



# Lab 2

UX/UI LAB

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## Background

- 29 years old
- Full Time employee of auto repair company
- Live in CA, USA
- Married
- 3 children
- 2 dogs



**PERSON**

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## A day in the life...

- Works out daily, either at the gym or running
- Enjoy running with the dogs
- Active person that spends a lot of free time doing activities with the family
- Work at auto repair 5 days a week from 8 – 5
- Spontaneous
- Has date night with his wife every Friday

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## What you are looking for

- A park that has hiking paths with varying degrees of difficulty to allow for family outings or just advanced hikers.
- Ability to bring dogs out on the trails
- Trails to be well marked
- Places to stop and eat, take a break, etc (family friendly)

## Background

- 20 years old
- Active Duty US Army soldier
- Stationed in Kuwait
- Live in Ohio, USA
- Single



**PERSON**

## A day in the life...

- Daily drills
- Hanging with my friends
- Like things to be neat and orderly
- Special training for search and rescue
- Watching TV/movies (when we can)
- Video chatting w/family & friends (when we can)
- Day pass to go into town (when we can)


## What you are looking for

- Difficult, challenging trails.
- Trails should be well marked.
- Parks that also include mountain climbing
- Parks that provide the option of having a guide or being allowed to go out on your own
- Reliable park rangers
- Cellular connectivity

# Needs for Website

1. Parks near me
2. Hiking trails with varying difficulty levels
3. Family friendly hiking trails
4. Camping availability
5. Pet friendly parks
6. Emergency services located near the parks
7. Park rangers on duty
8. Parks with hiking and mountain climbing options
9. Parks with guides available
10. Picnic areas available for day trips
11. Water pumps/artesian wells along trails
12. Year passes available

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Local Hiking Guide

## Sign In

Welcome back!

Email


example@email.com


Password

.....

Sign In

or use one of your social profiles

 Twitter

 Facebook

Forgot Password?

No account? [Sign Up](#)



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## Sign Up

Email

Your email address

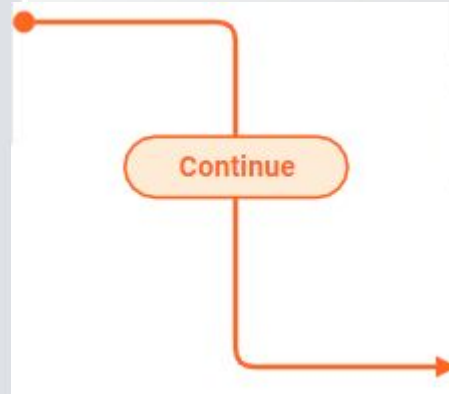
Password

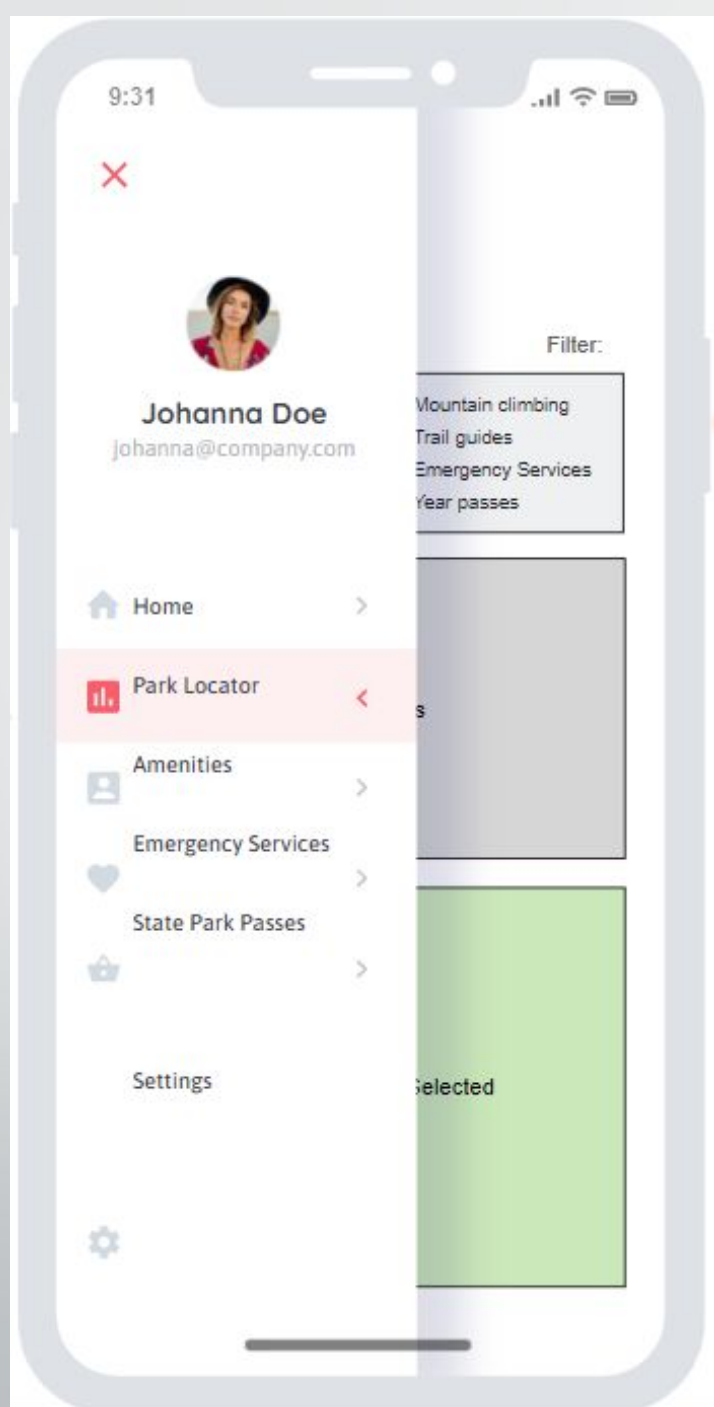
Confirm Password

☒ I agree to the [Terms of Services](#) and [Privacy Policy](#).

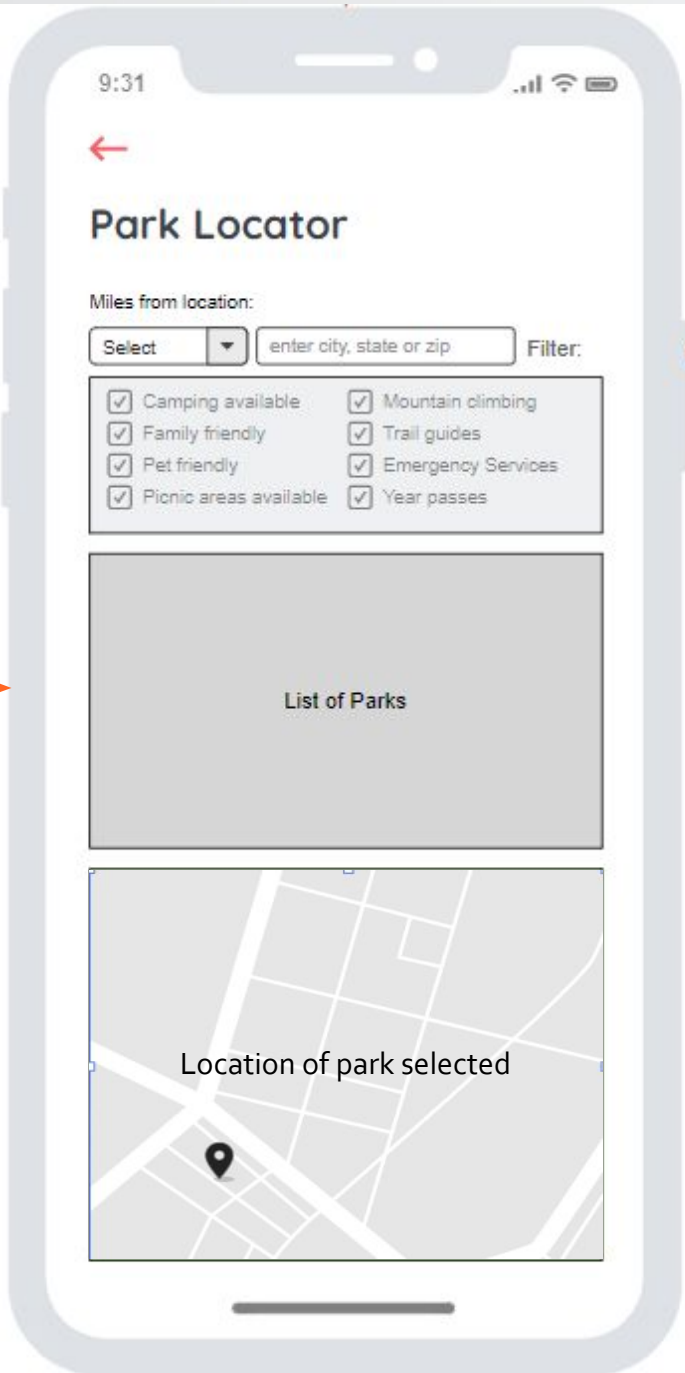
Continue

Have an Account? [Sign In](#)

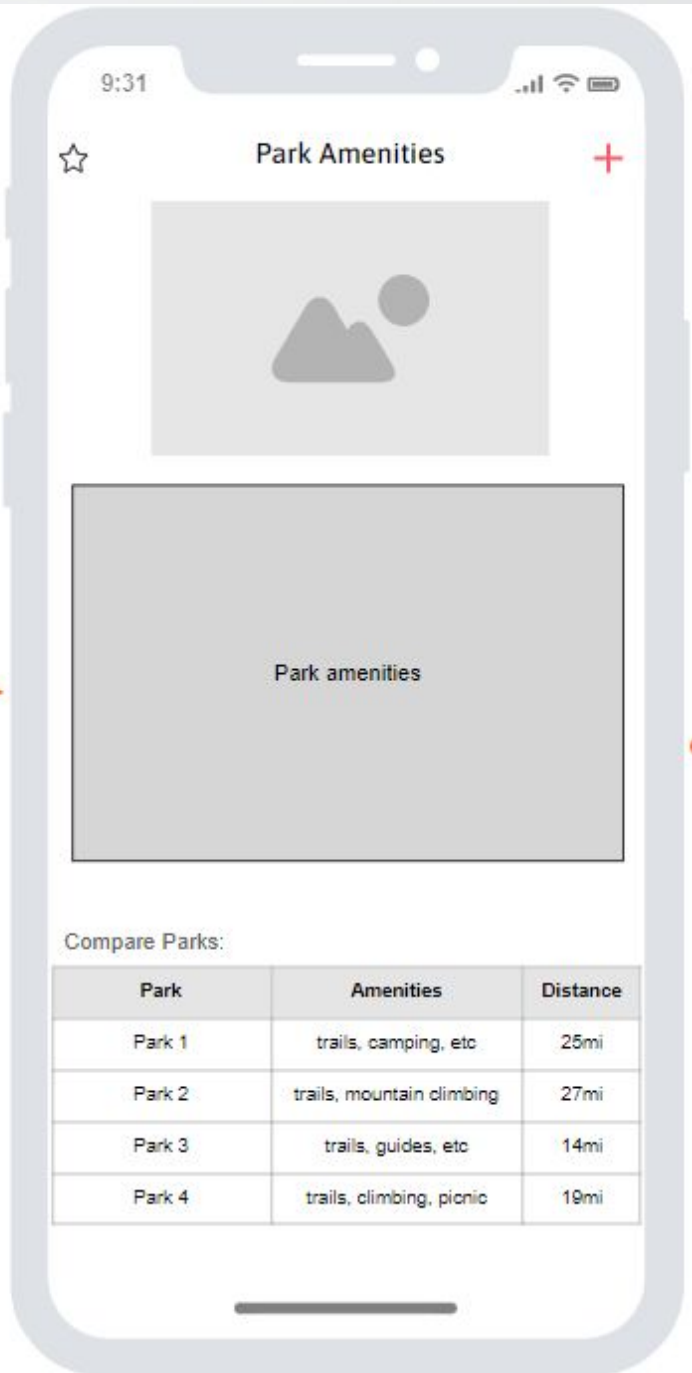


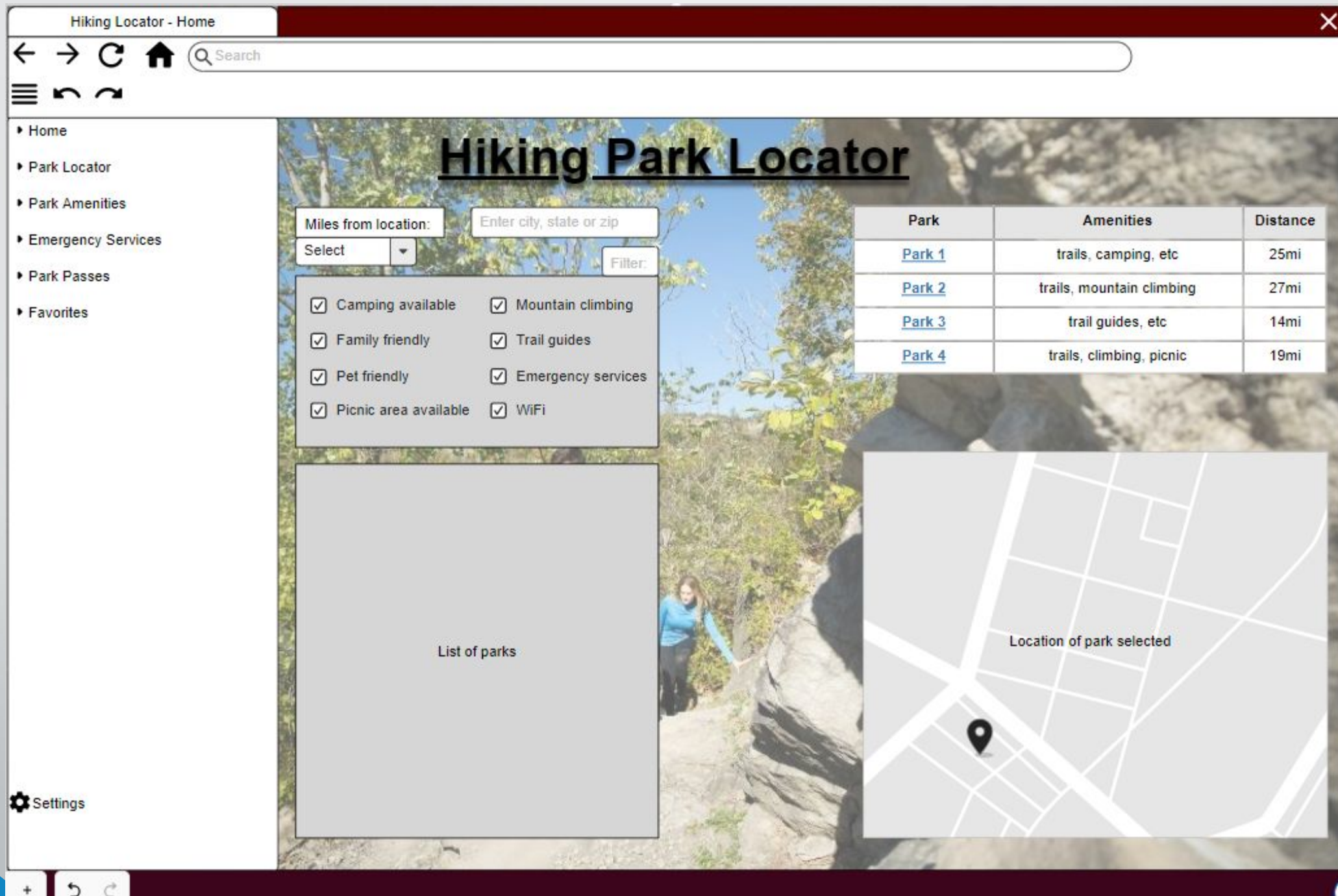






Amenities



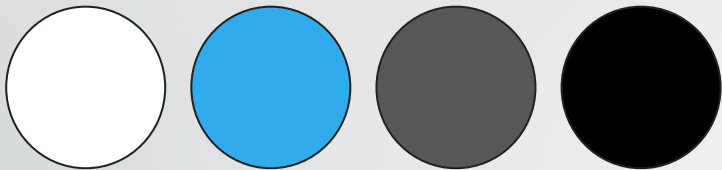




# Style Guide

## Color Breakdowns

### Primary



### Secondary



## Typography

	Information	Voice
Name & Use	Nato Sans regular is used to communicate information	Nato Sans regular is used to communicate information
Weights	Regular or Bold for heads and subheads. Regular for body copy Bold or <i>Italic</i> for emphasis	Regular for heads, subheads and body copy. Bold or <i>Italic</i> for emphasis.
Cases	Upper- and lowercase or ALL CAPS. Sentence case, NOT title case.	Upper- and lowercase Sentence case, NOT title case.
Colors	Preferred: Black, light teal when necessary, secondary	Preferred: Black, light teal when necessary, secondary

## Images

hiking_niagra_gorge.jpg
park 1.jpg
park 2.jpg
park 3.jpg
park 4.jpg

UI:

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# Park Locator

Miles from location:

25mi

Enter city, state or zip

Filter:

☐ Camping available

☐ Mountain climbing

☐ Family friendly

☐ Trail guides

☐ Pet friendly

☐ Emergency services

☐ Picnic area available

☐ WiFi available

Submit

Label

Label

Label