

## Values / Objectives

Accessibility = Get people out there

1. Transport / Parking
2. Conditions / Abilities
3. Hours / Activities
4. Preparation Involved

Sustainability = Help understand the “system”

1. Increase geographic understanding
2. Show health of creeks
3. Explain cause and effect

# Persona

First time users = Leave feeling like they now know what to expect from a visit to the creek

## GOAL ACTIONS:

Search “barton creek”

Click on an activity

Leave site

Already engaged = Leave feeling like they have a better understanding of where they fall into the system

## GOAL ACTIONS:

Click from “myCreek ATX” link

Scroll through homepage, click on activity

Click “get involved” and give feedback on creeks

Barton Creek

Get Involved

Hike

More Info

Bike

Volunteer

Swim

Contact

Picnic

Kayak

Climb

# HOME - ACTIVITIES - GET INVOLVED

## LEARN MORE



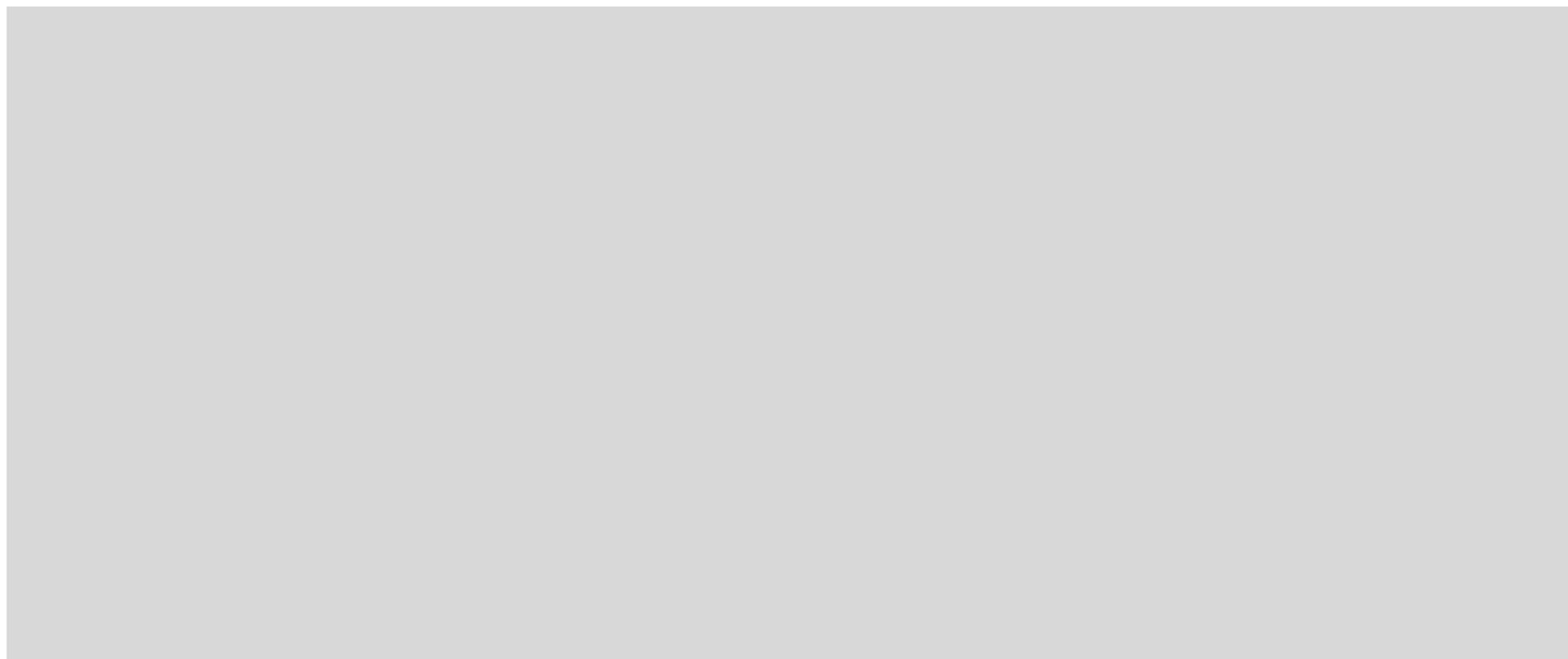
- 1) Foster community stewardship of Austin's creeks,
- 2) Strengthen the connection between Austin residents and ecological cycles,
- 3) Contribute to the understanding of the social and cultural value of Austin's creeks, and,
- 4) Maintain a user-driven platform as a community-wide resource for creek information.

## VOLUNTEER



TELL US  
*take survey*

CONTACT

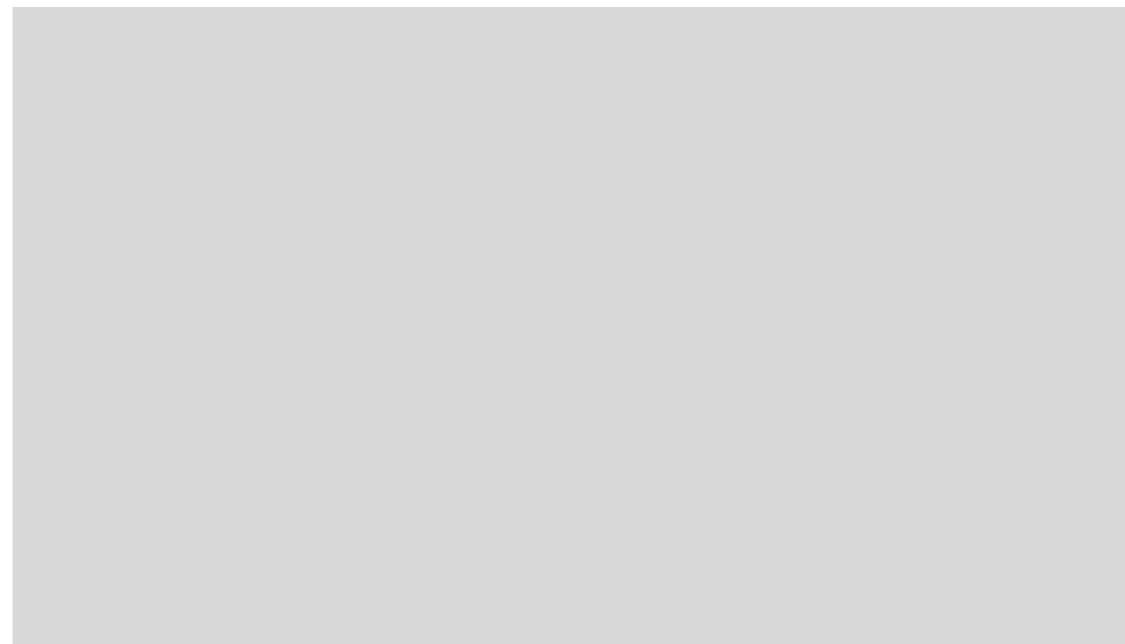


# HOME - ACTIVITIES - GET INVOLVED

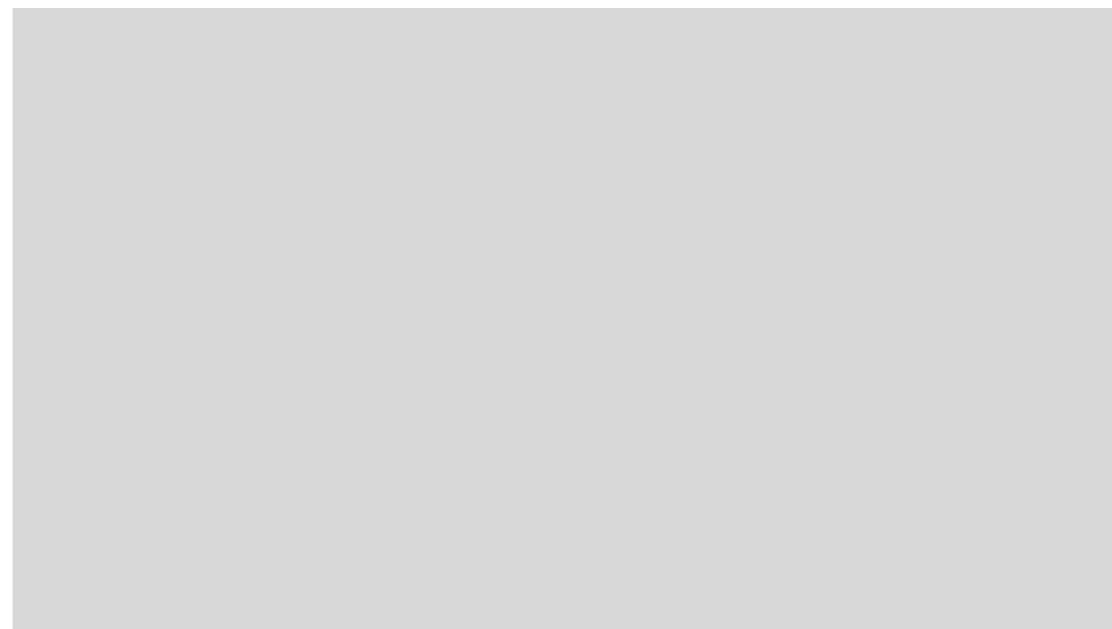
## HIKE



How to enjoy:



How to give back:



[HOME](#) - [ACTIVITIES](#) - [GET INVOLVED](#)

# BARTON CREEK

HIKE

BIKE

SWIM

PICNIC

KAYAK

CLIMB

GET INVOLVED

## Next Steps

Create Mood Board w/ Typography / Colors

Create hi-fi mockups

Develop site