



## Fruit Ridge Hayrides Search Engine Optimization

Bonnie Bouman  
Introduction to Search Technology @ UCLA  
Final Project  
September, 2009

# Fruit Ridge Hayrides

## Search Engine Optimization

### Part 1: **Overview**

Fruit Ridge Hayrides  
Business  
Website

### Part 2: **SEO Goals and Challenges**

Challenges  
Metrics  
SEO goals

### Part 3: **SEO Plan and Approach**

Pillar 1: Architecture  
Pillar 2: Content  
Pillar 3: Link Building



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September, 2009

# Assignment #8 - Final Project Brief, v5

## Fruit Ridge Hayrides -- Agritourism Site

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### Project Summary:

Redesign the website of **Fruit Ridges Hayrides**, a small agritourism business, with the objective of increasing profitability by driving increased visits to the farm and by decreasing time spent on pre-visit customer contacts.

### Background:

Fruit Ridge Hayrides ([www.fruitridgehayrides.com](http://www.fruitridgehayrides.com)) is a small family farm north of Grand Rapids, Michigan. For almost ten years owners Kirk & Nancy Briggs have been investing in a conversion of their property from a hobby farm to a profitable agritourism business.

What is Agritourism?

- 🍷 the practice of touring agricultural areas to see farms and often to participate in farm activities  
–Merriam-Webster Dictionary
- 🍷 the crossroads of tourism and agriculture: the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays  
–Jane Eckert, agrimarketing expert

All year round groups of people can make a reservation and visit the farm to enjoy activities like bonfires, hayrides, sleigh rides, or pick-your-own produce. Autumn is the busy season, with an open house every weekend in September and October. Families arrive en masse for festive activity, kiddie rides, pony rides, a maze cut into a cornfield, orchard tours, petting zoo and more, with cider, pumpkin donuts and other food for sale.

Fruit Ridge Hayrides had a simple three-page website online in 2000; in 2004 a redesign added color, photographs and more information. Now it's time for another redesign.

### Business Goals:

- 🍷 Bring online branding and presence in line with company's values of providing fun and family time, encouraging family traditions, and slowing down the pace of life.
- 🍷 Increase company credibility by showcasing a more professional and well-designed website.
- 🍷 Reduce customer service contacts by making site more informative, enabling more customers to make “purchase” decision without needing to phone.
- 🍷 Improve site's visibility to search engines; i.e. Make it easier for customers to find the website via keyword searches (Search analytics and SEO project to be addressed in separate report).

### Product Goals:

- 🍷 Launch a simple blog to share “slice of life” tidbits and remind people about the farm.
- 🍷 Enable easier content updates, allowing better marketing for promotions or new attractions.
- 🍷 Bring site into compliance with accessibility standards (W3C's Web Content Accessibility Guidelines).

### User Benefits:

- 🍷 Usability – make website experience more efficient, clear, and satisfying.
- 🍷 Refindability – make pages identifiable and bookmarkable.
- 🍷 Accessibility – make site accessible to people of all abilities, which enhances experience for everyone.

# Fruit Ridge Hayrides

Horse Drawn Hayrides in the Heart of Orchard Country!

## Wagon Rides and Sleigh Rides

- School Groups
- Work Parties
- Group Parties
- Birthday Parties



### Offering

Petting Zoo  
Pony Rides  
Campfires  
Pumpkin Patch (Seasonal)  
U-Pick Apples (Seasonal)

### Upcoming Events

Apple Blossom Plow Days  
Fall Harvest Festival  
Wagon Train

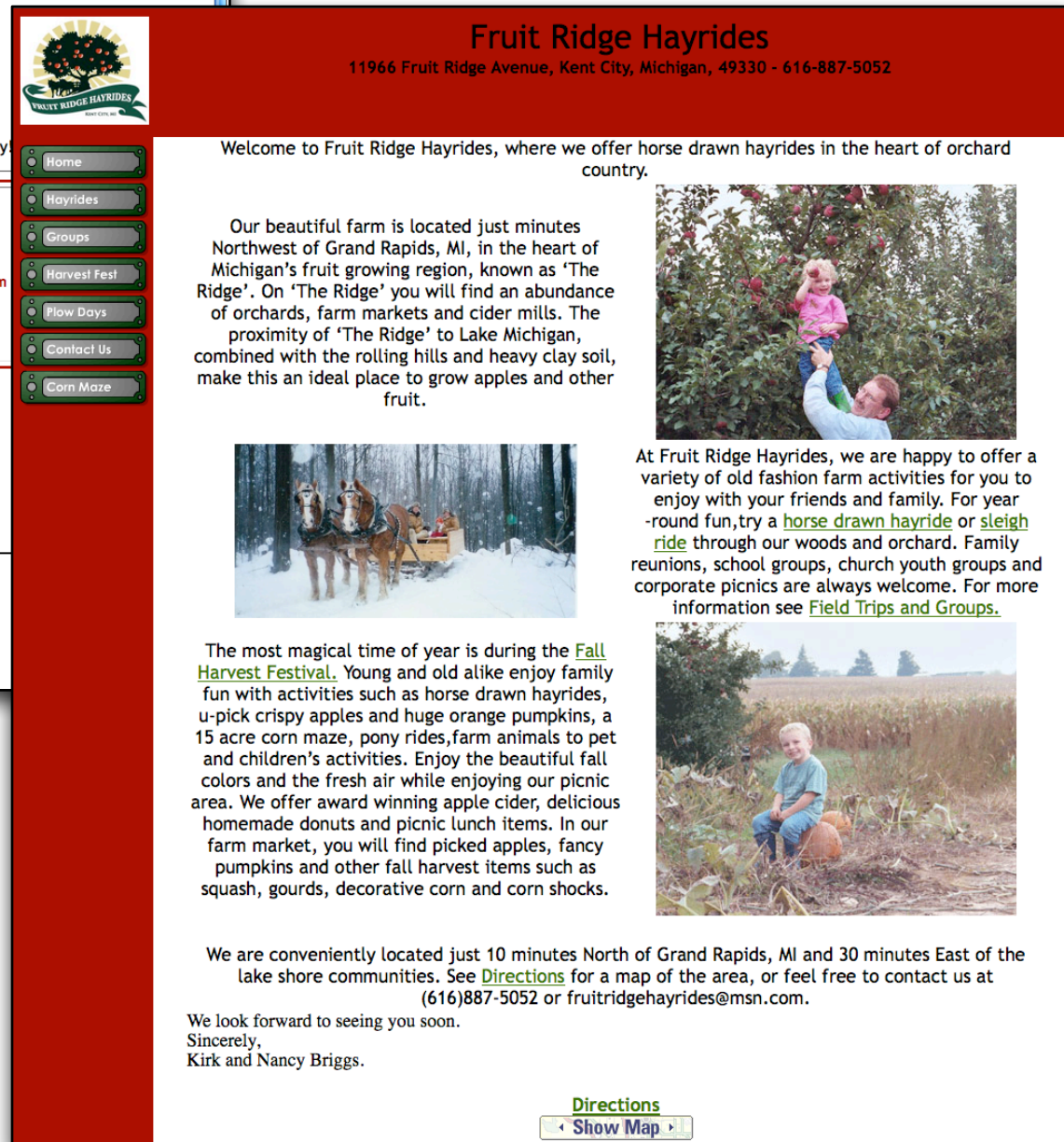
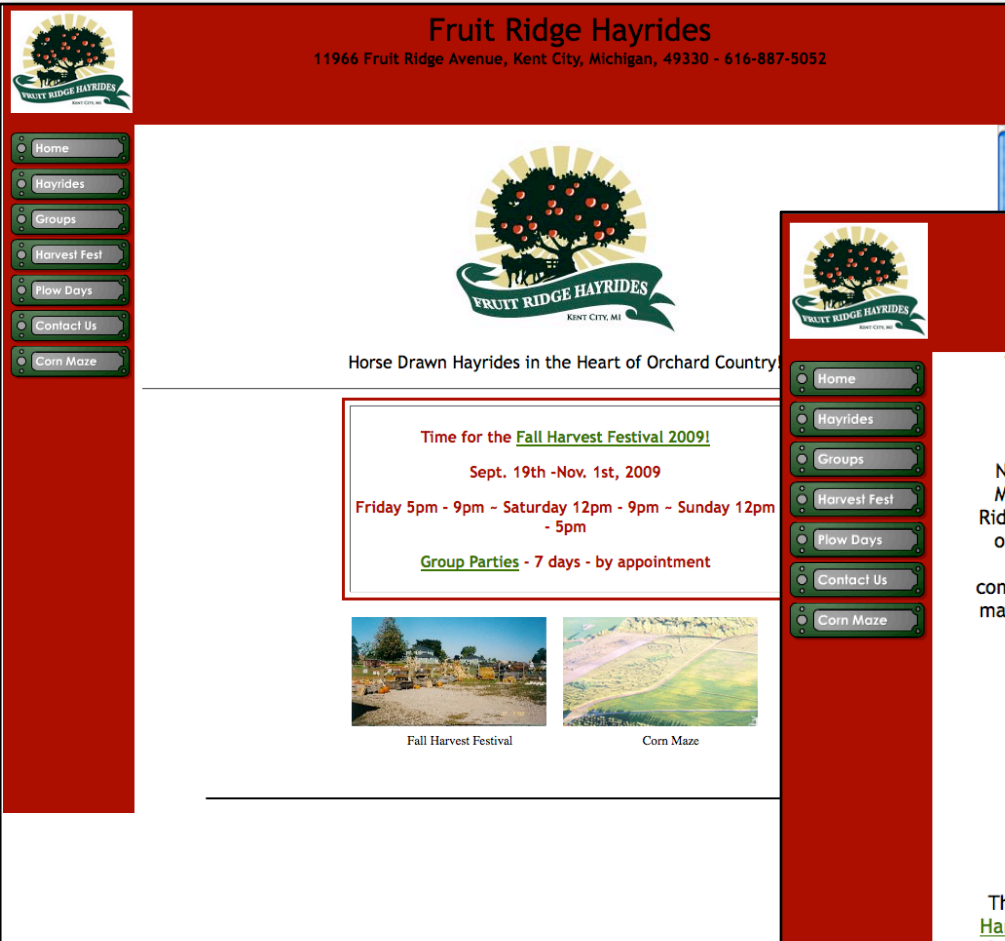
### Location

Just 10 minutes north of Grand Rapids on Fruit Ridge

Kirk and Nancy Briggs  
11966 Fruit Ridge  
Kent City, MI 49330  
(616) 887-5052

### E-Mail





Title / ALT	Headline/Caption	Link Name	Content	File Type	Metadata Keywords	URL	ROT?	Comments
Fruit Ridge Hayrides	Horse Drawn Hayrides in the Heart of Orchard	Home	About Us	Framed content	hayrides, horse	<a href="http://www.fruitridgehayrides.com/mainpage.html">http://www.fruitridgehayrides.com/mainpage.html</a>	Broken JavaScript on photos	
Fall Harvest Festival	Fall Harvest Festival	Fall Harvest Festival/Fall Harvest Festival 201	Event	Framed content	/	<a href="http://www.fruitridgehayrides.com/fallharvfestival.html">http://www.fruitridgehayrides.com/fallharvfestival.html</a>	Spelling error	
Hayrides	Hayrides	Hayrides	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/hayridesb.html">http://www.fruitridgehayrides.com/hayridesb.html</a>	Similar	
Hayrides and Sleigh Rides	Hayrides and Sleigh Rides	Horse-drawn hayride / sleigh ride	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/hayrides.html">http://www.fruitridgehayrides.com/hayrides.html</a>	Similar	
Corn Maze	Corn Maze	Corn Maze	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/cornmaze.html">http://www.fruitridgehayrides.com/cornmaze.html</a>	Duplicate	Internal / Fall Festival navbar links; identical to
Corn Maze	Corn Maze	Corn Maze	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/cornfusion.html">http://www.fruitridgehayrides.com/cornfusion.html</a>	Duplicate	Main navbar links; identical to cornmaze.html
Pony Rides	Pony Rides	Pony Rides	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/ponyrides.html">http://www.fruitridgehayrides.com/ponyrides.html</a>		
Pig Train	Pig Train	Pig Train	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/pigtrain.html">http://www.fruitridgehayrides.com/pigtrain.html</a>		
Orchard	Orchard	Orchard	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/orchard.html">http://www.fruitridgehayrides.com/orchard.html</a>		
Pumpkin Patch	Pumpkin Patch	Pumpkin Patch	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/pumpkins.html">http://www.fruitridgehayrides.com/pumpkins.html</a>		
Market	Market	Farm Market	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/market.html">http://www.fruitridgehayrides.com/market.html</a>		
Little Barn Bakery	Little Barn Bakery	Little Barn Bakery	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/bakery.html">http://www.fruitridgehayrides.com/bakery.html</a>		
Fruit Ridge Hay Rides' Petting Zoo 2007	Petting Zoo	Petting Zoo	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/pettingzoo.html">http://www.fruitridgehayrides.com/pettingzoo.html</a>	Table borders showing around photos	
Fire Engine Ride	"NEW" Fire Engine Ride "NEW"	"NEW" Fire Engine ride	Offering	Framed content	/	<a href="http://www.fruitridgehayrides.com/fireengine.html">http://www.fruitridgehayrides.com/fireengine.html</a>		
Fruit Ridge Hay Rides' Plow Days 2008	Seventh Annual Apple Blossom Plow Days	Plow Days	Event	Framed content	/	<a href="http://www.fruitridgehayrides.com/appleblossomdays.html">http://www.fruitridgehayrides.com/appleblossomdays.html</a>		
Field Trips and Groups	Field Trips and Groups	Group Parties/Field Trips and Groups	Practicality	Framed content	/	<a href="http://www.fruitridgehayrides.com/trips.html">http://www.fruitridgehayrides.com/trips.html</a>		
Directions	Directions	Directions	Practicality	Framed content	/	<a href="http://www.fruitridgehayrides.com/directions.html">http://www.fruitridgehayrides.com/directions.html</a>		
Contact Us	Contact Us	Contact Us	Practicality	Framed content	/	<a href="http://www.fruitridgehayrides.com/contact.html">http://www.fruitridgehayrides.com/contact.html</a>		
/	/	n/a	Template	Primary navigation	/	<a href="http://www.fruitridgehayrides.com/menubar.html">http://www.fruitridgehayrides.com/menubar.html</a>		Primary navigation - buttons on left.
/	/	n/a	Template	Laver template	/	<a href="http://www.fruitridgehayrides.com/top.html">http://www.fruitridgehayrides.com/top.html</a>		Red background, logo, address.
/	/							
/	/		Logo	jpg	n/a	<a href="http://www.fruitridgehayrides.com/frhlogo.jpg">http://www.fruitridgehayrides.com/frhlogo.jpg</a>		
Fall Harvest Festival	Fall Harvest Festival		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/farmpic.jpg">http://www.fruitridgehayrides.com/farmpic.jpg</a>		
Corn Maze	Corn Maze / 2004		Photograph	gif	n/a	<a href="http://www.fruitridgehayrides.com/2004c.gif">http://www.fruitridgehayrides.com/2004c.gif</a>		
Girl Picking Apples			Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/girlidat.jpg">http://www.fruitridgehayrides.com/girlidat.jpg</a>		
Winter Wonderland	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/sleighride.jpg">http://www.fruitridgehayrides.com/sleighride.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pumpkins.jpg">http://www.fruitridgehayrides.com/pumpkins.jpg</a>		
This is heavy!	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/boypumpkins.jpg">http://www.fruitridgehayrides.com/boypumpkins.jpg</a>		
Michigan Apple Tours	/		Logo	jpg	n/a	<a href="http://www.fruitridgehayrides.com/appletourlogo.jpg">http://www.fruitridgehayrides.com/appletourlogo.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/hayridesb.jpg">http://www.fruitridgehayrides.com/hayridesb.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/maze.jpg">http://www.fruitridgehayrides.com/maze.jpg</a>		
/	Previous Corn Mazes > 2005		Photograph	gif	n/a	<a href="http://www.fruitridgehayrides.com/2005b.gif">http://www.fruitridgehayrides.com/2005b.gif</a>		
/	Previous Corn Mazes > 2003		Photograph	gif	n/a	<a href="http://www.fruitridgehayrides.com/2003a.gif">http://www.fruitridgehayrides.com/2003a.gif</a>		
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/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pigtrain3.jpg">http://www.fruitridgehayrides.com/pigtrain3.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pigtrain4.jpg">http://www.fruitridgehayrides.com/pigtrain4.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pigtrain1.jpg">http://www.fruitridgehayrides.com/pigtrain1.jpg</a>		
Nancy	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/nancyorchard.jpg">http://www.fruitridgehayrides.com/nancyorchard.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pumpkinpatch.jpg">http://www.fruitridgehayrides.com/pumpkinpatch.jpg</a>		
/	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pumpkinpatch2.jpg">http://www.fruitridgehayrides.com/pumpkinpatch2.jpg</a>		
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/	Goat Tower		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pettingzoo1a.jpg">http://www.fruitridgehayrides.com/pettingzoo1a.jpg</a>		
/	Rico the Llama		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pettingzoo2a.jpg">http://www.fruitridgehayrides.com/pettingzoo2a.jpg</a>		
/	Feeding the Chickens		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pettingzoo3a.jpg">http://www.fruitridgehayrides.com/pettingzoo3a.jpg</a>		
/	Rico Llama		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pettingzoo4a.jpg">http://www.fruitridgehayrides.com/pettingzoo4a.jpg</a>		
/	Tony? Tim?		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/pettingzoo5a.jpg">http://www.fruitridgehayrides.com/pettingzoo5a.jpg</a>		
/	Friendly Goat		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/goat1.jpg">http://www.fruitridgehayrides.com/goat1.jpg</a>		
Plowdays 1	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/plow1.jpg">http://www.fruitridgehayrides.com/plow1.jpg</a>		
Plowdays 2	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/plow2.jpg">http://www.fruitridgehayrides.com/plow2.jpg</a>		
Plowdays 3	/		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/plow3.jpg">http://www.fruitridgehayrides.com/plow3.jpg</a>		
Kirk	Our Drivers > Kirk		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/kirkwagon.jpg">http://www.fruitridgehayrides.com/kirkwagon.jpg</a>		
Kirk	Our Drivers > Kirk		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/kirkwagon2.jpg">http://www.fruitridgehayrides.com/kirkwagon2.jpg</a>		
Kirk	Our Drivers > Kirk		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/kirkwagon3.jpg">http://www.fruitridgehayrides.com/kirkwagon3.jpg</a>		
John	Our Drivers > John		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/johnwagon.jpg">http://www.fruitridgehayrides.com/johnwagon.jpg</a>		
Don	Our Drivers > Don		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/donwagon2.jpg">http://www.fruitridgehayrides.com/donwagon2.jpg</a>		
Don	Our Drivers > Don		Photograph	jpg	n/a	<a href="http://www.fruitridgehayrides.com/donwagon3.jpg">http://www.fruitridgehayrides.com/donwagon3.jpg</a>		

UXD

A

Content Audit / Inventory / Analysis

Before you can organize, you need to know what you've got.

What kind of files, what are they doing, where are they, how are they labelled?

Identify which are ROT – Redundant, Trivial, or Outdated.

Begin analyzing what new content will be needed.

FRH has 67 files sitting in the top-level directory.

All text will need to be looked at for SEO keyword content.

New content:

- Map / Hours
- Your hosts
- Farm history
- Photo Gallery
- Photo Contest
- Birthday Parties

- Surveys
- Recipe category and recipes
- Blog
- Price page
- Partners
- Feature teasers

Key Competitors for Fruit Ridge Hayrides

Post Family Farm



Robinette's Apple Haus & Gift Barn



Schwaller's Country Basket



Steffens Orchard Market







## Post Family Farm – [www.postfamilyfarm.com](http://www.postfamilyfarm.com)

**Content:** Post Family Farm website offers a lot of information on their amenities and offerings. I come away with a good sense of what there is to do at the farm. Consistent use of the site templates means that contact information (address, email address and phone number) is visible from every page.

At least six different flyers are available for downloading, giving more specific information on prices, included activities, etc. For each "section" of the site there is descriptive text and accompanying photograph.

Outside of a box on the home page, there is little personal information differentiating this agritourism farm from others; an "About Us" about the farmers or some history would be helpful. The home page mentions "donuts for the month of May" without clarifying whether donuts are still available (now in June), or whether this is out-of-date content.

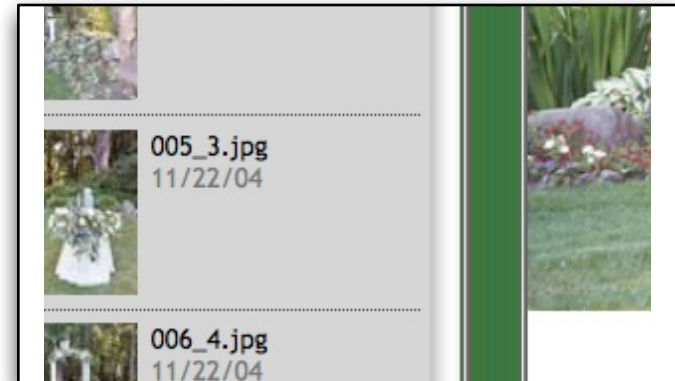
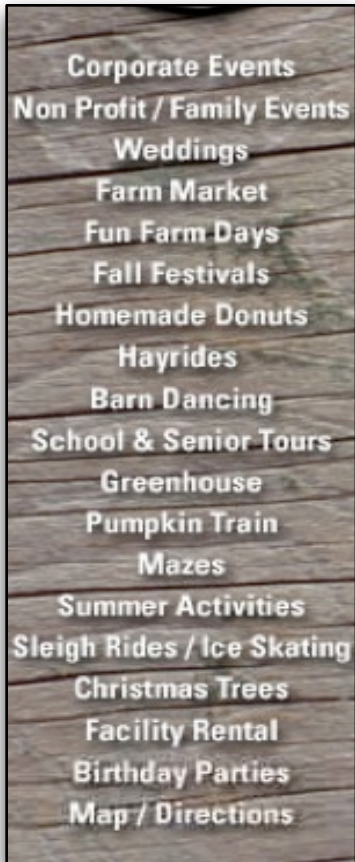
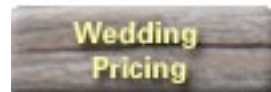
**Site Structure and Ease of Use:** The main navigation bar has 19 items, making it much too long, and making each label quite small and more difficult to select. The items are not in any discernible order, and are not categorized into groups like Activities, Parties, etc. The labels do light up in faint yellow during a mouse hover, which does give some feedback as to which label I am about to select.

"Summer Activities" leads to a "Coming soon" page; it would be better to leave this off the navbar if it is not adding to the site. Although it's nice to have photographs available, the albums need to provide some form of navigation from one picture to the next, with Next/Previous links or icons. Clicking through sidebar filenames like 005\_3.jpg? not too pleasant an experience.

My main problem with the Post site interface is with text and hyperlinks – lack of cues, and lack of consistency. Hyperlinks are not in blue and are not underlined, so it's not immediately obvious when looking at a page, which parts of it lead to another place.

Anchors show up in six different formats:

1) Buttons:



# Post Family Farm

- 2) For foo, **click here** with the "click here" in bold text
- 3) **For foo, click here** all in bold text
- 4) *Click here for foo...* in italic text
- 5) **Anchor text in a different color** than surrounding text
- 6) **Anchor text in bold** – confusing since other words were bolded sometimes for emphasis with no hyperlink.

The links themselves led to different types of files, with no cue as to what lay behind the hyperlink. It might be a .pdf file, a pop-up HTML window, or another normal HTML page on the site. In addition, different anchor text was used to refer to the same files. For example, "Sleigh Rides," "Hayrides," and "For more on ... click here" all led to the same file, "Farm Package Reservation."



This could confuse users who are trying to get an overview of what the business offers, rather than educate them. It's helpful to make the information available in different ways and in context, but should be presented more consistently, for example "For more information on hayrides, see Package Upgrades on our <link>Farm Package Reservation<link> sheet."

**Features and Functionality:** The Wedding Album is a nice touch – people planning a wedding would want to be able to visualize in order to decide whether this venue is viable for them. I also liked the map page, which provided three options: inline, PDF download, and a link to Mapquest.

**Visual Design:** Consistent use of the site template kept the farm's logo, tagline, and contact information always visible.

Use of photography was especially effective, with a different photograph decorating each topic context. Most of the images were quite beautiful, such as bright orange fall pumpkins, or luscious frosted pumpkin donuts. Although the headings changed color in a distract ing manner, the font stayed the same.

**Merchandising:** Improving the site's information architecture and navigation would make merchandising more clear. I might also recommend creating a single page that lists all the (PDF) sheets available, creating an "About Us" page, and making room on the home page to promote items currently on sale, such as donuts or produce.





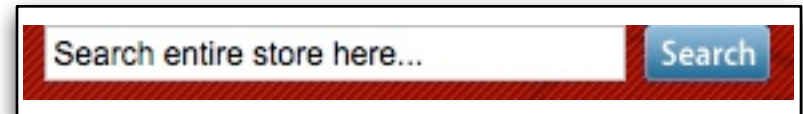
## Robinette's – [www.robinettes.com](http://www.robinettes.com)

With some proofreading, focus on usability, fixing of existing bugs and some common sense, this could become a pleasing agritourism website.

**Content** was simple and sensible. The "About" page was intriguing with its 1912 historical photo of the Robinette family loading a wagon with fruit.

**Site Structure and Ease of Use:** The Robinette's website is an example of good ideas, poorly executed.

Many small things on the site were broken or acted strangely... they began to add up. The "Search entire store here" search box, which appeared only on some pages, searched only the product catalog and not the entire site.



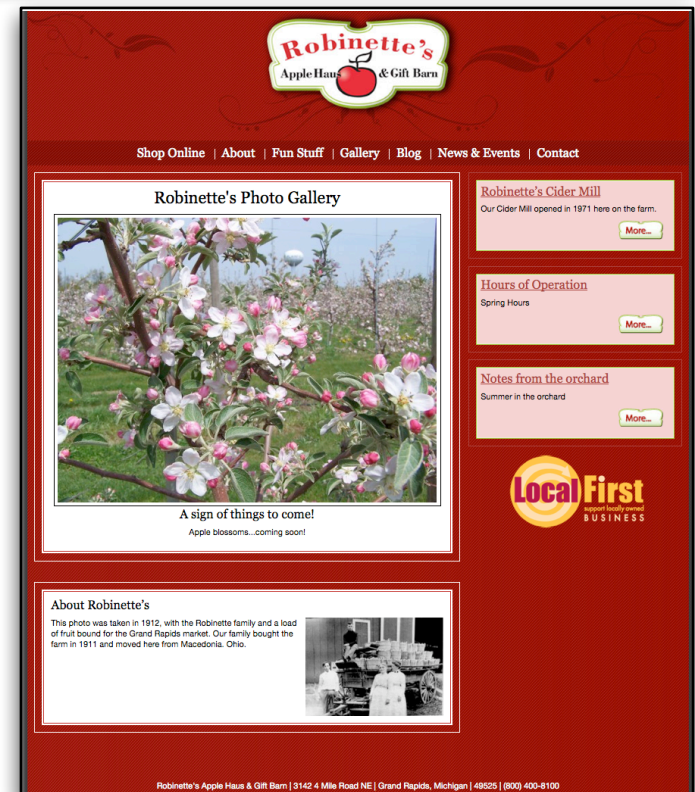
Local nav seemed strangely inconsistent, jumping from one to three boxes.

The "Contact Us" page looked quite nice, and tried to provide different avenues of contact with email, address, web form and phone numbers, but the phone numbers and words ran together instead of being broken out line by line.

"News & Events" seemed nice, until realizing that were actually only one item on the page that qualified as News or an Event. The others were a historical bit about the cider mill, three links that were unclear as to whether or not they were local nav, a repetition of the cider mill link, and a link to "Please Note Store Hours" going to a page different than the "Hours of Operation" page linked to from the home page, which included Apple Haus and Wine Cellar (the stores) hours.

One "Fun Stuff" item was Mountain Bike Trails, which mentioned "a map at the top" where there was only a small thumbnail of a map, to the right. "A GPS map of his ride is located at..." links to the homepage of a site with no hint on how to find the map in question.

A "read more" link on the Blog page did not work.

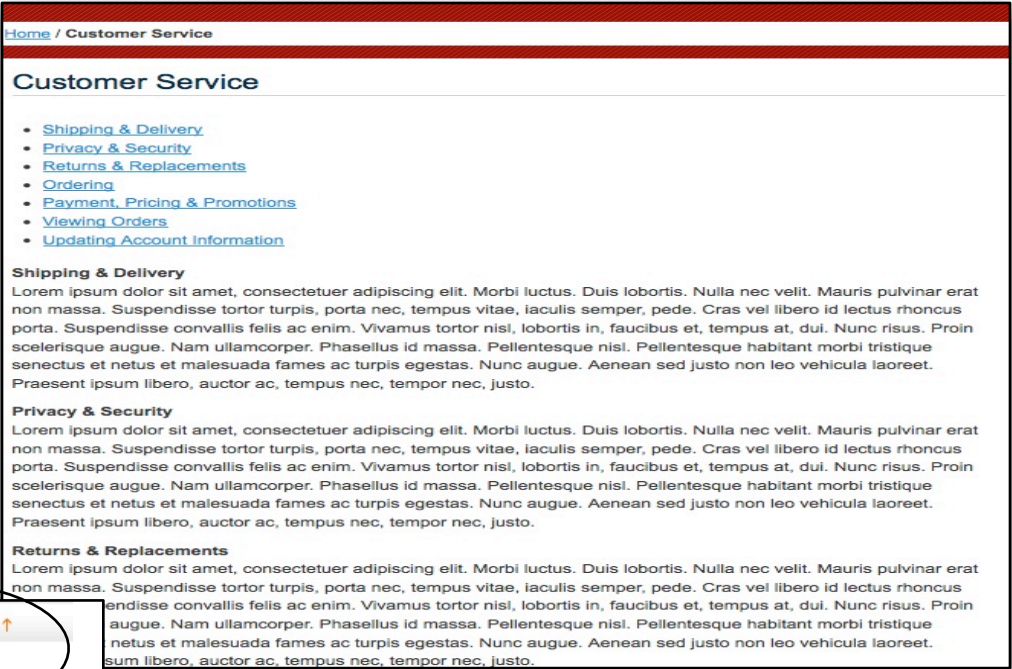
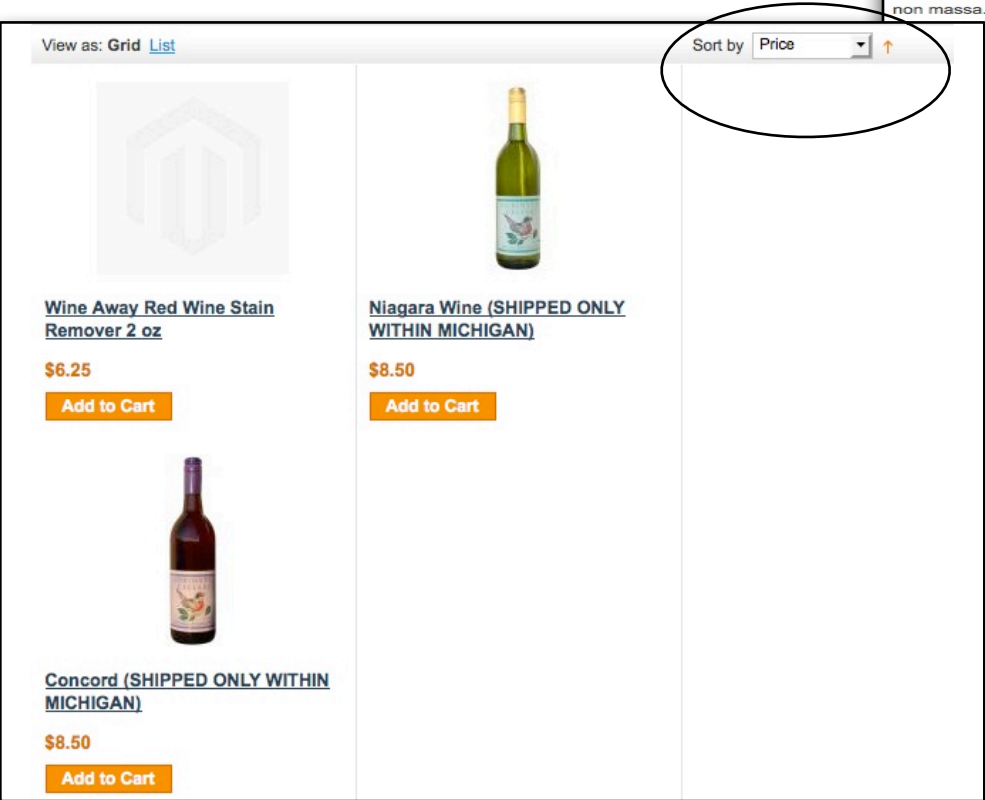


# Robinette's

A footer navbar showed up on some pages but not others. This was just as well since two of the links led to pages of filler Latin:

**Features and Functionality:** My favorite thing on Robinette's Website? an inline YouTube video about cider making, accompanied by cheerful Western music by Aaron Copland.

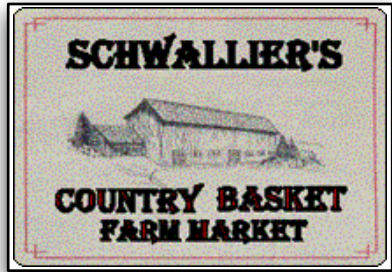
**Visual Design:** The visual look of the Robinette's website was the best of all the competitors viewed. The color is a deep blood / apple red, with a background that gives it texture and a natural feel. Text displayed in attractive white or pink boxes, framed by lines in complementary colors.



**Merchandising and Purchasing:** The "Store" section of the site had several good features, such as ability to sort by three criteria in either direction, but the painful slowness of page-loading and the numerous mistakes kept the online shopping experience from being pleasant.

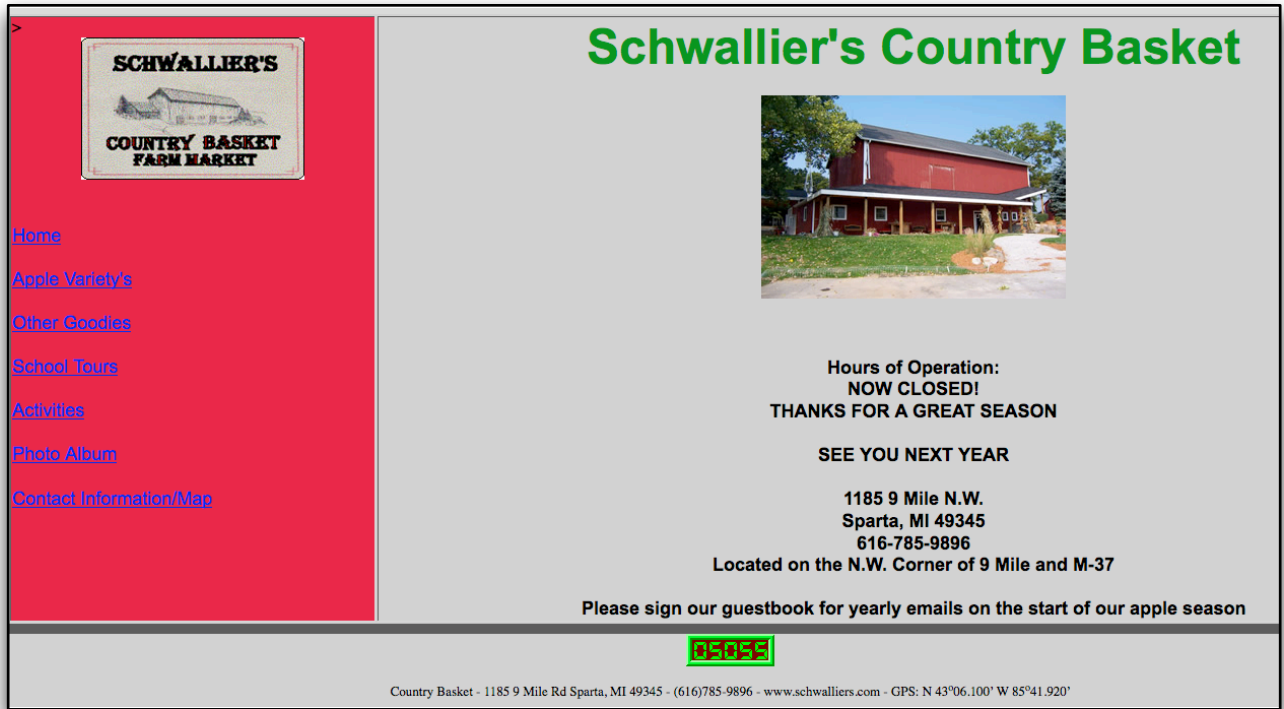
The grid display appeared to be broken. Each column should hold one item per cell, but the left column showed one or two items per cell, and the right column zero. Some items were missing an image; some had a thumbnail but no large image. "Double click on above image to view full picture" appears on many pages, but did not work. Extraneous "Learn More" links went straight to the product detail page, which often gave no more description than the list had.

Purchase support? As noted earlier, "Customer Service" led to a page of faux-Latin filler text.



# Schwallier's Country Basket Farm Market – [www.schwalliers.com](http://www.schwalliers.com)

**Content:** The home page text read "Hours of Operation: Now Closed ... See you next year" which seemed too vague for the needs of a people-oriented small business. I felt uncomfortable and wondered if the site was up-to-date. Several grammatical and spelling errors, including a spelling error on the main navigation bar, inspire little confidence. The "School Tours" page would be more helpful with more practical information such as prices, group discounts, timing, schedules, if adult escorts are included, etc.



**Site Structure and Ease of Use:** The Schwallier's site is quite small; only six pages. Unfortunately the pages feel very old. It is possible that the site was coded in the mid-90s and has not been changed since. There are no internal links other than the main navigation bar. The navbar labels do not correspond to the titles of the pages they land on. Contact email address is not linked. The logo is not hyperlinked to the home page.

**Features and Functionality:** The home page encourages participation with a friendly "Please sign our guestbook for yearly emails on the start of our apple season," but there is no guestbook. The photo album features fifteen sharp bright photographs, which would be more engaging if they were labelled with captions.

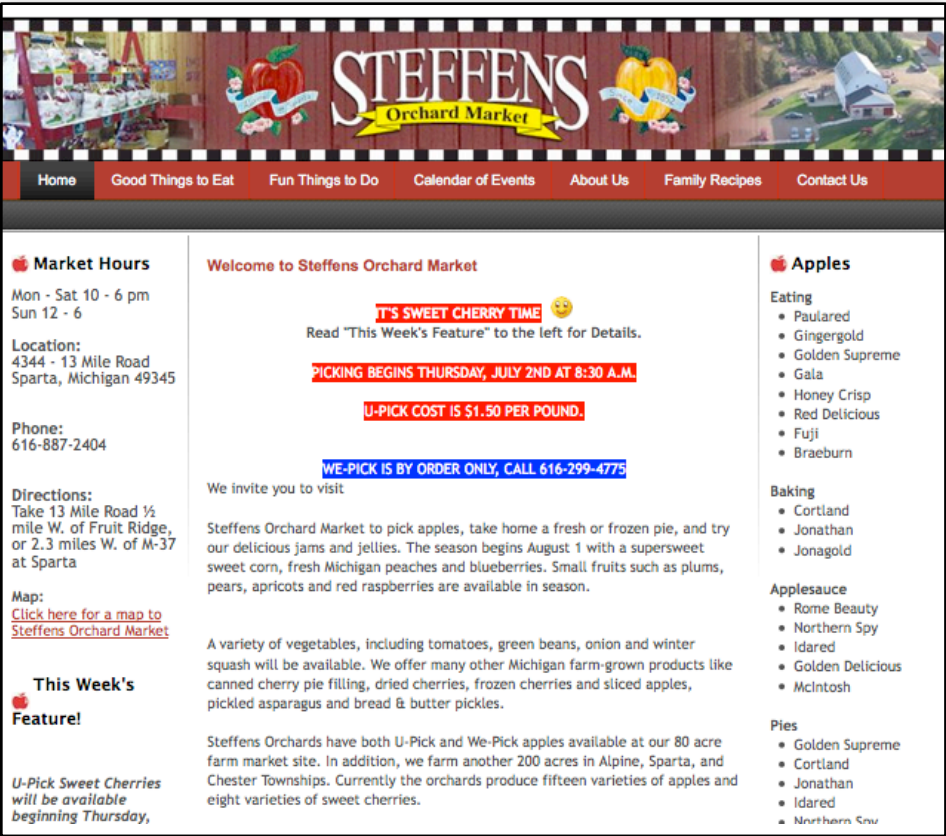
**Merchandising:** Schwallier's site does not provide many specifics on offerings or products. A page with a list of various goodies and activities has the subheading "We also offer the following products" with no reference as to what the ~also~ refers to; and what are "Mixes?" All text is in bold, making it difficult to read.



# Schwallier's Country Basket Farm Market

**Visual Design:** Branding is inconsistent, with the business name showing up differently on every page: various sizes, various colors, various fonts, or "The Country Basket" as opposed to "Schwallier's Country Basket." The logo, which shows on all pages, says "Farm Market" but that term appears nowhere else on the site.

This bright attractive photo of the farm sign would look good in a more prominent spot, such as a hero shot on the home page:



## Steffens Orchard Market

[www.steffensorchardmarket.com](http://www.steffensorchardmarket.com)

**Features and Functionality:** Though not ground-breaking, Steffens site presents several little interactive features to make things a little entertaining:

- \* "Vote here for your favorite apple" poll
- \* Inline Google map, with zoom and Satellite/Hybrid buttons
- \* Newsletter sign-up
- \* An "Apple Varieties" photo activity did not seem to be working properly, but the photos looked appetizing.

**Content:** Of the key competitive sites looked at, Steffens Orchard Market was probably the best. The content seemed fresh, with upcoming 2009 activities on the Calendar of Events. Interesting extras included a poll, illustrative photos of apple varieties along with their recommended uses, and photos of neighborhood firefighters in a pie-eating contest. My favorite was the Family Recipe section, featuring recipes complete with photos. All activities and tour information took up only two pages: Fun Things to Do and School Tours. After seeing the multitude of offerings at agritourism family farms in the area, I wondered if they'd really included everything on two pages – but the advantage? Less intimidating for the new visitorr.

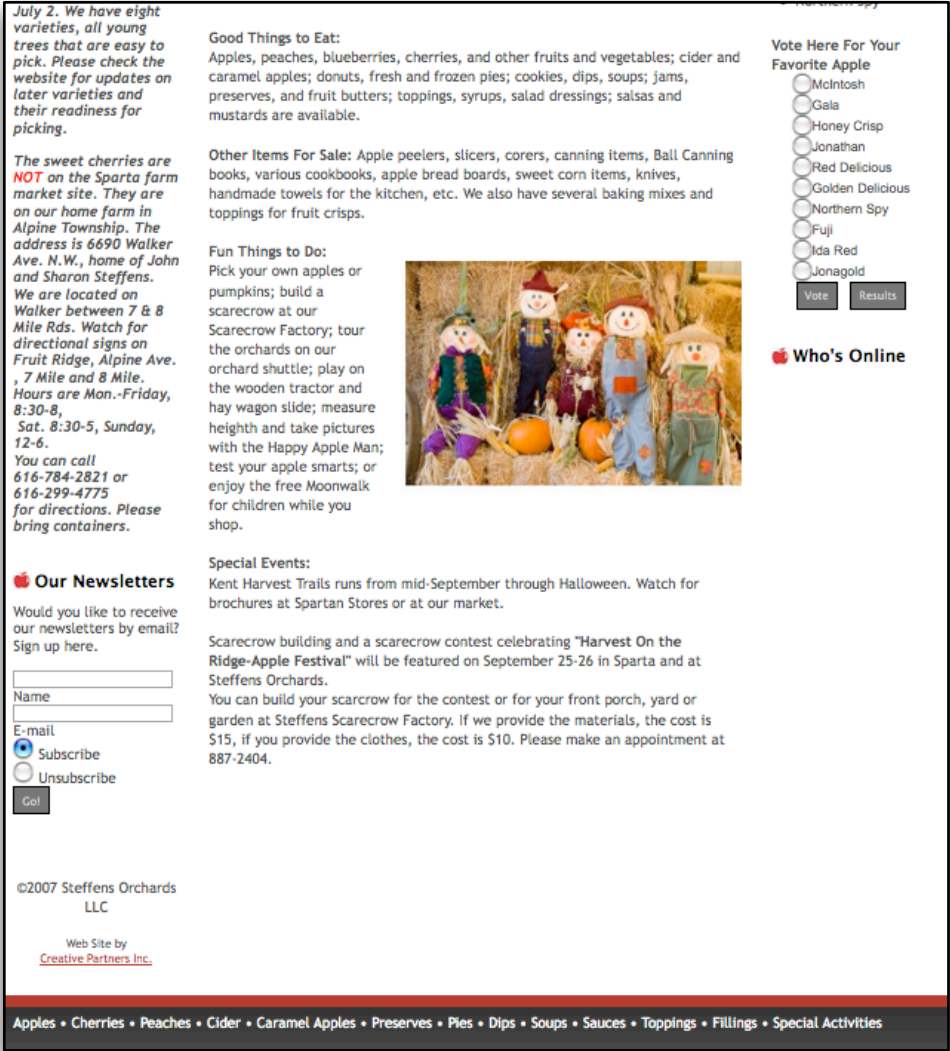
**Site Structure and Ease of Use:** Seven buttons along the main navigation bar stayed steady due to consistent template use, with the top choice leading to a "section category page" and JavaScript drop-down menus giving quicker access to sub-pages. There were some mysterious "Back" links with no linear context and a "Print" icon that didn't do anything. But in general being on this site was a pleasant experience.

**Features and Functionality:** Though not ground-breaking, Steffens site presents several little interactive features to make things a little entertaining:

- \* "Vote here for your favorite apple" poll
- \* Inline Google map, with zoom and Satellite/Hybrid buttons
- \* Newsletter sign-up
- \* An "Apple Varieties" photo activity did not seem to be working properly, but the photos looked appetizing.

**Visual design:** Font, colors, and design all felt friendly and farm-like. Little red apple icons seemed cute. Illustrative photos were mingled amongst the text on different pages, instead of raising expectations with a "Gallery" or "Album" that was a letdown.

**Merchandising and Purchasing:** The site does not feature online shopping, but includes pictures and descriptions of available treats such as homemade pies, jam, and gift boxes. At the bottom of every page is a footer with a list of foods, which seem to serve no purpose; no clicks, no functions.



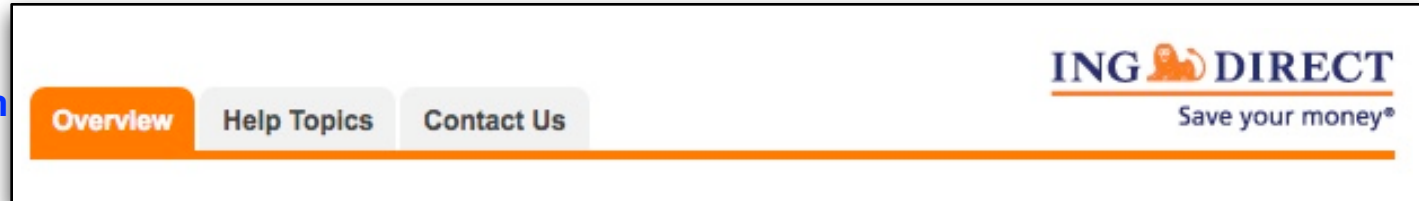


## Best of Breed

*Small sites excelling in interface with simple layout and navigation, yet a fun feel*

### ING Direct

<http://www.ingdirect.com>

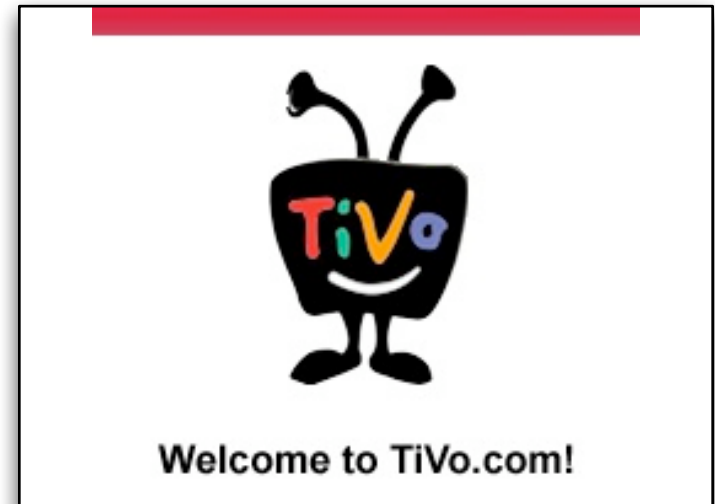


The ING Direct website features simple navigation, bright colors, sage use of clear graphics, and lots of white space. The writing is simple and sparse. Branding is strong, in line with the colors and the friendly, informal vibe. ING Direct wants to send the message that their bank is modern, hip, young, fun... and their website definitely says that. The site is chock-full of information, which is relatively easy to find due to simplicity and clarity. There aren't a lot of "moving parts," but a big orange ball bounces across the main offerings on the home page, and an animated chart can show you how much interest you're earning at ING, compared to the interest rate at your other bank. I enjoy spending time on this cheerful, memorable site.

### TiVo, Inc.

<http://www.tivo.com>

Cute, friendly, fun. Those are words that describe the TiVo website. In addition to being informative, simple to use, and easy on the eyes and mind. Navigation is split into five main sections, with two additional services to "Welcome you to TiVo" and "Activate your new TiVo DVR." Who ever would have thought that a consumer electronic gadget would be easy to set up, and have a website that is actually fun?



# Key Recommendations for Fruit Ridge Hayrides redesign



## Content:

- Add more information, with a more digestible presentation.
- Identify ways to make site easier to update.

## Site Structure and Ease of Use:

- Leverage usability research and best practices to revamp navigation and labels.
- Use Web standards to create a space where users focus on content, not mechanics.

## Features and Functionality

- Add more interactive or community-type features, such as polls, blog, Google Maps (forums not necessary).
- Add contact form in addition to email link.

## Visual Design

- Streamline look and feel with more "white space."
- Develop a style inline with company values; nostalgic, traditional, friendly—keep informal font—but more sleek and modern. Integrate new logo.
- Keep branding message consistent with design, via templates instead of frames.

## Merchandising

- Focus on design of pages presenting specific offerings, such as Fall Harvest Festival, or pricing information, such as Field Trips and Groups.

# User Personas | Your Target Audience

**UXD** User Experience Design entails designing the product for a specific kind of person with an explicit need.

By designing different paths for each type of user, each target user will find your product satisfying.

**A** To do this, first determine who you are designing for.

## Who is your audience?

- 1) Young professional families – urban or suburban couples with children ages 1-12
- 2) Divorcees – male or female, with children ages 1-12
- 3) Grandparents of children ages 1-12
- 4) Youth group leaders (teachers, church youth pastors, etc.)

Most customers have an annual household income of \$40,000 - \$160,000.

Most customers come from Kent, Ottawa, Newaygo and Montcalm counties.



# What are User Personas?

## UXD

- Archetypal users
- Theoretical models for actual users or groups
- Symbol of real people, though they are not real people
- Built through research of user data and target audience
- Personal details are made up to make them more realistic and personal
- Defined by their needs, goals, and usage behaviors

## A

*Design a website interface keeping personas' needs in mind.*

## Yvonne & Finn Young Family

### Demographics:

30-45 years old.  
Married for ten years.  
Two children, ages 4 and 8. College graduates.  
Both have jobs.

**Location:** Walker, Michigan

**Attributes:** This suburban family stays very busy. Yvonne and Finn both work, but they try not to bring projects home so that evenings and weekends can be family time. They are always on the lookout for activities that involve the whole family, especially healthy or outdoor ones that will bring them in contact with nature. Yvonne grew up in a rural area and worries that the children don't have enough contact with the land, animals, or where food comes from. Finn's not the worrying type, but he likes to spend time outdoors too; his hobby is fishing, which he doesn't have much time for these days.

**Technology:** Medium Internet usage. Both parents have cell phones. Use search engines, email. Websites: Parenting.com, Travel Advisor, fishing sites. Yvonne recently opened a FaceBook account.

### Triggers:

- Family-oriented
- Out-of-doors
- Healthy
- Classy

### Barriers:

- Cheap-looking
- Tinny music
- Long download times
- Confusing navigation that makes them click around



## Dale Divorcee

### Demographics:

30-45 years old.  
Divorced.  
Two children, ages 7 and 8. CPA.

### Location:

Grand Rapids, Michigan

**Attributes:** Dale is working in Holland, Michigan and thinking of moving there so he doesn't have such a long commute. But his ex-wife and kids are in Grand Rapids. Dale already feels bad about the effect of the divorce on the children; so far he hasn't brought up the idea of a move, even though he thinks it wouldn't really disrupt them that much. He sees his children one evening a week plus every other weekend. On Saturdays he hangs out with the kids and tries to do "activities" with them, like the children's museum, IMAX movies, going to the beach, paintball.

**Technology:** Although he doesn't really understand much about the underlying technology, Dale likes to seem on top of the latest and greatest. He is quite proud of his iPhone. At work he uses business sites and online archives like LexisNexis. He visits his alumni site, and for fun plays online poker. He participates in community forums of the sailing club he joined last year.

### Triggers:

- Cutting-edge new stuff
- Activities he can do on weekends with kids
- Search function

### Barriers:

- Corny-looking
- Spelling errors – he's an accountant
- Site errors of any kind – ditto



**Gayle & Pete**  
**Grandparents**



**Demographics:**  
60-75 years old.  
Married for forty+ years.  
Six grandchildren in total,  
ages 1-15.  
Working part-time.

**Location:** Wyoming, Michigan

**Attributes:** Gayle and Pete consider themselves semi-retired; Pete does occasional consulting and Gayle has a part-time job at a flower shop. With more time and more disposable income (they've always been thrifty), they travel now more than they used to twenty years ago. They "have a life of their own" and are not totally focused on their offspring; yet they do have spare time to help out the kids, all of whom live in the area, and they often organize parties for birthdays or graduation. They don't frequently spend time alone with grandchildren, but occasionally take some of them to a ballgame or up to the cottage.

**Technology:** Not very Internet-savvy. Pete gave Gayle a digital camera for Christmas two years ago, and they only recently got the hang of uploading photos to the computer. Their son set up a Webcam for them so they can wave to the grandkids now and then. Use email, use the Web sometimes, but don't actually grasp the different areas and functions of "the Internet." Have not yet made a major purchase online. Share a cell phone that they use occasionally.

- Triggers:**
- Activities they can do with their grandchildren
  - Testimonials
  - Photographs of people like them

- Barriers:**
- Long download times - they only have DSL connection
  - Too expensive



**Lucia**  
**Youth Group Leader**

**Demographics:**  
28-40 years old.  
Single.  
No children.  
Community college degree.

**Location:** Rockford,  
Michigan

**Attributes:** Lucia has two part-time jobs at her church: music director and youth group leader. Her life is very focused on church and service; most of her friends and activities are through the church and its community center. Lucia moved here with her family from Mexico when she was 15; she has an accent but is fluent in English and Spanish.

**Technology:** Although no one would call her a "techie," Lucia is young enough to be pretty comfortable with computers and the Internet. She has a computer at home and shares one at work. She sends out e-mail newsletters to the youth groups she is in charge of and sends email notices to choir members about rehearsals. She is enthusiastic about the FaceBook group she started, 'Leadership in the Church.'

- Triggers:**
- Good clean fun
  - Activities for groups of people
  - American traditions like Thanksgiving
  - Cheerful colors and graphics

- Barriers:**
- Witchcraft or magic – not too keen on Halloween haunted houses.
  - Pages that are too busy
  - Sites that are complicated and wordy

## How would Yvonne use the website?

On TV last week, Yvonne saw a local piece about a farm with special activities for the fall season. The festive place was packed with families and kids, playing and eating and doing crafts and activities. There was an old-fashioned draft horse team pulling a wooden wagon through the woods for a hayride. Ever since Yvonne has been thinking how fun that would be for the family to do this year. At lunchtime Yvonne eats at her desk and surfs the Internet. She goes to a search engine and types in the keywords *Grand Rapids hayrides*. The first result looks promising: "... We offer horse-drawn hayrides ... beautiful farm located just minutes northwest of Grand Rapids..." and she selects it. Bingo. Information about hayrides and sleigh rides at a place called Fruit Ridge Hayrides. This looks like just the thing: Belgian draft horses pulling wagons through beautiful woodland.



As Yvonne surfs through the site, trying to get a sense of the place, photos whet her appetite – they show a farmhouse, a barn, chicken hut, sheaves of corn, pumpkins... Yvonne and her family live in the suburbs, and sometimes she worries that the children don't get out enough. It would be nice for them to spend a few hours at a farm, and see the animals in the barn. They can all drink fresh cider and enjoy a nice autumn day outdoors. She'll start reading "Charlotte's Web" out loud to the kids this week, get them in the mood.

Now Yvonne looks for more information about the business and the people running it. She goes to the home page, scanning for something like "About Us" and finds information about the history of the farm, the environs, and the hosts. There's a photograph of the family who lives on the farm and a neighborly message from them. Next she looks to see what activities are available, and finds a list – hayrides, pony rides, fire engine rides, what's that? oh, a little tractor done up like a fire engine... Lisa is four, she'll want to do that.

She should probably compare a few places before deciding on one; Yvonne bookmarks the site, then backs up her browser a few steps and returns to the search engine results page. She looks down the list and chooses another site... six minutes later, Yvonne decides she likes the looks of the first place she checked out, and uses the bookmark to return to Fruit Ridge Hayrides.

Yvonne's pretty much made up her mind, but she navigates to the "Petting Zoo" page just to see what sorts of animals they have at the farm. Goats and a little Goat Tree House! Yvonne's family had goats in the rural area where she grew up, and she misses those goats. When are they open? Yvonne invokes the keyboard shortcut Command-F, and types hours into the Find tool. The browser pops to an "Hours" link. It's quite clear when the open hours are, and she makes a mental note: 12-5, Saturdays and Sundays.

She'll talk to Finn – they'll probably want to go this coming weekend or the next, and should try to get there early before it gets too crowded. Where is the farm? The address shows up on every page – 11966 Fruit Ridge Avenue, oh that's easy, go up to Fruit Ridge Ave and head north. Of course there'll be a sign and lots of cars. Satisfied, Yvonne packs up her lunch and switches over to her email program.

## How would **Dale** use the website?

On Wednesday night when Dale takes the boys out to dinner, they're full of tales about the fun they had last weekend at a farm. "Mom would hardly let us do anything!" one kid complains. "And she only let us have apple cider, nothing else. We want to try the donuts." "And ride the horses." "And get lost in the corn field!" It takes Dale a while to figure out the details, but he gathers that a hobby farm to the north of the city offers cider, donuts, hayrides, that sort of thing.



Later, while the boys are getting ready for bed, he fires up the computer and types *hayrides West Michigan* into a search engine. Fruit Ridge Hayrides appears in the keyword ad box, and at the top of the results list, Fruit Ridge Hayrides. After the kids have brushed their teeth, he herds them over to the computer to show them the website. "Is this the place you were talking about?" They're too young to be able to explain the location, but they look at the pictures and say that's the place. "Can we go? Can we go?!" they shout. "We'll see," he tells them. "Let me check into it."

After they're in bed, Dale returns to the computer to inspect the Fruit Ridge Hayrides website. He looks over the home page, then looks at information about the farm and stuff to do. Both pages list a bunch of activities like hayrides, a petting zoo, a corn maze. Corn maze, what is a corn maze anyway? he wonders, and clicks on that. Aerial and POV photographs, plus a few lines of explanation, show that it's a maze cut in a 15-acre cornfield with a tractor – kind of like crop circles. 15 acres, where is this place anyway? The address shows up on every page, but he's not sure where Kent City is, so he navigates to "Map" and then to "Directions." Fruit Ridge Hayrides is just a twenty-minute ride to the north.

Dale thinks this is sounding better and better. What about hours this weekend? He clicks on the logo to return to the home page, where he sees a large photograph, promotion and links for "Fall Harvest Festival" weekends. He quickly sees that the farm will be open all day Saturday and Sunday, and that the prices are cheap. He can take the kids there Saturday afternoon and it won't even cost sixty bucks. They'll have lunch, the boys can have the run of the place, they'll all pick some apples and then head to a movie on the north side of town. Perfect.

Dale hits his "Back" browser button three times to return to the map page, and selects the "Print Version" icon to print out the map and address. Saturday's all figured out.

## How would **Gayle** use the website?

Last night Gayle was out with her friend Sally, who told her about a fun experience she had had recently – Sally went along with her daughter, son-in-law and grandkids to a farm. They spent two hours there and it was so nice for the little ones – there were pony rides, animals to pet, pumpkins to pick, chickens running around. A real farm, but open for visitors. Sally wrote the name down for her, and now Gayle takes the paper out of her purse and sits down at the computer.



*Fruit Ridge Hayrides* she types into the Internet box, and it looks like the first one on the list is it. She clicks through and arrives at the website. It's adorable! It's a farm – with all sorts of activities for families. "Fall Harvest Festival" looks important. The Fall festival is going on weekends all through September and October. She wanders through the website, smiling at cute kids in photographs. There's a list of activities including "Pig Train." She'd seen a photo of that – tots riding a kiddie train with every cart the shape of a pig. The man driving the tractor looks like very nice, and he seems to be having a good time too. Who are these folks? She sees "About Us" and clicks on that. It sounds like such a nice place, with an apple orchard and cornfields and a garden. There's a picture of the owners with a "From Your Hosts" link. She clicks on that and finds photograph of the young couple who owns the farm, standing by a barn with their two-year-old, another one on the way, plus a dog and a cat. They look very nice, cheerful and blonde hair. Good Dutch stock.

This weekend she and Pete will be having two of the grandkids stay with them while their parents are out of town for a wedding. This would be so fun to do with them. In fact, maybe they'll invite their son and daughter-in-law and their kids along too, and really make a day out of it. That would be fun for the cousins.

Gayle notices "Recipes" and there finds several for things with apples. Fresh apple pie! she hasn't made that in a while. Sally said their whole family wandered through the orchard and picked a bushel of apples. Maybe they could do that on Saturday, and on Sunday she'll have the kids "help" her make an apple pie. This is sounding pretty good, so Gayle checks the cost. She clicks on "Prices" and looks over the page. Hayride = \$6 per person. There isn't an admission, and lots of things like the petting zoo are free. Even picking apples is included with the hayride! They can all go on a hayride, let the little ones do a few rides for \$3 apiece. What about food? She finds Food on the Prices page – there are a lot of choices like cider, donuts, hot dogs, nachos. It says only "Market Price" which probably means it's expensive. Well, they can bring a picnic along for everyone – the Fall Harvest Festival page said there are picnic tables – and buy cider to drink.

Gayle starts looking for a telephone number and sees "Contact Us." At the top of that page there's a phone number which she writes down in her planner. She'll call tomorrow and just verify that the farm will be open this weekend.

## How would **Lucia** use the website?

Each summer a mailing goes out to church and youth group leaders in West Michigan from "Kent Harvest Trails," an organization that promotes farms in Kent County. Early in August when Lucia received the brochure, she pinned it onto the bulletin board. Now it's the last week of August, time to do some planning for this year's youth group program.

Lucia unpins the brochure, takes it down and looks it over – she's been thinking about a Friday night hayride outing for the youth group. Scanning the list of participating farms in the brochure, she sees that several offer hayrides. She wakes up her computer, opens a browser, and types in the URL for one of them: [www.fruitridgehayrides.com](http://www.fruitridgehayrides.com).



On the home page there's a feature about fall hayrides – Lucia clicks on Hayrides, and lands on the Hayrides page in a fun activities section. She reads the text which tells about the horses and gives a short colorful description about a ride through the wooded trails of Fruit Ridge Hayrides. She admires the photographs illustrating that page, bursting with warm fall colors. She imagines the crisp autumn air, the smell of hay, the clop of the horses' hooves... trundling along through an orchard with all the teenagers on a wagon, laughing. Right on that page is a box pointing to "Field Trips and Groups" for more information, and she clicks on that. Wait, where is this place? She scans the page looking for a map, finds a link. An inline map fills the screen, plus directions in text, plus a "Printable version" icon. She zooms a map level; Fruit Ridge Hayrides is in Kent City, just a few miles away from the church in Rockford. Great! Lucia clicks her browser's "Back" button to return to the "Field Trips and Groups" page.

She skips the "School Groups" section and reads through some Hours and Pricing information for general groups. Church groups are mentioned so she figures the people are trustworthy. As it turns out from the schedule, Friday nights are open hayrides – you don't need a reservation. That's probably not a good idea, Lucia wants this to be a cohesive occasion for the group: hayride, donuts, hymnsing around the bonfire, the works. Monday-Thursday are the nights for reserved hayrides, corn maze and campfire. 20-person minimum, campfire \$25 extra... yes, this is just like what she had been imagining. Next she searches for Contact information, and finds it: a phone number, an email address, and an online form. She fills out the form, explaining who she is and asking which Thursday nights are available in October, what kind of food or drink is available, and how much would that cost in addition to the hayride and fire? There are three buttons: "Cancel," "Preview," and "Send." She chooses Send and sees a confirmation, showing what she wrote plus a message saying that a copy of the email has been sent to her email address, and that someone should get back to her within two business days.

Satisfied, Lucia turns her mind to her next task.



# Research Objectives

1) Seek user feedback on how to integrate information new to the site:

- Blog
- Recipes
- Products for sale: cider, donuts, popcorn; produce and flowers at honor-system roadside stand

2) Seek user feedback on navigation and label names

3) Explore ways to structure information typical for an agritourism site, in order to present options and pricing more effectively:

Paradigm for classifying activities available at the farm:

- young children / children / adults
- individual activities / packages; additions / admission for special days; additional charges
- food-related / non-food-related activities
- Year-round vs. Seasonal vs. Fall Harvest Festival activities

4) Seek user feedback on presentation of Open Hours / Map / Directions.

- Should these be combined all on one page, or on separate pages linking to each other?
- If one, should label be combined into "Location" or "Visits" ? Or do users scan for the specific terms?

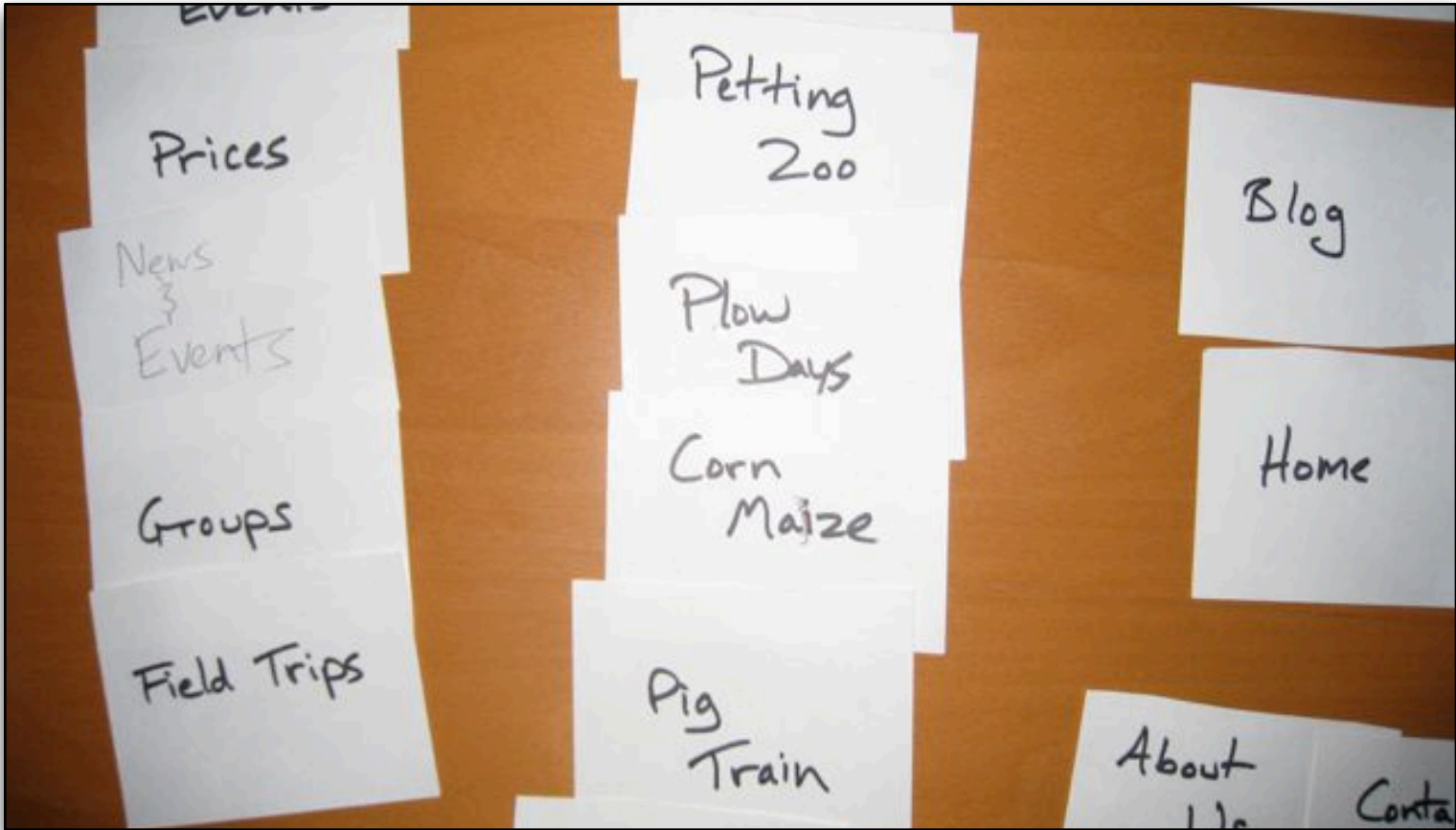
5) Explore idea of having more playful or "imperative" button labels. Instead of...

- "About Us" → "Who We Are"
- "Activities" → "Come Play"
- "Groups / Prices" → "Visit Our Farm"
- "Recipes" → "What's Cooking?"

# Card Sorting

A combination of open- and closed- card sorting was used on six volunteers, male and female ages 30-45. (Logistics / expense prevented research on users who met every criteria for target audience.)

1) Volunteers were given 30 cards and asked to sort them into logical groups.



2) Users in pairs were encouraged to speak together to reach consensus; the two solo users were requested to "think out loud."

3) Users were told that feedback was being sought on 'category names' for the groups, and encouraged to fill out a blank card to replace a group name if they thought of a better one.

4) Once the activity was underway and users familiarized themselves with the tasks and cards, they were invited to cross out a name on the card and replace it if they thought of a better one.

# Key Findings

Interestingly, without any such prompting, all users began moving the cards into physical layouts as they envisioned them on a web page. For example, Home | Contact Us | Our Partners cards were placed in a horizontal row at the bottom of the workspace, with a comment like "These all belong together, these are the footer-type things." (Assumedly this was because all testees were Internet-savvy, knew the exercise regarded a website, and were trying to be helpful.)

- 1) Recipes is special and deserves its own category.
- 2) A section emphasizing actual or perceived "farm" activities is a possibility. Most users, although struggling, tried to form a category involving "farm" or "agricultural" type of activities, including such cards as Farm Market, Orchard (although Orchard alone is not an "activity" it involves picking apples ...), Plow Days, Pumpkin Patch, and U-Pick.

Suggested names for such a category included: Agriculture, Farm Activities, Food & Farm, Our Farm, Seasonal, Visit Our Farm.

- 3) Users preferred the name "Pick Your Own" over "U-Pick." (However, this may be a regional usage; Michiganders may be accustomed to the term "U-Pick" locally.)
  - 4) Sadly, no silver bullet or consensus emerged regarding grouping all the combinations of activities and visitors.  
[See next page for an idea regarding an organizational chart with check-marks.]
- ➔ A new idea bubbled up during one user's exercise: a "Your Hosts" page, more personal than About Us.  
Suggested: A photograph of family with pets and a neighborly note saying "Let our family welcome your family ..."  
[See next page for more ideas.]

Further research is recommended testing true users (or at least people meeting all target criteria) of the site to look at issue of Location / Visits / Map / Directions / Hours, as well as major changes to navigation labels as mentioned in Research Objectives above.

Recent research has shown that "imperative" button labels can have more of an effect on visitors. And playful terms like Come Play or What's Cooking could provide the site with ambience, a special feel evoking images of farm life. These potential advantages should be weighed against the the disadvantages of the lack of trigger words. Users would probably a) take longer to process what such a label means and b) frustrate users who are scanning or searching for more conventional labels such as "Contact Us" or "Events."

The Macys.com site has a "Shopping bag" instead of the ubiquitous and well-known "Shopping cart." It does take longer to find and can be irritating – but also seems cute and appropriate. Whether that's worthwhile is probably a subjective decision.

## Feature and Notes

Before finalizing feature set / functional requirements for implementation, some notes and ideas to consider:

Stakeholders	UXD / IA	Ideas
<ul style="list-style-type: none"> <li>🍏 Discount or "Scholarship" page for special groups</li> <li>🍏 Prices page (Q: Should prices be integrated throughout site, or pointers to Prices Page? )</li> <li>🍏 Information on Birthday Parties (Q: Dedicated Parties page, or a section on Groups page?)</li> <li>🍏 Blog. Think of name, "Notes from the Orchard," etc. Note: could be implemented immediately by customizing an area on a blog publisher such as BlogSpot.</li> <li>🍏 Pros and cons of a dedicated U-Pick page listing apple varieties and schedules. Or could information like this go onto Orchards?</li> </ul>	<ul style="list-style-type: none"> <li>🍏 I recommend against having drop-down menus in JavaScript for the primary navigation: 1) The site is small; there is not a great need for more real estate, 2) only the Events/Fall Harvest Festival area would have enough sub-pages to warrant it and 3) JavaScript drop-downs are often difficult to maneuver with a mouse, and some users will be older folks whose eyesight, dexterity and Internet comfort level will not be as high.</li> <li>🍏 Create an Events directory (to hold documents) and an Events page (for organization and as a landing page); but because there are only two FRH events planned and the Fall Harvest Festival is so important, put the festival onto the main navigation bar instead of "Events."</li> <li>🍏 Come up with an assortment of surveys and quizzes before launch (aim for 20 or more). During the fall season, rotate one per week. During the rest of year, rotate one per month. Ideas: favorite apple variety, favorite food with apples, when was cider invented, what's the difference between cider/apple juice or apple wine/vinegar, which states/provinces/countries provide us with most of our apples...</li> </ul>	<ul style="list-style-type: none"> <li>🍏 Practicalities in Spanish (Hispanic population of West Michigan continues to grow)</li> <li>🍏 Testimonials</li> <li>🍏 History page with black &amp; white photographs of farm, narrative property history, etc.</li> <li>🍏 Your Hosts page, to be more personal than About Us. Include a photograph of Briggs family with pets and a neighborly note.</li> </ul>





## Horse-Drawn Hayrides in the Heart of Orchard Country!

**WHO** are we?

→ INTRODUCE →

**WHY** should you visit us?

→ PERSUADE →

**HOW** do you get here?

→ ASSIST →

*Acquaint*

*Inspire*  
*Engage*

*Educate*  
*Upsell*

*Fulfill*

Impart identity

Present value proposition

Provide logistical information

**BRANDING**

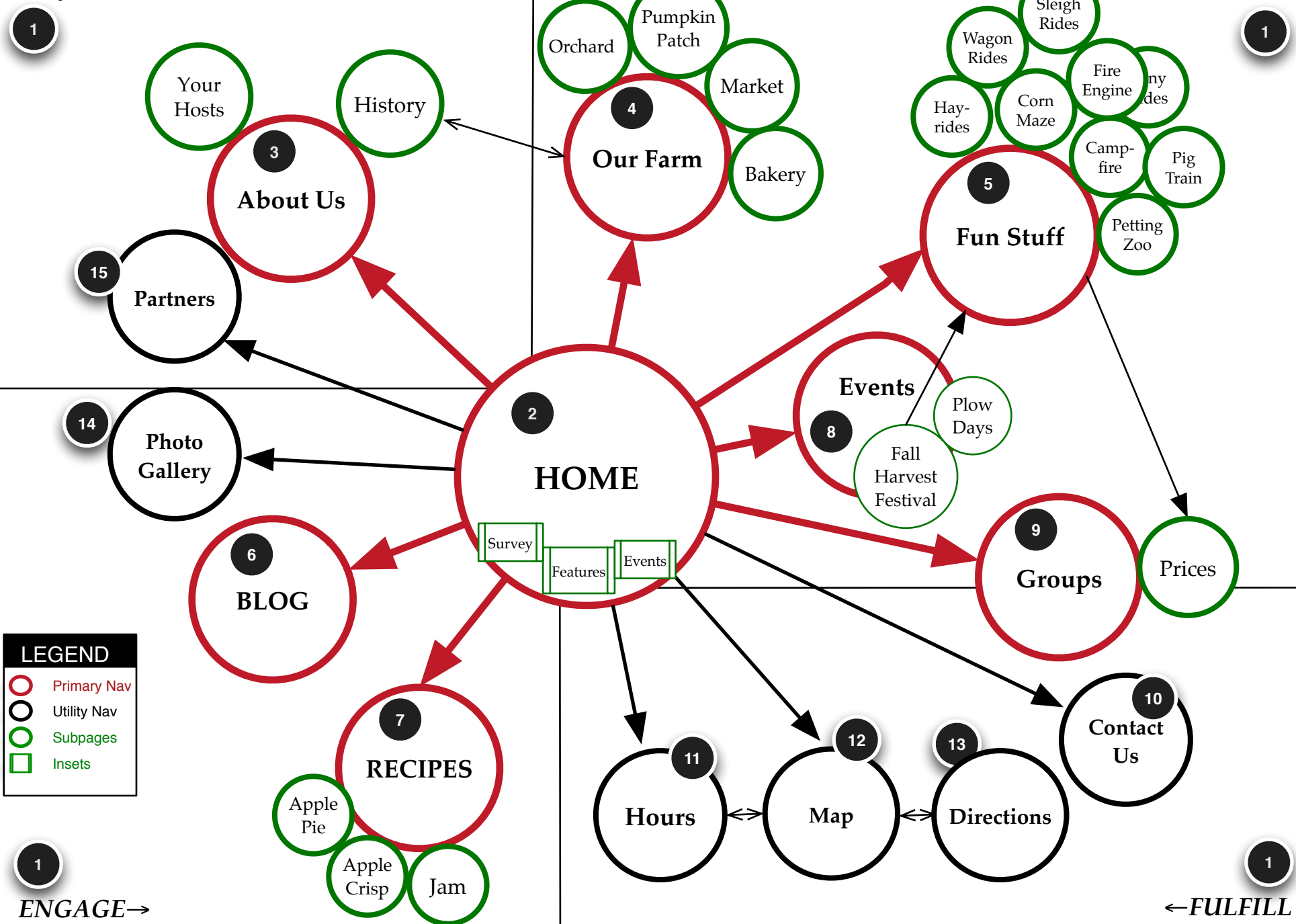
e.g. Overview, History

**CONTENT**

e.g. Activities, Events

**PRACTICALITIES**

e.g. Map, Directions



1

## Quadrants

Quadrants provide context regarding key objectives for site:

1) **INTRODUCE → ACQUAINT**

2) **PERSUADE → ENGAGE / EDUCATE**

3) **FULFILL → ASSIST**

2

## Home Page

2a) The home page will set tone of voice: family safe, family fun, traditions, nostalgia, and slowing down the pace of life.

2b) On top, a brief grounding orientation: tagline, farm, magic, family, etc.

2c) Mid-page slots will showcase enticing photos and features / promotions. The most popular offerings at FRH, Fall Harvest Festival and Hayrides, will be the default promotions, providing more avenues of navigation toward them.

2d) A rotating survey will occupy a bottom slot.

2e) The home page will be accessible from any site page via hyperlinked logo.

3

## About Us

Main Navigation Bar #1. Who we are, farming area and environs, philosophy, agritourism, welcome.

Local navigation: Hosts, History.

4

## Our Farm

Main Navigation Bar #2.

Local navigation: Agriculture-related activities; food for sale.

5

## Fun Stuff

Main Navigation Bar #3.

Local navigation: Activities. Emphasize Hayrides.

6

## Blog

Main Navigation Bar #4. "Notes from the Orchard," etc.

Not necessary for this iteration, but for future consider navigation via date, topic, tag cloud, etc.

7

## Recipes

Main Navigation Bar #5.

Local navigation: Recipes in alphabetical order.

Recipe pages will include hedonic photos.

8

## Events

Main Navigation Bar #6 (TBD):

Option 1) Events page with inline calendar.

Option 2) Show events as features on home page

Option 3) Place major event "Fall Harvest" on navbar.

9

## Groups

Main Navigation Bar #7.  
School groups, field trips, details for groups, etc.  
Link to Prices.

10

## Contact Us

Utility Navigation Bar #2.  
Phone number, Email address (hyperlinked), Contact Form.  
TBD: potential subject lines in drop-down menu.  
Links to Map and Directions.

11

## Hours

Utility Navigation Bar #3.  
Hours of Operation.  
Links to Map and Directions.

12

## Map

Utility Navigation Bar #4. Inline Google Map set to farm address, including Zoom and Map/Satellite/Hybrid buttons.  
Link to Directions.

13

## Directions

Utility Navigation Bar #5.  
Narrative driving directions from various points of reference.  
Link to Map.

14

## Photo Gallery

Utility Navigation Bar #6.  
Local navigation will group images into labelled "Albums" such as Hayrides, Our Horses, Winter Fun, etc. If possible link album page to corresponding page on site (recursive).

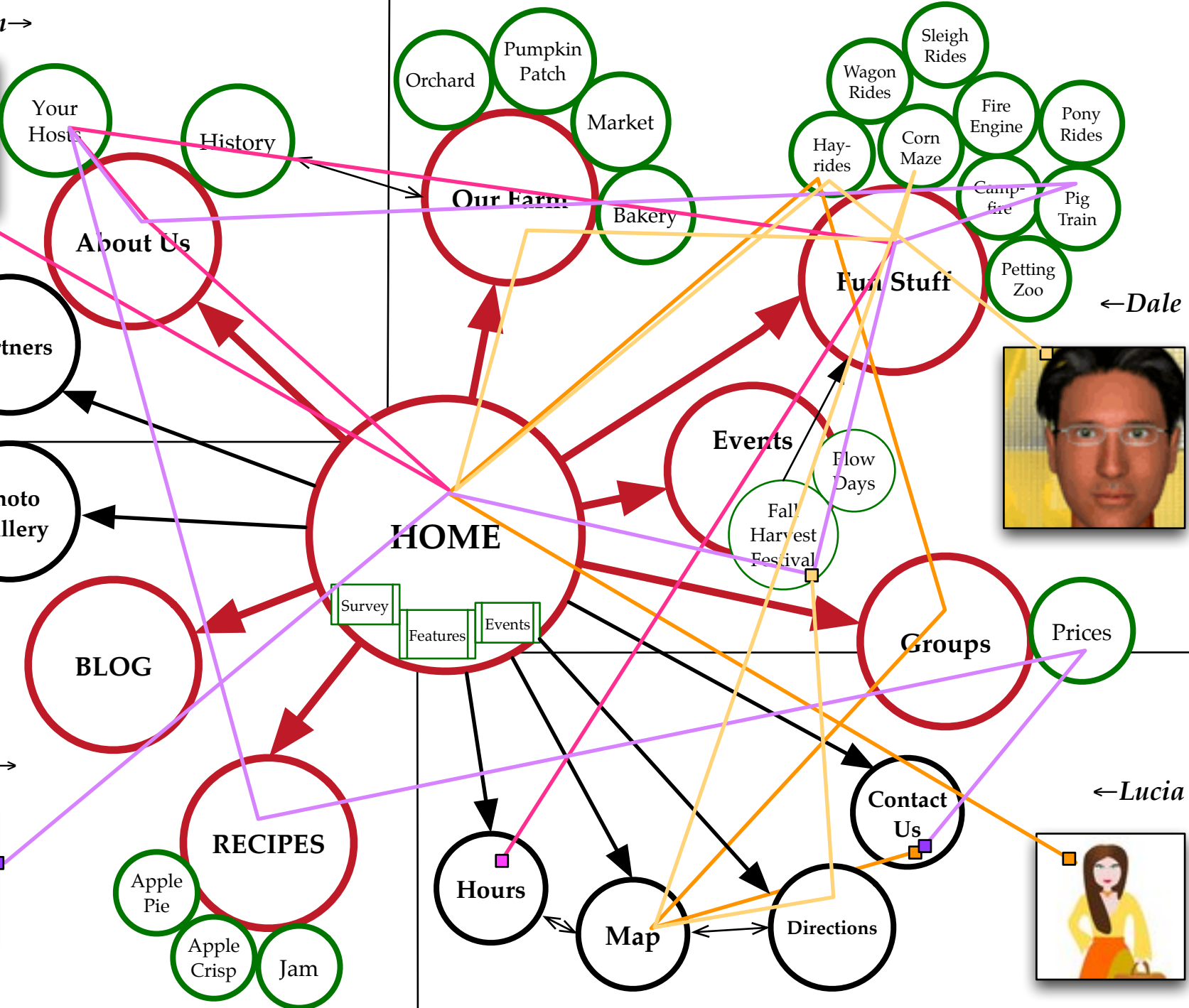
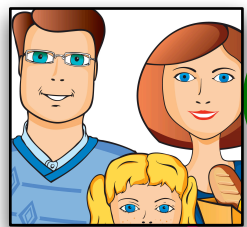
15

## Partners

Utility Navigation Bar #7.  
Page with hyperlinked logos connecting to organizations:  
–Kent Harvest Trails  
–Michigan Apple Tours  
–Fruit Ridge Country Market  
–others as appropriate.



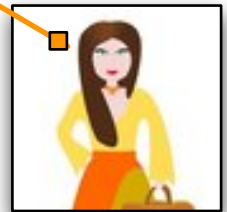
Yvonne & Finn→



Gayle & Pete→



← Lucia



Highest Priority Items

Lowest Priority Items

- 1
- Orientation

Verify that user is in the right place.  
Orient user to the site.

Logo / Branding / Photos

Tone of voice: Good old-time family fun; family traditions; nostalgia; slow down the page of life; healthy; out-of-doors; fresh; beautiful.

Primary Navigation

About Us | Our Farm | Fun Stuff | Blog | Recipes | Events (TBD) | Groups

Feature / Photo

Major event or New attraction.  
Include inline link.

- 2
- Utility Navigation

#1) Contact Us | Hours | Map | Directions  
#2) Home | Photo Gallery | Partners

Featurette: Hayrides

The majority of customers who find FRH on the Web search using the keyword 'hayrides.' Provide teaser and navigation to Hayrides page from the home page.

Featurette

Pull out and highlight something interesting or attractive from elsewhere on site. e.g. a New Attraction; U-Pick schedule.

Blog

Pull out latest entry from blog. Provide link.

- 3
- Survey

Pull out fun little survey or quiz.  
Vote and Result buttons. Display result.

Address

Keep address persistent on template.

UXD

A Page Description Diagram is used to illustrate the main components on a web page.

It focuses on form, function and content, without visual cues. It lays out design goals, without modeling design elements.

It can be used with clients or stakeholders, to clarify functions page-by-page – without setting design expectations.

It can be used with visual designers, giving them guidelines for what content a page needs to include – without unintentionally influencing their creative process.

A

References

Asterisk: Page Description Diagrams  
<http://www.7nights.com/asterisk/archive/2005/04/page-description-diagrams>

37signals: An Introduction to Using Patterns in Web Design  
<http://www.37signals.com/papers/introtopatterns/>

Boxes and Arrows: Where the Wireframes Are  
[http://www.bboxesandarrows.com/view/where\\_the\\_wireframes\\_are\\_special\\_deliverable\\_3](http://www.bboxesandarrows.com/view/where_the_wireframes_are_special_deliverable_3)



H4: Address

3

About Us

Our Farm

Fun Stuff

Blog

Recipes

8

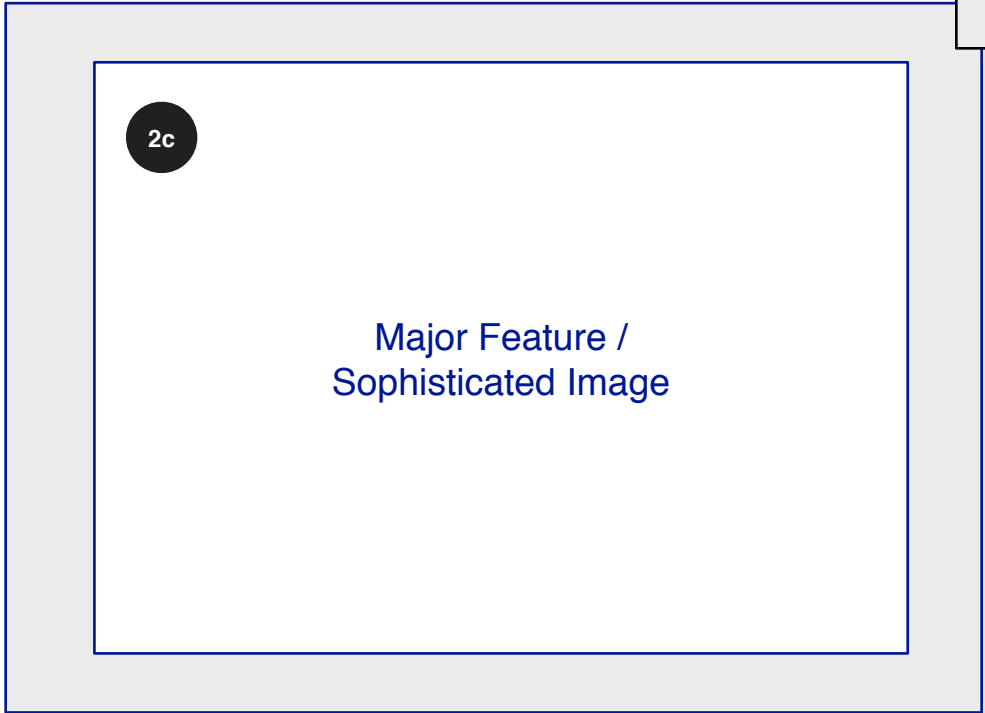
Events

Groups

2a

2b

Welcome to Fruit Ridge Hayrides ...



Featurette 1

2c

Featurette 2



2d



11

12

13

[Hours](#) | [Map](#) | [Directions](#)

3

About Us

- About Us
- Your Hosts
- History
- Option\_3
- Option\_4

5

Our Farm

- Our Farm
- Bakery
- Market
- Orchard
- Pumpkin Patch
- Option\_5

8

Fun Stuff

- Fun Stuff
- Campfire
- Corn Maze
- Hayrides
- Fire engine
- Petting Zoo
- Option\_6

Blog

Recipes

- Recipes
- Apple Crisp
- Apple Pie
- Jam
- Option\_4
- Option\_5

Events

- Events
- Fall Harvest Festival
- Plow Days
- Option\_3
- Option\_4

Groups

- Groups
- School groups
- Field trips
- Tours
- Prices

2c

Sophisticated Image (rotating) / Major Promotion

101415

2b

FRH Experience...

Featurette 1

2c

Featurette 2

Video Welcome



0:00 / 4:59

2d

Survey

[Home](#) | [Contact us](#) | [Photo Gallery](#) | [Our Partners](#)

Address





3

H4: Address

About Us

Our Farm

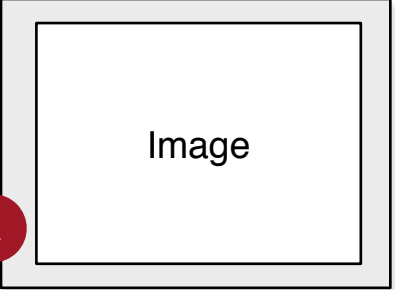
**Fun Stuff**

Blog

Recipes

Events

Groups

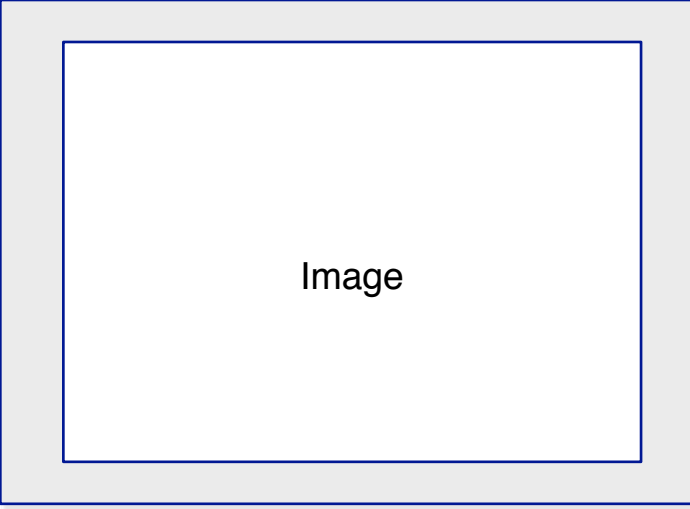


# Hayrides

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas....





- Campfire
- Corn Maze
- Hayrides**
- Fire Engine Ride
- Petting Zoo
- Pig Train
- Pony Rides
- Sleigh Rides
- Wagon Rides


- A Local Navigation
- B Navbar button changes to reflect current location
- C Local navbar button changes to reflect current location



## How to Contact Us:


**Telephone**  
(616) 785-8559

**Email**  
[fruitridgehayrides@msn.com](mailto:fruitridgehayrides@msn.com)

**Form**

Your name:

Your email:

Subject Line 

Group reservations  
Party packages  
U-Pick  
Other... **A**

Message:

Cancel

Preview

Send **C**

*We would love to hear from you!*

- A**  
If "Other," user can fill in
- B**  
Hyperlink changes to visually cue location
- C**  
"Send" goes to Confirmation page, which shows copy of message

**Fruit Ridge Hayrides**  
**Activity Availability**

	YEAR-ROUND	FALL	FALL HARVEST FESTIVAL*** (Fri/Sat/Sun)
Hayrides/Sleighrides	✓	✓	✓
Campfire/Bonfire	✓	✓	✓
Petting Zoo	✓	✓	✓
Corn Maze		✓	✓
Pumpkin Patch		✓	✓
Orchard		✓	✓
Market*		✓	✓
Pony rides			✓
Pig train			✓
Fire engine ride			✓
Bakery**			Sat / Sun
*Market = Cider, produce, fall decorations.			
**Bakery = Donuts, hot dogs, nachos.			
***Fall Harvest Festival = open-house on weekends in the fall. (Groups of 20+, please make a reservation if you want group to stay together.)			
Fall: By appointment, Mon-Thu.			
Winter/Spring/Summer: By appointment.			