

THE HERO4
IS HERE.



THIS IS YOUR LIFE.
BE A HERO



ADD TO CART

THE MOST
ADVANCED
GOPRO EVER.



HERO4 SILVER | \$399

Pro-quality capture. Touch-display convenience.

GoPro helps people capture and share their lives' most meaningful experiences with others—to celebrate them together. A day on the mountain with friends is more meaningful than one spent alone, the sharing of our collective experiences makes our lives more fun.

20% OFF REGULAR PRICE
USE CODE: HERO4



CAPTURE. SHARE. CREATE.



2X PERFORMANCE + PROTUNE



WATERPROOF & WEATHERPROOF



TOUCH DISPLAY



BUILT-IN BLUETOOTH & WI-FI



AUTO LOW LIGHT MODE



ACCESSORIES + MOUNTS

BUILT-IN TOUCH DISPLAY.

HERO4 Silver is the first-ever GoPro to feature integrated touch display. Use it to preview photos & videos, frame your perfect shot, and play back content in an instant.

MOST DURABLE ACTION CAMERA

HERO4 Silver is the most durable action camera on the market. Designed to handle drops, throws, bumps, and even water. This camera is ready for whatever is thrown at it, literally.

PROFESSIONAL VIDEO QUALITY.

Featuring an enhanced sensor, HERO4 Silver is the best GoPro yet, with higher image and video quality than prior models. The HERO4 features 1080p60 or 2.7K video, ultra high resolution, and high frame rate to deliver smooth, slow-motion playback, resulting in the best action camera on the market.

FAST, POWERFUL PHOTO CAPTURE.

The HERO4 Silver helps you capture all of the moments you don't want to miss with 12MP images at 30 frames per second, whether you are in the sky or in the ocean. Choose between single photos, time lapse mode, night photo, and night lapse. All options feature customizable exposure settings.

CONTROL, VIEW, & SHARE

Featuring built-in Wi-Fi and Bluetooth, allowing you to connect to the GoPro App, Smart Remote, or other GoPro accessories. Easily transform your phone or tablet into a live video remote for your camera, offering full control of all functions and settings. Wi-Fi also enables easy sharing via text, email, or social media.

NEW SETTINGS FOR AFTER DARK

Capture the night sky with the new night photo and night lapse modes, offering customizable exposure settings for up to 30 seconds for single or time lapse photos - finally allowing you to capture low-light like never before.

PROTUNE FOR PHOTO & VIDEO

Protune allows you to access the camera's full potential with advanced manual controls for photo and video for those who are looking to tap into the professional side of photography. Play with customizable settings such as color, ISO, white balance, sharpness, and exposure.

WEAR IT. MOUNT IT. LOVE IT.

HERO4 Silver is designed with action in mind and ready to go anywhere you are, in hands or hands free! Ready to wear, mount, or hold - accessories are available to keep up with any adventure and you.

CAPTURE AND SHARE YOUR WORLD.

BUY YOUR GOPRO



HEAR WHAT OTHER'S HAVE TO SAY ABOUT KENT'S CAMERA CASTLE

★★★★★ 11/28/2019

Mary D.

Kent's is just the best. I went in blind and they patiently answered all my questions (and my follow up questions that I emailed). As a young woman who knows virtually nothing about photography, I was intimidated to even look at their cameras online but they were able to answer all of my questions and I feel really good about my camera purchase.

★★★★★ 01/14/2020

Scott S.

Great company, they always email to check to see how the order went and ask if I need any help. They gave me my own expert for help if needed while shopping online and always have great prices. They are top notch all around, especially when purchasing online!



NEED HELP?

Contact Us 7 days per week, 7am-4pm.

1(480) 966-6654
kents@cameracastle.com



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 100% Secure and Trusted

This page was designed with the user in mind, first figuring the answers to some of the key points on this page (what is the user's goal, what do they need from this page, are there any pain points of the user journey, and what do I need them to do). I spent most of my time with the research process (figuring out the answers to the prior questions, researching keywords, calls to action, etc.). Once I felt like I had researched every part of the user's journey, I was then able to tie it in with the design and layout of the page. The research was key in the process of designing this page because without it, I would be designing and creating a layout blindly. Everything from color choice to word choice to location of buttons is decided based on prior research that relates to the user's journey.

During the research process of redesigning this landing page, I found that important elements of well designed landing pages include having customer testimonial (to help build trust with between the user and brand), return policy stated clearly (to inform and give clarity to the user), easy to find contact information (good usability practice), clear call to action (which reflects the campaign goal), consistency throughout the page (creating a clear goal to the user), and an attention driven design (using a strong hierarchical structure to guide the user throughout the page). I reflected on my previous rounds of Stukent to gain insight on which keywords are performing well, making sure to include these main keywords strategically throughout the page in both titles and subtext.

Once the research was completed, I started the layout by using an attention-grabbing image to really draw the audience into the page. At the top of the screen, I included information about a flash sale create a sense of urgency, boosting the idea of FOMO (don't miss the sale and don't miss out on this great product) and also to hit some of the potential pain points in the customer journey (can I afford this product? Is shipping included? What if I don't like the product – can I return it?). Using the GoPro color scheme, I added in subtle hints of blue and orange to draw the audience's eye to parts of the page which I want them to see. The top of the page includes a brief explanation of why the user should own a GoPro along with a strong call to action "add to cart." However, the audience has a choice to keep reading on if they feel that they need more of persuasion to buy the camera or if they are just interested in reading more of the technical specifications. With both the price point and nature of the product, it is likely that the audience will want detail on the specifications or at least to glance at them. The next section includes the specs of the GoPro both in icons and in detail. Below there, there is another call to action "buy your GoPro," with the flash icon next to it as a reminder that there is a sale.

Below the details on the GoPro, there are detailed reviews of the company given from real customers. This will help to build trust between the user and the company and hit another potential pain point of the customer (can I trust this online company?). Information on how the user can reach the company is clearly stated below that, showing the user that the company is willing to be available and ready to answer questions for them (building more trust and showing a willingness for good customer experience). As with most ecommerce companies, I included easy to find buttons for social media and a subscribe now button for email (to help build the

email list for future marketing). At the very bottom of the page, I included an icon to represent that the site is trustworthy (to help further persuade the audience that they can trust this site).

The prior landing page was missing most of these details, all of which could be reasons as to why the landing page was performing so poorly before. Every last detail of this landing page was carefully designed to help persuade the audience to complete the call to action (buy the hero 4) and to help get to the know the audience after the page has launched. By creating a longer landing page, with a larger amount of information, and by placing two different buy now buttons, it will be easy to monitor metrics to see how the audience is using the page in the future. For example, if the audience is not spending a lot of time on the page but they are clicking the “buy your GoPro” button, it is likely that they scroll through the page and glance at the icons but do not read the page in depth. Knowing this, down the road, the page could be shortened to include more icons and the “buy your GoPro” button could be used as the only call to action on the page if it is outperforming the “add to cart” button.