
April 4, 2019

Welcome

Tank



Design a vase.

**Design a better way
for people to enjoy
flowers in their home.**

**What we're trying to solve
is just as important as the
features we're delivering.**

Focus on outcomes and then deliverables (tasks).

April 4, 2019

Celebrity Cruises Discovery Report



Tank

What we're here to talk about

The Challenge: A quick reminder of the reason we're all here today and the problems we aim to solve

Who We Are & How We Work: Tank background & philosophy

Research Methodology: How we approached Discovery

Findings: Who we heard from, what we heard, and what we've seen

Opportunities: Areas we aren't focused on right now but don't want to lose sight of

Our Project Plan: A timeline for outlining where we've been, what's happening now, and where we're going next

Q&A: An opportunity for any questions that the team may have for broader group discussion

The Challenge

What we're solving

Celebrity Cruises is partnering with Tank Design to enhance the Celebrity Air Program, with the primary goals of:

- Delighting guests with competitive flight pricing and options
- Enabling a frictionless experience that will continuously grow Air and Cruise revenue by delivering a best-in-class platform
- Enhancing the user interface
- Innovating beyond the competition to set the standard for cruise and air booking on the web
- Encouraging guests to book air through celebritycruises.com

How we'll measure success

Ways that we will measure the success of this project include but are not limited to:

- No reduction in cruise booking
- Increase air conversions
- ROI on this initiative
- Decrease customer care calls related to air

Who We Are & How We Work

**We are a branding, experience design
and marketing agency.**

East Coast Cambridge

West Coast San Francisco

We are a strongly integrated group of researchers, strategists, designers, writers, technologists and organizers.

**We design experiences that build
deep, resonant connections between
brands and people.**

Brand Re/Creation

Brand Strategy

*Formulate a Clear
& Unique Position*



Brand Language

*Develop Brand
Asset Library*

Company, Customer &
Marketplace Research

Stakeholder Interviews

Mission, Vision, Values
Definition &
Documentation

Brand Pillars & Brand
Character Definition

Brand & Product Architecture
and Naming

Logo/Logotype/Brand Identity

Typography & Color Palette
Definition

Image Style: Photography,
Illustration, Iconography

Information Graphics

Corporate Collateral,
Stationary, Packaging,

Workplace/Retail
Artwork & Signage

Digital Experiences

Strategic Planning

*Understand Situation
& Devise Roadmap*



Experience Creation

*Design, Build, & Optimize
Digital Experiences*

Company, Customer &
Marketplace Research

Stakeholder Interviews

Persona Definition &
Analysis

Current Product/
Experience Analysis

Digital Marketing Analysis

Technology Review &
Planning

Prototype Creation and
User Testing

UAT, QA, and Launch



Design Systems

Institutional, Corporate
& eCommerce Websites

Web Products & Apps

Mobile Applications
(Web and Native)

Environmental & Retail
Innovations (e.g. AR/VR)

Connecting w/Customers

Go-To-Market Activities

*Connect with Customers &
Forge Lasting Relationships*

Optimization Plan

*Measure, Analyze
& Optimize*

Go-To-Market Strategy &
Campaign Planning

Multi-channel Campaign
Concepting and Content
Development (e.g. Video)

Comprehensive Public
Relations Services

Digital Marketing (SEO &
Paid Search, Display &
Retargeting, Email, Social)

Direct Mail, Print & Outdoor

Events & Tradeshows

Tirelessly Monitor, Measure,
and Analyze Marketing
Metrics

Improve Strategies Across
Brand Awareness,
Messaging Effectiveness and
ROI

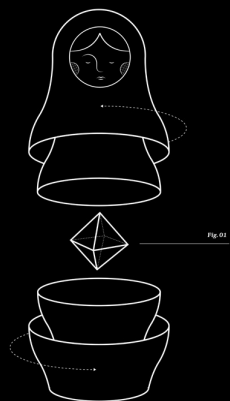
Produce and Socialize
Reporting with Any/All Key
Client Constituents

We think big. We act small.
We're flexible.
We adapt and iterate.

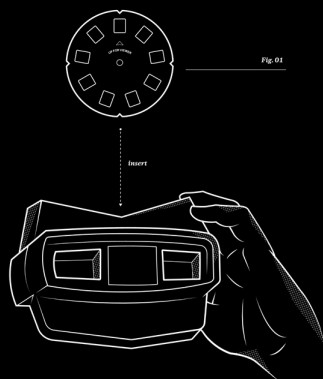
Design is visual.

Good design is visceral.

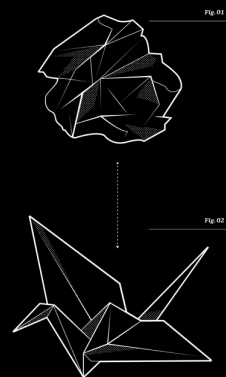
DISCOVERY



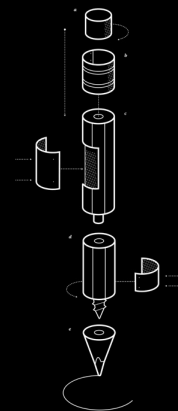
EXPLORATION



REFINEMENT

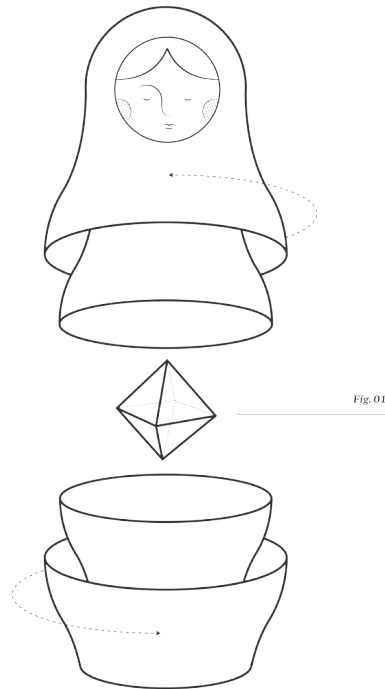


PRODUCTION



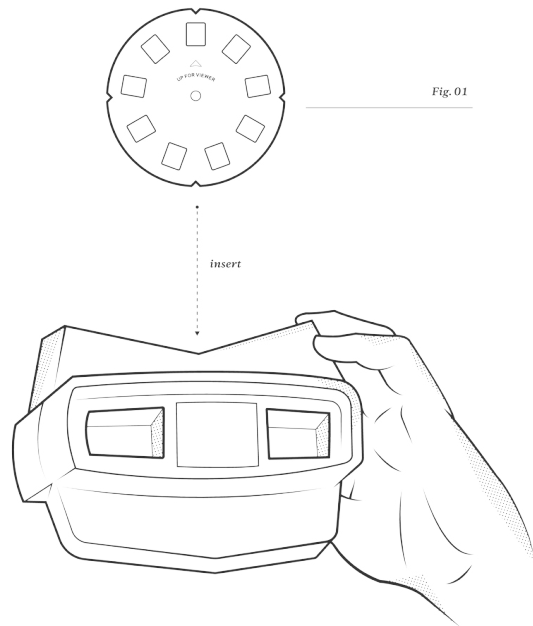
Discovery

We develop a deep understanding of your audience, business, goals, and marketplace.



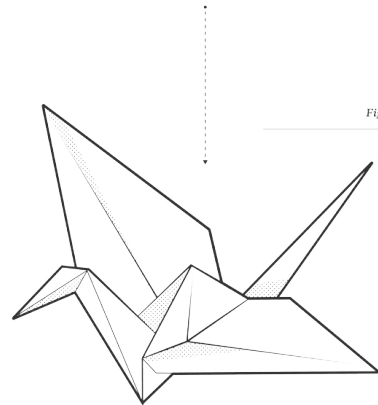
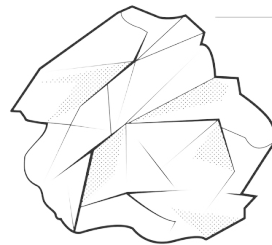
Exploration

We uncover powerful solutions through design thinking and relentless exploration.



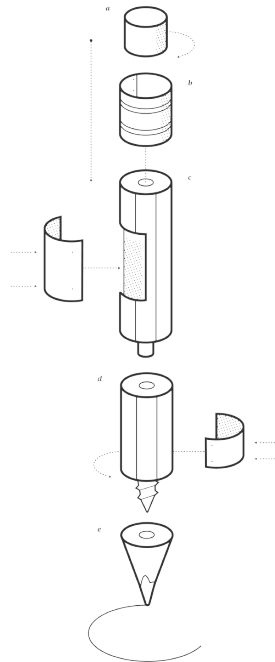
Refinement

**Refinement is where
we sweat the details.
Perfect execution ensures
maximum impact.**



Production

**Elegantly and efficiently
built to deliver your
message to your audience
exactly as intended.**



Two phases:

1. Research & Ideation
2. Agile support

Each organization is unique. We absorb your working practices and adapt our process to ensure seamless collaboration and efficiency.

**Our discovery process uncovers
the alignment of your business
objectives and customer goals.**

**We collaborate, ideate and iterate
on designs to test and validate.**

**We roll up our sleeves and pivot
when needed to support the
development process.**

Research Methodology

How we learned

Subject Matter Expert Interviews

We interviewed 14+ people to understand their perspectives and goals as it relates to the strategy for approaching this project. By looking across these stakeholders to understand commonalities and differences, key themes start to emerge.

Onboarding Resources

Absorbing all of the documentation and information that has come our way the past few weeks has been a top priority. We've been using a shared drive to digest things like personas, user flows, brand identity, voice guidelines, analytics, product demos, merchandising techniques, and more.

Landscape Analysis

Evaluating competitors (and even non traditional competitors) can help identify areas where Celebrity could 'zig' where everyone else is 'zagging'.

Who we heard from

UX/Product Team

- Neena Vicente
- Monique Nunez
- Carlos Roldan
- Lamonde Francis
- Anthony Garcia

Business Intelligence Team

- Matt Maule
- James Matas
- Matt Solari

Air Strategy Team

- Michelle Johnson
- Carlos Garcia

Marketing & Brand Team

- Steve Kalev
- Jacqueline Ravelo

Merchandising Team

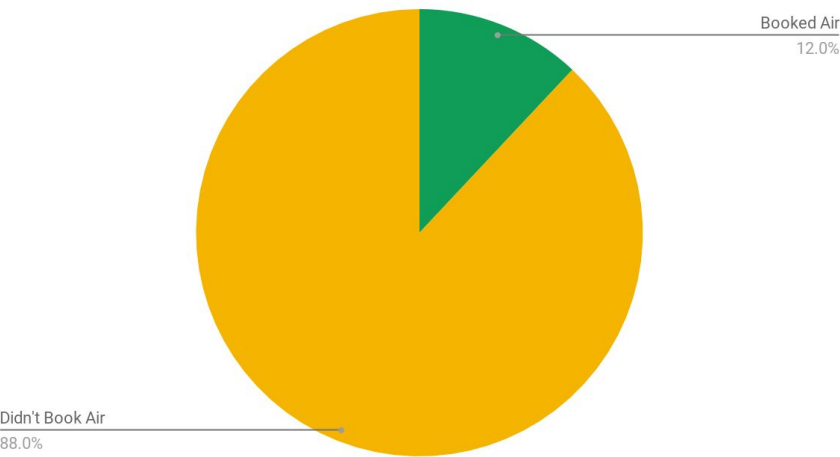
- Raul Parquet
- Natalie del Collado

Findings

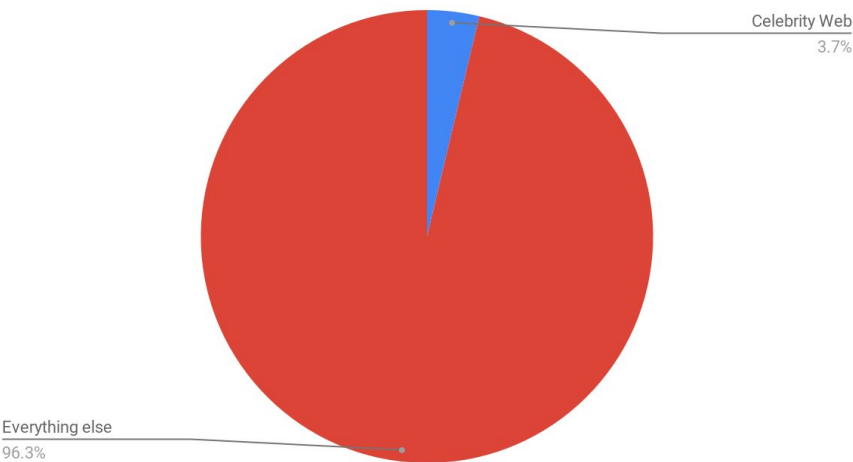
Guest Perspective

What we know about guests today

Sailed Guests (2018)



Air Booking Method (2018 through 2019 so far)



Why don't guests book air on the website?

- Slow website speed (will be resolved with new API)
- Can't find what they're looking for (experience is too complex) and want quick answers to their questions
- Complexity of their travel group
- Total vacation cost isn't clear (especially for families)
- Not all web pages are a consistent brand experience
- Want reassurance of speaking to a human
- Accessibility (color blindness, font too small etc.)
- 65+ prefer to call (generational gap) for clear information

Guests are not homogeneous

We know there are nuances to the personas you've created.

Families We Want

(First to brand, affluent families)

Values

- Traveling the world
- Safety: Stateroom and plane seat coordination
- Doing activities together
- Transportation: Airfare and airport transfers

Traditional Luxury

(Repeaters, loyalty)

Values

- Stateroom location and type: upper balcony, suites
- Premium experiences: dining, spa
- Honesty (no hidden charges, not nickel and dimed)
- Transportation: Airfare and airport transfers

They're Ours

(First to brand)

Values

- Traveling the world
- Premium experiences: dining
- Intimate gatherings with more accessible entertainment
- Exciting excursions
- Transportation: Airfare and airport transfers

Luxury

(Loyalty)

Values

- New experiences
- Excursions
- Dining
- Transportation: Airfare and airport transfers

Coordinating air and cruise yourself can be complicated

“YES! FLY IN THE DAY BEFORE! I flew into Vancouver a day early for my own Alaska cruise. The immigration line was horrendous. The party in front of me was supposed to be getting onto a cruise in a couple of hours. The time went by. The line inched forward. And I got to over-hear their increasingly desperate calls to please hold the ship. They were in line for immigration. And... **The ship had to leave without them.** I don't know how their story ended. I only saw the increasing panic as they waited in line, and the tears and rage when it finally dawned on them that they were not going to make the ship.”

“Bizmark's Mom” from Eagle, Indiana, [Cruise Critic](#)

“We were set to fly out of our local airport and were fogged in. We had booked airfare with our cruise as a package along with travel insurance. We were delayed indefinitely at the airport and it became evident that we were going to miss the cruise departure. **We called [cruise line] and were told that it was our responsibility to fly to the first port....I spoke with Delta and they tried to accommodate us but said that they were contracted with [cruise line] to get us to Miami and that was it.** After many tears and frustration, they said that our tickets fell into a protected class and that they were responsible to get us to the first port. They did arrange this very successfully and with much appreciation from us... No matter what, the [cruise line] people were terrible to us and someone should know about it.”

“Lolam”, [Cruise Critic](#)

There are trust perceptions to overcome

“Why do the cruise lines (generally) charge more than market price for a consolidator class ticket?”

Most people are just plain scared to do it on their own. USA citizens are not known for being world travelers. The Europeans and Australians travel ALL the time to foreign countries. We don't. So often times this is the first time they have left USA soil. Kind of scary and intimidating to a lot of people, especially seniors.”

Greatam from Arizona/Missouri, Cruise Critic

“I asked a travel agent the other day and she said the flight should land at least 2 hours before the ship departs...didn't think to ask her how much time we should give between the ship arriving back to Miami and the flight home. I just called [cruise line] and asked what they recommend, the agent i spoke w/ said that we shouldn't land any later than 2:30 and the ship departs at 4... wonder if i talk to another [cruise line] agent i'll get a different answer”

“Crump's Brother”, Cruise Critic

A guest perspective on the benefits

1) Flights by Celebrity Specialists available 24/7

- Peace of mind and protection from flight delays, cancellations and cruise port coordination
- Someone is looking out for you 24//7
- The ship won't leave without you

2) Choose your preferred airline

- Personalize your flight experience

3) Earn your preferred airline points

- Your airline, your points
- All the benefits of booking through your airline. And more.

4) Choose your preferred flight days and times

- Cruise on your time
- Your vacation, the way you want it

5) Best rates

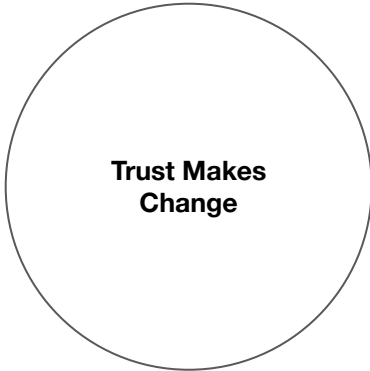
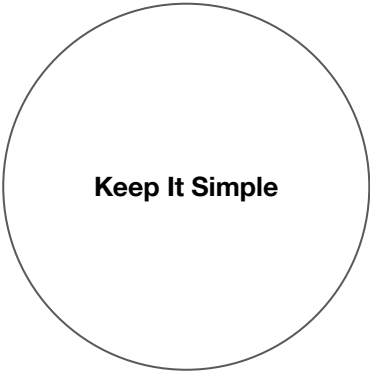
- Best prices, guaranteed
- Less headache, same price

6) Pay later

- Book now, pay later

Research Themes

Research themes



Keep It Simple

Air has to be as simple as the cruise process

We know a cruise is already an expensive commitment, and with airfare options including cabin, seat selection, departing flight, returning flight, transfers, and more... it can be daunting and it can be complicated. Especially for the 'first to cruise' audience, we need to ensure that the process feels simple and that the features for customization are available, but aren't overwhelming.

Simplistic vs. Simplicity

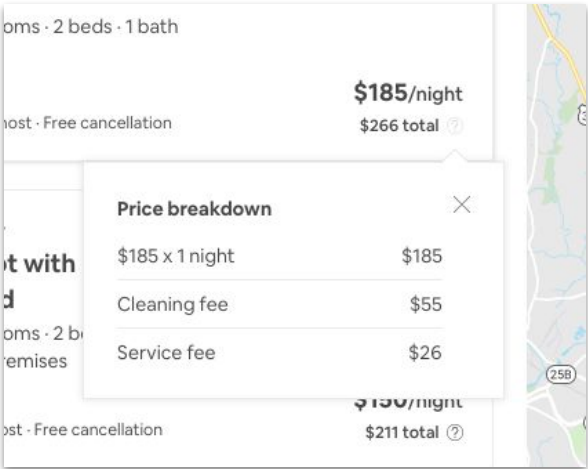
“For the simplicity that lies this side of complexity, I would not give a fig, but for the simplicity that lies on the other side of complexity, I would give my life.”

Oliver Wendell

The right information at the right time

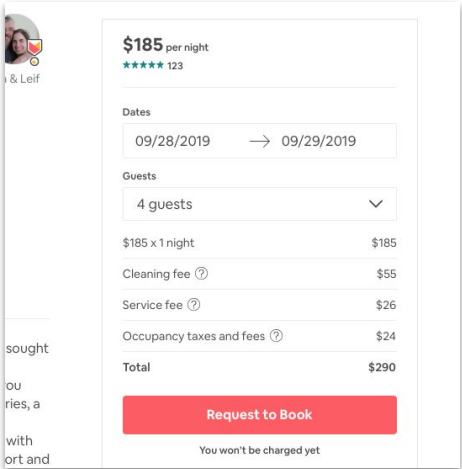
AirBnB

On AirBnB, all information is easy accessible but it is not always readily shown. This, in combination with using type hierarchy strategically, makes the page easy to scan. By continuing to put a critical eye on what information we're prioritizing at higher points in the funnel, we can clean up the interface and focus the user on just what they need to get to the next step.



Room List

A user must click into reveal the details of the price.



Room Detail

All details are clear and spelled out with a large call to action to book.

Animation to expose another level

Skiplagged

Skiplagged uses animation when you rollover the flight you're interested in to reveal extra information. This helps simplify the results page so that the initial experience only tells you that there is a stopover, not necessary when exactly that stopover is. This animation also helps direct the user's eye to the key call to action, which appears on hover.

LAYOVER DURATION		1 stop	SEA	DEN	ORD
None	23h 53m				
AIRLINES					
<input type="radio"/>	Delta Air Lines				
<input type="radio"/>	Frontier Airlines				
<input type="radio"/>	JetBlue Airways				
<input type="radio"/>	Southwest Airlines				
<input type="radio"/>	Spirit Airlines				
<input type="radio"/>	Sun Country Airlines				
<input type="radio"/>	United Airlines				
ARRIVAL AIRPORT					
<input type="radio"/>	Chicago Midway Intl (M...				
<input type="radio"/>	Chicago O'Hare Intl (OR...				
LAYOVER CITIES					
<input type="radio"/>	Atlanta (ATL)				
<input type="radio"/>	Austin (AUS)				
<input type="radio"/>	Boise (BOI)				
<input type="radio"/>	Cincinnati (CVG)				
<input type="radio"/>	Cleveland (CLE)				
<input type="radio"/>	Dallas-Fort Worth (DFW)				
<input type="radio"/>	Denver (DEN)				
11h	1 stop	5:17pm	6:25am ⁺¹	\$230	
4h	non stop	12:45am	6:50am	\$235	
4h	non stop	12:40am	6:38am	\$237	
4h	non stop	7:05am	1:00pm	\$237	
4h	non stop	11:31am	5:38pm	\$237	
4h	non stop	1:40pm	7:56pm	\$237	
4h	non stop	5:59pm	11:58pm	\$237	
4h	non stop	11:30pm	5:21am ⁺¹	\$237	
4h	non stop	10:35am	4:45pm	\$245	
8h	1 stop	12:30am	10:29am	\$246	
8h	1 stop	12:39pm	10:11pm	\$246	
8h	1 stop	2:15pm	12:19am ⁺¹	\$246	

Enter minimal information at first

AirBnB

On Airbnb, users input only a few fields of information at first. Then, as search progresses, more filters are available.

The image displays the Airbnb search interface, illustrating the principle of minimal initial information entry. On the left, a simplified booking form is shown, which only requires a few basic inputs before the search is executed.

Book unique homes and experiences.

WHERE
Anywhere

CHECK-IN **CHECKOUT**
Mon, Jul 15 **Fri, Jul 19**

GUESTS
2 guests, 1 infant

Search

On the right, the full search results page is shown for the query "Big Sur, Monterey County - Homes". The search parameters are: Jul 15 - 19, 2 guests, 1 infant, Home type, Price, Rooms and beds, Amenities, and More filters. The results list several properties, including:

- Peaceful Mountain Hideaway in Carmel Valley** (Tiny House, 2 guests, 1 bedroom, 1 bed, 1 bath, Free parking on premises - Wifi - Kitchen, \$195/night, 920 total)
- Cozy & Private 2BR Cottage in Carmel Valley** (Entire Guesthouse, 4 guests, 2 bedrooms, 2 beds, 2 baths, Free parking on premises - Wifi - Kitchen - Washer, \$166/night, 866 total)
- Charming Guest House in Carmel, CA TOT # 001407** (Entire Guest Suite, 2 guests, 1 bedroom, 1 bed, 1 bath, Free parking on premises - Wifi, \$175/night, 862 total)
- Valley Eden-Barn Rustic Retreat** (Entire House, 2 guests, 1 bedroom, 1 bed, 1 bath, Free parking on premises - Wifi - Kitchen, \$155/night, 799 total)

The interface also includes a map view and a list of filters (Price, Rooms and beds, Amenities, More filters) to refine the search results.

Iconography and color make it scannable

Orbitz

Orbitz displays flight upgrades as a pop up module with clear information on the benefits and cost of each upgrade.

Upgrade your flight

Note: Fare includes both inbound and outbound flights for all travelers.

Basic Economy Cabin: Coach Show more	Checked Bags	Seat Choice	Carry On Bag	Included	Select
Main Cabin Cabin: Coach Show more	Checked Bags	Seat Choice	Carry On Bag	+ \$120 ⁰⁰	Select
First Cabin: First Class Show more	Checked Bags	Seat Choice	Carry On Bag	+ \$1,810 ⁰⁰	Select
First Flexible Cabin: First Class Show more	Checked Bags	Seat Choice	Carry On Bag	+ \$2,824 ⁰⁰	Select
Main Cabin Flexible Cabin: Coach Show more	Checked Bags	Seat Choice	Carry On Bag	+ \$2,916 ⁰⁰	Select

Minimize content types and styles in search results

Only 3 tickets left at this price!

Save \$30 by leaving on **Tuesday, July 16th** and returning on **Thursday, July 18th**



\$379⁵³ + \$74⁴⁷ (taxes) = **\$454⁰⁰** Average price per person (taxes & fees included) **SELECT**

American Airlines Flight 479	5:00am Tue, Jul 16 8:07am Tue, Jul 16	Boston (BOS) Dallas (DFW)	① Basic Economy Nonstop - 4h 7m
② 1h 8m layover in Dallas (short connection)			
American Airlines Flight 4173	9:15am Tue, Jul 16 10:56am Tue, Jul 16	Dallas (DFW) Monterey (MRY)	① Basic Economy Nonstop - 3h 41m
Operated by Envoy Air As American Eagle			
Total Trip Time (including layovers): 8h 56m Select this departure			
American Airlines Flight 5905	7:14pm Thu, Jul 18 9:05pm Thu, Jul 18	Monterey (MRY) Phoenix (PHX)	① Basic Economy Nonstop - 1h 51m
Operated by Mesa Airlines As American Eagle			
② 1h layover in Phoenix (short connection)			
American Airlines Flight 2588	10:05pm Thu, Jul 18 6:02am Fri, Jul 19	Phoenix (PHX) Boston (BOS)	① Basic Economy Nonstop - 4h 57m
Total Trip Time (including layovers): 7h 48m Select this return			

Set a price alert for this flight




JustFly

Many travel booking sites overwhelm users with lots of information in the search results.

<input type="checkbox"/>	 Delta	7:35a BOS	Nonstop	11:18a SFO	Nonstop 6h 43m	+\$15 per person
<input type="checkbox"/>	 JetBlue	1:57p SFO	Nonstop	10:52p BOS	Nonstop 5h 55m	Choose

Hurry! Only 2 seats left at this price

No risk! Book now and cancel for free within 24 hours

 Choose your hotel >  Choose your room >  Choose your flight

Orbitz and Priceline

Orbitz uses a lot of gray and black typography in fewer sizes than most travel booking sites. This simplification aids in scannable and legible content.

Priceline also has a simply designed search results.

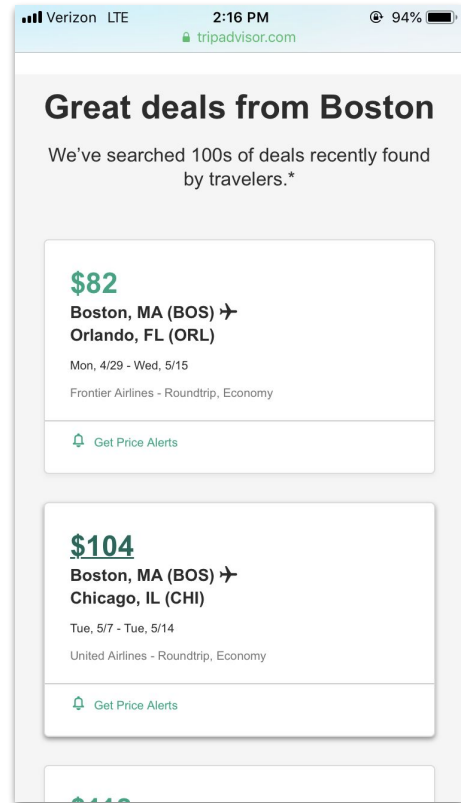
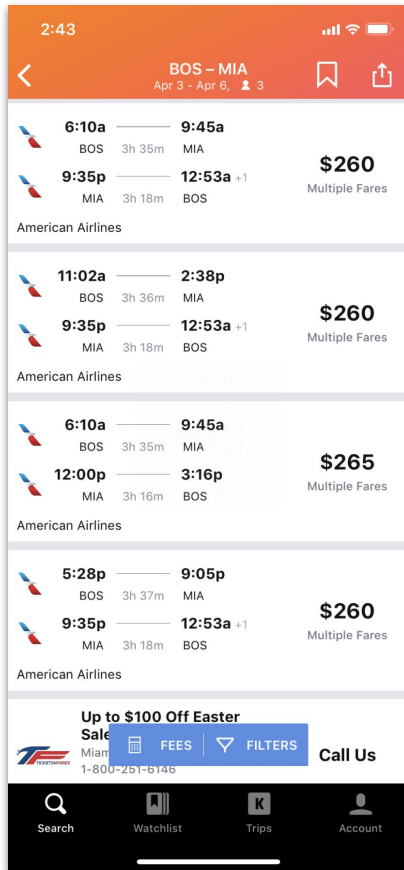
... and on mobile, too

Kayak

Even with limited real estate, Kayak is successful in their search results display. They dedicate an entire column just to price display.

Trip Advisor

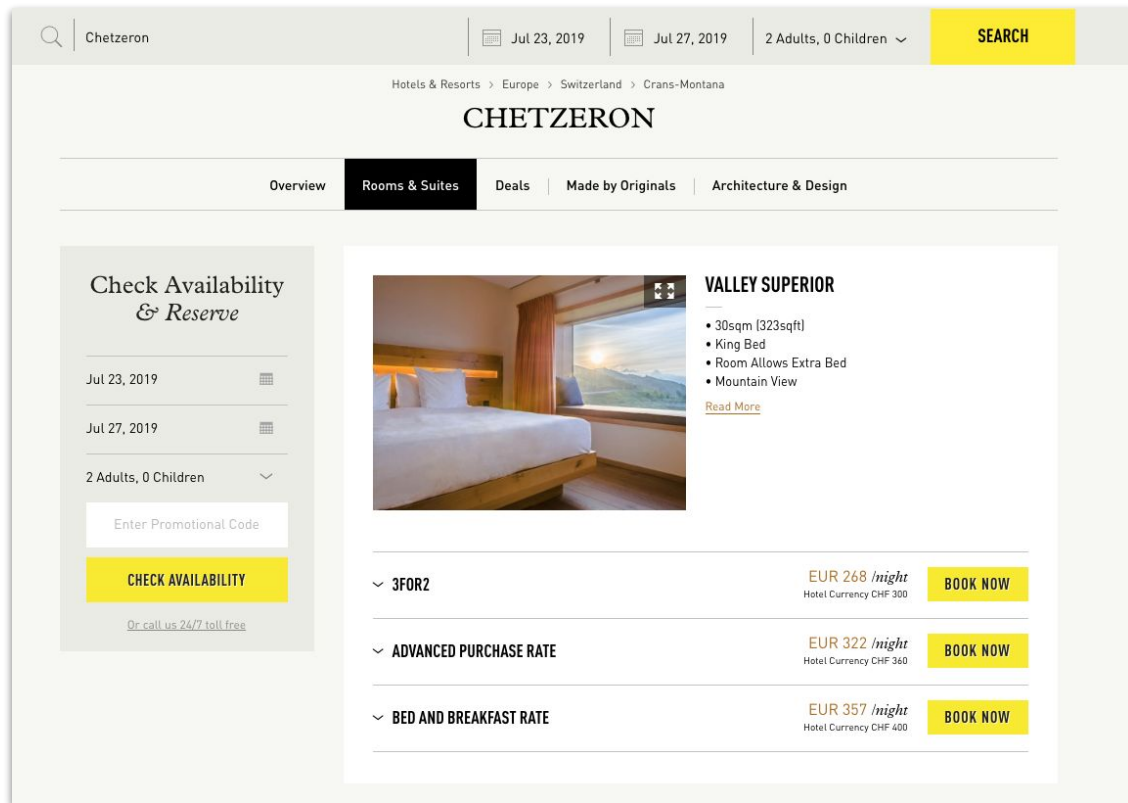
Using cards to distinguish between flights, the options feel clear and uncluttered.



Focused (and intentional) use of color

Chetzeron

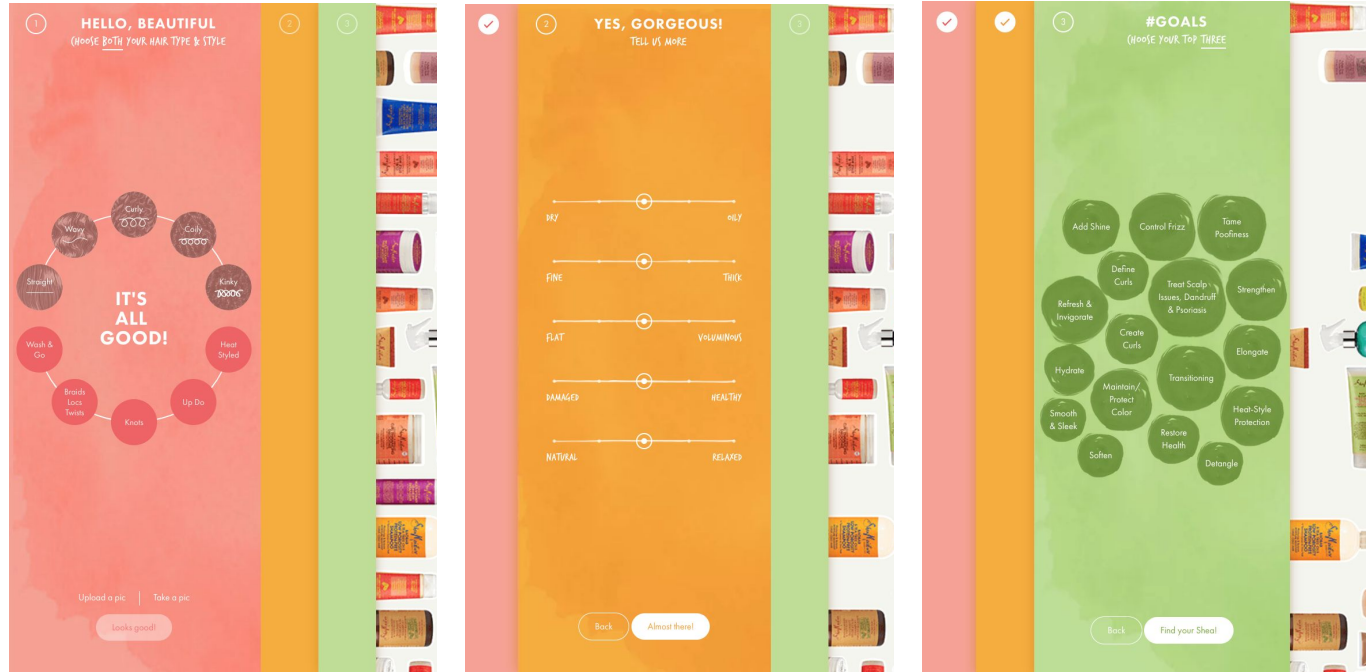
Focused color palettes aid in a scannable user interface with clear calls to action.



One step at a time to focus the user

SheaMoisture

There are a ton of factors that go into triangulating the right product for your curly hair. SheaMoisture's product finder approach allows you to focus on one question at a time, weighting your inputs and building a profile for what your needs are, and then giving you results that are curated. While this adds clicks (vs. asking all at once), it focuses the user on one task at a time making, simplifying each step.

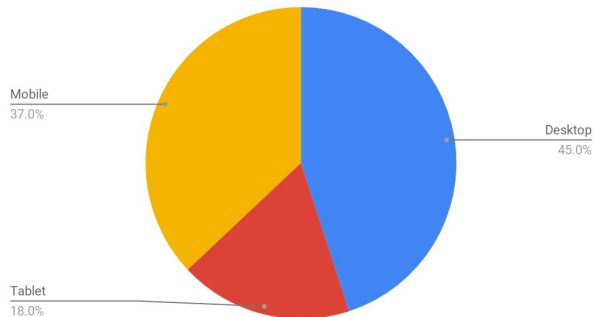


Keeping it simple will help our mobile browsing guests

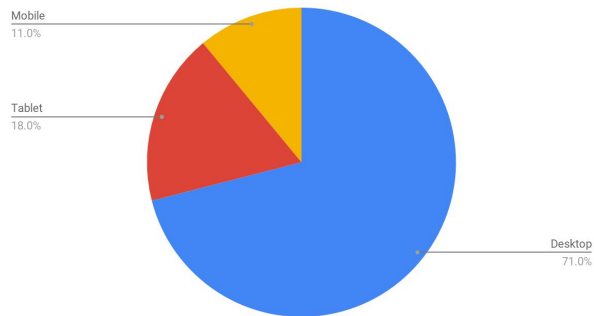
The smaller the screen size, the more critical we need to be about what content and functionality is prioritized into the digital experience. In short, we need to keep it simple.

As traffic from mobile devices grows, we need to build an air booking experience that is intuitive and easy to navigate on any screen size resulting in more guests booking air through a mobile device.

Overall traffic



Method Booking Air



We know that users rely on mobile for vacation planning

“Today, 48% of mobile users in the U.S. are comfortable researching, planning, and booking an entire trip to a new travel destination using only their smartphone. At the same time, people who have a negative experience on mobile are 62% less likely to purchase from that brand in the future than if they have a positive experience.”

Google Insights

Source:

<https://www.thinkwithgoogle.com/marketing-resources/experience-design/mobile-landing-page-design-strategy/>

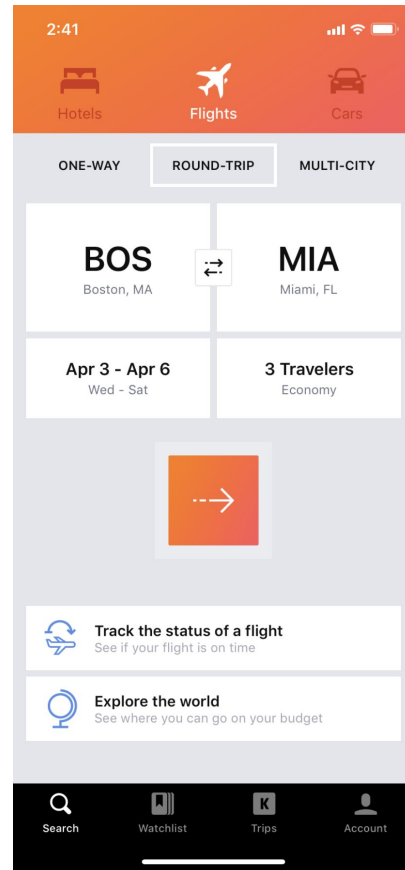
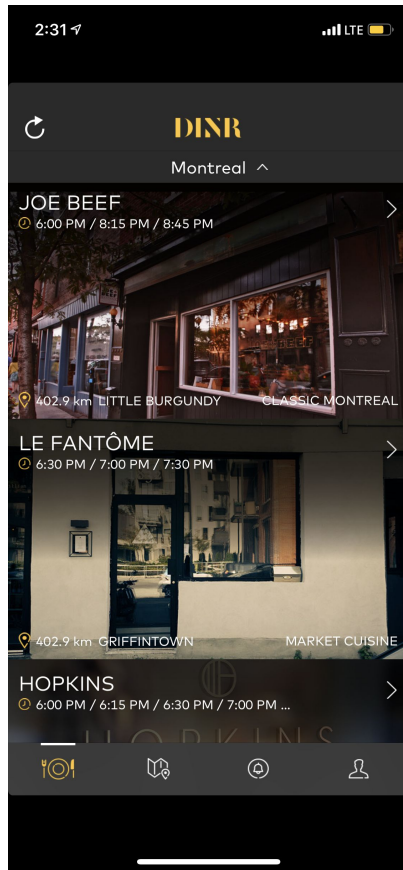
Using limited real estate to create impact

DINR

This Canadian restaurant reservation platform doesn't shy away from full bleed images and promoting key pieces of content in their list view, making a functional page that could be cluttered feel clear and streamlined.

Kayak

Taking up space strategically on a mobile device draws attention to the most important areas within your viewport. In this case, your origin and destination.



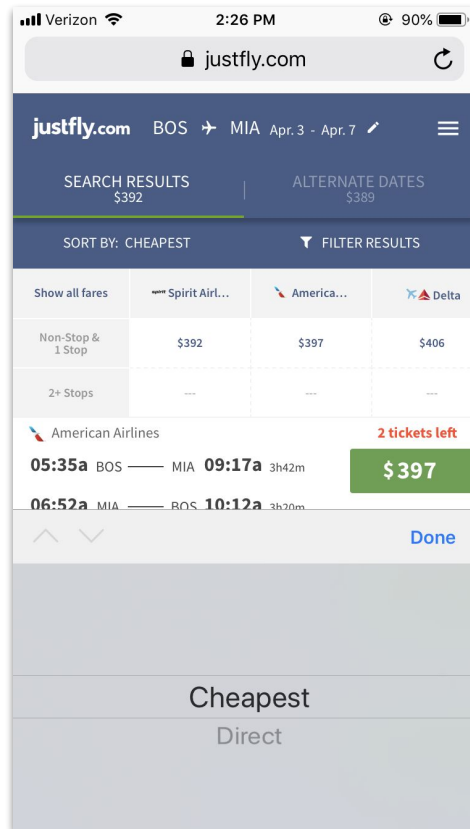
Reduce noise and rely on understood paradigms

Hipmunk

While Hipmunk tries to include key content in its mobile experience, its experience suffers in that it ends up cluttered and difficult to scan on a small device.

Justfly

Justfly relies on native interactions for things like select boxes. It's important during mobile development to weigh creating brand specific experiences that override native ones.



Personal is Premium

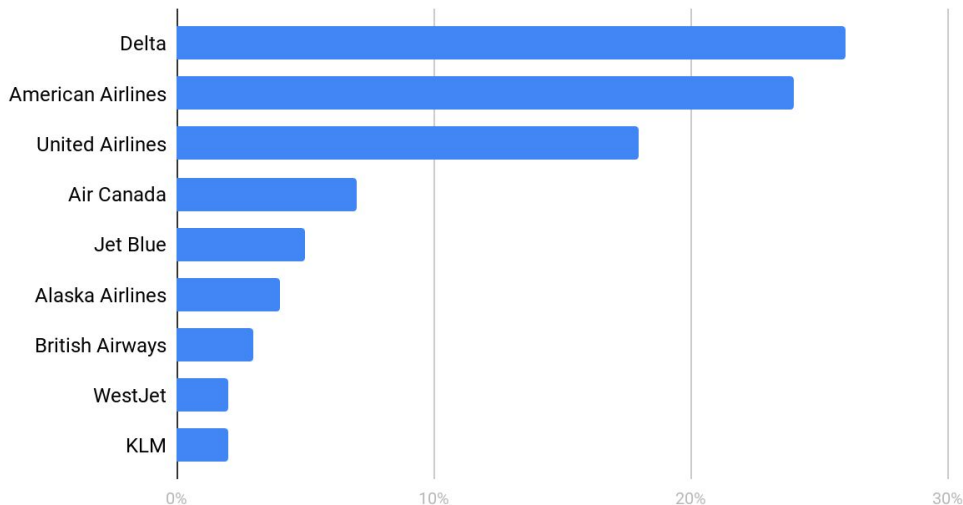
Keeping it user focused

We learned that the Celebrity brand prides itself on differentiating through its premium and personal priorities — rooted in more intimate cruise sizes, stellar culinary experiences, sophisticated/innovative design, consistently thoughtful service, and more. We also know that merchandising and promotions are effective tactics for encouraging users through the funnel. The balancing act between an experience that feels high-end while still strategically injecting these proven methods will be critical as we rethink the Air experience.

Remembering carrier preferences can be a differentiator

Guests have loyalty to airlines already. The opportunity to utilize this existing preference and show custom flight results based on that is a way to make the experience more personalized. Furthermore, for guests who come back for more, we should remember their preference.

Airline Booked (2018)

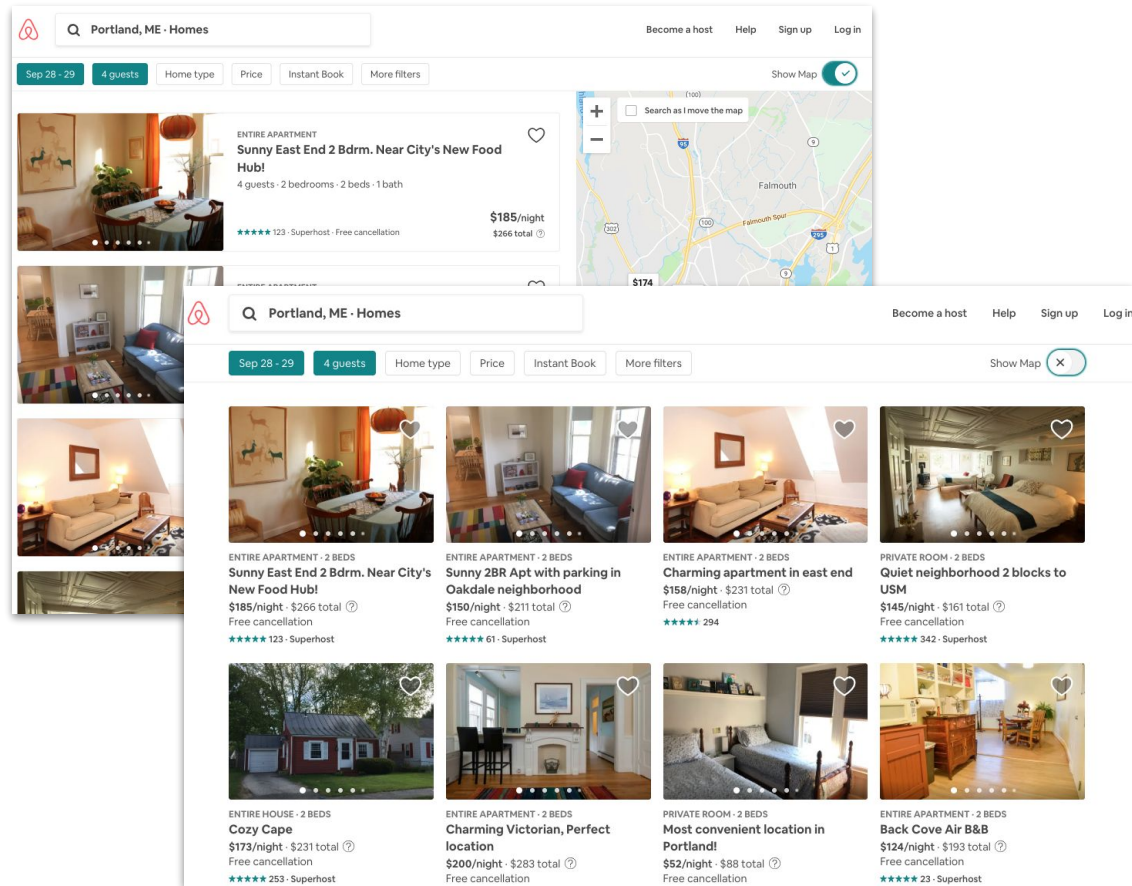


Allowing for view customization and saving

AirBnB

AirBnB shows users a default view but allows them to change their view for a more personalized feel.

For users who aren't ready to commit, AirBnB lets users "favorite" their picks for later. If you don't have an account for those favorites to be saved, there's an easy login or signup flow to encourage user engagement. Or, don't make the user work at all and surface their previously visited favorites via cookies.



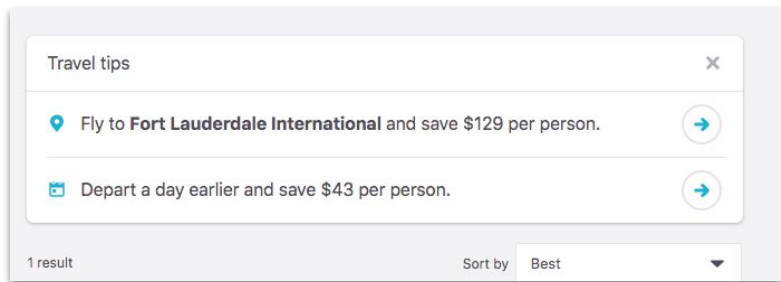
The experience comes to you where you are



KLM Airlines

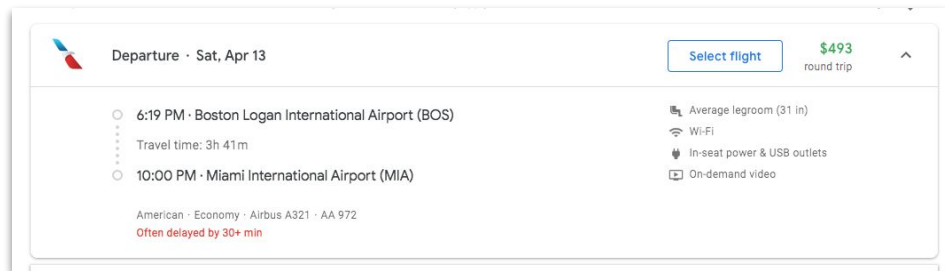
Utilizing an immersive experience, KLM Airlines makes you feel like you're in this cave of glittering glow worms in New Zealand or walking through the Rainbow Mountains in China. Leveraging this kind of photography and video perspective makes you feel like you're really there and that the experience is no longer just limited to the website you're on, but beyond. By investing in this kind of emotional journey, it's a way of inviting the user into the brand experience.

What users care about is the #1 priority



Skyscanner

Prioritized above flight search results, Skyscanner gives you helpful tips related to your inputs. With one click you can update your search to save you money.



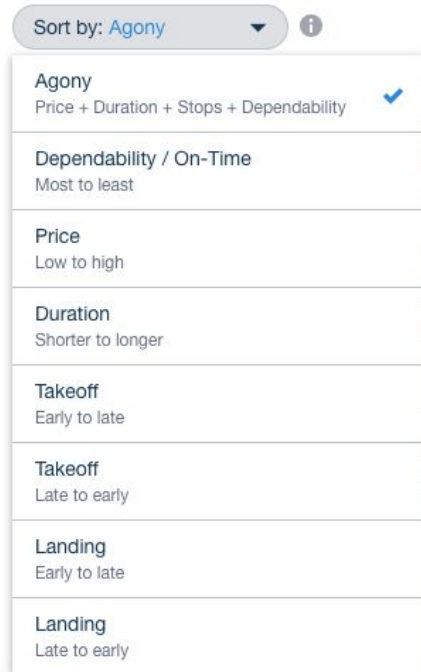
Google Flights

Google Flights goes the extra mile and lets you know that this flight is often delayed by 30+ minutes. This information may even deter the user from booking the flight and may have revenue implications. The details Google chose to elevate are also very user centric by highlighting the amenities on the search results page.

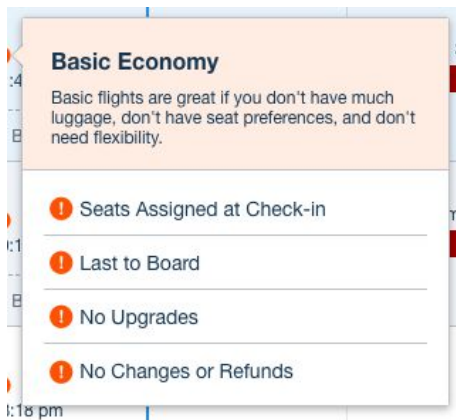
User first sorting and transparency

Hipmunk

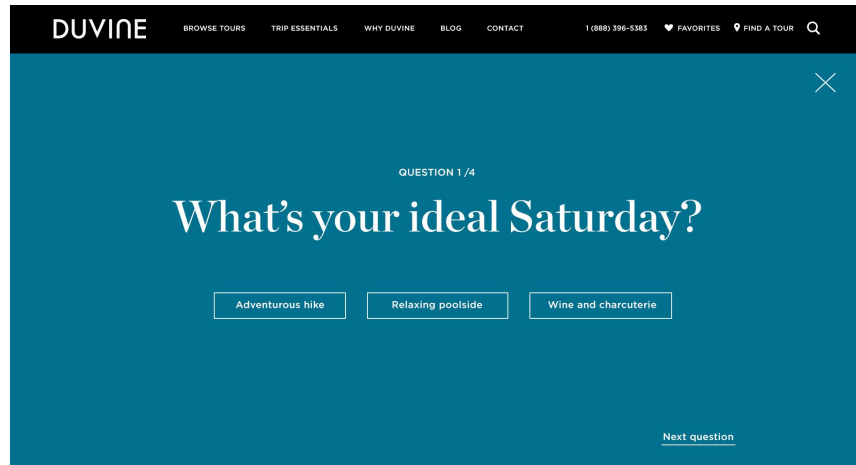
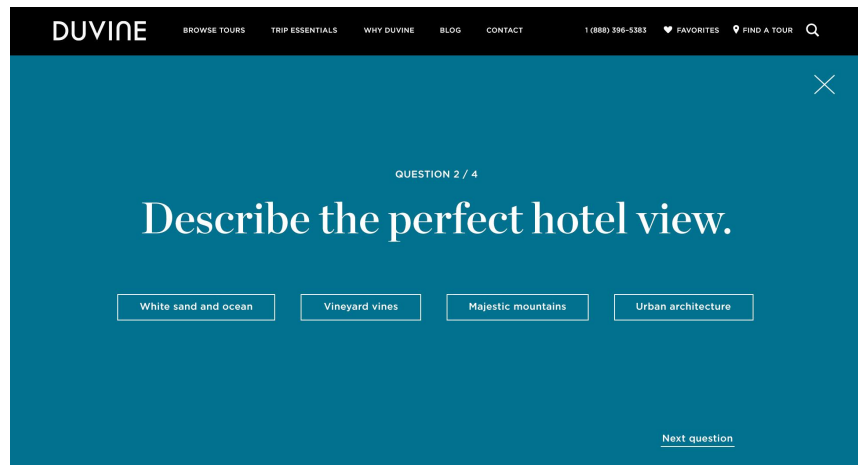
Hipmunk considers the users needs first with unique sorting like “agony” and “dependability / on-time”. They also clearly display which each category of seats includes.



Agony is our unique flight sort which helps you find flights with the **lowest prices, shortest duration, fewest stops, and best on-time performance.**



Curated results based on personality



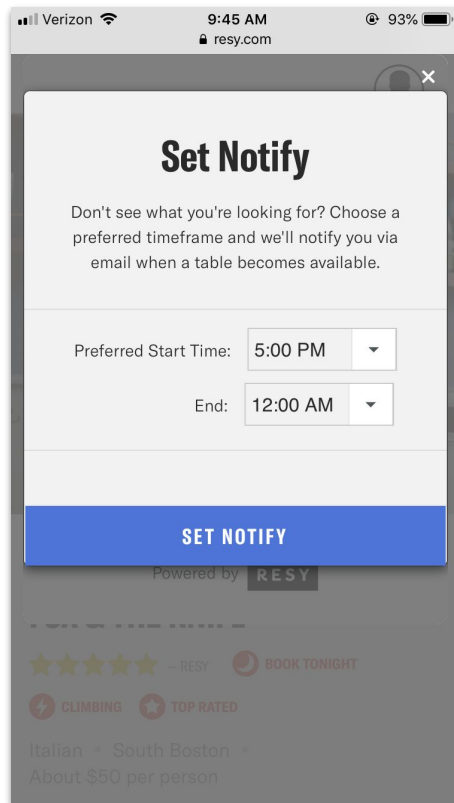
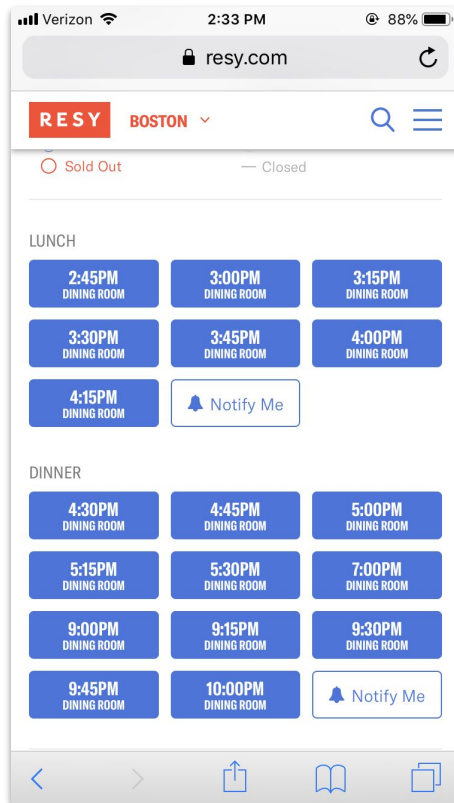
DuVine

A quiz instead of a traditional filtering mechanism can create a more engaging and intimate experience.

In context notification triggers

Resy

A restaurant reservation platform markets the restaurant and it's offerings and then provides options for booking a reservation below. For each type of reservation (lunch or dinner), a user can select “notify me” which triggers a flow for them to input their information to be notified when a table becomes available.



A Total Vacation Brand

We're not just about cruises

We heard from many stakeholders that it's a strategic direction to consider Celebrity as more than just a place to book a cruise, but a place to plan your entire vacation. From start to finish — including airfare, how you're getting from the airport to the port, your hotel options, shore excursions and more — Celebrity needs to build awareness into the *complete* offering but not distract from it's bread and butter: cruises.

The entire trip is important

6:15 AM

Boston, MA

Back Bay Station - 145 Dartmouth St [Location](#)

5:58 PM

Miami, FL

8303 NW 37th Ave [Location](#)

\$206.00

One way

1d 11h 43m • 1 transfer • Arrives Sat, Mar 30, 2019

SELECT

AMTRAK

Mobile boarding

6:15 AM

Boston, MA

Back Bay Station - 145 Dartmouth St [Location](#)

Amtrak Northeast Regional (Train #95) [\\$206.00](#)

7h 43m

Union Station [Location](#)

1:58 PM

Washington, DC

transfer 1h 7m

Notice: You may need to transfer to another vehicle.

3:05 PM

Washington, DC

Union Station [Location](#)

Amtrak Silver Service (Train #91)

1d 2h 53m

Sat Mar 30

5:58 PM

Miami, FL

8303 NW 37th Ave [Location](#)

Wanderu

This experience makes you feel like they’re considering your entire trip end to end — and this is all the way at the top of the funnel on the search results page. When you take a bus from Boston to Washington DC, they’re letting you know that in order to catch your next bus, you’ll need to figure out how to get from where you were dropped off to where your next bus picks up.

In this case, there’s no extra service that Wanderu provides to help bridge that gap but in the case of a cruise, elevating your entire trip from flight to transfer to hotel to port and beyond lets the user know that you’re considering their whole vacation, not just the part that you may be providing.

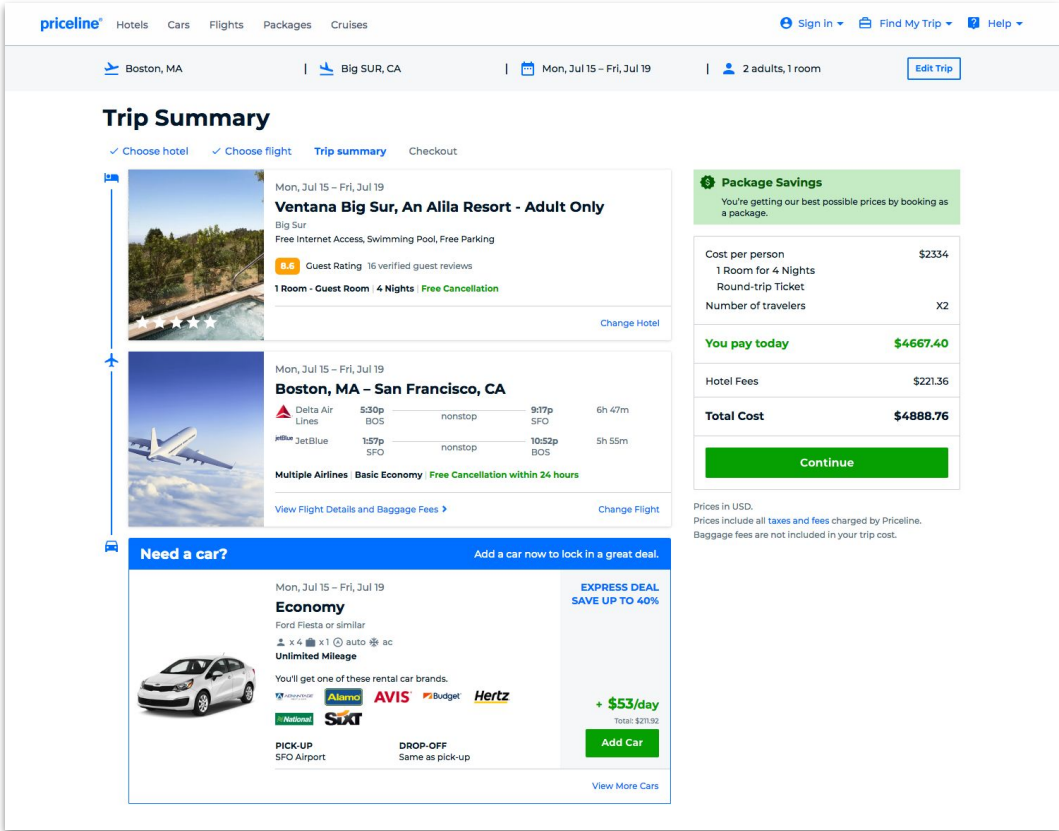
Celebrity Cruises | Air Modernization | Discovery

67

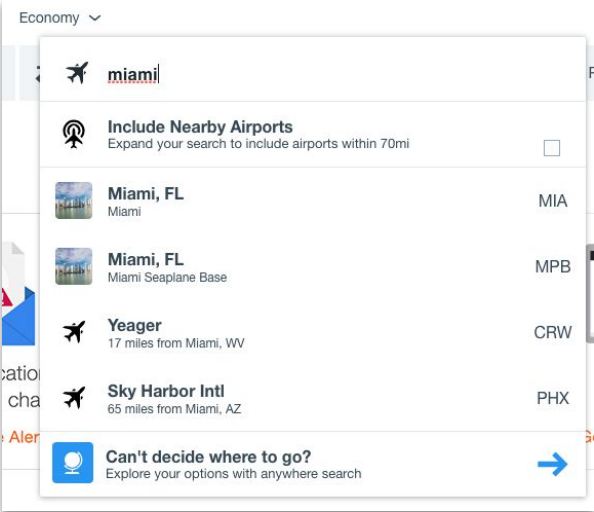
Add ons are a non intrusive part of your summary

Priceline

Priceline displays the full trip itinerary with a quieter call to action to add on a car, all in one succinct view.

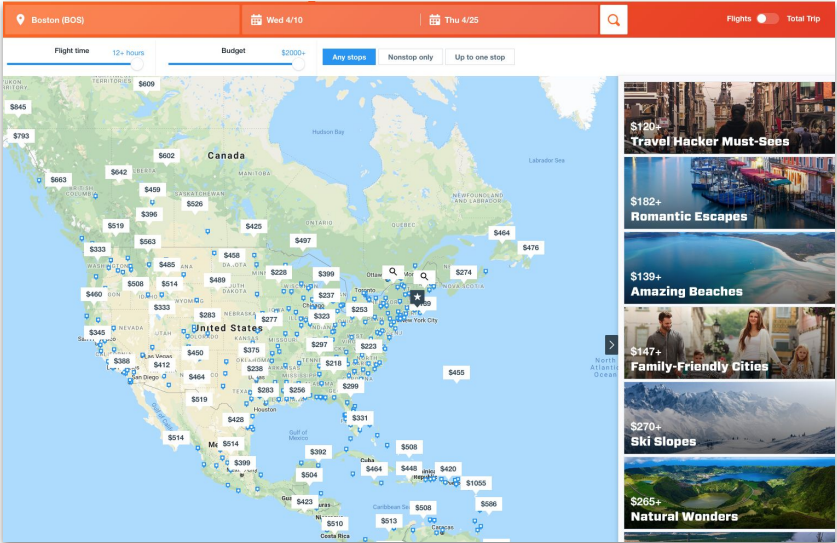


A soft suggestion that there's more to offer



Kayak

While searching for airfare, Kayak uses real estate at the bottom of the predictive dropdown to hint to the user that they're more than just the tactical airfare planning piece. When clicked, your search results include a map of all flight options along with suggested options based on categories of interest.



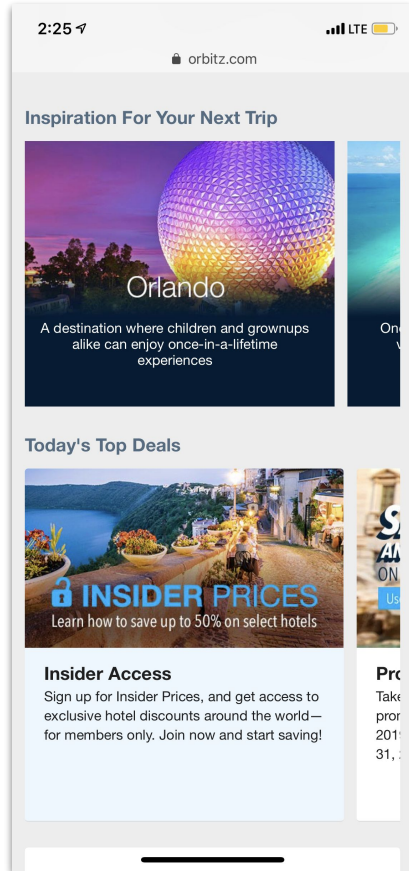
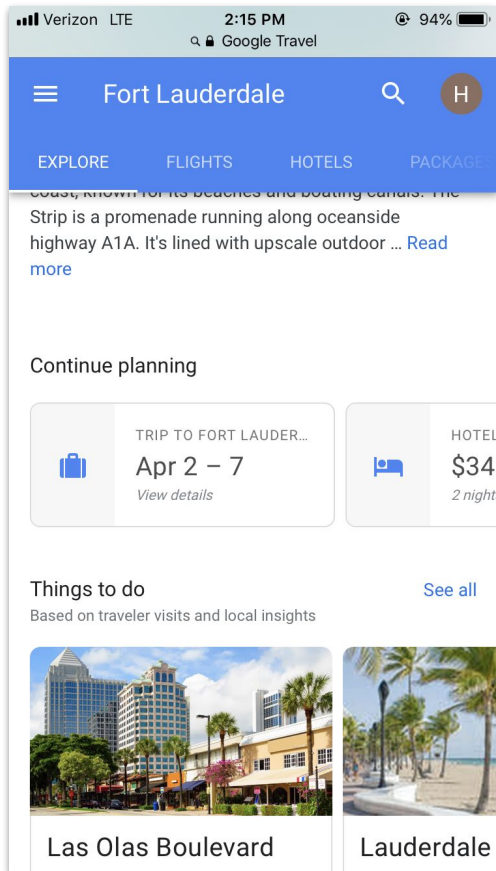
... and still prioritizing this message on mobile

Google Travel

While focused in the flight experience, Google still promotes that there are other facets of your vacation that you should be planning. The Explore tab isn't just generic, either, it respects the plans I've already inputted and pulls from my Gmail reservations to curate content for me.

Orbitz

Orbitz provides inspiration and deals at the bottom of the flights experience to encourage further engagement.



Virgin Holiday Cruises picks a flight for you

14

New Zealand

NIGHTS


Fly Cruise

29th Mar 2019

Flights

Cruise

Transfers



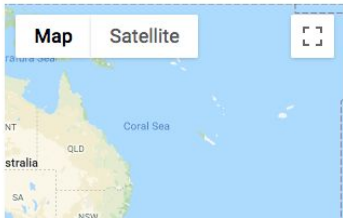
Celebrity Solstice

14 Nights

Celebrity X Cruises

Map

Satellite




Cruise Itinerary

▼ Day 1 Auckland

Your official welcome to New Zealand comes by way of a bustling harbor. Step ashore and into a surprisingly cosmopolitan environment. And once you venture inland, even more surprises await, including a total of 48 dormant volcanoes, a lush, leafy urban cityscape filled with beautiful parks, and a number of renowned art galleries.

► Day 2 Tauranga


Holiday Summary



Outbound Flight

> Auckland


Depart 29th Mar 2019



Cruise, 14nts

Celebrity Solstice

Embark 29th Mar 2019



Return Flight

Sydney, Australia >

Depart 12th Apr 2019

- FREE Drinks and Gratuities & up to \$300 onboard credit
- FREE drinks & gratuities & up to \$500 onboard

Call for best prices

Price per person based on two adults sharing and includes applicable taxes. Price excludes service charges, gratuities and transfers unless stated otherwise. Guaranteed cabin grades are excluded from promotions.

Virgin Holiday Cruises

In the process of picking a cruise, Virgin Holiday Cruises also selected a flight. While this makes for an extremely simple experience and certainly pushes for a total package solution, it's an extreme presumption that could end up turning users off from the offerings.

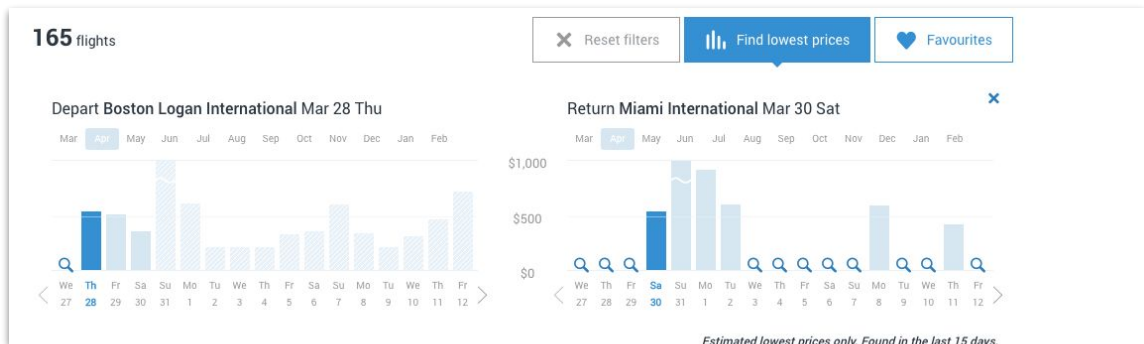
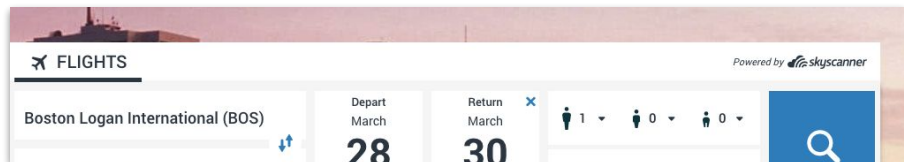
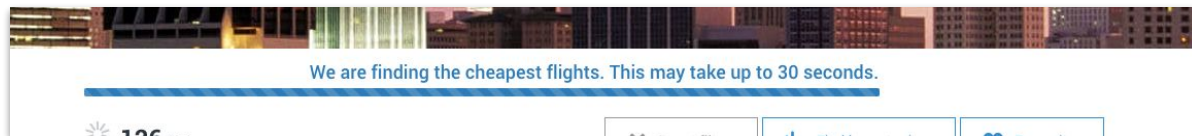
Trust Makes Change

Users need a reason in order to make a change

A shift in behavior is a lot to ask of users. They're used to doing one thing — booking their cruise with you and their airfare with their preferred airline or travel website. When we ask them to change, we need to tell them why.

Methods like consistent language throughout the funnel and key messaging at the right times can go a long way in communicating the benefits and perks of booking air. In addition, providing tools that make them feel that they're making a smart, informed decision simplify their shopping process.

Transparency at every step



Lonely Planet

In the loader bar animation, the system tells you how much time it will take along with a loader animation that moves towards completion.

With flight results, it's clearly powered by skyscanner so a user understands where the results are being aggregated from and can trust the source.

"Find lowest prices" acts as a call to action to reveal price patterns across dates so a user has visibility into cost implications.

Clarity in benefits and drawbacks

Hipmunk

Before committing to upgrading your seat, Hipmunk has a clear display of the benefits and cost of each choice.

Cabin Class Options for American 1099

You searched for Coach but we dug up a few fare options for this flight.

Basic Economy	Economy	First
<ul style="list-style-type: none">✓ Wi-Fi for purchase✓ Average legroom! Seats Assigned at Check-in! Last to Board! No Upgrades! No Changes or Refunds	<ul style="list-style-type: none">✓ Wi-Fi for purchase✓ Average legroom	<ul style="list-style-type: none">✓ Wi-Fi for purchase✓ Recliner seat✓ Free meal provided
\$397+	\$457+	\$1,062+
Select	Select	Select

Being honest and conversational

One Fine Stay

Clean displays of what your rental includes and nuanced information like “some noise from the restaurant downstairs can be heard from inside the home.”

DESCRIPTION

LOCATION

FEATURES

HOME TRUTHS

POLICIES

EVERY STAY INCLUDES

Welcome

Toiletries

Sheets & towels

24/7 Support

Find out more

Arrival Date

Jul 15, 2019

Departure Date

Jul 19, 2019

4 nights

\$1,656 per night

Total

\$6,624

Book now

Ask a question

Contact us

+1 855-553-4954





Add to wishlist

Share

Home truths

- This home is on the second, third and fourth floors with no elevators. While all ages are welcome, please know that the space may not be suitable for young children.
- There is no wardrobe in the third bedroom so we will provide a hanging rail for storage.
- There is space for a double airbed in third bedroom if you need extra sleeping space for your stay. Please let us know when you book if you would like it prepared.
- The mattresses in the home are made of memory foam.
- The WiFi speed in this home supports high usage for 3-4 users at a time. This includes basic functions plus more than one high-demand application running at the same time. However, the speed in the kitchen is much slower than the rest of the house.
- Some noise from the restaurant downstairs can be heard from inside the home.

Acting as a consultant to help the user make decisions

9:17am - 2:36pm	5h 19m
 Delta	BOS - 50
Satisfactory Flight (6.3/10)	
Details & baggage fees	
Rules and restrictions apply	
8:00am - 1:25pm	5h 25m
 Delta	BOS - 35
Satisfactory Flight (6.4/10)	
Details & baggage fees	
Rules and restrictions apply	
6:00am - 11:35am	5h 35m
 United	BOS - 56
Satisfactory Flight (6/10)	
Details & baggage fees	
Rules and restrictions apply	
5:30am - 11:15am	5h 45m
 Delta	BOS - 1H
Satisfactory Flight (6.2/10)	



Travelocity

Travelocity adds a layer on top of their search results to indicate a 'satisfaction' rating for each flight. The notion here is that they're utilizing their data analyzing power to give you another factor to consider in your decision making process.

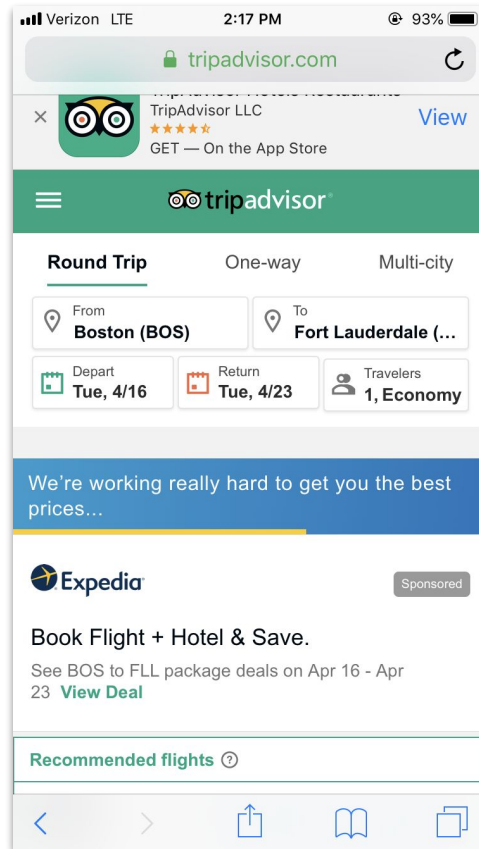
While this is an interesting feature, it requires explanation to build trust. By clicking on the rating a user can see exactly what elements go into calculating the rating.

Knowledge is power and communication creates trust

Trip Advisor

The loader bar is shown as it's progressing across the bottom of the blue component with updating status messages, reinforcing that the system is working.

Visibility of system status is a key heuristic of user experience design. Subtle infusions of this can make a big difference in the user having the right expectations and can even make them more patient in the long run.



The value proposition is front and center

Princess Cruises

Flights are a highlighted component within the cruise detail page on Princess Cruises. Before you even see the itinerary or excursions, Princess is promoting not only that you *can* book your flight with them, but *why* you should book your flight with them.

The screenshot displays the Princess Cruises website interface for a cruise titled "1 Day Pacific Coastal". The cruise is scheduled for "Ruby Princess" on "Fri, May 10, 2019", starting from "Vancouver, British Columbia, Canada to Seattle, Washington, United States". A green button indicates the "Interior from \$103" and a "Select a Room" link. A "Save" button with a heart icon is also present. A yellow banner below the cruise details promotes "Princess EZAir" flights, stating "Save time, money and stress with Princess EZAir. Search flights." The navigation bar includes links for "Plan a Cruise", "Onboard Our Ships", "Destinations", "Booked Guests", "Contact Us", and a phone number "1-800-774-6237". Below the navigation bar, a black bar contains tabs for "Itinerary", "Stateroom Types", "Onboard Experience", "Shore Excursions", and "Flight Quotes". The "Itinerary" tab is selected, showing a map of the Pacific Ocean with a route from Vancouver, British Columbia, Canada to Seattle, United States. A disclaimer at the bottom states: "Disclaimer: Map illustration may contain port order and/or port substitutions, please review itinerary listing for actual list of ports. Port arrival and departure times are approximate and subject to change without notice. For more information please review the [Passage Contract](#)."

Plan a Cruise Onboard Our Ships Destinations Booked Guests Contact Us 1-800-774-6237

1 Day Pacific Coastal
From Vancouver, British Columbia, Canada to Seattle, Washington, United States

Ruby Princess
Fri, May 10, 2019

Interior from
\$103

Select a Room ▶

Save

¹Pricing is for new bookings only and per person, double occupancy; USD. Taxes, Fees & Port Expenses additional: \$25

✈ Save time, money and stress with Princess EZAir. [Search flights.](#)

Itinerary Stateroom Types Onboard Experience Shore Excursions Flight Quotes

Vancouver
British Columbia
CANADA

Pacific Ocean

Seattle
UNITED STATES

1 Day | 0 Ports of Call

Disclaimer: Map illustration may contain port order and/or port substitutions, please review itinerary listing for actual list of ports. Port arrival and departure times are approximate and subject to change without notice. For more information please review the [Passage Contract](#).

Surfacing competitor pricing



Ventana Big Sur, an Alila Reso...

★★★★ BEST BOUTIQUE HOTEL

9.1 Excellent
421 reviews

Location
Big Sur

Hotels.com	Expedia	Orbitz	2 more
2,143 USD	2,160 USD	2,160 USD	2,160 ...

2,143 USD
Travelocity

Flight + Hotel

View Deal

Momondo and Jetsetter

Momondo and Jetsetter offer price comparisons exuding honesty and simplifying the user's shopping journey.

JETSETTER

See All Stories Trip Ideas Hotels Style Food + Drink Flash Sales Find Hotels Search →

Become a Jetsetter

Miami Beach, FL Hotels

94 matches found

Sort by - Relevance

Filter by Clear all


Price \$150 - \$1650

Amenities

- All Amenities
- Adults Only (1)
- Free WiFi (78)
- Gym (62)
- Pool (70)
- Restaurant (76)
- View all

Destinations

- All Destinations
- Mid Beach (5)
- South Beach (16)



1 Hotel South Beach

Miami Beach, FL

Sexed-up South Beach sleep with four pools, a farm-to-table lobby bar, and a celeb-helmed restaurant.

Overview

Best Deal

Booking.com **\$1,505**

View Deal

Priceline \$1,505 →


Hotels.com \$1,461 →

Hotwire.com \$1,461 →

Expedia.com \$1,461 →

Travelocity \$1,461 →

Hide



The Villa Casa Casuarina

Miami Beach, FL

Former Versace mansion turned exclusive villa hotel with a top-notch restaurant and a 24K pool courtyard, just across from South Beach.

Overview

Best Deal

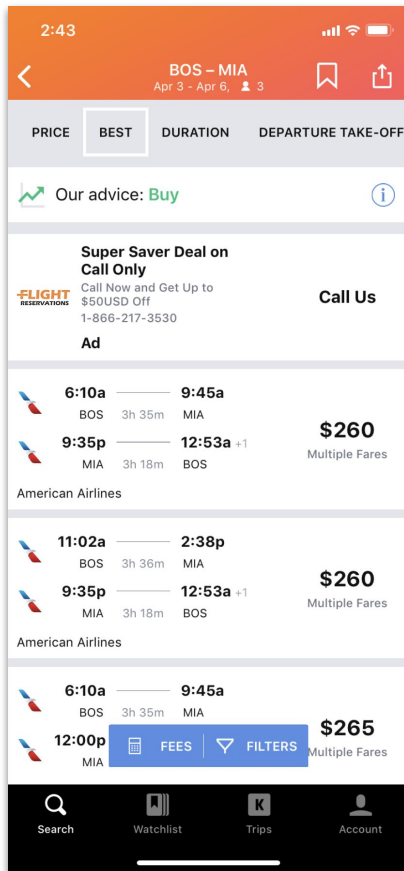
Priceline **\$1,662**

View Deal

Providing advice on when to purchase

Kayak

We know that users considering purchasing air through cruise have concerns about whether they are getting the best deal or not. The 'advice' that Kayak provides is subtle in how it's implemented but key to users feeling like they are getting the best price.



Research themes



Keep It Simple

**Personal is
Premium**

**A Total Vacation
Brand**

**Trust Makes
Change**

Opportunities

Personalization

More and more, users expect their experience to be personalized. For Celebrity, personalization can mean a lot of things including: reconfiguring a guest's homepage to book air after they've booked a cruise, serving up their preferred airline and other preferences based on their previous behavior or profile inputs, customizing positioning based on their persona, and much, much more.


We heard this was an opportunity area during our stakeholder interviews and agree that personalization could have a big effect in motivating behavior change.

Leading with good taste

You're likely to ask your friend with good taste for recommendations on restaurants and activities when traveling somewhere new. Brands that offer curated travel recommendations like city guides and reviews of hotels can build loyalists.

Jetsetter

Jetsetter offers trip ideas in relatable categories like, "Girls Getaways".



GIRLS GETAWAYS



How to Plan the Perfect Girls' Weekend Getaway to Napa Valley

Pampering, drinking, and togetherness: these are the essential qualities of any successful girls' weekend away. And in Napa Valley, you're in for all that—plus, Michelin-starred eats, boutique shopping, hot air balloon rides, and cozy wine country digs. Here, our essential girls' weekend getaway guide to Napa Valley.

By Siobhan Reid March 29, 2019

- 1 Auberge Du Soleil
- 2 The French Laundry
- 3 Scribe Winery
- 4 Andaz Napa
- 5 Farmstead at Long Meadow Ranch
- 6 Napa Valley Aloft
- 7 The Fremont Diner Sonoma
- 8 Napa Valley Vintage Home
- 9 Mt. Saint Helena

✉️ 🐦 📘 📌

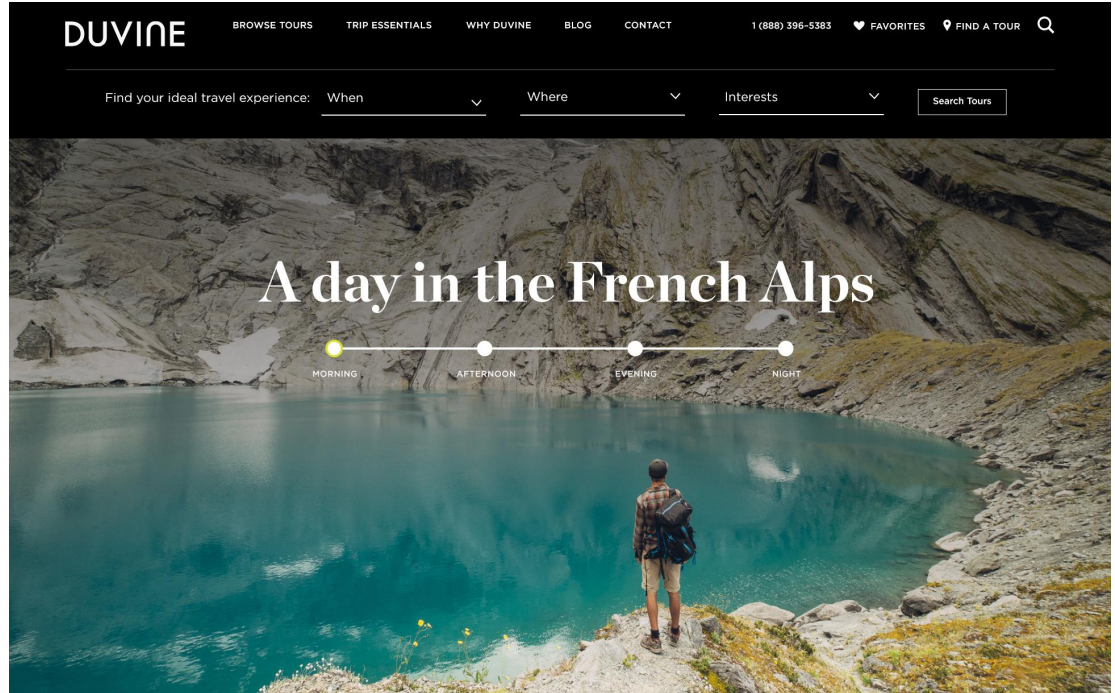



Storytelling to promote vacation brand

We heard that Celebrity is not currently thought of as a vacation brand and that the flight story comes to life when someone explains it to a guest. Storytelling in immersive media like video and detailed local photography will capture first to cruise and loyalists alike.

DuVine

Stunning, immersive photography paired with video allows users to feel the experiences and inspire them.



Content to inspire deeper and broader engagement

The travel landscape can be overwhelming. Offering inspirational content that allows users to discover the best trips for them with filtering for things like family-centric or wellness activities and ways to engage with true “local” experiences positions you as a trusted source to plan vacations.

DuVine

Specific filters like culinary, cultural activities and preferred landscapes feel personalized.

Home / Tour Finder / All Tours

Find your tour

Let us build your perfect trip. [Inspire me](#)

DESTINATIONS

DATES

CYCLING LEVEL

TRAVELER TYPE

[Hide filters](#)

ACTIVITIES
☐ Canoeing
☐ Hiking
☐ Horseback Riding
☐ Kayaking
☐ Museums
☐ National Parks
☐ Paddleboarding
☐ Rock climbing
☐ Snorkeling
☐ Spa
☐ Surfing
☐ Swimming Pool
☐ UNESCO World Heritage Sites
☐ Ziplining

CULINARY
☐ Cooking Class
☐ Create a wine blend
☐ Food / wine pairings
☐ Gourmet meals

TASTINGS
☐ Champagne
☐ Cheese
☐ Chocolate
☐ Craft Beer
☐ Maple syrup
☐ Olive oil tasting
☐ Pasta
☐ Seafood
☐ Wine

FAMOUS BIKE ROUTES
☐ Alps
☐ Dolomites
☐ Giro d'Italia
☐ Northern Italy Sea to Sea
☐ Pyrenees Sea to Sea
☐ Tour de France
☐ Vuelta a Espana

LANDSCAPE
☐ City
☐ Coastal
☐ Countryside
☐ Island
☐ Lakes
☐ Mountains
☐ River
☐ Vineyard
☐ Volcanoes

TOUR COLLECTIONS [?](#)
☐ Adventure
☐ Challenge
☐ Chef on Wheels
☐ Classic
☐ Family
☐ Journey
☐ Race

[Clear filters](#) [Apply](#)

Inbound and nurture flow beyond the email journey

We heard that today, there is no media spending for Air but that in the future, new prospects could be targeted. Additionally, relationships with loyalists could continue to be nurtured and include the total end-to-end vacation story.

Brand consistency

Today, there are many touchpoints and interactions that consumers expect to have with a brand. Consistency and the feeling you deliver as a brand is key. From how emails look and feel to how the Celebrity website transitions from a logged-in account view to the main site, experience touchpoints aren't always inheriting the same brand experience.

This is important from a trust perspective. And while, we recognize this is beyond what we're tasked to do here with Air, but wanted to surface it as something we think is important.

Thank you

158 Sidney Street
Cambridge MA 02139

(617) 995-4000

tankdesign.com

1050 Sansome Street
San Francisco CA 94111

(415) 346-4000

Tank.

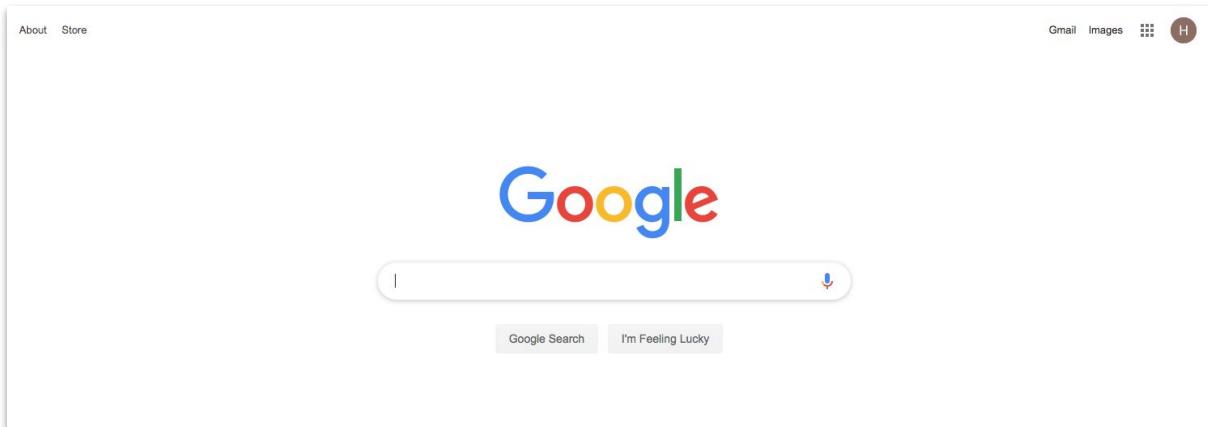
Appendix

One goal, one field

Google

Google is the ultimate exemplification of simplicity. You are coming here for one thing, and one thing only: to search the internet. And there's no extra ads or functions — there's just a search bar to help you with your goal.


What can we learn from how Google?
Wherever possible, focus the user on the task they came for any try to pare it back and offer nothing else until they get deeper down the funnel.



The right information at the right time

Momondo

On Momondo, users can reveal more detailed information within search results, but it is not visible by default.



Ventana Big Sur, an Alila Reso...

★★★★ BEST BOUTIQUE HOTEL

9.1

Excellent

421 reviews

Location

Big Sur

Hotels.com

2,143 USD

Expedia

2,160 USD

Orbitz

2,160 USD

2 more

2,160 ...

2,143 USD

Travelocity

Flight + Hotel

View Deal


Overview

Deals

Map

Reviews

Photos



📍 48123 Highway One, Big Sur, CA - Show on map

There is nothing wrong with wanting a vacation that is guaranteed to be completely free of children. Ventana Big Sur an Alila Resort allows adults to just be adults. Luxury and relaxation are a given at this resort. Ventana Big Sure is much

Continue reading

9.1 Excellent

Based on 421 reviews

Pool

10.0

Vibe

9.8

Bar

10.0

Breakfast

6.7

See all reviews

Celebrity Cruises | Air Modernization | Discovery

93

Asking upfront

Orbitz

Checkboxes during search inputs allow a user to indicate if they want a direct flight only or if they want a hotel as part of the results. These selections will make results more customized and relevant.


The screenshot shows the Orbitz mobile app interface for searching vacation packages. At the top, there's a navigation bar with icons for Flights, Hotels, Packages (which is highlighted), Cars, and Cruises. Below this is a section titled "Search Vacation Packages". It features four buttons for different package types: "Flight + Hotel" (highlighted in blue), "Flight + Hotel + Car", "Flight + Car", and "Hotel + Car". The search form includes fields for "Flying from" (Boston, MA (BOS-Logan Intl.)) and "Flying to" (Fort Lauderdale, Florida). There are also date pickers for "Departing" (06/13/2019) and "Returning" (06/16/2019). Below these are dropdown menus for "Rooms" (1), "Adults (18+)" (1), and "Children (0-17)" (0). Two checkboxes are present: "Direct flights only" and "I only need a hotel for part of my stay". There's a link for "Advanced options" and a "Preferred class" dropdown set to "Economy/Coach". A large red "Search" button is at the bottom.

The right information at the right time

Orbitz

On Orbitz, users can reveal more detailed information within search results, but it is not visible by default.

6:45am - 10:14am

 American Airlines

Very Good Flight (8.4/10)

3h 29m (Nonstop)


BOS - MIA

+ \$0.00

roundtrip

includes taxes and fees

Free cancel within 24 hrs

 Earn \$15.71

Select

Details & baggage fees ^

6:45am → 10:14am

3h 29m

Boston to Miami

Logan Intl. (BOS) to Miami Intl. (MIA)

American Airlines 2623

Economy / Coach (B)

Boeing 737-800 | Food and beverage for purchase

Estimated bag fees

Carry on:

No fee

1st checked bag:

\$30.00 up to 23 kg

2nd checked bag:

\$40.00 up to 23 kg

Confirm bag fees, weight and size restrictions with

American Airlines

Total distance

1,260 mi

Rules and restrictions apply ^

✗ Seat choice

Not allowed

✓ Carry-on bag

Included

ⓘ Checked bag

Fee applies

✗ Cancellations

Not allowed after 24 hrs

✗ Changes

Not allowed

✓ Personal item

Included

Select this fare

What users care about is the #1 priority

Departure Flight: Miami (MIA) → Boston (BOS) · Mon, Jul 15

[Change flight](#)

Basic: Seats Assigned at Check-in. Last to Board. No Upgrades. No Changes or Refunds.

8:30 am

MIA


→

Nonstop


11:45 am


BOS


3h 15m


 **American 1099**
Basic Economy, Boeing 737-800 Vers. 1


FLIGHT EXPERIENCE


 Wi-Fi for purchase

 On-demand entertainment

 Power

 737 (narrowbody)

 Average legroom

 Standard 3-3 layout

Hipmunk

Hipmunk displays “flight experience” attributes in the search results.

Sorting by what you care about most

Adioso

Adioso allows the user to choose what they value most, “best”, “cheapest” or “fastest”.

The screenshot shows the Adioso website interface for a flight search from Boston, Massachusetts to Miami, Florida. The search parameters are: April 3 return April 5, 2 adults, 2 children. The interface allows sorting by 'Best', 'Cheapest', or 'Fastest'. The 'Best' tab is selected, showing a price of \$234 for a round trip. The 'Cheapest' tab shows a price of \$234, and the 'Fastest' tab shows a price of \$414. The flight results are displayed in a table format, showing the departure and arrival times, the airline (Spirit), and the flight duration. The 'Best' flight is highlighted with a green border and a 'Best trip' label. The 'Cheapest' flight is highlighted with a blue border and a 'Cheapest trip' label. The 'Fastest' flight is highlighted with a red border and a 'Fastest trip' label. The interface also includes a 'Watch prices' button and a 'See all 300+ flights' link.

Quick search

ad **Boston Massachusetts to Miami Florida April 3 return April 5 2 adults 2 children** [Watch prices](#)

SmartView **Best** \$234 3h / 3h **Cheapest** \$234 3h / 3h **Fastest** \$414 3h / 2h

Showing the best, cheapest & fastest flights, out of 300+ found. [See all 300+ flights](#)

\$234 USD x 4 **ROUND TRIP** **Best trip** **Cheapest trip** **spirit**

Wed, Apr 3	7:23 pm	Boston BOS	DIRECT 3 HOURS	FLL Fort Lauderdale	10:51 pm	Apr 3	LOOK
Fri, Apr 5	7:08 am	Fort Lauderdale FLL	DIRECT 3 HOURS	BOS Boston	10:23 am	Apr 5	LOOK

\$234 CHEAPOAIR \$238 EXPEDIA *Via Cheapoair* [BOOK ROUNDTRIP →](#)

SEE FLIGHT DETAILS

\$414 USD x 4 **ROUND TRIP** **Fastest trip** **jetBlue**

Wed, Apr 3	3:51 pm	Providence PVD	DIRECT 3 HOURS	FLL Fort Lauderdale	7:08 pm	Apr 3	LOOK
Fri, Apr 5	12:12 pm	Fort Lauderdale FLL	DIRECT 2 HOURS	PVD Providence	3:11 pm	Apr 5	LOOK

\$414 CHEAPOAIR \$440 EXPEDIA *Via Cheapoair* [BOOK ROUNDTRIP →](#)

SEE FLIGHT DETAILS

Clear value statement

DuVine is an international cycling and adventure company, curating unforgettable travel experiences within small groups. We're all about the local details.


Why Travel With Us

DuVine



DuVine's clear value statement speaks to their differentiators and premium offering.

What users care about is the #1 priority

Fri, Jul 19

 6:00 am — 7:29 am
Monterey (MRY) - Los Angeles (LAX)
United Airlines 5521 · Regional jet · Canadair Regional Jet 700


Economy 1h 29m





Change planes in Los Angeles (LAX) - **Short layover**

0h 42m

Fri, Jul 19

 8:10 am — 4:58 pm
Los Angeles (LAX) - Boston (BOS)
United Airlines 824 · Narrow-body jet · Boeing 757-200

Economy 5h 48m

Momondo and JustFly

Momondo indicates when there's a short layover and allows you to filter by flight quality. JustFly filters by the total hours of layovers.

Flight Quality

☐ Show Wi-Fi Flights Only

☒ Show Mix & Match

☒ Show Red-Eyes

☐ Show 69 Longer Flights

☒ Show flights with multiple tickets per booking

Connection Time

All

Show layovers
up to:

3 hours



Curated collections

Airbnb UK

When you book from a collection, you can expect a highly-rated home with all the essentials for the type of trip you're taking—from equipped kitchens for families to wifi and self check-in for work trips.

Current collections

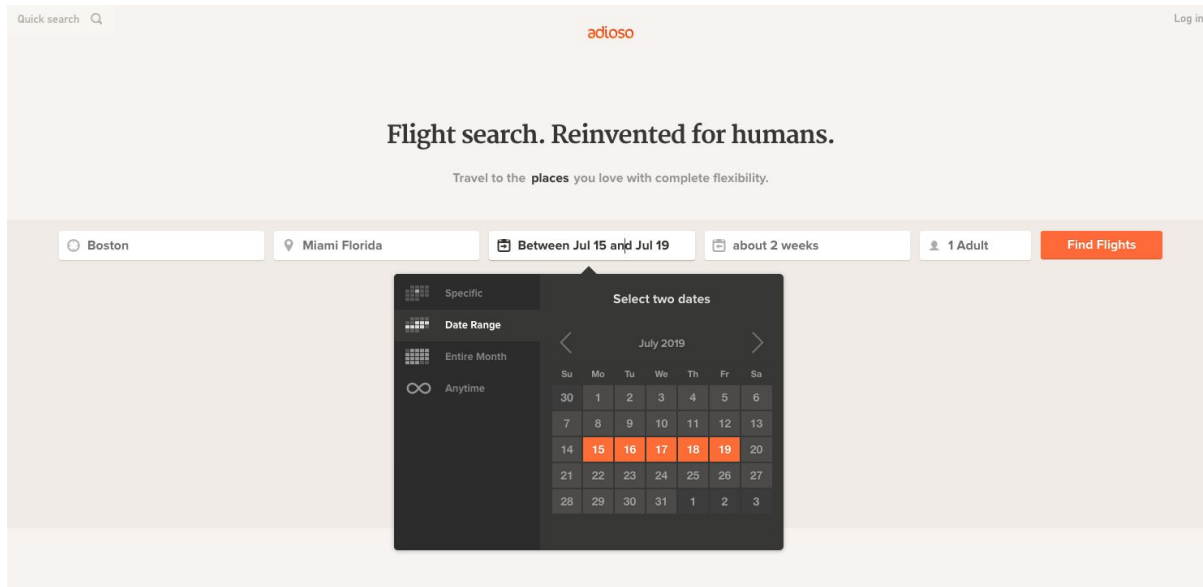
Future collections



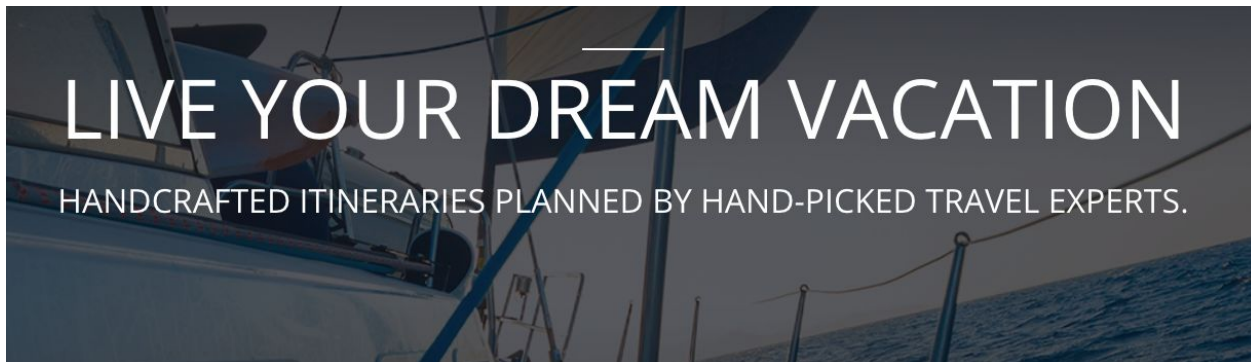
Enabling flexibility on the users' terms

Adioso

Adioso includes flexible dates in their main search module, allowing users to pick a range for departure and return dates individually. They also position their flight search as more human focused, using warm tones and simple inputs.



Positioning that suggests it's just for you



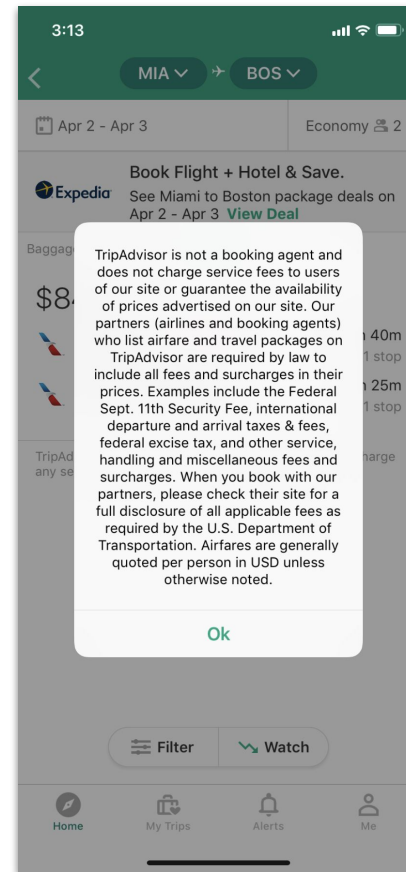
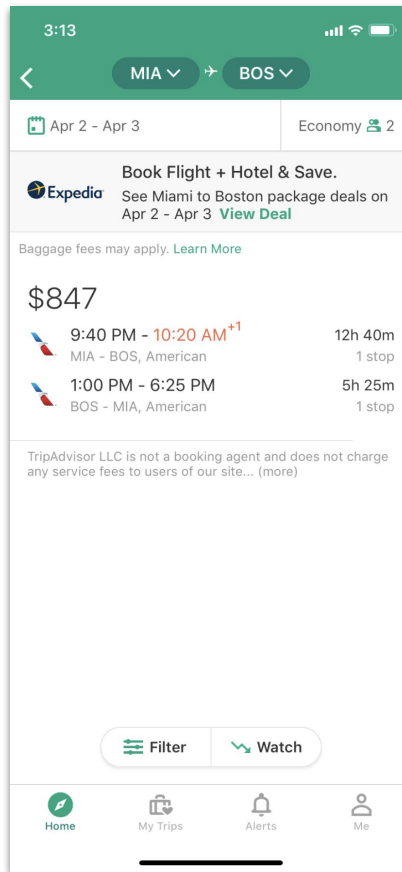
Vacation.com

This vacation website leads with bold messaging to prioritize the idea of curated content for the user. The notion of 'hand' crafted and picked feels exclusive and special.

Explaining the details

Trip Advisor

Being upfront about the costs and fees involved in the travel plan can help a user feel like they have visibility into all the cost of their vacation.



Clear value statements that are crafted in the brand voice

Paradise Beach


Clearly displays premium and personal services offered.


MENU


PARADISE BEACH
NEVIS


BOOK NOW


SERVICES



CONCIERGE


GUEST SERVICES


CHEF


ROOM SERVICE


BEACH BAR



WELLNESS

Our Concierge will be delighted to design your entire villa experience for you, with exceptional attention to detail - coordinating everything before you arrive and there for your every question and request during your trip.

Promote local experiences

Airbnb

Airbnb has created an offering of experiences by local guides.



Q

Anywhere · Experiences

[Become a host](#) [Help](#) [Sign up](#) [Log in](#)


Dates


Guests


Price


Time of day


Explore experiences

Food & Drink

Concerts

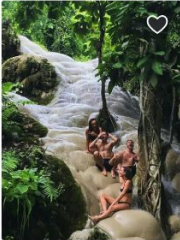
Nature

Surfing

Entertainment >

Top-rated experiences

Highly reviewed by locals and travelers worldwide




GUIDED HIKE · CHIANG MAI

Sticky Waterfall Chiang Mai

\$51 per person · 7 hours · Transportation, 1 meal, Drinks included

4.96 ★ (301)




SWIMMING · CALLAO DISTRICT

ORIGINAL Swim with sea lions in their natural habitat

\$49 per person · 3 hours · Transportation, Drinks, Snacks included

4.91 ★ (202)




DAY TRIP · LISBON

This is Sintra - a DAY to Remember!

\$72 per person · 8.5 hours · Transportation, Drinks, Snacks included

4.93 ★ (581)



SPA VISIT · DESERT HOT SPRINGS

Hot Spring Sunset for Two

\$70 per person · 2 hours

4.96 ★ (309)





PHOTO WALK · OIA

Santorini Photo Shoot

\$139 per person · 2 hours · Drinks included

4.97 ★ (64)



WILDLIFE SPOTTING · SAN RAMON

Experience with a Sloth

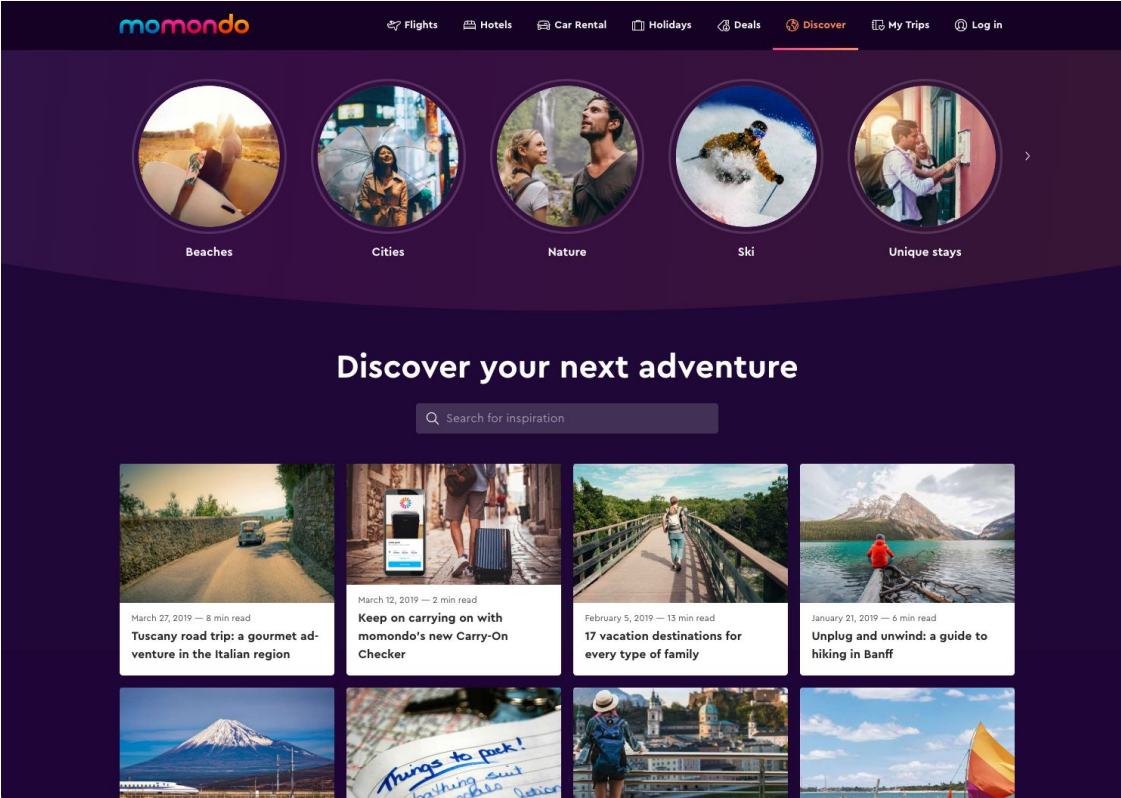
\$26 per person · 1.5 hours · Snacks included

4.93 ★ (470)

Inspirational content

Momondo

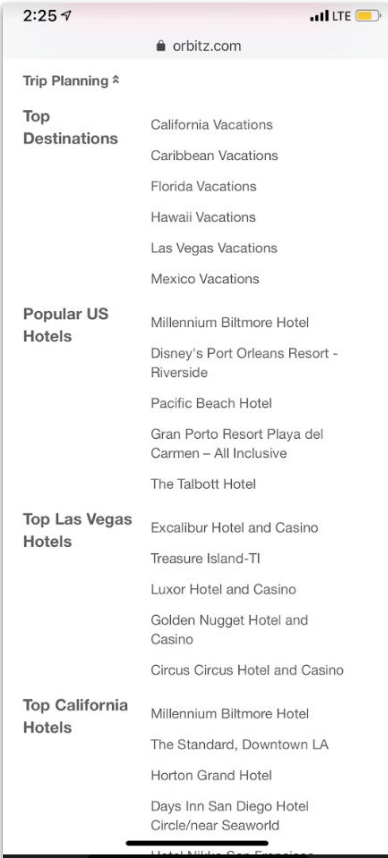
Momondo has “Discover” as a navigation section that offers categories of interests, search and stories.



Trip planning top destinations

Orbitz


Orbitz gives you a suggestion of top destinations and hotels by location to help you plan your trip.





Making gaps in your trip actionable for solving

Orbitz

Orbitz displays your full trip details with the call to action to add transportation in a simple and clean user interface.

**Roundtrip Flight**
Boston (BOS) to Miami (MIA)
Mon, Jul 15 - Fri, Jul 19
2 Tickets: 2 Adults 1 Infant in Lap

**Fontainebleau Miami Beach**
Miami Beach
7/15/2019 - 7/19/2019
1 Room: 4 nights

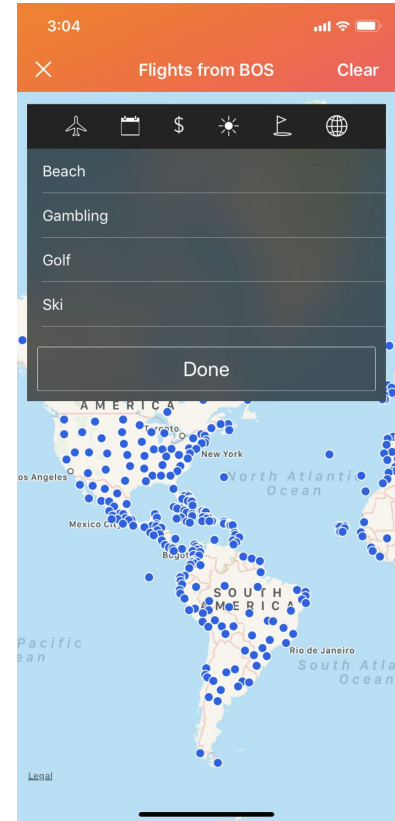
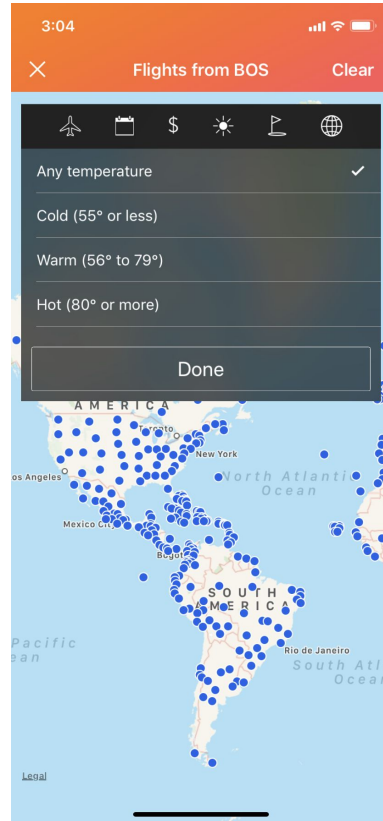


Add transportation to and from your hotel for more bundled savings

Input your interests

Kayak

The feature to input unique filter qualities can inspire the user for potential trips beyond what they were imagining themselves.



Scarcity messaging

Orbitz

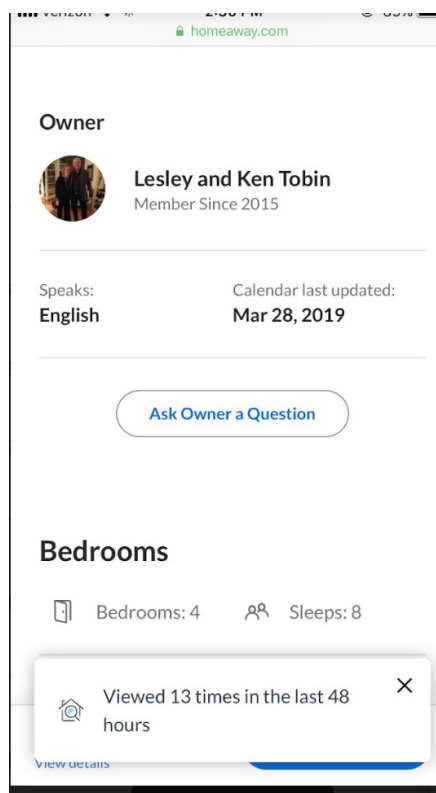
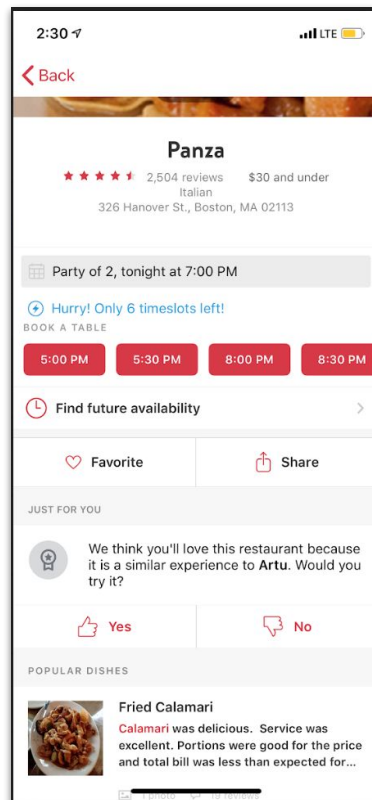
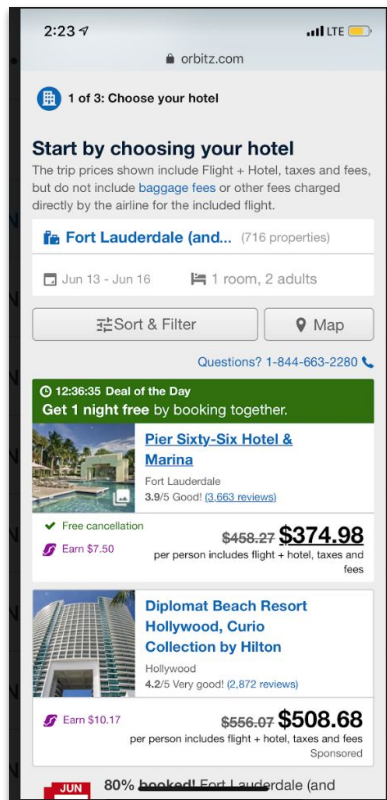
Orbitz gives you a countdown clock to when this deal will disappear.

Open Table

A message to hurry to grab the remaining time slots for a dinner reservation.

Home Away

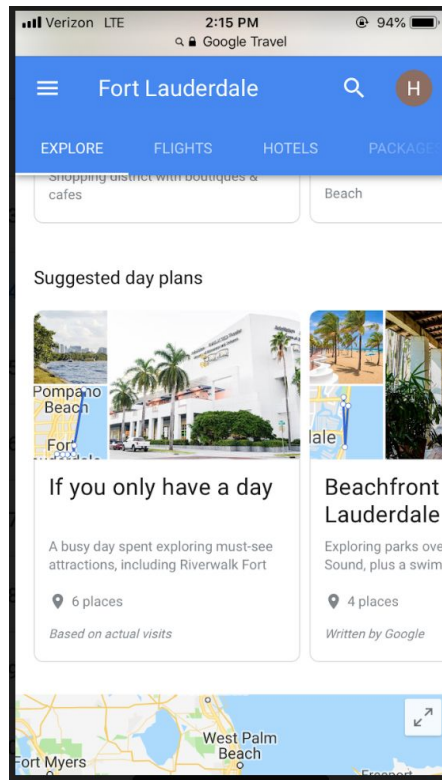
Shows viewer popularity



Scarcity messaging

Orbitz

Orbitz gives you a countdown clock to when this deal will disappear.



Storytelling to promote vacation brand

Tiny Atlas

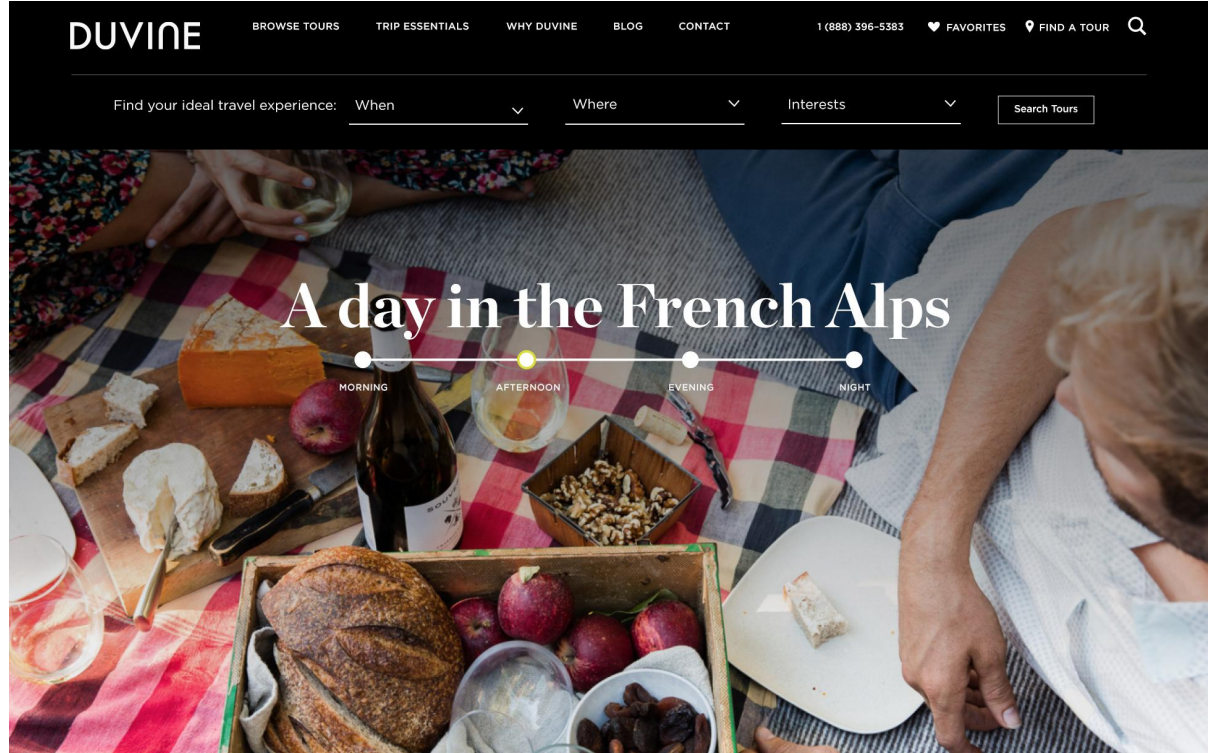
Stunning, immersive photography paired with travel stories allows users to feel the experiences and inspire them.



Storytelling to promote vacation brand

DuVine

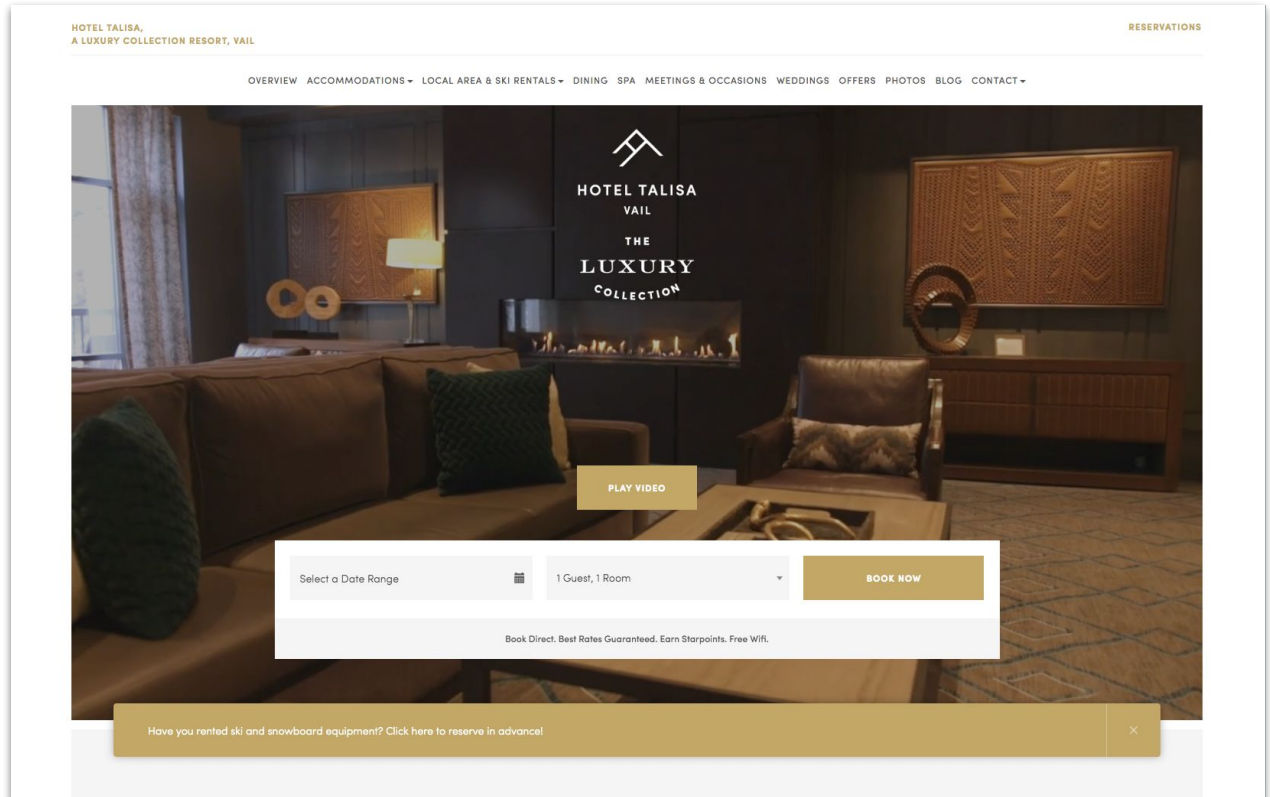
Stunning, immersive photography paired with video allows users to feel the experiences and inspire them.



Storytelling to promote vacation brand

Hotel Talisa


The homepage leads with immersive video of the luxury hotel.



Leading with good taste

Jetsetter

Jetsetter describes “What We Love” and “What To Know” about each curated hotel on their website.



The National Hotel, An Oceanfront Resort
Miami Beach, FL


from \$185 Night
View Deal

CONTENTS

- At a Glance
- Room Availability
- Overview
- How to Get There
- Similar Hotels
- Explore More
- Reviews

79% Members Recommend

4.0 Very Good 1932 Reviews

 Jetsetter Approved
This Hotel meets our standards










What We Love

- Direct beach access and two lounge chairs per room
- The two swimming pools are open 24 hours
- The meticulous attention to detail in the Deco-inspired decor (think steamer trunk side tables, rotary phones and record players)
- The Jazz Age-inspired Blues Bar

What To Know

- The hotel underwent a multimillion-dollar revamp in 2014
- Pets are welcome in the poolside Cabana Rooms (there's a cleaning fee)
- Although there's no dedicated spa, a masseuse is available

Amenities

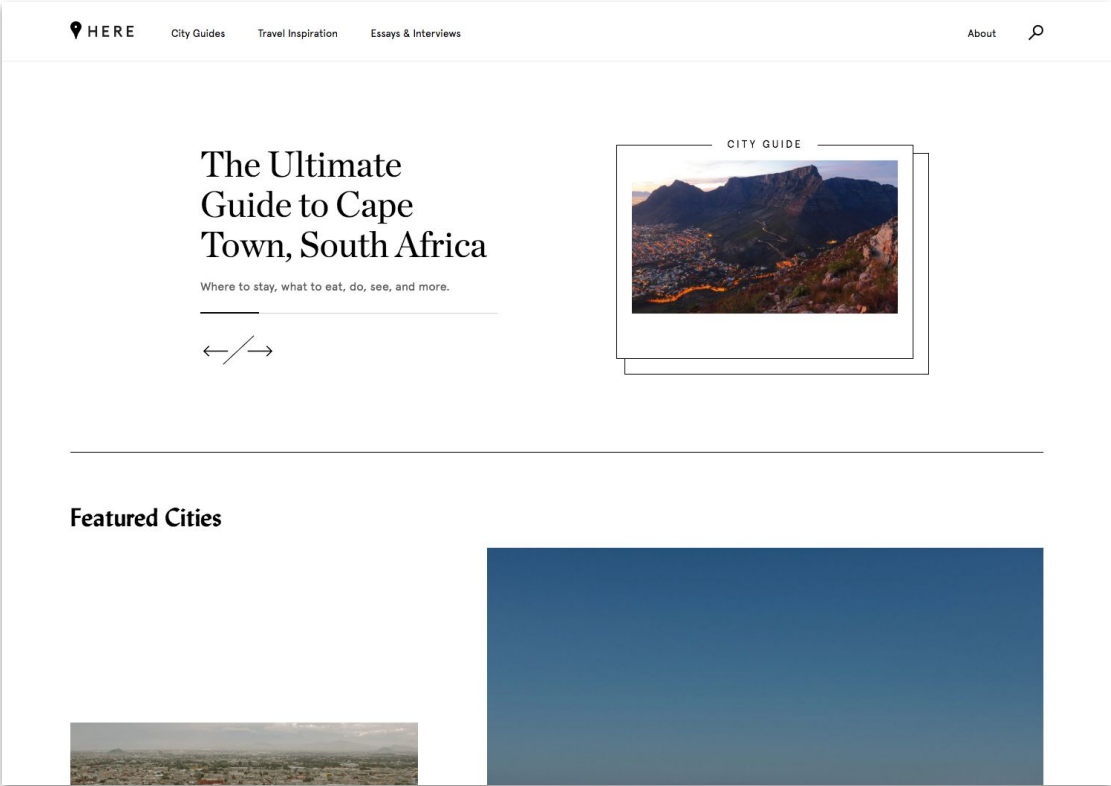
 Bar	 Free WiFi	 Gym	 Handicap-accessible
 Parking On Site	 Pet-friendly	 Pool	 Restaurant
 Room Service			

Disclaimer: This content was accurate at the time the hotel was reviewed. Please check our partner sites when booking to verify that details are still correct.

Leading with good taste

Away

Away is a luggage and travel lifestyle company that publishes a magazine and city guides to offer inspiration from real experiences.



Leading with good taste

Hipcamp

Hipcamp offers traditional search paired with camping guides.

