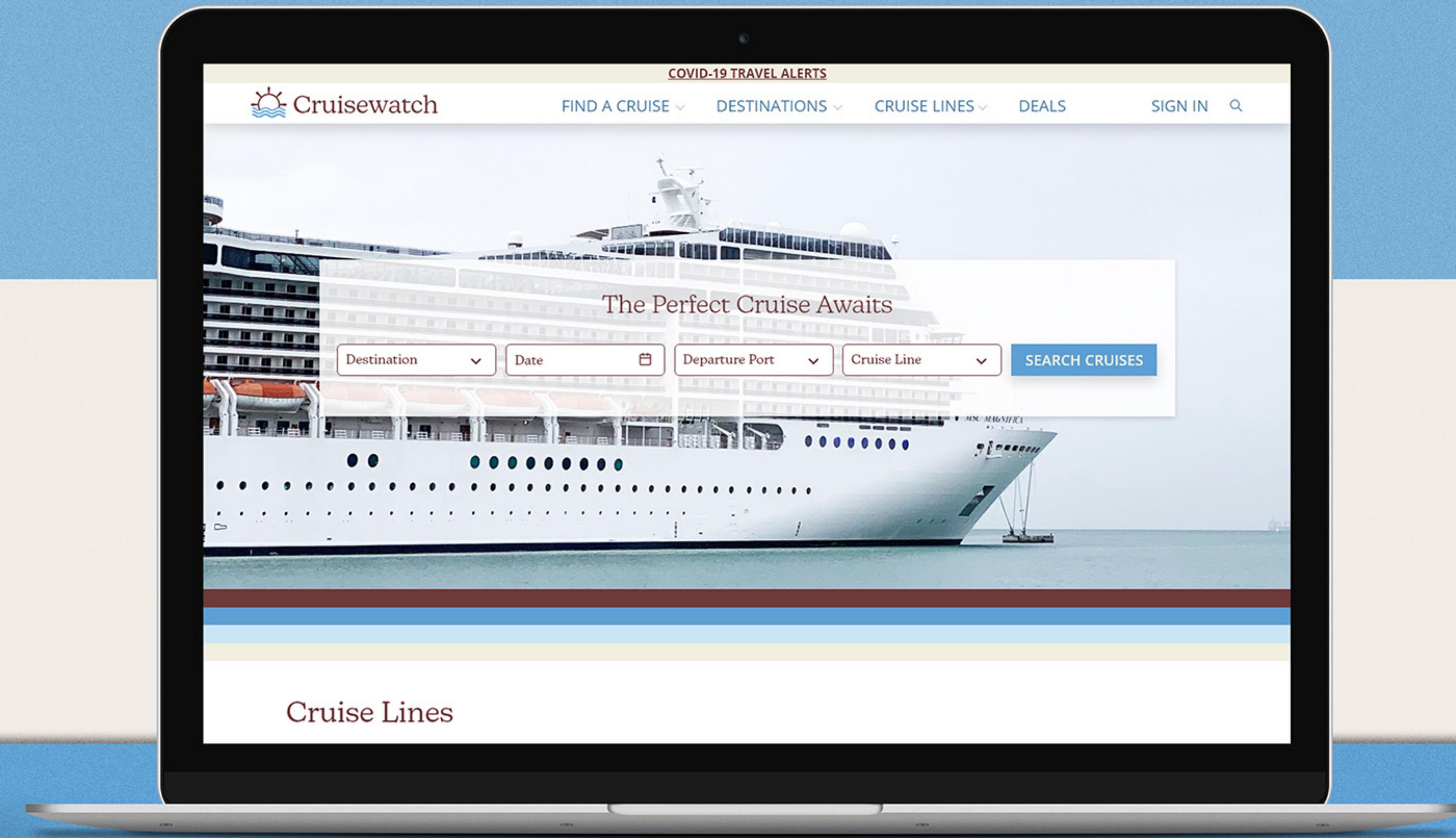
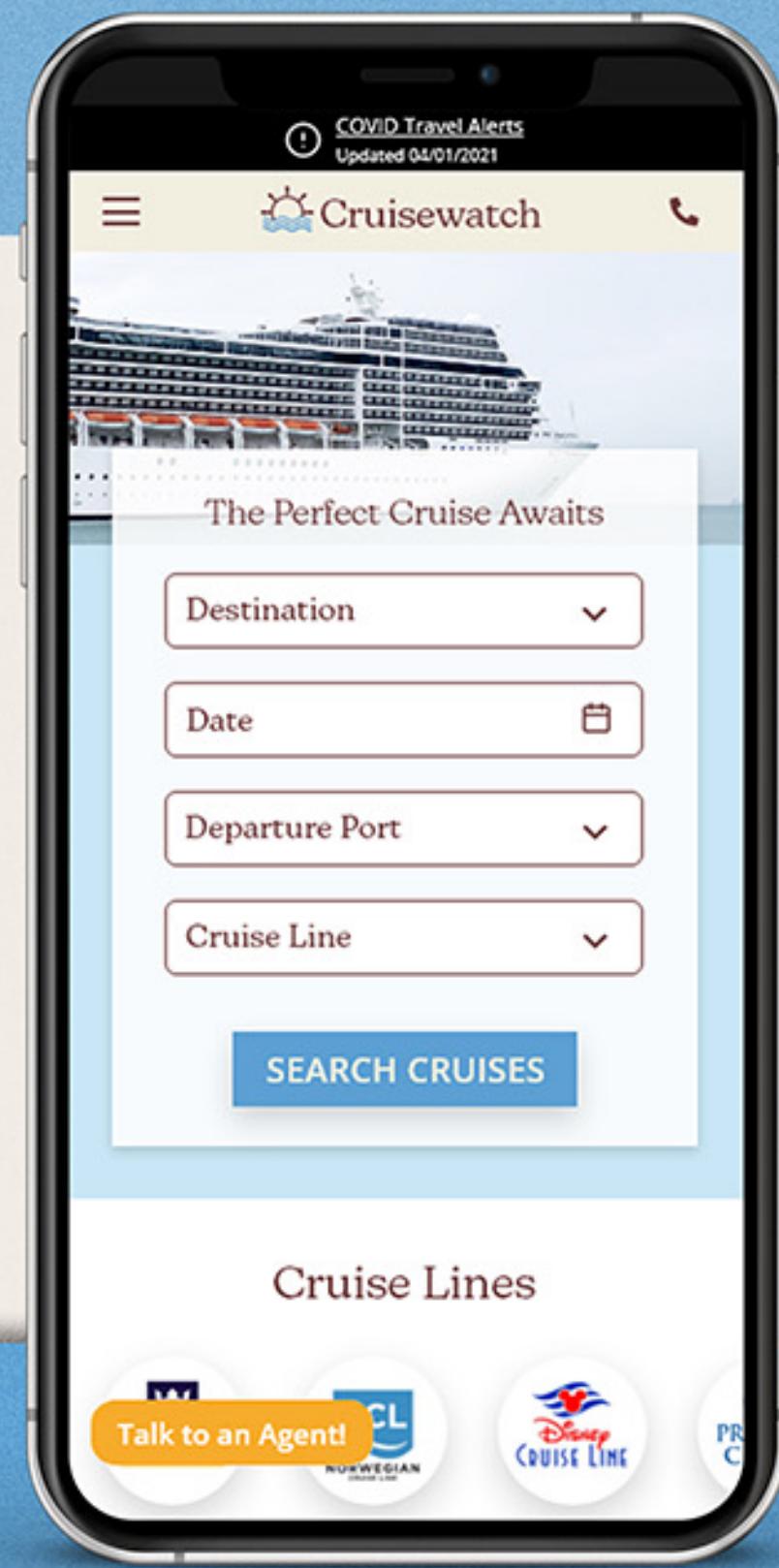


# Cruisewatch

Cruisewatch.com is a website that monitors and showcases **cruise deals**. The website gathers deals from many different cruise lines and locations.



Singapore  
 Southampton  
 Stockholm  
 Sydney  
 Tampa  
 Vancouver  
 Venice

CLEAR ALL

**Big Ship Cruises**



**Popular Cruises**



SEE ALL CRUISES →

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The Perfect Cruise Awaits

SEARCH CRUISES

Destination  Departure Port  Date  Cruise Line

2023

JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEPT
OCT	NOV	DEC

**ALERIS**

1-800-4U-2104

New Deals & Price Drops

35% off

7 Night Europe Norwegian Down from \$825

40% off

4 Night The Bahamas Carnival Liberty from \$930 \$1,550

Departs From Port Canaveral

ARRIVAL Nov 19, 2021

DEPARTURE Nov 15, 2021

SEE DEAL

SEE ALL DEALS →

 Mexico

Find the destination for your excursions!

DESTINATIONS

Date

Departure

Arrival

Popular Destinations

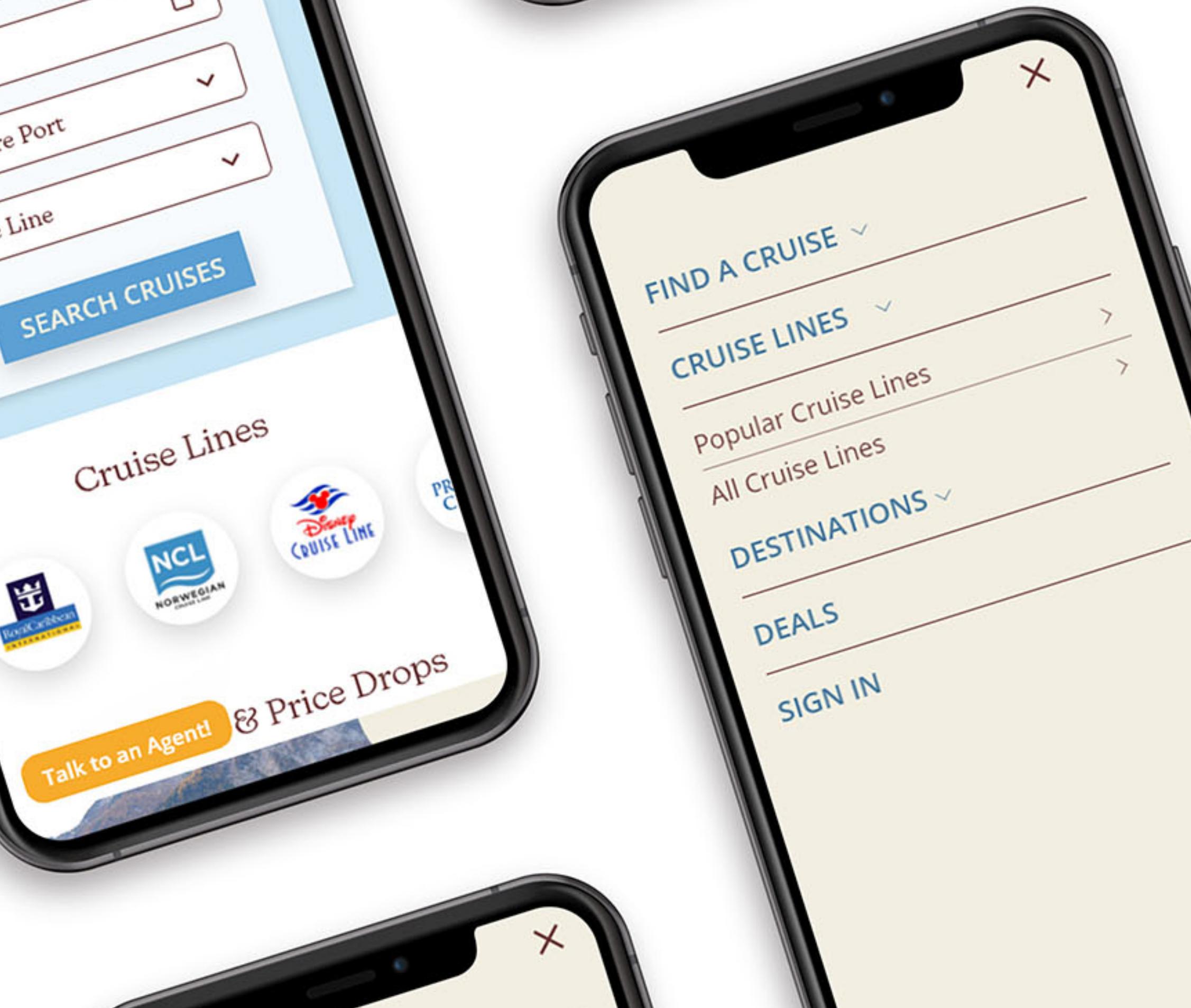
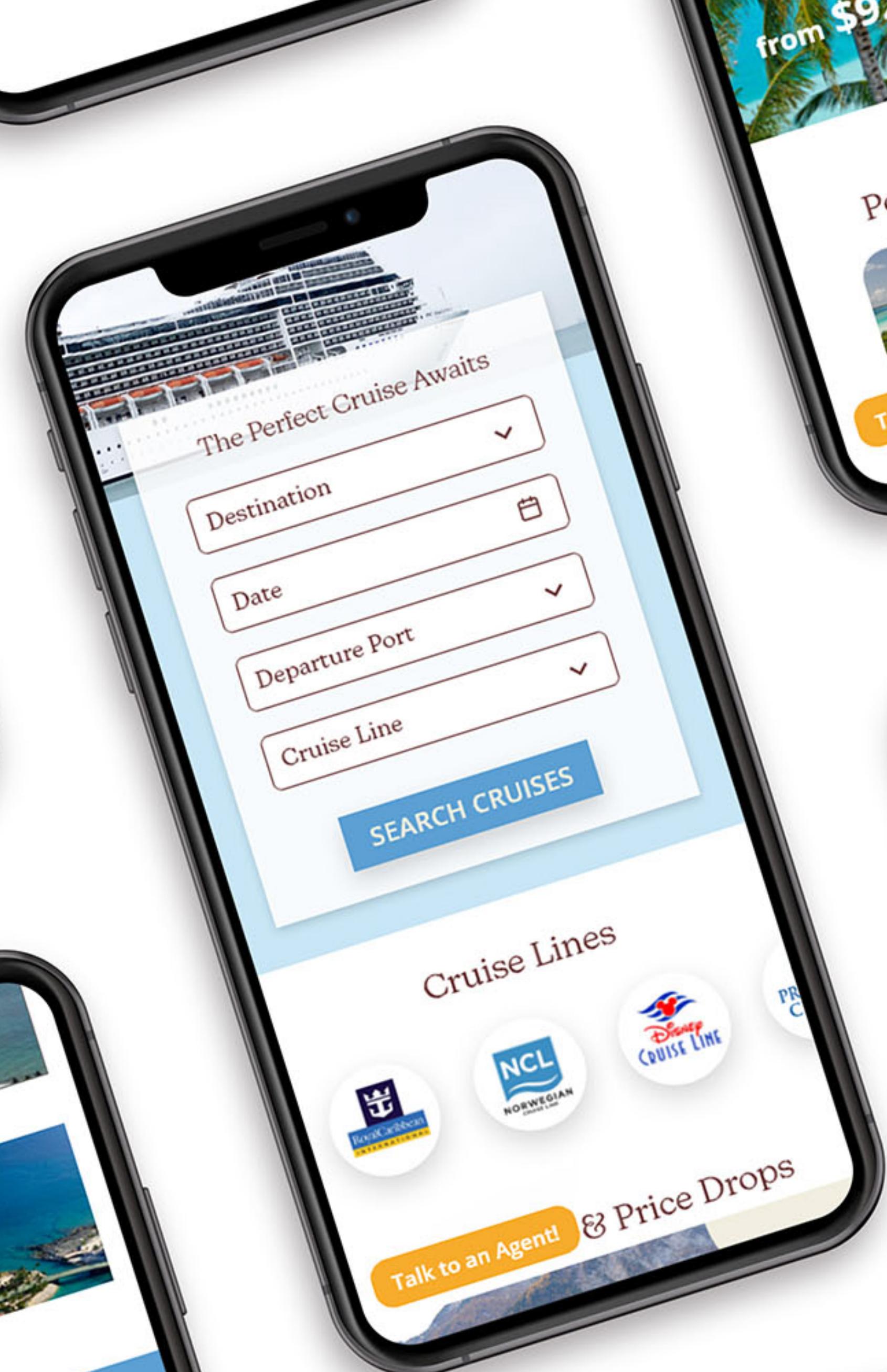
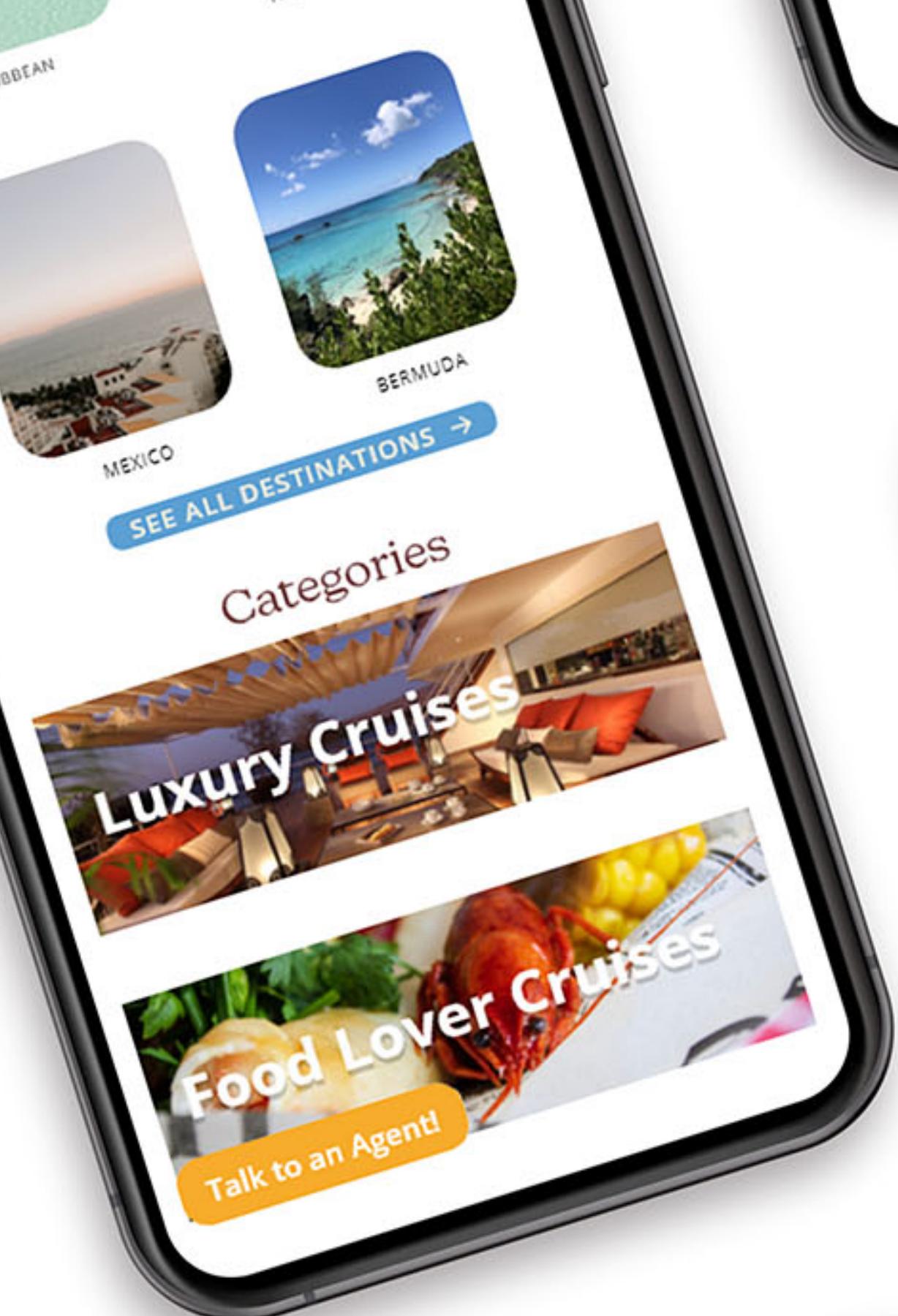
 CARIBBEAN

 HAWAII

Cruise Categories

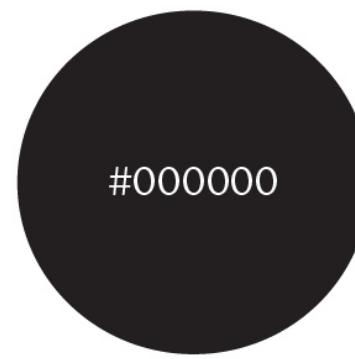
Cruise Categories

 Luxury Cruises





# Cruisewatch



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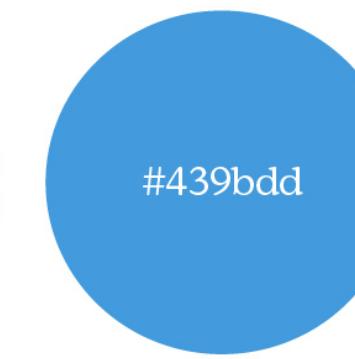
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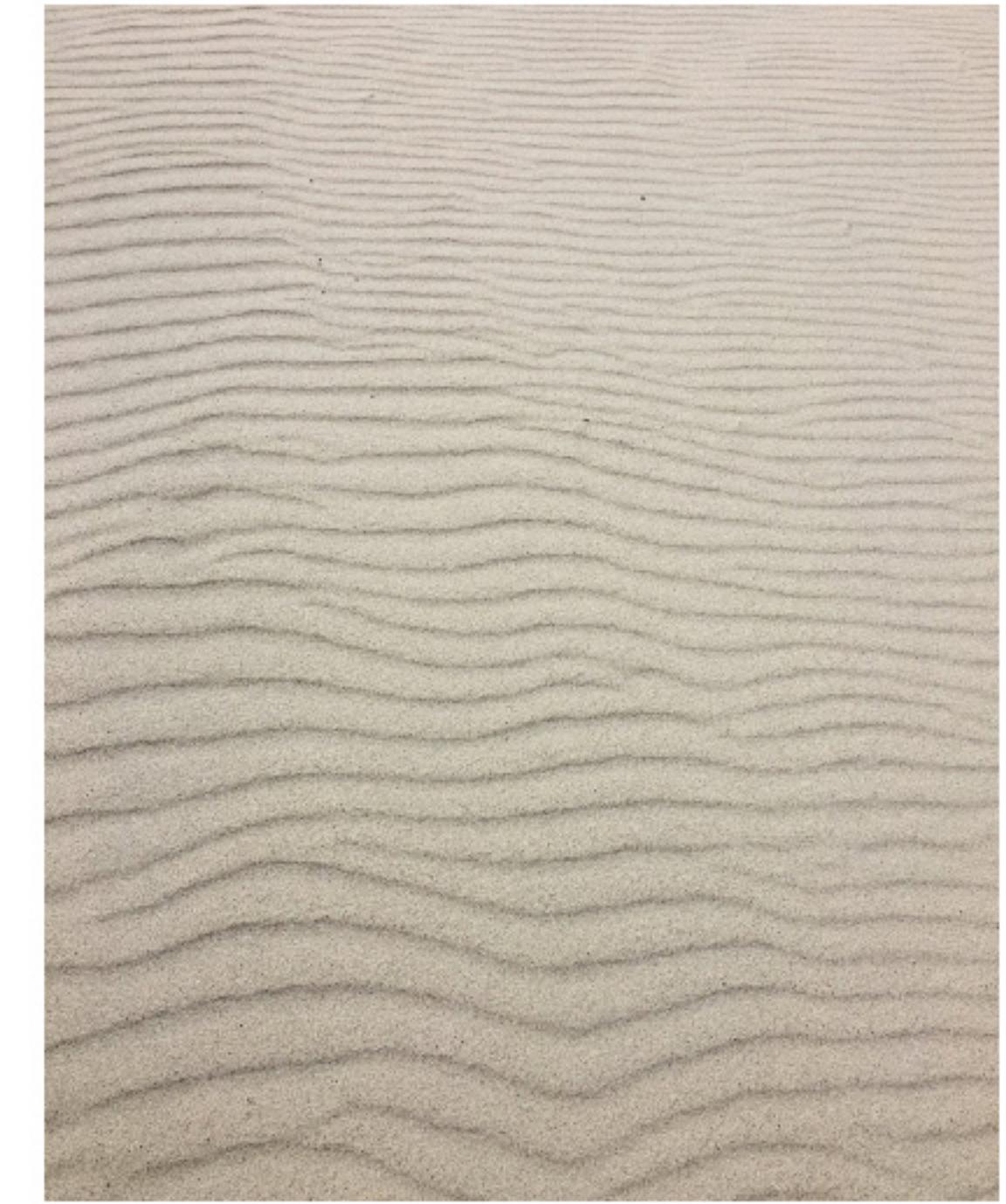
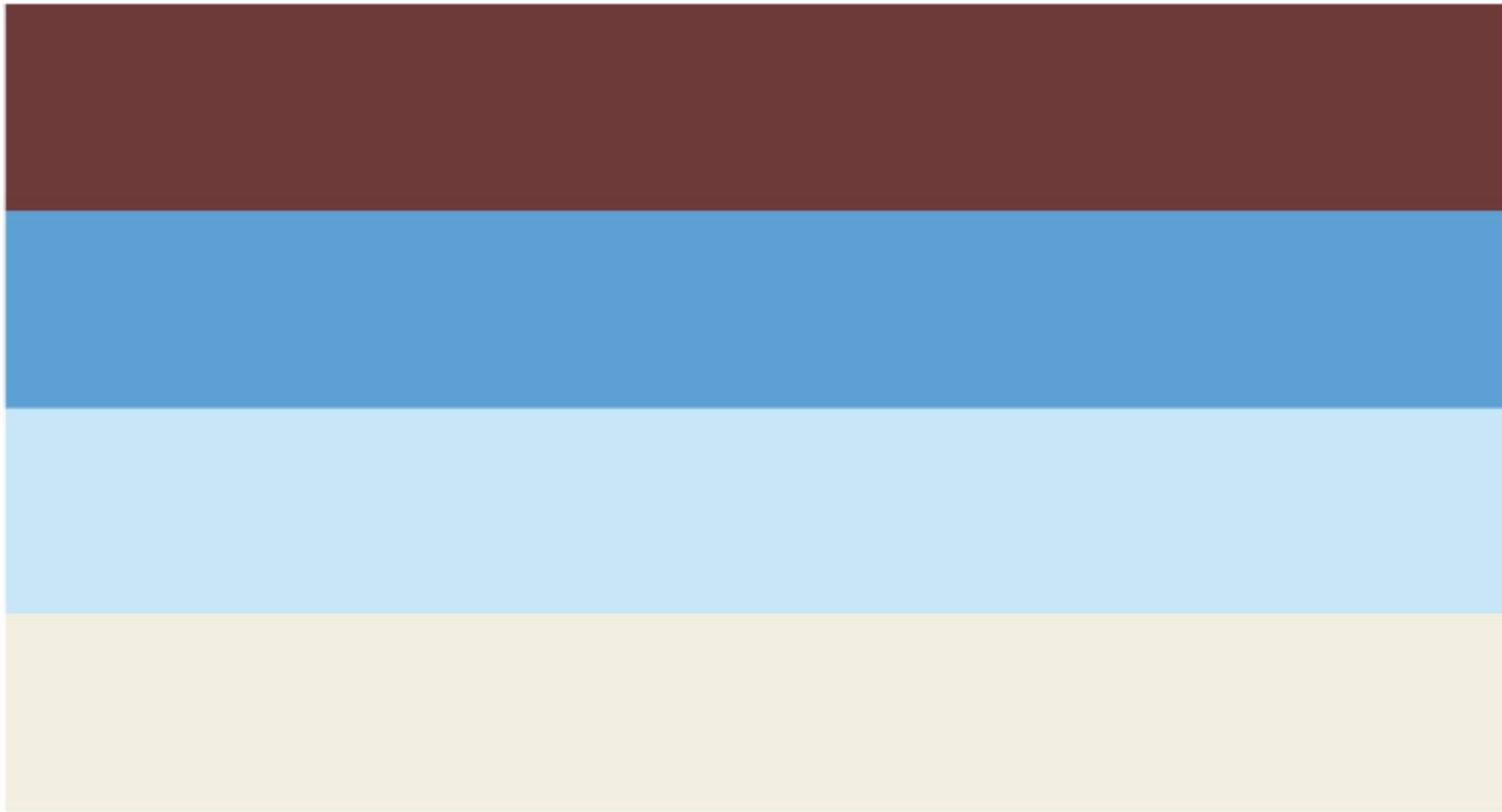
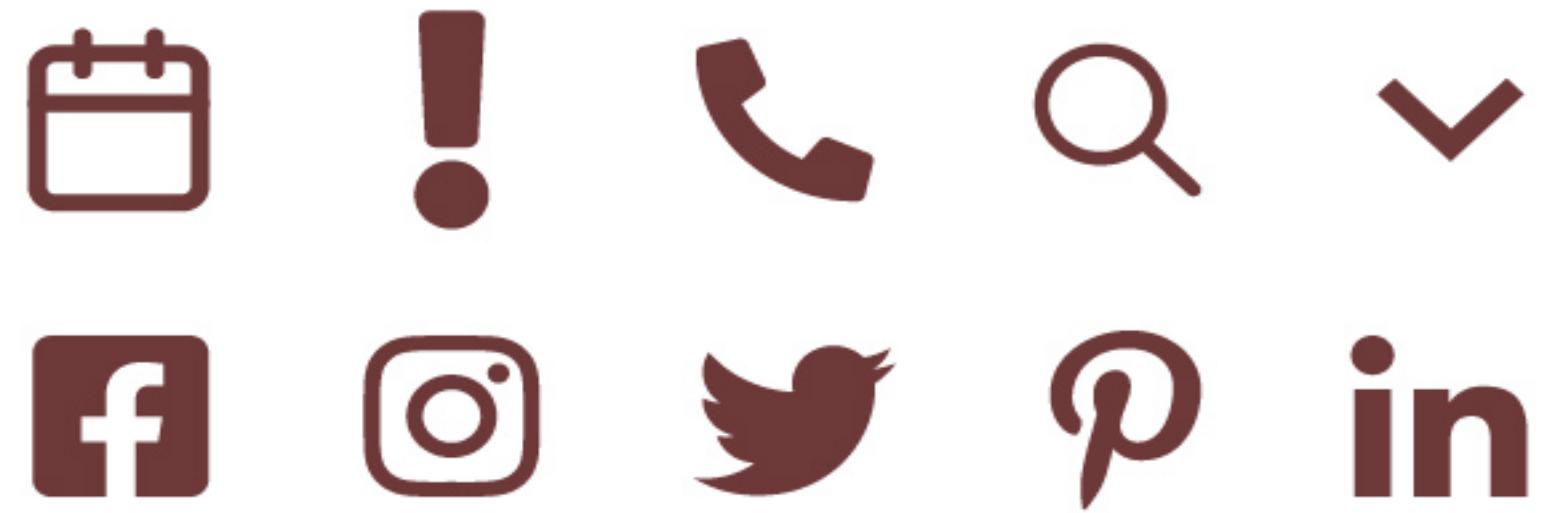
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## New Kansas

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

## Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz



Interview with a Cruiser:  
Bryan, 20 years old

**1. When did you travel on a cruise?**

In August 2019 when I was 19 years old and I went with my family of 15 people. Their ages ranged from 9 to 80.

**2. Where did you go on the cruise?**

I departed from a port in New York that went to Orlando for one day and then to Nassau, the Capital of Bahamas, and then back to New York.

**3. How long was the duration of the cruise?**

It was about 10 days

**4. How did you find prices/deals?**

My uncle found deals online and each family purchased their own family package which takes care of most things on the cruise such as room, food, and entertainment.

The package did not cover extras such as shopping, some fast food spots, arcades and games, and alcohol

**5. What was your favorite part of the cruise?**

I loved the restaurant dining that was covered in the package. I got to try many foods that I never even heard of.

**6. What was your least favorite part of the cruise?**

I did not like going to Nassau because my uncle did not buy tickets for the private beach tour online. As a result we got ripped off many times when trying to navigate Nassau on our own.

Many of the island and beach tours require tickets and if the tickets are purchased on-site, they are purchased on a first come-first serve basis. Luckily, we were able to get waterpark tickets on-site.

**7. How was the food quality on the cruise?**

Good, but it got a little sickening over time. I would rate a 7/10 for the buffet and a 10/10 for the formal restaurant.

We typically ate at the buffet for breakfast and lunch then the formal restaurant for dinner

The buffet had typical food such as eggs, sausage, and bacon for breakfast and burgers, pasta, salads for lunch, but there were also specials such as chinese food days and mexican food days.

**8. Why did you travel by cruise?**

Our family wanted to experience the onboard experience and it would be easy for my grandma incase she gets tired of does not want to get off the boat and walk around

**9. How were the rooms on the cruise?/How was the room quality on the cruise?**

The rooms were pretty small, but we were barely in the rooms so it did not matter. There were four foldable beds for four people. We did not get rooms with windows

**10. What age groups did you see on the cruise?**

From 0 to 90. It was super diverse in races, ages included babies, teens, preteens, old people

**11. Was it worth the money?**

Definitely! It was amazing, and I would definitely go back.

**12. What would it take for you to go on a cruise now?**

If I had money and it was cheap. I mean when is it going to be cheaper? Also, I would only go if the ship doesn't compromise too much due to Covid.

Interview with a Cruiser:  
Tom, 70 years old

**1. When did you travel on a cruise?**

Been on 21-22 cruises over the last 16-17 years.

**2. Where did you go on the cruise?**

Have cruised to Europe, Caribbean, Central America, Mexico, Panama Canal, South America, and the Bahamas.

**3. How long was the duration of the cruise?**

Cruises were 7 to 21 days.

**4. How did you find prices/deals?**

Prices are usually depending on the options you choose. You have to shop for deals. Also helps if you a member of cruise lines premium club.

**5. What was your favorite part of the cruise?**

Seeing new places, cultures and meeting new people.

**6. What was your least favorite part of the cruise?**

When the cruise was over.

**7. How was the food quality on the cruise?**

Food quality is not bad. Usually breakfast is buffet style. Lunch is served around the pool and at the buffet. Dinner has dining rooms, speciality restaurants and a buffet. Something for everyone.

**8. Why did you travel by cruise?**

Travelling by cruising is so easy. You unpack once and you decide how much or how little you want to do. Eat what and when you want. Take ship excursions or plan your own excursions.

**9. How were the rooms on the cruise?/How was the room quality on the cruise?**

Rooms are various sizes. Inside staterooms are small with no windows. Rooms with a balcony or with big picture windows are larger and there are suites.

**10. What age groups did you see on the cruise?**

Ages are from babies to super seniors. College students are usually plentiful around spring break

**11. Was it worth the money?**

Cruising is definitely worth the money.

**12. What would it take for you to go on a cruise now?**

I will wait to cruise again when more people are vaccinated and the ships have sufficient procedures in place to keep everyone as safe as possible.



# JAYNE



**Age:** 35

**Location:** Albany, New York

**Title:** Mother,  
Full-Time Accountant

## About

- Jayne is a 35-year-old married woman.
- She has three kids ages 6, 8, and 13 years old.
- She is middle class.
- She is a busy accountant.
- She is frugal and conscious when it comes to spending money.
- She researches and understands the product/service before buying anything.
- She is willing to spend more for quality depending on the product/service.
- She drives a Honda Pilot.
- She loves Kate Spade products.
- She wants the best for her kids and family.
- She is very positive and involved with her kids.
- She and her family use Samsung phones.
- She often purchases things online.

## Website Goals

- She wants to book a family-friendly cruise.
- She is torn between a Europe cruise and a cruise to the Caribbean, hopefully she could compare the two locations on the website.
- She wants to make sure that there are events for her and her husband as well as for her younger kids and teenager.
- She wants to find a cruise that has or goes to a water park.
- She wants to see the different rooms and types of dining services provided on the cruise.
- She wants to see if there are any deals, especially for families.
- She wants to make sure there are safe COVID precautions.

# CARTER



**Age:** 18

**Location:** Vienna, Virginia

**Title:** Student

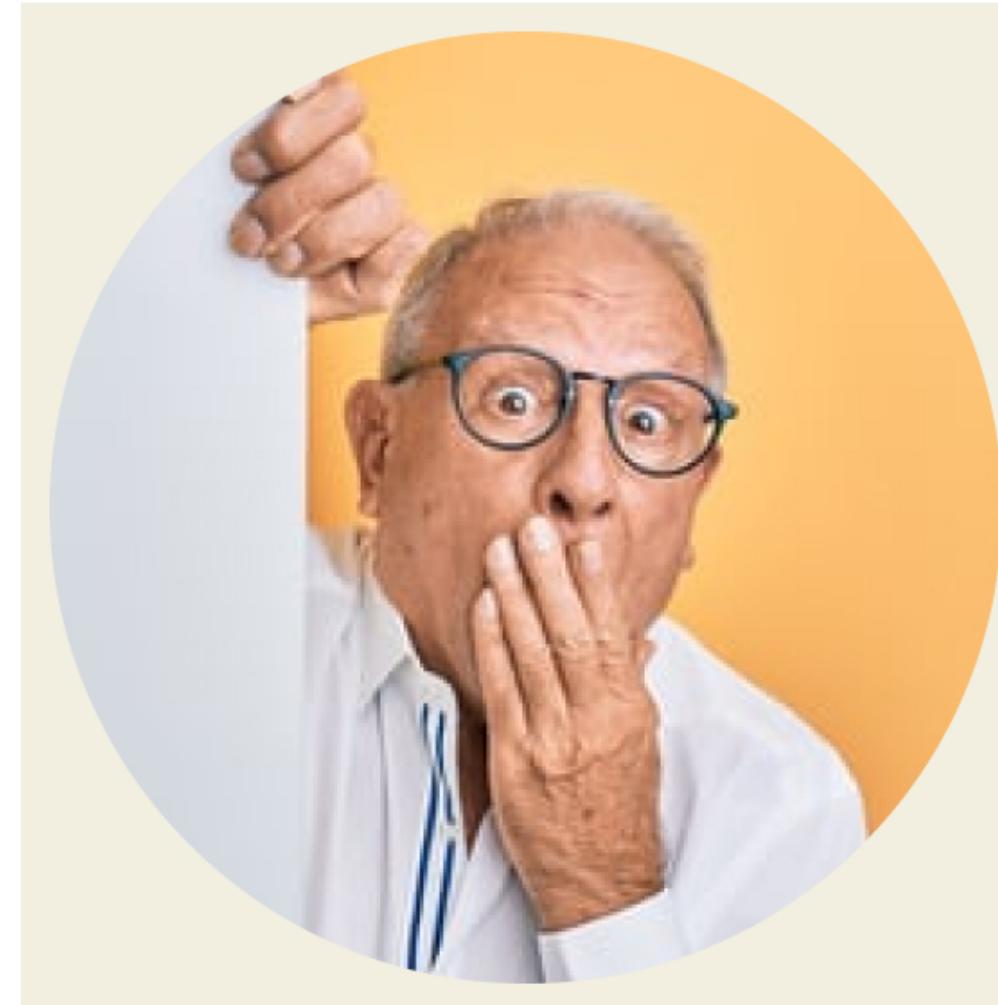
## About

- Carter is an 18 year old boy.
- He lives in Virginia
- He just graduated from high school.
- His family is upper class.
- His parents give him a large allowance every week.
- He loves playing golf and hanging out with his friends outside of school.
- He drives a BMW M3.
- He enjoys the brand Ralph Lauren.
- He and his family use Apple products.
- He does most of his internet browsing/shopping on his iPhone.
- He lives a lavish lifestyle.

## Website Goals

- Carter is looking for the best cruise package and is not concerned about the price.
- He wants to find a cruise with high rated rooms and food.
- He is looking to find a giant cruise boat with endless, overnight events and fun.
- He wants to find a cruise that offers jet-skiing.
- He wants to be able to read reviews on each cruise.
- He wants to find cruises that go to tropical islands.
- He is not sure where he wants to go yet, so he would love to see pictures of the different islands that the cruises go to.

# ROGER



**Age:** 60

**Location:** Miami, Florida

**Title:** Retiree

## About

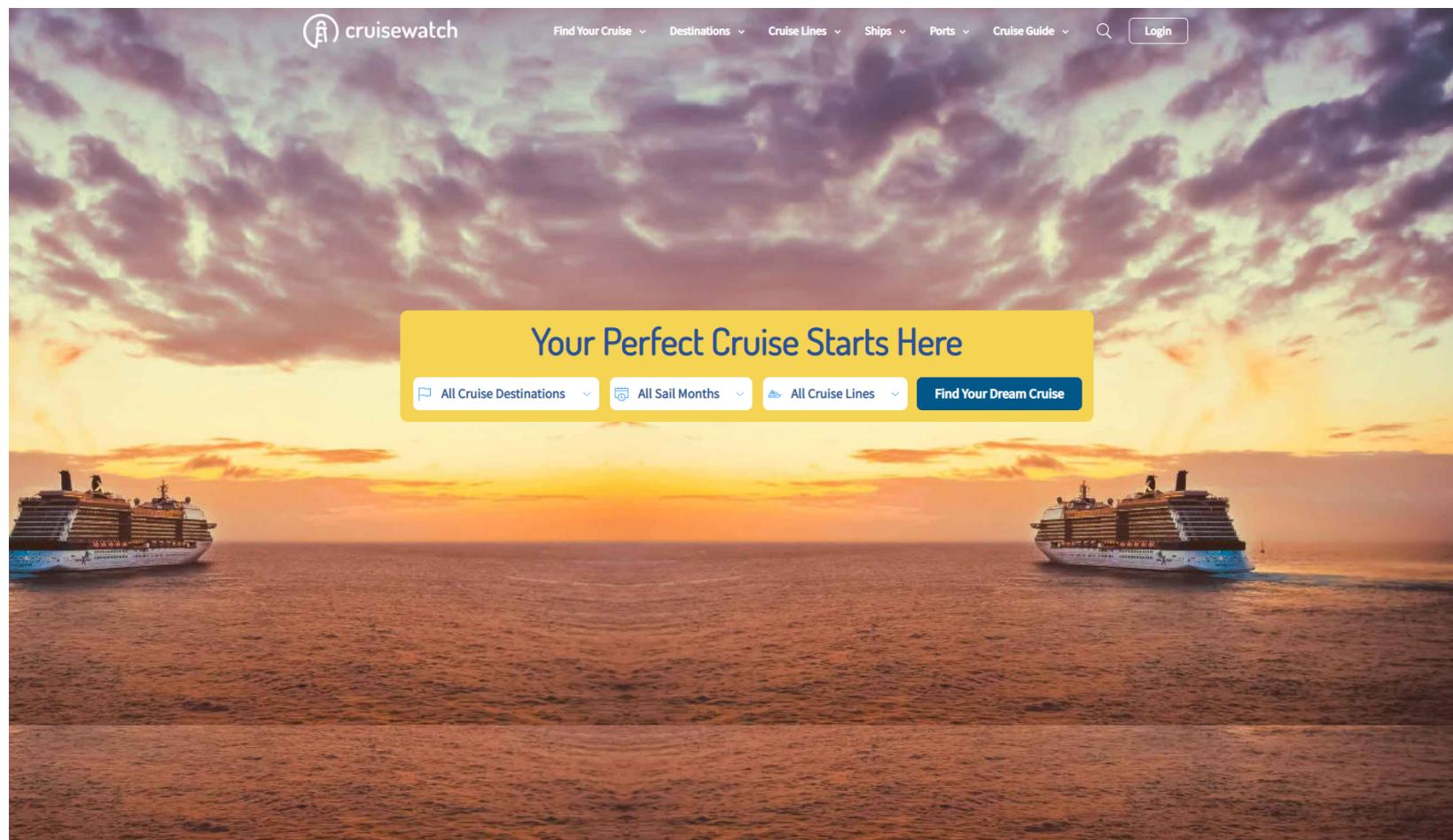
- Roger is a 60 year old man.
- He is single.
- He was a dentist, but recently retired to enjoy life.
- He is upper middle class.
- He loves to travel.
- He does not care for expensive clothes or fancy things.
- He spends money mainly on stocks and experiences.
- He drives a Toyota Venza.
- He has travelled by cruise many times.
- He is very outgoing and joyful.
- He uses an iPhone, but PC computers.
- He tends to book trips and flights on his laptop.
- He shops at Macy's, Boscov's, and JCPenney.

## Website Goals

- Roger loves cruises and he would like to find one that goes to Europe.
- He is unfamiliar with cruises to Europe and would like to know the difference between a European cruise and the ones that he has already been on.
- He is taking his friend with him, so he wants to see the room choices in order to book two rooms close to each other.
- He wants to see if there are second guest deals.
- He is a member with Princess Cruise, so he wants to see if there are any deals and benefits for European cruising.
- He wants to see the options for tours and excursions that can be bought through the cruise line and local excursions he can do on his own.

# Original Website

Cruise Watch



### Latest Cruise Price Drops

Find cruise with the potential to save

Carnival Legend — Oct 31, 2021 <b>14 Night Transatlantic</b>	OCEANVIEW \$1149 <b>-68%</b>	<b>View &gt;</b>
Norwegian Bliss — May 28, 2022 <b>7 Night Alaska</b>	INTERIOR \$1091 <b>-64%</b>	<b>View &gt;</b>
Norwegian Encore — May 22, 2022 <b>7 Night Alaska</b>	INTERIOR \$1210 <b>-64%</b>	<b>View &gt;</b>
Norwegian Bliss — Jun 04, 2022 <b>7 Night Alaska</b>	INTERIOR \$1182 <b>-63%</b>	<b>View &gt;</b>
Norwegian Bliss — Jun 25, 2022 <b>7 Night Alaska</b>	INTERIOR \$1273 <b>-61%</b>	<b>View &gt;</b>

All cruise price drops

### Best Cruise Deals

Get the most cruise vacation for your money

Allure of the Seas — Oct 17, 2021 <b>7 Night Caribbean Cruise</b>	OCEANVIEW \$727 <b>"Very good deal"</b>	<b>View &gt;</b>
Oasis of the Seas — Jan 01, 2022 <b>7 Night Caribbean Cruise</b>	INTERIOR \$563 <b>"Very good deal"</b>	<b>View &gt;</b>
Anthem of the Seas — Dec 31, 2021 <b>9 Nights Eastern Caribbean...</b>	BALCONY \$1095 <b>"Really good deal"</b>	<b>View &gt;</b>
Oasis of the Seas — Nov 21, 2021 <b>7 Night Caribbean Cruise</b>	BALCONY \$1170 <b>"Really good deal"</b>	<b>View &gt;</b>
Celebrity Reflection — Feb 19, 2022 <b>7 Night Eastern Caribbean ...</b>	OCEANVIEW \$989 <b>"Rather good deal"</b>	<b>View &gt;</b>

More cruise deals

### What Cruisewatch can do for you

- Save your money
- Save your time
- Simplify cruise planning

### Departure

Most popular cruise departure ports

Miami	New York City	Baltimore	Los Angeles	Calgary	Singapore	Copenhagen	Barcelona
Fl. Lauderdale	Baltimore	Cape Liberty	Seattle	New Orleans	Hong Kong	Stockholm	Civitavecchia
Galveston	Baltimore	San Francisco	Anchorage	Vancouver	Sydney	Southampton	Venice
Tampa	Long Beach	Montreal	Seward	Montreal	Auckland	Amsterdam	Marseille
Port Canaveral		Quebec	Fairbanks	Quebec	Auckland	Budapest	Genoa & Portofino

### Destination

Most popular cruise destination ports

Miami	New York City	Baltimore	Los Angeles	Calgary	Singapore	Copenhagen	Barcelona
Fl. Lauderdale	Baltimore	Cape Liberty	Seattle	New Orleans	Hong Kong	Stockholm	Civitavecchia
Galveston	Baltimore	San Francisco	Anchorage	Vancouver	Sydney	Southampton	Venice
Tampa	Long Beach	Montreal	Seward	Montreal	Auckland	Amsterdam	Marseille
Port Canaveral		Quebec	Fairbanks	Quebec	Auckland	Budapest	Genoa & Portofino

### Cruise Lines

Most popular cruise lines

Carnival	Princess	Costa	MSC	Royal Caribbean	Disney	Seabourn	Regent
Celebrity	Uniworld	Windstar	Scenic	NCL	Celestyal	Small Ships	Small Ships
Norwegian	Seabourn	Windstar	Scenic	Costa	Princess	Small Ships	Small Ships
Disney	Uniworld	Windstar	Scenic	NCL	Celestyal	Small Ships	Small Ships
Princess	Seabourn	Windstar	Scenic	Costa	Disney	Small Ships	Small Ships

### Ships

Most popular cruise ships

Carnival Legend	Princess Star Princess	Costa Smeralda	MSC Seaside	Royal Caribbean Freedom of the Seas	Disney Fantasy	Seabourn Sojourn	Regent Seven Seas Explorer
Carnival Sunshine	Princess Ruby Princess	Costa Favolosa	MSC Divina	Royal Caribbean Allure of the Seas	Disney Dream	Seabourn Ovation	Regent Seven Seas Voyager
Carnival Sunshine	Princess Ruby Princess	Costa Smeralda	MSC Seaside	Royal Caribbean Oasis of the Seas	Disney Magic	Seabourn Encore	Regent Seven Seas Mariner
Carnival Sunshine	Princess Ruby Princess	Costa Favolosa	MSC Divina	Royal Caribbean Harmony of the Seas	Disney Wonder	Seabourn Quest	Regent Seven Seas Silver Shadow
Carnival Sunshine	Princess Ruby Princess	Costa Smeralda	MSC Seaside	Royal Caribbean Adventure of the Seas	Disney Dream	Seabourn Sojourn	Regent Seven Seas Silver Moon

### Company

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### Connect with us

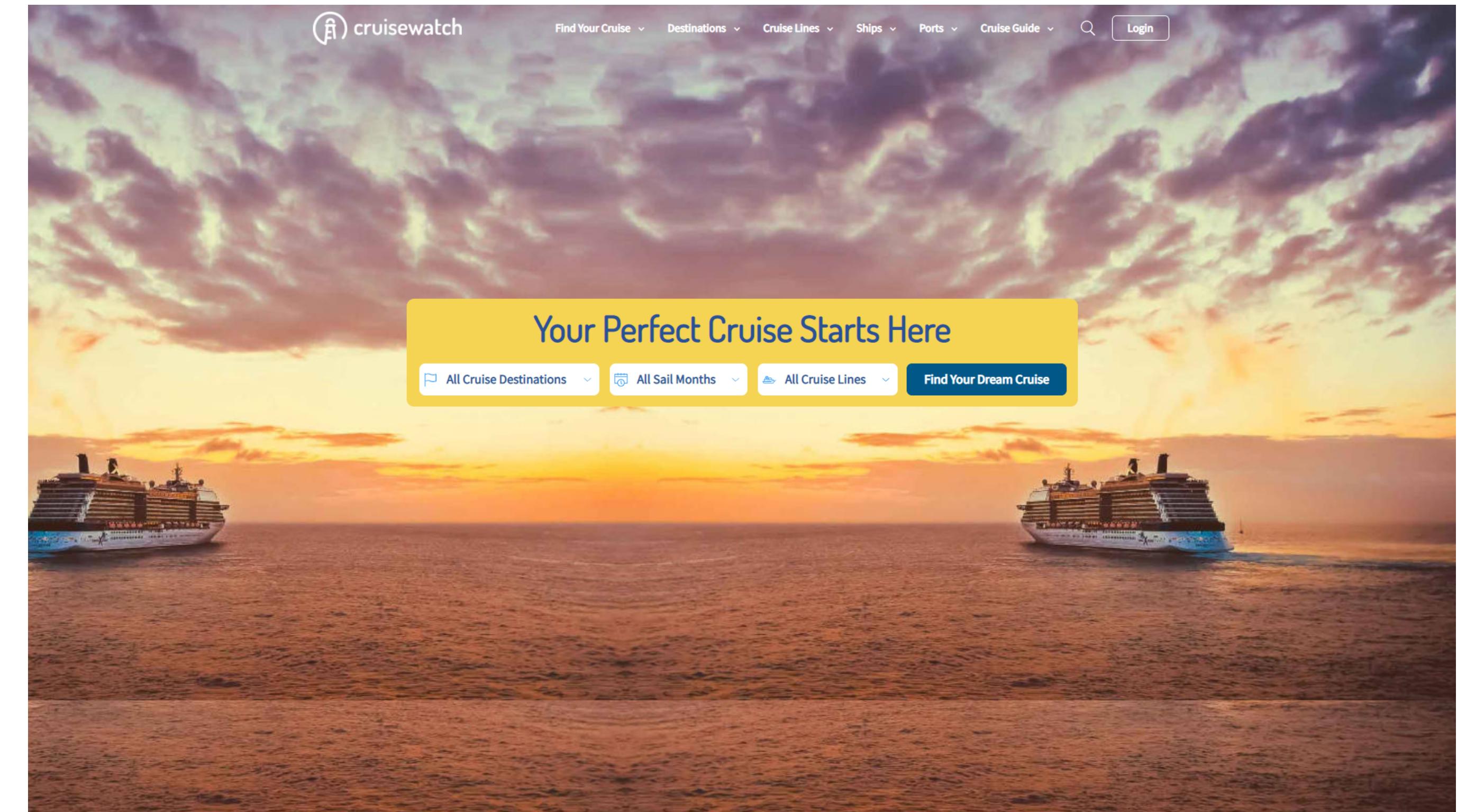
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### Newsletter Sign Up

Save time, save money!  
Sign up for our newsletter and we'll send the best deals to you - 100% FREE.

Your E-Mail:

**Signup!**



### Latest Cruise Price Drops

Find cruise with the potential to save

Carnival Legend — Oct 31, 2021 <b>14 Night Transatlantic</b>	OCEANVIEW \$1149 <b>-68%</b>	<b>View &gt;</b>
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All cruise price drops

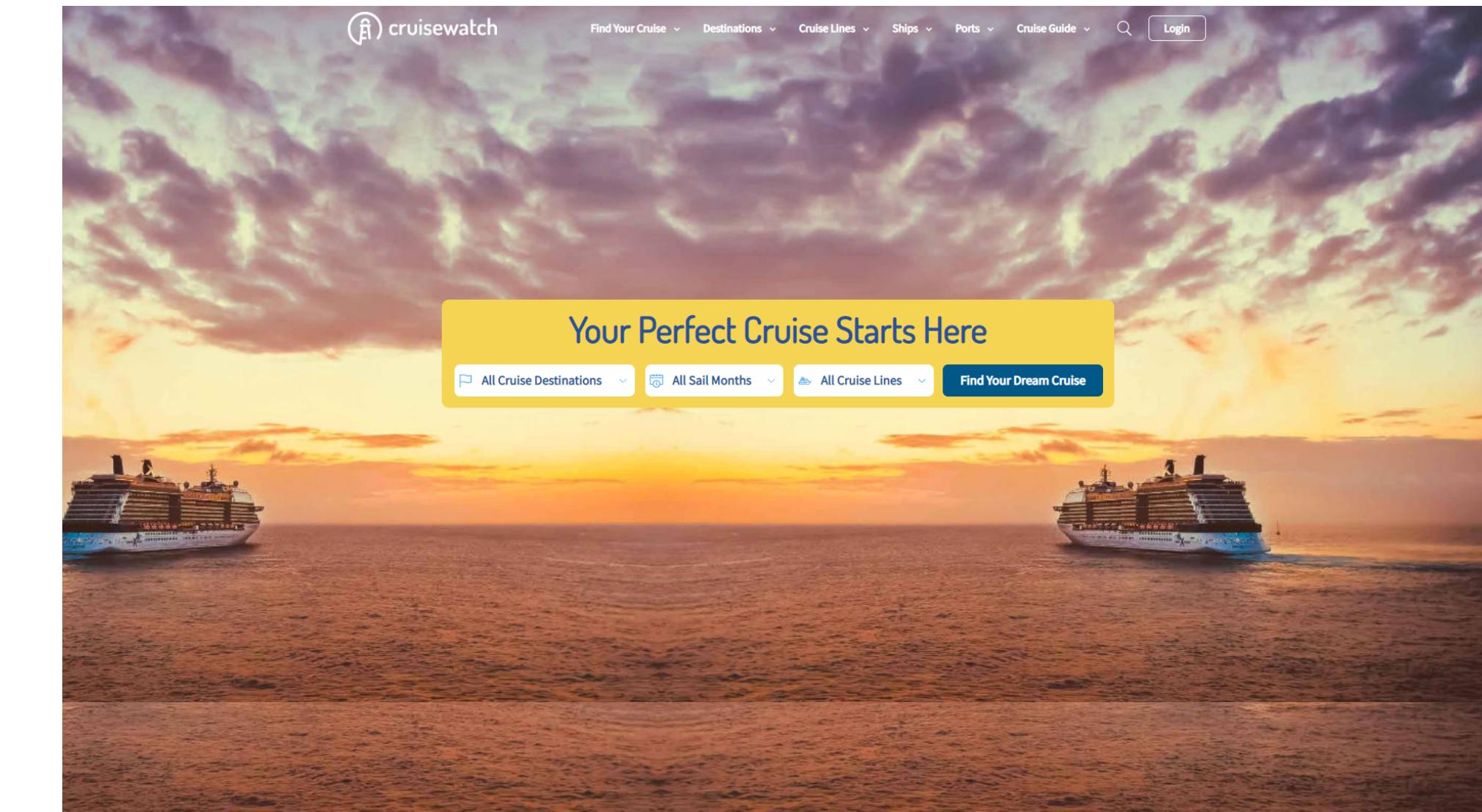
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Oasis of the Seas — Nov 21, 2021 <b>7 Night Caribbean Cruise</b>	BALCONY \$1170 <b>"Really good deal"</b>	<b>View &gt;</b>
Celebrity Reflection — Feb 19, 2022 <b>7 Night Eastern Caribbean ...</b>	OCEANVIEW \$989 <b>"Rather good deal"</b>	<b>View &gt;</b>

More cruise deals

1. There is no option to clear choices under the dropdowns with many options.
2. Headers and tab labels are confusing and repetitive (Find Your Cruise, Cruise Finder, Find Cruises, Cruise Guide).
3. The indicators on the map are not geographically correct.
4. The footer is overwhelming and poorly organized.
5. The text hierarchy is confusing. The size of the footer text is larger than text indicating popular departure ports, destinations, cruise lines, and ships.



The screenshot shows the homepage of the original CruiseWatch website. At the top, there's a navigation bar with links for 'Find Your Cruise', 'Destinations', 'Cruise Lines', 'Ships', 'Ports', 'Cruise Guide', and 'Login'. Below the header is a large banner with the text 'Your Perfect Cruise Starts Here' and three buttons: 'All Cruise Destinations', 'All Sail Months', 'All Cruise Lines', and 'Find Your Dream Cruise'. The main content area features a large image of a cruise ship at sunset. Below this are several promotional boxes: 'Coronavirus Update' (with a link to 'Stay informed'), 'Mediterranean Cruises' (showing a photo of a port and a price of 'from \$299/night'), and 'Cruise Ship Tracker' (with a photo of a ship and a 'try it now' button). Further down are sections for 'Latest Cruise Price Drops' (listing deals like 'OCEANVIEW \$1149 -68%') and 'Best Cruise Deals' (listing deals like 'OCEANVIEW \$727 "Very good deal!"'). At the bottom, there's a yellow bar with tabs for 'Departure', 'Destination', 'Cruise Lines', and 'Ships', followed by a section titled 'Most popular cruise departure ports' listing cities like Miami, New York City, Los Angeles, and Singapore.



# Competitor Websites & Websites For Inspiration

CruiseWatch

The screenshot shows the Norwegian Cruise Line website. At the top, there is a travel alert about suspended cruises. Below it, a large banner for the summer 2021 season features a woman in a white swimsuit sitting on a ship's railing. The banner includes offers for 30% off all cruises and taking all 5 free. A search bar and filters for destination, port of departure, dates, duration, and ship are present. A 'FIND A CRUISE' button is at the bottom right. A 'Chat with an Agent' button is located at the bottom left. A login modal is overlaid on the page.

The screenshot shows the Disney Cruise Line website. The top navigation bar includes categories for Families, Adults, Kids, and Tweens & Teens. A 'Plan & Save' section features the Disney+ logo and a call to 'Start Streaming Now'. Below this, there are three sections: 'Discover our Newest Ship - Coming Summer 2022' featuring the Disney Wish, 'View Special Offers' showing a cruise ship at sunset, and 'Hear from Our Guests' showing a family photo.

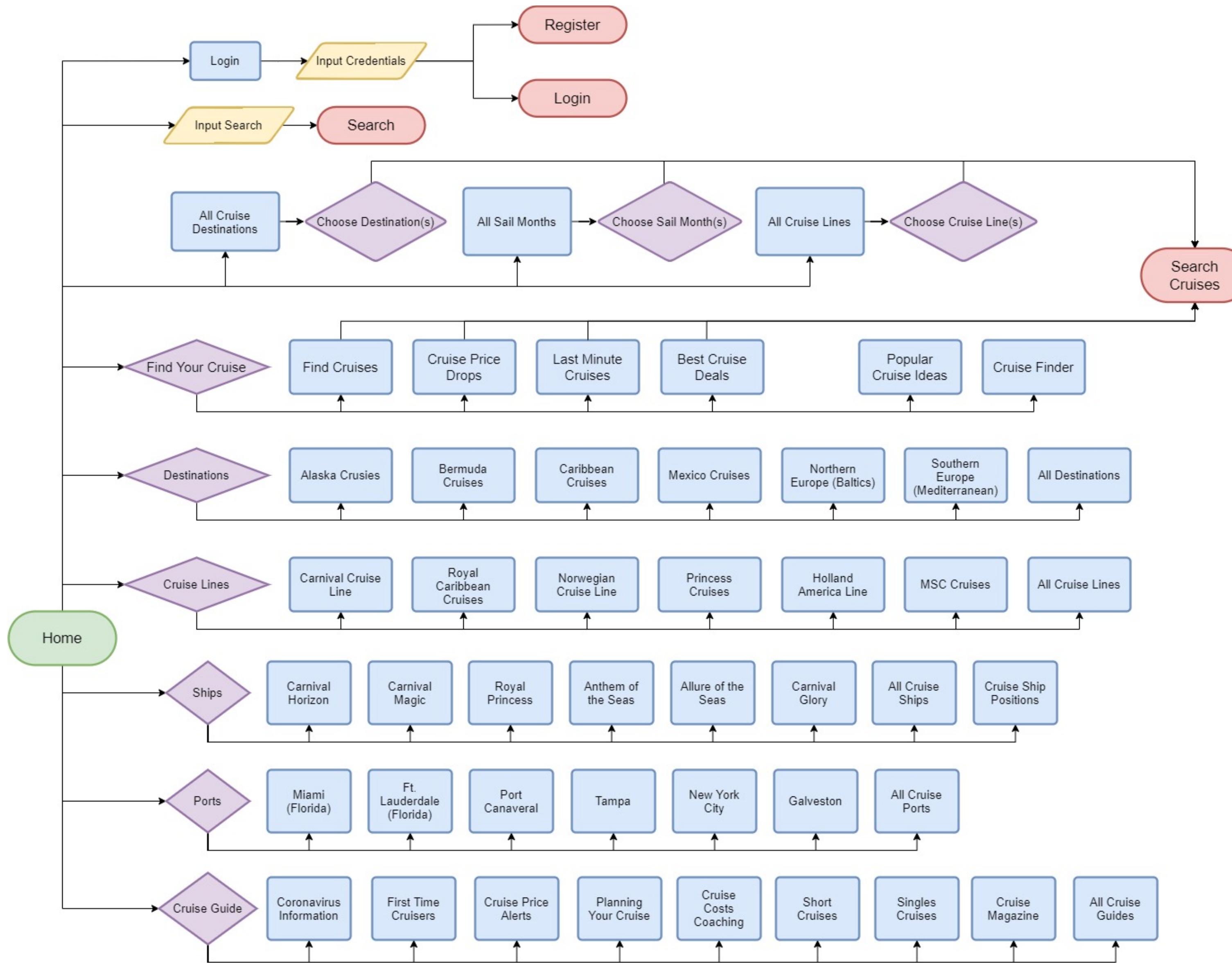
The screenshot shows the Royal Caribbean website. It features a large banner for 'THE BEST CRUISE DEALS & SPECIAL OFFERS' with three sub-sections: 'SUMMER 2021 CRUISES' starting from \$225, 'PERFECT DAY AT COCOCAVE' starting from \$219, and 'CARIBBEAN CRUISES' starting from \$399. Each section has a 'BOOK NOW' button. Below these is an 'EXTENDED CROWN & ANCHOR SOCIETY DOUBLE POINTS ON ALL SAILINGS' offer. The footer features a purple bar with the text 'CROWN & ANCHOR SOCIETY DOUBLE POINTS ON ALL SAILINGS'.

The screenshot shows the Avoya Travel website. The top navigation bar includes 'CRUISES', 'TOURS', 'RESORTS', 'DESTINATIONS', 'DEALS', 'BLOG', and 'ABOUT'. A search bar for 'CRUISES' is available. To the right, there are sections for 'OCEANIA CRUISES' (with a 'VIEW DEAL' button) and 'TOP CRUISE DEALS' (listing Celebrity, Regent, and Royal Caribbean offers). The footer features a dark bar with links for 'Summer 2021 Cruises', 'Caribbean Cruises from \$225', '2022 Alaska Cruises from \$429', and 'Europe Cruises from \$367'.



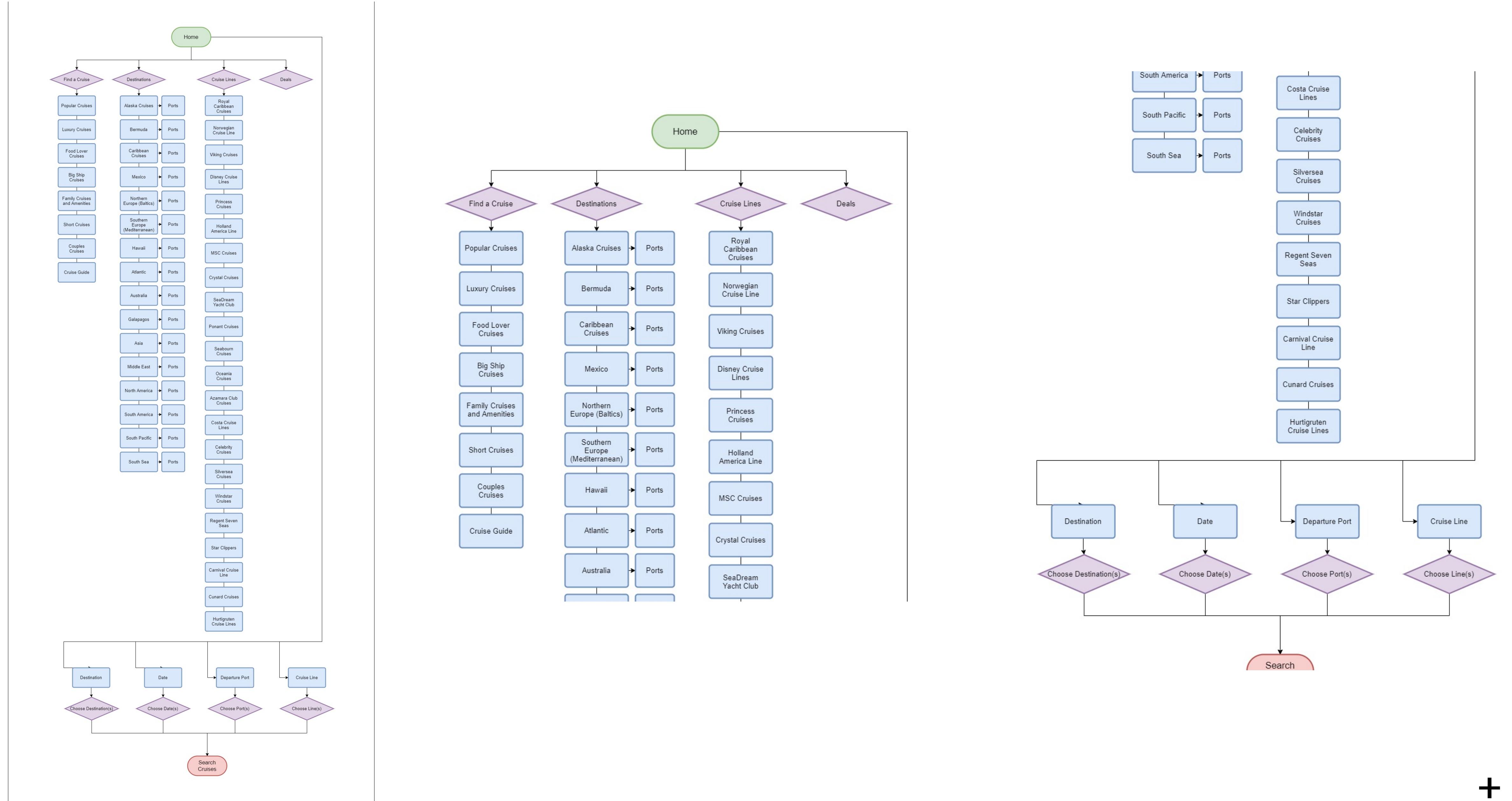
# Original Website Process Flow

CruiseWatch



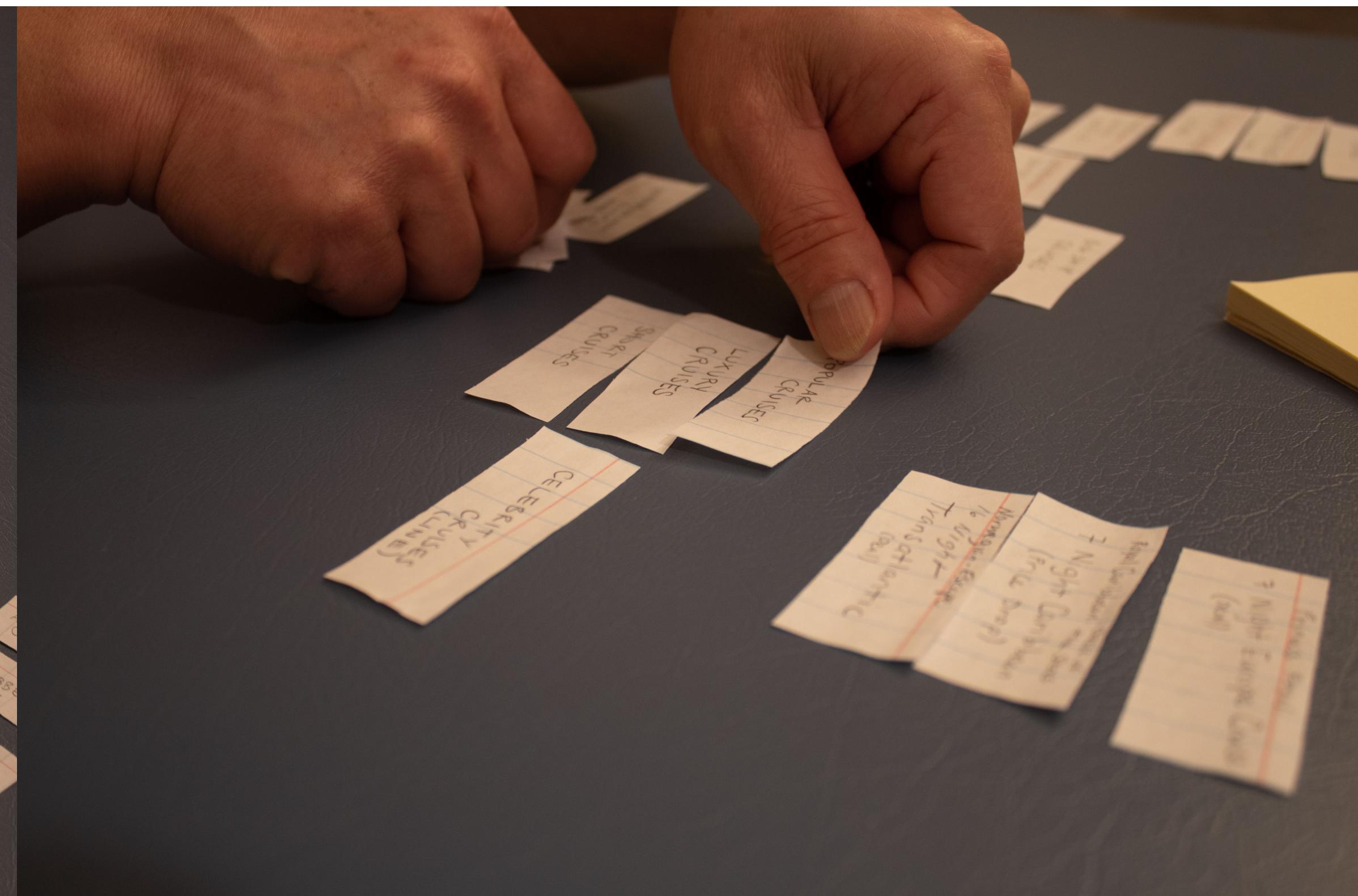
# Revised Homepage Process Flow

CruiseWatch



# Designing the Navigation | Open Card Sorting

Cruise watch



# Designing the Navigation | Open Card Sorting (Results)

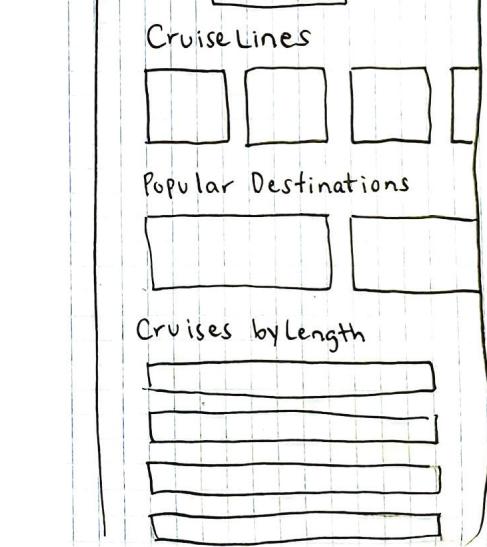
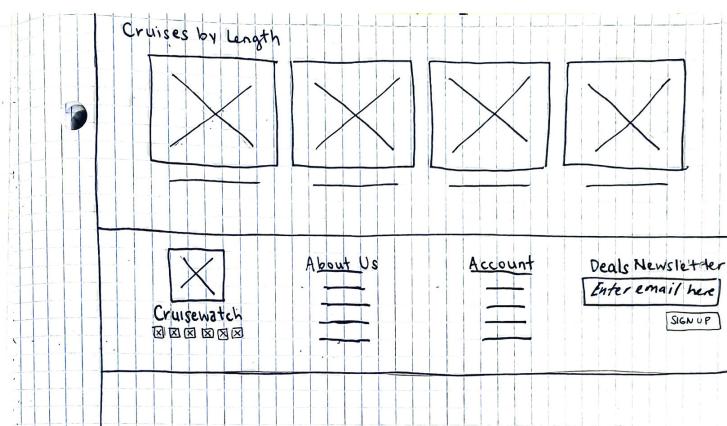
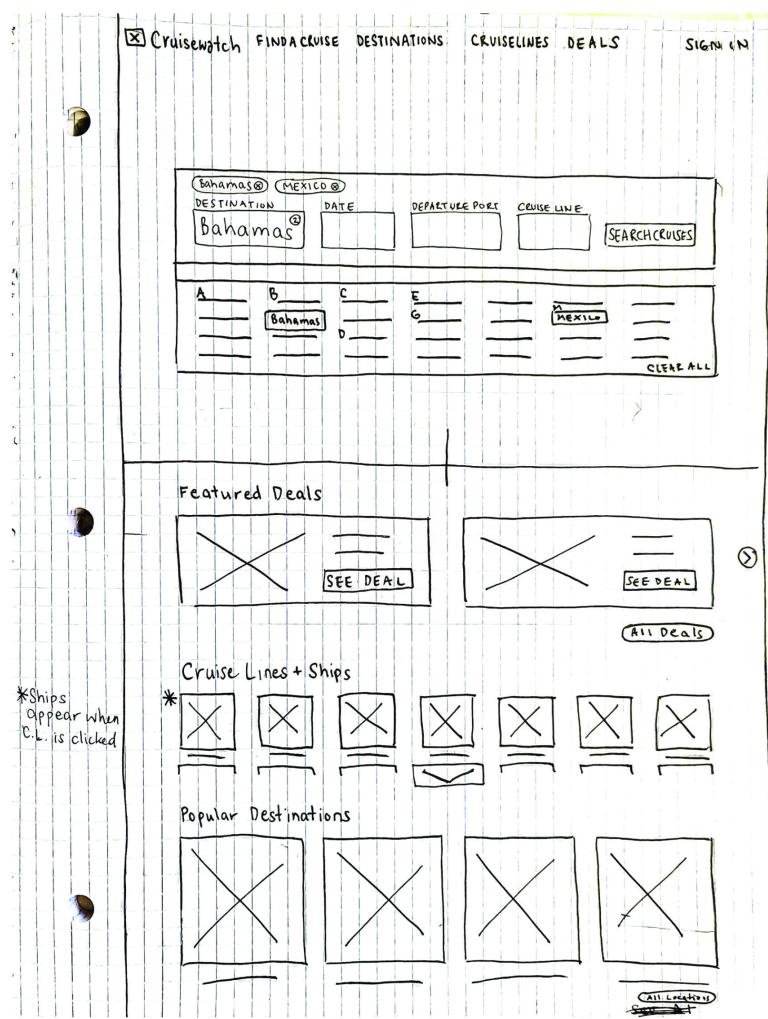
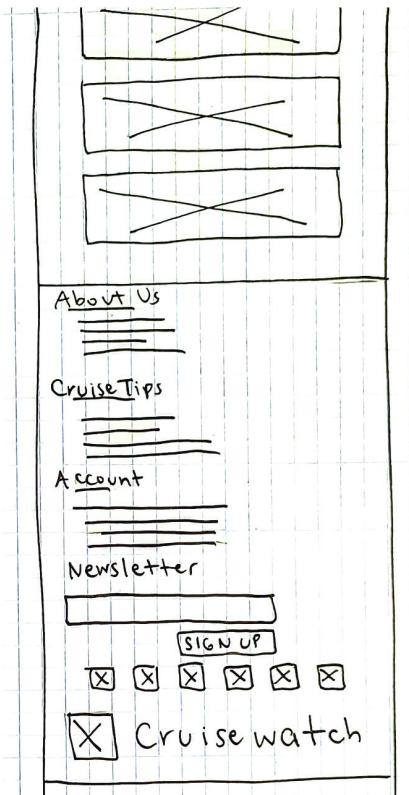
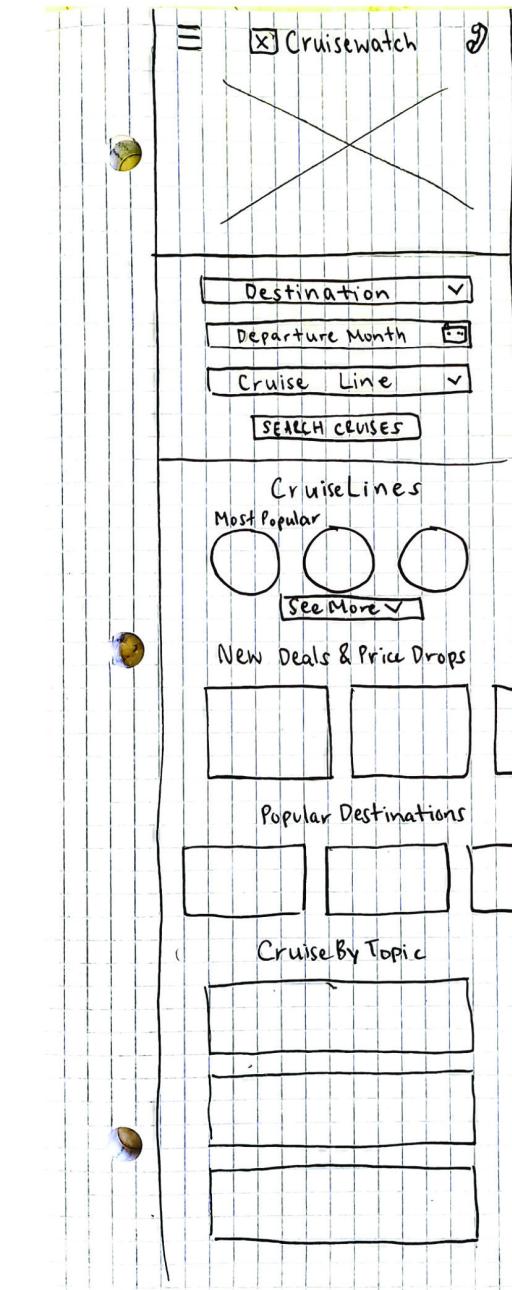
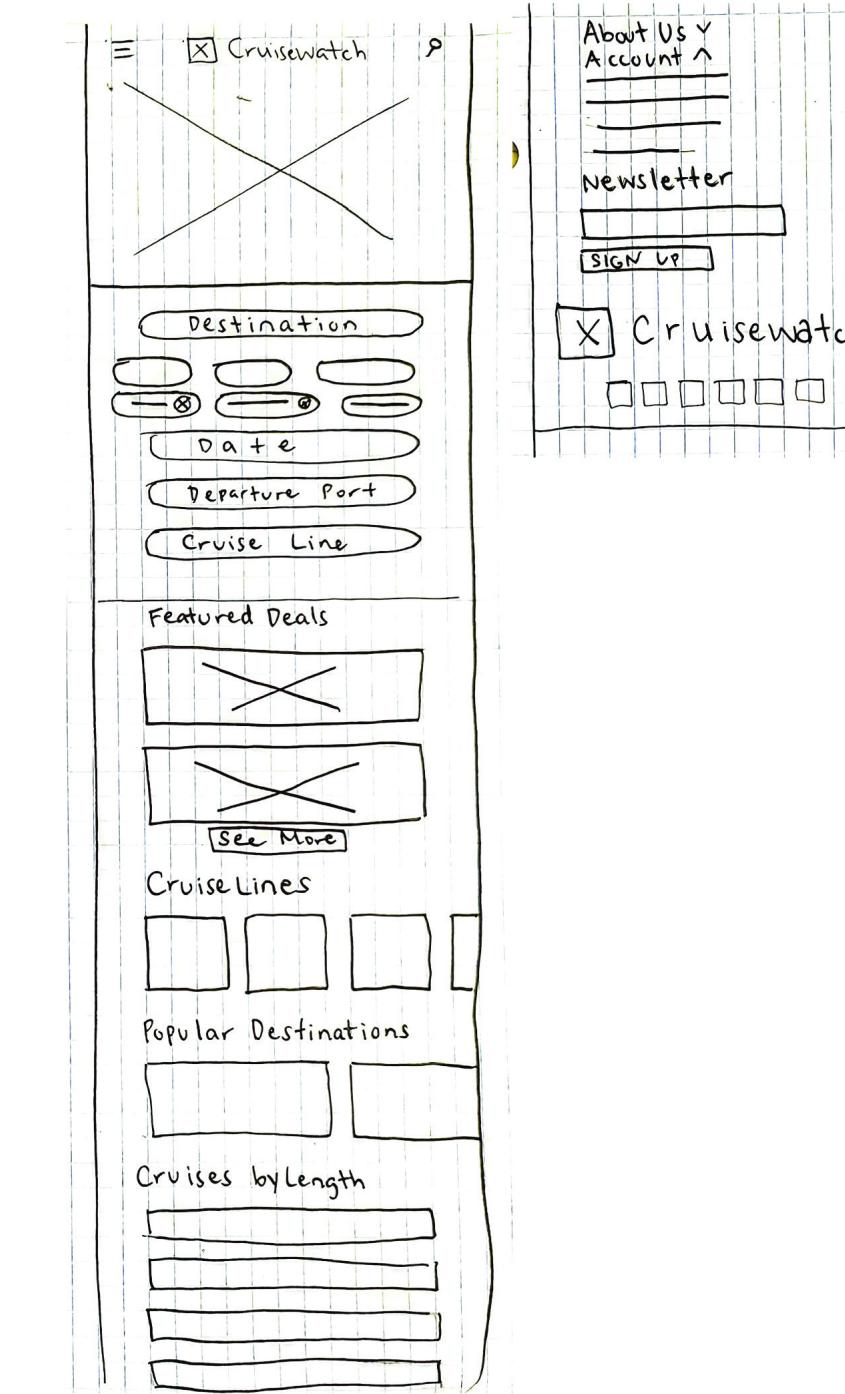
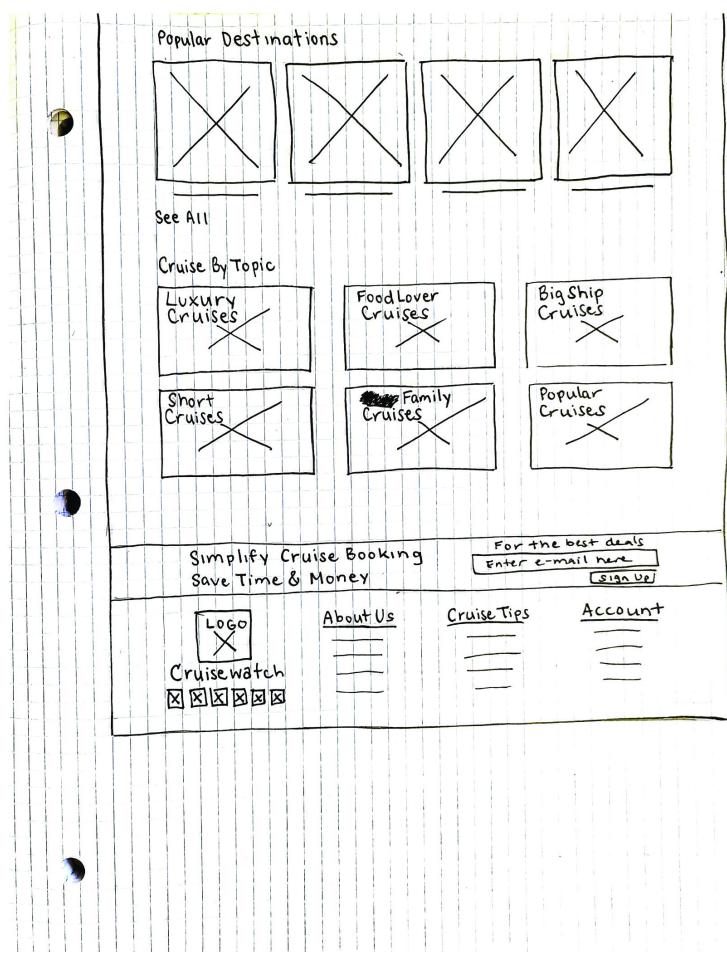
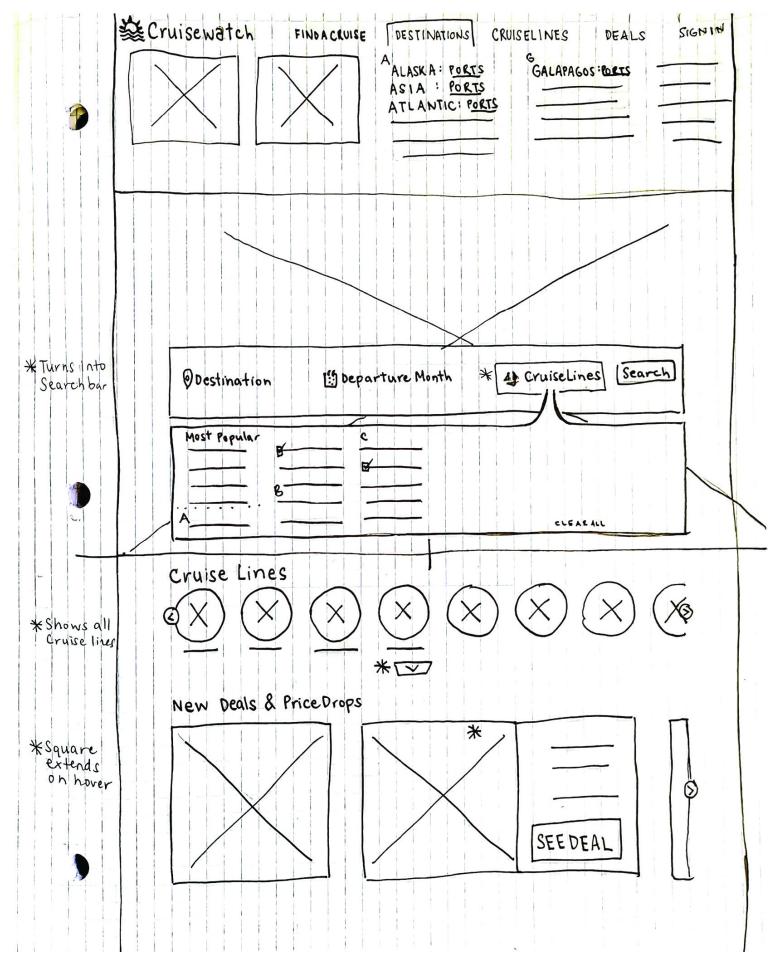
Cruise watch

PETER: 20, NEVER CRUISED BEFORE				
FIND A CRUISE	DESTINATIONS	CRUISE LINES	DEALS	
Food Lover Cruises	Alaska Cruises	Princess Cruises	7 Night Caribbean	
Big Ship Cruises	Caribbean Cruises	Costa Cruise Lines	4 Night Caribbean	
Short Cruises	Southern Europe (Mediterranean)	Celebrity Cruises	16 Night Transatlantic	
Popular Cruises	Northern Europe (Baltics)	Norwegian Cruise Lines	7 Night Europe Cruise	
Luxury Cruises	Mexico Cruises	Carnival Cruise Lines		
Family Cruises	Bermuda Cruises	Holland America Line		
Cruise Guide		Disney Cruise Line		
MARY: 21, NEVER CRUISED BEFORE				
GUIDE	DEALS/SALES	CRUISE TYPE	LOCATIONS	CRUISE LINES
Cruise Guide	7 Night Caribbean	Food Lover Cruises	Alaska Cruises	Princess Cruises
	4 Night Caribbean	Big Ship Cruises	Caribbean Cruises	Costa Cruise Lines
	16 Night Transatlantic	Short Cruises	Southern Europe (Mediterranean)	Celebrity Cruises
	7 Night Europe Cruise	Popular Cruises	Northern Europe (Baltics)	Norwegian Cruise Lines
		Luxury Cruises	Mexico Cruises	Carnival Cruise Lines
		Family Cruises	Bermuda Cruises	Holland America Line
				Disney Cruise Line
CORY: 58, NEVER CRUISED BEFORE				
EUROPE TOUR CRUISES	NORTH AMERICAN AND SOUTH AMERICA CRUISES	DISNEY WORLD CRUISES	STEALS/DEAL CRUISES	POPULAR AND COMMON CRUISES
Holland America Line	Alaska Cruises	Disney Cruise Line	7 Night Caribbean	Luxury Cruises
Northern Europe (Baltics)	Caribbean Cruises	Princess Cruises	4 Night Caribbean	Celebrity Cruises
Norwegian Cruise Lines	Mexico Cruises	Carnival Cruise Lines	16 Night Transatlantic	Short Cruises
Southern Europe (Mediterranean)	Bermuda Cruises		7 Night Europe Cruise	Family Cruises
	Costa Cruise Lines			Popular Cruises
				Big Ship Cruises
				Food Lover Cruises
				Cruise Guide



# Low Fidelity Paper Wireframes

Cruise watch



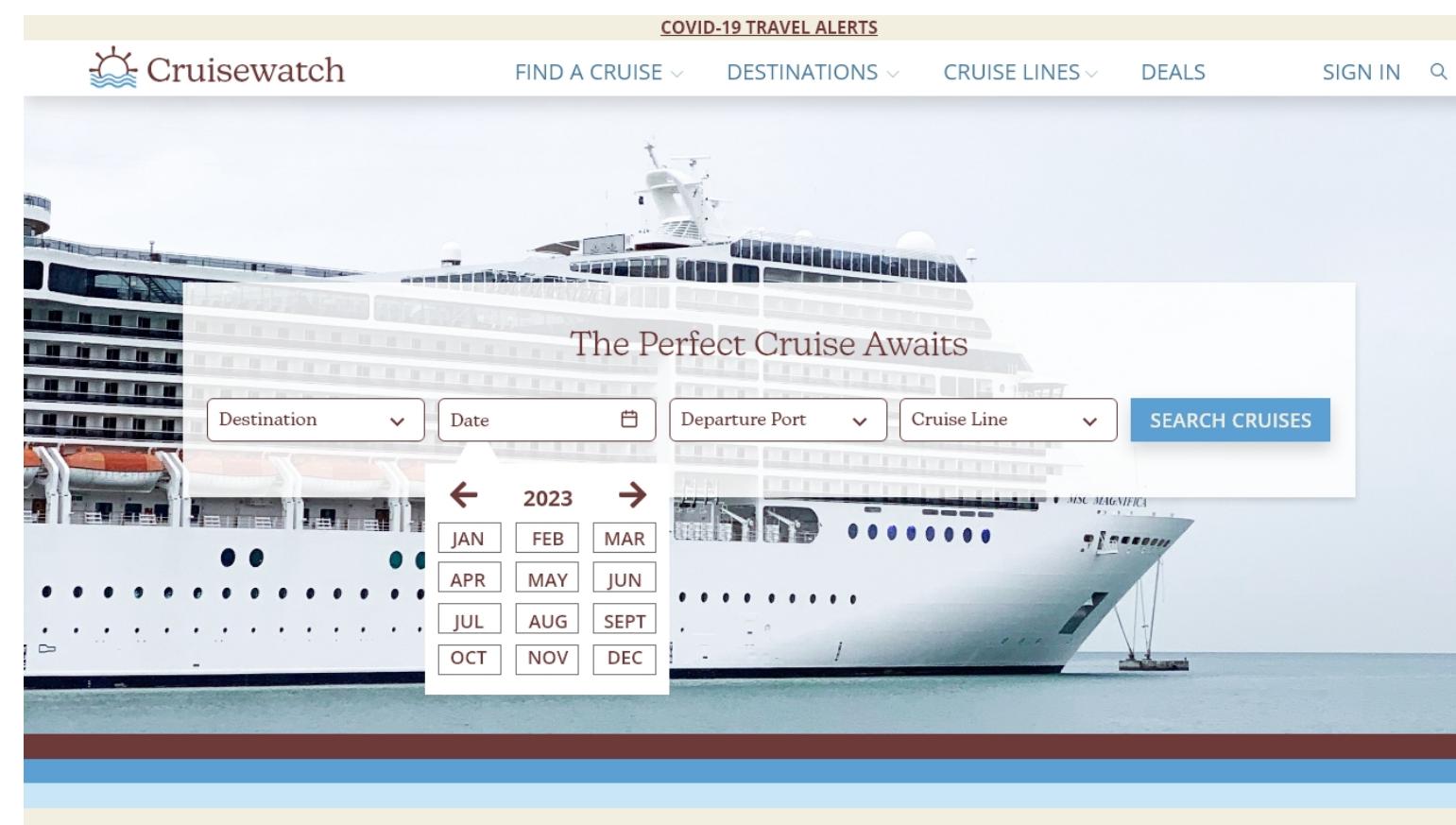
# Revised Homepage | Desktop

Cruisewatch

The image displays a collage of screenshots from the revised Cruisewatch homepage, illustrating the updated design and layout. Key features include:

- Top Navigation:** Includes links for "SEARCH CRUISES", "Why Cruise?", "info@cruisewatch.com", "+1-888-407-2784", "SIGN IN", and a search bar.
- Social Media:** Icons for Facebook, Instagram, Twitter, Pinterest, and LinkedIn.
- Destinations:** A section titled "COVID-19 TRAVEL ALERTS" with dropdown menus for "DESTINATIONS", "CRUISE LINES", and "DEALS".
- Search Functionality:** A large search bar with placeholder text "The Perfect Cruise Awaits" and dropdown menus for "Departure Port", "Cruise Line", "Destination", "Date", and a date picker for "2023".
- Call-to-Action:** A prominent blue button labeled "SEE ALL CRUISES →".
- Deals:** A section titled "ALERIS" featuring a phone number "1-800-407-2784". Below it are two promotional cards: one for "7 Night Europe Norwegian Dawn" from \$825 with 35% off, and another for "4 Night The Bahamas Carnival Liberty" from \$930-\$1,550 with 40% off, departing from Port Canaveral on Nov 15, 2021.
- Cruise Lines:** Logos for Viking, Carnival, and Celebrity Cruises.
- Popular Destinations:** Sections for "CARIBBEAN" and "HAWAII".
- Cruise Categories:** Sections for "Luxury Cruises" and "Family Cruises/Cities".
- Bottom Navigation:** Includes links for "COVID-19 TRAVEL ALERTS", "DESTINATIONS", "CRUISE LINES", "DEALS", "SIGN IN", and a search bar. It also lists cruise ports by region: Asia, Atlantic, Australia, Mexico, South America, South Sea, and Southern Europe.





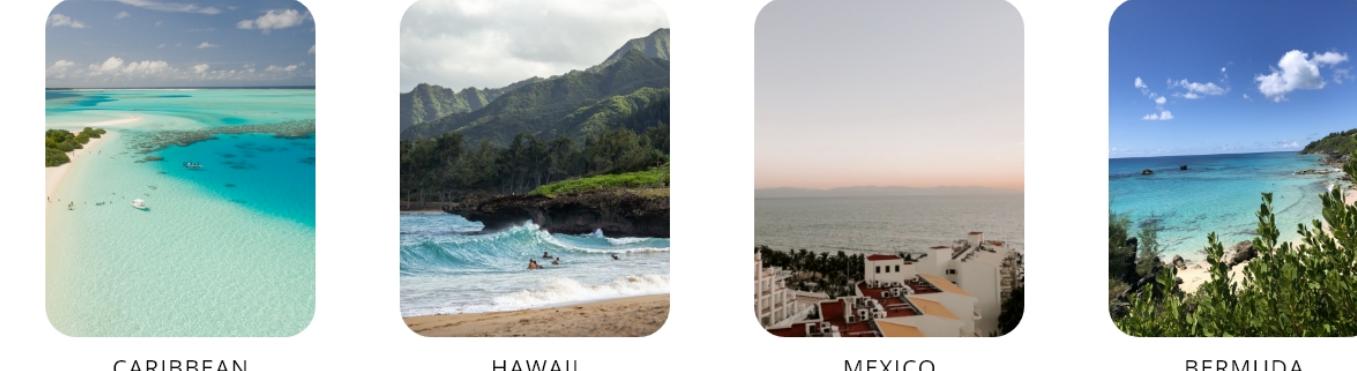
## Cruise Lines



 **Get in Touch!**  
Talk to an Agent:  
[+1-888-407-2784](tel:+18884072784)

**COVID-19 TRAVEL ALERTS** 

## Popular Destinations



CARIBBEAN HAWAII MEXICO BERMUDA

[SEE ALL DESTINATIONS →](#)

## Cruise Categories



[SEE ALL CRUISES →](#)

Save Money and Time.  
Sign up for the latest and best deals.

Enter e-mail here

SIGN UP



About Us

Deals

Cruise Tips

Why Cruisewatch?  
info@cruisewatch.com  
+1-888-407-2784

Cruise Price Drops  
Last Minute Cruises  
Best Cruise Deals

First time cruisers  
Cruise costs coaching  
Planning your cruise



## New Deals & Price Drops



[SEE ALL DEALS →](#)



**COVID-19 TRAVEL ALERTS**

 **Cruisewatch**

FIND A CRUISE ▾ DESTINATIONS ▾ CRUISE LINES ▾ DEALS SIGN IN 

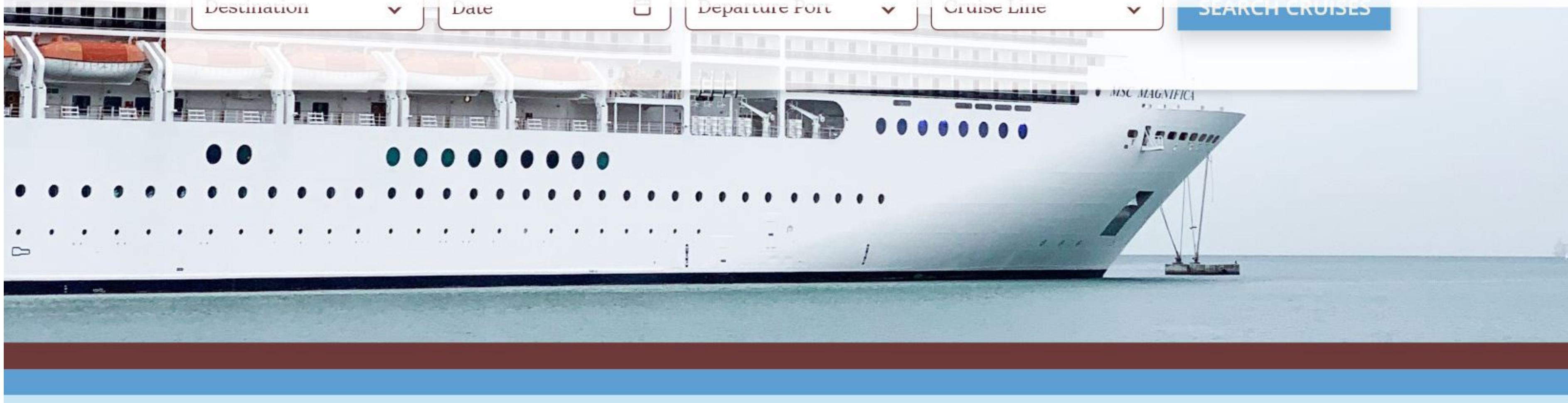
A

Azamara Club Cruises	Cunard	Norwegian Cruise Line	Royal Caribbean	Viking Cruises
Carnival Cruise Lines	Disney Cruise Line	Oceania Cruises	Seabourn	Windstar Cruises
Celebrity Cruises	Holland America Line	Ponant	SeaDream Yacht Club	
Costa Cruise Lines	Hurtigruten Cruise Lines	Princess Cruises	Silversea Cruises	
Crystal Cruises	MSC Cruises	Regent Seven Seas	Star Clippers	

**Royal Caribbean**

Discover the most popular cruise lines!

Destination ▾ Date Departure Port ▾ Cruise Line ▾ **SEARCH CRUISES**

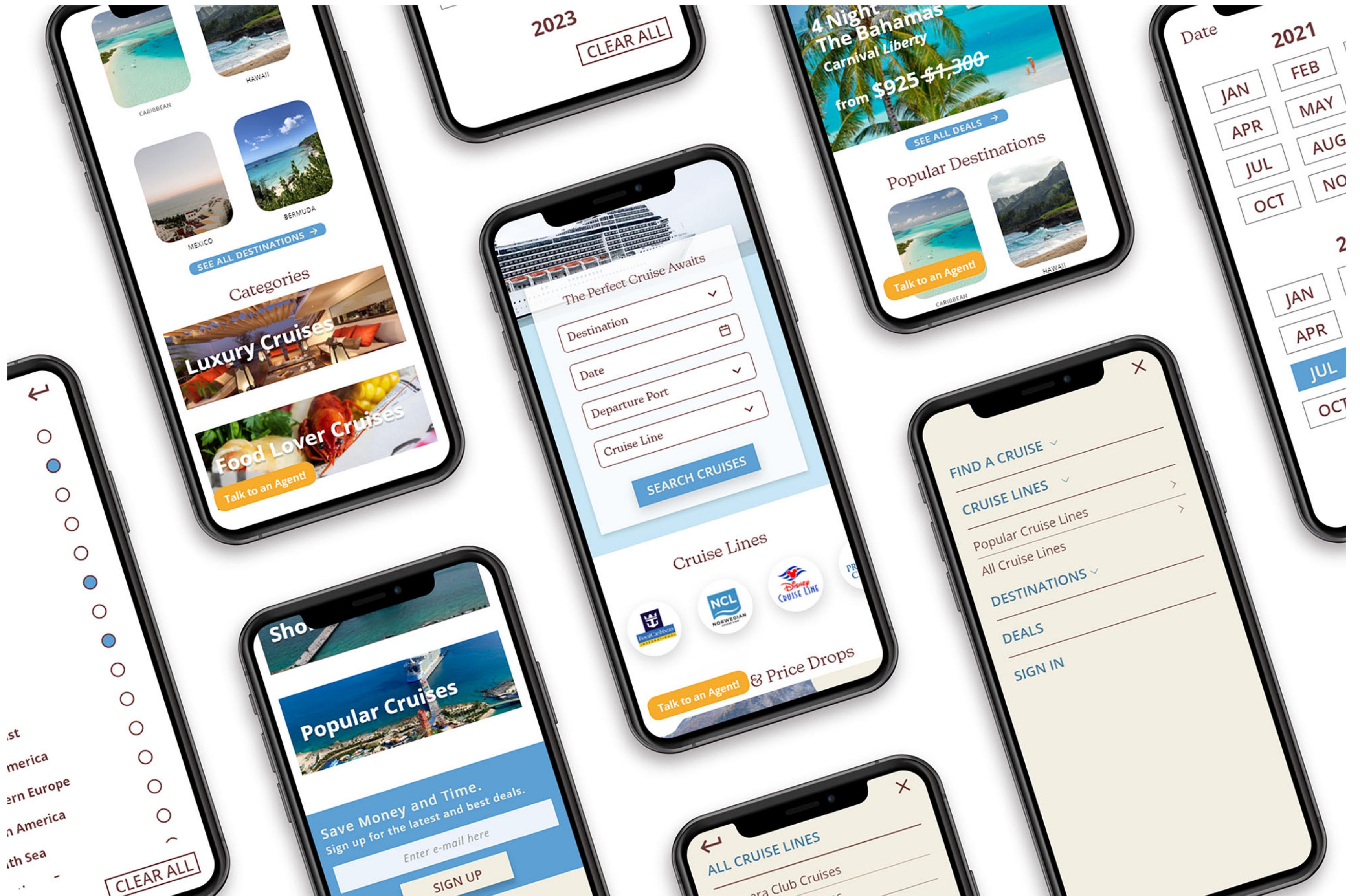


The background of the page features a large, partially visible image of a white cruise ship sailing on blue water. The ship's name, "MSC MAGNIFICA", is visible on its side. The image is overlaid with several search filters: "Destination" dropdown, "Date" input field, "Departure Port" dropdown, "Cruise Line" dropdown, and a prominent blue "SEARCH CRUISES" button.



# Revised Homepage | Mobile

Cruise watch



The Perfect Cruise Awaits

Destination

Date

Departure Port

Cruise Line

**SEARCH CRUISES**

## Cruise Lines



Talk to an Agent!

## New Deals & Price Drops



Europe  
Norwegian Dawn

from \$885-\$1,475

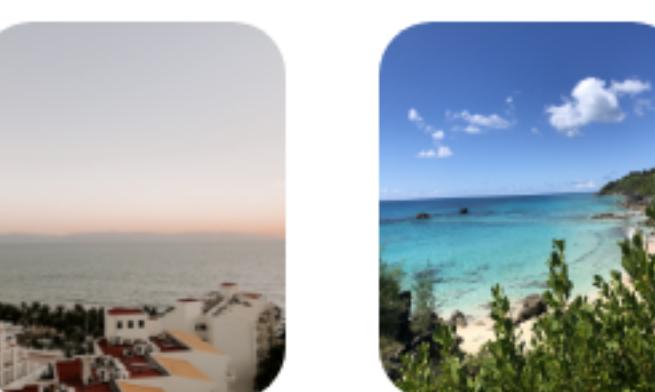
25% off

4 Night  
The Bahamas  
Carnival Liberty

from \$925-\$1,300

**SEE ALL DEALS →**

## Popular Destinations



**SEE ALL DESTINATIONS →**

## Categories



Save Money and Time.  
Sign up for the latest and best deals.

Enter e-mail here

**SIGN UP**

Cruisewatch

About Us

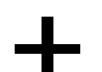
Deals

Cruise Tips

First time cruisers

Cruise costs coaching

Planning your cruise



**User #1: A 20 year old college student who has never cruised**

Strong use of nav bar

Recommended enlarging COVID information button and phone number.

<https://youtu.be/ruh6MMGMJnM>

**User #2: A 70 year old retiree who is a seasoned cruiser**

Initial reaction was to look for a phone number

For example, when asked to find deals or information on family cruises, he searched for the phone number to speak to an agent as opposed to digging around on the website.

He did not notice that the cruise searcher until towards the end of the user testing.

<https://youtu.be/Mb0y-L-fx7M>

1. There is lots of information nested deep within drop-down menus.
2. Everything is very close to the edges, leaving little room for fingers to scroll.
3. There are no written reviews and the tri-colored bar makes it difficult to gauge a ship's quality.
4. There is only one photo used to represent all the rooms on the ship.



**cruisewatch**

▼ 3 Great Ways That Cruisewatch Can Help You

Cunard Line

**7 Night Transatlantic**

Cunard Queen Mary 2

Ship is pretty good! ?

Southampton New York City

A steal Fair Expensive N/A



\$b99 \$100 p.P./ night

Very good deal Set price alert

Compare all cabin types, see the historic price movements and our opinion.

Price Prediction next 10 weeks



Queen Mary 2 Interior

© Cunard

Why we like this 7 Night Transatlantic

**Covid Alerts**

≡

1. Copenhagen  
2. At Sea  
3. Tallinn, Estonia

Overview Intinerary Ship Related

**10 Night Eastern Europe Cruise**

Departs from Copenhagen Aug 5, 2021 - Aug 15, 2021

\$958 \$96 p.P./ night

Pick Dates

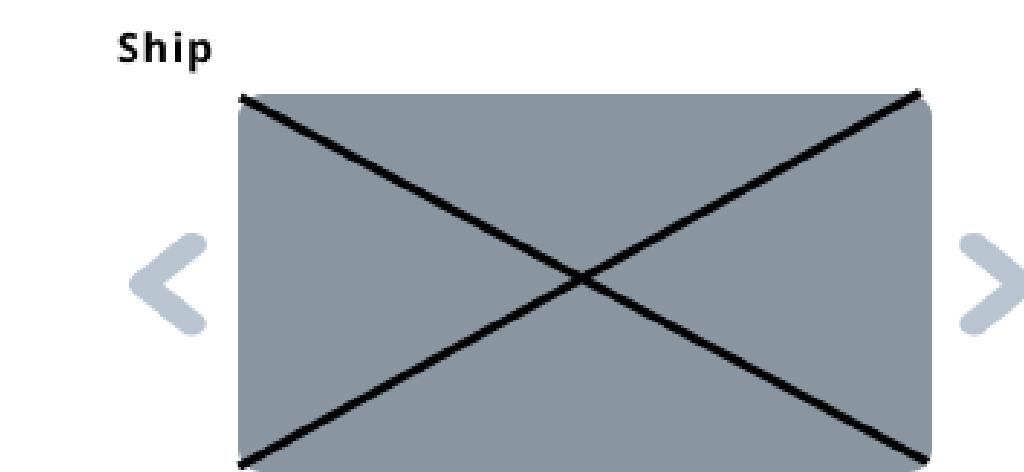
Interior Oceanview Balcony Suite

**Itinerary**

1. Copenhagen  
2. At Sea  
3. Tallinn, Estonia

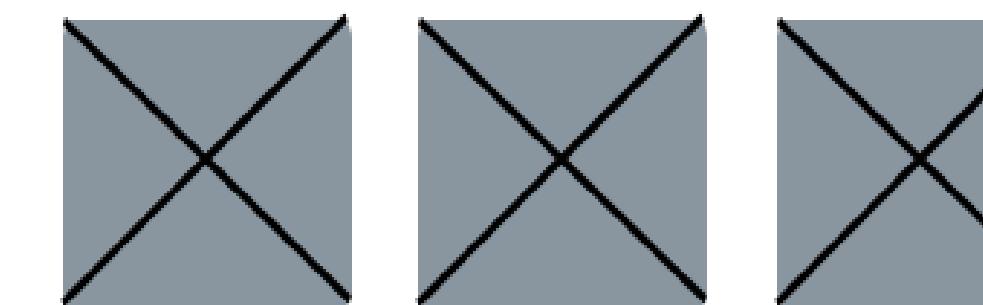
4. St. Petersburg Russian Federation  
5. St. Petersburg Russian Federation  
6. Helsinki  
7. Riga  
8. Visby, Sweden  
9. At Sea  
10. Copenhagen

**Ship**



**Adventure of the Seas**  
Brimming with entertainment options and venues that each have their own distinct ambience, Adventure of the Seas excels in the realm of variety, offering cruisers a little taste of everything, from English pubs to rock climbing walls to onboard ice-skating rinks.

#### Related Cruises



Ship

< >

**Adventure of the Seas**  
Brimming with entertainment options and venues that each have their own distinct ambience, Adventure of the Seas excels in the realm of variety, offering cruisers a

COVID Travel Alerts  
Updated 04/01/2021

**Cruisewatch**

**Overview**   **Itinerary**   **Ship**   **Related**

**7 Night Western Caribbean Cruise**

DEPARTS FROM  
**ORLANDO & BEACHES (PORT CANAVERAL)**

JAN 8, 2021 - JAN 15, 2021

Known for its world-class fishing, snorkeling and diving, Cozumel is the perfect paradise for every adventurer. Take a trip on the magnificent Norwegian Escape to the jungle-covered mountains of Ocho Rios and experience the breathtaking Dunn's River Falls. Then go out of this world at the Kennedy Space Center in Port Canaveral.

**Suite**   **\$958**  
More information +   \$96 p.P./ night

**BOOK NOW**

○ ○ ○ ●

**Itinerary**

Explore 5 different ports over 7 days!

1. Port Canaveral (Orlando & Beaches) +
2. At Sea
3. Cozumel, Mexico +
4. George Town, Grand Cayman +
5. Ocho Rios, Jamaica +
6. At Sea
7. Great Stirrup Cay, Bahamas +
8. Port Canaveral (Orlando & Beaches) +

**Ship & Amenities**

**Norwegian Escape**  
Going above and beyond when it comes to the variety of diversions and the quality of entertainment, Norwegian Escape boasts restaurants, show venues, bars, and activities to suit about every taste.

[More information +](#)

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**Ship & Amenities**

**Norwegian Escape**  
Going above and beyond when it comes to the variety of diversions and the quality of entertainment, Norwegian Escape boasts restaurants, show venues, bars, and activities to suit about every taste.

[More information +](#)

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**Ship Reviews**

Entertainment					(15)
Accommodation					(10)
Service					(20)
Facilities					(11)

**Related Cruises**

**11 Night Europe**  
Starting from **\$773**

**7 Night Europe**  
Starting from **\$653**

**11 Night Caribbean**  
Starting from **\$768**

**Cruisewatch**

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[Cruise Tips](#) +

**Save Money and Time.**  
Sign up for the best and latest deals.

**SIGN UP**

## JAYNE Journey Map



### Scenario

- Jayne wants to find a deal, but she also wants to make sure that the cruise ship she chooses has amenities and activities for families and kids.
- She also wants to read about rooms with a balcony.

### User Expectation

- Jayne expects clear and concise itinerary and room descriptions.
- Jayne expects images of onboard activities and amenities.

#### Part 1

##### TASK

Browse the individual cruise page

#### Part 2

Look to see if there are any fun onboard amenities for teenagers and kids

#### Part 3

View information about balcony rooms

#### Part 4

Book the trip with a balcony room

##### USER TEST FEEDBACK

Consider relabeling the "Ship" header to include amenities.

There are not enough photos

The "More Information" button should be a drop-down instead of a button to another page

##### RESULTS

- Changed the "Ship" header to "Ship & Amenities"
- Added additional room information under the "More Information" drop-down
- Added more images under each cruise stop to highlight the area and events offered there

## CARTER Journey Map



### Scenario

- Carter wants to pick a cruise that offers jet-skiing sometime during the duration of the cruise.

### User Expectation

- Carter expects to see a simple list of destinations with descriptions on the cruise itinerary.

#### Part 1

##### TASK

Click around and check out images and ratings about the specific cruise

#### Part 2

Locate the cruise itinerary

#### Part 3

Browse the different stops to see if any destinations offer jet-skiing

#### Part 4

Look to see how large a suite is so there is enough room for all of his friends

##### USER TEST FEEDBACK

Itinerary drop-down arrow buttons are too small

The "More Information" button should be a drop-down

### RESULTS

- Changed the itinerary drop-down buttons from arrows to blue boxes that lived behind the text.
- Added additional room information under the "More Information" drop-down

## ROGER Journey Map



### Scenario

- Roger wants to introduce his friend to cruising. He wants to attend a cruise with nice rooms and great service so his friend is comfortable.

### User Expectation

- Roger expects to see photos as well as information and user reviews about the rooms.

#### Part 1

##### TASK

Browse the page looking for any information about the different rooms

#### Part 2

Find user reviews about the cruise

#### Part 3

Filter the reviews to see only reviews that mention onboard accommodations

#### Part 4

View similar cruises

##### USER TEST FEEDBACK

Arrows under reviews do not read as buttons

Difficult to know that the "Related Cruises" can scroll horizontally, but it may just be due to the test not being on a phone.

### RESULTS

- Changed the dropdown button in the "Reviews" section from arrows to number of reviews.

COVID Travel Alerts  
Updated 04/01/2021

**Cruisewatch**

**Overview**   **Itinerary**   **Ship**   **Related**

**7 Night Western Caribbean Cruise**

DEPARTS FROM  
**ORLANDO & BEACHES (PORT CANAVERAL)**

JAN 8, 2021 - JAN 15, 2021

Known for its world-class fishing, snorkeling and diving, Cozumel is the perfect paradise for every adventurer. Take a trip on the magnificent Norwegian Escape to the jungle-covered mountains of Ocho Rios and experience the breathtaking Dunn's River Falls. Then go out of this world at the Kennedy Space Center in Port Canaveral.

**Suite**   **\$958**  
More information +   \$96 p.P./ night

**BOOK NOW**

○ ○ ○ ●

**Itinerary**

Explore 5 different ports over 7 days!

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2. At Sea
3. Cozumel, Mexico +
4. George Town, Grand Cayman +
5. Ocho Rios, Jamaica +
6. At Sea
7. Great Stirrup Cay, Bahamas +
8. Port Canaveral (Orlando & Beaches) +

**Ship & Amenities**

**Norwegian Escape**  
Going above and beyond when it comes to the variety of diversions and the quality of entertainment, Norwegian Escape boasts restaurants, show venues, bars, and activities to suit about every taste.  
[More information +](#)

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**Ship & Amenities**

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[More information +](#)

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**Ship & Amenities**

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[More information +](#)

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**11 Night Europe**  
Starting from **\$773**

**7 Night Europe**  
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**11 Night Caribbean**  
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## Related Cruises



**11 Night Europe**  
Starting from **\$773**



**7 Night Europe**  
Starting from **\$653**



**11 Night Caribbean**  
Starting from **\$768**



*THANK* YOU  
THANK YOU  
*THANK* YOU  
THANK YOU