ASU Project Cities
Web User Experience for AJ Visitors

Positively Apache Junction – TWC 544: User Experience

Dr. Tatiana Batova
• Online
• Multiple majors
• Multiple locations
• Graduate
• 7.5 weeks
User Experience

a person’s perceptions and responses that result from the use or anticipated use of a product, system or service.
User Experience of https://www.ajcity.net/

- Inform potential visitors about positive attributes of AJ
- Encourage visitors to spend time and money in the city
Learn about users

Ideate

Build prototypes

Test
Know Thy Users!

- Content audit
- Comparative analysis
- Web Analytics
- Usability test
- Survey
- Interview
- Card sort
Findings

• Good visual appeal
• Attractive video
Findings

• Not finding what I’m looking for
• Too much information
• It takes too long
• Where am I? How did I get here?
  How do I go back?
• Getting redirected
• Having to use search function
• Google
• It’s not right on my smartphone
Recommendations

• Simpler navigation categories for visitors
• Snippets of information on area attractions
• Working links
• Searchable calendar of events
• Sortable information about lodging & dining
• Only information relevant from visitors’ point of view
• Mobile-friendly/responsive design
• Updated keyword search
Personas
Visitor archetypes
Their goals and tasks

Scenarios
The stories of the interaction with the website

**Janet the Curious**
Outgoing, Intellectual, Adventurous

Age: 69
Location: Minneapolis, MN
Family: 2 kids, 2 grand kids
Status: Married
Job Title: Retired

**Internet Expertise:**
Beginner

**Goals:**
- Find hiking trails in the Superstition Mountains.
- Hike a new trail each week while visiting for the winter.
- Learn about the history of Apache Junction and the surrounding area.

**BIO:**
Janet and her husband love to stay active and check things off of their bucket lists. They spend a lot of time geocaching, helping them to stay physically fit and explore new areas. Lately, Janet has spent a lot of time hiking. She knows that Apache Junction has many trails among the Superstition Mountains, yet has never been there before.

**Scenario 1:**
Janet is looking on the Apache Junction Visitors’ web page to find hiking trails in the Superstition Mountains. She looks at the Parks and Recreation tab and has no luck with seeing anything related to hiking trails. She goes back to click the Things to Do tab, and sees the link for Lost Dutchman State Park. She knows there is hiking there, however continues looking on the page for a hiking link. One of the images rotating at the top of the Things to Do page says hiking, so she clicks that picture. She’s taken to the Forest Service website and finds a hiking tab. Clicking leads Janet to a list of trails in the Superstition Mountains. She notes some trails, to find coordinates in her GPS, and then closes the browser window.

**Scenario 2:**
Janet is seeking information on the museum about the Superstition Mountains’ history and she heard there were some movie props from westerns that were filmed in the 1960’s. There was even a film with Elvis. She goes to the Things to Do tab and finds the link to the Superstition Mountain Museum – the link does not work which makes her frustrated. Janet’s next attempt is to watch the video on things to do in Apache Junction, which tells her some history about Apache Junction. It also tells her about the movie set “Apache Island”. Here, she finds the link to the Superstition Mountain Museum. She clicks for more information and decides to visit.
Prototype 1: Looking for Museum

Apache Junction’s own
Superstition Mountain Museum
Open everyday 9AM – 4PM (closed holidays)
Adults $5 | Seniors (55+) $4
Children (under 17 with adult) FREE
Visit Website

About the Superstition Mountain Museum

Lying at the foot hills of the awe-inspiring Superstition Mountains in central Arizona, the Superstition Mountain Museum offers commanding views of the Valley of the Sun. Today, hikers, horseback riders, photographers and tourists come to enjoy the pleasures, beauty and wonder of these fantastic mountains, now preserved in the Superstition Wilderness Area for posterity to enjoy. Many are curious about the history and mystery of this intriguing area and visit the museum for the exhibitions. Exhibits include the Apache Land Barn, the Elvis Chapel, the last surviving structures from ApacheLand Movie Ranch: a huge 2D-stamp gold mill, a mountain men camp, Western storefronts, and a labeled Nature Walk.
Prototype 2: Hiking
Thank you!

tbatova@asu.edu