

Fall 2017 Partnership with Apache Junction

ASU Project Cities

Web User Experience for AJ Visitors

Positively Apache Junction – TWC 544: User Experience

Dr. Tatiana Batova



Project Cities



- Online
- Multiple majors
- Multiple locations
- Graduate
- 7.5 weeks

The background image shows a desert landscape with a field of yellow wildflowers in the foreground. In the middle ground, there are green bushes and a fence. In the background, a large building with a red roof is visible under a clear blue sky. A yellow banner is overlaid on the right side of the image, containing the text 'TWC 544: User Experience ASU-Polytechnic'.

TWC 544: User Experience ASU-Polytechnic



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



POSITIVELY APACHE JUNCTION

PROJECT INFORMATION

Project Background:

in years past, Apache Junction residents have seen and heard many stereotypes about their community. Stereotypes have confused and discouraged visitors from spending time and money in the city. In an effort to counteract negative perceptions and inform visitors about Apache Junction's positive attributes, substantial tourism marketing efforts began around 2009 with the implementation of the Downtown Revitalization and Implementation Strategy (DRIS). What initially started as a website for updates on the progress of the DRIS, downtownaj.com is being transformed into visitaj.com. Another recommendation in the DRIS was to create original branding to identify the downtown area as unique within the city.

Though visitaj.com was envisioned as a web presence for enticing visitors to the burgeoning downtown, City staff received new directions, budget appropriations and began a new partnership with the Arizona Office of Tourism (AOT). This partnership allows the City to explore new advertising opportunities. The City has partnered with AOT for the past four years. Through this partnership, a multi-channel approach has been taken that includes both print and digital platforms.



City Goals:


Understand the perceptions of our various audiences and stakeholders by identifying and understanding:


- Key stakeholders
- Stakeholder perceptions of the community
- Community strengths and weaknesses
- Community Assets
- Viable alternatives or additions to current programs


Desired Student Outcomes:


- Create targeted surveys
- Qualify and quantify stakeholder perceptions data
- Identify desirable audience(s) - Who does the city market to?
- Create tourism plan
- Incorporate the natural, biological, physical, human and historical context into research


TEAM


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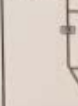
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
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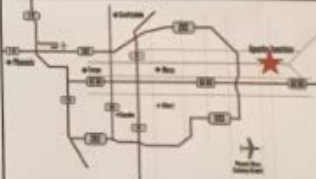
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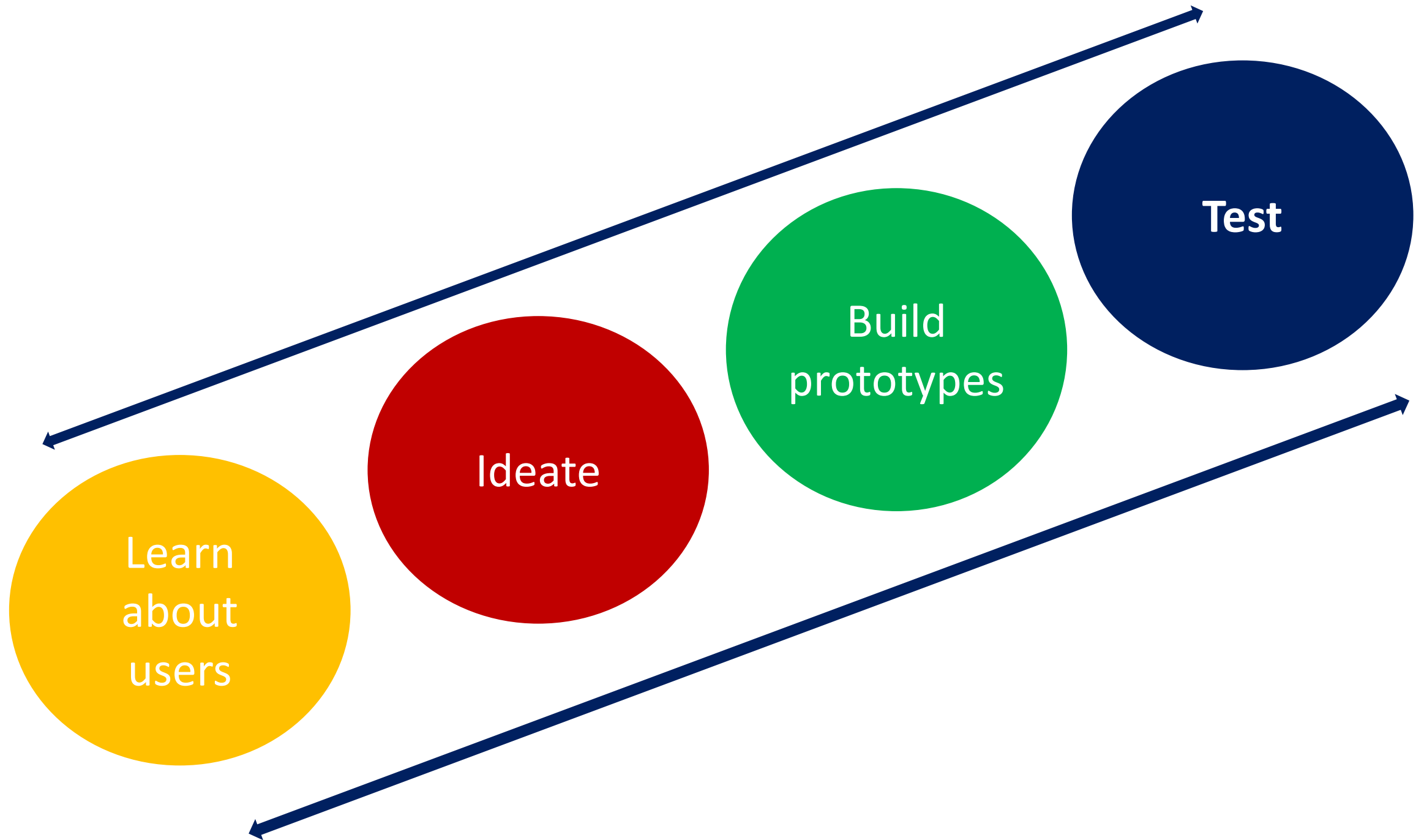
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Project Cities



Apache Junction Vicinity Map

Email your project comments to: ProjectCities@asu.edu



Know Thy Users!



Findings

- Good visual appeal
- Attractive video



Goodwill

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




Goodwill

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



Goodwill



“ I am not an internet pro, but I love to learn something new everyday. ”

Janet the Curious

Outgoing, Intellectual, Adventurous

Age: **69**

Location: **Minneapolis, MN**

Family: **2 kids, 2 grand kids**

Status: **Married**

Job Title: **Retired**

Internet Expertise:



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 "Apacheland". Here, she finds the link to the Superstition Mountain Museum. She clicks for more information and decides to visit.

Personas

Visitor archetypes Their goals and tasks

Scenarios

The stories of the interaction with the website

Prototype 1: Looking for Museum

Search



Home

Our Community

Visitors

Business

Government

I Want To...

Visitors

Things To Do

Indoor Activities

Outdoor Activities

Maps Of Area

Events Calendar

Get To Know Apache Junction

Accommodations

Dining

Suggestions & Concerns

Stay Informed

Library

Visitors > Things To Do > Indoor Activities > Superstition Mountain 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 foothills 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 Apacheland Barn, the Elvis Chapel, the last surviving structures from Apacheland Movie Ranch, a huge 20-stamp gold mill, a mountain man camp, Western storefronts, and a labeled Nature Walk.





http://



Apache Junction



Prototype 2: Hiking

MENU



Events



Thank you!

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ASU Sustainable Cities
Network
Arizona State University

Project Cities

