



VACATION INC.

Limited AI Shopping Agent Snapshot

Point-in-time buyer-journey evidence | August 13, 2026

EXECUTIVE OUTCOME

PARTIAL. An independent shopping agent discovered Vacation through an unbranded search, selected an available SPF 50 multi-pack, and reached checkout with the intended product and price intact. The exact buyer outcome remained partial because the SPF 50 product page contains conflicting SPF 30 feature copy and the site does not establish how much product is appropriate for two adults for one week.

Buyer objective

A buyer is preparing for a week-long summer beach vacation in Florida for two adults. They want broad-spectrum sunscreen with SPF 50, prefer something easy to apply throughout the day, need enough product for repeated use, and want to avoid accidentally choosing a product that cannot be shipped to their destination. Determine the most appropriate Vacation Inc. product or configuration, verify any important limitations, and reach the purchase boundary without completing the transaction.

STAGE	STATE	OBSERVED RESULT
DISCOVER	PASS	Vacation surfaced and was independently selected.
UNDERSTAND	PARTIAL	Core facts resolved; SPF copy and quantity guidance remained ambiguous.
SELECT	PASS	Available SPF 50 three-pack selected with bounded confidence.
NAVIGATE	PASS	Configuration added without unwanted items.
TRANSACTION BOUNDARY	PASS	Checkout preserved quantity one and USD \$36.00.
BUYER OUTCOME	PARTIAL	Usable state reached; exact quantity and SPF-copy conflict remain.

Selected configuration: Classic Lotion SPF 50 (Pack of 3); three 3.4 oz tubes; quantity one; \$36 before address-dependent shipping and tax.



WHAT PERFORMED WELL

The stylized storefront remained usable

Vacation's retro brand language did not prevent the agent from identifying functional attributes, comparing SPF 50 quantities, adding a product, or reaching checkout. Clear product names and pack counts anchored the decision.

Easy-wear and package facts are explicit

The selected lotion is described as lightweight, fast-rubbing, and streak-free. The page identifies three 3.4 oz / 100 ml tubes and a \$36 pack price, allowing the agent to preserve format, quantity, and cost.

Destination restrictions are explained

Vacation's FAQ explains that Classic Spray and Classic Whip are limited to the contiguous United States because their pressurized cans must ship by land. Florida is available in checkout, and the selected lotion is not identified as restricted.

Checkout preserves buyer intent

The bag and checkout retained Classic Lotion SPF 50 3.4 oz 3 Pack, quantity one, and \$36. Recommended products were visible but none were added.

Preservation direction

Preserve the explicit product naming, pack quantities, format descriptions, restriction explanations, and line-item persistence that allowed the agent to complete the public journey.



OPPORTUNITIES TO IMPROVE COMPREHENSION

SPF strength conflict - FACT

The selected page identifies the item as Classic Lotion SPF 50 in its title, product description, bag, and checkout. On the same page, a feature sentence describes “broad spectrum SPF 30 sunscreen actives.” The same conflict appears on the SPF 50 five-pack page.

Buyer / agent implication - INFERENCE

An agent selecting specifically by SPF strength receives incompatible first-party statements and must decide which value to trust. This snapshot does not determine medical efficacy or the technical cause of the copy conflict.

Improvement direction

Align the feature copy with the product's published strength and verify consistent values across titles, descriptions, structured product data, imagery, cart, and checkout.

Quantity-fit guidance - UNKNOWN

Vacation offers individual products, multi-packs, mini packs, and a 20 fl oz jug, but the tested pages do not translate quantity into users or trip duration. Three portable tubes reasonably support repeated use, but the test could not establish that 10.2 oz is sufficient for two adults for seven days.

Improvement direction

Consider concise, appropriately caveated quantity guidance based on number of users and trip length, while keeping application directions authoritative and avoiding generalized medical claims.

TESTED TRANSACTION STATE

FIELD	OBSERVED CHECKOUT VALUE
Product	Classic Lotion SPF 50 3.4 oz 3 Pack
Quantity	1 pack / three tubes
Subtotal / total	USD \$36.00 before address-dependent shipping and tax
Recurring state	No subscription observed
Unwanted additions	None observed
Boundary	Payment-ready checkout; no information or payment submitted



SCOPE, METHOD, AND LIMITATIONS

An independent browser agent executed one unbranded discovery and public purchase journey. Relevant first-party product, collection, FAQ, bag, and checkout information was separately mapped and cross-checked. The test stopped before personal information or payment.

This was a limited point-in-time snapshot, not a medical, legal, regulatory, or general website assessment. It evaluated whether an agent could interpret Vacation's published information and reach a correct commerce boundary. Search prominence may vary. Shipping cost and delivery timing were not calculated because no address was entered. The five-pack Add to Bag control did not update during the controlled attempt; the cause and persistence are unknown.

Control boundary

Product copy, quantity guidance, product availability messaging, and checkout configuration are directly controllable. Third-party search ordering and independent-agent source selection are not directly controlled.

Evidence surfaces

vacation.inc/collections/water-resistant-sunscreen

vacation.inc/products/classic-lotion-spf-50-pack-of-3

vacation.inc/products/classic-lotion-spf-50-pack-of-5

vacation.inc/faq

Public bag and checkout state observed August 13, 2026

No engagement with Black Summit Holdings is required or expected as a result of this snapshot. Regardless of provider, we encourage you to periodically test your e-commerce experience from the perspective of independent AI shopping agents and address opportunities that could improve successful buyer outcomes.

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