

Yellowstone Explorer App

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Focus

This project aimed to create an interactive and educational app experience for visitors to Yellowstone National Park.

Client

Utah Valley
University

Role

Design and Test

TimeFrame

August-December

Project Background

Industry/Market

- Tourism, outdoor recreation, and conservation
- Yellowstone National Park attracts millions of visitors annually, many of whom struggle to navigate throughout the park and access real-time information.

Need:

- Visitors need tools to plan trips, discover key attractions, and stay informed about park information.
- The app bridges the gap between technology and nature, offering practical, and conservation-focused features.

01. Project Overview

1. The Product

A mobile application designed to enhance the visitor experience at Yellowstone National Park. It empowers users to explore new trails, find new activities, and find new places to stay.

2. The Problem

There isn't a good application for Yellowstone that allows users to quickly check out the trails and providing this information while they are out on paths or at home researching will help make their journey more enjoyable.

3. The Goal

To create a user-friendly app that enhances the national park experience by providing accurate activity information and new things to try out.

01. Project Overview

The Inspiration

Yellowstone National Park has long been a symbol of natural beauty and ecological wonder. Its breathtaking landscapes, diverse wildlife, and unique geothermal features inspire millions of visitors annually. For me, Yellowstone represents the perfect blend of adventure, education, and preservation, sparking my passion for creating a tool that allows others to experience its wonders in a meaningful way.

02. User Research

User Research: Audience Description

The target audience includes people aged 18-55, who enjoy outdoor activities and have a love for nature. They rely on mobile apps for convenience and seek information on hiking spots, conditions, and places to stay.

03. Proposal

Problem Statement:

How might we create a mobile app that enhances the visitor experiences at Yellowstone by providing real-time updates and tools for planning their trip at Yellowstone?

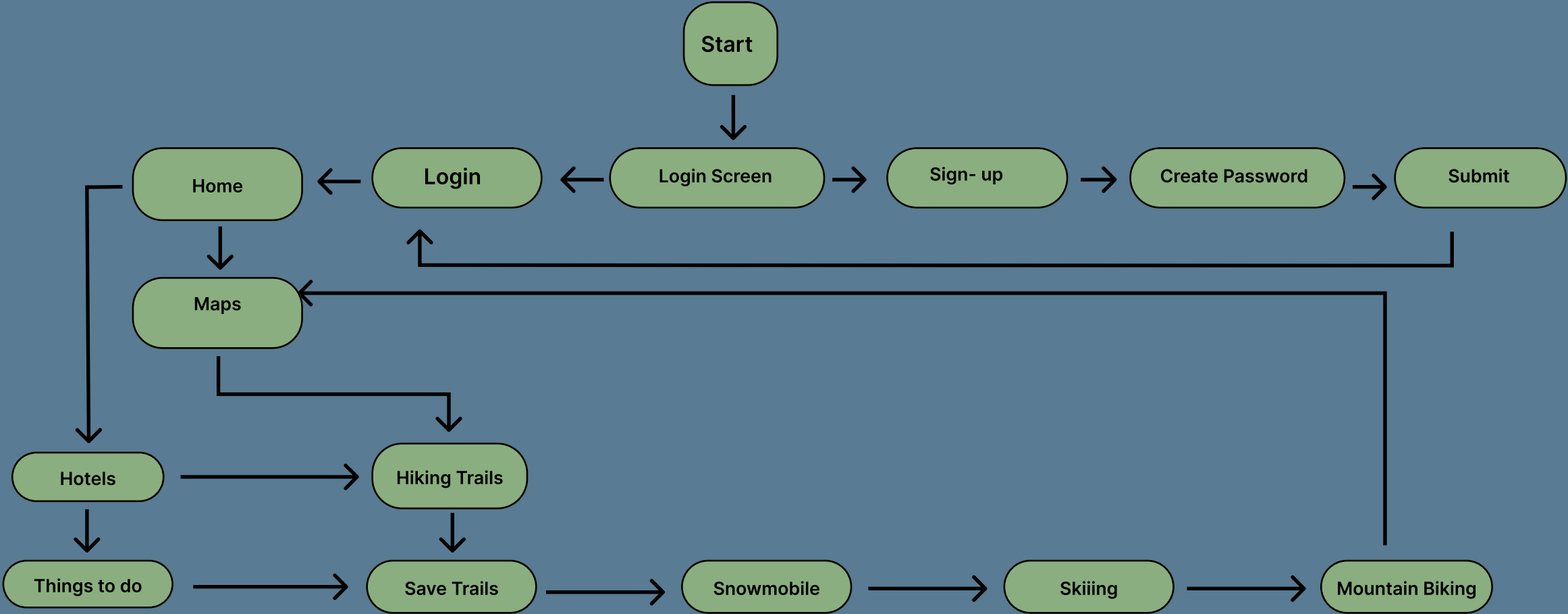
Proposed Features:

- Interactive Map that includes hiking trails
- Popular things to see (Hot springs, Lakes, and Geyser's)
- Activities in the park (hikes, mountain biking, snowmobiling)
- Safety tips throughout the park
- Trip planning (Places to stay and trails to see)

03. User Flow

The Inspiration

This flow ensures that users can easily find relevant Yellowstone information and explore all their options.



05. Usability Study

Usability Study Methodology

Research Questions

How easy it is to navigate through the application?

User's impressions of how easy or hard it is to use features of the app like looking at hikes?

What are somethings that you would like to see changed or added into this app?

Participants

3 participants

2 Male 1 Female

Ages 18-26

Methodology

- Method: The researcher will observe the user's actions and record the users tasks through screen sharing on mobile devices.
- Screen sharing is done through the Figma mobile app.

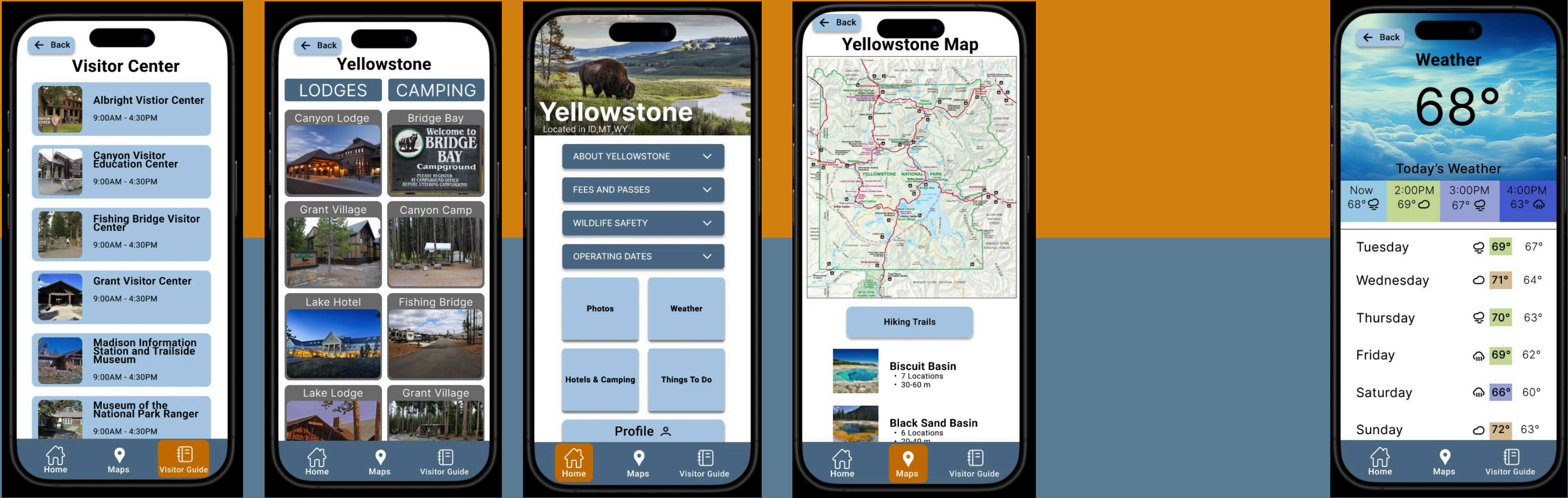
06. Responsive Designs

High-Fidelity Mobile Mockups

Taking the low-fidelity designs and added content and color into the items to make it more complete. After user testing feedback the changes were implemented into the design. The experience is more finalized.



07. High-Fidelity Prototype



Easy to navigate pages that provide a quick call to action for buttons. The goal was to make it as fast as possible to find key information.

[View Prototype](#)

08. Project Summary

Yellowstone is a mobile application designed to enrich the visitor experience at Yellowstone National Park by combining modern technology with the park's timeless natural beauty. This project focuses on creating an intuitive and interactive platform that empowers visitors to explore Yellowstone more efficiently.

The app provides real-time updates on trails, current weather conditions, along with tools for planning stay and what trails to try.

With features like an interactive map, a trip planner, Yellowstone Explorer bridges the gap between technology and outdoor exploration. The project aims to inspire a deeper connection to nature while supporting sustainable tourism practices, making it a valuable tool for both first-time visitors and seasoned adventurers.

By combining thoughtful design, user-friendly functionality, and a mission to protect Yellowstone's legacy, the Yellowstone Explorer app brings the wonders of the park closer to everyone.

Key Features

Hiking Trails:

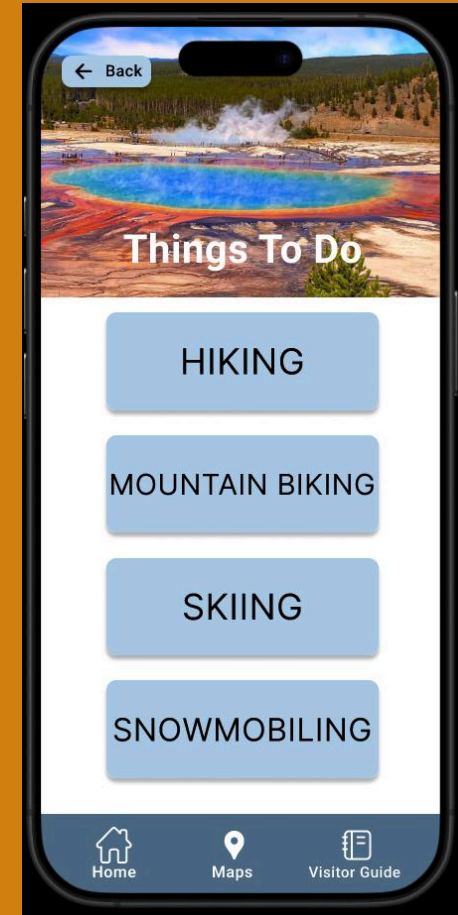
Discover Yellowstone's trail maps, times to complete, how many miles the hike is. Where the hike is located and image of the hike.

Lodging and Camping:

Plan your stay effortlessly with the Lodging and Camping Guide. The app offers a comprehensive list of hotels, lodges, and campsites within and near the park.

Things to do:

There is more than just hiking at Yellowstone. Try things to do like Snowmobiling, skiing, and mountain biking.



Lessons Learned

Designing an app for a national park taught me the importance of balance. While technology can enhance the visitor experience, it must not overshadow the natural beauty of the park.

Striking the right balance between a feature-rich app and a user-friendly interface was a major challenge. Simplifying navigation while providing robust functionality became a valuable exercise in prioritizing what users truly need.

Call to Action

Start your Yellowstone adventure today with Yellowstone Explorer! Download the app now to plan your trip, navigate the park, and unlock the wonders of Yellowstone like never before. Whether you're hiking trails, mountain biking, or discovering geothermal marvels, Yellowstone Explorer is your ultimate guide. Download the app today and begin your journey! let's work together to make your Yellowstone experience unforgettable.

