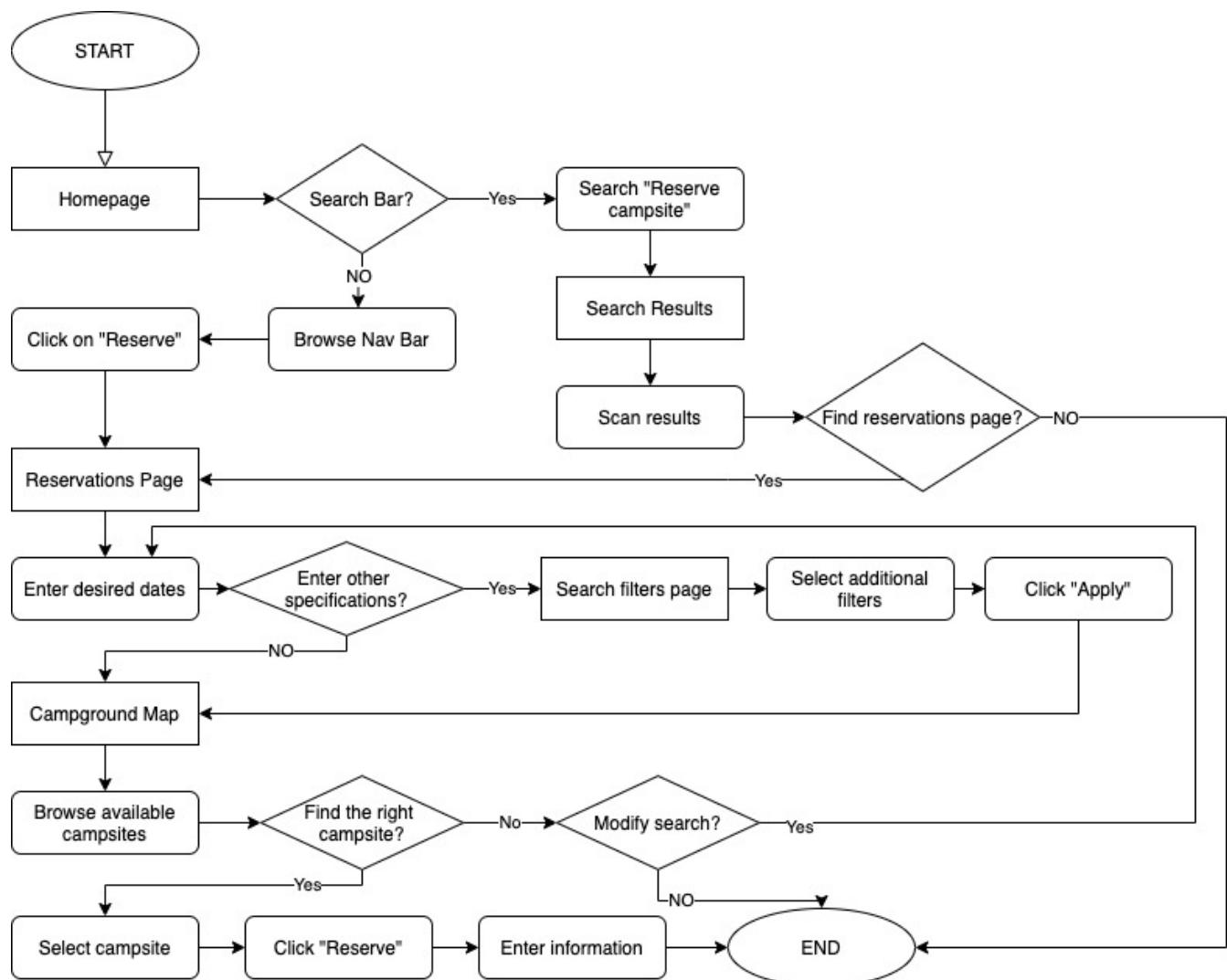


UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

PART 03: USER TASK FLOW

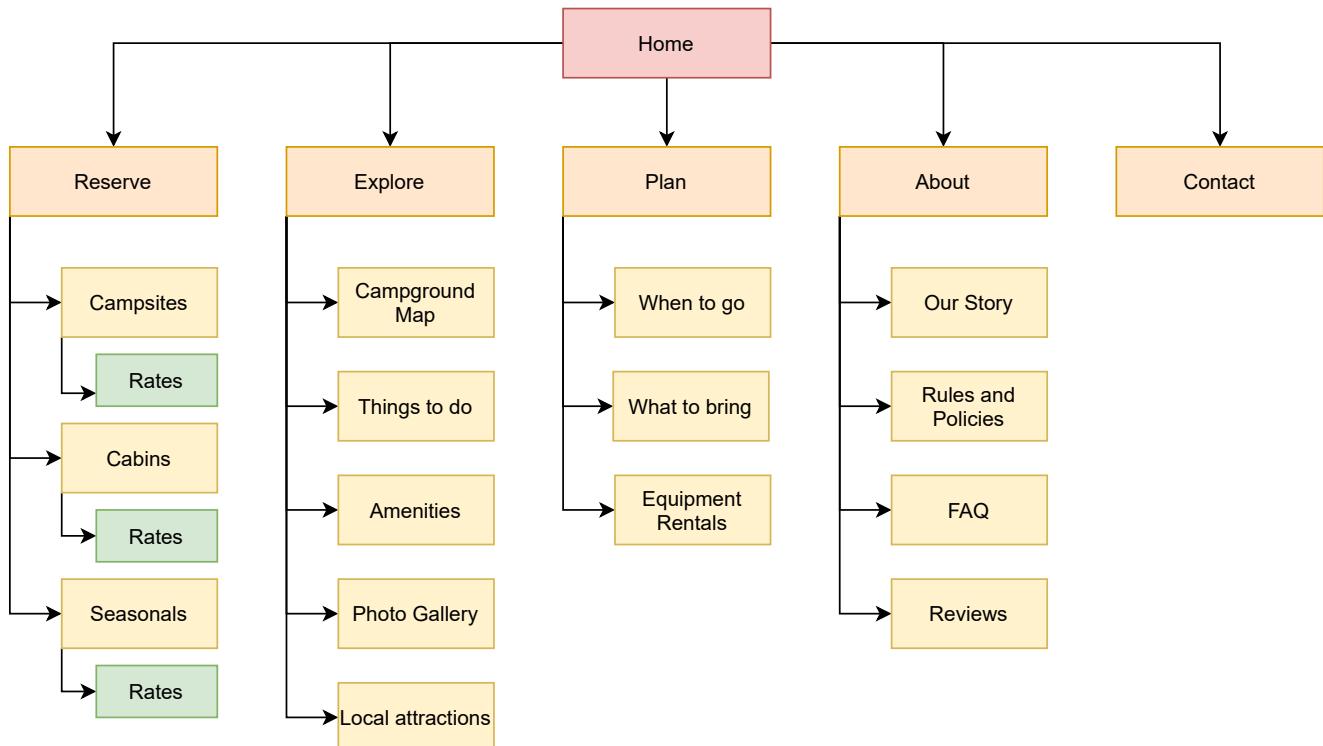


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PART 04: SITEMAP

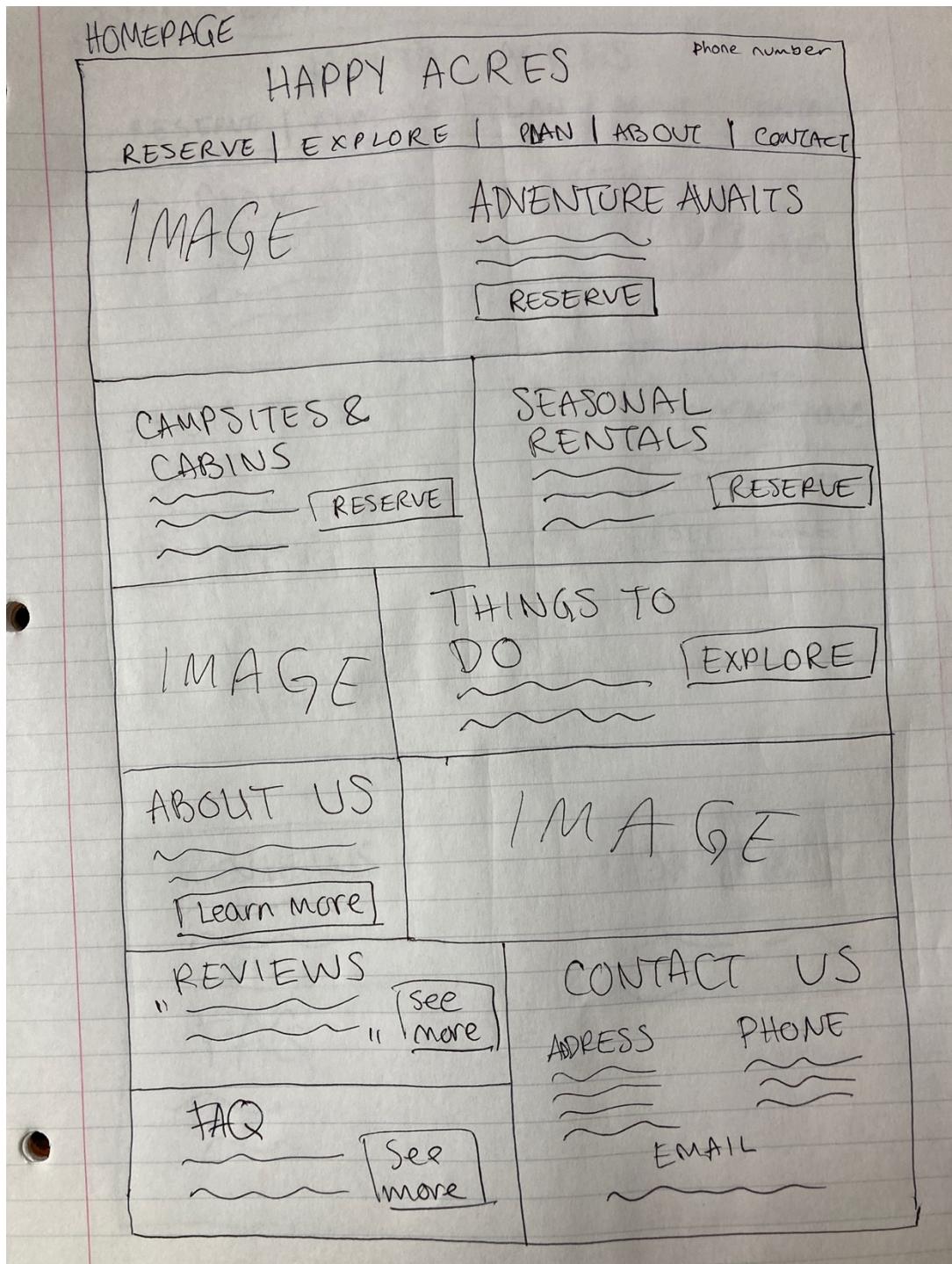


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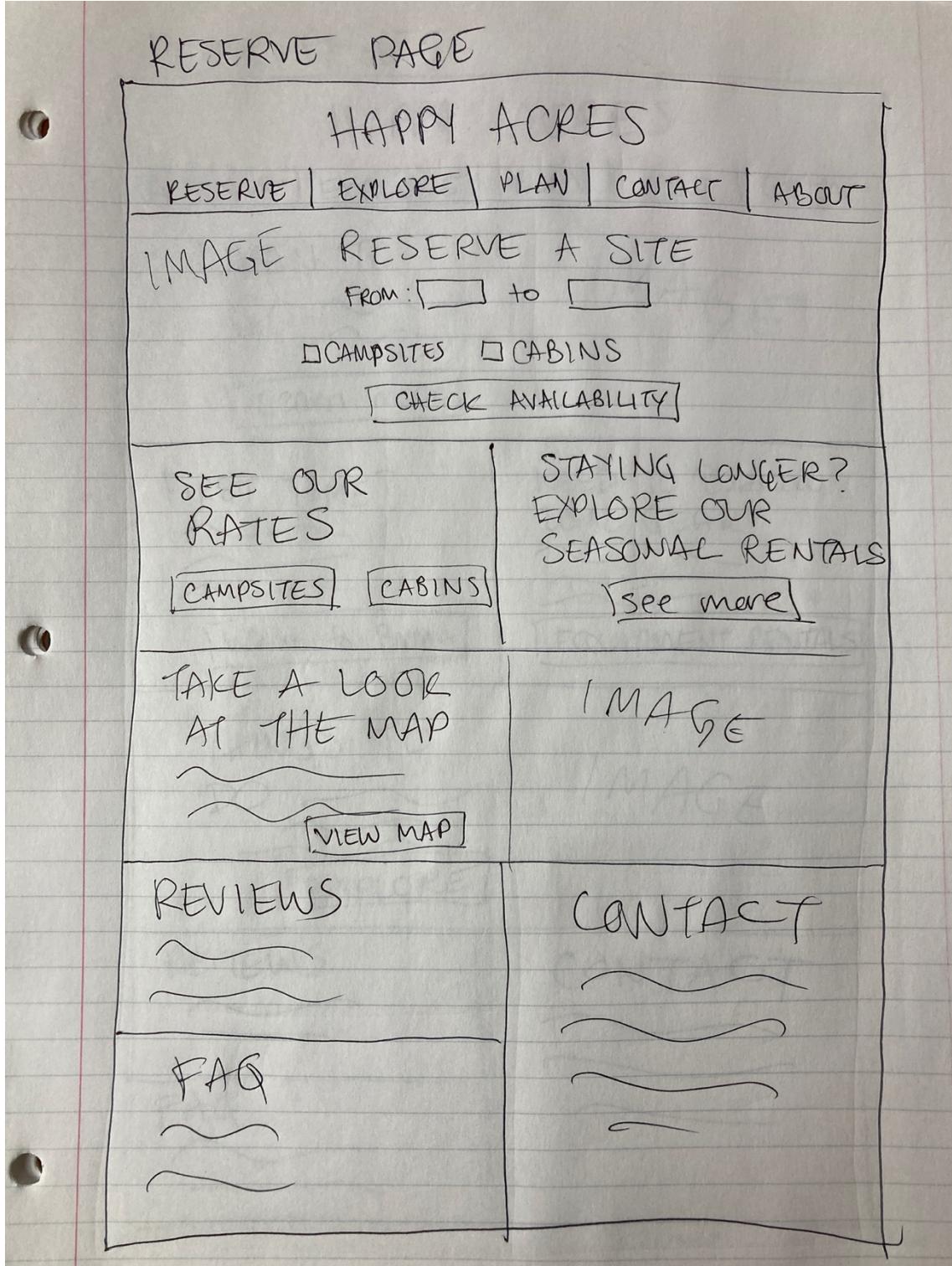
PART 05: LOW FIDELITY WIREFRAMES



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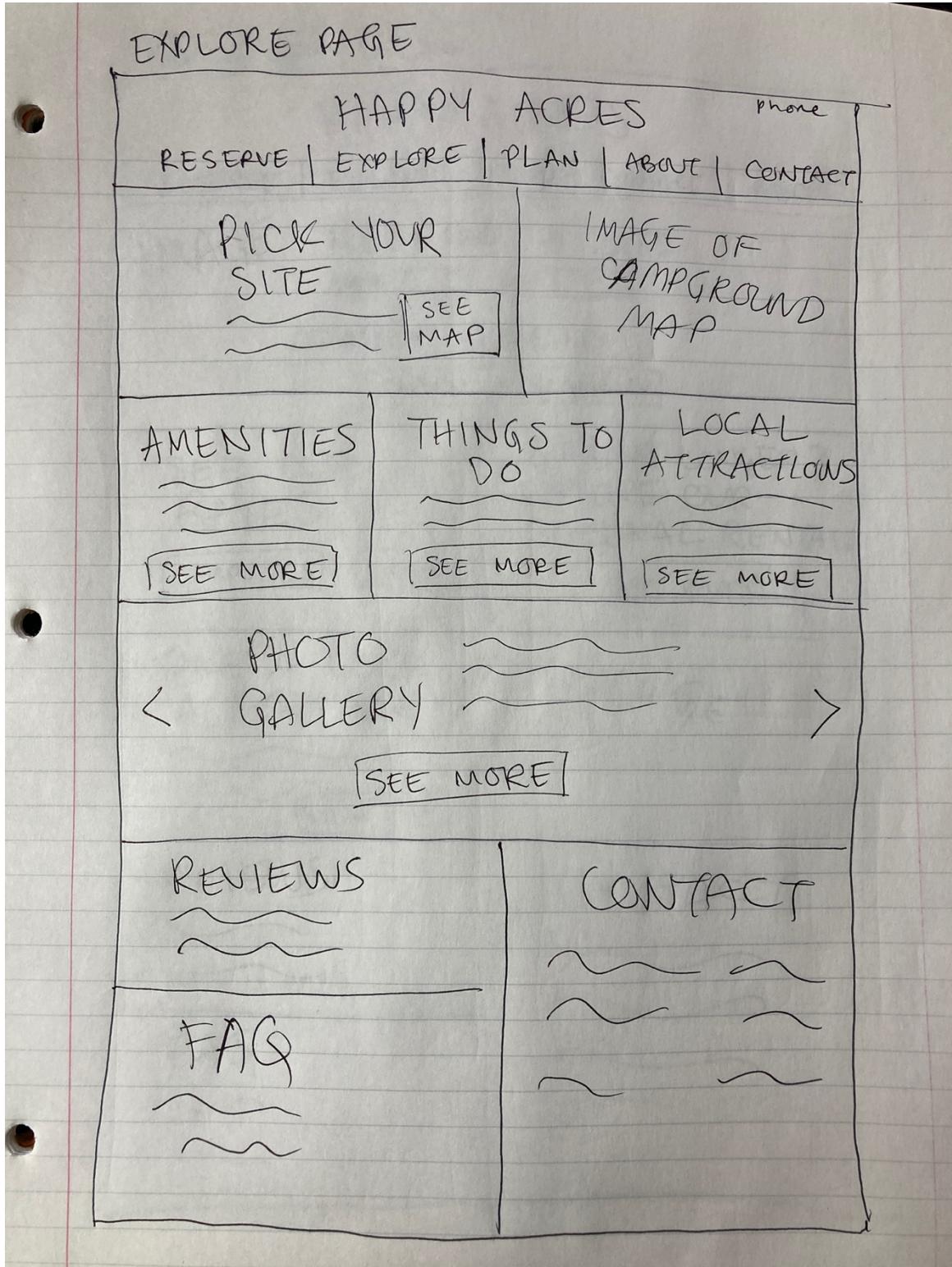
URL: <https://www.happyacres.com/>



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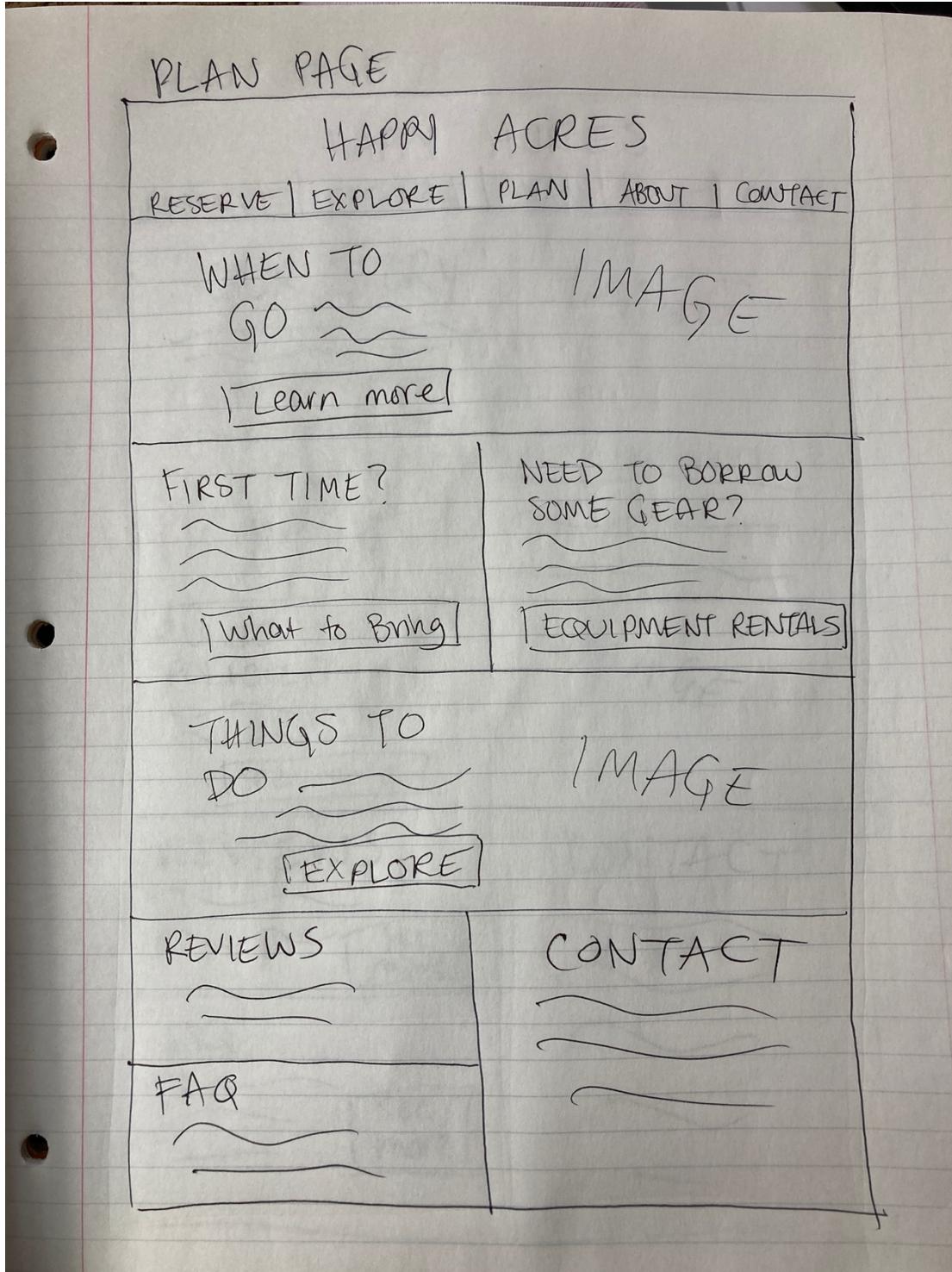
URL: <https://www.happyacres.com/>



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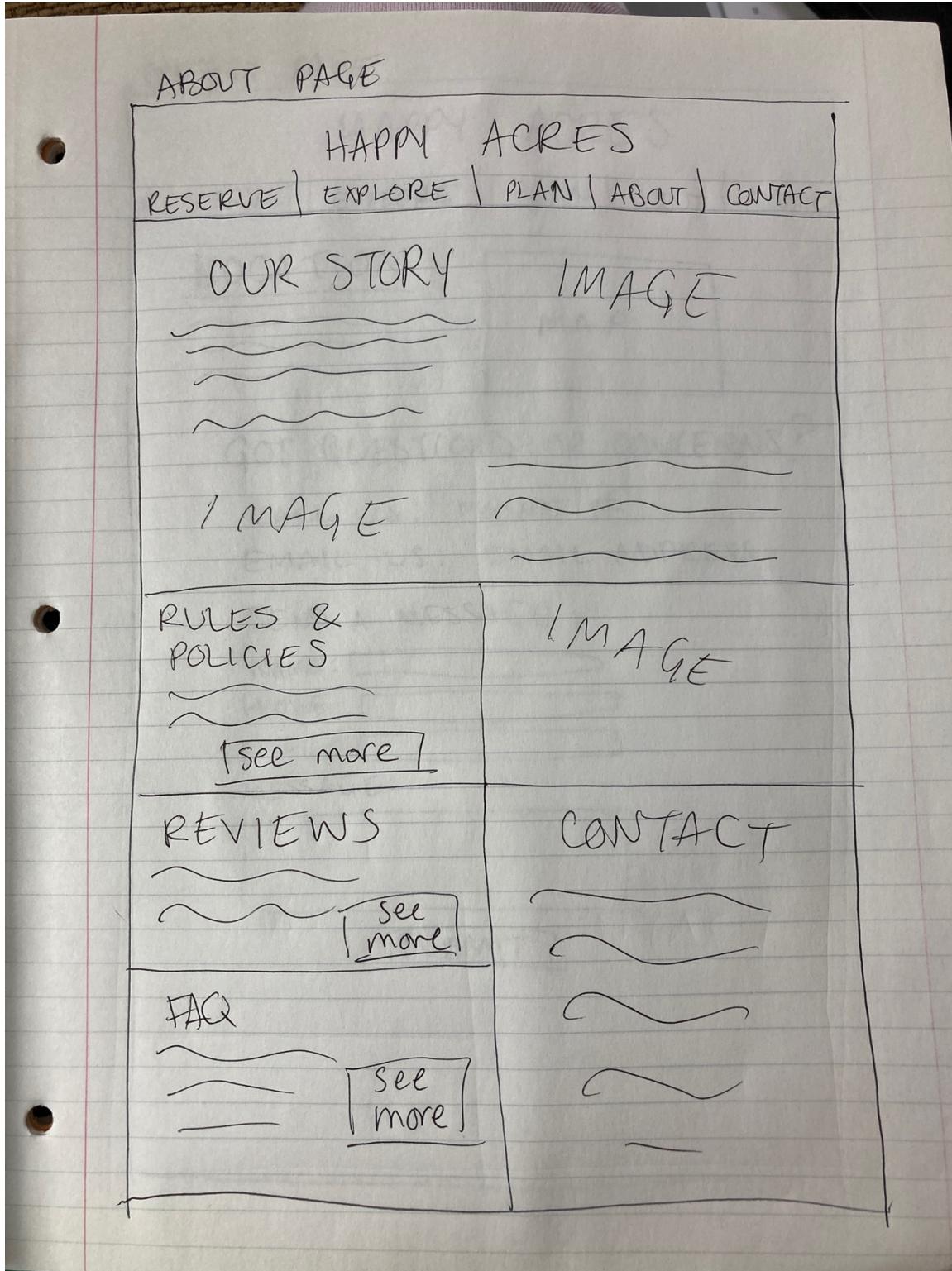
URL: <https://www.happyacres.com/>



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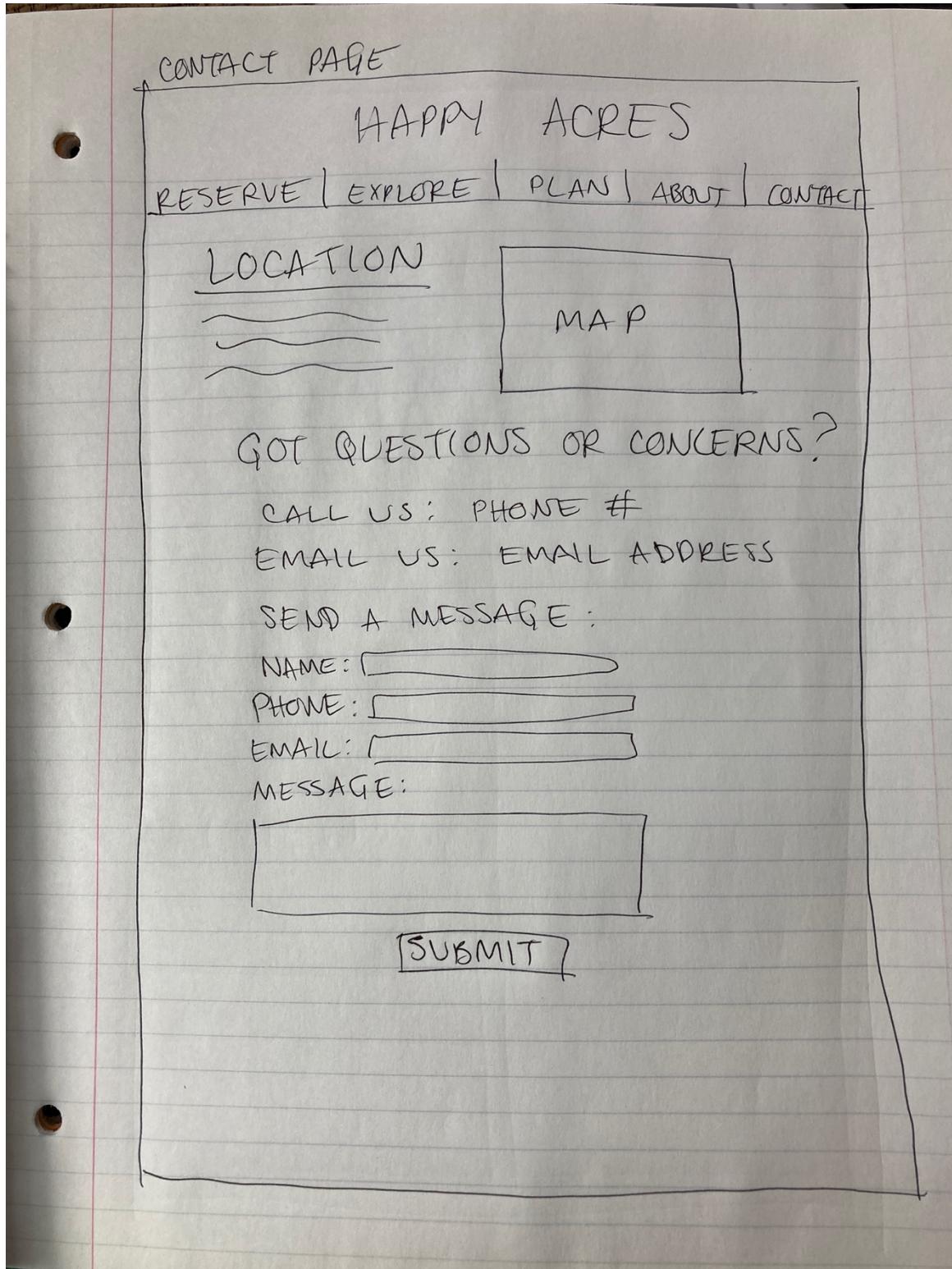
URL: <https://www.happyacres.com/>



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PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>



UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

PART 06: MID FIDELITY WIREFRAME HOME PAGE 1/2

The wireframe shows a mobile-optimized website layout. At the top is a header bar with the brand name "Happy Acres" and a phone number "(262) 857-7373". Below the header is a navigation bar with links for RESERVE, EXPLORE, PLAN, ABOUT, and CONTACT, along with a search icon. The main content area features a large image placeholder on the left and a central text block with a title and a "RESERVE" button. Below this are two dark grey boxes containing text and "RESERVE" buttons. The bottom section has another image placeholder and a "THINGS TO DO" section with a "EXPLORE" button.

Happy Acres

(262) 857-7373

RESERVE EXPLORE PLAN ABOUT CONTACT

ADVENTURE AWAITS

RESERVE

CAMPSITES & CABINS

RESERVE

SEASONAL RENTALS

RESERVE

THINGS TO DO

EXPLORE

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

HOME PAGE 2/2

ABOUT US

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat,

[LEARN MORE](#)

FAQ

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat,

[SEE MORE](#)

REVIEWS

“Stet clita kasd gubergren, no sea takimata sanctus”

Customer 1, Hometown

“Invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea”

Customer 2, Hometown

Customer 3, Hometown

[SEE MORE](#)

CONTACT US

PHONE: (262) 857-7373

EMAIL: info@happyacres.com

LOCATION:
22230 45th Street
Bristol, WI 53104

Sign up for our mailing lists for exclusive offers!

YOUR EMAIL

SUBMIT

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

LANDING PAGE:

The screenshot shows a landing page for Happy Acres Kampground. At the top, there's a logo icon with the word "Logo" next to it, followed by the text "Happy Acres". Below this, a large heading says "NEED TO GET AWAY? Treat yourself to the great outdoors." A subtext below reads "Happy Acres offers the perfect camping experience for all ages. We have something for everyone!". Underneath, a call-to-action button says "Family friendly • Fun for all ages". In the center, there's a "Book Now!" button with fields for "From: mm/dd" and "To: mm/dd", and checkboxes for "Select: Campsites Cabins". A "CHECK AVAILABILITY" button is also present. Below this section, a dark grey box contains text encouraging users to "Sign up for our mailing list and get 20% off your first reservation." It includes a "YOUR EMAIL" input field and a "SUBMIT" button. At the bottom, a "REVIEWS" section features two reviews. The first review is from "Customer 1, Kenosha, WI" with the quote: "Stet clita kasd gubergren, no sea takimata sanctus" et justo duo dolores et ea rebum. Stet clita kasd". The second review is from "Customer 2, Racine, WI" with the quote: "Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor".

Logo Happy Acres

NEED TO GET AWAY?
Treat yourself to the great outdoors.

Happy Acres offers the perfect camping experience for all ages. We have something for everyone!

Family friendly • Fun for all ages

Book Now!

From: mm/dd To: mm/dd

Select: Campsites Cabins

CHECK AVAILABILITY

Sign up for our mailing list
and get 20% off your first
reservation.

YOUR EMAIL

SUBMIT

REVIEWS

"Stet clita kasd gubergren,
no sea takimata sanctus"
et justo duo dolores et ea
rebum. Stet clita kasd"

Customer 1,
Kenosha, WI

Customer 2,
Racine, WI

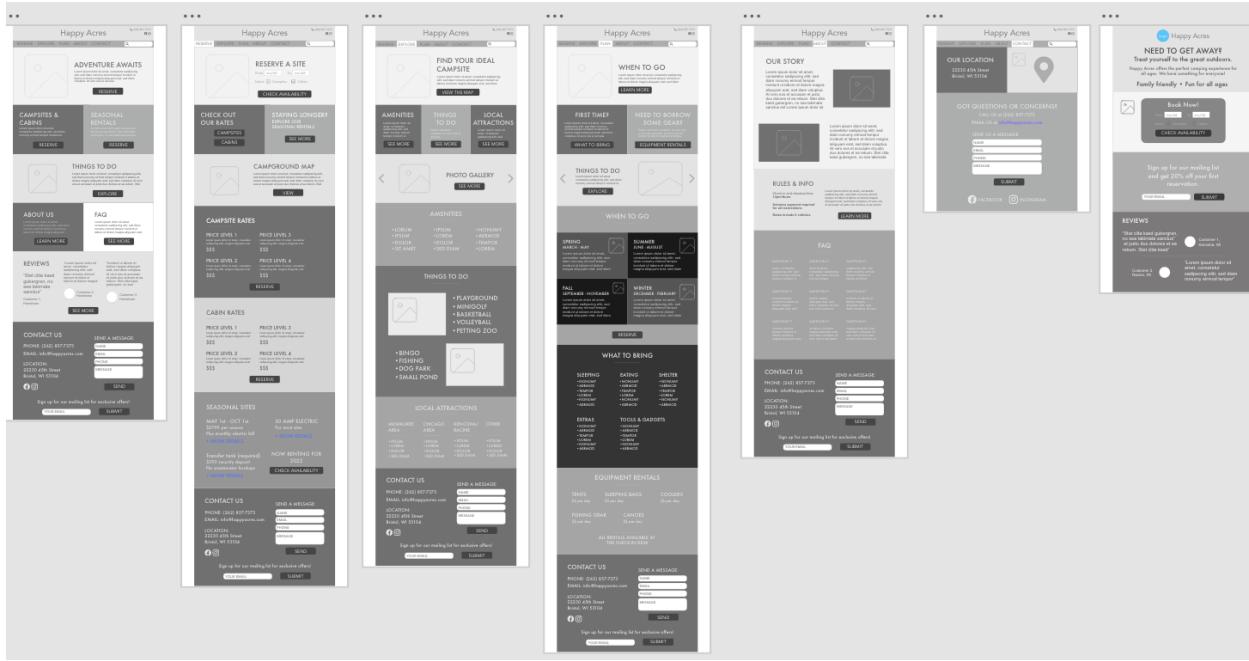
"Lorem ipsum dolor sit
amet, consetetur
sadipscing elitr, sed diam
nonumy eirmod tempor"

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

PART 07: HIGH FIDELITY WIREFRAME



UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

PT 08: USABILITY TESTING

USER 1

TOPIC	YES	NO	COMMENTS
IDENTITY			
The website logo is prominently placed on the right top side of the page.		X	Logo is in the middle; I don't think it matters one way or the other.
A Proper tagline is used which clearly states the purpose of the website.	X		
Is the company location and Contact Information clearly listed and included on every page in a consistent location.	X		
Does the homepage create a positive first impression?	X		Do you plan to add some photos?
Landing Page – Is there a clear call to action	X		
NAVIGATION			
Main Navigation is easy to find, read and use.	X		
If secondary navigation is used throughout the site it is clearly distinguished as navigation and useful.		X	I had a hard time finding the check in/check out times. It didn't occur to me to look at "Rules". I think this info

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

			should also be on the two rate pages (campsite and cabin).
Clear & Concise navigation labels are used in website.	X		I would change the order of the navigation links and put "About Us" first, then "Explore", then "Plan", then "Reserve". It would be the order of information I would check before making a commitment.
The spot for the company logo is present (place holder) is linked to the website home page.	X		
The Site Search facility is present on the website and is simple and easy to access like top right of the page.	X		
The bread crumb navigation is utilized.		X	I don't think so, if breadcrumb navigation is about being able to sequentially retrace your steps, but this website doesn't seem complicated enough to need it.
All possible options like Menus, Links or buttons on web pages should be visible & accessible from all the web pages.	X		
CONTENT			

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

Headings should be clear and descriptive.	X		
Make sure that the critical content should be displayed on the first screen in average screen resolution i.e. 1366×768.	x		I assume this is correct.
Meaningful and self explanatory titles (in the <TITLE> tag) should be used for pages.	X		
All options on header, footer & left/right navigation are consistent throughout the pages.	X		
Hierarch of information makes sense.	X		
Functionality			
Check for all broken links on your web pages & all links are working correctly.	x		Benefit of the doubt for work not yet finished.
All content should be legible & easy to understand.	X		
Task Flow - Refer to tasks listed by developer on discussion board thread.			
Tasks to complete.	Easy	Hard	Comments

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

Task 1.	X		
Task 2.		X	
Task 3.	X		

Final Questions:

What could be done to improve this site?	Create a link on every page to get back to the very first page. Change the order of the navigation links at the top of the page.
What may be missing? What else would you like to see?	Photos (I know these are coming). Check-in/check-out information on the Rates pages. Restrictions on what guests may bring/not bring or do/not do. Examples - is alcohol allowed? Fires after a certain hour at night? Quiet time/hours? Maximum number of guests per cabin or campsite? Minimum age to rent a space?
What do you like/dislike about the way it works?	Casual style matches the product - relaxing family vacation. Website is simple, comprehensive, straightforward, easy to use.

USER 2:

TOPIC	YES	NO	COMMENTS
IDENTITY			
The website logo is prominently placed in the right top side of the page.	X		
A Proper tagline is used which clearly states the purpose of the website.	X		

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

All possible options like Menus, Links or buttons on web pages should be visible & accessible from all the web pages.	X		
CONTENT			
Headings should be clear and descriptive.	X		
Make sure that the critical content should be displayed on the first screen in average screen resolution i.e. 1366×768.	X		
Meaningful and self explanatory titles (in the <TITLE> tag) should be used for pages.	X		
All options on header, footer & left/right navigation are consistent throughout the pages.	X		
Hierarchy of information makes sense.	X		
Functionality			
Check for all broken links on your web pages & all links are working correctly.	X		
All content should be legible & easy to understand.	X		
Task Flow - Refer to tasks listed by developer on discussion board thread.			
Tasks to complete.	Easy	Hard	Comments
Task 1.	X		Plan > Equipment Rentals
Task 2.		X	Couldn't find check in / out times. Unless you're talking about the information under the seasonal sites section on the reserve page.
Task 3.	X		Reserve > Seasonal

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

Final Questions:	
What could be done to improve this site?	I honestly think this is hard to make better
What may be missing? What else would you like to see?	I guess just the breadcrumbs feature, and maybe making check in / out times more prominent.
What do you like/dislike about the way it works?	I like all the buttons and how there's multiple links to other sites.

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PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

USER 3:

TOPIC	YES	NO	COMMENTS
IDENTITY			
The website logo is prominently place in the right top side of the page.		+	
A Proper tagline is used which clearly states the purpose of the website.	+		
Is the company location and Contact Information clearly listed and included on every page in a consistent location.	+		
Does the homepage create a positive first impression?	+		
Landing Page - Is there a clear call to action	+		I would add button Learn more or anything else to go, because there are only the Reserve buttons. What if I just want to research the web site.
NAVIGATION			
Main Navigation is easy to find, read and use.	+		
If secondary navigation is used throughout the site it is clearly distinguished as navigation and useful.	+		
Clear & Concise navigation labels are used in website.	+		
The spot for the company logo is present (place holder) is linked to the website home page.	+		There is no logo but the name of the company linked to the home page, that's ok.

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PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

The Site Search facility is present on the website and is simple and easy to access like top right of the page.	+		
The bread crumb navigation is utilized.		+	
All possible options like Menus, Links or buttons on web pages should be visible & accessible from all the web pages.	+		
CONTENT			
Headings should be clear and descriptive.	+		
Make sure that the critical content should be displayed on the first screen in average screen resolution i.e. 1366x768.	+		
Meaningful and self-explanatory titles (in the <TITLE> tag) should be used for pages.	+		
All options on header, footer & left/right navigation are consistent throughout the pages.	+		
Hierarch of information makes sense.	+		
Functionality			
Check for all broken links on your web pages & all links are working correctly.	+		
All content should be legible & easy to understand.	+		

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

Task Flow - Refer to tasks listed by developer on discussion board thread.			
Tasks to complete.	Easy	Hard	Comments
There are no tasks. If you add them later, I would complete this section of the scorecard.			
Task 1.			
Task 2.			
Task 3.			
Final Questions:			
What could be done to improve this site?	I would make the submenu dropdown instead of static, so they will not block content on the pages.		
What may be missing? What else would you like to see?	Everything that is expected are on their places. I like questions such as 'Staying longer?', "Need to borrow?", 'First time?', etc. That is an amazing idea!		
What do you like/dislike about the way it works?	The wide footer with contacts looks cool. The checking availability section is very attractive. The Website is great, logical, attractive, self-explanatory, easy to navigate and explore. The guide questions and titles make the website user friendly. Fantastic work!		

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

PART 09: FINAL CASE STUDY

The image displays four wireframe prototypes of the Happy Acres Kampground website, arranged side-by-side. Each prototype shows a different section of the site:

- Home Page:** Features a "NEED TO GET AWAY?" section with a "Book Now!" button, a "REVIEWS" section with customer quotes, and a "CONTACT US" form.
- Adventure Awaits:** Shows sections for "CAMPsites & CABINS", "SEASONAL RENTALS", "THINGS TO DO", "ABOUT US", "FAQ", and "REVIEWS".
- Reserve a Site:** Includes "RESERVE", "CHECK OUT OUR RATES", "STAYING LONGER?", "CAMPGROUND MAP", "CAMPsite RATES", "CABIN RATES", "SEASONAL SITES", and "CONTACT US" sections.
- Find Your Ideal Campsite:** Features "AMENITIES", "THINGS TO DO", "LOCAL ATTRACTIONS", "PHOTO GALLERY", "AMENITIES" (list), "THINGS TO DO" (list), and "LOCAL ATTRACTIONS" (list).

Each wireframe includes placeholder text and icons to represent the visual design elements of the final product.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

The image displays three wireframe prototypes of the Happy Acres Kampground website, arranged horizontally. Each prototype is a grayscale wireframe with placeholder text and icons.

- Homepage:** Features a header with navigation links (RESERVE, EXPLORE, PLAN, ABOUT, CONTACT) and a search bar. Below the header are sections for "WHEN TO GO", "FIRST TIME?", "NEED TO BORROW SOME GEAR?", "EQUIPMENT RENTALS", "THINGS TO DO", and "WHEN TO GO". The "WHEN TO GO" section includes seasonal breakdowns for Spring (March - May), Summer (June - August), Fall (September - November), and Winter (December - February). A "RESERVE" button is located at the bottom of this section.
- WHEN TO GO Page:** A detailed wireframe for the "WHEN TO GO" section. It shows a large image placeholder, a title "WHEN TO GO", and four seasonal breakdowns with placeholder text. A "LEARN MORE" button is at the bottom.
- OUR STORY Page:** A wireframe for the "OUR STORY" page. It features a header with navigation links, a search bar, and sections for "OUR STORY" and "FAQ". Below these are two image placeholders. A "RULES & INFO" section follows, containing placeholder text and a "LEARN MORE" button.
- EQUIPMENT RENTALS Page:** A wireframe for the "EQUIPMENT RENTALS" page. It includes a header with navigation links, a search bar, and sections for "SEND A MESSAGE", "CONTACT US", and "EQUIPMENT RENTALS". The "EQUIPMENT RENTALS" section lists items like TENTS, SLEEPING BAGS, COOLERS, FISHING GEAR, and CANOES with their respective rental prices. A "Sign up for our mailing list for exclusive offers!" form is at the bottom.
- LOCATION Page:** A wireframe for the "LOCATION" page. It features a header with navigation links, a search bar, and a large image placeholder for a location map. Below the map are sections for "GOT QUESTIONS OR CONCERN?", "SEND US A MESSAGE", and social media links for Facebook and Instagram. A copyright notice "© 2021 Happy Acres" is at the bottom.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

URL: <https://www.happyacres.com/>

The image displays three screenshots of the Happy Acres Kampground website, illustrating the user experience from booking to payment.

Homepage: The first screenshot shows the main landing page. It features a navigation bar with links for RESERVE, EXPLORE, PLAN, ABOUT, CONTACT, and a search bar. A sidebar on the left provides links to BOOK ONLINE, CAMPGROUND MAP, RATES, CAMPSPACES & CABINS, and SEASONALS. The main content area includes a banner with the text "We've got options!" and "Campsites & Cabins" with a date range of "From 10/21 - 10/23". Below this is a section titled "CAMP SITE 2" showing a map with six campsite locations labeled CABIN 1 through CABIN 6 and CAMP SITE 1 through CAMP SITE 3. It includes a "VIEW PHOTOS" button, a "DESCRIPTION" placeholder text, and a "PRICE" section detailing "\$20 x 2 nights", "Tax: \$5", and "TOTAL: \$45". A "RESERVE NOW" button is also present. A "STILL NOT SURE?" section with links to "Contact us" and "FAQ" follows. The "CONTACT US" section at the bottom includes phone number, email, location details (22230 45th Street, Bristol, WI 53104), social media links (Facebook, Instagram), and a "SEND" button for a message form.

Booking Process: The second screenshot shows the "Order Summary" page after a booking. It lists "CAMP SITE 2" for the dates "10/21 - 10/23 (2 nights)" with a total cost of "\$45". The "CUSTOMER INFORMATION" section contains fields for First Name, Last Name, Street Address, City, State, ZIP, Phone Number, Email Address, and Confirm Email Address. The "PAYMENT" section lists payment methods (Visa, Mastercard, PayPal) and includes fields for Name on card, Billing Address, City, State, ZIP, Card Number, Expiration Date, Security Code, and a "Verified and Secured" badge.

Payment Confirmation: The third screenshot shows the "COMPLETE ORDER" confirmation page. It reiterates the order details and includes a "CONTACT US" section with the same information as the homepage. The "SEND A MESSAGE" form is also present.