

The worlds first international adventure network

For transport theres Uber, for food theres Deliveroo, for beds theres Airbnb, for company in that bed theres tinder! But what about for the things to do? the activities, the adventures and excitement? Introducing Geronigo, 'One World... Every Adventure'.

Imagine you want to jump out of a plane at 14,000 feet, maybe you want to learn to scuba dive, to shoot your mates to bits on a paintball site, play clay pigeon shooting or go karting, bungee jumping, take all those awesome adventures and any others you can possibly think of and you will find them at Geronigo, on an international scale.



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A renewed design concept for Geronigo

Below is the prototyping work for a proposed renewal of the Geronigo website, produced using Sketch & Marvel.

The screenshot shows a search interface for "Paintball near me". At the top, there's a navigation bar with the Geronigo logo and links for Adventures, Gift Vouchers, and Gift Cards. Below the navigation is a red header bar with the text "Paintball near me" and a search bar. The main content area has a title "Find your Ultimate Adventure..." and a sub-note "We have over 100 different activities and over 10,000 experiences to choose from. Filter your results to find your ultimate adventure." There are three filter sections: "How many Participants?", "What Location?", and "What Age Group?". Under "What Location?", there are three columns of venue filters for Manchester Central, each with a "10 Miles" radius option. Below these are sections for "Clay Pigeon Shooting", "Paintball", and "Hot Air Ballooning", each with their own set of venue filters.

Pros

I believe the new UI features, such as the consistent title bars and tab menus ordered higher in the hierarchy, in addition to columnised splash titles with content above the page fold give the site a more industry standard feel.

MARVEL PROTOTYPE >

The screenshot shows a detailed activity page for "Paintball St. Albans". The top navigation bar is identical to the previous screenshot. The main content area has a title "Paintball St. Albans" and a sub-note "Prices from \$9.99pp". To the right is a large image of a person in a paintball mask aiming a gun. Below the title are three filter sections: "How many Participants?", "What Date?", and "What Age Group?". Under "What Date?", there's a calendar view for April and May. Under "What Age Group?", there are options for "adult", "Junior", and "Mixed". Below these are sections for "Pay as you Play Paintball" and "What's included?", which lists items like "All equipment", "Paintballs", "Safety Briefing", "Instructor to supervise", "First Aid", and "Emergency Evacuation". At the bottom are sections for "Key Information" and "One Gift Card, Every Adventure...", each with a small image.

Cons

The adventurous edge of the site has been lost in the pursuit of a standardised UI. To maintain the initial concept of the website, further work needs undertaking to integrate the original torn graphical styling.

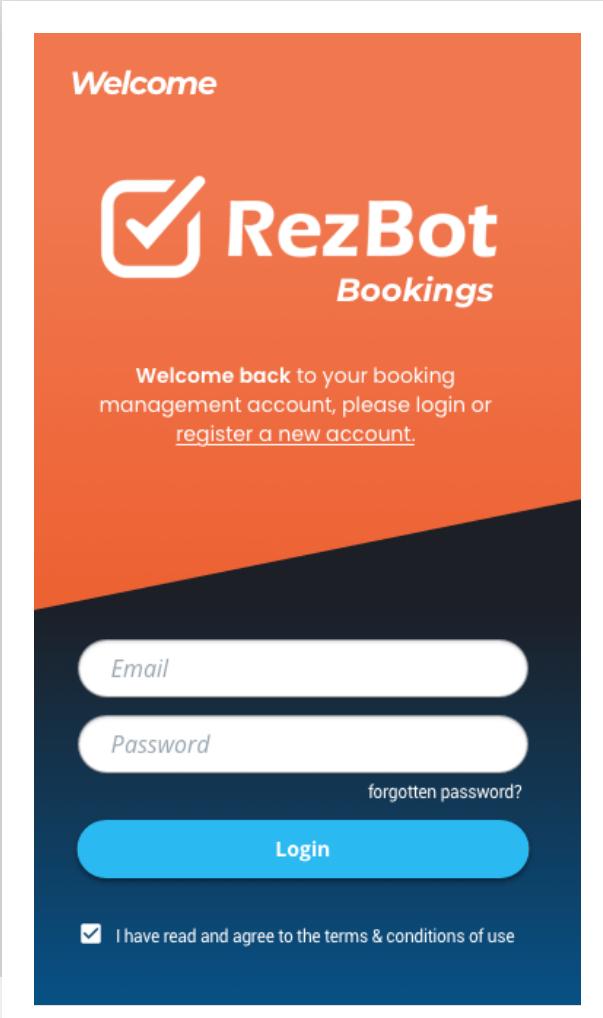
SKETCH FILES >

A platform for activity operators to manage bookings

RezBot's bookings manager is its leading platform, responsible for processing enquiries and bookings for Geronigo in addition to various other event manager's and activity operator's.

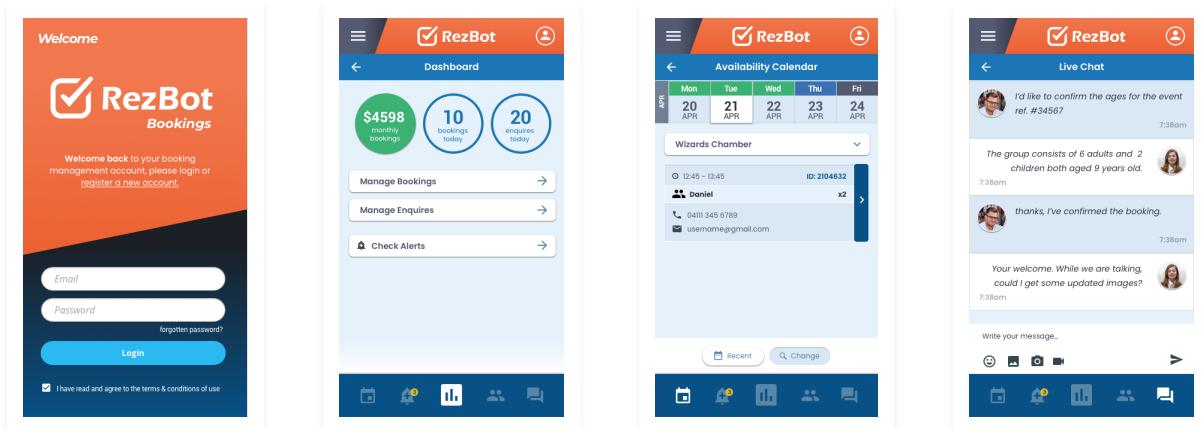
The Booking manager processes over 1,000,000 bookings a year for the Geronigo brand alone. Allowing access to the system for individual use by activity operator's is a valuable means of recruiting activity venues to the Geronigo Network.

[SKETCH PROTOTYPE >](#)



Prototype for RezBot's mobile bookings manager

Below is the prototyping work for a proposed mobile app for the RezBot bookings manager, produced using Sketch & Principle.



Pros

As a first implementation I think that it achieved the goals of the original guidelines whilst also carrying over the brand identity from the rezbot marketing website.

Cons

With more time and on preceding iterations of the mobile app it would be valuable to add more of the desktop features.

