

# Shasta Lake



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

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# 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- Highlight the outdated design and poor organization as key issues.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.

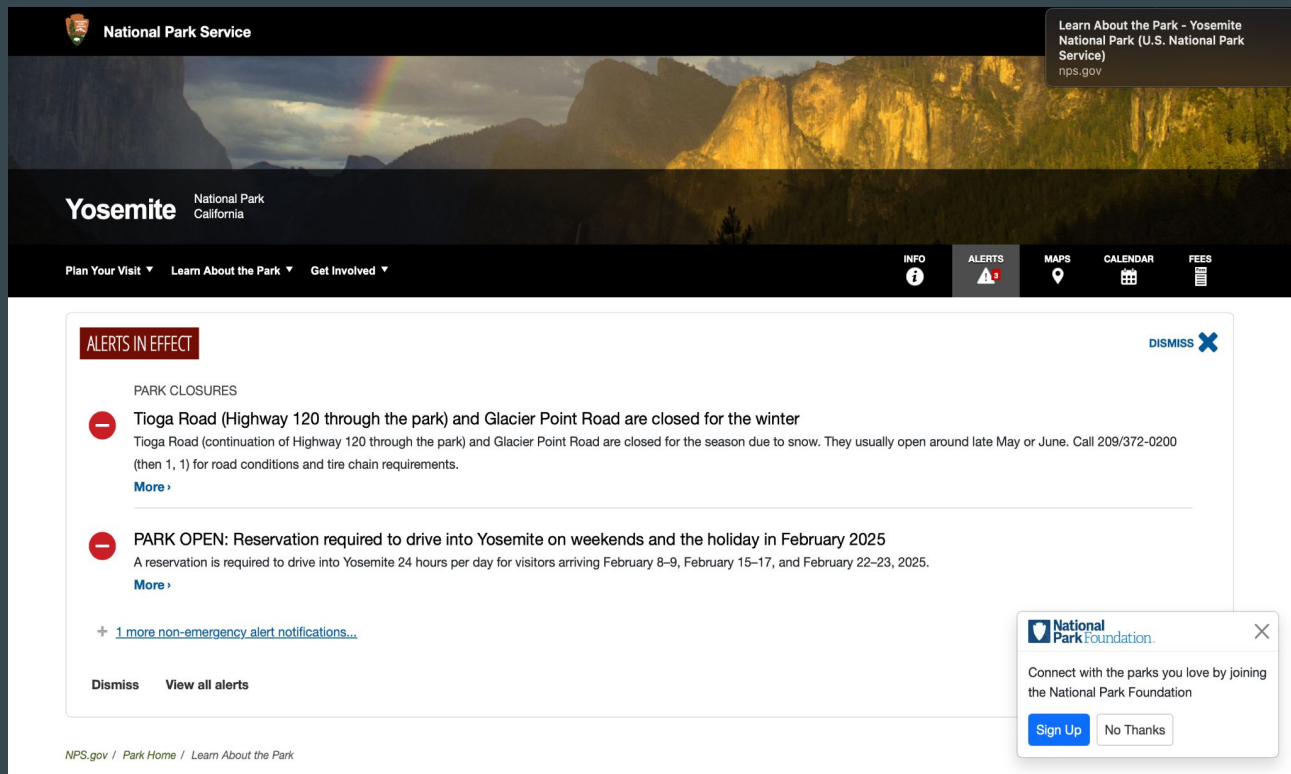
# Introduction - *Personas*

- 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.





# Comparative Research Cont.

Yosemite

National Park  
California

Plan Your Visit

Learn About the Park

Get Involved

INFO

ALERTS

MAPS

CALENDAR

FEES

ALERTS INFO

PAR

— Tioga

Tioga

(then

More

— PAR

Management

A res

More

Park Store

News

Photos & Multimedia

History & Culture

Nature

Education

Kids & Youth

Wilderness

20 through the park) and Glacier Point Road are closed for the winter

Highway 120 through the park) and Glacier Point Road are closed for the season due to snow. They usually open around late May or June. Call 209/372-0200

and tire chain requirements.

on required to drive into Yosemite on weekends and the holiday in February 2025

ve into Yosemite 24 hours per day for visitors arriving February 8-9, February 15-17, and February 22-23, 2025.

DISMISS

+ 1 more non-emergency alert notifications...

Dismiss

View all alerts

National Park Foundation

Connect with the parks you love by joining the National Park Foundation

Yosemite

National Park  
California

Plan Your Visit

Learn About the Park

Get Involved

INFO

ALERTS

MAPS

CALENDAR

FEES

Plan Your Visit

Learn About the Park

Get Involved

Basic Information

Directions & Transportation

Eating & Sleeping

Places To Go

Things To Do

Calendar

Safety

Accessibility

Nearby Attractions

Planifica Tu Visita

DISMISS

(Highway 120 through the park) and Glacier Point Road are closed for the winter

Continuation of Highway 120 through the park) and Glacier Point Road are closed for the season due to snow. They usually open around late May or June. Call 209/372-0200

ad conditions and tire chain requirements.

Reservation required to drive into Yosemite on weekends and the holiday in February 2025

required to drive into Yosemite 24 hours per day for visitors arriving February 8-9, February 15-17, and February 22-23, 2025.

Emergency alert notifications...

Dismiss

View all alerts

National Park Foundation

Connect with the parks you love by joining the National Park Foundation

Sign Up

No Thanks

# 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 —<sup>®</sup>

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 BI

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 Bicycle Warehouse. At the top, there's a navigation bar with the site name and various category links. Below this is a large promotional banner for 'OUR BIGGEST SALE OF THE YEAR WEEK' with a countdown timer showing 00:23:04:48. The banner also includes buttons for 'SHOP BIKES' and 'SHOP CLOSEOUTS'. To the right of the banner, there's a grid of category links for different types of bikes and accessories.

**BICYCLE WAREHOUSE** CLOSEOUTS

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

FREE SHIPPING ON ORDERS \$99 & UP

**SHOP BY BRAND**

- Aventon
- Fairdale
- Giant
- Liv
- Specialized
- Sunday

**MOUNTAIN BIKES**

- Full Suspension
- Hardtail
- Shop all Mountain Bikes

**E-BIKES**

- Electric Active
- Electric Mountain
- Electric Road
- Shop all E-Bikes

**ROAD BIKES**

- Endurance Road Bikes
- Gravel & Adventure
- Performance & Race
- Shop all Road

**PATH BIKES**

- Comfort
- Fitness
- Shop all Active Bikes

**KIDS BIKES**

- 2-4 Years Old, 12"
- 3-5 Years Old, 16"
- 5-9 Years Old, 20"
- 9-12 Years Old, 24"
- Big Kids 26"
- BMX Bikes
- Shop all Kids Bikes

**OUR BIGGEST SALE OF THE YEAR WEEK**

SELECT BIKES CLOSEOUT GEAR

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

00 : 23 : 04 : 48  
Days Hours Mins Secs

SHOP BIKES SHOP CLOSEOUTS

The screenshot shows the product page for the Fox Rampage Full Face Mountain Bike Helmet. The page features a large image of the helmet and a detailed description. The helmet is black with white accents and has a 'Sale' tag indicating a price reduction from \$224.95 to \$159.95. The page also includes a filter sidebar on the left and a 'Sort by' dropdown on the right.

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.

Sort by: Featured 16 products

Filter:

Price

The highest price is \$499.99

\$ From To

Shop by Type

Size

Brand

Gender

**Fox Rampage Matte Black Helmet**  
\$229.95

**Fox Rampage Full Face Mountain Bike Helmet**  
★★★★★ 1 reviews  
\$224.95 **\$159.95**

**Fox Proframe Nace Full Face MTB Helmet**  
\$289.95



# 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 Warehouse's purpose?

Unlike Shasta Lake Bicycle 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

Shasta Lake - California - USA  
Tourism, Recreation & Visitor Information

(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  
Twitter E-Mail Mobile  
FIND STUFF (A-Z)


Houseboats  
Hotels  
Cabins  
Resorts  
Camping  
RV Parks  
Fishing

Services  
Boat Rentals  
Marinas  
Vacation Rentals  
Picnic  
Visitor Guides  
Visitor Centers

Shasta Dam  
Caverns  
Sundial Bridge  
Attractions  
Boat Ramps  
Wakeboarding  
More


LAKE LEVEL - DIRECTIONS - MAPS  
WEATHER - BOARDS - WEBCAMS  
NEWS - EVENTS - PHOTOS  
LOCATE - BOAT RAMPS  
BOAT SAFE  
TWITTER - INSTAGRAM  
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  
Eric Cassano  
(530) 275-1296 e-mail  
Shasta Lake  
California, USA  
Where is Shasta Lake?

GO TO  
INDEX (index)



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



Sky Ski  
High Performance  
Hydrofoils

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

Non Dynamic  
Elements

Bad Organization

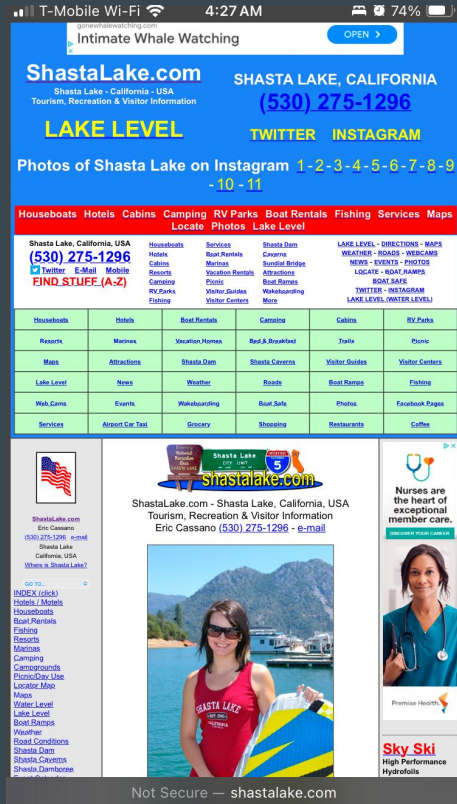
Condensable Info

**Services**  
[Directory](#)  
[Rec. Equipment](#)  
[Rental](#)  
[RV Rental](#)  
[RV Sales & Supp](#)  
[Motorhome Rent](#)  
[Restaurants](#)  
[Coffee Shops](#)

JetSurf Crew - JetSurf Board Rentals - JetSurfCrew.com

The screenshot shows the Shaasta Caverns website with a 404 error. The header features a 4.2-star rating, the location Lakehead, CA, and a button to buy 2022 tickets. The main content area displays a large '404' and a message stating, 'The page you are looking for can not be found'. The footer is divided into three sections: 'VISIT US' providing the address and directions, 'HOURS' showing the operating schedule, and 'CONTACT US' listing phone and fax numbers.

# Problem Identification - Onsite Examples





# Solutions

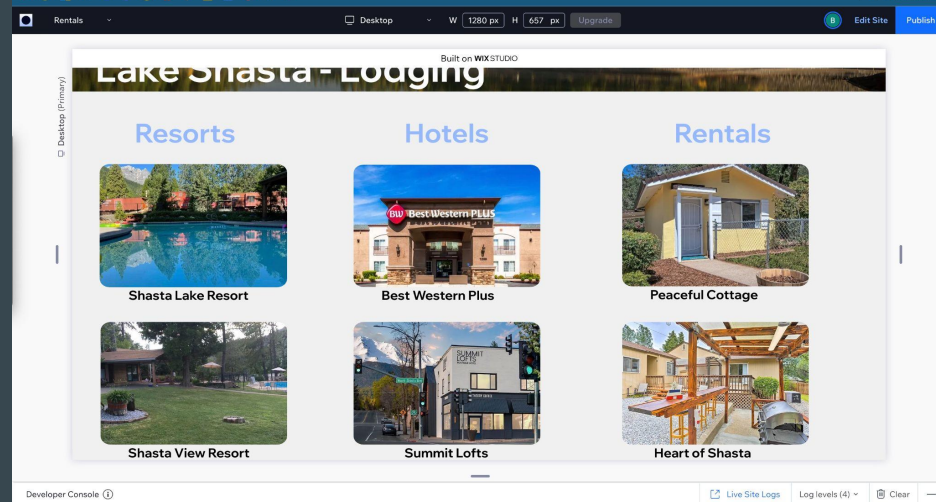
- Change the Navigation Bars
- Scale Number of Pages not Amount of content on Each Page
- Removal of non tourist related information (Personal socials, Personal images, etc.)
- Fix the website menu buttons
- Not have numerous links that can be downsized
- Compile topics that are relatively similar to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

# Comparison

## Example website



## Our website

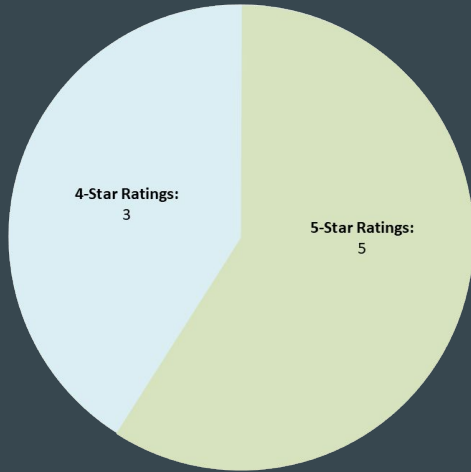


# User Testing Analysis

- 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 where able to find the page they wanted)
  - Visual Appeal
  - Do you think this page was an improvement.
- This will make the testing qualitative.

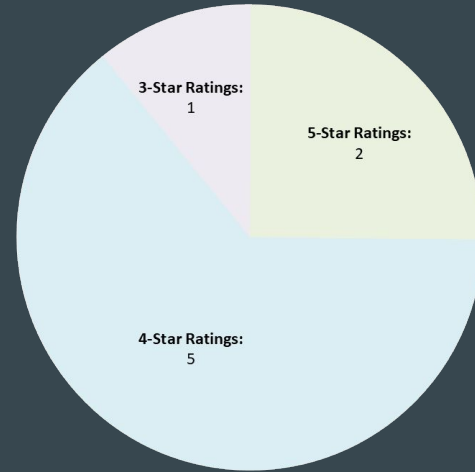
# User Testing Analysis - *Results*

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