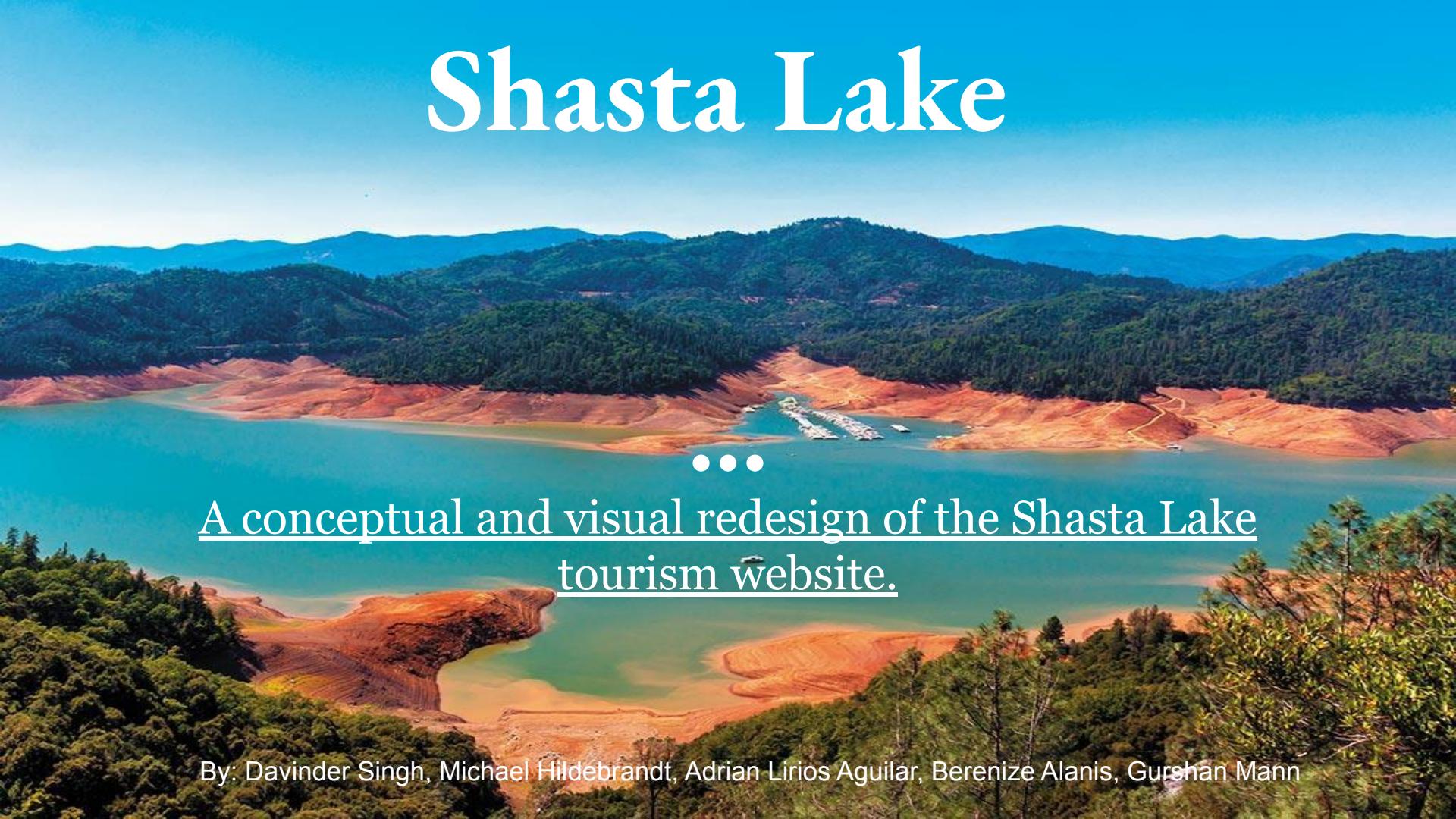


Shasta Lake



•••

A conceptual and visual redesign of the Shasta Lake tourism website.

By: Davinder Singh, Michael Hildebrandt, Adrian Lirios Aguilar, Berenize Alanis, Gurshan Mann

Introduction

Project Description -

- Focus on redesigning the Shasta Lake tourism website.
- Highlight the outdated design and poor organization as key issues.

Project Intention -

- Improve the website's visual with scenic images of Shasta Lake.
- Improve navigation for easier to access information.
- Simplify the design by reducing the links and clutter.

Conclusion -

- The goal of creating a user friendly and modern website
- Making the website engaging, easy to accessible and which reflect the natural beauty of Shasta Lake.

Introduction - *Personas*

- Jake - Family Vacationer : He is 38 years old school teacher looking for family friendly activities around Shasta Lake. He needs quick and easy access about scenic spots and all activities. His Challenge is limited time to plan and book his family trip.
- Mike - Adventurer : He is 28 years old photographer who wants to find beautiful spot for his photography around Shasta Lake. He needs quick access about the trails and spots for his photography. His challenge is to find details of the shasta lake fast so he will make plan for his adventures.
- Kim - Retiree - She is 68 years old retired doctor who want to enjoys the beauty of Shasta lake trails and scenic views. She prefers a simple website layout with easy access and simple navigation. Her challenge is need medium to large fonts and user friendly design.

Comparative Research

-For comparative research we utilized the web pages from the National Park Service

-As these are the government run websites about our national forests we thought these would be a good example for design.

The screenshot shows the official website for Yosemite National Park. At the top, there's a banner featuring a rainbow over a mountain landscape. Below the banner, the park's name "Yosemite" is displayed along with its location "National Park California". The header also includes links for "Plan Your Visit", "Learn About the Park", and "Get Involved". A navigation bar at the top right offers links to "INFO", "ALERTS" (which shows a red notification badge), "MAPS", "CALENDAR", and "FEES". A prominent alert box in the center of the page is titled "ALERTS IN EFFECT". It contains two main items: 1) "PARK CLOSURES" regarding Tioga Road being closed for winter, with a link to "More". 2) "PARK OPEN" information for February 2025, stating reservations are required for weekends and holidays, with a link to "More". There's also a link to "1 more non-emergency alert notifications...". At the bottom of the alert box are "Dismiss" and "View all alerts" buttons. In the bottom right corner, a modal window from the "National Park Foundation" is open, encouraging users to connect by joining the foundation. It includes "Sign Up" and "No Thanks" buttons. The footer of the page includes links to "NPS.gov / Park Home / Learn About the Park".

Comparative Research Cont.

The screenshot shows the official website for Yosemite National Park, California. At the top, there's a navigation bar with links for "Plan Your Visit", "Learn About the Park", "Get Involved", "INFO" (with a blue info icon), "ALERTS" (with a red warning icon), "MAPS", "CALENDAR", and "FEES". A prominent red banner on the left side of the page reads "ALERTS IN EFFECT". Below this, there are sections for "PARK" (with Tioga, Nature, Education, Kids & Youth, and more), "PAR" (with Management, and more), and "PARK STORE". A large modal window is open in the center, titled "ALERTS IN EFFECT". It contains a list of alerts, starting with "Tioga Road through the park) and Glacier Point Road are closed for the winter". Below this, there's a note about snow conditions and tire chain requirements. Another alert states that "Reservations required to drive into Yosemite on weekends and the holiday in February 2025". At the bottom of the modal, it says "1 more non-emergency alert notifications..." and includes "Dismiss" and "View all alerts" buttons. A footer at the bottom of the page features the National Park Foundation logo and a call to action: "Connect with the parks you love by joining the National Park Foundation".

This screenshot shows the same Yosemite National Park website, but the alert information is presented differently. The "ALERTS" section in the top navigation bar is highlighted with a red background. The main content area displays a list of alerts, including "Basic Information", "Directions & Transportation", "Eating & Sleeping", "Places To Go", "Things To Do", "Calendar", "Safety", "Accessibility", "Nearby Attractions", and "Planifica Tu Visita". Each item has a small blue arrow icon to its left. The first alert about road closures is visible again. At the bottom of the page, there are "Dismiss" and "View all alerts" buttons, along with a "National Park Foundation" logo and a "Sign Up" button.

Comparative Research Cont.

How is this website similar to Shasta Lake?

We can see the similarities in comparison because Yosemite National Park too is a tourist attraction and they are also listing what tourists will need when visiting.

Which Similarities can we see with both websites?

Some of the similarities we can see with both websites are many of the different trails that are available to the public along with maps of campsites.

Non Comparative Research

CYBER WEEK: 15% OFF REGULARLY PRICED PARTS, ACCESSORIES & CLOTHING

BICYCLE WAREHOUSE®

BIKES ▾ ACCESSORIES ▾ TIRES & TUBES ▾ CLOTHING ▾ PARTS ▾ STORES & SERVICE ▾ GIFT CARDS

CLOSEOUTS

% OFF REGULARLY PRICED GEAR + TONS OF BIKES ON SALE • CYBER WEEK BLOWOUT • 15% OFF REGULARLY PRICED GEAR + TONS OF BIKES ON SALE • CYBER WEEK BLOWOUT • 15% OFF REGULARLY PRICED GEAR + TONS OF BIKES ON SALE



CYBER
OUR BIGGEST SALE OF THE YEAR
WEEK

Get up to \$100 FREE Gift Card with your bike purchase

UP TO 45% OFF SELECT BIKES

UP TO 65% OFF CLOSEOUT GEAR

Cyber Week is here! Save 15-65% on parts, accessories, and clothing.

00 : 23 : 07 : 43
Days Hours Mins Secs

SHOP BIKES SHOP CLOSEOUTS

≡

Non Comparative Research

The screenshot shows the homepage of bicyclewarehouse.com. At the top, there's a navigation bar with links for BIKES, ACCESSORIES, TIRES & TUBES, CLOTHING, PARTS, STORES & SERVICE, and GIFT CARDS. Below the navigation is a search bar and a shopping cart icon. A banner at the bottom left promotes "OUR BIGGEST SALE OF THE YEAR WEEK" with a timer showing 00 : 23 : 04 : 48. It also mentions "Cyber Week is here! Save 15-65% on parts, accessories, and clothing." Buttons for "SHOP BIKES" and "SHOP CLOSEOUTS" are present, along with a social media icon.

This screenshot shows a product listing page for full-face mountain bike helmets. The page includes a large image of a person riding a bike, followed by a descriptive text: "Drop into technical lines with confidence and peace of mind. Full face mountain bike helmets offer maximum head protection while still implementing technology to remain lightweight and well ventilated. From beginner trail riders to downhill champs, full face helmets are the standard when it gets rowdy." A filter sidebar on the left allows users to sort by price (from \$ to \$), shop by type, size, brand, gender, and more. The main content area displays three helmet models: the Fox Rampage Matte Black Helmet, the Fox Rampage Full Face Mountain Bike Helmet, and the Fox Proframe Nace Full Face MTB Helmet. Each item has a small image, a title, its price (\$229.95, \$224.95, or \$289.95), and a "Sale" badge. A "Sort by: Featured" dropdown shows there are 16 products available. A blue speech bubble icon is visible in the bottom right corner.

Non Comparative Research?

What makes this website different from Shasta Lake?

Mount Shasta's focus is more on attracting tourists and showcasing what there is available to do such as activities, hikes, and much more.

What is Bicycle Warehouses purpose?

Unlike Shasta Lake Biycle Warehouse is a website that is created for customers to shop which is much different from a tourist website. This website will be showcasing all the different products that are available to purchase.

Problem Identification

- Organization (emphasis on lack of navigational organization)
- Long pages requiring multiple full page scrolls
- Extra or unnecessary information displayed on each page
- Dead links
- Overall visual appeal
- Not scalable to mobile devices

Problem Identification - Onsite Examples

ShastaLake.com
Shasta Lake - California - USA
Tourism, Recreation & Visitor Information

SHASTA LAKE, CALIFORNIA
(530) 275-1296

LAKE LEVEL TWITTER INSTAGRAM

Photos of Shasta Lake on Instagram 1-2-3-4-5-6-7-8-9-10-11

Houseboats Hotels Cabins Camping RV Parks Boat Rentals Fishing Services Maps Locate Photos Lake Level

Shasta Lake, California, USA (530) 275-1296	Houseboats	Services	Shasta Dam	LAKE LEVEL - DIRECTIONS - MAPS
Twitter E-Mail Mobile	Hotels	Boat Rentals	Caverns	WEATHER - ROADS - WEB CAMS
FIND STUFF (A-Z)	Cabins	Marinas	Sundial Bridge	NEWS - EVENTS - PHOTOS
	Resorts	Vacation Rentals	Attractions	LOCATE - BOAT RAMPS
	Camping	Picnic	Boat Ramps	BOAT SAFE
	RV Parks	Visitor Guides	Wakeboarding	TWITTER - INSTAGRAM
	Fishing	Visitor Centers	More	LAKE LEVEL (WATER LEVEL)

Houseboats Hotels Boat Rentals Camping Cabins RV Parks

Resorts Marinas Vacation Homes Bed & Breakfast Trails Picnic

Maps Attractions Shasta Dam Shasta Caverns Visitor Guides Visitor Centers

Lake Level News Weather Roads Boat Ramps Fishing

Web Cams Events Wakeboarding Boat Safe Photos Facebook Pages

Services Airport Car Taxi Grocery Shopping Restaurants Coffee

ShastaLake.com - Shasta Lake, California, USA
Tourism, Recreation & Visitor Information
Eric Cassano (530) 275-1296 - [e-mail](#)

GO TO... INDEX





Sky Ski
High Performance Hydrofoils

- Houseboats
- Fishing
- Bait & Tackle
- Wakeboarding
- Cabins & Cottages
- Motels
- RV Parks

Non Dynamic Elements

Bad Organization

Condensable Info

Problem Identification - Onsite Examples

" * " = marina rents this type of boat (see chart below)

Please call marinas directly for availability info and reservations.

NOTE: There are marinas at Shasta Lake that rent personal watercraft (PWC) such as SeaDoo and Yamaha WaveRunners but no actual Jet Skis. "Jet Ski" is a Kawasaki brand name.

Business	Phone	Houseboats	Ponto Boats	Ski Boats	Fishing Boats	Row Boats	Canoes	Personal Watercraft (PWC) SeaDoo, WaveRunners	Kayaks	Party Barge 25-30 people (dinners, weddings)	Paddleboards
Audens Resort & Marina	(530) 238-2553	*	*	*	*	*	*	*	*	*	*
Boat Ramp	(530) 238-2554	*	*	*	*	*	*	*	*	*	*
Hiking											
Mountain Biking											
Golf											
Coffey Area											
Cit Road											
Area Attractions											
Shasta Dam											
The Spillway											
Shasta Dam Bridge											
Shasta Dam Park											
Shasta Damhouse											
Gas Bar											
Tourism											
Mt. Shasta											
Visitor Centers											
Visitor Guides											
Boating											
Houseboats											
Boat Rentals											
Boat Rentals Go Boat											
Boat Ramps											
Moorage											
Boat Supplies											
Boat Sales											
Boat Repairs/Repairs											
Boating Safety											
Shasta Co. Sheriff											
Services											
Directory											
Boat Equipment											
Rental											
RV Rental											
RV Sales & Supply											
Motorhome Rental											
Restaurants											
Gasoline Stations											
Shuttle Services											

Business

Phone

Houseboats

Ponto Boats

Ski Boats

Fishing Boats

Row Boats

Canoes

**Personal Watercraft (PWC)
SeaDoo, WaveRunners**

Kayaks

**Party Barge
25-30 people
(dinners, weddings)**

Paddleboards

Lake Shasta Caverns

Go Boat

SeaDoo Rentals

(at Shasta Caverns Resort)

GoBoat.com

1-866-732-3661

Successful Resort (marina)

Placer County Details

GoBoat.com

(530) 238-8200

88 person

35 person

Boat Rentals at Shasta Lake (U.S. Forest Service - PDF file)

Fun Factory Powerboat Adventures - FunFactoryRentals.com

JetSurf Crew - JetSurf Board Rentals - JetSurfCrew.com

4 0 4

The page you are looking for
can not be found

[Return to Homepage](#)

VISIT US

2039 Shasta Caverns Rd
Lakehead, CA 96051-5677
[Get Directions](#)

HOURS

Mon - Sun 8:00 am - 4:30 pm

CONTACT US

Phone: (530) 238-2341
Fax: (530) 238-2343
[Email](#)

Problem Identification - Onsite Examples

T-Mobile Wi-Fi 4:27 AM 74% 

Intimate Whale Watching OPEN >

ShastaLake.com
Shasta Lake - California - USA
Tourism, Recreation & Visitor Information

LAKE LEVEL SHASTA LAKE, CALIFORNIA (530) 275-1296

TWITTER **INSTAGRAM**

Photos of Shasta Lake on Instagram 1-2-3-4-5-6-7-8-9
-10-11

Houseboats Hotels Cabins Camping RV Parks Boat Rentals Fishing Services Maps

Shasta Lake, California, USA
(530) 275-1296
Twitter Email Mobile
FIND STUFF (A-Z)

Houseboats Hotels Cabins Camping RV Parks Boat Rentals Fishing Services Maps

Resorts Marinas Services Shasta Dam LAKE LEVEL - DIRECTIONS - MAPS

Attractions Shasta Caverns MEATHERS - ROADS - WEBCAMS

Visitor Guides Shasta Bridge NEWS - EVENTS - PHOTOS

Shuttle Service Shasta Ramps LOCATE - BOAT RAMPS

Wakeboarding Shasta Safe TWITTER - INSTAGRAM

Visitor Centers More LAKE LEVEL (WATER LEVEL)

Houseboats Hotels Boat Rentals Camping Cabins RV Parks

Resorts Marinas Vacation Homes Bed & Breakfast Trails Picnic

Malls Attractions Shasta Dam Shasta Caverns Visitor Guides Visitor Centers

Lake Level News Weather Roads Boat Ramps Fishing

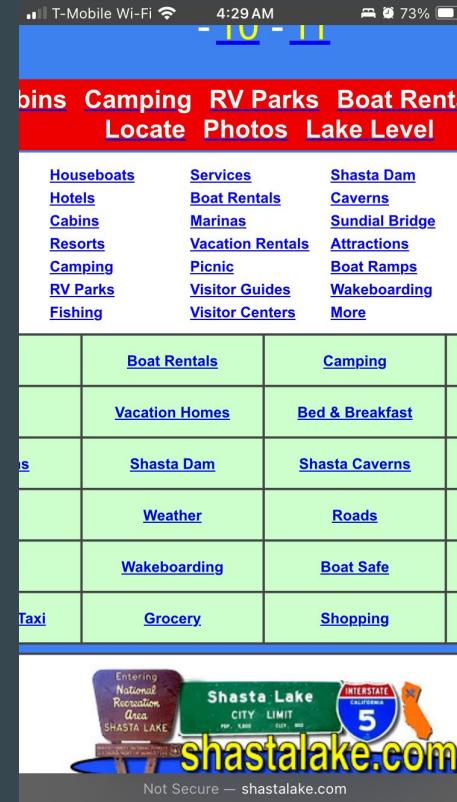
Web.Cams Events Wakeboarding Boat Safe Photos Facebook Pages

Services Airport Car Taxi Grocery Shopping Restaurants Coffee

Shastalake.com Eric Cassano (530) 275-1296 e-mail Shasta Lake, California, USA Tourism, Recreation & Visitor Information Eric Cassano (530) 275-1296 e-mail

INDEX (click)
Hotels
Houseboats
Boat Rentals
Attractions
Resorts
Camping
Campgrounds
Picnic/Day Use
Locals/Menus
Meals
Water Level
Lake Level
Boat Ramps
Weather
Boat Conditions
Shasta Dam
Shasta Caverns
Shasta Damhouse

Not Secure — shastalake.com

T-Mobile Wi-Fi 4:29 AM 73% 

-10-11

bins Camping RV Parks Boat Rental
Locate Photos Lake Level

Houseboats Services Shasta Dam

Hotels Boat Rentals Caverns

Cabins Marinas Sundial Bridge

Resorts Vacation Rentals Attractions

Camping Picnic Boat Ramps

RV Parks Visitor Guides Wakeboarding

Fishing Visitor Centers More

Boat Rentals Camping

Vacation Homes Bed & Breakfast

Shasta Dam Shasta Caverns

Weather Roads

Wakeboarding Boat Safe

Taxi Grocery Shopping

Entering National Recreation Area SHASTA LAKE CITY LIMIT POP. 1,000 ELEV. 4,000 FT. CALIFORNIA INTERSTATE 5 shastalake.com

Not Secure — shastalake.com

Solutions

- Change the Navigation Bars
- Scale Number of Pages not Amount of content on Each Page
- Removal of non tourist related information (Personal socials, Personal images, etc.)
- Fix the website menu buttons
- Not have numerous links that can be downsized
- Compile topics that are relatively similar to one another
- Make the website shorter and easier to navigate

Comparison

Example website

Shasta Lake
California, USA
[Where is Shasta Lake?](#)

GO TO...
[INDEX \(click\)](#)
[Hotels / Motels](#)
[Houseboats](#)
[Boat Rentals](#)
[Fishing](#)
[Resorts](#)
[Marinas](#)
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[Maps](#)
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[Lake Level](#)
[Boat Ramps](#)
[Weather](#)
[Road Conditions](#)
[Shasta Dam](#)
[Shasta Caverns](#)
[Shasta Damboree](#)
[Event Calendar](#)
[Photos](#)
[News & Twitter](#)

Lodging
[Houseboats](#)
[Cabins & Cottages](#)
[RV Parks](#)
[Hotels / Motels](#)
[Bed & Breakfasts](#)



THE WALL STREET JOURNAL
Cyber Sale
Make the World
Your Business
For Only **\$9.75 \$1/week**

Shasta Lake - California, USA
[Where is Shasta Lake?](#)

SUBSCRIBE NOW

Cyber Week
Subscribe Today
for Only **\$9.75 \$1/Week**

WSJ

Sky Ski
High Performance
Hydrofoils

- [Houseboats](#)
- [Fishing](#)
- [Bait & Tackle](#)
- [Wakeboarding](#)
- [Cabins & Cottages](#)
- [Motels](#)
- [RV Parks](#)
- [Restaurants](#)

Our website

Rentals

Desktop W 1280 px H 657 px Upgrade

Built on WIX STUDIO

Lake Shasta - Lodging

Resorts

Shasta Lake Resort

Hotels

Best Western Plus

Rentals

Peaceful Cottage

Shasta View Resort

Summit Lofts

Heart of Shasta

Developer Console

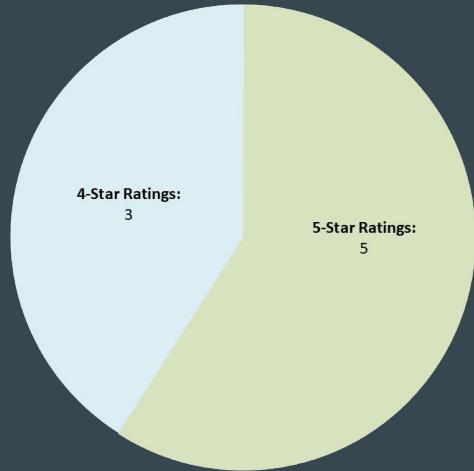
Live Site Logs Log levels (4) Clear

User Testing Analysis

- I had 8 of my colleagues at work look over the improvements to the website, I asked them to judge 2 things on a scale from 1-5 and a final yes or no question.
 - Usability (meaning that they were able to find the page they wanted)
 - Visual Appeal
 - Do you think this page was an improvement.
- This will make the testing qualitative.

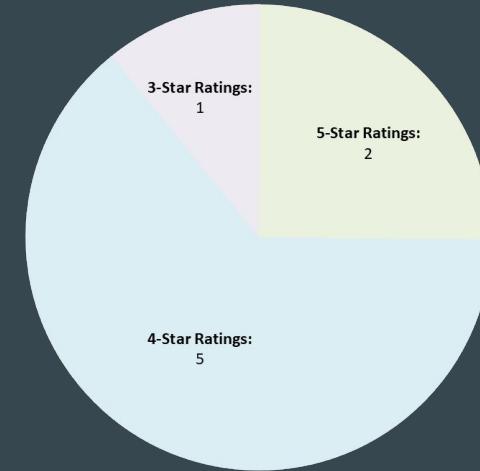
User Testing Analysis - *Results*

Usability



-All testers saw good improvements
for usability

Visual Appeal



-All testers saw good improvements
in visual appeal,
but some felt it was a bit simplistic