Lots App & Website Process Book



randymunroe.com

Brief & Objective

Brief

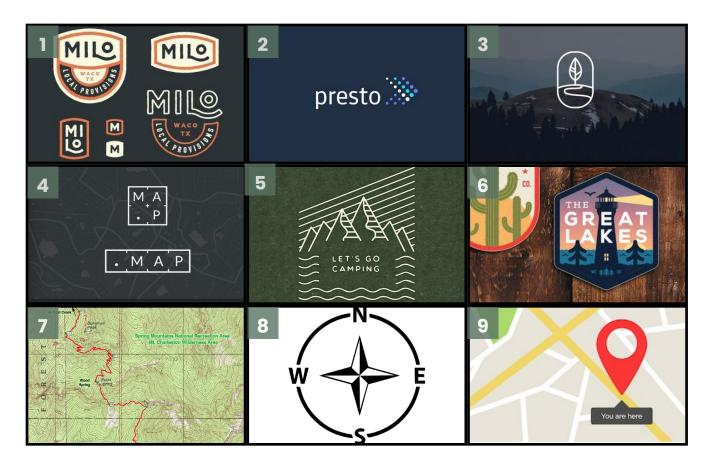
- Lots, a recommendation app for national parks forests and state parks in the U.S.
- The purpose of lots is to give people a platform centered around national parks, state parks, and national forests in the U.S. where they can share their experiences and rate a place that they've visited publicly for others to see. Lots also provides useful information about these locations for those who are planning their own camping trip or just a regular visit.
- Objective
- Create a one page website promoting some features of the app

Branding

Brainstorm Lots: A National Porks Recommendation App First Words That Came To Mind and Synonyms Parks Estate Storden Square Area Field Plot Lot Forests / Jungle / Park Wood / Lumber Outdoors Hirden Environment Mountain Nature | Hiking / Comping / Exploring / Traverse Deserts | Arid | Desolute Lot (noun) A plot of land assigned for sale or for a particular use Can be a play on words because the app will provide users with lots of information relating to parks if you think about them as lots as in a plot of land

Adjectives and Images

- Modern
- Clean
- Friendly
- Lockup compositions. Type design with the I and o
- 2 Stippled dots and use of colors
- 3 Minimal stroke illustration
- 4 Map logo using map quadrants
- **5** Single line illustration and texture
- 6 Hexagon frame
- **7** Topographic map with quadrants
- 8 Compass rose
- 9 You are here icon

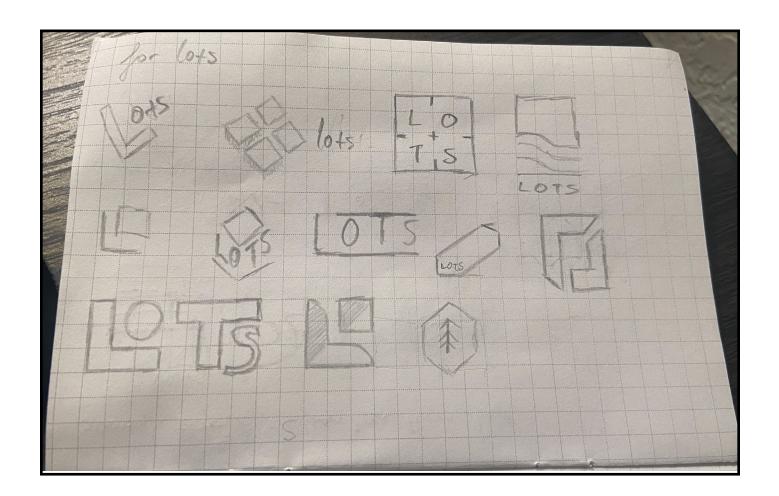


Logo | Original Design and New Sketches

I wanted something that had content relating to the purpose of Lots.

Some key things that I wanted in the design was referencing either maps, latitude and longitude lines, or the arrow on a compass.

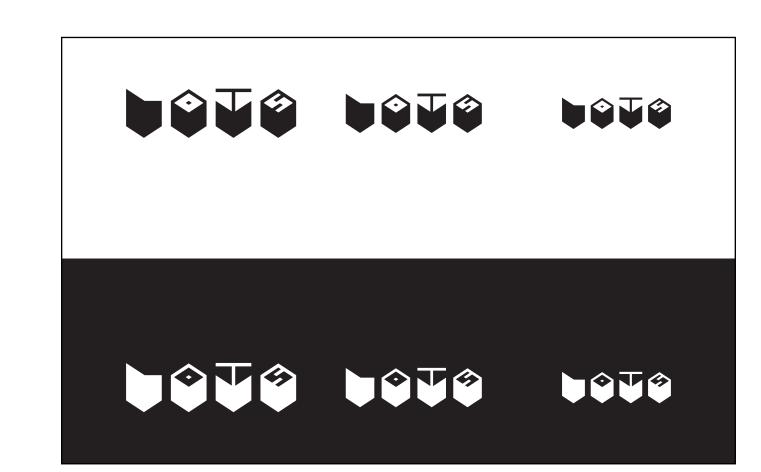




Final design: Combination of an unfolded map, and quadrants designed into the name

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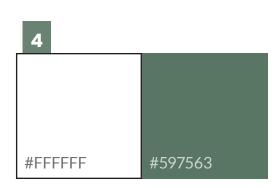




Style Guide

Branding

- 1 Topography patterns to use as a background
- 2 Pictures of some national parks also used for backgrounds
- 3 Icon style used in the app
- 4 A soft green which is a reference to tree leaves, grass...
- 5 A simple yet varied font family to compliment the images used throughout the app and website



5 Headings | Open Sans Lorem Ipsum

Body | Open Sans

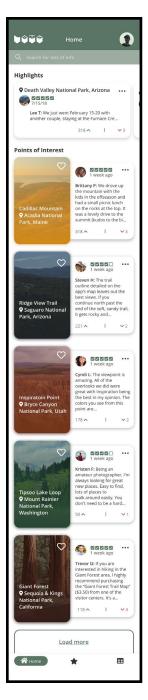
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App Comps

Mobile App Comps

Home



Popular



Categories



Search



Location Details

North Cascades National Park,

🕼 Post a Review

Reviews

Less than three hours from Seattle, an alpine

landscape beckons. Discover communities of life adapted to moisture in the west and recurring fire in

the east. Explore jagged peaks crowned by more than 300 glaciers. Listen to cascading waters in forested

valleys. Witness a landscape sensitive to the Earth's changing climate. Help steward the ecological heart of the Cascades.

Many of the facilities in the park are only open in the

summer, while others stay open year-round

Information about entrance fees to the park and options for annual passes.

Information about backcountry permits and

Updates about park notices, temporary closures, and other advisories.

Weather conditions can change rapidly around the mountain. Check weather conditions to ensure your

Pets are allowed in certain areas of the park and must

be on leashes at all times. Learn about the regulations

*All links go to the national park service website for this park

Tap the blue icons to see details for

individual points of interest

Ok

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North Cascades National Park Washington

Commercial Use Authorization permits.

Q Washington

Details

Useful Information

Permits and Reservations

visit is safe and enjoyable.

Current Conditions

Veathers

regarding pets.

Points of Interest

A Home

Fees and Passes

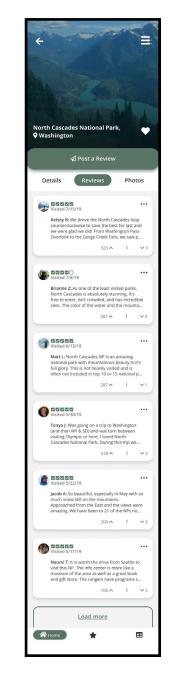
Operating Hours and Seasons

About

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Photos

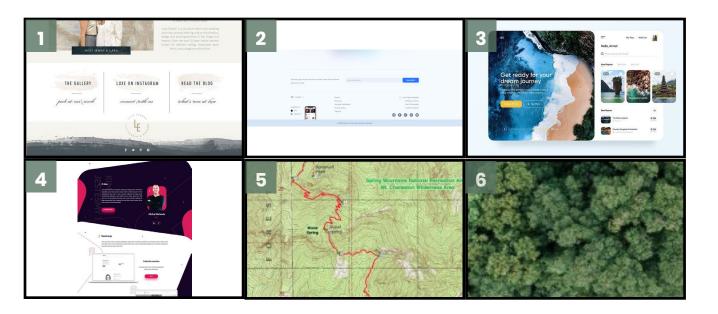




Website Design

Adjectives and Images

- Modern
- Clean
- Friendly
- 1 Translucent background image for the footer that almost blends into the background
- 2 Footer layout. Phone cut-off. Using the store icons instead of the usual cards for show where to download
- 3 Split composition for hero section. Rounded edge. Card off the page
- Sections are just separated by rectangles.
 Shapes made to look like the going off the page
- **5** Topographic pattern could be used as background texture.
- 6 Top down view of tree tops like looking at a mockup



Single Page

Top Nav

- 2 Hero Section with a tagline, and a call to action to download lots
- 3 Sliding carousel showing individual reviews
- 4 Illustrating what can be seen or done on different pages throughout the app. This section should have a parallax effect of the text content and phone mockup scrolling at different speeds
- 5 Testimonials from people who have downloaded the app. Parallax scrolls left or right when the user scrolls up or down
- 6 FAQ accordions
- 7 Footer



Test the Prototype Let me know what you think.

Go to Figma Prototype