



# Sherpa Van Website Redevelopment Scope of Work Document

## Sherpa Van Introduction and Background

### What does Sherpa Van Do?

Current website – [www.sherpavan.com](http://www.sherpavan.com)

Sherpa Van provides 2 services to people planning a walking or cycling holiday in the UK:

**Luggage Transfer Service** – where the customer is walking or cycling a well-known, named trail in the UK, and needs their main bags transferred each day between their accommodation so that they can travel with just a light day-pack. The customer uses the website to tell us where they are planning to stay each night, and builds an itinerary to book their luggage transfer. The customer pays Sherpa Van a fee per bag, per 'movement'.

**Luggage Transfer and Accommodation Booking Service** – we also provide an additional service where we can book the customer's accommodation. On a particular route, they select which town or village they are planning to reach each day, and they pick from a list of hotels and B&Bs that we can book for them. The customer pays Sherpa Van a booking fee for each hotel, in addition to their luggage transfer fee.

### The routes we cover are:

- Cleveland Way
- Coast to Coast
- Cotswold Way
- Cumbria Way
- Dales Highway
- Dales Way
- Hadrian's Wall
- Herriot Way
- Lady Anne Way
- Pennine Way
- Coast to Coast Cycle Route
- St Cuthbert's Way
- West Highland Way

### Bag Restrictions:

- Bags must not weigh more than 20kg.
- Maximum bag transfer is 30 miles per day for walkers or 60 miles per day for cyclists. If a customer is planning to cover greater distances than these in a day, they can contact us for a quote.

Sherpa Van is part of the World Expeditions Travel Group, an Australian company that owns a family of 12 travel companies based in Australia, New Zealand, Canada and the UK. One of the group's companies is Sherpa Expeditions, based in the UK – which offers guided and self-guided walking and cycling holidays in the UK and Europe. Sherpa Van was purchased by Sherpa Expeditions in 2000.

Sherpa Expeditions and Sherpa Van share a General Manager (Tali Emdin) and Marketing Manager (Elliot Rose), who are both based at the Sherpa Expeditions / World Expeditions UK office in Wandsworth, London. There is also a Sherpa Van office in Richmond, North Yorkshire – this is where the team that looks after the day-to-day operation of the company is based.

For holidays sold on routes where Sherpa Van operates, Sherpa Expeditions uses Sherpa Van for its luggage transfers. However, Sherpa Expeditions also uses other luggage transfer providers on UK routes that are not covered by Sherpa Van.

Other tour operators, who are competitors to Sherpa Expeditions, use Sherpa Van to fulfil luggage transfers. In 2017 approximately 61% of Sherpa Van's income was from direct bookings, with 39% coming from holiday companies (including Sherpa Expeditions).

## Competitors

- Trail Magic Baggage [www.trailmagicbaggage.com](http://www.trailmagicbaggage.com)
- Coast to Coast Packhorse [www.c2cpackhorse.co.uk](http://www.c2cpackhorse.co.uk)
- Brigantes [www.brigantesenglishwalks.com](http://www.brigantesenglishwalks.com)
- Hadrian's Haul <http://www.hadrianshaul.com>
- Luggage Transfers <http://www.luggagetransfers.co.uk/>

Note that all of these websites are much simpler than Sherpa Van, in that:

- a) They don't offer accommodation booking as well as bag transfer (unless the customer is actually booking a holiday with them).
- b) The customer types in their pick-up/drop-off addresses manually. There are no pre-populated choices to browse and select.
- c) The website doesn't work out their daily mileage for them as they build their itinerary.

I've had problems using some of these websites:

Brigantes doesn't seem to let you build an itinerary, and to make a baggage transfer booking you have to fill in a form. With C2C Packhorse it's really unclear how to book baggage transfer only – I filled in a booking form and at no point did it ask me if I was booking my own accommodation and only required baggage transfer.

There seems to be a real gap in the market for a modern, easy-to-use website that allows you to book your bag transfer and/or accommodation online, using a day-by-day itinerary builder. Even the current Sherpa Van website has considerably more sophisticated functionality than these competitors.

## Customer Data

The **Coast to Coast** is by far the most popular of the routes booked by Sherpa Van customers. In 2017, it accounted for 37% of total passengers.

### 2017 Totals

Trail 2017	Pax Numbers
Coast to Coast	2,586
Dales Way	995
Cleveland Way	633
Cumbrian Way	667
Pennine Way	327
C2C Cycle route	247
Cotswold Way	186
Hadrian's Wall	237
Herriot Way	320
West Highland Way	123
Cancelled Tours	164
Dales High Level	129
Lady Anne Way	108
St Cuthbert's Way	85
Great Glen Way	54
Bus only	53
Bus and Car Parking Only	11
Casual Bags	21
South Downs Way	10
Dales Cycle Way	6
Offa's Dyke	10
<b>Grand Total</b>	<b>6,972</b>

## Website Analytics

### October 2017 – October 2018 (Previous Year)

- 83,613 unique users (68,034)
- 136,937 sessions (106,761)
- 676,408 page views (495,255)
- 4.94 avg. pages per session
- 05:16 avg. session duration
- 46.51% bounce rate
- 60% new visitors, 40% returning visitors

**NB.** For the 2018 season, Sherpa Van ran Google adwords campaigns for the first time.

## Main Objectives for New Website

- To completely rebuild the website using a modern CMS and up-to-date design. Not just a cosmetic make-over.
- To simplify the booking process, with a more linear and logical customer journey, with fewer steps.
- To reduce the amount of text and instructions involved in the booking process.
- To create a site that can be maintained day-to-day in house, with external support only needed for fixing problems and structural site changes. For instance, if we decide to cover a new route, or add a hotel to the list for a particular village, we want to be able to do that ourselves. Likewise if we want to add or change photos of hotels, or update any other information.
- To create a fully mobile responsive website.
- To create a sign-in/account facility - for people to create a log-in account, and for them to be able to save a partially completed itinerary and return to it before submitting the booking request. They could also sign in to the website once their booking is confirmed to view and download their itinerary details.

## The Booking Process

From the homepage there should be 2 points of entry into the booking journey:

1. Choose route → Route Landing Page → Choose luggage or accommodation service → Get started
2. Choose luggage or accommodation service → Choose route → Get started

## Luggage Transfer Customer Journey

**Getting Started Page** – basic instructions on how to complete booking (Do we need this? Can it be incorporated into other pages to simplify journey?)

**Enter General Details** – Start date, total number of people, total bags

**Day 1** – enter first pick up point (town and hotel) and delivery point (town and hotel). In each town there should be a drop-down menu of hotels to choose from, which auto-populates phone number, but customers can enter the hotel details manually if theirs is not displayed.

Once the delivery point is entered, the customer is informed how many miles they will have walked that day.

Once they are happy, they continue to day 2, and repeat the process for each day of their trip, until they have reached the end of their planned walk or cycle.

They submit their itinerary, and are told how much the total fee is (number of days x number of bags x bag fee).

If they are happy, they confirm the booking and are given a reference number. As part of the confirmation process they will need to create their login account if they haven't already done so by saving their itinerary at a previous stage.

**Confirmation** - once confirmed, they should receive a confirmation email with a summary of their itinerary.

**NB.** Some routes (e.g. Hadrian's Wall) will need to have the option to book in reverse direction

### Questions/Notes

- Currently customers do not pay a deposit. We would like to introduce a system where they securely pay a fee online when they submit their booking, and on confirmation we send them a link to pay the remainder securely online.
- Do we want towns represented on a linear route, or just a list to select from? Or is there a way of having the towns displayed on a map, and each time they select a new stop, the line showing their route is extended on the map? This is an area with potential for creativity in terms of how it is represented.

**Example:** <http://meabee.com>

### Luggage and Accommodation Booking

**Getting Started Page** – currently far too much information to wade through. Need to consider what is necessary and what can be incorporated into the booking journey.

Currently the customer chooses their route on this page – but with the new site I am envisaging that they will have already chosen their route by the time they get to this page so by clicking on something like **Build Your Itinerary** or **Get Started**, it will automatically start the process for the route they have chosen.

**Enter General Details** – start date (must be at least 3 weeks from booking date – late bookers need to call or email us), and enter number of rooms required (single, double, twin) and whether they require ensuite, total people in party, number of dogs & what type and number of bags.

**Choose locations** – click first accommodation town required from a list, map or linear route representation (need to decide how best to display this). This also needs to show how many miles the town is from the start, so that the customer can work out how far they want to travel each day. Once the customer has clicked on their first location, they are presented with a list of hotels.

For each hotel, we will need to display the following:

- Name and address
- A contact button that then displays phone numbers from UK and overseas, and an email contact form
- Property Type
- Accreditations

- Room types with prices
- Image gallery (needs to work with 1 image, up to a maximum of around 6)
- Description and directions
- Customer Reviews

Currently we have a key of little icons showing things like whether the hotel is dog-friendly, but I would suggest dropping these as they are just confusing if you can't remember what they represent.

**Select hotel** - the customer selects their chosen hotel, and is presented with a box to enter any special requirements, then confirms to add the hotel to their itinerary.

The process is repeated – each time the customer confirms a hotel it is added to their itinerary, listing the date, name of hotel, town, no. of miles from the start.

At each stage the customer should be able to remove a stop from their itinerary, or go back and edit it.

At any stage, the customer should be able to save their itinerary, which will prompt them to create an account and enter their contact details. Currently they are given a reference number, but can't return to their booking to continue building their itinerary unless they bookmark the page. With the new site we want them to be able to log in and continue building/editing their itinerary until they are ready to confirm it.

Once they click on submit, they are presented with a summary of their itinerary and details of charges (broken down into hotel booking fees and bag transfer fees).

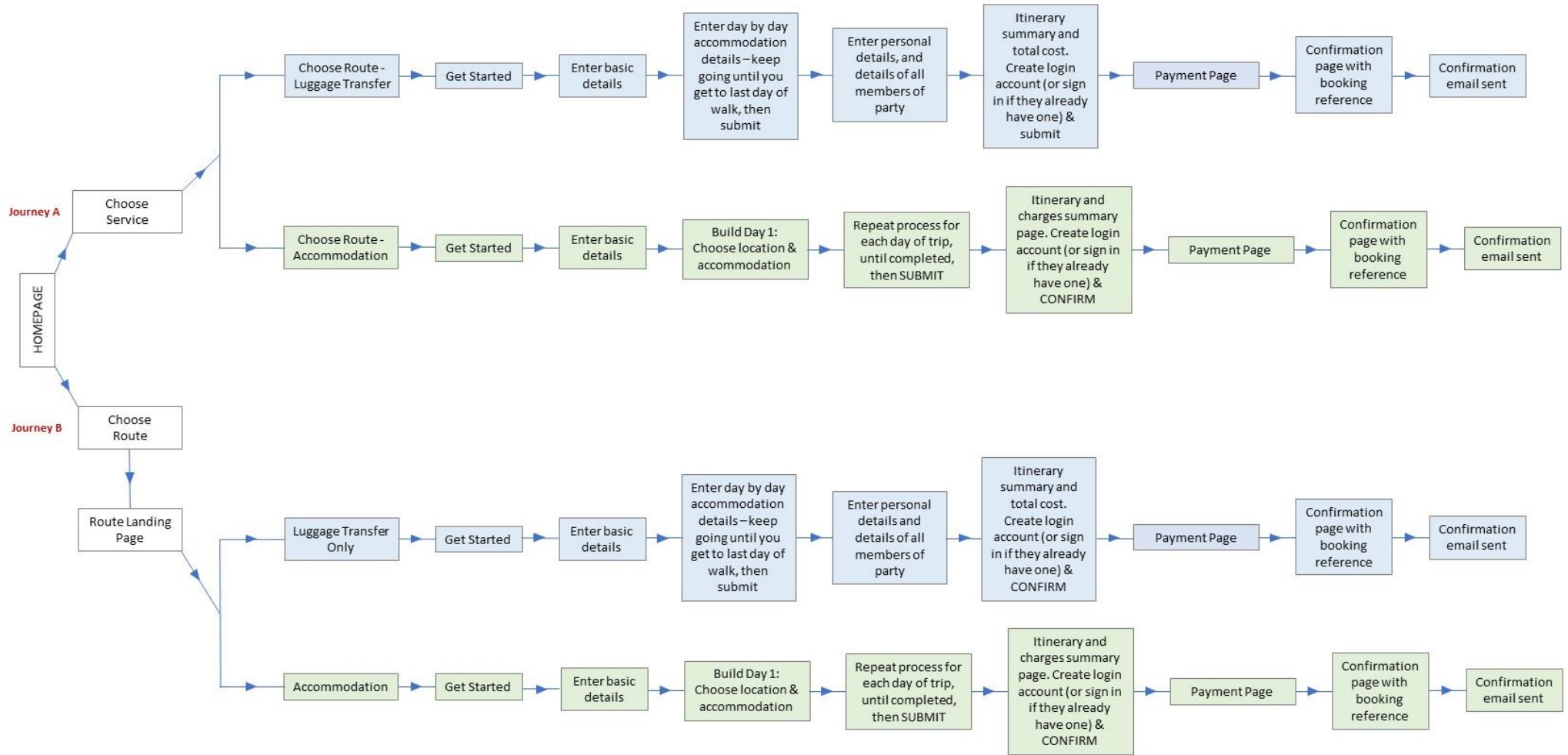
**Confirm booking** – takes them to a payment page.

Currently customers pay us the booking fee, but pay the hotels directly as they travel. There is a tiered fee structure depending on the number of nights booked.

**Payment Screen** - This needs to be automated and I think to be credit card compliant, we should charge the booking fee at time of booking via the website as an automatic payment and then bill them for the baggage, car parking, bus transfers etc. If we cannot confirm the booking, we will refund the fee paid.

Once they have completed their payment, they should receive an email confirmation, including a summary of their booking.

# Potential Booking Journeys



## Potential Additional Content & Features

### Customer Reviews

- General reviews - could these go on route landing pages?
- Accommodation customer reviews – need to go on specific hotel pages.

We are very keen for customers to send photos, videos, feedback etc. – but I would like to concentrate this on Facebook as the page really needs to grow. So it's just a selection of general feedback comments, and hotel reviews, that I would suggest hosting on the website, with all other User Generated Content on Facebook.

### Additional pages:

- Contact Us
- About Us (including *Meet the Team*)
- How it Works or FAQs – a page summarising the 2 services we offer and how to make a booking (further down the line I would like to make a video for this, but initially it would be solely written content)
- Privacy Policy
- Complaint Handling

## Colours & Visuals

- Logo green – C: 90 M: 35 Y: 83 K: 28
- Logo lighter blue – C: 82 M: 85 Y: 30 K: 16
- Logo darker blue – C: 99 M: 100 Y: 32 K: 50

**The website doesn't necessarily have to follow the logo colours – these are just here for reference.**

Although we are keen on a simple, clean design, the new website should make use of some of the excellent photos we have of the UK walking routes.

We have mocked up a few visuals to help with internal discussion – these do not have to be followed but they give an idea of the entry points required from the homepage, and a rough example of a route landing page.





## Let Sherpa Van be your guide

The Sherpa Van Project is a nationwide, regular, daily luggage moving service that covers many of Britain's major walking and cycling routes. We also offer an accomodation booking service, meaning all you have to do is choose where you want to stay and we'll do all the hard work.



### Our Routes



[Luggage Transfer](#)  
[Accommodation Booking](#)  
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[FAQs](#)  
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[Contact Us](#)

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## Coast to Coast

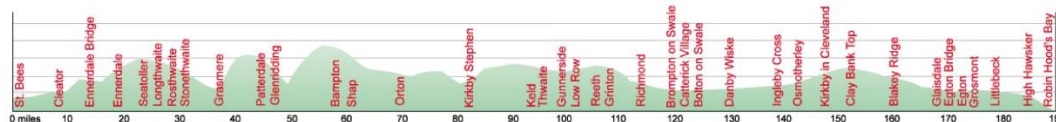
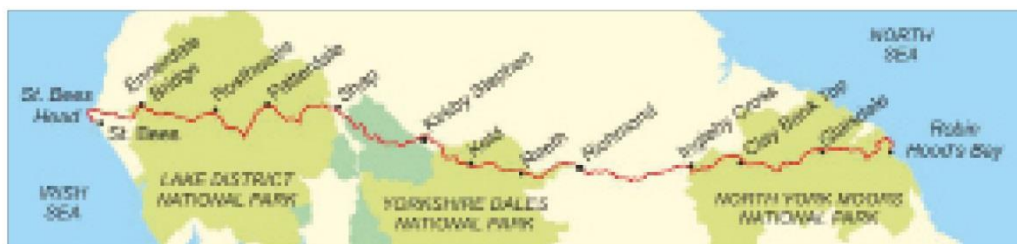
This classic route was originated and described by the celebrated A.Wainwright, author of a well-known series of mountain-walking guide books on the English Lake District. The route is 190 miles long, which works out at an average of 14.5 miles per day. Shorter days occur early in the tour, where steep gradients and rough going are encountered during the crossing of several high passes in the Lake District. The days get longer towards the end of the tour, with 24 miles, mostly on level ground, between Richmond and Osmotherley being followed by a day of 21 miles over the Cleveland Hills and North York Moors.

### Key Facts

**Duration of walk - from 11 days**  
**Season - 24 Mar to 13 Oct 2018**  
**Starting Point - St Bees**  
**End point - Robin Hood's Bay**

As well as providing a challenge, the route is renowned for its variety of beautiful scenery. Particular highlights include the idyllic lakeland valley of Borrowdale, the historic cobbled streets and market square of Richmond, and the marvellous heather-covered plateaux of the North York Moors.

### Build Your Itinerary



## Timeline

- Nov 2018: Agree broad scope of work
- Dec 2018: Receive proposals from developers
- January 2019: Select developer, agree detailed project scope and timeline
- Jan – Apr 2019: Build
- May 2019: Testing
- May – June 2019: Aim for a go-live date by June 2019