

# 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

*Reviewed site with [Jakob Nielsen](#)'s heuristics, and severity rankings*

1. 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

# Vertical Endeavors

## Usability Task 1

Understand the risks and benefits of climbing activities

### Severity Rank : 3

- Consistency and standards were violated. No where on the website are the words “risk or benefit of climbing activities” communicated.
- I found the only area where this was well documented was the orientation video on you tube. That video should be highlighted sooner and reinforced on a page from navigation.
- 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 direct visual language.

Climbing Camp registrations are now open. Reserve your spot today.



- About
- Pricing & Memberships
- Visit Us
- Yoga & Fitness
- Lessons
- Programs
- Events
- Waiver
- Q

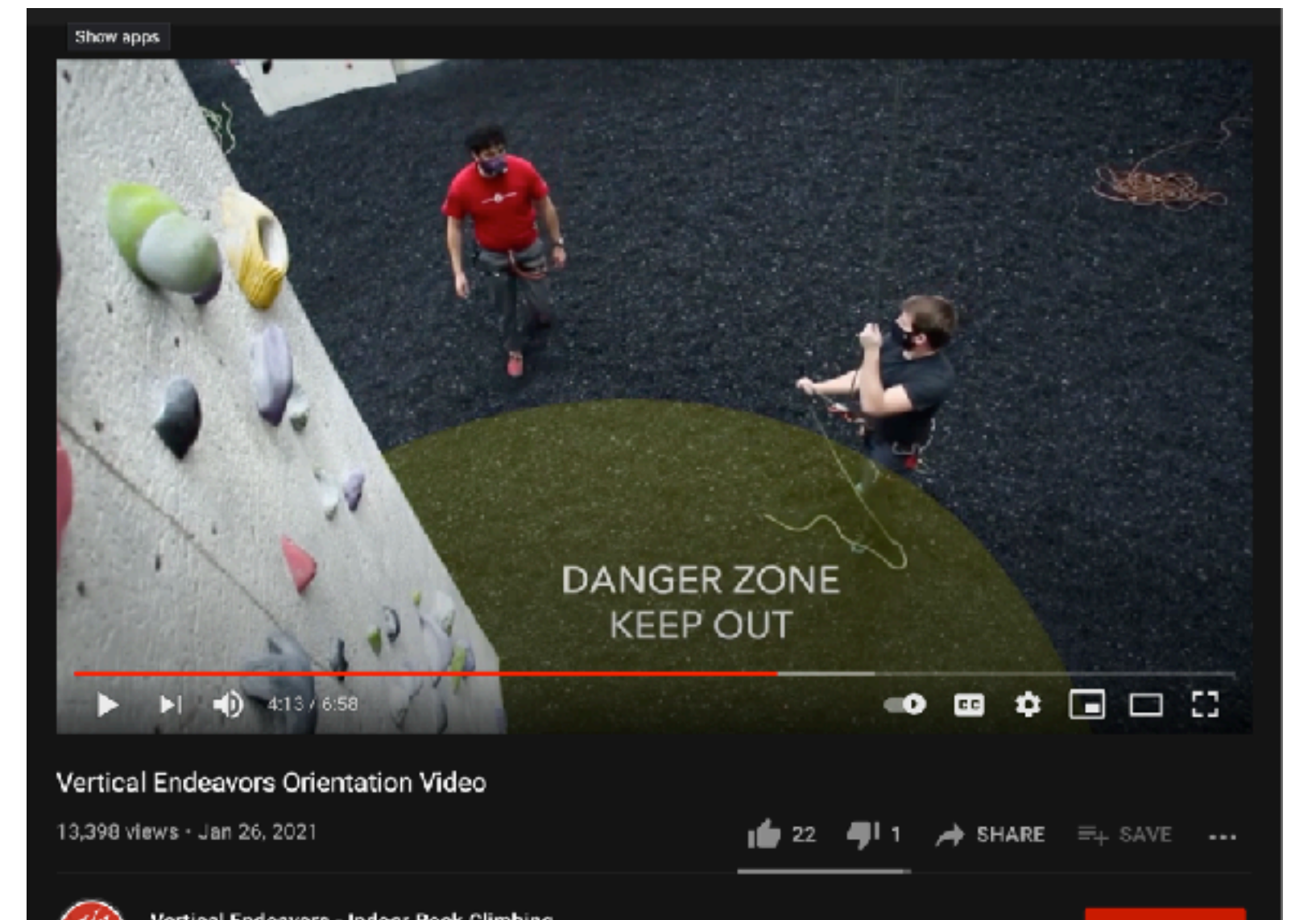
# VERTICAL ENDEAVORS WILL BE CLOSED JULY 4TH.



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 of discrimination, harassment and other behavior deemed offensive. Discrimination, harassment and offensive behavior in the facility is prohibited. Such behavior, includes but is not limited to, inappropriate remarks or conduct related to a person's race ...

- Pricing**  
Pricing - Vertical Endeavors. Vertical Endeavors is committed to...
- Hours & Locations**  
Hours & Locations - Vertical Endeavors
- Waiver**  
Waiver - Vertical Endeavors. Vertical Endeavors is committed to...
- Events**  
Events - Vertical Endeavors. Vertical Endeavors is committed to...
- About**  
About - Vertical Endeavors. Vertical Endeavors is committed to...
- First Time Climbers**  
First Time Climbers - Vertical Endeavors



Helpful orientation video

# Vertical Endeavors

## Usability Task 2 Understand the “value” of becoming a member

### Severity Rank : 3

- Poor Recognition and Recall is violated because I don't think it is easy to recognize the value you are receiving from a full-access membership. Each facility is unique( bias) and have you been climbing before? If you haven't then it would be of little 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)”
- What is (EFT) within month-month membership, electronic funds transfer. For \$74 what I am getting access to? Why would I sign up to join if I have never been to a facility. What do the facilities look like? Show me a tour

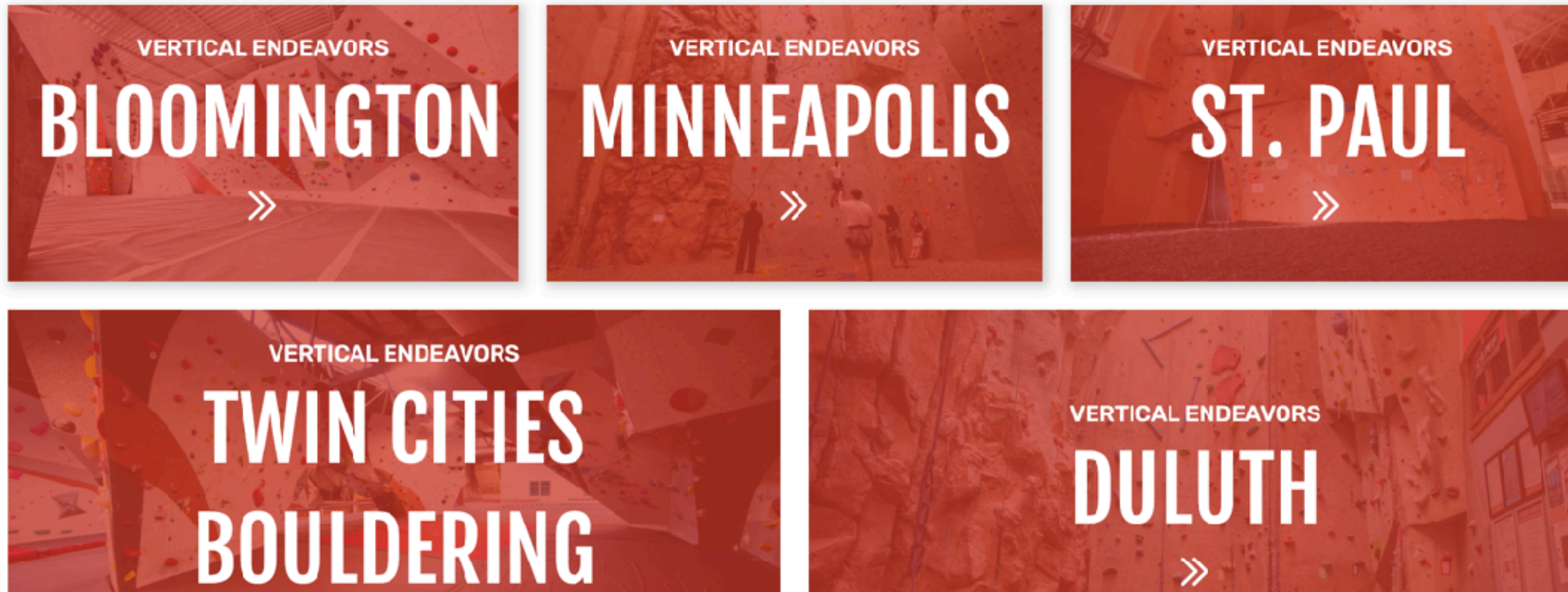


# LOCATIONS

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

Climbing Camp registrations are now open. Reserve your spot today.



About Pricing & Memberships Visit Us Yoga & Fitness Lessons Programs Events Waiver

# PRICING + MEMBERSHIPS

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

DAY PASS	10-VISIT PASS	RENTAL PACKAGE
\$20	\$160	\$12
<ul style="list-style-type: none"> <li>✓ Facility orientation for new climbers</li> <li>✓ Facility access for the day</li> <li>✓ Access to auto belays, top ropes, lead routes, and bouldering areas</li> <li>✓ Access to fitness areas</li> </ul>	<ul style="list-style-type: none"> <li>✓ Facility orientation for new climbers</li> <li>✓ Access to auto belays, top ropes, lead routes, and bouldering areas</li> <li>✓ Pass never expires and can be shared between family members and friends</li> </ul>	<ul style="list-style-type: none"> <li>✓ Shoes - \$6 individually</li> <li>✓ Harness - \$6 individually</li> <li>✓ Belay Device - \$6 individually</li> <li>✓ Chalk Bag - \$5 individually</li> </ul>
	<a href="#">PURCHASE ONLINE</a>	

DULUTH PRICING

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

- Ironically I feel like if this is the focus, then those have a strong visibility indicator with the large images. **You get to three class options out of the 11 total opportunities**
- Navigation Feedback: **No language around “Classes or Activities”**
- What if that was one Navigation links, leading you to a site talking about the different options. We could 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.
- **“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 for lessons.

Climbing Camp registrations are now open. Reserve your spot today.



# VERTICAL ENDEAVORS WILL BE CLOSED JULY 4TH.

[Yoga & Fitness](#) [Lessons](#) [Programs](#) [Events](#)

A lot of classes within these areas



# VERTICAL ENDEAVORS WILL BE CLOSED JULY 4TH.

- Outdoor Climb
- Adult Climb Team
- Adult Climb League
- Climb Team and Club
- Climbing Camps
- Private Groups

CLIMBING

CLIMBING CAMPS

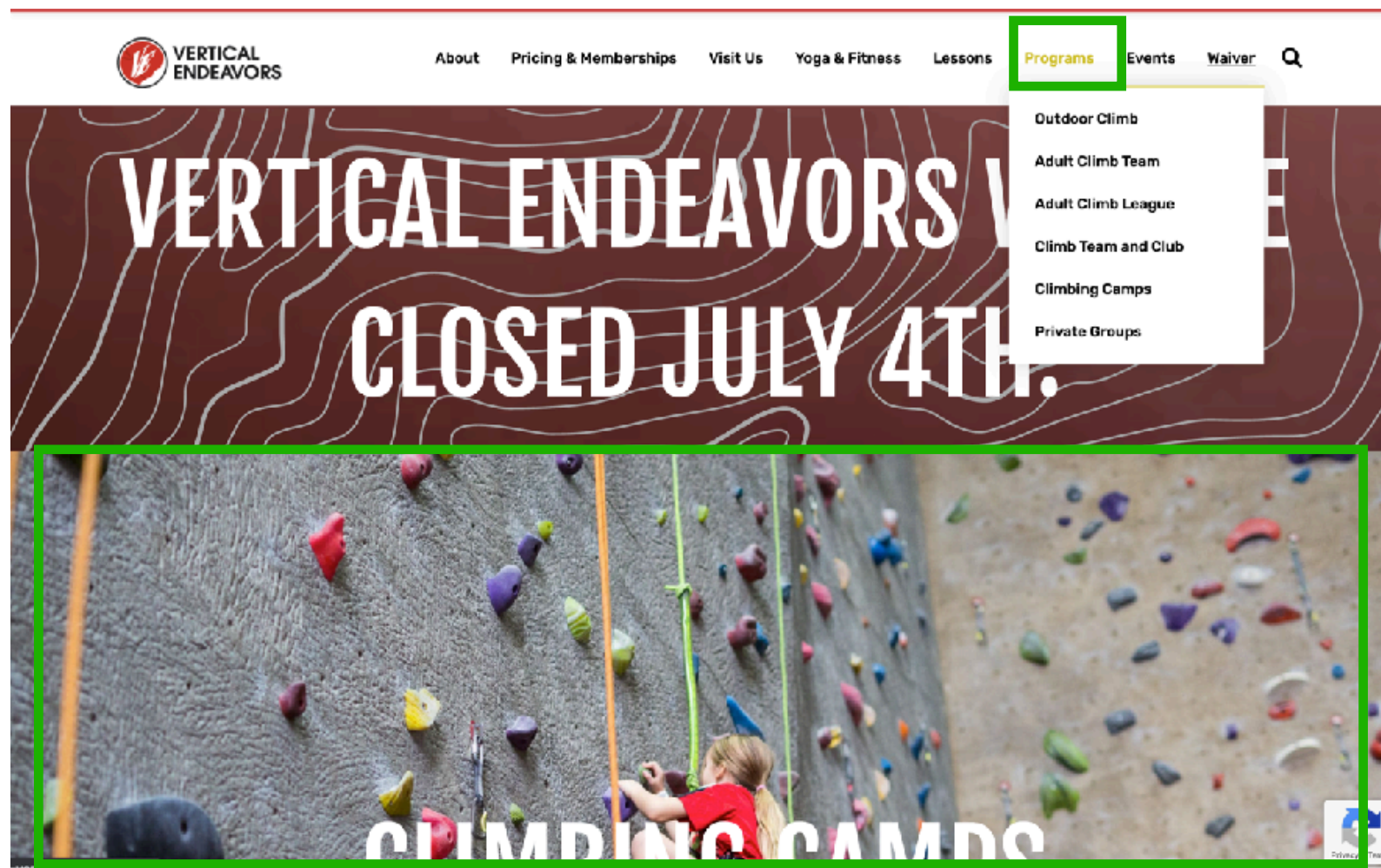


# Vertical Endeavors

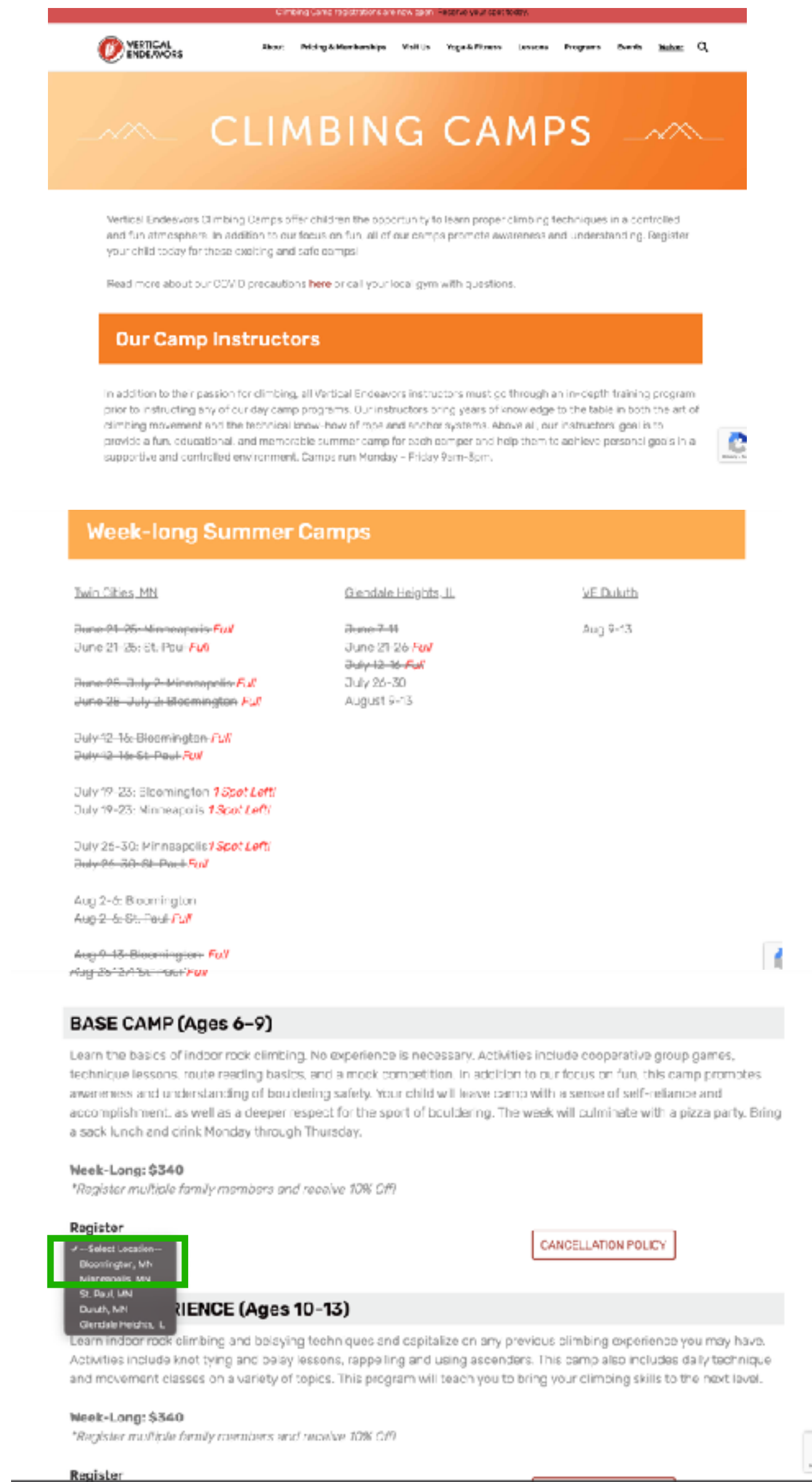
## Usability Task 4 Register for a camp, class, or other activity

### Severity Rank : 1

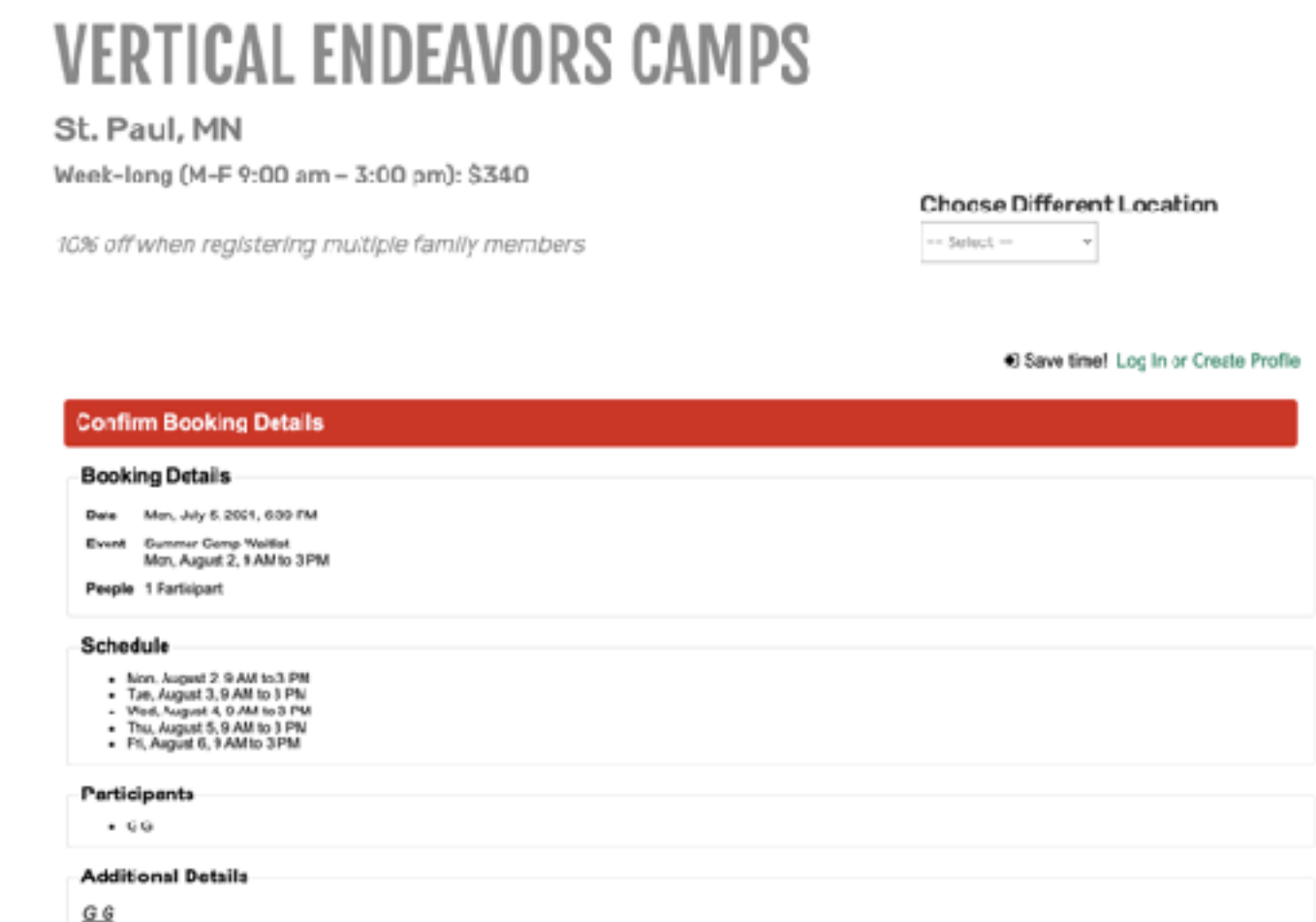
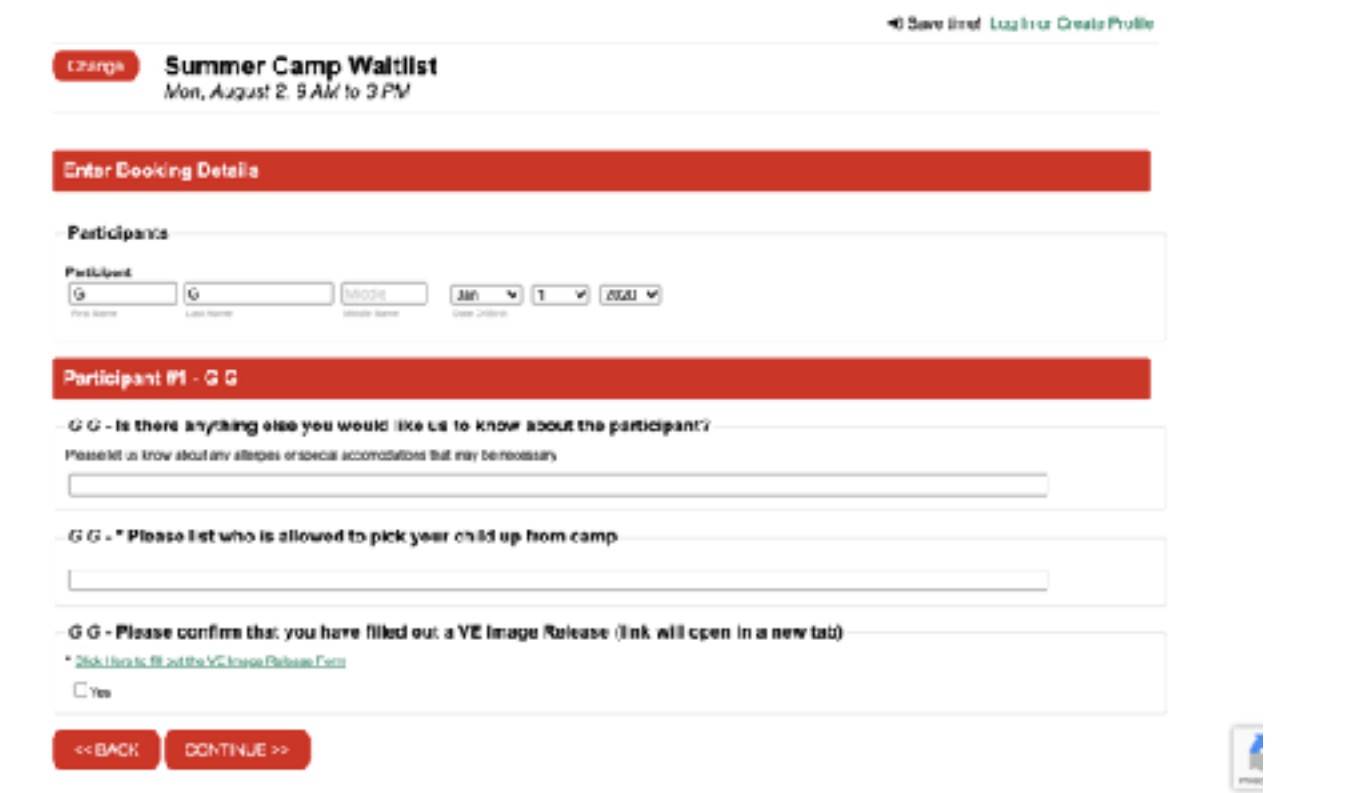
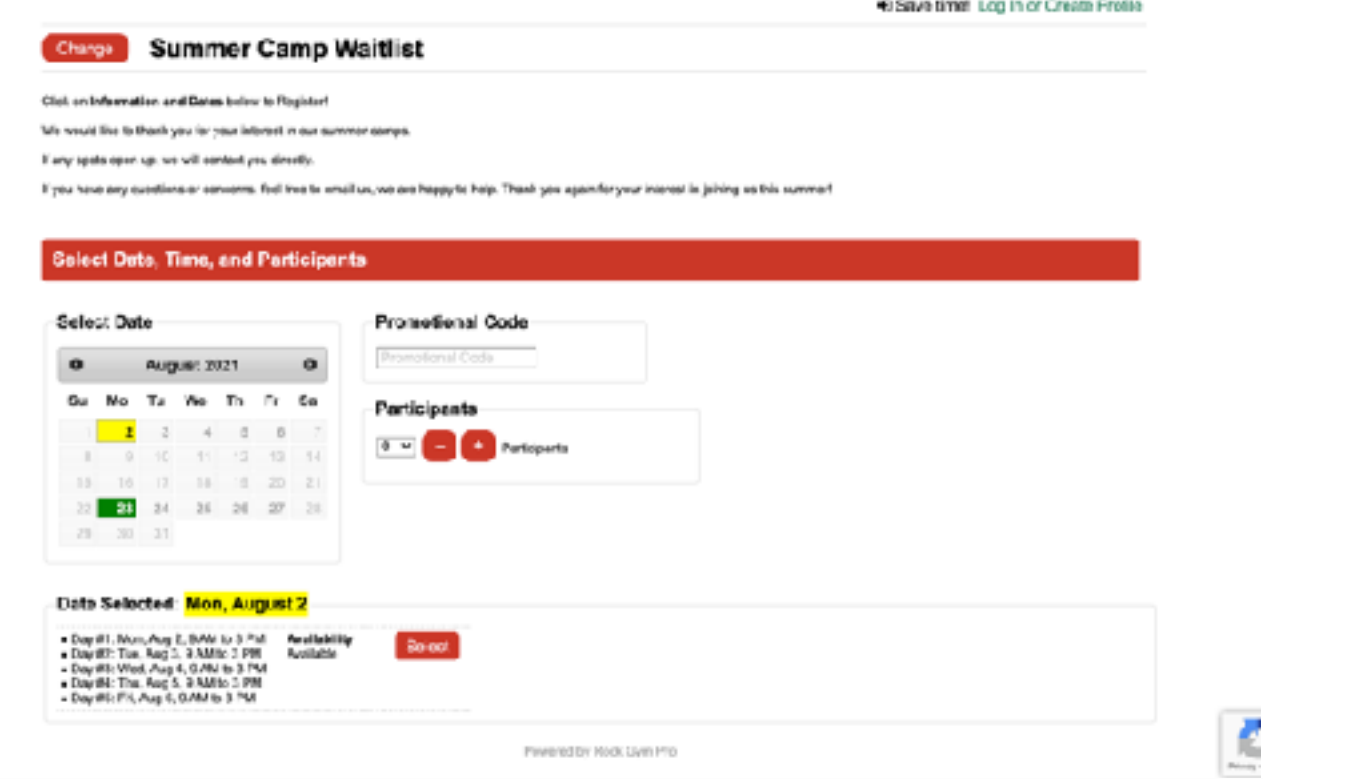
- The nice thing about signing up for a class was the change location feature once you entered the camp calendar screen (Positive User Control)
- New portal, see become a member



Finding Camps From Navigation Bar



Selecting Camp



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

📁 Single Facility

## MONTH TO MONTH

### ALL ACCESS

\$74 / Month

- ✓ \$158/month – Unlimited Family (*\$40 Initiation Fee*)
- ✓ \$74/month – 1st Adult (*\$40 Initiation Fee*)
- ✓ \$64/month – 2nd Adult (*No Initiation Fee*)
- ✓ \$20/month – Child (*No Initiation Fee*)
- ✓ \$10/month – Temporary Freeze

PURCHASE ONLINE

## MEMBER BENEFITS

### ALL ACCESS

See Below

- ✓ Unlimited climbing at all VE facilities
- ✓ 15% Pro Shop discount on gear
- ✓ Easy check-in with Member Keycard
- ✓ Exclusive invite to all Member-only events
- ✓ Extra 5% discount on gear sales
- ✓ Eligible for NIHCA Health Club Reimbursement
- ✓ Member Bring a Friend

Not enough talk of “value” to membership, lots of cost talk



**Vertical Endeavors - Twin Cities Bouldering**  
2550 Wabash Ave., Suite 100 St Paul, MN 55114  
 651-330-4627  
[www.verticalendeavors.com](http://www.verticalendeavors.com) [info@verticalendeavors.com](mailto:info@verticalendeavors.com)

👤 Save time! [Log In](#) or [Create Profile](#)

**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 available*) and is auto-paid 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 Add'l Child*)  
 \$158/month (*Unlimited Family*)

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

Information and Purchase




**Vertical Endeavors - Twin Cities Bouldering**  
2550 Wabash Ave., Suite 100 St Paul, MN 55114  
 651-330-4627  
[www.verticalendeavors.com](http://www.verticalendeavors.com) [info@verticalendeavors.com](mailto:info@verticalendeavors.com)

👤 Save time! [Log In](#) or [Create Profile](#)

**Change 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 available*) and is auto-paid 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*).



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 \$158/month (*Unlimited Family*)

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

Select Members

**Members**

0

-

+

Active



## Vertical Endeavors - Twin Cities Bouldering

2650 Winnebago Ave. Suite 100 St Paul, MN 55114  
651-850-8677  
www.verticalendeavors.com | skylar@verticalendeavors.com

Save time! Log In or Create Profile

### Confirm Order Details

#### Summary

**Date:** Max., July 5, 2021, 6:25 PM  
**Product:** Month to Month All-Access Autopay (EFT) Membership  
**People:** 1 Adult

#### Members

• 00

#### Additional Details

**Q Q**  
Has the participant been advised of any Medical Conditions? **No**  
If you answered yes, please list:  
Does the participant have current medical insurance? **No**

Change Order Change Names or Answers

### Enter Customer Information

#### Contact Information

Contact info is same as: Select Name...  
\*Name: First Name, Last Name, Middle  
\*Email: Email Address  
\*Phone: Phone  
\*Date Of Birth: -Month-, -Day-, -Year-  
Your date of birth ensures this order is properly linked to your customer profile in our system.

#### Billing Address

\*Street Address: Address Line 1  
\*City: City  
\*State/Province: State  
\*Zip/Postal: Zip/Postal  
Country: Country

### Monthly Billing Details

Please enter the billing/credit card information you would like to use for your ongoing monthly payments.  
Terminations, Freezes, and Billing Information Updates can be submitted online via the Vertical Endeavors website by filling out the Membership Update Request form. Changes are due BEFORE the 1st of the month in order to be reflected by the time of billing on the 5th of each month.

Credit/Debit Card

### Complete Your Order

#### Monthly Dues: \$74.00 +tax

Item	Qty	Price	Ext. Price
EFT Initiation Fee	1	\$40.00	\$40.00
Individual Membership - \$74/month*	1	\$74.00*	\$74.00

#### Monthly Dues: \$74.00 +tax

Item	Qty	Price	Ext. Price
EFT Initiation Fee	1	\$40.00	\$40.00
Individual Membership - \$74/month*	1	\$74.00*	\$74.00

\*Amount prorated for the remaining 31 days of the billing cycle (July 5, 2021 to August 4, 2021)

Sub-Total: \$114.00  
Tax: \$8.98

Payment Now Due: \$122.98

#### Credit/Debit Card Details

Please enter the credit card that you would like to use for today's payment

Card number MM / YY CVC

#### Terms and Conditions

Month to Month All-Access Autopay (EFT) Membership Terms and Conditions:  
Membership Start Date: July 5, 2021  
Membership End Date: Until Written Cancellation

**Type Initials** This membership is a DUES paying membership. It begins on the date indicated above and continues indefinitely until cancellation. **Membership cancellations must be submitted by the 1st of the month PRIOR to the month when the cancellation is to go into effect (give a one month notice of intent to cancel).** There will be no early or prorated cancellations due to injury, accident, or relocation.

**Type Initials** Beginning on the 5th OF EACH MONTH, monthly dues as listed above will be paid to Vertical Endeavors by electronic funds transfer (EFT) as listed in this agreement.

**Type Initials** Absolutely NO EFT Membership Initiation, Billing Charges, Freezes (\$10/mo freeze fee), Unfreeze or Cancellation will be processed over the phone without the accompanying documentation setting forth the nature of the change signed by you.

**Type Initials** Any cancellations or freezes (\$10/mo. freeze fee) submitted remotely will require email confirmation. If you do not receive an email with a "click to confirm link", your request DID NOT go through. Please call the facility to verify that your request has been received and processed.

**Type Initials** I understand that this membership is non-transferable.

**Type Initials** In the event of a declined EFT payment, a Declined Transaction Fee of \$25 will be charged. If declined membership dues and fees remain unpaid up until the next billing date, a month after the initial decline, the EFT membership will be cancelled and the customer will have to re-enroll in their membership. A decline on a frozen membership of the \$10/mo. Freeze Fee will result in the immediate cancellation of the membership and the customer will have to re-enroll.

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**Type Initials** Vertical Endeavors reserves the right to increase dues at its discretion with 60 days written notice.

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

**Type Initials** I understand that Members must show their membership key tag when entering the facility. I agree to pay a \$5.00 replacement cost for a new membership key tag if lost or stolen.

#### 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.

RESET BOARD TEST

I'm not a robot 

<< BACK Pay Now By Credit Card

# 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.