

Crew Mobility Management in a Cruise



The Future of Crew Mobility where they can manage their day to day activities, tasks, and information about their journey.

Cruise activity management and related problems

TM hub is an application that staff members aboard the Carnival ship will use to organize their daily activities, tasks, and information about their journey.

- The client wishes to modify the UI due to numerous problems that customers faced while using the app daily.
- No significant design considerations were used when creating the app as the developer built it from the utility point of view.

Solutions we offered

We revamped the app to benefit the target user by simplifying and streamlining their daily tasks, which was accomplished through:

1. Brainstorming sessions with the client and the creation of rough sketches served as the project's inspiration
2. Identifying key user flow and its pain point in the existing app.
3. Wireframing and prototyping
4. Micro interaction
5. Stakeholder presentation of the key flow to make a design decision
6. Brainstorming sessions with the client and the creation of rough sketches served as the project's inspiration

Cruise crew management platform



Client speak

“A well designed product, we are impressed with design quality and User experience. Detailed wireframe & prototypes helped us to understand the UX better.”

Neointeraction User Experience Design team engages with clients to create a SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business

How did our solutions help?

Our design had a huge impact on usability, which improved the life of the ship's crew members easier because we produced a UI that is comfortable to use and the user flow was carefully designed so that they may fulfill their task or user goal as soon as possible.

The Outcomes

- Profits increased considerably.
- Boost in new user engagement.
- A significant rise in New Customer Acquisition.

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