

A misty forest of tall evergreen trees, likely pines or firs, with a soft, hazy atmosphere. The trees are densely packed and extend into the distance, creating a sense of depth. The lighting is diffused, suggesting an overcast day or early morning mist. A central text overlay is framed by a white border.

**UNDER CANVAS**



**KARSH HAGAN**

## SUMMARY

1. PERSONAS
2. GOOGLE ANALYTICS
3. HOTJAR - HEATMAPS
4. USERLYTICS - TESTING RESULTS

**PERSONAS**

## **1. PERSONAS**



### Persona A

**Name:** Emma Robertson, **Age:** 52

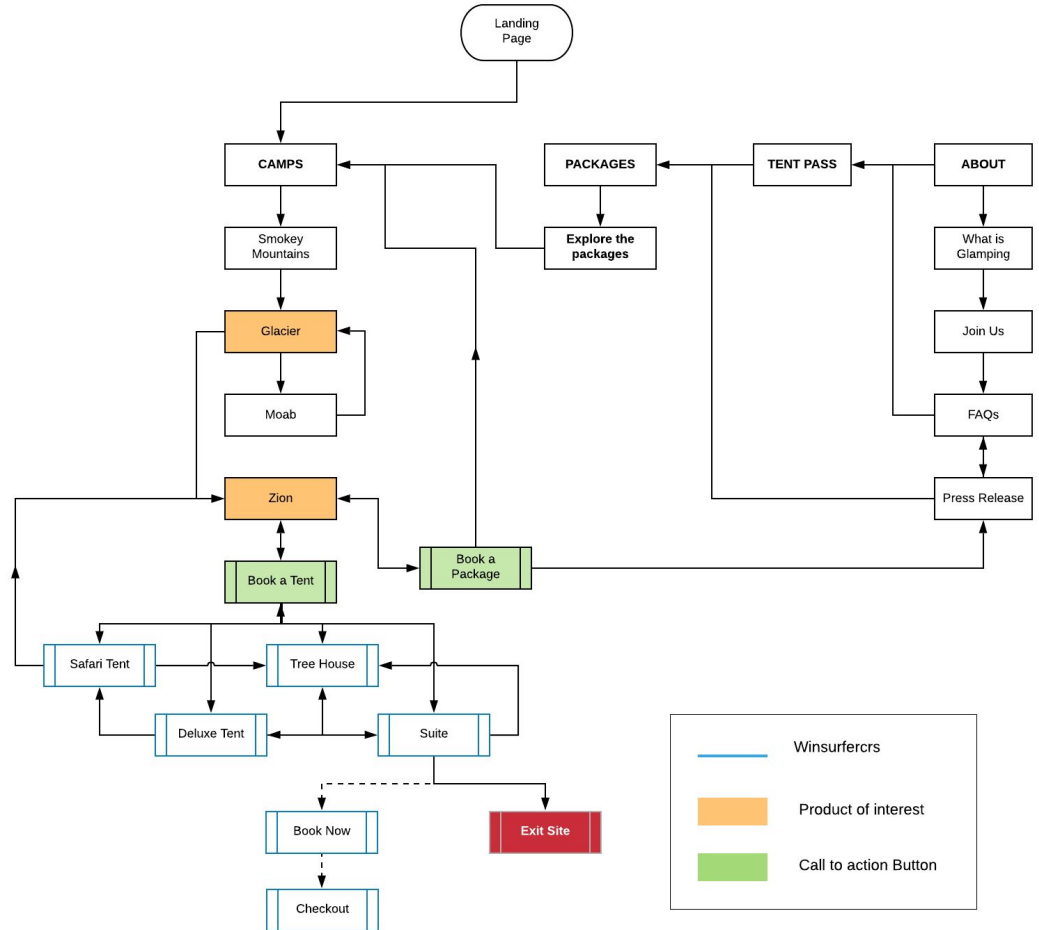
**BA Degree - Small Business Owner - 70K**

**Marital Status:** Married (2 children - 24/26)

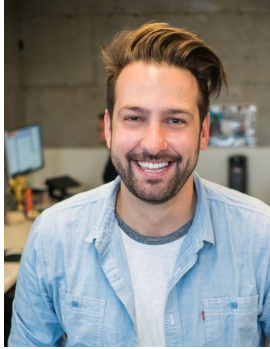
**Location:** Brooklyn, NY

**STORY:** Connected through Instagram, and Facebook. Independent Children

**CONCERNS:** Emma wants to experience nature but due to her lack of knowledge she has been holding off on her trip.



- Winsurfercrs
- Product of interest
- Call to action Button



## Persona B

**Name:** Jack Mcintosh, **Age:** 37

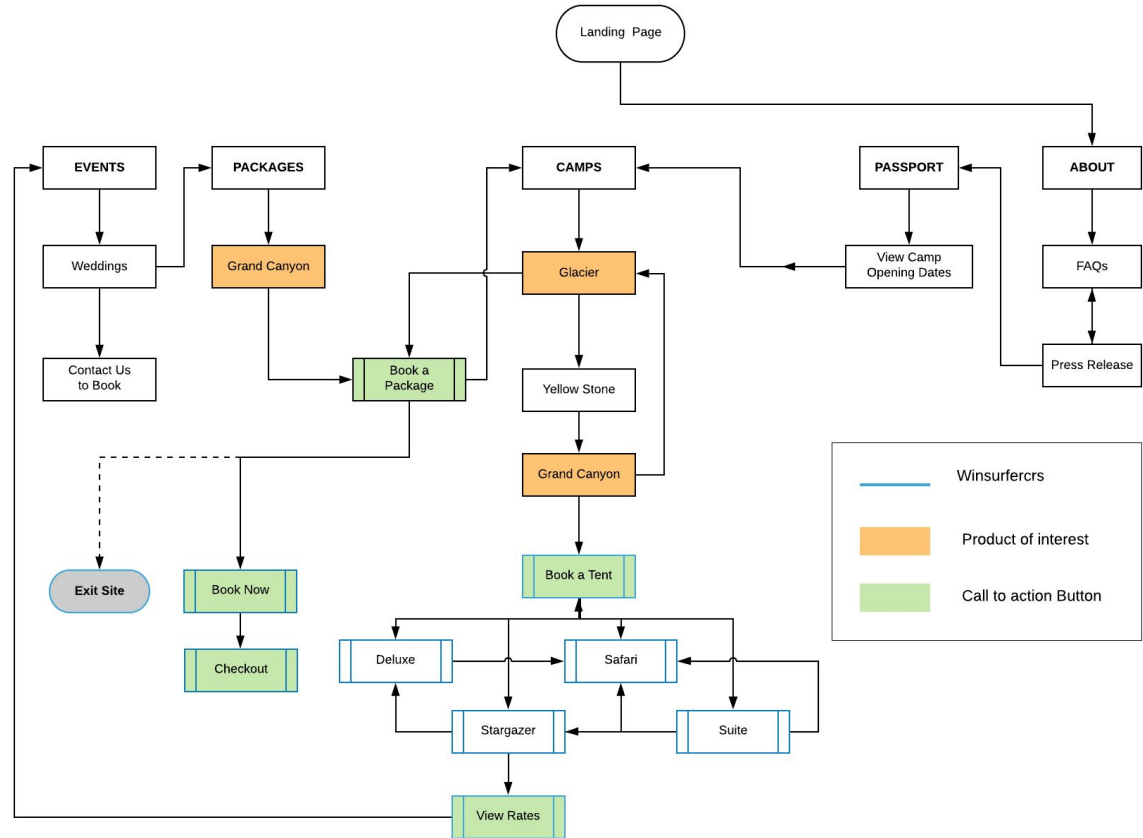
BA Degree - Web Developer - 85K

**Marital Status:** Single

**Location:** San Francisco, CA

**STORY:** Tech oriented, works from home.

**CONCERNS:** Jack is aware of his lack of knowledge when it comes to nature, for that reason he is considering glamping





### Persona C

**Name:** Ashley Moore, **Age:** 38

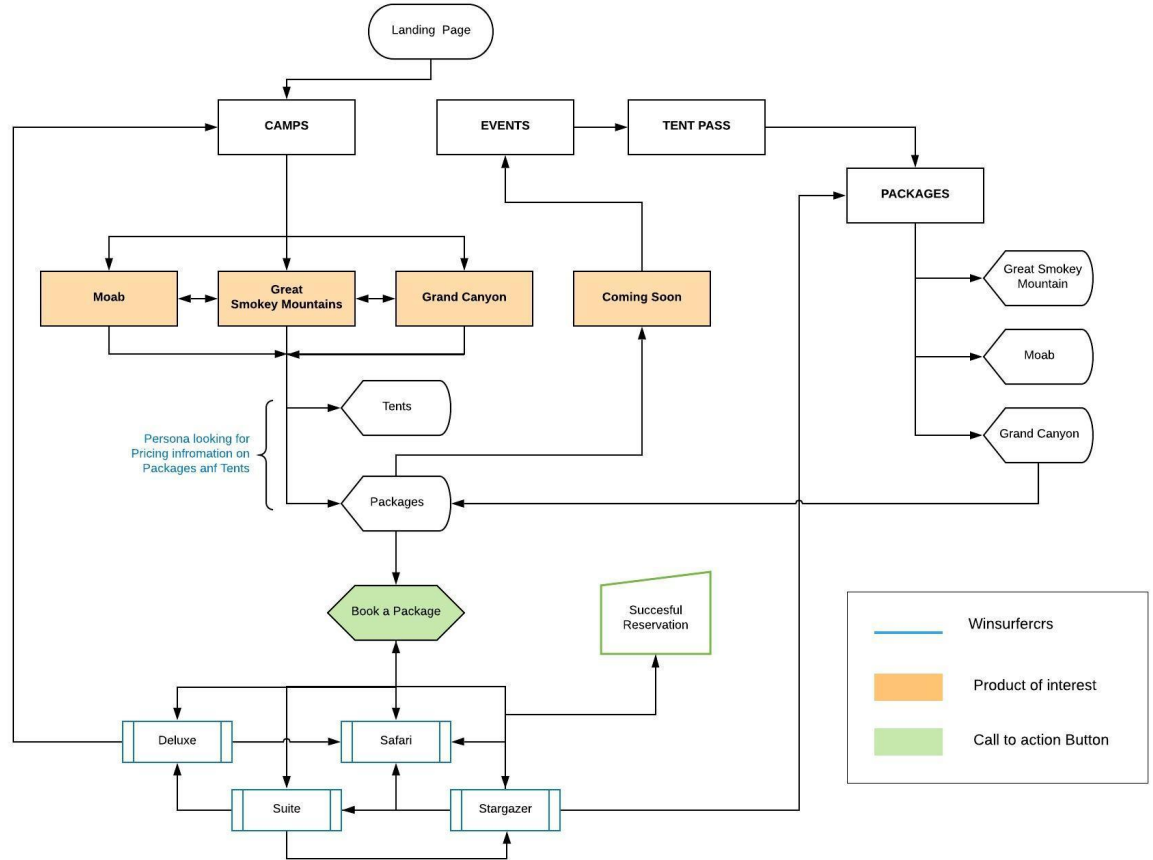
**BA Degree - Stay Home Mom - HHI 100K**

**Marital Status:** Married (2 children - 8/12)

**Location:** Scottsdale, AZ

**STORY:** Connected and stay home mom.

**CONCERNS:** Ashleigh’s family lives a very busy lifestyle and are very ‘connected’ throughout the day. Wants to get family together and away from technology





## **2. GOOGLE ANALYTICS**

## CAMPS HIGH BOUNCE RATES

Camp Page (Linked)	Page Views	Bounce Rate (% from Page Views)
<a href="#">/camps/zion/</a>	23,586	76.75%
<a href="#">/camps/coming-soon/</a>	3,272	60.72%
<a href="#">/camps/great-smoky-mountains/</a>	7,897	54.87%
<a href="#">/camps/glacier/</a>	5,542	51.54%
<a href="#">/camps/moab/</a>	8,191	50.83%
<a href="#">/camps/yellowstone/</a>	8,187	48.40%
<a href="#">/camps/mount-rushmore/</a>	4,746	45.81%
<a href="#">/camps/grand-canyon/</a>	12,444	44.07%

## CAMPS HIGH DROP-OFFS

Camp Page (Linked)	Total Traffic	Through Traffic %	Drop-Offs %
<a href="#">/camps/zion/</a>	16K	18%	82%
<a href="#">/camps/coming-soon/</a>	694	3.14%	66.7%
<a href="#">/camps/great-smoky-mountains/</a>	3K	13.4%	60.8%
<a href="#">/camps/glacier/</a>	2K	8.86%	56.4%
<a href="#">/camps/moab/</a>	4.2K	43.6%	56.4%
<a href="#">/camps/yellowstone/</a>	3.4K	46.2%	53.8%
<a href="#">/camps/mount-rushmore/</a>	2.3K	10.5%	50.8%
<a href="#">/camps/grand-canyon/</a>	6K	50.3%	49.7%

High bounce rates and drop-offs were found mainly on the camp pages  
The following examples could be why these pages have high numbers



**PHOTOGRAPHY**

Hero images are engaging and create excitement

**SUGGESTION:**

Maintain a uniform level of photography



Initial camp images at the Tent Option section



Average photography



Repetition



Inconsistency imagery

**TYPOGRAPHY**

Hierarchy in typography is convoluted, multiple font sizes and styles can cause the page to look unorganized and confusing.

**SUGGESTION:**

New typography approach

Suite

Suite

Sub-title 2 (Different Style)

Body copy 2

Smaller size

than body copy 1

Title 1 (Heading) **Glamping Near Moab**

Title 2 - (Heading Italics) *Luxury Glamping near Arches National Park!*

Sub-title 1 (Sub-heading Bold) **2020 Dates: March 5th – October 26th**

Body copy 1

Experience the majestic splendor of Arches National Park and Canyonland National Park at Under Canvas® Moab. An outdoor lover's paradise, our luxury campsite is close to wonderful attractions and adventures.

Located on 40 acres 7 miles north of Moab, Utah, our campsite blends into its dramatic surroundings where deep canyons and towering plateaus create a raw landscape of immense power. Our luxurious glamping tents offer guests the opportunity to enjoy Utah's spectacular desert without giving up the comforts of home.

BOOK NOW

Title 3 **Our Luxury Tent Options**



More Photos >

**Suite**

The Suite is ideal for couples or families. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink, and flushing toilet. A wood stove keeps the tent warm & a private deck allows you to enjoy the stars.

Sleeps **4 adults** Bathroom **Private**

**Key Features**

- Bedroom wing with king size bed and luxurious linens
- Lounge area with leather queen size sofa-bed
- Secluded and more sheltered location with the best views
- An additional camp cot and bedding can be provided for 1 child



More Photos >

**Suite With Adjacent Hive**

The Suite plus adjacent hive with twin beds is designed for families or larger groups. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink, and flushing toilet. A wood stove keeps the tent warm at night.

Sleeps **6 adults** Bathroom **Private**

**Key Features**

- Bedroom wing with king size bed and luxurious linens
- Lounge area with leather queen sofa-bed
- Secluded and more sheltered location with the best views
- Private adjacent hive with 2 twin beds
- An additional camp cot and bedding can be provided for 1 child



More Photos >

**Deluxe**

The Deluxe tent boasts its own private ensuite bathroom inside your tent which includes a shower, sink and flushing toilet. A wood stove keeps the tent warm at night and a private deck allows you to enjoy the night stars.

Sleeps **2 adults** Bathroom **Private**

**Key Features**


- King bed with luxurious linens
- Private bathroom complete with shower, sink & flushing toilet
- Superior view with a private wood deck
- Additional cots and bedding can be provided for up to 2 children

BOOK A TENT

**CTA BUTTONS**  
**(CALL TO ACTION)**

- A single button for multiple choices creates confusion

Our Luxury Tent Options



**Suite**


The Suite is ideal for couples or families. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink and flushing toilet. A wood stove keeps the tent warm at night and a private deck allows you to enjoy the stars.

Capacity: **Private**

Sleeps: **Up to 4**

**Key Features**

- Bedroom wing with king bed and luxurious linens
- Lounge area with a leather queen sofa bed
- Secluded and more sheltered location with the best views
- An additional camp cot and bedding can be provided for 1 child



**Suite With Adjacent Hive**


The Suite with adjacent hive is designed for families or larger groups. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink and flushing toilet. A second open level to the tent warm at night and a private deck allows you to enjoy the stars. This tent also comes with a private hive which includes 2 camp cots.

Capacity: **Private**

Sleeps: **Up to 7**

**Key Features**

- Bedroom wing with king bed and luxurious linens
- Lounge area with a leather queen sofa bed
- Secluded and more sheltered location with the best views
- Private hive with 2 cots adjacent to your tent
- An additional camp cot and bedding can be provided for a child



**Stargazer**

The Stargazer has its own viewing window above the king bed to stargaze at night. The private ensuite bathroom in your tent includes a shower, sink and toilet. A wood stove keeps the tent warm at night and a private deck allows you to enjoy the outdoors.

Capacity: **Private**

Sleeps: **Up to 4**

**Key Features**

- Private bathroom complete with shower, sink & flushing toilet
- Superior view with night sky viewing window
- King bed with luxurious linens
- An additional camp cot and bedding can be provided for up to 2 children

[BOOK A TENT](#) Online


- Instead of selecting their desired Tent users are forced to rethink their decision

CHECK IN: Thu, Mar 12 | CHECK OUT: Sat, Mar 14 | OCCUPANCY: 1 Tent, Quantity: 1 Adult | Update

Have a Promo or Group Code? [Enter it now.](#)

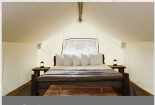
Filter: ALL | TENT TYPE | PACKAGES | View by: GRID | LIST | PRICE

**AVAILABLE TENTS**



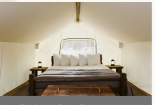
**Safari Tent with 3 Twin Beds**

From **\$194.00** [View Rates](#)



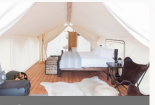
**Safari Tent**

From **\$194.00** [View Rates](#)




**Safari with Adjacent Hive**

From **\$216.50** [View Rates](#)




**Deluxe Tent**

From **\$299.00** [View Rates](#)




**Deluxe with Adjacent Hive**

From **\$324.00** [View Rates](#)




**Stargazer**

From **\$319.00** [View Rates](#)



**Stargazer with Adjacent Hive**

From **\$349.00** [View Rates](#)



**Suite**

From **\$379.00** [View Rates](#)

**SUGGESTION:**

Each Tent option should have its own button (CTA)

## BODY COPY

Presenting all this information at once could cause users to lose interest in booking and ultimately cause the abandonment of the site.

## SUGGESTION:

Usage of **collapsible tools** can manage the flow of information. If interested the user will use the collapsible tools to learn more about policies, requirements, etc.

## 2 Night Adventure Package



Description Policies

Description:  
2 nights at our Under Canvas Zion location with all meals included and 1 adventures of your choice.

**Available From** Thursday, March 12, 2020  
**Available To** Sunday, November 29, 2020  
**Package Length** 2

**INCLUDED ADD ONS**

**2 Night Adventure Package Child**  
All meals and Adventures for each child included in the 2 Night Adventure Package. Please be sure to select the correct number of Adults and Children (12 & under) when booking your package.

**2 Night Adventure Package Adult**  
All meals and Adventures for each adult included in the 2 Night Adventure Package. Please be sure to select the correct number of Adults and Children (12 & under) when booking your package.

**2 Night Adventure Package**  
Description:  
2 nights at our Under Canvas Zion location with all meals included and 1 adventure of your choice from the list below:

- Helicopter Tour (Thirty Minutes)
- Two-in-One Adventure Day (Eight Hours)
- Single Adventure Day (Four or Eight Hours)
- UTV Tour (Three Hours)
- Horseback Ride (Two Hours)
- Jeep Safari (Three Hours)

All adventures are subject to availability. We do recommend booking in advance to secure the best availability.  
The package is priced per the number of adults and youth (ages 12 and under) in your party. A minimum of two people is required to book this package. All guests who purchase a package receive complimentary coffee crate service and special access to an on-site Guest Experience Coordinator to help throughout your stay.

**Package Add Ons**  
All food, non-alcoholic beverages, and meal gratuity while dining at Under Canvas during your stay are included with this package. One adventure of your choice from the list above are also included with this package. Our Adventures team will contact you within 24 hours after submitting your package reservation to finalize your adventure requests!

**Package Policy:** Packages that are booked through the website must be booked at least 14 days prior to the arrival date. If you would like to purchase a package and will be arriving within 14 days please contact our Reservations team at reservations@undercanvas.com or (888)-496-1148. Adventures are subject to availability and not guaranteed until your official itinerary has been sent via email. The adventures listed above are included with the package price. If you are interested in additional adventures or an adventure not listed, they may be added at an additional cost. A minimum of two people is required to book. Cancellation Policy: We require a minimum of 30 days' notice for cancellations or changes. Reservations cancelled or changed more than 30 days prior to arrival will be refunded minus a 5% cancellation fee. Reservations cancelled within 30 days of the scheduled arrival date are responsible for the entire time reserved and will forfeit all payments. All cancelled reservations will forfeit 5% of the amount paid for processing fees. Early departures or no shows will still be chargeable at their full rate. Reservations made during Holiday periods are non-refundable. We strongly recommend guests secure Travel Insurance. Cold or inclement weather will not permit cancellations and refunds unless the company deems the conditions make staying with us unsafe.

## TENT - PASS & EVENTS

### Other important pages with high Bounce Rates

Other Pages (Linked)	Page Views	Bounce Rate (% from Page Views)
<a href="/tent-pass/">/tent-pass/</a>	2,833	86.86%
<a href="/events/">/events/</a>	1,657	80.98%

This page high bounce rate could be caused due to the introduction of heavy price tags

\$1,799 - \$2,799

\$3,000 - \$6,000

\$1,250 - \$2,000

\$2,000 - \$4,000

### SUGGESTION:

Provide information on a need to know basis.

## Tent Pass

Enjoy six or ten nights at any of our seven luxury glamping sites!

Under Canvas' Tent Pass provides adventurous travelers with even more opportunities to get #OutsideTogether. The Tent Pass gives travelers the flexibility to spend six or ten nights in one tent, take over five tents for two nights and many other combinations. With camp locations near America's most iconic national parks and monuments, Tent Pass provides unprecedented value, saving you up to 37% on your stays, extending adventurers and luxury aficionados time in the outdoors. Find even more value every night away under the stars, with VIP amenities and complimentary upgrades.

With seven camps to choose from, enjoy or gift up to ten nights at North America's leading glamping locations including Yellowstone, the Grand Canyon, Zion, the Great Smoky Mountains, Mount Rushmore, Moab, and Glacier.

**Pricing:**

6 Night Tent Pass: \$1799 (Up to 33% Savings)

10 Night Tent Pass: \$2799 (Up to 37% Savings)

[Purchase Now](#)

## CanopyMarqui™

One of the most unique event spaces you'll ever see, the CanopyMarqui™ is a striking hive for your wedding, party, or lounge. CanopyMarquis™ can be conjoined into larger gathering spaces capable of accommodating hundreds of guests while feeling spacious and connected to the surrounding landscape. View other configurations and sample floor plans by scrolling left and right.

Price <b>\$3,000-6,000 per CanopyMarqui</b>	Size <b>30' Diameter per CanopyMarqui</b>	Lighting <b>Add String Lighting for \$500/CanopyMarqui</b>	Flooring <b>Add Canvas Waterproof Flooring for \$500/CanopyMarqui</b>
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## Safari Tent

For the most memorable luxury camping experience, our Safari tents will transport your guests out to the Serengeti. It's also a great size for lounge spaces at festivals, weddings, or parties, especially when paired with the CanopyMarqui™. Past uses include a pop-up hotel, art gallery, bride & groom getting ready tent, rooftop bar, staging area, and bedroom.

Price <b>\$1250-2000</b>	Sleeps <b>2-3 adults</b>	Beds <b>1 king OR up to 3 twins</b>	Size <b>12' x 16'</b>
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## Iris Tent

A uniquely modular party tent for any occasion. The Iris tent can stand alone as an open air design, become partially enclosed, or connect to additional Iris tents indefinitely to create any sized space.

Price <b>\$2,000-\$4,000 per Iris Tent</b>	Size <b>Approximately 20'x20'</b>	Lighting <b>Additional \$250/tent</b>	Flooring <b>N/A</b>
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### **3. HOTJAR - HEATMAPS**

## HIGH CLICK AND MOVEMENT AREAS

### HOMEPAGE

#### MENU CLICKS - DESKTOP

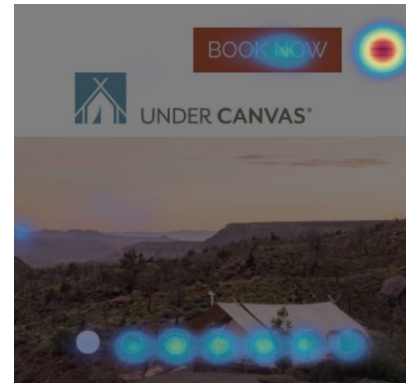
Packages	170
Camps	76
Tent Pass	65
About	24
Passport	15
Event	7

- Main activity from the homepage comes from the Carousel (Images)
- Movement shows users looking at Camp menus but clicking packages
- Users are looking for visual information

### DESKTOP

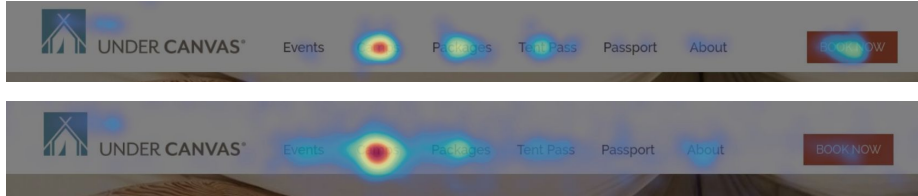


### MOBILE



## HIGH CLICK AND MOVEMENT AREAS

### CAMP PAGE & PACKAGE PAGE



The Most engaged sections were:  
 “2020 Camp Dates,” and the top menu.

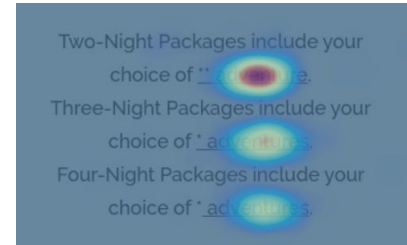
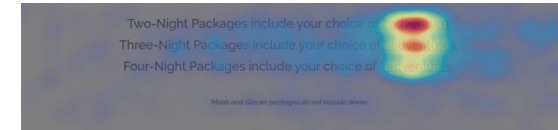
**Similar behavior was noticed in mobile devices**



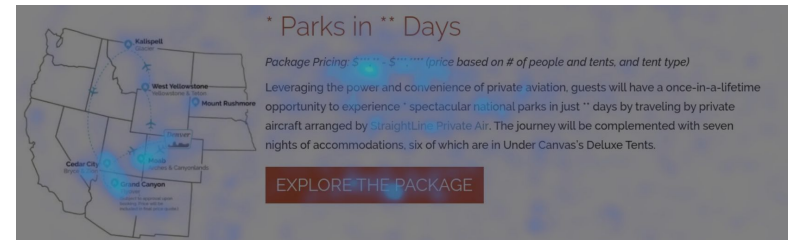
## MISSHITS - Desktop and Mobile

“Underline words”

Clicks and movement around this section probably confused most of the users



There was a significant movement towards the end of the page where the price for the package was listed. (No movement on CTA)



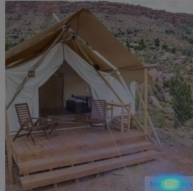


## HIGH CLICK AND MOVEMENT AREAS

### INDIVIDUAL CAMP PAGES

Users are reading this section and most likely making their tent selection

### Our Luxury Tent Options



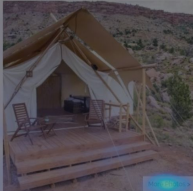
**Suite**

The Suite is ideal for couples or families. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink and flushing toilet. A wood slat above keeps the tent warm at night and a private deck allows you to enjoy the stars.

Stays Up to 2<sup>\*\*</sup> | Bathroom Private

**Key Features**

- Bedroom wing with king bed and luxurious linens
- Lounge area with a leather queen sofa-bed
- Secluded and more sheltered location with the best views
- An additional camp cot and bedding can be provided for 1<sup>\*\*</sup> child




**Suite with Adjacent Hive**

The Suite with adjacent hive is designed for families or larger groups. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink and flushing toilet. A wood slat above keeps the tent warm at night and a private deck allows you to enjoy the stars. This tent also comes with a private hive which includes 2<sup>\*\*</sup> camp cots.

Stays Up to 4<sup>\*\*</sup> | Bathroom Private

**Key Features**

- Bedroom wing with king bed and luxurious linens
- Lounge area with a leather queen sofa-bed
- Secluded and more sheltered location with the best views
- Private hive with 2<sup>\*\*</sup> cots adjacent to your tent
- An additional camp cot and bedding can be provided for 1<sup>\*\*</sup> child



**Stargazer**

The Stargazer has its own viewing window above the king bed to stargaze all night. The ensuite bathroom in your tent includes a shower, sink and toilet. A wood slat above keeps the tent warm at night and a private deck allows you to enjoy the outdoors.

Stays Up to 2<sup>\*\*</sup> | Bathroom Private

**Key Features**

- Private bathroom complete with shower, sink & flushing toilet
- Superior view with right sky viewing window
- King bed with luxurious linens
- An additional camp cot and bedding can be provided for up to 1<sup>\*\*</sup> children

[BOOK A TENT](#)

**Problem:**

When selecting “Book a Tent” button the user is forced to rethink its decision

CHECK IN  
Thu, Mar 12

CHECK OUT  
Sat, Mar 14

OCCUPANCY  
1 Tent Quantity, 1 Adult

Update

Have a Promo or Group Code? [Enter it now.](#)


Filter

ALL TENT TYPE PACKAGES

View by


GRID LIST PRICE

**AVAILABLE TENTS**




**Safari Tent with 3 Twin Beds**

From **\$194.00** [View Rates](#)




**Safari Tent**

From **\$194.00** [View Rates](#)




**Safari with Adjacent Hive**

From **\$216.50** [View Rates](#)




**Deluxe Tent**

From **\$299.00** [View Rates](#)




**Deluxe with Adjacent Hive**

From **\$324.00** [View Rates](#)



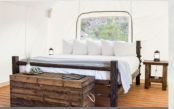
**Stargazer**

From **\$319.00** [View Rates](#)



**Stargazer with Adjacent Hive**

From **\$349.00** [View Rates](#)



**Suite**

From **\$379.00** [View Rates](#)

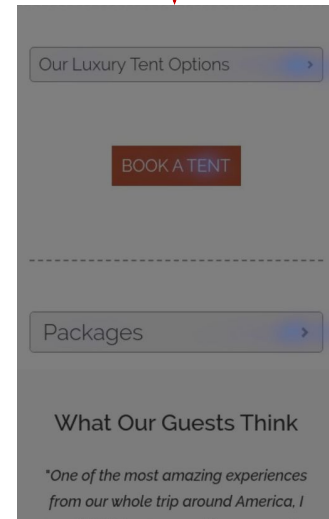
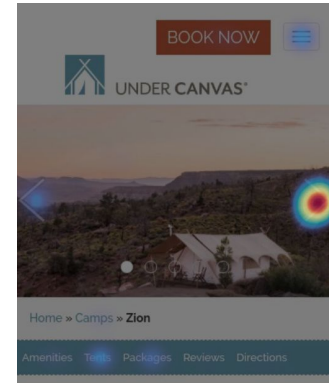
## HIGH CLICK AND MOVEMENT AREAS

### MOBILE - CTA BUTTONS

The “Book a Package” button did not show unless the option for packages was selected.

The button was nested inside the drop-down option

Missing “Book a Package” Button



## ACTIONABLE INSIGHTS

1. Update Hero area with imagery, headlines and CTAs
2. Avoid repetition in photography on tent types
3. Update photography to emphasize Story, Scenery, and Adventures
4. Organize Pricing and create unique buttons for each tent option
5. Create separate pages with pricing options for tents and packages
6. Be more strategic with copy. Use design practices to improve the “scalability” of copy
7. Reintroduced a more user friendly typography. Organized the hierarchy of typography to reduce confusion
8. Create a CTA hierarchy of primary, secondary, tertiary, and text link CTAs. Avoid underline words as this could look and feel as valid links to users



## **4. USERLYTICS - TESTING RESULTS**

## TENTS & PACKAGE PRICING

Testers could not find prices immediately

### Problems:

When Tent & Package are put together it creates confusion and users could select the wrong option

Sometimes the Tent button will show available tents and sometimes will show a calendar option

### Suggestion:

Showcase tent pricing as soon as possible

Individual “Book” buttons for each Tent/Package option

Tent & Package options should be separated and have its own pages

## Our Luxury Tent Options



More Photos >

### Suite View

The Suite is ideal for couples or families. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink, and flushing toilet. A wood stove keeps the tent warm & a private deck allows you to enjoy the stars.

Stays: 4 adults Bathroom: Private

#### Key Features

- Bedroom wing with king size bed and luxurious linens
- Lounge area with leather queen size sofa-bed
- Secluded and more sheltered location with the best views
- An additional camp cot and bedding can be provided for 1 child



More Photos >

### Suite With Adjacent Hive

The Suite plus adjacent Hive with beds is designed for families or larger groups. Enjoy your own private ensuite bathroom inside your tent which includes a shower, sink, and toilet. A wood stove keeps the tent warm at night & a private deck allows you to enjoy the stars. This tent also comes with a private adjacent Hive with 2 twin beds.

Stays: 6 adults Bathroom: Private

#### Key Features

- Bedroom wing with king size bed and luxurious linens
- Lounge area with leather queen sofa-bed
- Secluded and more sheltered location with the best views
- Private adjacent Hive with 2 twin beds
- An additional camp cot and bedding can be provided for 1 child



More Photos >

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The Stargazer has its own viewing window above the king bed to stargaze at night. The ensuite bathroom in your tent includes a shower, sink, and toilet. A wood stove keeps the tent warm at night and a private deck allows you to enjoy the outdoors.

Stays: 2 adults Bathroom: Private

#### Key Features

- Superior view with night sky viewing window
- King size bed with luxurious linens
- Private bathroom complete with shower, sink & flushing toilet
- Additional cot and bedding can be provided for up to 2 children

BOOK A TENT

## Packages

2 Night 3 Night 4 Night



Marvel at the majestic beauty of one of America's most awe-inspiring landmarks as you spend your days touring its trails by foot, by bike, or by Jeep. Spend your evenings under the stars with like-minded travelers as you enjoy delicious meals and luxury accommodations located just a half-hour drive from the Grand Canyon's South Rim. There's no better way to experience the Grand Canyon!

**Included:** Tent, all meals & dining gratuity, choice of a adventure listed below, complimentary coffee service, an on-site Guest Experience Coordinator to help throughout your stay, and all taxes & fees.

### Adventures

We know that organizing adventures for a vacation can be stressful! We've put together some of our favorite tours and adventures so you can leave the planning to us:

- Hiking Tours
- Bike Tours
- Horseback Riding
- Helicopter Tour
- Airplane Tour
- Jeep Tour

View full adventure details [here](#).

\*All adventure reservations are dependent on availability pending confirmation from a reservation specialist.

BOOK A PACKAGE

888-496-1141 Email | FAQ

CHECK IN: Thu, Mar 9  
CHECK OUT: Fri, Mar 6  
OCCUPANCY: 1 Tent Quantity: 1 Adults

Have a Promo or Group Code? [Enter it now.](#)

Filter: ALL TENTTYPE View by: GRID LIST PRICE

### AVAILABLE TENTS

From <b>\$169.00</b> <a href="#">View Rates</a>	From <b>\$169.00</b> <a href="#">View Rates</a>	From <b>\$179.00</b> <a href="#">View Rates</a>	From <b>\$234.00</b> <a href="#">View Rates</a>
From <b>\$244.00</b> <a href="#">View Rates</a>	From <b>\$279.00</b> <a href="#">View Rates</a>	From <b>\$299.00</b> <a href="#">View Rates</a>	From <b>\$239.00</b> <a href="#">View Rates</a>

Show Less

Property not available on one or more dates selected. Please select alternate dates.

Clear Please select an arrival date. Cancel X

CHECK IN: Thu, Apr 9  
CHECK OUT: Sat, Apr 11  
OCCUPANCY: 1 Tent Type: 1 Adults

APRIL 2020  
MAY 2020

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
31														

Unavailable  Check-Out Only  Check-In Unavailable

## CALENDAR TOOL & BOOKING PROCESS

Testers got confused with the prices that were shown in the calendar

After moving to the next page, testers felt prices were misleading

The check-in date is not valid for this package.

CHECK IN  
Thu, Apr 9

CHECK OUT  
Sat, Apr 11

OCCUPANCY  
1 Tent Type, 2 Adults

Update

Clear Please select an arrival date. Cancel ✕

APRIL 2020							MAY 2020						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

Unavailable
Check-Out Only
Check-In Unavailable

### SELECT AN AVAILABLE ROOM TYPE



Safari with 3 Twin Beds

**\$839.80**

*Avg Per Night Per Room*

BOOK NOW

#### Summary

Thursday APR 23, 2020	\$209.00
Friday APR 24, 2020	\$219.00
Included Add Ons	\$1251.60
Taxes & Fees	\$157.05
<b>TOTAL</b>	<b>\$1836.65</b>

#### Description

The Safari with three twins comes with 3 twin beds ideal for families or friends traveling together. This tent type includes lanterns and USB chargers for guest use. Refresh yourself, seconds away from your tent in one of our shared community bathrooms that feature individual, lockable stalls with hot showers, flushing toilets, sinks, and bath products. Each Safari tent includes a wood burning stove with complimentary firewood for those chilly evenings.

#### Amenities

- Fireplace



Safari Tent

**\$839.80**

*Avg Per Night Per Room*

BOOK NOW

#### Summary

Thursday APR 23, 2020	\$209.00
Friday APR 24, 2020	\$219.00
Included Add Ons	\$1251.60
Taxes & Fees	\$157.05
<b>TOTAL</b>	<b>\$1836.65</b>

#### Description

Our Safari tents are designed to sleep 2 adults, complete with a king size bed, leather butterfly chairs, bedside tables, lanterns, and USB chargers. Minimalist camp cots can be provided for up to 2 children at a fee of \$10 per cot. If you wish to add cots, please select the "Camp Cot" Add-On at checkout. Refresh yourself seconds from your tent in one of our shared community bathrooms that feature individual, lockable stalls including hot showers, flushing toilets, sinks, and organic bath products. Each Safari Tent includes a wood burning stove with complimentary firewood.

#### Amenities

- King Bed
- Fireplace



Safari Tent with Adjacent Hive

**\$879.80**

*Avg Per Night Per Room*

BOOK NOW

#### Summary

Thursday APR 23, 2020	\$249.00
Friday APR 24, 2020	\$259.00
Included Add Ons	\$1251.60
Taxes & Fees	\$170.27
<b>TOTAL</b>	<b>\$1929.87</b>

#### Description

Enjoy all of the amenities of our Safari Tent, with the addition of your own private adjacent Hive, suitable for two guests. This tent is designed to sleep 4 and is perfect for families and larger groups! Minimalist camp cots can be added for up to 2 children at a fee of \$10 per cot. If you wish to add cots, please select the "Camp Cot" Add-On at checkout.

#### Amenities

- King Bed
- Fireplace

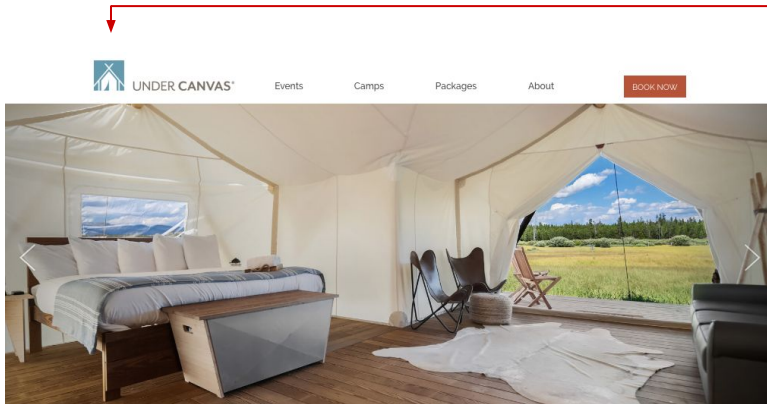
## ACTIONABLE INSIGHTS - PRICING

### DESKTOP - MOBILE

1. Create individual pages for Camps and Packages
2. Provide prices upfront before moving to Windsurfer
3. Individual CTA buttons for each Tent/Package option
4. Re-work the booking process tool or discover a better alternative
5. Re-work the calendar tool

## GENERAL INFORMATION

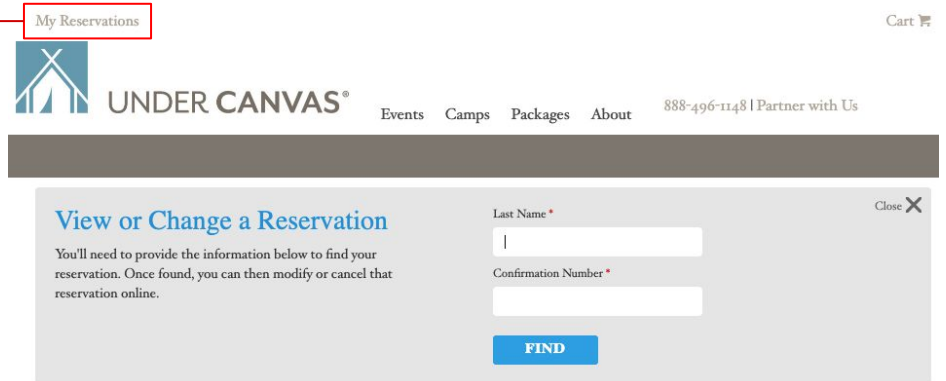
Link should be here



### Problem:

Testers were not able to find the “View or Change a Reservation” form.

The only way to get to the form is by selecting one of the CTA buttons “Book Now” - “Book a Package” or “Book a Tent”



**Suggestion =** Make the link visible at the homepage from the very beginning.

Also, a “Search” option should be located at the top of the page to make it more accessible and visible.



## GENERAL INFORMATION

### MOBILE

#### Problem:

Mobile users were forced to open drop-down menus to find adventures and to compare tents.

#### Suggestion:

Revisit mobile friendly layout for tent comparison and adventure lists



[More Photos >](#)

#### Safari With Adjacent Hive

This cabin-style Safari tent comes with a King Size Bed your own private adjacent Hive. Hives are suitable for up to 2 guests. Perfect for families and larger groups! Just moments away from your tent refresh yourself in one of our community bathrooms with private stalls, which host hot showers, and flushing toilets.

Sleeps <b>4</b> adults	Bathroom <b>Communal</b> Bathroom
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#### Key Features

- King size bed and luxurious linens
- Wood burning stove in your tent with complimentary firewood
- Private adjacent Hive with 2 twin beds
- Additional cots and bedding can be provided for up to 2 children



[More Photos >](#)

#### Safari with 3 Twins

Each of our large cabin-style Safari tents comes with 3 twin beds ideal for families or friends traveling together. Just moments away from your tent refresh yourself in one of our community bathrooms with private stalls, which host showers, toilets and

## **ACTIONABLE INSIGHTS - INFORMATION**

### **DESKTOP - MOBILE**

1. Make “My Reservation” link visible at the homepage
2. Re-work tent option sections for mobile
3. Move the “Search” option from the footer to the header

## ACTIONABLE INSIGHTS - BRAND

### VIDEOS

- No Diversity - Tailored to an exclusive target market
- Lots of character and motivation on adventures
- There is a disconnect between the video content and the imagery. Imagery should communicate the same stories the videos tell



## ACTIONABLE INSIGHTS - BRAND

- The general feeling of the brand was expensive, fancy, and luxurious.
- Testers also mention the lack of connection, why should they book with Under Canvas?
- What would the user gain from the experience?
- Empty tents showcase the lack of emotional connection (Only Images)
- Videos do a good job telling a story



## ACTIONABLE INSIGHTS - BRAND

### TELL A STORY

Majority of the images emphasize the furniture and the tents



Stargazer - Smoky Mountain

Only image with a person enjoying the Stargazer tent (Emotional value)



Stargazer - Zion

## ACTIONABLE INSIGHTS - SUMMARY

1. Update overall design, Information architecture, imagery, CTAs & typography based on our findings
2. Update Hero areas with imagery, headlines and CTAs
3. Update tent imagery and photography to emphasize Story, Scenery, and Adventures
4. Re-work the windsurfer booking process tool or discover a better alternative
5. Organize and display pricing and create unique buttons for each tent option
6. Update tent comparison functionality
7. Re-work tent option sections for mobile
8. Individual CTA buttons for each Tent/Package option
9. Optimize tent option sections for mobile
10. Create separate detail pages with more info and pricing options for tents and packages
11. Be more strategic with copy. Use design practices to improve the “scan-ability” of copy
12. Create a new user friendly typography. Organized the hierarchy of typography to reduce confusion
13. Create a CTA hierarchy of primary, secondary, tertiary buttons and text link CTAs. Avoid underline words as this could look and feel as valid links to users
14. Provide prices upfront before the user moves to Windsurfer
15. Make “My Reservation” link visible at the homepage
16. Move the “Search” option from the footer to the header

**THANK YOU**