



“TASTE OF UPSTATE” UX PROTOTYPE

Colin Neal

Fall 2025

Figma For UX/UI (PMCG-318)

Pratt Institute

PROJECT CONTEXT

- This project involved developing a high-fidelity prototype for a **tourism-oriented website promoting specialty foods in Upstate New York (Capital Region & North Country)**
- The targeted audience are tourists traveling from urban centers in the Northeastern United States (NYC, Boston) who are seeking regional experiences.



MOOD BOARD

- The color palette and typefaces were carefully selected to invoke feelings of “rustic nostalgia” that are in keeping with the Adirondack/North Country regions above Albany.

NEILVARD SEMIBOLD

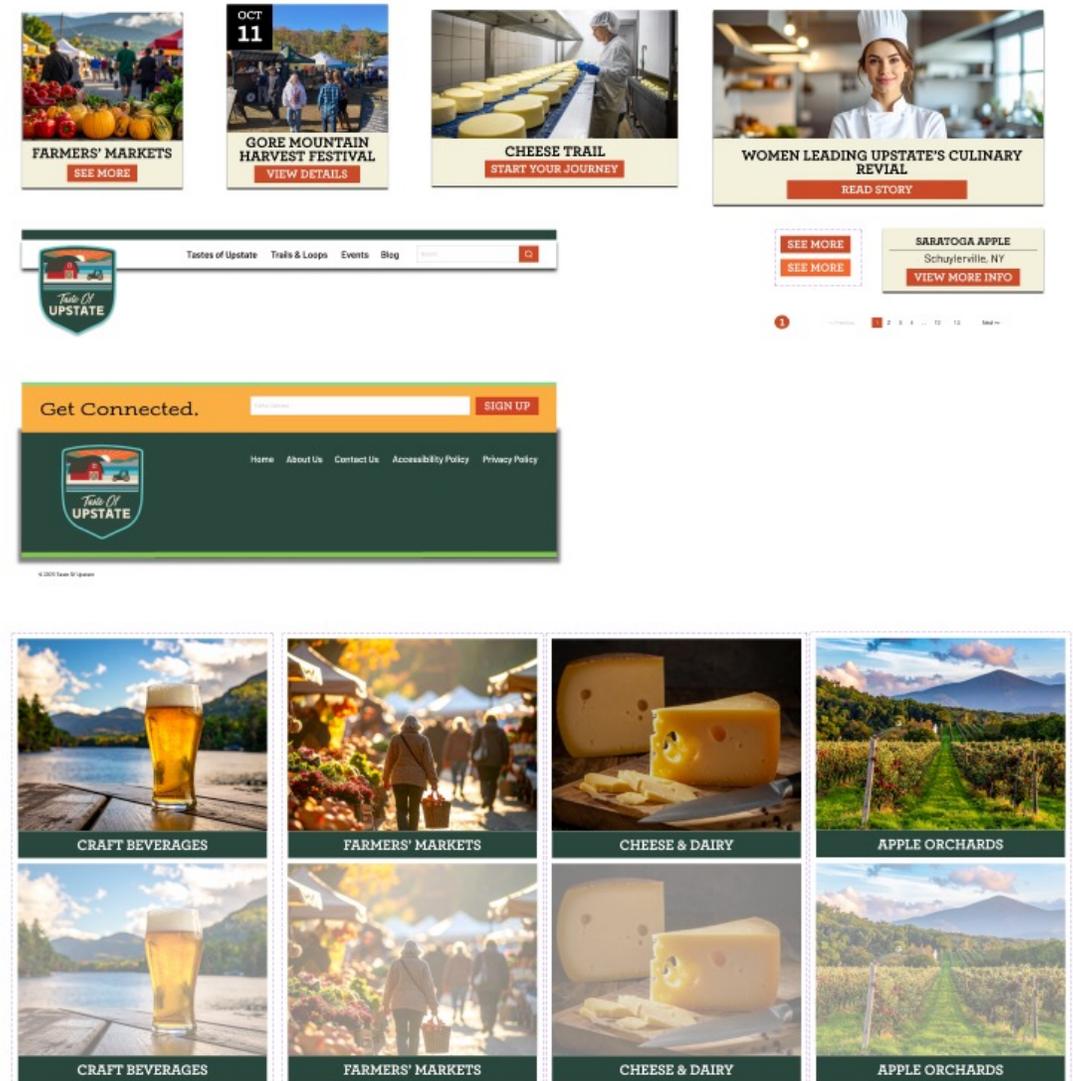
Mega Fresh Adorn Slab Serif
Comorant Garamond

ARCHER
Barlow



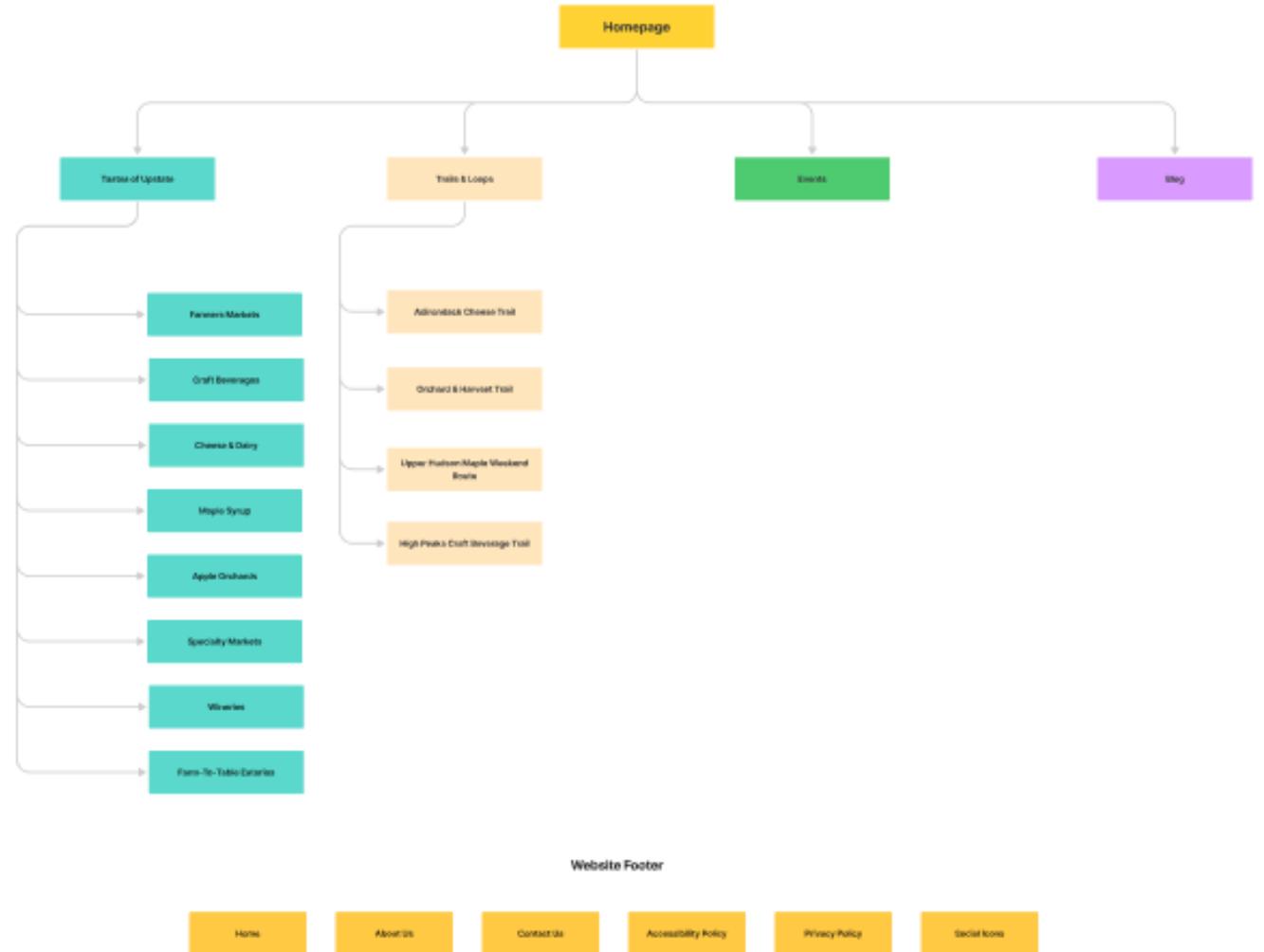
UI KIT

- The UI Kit was built upon components from the open-source **Foundation framework** (<https://get.foundation>), which was developed at ZURB, a Campbell, CA-based digital product design firm.
- The color palette used in the prototype met **AAA accessibility conformance levels** during testing, which is the **highest rating under the Web Content Accessibility Guidelines (WCAG)**.



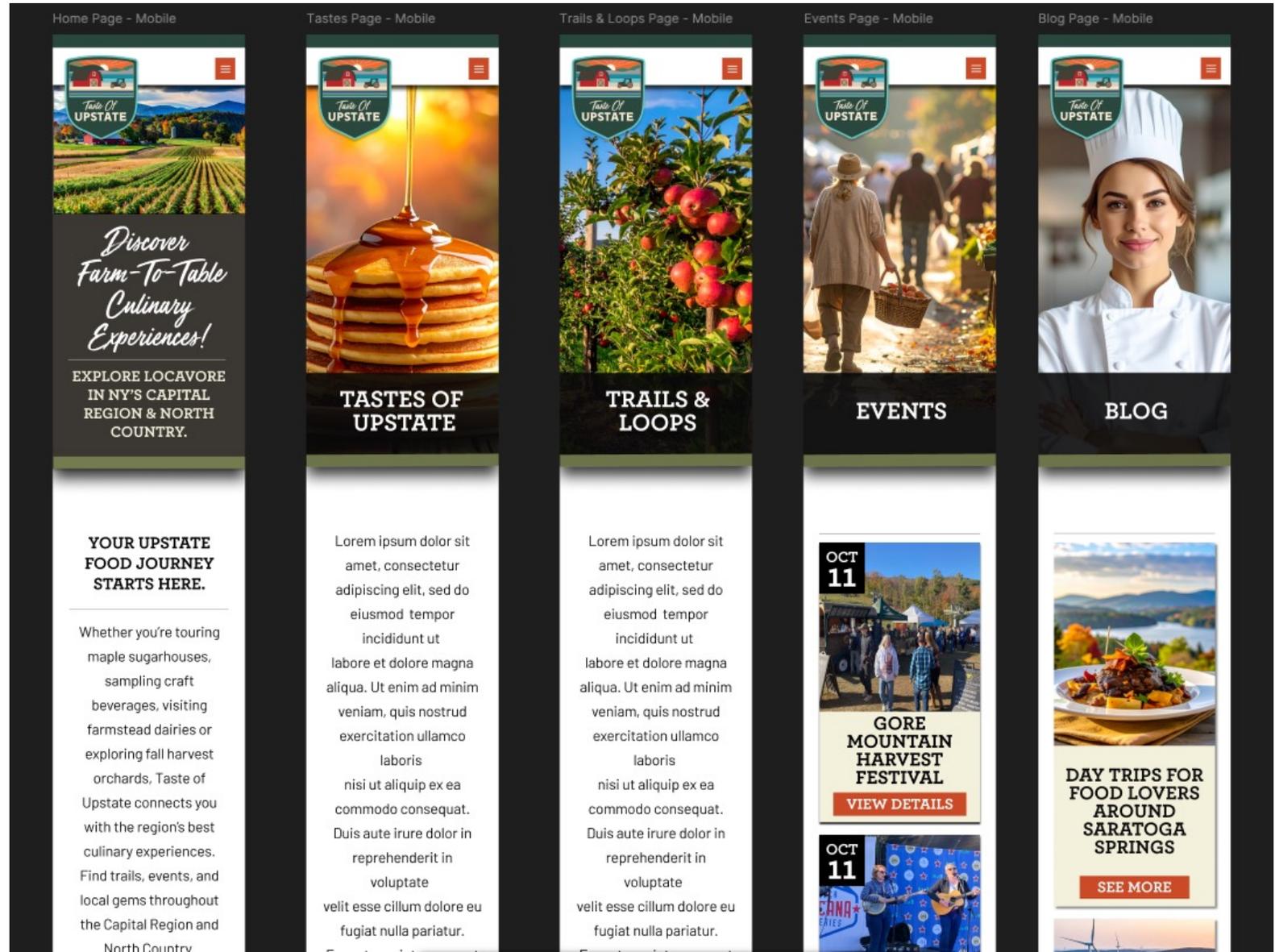
SITEMAP

- The information architecture of the website involves **four major categories** which are accessible from the homepage:
 - **Tastes of Upstate** (the categories of food venues)
 - **Trails and Loops** (routes with food attractions)
 - **Events**
 - **Blog**



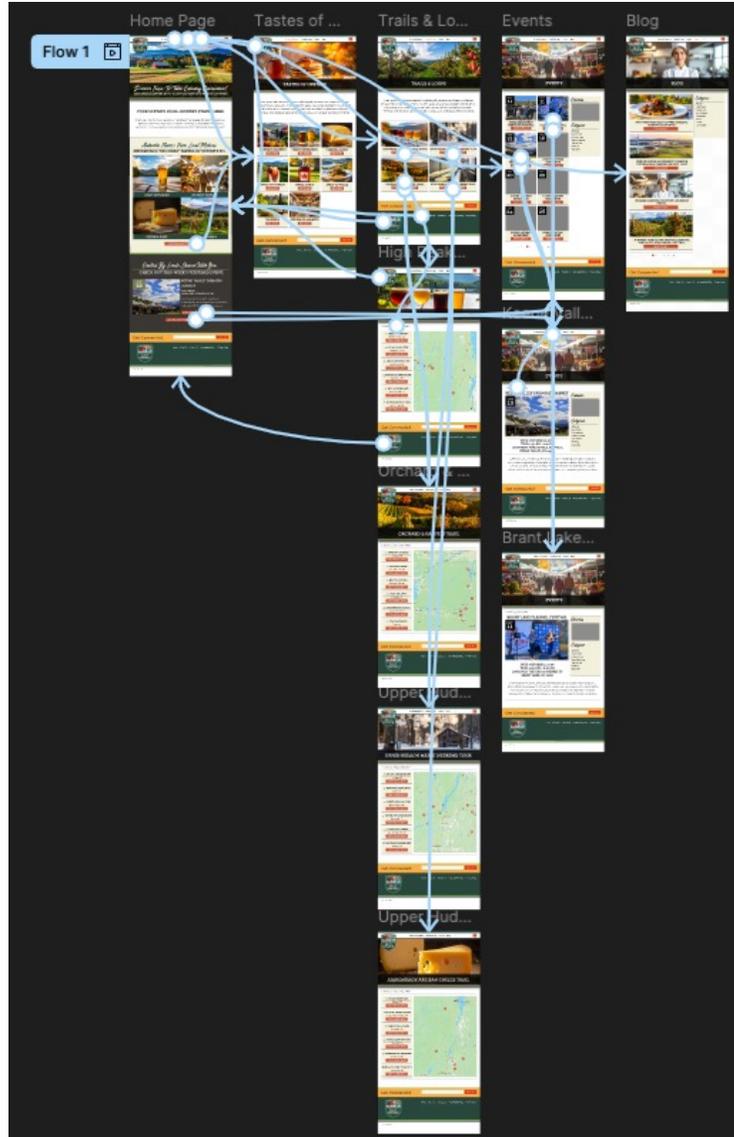
WIREFRAMES - MOBILE

- Many of the desktop screens were translated to mobile format to allow for testing on iPhone, Android and other smartphone devices



WIREFLOW

Desktop



Mobile



PROTOTYPES

- **Desktop:**

<https://www.figma.com/proto/DjuT917olb3eV4ia57X7rl/Taste-of-Upstate-UX-Prototype?node-id=2-113&p=f&t=hU8jrsB5V0aYjl9N-0&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=2%3A113>

- **Mobile:**

<https://www.figma.com/proto/DjuT917olb3eV4ia57X7rl/Taste-of-Upstate-UX-Prototype?node-id=294-1407&p=f&t=vO4Ltj8SBPFQ0JnG-1&scaling=scale-down&content-scaling=fixed&page-id=294%3A1406&starting-point-node-id=294%3A1407&show-proto-sidebar=1>