

A large cruise ship is shown from a low angle, sailing on the ocean. The ship is white with multiple decks and a prominent funnel. The background is a clear blue sky. The text is overlaid on the right side of the ship.

**PROVIDED WORLD-CLASS SHORE EXCURSION BOOKING EXPERIENCE  
FOR A PREMIER BRITISH CRUISE LINE.**

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**CASE STUDY**

## A UI/UX DESIGN & DEVELOPMENT CASE STUDY



Britain's favorite cruise line, with cruise holidays to hundreds of must-see destinations including the Mediterranean, Caribbean, and more, wanted to provide their customers an exceptional shore excursion booking experience.

The project goal was to provide customers with a cross-platform responsive application to book a tour for travel purposes and with any budget.

## PROBLEM STATEMENT

Our client is a British cruise line based out of Southampton, England. From exhilarating outdoor pursuits to classic city explorations, the range of shore experiences our client offers evolves constantly.

With a new cruise ship getting added to their portfolio, our client wanted to test the market for newer travel experiences in remote locations. But with more sites getting added for travelers, the complexity of booking shore excursions was stringent. The client faced difficulties in managing manual call bookings and direct walk-ins.

In order to minimize the call bookings and bring travelers online, our client wanted a fun and omnichannel user experience across platforms (Kiosk, TV, Web, & Mobile) that makes it easy for travel enthusiasts to book tour packages.

Also, the client wanted to increase their sales and hence wanted an online cross-platform application for existing and new customers to view and book tours, find other relevant information, and reduce office visits to a minimum.

After assessing multiple software vendors, the client chose Zuci Systems as their technology partner for end-to-end UI/UX design and development.

## BUSINESS GOALS



Create an online experience that is fast, easy and intuitive



Cross-platform responsive application for Kiosk, TV, Web & Mobile



Translate design responsiveness for all platforms: Windows, iOS and Android.



Simplify booking process that is both fast to complete and requires minimal inputs



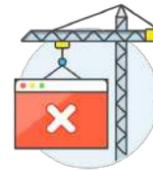
Minimize call bookings and bring customers online

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## BUSINESS GOALS



Reduce office visits to a minimum



Faster notifications and better handling of errors



Increase customer market and maximize sales revenue

## SOLUTION



Before starting to sketch our client's new app, our project team conducted extensive research to understand different user personas and scenarios. The research involved customer and stakeholder interviews, surveys to collect significant information, and analysis of competitor good practices.

With this research, our highly experienced digital engineering team designed the application by following the Material Design philosophy for high-quality digital customer experience across devices and platforms.

Understanding business requirements, our digital engineers provided RFID (Radio Frequency Identification) card functionality for the Kiosk to help travelers with easy sign-in access and booking. In addition, our design engineers simplified the tour listing with multiple filtering (by activity level, duration, departure time, experience type, etc.) and sort (by price, date, duration, etc.) options for a fast, easy and intuitive experience across devices.

Finally, to expedite the development, we used an agile approach to design, develop, and test the application parallelly and delivered it successfully within two months.

## HOW ZUCI SYSTEMS HELPED?



Requirements gathering and research of existing tour booking processes, travelers, stakeholders and competitor analysis



Provided a detailed report highlighting actionable insights and a strategic roadmap for easy adoption of application



Defined the UI/UX design strategy by providing low fidelity wireframes for alternative flows



Delivered GUI specifications, description of system behavior, and high-fidelity interactive prototype with over 200 screens (generated into HTML)



Our digital engineers developed the code and created a release schedule for each sprint

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## HOW ZUCI SYSTEMS HELPED?



Conducted unit and integration testing to not only improve the development process but also help document the behavior of the components and avoid any future regression bugs



Our team of UI/UX engineers incorporated a rich responsive user interface, along with cross-browser and multi-device support



Used CI/CD pipeline for faster release by automating the execution of unit, system, and integration of test cases



After successful testing, the application was deployed on the hosting server and handed over the branding guidelines



Providing ongoing support to all stakeholders in terms of queries, bugs, and attending end-user complaints

## BUSINESS OUTCOME

### World-class user experience across devices

**2x**

increase in bookings

**58%**

increase in revenue

**5x**

faster booking process

**Zero** downtime errors    ROI realized in **5 months**

TECH STACK

HTML



CSS



JS





MAKE YOUR CUSTOMER EXPERIENCE YOUR STRONGEST COMPETITIVE  
ADVANTAGE WITH OUR FRICTIONLESS DESIGN THINKING.

DROP US YOUR EMAIL, AND OUR EXPERTS WILL GET IN TOUCH.

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