Rent A Park

Case Study

Westchester County Parks Rental App
Picnic Tables, Gazebos, Pavilions

The Team

Hi, my name is Eric Linder and this Case Study is part of my Google UX Designer Certification Course. I am the UX Designer for this project and am responsible for all that is posted here

Our Goal

Our goal for this case study was to analyze the needs of users seeking to rent picnic tables in Westchester County Parks and to provide a game-plan for creating an app and website

Background Information

Westchester County in New York State has over 50 parks and recreation areas where residents can rent a picnic table, gazebo or pavilion. Users can rent them online but the Westchester County website is very primitive and does not have what people expect for modern UX design. For instance the parks are in a single list and there are no images of the campground to help people make a decision. The checkout process does not inspire confidence and the site does not remember the users and their reservations. No confirmation email is sent and no order ID is generated.

WESTCHESTER WEBSITE PAIN POINTS

1 Hard to Search by Park
2 Poor Information Architecture
3 Reserve Single Item Only
4 No Other Search Methods
5 No Interactive Map
6 Poor Visual Organization
7 Does Not Remember You
8 No Pictures of the Area
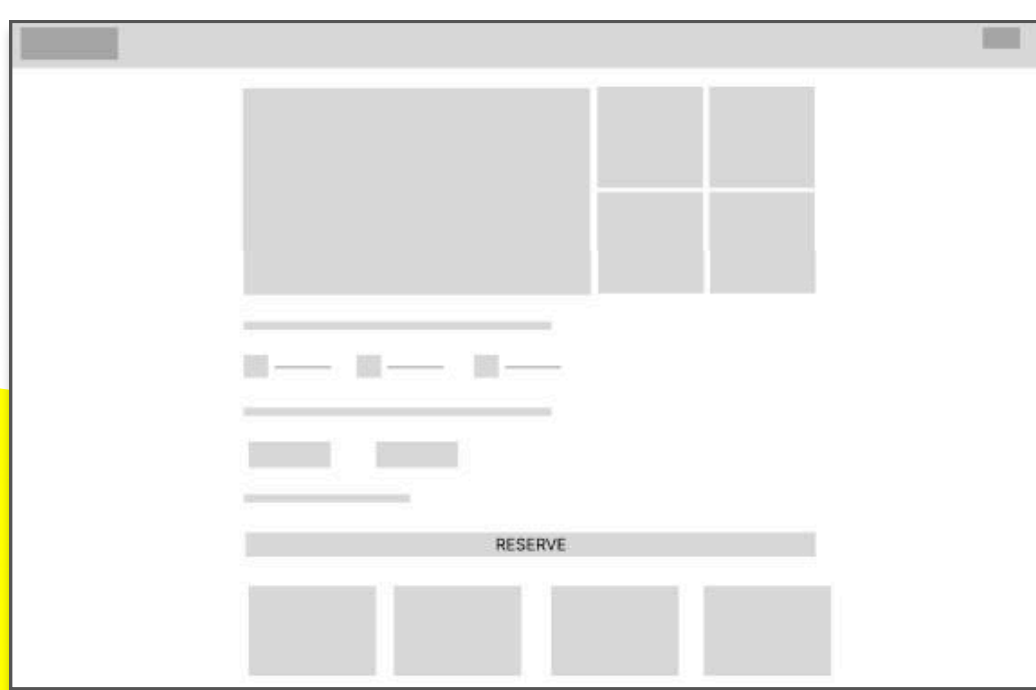
Why is it so hard just to reserve a picnic table?

When Mrs. Simmons tried to reserve a picnic table for her son's boyscout troup she was dismayed by the Westchester County Website. There was no way to see all the rental options or to get any idea of what the picnic table area looked like. She found the information confusing and wanted some kind of confirmation like an SMS or email.

Our user testing showed that people prefer to see all options on a single page and they liked seeing a lot of images of the area to feel confident about their rental
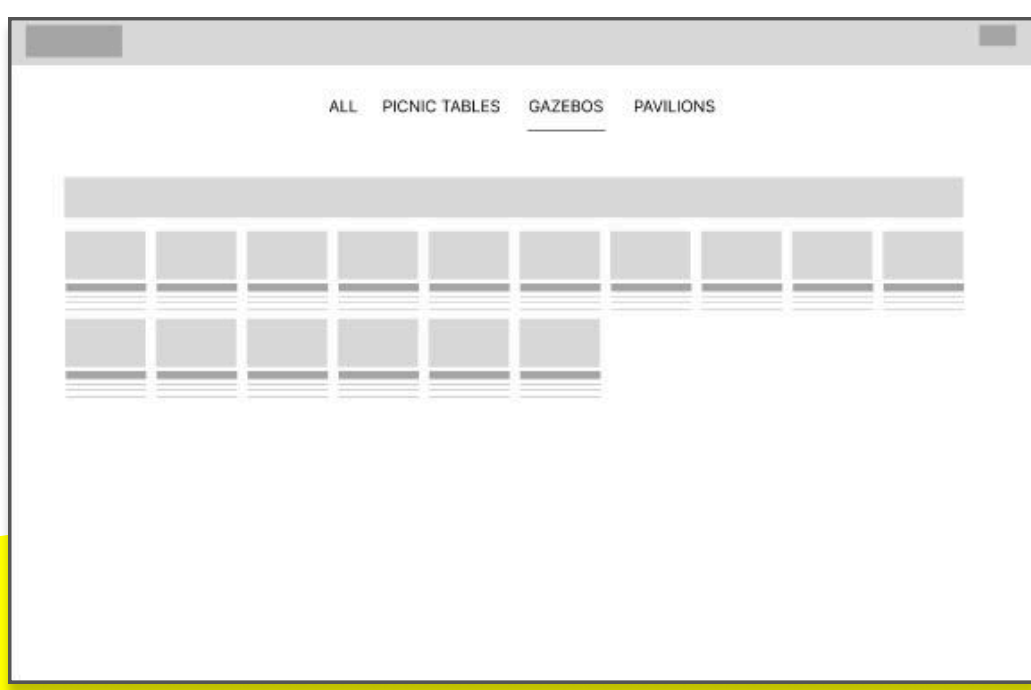
A   B   C   D

WOULDN'T IT BE GREAT IF

A. You could see images of the area?
B. You could have all info on a single page?
C. You could see rental options easily?
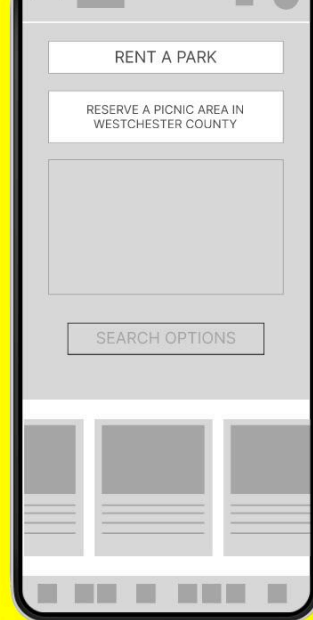D. You could see a calendar with open days?

LAPTOP WIREFRAMES: PARK PAGES

(1) Lots of images of camp area
(2) A date picker
(3) Days not available are indicated
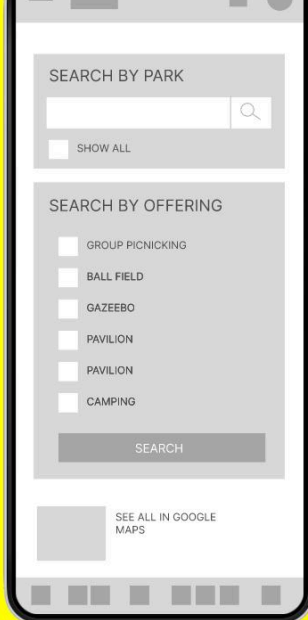(4) Date Checker to confirm available days
(5) Similar items show on bottom row

(1) Thumbnails of parks responsive to device
(2) List-view items clickable to main park page
(3) Tabbed content means all are visible on single page
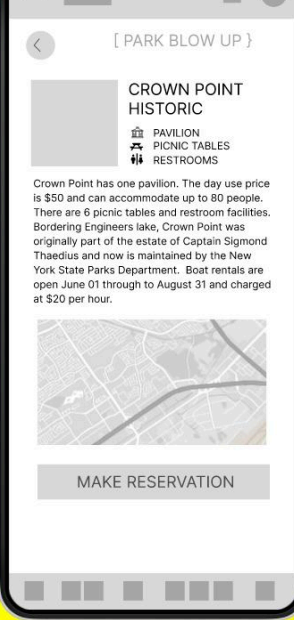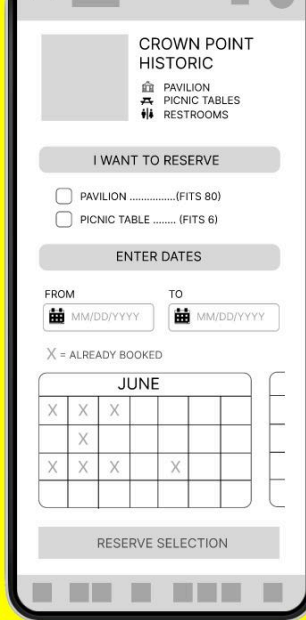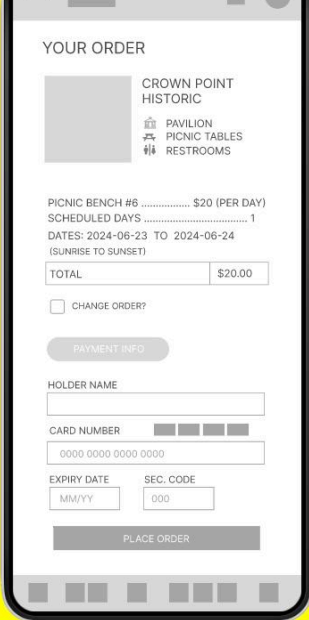
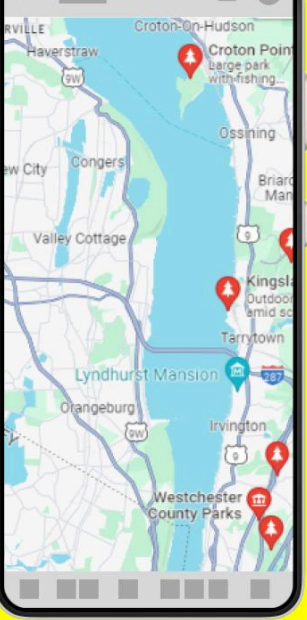## MOBILE WIREFRAMES: ORDER FLOW

Home Page   Filter Parks   Park Page   Date Picker   Modern Checkout   Parks Map

PAIN POINTS: PROBLEMS SOLVED

Rent A Park
Westchester County Parks
Gazebo, Pavilion, Picnic Table Rental

PICNIC TABLE   GAZEBO   PAVILION   INFO

Westchester County Parks Rental
Picnic Tables   Gazebos   Pavilions

PICNIC TABLES
PAVILIONS
GAZEBOS

GAZEBOS FOR PARTIES   PICNIC TABLES

Group Picnic Reservations

Conveniently located at some of the most scenic places in Westchester, each facility provides our own unique backdrop for a day of fun, food and relaxation.

NAVIGATION

Rent A Park menu bar with icons provides a simple and clear way to access the picnic tables, gazebos, pavilions and solves the problem of confusing navigation.

SEARCH OPTIONS

Rent A Park website and app has multiple ways of getting to the parks pages and rental options, either via the navigation or by using the search field.

MAP VIEW

A handy Google Map allows users to simply click on the pin-point they want and go directly to the park page. It also gives the user a sense of scope and direction.

Cranberry Lake Preserve

MODUS OPERANDI

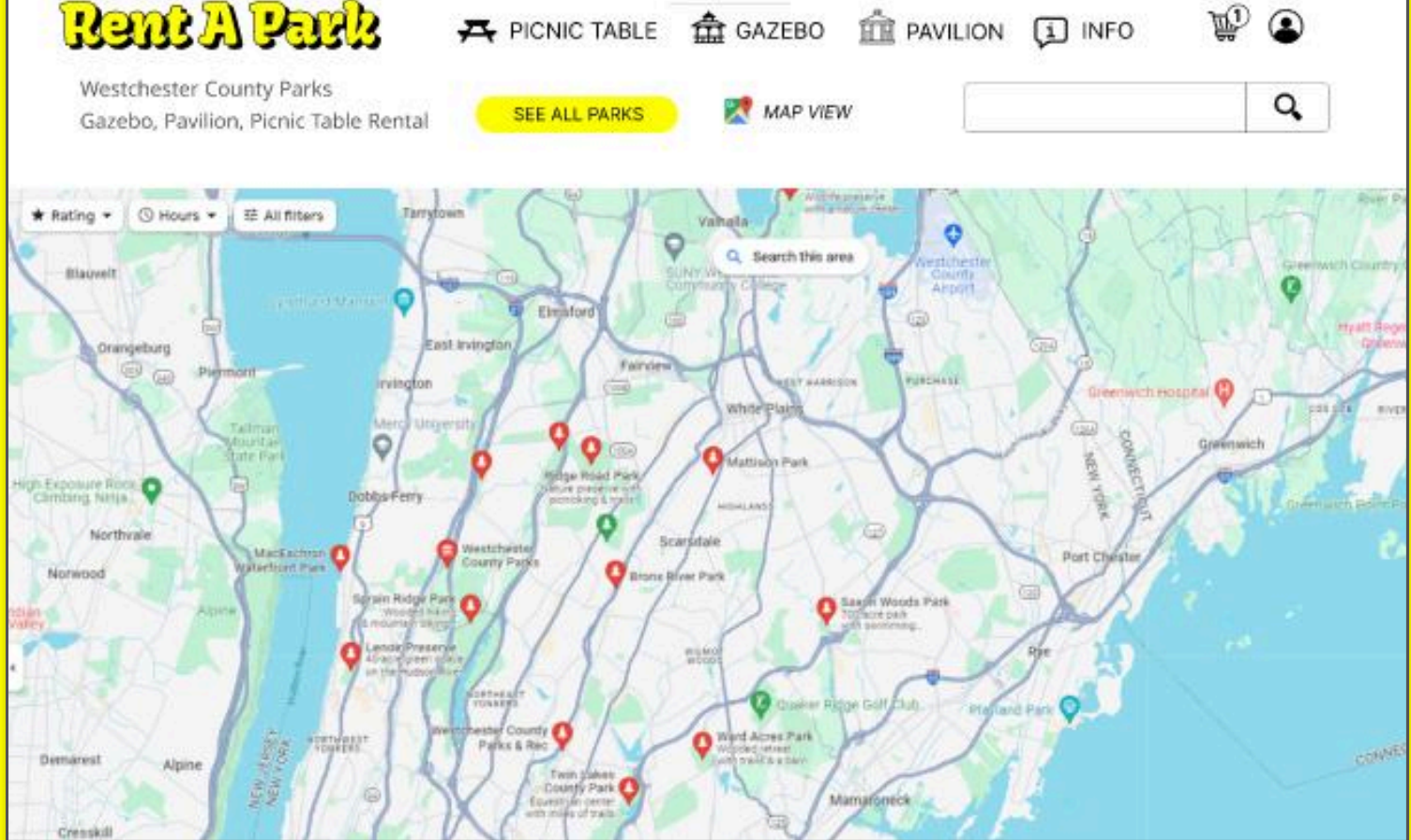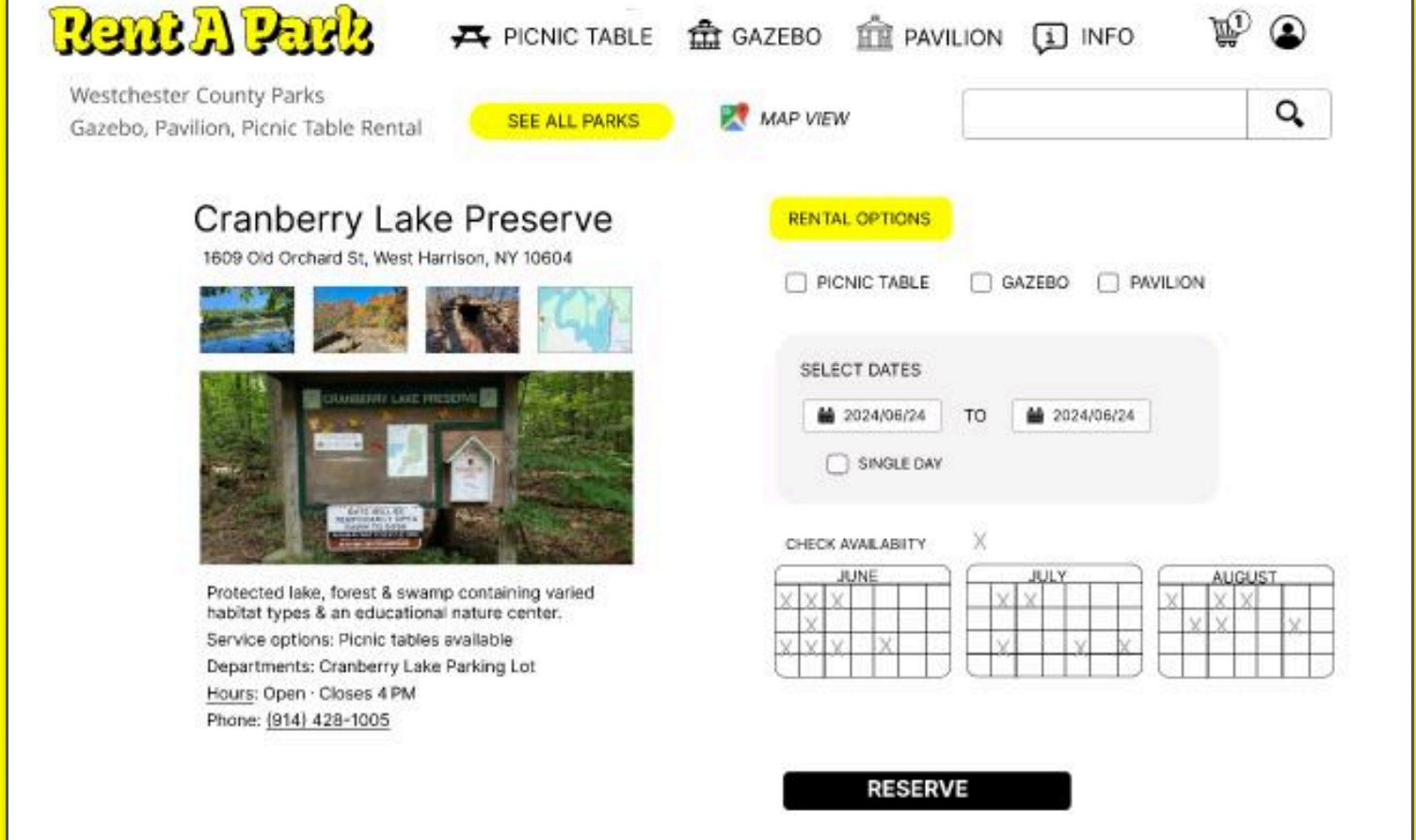Rent A Park website and app has two three stages for the rental process.

[1] Find Your Park
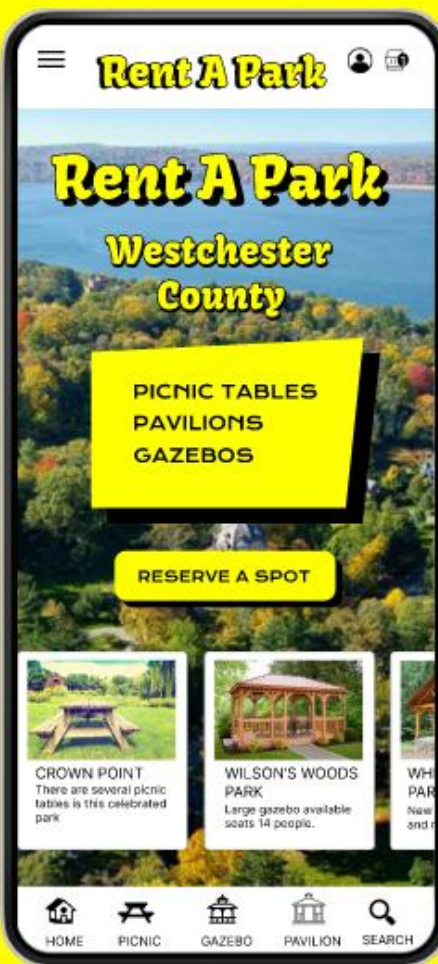[2] Reserve A Time
[3] Pay For Rental

The intention of both the parks listings and park main page is to show the user in a visual way the options available. People see what they will get and can use the date picker to browse availability before committing.
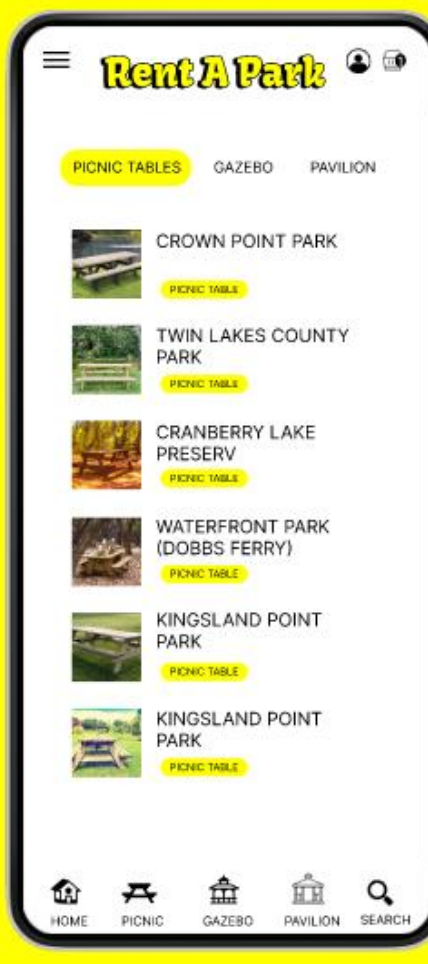
GRAND SCOPE

Scope and perspective is the driving mission of Rent A Park website and app. With the Google Map view users can immediately see where the parks are, how many parks there are and how close a park is to their current position. They can use the familiar features of Google Maps to get directions and see street view, create multi-teared routes and share the location and directions to others.
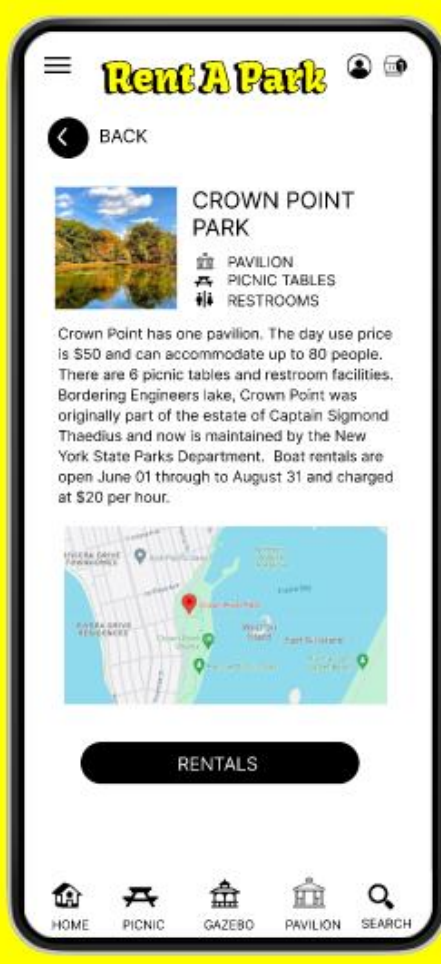
MOBILE PROTOTYPE: MUST-HAVES
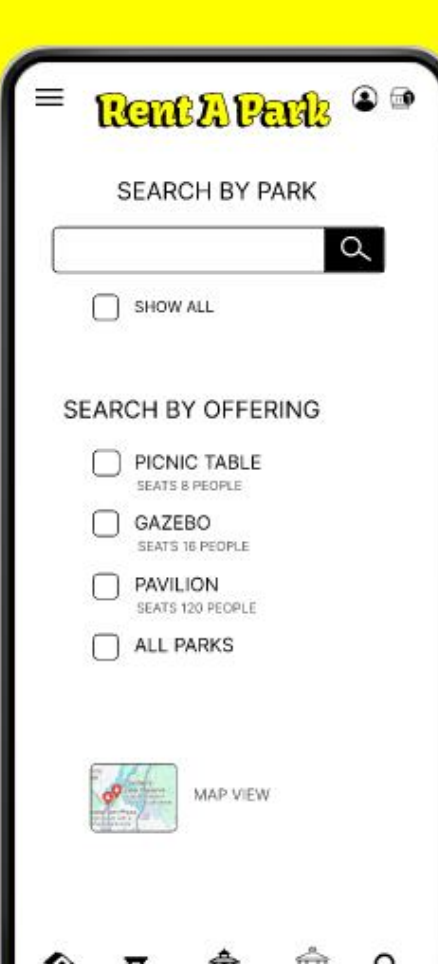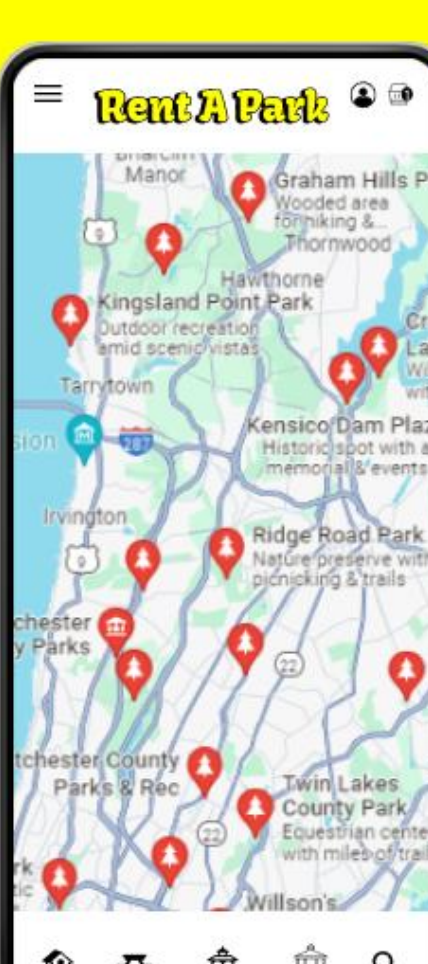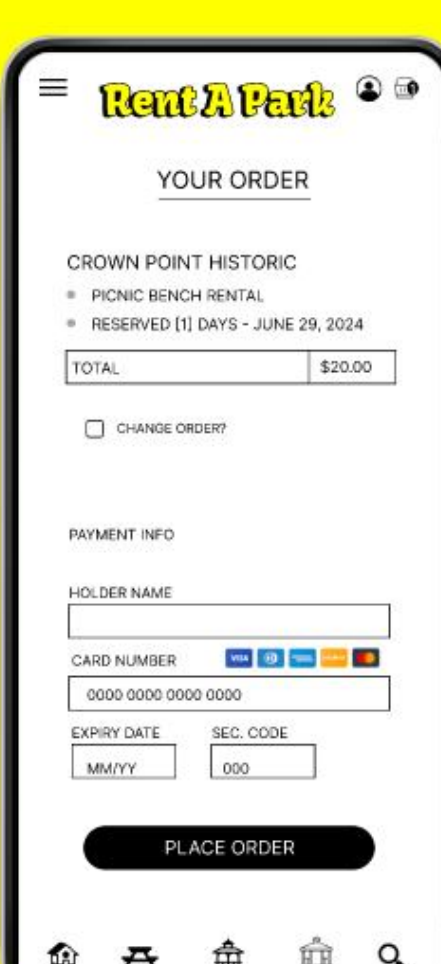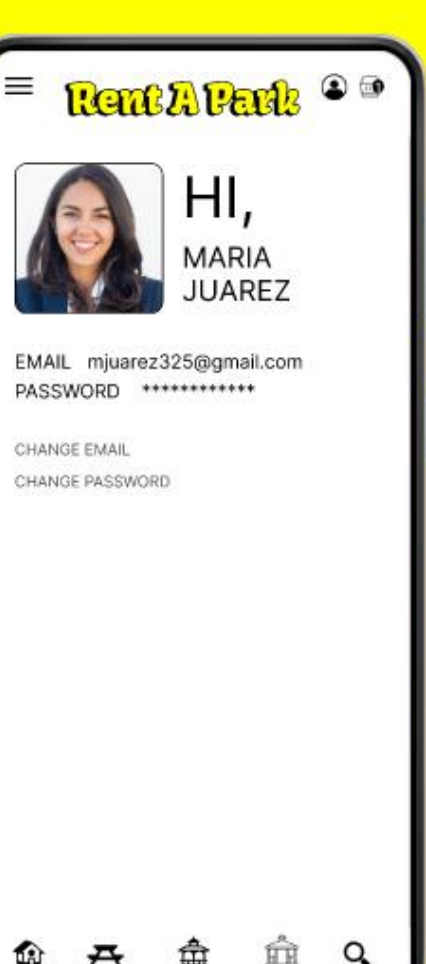
SUPER VISUAL   TABBED CONTENT   PARK PAGE   AVAILABLE DATES

SEARCHABLE   GOOGLE MAPS   MODERN CHECKOUT   REMEMBERS YOU