



Case Study

Sing & Sail

Project Overview

Sing and Sail is Florida's only floating karaoke tiki cruise, offering a unique blend of music, entertainment, and scenic water experiences. Designed for celebrations like birthdays, date nights, and small group gatherings, the brand focuses on creating fun, memorable moments on the water.

The goal of this project was to build a visually engaging, user-friendly website that reflects the lively brand experience while simplifying the booking process for customers.

Objectives

- Create a modern and responsive website aligned with the brand identity
- Provide clear information about cruise offerings
- Ensure smooth navigation and user experience
- Integrate an easy-to-use booking system
- Optimize for both desktop and mobile users

Our Approach

Platform Develop & Design

We developed the website using **WordPress** as the core platform and implemented the **Astra theme, and elementor** to ensure a clean, fast, and responsive design.

- Mobile-friendly and fully responsive layout
- Lightweight structure for better performance
- Custom styling to match the brand's vibrant and fun personality

The website consists of four fully developed pages:

- **Home Page**

Designed to immediately capture attention with engaging visuals and clear messaging about the experience.



Why You'll Love Sing & Sail

This section highlights the core value propositions of the brand using clean icon-based design:

- Optional Karaoke Fun
- Cruise the Intracoastal
- BYOB Friendly
- Small Group Experience

Why You'll Love Sing & Sail



Optional Karaoke Fun

Sing your favorite songs or just relax and enjoy the music.



Cruise the Intracoastal

Sing your favorite songs or just relax and enjoy the music.



BYOB Friendly

Sing your favorite songs or just relax and enjoy the music.



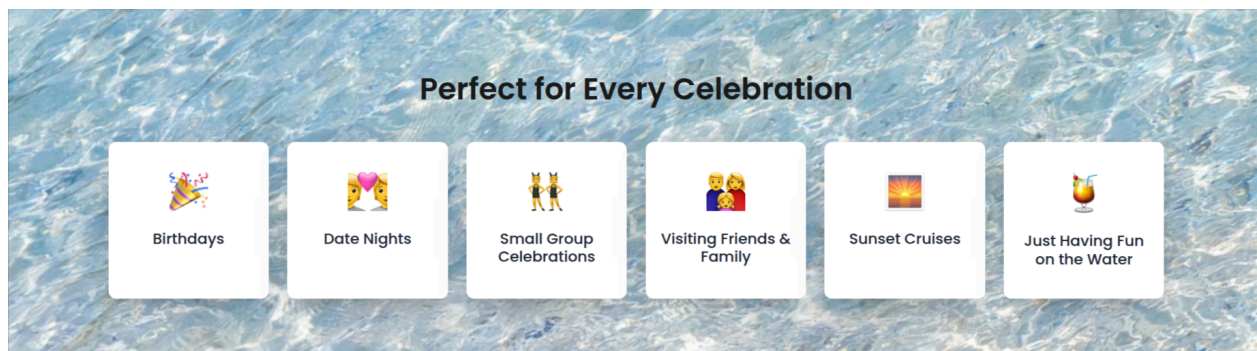
Small Group Experience

Sing your favorite songs or just relax and enjoy the music.

Perfect for Every Celebration

A visually engaging section showcasing different use cases:

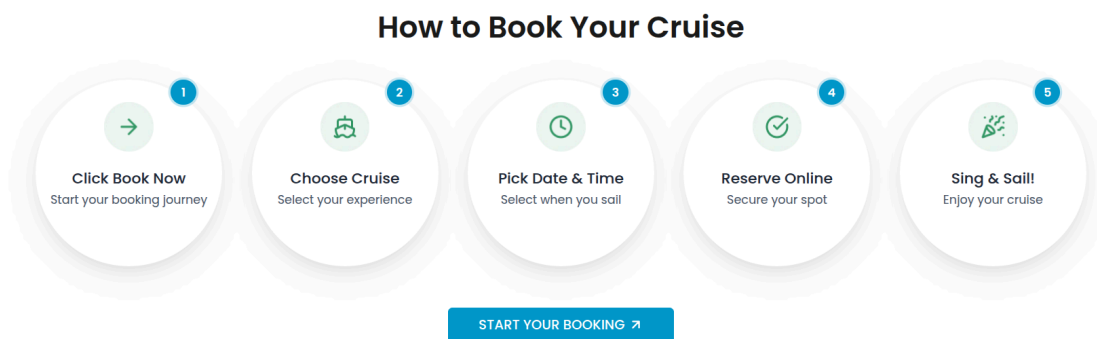
- Birthdays
- Date Nights
- Small Group Celebrations
- Visiting Friends & Family
- Sunset Cruises
- Just Having Fun



How to Book Your Cruise

A step-by-step booking guide designed for clarity and ease:

1. Click "Book Now"
2. Choose Cruise
3. Pick Date & Time
4. Reserve Online
5. Sing & Sail



- **Cruises Page**

Showcases available cruise options, packages, and highlights of the experience.



Cruise the beautiful Intracoastal waterways while enjoying tropical vibes, great music, and optional karaoke aboard our unique tiki pontoon. Whether you want to sing your heart out or simply relax and play your own playlist, Sing & Sail offers a one – of – a – kind experience on the water.

All cruises include a licensed captain, premium sound system, and scenic cruising.

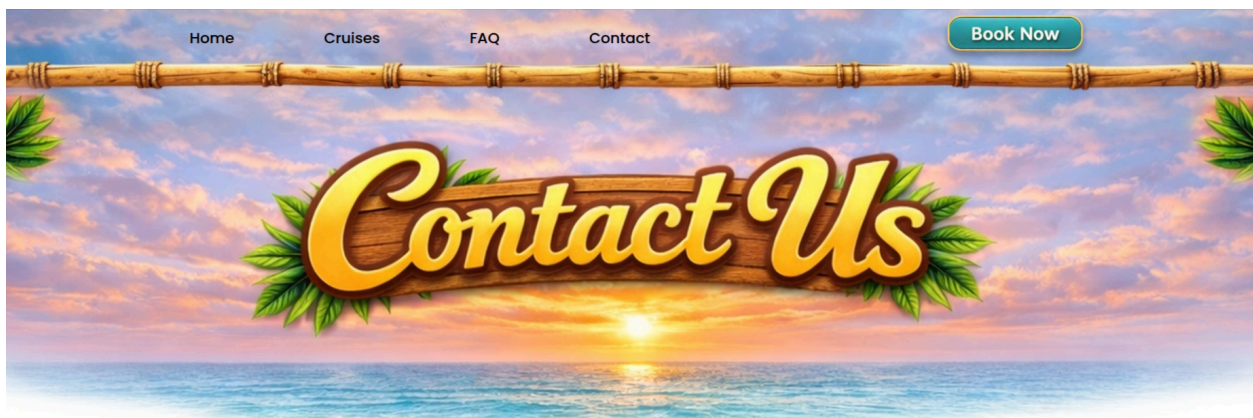
- **FAQ Page**

Provides answers to common customer questions, improving transparency and reducing support queries.



- **Contact Page**

Enables users to easily connect with the team for inquiries or assistance.



Each page was carefully crafted with customized layouts and intuitive navigation to ensure a seamless user journey.

User Experience (UX)

We focused on delivering an engaging and interactive experience:

- Easy navigation across all pages
- Clear call-to-action buttons
- Smooth browsing experience
- Visually appealing layout reflecting the fun and energetic brand

Contact & Get in Touch

A well-structured contact section including:

- Phone & Email details
- Meeting Location (Florida's Beach, FL)
- Business Hours display
- Interactive contact form

Get in Touch

Phone
386-286-9835

Email
singnsalltikcruises@gmail.com

Meeting Location
Florida's Beach, FL

Business Hours
Monday - Sunday
9:00 AM - 8:00 PM

Name *
Your name

Email *
your.email@example.com

Phone
(555) 123-4567

Message *
Tell us about your inquiry...

SEND MESSAGE ↗

Booking Integration


A key component of the project was integrating a reliable booking system.

- Integrated **FareHarbor** for real-time booking functionality
- Users can:
 - View available cruises
 - Select date and time
 - Reserve directly from the website

This streamlined the reservation process and enhanced user convenience.

Choose Your Cruise [View All](#)

Public



Island Mixer Cruise

Duration: 2 Hour Booking Minimum: 2 guests


Enjoy a more intimate private karaoke cruise with just your group onboard.

Perfect for:
Date nights • anniversaries • small celebrations

\$49.95 Per person

[Book Now](#)

Private



Duet Cruise

Duration: 2 Hour Booking Minimum: 2 guests


Enjoy a more intimate private karaoke cruise with just your group onboard.

Perfect for:
Date nights • anniversaries • small celebrations

\$69.95 Per person

[Book Now](#)

Group



Tiki Party Charter

Duration: 2 Hour Booking Minimum: Up to 6 people

Reserve the entire tiki boat for your group and turn the cruise into your own floating party.

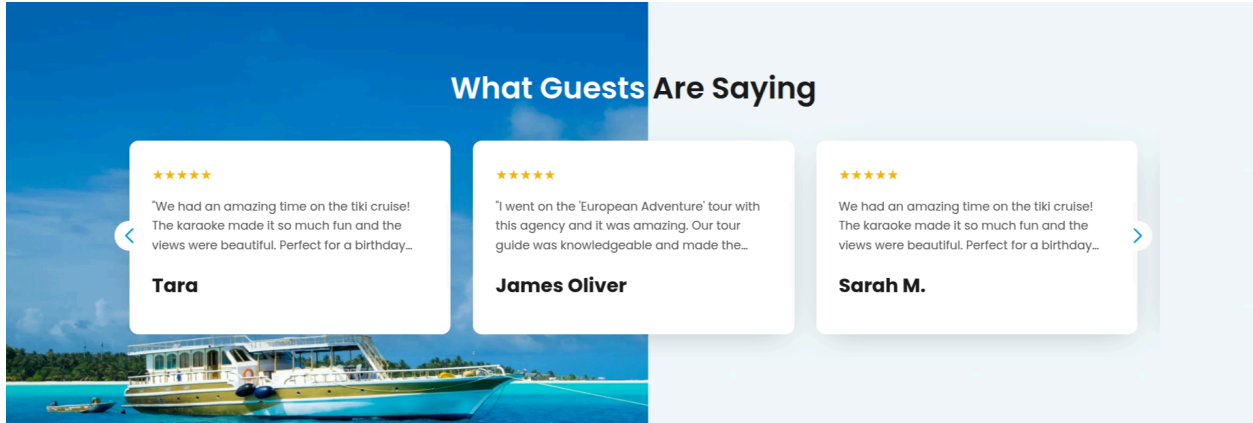
Perfect for:
Birthdays • friend groups • celebrations

\$225 Total

[Book Now](#)

Results & Impact

- Improved user engagement with an interactive design
- Simplified booking experience leading to higher conversions
- Strong brand representation through visuals and layout
- Fully responsive website ensuring accessibility across devices



Conclusion

The Sing and Sail website successfully combines functionality with a lively user experience, reflecting the brand’s unique offering. By leveraging WordPress, Astra, and FareHarbor integration, we delivered a seamless platform where users can explore, book, and get excited about their upcoming cruise experience.