

Poznaj Góry - Responsive Website

Eng. Face the Mountains - Responsive Website

Mateusz Bis

Project overview



The product:

poznajgory.pl is a responsive website that serves as an attraction & mountain peak database and a booking portal



Project duration:

Nov 2021 - Feb 2022

Project overview



The problem:

Mountains are the treasure of Poland. They are unique in the scale of Europe and feature many UNESCO spots.

Despite this wealth, most people limit their holiday choices to a one, go-to mountain resort that is usually well-endowed and well-advertised.



The goal:

- make exploring the offerings of Polish mountains effortless,
- encourage people to try various areas and to soak up the local folklore.

Project overview



My role:

lead UX/UI designer and lead UX researcher



Responsibilities:

- Design Thinking research - emphasize, define, ideate,
- conducting interviews, surveys, usability studies
- creating wireframes and prototypes

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



6 participant completed a survey that contained questions related to the way they book accommodation and organise mountain trips.

With the help of the findings, I completed the Design thinking Empphasize & Define stages.

User research: pain points

1

Many places are poorly documented

Even if equally interesting, many places that are not as popular as the main resorts offer little internet resources that could bring touristic traffic.

2

Mountain paths are difficult to follow

Less popular mountain peaks happen to have faded tree signs along the routes, which increases the chances of getting lost.

3

research spoils the sense of adventure!

Spending hours looking for the right village and then the right hotel or apartment is tiring.

4

Long queues at popular spots

Especially on peaks like Kasprowy Wierch, Trzy Korony or Śnieżka, there are often lines of people waiting to get to the very top.

Persona: Agnieszka Zalewska

"I've done it before and I can do it again."

Problem statement:

Agnieszka IS AN amateur hiker WHO NEEDS a convenient way to plan hiking holidays BECAUSE she doesn't like surprises and wants to feel safe while hiking.



Agnieszka Zalewska

Age: 24
Education: tertiary, ongoing
Hometown: Jelenia Góra
Family: a boyfriend
Occupation: a psychology intern

Goals:

- visit sentimental places without waiting in queues
- Safely and easily get to the destination
- plan trips in advance

Frustrations:

- Tatra mountains and some peaks in the Sudety (e.g. Śnieżka) are crowded in the season
- little-known places are poorly marked
- There is not much information on how to behave in case of a storm or getting lost

About Agnieszka:

Agnieszka is an ambitious student on the final year of university and is preparing to write her Master's thesis. Born near the Sudety, she loves mountains, especially those of her childhood and the Tatra mountains. In the season, she frequently goes off to different mountain ranges and explores them with her boyfriend. Agnieszka believes that preparations are part of the fun - she equally loves packing as it ensures a great and safe time on the path.

User journey map

ACTION	Find an area to go to	Find accommodation	Find attractions to visit	Book accommodation & buy tickets
TASK LIST	<ul style="list-style-type: none"> A. search the web B. read reviews C. ask friends 	<ul style="list-style-type: none"> A. visit booking sites – airbnb, etc. B. go through listings for the chosen area C. decide on a place 	<ul style="list-style-type: none"> A. search the web B. look at maps C. find interesting spots D. check details, traffic hours, open hours, best route, reviews 	<ul style="list-style-type: none"> A. book the earlier chosen accommodation B. book tickets for earlier chosen attractions
FEELING ADJECTIVE	<ul style="list-style-type: none"> • unsure • Overwhelmed 	<ul style="list-style-type: none"> • Lost • Frustrated 	<ul style="list-style-type: none"> • Unsure • Overwhelmed 	<ul style="list-style-type: none"> • Excited • Satisfied
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> - a tool for finding areas to go to 	<ul style="list-style-type: none"> - List accommodation facilities - provide filtering and sorting tools 	<ul style="list-style-type: none"> - Provide plenty of facts and details - Show attractions on a map - Enable people to create list of places to visits, day plans, etc 	<ul style="list-style-type: none"> - Let people add tickets and bookings to one cart and then check out so they can clearly see their spendings and later not worry about dates and money

Persona: Mikołaj Włodarczyk

Problem statement:

Mikołaj IS A head of a family WHO NEEDS to quickly organise attractions for his family on holidays BECAUSE he enjoys spending quality time with his family without much burden.



Mikołaj Włodarczyk

Age: 36
Education: tertiary
Hometown: Łódź
Family: married, a daughter
Occupation: an architect

"The best way to cheer yourself is to try to cheer someone else up!"

Goals:

- spend time with family
- do sports
- education
- break free from the daily routine

Frustrations:

- very little facts available about the local folklore, legends and architecture
- little information for runners and bikers
- trip planning is mundane + digital hiking solutions are not dependable

About Mikołaj:

Being an active person, Mikołaj likes taking his family to the mountains from time to time. He loves hiking and cycling together but also enjoys solitary running sessions in the woods. Also, as an passionate architect he is keen on learning folklore and traditional constructions and when travelling, he often goes to local museums. He believes that the sense of adventure is the essence of mountains and doesn't want to think much about preparation but go straight on the path.

User journey map

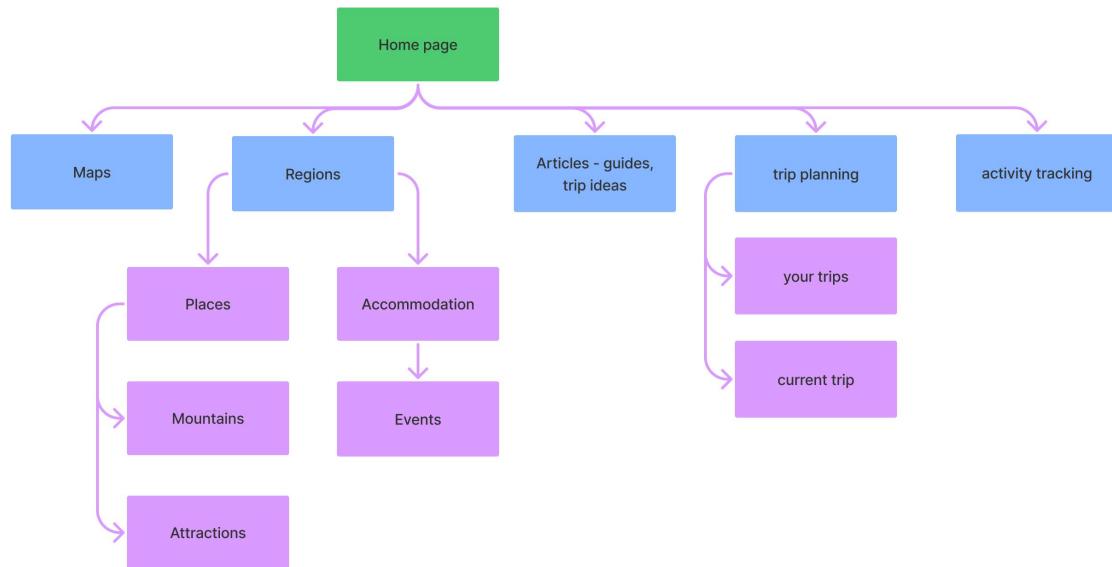
ACTION	Look for attractions	Check details	Talk to family	Plan the trip
TASK LIST	A. visit blogs, online services B. talk to friends, ask locals C. read brochures	A. check if there are shops or restaurants nearby B. check difficulty C. read reviews	A. Talk options over to see if they are suitable	A. consider commuting with different means of transport B. book seats or buy tickets if available
FEELING ADJECTIVE	<ul style="list-style-type: none">• Irritated• Confused• Impatient	<ul style="list-style-type: none">• Nit-picking• Overwhelmed	<ul style="list-style-type: none">• Hopeful• Glad	<ul style="list-style-type: none">• Focused• Impatient
IMPROVEMENT OPPORTUNITIES	- List attractions in convenient one place - Show special offers, personalised listings	- Provide a wide range of details - Emphasize key details that are important for the user - compare places		- Show a commute map - a tool for buying tickets

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

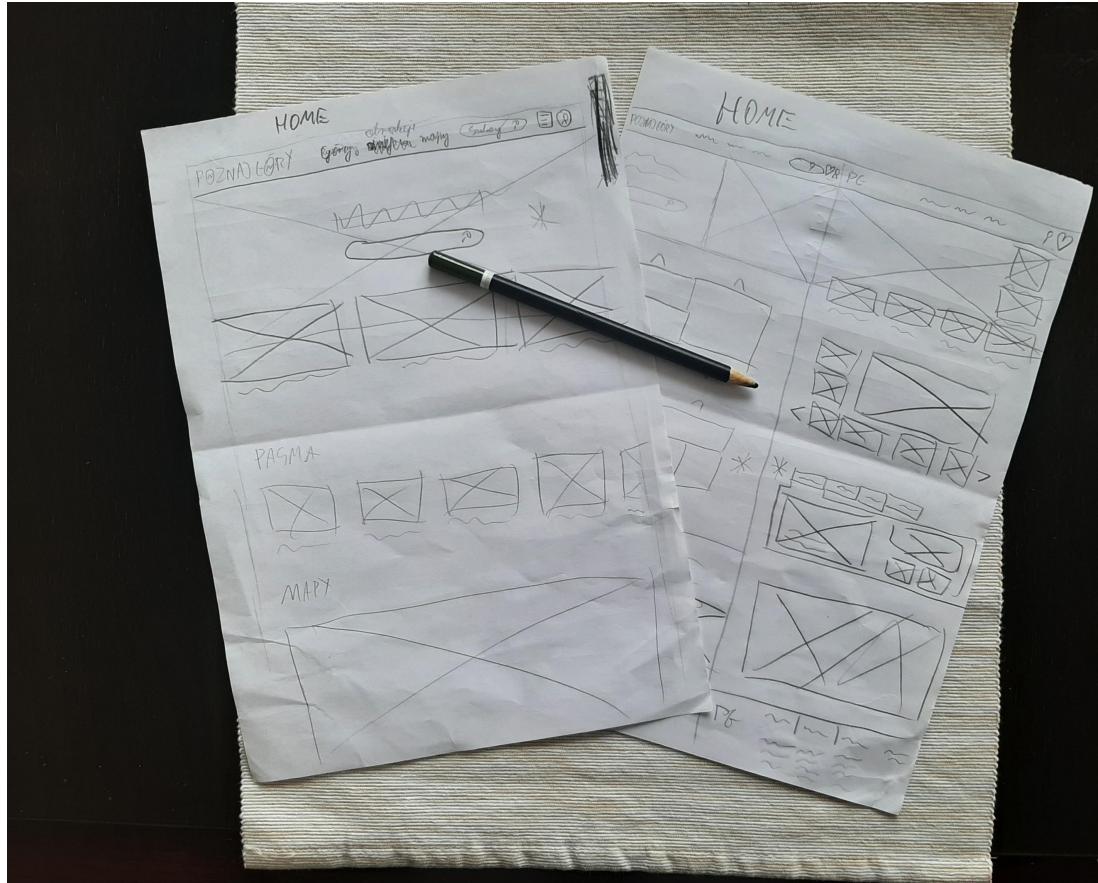
Sitemap

The Sitemap is a combination of a hierarchical and a database model - Maps, Regions, Place & Accommodation are searchable



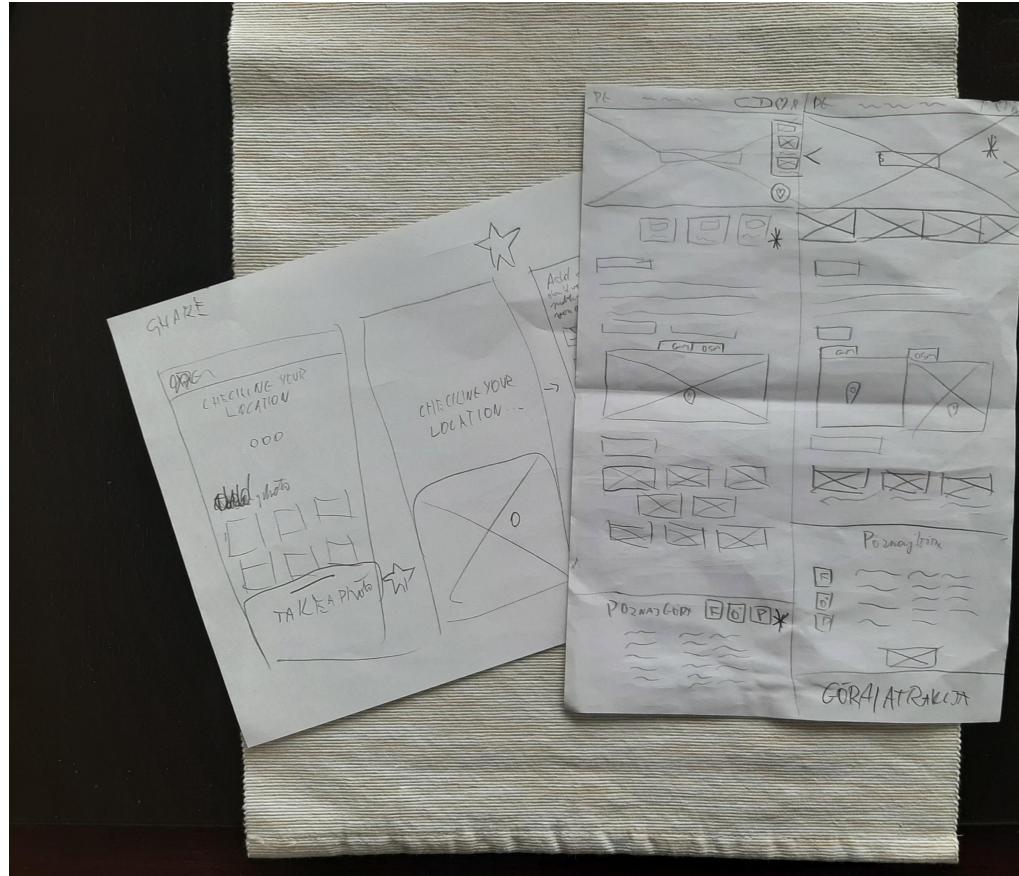
Paper wireframes

The goal was to try as many ideas from the Ideation Phase as possible. And have fun!



Paper wireframe screen size variation(s)

Once I knew which ideas to realise, I prepared separate mobile & desktop versions.



Digital wireframes

Search bar is right at the center for users that would like to find out information about a specific place



Trip ideas above the fold aim to encourage exploration



Poznaj Góry

Góry Atrakcje Blog

Zaplanuj wyjazd w góry

wyszukaj...

The wireframe shows a header with navigation links for "Góry", "Atrakcje", and "Blog". Below the header is a large banner with the text "Zaplanuj wymarzony wyjazd w góry" and a search bar labeled "wyszukaj...". The banner has a dark grey background with white diagonal lines forming a grid pattern. Below the banner is a row of four placeholder cards, each with the text "Lorem Ipsum".

Lorem Ipsum

lorem ipsum dolor sit amet,
consectetur adipiscing elit.

The wireframe shows a grid of placeholder cards with the text "Lorem Ipsum". The cards are arranged in a grid pattern with some cards missing or cut off. An arrow icon is located in the bottom right corner of the grid.

Digital wireframe screen size variation(s)

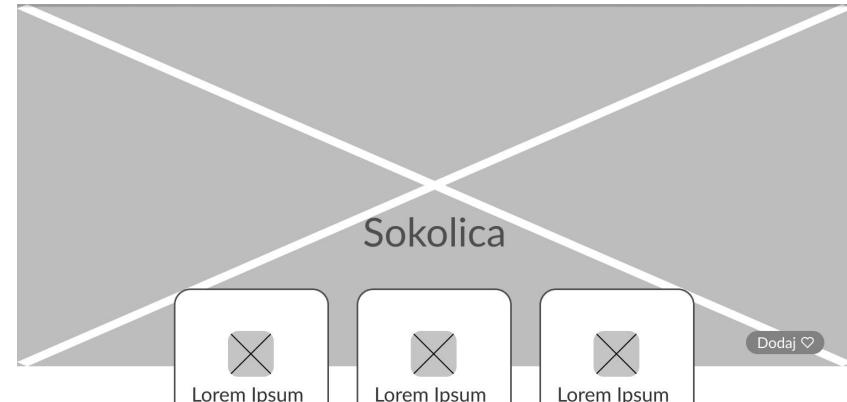
I decided to use the progressive enhancement method (starting from the smallest screen) which turned out to be very easy in terms of scaling



Poznaj Góry

Góry Atrakcje Blog

Zaplanuj wyjazd



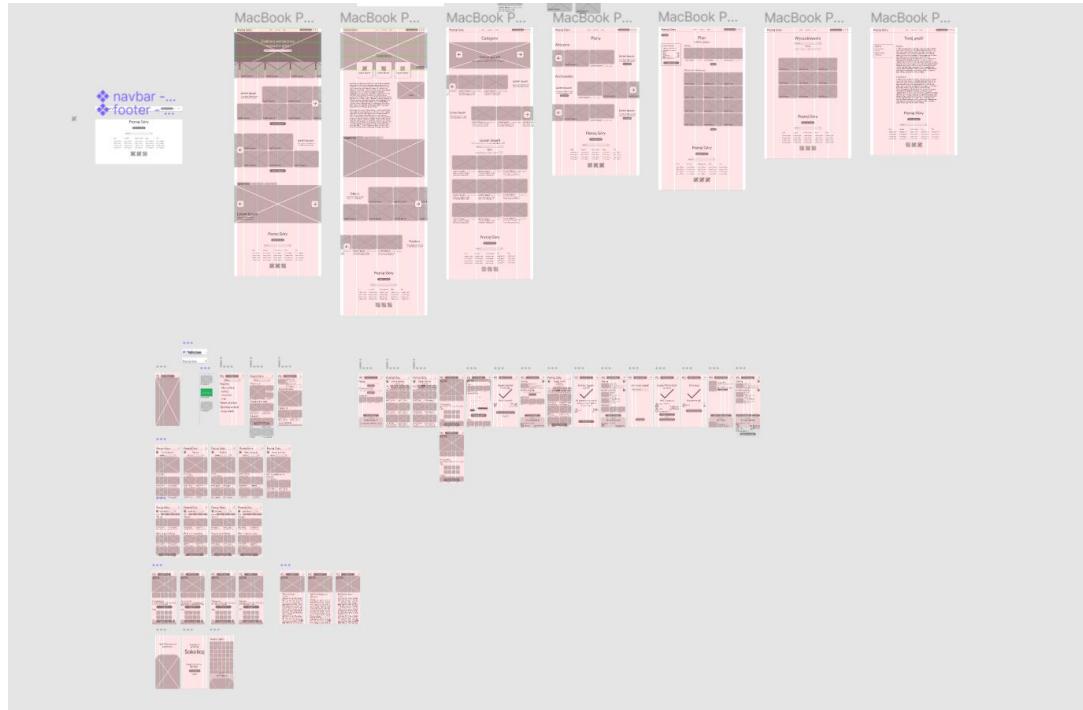
In mollis turpis eget augue scelerisque, in ultrices turpis commodo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at ullamcorper metus, sit amet convallis elit. Donec euismod sem at dolor commodo interdum. Mauris vel porta felis, at blandit erat. Nullam vitae enim mollis, commodo nisl sed, semper sem. Curabitur augue odio, tempor vel malesuada sed, pulvinar id massa. Vestibulum erat neque, iaculis a elementum id, tincidunt id eros. In sollicitudin metus hendrerit urna luctus, sit amet porta ipsum vulputate. Mauris tincidunt nisi a purus blandit condimentum. Donec egestas ac nisl id interdum. Donec dolor neque, facilisis id egestas et, hendrerit ut lacus. Donec efficitur leo quis tortor ullamcorper, vitae molestie turpis interdum. Nam tempus, libero commodo ornare convallis, dui eros scelerisque odio, ac condimentum dolor felis nec dolor. Donec imperdiet diam sit amet ligula sodales, a consequat neque efficitur. Sed maximus aliquet tincidunt.

Proin facilisis enim luctus, tempus leo vitae, ornare dui. Sed facilisis, risus ut dignissim consectetur, massa urna aliquet metus, id auctor quam lectus nec libero. Duis dignissim risus sed justo venenatis, a euismod purus suscipit. Duis aliquet ipsum ac libero rhoncus, tristique volutpat enim rutrum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Maecenas sit amet viverra neque. Sed quam nisl, gravida nec tortor in, commodo molestie sem. Pellentesque at metus quis mi porttitor dignissim et ut leo. Ut id volutpat lectus, at mattis urna. Cras pellentesque orci ac eros malesuada, et tempor lectus lacinia. Morbi vehicula molestie lectus, at accumsan tortor porttitor vitae. Aliquam in sapien ante.

Low-fidelity prototype

link:

<https://www.figma.com/file/a9yTu9gQRhjpf0hZQuzYLa/Poznaj-G%C3%B3ry---prototypes?node-id=532%3A1678>



Usability study: parameters



Study type:
Unmoderated usability study



Location:
Poland, remote



Participants:
6 participants



Length:
15-25 minutes

Usability study: findings

The study motivated me to greatly simplify the structure of the site.

1

Finding

Mountains are
considered as Attractions
or Places

2

Finding

the links to the planning
tool are not clear

3

Finding

most users think
organising a trip takes too
long

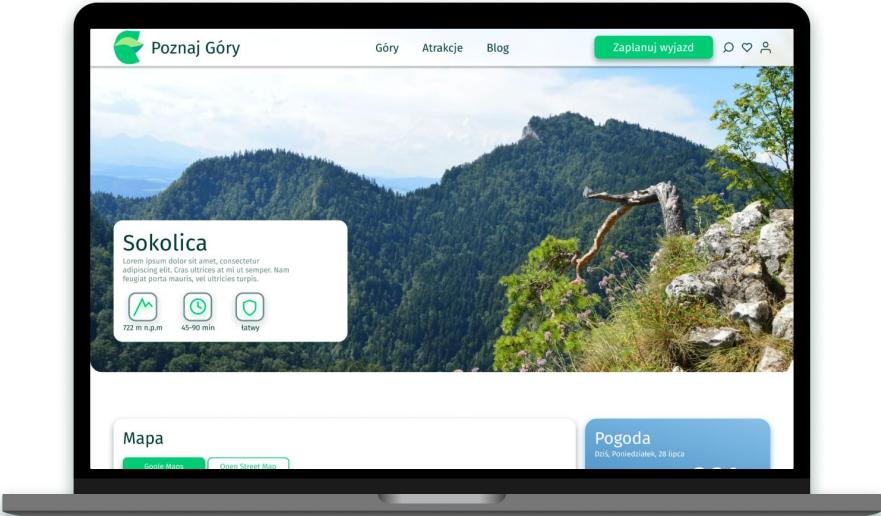
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups



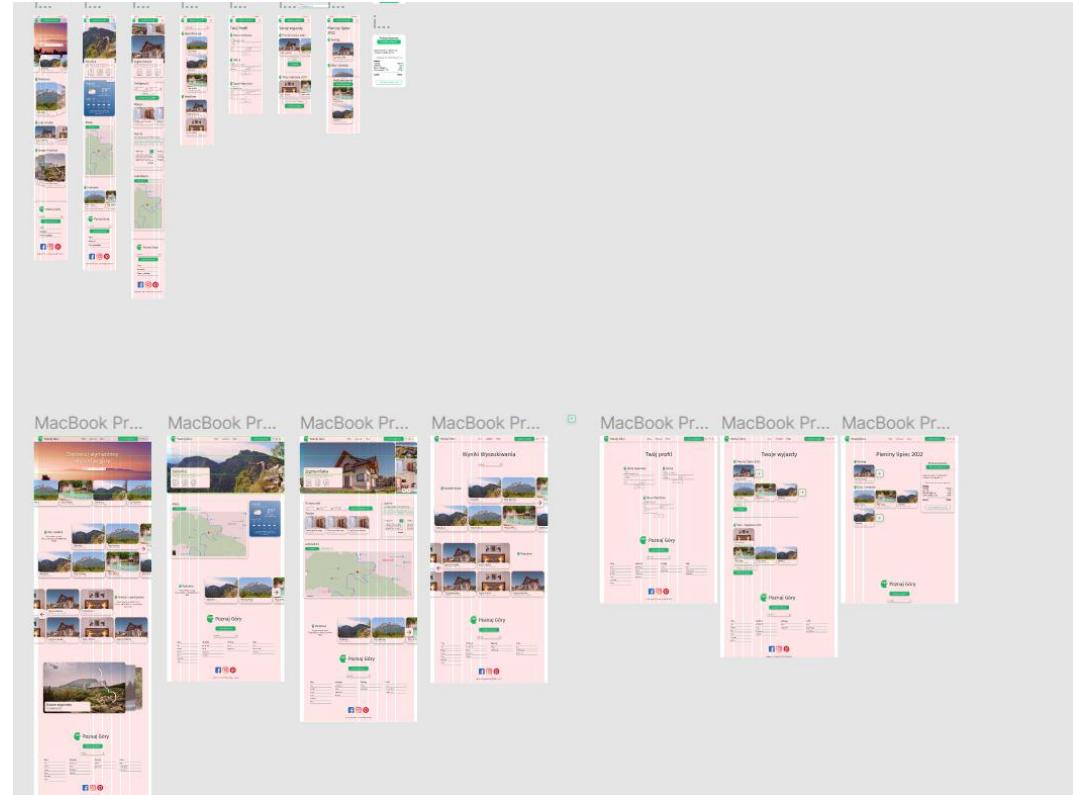
Mockups



High-fidelity prototype

link:

[https://www.figma.com/file/
a9yTu9gQRhjpf0hZQuzYLa/
Poznaj-G%C3%B3r---
prototypes?node-
id=800%3A7414](https://www.figma.com/file/a9yTu9gQRhjpf0hZQuzYLa/Poznaj-G%C3%B3r---prototypes?node-id=800%3A7414)



Accessibility considerations

1

Every place, summit and attraction a description underneath, in case the image is not visible

2

Dark text on white background enhances has visibility

3

Hierarchical Headers ensure that screen readers will appropriately interpret the website

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“Yes, I think that this function would be useful, knowing the estimated route length and possible fees are important data for me when organising a mountain trip”

“Tak, myślę, że funkcja byłaby przydatne, dla mnie ważne rzeczy, gdy planuje góry to szacowany czas trasy i opłaty”



What I learned:

- creating wireframes for various screen sizes
- creating prototypes for varoius screen sizes -
- conducting usability studies on maze.co

Next steps

1

Hand off the design to the engineering team

2

Gather images, descriptions and other assets about the places, peaks, etc. that will appear on the site

3

Measure KPIs so as to check if the goals have been met

Let's connect!



. Email: mateuszbis85@gmail.com

Behance: mateuszbis

Twitter: @matb86