

Celebrity Cruise Lines:

User Insight conducted one-on-one interviews for Celebrity Cruise Lines and IQ Interactive to explore specific demographic segmentation profiles provided by Celebrity Cruise Lines. The interviews revealed three distinct motivations for cruise travel and, consequently, three different user personas. With this discovery, the client gained the power to address customers' real and diverse motivations, not demographic stereotypes and design a site that addresses all their needs.

Client Goals

- Understand how to appeal to, and design for, various segmentations with moderate to high incomes.
- Learn what website experiences these users prefer.
- Provide the right amount and types of content to increase online bookings.

Insights Gained

Celebrity Cruise Lines and IQ Interactive learned that these users

- Had one of three distinct motivations for cruise travel: relaxation, exploration, or entertainment.
- Looked for different qualities and features in a cruise depending on their motivation:
 - › Relaxers like to lounge and enjoy cruises because they travel without having to unpack.
 - › Explorers use the cruise as a way to get to a new destination and enjoy land tours.
 - › Entertainment Seekers like the food, dancing, and nightlife on the cruise.
- Needed different website functions and messaging depending on their motivation for travel.

Our Approach

- 42 one-on-one close interviews in Atlanta, Chicago, and New York City including
 - › Questions about why these users cruise, what cruise lines they use, and more.
 - › Competitive review of several cruise line websites and how to book a cruise on them.

Who we talked to

- 42 highly experienced cruisers with a mix of Celebrity Cruise Lines marketing/segmentation profiles.