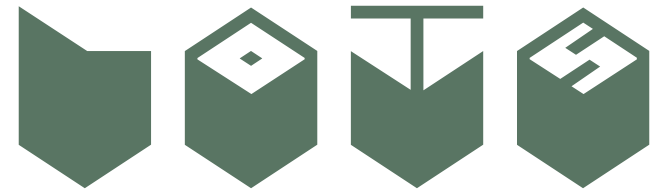


Lots App & Website Process Book



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 Parks Recommendation App

First Words That Came To Mind and Synonyms

Parks | Estate | Garden | Square | Area | Field | Plot | Lot

Forests | Jungle | Park | Wood | Lumber

Outdoors | Garden | Environment | Mountain

Nature | Hiking | Camping | Exploring | Traverse

Deserts | Arid | Desolate

Lot (noun)

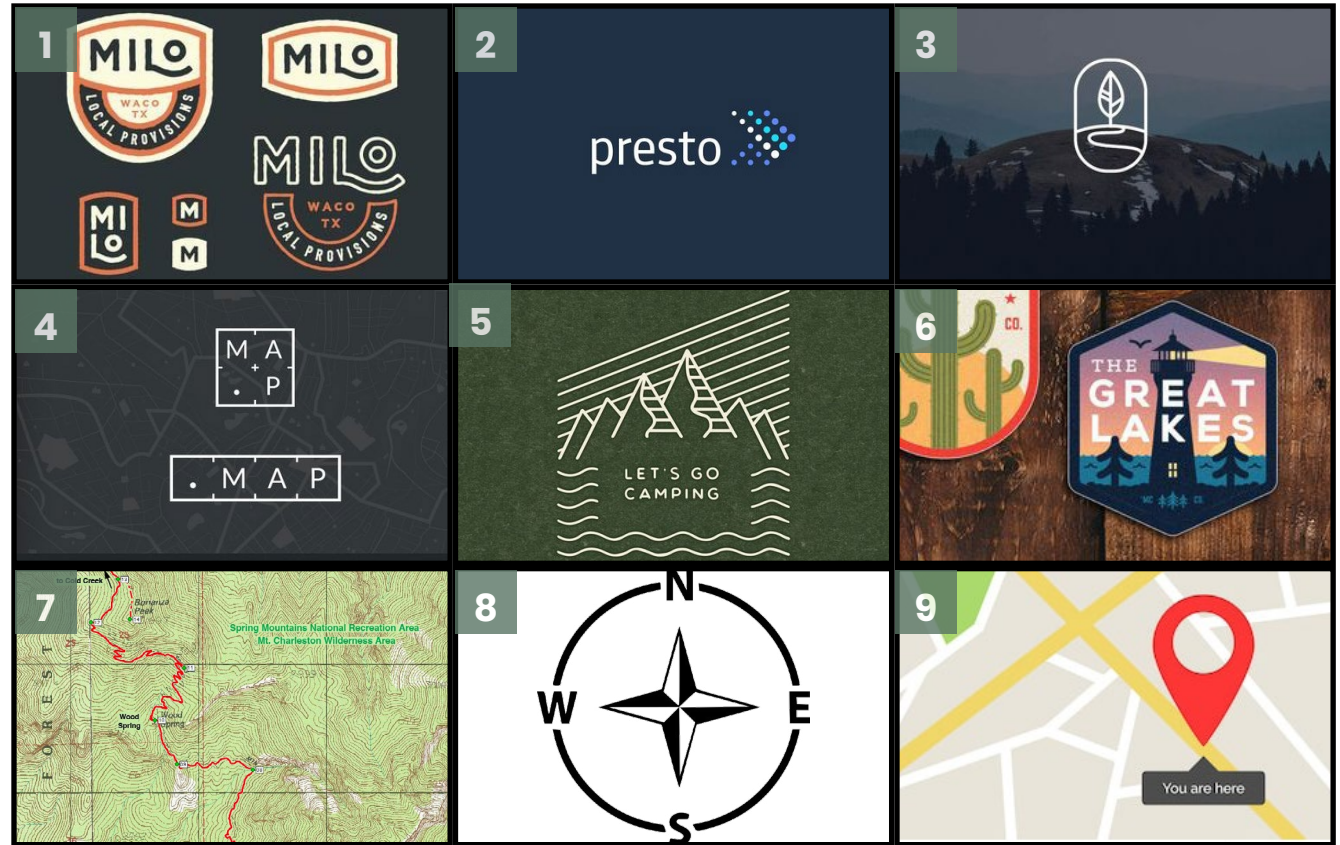
A plot of land assigned for sale or for a particular use.

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

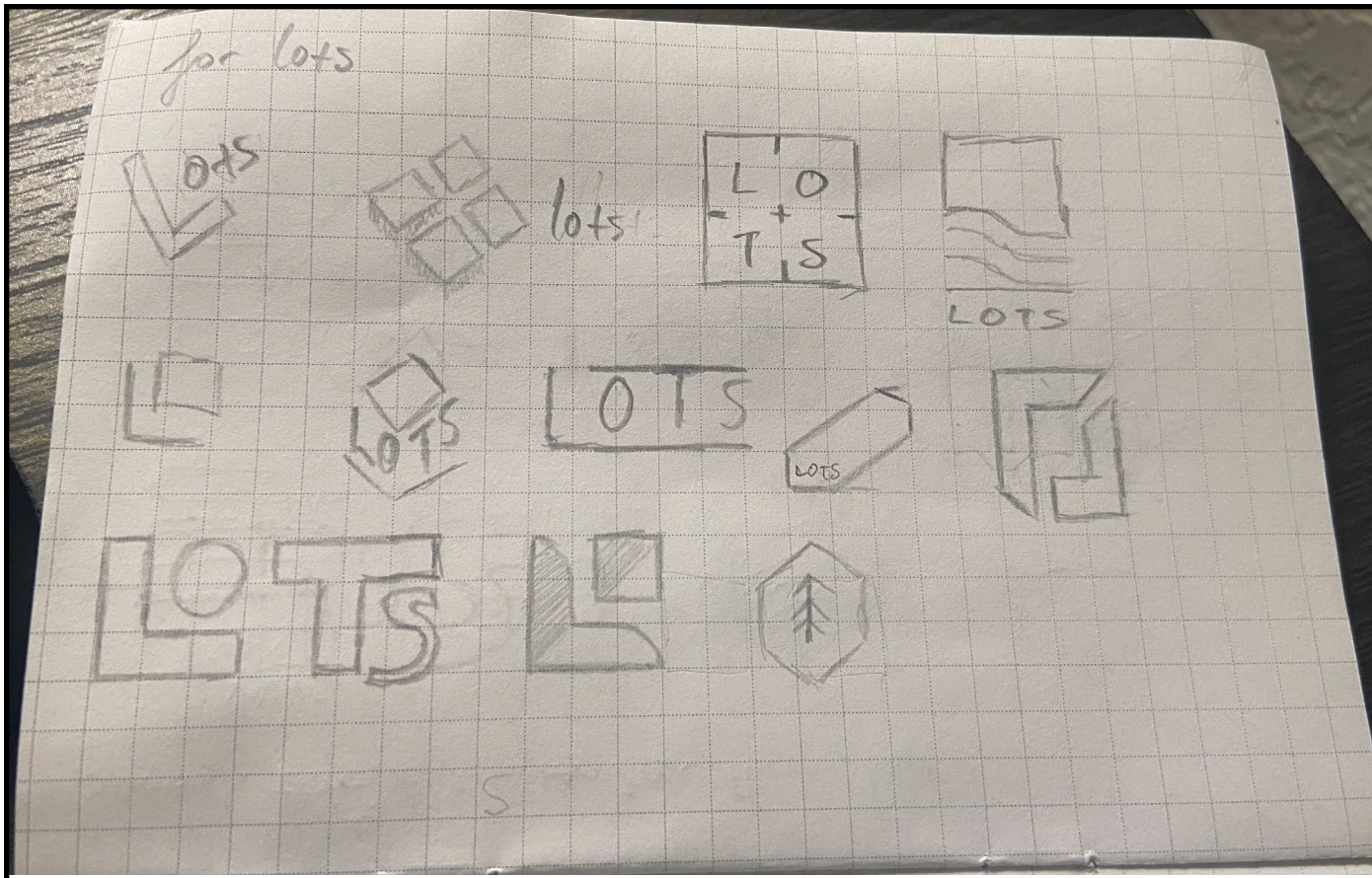
- Modern
- Clean
- Friendly

- 1 Lockup compositions. Type design with the l 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

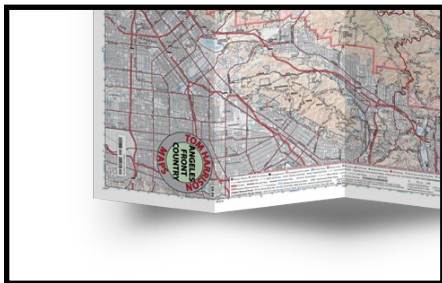


I wanted something that had content relating to the purpose of Lots.

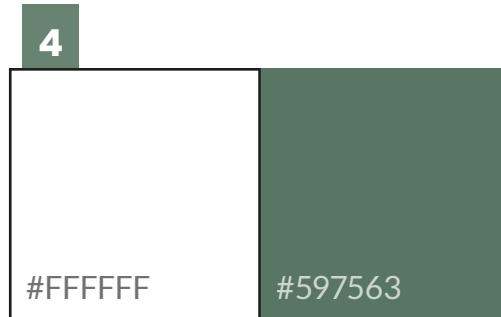
Some key things that I wanted in the design was referencing either maps, latitude and longitude lines, or the arrow on a compass.



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



- 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 complement the images used throughout the app and website

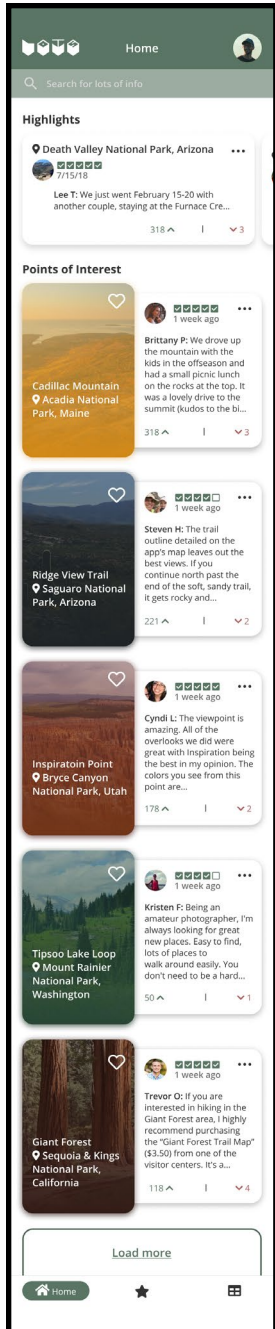


5 **Headings | Open Sans**
Lorem Ipsum

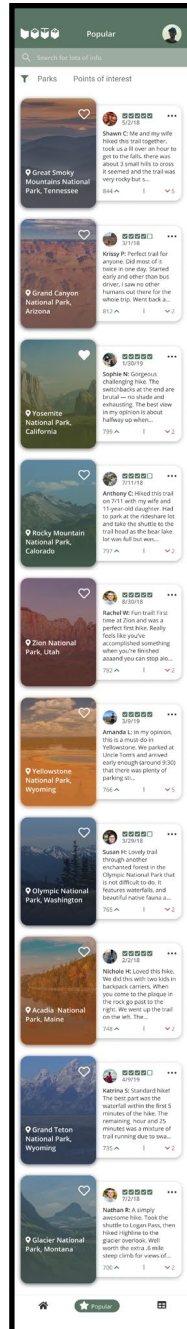
Body | Open Sans
Is dicit od enihict atemque labor rere-
strum ut liquiam ut lam facersperion
porios abor rae sequam hillibus ut ut
exped quam, commolo

App Comps

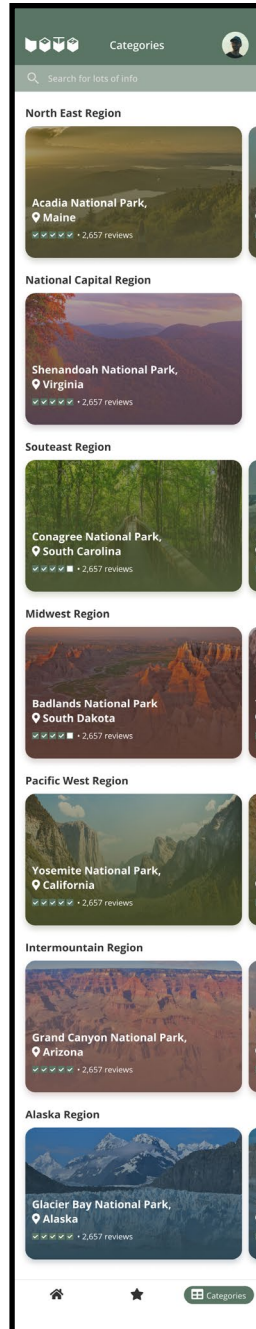
Home



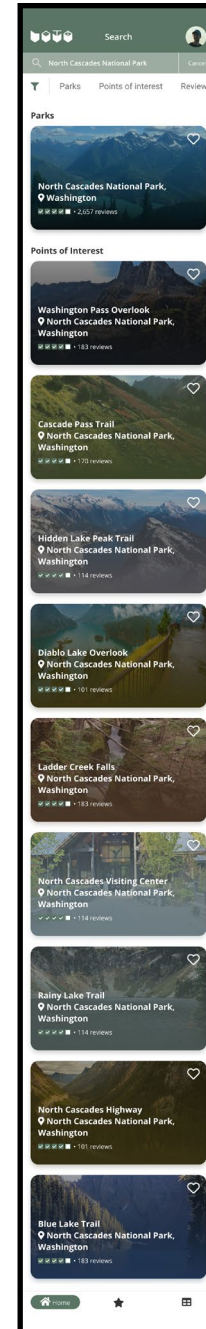
Popular



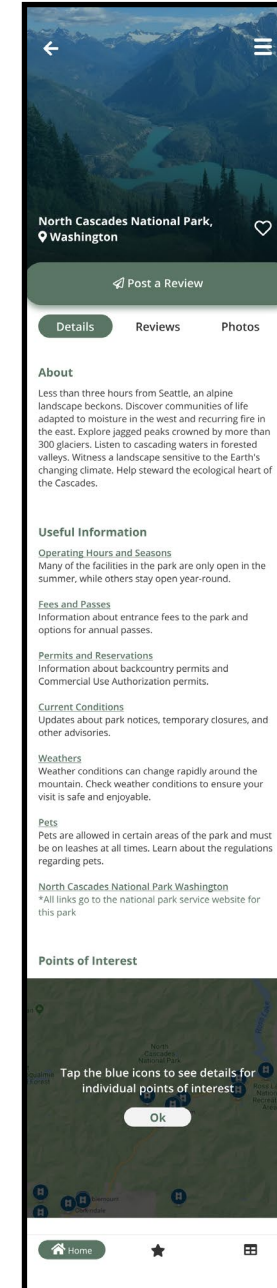
Categories



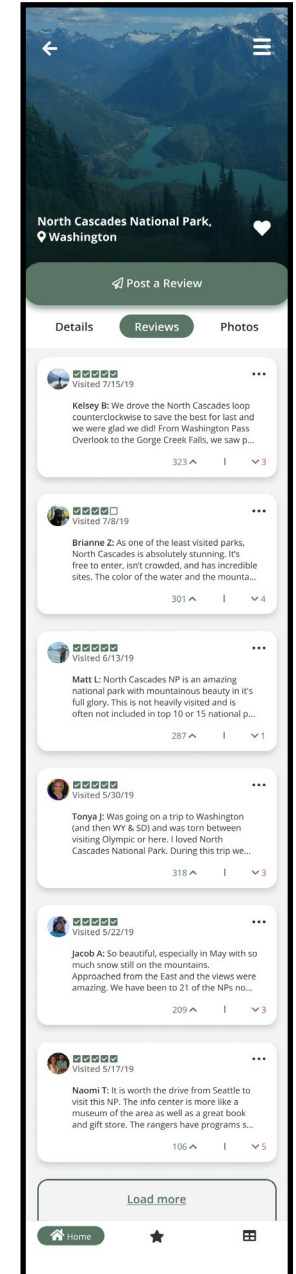
Search



Location Details



Location Reviews

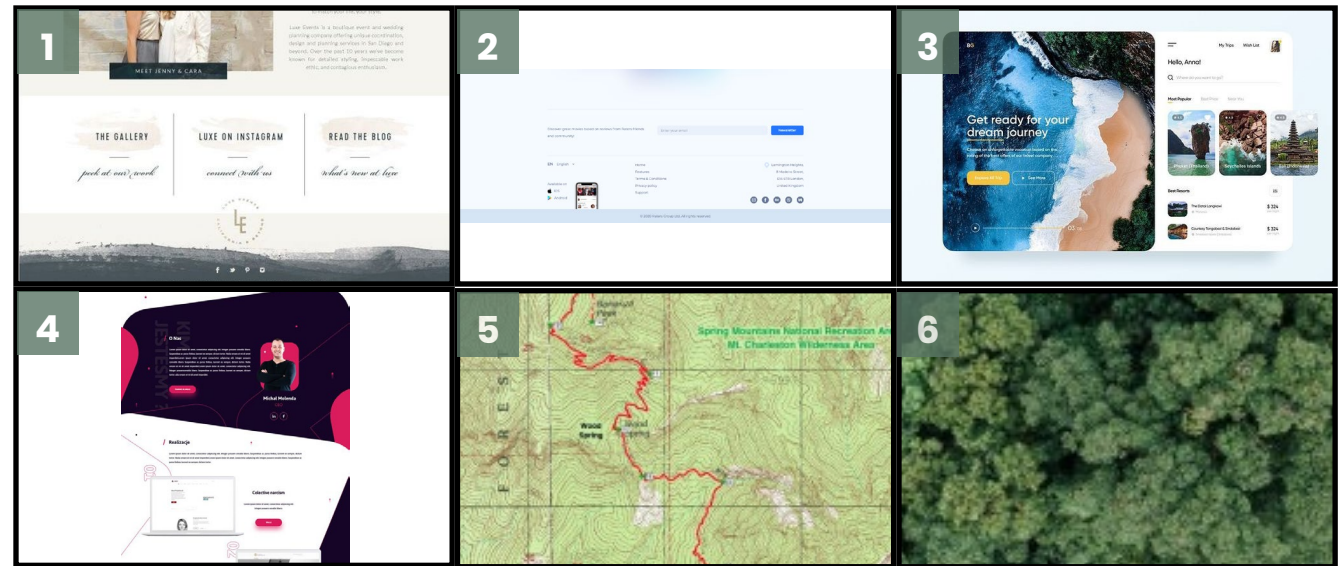


Website Design

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
- 4 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



- 1 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

1

2

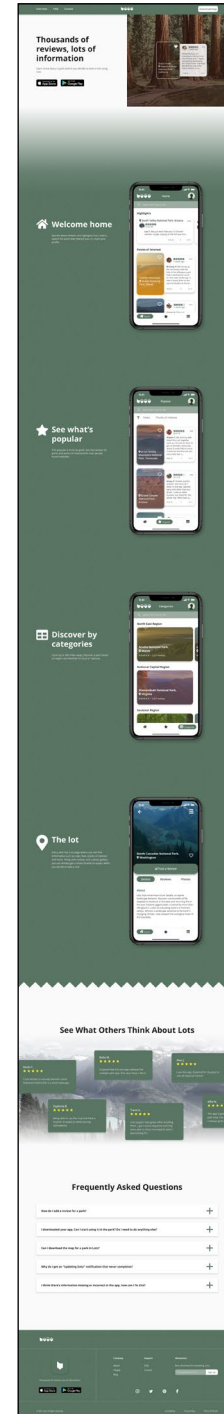
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Test the Prototype

Let me know what you think.

[Go to Figma Prototype](#)