

Campify

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Project overview



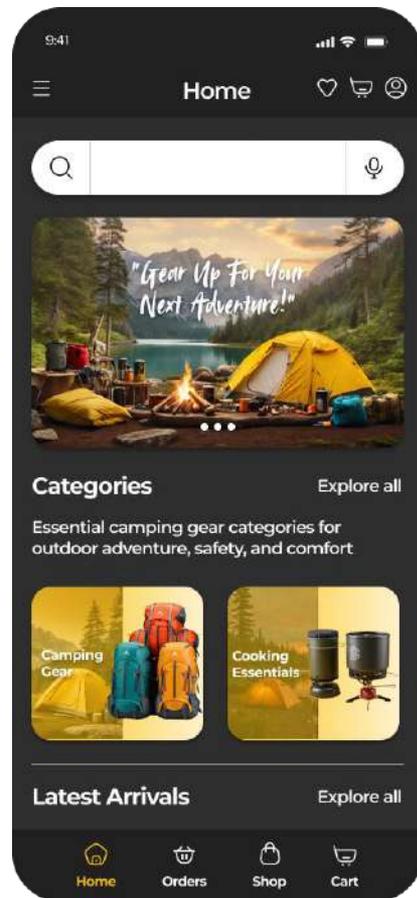
The product:

This app is designed comprehensive for a camping supply store, targeting outdoor enthusiasts. The app is tailored to busy professionals and families who need a convenient, user-friendly platform to quickly find and purchase high-quality camping gear. The design focuses on mobile optimization, intuitive navigation, and efficient search functionalities to accommodate users who are often on the go and need a seamless shopping experience.



Project duration:

Nov 2024 to Jan 2025



Project overview



The problem:

Current camping gear shopping apps overwhelm beginners with unguided catalogs, causing decision paralysis and low confidence, while stores miss chances to build loyalty and repeat business.



The goal:

Design an app for a camping supply store to advertise and sell its products.

Project overview



My role:

Lead UX designer, UX researcher



Responsibilities:

User research, wireframing, prototyping,
Product Design, App Design, UI/UX

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



For my user research, I conducted a combination of surveys, user interviews, and usability testing to gather insights into user needs and pain points. Initially, I assumed that users would prioritize aesthetic design elements over functionality. However, the research revealed that while users appreciated a visually pleasing interface, they valued ease of use and accessibility even more. This shift in understanding led me to focus on creating a design that balances both aesthetic appeal and practical usability, ensuring a more effective and satisfying user experience.

User research: pain points

1

Pain point

Balancing a busy work schedule and family life leaves her little time for extensive research.

2

Pain point

Often finds that websites are not well-optimized for mobile, making it difficult to shop on the go.

3

Pain point

Finding gear that meets his quality standards while staying within budget.

4

Pain point

Finds cluttered or poorly organized apps frustrating and time-consuming.



Name - Rashi Deo

Age: 32

Education:

Hometown: Mumbai

Family: Married, Child – 6

Occupation: Marketing Manager

Rashi's priority is balancing her work and personal life by quality time spent with her family when she is on vacation.

Goals

- Find durable and high-quality camping supplies that will last for multiple trips.
- Discover camping gear suitable for both adults and children, ensuring safety and comfort.

Frustrations

- Balancing a busy work schedule and family life leaves her little time for extensive research.
- Often finds that websites are not well-optimized for mobile, making it difficult to shop on the go.

Rashi is an avid outdoor enthusiast who loves exploring nature with her family. She works as a marketing manager at a tech company, giving her a solid grasp of technology. She takes time off from work and goes to numerous camping spots with her family for vacation.



Name

Age: Aarav Patil

Education: 23

Hometown: bangalore

Family: Single

Occupation: Student

Aarav's priority is balancing work and studies as well as spending quality time on his hobbies.

Goals

- Find affordable, high-quality outdoor equipment that fits a student budget.
- Look for gear that is Lightweight and Portable
- Engage with a community of expert adventurers for advice and inspiration.

Frustrations

- Finding gear that meets his quality standards while staying within budget.
- Poorly organized apps frustrating and time-consuming.

Aarav is a final-year engineering student at the Indian Institute of Science in Bangalore. He balances his studies with a part-time internship at a startup. Passionate about trekking and mountain biking, Aarav often explores natural spots in India. He documents his adventures on his blog and social media.

USER STORY

[add persona]

As a/an avid outdoor enthusiast who goes to camping with her family for vacation

type of user

I want to I want comprehensive product descriptions, customer reviews, and ratings

action

so that I can confidently select the best gear for my family's camping trips.

benefit

User journey map

Persona: Rashi Deo

Goal: To order camping supplies online for her as well as her family

ACTION	Awareness	Consideration	Deciding on which camping supplies to buy	Purchasing camping supplies	Post-Purchase
TASK LIST	Tasks A. Search for camping gear online B. Read reviews & recommendations C. Visit various camping supply store apps	Tasks A. Browse the app B. Read detailed product descriptions, reviews, and ratings C. Compare products based on features, prices, and customer feedback	Tasks A. Add items to the shopping cart B. Review the cart and make necessary adjustments C. Proceed to secure checkout	Tasks A. Confirm order details B. Complete payment C. Receive order confirmation and receipt via email	Tasks A. Unpack and test the camping gear B. Leave a review or feedback C. Receive notifications about sales and new products
FEELING ADJECTIVE	Curious, motivated	Analytical, ensuring quality	Confident, expecting a smooth process	Satisfied, anticipating delivery	Happy, ready for future needs
IMPROVEMENT OPPORTUNITIES	Improve SEO, create engaging and informative content	Enhance product descriptions, add detailed comparison tools	Streamline the checkout process, ensure secure payment options	Provide timely updates, ensure easy access to tracking information	Personalize notifications, offer suggestions

PROBLEM STATEMENT

Rashi

is a/an busy marketing manager

user name

user characteristics

who needs

a convenient and efficient way to explore and purchase camping supplies

user need

because

she enjoys spontaneous family camping trips but struggles to find time to visit physical stores due to her busy schedule

insight

IF/THEN STATEMENT

If the camping supply store app is optimized for mobile use and designed with a clean, organized interface,

action

then Rashi will be able to efficiently find and purchase quality camping gear within her budget, even with her busy schedule.

outcome

GOAL STATEMENT

Our camping supply store app will let users quickly and easily find and purchase high-quality camping gear

product (what) perform specific actions (what)

which will affect which will affect outdoor enthusiasts like Rashi, a busy marketing manager and mother

describe who the action will affect (who)

by providing a convenient and enjoyable shopping experience that fits into their hectic schedules.

describe how the action will positively affect users (why)

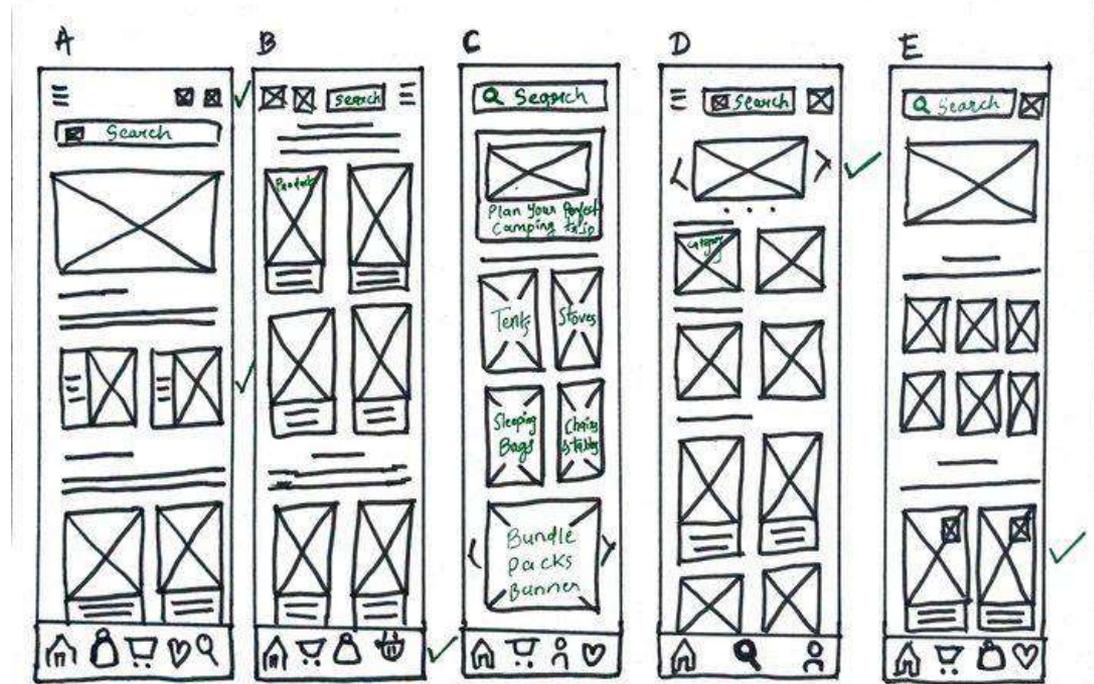
We will measure effectiveness by tracking metrics user satisfaction ratings, the number of repeat visits and purchases.

describe how you will measure the impact

Paper wireframes

Goal -

Simplified Navigation: Design a straightforward and intuitive navigation system that allows users to find products and information quickly.

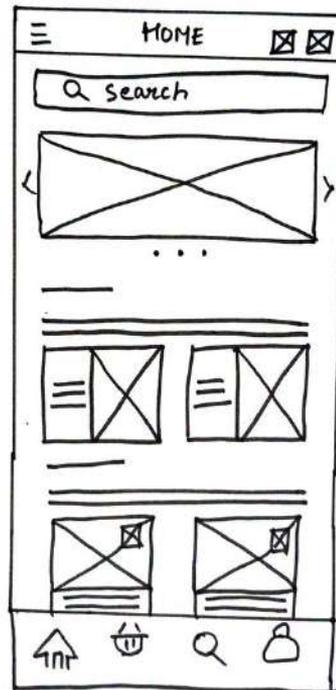


Paper wireframes

Goal -

Simplified Navigation: Design a straightforward and intuitive navigation system that allows users to find products and information quickly.

Final
Version



Digital wireframes

Goals

Facilitate Quick Access: Enable users to find specific products or information quickly without having to navigate through multiple categories or pages.

Thought Process

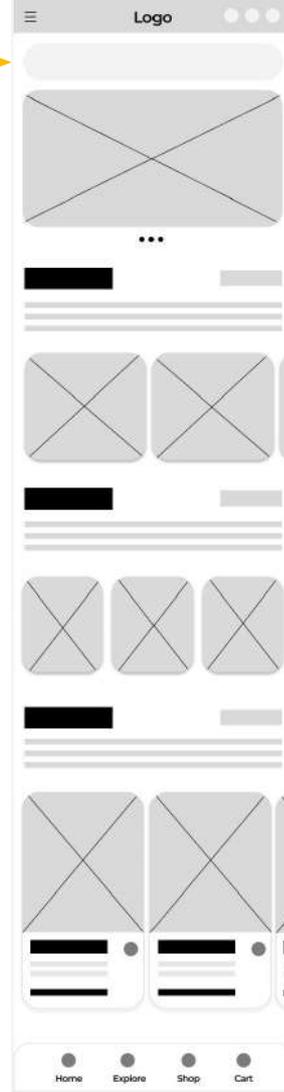
Functionality: The search bar includes autocomplete and suggestion features to help users find what they're looking for even if they don't know the exact name of the item.

Description:

The search bar element featuring a clear input field It allows users to quickly type in keywords related to the camping gear they are looking for, such as tents, backpacks, or hiking boots.

Benefit to the User:

This feature is particularly beneficial for busy users, who have limited time to spend on extensive browsing.



Description:

Each button is represented by a distinct icon and a label to ensure clarity and ease of use. The buttons are designed to be easily tappable, even on smaller screens, providing quick access to the app's main functionalities.

Benefit to the User:

For users like Rashi, who may be balancing a busy schedule, the ability to quickly navigate to the home screen, explore new content, shop for products, or check their cart with just a single tap saves valuable time and reduces frustration.

Digital wireframes

Goals

Improve Discoverability: Help users discover a variety of products and categories easily, improving their overall shopping experience.

Thought Process

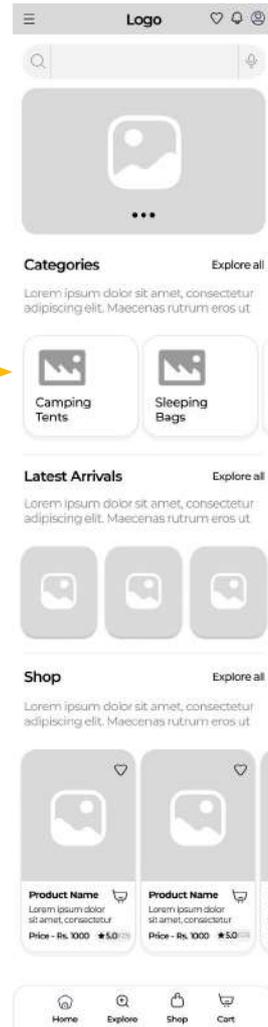
User Focus: Considering users busy lifestyle and need for efficiency, the right-to-left hand motion section allows her to quickly find the category she's interested in, making the shopping experience more seamless and enjoyable.

Description:

The categories section is designed with a right/left hand motion scroll feature, allowing users to swipe horizontally through various product categories such as tents, sleeping bags, etc. Each category is represented by a clear, a brief label, making it easy to identify and access.

Benefit to the User:

The right-to-left hand motion scrolling for categories enhances the user experience by making navigation intuitive and accessible, especially on mobile devices. Users can quickly and effortlessly browse through different categories with a simple swipe, reducing the need for vertical scrolling and multiple taps.



Description:

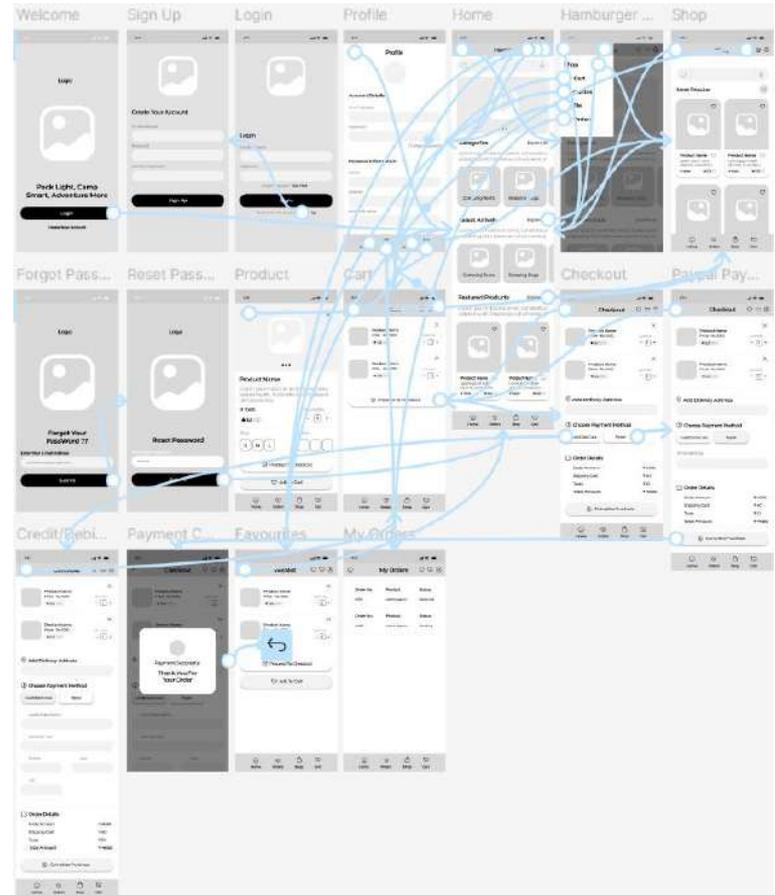
The latest arrival section is prominently displayed on the home screen of the app, showcasing the newest products added to the store's inventory.

Benefit to the User:

The latest arrival section keeps users informed about the newest and most up-to-date camping gear available, catering to those who like to stay ahead of trends and have the latest equipment.

Low-fidelity prototype

https://www.figma.com/design/cr_zCxCfvTvnoGpAdsYT406/Project-1?node-id=458-1767&p=f&t=dUPC_S6GdYeiEYJpH-0



Usability study: findings

We conducted usability studies to evaluate the effectiveness and user-friendliness of our camping supply store app. The first round focused on identifying major pain points and usability issues, while the second round aimed to test the improvements made based on initial feedback.

Round 1 findings

- 1 Missing "Heart" icon made favoriting items tedious.
- 2 Small filter icon caused difficulty locating sorting options.
- 3 Missing search bar made it difficult for users to find products.

Round 2 findings

- 1 "Heart" icon gave users the ability to favorite products easily.
- 2 Clear filter button improved visibility and reduced search time.
- 3 Adding a visible search bar helped users quickly locate desired products.

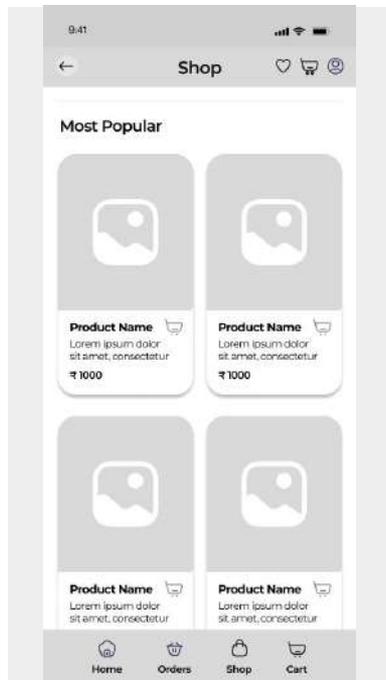
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

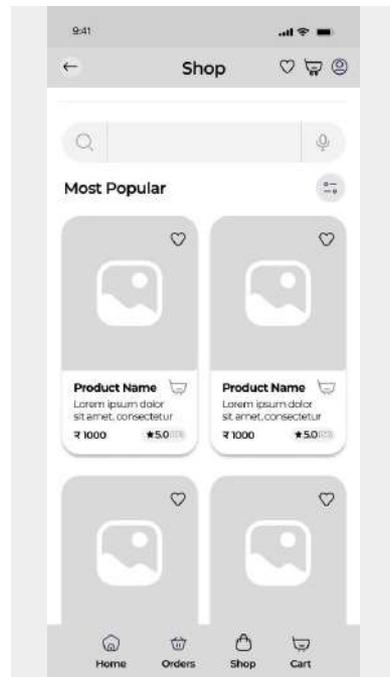
Mockups

The mockups showcase a clean, intuitive camping gear app with quick access to featured products, trip planning tools, and rental options—designed for easy browsing and confident gear selection.

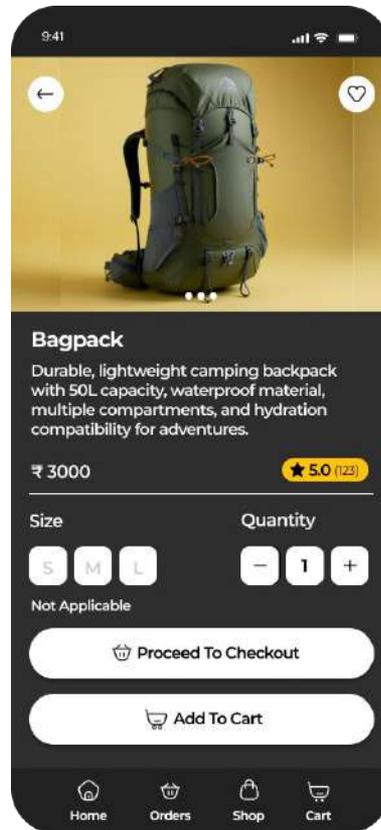
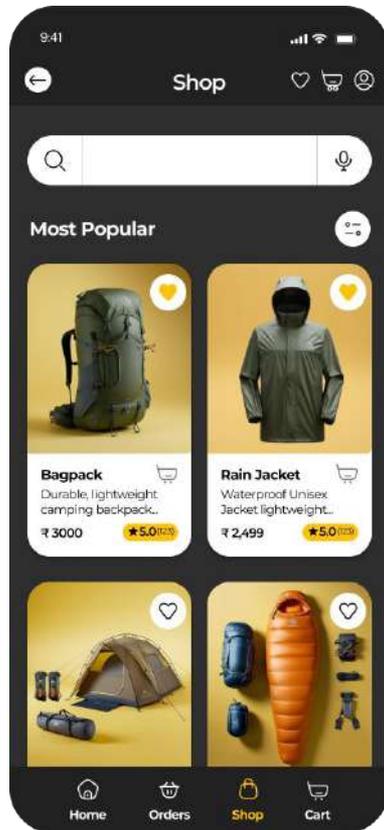
Before usability study



After usability study

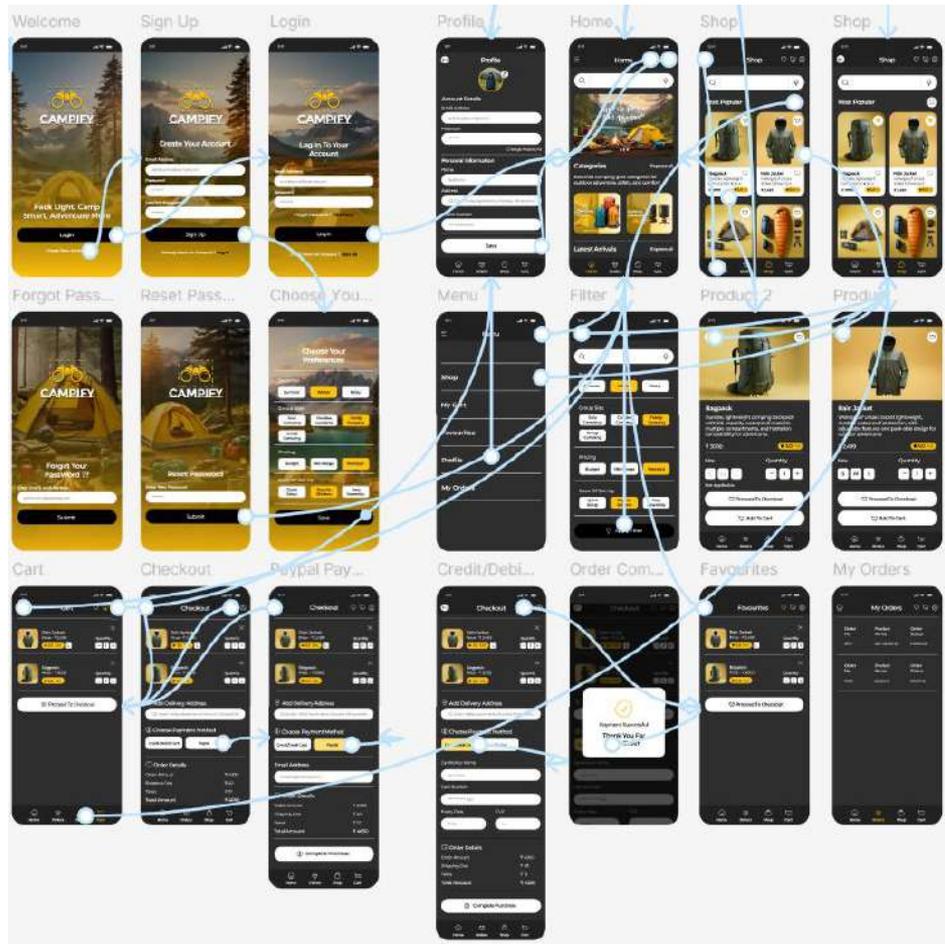


Mockups



High-fidelity prototype

https://www.figma.com/design/crzCxCfvTvnoGpAd_sYT406/Project-1?node-id=0-1&p=f&t=dUPCS6GdYeiEYlpH-0



Accessibility considerations

1

Alt Text for Images:

Included descriptive alt text for all images to ensure that users with visual impairments, who rely on screen readers, can understand the content and context of the images within the app.

2

Simple Layout: Designed a consistent and simple layout with clear headings and labels to assist users with cognitive disabilities in navigating the app with ease, reducing confusion and enhancing the overall user experience.

3

Accessible Color Choices:

Carefully selected color schemes that avoid relying on color alone to convey information, ensuring the app is usable for individuals with color vision deficiencies.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This project enhanced the overall shopping experience for outdoor enthusiasts by simplifying gear selection and integrating smart features like trip planning and rental options, resulting in a more guided and confident user journey.



What I learned:

I learned how to translate user pain points into actionable design features, balance usability with innovation, and prototype solutions that align with both user goals and business objectives.

Next steps

1

Develop Trip Planner Prototype - Design and prototype the Trip Planner feature that suggests gear checklists based on destination, weather, and group size to guide users effectively.

2

Implement Rent or Buy Feature - Add an option for users to rent or purchase gear, making camping equipment more accessible and appealing to beginners or occasional campers.

3

Integrate Google Maps for Camping Sites - Connect the app with Google Maps to recommend nearby or popular camping locations, enhancing trip planning and user engagement.

Let's connect!



Thank you for reviewing my work.

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