

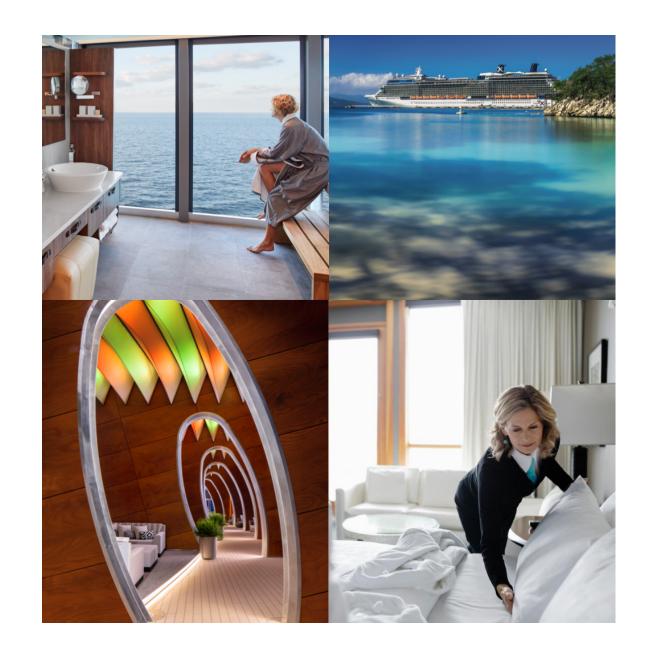


Celebrity Cruises

For this project, I redesigned the cruise booking funnel which resulted in significant increases in bookings, conversion rate and NPS score.

My role

- Competitive analysis
- Brand strategy
- User journey
- User testing
- UX/UI Design
- A/B Testing
- Interactive prototype



The Outcome

Celebrity Cruises

- Created optimization strategy for the most inneed steps of the booking funnel
- Leveraged multi-variate and Al driven testing tools
- Established the UX LAB as a dedicated optimization team with UX researchers, designers & FEDs
- Increased NPS by 10%
- Increased web business to 6.5% of sailed share
- Increased booking conversion by 20%
- Reduced response times by 50%

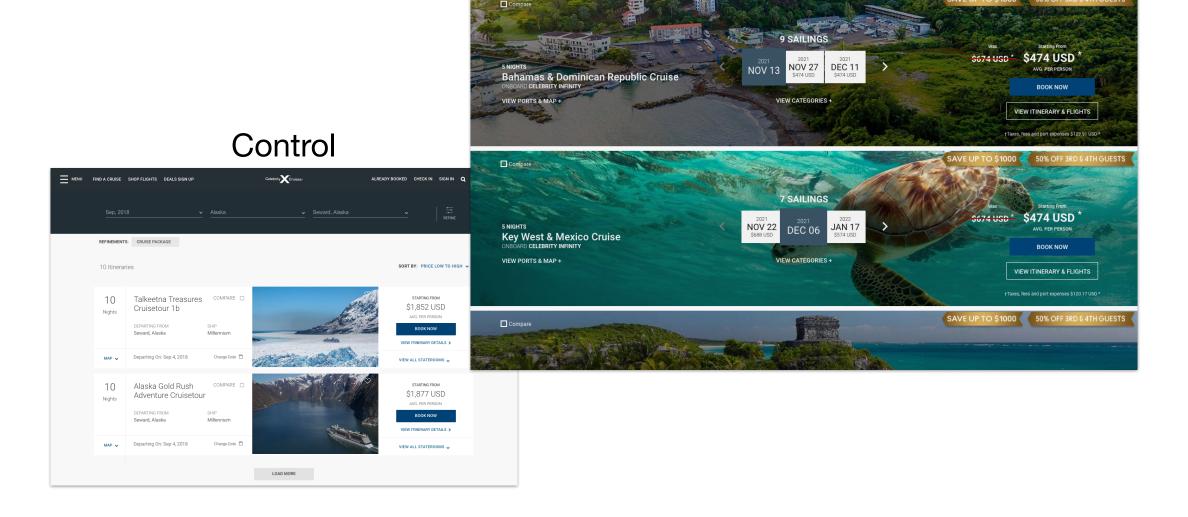


The Outcome

Celebrity Cruises

Optimized Search Results

ALREADY BOOKED SUBSCRIBE CHECK IN/SIGN IN Q



FIND A CRUISE REDEEM FUTURE CRUISE CREDIT 🐤 DEALS 🗸



Slow down to speed up

To ensure we are solving the right problems before executing on design solutions



Define



Develop



Identify & understand customer and business needs

Define what problems are worth solving

Align on Objectives and Key Results (OKRs) and Customer Goals

Brainstorm

Explore many ideas

Usability testing

Iterate based on feedback

Provide final designs

Support engineers throughout development

Test new experiences

Measure against key performance indicators (**KPIs**)

Dig into user feedback and metrics

Learn

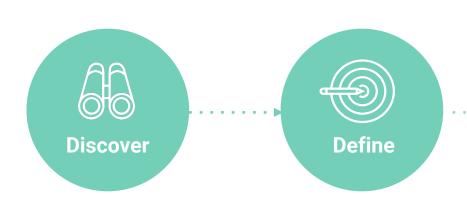
slow down

speed up



Slow down to speed up

Applying learnings to design iterations is a critical step in the process



Identify & understand customer and business needs

Define what problems are worth solving

Align on **O**bjectives and **K**ey **R**esults (**OKRs**) and Customer Goals

Brainstorm

Design

Explore many ideas

Usability test (if needed)

Iterate based on feedback

Provide final designs

Develop

Support engineers throughout development

Test new experiences

Measure against key performance indicators (**KPIs**)

Measure

Dig into user feedback and metrics

Learn

slow down

speed up

The Process Experience outcomes

Business objective

What is the business objective?



Customer Insights

What opportunities exist to improve our experience that will impact customer behavior the most? What pain points are causing customers to give up? What are customer expectations for the goodness of the experience?



Customer Goals

What value do we need to provide in order to achieve our business objective?



KPIs

If we succeed, what metrics will change?



Measure and iterate



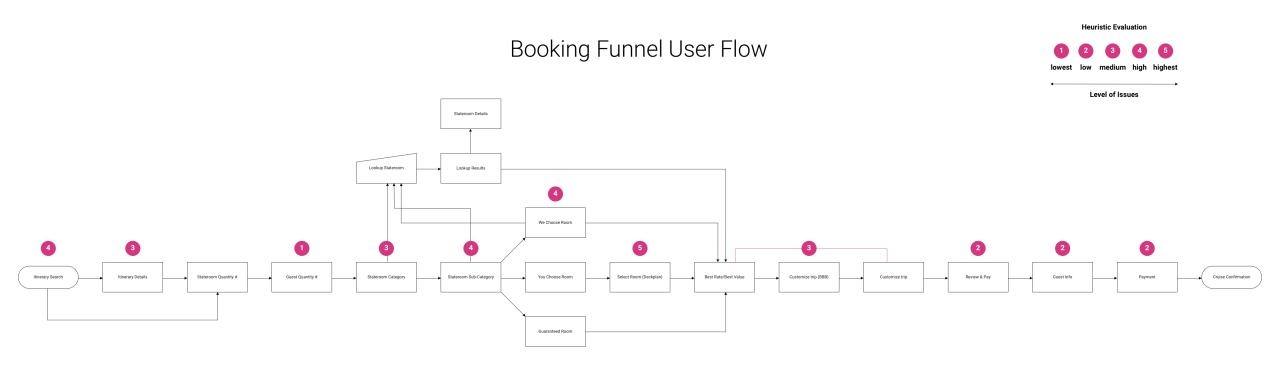
Ideas Concepts Designs Customer feedback



Solutions

Features and technology we design and build in service of customer goals

The Process User flow



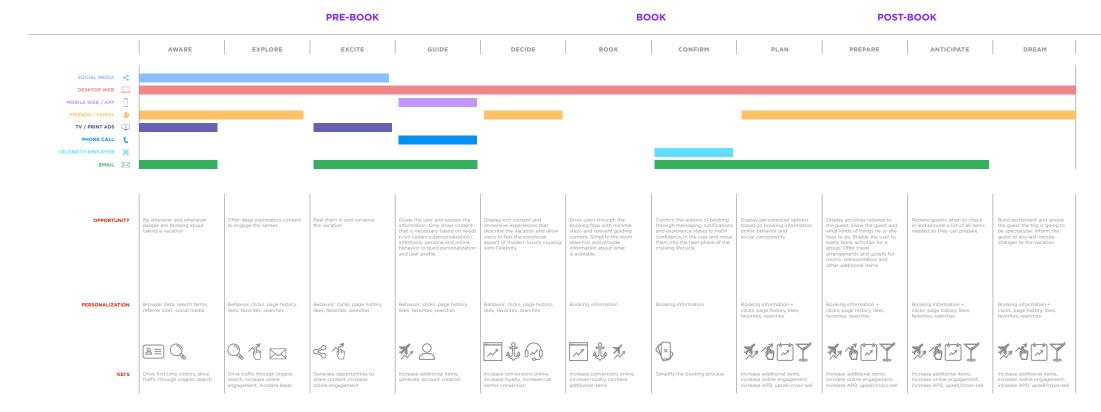
The Process
User journey CHOOSE ROOM AND GUEST DETAILS CHECK IN, CONFIRM TRANSPORTATION & PREPARE EXPLORE & RESEARCH RECEIVE NOTIFICATION & REVIEW CONFIRMED VISUALIZE RESERVATION THE JOURNEY SHARE, COMMUNICATE & CONFIRM IDEAL SAILING BOOK ACTIVITES, TRAVEL & SHARE ONLINE PICTURE YOURSELF Pre Cruise ON THE VACATION f DISCOVER CRUISING GET EXCITED ABOUT UPCOMING TRIP CONFIGURE & BUILD THE IDEAL CRUISE

воок

POST-BOOK

PRE-BOOK

The Process User journey



SYSTEMS & PROCESSES

SEARCH ENGINE OPTIMIZATION SAVE FAVORITES Celebrity Cruises appears first

Create a collaborative space

IMMEDSIVE CONTENT Display engaging images and video content that tell the story and sells the SMOOTH TRANSITIONS

users engage and explore

DETAIN LISED TRAFFIC Keep users on the website by guiding and delighting them

ASSISTING SPACE share information in one place

CHAT WITH US ANYTIME

virtual concierge

Provide white glove service

USER GENERATED CONTENT

VALUE PROPOSITION

Execute digital tools that

DROCESS TRANSPARENCY Display history, charges

ACCURATE USER RECORD Remember credentials and history to provide users with a

IMMEDIATE AND

DEDSONALIZED

Welcome back post-booked users with options to fill up the know who they are

CHECKLISTS Track and notify the user of

completed, how to do it and those tasks

OFFICIAL DATA

on forms

ALREADY THERE

TRANSPARENT EMBARKING PROCESS

ease anxiety on the day of embarkation

MULTICHANNEL NOTIFICATIONS Target guests with critical

information via text, email and