

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

PT 01 RESEARCH | CLIENT

Company Background:

This is a private family owned campground, founded in 1970. They have a pool, a playground, a mini-golf course, as well as basketball and volleyball courts. They also have a pond in which guests can fish, kayak, swim, and pedal-boat. The campground is located in Bristol, in between Milwaukee and Chicago.

Online Goals:

It appears that this website is primarily used to display information regarding the company's amenities, rules, and policies. Customers are unable to make reservations online – they must do so by phone. The website also has a photo gallery and a map.

Target Market/Desired Target Market Demographics:

The target audience is people with small children who are looking for a family friendly campground with lots of amenities.

Product/Service Information:

There's a lot to keep you busy at this campground. Happy Acres boasts plenty of activities for kids including a playground, a pool, mini golf, and a pond. Adults can find entertainment as well with walking trails, volleyball and basketball courts, fishing, bingo, and the beach.

Customer View (Image):

Customers frequently commented on the friendly staff, the plethora of activities that kept their kids occupied, the cleanliness of the facilities, and the ease of getting there from either Milwaukee or Chicago.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

PT 01 RESEARCH | THE USER

USER INTERVIEWS

A. INTRO QUESTIONS:

These questions are aimed to fill in any gaps about the person's day to day

When do you normally first use the Internet on a typical day?

User 1	Answer: Check my socials when I wake up
User 2	Answer: While eating breakfast
User 3	Answer: Evening

What are some of the apps and websites you use the most?

User 1	Answer: Wikipedia, Instagram, Twitter, Weather, Reddit
User 2	Answer: Instagram, TikTok, GeoGuessr, Peloton, Gmail
User 3	Answer: The Weather Channel, Apple News, Instagram, Facebook, CNN, Huffington Post, YouTube

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

PT 01 RESEARCH | THE PRODUCT OR SERVICE

Determining User Expectations And Impressions:

Below are some key questions to ask to gather overall feedback and determine a user's impressions of a product. During your user research sessions, regardless of the type of product or feature. IF you are performing your interviews face to face, always pay attention to the user's facial expressions and body language.

B. USER EXPECTATIONS AND IMPRESSIONS QUESTIONS:

What is your (first) impression of this product?

User 1	Answer: Seems like a fun campground if you have kids. Personally I wouldn't go there.
User 2	Answer: Would not camp here because there is probably a lot of children.
User 3	Answer: Family centered.

What's most appealing about this product/service?

User 1	Answer: It seems like there's a lot to do at this campground, so no one will get bored on the camping trip.
User 2	Answer: Activities and swimming area
User 3	Answer: Lots to do, variety of camping options, something for everyone.

What's the hardest part about using this product/service?

User 1	Answer: Walls of text make it super hard to read. Not aesthetically pleasing at all.
User 2	Answer: Too much text on every page!
User 3	Answer: There is no "About Us" introductory page, so I had to figure out what this place is.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

Was there anything surprising or unexpected about this product/service?

User 1	Answer: Can't make a reservation online.
User 2	Answer: The year is 2021, yet reservations are made by phone only???
User 3	Answer: About the campground: Showers cost 25 cents. About the website: There is no attempt to market the campground as a fun place, no effort to persuade people to go there, no happy descriptions of things to do. The website is strictly information, facts and rules (many rules), with repetitive reminders about requiring full payment in advance. I found these things to be negative and off-putting.

C. GENERAL TASK-DRIVEN FEEDBACK QUESTIONS:

Identify a task from the existing website that you would like to have the user complete (examples: find a campsite location and reserve it, schedule an appointment for your pet, etc). Have the user try to complete the task on the existing site and collect their feedback.

How would you go about finding and reserving a campsite?

User 1	Answer: Use the site map and then call the place.
User 2	Answer: Calling the campground.
User 3	Answer: First go to Reservations, then Campsite Map, then Cabins to check the options, then Rates, then make a phone call.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

What do you expect to happen if you try to reserve a campsite?

User 1	Answer: I expect them to help me over the phone, the website doesn't make it particularly easy.
User 2	Answer: Probably would have an annoying conversation with someone who hates their job.
User 3	Answer: I would expect the person answering the phone to ask what kind of campsite I am interested in and what dates, tell me what was available, and help me use the map to locate and choose the site I want. Then, of course, I would be asked for my credit card information. Hopefully he/she would give me information on checking in (I couldn't find it on the website, other than check-in time).

What alternative method would you use or suggest to find and reserve a campsite?

User 1	Answer: Have a way to do it online. Be able to see which sites are available for specific dates.
User 2	Answer: Use an online reservation system that shows available sites with pricing, and provide pictures of the campsites.
User 3	Answer: They definitely need an online reservation option.

Was anything surprising or did not perform as expected?

User 1	Answer: Again, weird that you can't reserve online.
User 2	Answer: Why were there so many different navigation bars and why were they inconsistent??
User 3	Answer: I had no trouble navigating the website.

UX FOR WEB

PROJECT 1: Happy Acres Kampground






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

D. USER TESTING SPECIFIC TASKS TO ASSESS INTERACTION MODELS

USER TASKS:

1. Find out the minimum number of nights you need to stay during a holiday weekend.
2. Find the "Rates" page that displays pricing information.
3. Find how much it costs for additional guests or visitors to come during the day.

RATING SCALE

	Not at all Satisfied	Slightly Satisfied	Neutral	Very Satisfied	Extremely Satisfied
					
USER 1					
Task 1		x			
Task 2		x			
Task 3			x		
USER 2					
Task 1			x		
Task 2	x				
Task 3		x			
USER 3					
Task 1				x	
Task 2					x
Task 3					x

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

E. END-OF-SESSION FOLLOW UP QUESTIONS:

You can choose to close out the session with a series of summary ux research questions; these let the user speak their mind or address design aspects of the product.

What is your (first) impression of this site?

User 1	Answer: The nav bar looks good but the information on all the pages is too hard to read. I felt like it took so much effort to find the information I needed.
User 2	Answer: Why so much text???
User 3	Answer: Tired, blah.

Do you feel this design was made for you? Why or why not?

User 1	Answer: No, this design was not made for anyone. People need to be able to read things more easily and the site needs to be more intuitive.
User 2	Answer: No, it was way too busy.
User 3	Answer: No. There is nothing that draws me in. Photographs are sparse and poorly done, clip art on some pages is amateurish.

What was the one thing you liked the most about the design?

User 1	Answer: The color scheme is pretty good for a campground website.
User 2	Answer: The header image with title is nice, but the picture is bad quality
User 3	Answer: The tabs are easy to navigate.

What was the one thing you disliked the most about the design?

User 1	Answer: Not enough high quality images. More visuals would be great.
User 2	Answer: The landing page had too much text and 3 navigation bars. The one in the middle of the page used too many colors in no particular order.
User 3	Answer: Too much uninterrupted text.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

If you could change one thing about the design, what would it be?

User 1	Answer: Add more high quality images.
User 2	Answer: The rates page was completely different from the rest of the pages and looked like a PDF, I would change it to be more cohesive with the rest of the page.
User 3	Answer: Make it warm, positive and welcoming.

Would you download/use this product if the change(s) were made?

User 1	Answer: I wouldn't, but if I had kids maybe I would want to go to this campground.
User 2	Answer: No, because it wouldn't change the amount of children that would be at this campground.
User 3	Answer: Yes, if I had young children and wanted an easy, nearby place to go for a day or two.

Do you feel this is something for the desktop? Mobile? Or both?

User 1	Answer: It should work for both.
User 2	Answer: Desktop, or neither!
User 3	Answer: Definitely desktop or laptop only. The crowded pages have too much information to successfully navigate on a phone.

Would you recommend this to a family member or friend?

User 1	Answer: Not the website itself, but maybe the campground if I had friends with kids.
User 2	Answer: Nah dude
User 3	Answer: Perhaps to a family with young children.

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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



USER PERSONA | First Time Camper

John Smith

John is a full time student studying law and works part time at a law office downtown. He lives in a studio apartment in Milwaukee's East side. John has gone car camping once during his youth with his family. He likes to socialize with his friends when he has the time. He also loves to work out. Due to his busy schedule, when he has time off he likes to get out of the city.

GOALS

- Experience camping and see if he enjoys it.
- Get away from the city and enjoy great natural scenery with friends.
- To get proficient with the great outdoors

NEEDS

- Help navigating through the process of reserving a site.
- Needs to know what supplies and equipment are recommended
- Maps of the campground and proximity to amenities.
- Needs to know amenities that the campsites offer.

AGE: 24
GENDER: Male
JOB TITLE: Law School Student
STATUS: Single

PAIN POINTS/FRUSTRATIONS

- Not knowing much about camping and what to bring
- Not sure what questions to ask when reserving a site.
- Planning feels complicated
- On short notice popular campsites are often booked

QUOTE

"I love the idea of camping with my friends but I wish the planning was less work."

- Passionate
- Empathetic
- Adventurous
- Curious

FAVORITE APPS:

Facebook | Twitter | Instagram | LinkedIn

MOTIVATIONS

- Adventurous Hiking
- New Experiences
- Social


TECHNOLOGY USE

IT Internet					
Mobile Apps					
Social Networks					

UX FOR WEB

PROJECT 1: Happy Acres Kampground


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

	USER PERSONA Trip Organizer																									
	<h1>Jill Brown</h1> <p>Jill works in the marketing department for a startup company. She pays close attention to detail and lives to organize and plan. She lives by the motto “Work hard, play hard”. She enjoys spending time with family unplugged from work and the hustle and bustle. Since Jill is the planner she assumes the responsibility of planning all family outings.</p>																									
	GOALS <ul style="list-style-type: none">• Book a campsite for her family in the upcoming camping season.• Find a campground with activities her family would enjoy• Relax in nature unplugged			NEEDS <ul style="list-style-type: none">• A quick way to keep track of all the trip planning details• Reviews/ratings• Weather Information• Pictures of amenities• Permit Information																						
	PAIN POINTS <ul style="list-style-type: none">• Not being able to see and choose a campsite.• Campground’s staff are always busy and not there to answer questions.• Often has to show up in person without a reservation and test her luck.			QUOTE <p><i>“I love planning getaways with my family. Given a user friendly website interface, I know I can plan the best family camping trip ever.”</i></p>																						
<ul style="list-style-type: none">• Extrovert• Energetic• Enthusiastic about people and life. FAVORITE APPS: Google LinkedIn Facebook			MOTIVATIONS <ul style="list-style-type: none">• Relaxation• Social• Family time			TECHNOLOGY USE <table><tr><td>IT Internet</td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Mobile Apps</td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Social Networks</td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr></table>			IT Internet	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Mobile Apps	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	Social Networks	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
IT Internet	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>																					
Mobile Apps	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>																					
Social Networks	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>																					

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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



AGE:36

GENDER:Male

JOB TITLE:Software Engineer

STATUS:Divorced with children

• Pragmatic

• Laid back

• Introvert

FAVORITE APPS:

Reddit | Stocks | Google

USER PERSONA | Laid Back Dad

Steve Jenkins

Steve is a successful software developer for a large company. He spends a lot of time staring at a computer screen, so he likes to enjoy the great outdoors during his free time. Steve and his ex-wife alternate weekends with their two young children, so he likes to do fun things with the kids when it's his turn. Steve is practical, but doesn't like planning every detail of a trip – he's more "go with the flow".

GOALS

- Take the kids camping and let them have a good time
- Get some fresh air in the great outdoors
- Rekindle his interest in fishing and hiking

NEEDS

- Map and pictures of campground and amenities
- Reviews and ratings
- Kid-friendly activities
- Information on equipment rentals

PAIN POINTS

- Too much effort to find relevant information on campground website
- Photos of amenities are low quality and amateurish
- Unable to reserve online

QUOTE

"I want to plan a fun, laid back weekend with my kids, but I don't want the planning to involve unnecessary busywork on the website."

MOTIVATIONS

- Exposing the kids to outdoor adventures
- Quality time away from the office
- New experiences

TECHNOLOGY USE

IT Internet					
Mobile Apps					
Social Networks					

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

USER STORIES

PERSONA	USER STORY
USER PERSONA First Time Camper John Smith	As a first time camper, John wants to learn what supplies and equipment are recommended in order to have a positive camping experience.
USER PERSONA Trip Organizer Jill Brown	As a parent of 2 young kids, Jill is looking to reserve a campsite that is close to all the campground amenities.
USER PERSONA Laid Back Dad Steve Jenkins	"As a dad with a full-time job, I want to easily find everything I need online because I don't like busywork and I hate talking on the phone".

SCENARIO 1

USER PERSONA | First Time Camper

John Smith

Introduce the Character / Persona):	<i>John is excited to have an outdoor adventure, but he is new to camping and doesn't know how to prepare or what to bring. He could benefit from a packing list or other tips for first-time campers.</i>
PLOT: (Provide Detail to the user story you created in previous step):	<i>John is trying to plan the camping trip, but is getting overwhelmed at the amount of information and research it involves. He wishes someone could just help him through the whole process so it wouldn't be as frustrating.</i>
Resolution (possible ways to accomplish the goal):	<i>John would benefit from a page on the campground's website that goes over camping basics for inexperienced people. He needs a basic recommended packing list, a list of gear and supplies he'd be able to rent from the campground, and details about the campground's amenities. He also needs to be able to use an interactive map to choose and reserve a campsite on the company's website.</i>

UX FOR WEB

PROJECT 1: Happy Acres Kampground

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

SCENARIO 2	USER PERSONA Trip Organizer Jill Brown
Introduce the Character / Persona):	<i>Jill is a highly organized, detail-oriented individual who loves to plan. She is good at taking all possible scenarios into account when planning a trip.</i>
PLOT: (Provide Detail to the user story you created in previous step):	<i>Jill wants to plan a family friendly camping trip with her kids. She wants to be aware of all the details, such as weather, permits, rules, amenities, and so on.</i>
Resolution (possible ways to accomplish the goal):	<i>Jill needs to be able to easily locate all the necessary information on the campground's website. The information should be logically organized into separate web pages, and then into chunks that make it easy to scan for relevant info. The website should have an interactive map to make it easier to choose and reserve a campsite.</i>

SCENARIO 3	USER PERSONA Laid Back Dad Steve Jenkins
Introduce the Character / Persona):	<i>Steve is a divorced dad of two, and when he gets weekends with his kids, he tries to make the time fun and meaningful. Rather than being in control of everything, he prefers to sit back and let the kids explore and try new things.</i>
PLOT: (Provide Detail to the user story you created in previous step):	<i>Steve is looking for a place that's family friendly with a variety of activities to keep everyone entertained. This is the first time he's taking the kids camping and he wants to make it special for them as well as for himself. He wants to try fishing again, which he hasn't done for many years.</i>
Resolution (possible ways to accomplish the goal):	<i>Steve isn't looking to spend a lot of time planning the trip, so he needs the website to have logically organized information that is easy to scan. He needs concise sections about amenities and activities, and he would also benefit greatly from a reviews/ratings section. As a highly visual person, Steve would also benefit from high quality photos or videos of the campground as well as an interactive map.</i>