

Cruise Website Redesign Project

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Analysis

Cancellation Policy

SPECIAL OFFER - RISK-FREE

☆ **FLEXIBLE PLANNING**
Book today and feel at ease. You can change the details of your cruise 120 days prior to sailing free of charge. Our full cancellation policy can be found [here](#).

☆ **FLEXIBLE PLANNING**

[VIEW DATES & PRICES](#) [VIEW CRUISE](#)

→

CANCELLATION POLICY

Cancellation Fee Schedule For Cruises Booked ON OR AFTER
FEBRUARY 15, 2024

Days Prior to Departure Date	Cruise/Transportation and Air Cancellation Fee	Land Add-on Cancellation Fee
All sailings 31-day booking window and before		
120 - 91 days	25%	25%
90 - 61 days	50%	50%
60 - 31 days	75%	75%
30 days or less	100%	100%
The above applies, unless otherwise noted		
120 - 91 days	25%	25%
90 - 61 days	50%	50%
60 - 31 days	75%	75%
30 days or less	100%	100%
*Cancellation Prior to 30 Days will also follow the schedule outlined above		

Cancellation Fee Schedule For Cruises Booked ON OR BEFORE
FEBRUARY 14, 2024

Days Prior to Departure Date	Cruise/Transportation and Air Cancellation Fee	Land Add-on Cancellation Fee
All sailings 31-day booking window and before		
120 - 91 days	25%	25%
90 - 61 days	50%	50%
60 - 31 days	75%	75%
30 days or less	100%	100%
The above applies, unless otherwise noted		
120 - 91 days	25%	25%
90 - 61 days	50%	50%
60 - 31 days	75%	75%
30 days or less	100%	100%
*Cancellation Prior to 30 Days will also follow the schedule outlined above		

The misleading "risk-free cancellation" policy is accurately renamed to "flexible planning", and is explained in more transparent detail. It now links to their full cancellation fees, which were previously much less intuitive to find.

[illegible][illegible]

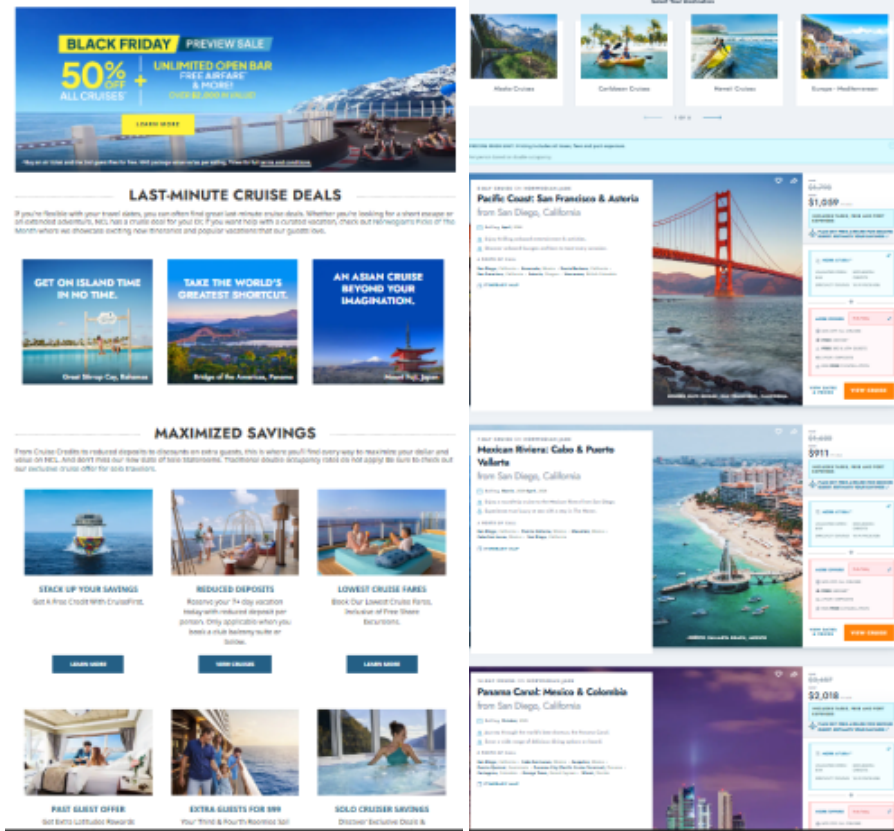
After performing user testing with four different participants, it was realized that the components which were causing users the most difficulty were their ongoing promotions, cancellation policy, and their overall cruise pricing. Out of these three, it was decided that it would be most beneficial for not only the user, but also Norwegian Cruise Lines, if the promotions pages were redesigned. By redesigning the promotions page to be more straightforward and easier to understand, consumers browsing the website will feel more inclined to make a purchase, directly impacting the company's sales.

One of the problems with the promotions on the website were that users felt misled by some of the claims, such as the "free airfare" claim which is promoted as part of their Black Friday promotion. Upon further inspection, there is a fine print that clarifies that only the second guest gets a free airline ticket. This reoccurs within the promotions. Redesigning what information is advertised to more appropriately represent the actual offer will improve the website's overall credibility and build trust with the customers.

Another problem with the promotions on the website is that there is so much unnecessary text included on the page, which makes it very difficult for the user to figure out what the promotions were actually offering. Minimizing the amount of text used and explaining the discounts in a more straightforward manner will increase the likelihood of a user understanding the promotion ultimately leading to them booking a cruise.

Lastly, there are no clear indicators of how long the promotions are going to be available for. There should be a clear indication by each promotion of how much time the user has left to apply the promotion to their cruise booking. This would give the user a better sense of control, making them more comfortable with the website and booking a cruise with Norwegian Cruise Lines overall.

Original Design



FEATURED CRUISES

Explore 43 Cruise Vacations [CLEAR ALL FILTERS](#)

Destination Port of Departure Dates

DURATION SHIP

SORT BY [FEATURED](#)



7-DAY CRUISE ON NORWEGIAN GETAWAY
Caribbean: Harvest Caye, Cozumel & Roatan
from New Orleans, Louisiana

5 PORTS
New Orleans
Costa Maya
Harvest Caye
Roatán (B)
Cozumel, M
New Orleans

MORE OFFERS

- 50% OFF ALL CRUISES
- 3RD & 4TH GUEST FOR \$99
- FREE 3RD & 4TH GUESTS
- FREE EXCURSIONS
- RISK-FREE CANCELLATION

WAS \$919
NOW \$620 PP/USD

[MORE AT SEA™](#)

[MORE OFFERS](#)

[VIEW CRUISE](#)

[VIEW DATES & PRICES](#)

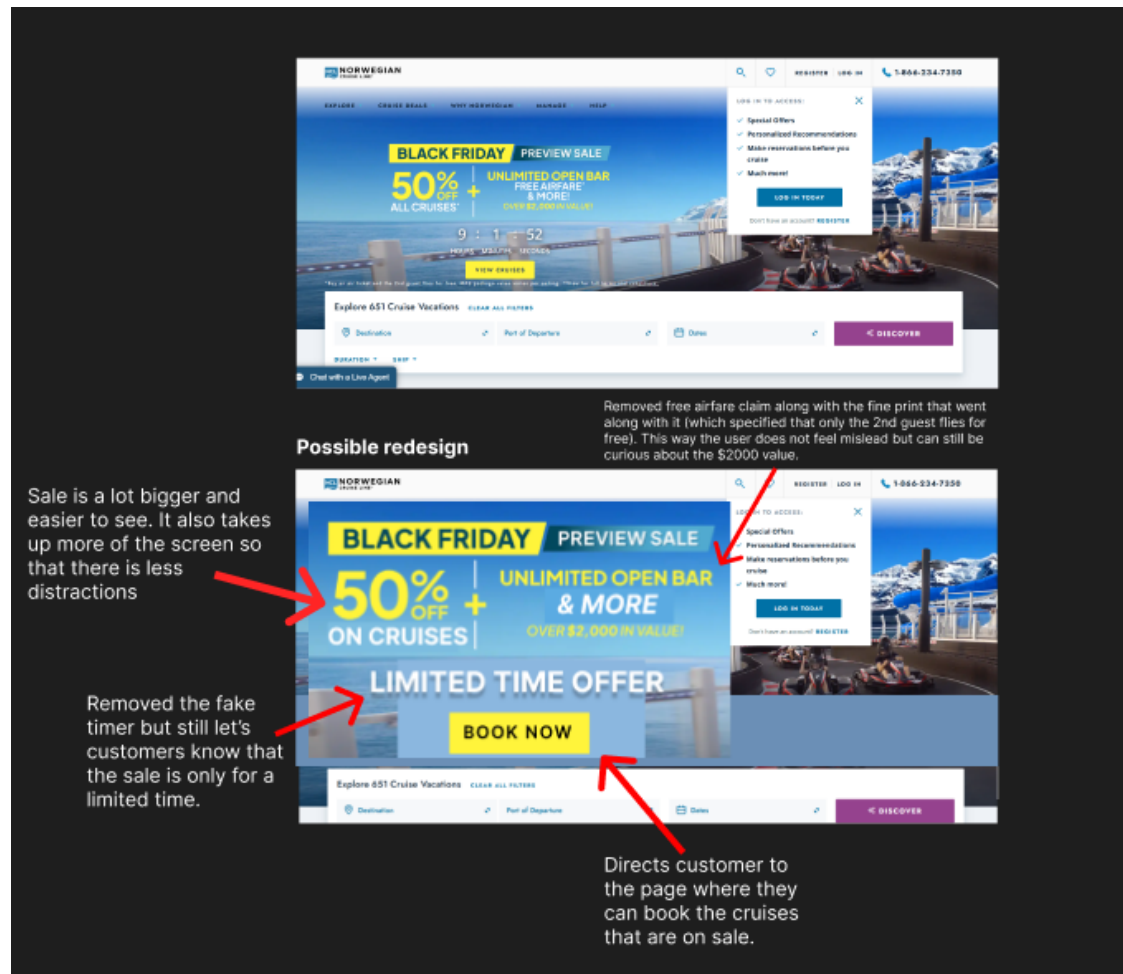
MORE OFFERS

Only 4 Days Left

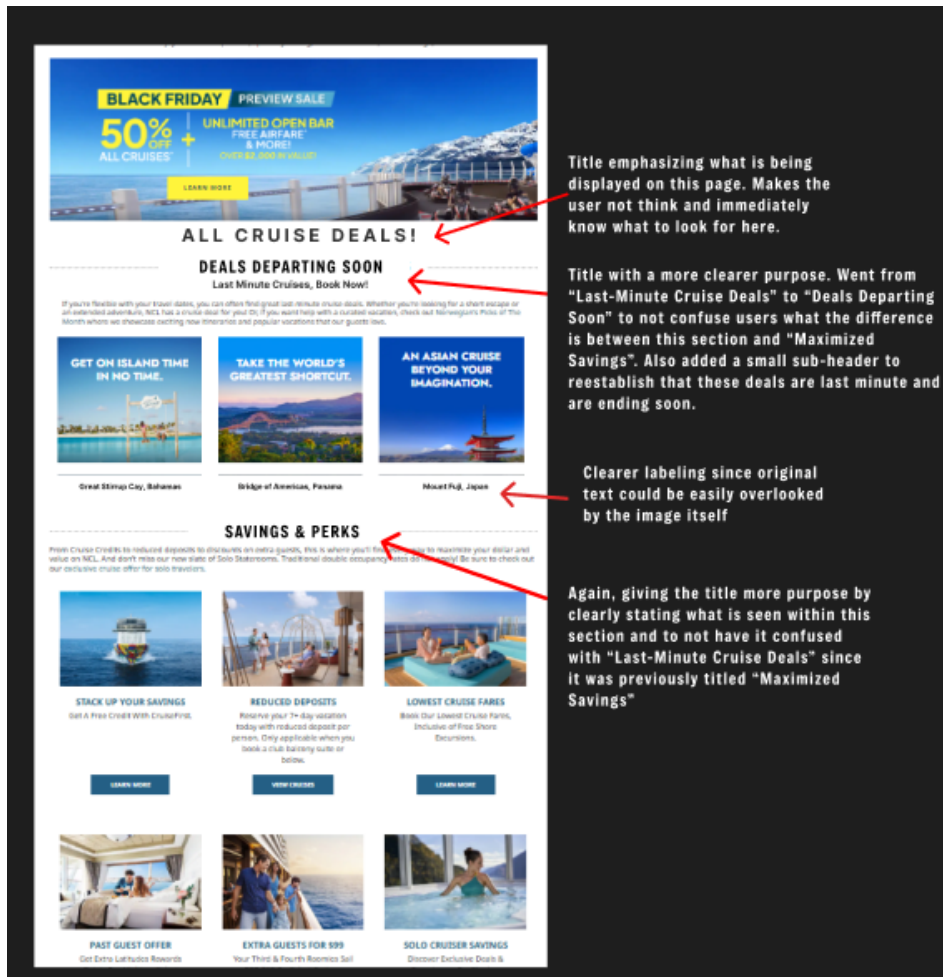
- 50% OFF ALL CRUISES
- FREE AIRFARE*
- 3RD & 4TH GUEST FOR \$99
- FREE 3RD & 4TH GUESTS
- 2-FOR-1 DEPOSITS
- RISK-FREE CANCELLATION

[START PLANNING](#)

Redesign #1



Redesigning the homepage to prioritize the early Black Friday promotion ensures greater visibility and eliminates unnecessary distractions for users. By making the promotion more prominent and easier to understand, users are more likely to engage with it and click the “Book Now” button to explore further, rather than scrolling past. Removing misleading elements, such as the “free airfare” claim and the fake countdown timer that resets daily, enhances the website’s credibility and builds user trust. This redesign not only makes the promotional deals clearer but also improves the overall user experience by creating a more transparent and navigable interface.



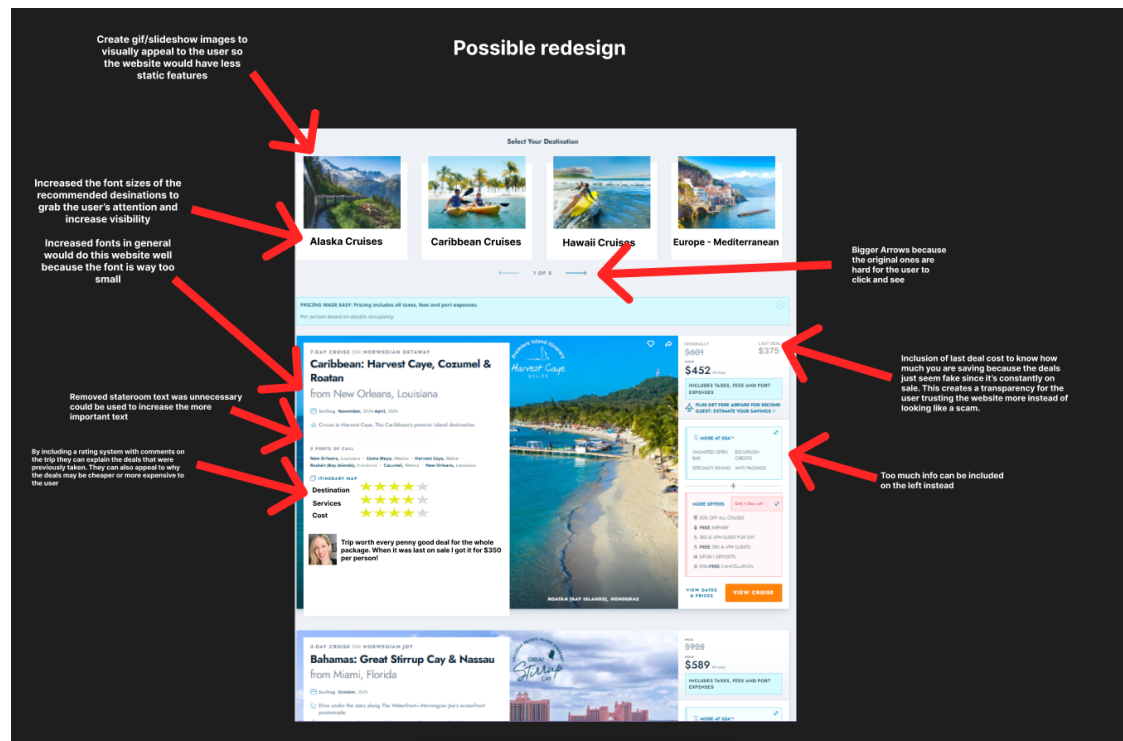
Title emphasizing what is being displayed on this page. Makes the user not think and immediately know what to look for here.

Title with a more clearer purpose. Went from "Last-Minute Cruise Deals" to "Deals Departing Soon" to not confuse users what the difference is between this section and "Maximized Savings". Also added a small sub-header to reestablish that these deals are last minute and are ending soon.

Clearer labeling since original text could be easily overlooked by the image itself

Again, giving the title more purpose by clearly stating what is seen within this section and to not have it confused with "Last-Minute Cruise Deals" since it was previously titled "Maximized Savings"

This redesign emphasizes clarity and conciseness. The design should clear up any potential confusion a user might face when navigating through different deals and promotions. Previously, as soon as you clicked "All Cruise Deals" you were immediately met with a page with 2 headers labeled "Last-Minute Cruise Deals" and "Maximized Savings". This differentiation between cruise deals and savings was not clear enough for users since a cruise with a discounted price can also be considered a "saving". To help clarify, this redesign changed those titles to "Deals Departing Soon" and "Savings & Perks". We also included the subheader "Last Minute Cruises, Book Now!" to emphasize that last-minute cruises are departing soon so they are discounted but sailing soon. Lastly, we added a main title to tie everything up and help indicate what type of page users were looking at without wasting time.



This redesign makes the page more attractive, user-friendly, and easy to navigate. Adding GIFs or slideshow images brings the destinations to life, making the site more exciting and immersive. Larger fonts improve readability and make it easier for everyone to find key information quickly. By removing unnecessary details, users can focus on the most important information without feeling overwhelmed. Showing the original price next to the discount builds trust, helping users see the actual savings and making the deals look more genuine. Grouping essential information on one side of the page creates a smoother reading flow, so users can quickly scan and compare options. Including ratings and reviews adds a level of social proof, helping users feel more confident in their choices. Making clickable elements, like arrows for browsing, bigger makes them easier to use, especially on mobile devices. In short, this redesign enhances engagement, clarity, and trust, resulting in a more intuitive and enjoyable user experience.

Redesign #2

Home > Cruise Deals

THE BEST CRUISE DEALS & OFFERS

Sign up to never miss a cruise deal!

Your Email Address



MORE AT SEA + LIMITED-TIME CRUISE OFFERS

Planning the perfect cruise vacation shouldn't break the bank - here you'll find our latest promotions + details on Norwegian's More At Sea™. - the best value at sea! Enjoy Unlimited Open Bar, Specialty Dining, Excursion Credits, Wi-Fi Package, Free Airfare[^] and more.

Only "select cruises", not ALL

BLACK FRIDAY PREVIEW SALE

50% OFF + **UNLIMITED OPEN BAR**
ON SELECT CRUISES **2-FOR-1 AIRFARE & MORE!**
OVER \$2,000 IN VALUE!

[See details](#)

[VIEW CRUISES](#)

Airfare is 2-for-1 instead of "FREE" (no disclaimer needed)

No fake countdown

Users can now see the true details of the offer more easily

The black Friday promotion on the top of the page is now more truthful. Instead of saying "ALL" cruises, it now specifies the offer is only for certain ones, and then provides a visible link to view more details. Also, there was previously a fake countdown timer ("SALE ENDS IN <time>") that just reset every day, so that was removed. Additionally, "FREE AIRFARE" now says "2-FOR-1-AIRFARE", more accurately representing the offer and removing the need for the small disclaimer text.

FEATURED CRUISES

Explore 43 Cruise Vacations [CLEAR ALL FILTERS](#)

 Destination 

Port of Departure 

 Dates 

DURATION ▾

SHIP ▾

SORT BY

FEATURED ▾



7-DAY CRUISE ON NORWEGIAN
GETAWAY

**Caribbean: Harvest Caye,
Cozumel & Roatan**
from New Orleans, Louisiana

5 PORTS OF CALL

New Orleans, Louisiana •
Costa Maya, Mexico •
Harvest Caye, Belize •
Roatán (Bay Islands), Honduras •
Cozumel, Mexico •
New Orleans, Louisiana

WAS
\$919

NOW
\$620 PP/USD

 **MORE AT SEA™** 

MORE OFFERS

- 50% OFF THIS CRUISE
- 2-FOR-1 AIRFARE
- SAVE ON 3RD & 4TH GUEST
- 2-FOR-1 DEPOSITS
- FLEXIBLE PLANNING

Clicking "MORE OFFERS" opens
window with less confusing
names for the offers



7-DAY CRUISE
EPIC

**Caribbean: Great Stirrup
Cay & Dominican Republic**
from Orlando (Port
Canaveral), Florida

5 PORTS OF CALL

Orlando (Port Canaveral), Florida •
Puerto Plata, Dominican Republic •
St. Thomas, US Virgin Islands •
Tortola, British Virgin Islands •
Great Stirrup Cay, Bahamas •
Orlando (Port Canaveral), Florida

START PLANNING

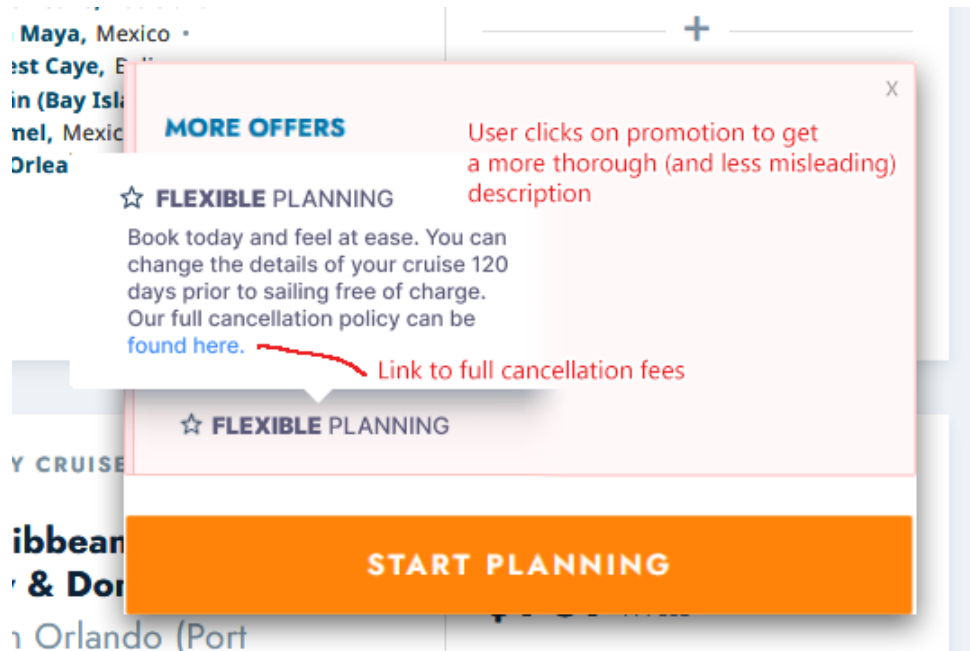
 **MORE AT SEA™** 

MORE OFFERS 

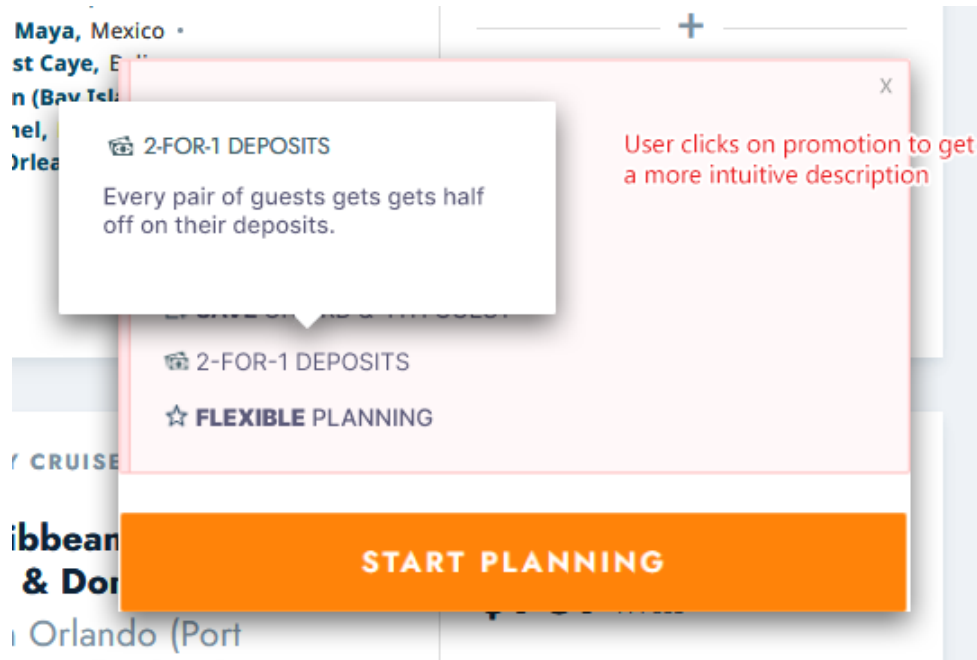
VIEW CRUISE

[VIEW DATES & PRICES](#)

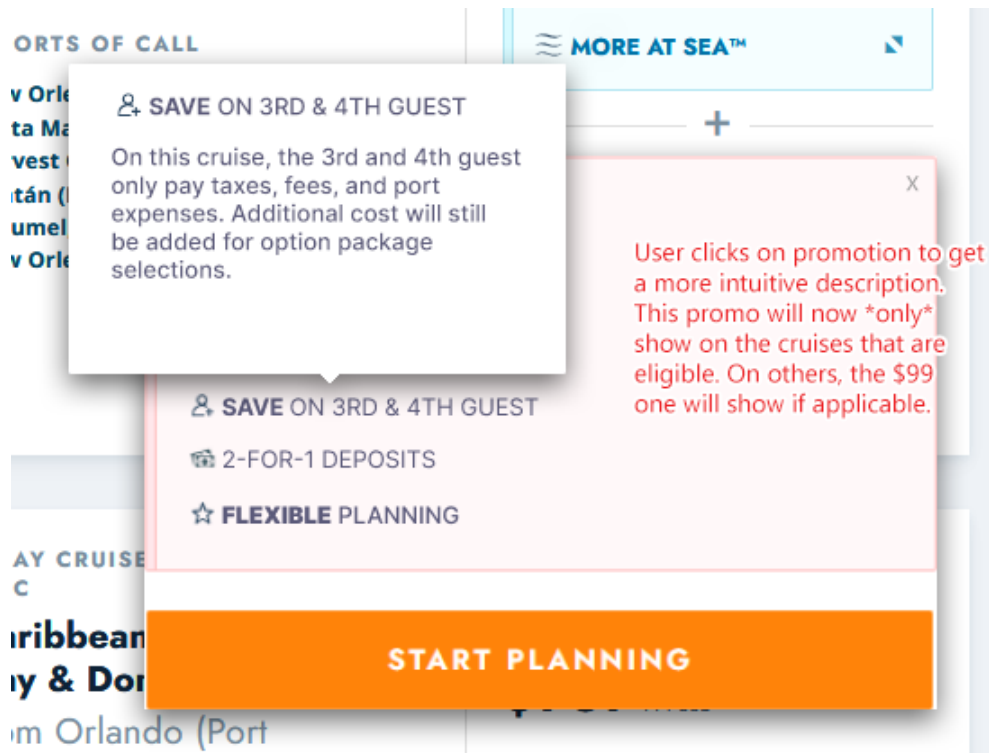
When scrolling down the deals page and viewing featured cruises, clicking the “MORE OFFERS” button opens up the promotions, of course. But this time, they are named more appropriately, strengthening the match between the system and the real world. The fake “<x> days left” countdown in the corner is also removed. Additionally, users can now directly click on the names to view their descriptions, instead of needing to move a page deeper into the site:



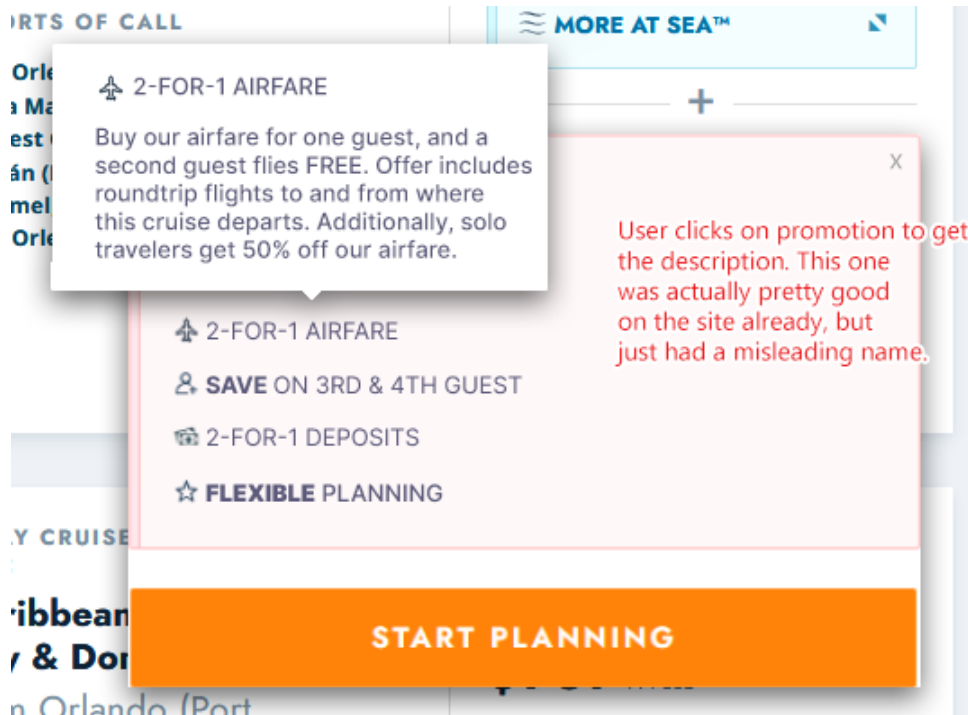
Risk-free cancellation is renamed to **flexible planning**, as the offer only applies when details of a planned cruise are changed, not fully canceled. A link is now provided to the full cancellation policy so users have easy access to that information. This makes it much easier for them to evaluate if the cancellation and plan-changing policies meet their needs.



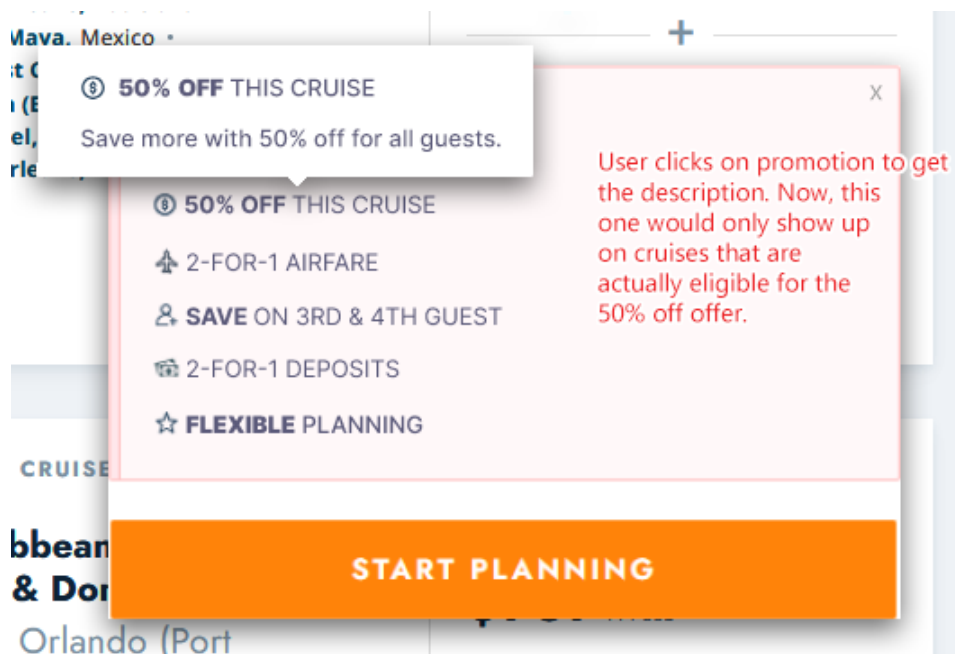
2-for-1 deposits's description is now more easily understood. (Subjectively, "every pair of guests" makes more sense than "every two guests"), but this is a minor change.



Free 3rd & 4th guest and **3rd and 4th guest for \$99** are now consolidated into **save on 3rd and 4th guest**. Firstly, it's not truly free if they still have to pay taxes and fees, and secondly, showing both offers on the same screen is very confusing. Now, only one – either the “free” (heavily discounted) offer *or* \$99 – would show depending on which is valid for the current cruise. This also improves the visibility of system status; users wouldn't have to guess which one is applicable.



Free airfare is renamed to **2-for-1 airfare**, as the freeness only applies to an additional ticket after one has already been purchased. This also improves consistency, as the language matches the **2-for-1 deposits** offer.



Finally, **50% off all cruises** is renamed to **50% off this cruise**, and like the previous modification, would only show on cruises where the offer is actually relevant. This removes the possibility of the offer showing where it doesn't actually apply, which would be confusing.

All of the changes in this redesign let the user find pricing/deal information that is more efficient and truthful by being more transparent, removing irrelevant or misleading text, adding helpful information in more immediate locations, and enhancing interactivity.