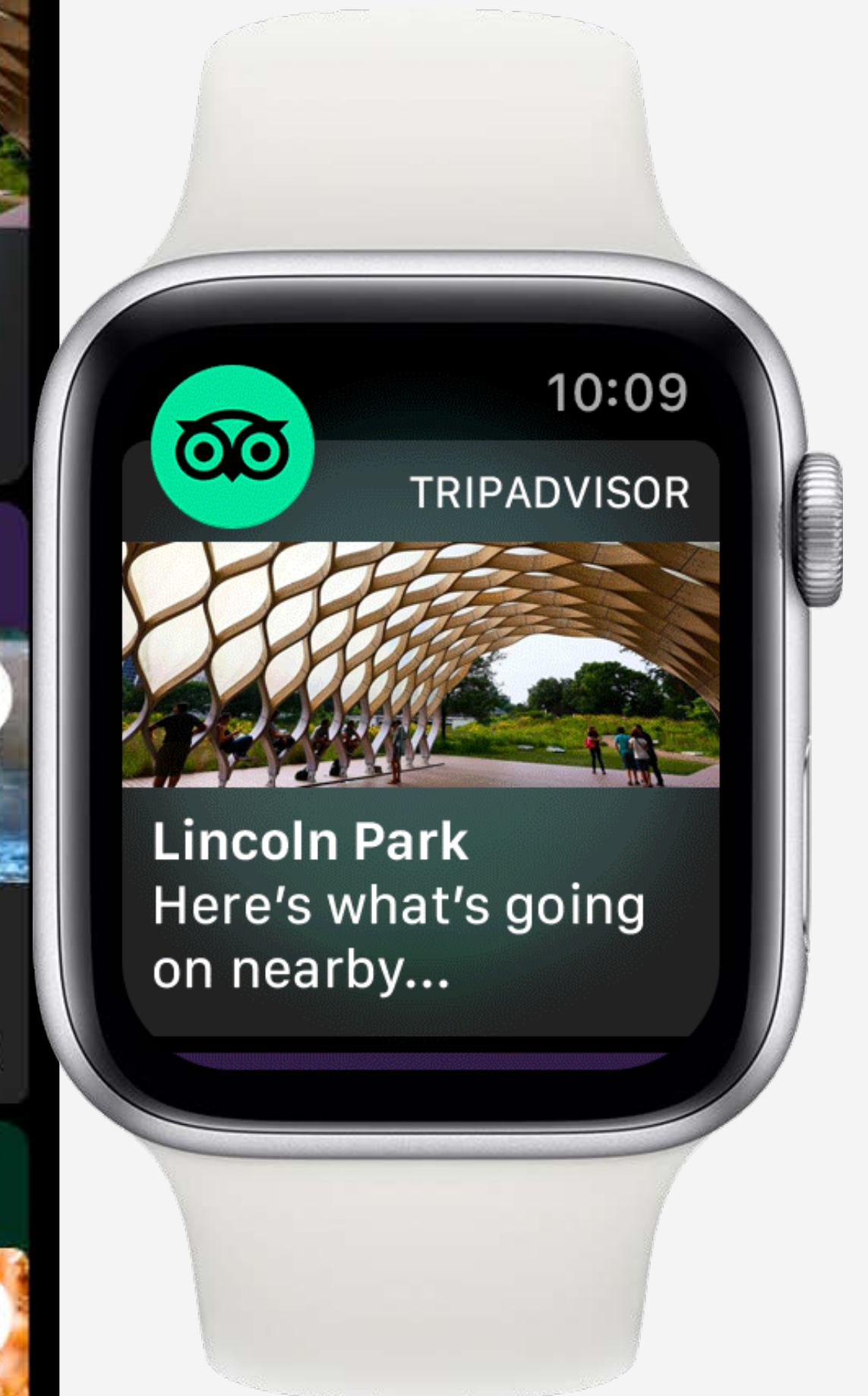
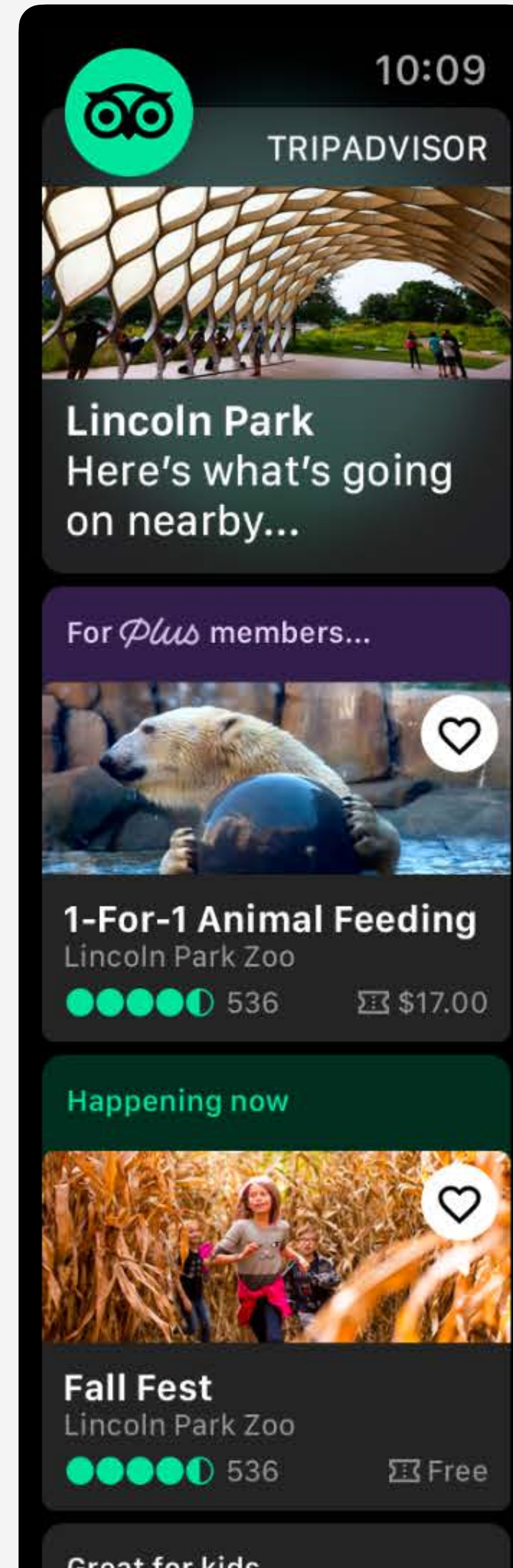
Suggestions related to nearest point of interest

Plus presence

Special items for members

Now nearby

Bookable today



INNOVATION

FUTURE PHASE:

App Clip Plus Trial

Experience Plus at the moment it's mentioned

App Clip

Plus Preview App

Travelers can download a limited version of Plus, browse deals as a member, and learn the value of a full Plus membership

Plus enrolment

Travelers who can “try out” a full membership are more likely to enrol

Plus booking

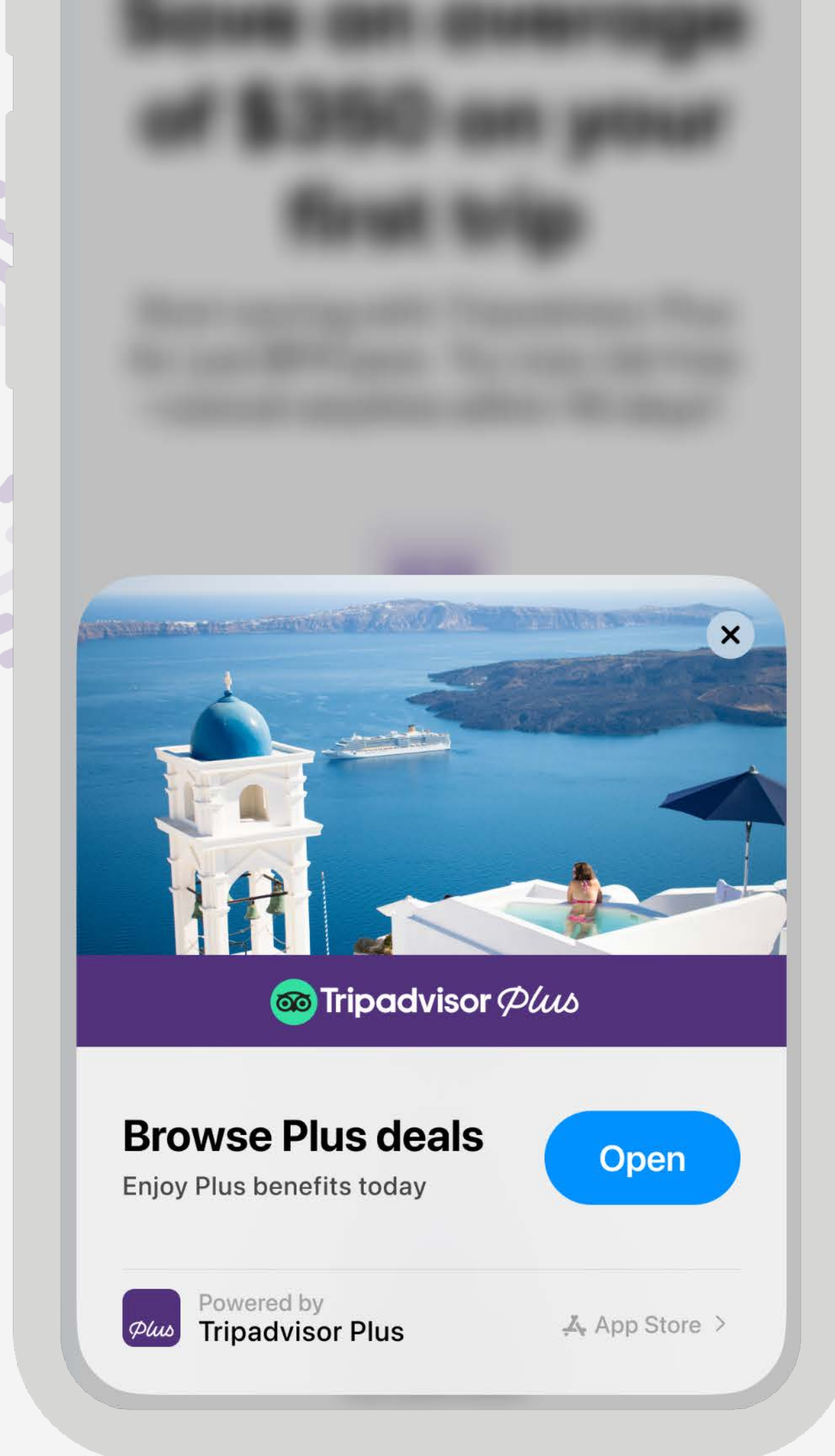
Make Plus bookings right after joining

Lead generation

Users of the Plus Preview app have signalled their interest via gated trial



App Clip
Preview image with Plus branding



Plus Lander
Lander focused on new user acquisition

Action
Open to browse Plus deals

Feedback

Notes from the wider Tripadvisor organization

Setting the strategy for Plus...

“The Plus Tiers concepts back in Q1 was a completely new prototype created for testing purposes. In the initial phases of scoping, although we had a vague idea of how we wanted to test the concept on the live site, the [Innovation] team came up with numerous excellent prototypes that really shaped our thinking of the new Plus product. The initial test results were very promising.”

Eamonn Taylor

Associate Director of Product Management



Pointing the way for PMs...

“One thing that I really appreciate is how the [Innovation Team] team went above and beyond on every task they took on and came up with alternative ways to think about them, which pushes me to diversify my thinking as a Product Manager.”

Orhun Gural
Product Manager II





“Think of Tripadvisor as serving 1 billion travelers a year. And if it’s only 10 million that sign up – still less than 1 percent of our annual traffic – times \$100, and the math works nicely in a recurring subscription revenue.”

Steve Kaufer
Former CEO of Tripadvisor



“Despite being in beta stage, confined to certain areas of the U.S., and without a full basket of direct supply, Tripadvisor Plus is still something to get excited about.”

Richard Clarke
MD of AB Bernstein

Next steps

What happens to Plus from here...

Continuity

Incoming CEO, Matt Goldberg, has announced continued support for Plus.

Recognition as a key innovation effort

In a recent strategy engagement with McKinsey, Plus was selected from among several innovation efforts as a priority growth area for 2023.



Matt Goldberg
Tripadvisor CEO

[Online Travel](#)

Tripadvisor CEO May Revamp Plus Membership Program

[Dennis Schaal](#), Skift

November 15th, 2022 at 4:30 PM EST



CASE STUDY

Bon voyage!

 **Tripadvisor** *Plus*



Nice to meet you.
**I'm a hands-on
pixel producer,
product innovator
and data-driven
design leader.**

I lead design and research teams and together we create, build and scale user-centered and data-driven products and experiences for people all over the world.

To get in touch with me just say
hello@bschmittling.com



Thank you for your time.

**I'm currently leading the User
Experience team at Taoti
Creative in Washington, D.C.**

As Director of UX Design I'm looking after (and growing) an innovative, lean and effective team that delivers value to our clients. Get in touch with me to discuss speaking engagements and other professional opportunities.

My full work history is available on LinkedIn at [btiny.link/linkedin](https://www.linkedin.com/in/benschmittling)

hello@bschmittling.com

+1 571 412 7432