

# DUSTY PINES

## Topic Discovery

### DUSTY PINES RESORT

## Topic Discovery

The company is an Outdoor Camping Resort with both membership and pay by the day options, with an emphasis on the former. The resort has countless activities where people can become engaged with nature on whatever level is within their comfort zone. Although the resort is predominantly composed of sites that can house either tents or RV's, it also has cabins that customers can rent out, and all the sites come with a water and electrical hook-up. The park has a swimming pool, a pond (for swimming, fishing, or light water sports), an activities pavilion, and other amenities, like a putt-putt golf course, horseshoe pits, basketball and tennis courts, playgrounds, and hiking trails throughout the park. Additionally, for days of inclement weather, the resort has a indoor pavilion with a workout center, bar, small movie theater, and a food court.

## Target Audience

Anyone with an enthusiasm for the great outdoors, or those who are interested in giving the experience a try. With access to modern amenities as well as the many natural offerings the camp ground has available, we hope to appeal to both people with camping, RVing, and general outdoor experience as well as those who may be new to the world of outdoor recreational activities. While we're focusing especially on families now (in order to foster membership growth well into the future), we offer a range of activities and options that will hopefully appeal to anyone with an enthusiasm for the outdoors. Ideally our target audience will be interested in turning their trips into a yearly retreat.

#### Media Used:

logos, images of campers and customers customers, content text.

#### Angle of Topic:

outdoor camping resort website, family activity and vacation spot.

#### Promotions and Calls to Action:

membership signups, promotional newsletters with coupons, social media links.

# DUSTY PINES

## *Deliverables*

### **DUSTY PINES RESORT**

## *Goals*

- *To attract more resort members and create an environment that fosters long-term membership and repeat attendance through excellent amenities, customer care, and recreational services.*
- *To highlight the benefits of camping year-round with an emphasis on increasing resort attendance.*
- *To demonstrate the appeal of the resort to customers who may be new to this style of outdoor recreational vacationing.*

## *Website Features*

- *Calender*
- *Contact Form*
- *Map*
- *Image Gallery*
- *Upcoming Events Feed*
- *Social Media Links*

# DUSTY PINES

## User Personas

### KEVIN ROWLAND

#### Age:

41

#### Status:

Married, father of two

#### About:

Kevin works full time for an electronics company. With summer break fast approaching for his children and a backlog of vacation time, Kevin is interested in scheduling a family vacation. Because this year at work has been especially busy for him, he's very interested in the types of getaways where his family can disconnect and actually spend time together, especially with planned activities that appeal to both of his kids. His daughter (15) is a Girl Scout and has always been outdoorsy while his son (13) is more interested in sports, and he's hoping to find something that appeals to both of them without breaking his middle-class budget.

#### Membership Status:

No, but interested.

#### Pain Points:

- Needs scheduling options months in advance.
- Doesn't have time to navigate through clutter.
- Wants to pay using a credit card.



# DUSTY PINES

## *User Personas*

### **MARIA CRUZ**

*Age:*

25

*Status:*

*Single, recent college graduate*

*About:*

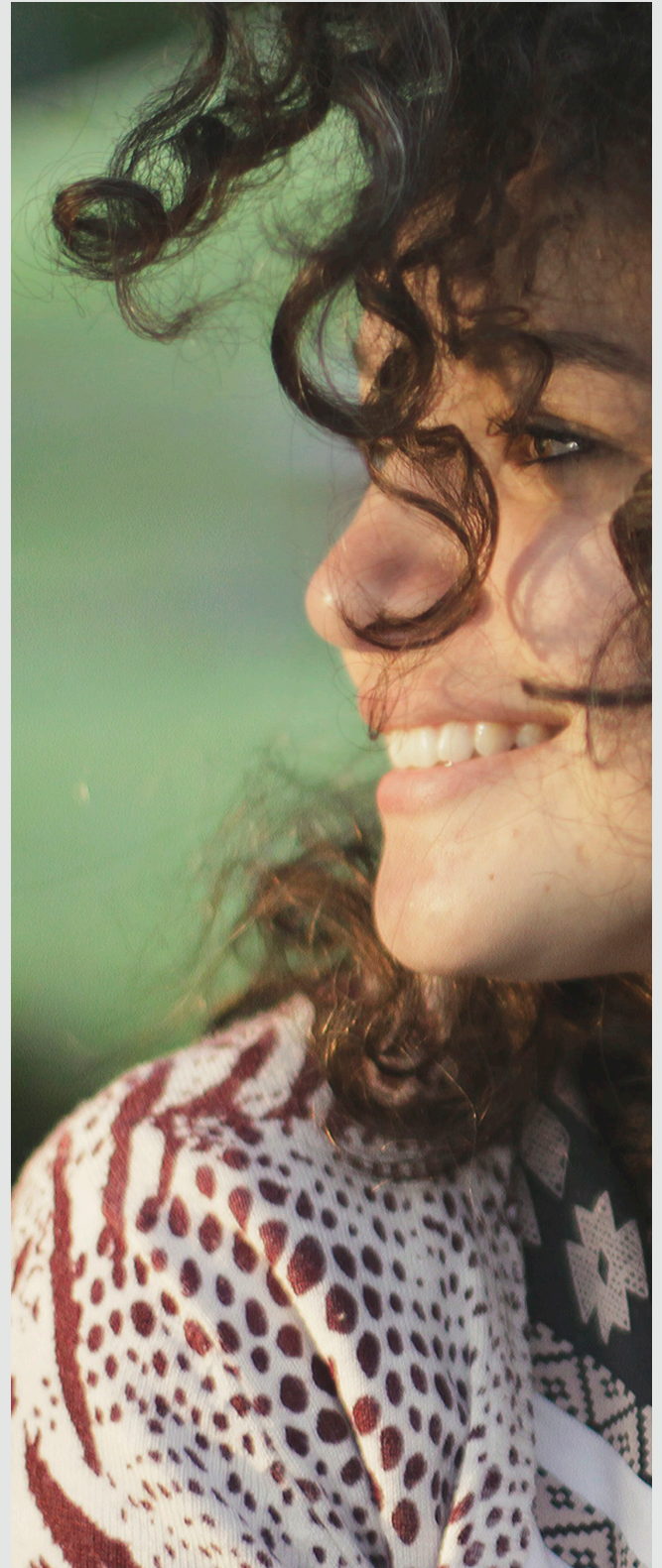
*Maria has just finished graduate school and is looking for a relaxing getaway so she can unwind from all her studying. She's planning a trip with some of her fellow college graduates to get away from the city and spend a week off in the woods swimming, camping, and hiking. Because she's still finishing up some last minute school and moving things, she wants some place that makes the trip easy to plan and pay for, so that setting up her vacation isn't a hassle.*

*Membership Status:*

*No, not interested.*

*Pain Points:*

- *Doesn't want advertising pushed on her.*
- *Wants to use paypal to check out.*
- *Needs to send directions to her phone or tablet.*



# DUSTY PINES

## *User Personas*

### **HOWARD WOODS**

#### *Age:*

68

#### *Status:*

*Married, retired*

#### *About:*

*Howard and his wife have always been interested in outdoor activities (they met when they were foresters), but now that they're retired they're living on a more fixed budget while also being very interested in having some available amenities. Although Howard isn't much of an internet user, he's interested in a site that has promotions and is easy to browse so he can get the most bang for his buck.*

#### *Membership Status:*

*Yes, already a member*

#### *Pain Points:*

- *Has some difficulty navigating websites.*
- *Would prefer to pay in person.*



# DUSTY PINES

Wireframe

## DUSTY PINES RESORT

LOGO

ITEM

ITEM

ITEM

IMG



### HEADLINE

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# DUSTY PINES

## *Breakpoints*

### DUSTY PINES RESORT

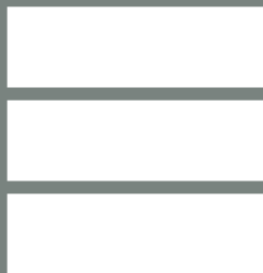
LOGO



#### HEADLINE

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IMG



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# DUSTY PINES

## *Content Hierarchy*

### **DUSTY PINES RESORT**





# DUSTY PINES

*Style Tile*

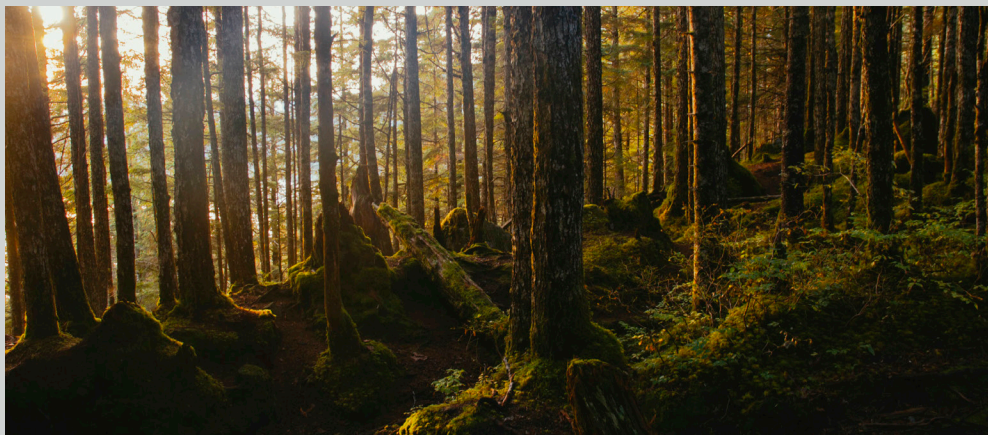
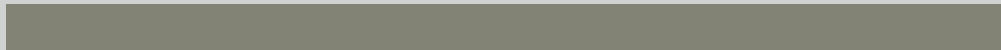
DUSTY PINES RESORT

LATO, UPPERCASE

*Lato Italic*

*Occasionally MERRIWEATHER*

BUTTON



*link*

OUTDOORS  
NATURE  
*Camping*

TREES