





A user experience Project By

Brandon Edquist, Nathan Gamson, and Mary Stalter



The Red Barn is a rock climbing gym located in an antique barn on the RIT campus. The facility is used mostly by rock climbing enthusiasts, but seeks to become more suitable for casual and new users through a responsive website. Likewise, the site would provide basic info about the facilities and rock climbing necessities. The current site has few visuals, and the information is presented in without hierarchy. A new site would be enticing to viewers and layout information so it is easy and quick to interpret. Users will be able to quickly access information about events such as Red Barn's annual Limoncello Dynasty and Glass Pumpkin.



Since we last presented, we've worked to unify each aspect of our process and final website while maintaining the uniqueness and "cool factor" that the Red Barn prides itself on.



Personas and User Flows

WES FAIRS

BOULDERING SAAVY

Hailing from Durango in Colorado, Wes is a 2nd year Information Technology student at RIT. He's passionate about what he does. Wes enjoys building a personal computer rigs and constantly upgrade it to the latest specs. He also tinkers with Raspberry Pi and experiment with it. He enjoys new challenge and mind stimulations.

Wes is somewhat of an active person. He is only active if his friends are active as well. He has experienced a bit of everything regarding sports and such. Having climbed few times in the past at Durango in Colorado, Wes wishes to focus more on climbing.

However, his friends aren't as active as Wes find himself to be. They also find climbing at Red Barn intimidating and Wes wishes to convince them otherwise. Wes also needs to figure out the transportation from dorm to Red Barn for his friends and as well as himself.



"It's easy to get into it yourself, but is tricky to get everyone into it"

Motivations

- » To be physically active with his friends
- » Sense of achievement

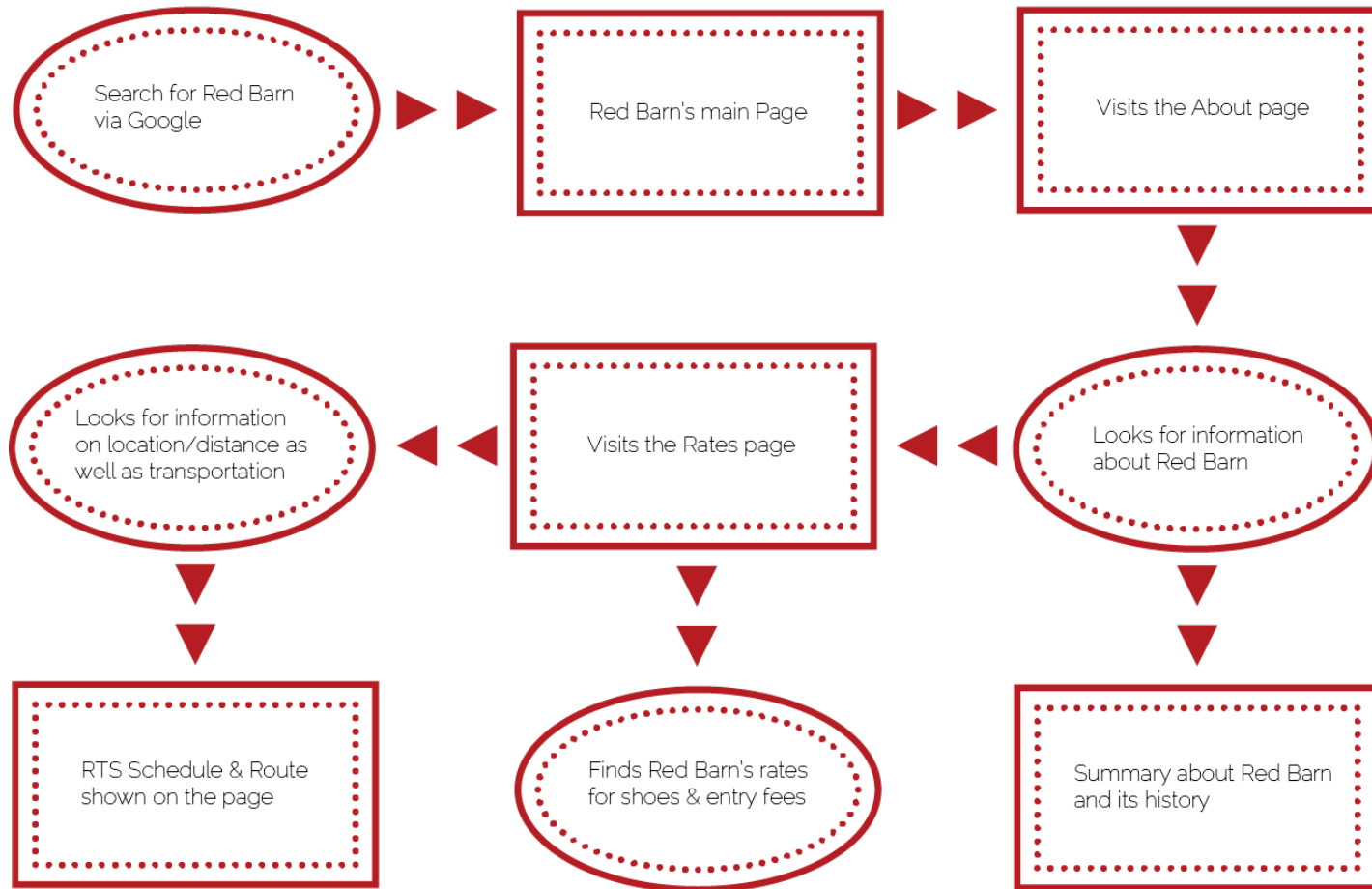
Goals

- » To work on his muscles
- » To attain more knowledge about computers

Needs

- » Get his friends into exercising more
- » Unique exercise experience

WES FAIRS' USER FLOW



DALLAS BANKS

The Novice



Dallas is a 3rd year film student from Texas. His love of comic books and Marvel films led him to an interest in pursuing a career in film.

He doesn't participate on a sports team but he practices boxing regularly and has a weightlifting regimen that works well. He heard about the Red Barn during orientation and visited once with friends, where he had a lot of fun. He would have gone again but the weather quickly changed to blizzard conditions and not having a car or knowing the bus schedules made it difficult to return.

He would like to return but he needs motivation and transportation information to go the extra mile to visit the Red Barn all the way from Park Point instead of going to the regular gym for boxing or weightlifting.

"Decide that you want it more than you are afraid of it."

-Bill Cosby

Motivations

- » To be the very best.
- » Knowing he will have a lot of fun.
- » Getting a good workout.
- » Atypical experiences.

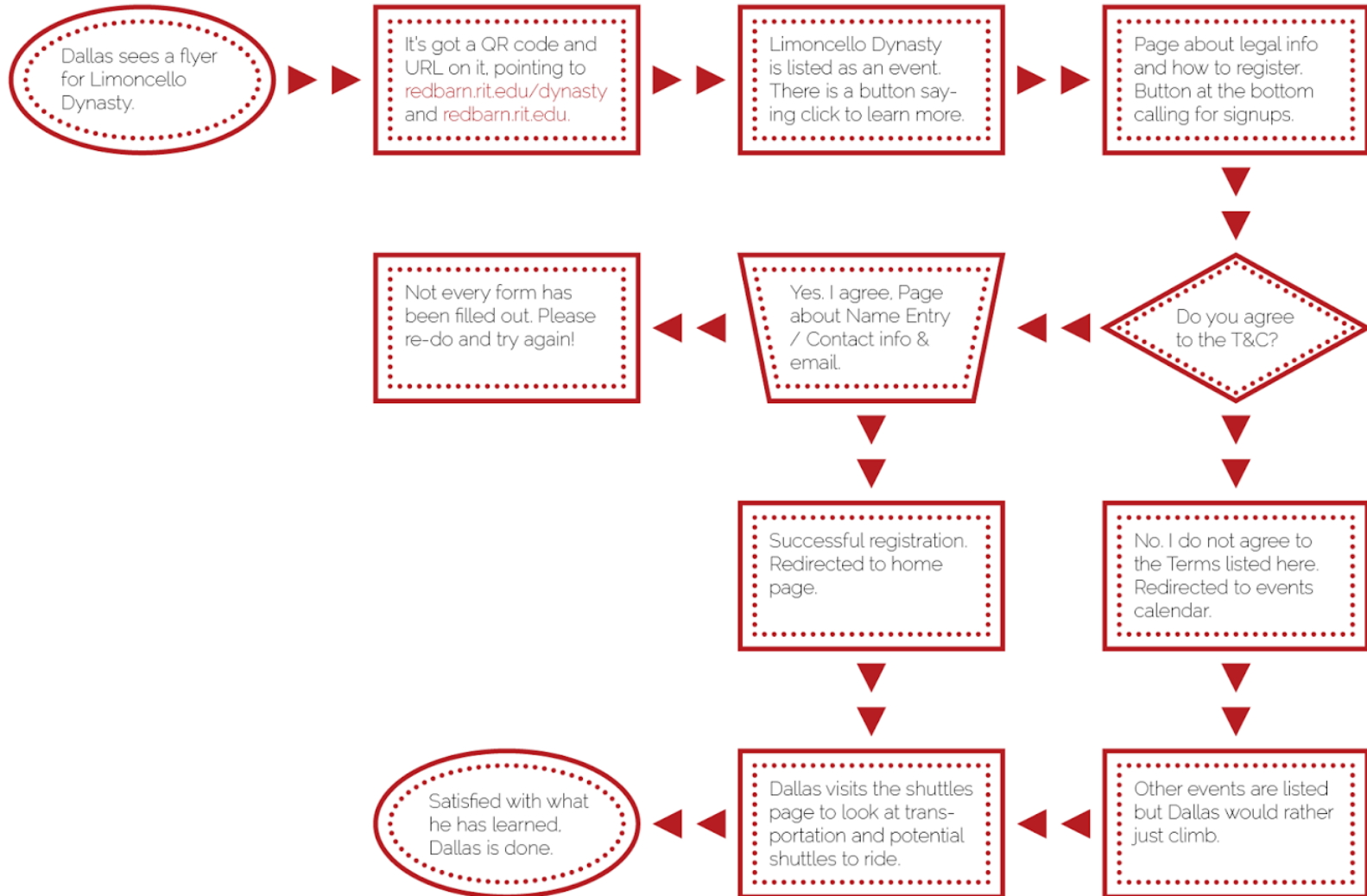
Goals

- » Get swole / stay in good health.
- » Interact more with the RIT community.
- » Get an internship with Channel Frederator.
- » Meet new people.

Needs

- » Motivation to go (it's very far).
- » A means of getting there (no car).
- » To know when he can even go.
- » To know how much he has to pay.

DALLAS BANKS' USER FLOW



CYNTHIA ALBERS

The Newcomer

Originally from Pennsylvania, Cynthia came this year to RIT as a Freshman in the Chemical Engineering program. She enjoys problem-solving, which led her to pursue engineering. She finds the coursework difficult, but relishes the challenge.

Recently, Cynthia began to become more conscious of her health after realizing how hard it is to eat healthy on campus. She's tried out several activities at the gym, and enjoys running on the track the most. She likes pushing herself to the limit.

Recently a friend she made at the gym told her about the Red Barn. The experience intrigues Cynthia, but she's a little apprehensive. Though interested in new challenges, Cynthia likes to know what she's getting into, so tried to do some research before going. Unfortunately, she found the Red Barn's site to lack the information she wants, so she's on the fence about going. She also lives in the dorms and is unsure if she wants to walk all the way there.



"I want to know what I'm getting into before I try out the Red Barn."

Motivations:

- » new challenges
- » success

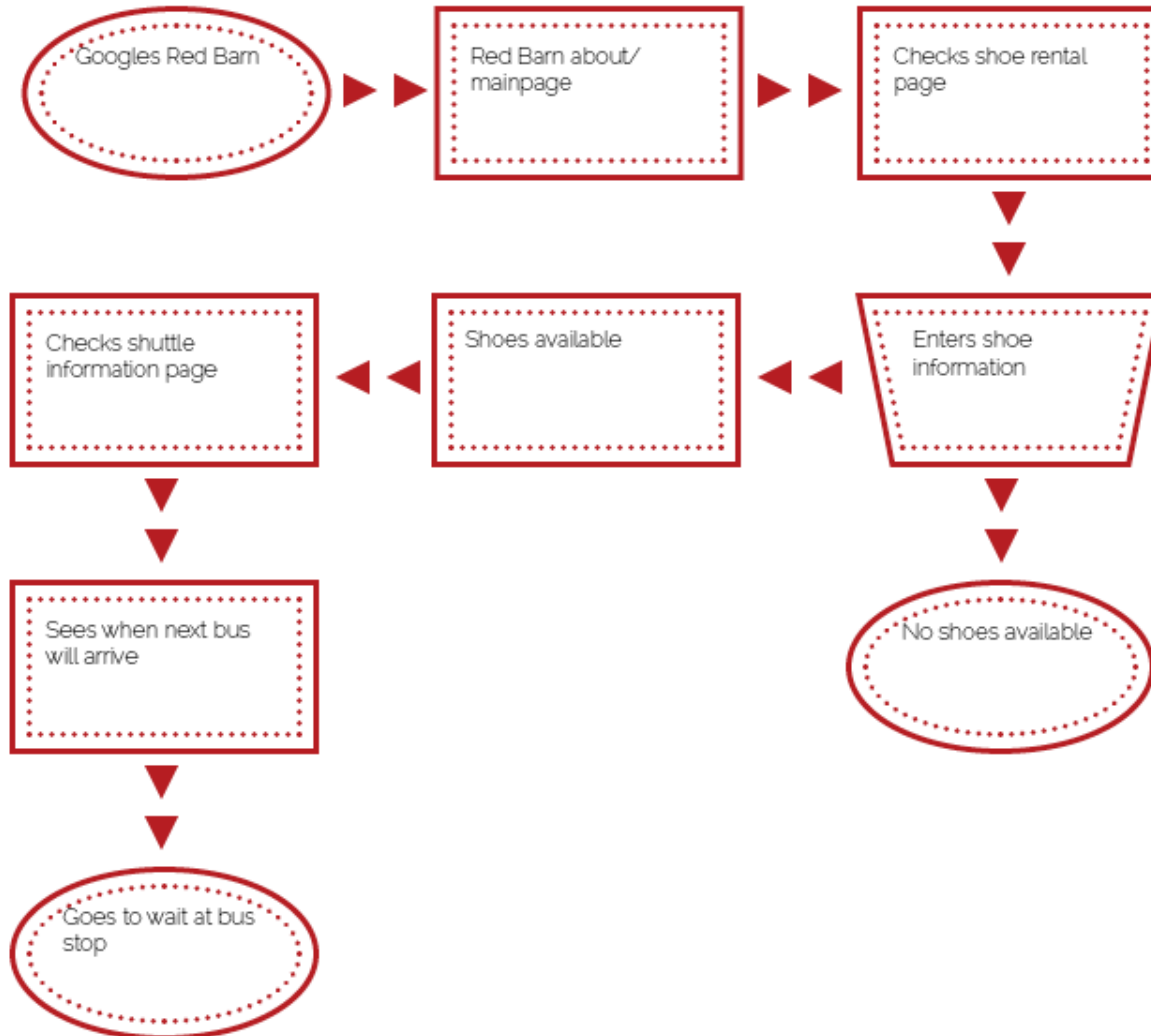
Goals:

- » better health
- » to have fun

Wants:

- » information
- » transportation

CYNTHIA'S USER FLOW





Mood Boards



NOW
HIRING



vintage
WITH AN INDUSTRIAL INFLUENCE

Refers to culturally outdated or aged style, trend, or mode of fashion, from the overall postmodern past, that has since that time become functionality or superficiality the normative again. The use of "retro" style (photography and imagery, interjected into post-modern art, advertising, mass media, etc.) generally implies a style age of at least fifteen to twenty or more years.

That

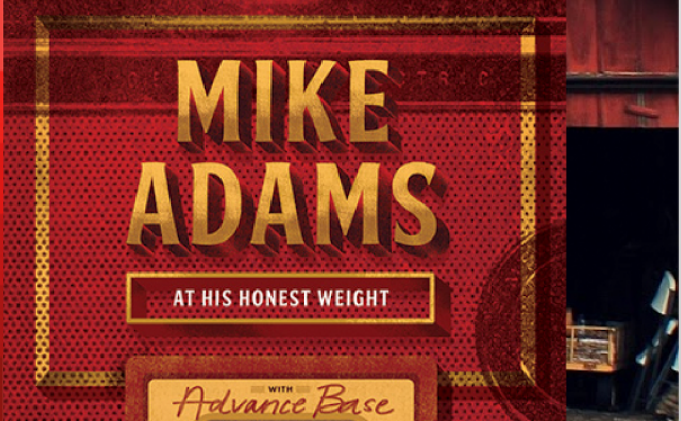
R

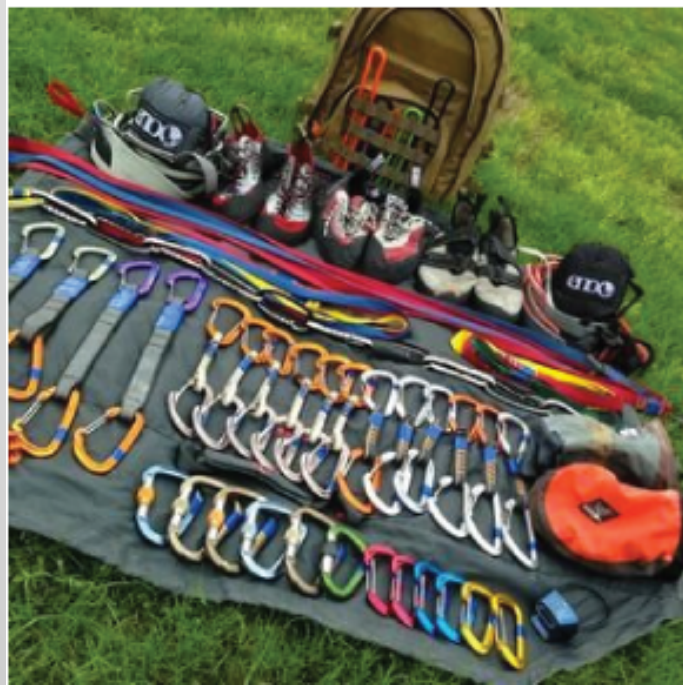
RALEWAY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad diam veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure



THINK LOCAL. BUY LOCAL. BE LOCAL. LOW





THE RED BARN



LIFE
TAKES
GRIT.

THE 30 ARTICLES OF
THE UNIVERSAL DECLARATION OF
HUMAN RIGHTS
AS ADOPTED BY THE UNITED NATIONS IN 1948

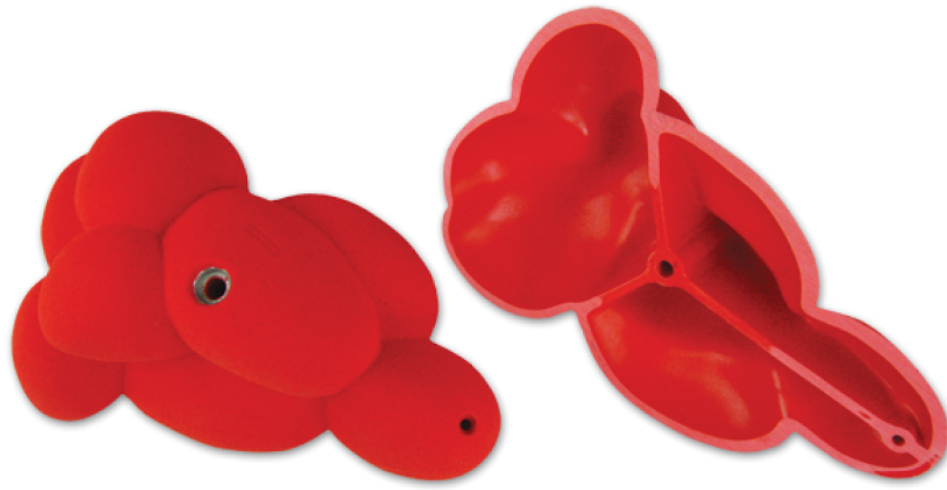


BIG SLIDE
44°10'56" N 73°52'14" W
THE
46 HIGH PEAKS
OF THE GREAT
ADIRONDACKS

LAKE HOUSE



sweat hip hand
cool rock hang
grip up climb
awesome effort
work antique top



**RED
BARN**
CLIMBING GYM

GEARED
WITH FOUR UNIQUE WEIGHTS



**RED
BARN**
CLIMBING GYM

EXPANDED, ITALICIZED & CONDENSED
LEAGUE GOTHIC
THE • LEAGUE of MOVEABLE • TYPE

Extra-Light 200

Raleway

Light 300

Raleway

Normal 400

Raleway

Medium 500

Raleway

Semi-Bold 600

Raleway

Bold 700

Raleway

Extra-Bold 800

Raleway

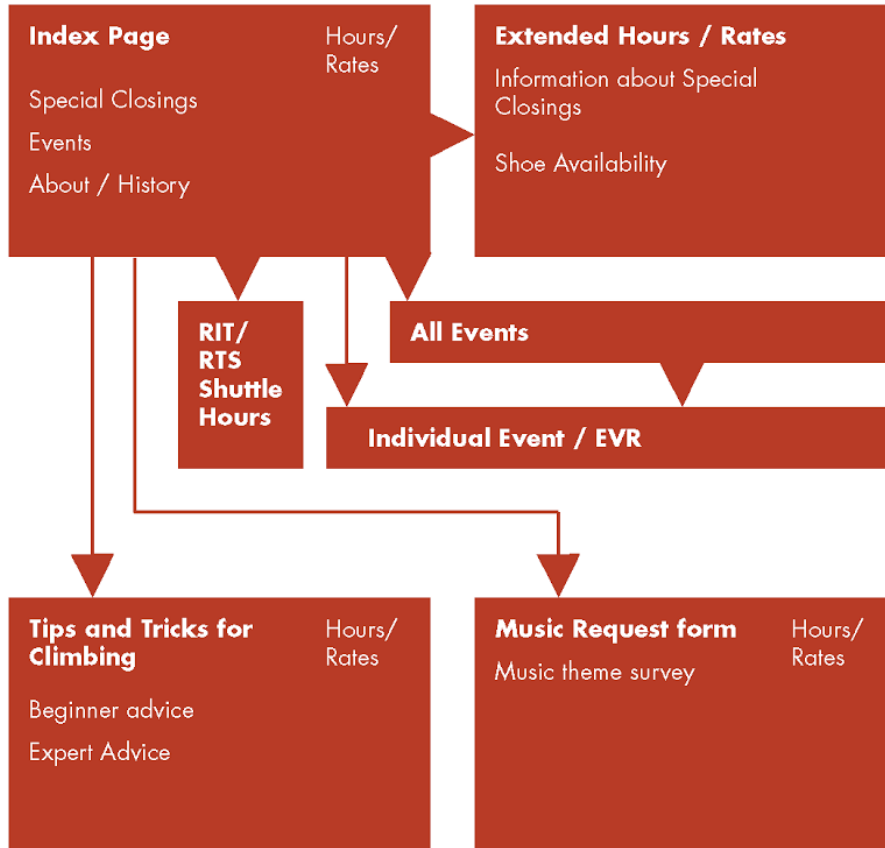
Ultra-Bold 900

Raleway

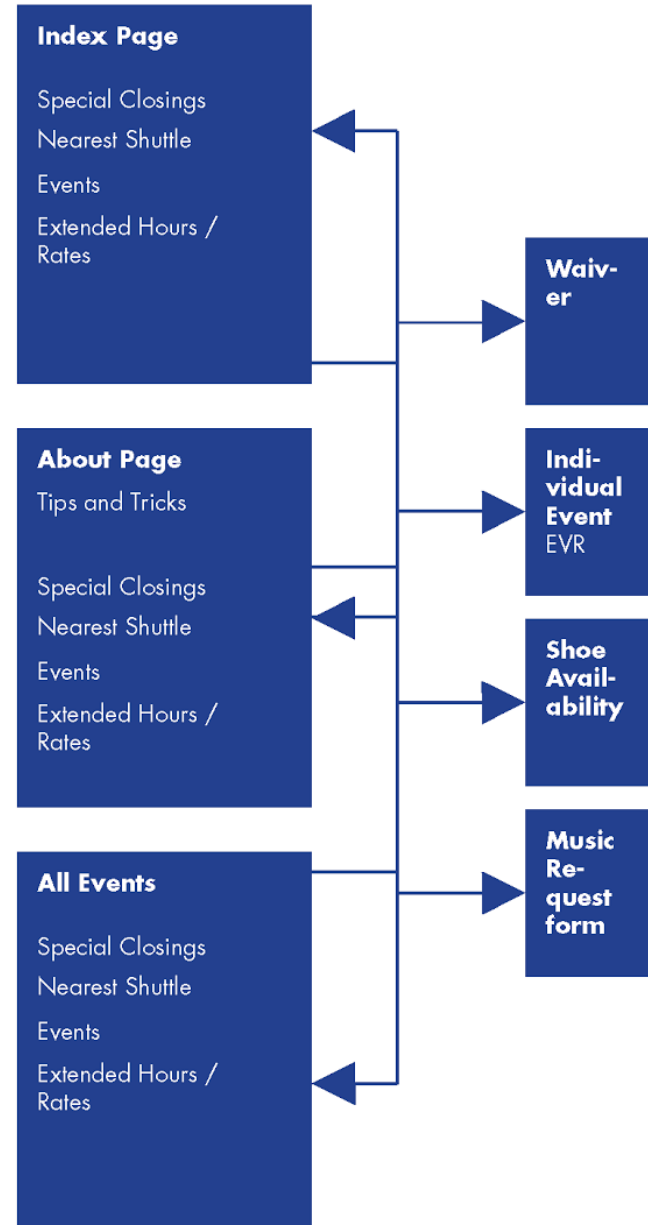


Site Map and Content Structure

Red Barn Site Map - Desktop / Tablet



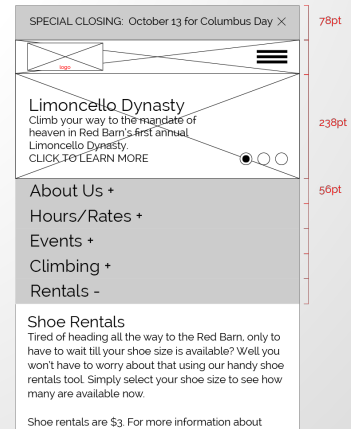
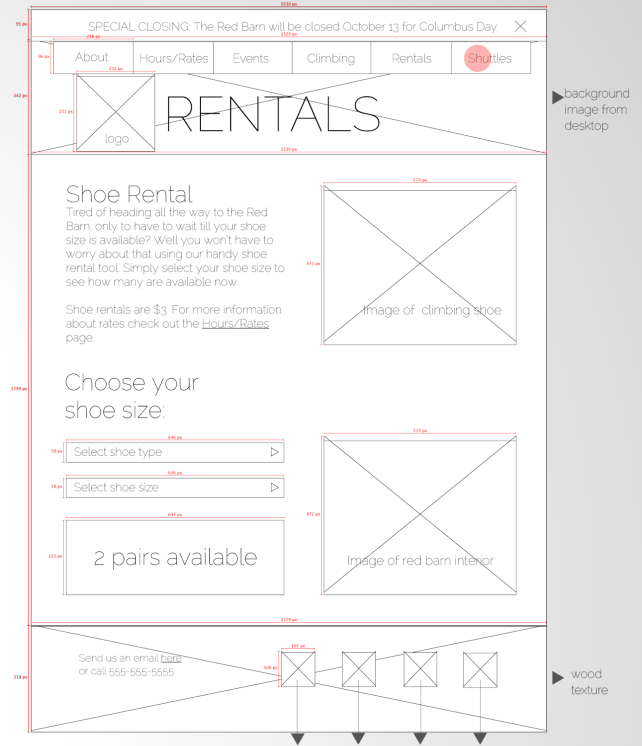
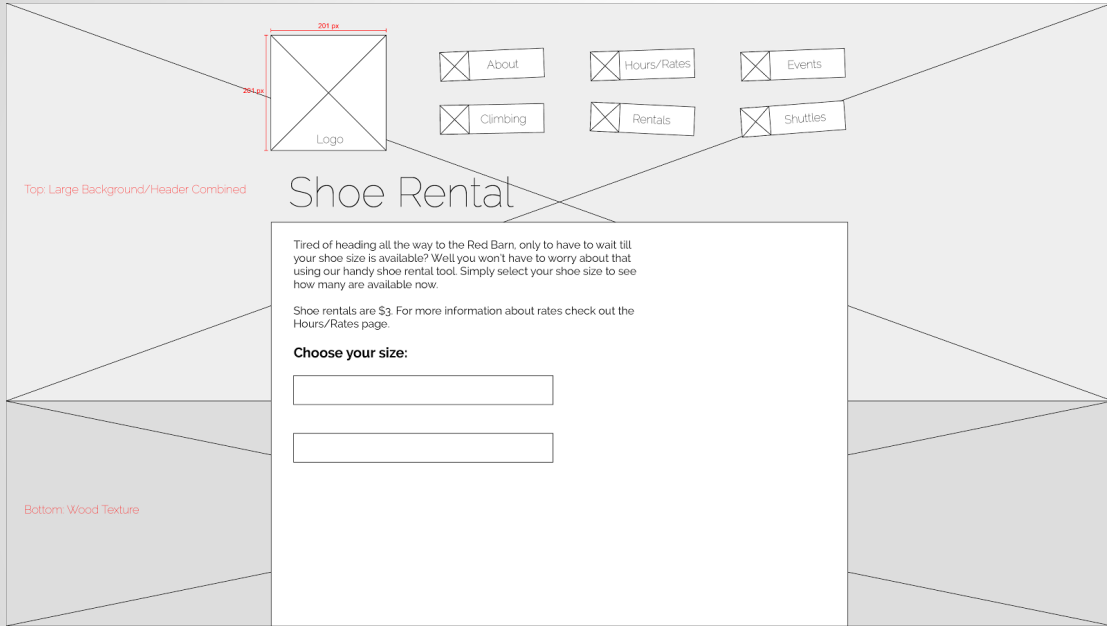
Red Barn Site Map - Mobile





User Flow Wireframes and Visual Comps

Shoe Rental



SPECIAL CLOSING: The Red Barn will be closed October 13 for Columbus Day



About

Hours/Rates

Events

Climbing

Rentals

Shuttles

Shoe Rentals

Tired of heading all the way to the Red Barn, only to have to wait till your shoe size is available? Well you won't have to worry about that using our handy shoe rental tool. Simply select your shoe size to see how many are available now.

Shoe rentals are \$3. For more information about rates check out the Hours/Rates page.

Choose your size:

US Women

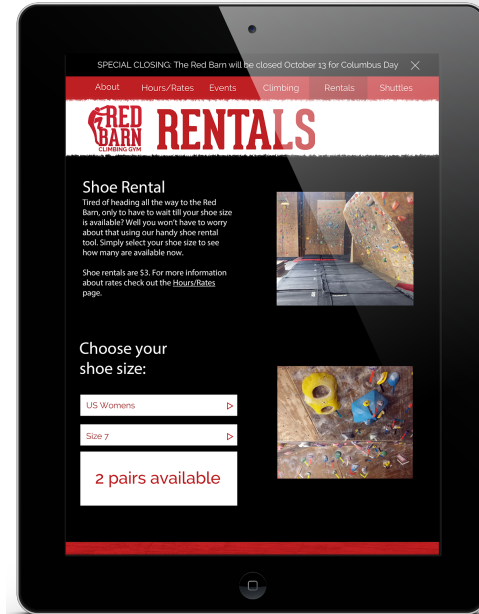
Size 7

2 Pairs Available



Send us an email here or call: 585-292-6571

Waiver Terms and Conditions



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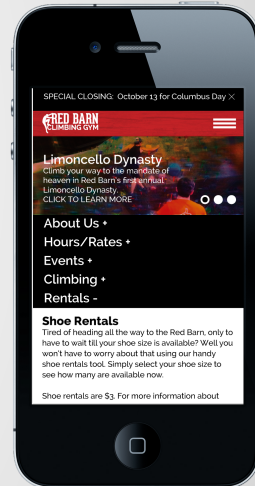
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Choose your shoe size:

US Womens

Size 7

2 pairs available



SPECIAL CLOSING: October 13 for Columbus Day



Limonecello Dynasty

Climb your way to the mandate of heaven in Red Barn's first vertical Limonecello Dynasty.

CLICK TO LEARN MORE

- About Us +
- Hours/Rates +
- Events +
- Climbing +
- Rentals -

Shoe Rentals

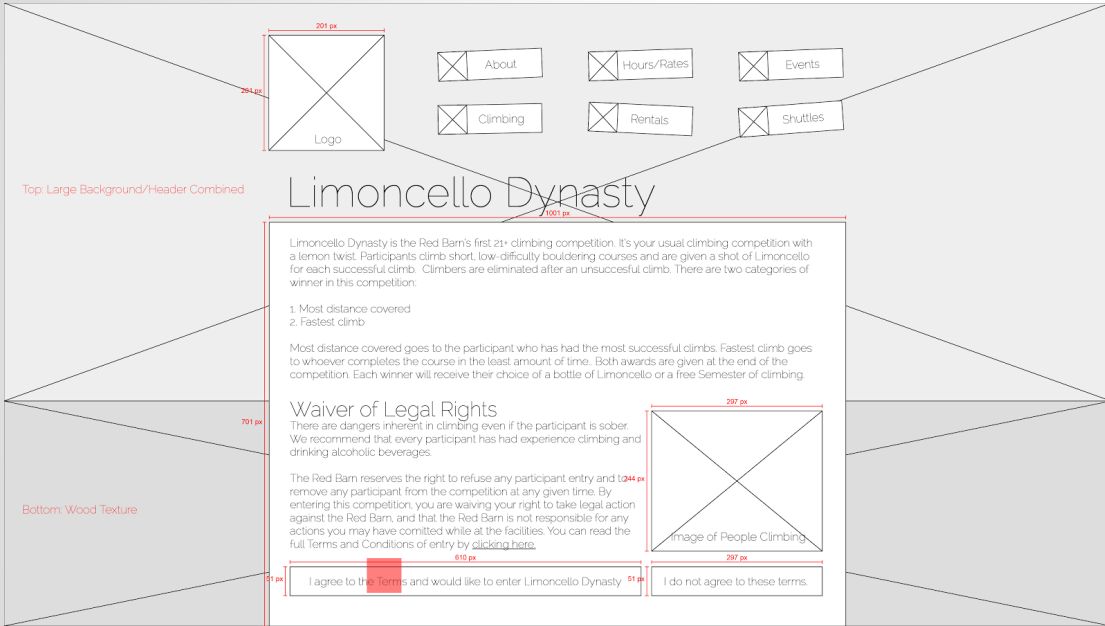
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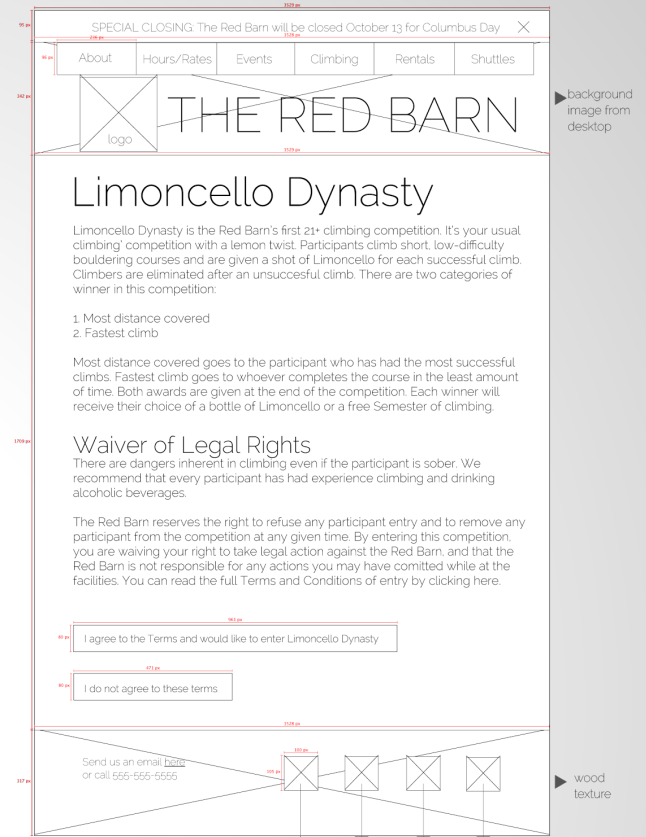
User Flow Wireframes and Visual Comps

Limoncello Dynasty



Top: Large Background/Header Combined

Bottom: Wood Texture



background image from desktop

wood texture

choice of a bottle of Limoncello or a free Semester of climbing.

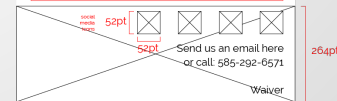
Waiver of Legal Rights

There are dangers inherent in climbing even if the participant is sober. We recommend that every participant has had experience climbing and drinking alcoholic beverages.

The Red Barn reserves the right to refuse any participant entry and to remove any participant from the competition at any given time. By entering this competition, you are waiving your right to take legal action against the Red Barn, and that the Red Barn is not responsible for any actions you may have committed while at the facilities. You can read the full Terms and Conditions of entry by [clicking here](#).

I agree to the Terms and would like to enter Limoncello Dynasty

I do not agree to these terms.



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About
Climbing

Hours/Rates
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Events
Shuttles

Limoncello Dynasty

Limoncello Dynasty is the Red Barn's first 21+ climbing competition. It's your usual climbing competition with a lemon twist. Participants climb short, low-difficulty/bouldering courses and are given a shot of Limoncello for each successful climb. Climbers are eliminated after an unsuccessful climb. There are two categories of winner in this competition:

1. Most distance covered
2. Fastest climb

Most distance covered goes to the participant who has had the most successful climbs. Fastest climb goes to whoever completes the course in the least amount of time. Both awards are given at the end of the competition. Each winner will receive their choice of a bottle of Limoncello or a free Semester of climbing.

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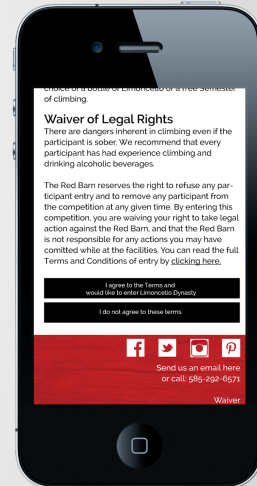


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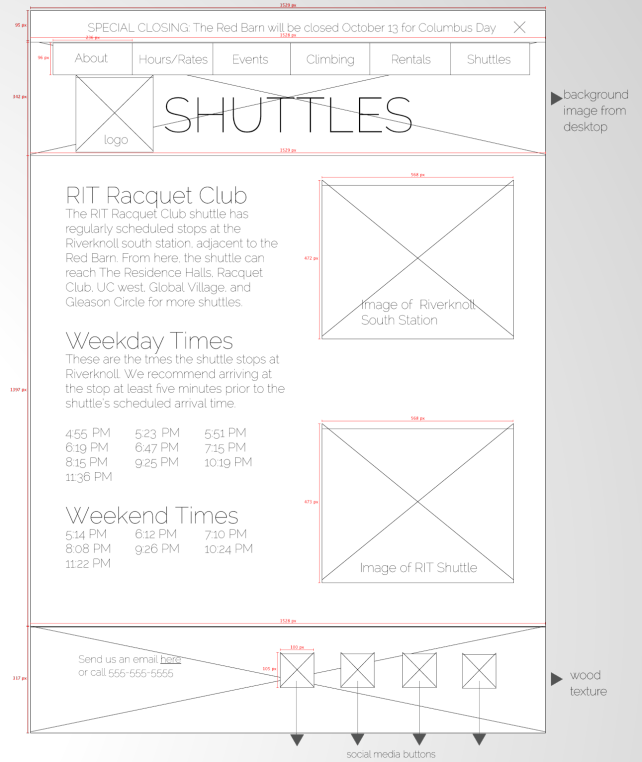
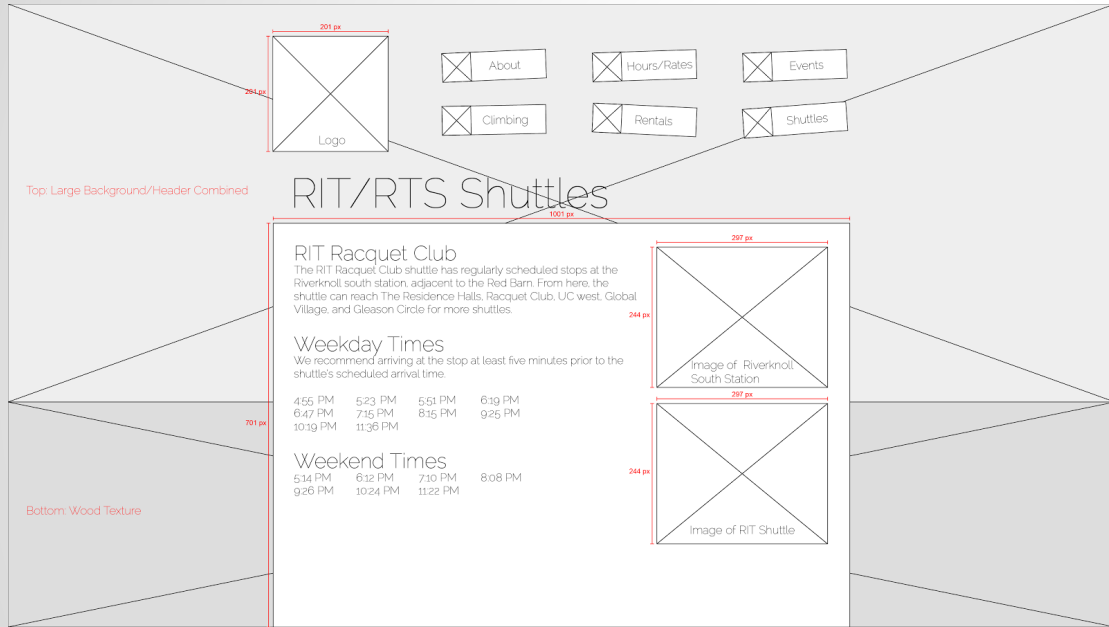
Waiver
Terms and Conditions





User Flow Wireframes and Visual Comps

Shuttle Timetables



Shuttles - 56pt

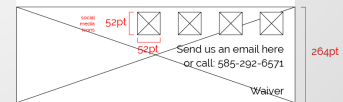
RIT Racquet Club
 The RIT Racquet Club shuttle has regularly scheduled stops at the Riverknoll south station, adjacent to the Red Barn. From here, the shuttle can reach The Residence Halls, Racquet Club, UC west, Global Village, and Gleason Circle for more shuttles.

Weekday Times
 We recommend arriving at the stop at least five minutes prior to the shuttle's scheduled arrival time.

4:55 PM	5:23 PM	5:51 PM	6:19 PM
6:47 PM	7:15 PM	8:15 PM	9:25 PM
10:19 PM	11:36 PM		

Weekend Times

5:14 PM	6:12 PM	7:10 PM	8:08 PM
9:26 PM	10:24 PM	11:22 PM	



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RIT/RTS Shuttles

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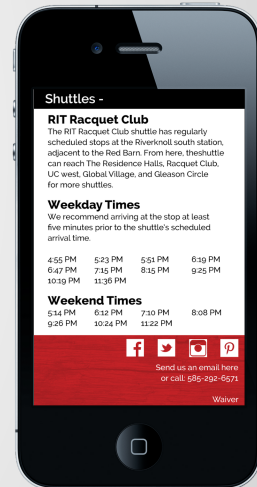
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Waiver Terms and Conditions





InVision Prototypes

DESKTOP: [http://invis.io/
4R1MSPQ5M](http://invis.io/4R1MSPQ5M)

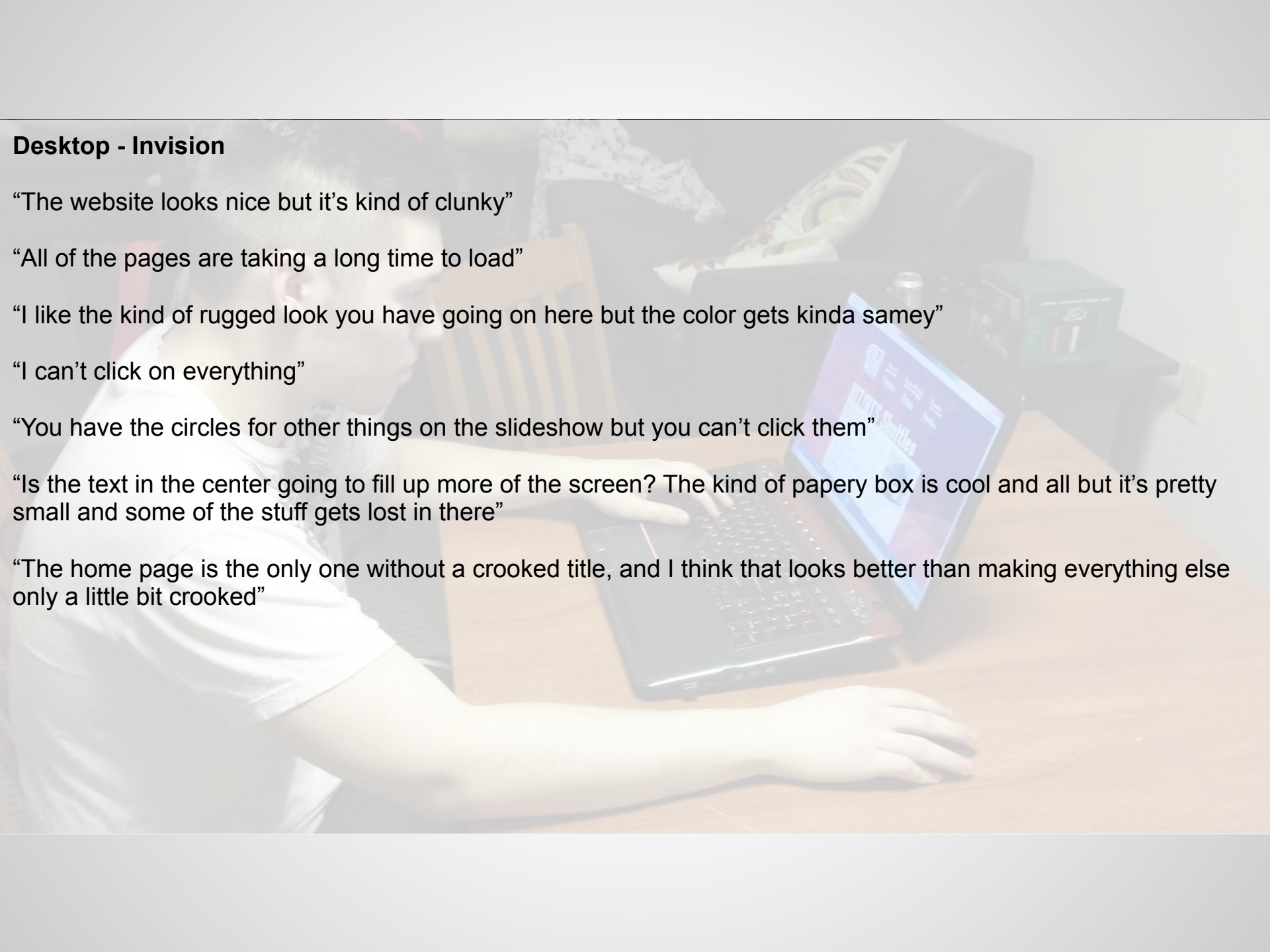
TABLET: [http://invis.io/
S61MSQQHG](http://invis.io/S61MSQQHG)

MOBILE:
<http://invis.io/FA1MWPGEY>



User Testing



A person is sitting at a wooden desk, looking at a laptop. The laptop screen displays a website with a purple header and white text. The person is wearing a white t-shirt. On the desk, there is a mouse, a can, and some papers. In the background, there is a wooden chair and a patterned bag.

Desktop - Invision

“The website looks nice but it’s kind of clunky”

“All of the pages are taking a long time to load”

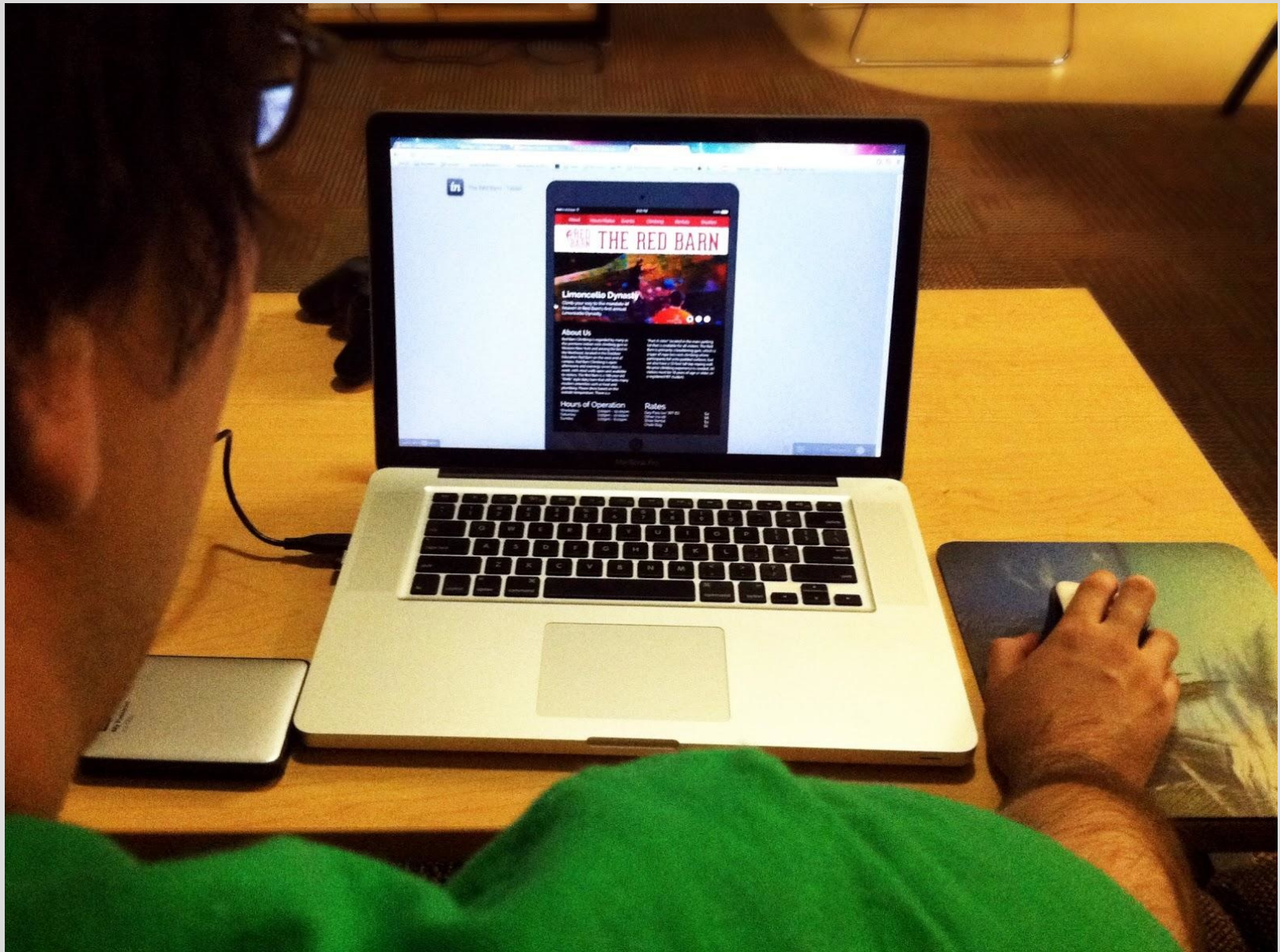
“I like the kind of rugged look you have going on here but the color gets kinda samey”

“I can’t click on everything”

“You have the circles for other things on the slideshow but you can’t click them”

“Is the text in the center going to fill up more of the screen? The kind of papery box is cool and all but it’s pretty small and some of the stuff gets lost in there”

“The home page is the only one without a crooked title, and I think that looks better than making everything else only a little bit crooked”



Tablet - Invision

First Impression: “Very colorful. Are those supposed to be the colors of the Red Barn?
Looks factual and detailed, good for planning.”

Slideshow on Main Page: “Looks like an information slideshow.”

Limoncello Dynasty Text on Main Page: “Sounds really awkward, and doesn't say anything
about event. Really weird.”

Rentals: “You choose your gender and size and it says what pairs are available, but doesn't
tell me what they (the shoes) look like.”

Shuttles: “Has stops from Racquet Club to Red Barn, and beneficial times. I like the
'arrive 5 min early' text; it helps people realize the next shuttle would take a long time.”

Limoncello Registration: “Registering online is nice.”

Would Like: “Staff profiles so you can see who works there, their majors.”

Might use site



Mobile

First Impression: “Seem like a restaurant at first glance.”

“First thing I want to do is find the location and the pricing”

“Rentals should be titled ‘Shoe Rentals’ and Shuttle should be titled ‘RTS Shuttle’ ”

“The header image is cut off”

“Events link doesn’t work”

“The shuttle schedule doesn’t tell you where it’ll pick you from”

“The three circles on the header images doesn’t work”

“The nav stripes doesn’t work”

“I would probably use it. Just to find the pricing only.”

