

School of Hiking

Tracey, Saynab, and Catherine

User Stories

SCHOOL OF HIKING -> User Stories

Empathise

Lack of confidence

Imposter syndrome

Curriculum

Discipline – if going commit that much time

Non-elitist

General thoughts:

	As a...	I want...	So that...
Single Mum	single mum applying for School of Hiking	the timings for work for me.	I can participate.
Rehabilitating	fairly unfit individual	to be able to keep up	I can enjoy and get fitter.
Extremely fit	An extremely fit individual	To challenge myself	I can climb higher mountains.

Application Process:

	As a...	I want...	So that...
Single Mum	single mum applying for School of Hiking.	The application process to be easy, and clear.	I can quickly complete it.
Rehabilitating	Less than 100% fit person.	To make sure that I will be capable of joining in the bootcamp.	I can continue to rehabilitate effectively.
Extremely fit	Aspiring international hiker.	To know details about the course.	I know I will be challenged.

User persona 1 - Single Mum

Sarah



Job Title

Estate Agent

Age

25 to 34 years

Highest Level of Education

Bachelor's degree (e.g. BA, B

Social Networks



Industry

Real Estate

Organization Size

11-50 employees

Preferred Method of Communication

- Face-To-face
- Phone
- Email

Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- Cloud-Based Storage & File Sharing Applications
- Employee Scheduling Software
- Word Processing Programs
- Business Intelligence Dashboards
- CRM Software
- Email
- Invoicing Software
- Reporting Software

Job Responsibilities

Sell as many properties as possible

Their Job Is Measured By

Sales and commission

Reports to

Branch Manager

Goals or Objectives

Maximise commission

They Gain Information By

Training courses

Biggest Challenges

- Navigating Client Relationships & Communications
- Employee Morale
- Communication
- Problem Solving & Decision Making
- Collaboration & Creativity

User persona 2 - Rehabilitation

Ben



Job Title

Sales Assistant

Age

18 to 24 years

Highest Level of Education

Some college, no degree

Social Networks



Industry

Retail

Organization Size

501-1000 employees

Preferred Method of Communication

- Email
- Text Messaging
- Social Media

Tools They Need to Do Their Job

- Employee Scheduling Software
- Email

Their Job Is Measured By

Friendliness, organisation and time management skills

Job Responsibilities

Organise shop stock, work as a cashier and let customers know about offers / promotions etc

Goals or Objectives

Treat customers well and help to make shop sales

Reports to

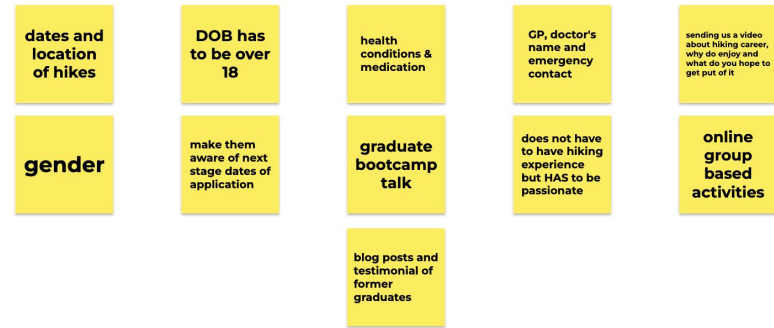
Shop Manager

Biggest Challenges

- Employee Morale
- Communication
- Collaboration & Creativity

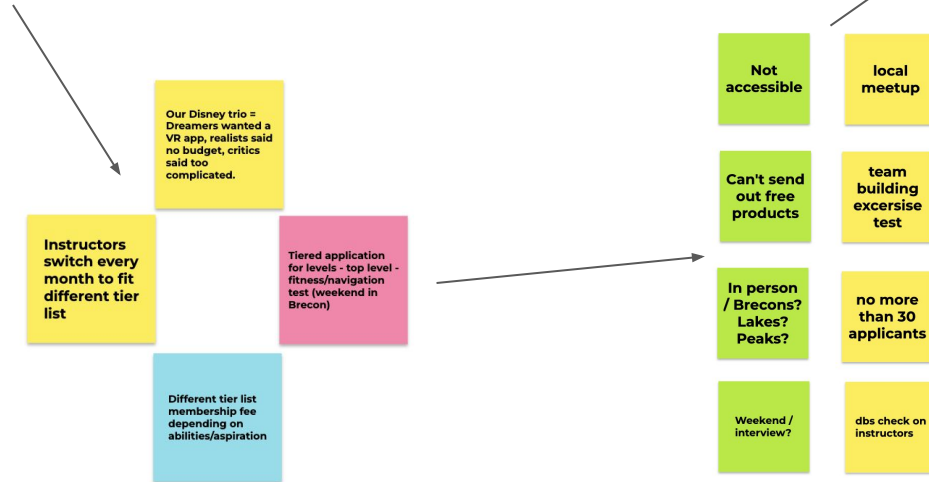
They Gain Information By

online courses / email information



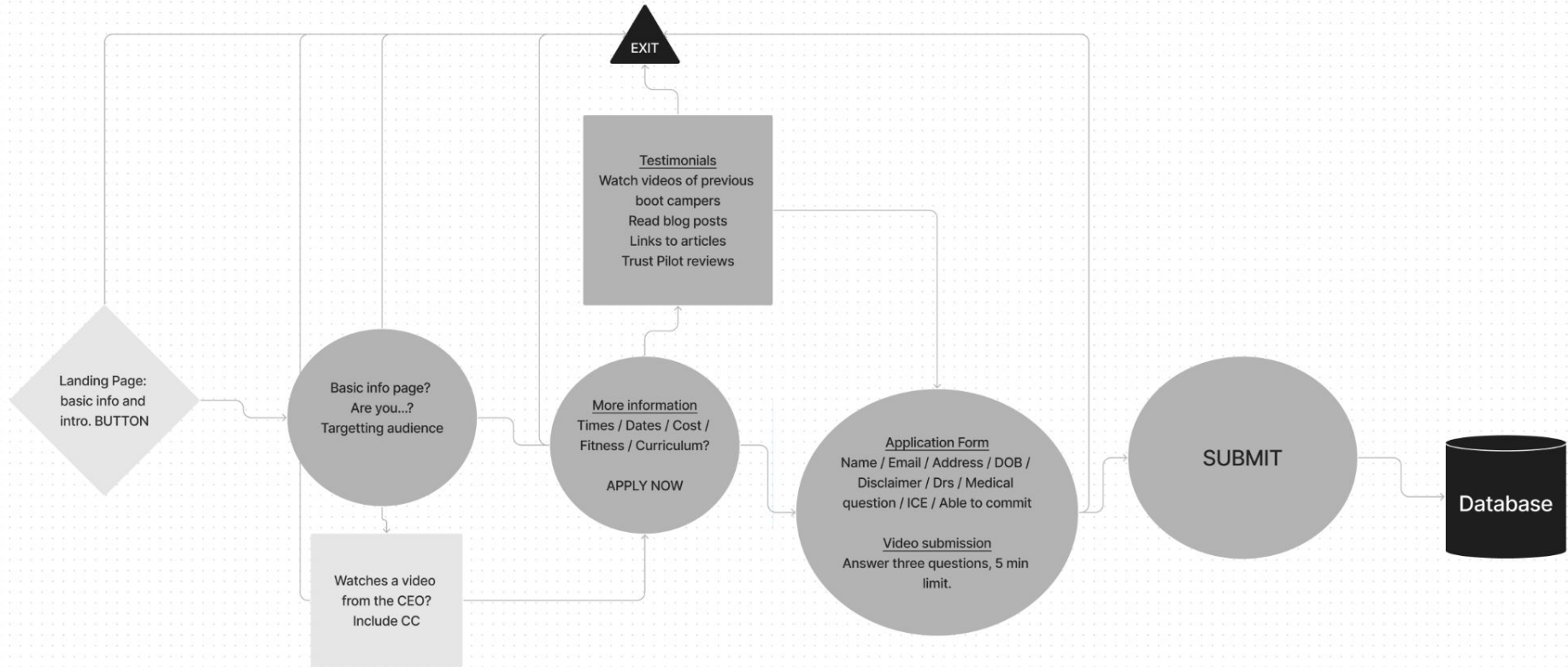
Dreamer

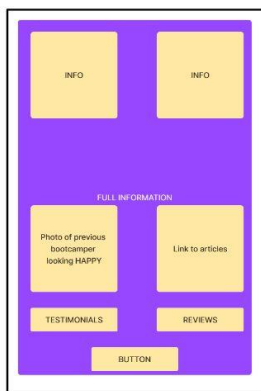
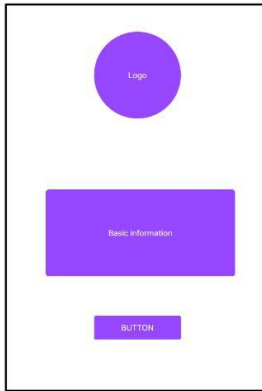
Realist



Critic

User Flow



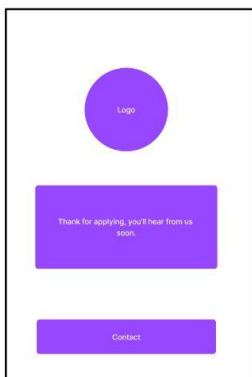
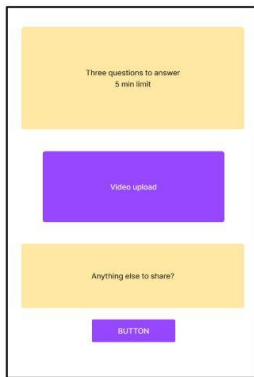
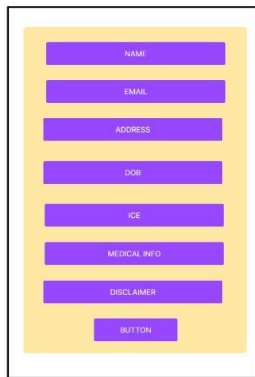


Landing Page

Basic information

Video

Full information
(summary at
bottom of page)



Application Form →
Video submission

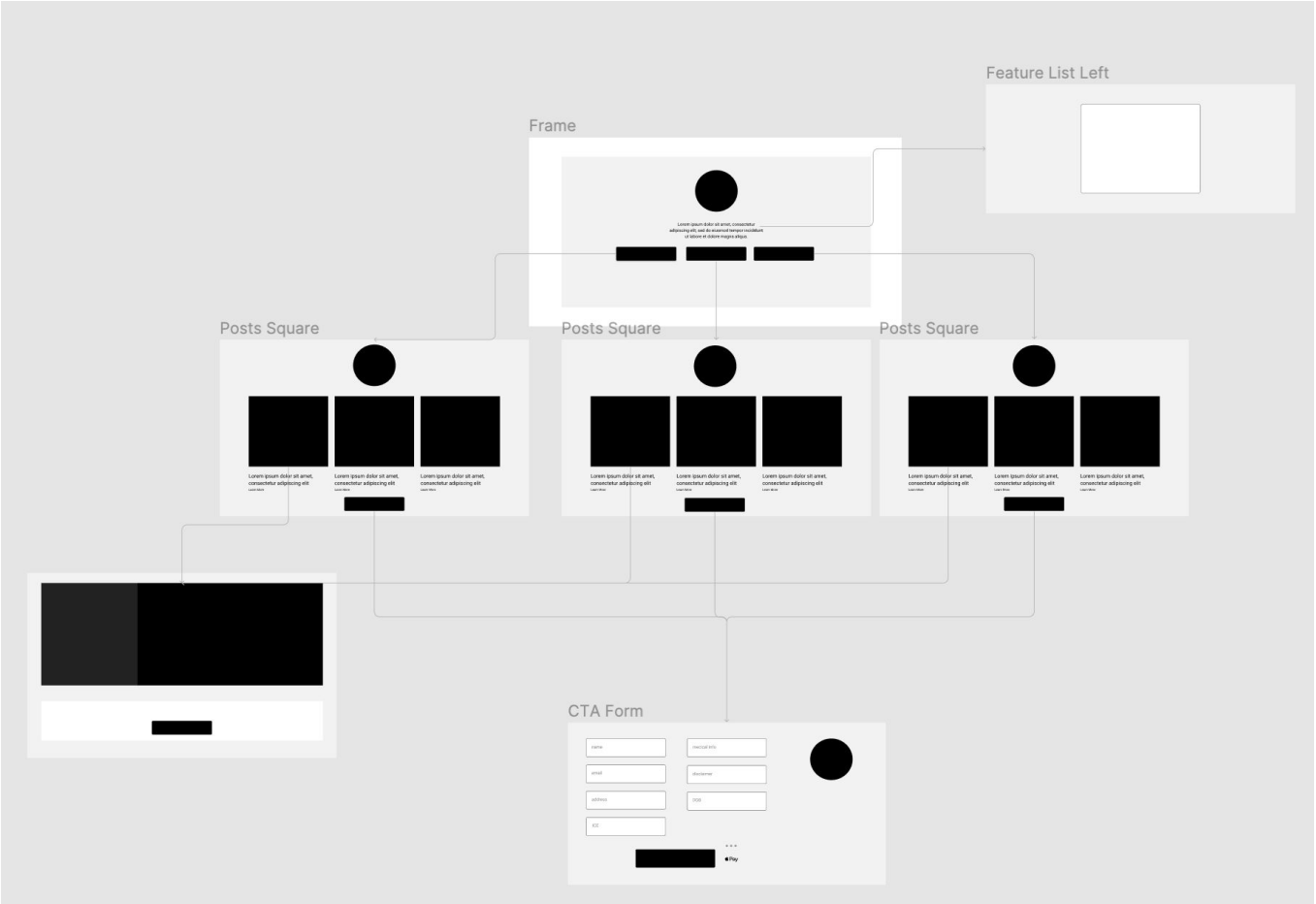
Video Submission
→ SUBMIT

Paper Prototype

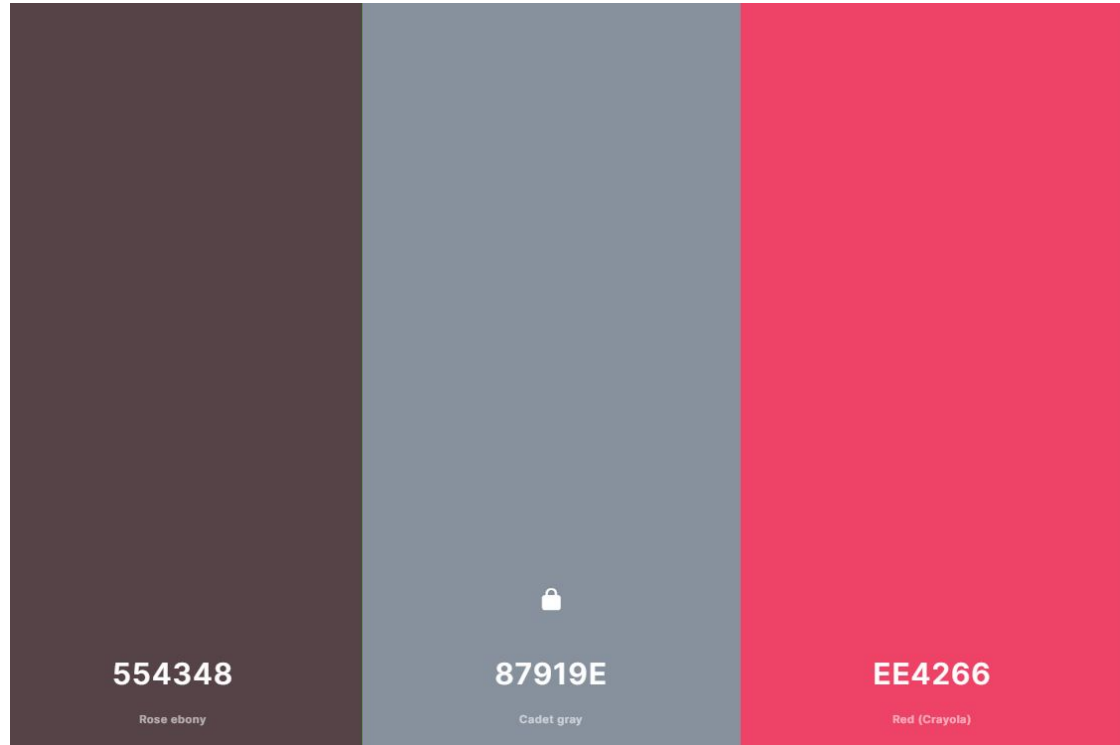
Start / Improve / Challenge

Self selected levels.

Low
fidelity
wireframe
Site Map



Colour Selections





Accessibility

Colours seemed to have a good contrast on the page, but the lighthouse report suggested the following elements didn't have a sufficient contrast ratio.

▲ Background and foreground colors do not have a sufficient contrast ratio.

Low-contrast text is difficult or impossible for many users to read. [Learn more.](#)

Failing Elements

Announcement

div.pill.primary.alert-bar

aster discounts availab

div.pill.primary.alert-bar

Some text inside of a d

a.btn.w-button

Details

a.btn.w-button

Some text inside of a d

a.btn.w-button

Details

a.btn.w-button

SALE

div.pill-2.badge.primary.sale

Blue Canvas Pack

his is some text inside of a div block

View All Products

a.btn.dark.w-button

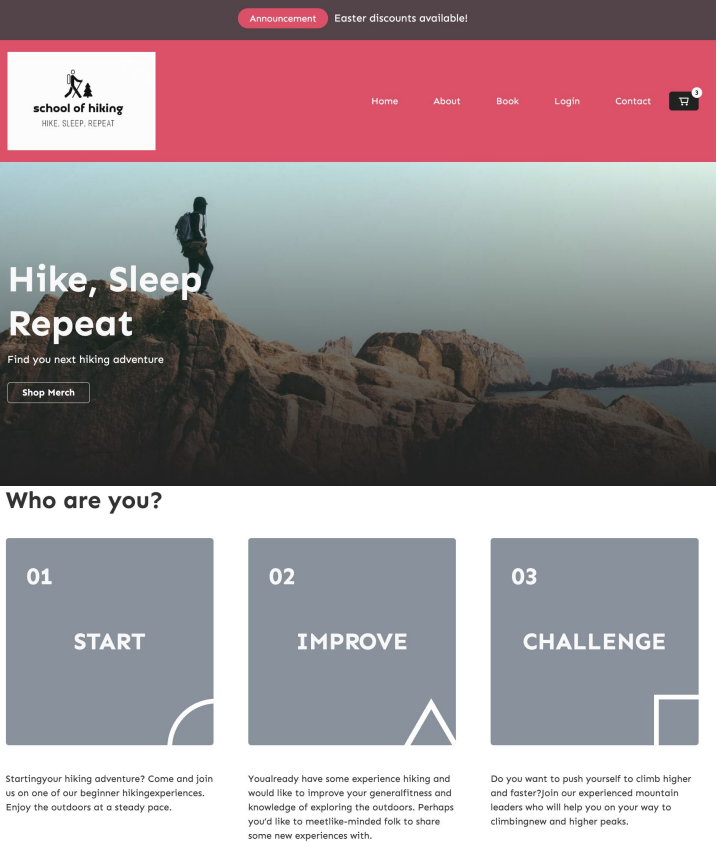
div.small.footer-small

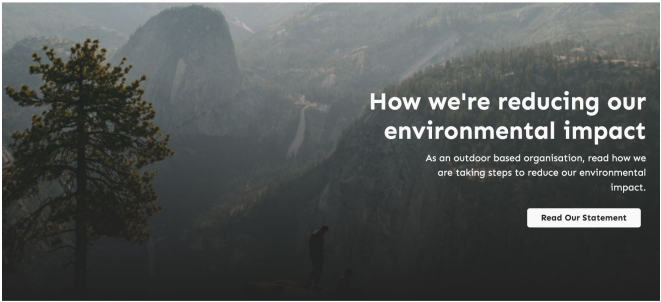
div.footer.wf-section

a.link

div.footer.wf-section

High fidelity wireframe Home Page





How we're reducing our environmental impact

As an outdoor based organisation, read how we are taking steps to reduce our environmental impact.

[Read Our Statement](#)

SHOP PRODUCTS

Open 24/7/365.



White Tent
This is some text inside of a div block.

[Details](#)



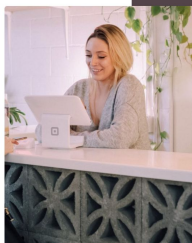
Tin Coffee Tumbler
This is some text inside of a div block.

[View All Products](#)



Blue Canvas Pack
This is some text inside of a div block.

[Details](#)



Watch our video

Escape the hustle and bustle of daily life and experience the beauty of nature on one of our guided hikes. Our expert guides will lead you on an unforgettable journey through some of the most breathtaking landscapes in the region.

Whether you're a seasoned hiker or a beginner, our hikes are designed to be accessible to everyone. We offer a variety of difficulty levels and terrain types, so you can find the perfect hike for you.

Join our hiking community and meet like-minded individuals who share your love of the outdoors. Our hikes are a great way to make new friends and connect with nature.

At our company, safety is our top priority. Our guides are trained in wilderness first aid and carry all the necessary safety equipment, so you can relax and enjoy the hike with peace of mind.

Tracey, Catherine and Saynob
Hike, Sleep, Repeat



Have you considered responsive design and how your page will be viewed on different screen sizes?

