



**Bearing North Lodge on the Whitefish:  
UX Design**

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## Introduction

Bearing North is a new company in Michigan that falls within two service areas. The first service is a rental cabin in the Upper Peninsula of Michigan on the West Branch of the Whitefish River, which will be opening to the public in late 2022. The second service is centered around geospatial services. The founder of this company has asked me to create a brand and website design for both of these services, starting with the rental cabin.

## Logo Design

The client wishes to use the same basic logo design for both websites, with slight alterations. After sketching out multiple options and mocking up a few in the design tool Canva, the client decided to use both of the following designs throughout their marketing and branding efforts.



*Figure 1: Bearing North Logo Designs*

These designs were based on the request that the logos for both branches of the company contain imagery of a compass, and that the design simultaneously gives off the impression of being both clean and rustic. For this reason, I chose to keep the design in black and white instead of color and used the fonts Maragsa and ABeeZee from Canva. The half compass on the leftmost design is meant to subtly represent the rising sun while the rightmost compass subtly represents a shining star where it replaces the “O” in “North.” Both double to represent the beauty of the natural area where the rental cabin is situated as well as the directional aspect of a compass pointing north.

## User Personas

While conceptualizing the website, the client expressed interest in several different target customer groups. The first was people from the city who are looking for a brief, natural escape but are unwilling to give up a degree of luxury. The other was people who are interested in the property itself, as it aids in a variety of outdoor activities such as fossil hunting, fishing, and hiking. From this idea, the following user personas were put together to help guide the design of the website.

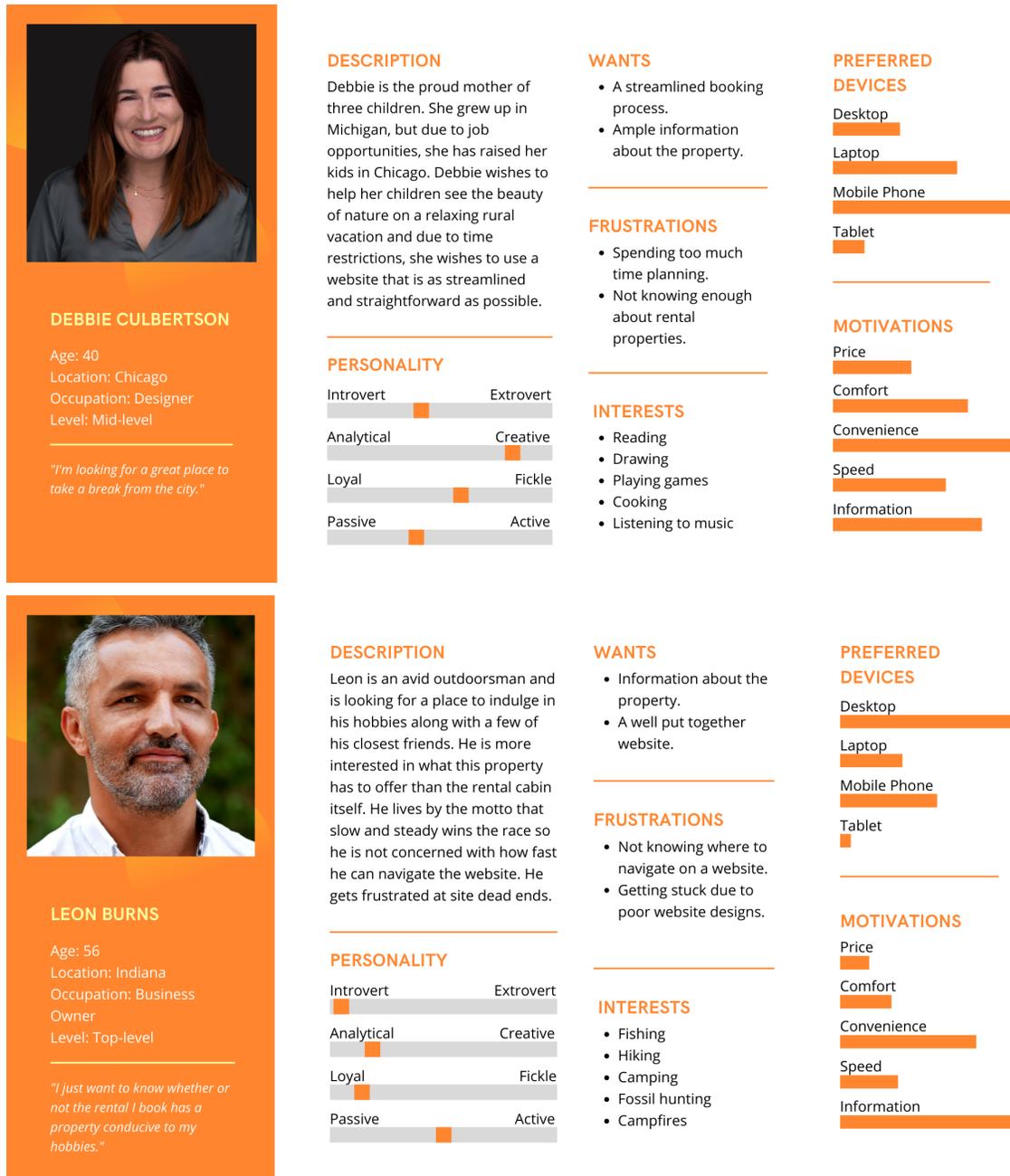


Figure 2: User Personas

## User Flow

I developed the following user flow to illustrate the expected pathway of most users on the site.

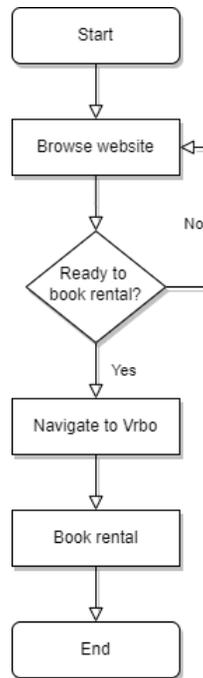


Figure 3: User Flow

## User Journey Map

And the following journey map illustrates the expected user emotions as they go through the process of using the site.

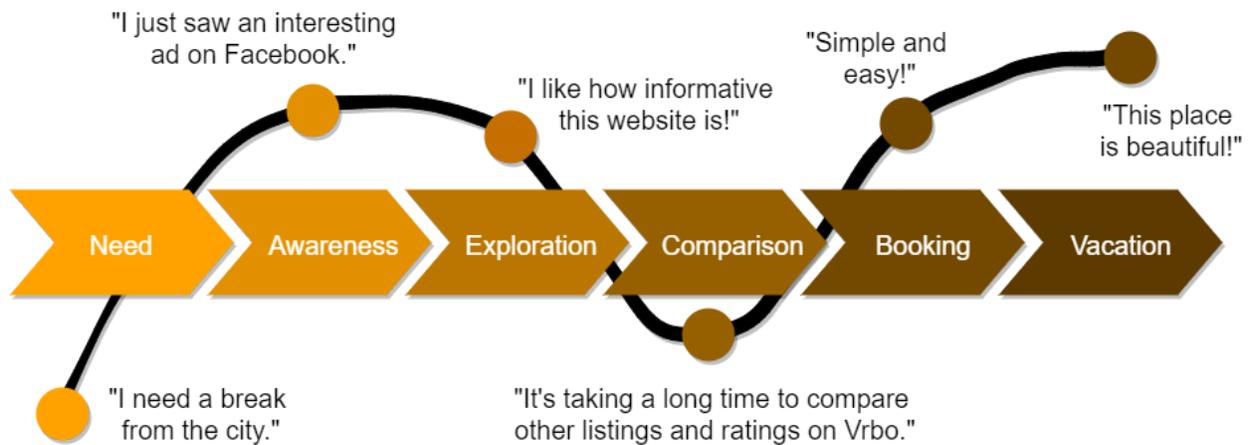
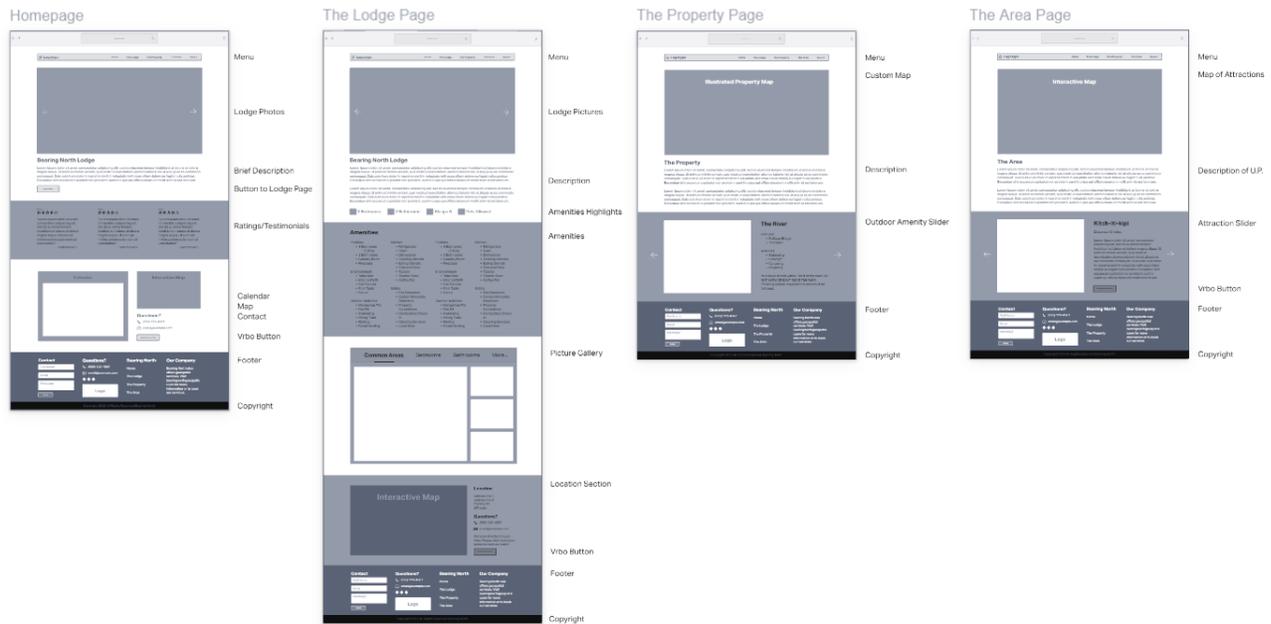


Figure 4: Journey Map

## Website Wireframe

After researching a large number of websites for similar rental cabins, I developed a wireframe/mockup of a website in the design tool InVision. The designs below can be viewed in more detail in **Appendix A** or in this [Invision file](#).



*Figure 5: Bearing North Lodge Wireframe*

After consulting with the client, I decided to make four main pages to this website. First is the homepage, which will be the landing page for the site. The next three highlight the lodge, the property, and the area respectively.

The homepage includes a large slider of hero images of the lodge at the top, followed by a brief description of the rental cabin that directs users to the lodge page for more information. Next is a featured list of ratings/testimonials so prospective customers can see what other people thought of their experience on the property. Then there is a section at the bottom that includes an availability calendar, an interactive maps, and contact information for people who have questions. For now, all of the actual bookings will be happening through Vrbo so there are also buttons throughout the site that direct customers to Vrbo to rent the cabin. The footer on all pages includes a contact form, contact information, a sitemap, and a blurb that mentions Bearing North also offers geospatial services. There is also a copyright section at the very bottom of each page.

The lodge page mainly includes information about the features within the building. Like the homepage, it includes a slider of hero images and a description of the lodge. It also includes an easy-to-view amenity highlights section as well as an in-depth amenity list. Below that is an

image gallery, divided into sections like common areas, bedrooms, bathrooms, and more for easy navigation. Then there is a location section with an interactive map, address, contact information, and booking button.

The property page highlights the impressive features of Bearing North's property, such as the Whitefish River, Fossil Ridge, and numerous hiking trails. It does this with an illustrated map of the property that points out all of the key features, a description of the property, and a slider of the various attractions on the property along with a brief description of each.

The area page serves the same purpose as the property page, but with an emphasis on popular attractions in the local area. Since this property is in the Upper Peninsula of Michigan, there are a lot of different natural attractions that draw tourists to the area. This page has the same basic layout as the property page.

### **Color Palette**

Due to the client's request to have a clean, but rustic design, I decided to put together a color palette with one main pop of color and secondary colors that are a more neutral, muted tone. Since they want to convey a cozy feel, the main color I chose was a rust orange. The chosen color palette is displayed below.



*Figure 6: Color Palette*

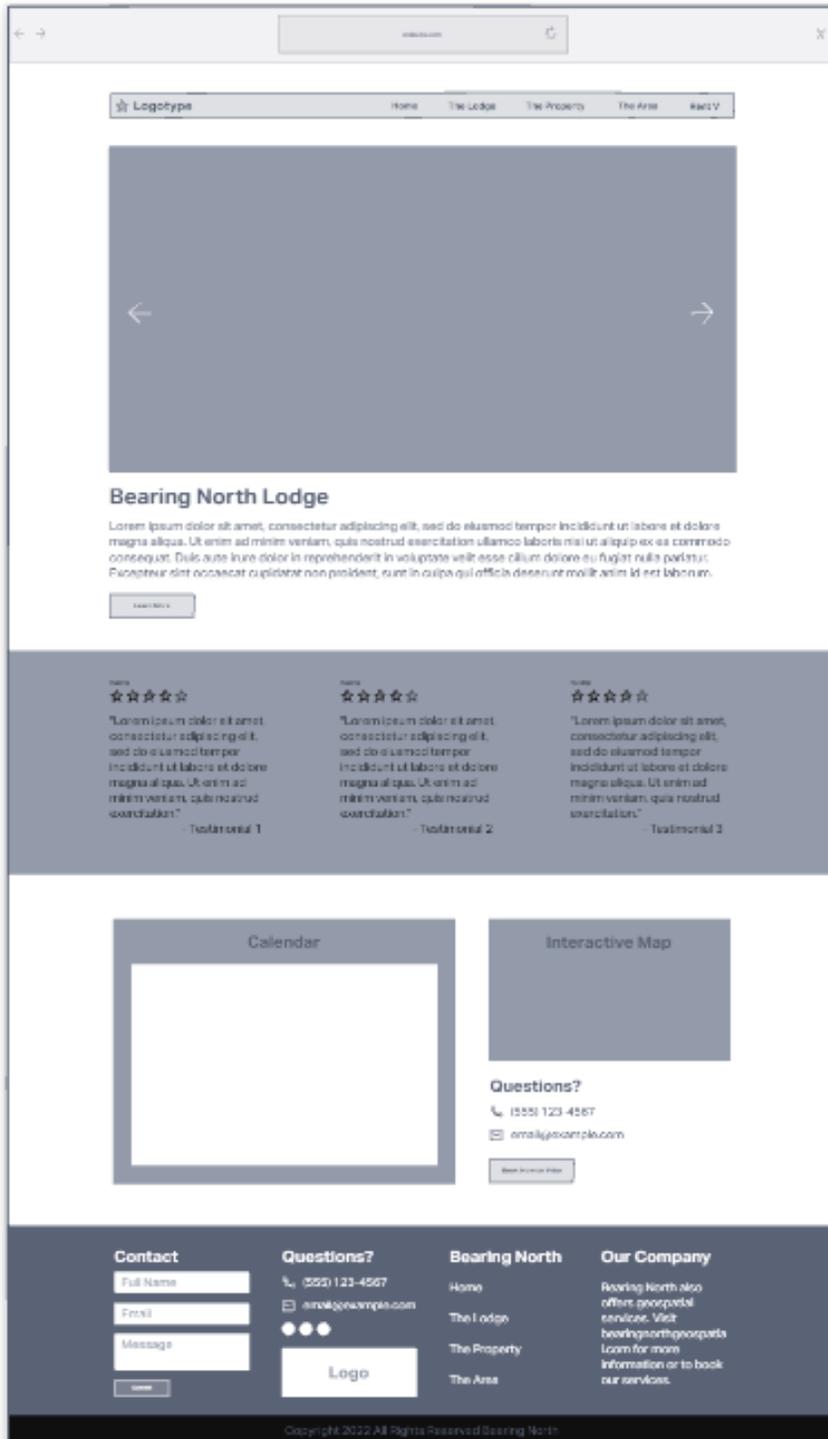
### **Website Design**

Using the color palette and the wireframe, I adapted this design into the website builder Wix. A few adjustments had to be made to the design because of limitations in Wix design options, but each was approved by the client.

## Appendix

### Appendix A: Bearing North Lodge Wireframe

#### Homepage



Menu

Lodge Photos

Brief Description

Button to Lodge Page

Ratings/Testimonials

Calendar  
Map  
Contact

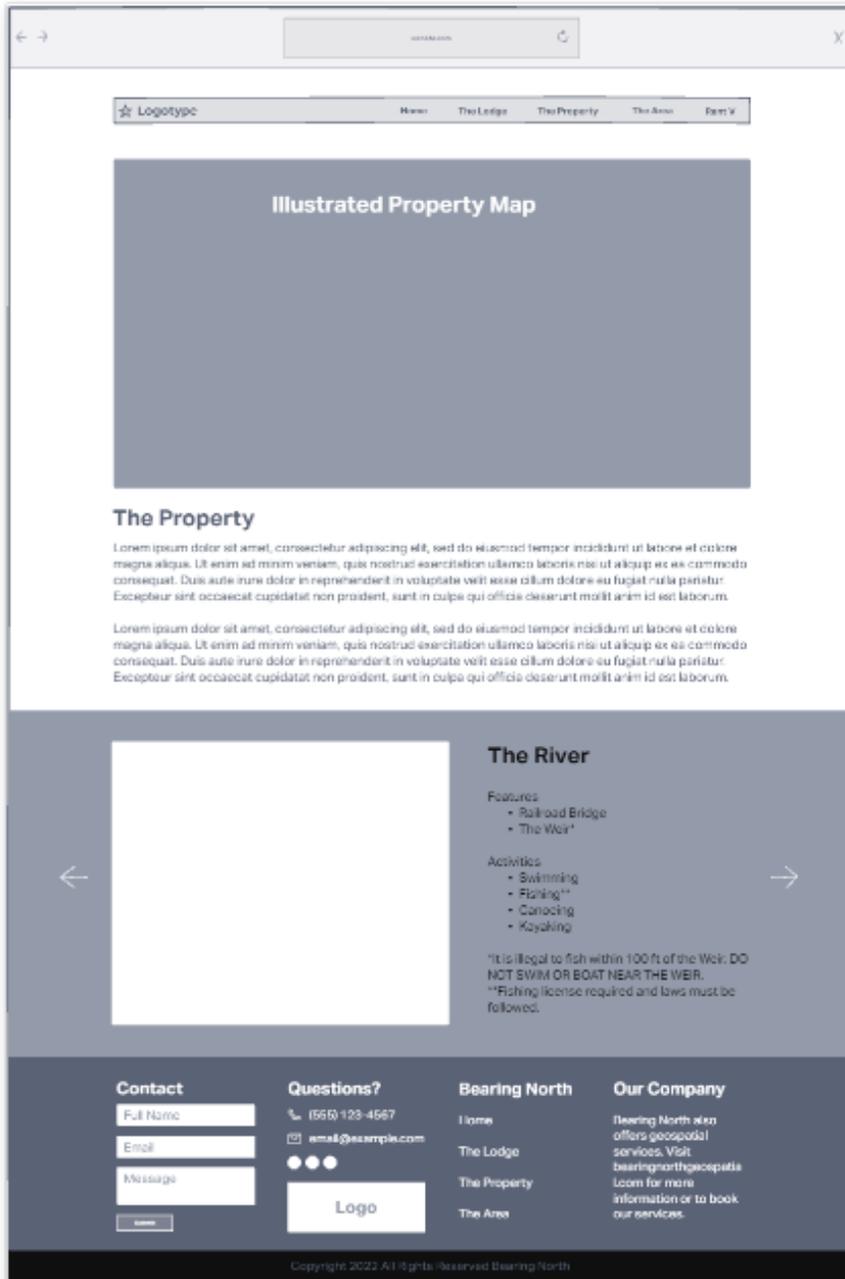
Vrbo Button

Footer

Copyright



## The Property Page



Menu

Custom Map

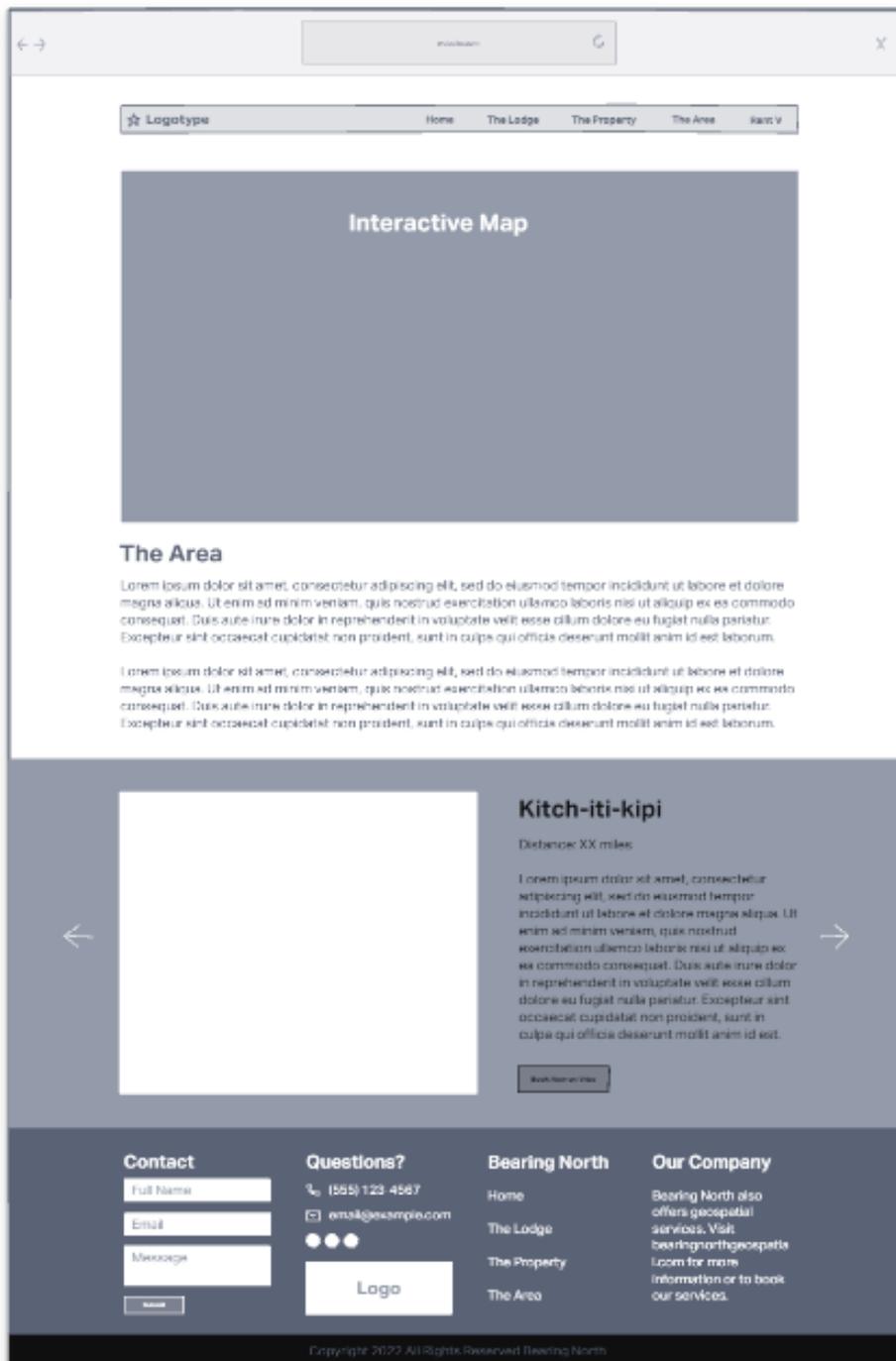
Description

Outdoor Amenity Slider

Footer

Copyright

## The Area Page



Menu

Map of Attractions

Description of U.P.

Attraction Slider

Vrbo Button

Footer

Copyright