

Shadowcliff Mountain Lodge

Insights Summary
May 2022



Introduction

Boulder/Longmont UX Research Meetup group offers a space for User Experience Research professionals to meet and discuss UX-R topics.

Each year, this group engages in a "**Giving Back Project**" where members work collaboratively with local nonprofit organizations or Colorado businesses known for giving back to the community.

This year, volunteers were paired with **Shadowcliff Mountain Lodge** to provide recommendations on Shadowcliff's website based on selected User Experience Research using standard industry methodologies.

About the Team

Josh Morse - Director of Product Design

Stephanie Ogburn - Content Designer, Web Developer

Patrick Lippert - User Testing

Natalie Donner - UX Designer

Andrew Schechterman - Human Factors Engineer

Research Plan

Research Objectives

Through interviews with the Shadowcliff Executive Director, we determined the research objectives were:

- Understand website visitors' perception of Shadowcliff and what it offers.
- Identify pain points, particularly when booking a reservation.
- Provide general guidelines on how best to update the website for improved usability

Research Methods

Research was conducted March, April and May 2022, using the following methodologies:

- User survey
- Usability tests
- Competitive analysis

Presentation Outline

- Research methodology
- Key insights
- Dive into detailed findings

Feel free to stop us and ask questions at any time.

Research Methodologies

User Survey

We ran a survey to understand why users visit the website, their preferred method to book a room, and general impressions.

- The team prepared quantitative and qualitative questions about how users interacted with the Shadowcliff website using Google Forms.
- The link was forwarded the link to Kathy, who posted it to the Shadowcliff mailing list
- There were 76 respondents

Usability Tests

We ran moderated usability tests to observe how users find information about Shadowcliff, and instructed users to complete specific tasks.

- The team moderated 5 usability tests with 5 users
- All sessions were remote
- Users were asked to provide a range of impressions, find information, and complete tasks on the Shadowcliff website
- We measured users' ability to successfully complete a task (success rate).
 - Can the user understand Shadowcliff's values?
 - Can the user easily book a room?
 - Can the user find social, event and community information?
- Notes were compiled by each team member, then combined into a master list

Competitive Analysis

We conducted a competitive analysis to surface opportunities from similar organizations.

- We analyzed 7 websites that we thought leaned toward Shadowcliff integrated non-profit mission, product service, and environment
- We selected a sample from domestic and international organizations. Almost all prioritize a message of "passion for the work they do."
- We explored 7 criteria while reviewing each website
- We looked for compelling features that could be leveraged by Shadowcliff.
- Results were analyzed by each team member, then synthesized into insights

* For further details, see the [attached analysis](#).

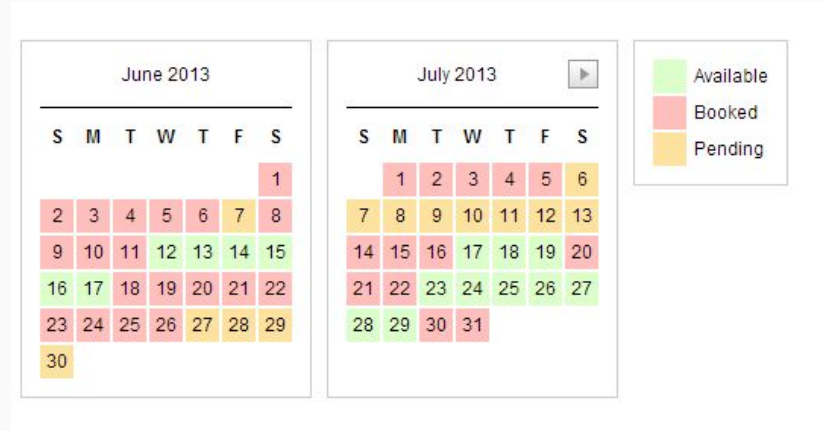
Key Insights

Key Insight #1

Booking could be more straightforward and align with user expectations of a booking experience.

We recommend

- Show available dates (availability calendar*).
- Describe accommodation options on the booking page.
- Include call-to-action "Book Now" buttons on accommodation description pages.




* This does appear to be a service WebRezPro offers

Mail - Taylor, Ryan Z - Outli... x Calendar - Taylor, Ryan Z - ... pricing options for dunn... x FRM: Using Excel to calcul... x The Black-Scholes formula... x Visual Chronology | Shado... x Room Rates & Availability x + -

https://book.webrez.com/v311/#/property/1874/location/626/search

Sources Salesforce Help AVSO DOI Mail Calendar OneDrive DME Requests SharePoint AVS Mineral List AVS Comments IHS Content Due Diligence Mine... DOI Talent EarthExplorer EMI Merger

Cabins



No Availability Found

Our 2022 season begins May 30th and ends the final week of September. You can email us with questions or to discuss our availability. Thank you!

Contact Information

- 970-627-9220
- office@shadovcliff.org
- 663, Grand Lake, Colorado, USA, 80447-0658 80447-0658

Notes

- Check-in: 03:00 PM
- Check-out: 10:00 AM

Cabins

Location: Cabins

Check-in: Jun 03, 2022

Check-out: Jun 05, 2022

People: 2

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	05	06	07	08	09	10	11
Young	12	13	14	15	16	17	18
Under	19	20	21	22	23	24	25
Coupe	26	27	28	29	30	01	02
Pro	03	04	05	06	07	08	09

Today Clear Done

More Options +

Check Rates

Powered by WebRezPro

Video Excerpt, Usability Testing Booking Task - User cannot complete room booking task

What Users Said About Bookings

- "It just seemed like it wasn't working for me." - *User trying to book a room*
- "I didn't initially realize, they are only open Memorial Day to September..is there a way to make that more prominent? I didn't pick up on that" - *User trying to book a room*
- "I'm not sure what the difference between lakeview and waterview is" - *User picking a room option*

Key Insight #2

Users want up-to-date information about upcoming events and programs.

We recommend

- Ensuring regular updates to events and program content
- Consider different options for calendar displays, such as a plugin/widget for calendaring rather than a Google Calendar, or direct links on home page
 - Sorrento Center offers a somewhat [integrated calendar](#)
 - Hawaiian Center uses a [third-party calendar](#) for their classes
- Make upcoming events and program content more prominent on homepage.
 - [Sanctuary Retreat Center](#) home page shows upcoming events with call-to-action buttons to learn more.



Path of the Heart Retreat

June 23rd – 26th, 2022

This 4-day retreat will provide space and guidance to merge more fully into our own hearts, as well as the collective heart of the earth and all beings, establishing a peaceful presence from which we can better access the wisdom needed for changes to happen positively and sustainably.

[Learn More →](#)

Synchronicity May Retreat

May 15th – 22nd, 2022

The May Retreat will be a special gathering. You can expect to find a powerful and expansive energetic, deep and impactful meditations, our array of Wellbeing Services, and a variety of group sessions.

[Learn More →](#)



Key Insight #3

Users do not gain a strong first impression that Shadowcliff is more than a mountain lodge.

We recommend

- Use prime home page real estate to describe what Shadowcliff is and what it has to offer
- Consider using site- and values-specific language on the home page to connote what is special about Shadowcliff, at a glance (See [Hawaiian Sanctuary](#))
- Consider integrating a property map or some way for visitors to get a sense of context and 'place'
- Consider using video playback of the property (but keep in mind bandwidth constraints with video)
- Consider not using a carousel on home page, or slowing the rotation speed

What Users Said About Values

- "If I am going there to take a mental break or collaborate with individuals, knowing the mission, values, and vibe of the place is important." - *User on how they make decisions about what retreat centers they support*
- "Cool looking place. I'm drawn to the spiritual aspect; I think it would be intrinsic in this place, a spiritual experience in the mountains... not unique, but there aren't a whole lot of places like this." - *User feedback on website*

Additional Opportunities

- Users would like a little more information about the Grand Lake Area and local trails
- One user wondered why "Stayed Here Before" requires an email on the booking page instead of Yes/No. That user didn't know what it meant or if it was mandatory
- Booking for children lists the age range as 8-8 (error)
- Other sites use extensive visitor testimonials and reviews, those could be increased or enhanced on the Shadowcliff site
- Social media links were difficult to find for some users

What We and Users Loved

- Lots of great photos
- Learning what Shadowcliff was about, and its mission
- Blog posts and news that appeared recently updated, gave a sense of reliability and activity
- The visual chronology timeline, although wish it was bigger!
- The website is clean and organized

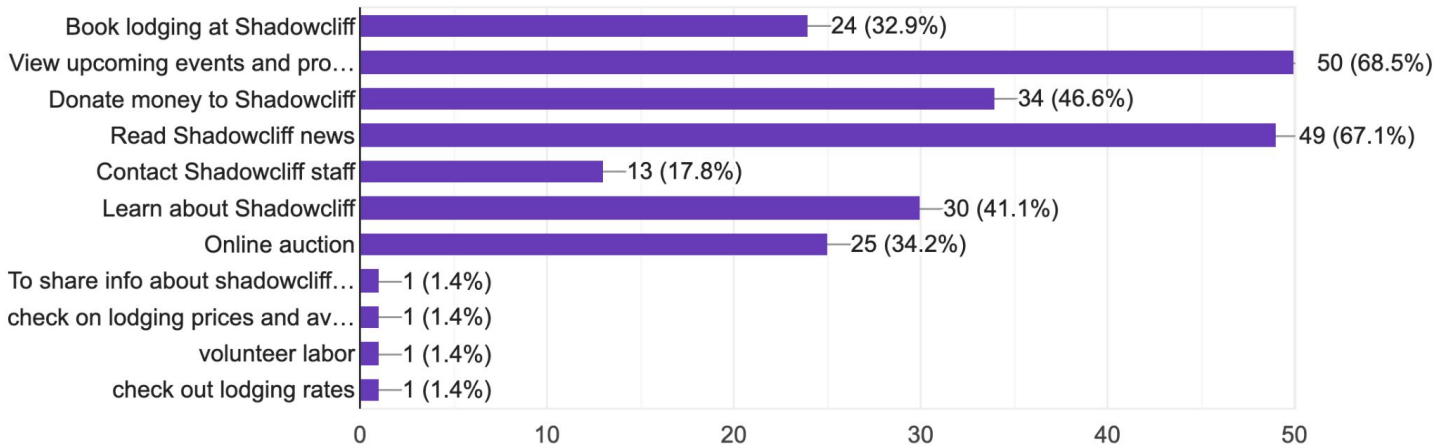
Detailed Findings

User Survey

Survey Results

What were your reasons for visiting the Shadowcliff website?

73 responses

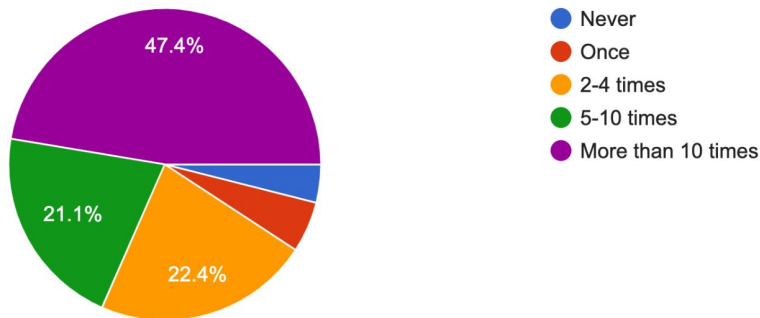


68.5% visit the website to view upcoming events and programs

67.1% visit the website to read Shadowcliff news

How many times have you visited the Shadowcliff website (<https://shadowcliff.org/>) in the last 5 years?

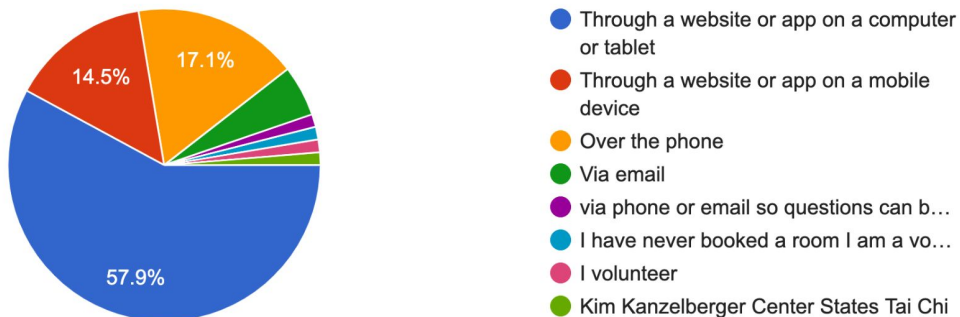
76 responses



47% have visited the website more than 10 times

What is your preferred way to book lodging?

76 responses



57.9% prefer to book lodging through a website or app on a computer or tablet

What do you like most about the Shadowcliff website?

- 22 - Pictures
- 12 - Ease of use/simplicity
- 7 - Shadowcliff news/updates/blog
- 6 - Navigation
- 4 - Informative
- 3 - Staff/board information
- 3 - Program/event information
- 2 - Organization/Layout
- 2 - Visually appealing
- 2 - History/background of Shadowcliff
- 2 - Grand Lake connection/information
- 2 - Video
- 2 - Connection
- 2 - Contact information

What, if anything, would you change about the Shadowcliff website?

- 9 - Improve booking
- 7 - Improve dated design
- 5 - Show lodging availability
- 4 - Update out of date content
- 4 - More pictures
- 3 - Add more information/photos from Grand Lake area
- 2 - Make more user friendly
- 2 - Add more videos/multimedia
- 2 - More detailed information on guest accommodations
- 2 - More recent images
- 2 - Reorganize information/navigation to be easier to find information

Usability Tests

Method and Results

- We conducted usability testing with 5 users
- We investigated the following tasks
 - Can the user understand Shadowcliff's values?
 - Can the user easily book a room?
 - Can the user find social, event and community information?
- We rated users as 1 (completed task), 0.5 (partial completion), 0 (could not complete)

TASK	SUCCESS RATE	Participant 1 Nicholas	Participant 2 Nicola	Participant 3 Ryan	Participant 4 Jake	Participant 5 Marc	How to use this success rate template	
	68.33%						KEY	SCORE
Add your tasks below							User successfully completes task	1.00
TASK 1: Learn About Shadowcliff	90.00%	0.50	1.00	1.00	1.00	1.00	User partially completes task	0.50
TASK 2: Booking A Room	35.00%	0.00	0.00	0.00	1.00	0.75	User does not complete task	0.00
TASK 3: Learning About Community Outreach	80.00%	1.00	1.00	0.50	0.50	1.00		

Competitive Analysis

Method and Assessment Criteria

Our team initially reviewed about 30 websites and from those **we analyzed 7 that we thought leaned toward Shadowcliff's integrated non-profit mission, product service, and environment.**

We explored **7 criteria** while reviewing each website

- Culture
- Differentiators
- Message
- Value Proposition
- Site Layout
- Navigation
- What makes the website "stand out"

Websites Analyzed

Sanctuary Retreat Center (VA)

<https://sanctuaryretreatcenter.org>

Hawaiian Sanctuary (HI)

<https://www.hawaiiansanctuary.com>

Sorrento Centre (BC, CAN)

<https://www.sorrentocentre.ca>

Heartwood Hub (CA)

<https://www.heartwoodhub.com>

Tauhara (NZ)

<https://www.tauharacentre.org.nz>

Loon Lake (BC, CAN)

<https://loonlake.ubc.ca>

Morningstar Retreat (MI)

<http://www.morningstarretreatcenter.com>

Notable Differentiators

- Aerial photos or maps giving a sense of place, size and layout
- Clear rates and availability
- Ability to book online
- Links to reviews or a reviews section on home page
- Prominent links to newsletter signup on home page
- Upcoming events on home page
- Beautiful photography featuring diverse people
- Clear messaging about the sort of place it is and what it offers. Example: "Permaculture, beauty, personal growth." Clear value proposition on Home page.
- Clear messaging about culture, same words repeated in various places to give a consistent message



We are more than just a hotel.

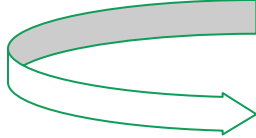
Looking for a hotel in Pāhoa, Hawai'i?

Why not try a sanctuary?

This isn't your typical resort vacation - nestled in the remote jungles of East Hawaii, we offer an authentic taste of island life combined with eco-conscious comfort. Rest, recharge, rejuvenate and reconnect with nature. Comfortably.

At Hawaiian Sanctuary you will enjoy a unique stay in a permaculture farm and spa retreat, with a ton of bonus perks...

Book Now!



Hawaiian Sanctuary

uses a third party plugin (Airbnb) to book lodging dates.

Utilizes "Book Now" CTA buttons within the Accommodations page



☆ 233 reviews

✓ Identity verified

Hawaiian Sanctuary confirmed

- ✓ Identity
- ✓ Email address
- ✓ Phone number
- ✓ Work email

Become a Host



Hi, I'm Hawaiian Sanctuary

Joined in 2012

Some info has been automatically translated. [Show original language](#)

About

Come experience all we have to offer at Hawaiian Sanctuary, a beautiful tropical retreat and wellness center located just a few minutes from historic Pāhoa village.

Your stay in our rooms include so... [read more](#)

Lives in Pāhoa, HI

Hawaiian Sanctuary's listings



★ 4.68 (28)

Private room · Nature lodgqe



★ 4.42 (12)

Private room · Farm stav

Select dates
Wed, 4 May → Fri, 6 May

Select rooms and guests
1 Room, 2 Guests

Have a promo code?



Cabinette Cabin

Sleeps 2 • 1 Single bed • Shared bathroom

Forest view • Non-smoking • Hot Tub • Spa • Free Toiletries • Linen and Towels Provided • Chargeable WiFi • Fan • Heating • Desk...

Located near the Ceramics Studio Yurt, these stand-alone, tiny cabins are located in the heart of our property. The Cabinettes are simply...

[More info](#)

Wed, 4 May - Fri, 6 May are unavailable

[Find available dates](#)

Wed, 4 May 22 - Fri, 6 May 22 2 nights

1 room, 2 guests

Select a rate to continue

Book



Bungalow Bungalow

Sleeps 3 • 1 Double bed • Shared bathroom

Forest view • Non-smoking • Stairs • Laundry Facilities • Linen and Towels Provided • Free Toiletries • Chargeable WiFi • Heating • Fan

These cozy cabins are located in a wooded section of the property.

...

[Heartwood Mountain Sanctuary](#) booking page shows accommodations and details

[Sanctuary Retreat Center](#) includes detailed upcoming events information on Homepage with CTA buttons to learn more

Upcoming Events



07

May

Yoga with Anne Beckenstein

📅 10:00 am

Info



07

May

Nia with Susan Tate

📅 4:00 pm

Info



15

May

Synchronicity May Retreat

📅 May 15, 2022 - May 22, 2022

Info



04

Jun

Yoga with Anne Beckenstein

📅 10:00 am

Info

More Events

welcome to the

Hawaiian Sanctuary

retreats . community . events . permaculture

[Hawaiian Sanctuary](#)

Homepage clearly defines who they are and what they offer

Accommodations, Eco Retreats, and Internships

Hawaiian Sanctuary Retreat Center is an Eco Retreat nestled in the jungles of Big Island, Hawai'i. We are dedicated to providing accommodations, retreats, permaculture education as well as opportunities for personal and collective growth. We open our arms and our home to you with the warm-hearted spirit of Aloha.

Come re-connect with nature in an enchantingly powerful way.



LOON LAKE LODGE & RETREAT CENTRE

West Coast retreats that connect.

[CONTACT US](#)

Maple Ridge's Loon Lake Lodge & Retreat Centre offers corporate retreats, wellness weekends and youth nature-based destination that's less than an hour from Vancouver, British Columbia.

As a proud part of the University of British Columbia, we're designed to deliver inspired learning, foster peace and celebrate our shared natural world.

At Loon Lake Lodge & Retreat Centre, we connect the mind, the body and the soul.

Our Accommodations

[Loon Lake Lodge](#) Homepage also clearly defines who they are and what they offer

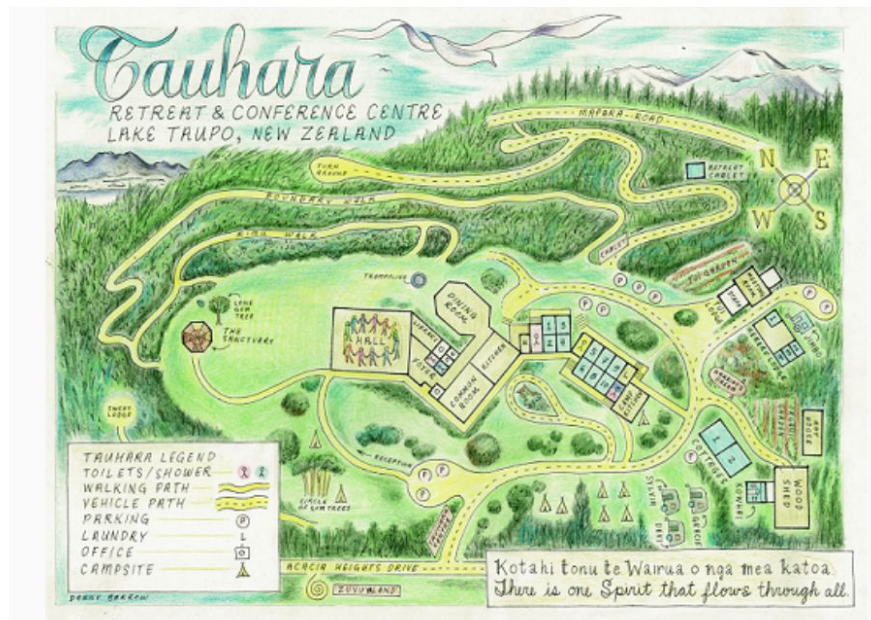
At full capacity, Loon Lake Lodge & Retreat Centre can accommodate up to 174 individuals. Facilities range from corporate-ready Whistler-style accommodations, to well-maintained dormitories that are ideal for students, large families, or those working within a budget.



[Tauhara Retreat and Conference Centre](#) - Information and detailed map about surrounding area and trails. Lots of reviews.

Map of Tauhara

Plan your visit to Tauhara Centre by taking a look at our different spaces, facilities and accommodation.



You are here: [Home](#) » [About Us](#) » [Reviews](#)

What our guests and volunteers say about the Tauhara Centre...

Here's a grip of what our guests and volunteers are saying about the Tauhara Centre. You can find more reviews on [Facebook](#).

“ I arrived at Tauhara Centre not knowing quite what to expect having been enjoying travelling through new Zealand seeing amazing places. I have had a blessed time at this light hearted and joyous place, with merry people and gratifying work.
Martha, UK

“ Actually I came accidentally across with Tauhara after I'd spent some time down at the Spa Park. A Kiwi guy that had decided to stop shaving and injured himself by jumping off a rock where he couldn't see the ground told me about Wwoofers over here. So now I stayed 7 days at Tauhara's feeling fitter than ever enjoying tasty food and interesting tasks every day. For somebody searching for a calm, cosy spot to do some voluntary work to meet the locals this place fits perfectly.
David, Germany

“ Tauhara is an amazing place for Wwoofing. I am so glad, that I found it and it is now my 2nd home in New Zealand. The food is just out of this world, everybody is so relaxed and friendly and you wouldn't find better accommodation for wwoofers! The work is diverse and really nice.
Chris, Germany

“ The beautiful tranquility of Tauhara, together with its fascinating history, people and nature - Allows for the perfect retreat; for mind as well as body. If you're looking for a place to rest and recharge, meet warm-hearted, inspiring people or let the beautiful nature inspire you - Tauhara is the place to be.
Tommy, Sweden

Thank you!

Questions?
Comments?
Ideas?