

NorthStarr Camping Surplus

Ecommerce type

A site focusing on

- Camping/outdoors adventurer/survival supply apparel and equipment. It will also include the ability to purchase long storage food in bulk, and sustainability/ off-grid equipment.
- Large HQ photos of products, with detailed descriptions, instructions and the ability to leave and track user reviews, and photos or videos of customers using the products.
- It will also contain a user-friendly intuitive UI that makes it as easy as possible to navigate the separate sections of the site.

2 sites like mine

My Patriot Supply

<https://mypatriotsupply.com/>

- Utilizes a simple easy to navigate UI with categories and sections that are simple and start broad and get more specific for each group of products.
- Allows users to purchase long and short storage food products and see the nutritional value of each product.

Stealth Angel Survival

<https://www.stealthangelsurvival.com/>

- Great aesthetic user-friendly UI, which displays high quality pictures of products and customers using the products, making it as easy as possible for users to navigate the site
- Connected social media that includes photos, instructive videos and customer reviews.

Site's Purpose

- Today, in the day of the infinite streaming services, and post Covid-19 we at NorthStarr want to help by being a guiding light to its customers to a more outdoor oriented lifestyle in which we are ready for most if not all catastrophes, disasters and emergencies.

Sites Goals

- Get people to purchase camping equipment
- Have people leave reviews on products

- Increase the amount of time people spend outside
- Teach customers wilderness survival through social media
- Improve Disaster readiness and reaction capabilities

Sites Milestones

- Have Customer add email to newsletter mailing list
- Add items to Shopping Cart
- Have Customer leave a Review
- Have different pages for at least five different categories that are easily navigated
- Watch review video on site

5 Metrics

- Number of visitors over time
- What percentage of visitors purchase Items
- What percentage of customers become repeat customers/join mailing list
- How many carts are abandoned
- Which products are the most purchased and the best reviewed

Analytics

- *SEO Site Checkup* (<https://www.SEOsitecheckup.com>)
- *Woopra* (<https://www.Woopra.com>)
- *Tradeswell* (<https://tradeswell.com>)
- *Google Analytics* (<https://analytics.google.com>)
- *Optimizley* (<https://optimizley.com>)

Website Content

Image Tools

- *Burst* (<https://burst.shopify.com>)
- *Google images* (<https://www.google.com/imghp?hl=en&ogbl>)
- *Lorem Picsum* (<https://picsum.photos>)

Text Tools

- *Grammarly* (<https://www.grammarly.com/>)
- *Textise* (<https://www.textise.net/>)
- *Markdown*

Text Templates

- Find your way back to the unbeaten path
- Disconnect to Reconnect
- In this world where we're all as connected as we've ever been, disconnect to reconnect
- Be prepared for the the unexpected

- Never be caught with your pants down again
- Get back to what really counts
- Take your future into your own hands
- Better to have it and not need it

Accessibility Considerations

- Large font sizes
- Screenly (<https://www.screenly.io/>) makes sure the site is accessible through most if not every device.

Gloomaps Sitemap

- <https://www.gloomaps.com/77MEwRt2zE>

Figma Mockup

- <https://www.figma.com/file/5Jkvd3tLyFSgXfDIpNqGwz/Untitled?node-id=0%3A1>

Reasons for design choices:

- My primary target audience is Men and Women in their early 20's to mid 40's, preferably married parents, interested in an outdoorsy lifestyle, from camping, hunting, hiking, fishing, boating, backpacking.
- I chose to design my site the way I did to increase ease of use for my potential customers. Everything is designed to make sure the potential customers can find everything they need. I used large images and text to grab attention and put eyes where I need them to be.
- The colors I chose to accent my site were Gold and Royal Blue. Since my site is NorthStarr I thought the gold would fit the Star theme nicely and add an air of Prestige and High Value. The Blue I included to add a bit of Friendliness and Trust as well as some Integrity.