AMADRIA PARK RECOMMENDATION & SITEMAP

This document details our recommended approach to help reduce brand confusion, including how this will translate into the revised website navigation.

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THE CHALLENGES.

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The workshop helped bring to light some of the challenges that you, as both a brand and business are facing.

Brand Confusion

Brand confusion is causing customers to wrongly assume that attractions owned by Amadria Park (e.g. Dalmatia Aquapark) are included in their initial booking fee. We need to look at how we can be more explicit in the presentation that Amadria Park is not a resort and that there are additional fees involved.

Negative Reviews

Because of this brand confusion, customers are feeling mislead by their experience and are turning to third-party websites to voice their disappointment. Similarly to the above point regarding brand confusion, we need to look further at the presentation of Amadria Park.

These negative customer experiences are harming the Amadria Park brand and ultimately leading to a loss of revenue. Therefore, these are the primary challenges we are attempting to solve with a new website for Amadria Park.

OUR RESEARCH.

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The aim of this document is to highlight our recommendations based on the issues and challenges that were raised during the workshop. We have outlined throughout this document several areas of improvement.

Since the workshop we have continued user testing with the user personas we created with you, a process which has allowed us to gain a greater insight in to the current digital real estate of Amadria Park. Throughout our further exploration we have remained focused on the goal of realigning Amadria Park as a provider of luxury hotels.

With this in mind we have continued research into other high end hotel brands that operate in a similar market, allowing us to evaluate how they position themselves. Most notably, we have continued in-depth analysis of the Peninsula Hotels website as this was previously highlighted as a key influence for the Amadria team.

There are key aspects that we can take influence from in order to emulate a similar experience for Amadria Park.

We have noticed similar patterns of confusion emerging for multiple user personas, highlighting that there are issues for users with different needs and aims. Further user testing has highlighted that brand confusion issues are well routed in the Amadria Park online experience.

To combat these issues we have developed a simplified navigation that streamlines the website and helps us to guide the user through a location led experience. We believe this is approach will help to communicate a luxury, high end experience to users. In addition, we have developed two potential routes for how we can shape the booking experience to solve the brand confusion issues we have uncovered.

WHERE THE CONFUSION LIES.

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Hotels and Attractions share the same visual prominence in the main navigation

This immediately gives the impression that as part of the brand, they share the same importance.

The 'by Amadria Park' tag-line hints at being all inclusive

Customers may make the assumption that because it has the Amadria Park name, it may be included within a package.

/en-vogue-sibenik
envoguebeachclub.com

Multiple sources of information (URLS) are confusing.

Duplicate information across several sources can create brand confusion and uncertainty around the credibility of information.
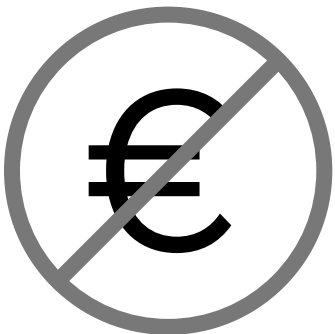
No pricing creates the assumption that everything is included.

With no mention of pricing across the website, your customers make the assumption that everything is included.

ADDRESSING THE CONFUSION: EXISTING NAVIGATION.

Sibenik
Ivan
Jure
Andrija
Jakov

Partners
Hotel Niko

Opatija
Milenij
Sveti Jakov
Royal
Grand 4 Opatijska Cvijeta

Partners
Hotel Gardenija

Zagreb
Heritage (2018)

Interest
Business
Leisure
Family

Wellness & Spa Breaks
Spa break
Wellness break

Seasonal Offers
Winter Magic in Opatija
Easter Special
Spring Awakening
Labour Day Special
Copus Christi Special
Halloweek Special

Croatia Summer Style
Summer Beach Holiday
Summer in June
Summer in September

Family Summer Fun
Preschool Kids Fun
Family Fun

Amadria Park Presents
Salsa Beach Splash Festival

Amadria Park Presents
Šibenik
Opatija
Zagreb

ADDRESSING THE CONFUSION: NAVIGATION EVALUATION

Heritage

| EN ⌄ | Hotels ⌄ | Attractions | Special Offers ⌄ | ✳ What's On | Meetings & Events | About Us | ✳ Blog |

Remove Attractions from the navigation

As it stands, Hotels and Attractions currently have the same prominance in the navigation. This ranks them as equally important, contributing to the preception of being a resort.

Remove Special Offers from the navigation

This approach would allow us distribute the content to display only relevant offers on the specific hotel pages.

What's On and Blog content to be distributed throughout the site.

This content will still be available throughout the site but not present in the top level navigation.

'About Us' becomes 'Heritage'

Using a more evocative tone of voice can improve the users/customer's perception of the brand.

Challenging the resort perception of Amadria Park.

The Amadria Park website will in some cases be the first touch-point for your consumers. There are steps we can take at this stage to challenge the perception of being a resort.

One of the main actions we can take to reduce this is to remove **Attractions** from the navigation. This will put more emphasis on the hotel side of the business, helping to create the separation of your brand assets.

By removing **Special Offers** from the navigation, it removes some of the emphasis around it, alluding to a more luxurious and high-end product. It could be argued that **Special Offers** may act as an incentive but due to the sheer magnitude that are on offer it dampens the impact of their value.

In order to further streamline the navigation and create a simple user experience, we can consolidate **What's on**, **Blog** and where relevant, distribute this content across the rest of the website.

During the workshop, we highlighted an opportunity to elevate the brand by introducing a more evocative tone of voice. Here we are achieving this with the renaming of About Us to **Heritage**.

The term heritage gives an immediate indication of a story and history of the brand. It is much more descriptive and thought provoking. This is something that we should continue to do throughout the website and it's messaging.

ADDRESSING THE CONFUSION: PROPOSED NAVIGATION

| Amadria Park | Find a Hotel ⌄ | Destinations ⌄ | Heritage | | Meetings & Events | Reservation | EN ⌄ |

Sibenik

Ivan

Jure

Andrija

Jakov

Opatija

Milenij

Sveti Jakov

Royal

Grand 4 Opatijska Cvijeta

Zagreb

Heritage (2018)

Partner Hotels

Niko

Gardenija

Sibenik

Opatija

Zagreb

ADDRESSING THE CONFUSION: PROPOSED NAVIGATION JUSTIFICATION

Creating a simple user experience

Outlined below is a justification around the proposed navigation. Our aim is to simplify the experience offered by Amadria Parks website. We aim to reduce the overall amount of content but to ensure that all content is relevant and of the nature that it would influence a booking decision.

| Amadria Park | Find a Hotel ⌄ | Destinations ⌄ | Heritage | Meetings & Events | Reservation | EN ⌄ |

Making it easy for your users

With only three links in the main navigation, it reduces choice for the user allowing us to more easily influence their journey through the website.

Creating an information hub for a location focused experience

We agreed in the workshop that the emphasis when booking should be on location. Now the user has a dedicated hub for each of the locations that you operate in.

Heritage becomes your story

Capitalise on your rich heritage by delivering an experience that highlights the history and story of the brand.

Make a reservation

Rather than utilising a booking widget, we would include a Reservation link that will follow the user at all times. This doesn't have the same forcefulness but is certainly more present.
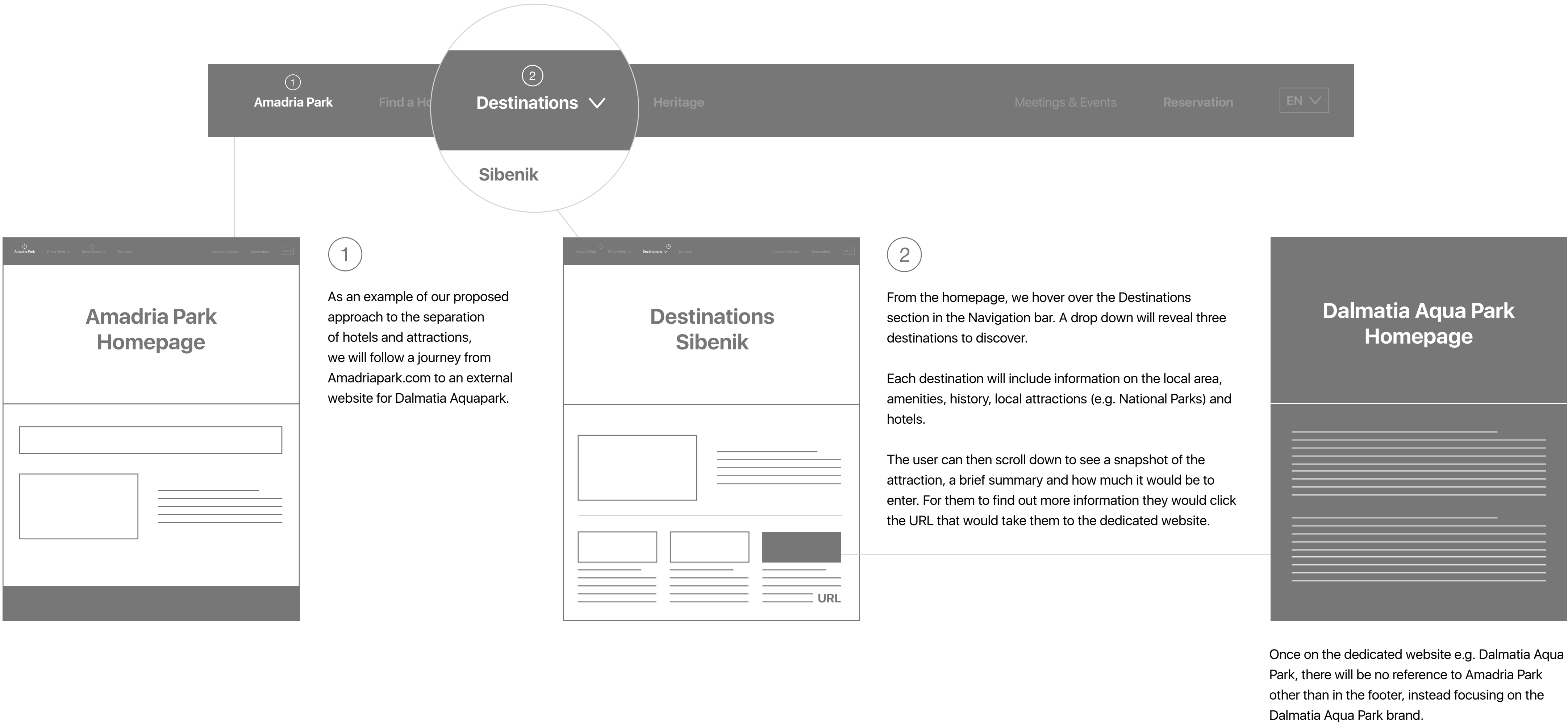
ADDRESSING THE CONFUSION: THE ATTRACTIONS

In order to disperse the resort image currently portrayed by Amadria Park, we believe that separating the attractions from the immediate offering of hotels will help to reduce the issue. The result of this is that the main Amadria Park website will become a space for you to promote only your hotels as all attractions would have now have their own dedicated website. With this, we also recommend that the 'by Amadria Park' tag-line for example, 'En Vogue Beach Club by Amadria Park', also be disregarded.

This isn't to say your attractions will be completely void of any link back to your overarching brand. We would still maintain a small reference in each of the dedicated web-pages but by removing the affiliation link, it creates separation and reduces the chance that your customers assume you are an all inclusive resort.

Our recommended approach outlines how your hotels and attractions can sit within a similar digital space but exist as two separate entities. This approach will also help external customers feel as if they are visiting a unique attraction and not an offering linked to your hotels. This aligns with our vision of providing you with a website and digital platform that is truly future-proof.

We appreciate that this may not have been the route you imagined and because of this, we are providing an alternative approach which is more considerate of the connection your attractions currently have to your brand.

HOW IT WOULD LOOK AND WORK: RECOMMENDED APPROACH

| ① Amadria Park | Find a H... | ② Destinations ⌄ | Heritage | Meetings & Events | Reservation | EN ⌄ |

Sibenik

Amadria Park Homepage

① As an example of our proposed approach to the separation of hotels and attractions, we will follow a journey from Amadriapark.com to an external website for Dalmatia Aquapark.

Destinations Sibenik

URL

② From the homepage, we hover over the Destinations section in the Navigation bar. A drop down will reveal three destinations to discover.

Each destination will include information on the local area, amenities, history, local attractions (e.g. National Parks) and hotels.

The user can then scroll down to see a snapshot of the attraction, a brief summary and how much it would be to enter. For them to find out more information they would click the URL that would take them to the dedicated website.

Dalmatia Aqua Park Homepage

Once on the dedicated website e.g. Dalmatia Aqua Park, there will be no reference to Amadria Park other than in the footer, instead focusing on the Dalmatia Aqua Park brand.

HOW IT WOULD LOOK AND WORK: ALTERNATIVE APPROACH

Amadria Park Find a Hotel ⌄   Destinations ⌄   Heritage   Meetings   **Reservations**   EN ⌄

Reservations

Payment

Would you like to add?

⊕   ⊕   ⊕

URL

If separating the brands is not a viable option, each attraction could be promoted toward the end of the purchase stage and added onto the buying/booking journey as an optional extra.

This alternative approach would be similar to **Amazon.com** when you are in your basket.

If the user wishes to find out more about the advert, it will lead them to its dedicated site.

This is an alternative approach because it may still be construed as a resort, but would be far better than what is currently being offered, as there is no micro-site within Amadria Park and the user would know to pay separately for the attraction.

Dalmatia Aqua Park Homepage

THE NEXT STEPS.

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We would like you to review the approaches we have outlined in this document and provide us with your preferred route. As stated above, we believe that our recommended approach provides thes best route in alleviating brand confusion and combat negative reviews.

In addition, we would like to gain your insights on how you will be achieving greater differentiation between the Amadria Park brand and the brands of the attractions (e.g. Dalmatia Aquapark) with physical changes at your hotel and attraction locations.

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