2.1 Usability Review Vertical Endeavors Website

Travis Raymond :: 07/05/21

Vertical Endeavors Premier Indoor Rock Climbing Facility

The main goal is for the website to act as the face of the organization. Specifically geared to communicate to those who are yet to become a member. The site should also help answer common questions, Sales and important information (promotions, holiday hours, events) should be front and center.

Build connection from website verbiage to in-gym signage as well as social media. Is the site effective at achieving the goals? Is the site intuitive for finding out information on becoming a member, cost, facilities, safety, how to.

Vertical Endeavors Site Goals from Client

- 1. Communicate the basics of their climbing and wellness facilities and offerings
- 2. Communicate the risk/benefits of climbing and other activities at the facility
- 3. Communicate the "value" of a membership (including levels and benefits)
- 4. Encourage and facilitate membership
- 5. Support the booking of lessons, engagement in programs, and attendance at events.
- 6. Answer common questions: (What should I wear climbing, what do I need to bring, take of all jewelry and tie your hair back) (What are the most common questions they receive)

Vertical Endeavors Usability Tasks

- Understand the risks and benefits of climbing activities
- 2. Understand the "value" of becoming a member
- 3. Identify available classes and or/activities and the logistics associated with attending
- 4. Register for a camp, class, or other activity
- 5. Become a Member

Reviewed site with <u>Jakob Nielsen</u>'s heuristics, and severity rankings

Vertical Endeavors

Usability Task 1 Understand the risks and benefits of climbing activities

Severity Rank : 3

- benefit of climbing activities" communicated.
- That video should be highlighted sooner and reinforced on a page from navigation.

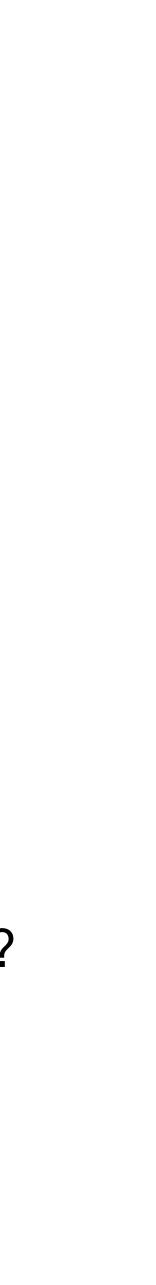
direct visual language.

Consistency and standards were violated. No where on the website are the words "risk or

• I found the only area where this was well documented was the orientation video on you tube.

• Visit Us has a "first time climbers" section which has information for beginners but its not communicating the benefits of climbing (Why do people climb?) What do you have access to?

Minimalist Design, too many words to explain concepts and process. Need a stronger more



Climbing Camp registrations are now open Reserve your spot today.



About

Pricing & Memberships

Visit Us

Yoga & Fitness

Lessons



The hierarchy of this page is very specific to one event, not indicative of the platform,

Home - Vertical Endeavors

https://www.verticalendeavors.com

Vertical Endeavors is committed to establishing and maintaining an environment free discrimination, harassment and other behavior deemed offensive. Discrimination, harassment and offensive behavior in the facility isprohibited. Such behavior, includes is not limited to, inappropriate remarks or conduct related to a person's race ...

Pricing

Pricing - Vertical Endeavors. Vertical Endeavors is committed to...

Waiver Waiver - Vertical Endeavors. Vertical

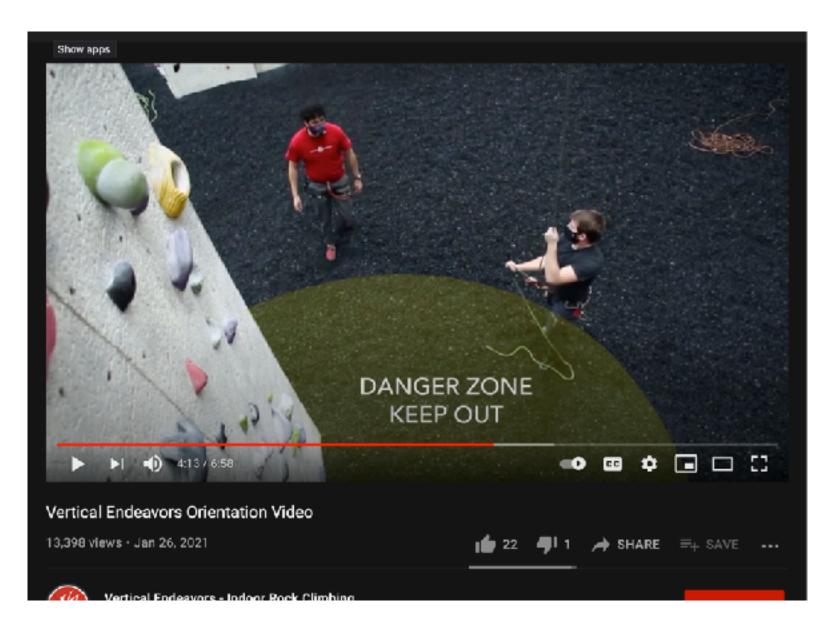
Endeavors is committed to...

About About - Vertical Endeavors, Vertical Endeavors is committed to ...

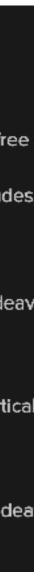
Hours & Locations Hours & Locations - Vertical Endeav

Events Events - Vertical Endeavors. Vertical Endeavors is committed to ...

First Time Climbers First Time Climbers - Vertical Endea



Helpful orientation video



Vertical Endeavors Usability Task 2

Severity Rank : 3

- value to sign up.
- Visibility of System Status: Homepage is not helpful at all for navigating through the goals outlined in the document.
- The headlines focus on tasks like "Holiday Hours (Dead Link)
- Climbing Camps. (Child focused, what are demographics on who is using the facility most)
- Yoga (is important component of membership, but not climbing)
- Private Lessons (go with a member for free for the first time instead)
- Covid Information (which is probably relevant to be on the home page)"
- sign up to join if I have never been to a facility. What do the facilities look like? Show me a tour

Understand the "value" of becoming a member

• Poor Recognition and Recall is violated because I don't think it is easy to recognize the value you are receiving from a fullaccess membership. Each facility is unique (bias) and have you been climbing before? If you haven't then it would be of little

• What is (EFT) within month-month membership, electronic funds transfer. For \$74 what I am getting access to? Why would I

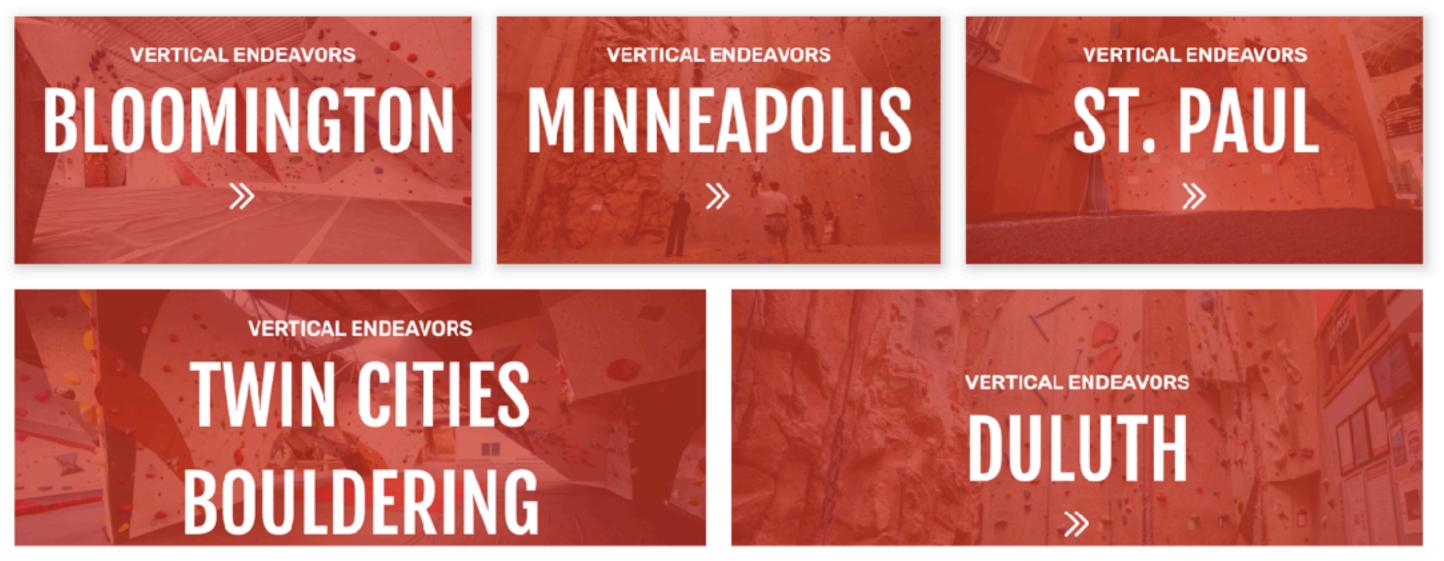


LOCATIONS

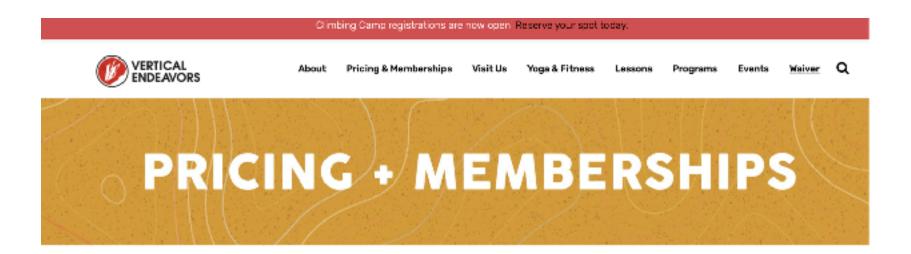
We currently have 6 facilities in the Midwest: Five facilities spread out in Minnesota and one facility in Glendale Heights, Illinois.

MINNESOTA

Our Minnesota facilities consist of four Twin Cities locations and one facility located in Duluth. Aside from VE-Twin Cities Bouldering our facilities are equipped with numerous Top Rope climbs, Auto Belays, Bouldering areas, and Sport Lead climbing. VE-Twin Cities Bouldering is a bouldering specific facility complete with a dedicated fitness facility and yoga studio.



When viewing the about page, I feel like you can get a better visual of how expansive the gym network is. This page has the best information



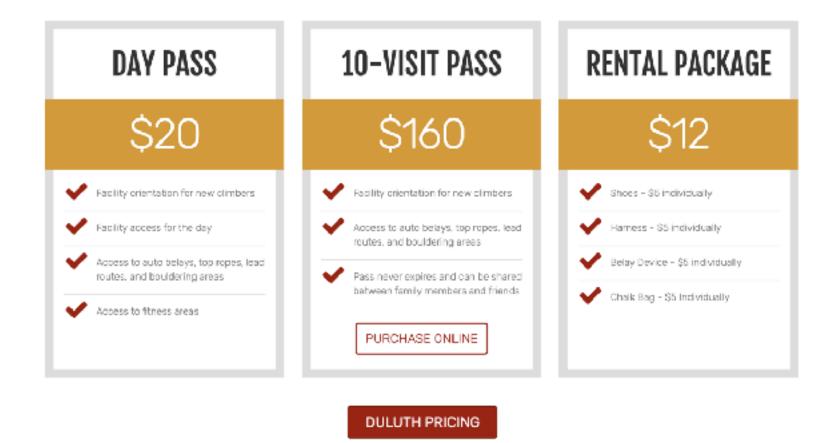
All of our locations are open. If it's your first visit, you'll need to fill out a waiver before accessing the facility. In addition to the waiver, you'll watch a short Facility Orientation video where you'll get a chance to familiarize yourself with your surroundings and learn the ropes. Once finished, you'll be able to use our Auto Belay systems for individual climbing or climb rope-less in our bouldering areas.

Memberships are going to continue to be frozen (with no freeze fee) and on hold (if you had a prepaid annual membership it will be extended for the entire time it has been on hold, since March 16, 2020). Members also have the option to reinstate their memberships.

- Reinstated Members* will pay \$0.
- Non-members and Frozen Members will pay \$20 per day pass. (Punch Card holders may use their punch cards).
- Spectators will pay \$0.

*Members have the option to pay per day OR reinstate their memberships. Members who want to reinstate their membership must sign a Membership Re-Institution Acknowledgement Form,

Membership Page



A nice graphic to break up content



Vertical Endeavors Usability Task 3

Identify available classes and or/activities and the logistics associated with attending

Severity Rank : 2

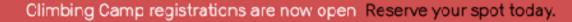
- get to three class options out of the 11 total opportunities
- Navigation Feedback: No language around "Classes or Activities"
- utilize more pages to explain bigger concepts.
- Having the "classes separated as "Yoga & Fitness 2 Options)", "Lessons (3 options)", Programs (6 Options), Events (1 Option) creates visual clutter.
- for lessons.

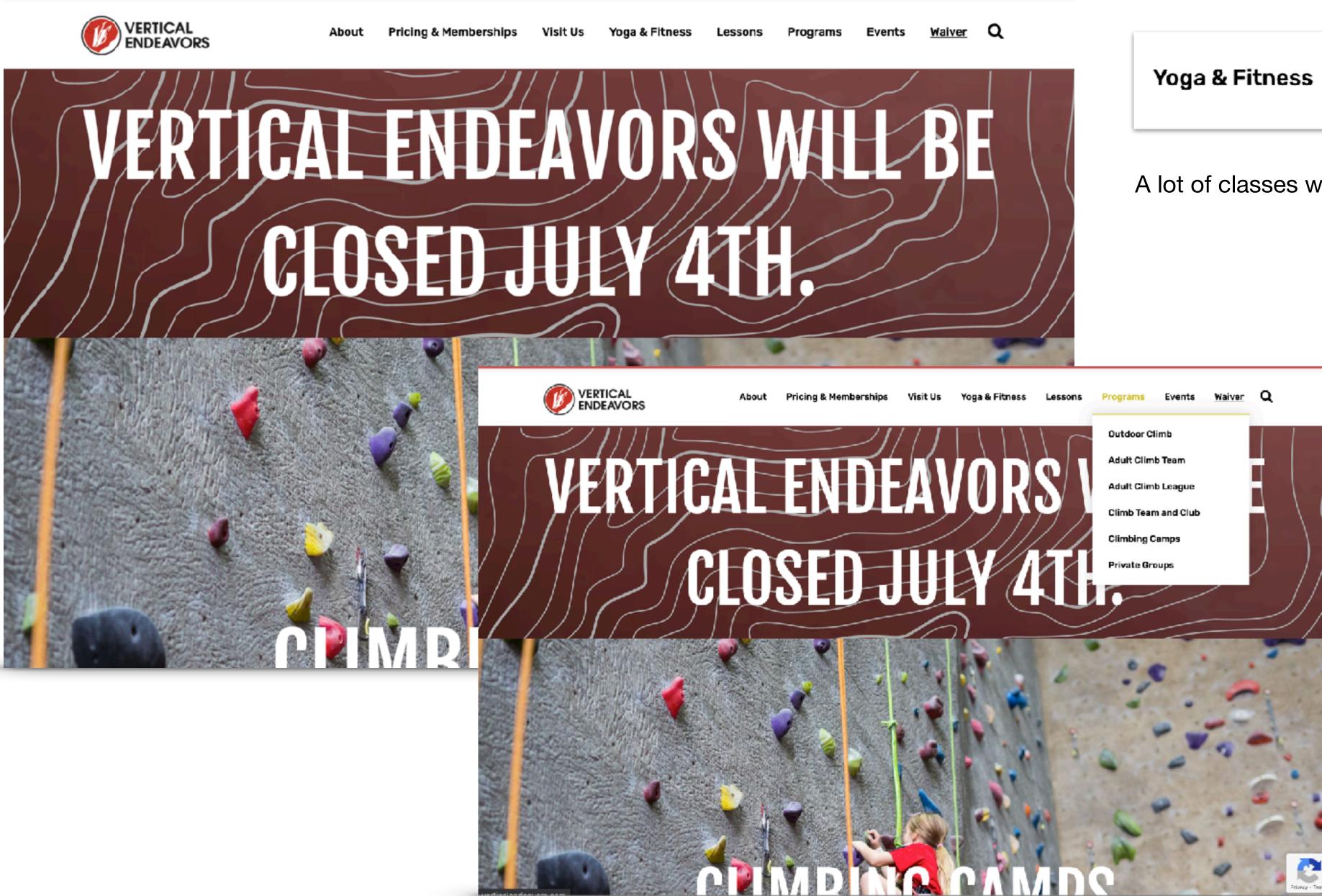
• Ironically I feel like if this is the focus, then those have a strong visibility indicator with the large images. You

• What if that was one Navigation links, leading you to a site talking about the different options. We could

"Programs is the home page". I feel like the FAQ layout actually gives out more valuable information.

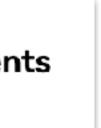
Additional screens and format change when accessing the Yoga Calendar, Camp Schedule and Signing up





Programs Lessons Events

A lot of classes within these areas



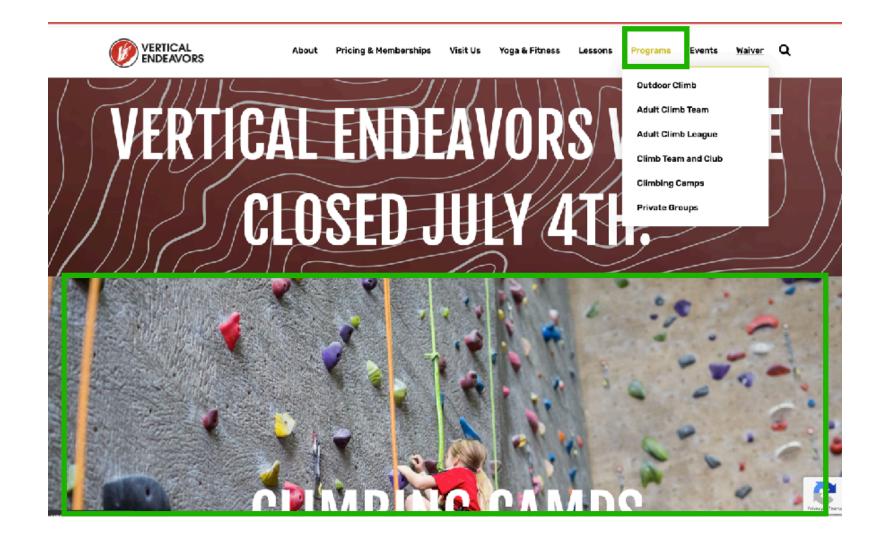
Vertical Endeavors

Usability Task 4 Register for a camp, class, or other activity

Severity Rank : 1

- once you entered the camp calendar screen (Positive User Control)
- New portal, see become a member

The nice thing about signing up for a class was the change location feature



Finding Camps From Navigation Bar



Read more about our COVID precautions here or call your local gym with questions.

Our Camp Instructors

Week-long Summer Camps

Twin Cities_MN

June 21-25: Minneaporis Full June 21-25: St. Poul Full

June 25-July 2- Minneapolis Full June 28 July 2: Bloomington Full

July 12-1& Bloomington Full July 12 15: St. Paul Rul

July 19-23: Electrington 7 Spot Left/ July 19-23: Minneapolis 1.3cot Left/

July 25-30: Minneapolie / Spot Left/ July 25 30-St Paul Fed

Aug 2-& Bioomington Aug 2 - & St. Paul Pul

Aug 9-13: Bioomington: Full Hug 2512A15t root Fox

BASE CAMP (Ages 6-9)

Learn the basics of indoor rock climbing. No experience is necessary. Activities include cooperative group games, technique lessons, route reading basics, and a mock competition. In addition to our focus on fun, this camp promotes awareness and understanding of bouldering safety. Your child will leave camp with a sense of self-reliance and accomplishment, as well as a deeper respect for the sport of bouldering. The week will culminate with a pizza party. Bring a sack lunch and cirink Monday through Thursday.

Week-Long: \$340

*Register multiple family members and receive 10% Cffl



Learn indoor rock climbing and belaying techniques and capitalize on any previous climbing experience you may have. Activities include knot tying and belay lessons, rappelling and using ascenders. This camp also includes daily technique and movement classes on a variety of topics. This program will teach you to bring your climbing skills to the next level.

Week-Long: \$340

*Register multiple family members and

Register

Selecting Camp

In addition to their passion for dimbing, all Vertical Endeavors instructors must go through an in-depth training program prior to instructing any of our day camp programs. Our instructors bring years of knowledge to the table in both the art of climbing movement and the technical know-how of rope and anchor systems. Above all, our instructors' goal is to provide a fun, educational, and memorable summer camp for each comper and help them to aphieve personal goals in a 🛛 🙋 supportive and controlled environment. Camps run Monday - Friday 9am-8pm.

<u>Giendale Heights. JL</u>	VE Duluth
June 7-11	Aug 9-13
June 21-26 Fm/	
July 12 16 Ful	
July 26-30	
August 9-13	



· · · · · · · · · · · · · · · · · · ·	
Ermonium 10% Citi	1
	Below

iol. on Information and Dates below to Register!			
Is would like to thank you is: your informet in our our	nor damps.		
any spals open up, we will contact you directly.			
you have any questions or converss. feel inve is any	ill us, we are happy to help. Thank you again for your interest is joining us this summed		
Select Date, Time, and Participer	ta		
Select Date	Prometienal Code		
	Promotional Code		
O Augus: 2021 O	Promoterial Cook		
Gu No Ta We Th Fr Ce	Participante		
1 2 3 4 6 6 7 1 0 10 11 13 13 14	0 🕶 😑 💽 Participants		
15 16 17 16 18 20 21			
22 23 24 26 24 27 28 28 30 31			
Data Selected: Mon, August 2			
Day #1. Mon, Aug 2, BAM to 3 PM Availabilit Day #2: Tue, Aug 3, 3 AMits 3 PM Available	Boreat		
 Day #3: Wed, Aug 4, GAN to 3 PM Day #4: The, Aug 5, 3 AM to 3 PM 			
- Day #5: PK, Aug 6, 0.4M to 3 PM			ſ
	Prevened by Kock Sym Pho		~
		•0 Save line: Log Incr Create Prote	
Summer Camp	Walthat		
Participants			
Pathipet			
G G Lest Name	Model Lan V I ZZZUV Andre Kenn Conn 2000		
Participant #1 - G G			
	rould like us to know about the participant?		
Pesselet us know about any allerges or special			
G G - * Please list who is allowed	to pick your child up from camp		
1			
	re filled out a VE Image Ralease (link will open in a new tab)		
G G - Please confirm that you have * Side lists to fit bothe VC insets Patients From C Yes			
* Olde Here to fill out the VC Image Parlame Form			
Olick Here to fill out the VC Image Parlame Form			[
* 26de Herrs for fill out the VC Image Parlame Ferm			[
Side Hard to HE with the VC image Release Form C Yes C Yes CONTINUE >>			[
Side Hard to HE with the VC image Release Form C Yes C Yes CONTINUE >>			[
Side Hard to HE with the VC image Release Form C Yes C Yes CONTINUE >>			[
Sick like in the active VC inside Package From Type CONTINUE >> VERACK CONTINUE >>			[
• Stkillen is fil antitie VC insee Palease Form • The • Continue >> • Continue	NDEAVORS CAMPS		
Sick like in the victorian Parlamen Free The Continue >> VERTICAL E	NDEAVORS CAMPS	Choose Different Loca	tic
• Stdeliberts III and the VE knows Palesee Form • WW • CONTINUE >> • CONTINUE	- 3:00 pm): \$340	Choose Different Loca	tic

•D Save time! Log in or Create Profile

Cave time! Log In or Create Profile

Confi	m Booking Details			
Book	ng Details			
Date	Men, July 5, 2001, 6:00 FM			
Event	Gummer Gemp Weitlet Man, August 2, 8 AM to 3 PM			
People	1 Farticipart			
- 1	dule ion, August 2.9 AM to 3.PM iae, August 3.9 AM to 3.PM ind, August 3.9 AM to 3.PM hu, August 5.9 AM to 3.PM ii, August 6,9 AM to 3.PM			
Partic	ipanta			
• •	9			
Addit	onal Details			
GG				

3rd Party Platform has a lot of nice features





Vertical Endeavors Usability Task 5 Become a Member

Severity Rank : 1

- Different portal feels more secure and user friendly. More simple with easy to read commands and messages.
- Offers some flexibility within portal

All Access	si 🕻
MONTH TO MONTH All access	Membe Al
\$74 / Month	See
\$158/month – Unlimited Family (\$40 Initiation Fee)	Unlimited climbing at all
\$74/month — 1st Adult <i>(\$40 Initiation Fee)</i>	15% Pro Shop discount o
\$64/month — 2nd Adult (No Initiation Fee)	Easy check-in with Mem
\$20/month – Child (No Initiation Fee)	Exclusive invite to all Mer
\$10/month — Temporary Freeze	Extra 5% discount on gea
PURCHASE ONLINE	Eligible for NIHCA Health
	Member Bring a Friend

Not enough talk of "value" to membership, lots of cost talk

ingle Facility

ER BENEFITS

LL ACCESS

Below

VE facilities

on gear

ber Keycard

mber-only events

ar sales

Club Reimbursement



Vertical Endeavors - Twin Cities Bouldering

2550 Wabash Ave. Suile 100 St Paul, MN 65114 651-330-8627 www.verticalendeavors.com skylen@verticalendeavors.com

•0 Save time! Log In or Create Profile

#CLIMBVE

Month to Month All-Access Autopay (EFT) Membership

Become a part of the VE community! Enjoy unlimited climbing, pro shop + program discounts, and exclusive member-only events. This All-Access E.F.T. (Electronic Funds Transfer) Membership allows you to climb at any VE facility, anytime (*Single-Gym Memberships are also evailable*) and is autopayed via a credit or debit account on a month to month basis until canceled by filling out our online Membership Update Request form (Annual Prepaid Memberships are also available).

Initiation Fee:

\$40 Individual & Family (one-time fee per household)

Monthly Dues: Billed on the 5th of each month

\$74/month (Individual/1st Adult) \$64/month (2nd Adult) \$20/month (Each Add1 Child) \$158/month (UniImited Femily)

Freeze Fee: \$10/month (per frozen aduit)

Information and Purchase



Vertical Endeavors - Twin Cities Bouldering

2550 Wabash Ave. Suite 100 St Paul, MN 55114 051-330-8827

www.verticalendeavors.com_skylen@verticalendeavors.com

Save time! Log In or Create Profile

Change Month to Month All-Access Autopay (EFT) Membership

Become a part of the VE communityl Enjoy unlimited climbing, pro shop + program discounts, and exclusive member-only events. This All-Access E.F.T. (Electronic Funds Transfer) Membership allows you to climb at #CLIMBVE any VE facility, anytime (Single-Gym Memberships are also available) and is auto-payed via a credit or debit account on a month to month basis until canceled by filling out our online Membership Update Request form (Annual Prepaid Memberships are also available).

Initiation Fee: \$40 Individual S. Family (ano-time fee per household)

Nonthly Dues: Allied an the 3th of each month \$74/month (Induction/Tet Adul) \$04(month (2nd Adul) \$20/month (Each Add) Child) \$158/month (Unimited Family)

\$10/month (per frozen Adult)

Select Members









Vertical Endeavors - Twin Cities Bouldering

2550 Wabash Ave. Suite 100 St Paul, MN 55114 651-330-8627 www.verticalendeavors.com_skylen@verticalendeavors.com

Save time! Log In or Create Profile

Confirm Order Details	
Summary	
Date Mon. July 5, 2021, 6:25 PM	
Product: Month to Month All-Access Autopay (EFT) Membership	
People 1 Adult	
Members	
- 00	
Additional Details	
00	
Has the participant been advised of any Medical Conditions?	Na
if you answered yes, please list: Does the participant have current medical insurance?	Na
eves ne paravijan naro sanan mesika indirati (

Change Order 👖 Change Names or Answers

Enter Customer Information

ALL	ne as Select Name
Jamo	First Name Last Name Middle
	Find Name Last Name Middle Name
Emal	Email Addreas
shane	Phone
Cale Of Birth	-Month- V -Day- V -Year- V
	Your date of birth ensures this order is properly linked to your customer profile in our system.
Silling Addr	622
szerbbA teers	Address Line 1
City	City
State/Province	State
Zip/Postal	Zip/Postal
Country	Country
comry	CODREY
ionthly Bil	ling Details
lease onier the t	villing/credit card information you would like to use for your ongoing monthly payments.
enninations, Frees	zes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Resuest</u> form.
erminations, Frees	
erminations, Frees	zes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Resuest</u> form. • BEFORE the 1st of the month in order to go into effectivy the time of billing on the 5th of each month.
'erminations, Fraes Changes are due	zes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Resuest</u> form. • BEFORE the 1st of the month in order to go into effectivy the time of billing on the 5th of each month.
aminations, Free hanges are due Credit/Dobi	tes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Request</u> form. BEFORE the 1st of the month in order to go into effect by the time of billing on the 5th of each month.
aminations, Fraz Shanges are dua Credit/Dobi	tes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Request</u> form. BEFORE the 1st of the month in order to go into effect by the time of billing on the 5th of each month.
Credit/Dobi	ees, and Billing Information Updates can be submitted online via the Vartical Endeavors website by filling out the <u>Membership Update Request</u> form. BEFORE the 1st of the month in order to go into effect by the time of billing on the 5th of each month. I Cand Dur Order
Credit/Debi	tes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Request</u> form. BEFORE the 1st of the month in order to go into effect by the time of billing on the 5th of each month.
Terminations, Freez Changes are due Credit/Debit Complete Ye	eres, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the <u>Membership Update Request</u> form. E BEFORE the 1st of the month in order to go into effect by the time of billing on the 5th offerch month. I Cand Dur Order a: \$74.00 +tax <u>Oty Price</u> <u>Ext. Price</u>

tem	Gity Price
EFT Initiation Fee	1 @ \$40.0
Individual Membership - \$744	month* 1 @ \$74.0
" Amount provisied for the rem	aining 31 days of th
Sub-Total \$114.00	
Tax \$8.98	
Payment Now Due : \$	122.98
Credit/Debit Card D	etails
Please enter the credit card th	at you would like to
Card number	
Terms and Conditio	ns
Terms and Conditio Month to Month All-Access Membership Start Date July 5 Membership End Date Until W	Autopay (EFT) Ner , 2021
Month to Month All-Access Membership Start Date July 5 Membership End Date Until W	Autopay (EFT) Men 2021 htten Cancellation
Month to Month All-Access A Membership Start Date July 5 Membership End Date Until W Type Initials geneeladens must be submit	Autopasy (EFT) New , 2021 htten Cancellation This membership is ad by the 1st of the r
Month to Month All-Access Wembership Start Date July 5 Membership End Date Until W Type Initials cancelations must be submitt be no early or prorated cancel	Autopaey (EFT) New , 2021 http://cancellation This membership is <u>cd by the 1st of the r</u> lations due to injury,
Month to Month All-Access A Vembership Start Date July 5 Vembership End Date Until W Type Initials cancellations must be submitted	Autopaey (EFT) New , 2021 http://cancellation This membership is <u>cd by the 1st of the r</u> lations due to injury,
Month to Month All-Access Membership Start Date July 5 Membership End Date Until W Type Initials cancellations must be submitt be no early or prorated cancel	Autopaey (EFT) New , 2021 http://cancellation This membership is <u>cd by the 1st of the r</u> lations due to injury,
Month to Month All-Access / Membership Start Date July 5 Membership End Date Until W Type Initials cancelations must be submitte be no early or prorated cancel Type Initials	Autopaey (EFT) New , 2021 Initian Cancellation This membership is <u>cel by the 1st of the r</u> lations due to injury, Deginning on the 50
Month to Month All-Access Membership Start Date July 5 Membership End Date Until W <u>Type Initials</u> cancelations must be submitte be no early or protect cancel <u>Type Initials</u> listed in this agreement.	Autopay (EFT) New 2021 Inten Cancellation This membership is ad by the 1st of the Iations due to injury, Deginning on the 50 Absolutely NO EFT
Month to Month All-Access / Membership Start Date July 5 Membership End Date Until W <u>Type Initials</u> cancelations must be submit be no early or prorated cancel <u>Type Initials</u> isted in this agreement. <u>Type Initials</u>	Autopay (EFT) Man 2021 Inten Cancellation This membership is <u>of by the 1st of the</u> Isliens due to injury. Deginning on the 50 Absolutely NO EFT ing documentation of
Month to Month All-Access Membership Start Date July 5 Membership End Date Until W Type Initials cancelations must be submitte be no early or prosted cancel Type Initials listed in this agreement. Type Initials phone without the accompany	Autopasy (EFT) New , 2021 Triten Cancellation This membership is <u>at by the 1st of the r</u> lations due to injury, Beginning on the 5t Absolutely NO EFT ing documentation a Any cancellations or
Month to Month All-Access / Membership Start Date July 5 Membership End Date Until W Type Initials cancelations must be submith be no early or prorated cancel Type Initials listed in this agreement Type Initials phone without the accompany Type Initials confirm link", your request DID	Autopasy (EFT) New , 2021 Triten Cancellation This membership is <u>at by the 1st of the r</u> lations due to injury, Beginning on the 5t Absolutely NO EFT ing documentation a Any cancellations or
Month to Month All-Access / Membership Start Date July 5 Membership End Date Until W Type Initials concellations must be submitte be no early or protected cancel Type Initials listed in this agreement. Type Initials phone without the accompany Type Initials confirm link", your request DIE Type Initials	Autopaey (EFT) New , 2021 Tritten Cancellation This membership is <u>ad by the 1st of the r</u> lations due to injury, Beginning on the 5t Absolutely NO EFT ing documentation s Any cancellations or NOT go through. P

Monthly Dues: \$74.00 +tax

and the second s	4 K a H			
Туре	Intti	9/S	I understand that the	hi

Type Initials	In the event of a dee
up until the next billing date, frozen membership of the \$1	

Vertical Endeavors	Type Initials	
	Tuna Initiale	

- 7 (***	 	
Endesvors		

membership key tag if lost or stolen.

Type Initials MEMBERS' RIGHT TO CANCEL

If you wish to cancel this contract, you may cancel by delivering or mailing a written notice to the club. The notice must say that you do not wish to be bound by the contract and must be delivered or mailed before midnight of the third business day after you sign this contract. The notice must be delivered or mailed to: Vertical Endeavors 845 Phalen Blvd St Paul, MN 55106. If you cancel, the club will return, within ten days of the date on which you give notice of cancellation, any payments you have made.

My signature indicates that I have read, understand, and agree to the above Terms and Conditions.	Type Signature	July 5
2021(Parent or Legal Guardian, if participant is under 18 years of age)		

Create Optional Profile

Save time booking your next class, event, or purchase! Create an optional Express Online Profile.

SET ROBOT TEST		
ím not a	a robot	reCAPTICHA. Princy - Terre
<< BACK	Pay Now	r By Credit Caro

Ext. Price 00 \$40.00 .00" \$74.00

he billing cycle (July 5, 2021 to August 4, 2021)

use for today's payment

MM/YY CVC

mbership Terms and Conditions

is a DUES paying membership. It begins on the date indicated above and continues indefinitely until cancellation. Membership month PRICE to the month when the cancellation is to go into effect-giving a one month notice of intent to cancel. There will accident, or relocation.

In OF EACH MONTH, monthly dues as listed above will be paid to Vertical Endeavors by electronic funds transfer (EFT) as

Membership initiations, Billing Charges, Freezes (\$10/mo freeze fee), Unfreeze or Cancel ation will be processed over the setting forth the nature of the change signed by you.

freezes (\$100mo. Ireeze fee) submitted remotely will require email confirmation. If you do not receive an email with a "click to Please call the facility to verify that your request has been received and processed.

his membership is non-transferable.

clined EFT payment, a Declined Transaction Fee of \$25 will be charged. If declined membership dues and fees remain unpaid tal dealine, the EFT membership will be cancelled and the customer will have to re-enroll in their membership. A dealine on a e will result in the immediate cancellation of the membership and the customer will have to re-enroll

is membarahip is non-transferable.

dired EFT payment, a Declined Transaction Fee of \$25 will be charged. If declined membership dues and fees remain unpaid ial decline, the EFT membership will be cancelled and the customer will have to re-enroll in their membership. A decline on a result in the immediate cancellation of the membership and the customer will have to re-enroll.

reserves the right to increase dues at its discretion with 60 days written notice.

I have signed an "Assumption of Risk" waiver, understand the policies in the Team Parent Handbook, and agree to the posted rules of Vertical

Type Initials I understand that Nembers must show their membership key lag when entering the facility. I agree to pay a \$5.00 replacement cost for a new

Powered by Rock Gym Pro Form hosted by https://www.rookgympro.com

Member Check out Process

Lots of steps to check through but it feels thorough and safe. Separate from the VE main site, can we connect the two systems better.

Evaluation Review Hypotheses

More Information on Benefits/Basics

If we highlighted the Orientation Video on the home page, then we could promote the risks and benefits of climbing earlier because a new user might have a lot of questions about VE

More Members

If each gym location had a more virtual/visual experience then a new user could see how much value a membership is worth because at the moment its not visually being communicated fully.

More Activity with Members

If we re-imagined the Classes/Activities dashboard then we could build a connection with the third party app because currently the other system isn't designed but it functions better.