

# Capstone Project - Part 1

## Problem Identification and Research

An AI-assisted redesign of California's campsite reservation system

# Apply AI-native UX patterns to a real, high-friction product.

I chose to do an AI-Enhanced Campsite Reservation System.

## ROLE

Solo · end-to-end

Research, strategy, AI, interaction, visual design

## TIMELINE

Stanford Continuing Studies March 10 - April 21, 2026

UX/UI Design for AI Products certification

## CAPSTONE PROJECT OVERVIEW

**Create an AI power design.**

Part 1: Problem Identification and Research

Part 2: Prototyping AI Designs

Part 3: Building User Trust

# The Problem Statement

California's campsite reservation system forces users through a linear, one-at-a-time browsing experience in one of the most competitive booking environments imaginable. Users cannot compare options side by side, must click through sites and dates sequentially, and often find that by the time they have enough information to decide, the site is already gone.

When a site is found, the details needed to make a confident decision are frequently missing or inaccurate. Views, trail proximity, trailer clearance, noise sources, none of it is reliably surfaced. Users book blind and find out the reality on arrival.

AI presents a direct opportunity to fix this through smarter campsite matching, enriched site information, and intelligent availability alerts, making the system more equitable and genuinely easier to use for everyone.

# A mixed approach to understand a ritual.

Booking a campsite isn't a single task. I needed methods that captured planning, anxiety, and the workarounds users invent when the system fails them.

1	<b>User interviews</b> 1:1 semi-structured — planning rituals, past trips	3 PARTICIPANTS
2	<b>Competitive analysis</b> ReserveCalifornia, Recreation.gov, Hipcamp, The Dyrt	4 PRODUCTS
3	<b>AI capability probing</b> Prompt testing to scope what LLMs could actually deliver	CLAUDE · GPT
4	<b>Low-Fidelity testing</b> Hand-authored AI responses to validate match flow before build	4 PARTICIPANTS
5	<b>High-Fidelity testing</b> Prototype walkthroughs against real planning tasks	4 PARTICIPANTS

# Different lives, same 8am scramble.

D/J

RETIREE · FLEXIBLE

**John & Debbie**

Trailer campers, fully retired, 70s, travel 8-10 times a year.

JOB TO BE DONE

"Provide a notification so I know when something opens up because I am flexible I can take last minute openings."

T

WEEKENDS ONLY, SOLO EXPLORER

**Trevor**

Car/rooftop tent camper, Mid-30s, solo explorer, camps 5- 7 times a year

JOB TO BE DONE

"Tell me the moment something frees up for *my* specific weekend."

E

FLEXIBLE; FRIENDS

**Esther**

Backpacker/tent camping, 40s, hiker, camps 3-5 times a year

JOB TO BE DONE

"Show me what's quiet, shaded, and near a trail."

S

WEEKENDS; FAMILY

**Sean**

Tent camping, with family, one kid, mid-30s, camps 1-2 times a year

JOB TO BE DONE

"Give me more details, I once stayed somewhere that was right next to a weigh station, I never would have booked that if I had known."

# Key Questions Asked

- Walk me through the last time you tried to book a campsite. What did you do first?
- How did you decide which campsite or campground to book?
- Have you ever tried to book a high-demand site? What was that like?
- Have you ever used any workarounds or third-party tools to improve your chances?
- If AI could predict availability or recommend sites, would that be useful?

D/J

RETIREE · FLEXIBLE

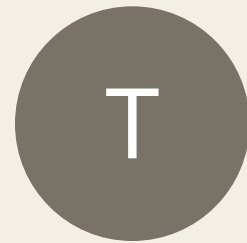
## John & Debbie

Trailer campers, fully retired,  
70s, travel 8–10 times a year.

### SUMMARY OF FINDINGS

Debbie and John are experienced, retired campers who take their 28-foot trailer on 5–6 trips a year, often coordinating with a close-knit group of friends. They've relied on Reserve California, Recreation.gov, and some private campground systems for years, which gives them a clear view of how fragmented and stressful booking has become. Because they're retired, they're highly flexible on dates and destinations, but they still struggle with scarce availability, confusing interfaces, and incomplete site information, especially around whether a site will truly fit their trailer and provide the rear-facing views and hookups they value most.

No ratings · vague descriptions · wrong trailer specs · unclear calendar symbols



WEEKENDS ONLY, SOLO EXPLORER

## Trevor

Car/rooftop tent camper,  
Mid-30s, solo explorer, camps  
5- 7 times a year

### SUMMARY OF FINDINGS

Trevor is a frequent car camper (about 4–6 trips per year, likely more after moving to Washington) who books primarily through government and state park reservation systems. Because these platforms provide limited, confusing information, he routinely supplements them with YouTube and Reddit to understand campground quality and location. His setup is a roof-mounted tent, so he specifically needs drive-up, pull-through style campsites rather than walk-in sites, which strongly shapes how he evaluates and selects camping options.

needs weekend dates · vague descriptions · wrong campsite specs · unclear location proximities



WEEKENDS; FAMILY

## Sean

Tent camping, with family, one kid, mid-30s, camps 1-2 times a year

### SUMMARY OF FINDINGS

Sean is a casual camper (1–5 trips/year) who plans several months in advance and last used Reserve California about a year ago for a Malibu trip. He finds it hard to locate specific campgrounds, the back button often restarts the process, and availability is unclear, leading to trial and error. He uses multiple tabs and other tools like The Dyrt to compensate, usually knows the general area but not specific campgrounds, and cares about views, amenities, camping type, privacy, and reviews. A bad Big Sur booking (hot, buggy, not scenic) highlighted the lack of quality signals. He's flexible on dates and open to nearby alternatives. He wants a clearer, modern interface with multi-campground views, ratings, smarter recommendations, and cancellation alerts, and would only trust automation after successful use, with strong privacy protections.

too competitive · vague descriptions · wants alternative options · unclear location proximities

# User Pain points and Research Insights

## No campground quality signals

No rating, reviews or quality indicators. Descriptions are often vague or inaccurate. Users will use external sites (DYRT, Reddit, YouTube) to find this info before booking

## No predictive or planning information

Users are forced to start searches with specific dates rather than being shown an availability calendar as a planning tool first.

## Proximity and context missing

Driving distance between 2 campsites in one area can be up to three hours away.

## Search returns irrelevant results

the system will offer a similar campground, which will also have no availability, frustrating the user.

## No personalized matching or discovery support

users need to already know what they are looking for before starting to book.

## Supplemental research is required

All 4 participants regularly used external sites such as DYRT, Reddit, Youtube, and campsite forums, to get basic planning that the system should provide.

## 8am release window is unwinnable

High demand campgrounds disappear within minutes of release.

## Inconsistent release timing

Some parks use rolling 6-month windows, others publish a single annual release date. Users don't have a centralized way to know which system applies.

## No demand transparency

Users have no way to know how competitive a given park, date, or site is. All participants described making decisions blind.

## Back button restarts process

pressing back after viewing a site resets the full search.

## Inaccurate site specs

Site length limits listed in the system can be wrong, which matters a lot when trailer camping.

## Unclear availability color coding

The availability calendar will use unclear symbols and color coding that users don't understand.

## No cancellation alerts

Users want to be notified that campgrounds have cancellations, and all mentioned text notifications would be useful.

## Constant manual monitoring

without reliable alerts, users check the site repeatedly throughout the day. One participant described it as a "full-time job."

## Trip abandonment is common

when sites are unavailable, users frequently give up entirely rather than find alternatives because the search is too hard or because alternatives aren't easily found.

## Too competitive

It feels impossible to get a campsite at a lot of campgrounds.

# AI Powered Opportunities

## Predictive Availability Intelligence & Transparent Demand Forecasting

Surface AI-generated demand forecasts at the campground and date level: how competitive is this park on this weekend, when do cancellations typically occur, what are the odds of a site opening in the next 72 hours? This converts the current blind guessing game into an informed strategy.

## Conversational Trip Matching

Replace the filter-and-grid discovery interface with a short conversational intake that asks users what they want in natural terms, location, group size, equipment type, desired amenities, proximity to water or trails, and can show the user the best-fit campgrounds ranked by match quality. A match score (e.g., "92% match to your preferences") would replace the current blind browsing experience.

## Cancellation Prediction + Preference-Matched Smart Alerts

The current notification system is broken. An AI layer that learns a user's preferences and proactively surfaces relevant cancellations, not just "something opened up" but "a shaded site opened at San Elijo for the exact weekend you've been watching," is a direct fix to a documented pain point with a clear before/after design story.

## AI-Assisted Trip Planning Context

Enrich each campsite listing with AI-curated contextual information: driving distance and routing (not just straight-line proximity), user-contributed site notes (crowdsourced details like noise sources, shade, access path to water), accurate data with verified dimensions, and site-specific photo tags.

# Competitive Analysis

There are currently no true AI-powered campsite search and booking experiences. So who are the “competitors”?

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## Booking systems

Necessary, but broken UX

ReserveCalifornia  
Recreation.gov

They provide access, but:

- No intelligence
- No prediction
- No personalization

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## Discovery platforms

Better UX, wrong data

The Dyrtr  
Hipcamp

They inspire, but:

- Don't include state and federal campsites
- Don't solve booking competition
- Don't predict availability

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## User behavior

The real system

Reddit  
YouTube

Users are manually doing what AI should be doing:

- Researching
- Comparing
- Monitoring availability
- Cross-referencing

# Capstone Project - Part 2

## Prototyping

An AI-assisted redesign of California's campsite reservation system

# AI Prototyping: What Works vs. What Breaks

I experimented with prompting AI to translate user intent into a campsite search experience.

## DISPLAYING DETAILED CAMPSITE INFO

Prompt: “If I tell you ‘I want more details on the Carlsbad State Beach Campground’, show me more information and reviews on that campground.”

Result: ChatGPT generated a structured list of amenities, facilities, map info, and camper reviews.

Reflection: This demonstrated that AI can effectively enrich a product with detailed, user-facing information, even without connecting to live APIs.

## PROVIDING BOOKING INSIGHTS

Prompt: “If I tell you I want to know the best time to get a reservation in Yosemite, it should produce a list of months or dates with the most availability or cancellations.”

Result: ChatGPT produced a list of months with general trends and recommendations for maximizing chances of securing a campsite.

Reflection: While the AI output was useful, it was unclear whether the data reflected real-time availability or was simulated. Without connecting to historical booking APIs, the system cannot verify actual availability, meaning this portion feels mocked rather than fully technical.

# What AI Can (and Can't) Do Yet

Without connecting to live APIs, AI outputs can feel plausible but may not reflect true availability.

## WHAT WORKED

- Generated structured campsite details (amenities, reviews, maps)
- Provided useful booking insights (best times, trends)
- Translated prompts into UI patterns (cards, filters, flows)

## WHAT DIDN'T

- No real-time data (outputs feel plausible but unverified)
- Failed API attempts → no dynamic updates
- Hard to distinguish mock vs. real system behavior

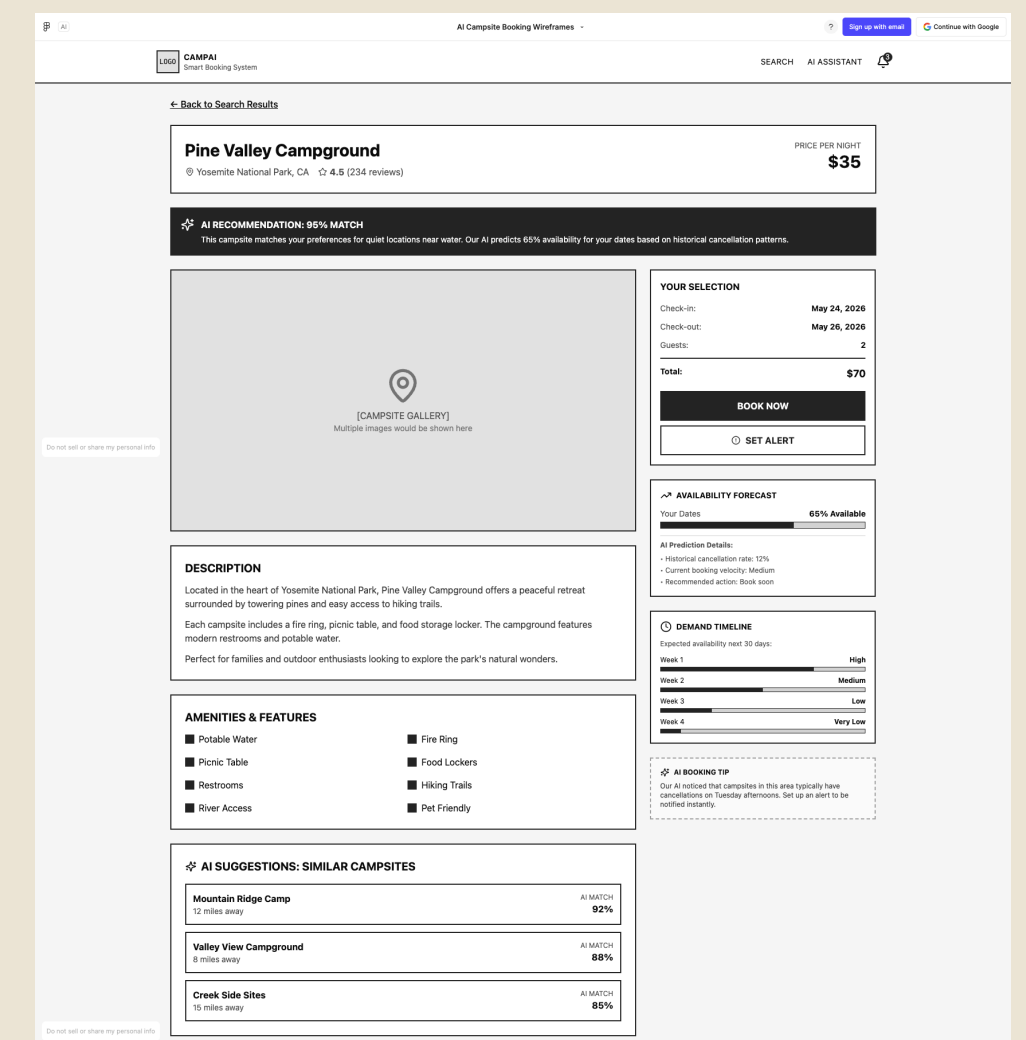
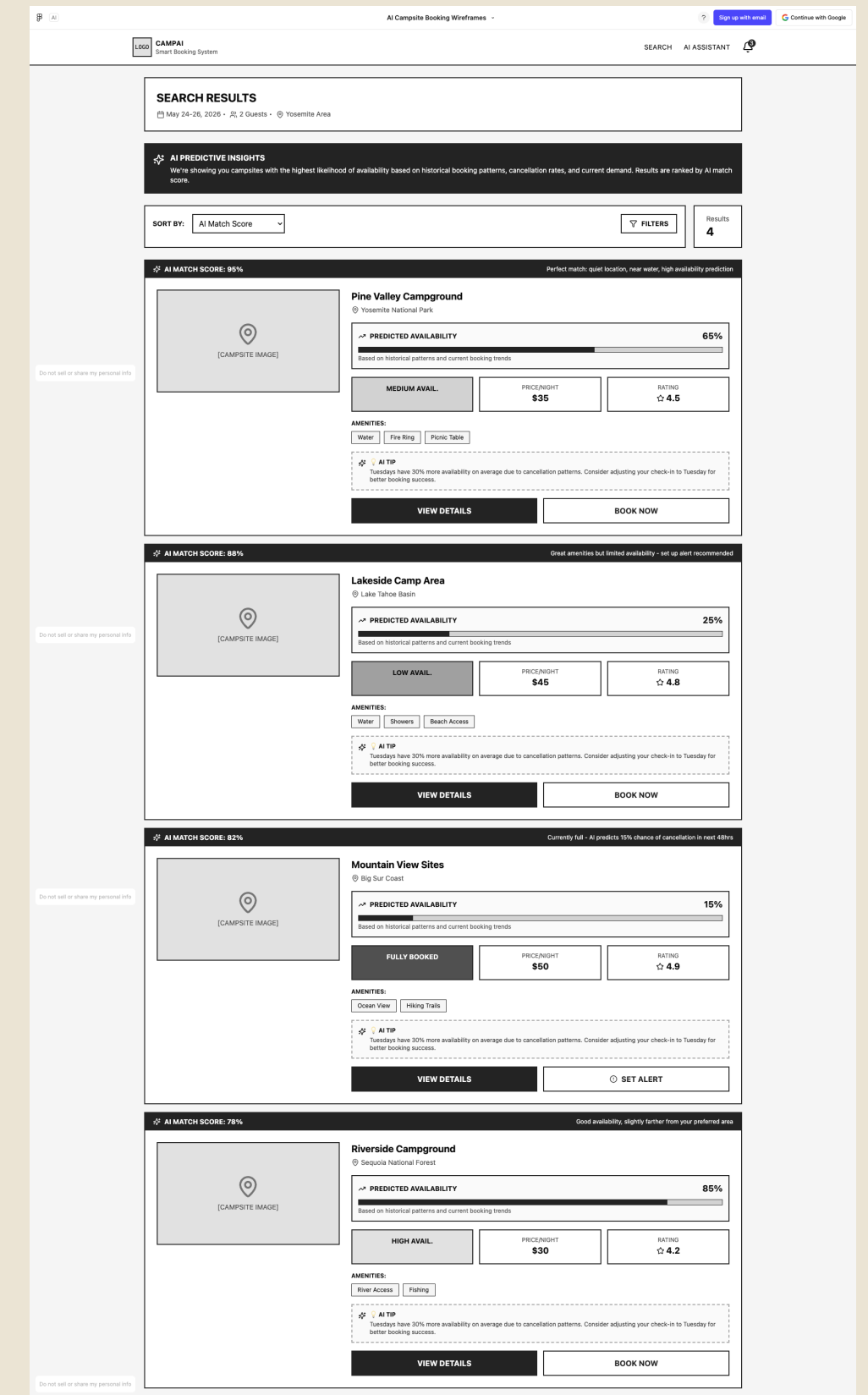
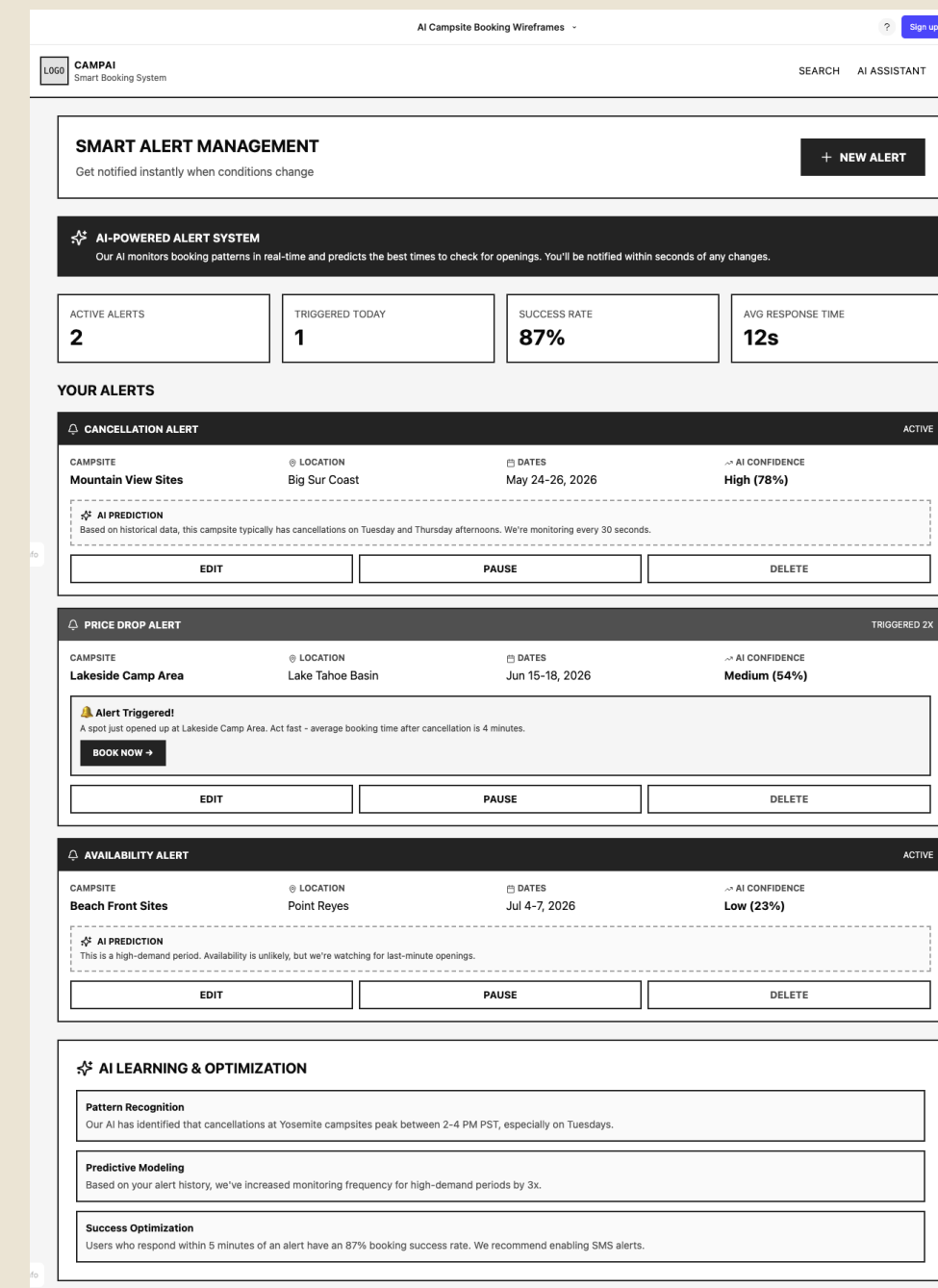
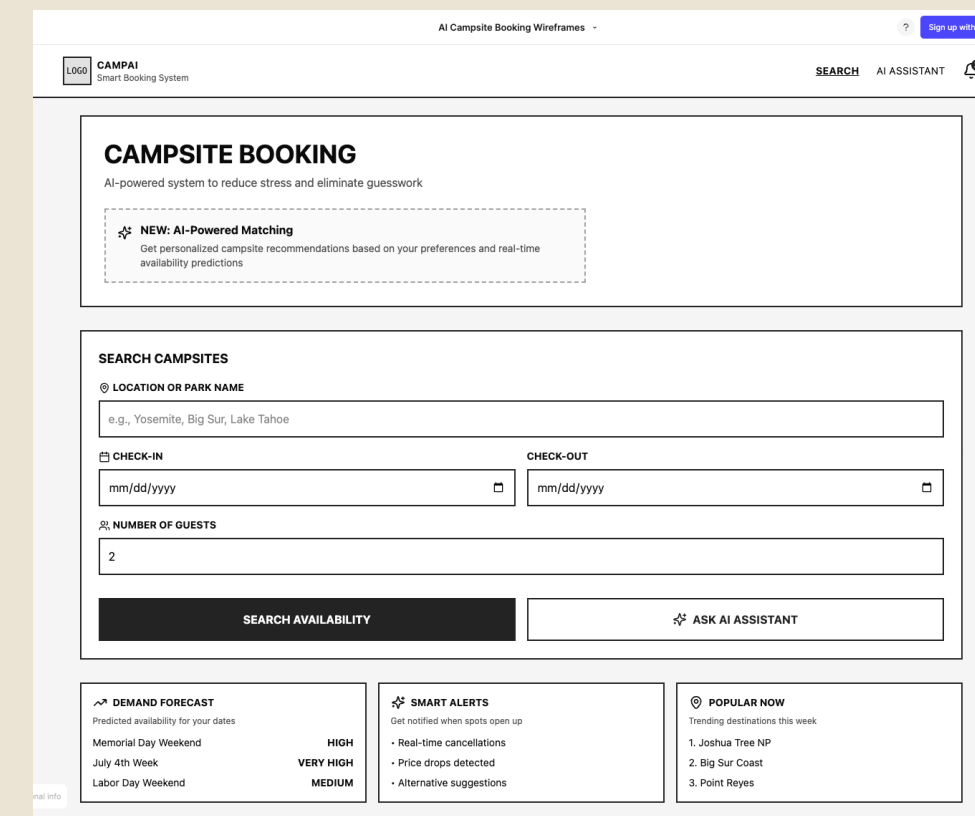
## KEY TAKEAWAYS

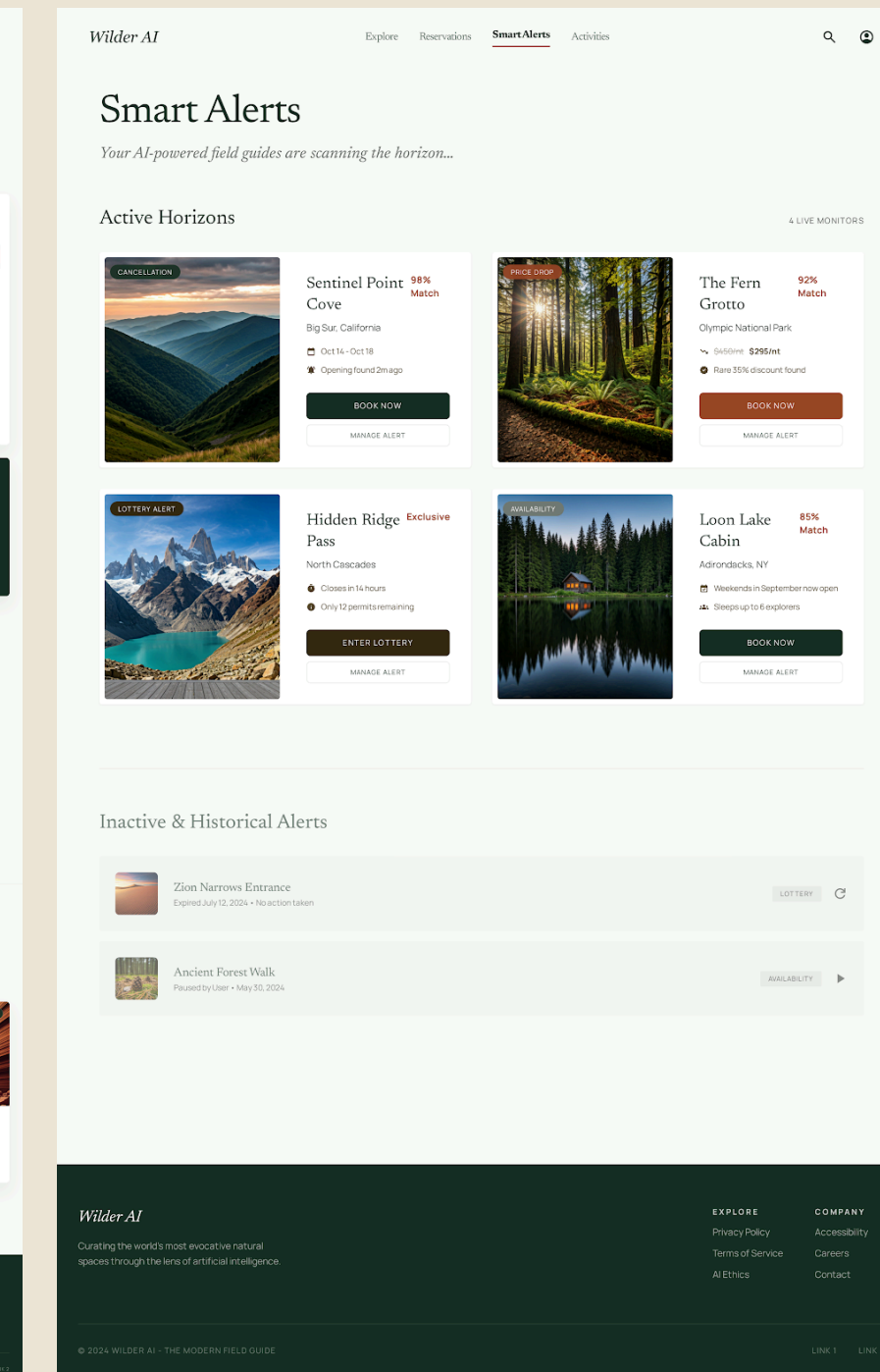
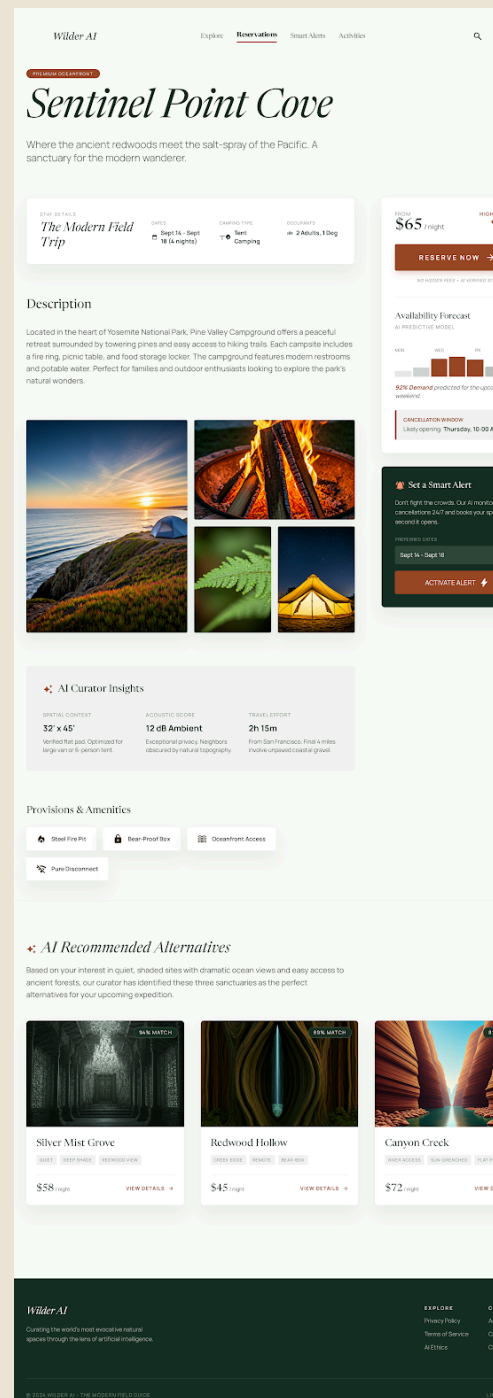
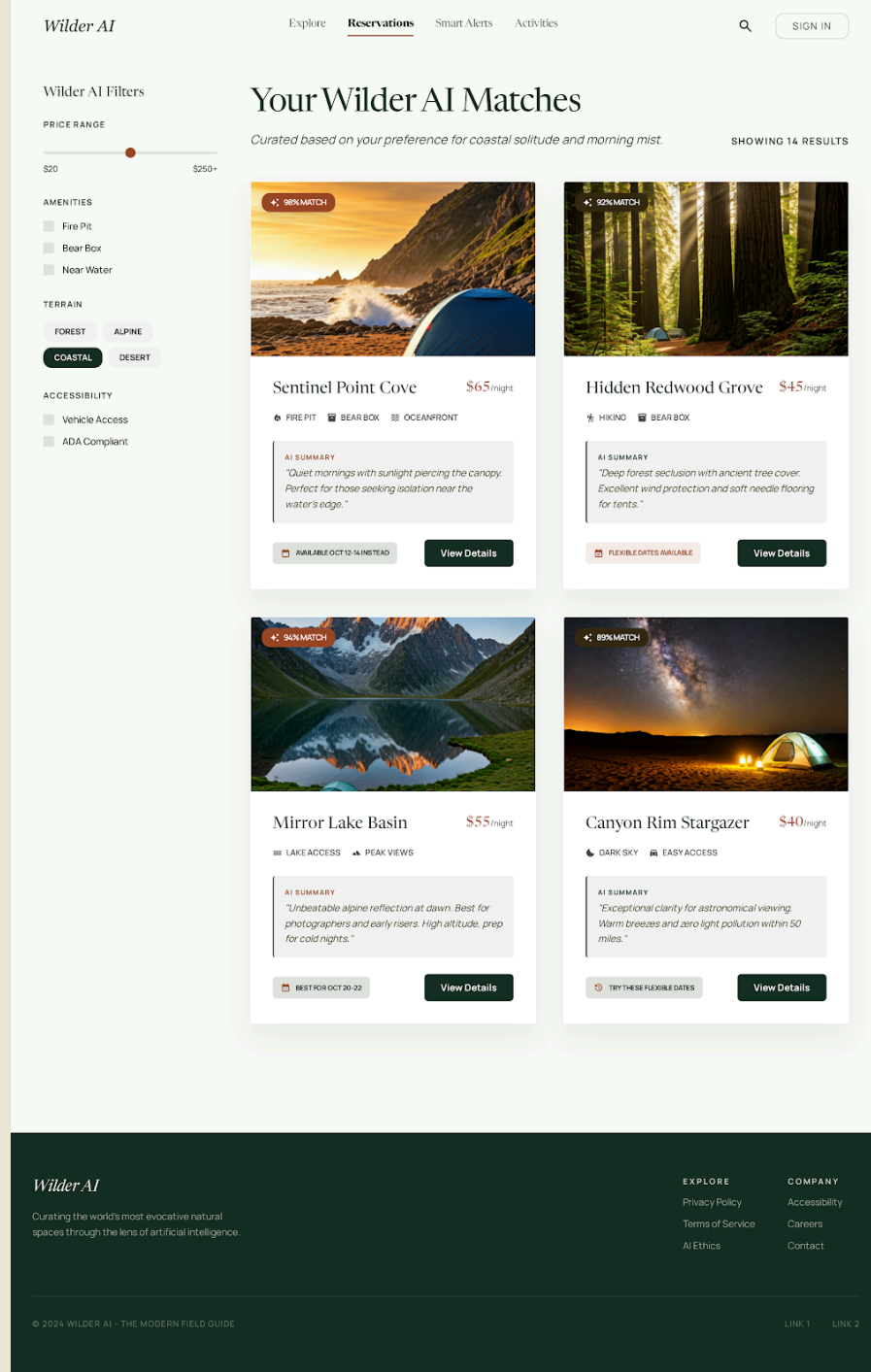
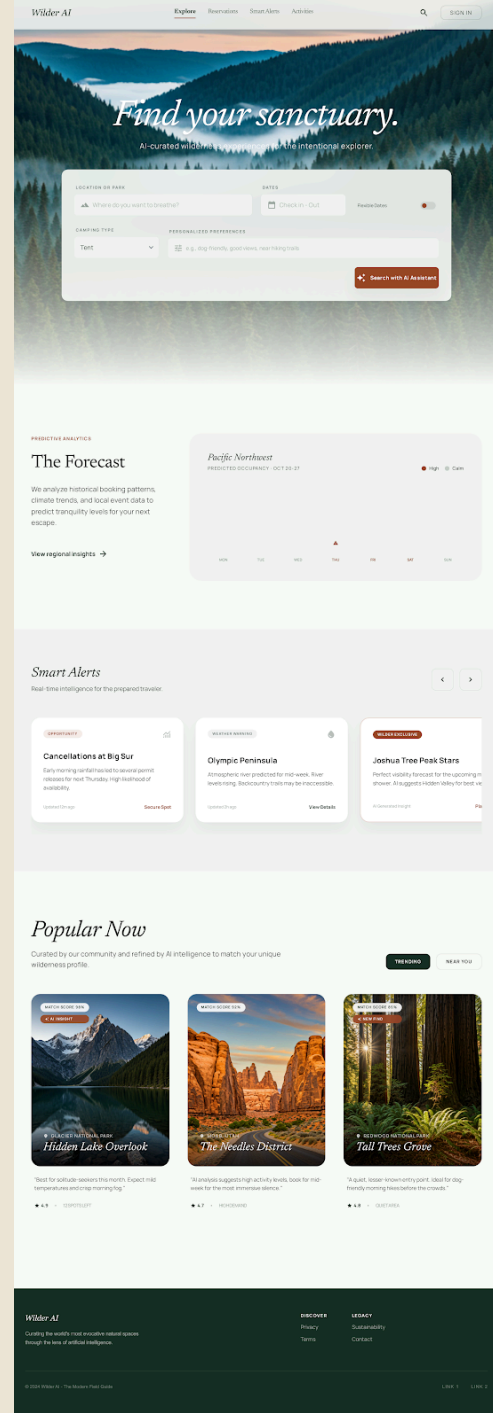
- AI excels at structured output + UX thinking
- Real functionality requires API integration (e.g., ReserveCalifornia/Recreation.gov)
- Clear, specific prompts → significantly better results
- Important distinction: experience prototype vs. technical prototype

# Key Questions Asked

Low fidelity prototype link.

- Task 1 Home screen "You've heard about this new campsite booking tool. You land on the homepage. Without me explaining anything, tell me what you'd do first to find a place to camp."
- Task 2 AI Conversational Assistant "You want to find a quiet campsite near water, sometime in May, for you and a friend. Use the AI assistant to find something."
- Task 3 Search results + AI insights "You've searched for Yosemite, May 24–26, 2 guests. You're looking at the results. Walk me through how you'd decide which campsite to look at first."
- Task 4 Site detail + availability forecast "You've clicked into Pine Valley Campground. You're trying to decide whether to book it now or wait. What does this page tell you?"
- Task 5 Smart Alert Management (bell in top right corner with notification) "You couldn't find availability for Big Sur when you wanted it. Someone told you this app can watch for openings. Show me what you'd do with this screen."





17 · HIGH FIDELITY PROTOTYPE

# Key Questions Asked

High fidelity prototype link.

- Task 1 Home / Explore "You're planning a solo trip somewhere in nature next month. You want something quiet and off the beaten path. Land on this page and show me how you'd start looking."
- Task 2 Reservations / Results "You told the AI you're looking for coastal solitude and morning mist. These are your matches. Walk me through how you'd decide which one to look at first."
- Task 3 Site detail / Sentinel Point Cove "You've clicked into Sentinel Point Cove. You want to go Sept 14–18 but aren't sure if you'll get it. What does this page tell you, and what would you do next?"
- Task 4 Smart Alerts "You set up alerts for a few places you couldn't book. This is your alerts dashboard. An opening just came through — show me what you'd do."

# Summarized Key Insights

Summary insights were generated using Claude AI based on user responses, then manually reviewed and finalized.

TASK	ESTHER	SEAN	TREVOR
T1 — Home / search	Lo-fi ✓ Hi-fi ✓ Completed both. Strong reactions to Tuesday tip (lo-fi) and natural language field (hi-fi).	Lo-fi ✓ Hi-fi ð Completed lo-fi. Hi-fi date picker and toggle non-functional on desktop.	Lo-fi ✓ Hi-fi ✓ Completed both. Activity-first lens — asks about permits, weather, and distance before anything else.
T2 — Results / AI	Lo-fi ✗ Hi-fi ✓ AI loop blocked in lo-fi. Hi-fi results clear — used match % + summaries confidently.	Lo-fi ✗ Hi-fi ✗ Blocked in both. Terrain toggle broken in hi-fi. Could not reach results screen.	Lo-fi ✓ Hi-fi ✓ Completed both. Lo-fi: gave highly specific multi-variable prompt. Hi-fi: decisions driven by photos and road distance, not just AI summaries.
T3 — Site detail	Lo-fi ✓ Hi-fi ✓ Both completed. Methodical decision-making. Set Smart Alert in hi-fi without hesitation.	Lo-fi ✓ Hi-fi ✗ Lo-fi completed with strong AI monitoring reaction. Hi-fi blocked by T2 failure.	Lo-fi ✓ Hi-fi ð Lo-fi: shops around when availability is high. Hi-fi: "Reserve Now" confused — which site? Wanted to browse all options first.
T4 — Smart alerts	Lo-fi ð Hi-fi ✓ Lo-fi: 3 labeling failures. Hi-fi: booked immediately, flagged button color inconsistency.	Lo-fi ✓ Hi-fi ✗ Lo-fi: created alert, wanted clearer status language. Hi-fi: blocked by T2 failure.	Lo-fi ✓ Hi-fi ✓ Both completed. Lo-fi: would set flexible monthly alert filtered to weekends. Hi-fi: would book immediately when alert fires.

# Highlight Differences

Summary insights were generated using Claude AI based on user responses, then manually reviewed and finalized.

## Lo-fi — structural & interaction feedback

- AI assistant chat loop confirmed by Esther — all three sub-options returned identical responses. Confirmed bug.
- Alert labeling failures documented by Esther and Sean — "Triggered 2X," alert type distinctions, and status language all unclear.
- Terrain toggles in AI assistant non-functional — blocked Sean from reaching results via this path.
- Tuesday availability tip valued by Esther and Trevor — actionable for flexible-schedule users, dismissed by date-locked users (Sean).
- "Perfect Match" context tags praised by Esther — does interpretive work that a score alone doesn't.
- AI monitoring for weather/emergencies resonated deeply with Esther (Yellowstone). Strongest emotional reaction of the lo-fi.
- Trevor's multi-variable AI prompt revealed the conversational path needs to handle complex, interdependent criteria — not just single-variable chips.

## Hi-fi — emotional & content feedback

- Not testable on desktop for Sean — calendar picker, toggles, and filters non-functional. Mobile-optimized prototype.
- "Reserve Now" button confusion from Trevor — which site am I booking? Wanted to browse all available sites first. "Going fast" label would shift behavior.
- Esther used Personalized Preferences field exactly as intended — natural language entry for vague preferences worked.
- "Thursday 10am" cancellation window drove immediate action from Esther — specificity is more actionable than a percentage.
- Auto-book in Smart Alert praised by Esther — "books your spot the second it opens" removes the stress of the booking window entirely.
- Photos were the primary decision driver for Trevor and Esther — examined before any text on every screen.
- Button color inconsistency in alerts (green vs. orange) flagged by Esther — no logic explained, created uncertainty about what each state meant.

# Reflect on Changes

Summary insights were generated using Claude AI based on user responses, then manually reviewed and finalized.

## Lo-fi → fix before next round of testing

- Fix AI assistant loop — "View Recommended Campsites" must navigate to actual results, not return same options. Confirmed bug from Ester's session.
- Rewrite alert status labels — "Monitoring — no availability yet" vs. "Opening found — Book Now." Plain language, no interpretation required.
- Explain "Triggered 2X" — tooltip or expanded label. Add a one-line legend for the three alert types (Cancellation, Price Drop, Availability).
- Add a "done" state to AI chat — clear "See your matches →" CTA once location, dates, and party size are filled.
- Keep "Perfect Match" context tags — most praised element of the lo-fi. Extend pattern to all match levels, not just top results.

## Hi-fi → fix and expand before next round

- Rebuild as desktop-responsive — calendar date picker, functional toggles, and working filters are table stakes for desktop testing.
- Standardize "Book Now" button logic — color must encode meaning. Green = available now. Greyed = monitoring. Orange = needs explanation or removal.
- Personalized Preferences free-text field is validated — Ester used it exactly as intended. Prioritize in the final design.
- Auto-book in Smart Alert praised by both Ester (hi-fi) and Dorothy (simulated) — confirmed as a priority feature to build and make prominent.
- Cancellation window timestamp ("Thursday 10am") drove immediate action — keep specificity. Add this pattern to lo-fi iteration too.

# Organize by Themes

Summary insights were generated using Claude AI based on user responses, then manually reviewed and finalized.

**MEDIUM PRIORITY**

**Add recurring weekend alert type**

Trevor needs "notify me any weekend in April if Big Sur has availability." A new alert scheduling pattern for flexible, day-of-week-constrained users.

Trevor

**MEDIUM PRIORITY**

**Surface site-level terrain and physical details**

Trevor's rooftop tent requires flat ground — a filter that doesn't exist anywhere. AI summaries should describe each site's physical layout (slope, shade, surface).

Trevor

**MEDIUM PRIORITY**

**Add pre-booking contextual info layer**

Trevor and Esther both search externally for permits, seasonal closures, and weather. Surfacing this inside the product reduces drop-off before booking begins.

Trevor Esther

**CRITICAL — FIX NOW**

**Rebuild hi-fi as desktop-responsive**

Sean completed 1 of 4 hi-fi tasks due to non-functional controls. Valid desktop testing requires functional date pickers, toggles, and filters.

Sean

**CRITICAL — FIX NOW**

**Fix AI assistant chat loop**

All three sub-options return the same response. "View Recommended Campsites" must navigate to actual results — confirmed by Esther.

Esther

**HIGH PRIORITY**

**Handle multi-variable AI prompts**

Trevor's prompt ("2-hour drive, 4 people, 2 tents, flushable toilets, weekends in April") should produce filtered results. This is the strongest argument for a capable conversational AI layer.

Trevor

**MEDIUM PRIORITY**

**Standardize alert button color logic**

Esther flagged green vs. orange with no explanation. Color must map to a clear system — available, monitoring, or unavailable — with no ambiguity.

Esther

**MEDIUM PRIORITY**

**Clarify "Reserve Now" on site detail**

Trevor didn't know which specific site he was booking. Show available site options before the CTA, and use "going fast" language when inventory is low.

Trevor

**LOWER PRIORITY**

**Extend "Perfect Match" context tags**

Most praised lo-fi element. Tags like "quiet, near water, high availability" do interpretive work a score alone doesn't. Apply to all result cards.

Esther Sean Debbie John

**HIGH PRIORITY**

**Rewrite alert status language**

Esther and Sean both couldn't distinguish "monitoring" from "available." Explicit text, tooltip for "Triggered 2X," and a legend for alert types needed.

Esther Sean Debbie John

**HIGH PRIORITY**

**Add auto-book toggle to alerts**

Praised by Esther and Debbie/John. Converts a high-stress booking window into a hands-off safety net. Already in hi-fi — surface it in lo-fi too.

Esther Debbie John

**HIGH PRIORITY**

**Replace availability % with concrete scarcity language**

Trevor confirmed "going fast" or "2 sites left" changes behavior more than an abstract percentage for deliberate shoppers.

Trevor Sean

# Capstone Project - Part 3

## Building User Trust and Defining Automations

An AI-assisted redesign of California's campsite reservation system

# Control vs Automation Tradeoffs

Develop three distinct variant designs exploring different balances between user control and system automation.

# Direct Manipulation

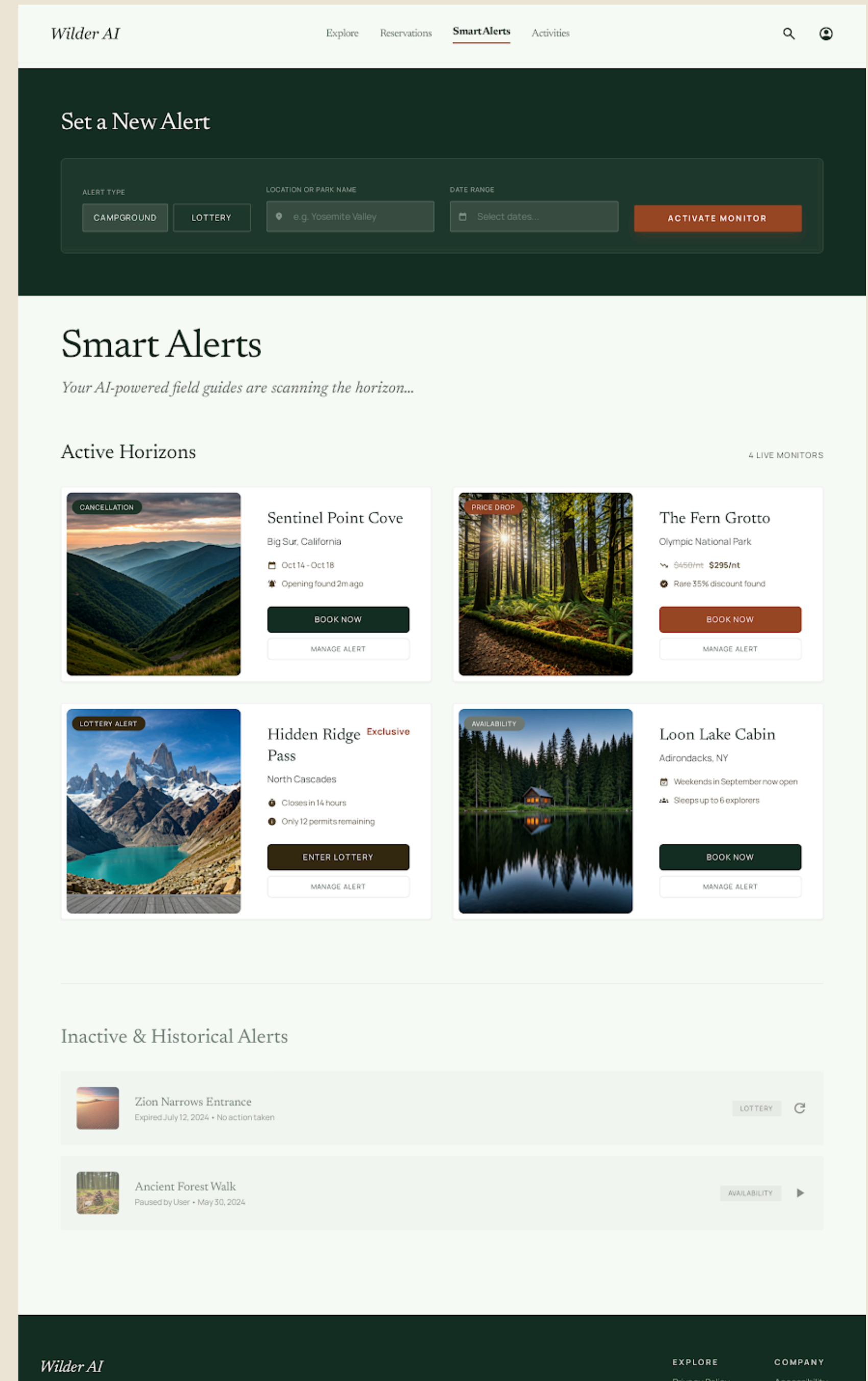
In this model, the user remains fully in control and actively drives the experience.

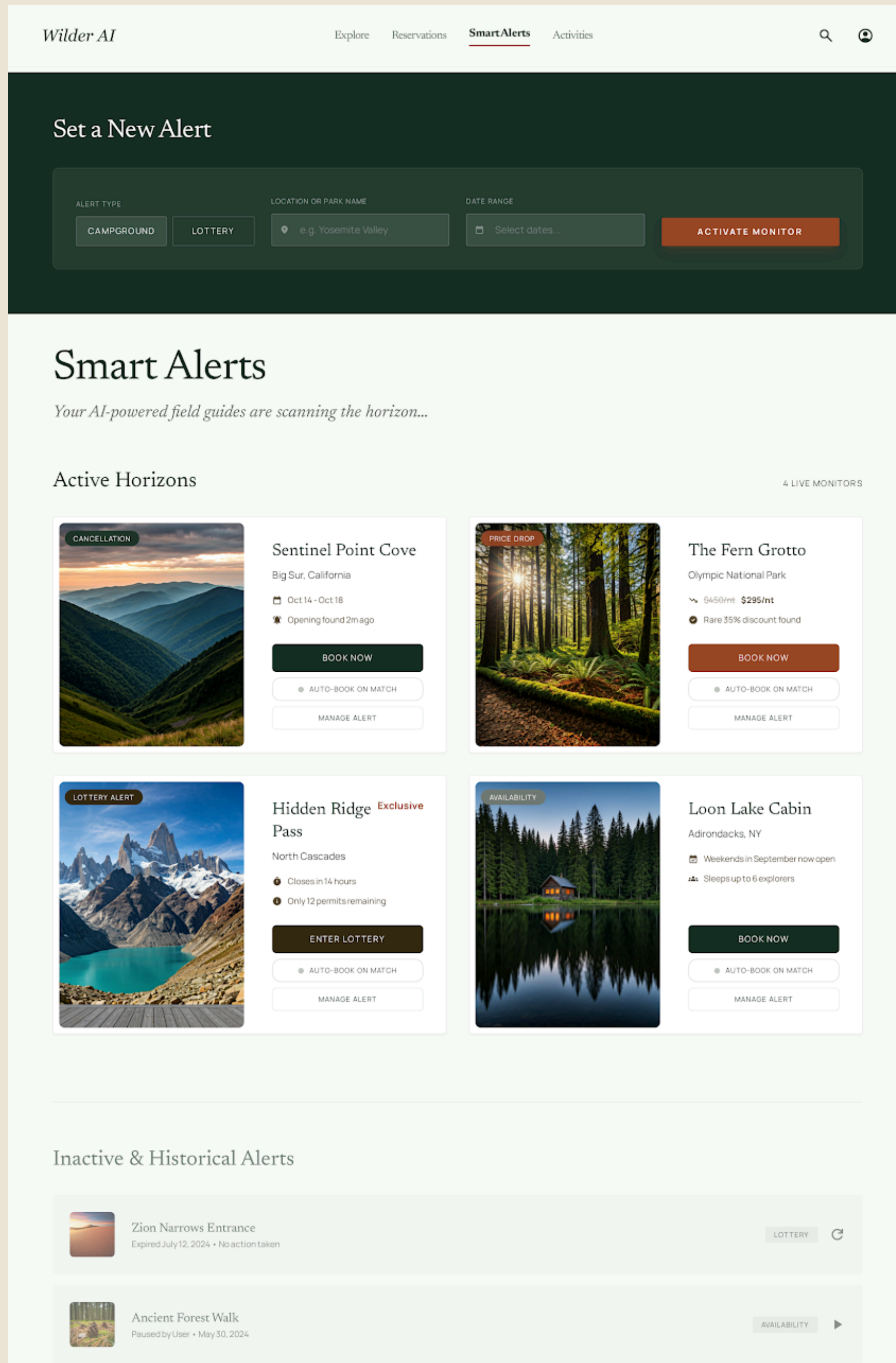
- The user inputs search criteria such as location, dates, and flexibility
- The system surfaces notifications when inputted criteria is met
- The user sees the notification then decides if they want to complete the booking

**Strengths:** This approach maintains transparency and user control. It allows users to actively explore, refine, and compare options, which builds confidence in decision-making.

**Weaknesses:** It still requires effort from the user. Users are still responsible for acting quickly.

\*FAVORED APPROACHED FOR THIS PROJECT





# Interface Agent

In this approach, the system acts as an autonomous agent that books campsites on behalf of the user.

- The user inputs preferences such as location, dates, flexibility, and amenities
- The AI continuously monitors availability and automatically books a campsite when a strong match becomes available
- The user is notified after the booking is completed

**Strengths:** This approach maximizes efficiency by automating the booking process and removing the need for constant user monitoring.

**Weaknesses:** There are significant ethical and trust concerns. In a highly competitive system, enabling AI to automatically book campsites could make the process feel unfair or inaccessible. All of the users I interviewed expressed discomfort with this idea and felt it would be wrong. This suggests that full automation could negatively impact trust and perceived fairness.

\*NOT FAVORABLE FOR THIS PROJECT

# Mixed Initiative

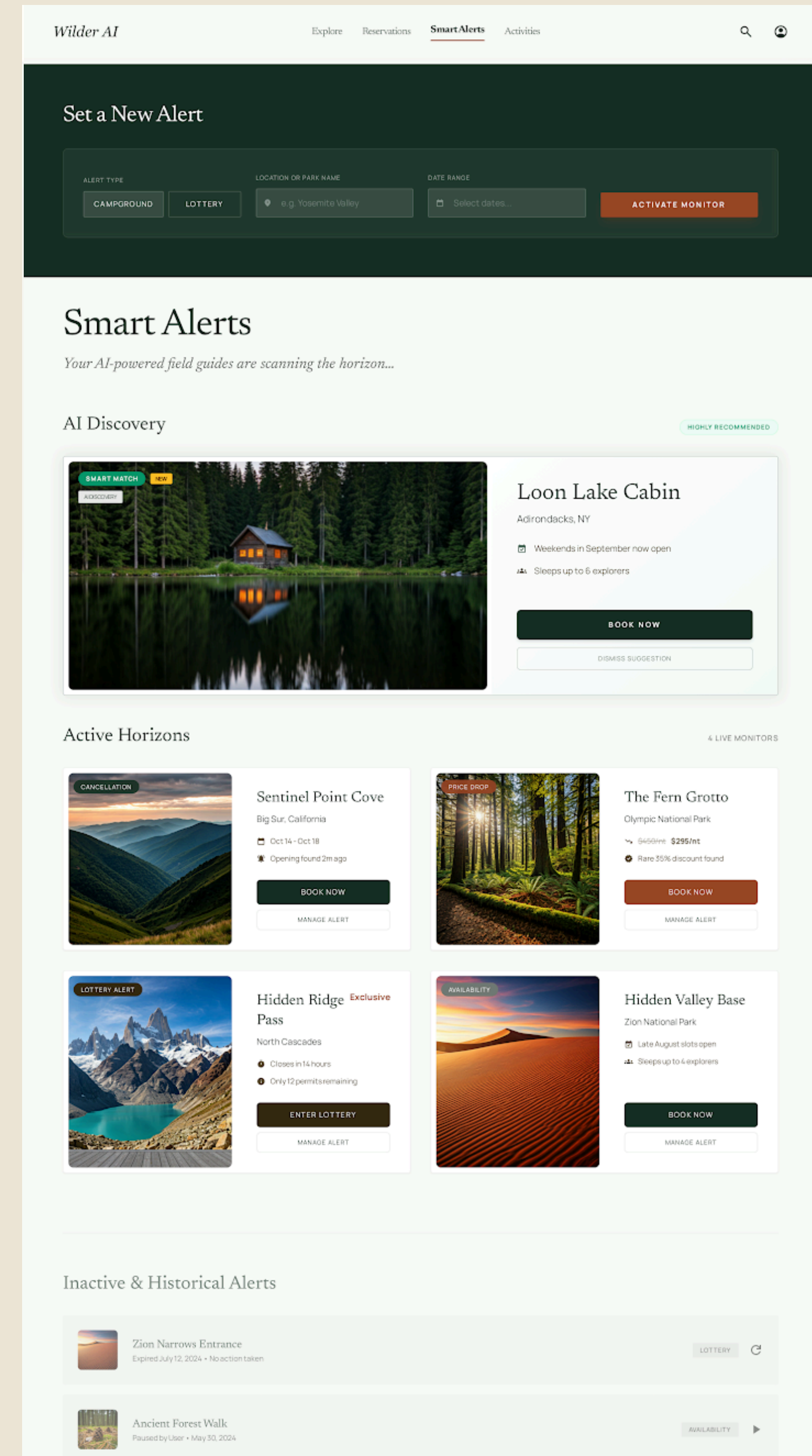
In this approach, both the system and the user take turns contributing to the task.

- The user provides initial preferences and intent
- The AI monitors availability and identifies high-quality matches
- The system proactively notifies the user when a relevant campsite becomes available
- The user chooses whether to view details, compare options, or proceed with booking

**Strengths:** This approach balances efficiency with user control. The AI reduces the need for constant monitoring by surfacing relevant opportunities, while the user retains the ability to make the final decision. It directly addresses the core pain points of effort, timing, and uncertainty.

**Weaknesses:** The user still needs to act quickly when opportunities arise, which makes timing and notifications critical to the experience. If not designed well, alerts could feel overwhelming or easy to miss.

\*FAVORED APPROACHED FOR THIS PROJECT



# Updated Prototype

The revised prototype reflects key insights gathered from both low- and high-fidelity user feedback, with clear, intentional updates that improve usability and better align with user needs. These changes ensure the system supports informed decision-making without encouraging overreliance on AI.

[HAPPY PATH PROTOTYPE LINK](#)

# Key Usability Testing Outcomes

## ✓ WORKED

### Smart Alerts removed anxiety.

Participants said they would stop manually checking the site if they trusted the alert would fire.

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### AI-labeled summaries were welcome.

Explicit labeling increased trust rather than reducing it, users liked knowing what was curated.

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### Search function

Being able to view multiple campgrounds in one search based on the criteria the user needed.

## × DIDN'T

### Match score didn't make sense.

Participants read "92% match" and thought the verbiage was confusing, preferring clear verbiage like "Last available", etc.

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### Clearer language and visuals

Update with more visual hierarchy to the search list of available campsites broken down by campgrounds with a map visual.

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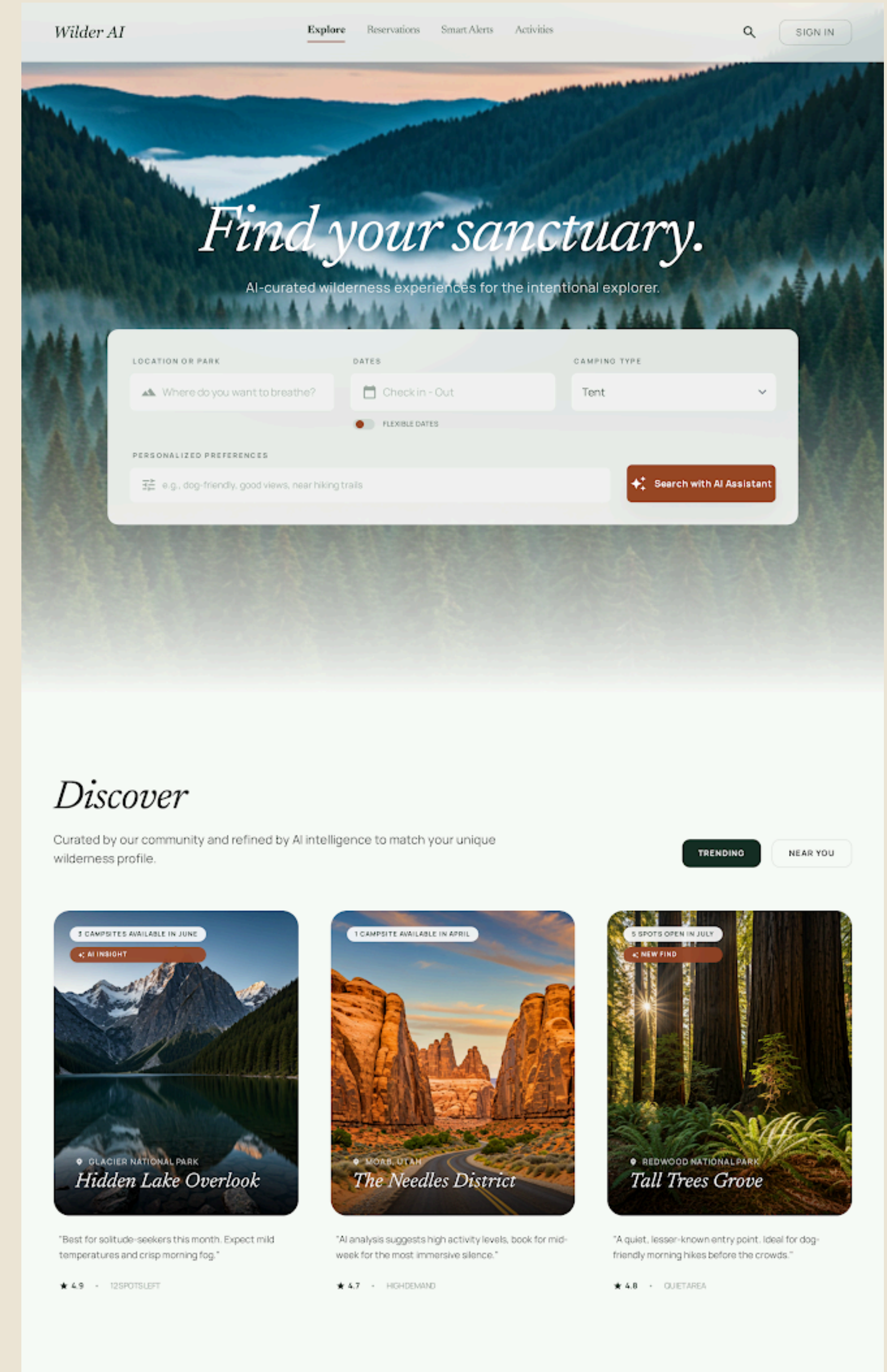
### Filters instead of conversational entry

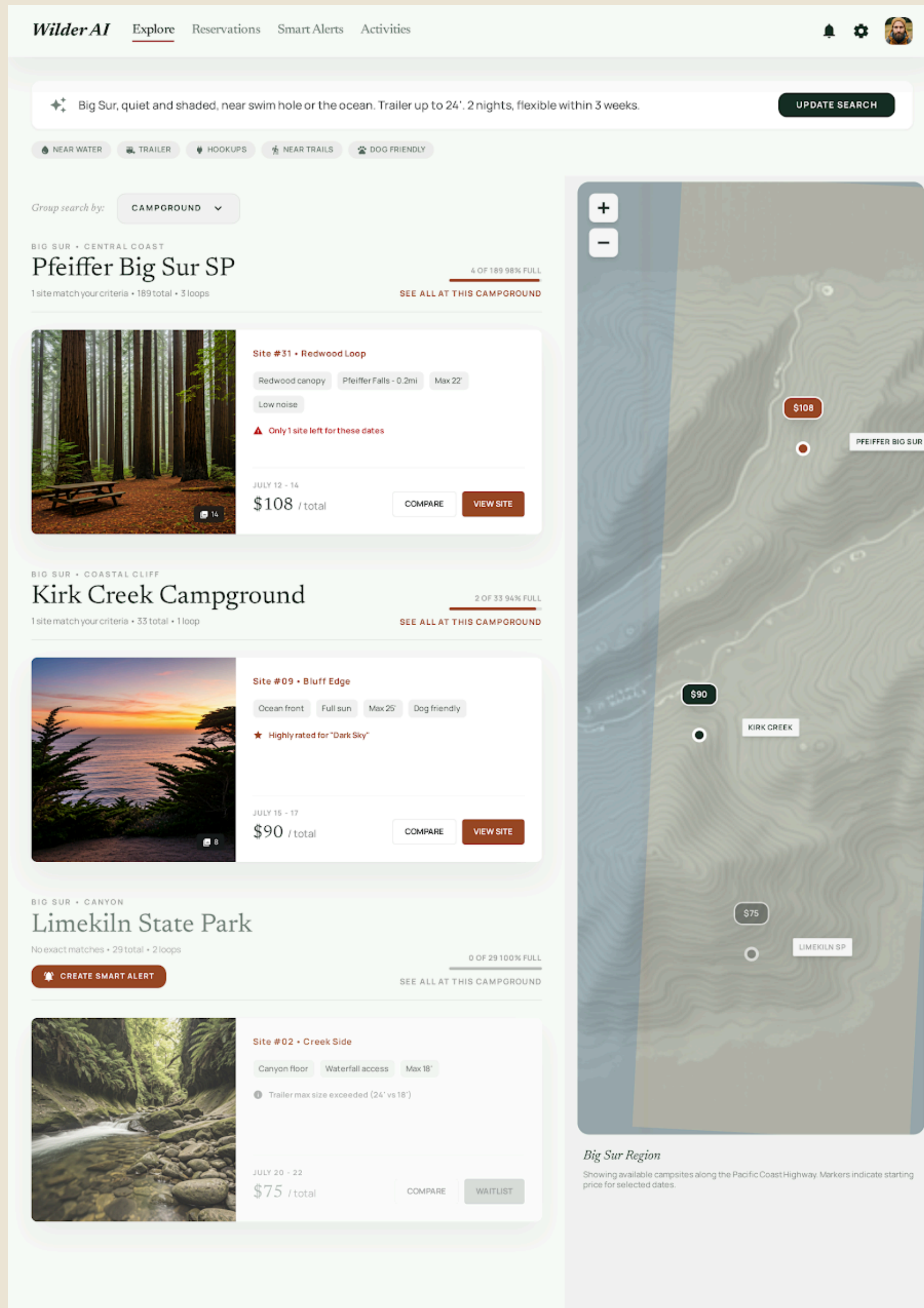
Updated to remove filters on search results and added an conversational entry for more complex criteria

# AI Powered Search

The landing page allows users to begin setting their preferences early, helping the AI understand their intent and surface the best available campsite options more efficiently. The Discover section reinforces that the AI is continuously scanning for new and relevant campsites, including options users may not have initially considered.

- A** Moved the Discover section higher in the experience to reinforce that the AI is continuously scanning and surfacing opportunities, even when users are not actively searching or don't yet know where they want to go.
- B** Introduced a "Trending" vs. "Near You" toggle to distinguish between public signals and personalized recommendations. This helps users better understand whether results are driven by broader demand patterns or their own preferences, increasing transparency and trust in the system.
- C** Smart Alerts row surfaces live, preference-matched cancellations inline.





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# AI Powered Search Results

Results are scored based on the user's inputs and displayed alongside a regional map for added context. Each result is actionable, allowing users to compare sites, view details, or create a Smart Alert for fully booked campgrounds. The experience reinforces that results are personalized and filtered specifically for the user's preferences.

- A Removed some of the traditional filters and instead added an input that allows users to continue refining and narrowing their search more dynamically.
- B Increased explainability by breaking results down at the campground level. For example, the system might show "1 out of 89 available campsites," with a clear explanation that the AI is narrowing results based on the user's inputs. If users prefer, they can choose to view all available campsites instead of the filtered recommendation.
- C Added a map to improve visibility into location without requiring users to leave the site. This was directly informed by user feedback and helps provide better spatial context during the decision-making process.

Wilder AI

Blending frontier intelligence with the timeless spirit of the wild. Our mission is to reconnect humanity with the natural world through thoughtful, sustainable

NAVIGATION

The Journal  
Basecamp  
Field Guides

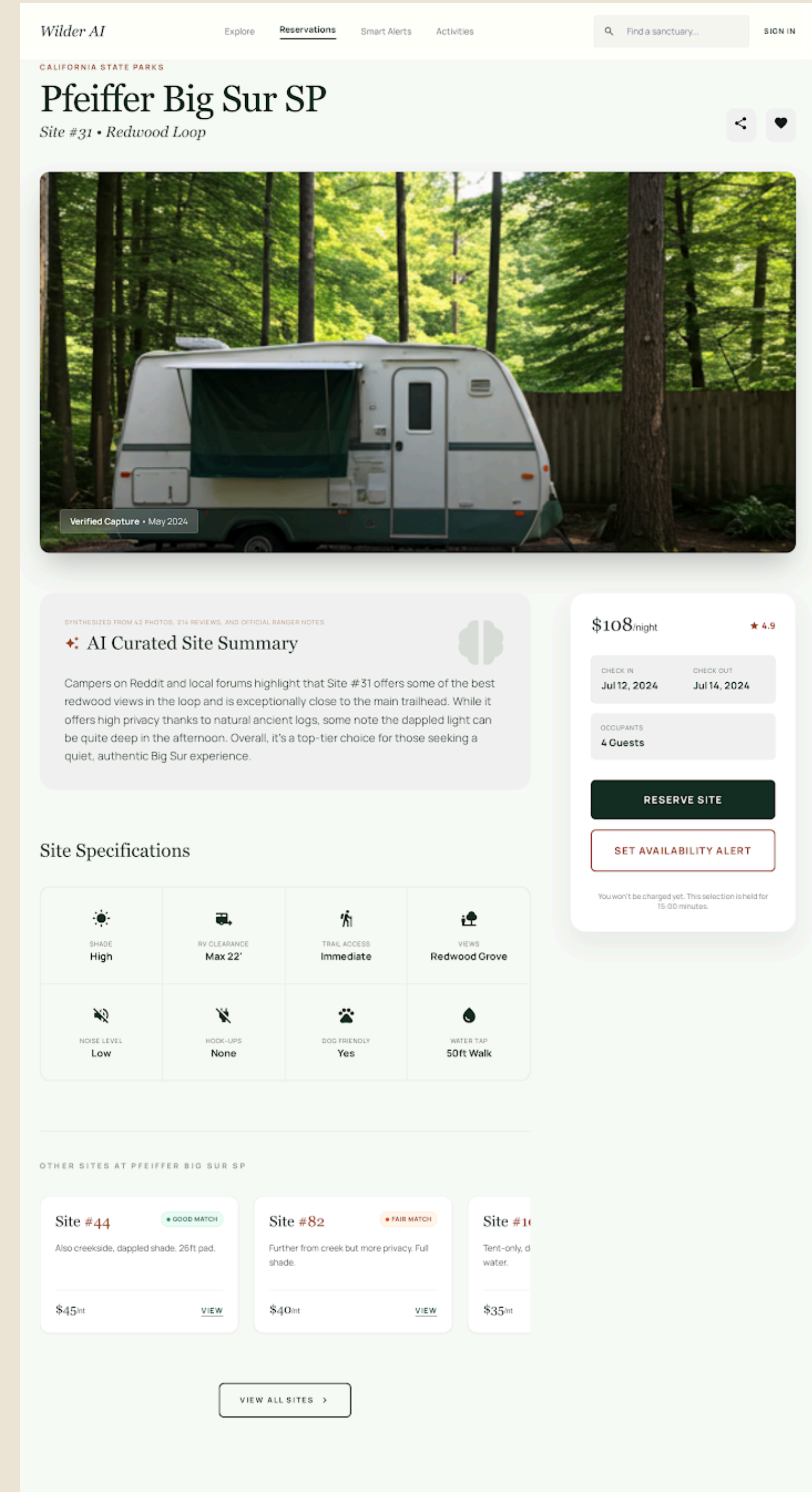
COMMUNITY

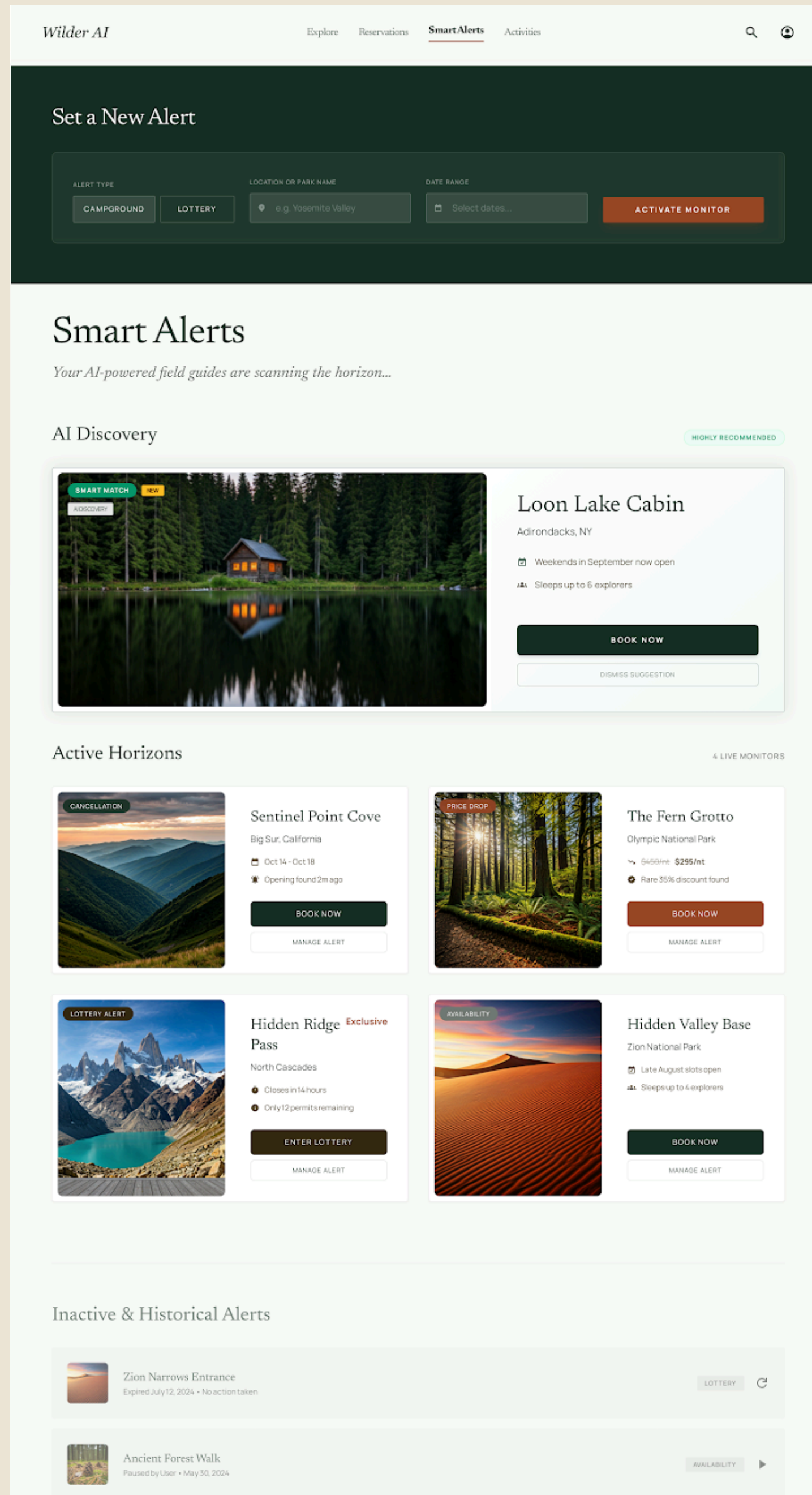
Wilder Stories  
Conservation Fund  
Member Benefits

# AI Curated Site Detail

The AI-curated site summary integrates insights from sources like Reddit, forums, and trip reports directly into the listing, surfacing the exact information that was previously driving users off-platform.

- A** *AI-labeled* summary with an explicit "Sourced from..." line, never blended with verified specs to increase trust by explainability.
- B** Site specs (clearance, trail access, noise, views) surfaced as icon grid, addressing trailer-camper frustrations.
- C** *Set Availability Alert* is always available, even when a site is available.
- D** Increased transparency by surfacing other available sites within the same campground. This allows users to compare options and reinforces that the AI is not hiding alternatives, but instead highlighting the best match based on their inputs. Giving users visibility into all options helps build trust and confidence in the recommendation.





31 · REVISED PROTOTYPE

# AI Smart Alerts

Smart Alerts address the stress of constantly checking for availability. Each alert acts as a standing agent, monitoring cancellations, lotteries, and pattern-based openings, all filtered through the user's saved preferences. The system also proactively surfaces relevant opportunities users didn't explicitly set alerts for, based on learned preferences and behavior.

- A Three alert types unified: *Cancellation* · *Lottery* · *Availability* labeled, not blended.
- B incorporated a human-in-the-loop approach where alerts propose a potential booking action, but the system never completes a booking on the user's behalf. This decision was driven by user feedback, which highlighted ethical concerns around fairness and control in a highly competitive environment. Keeping the user responsible for the final action helps build trust while still benefiting from AI support.
- C Historical alerts remain visible, learning signal for the matching model.

# Updated to increase user trust

Principles I applied to AI aspect in the product. Each maps directly back to a pain point in research.

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- 1 Explainability**  
Show why results are surfaced (e.g., 1 of many campsites). Users can view more options to validate AI choices.

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  - 2 Transparency**  
AI-generated summaries clearly labeled and sourced from multiple inputs. Not presented as absolute truth.

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  - 3 Human-in-the-Loop**  
AI suggests, user decides. No auto-booking to ensure fairness and maintain control.

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  - 4 Predictability**  
Consistent behavior based on user inputs. Smart alerts reinforce expected system actions.

# Thank you.

## AI TOOLS USED THROUGHOUT THE PROCESS:

**Claude / ChatGPT** - insight testing and content refinement

**Granola** - user interview capture and synthesis

**Figma Make** - low-fidelity wireframes

**Lovable / Cursor / v0 / Replit / Magic Patterns / Claude Design / Stitch** - rapid prototyping

**Stitch** - high-fidelity wireframes