
Headout

Reimagining Discovery at Headout

A Product-Led Perspective on Simplifying Exploration



Headout

Problem Statement

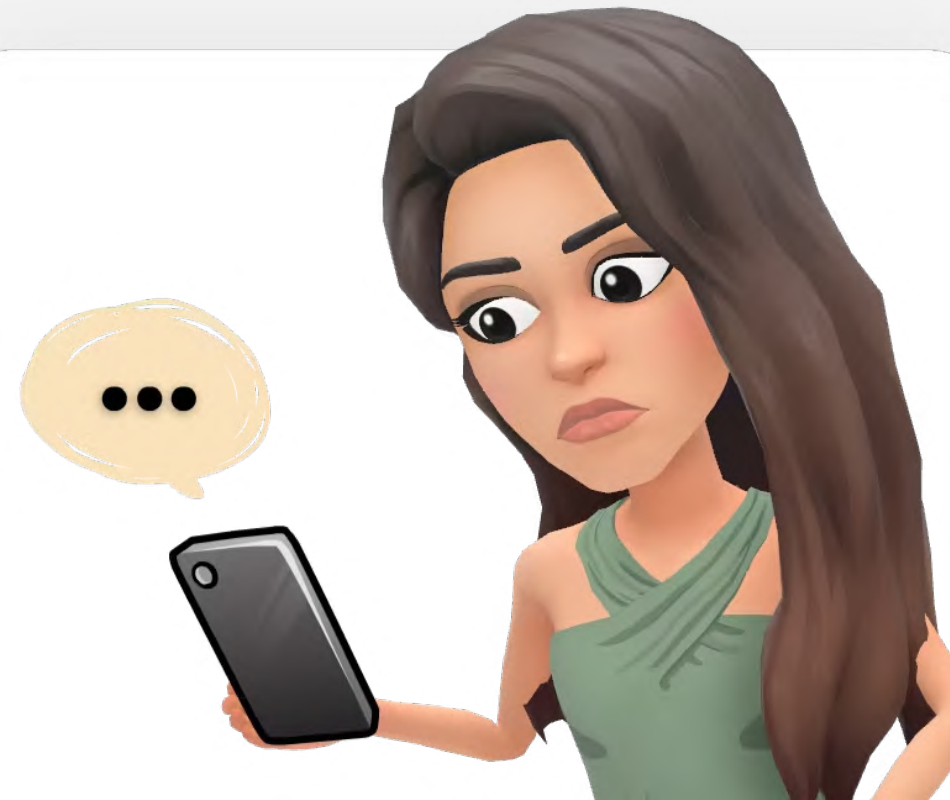
Hi- I'm Diya, an Analyst & user who's curious, data-led, and obsessed with travel experiences.

**This year I've planned my birthday trip to Florence, Italy. Now it's time to book what we'll do there.
So I head to Headout!**



Problem Statement

I came to the app not just book tickets — but actually *feel* what the city could be like, but didn't feel inspired. I had to scroll, filter, decide — it felt like *work*.




👉 **Users come to Headout not just to book, but to feel guided.**

Yes, I got what I wanted — I booked tickets to the Accademia Gallery at the best deal.

But I also wanted the app to catch my vibe + give me personalized recommendations for me and the girls!

Insights

For a product with low frequency (user makes 1–2 trips a year) and high commitment (high monetary value attached to bookings) ;



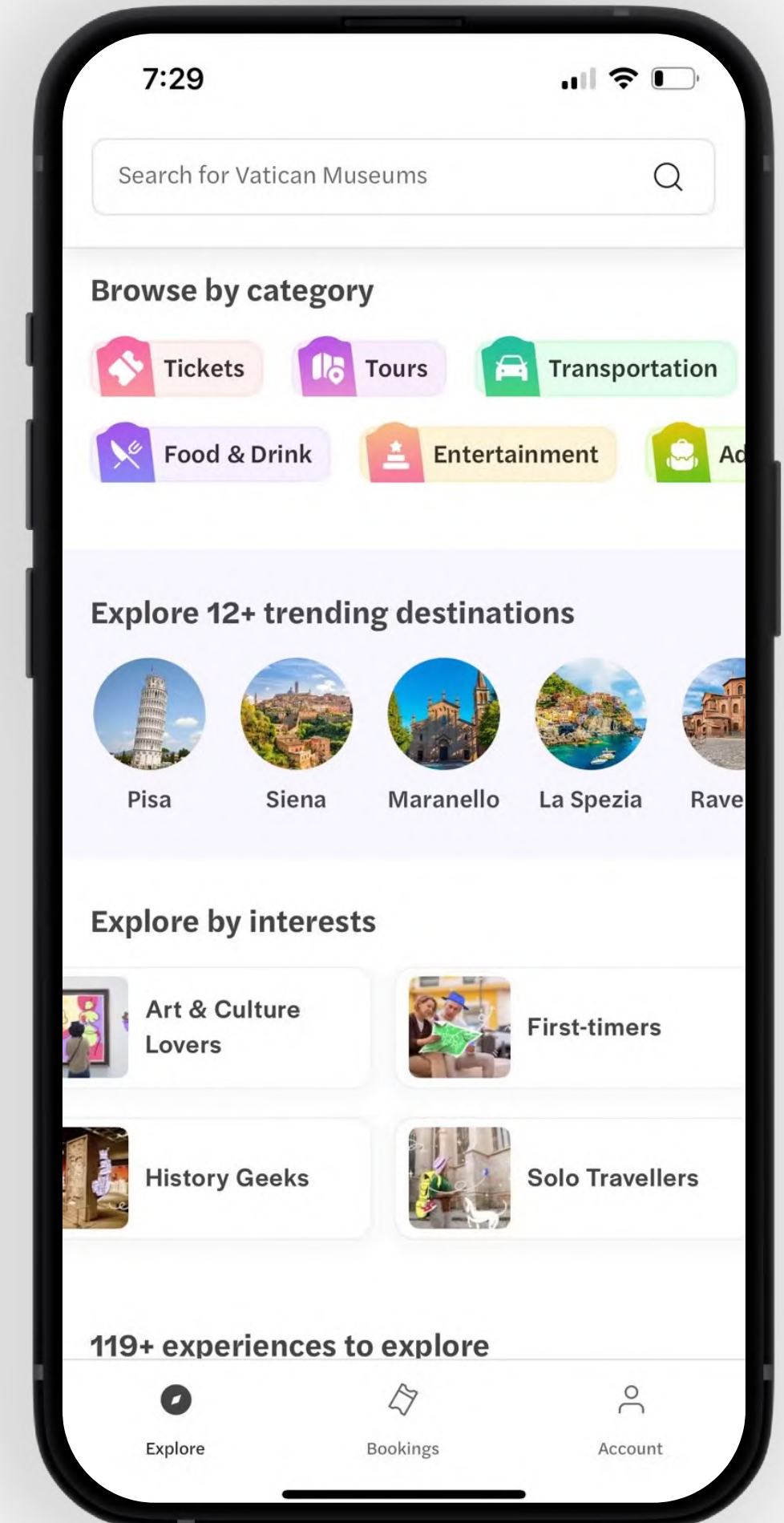
Millennial/Gen Z
users want 100
choices— but
they also want a
vibe.

With high
commitment, we
trust people more
than algorithms—
but we still want
the magic of AI.

Top of funnel is
lean → so let's
optimize for high
conversion 💪.

Current Issue #1:

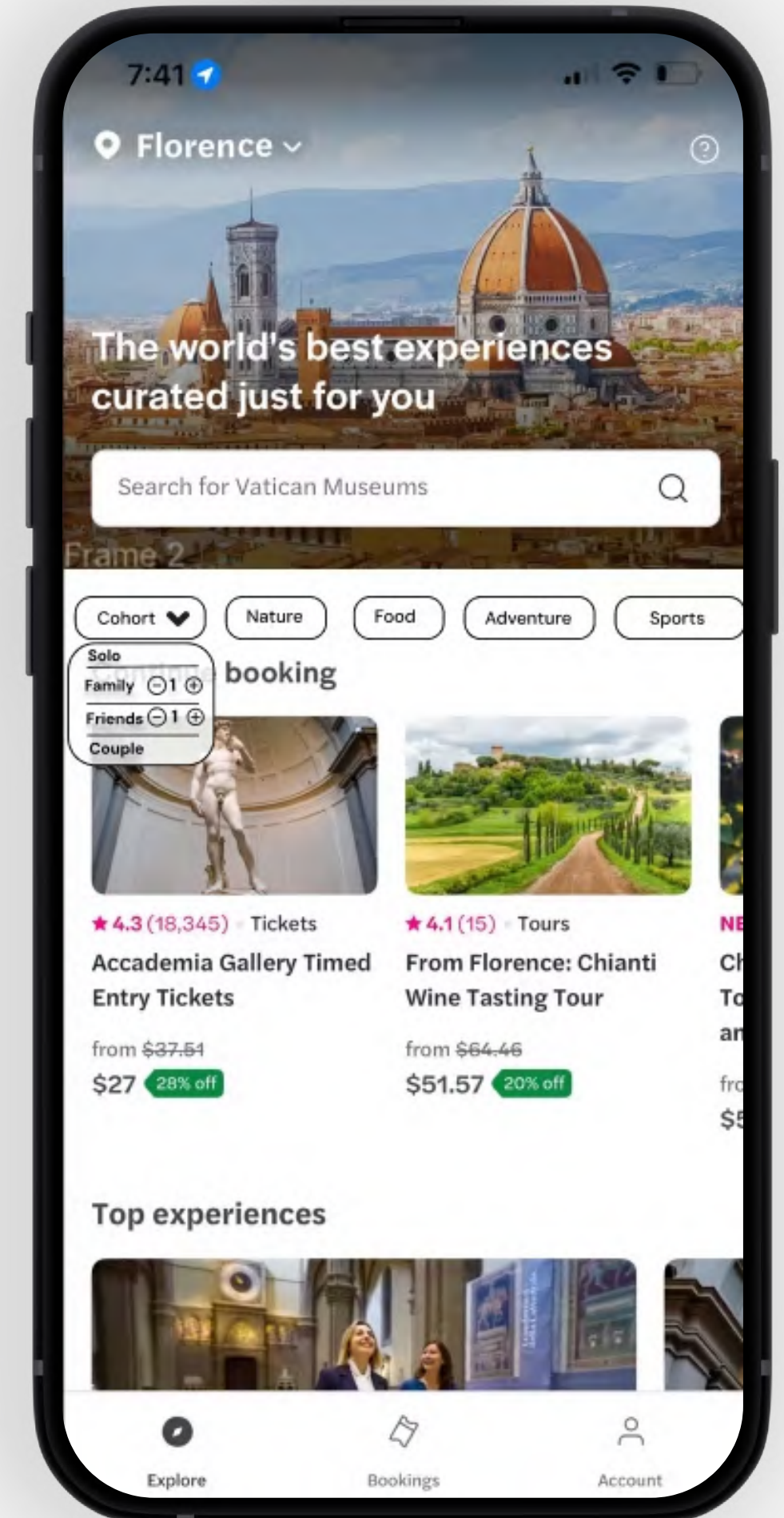
- The “**Browse by Category**” and “**Explore by Interest**” sections are placed too far down the landing page, making discovery feel secondary.
- The “**Explore by Interest**” section mixes **interests** (like history, art) with **cohorts** (like solo travelers or families), creating an unclear filter logic.
- A bit of **cognitive overload** — users land on a homepage full of options, unsure where to begin.
- The experience feels **filter-heavy and emotionally flat**, especially for users seeking inspiration, not just information.



💡 Pitch: Redesign Discovery

- When a user lands on the app, show a **unified filter section just below the search bar** — where they can set both:
 - **Who they're traveling with** → Solo / Couple / Family / Friends (with guest count input)
 - **What they're looking for** → Culture / Food / Nature / History / Sports / Architecture
- Use these inputs to **prime the content** shown on the homepage:
 - Highlight experiences that are personalized
 - Reduce irrelevant noise and decision fatigue
 - Dynamically update pricing based on the cohort size (e.g., family of 3)

👉 This enables **intent-led exploration**, not just task-based filtering — helping users go from *"Where do I start?"* to *"This feels like it was made for me."*



Metrics to Track– Redesign Discovery

As a Product Analyst, I'd track:

Metric	Why I'm Tracking It
# of bookings segmented by cohort (North Star)	Evaluates if cohort selection (e.g., family of 3) leads to more number of bookings by one user– based on cohort selection
Clicks on cohort or vibe filters	Signals early user intent — are users engaging with personalization options?
Booking alignment with selected tags	Tracks whether users end up booking experiences that matched their vibe filters
Bounce rate from homepage	Helps identify if personalization reduces decision fatigue and drop-off
Return visits after first session	Indicates if personalization improves retention and long-term engagement
CTR on personalized homepage suggestions	Measures relevance of the filtered feed and overall success of intent-led sorting



Current Issue #2:

As a new user, I often find myself getting lost in endless scrolling — without ever making a decisive choice or even clicking on a booking card.

Scrolling through long lists can feel overwhelming, leading to decision fatigue and eventually, drop-off before any booking happens.

Today's users crave a more intuitive, playful way to explore — one that feels less like searching, and more like discovering.

💡 Pitch: Introduce a Swipe-Based 'Explore' Feature

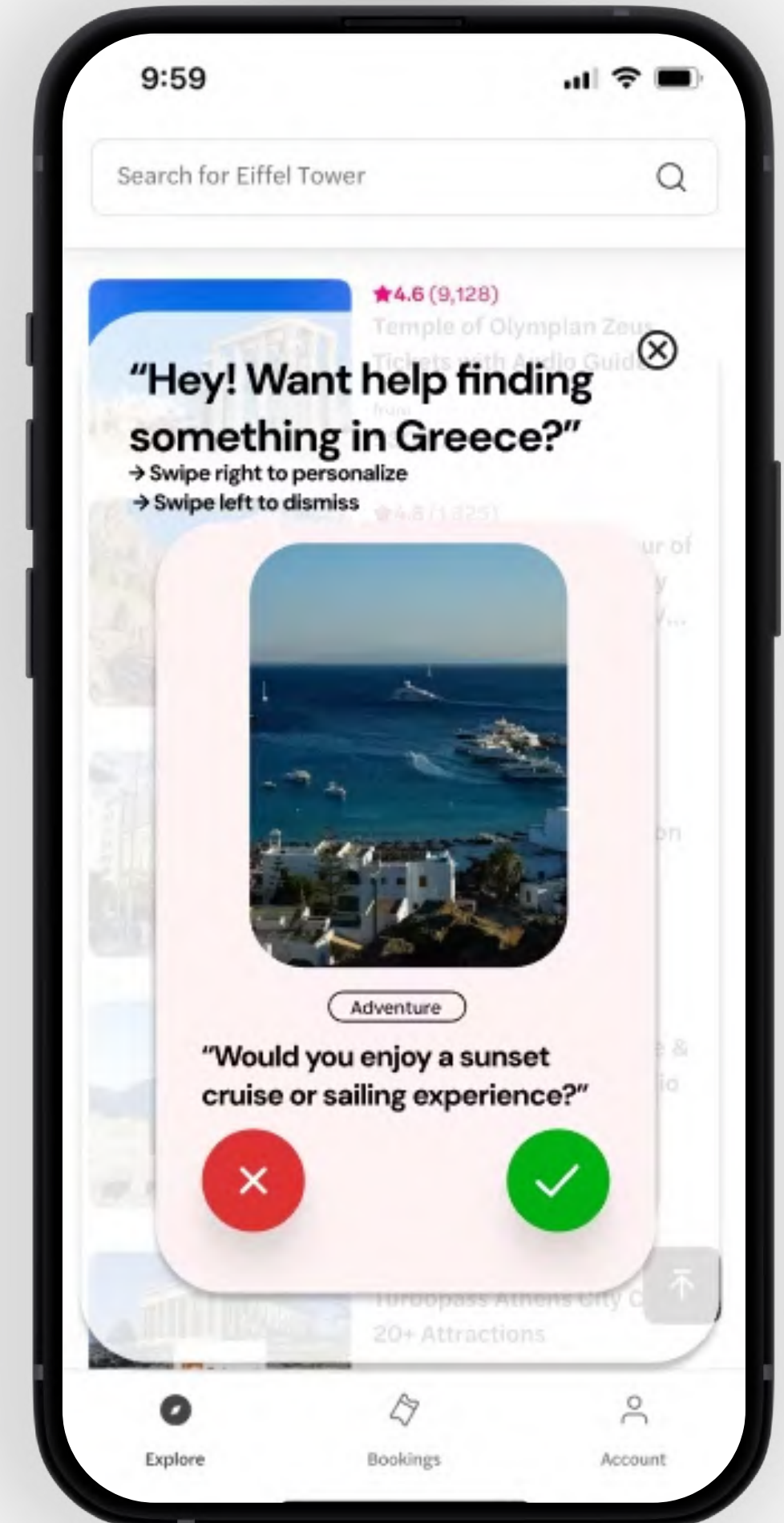
Trigger a smart pop-up prompt based on user behavior:

- If a user scrolls through experience cards for longer than their median time without clicking into one,
- Show a gentle nudge: **"Hey! Want help finding something in Greece?"**
 - Swipe right to personalize
 - Swipe left to dismiss

Once the user opts in:

- A **stack of 5–7 swipeable cards** appears, asking quick, vibe-based personalization questions
- After completing the flow:
 - The homepage feed is **re-ranked and personalized** to match their preferences
 - Irrelevant listings are deprioritized, reducing scroll fatigue

🎯 This makes discovery feel helpful, not heavy — and turns passive scrolling into an **active personalization loop** without needing to change supply logic.



Metrics to Track – Swipe-Based ‘Explore’ Feature

As a Product Analyst, I’d track:

Metric	Why I'm tracking it?
Click-through rate (CTR) (North Star)	Measures how compelling the personalization prompt is — do users engage when nudged?
Booking conversion rate	Tracks if personalization leads to more bookings (vs default scroll experience)
Time to conversion	Helps understand if curated feed reduces friction and leads to faster decision-making
Avg. time spent after prompt appears	Shows if the prompt adds value or introduces delay/confusion
Time from prompt → first experience click	Measures how fast the personalized flow pushes users toward taking action
Bounce/drop-off rate post-prompt	Ensures the prompt doesn’t overwhelm or push users away
% of users completing all swipe cards	Tracks whether the micro-personalization journey is engaging enough to complete

Why Me — and Why Headout💜



I'm Diya — a product-minded analyst, a data nerd, and a total UX geek.

I currently am a Risk analyst at BlackRock, but I'm now looking to **pivot into a more product-focused role** — where I can move fast, think deeply, and build things that truly impact users.

I'm a hustler — obsessed with **exponential growth, clean product flows, and turning data into sharp, actionable insights**. Whether I'm using an app or reading reviews, I'm always asking: *how can this experience be better?*

I built this deck because I genuinely admire what Headout is building — and more than that, I connect deeply with the **principles** the company runs on. I believe in **candor, comfort with ambiguity, learning quickly**, and above all, **empathy for the user**.

Let's do it. :)

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