Enriching the user experience of Washington Park Arboretum visitors

University of Washington Botanic Gardens
Washington Park Arboretum and the Center for Urban Horticulture, providing the community with education, outreach and research programs. The Arboretum is among the top five national arboreta and botanic garden collections in maples, pines, hollies, mountain ash, oaks, magnolias and viburnums.

80 years of plant information
230 park acres
10,000 plant species
320,000 visitors per year

The Problem
Despite recent digitization of the Arboretum Living Plant database, access to this index is easiest from a desktop computer, but visitors can’t access it while exploring the gardens. In addition, limited signage and physical maps makes it difficult for people to find their way to points of interest.

Information Opportunity
Making plant and map information available on a mobile app would enrich the user experience of park visitors by improving wayfinding and providing historical & scientific context to their visit. It would also be a supplementary source of information for park events, collections, trails, gardens and plant photos.

Discovery
Analysis
Design
Production
Testing

UX Design Process
Discovery
- Literature Review
- Stakeholder Interviews
- Observations
Analysis
- Personas
- User Workflows
- Experience Map
Design
- Whiteboarding
- Wireframing
- Interactive Prototype
Testing
- Usability Script
- Tasks based on Personas
Production
- High Fidelity Wireframes
- User Interface Design Specs
- Application Specifications

Arboretum App Features
- Essential Arboretum visitor information
- GPS-enabled plant look-up and geolocation
- Customized trails by type, theme, and season
- Bookmark favorite plants, trails, and locations