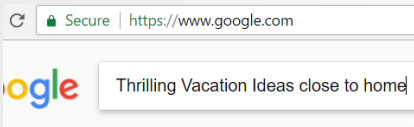




The Thriller Family – John (44), Becky (42), John Jr. (16) and Sammy (15)

- Planning July vacation
- Live 3-hour drive from RollerWater Thrill Park in Forest City, Fla.
- John was out of work 2 months in past year; isn't able to spend as much on vacation as originally planned. Becky does most of planning; however, entire family has to agree on a vacation or it will be another staycation at home.



On Becky's coffee break at work, she searches internet for thrilling vacation ideas that are close to home. She's on her desktop computer. A banner ad for RollerWater Thrill Park is one of the top results and she clicks on it.

Becky sees photos on the website of families on water rides and thrill rides. She thinks this might be the affordable getaway that she's been looking for. She quickly copies the URL and emails it to the rest of the family.

John Jr. was on the school bus when he got the email about RollerWater Thrill Park from his mom. He clicks the link on his iPhone and is taken to the website. He finds difficult to view on his phone. It is very text-heavy and he has to do a lot of clicking to try and learn about the park. Frustrated, he searches for more thrilling vacation destinations.

That evening, Becky talks about the RollerWater Thrill Park and how she thinks it's where they should go on vacation. John Jr. disagrees and thinks that the More Thrilling Park is where they should go. He quickly brings the site up on his phone and passes it around the table. Everyone agrees and Becky starts planning the trip.

RollerWater Thrill Park's separate desktop and mobile web experiences are hindering their conversion. A unified experience across devices is critical to growing the business.