Cruise

IDEO’s Ideas to Action Course
Final Pitch, Created by Jul Schaevitz



The COVID-19 pandemic is an iceberg that is sinking the Cruise industry

- The largest outbreak of COVID-19 outside of mainland China was on a cruise ship…
- Many countries around the world closed their ports to foreign cruise ships
- Prior to the COVID-19 outbreak, the cruise industry was the fastest growing sector in the travel industry

The problem

Cruise lines

- Reputations marred
- Dwindling number of new customers to cruises
- Island countries that depend on the tourism from Cruise lines are also devastated

Senior customers

- The CDC stated that seniors ages 70+ are at the highest risk of contracting COVID-19
- Seniors are forced to isolate away from friends and family. Boredom and loneliness is at an all-time high

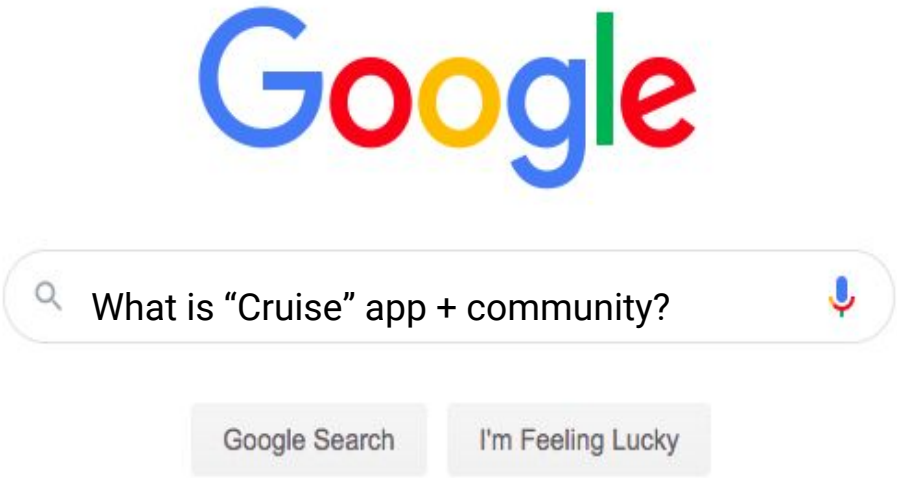
Problem statement

- COVID-19 left a hole in the market: there is a great need for empathy and support for lonely seniors, as well as recreating an all-inclusive entertainment experience

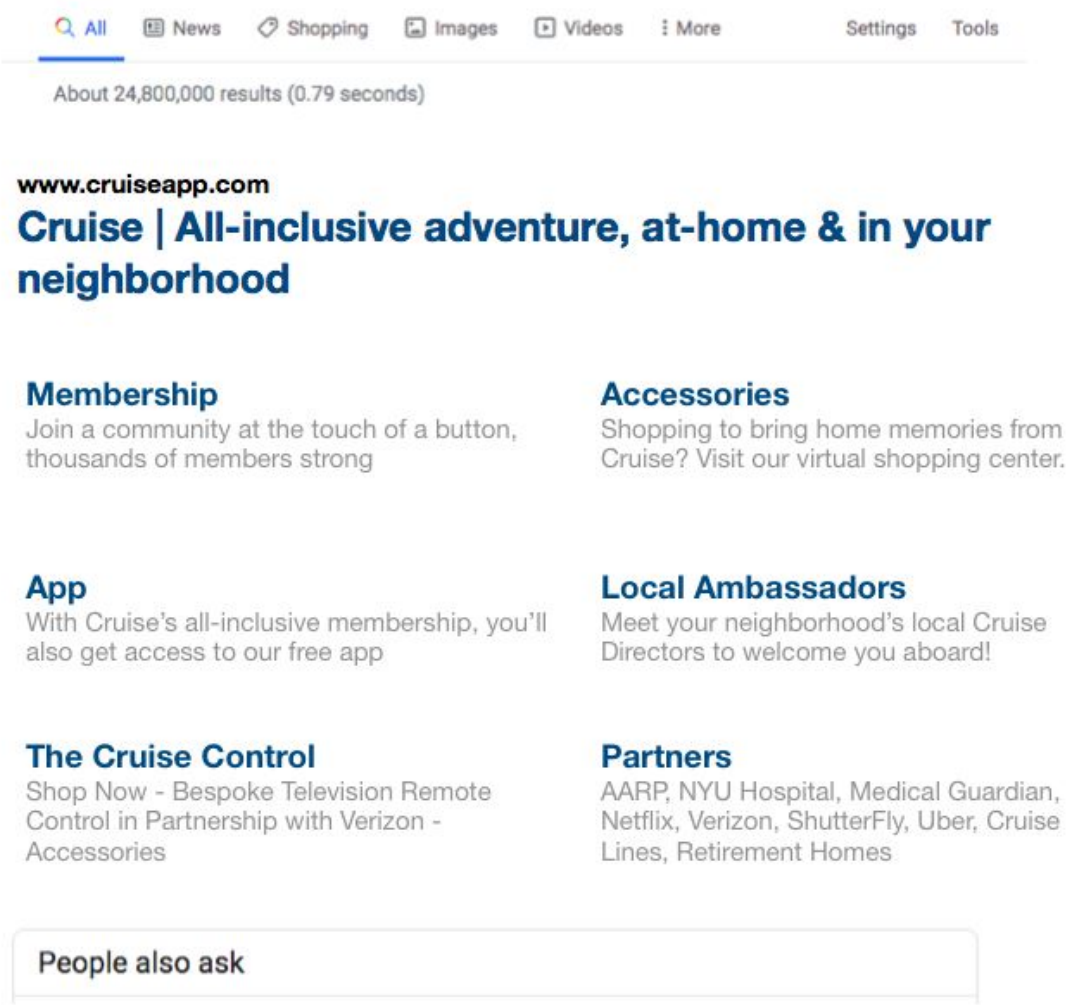
Introducing, *Cruise*



User Experience: google searching Cruise



User Experience:
google searching Cruise



Agenda:

- Audience
- Ways to engage
- Partnerships
- Vetting of staff
- Community / neighborhood alignment
- Signing up for Cruise: B2B or B2C
- Safety Map

Audience

Who is Cruise intended for?

- Cruise was created for *the Silent Generation*, the parents of the baby boomers in the United States of America (the American 70 year old + age group in 2020).
- In the United States, very little design energy is focused on improving or supporting the livelihoods of the Silent Generation
- This age group, considered at the highest risk of contracting COVID-19, are isolated and in need of support. For some, the only people they interact with on a daily basis are essential workers like doormen, caretakers, bus drivers, delivery persons, supermarket employees…
    - The question became… how can we create more empathy and self-sufficiency for the Silent Generation who are frequently living alone, and who are not native, but rather, tourists to the Digital World?

Our audience: Lonely seniors who have an appetite for entertainment, to connect with others and who have access to technology

Audience

Future Opportunity: Cruise incentivizes young people and essential workers to help the seniors in their community. It inspires empathy, patience, stability and care for seniors in a cool, modern brand/organization that young people want to be a part of.

Cruise not only creates positive change for seniors' daily lives and mental well-being, it is an opportunity for people to have exciting careers focused on building community, giving back, and nurturing wellness for the Silent Generation and the future 70yo+ generations.



Ways to engage: three tiers

Virtual Entertainment

Access Cruise as a virtual member through the Cruise Television channel or through our online/mobile App.

Cruise button on smart TV remote! →



Community Meetups

Cruise is launched by region. Every region where Cruise exists, will have 1-3 community leaders or "Cruise Directors". These local community leaders will be your main POC throughout your Cruise membership and will host events in your local community

At-home support

The local Cruise Directors are available to come to member's homes for at-home deliveries of Cruise services, at-home technology support, at-home tasks, or companionship for walks or meals on a hourly basis

Partnerships































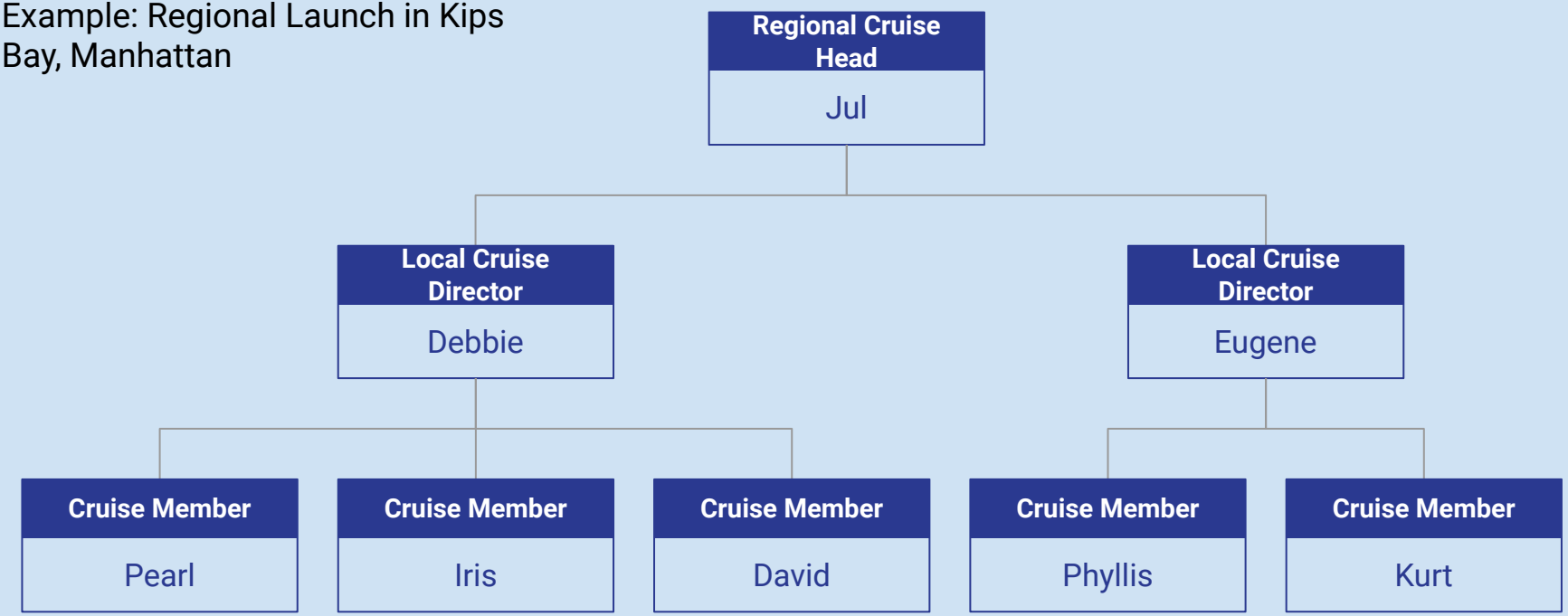
Vetting of Cruise Staff

- In partnership with AARP, NYU Langone and Medical Guardian, all of the Local Cruise Directors go through intensive background security checks, as well as vetting processes developed to make sure all persons are well-equipped both physically, emotionally and mentally to support and care for senior citizens
- We also partner with Salesforce.com for data security protection and contact tracing for COVID-19



Community + Neighborhood Alignment: Cruise Directors

Example: Regional Launch in Kips Bay, Manhattan



Cruise members are all senior citizens local to Kips Bay, Manhattan, NYC. Upon signing up as a member, the cruise members in Kips Bay will be greeted and supported by either Debbie, Eugene or Jul. Cruise members can choose to continue interacting with the same Cruise Director or meet new Cruise Directors if they wish to, allowing for the chance to build relationships with local Directors more intimately or meet new ones when they would like to. They have options when selecting their experience of which Cruise Director they want to interact with

Signing up for Cruise

- **Are you an Individual signing up for Cruise?**
  - Single user?

→ B2C model

- **Are you a Community Leader signing up for Cruise?**
  - Activities Leader at Retirement Home?
  - Manager at Nursing Home?
  - Etc.?

→ B2B model

Example: Individual User

- **Enter City: _____**

New York, New York…

- **What borough?:_____**

Kips Bay….

Thank You.

Taking you to your local community… → → →

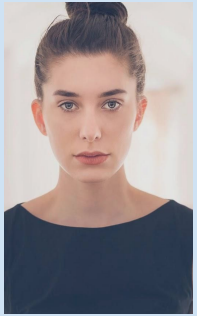
Please meet your **local Cruise Directors… (Kips Bay)**



Eugene: (info when hovering)



Jul: (info when hovering)



Debbie: (info when hovering)

Would you like to connect with a local Cruise Director for a phone call, Zoom call, or meeting to learn more about Cruise and your local community?

Memberships

TRY FREE 30 DAYS

→ **VIRTUAL ONLY EXPERIENCE**

SIGN UP

$$$..... All-Inclusive Membership

- @ home support
- @ home deliveries
- In-person Community Engagement
- Virtual Experience

$$..... Main Deck Membership

- Community Engagement
- Virtual Experience

$..... Cabin Membership

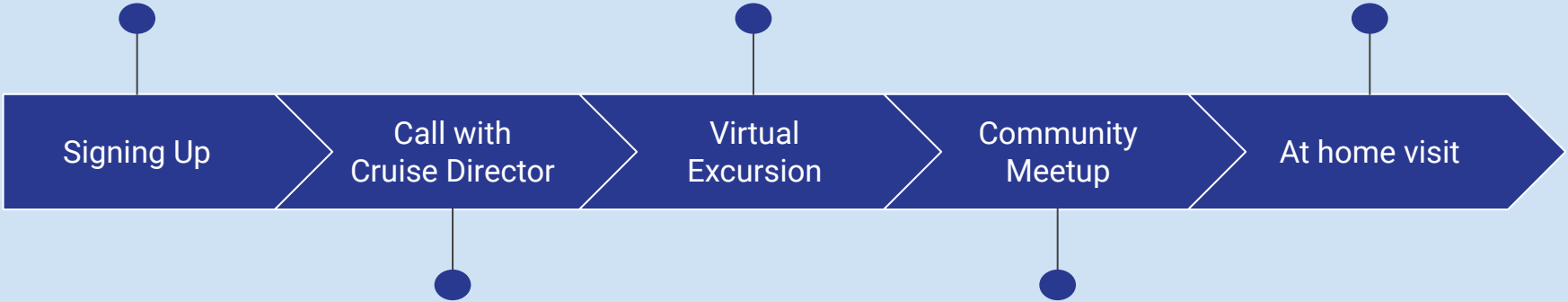
- Virtual Experience only

Safety Map *(provided to all members and staff)*

Safety and security point (data and security)

Safety and security point (data, IT security, comfort levels)

Extreme safety point. Health checks, security checks, NPS review by user



Safety and security point (data and emotional, personal info)

Extreme safety point. In person gathering. Health check, security checks, transportation check