

Calypso Yacht Charter

Sylvie Donatien

Project overview



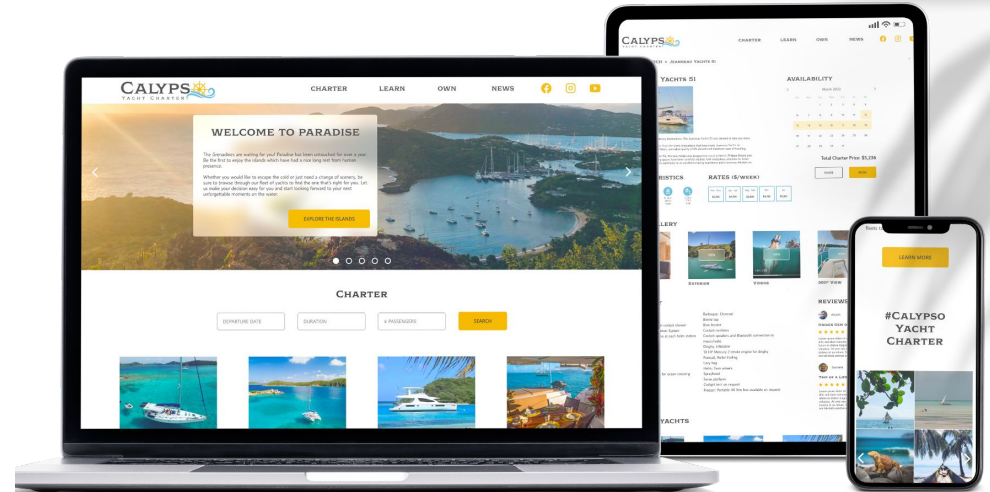
The product:

Website for a yacht charter company with an online yacht rental flow



Project duration:

2 weeks in October 2021



Project overview



The problem:

Websites of small to medium yacht charter companies have cluttered designs with no efficient way of searching for yachts, and complicated - if not existent - yacht booking processes.



The goal:

Design a yacht charter company website to be helpful by providing clear navigation and layout, a search feature, and offering an easy booking process.

Project overview



My role:

UX designer leading the website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low- and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs.

I discovered that some users just want to book an all-inclusive and relaxing experience while others want to book a specific type of boat and build up sailing experience as a skipper.

All users expressed a need for booking a boat online from start to finish, with no time-consuming email exchange or phone calls.

User research: pain points

1

No search

In the worst case scenario, there is no search feature so the users have to browse all the yachts in the company's fleet, in the best case scenario, the search doesn't offer relevant filter options

2

Lack of information

Some users want to know all the characteristics of the boat they are going to book, even the proficiency level required to be able to steer the boat

3

No user reviews

User reviews make the decision easier on users and they give the users booking a boat a feeling of safety and confidence

4

No online booking

The "booking" flow ends with a "email the quote" or "contact us" step which is very frustrating to the users who want to book a boat online with no time-consuming email exchange

Persona: Anwar

Problem statement:

Anwar is a busy entrepreneur, husband and father of 3 who needs to book a skippered sailboat online in an easy, fast and smooth way because he is busy and only interested in an all-inclusive, hassle-free and relaxed vacation on a sailboat for him and his family.



Anwar

Age: 56

Education: MBA Degree

Hometown: Jakarta, Indonesia

Family: Married, 3 children

Occupation: Entrepreneur

"Sailing means spending quality time with my family in a relaxed and hassle-free environment"

Goals

- Find quickly the perfect boat for his vacation
- Rent a sailboat with a skipper
- Get all the details online, without wasting time on the phone

Frustrations

- "It's difficult and time-consuming to find the perfect boat"
- "I can't find details about what it is to be on a boat with a skipper"

Anwar is a busy entrepreneur who hates wasting his time. He is passionate about his company but also about sailing and sailboats. He loves his family and because he doesn't get to spend much time with them when he is working, he loves to go sailing with them every now and then for a 1-week vacation. He wants to relax and spend time with his family so he always rents a sailboat with a skipper onboard.

Persona: Nike

Problem statement:

Nike is a recently certified skipper who needs to find the perfect sailboat to book for her and her friends because she wants to feel in control, build up some experience as a skipper and make her friends happy.



Nike

Age: 33

Education: Faculty of Medicine

Hometown: Zürich, Switzerland

Family: 2 cats

Occupation: Dentist

“I'd like to build experience sailing as a skipper with some friends and discover amazing islands while doing so”

Goals

- Rent a sailboat online
- Get the most accurate details possible about the boat
- Get easy feedback about the boat from my friends

Frustrations

- Renting a boat online is stressful
- Info about the boats is outdated
- Too much back-and-forth with the rental company by email

Nike is a dentist from Zürich. She learned how to sail when she was a kid on Lake Zürich. Recently she decided to learn how to sail on cruising boats and she recently got certified. She would like to charter a sailboat in the Antilles with some friends and get some experience as a skipper.

User journey map

I created a user journey map of Anwar's experience using the website to help identify possible pain points and improvement opportunities.

ACTION	Visit yacht charter company website	Search for a sailboat	Select a sailboat	Book the sailboat	Pay for the booking
TASK LIST	<p>A. Search on Google for the yacht charter company website recommended by a friend</p> <p>B. Browse the website to find the section for renting boats</p>	<p>A. Search for skippered yacht</p> <p>B. Apply filter options if available</p>	<p>A. Browse the fleet</p> <p>B. Look at the characteristics of each sailboat</p> <p>C. Bookmark pages with interesting yachts</p> <p>D. Compare bookmarked pages</p> <p>E. Choose a sailboat</p>	<p>A. On the page of the selected boat, fill out the required form</p> <p>B. Enter all the required information</p> <p>C. Submit form</p>	<p>A. Ask for the invoice</p> <p>B. Pay the booking by wiring money transfer</p>
FEELING ADJECTIVE	<p>Excited about vacationing on a sailboat</p> <p>Annoyed that it took so much time to find the right section</p>	<p>Confused that there is no categories bareboat vs skippered yachts</p> <p>Annoyed that there is no search possible, much less filters</p>	<p>Overwhelmed by all the available yachts</p> <p>Frustrated that there is no clear category or important characteristics missing from yacht previews</p> <p>Annoyed that there is no guide/comparison feature to speed up yacht selection</p>	<p>Confused that the form asks for the preferred yacht whereas the user is already on the page of the yacht they selected</p> <p>Frustrated that there is no information about availability</p> <p>Annoyed that the online rental process ends with a form to fill out and then transitions to a back-and-forth email exchange</p>	<p>Anxious about wiring money</p> <p>Annoyed that wire fees were hidden</p> <p>Frustrated that online payment is not possible</p>
IMPROVEMENT OPPORTUNITIES	<p>Work on SEO to improve website referencement</p> <p>Advertise the different sections of the website on the homepage to make it easy to find them</p>	<p>Add clear categories that are user-oriented instead of yacht-oriented</p> <p>Add a Search feature using filters or free-text search bar</p>	<p>Add bookmark and comparison features</p> <p>Organize fleet by categories</p> <p>Add important characteristics on yacht quick previews</p>	<p>Add availability info in a calendar view</p> <p>Transform back-and-forth email exchange into rental steps on the website (upload feature of required documents, user gets notified when checks are OK and process can continue, etc)</p>	<p>Make all the fees appear clearly at the beginning of the rental flow</p> <p>Add the possibility to pay online</p>

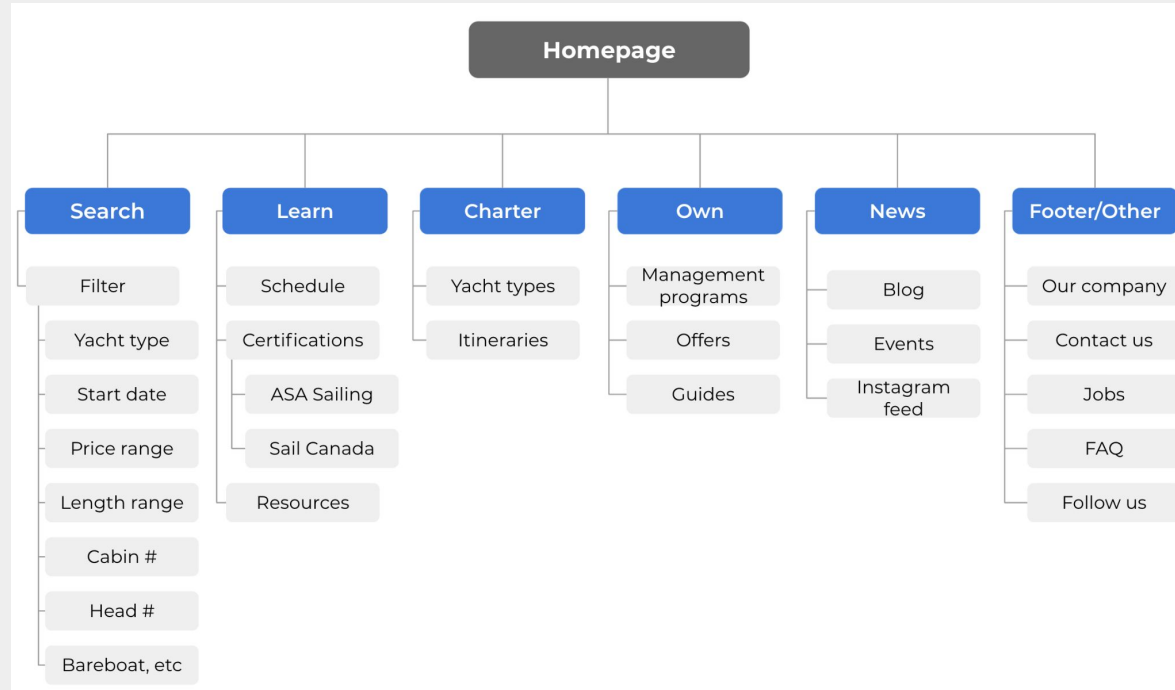
User journey map

I created another journey map for Nike.

ACTION	Visit yacht charter company website	Search for a sailboat	Select a sailboat	Book the sailboat	Pay for the booking
TASK LIST	A. Search on Google for the yacht charter company website recommended by a friend B. Browse the website to find the section for renting boats	A. Search for bareboat yacht B. Apply filter options if available	A. Browse the fleet B. Look at the characteristics of each sailboat C. Bookmark pages with interesting yachts D. Compare bookmarked pages E. Choose a sailboat	A. On the page of the selected boat, fill out the required form B. Enter all the required information C. Submit form	A. Ask for the invoice B. Pay the booking by wiring money transfer
FEELING ADJECTIVE	Excited about vacationing on a sailboat Stressed to find the perfect sailboat Annoyed that it took so much time to find the right section	Confused that there is no categories bareboat vs skippered yachts Annoyed that there is no search possible, much less filters	Overwhelmed by all the available yachts Frustrated that there is no clear category or important characteristics missing from yacht previews Annoyed that there is no guide/comparison feature to speed up yacht selection Anxious that there is no user reviews Anxious that the pictured sailboat is not the real one Frustrated that there is no way of easily sharing the page with some friends to get their opinion	Confused that the form asks for the preferred yacht whereas the user is already on the page of the yacht they selected Frustrated that there is no information about availability Annoyed that the online rental process ends with a form to fill out and then transitions to a back-and-forth email exchange	Anxious about wiring money Annoyed that wire fees were hidden Frustrated that online payment is not possible Annoyed there is no way to split the bill between her and her friends
IMPROVEMENT OPPORTUNITIES	Work on SEO to improve website referencement Make the homepage relaxing and comforting Advertise the different sections of the website on the homepage to make it easy to find them	Add clear categories that are user-oriented instead of yacht-oriented Add a Search feature using filters or free-text search bar	Add bookmark, share and comparison features Organize fleet by categories Add important characteristics on yacht quick previews Add user review feature Add pictures from previous users who booked the boat	Add availability info in a calendar view Transform back-and-forth email exchange into rental steps on the website (upload feature of required documents, user gets notified when checks are OK and process can continue, etc)	Make all the fees appear clearly at the beginning of the rental flow Add the possibility to pay online Add the possibility to have a common tab that can be paid by multiple persons

Sitemap

I chose a hierarchical website structure with very distinct sections corresponding to users' needs (search, learn, charter or own). Additional information can be found in the footer or second menu.

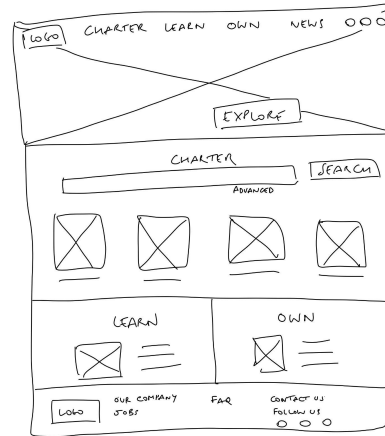


Paper wireframes

Next, I sketched out wireframes for each page of the website.

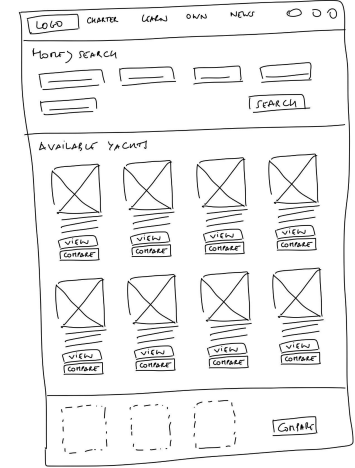
I did multiple versions for each wireframe and selected only the best elements out of each version, which turned out to be the final wireframes.

- LOGO
- NAVIGATION
- IMAGES OF ISLANDS
- SEARCH BAR
- YACHT CHARACTERS
- SAILING CONTROL
- YACHT OWNERSHIP
- FOOTER

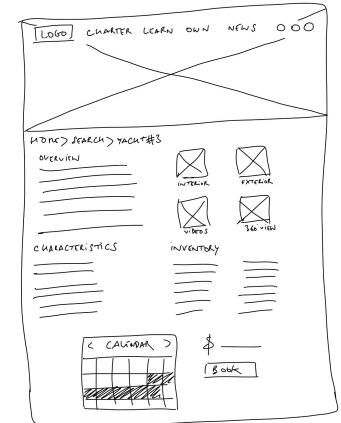
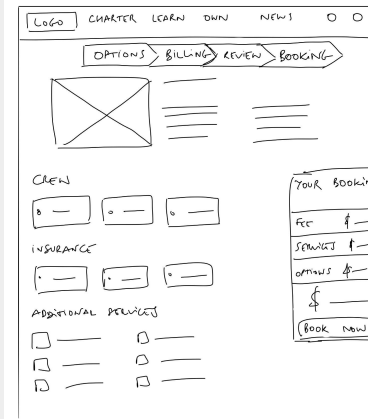


- SHIP OVERVIEW
- PLAN UP AND REVIEW
- OPTIONS (Crew, SKIFFER, INSURANCE, KITCHEN KIT, REFRIGERATOR, BATHROOM KIT, SUNSCREENING GEAR)

- PRICE PER HOUR OF INLANDS
- AVAILABILITY CALCULATOR
- PRICE + FEES
- SHARE BUTTON
- CONFIRMATION

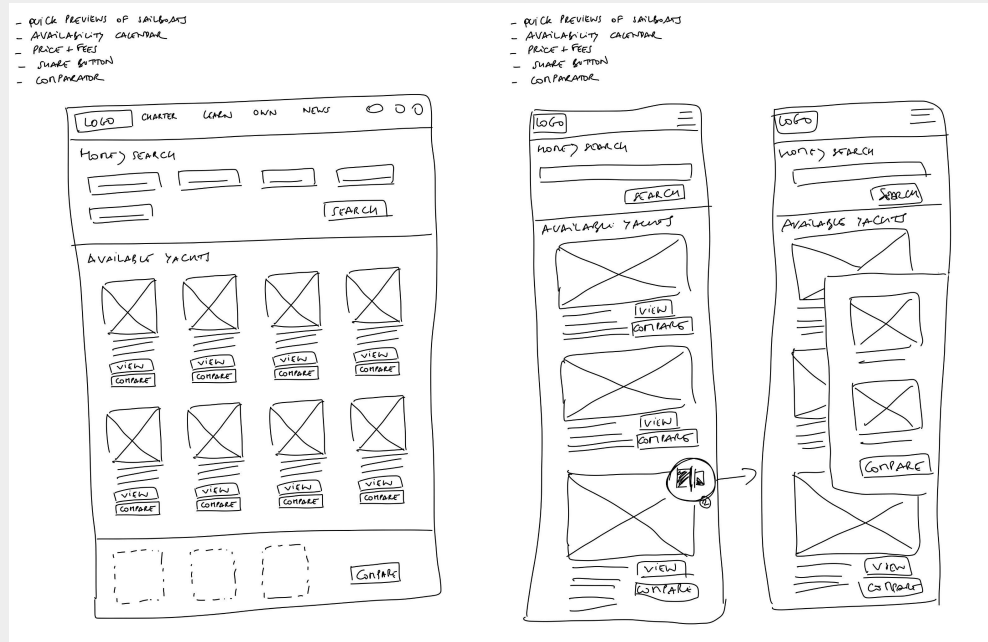


- PI OVERS OF BOAT (INTERIOR, EXTERIOR, SAILING) + DATE OF RENTAL
- CHARACTERISTICS
- REVIEWS
- AVAILABILITY CALCULATOR



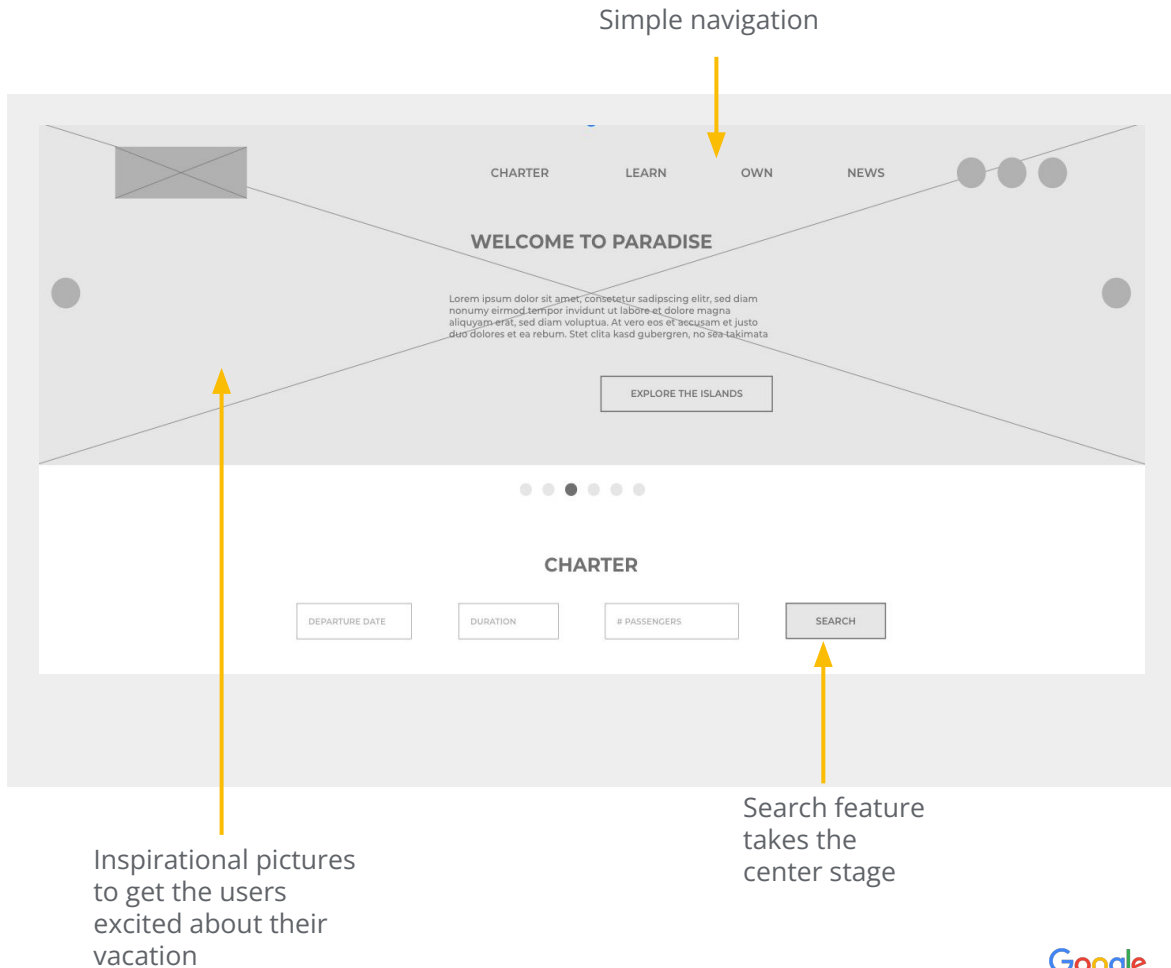
Paper wireframe screen size variation(s)

I sketched out wireframes for mobile and desktop versions for each page in order to make sure the experience on any screen device is optimal.



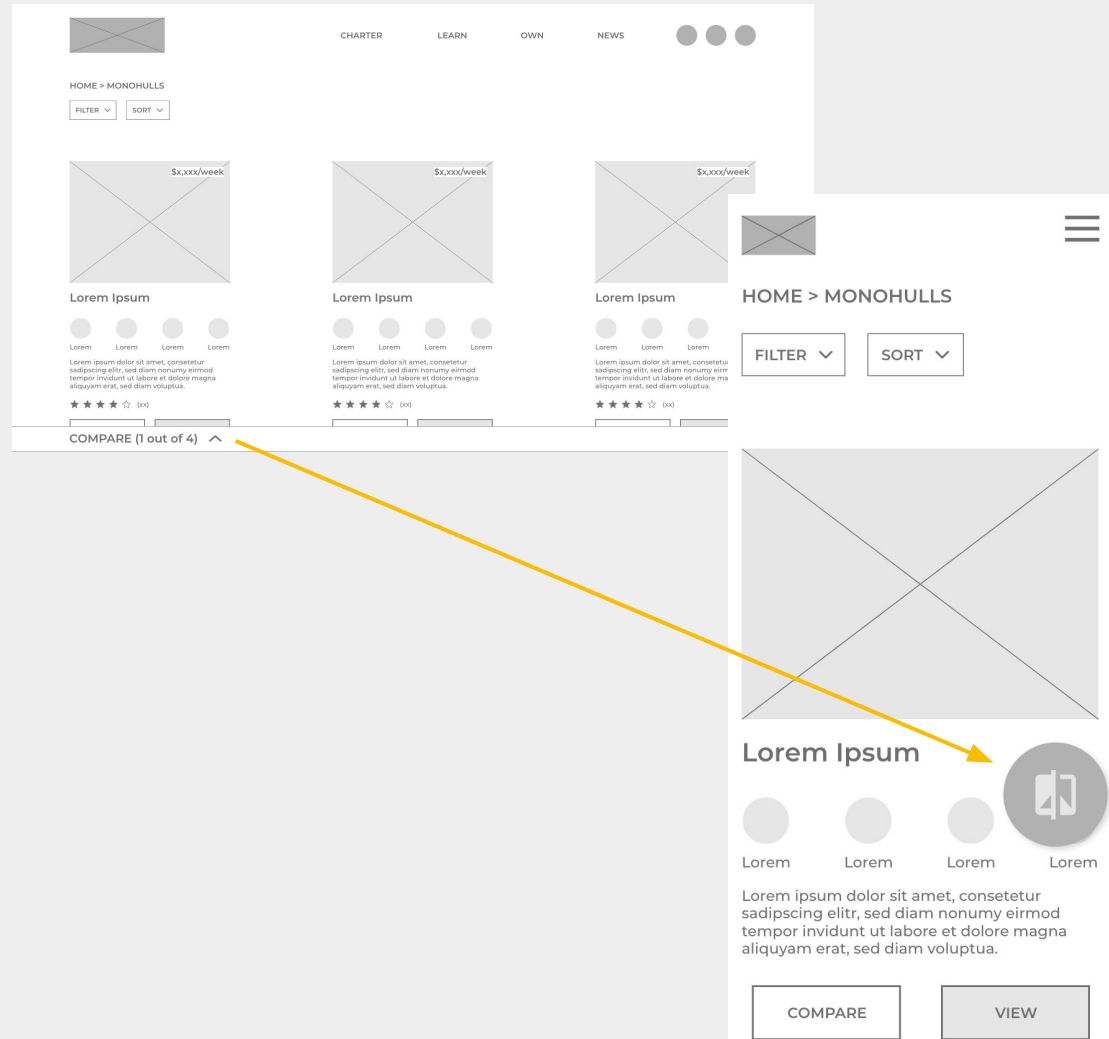
Digital wireframes

Moving to digital wireframes was rather easy because the important elements were already there on paper. On the digital wireframes, I made sure the elements were properly distributed, aligned and proportioned.



Digital wireframe screen size variation(s)

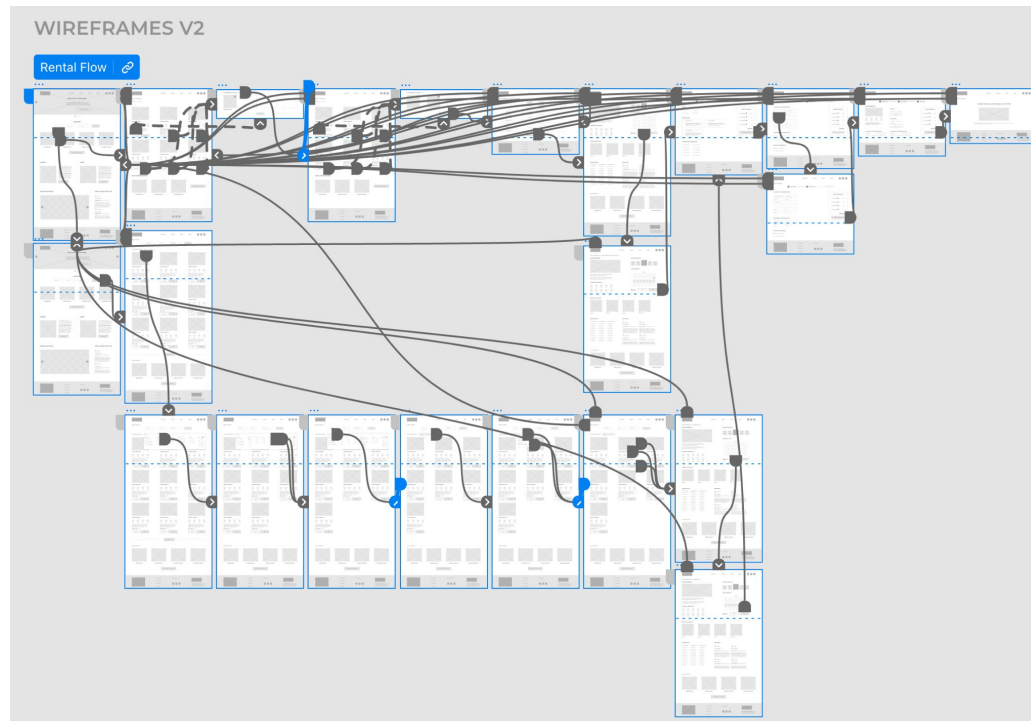
Responsive design means providing the users with the best experience no matter the screen size. Some slight differences appear between desktop and mobile, such as the comparison feature, for instance: the collapsible bottom drawer on desktop becomes a floating action button on mobile.



Low-fidelity prototype

To create a low-fidelity prototype, I connected all the wireframes involved in the boat booking flow and implemented 2 entry points for this flow: the user can start booking a boat after a search or after browsing the list of boats.

[View low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

4 participants



Length:

15-20 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Missing Filter Options

After a basic search, users couldn't filter on the type of boat

2

Confusing Interactions

Users didn't know how to close the filter options dropdown menu because the pattern was not following the convention of clicking anywhere on the screen to close the menu

3

Disrupted Booking Flow

At review step which is the final step of the booking flow, users were offered to edit the boat they selected which would have reset the entire flow and disrupt completely the booking experience

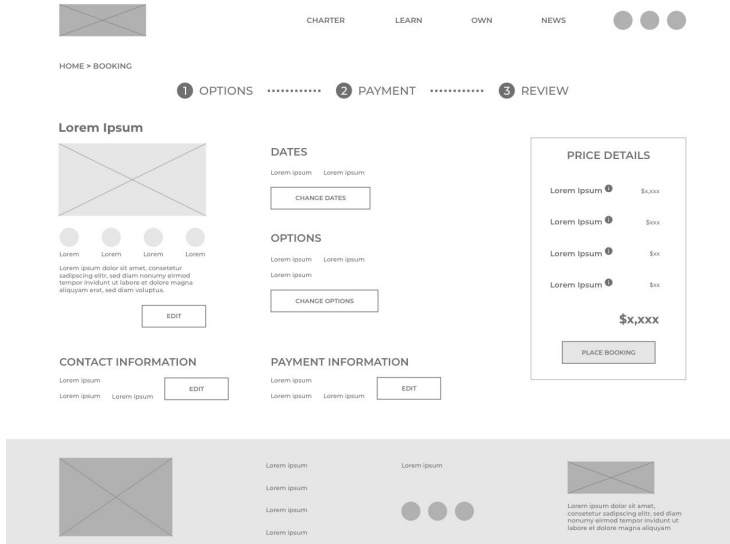
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

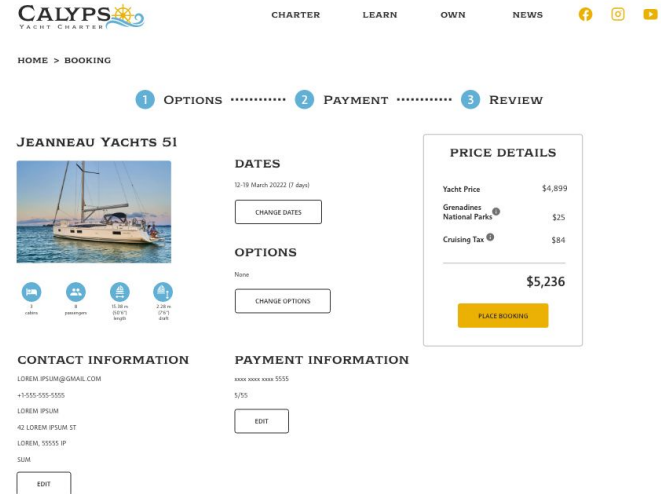
Mockups

Based on the insights from the usability study, I made changes to improve the booking flow. One of the changes I made was to remove the boat edit option at the final step of the booking.

Before usability study



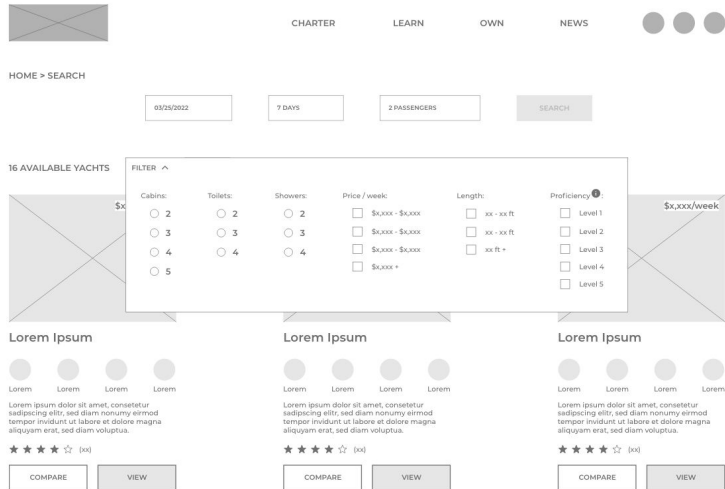
After usability study



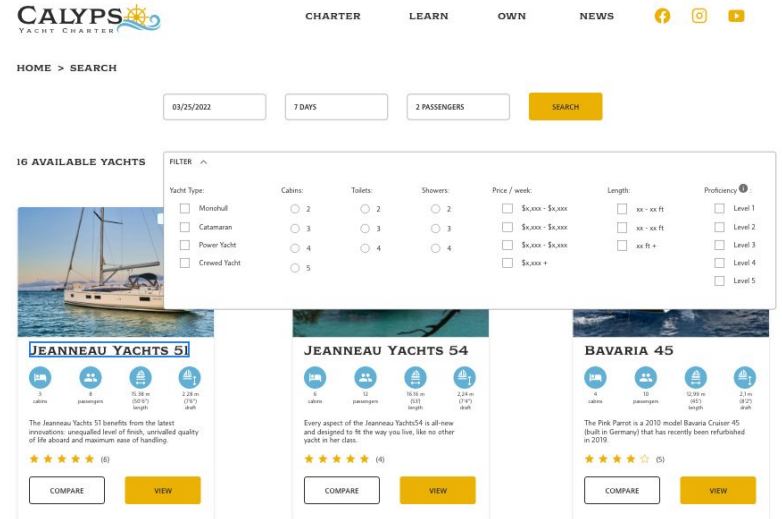
Mockups

I also made changes to improve the search filtering options: new filtering option on the type of boat.

Before usability study



After usability study



Mockups

I made changes to improve the high-fidelity prototype after a second usability study that showed that the booking call-to-action was too difficult to find. I moved the element from the bottom of the boat details page to its top.

Before usability study



After usability study



JEANNEAU YACHTS 51



The world is rich with extraordinary destinations. The Jeanneau Yachts 51 was created to take you there.

The Jeanneau Yachts 51 benefits from the latest innovations that have made Jeanneau Yachts so successful: unequalled level of finish, unrivalled quality of life aboard and maximum ease of handling.

Inspired by the Jeanneau Yachts 54, this new model was designed by naval architect, Philippe Briand and designer, Andrew Winch. Living spaces have been carefully studied, with meticulous attention to detail and the use of fine materials, to contribute to an excellent cruising experience and a luxurious lifestyle on board.

CHARACTERISTICS



RATES (\$/WEEK)

Feb - Mar	Apr - Jul	Aug - Nov	Dec	Jan
\$5,236	\$4,795	\$2,889	\$4,705	\$1,287

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CHARACTERISTICS



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AVAILABILITY

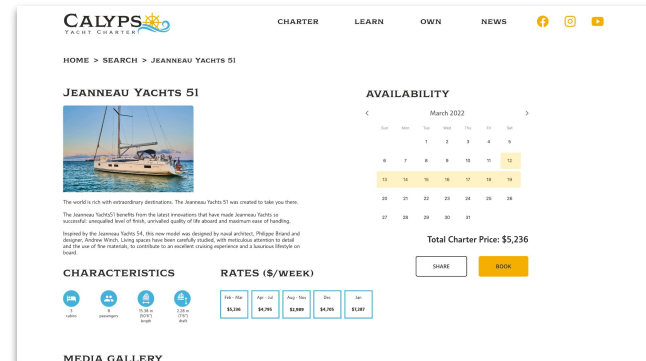
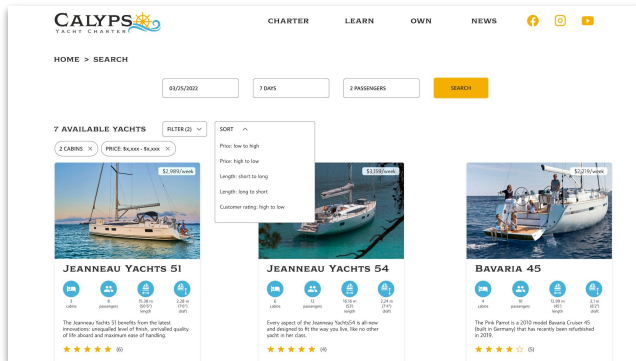
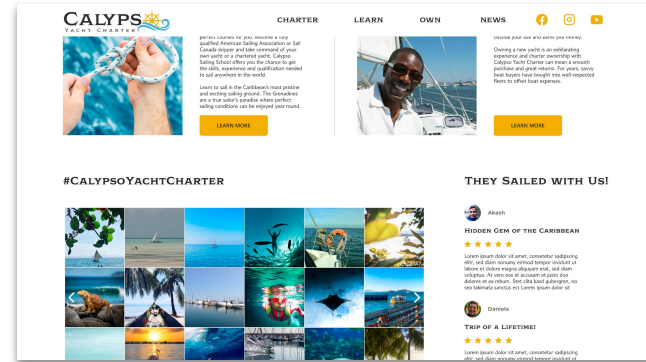
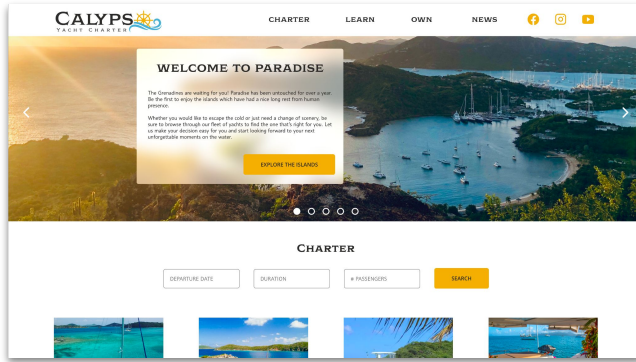
March 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Total Charter Price: \$5,236



Mockups: Original screen size



Mockups: Screen size variations

CALYPS
YACHT CHARTER

THEY SAILED WITH US!

Akash

HIDDEN GEM OF THE CARIBBEAN

★★★★★

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no

CALYPS
YACHT CHARTER

HOME > MONOHULLS (4)

FILTER ▾ SORT ▾

\$2,989/week

JEANNEAU YACHTS 51

- 3 cabins
- 8 passengers
- 15.38 m (50'6") length

The Jeanneau Yachts 51 benefits from the latest

JEANNEAU YACHTS 51

JEANNEAU YACHTS 54

COMPARE

CALYPS
YACHT CHARTER

HOME > MONOHULLS

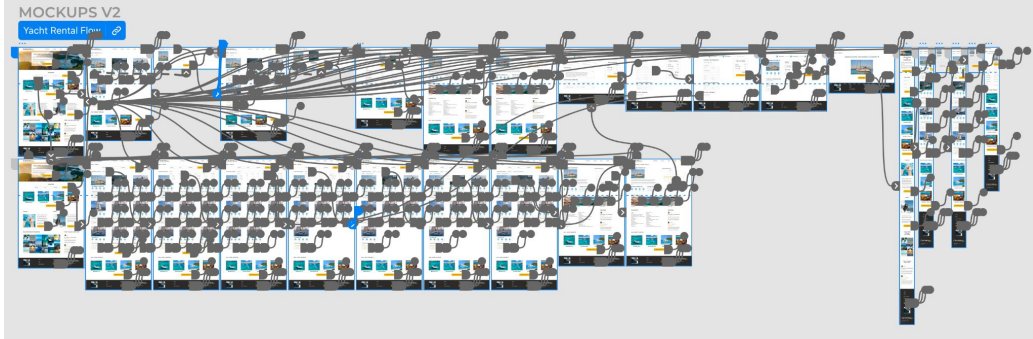
YACHT COMPARISON

JEANNEAU YACHTS 51	JEANNEAU YACHTS 54
VIEW	VIEW
\$2,989/week	\$3,159/week
15.38 m / 50'6"	16.16 m / 53'
14.98 m / 49'2"	15.75 m / 51'8"

High-fidelity prototype

My high-fidelity prototype followed the same user flow as the low-fidelity prototype with the 2 same entry points (search and browse). I also linked the mobile version at the end of the desktop booking flow.

[View the high-fidelity prototype](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I checked color contrast using [WebAIM online checker](#)

3

I used dedicated accent color to highlight all the areas that are clickable/actionable

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users found the design intuitive to navigate through, inspirational with the pictures, and demonstrated a clear layout and visual hierarchy.



What I learned:

I learned that it's important to stick to conventions and standards most of the time, not doing so might confuse users. The most important takeaway for me is to always focus on the user and their needs and to always get back to the personas, empathy maps and user journey maps created at the beginning of the project to make sure every step of the way solves the user problem.

Next steps

1

Conduct another round of usability studies to make sure the pain points have been eliminated and validate that the current design has not created new ones.

2

Identify any additional areas of need and ideate on new features

Let's connect!



Thank you so much for taking the time to review my work! Any feedback is always valuable so if you'd like to share your thoughts with me or just get in touch, contact me:

Email: sylvie.uxe@gmail.com

Website: <https://sylvie.dev>

LinkedIn: <https://www.linkedin.com/in/sylvie-donatien>

Thank you!