**Team Name:** Camping Box, Holiday VW Campervan Hire, New Forest UK

**Names:** Mackenzie Olander, Lisa Cook

**Date:** 10/23/2018

*Camping Box a VW Camper van hire for holidays, in the UK based in the Newforest, Hampshire.*

**Goals**

* Increase new customers and retain old via customer experience.
* Engage with past customers and increase returning customers
* Build relationships via their memories
* Increase specialty package sales, such as our “honeymoon package”
* Provide better experiences for our customers through partnerships with surrounding area attractions

**What would you like the website to be able to do for your users?**

* The website should show the variety of VW camper Vans that we have available to choose from, along with their rates and amenities for each
* Allow customers to schedule and check reservations online
* List attractions from the surrounding area that customers may be interested in seeing, such as shopping, restaurants, and wineries
* Encourage customers to view and purchase a special occasion package, especially newly weds and couples celebrating an anniversary
* Open up a dialogue between us and our customers through blogging and comments
* Display testimonials from past customers
* Allow customers to easily find our location on a map

**Who are some of your top competitors?**

* https://www.newforestsafari.comWhispering Pines Bed & Breakfast
* https://www.vwcamperhire.com/vw/new-forest-vw-campervan-hire.php
* <http://www.happycampersni.com/?gclid=EAIaIQobChMIxPyxp-Kc3gIV2UwNCh3jxAzZEAMYAiAAEgI8SfD_BwE>
* <https://oconnorscampers.co.uk/how-it-works>

**New Forest Safari Campers**

<https://www.newforestsafari.com/>

This company is an “Award Winning New Forest Safari Camper”. They rent out large VW Camper vans to customers to take them out on “mini-adventures” instead of renting the stereotypical RV or Motorhome. This company been around since 2012. Loyal customers that have used them for years could be our biggest issue.

Pros

* Navigation and website is responsive and works well
* Design is pretty well done except for a few specific areas
* Text is fun and playful
* Information is easily accessible

The footer navigation is used well and is organized nicely for the viewer if they would need to use these items. All navigation systems use a hover for clickable information.

Cons

* Their first picture gallery is off set. Could be an issue in the coding
* Their page text boxes are way too long. They should have set it at a wider text box to avoid having the viewer scroll so much.
* The hierarchy between navigation systems is kind of confusing due to them being around the same size and directly next to each other.
* The screen display eliminates showing the information when collapsing it to a smaller screen. This could be from it just being considered a desktop though.
* Their “about” page is way too long.

**O’Connors Campers**

<https://oconnorscampers.co.uk/how-it-works>

This company also has a VW Camper van for hire that is “Award Winning”. They were established in 2002 to they also have been around for a while. They probably have loyal customers and plenty of experience to keep their business afloat.

Pros

* They have a live chat for you to communicate with their company
* Their design is more photography based and simple concept which I find to be more interesting.
* They give you many clickable objects for easy access.
* They discuss a lot of valuable information and definitely show their experience with this type of work environment/experience.
* Navigation and website is very responsive to their design

Their navigation bar is a drop-down menu so that they could use the first screen to show their photography and clickable elements. It is also broken down into two sections; you could use the drop-down menu for certain information and then click/scroll through the first pages and click on those elements as well. The footer information is more of the policy type of information and all navigation systems use a nice hover element when clicking.

Cons

* The information in their drop-down menu is very minimalistic and was confusing to me at first. Meaning they had a basic title of what a clickable item could be, but then it took you to a menu with 5+ options to look at, which I didn’t understand through the title of the navigation item.
* All of their information is on one single page, that the viewer would have to scroll through if they didn’t click on the navigation. It isn’t individual pages for each element.
* Their “about” page is also very long. I couldn’t find much information on the company itself because it was mainly focused on the staff.
* The screen display eliminates showing the information when collapsing it to a smaller screen.

**Camperbug Cool Campervan Hire**

<http://www.camperbug.co.uk/>

“Camperbug is the biggest and best campervan hire website” This company would probably be our biggest competition because they are the prime location (their company expands to many locations) for finding a VW camper.

Pros

* They have many van options to choose from
* Navigation and website is responsive.
* They have a moving gallery with their pictures that I enjoy.
* I like their illustration design that they chose.

Their navigation is very simplistic and not overly descriptive. Many of their resources can be found within the first page but the navigation system in the header is not very helpful. The navigation in the footer has more of the descriptive little detail information (is generally found at the bottom anyways) Their navigations use hover elements for clickable information.

Their main idea is giving the break down on information within each specific van option on the screen instead of it being an all-around brief explanation of how the company works. Each van option gives a description of their specific information/pricing/what is included/dates available.

Cons

* Their website is very basic and not overly design oriented probably due to a wide audience and a large company atmosphere.
* Readability with typeface choices is iffy
* All information is found on one page, whereas I feel it could be broken down more into sections.
* The screen display eliminates showing the information when collapsing it to a smaller screen.

**If you could use a few adjectives to describe your company and desired website, what would they be?**

* A fabulous getaway
* Charming
* Unique
* Enchanting
* Caring
* Historic
* Quaint
* Fun
* Memorable
* Back in time
* Retro

**Designs Aesthetics and Layouts**

* Each competitor uses a different focus on their design; one is graphic based, one is photography based and another is illustration based. Design wise they are all different in that aspect. They all use similar navigation systems and tools such as hover to make the page more responsive. Some of the designs are simpler than others.
* All of the websites are responsive and work with their designs.
* I really enjoyed their use of photography and text as a cohesive unit and I think that could be useful for the viewer or even a nice illustration design would be great also.