

Site Specification Document

Yuba River Storage

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3/9/2014

“LOCKERS, APARTMENT RENTALS, AND PARKING SPACES AVAILABLE IN THE HEART OF HISTORIC
DOWNTOWN DOWNIEVILLE.”

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**Note: Yuba River Storage is often referred to as YRS in this document.*

1.0 Title and Business Information

www.YubaRiverStorage.com

Richard Zanotti (owner/stakeholder)
Yuba River Storage

1.1 Contact Details

Physical Address:

19-20 White Way.
Downieville, CA 95936

Mailing Address:

P.O. Box 82
Downieville, CA 95936

(530) 289-6818 Primary Line *(new!)*

(530) 289-0402 Secondary Line

yubariverstorage@gmail.com *(new!)*

2.0 Developer

Loriana Zanotti

3.0 Purpose / Goals

The purpose of this website is to mainly be informative about Yuba River Storage, a small mom-and-pop company that started September 1, 1989 in Downieville, CA. Downieville is a small town (population is 350 people) known for being a historic mining community, near the Sierra Nevada mountains. It experiences all 4 seasons, including snow in the winter. It has a small-town mentality yet also attracts tourists from big cities, nature enthusiasts, history buffs, as well as outdoor sports enthusiasts.

The client is interested in having a website to reach a wider audience, mainly people who are interested in short-term rentals (apartment and parking space) for tourists, visitors, and street-fairs.

The client only has one means of paid advertisement, via the Downieville Chamber of Commerce newsletter, which is a paper circulation. His other customers come from word-of-mouth. Providing customer support and a means for ecommerce are secondary desires to the client. Yuba River

Storage currently has a patronage of 30 people, including space and apartment renters. These are long-term customers.

3.1 Rental Options and Prices

Total **10 parking spaces**; 1 parking space available:

- \$35 p/m, typically 30 days minimum rental
- fit boats, cars, and RVs: only storage so far, no in-out short-term parking system set up

Total **17 storage lockers**; 1-2 of them are currently vacant:

- Large – 10' x 20' \$80 p/m
- Medium – 4' x 10' \$36 p/m
- Small – 4' x 5' \$18 p/m

Total **3 apartments**; 1 of them is currently vacant:

- rent \$750-\$1000, 2 bedrooms, garden, 1 free parking per apt.
- no utilities, 1 year, 750 sq. ft.,
- utilities included, vacation rental, 1week to 1 month,1200 sq. ft.1.5

The client would only be interested in ecommerce if he could use a payment tool that is free to both him and to his renters; so an option like PayPal does not appeal to him. However, the client is interested in having a form, for people to fill out their rental requests, as well as having a new email address and phone number for his business. Currently, his home phone number (in a location 4 hours from Downieville), is the business phone number. Also, the business address is a P.O. Box, which does not give people (unfamiliar with the area) a sense of where the business is. So contact information is being updated because of the creation of this website.

Something to keep in mind is that all monetary transactions take place via the owner, either by people mailing him checks or them handing him checks in person. He has an on-call assistant (Scott, a retired Vietnam War veteran) who helps him on an as-needed basis. The assistant will take care of letting people into the storage building and also let the owner know about renter's needs/concerns.

4.0 Site Outline

4.1 Information Architecture - Outline

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/index.html>

Title – Home

- Links
 - Rentals
 - Rental Request Form
 - FAQs
 - Contact
 - Local Attractions
 - My Account

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/rentals.html>

Title – Rentals

- Links
 - Home
 - Rental Request Form
 - FAQs
 - Contact
 - Local Attractions
 - My Account

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/form.html>

Title – Rental Request Form

- Links
 - Home
 - Rentals
 - FAQs
 - Contact
 - Local Attractions
 - My Account

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/faq.html>

Title – FAQs

- **Links**
 - Home
 - Rentals
 - Rental Request Form
 - Contact
 - My Account

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/contact.html>

Title – FAQs

- Links
 - Home
 - Rentals
 - Rental Request Form
 - FAQs
 - Local Attractions
 - My Account

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/attractions.html>

Title – FAQs

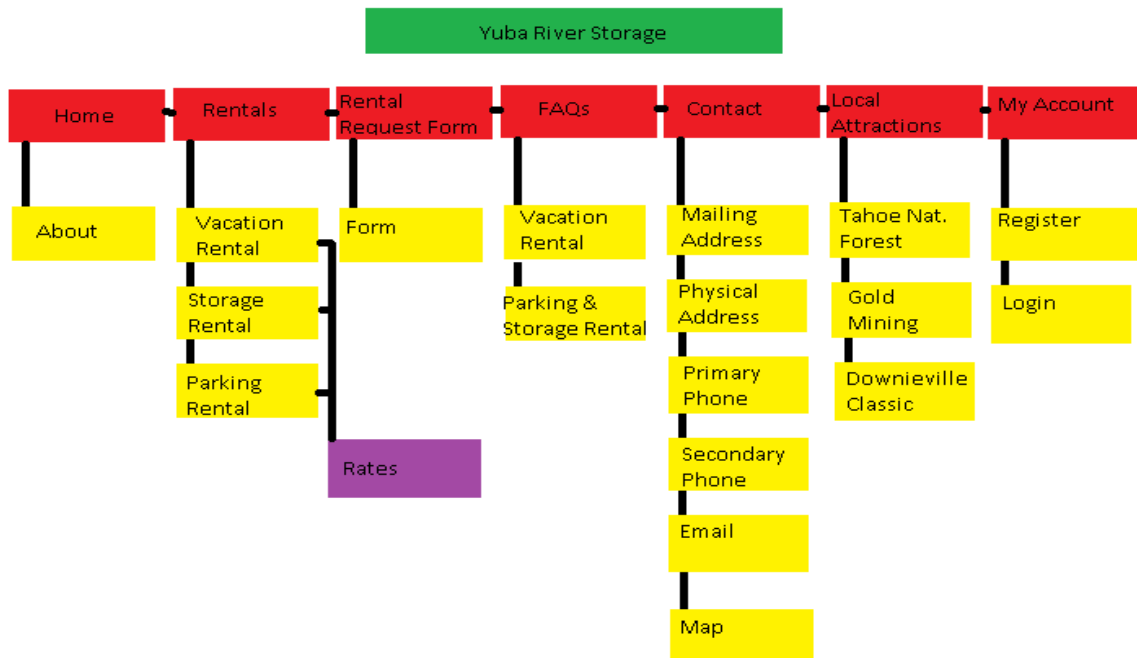
- Links
 - Home
 - Rentals
 - Rental Request Form
 - FAQs
 - Contact
 - My Account

<http://mysite.du.edu/~lzanott2/ICT4505/Week7/account.html>

Title – FAQs

- Links
 - Home
 - Rentals
 - Rental Request Form
 - FAQs
 - Local Attractions
 - Contact

4.2 Information Architecture - Diagram



5.0 Audience

The audience is the following:

- Local town's people
 - simple lifestyles, people who have had family in the area for many generations
- Vacationers
 - people looking to get away from metropolitan and suburban life and experience something quieter and different
 - people wanting to have access to many experiences in the area, including gambling in Reno, NV (89mi. away) or Lake Tahoe, NV (75mi. away)
- Tourists
 - people looking to get to know history first-hand and to explore hidden areas of California
- Nature enthusiasts
 - people interested in plants, trees, and wildlife of the area

-this can include camping, fishing, hiking, and bird-watching

- Outdoor Sports enthusiasts
 - people who like to ski, hike, river raft, kayak, or canoe

5.1 Persona – Steve B.

Persona: Steve B.

Characteristics

Age: 45

Education: College Graduate

Ethnicity: American

Race: White

Family Status: Single (No kids, Never been married)

Profile

What is the user's story?:

Steve is an entrepreneur. He graduated from university with a degree in Mechanical Engineering. However, his first job, after graduation, was working with his buddy to create a retail clothing and equipment business for extreme sports and outdoor recreation. Steve worked his way up to being head of Sales and Marketing. Money is no object for him, due to the success of his business. However, he leads an independent, modest, and solitary (no dependents) lifestyle. He has many friends, whom he meets up with to do outdoor recreational activities, like snowboarding and hiking. Steve works hard and plays hard, although he only works about 20 hours a week.

Steve is up on technology and social media trends. And he is looking to explore local hidden gems, as he is a firm believer in getting to know his own "backyard" and supporting local businesses. Typically, if he cannot find new outdoor recreational events/places to explore online, he relies on word-of-mouth from his contacts.

Goals

Steve would love the opportunity to rent a parking space and perhaps space for his equipment for 1-2 days while he hikes and camps in the Sierra Nevadas.

6.0 Cardsort

My thoughts were to include words and phrases that end-users/customers would find on the website for YRS and see how they grouped this information. I provided words related to nature, history, communications, things that would be stored, the space that would be rented, and payments.

I had sent out the request to 12 people (male and female); 6 began the cardsorting and 4 people completed it; 3 males and 1 female. The average age range was 31-41, and the average time taken for the cardsorting was 10.3 minutes.

Participants came up with 21 cardsorting categories. I had no idea that that there could be such divergence in grouping the information. For example, an RV was listed as a vehicle to be stored, yet 1 person interpreted this as an item that could be rented out for dwelling. When I came up with the cardsorting terms, I only had 4 types of categories in mind: storage, payment, attractions, and history. I will keep in mind the groupings that participants came up with when arranging information and giving names to categories/tabs on the website.

6.1 Cardsort – Survey Link

<https://k5gfj702.optimalworkshop.com/optimalsort/yubariverstorage>

6.2 Cardsort – Results Overview

<https://apps.optimalworkshop.com/optimalsort/shared-results/k5gfj702/yubariverstorage/e44ca41701910b8a412ba08d43cff995>

7.0 Design

The design intention is to not be too complicated or fancy, as most of my client's clientele are locals who prefer life to be simple. However, the website needs to be streamlined and professional enough to be taken seriously and to attract travelers and tourists who have the means to travel and appreciate rustic charm.

Also, the owner is a history buff and has a friendly personality, so any extras related to these things could come later on, like possibly having a tab for his blog. We were also considering adding an advertising/sponsors tab, to link to other local businesses in the area. This could bring in small revenue for providing referrals. Also, most of the food establishments are closed this time of year, and the one that is open is very expensive. There is an option to give information regarding food delivery or restaurants up to an hour

away, in case people passing through have limited local resources. YRS does not provide internet access, but there is an option to use dial up with one's local home provider; an external usb modem with phone jack is provided in the apartment rental.

Since some of the main attractions of Downieville are history and gold mining, the about page will incorporate that, as well as a little bit about the history of the company. Downieville is also attractive because it is surrounded by nature; plants, trees, rivers, wildlife (E.g., bears and mountain lions), and attractions (like waterfalls along the North Folk Trail, which can be hiked to from the YRS). So by being informative about history and nature, the website can appeal to people who may be interested in traveling to the area for these reasons, which are short-term in duration.

7.1 Wireframe – Home Page

The wireframe for the Home Page includes the following elements:

- Navigation:** A horizontal menu with buttons for Home (1), Rentals (2), Rental Request Forms (3), FAQs (4), Contact (5), Local Attractions (6), and My Account (7).
- Header:** A logo (8) and a motto (9): "Lockers and parking spaces available in the heart of historic downtown Downieville."
- About Section:** An "About" heading (10) followed by placeholder text (11). Below the text is a photo of the business (12).
- Local News Section:** A box (14) for "Local News, Events, and Weather information".
- Footer:** A horizontal line (13) with contact information: "Address, Phone Number, Email copyright".

- 1 Home Page
- 2 Rentals Page
- 3 Rental Request Form
- 4 Frequently Asked Questions
- 5 Contact Information
- 6 Local Attractions to Visit
- 7 Register or Login to Account
- 8 Logo with Photo and Company Name
- 9 Motto
- 10 About h1 Heading
- 11 About Information
- 12 Photo of Business
- 13 Footer with Basic Contact Information
- 14 (Optional) Links to Weather and Upcoming Events

7.2 Wireframe – Rentals Page



9

"Lockers and parking spaces available in the heart of historic downtown Downieville."

- Home 1
- Rentals 2
- Rental Request Forms 3
- FAQs 4
- Contact 5
- Local Attractions 6
- My Account 7

Rentals 10

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11

Storage Lockers

14

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12

Vacation Rental (Apartment)

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13

Parking Space

16

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- 1 Home Page
- 2 Rentals Page
- 3 Rental Request Form
- 4 Frequently Asked Questions
- 5 Contact Information
- 6 Local Attractions to Visit
- 7 Register or Login to Account
- 8 Logo with Photo and Company Name
- 9 Motto
- 10 Rentals h1 Heading
- 11 Storage Lockers h2 Heading
- 12 Vacation Rental h2 Heading
- 13 Parking Space h2 Heading
- 14 Locker information and Rates
- 15 Vacation Rental Information and Rates
- 16 Parking Space Information and Rates
- 17 (Optional) Rental Request Form link
- 18 Footer with Basic Contact Information

To request a storage locker, vacation rental, or parking space, click below!

17



Address, Phone Number, Email copyright 18

8.0 Competitive Reviews

The only competitor is a storage business in Sierra City, another small town 12.5 miles away. They do not have a website. They only provide storage lockers and have fewer units than Yuba River Storage.

Additionally, the storage business in Sierra City is housed in a metal building. Yuba River Storage is a wooden building, so not a durable when it comes to potential fire hazards, but is more resistant against mold and mildew. And, YRS is 2,000 feet lower in elevation, so snow and temperatures would be warmer there in the winter. Additionally, YRS is housed in a building that used to be Yuba River Lumber Co., so there is a little bit of history to draw people in.

Also, YRS is in one of sunniest spots in Downieville; 20 degrees (Fahrenheit) warmer in winter than in other parts of town.

The city of Downieville is limited in its public parking; any spaces are 2 hours maximum. And the abundance of flat-land parking is slim. YRS is in a location that benefits in providing all flat-land parking.

9.0 Limiting Factors

The client is concerned about ruffling feathers with the local townspeople. Downieville residents are known for being a bit unusual and having a group mentality, being resistant to change, and for either not paying bills or paying them on time.

The client has been pretty lackadaisical about people using his vacant parking spaces for free and with coming down harshly on customers who make late payments. He will follow through with nicely letting people know that they will be evicted after missing 30 days of payments, but instead of confiscating belongings, he lets the customers remove their own belongings.

So keeping the above in mind, I am not sure that customers would embrace a new system where they can have online profiles and make electronic payments via the internet. I think that visitors and vacationers would be more inclined to take advantage of such services, as they could conduct transactions from afar.