

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.

This is a wireframe prototype of the Geronigo homepage. It features a dark header with the Geronigo logo and navigation links for 'Adventures', 'Gift Vouchers', and 'Gift Cards'. Below the header is a large hero image showing a group of people engaged in various activities like paintball and hot air ballooning. The tagline 'One World... Every Adventure' is prominently displayed. A search bar and a 'Cart' icon are also present. The main content area includes a location search field ('Enter your location...'), a 'Explore Nearby' button, and a section titled 'Explore Every Adventure' with a sub-section for 'Water Sports' featuring icons of people in boats and a 'Sign Up' button.

This is a wireframe prototype of a gift card page. The header is identical to the home page. The main content area features a section for 'Quad Biking Gift Vouchers' with a small image of a quad biker and a 'Buy Now' button. Below this is a large image of a person riding a quad bike through mud. A promotional banner below the image reads 'One Gift Card, Every Adventure...'. To the right, there are sections for '2000 Locations', 'Adrenalin Guide' (with a preview of a booklet), 'Gift Box' (with an image of a gift box), and 'Free Delivery' (with a shield icon). At the bottom, three circular badges offer 'EXTENDED VALIDITY FREE', 'GUARANTEED MONEY BACK', and another 'EXTENDED VALIDITY FREE' badge.

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 >

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.

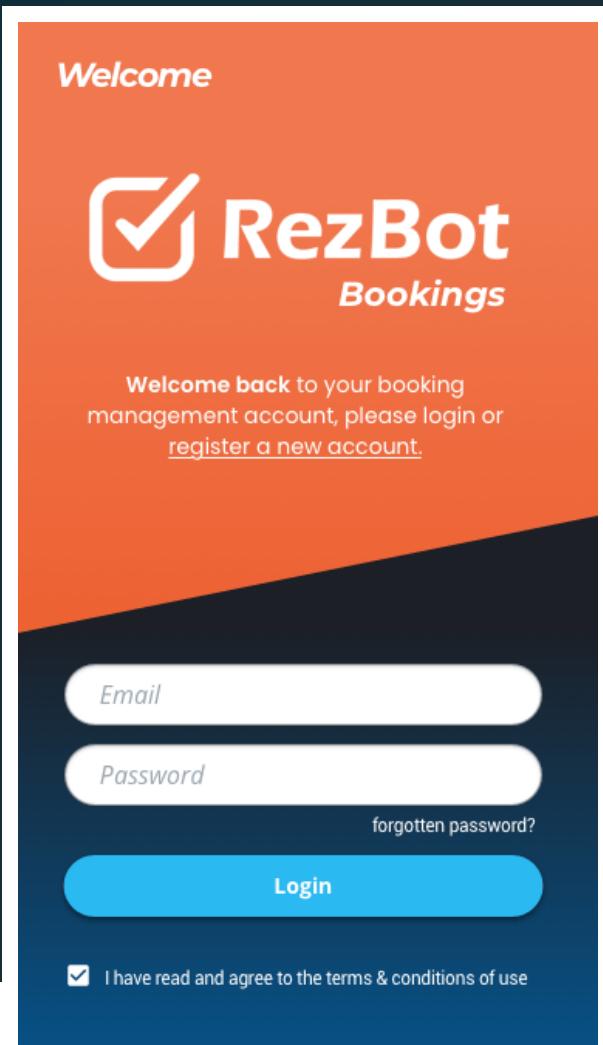
SKETCH FILES >

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.

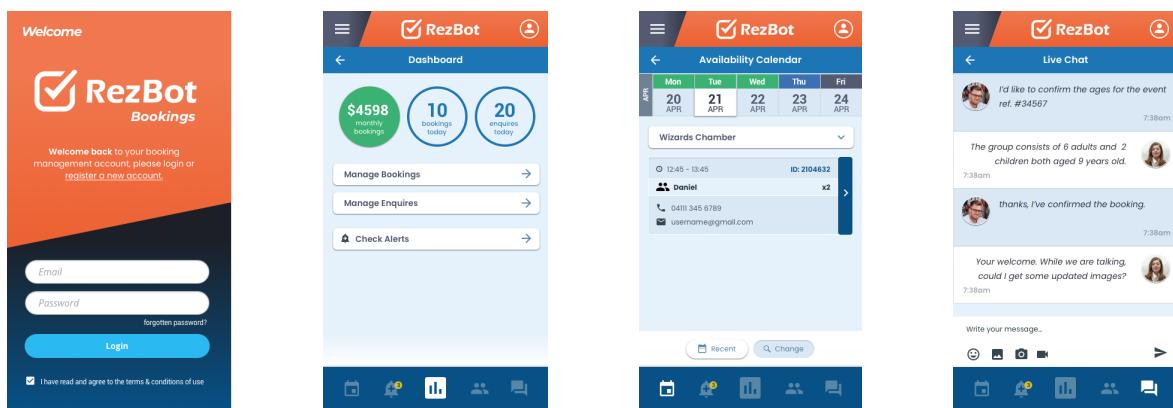
The Booking manager processes over 1,000,000 bookings a year for the Geronigo brand alone. Allowing access to the system for individual use by activity operator's is a valuable means of recruiting activity venues to the Geronigo Network.

[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.

No Credit Card Needed

[Try for Free](#) [Watch the video](#)

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.

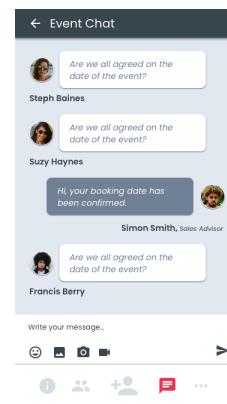
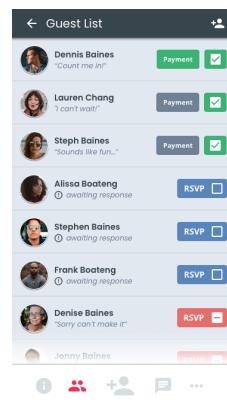
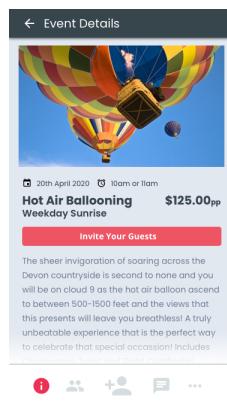
The event planner is a valuable tool for managing booking payments & in retaining general event enquiries. It also helps extend Geronigo's reach beyond the event organiser.

[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.

A printer friendly version of this portfolio is available [here](#)