

andrew
fishel

Case Study: Virtual Agent

Expedia, 2020

Background

About the company

As the flagship brand of parent company Expedia Group, Expedia is at the forefront of online travel. With the broadest inventory in the travel industry and two decades of knowledge and experience, Expedia facilitates millions of travel bookings every year.

I began working at Expedia in 2019.



Background

Key problem

The COVID-19 pandemic introduced unprecedented challenges to the travel industry. Global travel ground to a halt virtually overnight, and stayed that way for over a year. Over time, the business impact to Expedia would be severe.

But in those first uncertain weeks and months, a more immediate problem emerged: thousands of customers were suddenly trying to cancel their travel bookings over the phone. Call centers were overwhelmed, costing the company money and delivering a miserable cancellation experience on top of an already-stressful situation.

1.1m

**Cancellations processed digitally
Mar 25, 2020 to Apr 2, 2020**

Background

Key problem

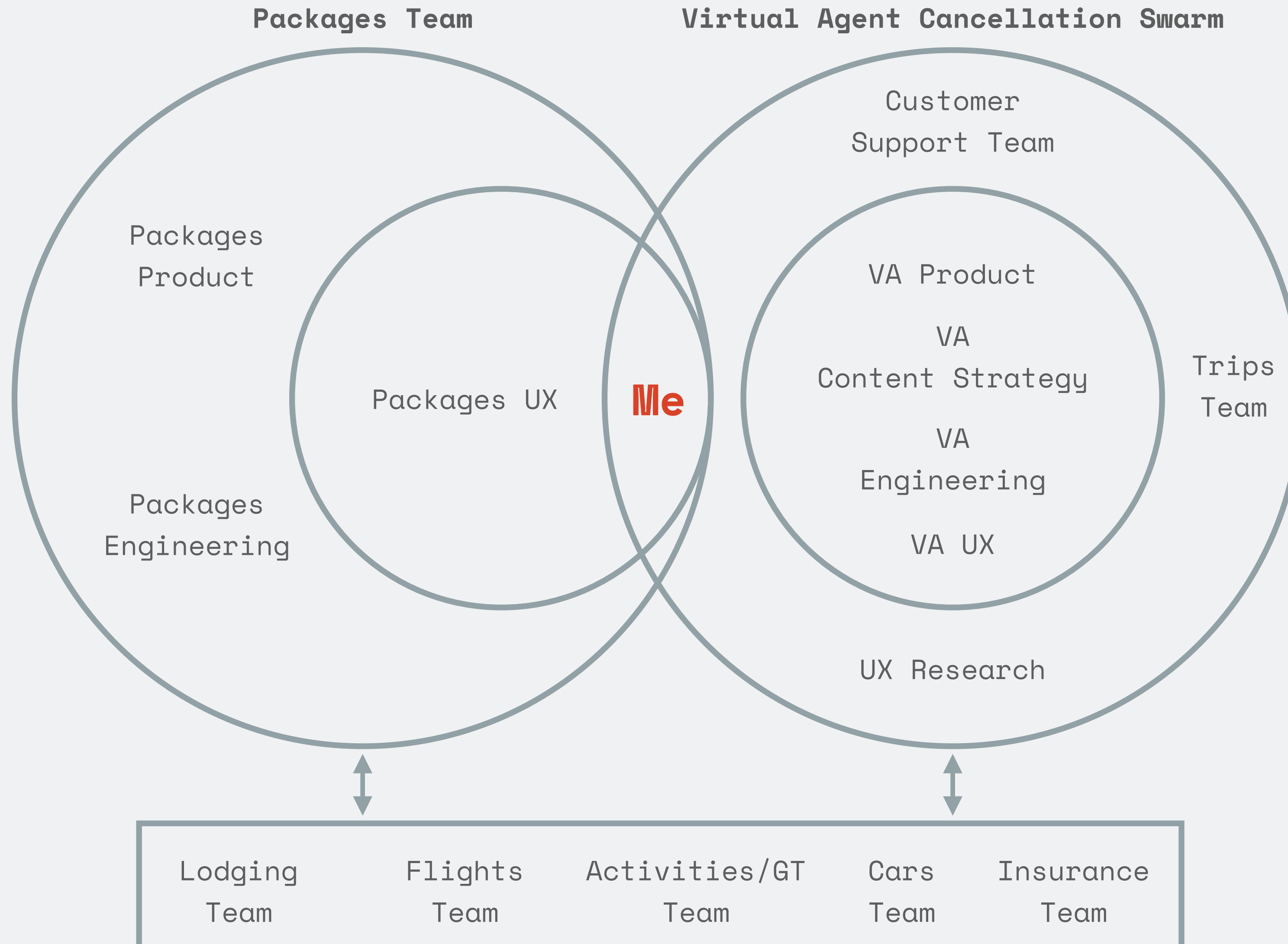
Expedia faced an urgent problem:

How can we help customers navigate the complexities of cancelling multiple bookings online, while delivering the confidence of cancelling through a human agent?

The answer: Expedia's relatively new chatbot platform, the **Virtual Agent**.

Background

The team



Background

The Packages team was tapped for this project due to our unique position at the center of multiple lines of business. A solution for packages could easily encompass every other LOB, reducing the need for duplicative work.

As a newcomer to both Packages and the VA, I found myself in the unique position of having few preconceived notions about either, with the organizational support to reimagine both.

Background

Constraints



Timeline

Urgent solution needed,
long-term vision desired



Tech Platform

Still in its infancy,
technical design
inefficiencies
translated into UX
pain points



Team

Lots of stakeholders,
some resources unavailable

Background

Design tools



Figma

Expedia's standard design software.
Component libraries, auto layout, prototyping



Gliffy

Web-based flowcharting tool.
Used to design conversational "skills"

Background

Communication tools



Figma

Comments used
for asynchronous
design review



Slack

Day-to-day check-ins,
discussion, etc.



Bluejeans

Formal design reviews,
shareouts with
stakeholders

100% REMOTE PROJECT

Part One

Learning the space

Learning the space

Key concepts

Being completely new to both Packages and the Virtual Agent, I kicked off this project by meeting with our many contributors and stakeholders. I quickly became familiar with the following:

- The business logic + technology that determines **how packages are built**
- How the Virtual Agent worked + **conversational UX best practices**
- The existing **design system** for the Virtual Agent + the team that built and maintained it
- Parallel efforts, in particular the **Trips project**, an platform-level redefinition of Expedia's booking experience that had a strong use case for multi-item booking management

Part Two

Defining the experience

Defining the experience

Existing experience teardown

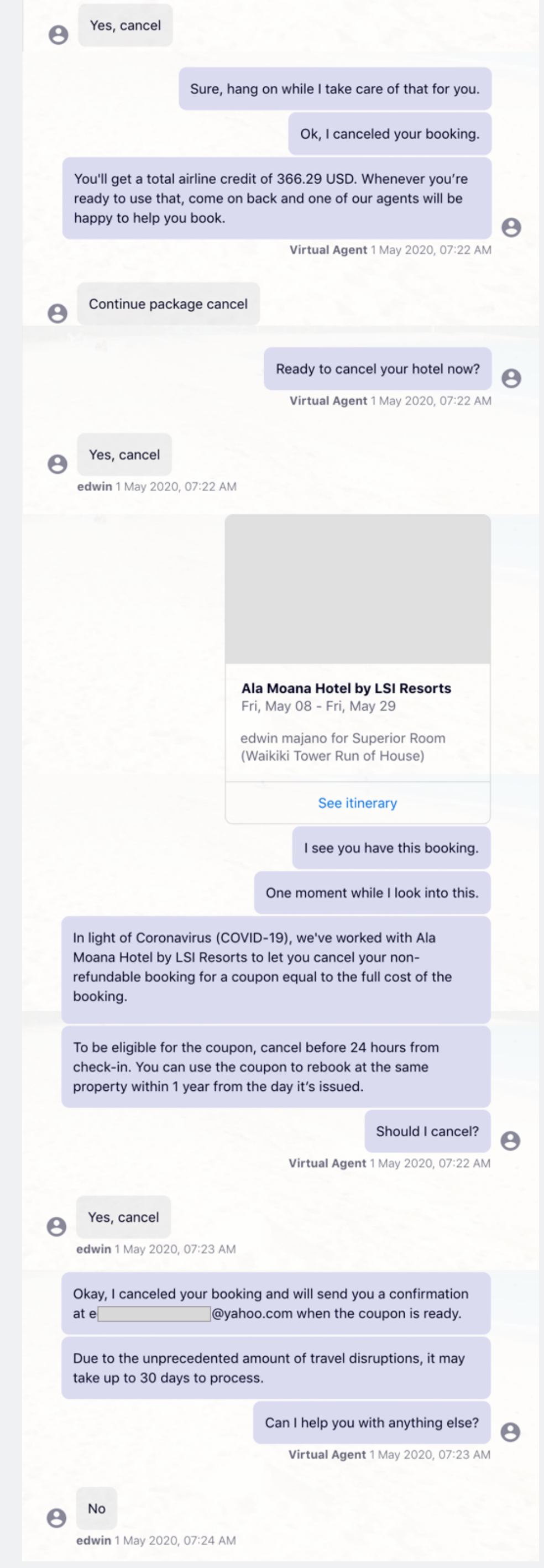
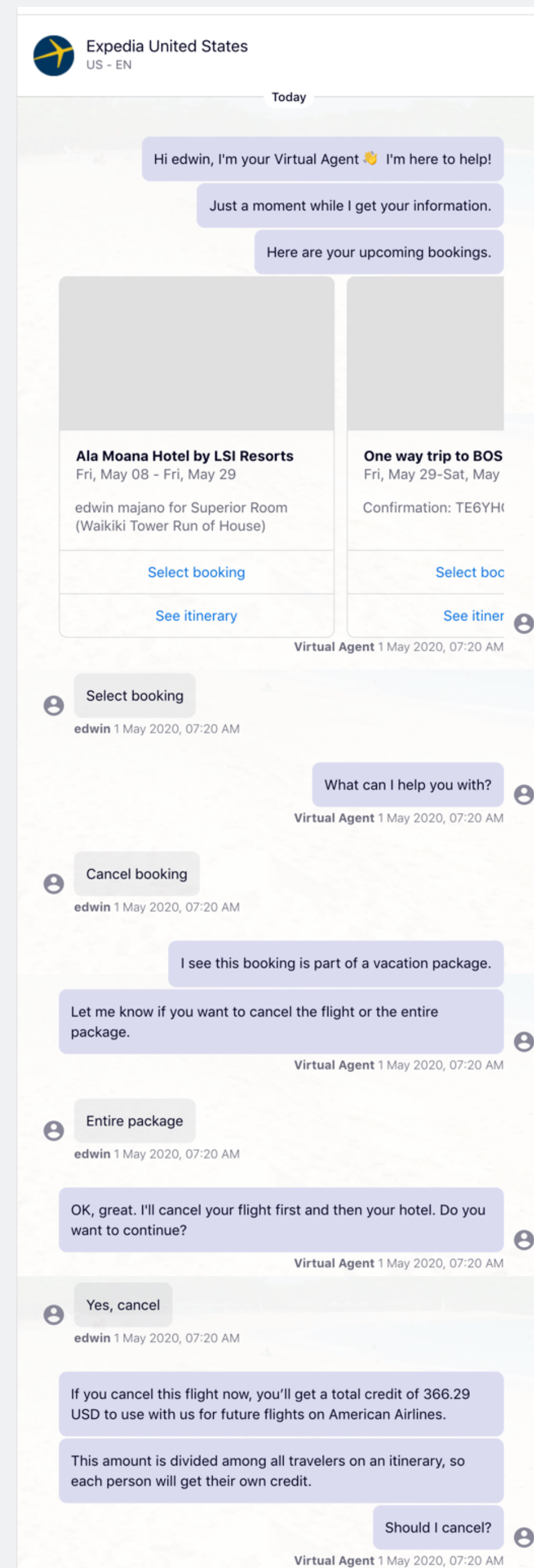
At the same time I was learning the space, the timeline demanded we begin concept work immediately. I started with a teardown of the existing experience to identify pain points and opportunities for improvement. This teardown was based on customer feedback and anonymized chat logs from the Virtual Agent.

Defining the experience

Existing experience teardown

Problem 1: Length + redundancy

In an ideal scenario, cancelling a hotel and roundtrip flights could take 8+ clicks and 5-10 minutes. Customers expressed frustration with the lengthy process and many opportunities for the system to fail.

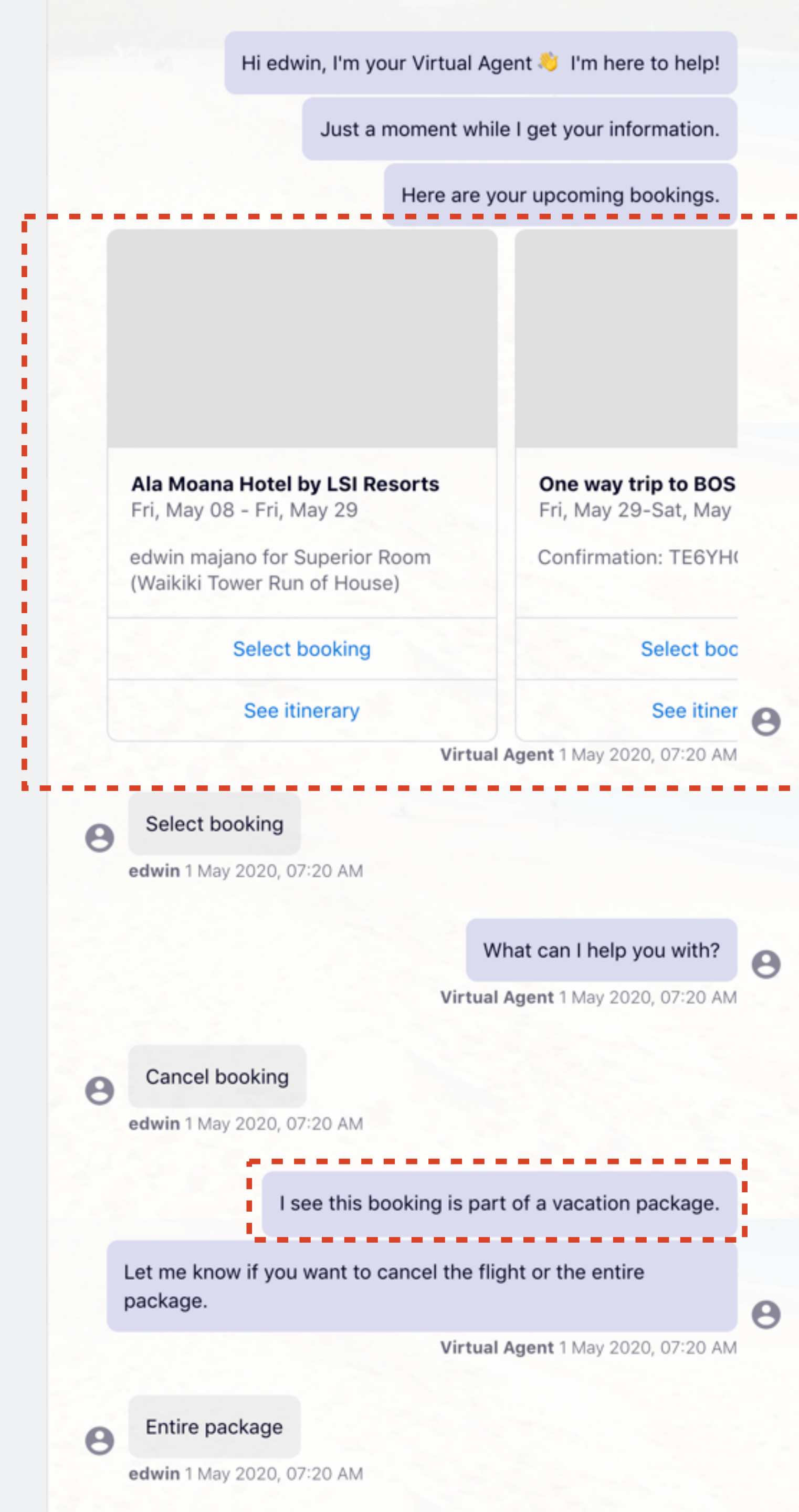


Defining the experience

Existing experience teardown

Problem 2: Inconsistent mental model

Packages are a unique offering in which multiple products are purchased in a single transaction. However, the VA had no concept of a singular package. Items purchased together as part of a package were displayed individually, and only identified as part of a package after being selected. This lack of grouping broke with the mental model of a package established at purchase.



Not identified as a package

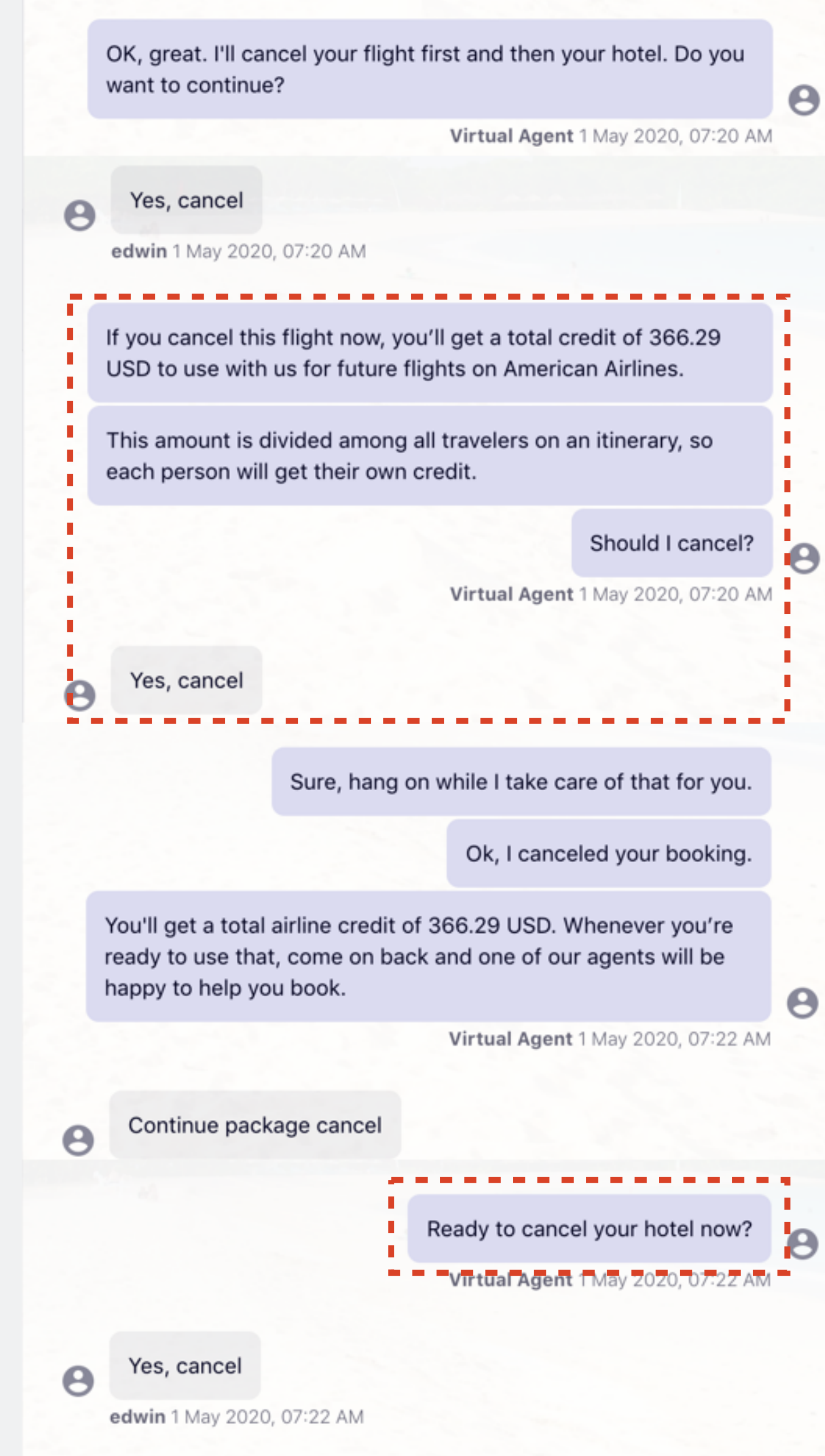
Must select an item to access package cancel

Defining the experience

Existing experience teardown

Problem 3: One-by-one cancellation

The VA had no way of cancelling a whole package at once. Instead, it strung together cancellation flows for each item, forcing customers to cancel one item at a time. This meant customers could not see refund information for their full package at once, and would often go through the whole package cancel flow several times to review this information. The one-by-one approach was also the main source of the package cancel flow's onerous length.



Customer must make a decision on cancelling their flight...

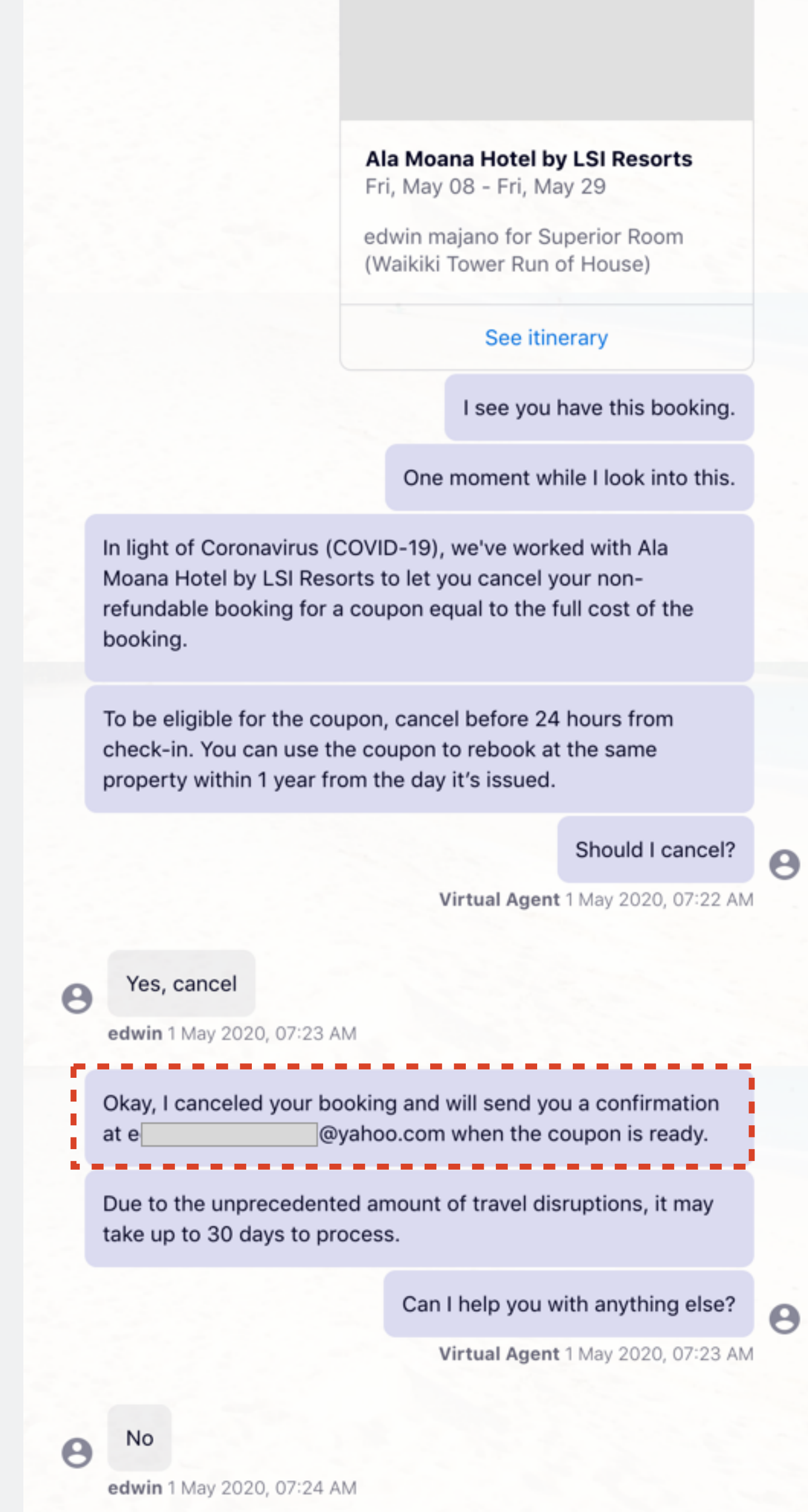
...before being able to see any refund details about their hotel

Defining the experience

Existing experience teardown

Problem 4: Lack of confirmation

The package cancel flow did not summarize the actions just performed at the end, or provide any final confirmation of success or failure. It depended on individual product flows for this, but these confirmation messages were quickly buried in the conversation. This led customers to feel less confident that their cancellations were actually processed correctly.



↑
Flight confirmation messages way off screen at this point

Hotel confirmation message already 2 messages deep

Defining the experience

Customer needs

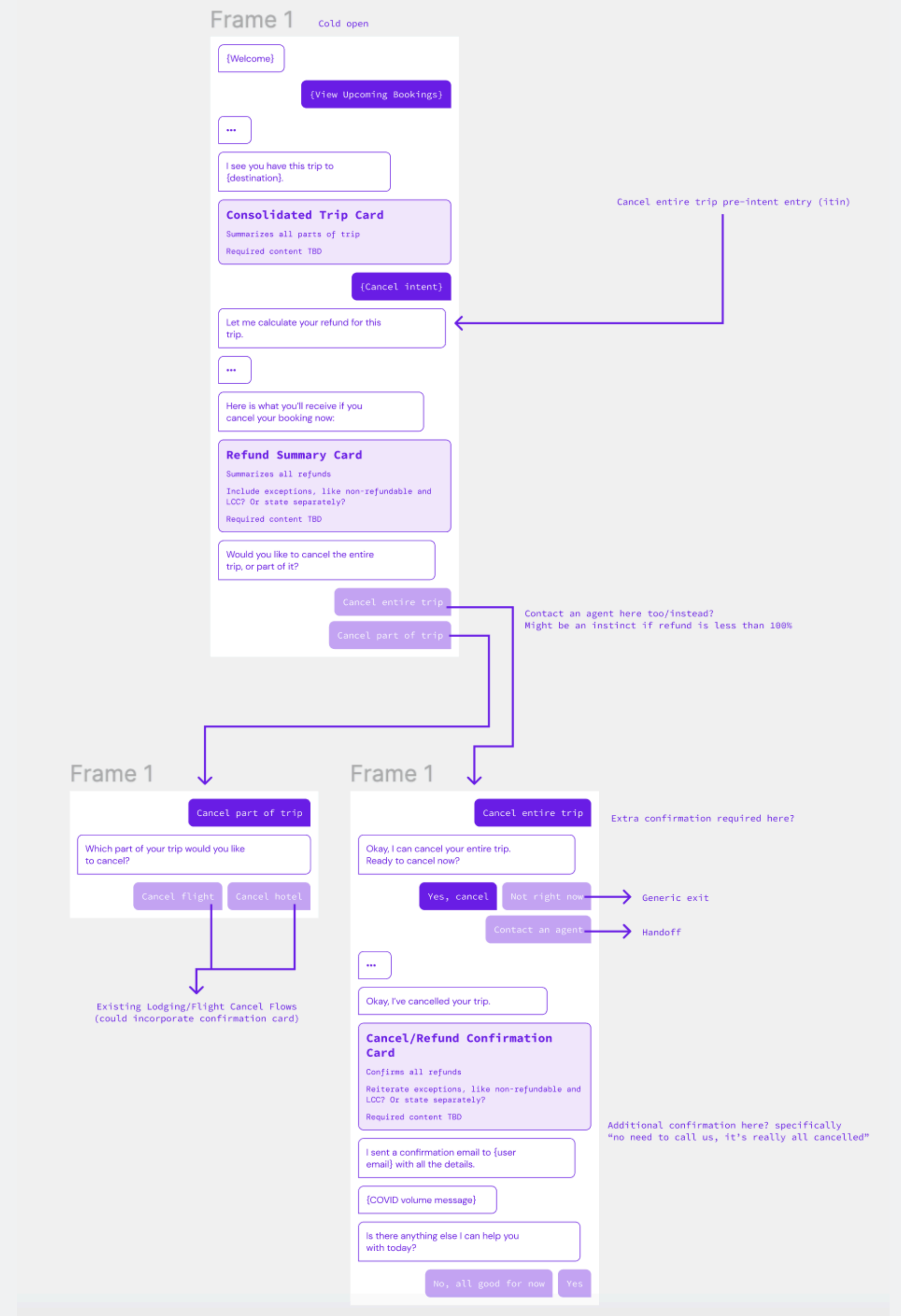
Based on the existing experience teardown, the following customer needs became clear:

- Present packages as a **singular product** like any other
- **Summarize refund information** for all packaged products upfront, before needing to make a decision on whether or not to cancel
- Allow customers to **cancel the entire package at once** if desired, minimizing clicks
- **Summarize the process at the end of the experience** to provide a clear endpoint with next steps, and confidence that the package was indeed cancelled

Defining the experience

Wireframing

With these learnings in mind, an ideal package cancel experience began to emerge. I built a simple Figma library to explore this concept in wireframes, and landed on a flow that addressed all of our pain points.

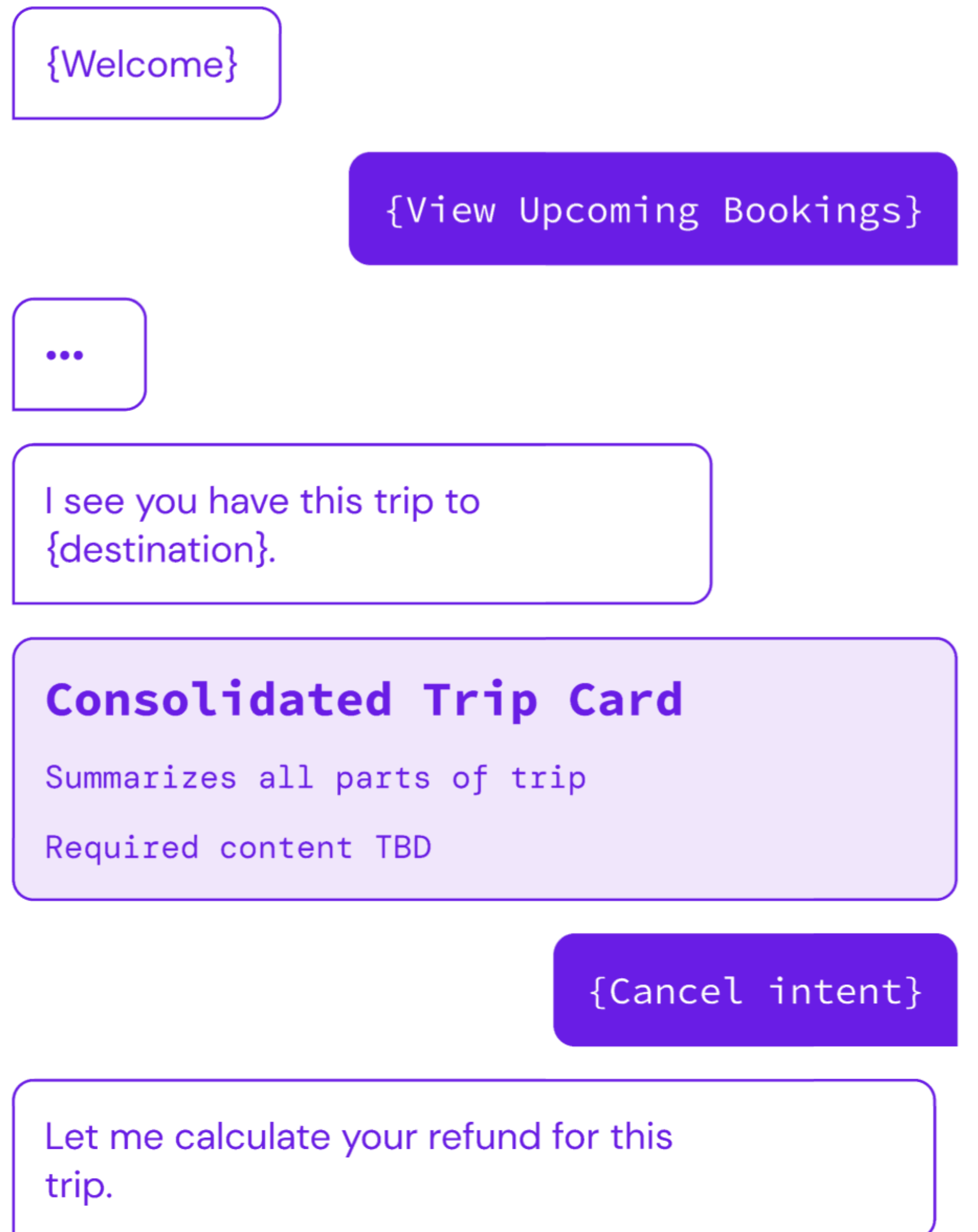


Defining the experience

Wireframing

To begin, the customer would select their package as a singular consolidated "trip", rather than as a disparate collection of bookings. This aligned with the mental model of packages established at purchase, as well as the efforts of the Trips project to define bookings made in the same destination as part of the same "trip".

Once a trip is selected and cancel intent is provided, refunds are calculated.



Defining the experience

Wireframing

After cancel intent has been given, but before action must be taken to cancel any products, the customer sees all the refunds they'll receive on cancel in a single place.

From here, the customer has the option of cancelling the entire trip, or just part of it.

Let me calculate your refund for this trip.

...

Here is what you'll receive if you cancel your booking now:

Refund Summary Card

Summarizes all refunds

Include exceptions, like non-refundable and LCC? Or state separately?

Required content TBD

Would you like to cancel the entire trip, or part of it?

Cancel entire trip

Cancel part of trip

Defining the experience

Wireframing

If the customer opts to cancel their entire package, the VA can now initiate all cancellations from a single click.

At the end of this process, all cancellations and refunds are summarized, along with any errors or exceptions requiring further action.

The wireframe illustrates a user interface for cancelling a trip. It features a sequence of messages and buttons:


- A purple button at the top right: "Cancel entire trip".
- A white message box with a purple border: "Okay, I can cancel your entire trip. Ready to cancel now?".
- Two purple buttons below the message: "Yes, cancel" and "Not right now".
- A purple button below the "Not right now" button: "Contact an agent".
- A small white message box with a purple border containing three dots "...".
- A white message box with a purple border: "Okay, I've cancelled your trip.".
- A large purple box titled "Cancel/Refund Confirmation Card" containing:
 - Text: "Confirms all refunds"
 - Text: "Reiterate exceptions, like non-refundable and LCC? Or state separately?"
 - Text: "Required content TBD"
- A white message box with a purple border: "I sent a confirmation email to {user email} with all the details.".
- A white message box with a purple border: "{COVID volume message}".
- A white message box with a purple border: "Is there anything else I can help you with today?".
- Two purple buttons at the bottom right: "No, all good for now" and "Yes".

Defining the experience

Component design

The proposed flow included three new info display components. Leveraging the VA's existing design system and Expedia's design system, we were able to quickly establish high-fidelity concepts for these components.

Info display in components like these, rather than as part of a conversational flow, was a new concept for the Virtual Agent. Research would be required to validate and improve upon this approach.



Trip to Chicago
Fri, Sep 25 to Mon, Sep 28
2 flights, 1 hotel, 1 car, 1 activity

[Select trip](#)

[See itinerary](#)

Trip to Portland
Fri, Oct 9 to Sat, Oct 10
1 hotel

[Select trip](#)

[See itinerary](#)

Trip to Tokyo
Sat, Nov 14 – Sun, Nov 29
2 flights, 1 hotel, Insurance

[Select trip](#)

[See itinerary](#)

✈ Seattle to Chicago
Departs Fri, Sep 25 at 7:00am

Total amount paid	\$108.08
Cancellation fee	-\$0.00
Airline credit	\$108.00

United Airlines

If you cancel this flight, you'll receive a credit of 100% of the total amount paid to use on Expedia for future flights with United Airlines. This amount is divided among all travelers on an itinerary, so each person will get their own credit.

🚗 Car: Midsize
Pickup on Fri, Sep 25 at 12:00pm

Total amount paid	\$298.29
Cancellation fee	-\$0.00
Refund amount	\$298.29

Mastercard **** 1234

Enterprise offers free cancellation until 24 hours before your scheduled pickup time.

🏨 Sofitel Chicago Magnificen...
Check in on Fri, Sep 25

Total amount paid	\$353.91
Cancellation fee	-\$0.00
Refund amount	\$353.91

Mastercard **** 1234

This reservation is eligible for free cancellation up to 24 hours before your scheduled check in time. If you cancel, you'll receive a full refund.

Cancel complete

- ✓ Le Pigalle
- ✓ Paris to Seattle
- ⚠ Seattle to Paris
Call Spirit Airlines at 801-401-2222 to cancel

Refund
\$709.47
Mastercard **** 1234

Estimated date:
Aug 5, 2020

Airline credit
\$714.23
American Airlines

Expiration date:
Mar 1, 2021

Part Three

Research

Research

Research prep

With a concept ready, we moved on to research to validate new features and gather usability data about the platform.

Working with our UX researcher and the VA design system, I built several high-fidelity Figma prototypes to serve a research plan. We performed two rounds of qualitative research.

Research

Round 1: Background

Collaborated with the Trips team, who were working on the concept of a similar “one click cancel” in parallel. The flow we designed was launched from an interface designed by the Trips team.

Questions

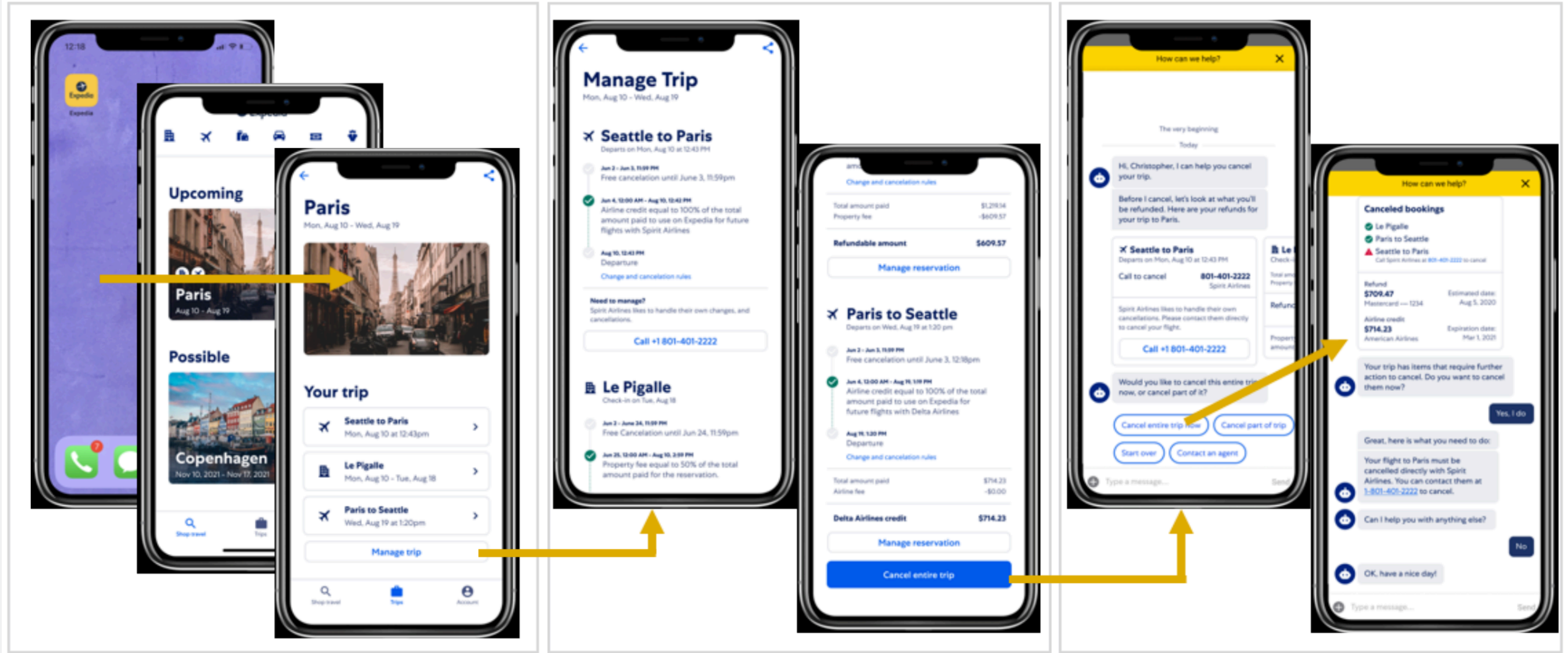
- What is traveler acceptance of the Virtual agent?
- What addressable angst or trepidation triggers occur in the cancellation flow?
- What questions are left unanswered by the cancel process?

Method

- 8 remote unmoderated sessions to collect prototype usability data

Research

Round 1: Prototype



Trips Team contribution

VA Cancel Swarm contribution

Research

Round 1: Prototype

Chat with Virtual Agent

The very beginning

Today

Hi, Christopher, I can help you cancel your trip.

Before I cancel, let's look at what you'll be refunded. Here are your refunds for your trip to Paris.

Destination	Departure	Call to cancel	Refund amount
✈ Seattle to Paris	Departs on Mon, Aug 10 at 12:43 AM	801-401-2222 Spirit Airlines	Property fee: -\$709.50 Refund amount: \$709.57 Mastercard **** 1234
✈ Paris to Seattle	Departs Sun, Nov 8 at 09:43 AM	Airline fee: -\$0.00 Airline credit: \$714.23 Delta Airlines	Property fee equal to 50% of the total amount paid for the reservation.

Spirit Airlines likes to handle their own cancellations. Please contact them directly to cancel your flight.

Call +1 801-401-2222

Would you like to cancel this entire trip now, or cancel part of it?

Cancel entire trip now | Cancel entire trip now | Cancel part of trip | Start over | Contact an agent

Detail of Virtual Agent portion

Sure, hang on while I take care of that for you.

Ok, I canceled the following bookings. I sent an email to chris@gmail.com with all the details.

Cancel complete

- ✓ Le Pigalle
- ✓ Paris to Seattle
- ⚠ Seattle to Paris
Call Spirit Airlines at 801-401-2222 to cancel

Refund	Estimated date:
\$709.47 Mastercard **** 1234	Aug 5, 2020
Airline credit	Expiration date:
\$714.23 American Airlines	Mar 1, 2021

Your trip has items that require further action to cancel. See above for details.

Can I help you with anything else?

No

Type a message...

Research

Round 1: Successes

Generally speaking, our one click cancel flow performed exactly as well as hoped.

- *“It flat out shows you how much you’re getting back, what you can expect. It’s very clearly communicated. That part is very nice.”* -Test Participant

The Trips interface set up our VA experience well, confirming that the package cancel concept had applicability beyond packages.

- *“I’m confident because you seem to have a lot of information about the trip and I don’t think that you would say cancel entire trip and not be able to do it”*
-Test Participant

Research

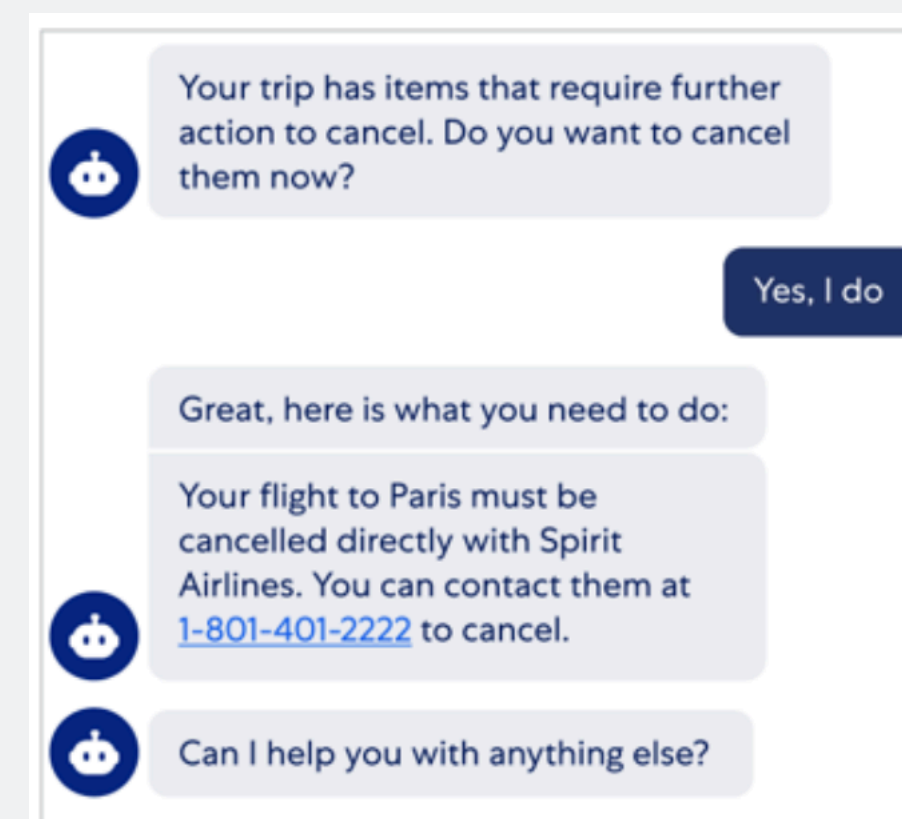
Round 1: Areas for improvement

Info display cards were less effective in the confirmation stage of the experience.

- Participants tended to miss errors in their cancellation, particularly those prompting further action (i.e. bookings the VA could not cancel)
- Conversational guidance was more effective at prompting action than rich info display



This was understood by participants who stopped to read it, but many rushed past and missed it



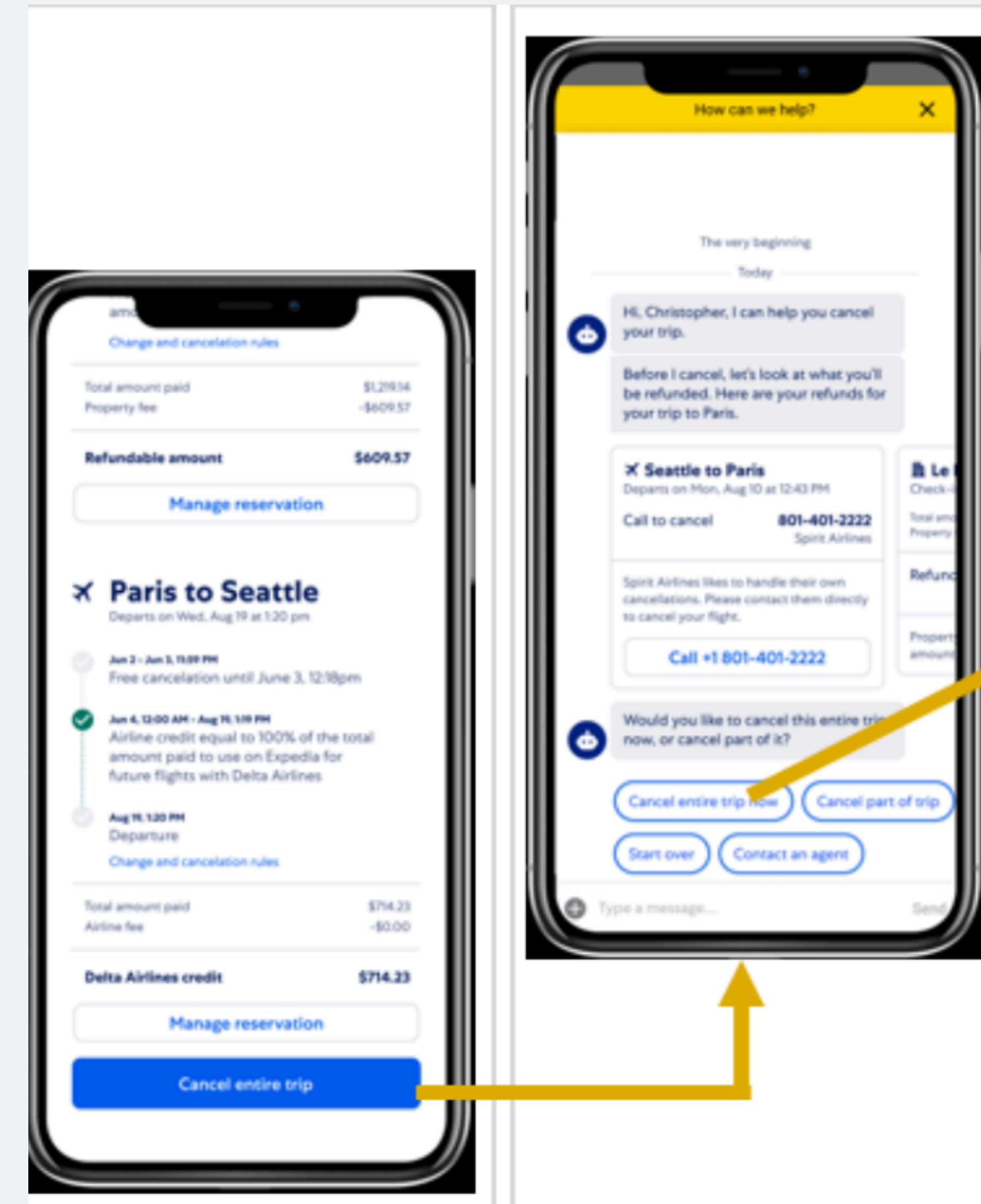
Following the above with conversational prompting was more effective

Research

Round 1: Areas for improvement

Though the experience worked well, initial impressions were tinged by broader issues of trust around chatbots

- 5 of 8 participants were surprised by the VA launching for trip cancellation; 3 of 8 viewed this negatively initially
- Priming with information on the launch screen helped boost confidence that the VA was working on the right trip



Participants didn't expect this screen to launch a chatbot, but detailed info playback here helped prime them for a better VA experience

Research

Round 2: Background

With our initial concept more or less validated, and clear areas for improvement, we set out to expand on it by testing partial package cancellation and single item cancellation.

Questions

- Do customers understand partial package cancellation within this framework?
- Is the “trip” model understood when a trip consists of only one booking?
- How do customers react to less-than-optimal cancellation scenarios?

Method

- 8 remote unmoderated sessions to collect prototype usability data

Research

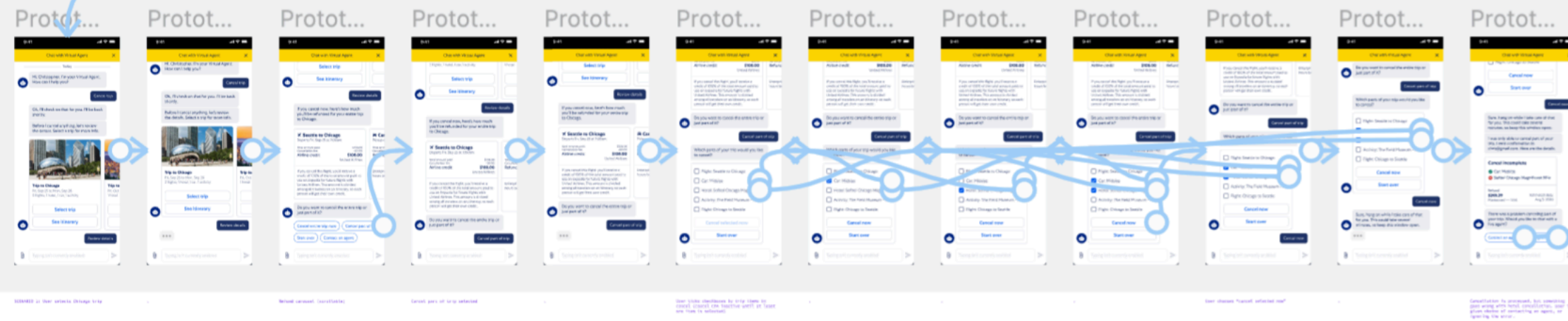
Round 2: Prototype

START

Flow 1 ▶



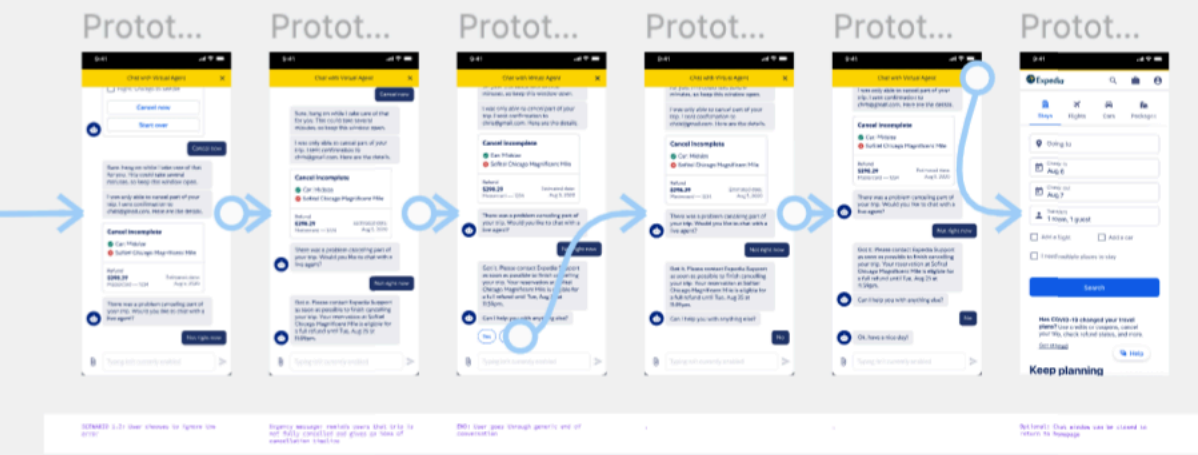
Scenario 1



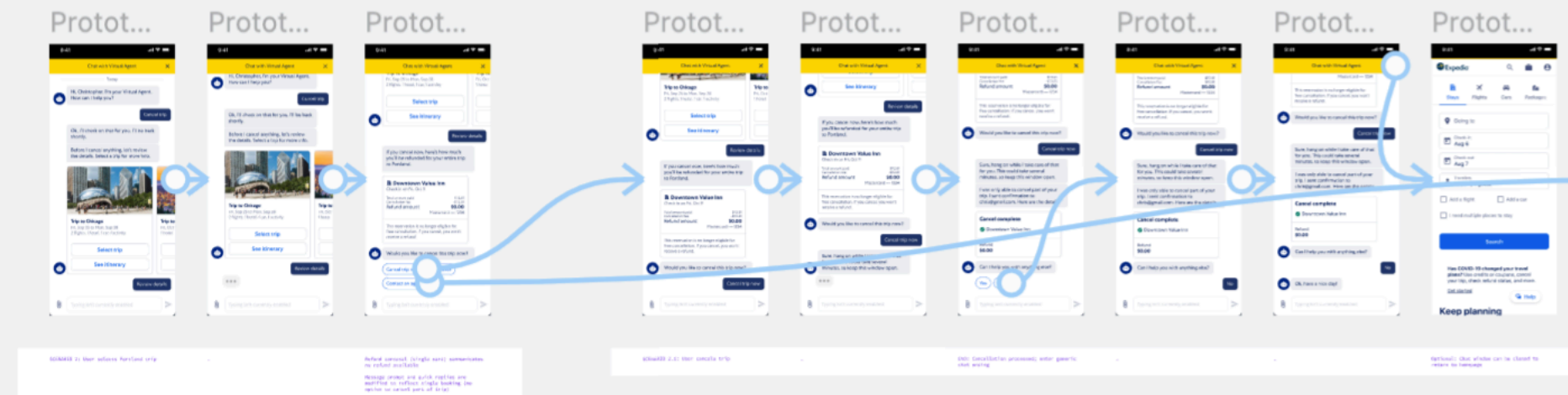
Scenario 1.1



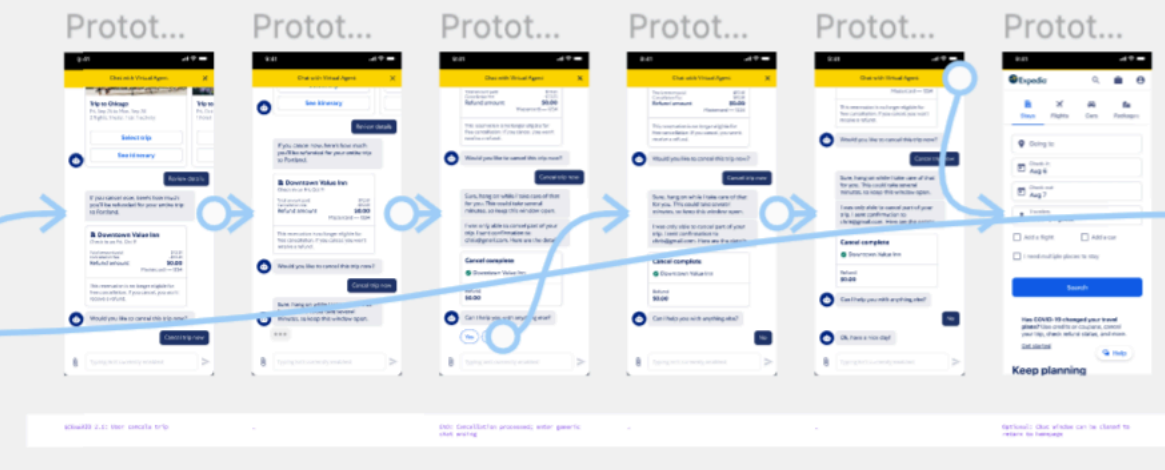
Scenario 1.2



Scenario 2



Scenario 2.1



Scenario 2.2

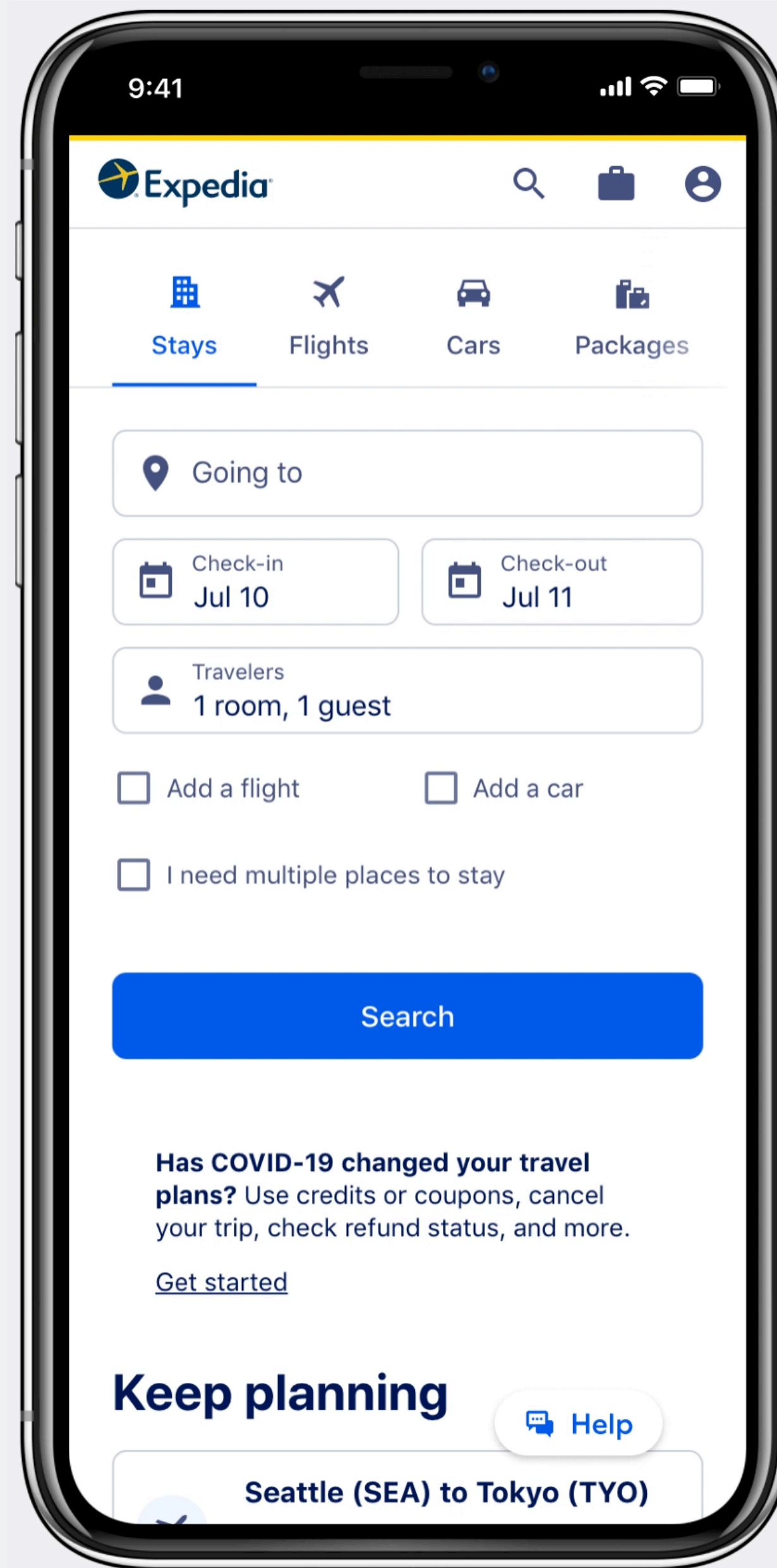


Research

Round 2: Prototype

Scenario 1 recording:

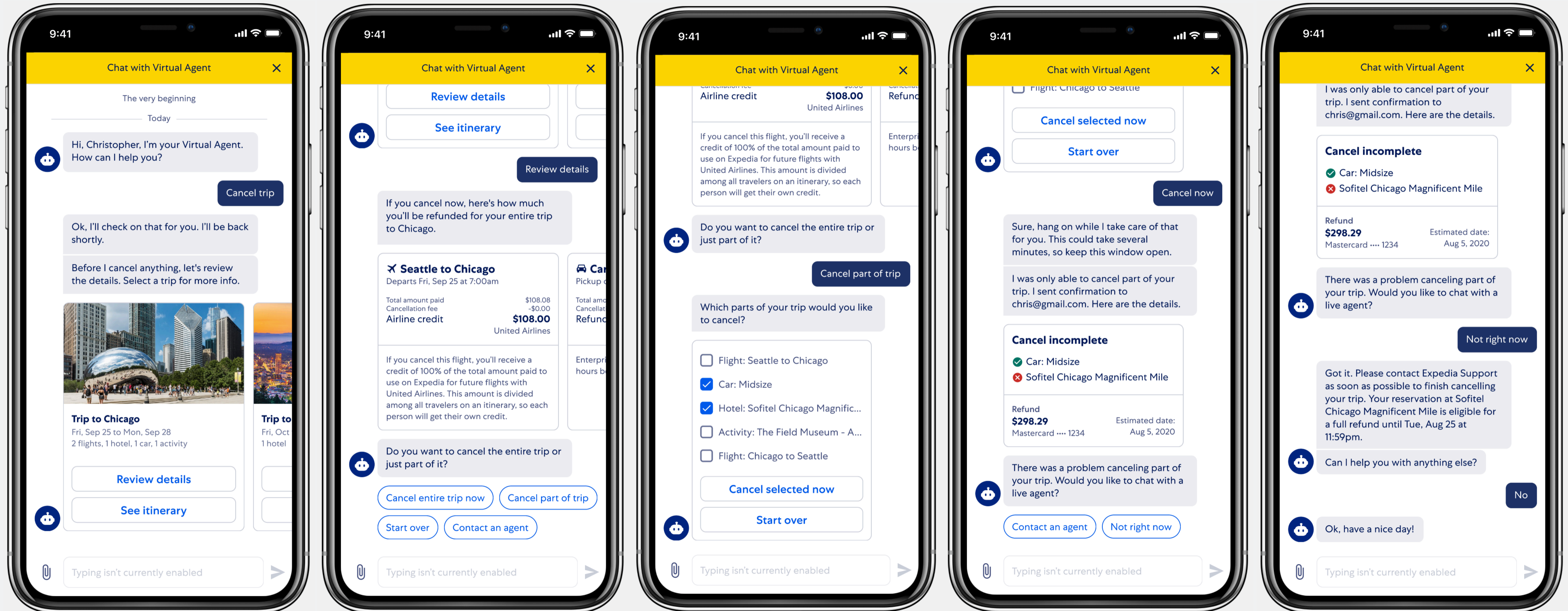
andrewfishel.com/videos/VA-prototype.mp4



Research

Round 2: Prototype

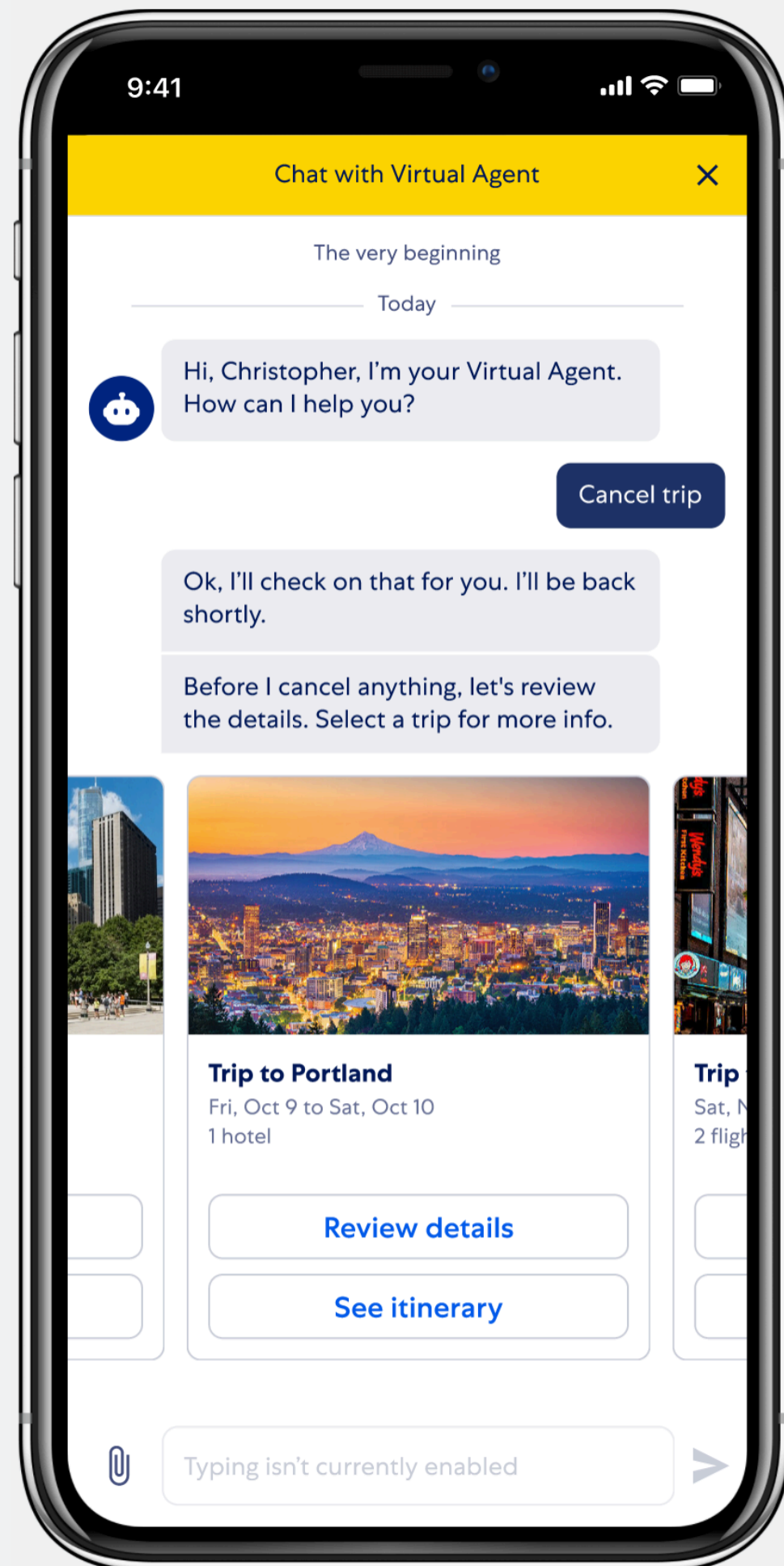
Scenario 1 (partial cancel)



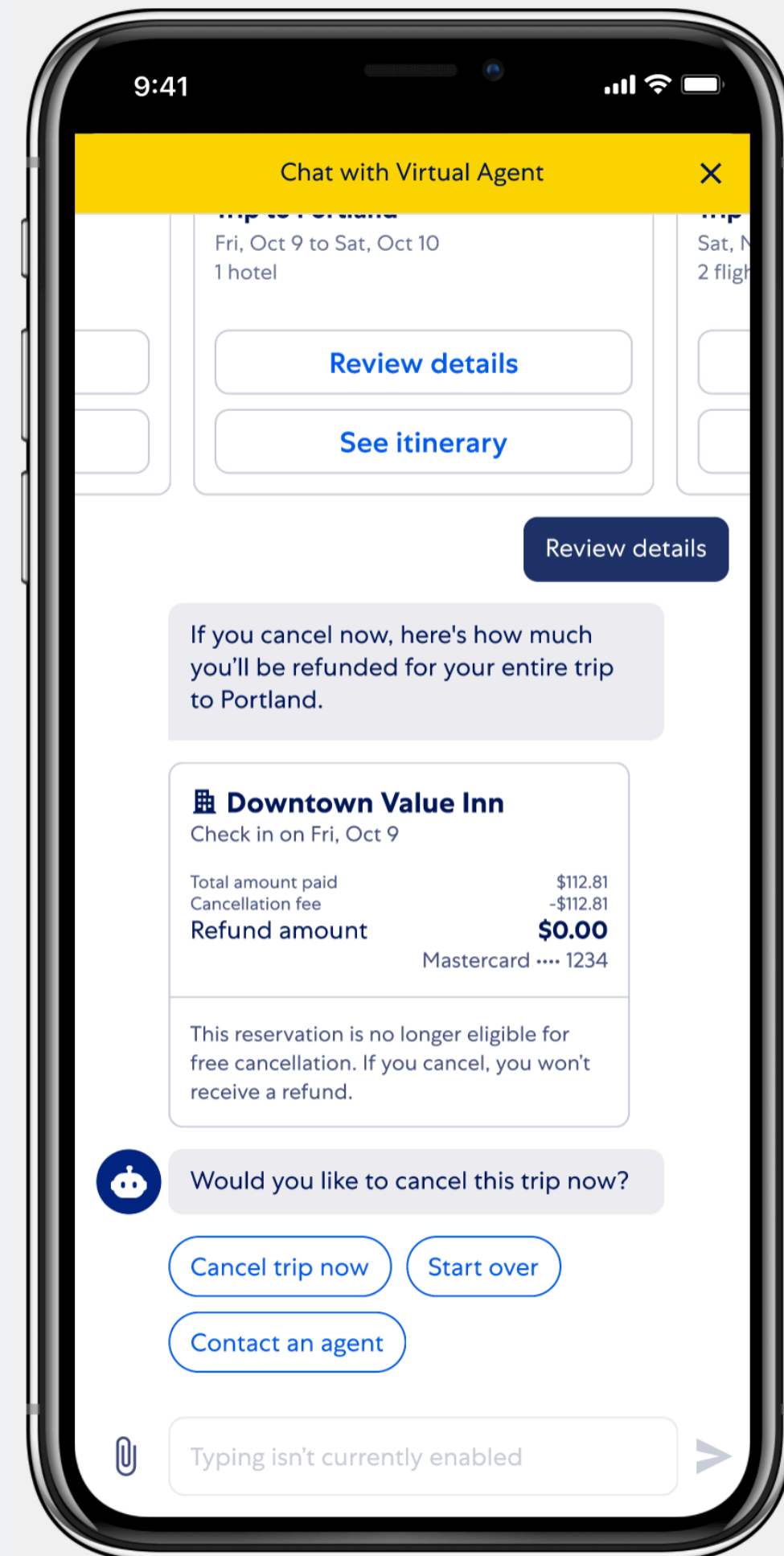
Research

Round 2: Prototype

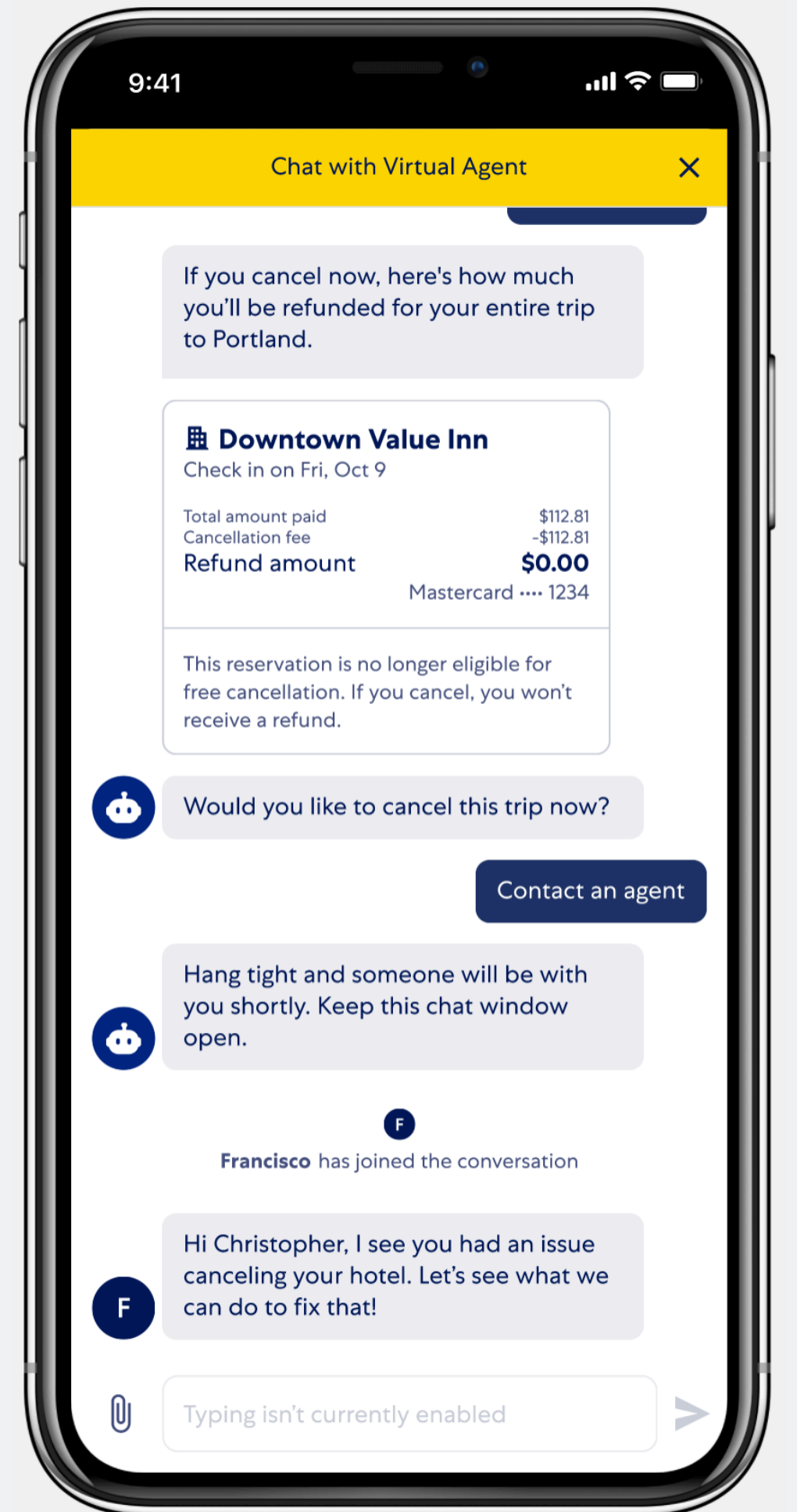
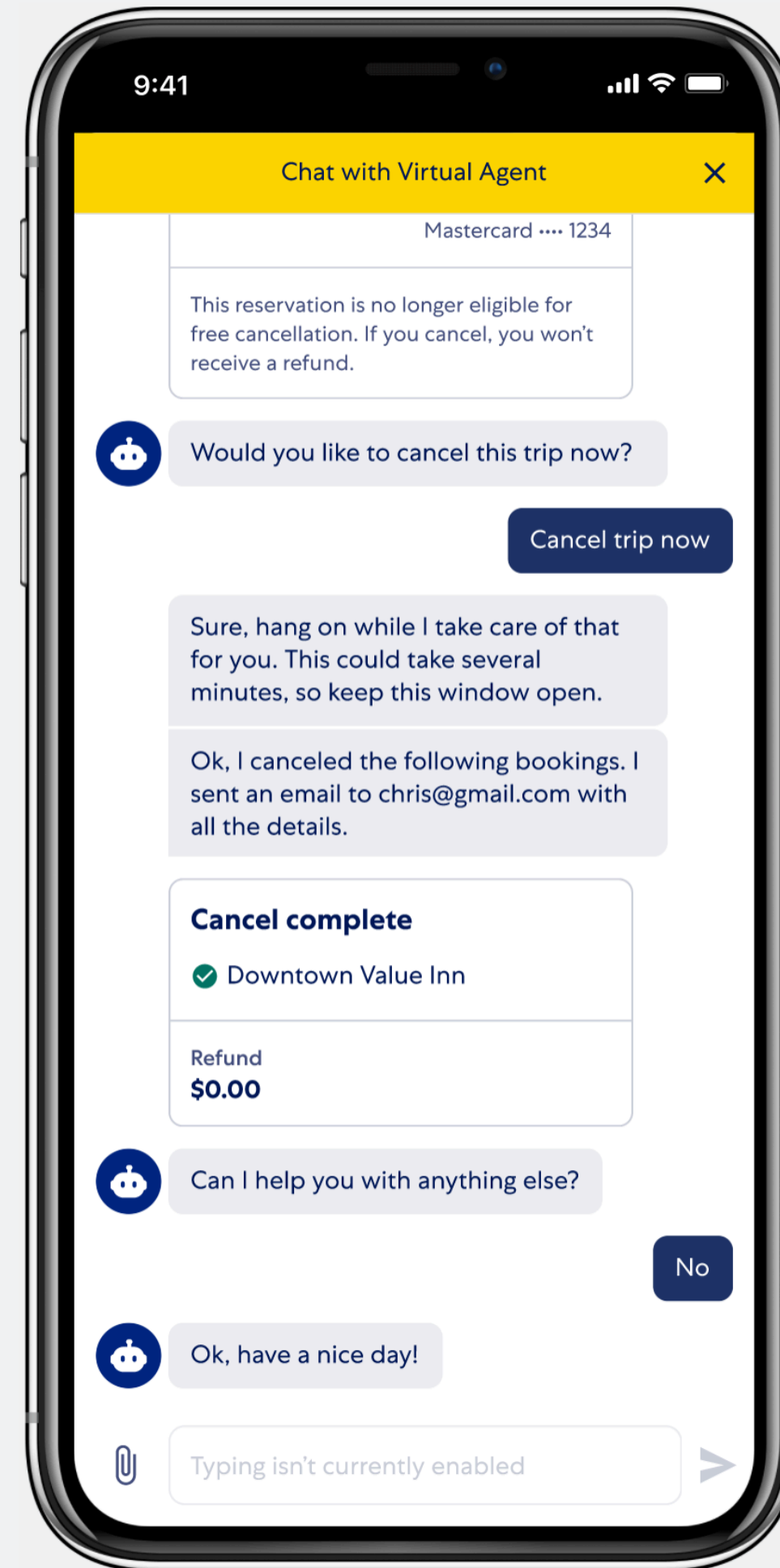
Scenario 2 (single item cancel, no refund)



"Cancel trip now" selected



"Contact an agent" selected



Research

Round 2: Successes

Booking cards performed very well at conveying a lot of information in one space.

- *“I felt like I had a lot of information available to me, not overwhelming, but the info I needed... what I’d spent money on, how much I spent on each thing”* -Test participant

Partial cancellation interface worked exactly as intended, and a single item was understood as a "trip".

- For partial cancellation, button language used helped clarify action in process

Connecting to an agent in the event of an error was seen as a positive.

- *“I was really surprised by how seamless everything was and everything just made complete sense.”* -Test participant
- *“I thought it was very intuitive. I felt like as I went through the steps, there’s a sense of accomplishment each step. And it was that easy seamless process.”* -Test Participant

✈ Seattle to Chicago
Departs Fri, Sep 25 at 7:00am

Total amount paid	\$108.08
Cancellation fee	-\$0.00
Airline credit	\$108.00

United Airlines

If you cancel this flight, you'll receive a credit of 100% of the total amount paid to use on Expedia for future flights with United Airlines. This amount is divided among all travelers on an itinerary, so each person will get their own credit.

🚗 Car: Midsize
Pickup on Fri, Sep 25

Total amount paid	
Cancellation fee	
Refund amount	

Enterprise offers free hours before your sch

There was a problem canceling part of your trip. Would you like to chat with a live agent?

Contact an agent

Hang tight and someone will be with you shortly. Keep this chat window open.

F
Francisco has joined the conversation

Hi Christopher, I see you had an issue canceling your hotel. Let's see what we can do to fix that!

Research

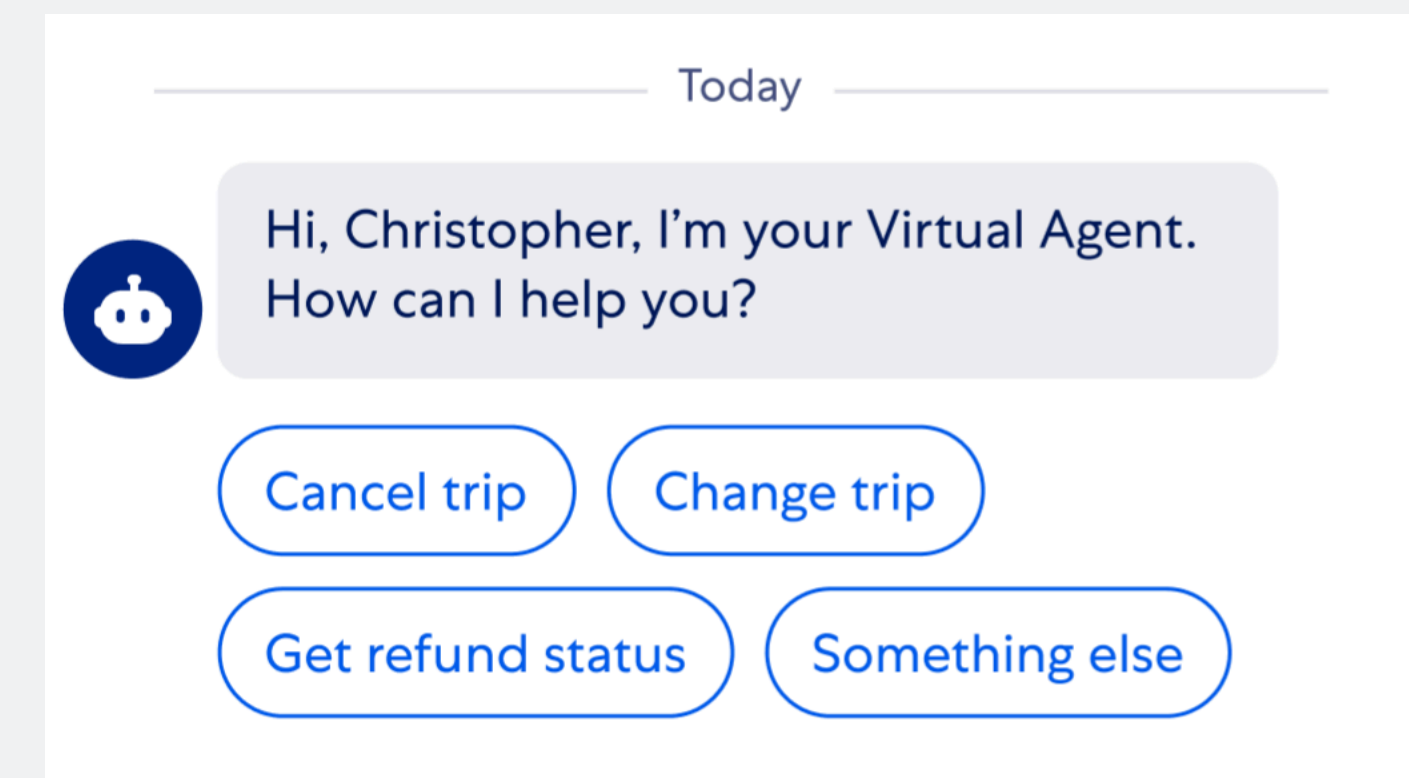
Round 2: Areas for improvement

Language used in some portions caused confusion.

- “... I was confused. When it said cancel trip that made me think I was wanting to cancel the entire trip...”
-Test participant

In cases where no refund could be given, “why” needed to be better addressed.

- Participants were disappointed, but generally proceeded anyway, seeing no alternative or way to contest this outcome. Few contacted an agent without prompting



Part Four

Building the roadmap

Building the roadmap

Working backward

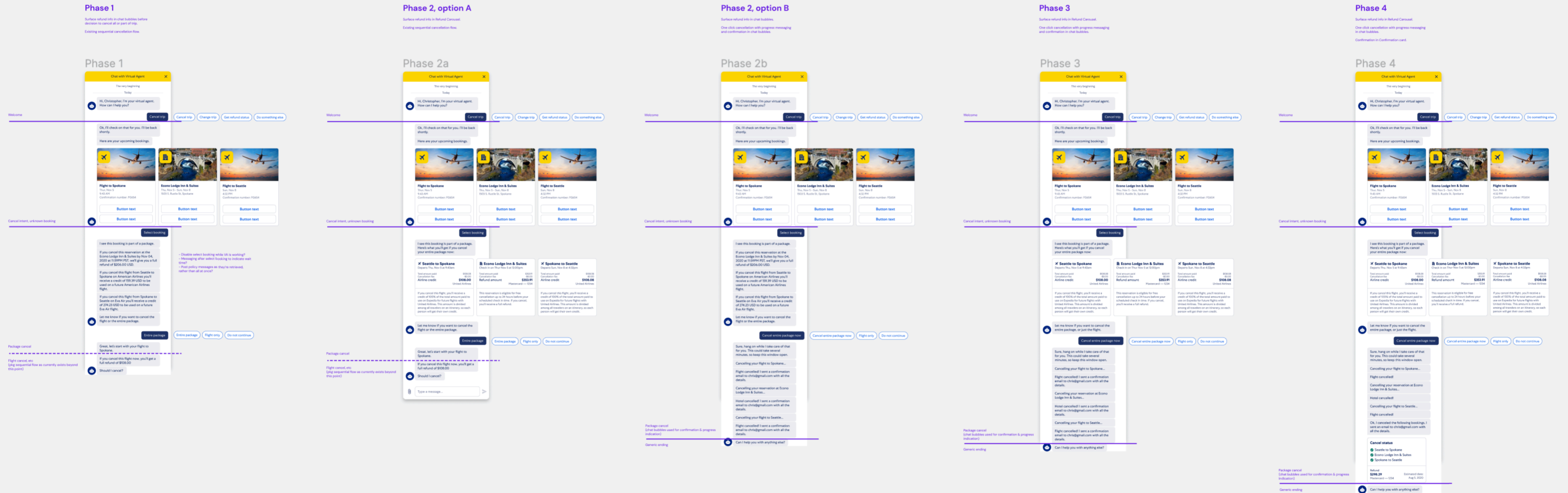
With research helping to paint a clear idea of where we wanted to end up, I engaged with engineering, product, and UX partners to figure out how to get there.

New components would take time to build and test, so I charted out a roadmap for feature releases, working backward to a state that delivered immediate improvement with the pieces we had available.

This roadmap was referred to repeatedly throughout development and helped keep churn and scope creep in check.

Building the roadmap

Roadmap



Building the roadmap

Examples of specific feature mapping

Select booking

I see this booking is part of a package.

If you cancel this reservation at the Econo Lodge Inn & Suites by Nov 04, 2020 at 11:59PM PST, we'll give you a full refund of \$206.00 USD.

If you cancel this flight from Seattle to Spokane on American Airlines you'll receive a credit of 159.39 USD to be used on a future American Airlines flight.

If you cancel this flight from Spokane to Seattle on Eva Air you'll receive a credit of 274.23 USD to be used on a future Eva Air flight.

Phase 1: use existing refund playback messages to surface all refund info before prompting to cancel any bookings



Select booking

I see this booking is part of a package. Here's what you'll get if you cancel your entire package now:

✕ Seattle to Spokane	
Departs Thu, Nov 5 at 9:43am	
Total amount paid	\$108.08
Cancellation fee	-\$0.00
Airline credit	\$108.00
	United Airlines

If you cancel this flight, you'll receive a credit of 100% of the total amount paid to use on Expedia for future flights with United Airlines. This amount is divided among all travelers on an itinerary, so each person will get their own credit.

Phase 2: Replace with new components to improve comprehension

Let me know if you want to cancel the flight or the entire package.

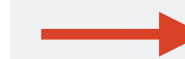
Entire package

Great, let's start with your flight to Spokane.

If you cancel this flight now, you'll get a full refund of \$108.00

Should I cancel?

Phase 1: use existing one-by-one cancellation, which is improved indirectly by surfacing refund info ahead of time



Let me know if you want to cancel the flight or the entire package.

Cancel entire package now

Sure, hang on while I take care of that for you. This could take several minutes, so keep this window open.

Cancelling your flight to Spokane...

Flight cancelled! I sent a confirmation email to chris@gmail.com with all the details.

Cancelling your reservation at Econo Lodge Inn & Suites...

Hotel cancelled! I sent a confirmation email to chris@gmail.com with all the details.

Cancelling your flight to Seattle...

Flight cancelled! I sent a confirmation email to chris@gmail.com with all the details.

Phase 2: Cancel all bookings with one click when new backend orchestration skill

Part Five

Supporting first launch

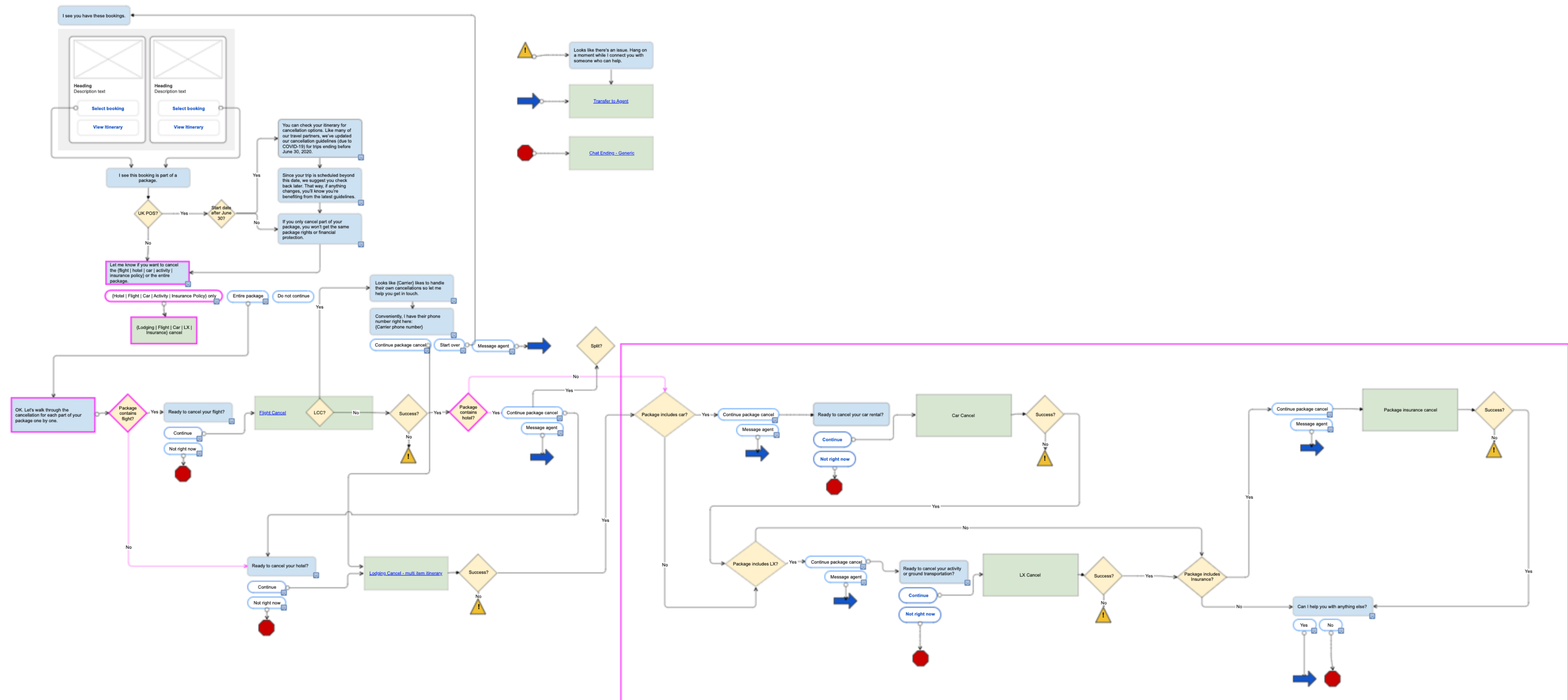
Supporting first launch

From here, my goal was helping engineering get a first release out the door. I translated the flows we had tested into flow diagrams, which meant uncovering and accounting for the many edge cases that did not make it into research.

During this process I also wrote much of the conversational language that would eventually be included, later working with a content strategist to ensure proper tone and terminology.

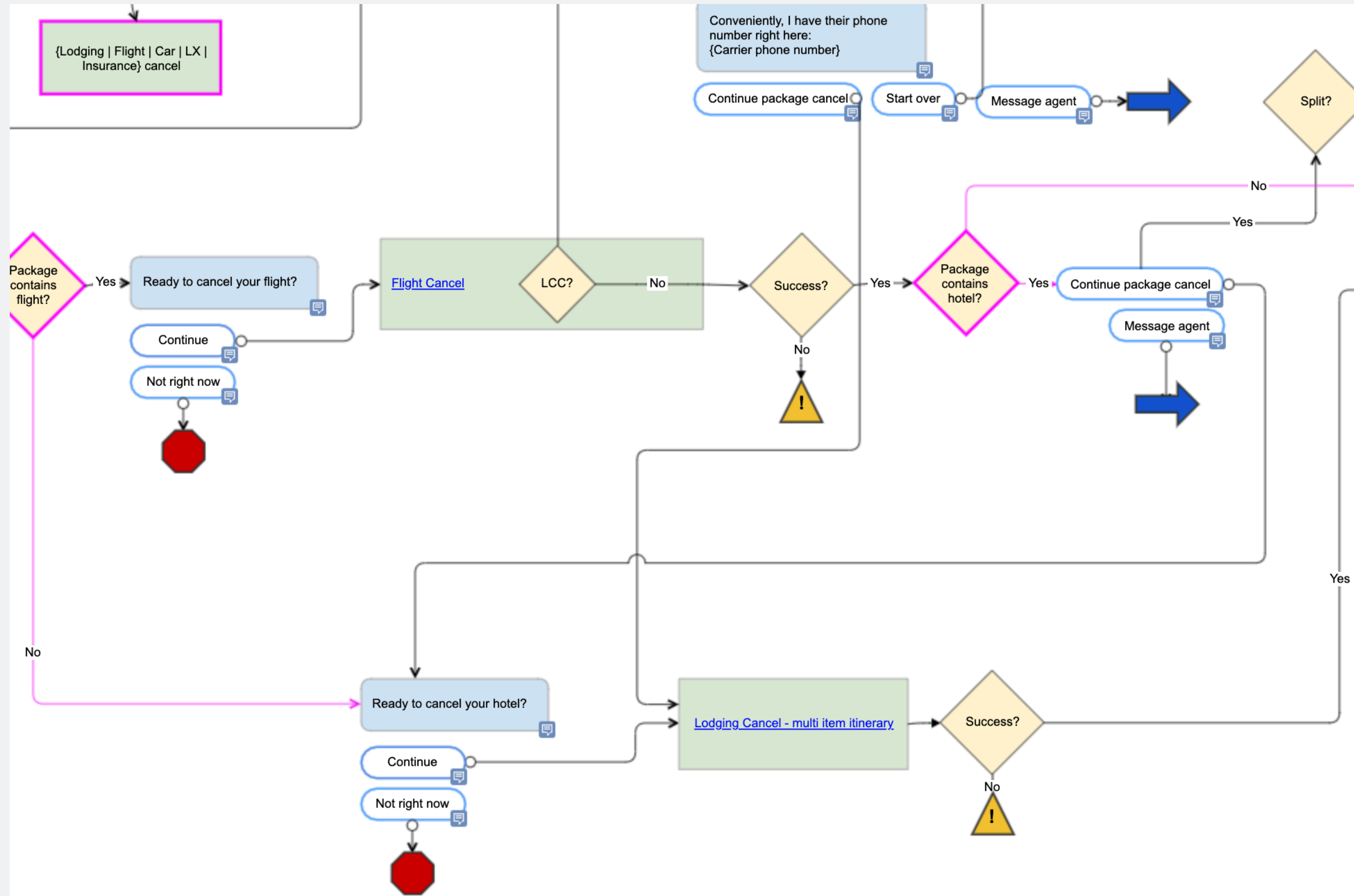
Supporting first launch

Package cancel skill flowchart



Supporting first launch

Package cancel skill flowchart (detail)



Supporting first launch

Refund summary card use case audit

The image displays a comprehensive audit of 48 use case cards for a refund summary card. The cards are organized into five main categories:

- Flight Scenarios (12 cards):** Covering various flight-related refund scenarios such as 'Flight credits', 'Full refund Cash', 'Full Refund - Petals', 'Refund with penalty Cash', and 'Refund with penalty Petals'.
- Lodging Scenarios (24 cards):** Detailing different lodging refund situations, including 'No deposit / Double Penalty / Non-refundable', 'With deposit / Double Penalty / Partial Petals', and 'With deposit / Double Penalty / Double 24 hrs / Single Room'.
- Car Scenarios (6 cards):** Addressing car rental refund scenarios like 'No Insurance / Agency Petals' and 'With Insurance / Agency Petals / Insurance Eligible for Cash'.
- LX Scenarios (4 cards):** Focusing on specific LX-related refund cases such as 'Eligible for refund' and 'Non-refundable'.
- Insurance Scenarios (2 cards):** Covering insurance-related refund use cases like 'Non-refundable' and 'Cancel or cancelled / State already filed'.

Each card follows a consistent layout: a title, a short description of the scenario, and a 'The Bottom Line' section containing key details such as 'Eligible for refund', 'Cancellation deadline', 'Refund amount', and 'Cancellation fee'.

Supporting first launch

Refund summary card use case audit (detail)

Flight Scenarios

Airline credit

If you cancel this flight now, you'll get a total credit of {fullFormattedCredit} to use on {Brand} for future flights with {Supplier}.

This amount is divided among all travelers on an itinerary, so each person will get their own credit.

- fv01_MESSAGE_AIR_CANCEL_WITH_CREDIT
- fv01_MESSAGE_AIR_CANCEL_WITH_CREDIT_ADDITIONAL_INFO

✕ Chicago to Seattle

Departs Fri, Feb 15 at 10:30am
Traveler: Beyoncé Knowles-Carter

Total amount paid \$500.00
Cancellation fee -\$0.00

Airline credit \$500.00
United Airlines

If you cancel this flight now, you'll get a total credit of {fullFormattedCredit} to use on {Brand} for future flights with {Supplier}. This amount is divided among all travelers on an itinerary, so each person will get their own credit.

Full refund: Cash

If you cancel this flight now, you'll get a refund of {refundAmount} {currency}.

- fv01_MESSAGE_AIR_CANCEL_VOID

✕ Chicago to Seattle

Departs Fri, Feb 15 at 10:30am
Traveler: Beyoncé Knowles-Carter

Total amount paid \$500.00
Cancellation fee -\$0.00

Refund amount \$500.00
Mastercard **** 1234

If you cancel this flight now, you'll get a refund of {refundAmount} {currency}.

Full refund: Points

If you cancel this {product type} now, you'll get a refund of {refundAmount} {currency}.

- fv01_MESSAGE_AIR_CANCEL_VOID_FULL_POINTS

✕ Chicago to Seattle

Departs Fri, Feb 15 at 10:30am
Traveler: Beyoncé Knowles-Carter

Total points used 70,000
Cancellation fee -\$0.00

Refund amount \$500.00
Mastercard **** 1234

Lodging Scenarios

Expedia Collect

Inside Penalty / Flex Policy Cash Refund

Right now you can cancel your booking at {propertyName} for free and get a refund of {fullFormattedPrice}.

- MESSAGE_COVID_FLEX_POLICY

Inside Penalty / Flex Policy Voucher

Right now you can cancel your non-refundable booking at {propertyName} for a coupon in the amount you paid.

To get the coupon, cancel at least 24 hours before your check-in time (after this you might not get anything back). The coupon is good for 1 year to rebook at this property.

- MESSAGE_COVID_BYPASS_REFUND_COUPON_NO_AMOUNT
- MESSAGE_COVID_BYPASS_REFUND_COUPON_ELIGIBILITY
- ! Strikethrough normal non-refundable line item?

🏠 The Belltown Inn

Check-in on Fri, Feb 15 at 12:00pm

Total amount paid \$500.00
Cancellation fee -\$0.00

Refund amount \$500.00
Mastercard **** 1234

Right now you can cancel your booking at {propertyName} for free and get a refund of {fullFormattedPrice}.

[Full refund timeline](#)

🏠 The Belltown Inn

Check-in on Fri, Feb 15 at 12:00pm

Total amount paid \$500.00
~~Nonrefundable booking~~ -\$500.00

Coupon amount \$500.00
The Belltown Inn

Right now you can cancel your non-refundable booking at {propertyName} for a coupon in the amount you paid. To get the coupon, cancel at least 24 hours before your check-in time (after this you might not get anything back). The coupon is good for 1 year to rebook at this property.

[Full refund timeline](#)

Part Six

Rolling off

Rolling off

Shortly before first launch, a reorganization placed the future of the one-click multi-item cancel project in the hands of the Trips team, who were better positioned to make it into a proper global cancellation experience.

Though I didn't get to stay on the project long enough to see it meet its full potential, I felt confident that the project was in good hands, and that my contributions had moved the conversation far beyond where they had been at kickoff.

Epilogue

Epilogue

Learnings

What went well

This project was a great example of what Expedia can accomplish with a clear goal, appropriate resources, and a willingness to reimagine established systems.

Work progressed rapidly, and all partners and stakeholders were bought into the vision.

From a UX perspective, we accomplished virtually everything we set out to accomplish, sometimes even exceeding expectations.

What could have gone better

If I was to do this project again, I would spend more time at the beginning learning the landscape of both packages and the VA. Early on I encountered situations where work would need to be thrown out or revised based on some parallel effort or existing piece I hadn't yet uncovered.

More broadly, I would document the unique project structure carefully with the intent of recreating the highly productive and positive work environment on future projects.

Epilogue

Learnings

Skills improved and/or acquired

- Conversational UX: Learned best practices for designing with language
- Rapid prototyping: Learned how to utilize Figma components to build and manage large, complex prototypes
- Design systems: Contributed components and use cases to the VA design system
- Flowcharting: Learned Gliffy and a formal method for designing flowcharts
- Design Operations: Experimented with designing Figma projects for efficiency and shareability

Epilogue

Outcomes

- Design system for VA greatly expanded with new use cases and implementation-ready components
- Research proved the value of breaking with the conventional chatbot experience in certain cases, opening a new way of communicating in the VA
- Robust plan for considering cancellation holistically across lines of business, laying the groundwork for successor teams

Epilogue

Final thoughts

This project was my first experience with many different concepts: Packages, the Virtual Agent, Trips, conversational UX, etc... I had to learn a lot of things, very quickly, at the center of a massive cross-functional project, brought on by the worst industry disruption in history.

I believe I performed well under this pressure, contributing a fresh perspective and relentlessly pushing the conversation toward customer centricity. Had I remained on this project, I would have continued pushing for the next improvements on the roadmap after launch, because I believe the Virtual agent still has great potential to benefit Expedia's customers, with or without a pandemic.

Thank you!