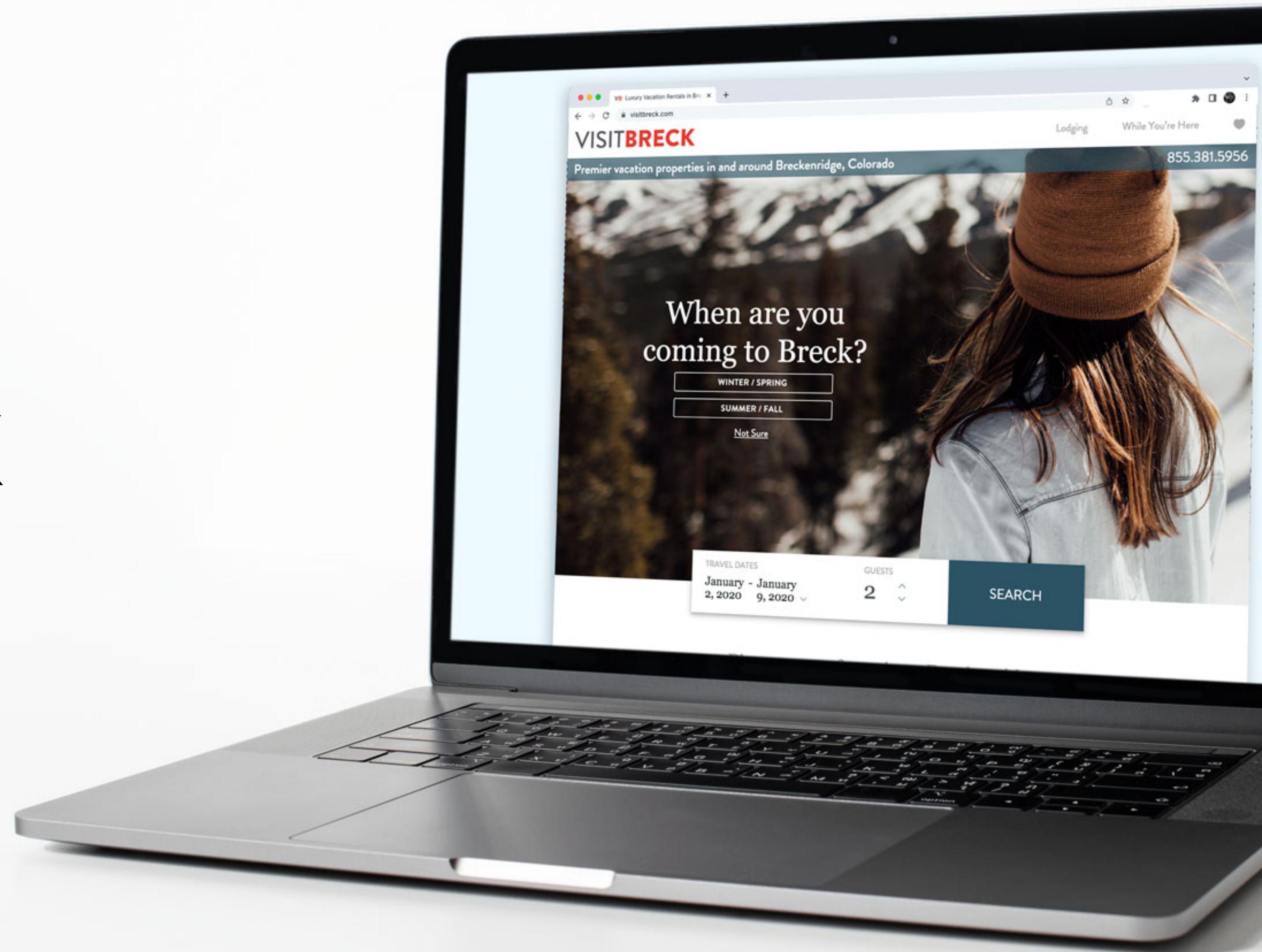


# CASE STUDY: VisitBreck website



ERIN YORK

erin@erinyork.com

# OVERVIEW

**Objective: Increase conversions through an online lodging booking engine website.**

## MY ROLE

Project initiation, project management, UX research and design to developer handoff, QA and refinement.

## DURATION

4 months from initial concept pitch to full production launch.

## TOOLS USED

Sketch  
Google Analytics  
Photoshop  
Illustrator

Re-designing the website to create a more engaging, unique and effective user experience

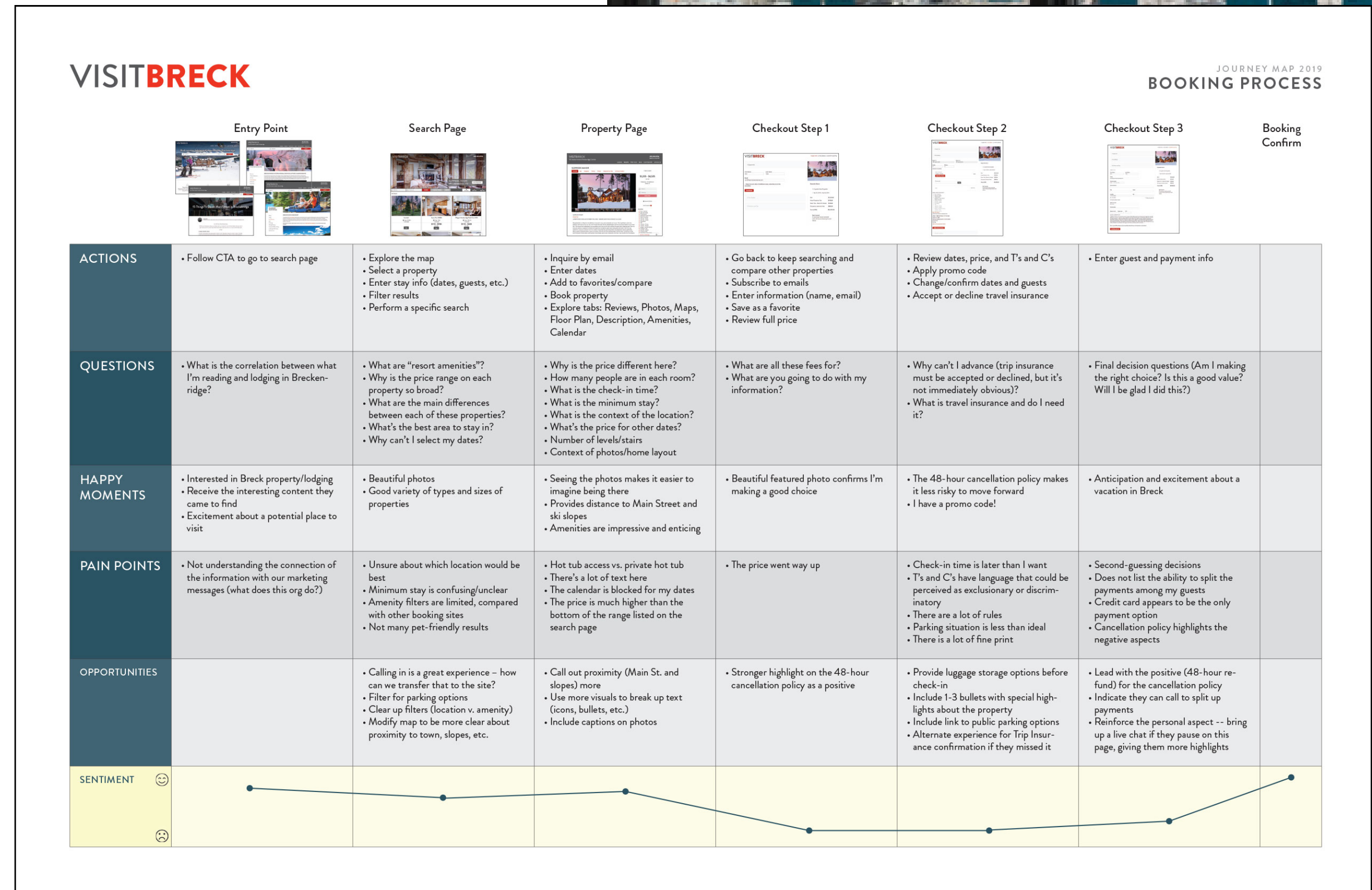
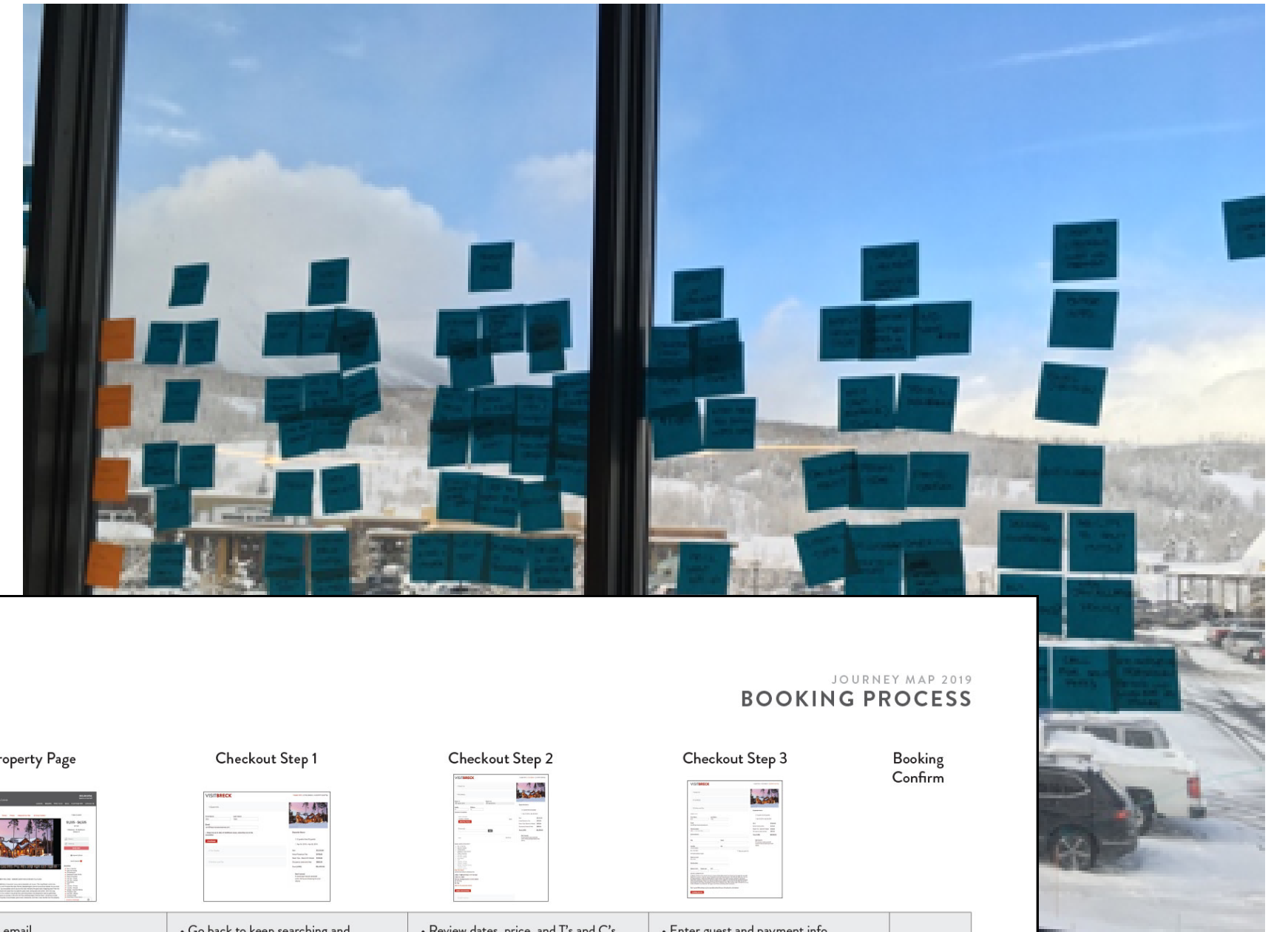
# DISCOVERY

## DATA

The historic site content and SEO efforts meant that a lot of traffic was hitting the site, but only a small number (.22% of all visitors) actually converted into bookings. As a goal, we sought to increase these conversion numbers by 15%.

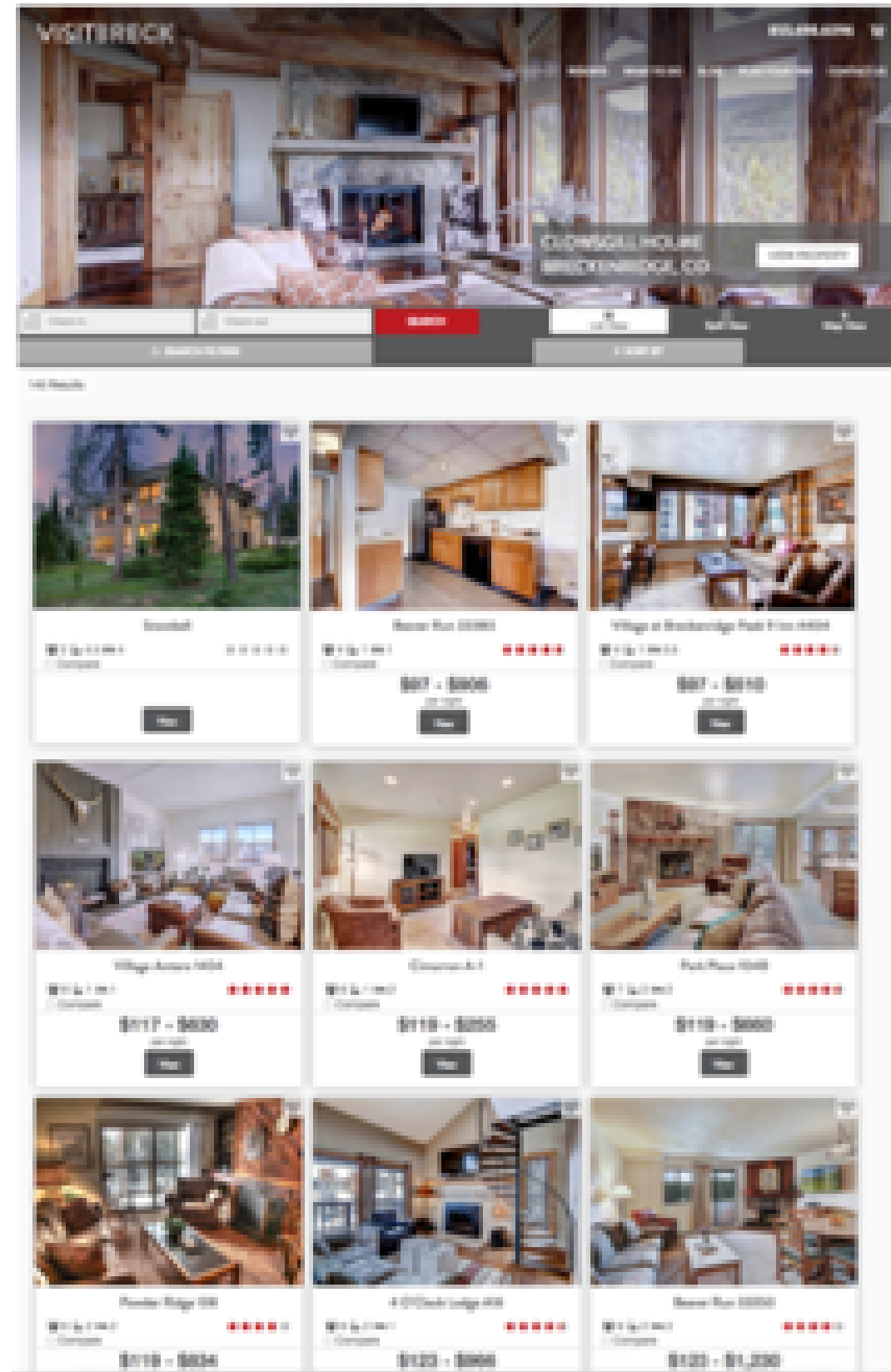
## RESEARCH

I led the team in the UX Research process, including user interviews and surveys, card sorting exercises, and an in-depth customer journey audit to identify pain points, moments of delight, and areas of opportunity.



# IDENTIFYING OPPORTUNITIES

Before : Designed circa 2016



## KEY OBSERVATIONS

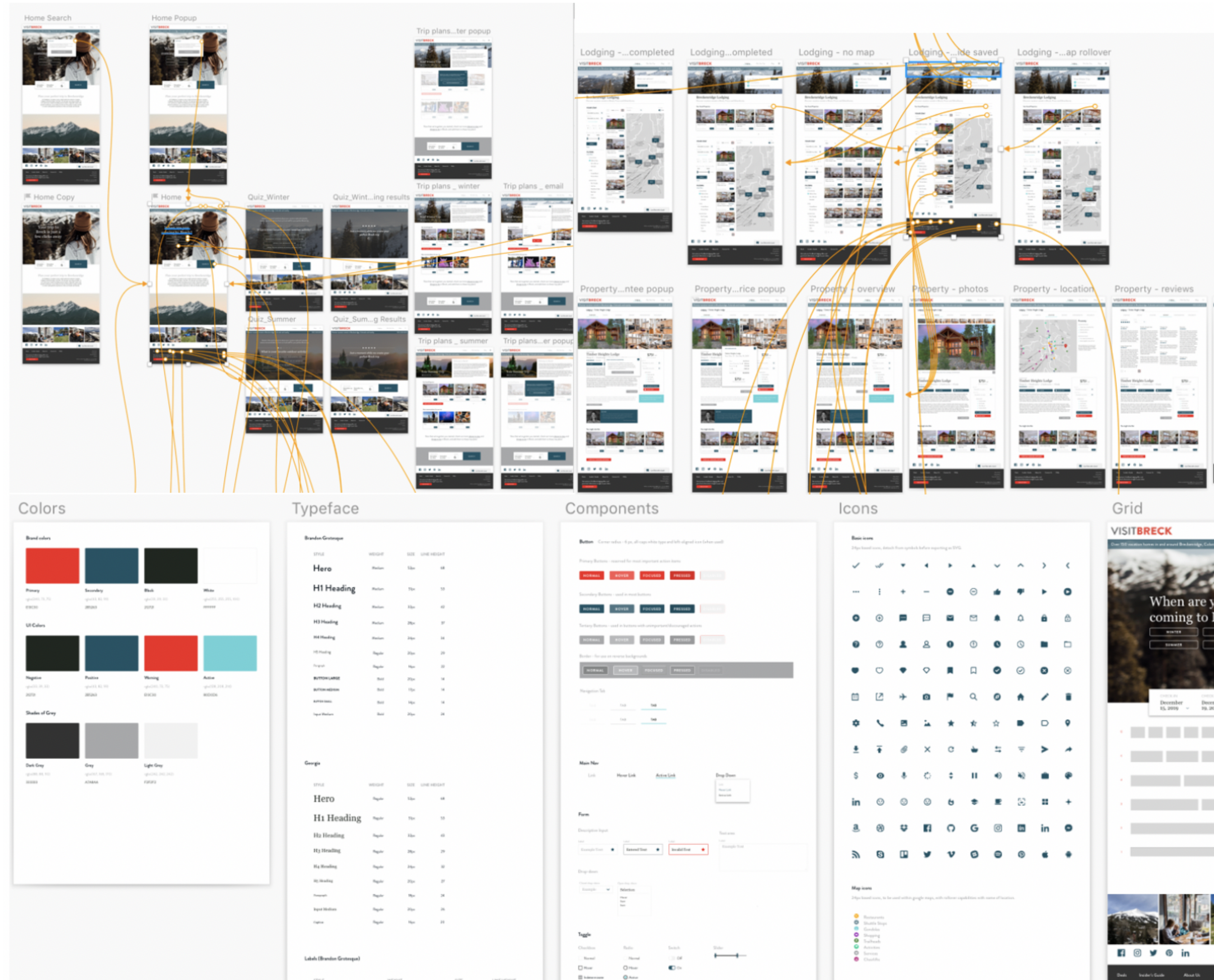
More bookings were coming in through the call center, with customers specifically mentioning that they preferred crafting a customized experience with a rep. How could we give them that online?

Users were frequently dropping off midway through a 3-step checkout process, indicating that there were opportunities to keep engaged users from abandoning their carts.

Individual home listings were confusing and the interface made it difficult for users to find the information that was most important to them, amidst an overwhelming amount of text.

The wealth of local community content and its prominence on the site was helpful to visitors, but also blurred the lines of VisitBreck's true purpose and detracted from the ultimate goal of booking lodging.

# DESIGN PROCESS



I started by establishing a basic **design system** to incorporate new branding element (as a result of a branding refresh that I was leading in tandem with this website redesign), which continued to evolve as I built out the interface and identified UI elements needed.

Then, working with stakeholders to craft solutions to the challenges presented, I iterated on a working **prototype** to create a thoughtful user experience and designs to represent all existing page types.

After I had internal approval, I conducted in-person **user testing** on the prototype with a small group of focus group participants that represented a diverse segment of our target users to identify any additional opportunities before heading into development.

Once the working site was ready and we had completed a thorough internal QA, we did a soft-launch to 10% of our users for 2 weeks. This allowed us to identify any remaining bugs and ensure that the booking technology was working correctly, before we unveiled the site to all users through an **integrated digital marketing campaign**.

# OUTCOME

Home

VISITBRECK Premier vacation properties in and around Breckenridge, Colorado 855.381.5956

When are you coming to Breck?  
WINTER / SPRING  
SUMMER / FALL  
Not Sure

TRAVEL DATES: January - January 2, 2020 - 9, 2020  
GUESTS: 2  
SEARCH

Plan your perfect trip to Breckenridge  
At VisitBreck, we make it easy to find and book exclusive vacation lodging in and around Breckenridge, Colorado. We manage a portfolio of over 160 luxury rentals including private homes, slope-side condos and quaint townhomes. Let us help you discover the perfect vacation rental to create unforgettable experiences with your family and friends.

Now that we've gotten you started, check out our more [places to stay](#) and [things to do](#) in Breck, and add them to these trip plans!

TRAVEL DATES: January - January 2, 2020 - 9, 2020  
GUESTS: 2  
SEARCH

Deals Insider's Guide About Us Contact Us FAQs  
Get exclusive VisitBreck lodging offers and great local information straight to your inbox.

Recommendations

VISITBRECK Premier vacation rentals in Breckenridge, Colorado and nearby 877.510.3824

Welcome to Breck!  
We know you'll love it here and have recommendations for an unforgettable trip. The snowy mountains are an excellent time to visit Breckenridge, for skiing, snow-capped views, and more. Breck is a great place for the whole family with the added bonus of a private home theater and state-of-the-art, gourmet kitchen. With a private hot tub in a picturesque home, VisitBreck is a cozy getaway after a day in the snow. If you're still looking for a great reason to visit, plan a trip around the Breckenridge International Snow Sculpture Competition. Our ski lift artists around the world. With all of the activities available, we will have that our vacation is complete without your group made enjoyed with your travel companions. When things get busy, don't miss Breckenridge Brewery, which serves unique local specialties alongside world-class craft beer options. Based on your results, we recommend these nearby ski accommodations with plenty of space for your group to spread out and vacation.

Your Saved Properties:  
Townhome Highwoods at Snow Hill, Slope View Chalet, Buffalo Mountain Vista, Marble Mountain Retreat

VIEW MORE LODGING OPTIONS

More recommendations for your trip:  
Sleigh Rides, Special Offers, Our Top 5 Winter Events in Breckenridge

Now that we've gotten you started, check out our more [places to stay](#) and [things to do](#) in Breck, and add them to these trip plans!

TRAVEL DATES: January - January 2, 2020 - 9, 2020  
GUESTS: 2  
SEARCH

Deals Insider's Guide About Us Contact Us FAQs  
Get exclusive VisitBreck lodging offers and great local information straight to your inbox.

Content

VISITBRECK Premier vacation rentals in Breckenridge, Colorado and nearby 855.528.6833

Your Summer Trip  
Save Properties, Save Activities, Events & Travel Tips

Plan Your Breck Trip  
Find things to do in and around Breckenridge and read important travel tips.

FILTERS: SHOW ALL, All Season, Winter, Summer, Activities, Events, Restaurants, Spas, Art & Culture, Services, Transportation, About Breck, Travel Tips

Summer Activities: Hiking, Bike Festivals, Breckenridge Craft Spirits Festival, Breck's Epic Discovery Park, July 4th Celebrations, Hot Air Balloon Rides

Your Saved Properties: Village Antero 404, Timber Heights Lodge, Mountain Thunder Lodge #202, Beaver Run Black Diamond Penthouse

VIEW ALL LODGING OPTIONS

TRAVEL DATES: December 15, 2019 - December 19, 2019  
GUESTS: 6  
SEARCH

Property - overview

VISITBRECK Premier vacation rentals in Breckenridge, Colorado and nearby 855.528.6833

Lodging / Timber Heights Lodge

OVERVIEW PHOTOS LOCATION REVIEWS CONFIGURATION AVAILABILITY

Timber Heights Lodge  
Sleeps 6 • 3 bedrooms • 2 bathrooms • 4 beds  
\$751/night  
14 REVIEWS

Check In: December 15, 2019  
Check Out: December 19, 2019

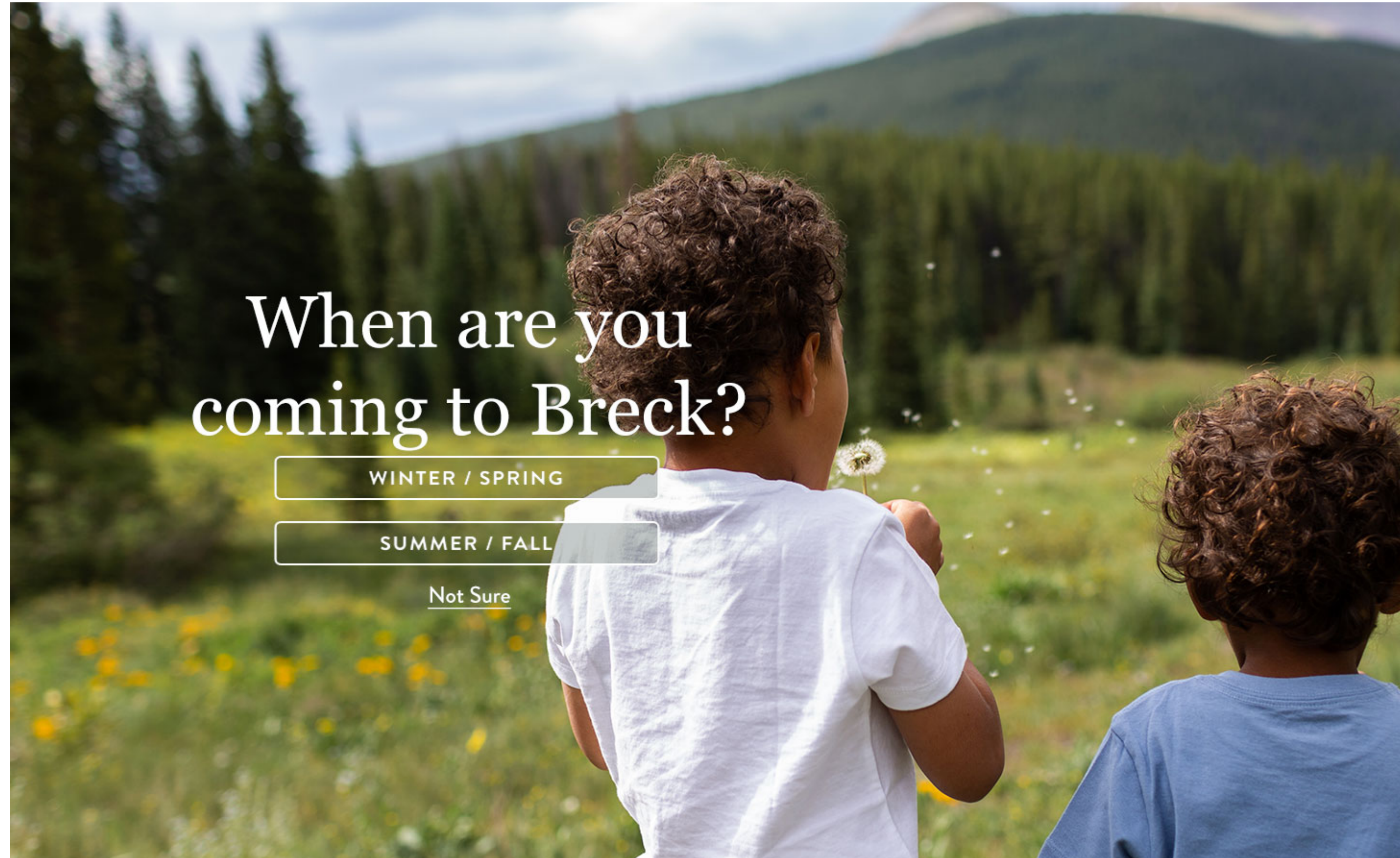
HIGHLIGHTS: Private Hot Tub, Pet-Friendly, Ski-in/Ski-out, Gourmet kitchen

OUR TAKE: "Mauris varius tellus dui, ut hendrerit lorem congue et. Suspendisse potenti. Etiam consectetur iaculis sem quis congue. Mauris eu mauris vitae dolor varius viverra. Nunc et ex molestie tellus porttitor tincidunt. Pellentesque commodo fringilla scelerisque. Nullam eget nisi dolor. Quisque imperdiet libero ligula, nec interdum elit lectus nec, Fusce sed rutrum enim. Nulla ex urna sed magna egetis laoreet. Mauris sed sem ullamcorper, feugiat dolor vulputate, ultricies massa. In suscipit mi vitae porttitor tincidunt. Aliquam semper auctor molestie. Maecenas eget dictum nunc, quis condimentum tellus."

You might also like: Village Antero 404, Timber Heights Lodge, Mountain Thunder Lodge #202, Beaver Run Black Diamond Penthouse

VIEW ALL LODGING OPTIONS

# OUTCOME

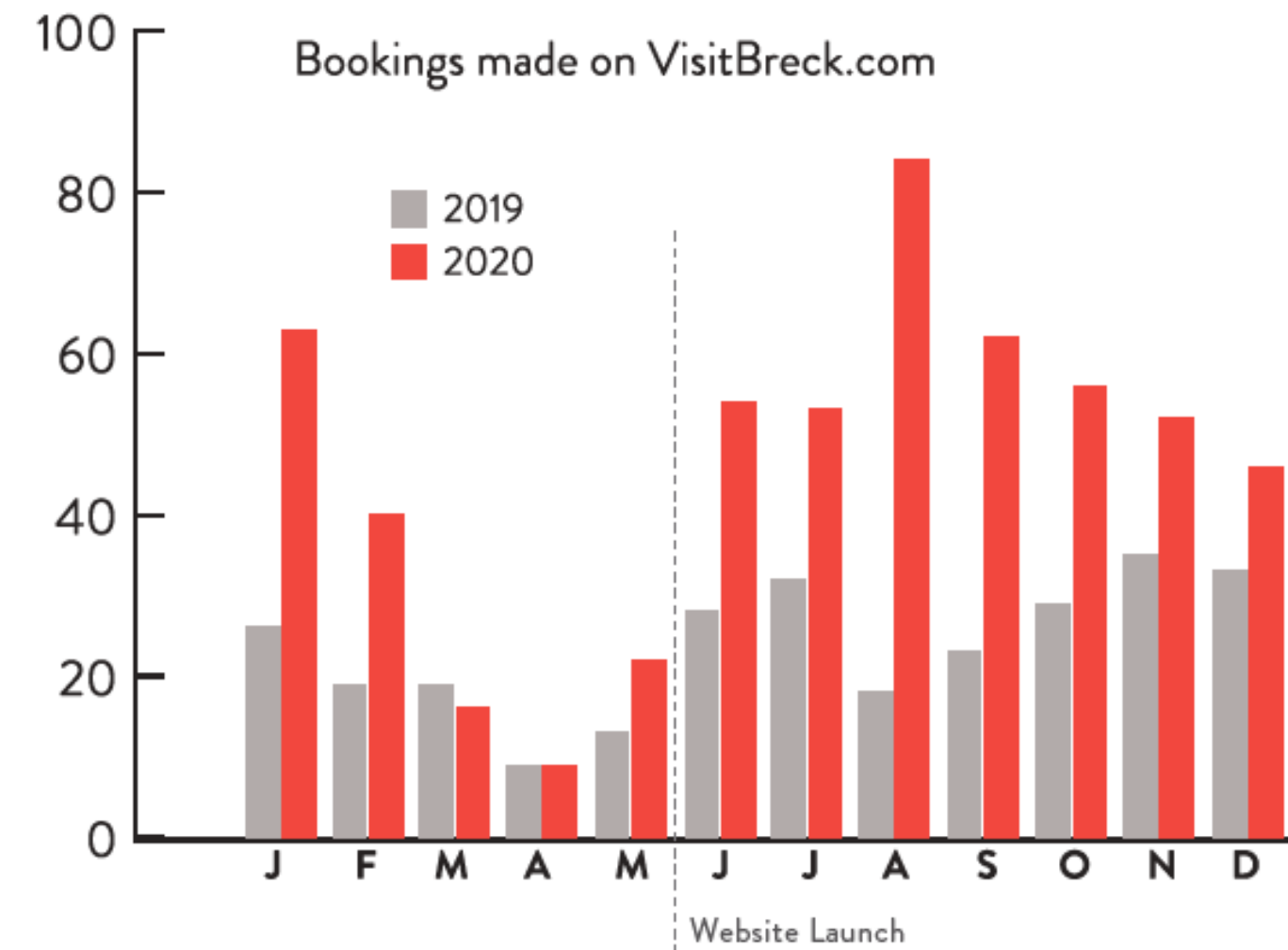


The new site design allowed us to showcase updated branding as well as seasonal photography that spoke to our average booking windows. Other notable improvements included:

- Leading with a virtual trip-planner that allowed users to complete a short quiz that generated recommendations for both lodging and itinerary, which they could then save and modify
- Showcasing the most sought-after information and photos on individual property pages and creating a deliberate hierarchy for all other info
- Providing transparent pricing and cancellation information before checkout
- Adding team photos and quotes to property pages for a personal touch
- Simplifying the checkout process and reinforcing value throughout

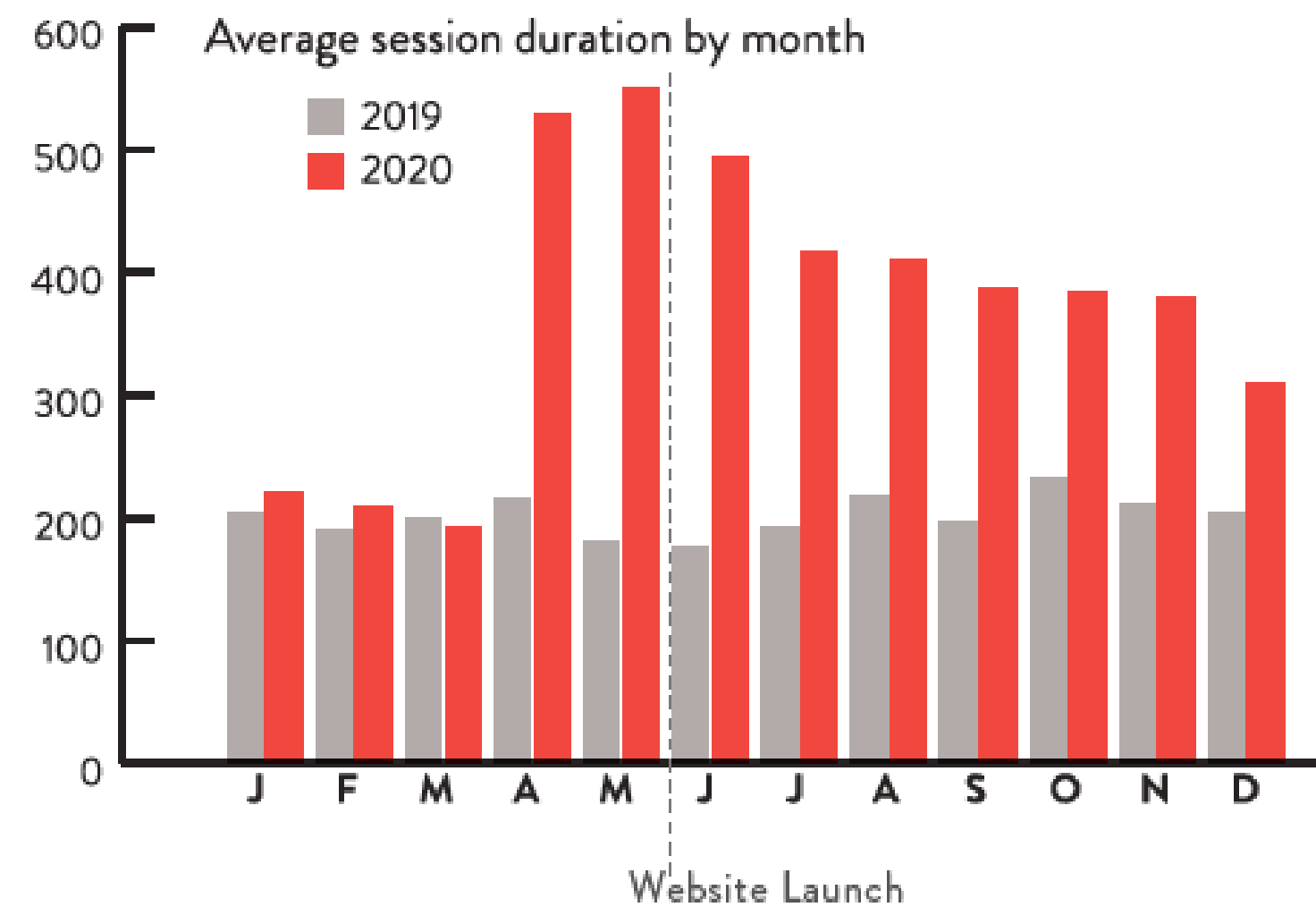
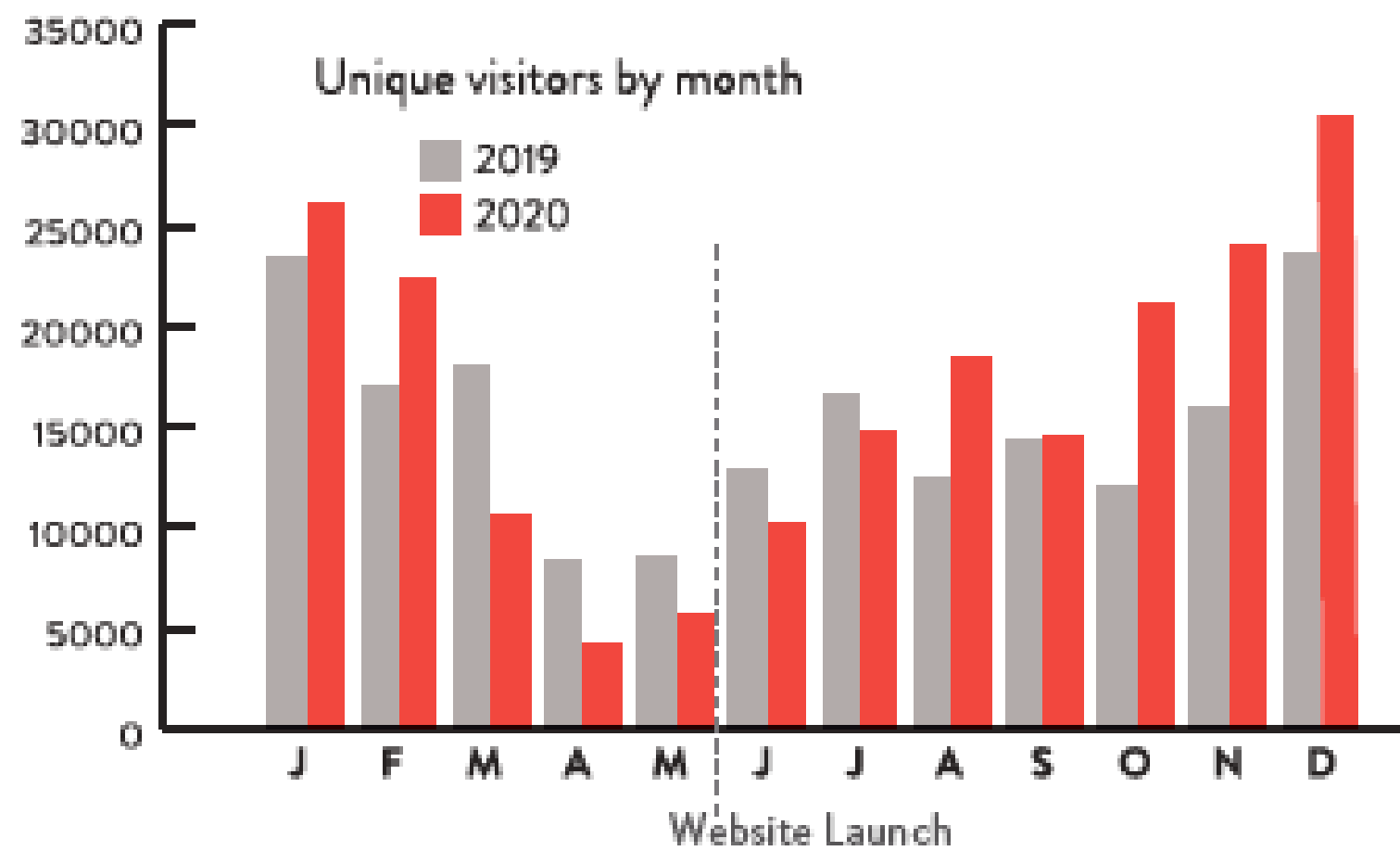
# EVALUATION

	New Website (6/1 - 12/31)	Old Website (STLY)	%Change
Visitors	133,894	108,884	23%
Conversions	441	235	88%
Conversion Rate	0.33%	0.22%	53%
Shopping Carts	4,632	4,676	-1%
Cart Abandonment Rate	90%	95%	-5%
Cart Conversion Rate	10%	5%	89%



## NOTABLE METRICS

In the months following the launch (June - Dec), YOY online bookings ended at more than double (**+105.6%**). The first month after the launch happened to coincide with a big jump in overall revenue, as travel restrictions were lifted, but the percent of those booking online was higher proportionally than the overall increase, indicating success for the new website design and reach, taking a significant burden off our call center reps.



The new website nearly doubled (**+89%**) the shopping cart conversion rate and increased the overall website conversion rate by **53%**. While we were expecting a drop in organic traffic due to the common effects of a redesign on search ranking, we remained focused on maintaining strong SEO and actually saw an overall traffic increase of **23%**.

Ultimately, online bookings accounted for an annual increase of 1,242 nights and \$552,967.86 in revenue, YOY.