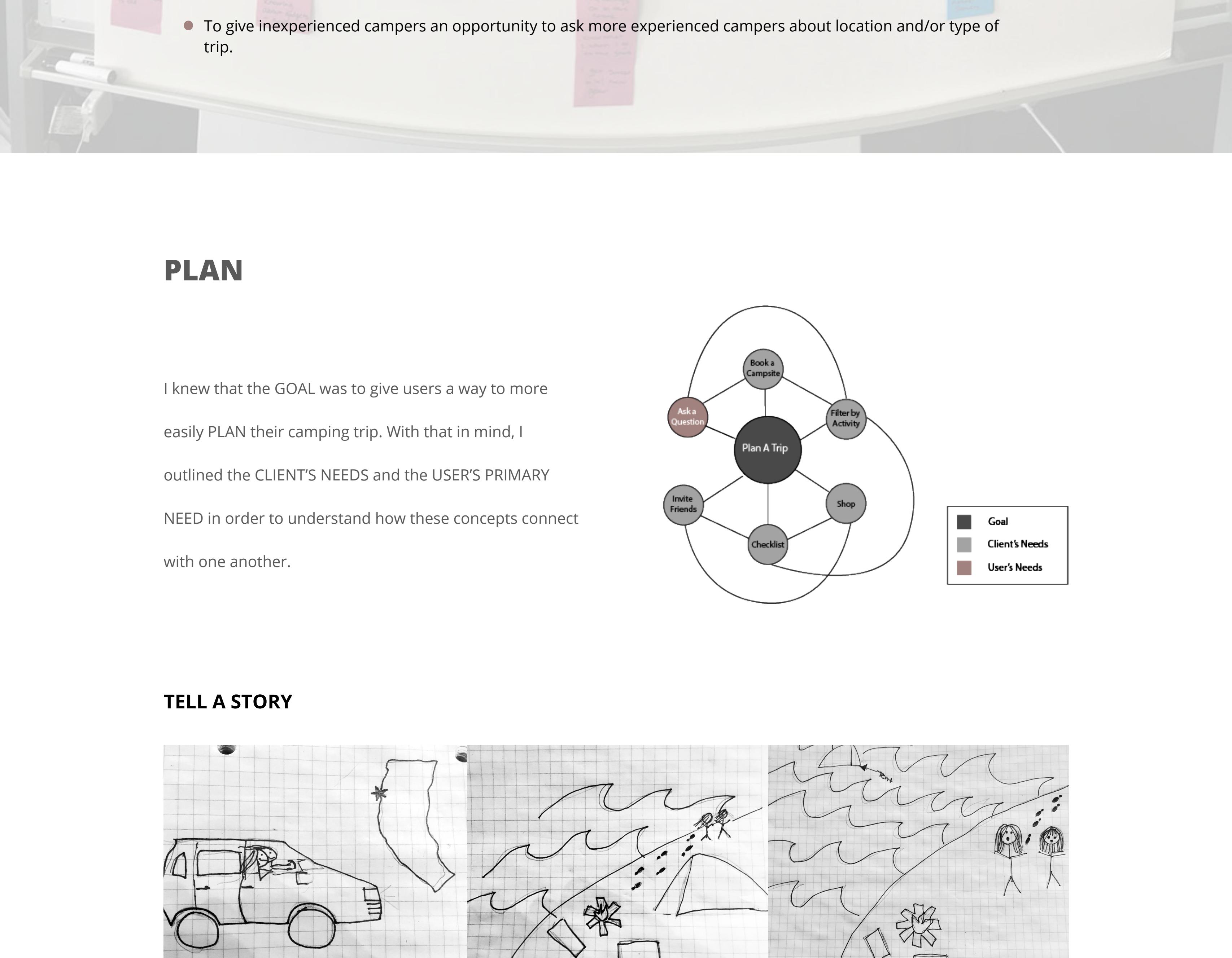


REI is a popular outdoor gear and clothing store and trusted resource. They want to create an app that streamlines the trip planning process for campers.

My Role:

Independently conduct research, determine information architecture, design through a process of sketching and achieve usability through a series of test.



PLAN