

# TCC - UX/UI/Brand Tasks

Over 100 years The Caravan Club have developed a strong cross brand offering, providing expert guidance, breakdown support, and a host of travel and insurance to over 375,000 member households across the UK, and Europe.

VIEW HOLIDAYS

## **OBJECTIVE**

### **Task 1 - Ecommerce Refresh**

- Map out the ecommerce offering, built over the past eight years by successive development teams. I subsequently split the overarching structure into product centric user flows and screen capture packs to ensure that each developer could see the extent of each journey easily.
- Identify issues within the offering and technologies used presently, document workable solutions in a format which worked for both project managers and development teams.
- Investigate third party sites to be refreshed, investigate existing code base, and compile new stylesheets to implement refresh on third party sites.

### **Task 2 - Extension of Brand Guidelines**

- Review the groups brand guidelines were fit for purpose within the ecommerce portfolio. Identify shortcomings and provide alternate concepts / components to be integrated into the refresh of the ecommerce area
- Design and deliver a new family of icons for use on and offline. Replacing the rasterised images in place with svg sprite / new icon centric typeface
- Redesign and define live chat component
- Redesign technical documents to replace old microsoft documents with refreshed look and feel delivered as Indesign Templates

### **Task 3 - Extend Primary Product Pages**

- Review key product pages with stake holders - with a view to refining overall layout and placement, rationalisation and injection of real world data (pricing, availability etc).

### **Task 4 - Rework Problem Product Journeys**

- Investigate UX issues within prime travel journeys
- Compile body of research of direct / indirect competitors over the last 5 years, document findings
- Deliver series of refinements to improve the journeys as part of an iterative process of improvements post website launch.

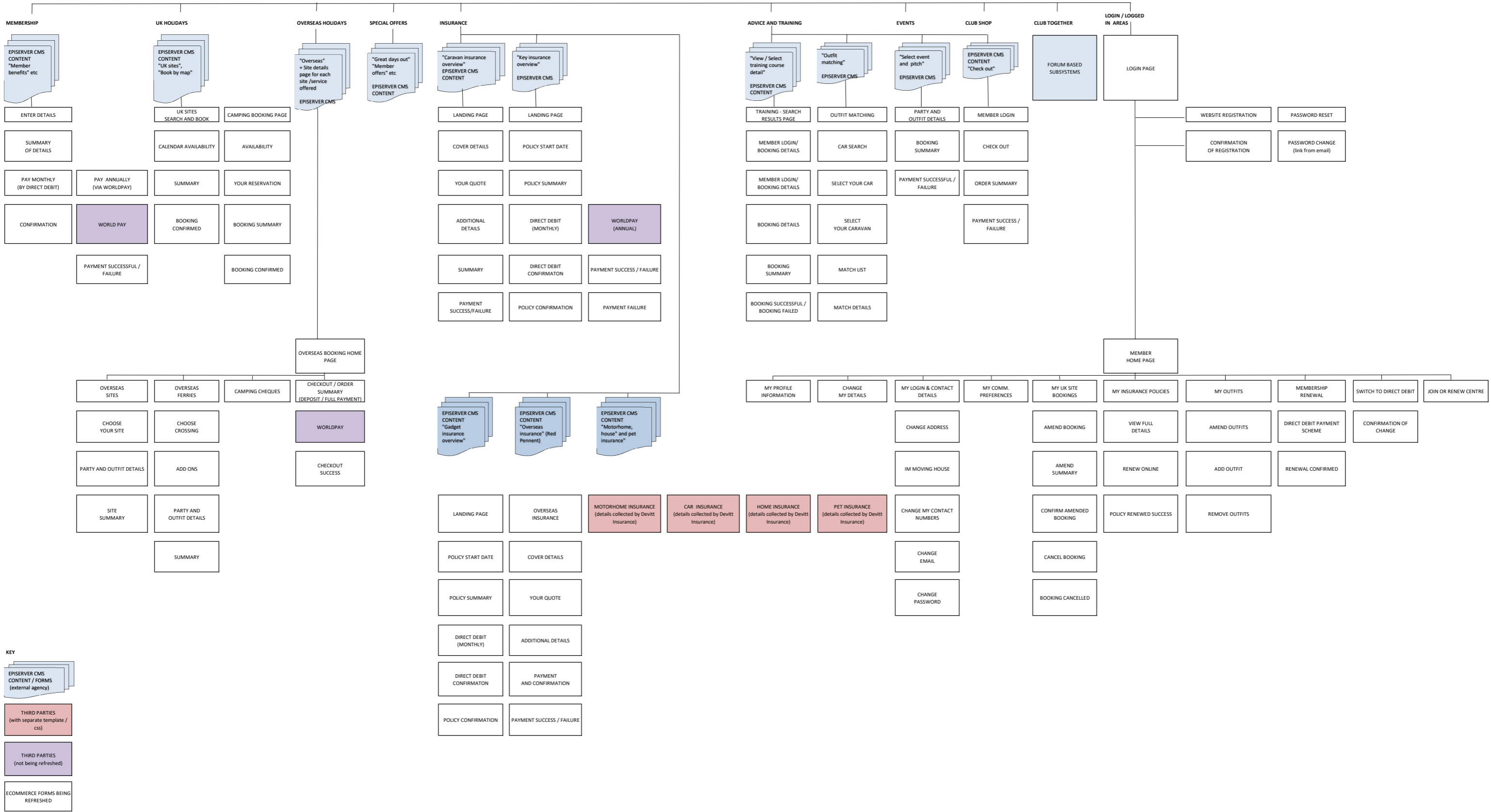
# TCC - Ecommerce Refresh

We didnt have a true record of the extent of the ecommerce offering, one of the first tasks was to review each and every route, creating sets of screengrabs to aid the coding phase of refresh.

Downloadable at: [work.everythinghereismine.co.uk/OVERVIEW-OF-APPS-PAGES-JULY-2015-2016.xlsx](http://work.everythinghereismine.co.uk/OVERVIEW-OF-APPS-PAGES-JULY-2015-2016.xlsx)

VIEW HOLIDAYS

**CARAVAN CLUB// ECOMMERCE OFFERING**



EPISERVER CMS CONTENT "Gadget insurance" (Red Pennant)

EPISERVER CMS CONTENT "Overseas insurance" (Red Pennant)

EPISERVER CMS CONTENT "Motorhome, house" and pet insurance"

LANDING PAGE

POLICY START DATE

POLICY SUMMARY

DIRECT DEBIT (MONTHLY)

DIRECT DEBIT CONFIRMATION

POLICY CONFIRMATION

OVERSEAS INSURANCE

COVER DETAILS

YOUR QUOTE

ADDITIONAL DETAILS

PAYMENT AND CONFIRMATION

PAYMENT SUCCESS / FAILURE

MOTORHOME INSURANCE (details collected by Devitt Insurance)

CAR INSURANCE (details collected by Devitt Insurance)

HOME INSURANCE (details collected by Devitt Insurance)

PET INSURANCE (details collected by Devitt Insurance)

MY PROFILE INFORMATION

CHANGE MY DETAILS

MY LOGIN & CONTACT DETAILS

MY COMM. PREFERENCES

MY UK SITE BOOKINGS

MY INSURANCE POLICIES

MY OUTFITS

MEMBERSHIP RENEWAL

SWITCH TO DIRECT DEBIT

JOIN OR RENEW CENTRE

CHANGE ADDRESS

IM MOVING HOUSE

CHANGE MY CONTACT NUMBERS

CHANGE EMAIL

CHANGE PASSWORD

AMEND BOOKING

AMEND SUMMARY

CONFIRM AMENDED BOOKING

CANCEL BOOKING

BOOKING CANCELLED

VIEW FULL DETAILS

RENEW ONLINE

POLICY RENEWED SUCCESS

AMEND OUTFITS

ADD OUTFIT

REMOVE OUTFITS

DIRECT DEBIT PAYMENT SCHEME

RENEWAL CONFIRMED

CONFIRMATION OF CHANGE

breakdown cover

membership area

# TCC - Extension of Brand Guidelines

Whilst reviewing the brand guidelines compiled by the external agency employed by the club it became apparent the comprehensive set of components and branding definitions weren't themselves sufficient to present the ecommerce offering effectively.

travel worldwide tours

Join



VIEW HOLIDAYS



# Task 2 - Extension of Brand Guidelines - Overview of Assets

## Review of guidelines supplied

### Single button

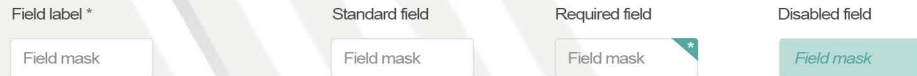


### Replaced by three distinct variants

## Responsive progress device with (past,present, future state)



### Single field style



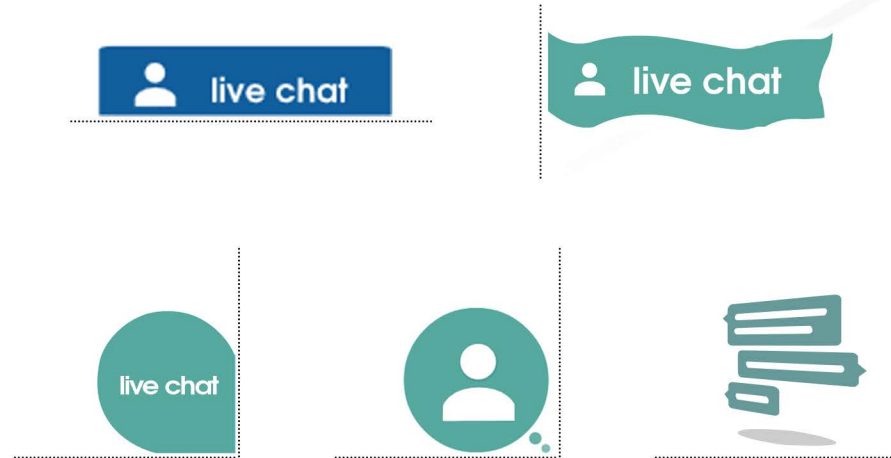
### Tooltip element required



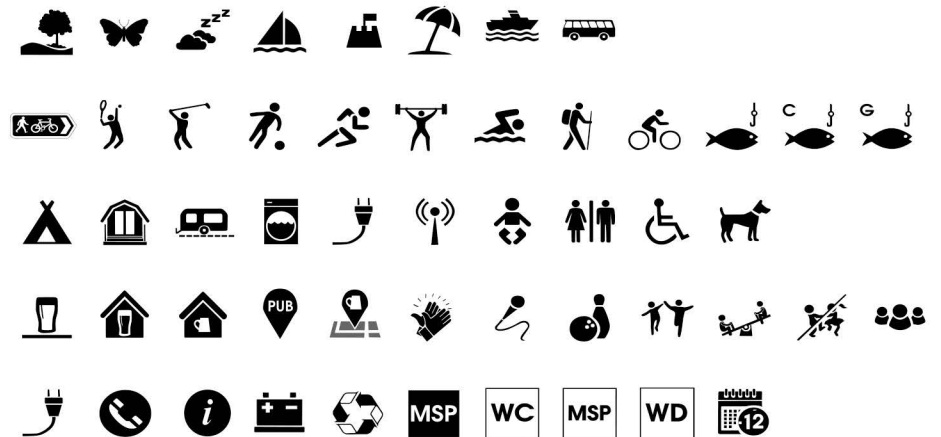
## Field groups - required to help demark forms where lots of data is being collected



## Live chat mechanism (Stills of HTML5 animations)



## Suite of icons for on and offline collateral



# Task 2 - Extension of Brand Guidelines (Before and After Samples)

## Before (sample)

Home | [Join Us](#) | [Benefits](#)

### Thank you for your interest in joining The Club.

This process will take around 5-10 mins to complete, once you have entered all the details (click next at the bottom left of the screen). Where there is an arrow on the left of a box you can click to expand but to get more information below.

\* Indicates required fields

**Lead Member**

#### 1. About You

Title\*  
--Please select--

First name\*

Surname\*

Date of birth (dd/mm/yyyy)

Which statement best describes you?\*  
--Please select--

#### 2. Contact details

Home phone

Work phone

Mobile phone

Preferred contact no\*  
--Please Select--

Email address\*

#### Register on the website to gain access to all the online member only services

By registering on the website you will be able to book sites quickly, receive the range of member offers, update your details and more.

Please ensure you are happy with your screen name as this is the name that will display to others on your profile. Unfortunately it can't be changed at a later date so please choose your carefully. Your screen name will appear next to any reviews, stories and posts in discussions if you wish to post on Club Together.

I agree to the terms and conditions of The Club's online community, Club Together, and the guidelines for use.

Screen name

Username\*

Confirm password\*

#### Add your outfit details

An outfit is your caravan, motorhome or trailer tent, not your car.

Full Membership is open to all touring caravaners aged 18 years and over (subject to age limit, hire or purchase of an existing purchase of a touring caravan, motorhome or trailer tent for recreation).

We want to ensure that all members are safe when caravaning and if you wish to add a photograph to your profile you can upload up to 10 photographs and a description of a motor club.

If you do not own an outfit simply select considering purchase and update your details at a later date.

If you cannot find your outfit in the list please select other and you can receive other fees. If you select other the outfit details you enter will be sent through to our technical team so they can check and verify them within 72 hours.

By adding an issue your CDSI identity number your outfit will be added to the Members register. This link is only for the registered caravaners in the UK, and registration is free for all members. This will be added against your membership record should your outfit ever be stolen. This extra information can help the police to trace all the right owners don't forget to check out if you change your caravans. Note, if the outfit you have selected exists in our system an email will be sent through to our administration team to try and check and add it to your membership within 72 hours.

#### Select your outfit

Caravan

Motorhome

Trailer tent

Considering purchase

Click here if you would like to add another person to your membership. [paid members are free](#)

#### Sign up to enjoy local centre events

What is a Centre?

There are more than 60 regional centres throughout England, Scotland, Ireland and Wales. Centres arrange regular activities and events for Club members to meet like minded people. Events can be held over a weekend to enjoy and you can get involved as much or as little as you like. Take advantage of the local country pubs, visit a nearby home or local attraction, join in a sporting event or enjoy a relaxing break away.

Please register me with the following centre:

#### Please tell us how you would like to pay

Continuous payment by Direct Debit

Single payment

I authorise you until further notice in writing to debit my bank account specified amounts and when payments become due in respect of my annual Membership Subscription. I understand that each year you will inform me in advance of subscription rates payable.

The £10.00 joining fee will be waived. To pay by direct debit you must be the account holder and the only person required to authorise debits from the account.

I declare that I'm the account holder and the only person required to authorise debit from the account.

#### Communication

By providing us with your contact details you are consenting to receiving information about services, products, benefits and offers from The Club and our carefully selected partners via email, post, sms and messaging and telephone.

You will also receive a free monthly Club magazine delivered to your door.

The Caravan Club processes your personal data in accordance with our Privacy Policy. If you do not wish to receive any promotional communications, or our printed magazine you can change your preferences by:

- My profile on the website
- Writing to The Caravan Club, Membership Services Department, East Greenhalgh House, East Greenhalgh, West Sussex, BN19 1UA
- Phone: 01323 318 815

## After (sample)

Home | [Membership](#) | [UK Holidays](#) | [Overseas Holidays](#) | [Special Offers](#) | [Insurance](#) | [Advice & Training](#) | [Events](#) | [Club Shop](#) | [Club Together](#)

Customer services | [Sign in or Register](#)

Search

### Join Caravan Club

Experience the great outdoors with like-minded adventurers

Home / [Advice and training](#) / [Book a training course](#)

#### Lead Member

##### About You

Title  
Please select

First name

Surname

Date of birth

Which statement best describes you?  
Please select

#### Your address

House no or name

No  Name

Postcode

or enter address manually

#### Contact details

Email address

Preferred contact no  
Please Select

Home phone

Work phone

Mobile phone

#### Joint membership

Add an additional person to your membership (at no cost)

#### Register for Website

For full access to the latest prices and offers

#### Add you outfit details

An outfit is your caravan, motorhome or trailer tent

#### Sign up to enjoy local centre events

Caravan Club supports member UK wide

#### Communication

Our commitment to data security

#### Please tell us how you would like to pay

Continuous payment by Direct Debit  
No joining fee

Single payment  
£10.00 joining fee

I authorise you until further notice in writing to debit my bank account unspecified amounts and when payments become due in respect of my annual Membership Subscription. I understand that each year you will inform me in advance of subscription rates payable.

The £10.00 joining fee will be waived. To pay by direct debit you must be the account holder and the only person required to authorise debits from the account.

Please debit my account with the total amount due.  
A £10.00 joining fee will be added to your membership fee.

[Home](#) | [Join us](#) | [Benefits](#)

## Thank you for your interest in joining The Club.

This process will take around 5 -10 mins to complete, once you have entered all the details click next at the bottom left of the screen.

Where there is an arrow on the left of a box you can click to expand that to see more information below.

\* Indicates required fields

[Login](#)

If you are already registered on our website, then please **Login** so we can retrieve your details.

### Lead Member

#### 1. About You

Title \*  
--Please select--

First name \*

Surname \*

Date of birth (dd/mm/yyyy)

Which statement best describes you? \*  
--Please select--

#### 2. Contact details

Home phone

Work phone

Mobile phone

Preferred contact no \*  
--Please Select--

Email address \*

#### 3. Your address

House no or name \*  
No  Name

Postcode \*

[Find address](#)

Address line 1 \*

Address line 2

Town / City \*

Country \*  
United Kingdom

County  
--Please select--

### Register on the website to gain access to all the online member only services

By registering on the website you will be able to book sites quickly, review the range of member offers, update your details and more.

Please ensure you are happy with your screen name as this is the name that will display to others on your profile. Unfortunately it can't be changed at a later date so please choose yours carefully. Your screen name will appear next to any reviews, stories and posts in discussions if you wish to post on Club Together.

I agree to the terms and conditions of The Club's online community, Club Together, and the guidelines for use.

Screen name

Password \*

Confirm password \*

### Add your outfit details

An outfit is your caravan, motorhome or trailer tent, not your car.  
Full Membership is open to all touring caravanners aged 18 years and over, whether they own, hire or borrow or are considering purchase of a touring caravan, motorhome or trailer tent for recreation.

We want to ensure that all members are safe when caravanning and if your outfit is not a standard make we may ask you to send us photographs and a description at a later date.

If you do not own an outfit simply select considering purchase and update your details at a later date.

If you cannot find your outfit in the list please select other and you can manually enter. Note, if you select other the outfit details you enter will be sent through to our Technical team so they can check and verify them within 72 hours.

By letting us know your CRIS identity number your outfit will be added to the **Theftcheck register**. Theftcheck is one of the largest computerised caravan registers in the UK, and registration is free for all members. This will be logged against your membership record. Should your outfit ever be stolen, this vital information can help the police to trace you as the legal owner (don't forget to inform us if you change your caravan). Note, if the outfit you have selected exists in our system an email will be sent through to our Administration team so they can check and add it to your membership within 72 hours.

### Select your outfit

Caravan

Motorhome

Trailer Tent

Considering purchase

[Click here if you would like to add another person to your membership, joint members are free](#)

### Sign up to enjoy local centre events

#### What is a Centre

There are more than 60 regional centres throughout England, Scotland, Ireland and Wales. Centres arrange regular activities and events for Club members to meet like minded people. Events can be held over a weekend or longer and you can get involved as much or as little as you like. Take advantage of the local countryside, visit a stately home or local attraction, join in a sporting event or enjoy a relaxing break away.



Please register me with the following centre:

All regional centres  
--Please select--

### Please tell us how you would like to pay

Continuous payment by Direct Debit

I authorise you until further notice in writing to debit my bank account unspecified amounts as and when payments become due in respect of my annual Membership Subscription. I understand that each year you will inform me in advance of subscription rates payable.

**The £10.00 joining fee will be waived.** To pay by direct debit you must be the account holder and the payer. Also you must be the only person required to authorise debits from the account.

**I confirm that I'm the account holder and the only person required to authorise debit from the account.**

Single payment

Please debit my account with the total amount due.

**A £10.00 joining fee will be added to your membership fee.**

### Communication

By providing us with your contact details you are consenting to receiving information about services, products, benefits and offers from The Club and our carefully selected partners via email, post, sms (text message) and telephone.

You'll also receive a free monthly Club magazine delivered to your door.

The Caravan Club processes your personal data in accordance with our [Privacy Policy](#). If you do not wish to receive any promotional communications, or our printed magazine you can change your preferences by:

- My profile on the website
- Writing to The Caravan Club, Membership Services Department, East Grinstead House, East Grinstead, West Sussex, RH19 1UA
- Phone: 01342 318 813

[Next](#)

#### About us

[Why join](#)  
[Our governance](#)  
[Our partners](#)  
[Run your own site](#)  
[Work for us](#)  
[Media centre](#)  
[Contact us](#)

#### Your Club

[Club Together](#)  
[Your stories](#)  
[Discussions](#)  
[Local groups](#)  
[My profile](#)  
[My membership](#)  
[Magazine](#)

#### UK Caravan Sites

[Search & book](#)  
[Search in England](#)  
[Search in Scotland](#)  
[Search in Wales](#)  
[Search in Ireland](#)  
[Route planner](#)

#### Overseas

[Search overseas sites](#)  
[Ferries](#)  
[Advice and information](#)  
[Overseas legal requirements](#)  
[European tours](#)  
[Worldwide](#)

#### Advice and Training

[New to touring](#)  
[Choosing a caravan](#)  
[Choosing a towcar](#)  
[Choosing a motorhome](#)  
[Trailer tents, folding campers and pop-tops](#)  
[Training courses](#)  
[Caravan Club](#)  
[Classfeds](#)

#### Useful links

[Caravan insurance](#)  
[Motorhome insurance](#)  
[Car insurance](#)  
[Club credit card](#)  
[Gifts](#)  
[See us on YouTube](#)  
[Full site map](#)

# Join Caravan Club

Experience the great outdoors with like-minded adventurers

Email: [anEmailAddress@caravanclub.co.uk](mailto:anEmailAddress@caravanclub.co.uk)

### Lead Member

#### About You

Title

First name

Surname

Date of birth

Which statement best describes you?

#### Contact details

Email address

Preferred contact no

Home phone

Work phone

Mobile phone

#### Your address

House no or name

Postcode

[Find address](#)

or enter address manually

#### Lorem Ipsum dolor

- ✓ The process will take 5 -10 mins
- ✓ Full Membership is open to all touring caravanners aged 18 years and over, whether they own, hire or borrow or are considering purchase of a tourer caravan, motorhome or trailer tent for recreation.
- ✓ Where there is an arrow on the left of a box click to expand to see more info
- ✓ Once you have entered all the details click next at the bottom of the screen
- ✓ Please enter information in each of the fields marked with a \*

#### Already registered?

If you are already registered on our website, then please [Log in](#) so we can retrieve your details.

[Login](#)

#### Joint membership

Add an additional person to your membership (at no cost) +

#### Register for Website

For full access to the latest prices and offers +

#### Add you outfit details

An outfit is your caravan, motorhome or trailer tent +

#### Sign up to enjoy local centre events

Caravan Club supports member UK wide +

#### Communication

Our commitment to data security +

#### Please tell us how you would like to pay

**Continuous payment by Direct Debit**  
No joining fee

I authorise you until further notice in writing to debit my bank account unspecified amounts as and when payments become due in respect of my annual Membership Subscription. I understand that each year you will inform me in advance of subscription rates payable.

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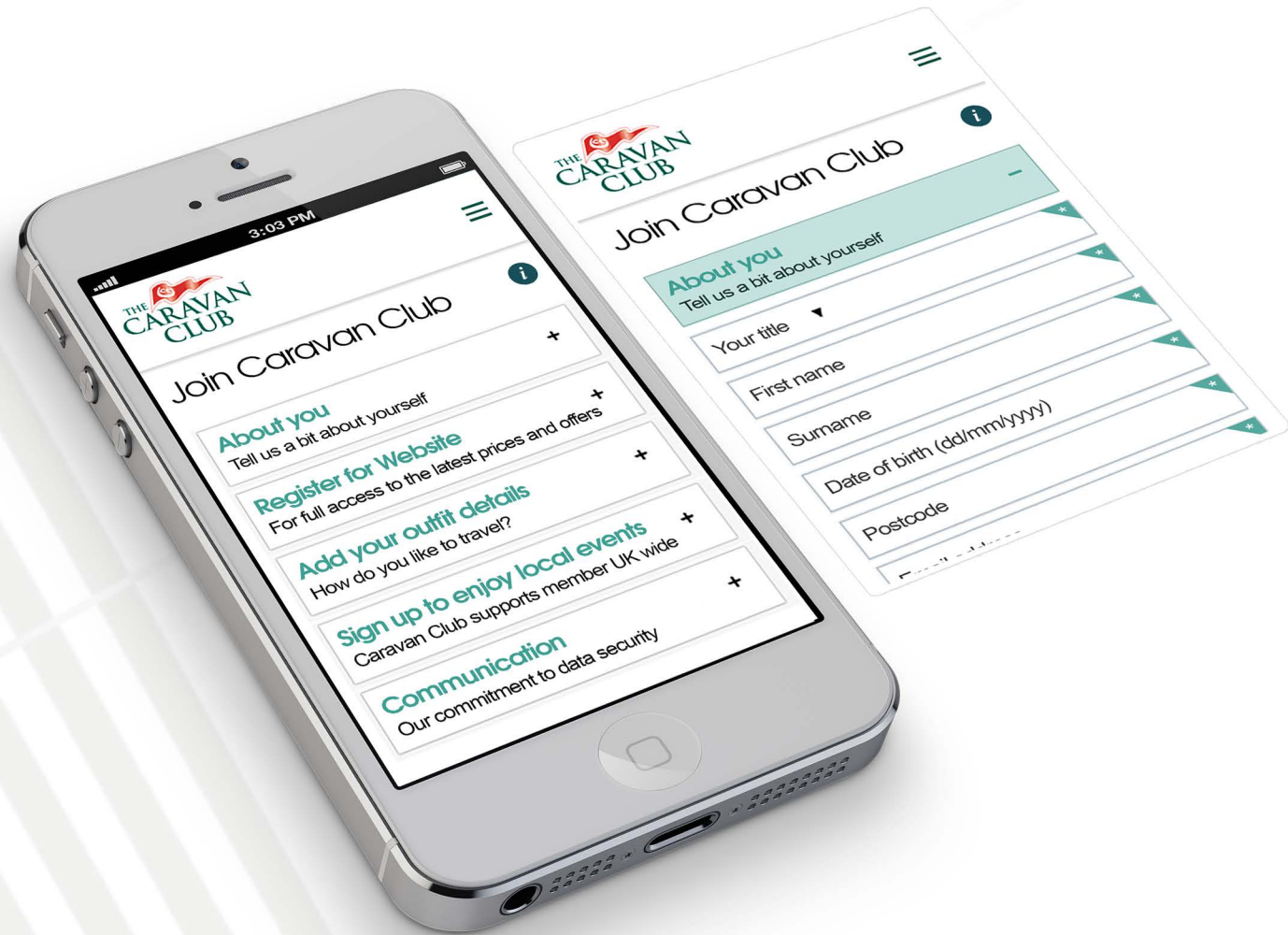
**Single payment**  
£10.00 joining fee

Please debit my account with the total amount due.  
A £10.00 joining fee will be added to your membership fee.

[Next](#)





## Task 2 - Extension of Brand Guidelines - To Cover Devices



# Task 2 - Extension of Brand Guidelines - To Cover Third Party Sites - Devitt (Before)

## Motorhome Insurance



**Welcome to the Caravan Club Motorhome Insurance quotation system**

**New User:**

Caravan Club Motorhome Insurance is arranged by Devitt Insurance Services Limited, authorised and regulated by the Financial Conduct Authority.

**We guarantee to beat the renewal premium offered by your current insurer by at least £25. If the lowest premium displayed, excluding the cost of Legal Protection, does not provide you with this saving please call us on 0345 504 0337.**

If you do not have a No Claim Discount that can be transferred to this vehicle you will need to call to validate the price given.

Please feel free to use this system to generate a no-obligation insurance quotation.

[New user](#)

**Previous User:**


\* indicates required information.

Please enter your unique web reference, postcode and date of birth then click **Previous user** to locate the details you have previously entered.

**Note:** For security purposes, if you have already taken out a policy you will not be able to recall your details. However, if you need to make any changes to your policy or have any queries, please call **0345 300 4290**. Calls may be recorded.

\*Your web reference:  [?](#)

\*Your postcode:  [?](#)

\*Your date of birth:   e.g. DD/MM/YYYY

[Previous user](#)

© 2014 Devitt Insurance Services Limited, Insurance Brokers. Authorised and regulated by the [Financial Conduct Authority](#), register number 312328. Registered Address: North House, St Edwards Way, Romford, Essex RM1 3PP. Registered in England No 2438974. Calls may be recorded for training purposes, to improve the quality of our services or to help detect and prevent fraud.

## Can we help?

You can get help throughout your insurance

quote by using the  icon next to a field.

If you still can't find what you are looking for, or are not sure about anything then please give us a call on 0345 504 0337.

Lines are open

8:30am to 6:00pm Monday to Friday

9:00am to 5:00pm Saturday

10:00am to 4:00pm Sunday

Calls may be recorded for training purposes, to improve the quality of our services or to help detect and prevent fraud.

## Useful documents

The following documents are for you to read at any time

[Important Information, Security and Privacy statement](#) 

# Task 2 - Extension of Brand Guidelines - To Cover Third Party Sites - Devitt (After)



## Welcome

### New User:

Caravan Club Motorhome Insurance is arranged by Devitt Insurance Services Limited, authorised and regulated by the Financial Conduct Authority.

**We guarantee to beat the renewal premium offered by your current insurer by at least £25. If the lowest premium displayed, excluding the cost of Legal Protection, does not provide you with this saving please call us on 0345 504 0337.**

If you do not have a No Claim Discount that can be transferred to this vehicle you will need to call to validate the price given.

Please feel free to use this system to generate a no-obligation insurance quotation.

[NEW USER](#)

### Previous User:

\* indicates required information.

Please enter your unique web reference, postcode and date of birth then click **Previous user** to locate the details you have previously entered.

**Note:** For security purposes, if you have already taken out a policy you will not be able to recall your details. However, if you need to make any changes to your policy or have any queries, please call **0345 300 4290**. Calls may be recorded.

\*Your web reference:  ?

\*Your postcode:  ?

\*Your date of birth:  e.g. DD/MM/YYYY ?

[PREVIOUS USER](#)

### Can we help?

You can get help throughout your insurance

quote by using the icon next to a field.

If you still can't find what you are looking for, or are not sure about anything then please give us a call on 0345 504 0337.

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[Important Information, Security and Privacy statement](#)

© 2014 Devitt Insurance Services Limited, Insurance Brokers. Authorised and regulated by the [Financial Conduct Authority](#), register number 312328. Registered Address: North House, St Edwards Way, Romford, Essex RM1 3PP. Registered in England No 2438974. Calls may be recorded for training purposes, to improve the quality of our services or to help detect and prevent fraud.

### OVERVIEW OF COLOURS:

- Teal = #60aca4**
  - primary call to action button backgrounds
  - underlines under secondary titles
  - previously visited stages in the progress bar

- Darker teal = #599e97**
  - background colour of primary call to action buttons (hover only)

- Dark Grey = #404040**
  - Third level titles (seen primarily in RHS column)
  - Border colour on secondary call to action buttons (hover only)
  - Text colour on secondary call to action buttons (hover only)

- Pale grey (BG) = #f6f6f6**
  - background of field groups

- Darker grey (RHS BG) = #f0efef**

- Orange = #f06b20**
  - inline URLs

### OVERVIEW OF FONT SIZING (top to bottom):

- Progress bar (stage number) = 1.8em
- Progress bar (stage name) = 1em
- Main page title = 2.2em
- Secondary titles (main) = 1.4em
- Text within main content area + buttons = 1.1em
- Headings in RHS = 1.4em
- Text within RHS area (follows "body") = 70%

### OVERVIEW OF TYPEFACES USED:

- TeXGyreAdventorRegular = Main page title, secondary titles
- Arial = all other text

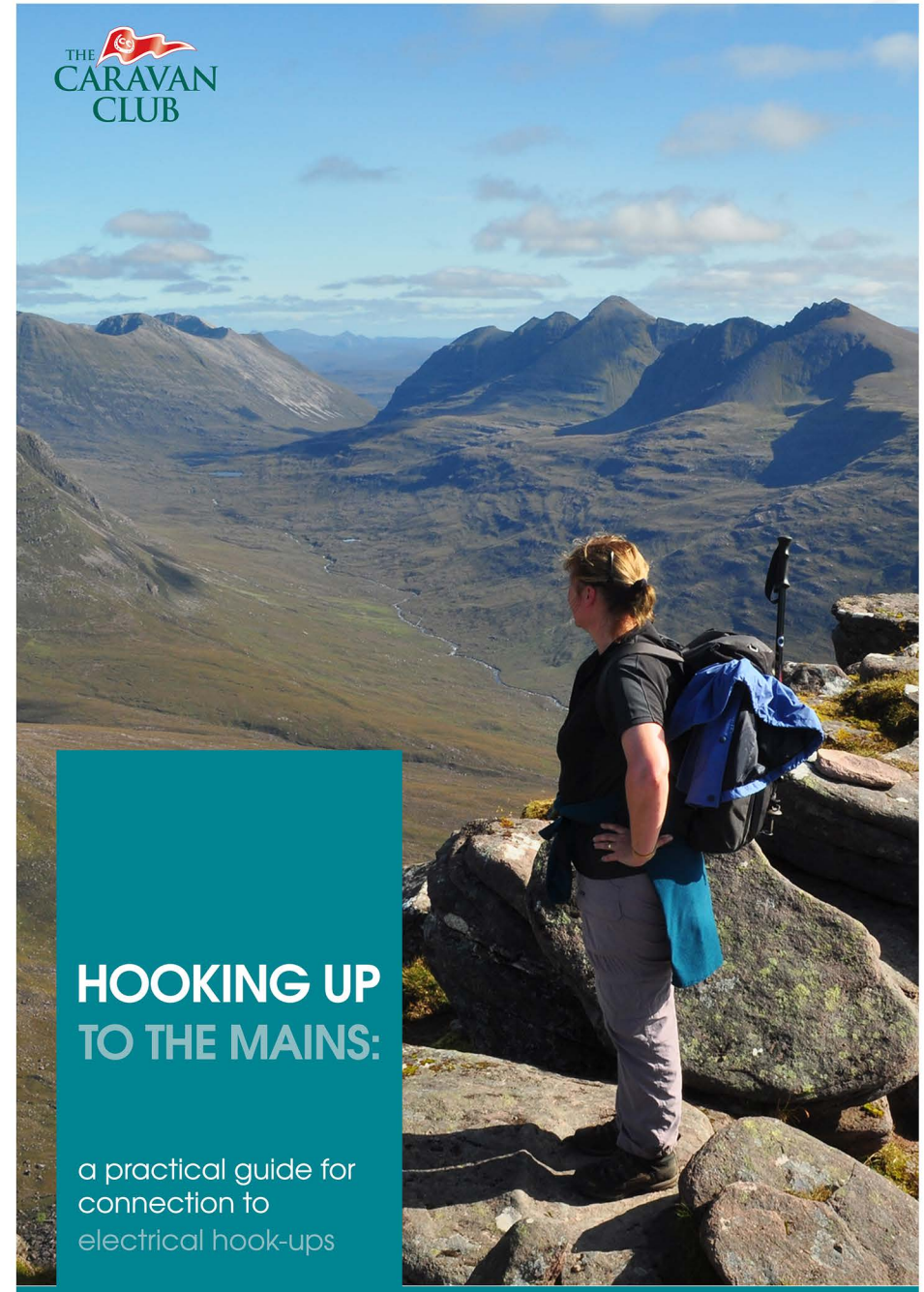
## Task 2 - Extension of Brand Guidelines - to Cover Documents on Website



**THE CARAVAN CLUB**

**BUYING A SECOND-HAND CARAVAN**

a well-maintained quality used 'van could save you thousands of pounds



**THE CARAVAN CLUB**

**HOOKING UP TO THE MAINS:**

a practical guide for connection to electrical hook-ups

breakdown cover

membership area

# TCC - Extend Primary Product Pages

I worked with senior stakeholders to transform the wireframes delivered into a more saleable commodity based page. Previous focus on purely data had left the page feeling quite detached from the transactional aspects of selling travel products.

My approach having compiled research on direct and indirect competitors alike was to refresh the wireframes to bring real world data to the fore, and focus on the immediate questions which can turn interest into a sale.

VIEW HOLIDAYS



Home > UK Holidays > UK Sites > Club Sites > Site name

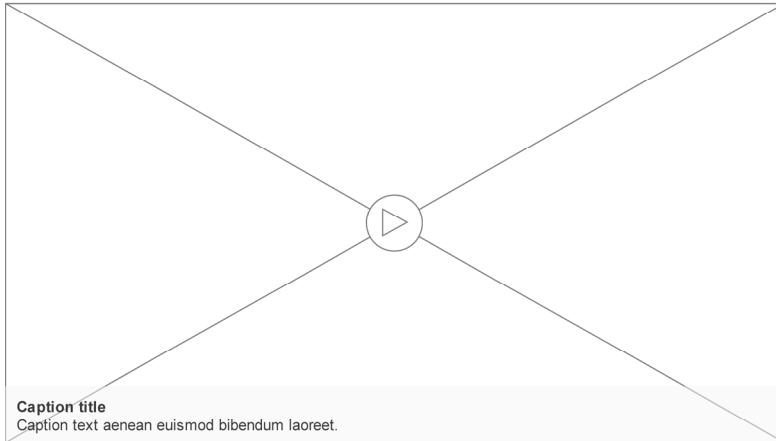
< Back to Club site search

## Sample Site Template - Before (#####)

Sennen, Land's End, Cornwall, TR19 7BE [view on map](#)

**Community rating** [read reviews](#)

Adult only	Ideal for families	Motorhome friendly	Peaceful (Off-Peak)	Adult only
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**Caption title**  
Caption text aenean euismod bibendum laoreet.



Kids for 1p!	MWD	Summer Site Savers	Pitches for £2
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**Type of site:** Club owned  
**Open to:** Exclusive to members  
**Open dates:** 1 May - 13 September  
**Open dates:** 31 September - 15 October  
**Earliest arrival time:** 12:00pm

**I'm interested in:**

Touring 116	Camping 33	Pods 4	Cottages 2
----------------	---------------	-----------	---------------

**BOOK ONLINE**

[View prices & booking dates for touring](#)

### Information alert / news title

Short description of whats happening ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. psum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. psum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

**Descriptive link text**

<b>About</b>	<a href="#">Location</a>	<a href="#">Touring</a>	<a href="#">Camping</a>	<a href="#">Pods</a>	<a href="#">Cottages</a>	<a href="#">Reviews</a>
--------------	--------------------------	-------------------------	-------------------------	----------------------	--------------------------	-------------------------

Trevedra Farm is a family run working farm and campsite with dramatic sea views overlooking Land's End and the Isles of Scilly. Established over 70 years ago by Leslie and Mary Nicholas the site is now run by their grandson, John, and wife Wendy. Having taken on the running of the site in 2002 major investments were made year on year to improve the facilities for our guests, many of whom have also been coming for generations. John and Wendy hope to continue to improve the facilities whilst retaining the unique charm and character of Trevedra.

There are 38 pitches on the members' field with hook-ups, 8 of which are serviced. A further 48 hook-up pitches including another 8 fully serviced pitches are available on adjacent fields. There are separate areas for camping and tents.

There are two toilet and shower blocks. (A third toilet block is open through May - Sept). These include two family rooms and a disabled facility, laundry and dishwashing areas.

The popular Ocean Blue Café, shop and reception allow guests to relax and pick up all the essentials, whilst enjoying fresh bread, Cornish Pasties, home-made cakes, and home cooked meals and snacks. The English Breakfast is a firm favourite with a good variety of evening meals. Special diets can be catered for as discussed with our cook, Beverley. Wifi is also accessible across the site (fee payable)

A short walk to the sandy Gwynver Beach (dog friendly) also leads to the stunning coastal path and on to Sennen Cove and Land's End.

The Minack Theatre, Geevor Tin Mine, Land's End are all great days out and the local walks are stunning whatever the season. Local buses offer a great alternative to the car to be able to see some lovely villages and including the very popular St Ives.

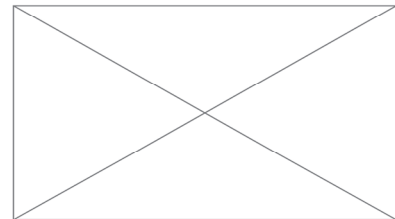
Trevedra Farm offers a Cornish welcome to all our visitors where all the staff are here to help you enjoy your stay and

<b>Address:</b> Sennen Land's End Cornwall TR19 7BE <a href="#">view on map</a>	<b>Telephone:</b>
	<b>Fax:</b>
	<b>Email:</b>
	<b>Website:</b>

**Pitches**

**Further information**

## Promotional Content

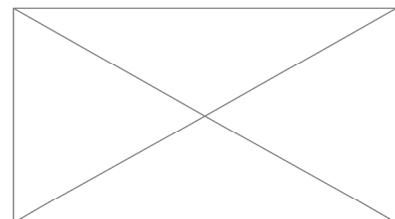


### Optional subtitle

Descriptive short description lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

**Descriptive link text**

## Promotional Content



## Pitches

Total pitches	155
Touring pitches	116
Camping pitches	33
Camping pods	4
Holiday cottages	2

[Learn about types of pitches](#)

## Facilities Information

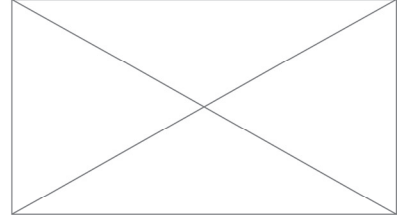
Sloping pitches	✓
Level blocks required	✗
Steel awning pegs required	✗
Drive over waste disposal for motor homes	✗
MH service point	✓
Late night arrivals area	✗
Security barrier	✓
Method for opening barrier	Code
Dogs allowed	✓

## Optional subtitle

Descriptive short description lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

**Descriptive link text**

## Promotional Content



## Optional subtitle

Descriptive short description lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

**Descriptive link text**

## Facilities

- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description
- Facility name with description

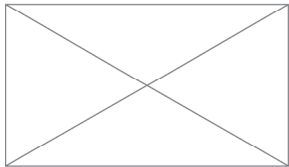
## Useful tips & downloads

- [Download site plan](#) (8mb)
- [Access statement](#) (8mb)
- [Site details leaflet](#) (8mb)

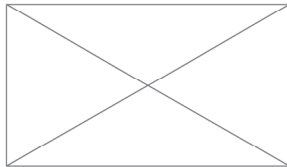
## Site rules & policies

## Sites nearby

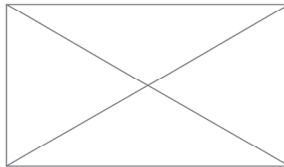
[Search all Club sites](#)



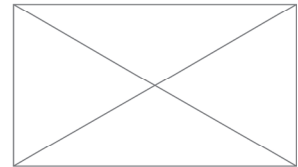
**Site name**  
11.48 miles



**Site name**  
15.48 miles



**Site name**  
25.17 miles



**Site name**  
28.15 miles

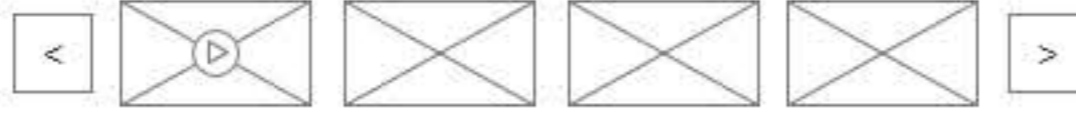
Footer

# Sample Site Template - After

(REF: ###)


[Back to Overseas site search](#)

Promenade du Petit-Bois 15, 1110 Morges, Switzerland [view on map](#)



from **£XX**\*

[CHECK AVAILABILITY](#)

Price based on:  
Applicable details here 2016

### At a glance...

- Open date: DD/MM/YYYY
- Close date: DD/MM/YYYY
- Local Authority Rating: ★★★★★
- Total pitches ### (### touring)
- Max outfit length (m): ##
- ü Camping Cheques
- ü Discounts for CKE Cards
- Site plan (#mb)

### Ideal for...

- [Active stays](#)
- [Beach stays](#)
- [Dogs](#)
- [Families](#)
- [Motorhomes](#)
- [Peaceful stays](#)

### Why stay here?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed laoreet in massa sit amet vulputate. Integer feugiat fringilla elit, et consectetur quam eleifend quis. Nulla faucibus felis nec neque pretium volutpat. Etiam pretium sapien sit amet nibh feugiat pellentesque. Nullam efficitur convallis neque, et placerat justo placerat egestas. Proin iaculis est sit amet pretium porttitor. Curabitur anulla neque sapien.

### Things to do on site

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Archery                             | <input type="checkbox"/> Football      | <input type="checkbox"/> Playground         |
| <input type="checkbox"/> Daytime entertainment (All season)  | <input type="checkbox"/> Golf          | <input type="checkbox"/> Sailing            |
| <input type="checkbox"/> Daytime entertainment (High season) | <input type="checkbox"/> Horseshooting | <input type="checkbox"/> Sauna              |
| <input type="checkbox"/> Evening entertainment (All season)  | <input type="checkbox"/> Jacuzzi       | <input type="checkbox"/> Spa                |
| <input type="checkbox"/> Evening entertainment (High season) | <input type="checkbox"/> Minigolf      | <input type="checkbox"/> Steam room         |
| <input type="checkbox"/> Fishing on site                     | <input type="checkbox"/> Paddling pool | <input type="checkbox"/> Swimming pool type |
| <input type="checkbox"/> Fitness room                        | <input type="checkbox"/> Play area     | <input type="checkbox"/> Tennis             |

### Facilities on site...

- Baby and Toddler washroom
- Dishwashing area
- Restaurant

[Show all](#)

### Overview of costs

[To complete](#)

NOTE: \* Prices shown are on a per night basis

Date	Adult	Child	Touring Pitch Per Night	Camping Pitch Per Night
[Valid from] to [Valid to]	[Price]	[Price]	[Price]	[Price]
DD MMM YYYY to DD MMM YYYY	£#.##	£#.##	£#.## *	£#.## *
DD MMM YYYY to DD MMM YYYY	£#.##	£#.##	£#.## *	£#.## *
DD MMM YYYY to DD MMM YYYY	£#.##	£#.##	£#.## *	£#.## *

#### [Pricing notes / Important Information]

Not suitable for motorhomes, levelling blocks required, commercial site opposite, no off-rovers (advanced booking required) etc.

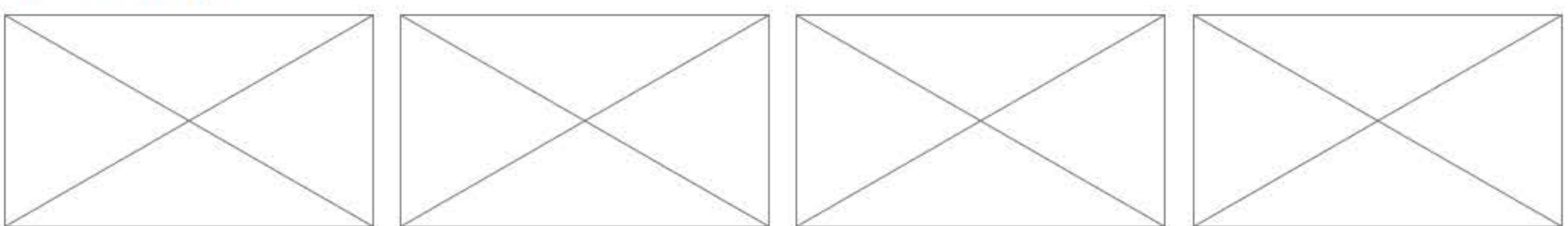
#### Pitches

Grass, hardstanding, enhanced

#### [Enhanced Pitch notes]

Explanation of features / other

### Sites nearby

[Search all Overseas Locations](#)


**Camping Gemmi**  
## kms

**Camping Lazy Rancho 4**  
## kms

**TCS Camping Solothrun**  
## kms

**TCS Camping Sempach**  
## kms



breakdown cover

membership area

# TCC - Rework Problem Journeys

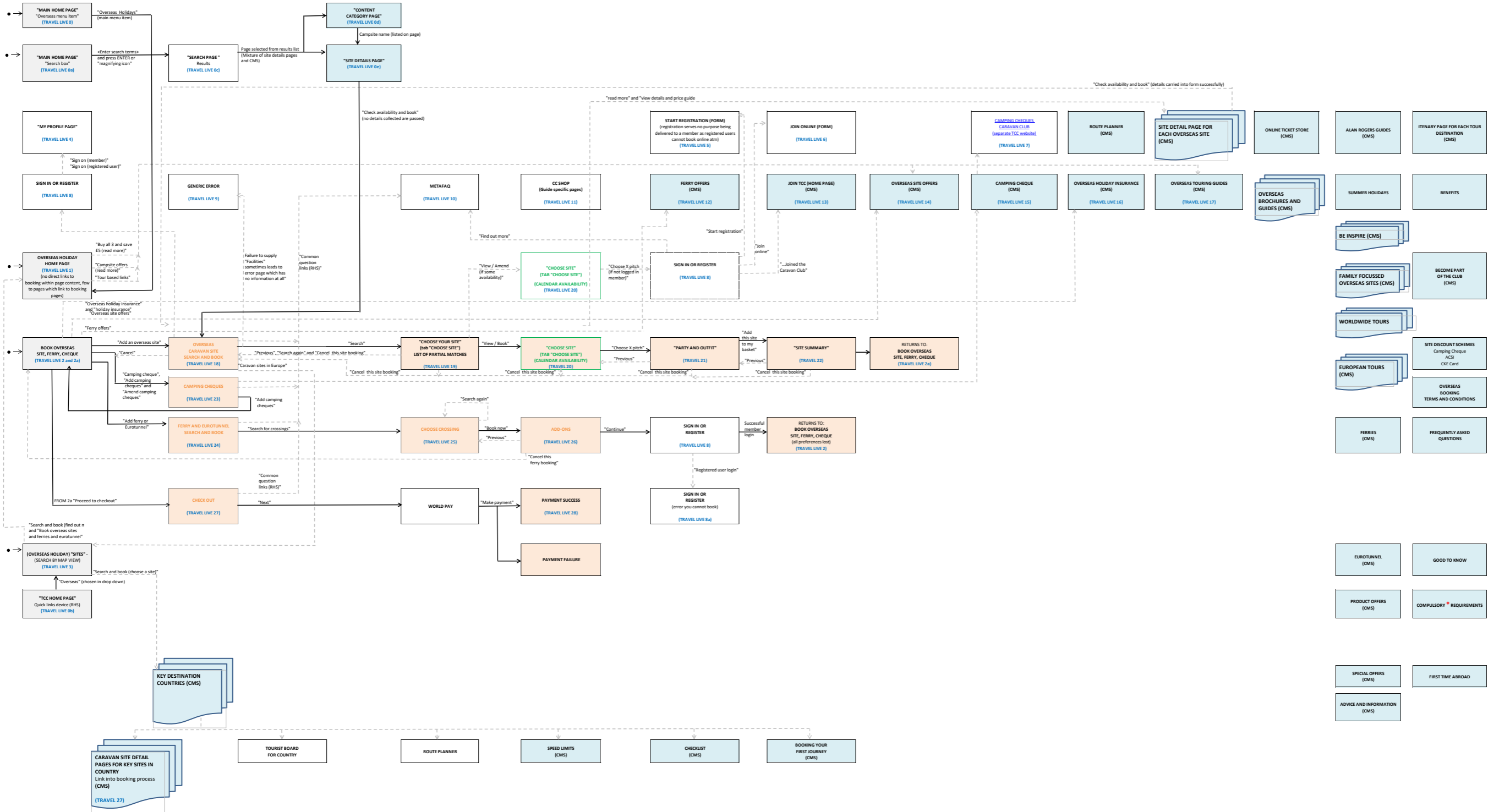
I worked with the newly appointed Digital Manager to focus on identifying aspects within key product journeys showing significant basket abandonment. The Caravan Club were looking to reduce the costs of processing orders and needed to smooth out journeys within several key areas.

travel worldwide tours



[VIEW HOLIDAYS](#)

CARAVAN CLUB // OVERSEAS TRAVEL // JOURNEY / AS IS - Today



**KEY**  
 Booking Journey  
 No availability found  
 Diverging from the direct booking journey  
 (a) unclear why this happens / confusing to visitor  
 Sufficient data to initiate booking (on leaving page)

**STARTING POINT**  
**OVERSEAS BOOKING PROCESSES**

**NOTES**  
 Multiple links to the same resource (all named differently, some entirely misleading)  
 When moving between first and second screen all values set are lost  
 When selecting to search on a specific site the ability to enter "facilities" of interest disappears without warning (leaving in would enable suggestion of alternate site if availability cannot be found) - improves quality of data capture  
 There are 2 separate terms and conditions tick boxes before the item is added to the basket  
 If a non member adds camping cheques to basket there is no way to complete  
 Throughout the ecommerce process (logging in via TCP RH5) never returns you to the ecommerce page  
 Significant issues with books overseas erring for no discernible reason (sometimes)  
 Why is the basket not more prominent / with checkout available when items are in the basket from any screen in overseas / even the site?

## UX Journey / Overseas Journey / Availability widget / Columnar layout

SITE FROM £XX\*

When are you looking to travel?

MAY	JUNE	JUL	AUG	SEPT
MAY 17	JUN 17	JUL 17	AUG 17	SEPT 17

<Present Month> ◀ ▶

S	M	T	W	T	F	S
30	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Key

■ Full availability ■ Some availability 📄 [On request]  
○ [Check-in day] Ⓡ [Ferry crossing]

From... ▼ To... ▼

What type of pitch? -

Who is travelling? (Based on 2 adults)\* +

What type of vehicle? (Car + caravan) +

ADD TO ITENARY (dimmed until Date's selected)

\* Based on standard pitch, car + caravan, low season date

### A - Accurate site and package pricing from the fore, reflecting user choices

Prevalent across ecommerce sites, key to travel sites

- Travellers on a fixed budget [older travellers on limited budget, young families, travellers keen to gain the best travel deals]

### B - Increase window of travel (above 1 year/season)

Typically direct competitors and travel sites are offering visitors the opportunity to book and check availability over multiple summers

[American Express = 12 months]

[Thomson Holidays = 12 months +]

[Fodor Travel = 12 months] – 2015 – Travel Webby Honoree

[Gogobot.com= 18 months]

[Skyscanner.net = 12 months]

[New York Times Travel = 18 month] – 2015 – Travel Webby Winner (Trip Advisor runner up that year)

- Travellers within peak periods [young families]
- Off peak travellers [older members]
- Travellers moving further afield [long haul travellers]

### C - Flexible UX / alternate methods of data entry

To cater to visitors who have a preference, rather than dictating how the interrogate TCC systems.

### D – Flexible data requirements

To cater for people browsing or those looking to more onto booking

# UX Journey / Overseas Journey / Campsite listing page / 3 COLUMN "GRID" (Desktop / Tablet)

Overseas Travel

## Explore *Region / Country / Other*



ALTERNATE METHODS TO INTERROGATE PRODUCT RANGE

SAVE SEARCH / VIEW LATE AVAILABILITY of sites within result list

WANDERLISTS Tighter integration between marketing / user saved lists of favorites etc and the apps apps world

FAVORITE / MARK SITE When map view selected all marked sites are displayed

EXPANDS DOWNWARDS To reveal display further detail specific to region / country / experiential area

# UX Journey / Overseas Journey / Campsite listing page / 4 COLUMN "GRID" (Desktop / Tablet)

Overseas Travel

## Explore *Region / Country / Other*

Countries | Regions | Sites | [Tours in region / country / other] | Late availability

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae.

[Find out more](#)

X Sites in *region / country / your search...*

NAME [Grid Icon] [List Icon] [Location Icon] SHOW 12

**TOURS**  
Display tours which match search data supplied

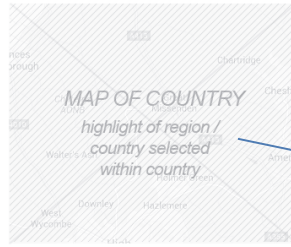
**LATE AVAILABILITY**  
Within sites which match search data supplied

**REGION WITHIN COUNTRY**  
Qualifies location of set of results within overall country borders

**CONTROL NUMBER OF MATCHES LOADED AT ONCE**  
12 | 24 | 48 | ALL

**ROLLOVER/CLICK**  
Base state (qualitative imagery) reveals further detail panel and "view site details" button

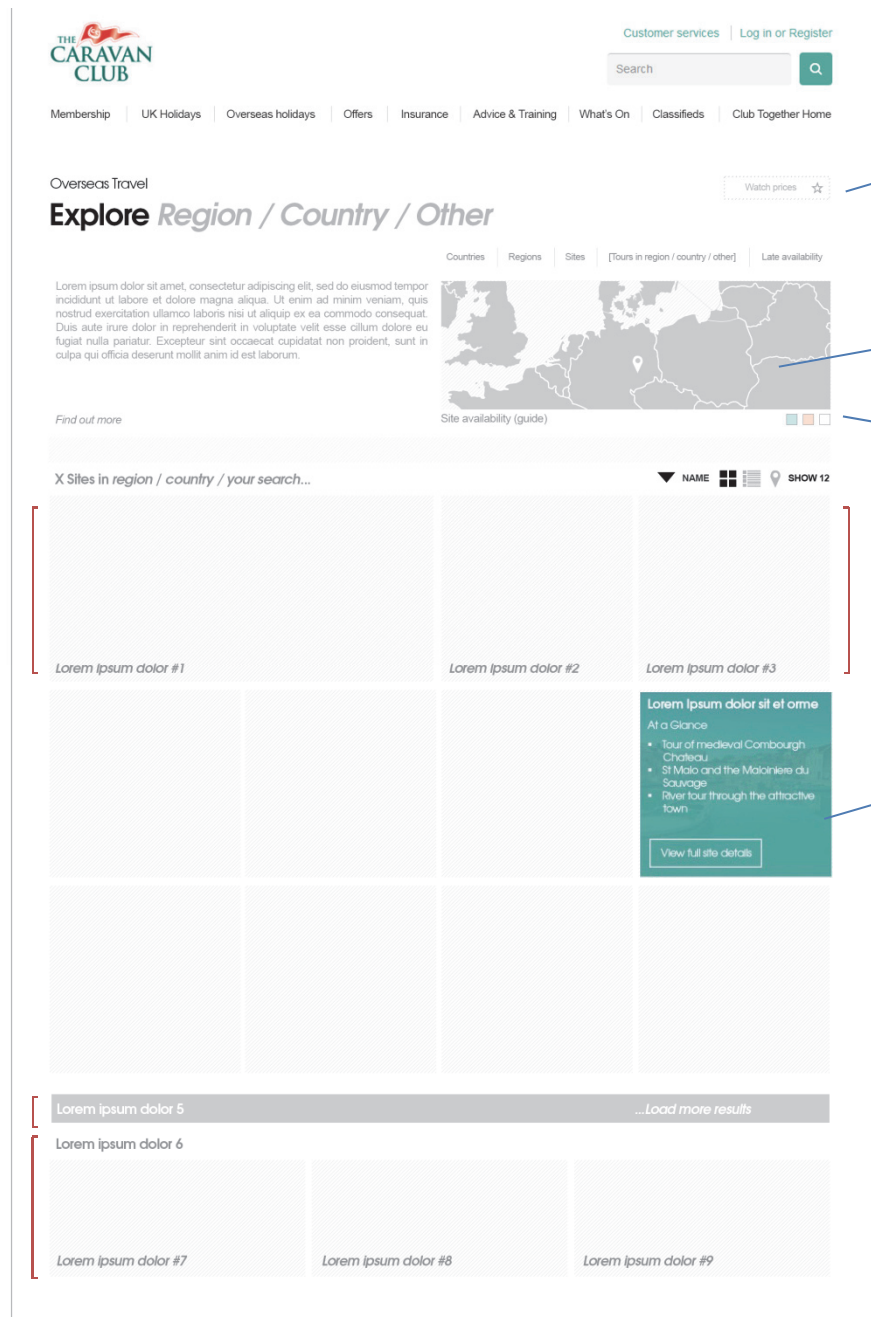
**CLICK**  
To take user to "site detail" page



### OVERVIEW OF REGION / COUNTRY / EXPERIENTIAL

Countering issues present with overseas product pages across the present site

# UX Journey / Overseas Journey / Campsite listing page / with marketing blocks (Desktop / Tablet)



**USER PERSONALISATION**  
Allow users to save preferences / share etc.  
Injects a subtle sense of urgency

**GUIDE TO SITE LOCATION**  
Colour of marker reflects availability

**AVAILABILITY COLOUR PALETTE**  
Could be used throughout to add depth to travel listing areas

**MARKETING MESSAGES**  
Typically mix amongst results list  
Bricks and mortar layout for a more energised experience

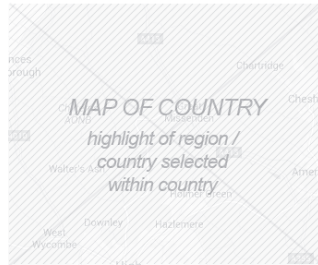
**SELECT SITE LISTING**  
Adjust "GUIDE TO LOCATION MAP"  
- zoom / position  
- marker added to map  
- marker colour reflects broad availability

# UX Journey / Overseas Journey / Campsite listing page / "MAP" View (Desktop / Tablet)

Countries | Regions | Sites | [Tours in region / country / other] | Late availability

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Find out more](#)









- Wanderlists    Your search
- Content led popular items #1
  - Content led popular items #2
  - Content led popular items #3
  - Content led popular items #4
  - Content led popular items #4

**ON CLICK**  
Matching entry on map highlights

X Sites in region / country / your search...

▼ NAME    SHOW 12

**DISPLAY AS:**  
GRID / LISTING / MAP

-  SITE NAME [REGION / COUNTRY] FROM £XX 
-  SITE NAME [REGION / COUNTRY] FROM £XX 
-  SITE NAME [REGION / COUNTRY] FROM £XX 
-  SITE NAME [REGION / COUNTRY] FROM £XX 
-  SITE NAME [REGION / COUNTRY] FROM £XX 
-  SITE NAME [REGION / COUNTRY] FROM £XX 
-  SITE NAME [REGION / COUNTRY] FROM £XX 



**MAP FOCUSSES ON**  
region which encompasses all sites within list to the LHS

**SCROLLS**  
Independently of map on RHS of screen

# UX Journey / Overseas Journey / Campsite listing page / "LIST" VIEW (Desktop / Tablet)

Overseas Travel

Watch prices 

## Explore *Region / Country / Other*

Countries | Regions | Sites | [Tours in region / country / other] | Late availability

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Find out more](#)



Wanderlists Your search

- Content led popular items #1
- Content led popular items #2
- Content led popular items #3
- Content led popular items #4
- Content led popular items #5

X Sites in region / country / your search...

▼ NAME    SHOW ALL

Lorem Ipsum dolor sit et orme

At a Glance

- Tour of medieval Combourg Chateau
- St Malo and the Maloiniere du Sauvage
- River tour through the attractive town

[View full site details](#)

SITE NAME

[REGION / COUNTRY]

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in

FROM £XX



[Load more results...](#)

**CLICK**  
reveals further detail panel and "view site details" button.

**Mirroring GRID VIEW**  
behaviour

**RESEARCH AND MARKET RESULTS SUGGESTS**  
Preferential to paginated results or lazy loading methods of presenting large subsets of products (in terms of distance travelled through products, purchase of products)

Etsy once experimented with infinite loading and saw a significant downturn in profits



# UX Journey / Overseas Journey / Campsite listing page / (Mobile)

## Search view

### WHEN ARE YOU LOOKING TO TRAVEL...

Offers option to enter precise dates, or specify a broader window of interest

### BREADTH OF SEARCH OPTIONS

User search follows similar breadth to the main search and book process to keep both areas in line with one another / reduce user confusion

### FAVORITE SEARCH / CROSS SELLING

The process of returning to search simpler / enables club to measure interest in sites (above and beyond methods available so far). Potential to cross sell / collect permission to promote product lines in the event of special offers

## List view / (default view)

### INDIVIDUAL CAMPSITE LISTINGS

Reflect availability of pitches via colouring of "favourite" star / text within the listing (extends the depth of information accessible within this view further)

### INDIVIDUAL CAMPSITE LISTINGS (EXPANDED)

To show detail about the site and display additional option to travel to the sites "Site details" view

## Map view

### INDIVIDUAL CAMPSITE MARKERS

Could reflect availability of pitches via colouring of site marker (extends the depth of information accessible within this view further)

The markers might for instance reflect 3 base states (full availability, some availability, no availability)

Full availability
  Some availability
  No availability

# UX Journey / Overseas Journey / Check out / (all accordions closed on page entry)



[Customer services](#) | [Log in or Register](#)

[Membership](#) | [UK Holidays](#) | [Overseas holidays](#) | [Offers](#) | [Insurance](#) | [Advice & Training](#) | [What's On](#) | [Classifieds](#) | [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

### Party details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

Your party details

Tell us a bit more about your party

Your travel plans

Tell us a bit more about your travel plans

Your outfit and vehicle

Tell us a bit more about your party, outfit and vehicle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

**BOOK NOW**

### YOUR ITINERARY <chronological order>

< Crossing port #1 >
< Destination #1 >
< Destination #2 >
< Destination #3 >
< Crossing port #2 >
< Holiday cost > £xxx.xx

**PAGE ENTRY**  
With all accordions closed, and introduction to the page qualifying which information must be supplied

**INTERMEDIARY STATE**  
Separate term to qualify that none of the items added so far have been put on hold / booked

**HOLIDAY PRICE**  
Based on data supplied so far by booking widget

**QUERY: CONTACT NUMBER**  
Presently requested to corroborate the travellers wish to initiate booking. This seems a pretty irregular method?

Would it not more relevant to ask the lead member to confirm having read the TCC terms and conditions?

# UX Journey / Overseas Journey / Check out / Party details accordion open on page entry



[Customer services](#) | [Log in or Register](#)

- [Membership](#)
- [UK Holidays](#)
- [Overseas holidays](#)
- [Offers](#)
- [Insurance](#)
- [Advice & Training](#)
- [What's On](#)
- [Classifieds](#)
- [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

### Party details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque la cursus ligula.

#### Lead travellers:

Mr A. N. Other

Mrs A. N. Other

#### Additional party members:

Mr Previous Guest #1

Miss Previous Guest #2

ADD NEW TRAVELLER

#### Your travel plans

Tell us a bit more about your travel plans

#### Your outfit and vehicle

Tell us a bit more about your party, outfit and vehicle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque la cursus ligula.

BOOK NOW

### YOUR ITINERARY <chronological order>

< Crossing port #1 >

< Destination #1 >

< Destination #2 >

< Destination #3 >

< Crossing port #2 >

< Holiday cost > £xxx.xx

### PAGE ENTRY

With first accordion open

As this accordion includes data which is required would it be quicker to arrive to the page with this device open?

# UX Journey / Overseas Journey / Check out / Party details / Edit party member details



[Customer services](#) | [Log in or Register](#)

[Membership](#) | [UK Holidays](#) | [Overseas holidays](#) | [Offers](#) | [Insurance](#) | [Advice & Training](#) | [What's On](#) | [Classifieds](#) | [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

### Party details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

#### Lead travellers:

Mr A. N. Other

Mrs A. N. Other

#### Additional party members:

Mr Previous Guest #1

Miss Previous Guest #2

ADD NEW TRAVELLER

#### Edit <Mr Previous Guest> details

Title	Name of traveller	Date of Birth	Gender	
Mr	Previous Guest #1	DD/MM/YY	Male	

#### Your travel plans

Tell us a bit more about your travel plans

#### Your outfit and vehicle

Tell us a bit more about your party, outfit and vehicle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

BOOK NOW

### YOUR ITINERARY <chronological order>

< Crossing port #1 >

< Destination #1 >

< Destination #2 >

< Destination #3 >

< Crossing port #2 >

< Holiday cost > £xxx.xx

#### LEAD PASSENGERS

At least one must be selected, the lead driver must appear on each booked component (site / ferry / tunnel)

#### EDIT TRAVELLERS DETAILS

#### REMOVE PASSENGERS

Lead member can remove details of previous passengers from appearing in the future

# UX Journey / Overseas Journey / Check out / Party details / Add new party member



[Customer services](#) | [Log in or Register](#)

- [Membership](#)
- [UK Holidays](#)
- [Overseas holidays](#)
- [Offers](#)
- [Insurance](#)
- [Advice & Training](#)
- [What's On](#)
- [Classifieds](#)
- [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

### Party details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

#### Lead travellers:

 Mr A. N. Other Mrs A. N. Other

#### Additional party members:

 Mr Previous Guest #1 Miss Previous Guest #2

ADD NEW TRAVELLER

#### Add new traveller

Title	Name of traveller	Date of Birth	Gender
Mr ▼	Previous Guest #1	DD/MM/YY	Male ▼

#### Your travel plans

Tell us a bit more about your travel plans

#### Your outfit and vehicle

Tell us a bit more about your party, outfit and vehicle

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

BOOK NOW

### YOUR ITINERARY <chronological order>

< Crossing port #1 >	
< Destination #1 >	
< Destination #2 >	
< Destination #3 >	
< Crossing port #2 >	
< Holiday cost >	£xxx.xx

ADD NEW TRAVELLERS DETAILS

QUERY: ITENARY UPDATE  
Is there any benefit reflecting further detail within the overseas "basket" as it is entered here?

QUERY: FURTHER DETAIL CAPTURE?

Is it feasible to capture useful information which could be used to remarket services / membership offers etc?

PASSPORT NUMBER –  
Mentioned by Peter Lewis as an extension TCC might be looking to build into future updates within overseas travel

# UX Journey / Overseas Journey / Check out / Travel plans



Customer services | Log in or Register

- Membership
- UK Holidays
- Overseas holidays
- Offers
- Insurance
- Advice & Training
- What's On
- Classifieds
- Club Together Home

Overseas travel check out

## Lorem ipsum dolor

**Party details**

*Tell us a bit more about your party*

**Your travel plans**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

	Lead Traveller	New Guest #1	New Guest #2	New Guest #3	New Guest #4
Crossing port #1 (# passengers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination #1 (# passengers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination #2 (# passengers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination #3 (# passengers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crossing port #2 (# passengers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any special requests linked to this booking?

*<Do you have any special requests relating to your booking ?>*  
*<Travelling with other parties to site etc>*

**Your outfit and vehicle**

*Tell us a bit more about your party, outfit and vehicle*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

BOOK NOW

**YOUR ITINERARY** *<chronological order>*

< Crossing port #1 >

< Destination #1 >

< Destination #2 >

< Destination #3 >

< Crossing port #2 >

< Holiday cost > £xxx.xx

**PAX NUMBERS SUBMITTED SO FAR**

**SECTION COMPLETE**  
Reinforces sense that the user has taken a positive step towards booking completion

**PASSENGERS / ELEMENT** checklist to enable lead passenger to link passengers to elements of the booking

**QUERY:** Would it be useful to assign special requirements to parts of the trip / specific travellers on the trip?

Would it be useful to add method of adding passenger here also?

**LEAD PASSENGERS**  
Displayed in an in-editable manner to qualify the requirement that the lead member has to be present on each booked element

# UX Journey / Overseas Journey / Check out / Travel plans - clash



Customer services | Log in or Register

- Membership
- UK Holidays
- Overseas holidays
- Offers
- Insurance
- Advice & Training
- What's On
- Classifieds
- Club Together Home

Overseas travel check out

## Lorem ipsum dolor

**Party details** ✓  
Tell us a bit more about your party

---

**Your travel plans**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

	Lead Traveller	New Guest #1	New Guest #2	New Guest #3	New Guest #4
Crossing port #1 (4 passengers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Destination #1 (2 passengers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination #2 (2 passengers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destination #3 (3 passengers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Crossing port #2 (4 passengers)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Do you have any special requests linked to this booking?

<NOTE> Your travel quote Included a total of 4 passengers for Crossing port #2.....

**<UPDATE BOOKING>**

---

**Your outfit and vehicle** +  
Tell us a bit more about your party, outfit and vehicle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

**BOOK NOW**

**YOUR ITINERARY** <chronological order>

< Crossing port #1 >

< Destination #1 >

< Destination #2 >

< Destination #3 >

< Crossing port #2 >

< Holiday cost > £xxx.xx

**PASSENGERS / ELEMENT** checklist to enable lead passenger to link passengers to elements of the booking

**QUERY:** Would it be useful to assign special requirements to parts of the trip / specific travellers on the trip?

Would it be useful to add method of adding passenger here also?

**CLASH IN DETAILS COLLECTED SO FAR**  
**QUERY:** Would this be the point you would ask the visitor if they would like to add an additional traveller?

**TRIGGER AVAILABILITY CHECK?**  
Add the ability to assign travellers to elements of the trip , plus reflect the potential that availability would need to be rechecked

# UX Journey / Overseas Journey / Check out / Outfit details



Customer services | [Log in or Register](#)

[Membership](#) | [UK Holidays](#) | [Overseas holidays](#) | [Offers](#) | [Insurance](#) | [Advice & Training](#) | [What's On](#) | [Classifieds](#) | [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

**Party details**  
Tell us a bit more about your party

**Your travel plans**  
Tell us a bit more about your travel plans

**Your outfit and vehicle details**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

License plate

<Default car>   
<Overview of length; width; height of default car>

<Default outfit: caravan>   
<Overview of length; width; height; axes on default caravan>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

**BOOK NOW**

**YOUR ITINERARY** <chronological order>

< Crossing port #1 >

< Destination #1 >

< Destination #2 >

< Destination #3 >

< Crossing port #2 >

< Holiday cost >      £xxx.xx

**Special requirements**  
<special requirements entered by user>

**DEFAULT OUTFITS NOTE**  
Qualify the only required piece of data here is the license plate number?

**DEFAULT OUTFITS**  
Trying to reinforce the sense that so far of availability / quotes so far are based on default values unless the user have refined the details so far

**SPECIAL REQUIREMENTS**  
Listed under overview of itinerary, as assumed to be of key importance to booking

**QUERY:** Would displaying terms and conditions / maps for each site be useful to note here?

**BOOK NOW**  
Available as soon as valid number plate entered?

**QUERY:** Or open the accordion which relates to the number plate and require user to confirm values? Could this be implied within the terms and conditions box



# UX Journey / Overseas Journey / Check out / Outfit details (Campervan / Trailer Tent / Caravan)



[Customer services](#) | [Log in or Register](#)

[Membership](#) | [UK Holidays](#) | [Overseas holidays](#) | [Offers](#) | [Insurance](#) | [Advice & Training](#) | [What's On](#) | [Classifieds](#) | [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

**Party details** ✓  
*Tell us a bit more about your party*

**Your travel plans** ✓  
*Tell us a bit more about your travel plans*

**Your outfit and vehicle details**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

License plate

<Default car> +  
*<Overview of length; width; height of default car>*

**Refine outfit**

Make	Model	Length	Width	Axles
<input type="text" value="Select"/>	<input type="text" value="Please enter details"/>	<input type="text" value="## meters"/>	<input type="text" value="## meters"/>	<input type="text" value="# axles"/>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

**BOOK NOW**

YOUR ITINERARY <i>&lt;chronological order&gt;</i>	
< Crossing port #1 >	
< Destination #1 >	
< Destination #2 >	
< Destination #3 >	
< Crossing port #2 >	
< Holiday cost >	£xxx.xx

**Special requirements**  
*<special requirements entered by user>*

**MAKE "TYPEAHEAD" FIELD**  
One fewer question to ask (what type of outfit/vehicle are you travelling in)

**OUTFIT LENGTH, WIDTH, AXLES**  
**QUERY:** does it make sense to offer the ability to adjust dimensions (do many caravanner's outfits differ from the standard?)

**QUERY:** Is it possible for caravanner's to change the number of axles on their outfits?

# UX Journey / Overseas Journey / Check out / Outfit details / Car



[Customer services](#) | [Log in or Register](#)

Search



[Membership](#) | [UK Holidays](#) | [Overseas holidays](#) | [Offers](#) | [Insurance](#) | [Advice & Training](#) | [What's On](#) | [Classifieds](#) | [Club Together Home](#)

Overseas travel check out

## Lorem ipsum dolor

### Party details

Tell us a bit more about your party



### Your travel plans

Tell us a bit more about your travel plans



### Your outfit and vehicle details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

License plate

License entered



### Refine car

Make

Model

Length

Width

Axles

Enter make

Please enter details

## meters

## meters

# axles

<Default outfit: caravan>

<Overview of length: width: height: axles on default caravan>



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie, sapien orci dapibus justo, at dignissim lacus ex quis diam. Pellentesque id cursus ligula.

BOOK NOW

### YOUR ITINERARY

<chronological order>

< Crossing port #1 >

< Destination #1 >

< Destination #2 >

< Destination #3 >

< Crossing port #2 >

< Holiday cost >

\$xxx.xx

### Special requirements

<special requirements entered by user>

**ONLY REQUIRED FIELD IN "YOUR OUTFIT AND VEHICLE DETAILS"**

The only information required in the section is the license plate of the vehicle unit you are travelling in

**AGREE TO TERMS AND CONDITIONS**

Once the final required field is ticked "BOOK NOW" becomes active

# UX Journey / Overseas Journey / Check out / Mobile

Initial state (optional)

£XX.XX  
TOTAL COST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean efficitur nisi sem vestibulum ante ipsum primis in faucibus orci.

Your party details ▾\*

Your travel plans ▶\*

Your outfit and vehicle (Car + caravan) ▶\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit aenea efficitur nisi sem vestibulum ante ipsum primis.

< BOOK NOW >

Party overview (optional)

£XX.XX  
TOTAL COST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean efficitur nisi sem vestibulum ante ipsum primis in faucibus orci.

Your party details ▾\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. aenean efficitur nisi sem vestibulum ante ipsum primis.

Lead travellers: Contact number:

Mr A. N. Other 01234567891011

Mrs A. N. Other 01234567891011

<Additional party members > +  
< Lorem ipsum dolor sit amet consectetur >

Your travel plans ▶\*

Your outfit and vehicle (Car + caravan) ▶\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit aenea efficitur nisi sem vestibulum ante ipsum primis.

< BOOK NOW >

Vehicle type (optional)

£XX.XX  
TOTAL COST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean efficitur nisi sem vestibulum ante ipsum primis in faucibus orci.

Your party details ✓

Your travel plans ▾\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit aenean efficitur nisi sem vestibulum ante ipsum primis in faucibus orci.

<Crossing port #1> +  
< Lorem ipsum dolor sit amet consectetur >

<Site booking #2> +  
< Aenean efficitur nisi sem vestibulum >

<Site booking #2> +  
< Ante ipsum primis in faucibus orci lorem ipsum dolor>

<Site booking #2> +  
< Ante ipsum primis in faucibus orci lorem ipsum dolor>

<Site booking #2> +  
< Ante ipsum primis in faucibus orci lorem ipsum dolor>

Do you have any special requests linked to this booking?

<Travelling with other parties to site etc>

Your outfit and vehicle (Car + caravan) ▶\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit aenea efficitur nisi sem vestibulum ante ipsum primis.

< BOOK NOW >

Required fields complete

£XX.XX  
TOTAL COST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean efficitur nisi sem vestibulum ante ipsum primis in faucibus orci.

Your party details ✓

Your travel plans ✓

Your outfit and vehicle (Car + caravan) ▾\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam posuere, odio eget lacinia molestie.

What is the registration of your vehicle?

Vehicle registration entered \*

<Default outfit: caravan> +  
<Length; width; height; axes on default caravan>

<Default car> +  
<Overview of length; width; height of default car>

Lorem ipsum dolor sit amet, consectetur adipiscing elit aenea efficitur nisi sem vestibulum ante ipsum primis.

< BOOK NOW >

Overseas travel

# Ferry Booking

[Register for last minute deals](#)

Select your route...  
County / Region / Port

From...

Where are you travelling to?  
Site / Region / Country

Site / Region / Country

License plate < Please enter license >

adult  child

Date of travel Arriving on:

Departs: < Location name >

Arrives: < Location name >

Sort by:  a - z  cost  date/time  duration  distance

	Service:	Departs:	Arrives:	Duration	From
	AAAAA1	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA2	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA3	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA4	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA5	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA6	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA6	(HH:MM)	(HH:MM)	(HH:MM)	£###.##

Please note: LPG vehicles cannot be accepted for transport by Eurotunnel. This is a non refundable ticket.

[Operators Terms and Conditions](#)

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Departs: < Location name >

Arrives: < Location name >

	Service:	Departs:	Arrives:	Duration	From
	AAAAA1	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA2	(HH:MM)	(HH:MM)	(HH:MM)	£###.##

Please note: This is a non refundable ticket.

[Operators Terms and Conditions](#)

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	Service:	Departs:	Arrives:	Duration	From
	AAAAA1	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA2	(HH:MM)	(HH:MM)	(HH:MM)	£###.##

Please note: This is a non refundable ticket.

[Operators Terms and Conditions](#)

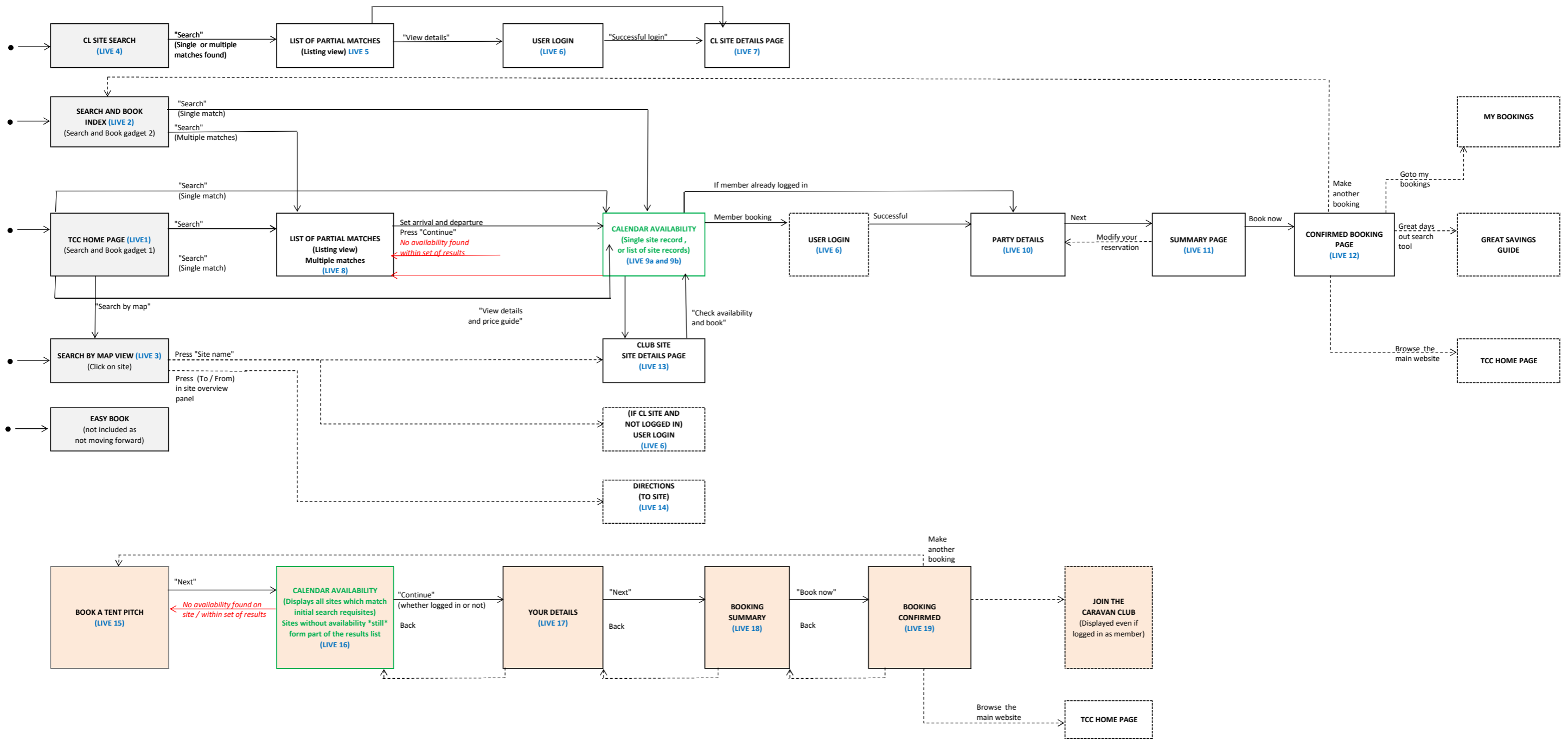
---

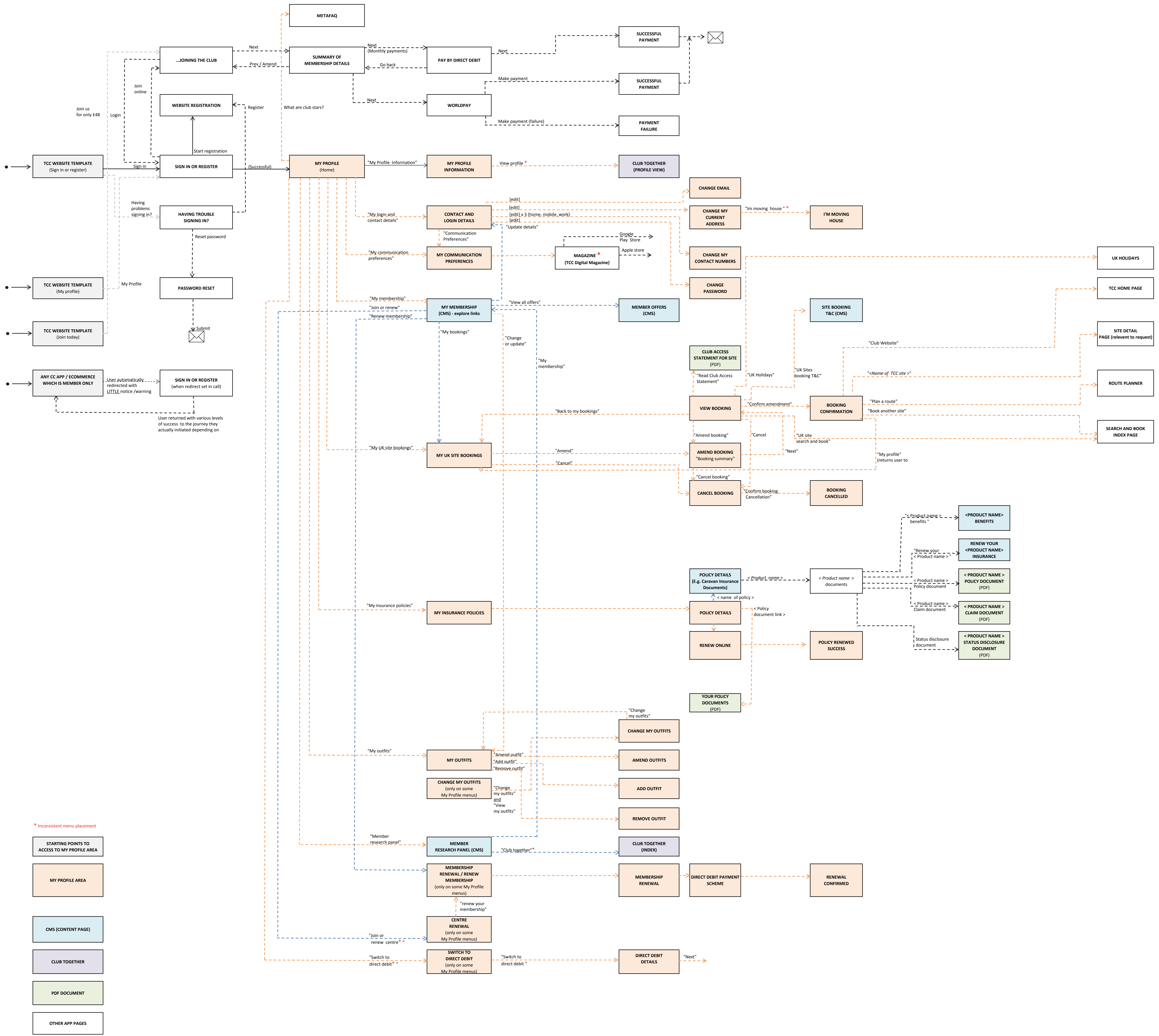
	Service:	Departs:	Arrives:	Duration	From
	AAAAA1	(HH:MM)	(HH:MM)	(HH:MM)	£###.##
	AAAAA2	(HH:MM)	(HH:MM)	(HH:MM)	£###.##

Please note: This is a non refundable ticket.

[Operators Terms and Conditions](#)

UK SEARCH AND BOOK // JOURNEY / AS IS - Today





\* Inconsistent menu placement

- STARTING POINTS TO ACCESS TO MY PROFILE AREA
- MY PROFILE AREA
- CMS (CONTENT PAGE)
- CLUB TOGETHER
- PDF DOCUMENT
- OTHER APP PAGES