

Poznaj Góry - Responsive Website

Eng. Face the Mountains - Responsive Website

Mateusz Bis

Project overview



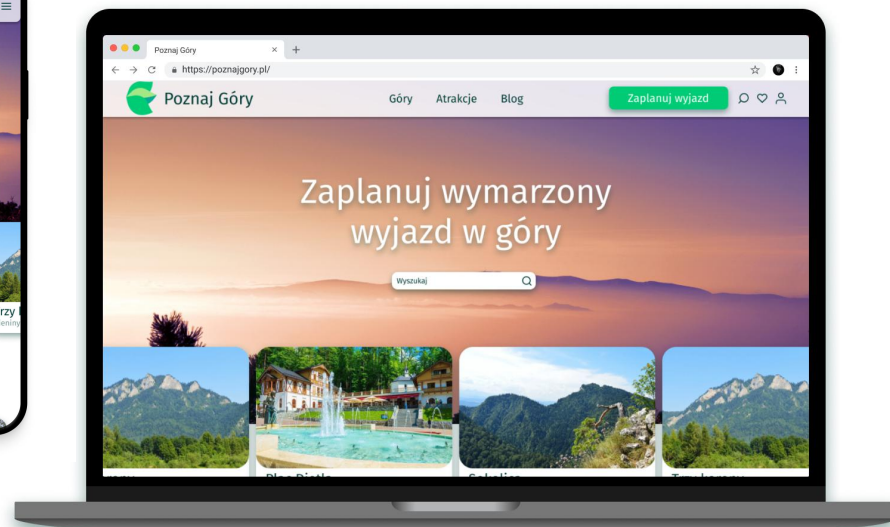
The product:

poznajgory.pl is a responsive website that serves as an attraction & mountain peak database and a booking portal



Project duration:

Nov 2021 - Feb 2022



Project overview



The problem:

Mountains are the treasure of Poland. They are unique in the scale of Europe and feature many UNESCO spots.

Despite this wealth, most people limit their holiday choices to a one, go-to mountain resort that is usually well-endowed and well-advertised.



The goal:

- make exploring the offerings of Polish mountains effortless,
- encourage people to try various areas and to soak up the local folklore.

Project overview



My role:

lead UX/UI designer and lead UX researcher



Responsibilities:

- Design Thinking research - emphasize, define, ideate,
- conducting interviews, surveys, usability studies
- creating wireframes and prototypes

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



6 participant completed a survey that contained questions related to the way they book accommodation and organise mountain trips.
With the help of the findings, I completed the Design thinking Empshasize & Define stages.

User research: pain points

1

Many places are
poorly documented

Even if equally interesting, many places that are not as popular as the main resorts offer little internet resources that could bring touristic traffic.

2

Mountain paths are
difficult to follow

Less popular mountain peaks happen to have faded tree signs along the routes, which increases the chances of getting lost.

3

research spoils the
sense of adventure!

Spending hours looking for the right village and then the right hotel or apartment is tiring.

4

Long queues at
popular spots

Especially on peaks like Kasprowy Wierch, Trzy Korony or Śnieżka, there are often lines of people waiting to get to the very top.

Persona: Agnieszka Zalewska

Problem statement:

Agnieszka IS AN amateur hiker WHO NEEDS a convenient way to plan hiking holidays BECAUSE she doesn't like surprises and wants to feel safe while hiking.



Agnieszka Zalewska

Age: 24
Education: tertiary, ongoing
Hometown: Jelenia Góra
Family: a boyfriend
Occupation: a psychology intern

"I've done it before and I can do it again."

Goals:

- visit sentimental places without waiting in queues
- Safely and easily get to the destination
- plan trips in advance

Frustrations:

- Tatra mountains and some peaks in the Sudety (e.g. Śnieżka) are crowded in the season
- little-known places are poorly marked
- There is not much information on how to behave in case of a storm or getting lost

About Agnieszka:

Agnieszka is an ambitious student on the final year of university and is preparing to write her Master's thesis. Born near the Sudety, she loves mountains, especially those of her childhood and the Tatra mountains. In the season, she frequently goes off to different mountain ranges and explores them with her boyfriend. Agnieszka believes that preparations are part of the fun - she equally loves packing as it ensures a great and safe time on the path.

User journey map

ACTION	Find an area to go to	Find accommodation	Find attractions to visit	Book accommodation & buy tickets
TASK LIST	A. search the web B. read reviews C. ask friends	A. visit booking sites – airbnb, etc. B. go through listings for the chosen area C. decide on a place	A. search the web B. look at maps C. find interesting spots D. check details, traffic hours, open hours, best route, reviews	A. book the earlier chosen accommodation B. book tickets for earlier chosen attractions
FEELING ADJECTIVE	<ul style="list-style-type: none">• unsure• Overwhelmed	<ul style="list-style-type: none">• Lost• Frustrated	<ul style="list-style-type: none">• Unsure• Overwhelmed	<ul style="list-style-type: none">• Excited• Satisfied
IMPROVEMENT OPPORTUNITIES	- a tool for finding areas to go to	- List accommodation facilities - provide filtering and sorting tools	- Provide plenty of facts and details - Show attractions on a map - Enable people to create list of places to visits, day plans, etc	- Let people add tickets and bookings to one cart and then check out so they can clearly see their spendings and later not worry about dates and money

Persona: Mikołaj Włodarczyk

Problem statement:

Mikołaj IS A head of a family WHO NEEDS to quickly organise attractions for his family on holidays BECAUSE he enjoys spending quality time with his family without much burden.



Mikołaj Włodarczyk

Age: 36
Education: tertiary
Hometown: Łódź
Family: married, a daughter
Occupation: an architect

"The best way to cheer yourself is to try to cheer someone else up!"

Goals:

- spend time with family
- do sports
- education
- break free from the daily routine

Frustrations:

- very little facts available about the local folklore, legends and architecture
- little information for runners and bikers
- trip planning is mundane + digital hiking solutions are not dependable

About Mikołaj:

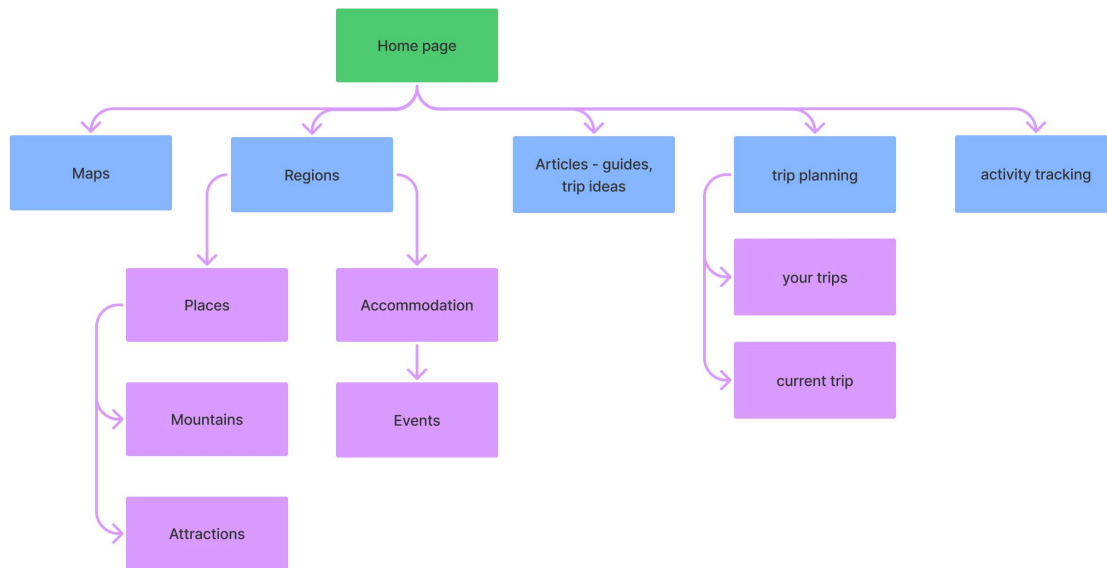
Being an active person, Mikołaj likes taking his family to the mountains from time to time. He loves hiking and cycling together but also enjoys solitary running sessions in the woods. Also, as a passionate architect he is keen on learning folklore and traditional constructions and when travelling, he often goes to local museums. He believes that the sense of adventure is the essence of mountains and doesn't want to think much about preparation but go straight on the path.

User journey map

ACTION	Look for attractions	Check details	Talk to family	Plan the trip
TASK LIST	A. visit blogs, online services B. talk to friends, ask locals C. read brochures	A. check if there are shops or restaurants nearby B. check difficulty C. read reviews	A. Talk options over to see if they are suitable	A. consider commuting with different means of transport B. book seats or buy tickets if available
FEELING ADJECTIVE	<ul style="list-style-type: none">• Irritated• Confused• Impatient	<ul style="list-style-type: none">• Nit-picking• Overwhelmed	<ul style="list-style-type: none">• Hopeful• Glad	<ul style="list-style-type: none">• Focused• Impatient
IMPROVEMENT OPPORTUNITIES	- List attractions in convenient one place - Show special offers, personalised listings	- Provide a wide range of details - Ephasize key details that are imprtortant for the user - compare places		- Show a commute map - a tool for buying tickets

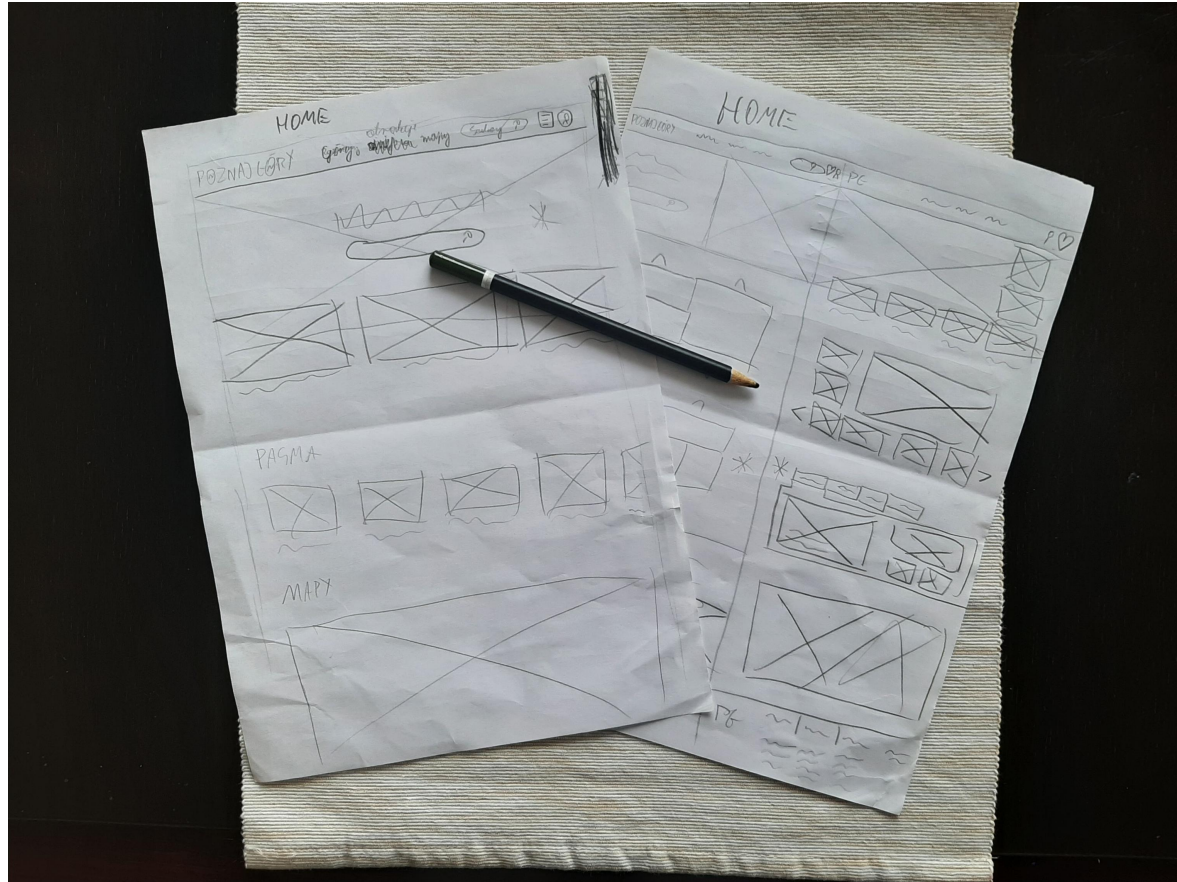
Sitemap

The Sitemap is a combination of a hierarchical and a database model - Maps, Regions, Place & Accommodation are searchable



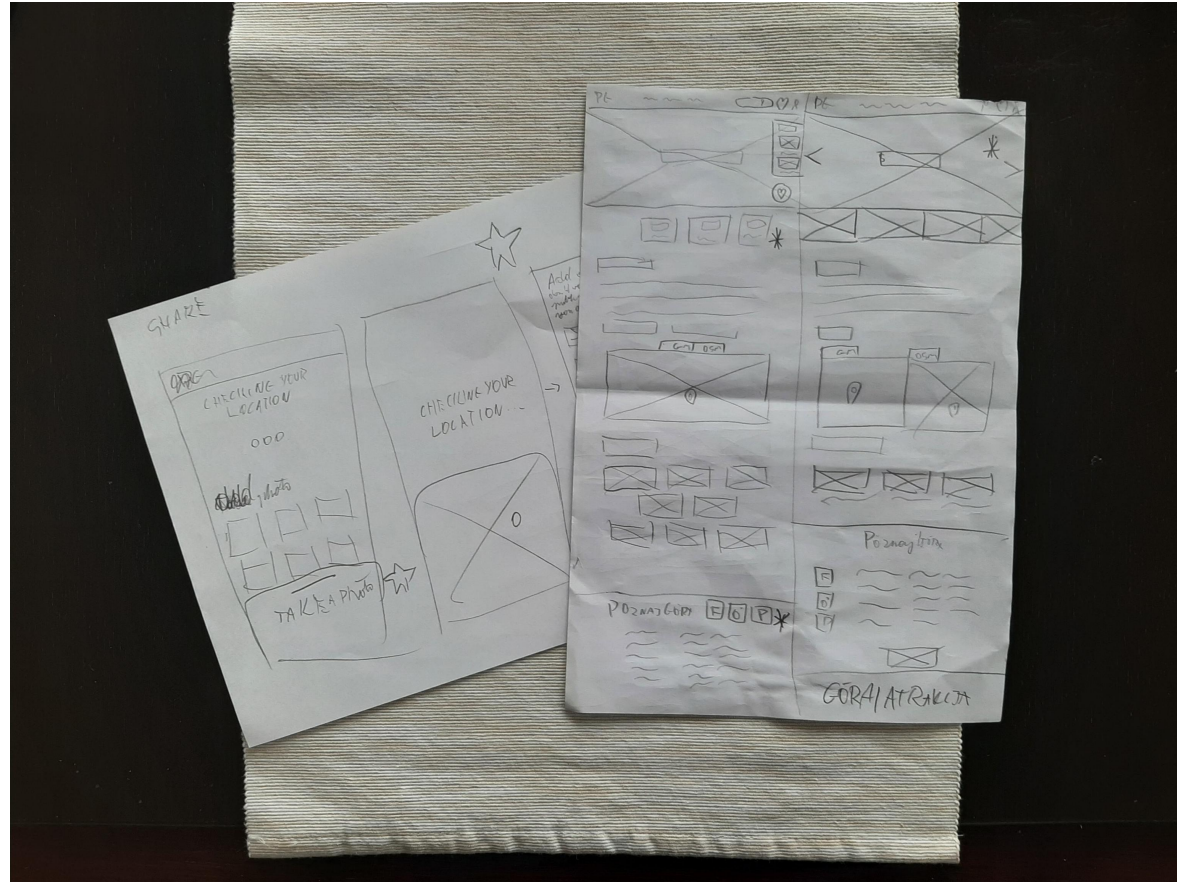
Paper wireframes

The goal was to try as many ideas from the Ideation Phase as possible. And have fun!



Paper wireframe screen size variation(s)

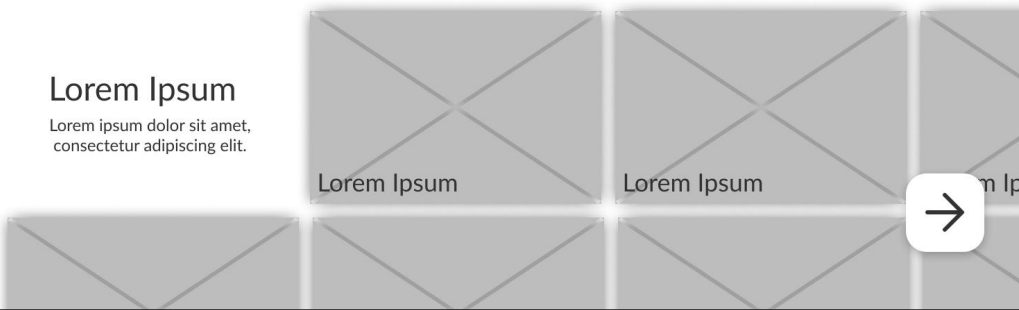
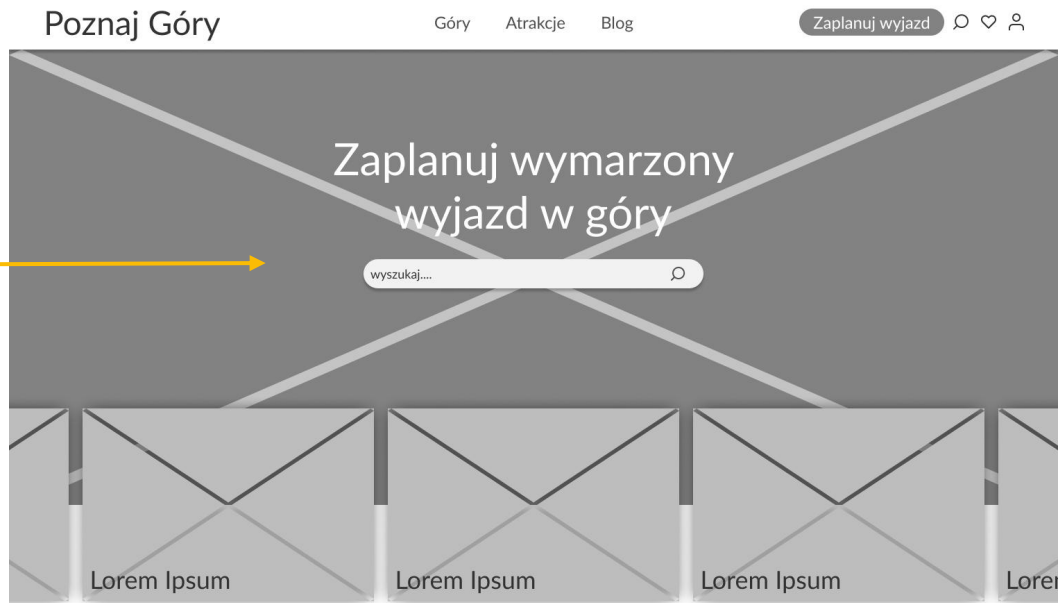
Once I knew which ideas to realise, I prepared separate mobile & desktop versions.



Digital wireframes

Search bar is right at the center for users that would like to find out information about a specific place

Trip ideas above the fold aim to encourage exploration



Digital wireframe screen size variation(s)

I decided to use the
progressive enhancement
method (starting from the
smallest screen) which
turned out to be very easy
in terms of scaling



Sokolica

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultrices at mi ut semper.

Jesteś tu?

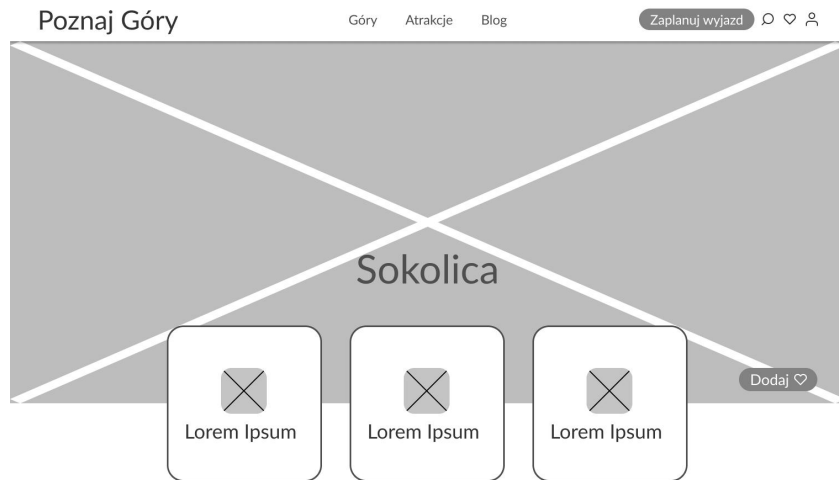
Odbierz punkty

Fakty



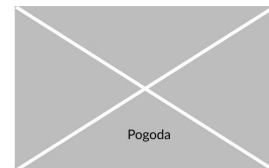
Powia

Dodaj do planu



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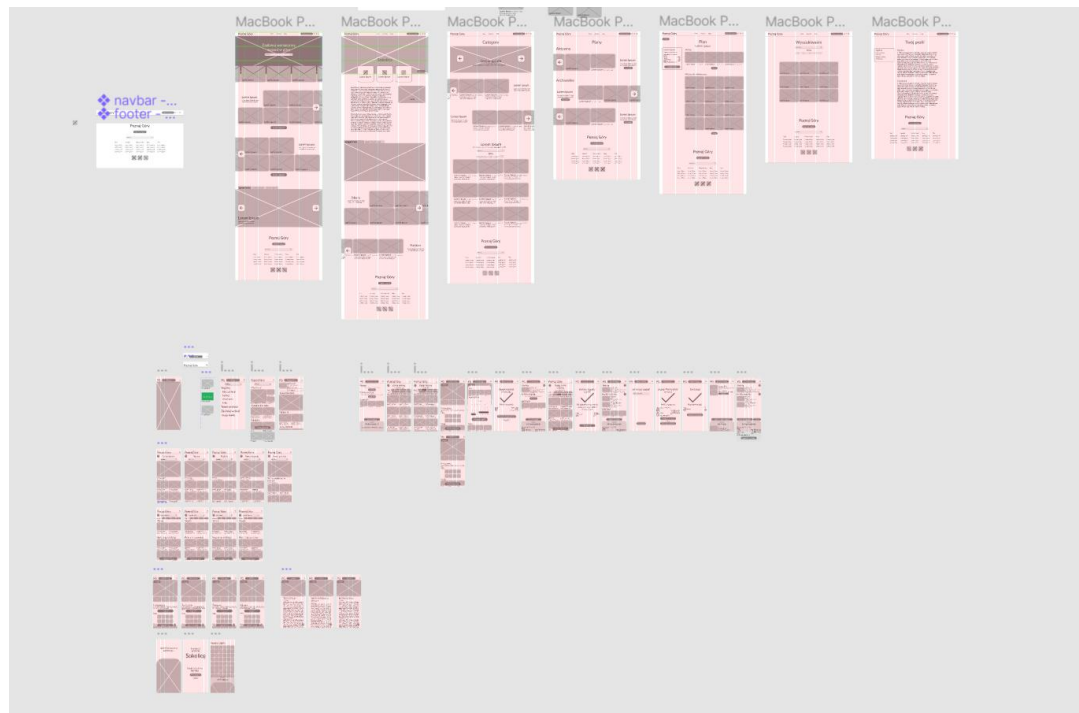
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Low-fidelity prototype

link:

<https://www.figma.com/file/a9yTu9gQRhjpf0hZQuzYLa/Poznaj-G%C3%B3ry---prototypes?node-id=532%3A1678>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Poland, remote



Participants:

6 participants



Length:

15-25 minutes

Usability study: findings

The study motivated me to greatly simplify the structure of the site.

1

Finding

Mountains are
considered as Attractions
or Places

2

Finding

the links to the planning
tool are not clear

3

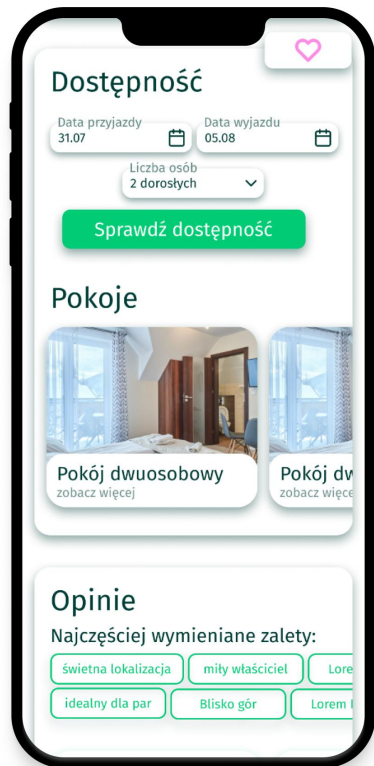
Finding

most users think
organising a trip takes too
long

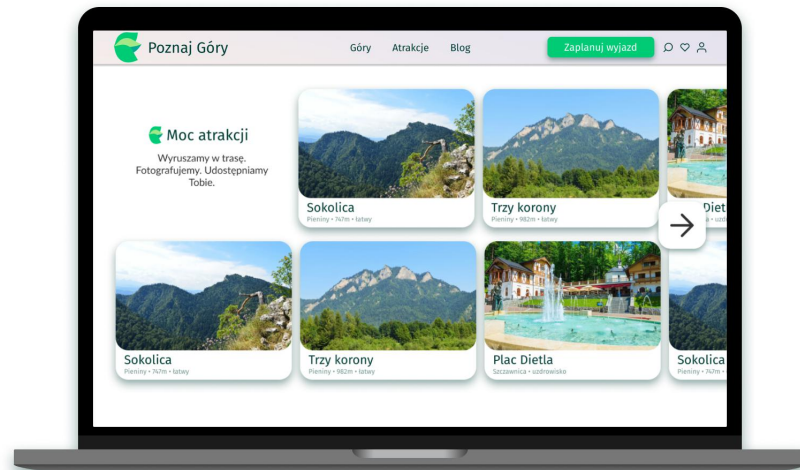
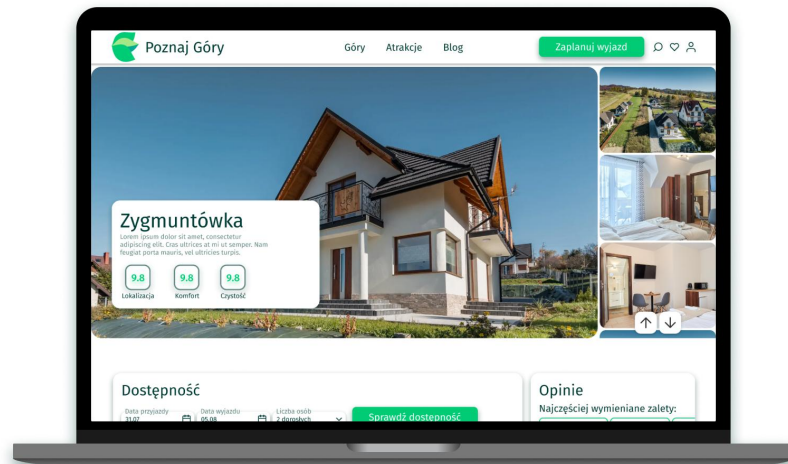
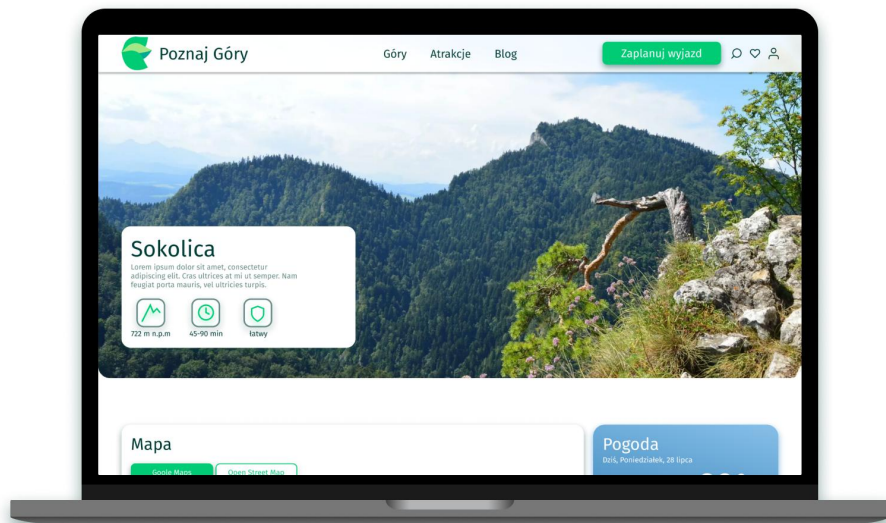
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups



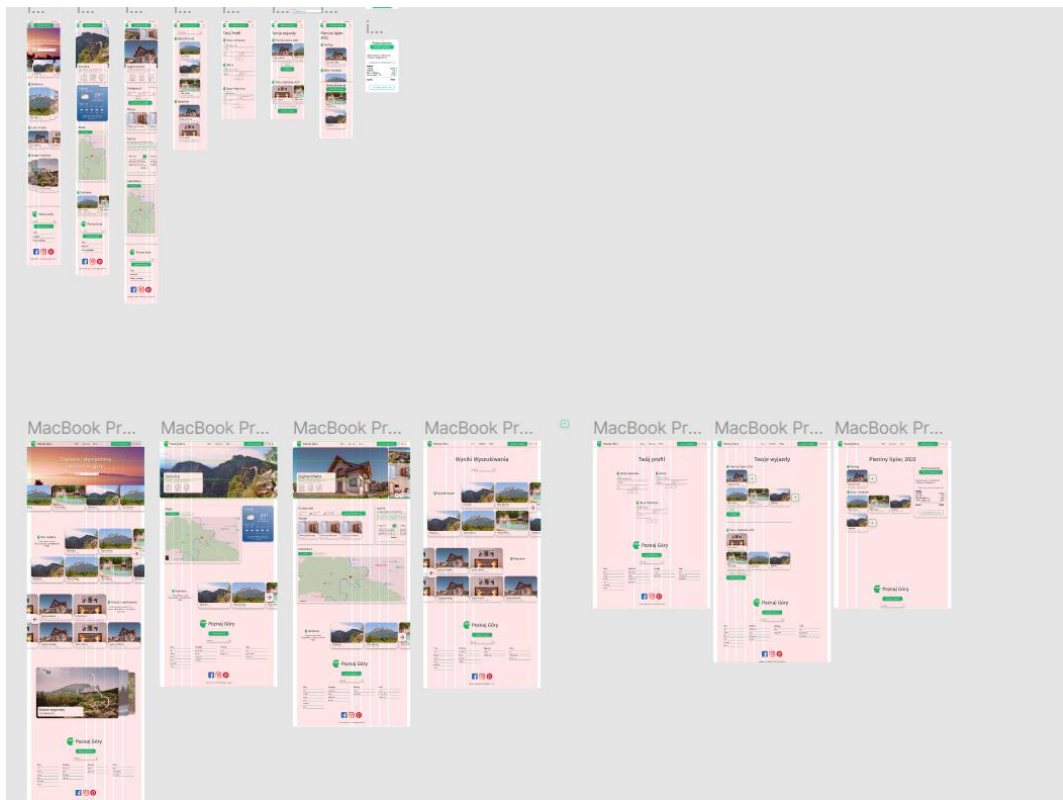
Mockups



High-fidelity prototype

link:

<https://www.figma.com/file/a9yTu9gQRhjpgf0hZQuzYLa/Poznaj-G%C3%B3ry---prototypes?node-id=800%3A7414>



Accessibility considerations

1

Every place, summit and attraction a description underneath, in case the image is not visible

2

Dark text on white background enhances has visibility

3

Hierarchical Headers ensure that screen readers will appropriately interpret the website

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“Yes, I think that this function would be useful, knowing the estimated route length and possible fees are important data for me when organising a mountain trip”

“Tak, myślę, że funkcja byłaby przydatne, dla mnie ważne rzeczy, gdy planuje góry to szacowany czas trasy i opłaty“



What I learned:

- creating wireframes for various screen sizes
- creating prototypes for various screen sizes -
- conducting usability studies on maze.co

Next steps

1

Hand off the design to the engineering team

2

Gather images, descriptions and other assets about the places, peaks, etc. that will appear on the site

3

Measure KPIs so as to check if the goals have been met

Let's connect!



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