MARRIOTT VACATION CLUB

BE INSPIRED

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UX Designer

Project overview

The product:

Marriott Vacation Club is creating a Minimum Viable Product (MVP) to attract and retain leads for their vacation club program.

Project duration:

July - November 2022

Project overview

The problem:

Marriott Vacation Club (MVC) lacks a digital interface to nurture and retain leads who are likely to sign a timeshare contract

The goal:

Create a digital interface that meets the rapidly changing needs of traveling in today's world and increasing Marriott's engagement with users

Project overview

My role:

UX design and research

Responsibilities:

Conducting user research and testing

Creating personas and storyboards

Developing wireframes and task flows

Understanding the user

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

User research: summary

- **7.1%** of U.S. households now own one or more timeshare weeks. That's about **9.6** million owners or ownership groups [United States Shared Vacation Ownership Consolidate Owners Report]

- Life stage, combined annual income, and overall disposable income play large factors as timeshare owners

- 45-65, HHI >$330K, not budget travelers and loyal to a certain level of travel

User research: pain points

1

Non-owner retention

MVC currently lacks the digital platform to engage with non-owners effectively. Their primary sales journey is in person or telephone. In turn, users aren't able to fully engage with the brand and explore ownership options

2

Lack of personalization

As technology progresses, so will the way we travel. Users crave deep personalization within browse and search/sort functions, but targeted marketing needs to be thoughtful of user privacy

3

Financial Burden

Owning vacation property can cost $10,000+ and is considered a luxury item, which is often not a priority when an individual is experiencing financial hardship

4

Integration

Marriott, and it's portfolio of brands & apps makes it difficult for users to integrate vacation details. Marriott, MVC, MVC refer a friend, and some MVC resorts have individual apps, which should be reduced

Guiding Personas: Amanda and Matt
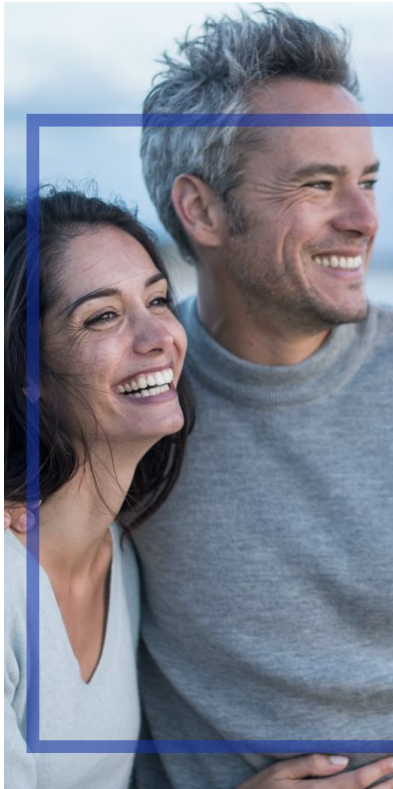
Guest / Meet Amanda and Matt

Who They Are

- Busy working-professionals with 8-year-old twins
- Amanda is the planner and is always daydreaming about their next vacation.
- Their last trip was at a Marriott Vacation Club resort and the whole family loved staying in a villa.

What's Their Goal

- New adventures and memories on family vacations that are flexible and reliable enough to make the whole family happy with the feel of home.

Travel Behavior

- Planners who are looking for different travel experiences
- Actively research vacations several times a year
- Loyal to a certain level of travel; are not discount-seekers
- Wants a villa with multiple bedrooms
- Platforms like TripAdvisor are part of their booking pattern

Demographics

- HHI income >$250K with disposable income
- Have children under 10

Lifestyle

- Orders wine online and member of subscription clubs
- Member of a golf club or country club
- Has middle-tier memberships in other travel programs
- Open to new products that reflect their lifestyle

Timeshare Attitudes

- Has previously stayed at a property or been through a presentation
- Legacy mindset about timeshare products and sales process
- Fixed costs, priority booking, and guaranteed vacations are most appealing aspects of ownership

KEY INSIGHTS

Using the non-owner program to take the load off travel planning through tools and resources available pre-, during, and post-stay will build intangible emotional connections to Marriott Vacation Club.

The ideal program should be designed around the overlap of the customer's goal to simplify vacation planning and MVW's goal to increase engagement with owned products and services.

User journey

Two distinct journeys emerged within Marriott Vacation Clubs personas workshop - referral and non-referral. They will have a distinct difference in benefits when on-property, but the overall booking cycle and user journey is similar
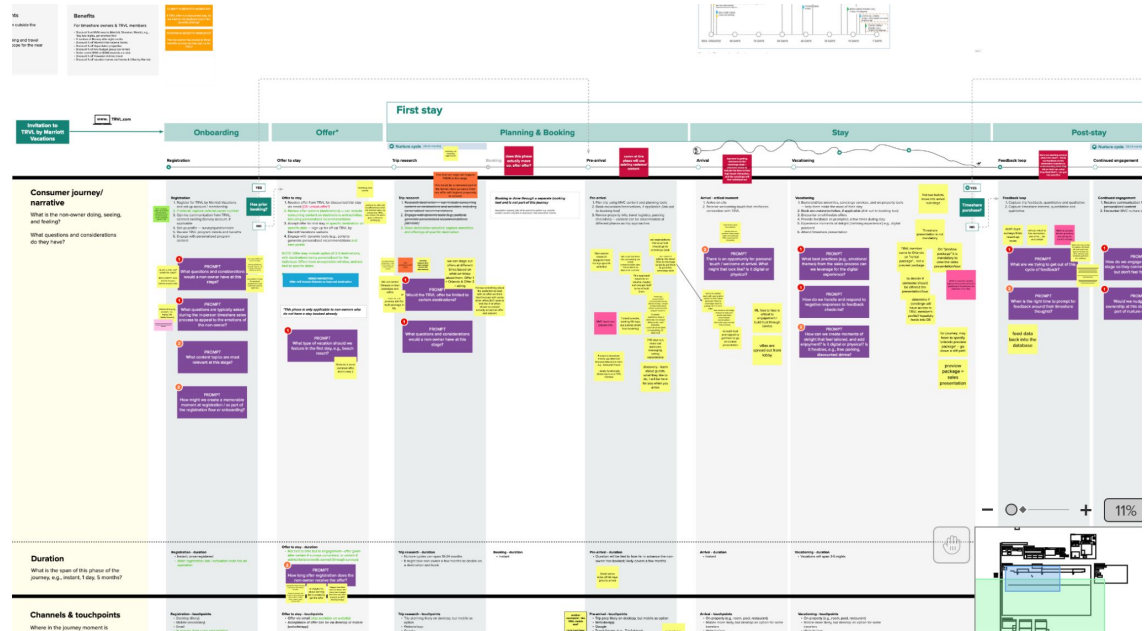
User Flow

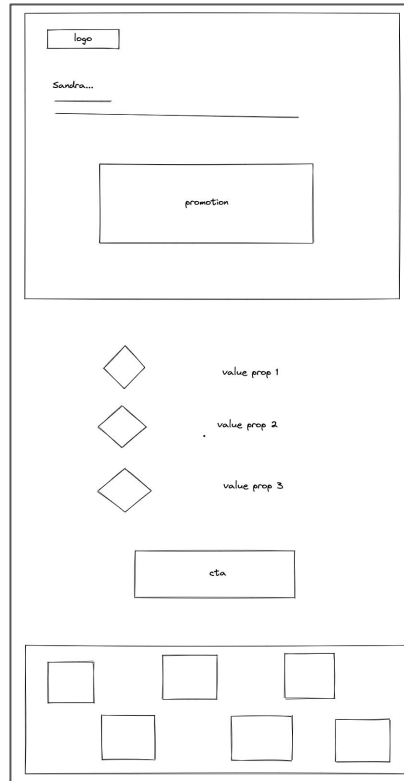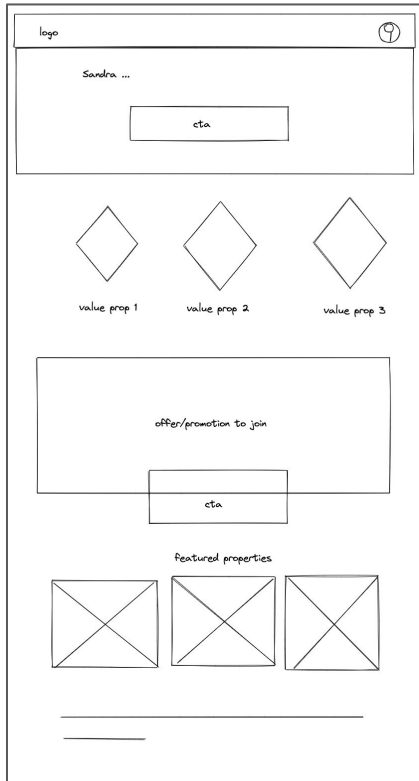After completing the user journey workshop with the client, I was able to synthesize the information and steps into an easy to view chart - including both non-referral and referral personas
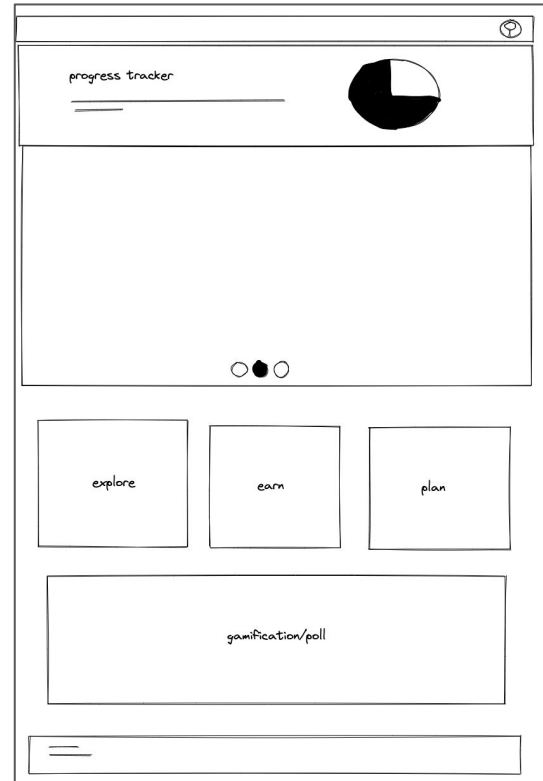
Starting the design

- Paper wireframes
- Digital wireframes
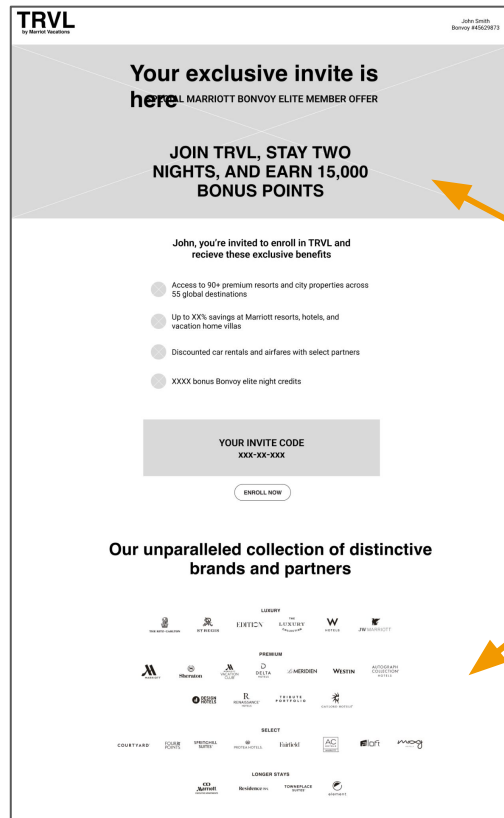- Executive feedback

Rapid Wireframes

Email

Landing Page

Email Invitation Wireframes

The hierarchy of information reflected here represents value props below current promotion, which is due intentionally to keep users interested as they learn
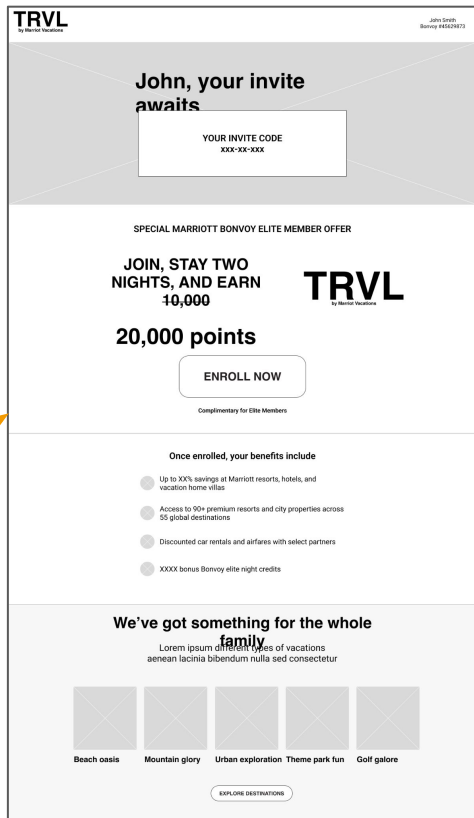
In this version, the invite code was removed from the hero as it suggests exclusivity, but doesn't provide the user with any logical information or call to action

Brands and partners were included with this version as a form of value props and increase brand familiarity

TRVL
by Marriott Vacations
John Smith
Bonvoy #45629873

John, your invite awaits

YOUR INVITE CODE
XXX-XX-XXX

SPECIAL MARRIOTT BONVOY ELITE MEMBER OFFER

JOIN, STAY TWO NIGHTS, AND EARN 10,000

20,000 points

TRVL
by Marriott Vacations

ENROLL NOW

Complimentary for Elite Members

Once enrolled, your benefits include

Up to XX% savings at Marriott resorts, hotels, and vacation home villas

Access to 90+ premium resorts and city properties across 55 global destinations

Discounted car rentals and airfares with select partners

XXXX bonus Bonvoy elite night credits

We've got something for the whole family
Lorem ipsum different types of vacations aenean lacinia bibendum nulla sed consectetur

Beach oasis / Mountain glory / Urban exploration / Theme park fun / Golf galore

EXPLORE DESTINATIONS

TRVL
by Marriott Vacations
John Smith
Bonvoy #45629873

Your exclusive invite is here
SPECIAL MARRIOTT BONVOY ELITE MEMBER OFFER

JOIN TRVL, STAY TWO NIGHTS, AND EARN 15,000 BONUS POINTS

John, you're invited to enroll in TRVL and recieve these exclusive benefits

Access to 90+ premium resorts and city properties across 55 global destinations

Up to XX% savings at Marriott resorts, hotels, and vacation home villas

Discounted car rentals and airfares with select partners

XXXX bonus Bonvoy elite night credits

YOUR INVITE CODE
XXX-XX-XXX

ENROLL NOW

Our unparalleled collection of distinctive brands and partners

LUXURY
PREMIUM
SELECT
LONGER STAYS

Registration Wireframes

TRVL
by Marriot Vacations

Unlock your access to benefits and savings

INVITE CODE

XX-XX-XXX

UNLOCK ACCESS

Up to XX% savings at Marriott resorts, hotels, and vacation home villas

Discounted car rentals and airfares with select partners

Earn XXXX bonus Bonvoy elite night credits registration

The experience is highly tailored to household demographics, so I used a combination of clickable buttons and dropdowns to easily obtain this information

TRVL
by Marriot Vacations

What types of vacations do you enjoy?

Place the vacation options into the empty slots, from most to least favorite. Ignore any vacations you don't want to take.

1
2
3
4
5
6

BEACH SAND & SUN

MOUNTAIN ADVENTURES

URBAN EXPLORATION

THEME PARK MAGIC

EMERALD GOLF COURSES

SPA REST & REJUVENATATION

NEXT

TRVL
by Marriot Vacations

Who normally joins you on vacation?

JUST THE TWO OF US

MY IMMEDIATE FAMILY

How many kids do you have in each age group?

UNDER AGE 3
Select

AGES 4-7
Select

AGES 8-12
Select

AGES 13-18
Select

IT'S THE WHOLE FAMILY

I'M FLYING SOLO

NEXT

This registration wireframe reintroduces users to the benefits again to encourage registration and clarify program details
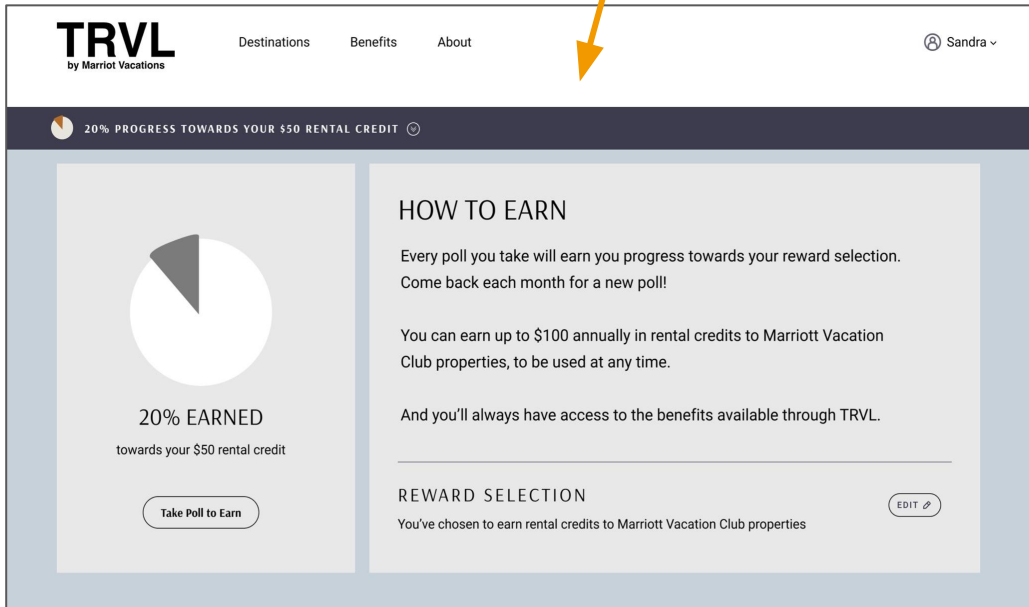
This poll, paired later with other gamification efforts, will allow the user to find vacations that fit what they are looking for, and allows Marriott to collect essential data
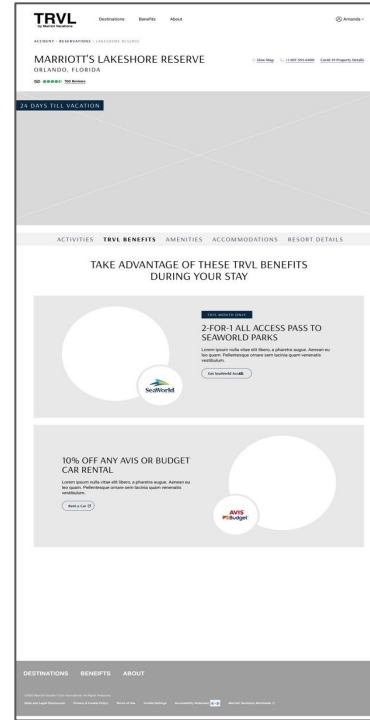
Landing Page Wireframes

This information graphic may appear on the users landing page for additional context and progress regarding earning rewards

The landing page will have multiple, future iterations based on offers, referral status, and voluntary data provided by the user

TRVL
by Marriot Vacations

Destinations   Benefits   About

Sandra

20% PROGRESS TOWARDS YOUR $50 RENTAL CREDIT

HOW TO EARN

Every poll you take will earn you progress towards your reward selection. Come back each month for a new poll!

You can earn up to $100 annually in rental credits to Marriott Vacation Club properties, to be used at any time.

And you'll always have access to the benefits available through TRVL.

20% EARNED
towards your $50 rental credit

Take Poll to Earn

REWARD SELECTION   EDIT ✎

You've chosen to earn rental credits to Marriott Vacation Club properties

Trip Detail Wireframes
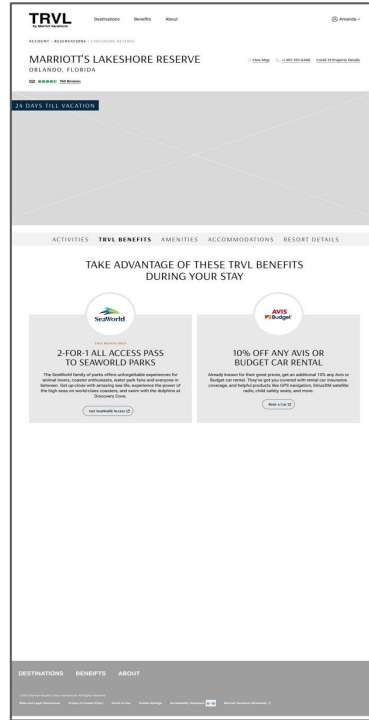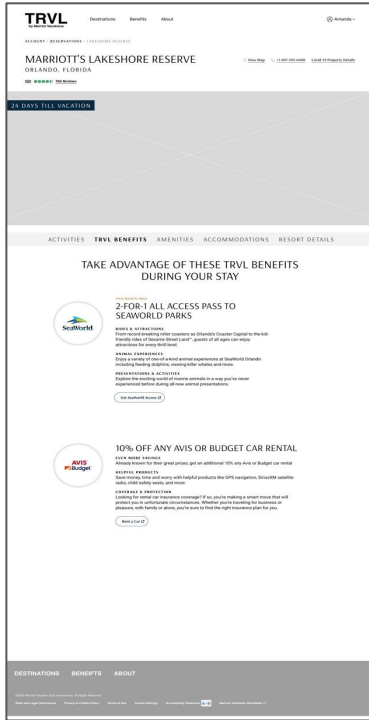
Refining the design

- Mockups
- Accessibility

Mockups

As more user research was conducted, so did the initial wireframes. In our usability study, continual program benefits ranked higher than the invite code/promotion in the hero, so the IA was changed

Before usability study
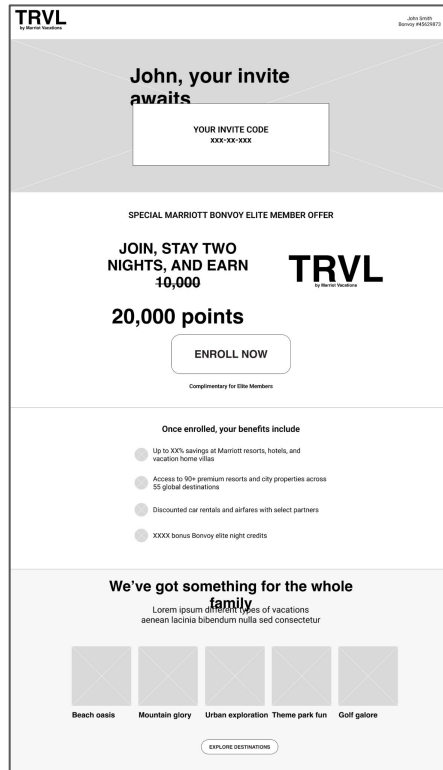
After usability study

Mockups

Marriott wants to collect specific household demographic information - users were confused by the combination of input fields, so the design adjusts based on user input

Before usability study

After usability study

Mockups

Although trip detail and information will likely be through MVC's existing booking platforms, TRVL will supplement with additional detail and planning tools. After the study, we learned that users wanted to know more about the surrounding areas that they are in, not just the resort
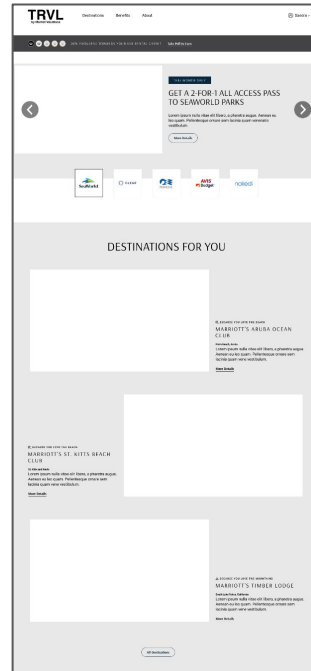
Before usability study

Accessibility considerations

1

Content and Structure

Only meaningful links are included, color is not used to specify information alone, and the use of headings and navigation is clear and concise throughout

2

Interactions

Often times, registration pages and other forms timeout or lack a clear path forward. With TRVL, we took an intentional step to remove time barriers, add jump points, and avoided gestural motions

3

Consistency

Although this platform is highly personalized and contains various use states, component styles, overall flow, navigation, and headings remain consistent

Left Panel (Email)

SANDRA,
YOU'VE BEEN INVITED

Rick Martinez wants you to experience the exclusive benefits of TRVL by Marriott Vacations.

WHAT YOU GET WITH TRVL

ELITE NIGHT CREDITS — EXCLUSIVE BENEFITS — COMPLIMENTARY MEMBERSHIP

YOUR PERSONAL INVITE CODE
WGX-74-305

Unlock Your Benefits

expires in 30 days

SOMETHING FOR EVERYONE

BENEFITS FROM OUR UNPARALLELED COLLECTION OF BRANDS AND PARTNERS

Marriott · MARRIOTT VACATION CLUB · MARRIOTT BONVOY
HOMES & VILLAS · WESTIN · SHERATON HILTON · CLEAR
PRINCESS · SeaWorld · naked ·

and more

SANDRA,
START USING YOUR BENEFITS TODAY.
IT'S EASY TO GET STARTED.

1 — 2 — 3

Unlock Your Benefits   Learn More

THE MARRIOTT VACATION CLUBS

Center Panel (Modal)

TRVL

UNLOCK YOUR ACCESS TO BENEFITS AND SAVINGS

INVITE CODE
WGX-74-305

Unlock Access

Savings up to 15% at Marriott resorts, hotels, and home villas

Discounts from select partners on cruises, car rentals, airfare and more

Earn up to 10 Marriott Bonvoy® Elite Night credits as a TRVL member

Right Panels (Web Page)

TRVL

0% — EARN RENTAL CREDITS TO USE AT ANY OF OUR RESORTS

$100

ONE MONTH FREE: CLEAR AIRPORT MEMBERSHIP

CLEAR's airport membership helps you get through security faster, and with less stress.

MORE BENEFITS

$100 TOWARDS A PRINCESS CRUISE

GET A 2-FOR-1 ALL-ACCESS PASS TO SEAWORLD PARKS

15% OFF CAR RENTALS AT AVIS OR BUDGET

DESTINATIONS FOR YOU

MARRIOTT'S VACATION CLUB PULSE® AT THE MAYFLOWER
Washington, D.C.

MARRIOTT'S MOUNTAIN VALLEY LODGE
Breckenridge, Colorado

MARRIOTT'S TIMBER LODGE®
South Lake Tahoe, California

AUTHENTIC TRAVEL TIPS FOR BETTER VACATIONS

FIND YOUR TRAVEL INSPIRATION

FOUR THINGS TO DO IN PARK CITY

NEW POLL RELEASED!

Far Right Panel

TRVL

AMANDA,
WE'VE GOT SOMETHING FOR YOU

Enjoy up to 65% off at one of our 90+ premium timeshare resorts and city properties.

WHY THIS VACATION IS SPECIAL

STAY FOR LESS — EXPLORE OWNERSHIP — BOOK WAY OUT LATER

THREE CHOICES, SPECIALLY CURATED FOR YOU

MARRIOTT'S LAKESHORE RESERVE VILLAS
Orlando, Florida
A sophisticated retreat minutes from world-famous attractions and entertainment.
Explore Lakeshore Reserve

MARRIOTT'S VACATION CLUB PULSE®
San Diego, California
A true escape that greets you with a perfect blend of historical ambiance and contemporary design.
Explore Club Pulse®, San Diego

MARRIOTT'S WILLOW RIDGE LODGE
Branson, Missouri
Relax at this restorative resort after enjoying entertaining shows, fun-filled theme parks and abundant outdoor activities.
Explore Willow Ridge Lodge

READY TO RESERVE YOUR DISCOUNTED STAY?

Book Now

THE MARRIOTT VACATION CLUBS

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The initial data from Marriott survey provided

- 71% said they would use this platform to engage with Marriott
- 93% found the initial prototype intuitive and easy to navigate
- Only 9.8% of users responded that they would likely ignore future emails from TRVL by Marriott

What I learned:

As TRVL by Marriott continues to grow, so do I. This project has allowed me to advocate for the accessibility considerations I am so passionate about - while learning how to balance business needs and the continual drive for growth within Fortune 500 companies

Next steps

1

The landing page will be integrated with existing booking platforms, as well as integrating Marriott's existing Bonvoy database

2

While the initial MVP included just a responsive, native website, the next iteration will include a mobile application

3

As timeshares change, so should the digital platforms that market them. Users crave deep personalization with transparency, collecting zero party data while estimating upfront costs will help engage users long term