TRAIL TREK

BACKPACKERS. TRAVELLERS. UNITED.

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INDEX

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CREATIVE BRIEF

Title: Trailtrek

Description:

A social network for backpackers; where to go, what to see, what is dangerous, what isn't, and what is fun, etc. Individuals with restricted budget can view the site and make decisions as to what is feasible and what isn't. Users will be able to share their photos and experiences as well as provide advice for other users as to where to go and what not to eat. The site will include survival tips, gear tips as well as recommended destinations. Users will be able to read other users comments as well as view their photos before making their decision.

Pages:

Home | Actions (Activities) | Fledgling (Beginner) | Goals (Destinations) |
Lodging (Accommodations) | Gear | Skills | Blog | Pictures | Credits

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Home:

An overview of the entire site will be included in the homepage. This page will also include a login form for existing users as well as a link to sign up for new users. The page will hold information regarding the primary purpose of the site as well as a main message relaying the company's main objective. A column will hold information as well as photographs of trekking, climbing, camping and many more backpacking activites. The menu will be available for users to use in order to navigate through the site before signing up if they choose to.

Actions:

This is the activities page where visitors can obtain information regarding the variety of travelling methods that are available today. The page will serve as one of the many reasons the visitors to the site should join and become members to share, for example, their hiking experience. There are many adventures which people aren't aware of . There are some which were forgotten. In either case, introducing visitors to new activities would be a targeted accomplishment. The primary targeted audience for this site are always searching for new adventures and new places to visit. This

CREATIVE BRIEF / PAGES

would be perfect for them to get acquainted with today's new trends and new discoveries. Our world has countless places to explore. Some were born and raised in the city and want to explore the wilderness. Some were born and raised on farms and have never been outside their state and want to go explore the city life. Other have travelled to many parts of the world but never experienced life in the most simple, traditional way. For this reason, they turn to simplicity; backpacking through Europe for instance. They're not going to stay in fancy hotels and eat lavish breakfasts. They have a limited budget to get them through the

trip. The primary concern should experiencing other cultures' way of life and not having to worry about what check out time is and what the bill is going to be.

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Fledgling:

This page is for beginners. A fledgling bird is a young bird that has recently acquired its flight feathers. It is also said that a fledgling person is one who is young and inexperienced. This would be a clever title tying the relevant subject matter to the site. This page is perfect for beginners to explore the possibilities of roaming the world; variety of activities, gear, skills, destinations and opportunities. This page is also to serve as a guide as to what is necessary on which kind of trip; a check-off list so-to-speak. The page will also include cautious advice depending on the level of danger a certain activity acquires.

Goals:

This is the page where visitors can acquire information regarding a handful of destinations. The page also serves as an almanac translating other people's achieved goals. Some have a set goal in mind before beginning their journey. Some begin their journey without a set goal which isn't recommended. Others realize their goal while on their journey. This shows that goals aren't just destinations but also how the time is used from before embarking on this journey until after it is complete.

CREATIVE BRIEF / PAGES

Lodging:

This is the accommodations page. This page will include photographs as well as articles describing living conditions in different parts of the world. It will help clarify expectations for potential travellers. This page will also include a variety of ways one could stay safe of diseases. Many parts of the world hold severe diseases. In many third-world countries, a stomach flu is easily contracted by anyone from the west while visiting. The virus could simply be a result of the person drinking tap water. The page will set reminders as well as precautions. Where to stay and for how much is also essential to the page's criteria and content.

Different scenes could offer different results while being in the same expenditure range.

CREATIVE BRIEF / PAGES

Gear:

There is different gear for every trip; just like there are different kits for every sport. What to bring and what to not is a primary concern to the traveller/backpacker. Certain tools are heavier than others which would be inconvenient on a long trail up a given mountain. Hikers of different caliber should be aware of what lies ahead before the mission. This page will have information and photographs of what gear to use on which adventure.

Skills:

This page will show different people's point of views and where they see themselves on the professional scale. The difference between a beginner and a professional is experience and this page will show different experiences from a range of experts and amatures as well. Someone who likes to canoe in rough waters and may have encountered a small jump (drop) here and there. For example their longest drop was 10 feet. This means he/she is not experienced enough to canoe down this certain area as it has a 30 foot waterfall drop down its path. This page will issue warning and tell stories.

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Blog:

This is the blog area where users will be able to publish their experiences while asking questions and sharing views. Some people find it fulfilling telling everyone about this great place they visited in India. Others are kind enough to share the dangers of a particular place. This page is perfect for small chat by the users of Trailtrek. Only registered users will be able to use the capabilities of this page.

Visuals:

This is where any user can upload their own photographs from their trip in order to share with others. Users will be able to apply a caption to each photograph if he/she wishes. The 'Pictures' page will have the same security measures the rest of the site holds so no other visitor can alter it unless they register a valid username and a password. This page will include a header, a sub-header and an open content area where photographic thumbnails will appear. This information will be entered by the user via a simple form to be submitted.

CREATIVE BRIEF/PAGES/AUDIENCE

Credits:

This page will list all the assets used in creating this project as well as a documented bibliography of certain publications which were used as a guide in this creation. Photographic thumbnails of the images used as well as a description of every image will be displayed on the page. Image descriptions will include numerous outdoor activities as well as landscape scenery from various locations.

Target Audience:

Primary: 18-36 year old men/women who enjoy traveling and the out-doors but are on a very restricted budget.

Secondary: 18-36 year old men / women who are searching for a new adventure and want to view their options.

Tertiary: 18+ man/woman who have never gone camping but may be interested.

Targeted Message: We can help shape your destiny as your next adventure awaits you.

CREATIVE BRIEF / STRATEGY

Persona:

James La Fluer is a 32 year old graphic designer who works tirelessly year round. During his vacation time he doesn't like to be couped up in a hotel somewhere as he enjoys the out-doors and would rather stay out all the time. He likes to go on a different adventure every year. Some he has done before while always searching for new ideas. This site would be perfect for him to check out the latest trends and search new ideas and new adventures. He is single and never been married.

Communication Strategy:

The site's design will hold the main communication strategy. The strategy is to make the site's feel adventureous. The user's initial overall impression must reflect an out-door scene and or traveling. The colors used are neutral colors representing the Earth; out-doors in general. The images will represent what is possible out there.

Strong and careful use of space will enhance the overall look of the design and will give the visitor /user a curious attitude towards the subject and the site. The curiousity would have the user stay on the page and perhaps remember the site in the future.

CREATIVE BRIEF

Technology:

Flash: One or two flash animations showing advertisment and potential destinations.

Flash Video Player.

Ineractive Map.

php: (PHP Hypertext Preprocessor) will be the scripting language used to register new users, create the blog and allow users to upload photographs.

Perception/Tone:

Fun, exciting, adventurous and different from the norm.

Assets:
<http://www.gettyimages.com>
<http://www.stockbytephoto.com>

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COMPETITIVE ANALYSIS

Introduction:

Trailtrek.com serves as a social community site for members only. Primary users are backpackers who are on a very restricted budget. A user must sign up in order to become a member. In doing so, the user will be able to view photos uploaded by other users, comment on others' photos, and upload his/her photos to share. The user will be able to navigate through the site to gain knowledge about the topic but will not be able to use the site until becoming a member. The competitive analysis should help in gaining an understanding of what the latest trends are and how competitive sites operate.

Sites Chosen:

http://www.backpackingfun.com
http://www.backpacking.net
http://www.thebackpacker.com

The Web Sites above were chosen to be reviewed as a competitive analysis. Some of their sites had technical advantages over the others but only one among the three stuck out as a good example of design and usability; thebackpacker.com. These sites were chosen as they resemble an idea of the projected project. Not only that but they also serve as a guide, an example of what is out there and what consumers have been using.

Methodology:

The testing was done by an individual in quietly controlled environment. The analysis obtained is through a competitive analysis form. While navigating through the sites, the form was marked for evaluation on a scale from one to five; five being the highest. The conditions the analysis took place were calm and quiet; without rushing or distraction from outside noise.

Summery:

The results vary; www.thebackpacker. com clearly obtains an added value over the others. Their design is much better. The pages match up and are well organized. Visual attraction is the key to drawing users. Technicality and usability are what keeps users coming back. The sites all share the same ordinary look; static pages and

Summery (continued):

nothing exciting. Trailtrek will have a unique outside of the box layout with neutral earthy colors.

Trailtrek will take a different concept. The main difference with Trailtrek is that users will be able to share their experiences and post comments. In addition, as an added value, the site will include several infomational pages about hiking, trailing, etc.

The blog will be available only for members who have registered. Other sites allow you to post anything you want without even obtaining a username and a password which can become a receptical for lots of junk. This site, unlike others, will have the security measures to protect its database as well as users privacy.

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COMPETITIVE ANALYSIS

Conclusion:

The results of the analysis were helpful and insightful as it showed what to do and what not to do. Global navigation is very important as well as good use of space. Links must be marked clearly and pages must be free of clutter otherwise it becomes unattractive which will turn away the user. None of the sites however had an online form for contact; they all had a contact link which opens 'Microsoft Outlook'. An online form to be filled out and submitted would be more attractive and easier to use. A hover color over the links must also be clear as most of the sites reviewed did not have that. Also, a secondary navigation at the bottom of each page is well important.

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COMPETITIVE ANALYSIS

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http://www.backpackingfun.com

Design

Simple, effective design?	Disagree	1	2	(3)	4	5	Agree
Color scheme goes well with logo	Disagree	1	2	(3)	4	5	Agree
Overall color scheme	Disagree	1	2	(3)	4	5	Agree
Visual attraction	Disagree	1	(2)	3	4	5	Agree
Good use of space	Disagree	1	(2)	3	4	5	Agree

Navigation

Global navigation has status indicators	Disagree	(1)	2	3	4	5	Agree
Horizontal at top of page under logo	Disagree	1	(2)	3	4	5	Agree

COMPETITIVE ANALYSIS

http://www.backpackingfun.com

Navigation (continue)

		1	2	3	4	5	
Hover color creates clearer visibility	Disagree	1	2	(3)	4	5	Agree
Secondary navigation at bottom of page	Disagree	(1)	2	3	4	5	Agree
Logo serves also as link to home page	Disagree	(1)	2	3	4	5	Agree

Organization

Site holds simple, ef-fective organization	Disagree	1	(2)	3	4	5	Agree
Visual hierarchy	Disagree	(1)	2	3	4	5	Agree
Site includes online contact form	Disagree	(1)	2	3	4	5	Agree

COMPETITIVE ANALYSIS

http://www.backpackingfun.com

Organization (continue)

Search function?	Disagree	(1)	2	3	4	5	Agree
Global pages/naviga-	Disagree	(1)	2	3	4	5	Agree

Functionality

Serves as a portfolio piece?	Disagree	1	2	(3)	4	5	Agree
Overall look? (Style)	Disagree	1	2	(3)	4	5	Agree

COMPETITIVE ANALYSIS

http://www.backpacking.net

Design

Simple, effective design?	Disagree	1	(2)	3	4	5	Agree
Color scheme goes well with logo	Disagree	(1)	2	3	4	5	Agree
Overall color scheme	Disagree	(1)	2	3	4	5	Agree
Visual attraction	Disagree	1	(2)	3	4	5	Agree
Good use of space	Disagree	1	(2)	3	4	5	Agree

Navigation

Global navigation has status indicators	Disagree	(1)	2	3	4	5	Agree
Horizontal at top of page under logo	Disagree	1	2	3	(4)	5	Agree

COMPETITIVE ANALYSIS

http://www.backpacking.net

Navigation (continue)

Hover color creates clearer visibility	Disagree	(1)	2	3	4	5	Agree
Secondary navigation at bottom of page	Disagree	1	(2)	3	4	5	Agree
Logo serves also as link to home page	Disagree	(1)	2	3	4	5	Agree

Organization

Site holds simple, effective organization	Disagree	(1)	2	3	4	5	Agree
Visual hierarchy	Disagree	(1)	2	3	4	5	Agree
Site includes online contact form	Disagree	(1)	2	3	4	5	Agree

COMPETITIVE ANALYSIS

http://www.backpacking.net

Organization (continue)

Search function?	Disagree	1	2	3	4	5	Agree
Global pages/naviga-	Disagree	1	2	3	4	5	Agree

Functionality

Serves as a portfolio piece?	Disagree	1	2	3	4	5	Agree
Overall look? (Style)	Disagree	1	2	3	4	5	Agree

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COMPETITIVE ANALYSIS

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http://www.thebackpacker.com

Design

Simple, effective design?	Disagree	1	2	3	4	(5)	Agree
Color scheme goes well with logo	Disagree	1	2	3	4	(5)	Agree
Overall color scheme	Disagree	1	2	3	4	(5)	Agree
Visual attraction	Disagree	1	2	3	4	(5)	Agree
Good use of space	Disagree	1	2	3	(4)	5	Agree

Navigation

Global navigation has status indicators	Disagree	1	(2)	3	4	5	Agree
Horizontal at top of page under logo	Disagree	1	2	(3)	4	5	Agree

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COMPETITIVE ANALYSIS

http://www.thebackpacker.com

Navigation (continue)

Hover color creates clearer visibility	Disagree	1	2	3	(4)	5	Agree
Secondary navigation at bottom of page	Disagree	1	2	3	4	(5)	Agree
Logo serves also as link to home page	Disagree	1	2	3	4	(5)	Agree

Organization

Site holds simple, effective organization	Disagree	1	2	3	4	(5)	Agree
Visual hierarchy	Disagree	1	2	3	(4)	5	Agree
Site includes online contact form	Disagree	1	2	(3)	4	5	Agree

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COMPETITIVE ANALYSIS

http://www.thebackpacker.com

Organization (continue)

		1	2	3	4	5	
Search function?	Disagree	1	2	3	4	(5)	Agree
Global pages/naviga-	Disagree	1	2	3	4	(5)	Agree

Functionality

		1	2	3	4	5	
Serves as a portfolio piece?	Disagree	1	2	3	4	(5)	Agree
Overall look? (Style)	Disagree	1	2	3	(4)	5	Agree

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COMPETITIVE ANALYSIS

http://www.backpackingfun.com
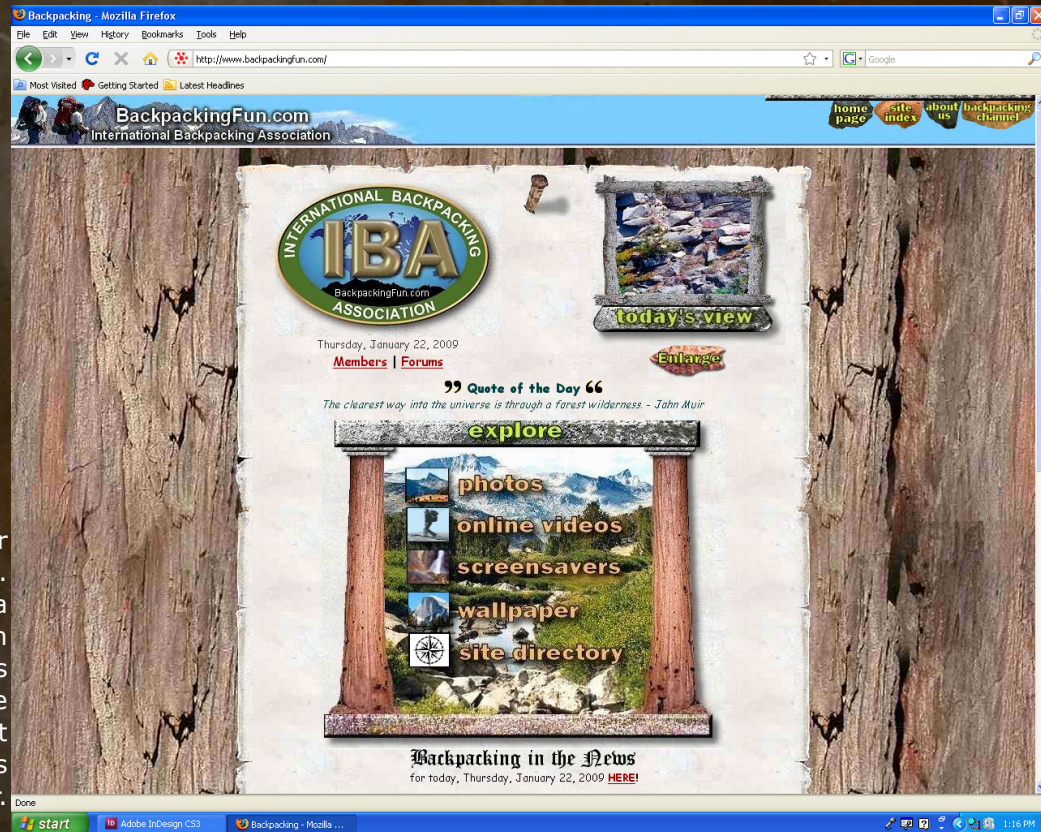
Navigation:

Usability:

Organization:

Design:

Functionality:

Backpacking fun obtains clever ideas but weren't well executed. The Earth feel to the site is a great idea but the site's design and lack of organization takes away from a potentially attractive site. The logo is well designed but is not consistent with the site's banner.

COMPETITIVE ANALYSIS

http://www.backpacking.net

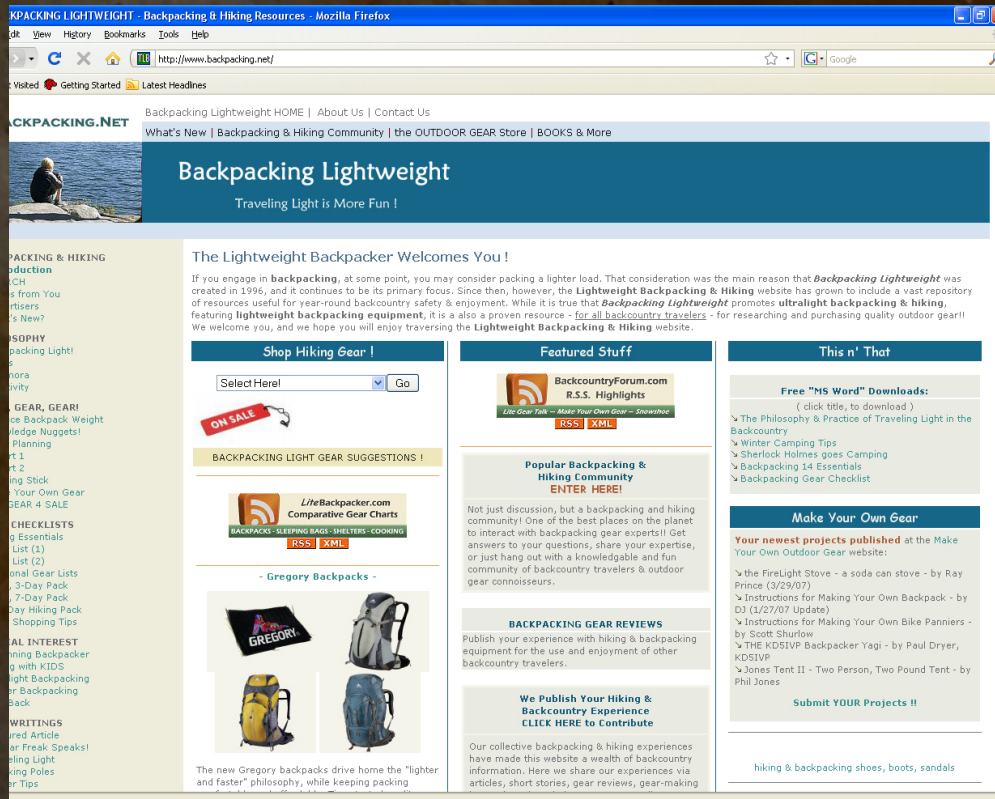Navigation: ★ ★

Usability: ★ ★ ★

Organization: ★ ★

Design: ★ ★ ★

Functionality: ★ ★

Backpacking.net obtains is well organized with a soft color scheme. It serves as a guide to hiking, backpacking and everything that has to do with the subject. The site however, lacks a logo. It does contain a lot of content which is good but not always; sometimes too much. Its purpose is to engage backpackers and encourages carrying a lighter weight and suggests a lighter weight equipment. The menu needs a lot of work on this site. Side navigation can be confusing unless the site uses very clear link indicators.

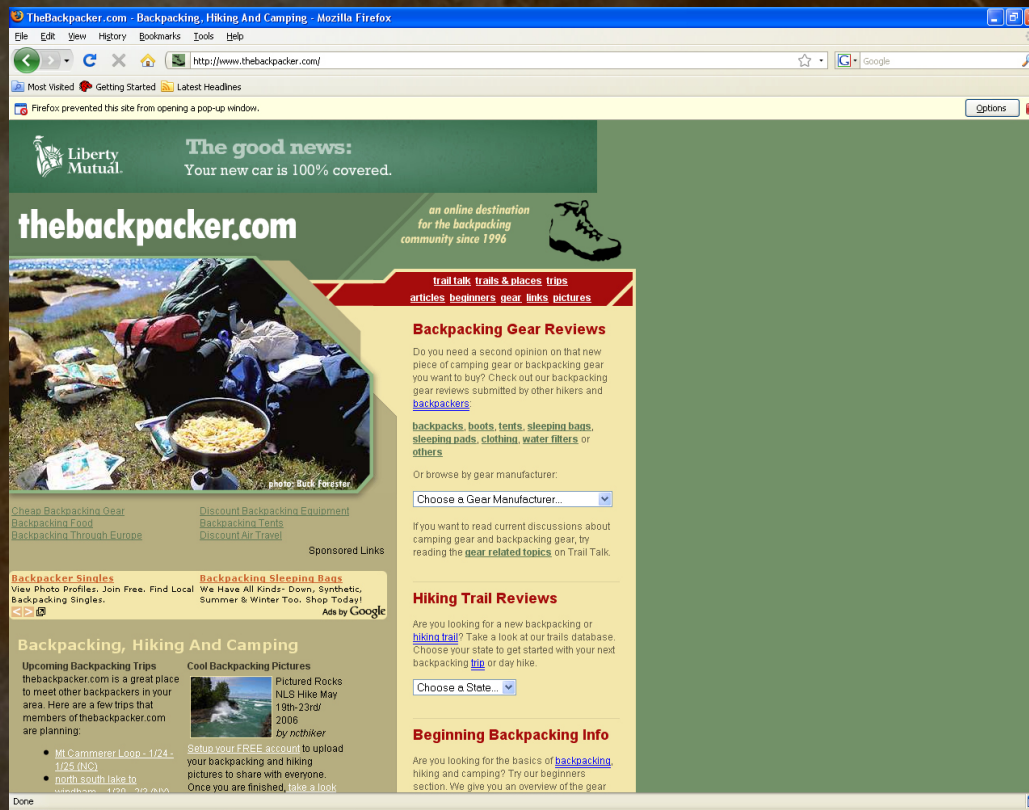Tamer Zaher | zaher.tamer@gmail.com | www.tamerzaher.com

COMPETITIVE ANALYSIS
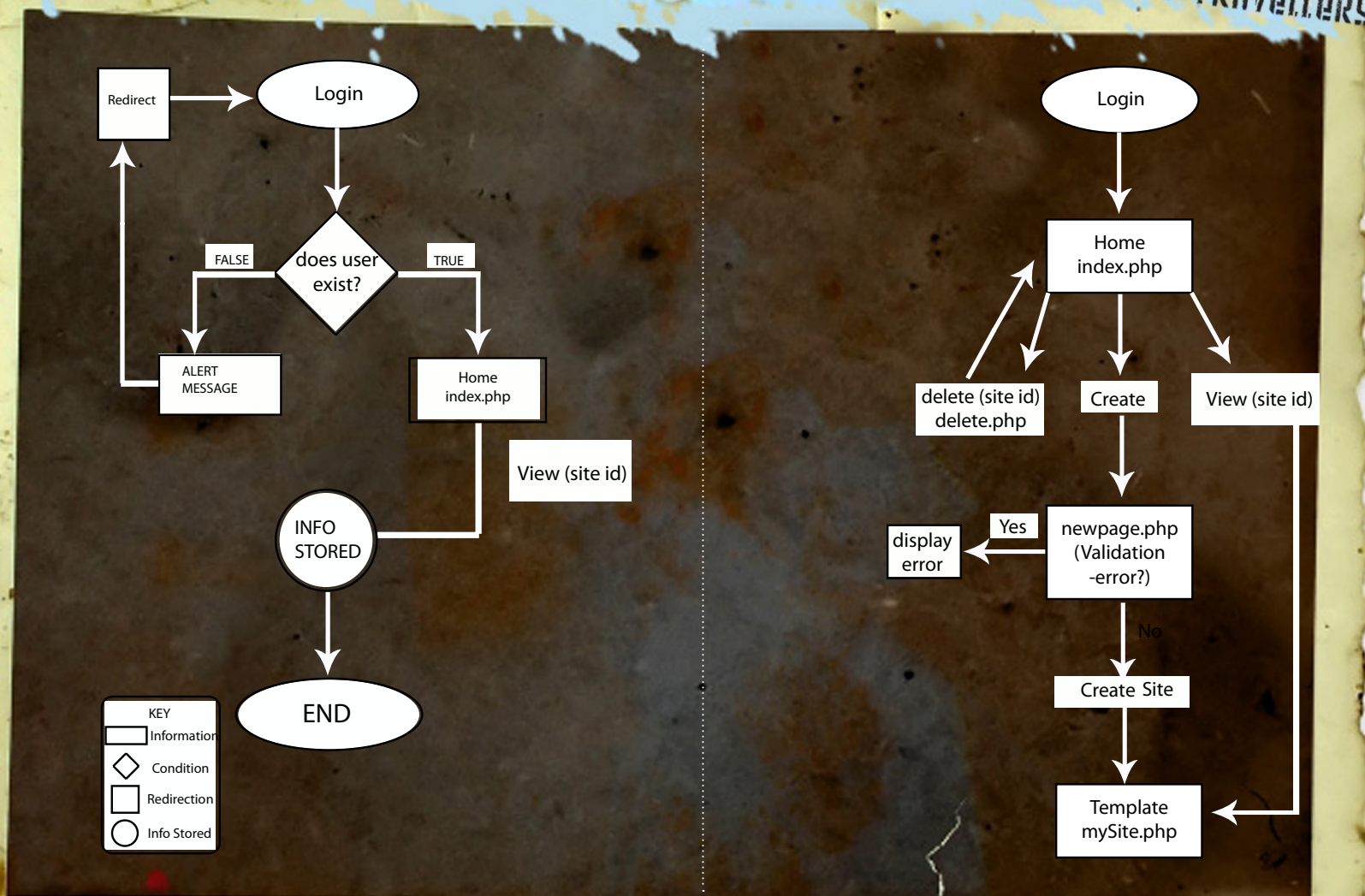
http://www.thebackpacker.com

Navigation: ★★★★

Usability: ★★★★

Organization: ★★★½

Design: ★★★½

Functionality: ★★★½

Thebackpacker.com is a social network for users offering reviews and suggestions to certain destinations. It is a well designed site but lacks an attractive menu. The site uses a very simple logo but an effective use of space as well as an effective design. Among the three reviewed and analyzed, this one stands out the most. Its functionality is suitable as a portfolio site.

NAVIGATION/LOGIN FLOW

Redirect → Login

does user exist?
- FALSE → ALERT MESSAGE
- TRUE → Home index.php

View (site id)

INFO STORED → END

KEY
- Information (rectangle)
- Condition (diamond)
- Redirection (square)
- Info Stored (circle)

Login → Home index.php

delete (site id) delete.php

Create

View (site id)

newpage.php (Validation-error?)
- Yes → display error
- No → Create Site

Template mySite.php

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NAVIGATION

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Navigation diagram:

- **HOME** 0.0 (INDEX.HTM)
  - **ACTIONS** 1.0 (actions.htm)
    - 1.1 / 1.2
    - **FLEDGLING** 2.0 (fledgling.htm)
      - 2.1 / 2.2
    - **GOALS** 3.0 (goals.htm)
      - 3.1 / 3.2 / 3.3
    - **LODGING** 4.0 (lodging.htm)
      - 4.1 / 4.2 / 4.3
    - **GEAR** 5.0 (gear.htm)
      - 5.1 / 5.2
    - **SKILLS** 6.0 (skills.htm)
      - 6.1 / 6.2
  - **BLOG** 7.0 (blog.htm)
    - 7.1 / 7.2
    - **VISUALS** 8.0 (visual.htm)
      - 8.1 / 8.2 / 8.3
    - **CREDITS** 9.0 (credits.htm)

LEGEND

Global

Similar pages

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MENU

Home | Actions | Fledgling | Goals | Lodging | Gear | Skills | Blog | Visuals | Credits

Trekking often refers to multi-day hiking trips through rural, often rugged territory. Many people who are trekkers engage in longer trips through entire regions of the world, using trekking as a way of getting from place to place. It can be incorporated with a number of other outdoor sports, such as...

IMAGE

Trailtrek serves as a social community site for members only. As a member, you will be able to upload your images from your trips to share with other members in this virtual community. You'll also be able to view other people's adventures.

IMAGE

Lorem ipsum word soms gebruik om die oog op sekere grafiese aspekte van 'n bladsy-ontwerp te fokus.

Username: _____
Password: _____

Not yet a member?-Sign-up

Exemple d'utilisation de faux-texte afin d'attirer l'attention non sur le contenu mais sur le graphisme proposé.

Lorem ipsum word omsge bruik om die oog op sekere grafiese aspekte van 'n bladsy-ontwerp te fokus.

IMAGE

ARTICLE

ADVERTISEMENT

FOOTER

WIREFRAMES-ACTIONS

TRAIL TREK

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MENU

Home | Actions | Fledgling | Goals | Lodging | Gear | Skills | Blog | Visuals | Credits

The purpose of our community is to promote out-door activities with the utmost preparations and safety. Our site offers ideas, information, and general tips of what you can do on your next adventure. However, as there are always risks, we prepare you for any conquest you choose.

IMAGE

caption

IMAGE

caption

IMAGE

caption

Trekking is different from other sorts of travel for a few different reasons.

Username: _____

Password: _____

Not yet a user? Sign-up here

It tends to be less-structured than other sort of travel, as weather conditions and topography help influence travel plans more than plane flights or hotel availability.

As travelers move on foot through often-rural areas, trekking gives travelers an up-close view of incredible scenery.

ADVERTISMENT

FOOTER

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WIREFRAMES-ACTIONS

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MENU

Home | Actions | Fledgling | Goals | Lodging | Gear | Skills | Blog | Visuals | Credits

Many trekkers travel through isolated areas, giving them an experience much different than those who travel in organized groups to more-popular destinations. It often allows them..........

Username: [   ]

Password: [   ]

INTERACTIVE MAP

INFORMATION DISPLAY

FOOTER

STYLES/SOURCES

Text: Arial, Helvetica, Sans-serif
Verdana, Weltron Urban

Colors:

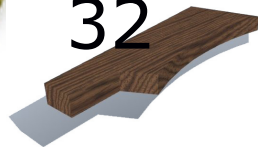#000000

#FFFFFF

#99CCFF

#FF9900

#333333

#666666

#CCCC99

Sources:

PHP 6 and MySQL 5 for Dynamic Web Sites:
Visual QuickPro Guide [ILLUSTRATED]
by Larry Ullman.

Flash CS3 Professional for Windows and
Macintosh (Visual QuickStart Guide)
by Katherine Ulrich (Aug 4, 2007)

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CREDITS

Image Credits:

B2M Productions. Woman on rock arms up c. 2007
Getty Images 2009 Image # 84841307
    < http://www.gettyimages.com/detail/84841307/Digital-Vision?axd=DetailPaging.
        Generic|1&axs=0|84841307|0>.

Hartmann, Thomas. This way. c. 2006
Getty Images 2009 Image # 85154891
    < http://www.gettyimages.com/detail/85154891/Flickr?axd=DetailPaging.
        Generic|1&axs=0|85154891|0>.

Hendrickson, Noel. Senior man sitting on rock reading map, mountains in background. c. 2007
Getty Images 2009 Image # sb10063600ek-001
    < http://www.gettyimages.com/detail/sb10063600ek-001/Photodisc?axd=DetailPaging.Gen
        eric|1&axs=0|sb10063600ek-001|0 >.

Northcut, Thomas. Woman photographing three adults sitting in forest with camera phone. c. 2008
Getty Images 2009 Image # 200453524-001
    < http://www.gettyimages.com/detail/200453524-001/Digital-Vision?axd=DetailPaging.
        Generic|1&axs=0|200453524-001|0 >.

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