

Agenda

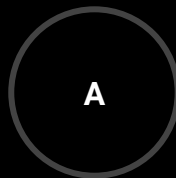
● Overview

Overview

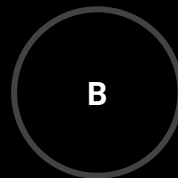
● Team at Hipcamp



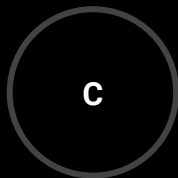
Lead Product Designer



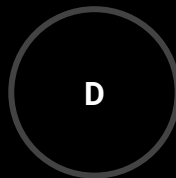
PM



Engineering Manager



Front End SWE



Back End SWE

Overview

● Project

Problem Scope

The Hipcampers couldn't add Extras post initial booking, so on-site, they would pay Hosts via cash or payment app, resulting in Hipcamp to miss out on payment transaction fees.

Success Metric

Create a scalable checkout feature to simplify UX, increase number of bookings, and increase amount and percentage of GMV relative to Extras.

Agenda

- **User Research**

User Research

Out of **70,000+** hipcampers

60 %

wanted the ability to add Extras while they were on-site or during a booking

HIPCAMP

User Research

- **Usability Findings**

Old User Experience

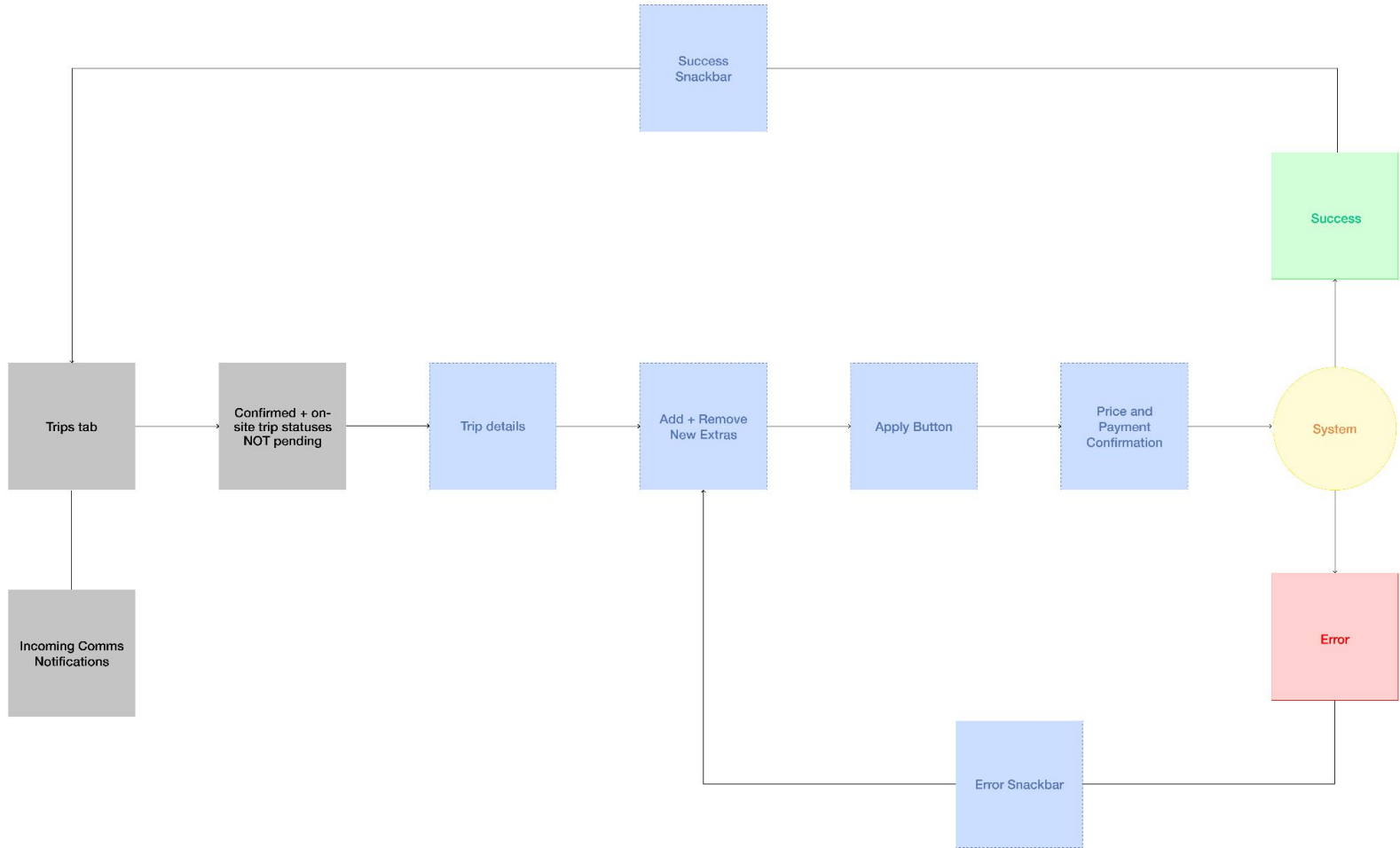
10 out of 10 Hipcampers rated ease of use for requesting Extras less than a 2, with 1 = very difficult and 7 = not at all difficult.

Agenda

● Flows

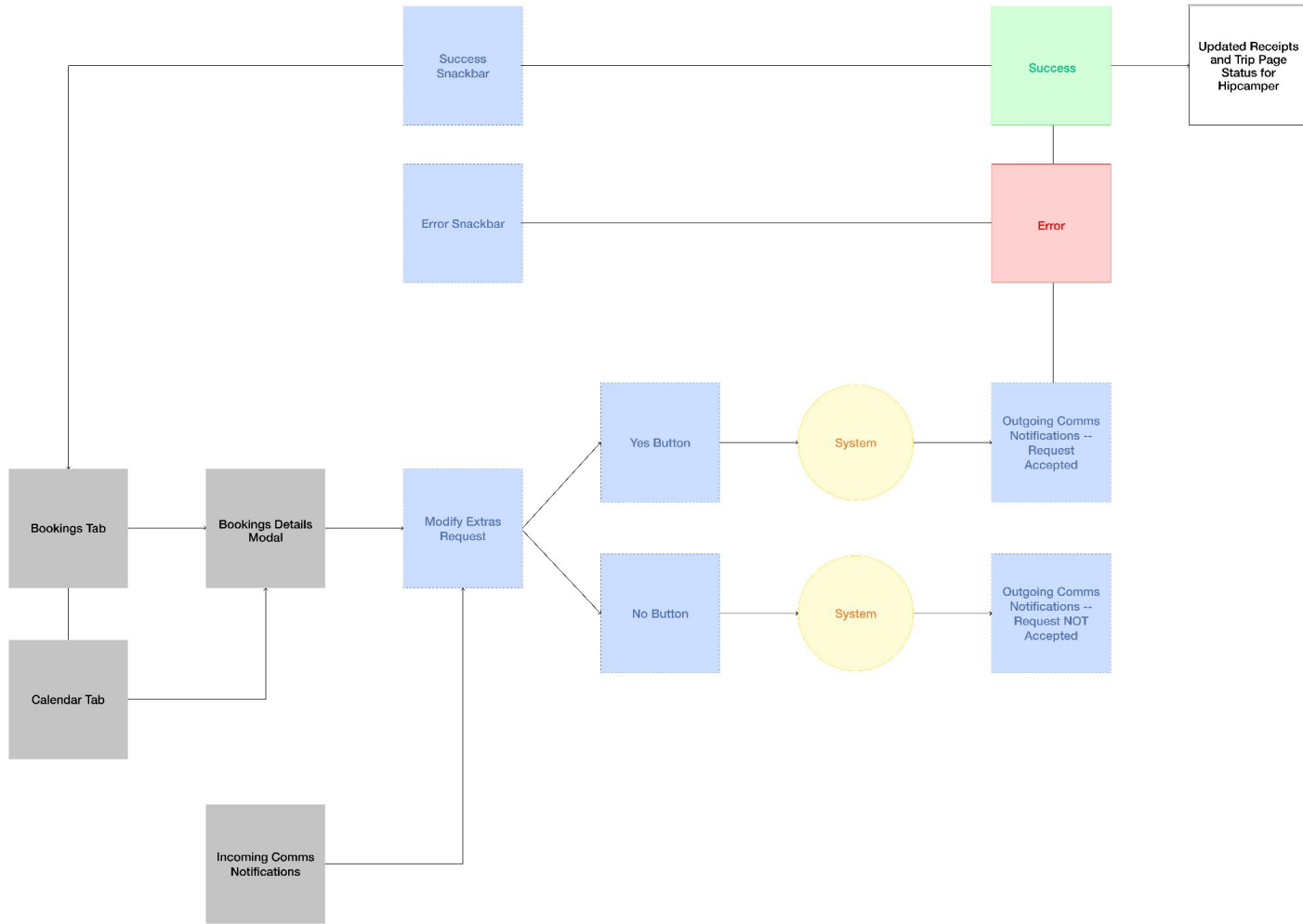
Flows

- **Hipcamper Flow**



Flows

- **Host Flow**



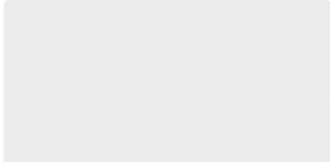
Agenda

- **Explorations**

Explorations

● Lo-Fi

Upcoming Trips



Upcoming Trip

Land Name

Site name
Date 1 to date 2, 2022

Back

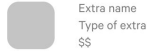
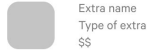
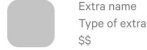
Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip



Request Extras

Back

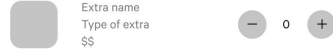
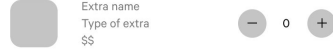
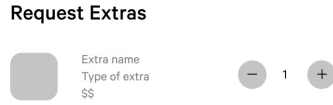
Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip



Cancel

Request Extras

Back

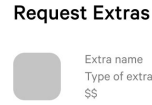
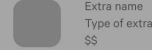
Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip



Total

\$0.00

Cancel

Request Extras

Back

Group size

Number of guests

Modify Trip

Requested Extras

Your requested extra is pending. You will be updated in 24 hours when your Host responds.



Rules

This is first rule.

This is second rule.

This is third rule.

This is fourth rule.

You have requested an extra.



Trips

Trips

Trips

Back

Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip

Extra name Type of extra \$\$	+
-------------------------------------	---

Extra name Type of extra \$\$	+
-------------------------------------	---

Extra name Type of extra \$\$	+
-------------------------------------	---

Request Extras



Back

Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip

Extra name Type of extra \$\$	- 2 +
-------------------------------------	-------

Extra name Type of extra \$\$	+
-------------------------------------	---

Extra name Type of extra \$\$	+
-------------------------------------	---

Review Extras Request

2



Back

Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip

Extra name Type of extra \$40 * 2	+	Extra name Type of extra \$40 * 2
---	---	---

Review Extras Request

Extra name Type of extra \$40 * 2	+	Extra name Type of extra \$40 * 2
---	---	---

Subtotal \$40.00

Service fee \$2.00

Total \$42.00

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Cancel

Send Request



Back

Group size

Number of guests

Modify Trip

Extras

Your Host will respond to your Extras request within 24 hours.

Extra name Type of extra 2 for \$40	Pending Extras Request
---	------------------------

Rules

This is first rule.

This is second rule.

This is third rule.

This is fourth rule.

You have requested an extra.

X



Back

Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip



Extra name

Type of extra

\$10

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Request Extras

3



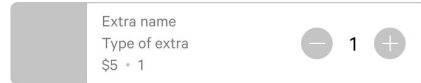
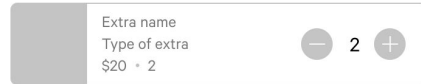
Back

Group size

Number of guests

Modify Trip

Review Extras Request



Subtotal \$25.00

Service fee \$2.00

Total \$27.00

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Cancel

Send Request

Back

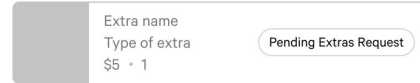
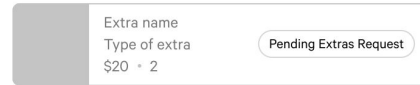
Group size

Number of guests

Modify Trip

Extras

Your Host will respond to your Extras request within 24 hours.



Rules

This is first rule.

You have requested an extra.

X

This is third rule.



Back

Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip



Extra name
Type of extra
\$5

Lorem ipsum dolor
sit amet.

Extra name
Type of extra
\$20

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Sed
do eiusmod tempor.

Extra name
Type of extra
\$\$

Lorem ipsum dolor
sit amet, consect
adipiscing elit.

Request Extras

Trips

Back

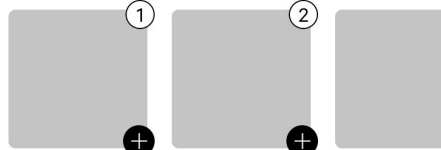
Group size

Number of guests

Modify Trip

Request Extras

Add Extras to complete your trip



Extra name
Type of extra
\$5

Lorem ipsum dolor
sit amet.

Extra name
Type of extra
\$20

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit. Sed
do eiusmod tempor.

Extra name
Type of extra
\$\$

Lorem ipsum dolor
sit amet, consect
adipiscing elit.

Request Extras

3

Trips

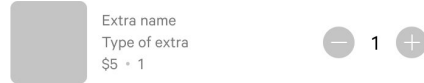
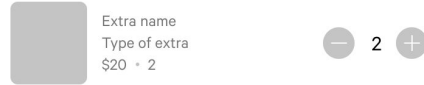
Back

Group size

Number of guests

Modify Trip

Review Extras Request



Subtotal \$25.00

Service fee \$2.00

Total \$27.00

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Send Request

Back

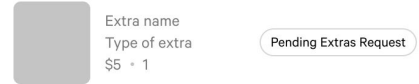
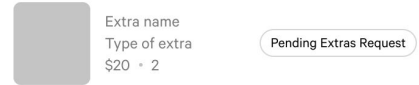
Group size

Number of guests

Modify Trip

Extras

Your Host will respond to your Extras request within 24 hours.



Rules

This is first rule.

You have requested an extra. X

This is third rule.

Trips

Back

Group size

Confirmed for 2 people

Modify trip

Request Extras

Add Extras to make your trip more delightful.



Extra name

Type of extra

\$\$/guest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor. Et dolore magna ali...

See more



Extra name

Type of extra

\$/bundle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor.



Request extras

Rules

Potable drinking water is available at this listing.

Back

Group size

Confirmed for 2 people

Modify trip

Request Extras

Add Extras to make your trip more delightful.



Extra name

Type of extra

\$\$/guest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor. Et dolore magna ali...

See more

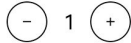


Extra name

Type of extra

\$/bundle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor.



Request extras

Rules

Potable drinking water is available at this listing.

Back

Group size

Confirmed for 2 people

Modify trip

Request Extras

Review Extras Request



Extra name

Type of extra

+\$ for 1 guest



Extra name

Type of extra

+\$ for 1 bundle

Subtotal +\$00.00
Service fee +\$0.00

Total \$00.00

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Request extras

Back

Group size

Confirmed for 2 people

Modify trip

Extras

Pending Extras Request

You will be notified within 24 hours once your host, Name, responds to your Extras request.



Extra name

Type of extra



Extra name

Type of extra

Extras Request Sent

We'll send your modification request to your Host. They will have 24 hours to respond to your request. If the Host accepts, declines or if the request expires, you will be notified. Thanks for your patience!

Continue

Back

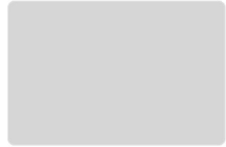
Group size

Confirmed for 2 people

Modify trip

Request Extras

Add Extras to make your trip more delightful.



Extra name

Type of extra

\$/guest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor. Et dolo...

See more



Request extras

Rules

Back

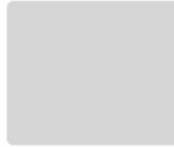
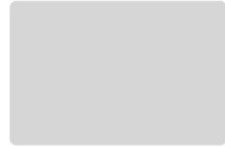
Group size

Confirmed for 2 people

Modify trip

Request Extras

Add Extras to make your trip more delightful.



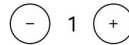
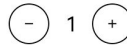
Extra name

Type of extra

\$/guest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor. Et dolo...

See more



Request extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Request Extras

Add Extras to make your trip more delightful.

Review Extras Request

Extra name +\$ for 1 guest

Type of extra

Extra name +\$ for 1 bundle

Type of extra

Subtotal +\$00.00

Service fee +\$0.00

Total \$00.00

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

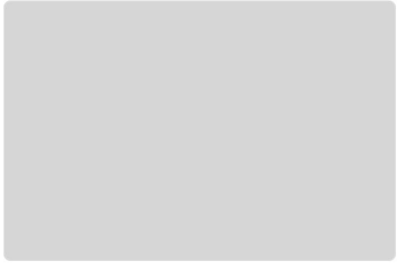
Request extras

Back

moary trip

Request Extras

Add Extras to make your trip more delightful.



Extra name

Type of extra

\$/guest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor. Et dolo Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit auifugit...

See more

- 0 +

Request extras

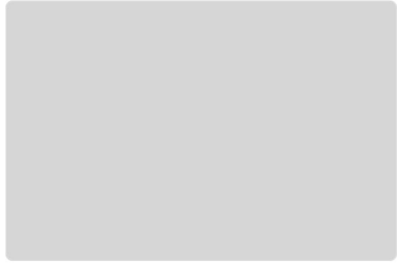
Rules

Back

moary trip

Request Extras

Add Extras to make your trip more delightful.



Ext

Type

\$/g

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor. Et dolo Nemo enim ipsam voluptatem, quia voluptas sit, aspernatur aut odit auifugit...

See more

- 1 +

Request extras

Rules

Back

moary trip

Request Extras

Add Extras to make your trip more delightful.



Review Extras Request

Extra name +\$ for 1 guest

Type of extra

Extra name +\$ for 1 bundle

Type of extra

Subtotal +\$00.00

Service fee +\$0.00

Total \$00.00

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Request extras

Agenda

● Hi-Fi

Back

Group size

Confirmed for 2 people

Modify trip

Request Extras

Add Extras to make your trip more delightful.



Firewood bundy

Good

\$24 per bundle



Animal guided fun

Experience

\$16 per guest



Intermeditate hike

Experience

\$5 per guest

This hike is not the easiest and it is not the hardest but it is just in the...

Request extras

Rules

Back

Trip details

Request Extras



Firewood bundy

Good

+\$24 per bundle

- 1 +



Animal guided fun

Experience

+\$16 per guest

- 1 +



Intermediate hike

Experience

+\$5 per guest

- 0 +

Firewood bundy	+ \$24.00
Animal guided fun	+ \$16.00
Service fee	+ \$1.95

Total extras charge +\$41.95

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Cancel

Request

Back

Site

Dispersed

Group size

Confirmed for 2 people

Modify trip

Extras

Pending Extras

Within 24 hours we will let you know as soon as your host, Jane, responds to your Extras request.

Pending Extras



Firewood bundy

Good

\$24 per bundle

1 bundle



Animal guided fun

Experience

\$16 per guest

1 guest

Extras request sent.

×

Rules

2:17



Upcoming Trips

Upcoming Trip

Pending Extras

LA Campout

AntFarm LA

Wed, Jun 16th to Fri, Jun 18th



Back

Group size

Confirmed for 2 people

Modify trip

Extras

Current Extras



Firewood bundle

Good

\$24 per bundle

1 bundle



Animal guided fun

Experience

\$16 per guest

1 guest



Intermeditate hike

Experience

\$5 per guest

1 guest

This hike is not the easiest and it is not the hardest but it is just in the...

Modify extras

Rules

Back

Trip details

Trip dates

Wed, Jun 16th to Fri, Jun 19th

Modify Extras



Firewood bundy

Good

+\$24 per bundle

- 0 +



Animal guided fun

Experience

+\$16 per guest

- 1 +



Intermediate hike

Experience

+\$5 per guest

- 0 +

Animal guided fun

+\$16.00

Service fee

+\$1.95

Total extras charge

+\$17.95

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Cancel

Request

11:05



Back

Booking #1095781

Chris I.



Email

chris.idi@hipcamp.com

Group size

2 people

Phone

(555) 555 - 5555

Vehicles

1 vehicle

Review request

Pending Extras Request

Firewood bundy

1 bundle · \$24

Animal guided fun

1 guest · \$16

Price

\$40.00

Earnings

\$38.05

[View Full Statement](#)

Decline

Accept

Back

Group size

Confirmed for 2 people

Modify trip

Extras

Current Extras



Firewood bundy

Good

\$24 per bundle

1 bundle



Animal guided fun

Experience

\$16 per guest

1 guest



Intermeditate hike

Experience

\$5 per guest

1 guest

This hike is not the easiest and it is not the hardest but it is just in the...

Modify extras

Rules

11:05



Back

Booking #1095781



Chris I.

Email chris.idi@hipcamp.com

Group size 2 people

Phone (555) 555 - 5555

Vehicles 1 vehicle

Review request

Pending Extras Request

Firewood bundy

1 bundle · \$24

Animal guided fun

1 guest · \$16

Price \$40.00

Earnings \$38.05

[View Full Statement](#)

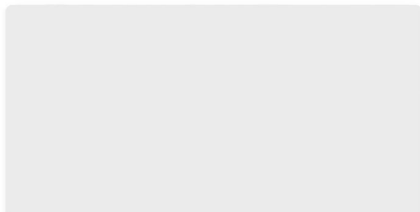
Decline

Accept

2:17



Upcoming Trips



Upcoming Trip

LA Campout

AntFarm LA
Wed, Jun 16th to Fri, Jun 18th



[Back](#)

Group size

Confirmed for 2 people

Modify Trip

Request Extras

Add Extras to make your trip more delightful.



Animal Fun

Experience

\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)



Firewood Bundy

Good

\$24/bundle

Firewood with 12 logs. If you need anything starter kit please do...



Request Extras

Rules

Potable drinking water is available at this listing.

[Back](#)

Group size

Confirmed for 2 people

Modify Trip

Request Extras

Add Extras to make your trip more delightful.



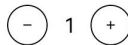
Animal Fun

Experience

\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)



Firewood Bundy

Good

\$24/bundle

Firewood with 12 logs. If you need anything starter kit please do...



Request Extras

Rules

Potable drinking water is available at this listing.

[Back](#)

Group size

Confirmed for 2 people

Modify Trip

Request Extras

Review Extras Request



Animal Fun

Experience

+ \$16 for 1 guest



Firewood Bundy

Good

+ \$24 for 1 bundle

Subtotal +\$40.00
Service fee +\$1.95

Total \$41.95

There will be a charge for this extras request to the credit card that was used to make this booking after your request is accepted.

Request Extras

Back

Confirmed for 2 people

Modify Trip

Extras

Pending Extras Request

You will be notified within 24 hours as soon as your host, Jane, responds to your Extras request.



Animal Fun
Experience
\$16/guest

Pet animals, feed animals, take



Firewood Bundy
Good
\$24/bundle

Firewood with 12 log

Extras Request Sent

We'll send your Extras request to your Host. They will have 24 hours to respond to your request. If the Host accepts, declines or if the request expires, you will be notified. Thanks for your patience!

Continue

Back

Confirmed for 2 people

Modify Trip

Extras

Pending Extras Request

You will be notified within 24 hours as soon as your host, Jane, responds to your Extras request.



Animal Fun
Experience
\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)

1 guest



Firewood Bundy
Good
\$24/bundle

Firewood with 12 log
If you need anything
starter kit please do

1 bundle

Request Extras

Rules

Potable drinking water is available at this listing.

2:17



Upcoming Trips

Upcoming Trip

Pending Extras Request

LA Campout

AntFarm LA

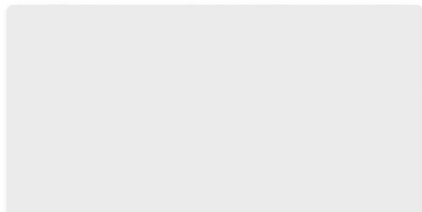
Wed, Jun 16th to Fri, Jun 18th



2:17



Upcoming Trips



On-site

LA Campout

AntFarm LA

Wed, Jun 16th to Fri, Jun 18th

[Back](#)

Confirmed for 2 people

Modify Trip

Extras

You can still add more Extras or modify your current Extras before the end of your stay.



Animal Fun

Experience

\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)



Firewood Bundy

Good

\$24/bundle

Firewood with 12 logs
If you need anything
starter kit please do



Modify Extras

Rules

Potable drinking water is available at this listing.



[Back](#)

Confirmed for 2 people

Modify Trip

Extras

Extras Request Declined

Your request was declined. Please feel free to request more Extras.



Animal Fun

Experience

\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)



Firewood Bundy

Good

\$24/bundle

Firewood with 12 logs. If you need anything, please do...



Request Extras

Rules

Potable drinking water is available at this listing.

[Back](#)

Confirmed for 2 people

Modify Trip

Extras

Extras Request Expired

Your request has expired. Please feel free to request more Extras.



Animal Fun

Experience

\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)



Firewood Bundy

Good

\$24/bundle

Firewood with 12 logs. If you need anything, please do...



Request Extras

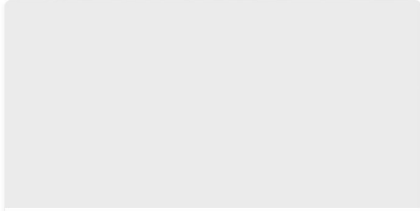
Rules

Potable drinking water is available at this listing.

2:17



Upcoming Trips



On-site

LA Campout

AntFarm LA

Wed, Jun 16th to Fri, Jun 18th

[Back](#)

Confirmed for 2 people

Modify Trip

Extras

You can still add more Extras or modify your current Extras before the end of your stay.



Animal Fun

Experience

\$16/guest

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[See more](#)



Firewood Bundy

Good

\$24/bundle

Firewood with 12 logs. If you need anything for your starter kit please do...



Modify Extras

Rules

Potable drinking water is available at this listing.



11:05 ↗



[Back](#)

Booking #1095781

Chris I.



Email chris.idi@hipcamp.com

Group size 2 people

Phone (555) 555 - 5555

Vehicles 1 vehicle

Listing AntFarm LA

Site LA Camput

Check in Wed, Jun 16th

Check out Fri, Jun 18th

Nights 2 nights

Extras Pending Extras Request

Firewood bundy \$24 for 1 bundle

Animal guided fun \$16 for 1 guest

Price \$40.00

Earnings \$38.05

Decline

Accept

Earnings \$675

11:05 ↗



[Back](#)

Booking #1095781

Chris I.



Email chris.idi@hipcamp.com

Group size 2 people

Phone (555) 555 - 5555

Vehicles 1 vehicle

Listing AntFarm LA

Site LA Camput

Check in Wed, Jun 16th

Check out Fri, Jun 18th

Nights 2 nights

Extras

Firewood bundy 1 bundle

Animal guided fun 1 guest

Earnings \$713.05

[View Full Statement](#)

You accepted an Extras request. ✕

[Get Help](#)

Agenda

- **Delivered Designs**

Delivered Designs

- **Hipcamper Designs**

2:17



Upcoming Trips



Upcoming Trip

LA Campout

AntFarm LA
Wed, Jun 16th to Fri, Jun 18th



Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Animal fun

Experience

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[Read more](#)

+\$16/guest



Firewood b

Good

Firewood with 12 logs and starter kit. If you need anything else for the starter kit please message us.

+\$24/bundle



Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Firewood bundy

Good

Firewood with 12 logs and starter kit. If you need anything else for the starter kit please message us.

+\$24/bundle



Mountai

Rental

Perfect for your trip. Comfortable and beaten track.

+\$16/guest

Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Mountain Bikes

Rental

Perfect for riders who want a comfortable ride and get off the beaten track.

0



+\$16/guest



0



Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Mountain Bikes

Rental

Perfect for riders who want a comfortable ride and get off the beaten track.

1



+\$16/guest



1



Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Review your request

You will be notified within 24 hours when your Host responds to your request.

Firewood bundy	\$24 for 1 bundle
Mountain Bikes	\$16 for 1 guest
Subtotal	+\$40.00
Service fee	+\$1.95
Extras total	\$41.95

There will be a charge for this request to the credit card that was used to make this booking if your Host accepts your request.

Request extras

Back

Group size

Confirmed for 2 people

Modify trip

Pending Extras

Pending Approval

You will be notified within 24 hours once your host, Jane, responds to your Extras request. You cannot modify any requests until they respond.

Firewood bundy	1 bundle
Mountain Bikes	1 guest

Rules

Potable drinking water is available at this listing.

Water is available to full and partial RV hookup - please bring your own water when tent camping or dry camping.

Campfires are allowed at this listing.

Water is available to full and partial RV hookup - please bring your own water when tent camping or dry

Request sent.



Toilets are available to RV campers upon request during check-in.

2:17



Upcoming Trips



Upcoming Trip

Pending Approval

LA Campout

AntFarm LA

Wed, Jun 16th to Fri, Jun 18th



Delivered Designs

- **Extras Were Accepted**

Back

Group size

Confirmed for 2 people

Modify trip

Modify Extras

You can modify your requests anytime before the end of your stay.



Animal fun

Experience

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[Read more](#)

+\$16/guest

- 0 +

Modify extras

Rules

Back

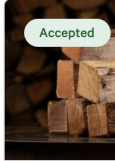
Group size

Confirmed for 2 people

Modify trip

Modify Extras

You can modify your requests anytime before the end of your stay.

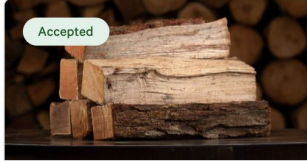


Firewood bundle

Good

Firewood with 12 logs and starter kit. If you need anything else for the starter kit please message us.

+\$24/bundle



Firewood bundle

Good

Firewood with 12 logs and starter kit. If you need anything else for the starter kit please message us.

+\$24/bundle

- 1 +

Modify extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Modify Extras

You can modify your requests anytime before the end of your stay.



Mountain Bikes

Rental

Perfect for riders who want a comfortable ride and get off the beaten track. Please message us.

+\$16/guest

- 1 +



Mountain Bikes

Rental

Perfect for riders who want a comfortable ride and get off the beaten track.

+\$16/guest

- 2 +

Modify extras

Rules

Delivered Designs

- **Extras Were Declined**

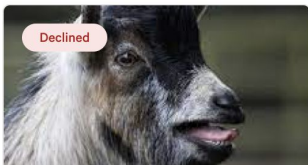
[Back](#)

Modify trip

Add Extras

Your Host has declined your request. You may try and add Extras to your trip again.

[Message Host](#)



Animal fun

Experience

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[Read more](#)

+\$16/guest



Firewood b

Good

Firewood with a starter kit. If you need the starter kit...

+\$24/bundl

Add extras

Rules

Delivered Designs

- **Extras Have Expired**

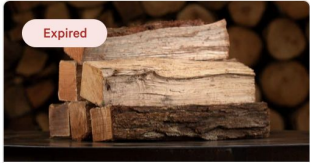
[Back](#)

Modify trip

Add Extras

Your request has expired because your Host did not respond within 24 hours.

[Message Host](#)



Firewood bundy

Good

Firewood with 12 logs and starter kit. If you need anything else for the starter kit please message us.

+\$24/bundle



Mountai

Rental

Perfect fo
comfortab
beaten tra

+\$16/gue

Add extras

Rules

Delivered Designs

- **Cards Without Photos From Hosts**

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Animal fun

Experience

Pet animals, feed animals, take pictures and do goat yoga! Milk goats, make cheese with us! Make...

[Read more](#)

+\$16/guest



Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Firewood bundy

Good

Firewood with 12 logs and starter kit. If you need anything else for the starter kit please message us.

+\$24/bundle



Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.



Mountain Bikes

Rental

Perfect for riders who want a comfortable ride and get off the beaten track.

+\$16/guest



Add extras

Rules

Back

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.

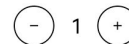


Mountain Bikes

Rental

Perfect for riders who want a comfortable ride and get off the beaten track.

+\$16/guest



Add extras

Rules

Delivered Designs

- **Error State**

[Back](#)

Group size

Confirmed for 2 people

Modify trip

Add Extras

Complete your trip by adding extras offered by your Host.

Review your request

You will be notified within 24 hours when your Host responds to your request.

Firewood bundy	\$24 for 1 bundle
Mountain Bikes	\$16 for 1 guest
Subtotal	+\$40.00
Service fee	+\$1.95
Extras total	\$41.95

There will be a charge for this request to the credit card that was used to make this booking if your Host accepts your request.

Failed to send request.

[RETRY](#)

Delivered Designs

● Host Designs

11:04



Bookings



On-site

Future

Past

Confirmed

SORT BY CHECK IN DATE ↑



CHRIS I. 2 1

Jun 16 - Jun 18, 2022

\$675.00

CONFIRMED

PENDING REQUEST

LA Campout ·
AntFarm LA

STACEY Z. 7 1

Feb 19 - 21, 2022

\$450.00

CONFIRMED

Genuine TreeHouse ·
TreeHouse in canopy of trees

CAROLYN B. 7 1

Feb 22 - 24, 2022

\$450.00

CONFIRMED

Genuine TreeHouse ·
TreeHouse in canopy of trees

ANNA T. 2 1

Feb 24 - 26, 2022

\$450.00

CONFIRMED

Genuine TreeHouse ·
TreeHouse in canopy of trees

ANAVAH T. 4 1

Mar 9 - 11, 2022

\$450.00

CONFIRMED

Genuine TreeHouse ·



3:50



June ^

Manage

18

Fri, Jun 18 2022

EXTRAS REQUEST (1)

Antfarm LA LA Campout PENDING

ON SITE (0)

CHECKING OUT (1)

Antfarm LA LA Campout Chris I.

19

Sat, Jun 19 2022

CHECKING IN (1)

Treehouse CA... Real Treehouse Stacey Z.

ON SITE (0)

CHECKING OUT (0)



Back

Email chris.id@hipcamp.com

Group size 2 people

Phone (555) 555 - 5555

Vehicles 1 vehicle

Listing AntFarm LA

Site LA Campout

Check in Wed, Jun 16th

Check out Fri, Jun 18th

Nights 2 nights

Earnings \$675

View full statement

Extras Pending Request

Firewood bundy \$24 for 1 bundle

Animal guided fun \$16 for 1 guest

Price \$40.00

Earnings \$38.05

Decline extras

Accept extras

11:05 ↶



[Back](#)

Booking #1095781



Chris I.

Email chris.idi@hipcamp.com

Group size 2 people

Phone (555) 555 - 5555

Vehicles 1 vehicle

Listing AntFarm LA

Site LA Campout

Check in Wed, Jun 16th

Check out Fri, Jun 18th

Nights 2 nights

Earnings \$713.05

[View full statement](#)

Extras 1 bundle of Firewood bundy
1 guest for Animal fun

You accepted a request. ✕

11:05 ↶



[Back](#)

Booking #1095781



Chris I.

Email chris.idi@hipcamp.com

Group size 2 people

Phone (555) 555 - 5555

Vehicles 1 vehicle

Listing AntFarm LA

Site LA Campout

Check in Wed, Jun 16th

Check out Fri, Jun 18th

Nights 2 nights

Earnings \$713.05

[View full statement](#)

Extras 1 bundle of Firewood bundy
1 guest for Animal fun

[Get help](#)

11:04 ↶



Bookings



On-site

Future

Past

Confirmed

SORT BY CHECK IN DATE ↑



CHRIS I. 👤 2 🚗 1 🗨️ 2

\$713.05 >

CONFIRMED

Jun 16 - Jun 18, 2022

LA Campout ·
AntFarm LA



STACEY Z. 👤 7 🚗 1

\$450.00 >

CONFIRMED

Feb 19 - 21, 2022

Genuine TreeHouse ·
TreeHouse in canopy of trees



CAROLYN B. 👤 7 🚗 1

\$450.00 >

CONFIRMED

Feb 22 - 24, 2022

Genuine TreeHouse ·
TreeHouse in canopy of trees



ANNA T. 👤 2 🚗 1

\$450.00 >

CONFIRMED

Feb 24 - 26, 2022

Genuine TreeHouse ·
TreeHouse in canopy of trees



ANAVAH T. 👤 4 🚗 1

\$450.00 >

CONFIRMED

Mar 9 - 11, 2022

Genuine TreeHouse ·



Agenda

- **Beta Launch Impact**

Beta Launch Impact

● Usability Findings

New User Experience

9 out of 10 Hipcampers rated ease of use adding Extras post initial booking a 7, with 1 = very difficult and 7 = not at all difficult.

7 out of 10 Hosts preferred to have more functionality for adding Extras.

Agenda

- **GA Launch Impact**

GA Launch Impact

● Data

Extras Growth Results

Number of bookings increased*

Percentage of GMV relative to Extras
grew to 3% and revenue increased*

*can't disclose exact figures

Agenda

- **Reflection**