



The following case study was created during the process of updating a website which I created about Castle Rock Regional Recreational Area in Walnut Creek, California. The Site was in need of a face lift and content expansion as well as a solid identity to give the site some life and separate the park from its owner/operator, East Bay Regional Parks District and their website.



Back in 1899 Frank Borges purchased an existing shack along with 700 acres of land for his family home and cattle farm. The Borges land almost certainly included what is now Castle Rock in Walnut Creek, California. The park has great amenities for families and children to use for picnics and sports as well as access to thousands of acres of open space and trails that are great for hiking and horseback riding.

There is very little if anything in the way of competition for the website I created about Castle Rock with the closest thing being a single [EBRParks](#) webpage about the park. My site features quality photography from throughout the park along with history and information about it. The site design could use an update though. Join me in exploring the process of upgrading the aesthetics of this website on the following pages.

Case Study: Castle Rock Website

Personas/Target Audience



Chris Nielson

Visiting site for trail information.

Chris is a college student who enjoys the outdoors. He hikes, rock climbs and mountain bikes. He has recently moved to Concord, CA and would like to find information regarding outdoor activities in the area.



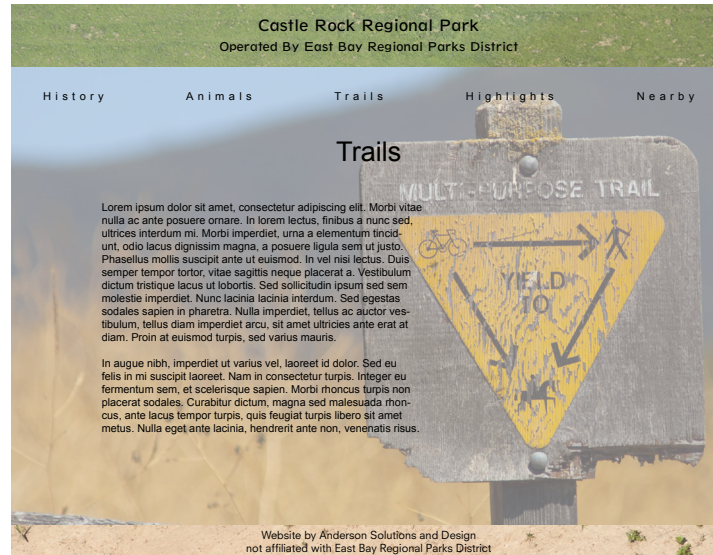
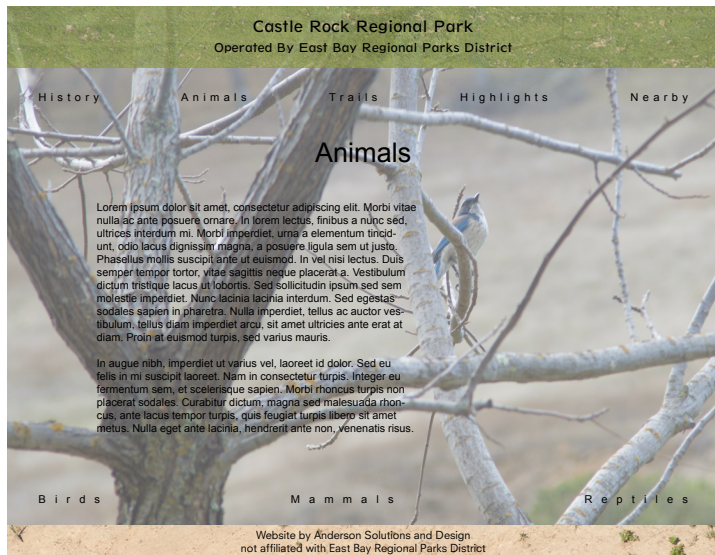
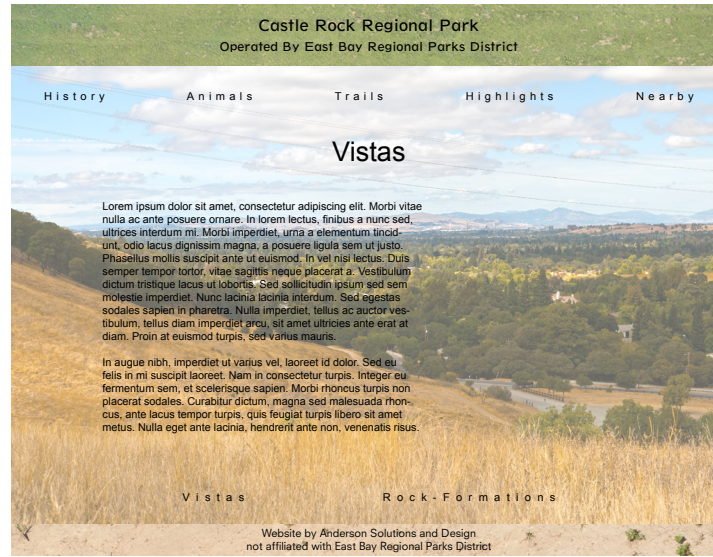
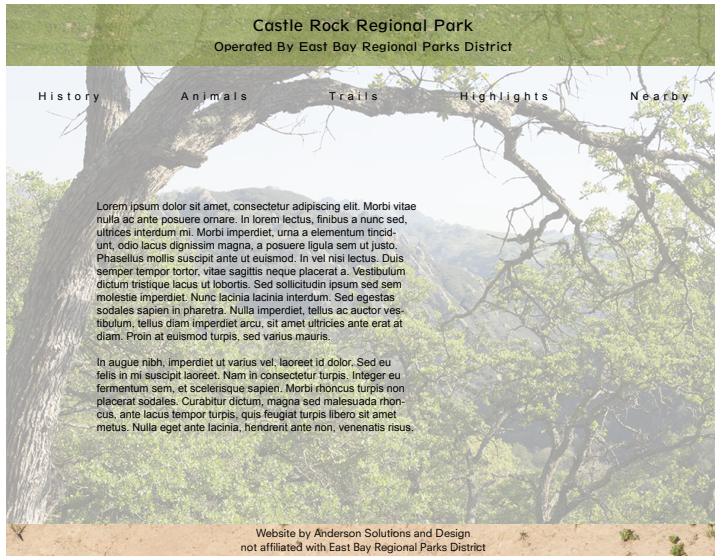
Jane Roberts

Searching for party locations.

Jane is a mother of 3 boys living in Clayton, CA. Jane is searching for locations to have parties outdoors for her children where the kids can get their energy out. The availability of a pool, baseball diamonds and a volleyball pit as well as barbecue pits and picnic tables in the park appeal to her.

Case Study: Castle Rock Website

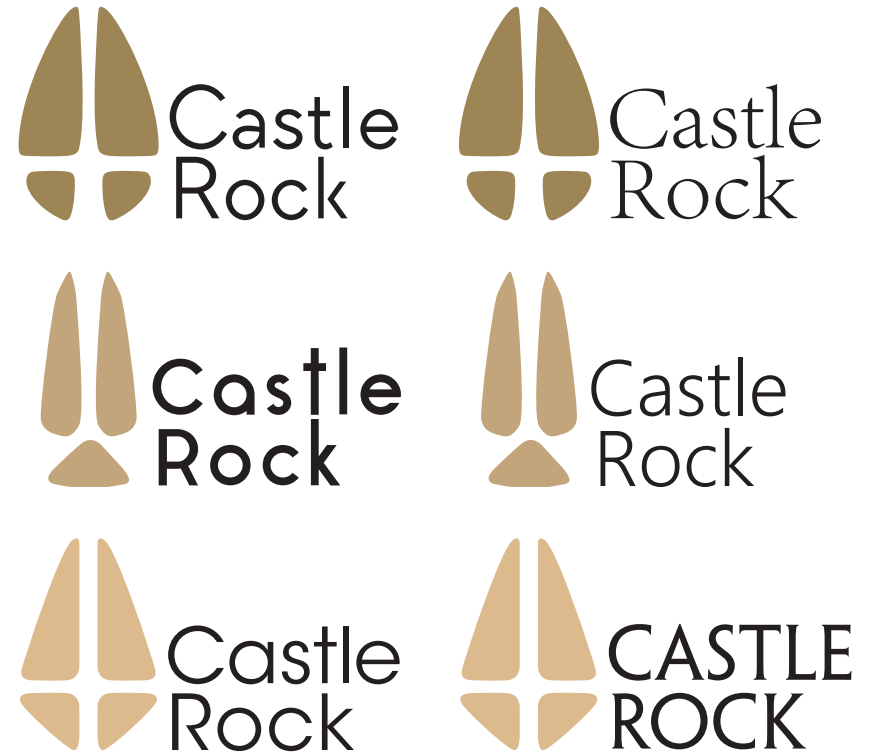
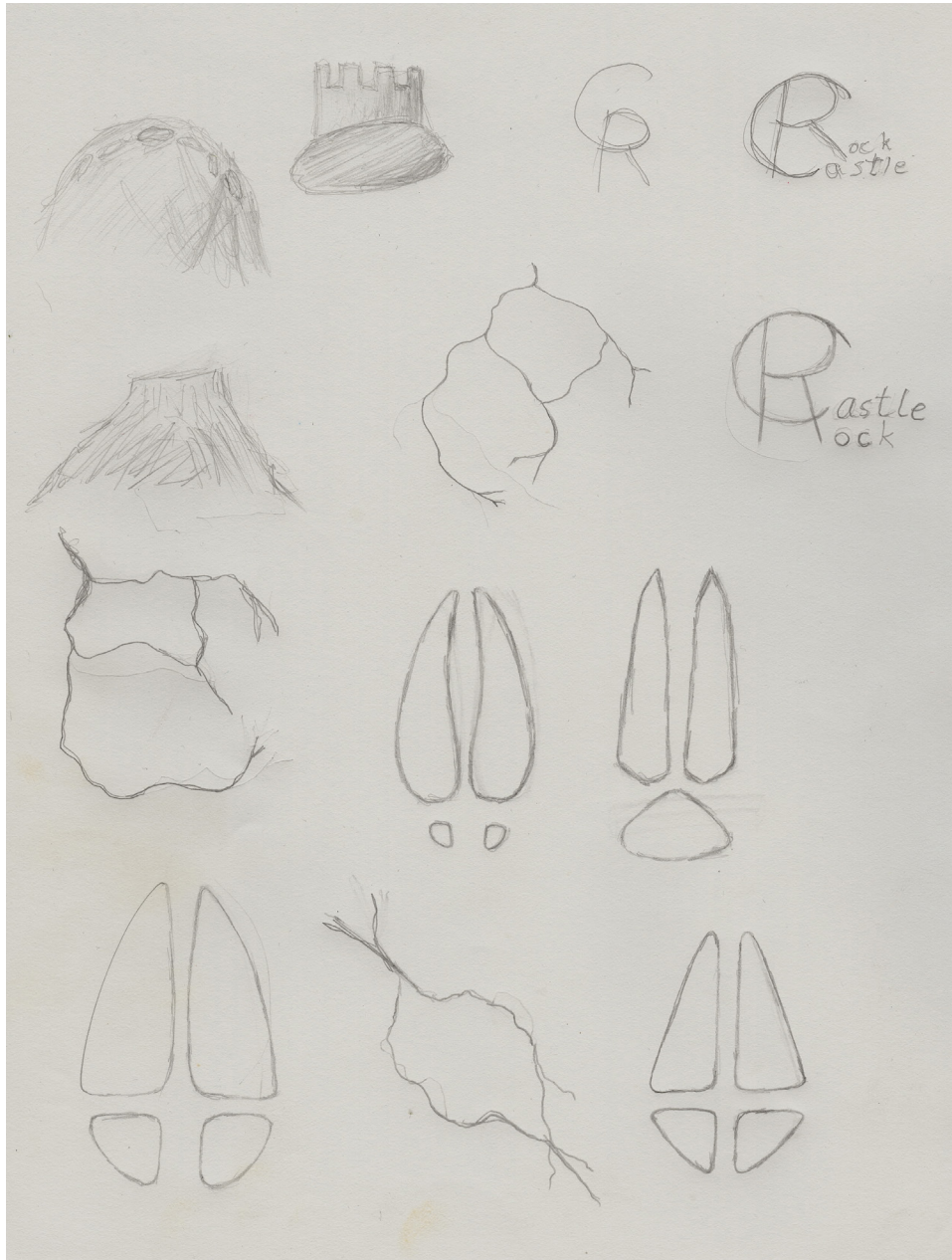
Mood



When creating the original website these preliminary designs set the mood for the site and will play the same role in updating it. The focus is a simple design based around the visual beauty of the park, its features and vistas while delivering information about it to the visitors. Updates will remain clean.

Case Study: Castle Rock Website

Logo Rounds One and Two



Initial logo sketches were based on features around the park and its name. They lead to the above second round logo designs



Adobe Song Standard

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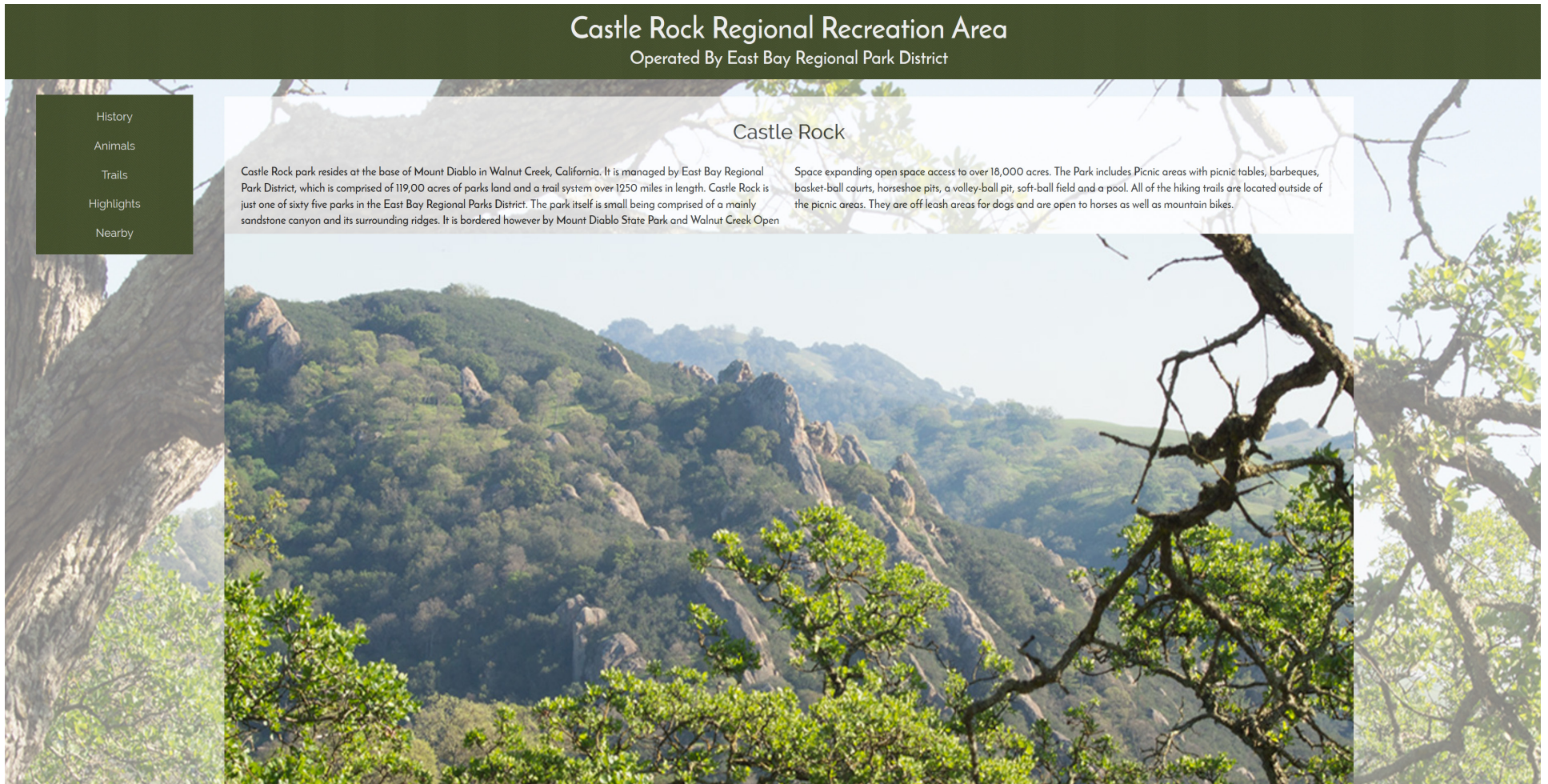
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CMYK: 36, 42, 74, 10

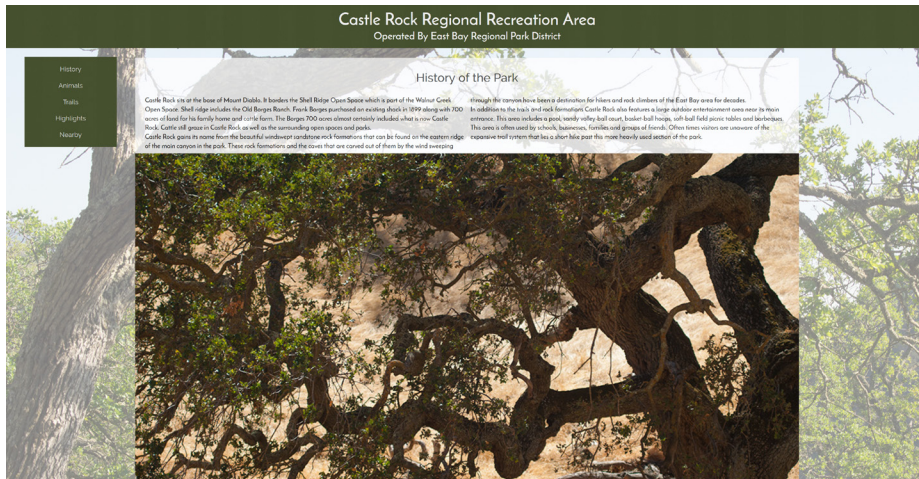


This is the site as it exists upon starting this case study. It is my intention to add the logo I have created, make the design more modern overall, expand the content and increase the connection to the images. The site is currently in need of more focus which I will provide.

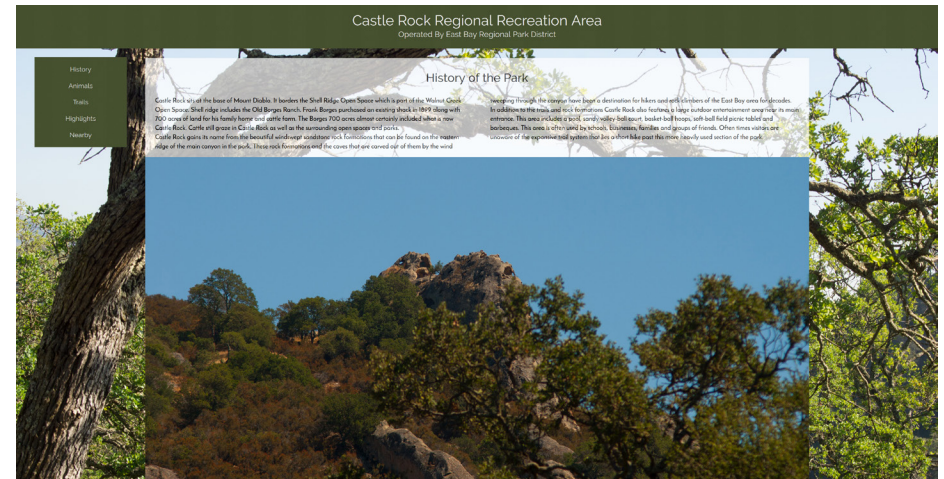
Click the image above to visit the site as shown.

Case Study: Castle Rock Website

Changes in Progress



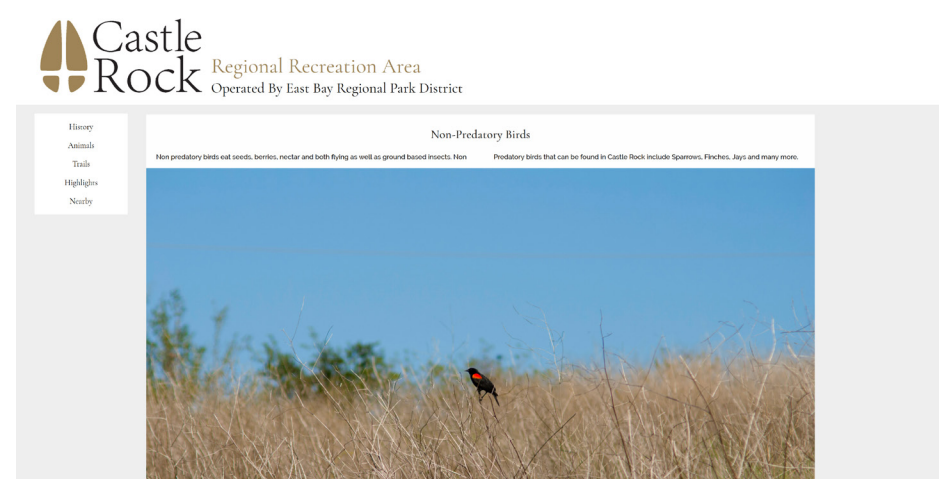
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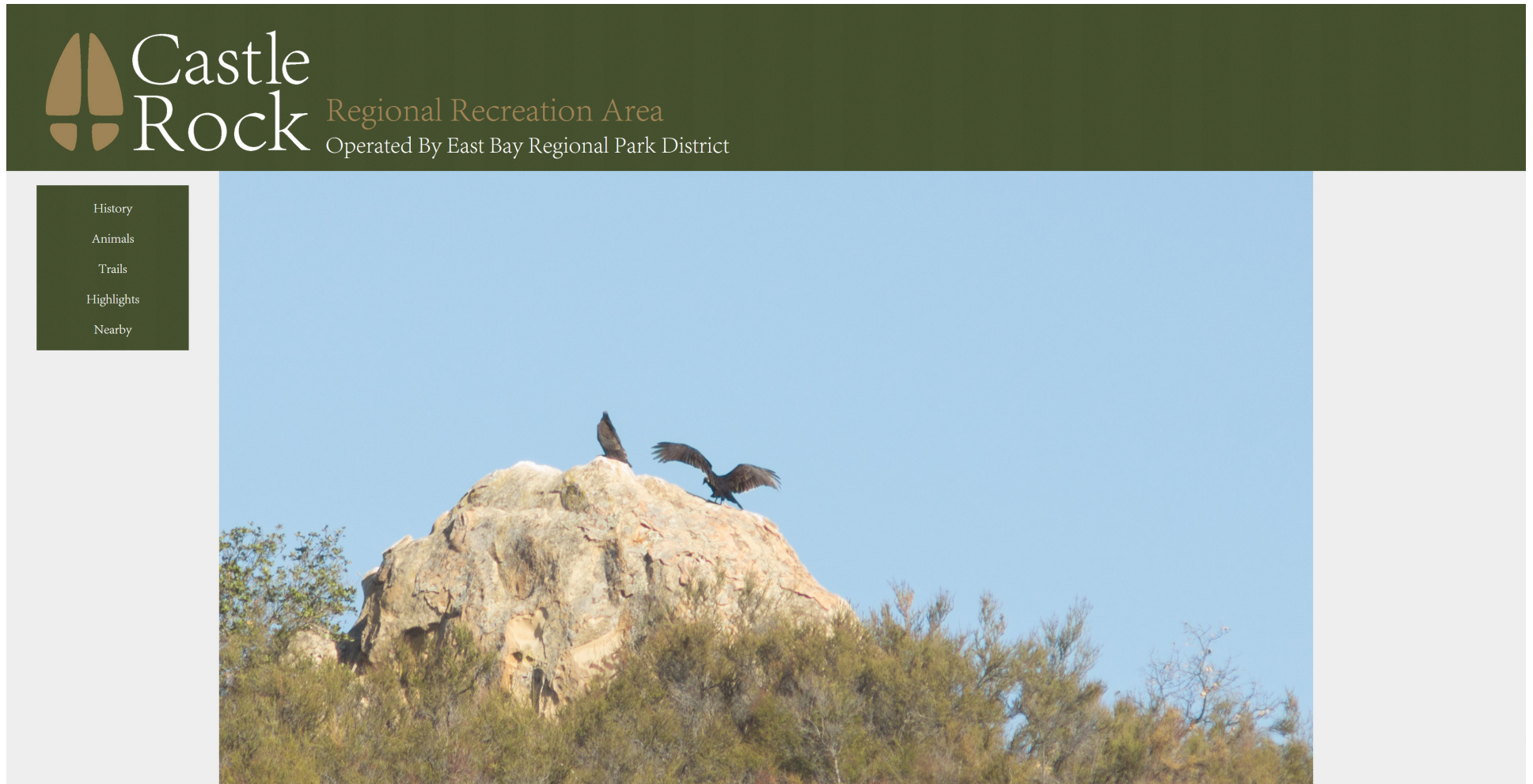


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4

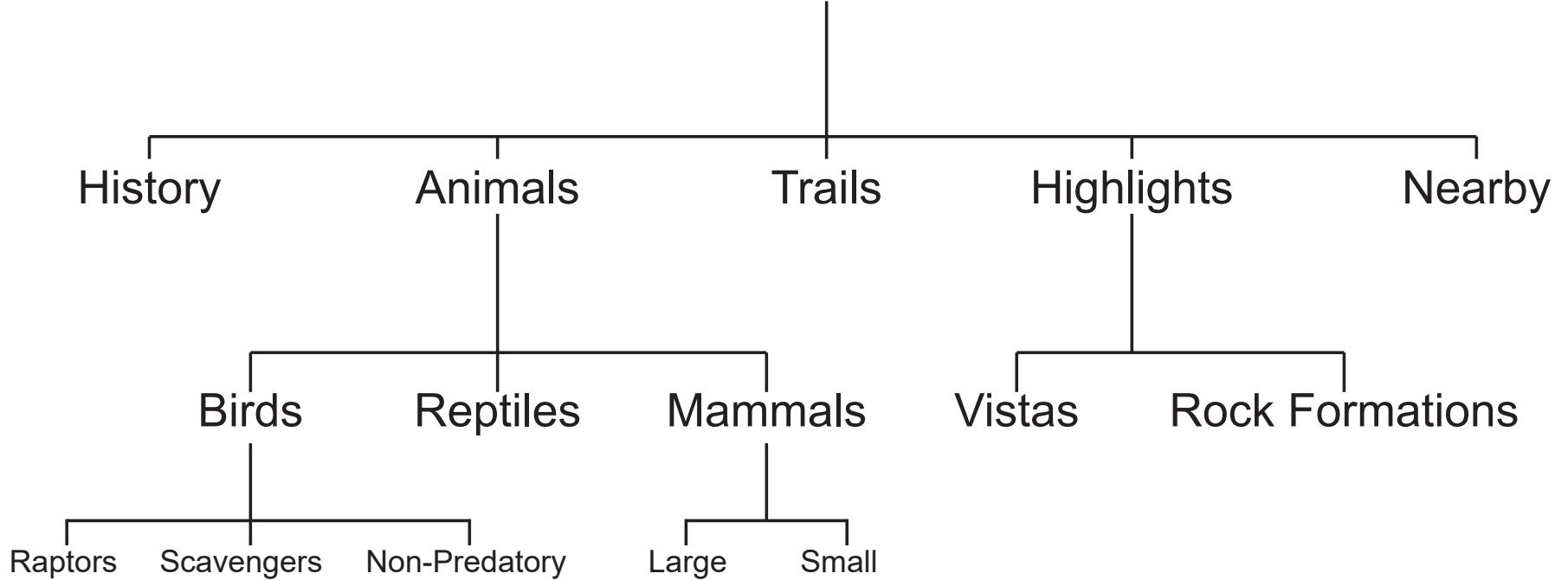
These are the first four rounds of refinements to the website



This is the final version of the website. Click the image to visit the site.

Site Map

Index





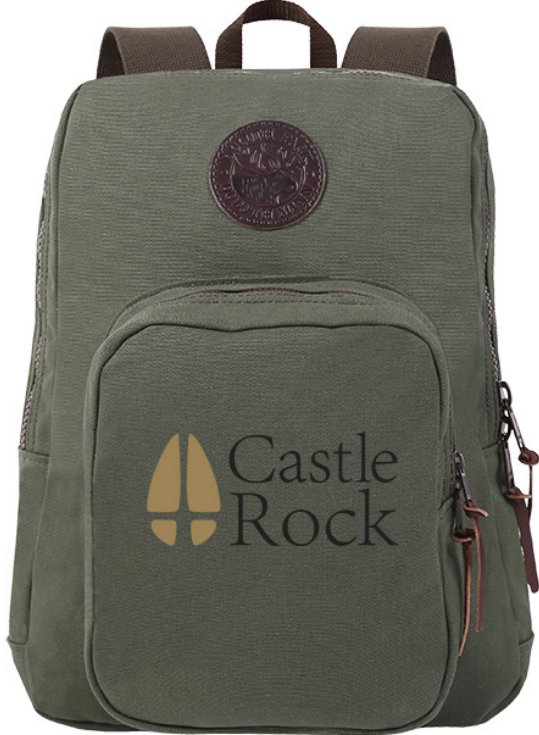
Poster Advertisement



Light Pole Advertisement



T-Shirts



Backpacks