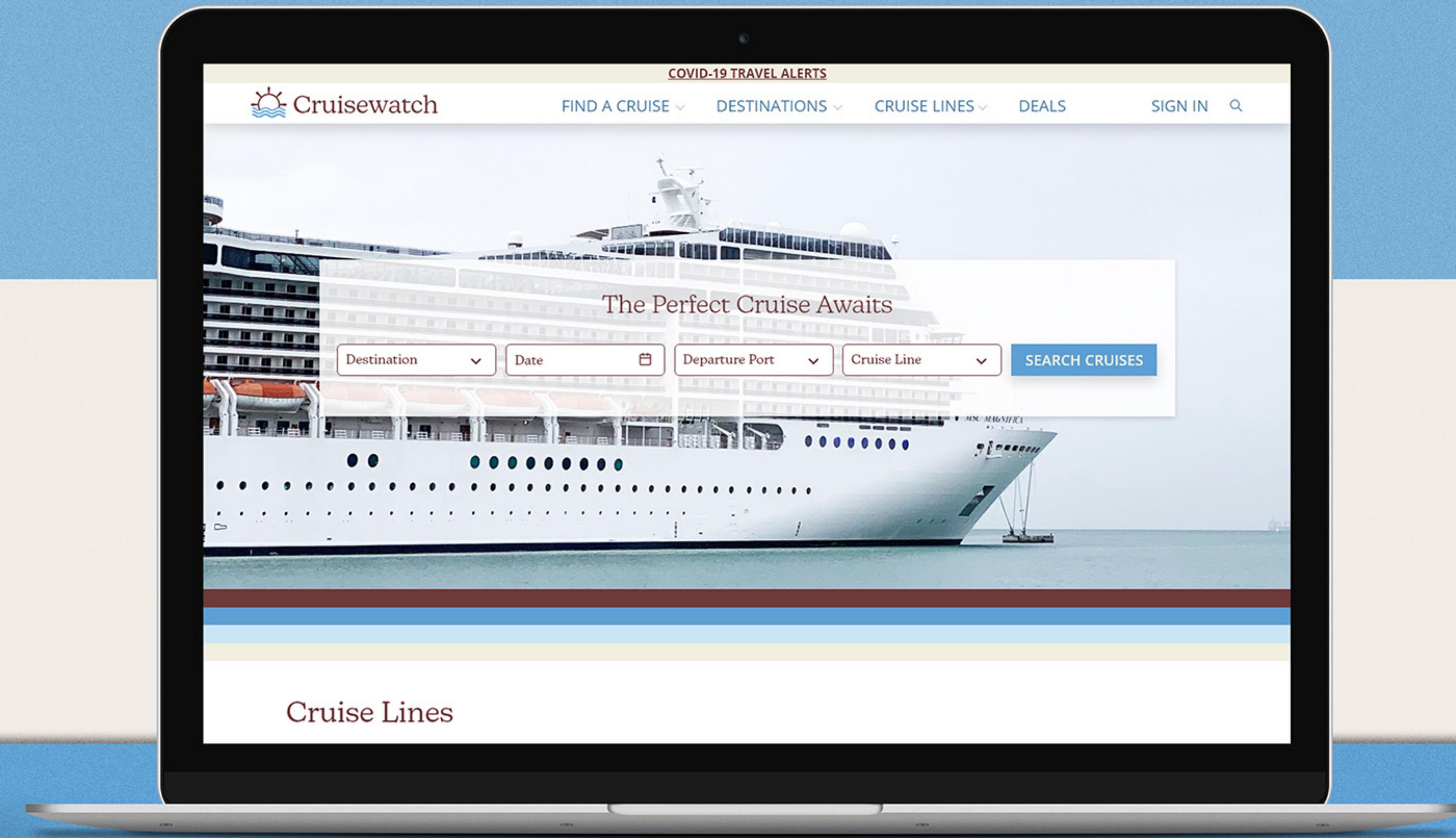
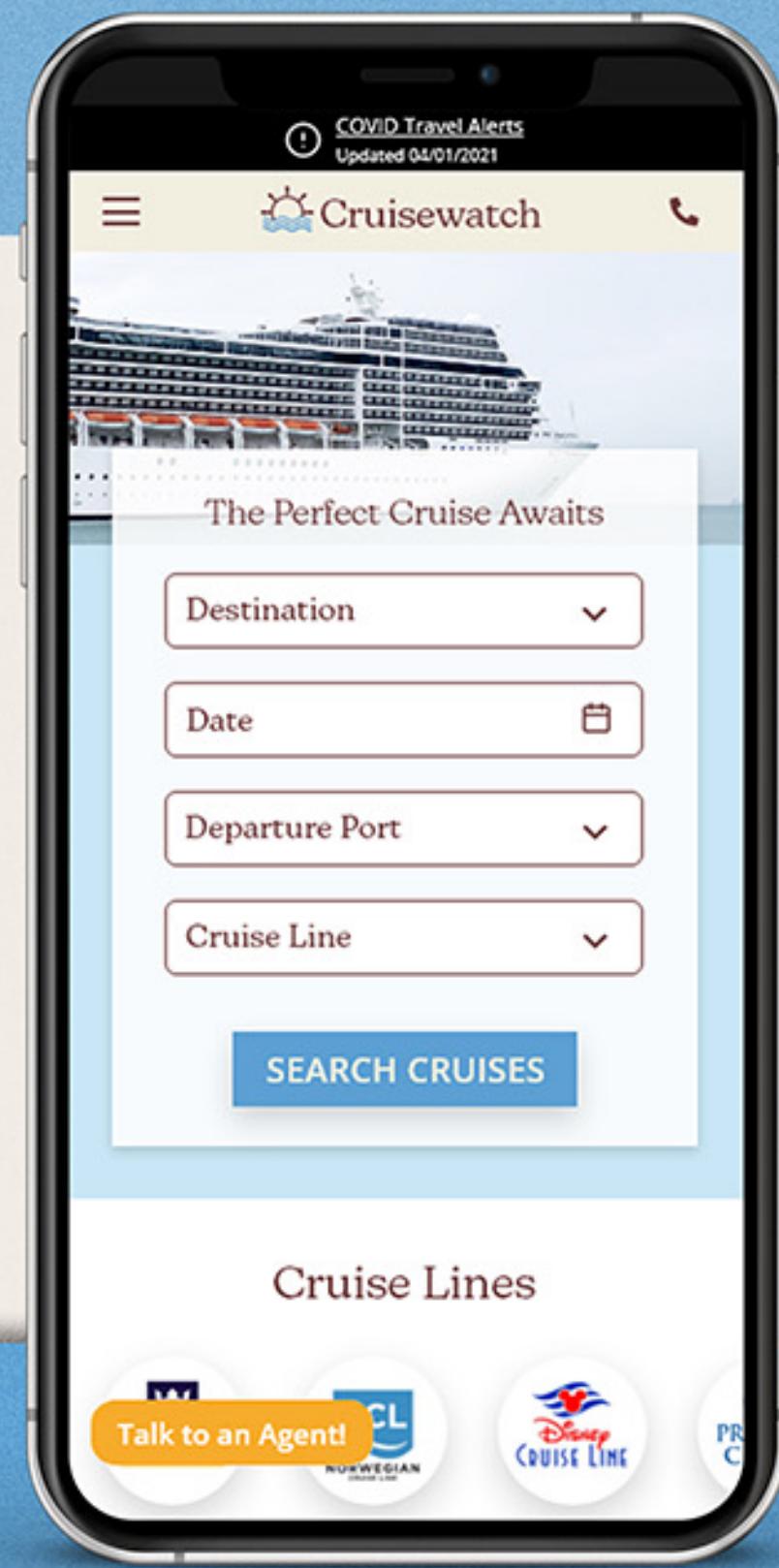


Cruisewatch

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 →

Enter e-mail here

SIGN UP

Cruise Tips

Deals

 Carnival

 Celebrity Cruises®

 VIKING

 Cruisewatch

[FIND A CRUISE](#) [COVID-19 TRAVEL ALERTS](#) [DESTINATIONS](#) [CRUISE LINES](#) [DEALS](#)

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 Dawn from \$825

40% off

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

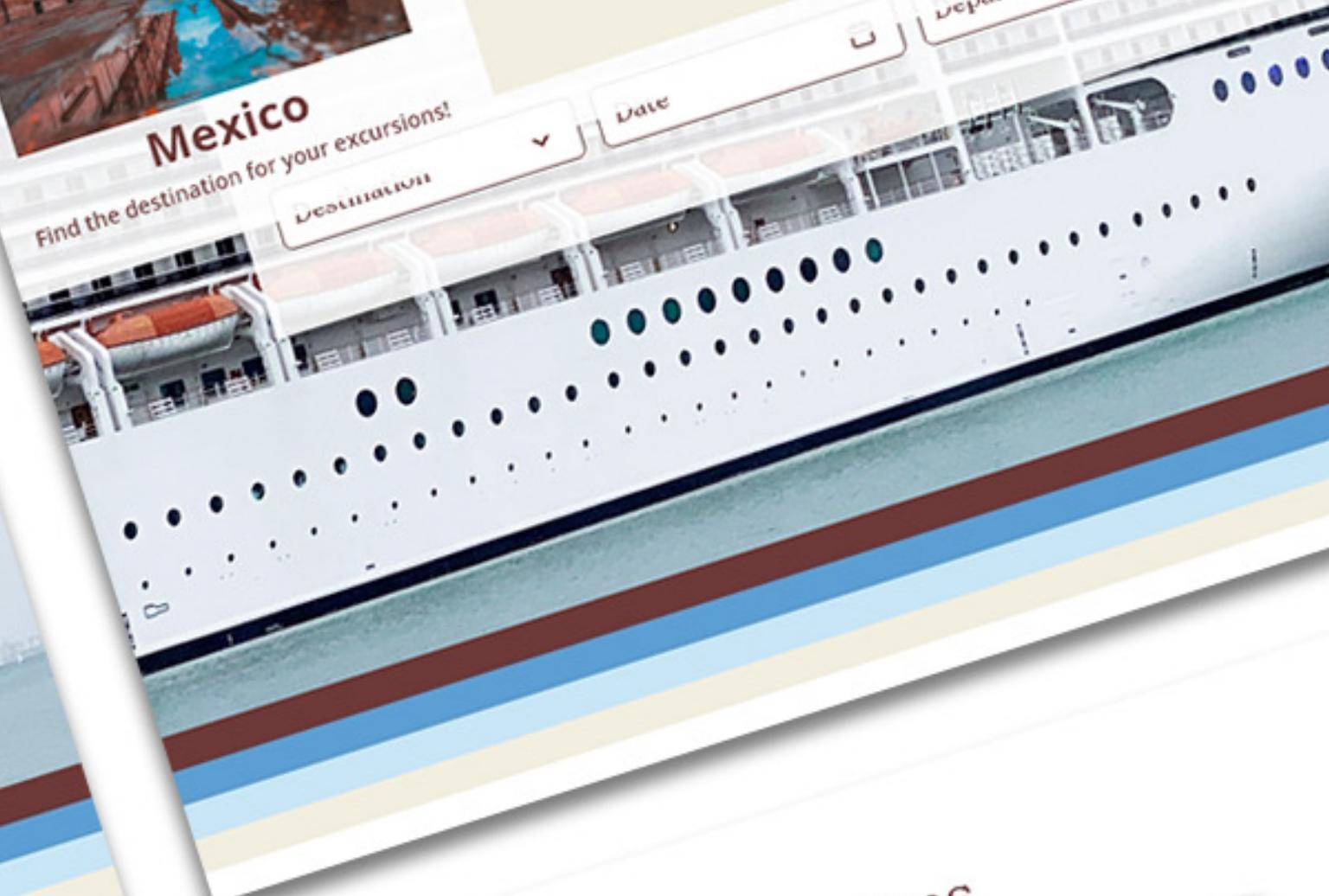
Departs From Port Canaveral

ARRIVAL Nov 19, 2021

DEPARTURE Nov 15, 2021

SEE DEAL

SEE ALL DEALS →



Mexico

Find the destination for your excursions!

DESTINATIONS

Date

Popular Destinations

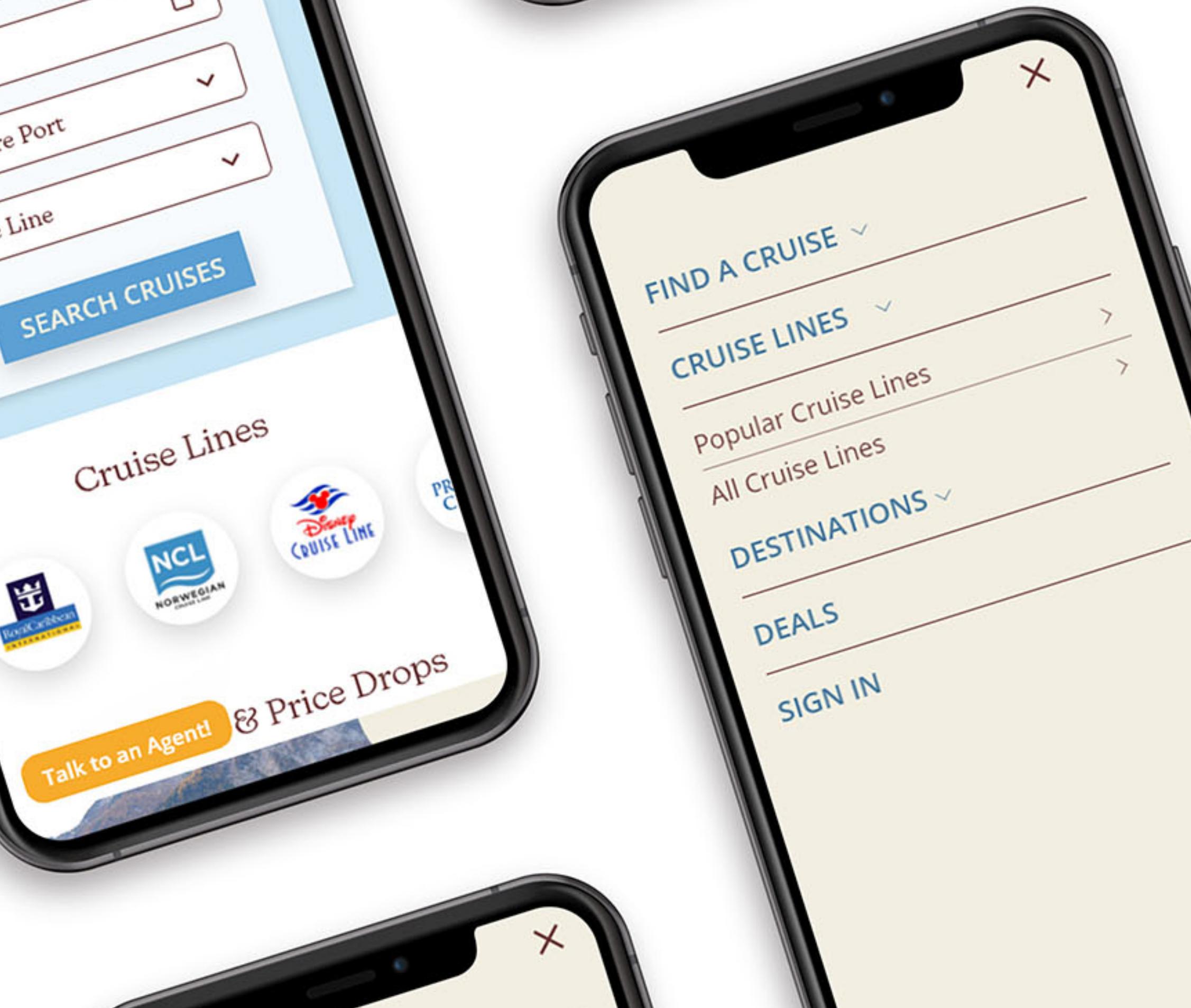
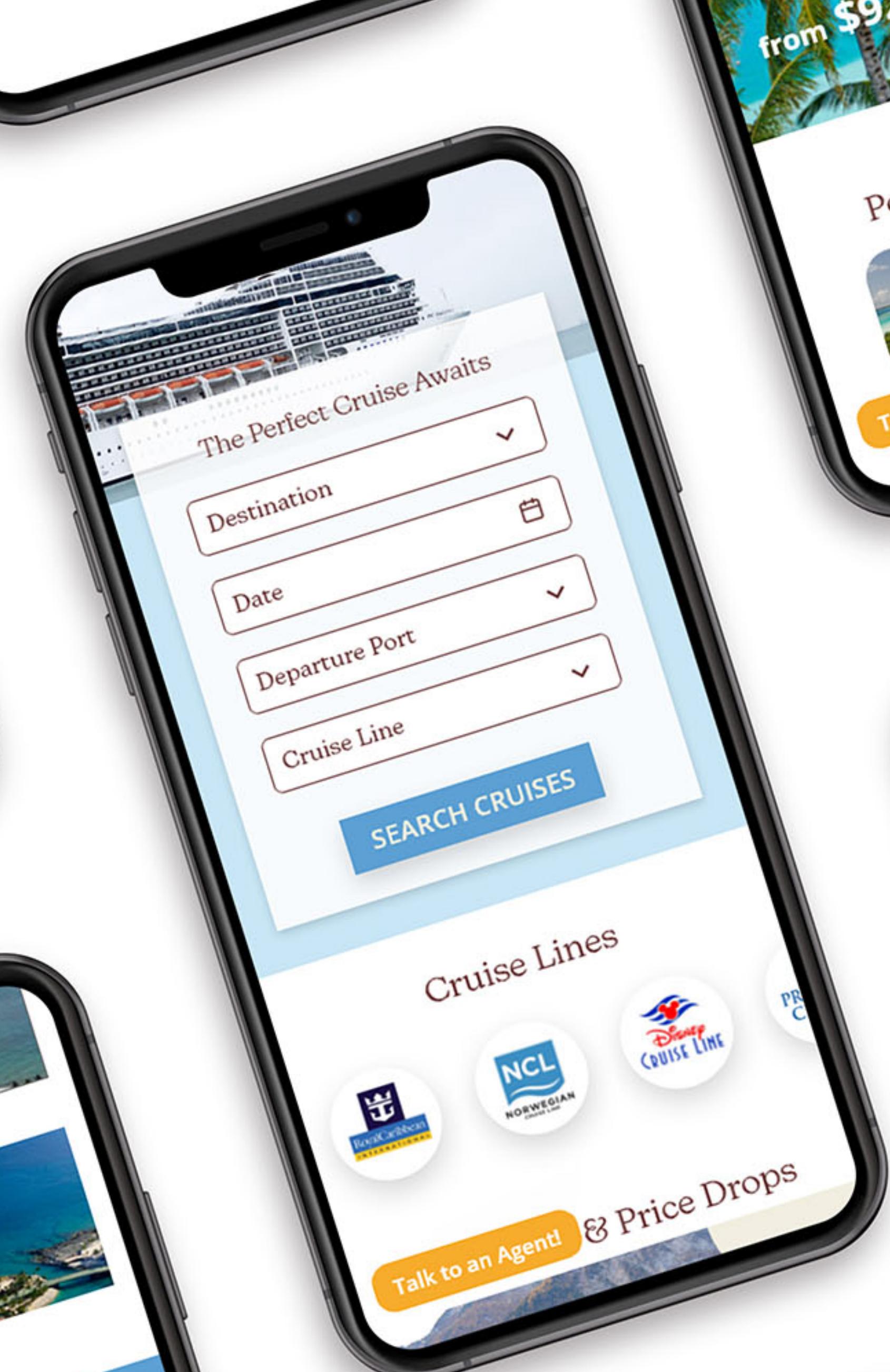
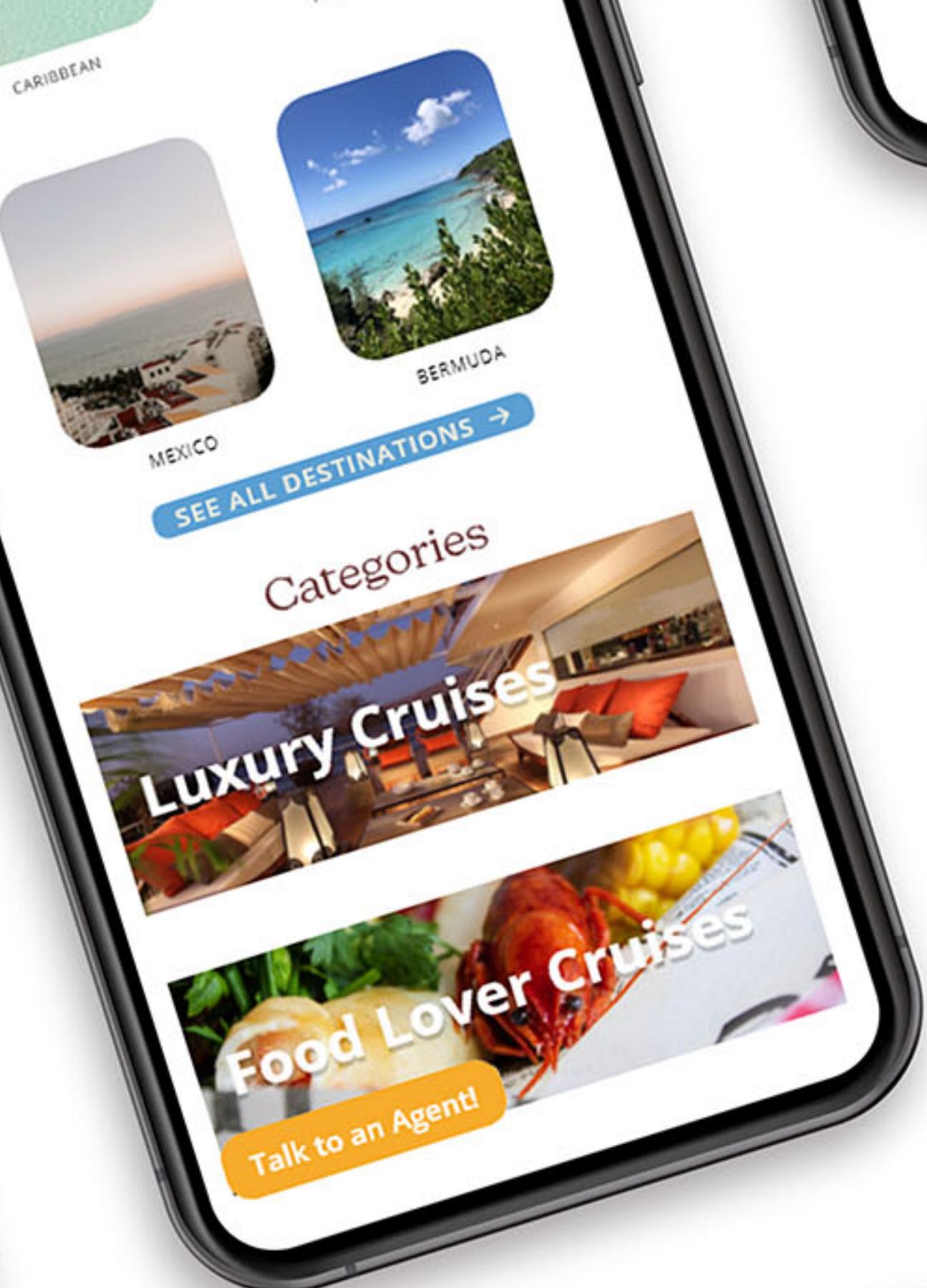
 CARIBBEAN

 HAWAII

Cruise Categories

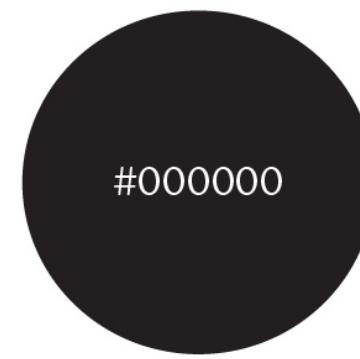
Cruise Categories

 Luxury Cruises





Cruisewatch



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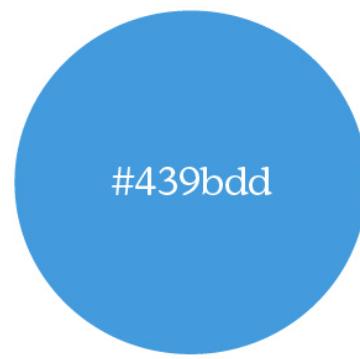
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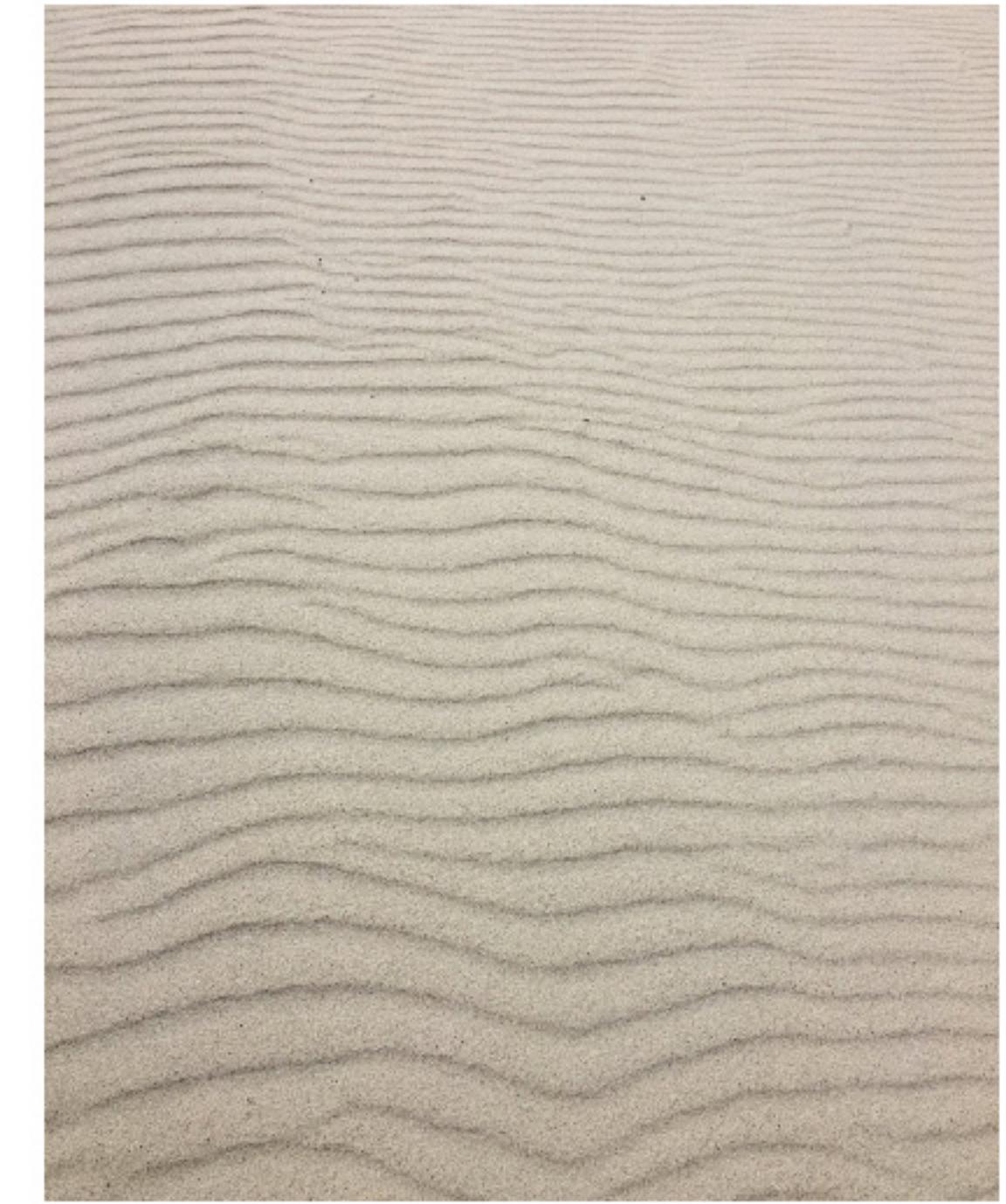
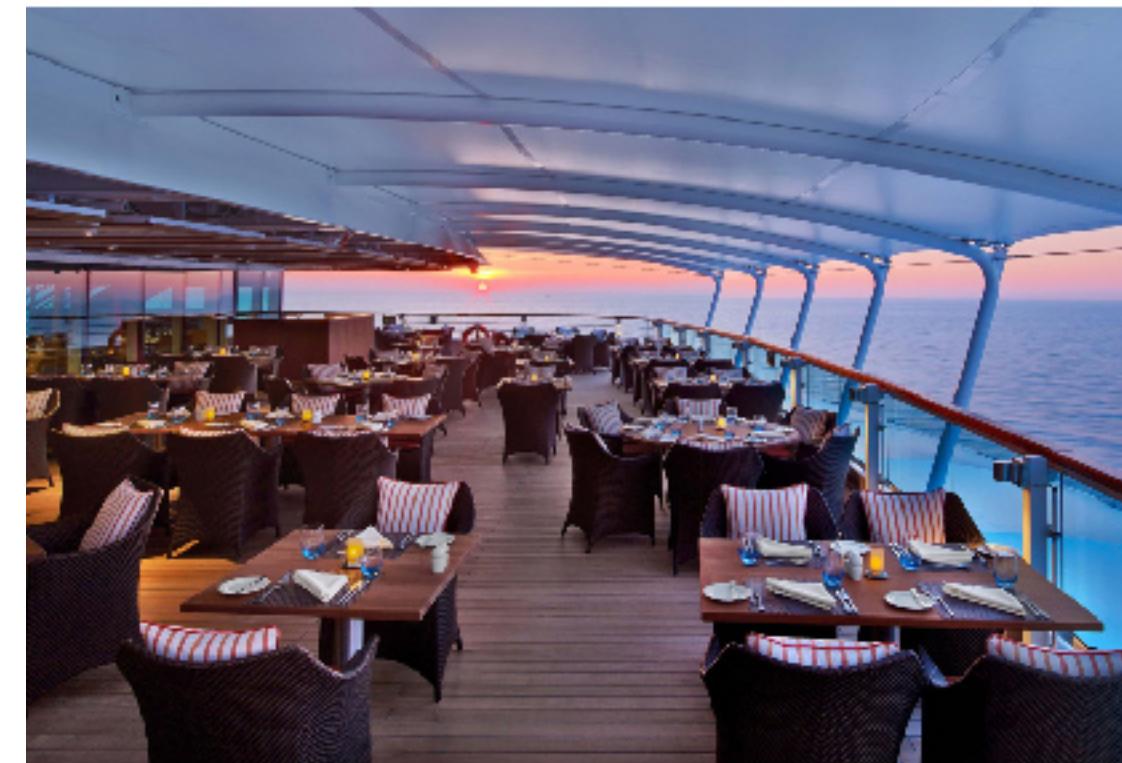
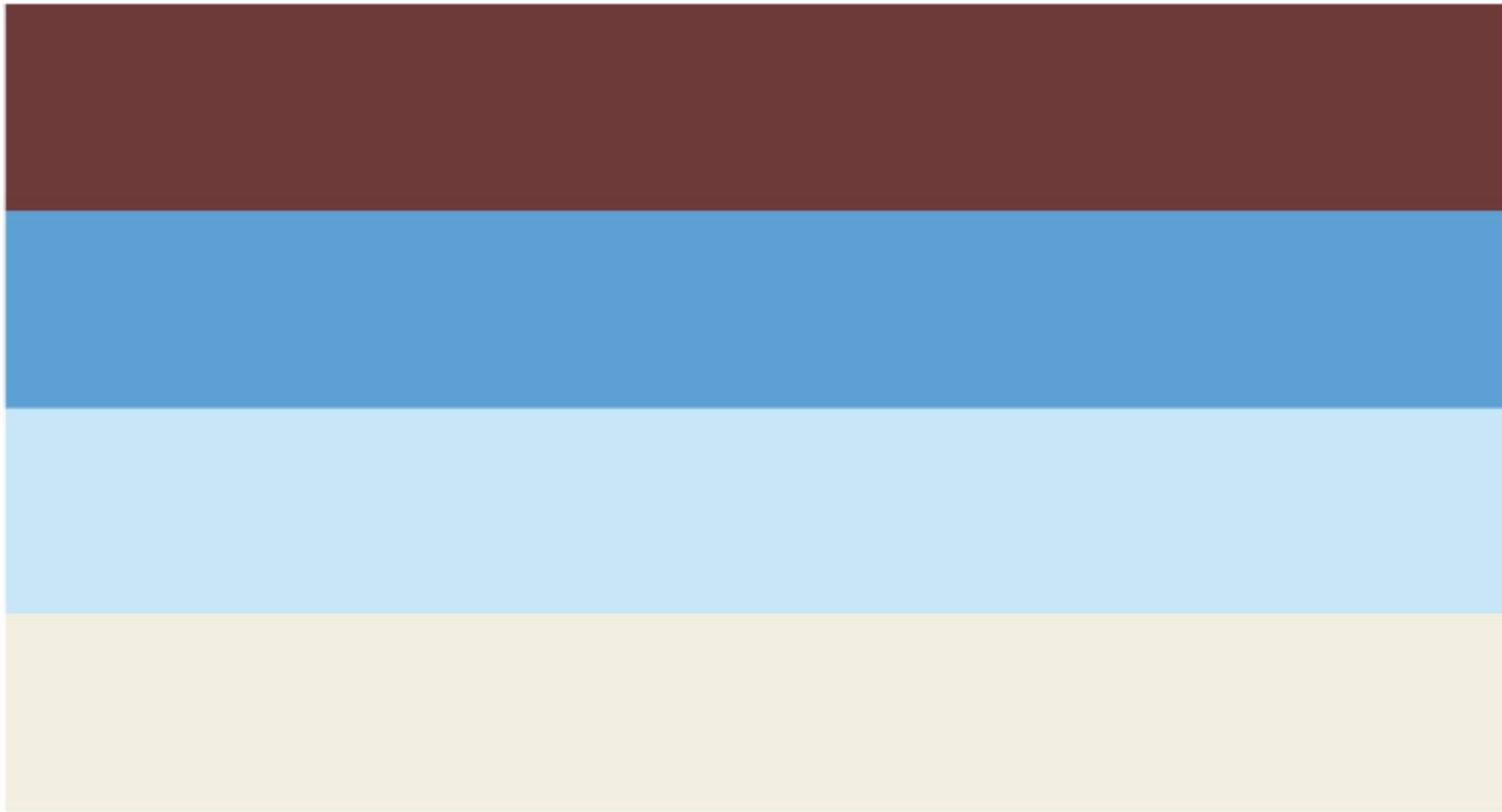
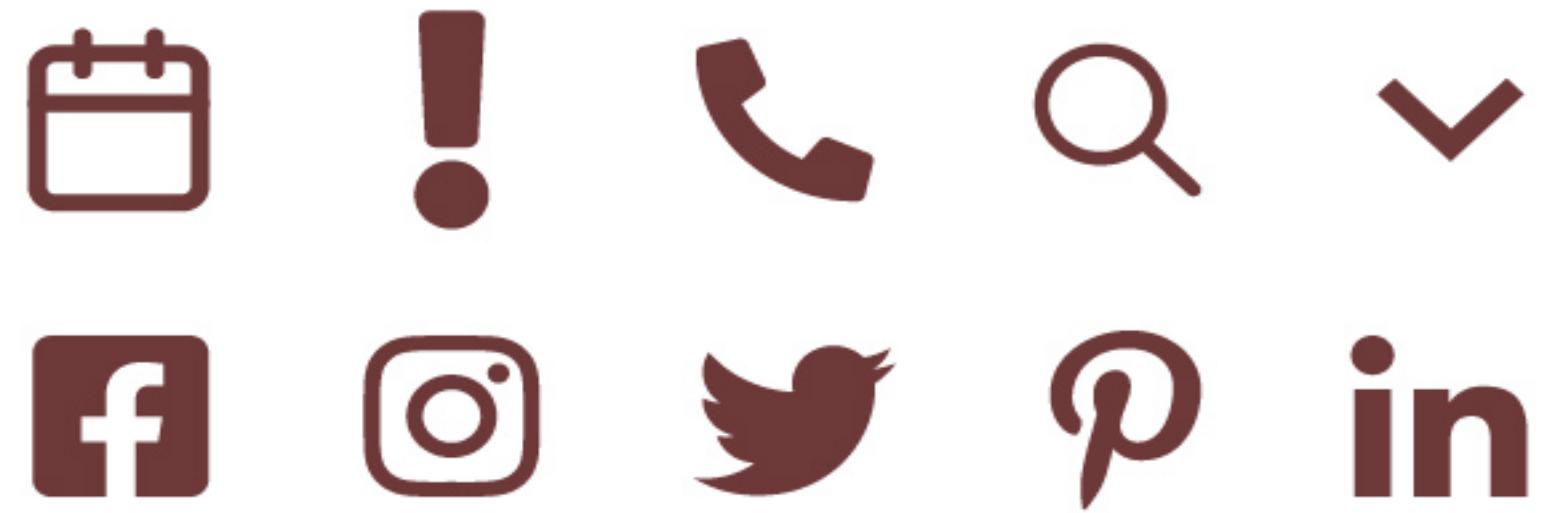
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New Kansas

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?

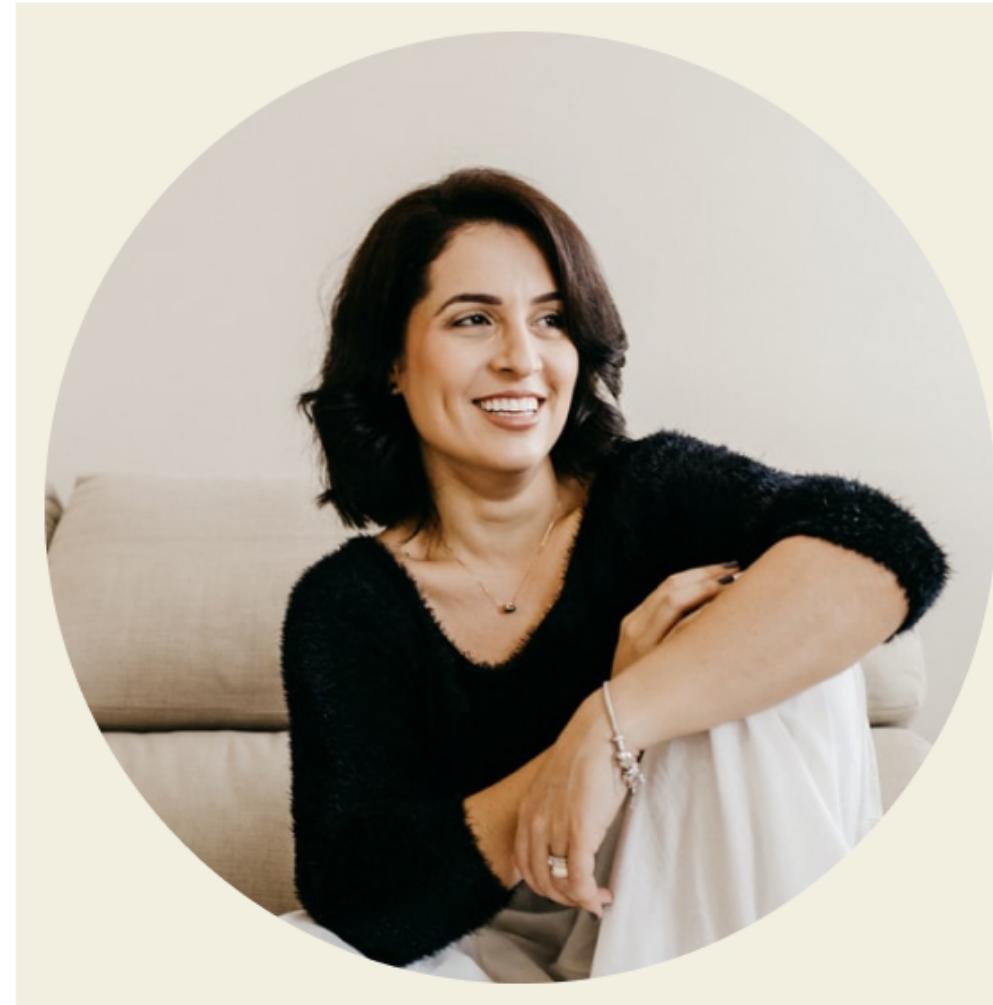
Cruising is definitely worth the money.

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

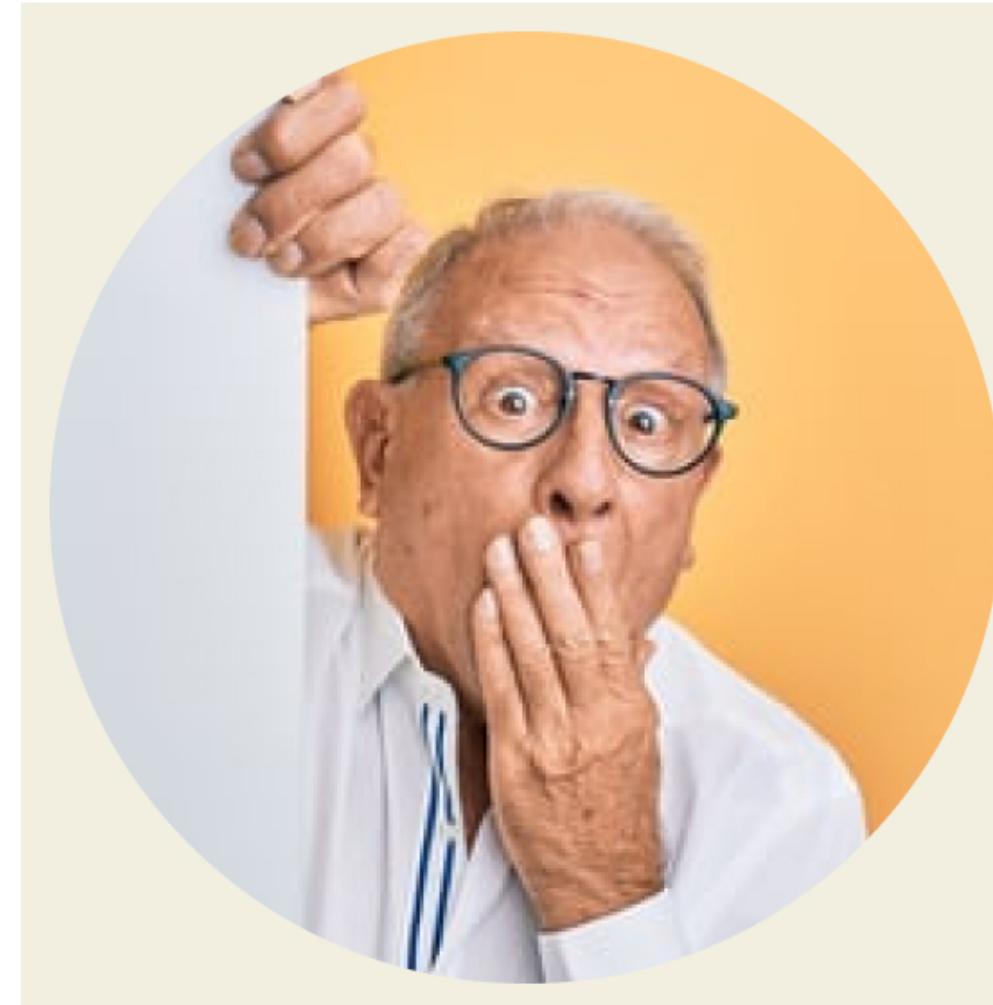
About

- 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

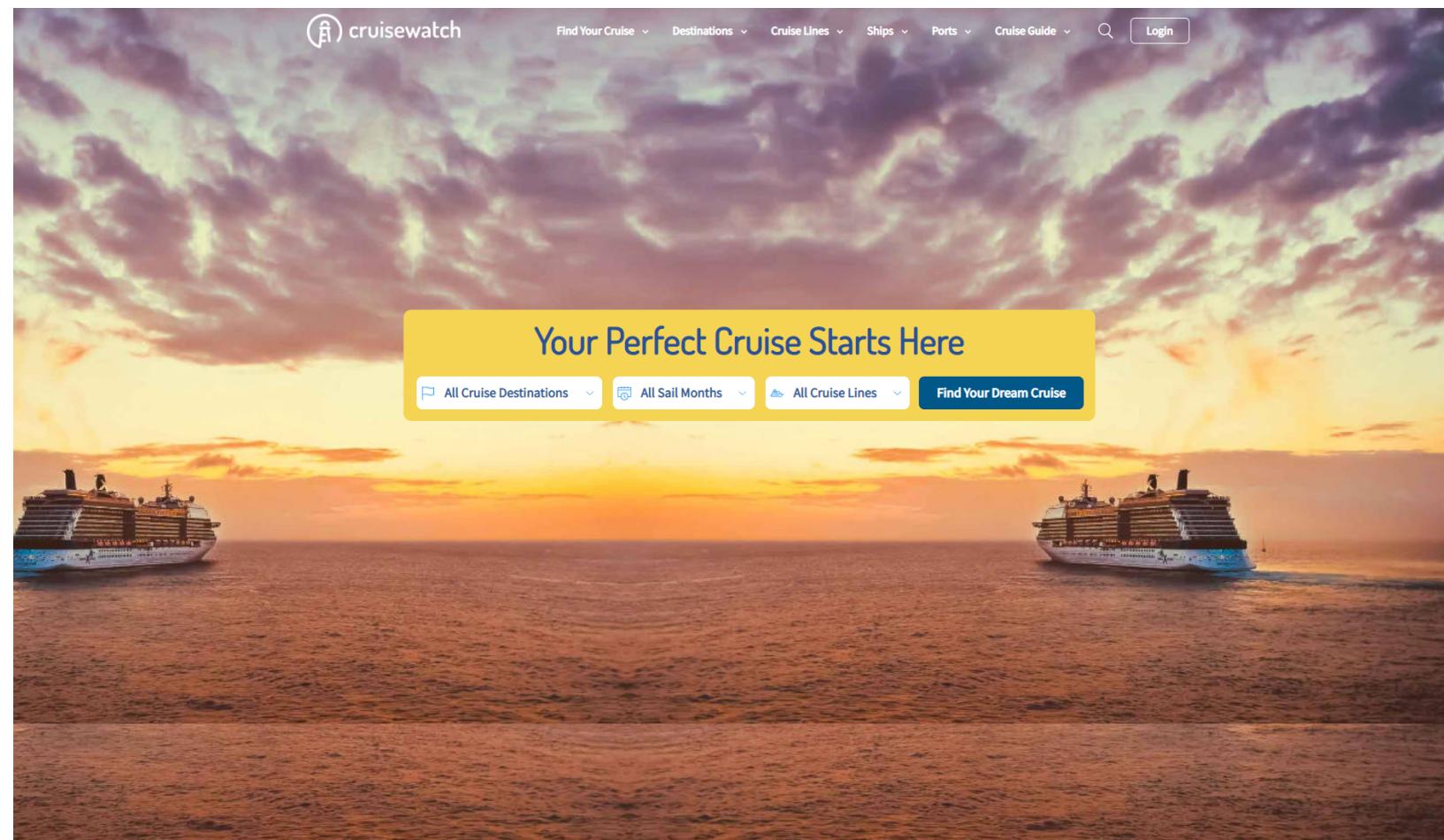
- Roger is a 60 year old man.
- He is single.
- He was a dentist, but recently retired to enjoy life.
- He is upper middle class.
- He loves to travel.
- He does not care for expensive clothes or fancy things.
- He spends money mainly on stocks and experiences.
- He drives a Toyota Venza.
- He has travelled 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



Coronavirus Update
Cancellations, stranded ships & latest news
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Mediterranean Cruises
from \$299/night
[Try it now](#)

Cruise Ship Tracker
Easily track the location of ANY cruise ship - whether in port or at sea, with just one click!

Latest Cruise Price Drops
Find cruise with the potential to save

Carnival Legend — Oct 31, 2021	OCEANVIEW	\$1149	-68%
Allure of the Seas — Oct 17, 2021	OCEANVIEW	\$727	"Very good deal"
Norwegian Bliss — May 28, 2022	INTERIOR	\$1091	-64%
7 Night Alaska	INTERIOR	\$1091	-64%
Norwegian Encore — May 22, 2022	INTERIOR	\$1210	-64%
7 Night Alaska	INTERIOR	\$1182	-63%
Norwegian Bliss — Jun 04, 2022	INTERIOR	\$1182	-63%
7 Night Alaska	INTERIOR	\$1273	-61%

[All cruise price drops](#)

What Cruisewatch can do for you

- Save your money**
Never miss out on your perfect deal
- Save your time**
Let us do the work and search for the best cruise price drops in the market.
- Simplify cruise planning**
We help you find your perfect cruise

Departure **Destination** **Cruise Lines** **Ships**

Most popular cruise departure ports

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

Most popular cruise destination ports

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Galveston	San Francisco	San Francisco	Anchorage	Vancouver	Sydney	Southampton	Venice
Tampa	Long Beach	Long Beach	Seward	Montreal	Auckland	Amsterdam	Marseille
Port Canaveral			Fairbanks	Quebec		Budapest	Genoa & Portofino

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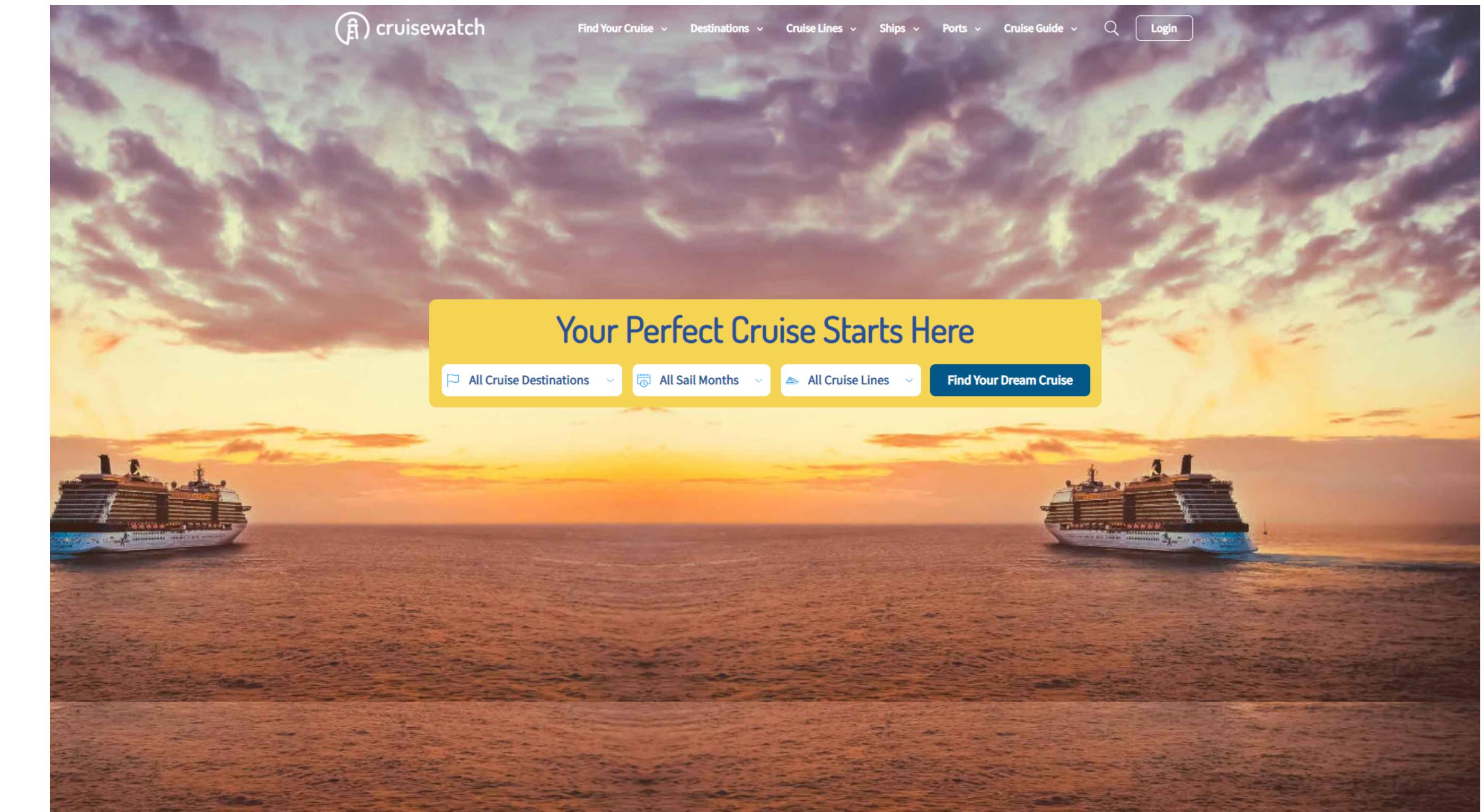
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- Instagram
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- Pinterest
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Sign up for our newsletter and we'll send the best deals to you - 100% FREE.

Your E-Mail:

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Cancellations, stranded ships & latest news
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Mediterranean Cruises
from \$299/night
[Try it now](#)

Cruise Ship Tracker
Easily track the location of ANY cruise ship - whether in port or at sea, with just one click!

Latest Cruise Price Drops
Find cruise with the potential to save

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7 Night Alaska	INTERIOR	\$1210	-64%
Norwegian Encore — May 22, 2022	INTERIOR	\$1182	-63%
7 Night Alaska	INTERIOR	\$1273	-61%

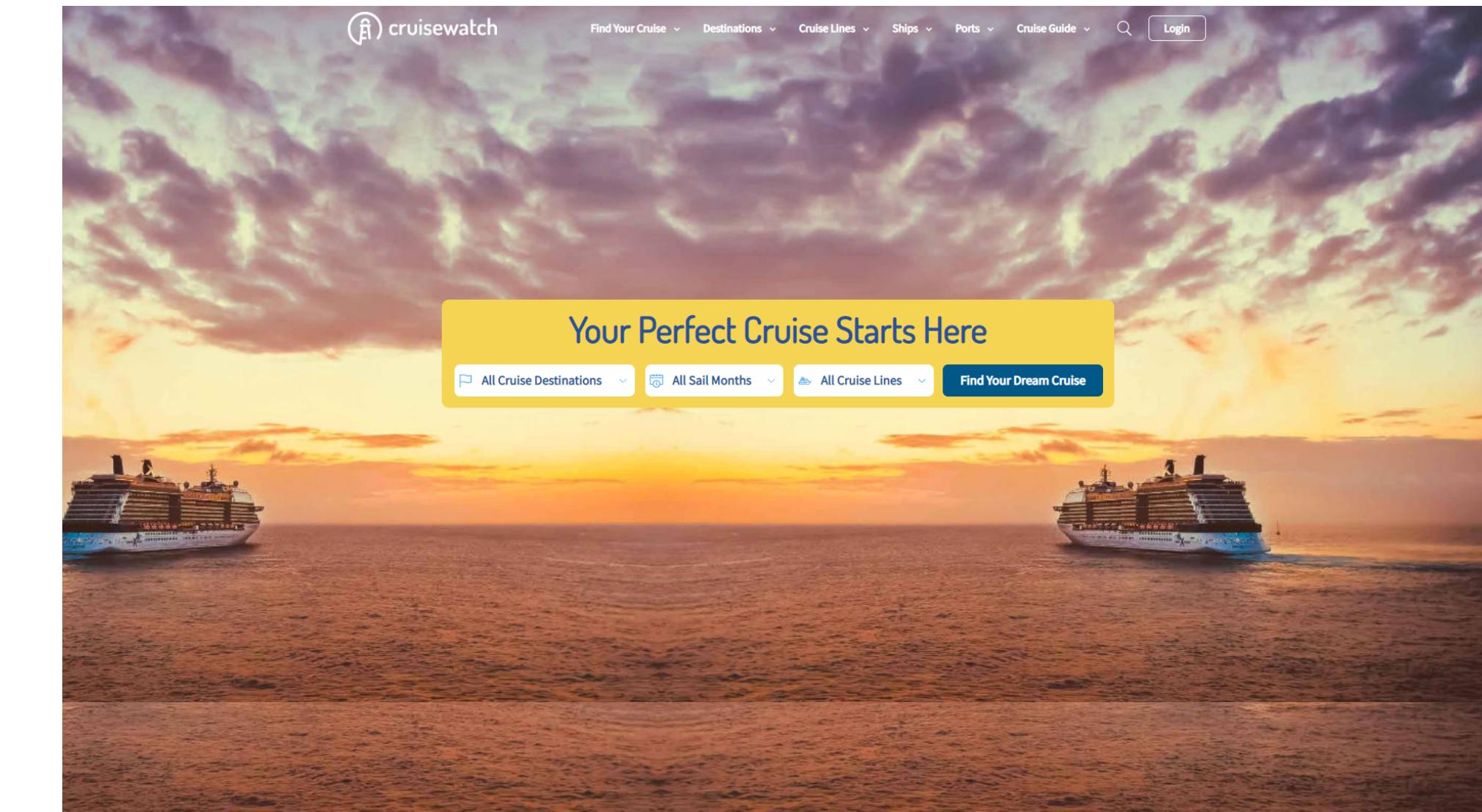
[All cruise price drops](#)

Best Cruise Deals
Get the most cruise vacation for your money

Allure of the Seas — Oct 17, 2021	OCEANVIEW	\$727	"Very good deal"
7 Night Caribbean Cruise	INTERIOR	\$563	"Very good deal"
Oasis of the Seas — Jan 01, 2022	BALCONY	\$1099	"Really good deal"
7 Night Caribbean Cruise	BALCONY	\$1170	"Really good deal"
Anthem of the Seas — Dec 31, 2021	OCEANVIEW	\$989	"Rather good deal"
9 Nights Eastern Caribbean...	INTERIOR	\$1182	-63%
Oasis of the Seas — Nov 21, 2021	BALCONY	\$1170	"Really good deal"
7 Night Caribbean Cruise	BALCONY	\$1170	"Really good deal"
Celebrity Reflection — Feb 19, 2022	OCEANVIEW	\$989	"Rather good deal"
7 Night Eastern Caribbean ...	INTERIOR	\$1273	-61%

[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 sitting on a ship deck. The banner text includes "NOW SAILING SUMMER 2021", "30% OFF ALL CRUISES", "TAKE 5 FREE", and "free AIR 2ND GUEST FLIES FREE". A "LOG IN TODAY" button is visible. Below the banner is a search bar for "Explore 403 Cruise Vacations" with fields for Destination, Port of Departure, Dates, Duration, and Ship. A "FIND A CRUISE" button is at the bottom right. The footer includes a "Chat with an Agent" link.

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

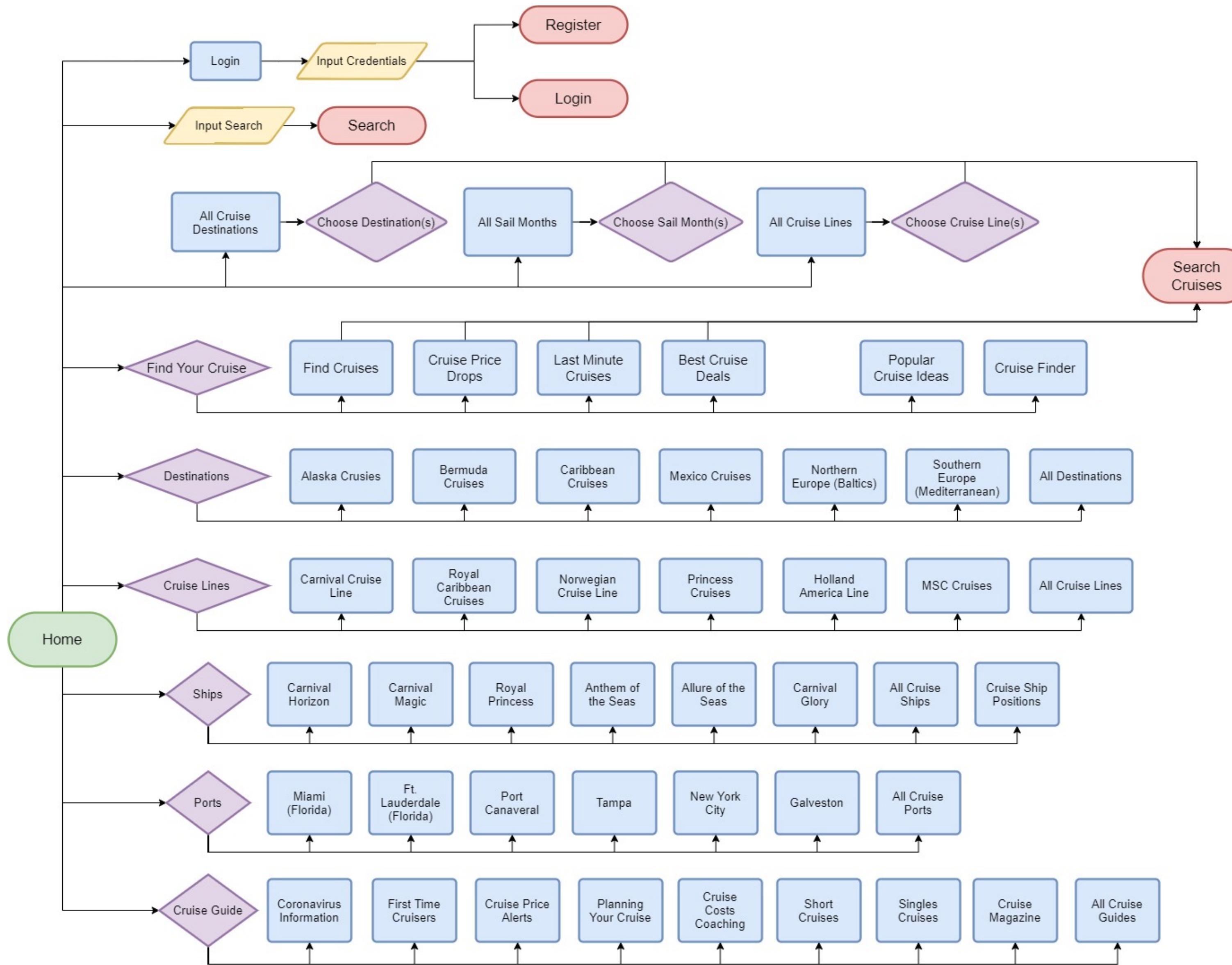
The screenshot shows the Royal Caribbean website. It features a large banner for "THE BEST CRUISE DEALS & SPECIAL OFFERS" with sub-sections for "SUMMER 2021 CRUISES", "PERFECT DAY AT COCOCAVE", and "CARIBBEAN CRUISES". Each section has a price starting from (\$225, \$219, \$399) and a "BOOK NOW" button. Below the banners is an "EXTENDED CROWN & ANCHOR SOCIETY DOUBLE POINTS ON ALL SAILINGS" offer. The footer includes a "Stress-Free Vacation Planning" link.

The screenshot shows the Avoya Travel website. The top navigation bar includes links for CRUISES, TOURS, RESORTS, DESTINATIONS, DEALS, BLOG, and ABOUT. There is also a "GET EXPERT HELP" button. The main content area features a "SEARCH CRUISES" form with fields for DESTINATION, DATE RANGE, CRUISE LINE, and a "SEARCH CRUISES" button. To the right, there are sections for "OCEANIA CRUISES" (with a "VIEW DEAL" button), "TOP CRUISE DEALS" (listing Celebrity, Regent, and Royal Caribbean offers), and a "VIEW CRUISE DEALS" button. The footer includes links for "Summer 2021 Cruises", "Caribbean Cruises from \$225", "2022 Alaska Cruises from \$429", and "Europe Cruises from \$367".



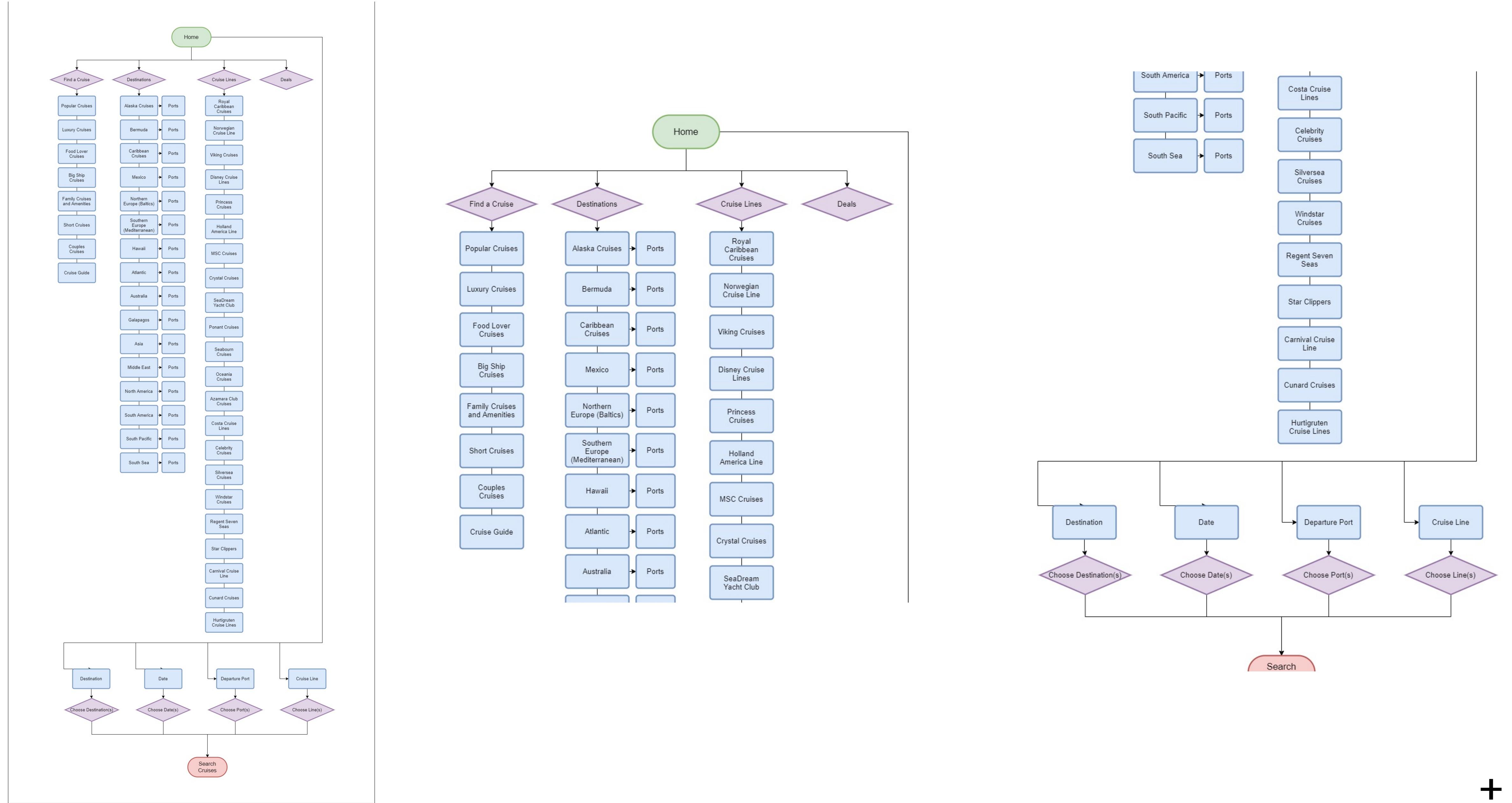
Original Website Process Flow

CruiseWatch



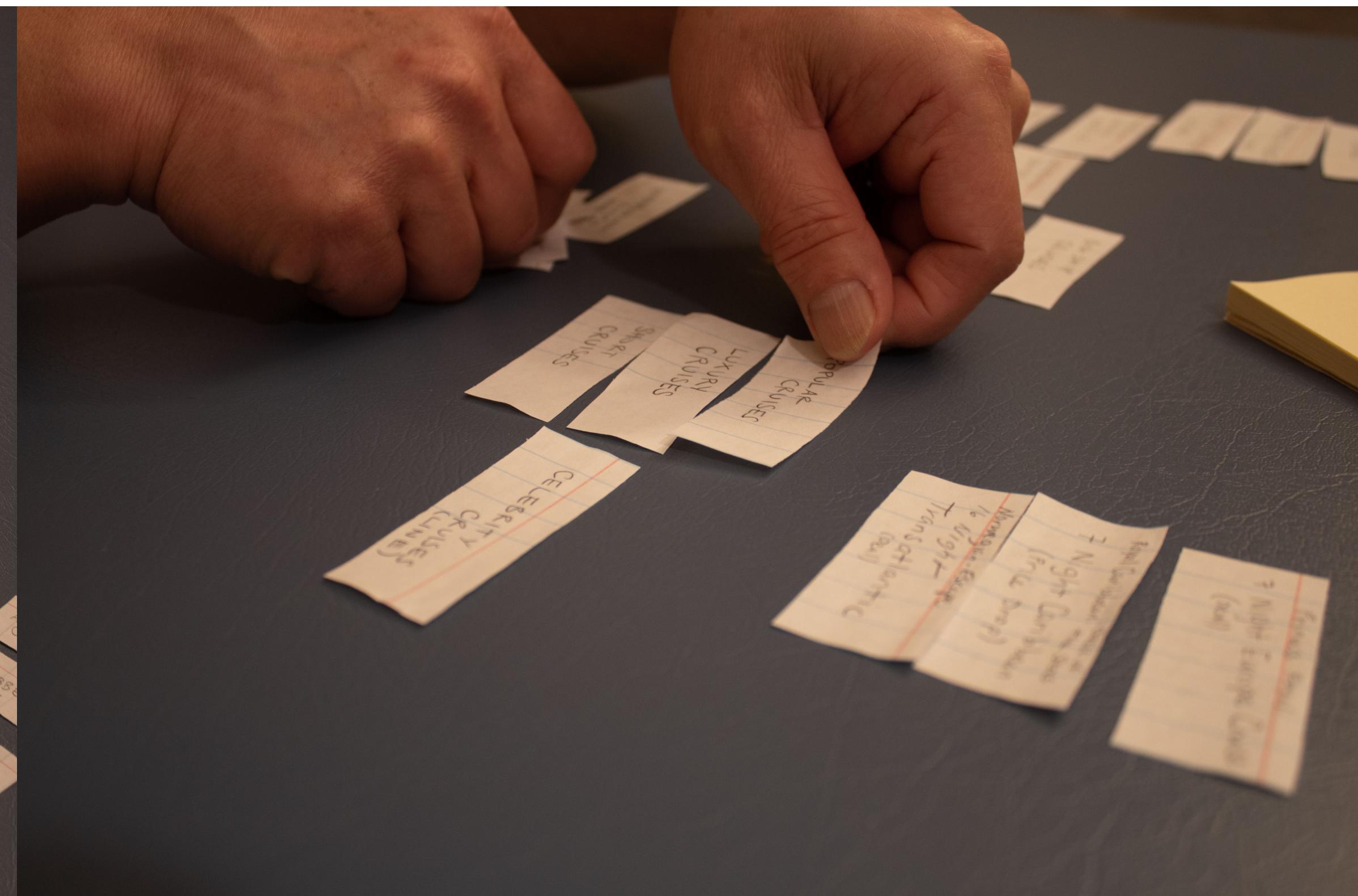
Revised Homepage Process Flow

CruiseWatch



Designing the Navigation | Open Card Sorting

Cruise watch



Designing the Navigation | Open Card Sorting (Results)

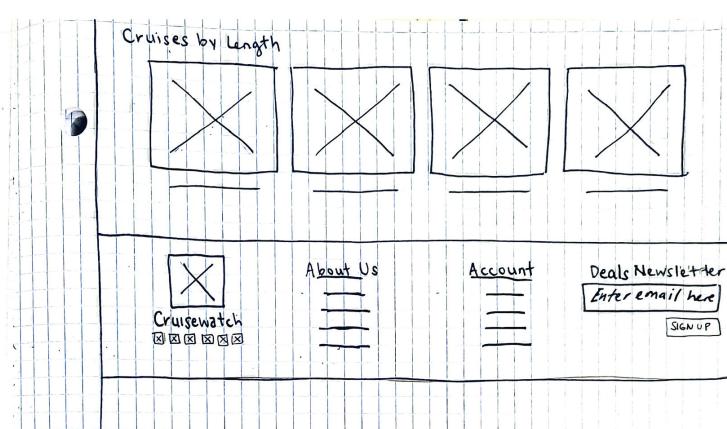
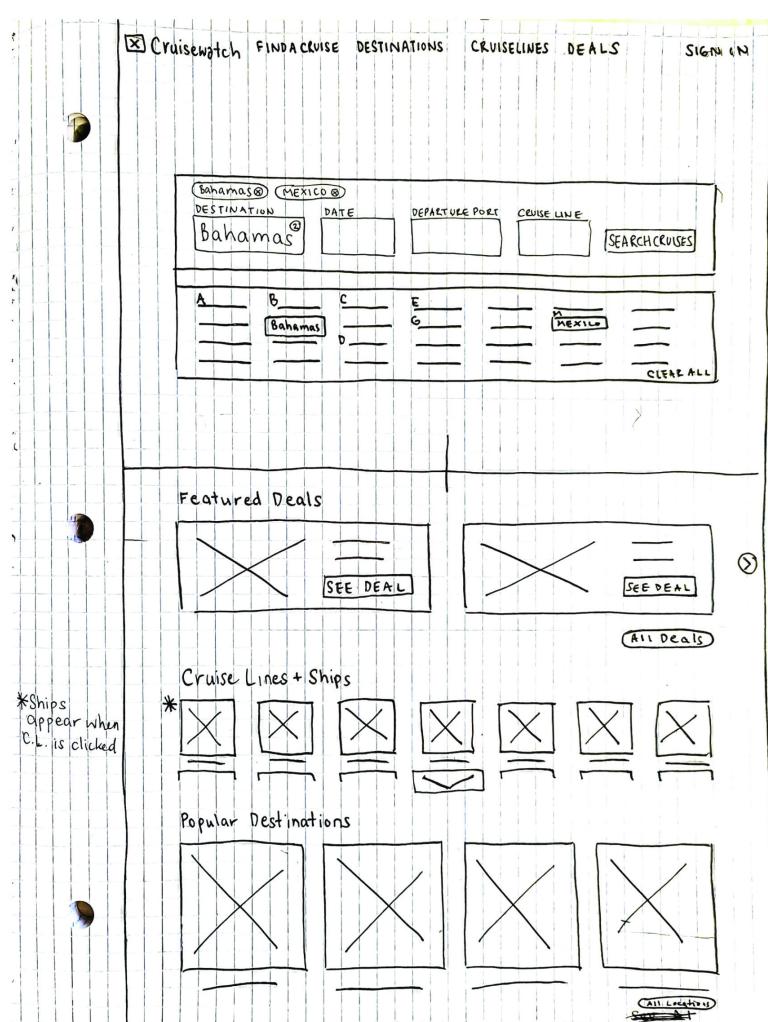
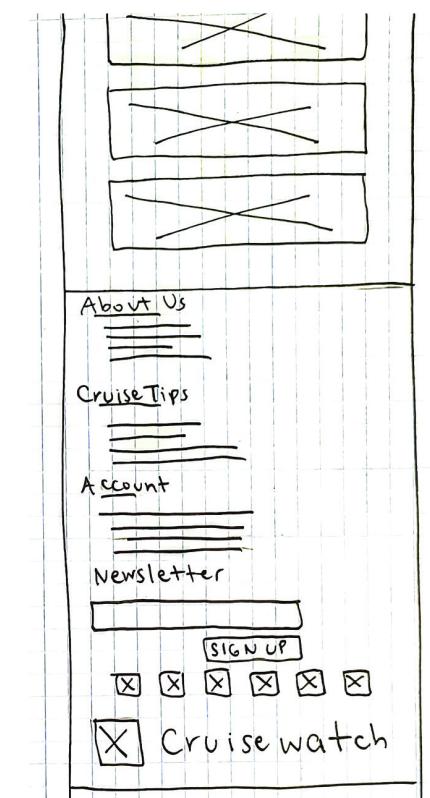
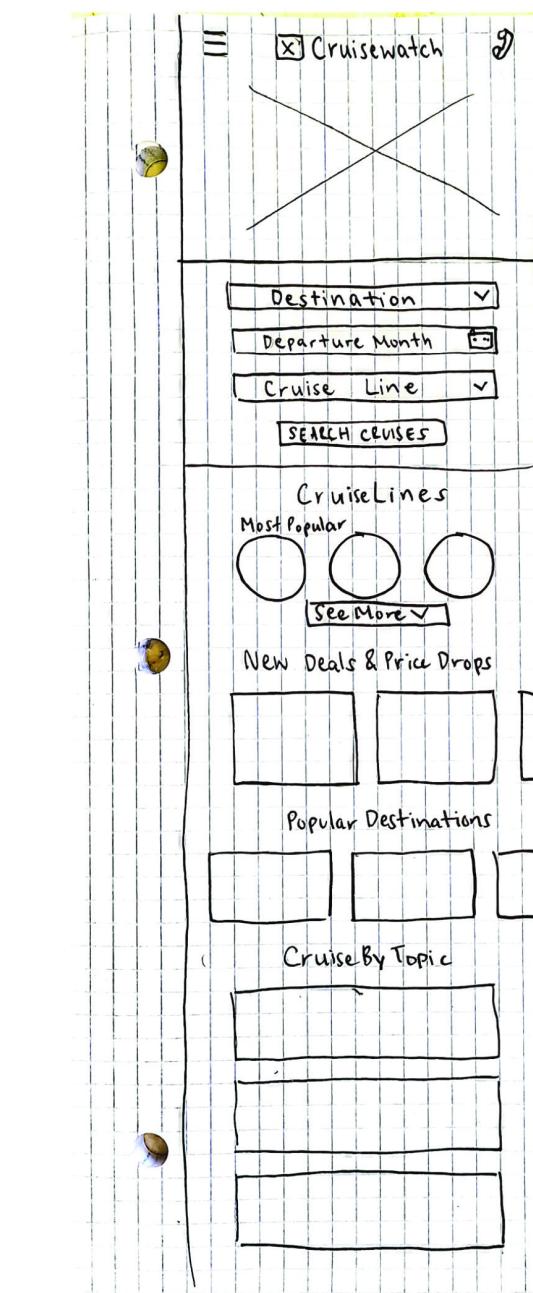
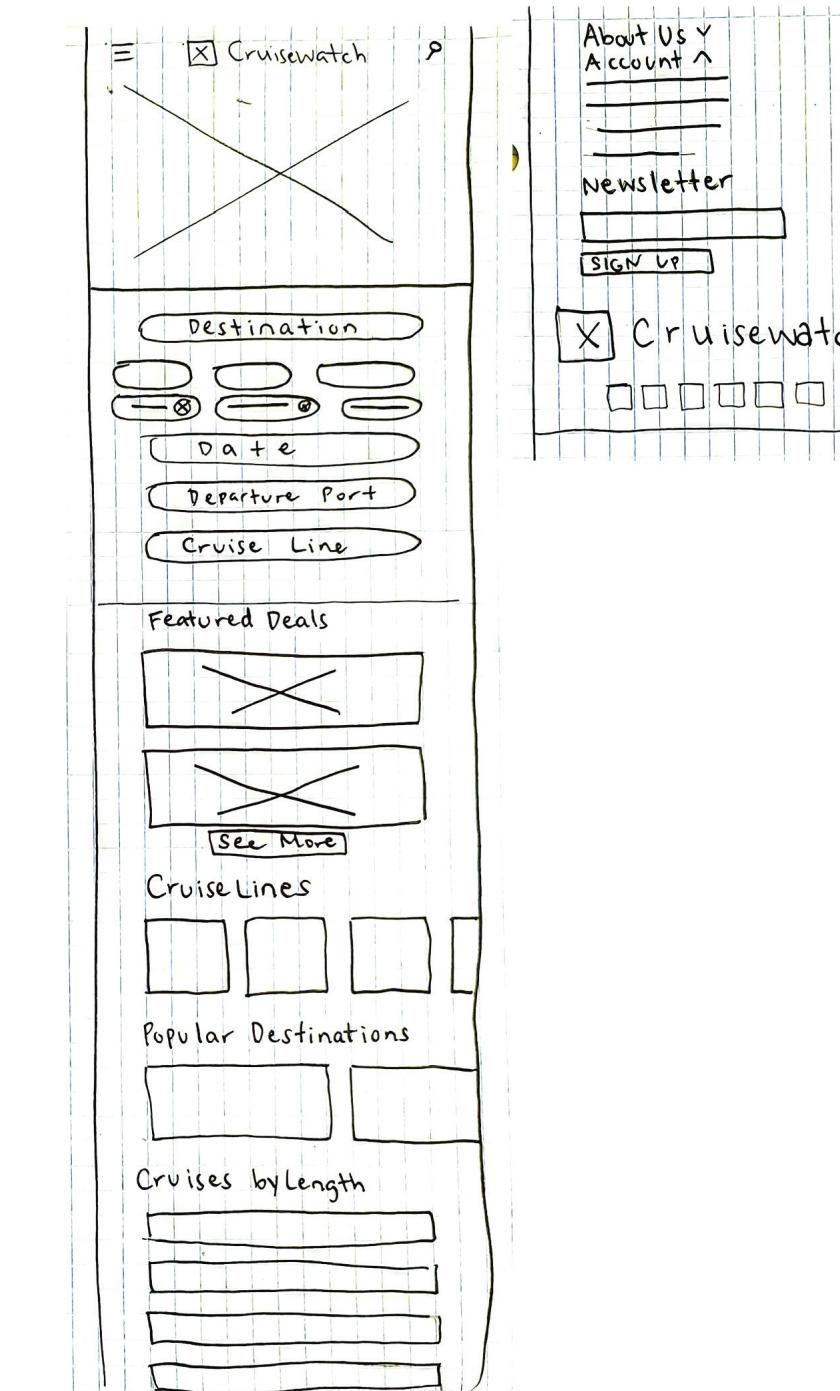
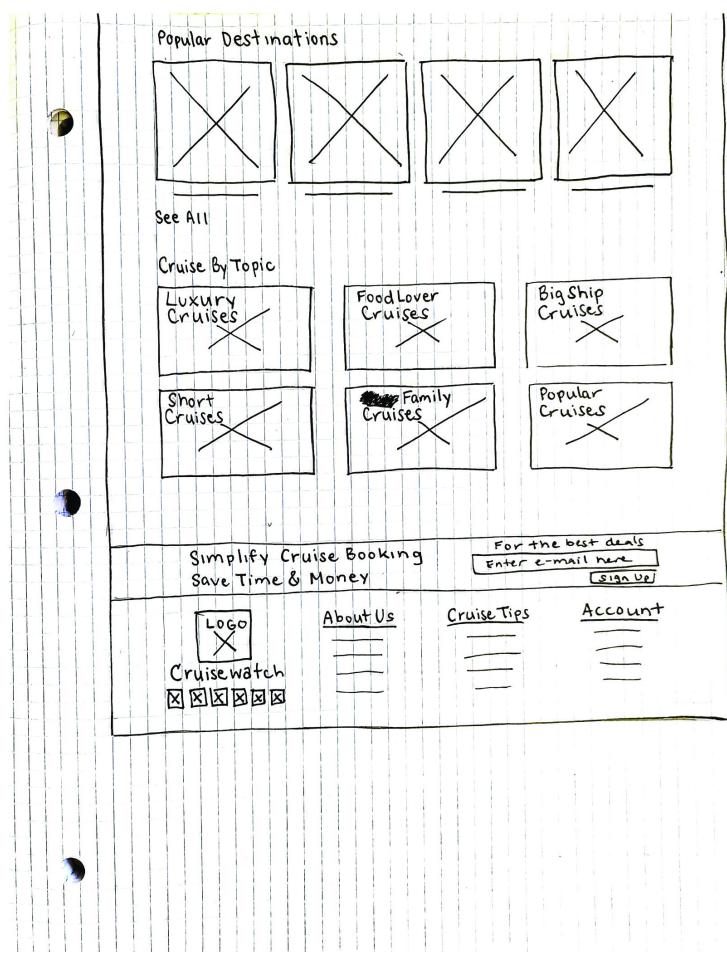
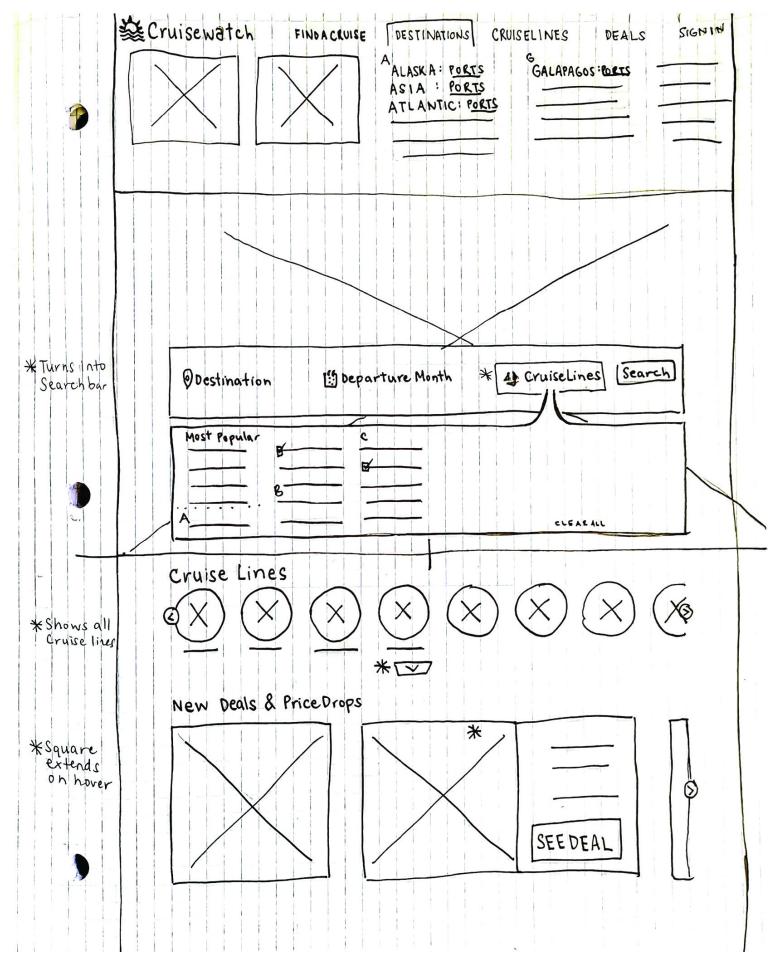
Cruise watch

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



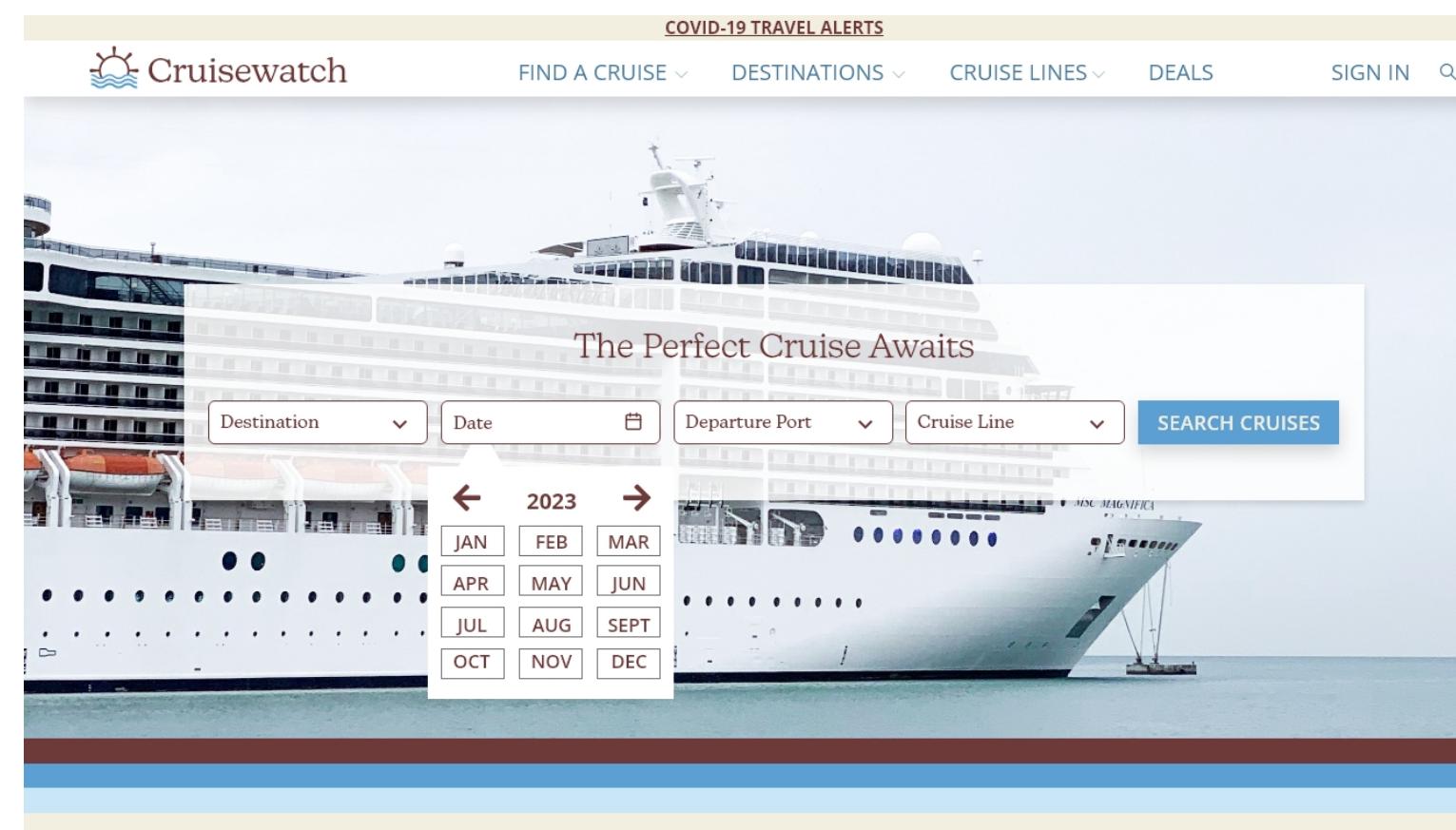
Revised Homepage | Desktop

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 "ALERTS" featuring a phone number "1-800-407-2784". Below it are promotional offers for "New Deals & Price Drops":
 - 7 Night Europe Norwegian Dawn** from \$825 (35% off)
 - 4 Night The Bahamas Carnival Liberty** from \$930-\$1,550 (40% off)
- Cruise Lines:** Logos for Viking, Carnival, and Celebrity Cruises.
- Destinations:** Sections for "Popular Destinations" (Caribbean, Hawaii) and "Cruise Categories" (Luxury Cruises, 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 "PORTS" for various regions: Asia, Atlantic, Australia, Mexico, South America, South Sea, Southern Europe, and Hawaii.





Cruise Lines



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

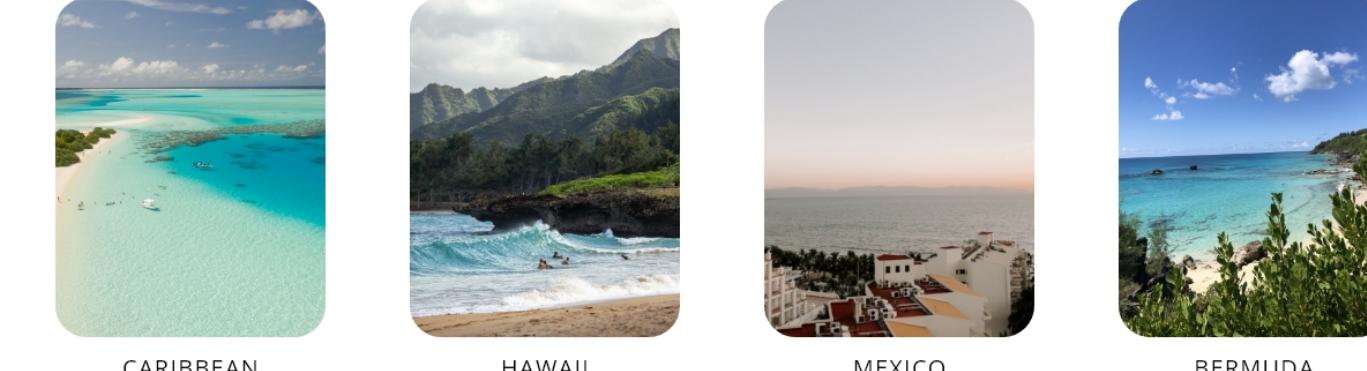
COVID-19 TRAVEL ALERTS 

New Deals & Price Drops



[SEE ALL DEALS →](#)

Popular Destinations



[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



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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



COVID-19 TRAVEL ALERTS

 **Cruisewatch**

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

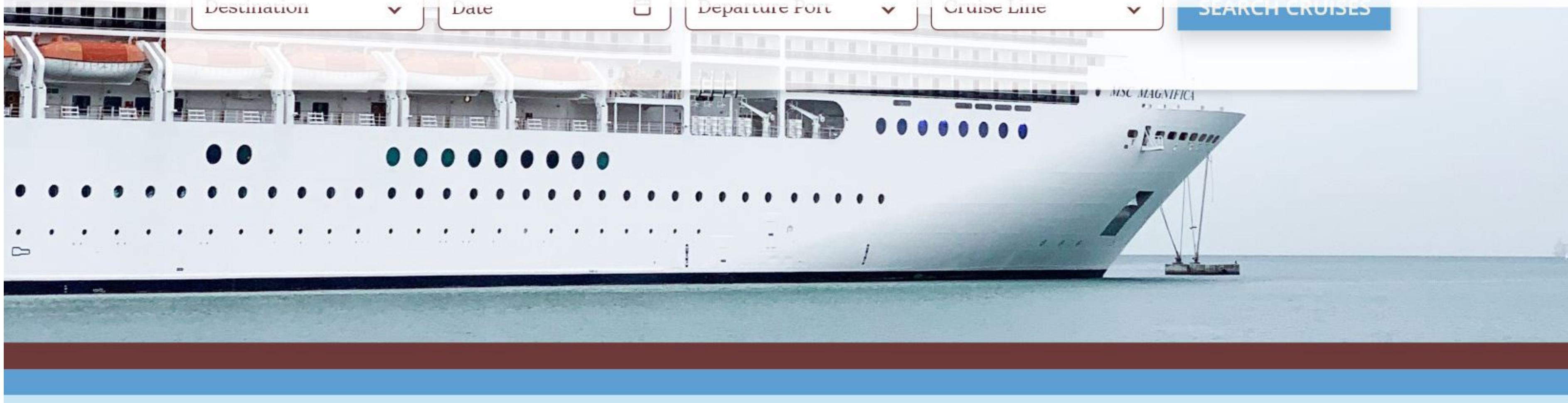
A

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**

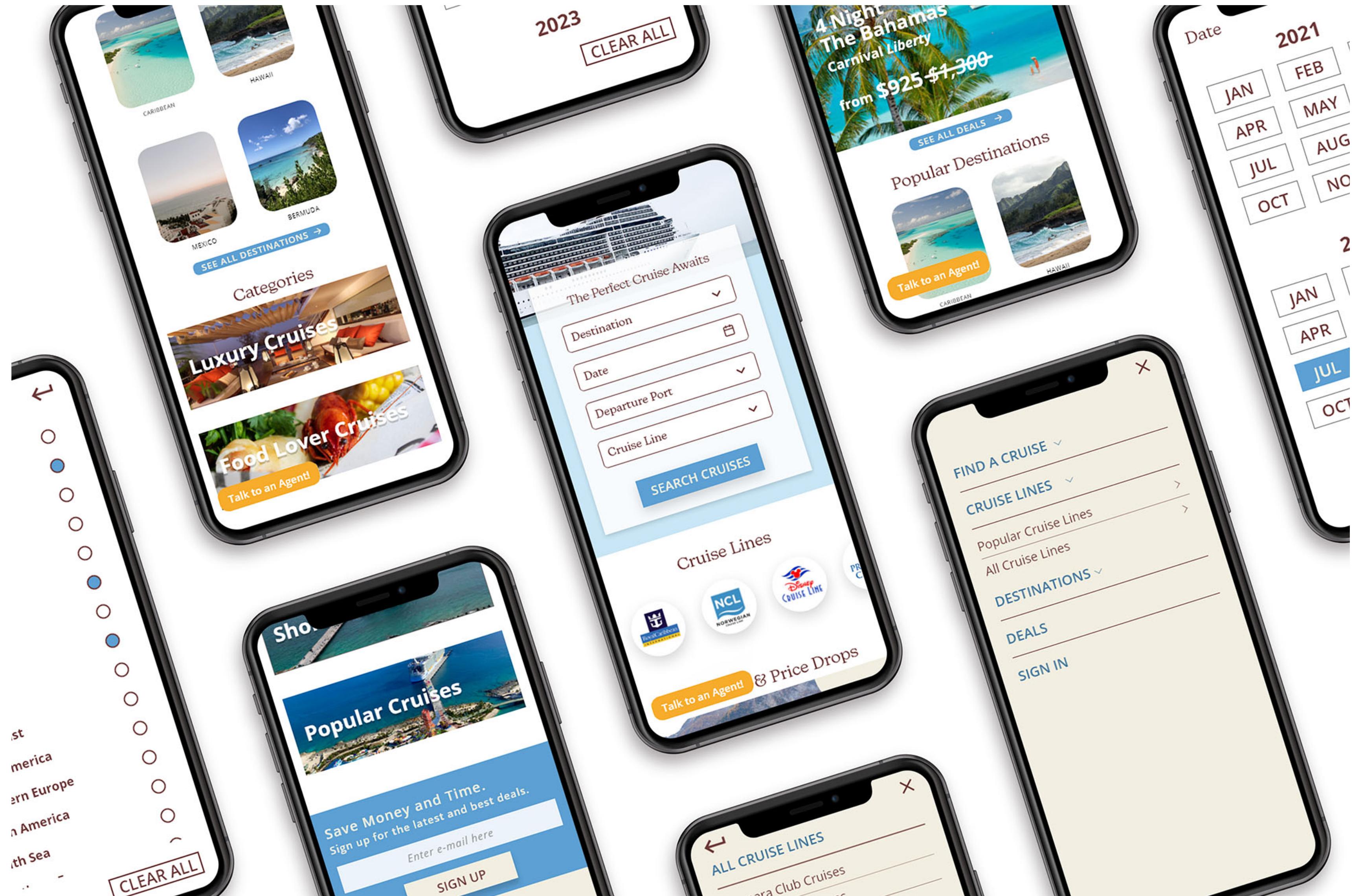


The background of the page features a large, partially visible image of a white cruise ship sailing on blue water. The ship's name, "MSC MAGNIFICA", is visible on its side. The image is overlaid with several search filters: "Destination" dropdown, "Date" input field, "Departure Port" dropdown, "Cruise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

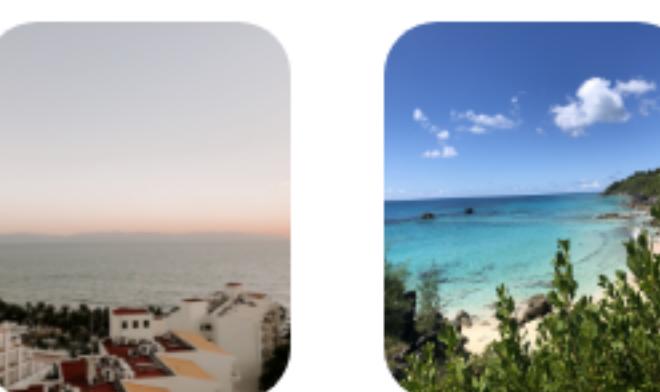
25% off

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

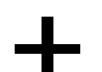
Deals

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](#)

Book Now

Itinerary

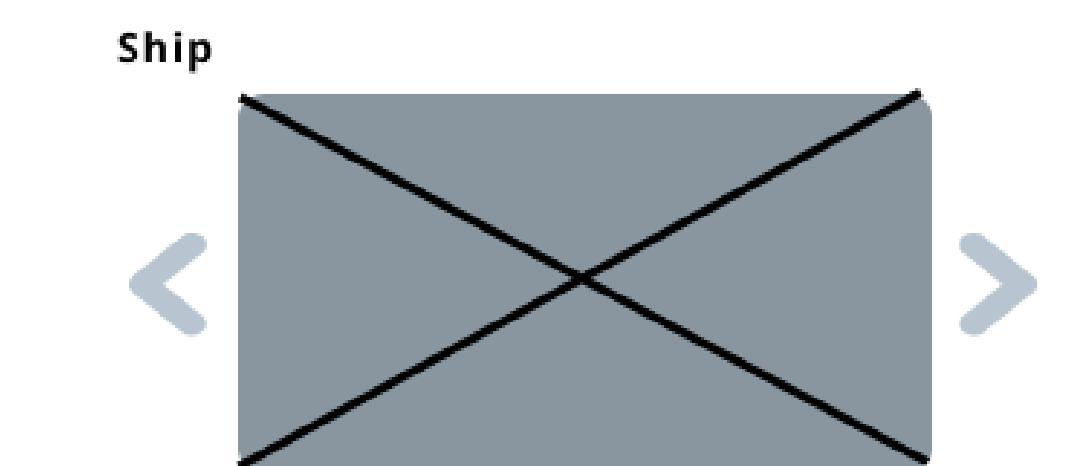
1. Copenhagen
2. At Sea
3. Tallinn, Estonia

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.



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 little taste of everything, from English pubs to rock climbing walls to onboard ice-skating rinks.

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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[Deals](#) +
[Cruise Tips](#) +



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.

QUESTIONS?

THANK YOU
THANK YOU
THANK YOU
THANK YOU