

Timber Lake Camp, Online!

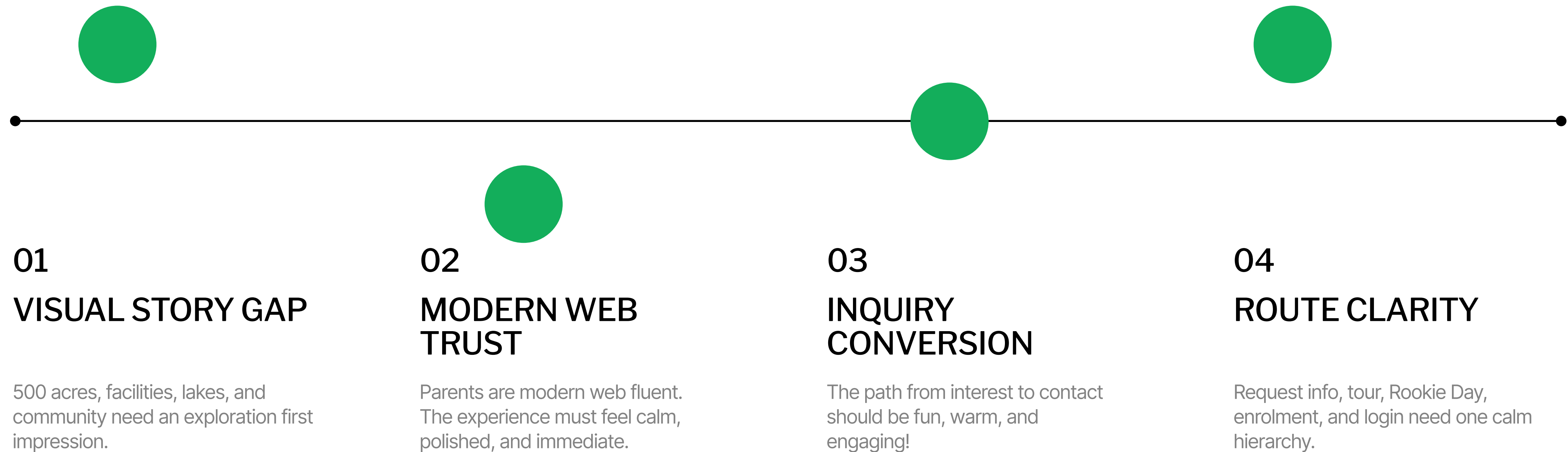
Website Redesign Proposal 2026
A cinematic, story-led website
experience built to inspire families and
turn first-scroll interest into inquiry



TLC's story deserves a better stage.

TLC already has the ingredients of a powerful story: 500 acres, deep community, strong programs, and a real sense of place. The opportunity is to give that story a stronger digital stage, one that makes the camp feel immediate, trustworthy, and easy to explore.

By improving the interactive first impression, modernising the parent journey, and creating clearer routes to inquire, tour, enrol, and engage, the website can better match the scale and spirit of the Timber Lake Camp experience.



The physical experience is incredible!

The digital impression must be too.

The current website functions more like an informational catalog than an emotional experience. It doesn't yet communicate the energy, trust, and unforgettable moments that justify a premium summer camp investment.

92% OF TRUST DECISIONS
HAPPEN ONLINE

Before ever speaking to a director, modern parents construct a definitive mental image of your camp's quality based entirely on your website.



Goal 1

Make families fall in love before they ever visit

Video, image, and Interactive story should make the first scroll feel like arriving at TLC.



Goal 2

Turn curiosity into inquiries

A great interactive experience, clear conversion path should make reaching out feel like the natural next step.



Goal 3

Build trust and community

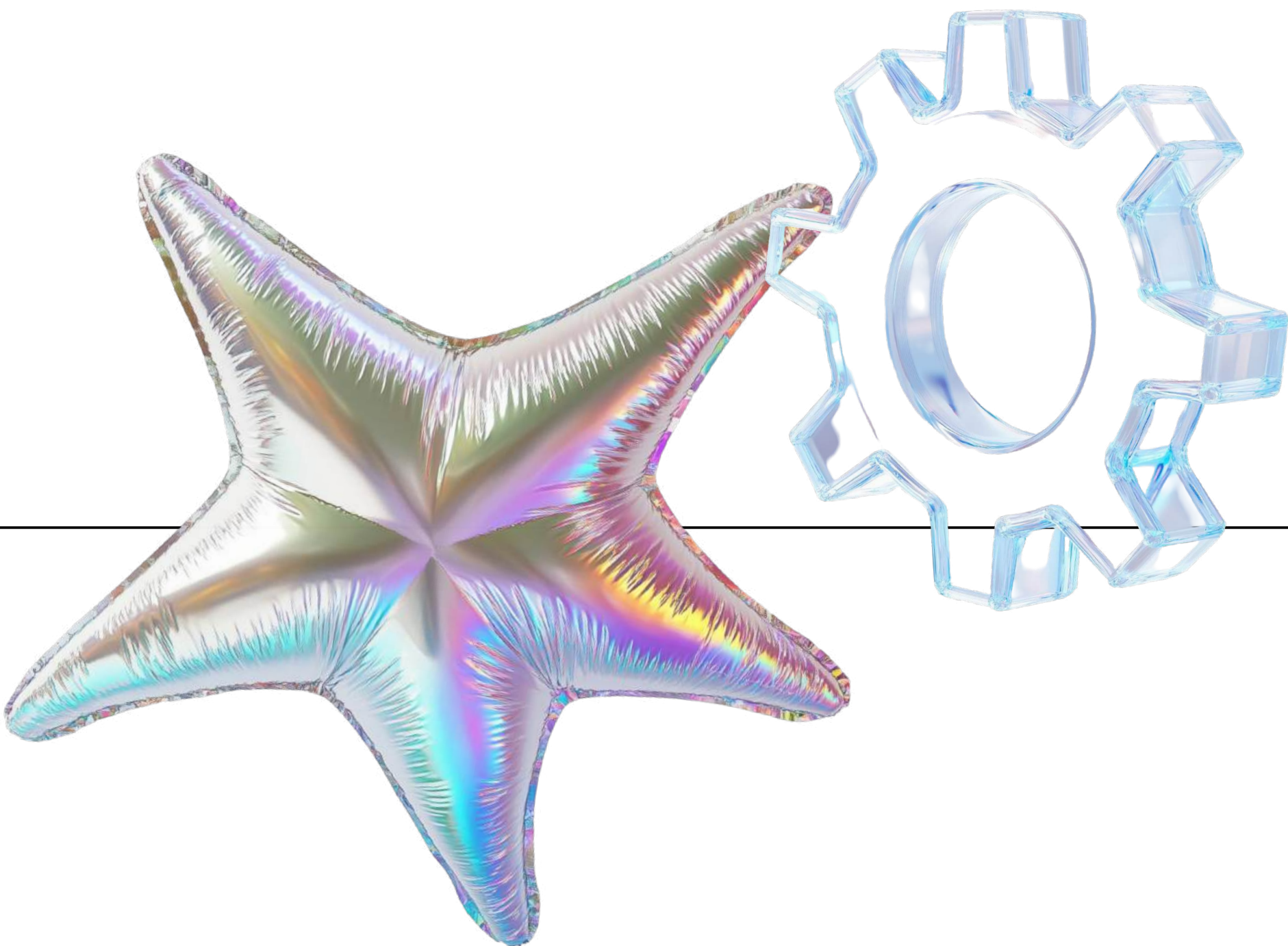
STARFISH values, staff quality, and legacy proof should make the premium decision feel grounded.



Strategy Reference & Themes



Three Core Strategic Jobs



Inspire Action

01

Turn cold programmatic details into high- emotional connection. Let prospective parents hear the laughter and feel the Catskill breeze through custom full- bleed cinematic content and interactive storytelling.

Inquiry Flow

03

Remove booking friction. Guide prospective parents systematically from initial awe, through value discovery, to submitting a quick booking inquiry or or signing up for more information.

Build Trust and Experience

02

Provide instant institutional weight. We highlight the STARFISH values, staff expertise, elite facilities, and generational heritage, proving why TLC is the premium destination choice.

The Transformation Strategy

The redesigned website shifts the experience from scattered information into a cohesive parent journey. By bringing together atmosphere, activities, community, trust signals, and a smoother inquiry path, the site can better reflect what makes Timber Lake Camp special, while making it easier for families to explore, believe, and take action.

	Current website	Redesigned website
Hero Moment	Beautiful camp assets, muted by dated presentation	Tangible feel of grounds, activities, and community
Route structure	Request info, enroll, tour, Rookie Days, login, map, video	One parent path: explore, trust, inquire
Physical & digital world	Useful content, but hard to love as much as the experience	Fun, engaging, experiential and CTA-forward
Parent confidence	Values, staff, facilities, and dates live in separate places	Proof assembled into one confident decision story
Enrolment Path	Friction-heavy contact forms and complex pdf resources that halt inquiries.	Seamless Inquiry Funnel. One-tap booking flow that makes inquiry fun and effortless.

Potential Strategic Site Architecture

A potential site structure designed to guide visitors through a clear, emotionally engaging journey. A journey from first impression to trust, exploration, and enquiry.

The Narrative Journey Scroll

01 / LANDING PAGE (MASTER JOURNEY)

-  Interactive Hero: First impact element is fun & surprising.
-  Our Edge: Legacy and heritage
-  Active Life: Interactive activity tabs
-  STARFISH: Core values highlighted
-  Campus Map: Interactive location loop explorer
-  Dates & Rates: Clear pricing presentation
-  Social Proof: Live testimonials
-  CTA Funnel: Quick high-conversion lead forms

Story Destination Hubs

02 / SUBPAGES

-  Prospective Lead Page
-  International Families Port
-  Staff Careers Portal
-  Interactive FAQs Section



Themes and Voice

The tone of the new website will feel sunlit, active, and emotionally honest. A living camp world - water, motion, friendship, tradition, and the feeling that a summer here becomes part of a family's story.

The site will feel

- Immersive
- Grounded and trustworthy
- Rich with real moments
- Clear about next steps

References & Ideas.

Theme keywords:

- Atmosphere
- Movement
- Intimacy
- Rhythm
- Tangible texture
- Emotional memory
- Instinct
- Visual worlds

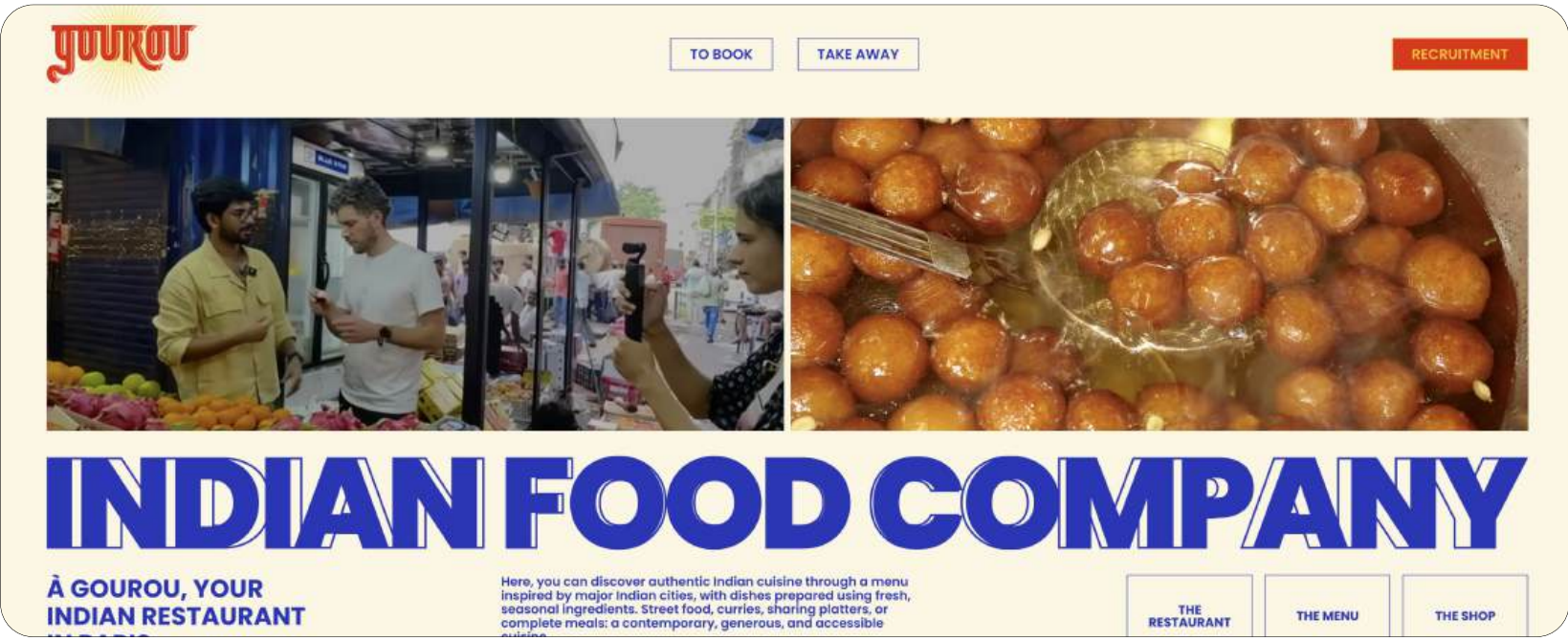
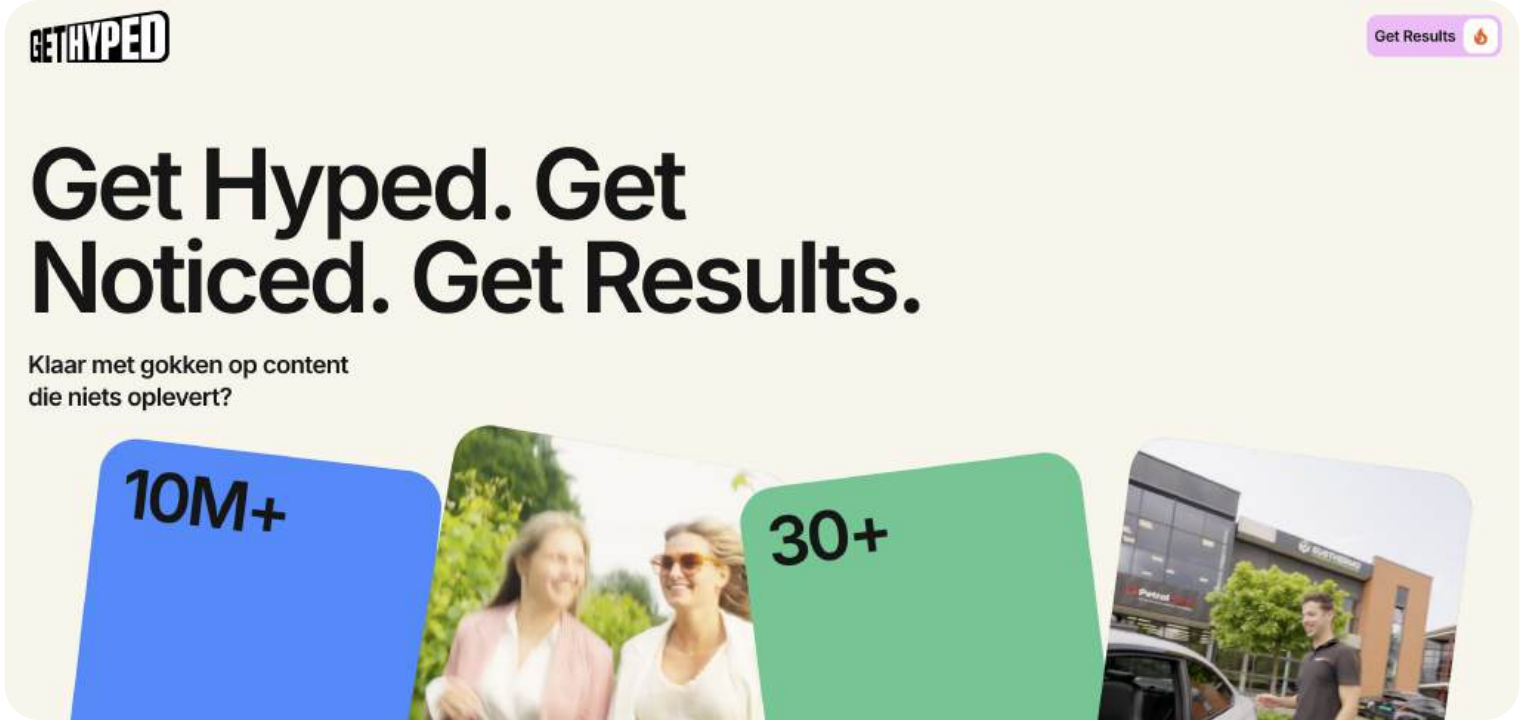
Reference 01 - Waabi, A Narrative-led scrolling and emotionally grounded product storytelling.

Reference 02 - Le Camp, Beautiful Structure, clean design and simple navigation.

Reference 03 - Revoltosa, Fantastic use of illustration colour and story narrative.

Reference 04 - Get Hyped, Great Typography colour and simple navigation.

Reference 05 - Indian Food company, A great use of mixed media, clear navigation and good typography.

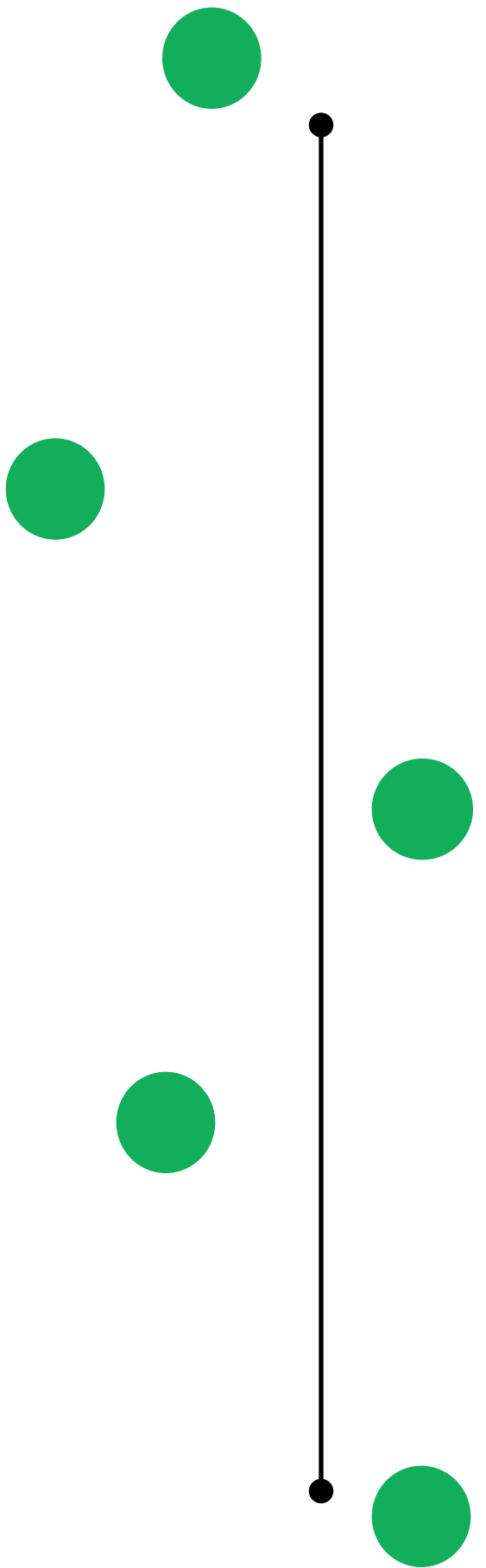


Next Steps



My Process will take us step by step.



- 
1. Wireframe & Content Mapping: translate copy into clear structure & flow. + Live Staging Link
 2. Review Wireframe with Live content.
 3. Design & Build – Modern, conversion-driven design brought to life in Framer.
 4. Design and Tone review.
 5. Launch & Optimise – Test functionality, go live with confidence.

Deliverables & Cost

The Timber Lake Camp Experience.

Full site redesign to a modern conversion-driven experience.

Total: \$ 18,299

- 50% deposit upfront - \$ 9,150
- Balance on delivery - \$ 9,150

Technicality included:

- Complete UX/UI Layout Strategy: Sitemap and interactive wireframes.
- Custom Framer Build: Flawless desktop, tablet, and mobile design.
- Dynamic Media: Custom CMS systems
- Hosting & Integrations: Form routing, Instagram syncs, plus 1 year premium web hosting support setup.
- Custom Framer design and development
- Interactive-led transitions and immersive scrolling moments
- 1 year of Framer Pro hosting included.
- 6 Months Support after launch



Thank you Nathan!

Excited to help bring the Timber Lake
experience online in a more
emotional and interactive way.

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