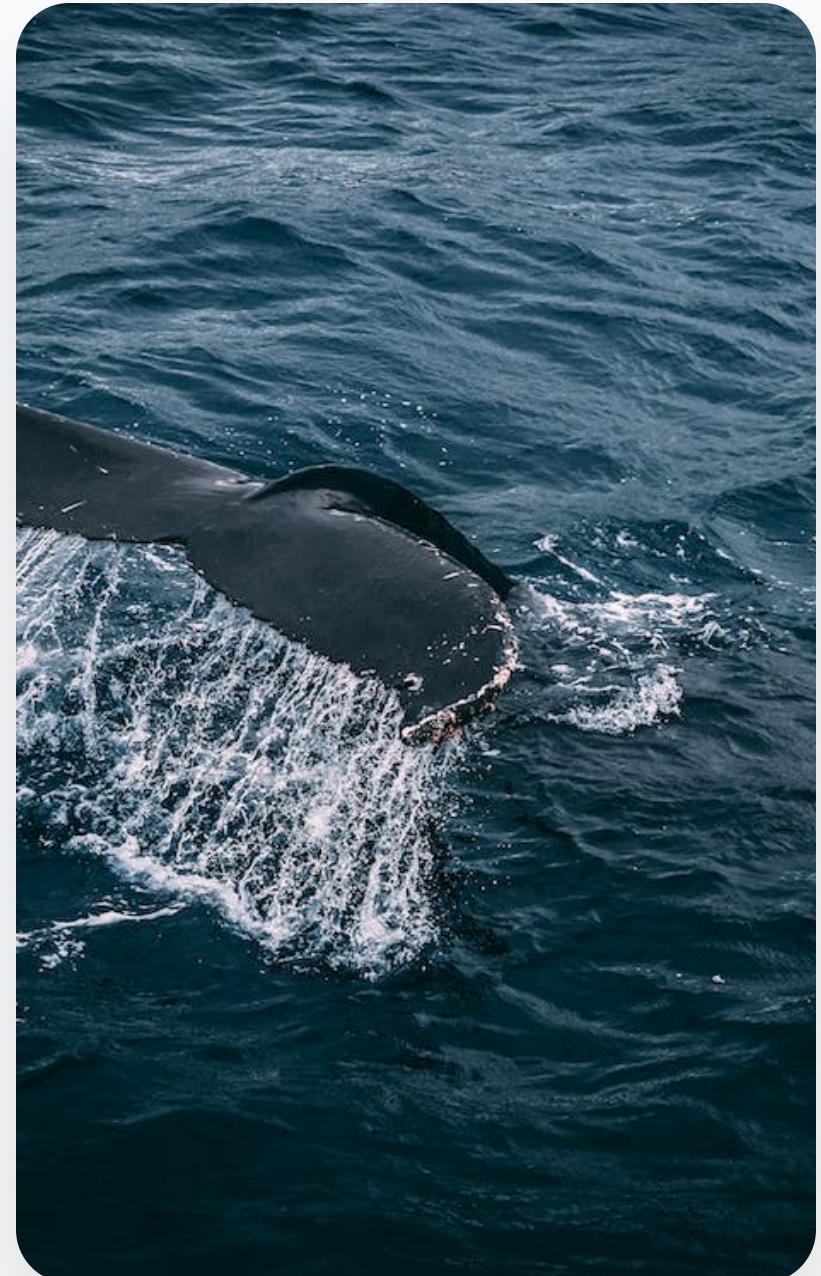


A wide-angle photograph of a mountainous landscape. In the foreground, two people are sitting on a rocky shore of a deep green lake. The person on the left is wearing a grey hoodie and a colorful beanie, pointing upwards towards the mountains. The person on the right is wearing a dark jacket. The background features towering, rugged mountains with rocky peaks and patches of green and yellow vegetation. The sky is overcast with dramatic, light-colored clouds.

Helping people connect
with nature.

THE CONTEXT

Recreation Northwest is a non-profit teaching the health benefits of nature, promoting outdoor recreation, and stewardship of the places where we play



THE PROBLEM

Website users have a hard time understanding and navigating through their website because website is information heavy and disorganized.

THE OBJECTIVE

Research, strategize and design an experience to help users sort through information, and navigate through the website.

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

1. EMPATHISE 2 3

Lacked understanding in customer wants, needs and expectations.

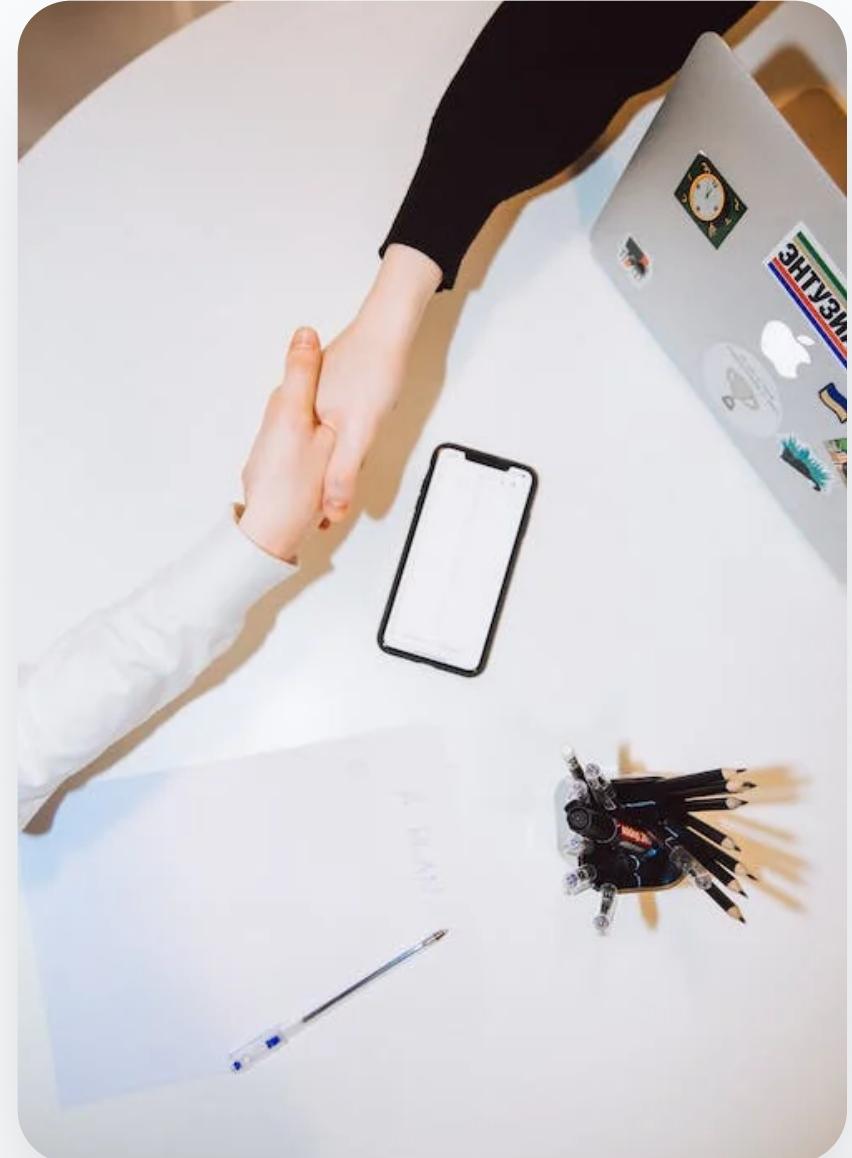
- Current frustrations and pain points?
- What did they really want?
- What did they really need?

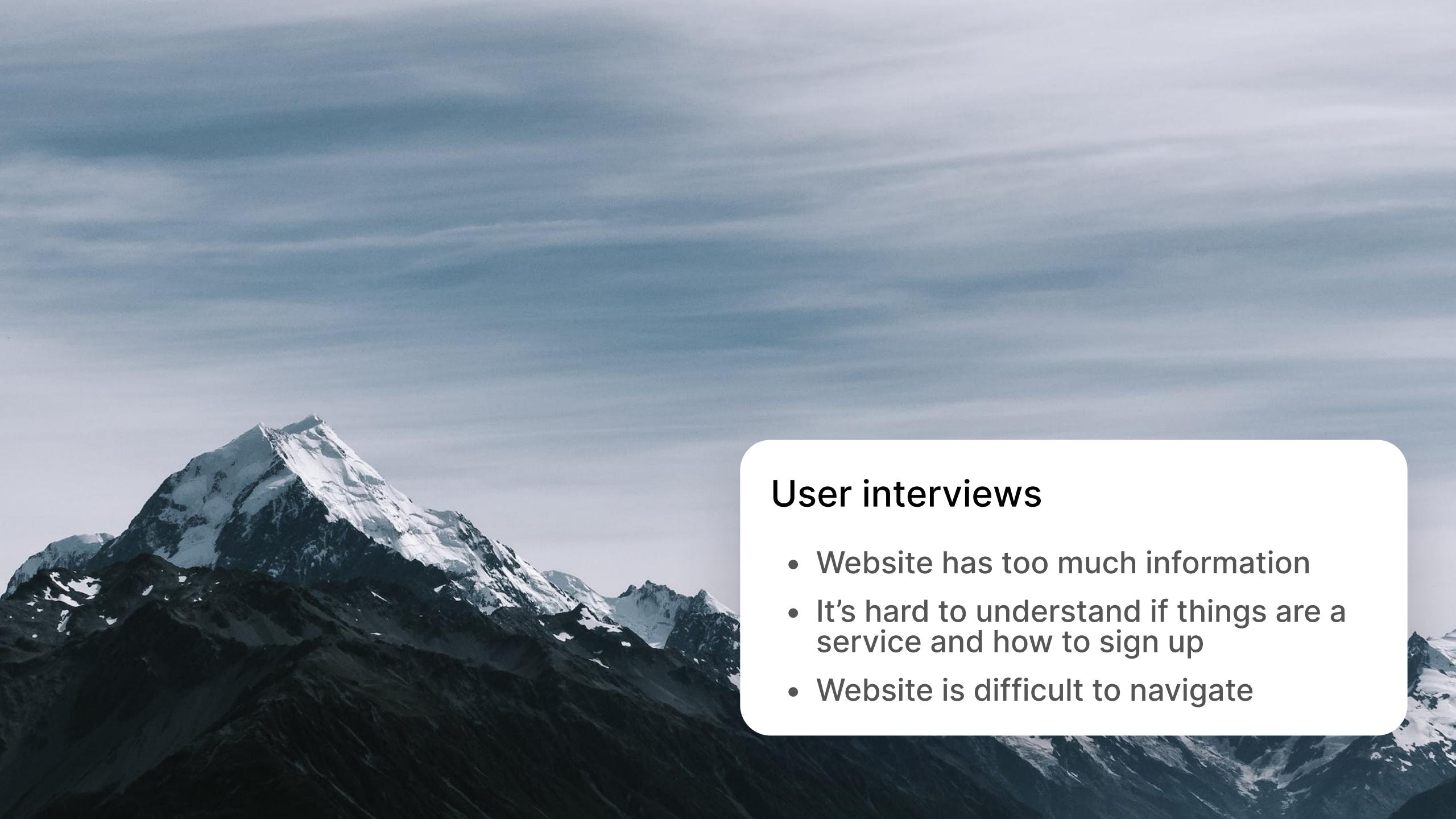


1. EMPATHISE 2 3

Jumped into user interviews and testing the old website.

- 3 user interviews
- Walked through trying sign up for an experience through through the the website
- Mapped out a competitor and SWOT analysis



The background of the slide features a dramatic, dark-colored photograph of a mountain range. A prominent, rugged mountain peak is covered in white snow, standing out against a sky filled with heavy, greyish-blue clouds.

User interviews

- Website has too much information
- It's hard to understand if things are a service and how to sign up
- Website is difficult to navigate

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

1

2. CONCEPTUALISE

3

Original Webflow

- Disorganized information
- Lack of intuitive design
- Information heavy



Recreation Northwest



Please help us transform our Stewardship project in Fairhaven Park into an Outdoor Classroom!



There are many formal groups that use Fairhaven Park's trails and the 100 Acre Wood urban forest for their outdoor activities and environmental education programs. There are also informal groups and individuals who utilize the available spaces to be outside. Having dedicated places for people to connect with one another and with nature is core to an outdoor education program approach.

Custom Experiences



We offer custom Nature Immersion, Nature Therapy, Nature Therapy Yoga, and Hike options through our Parkscriptions program. Anyone is able to sign up for a [guided experience](#) or you can talk to your healthcare provider to work with us to figure out what works best for you.

Parkscriptions at Options High School

Parkscriptions™ PROVIDER

Parkscriptions™ connects patients with positive outdoor experiences for healthier lifestyles and improved mental and physical health.

Ask your health care provider for a Parkscription today!



Find Parks, Providers & Programs at: Parkscriptions.org

Recreation Northwest

We have partnered with Bellingham's Options High School working with teachers in their classes to improve the health of students through nature exposure, mindfulness practices, and place-based education. [Read the Overview](#).

Outdoor Recreation & Nature Education

Our Classes & Tours

Welcome,

Hello, we appreciate you taking the time to dig into our **Outdoor Recreation & Nature Education** information page. This is a layout of the **Who, What, Why, Where, When & More!** of this new program launched in June 2021. We hope you'll join us outdoors.

Who We Are

Recreation Northwest provides opportunities for people to be introduced to beginner and intermediate experiences learning outdoor recreation skills, enjoying the health benefits of being mindful outdoors through immersive experiences in nature, and have a local guide lead you by foot, or bike to connect our parks and our people together through adventure and storytelling. We have a [rich history](#). This is [Our CREW!](#)

Our Mission: We teach the health benefits of nature, promote outdoor recreation, and steward the places where we play.

Bellingham Headquarters

1126 N. Forest St.
Bellingham, WA 98225

What We Do

We curate local outdoor recreation and nature educational experiences in the outdoors for small groups of people. We provide sustainable transportation alternatives via a van shuttle and recreational experiences by foot, or bike. We take care of you. See [Scholarship Opportunities](#).

Why We Do What We Do

Custom Experiences

Hikes

[Hike Bellingham: 100 Acre Wood](#)

[Hike Bellingham: Whatcom Falls Park](#)

[Hike Bellingham: Sehome Hill Arboretum](#)

Forest Therapy / Forest Therapy Yoga / Nature Immersion

As a public health professional and Director of Programs, Elizabeth Nelson will be our lead Forest Bathing / Nature Immersion guide working with guests. People will learn methods for mindfulness in nature, essential outdoor recreation skills, and familiarity with the landscape. As stewards of our public lands, we will also demonstrate how to recreate responsibly, leave no trace, and show respect for others as we enjoy our public parks, open space, and waterways.

Gwen Fluhr (they/them) and Arthur Sherwood (he/him) have been guiding trips around the world since they met at IU Outdoor Adventures in 1998. Gwen and Art returned to the lands they live upon in the PNW to guide others into the forest for connection, healing, and embodiment through forest bathing/therapy and yoga practices. They are a well-balanced team influenced by following their interests and passions for bringing about change and helping others transform their lives. Together they hold professional certifications in Forest Therapy, Yoga Instruction and Coaching.

[Lake Padden](#)

[Fairhaven Park](#)

[Forest Therapy Yoga – Fairhaven Park](#)

[Forest Therapy – Fairhaven Park](#)

1

2. CONCEPTUALISE

3

Now that I had gathered insights, I could move forward on problem solving.

- Understand what isn't working
- Start problem solving and organizing information
- Created user personas

PERSONA CONT.

before and afters: connected to an out doors community
Associations: or likes brews culture, works outside



PERSONA 1

Amanda Robyn
Role: community out reach
for local bank

DEMO: lives in Bham

GOALS: FINDING a non profit for her bank's non-profit program

HABITS: is somewhat out doors, loves the PNW.
wants her bank to be seen as out doorsy
and connect w/ peoples interests

Tech skills: desktop worker

ENVIR:

RELATIONSHIPS: Climbs, bank manager and company reps.



PERSONA 2

CASEY CAMPBELL

ROLE: teacher

DEMO: lives in Bham, married

GOALS: Wants to start a program for ~~their~~
hs school that connects kids with the
out doors

HABITS: not super ~~outdoorsey~~, has lived
in bham and has some experience
hiking and bikes to work in the spring
and early september.

RELATIONSHIPS: Married, works with
elementary school kids, and is connected
with VP and P.

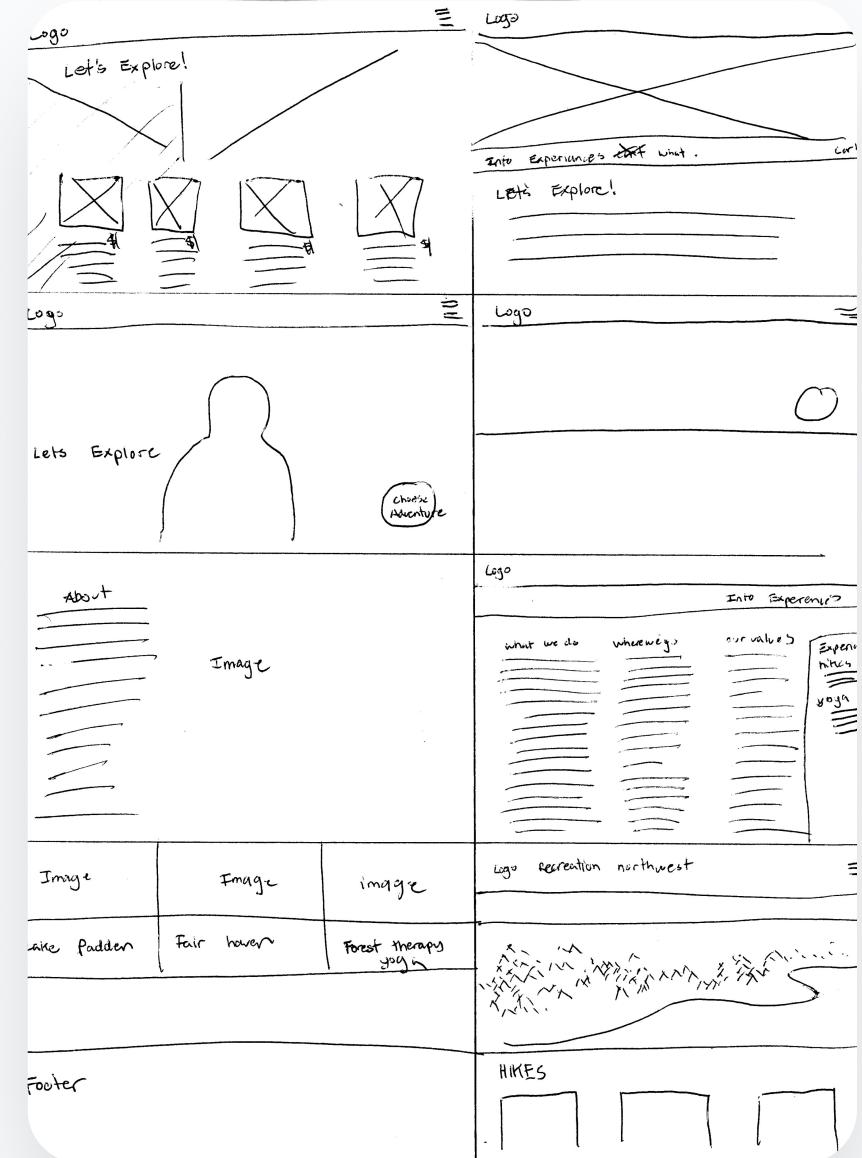
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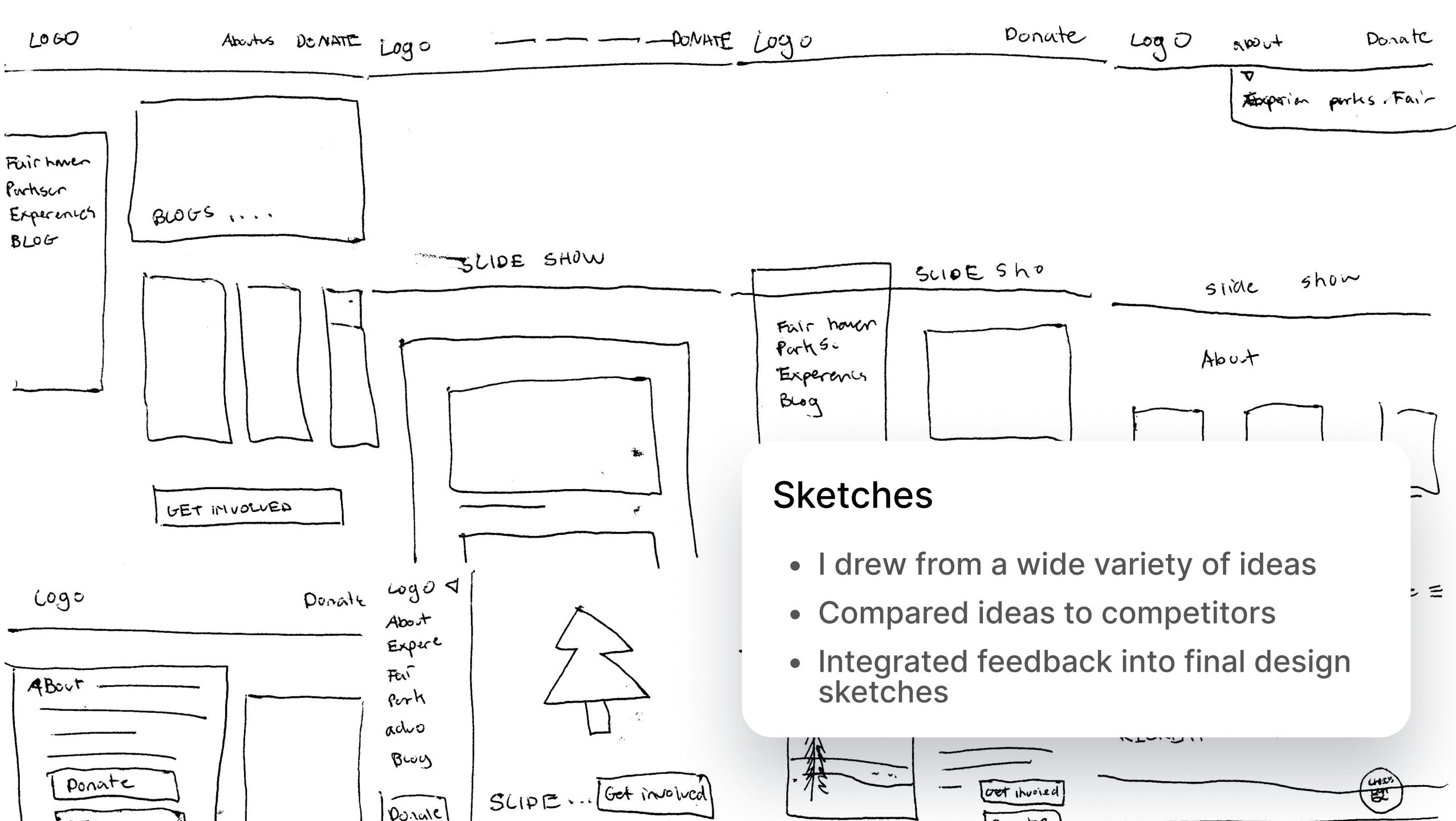
2. CONCEPTUALISE

3

Dived into sketching, and feed back process.

- Create wire frames
- Presented insights and sketches for review
- Integrated feed back into wire frames





Sketches

- I drew from a wide variety of ideas
- Compared ideas to competitors
- Integrated feedback into final design sketches

CREATION NORTH WEST AUDIT

- ① strengths and weaknesses
 - draw to donate button
 - has content
 - about about content
- weaknesses
 - cluttered
 - color profile is hard to read
 - multiple logos
 - bad placement
 - doesn't funnel people into movement to explain what the site and do on their home page
- ② COMPETITION
 - various outdoors project
 - YMCA
 - Wild Watson
 - After school activities
- ③ AUDIENCE
 - outdoors people of all ages
 - people who love fun
 - people working to purpose
 - people suffering from trauma and want to be our side
 - all types of people
- ④ Messaging
 - out on the idea that nature is important, both in physically and for mental health
 - making nature accessible
 - local efforts to involve people and steward scenery

⑤ positioning

- recreation north west is a key resource in real helping maintain parks
- less accessible than google but more involved
- strategically planning

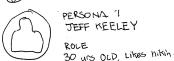
⑥ COMM

- blog
- website
- newsletter
- park descriptions

⑦ AGENTS

- website
- blog
- newsletter

⑧ CONTENT OUTLINE



PERSONA 1
JEFF KEELEY
30 yrs old, lives in Bellingham, has been live in Bellingham for about 6 years. Parent of 2, works as a contractor.

GEOGRAPHY wants to get involved with keeping parks and introduce his children to nature.

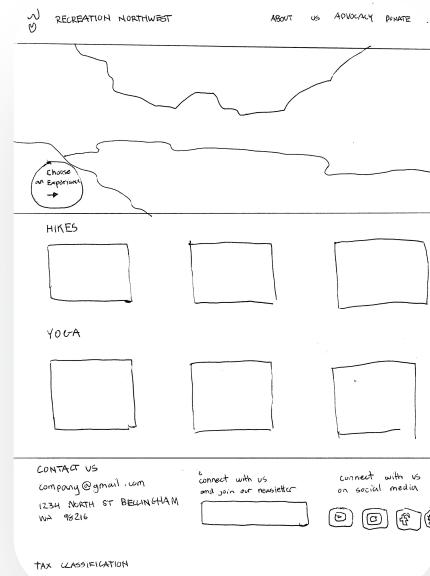
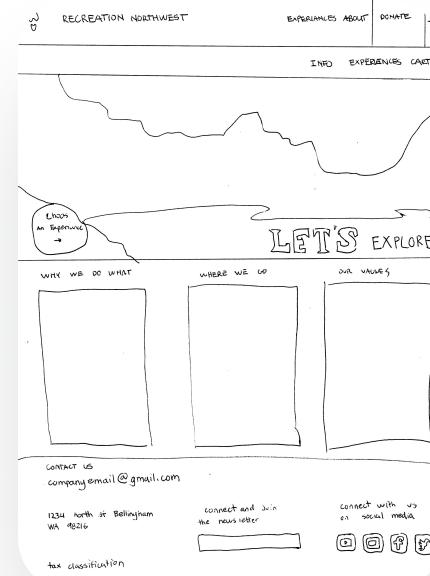
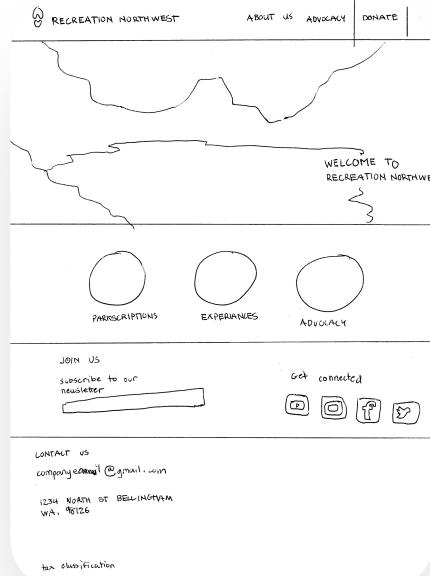
HABITS: likes hiking and is an est. place and runner. Works out and does construction.

TECH SKILLS knows how to use a computer well but doesn't have alot of time.

ENVIRONMENT: Use a phone and computer Google

RELATIONSHIPS: Married, has 2 kids and a wife

TAX CLASSIFICATION



Audit And Wire Frames

- Cluttered
- Information is heavy and disorganized
- Doesn't bring people to the information



Key takeaways

- Information needs to be adjusted into bite sized chunks
- Key information has to be accessible and inform the user
- Way finding needs to be integrated into the website so users can navigate with ease

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

- 1
- 2
- 3. DESIGN

Diving into the design process

- Should mobile be prioritized?
- What does wayfinding look like?
- What information was most important



- 1
- 2
- 3. DESIGN

Once the questions were answered, design commenced

- Created a color pallet and font
- Moved forward with a mobile-first approach
- Focus on homepage and funnel first



Recreation Northwest

[About Us](#) [Advocacy](#) [Donate](#)

Welcome to Recreation Northwest!

We teach the health benefits of nature, promote outdoor recreation, and steward the places where we play.

Parkscriptions
Recreation Northwest now offers daily walks and hikes for the public to get their recommended "Dose of Nature" in local Bellingham Parks.

Experiences
We curate local outdoor recreation and nature educational experiences in the outdoors for small groups of people.

Advocacy
In 2015, Recreation Northwest released The Economic Contribution of Outdoor Recreation to Whatcom County - 2015.

Join us
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Your email

Get Connected through social media and our blog

Our latest Confluence blog posts

Thanks to 2022 and YOU!
As we say goodbye to 2022, we'd like to extend our thanks to all of our community partners, volunteers (including our own board of directors) and our generous donors. Here's a brief "end of year" update on where your support has got us in the past year! Outdoor Classroom Project Status update We are planning... [Read More →](#)

Safety Fencing in Fairhaven Park
Outdoor Classroom project area
For those wondering about the orange fencing alongside the Fairhaven Park - 18th Street connector trail, we installed our safety fencing around our Outdoor Classroom. We are planning to break ground next week! Here's the pics... [Read More →](#)

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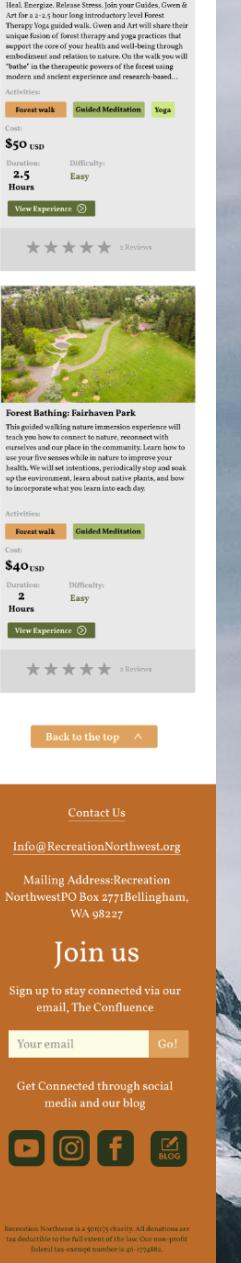
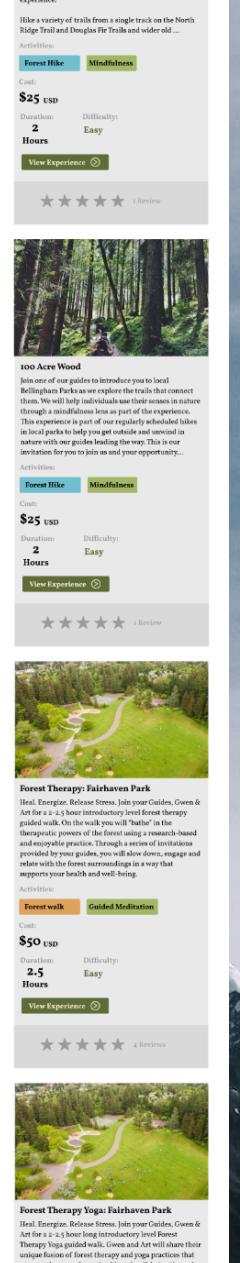
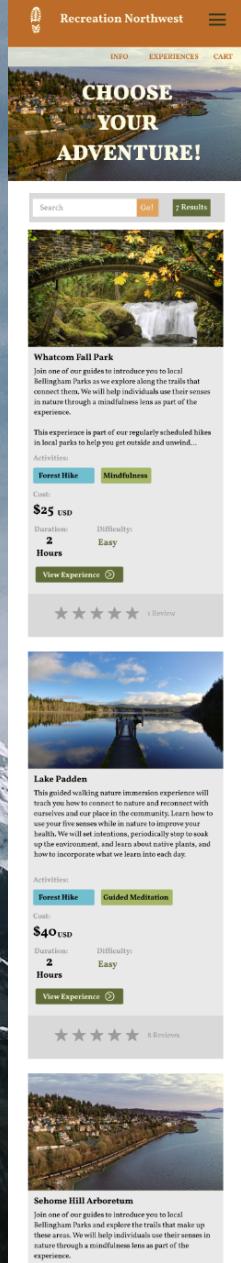
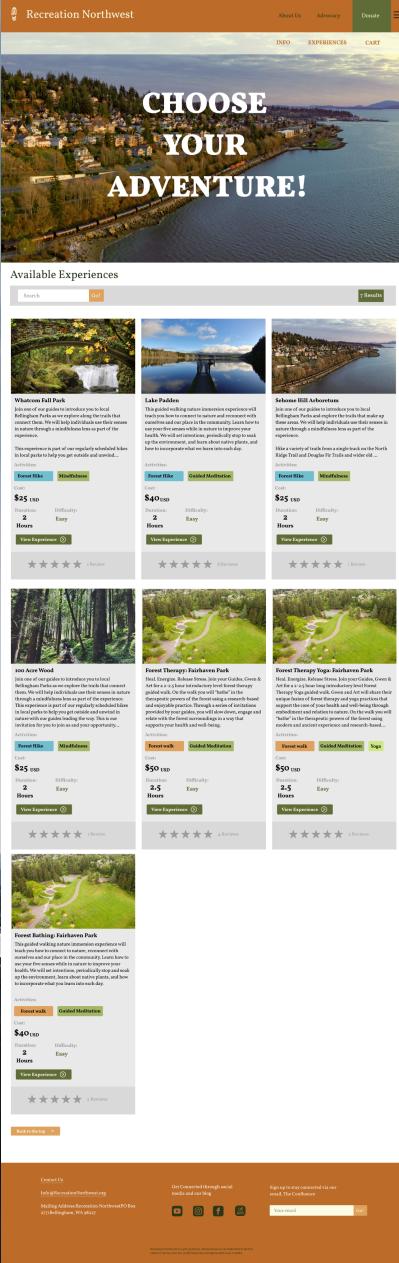
Design system

- I organized the home page into bite size chunks
- Created a consistent hierarchy
- Created portals to the most important pages of the website



Design system

- Added buttons to easily direct people to the list of experiences on the next page
- Added dynamic photos to better show what an experience might look like
- Filtered the information into small readable chunks



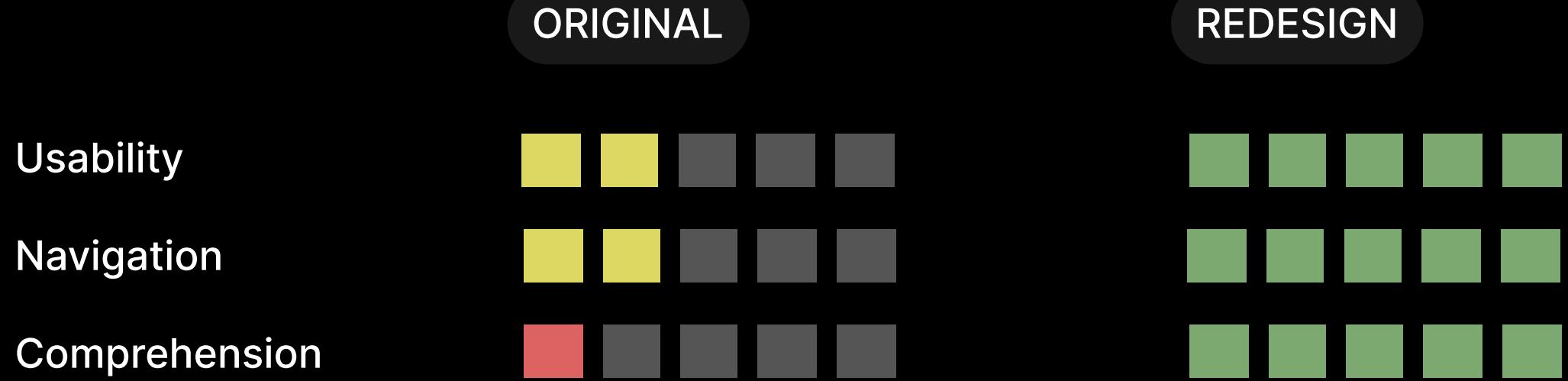
Design system

- Added buttons to easily direct people to the list of experiences on the next page
 - Added dynamic photos to better show what an experience might look like
 - Filtered the information into small readable chunks

USABILITY

I had 5 people test both websites and give them ratings from 1-5.

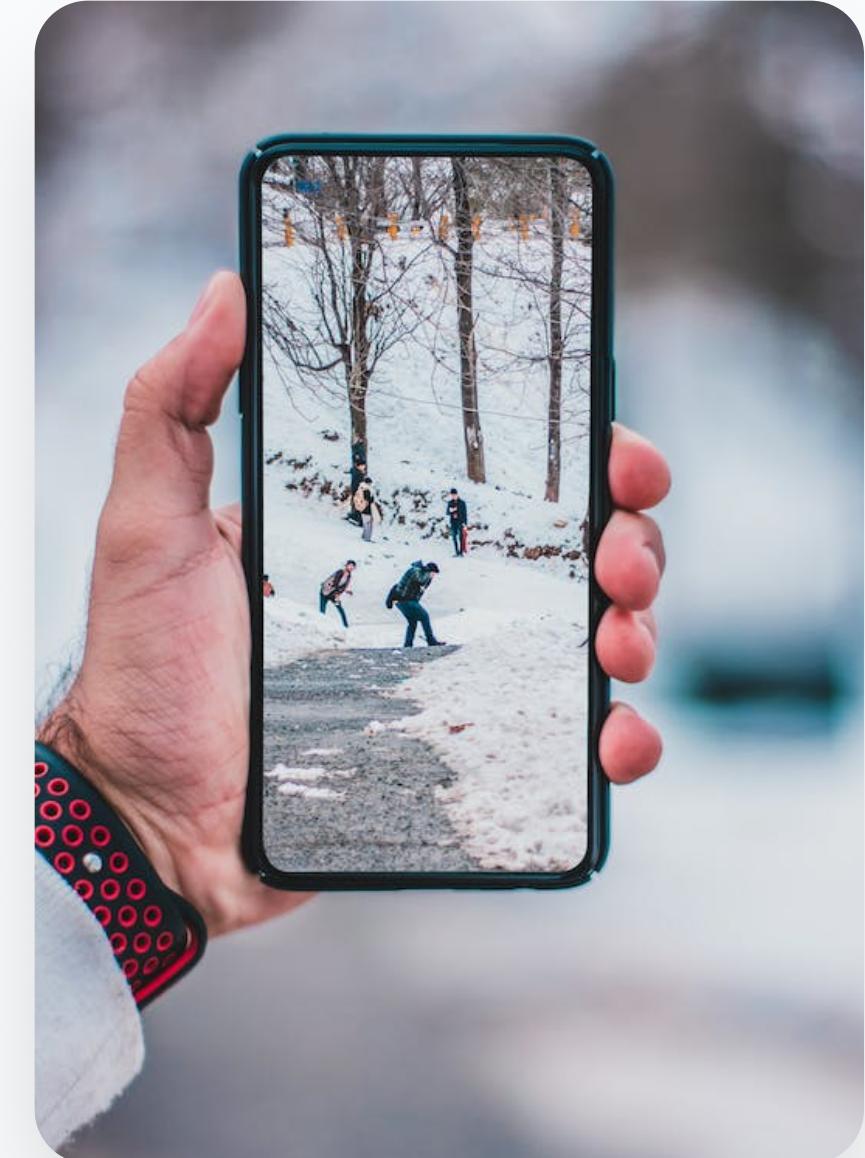




OUTCOME

Challenges

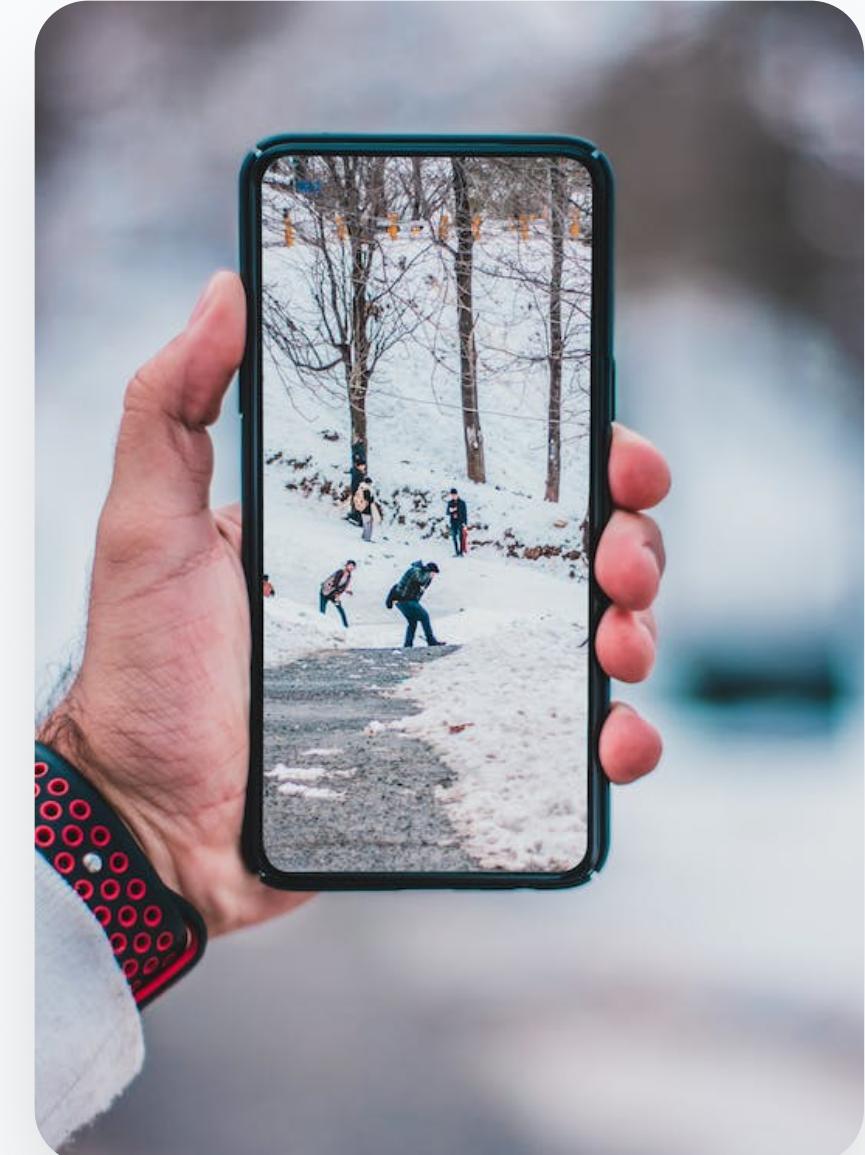
- Organizing information to be affective
- Creating a unique look that keeps things professional
- Creating effective pages that are familiar to users but maintain individuality



OUTCOME

Reflection

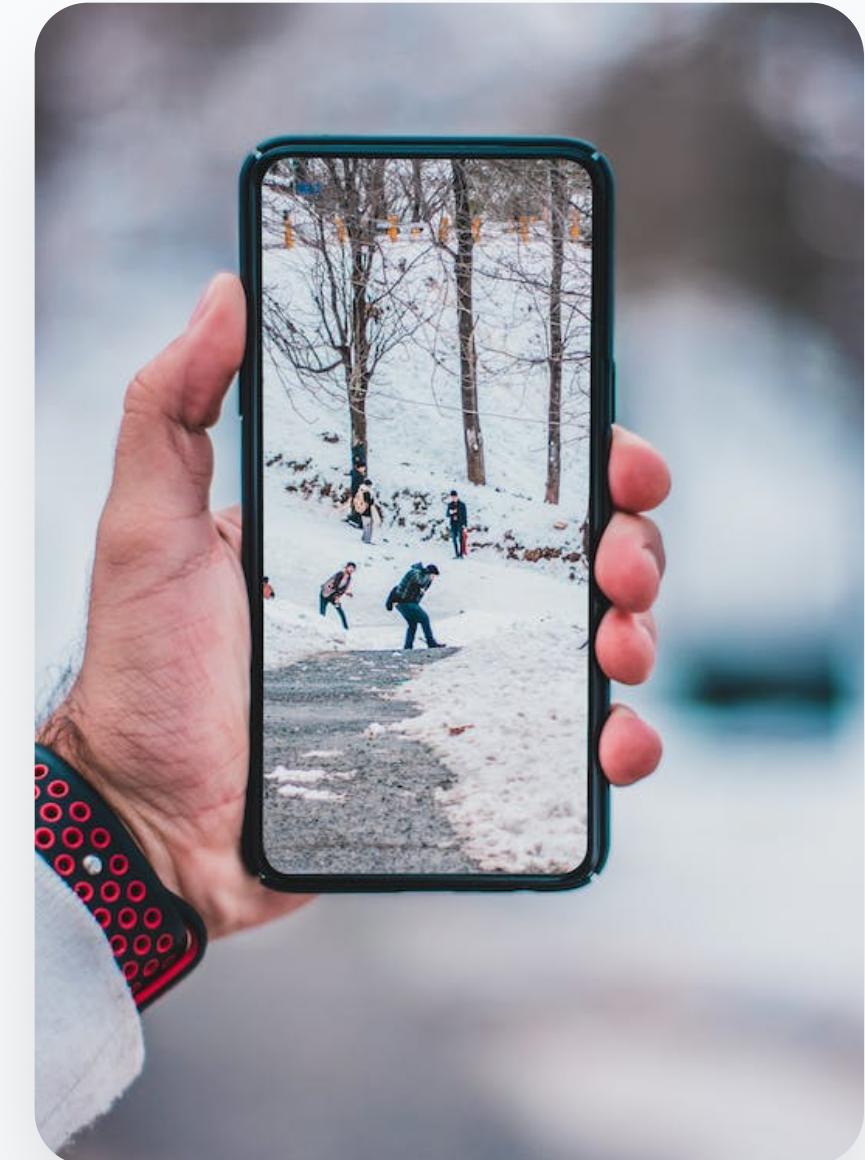
- Organizing the information and mapping out what information is needed would streamline usability
- Creating a home page with a personalized structure or gallery could be an effective way to draw people in
- Creating a faster onboarding process between the see first and third page would allow people to skip over unnecessary information



OUTCOME

Future Goals

- I would have liked to design more pages and try committing them to a web format
- Create an intentional type hierarchy
- Creating a more realistic user testing with working components



Case study — Recreation Northwest

THANK YOU

Torin Coffee

