

A photograph of a person walking away from the camera down a paved road lined with numerous parked RVs. The scene is dimly lit, suggesting dusk or dawn. The person is wearing a dark jacket and jeans. The RVs are of various models and colors, mostly in shades of grey and white. The text 'NOT ANOTHER UGLY RV' is overlaid in large, white, sans-serif font across the upper half of the image.

NOT ANOTHER UGLY RV

UX Research Summary

By Stacy Lomax



The lack of affordable housing is a **problem**. Full-time RVing is one **solution**.

Preliminary research resulted in my choosing an RV as my tiny home. My **research goal** is to determine my RV **purchasing decision**.

(Housing in the U.S. by [United Way 2022](#), tiny home solutions by [PBS](#), and tiny home [costs](#).)

RV VEHICLE TYPES



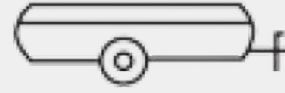
CLASS 'A' MOTORHOME



CLASS 'B' MOTORHOME



CLASS 'C' MOTORHOME



EXPANDABLE TRAILER



FIFTH WHEEL TRAILER



LIGHT WEIGHT TRAILER

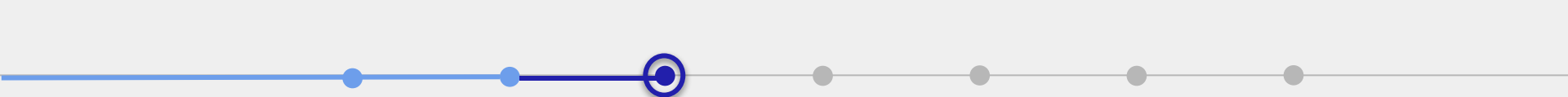


TRAVEL TRAILER



TOY HAULER

(RV vehicles types by [Camping World](#) and by [Wikiwand](#))



The term “**Ugly RV**” is from my biased visual assessment, but there’s another reason...and here’s why.

The RV 10-Year Rule is a code that enforces RV safety, convenience, and **aesthetics**.

(An example of why this rule exists can be seen in National Lampoon’s Christmas Vacation)



RV OWNER TYPES



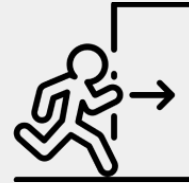
ADVENTURER



AVID



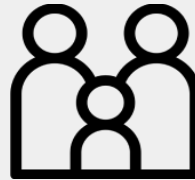
CASUAL



ESCAPIST



FULL TIMERS



FAMILY



HAPPY

(RV owner types from [RV Industry Association](#) and RV users were found via [Facebook Groups](#))

QT RESULTS



100% ARE FULL-TIMERS, BLACK AMERICAN, AND HAVE AT LEAST 1 CHILD



74% HAVE DRIVEABLE (NOT TOWABLE) RVS



89% NEED MECHANICAL OR INTERIOR UPGRADES



89% ARE EMPLOYED FULL-TIME



96% HAVE USED RVS AT LEAST 10 YEARS OR OLDER

*(Quantitative methods measured demographics and behavior through **Google Forms**)*



QL RESULTS



NEEDS ASSESSMENT FOR LIVING IN AN UGLY RV

- Last resort or fastest housing option
- Ease of moving for job opportunities
- Unattainable homeownership
- Overpriced rental markets
- Health (mental & physical)
- Being close to nature
- Pay Down Debt



WANTS ASSESSMENT FOR LIVING IN AN UGLY RV

- Built-in adjustable and organized spaces
- A bathroom or an updated bathroom
- Better supported driver's seat
- Secure vehicle locking system
- Workspace with window
- Installed passenger seat
- Proper wall insulation

*(Qualitative methods measured attitudes via **Google Meet**)*

PURCHASE DECISION



I PURCHASED A CLASS "A" RV SKOOLIE TO MEET MY TINY HOUSE NEEDS

Class "A" RVs can hold a full tiny home build
School buses qualify as a Class "A" RV
School buses are have steel frames
School buses are built for safety



PAVED TO **PINES**

I SIGNED WITH A SCHOOL BUS CONVERSION BUILDER TO MEET MY TINY HOUSE WANTS

Have a 4.9 Google rating + Yelp and Facebook
Featured in Dwell, a modern design magazine
Winterizes external parts for extreme cold
Shows build progress on YouTube

*(Purchased through **GOVDeals** and signed with **Paved To Pines**)*

A yellow school bus is parked in a cluttered workshop or garage. The bus is the central focus, with its front and side visible. The number '49' is written on the windshield. The front grille has 'BLUE BIRD' written on it, and the number '4783' is on the front bumper. The workshop is filled with various items, including tires stacked on the right, boxes on shelves, and tools. The lighting is somewhat dim, and the overall scene suggests a place where vehicles are being worked on or stored.

NOT ANOTHER UGLY RV

STILL CURIOUS? SEE
[MORE HERE](#)

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