

When a visitor experiences the National Park Service, what do they see? What do they feel? What are they looking for?

Park visitors experience NPS in a variety of ways.

DEV NOTES will appear in red throughout this FP.

This page is the landing page for this activity once a user clicks it from the Main Menu.

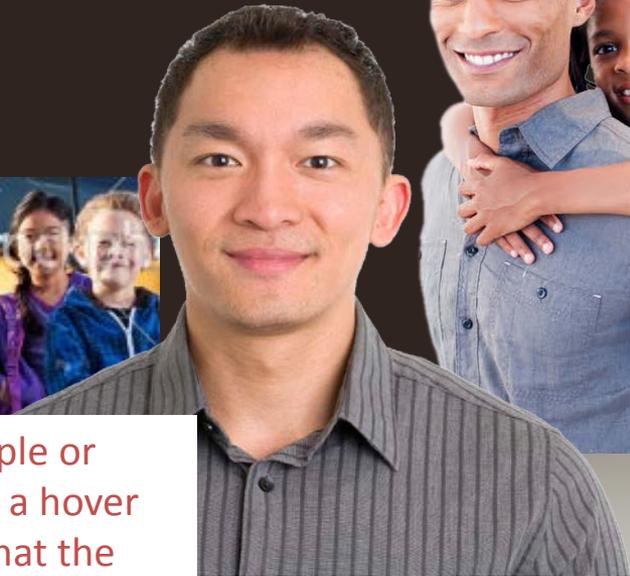
The only active hotspot is the next button.



NEXT

Through Their Eyes

Click each park visitor below. Explore the places on their mind to catch a glimpse of what they think and how they feel. Then, design an experience just for them.



This page will have 7 clickable people or groups of people. There should be a hover state over each person/group so that the user knows it is clickable.

After the user completes the “Ideal Experience” section (the question mark) for that visitor, the visitor’s image on this page will change to a “visited” state informing the learner that the person’s/group’s section has already been completed.

Through Their Eyes

Click any of the places below to see how this visitor feels about each situation.
When you're ready to design this visitor's ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



Back

Once a user clicks a person or group, they arrive at a landing page specific to that person/group. In this case, the user clicked on the female in her mid-40s. Here, the on-screen instructions tell the user to select one of five locations (these will be the same for each person/group). Additionally, there is also a question mark option that will take the user to "The Ideal Experience" page (slide14). Each location and the question mark should have a hover state and completed state. The hover state for each location should include the name of that location. The user can also select back to return to the menu and choose a different visitor.



Monument at Battlefield

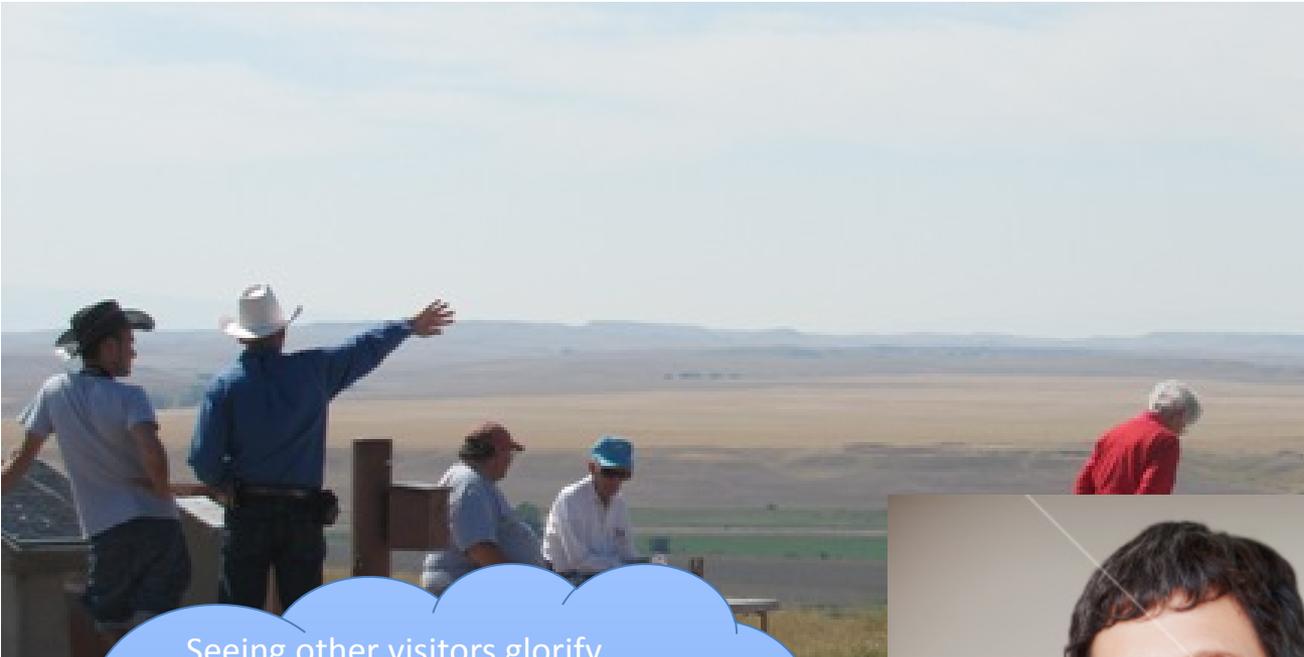
Here at Little Big Horn National Battlefield, visitors read the inscription on the monument and look out at the battlefield below.

When you are done viewing this visitor's experience, click Back.

Here, the user has selected the icon for the historical marker, which leads to a page displaying a background of the chosen location. Instructional text will describe what is available at this location.

The person/group chosen, in this case, the woman in her mid-40s, will be displayed over the background of the location with a thought bubble describing her thoughts and feelings about this particular location and experience.

A back button will take the user back to the landing page for the woman in her mid 40s.



Seeing other visitors glorify
Customer gives me chills,
especially when I think about
my Native American ancestors.
I do appreciate the open
expanse of the plains. The view
makes me sigh a deep sigh.



Back

Through Their Eyes

Click any of the places below to see how this visitor feels about each situation.
When you're ready to design this visitor's ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



Here, the user has clicked back on the historical monument page, taking the user to the landing page for the woman in her mid 40s again. The user has the opportunity to select another of the 5 locations, return to the person/group landing page to select a different visitor, or move on to the "Ideal Experience" page (via the question mark icon).



Ranger Led Tour at Historic House

Here at _____, a ranger leads a group of visitors through a guided tour of the building and grounds.

When you are done viewing this visitor's experience, click Back.

Here, the user has selected the icon for the ranger-led tour. Instructional text will describe what is available at this location.

The woman in her mid-40s character will be displayed over the background of the location with a thought bubble describing her thoughts and feelings about this particular location and experience.

A back button will take the user back to the landing page for the woman in her mid 40s.



Some of what the ranger is saying is interesting, but I feel frustrated standing in a crowd of people listening to one person talk. I'd rather have a one-on-one conversation or do my own research than listen to this lecture.



Back

Through Their Eyes

Click any of the places below to see how this visitor feels about each situation.
When you're ready to design this visitor's ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



The user has clicked back, arriving again at the landing page for the woman in her mid 40s again. The user has the opportunity to select another of the 5 locations, return to the person/group landing page to select a different visitor, or move on to the "Ideal Experience" page (via the question mark icon).



Off Trail Wilderness

Here in ____, 5 miles away from the visitors center, there are no traces of other people. When you are done viewing this visitor's experience, click Back.

Here, the user has selected the icon for the Off-trail wilderness. Instructional text will describe what is available at this location.

The woman in her mid-40s character will be displayed over the background of the location with a thought bubble describing her thoughts and feelings about this particular location and experience.

A back button will take the user back to the landing page for the woman in her mid 40s.

I never feel clearer and more calm than when I'm alone. Alone except for the sky and trees and wildlife, that is. Come to think of it, this is also when I feel most connected to the universe.



Back

Through Their Eyes

Click any of the places below to see how this visitor feels about each situation.
When you're ready to design this visitor's ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



The user has clicked back, arriving again at the landing page for the woman in her mid 40s again. The user has the opportunity to select another of the 5 locations, return to the person/group landing page to select a different visitor, or move on to the "Ideal Experience" page (via the question mark icon).

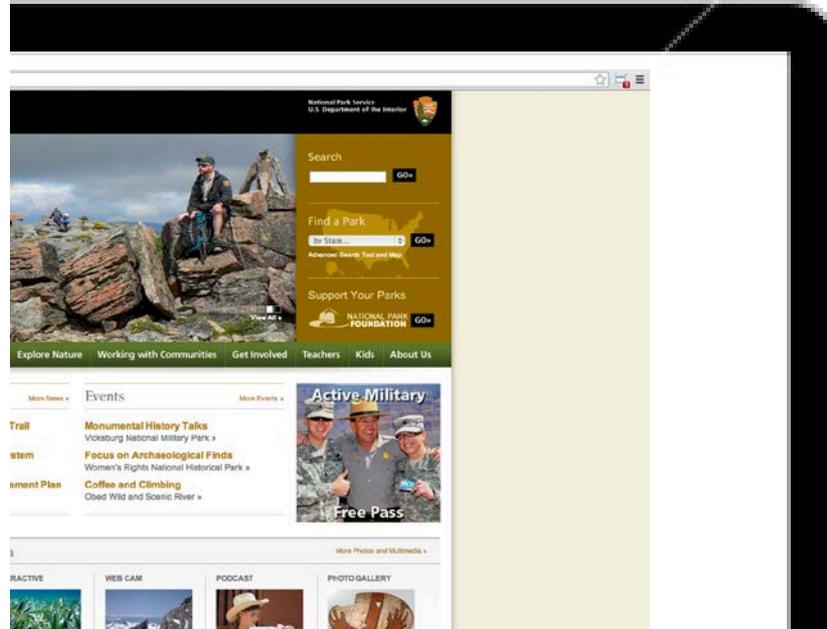


National Park Service Website

Here, the user has selected the icon for the NPS Website. Instructional text will describe what is available at this location.

The woman in her mid-40s character will be displayed over the background of the location with a thought bubble describing her thoughts and feelings about this particular location and experience.

A back button will take the user back to the landing page for the woman in her mid 40s.



Here, from the comfort of home, visitors can pull up the homepage of the National Park Service.

When you are done viewing this visitor's experience, click Back.

I don't like spending much time in front of my computer, but I love browsing pictures of National Parks, especially ones with uninhibited vistas. Hmm, I don't see think kind of a photo album anywhere.



Back

Through Their Eyes

Click any of the places below to see how this visitor feels about each situation.
When you're ready to design this visitor's ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



Back



Exhibit in Heart of City

Here, the user has selected the icon for the urban museum/exhibit. Instructional text will describe what is available at this location.

The woman in her mid-40s character will be displayed over the background of the location with a thought bubble describing her thoughts and feelings about this particular location and experience.

A back button will take the user back to the landing page for the woman in her mid 40s.



A set of exhibits about a city's history, set in the city itself.

When you are done viewing this visitor's experience, click Back.

I love reading non-fiction history books. This exhibit is inspiring me to dive deeper into a new topic or two. I'll be checking out some books and doing some research for sure!



Back

Through Their Eyes

Click any of the places below to see how this visitor feels about each situation.
When you're ready to design this visitor's ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



Back



The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

Here, the user has selected the question mark icon indicating that they are ready to create the ideal experience for this person based on what they have learned about her from the previous sections.

The woman in her mid-40s character will be displayed over a collage of the items that could be found in a park.

A clickable plus and minus button and a "done" or "submit" button will appear at the bottom. Each will have a hover state.

When the user clicks the plus sign, a pop-up menu will appear with a list of items the user can choose to add to the background scene. When the user selects an item from the plus-sign menu, an image of the item will be added to the background. Similarly, when the user clicks the minus sign, a pop-up menu will appear and allow the user to choose what items to remove from the background image.



The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

Here, the user has selected the plus sign and can choose what items to add to the background scene.

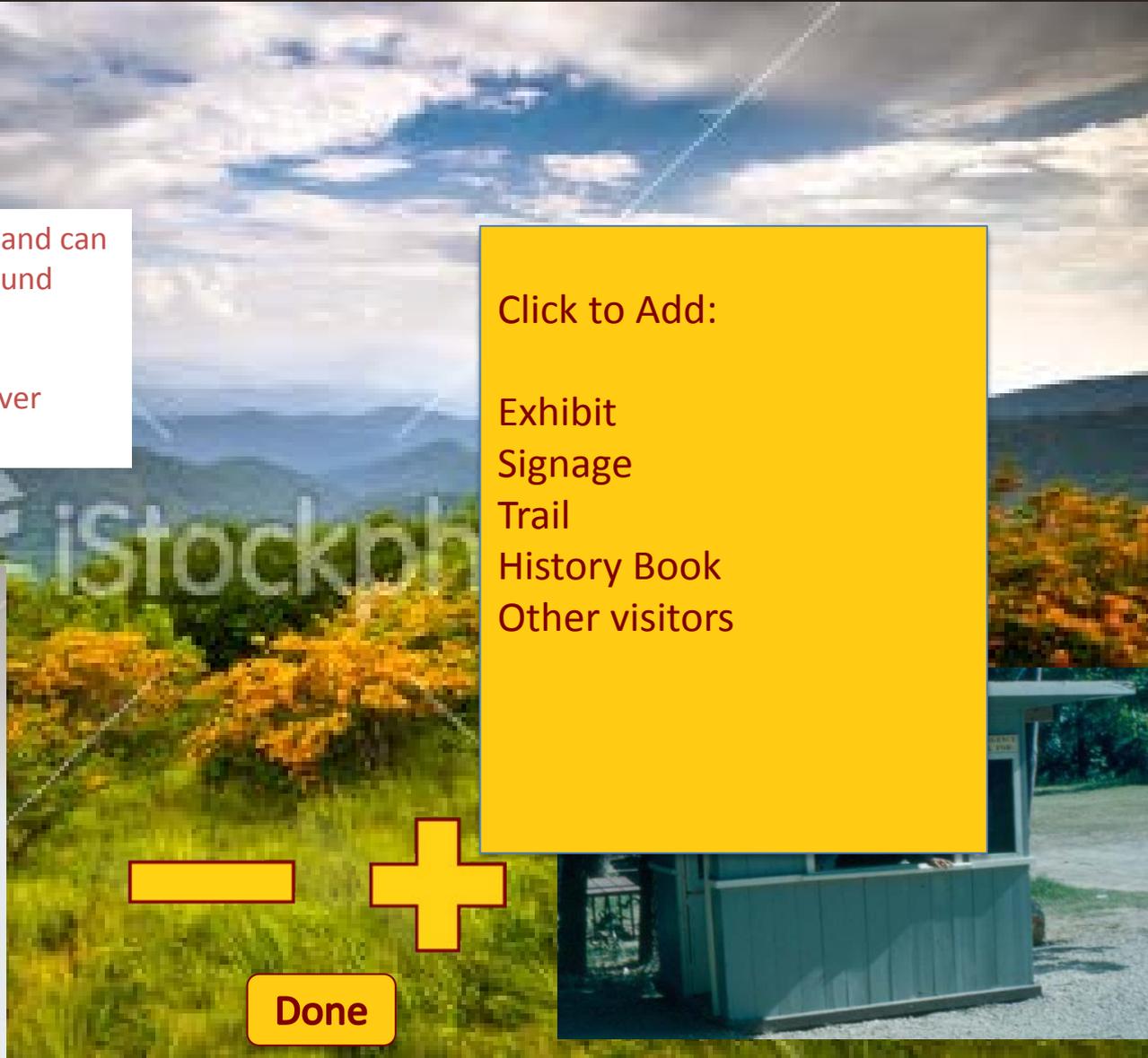
Each item on the menu should have a hover state.

Click to Add:

- Exhibit
- Signage
- Trail
- History Book
- Other visitors



Done



The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

Here, the user has chosen to add a history book to the background scene.

Click to Add:

Exhibit
Signage
Trail
History Book
Other visitors

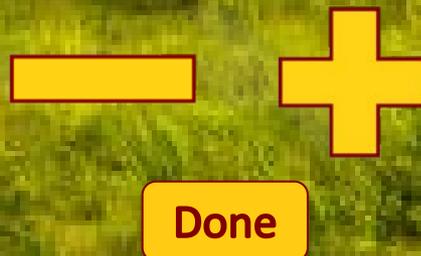


Done

The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

When an item is selected from the pop-up menu, the menu will automatically close until the user clicks on the plus or minus sign again. The user can choose to submit their "Ideal Experience" at any point by selecting "Done."



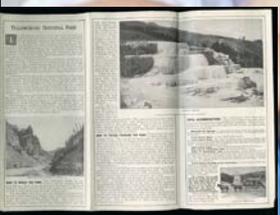
The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

Here, the user has clicked on the minus sign to choose what items to remove from the scene.

Click to Remove:

Ranger
Information Booth
History Book



Done

The Ideal Experience

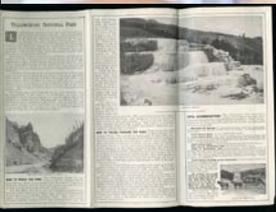
Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

Click to Remove:

Ranger
Information Booth
History Book



Done



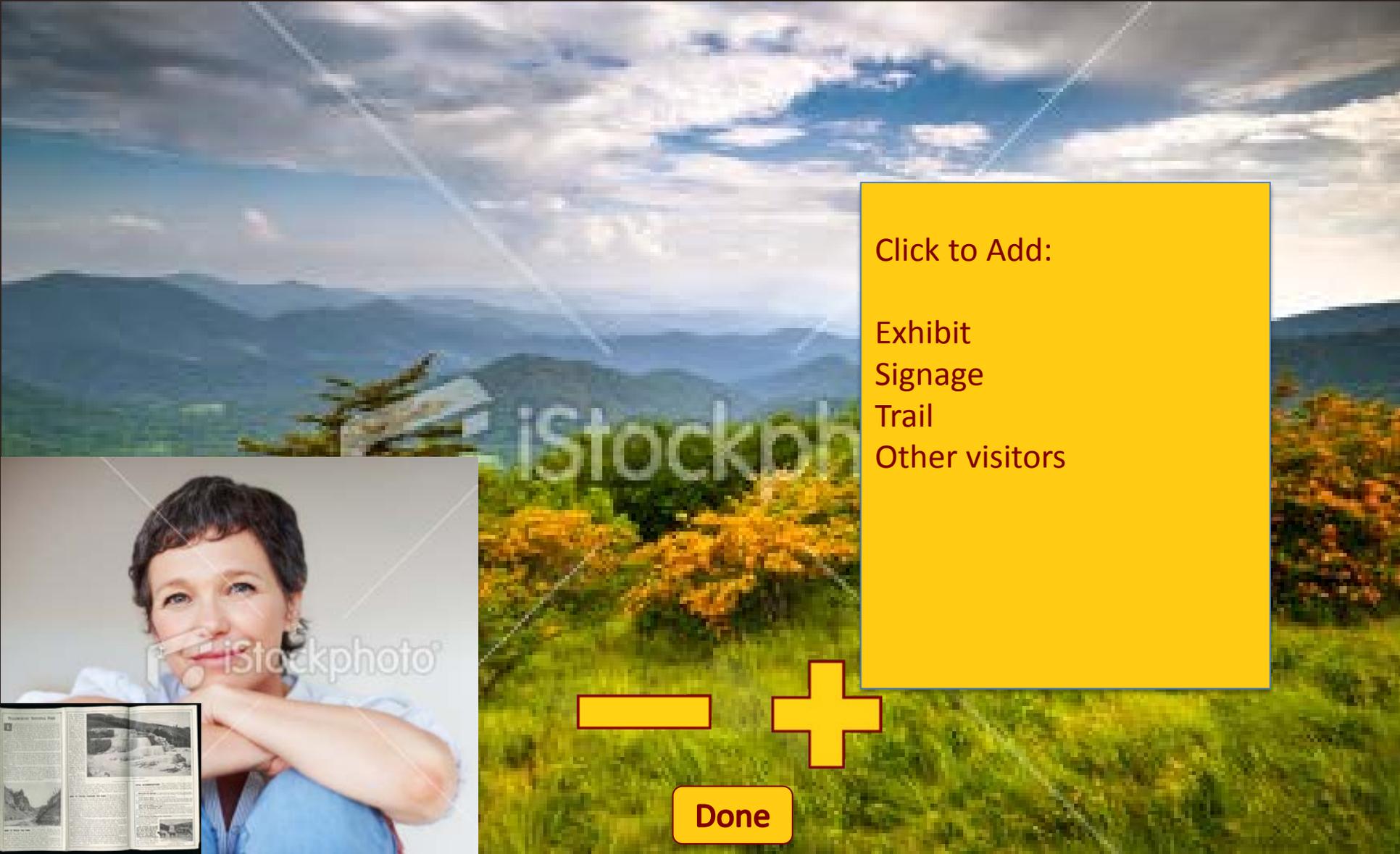
The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.



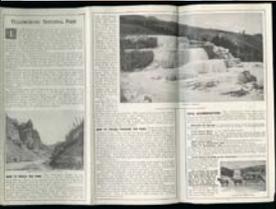
The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.



Click to Add:

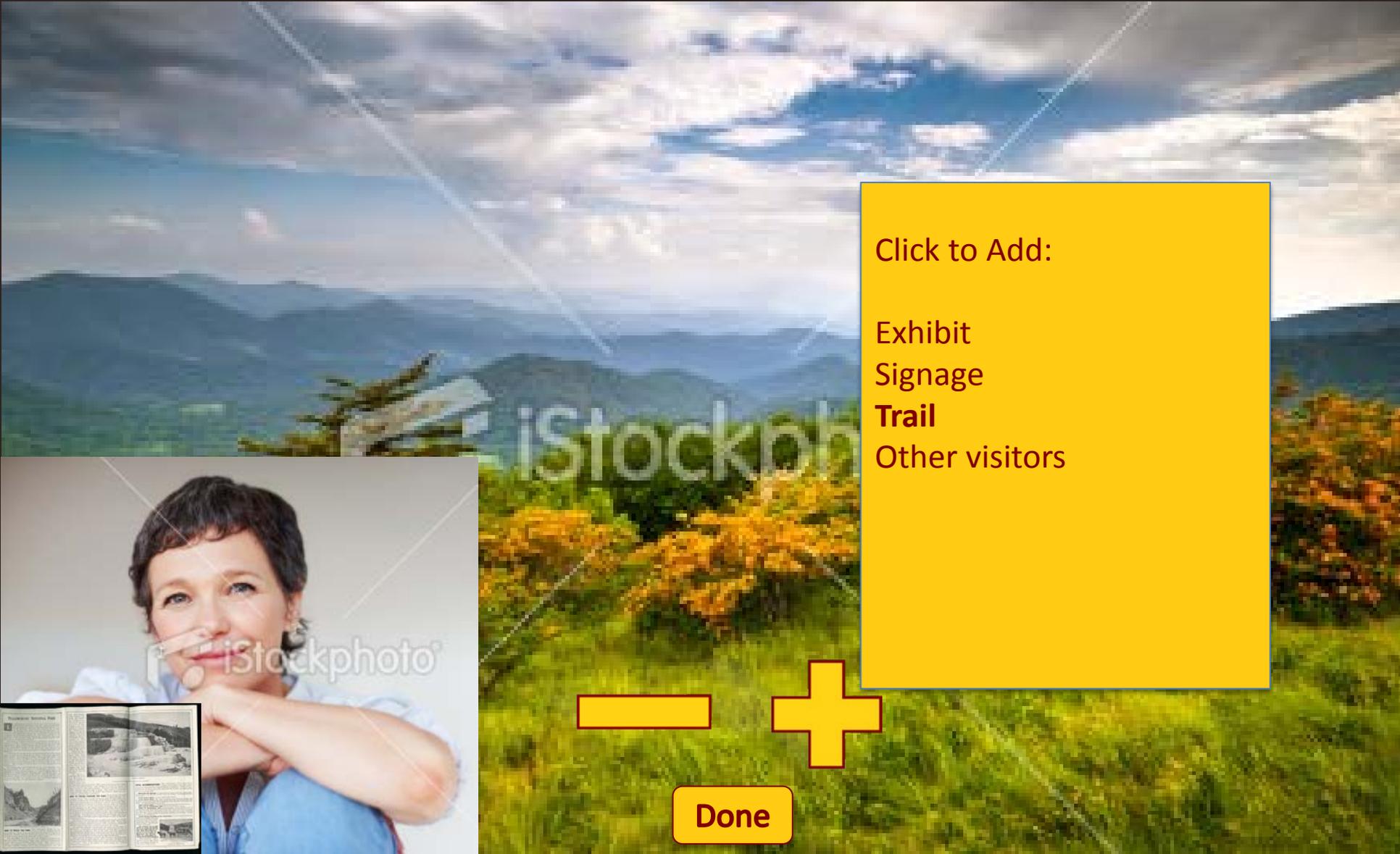
- Exhibit
- Signage
- Trail
- Other visitors



Done

The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.



Click to Add:

- Exhibit
- Signage
- Trail**
- Other visitors



Done

The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.



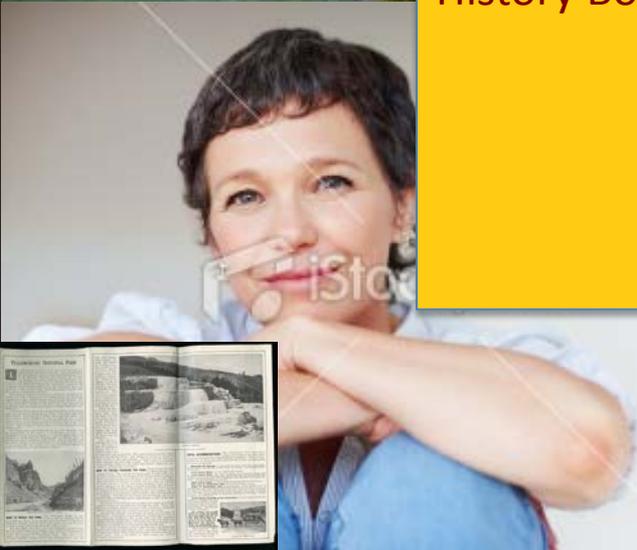
The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.



Click to Remove:

**Ranger
History Book**



Done

The Ideal Experience

Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

Here, the user has created the "Ideal Experience" for this particular person.



The Ideal Experience

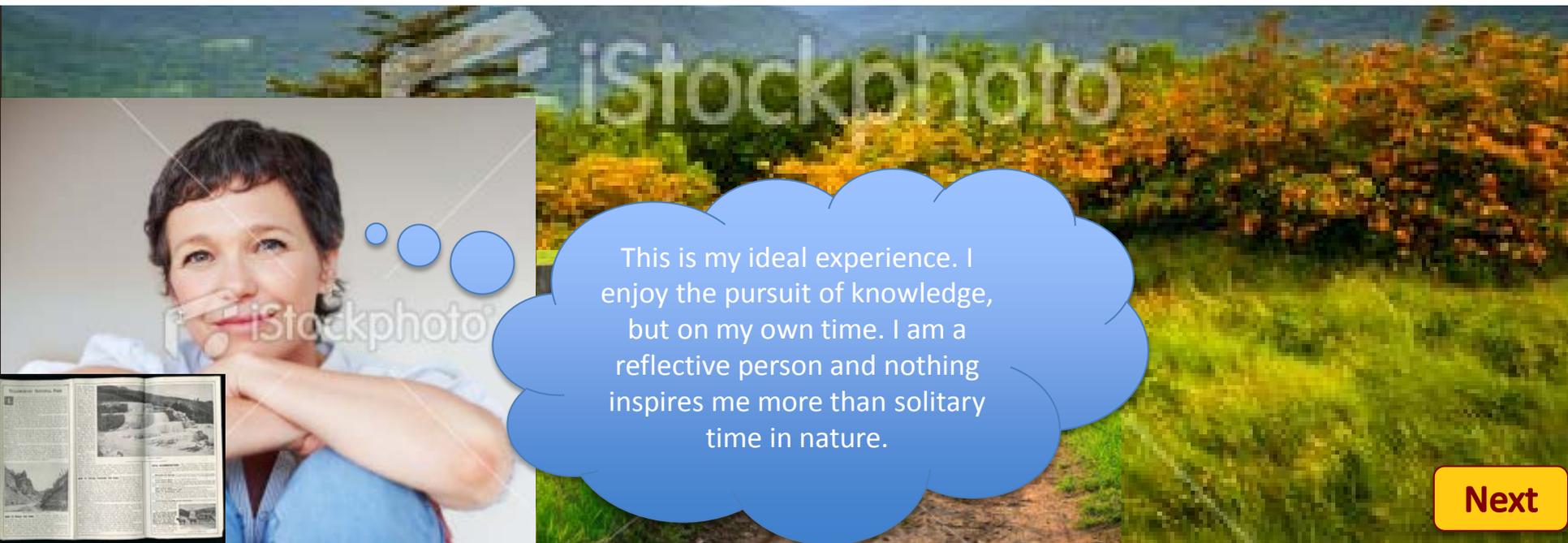
Now, given this backdrop, use what you know about this visitor to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see her ideal experience and what she thinks of it, click Done.

The user has submitted their response by selecting "Done."

Either, the background image will accurately depict what the Ideal Experience is for this visitor because the user correctly selected everything. Or, if the user did not select exactly all the right things before selecting "Done," a pop-up box will appear that says "Not quite. Here's what you should have created." This pop-up will automatically disappear after 2 seconds, and the correct items the user should have chosen will fade in and the incorrect items that should have been removed will fade out, leading to the correct background display and the visitor's thought bubble here as shown.

The thought bubble shows how the chosen visitor feels about their ideal experience.

The Next button will take the user to a series of questions about this visitor's experience.



Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that this visitor is most likely to share with her friend.

How was your time at the park?

It was a really good experience! I was able to enjoy the park by myself and at my own pace. I definitely think _____

Here the user is asked to determine what is important to this visitor based on what they have learned about them through the previous interaction.

Two speech bubbles will appear. One with a question, and the second will be a fill-in-the-blank response from the visitor.

Three choices for responses to fill in the blanks will be available. Each response will have a hover state and a selected state.

It's important to preserve places for solitude and reflection in National Parks.

It's important to provide educational resources in National Parks.

It's important to protect wildlife in National Parks so people can experience nature's diversity.

Next



Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that this visitor is most likely to share with her friend.

How was your time at the park?

It was a really good experience! I was able to enjoy the park by myself and at my own pace. I definitely think _____

It's important to preserve places for solitude and reflection in National Parks.

It's important to provide educational resources in National Parks.

It's important to protect wildlife in National Parks so people can experience nature's diversity.

Here the user has chosen the third response, which has switched to its selected state.

Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that this visitor is most likely to share with her friend.

How was your time at the park?

It was a really good experience. I was able to enjoy the park by myself and at my own pace. I definitely think _____

That is not the best choice for this visitor. Try again!

OK

It's important to preserve places for solitude and reflection in National Parks.

It's important to provide educational resources in National Parks.

It's important to protect wildlife in National Parks so people can experience nature's diversity.

For incorrect responses, negative feedback will appear in a pop-up box with an "OK" button. When the user clicks "OK" the pop will disappear and the answer choices will revert to their normal state.

The negative pop-up should be in a more neutral color (not red) in order to emphasize that incorrect answers aren't "wrong," they're just not the *best* choice available.

Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that this visitor is most likely to share with her friend.

How was your time at the park?

It was a really good experience! I was able to enjoy the park by myself and at my own pace. I definitely think _____

The user will have unlimited attempts to choose the correct answer. Here, the user has chosen the first response.

It's important to preserve places for solitude and reflection in National Parks.

It's important to provide educational resources in National Parks.

It's important to protect wildlife in National Parks so people can experience nature's diversity.

Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that this visitor is most likely to share with her friend.

How was your time at the park?

It was a really good experience. I was able to enjoy the park by myself and at my own pace. I definitely think _____

That's right.
This visitor cares about having her solo time in nature. Therefore, she wants to care for and preserve places for reflection in National Parks.

OK

It's important to preserve places for solitude and reflection in National Parks.

It's important to provide educational resources in National Parks.

It's important to protect wildlife in National Parks so people can experience nature's diversity.

For correct responses, positive feedback will appear in a pop-up box with an "OK" button.

Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that this visitor is most likely to share with her friend.

How was your time at the park?

It was a really good experience! I was able to enjoy the park by myself and at my own pace. I definitely think it's important to preserve places for solitude and reflection in National Parks.



When the user clicks “OK” on the positive pop-up from the previous screen, the correct response will automatically populate in the speech bubble filling in the blanks.

The user will need to click “Next” to continue.

Next

Through Their Eyes

Click each park visitor below. Explore the places on their mind to catch a glimpse of what they think and how they feel. Then, design an experience just for them.

I have now described all the functionality of this interaction. Other locations just repeat these same concepts.



Through Their Eyes

Click any of the places below to see how these visitors feel about each situation.
When you're ready to design these visitors' ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.



Back



Exhibit in Heart of City

A man and a young girl are smiling in a museum exhibit. The man is carrying the girl on his back. They are standing in front of a large, golden, funnel-shaped structure, likely a gold sifting machine. In the background, other visitors are visible, and a sign with the word "WHARF" is partially visible.

I hope Dennis remembers this day for a long time. I want to buy him some Fool's Gold from the gift shop. He loved "prospecting" and I hope he learned something about history too. I know I did!

The gold sifting exhibit was so fun! I got to wear a prospector's hat!

A set of exhibits about a city's history, set in the city itself.

When you are done viewing this visitor's experience, click Back.

[Back](#)

Through Their Eyes

Click any of the places below to see how these visitors feel about each situation.
When you're ready to design these visitors' ideal NPS experience, click the Question Mark.
At any point, click Back to choose a different visitor.

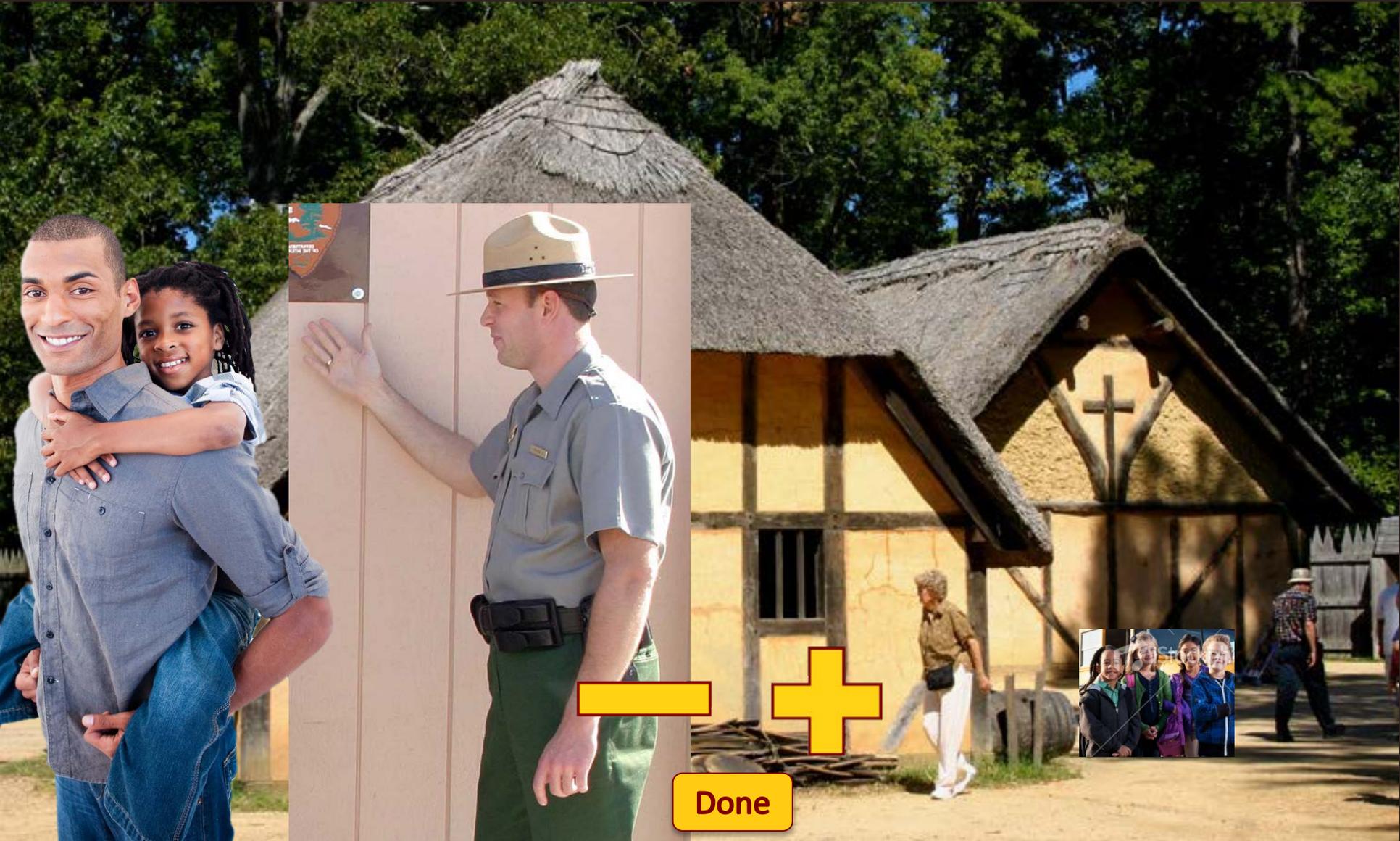


Back



The Ideal Experience

Now, given this backdrop, use what you know about these visitors to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see their ideal experience and what they think of it, click Done.



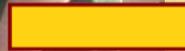
The Ideal Experience

Now, given this backdrop, use what you know about these visitors to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see their ideal experience and what they think of it, click Done.



Click to Add:

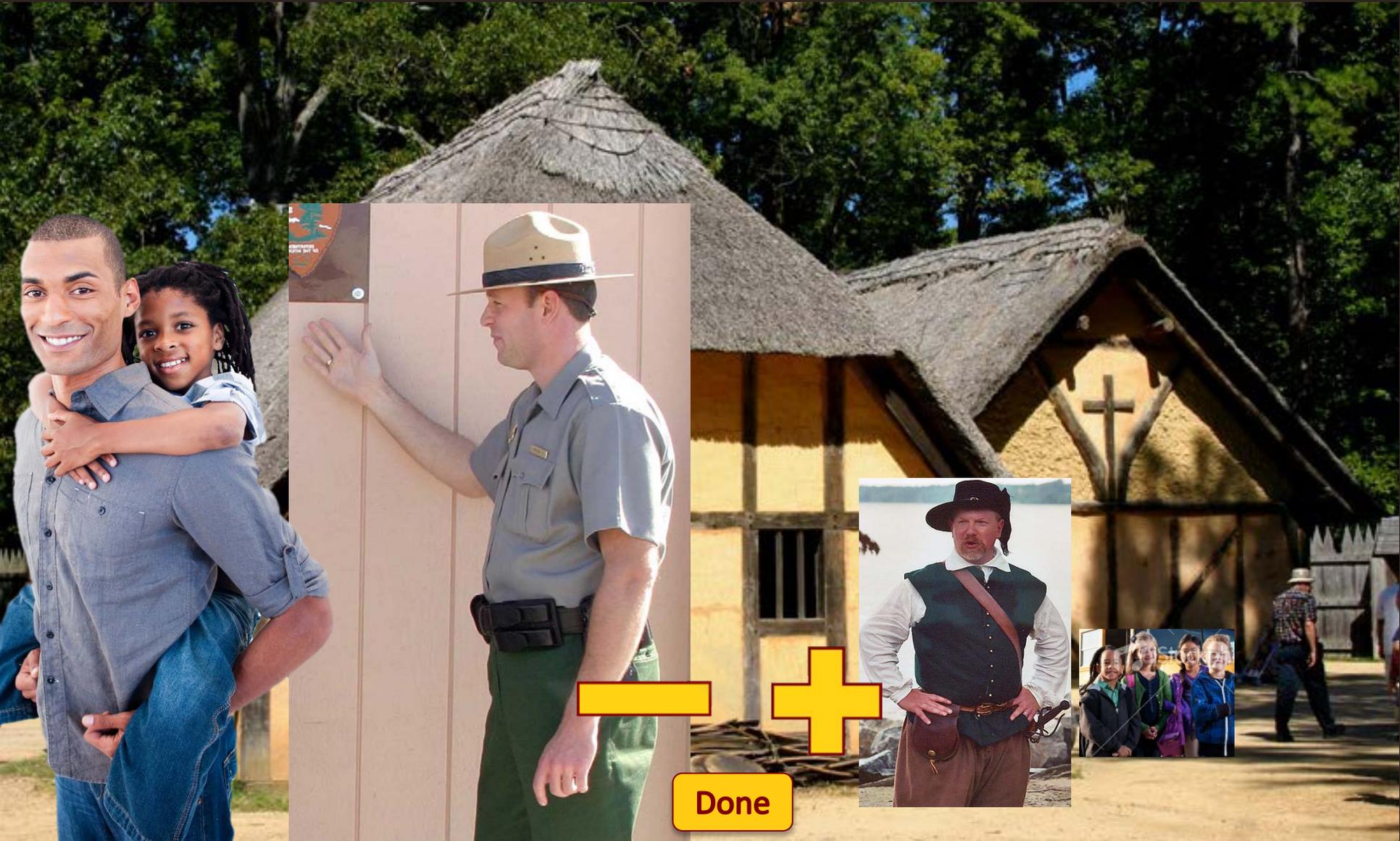
- History Video
- Hands-On Exhibit
- Signage
- History Book
- Gift Shop
- Reenactor**



Done

The Ideal Experience

Now, given this backdrop, use what you know about these visitors to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see their ideal experience and what they think of it, click Done.



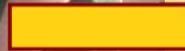
The Ideal Experience

Now, given this backdrop, use what you know about these visitors to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see their ideal experience and what they think of it, click Done.



Click to Remove:

- Ranger**
- Other people
- Preserved buildings
- Walking trails
- Reenactor



Done



The Ideal Experience

Now, given this backdrop, use what you know about these visitors to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see their ideal experience and what they think of it, click Done.



The Ideal Experience

Now, given this backdrop, use what you know about these visitors to design an ideal experience. Click the Plus sign to choose things to add to the scene. Choose the Minus sign to select things to remove. When you're ready to see their ideal experience and what they think of it, click Done.

This is ideal – a mixture of indoors and outdoors activities for just me and my son to share.

This is the best! I learned to spin and a guy told me about life in the colonies! Dad says he might get me a patch to sew on my jacket!



GIFT SHOP



Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that these visitors are most likely to share with their family members.

How was your day at the park?

It was great! We loved experiencing living history! The reenactors and old buildings were really cool! We've been talking about how we think _____

It's important to protect plants and animals in National Parks.

It's important to provide educational resources in National Parks.

It's important to preserve cultural artifacts in National Parks.



Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that these visitors are most likely to share with their family members.

How was your day at the park?

It was great! We loved experiencing living history! The reenactors and old buildings were really cool! We've been talking about how we think



It's important to protect plants and animals in National Parks.

It's important to provide educational resources in National Parks.

It's important to preserve cultural artifacts in National Parks.

Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that these visitors are most likely to share with their family members.

How was your day at the park?

It was great! We loved the living history! The real old buildings were really interesting. We've been talking about how

That's right.

These visitors care about the past and learning about it in interactive, in-person ways. Therefore, they care about maintaining cultural history.

OK

It's important to protect plants and animals in National Parks.

It's important to provide educational resources in National Parks.

It's important to preserve cultural artifacts in National Parks.



Next

Care About/Care For

When a park visitor has a positive experience at a National Park, they begin to care about park resources. And by caring *about* park resources, they learn to care *for* them.

Click the missing sentence that these visitors are most likely to share with their family members.

How was your day at the park?

It was great! We loved experiencing living history! The reenactors and old buildings were really cool! We've been talking about how we think it's important to preserve cultural artifacts in National Parks.

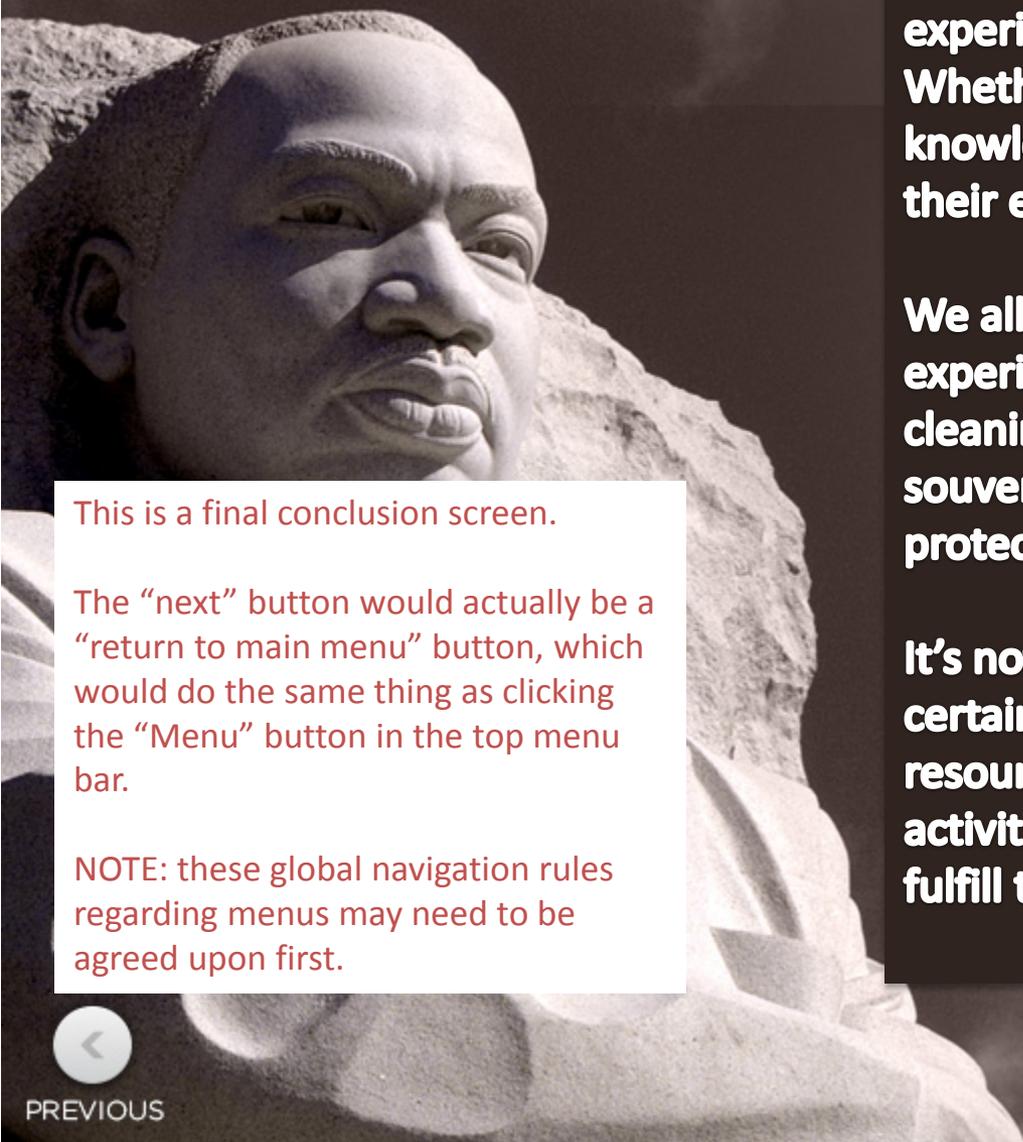


Next

Through Their Eyes

Click each park visitor below. Explore the places on their mind to catch a glimpse of what they think and how they feel. Then, design an experience just for them.





This is a final conclusion screen.

The “next” button would actually be a “return to main menu” button, which would do the same thing as clicking the “Menu” button in the top menu bar.

NOTE: these global navigation rules regarding menus may need to be agreed upon first.

Visitors get a variety of things from their experiences with the National Park Service. Whether it’s entertainment, meaning, knowledge, or refuge, their interpretation of their experiences is uniquely theirs.

We all play a role in how visitors interpret their experiences, whether it’s in-person or through cleaning, signage, exhibits, food, maintenance, souvenirs, preservation of wildlife, pamphlets, protection of visitors, and more.

It’s not our job to force visitors to see things a certain way. It’s our job to provide the resources that allow visitors to choose the activities, interactions, and experiences that fulfill them.



PREVIOUS



NEXT