**USER RESEARCH OBSERVATION**

Team Members: Elias Isele-Castillo, Anthony Poleski, Valeria Welsh.

Project chosen: Wisco Explore!

BRIEF DESCRIPTIONS OF EACH OBSERVATION

**Observation #1**

Denel, 23, Student/Afterschool Teacher

**Website(s)/apps(s) used**: Safari browser, google.com, devilslakewisconsin.com, goingtocamp.com,

**Scenario:** Reserving a campsite.

**Observation notes:**

Denel started by typing 'campsite reservation' into the default browser in Safari. This directed her to the yahoo search engine. She was not pleased to be directed to yahoo and closed the tab, then went to google.com. In google, she typed 'wisconsin state park reservations.' This took her to wisconsinstateparks.reserveamerica.com, which loaded a blank page. Annoyed, she hit the back button. She clicked on the devilslakewisconsin.com and navigated to the camping tab, and clicked 'camping reservations' from the drop-down menu. This link took her to goingtocamp.com. She remarked that she liked the layout, stating that it was very straightforward and that she liked that it contained all the state parks in Wisconsin and that she would continue to use goingtocamp.com in the future. The website had color-coded campsites, with green parks indicating that there were sites available for reservation. She initially did not read the information on the website detailing reservation instructions and felt temporarily lost, then went and re-read the instructions and found an available campsite. She completed the reservation process and stated that she found it very clean and easy.

**Pain Points:** She did not like being directed to an unfavorable search engine whilst using Safari and she was immediately fed up with the website that did not load properly when she initially opened it. She was temporarily confused by the available campsite list at goingtocamp.com before reading the guide.

**Summary:** She was able to find a campsite that gave her many options and had a simple color-coded list of parks and campsites along with instructions. She had no patience for websites that had trouble loading and was irritated that Safari directed her to yahoo's search engine by default.

**Observation #2**

Kailyn, 16, student

**Website(s)/app(s) used:** Koa.com, Dane County Parks, Devils Lake Wisconsin, DNR.wi.gov

**Scenario:** Trying to reserve a campsite.

**Observation notes:** Kailyn started at Koa.com and enjoyed the amount of available information, but did not like the confusing pages and clicked off because of it. She then went to Dane County Parks and liked the easily available updates, wondered where the campsites were, but clicked off because it seemed too fancy and the navigation was poor. She search for the Devils Lake Wisconsin camping site because it was a familiar area. She instantly said it had too many ads and the placement was poor. There was a lack of easily accessible information and the navigation was bad. She then went to DNR.wi.gov and did not like the color scheme, but she liked the amount of information that was provided. It had the ability to make a reservation. The navigation happened to be bad, because it did not indicate what page she was on. Over all it was the best one.

**Pain points:** Some of the pain points my user experienced were finding the reservation page, too little information, and poor user interface. She had trouble finding the reservation point on one page because it was too deep in the navigation. The poor user interface was directly related to having too many ads in all the wrong places.

**Summary:** In the end, the best pages had little ads and lots of information. The reservation tab was easy to find and the navigation had detailed titles and was not overflowing with options.

**Observation #3**

Tony, 19, student

**Websites(s)/app(s) used:** Google Chrome, https://www.danecountyparks.com/, https://www.travelwisconsin.com/places-to-stay/campgrounds

**Scenario:** Booking a campsite for the following weekend

**Observation notes:**

At the start of the interview, I gave Tony a laptop with no windows opened. He asked me for help couple of times and then decided to open Google Chrome, he typed “how to book a campsite” on the search bar, which did not help him. Then, he typed “book campsite in Madison” which let him to the Travel Wisconsin website, the site was confusing for Tony he told me that the all the information displayed on the screen was giving him a headache, I told him we could move forward to another website. Then he decided to look for “best campsites in Wisconsin”, and then he clicked on the link for the first option. It took him to the Dane County Parks website, which once again was a little confusing, but after a while clicking and navigating through the website he found a Reserve option and was able to choose a campsite and time frame for his stay.

**Pain Points:** The websites were confusing for him due to the amount of information being displayed, and the ads distracted him for what he was looking for.

**Summary:** Tony was able to book a campsite after a lot of navigation and confusing steps. The labels on the websites he clicked on were poorly designed and the information was difficult to find.

OVERALL NOTES

Three User Goals

1. Goal: Find a website to book the campsite.

2. Goal: Choose a campsite with the desired features.

3. Goal: Book a campsite online.

Three User Problems

1. Problem: Poorly designed navigation.

2. Problem: Confusing labels.

3. Problem: Too much information on the websites.