





#### 01 UNDERSTAND

**Low Fidelity Prototyping:** To understand the pages and the organization of the website's hierarchy, a simple start to the UI Design utilized the above wireframe sketch and wireframe map.

#### 02 RESEARCH

**Low Fidelity Prototyping:** Using a sketch book, we spent time brainstorming possible UI Design ideas to broaden option types while keeping various personas and scenarios in mind. The sketches were then refined with the addition of color.







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## Appalachian Mountain Club Delaware Valley UX DESIGN

PERSONAS SCENARIOS
BRIAN SMITH BRIAN SMITH BRIAN PARTICIPATED IN HIKES AND WOULLIKE TO BECOME A HIKE LEADER CARRIE JAMES CARRIE JAMES CARRIE JAMES
CARRIE SAMES CARRIE IS A NEW PARTICIPANT 33 / FEMALE OF AMC ACTIVITIES AND WOULD NEW PARTICIPANT OF AMC LIFE TO LEARN MORE ADOLT AMC
KEN BROWN T2/MALE Amc HIKE/BICYCLE LEADER THE SUBPRINTS THE REPORTS Amc HIKE/BICYCLE LEADER THE WEBSITE
KELLY CORMAKE KELLY IS A NEW LEADER AT 30/FEMALE AMC. SHE IS GETWIG STARTED LEADING EVENTS
1

## 03 ANALYZE

#### UX Research:

The rough concepts for the user interface were presented to multipule audience types and plans for personas and scenarios were developed. Each scenario included a user goal which would be what prompted the user to visit the website.

A UX research plan was created involving the personas and scenarions.

#### 04 DESIGN

**High Fidelity Prototyping:** The client decided to move forward with one of the rough sketches presented. Adobe XD was used to make high fidelity prototypes for all the major page layout variations.





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# RAUN

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## 06 ANALYZE

**The Website was Launched:** The website was launched in its full form revaming the whole interface with a newly upgraded format. The website QA team tested a list of common user goals against the new user interface & user experience.

### 07 ANALYZE AGAIN

#### UX Research:

A user experence research study was conducted with four personas that had three participants each. The 3 individuals were close matches in real-life for both age/gender. This is a total of 12 participants.All participants are asked to complete a tasks based on their scenario while using the staging (or testing) website. The UX research resulted in multiple pain points across the website. These pain points were identified and soon after resolved.

## ADDITIONAL NOTES

**Ongoing content updates:** There has been an ongoing effort to update the website as needed season to season. Multiple amounts of content are added every month. New features are added in since the initial launch. Website maintenance has been ongoing.

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