

ChatGPT

Claude

Grok

Copilot

TRAVEL SUPER APP · PRODUCT STRATEGY

Home Page Placement Strategy

Upcoming Trip & Book Draft

Multi-model UX / CRO research combining findings from ChatGPT, Claude, Grok and Copilot with OTA benchmark analysis.



Why multiple models

Consolidates several independent AI analyses to reduce individual model bias and validate the placement strategy against consistent UX, CRO and product-design principles.

Explore

Flights

Hotels

Train

Bus

Tours

 Search

HERO

Find your trip

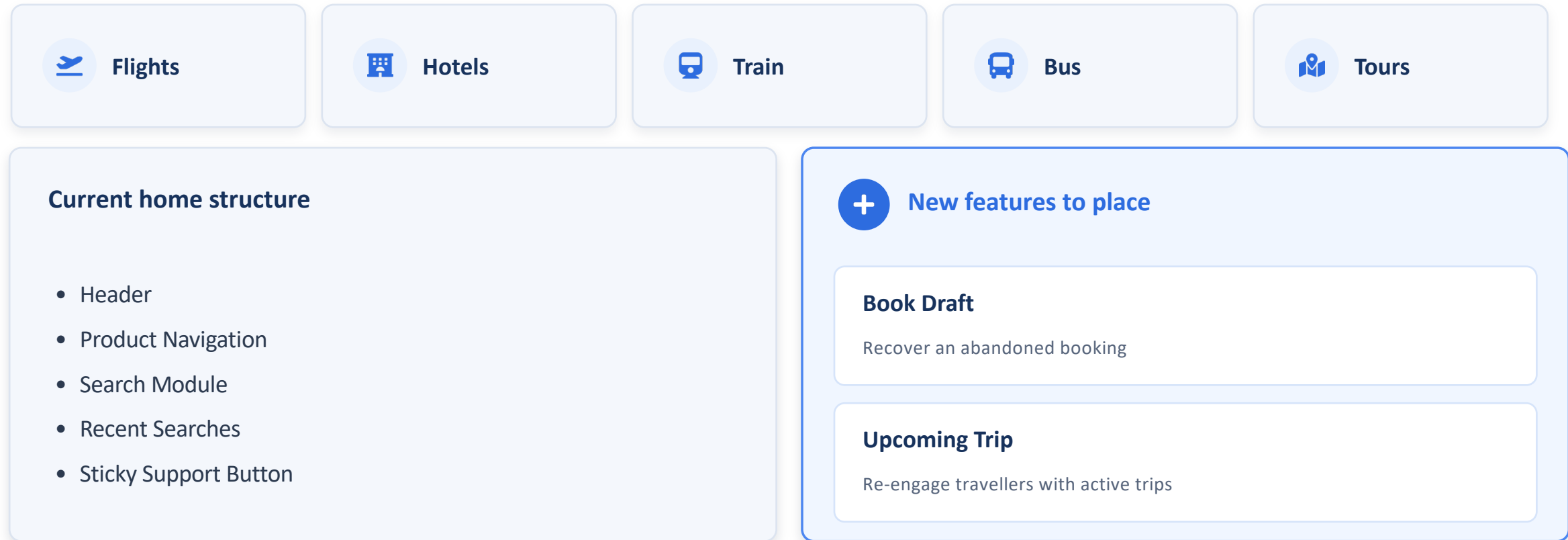
Book Draft · contextual

Upcoming Trip · contextual



One home page, two new features to place

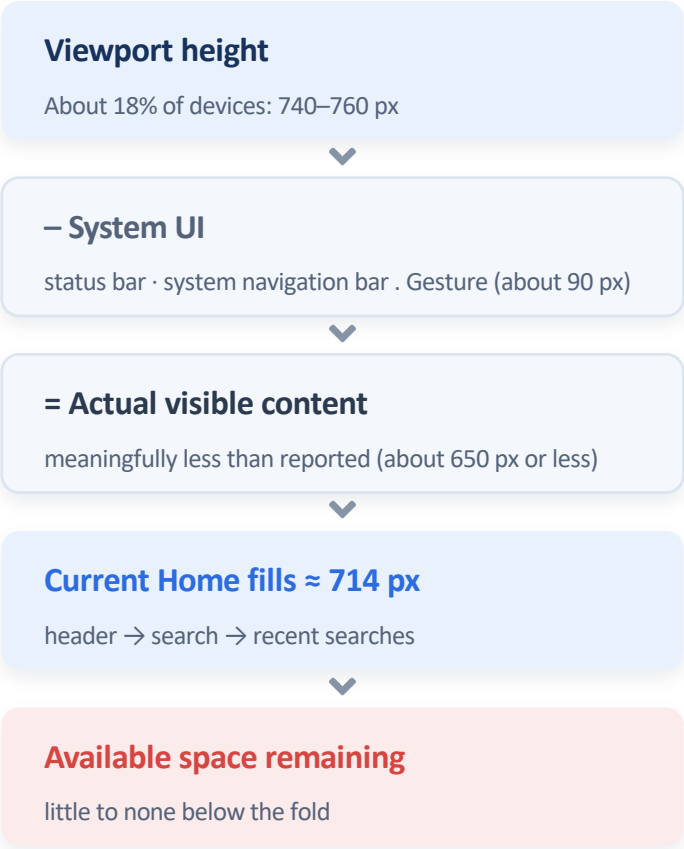
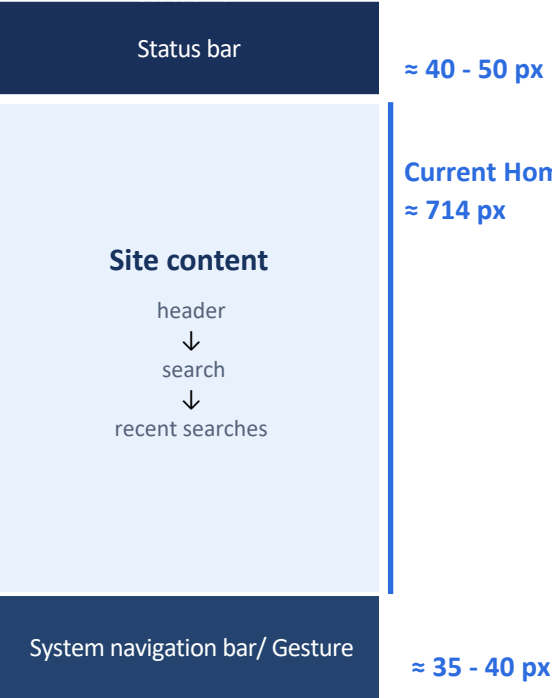
The Travel Super App home surfaces five products:



Purpose: decide exactly where Book Draft and Upcoming Trip should live on the home page.

The visible screen is smaller than it looks

What a 740–760px screen really shows



The screenshot shows a travel app interface. A blue bracket on the right side of the screen indicates the 'Available Space' is '≈ 650 px'. Below the screenshot are two boxes: a dark blue one for '714px current home content' and a blue one for '740–760 dominant viewport (est., CSS px)'. At the bottom, a red box with an exclamation mark icon states: 'Estimated ≈ 650 px usable — confirm with real device data.'

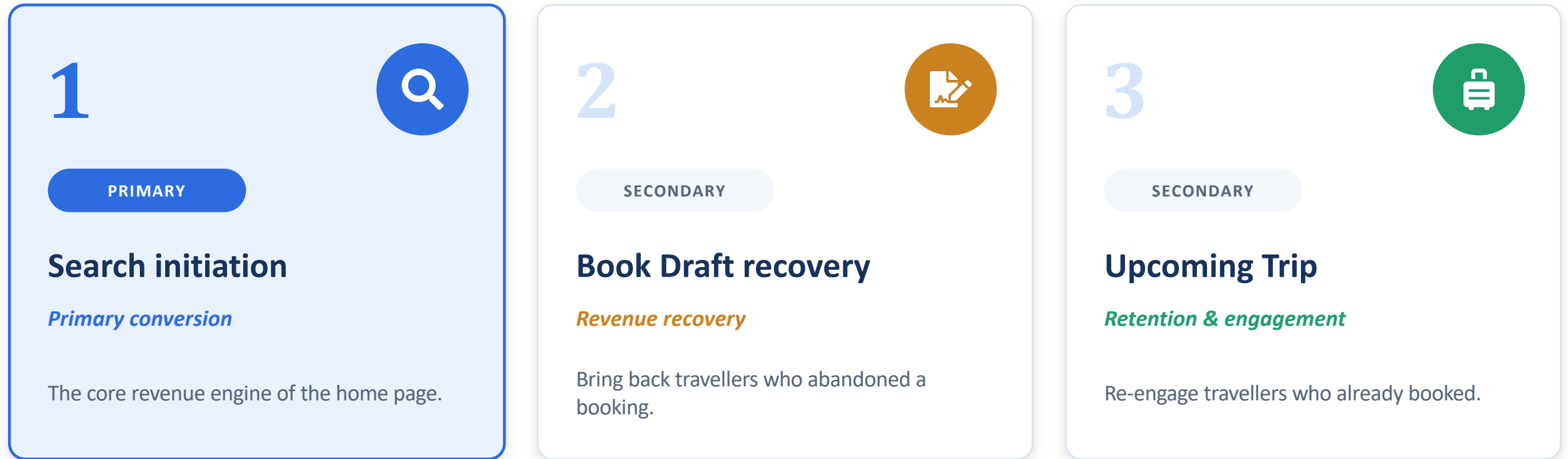
≈ 650 px
Available Space

714px
current home content

740–760
dominant viewport (est., CSS px)

Estimated ≈ 650 px usable — confirm with real device data.

One screen, three competing goals — not equal



These goals are not equal. **Search is the primary business goal — everything else supports it.**

How the market places upcoming trips, search, book draft

OTA	Home Hero	Search	Upcoming Trips	Book Draft	Interrupts Search?
Booking.com	Search hero + product tab	Top hero home /Bottom nav	"Trips" tab / Upcoming card at home	Book draft card at home	No
Airbnb	Search bar + product tab	Search bar home / Bottom nav	"Trips" tab / Upcoming card at home	Book draft card at home	No
Expedia	Products + feature promotions	Bottom nav	"Trips" tab / Upcoming card at home	Book draft card at home	No
Trip.com	Search + products	Top of home	"Trips" tab / Upcoming card at home	Book draft card at result page	No
Hopper	Search bar + product tab	Top of home	My Trips inside profile	-	No
MakeMyTrip	Product tabs . Offers	Inner page	"Trips" tab	-	No
Agoda	Search hero	Top hero	My Trips inside profile	Book draft card at home	No
Alibaba.ir	Products	Inner page	"Trips" tab / Upcoming card at home	-	No
Flytoday.ir	Products	Bottom nav	"Trips" tab / Upcoming card at home	-	No



No major OTA places Upcoming Trip above the primary Search module.

Six principles behind the decision



Above-the-fold attention

First screen drives the most engagement — reserve it for the primary goal.



Goal-directed behaviour

Users arrive intending to search; the layout should meet that intent instantly.



F-pattern scanning

Eyes sweep top-left first — the strongest zone belongs to Search.



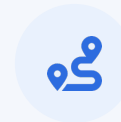
Hick's Law

More competing choices up top means slower decisions and lower conversion.



Progressive disclosure

Reveal Draft & Trip contextually, not all at once above the fold.



Information scent

Clear, relevant cues guide users toward the next best action.

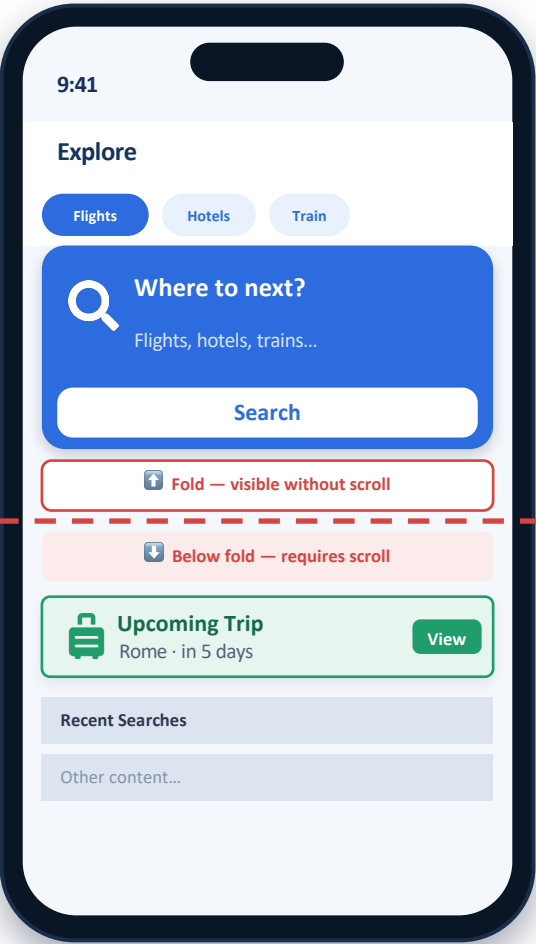
Every placement option, scored

Option	Search Conversion	Revenue	Retention	Cognitive Load	Recommendation
A Upcoming above Search	Low	Low	Med	High	Avoid
B Book Draft above Search	Low	Med	Low	High	Avoid
C Both above Search	Very low	Med	Med	Very high	Avoid
D Both below Search	High	Med	Med	Low	Consider
E Draft inside Search	High	High	Low	Med	Consider
F Upcoming badge in Header	High	Low	Med	Med	Consider
G Upcoming between Search & Recent	High	Low	Med	Low	Consider
H Contextual rendering	High	High	High	Low	✓ Recommended
I Sticky Upcoming button	Med	Low	Med	High	Avoid

Winner: Contextual rendering (H) — protects Search conversion while capturing recovery and retention. Any option that sits **above Search** is an Avoid.

Will users see the Upcoming Trip card?

Placed below Search, above Recent Searches — the safest balance between conversion protection and feature discovery.



Expected scroll behavior (industry evidence)

User segment	Estimated scroll rate
First-time users	15–25%
Returning users	30–50%
Users with an active trip	50–70%
Overall average	~35–50%

Directional estimates from mobile UX research (Nielsen Norman Group) and general mobile-commerce behavior — not our own product analytics.

Why this matters

Placing a feature below the fold on a screen where the fold is already critically tight means the majority of users will miss it on first view — unless the design actively signals its presence.

RISK



Without visibility signals, Upcoming Trip becomes a hidden feature — defeating its purpose as a retention and re-engagement tool.



Next slide:

Four techniques — starting with a compact Search module

Four techniques — start with a compact Search module

The Compact Search module is the foundation — it removes the below-fold problem structurally. The other three are visibility signals layered on top.

01



Peek / Peeking UI

Scroll cue

Design the Upcoming Trip card so its top edge (≈25–30 px) peeks out below the Search module. The visible sliver acts as a strong scroll cue — the user's eye catches it and understands more content exists below.

Scroll cue · directional

Up to +75%

02



Compact Search Module

Foundational

Reduce the Search block height by consolidating fields into a single compact row + CTA. This frees enough vertical space to push Upcoming Trip fully above the fold — eliminating the below-fold problem entirely without any scroll signal.

Visibility outcome

Fully above fold

03



Motion Hint (one-time only)

Low effort

On first load, animate the Upcoming Trip card with a subtle single bounce or slide-in. This draws the eye downward and signals content below Search. Use once per session only — repeated animation is disruptive.

Awareness lift

+20–30%

04



Notification Badge in Header

Cheapest

Add a small dot or number badge to the Trips icon in the app header whenever the user has an upcoming trip. Zero viewport cost — the badge is always visible even without scrolling.

Viewport cost

Zero

Major product risks — strong recommendations



Putting Upcoming Trip above Search



Creating visual competition with the Search CTA



Adding a Sticky Upcoming Trip button

STRONGEST RECOMMENDATION

Do not add a Sticky Upcoming Trip button



Competes with the existing Sticky Support button



Occupies valuable, already-scarce viewport



Adds unnecessary cognitive load



No OTA follows this pattern

The recommendation



Search remains the Hero

Always first and dominant on the screen or collapsible.



Upcoming Trip is contextual

Shown only when the traveller is eligible.



No Sticky Upcoming Trip

This pattern is explicitly not recommended.



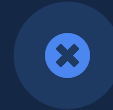
Personalization drives visibility

Eligibility decides what renders; first-time users see search only.



Book Draft is contextual

Shown only when an abandoned booking exists.



Never both above Search

No stacking of cards over the Search module.



Support never hides Search

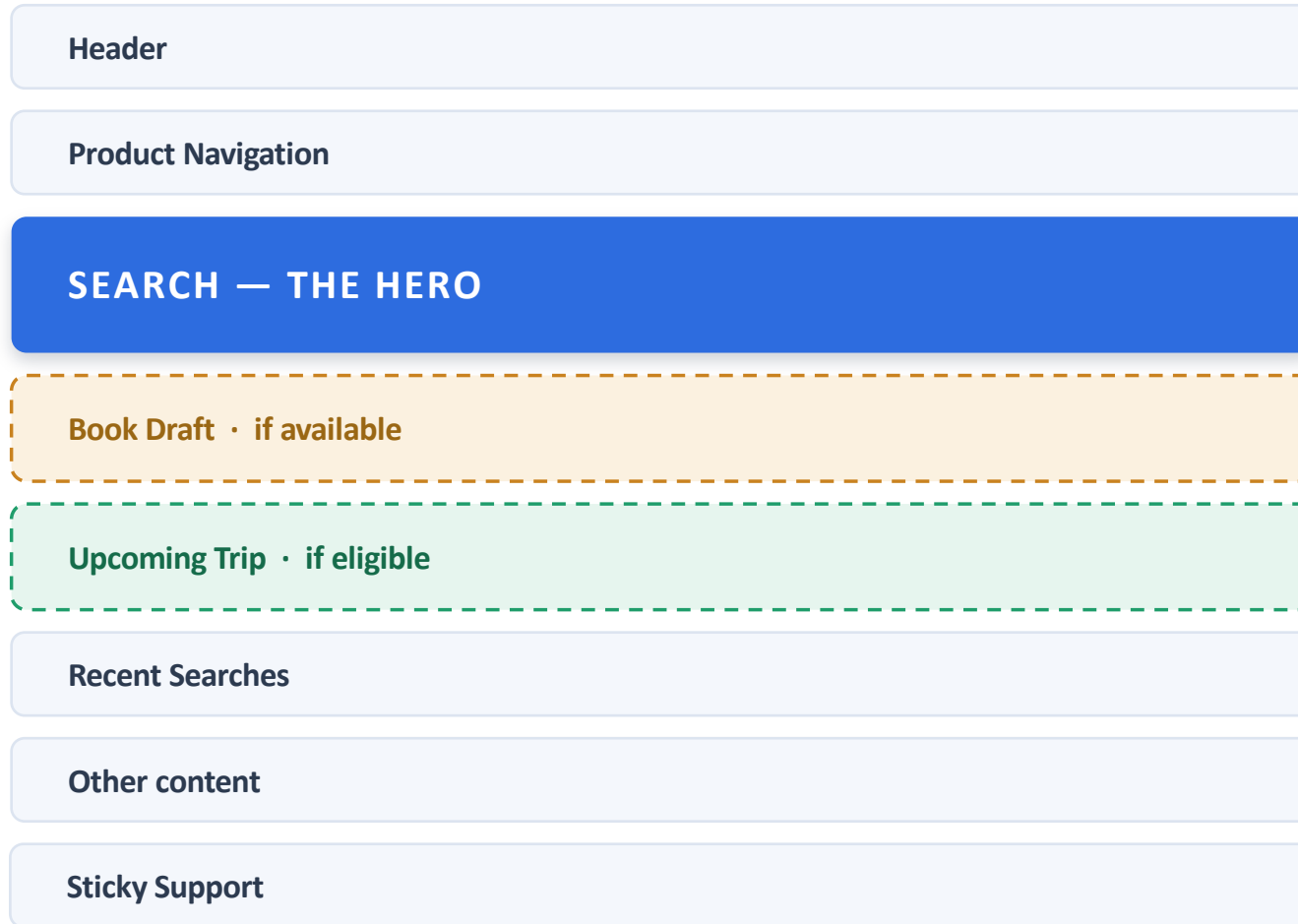
Support stays lower priority, always.



Static fallback ready

If contextual logic slips: Draft above, Upcoming below (Option B).

The final home hierarchy



How to read this

- **Search stays the anchor**

Fixed at the top of the fold, visually dominant, collapsible.

- **Contextual slots**

Book Draft and Upcoming Trip render only when relevant — dashed here.

- **Stable order**

The sequence never reshuffles between sessions.

- **Support stays out of the way**

Sticky Support lives last and never covers Search.

What we should NOT decide yet

Locking these without data means optimising for assumptions. Run the experiments first.

?



Do not decide yet: Search must permanently collapse

TEST FIRST

Compact Search is the highest-leverage lever in this design — but validate it first. A collapsed entry that reduces search initiation costs more than the space it saves. Treat as Experiment 1, not a shipped decision.

?



Do not decide yet: Upcoming Trip timing window (48h / 7d / 30d)

TEST FIRST

Any specific window chosen today is a guess. The optimal timing depends on when users find trip reminders genuinely useful vs. distracting. This must be discovered through Experiment 3, not decided by consensus.

?



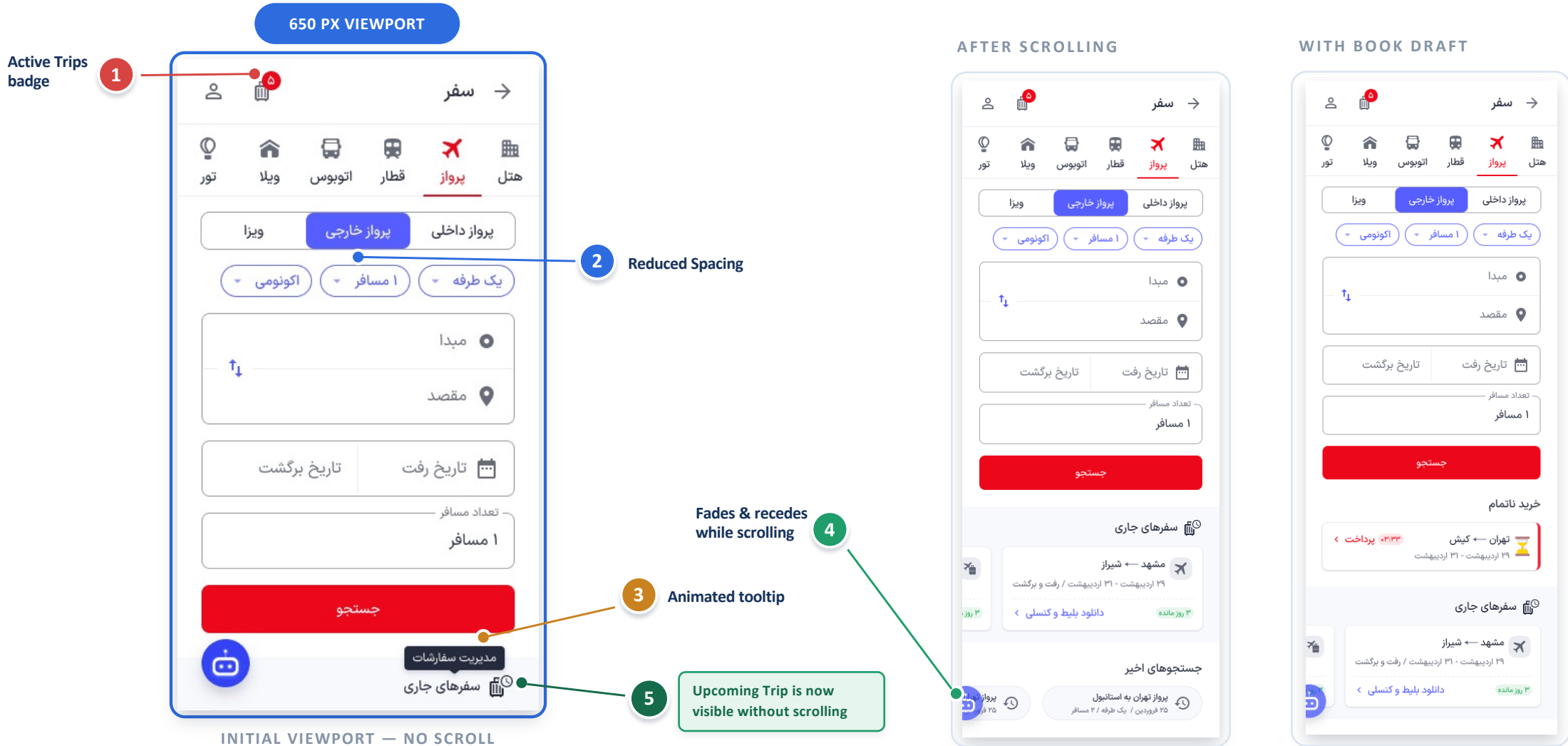
Do not decide yet: Exact Book Draft placement relative to Search

TEST FIRST

Whether Draft goes above Search, below Search, inside Search, or as a header strip depends on the Search layout that Experiment 1 produces. Optimising Draft position before that baseline is established wastes the experiment.

Proposed MVP Design

Real UI, annotated. Reduced internal spacing in the Search module reclaimed enough vertical space for the Upcoming Trip section to surface within the first 650px.



Recommended Validation Plan

Sequenced by value — later experiments depend on the design space earlier ones establish.

01



Collapsed vs. Expanded Search

Run FIRST — determines the space budget for every card decision that follows.

PRIMARY METRICS

Search-initiation rate · time-to-search · booking conversion

GUARDRAIL: First-time-user bounce rate, scroll depth

02



Book Draft Placement

Banner below Search vs. inside Search vs. above Search.
Run after Exp. 1 search treatment is fixed.

PRIMARY METRICS

Draft resume rate · completed bookings

GUARDRAIL: Fresh-search cannibalization rate

03



Upcoming Trip Presence & Window

No card vs. contextual card; if card wins, test window lengths vs. 'My Trips' icon control.

PRIMARY METRICS

Trip-page visits · engagement / CSAT

GUARDRAIL: Support-contact volume, dismissal rate

Run in parallel:



Analytics — instrument real base rates + confirm device/viewport distribution before quoting any fold figure internally or externally. **Usability testing** — collapsed-bar comprehension for first-time users; Draft-inside-Search vs. banner confusion risk.

Final Recommendation: A Phased Rollout

Ship in phases rather than attempting the fully optimized design in the initial release.



PHASE 0

Close the Data Gaps

Instrument base rates and device/viewport distribution before any layout change. These determine whether conditional-logic investment is justified at all.



PHASE 1

Validate the Foundation

Run collapsed vs. expanded Search. This single result reshapes the space budget for every subsequent decision — do not skip or bundle with other changes.



PHASE 2

Ship the Static Fallback

Draft above Upcoming, both below Search, both dismissible. Well-supported ordering ships without waiting on full personalisation engineering.

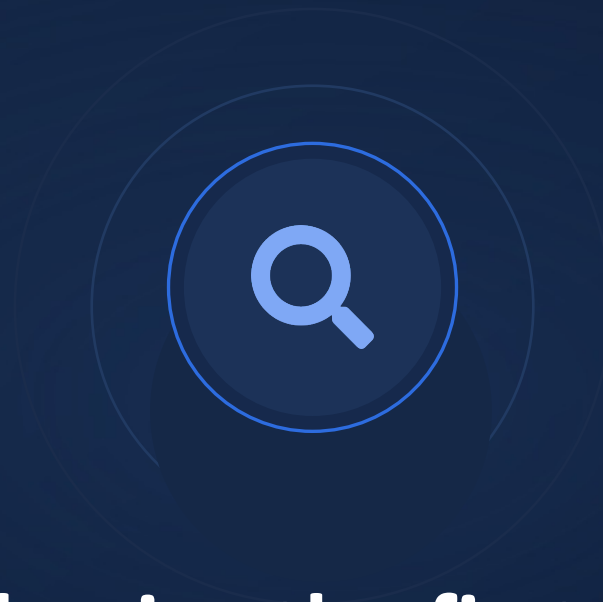


PHASE 3

Layer In Context-Aware Logic

Full conditional placement once eligibility signals are reliable, segments are large enough, and a cannibalization guardrail is live from day one.

One-sentence summary: *Validate a collapsed Search entry first — it may dissolve the entire fold conflict; ship a simple static Draft-above-Upcoming ordering below Search as an interim state; and invest in full context-aware personalisation only once base rates and eligibility signals justify the added complexity.*



Search wins the first screen

Everything else supports it

Home Page Placement Strategy · Upcoming Trip & Book Draft

Farzaneh Abbasnezhadford