The CCF Site Redesign Case Study Summary
by **Lily Yang**
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The Team: **Trail-Guards**

UX/UI Designers: Jessica Allred
Rylee Muir
Lily Yang

Tools Used: Miro, InVision, Figma, Adobe Photoshop, Adobe XD

Introduction

The Cottonwood Canyons Foundation is a nonprofit organization located in Salt Lake City, Utah. They have a mission to support the environment of the Cottonwood Canyons through stewardship and education.

This organization is kind of new and they have a strong mission statement and their site was created in 2020. Here is the link of their site: https://cottonwoodcanyons.org.

Research

In order for us to get a good idea of how users are interacting with the key information on the CCF website, we conducted a user survey and usability test.

The user survey provides the following findings:

- Not many people know about this wonderful organization
- Users are likely to get involved in outdoor activism with the Cottonwood Canyons Foundation through specific events
- Users are more willing to be involved with free online educations

From the usability test, we got the following feedback from our users:

- Webpage is cluttered
- Hard to skim the text
- Lots of social media links

Our user research helps us to come up the user insight and the problem statement. Based on this info, we created our proto persona.

Proto Persona

Name		Age / 33 years old
Lewis Johnson		Marital status / Married with two kids Career / Store manager Home / Lehi, UT
Goals & Needs		**Pain Points**
Pass on passion of the outdoors to kids Loves to learn new skills Extroverted Enjoys outdoors sports		Hates feeling bored Money is tight Seeing people neglect their environment Traffic in Salt Lake City

We create a user scenario and storyboard for Lewis to go through and his journey will help us gain more understanding of the user's gain and paint.

Storyboard
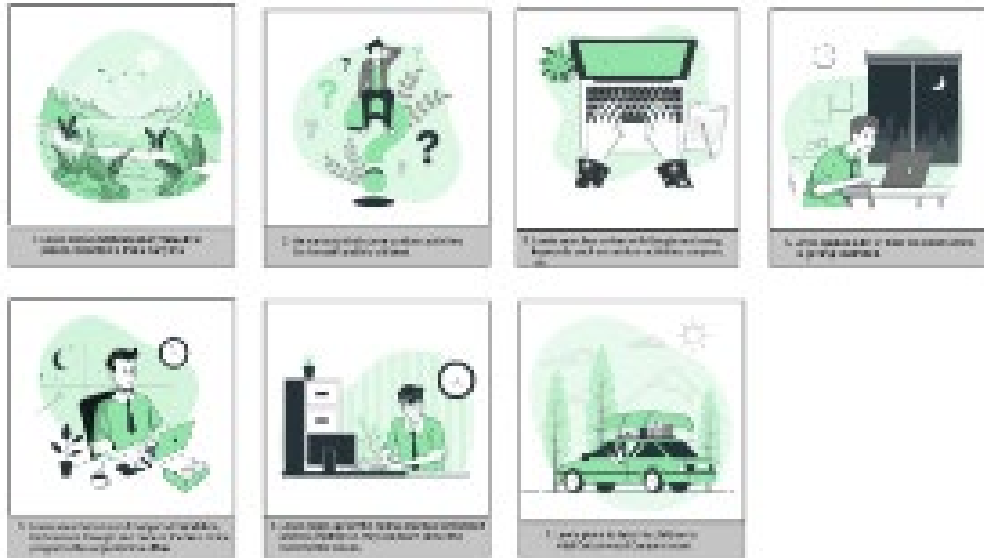
Lewis Johnson Journey Map

User Name
Lewis Johnson

Age
38 Years

Occupation
Store Manager

Location
Lehi, Utah

User Motivations
Lewis is a father with two children - a 10-year old boy and 8-year old girl. Lewis has a passion about the nature and care about the environmental issues. He loves the beauty of Utah's wildness. He wants to get his children involved and enjoy the outdoor activities with minimum cost.
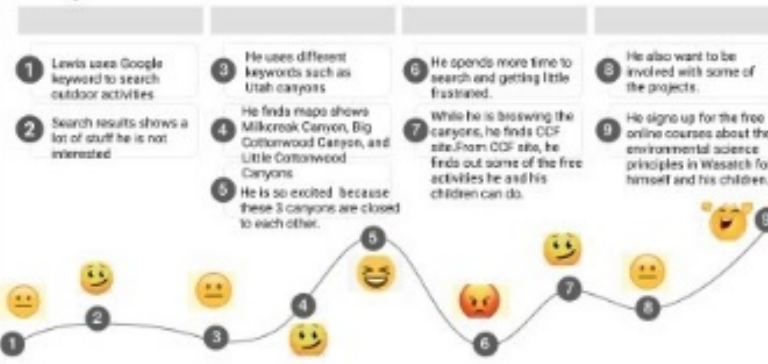
UX Scenario

Lewis wants to get his children involved in some kind of educational program about Utah's canyons, trails, and activities. He wants his children to develop awareness of the environmental issues and at the same time to enjoy what the nature offers such as ski in winter, hike in summer, etc. He is looking for a way to see how he can do all these with minimum cost.

Goals
1. Get involved with an environmental related activity.
2. Get his children to participate the outdoor activities such as hiking in summer and ski in winter.
3. Look for opportunities to learn more about Utah's mountains, trails, and lakes.

The Experience

1. Lewis uses Google keyword to search outdoor activities
2. Search results shows a lot of stuff he is not interested
3. He uses different keywords such as Utah canyons
4. He finds maps shows Millcreak Canyon, Big Cottonwood Canyon, and Little Cottonwood Canyons
5. He is so excited because these 3 canyons are closed to each other.
6. He spends more time to search and getting little frustrated.

While he is browsing the canyons, he finds CCF site. From CCF site, he finds out some of the free activities he and his children can do.

8. He also want to be involved with some of the projects.
9. He signs up for the free online courses about the environmental science principles in Wasatch for himself and his children.

Opportunities

| Make educational event more easier to find. | Create an email subscription for the user to announce new event. | It is hard to find this site. Maybe keyword search should include more general words, not too specific. | Simplify the volunteer sign up process | The partners of the organization should be more visible. |

Value Proposition

Feature Prioritization Matrix
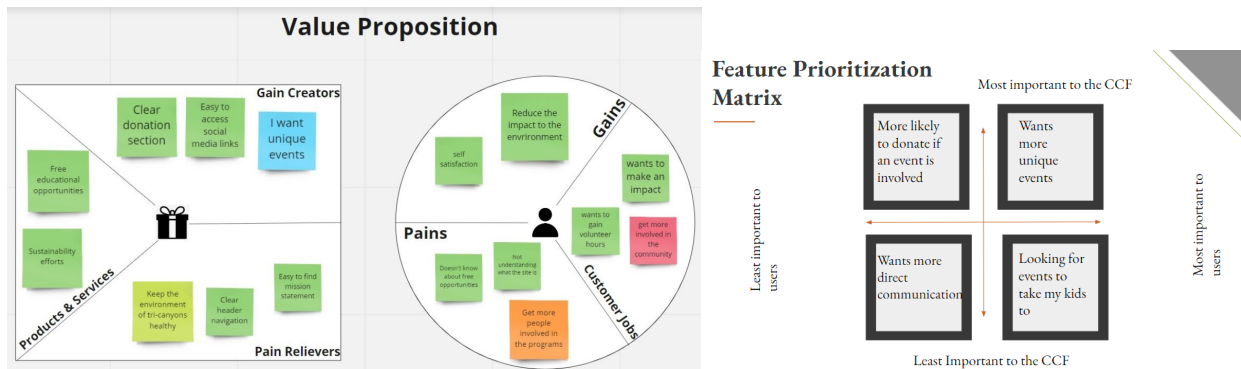
We came up our user insight and problem statements after the user research.

User Insight Statement

Lewis needs to educate himself and his two children about Utah's outdoor adventures and explore the wilderness of the Utah mountain trails because **he wants to help protect nature and make an impact on environmental improvement.**

Problem Statement

We believe that Lewis can satisfy his needs through Cottonwood Canyons Foundation. This organization has a mission to support the environment of the Cottonwood Canyons through stewardship and education.

The problem is nobody knows about CCF. Lewis has to search and google for Utah outdoor adventures, ski Utah, hiking, but all costs money to sign up. While browsing, he found the CCF website. He clicked through and discovered that this organization actually offers many outdoor activities with no cost and even offers free events for children.

Development

https://www.conttonwoodcanyons.org

Heuristic	Rating			Comments
Appearance/aesthetics: first impressions are important—they can make the difference between users staying or leaving your site				
Example	3	2	1	
Primary goal or purpose is clear	X			
Clean, simple design		X		Re-arrange design
Pleasing color scheme	X			simple colors
Appropriate use of white space			X	There are basically no white space, a very busy homepa
Consistent design	X			
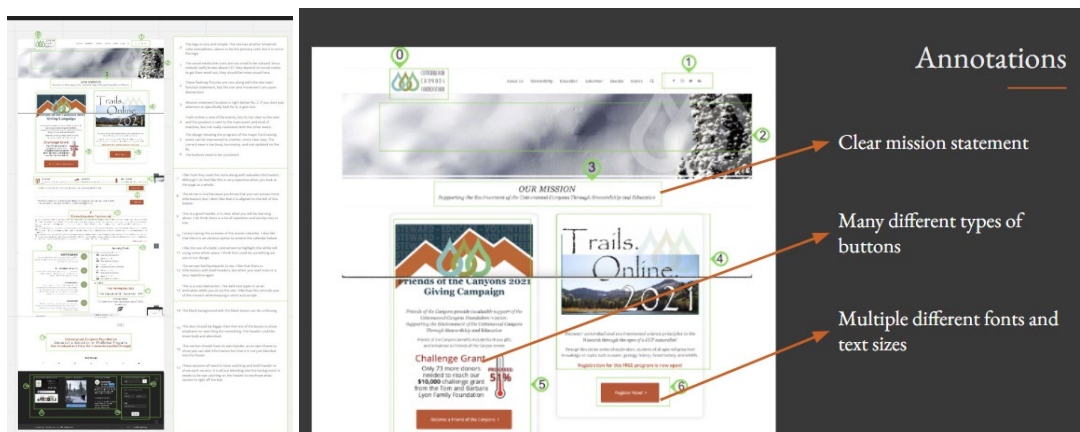
According to our user research, we believe we can help CCF site in two ways:

1. To re-design the landing page with the focus of education and stewardship which are the two main goals in CCF mission statement.
2. To create a clean, easy navigation system so our users can find the information quickly.

To help us visualize how Lewis would browse the site, we generated a user flow as Lewis would land on the homepage, find Education right away, under education drop-down button, he would find the online courses about the canyons, and special events just for kids such as Kids' Day.

Through Lewis's eye, we took a look at the possible branding for CCF site – it should be inviting so when he lands on the home page, he should feel welcomed; it should be adventurous – because Cottonwood Canyons have mountains to climb, trials to bike or hike, and lakes to fish, etc. and it also should be encouraging so he will be willing to get involved through donation and volunteer.

We went with card sorting approach for the new navigation path of CCF site. Based on the card sorting result, we generate our new navigation paths for Lewis.

And now we have our infrastructure of the site and before we jump into the design, we build a mood board with InVision for the visual inspiration. Our mood bord has 3 sections:
1. The CCF images
2. The inspirational image
3. Images of the best designed NOP sites

The mood board provides us ideas of design styles, colors, fonts, button style, etc. We

put all of these ideas into the style guide to make sure we three designers will follow this guide to do our work to ensure the consistency design of the site.

## Wireframing, Testing & Prototyping
We start our wireframing from a rough drawing with mobile-first approach.
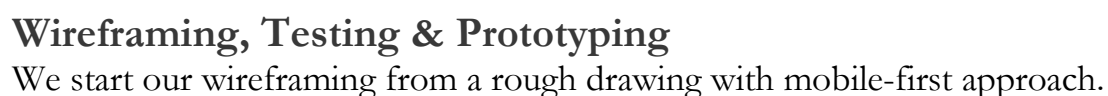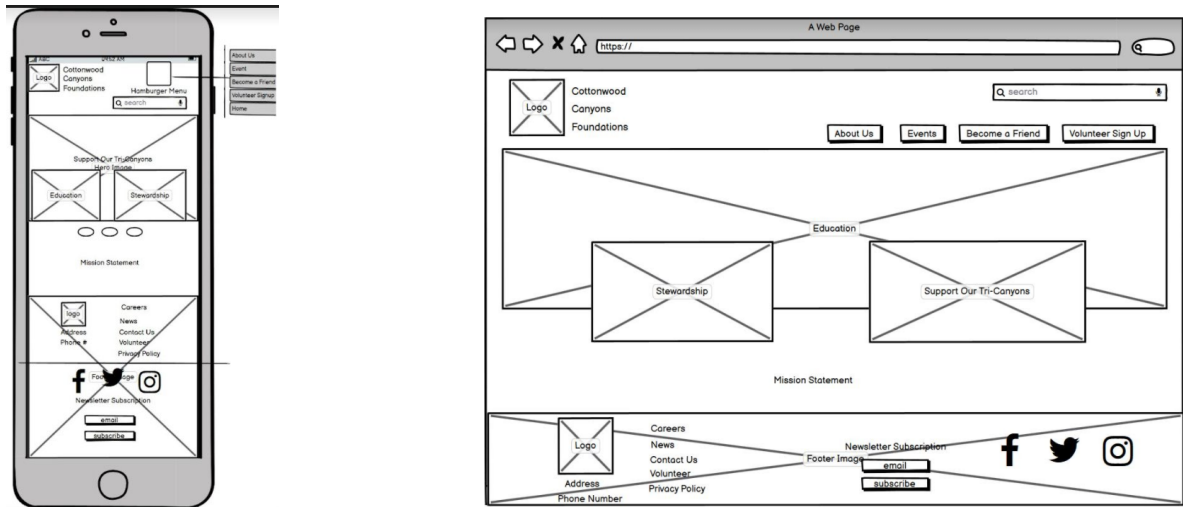
Then we create a clickable low-fidelity prototyope for the mobile version. We created a usability test plan based on the flow Lewis would browse the site with 3 tasks. We test with 7 users and the feedback is positive and all users can complete the tasks.

We make some modifications before we built our hi-fi prototype: we put the special events on the landing pages, and we put drop-down menus in alphabetic orders.
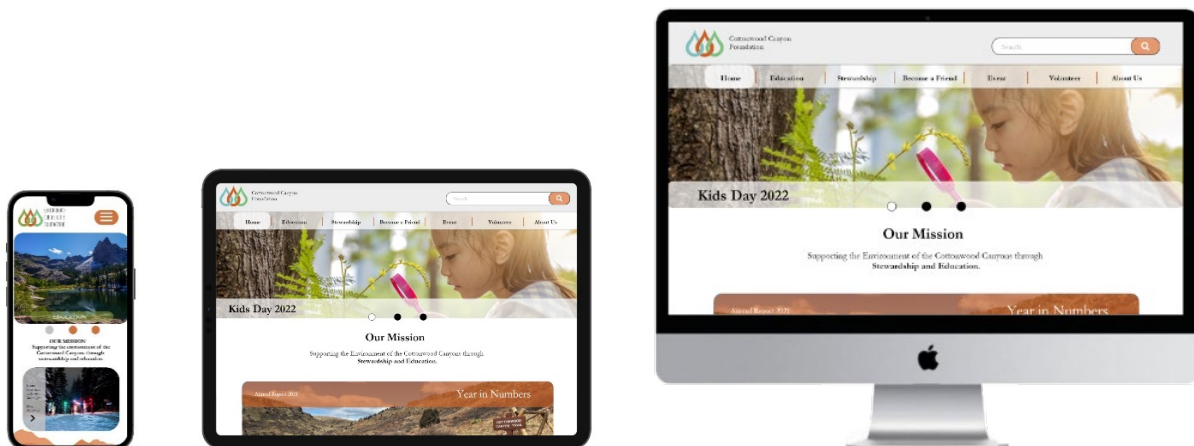
Conclusion/Future Opportunity

With more time, we would like to conduct more testing and build more user flows.

We would like to get more involved with the state-holders. Joanna Wheelton, who is the executive director, is on vacation but she is willing to know how we can make the CCF site better. We will contact her when she comes back from her vacation.

We hope our redesigned website will help this organization get more recognized and supported. I believe one of the approaches that might help is to re-define the site's keywords for a better keyword searching. Right now, you must type exactly "Cottonwood Canyons Foundation" to get to this site. "CCF" would take you to a very different site in California. "Cottonwood Canyons" would take you to Utah's other websites about Cottonwood canyons such as Utah Transportation Associate maps. Possible keywords listed by search engines could be:

CCF Utah

Cottonwood Canyons

Cottonwood Canyons foundation

Cottonwood-Utah