

ROYAL CARIBBEAN INDUSTRY PROJECT

24-hour collaborative tech sprint

ABOUT US

Brainstation, Team Coco



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Project Manager

AGENDA

- 1) Why are we here
- 2) Problem Space
- 3) Problem Statement
- 4) Secondary Research
- 5) Initial How Might We
- 6) Proto Persona
- 7) Revised How Might We
- 8) Current Site Perspective
- 9) Prototype & Demo
- 10) Conclusion

WHY ARE WE HERE?

Solving A Problem

"New-to-cruise"

- Have **never** been on a cruise before
- Have **limited knowledge** of cruising
- Are **curious** to learn more about it as a vacation option



PROBLEM SPACE

Limited understanding of cruise product and lack of understanding of common cruise terminology causes confusion and frustration during the cruise shopping experience. This results in potential customers jumping around the website looking for information, therefore increasing apprehension to continue with the process.

85% of people have **never taken a cruise**, which represents a remarkable upside potential for this sector. Our goal is to find a solution to help attract, convert, and retain "new-to-cruise" potential customers.

PROBLEM STATEMENT

Confusion and frustration arise for customers due to their **limited understanding** of cruise products and terminology, causing **disorganized website navigation** and **hesitation to proceed**.

SECONDARY RESEARCH

85%



U.S. citizens have
never taken a
cruise

80%



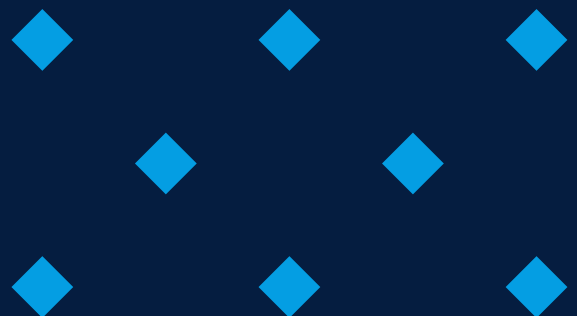
User their mobile
device to shop



INITIAL HMW?



How might we offer learning opportunities and deliver a unique shopping experience for our **"new to cruise"** customers that inspires confidence in their purchase?





PROTO PERSONA

MEET LUCIA

Bio: Lucia is a 35-year-old mother of two children, ages 8 and 10. She works as a marketing manager in a small company and loves spending quality time with her family. Although she's well-traveled, she has never been on a cruise before and is excited about the idea of exploring new destinations while enjoying a relaxed vacation with her family.

Pain Points:

- Does not like to see so much information at once
- Have limited knowledge of cruising

Motivations:

- Enjoys a vacation with her kids with assurance
- Are curious to learn more about it as a vacation option

Behaviors:

- Has only vacationed in-state
- More likely to book if they family packages

"I would love to go on a cruise but I don't even know where to start"

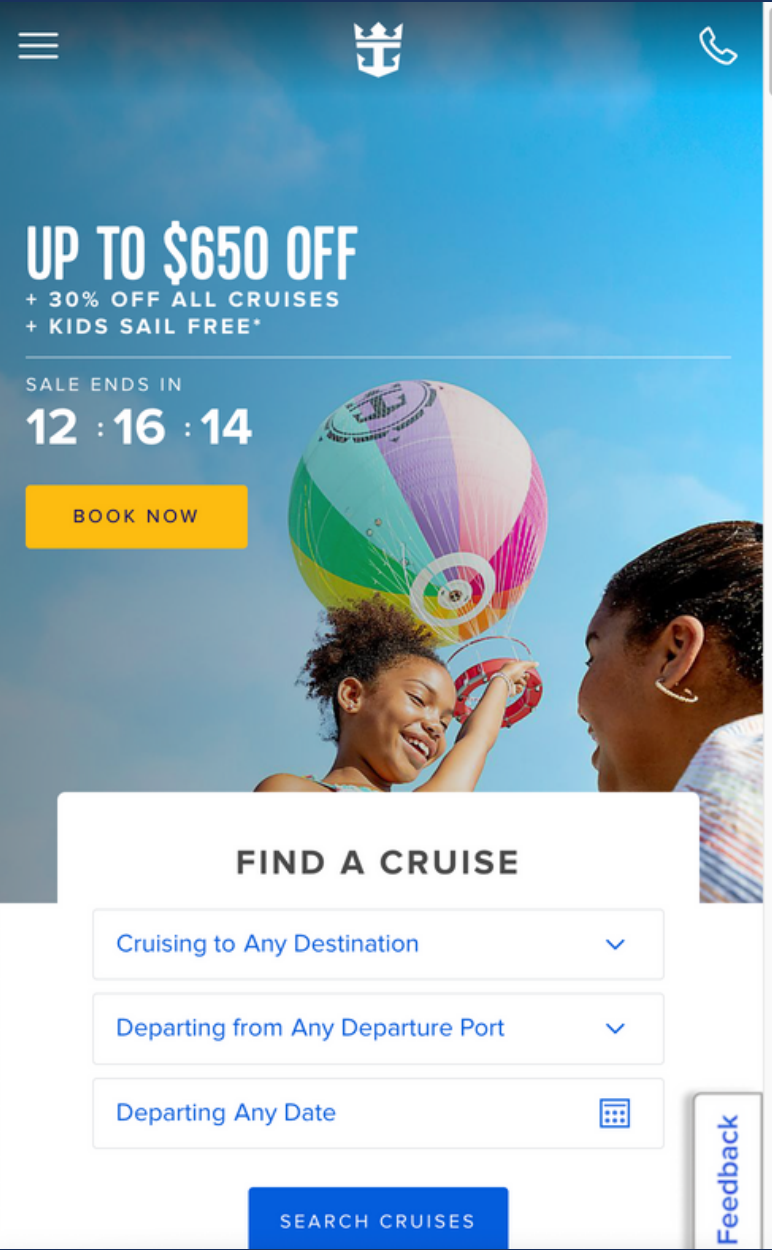
REVISED HMW

How might we **empower** parents looking to travel with their children book their cruise with **confidence**?

CURRENT SITE PERSPECTIVE

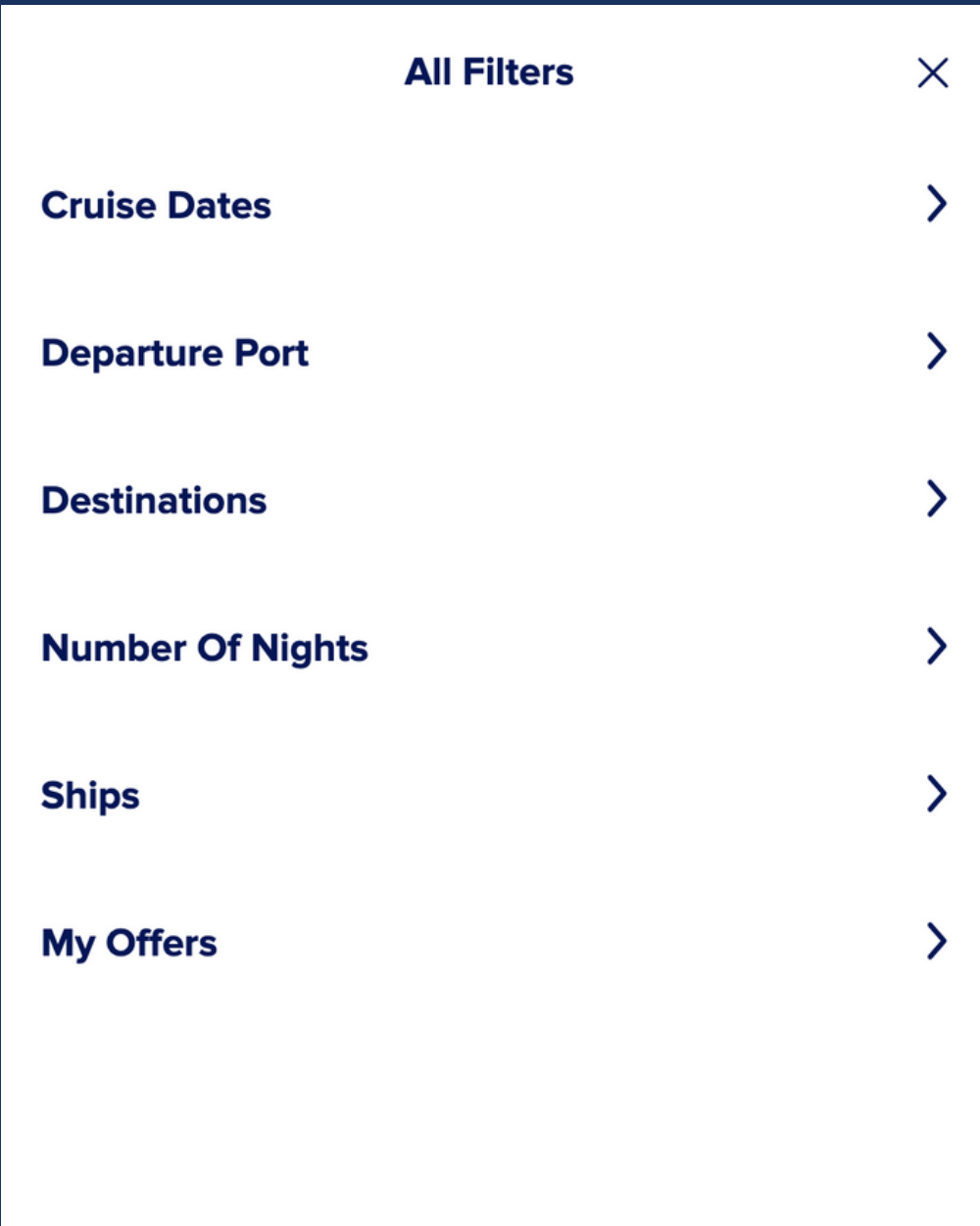
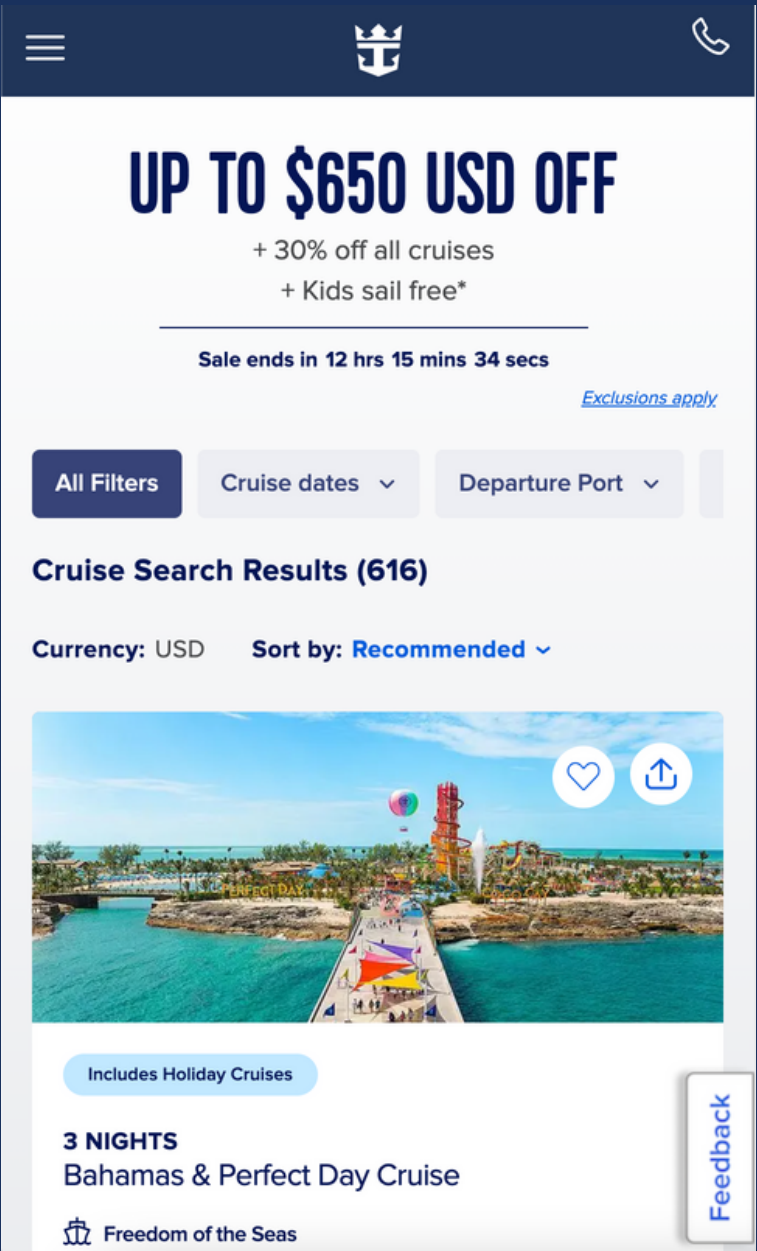
Hero Image

looks too promotional

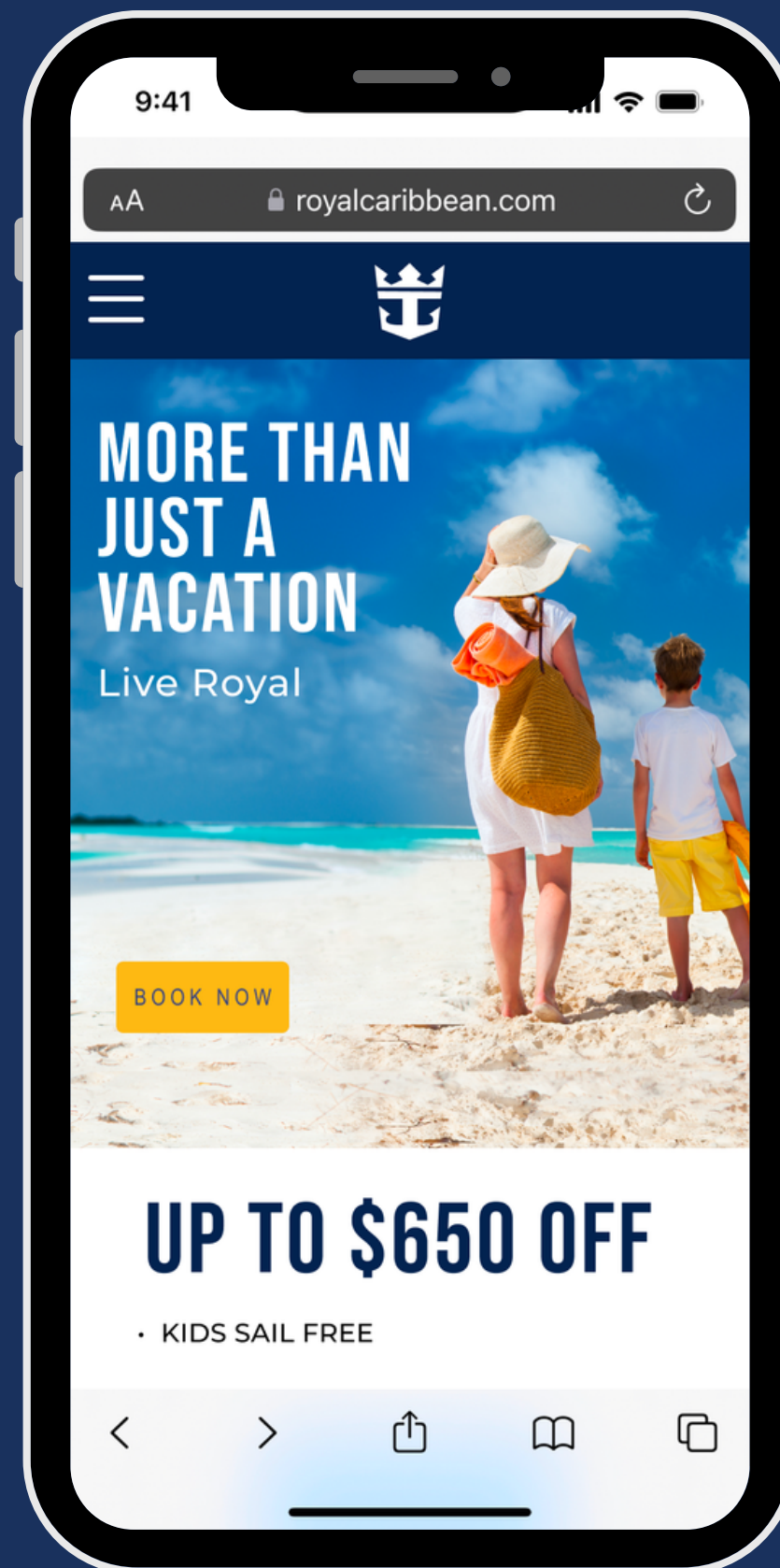


Filter Screen

Information overload & and lack of personalization on



PROTOTYPE



DEMO QR CODE

Please we
encourage you to
follow along!



KEY LEARNINGS:

1. Learning to **transition** from visuals and aesthetics. (front-end), to functionality (back-end)
2. **Continuous communication** leads to seamless work flow
3. Software Engineers **learning to workaround** challenges to match UX Designer's Hi-Fi wireframe

NEXT STEPS:

Develop and
implement UI

User Testing

Incorporate real
time feedback

Quality
Assurance



THANK YOU

FOR COMING

APPENDIX:

1. Royal Caribbean website
2. <https://careers.royalcaribbeangroup.com/royal-caribbean/>
3. <https://cruising.org/-/media/research-updates/research/consumer-research/2018-clia-travel-report.pdf>
4. <https://www.windrosenetwork.com/The-Cruise-Industry-Demographic-Profiles.html>