MOBILE    DESKTOP

# Mobile-First E-Commerce Website

## Under Canvas

Under Canvas is a luxury glamping company that rents safari-style tents near some of America's most popular National Parks. With the growing concerns around travel amidst the pandemic, travelers are looking for safe travel experiences. Under Canvas needed to optimize their site for mobile + desktop to increase booking conversions.

**MY RESPONSIBILITIES**
- User Experience Design
- UI Design

**TIMELINE & TEAM**
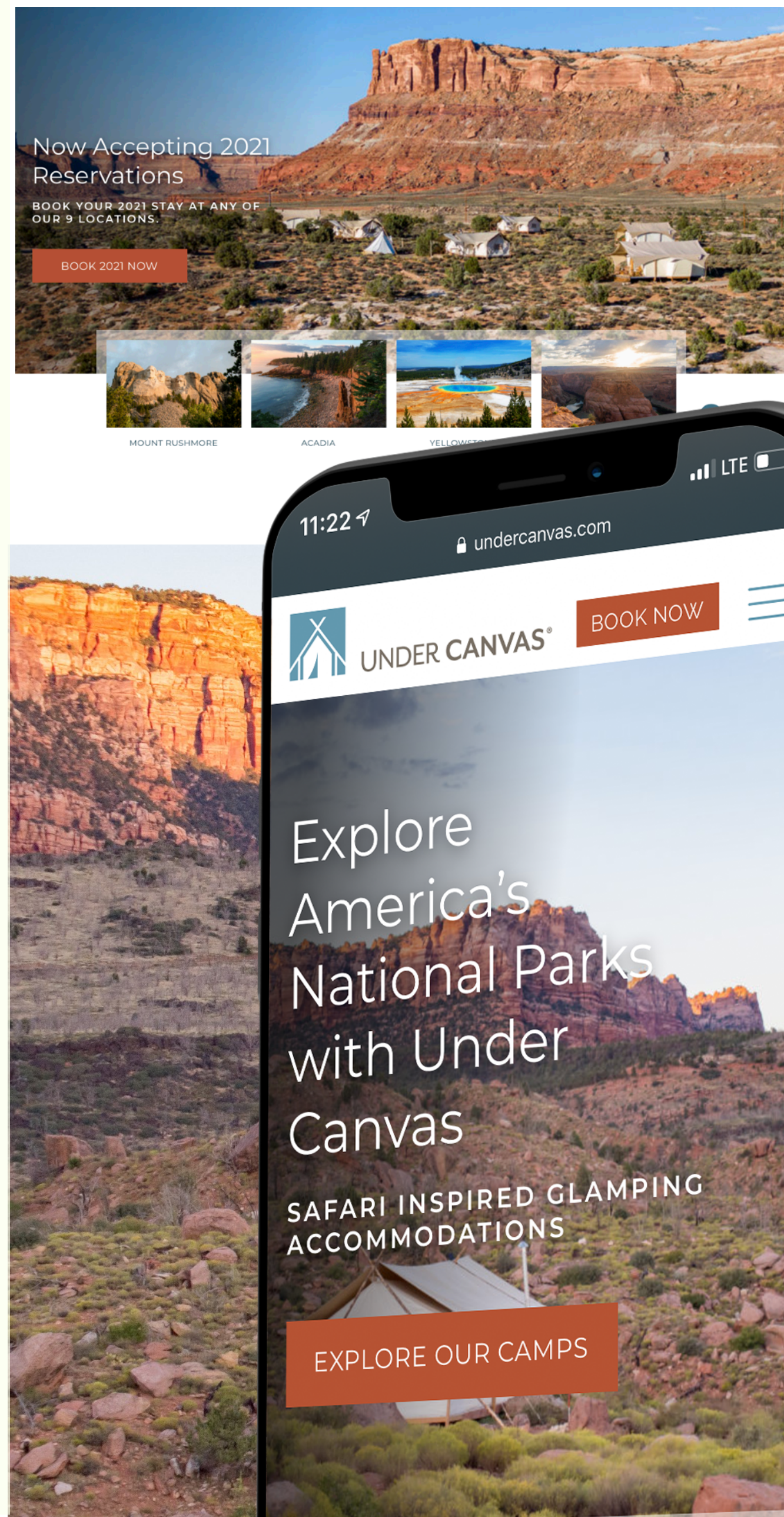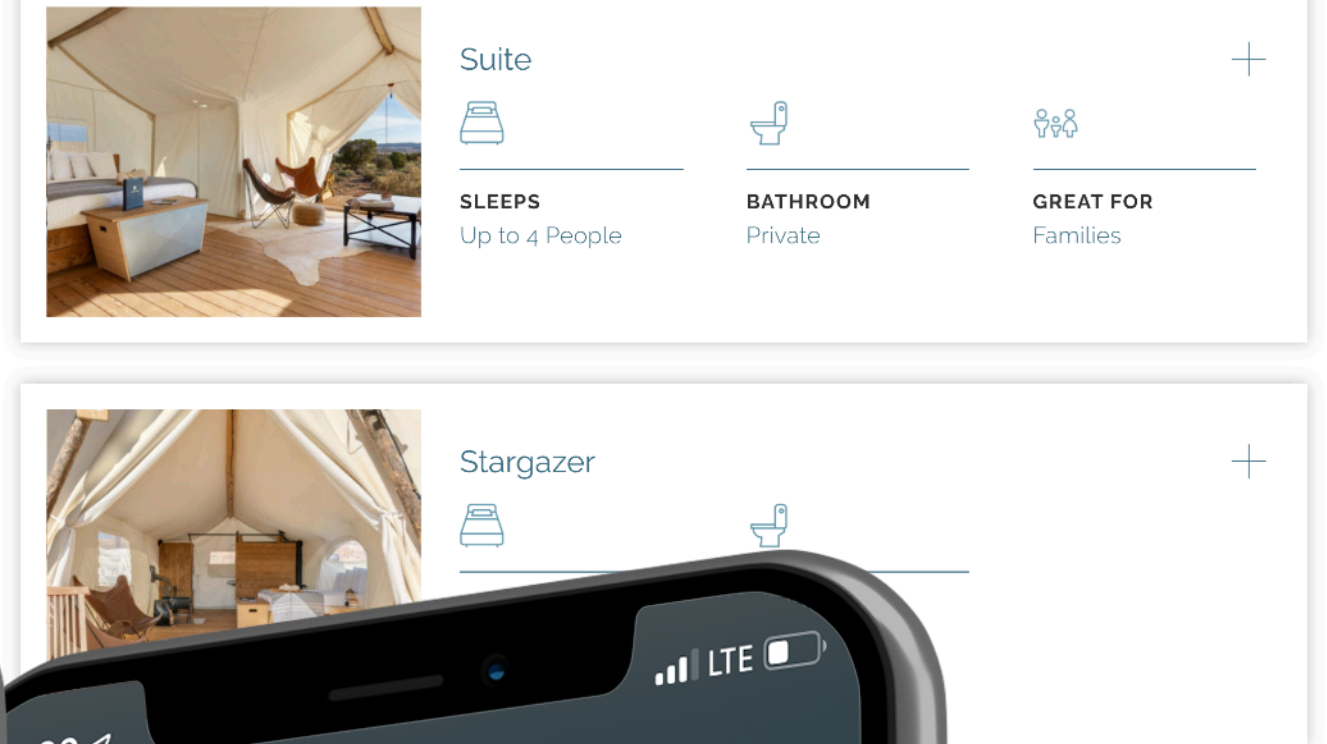- 2-4 week sprints per project
- UX/UI Designer, UI Designer, Visual Designer (Creative), and In-House Developer

**PROJECT GOALS**
- Modernize tools
- Refer traffic to business websites
- Increase time on site

**PROJECT LINKS**
- Home Page
- Tent Page

# E-Commerce Website
Under Canvas

**OUTCOMES**

Under Canvas had a record breaking sales year. While much is to be attributed to shifting behaviors in summer travel during the pandemic, the Under Canvas website saw record breaking conversion rates, decreasing bounce rates, and an increase in direct sales.

**Site session duration increased** from 02:48 to 02:58

**Bounce rate decreased** from 47.33% to 36.25%

**Conversion rate increased** from .58% to .71%
DESKTOP  1.11% to 1.57%  |  MOBILE  .21% to .28%

**Direct purchases on Under Canvas website are at an all time high** of 86%

**Increased site accessibility & compliance**

**Time on mobile site increased  9%**

# E-Commerce Website
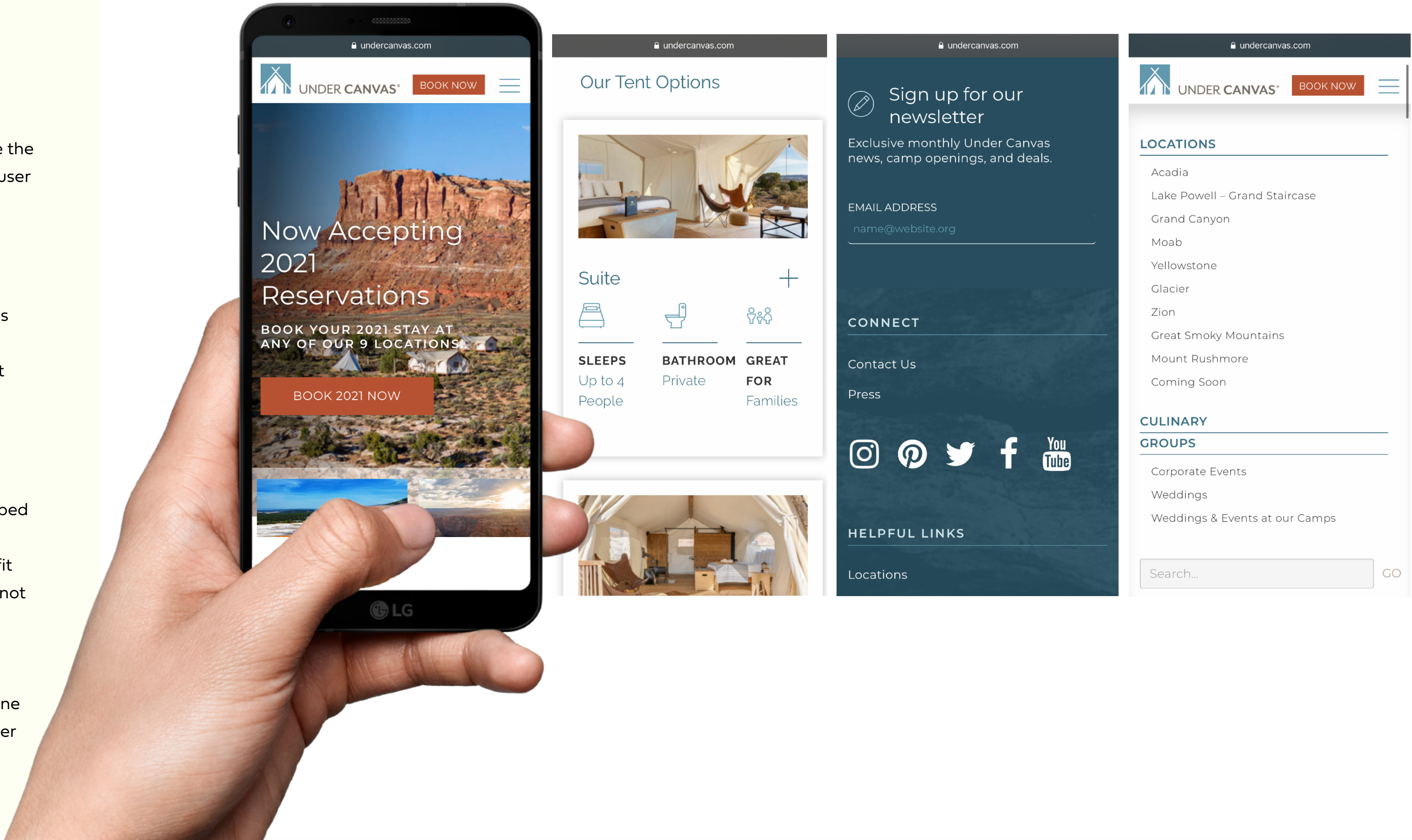
## Under Canvas

### SCOPE

With a small budget, we needed to prioritize the work that should be completed. After initial user testing, a scope was created to include:

- optimizing the site for mobile
- redoing the website navigation
- improving the hero area
- ensuring site accessibility meets standards
- redoing the footer area
- creating an easier way to browse different types of lodging options

### CONSTRAINTS

While we were making UX + UI updates to specific sections of the site, we were not scoped to make any global UI changes. So the new fonts, color choices, and designs needed to fit with existing design patterns so the site did not feel jumbled.

We were also not able to touch the actual booking engine (windsurfer). So once someone hits the "Book Now" button, we had no further control over their experience.
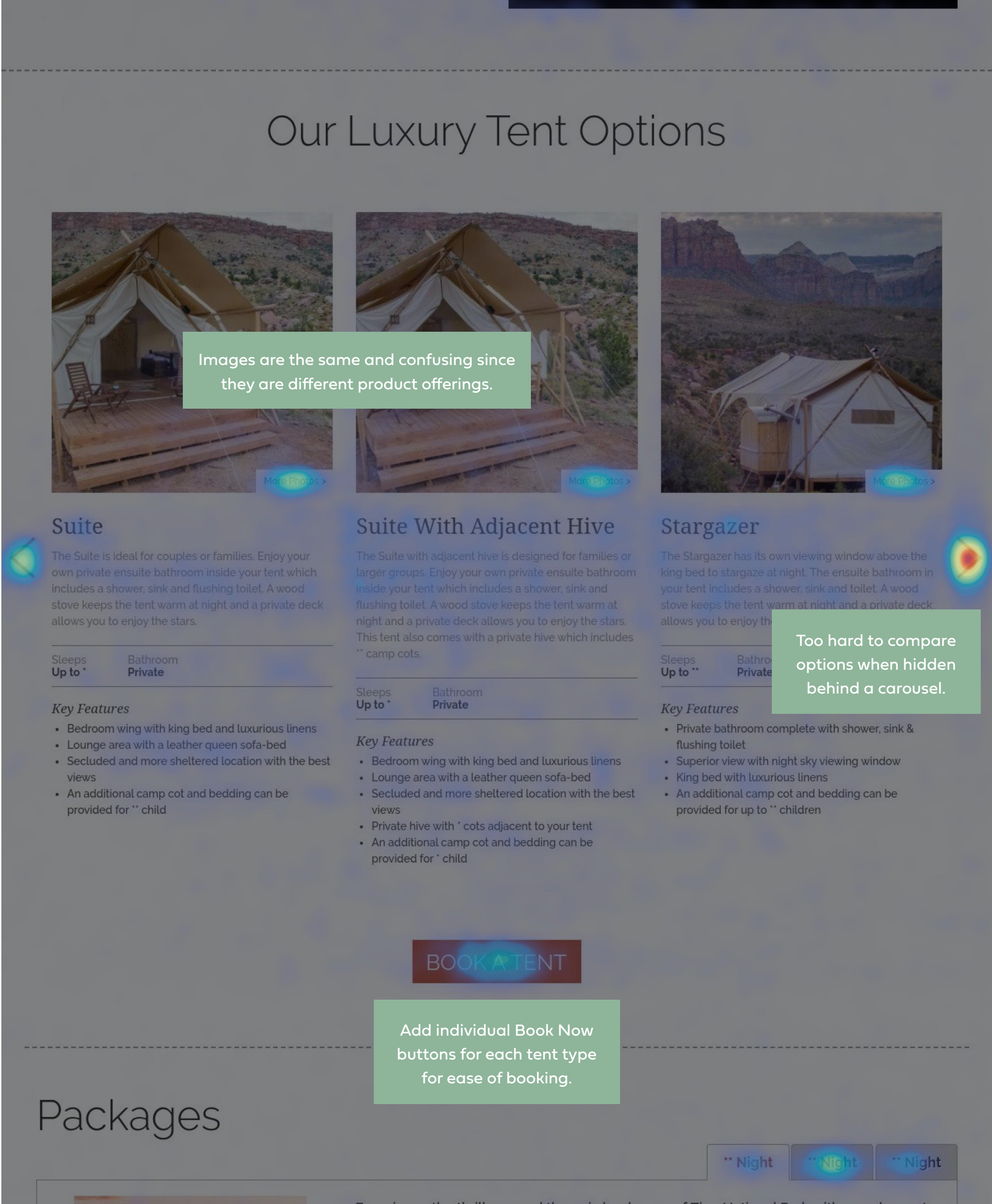
# E-Commerce Website

## Under Canvas

### RESEARCH + USER TESTING

While I joined the project after the initial user testing, I did play a part in analyzing and synthesizing user test and Hotjar findings to the client. Ultimately, we made a recommendation to improve a few key areas of the site. We picked them because they were not mobile optimized and high-profile areas likely hurting our conversion rate.

## Our Luxury Tent Options

> Images are the same and confusing since they are different product offerings.

### 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.

| Sleeps | Bathroom |
| --- | --- |
| Up to * | 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 ** 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 stove 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 ** camp cots.

| Sleeps | Bathroom |
| --- | --- |
| Up to * | 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 ' cots adjacent to your tent
- An additional camp cot and bedding can be provided for ' child

### Stargazer

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

| Sleeps | Bathroom |
| --- | --- |
| Up to ** | Private |

**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 ** children

> Too hard to compare options when hidden behind a carousel.

**BOOK A TENT**

> Add individual Book Now buttons for each tent type for ease of booking.

## Packages

** Night    ** Night    ** Night

---

**IN SUMMARY**
The hero area confuses users and doesn't tell a clear brand story. With some updates, this can help provide information about Under Canvas quicker, leading to increased time on site and conversions.

**ADDITIONAL RESEARCH ARTICLES**
F-Shaped Patterns on the web:
https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content-discovered/

**RESEARCH**
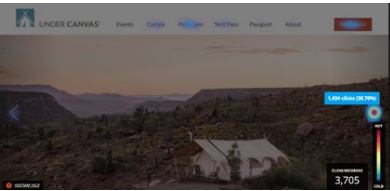Our Hotjar data revealed interesting engagement in our hero area.

Click tracking data showed us that during our testing period, more people clicked on the 'next' arrow for the image carousel than clicked on the main navigation or the navigation 'Book Now' button. Similarly, when we look at cursor tracking (where the eye is looking) we see almost no movement over the hero image. Typically, when we see an image carousel with a lot of clicks on the 'next' arrow we can argue that it is because the imagery is engaging. In this case, with limited movement over the image but heavy movement and clicking on the 'next' arrow we can conclude that our users are looking for guidance as to what to click on. We need to provide the users with a clear and concise brand message and a CTA button that encourages them to explore our product.

Also, during user testing, we asked users, "what confused you about the website?" One user answered that he thought we were selling tents that he could order to his home. An updated hero area with a brand message and button will fix that.

*Click Tracking*    *Cursor Tracking*

**IN SUMMARY**
The navigation is missing:
- My Reservations
- Search
- Tents
- Contact Us

There is an opportunity to look holistically to optimize the navigation to future-proof it so it doesn't require large incremental dev changes.

**ADDITIONAL RESEARCH ARTICLES**
Benefits of Mega Menus
https://www.nngroup.com/articles/mega-menus-work-well/

Navigation Categories
https://www.nngroup.com/articles/ia-questions-navigation-menus/

Utility Navigation
https://www.nngroup.com/articles/utility-navigation/

**RESEARCH**
During user testing, we tested the navigation out in a variety of ways, asking users to jump around the website while observing them interact with the site and the navigation. Here are some findings that guided us to the actionable insight of rebuilding the navigation.

- When asked "if you had the power to change one thing about the website what would it be and why"?
  - One user mentioned they would have liked to see a search bar in the navigation to help them navigate the site.
- Another user mentioned that the most confusing aspect of the site was the overall "organization and flow." He thought that information was hard to find and inconsistent from place to place.
- When we asked users to find a way to make a change to their reservation.
  - Every user failed because you have to get to Windsurfer before you can find the link "My Reservations."
- Navigation lacked hierarchy. We lead with events but camps and packages are our most visited pages (see below).

*Navigation at time of testing.*

- Users had a hard time finding contact information.
- The navigation will need to be restructured to allow inclusion of the new tent page(s).

**IN SUMMARY**
By providing clearer information on tent types, a tool to easily compare different types of tents, and specific Book Now tent type buttons, we will be able to increase conversions.

**RESEARCH**
One of the most difficult tasks for our users to complete was when we asked them to compare tent options at the Moab location.

- Users had difficulty processing and comparing the details of each tent page (Image 1).
  - This was confirmed with our Hotjar data which showed unfocused movement all over the tool.
- It wasn't easy to determine what types of tents were at each location (Image 2).
  - The duplication of imagery for different tent types confused users and made it hard to tell the visual differences between tent types.
- A single book now button underneath 3 different tent options confused users.
- Clicking through to Windsurfer and then having to decide which tent you want again was frustrating for users.
- Users also wanted clearer pricing information on the tent types so they would not be surprised by price once they get to the Windsurfer backend.

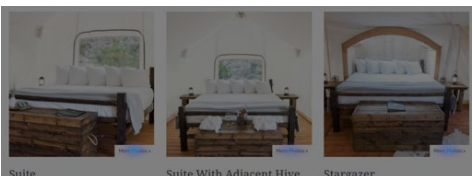*Image 1: Hotjar mapping shows unfocused movement.*    *Image 2: Duplication of tent imagery causes confusion.*
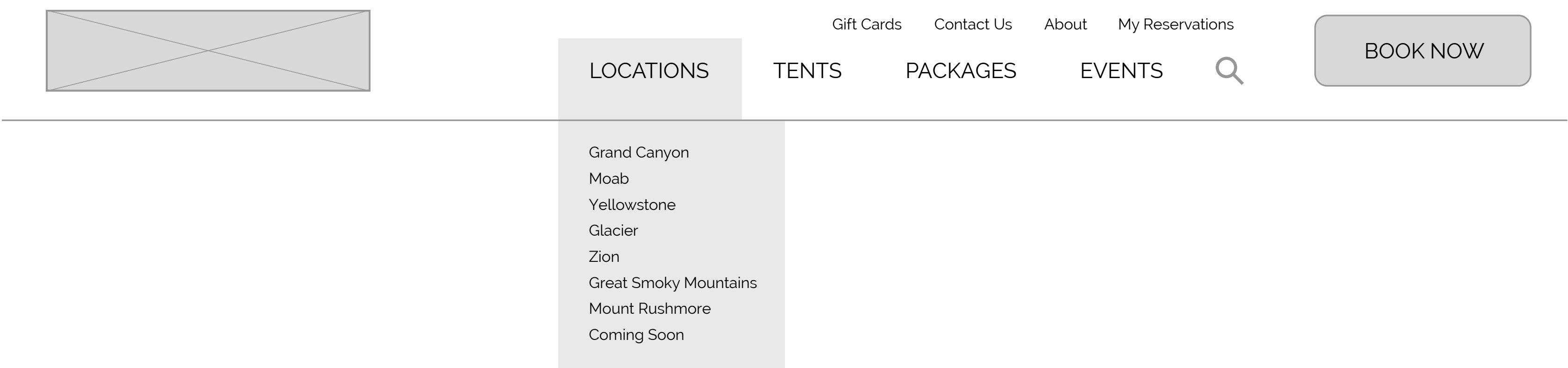
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# E-Commerce Website
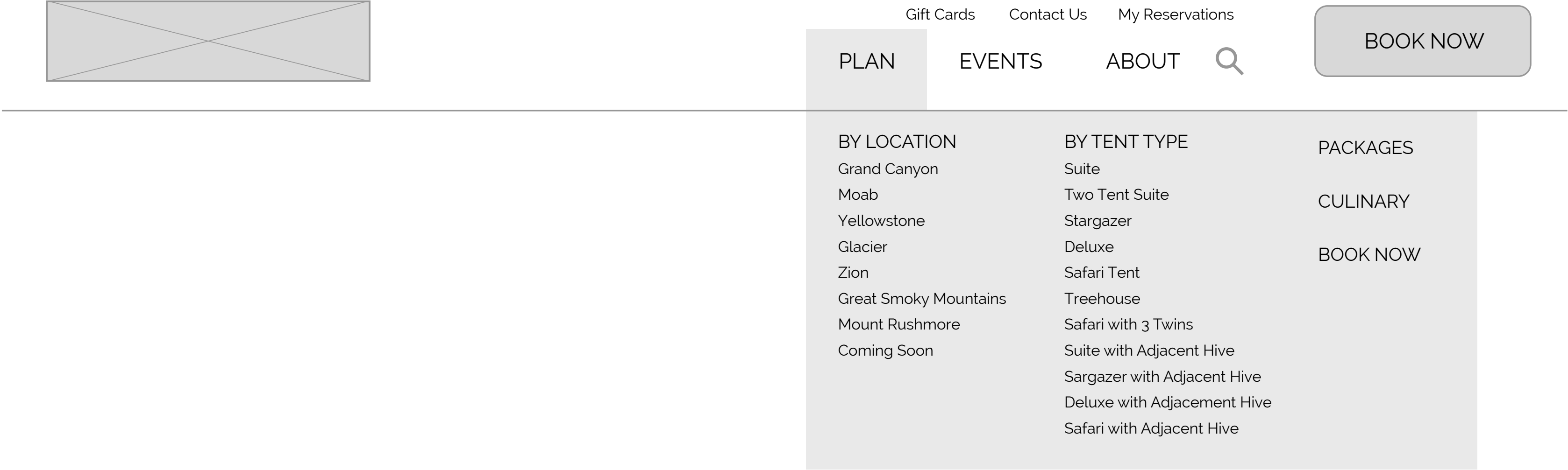
## Under Canvas

### SITE NAVIGATION

We explored a couple of navigation and content structures:

1. List all of the locations on a more clearly "Locations" labeled navigation item.
2. Create a mega menu where we could include tools and flexibility for different trip planning styles.

## Option 1: Dropdown Menus with Location verbiage



Gift Cards    Contact Us    About    My Reservations

BOOK NOW

LOCATIONS    TENTS    PACKAGES    EVENTS    🔍

Grand Canyon
Moab
Yellowstone
Glacier
Zion
Great Smoky Mountains
Mount Rushmore
Coming Soon

## Option 2: Mega Menu with all Planning tools

Gift Cards    Contact Us    My Reservations

BOOK NOW

PLAN    EVENTS    ABOUT    🔍

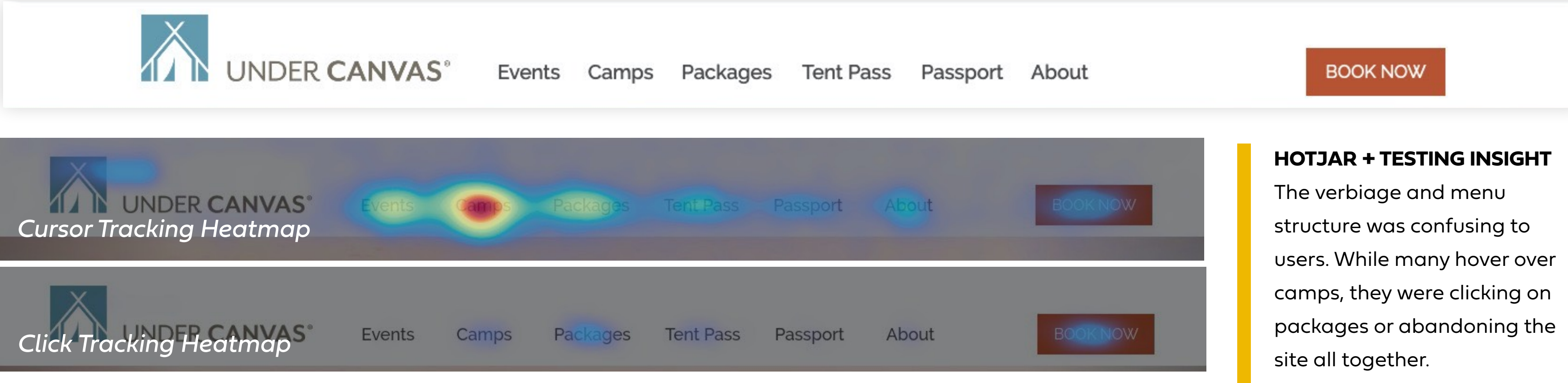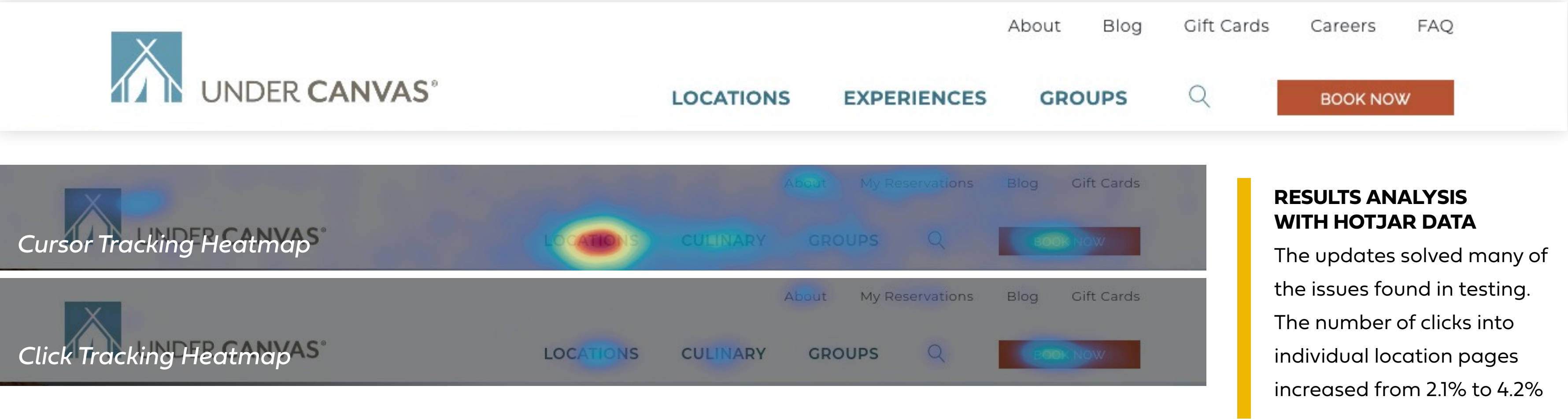| BY LOCATION | BY TENT TYPE | PACKAGES |
|---|---|---|
| Grand Canyon | Suite | |
| Moab | Two Tent Suite | CULINARY |
| Yellowstone | Stargazer | |
| Glacier | Deluxe | BOOK NOW |
| Zion | Safari Tent | |
| Great Smoky Mountains | Treehouse | |
| Mount Rushmore | Safari with 3 Twins | |
| Coming Soon | Suite with Adjacent Hive | |
| | Sargazer with Adjacent Hive | |
| | Deluxe with Adjacement Hive | |
| | Safari with Adjacent Hive | |

# E-Commerce Website

Under Canvas

## SITE NAVIGATION

Through user testing, we learned that the word "Camp" was not clear verbiage. By going with our simple stack navigation and updating that label to locations, we saw an increase in the number of people interacting with that dropdown to explore further in the site.

## Before



*Cursor Tracking Heatmap*

*Click Tracking Heatmap*

**HOTJAR + TESTING INSIGHT**

The verbiage and menu structure was confusing to users. While many hover over camps, they were clicking on packages or abandoning the site all together.

## After



*Cursor Tracking Heatmap*

*Click Tracking Heatmap*

**RESULTS ANALYSIS WITH HOTJAR DATA**

The updates solved many of the issues found in testing. The number of clicks into individual location pages increased from 2.1% to 4.2%
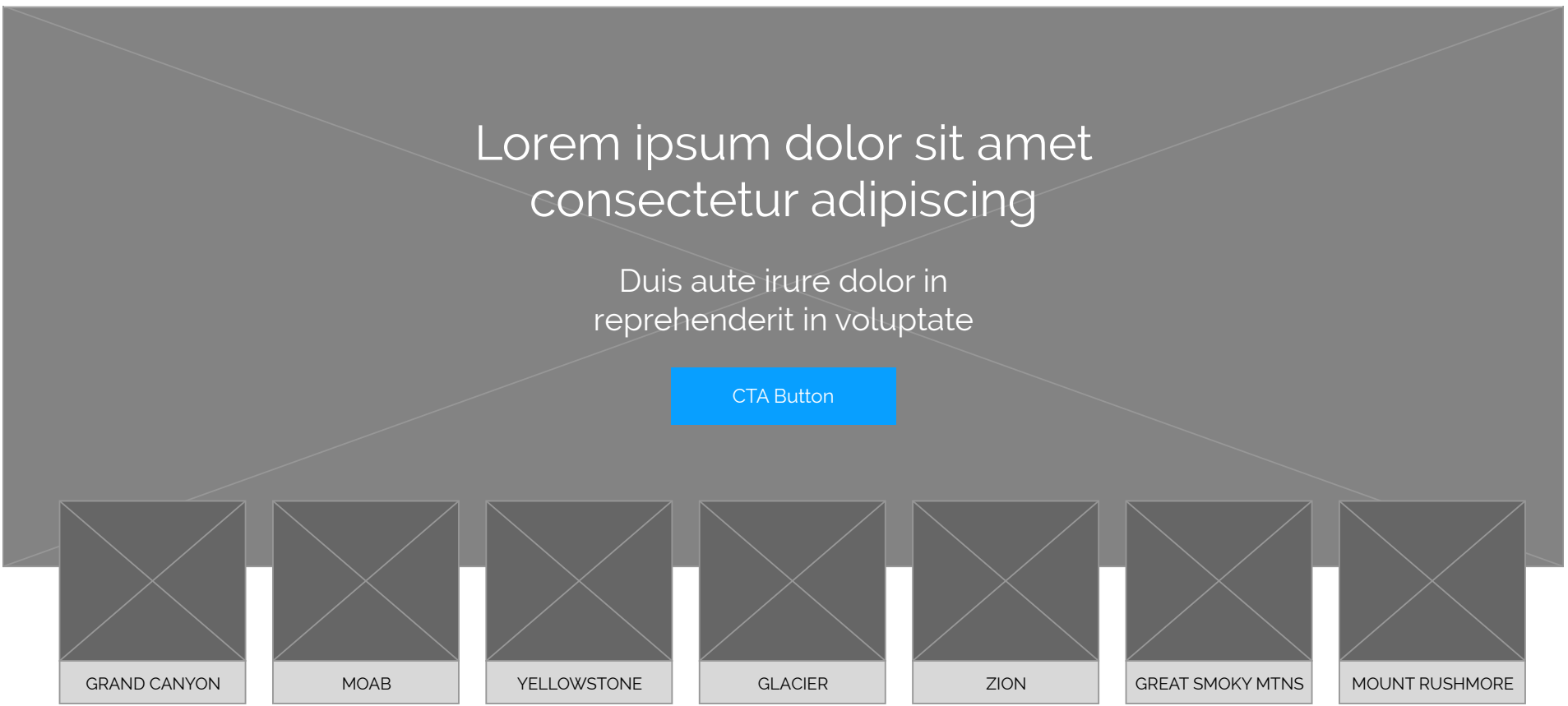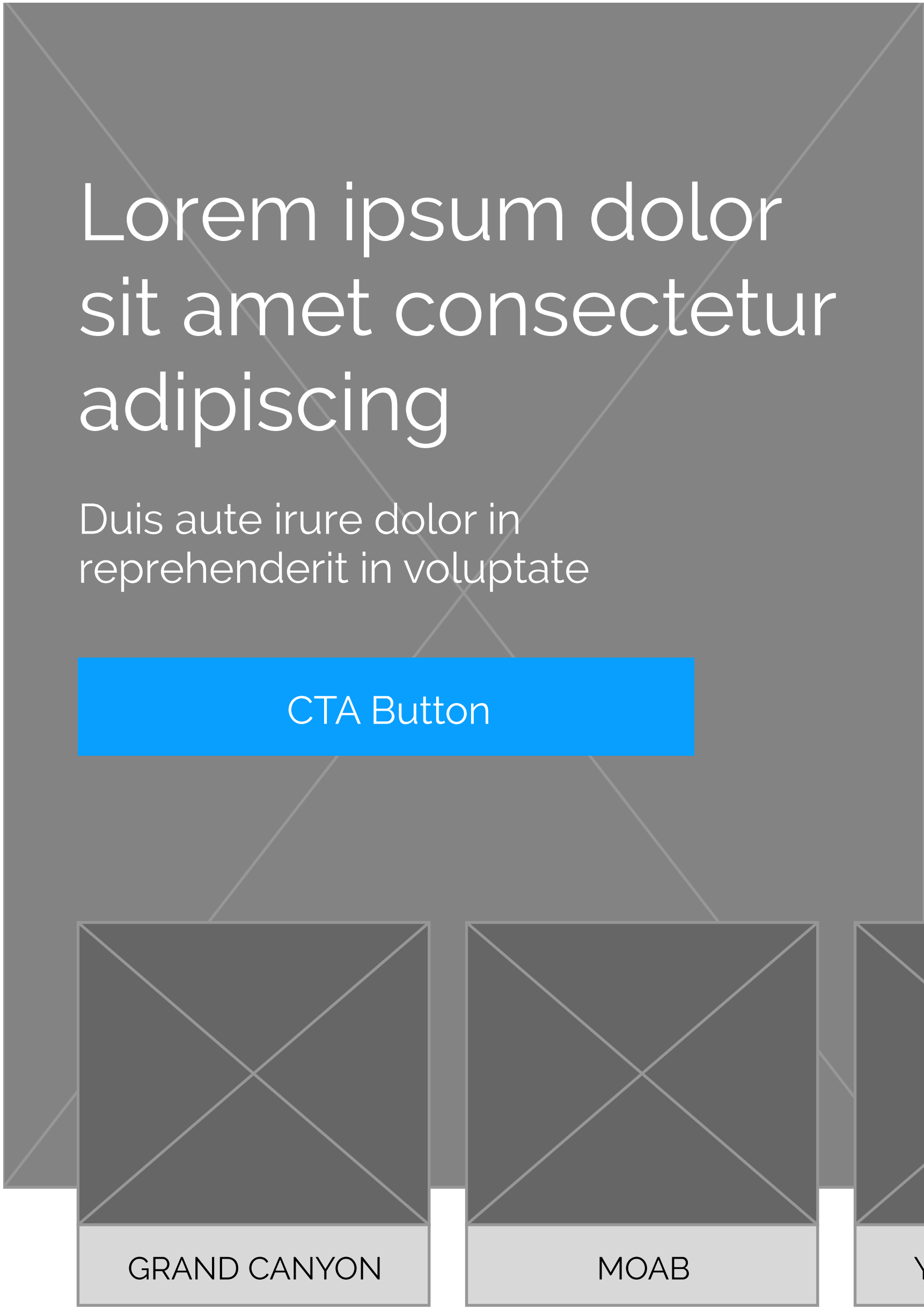
# E-Commerce Website

Under Canvas

## HERO AREA

Through user testing, we determined that on website land, it was not immediately clear to users what type of website or service Under Canvas was offering.

By updated the hero area to remove the slider, and add a headline and button, we drastically increased the number of clicks and interactions.

## Lorem ipsum dolor sit amet consectetur adipiscing

Duis aute irure dolor in reprehenderit in voluptate

CTA Button

GRAND CANYON

MOAB

Lorem ipsum dolor sit amet consectetur adipiscing

Duis aute irure dolor in reprehenderit in voluptate

CTA Button

GRAND CANYON | MOAB | YELLOWSTONE | GLACIER | ZION | GREAT SMOKY MTNS | MOUNT RUSHMORE

**Before**

Explore America's National Parks
with Under Canvas®

*Safari inspired glamping accommodations*

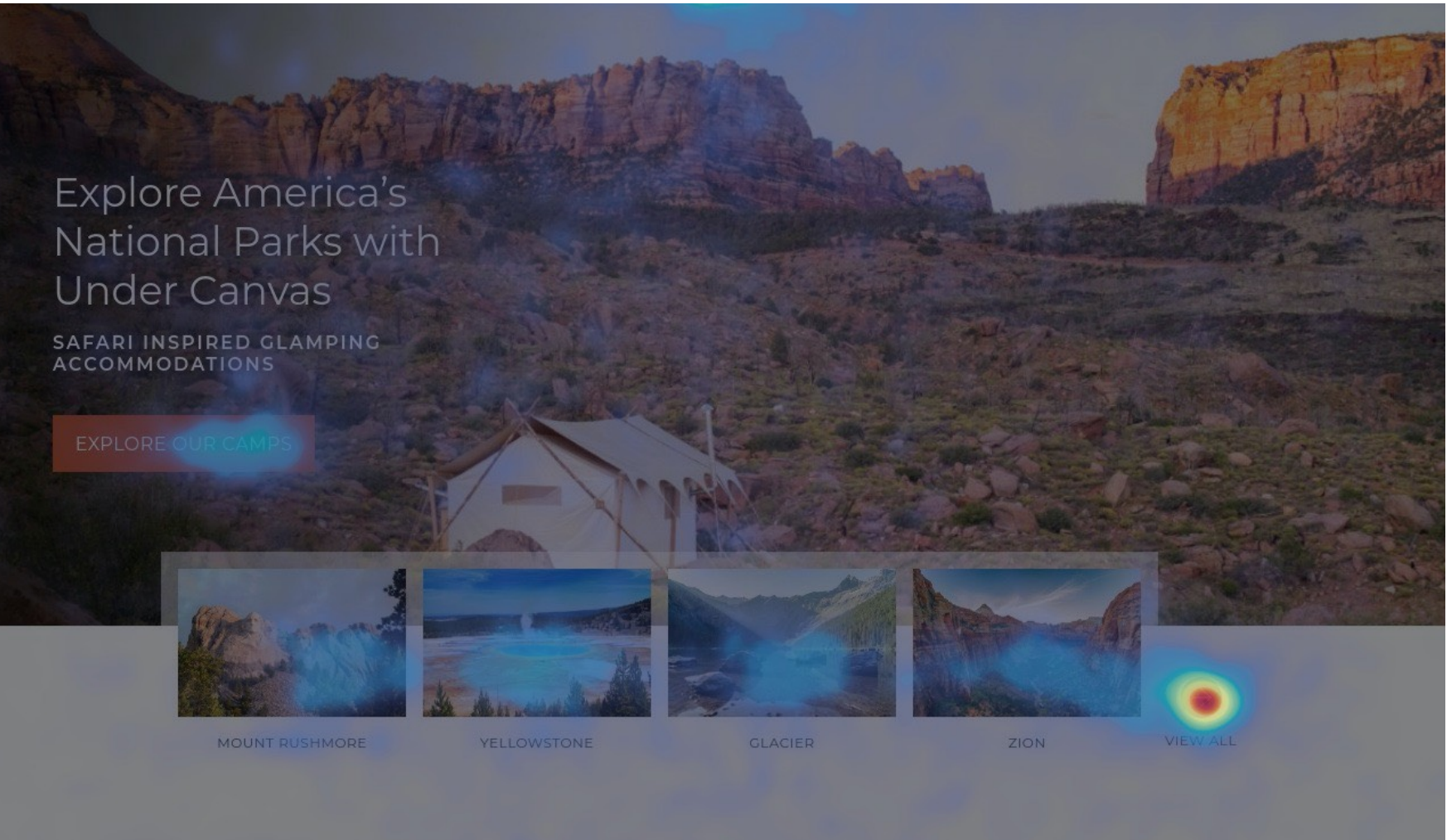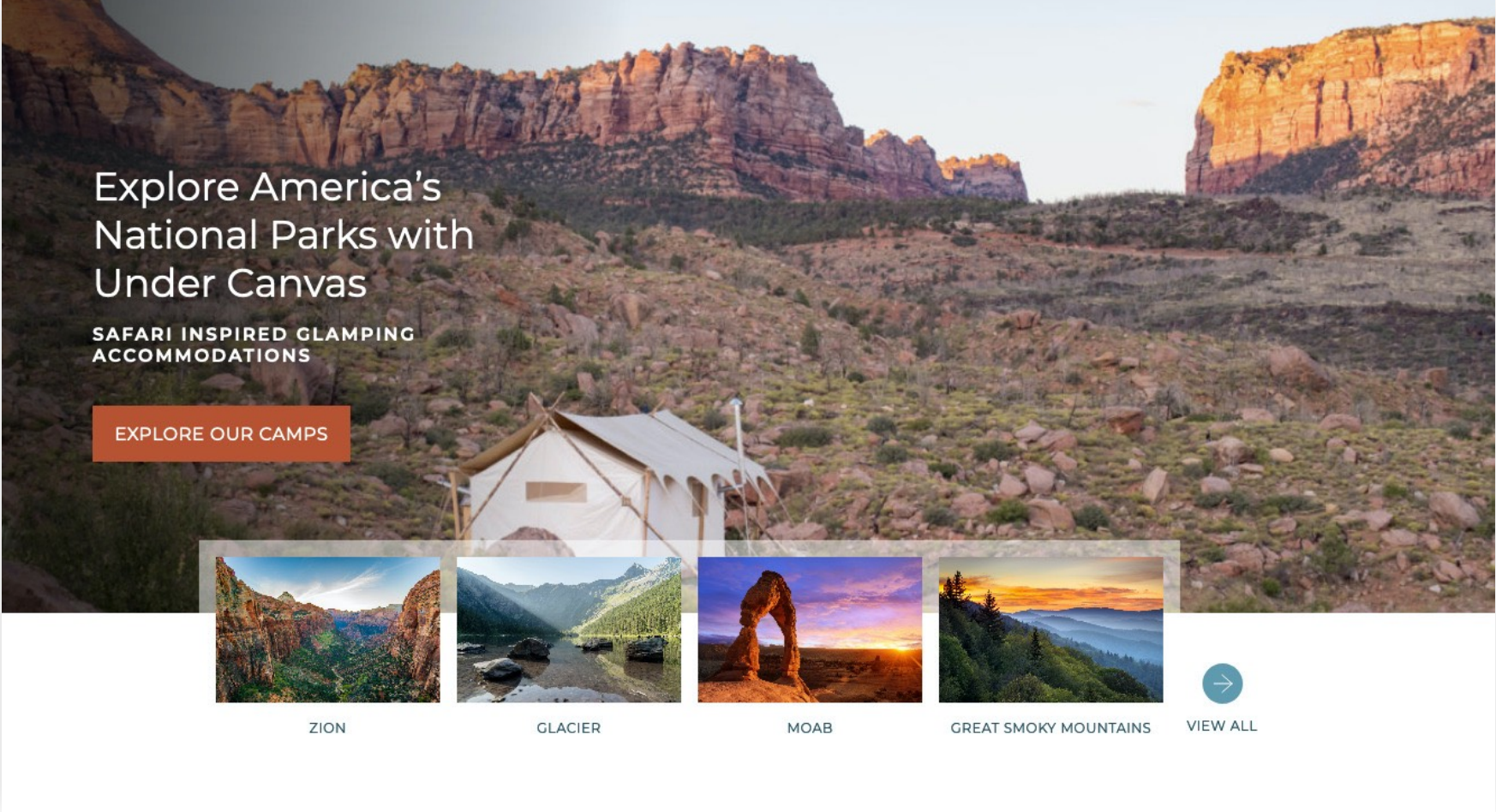# E-Commerce Website

Under Canvas

**HERO AREA**

On the homepage, we built an interactive location explorer. This proved useful in moving users to location-specific pages (where the highest conversions happen). This unit can also be upgraded in the future with personalization software to show the most relevant camp options to users visiting the site.

The interactions and clicks in the hero area are up 32% and time on site increased for both mobile and desktop.

**Before**

**After**

# E-Commerce Website

## Under Canvas

### TENT PAGE

Glamping is a new experience for most people. The current carousel that displayed tent offerings was confusing, did not offer a clear way to convert, and made it hard to compare different options.

The new tent tool shows images and stats for each tent in a more digestible layout. The expanding card style allowed us to add a lot of additional information for those looking to get more details on a particular offering.

This is the newest feature, so we don't have any concrete results of performance, yet.

A Unique Glamping Experience in One-of-a-kind Tents

Explore our selection of tents.

Our camps have top-of-the-line amenities:

## Our Luxury Tent Options

| Tent Name | Sleeps X adults | Bathroom Type | |
|---|---|---|---|

| Tent Name | Sleeps X adults | Bathroom Type | |
|---|---|---|---|

| Tent Name | Sleeps X adults | Bathroom Type | |
|---|---|---|---|

Tent Name — Sleeps X adults — Bathroom Type

Our most luxurious tent option offering all the amenities of our Deluxe tents with the added addition of a lounge area with a queen size sofa-bed. The Suite is ideal for couples or families looking for the ultimate glamping experience.

**Key Features**
- Bedroom wing with king size bed and luxurious linens
- Lounge area with leather queen size sofa-bed
- Private bathroom with shower, sink & flushing toilet
- Private deck with lounge chairs
- Wood burning stove with complimentary firewood

BOOK NOW

| Tent Name | Sleeps X adults | Bathroom Type | |
|---|---|---|---|

Tent Name — Sleeps — Bathroom

UNDER CANVAS®

LOCATIONS    CULINARY    GROUPS    🔍    BOOK NOW

Under Canvas Tents

EXPLORE OUR SELECTION OF TENTS

We offer tent types to accommodate for any group size ranging from couples to large families. All of our locations offer the standard luxury canvas tents listed below including the Suite, Deluxe, Stargazer, and Safari. You also have the option to include a Kids Tent to any of our standard tent types which accommodates up to 2 children. Select locations also feature specialty tent types like two tent suites and treehouses. Explore the standard tent types offered at all locations below.

### Camp Amenities

| | | | |
|---|---|---|---|
| Daily Housekeeping | Fire Pit and Smores | Organic Bath Products | On-site Dining (Select locations) |
| Adventures Concierge | Complimentary Camp Activities | USB Battery Packs | Pet-Friendly |

### Our Tent Options

**Suite**

SLEEPS — Up to 4 People
BATHROOM — Private
GREAT FOR — Families

**Stargazer**

SLEEPS — Up to 2 People
BATHROOM — Private

**Deluxe**

SLEEPS — Up to 2 People
BATHROOM — Private

# E-Commerce Website

Under Canvas

**LESSONS**

Through working on Under Canvas, I learned that even projects with little budget can have real research and insights that drive changes. We were able to put together a wonderful proposal on high-impact areas that we could improve the user experience. The insights were correct and making those improvements led to very successful results and conversions on their website this year.