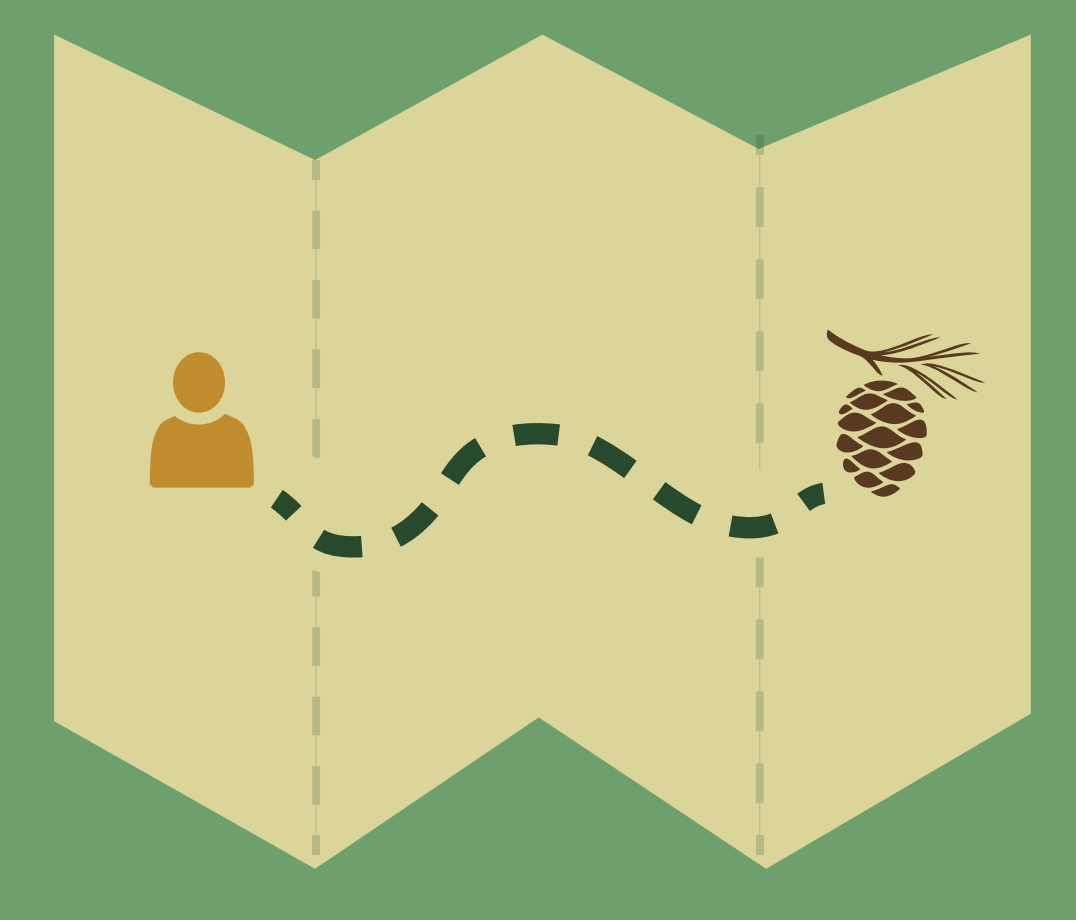# Enriching the user experience of
Washington Park Arboretum
visitors

University of Washington Botanic Gardens

UWBG unites the programs and gardens of the 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.
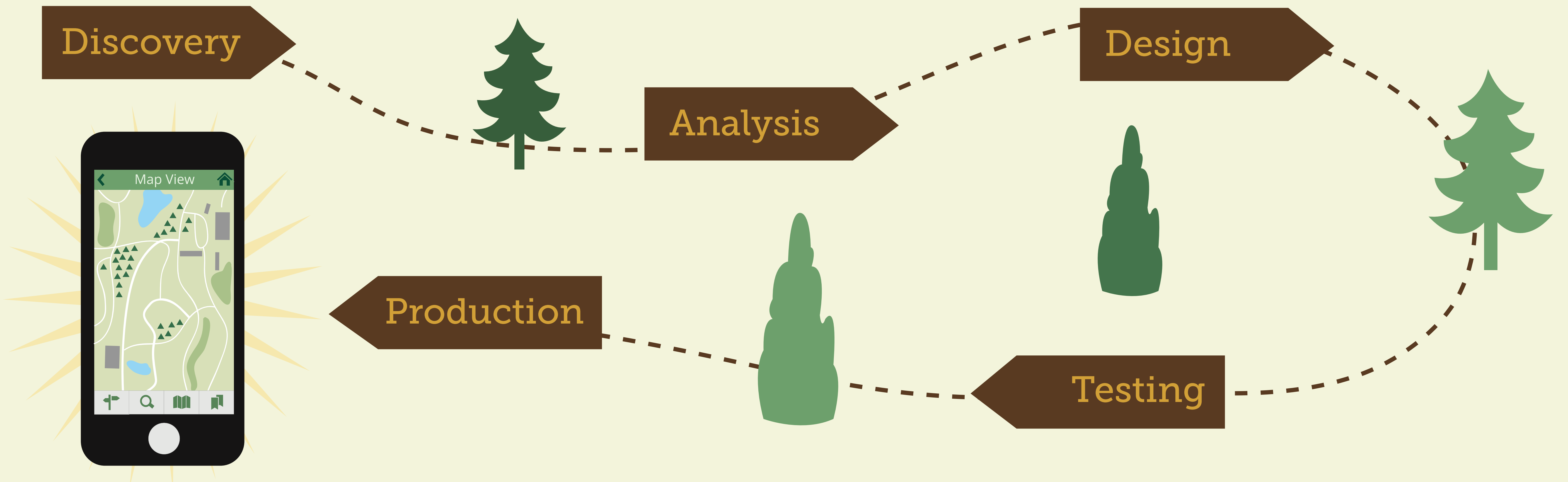
80 years of plant information

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 → Testing → Production

Map View

UX Design Process

User experience (UX) encompasses the interactions between the Arboretum and its visitors. In our process, we interviewed stakeholders, built interactive prototypes, and tested its effectiveness with real Arboretum users.

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