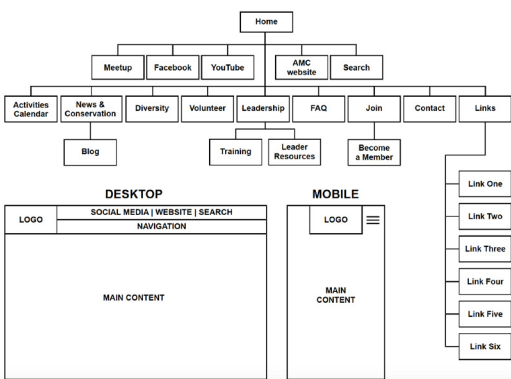


Appalachian Mountain Club Delaware Valley

UX DESIGN

01



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.

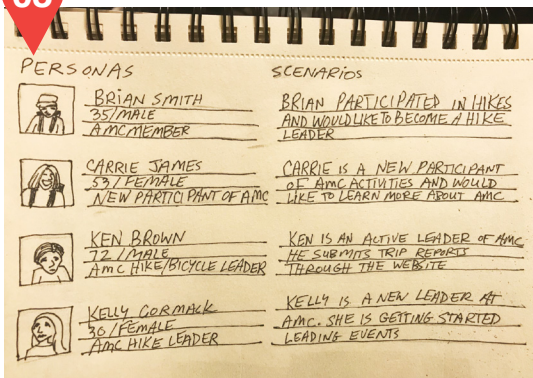
02



Appalachian Mountain Club Delaware Valley

UX DESIGN

03



03 ANALYZE

UX Research:

The rough concepts for the user interface were presented to multiple 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 scenarios.

04 DESIGN

High Fidelity Prototyping:

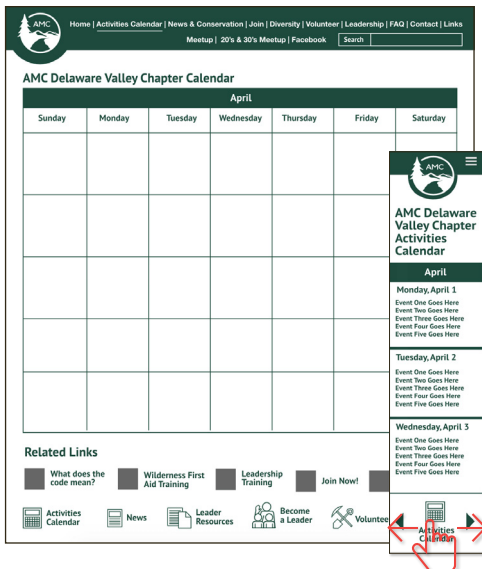
The client decided to move forward with one of the rough sketches presented. Adobe XD was used to make high fidelity prototypes for all the major page layout variations.

04



Appalachian Mountain Club Delaware Valley

UX DESIGN



06 ANALYZE

The Website was Launched:

The website was launched in its full form revamping 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 experience 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 task 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.