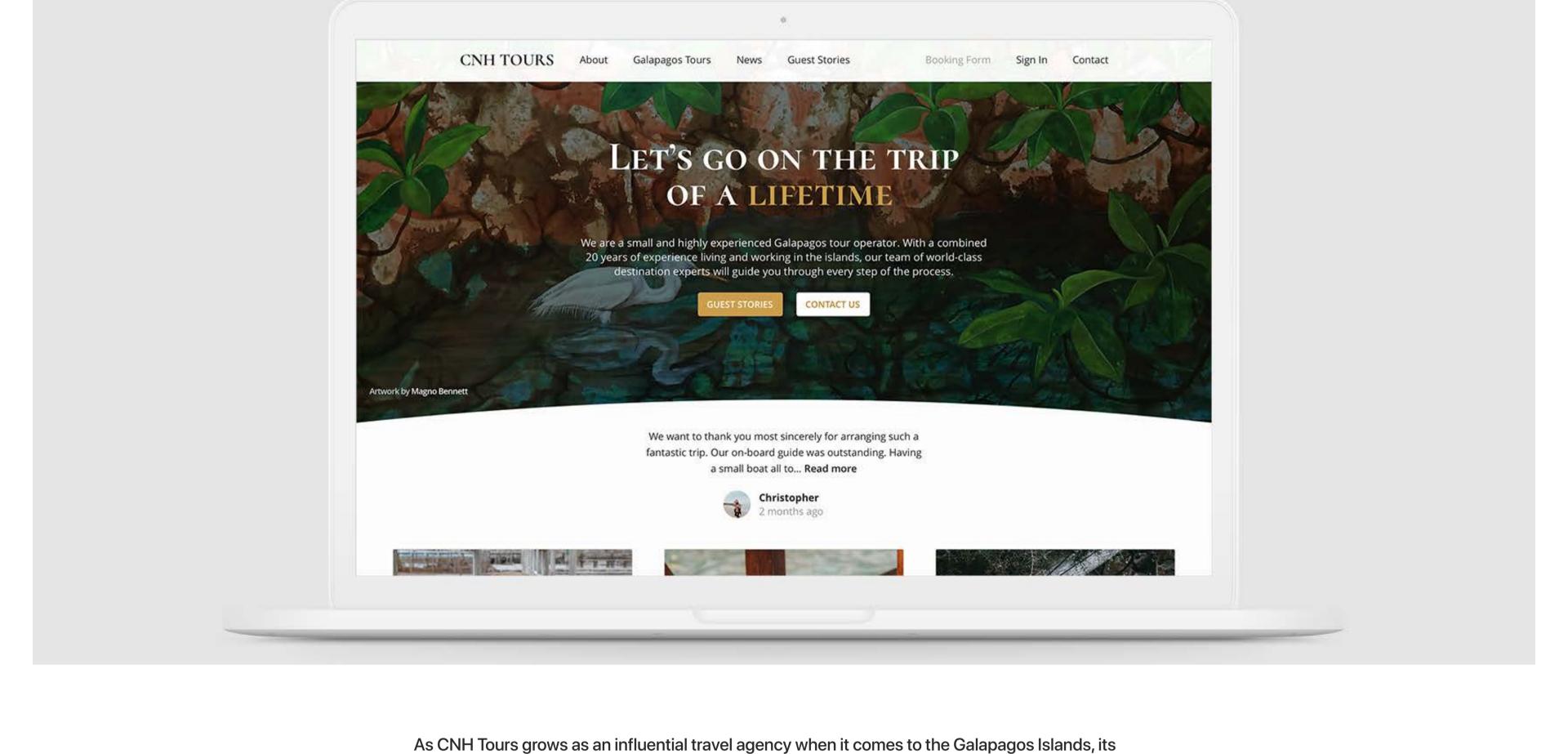


process and remain at the guests' disposal throughout their trip. The demographic they work with are wealthy, highly educated professionals from first-world countries. More specifically, they range in ages from millennials to baby boomers. Few Galapagos cruise agencies know the Galapagos better than we do. We help you find the ship that best meets your needs based on our

finding their perfect ship, itinerary, dates, and trip extensions. They then facilitate the booking

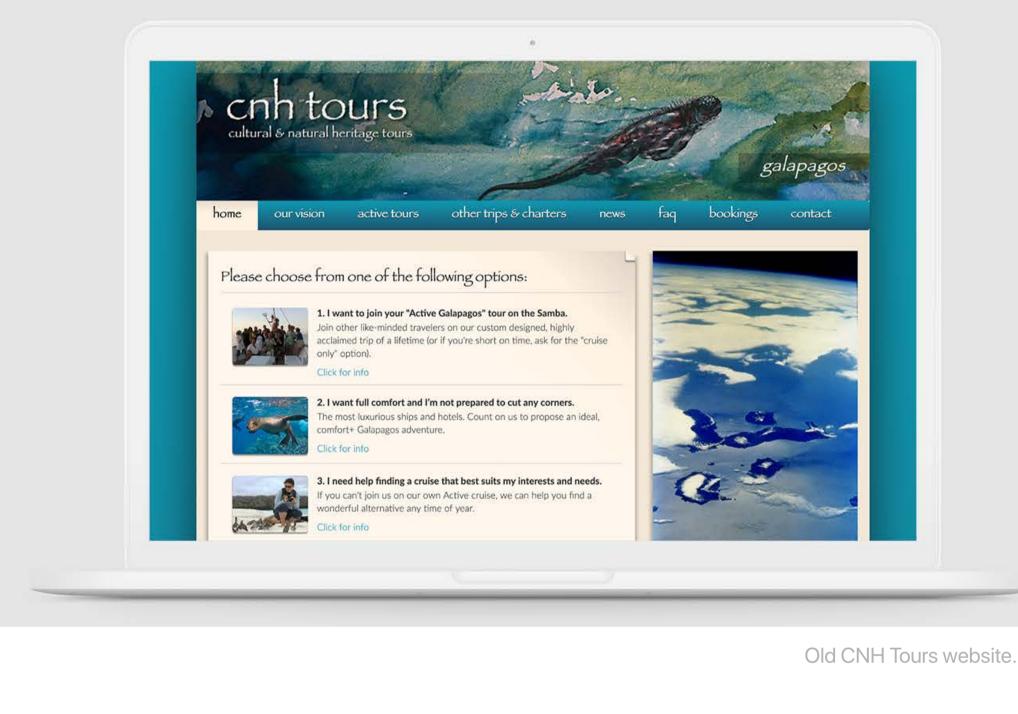
Booking a cruise to the Galapagos is overwhelming. CNH Tours travel agents guide their travellers in

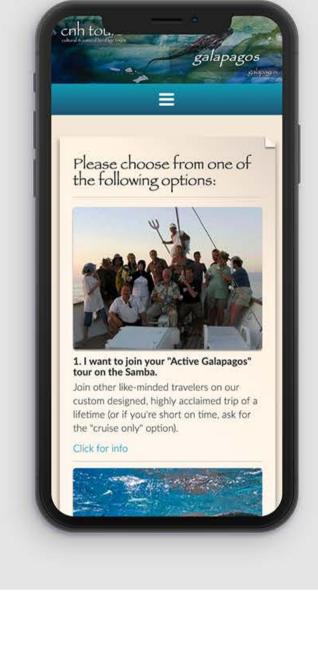
personal knowledge of the offered cruises. Heather Blenkiron, CEO of CNH Tours



their services to meet the demands of travellers from various backgrounds, as well as from an internal point of view. How might we improve their clients experience and look, while maintaining the refined quality and personality of their services?

founders are now looking to expand into new markets. Today, they face the challenge of scaling





CNH Tours who they are. Notably, preserving the travel agents warm and welcoming personality though type, and promoting local activity in the presented destinations. This task meant redesigning the information architecture, user flow, and aesthetics of the CNH Tours website. It also

The solution was to rebuild it all from the ground up, while maintaining the core points that make

meant keeping in mind the integration of future destinations, and side services existing under the CNH Tours umbrella (Galapagos Advisor, Galapagos for Families, and Epicurean Galapagos). As this was an independent side project, I acted as a player with many hats. This included being a project manager, UI Designer, User Researcher. Ultimately, I acted as the sole UX Designer for this project. I would like to thank nonetheless my university professors and fellow students who supported me on this project and provided invaluable tips as I went along.

Research

To gain a deeper understanding of the vast scope of guests CNH Tours caters to, I divided my

research into three sections: Influences & Trends, Quantitative Research, and Qualitative Research.

Each provided insightful information about the user, the brand, and the internal processes of the

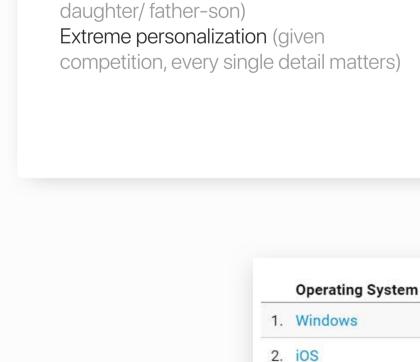
agency I was able to refer to later in my study. For the sake of the case study, only the most notable points discovered in research will be showcased.

Quantitative Research Qualitative Research Influences & Trends Long-term bookings rising in popularity 76.5% of users range in ages 18-44 Travellers are more likely to plan their trip (people approaching travel advisors like (majority of 33.5% being 25-34) months ahead.

42% of users accessed CNH Tours

through a mobile device (and had a 10

Users accessing CNH Tours via a PC



they would a financial advisor)

Multi-generational travel (mother-

had a 10 second bounce rate of 44% (and are more likely to be visiting shortly after visiting TripAdvisor)

second bounce rate of 73%)

Users % Users 43.87% 31.23% 13.44%

Travellers depend heavily of referrals and

recommendations from friends or other

Travellers like the human touch when

approaching a travel agency, they enjoy

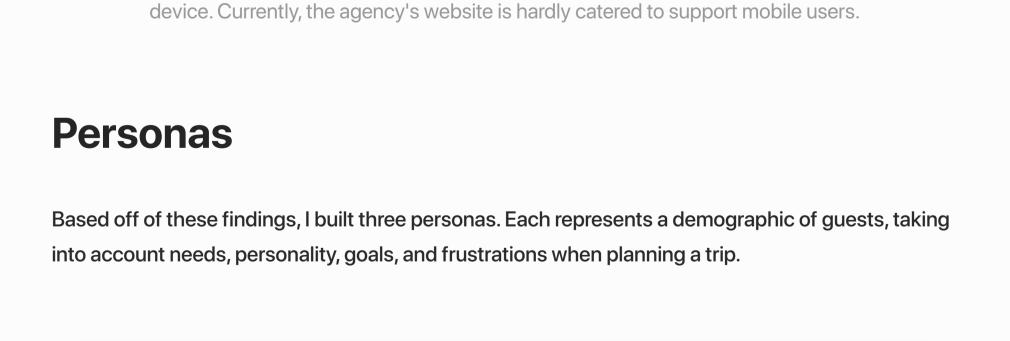
talking to and learning from destination

travellers.

experts.

111

25 9.88%



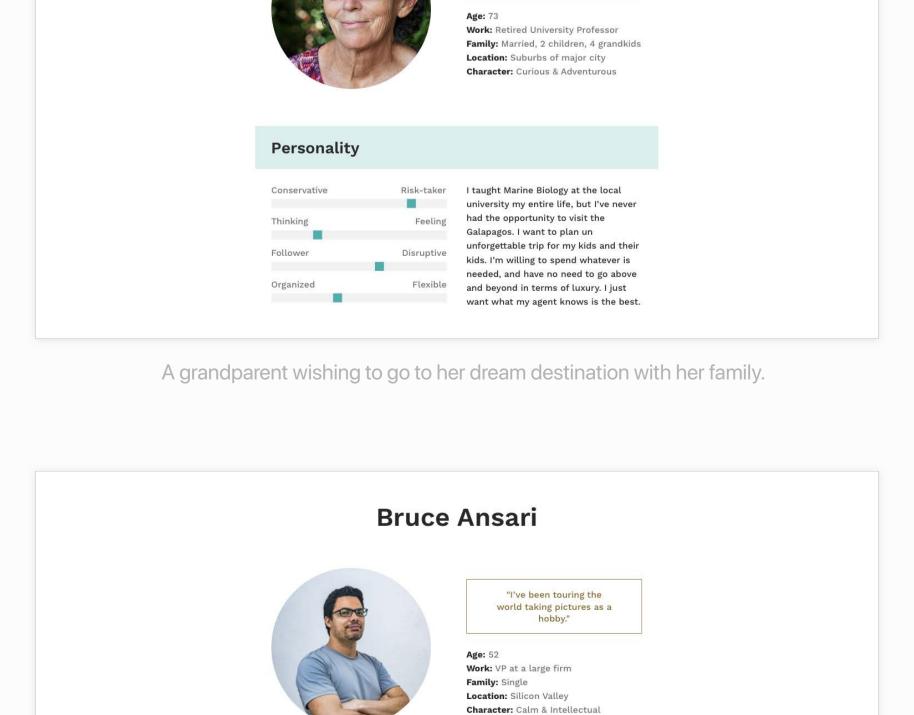
56% of visitors on the CNH Tours website approach it on a computer. The other 44%, on a mobile

3. Macintosh

4. Android

"I want to go on a trip that my whole family can

Sabrina Codd



Personality Risk-taker I've always loved photography. When I was little I would take pictures of bird Feeling for fun. Over time I started a blog on the side, and touring exotic locations

A solo traveller looking for a cruise that will cater to all his needs.

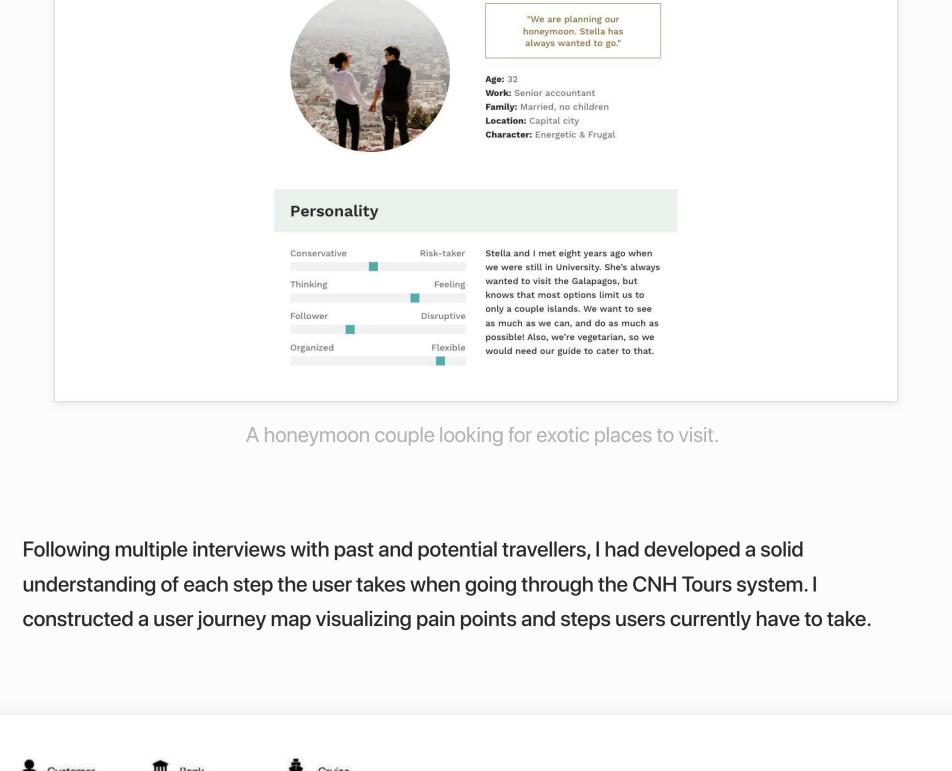
Stella & Stuart Little

Follower

across the globe. My next stop:

Flexible important that the tour group is willing to wait for my shoots.

Galapagos. I want to be up at 6AM every day, shooting the wildlife. It's



Packing Fill in Payment **Payment** forms/ details process Currency alance Documents

Prepare

Insurance

Book

Create booking

account

Pay

Payment

deposit

Misc.

(non-cruise)

Book

Travel

Flight to

Ecuador

Transport to

hotel (Ecuador)

Hotel In Ecuado

Transport to

Cruise

Orientation

Guided Trips

Entertainment

Return

Flight to Quito

need to get safetly from Galapagos to

Ecuador

Hotel in Ecuado

need to assure my

Outside Contact

Determine group

interests

CNH Tours Customer Journey Map

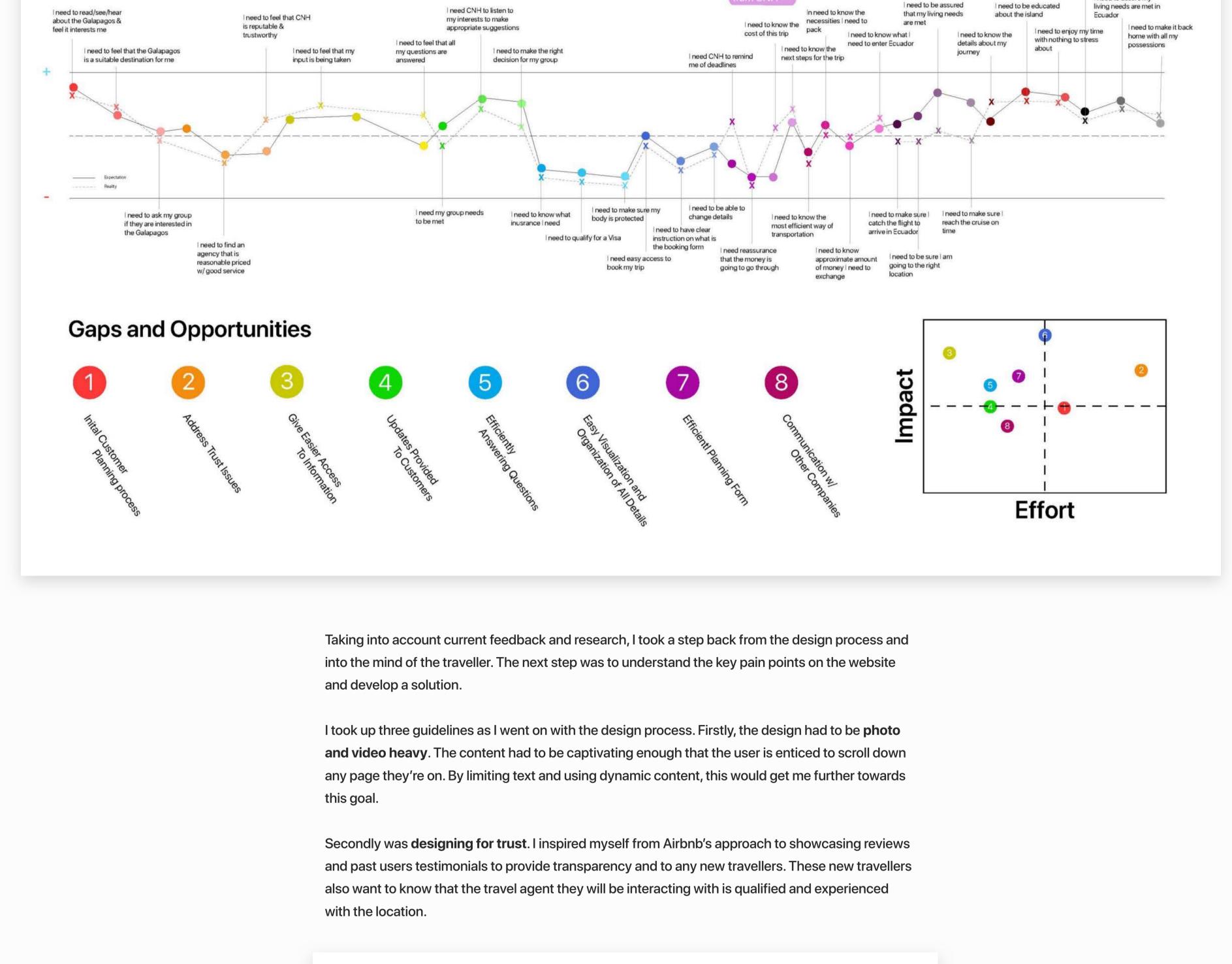
Intent to travel

Communicate

w/ group

v/ CNH

▶ Research Discover Communicate Decide



Heather Blenkiron gives advice about the Galapagos Islands on an (almost) daily basis. Almost 4000 contributions to date (mostly regarding travelling in the Galapagos) might be a good indicator of trustworthiness and dedication. Testimonials from TripAdvisor showcase the professionalism and uniqueness of CNH Tours. Finally I applied three core laws of UX I found applicable to the problem I was solving. Those were

Hick's Law, Miller's Law, and the Zeigarnick Effect. Each of these will be discussed in further

Report inappropriate content

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hblenkiron

Contributions

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No Hinerary

SE Hinerary Dates & Details

@hblenkiron

3,728

Use CNH Tours to book anything Educador related!!

highly recommend using them!!

depth as I review my final prototypes.

Navigation Bar

Our family of 4 spent an incredible 3 weeks this past August in Ecuador.

Blenkiron, helped plan our journey every step of the way. She took the time to understand what our family interests are and provide advice and

a narrowed down set of options to review. Thank goodness she did

because the amount of information and quantity of options was very

overwhelming when I was trying to plan such a trip independently. CNH Tours is extremely knowledgeable and very well regarded in the

industry. Every detail was looked after before and during the trip. They even contacted our lodge in the Amazon to reschedule our departure

because our flight was 6 hours delayed. We found out about the delay after everything had already been sorted. All e-mails and calls returned and always a cordial person on the other side of the conversation. I

From the Andes, to the Amazon and to the Galapagos, we saw so much, learned so much and had so much fun! CNH Tours, and Heather

Sep. 24, 2017, 4:18 p.m.

Deb P Toronto, Canada

D 1 post

A 13 reviews

2 helpful votes

Level

Contributor

Active Galapages

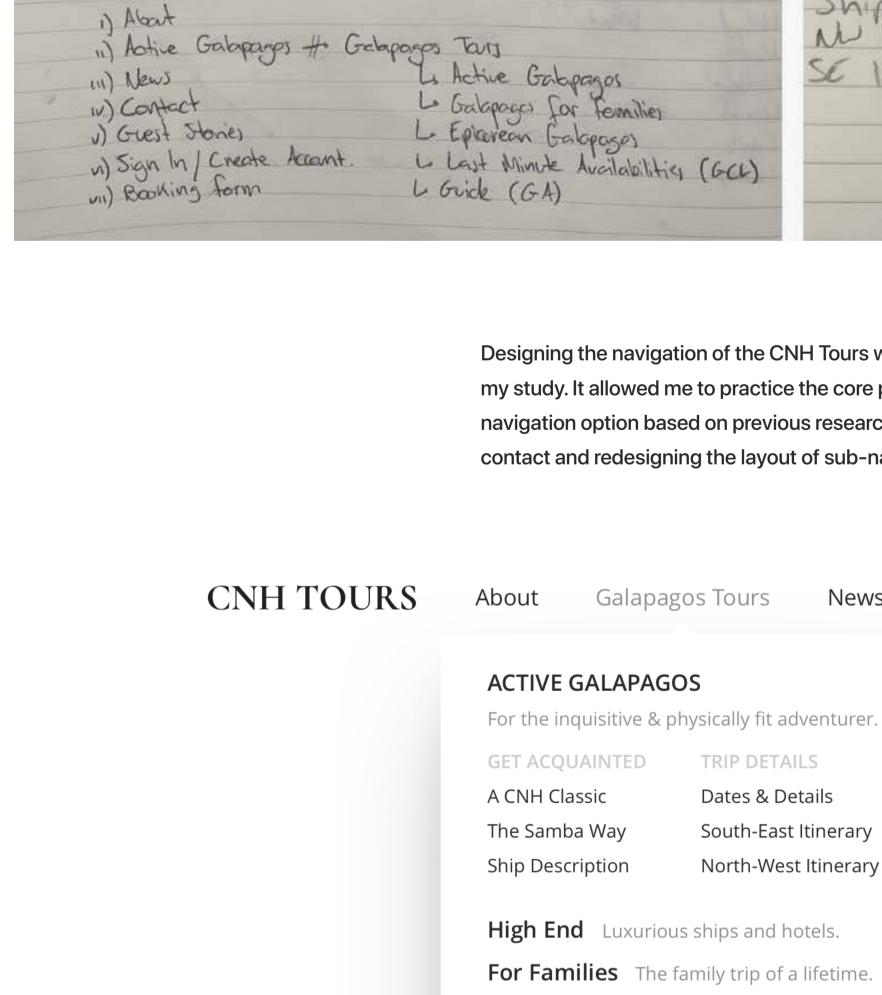
Desaraption

For the inquisitive & physically fit adventurer.

Get Acquainted Trip Retails. - Most insited.

Why the classic the

Order of Importance (Della based on research)



CNVM Town Information Architecture, Now:
Things to take into consideration:
Ottorings - Include in Mount

-GA

· familier

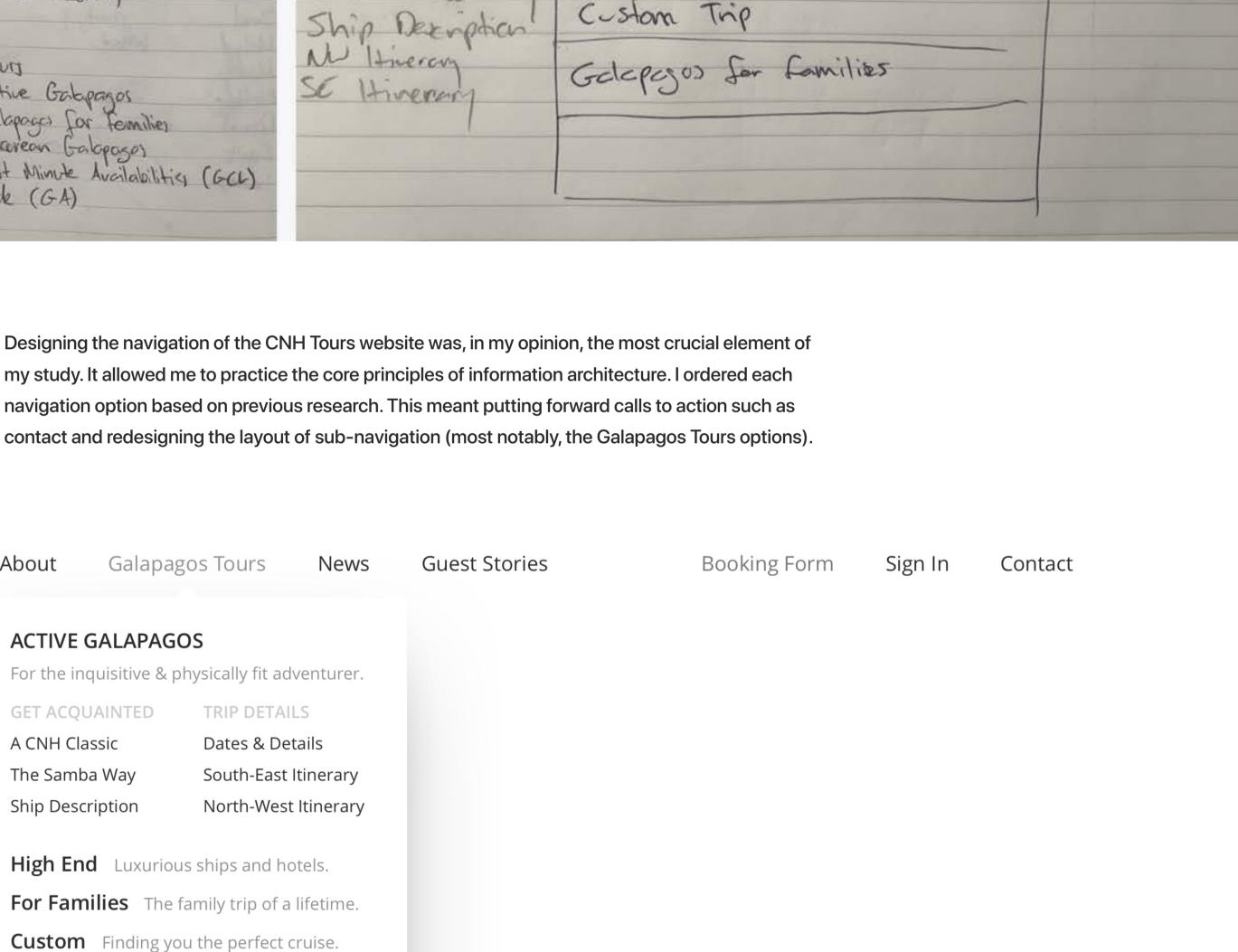
· Great Stones

. Booking form

. Sign In | Create Acc.

· Contact

. FAQ



Landing Page The current CNH Tours landing page has personality, despite seeming outdated. A core part of the

CNH Tours brand is promoting local artists such as the painting of a Marine Iguana sifting the

turquoise waters of the Galapagos, by Magno Benett. When designing the landing page, I kept in

For Active Galapagos, this meant ordering the sub-navigation in order of importance. To provide

clarity, I divided the six options into two categories: Get Acquainted and Trip Details. Moreover, while

designing the general navigation I kept in mind Miller's Law-the ability to keep around seven items

in our working memory-to minimize the overflow of information on the user.

mind designing for trust, and maximizing the past-traveller feedback directly as a newcomer visits the page.

GALAPAGOS ADVISOR

Galapagos Tours Guest Stories Sign In Contact Booking Form

