



# SKIWI SKI SHOP

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[WWW. SKIWI.COM](http://WWW.SKIWI.COM)

# Discovery

## Content Story

item	container	where
Business Services Sell passes Ski simulator events	2 column description	Home page
About company	Banner with logo Owner story / time line	Home page Own page
Newsletter signup	Cute heading to get people to sign up Details about what the newsletter contains	Home page and own page
Dashboard items Weather conditions Ticket specials Slope Conditions Store, Newsletter	Side bar	Home page

# Discovery

Business:		
Strategy:		
	What I learned in Discovery	What it means for content or design
Business Brief	young, modern, upbeat tone	Serif fonts are associated with less formal correspondence. The perceptions associated with these fonts are: young, cool, modern and rugged.
Business' Unique value	The value of this website is that it is a one stop multi-functional site	Easy navigation, the side bar instantly provides a way find the customer gets the information that they want
Website goals	To promote a sense of community and trust	Ensure a domain name that warrants respect, Make it easy for the customer to search your site, Display reviews and testimonials, have a calender of events and a Newsletter
User characteristics	young skiers typically ski more often than older skiers	Mobile Compatibility, Accessible to All <b>Users</b> , Well Planned Information Architecture, Browser Consistency, Effective Navigation
User needs & goals	What's in it for me? Weather updates, deals on ski passes	a sidebar can be valuable real estate on this website, because of the content it can help further reach the goals of the website.
Branding Analysis	Provide an easy to navigate website so that the user trusts the site so that they will purchase items from the store.	Branding is the cornerstone of your business; so photo's of people using the ski simulator and photo's of people skiing would be a good starting point
Website message	We love skiing as much as you do	This message should be displayed on the Home page

# Discovery

Content Categories:		
lift tickets		side bar-homepage
Ski simulator		side bar-homepage
weather		side bar-homepage
slope conditions		side bar-homepage
store		side bar-homepage
newsletter		side bar-homepage

# Discovery

**Pages: - Wireframe major pages Attach wireframes**  
**What is the <h> tag hierarchy?**  
**What form will the content take?**

H1-Home		
H2-About Us	H3-Newsletter	
H2-Ski Simulator	H3-Outings	
H2-Store	H3-Apparel	
H2-Lift Tickets	H3-Discounts	



# Discovery

## Website Features

Feature	Client	User
Ski Simulator	Sells passes for simulator	Training in off season
Store	Sells clothing and equipment	Buys clothing and equipment
Newsletter	Keeps client's up to date	Get promotional pricing
Event Calender	Upcoming events	Upcoming events all in one place
Photo Gallery	Showcase favorite photos	User gets to see if this site is right for them
Season Passes for Boyne	Sell passes for Boyne Mountain	Buy passes for Boyne Mountain
Sign up sheet for Slalom Sister race training	Advanced skiers can sign up for this training in advance	Skiers learn about this training and can sign up

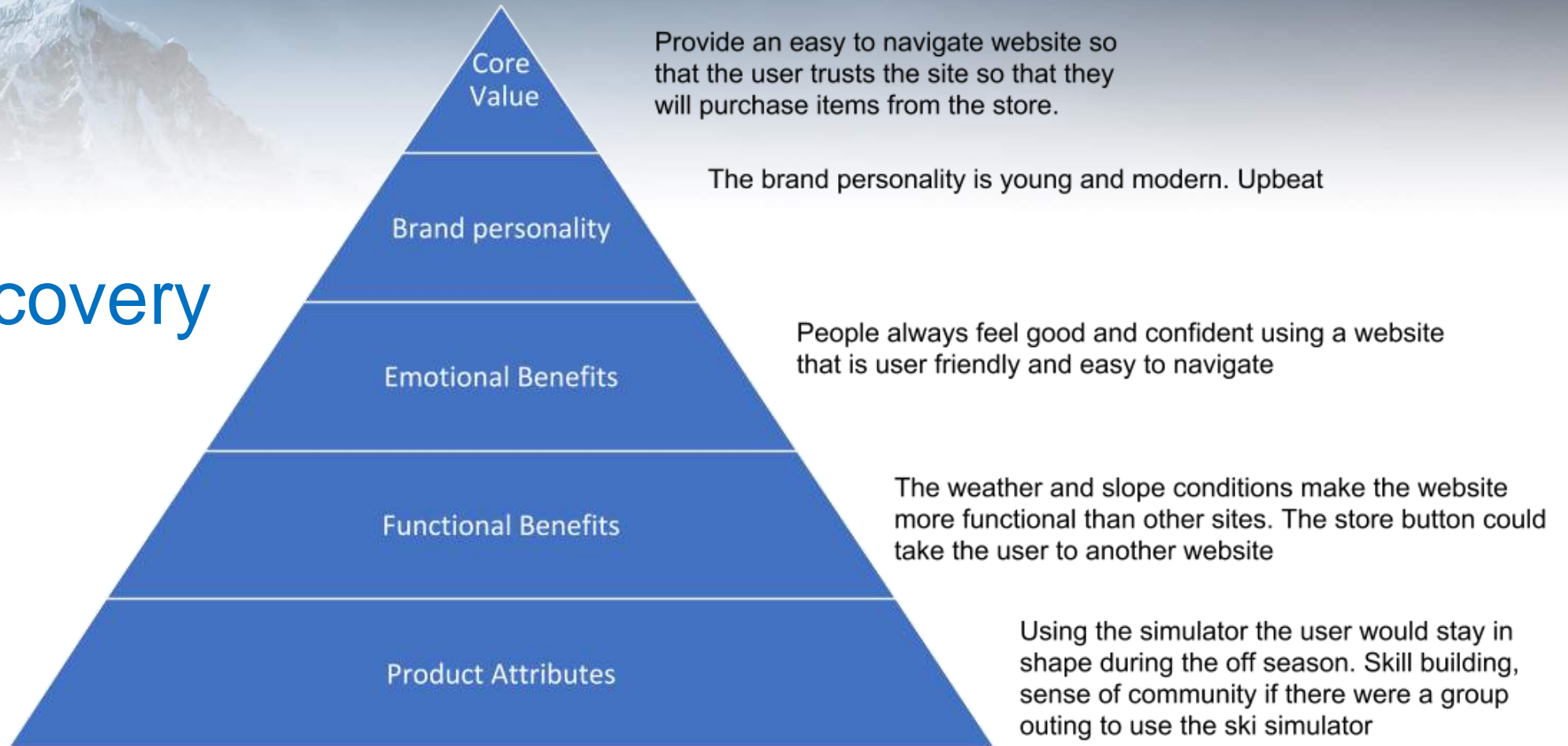
Side Bar	Could be the reason users use the website for information such as weather updates, slope conditions, a way to buy lift tickets and season tickets.	People like to go to one site for everything so this would be a time saver
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# Discovery

## Website Components

Navigation Bar	Lets the user navigate the site easily	Users don't want to waste their time
Header	Logo would build brand awareness	User would feel safe using a site that they can trust
Business info	Providing access	Trust
Footer	Let's clients know which social media you use Includes a phone number	If the user uses the same social media than they can find out more about the company (behind the scene) Some users would think that a phone number is more personal
Social Media	Establish brand	Personal Touch
Side Bar	Could be the reason users use the website for information such as weather updates, slope conditions, a way to buy lift tickets and season tickets.	People like to go to one site for everything so this would be a time saver

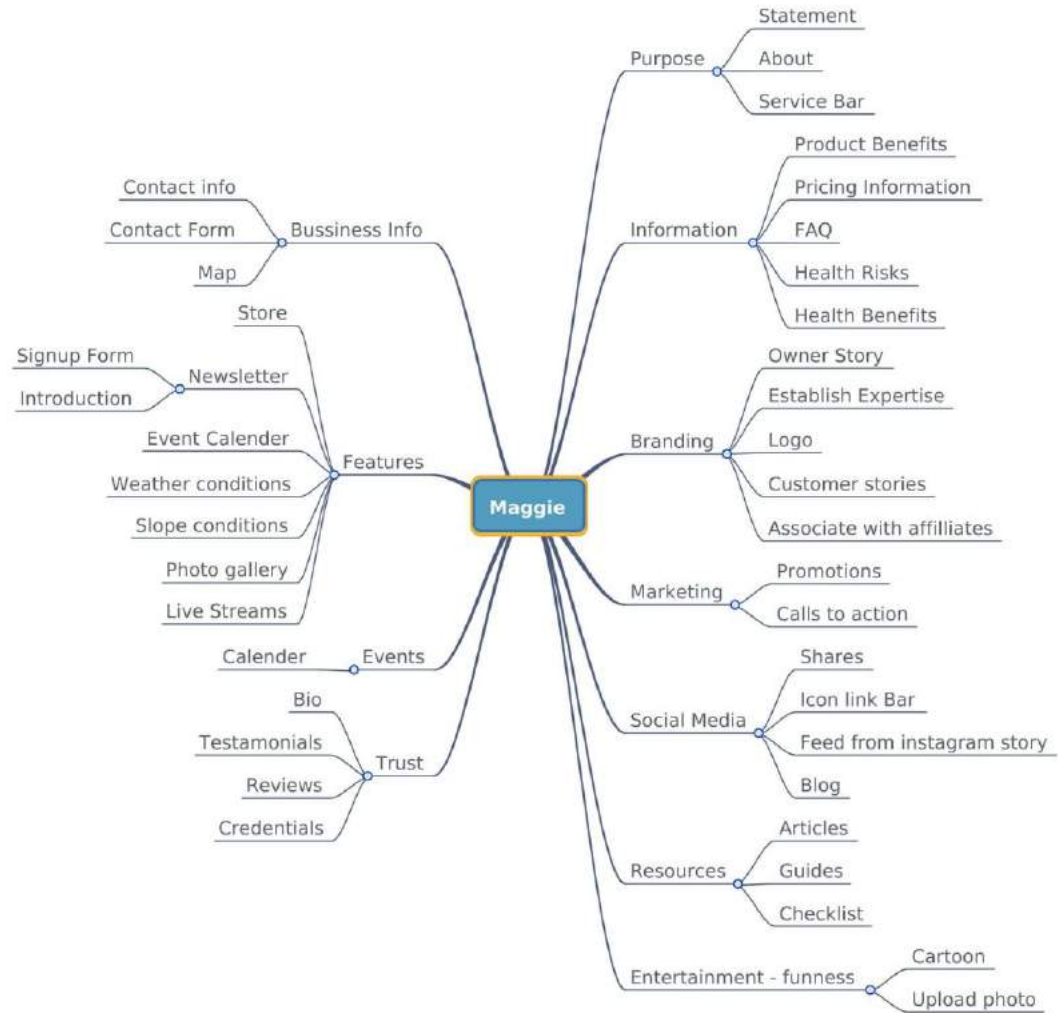
# Discovery







# Discovery



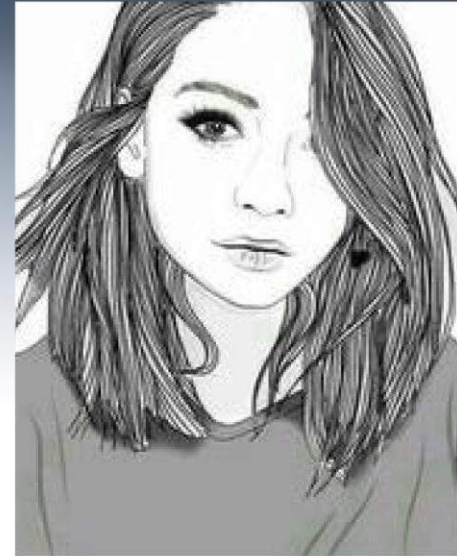
# Discovery

Item	Comments	
<b>Discovery</b>		
Client Brief		
Branding Statement		
User Persona		
User Analysis		
<b>Sign-off: Camille Hoeft</b>		<b>Date: 2/19/2019</b>
<b>Content</b>		
Website Features		
Content List (what / how)		
Sitemap		
Home page h tag		
<b>Sign-off: Camille Hoeft</b>		<b>Date: 2/19/2019</b>
<b>Design</b>		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tile		
Prototype		
<b>Sign-off:</b>	<b>Camille Hoeft</b>	<b>2/19/2019</b>
<b>Prototype</b>		

# Persona

## **Name: Maggie**

16 year old high school student that has a younger brother and a poodle named Lego. Likes school and gets decent grades. Her mom and dad both ski. She goes skiing 6 times a month. Before going to the slopes she likes to check the weather conditions and the ski conditions for Boyne Mountain on their web site. She likes to keep up with the latest trends in ski wear and usually buys 2 or 3 peices of ski wear a year



**Goal:** Would like to just go to one website to get weather information, buy lift tickets and browse new ski wear options.

**Computer Proficiency:** Easily navigates computer websites and bookmarks her favorite sites, like most 16 year olds she gets all of her information from the internet and will Google information that she does not believe. Spends a lot of time on Facebook, Snapchat and Twitter.

**Quote:** What is up with Rihanna's hair?

# Persona

## **Name: Joanne**

48 year old college graduate that works as a nurse. Joanne is divorced with a 14 year old son named George, George does not like school very much and gets mediocre grades. Joanne and George go skiing 3 or 4 times per winter. Joanne usually rents her equipment but is now thinking about buying her own equipment and some warmer clothes for her and her son. She always checks weather conditions from the t.v. news the day before she goes skiing. She usually buys her ski clothes and ski equipment from several different websites.



**Goal:** Would like to get discount prices on season passes and ski equipment and ski apparel. Would like to avoid the lines at Boyne Mountain by purchasing the season tickets in advance.

**Computer Proficiency:** Is not comfortable on a computer, but knows the basics and is watching You Tube Video's to learn more about computers. Spends some time on Facebook but that is the only social media that she uses.

**Quote:** Fix the damn roads



# Discovery

## Summary

The Skiwi website was fun to work on. I can see this website used by skiers that need weather and slope updates or are interested in the ski simulator.