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ARCHETYPES AND JOURNEYS

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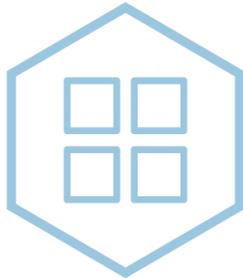
OUR METHODOLOGY

We reviewed the existing research around Vail Resorts' visitor characteristics to identify opportunities and common user goals.



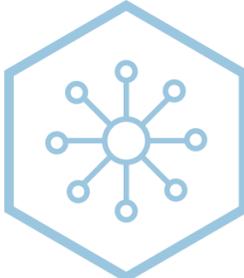
BRIEFING DECKS

Describing the opportunities in each Vail Resorts division.



SEGMENTATION DATA

Showing the breakdown and motivations of your visitors' identities.



RESEARCH

Exploring customer behaviors and the implications of those behaviors.



ANALYTICS REPORTS

Showing the behavior of your users and tracking their goals.



RESORT PROPERTIES

Characterizing the differences in personality between resorts.

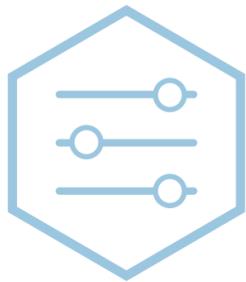


EXPERIENCE MATTERS

Keeping in mind the guides that will inspire our design.

OUR METHODOLOGY

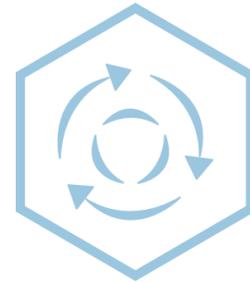
We considered the following facets in crafting meaningful journeys that illustrate a wide variety of scenarios and types of visitors.



ATTRIBUTES



FEATURES



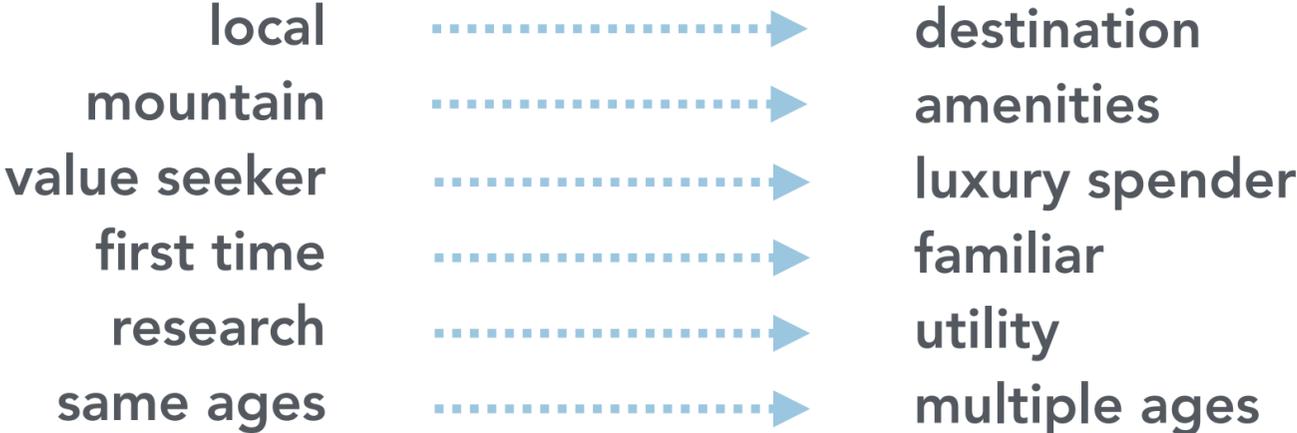
EXPERIENCE MODEL



**USER GOALS &
OPPORTUNITIES**

OUR METHODOLOGY

These diverse attributes will be used to directly impact the design.
They are meant to capture the most important facets of our visitors.



OUR METHODOLOGY

We also noted these diverse attributes to further tailor the experience.



OUR METHODOLOGY

We considered features (content and functionalities) that the user will leverage to accomplish their goals.

Epic Pass
Season Pass
Lift tickets
Ski & Ride School
Rentals

Conditions
Cams
Maps
Extra
Activities
Dining

Lodging
Social
Après ski
Emergency
Services
Shopping

Season selector
Snow.com
Resort dropdown
Email alerts

ARCHETYPES AT A GLANCE



SKIING FAMILY

- Family with two young children
- Have never been to a Vail resort, exploring options agnostic of brand
- Range of ages and needs for activities and amenities
- Looking for a vacation with the least logistical headache
- New Sampler, Destination

GOALS & OPPORTUNITIES

- Illustrate the premium world of Vail with compelling immersive content that exceeds that of competitive brand.
- Reduce complexity of planning with simple booking and package-building flows and guidance.
- Boost comfort and confidence with communication and reminders to help complete the trip.



LOCAL PASS HOLDER

- Local Epic Pass holder, renewing this year
- Wants to maximize value of the pass
- Plans visits day-of based on conditions and who's on the mountain
- Athletic and goal-oriented
- Loyal, Local

GOALS & OPPORTUNITIES

- Help him remember when he needs to purchase his pass to get the best rate.
- Reward for loyalty, repeat visits, and advocacy for the resort.
- Assist him in feeling fulfilled by season experience so he wants to continue to renew.



WEEKEND WARRIORS

- Young couple traveling together
- Live only a few hours from resort; can book last-minute
- Looking to maximize their experience and share with friends
- Have been to Vail and other resorts, non-loyal
- Budget-oriented
- Lapsed Sampler, Destination

GOALS & OPPORTUNITIES

- Instill sense of urgency by rewarding immediate booking with savings and benefits.
- Convince them that Vail is the best experience amongst resort brands.
- Encourage purchase of all-inclusive resort experience/packages.
- Make it easy to share compelling social content to convince others to experience Vail Resorts.



CLASS OF '88

- Group of friends on a annual winter retreat to ski and relax
- Visit Vail for same trip every year, history of several years
- Amenities and luxury-oriented
- Purchase Epic Pass
- Loyal, Destination

GOALS & OPPORTUNITIES

- Make it compelling and easy to seek out the most premium experiences.
- Help keep the repeat experience fresh.
- Use history with Vail to make booking easy and help tailor the experience.
- Provide mechanisms to allow a group to plan together, enjoy together, and remember together.

JOURNEYS



SKIING FAMILY

Josh and his wife are hoping to pass their passion for snow sports down to their two young kids. They're planning a first ski trip as a family and looking for a headache-free experience with a variety of activities to keep their family busy and happy.

SKIING FAMILY: JOSH



1

Josh goes to a few resort sites including Snow.com to research different options for his family's first ski vacation. Josh is a busy dad, and he's ready to plan a vacation based on how quick and easy the booking process is for him. The content on Snow.com is especially helpful in choosing Breckenridge as the right resort for his family. He's also looking into third-party lodging to see if he can save money.



2

Josh tests the waters by searching for a few options in the booking widget. His lodging results are highly visual and made contextual with the help of a map. He runs through a virtual tour of the unique apartment. He sees that he can book the apartment as part of a package with lift tickets for their 5-day stay and by doing so, will get a better deal than the other lodging. According to lift pass options, it's clear he'll save some money if he buys the Epic 5-Day Passes. Booking everything together is a breeze.

SKIING FAMILY: JOSH



3

About three months out, Josh gets a reminder to book rentals for his upcoming trip. He had almost forgotten! While booking the ski equipment, Josh is able to see what other booking decisions he might have relegated for later. He remembers to book transportation to the resort as well as a special dinner reservation. Double score! He shares the trip details with his wife and gives her access to their bookings.



4

When Josh arrives, he accesses his itinerary from his mobile phone for directions to the lodge. The estimated drive from the airport is 130 minutes. They're excited to settle in. During the drive from the airport to the resort, Josh's wife Christine uses her phone to check the location of nearby grocery stores and the rental shop in preparation for tomorrow.

SKIING FAMILY: JOSH



5

Josh's daughter Maya decides she wants to try snowboarding. Josh books her a lesson last-minute for the late morning. It takes just a few minutes to find the right lesson and time slot for her and to associate the lesson to her lift pass by scanning the barcode with his phone.



6

Maya is learning so quickly! She tells her instructor she wants to show off to her parents. Her instructor notifies her parents via their mobile phones to meet at the top of Haunted Forest in 25 minutes. Josh and Christine are further up the mountain, but are able to accurately estimate the amount of time it will take to get to their daughter to watch the rest of her lesson. Excellent wayfinding and accurate travel times make it easy to meet up with others!

SKIING FAMILY: JOSH



7 One night, as the family is browsing the “Family Guide to Breck,” the kids see snowtubing. They beg their parents to let them try it. Christine finds and books 2-hour tickets for the special treat. Après tubing, she uses the interactive mobile map to find a kid-friendly dining option, Columbine Café. She lets Josh know where to meet them by sending him the café’s location via her mobile phone.



8 A few days after their trip, Josh is able to send an email to the kids’ grandparents about their recent Breckenridge trip, complete with a summary of how many vertical feet the family skied and a photo they took. It’s easy to share the memories and reflect on how epic their vacation was.

*** Josh feels the quality of a VR vacation from the moment he books his trip and feels secure in knowing his family is in good hands.**

LOCAL EPIC PASS HOLDER

Jack lives 20 minutes from Keystone. He's an avid snowboarder renewing his Local Epic Pass. He wants to get the most action out of the mountain this winter, to reach some new athletic goals, and to hang out with his friends.



LOCAL EPIC PASS HOLDER: JACK



It's early spring, and Jack's awesome boarding season is just starting to slow down at Keystone, near his home. Jack is already looking forward to the next season. He gets reminded about the option to auto-renew his Local Epic Pass to get the best rate and opts in. He's psyched!



Jack uses the mobile site to check out the details on the new year's pass. It's very clear that if he skis only 4 times in the season, he'll have saved some money. By showing his loyalty to the resort with a pass, he can also get some premium opportunities and access to other resorts for himself and friends if he decides to take a trip.

LOCAL EPIC PASS HOLDER: JACK



3

Jack gets an email in September, a week before he is to be auto-charged for his pass. He's alerted about the opportunity to pay via downpayment, or in full. It's good to have options. He easily accesses his payment options in his account, and makes sure the right credit card information is stored there. While online, he's also encouraged to set a few athletic goals to get the most out of his season. If he downloads the EpicMix app, he'll be able to track his progress. He can't wait to hit the slopes.



4

The season starts! On every free day he has, he starts his morning by checking the mountain conditions and cams. He's hoping to target days with the best snow, but the smallest crowds. It's easy to check this quickly by logging in to the Keystone mobile site and tapping on the quick-access tools.

LOCAL EPIC PASS HOLDER: JACK



5 When he arrives on the slope, Jack texts some friends to see if they want to meet. The mobile site helps him find out which of his buddies are around, and which lifts are open. When he's ready to call it a day, it's easy for him to find a local happy hour to hit up with his friends.



6 One day, one of Jack's boot bindings breaks. He's halfway down a trail, near the bottom of the mountain. He wonders how long it would take to walk to a repair spot. He checks the Keystone site on his phone, and quickly locates a place only 0.3 miles away... not too bad. He also learns that locals get a repair discount. This makes him feel special as a local resident.

LOCAL EPIC PASS HOLDER: JACK



7

Jack wakes up on a day off in early February, and checks the mountain's homepage for conditions. It's a perfect powder day! He's thrilled because it's the first time this season that he hasn't had to work when there's so much powder. There's a type of K2 ski he's been dying to test out on this kind of snow. He checks to see if it's available to rent on the site... It is! It's easy to secure the booking from his phone while he and his buddies are driving to the slopes.



8

After another full season, the snow has finally melted. Jack logs into his account and reviews his stats for the year. He has logged substantial vertical feet, and reached 10 of the 12 goals he set for himself. Next year will be even better! Good thing he's set up to auto-renew his pass.

LOCAL EPIC PASS HOLDER: JACK



Because Jack went to see one of his favorite bands in concert at the resort in the winter, he gets an email in July letting him know that a similar band he might like is playing the resort in a few weeks. He buys tickets for himself and a friend, and uses his Local Epic Pass to get a discount.

*** Jack feels fulfilled and triumphant after a full year of boarding the mountain slopes. He's happy with his accomplishments and the premium experience and care he receives as a Local Epic Pass holder at Keystone.**

THE WEEKEND WARRIORS

Bridget and her partner are planning a trip to Park City. They've been to Vail resorts in past, but the last few years they've been visiting other resorts as well. As a young couple driving from Salt Lake City for a three-day weekend, they are looking to stay within a budget and maximize fun.

THE WEEKEND WARRIORS: BRIDGET



Bridget and her boyfriend are planning a three-day weekend in a couple of weeks. They live in Salt Lake City and are thinking about taking a last-minute ski trip. Bridget starts researching options within a few hours' drive, in Park City. She's on the Vail Resorts mailing list and finds out that they just invested \$50 million into the Park City resort. Sounds enticing! She goes to the site to explore, and decides to log into her Vail Resorts account to save some new trip details.



Two days later, Bridget receives a notification from Park City about her saved trip, stating that if she books her lift passes at least 8 days in advance, she can save money on a pass and rental package. Feeling a new sense of urgency, she calls her partner to confirm dates and checks her work schedule.

THE WEEKEND WARRIORS: BRIDGET



Later that evening, Bridget searches for affordable lodging close to the slopes. Using Park City's Town Guide, she decides to stay in the Park City base area — it's close to the slopes, and has great shopping. Using the rich interactive map, she locates the perfect spot to stay — along with a few dining options that sound like her style, like Legends Bar & Grill and Payday Pizza. She books her lodging.



Completely stoked by her lodging find, she quickly buys the lift and rental package. A couple of minutes later, a confirmation email that contains personalized information about driving routes and Park City's upcoming event calendar allows her to opt into a daily conditions update from Park City.

THE WEEKEND WARRIORS: BRIDGET



During the trip, Bridget and her partner decide to do something different après ski. Bridget uses her phone to access upcoming events, and find details for the Spring Gröv which includes an e-coupon for Gatorade tastings. She shares a photo of their sunset tasting on the mountain to Instagram #gatorade #snowday #sunset #springgruv #rideparkcity. Her post attracts tons of comments and admiration for the unique event.



On the last run of their trip, Bridget takes a tumble and hurts her wrist. Using the mobile map, her partner is able to locate the nearest first aid tent to get the injury checked out, just in case. Even in a stressful situation, Park City has got their back with easy wayfinding!

THE WEEKEND WARRIORS: BRIDGET



Weeks after their wonderful trip, Bridget gets an email asking her about her experience — what she liked, and what could be improved. She answers the survey, and is encouraged to share her experience with friends. In the same email are Park City's summer activity promotions: ziplining tours, horseback riding, and hiking. She watches a GoPro video of a recent guest's zipline experience. It looks like a ton of fun! She remembers what a quality experience it was to visit in the winter, and starts looking into when she can spend another long weekend there this summer.



Bridget plans another trip to Park City in June, to take advantage of the weather by hiking and bird watching. They spend four days hiking, and also rent bikes to try mountain biking. It's tougher than she and her partner expected, so she checks her phone to see what the trail looks like ahead. Luckily, there is an easier route ahead at the fork in the path. They navigate down safely, and enjoy the rest of their biking day on the flatter routes.

THE WEEKEND WARRIORS: BRIDGET



Bridget and her partner enjoy themselves so much during the trip that they can't wait to return in the next months. She plans a weekend for them to visit the town during the fall, and uses the events calendar to find out what else is happening then. Just when they thought it couldn't get any better, the two weekend warriors have found a versatile place where they can enjoy time away from home. Soon, they'll consider themselves Park City locals.

* Bridget feels like Park City is her new happy last-minute getaway, and looks to continue creating memories for seasons to come.

CLASS OF '88 REUNION

Pam and eleven of her longest college girlfriends take a group vacation to Vail every year. They enjoy the skiing, but they're more about the comfort and escape of a snowy stay on the mountain – and they're willing to spend money on the most premium experiences.

CLASS OF '88 REUNION: PAM



It's July, and Pam already knows that she and her friends will be going to Vail for their annual girls' retreat in February. She gets an email with links to some gorgeous hi-def videos of the mountain experience. It reminds her about the benefits of early booking and packages, and lets her know what's new at Vail this coming year – including options that she and her friends might want to explore to make the new year special.



Andrea, one of the friends, suggests that it might be time to try a new resort since they've been going to the same place for the last five years. She sends the group a link to another resort in Colorado. The friends take a look at the other resort's site, then look again at the Vail site. The beautiful photos and stories about Vail take them back to how much fun they've had there in the past. It's not worth the risk to switch — Vail is solid, and there are always new things to do to keep the experience fresh.

CLASS OF '88 REUNION: PAM



3 Coordinating for twelve can be a challenge, so Pam is relieved when she logs into her account to start planning lodging, and finds that all her information from last year's trip has been saved, so she doesn't have to do too much re-entering. She feels rewarded for her repeat visits by the ease of booking. When Pam has a question and needs to talk to someone from customer service, it's easy to locate the phone numbers she needs. Since each of the women on the trip plans to ski a different number of days, she sends them the Epic Pass option overview. Its easy for each of them to figure out which fits their needs best.



4 A couple of months before the trip, she and her friends are ready to start booking their activities, dining, spas, and events. She's particularly interested in finding a few top-notch restaurants and events to make the year's trip extra-special and get her friends excited. It's easy to search the array of amenities and activities, by sorting for premium-level offerings with compelling photos and stories about the things they're interested in. The women are able to send each other suggestions for their shared trip through their accounts.

CLASS OF '88 REUNION: PAM



The trip is finally here, and everyone's excited to spend a smashing week together. It's easy to use the mobile site to wayfind during the trip, call to check on reservations, and search for spontaneous spa visits and events. On the first day, Pam sees a teaser about a Friday afternoon wine club they decide to attend.



Those in the group who have downloaded the EpicMix app have been using it to find each other on the mountain when they split off for the day. At the end of the day, they compare snapshots and stories about their excursions, skiing, and luxurious relaxation. Through their accounts, they can share photos and stats about their activity.

CLASS OF '88 REUNION: PAM



A few months after their tearful goodbyes, they get a special surprise in their inboxes: a reminder of some of their album photos, stats and restaurant check-ins, as well as a snapshot of their previous years' history of fun.

*** The group feels supported and cared for throughout their planning and stay. It's amazing how many fantastic memories they've created at Vail!**

USER JOURNEY DIAGRAMS

A map of...

Modes:

User modes of the Vail experience, from our interaction model: Dreaming, Planning, Booking, Experiencing, Reminiscing

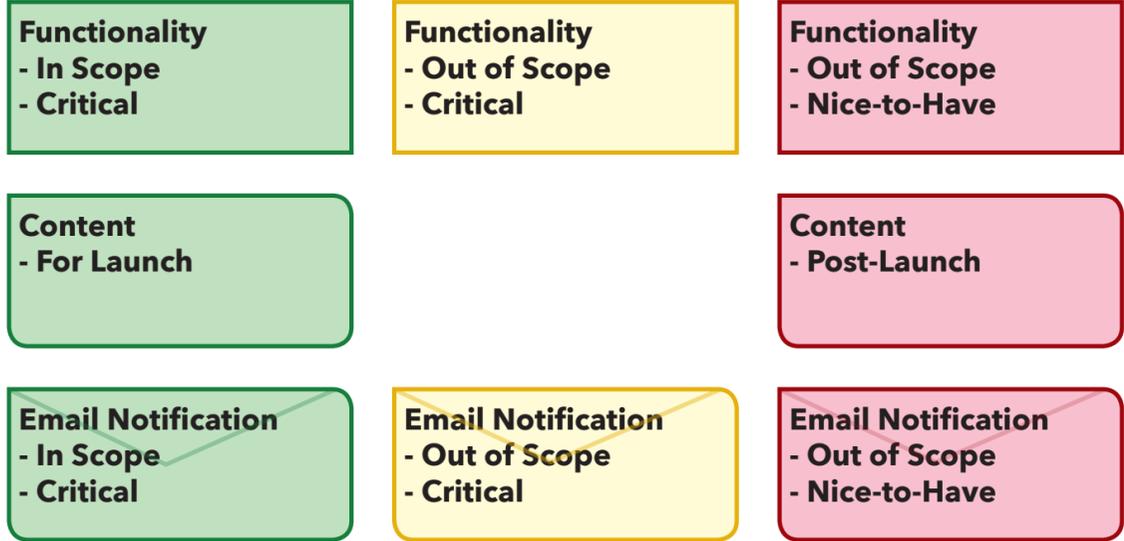
Activities:

Activities that users perform within the above modes

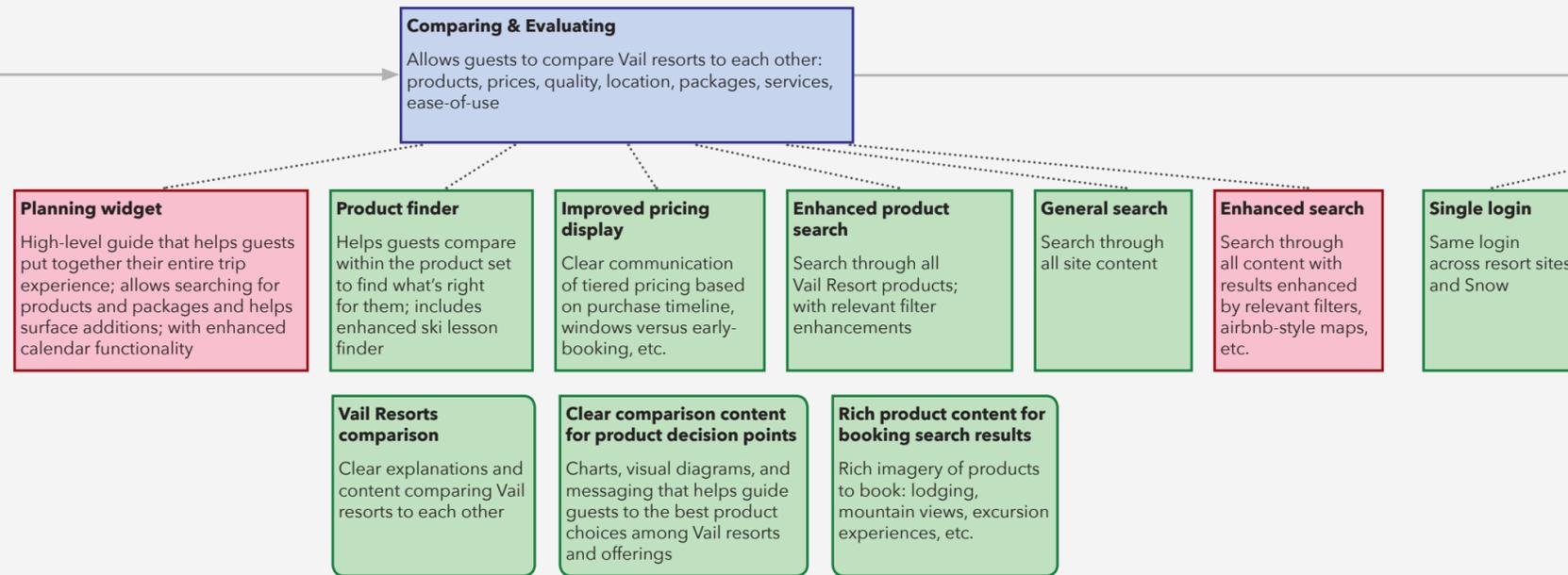
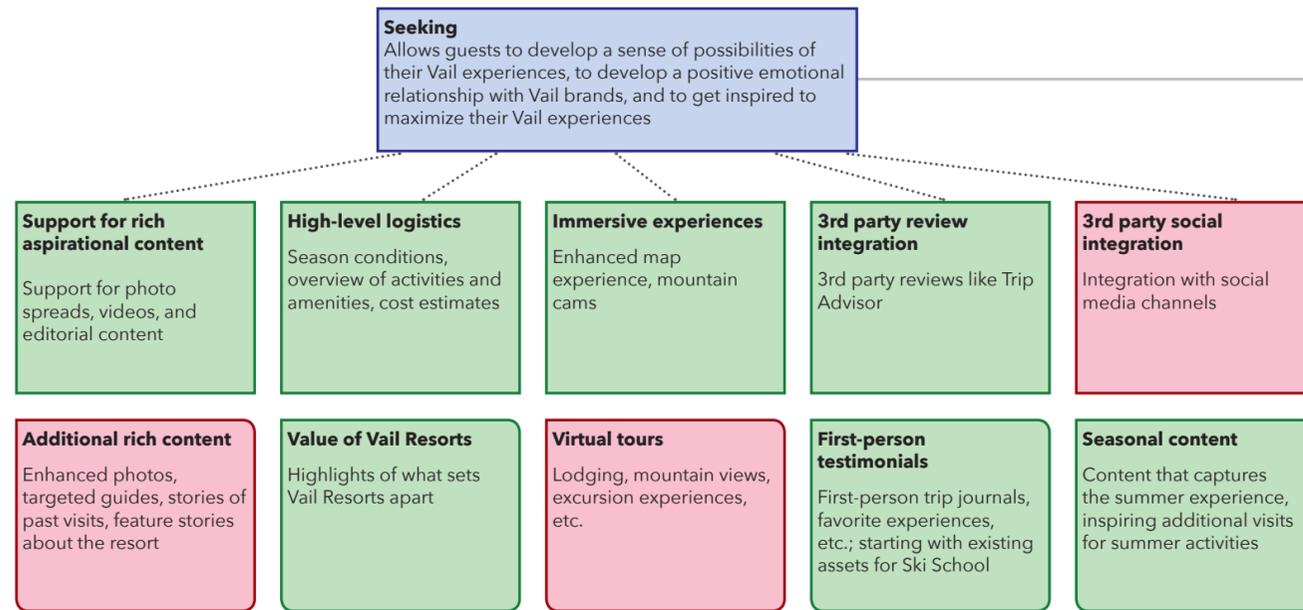
Content and Functionality Features:

Features that support the user activities

KEY



Dreaming



Planning

Creating
Allows guests to set up accounts and profiles and to save trip information

Confirming Plans
Allows guests to checking against personal and work schedules, and coordinate with other travelers

Remembering
Allows guests to keep track of deadlines for booking, catching all the details needed for planning successful trips

Reviewing
Allows guests to review saved details, dates, products, cart, in preparation for checkout

Single login
Same login across resort sites and Snow

Persistent login
Persistent login and remember me functionality that keeps guests signed in across sites (SSO)

Unauthenticated trip retrieval
Using a confirmation number to look up a booked product or trip

Easy account set-up
Profile creation expedited by information already entered by guests, such as easy account creation after checkout

Save to trip/favorites
Ability to save products, interesting activities and events prior to booking them

Share trip or favorites
Share saved itineraries over email, social media, or with another Vail Resorts accounts

Save to trip/favorites (repeat)
Ability to save products, interesting activities and events prior to booking them

User recognition
Ability to recognize a return user without logging in

Dynamic Content
Ability to dynamically display products and content based on user recognition

Save to trip/favorites (repeat)
Ability to save products, interesting activities and events prior to booking them

Checklists (repeat)
Checklists as parts of the targeted guides and referenced from the saved trips and booking process to help guests remember typical steps to consider when planning successful trips

Targeted guides
Guides targeted by interest or audience such as sports, foodies, families, relaxing, nature, Spring, etc.

Email Reminders
Remind guests of things such as purchase deadlines for best rate pricing, additional details to book like car rentals, plane tickets, dinner reservations, ski lessons and equipment rentals

Checklists
Checklists as parts of the targeted guides and referenced from the saved trips and booking process to help guests remember typical steps to consider when planning successful trips

Booking

Purchasing
Allows guests to add products to the cart, enter traveler and payment details, and check out

Next Steps
Allows guests to view recommendations helpful information, share details of booked products to other travelers, etc.

Checking
Allows guests to view daily conditions, lift and trail status, itinerary details

Simple streamlined booking
Minimum steps required to book; steps outline a clear path to completion before beginning; a completion indicator tracks and encourages progress

Booking profiles
The ability to "assign products to people" rather than "people to products" through the booking process and thus target additional tailored suggestions

Easy entry
Auto-populating with saved information and history where possible; mobile-friendly considerations, basic support for international guests, etc.

Cross-recommendation
Guidance building a complete trip as guests add individual products; recommendations for complementary and upgraded experiences

Abandoned cart notifications
For guests who leave the site and come back

Pre-stay email
Recommends other activities and products to add before your trip

Confirmation booking email
Helpful summary of completed booking with links to relevant content and functions on the site

Smart or dynamic email confirmations

Share booked trip information
Share itinerary by email and social media

Enhanced guidance and messaging
Guidance along the purchase path, checklists

Abandoned cart email
Email notifications to users who have started a cart and left the site

Helpful content in confirmation email
For example, checklists of products to book outside of resort booking (car rental and air tickets); links to targeted guides

Recommendations in email
Enhancement of confirmation booking emails that include recommendations for additional products

Quick-access to conditions and status tools
Quick-links from the front page, possibly persistent

Easy-access status information
Access to information such as lift, trail, grooming status

Timely status updates
Faster updating of status information

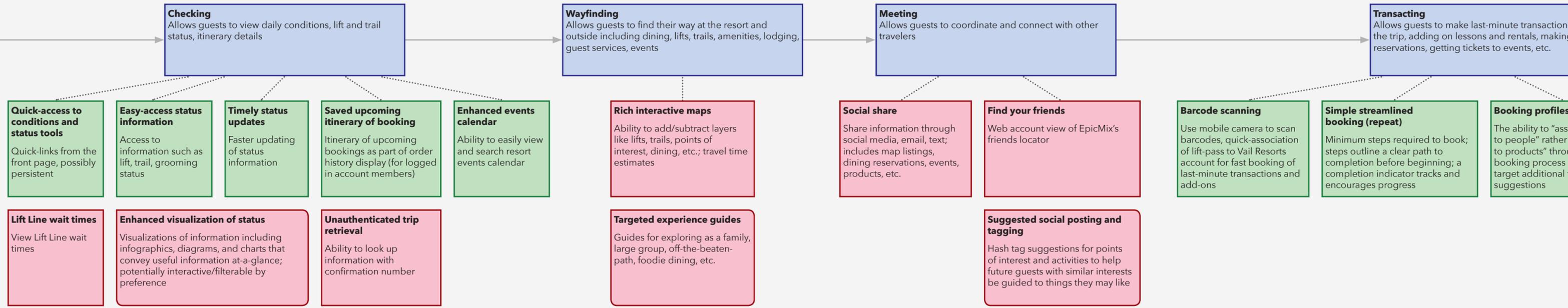
Saved upcoming itinerary of bookings
Itinerary of upcoming bookings as per history display in account menu

Lift Line wait times
View Lift Line wait times

Enhanced visualization of status
Visualizations of information including infographics, diagrams, and charts that convey useful information at-a-glance; potentially interactive/filterable by preference

Unauthenticated retrieval
Ability to look up information without confirmation

Experiencing



Transacting
Allows guests to make last-minute transactions during the trip, adding on lessons and rentals, making dining reservations, getting tickets to events, etc.

Barcode scanning
Use mobile camera to scan barcodes, quick-association of lift-pass to Vail Resorts account for fast booking of last-minute transactions and add-ons

Simple streamlined booking (repeat)
Minimum steps required to book; steps outline a clear path to completion before beginning; a completion indicator tracks and encourages progress

Booking profiles (repeat)
The ability to "assign products to people" rather than "people to products" through the booking process and thus target additional tailored suggestions

Easy entry (repeat)
Auto-populating with saved information and history where possible; mobile-friendly considerations, basic support for international guests, etc.

Capturing
Allows guests to collect artifacts of their great experiences: photos, stats, stories, etc.

EpicMix details accessible in Vail Resorts accounts
Vail Resorts accounts auto-inherit stats, photos, and goals achieved in the EpicMix app

Suggested social posting and tagging (repeat)
Hash tag suggestions for points of interest and activities to help future guests with similar interests be guided to things they may like

Sharing
Allows guests to share memories with friends and family over email, social media, and within the Vail Resorts experience

Social sharing of memories
Easy social-share links from photos, dining reservations check-ins, stats, and other artifacts collected in the Vail Resorts accounts

Sharing of memories within Vail Resorts accounts
Ability to share memory artifacts across guest accounts with Vail Resorts

Social sharing of memories (repeat)
Easy social-share links from photos, dining reservations check-ins, stats, and other artifacts collected in the Vail Resorts accounts

Reviewing
Allows guests to review their experiences and share artifacts created at Vail Resorts

Sharing of memories within Vail Resorts accounts
Ability to share memory artifacts across guest accounts with Vail Resorts

Email reminders for trips
Timed email reminders for upcoming activities and reservations at Vail Resorts

Reminiscing

