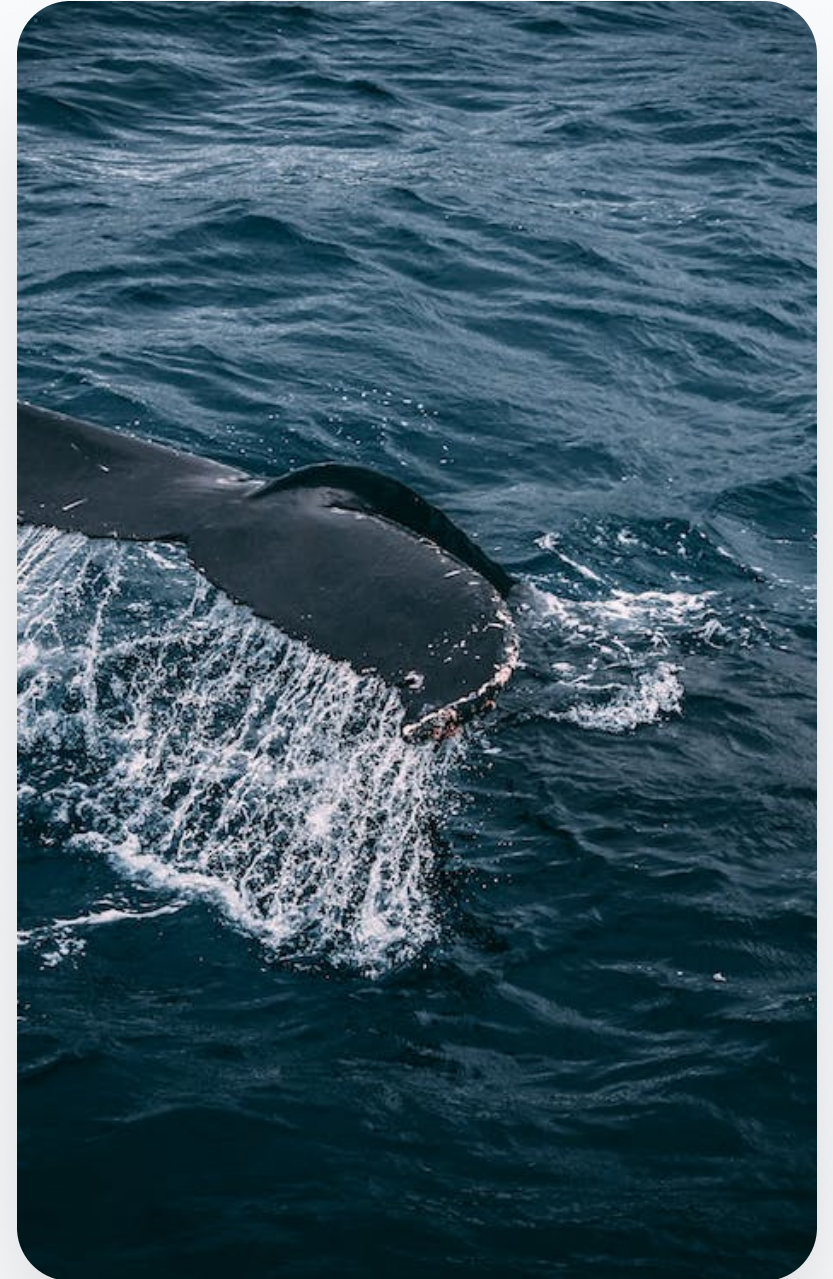
A scenic landscape photograph of a turquoise mountain lake. In the foreground, a man and a woman are sitting on dark, jagged rocks. The man, wearing a grey hoodie and a colorful beanie, is pointing his right hand towards the lake. The woman, wearing a dark jacket, is sitting next to him, looking in the same direction. The lake's water is a deep turquoise color, reflecting the surrounding mountains and sky. The mountains are steep and rocky, with patches of green and brown vegetation. The sky is filled with soft, white clouds. The overall mood is peaceful and majestic.

Helping people connect  
with nature.



## THE CONTEXT

Recreation Northwest is a non-profit teaching the health benefits of nature, promoting outdoor recreation, and stewardship of the places where we play





## THE PROBLEM

Website users have a hard time understanding and navigating through their website because website is information heavy and disorganized.



THE OBJECTIVE

Research, strategize and design an experience to help users sort through information, and navigate through the website.



1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN



1. EMPATHISE

2

3

## Lacked understanding in customer wants, needs and expectations.

- Current frustrations and pain points?
- What did they really want?
- What did they really need?





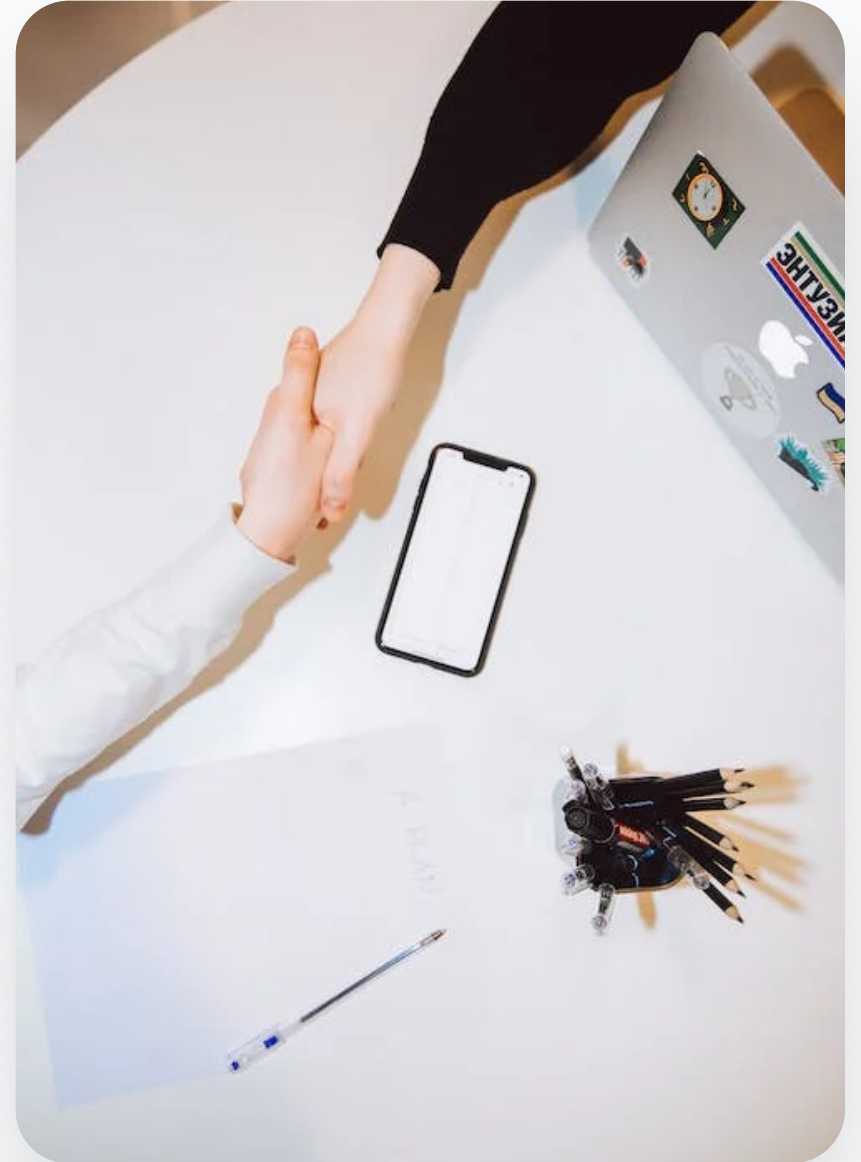
1. EMPATHISE

2

3

## Jumped into user interviews and testing the old website.

- 3 user interviews
- Walked through trying sign up for an experience through through the the website
- Mapped out a competitor and SWOT analysis



A dramatic landscape photograph of a snow-capped mountain peak under a cloudy sky. The mountain is dark and rugged, with patches of snow. The sky is filled with soft, horizontal clouds. The overall tone is cool and atmospheric.

## User interviews

- Website has too much information
- It's hard to understand if things are a service and how to sign up
- Website is difficult to navigate



1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

1

2. CONCEPTUALISE

3

## Original Webflow

- Disorganized information
- Lack of intuitive design
- Information heavy



# Recreation Northwest

We teach the health benefits of nature, promote outdoor recreation, and steward the places where we play.

## Outdoor Classroom

Recreation Northwest

Please help us transform our Stewardship project in Fairhaven Park into an Outdoor Classroom!



There are many formal groups that use Fairhaven Park's trails and the 100 Acre Wood urban forest for their outdoor activities and environmental education programs. There are also informal groups and individuals who utilize the available spaces to be outside. Having dedicated places for people to connect with one another and with nature is core to an outdoor education program approach.

## Custom Experiences



We offer custom Nature Immersion, Nature Therapy, Nature Therapy Yoga, and Hike options through our Parkscriptions program. Anyone is able to sign up for a [guided experience](#) or you can talk to your healthcare provider to work with us to figure out what works best for you.

## Parkscriptions at Options High School

## Parkscriptions™ PROVIDER

Parkscriptions™ connects patients with positive outdoor experiences for healthier lifestyles and improved mental and physical health.

Ask your health care provider for a Parkscription today!



Find Parks, Providers & Programs at: [Parkscriptions.org](https://www.parkscriptions.org)

Recreation Northwest

We have partnered with Bellingham's Options High School working with teachers in their classes to improve the health of students through nature exposure, mindfulness practices, and place-based education. [Read the Overview.](#)



# Outdoor Recreation & Nature Education

## Our Classes & Tours

### Welcome,

Hello, we appreciate you taking the time to dig into our **Outdoor Recreation & Nature Education** information page. This is a layout of the **Who, What, Why, Where, When & More!** of this new program launched in June 2021. We hope you'll join us outdoors.

## Who We Are

Recreation Northwest provides opportunities for people to be introduced to beginner and intermediate experiences learning outdoor recreation skills, enjoying the health benefits of being mindful outdoors through immersive experiences in nature, and have a local guide lead you by foot, or bike to connect our parks and our people together through adventure and storytelling. We have a [rich history](#). This is [Our CREW!](#)

Our Mission: We teach the health benefits of nature, promote outdoor recreation, and steward the places where we play.

### **Bellingham Headquarters**

1126 N. Forest St.

Bellingham, WA 98225

## What We Do

We curate local outdoor recreation and nature educational experiences in the outdoors for small groups of people. We provide sustainable transportation alternatives via a van shuttle and recreational experiences by foot, or bike. We take care of you. See [Scholarship Opportunities](#).

## Why We Do What We Do

# Custom Experiences

## Hikes

[Hike Bellingham: 100 Acre Wood](#)

[Hike Bellingham: Whatcom Falls Park](#)

[Hike Bellingham: Sehome Hill Arboretum](#)

## Forest Therapy / Forest Therapy Yoga / Nature Immersion

As a public health professional and Director of Programs, Elizabeth Nelson will be our lead Forest Bathing / Nature Immersion guide working with guests. People will learn methods for mindfulness in nature, essential outdoor recreation skills, and familiarity with the landscape. As stewards of our public lands, we will also demonstrate how to recreate responsibly, leave no trace, and show respect for others as we enjoy our public parks, open space, and waterways.

Gwen Fluhr (they/them) and Arthur Sherwood (he/him) have been guiding trips around the world since they met at IU Outdoor Adventures in 1998. Gwen and Art returned to the lands they live upon in the PNW to guide others into the forest for connection, healing, and embodiment through forest bathing/therapy and yoga practices. They are a well-balanced team influenced by following their interests and passions for bringing about change and helping others transform their lives. Together they hold professional certifications in Forest Therapy, Yoga Instruction and Coaching.

[Lake Padden](#)

[Fairhaven Park](#)

[Forest Therapy Yoga – Fairhaven Park](#)

[Forest Therapy – Fairhaven Park](#)

1

2. CONCEPTUALISE

3

Now that I had gathered insights, I could move forward on problem solving.

- Understand what isn't working
- Start problem solving and organizing information
- Created user personas

#### PERSONA CONT.

Before and after: connected to an out doors community  
Associations: likes brews culture, works outside



#### PERSONA 2

Amanda Robyn  
Role: community outreach for local bank

DEMO: Lives in Bham

GOALS: FINDING a non profit for her ~~logistics~~ banks non-profit program

HABITS: is somewhat out doors, loves the PNW. wants her bank to be seen as out doorsy and connect w/ peoples interests

Tech skills: desktop worker

ENVIR: →

RELATIONSHIPS: Climbs, bank manager and company reps.



#### PERSONA 3

CASEY CAMPBELL

ROLE: teacher

DEMO: Lives in Bham, married

GOALS: wants to start a program for ~~their~~ his school that connects kids with the out doors

HABITS: Not super ~~out~~ outdoorsey, has lived in bham and has some experience hiking and bikes to work in the spring and early september.

RELATIONSHIPS: Married, works with elementary school kids, and is connected with VP and P.



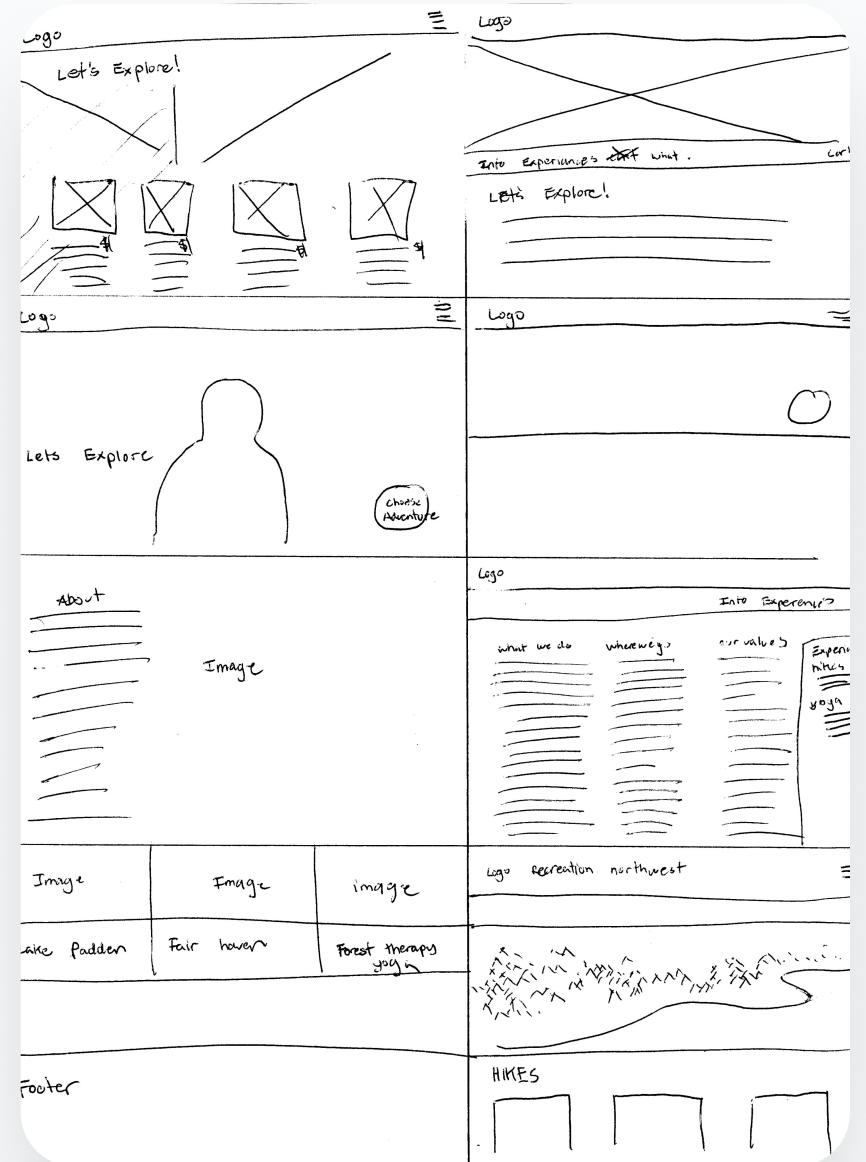
1

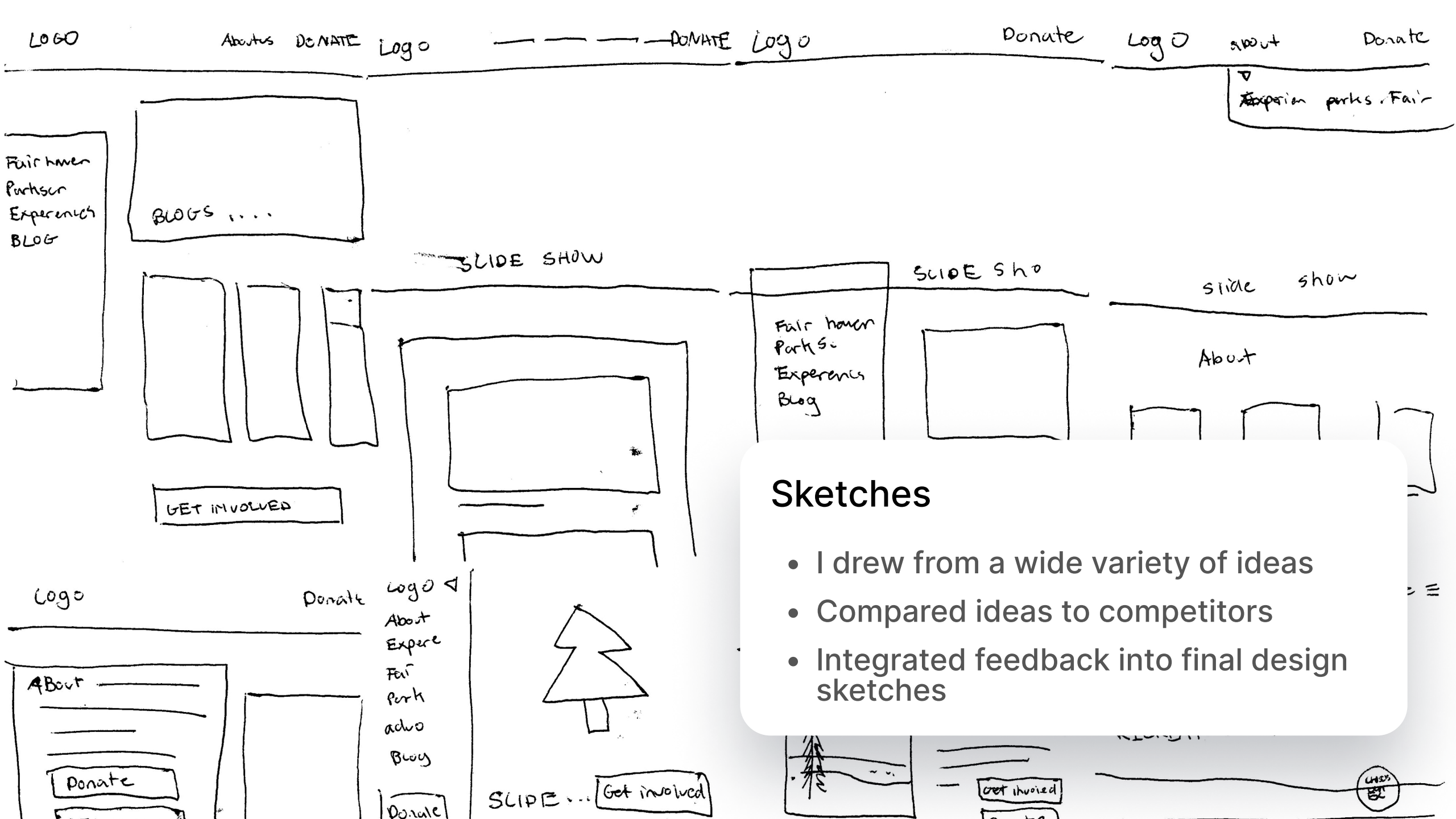
2. CONCEPTUALISE

3

## Dived into sketching, and feed back process.

- Create wire frames
- Presented insights and sketches for review
- Integrated feed back into wire frames

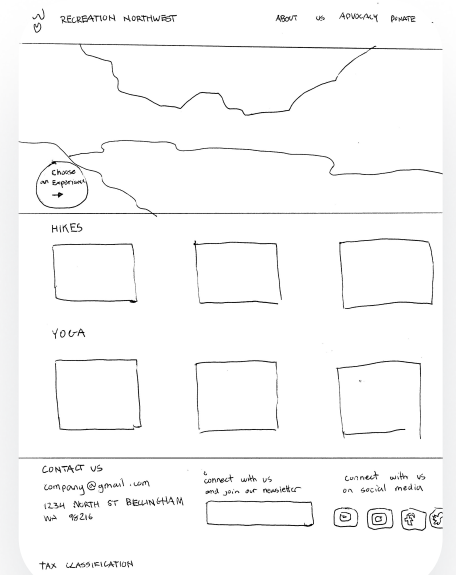
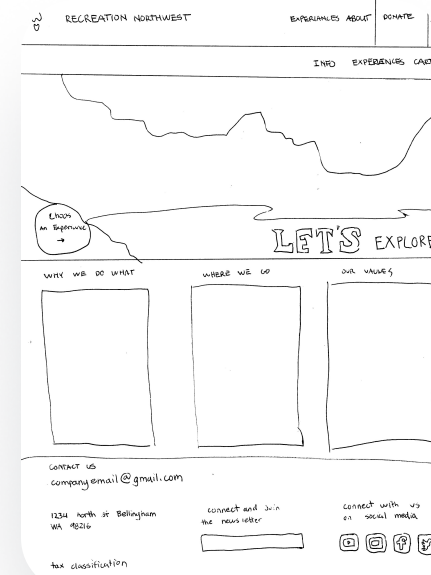
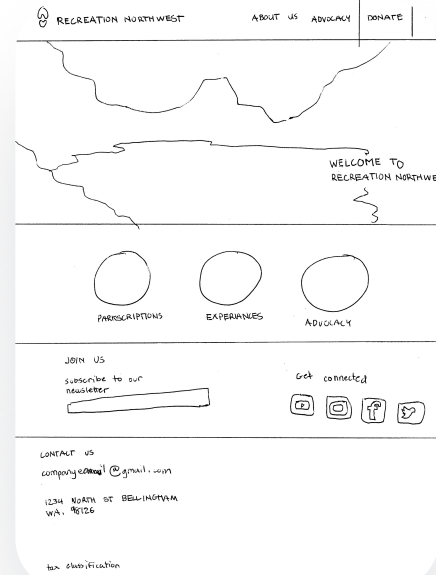




## Sketches

- I drew from a wide variety of ideas
- Compared ideas to competitors
- Integrated feedback into final design sketches

- CREATION NORTH WEST AUDIT**
- ③ strengths and weaknesses
    - draws to donate button
    - has content
    - Rebut about content
  - weaknesses
    - cluttered
    - user profile is hard to read
    - multiple logos
    - bad placement
    - doesn't funnel people into involvement or explain what the org and do on their home page
  - ② COMPETITION
    - Vámos out doors project
    - YMCA
    - Wild Watcom
    - After school activities
  - ⑤ AUDIENCE
    - out doors people of all ages
    - people who are fun
    - people looking to purpose
    - people suffering from trauma and want to be out side
    - All types of people
  - ④ Messaging
    - Built on the idea of ~~importance~~ that nature is important, both in physically and for mental health
    - making nature accessible
    - Local efforts to involve people and steward scenery
  - ⑥ positioning
    - Recreation north west is a key resource in ~~new~~ helping mountain parks
    - less accessible than google but more involved
    - strategically planned
  - ⑤ COMM
    - Blog
    - website
    - newsletter
    - park descriptions
  - ⑦ ASSETS
    - website
    - blog
    - newsletter
  - ⑧ CONTENT OUT LINE
    - PERSONA 1  
JEFF REELEY
    - ROLE  
30 yrs old likes hiking, has been live in Bham for about 6 years. Parent of 2, works as a contractor.
    - GOALS: wants to get involved with up keeping parks and introduce his children to nature.
    - HABITS: likes hiking and is an explorer and runner. Works out and does construction.
    - TECH skills: knows how to use a computer well but doesn't have alot of time.
    - ENVIRONMENT: Use a phone and computer
    - RELATIONS: Married, has 2 kids and a wife



## Audit And Wire Frames

- Cluttered
- Information is heavy and disorganised
- Doesn't bring people to the information





## Key takeaways

- Information needs to be adjusted into bite sized chunks
- Key information has to be accessible and inform the user
- Way finding needs to be integrated into the website so users can navigate with ease

1. EMPATHISE

2. CONCEPTUALISE

3. DESIGN

1

2

3. DESIGN

## Diving into the design process

- Should mobile be prioritized?
- What does wayfinding look like?
- What information was most important





1

2

3. DESIGN

## Once the questions were answered, design commenced

- Created a color pallet and font
- Moved forward with a mobile-first approach
- Focus on homepage and funnel first



Recreation Northwest

About Us
Advocacy
Donate

Welcome to Recreation Northwest!

We teach the health benefits of nature, promote outdoor recreation, and steward the places where we play.

**Parkscriptions**

Recreation Northwest now offers daily walks and hikes for the public to get their recommended "Dose of Nature" in local Bellingham Parks.

**Experiences**

We curate local outdoor recreation and nature educational experiences in the outdoors for small groups of people.

**Advocacy**

In 2015, Recreation Northwest released: The Economic Contribution of Outdoor Recreation to Whatcom County – 2015.

Join us

Sign up to stay connected via our email, The Confluence

Get Connected through social media and our blog

Our latest Confluence blog posts

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**Safety Fencing in Fairhaven Park Outdoor Classroom project area**

For those wondering about the orange fencing alongside the Fairhaven Park -18th Street connector trail, we installed our safety fencing around our Outdoor Classroom. We are planning to break ground next week! Here's the pics... Read More →

Contact Us

[Info@RecreationNorthwest.org](mailto:Info@RecreationNorthwest.org)

Mailing Address: Recreation Northwest PO Box 2771 Bellingham, WA 98227

Get Connected through social media and our blog

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Recreation Northwest is a 501(c)(3) charity. All donations are tax-deductible to the full extent of the law. Our own profits federal tax-exempt number is 41-7748181.

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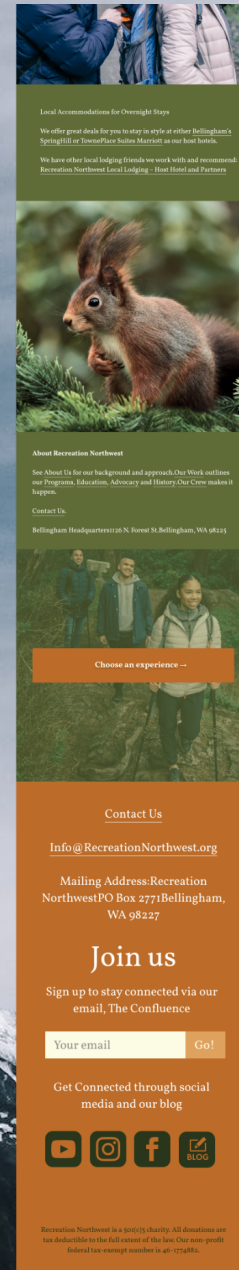
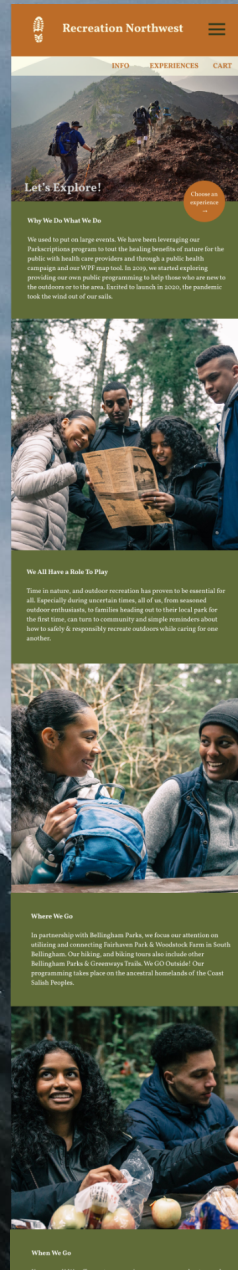
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# Design system

- I organized the home page into bite size chunks
- Created a consistent hierarchy
- Created portals to the most important pages of the website






# Design system

- Added buttons to easily direct people to the list of experiences on the next page
- Added dynamic photos to better show what an experience might look like
- Filtered the information into small readable chunks



[illegible]



Recreation Northwest

INFO

EXPERIENCES


CART

CHOOSE YOUR ADVENTURE!

Search

Go!

7 Results



Whatom Fall Park

Join one of our guides to introduce you to local Bellingham Parks as we explore along the trails that connect them. We will help individuals use their senses in nature through a mindfulness lens as part of the experience.

This experience is one of our regularly scheduled hikes in local parks to help you get outside and unwind...

Activities

Forest Hike

Mindfulness

Cost:

\$25 USD

Duration:

2 Hours


Difficulty:

Easy

View Experience

★★★★★

4 Reviews



Lake Padden

This guided walking nature immersion experience will teach you how to connect to nature and reconnect with ourselves and our place in the community. Learn how to use your five senses while in nature to improve your health. We will set intentions, periodically stop to soak up the environment, and learn about native plants, and how to incorporate what we learn into each day.

Activities

Forest Hike

Guided Meditation

Cost:

\$40 USD

Duration:

2 Hours


Difficulty:

Easy

View Experience

★★★★★

4 Reviews



Behome Hill Arboretum

Join one of our guides to introduce you to local Bellingham Parks and explore the trails that make up these areas. We will help individuals use their senses in nature through a mindfulness lens as part of the experience.


**Experience:**

likes a variety of trails from a single track on the North Ridge Trail and Douglas Fir Trails and wider old ...

---

**Activities:**

Forest Like	Mindfulness
Cost: <b>\$25 USD</b>	
Duration: <b>2 Hours</b>	Difficulty: <b>Easy</b>
<a href="#">View Experience</a> ➔	
★ ★ ★ ★ ★ Review	




**100 Acre Wood**

Join one of our guides to introduce you to local Bellingham Parks as we explore the trails that connect them. We will help individuals use their senses in nature through a mindfulness lens as part of the experience. This experience is part of our regularly scheduled hikes in local parks to help you get outside and connected to nature with our guides leading the way. This is our invitation for you to join us and your opportunity...

---

**Activities:**

Forest Like	Mindfulness
Cost: <b>\$25 USD</b>	
Duration: <b>2 Hours</b>	Difficulty: <b>Easy</b>
<a href="#">View Experience</a> ➔	
★ ★ ★ ★ ★ Review	



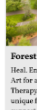
**Forest Therapy: Fairhaven Park**

Heal, Energize, Release Stress. Join your Guides, Green & Art for a ~ 4.5 hour introductory level Forest therapy guided walk. On the walk you will "bathe" in the therapeutic powers of the forest using a research-based and enjoyable practice. Through a series of invitations provided by your guides, you will slow down, engage and relax with the forest surroundings in a way that supports your health and well-being.

---




**Activities:**




Forest Walk	Guided Meditation
Cost: <b>\$50 USD</b>	
Duration: <b>2-5 Hours</b>	Difficulty: <b>Easy</b>
<a href="#">View Experience</a> ➔	
★ ★ ★ ★ ★ Reviews	



**Forest Therapy Yoga: Fairhaven Park**

Heal, Energize, Release Stress. Join your Guides, Green & Art for a ~ 2-5 hour long introductory level Forest Therapy Yoga guided walk. Green and Art will share their unique fusion of forest therapy and yoga practices

Health, Energy, Release Stress, Join your Guides, Open & Art for a 2-4 hour long introductory level Forest Therapy Yoga guided walk. Open and Art will share their unique fusion of forest therapy and yoga practices that support the care of your health and well-being through embodiment and relation to nature. On the walk you will "bath" in the therapeutic powers of the forest using modern and ancient experience and research-based...  
**Activities:**  
[Forest walk](#) [Guided Meditation](#) [Yoga](#)  
**Cost:**  
**\$20 USD**  
**Duration:** 2-4 Hours  
**Difficulty:** Easy  
[View Experience](#)   
 0 Reviews  






**Forest Bathing Fairhaven Park**  
This guided walking nature immersion experience will teach you how to connect to nature, reconnect with ourselves and our place in the community. Learn how to use your five senses while in nature to improve your health. We will eat satsumas, periodically stop and soak up the environment, learn about native plants, and how to incorporate what you learn into each day.  
**Activities:**  
[Forest walk](#) [Guided Meditation](#)  
**Cost:**  
**\$40 USD**  
**Duration:** 2 Hours  
**Difficulty:** Easy  
[View Experience](#)   
 0 Reviews  
[Back to the top](#) 

**Contact Us**  
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Mailing Address:Recreation NorthwestPO Box 2777Bellingham, WA 98227  

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# Design system

- Added buttons to easily direct people to the list of experiences on the next page
- Added dynamic photos to better show what an experience might look like
- Filtered the information into small readable chunks



## USABILITY

I had 5 people test both websites and give them ratings from 1-5.



ORIGINAL

REDESIGN

Usability



Navigation



Comprehension



OUTCOME

## Challenges

- Organizing information to be affective
- Creating a unique look that keeps things professional
- Creating effective pages that are familiar to users but maintain individuality



OUTCOME

## Reflection

- Organizing the information and mapping out what information is needed would streamline usability
- Creating a home page with a personalized structure or gallery could be an effective way to draw people in
- Creating a faster onboarding process between the see first and third page would allow people to skip over unnecessary information





OUTCOME

## Future Goals

- I would have liked to design more pages and try committing them to a web format
- Create an intentional type hierarchy
- Creating a more realistic user testing with working components



## Case study — Recreation Northwest

THANK YOU

Torin Coffee

