



# ***White Salmon Website Redesign***

CASE STUDY / EMILY WANNER

## **BRIEF**

Redesign an existing multi-page responsive city website, making the site more user-friendly by rethinking the user experience, information architecture, content, audience, and responsive nature. Create & test an interactive prototype in Sketch.

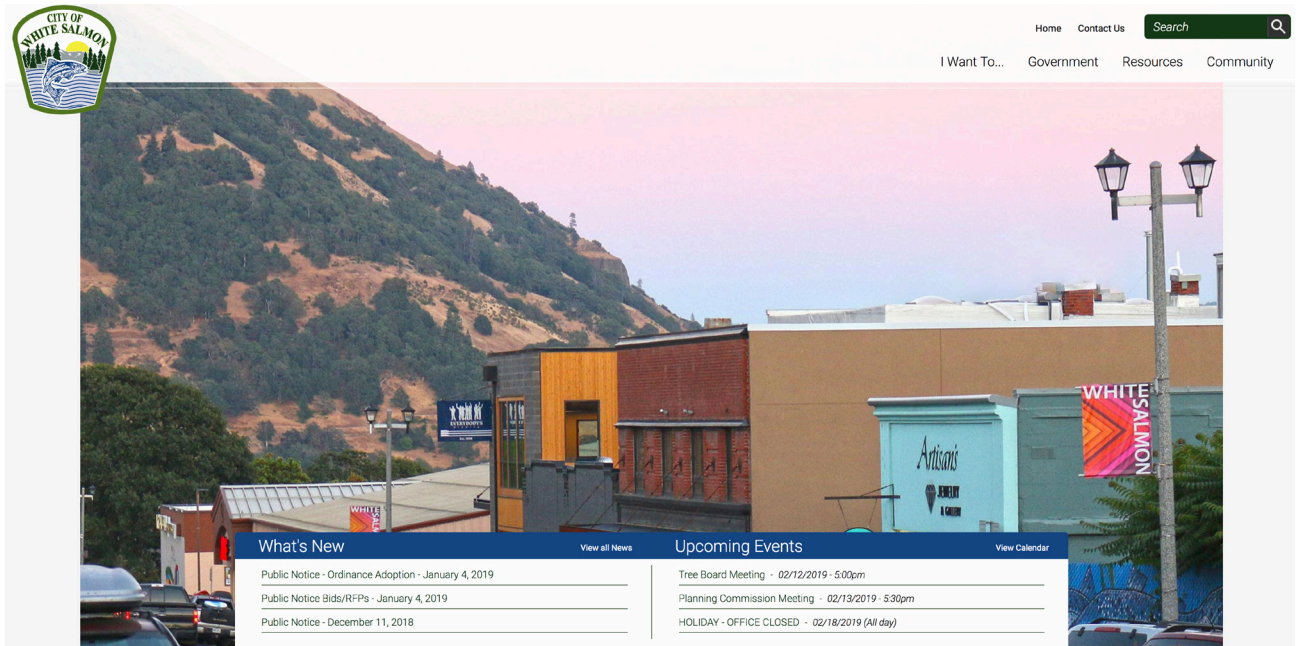
## **CLIENT**

The city of White Salmon, Washington is a small town on the bluffs overlooking the Columbia River. The local economy relies on unmanned aircraft and farmland, but due to its proximity to many different recreational areas, it is an often-overlooked tourist epicenter.

## **PROBLEM**

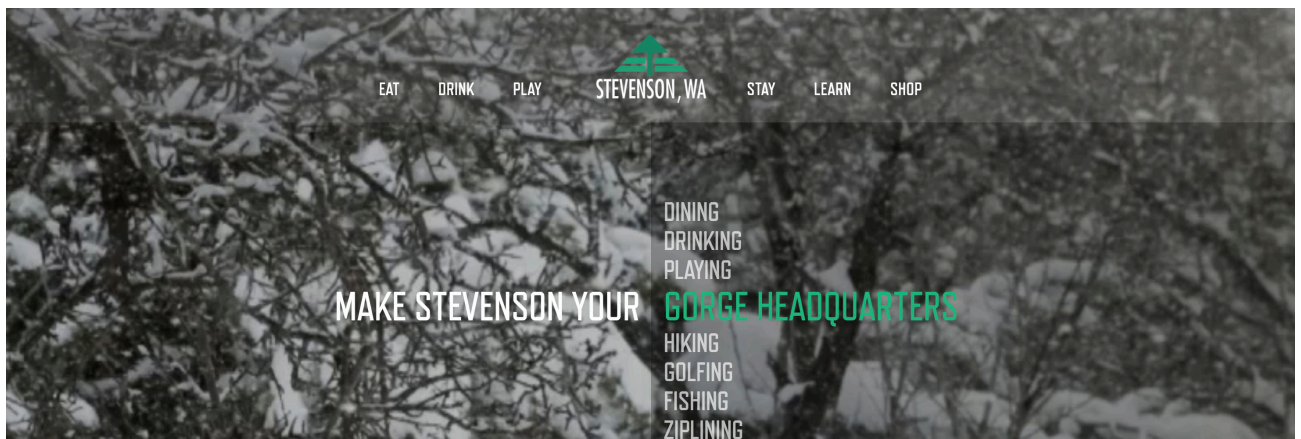
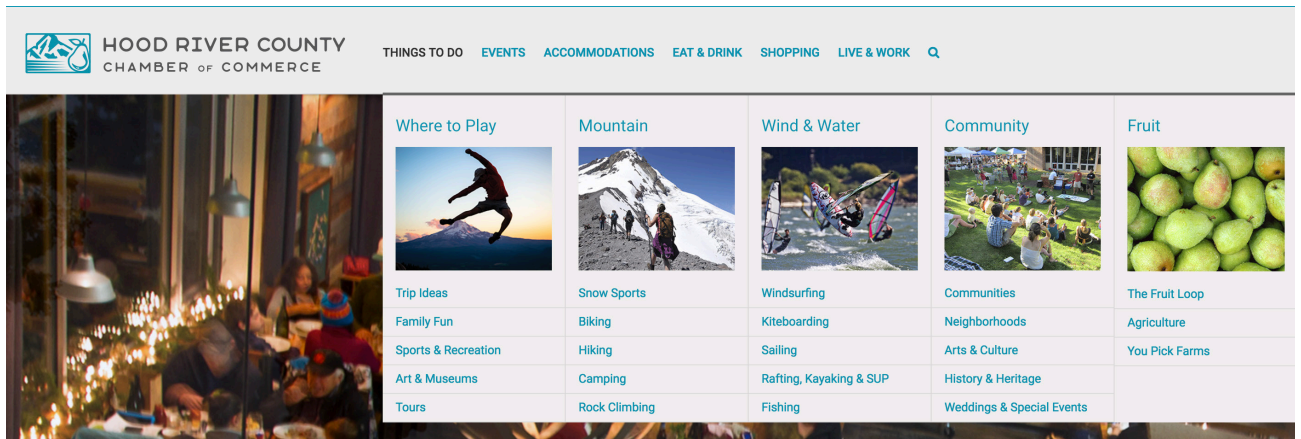
White Salmon's current website is heavily government-centered, primarily serving as a place where minutes and meeting notes can be recorded or government forms can be accessed. The few pages about White Salmon itself are text-heavy, uninteresting, and unhelpful. There are no pages curated for tourists or visitors to the area.

# CURRENT SITE



# COMPETITORS

The nearby Hood River, OR, The Dalles, OR, and Stevenson, WA are major competitors for visitors to the Gorge. All have websites that emphasize tourism and things to do in the Gorge, in addition to other information about city government.



Research



## PERSONAS

Maria / 54



### **JOB**

teacher

### **HOBBIES**

cooking, gardening, crafting

### **FAMILY**

two adult children, husband,  
relatives in the Gorge

### **VALUES**

family, hard work, honesty

### **SITE GOALS**

pay bills, connect with  
community

Maria wants to stay involved in the community; she pays her water bill on the White Salmon website, so she visits it about once a month. Seeing community events and information can help her be more involved. She wishes events such as the Monster Mash, band concerts, and Santa's Breakfast were advertised on the site so more community members would see them.

Julia / 32



### **JOB**

manager

### **HOBBIES**

skiing, hiking, book club

### **FAMILY**

married with young son

### **VALUES**

good clean fun, being  
outdoors, sustainability

### **SITE GOALS**

discover White Salmon,  
find vacation spot

Julia loves living in the city, but wishes her family was closer to the outdoors. She is planning a fun vacation soon so her son can experience why she loves the PNW so much. Julia and her husband want to go stay somewhere quaint with access to the sports they love, but cheap enough for a substantial stay. She visits the White Salmon website to see what is available for visitors, but doesn't find any relevant information and decides to visit somewhere else.

## GOALS

### **BUSINESS GOALS**

attract potential tourists

have a reliable place for forms  
and documents

show community events & news

### **BRAND GOALS**

be a reliable information source

be a compelling place to visit

### **USER GOALS**

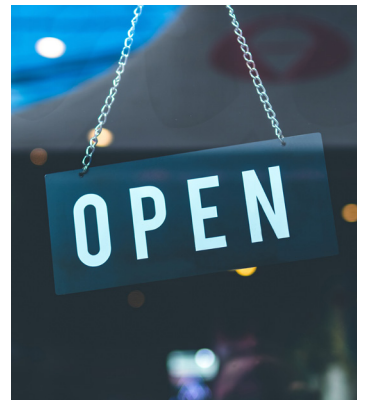
find out how the city works

find out what the city offers

## STRATEGY STATEMENT

White Salmon's website redesign will consolidate information relevant to city government workers in a convenient area, while making it easy for residents of the town to pay their bills and get involved in the community. A tourism section will promote local businesses to visitors, and show off the amazing scenic views & activities available in White Salmon.

## MOODBOARD



**Title**

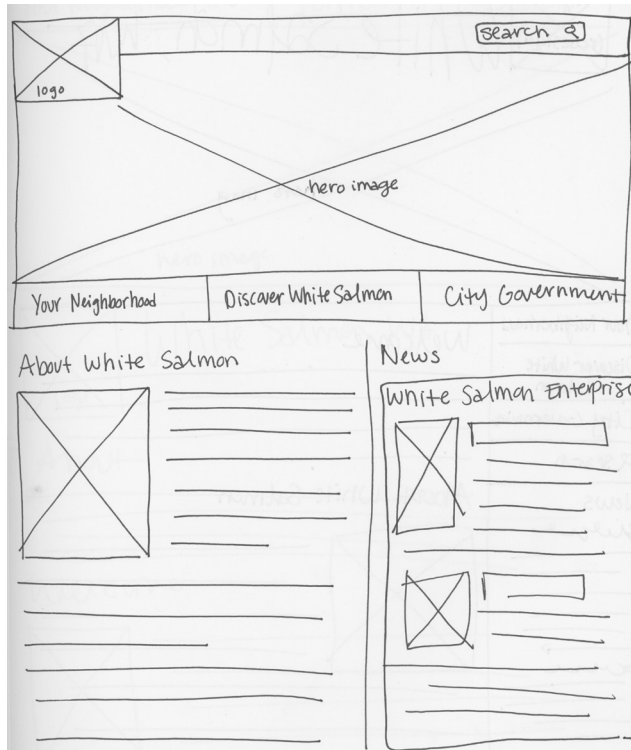
**Heading**

**Subheading**

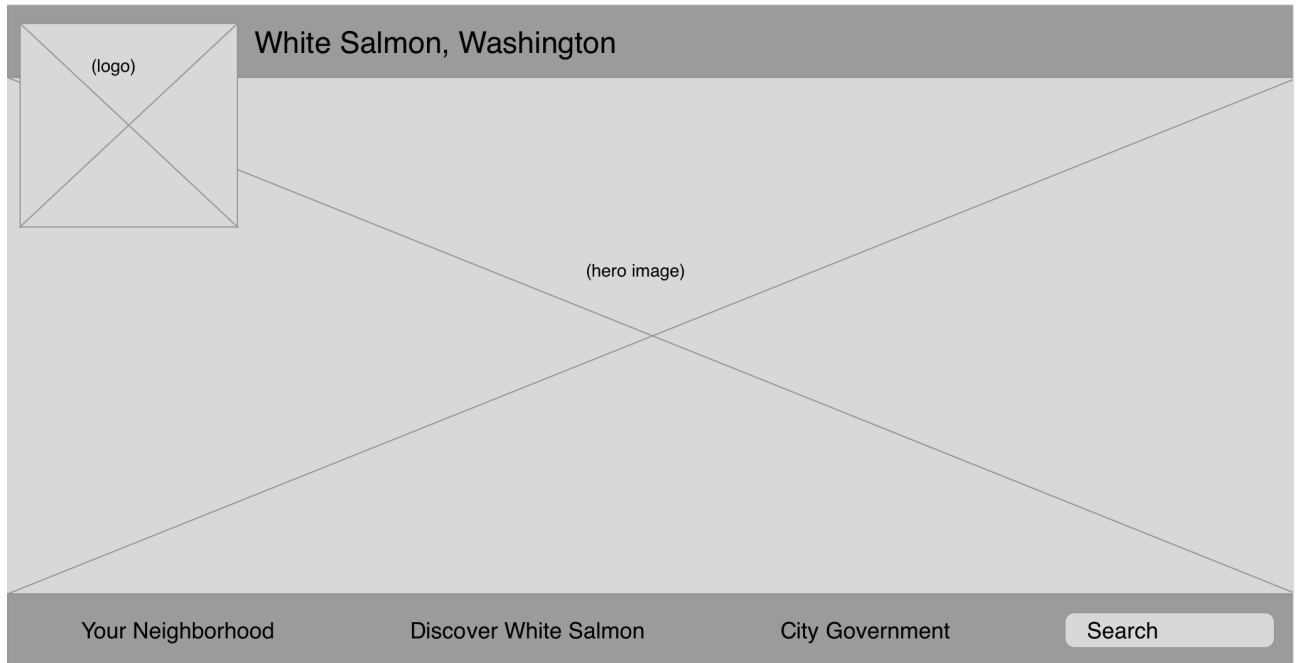
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# WIREFRAMES



There aren't many redeemable things about White Salmon, but something that is unparalleled there is views of the Columbia and surrounding landscapes. For that reason, I wanted to include a large hero image in my wireframes. I also wanted a fairly simple navigation bar and a new & improved logo.



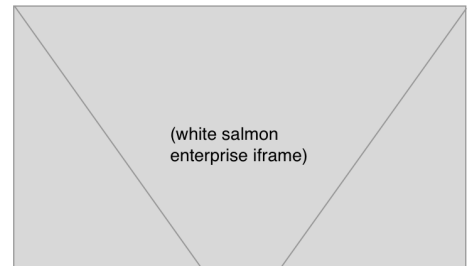
## Welcome

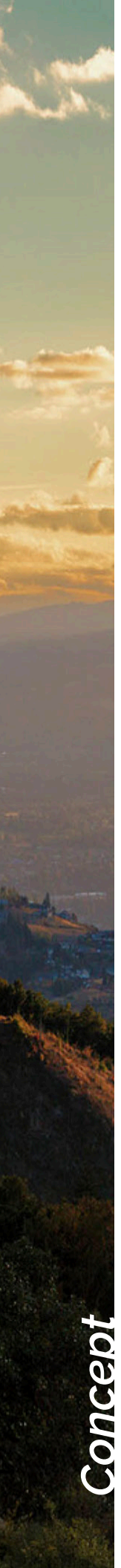
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## News

(white salmon enterprise iframe)





Concept

**White Salmon**  
WASHINGTON

Your Neighborhood    City Government    Discover White Salmon   

- Public Notices
- Calendar
- Job Openings
- Recycling Pickup
- Utility Accounts & Connection
- Pay My Bill

**About White Salmon**

The City of White Salmon, named for the nearby White Salmon river which Lewis and Clark observed full of salmon turned white after spawning, offers spectacular views, a mild climate, and multitudes of recreational activity access. Visitors and neighbors have many hiking, biking, camping, and fishing opportunities throughout the Columbia River Gorge, in addition to sailing, windsurfing, and rafting. In winter, downhill skiing, snowboarding, and tubing is enjoyed at the nearby Mt. Hood.

Sitting comfortably at an elevation of 550 feet, White Salmon offers unique progressive industrial industry and has developed into an unmanned aerial nexus. Access to the Columbia River transport corridor make it perfect for development.

Art, restaurants, lodging, and recreational activities entice visitors, while farms, orchards, gardens, cattle, llamas, logging mills, fishing and hunting provide a special and diverse way of life for local residents. If you decide to become a neighbor instead of a visitor, you'll be in good company.

Highway 141 overlooking Mt. Hood

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**White Salmon**  
WASHINGTON

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View from Dog River Mountain hike

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Highway 141

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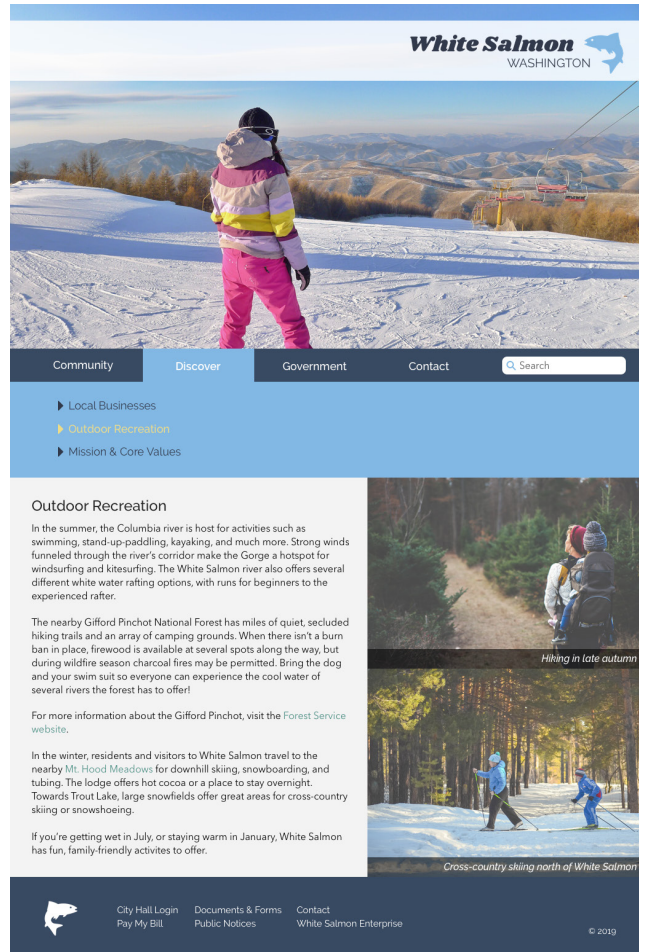
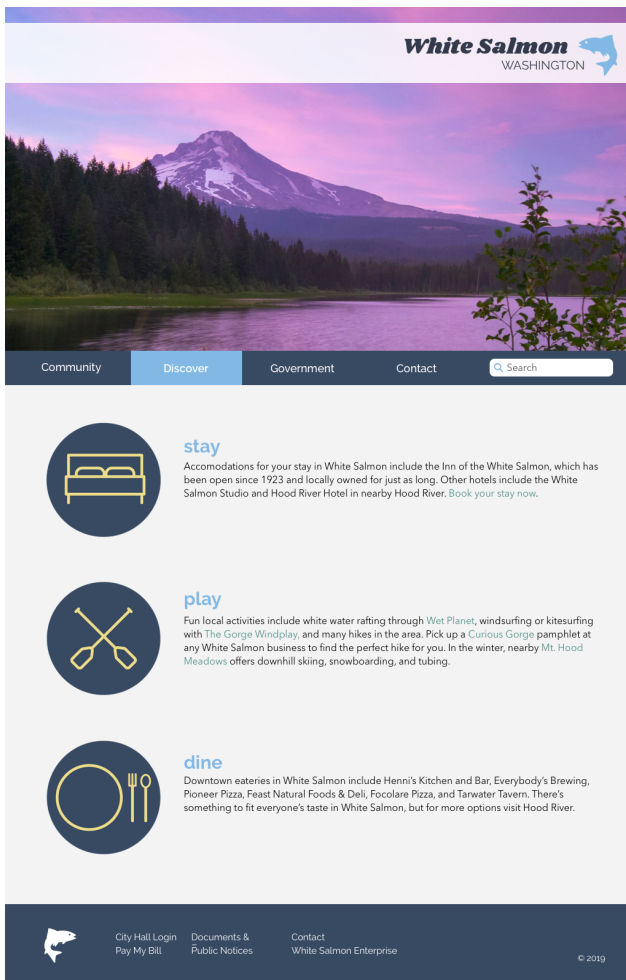
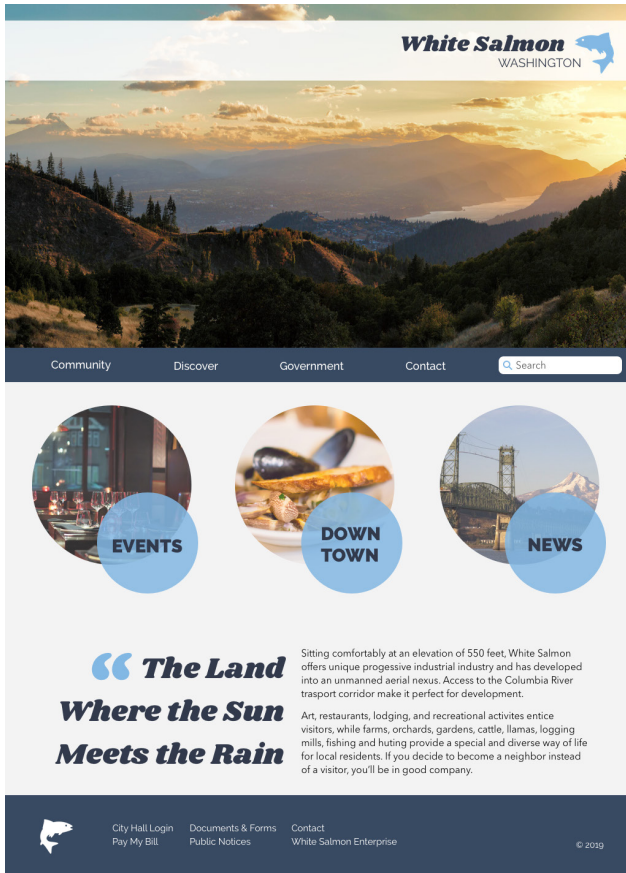
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My first iteration included the large hero images seen in the wireframes, with variations on different types of menus above or below the hero image. I also simplified White Salmon's existing logo and experimented with different photo, caption, and header treatments.

General feedback was that the green color needed to leave and that the white transparent header looked best, but many were split on which overall set looked best.

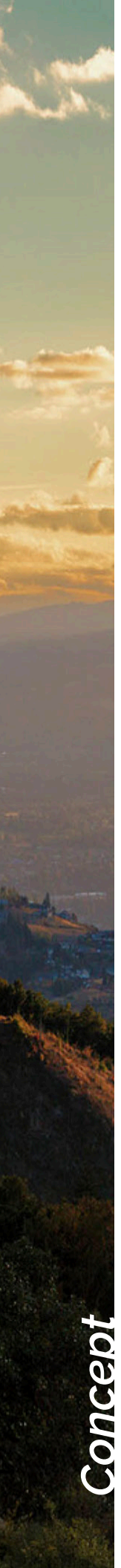
Ultimately, I decided to incorporate several different ideas from all three sets into my next iteration.





I removed the green in favor of the light and dark blue, stuck with the white transparent header, and rethought most of the content on my three pages.

I received feedback that the rectangle photos with captions didn't fit the feel of the rest of the site and the "Outdoor Recreation" no longer made sense with the sitemap.



Concept

**White Salmon**  
WASHINGTON

Community Discover Government Contact Search

**EVENTS**

**DOWN TOWN**

**NEWS**

**“ The Land  
Where the Sun  
Meets the Rain**

Art, restaurants, lodging, and recreational activities entice visitors, white farms, orchards, gardens, cattle, llamas, logging mills, fishing and hunting provide a special and diverse way of life for local residents. Access to the Columbia River transport corridor make it perfect for development. If you decide to become a neighbor instead of a visitor, you'll be in good company.

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**White Salmon**  
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**stay**

Accommodations for your stay in White Salmon include the Inn of the White Salmon, which has been open since 1923 and locally owned for just as long. Other hotels include the White Salmon Studio and Hood River Hotel in nearby Hood River. [Book your stay now.](#)

**play**

Fun local activities include white water rafting through [Wet Planet](#), windsurfing or kitesurfing with [The Gorge Windplay](#), and many hikes in the area. Pick up a [Curious Gorge](#) pamphlet at any White Salmon business to find the perfect hike for you. In the winter, nearby [Mt. Hood Meadows](#) offers downhill skiing, snowboarding, and tubing.

**dine**

Downtown eateries in White Salmon include [Henn's Kitchen and Bar](#), [Everybody's Brewing](#), [Pioneer Pizza](#), [Feast Natural Foods & Deli](#), [Focolare Pizza](#), and [Tarwater Tavern](#). There's something to fit everyone's taste in White Salmon.

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**White Salmon**  
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**stay**

**play**

**dine**

**Watersports**

On the Columbia & White Salmon River, there are many opportunities to experience the high energy, and exciting world of windsurfing, kitesurfing, and white water rafting. The Gorge makes a perfect wind tunnel for westerly winds off the Pacific, while the White Salmon river is fast-moving with several small falls.

- [Wet Planet](#) ▶
- [Gorge Windplay](#) ▶
- [Gorge Paddling Center](#) ▶
- [Hood River Waterfront Park](#) ▶
- [Riverdrifters](#) ▶

**Snowsports**

On the nearby Mt. Hood, skiing, snowboarding, and tubing are enjoyed by many of White Salmon's residents and visitors. Cross-country skiing and snowshoeing is available on many forest trails and snowfields during the winter.

- [Mt. Hood Meadows](#) ▶
- [Flat Top Sno-Park](#) ▶
- [Timberline Lodge](#) ▶
- [Cooper Spur Mountain Resort](#) ▶
- [Mt. Hood Skibowl](#) ▶

**Hiking & Biking**

Many trails in White Salmon's surrounding area include the [Gifford Pinchot National Forest](#), [Mosier Tunnels](#), [Catherine Creek](#), [Syncline trail](#), and beautiful [Oneonta gorge](#). Hike and bike year round, just remember to pack the right gear and come prepared.



- [Gifford Pinchot](#) ▶
- [Mosier Tunnels](#) ▶
- [Catherine Creek](#) ▶
- [Syncline Trail](#) ▶
- [Oneonta Gorge](#) ▶

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After adding circular photos and rethinking the tertiary page, critiquers wanted the subnav to feel more connected to the main navigation bar, the purple hero image to be switched out for something that matched the color scheme better, and the column width of body text under "Stay/Play/Dine" to be narrower.




# MAIN PAGE




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**EVENTS**




**DOWN TOWN**

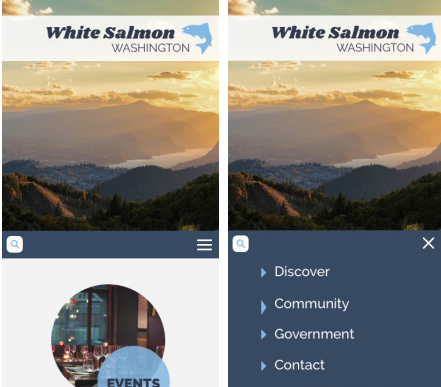


**NEWS**

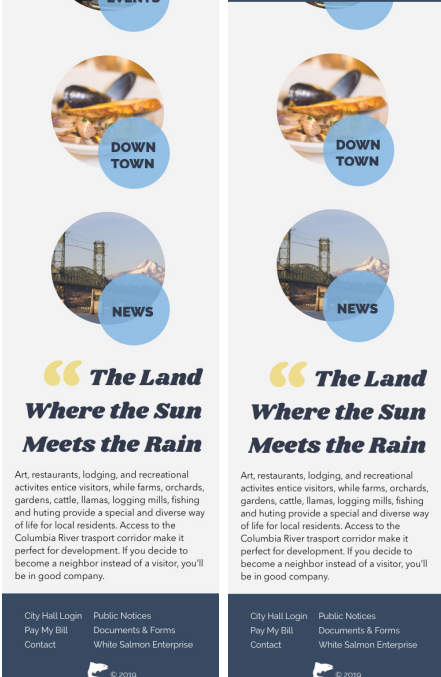
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**EVENTS**

**DOWN TOWN**



**NEWS**

**“ The Land  
Where the Sun  
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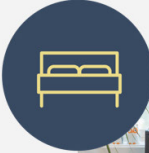
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# TOURISM PAGE

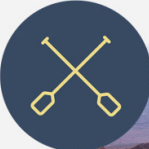


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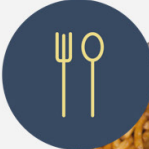
### STAY ▶

Accommodations for your stay in White Salmon include the Inn of the White Salmon, which has been open since 1923 and locally owned for just as long. Other hotels include the White Salmon Studio and Hood River Hotel in nearby Hood River.




### PLAY ▶

Fun local activities include white water rafting down the White Salmon river, windsurfing or kitesurfing on the Columbia, and many hikes in the area. Pick up a Curious Gorge pamphlet at any White Salmon business to find the perfect hike for you. In the winter, nearby Mt. Hood offers downhill skiing, snowboarding, and tubing.





### DINE ▶



Downtown eateries in White Salmon include Henni's Kitchen and Bar, Everybody's Brewing, Pioneer Pizza, Feast Natural Foods & Deli, Focolare Pizza, and Tarwater Tavern. There's something to fit everyone's taste in White Salmon.


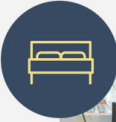


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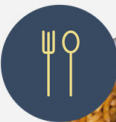
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# TERTIARY PAGE





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STAY ▾
PLAY ▾
DINE ▾

## Watersports

On the Columbia & White Salmon River, there are many opportunities to experience the high energy, and exciting world of windsurfing, kitesurfing, and white water rafting. The Gorge makes a perfect wind tunnel for westerly winds off the Pacific, while the White Salmon river is fast-moving with several small falls.



- [Wet Planet ▶](#)
- [Gorge Windplay ▶](#)
- [Paddle Center ▶](#)
- [Hood River Waterfront Park ▶](#)
- [Riverdrifters ▶](#)

## Snowsports

On the nearby Mt. Hood, skiing, snowboarding, and tubing are enjoyed by many of White Salmon's residents and visitors. Cross-country skiing and snowshoeing is available on many forest trails and snowfields during the winter.



- [Mt. Hood Meadows ▶](#)
- [Flat Top Sno-Park ▶](#)
- [Timberline Lodge ▶](#)
- [Cooper Spur Mountain Resort ▶](#)
- [Mt. Hood Skibowl ▶](#)

## Hiking & Biking

Many trails in White Salmon's surrounding area include the Gifford Pinchot National Forest, Mosier Tunnels, Catherine Creek, Syncline trail, and beautiful Oneonta gorge. Hike and bike year round, just remember to pack the right gear and come prepared.





- [Gifford Pinchot ▶](#)
- [Mosier Tunnels ▶](#)
- [Catherine Creek ▶](#)
- [Syncline Trail ▶](#)
- [Oneonta Gorge ▶](#)



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STAY ▾
PLAY ▾
DINE ▾

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Tunnel for westerly winds off the Pacific, while the White Salmon river is fast-moving with several small falls.

- [Wet Planet ▶](#)
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## CHALLENGES

This project was challenging for me particularly in designing for web without actually doing any coding, and furthermore using an unfamiliar program like Sketch. It was also challenging balancing how similar I wanted my redesign to be to the current website in terms of content and copy.

## REFLECTION

Seeing how my redesign progressed from wireframes to final iteration, I am very happy with how the site turned out. It reminds me of the things I like about my hometown, and it is clear and concise without losing any fun or interest.

I definitely learned a lot more about Sketch and preparation for creating a website before coding. It was helpful to have multiple critiques and user testing to improve on my iterations.

## EXTRAS

In addition to the mockup PDF and this case study, I coded small animation samples to illustrate hover functionality for some of the elements in my redesign—

<https://codepen.io/emilywanner/pen/gqebdR>

<https://codepen.io/emilywanner/pen/VgQrMR>