



THE CLYMB®

To increase the well-being of the planet  
and its inhabitants by inspiring  
*human-powered adventure.*

## USER GROUP

Actively participates in outdoor activities.

Independent and older age group.

## SERVICES

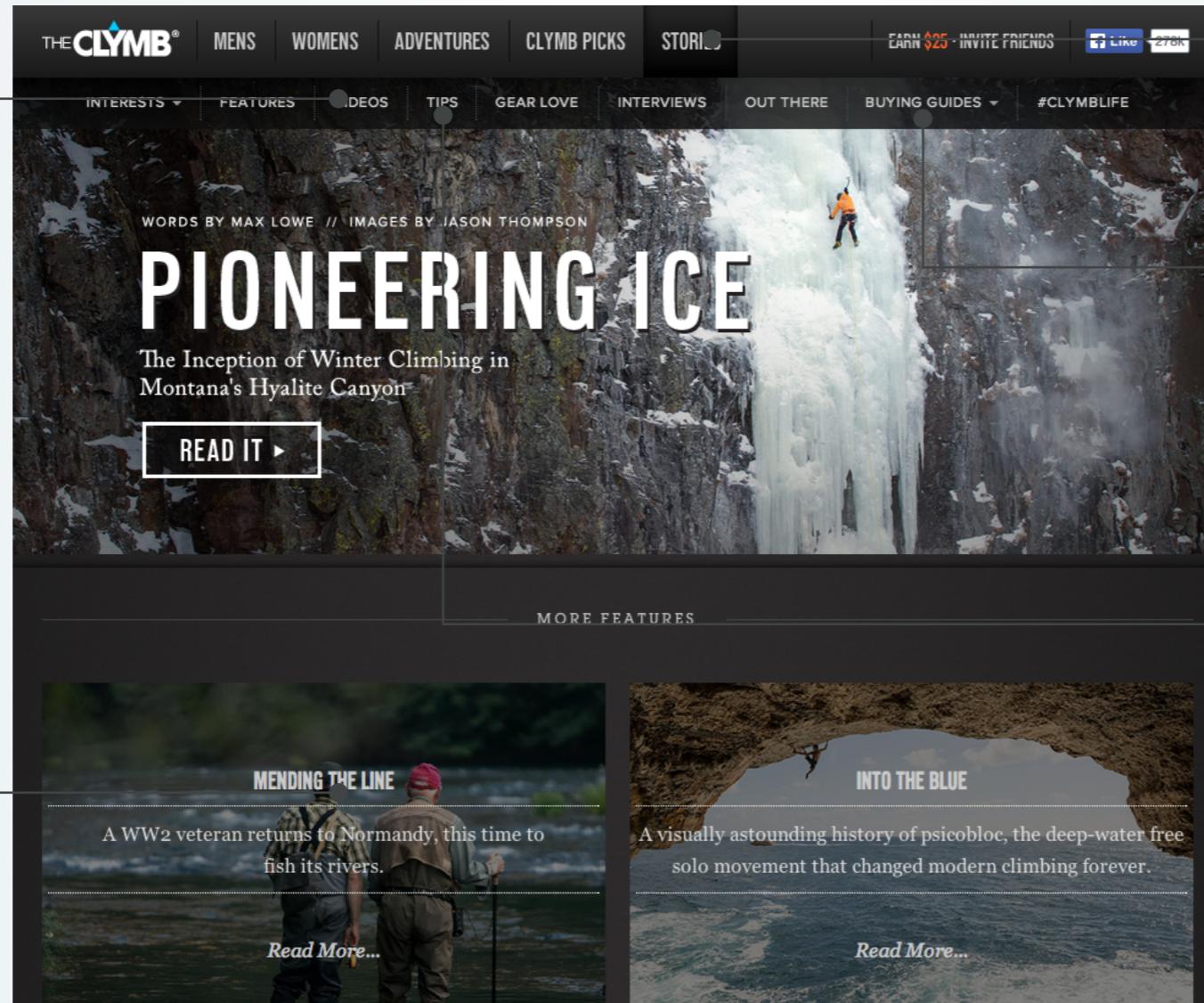
Outdoor sports equipment and essentials necessary for outdoor activity.

Written posts about tips and guides for certain adventures or activities.

## FEATURES & USABILITY

Responsive to any device, stacks well with the use of large images.

Grid layout for easy reading with large text.



Videos that will act as guides for users.

Focus on STORIES section of website as the main feature for their app

Buying guides to help users prepare for their adventure and activity.

Keep large beautiful images that are used.

Tips to have help on the go for hiking, camping, cycling, etc.

## KEY FEATURES

Online Store that shows entire catalogue that's on the website.

Stories, where there are blog posts, tips and guides showing users.

Sales that go for a long time that gives the user a countdown to when it ends.

Redeem money by inviting friends to create an account and purchase.

Adventures which are vacations that are sold through the store.

## COMMUNICATION

Social aspect puts the users to participate with the debate of articles.

## ENTERTAINMENT

Categories for different interests based on what the user chose.

Bookmarks for users to save what they have read or have enjoyed.

Social aspect puts the users to participate with the debate of articles.

Stories can be hidden or “read” to not show again when read.

Adventures which are vacations that are sold through the store.

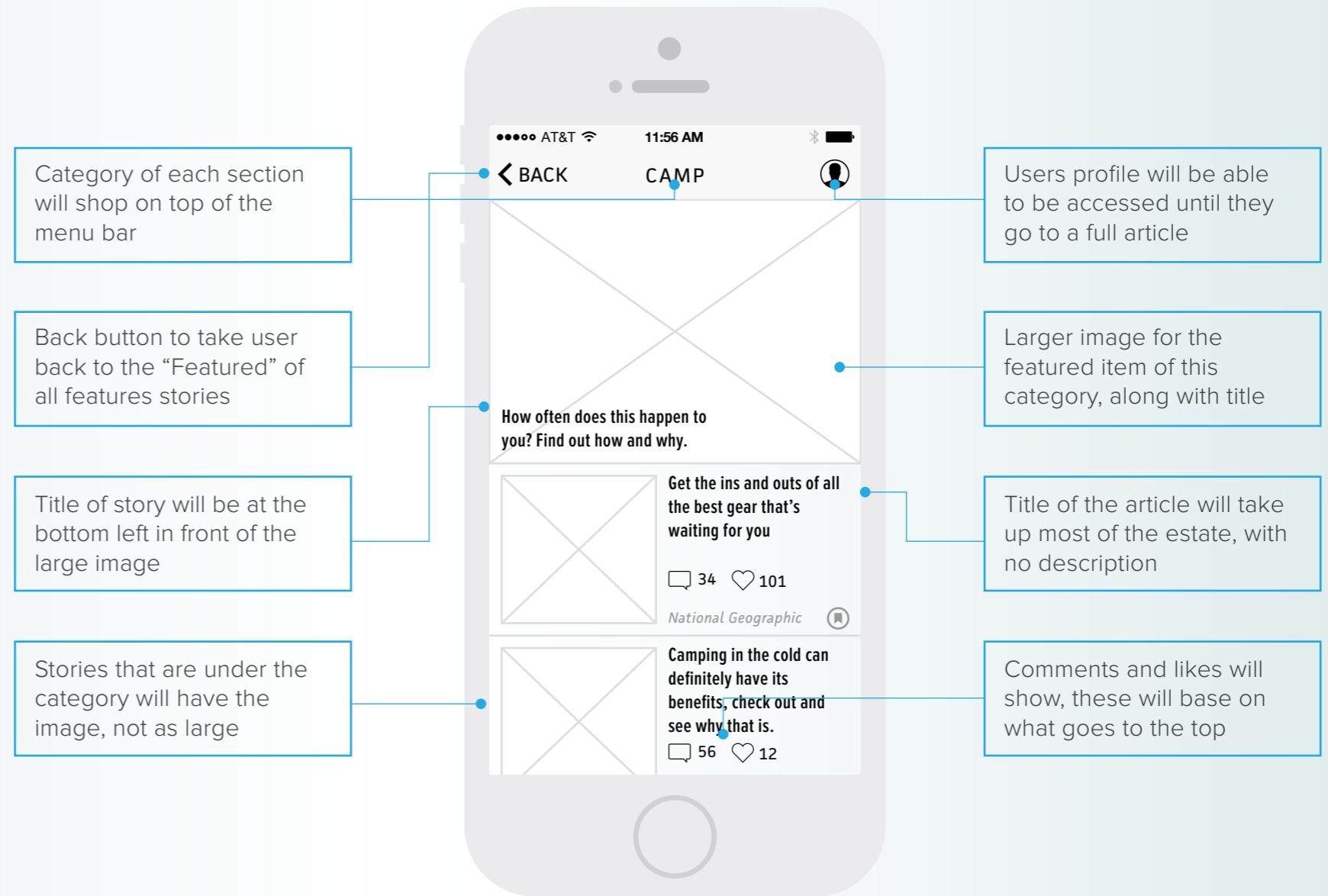
## COMMERCE

Adventures which are vacations that are sold through the store.

Online Store that shows entire catalogue that's on the website.

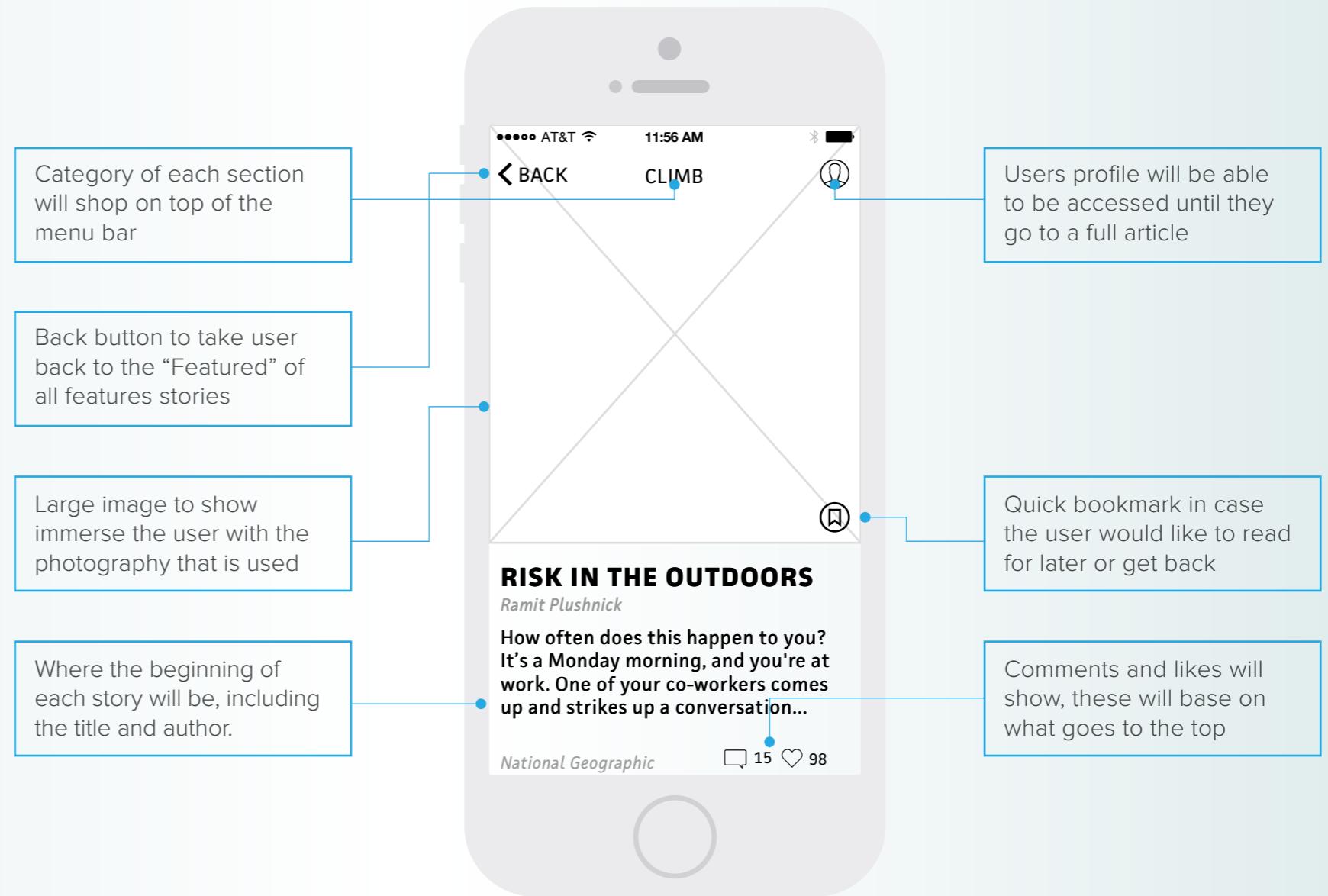
## WIREFRAMES

The homepage of the iPhone application will have a large image with the main headline based off of what the user has as their main category. There will be stories from each section based on how popular they are. This is a content driven wireframe where the user is taken throughout the app based off of what they select.



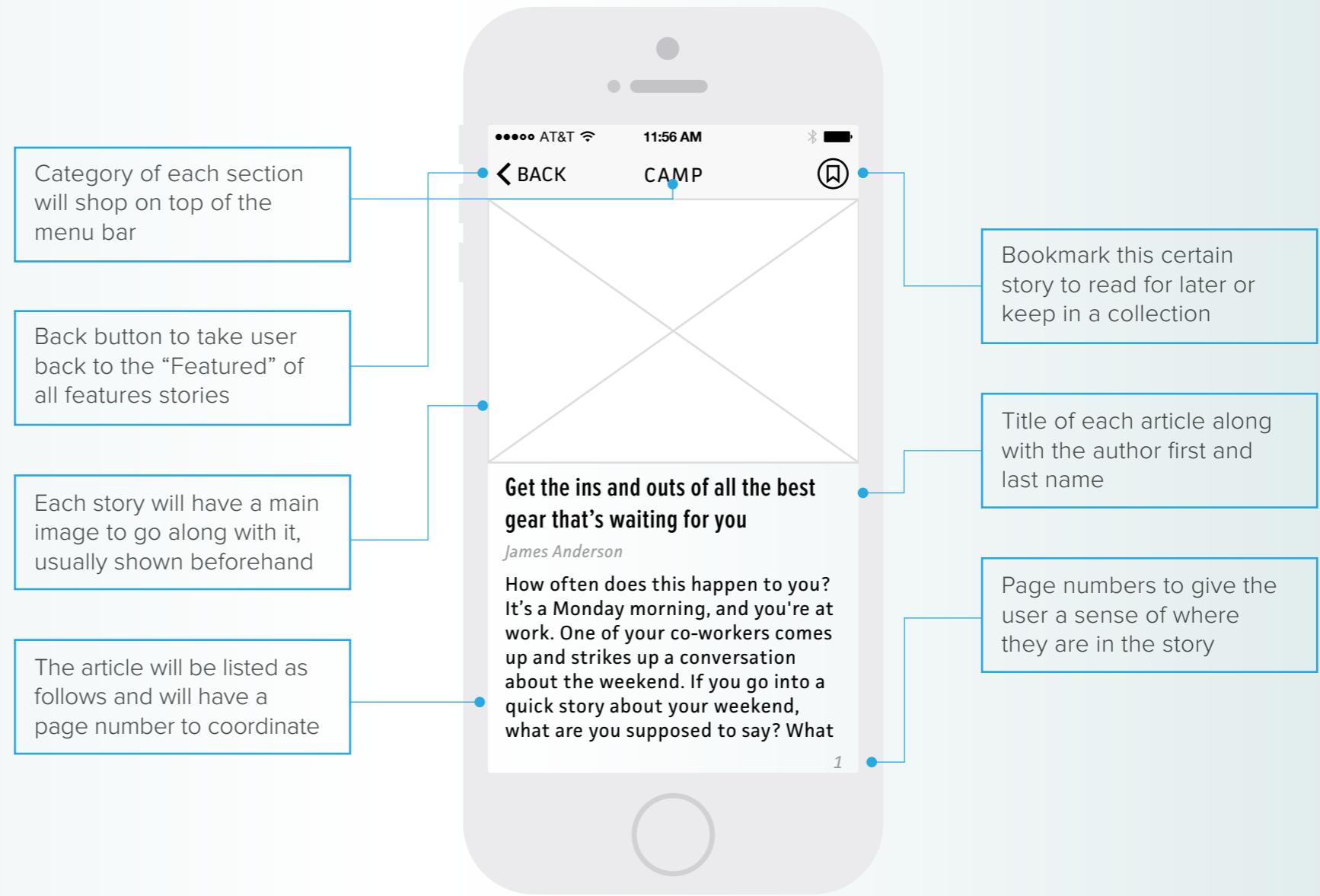
## WIREFRAMES

When the user chooses a section, they are then taken to that entire section, where every story is based off of what they have just selected. The stories are listed as one whole page, where the user will flip to the next story. Each story will have a short excerpt from the article, a large image, and the social aspect (how many comments, likes etc.).



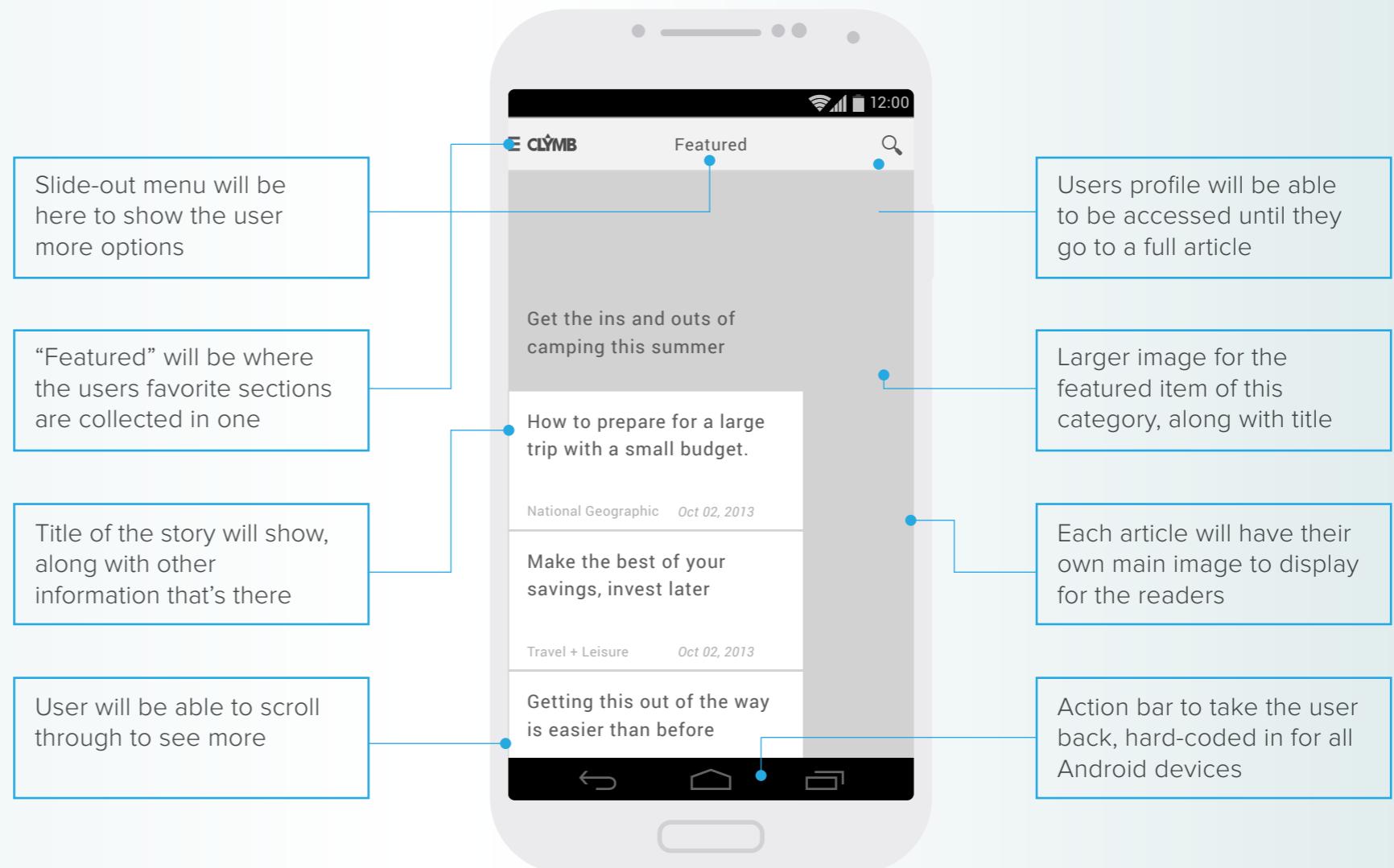
## WIREFRAMES

Once the user is fully inside the article, they may read the entire story. Each story will have a bookmark, comment, or like option for the user to choose as they please. There will be page numbers to show progress for the user, and it will also show the full title and author.



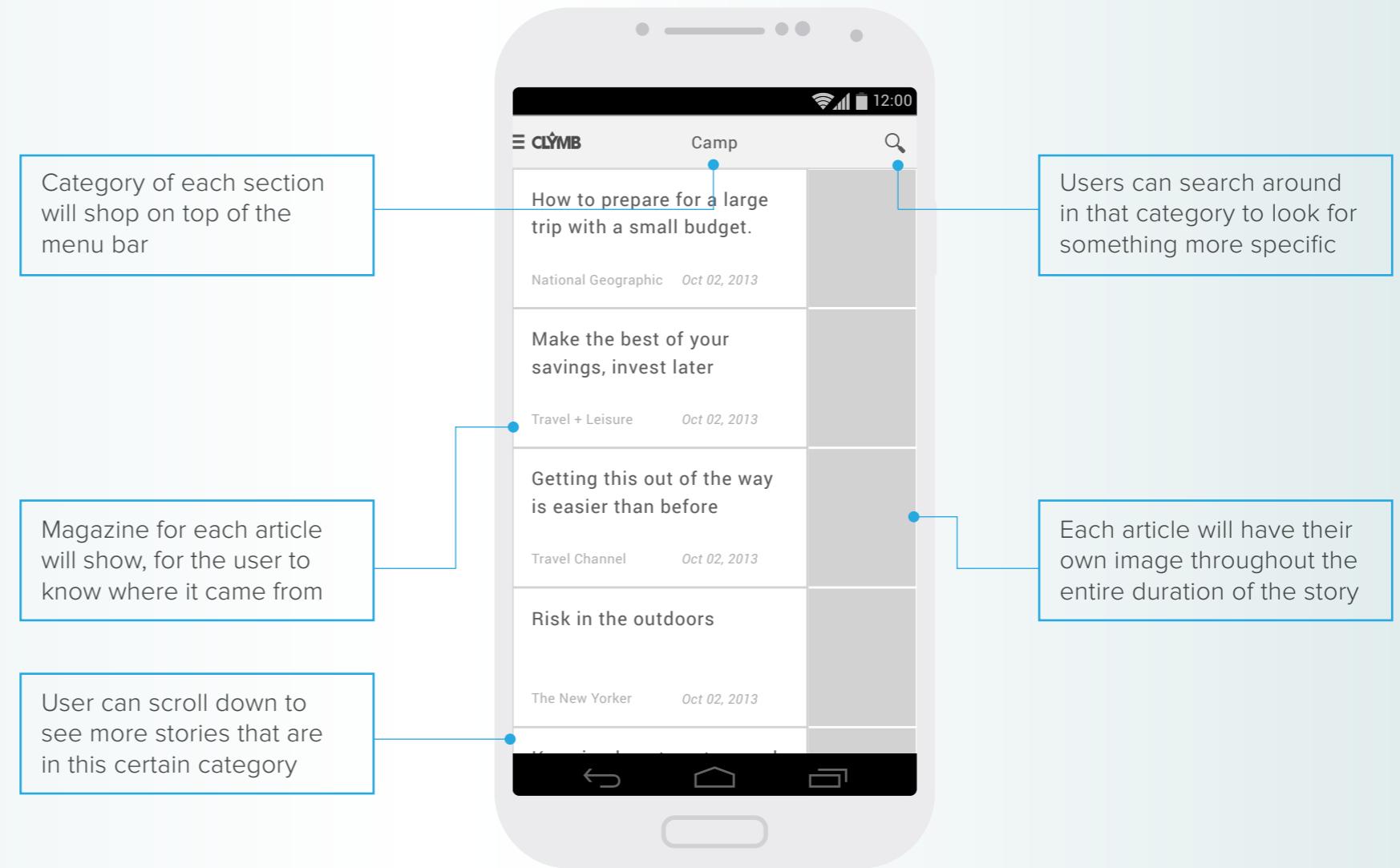
## WIREFRAMES

The homepage for the Android device will also have a similar feel as the previous iPhone, but including the action bar that most Androids use, and a slide-out menu for the user to have easy access to their account. There will be the title of each article, images, the date of when the article was written, and which magazine it came from.



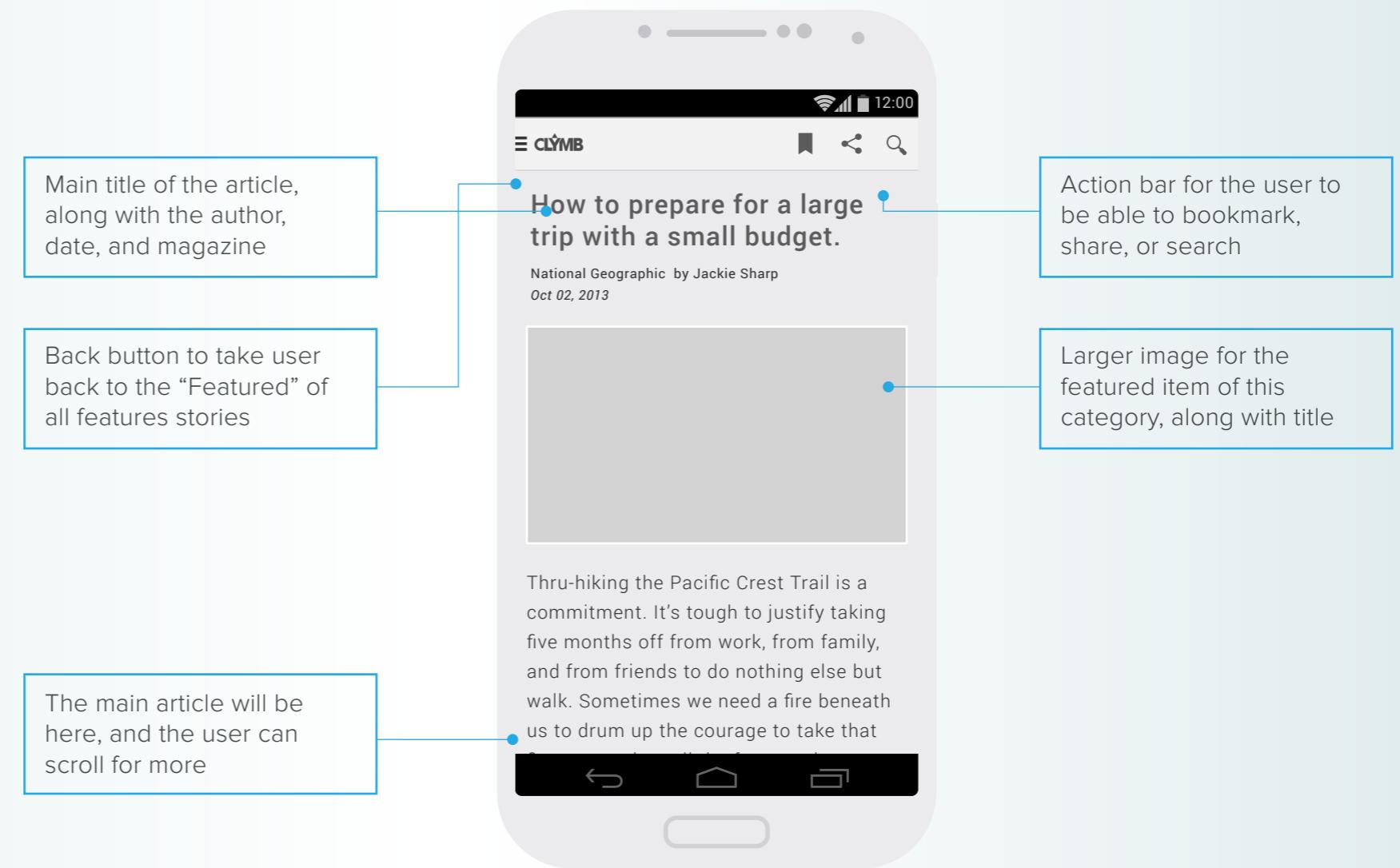
## WIREFRAMES

When the user has selected the category that they wish to explore, they are able to choose from different stories that are listed in that one section.



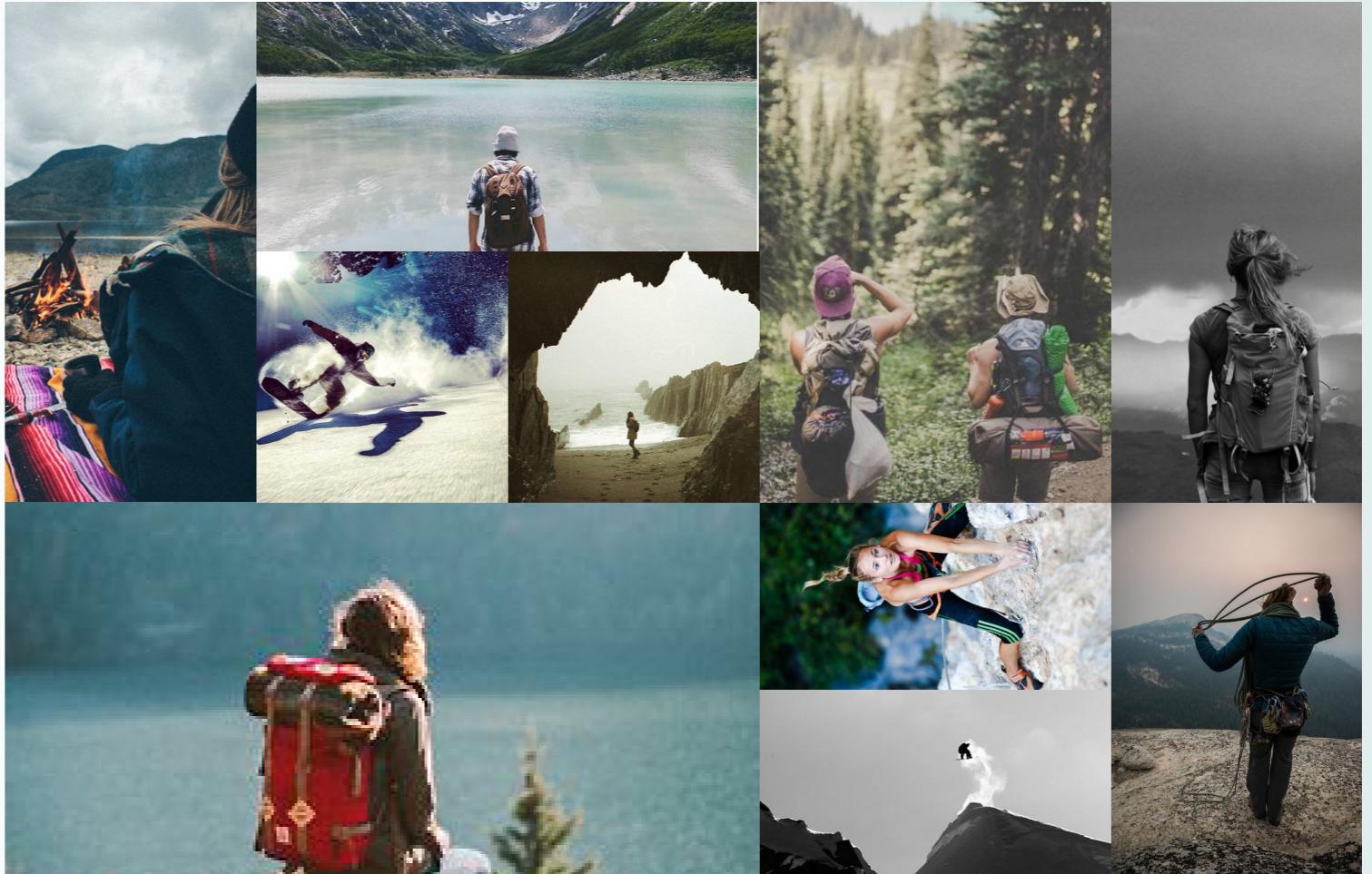
## WIREFRAMES

Once the user is in the article, there will be the full article, the title, author, and which magazine it came from. There will also be the options of sharing, bookmarking, or searching in the action bar.



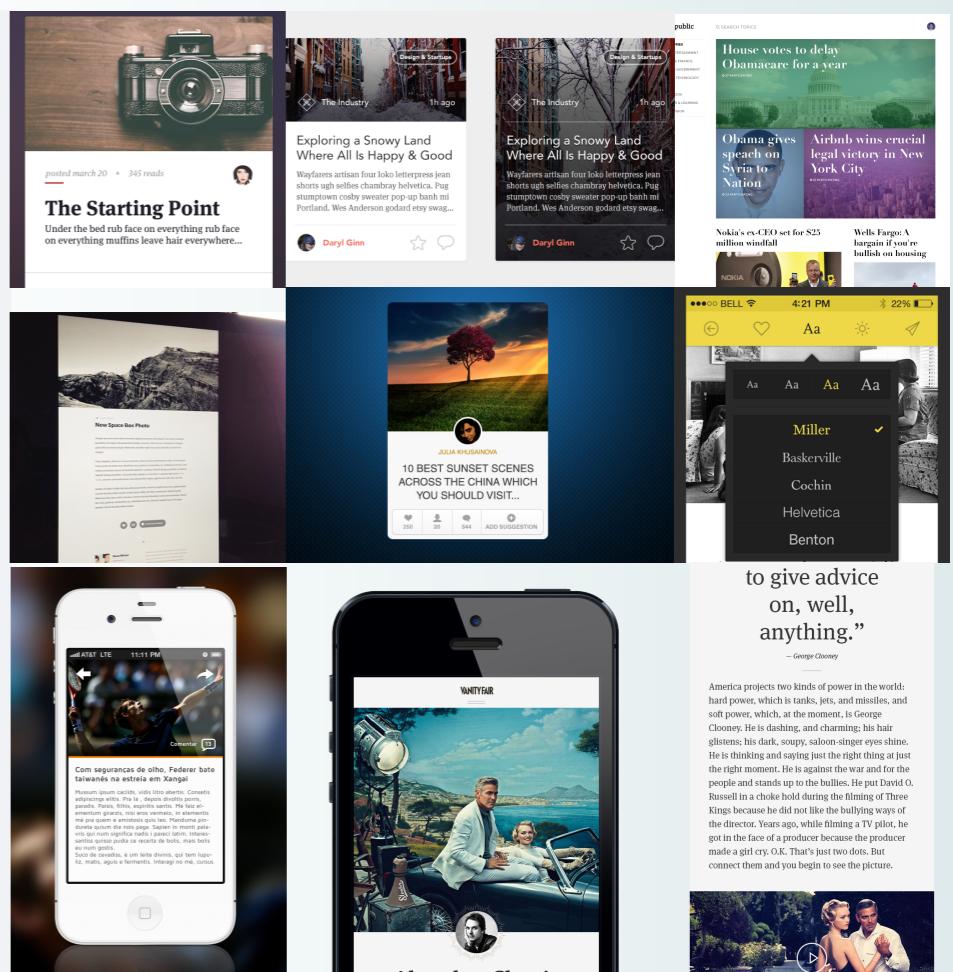
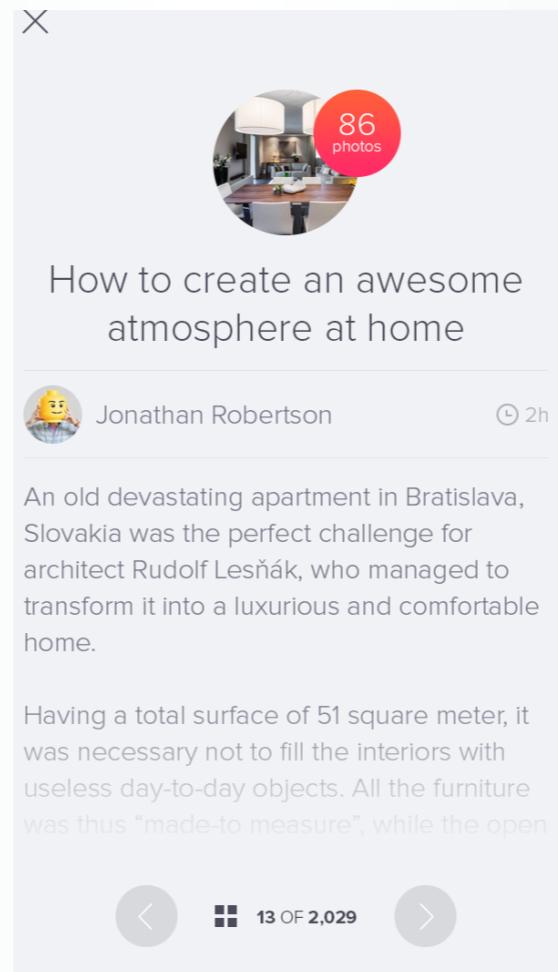
## MOODBOARD

For the feel of this application, I wanted to stay true to the Clymb's whole philosophy, which is to never stop exploring. The feeling of always exploring something new and amazing. Something that's bigger than us sometimes. I wanted the users to feel this whenever they were reading the stories on this application and be fully immersed.



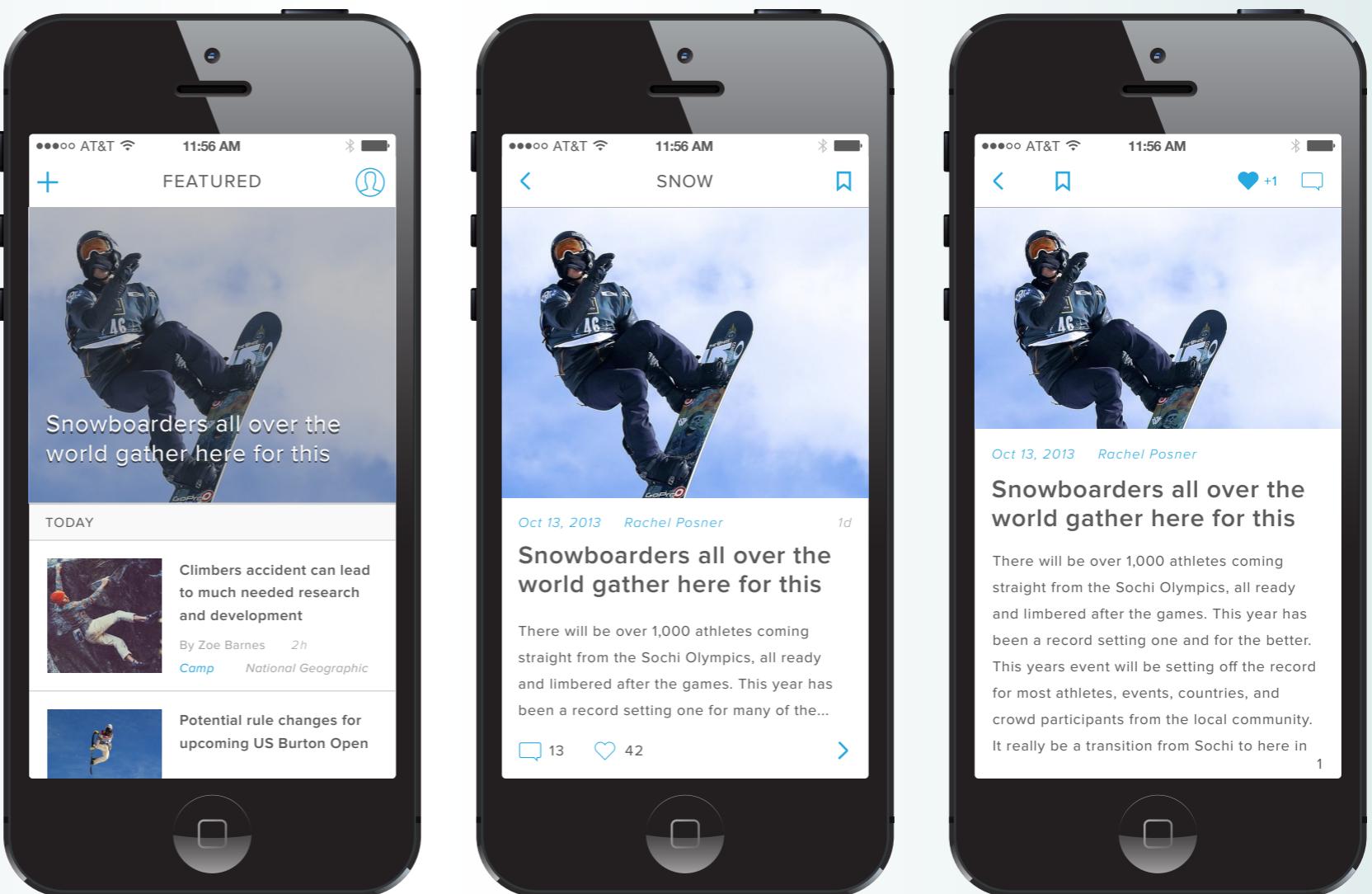
# STYLEBOARD

Since this was an app that was to read articles, many of the inspiration comes from apps that require the user to read a lot. Type was the biggest challenge, making sure that everything is well thought out so that the user never has trouble distinguishing one thing from another or just being able to read the text.



## IPHONE COMPS

For these iPhone comps, there's this light sense of feeling where it's not too much on one page but enough to keep you interested. I highlighted a lot of the buttons for iPhone so the user can have an easier time navigating throughout their reading experience.



## ANDROID COMPS

For Android, it would be very useful to be able to put the action bar to use with bookmarking searching, and sharing. There are many more options that are to be discovered to have a better reading experience. With a larger landscape, where it a lot of room for the text to breath and the images to live.

