

Service Design

Create a seamless and integrated experience

Understand and address the needs, preferences, and pain points of user journeys



Service Design aims to create a seamless and integrated experience for passengers and staffs, focusing on understanding and addressing the needs, preferences, and pain points of user journey.

Vision-Box relies on quantitative data from the Seamless Journey Platform® and qualitative data from our UX Research database to drive operations. The goal is to eliminate friction and create a cohesive journey and integrated experience for **cruise passengers, crew members, and cruise line staff** using Vision-Box solutions.

Vision-Box provide four packs of Service Design to improve adoption of our solution: **Experience Design, Communication Campaign Support, Experience Co-Creation and Experience KPIs.**



UX DATA

Take decisions based on data



CLIENT CHANNEL

Support Vision-Box clients in their campaigns



CONTINUOUS IMPROVEMENT

Create a seamless and integrated experience for all users

Experience Design



User Journey

Blueprint document with user happy flow journey and all exceptions



Touchpoint Behavior

Document detailing touchpoint behavior aligned with business workflow and user interactions



User Workflow

Document with all user interactions represented by a user interface workflow



User Interface

Document with visual screen samples and each interface definition



Design Review

Report that covers all design aspects of an app or touchpoint interactions

Communication Campaign Support



Places to Engage

Maps with identification of places for guiding and informing passengers



Signage Support

Type of signage, materials, and samples to better communicate with users



User Flow

Maps user flow related to touchpoint interactions



Touchpoint Position

Maps with identification of where to install touchpoints for optimal user flow and engagement



Brand Harmonization

Proposal to align touchpoints with brand and user engagement

Experience Co-Creation



User Testing

Workshops sessions with experienced users to test a scenario or a solution



Prototypes

Platform to test and perform experiences on a scenario or a solution



Guidance

Training materials to support staff and users for better interaction with Vision-Box products



Local Support

Experience on-site observation findings to avoid communication and interaction constraints

Experience KPIs



Adoption

Businesses assess the success of launching new offerings to their audience



Retention performance

Businesses assess product or service performance for customer value over time



Satisfaction

Measure satisfaction levels of users and perceptions of an experience

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