



# VENTURE

FIND NEW PLACES TO HIKE & CAMP



# PROBLEM

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Finding a good place to go hiking and camping can be really time consuming as an individual or as a group.

Many campsites have their own websites for information such as facilities, campground space, and reservations.

Finding online reviews of a location is most likely found on a third party website and the user will have to switch through tabs to view location information and to make a reservation.

The current camping and hiking search engines on the web are also not user friendly and poorly designed.

Searching through each website individually can be really slow and less productive.



## SOLUTION

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Create a responsive website to help users decide on a new place to go hiking and camping.

Creating a responsive website will benefit every device for those traveling or at home. No need to visit the app store and download another app for your device.

Users will be able to search for new locations by group size, activities, terrain, rating, and “around the area.”

All information about a location will be in one place, including availability and placing a reservation.

Images of each location will be displayed in fullscreen or list view to show the beauty of each location and inspire the viewer to go and explore.

# S.W.O.T

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## STRENGTHS

- Many results in one place
- Compare different locations
- See reviews from others
- Constant updates on locations
- Publicity for locations
- Mobile & Desktop supported

## WEAKNESSES

- May not have all information of locations
- Search results may not be as accurate
- Copyrights needed to publish photos of locations

## OPPORTUNITIES

- Jobs for location writers
- Jobs for photographers
- Jobs for online moderators
- Online Community
- Promotes less popular locations

## THREATS

- False reviews
- Internet Trolls
- Some locations may not allow publication of their sites





# COMPETITIVE ANALYSIS

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## PROS

- Yelp is one of the most popular search engines to find great local businesses.
- Yelp has a huge community of reviewers from amateurs to professionals.
- Having good reviews can help your business and bring in new customers.
- Anyone can sign up and write a review about a business.
- Yelp is so well known, it became verb. "Yelp it."

## CONS

- Reviews on Yelp can really hurt a business due to it's ratings on the system.
- Users can post false information and give a negative review.
- Finding places to camp and hike on yelp only shows reviews; no detailed information about facilities unless a user writes about it in a review.
- There is no way a user can check the availability of a campsite or make a reservation.
- Yelp links to you other sites for "detailed" information, which causes the user to add another tab to their browser.



## TARGET MARKET

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Venture's target market will be those interested in exploring new places and participating in outdoor experiences.

People who own a browser on a device from smartphone to desktop from **ages 18-35 years old**.

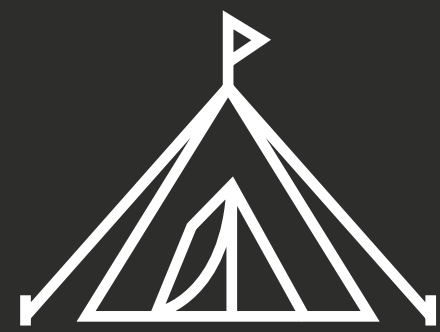
**Rock climbers, mountaineers, backpackers, photographers and campers** will be targeted specifically, due to their passion for outdoor and recreational activities and experiences.





# RESEARCH

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## 38.0 CAMPERS

38.0 million Americans went camping in 2013



## 200.7 MILES

Campers travel an average distance of 200.7 miles for camping trips



## 13.6 DAYS

Campers tend to spend about 13.6 average days camping each



## CAMPING & HIKING

Campers enjoy hiking over any other activity while camping

# RESEARCH SURVEY

Age:

Gender:

City:

1. How many times a year do you go camping?

- 1-2 times a year
- 3-5 times a year
- 6-10 times a year
- 10+ times a year

2. Do you go with a group when you go camping?

- Yes, WOLFPACK.
- No, I'm a lone wolf.

3. How often do you reserve your spot at campsites?

- Yes, We reserve our spot.
- No, We just go. YOLO.

4. How many times a year do you go hiking?

- 1-2 times a year
- 3-5 times a year
- 6-10 times a year
- 10+ times a year

5. Do you go hiking for the exercise or to experience the view and outdoors?

- I go for the exercise
- I go for the experience
- Both

6. Do you go hiking with a group?

- Yes, WOLFPACK.
- No, I'm a lone wolf.

7. Where do you find your hiking trails or camping sites?

- Online
- Friends
- Other

8. Do you go to the same hiking trails and camping sites all the time?

- Yes, Usually same locations
- No, I try to find something new

9. Do you take pictures when you go hiking or camping?

- Yes, I take pictures often
- No, I don't like taking pictures

10. How often do you share your photos online after your hike or camping trip?

- Fairly often, right when I get home
- No, I just keep it on my computer





# SURVEY DATA

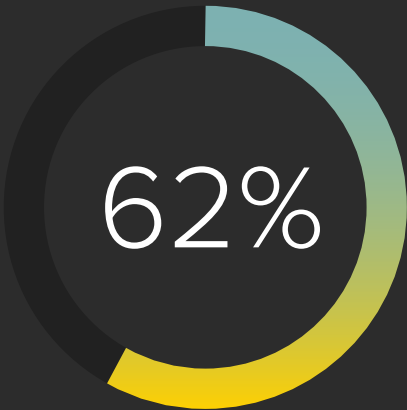
## AGE RANGE

19 - 38 Years Old

## GENDER

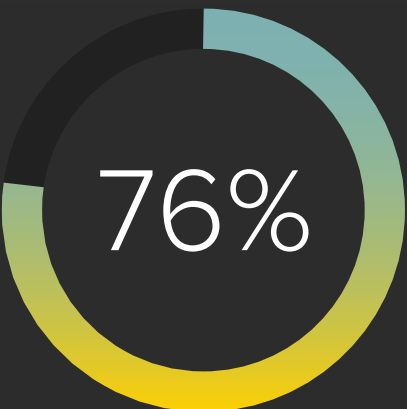
63% Male

47% Female



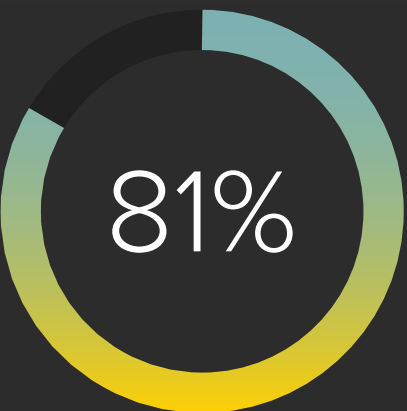
### FIND THEIR CAMPING/HIKING SPOTS FROM FRIENDS

37% Through the internet  
3% Other



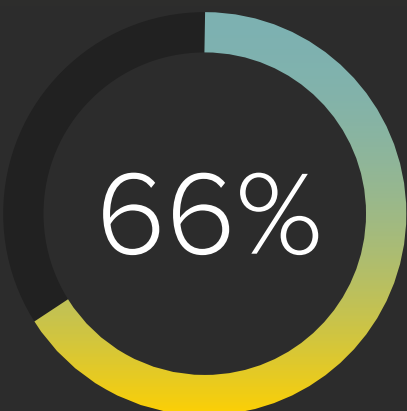
### GO TO THE SAME LOCATIONS ALL THE TIME

24% Try to find some place new



### TAKE PICTURES WHEN THEY GO CAMPING/HIKING

19% Don't take pictures



### SHARE THEIR PHOTOS ONLINE AFTER THEIR TRIP

21% Keep it on their device only

# PERSONAS

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**ZACK YUEN**  
“The Traveler”

**AGE:**

21 Years Old

**OCCUPATION:**

Student at UCSD

**LOCATION:**

San Diego

**STORY:**

Zack is student at the University of San Diego and he loves to travel with his friends during school break. He goes on hikes and camping trips all the time with his friends, but they go to the same exact locations every time they travel. Zack and his friends think that it is a good time to find a new place to camp and go hiking. Zack decides to take the time to research and find a place that everyone can go to, but he doesn't have that much free time to plan.

**PROBLEM:**

- Zack and his friends want a new place to go hiking and camping
- Everyone wants a location that is convenient for everyone
- Doesn't have much free time to plan that long



# PERSONAS

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## LARRY BENNET

“The Scout Master”

### AGE:

38 Years Old

### OCCUPATION:

Troop 81 Scout Master

### LOCATION:

Colorado

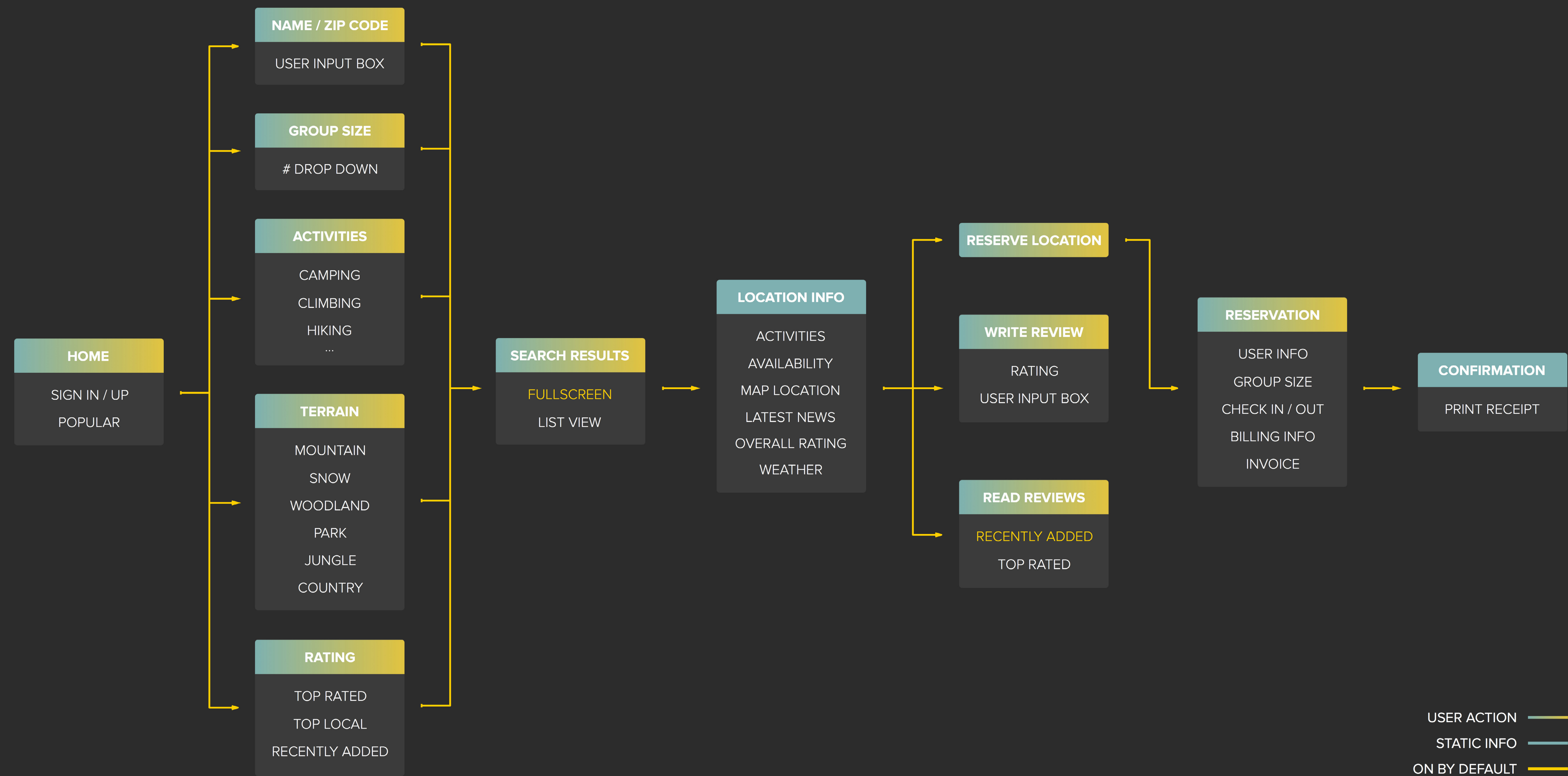
## STORY:

Larry is a scout master for troop 81 of the Boy Scouts of America. He wants to plan a week long camping trip for his troop. His troop size is about 25 people and he hasn't found a camping spot big enough for his troop to stay. He also wants to know what activities and facilities the camping grounds has so his troop doesn't have to carry too much equipment.

## PROBLEM:

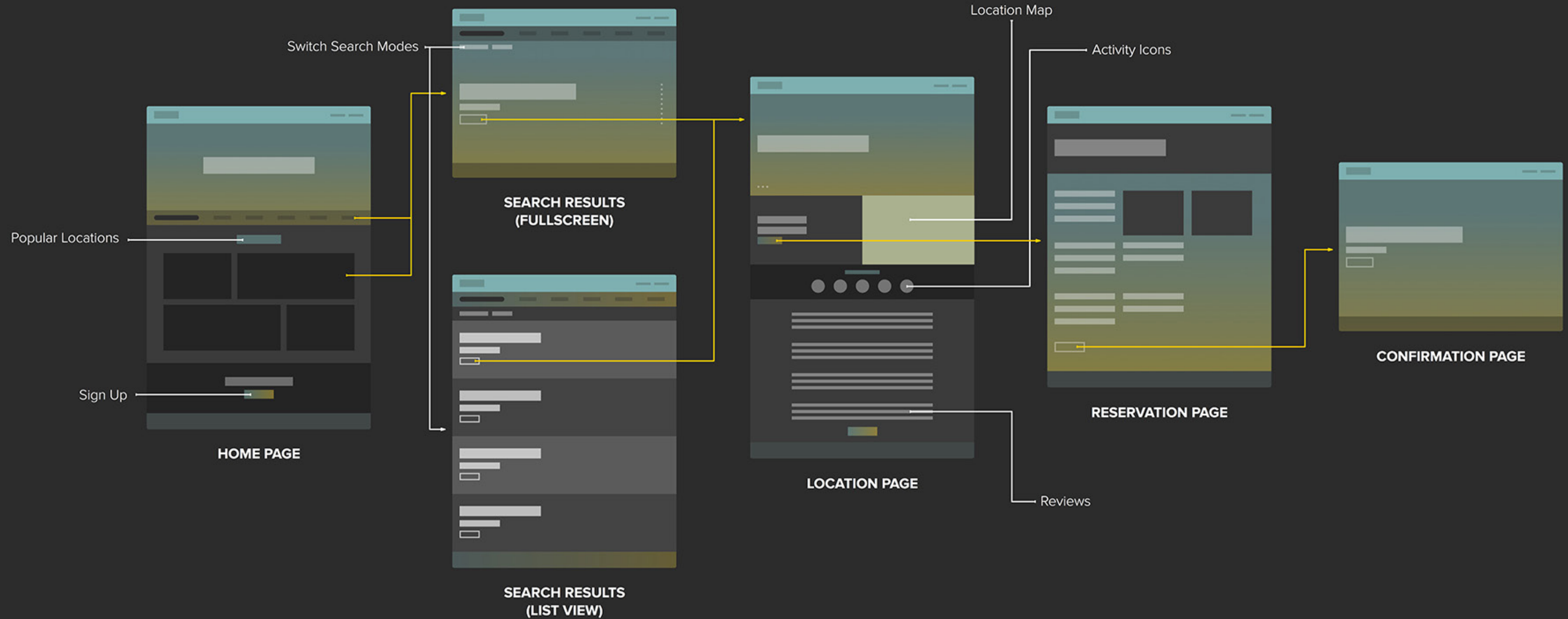
- Troop size is large and can't find a camp site big enough for them
- Doesn't know what equipment the camping grounds has
- Needs to reserve a camp ground for one week long

# SITE MAP





# WIREFRAMES



# WORD LIST

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Camp	Leave	<b>Venture</b>	Backpacking
Fireplace	Withdraw	Scenery	Peak
Forest	Super Tramp	Summit	Facility
Park	Scout	Adapt	<b>Organic</b>
Hiking	Retreat	<b>Photography</b>	Texture
<b>Trail</b>	Navigator	Nature	Wilderness
Boulder	Haven	Landscape	Tent
Adventure	Free	Sky	Outdoors
Relax	Asylum	Path	Peace





STYLE GUIDE



Headers <h1>

*Arbor Brush*  
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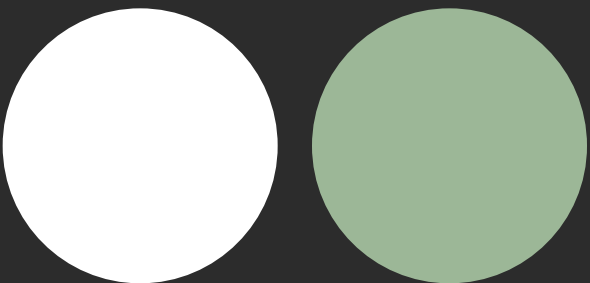
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Primary Colors



Secondary Colors



# THANK YOU

