

CampOrenda.com

Overview of All Previous Discussions with David

General Description:

Over multiple conversations we've already had with David, he has described what he wants for the website as:

- Clean, modern, fresh look
- Mobile responsive design
- Used the word "elegant" multiple times to describe the look he's going for
 - Wants site-design to balance out the 'rustic' nature of the outdoor images
- One of main focuses is to improve the user-experience when booking a stay
 - Wants an "onboarding" process for the payment/customization portion of booking
 - See sketches
 - Users are able to edit reservation info via a link they receive in their confirmation email
 - This is in lieu of giving users an account to sign into, which we discussed but David deferred on for now
- Says he wants us to "stay true to the general look and feel of the existing site"
 - I think we need to respect his wishes but at the same time realize he's not a design guy. We should do whatever we think will impress and satisfy him most

Home Page:

We've presented David several versions of layout options, including the low-fidelity sketches, and have received some feedback on what concepts he likes. Here are his thoughts to incorporate into the dev-site/wire-frames we show him moving forward:

- Use sketch as primary guide for general concepts of homepage
 - Wants the background image on the landing page to come all the way down to the fold as opposed to only coming part way down the page (Per email on 12/17/16 at 1:29pm)
- Likes the idea of "movement" in the background image (video vs. static image?)
 - not sure if this is possible with mobile-first design, or what the limitation are in order to still provide a great user-experience (download times an issue?)
- Wants an 'elegant looking font' for the impact statement: "Get Back To Nature In Style"
- Wants there to be a "media-slider" section "below the fold", where their press stories can be featured, scrolled through and clicked on
 - As shown on sketches
 - Section has grey/light background
 - Logos are greyed out
 - Logos go full-color upon hover
 - Clicking logos redirects to dedicated page for each news story (blog?)
 - They want to do their own 'write-up' of each story
 - Each dedicated page has press-slider at bottom of page
 - Use the publishers' brand/logo
 - See: camporenda.com/press

Booking Section:

- See sketch (orenda_homepage_subpage_sketches.pdf)
 - Incorporate “date-picker” (can select “arrive” date and “depart” date)
 - Similar to what other travel sites do, ie. Travelocity.com, etc.
 - Incorporate “number of guests” option (as dropdown menu)
- Once dates have been picked, those dates are highlighted on a calendar for the user
 - All calendar days shows all the cabins, making it obvious to users which ones are available and which ones are booked
 - See sketches
 - See their existing booking calendar (<https://camporenda.com/reservations/reservations-calendar/>) – go to June to see how they display each cabin within the days
- Main consideration for the “backend” data-management system
 - keep track of which cabins are available and which are booked, so there is no way users can book a cabin unless it is available
 - This is a problem with their existing site, which is why they ask users to book only the nights they’ll stay (not including the day they checkout) which is not how most travel sites book reservations, making it too confusing and not a good way to do it
- Remember: Each cabin has its own capacity, which will need to match up with the number of guests in the reservation
 - If 4 guests try to book a cabin that sleeps 2, we’ll need to throw a message indicating the capacities must match up
 - A cabin’s capacity should probably be shown in each calendar-day the cabin appears in
 - As a number inside a small circle next to the cabin-name?
 - In a pop-up that displays when you hover over a cabin’s name?
 - How would this work in mobile?
- Need a dedicated page that shows all the cabins
 - I image this looking like a “Gallery” page with thumbnails for each cabin
 - Consider making thumbnails on this page for the “Bath House” and for the “Outdoor Kitchen” photos as well
 - When you click on a cabin’s thumbnail, you’re redirected to its dedicated page
 - See sketch
 - (Not shown on sketch) Include a photo-gallery module “below the fold”
 - We want to play off of their existing cabin-page layout, but improve placement and functionality
 - <https://camporenda.com/reservations/cabin-mill-creek/?calmonth=5>
 - Note the calendar function (can click a day to reserve it)
 - Note the alert in red text telling user to not include the day they leave (weird!)

Example Websites:

- <http://www.wildretreat.com/our-tents/overview/>
 - Sent by David as example of website he likes
 - Where he got the idea for adding moving parts to the landing page background-image
 - David also likes how when you scroll on the subpages, the copy looks like its scrolling on top of the background-image
- <http://www.evokeny.com/>
 - The company David's assistant works for
 - Where we got the design for the cards on the homepage (see hover-action)
- <http://hemphistoryweek.com/>
 - Website Mac already built, might be easier to reuse components for Camp Orenda
- See David's comments on the JIRA ticket he submitted regarding incorporating Trip Advisor (<https://tickets.macguyvermedia.com/projects/SCO/queues/43/SCO-2>)
 - https://www.tripadvisor.com/Hotel_Review-g47975-d2314394-Reviews-Orenda-Johnsburg_New_York.html
 - <https://www.tripadvisor.com/Widgets>

Other Considerations, per David's feedback:

- Give David ability to manage as much of content as possible via their WP admin, ie. sliders, images, content, booking system, onboarding slides, etc.
- Make slider-bubbles go away on home page (already done on dev site)
- Make background image on homepage go all the way down to the fold
- Include movement on homepage background image (if practical)
- Make "press-slider" the first section to appear when scrolling down from landing page
 - Include "get back to nature in style" at top of this section? (see sketch)
- Reduce white space behind "cards" on homepage (think Dave was just commenting on the spacing to the outside of the cards on the ends...)
- Make "cards" on homepage rectangles, instead of boxes as shown in the wire-frame (longer height than width)
- Consider different colors for main-nav-background-color (on subpages; currently brown)
- Eliminate press page on main-nav (since press-slider will be on homepage)
- Give each press story a dedicated page (And add "blog" to main-nav?)
- Different tents have their own capacities; the math must work during the reservation process
- Add ww rafting, rock climbing to onboarding (both have "not at this time" response)
- Work the 'client questionnaire' into the onboarding process (Dave will provide us questions)
 - Need a simply layout for onboarding slides
 - Consider leveraging the onboarding technology from newgrassroots.com
- Consider using "sign in with email" function (for returning guests), ie. like medium.com does via a temporary sign-in link that expires after x# of hours
 - Avoids making guests create/remember a password, but makes it possible to give them a user-account area to edit their reservation details and track details from previous stays

- Consider that their Waiting List feature gets a lot of use
 - maybe we can come up with a notification management-system that makes communication between their admin and the people on the waiting list much easier when someone cancels a reservation and a cabin's availability is opened up
 - currently Dave has to go back through emails to see who was on the list first, there's got to be a better way.....

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