

# LET'S GO HIKING

## Mission Message

The aim of "Let's Go Hiking" as a fully fledged site would be to bring together the map routing elements with the addition of the social and challenge element. To provide more inspiration to hikers to challenge themselves more and to create the social element to join a community; either online through blogs and photo sharing on completing the same challenge as others. Or in real life being able to join group hikes and make new friends. Plus the challenge provides a memento in either a patch, sticker or postcard. Allowing a hike to become more of an event and to create long lasting memories.

The brand of 'Let's Go Hiking' would hopefully lead to more merchandise being made available and potential sponsorship with big brand outdoor goods companies.

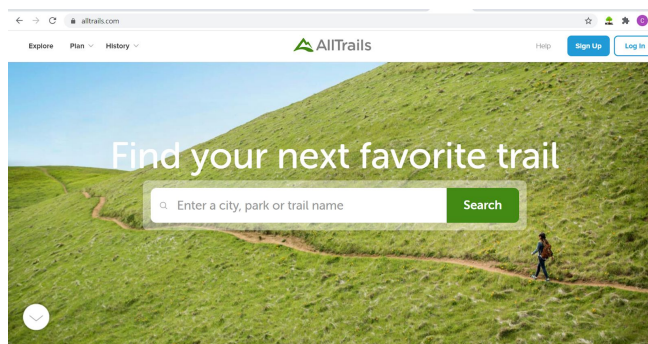
Future aspirations also include:

- The extension to other regions and countries around the world.
- A family section for children friendly hikes and activities
- Extending the brand to other sports such as running and cycling.
- Extend the merchandise available

Hero Images brainstorm

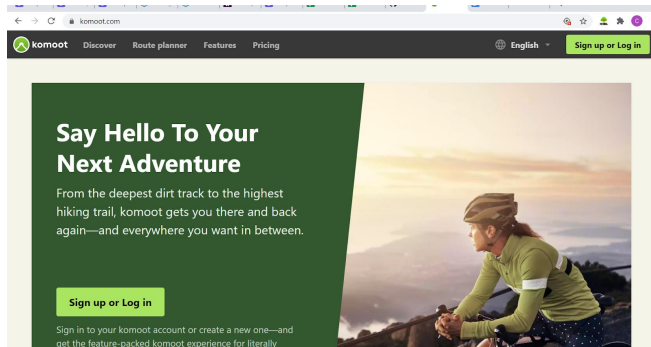


## Hiking websites



### All trails

All Trails is a website that allows users to plan their hikes using a map interface. Members can sign up to see their individual stats and their history of their hikes.



## Kamoot

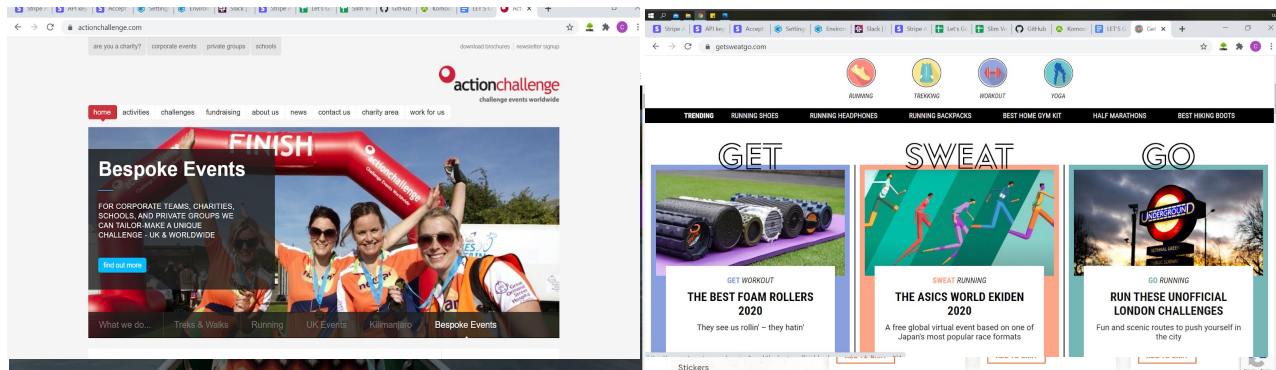
Kamoot is a website that allows users to plan their hikes, runs, and rides using a map interface. Members can sign up to see their individual stats and their history of their activities and it also a paid membership area which delivers navigation and offline map functionality .

Both these websites/apps focus on the navigation side of hiking or other activities. I personally have used Komoot and found it very useful in finding routes in areas I didn't know.

On searching for 'hiking challenges', most results were sites that had a challenge element or article within them like GetSweatGo or charity challenges such as ActionChallenge.

## Branding - Outdoor clothing and apparel.

There are a lot of great outdoor brands out there but here are a few that have given me



inspiration.

## Fonts and Colour Scheme

Logo font - Header = font-family: 'Caveat', cursive;

Bold 700

*Let's Go Hiking!*

Hero Font = `font-family: 'Alfa Slab One', cursive;`

Regular 400

# Let's Go Hiking!

Text Font = `font-family: 'Raleway', sans-serif;`

Regular 400

Let's Go Hiking!

## Colour Scheme



## Wireframes

Basic wireframes for the home page, the challenges page and the shop

