Yacht Charter Industry - Long term designer wanted

We are a **Yacht Charger Agency** for sailboats and motorboats. We promote approximately 13.000 different boats. Working to modernize our site with focus on simplifying the search and booking to increase the conversion rate.

The search result page is the most important page on the site. This is the page where the conversion will happen. This is the page where clients will spend their time searching for their next charter boat. They will compare prices, check equipment and view the images. Finally, they will make the booking.

Being our most important page, it will be the only focus for this design competition. The designer with the best design will be chosen to assist on the reaming site later.

We have chosen not to provide mockups. We believe it will limit your creativity.

We have chosen to give some links to a few related pages that we care about. None of these pages are perfect.

Some features we are looking for
These are the main features we believe should be on our search result page.

- Clean and modern 2017 design
- Responsive for our mobile users
- Present search results fast and intuitive
- Give a quick and complete overview of available boats
- Just enough (not overwhelming) information to compare boats
- Add to shopping basket to request booking on two or more boats.
- Price carousel per boat to easily check price for neighboring periods.
- No "next page" buttons, keep on loading while scrolling more boats
- Easy booking

Our current search result page you can check here

http://www.yachtingeurope.com/booking?lang=en&widget_width=245&=undefined&sepid=487edfb1-7a1f-4bbe-9c04-0bbe8506ba33&departureMonth=6&departureYear=2017&duration=7&boatType=1&numOfCabins=4&regionCountry=102&step=search

Inspirational pages, likes and no likes.

Sailogy https://www.sailogy.com/en/search/?search_where=Split&trip_date=2017-06-03&weeks_count=1&guests_count=&order_by=-discount_percentage&boat_types=1&boat_types=2&skipper=None&page=1

+ Clean design.

- Too much text.

- First time impression, hard to get an overview of the page.

Sail Croatia http://www.sail-croatia.com/yacht-charters/search?dates=2017-06-17

+ Clean page

+ Enough information without making page messy

- A bit too big displays – not so easy to get an overview.

ZIZOO https://www.zizoo.com/en/boat-charter/last-minute-escapes

+ Good overview

+ Easy access to filters

- "next page"

- Boat price box

Booking.com

+ Easy to filter on search result.

Available search parameters

These are the available search parameters and should be made available to the client in a clean and intuitive way without taking up valuable space for the search results. Still clients will always redefine their search criteria's and it should be made easy available to do so.

- **boatTypeId** – searches only for a specific boat type
- **boatBrandId** – searches only for a specific boat brand
- **boatModelId** – searches only for a specific boat model
- **numberOfCabins** – searches only for a boat with specific number of cabins
- **boatLengthMin** – searches for boats with length greater than or equal to the set minimum value (in meters)
- **boatLengthMax** – searches for boats with length less than or equal to the set maximum value (in meters)
- **yearBuiltMin** – searches for boats with year of build greater than or equal to the set minimum value
- **yearBuiltMax** – searches for boats with year of build less than or equal to the set maximum value
- **toiletsMin** – searches for boats with number of toilets greater than or equal to the set minimum value
- **toiletsMax** – searches for boats with number of toilets less than or equal to the set maximum value
- **countryId** – search for a specific country, if searching for two or more specific countries use comma as delimiter
- **areaId** – search for a specific area, ifsearching for two or more specific areas, use comma as delimiter (if areaId is provided countryId will be ignored)
- **baseId** – search for a specific base, if searching for two or more specific bases use comma as delimiter (If baseId is provided countryId and areaId will be ignored)
- **departureYear** – mandatory field, charter departure year
- **departureMonth** – mandatory field, charter departure month
- **departureDay** – charter departure day, by default a Saturday in the middle of the month is selected
- **duration** – mandatory field, charter duration in days
- **numberOfNeighbourPeriods** – number of neighbor charter periods to return the data in the results, default is 5. This is used to present periods that are adjacent to the one being searched. For instance, if value is 3, 3 periods are returned.
- **pricePerWeekMin** – minimum price per week, default is 0
- **pricePerWeekMax** – maximum price per week, default is infinity
- **fleetOperatorId** – searches only boats that belong to the specified fleet
- **numberOfCabinsMin** – searches only boats that have at least this number of cabins (lower limit, must supply numberOfCabinsMax parameter also to work properly)
- **numberOfCabinsMax** – searches only boats that have at most this number of cabins (upper limit, must supply numberOfCabinsMin parameter also to work properly)

Filter parameters

After we get the search results back from our server, we can filter on a numerous on board accessories. The total equipment list consists of around 700 items in these main catagories:

- Sails
- Navigation
- Under deck
- Safety
- Deck
- Auxiliary
- Cabin
- Toilet
- Kitchen
- Other Equipment

Search results

The search result has a lot of information we want to present to the client in the most intuitive way. The presentation should, as already mentioned, be clean, intuitive, quick and easy to navigate and give you the feeling of keeping a good overview of the varieties of boats. There are around 13.000 possible boats to search among.

Boat

This is what we get of information of each boat.
- **Name**   Name of the boat
- **ModelID**   Boat model ID
- **ModelName**   Boat model name
- **BrandID**   Boat brand ID
- **BrandName**   Boat brand name
- **TypeID**   Boat type ID
- **TypeName**   Boat type name
- **BuildYear**   Year of build
- **YearOfLastReconstruction**   Year of last reconstruction
- **Berths**   Formatted number of berths
- **Cabins**   Formatted number of cabins
- **Toilets**   Formatted number of toilets
- **OverallLength**   Overall boat length in meters
- **HullLength**   Boat hull length in meters
- **LengthOfWaterline**   Length of waterline in meters
- **Beam**   Beam in meters
- **Draft**   Draft in meters
- **Balast**   Balast in liters
- **WaterCapacity**   Water capacity in liters
- **FuelCapacity**   Fuel capacity in liters
- **Weight**   Weight in kg
- **Engine**   Formatted engine description
- **BoatImages**   List of specific boat images
- **BoatModelImages**   List of generic boat model images
- **Equipment**   List of boat equipment.
  - Typically, a boat has between 10 to 50 items on their equipment list separated in the categories mentioned.

Boat primary base

This is the marina where the boat is located and can be chartered from. In a separate data pull we can also get waypoints of the marina.

Boat Alternative Bases

Some boats can be chartered from alternative bases.

Real-time Availability

Indicates if boat is real-time available. Meaning if it is, the prices and availability (**booked** - **reserved** or **available**) will be more accurate and trustworthy.

Period

List of period data. If no neighbor periods in the search parameters are set then it will be only one period. In our case, we will always ask and represent multiple periods to show to client the possible price differences between each period.

- **From**   Period start date
- **To**   Period end date
- **AvailabilityStatus**   Boat availability status, possible values are:
    - 1 - Available
    - 2 - Option
    - 3 - Booked
    - any other value - Not available
- **BookedOrOptionBaseFrom**   Starting base if the boat is under option
- **BookedOrOptionBaseTo**   Ending base if the boat is under option
- **OptionExpiryDate**   Expiration date if the boat is under option
- **BasePrice**   Base price
- **PriceWithDiscount**   Price with discount
- **CurrencyCode**   Currency code base on ISO 4217
- **CurrencySymbol**   Currency symbol

That's it, happy designing! 😊

Erik