



# SUGARBUSH VT

Mobile Application Redesign  
User Data Collection & Research



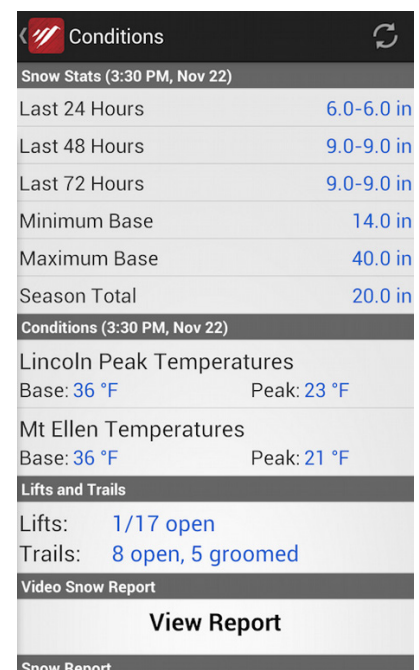
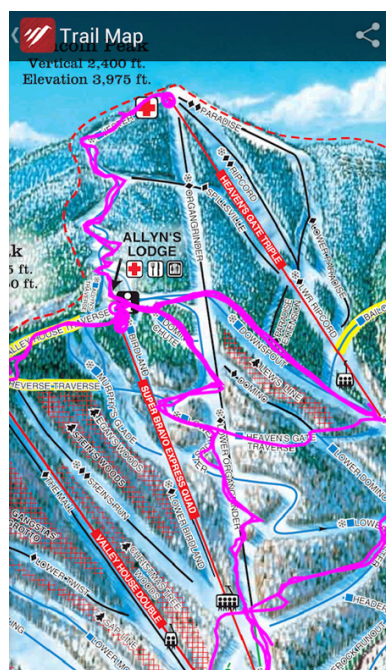
# APP OVERVIEW

## DESCRIPTION

Sugarbush VT is your unique and comprehensive all-season guide to Sugarbush Resort, all at your fingertips. This app holds many features that will make your visit to Sugarbush a one to remember. Check the ski lifts, share your fun on social media, get up to date weather alerts, and much more on any your devices!

## APP FEATURES

- See which runs are groomed and which closed. Locate yourself on the Sugarbush Resort trail map — not a hard-to-read GPS map.
  - Use Glyimpse to share your location or see friends' locations on the trail map.
  - Record your runs and log vertical feet and distance. Display your tracks and replay your runs on the trail map. Email images to friends, post them to Facebook, or view them in Google Earth.
  - Find up-to-date information about the mountain, including snow conditions, weather, and webcam images.
  - Get up-to-the-minute lift status information.
  - Quickly find info about packages and deals, and other programs and amenities.
  - Easily locate and contact key places at the resort and in the village with the use of the built in directory.
  - Learn about events from the events calendar.
  - Get the latest news via the resort's Twitter feed and Facebook posts.
- \* Location and tracking services require a GPS-equipped phone.





# USER REVIEWS



## UPDATED

January 17, 2015

## SIZE

20M

## INSTALLS

1,000 - 5,000

## CURRENT VERSION

4.1

## REQUIRES ANDROID

2.2 and up

## CONTENT RATING

Medium Maturity

## POSITIVE

- "Pictures, map, conditions, etc: all work great. The webcams are great for checking where lines are long and short. The button size is great. "
- "Worked well with my android,very useful and fun. Love tracking my vertical, distance, and speed. Trail map display of the days runs is great."
- "Does what it should. Like the map interactivity."

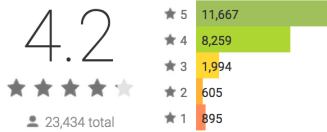
## NEGATIVE

- "No trail status reports? Doesn't tell you which trails are open, which were groomed and had snow making. Also should have more frequent updates."
- "Why does the latest version require access to my contacts?"
- "The only issue is with the tracking. It way be more due to my phone or clothing, but it tends tho have lots of errors and not really worth the loss of battery life."
- "A static trail map? Needs permission to dial the phone? Come on!"

## SUGGESTIVE

- "Like the live video feed, though The cameras for Super Bravo and Gatehouse have become very dark and hard to see..."
- "Bad battery drain It used to be good, but the last version just smoked my battery. Please fix!!!!!!"

# APP COMPARISON



## OnTheSnow (Ski & Snow Report)

### Description:

OnTheSnow, the world's leading website for ski and snow conditions, brings you the world's most-downloaded ski and snowboard application, the Ski & Snow Report app. This Ski & Snow Report app brings you current conditions with snow reports at more than 2,000 ski areas around the world, plus features first-hand ski reports from users.

**"For a skier wanting to keep up with the latest conditions, weather reports and mountain trail maps etc, this is a great app."**

**"The app isn't well designed for tablet use. I have to keep rotating the tablet as the screen orientation changes."**



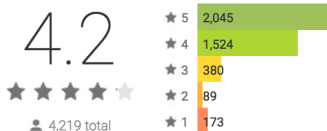
## STOWE RESORT

### Description:

Everything to do in Stowe, Vermont. Fun and easy to use. Trail maps, places to stay, places to eat, things to do in summer & in winter, shopping, galleries, nightlife and entertainment. Wedding information. Hiking & biking routes. Special excursions. Complete list of events and festivals. Pictures, maps, and geolocation to get you where you want to go! Plus Weather and a Trip Planner. Check often for discounts and specials from area restaurants, shops, inns, and venues!

**"I love this app; it has all the information I could need. The only negative to this is that it makes me want to go more often than I can."**

**"I love this app; it has all the information I could need."**



## SKI AND SNOW REPORT

### Description:

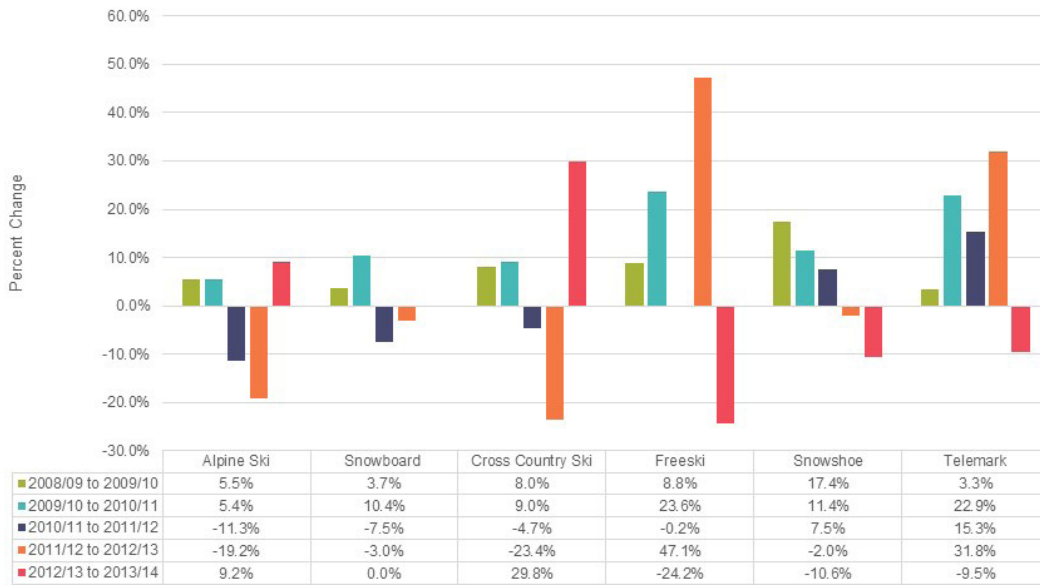
The Zumobi Ski & Snow Report is freshly redesigned with all the critical snow and weather data you need to get the jump on the dumps at your favorite resorts. Add your favorite ski and snowboard destinations to get notifications for up to the minute snow and weather conditions delivered live to the easy to navigate app. Resort detail pages provides snow depth data including base and top, a five day forecast, instant access to Twitter feeds, trail and lift maps, and more. Planning an excursion with friends? Social sharing features let you drum up a caravan to the slopes via Facebook or Twitter at the touch of a button.

**"Keeps me informed on conditions and has a easy access of my favorite resorts with snowfall powder base trail and lift status and 5 day forecast"**

**"The information is there, however, I don't like the user interface."**



# ANNUAL GROWTH RATE



SIA/Physical Activity Council 2014 Participation Study. ALL RIGHTS RESERVED.



# GENDER DEMOGRAPHICS

## MALE VS. FEMALE ALPINE SKIERS, BY AGE

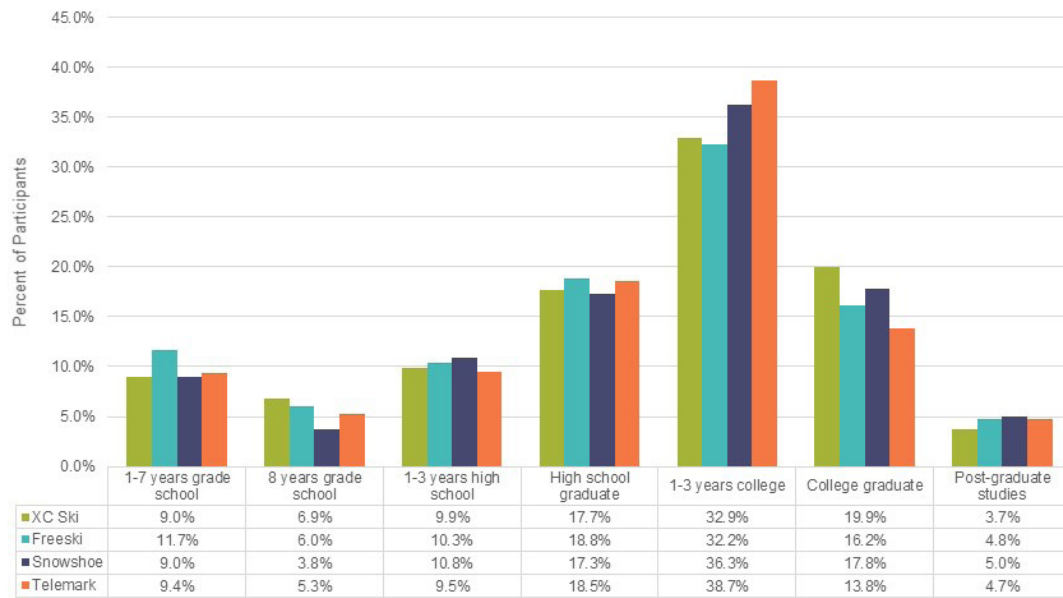


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# EDUCATION DEMOGRAPHICS

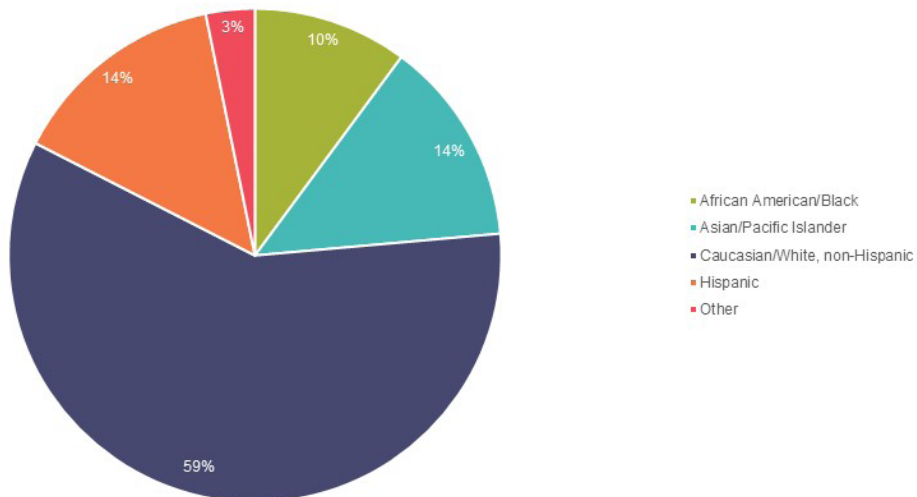
## CROSS COUNTRY, FREESKI, SNOWSHOE & TELEMAR



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# ETHNIC DEMOGRAPHICS



SIA/Physical Activity Council 2014 Participation Study. ALL RIGHTS RESERVED.





# USER ONE

## INTERVIEW QUESTIONS

- 1. **Do you ski or snowboard?** Yeah, I've been skiing since I was little.
- 2. **What were your initial impressions of the app?** It's a good idea, but just seems to be too much information.
- 3. **Was it easy to navigate around the app?** The main page was fine, but once I clicked on the buttons the information was scattered.
- 4. **What do you think about the design of the app?** I like the red buttons, but other than that it is nothing special.
- 5. **What features drew your attention the most?** I liked the live web cam feature, and definitely want to try the tracking feature next time I go skiing.
- 6. **Are there any other features would you suggest be incorporated in the app?** No, I think there could actually be less features.
- 7. **Would you download this app? If yes, would you use it on a regular basis?** Yeah I would download it, but only really use when I know I'm going there.
- 8. **Would you recommend this app to friends, family, etc?** Probably just my friends I go skiing with.

### NAME

Greg Barron

### AGE

26 YRS.

### GENDER

Male

### JOB

Medical School Student

### RESIDENCE

Farmington, CT

### EDUCATION

BA Bucknell U.  
MD UCONN Med(2018)

### DEVICE

iPhone 6

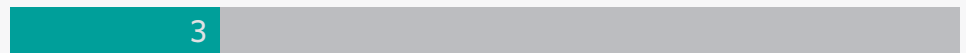
## RATE: 5 MAIN FOCUSES

(On a scale of 1-10)

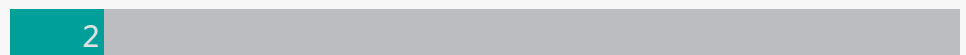
**Utility:** Does the user perceive the functions in the system as useful and fit for the purpose?



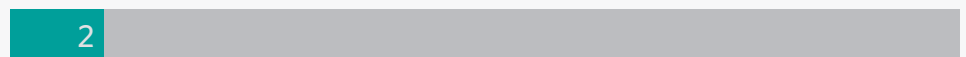
**Usability:** Does the user feel that it is easy and efficient to get things done with the system?



**Aesthetics:** Does the user see the system as visually attractive?



**Stimulation:** Does the system give me inspiration? Or wow experiences?



**Value:** Is the system important to me? What is its value for me?





# USER TWO

## INTERVIEW QUESTIONS

- 1. Do you ski or snowboard?** I mainly snowboard, but ski sometimes.
- 2. What were your initial impressions of the app?** I didn't even know they had this. It looks like a cool idea.
- 3. Was it easy to navigate around the app?** I think it was pretty easy.
- 4. What do you think about the design of the app?** The clip art looking images could be improved.
- 5. What features drew your attention the most?** I don't like carrying the maps around in my pocket so I would just check the trail maps on here.
- 6. Are there any other features would you suggest be incorporated in the app?** Maybe a video section where I could upload my GoPro videos.
- 7. Would you download this app? If yes, would you use it on a regular basis?** I would use it in the winter, but probably not look at it in the summer.
- 8. Would you recommend this app to friends, family, etc?** Yes, I'm going to tell my dad and sister to get it.

### NAME

Louie Guerrero

### AGE

26 YRS.

### GENDER

Male

### JOB

Nursing Student

### RESIDENCE

Branford,CT

### EDUCATION

BA Fairfield U.  
RN Gateway Comm. Col. (2016)

### DEVICE

iPhone 5

## RATE: 5 MAIN FOCUSES

(On a scale of 1-10)

**Utility:** Does the user perceive the functions in the system as useful and fit for the purpose?

5

**Usability:** Does the user feel that it is easy and efficient to get things done with the system?

6

**Aesthetics:** Does the user see the system as visually attractive?

4

**Stimulation:** Does the system give me inspiration? Or wow experiences?

3

**Value:** Is the system important to me? What is its value for me?

6



# USER THREE

## INTERVIEW QUESTIONS

### NAME

Katrina Puffer

### AGE

24 YRS.

### GENDER

Female

### JOB

Laboratory Scientist

### RESIDENCE

Somerville, MA

### EDUCATION

BA Skidmore C.

### DEVICE

iPhone 5c

1. **Do you ski or snowboard?** Ski.

2. **What were your initial impressions of the app?** It seems a bit excessive for one mountain. (Wanted info on other mountains)

3. **Was it easy to navigate around the app?** It's really hard to go back and forth.

4. **What do you think about the design of the app?** Way too much red and ugly icons.

5. **What features drew your attention the most?** The weather and mountain cams were interesting.

6. **Are there any other features would you suggest be incorporated in the app?** I can't think of any.

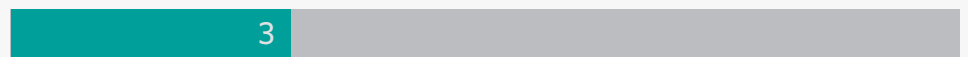
7. **Would you download this app? If yes, would you use it on a regular basis?** No, it's too confusing to use.

8. **Would you recommend this app to friends, family, etc?** No

## RATE: 5 MAIN FOCUSES

(On a scale of 1-10)

**Utility:** Does the user perceive the functions in the system as useful and fit for the purpose?



**Usability:** Does the user feel that it is easy and efficient to get things done with the system?



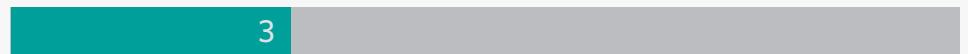
**Aesthetics:** Does the user see the system as visually attractive?



**Stimulation:** Does the system give me inspiration? Or wow experiences?



**Value:** Is the system important to me? What is its value for me?







# USER FOUR

## INTERVIEW QUESTIONS

- 1. **Do you ski or snowboard?** Long time skier.
- 2. **What were your initial impressions of the app?** I really like it...only wish it was for Okemo Mountain.
- 3. **Was it easy to navigate around the app?** No, it was difficult.
- 4. **What do you think about the design of the app?** Not very good.
- 5. **What features drew your attention the most?** I like to check the weather before we go ( I don't like skiing in really cold weather). The village map could be helpful too.
- 6. **Are there any other features would you suggest be incorporated in the app?** Maybe something to show places kids can hang out.
- 7. **Would you download this app? If yes, would you use it on a regular basis?** Yes, I would. No, I would not use it on a daily basis.
- 8. **Would you recommend this app to friends, family, etc?** I think my kids might like it.

**NAME**  
Ann Petrillo

**AGE**  
54 YRS.

**GENDER**  
Female

**JOB**  
Secretary

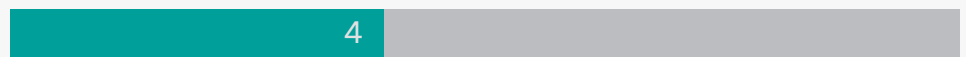
**RESIDENCE**  
Orange, CT

**EDUCATION**  
BA SCSU

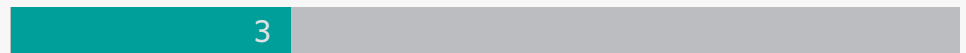
**DEVICE**  
iPhone 5

### RATE: 5 MAIN FOCUSES (On a scale of 1-10)

**Utility:** Does the user perceive the functions in the system as useful and fit for the purpose?



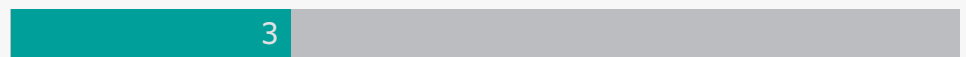
**Usability:** Does the user feel that it is easy and efficient to get things done with the system?



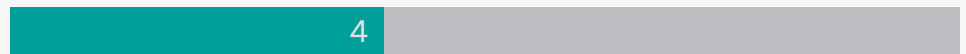
**Aesthetics:** Does the user see the system as visually attractive?



**Stimulation:** Does the system give me inspiration? Or wow experiences?



**Value:** Is the system important to me? What is its value for me?





# USER FIVE

## INTERVIEW QUESTIONS

1. **Do you ski or snowboard?** Snowboard.
2. **What were your initial impressions of the app?** Isn't there a better app for this?
3. **Was it easy to navigate around the app?** I got lost.
4. **What do you think about the design of the app?** It's alright.
5. **What features drew your attention the most?** Just the mountain cams.
6. **Are there any other features would you suggest be incorporated in the app?**  
I don't know.
7. **Would you download this app? If yes, would you use it on a regular basis?** No, I would not download it.
8. **Would you recommend this app to friends, family, etc?** I think my mom or dad would like it.

### NAME

Ronald Petrillo

### AGE

17 YRS.

### GENDER

Male

### JOB

Student

### RESIDENCE

Orange, CT

### EDUCATION

Notre Dame HS

### DEVICE

iPhone 6

## RATE: 5 MAIN FOCUSES

(On a scale of 1-10)

**Utility:** Does the user perceive the functions in the system as useful and fit for the purpose?

3

**Usability:** Does the user feel that it is easy and efficient to get things done with the system?

2

**Aesthetics:** Does the user see the system as visually attractive?

3

**Stimulation:** Does the system give me inspiration? Or wow experiences?

1

**Value:** Is the system important to me? What is its value for me?

1

# PERSONA DEVELOPMENT

"Social media allows me to be in touch with my friends and family despite the long hours that I work."

## MIKE HARRIS

HONEST | ENERGETIC | DETERMINED

**AGE:** 25 YRS.  
**GENDER:** MALE  
**RACE:** WHITE  
**STATUS:** SINGLE  
**RELIGION:** N/A

**RESIDENCE:** WORCESTER, MA  
**JOB:** FINANCIAL ADVISOR  
**EDUCATION:** BA NORTHEASTERN U.  
**INCOME:** 60,000  
**LANGUAGE:** ENGLISH

### BIO

Mike is a few years removed from college now and living in a condo with a roommate in Worcester, MA. As a graduate of Northeastern University, Mike landed himself a job at an investment managing firm where he works anywhere from 40 to 50 hours a week. While he does not own a Mac computer, Mike is constantly using his iPhone for both business and personal reasons. He enjoys using various forms of social media to keep in touch with friends and family. Despite the long work hours, Mike is an active individual. He keeps in touch with old friends, is always meeting new ones, and tries to make the most out of his nights and weekends. He maintains his energy outside of work by playing sports such as ultimate frisbee and baseball at the local park. He is a very personable and driven individual, seeking to get the most out of himself and those around him.

### DEVICES & PLATFORMS

2 HR/DAY  
IPHONE

1 HR/DAY  
IPAD

5 HR/DAY  
PC

### GOALS & MOTIVATIONS

- Travel more
- Earn a raise
- Move to bigger city
- Buy a house in the near future
- Buy a new car
- Get outside more often

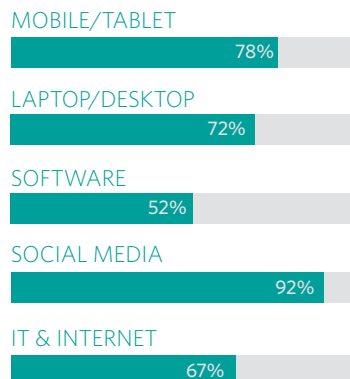
### LIKES

- Adventures
- Connecting over social media
- Cooking
- Problem solving
- Fast-paced atmosphere
- Being in the company of others

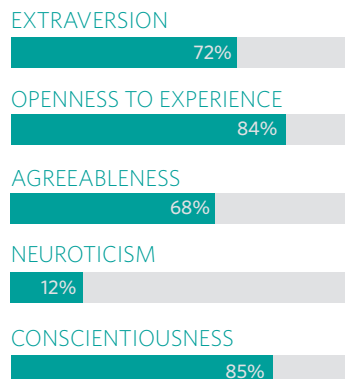
### DISLIKES

- Missing deadlines
- Sitting still
- Being alone
- Sleeping in late
- Impulse buying
- Slowness

### TECHNOLOGY ABILITIES



### BIG 5 PERSONALITY TEST



### APP USE

READS REVIEWS	✓
WRITES REVIEWS	✗
CHECKS WEATHER	✓
RESEARCH INFO.	✗
DEALS/COUPONS	✓
SOCIAL MEDIA	✓
NEWS & TRENDS	✗
CALL/TEXT	✓
EMAIL	✓

"I am constantly connected to my phone or computer, checking the latest in sports, news and weather."

# DAKOTA ROOS

FOCUSED | COMPETITIVE | COMPOSED

**AGE:** 22 YRS.  
**GENDER:** MALE  
**RACE:** WHITE  
**STATUS:** SINGLE  
**RELIGION:** N/A


**RESIDENCE:** BRANFORD, CT  
**JOB:** INTERN PART-TIME  
**EDUCATION:** BA QUINNIPIAC U.  
**INCOME:** N/A  
**LANGUAGE:** ENGLISH

## BIO

As he prepares to graduate college, Dakota lives an active, busy lifestyle. While working to obtain his bachelors degree in Interactive Digital Design he must also balance a part-time work schedule as well as maintaining his active lifestyle. He is constantly connected with current news, social media, and all things technology. Dakota can be found browsing his smart-phone, iPad, or Macbook, exploring and researching many topics ranging from sports and politics, to design and photography. Whether it is going for a hike, skiing, or playing tennis, Dakota looks to find new outlets to keep active. Dakota has a quite, reserved personality, but is a highly competitive and driven individual. He strives to succeed in both work and school, while often taking breaks to explore new places, and go on long hikes with his dog.

## DEVICES & PLATFORMS

.8 HR/DAY  
  
 ANDROID

.2 HR/DAY  
  
 IPAD

4 HR/DAY  
  
 MACBOOK

.1 HR/DAY  
  
 IMAC

## GOALS & MOTIVATIONS

- Manage own schedule
- Become financially independent
- Gain higher status at workplace
- Travel more frequently
- Prioritize Projects
- Find new sources of inspiration

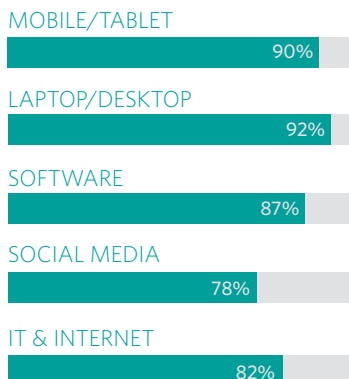
## LIKES

- Being active/exercising
- Exploring new places
- Using social media
- Follow current news and trends
- To be challenged
- Competitive atmosphere

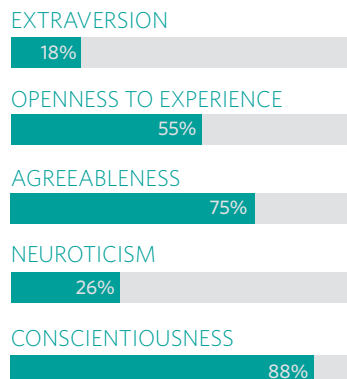
## DISLIKES

- Disorganization
- Confrontation
- Poor time management
- Slow internet/apps
- Ignorance
- Lack of Clarity

## TECHNOLOGY ABILITIES



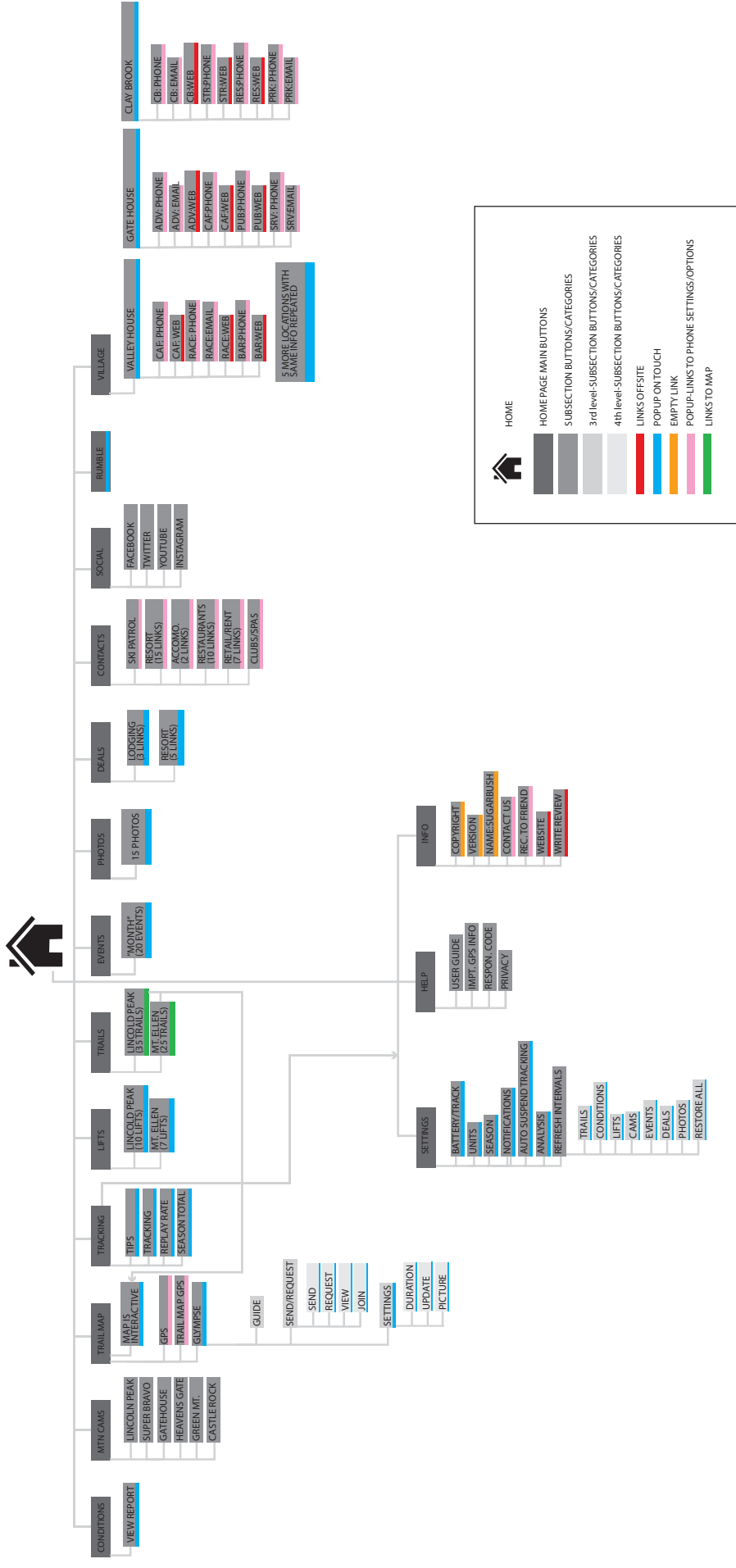
## BIG 5 PERSONALITY TEST



## APP USE

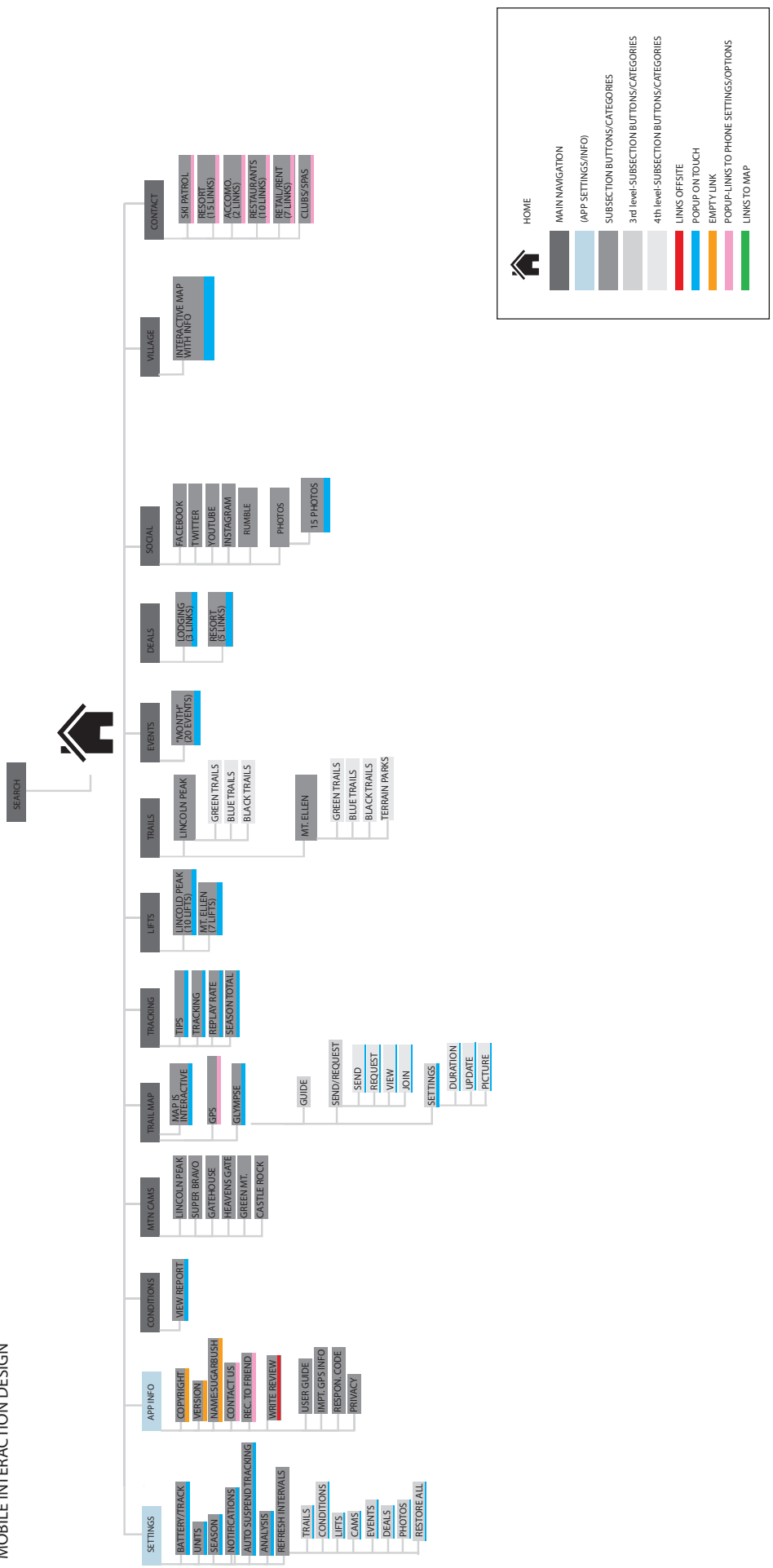
READS REVIEWS	✓
WRITES REVIEWS	✗
CHECKS WEATHER	✓
RESEARCH INFO.	✓
DEALS/COUPONS	✓
SOCIAL MEDIA	✓
NEWS & TRENDS	✓
CALL/TEXT	✓
EMAIL	✓

INFORMATION ARCHITECTURE (ORIGINAL APP):  
 VERSION 1  
 DAKOTA ROOS  
 MOBILE INTERACTION DESIGN





INFORMATION ARCHITECTURE (REDESIGN):  
 VERSION 1  
 DAKOTA ROOS  
 MOBILE INTERACTION DESIGN

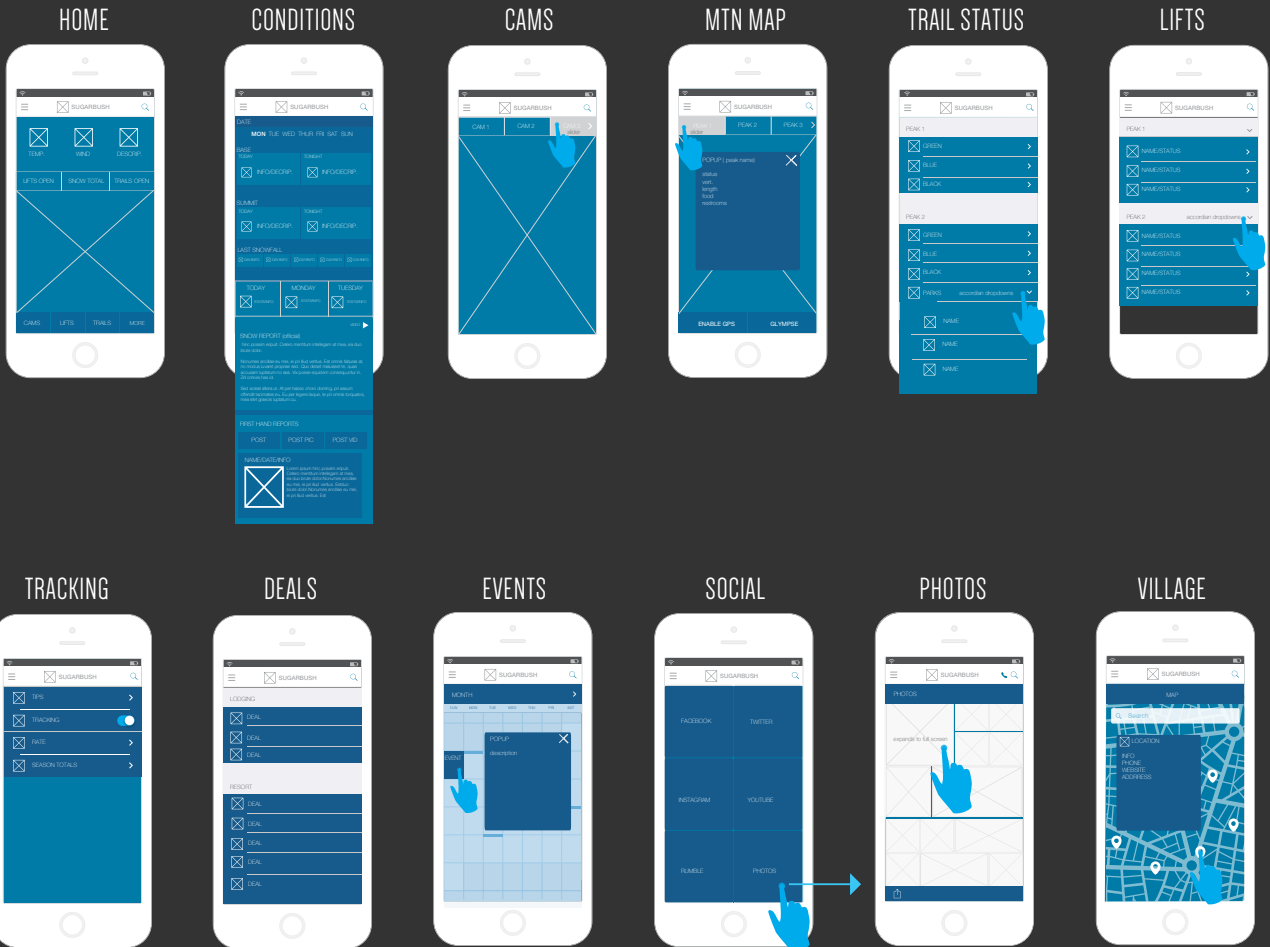


**HOME**

- MAIN NAVIGATION
- APP SETTINGS/INFO
- SUBSECTION BUTTONS/CATEGORIES
- 3rd level-SUBSECTION BUTTONS/CATEGORIES
- 4th level-SUBSECTION BUTTONS/CATEGORIES
- LINKS OFFSITE
- POPUP ON TOUCH
- EMPTY LINK
- POPUP-LINKS TO PHONE SETTINGS/OPTIONS
- LINKS TO MAP

# APP WIREFRAMES

## PAGES

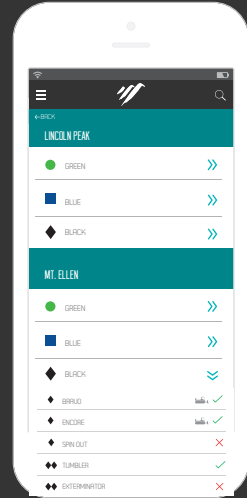
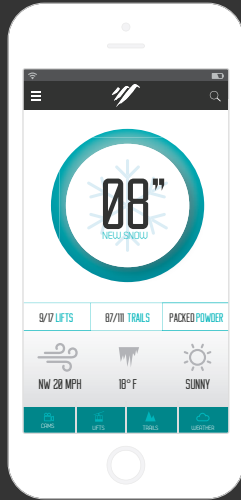


## NAVIGATION

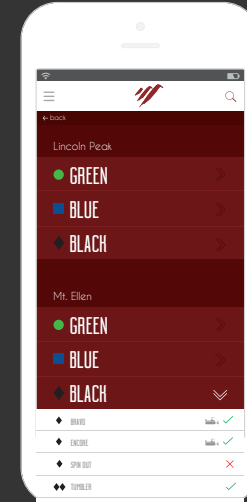
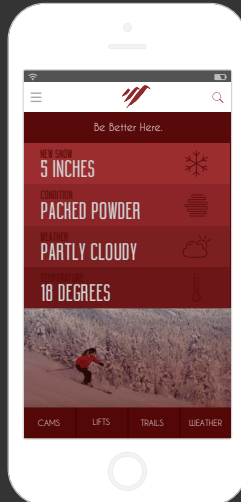


# APP COMPS

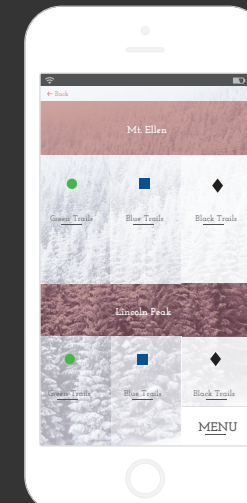
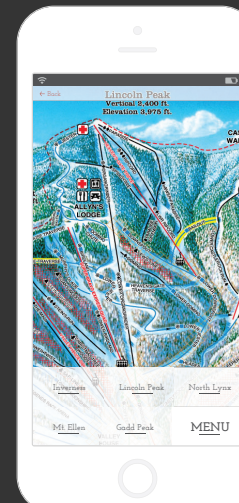
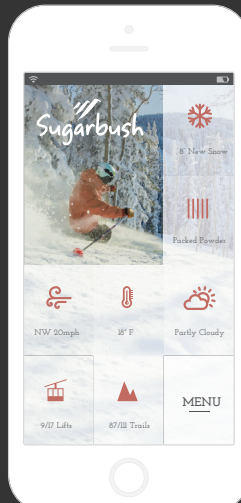
COMP ONE



COMP TWO

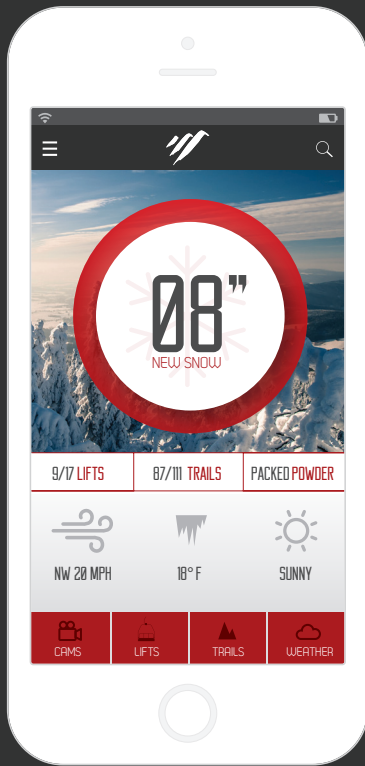


COMP THREE



# FINAL DESIGN

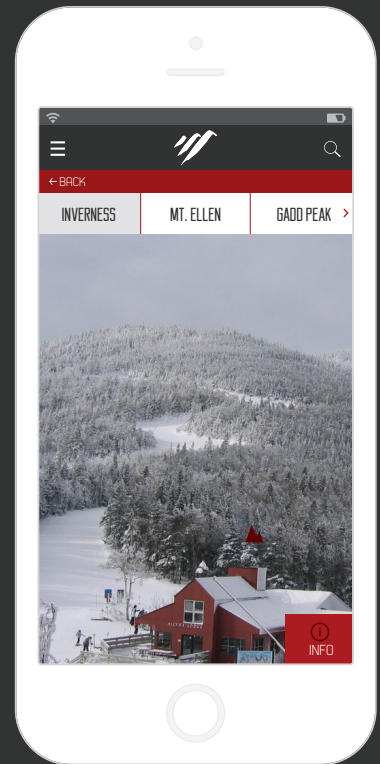
## HOME



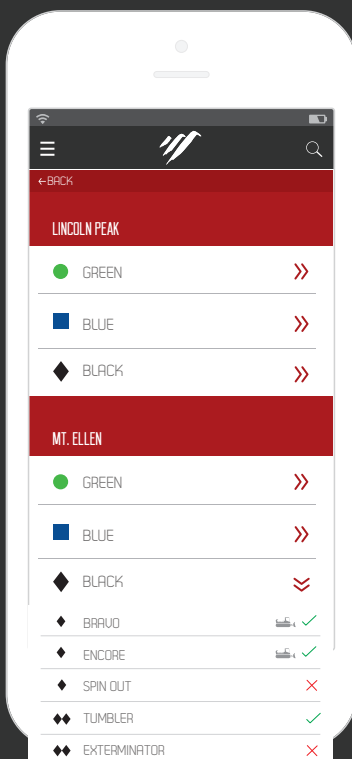
## MTN MAP



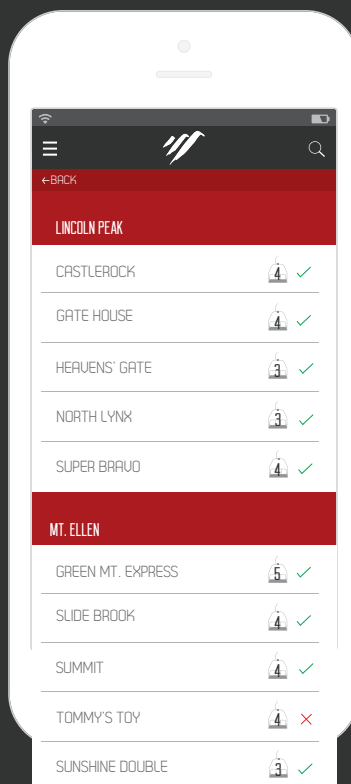
## CAMS



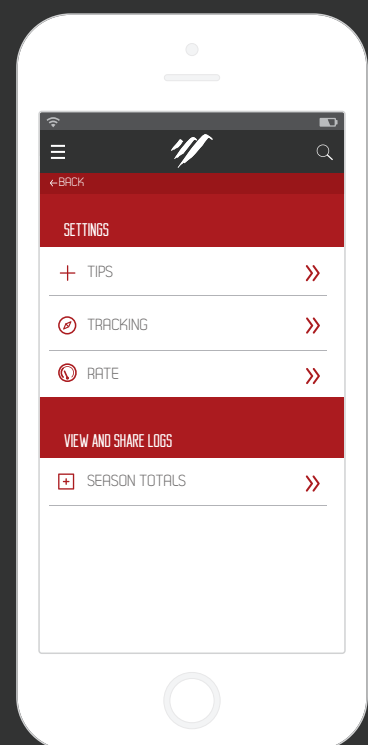
## TRAIL STATUS



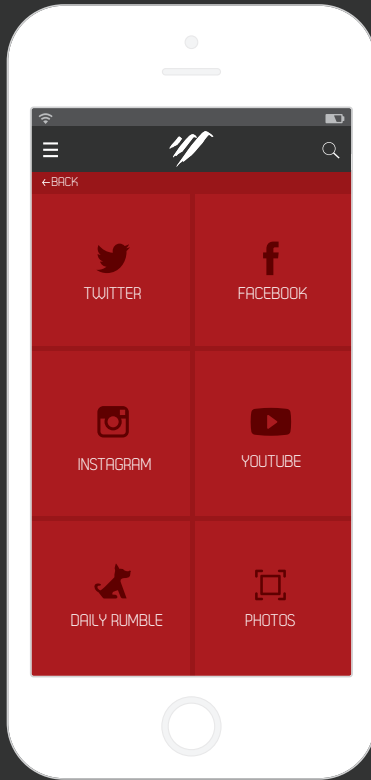
## LIFT STATUS



## TRACKING



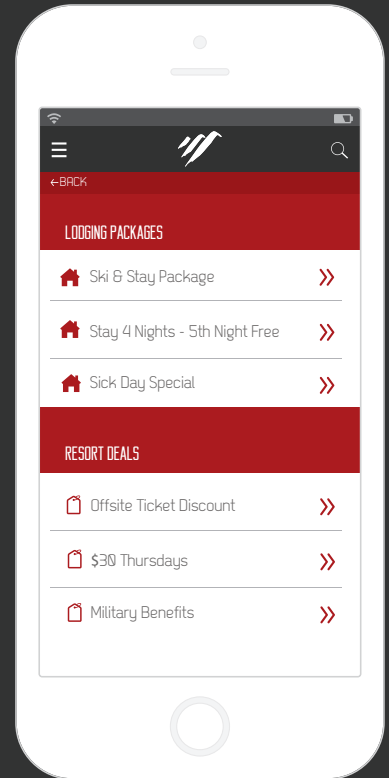
# SOCIAL



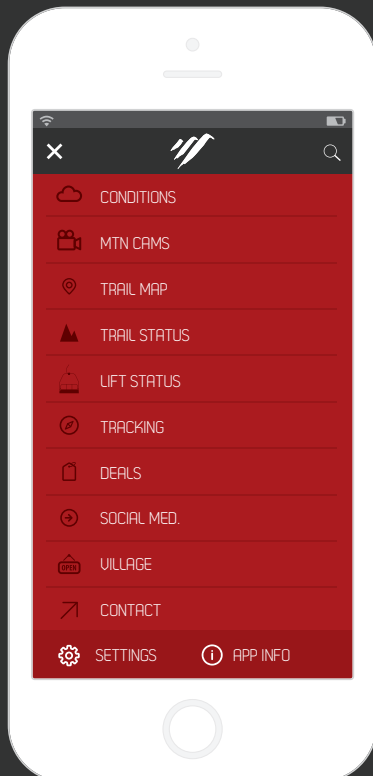
# PHOTOS



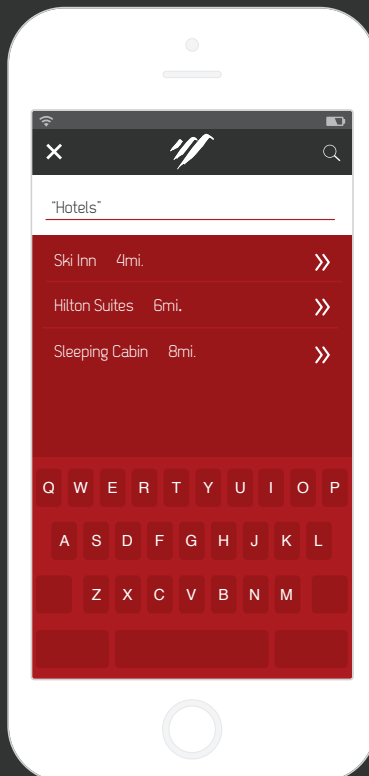
# DEALS



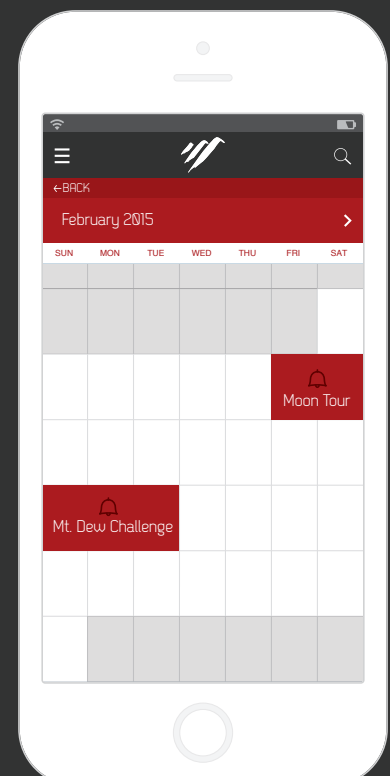
# MENU



# SEARCH

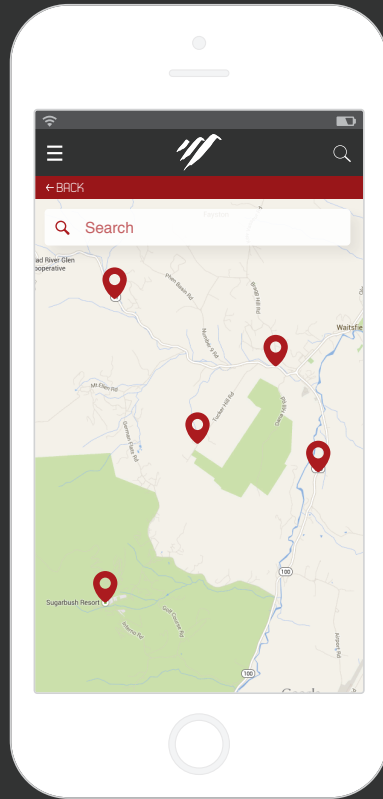


# EVENTS





# VILLAGE



# CONDITIONS

Monday February 28th, 2015

MON TUE WED THUR FRI SAT SUN

BASE 1482 ft

Today 18° F NW 9 MPH

Tonight 6° F W 15 MPH

SUMMIT 4083 ft

Today 12° F NW 18 MPH

Tonight -4° F N 30 MPH

LAST SNOWFALL

2"	0"	0"	5"	8"
FEB 23	FEB 24	FEB 25	FEB 26	FEB 27

VIDEO

## OFFICIAL SNOW REPORT

It is going to be a gorgeous day at Sugarbush, with sunny skies this morning giving way to snow clouds in the afternoon. Expect comfortable temps in the 20's at the base and teens at the summit. Forecasts call for snow this evening, we could see 2-4" by tomorrow morning. Groomers smoothed out 68 trails, including Organgrinder, Moonshine and Walt's Trail. With consistent dry snow conditions, the corduroy is excellent. The bumps and many of the off-piste lines are well-trodden, but softer spots can still be found.

Head to the Sugar Run Progression Park for small and medium freestyle features and the newly refreshed award-winning Riemergasse Park for medium and big features. Between the two areas, Sugarbush Parks has installed over 60 jumps, rails, boxes, hips, walls, stair sets and more.

Please note, Inverness will be open 9AM - 2:30PM, and Brambles from 9AM - 12PM, for GMUS Race Training only, NASTAR on Racer's Edge is open for public racing 10AM - 3:00PM.

Sugarbush is 100% open, with 111 trails served by all 16 lifts. GMX, Super Bravo, and Heaven's Gate spin at 8AM, lower mountain lifts run 9AM - 4:00PM, upper mountain lifts run 9AM - 3:45PM, and Slide Brook spins 10AM - 3:15PM. Take the free Mad Bus between the mountains and around the Valley.

## FIRST HAND REPORTS

[NEW POST](#) [POST PICTURE](#) [POST VIDEO](#)

John Doe - February 27, 2015



★★★★☆

Skied here the last 3 days, extremely cold and windy, but I can suck it up and deal with that. No soft bumps to be found. Trees were bit better, they could use some fresh snow.

Jessica Smith - February 26, 2015



★★★★★

Coming up this Sunday too Friday where's the deep patches? How's the slide brooks? And I hope there's pow next week haha I'm pumped!!

