Description:

Campground/Resort Reservation Service:

I want to build a semi-automated campsite reservation service, so that people can see what sites are available and reserve them, or inquire for additional information. The website will need to be scaled up to a point where there can be multiple campgrounds provided. There will be a section of the site that can allow a person to create an account, used for reservations and upcoming news. The front page would have a rotating carousel of scenic pictures of the region and amenities, while below that could have other attractions to check out. These other attractions could include anything within the campground, or partner amenities around it that could pay for an advertising slot here.

Potential customers are anyone who would be looking for camping at a lake, but have more amenities available to them other than just a campsite. This would allow them to reserve and pay for items to use on the water, such as kayaks, canoes, paddleboards. They could also purchase and order firewood to be delivered to their campsite.

Features:

A directions page would also have a Google Maps plug-in to make finding the location easy. This directions page could also be placed on an "about" page, that also could include an email signup for a newsletter/discounts.

Multiple different items to rent can be available from a separate page, and reservations on them can be placed in advance and paid for, all from within the customers user account. Every week there would be a featured amenity that would be available at a discount, and this would rotate automatically, with the discount being applied to the customers account.
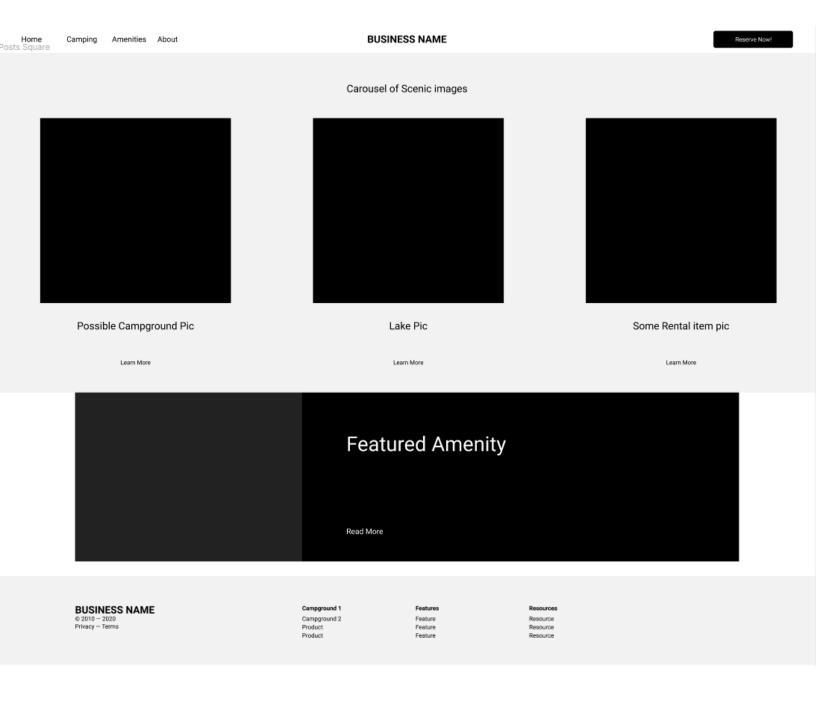
An account creation page would be very important, allowing the user to create an account with a login and password, that would keep a record of everything they have done. This would allow them to simply re-reserve something they have used in the past with little hassle. Signing up for an account would also let them opt in to an email newsletter, letting them know of new features, or possible discounts, as well as the featured amenity. If a potential customer were to create an account, and are looking at making a booking, but doesnt follow through, they will be emailed a small discount code within 48 hours to try and encourage them to book with us.
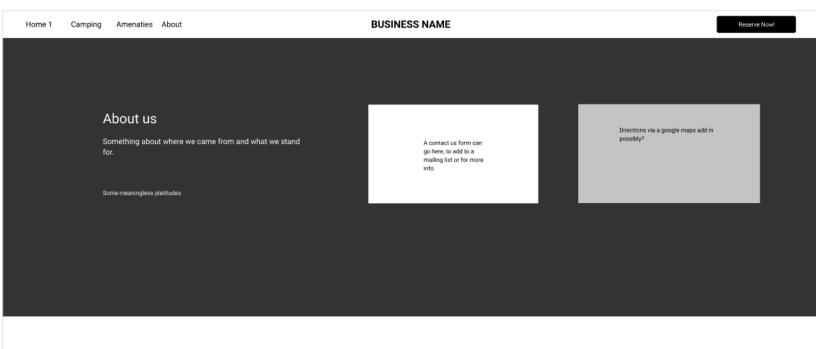
Any other businesses around the Campground could also pay for a spot on the website, advertised as a partner, and if allowed by the partner, could have items available for purchase via the customers account.

Links to Social Media accounts would also be added at the bottom of the pages, to be used for future advertising and social media marketing.

In the future this can be scaled up to include an app as well as being browser based for ease of access. The purpose of this is to make as effortless as possible a customers holiday camping trip.

Wireframes:

Home　　Camping　　Amenities　　About

Posts Square

BUSINESS NAME

Reserve Now!

Carousel of Scenic images

Possible Campground Pic

Learn More

Lake Pic

Learn More

Some Rental item pic

Learn More

Featured Amenity

Read More

BUSINESS NAME
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Campground 1
Campground 2
Product
Product

Features
Feature
Feature
Feature

Resources
Resource
Resource
Resource

Home 1   Camping   Amenaties   About

BUSINESS NAME

Reserve Now!

About us

Something about where we came from and what we stand for.

Some meaningless platitudes

A contact us form can go here, to add to a mailing list or for more info

Directions via a google maps add in possibly?

Featured Amenity

Read More

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Campground 1
Campground 2
Product
Product

Features
Feature
Feature
Feature

Resources
Resource
Resource
Resource