EPSILON®

Holland America Line

Creative UX | Review

July 20, 2016

Executive Summary

Problems & recommendations from this
creative UX review

01_Homepage

Review of current Holland America Line website to identify
acquisition, engagement drivers and provide recommendations.

02_User Journey

Through user testing and mapping the current user flow, Epsilon UX
team seek to evaluate the end-to-end user experience focused on path to
purchase. These insights led to recommendations on how to improve and
strengthen the experience.

Hompage

Acquisition & engagement drivers

Homepage
Acquisition & engagement drivers

Epsilon UX identified various acquisition and engagement drivers throughout the Holland America Line homepage. These drivers help to encourage user engagement and link to various content sections in other parts of the site.

These drivers are highlighted in red:
- Global Navigation
- Carousel Banner Display
- Bottom Sticky Navigation
- Destination Search
- Carousel Thumbnail Display
- Additional Content Display
- Sign Up for Savings

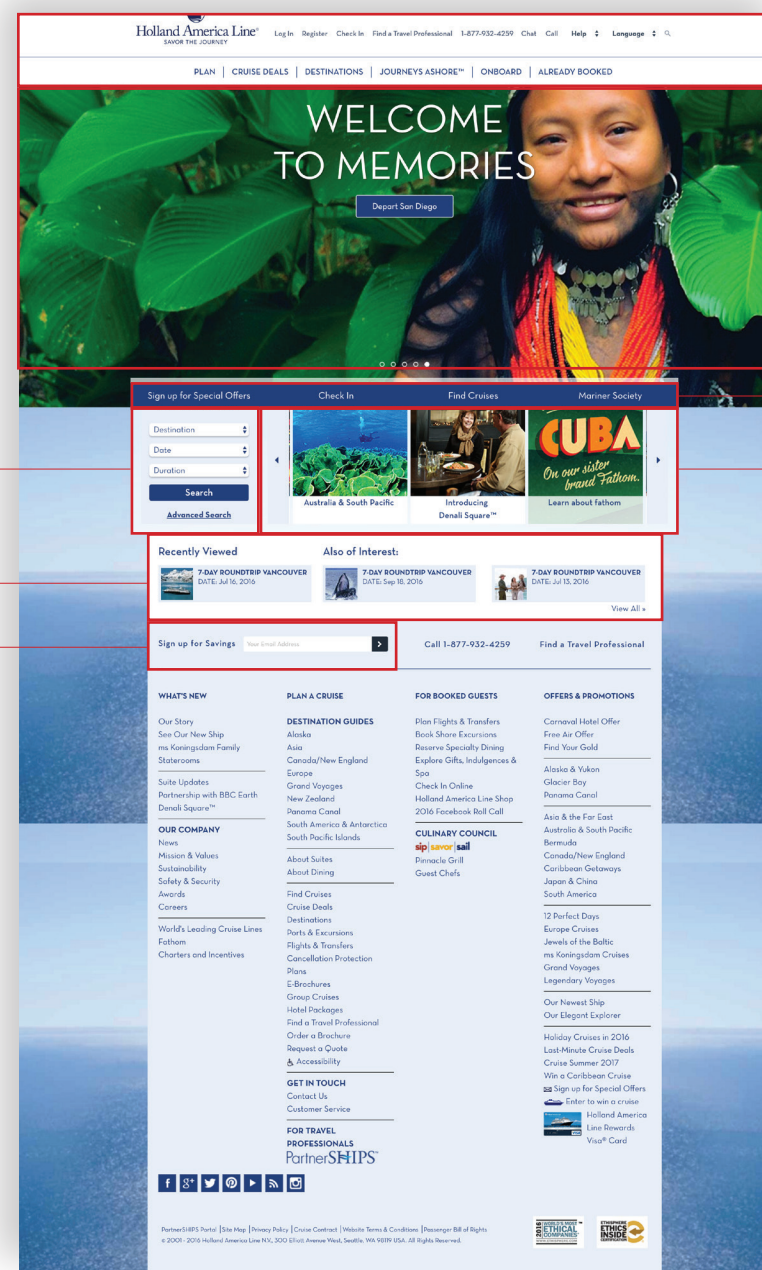For this presentation, Epsilon UX would like to focus on:
Global navigation
Carousel banner display
Destination search

GLOBAL NAVIGATION

CAROUSEL BANNER DISPLAY

BOTTOM STICKY NAVIGATION

CAROUSEL THUMBNAIL DISPLAY

DESTINATION SEARCH

ADDITIONAL CONTENT

SIGN-UP FOR SAVINGS

HOLLAND AMERICA LINE: Creative UX review

Global Navigation

Acquisition & engagement drivers

Global navigation: Indicate priority CTAs

Header and Primary nav has similar weight in terms of color, size and alignment.
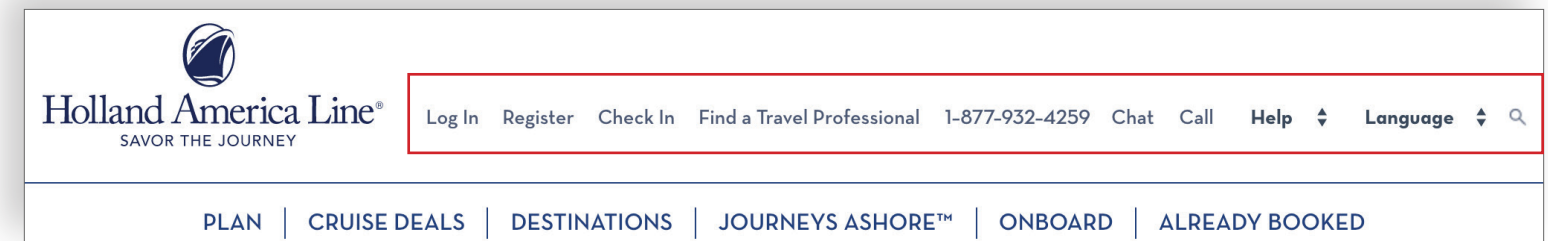
Recommendation:

Align and group header navigation links. Revise creative treatment of CTAs so they can stand out among another navigation buttons. Highlight HAL rewards program.
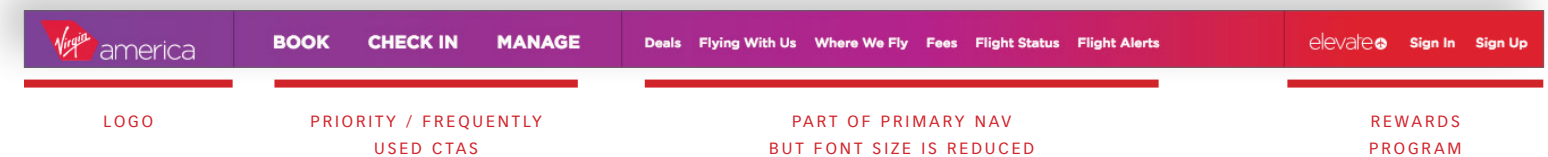
Navigation References:

https://www.virginamerica.com/

HAL DESKTOP

VIRGIN AMERICA DESKTOP

LOGO — PRIORITY / FREQUENTLY USED CTAS — PART OF PRIMARY NAV BUT FONT SIZE IS REDUCED — REWARDS PROGRAM

Global Navigation

Acquistion & engagement drivers (continued)

Global navigation: Design exercise
In this design exercise, we provided two different creative options.

Option A
Focused on grouping and aligning certain CTA groupings to increase focus and awareness to different topics.
Primary navigation remains the same for this exercise.

Option B
In an actual redesign, understanding current analytics of high engagement drivers and using a card sorting
exercise is important to identify how groupings and CTAs are placed and designed on the site.

Then we proceed to consolidate primary navigation to provide a clear call to action and streamline the overall design of the navigation.

Option B places an emphasis on current analytics performance, user preferences together with industrial design trends.
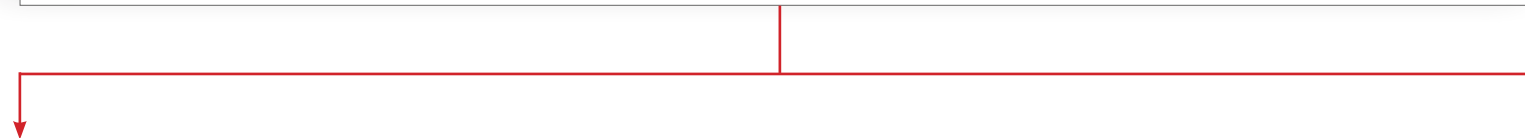
Additional Recommendations:
1_ "Save Itinerary" functionality. Allow user to save their itinerary. Can be implemented using cookies so first time users isn't forced to register.

2_ Search Icon. Currently on selection, it proceeds to a Search page. Suggest to allow user to search within current homepage instead of needing to go to a Search page.

Global Navigation
Design exercise

CURRENT

Holland America Line®
SAVOR THE JOURNEY

Log In   Register   Check In   Find a Travel Professional   1-877-932-4259   Chat   Call   **Help** ⇕   **Language** ⇕   🔍

PLAN | CRUISE DEALS | DESTINATIONS | JOURNEYS ASHORE™ | ONBOARD | ALREADY BOOKED

OPTION A

HELP RELATED SECTION

English ⌄ | Find a Travel Professional | Help ⌄ | 1-877-932-4259

Holland America Line®
SAVOR THE JOURNEY

Mariner Society   Login | Register

REWARDS PROGRAM

PLAN | CRUISE DEALS | DESTINATIONS | JOURNEYS ASHORE | ONBOARD | ALREADY BOOKED | 🔍

PRIMARY NAV REMAINS UNCHANGED WITH EXCEPTION OF ADDING SEARCH ICON.
CONSOLIDATING THE LINKS AND MOVING IT INLINE WITH REWARDS WOULD BE IDEAL.

OPTION B

PREFERENCE / HELP RELATED SECTION   REWARDS PROGRAM

SIGN-UP FOR SAVINGS   HELP ⌄   ENGLISH ⌄   CALL 1-877-932-4259   🔍   MARINER REWARDS   LOGIN ⌄

Holland America Line®

PLAN | JOURNEYS ASHORE™ | ALREADY BOOKED

PRIMARY NAV IS REDUCED TO THREE MAIN OPTIONS,
AIDING IN THE USERS ABILITY TO NAVIGATE THE SITE.

LOGO HAS BEEN REVERSED OUT TO WHITE FOR BETTER
VISIBILITY WHEN OVERLAYED ON AN IMAGE.

Global Navigation

Additional insight

Global navigation: Establish consistency

Establish consistency between links especially links with similar experiences like Log In and Register. User should not need to relearn a new experience during selection or linking to another page.

Recommendation:

Provide a single elegant consistent experience for your returning users and new acquisition.

HAL DESKTOP
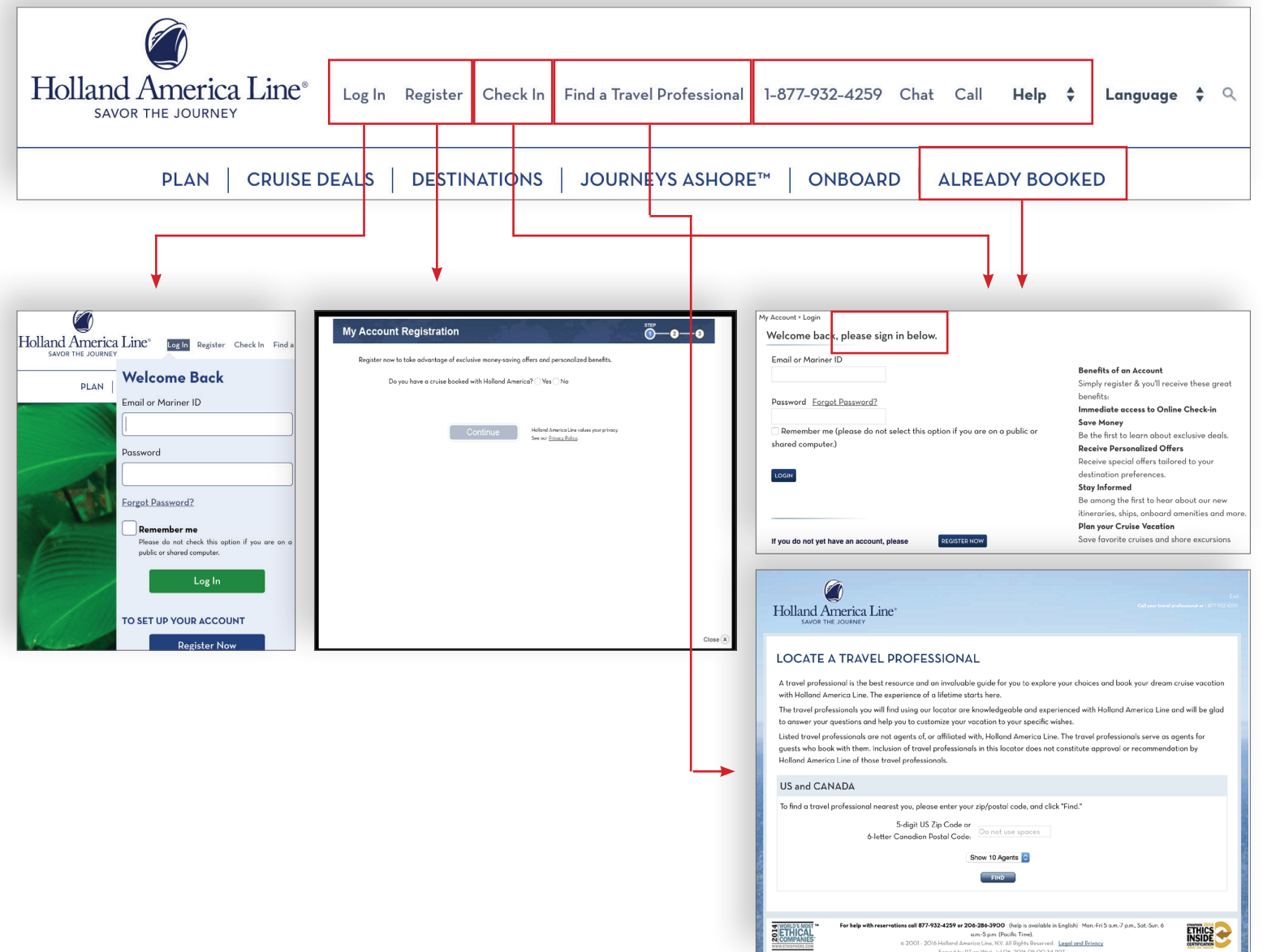
Banner Carousel

Acquistion & engagement drivers

Carousel banner display: Navigation & content

Most carousels have multiple slides that rotate when users select the navigation arrow. The first slide always gets the most selections. But the selection rate for every slide after that will suffer a steep drop. (Reference Article Quote: http://uxmovement.com/ navigation/why-users-arent-clicking-your-home-page-carousel/)

Recommendation:

Provide clear visible label navigation to allow user to navigate to the next slide. Adding play/pause buttons allow users additional time on a particular slide.

Carousel Reference:

http://www.lufthansa.com

Article Reference:

https://www.smashingmagazine.com/2015/02/carousel-usage-exploration-on-mobile-e-commerce-websites/

CURRENT

EPSILON®
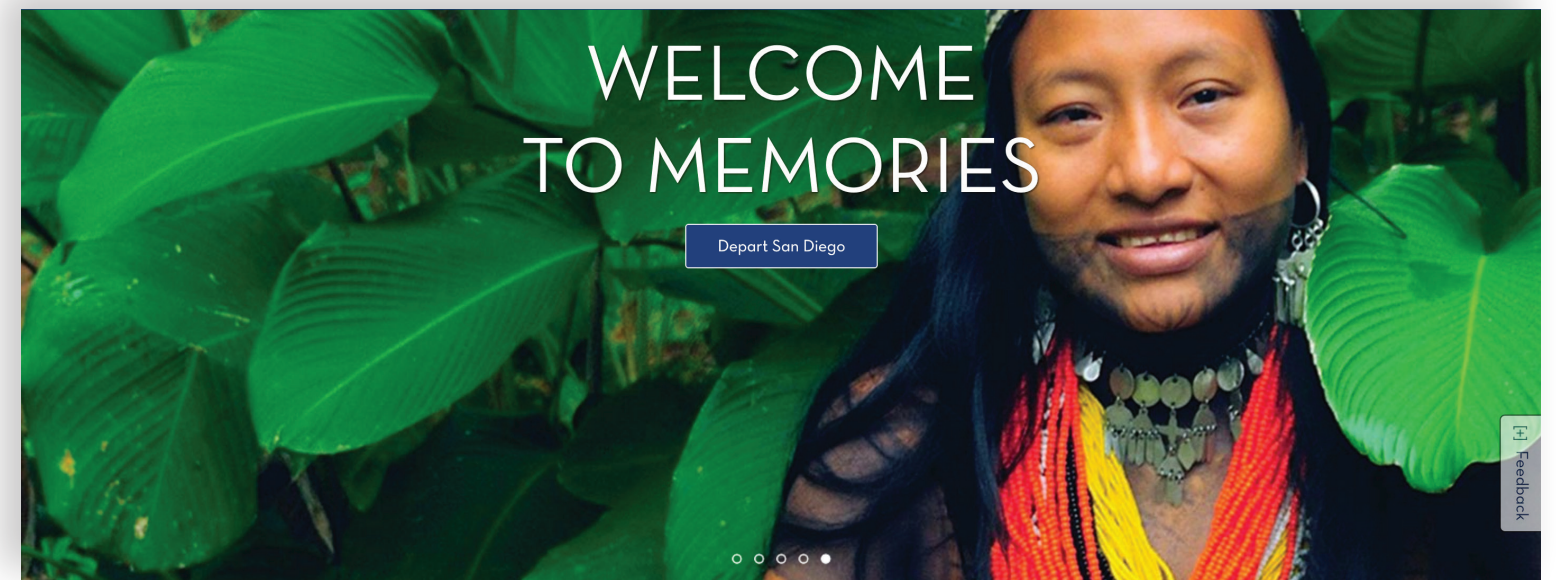
Banner Carousel
Design exercise

OPTION A

GET UP & GO
2016 ON SALE FOR TWO WEEKS ONLY
BONUS SUITE OFFERS

Explore More

OPTION 'A' OFFERS A CAROUSEL BANNER WITH VISIBLE ARROWS AND A TIMELINE THAT INCLUDES A PLAY AND PAUSE BUTTON ENABLING A USER TO MOVE BACK AND FORTH BETWEEN THE SLIDES FREELY

OPTION B

Holland America Line®

PLAN | JOURNEYS ASHORE™ | ALREADY BOOKED

GET UP & GO!
2016 ON SALE FOR TWO WEEKS ONLY

Explore More
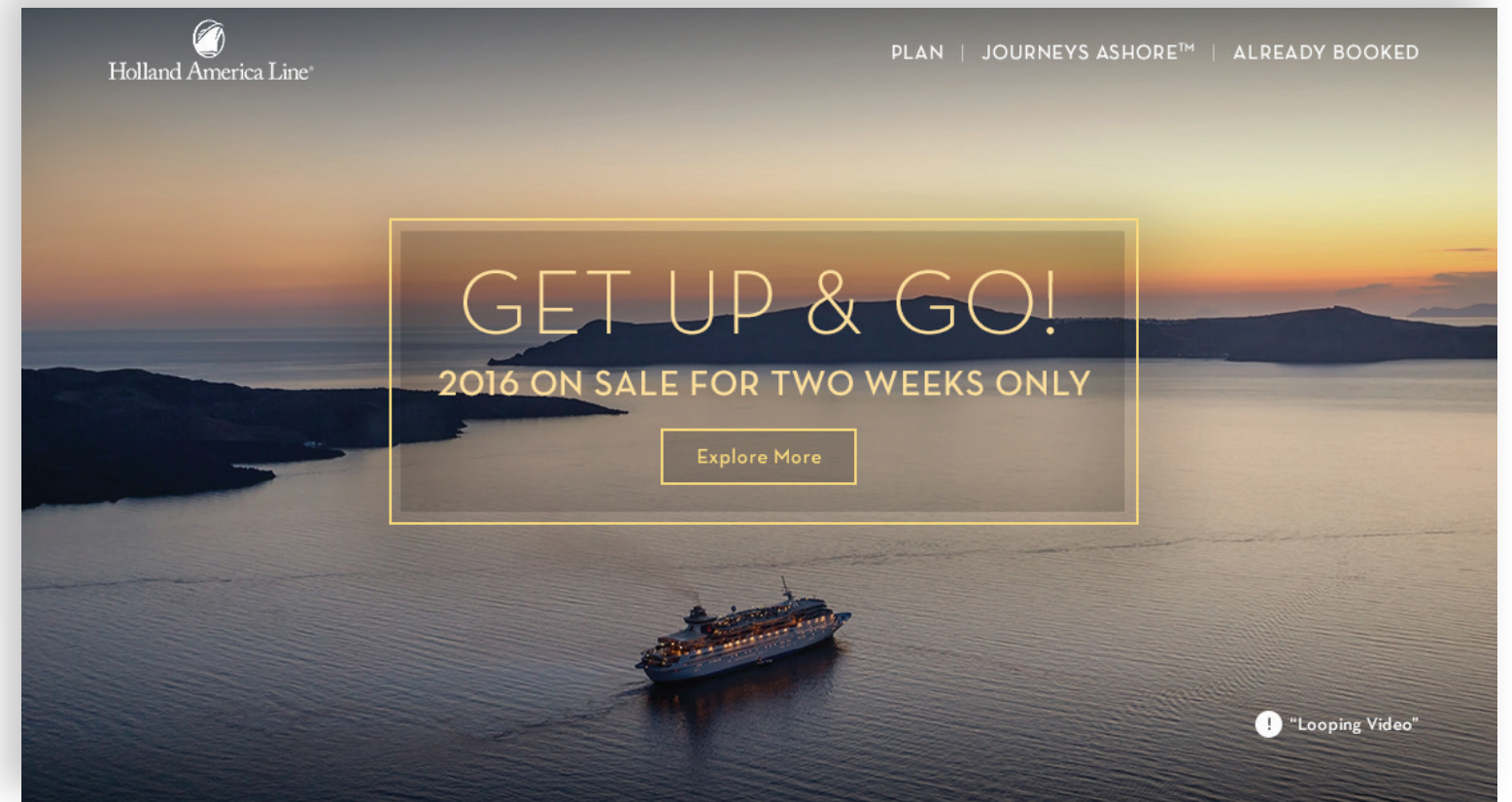
"Looping Video"

OPTION 'B' OFFERS A HERO SPACE WITH A LOOPING VIDEO WHERE THE ARROWS AND TIMELINE ARE NO LONGER NEEDED.

HOLLAND AMERICA LINE: Creative UX review

Destination Search

Acquistion & engagement drivers

Destination search: Above the fold

During user testing, 4/5 users did not see the Destination Search and but instead used Destination Search under "Plan" in the primary navigation. Users replied that they would likely have used it if they had seen it. This is also because of previous user behavior from other travel sites that have Destination Search on load.

Recommendation:

Destination Search above the fold height. Different platforms have different fold heights thus placement should be calculated so that Destination Search will appear on load for all platforms.

References:

http://www.royalcaribbean.com

https://disneycruise.disney.go.com/
(Displays on load but appears hidden with content)

http://www.lufthansa.com

FOLD LINE
1200x800px

HOLLAND AMERICA LINE: Creative UX review
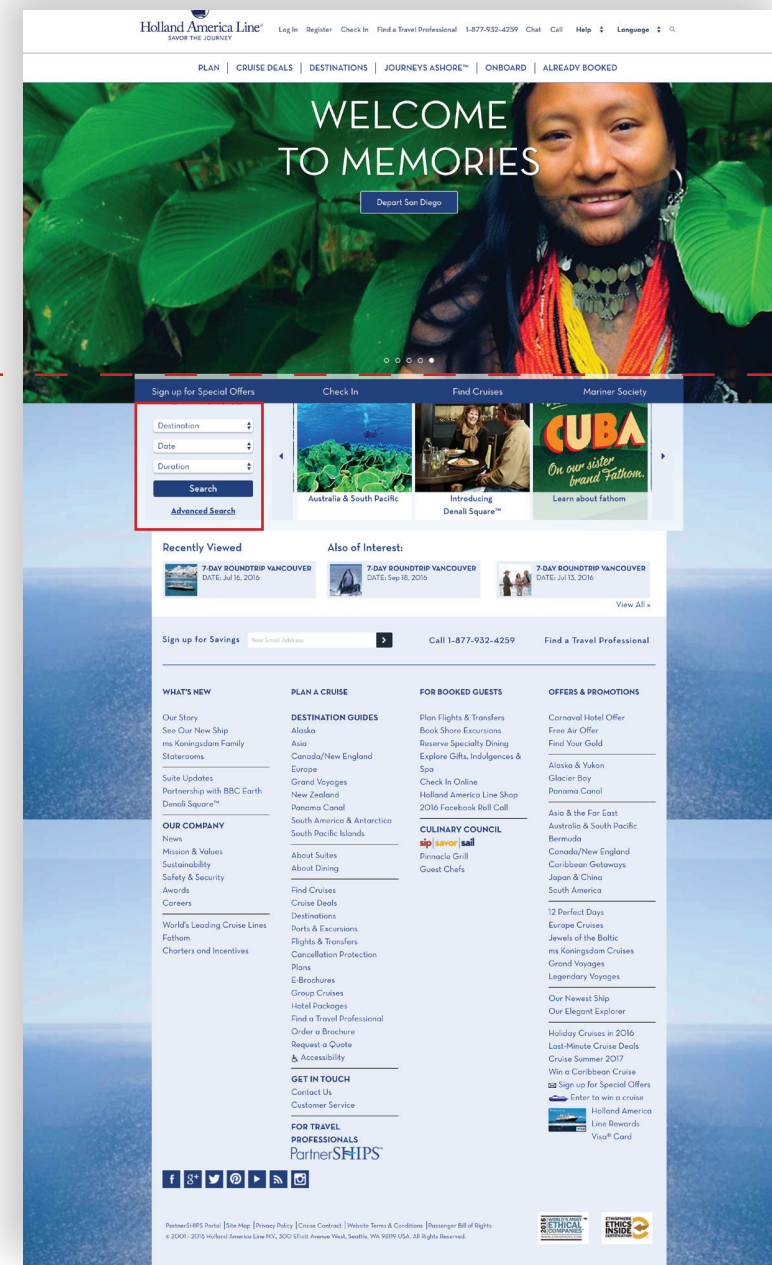
Destination Search

Acquistion & engagement drivers

Destination search: Multiple search types

During research, Epsilon UX identified several different search types throughout the website. Multiple different search fields with different color fields, color treatments, form field design creates a tedious and inconsistent user experience.

Recommendation:

Consolidate search to a single style treatment with relevant fields and similar experience across multiple platforms. Instead of a Advance Search link that opens a new advanced search page, suggest to include Advance Search filters that reveal on select.

EPSILON®

Destination Search

Design exercise

OPTION A

OPTION 'A' OFFERS A VERTICLE DESTINATION SEARCH MODULE IN THE HERO SPACE

OPTION B

OPTION 'B' OFFERS A HORIZONTAL DESTINATION SEARCH IN THE BOTTOM OF THE HERO SPACE

Homepage Redesign

Global navigation / Banner carousel / Destination search

OPTION A

OPTION B

HOLLAND AMERICA LINE: Creative UX review
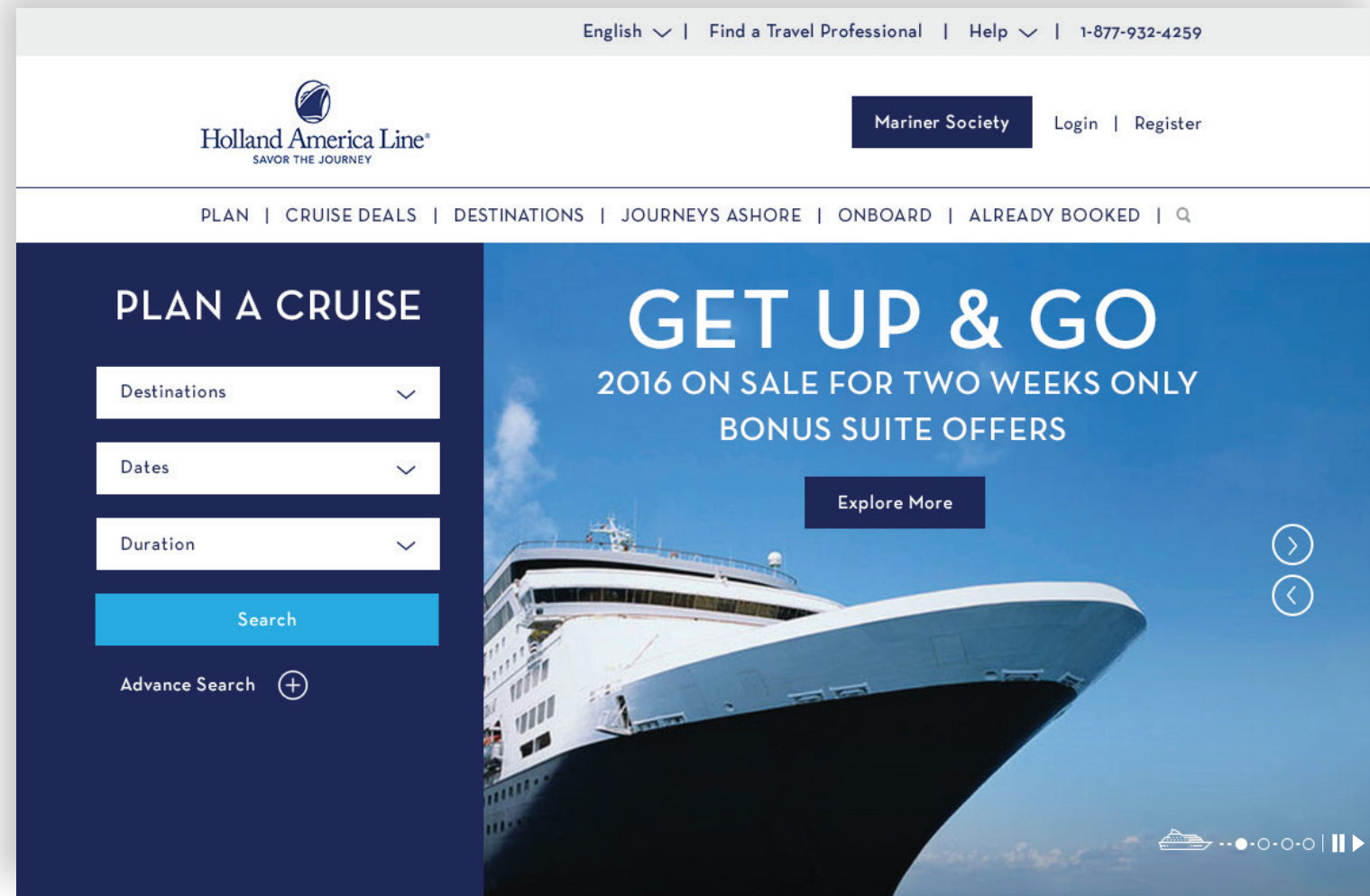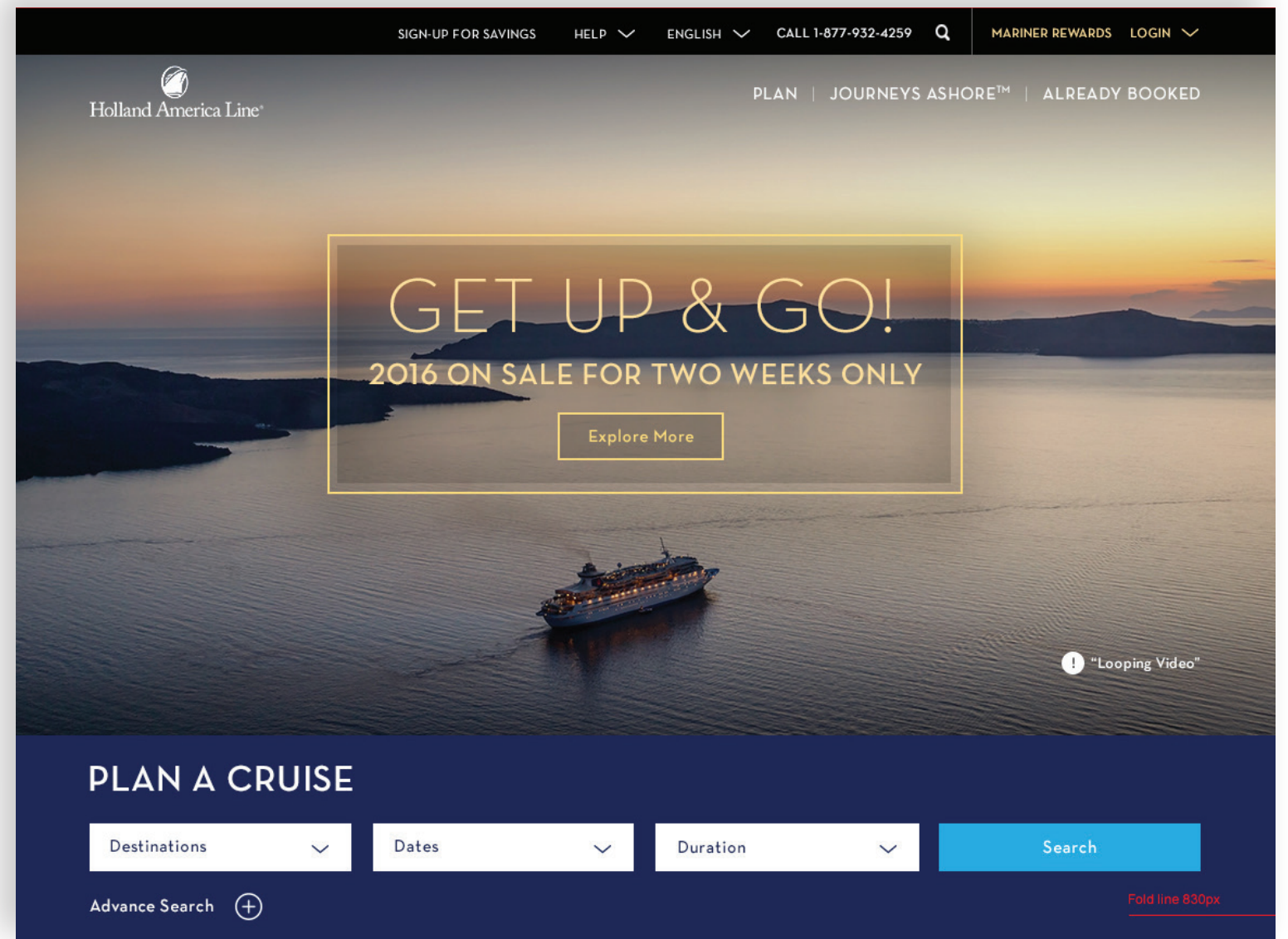
User journey
Understanding the user's path to purchase

User journey
User testing

Epsilon UX guerrilla tested users to further understand the user journey's path to purchase. The purpose of this study is to evaluate the end-to-end user experience focused on path to purchase. Collecting this data will provide the study team with:

- Behavioral observations and insights into the current user experience.

- Insights into design solutions on how to improve and strengthen the experience

- Baseline information on the current experience that can be used as a comparison for future online experiences.

Reference:
Refer to HAL Path to Purchase Usability Testing study.

User journey: A

USER

Holland America Homepage

User uses Destination Search in top Navigation and selects "Search CTA".

User arrives at Results Page

Results Page

User views available results. User can use left rail to edit previous fields.

User selects Itinerary, Departure Date (not required) and selects "Continue CTA".

Selected Itinerary

User views available selections. If previous departure date was not selected, first available date auto-populates. User selects "Continue CTA".

**Potential Concern If user scrolls below to "Ports & Excursions" and selects "Book Now" on any excursion package, user will be brought to a landing page which is different from the home page and does not feature breadcrumbs.User is also unable to select browser Back button to navigate. Path to Purchase is broken.

Cruise Details

User views cruise details and selects "Next CTA" to move to Stateroom.

**Potential Concern This page seems to reside in another template framework which is different from the homepage. User no longer has access to previous navigation and breadcrumbs. User's previous left rail navigation has transformed to accordion and tabs.

Stateroom

Stateroom is divided into 4 sub sections
1) Stateroom Type
2) Location & Deck
3) Stateroom
4) Preferences

User selects their stateroom preference by selecting "Stateroom Thumbnail CTA".

**Potential Concern Navigation is now split between an accordion and tabs which can become confusing for the user.

Stateroom Type

Upon selecting your stateroom preference. User must select CTA "Select Your Own CTA" or "Let Us Choose CTA"

Select Your Own

Let Us Choose

Select Your Own allows user to select their stateroom location preference or Let Us Choose allows Holland America to select user's stateroom location.

For both options, user selects "Continue CTA"

Preferences

User reviews preferences and selects "Guest(s) CTA".

Guest(s)

User fills in their details and selects "Continue CTA".

Primary Contact

User fills in their primary contact details and selects "Continue CTA".

Book Now

User selects "Book Now CTA" to complete booking.

OBSERVATIONS

During user testing, **4/5 users used Journey A as their path to purchase.**

User requires a minimum of **11** CTA selections to complete booking. This excludes any additional selections to go back to previous step or field revisions. **11** CTA selection is average compared to other competitors.

Findings:
Carnival: 15 CTAs
Celebrity Cruises: 7 CTAs
Disney Cruises: 12 CTAs
Royal Caribbean: 7 CTAs

User journey: A / User comments

USER

Holland America Homepage

User uses Destination Search in top Navigation and selects "Search CTA".

User arrives at Results Page

Results Page

User views available results. User can use left rail to edit previous fields.

User selects Itinerary, Departure Date (not required) and selects "Continue CTA".

Selected Itinerary

5 out of 5 users expected to be able to select Stateroom at this page. Viewing additional details of the Stateroom was helpful but user felt they should also be able to select the Stateroom.

Stateroom

Stateroom is divided into 4 sub sections
1) Stateroom Type
2) Location & Deck
3) Stateroom
4) Preferences

User selects their stateroom preference by selecting "Stateroom Thumbnail CTA".

**Potential Concern Navigation is now split between an accordion and tabs which can become confusing for the user.

Stateroom Type

Upon selecting your stateroom preference. User must select CTA
"Select Your Own CTA"
or
"Let Us Choose CTA"

Select Your Own

Let Us Choose

4 out of 5 users had difficulty selecting a Stateroom. One user spent almost 4 minutes attempting to select her stateroom, becoming very frustrated in the process, while another spent 3 minutes and ended up selecting a stateroom which was not his preference, even though the Staterooms he preferred were actually available.

User commented: "I don't know why I am just hitting continue instead of picking the room here, but ok…"

RECOMMENDATION: Users should be able to select their stateroom as soon as they encounter the stateroom classifications. Additional information on room types can be linked from the selection page.

Guest(s)

User fills in their details and selects "Continue CTA".

Primary Contact

User fills in their primary contact details and selects "Continue CTA".

Book Now

User selects "Book Now CTA" to complete booking.

HOLLAND AMERICA LINE: Creative UX review

User journey: B

USER

Holland America Homepage

On Homepage, user selects "Destinations CTA" in navigation.

Within Navigation, user selects "Alaska & Yukon CTA"

Alaska & Yukon Page

User selects Vancouver in Port drop down field   and selects
"Start Exploring CTA"

**Potential Concerns This page seems to reside in another template framework which is different from the homepage. User no longer has access to previous navigation.

Current main navigation is different.Selecting Destinations in the navno longer displays a nav menu but instead links to an overview Destination page (http://www.hollandamerica.com/cruise-destinations/Main.action? WT.ac=pnav_Dest-GuidespnavDe stinations) not accessible from the Homepage nav.

Within the navigation, Specials and New to Cruise are also new additions and not available in the Homepage nav.

Vancouver Guide Page

User views content about Vancouver. If user is interested to book a cruise to Vancouver, there is "NO CTA" Path to Purchase is stopped.

User must rely on intuition to navigate to locate path to purchase CTA drivers.
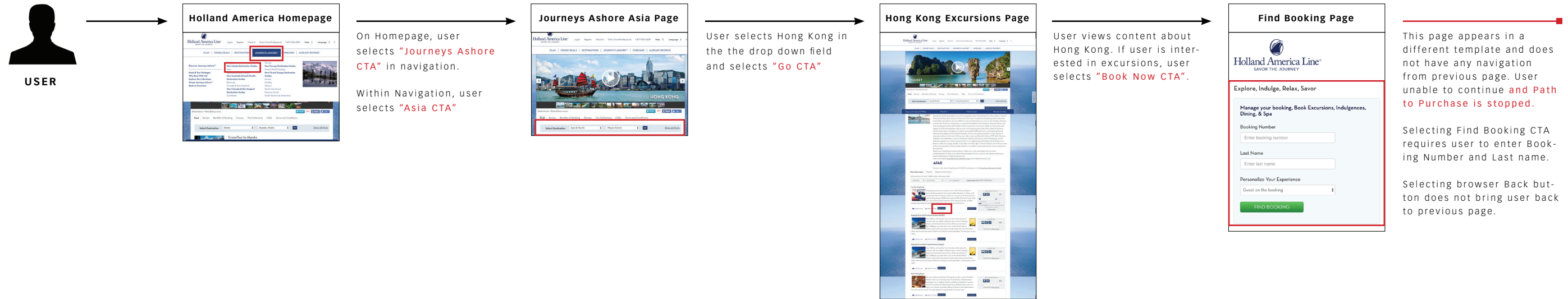
OBSERVATIONS

During user testing, **2/5 users** used Journey B during their pat h to purchase.

User journey also identified potential concerns with navigation format and breaking purchase path.

Other observations that were not included in this user journey but should be considerations include:
- Creative Treatment in Destinations page is vastly different from rest of website.
- Assumes Destinations page is using an API from AFAR partners which has different navigation features not included in rest of website.

EPSILON®

User journey: C

USER

Holland America Homepage

On Homepage, user selects "Journeys Ashore CTA" in navigation.

Within Navigation, user selects "Asia CTA"

Journeys Ashore Asia Page

User selects Hong Kong in the the drop down field and selects "Go CTA"

Hong Kong Excursions Page

User views content about Hong Kong. If user is interested in excursions, user selects "Book Now CTA".

Find Booking Page

Holland America Line
SAVOR THE JOURNEY

Explore, Indulge, Relax, Savor

Manage your booking, Book Excursions, Indulgences, Dining, & Spa

Booking Number
[Enter booking number]

Last Name
[Enter last name]

Personalize Your Experience
[Guest on the booking]

[FIND BOOKING]

This page appears in a different template and does not have any navigation from previous page. User unable to continue and Path to Purchase is stopped.

Selecting Find Booking CTA requires user to enter Booking Number and Last name.

Selecting browser Back button does not bring user back to previous page.

OBSERVATIONS

During user testing, NO users selected Journey C but Facilitator indicated potential issues.

In Journey C, a potential user would have selected **4** CTAs but was unable to continue path to purchase.

Thank You!

EPSILON®