HORSE SENSE ACADEMY

User Experience Research & Personas

Website & VR User Personas, Journey Maps, & Wireframes

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Summer 2025

User Persona



"James"

RECENT GRADUATE
FORESTRY STUDENT &
PROSPECTIVE NATIONAL
PARKS EMPLOYEE

Age 21-25

QUOTE:

" I've got three months to learn enough about horses to land this ranger job. I need to master the theory first since I can't afford lessons and there's no stable nearby anyway."

KEY CHARACTERISTICS:

- Career-focused - Views horse skills as professional development, not a hobby
- Goal-oriented - Has a clear 3-month timeline to become job-ready
- Safety-conscious - Worried about making dangerous mistakes due to inexperience
- Self-directed learner - Prefers learning at his own pace and schedule
- Web-comfortable - Uses online resources for most learning, may be able to do some VR but the web and app based elements are important.
- Research-oriented - Tries to understand topics before hands-on practice thoroughly
- Theory-first approach - Wants to master concepts before attempting physical practice
- Practical focus - Concentrates on skills directly relevant to forestry work
- Time-constrained - Balances learning with current job-search

Goals

- Primary: Learn horse handling skills to qualify for a backcountry ranger position
- Timeline: Become competent within a 3-month job application deadline
- Knowledge-building: Master safety protocols and horse behavior theory
- Confidence: Feel prepared before handling real horses
- Cost-effective learning: Gain skills without expensive lessons or travel
- Self-paced study: Learn around his current work schedule
- Community connection: Get advice from experienced horse handlers online

Questions

- "Is this information comprehensive enough to actually prepare me for a job interview?"
- "How do I know I'm learning the right skills for backcountry forestry work versus just general horse care?"
- "Can I really become competent enough in three months using just online resources?"

Decision Influencers

- Job-relevance
- Comprehensive coverage
- Expert credibility
- Self-paced flexibility

Pain Points

- Time pressure - Only 3 months to become job-ready with limited study time
- Information overload - Too much scattered content online, hard to know what's essential
- Relevance uncertainty - Most horse content focuses on riding, not forestry applications
- Credibility concerns - Unsure which online sources are trustworthy vs. amateur advice
- Knowledge gaps - Doesn't know what he doesn't know about horse handling
- Confidence anxiety - Worried he won't be prepared enough for real-world application
- Budget constraints - Can't invest in expensive training or equipment
- Isolation - Learning alone without a mentor or hands-on guidance
- Assessment uncertainty - No way to test if he's actually learning correctly

HORSE SENSE ACADEMY - WEBSITE

Develop & Practice Good Horsemanship & Decisionmaking

1

"I need to beef up my horsemanship skills fast!" 😰

- Grew up with family that owned horses, but needs a refresher and more credible knowledge.
- Searches for "horseback riding forestry training"
- Finds Horse Sense Website

2

"This timeline seems aggressive but doable" 🤔

- Checks Pricing
- Reviews Customer Testimonials
- Signs up for free trial account
- Reviews resources & takes a quiz to customize his learning options
- Receives a report outlining a 3 month certificate pathway (for full members)



3

"The safety modules are really eye-opening." 👍🏼

- Upgrades to Full Account
- Customizes Dashboard & Learning Modules to Match Needs
- Focuses on safety module videos & interactive quizzes

4

"I feel much more confident approaching horses now" 😎

- Participates in online forums and expert webinars.
- Studies during lunch breaks
- Connects to nearby horse owner through Horse Sense community resources

5

"The certificates show I took this seriously" 🤓

- Completes CHA recognized certificates.
- Uses the provided reference guides to study for his interview.

6

"This platform was essential to my career move in forestry." 🥳

- Continues working on advanced modules.
- Builds a professional network through the website community resources.
- Signs up to mentor other Horse Sense students.

JAMES' *User Journey Map*

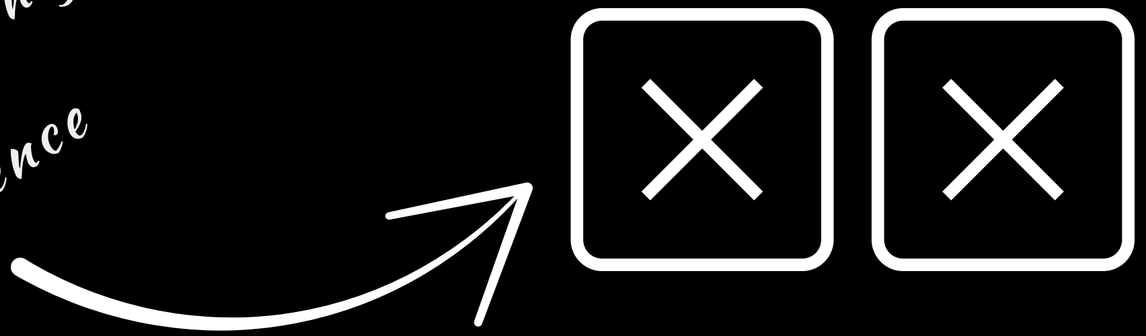
WIREFRAME: WELCOME TO HORSE SENSE

HORSE SENSE ACADEMY

Develop & Practice Good Horsemanship & Decisionmaking

about | **pricing** | **testimonials**

Toggle for VR or Website Only Login Experience



WIREFRAME: FIRST PAGE AFTER SIGN IN

CAROUSEL

WEBINARS

EVENTS

NEWS, ETC

VIDEOS

INTERACTIVES

REF. GUIDES

PRACTICE

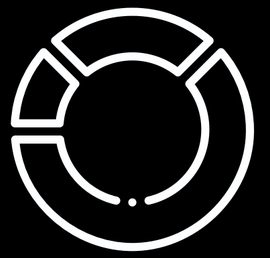
Community, mentorship & certifications links

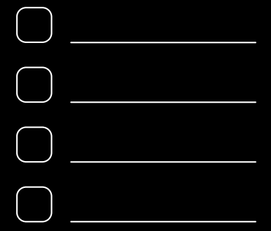












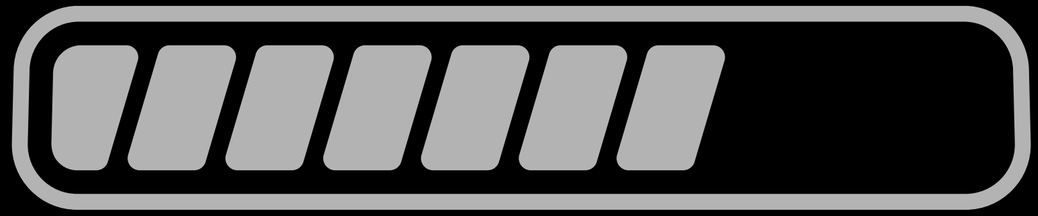




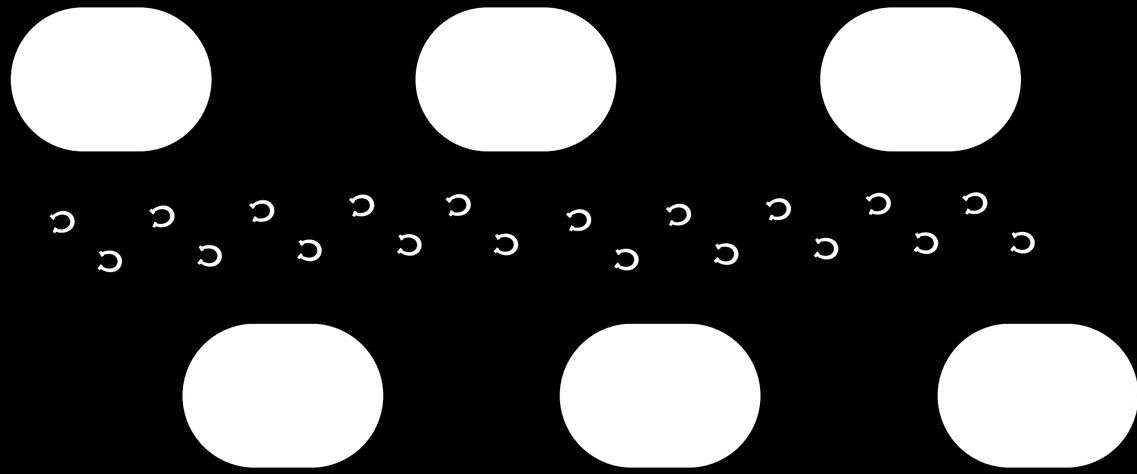
Personal Stats, To-do, Calendar

WIREFRAME: PROFILE / DASHBOARD

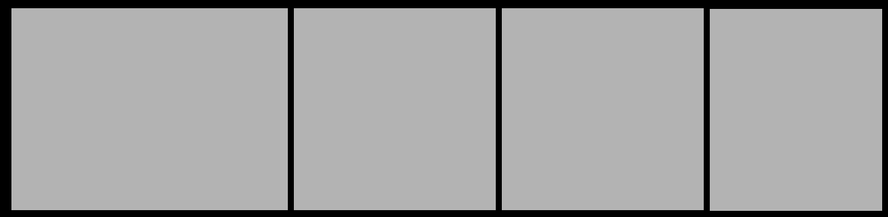
COURSE NAME PROGRESS BAR



LEARNING PATHWAYS



RECENT ACTIVITY CAROUSEL



ACHEIVEMENTS

User Persona



“Sarah“

OWNER OPERATOR - HEARTS & HOOVES EQUINE CENTER

Age 35-55

QUOTE:

"I didn't get into therapeutic riding to teach volunteers which end of the horse bites. I need them ready to work, not ready to learn what a halter is."

KEY CHARACTERISTICS:

- Mission-driven - Therapeutic riding is her calling, not just her job
- Time-conscious - Every minute counts when running a small nonprofit
- Practical problem-solver - Looks for efficient solutions, not perfect ones
- Safety-first mindset - Won't compromise on volunteer preparedness
- Budget-aware - Must justify every expense to the board/donors
- Tech-comfortable - Uses technology when it solves real problems
- Community-focused - Values her volunteers, but needs them properly trained
- Partnership-oriented - Works closely with husband Tom as a co-operator
- Results-oriented - Measures success by volunteer preparedness and rider outcomes
- Customization-focused - Generic solutions don't work for her specific horses/facility
- No-nonsense communicator - Direct, honest, doesn't sugarcoat problems

Goals

- Primary: Reduce time spent on basic volunteer training
- Safety: Ensure all volunteers understand horse safety before hands-on work
- Efficiency: Get volunteers work-ready faster with less supervision
- Quality: Maintain high standards for volunteer competency
- Focus: Spend more time on riders and therapeutic programs
- Tracking: Know which volunteers have completed which training modules
- Customization: Adapt training materials to her specific horses and facility

Questions

- "Will this actually save me time, or is it just more work to set up?"
- "Can I customize this for our specific horses and facility procedures?"
- "How do I know volunteers have actually learned what they need to know before they show up?"

Decision Influencers

- Demonstrated time savings
- Meaningful VR Experience
- Off-site availability
- Mobile/Web Components
- Cost vs. nonprofit budget
- Volunteer completion tracking

Pain Points

- Time drain - Spending hours training every new volunteer on basics instead of focusing on riders
- Repetitive explanations - Teaching the same safety rules and procedures over and over
- Inconsistent volunteer preparation - Never knowing what skill level volunteers will have when they arrive
- Safety anxiety - Worrying about untrained volunteers making dangerous mistakes around horses
- Resource fragmentation - Cobbling together training materials from multiple scattered sources
- No tracking system - Unable to verify volunteer readiness until they show up for work

HORSE SENSE ACADEMY - VR

Develop & Practice Good Horsemanship & Decisionmaking

1

"I need to train my volunteers" 😵‍💫

- Frustrated with the current training system.
- Searches for "equine volunteer training"
- Finds Horse Sense Website & VR Option
- Samples Content Preview

2

"This looks like a comprehensive solution." 🤔

- Checks Pricing
- Reviews Customer Testimonials
- Tests Interface in Headset Using Free Trial
- Impressed by the fidelity of VR environment in terms of tasks & presence



3

"I love that I can save time covering basics & reinforce learning about safety." 😍

- Upgrades to Full Account
- Customizes Dashboard & Learning Modules to Match Needs
- Establishes Volunteer Management System

4

"Now we can spend more time getting stuff done or teaching advanced skills." 😎

- Automated assignment emails & updates.
- Mobile quick references are available on website & connected app.
- Feedback
- Able to focus arena time with volunteers & horses

5

"I can see volunteer progress & volunteers have increased their comfort level and decision-making skills." 🤓

- Reviews monthly progress reports
- Receives positive feedback from volunteers

6

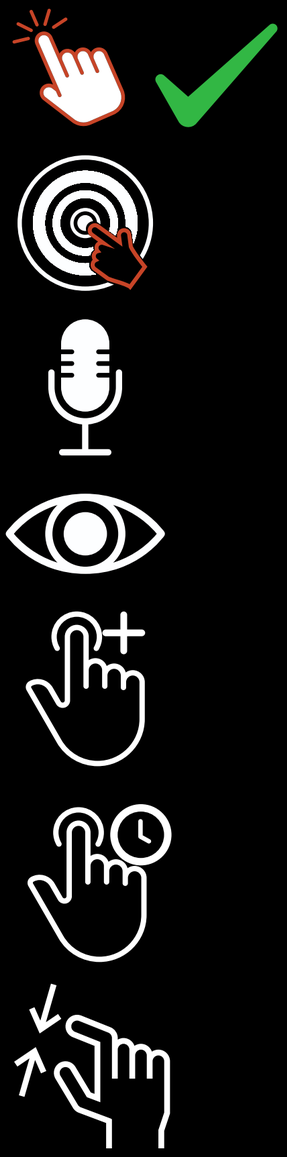
"Training is so much more streamlined! What did we do before this?" 🥳

- Content updates, including new VR emergency scenarios
- Advanced Volunteer Certifications
- Practice & Instructor Training Modules

SARAH'S *User Journey Map*

SCENE TITLE: WELCOME TO HORSE SENSE

USER INPUT:





USER SELECTION

Scene Name

AUDIO INSTRUCTIONS / AMBIENT

Ambient - Forest Sounds, Horse Winny
Instructions - “Welcome to Horse Sense, Select from the menu to start”

SCENE TITLE: GROOM & TACK - ENTRY

USER INPUT:



USER SELECTION

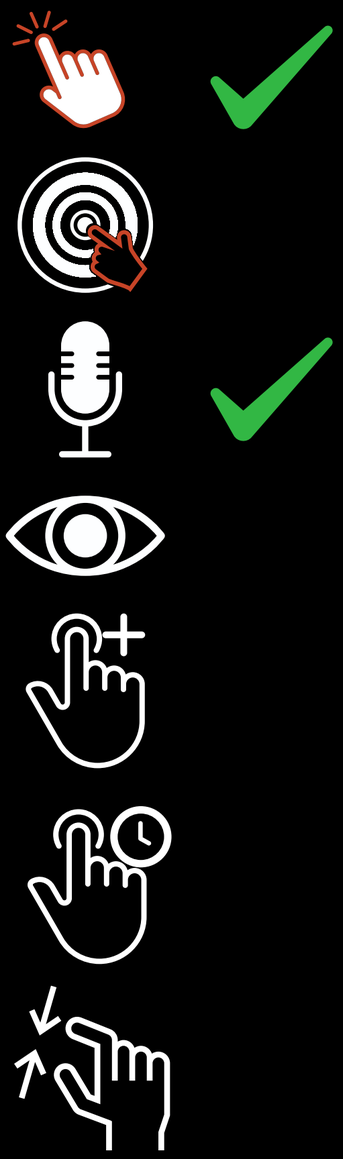
Scene Name

AUDIO INSTRUCTIONS / AMBIENT

Audio instructions

SCENE TITLE: GROOM & TACK - HORSE ANATOMY

USER INPUT:





USER SELECTION

On completion go to tack room.

AUDIO INSTRUCTIONS / AMBIENT

Tap the horse to learn the term for each part of its anatomy.

SCENE TITLE: GROOM & TACK - GROOMING TOOLS

USER INPUT:





USER SELECTION

Upon completion return to horse for grooming and/or tack up

AUDIO INSTRUCTIONS / AMBIENT

Please take a look at the item you'd like to use and get it to add it to inventory.

SCENE TITLE: GROOM & TACK - GROOM

USER INPUT:



USER SELECTION

Upon completion continue to tack up horse

AUDIO INSTRUCTIONS / AMBIENT

Select the correct tool for each grooming task by saying its name. Use your hand or controller to complete the task.