

Celebrity Cruises

Booking Funnel Redesign

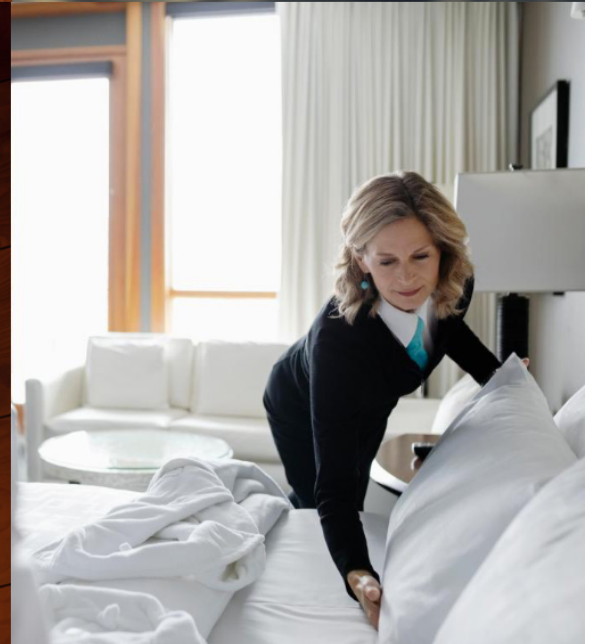
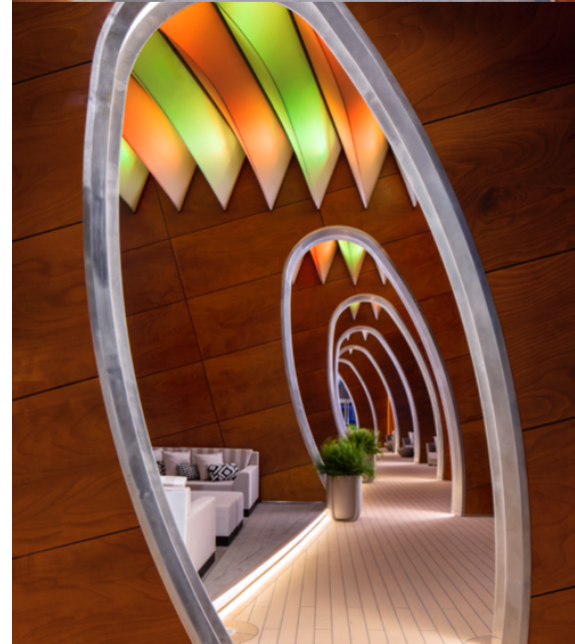
The Process

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 in-need steps of the booking funnel
- Leveraged multi-variate and AI 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

Control

The original search results page displays a list of 10 itineraries. The first two are visible:

10 Nights	Talkeetna Treasures Cruisetour 1b	COMPARE	STARTING FROM \$1,852 USD
MAP	DEPARTING FROM Seward, Alaska	SHIP Millennium	AVG. PER PERSON
	Departing On: Sep 4, 2018	Change Date	BOOK NOW
			VIEW ITINERARY DETAILS
			VIEW ALL STATEROOMS

10 Nights	Alaska Gold Rush Adventure Cruisetour	COMPARE	STARTING FROM \$1,877 USD
MAP	DEPARTING FROM Seward, Alaska	SHIP Millennium	AVG. PER PERSON
	Departing On: Sep 4, 2018	Change Date	BOOK NOW
			VIEW ITINERARY DETAILS
			VIEW ALL STATEROOMS

A "LOAD MORE" button is located at the bottom of the list.

The optimized search results page features three prominent cruise cards, each with a large background image and clear pricing information:

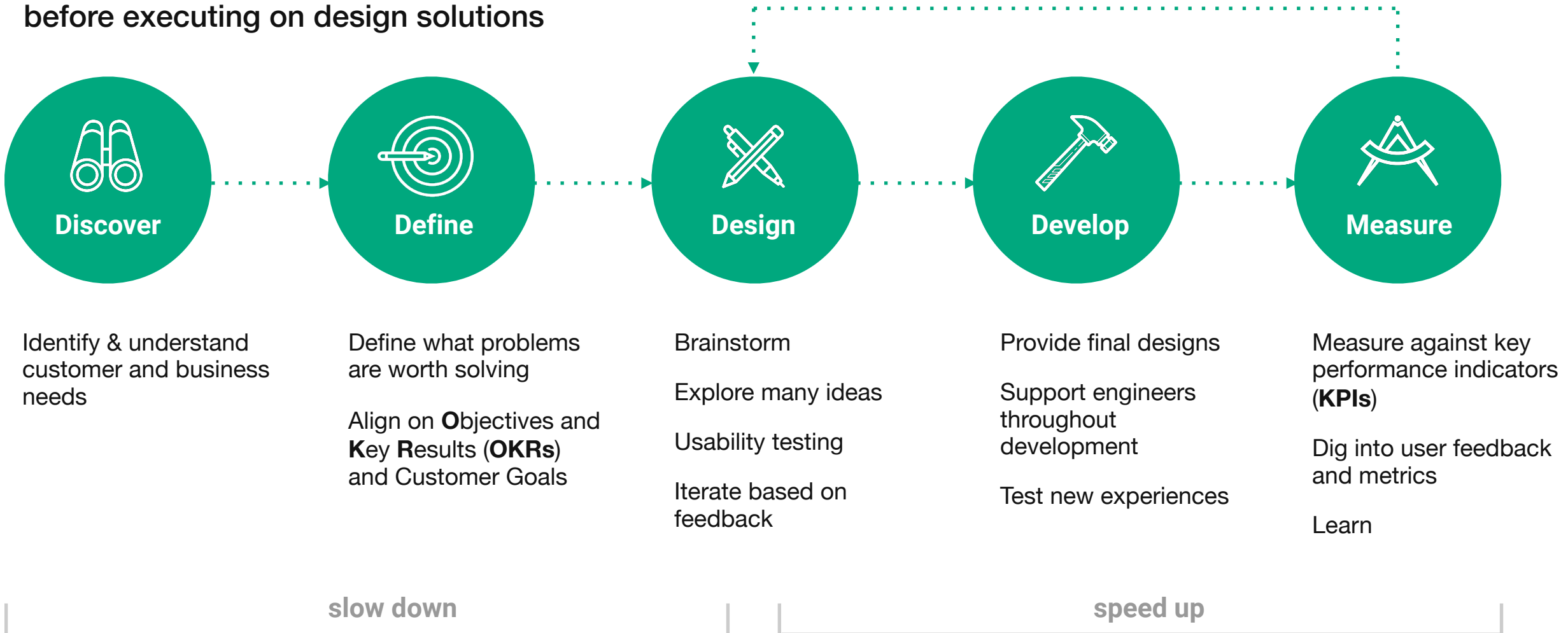
- Bahamas & Dominican Republic Cruise**: 5 NIGHTS, ONBOARD CELEBRITY INFINITY. 9 SAILINGS. Starting From \$474 USD (was \$674 USD). Includes buttons for "BOOK NOW" and "VIEW ITINERARY & FLIGHTS".
- Key West & Mexico Cruise**: 5 NIGHTS, ONBOARD CELEBRITY INFINITY. 7 SAILINGS. Starting From \$474 USD (was \$674 USD). Includes buttons for "BOOK NOW" and "VIEW ITINERARY & FLIGHTS".
- Alaska Gold Rush Adventure Cruisetour**: 10 NIGHTS, ONBOARD CELEBRITY INFINITY. Starting From \$1,877 USD. Includes buttons for "BOOK NOW" and "VIEW ITINERARY & FLIGHTS".

Each card also includes a "COMPARE" checkbox, "VIEW PORTS & MAP", and "VIEW CATEGORIES" options. Promotional banners at the top of each card state "SAVE UP TO \$1000" and "50% OFF 3RD & 4TH GUESTS".

The Process

Slow down to speed up

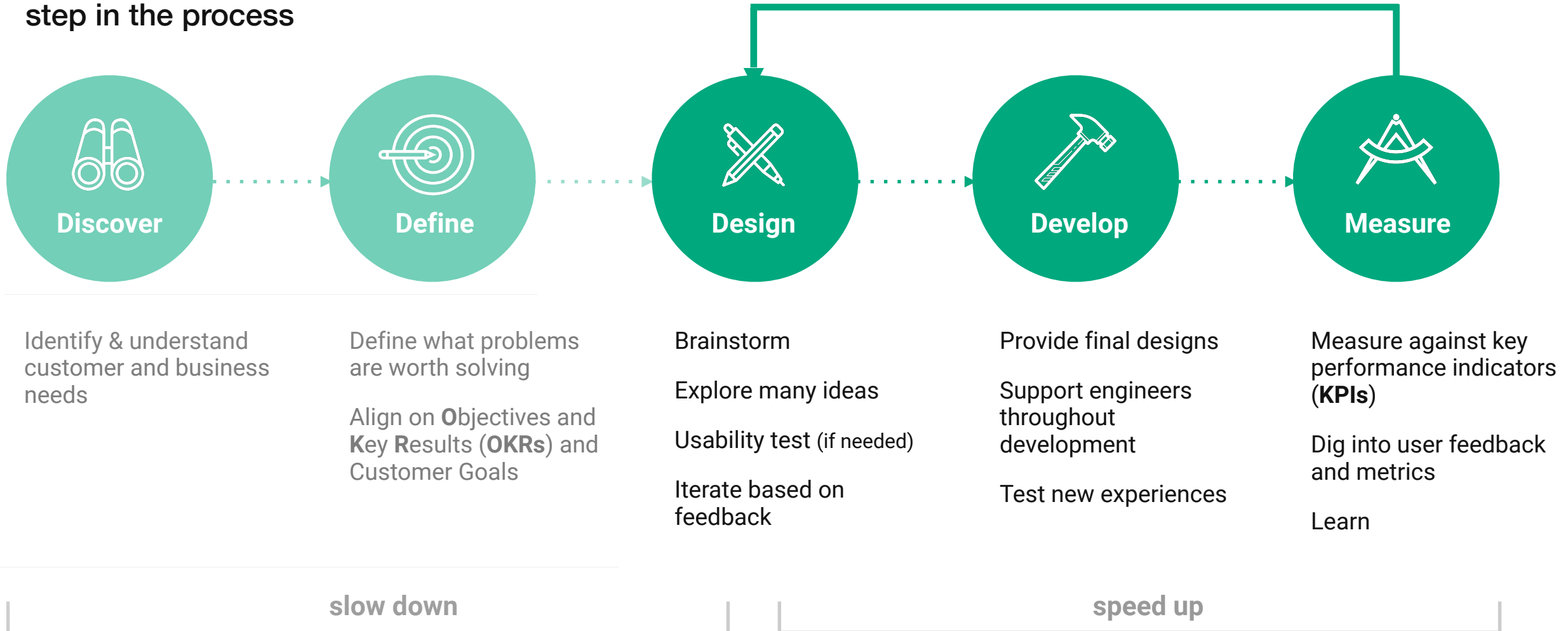
To ensure we are solving the right problems before executing on design solutions



The Process

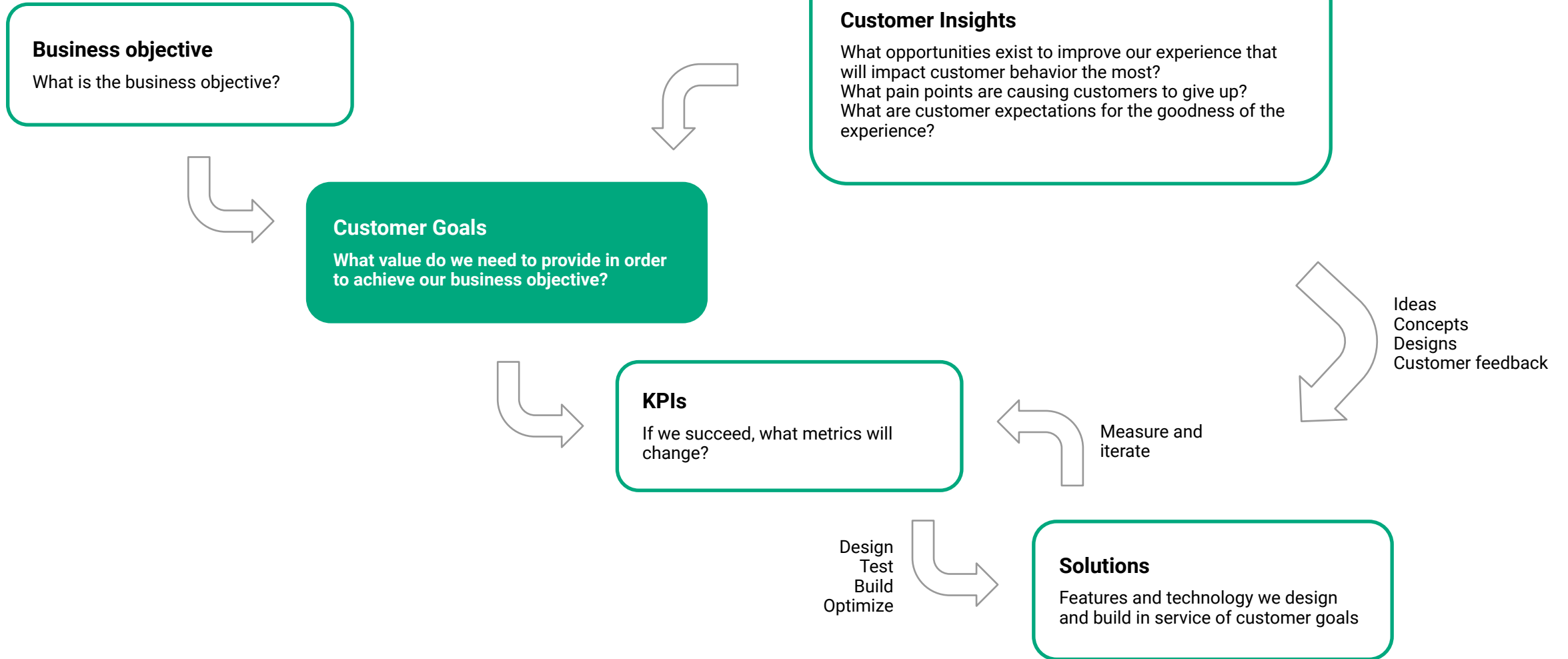
Slow down to speed up

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



The Process

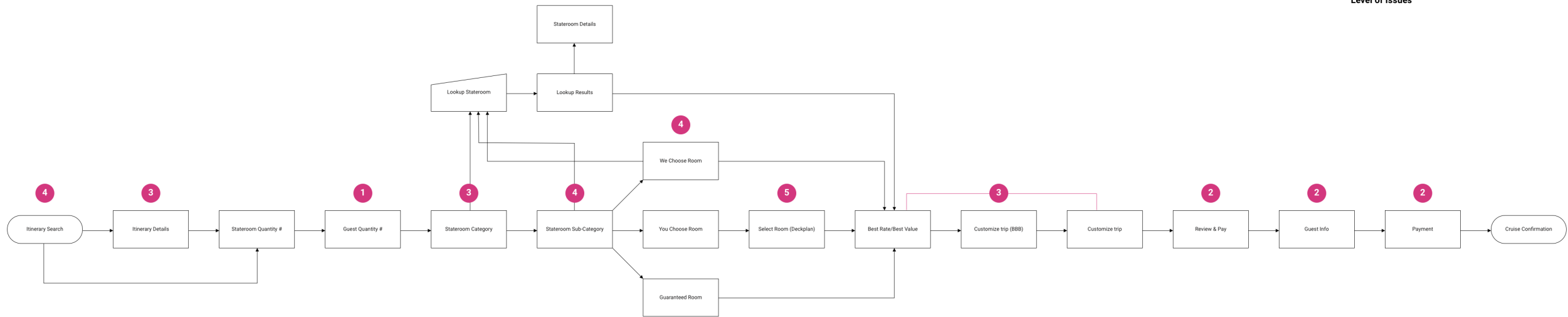
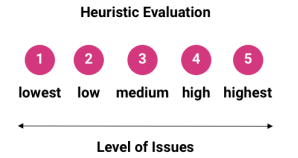
Experience outcomes



The Process

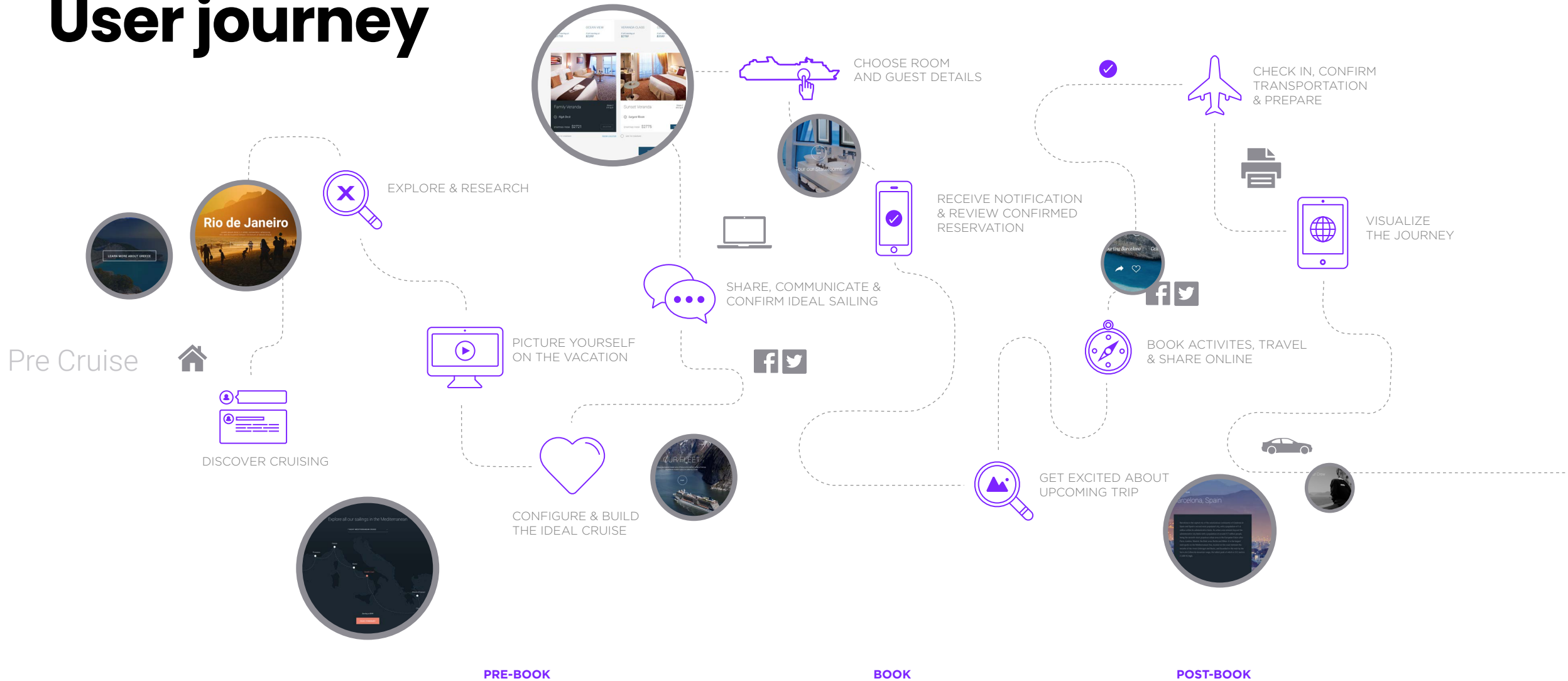
User flow

Booking Funnel User Flow



The Process

User journey



The Process

User journey

