

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.



VISIT GERONIGO >

A renewed design concept for Geronigo

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

A screenshot of the Geronigo website's home page. It features a large hero image with a collage of various adventure activities. Below the hero image is a search bar with the placeholder 'Enter your location...' and a button 'Explore Nearby'. Underneath is a section titled 'Explore Every Adventure' with a sub-section for 'Water Sports', 'Combat Sports', 'Country Sports', 'Extreme Sports', and 'Motor Sports', each with a small thumbnail and a 'Discover Details' button.

A screenshot of a detail page for 'Quad Biking Gift Vouchers'. The page includes a product description, a 'Buy Now' button, and a large image of a person quad biking. Below the main image are sections for '2000 Locations', 'Adrenalin Guide', 'Gift Box', and 'Free Delivery', each with a small image and some descriptive text.

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. On the left side, there are three activity categories with their own filters: "Clay Pigeon Shooting", "Paintball", and "Hot Air Ballooning". Each category has a "Activity Information" button.

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 view of a paintball session titled "Paintball St. Albans". 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 St. Albans" and a search bar. The main content area has a title "Paintball St. Albans" and a note "Prices from \$9.99pp". There's a large image of a person in a paintball mask aiming a gun. Below the image are three filter sections: "How many Participants?", "What Date?", and "What Age Group?". Under "What Date?", there's a calendar for April and May with specific dates highlighted in green. On the right side, there's a section titled "Pay as you Play Paintball" with a dropdown menu showing "Morning", "Afternoon", and "Full Day" options, each with a "\$9.99pp" price and a "NEXT" button. Below this is a section titled "One Gift Card, Every Adventure..." with an image of a gift card.

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.

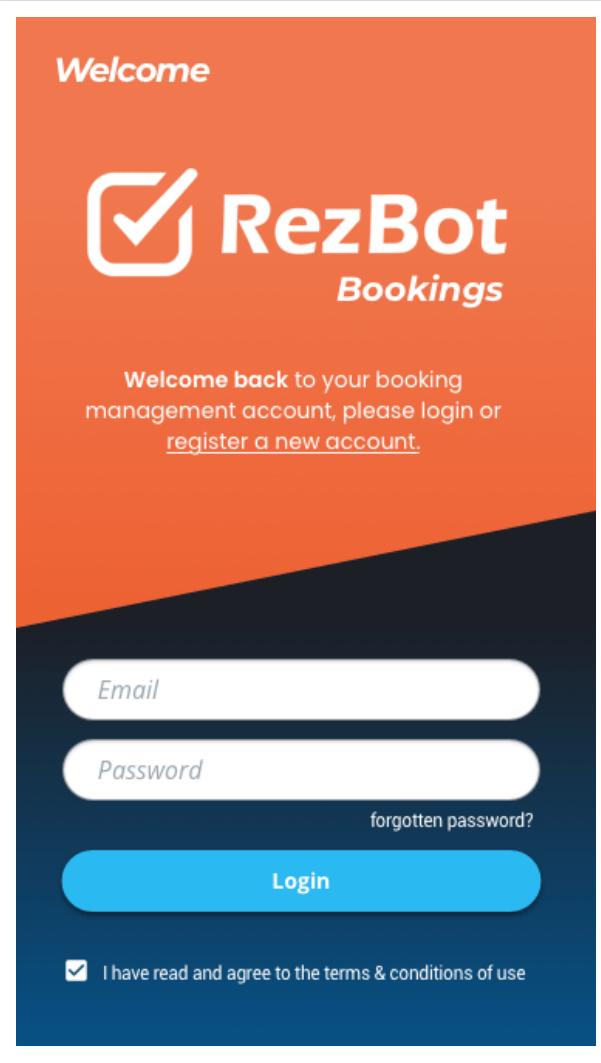
[SKETCH FILES >](#)

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.

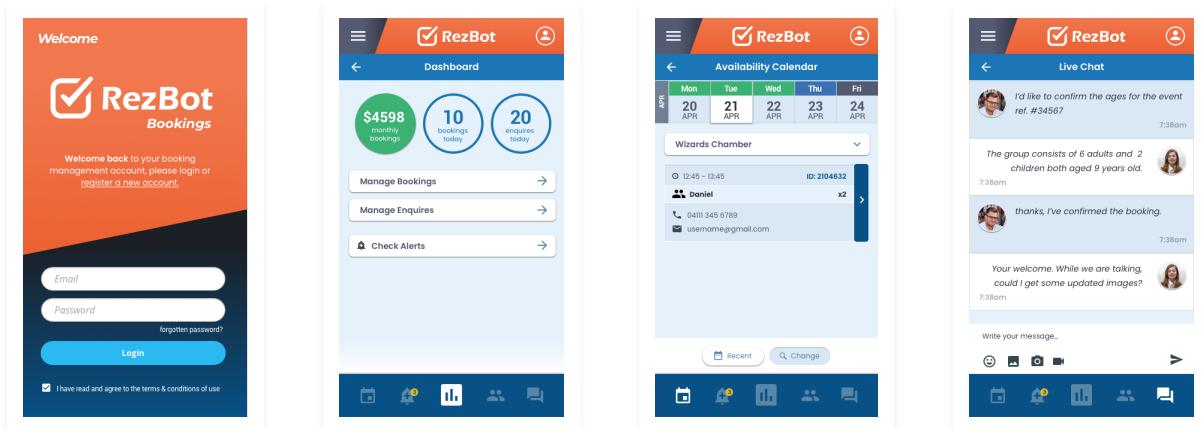
The Booking manager processes over 1,000,000 bookings a year for the Geronigo brand alone. Allowing access to the system for individual use by activity operator's is a valuable means of recruiting activity venues to the Geronigo Network.

[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.

A Suite of products for activity suppliers

The RezBot suite is a group of products tailored to the needs of activity operators. Ranging from availability calendars with online booking features, automated voucher purchase and distribution, through to visitor check in with electronic signature.

The RezBot suite encourages activity operators to join the Geronigo network in addition to offering independent products that help their business.



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Features from the first development

Here are a few examples of key features implemented in the first iteration of the RezBot marketing website

Do you want to...
Sell More Vouchers?
Boost your revenue and customer loyalty by selling gift vouchers on your website.
[Try for Free](#) [Watch the video](#)
No Credit Card Needed

The importance of language and speaking directly with a user

To generalise, activity operators aren't experienced in the nuances of different booking management products. They are short on time and want to hear succinctly how a product can help them. I took this knowledge and applied it through titles with direct language, that spoke to needs and posed questions.

Reducing features, turning them into a suite of products

The existing offering was a long drawn out list of features within a cms. Perfectly executed for the needs of an activity operator, but the target audience it spoke to was the developer. I changed this by separating the list of features and creating new easily understood 'products' within a greater suite.

Partner with RezBot & let us help you grow...
Enjoy the benefits of these four awesome solutions

A social platform for organising events

Geronigo's event planner is a space for event organisers to plan and complete their event post enquiry / booking. Event participants can be invited and prompted for rsvp status. Individual guest payments are available, in addition to information on the event and a chat area.

The event planner is a valuable tool for managing booking payments & in retaining general event enquiries. It also helps extend Geronigo's reach beyond the event organiser.

[SKETCH PROTOTYPE >](#)



Prototype for Geronigo's event planner

Below is the prototyping work for a proposed 3rd iteration of the Geronigo event planner, produced using Sketch & Principle.

Pros

Beyond the visual appeal of the new redesign, putting the focus on the guest list and its use in managing individual payments has given the event user a valuable tool.

Cons

With more time I would like to add further confirmation pages and to further the transitioning scope with principle.

Samples of other projects

My aim with all projects is to combine a captivating design with an intuitive experience that keeps a user engaged for a prolonged visit.



🔗 Adventure Cards



🔗 Escape This



🔗 Go Ballistic



🔗 Jump This

More available on request...

This is just a sample of my most recent work. There is a multitude of work available for further exploration.