

Matt Brophy

Coyote Campground - User Interface Design



Project Discovery



Business Overview

Provide a detailed description of your business. What are goals of this business? What is the tone and character of the company?

Coyote Campground, located in southern Wisconsin, offers nearly 500 campsites available for reservation. Our campground surrounds the gorgeous Coyote Lake, which is approximately 3,200 acres in size.

There a variety of campsites that accommodate all outdoor enthusiasts, including drive up tent sites, sizable RV sites with electrical hookup and backpacking sites for those looking for some solitude. The campground offers sandy beaches for swimming, boat rentals, fishing and numerous hiking trails.

The website allows users to make reservations for campsites and boat rentals. Maps for the campground and hiking trails are available for download. Campsite rules and park contact information is available as well.



User Groups

Describe two different user groups for this site. How would you categorize them (group type)? Explore what makes them a unique group what type of goals they may have.

User Group #1

Group Name:

Family

What makes this unique?

- Need large campsites with amenities
- Group oriented activities
- Family bonding experiences

Specific goal(s) of this group:

- Review campground availability
- Make a reservation online
- Understand campsite size and accomodations

User Group #2

Group Name:

Scout troops

What makes this unique?

- Very large group of adults and children
- Special group campsite
- Busiest season in summer months
- Nature oriented activities for earning badges

Specific goal(s) of this group:

- Make reservation for large group campsites
- Download hiking trail maps
- Book canoe / kayak rentals online



Participation

Did the entire team participate in the creation of this Project Discovery? If No, move the red circle over the "NO" and enter the member(s) name.

YES

NO

Name of non-participant(s)



Christopher Davis is a 34 year old high school teacher who just received an essential employee bonus. To celebrate, he wants to take his family camping for the weekend during summer break.

Christopher finds it frustrating when he can't find a campsite that accommodates his disability. He is looking for accessibility information and campsite layouts to make sure they have all the features that he needs.

Christopher and his family decided to book a campsite at Coyote Campground. They are looking forward to doing some easy terrain hikes and spending the day by the beach.

On the Coyote Campground home page, he clicks the Camping tab in the navigation bar. On the camping page, he sees the campground map where he can see the layout of the park, as well as detailed information about each campsite. He appreciates that the accessible campsites are clearly labeled, and each campsite has a photo and dimensions.

When he chooses his campsite, he picks available dates that are displayed in a calendar. He enters how many people are in his party and what type of equipment he is bringing (tent, RV, boat ect.) and clicks "book it now". He lands on a review reservation screen, approves the final review and goes to a confirmation page.



Christopher Davis

The Adventurer

"Camping isn't just a getaway; it's our way to reconnect as a family, leave our worries behind and create cherished memories."

Christopher obtained his English degree at University of Wisconsin. Right out of college, he started teaching at a local high school. Christopher constantly seeks professional growth and stays updated with the latest teaching strategies and resources so that his students can reach their full potential.

When he is not spending his time in the classroom, he enjoys embarking on outdoor activities with his family and reading a good book.

GOALS

- Find wheelchair accessible campsites
- Determine if there are wheelchair accessible amenities, like bathrooms
- Campsite has enough space for the whole family
- Determine what outdoor activities are available and accessible

FRUSTRATIONS

- Websites without campsite layouts
- Not understanding campground terrain
- Difficult to find accessibility information about most campgrounds
- Lack of accessible campsites at campgrounds

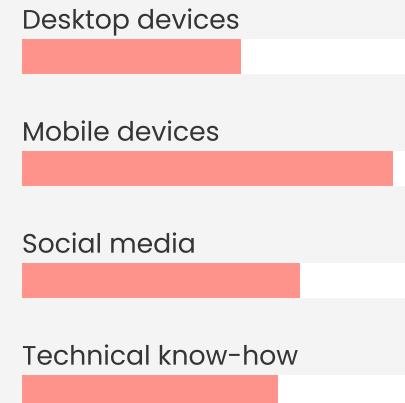
PERSONALITY

- Family oriented
- Intellectual
- Outgoing

HOBBIES

- Camping
- Reading
- Cooking

TECHNOLOGY





iStock

Credit: pepifoto

Alex Thompson

The Explorer

"Camping is where we find adventure, build character, and create long-lasting memories in the great outdoors."

Alex Thompson is a dedicated and passionate Scoutmaster with over a decade of experience in the world of scouting. His scouting journey began as a young Cub Scout, where he discovered a love for the outdoors, leadership, and community service. He believes in the power of mentorship and takes pride in watching his scouts grow into responsible and confident young adults.

Beyond scouting, Alex is an avid hiker and nature enthusiast. He encourages his scouts to appreciate the natural world and explore the great outdoors.

GOALS

- Make a reservation for large group campsites
- Staying within budget and understanding clear pricing information
- Contact the park office
- Explore outdoor activities available at the campground

FRUSTRATIONS

- Hidden costs
- Insufficient campsite information
- Complicated reservation processes
- Difficulty in reaching a park staff member

• 27
• Scout Master
\$ \$35,000
• Baraboo, WI
• Single

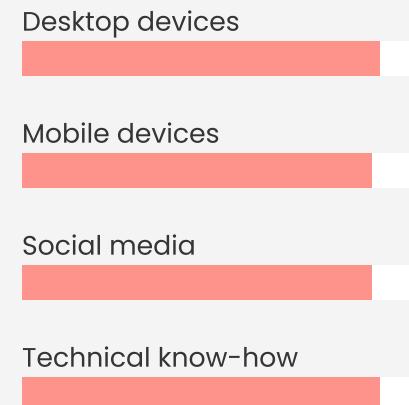
PERSONALITY

- Community oriented
- Caring
- Active

HOBBIES

- Hiking
- Woodworking
- Playing guitar

TECHNOLOGY





Reserve a Campsite Now!

[RESERVE](#)



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Campground

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Accessibility

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Enjoy the lake, reserve a boat

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Coyote Campground

Office Hours: Mon - Fri 8am - 7pm
Sat - Sun 8am - 5pm

Park Hours: Mon - Sun 6am - 10pm



Find your campsite



Reservation

Enter search criteria below

Guests Pets Accessible

(-) 2 (+) (-) 1 (+)

Yes

▼

Campsite Type

Tent

Dates

(-) 3 nights (+)

Arrival Departure

Thu, Oct 12, 2023 → Sun, Oct 15, 2023

October 2023						
Mo	Tu	We	Th	Fr	Sa	Su
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

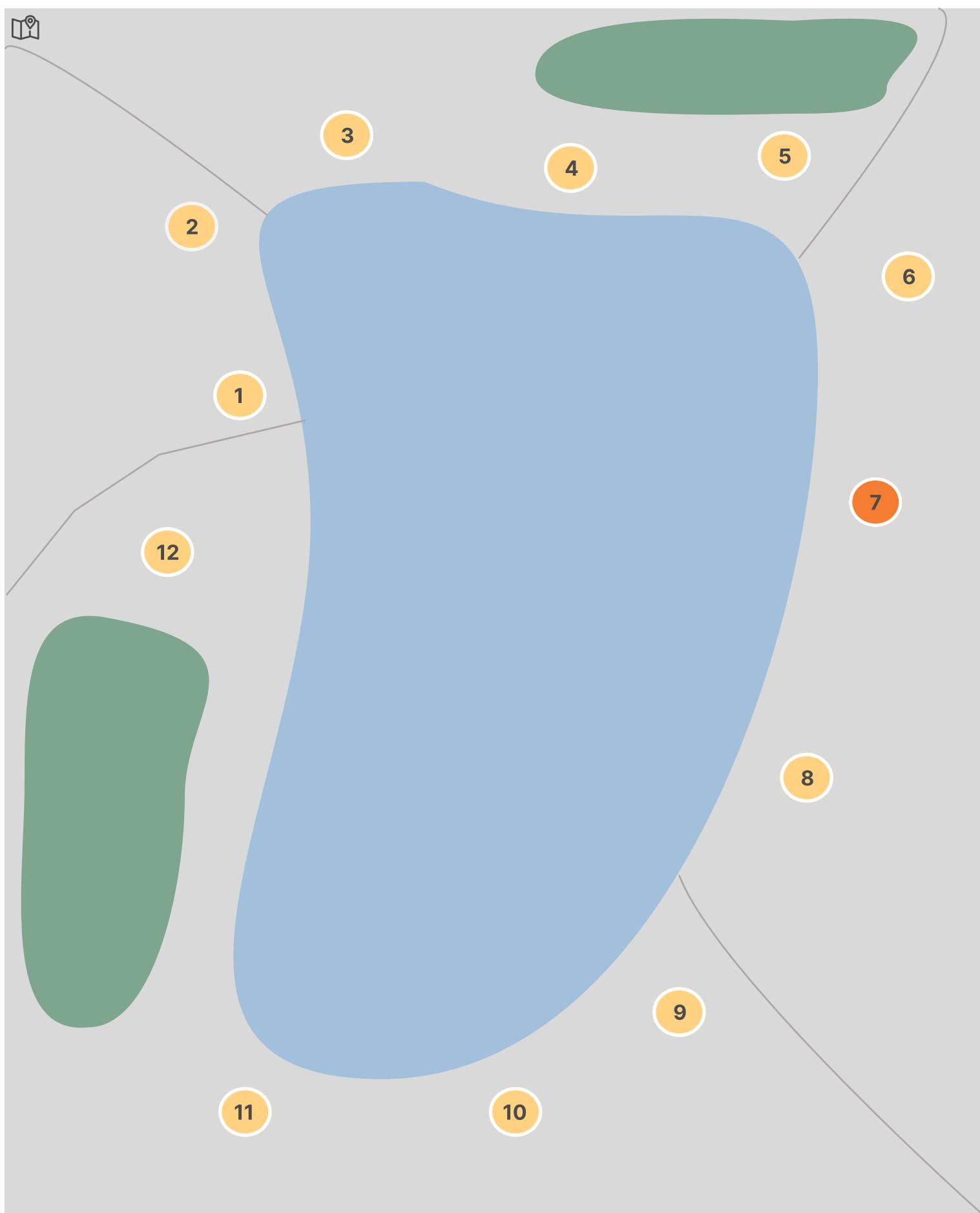
Available Unavailable

Search

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	→ Sun, Oct 15, 2023

Available Sites: 12



Site Overview



Site: #7

Cost Per Night: \$35.00

Maximum Capacity: 6

Dimensions: 24' x 30'

Handicap Accessible: Yes

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[Park Activities](#)

Campsite Details

Site #7 Details

Cost Per Night:
\$35.00

Allowed Equipment:

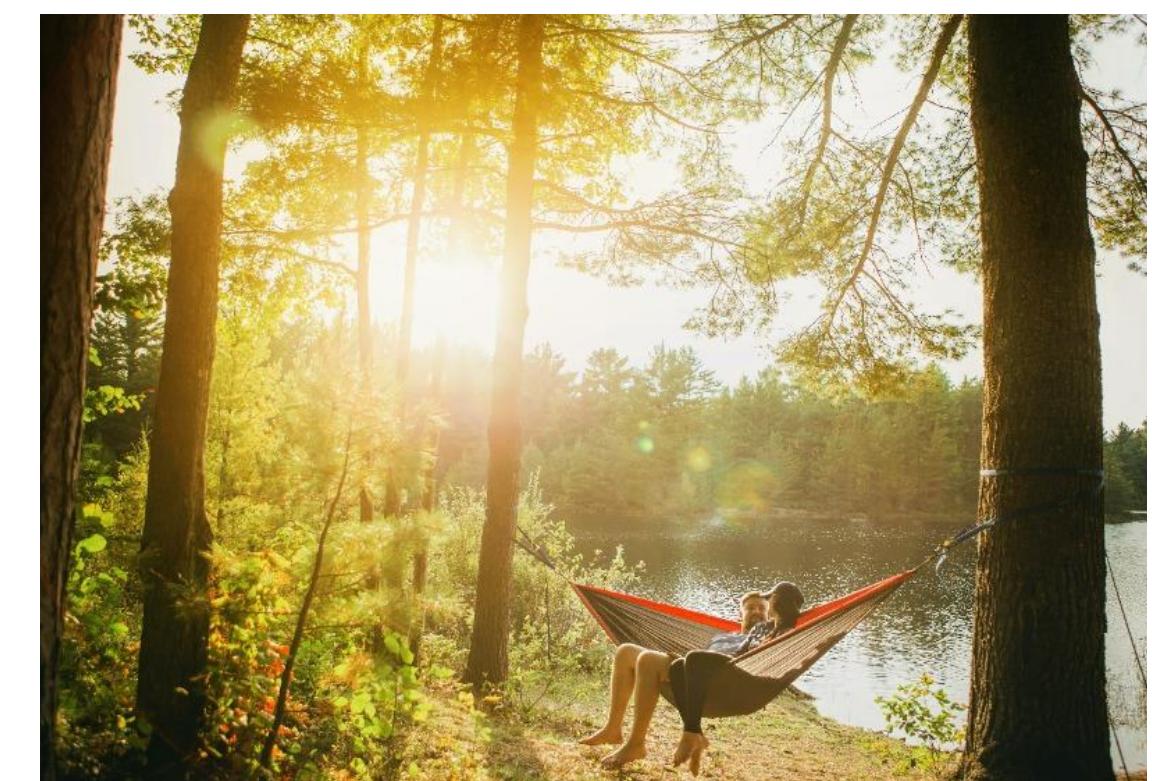
- Car
- Tent
- Pop-Up

Details:

- Handicap Accessible: Yes
- Maximum Capacity: 6
- Double Site: No
- Driveway Grade: None
- Max Driveway Length: 60
- Driveway Surface: Gravel
- Electrical Service: None
- Electric: No
- Fire Ring: Yes
- Pets Allowed: Yes
- Picnic Table: Yes
- Site Access: Back-In
- Site Shade: Full
- Tent Pad: Yes
- Waterfront: Yes
- Dimensions: 24' x 30'

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	→ Sun, Oct 15, 2023



[Choose A Different Site](#)

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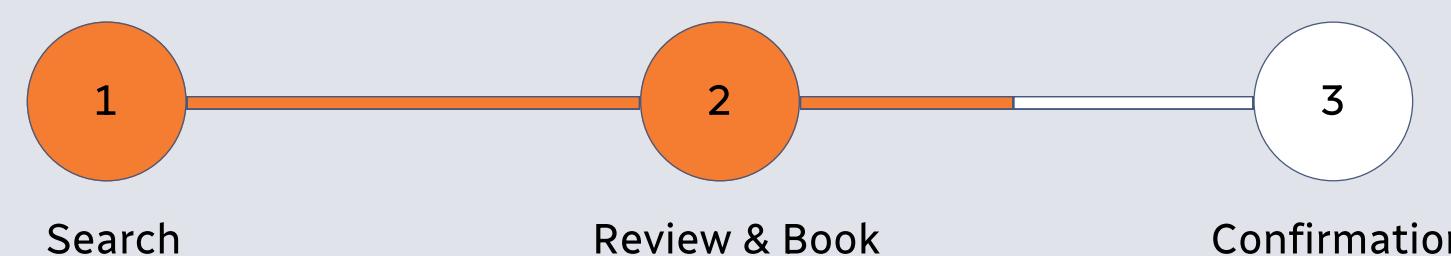
Coyote Campground

Office Hours: Mon - Fri 8am - 7pm
Sat - Sun 8am - 5pm

Park Hours: Mon - Sun 6am - 10pm



Book Your Reservation



Billing Details

Guest Information

First Name Christopher	Last Name Davis
Phone 715-213-1234	Email CDavis1234@gmail.com

Payment Information

Card Number 1234-1234-1234-1234	
Expiration 12/25	CVC 123

Billing Address

Address 1 123 Fake St		
Address 2 Apt 23		
City Madison	State WI	Zip Code 53704-1234

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	→ Sun, Oct 15, 2023

Payment Details

Campsite: #7
 Nights: 3
 Cost per night: \$35.00

 Subtotal: \$105.00
 Tax: \$5.25
 Total: \$110.25

[Confirm Payment](#)

[Edit Reservation](#)



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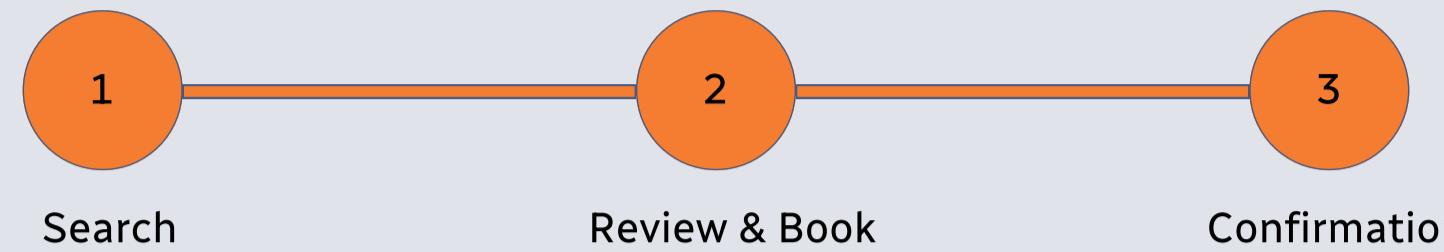
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Sat - Sun 8am - 5pm

Park Hours: Mon - Sun 6am - 10pm



Confirmation



Thank you, Christopher Davis

You'll receive a confirmation email soon.

Reservation number: 200184

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	→ Sun, Oct 15, 2023

Payment Details

Campsite: #7
Nights: 3
Cost per night: \$35.00

Subtotal: \$105.00
Tax: \$5.25
Total: \$110.25

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Coyote Campground



Into the Wild

UNDER THE STARS

Hiking

Nature

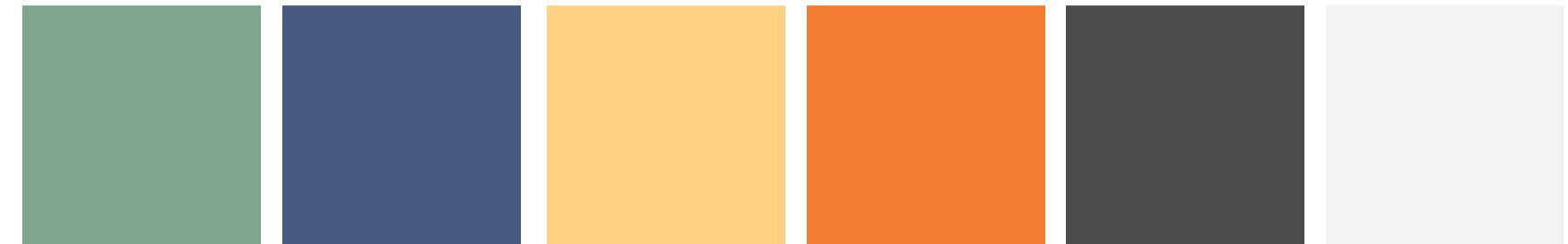


Card Title

LOREM IPSUM DOLOR SIT AMET CONSECTETUR. AC VESTIBULUM ELEIFEND FELIS ALIQUAM VOLUTPAT. MASSA NEQUE ELIT CONSECTETUR PURUS.

[Learn More](#)

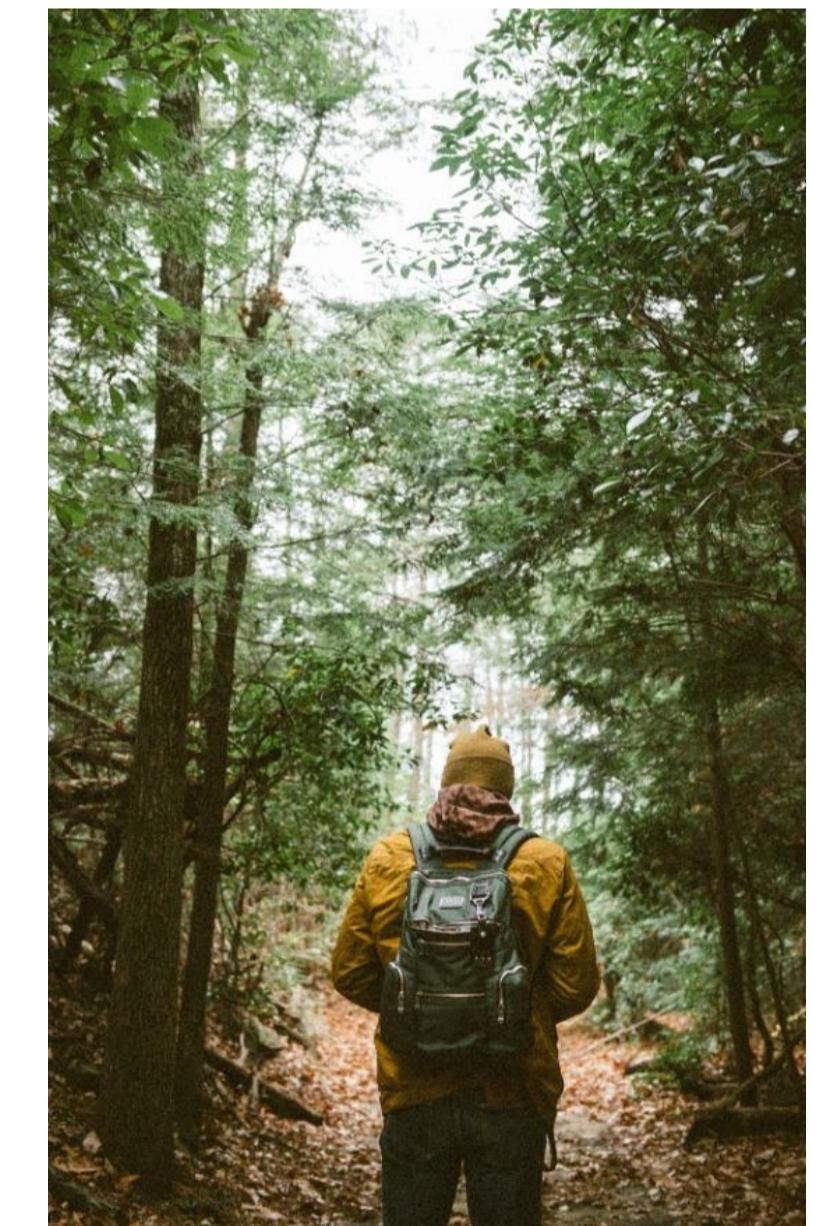
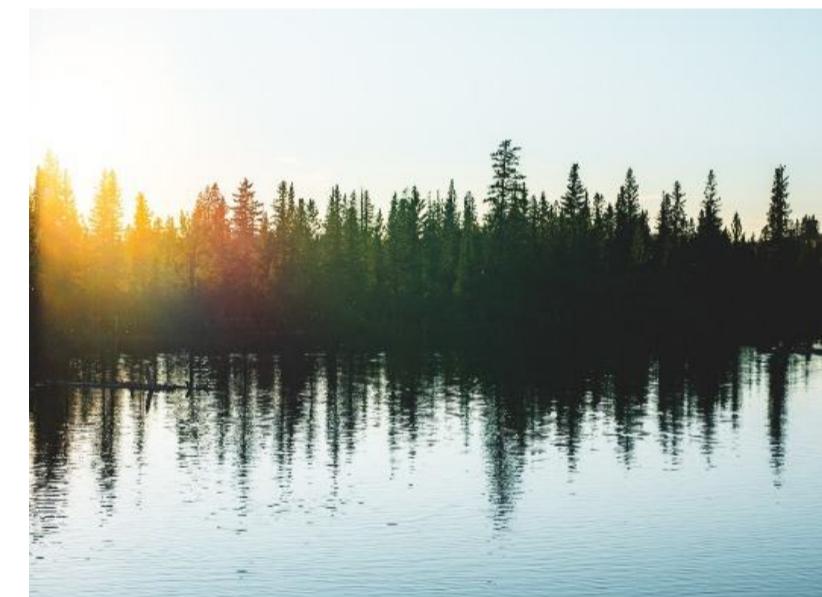
Color Palette



Button Styles

[Primary](#)[Secondary](#)

Photos

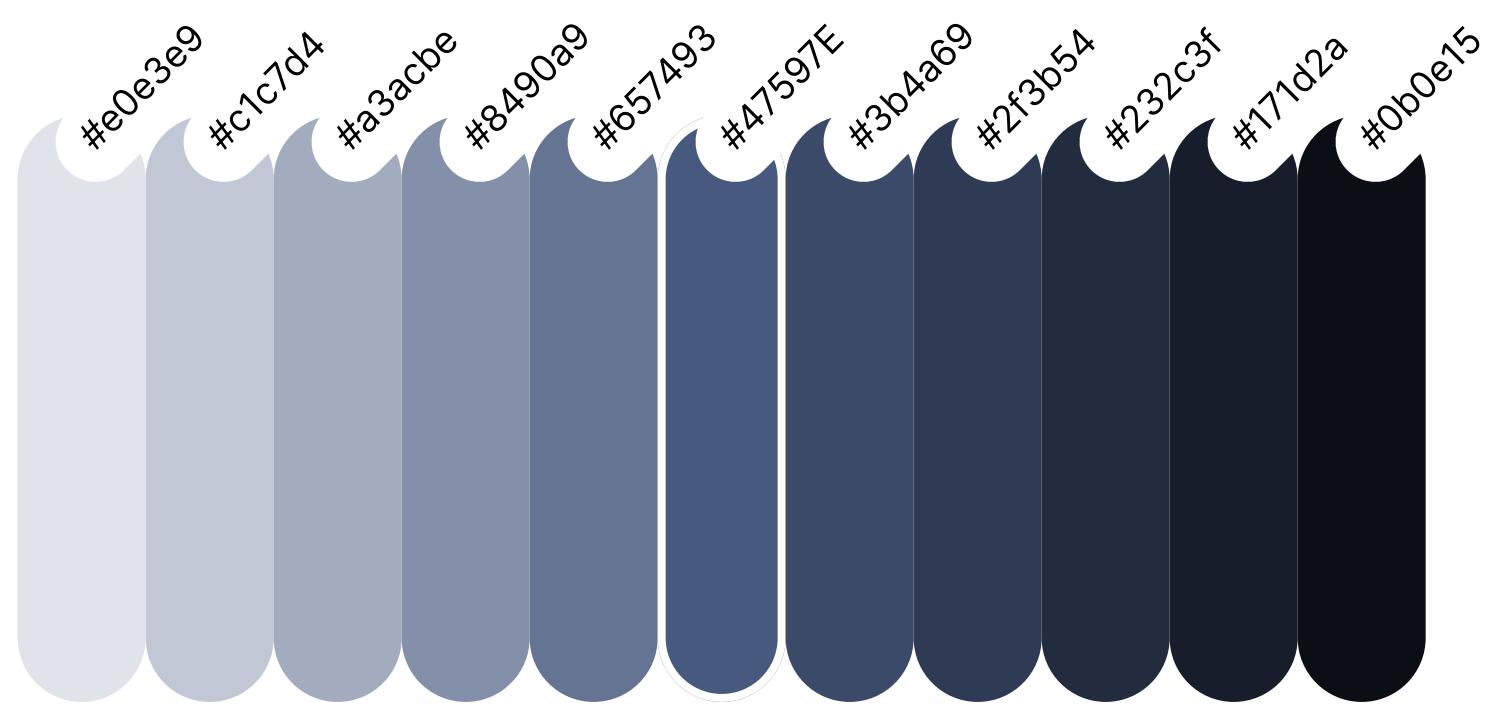




Calm Waters

Primary Color

#47597E



Sun-Kissed Orange

Link, CTA, Primary Buttons

#F57D32



Sandy Beach

Secondary Buttons, Occasional use

#FFD180



Peaceful Night

Text

#4B4B4B



White

Text

FFFFFF

Header 1

Font family: Raleway
Font-weight: Semi-bold
Font-size: 48 px
Line height: Auto
Letter spacing: 8%

Header 2

Font family: Raleway
Font-weight: Regular
Font-size: 34 px
Line height: Auto
Letter spacing: 5%

Header 3

Font family: Raleway
Font-weight: Regular
Font-size: 16 px
Line height: 25
Letter spacing: 0

Header 4

Font family: Raleway
Font-weight: Regular
Font-size: 30 px
Line height: Auto
Letter spacing: 5%

body

Font family: Radio Canada
Font-weight: Regular
Font-size: 16 px
Line height: 25.6
Letter spacing: 0

button

Font family: Radio Canada
Font-weight: SemiBold
Font-size: 18 px
Line height: Auto
Letter spacing: 15%

small text

Font family: Radio Canada
Font-weight: Regular
Font-size: 14 px
Line height: 25
Letter spacing: 0

Nav Bar Links

Font family: Radio Canada
Font-weight: Regular
Font-size: 16 px
Line height: Auto
Letter spacing: 0%

Header 5

Font family: Raleway
Font-weight: Regular
Font-size: 14 px
Line height: Auto
Letter spacing: 5%

bold text

Font family: Radio Canada
Font-weight: bold
Font-size: 16 px
Line height: 25.6
Letter spacing: 0

italic text

Font family: Radio Canada
Font-weight: italic
Font-size: 16 px
Line height: 25.6
Letter spacing: 0



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Accessibility

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Office Hours: Mon - Fri 8am - 7pm
Sat & Sun 8am - 5pm

Instagram

608-240-1284

Park Hours: Mon - Sun 6am - 10pm

Twitter

info@coyotecamp.com



Find your campsite



Reservation

Enter search criteria below

Guests: 2 | Pets: 1 | Accessible: Yes

Campsite Type

Tent

Dates: 3 nights

Arrival: Thu, Oct 12, 2023

Departure: Sun, Oct 15, 2023

October 2023						
Mo	Tu	We	Th	Fr	Sa	Su
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

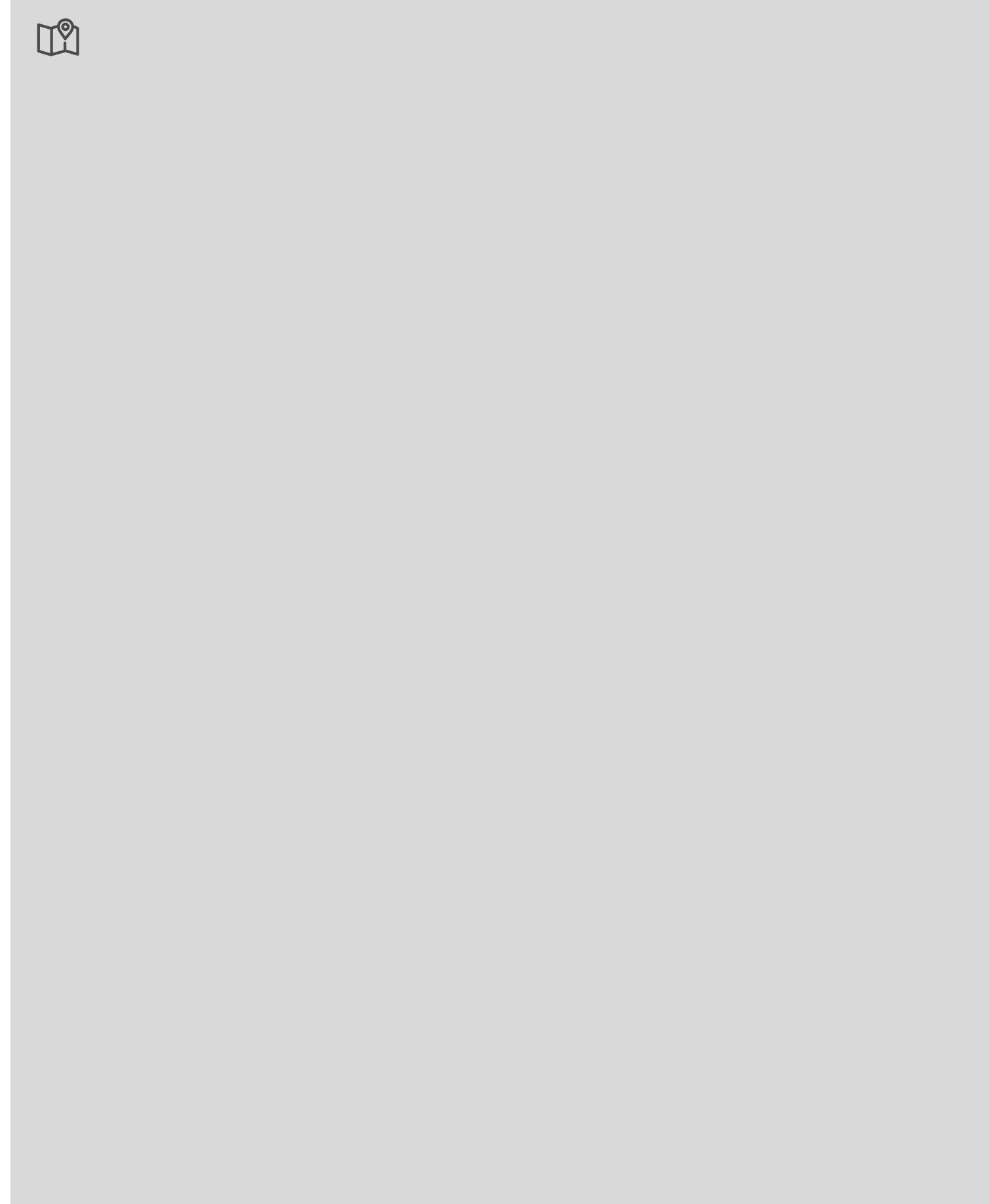
Available Unavailable

SEARCH

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023 →	Sun, Oct 15, 2023

Available Sites: 14



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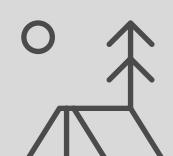
608-240-1284

Park Hours: Mon – Sun 6am – 10pm

Twitter

info@coyotecamp.com



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Campsite Details

Site #7 Details

Cost Per Night:

\$35.00

Allowed Equipment:

- Car
- Tent
- Pop-Up

Details:

- Handicap Accessible: Yes
- Maximum Capacity: 6
- Double Site: No
- Driveway Grade: None
- Max Driveway Length: 60
- Driveway Surface: Gravel
- Electrical Service: None
- Electric: No
- Fire Ring: Yes
- Pets Allowed: Yes
- Picnic Table: Yes
- Site Access: Back-In
- Site Shade: Full
- Tent Pad: Yes
- Waterfront: No

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	→ Sun, Oct 15, 2023

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Book Your Reservation

Guest Information

First Name

John

Last Name

Smith

Phone

715-213-1234

Email

john1234@gmail.com

Payment Information

Card Number

1234-1234-1234-1234



Expiration

CVC

Billing Address

Address 1

123 Fake St

Address 2

Apt 23

City

Madison

State

WI

Zip Code

53704-1234

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	Sun, Oct 15, 2023

Payment Details

Campsite:	#7
Nights:	3
Cost per night:	\$35.00
Subtotal:	\$105.00
Tax:	\$5.25
Total:	\$110.25

[Confirm Payment](#)[Edit Reservation](#)

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Coyote Campground

Office Hours: Mon - Fri 8am - 7pm
Sat & Sun 8am - 5pm

Park Hours: Mon - Sun 6am - 10pm



Campsite Details



Thank you, John Smith

You'll receive a confirmation email soon.
Order number: 200184

Reservation Details

Guests	Pets	Campsite Type	Arrival	Departure
2	1	Tent	Thu, Oct 12, 2023	→ Sun, Oct 15, 2023

Payment Details

Campsite:	#7
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Tax:	\$5.25
Total:	\$110.25

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