**DESN 344 - Research Tool**

P1 User Research Worksheet

# Team Members:

* Jhaianne Anselmo
* Ryley Goodine
* Marco Tse
* Cézanne Trodden

# OVERVIEW

This research worksheet will help you work collaboratively with the members of your team to find information and share insights. Work together to find answers to the prompts. Use the form designs that you have already been working on as a way to see how users interact with the product. Test the real website and the mockups you designed.

# GOALS

1. Get feedback on the usability of the web experience (original and redesign)
2. Gather user insights for the next step in the project
3. Collect user stories and memories of their past camping experiences

# Users (test participants)

The sections on the following pages is where you record the tests you perform. Take note of anything you learn that helps to define their experience with the product. Make sure you are clear with your users that this information is being used for the purposes of a redesign project and that their input will be used to help develop your project in an anonymized way.

## 

## User 1: General observations and overall impressions

**Jhaianne Anselmo**

| Name of user | Jim |
| --- | --- |
| Goals & Motivations | * hang out with friends or family * Change in environment |
| Socio-demographic information (age, marital status, family connections, educational background) | * 20 years old * Single * A brother, a mother, a father, grandmother * Graduated highschool, currently in post secondary studying architecture |
| Hobbies and interests | * Gaming * Art * Designing houses * Watching (shitty) movies * Collecting vinyls and listening to music |
| Camping related knowledge | * Went camping with friends * helped set up tents. * Did not contribute to the planning of the trip. * Helped around with what he was told to do |
| Locations & environments | Edmonton Alberta. City |
| Actions and activities related to the product experience | * Went camping with friends, contributed to setting up the tent and helping organize everything but nothing else. |
| Frustrations and pain points | * Not having necessities * Being exposed to insects * Being exposed to bad weather |
| Adjectives to describe them | * Introverted * Quiet * home body |

Start → Go to website → Choose camping type (Frontcountry camping) → Choose party size (4) → Choose equipment(large tent) → choose arrival and departure date → Go to view on a calendar → Choose available campsite based on the date → Submit form

**User 1: Unedited notes**

The website looks fake, looks very cheap, and very bold. The information is overwhelming. He feels flabbergasted. Very chaotic. Does not know where the eyes are supposed to go.

**Important notice:** confused about what the notice is for. He feels like if you know nothing and you are a first timer, you would not understand it.

**Reservation type section:** not enough info (before he clicked on the question mark) He says that graphic would help in this section, so users know what they are getting into, give them a perspective. He says that when you are reading something, you picture something in your head but it might now be what it actually is, so visuals will be helpful. The question mark thing should not be there and should be separate, he says. Question mark button is not noticeable enough. He suggests that the description of the reservation type should be with the reservation type.

He finds that when you click on the types of reservation and how it changes the format of the rest of the form, it feels awkward.

Feels that the sections of the form should present steps like when you order food.

Parks section, assuming that is where you go(the place you reserve to go to). He says the presentation is bland

**The choosing date section:** tha layout feels weird, how the month and day is separated into different lines for the departure date.

Has no idea what night is about before clicking on it. Arrival date and departure date make sense. Finds the calendar unnecessary because you can choose the dates via drop down menus. (Currently January 31) confused why there is only 31 in the arrival day option. “Select nights” doesn’t make sense wording wise. He said it might be mistaken for dates. Question marks should be for info presented in the date, not like the one for the reservation type. It would probably help if they just show the info because he says users are less likely to hover on question marks if they just want to reserve. This type of info should be out there and not hidden or at least emphasised, especially because most people use their phones. The date section made him angry.

The Search Preferences section is ugly he says. The format being on opposite sides is not doing it for him. Why is the information in the middle? He says it’s so extra, you either check the box or no, not a good use of space. The content in the features should provide some more info because he doesn’t understand what the content is. Equipment, section needs more visuals, he says. For equipment, he was expecting, campfire, fire starters, fly swats, not tents or trailers. Party size, shocked after he saw 8 people, Question mark section in this section does not make sense. More options in the search preferences section was unnecessary.

Does not know where to submit the form

Clicked on magnifying glass

Went back

Went to info

Went back,

Went to magnifying glass to read the info to find the submit button

Why is the find sites section in there he says, it should be at the top.

**On a map:** guessing that it shows all the park sites in Canada visually like a map.

**In a list:** no clue what it means (“what list are we talking about”)

On a calendar: no idea. (he says it doesn’t make sense because you can’t find campsites on a calendar)

**On a map page:**

Did not meet expectations, was expecting some google map stuff. He says the legends and symbols are nice.

Form looks the same, all campgrounds are new, he is asking why it is not the start. Overall the form looks nicer. Appreciates the red text that informs you

Got scared when he clicked on the campground section and the site refreshed. Did not notice that the two other options are on the same page. Feels that it should be on their own section.

**In a list:** feels like the information presented here can be combined with on the map or the front page.

**On a calendar:** pretty nice section for availability. He says it needs a different format. It feels pretty “barf” he doesn't know where to look. He wants to see something that can guide you

(page showing availability) Format can use some work in general, he says. The availability section should be presented right aways he says, because it is too much work to get there. He wouldn’t think to look into that section.

## User 2: General observations and overall impressions

**Ryley Goodnie**

| Name of user | James Bode |
| --- | --- |
| Goals & Motivations | Take stunning pictures of the wilderness around the campground for a professional portfolio piece. |
| Socio-demographic information (age, marital status, family connections, educational background) | * 25 years old * Unmarried * Student * Studying to be a photographer * Has limited experience with taking photography with high-end cameras |
| Hobbies and interests | * Reading lengthy novels * Taking pictures * Watching movies * Keeping up-to-date on latest National Geographic newsletters |
| Camping related knowledge | * Don’t know how to set up a tent. * Knows to keep food away from his tent. * Has only cooked s’mores over a campfire. * Only follow the camping trail, otherwise you’re getting lost |
| Locations & environments | Edmonton Alberta. City |
| Actions and activities related to the product experience | * Got to special locations around the campground to take nice pictures. * Hiking trails for shots of the mountains, forests, rivers & ponds or wildlife. * Will use his camping trailer to stay in instead of using a tent. |
| Frustrations and pain points | * Hates having to sleep outside on the ground. * Dislikes the amount of bugs he’ll be dealing with. * Afraid of heights. |
| Adjectives to describe them | * Introspective * Dedicated * Responsible * Imaginative |

The space below can be used for a rough task flow, describing the sequence of the steps use takes to complete their goal of going camping.

Scenario:

James is a hardworking student hoping to go into professional photography. He lives alone, unmarried in the city of edmonton. He decides to go on a camping trip to the whistler campground to help fill out his portfolio of nature photography. James doesn’t know much about camping however. He’s never set up a tent before, and he’s never gone on a hike outside of the city before. He’s worried he might get lost along the hiking trail. What he does know is to not leave food out, otherwise animals, like bears might get into it. His only experience with cooking anything over a campfire is s'mores as a child.

He decides to check out the Parks Canada Reservation App to check for any available campsites. James decides he wants to try frontcountry camping. He’s only going, so guest number stays at one. For the equipment James is bringing, he decides to drive to whatever campsite comes up in his trailer. James knows he’s not going to enjoy this trip without working amenities in his trailer. So he’ll need a hookup for electricity to charge his camera, water to have private showers with and sewage for a working toilet. He doesn’t want to have to use the bush. After that he needs to decide what campsite he’s going to. He knows he wants to stay in Alberta, and he wants to go somewhere near Edmonton and Jasper is closest. He wants to take some shots of the mountains, so Whistler looks promising. The app has given him a nice selection of where in the whistler campsite has water, electrical, and sewage hookup for a trailer. He selects that campsite. From there he’s shown when the campsite is available during the year. Campsite 59J meets his needs for being able to hookup water, electricity and sewage. He decides to go for two weeks, starting on May 4 to May 18. He confirms and looks over all his choices. He pays for his reservation.

TaskFlow:

Start → View Sign in Page → Sign in OR Sign up

Signed in → View homepage

Homepage → “Reserve a Campsite” OR 3 picture objects taking you directly to the nearest campsite.

Select reserve campsite → Choose camping type [Frontcountry, Backcountry, Comfort] → How many people are going? → Choose equipment & preference → Choose location [MAP or LIST]

→ Location → Province → City → Campground

Selected Campground → Check Campsite lots [MAP or LIST]

→ Campsite lots → filtered by grouping → filtered by grouping again → specific camping lot

Select Camping lot → Show date selection [include information particular to campsite] → reserve campsite → pay → confirmation

## User 3: General observations and overall impressions

**Cézanne Trodden**

| Name of user | Kisa |
| --- | --- |
| Goals & Motivations | New experiences, step out of comfort zone |
| Socio-demographic information (age, marital status, family connections, educational background) | * 27 * Engaged * Sister * CPA Accountant * Degree through NAIT |
| Hobbies and interests | * Reading * Watching movies * Going for walks * Cooking * Volunteer work |
| Camping related knowledge | Minimal knowledge related to camping. Like basically none. |
| Locations & environments | Edmonton, Alberta. Northside. |
| Actions and activities related to the product experience | Has never gone camping, has no knowledge regarding booking a reservation, or what to expect on the trip. |
| Frustrations and pain points | Detests bugs, has many allergies to pollens and grasses. |
| Adjectives to describe them | Introverted, homebody, mature, responsible. |

## User 4: General observations and overall impressions

**Marco Tse**

| Name of user | * Mario |
| --- | --- |
| Goals & Motivations | * Love Nature, want to become more skilled with camping |
| Socio-demographic information (age, marital status, family connections, educational background) | * 24y * Only kid * Bachelor of Science * Working as delivery |
| Hobbies and interests | * Golfer * Geography * Music |
| Camping related knowledge | * Basic |
| Locations & environments | * Edmonton, AB |
| Actions and activities related to the product experience | * He joined camping groups led by his friends several times, and he has experienced the product many times. |
| Frustrations and pain points | * Hard time to find a campsite that suits them, more like the site chooses the timeline for them then the opposite. |
| Adjectives to describe them | * Follower * Pessimistic * Careful * Meticulous |

The space below can be used for a rough task flow, describing the sequence of the steps use takes to complete their goal of going camping.

Persona



**Name:** Tony

**Age:** 27

**Socio-Demographic:**

* Single
* Lives alone with his dog
* Architect
* Active
* Responsible
* Strong work ethic
* Sense of adventure

**Goals/motivations:**

* Find time to catch up with friends
* Get aways from the city life/ work life
* Create happy memories with friends

**Frustrations:**

* Wants to find time to relax
* Although he loves his job, he wants a moment to connect with his friends and find a time for his own enjoyment

**Hobbies, Interest, and Camping Related Knowledge:**

* Grew up camping learning basic skills
* Architecture
* Hiking
* Building a fire
* Water related activities (canoeing/ kayaking)

**Scenario:**

Tony is a hard-working, young adult. He lives in Edmonton. He is a workaholic and is in need of a break in order to reconnect with his friends and find work/life balance. He was told he is required to take a 3 week vacation and he decided to take advantage of this opportunity by getting away from the city and hanging out with his friends, who he has not hung out with for a long time due to being busy with work.

Since it is summer, in mid june, and he wants to do something quick, he decided to go camping with friends. Camping is also something he did with his family as a kid so he has some knowledge regarding what the camping trip will require but he was much younger when he went with his family and unfortunately is not 100% prepared.

He decides to check out the Parks Canada Reservation App to check for any available campsites. He decides to go to Jasper because it is the closest location to Edmonton. He wants to bring his dog along for the trip so he uses the filter to see which campsite can accommodate his pet. He also specified that he wanted to bring 3 other people along. He chose the campsite based on whatever was available on the days of his vacation. The app provides warm and inviting images of the campsites being used. The app shows a page for confirming his booking. He decided the campsite was perfect and he decided to book it. He is booking for 7 days, between june 8 - 15 at site 27TT and he is bringing a large tent. He confirmed his pay.

**Task Flow:**

Start → View Sign in Page → Sign in OR Need help signing in?

(Based on the Airbnb ui flow we wrote on mural)

Successfully signed in → View Home page → Reserve campsite → Choose location → Check availability (when will i be there) → Who is coming includes people and animals) → More search filter → Check available sites → Select a site → Reserve → Pay → Confirmation