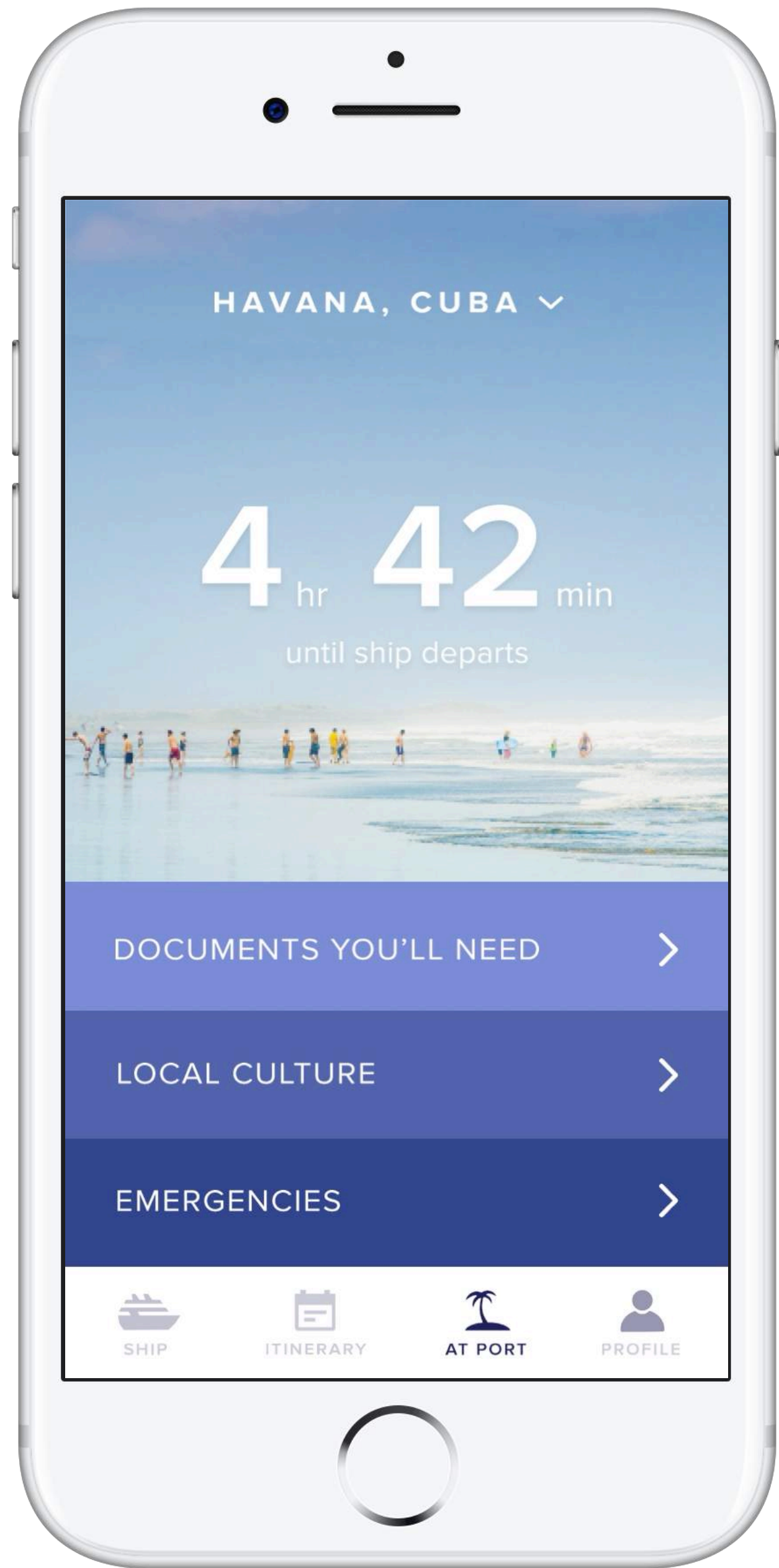




ROYAL CARIBBEAN

Gabe, Kit, Marie, Priscilla, Rachel, Stephen

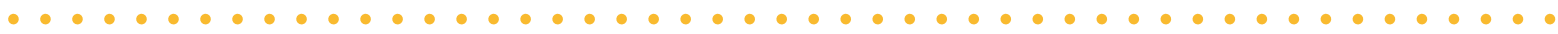


PROPOSAL

An extension of Royal Caribbean's app that provides port information and safety resources **to empower guests in exploring destinations.**

BUSINESS PROBLEM

“Today you'll find **souped-up ships oozing outrageous features** as the lines try to one-up each other to get you to travel with them.”



CNN, 2018

OPPORTUNITY

“That desire for experiences factors into the way travellers spend their cruise...while [they] want to enjoy their time on the ship, **they also want to experience local culture when on land.**”



RICHARD FAIN, ROYAL CARIBBEAN CEO

BUSINESS PROBLEM

“Today you'll find **souped-up ships oozing outrageous features** as the lines try to one-up each other to get you to travel with them.”



CNN, 2018

OPPORTUNITY

“That desire for experiences factors into the way travellers spend their cruise...while [they] want to enjoy their time on the ship, **they also want to experience local culture when on land.**”



RICHARD FAIN, ROYAL CARIBBEAN CEO

INNOVATION



HOSPITALITY



ADVENTURE



INNOVATION



HOSPITALITY



ADVENTURE



KEY INSIGHT

“The travel industry markets itself as a sensory deprivation bubble. It’s done a disservice to itself by separating from realities of the world...**it doesn’t warn against or doesn’t do enough to soothe the anxieties of the traveler.**”



RAFAT ALI, SKIFT CEO

Framing

BUSINESS

How might we **emphasize and improve the at port experience** to differentiate Royal Caribbean and **create value beyond novelty amenities?**



GUEST

How might we **alleviate guests' uncertainties** about the at port experience **to empower them to explore destinations with confidence and respect?**



Guest Insights

80+ survey responses, 7 user interviews, additional secondary research

0 1

Experience local culture,
cuisine, and sights

0 2

Freedom to explore
and adventure

0 3

Fear of not getting back
to the ship on time





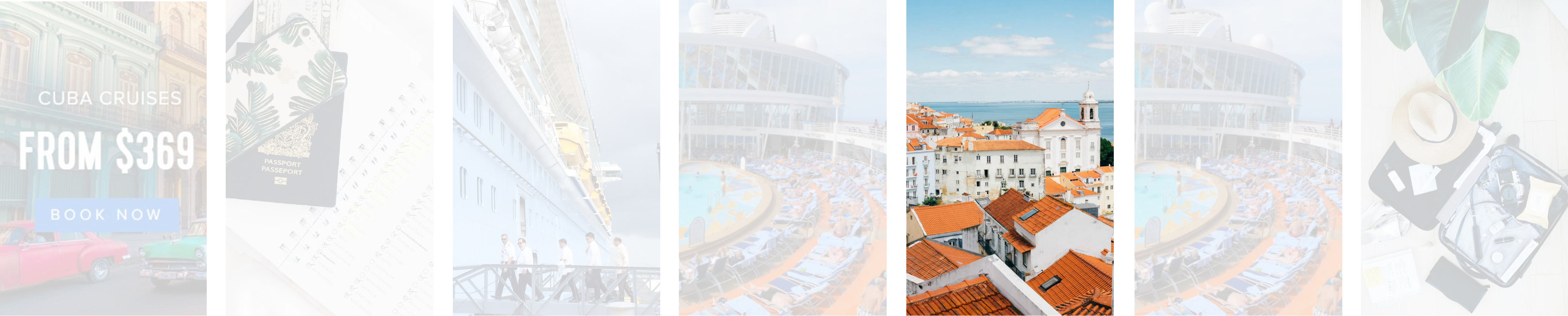
Independent Traveler

“I like to let the adventure unfold organically. I want to go with the flow, but also know that **no matter what happens, things are going to be okay.**”

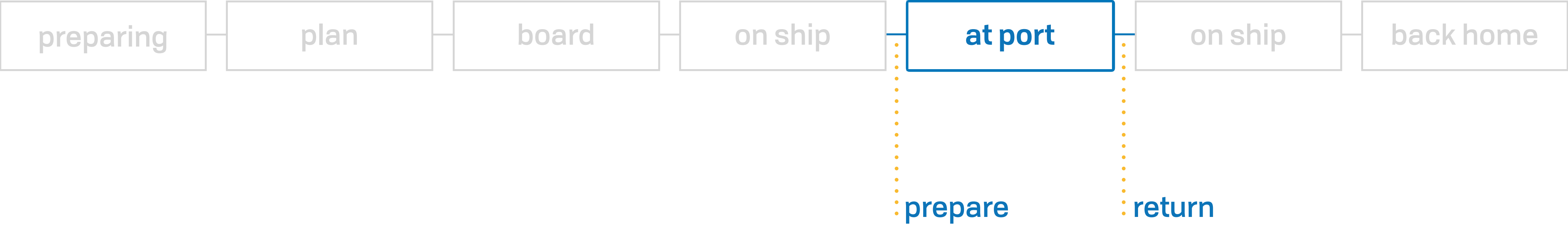
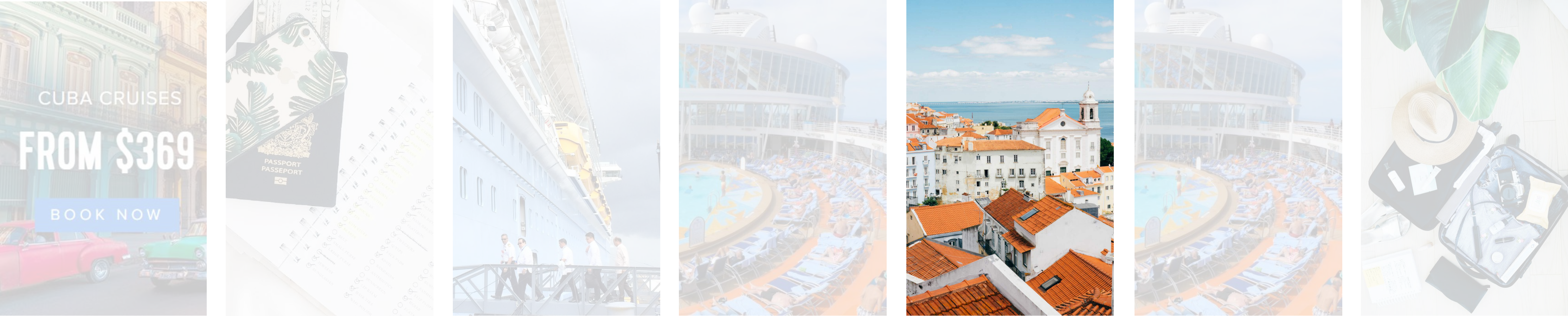
The Cruise Experience



The Cruise Experience



The Cruise Experience





preparing

exploring

returning to ship

Guests

Research port and find inspiration for things to do

I want to explore on my own while staying safe

I should keep track of time so I don't get left behind

Frictions

Overwhelming amount of info to keep track of

I don't know what to do in the event of an emergency

I don't know what to do if I miss my ship

Existing Touchpoints

Cruise brochure
Current app
Ask staff
Cruise seminars

Cruise brochure
Current app

Cruise brochure



at port

preparing

exploring

returning to ship

Guests

I want to explore on my own while staying safe

I should keep track of time so I don't get left behind

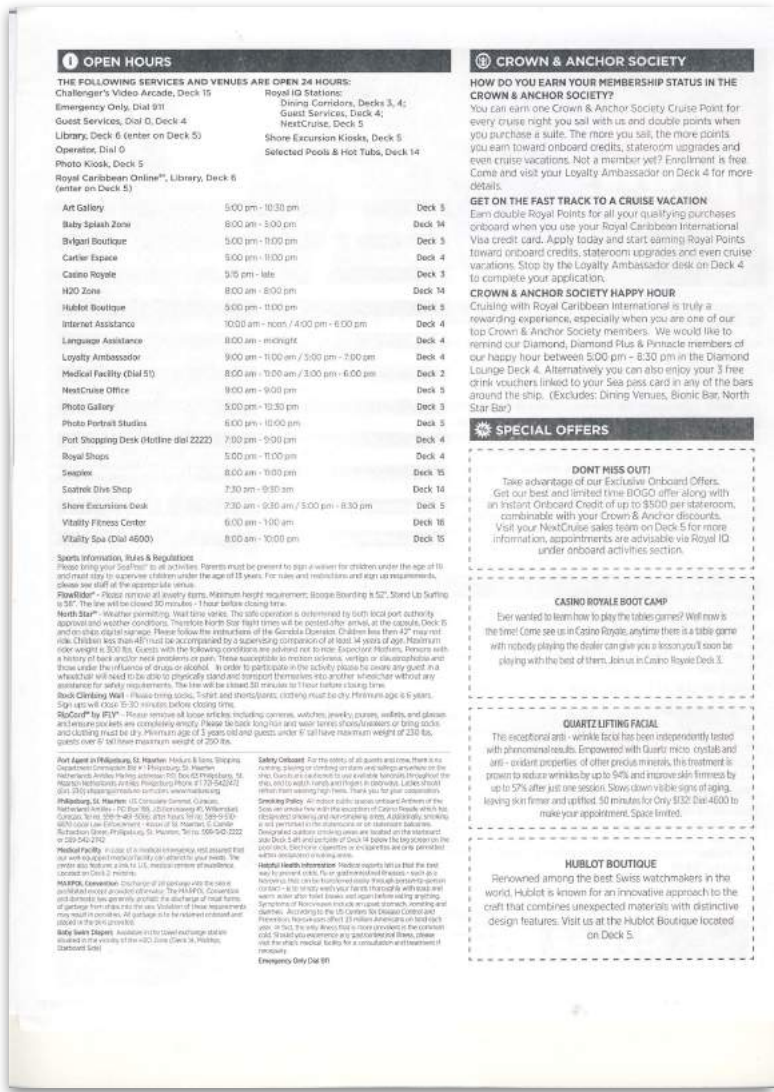
Frictions

I don't know what to do in the event of an emergency

I don't know what to do if I miss my ship

Existing Touchpoints

PHYSICAL: DAILY BROCHURE



Cruise brochure
Current app

Cruise brochure



preparing

exploring

returning to ship

Guests

Research port and find
inspiration for things to do

I want to explore on my own
while staying safe

I should keep track of
time so I don't get left behind

Frictions

Overwhelming amount of
info to keep track of

I don't know what to do in
in the event of an emergency

I don't know what to do
if I miss my ship

Existing
Touchpoints

Cruise brochure
Current app
Ask staff
Cruise seminars

Cruise brochure
Current app

Cruise brochure



at port

preparing

exploring

returning to ship

Guests

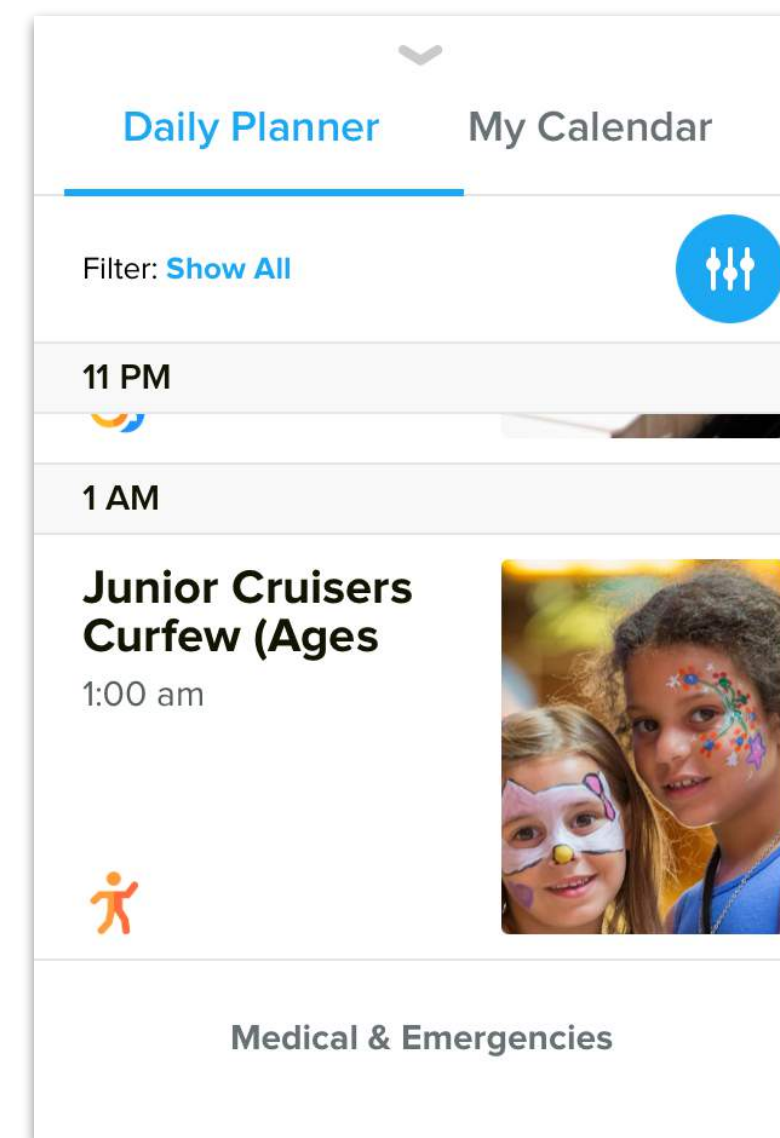
Research port and find
inspiration for things to do

Frictions

Overwhelming amount of
info to keep track of

Existing
Touchpoints

Cruise brochure
Current app
Ask staff
Cruise seminars



I should keep track of
time so I don't get left behind

I don't know what to do
if I miss my ship

Cruise brochure

DIGITAL: EXISTING APP



at port

preparing

exploring

returning to ship

Guests

Research port and find inspiration for things to do

I want to explore on my own while staying safe

I should keep track of time so I don't get left behind

Frictions

Overwhelming amount of info to keep track of

I don't know what to do in the event of an emergency

I don't know what to do if I miss my ship

Existing Touchpoints

Cruise brochure
Current app
Ask staff
Cruise seminars

Cruise brochure
Current app

Cruise brochure



at port

preparing

exploring

returning to ship

Guests

Research port and find inspiration for things to do

I want to explore on my own while staying safe

Frictions

Overwhelming amount of info to keep track of

I don't know what to do in the event of an emergency

Existing Touchpoints

Cruise brochure
Current app
Ask staff
Cruise seminars

Cruise brochure
Current app



PHYSICAL: DAILY BROCHURE

Guiding Principles

0 1

Lowering Cognitive Overhead

Making content as clear, simple, and straightforward as possible.

0 2

Quick Glances, Not Long Reads

Minimizing prolonged use to allow guests to unplug and focus on experiencing destinations.

0 3

Leveraging Existing Resources

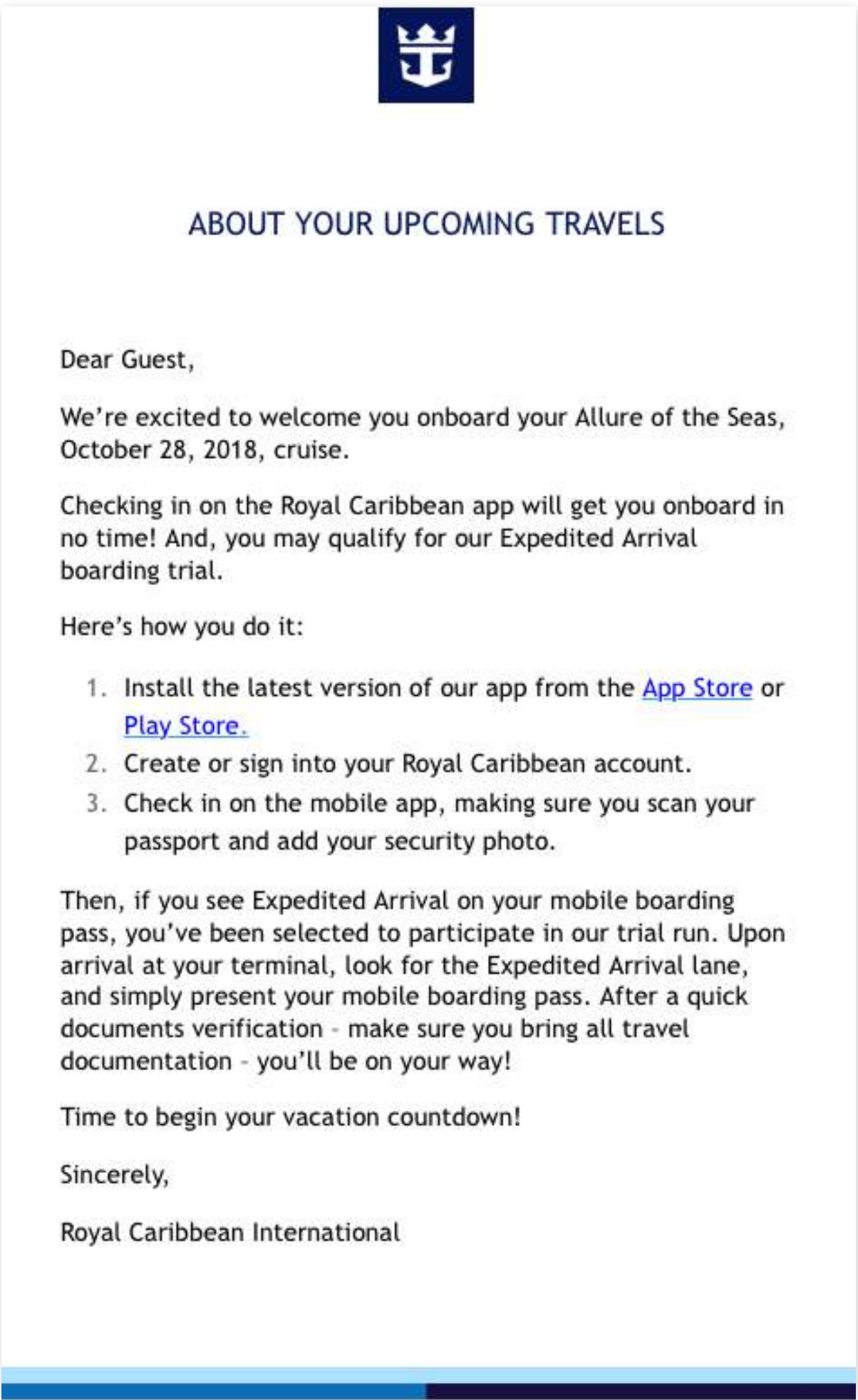
Using Royal Caribbean's existing resources to guide guests between the digital and physical support that Royal Caribbean offers.

App Discovery

ENTRY

Guests are introduced to the new extension through Royal Caribbean’s existing points of entry for their app.

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources



DIGITAL: EMAIL TO NEW GUEST



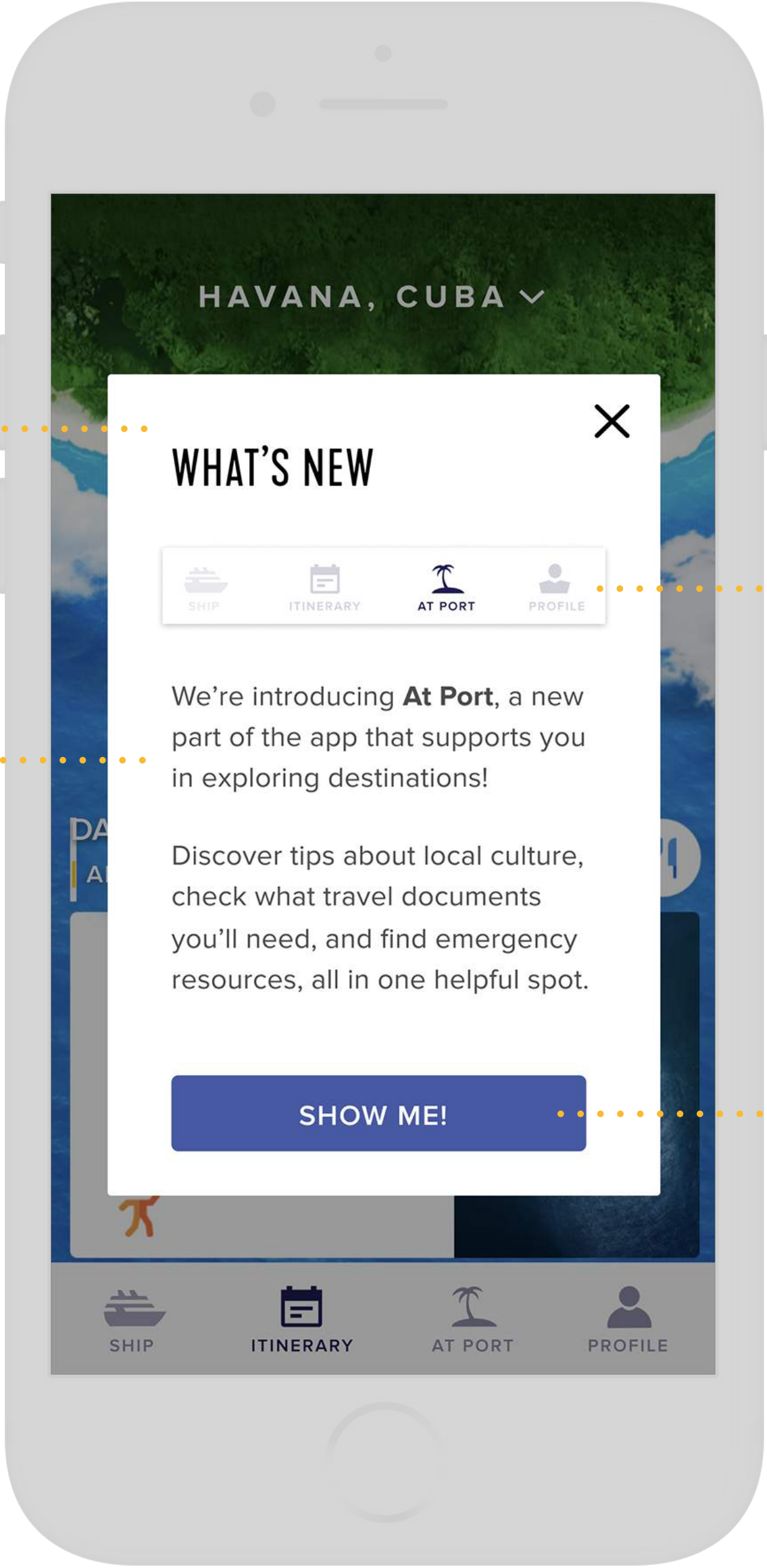
PHYSICAL: ONBOARD DESTINATION TALKS

Extension Discovery

Modal window to ensure
all guests become aware
of the extension

Copy highlights value
for guest and conveys
excitement

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources



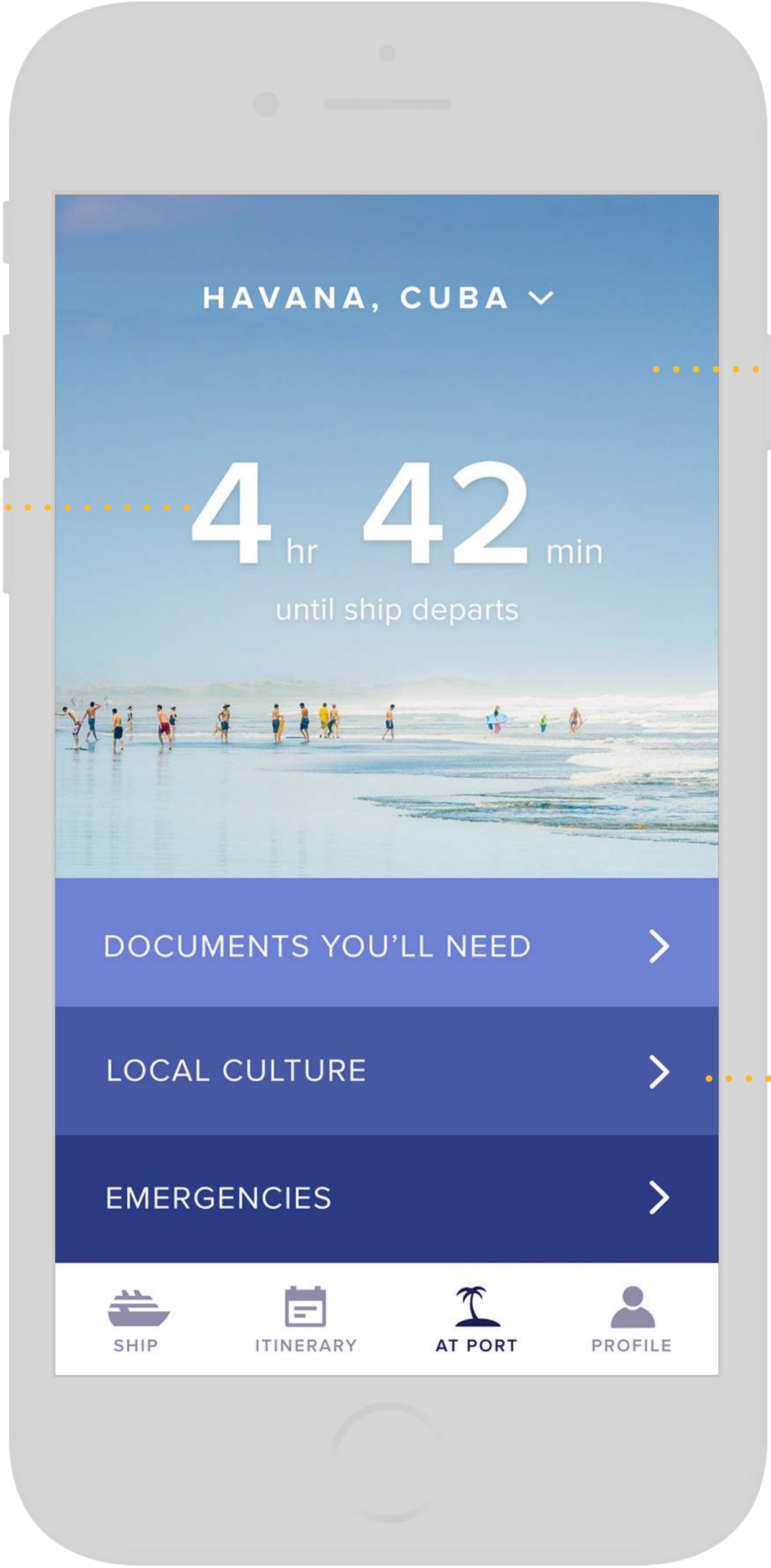
Visual cue to link content
with extension location

Clear CTA to encourage
guests to view extension

Dashboard

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources

Front and centre countdown
for quick glanceability



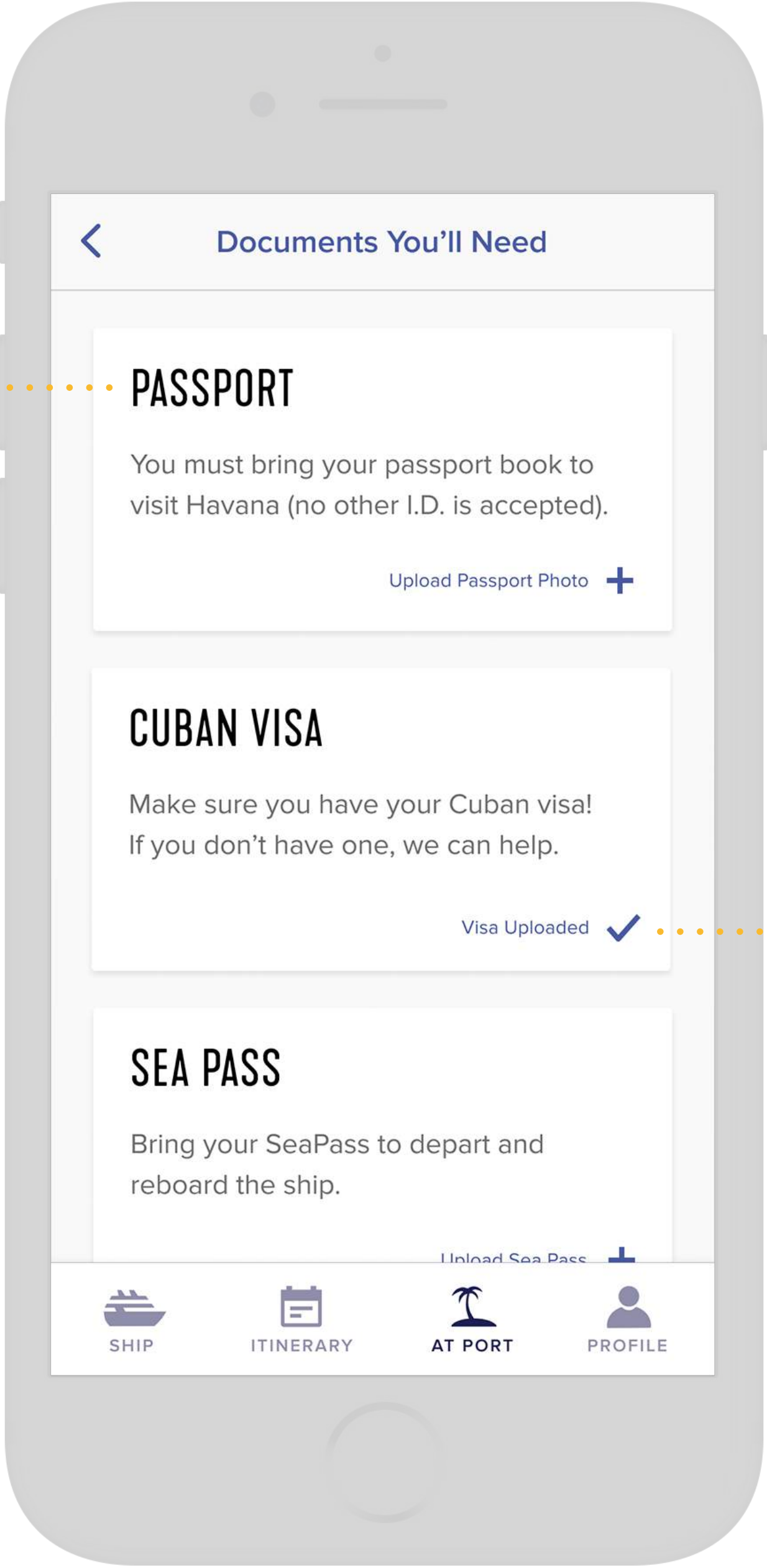
Hero image with low visual
noise for legibility of text
overlay

Visually striking buttons
with a large tap area for
ease of navigation

Documents You'll Need

Cards with strong headers
and no images allow for
quick scannability

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources

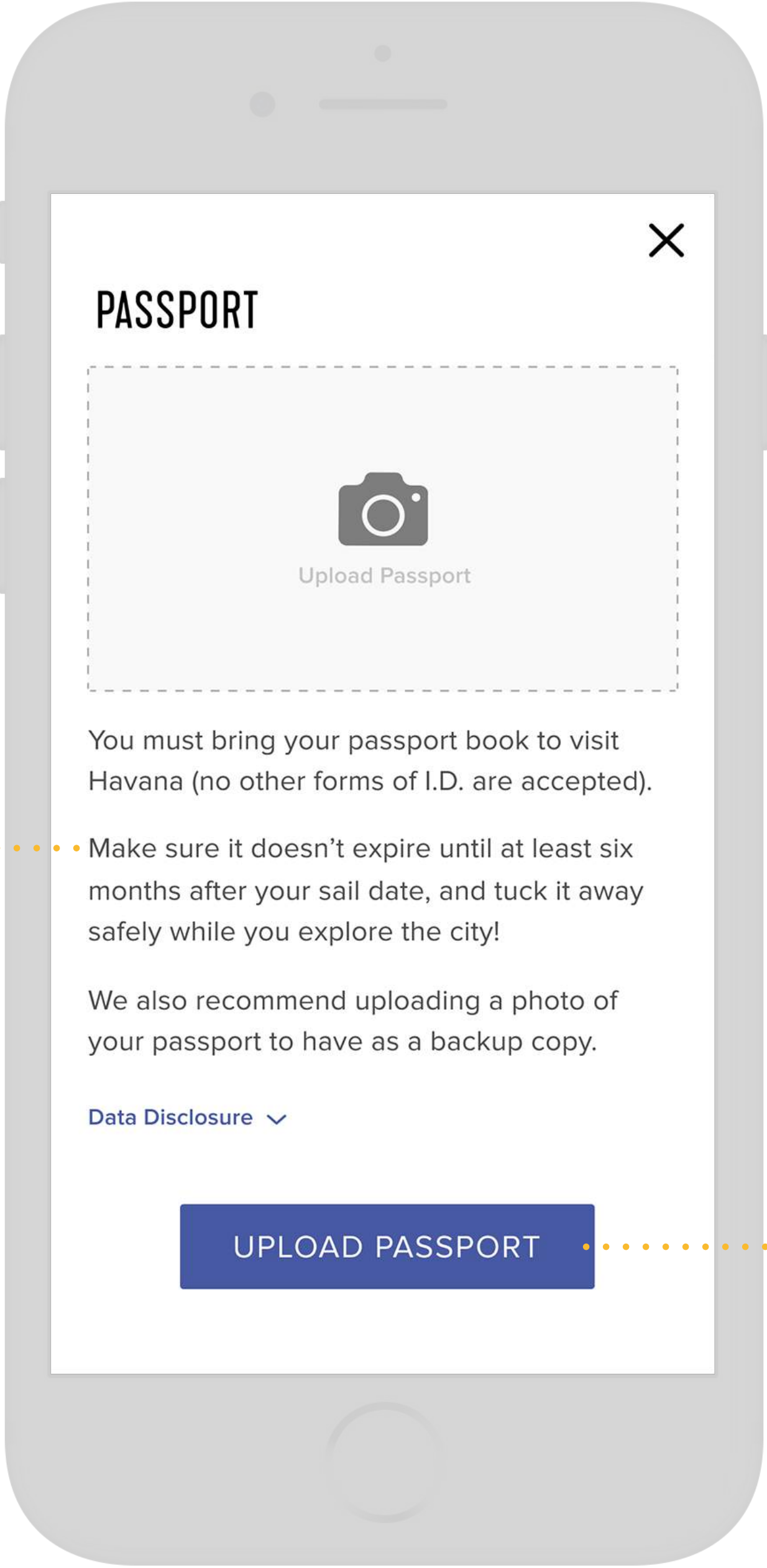


Microcopy provides
quick feedback on
document status

Documents You'll Need

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources

Copy uses conversational
tone and language for
ease of understanding

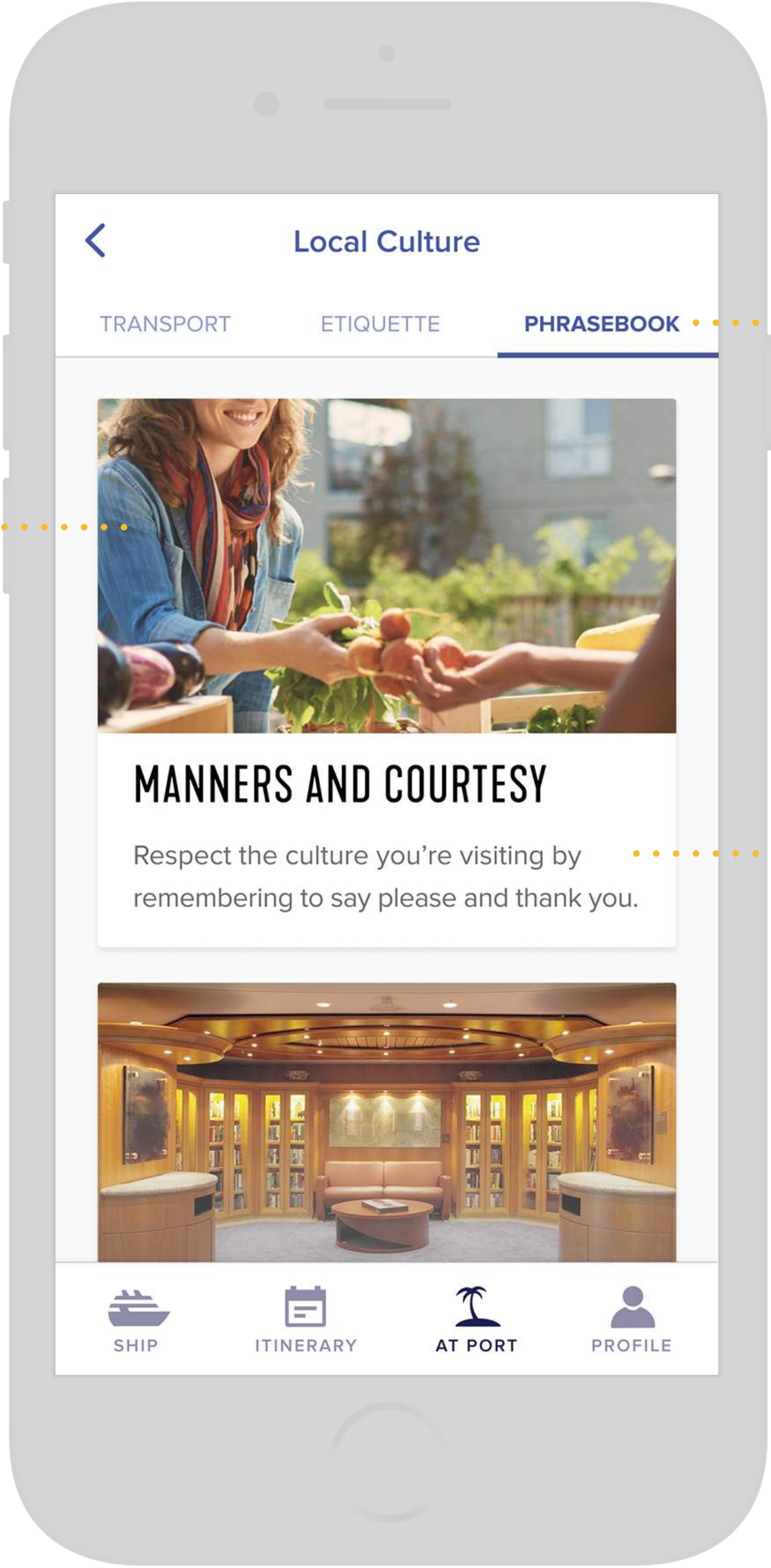


Action-oriented language
to encourage guests to
upload photos

Local Culture

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources

Images help communicate
tip content and encourage
guests to explore deeper

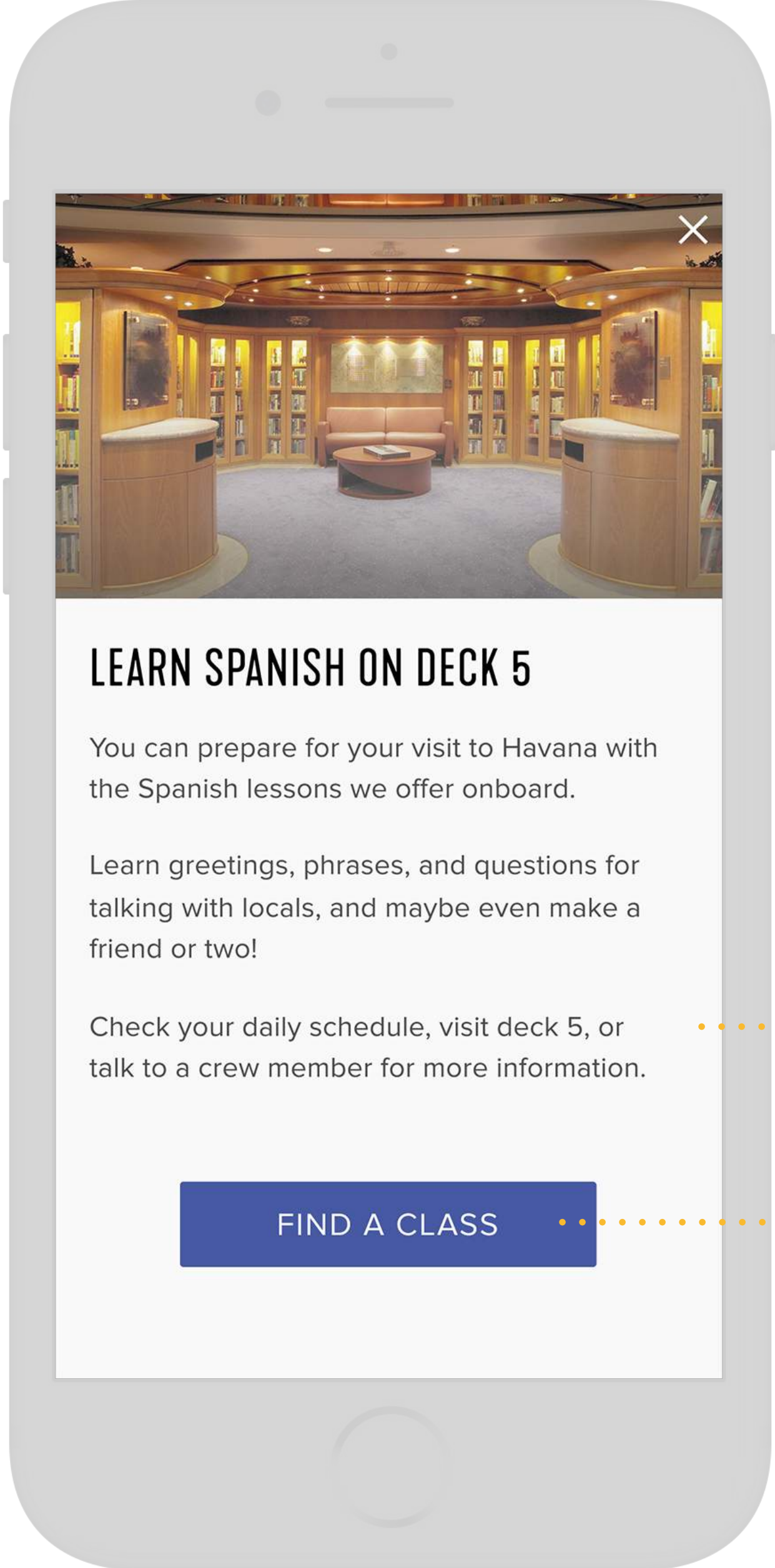


Tabs lower cognitive
overhead by organizing
content and allow guests
to easily switch categories

Copy communicates
significance of content
and encourages guests
to travel respectfully

Local Culture

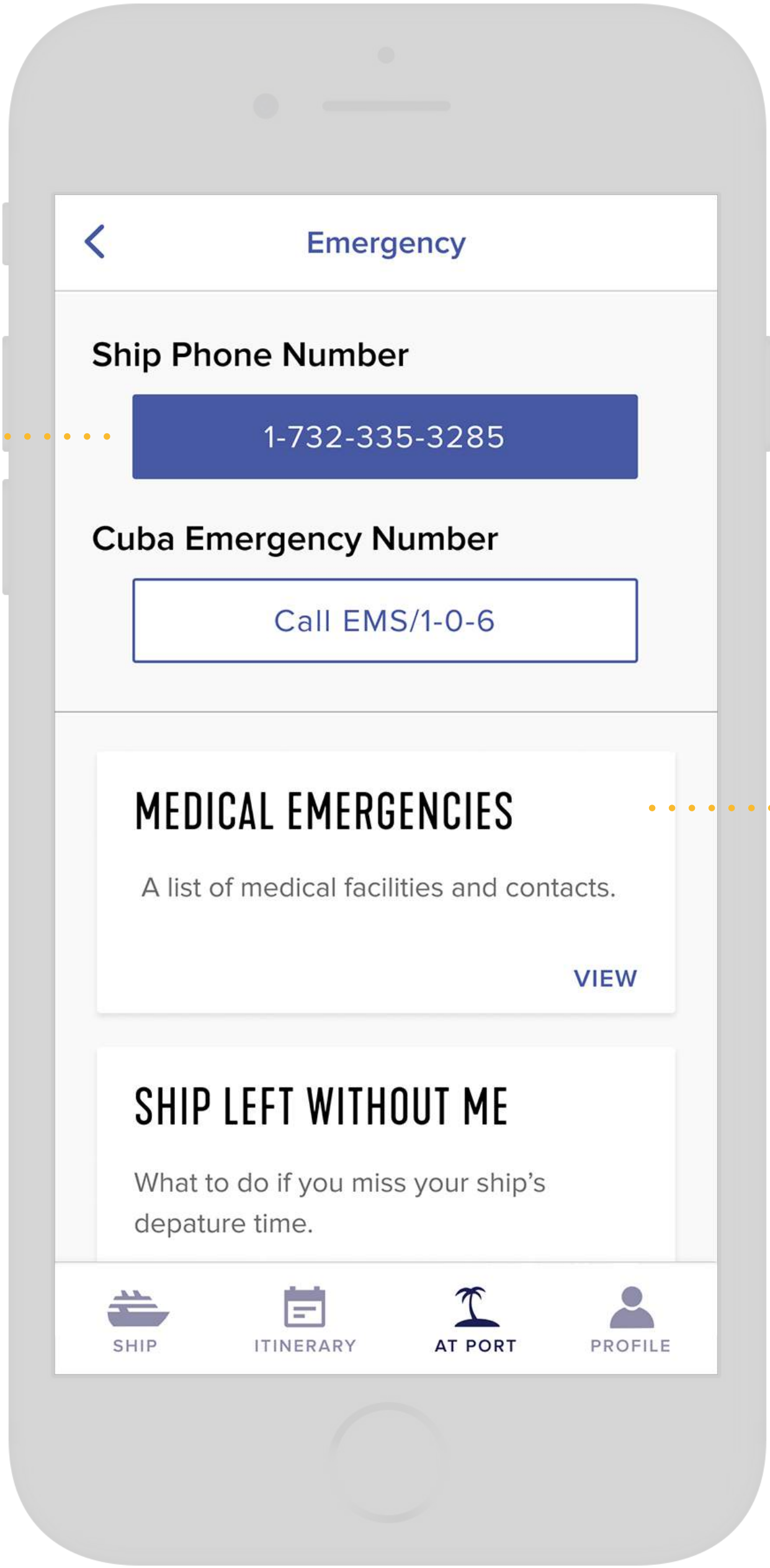
lowering cognitive overhead
quick glances, not long reads
leveraging existing resources



Copy and CTA direct guests to existing onboard services

Emergency

Immediate critical numbers
for quick access in case of
emergencies



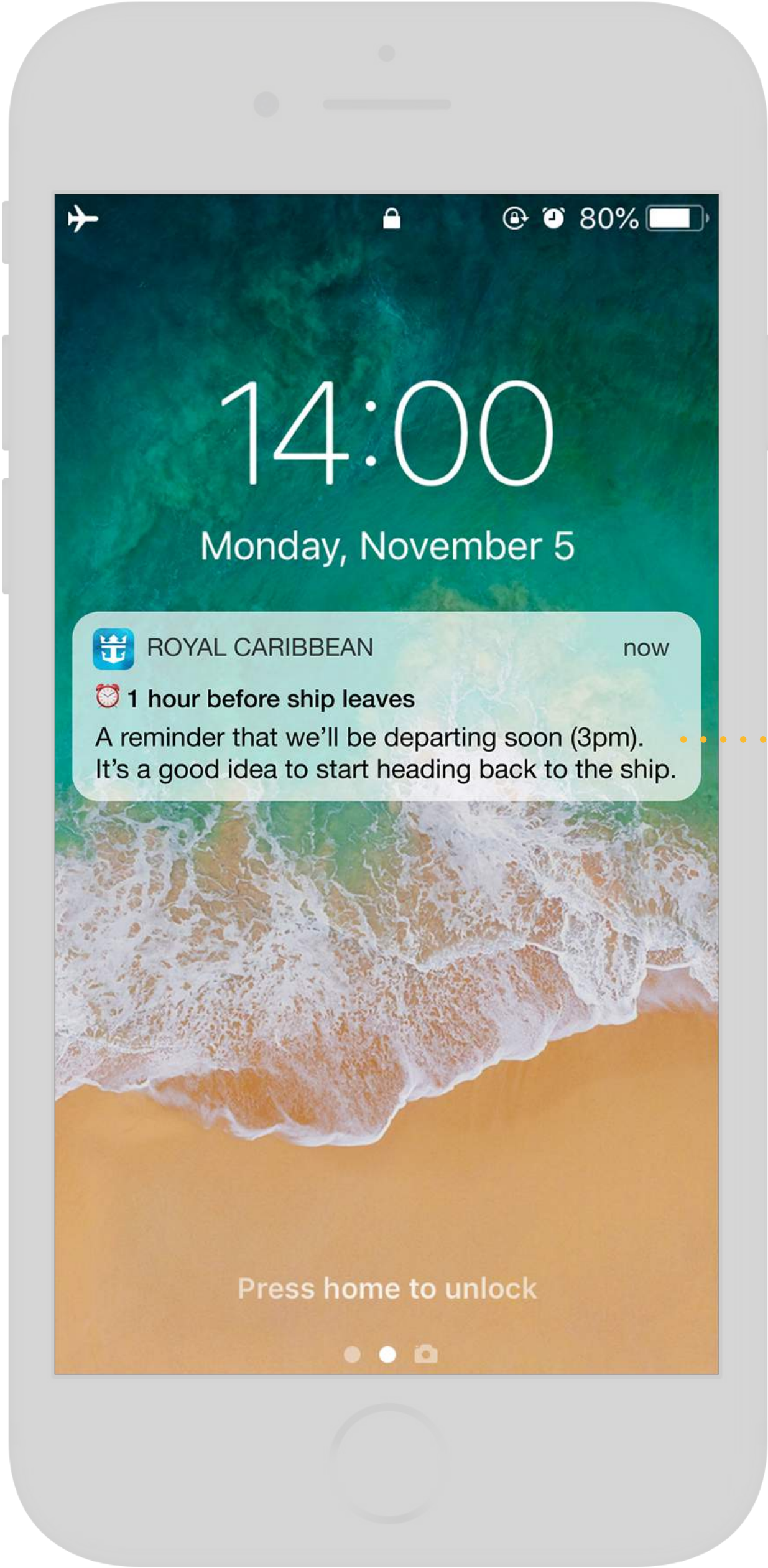
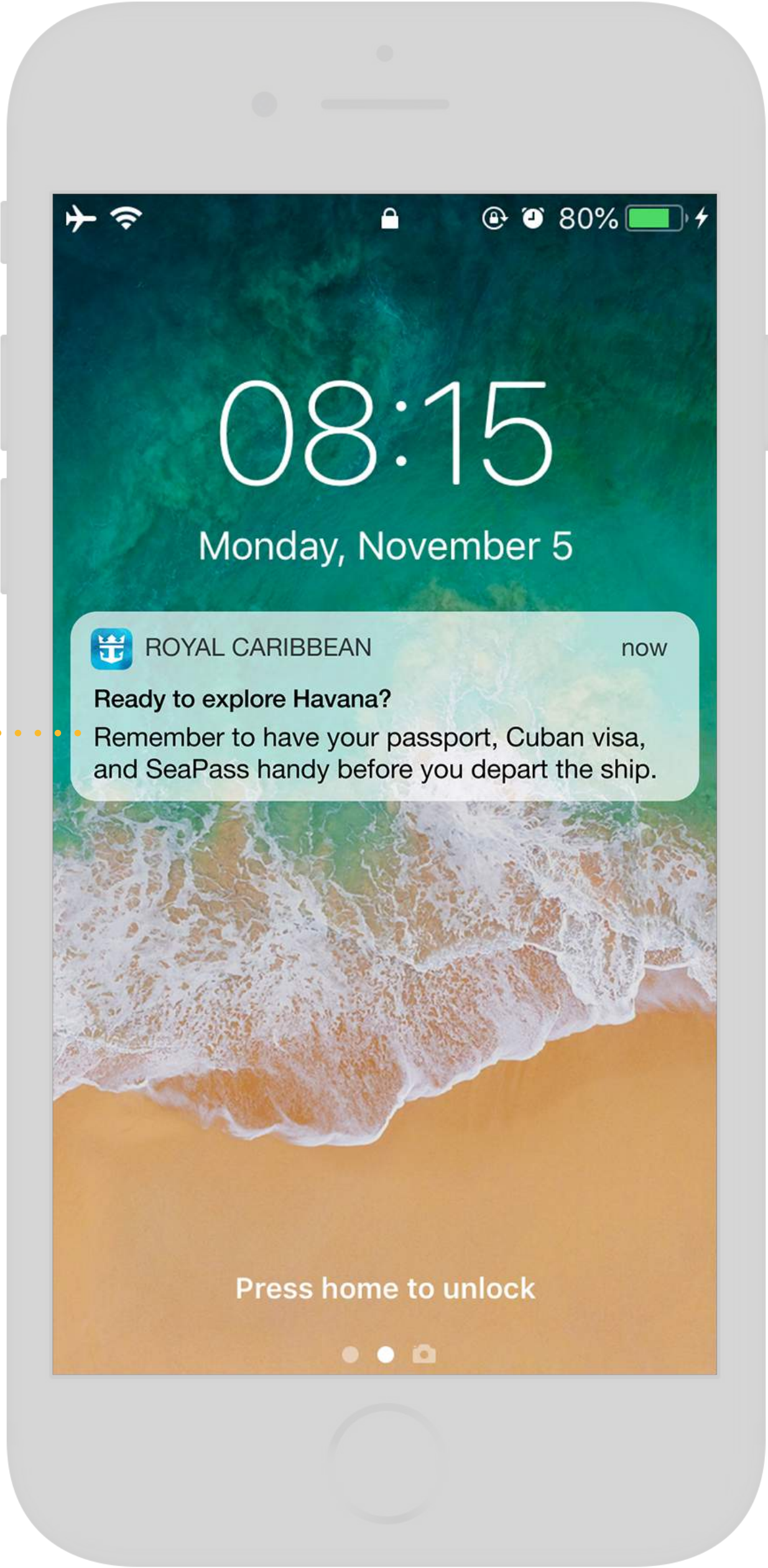
Utilitarian cards with no
images, minimal copy, and
clear affordances for ease
of navigation during crises

lowering cognitive overhead
quick glances, not long reads
leveraging existing resources

Notifications

Upfront list of needed documents, not forcing guests to tap into app

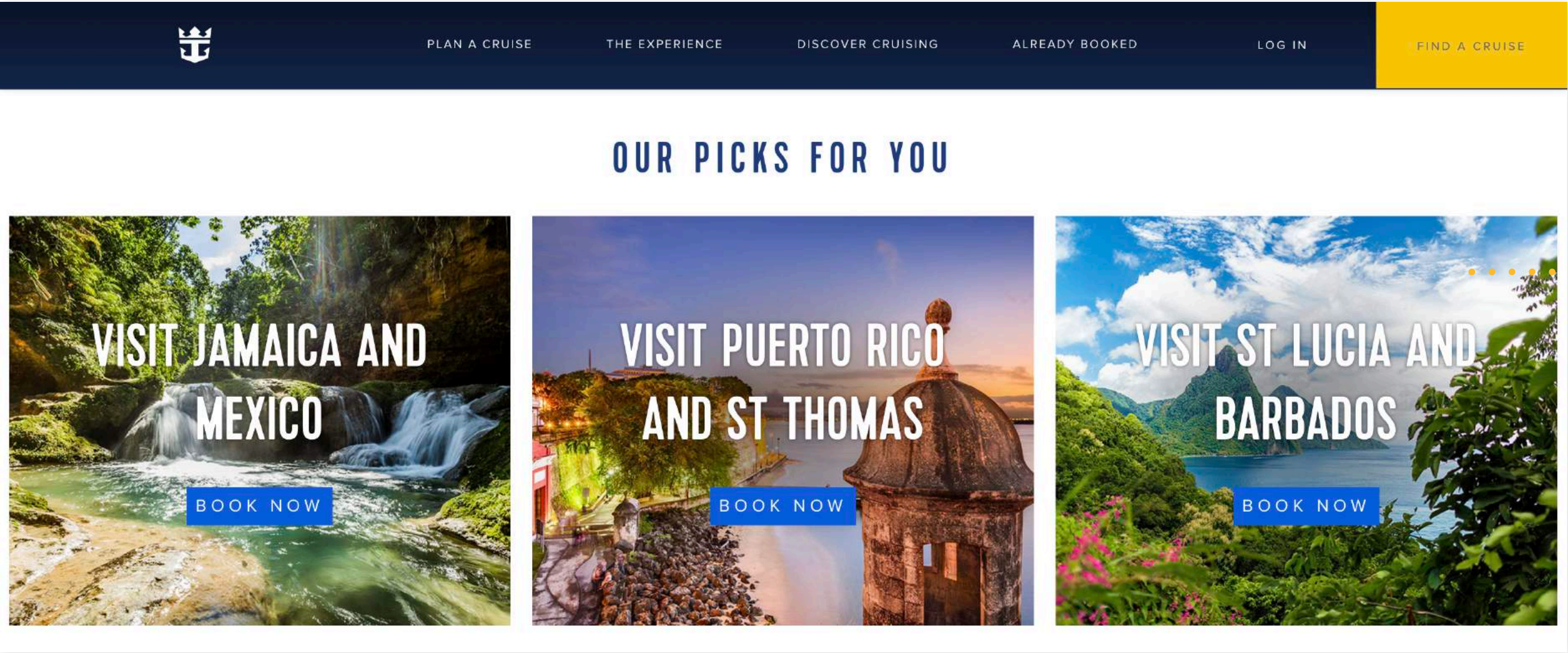
lowering cognitive overhead
quick glances, not long reads
leveraging existing resources



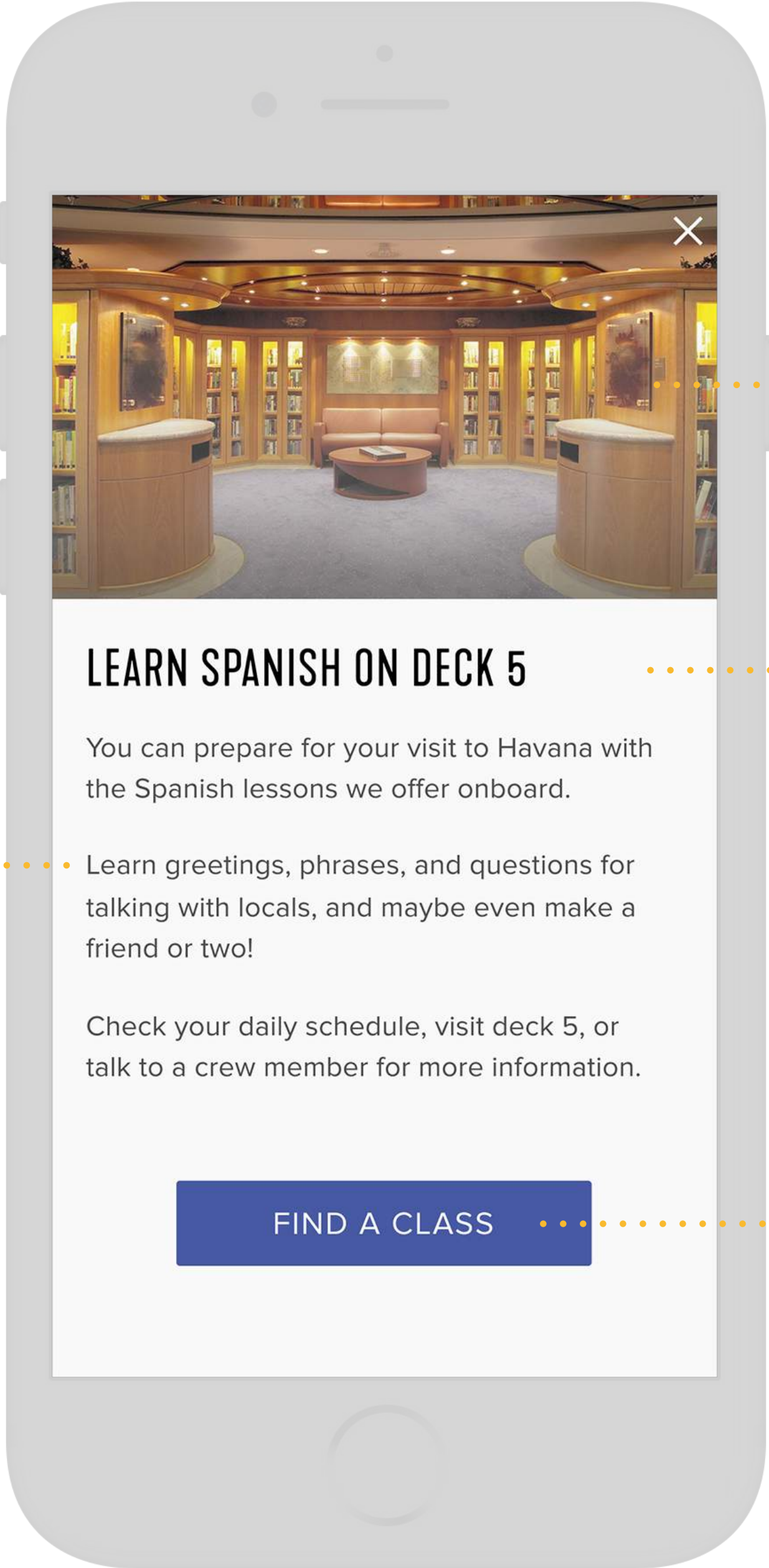
Time remaining and official departure time for clarity of information

Branding

Referencing Royal Caribbean’s existing branding to create a cohesive experience across touchpoints.



ROYAL CARIBBEAN WEBITE HOMEPAGE



Aspirational images

Typography

CTA

Value to Guest

0 1

Tangible

Port and cruise specific information,
Save copies of needed documents

0 2

Intangible

Alleviate uncertainty and stress,
Ability to make informed decisions.

0 3

Aspirational

Mindfully and safely explore ports,
interact with locals and culture

Value to Royal Caribbean

0 1

Highlight legacy of
hospitality in their
guest service

0 2

Create value beyond
novelty amenities

0 3

Encourages guests to
engage with existing
onboard services

“When a customer’s wish is met before the wish has been expressed, it conveys the message that you are paying attention; that you care about the customers as an individual. **That cared-for feeling is where you generate the fiercest loyalty.**”

.....
FAST COMPANY

CITATIONS

<http://www.rclcorporate.com/about/>

<https://www.fastcompany.com/40495733/inside-royal-caribbeans-wild-tech-filled-cruise-of-the-future>

<https://www.youtube.com/watch?v=Jle6oHTAUOA>

<https://www.forbes.com/sites/danschawbel/2015/03/06/adam-goldstein-the-growth-and-popularity-of-royal-caribbean/#45815b8413d7>

<https://www.businessinsider.com/royal-caribbean-ceo-explains-business-strategy-interview-2018-4>

[statista.com/topics/1004/cruise-industry/](https://www.statista.com/topics/1004/cruise-industry/)

<https://www.fcca.com/downloads/2018-Cruise-Industry-Overview-and-Statistics.pdf>

[https://www.cruising.org/about-the-industry/press-room/press-releases/cruise-lines-international-association-\(cia\)-releases-the-2018-cruise-travel-report-annual-study-of-attitudes-behaviors-and-travel-preferences](https://www.cruising.org/about-the-industry/press-room/press-releases/cruise-lines-international-association-(cia)-releases-the-2018-cruise-travel-report-annual-study-of-attitudes-behaviors-and-travel-preferences)

<https://www.cruising.org/docs/default-source/research/cia-2018-consumer-research.pdf?sfvrsn=0>

<https://www.cruisehabit.com/booking-shore-excursions-independently-vs-booking-through-cruise-line>

<https://skift.com/2018/03/04/royal-caribbean-is-convinced-it-has-the-smarts-to-woo-millennials/>

<https://www.cruisecritic.com/articles.cfm?ID=1780>

<https://skift.com/wp-content/themes/skift/img/sgf-2018-mag/skift-global-forum-2018-magazine.pdf>

<https://presscenter.rclcorporate.com/seabeyond/>

<https://skift.com/wp-content/themes/skift/img/megatrends-2018/Skift-Megatrends-2018.pdf>

<https://skift.com/2018/10/25/royal-caribbean-banks-on-revenue-boost-from-new-tech-rollout/>

[https://www.reddit.com/r/Cruise/comments/9q8ju8/what is your favorite thing about cruising/](https://www.reddit.com/r/Cruise/comments/9q8ju8/what_is_your_favorite_thing_about_cruising/)

<http://app.quotemedia.com/data/downloadFiling?webmasterId=101533&ref=11418877&type=PDF&symbol=RCL&companyName=Royal+Caribbean+Cruises+Ltd.&formType=10-K&dateFiled=2017-02-23>

<http://neilshah.com/downloads/nown-brand-guidelines.pdf>

<https://www.appcues.com/blog/onboarding-existing-users>

https://www.smashingmagazine.com/2018/02/comprehensive-guide-to-mobile-app-design/?fbclid=IwAR0E9d9O9KzlZLF7pNIw_CDriQ5xMw1V6glXoYO-3MO9BlyTxiWrbiSxcRI

SPECIAL THANKS TO

Scott Strathern

Dan Nanasi

Quinn Macdonald