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

<u>Accessibility Considerations</u>
- Large font sizes
- Screenly (https://www.screenly.io/) makes sure the site is accessible through most if not every device.
- Add multiple languages (Spanish, French etc.) for the site

Gloomaps Sitemap
- https://www.gloomaps.com/77MEwRt2zE

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