



**HEART OF THE PARKS**

HEARTBEAT OF NATURE

# Heart of the Parks

## The Heartbeat of Nature

The “Heart of the Parks- Heartbeat of Nature” app will present a wealth of information on three state parks in the Grayson, Kentucky vicinity, including detailed descriptions, amenities, and unique features, eliminating the need to carry multiple brochures or flip through pages of paper maps and guidebooks. Interactive maps and navigation (with GPS integration) will offer real-time location tracking, turn-by-turn navigation, and offline trail maps, ensuring users do not get lost, especially in remote areas.



# Mark Johnson

Age 32  
Job Title Marketing Specialist  
Status Married with 2 children  
Location Lexington, Kentucky

## BIO

Mark is adventurous and outgoing but also enjoys quiet time in nature. He is always up for trying new things and exploring new places. As a father and husband, he values spending time with family and friends and often plans his outdoor adventures around group activities. Mark's full-time employment is very demanding, but he makes the most of his weekends by getting outside. He often makes the commute from Lexington to Carter County on weekends. Mark has an MBA, and his annual income is \$88,489.

## GOALS

- Find new and exciting outdoor experiences
- Plan camping trips
- Learn about trails, campgrounds, and fishing spots
- Get tips on safety and best practice
- Share experiences

## NEEDS

- To plan and enjoy outdoor adventures in state parks
- To find new trails to hike
- To find campgrounds with great amenities
- to be informed of safety tips and resources

## CHALLENGES

- Does not have a lot of free time
- Is not familiar with a lot of the state parks in the area
- Wants to be sure the information is accurate and up-to-date

## PERSONALITY

- Adventurous
- Outgoing
- Social Butterfly
- Technologically savvy
- Conservationist

## Sample Color Palette

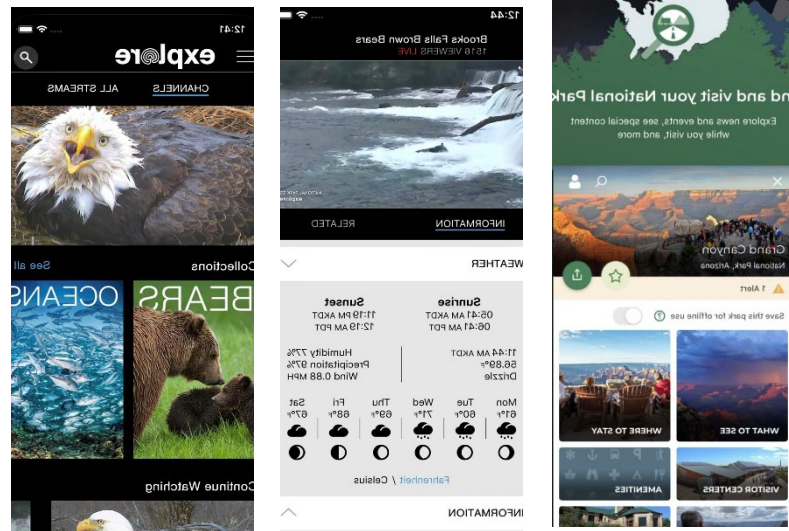


## Header Sample Montserrat Black

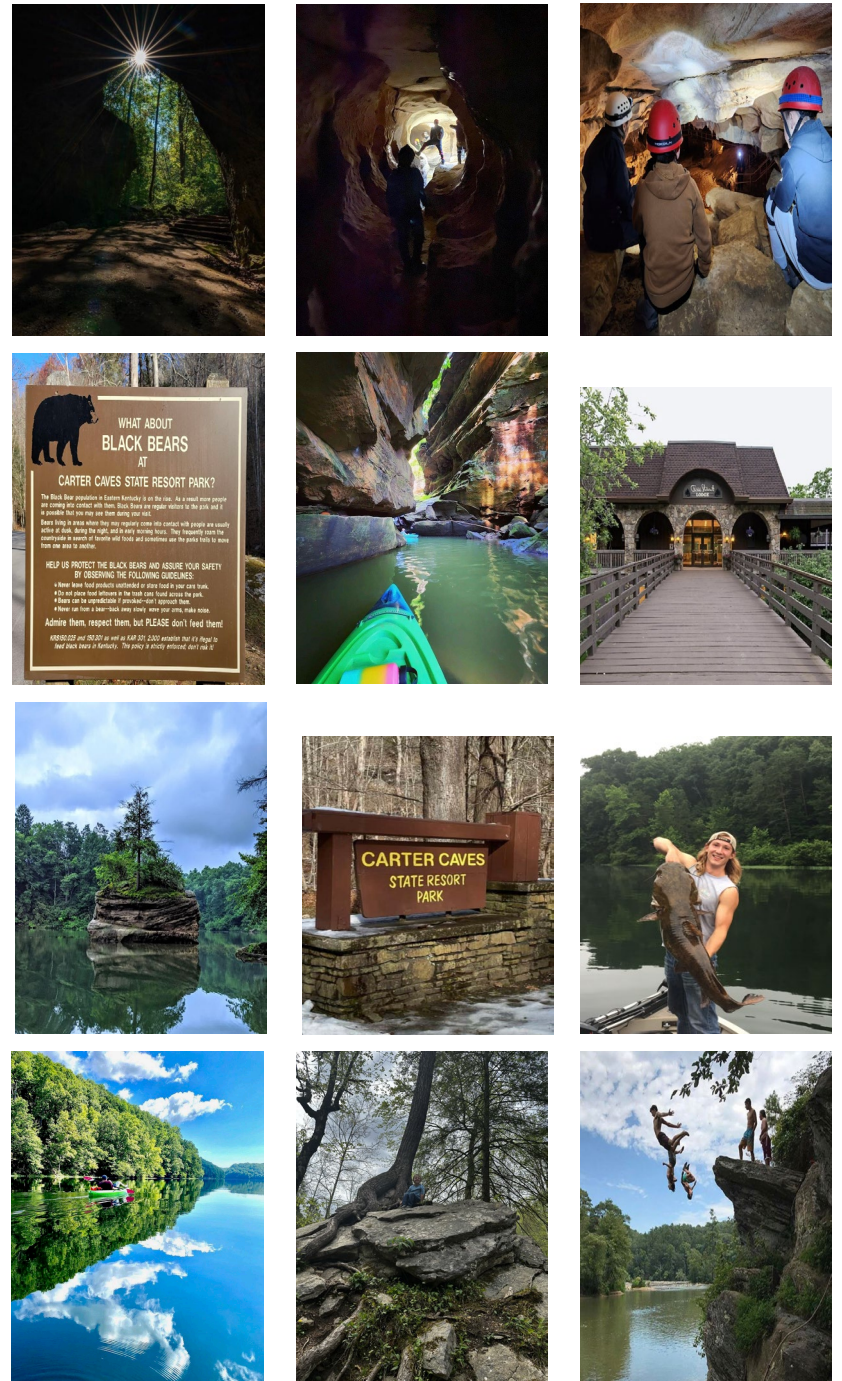
## Secondary Header Sample GaramondBold

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adipiscing elit, sed do eiusmod tempor  
Montserrat

## Design Inspiration



## Inspiration/Content





## HEART OF THE PARKS

HEARTBEAT OF NATURE



Buttons

Icons

Other Elements



**Heart of the Parks**

**Heartbeat of Nature**

**Get Started!**



Heart of the Parks

Email

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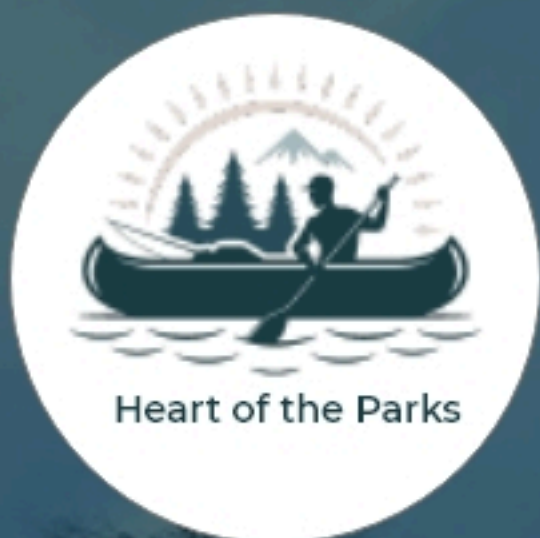
Password

---

Password Confirmation

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Create Account



Email

---

Password

---

[Forgot Password?](#)

Login

Sign Up



# Welcome!

Please select topics you are interested in.



Camping



Hiking



Boating



Fishing



Dining



Swimming



Rock Climbing



Lodging



Kayaking



Spelunking



Bird Watching



Equestrian



Cycling



Golfing

Next

Skip





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# Welcome!

Please select topics you are interested in:



Camping



Hiking

## "Heart of the Parks" Would Like to Send You Notifications

Notifications may include alerts, sounds, and icon badges. These can be configured in Settings.

Don't Allow

Allow



Kayaking



Spelunking



Bird Watching



Equestrian



Cycling



Golfing

Next

Skip

**Allow your location**



**We can give you a better experience  
if we know your location.**

**Sure, I'd like that!**

**Not Now**

# Home



## Grayson Lake



## Carter Caves



## Greenbo Lake



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# About



## Grayson Lake

Grayson Lake State Park spans 1,512 acres, showcasing stunning sandstone canyons and gentle slopes. This site was once a favored camping ground for the Shawnee and Cherokee Native Americans. To embark on an exciting adventure, explore the hiking trails, where you'll encounter various ferns, mosses, and lichens, as well as the blooming rhododendron, "lizard head rock," and the unique combination of beech-hemlock trees. Experience the outdoors by choosing a spot beneath the stars at the expansive 71-site campground open from mid-March to early November.

[Reserve a campsite](#)

[Daily lake conditions](#)

[Available Tee Times](#)

[This week's activities](#)



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# Daily Lake Conditions

Grayson Lake

March 2, 2024

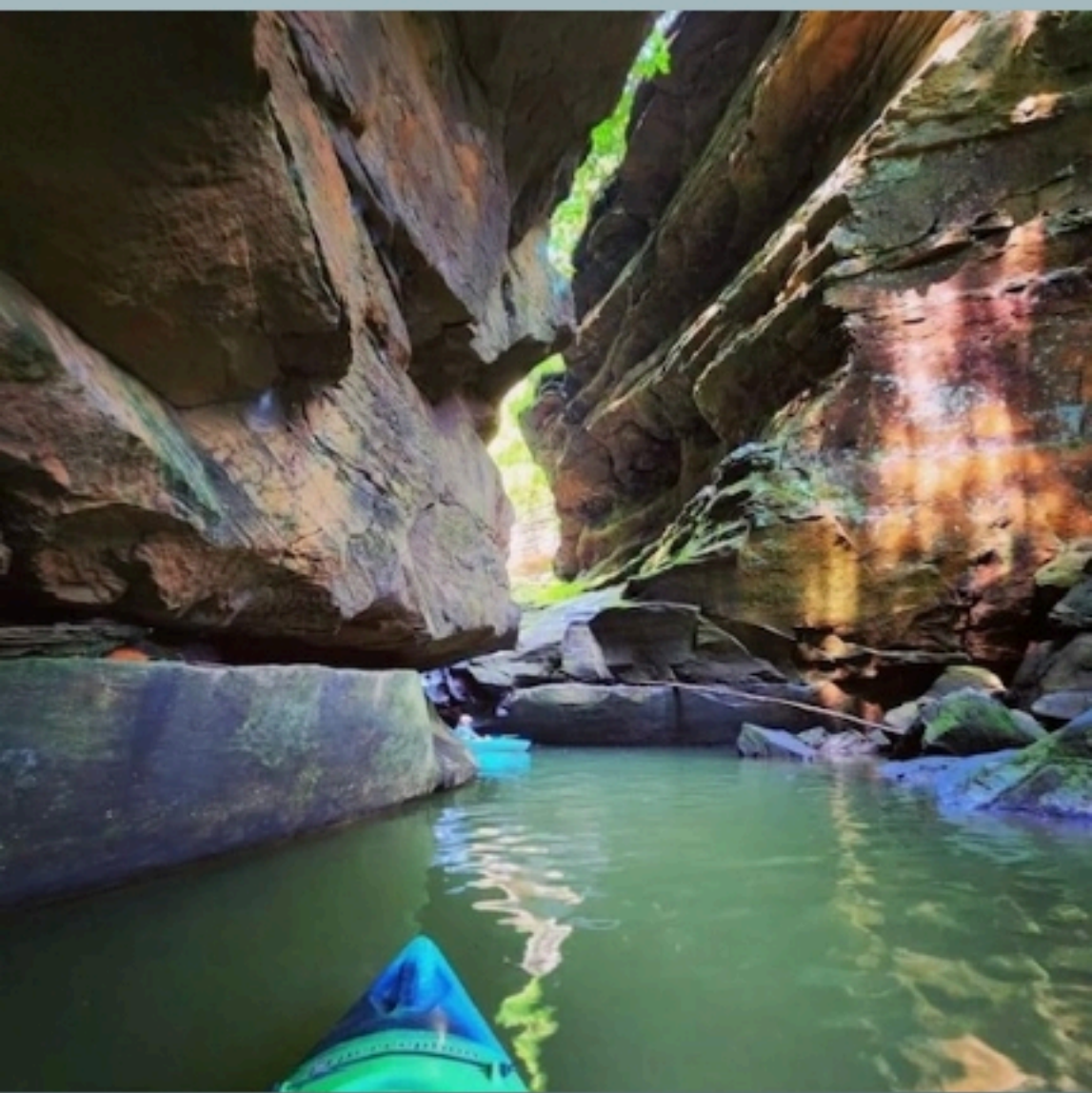
Lake elevation: 640.61 ft.

Outflow elevation: 593.18 ft.

Lake Temperature: 45.1 F

24 hr. precipitation: .86 in.

Lake appearance: murky



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