



Flights by Celebrity

The Challenge

Flights by Celebrity

Celebrity Cruises strives to be an overall vacation brand for their users and flights are a key decision factor in the planning process. My team was tasked with optimizing the existing capabilities of our booking systems to make it easier for our guests to purchase flights. Additionally, tests were conducted to determine when it made the most sense to introduce flights in the user journey. The project resulted in significant gains in bookings and net promoter score rating.



Focus Groups
The Research



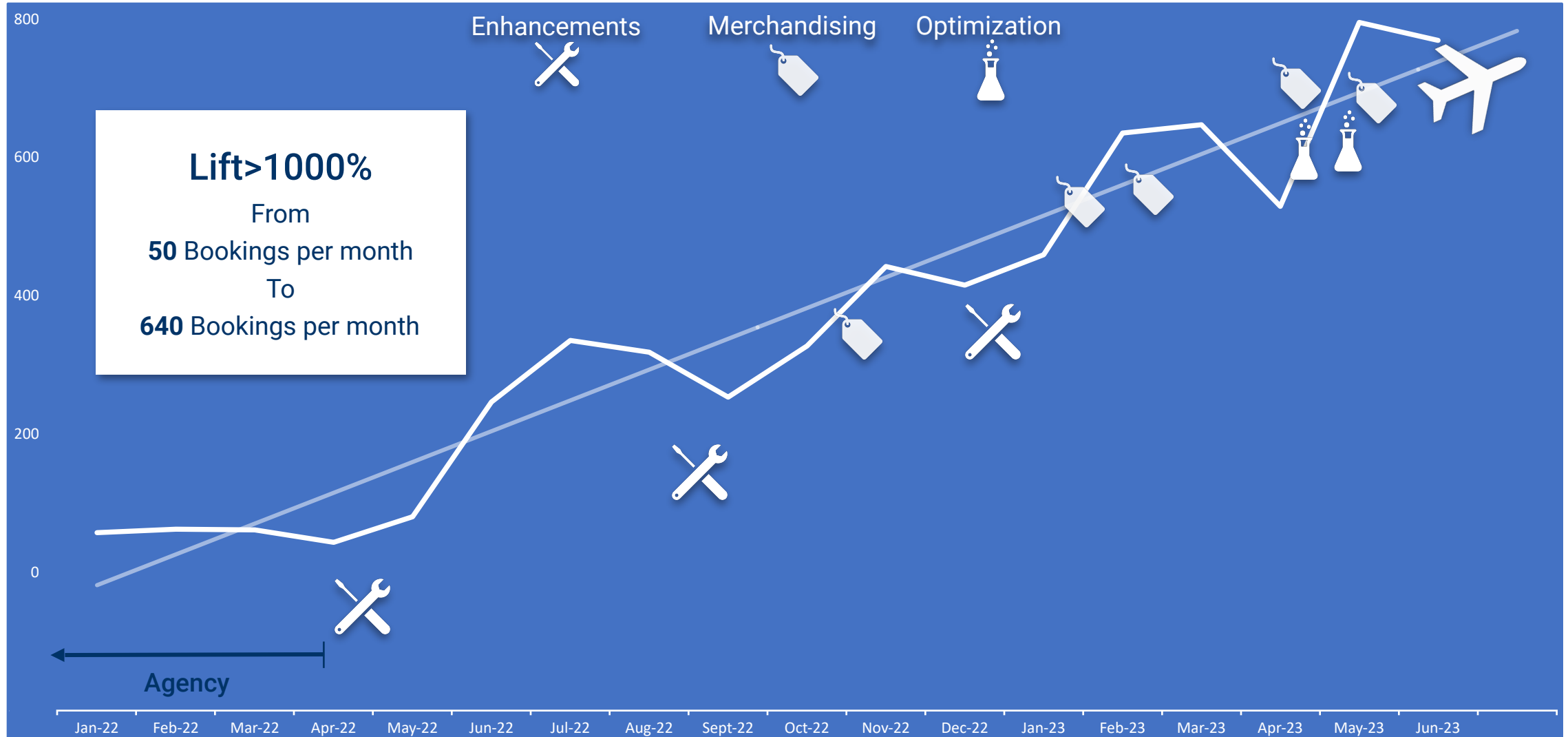
Feature Review
The Sprints



Agency Selection
The Pitch

The Outcome

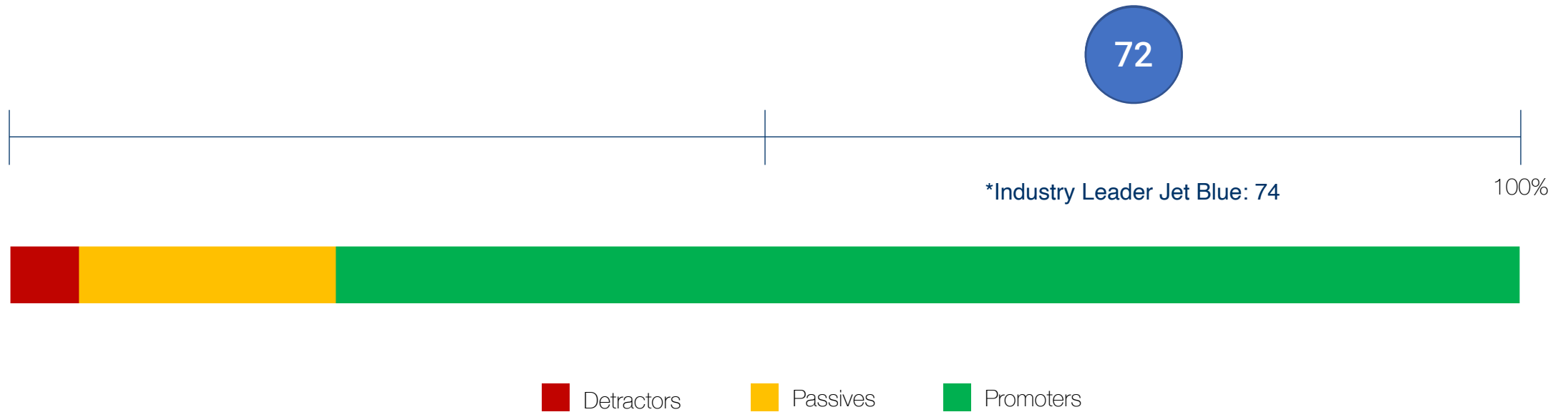
Bookings



The Outcome

NPS

How likely are you to recommend Flights by Celebrity to Friends & Family?



*Source: NICE Satmetrix 2018 Consumer Net Promoter Benchmark Study

The Process

Optimization

Optimized

Control

0 Guests Traveling
Select the guest(s) (and specify age range) you would like to reserve a flight for. You can also review itineraries of previously reserved flights. All guests selected must travel on the same flights.

GUESTS

- LAMONDETTEST FRANCISTEST
- TEST TESTING
- [+Add More Guests](#)

AGE

Adult (12+)

Adult (12+)

Getting There

DATE
Jun 23, 2018

01	02	03	04
08	09	10	11
15	16	17	18
22	23	24	25
29	30		

FROM
BARCELONA INTL

AIRLINE PREFERENCE

CABIN PREFERENCE **# OF STOPS**

STANDARD ECONOMY Any

PRICE
Enjoy our lowest airfare guarantee

POINTS
Earn miles with your favorite airline

PROTECTION
If there's a flight disruption, we've got your back

PAY LATER
Pay for your flights with cruise final payment

Choose Your Flight Options

Multi-city Economy

FROM
Miami FI, USA (MIA) →

TO
Newark Nj, USA (EWR)

FROM
San Juan, Puerto Rico (...) →

TO
Miami FI, USA (MIA)

DEPARTURE DATE
October 2019

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

CONTINUE

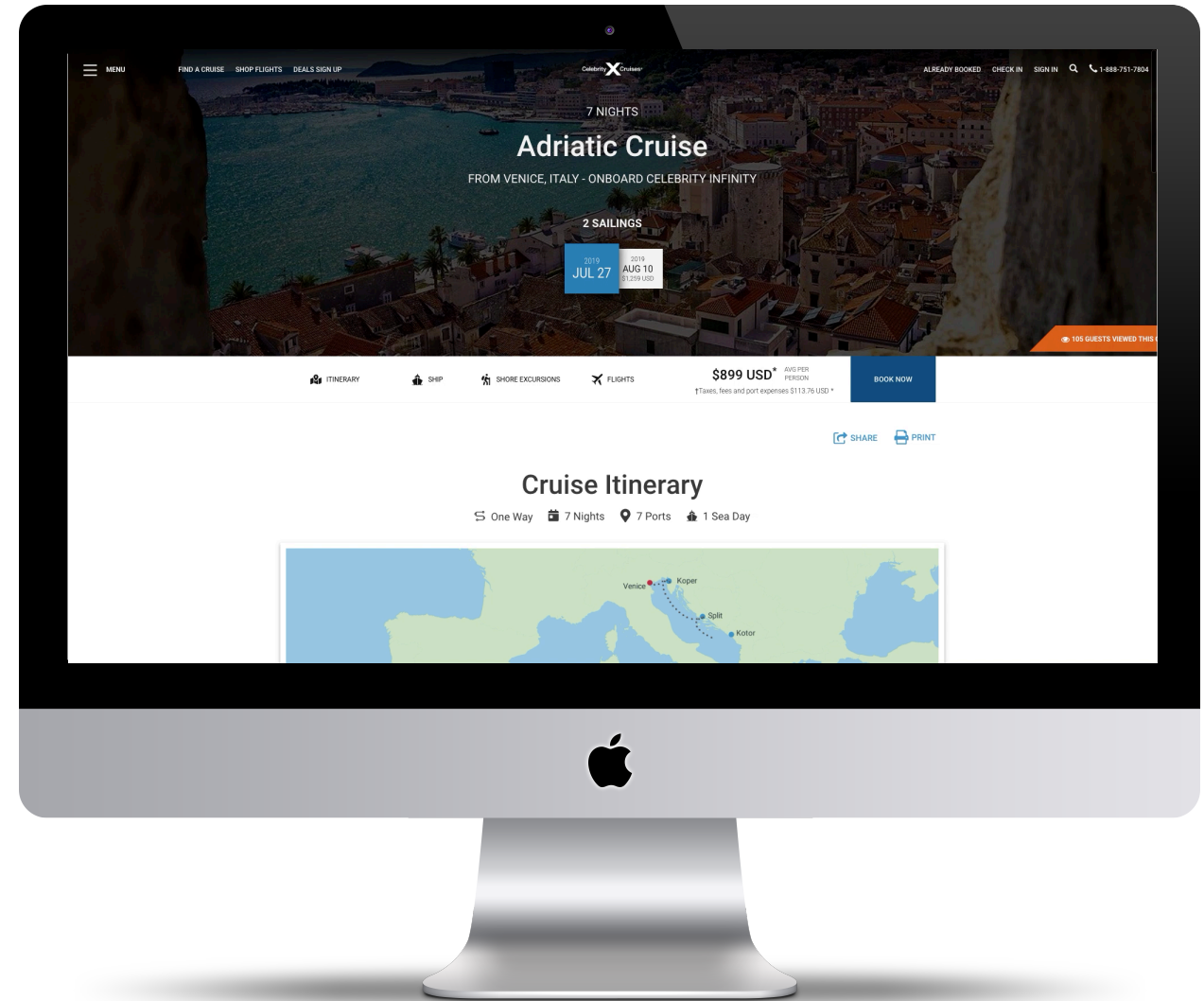
The Process

Optimization



20% Lift in Conversion

Control



The Process

Merchandising


Risk Free Payment Options

No fees for cancellations and flight modifications until **March 7, 2019** [See Details](#)

Ticket Base Fare:	\$598.93 USD
Airline Taxes and Fees:	\$1,306.17 USD
Total:	\$1,905.10 USD

PRICE REFLECTS DISCOUNT

Need more time?



PAY LATER


- ✓ Nothing due until cruise final payment
- ✓ Earn points with your favorite airline
- ✓ Lowest Airfare Guarantee*
- ✓ 24/7 travel specialists

[Learn More](#)

CONTINUE

2 guests just booked

I'm ready!



PAY NOW

- ✓ No future payments to worry about
- ✓ Earn points with your favorite airline
- ✓ Lowest Airfare Guarantee*
- ✓ 24/7 travel specialists

CONTINUE



PAY LATER
at 100%

The Process

Merchandising

The screenshot shows a website interface for booking travel arrangements. At the top, there is a navigation bar with links for MENU, FIND A CRUISE, SHOP FLIGHTS, DEALS SIGN UP, and a phone number 1-888-751-7904. The main header area features a large image of a tribal mask and the text "TRAVEL ARRANGEMENTS" with subtext "CELEBRITY MILLENNIUM 7 NIGHTS", "DEPARTING: Jul 12, 2019", and "RETURNING: Jul 19, 2019". Below this is a progress bar with "1 AIR" and "2 REVIEW AND PAY". A prominent orange banner reads "NOW EXTENDED 48 HOURS" and "SAVE UP TO 20% ON FLIGHTS BY CELEBRITY." with a "RISK FREE AIR" badge. To the right of the banner is a countdown timer: "OFFER ENDS IN: 00:00:00:00" (DAYS, HOURS, MINUTES, SECONDS). Below the banner, the flight details are shown: "Flight Availability" (with an "Edit" link), "Departing MIAMI, FL (MIA)", and "Returning VANCOUVER B C (YVR)". The main content area is titled "Select your departing flight to Anchorage". A yellow "BEST FLIGHT" card is highlighted, containing the following information: Delta Airlines logo, "Airline: Delta Airlines", "Operated By: DELTA AIRLINES", "DEPARTS: Thu, Jul 11, 2019", "MIA 6:47pm MIAMI INTL", "10h 23m" flight duration via "MSP", "ARRIVES: Fri, Jul 12, 2019", "ANC 1:10am ANCHORAGE INTERNATIONAL", "ECONOMY \$1,163.41 USD ROUND TRIP AVG. PER PERSON", a "SELECT FLIGHT" button, and a "RISK FREE AIR" badge with the text "UNTIL CRUISE FINAL PAYMENT".



Urgency
Countdown



Risk Free Treatment
3% Lift CTR

The Process


Merchandising

Flight Availability [Edit](#) Departing MIAMI, FL (MIA) Returning VANCOUVER B C (YVR)


Select your departing flight to Anchorage


BEST FLIGHT[®]

BOOK FAST FOR THE BEST FLIGHT.

 Airline: Delta Airlines Operated By: DELTA AIRLINES Baggage & Change fees	DEPARTS: Thu, Jul 11, 2019 MIA 6:47pm MIAMI INTL	10h 23m MSP	ARRIVES: Fri, Jul 12, 2019 ANC 1:10am ANCHORAGE INTERNATIONAL	ECONOMY \$1,163.41 USD ROUND TRIP AVG. PER PERSON SELECT FLIGHT RISK FREE AIR UNTIL CRUISE FINAL PAYMENT ⓘ
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------	----------------	----------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------

FILTER BY: 4 Results for Jul 12, 2019 | Guests Traveling: BUNKER TERRIE, GUIMONT EMILY SORT BY: PRICE LOW TO HIGH

 109 people are shopping for flights to ANC right now

 Airline: Delta Airlines	DEPARTS: Thu, Jul 11, 2019 MIA 6:47pm	10h 23m	ARRIVES: Fri, Jul 12, 2019 ANC 1:10am	ECONOMY \$1,163.41 USD ROUND TRIP AVG. PER PERSON
----------------------------------------------------------------------------------------------------------------	-------------------------------------------------	---------	-------------------------------------------------	---------------------------------------------------------



Urgency
Messaging
9% Lift CTR

The Process

Experiment

ITINERARY SHIP SHORE EXCURSIONS FLIGHTS **\$1,359 USD*** AVG PER PERSON
†Taxes, fees and port expenses \$140.81 USD*

[BOOK NOW](#)

[BACK TO ITINERARY DETAILS](#)

Flights by Celebrity Airfare Quote

Flights by Celebrity offers great prices on airfare. Simply book your cruise to take advantage of our deals on flights. The following price quotes are based on roundtrip per person.

Flights Selected

DELTA

Airline: Delta Airlines
Operated By: ALITALIA

DEPARTS: **Thu, Nov 7, 2019**
MIA 8:00pm
MIAMI INTL

12h 30m
FCO

ARRIVES: **Fri, Nov 8, 2019**
VCE 2:30pm
MARCO POLO

ECONOMY
\$1,113.30 USD
\$190.00 USD + \$923.30 USD Airline Taxes and Fees
ROUND TRIP AVG. PER PERSON
[Refundable with fees](#)

[Baggage & Change fees](#)
[FLIGHT DETAILS](#)

DELTA

Airline: Delta Airlines
Operated By: KLM ROYAL DUTCH AIRLINES

DEPARTS: **Mon, Nov 18, 2019**
FCO 12:45pm
FIUMICINO

17h 50m
AMS ATL

ARRIVES: **Tue, Nov 19, 2019**
MIA 12:35am
MIAMI INTL

ECONOMY

[Baggage & Change fees](#)
[FLIGHT DETAILS](#)

[CHANGE FLIGHT](#)

Your Vacation Quote

Get ready to set sail and unwind. Your vacation is just a few clicks away. Please note that flight prices and availability may change.

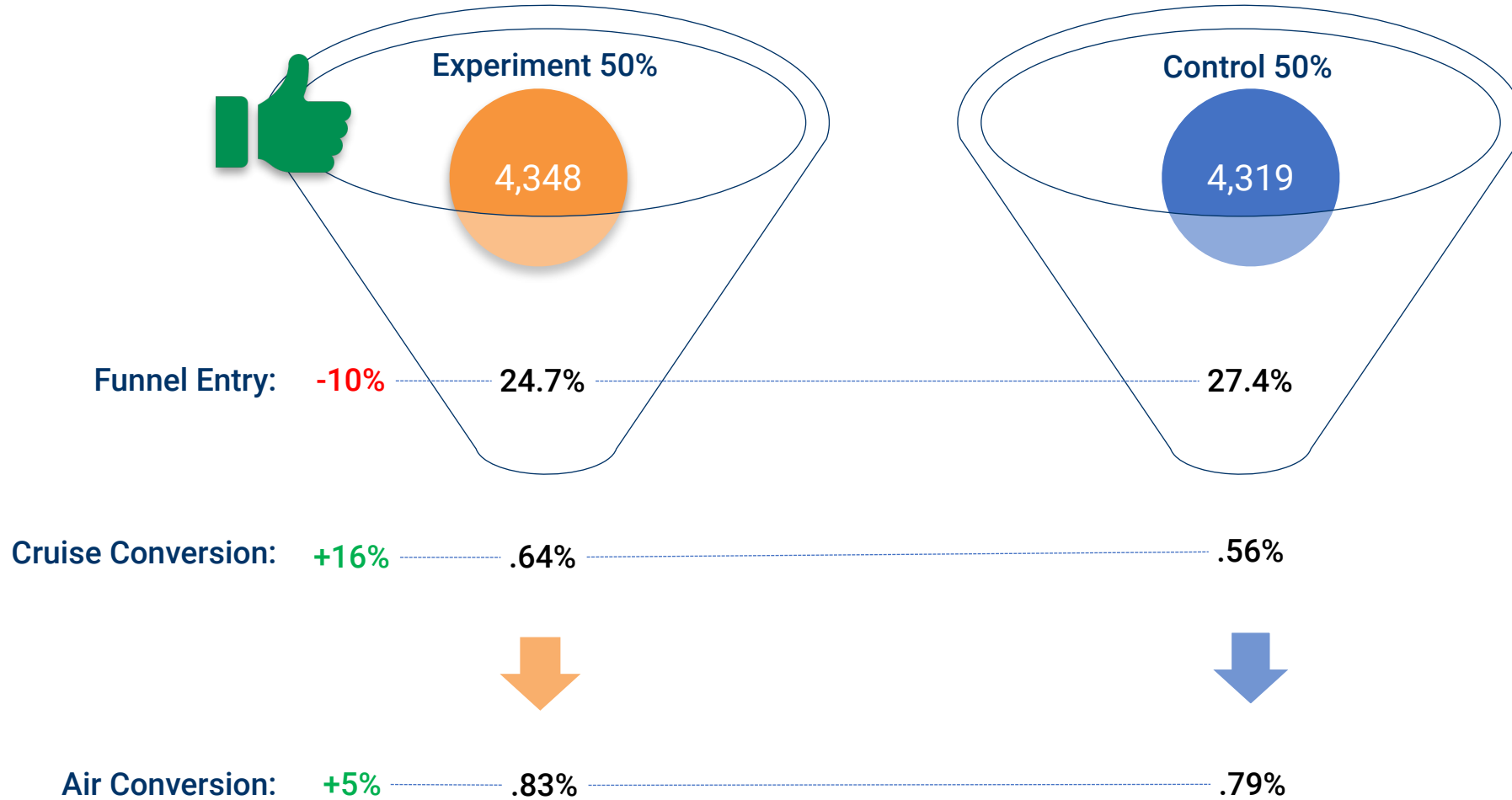
CRUISE		FLIGHTS		ESTIMATED TOTAL
\$1,359 USD*	+	\$1,113 USD	=	\$2472 USD

Side by side pricing



The Process

Experiment



The Process

Experiment

Compare

7 NIGHTS
Spain, France & Italy Cruise
ONBOARD CELEBRITY APEX

VIEW PORTS & MAP +

✈ FLIGHT QUOTE >

4 SAILINGS

2020 JUN 06	2020 JUN 20 \$1,549 USD	2020 JUL 04 \$1,749 USD
----------------	-------------------------------	-------------------------------

VIEW CATEGORIES +

Starting From
\$1,849 USD *
AVG. PER PERSON

BOOK NOW

VIEW ITINERARY DETAILS >

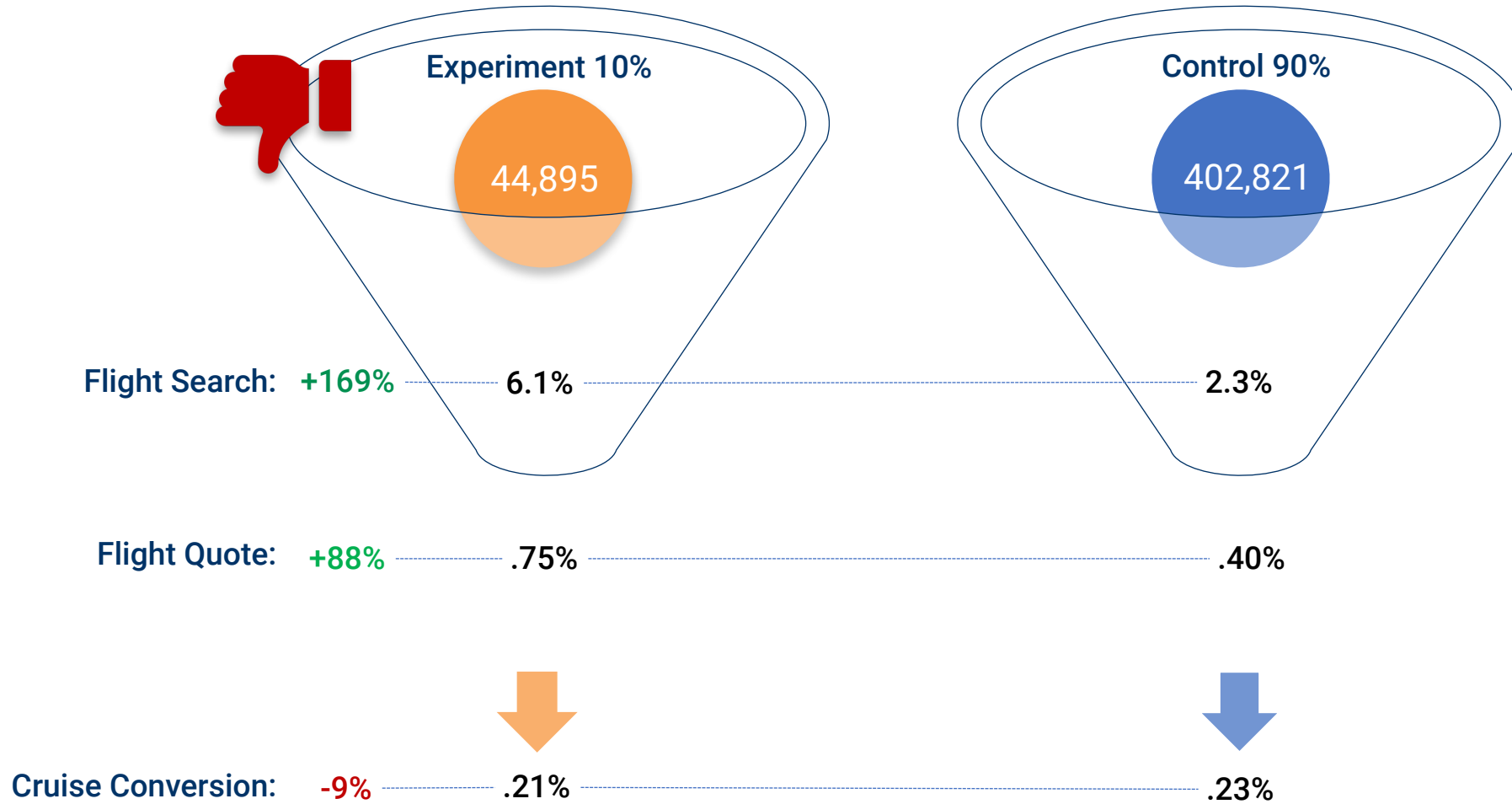
†Taxes, fees and port expenses \$112.03 USD *



Flight awareness on cruise search

The Process

Experiment



The Process


Concept


All flights below coordinate with your ship's departure schedule. We've calculated time zones, layovers, and travel time to the ship. Plus, you get 24/7 travel support in the event of a delay or cancellation.

Showing total round-trip price per person. Includes taxes, fees, and the cost of 2 bags (paid separately at airport). Other fees may apply.

413 Results

SORT BY: Price Low to High ▾

 United Airlines	1 stop				
Travel time: 8h 5m Layover: 3h 7m, Chicago (IL)	5:13 am – 10:18 am BOS YVR	<u>Economy</u> \$450 ✈️ Select Flight	<u>Economy (flexible)</u> \$1050 ✈️ 📶 🔄 Select Flight	<u>Business / First</u> \$1635 📺 ✈️ 📶 🔄 ±1 Select Flight	First Class Not Available
See Flight Details ▾		Prices based on 2 bags Baggage & Change Fees		More Information ▾	

 Air Canada	Nonstop				
Travel time: 6h 10m	6:05 pm – 9:15 pm BOS YVR	<u>Economy</u> \$453 ✈️ Select Flight	Premium Economy Not Available	<u>Business Class</u> \$1039 📺 ✈️ 📶 🔄 ±1 Select Flight	First Class Not Available
See Flight Details ▾		Prices based on 2 bags Baggage & Change Fees		More Information ▾	

The Process

Concept

Choose your departing flight

All Flights by CelebritySM coordinate with time zones, layovers, and travel time to the ship. Plus, you get 24/7 travel support in the event of a delay or cancellation.




Save \$200 if you fly to Fort Lauderdale (30 mi from your departure port). [Add to search](#)

413 RESULTS

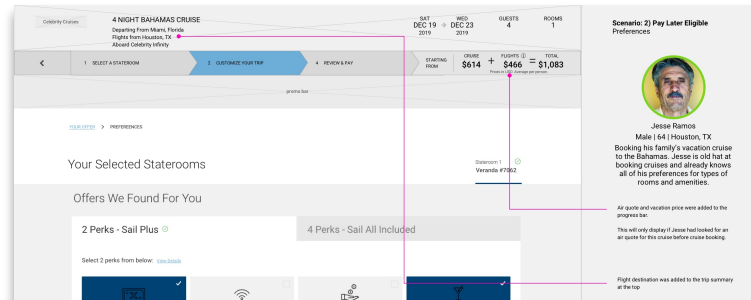
SORT BY: PRICE LOW TO HIGH ▾

Showing total round-trip price for 2 adults. Includes taxes, fees, and any baggage charges (paid separately at airport). Other fees may apply.

 Delta Air Lines	10:36 pm LGA	— XYZ — YYZ —	9:46 pm ^{+1 DAY} MIA	ECONOMY	PREMIUM ECONOMY	BUSINESS	FIRST CLASS
				\$568 R ✕ Select Flight	\$842 NR ✕ Select Flight	\$1636 R ✕ ✕ ✕ +1 Select Flight	+\$1,000 R ✕ ✕ ✕ ✕ +3 Select Flight
				Prices based on 2 bags Baggage & Change Fees			MORE INFORMATION ▾

The Process

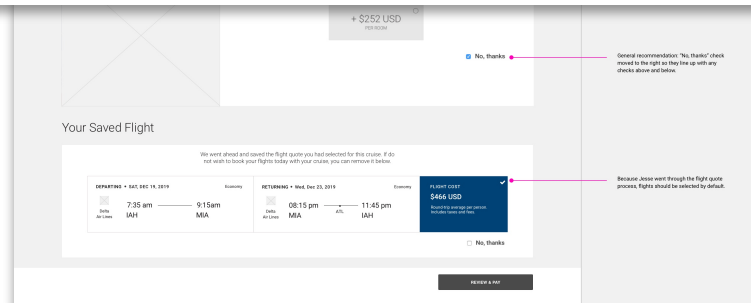
Concept



We went ahead and saved the flight quote you had selected for this cruise. If do not wish to book your flights today with your cruise, you can remove it below.

DEPARTING • SAT, DEC 19, 2019		RETURNING • Wed, Dec 23, 2019		FLIGHT COST \$466 USD Round-trip average per person. Includes taxes and fees.
Delta Air Lines 7:35 am IAH	Economy 9:15 am MIA	Delta Air Lines 08:15 pm MIA	Economy 11:45 pm IAH	

No, thanks



The Process

Concept

The screenshot shows a website landing page for 'Cruise + Air' with a tropical beach background. The navigation bar at the top includes 'MENU', 'FIND A CRUISE', 'SHOP VACATIONS', 'DEALS SIGN UP', the 'Celebrity X Cruises' logo, 'ALREADY BOOKED', 'CHECK IN', 'SIGN IN', a search icon, and the phone number '1888-859-7692'. A hand cursor points to the 'SHOP VACATIONS' link. On the left, a search form contains three dropdown menus: 'Departure Date' set to 'Multiple', 'Origin City' set to 'Boston, Ma (BOS)', and 'Destination' set to 'Caribbean'. Below these is a blue 'SHOP VACATIONS' button. The main content area features the text 'Cruise + Air' in a large, white, cursive font, followed by 'Starting From \$999' and 'AVG. PER PERSON' in a smaller font. Below this is a 'START EXPLORING' button with a downward arrow icon. The bottom banner is gold and contains the text 'Save More — THIS SUMMER —' followed by a badge that says 'SAVE UP TO \$400' and another badge that says 'Hurry! LIMITED TIME ONLY'.

MENU FIND A CRUISE SHOP VACATIONS DEALS SIGN UP

Celebrity X Cruises®

ALREADY BOOKED CHECK IN SIGN IN 1888-859-7692

Departure Date
Multiple

Origin City
Boston, Ma (BOS)

Destination
Caribbean

SHOP VACATIONS

Cruise + Air

Starting From \$999

AVG. PER PERSON

START EXPLORING

Save More — THIS SUMMER —

SAVE UP TO \$400

Hurry! LIMITED TIME ONLY

The Process

Concept



Flights By Celebrity

POINTS • PRICE • PROTECTION • PAY LATER

Flights by CelebritySM offers the best rates, the flexibility to personalize your flight plans, and the security in knowing there's a staff of dedicated specialists available 24/7 to provide any assistance you may need along the way. Now, with Pay Later, you can even wait to pay for flights when your final cruise payment is due.

Best Available Flights From Miami ▾

American Airlines 

\$314 USD

Price per person

Economy | Multi-City

UNITED 

\$395 USD

Price per person

Economy | Multi-City

 DELTA

\$400 USD

Price per person

Economy | Multi-City

SEARCH ALL FLIGHTS